Safe Harbor Statement

This presentation contains statements (including certain projections and business trends) that are “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. Words such as “believe”, “estimate”, “project”, “plan”, “expect”, “anticipate”, “will”, “intend” and other similar expressions may identify forward-looking statements. Actual results may differ materially from those projected as a result of certain risks and uncertainties, many of which are beyond our control, including but not limited to:

- macroeconomic factors, including global and regional business conditions, the availability and cost of capital, the cyclical nature of our customers' capital spending, sovereign debt concerns and currency exchange rates;
- laws, regulations and governmental policies affecting our activities in the countries where we do business;
- the successful development of advanced technologies and demand for and market acceptance of new and existing products;
- the availability, effectiveness and security of our information technology systems;
- competitive product and pricing pressures, and our ability to provide high quality products, services and solutions;
- a disruption of our operations due to natural disasters, acts of war, strikes, terrorism, social unrest or other causes;
- intellectual property infringement claims by others and the ability to protect our intellectual property;
- our ability to successfully address claims by taxing authorities in the various jurisdictions where we do business;
- our ability to attract and retain qualified personnel;
- our ability to manage costs related to employee retirement and health care benefits;
- the uncertainties of litigation, including liabilities related to the safety and security of the products, services and solutions we sell;
- our ability to manage and mitigate the risks associated with our solutions business;
- a disruption of our distribution channels;
- the availability and price of components and materials;
- the successful integration and management of acquired businesses;
- the successful execution of our cost productivity and globalization initiatives; and
- other risks and uncertainties, including but not limited to those detailed from time to time in our Securities and Exchange Commission filings.

These forward-looking statements reflect our beliefs as of the date of this presentation. We undertake no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.
Notice Regarding Financial Information

- This presentation contains non-GAAP financial information. Reconciliations from GAAP to non-GAAP measures are contained in the appendix of this presentation.

- All information should be read in conjunction with the historical financial statements and financial information contained in Rockwell Automation’s Annual Report on Form 10-K, periodic reports on Form 10-Q and Form 8-K, and public announcements of financial information.

- Copies of these reports, as well as a financial information overview, are available on the Investor Relations section of Rockwell Automation’s website at http://www.rockwellautomation.com/investors/
Leading global provider of industrial power, control and information solutions

Automation solutions for a broad range of industries

Serving customers for 110 years

Strong culture of integrity and corporate responsibility
Growth and Performance Strategy

**ABOVE MARKET GROWTH**
- Expand served market
- Target highest growth markets
- Acquisitions as catalysts

**REINVESTMENT**
Drive productivity to fund growth opportunities with attractive ROIC

**INTELLECTUAL CAPITAL**
Create customer and shareholder value through technology innovation and domain expertise

**Long Term Financial Goals:**
Sales growth of 6 to 8%, double digit EPS growth, >20% ROIC
Rockwell Automation Helps Customers Achieve…

Customer Value

Faster Time to Market
Lower Total Cost of Ownership
Improved Asset Utilization
Enterprise Risk Management
By 2020:

- 1 billion people will enter the middle class – 60% in emerging markets
- The middle class will add $8 trillion to consumer spending

Requiring investment in:

- Manufacturing: 100% More Vehicles
- Resources: 30% More Water
- Infrastructure: 50% More Energy

Source: McKinsey & Company

*Investment in both capacity and productivity will be required to meet demand*
Technology Trends
The Industrial Internet of Things

INDUSTRIAL
Internet of Things

- Machine to machine coordination – high speed
- Mission critical assets – safety
- Integrated control and information

CONSUMER
Internet of Things

- Stand alone assets
- Less time critical
- Human centric
Contemporary Technologies
Enabling The Internet of Things

**BIG DATA and analytics**

More Big Data generated by manufacturing than any other sector

Source: McKinsey & Company

**Moving to the Cloud**

52% of manufacturers will migrate to a hybrid cloud within 2 years

Source: Cisco

**Mobility is Inevitable**

5 terabytes of manufacturing data viewed on a mobile device in the last year

Source: Price Waterhouse Coopers LLP,

**Security**

$60B spent on Cyber Security in 2011

Source: Manufacturing Enterprise Communications Research Services

**The Internet of Things will accelerate The Connected Enterprise**
The Connected Enterprise

Integrated, optimized, collaborative, secure
Remote sensing of objects and environment

Cameras deployed for monitoring and security

Just plug me in! I am online and ready for configuration with the line. Here is my configuration

My yield will meet today’s production needs

Everything has a URL

Clean me next shift

7100kWh of energy used today

We deliver The Connected Enterprise through Integrated Control and Information
Integrated Control and Information

- Building on our strong foundation of technology innovation and domain expertise
- Expanding products, services and solutions to contextualize real-time data and provide actionable information
- Improving productivity through the Design/Operate/Maintain investment lifecycle
- Providing secure real-time control and information

