

Fiscal Year 2015 First Quarter Conference Call

January 28, 2015



Safe Harbor Statement

This presentation includes statements related to the expected future results of the company and are therefore forward-looking statements. Actual results may differ materially from those projections due to a wide range of risks and uncertainties, including those that are listed in our SEC filings.

 This presentation also contains non-GAAP financial information and reconciliations to GAAP are included in the appendix. All information should be read in conjunction with our historical financial statements.

Fiscal 2015 First Quarter Highlights and Full Year Outlook



Q1 Results

- Organic sales up 2% year over year
 - Architecture & Software up 5%; Logix sales up 7%
 - Latin America growth robust at 18%
- Operating margin of 22.0%, up 140 bps YOY
- Adjusted EPS of \$1.64, up 12%
- Free Cash Flow of \$233M

Full Year Outlook

- Headwind due to U.S. dollar strengthening
- Uncertainty around the impact and duration of lower oil prices

Revising Adjusted EPS guidance to \$6.50 to \$6.80 for FY 2015

Key Financial Information: First Quarter



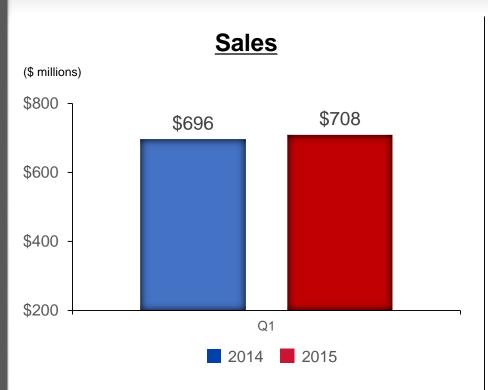
(in millions, except per share amounts)

	Q1 2015		_Q′	Q1 2014		DY B/(W)
Sales	\$	1,574	\$	1,592	(1.1)%
Segment Operating Margin		22.0%		20.6%		140 bps
General Corporate - Net	\$	23	\$	22	\$	(1)
Adjusted EPS	\$	1.64	\$	1.47		12%
Adjusted Effective Tax Rate		26.0%		27.8%		180 bps
Free Cash Flow	\$	233	\$	179	\$	54
ROIC		30.7%		31.4%		(70) bps

Strong margin and EPS performance

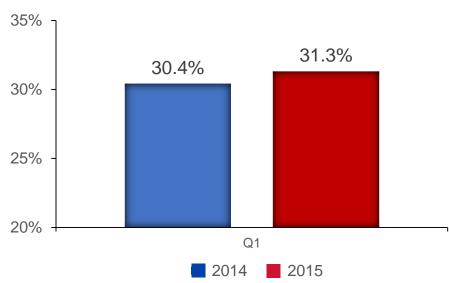
Architecture & Software





	YOY Sales % Change
	Q1 2015
Reported	1.7%
Organic	5.1%

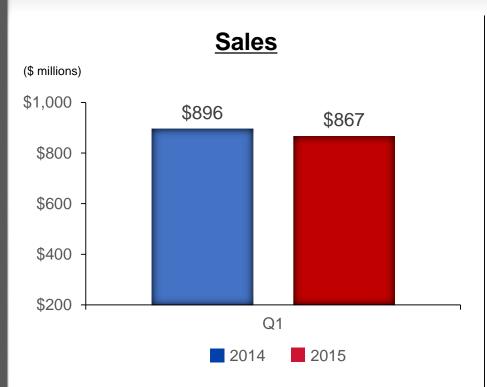


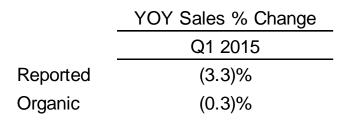


 Segment operating margin expanded 90 bps in Q1, primarily due to higher organic sales and strong productivity, partially offset by increased spending