Smart, Productive, Secure
Strong Foundation of Differentiation

- **Technology Innovation & Broad Portfolio**
  - The only scalable multidiscipline control platform - Logix
  - Leading market position in safety
  - Intelligent motor control products and solutions
  - Technology based on open interfaces and secure network infrastructure built on standard Ethernet

- **Domain Expertise & Global Support**
  - Supporting customers in multiple industries across their investment lifecycle

- **Trusted Partners & Unique Market Access Model**
  - Channel partners, strategic alliances, technology partners
Expands Our Served Market
Integrated Control and Information

**Growth Drivers Remain Valid**
- Process
- OEMs
- Emerging Markets
- Safety
- Services

**New Opportunities**
- Industrial network infrastructure
- Industrial security
- Remote automation and monitoring
- Active energy management
- Industrial intelligence
- Unified communications
- Business analytics for automation

*Integrated Control and Information expands our served market to ~$90 billion*
Integrated Control and Information
Empowering The Connected Enterprise

Frank Kulaszewicz
Senior Vice President, Architecture & Software

Blake Moret
Senior Vice President, Control Products & Solutions
Agenda

Integrated Control and Information
- Common Secure Network Infrastructure

Customer Success Stories, New Offerings

Why Rockwell Automation Will Outgrow the Market
Customer Value

...turns data into actionable information for operators, engineers, plant and business management
Integrated Control and Information

**Smart, Productive, Secure**

- Logix as an information server
- Smart products and machines
- Role-based preferences and capabilities
- Integrated automation environment
- Multi-discipline control
- Enhanced workflow
- Remote monitoring
- Contextualized data
- Secure network infrastructure
- Layered security model
- Common governance model

*Integrated Control and Information delivers customer value*
The Connected Enterprise
Integrated Control and Information

- Enterprise Optimization
- Information Aggregation and Analytics
- Converged Secure Network Infrastructure
- Multi-discipline Control
- Intelligent Assets

Business Management
Production Management
Operations
Engineering
Maintenance
Unified Infrastructure
Secure Environment

COMMON SECURE ETHERNET INFRASTRUCTURE

CONVENTIONAL: SEPARATE IT & AUTOMATION
FUTURE: UNIFIED INFRASTRUCTURE

Common network and security environment built on standard and open technology
Strategic partnership delivering world class technology and products
Secure Industrial Infrastructure
Layered Security Model

- How do I make my network resilient to attack?
- How do I protect my intellectual property and prevent others from copying my machine/process?
- How do I know what changed in my automation system and who changed it?
- How do I prevent unauthorized access to my automation system?

Defense-in-Depth approach to a secure industrial environment
Agenda

Integrated Control and Information
- Common Secure Network Infrastructure

Customer Success Stories, New Offerings

Why Rockwell Automation Will Outgrow the Market
Scalable Control and Information Success Story

- Scalable architecture to integrate 11 specialized machines from 7 original equipment manufacturers (OEM)
- Multi-discipline control
- Secure EtherNet/IP network for real-time communications
- Remote access services
- Advanced data collection and analysis
- Products utilized
  - CompactLogix
  - ControlLogix
  - PowerFlex Drives
  - Kinetix Motion Control
  - Stratix Switches
  - FactoryTalk Historian, ViewPoint and VantagePoint
  - PanelView

Results
- Faster design and installation
- Data sharing among machines, lines and facilities
- Role-based production and operation information
Secure Network Infrastructure
Success Story

- Located in Taweelah, UAE
- World’s most productive and efficient smelter… greenfield facilities with capacity to produce up to 1.4 million tons of metal annually
  - Combination of discrete, batch, and continuous process
  - Engineered by Rockwell Automation
- Combined Cisco and Rockwell technologies to create one common secure network environment
  - Improved visibility between factory and office environment
  - Layered security provides advanced intrusion protection where suspicious traffic can be identified and isolated

Results

- Optimized plant production by minimizing power consumption
- Use of Ethernet/IP lowered the total cost of ownership
- Seamless flow of information between plant and office improved production efficiency
Multi-disciplined Control
Success Story – Energy and Safety

- Customer was challenged to improve energy efficiency and simplify maintenance on a 3,500 ton preform forge press
- Use of variable frequency drives reduced capital cost of the pumps by 35-40%
- Machine Safety
  - PowerFlex variable frequency drives with safety functionality
- Visualization
  - Scalable user interface
  - Remote access

Results
- Reduced energy consumption
- Reduced capital costs by adopting fixed volume pumps
- Simplified maintenance

Building a safer press with reduced energy and maintenance requirements
Smart Products
PowerFlex 525 AC Drive

- Embedded EtherNet/IP™ supports The Connected Enterprise
- Easy installation and configuration through Logix
- Embedded processing provides real-time information:
  - Energy usage
  - Diagnostics
  - Alarms
- Embedded safety features
  - Safe Torque-Off certified at PLd/SIL2 Cat 3
- Winner: Best Technology Innovation from Control Engineering Asia
  - Early customer successes from around the world

Every year we contribute over 500,000 nodes to the Internet of Things
Remote Application Services
Integrated Control and Information

- Remote services leverage our multi-discipline control platform
  - Common approach for process and discrete applications
  - Standard unmodified Ethernet
  - Multiple assets throughout the plant monitored on a single network

- Network design and security services
- Machine builders can provide better support and create new revenue opportunities
Remote Monitoring
Success Story

- Offshore drilling platform in Kenai, Alaska
- Critical pumping equipment is controlled by PowerFlex 7000 Medium Voltage Drives
  - 24x7x365
- Remote monitoring allows key operating parameters of critical assets to be monitored in real time to avoid downtime
- A Rockwell expert is available to collaborate with Hilcorp’s electrical and maintenance staff in real time to help resolve problems if they occur

Results
- Reduced unplanned downtime
- More efficient use of resources

Rockwell experts help Hilcorp improve uptime and utilization by monitoring critical assets in real time
vMonitor
Creating the Digital Oilfield

Pending Acquisition

vMonitor
Creating the Digital Oilfield

- Enables the Smart “Digital Oilfield” worldwide with RTU and SCADA products
- Increases productivity with packaged solutions developed by oilfield experts
- Provides secure wireless communications

Expanded solutions enabled by vMonitor

Traditional RA strengths

1. Pump Jack Controller
2. Water/Gas Injection
3. Wellhead (Plunger Lift)
4. ESP Pump Control
5. Tank Monitoring
6. Pipeline Monitoring
Agenda

Integrated Control and Information
- Common Secure Network Infrastructure

Customer Success Stories

Why Rockwell Automation Will Outgrow the Market
Growing Market Share
Integrated Control and Information

- New Studio 5000 functionality enhancing application re-use
- RTU and SCADA hardware and software from vMonitor
- New PowerFlex AC Drives
- Common security design standards, layered security architecture
  - Industrial Stratix firewall
  - ControlLogix secure communications module

A strong pipeline of new products
Expanding Customer Share
Integrated Control and Information

Remote monitoring
Production Management
Network design and security consulting
Training
Preventative maintenance and parts services

Pump Jack Control

PanelView
Logix

vMonitor
PowerFlex Drives

Reports
Alarms
Analytics
Process History

Communication switching, routing and security
Why Rockwell Automation Will Outgrow the Market

- One integrated business – IA, IMC, Services & Solutions
- We deliver differentiated, sustainable customer value
  - Technical innovation and domain expertise
- New value from Integrated Control & Information Solutions
  - Smart, Productive, Secure products enable new ways to leverage and re-use our domain expertise
  - Additional application know-how and geographic reach
  - Best-in-class partners
- New opportunities
  - Industrial network infrastructure
  - Industrial security
  - Remote automation and monitoring
  - Active energy management
  - Industrial intelligence
  - Unified communications
  - Business analytics for automation

*Technology innovation and domain expertise accelerate our ability to deliver The Connected Enterprise*
Rockwell Automation
Financial Overview

Ted Crandall
Senior Vice President and Chief Financial Officer
Fiscal 2014 Guidance

Sales Midpoint ~ $6.6B
  Organic Growth Range 2% to 6%
  Currency Translation & Acquisitions ~ 0%

Segment Operating Margin ~ 20%

Adjusted EPS $5.95 to $6.35

Free Cash Flow as a % of Adjusted Income ~ 100%

Note: As of November 7, 2013
Rockwell Automation
A Great Investment

Automation Markets Grow in Excess of GDP
- Productivity, flexibility, safety and sustainability in developed markets
- Infrastructure and growing consumer demand in emerging markets

Integrated Control and Information Expands our Served Market
- Smart, Productive and Secure portfolio
- Increases the value we provide to customers
- Enhances targeted growth initiatives

Competitive Differentiation
- Technology leader...focused on innovation
- Domain expertise
- Unique market access model

Financial Strength Disciplined Cash Deployment
- Strong balance sheet and cash flow generation
- Best in class ROIC; an intellectual capital business
Total Shareowner Return

- Includes the reinvestment of all dividends in our common stock

**2006-2013 annualized total return of 11.7% vs. 6.2% for the S&P 500**
Appendix

Reconciliation to Non-GAAP Measures
### Adjusted EPS

(in millions, except per share amounts)

<table>
<thead>
<tr>
<th>Fiscal 2014 Guidance</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Diluted EPS from continuing operations</td>
<td>$5.69 - $6.09</td>
</tr>
<tr>
<td>Non-operating pension costs per diluted share, before tax</td>
<td>0.40</td>
</tr>
<tr>
<td>Tax effect of non-operating pension costs per diluted share</td>
<td>(0.14)</td>
</tr>
<tr>
<td>Adjusted EPS</td>
<td>$5.95 - $6.35</td>
</tr>
</tbody>
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