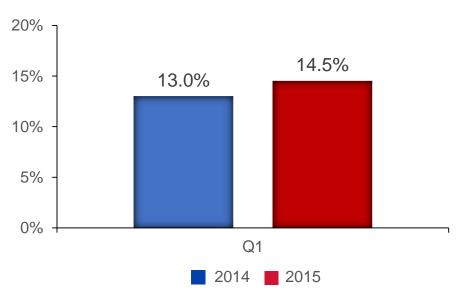
Control Products & Solutions







Segment Operating Margin



 Segment operating margin expanded 150 bps in Q1, primarily due to strong productivity and favorable mix

Regional Sales



(in millions, except percentages)

	Q1 2015							
<u>Region</u>	S	ales	Organic <u>% Change</u>					
U.S.	\$	837	0.0%					
Canada		100	8.2%					
EMEA		297	(1.1)%					
Asia Pacific		207	2.9%					
Latin America		133	18.2%					
TOTAL	<u>\$</u>	1,574	2.1%					

First Quarter *

- U.S. flat as expected
- Solid growth in Canada off a low base
- EMEA down due to weakness in emerging markets
- Strong growth in India
- China down 2% due to project timing
- Robust growth across Latin America

^{*} All growth comments refer to organic growth

Revised Fiscal 2015 Guidance



Sales Midpoint ~ \$6.6B

Organic Growth Range 2.5% to 5.5%

Currency Translation ~ (4.5)%

Acquisitions 0.2%

Segment Operating Margin ~ 21%

Adjusted Effective Tax Rate ~ 26.5%

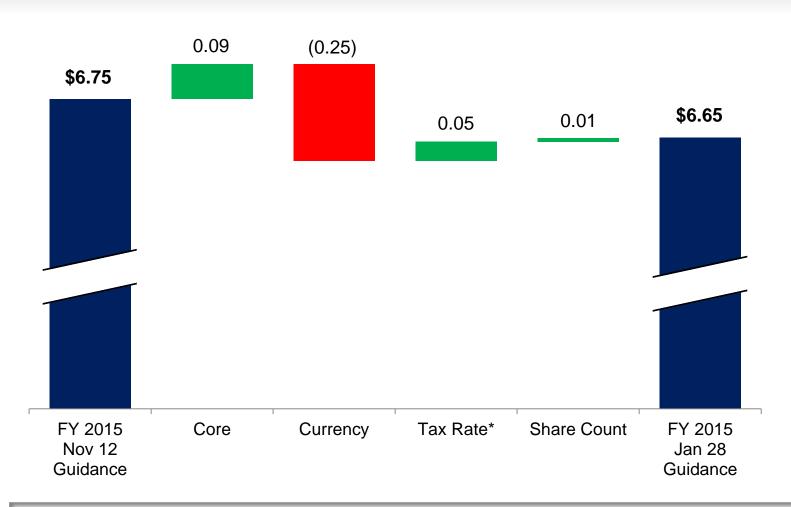
Adjusted EPS \$6.50 to \$6.80

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

Note: As of January 28, 2015

FY 2015 Midpoint Revised Guidance Adjusted EPS Walk





Currency now a more significant headwind than originally expected

Appendix

Supplemental Financial Information and

Reconciliations to non-GAAP Measures

First Quarter Results: Summary

(in millions, except per share amounts)	 Q1 2015	Q1 2014		
Total Sales	\$ 1,574.4	\$	1,591.7	
Total Segment Operating Earnings Purchase Accounting Depreciation and Amortization General Corporate - Net Non-Operating Pension Costs Interest Expense Income Tax Provision Net Income	\$ 346.8 (5.4) (22.8) (16.2) (14.9) (73.3) 214.2	\$	328.0 (4.6) (21.7) (14.0) (14.9) (74.7) 198.1	
Adjustments Non-Operating Pension Costs, Net of Tax Adjusted Income	\$ 10.6 224.8	\$	9.0	
Adjusted EPS	\$ 1.64	\$	1.47	
Average Diluted Shares	136.9		140.4	

Free Cash Flow



(in millions)	Q1 2015
Net Income	\$ 214.2
Depreciation/Amortization	40.6
Retirement Benefits Expense	36.1
Receivables/Inventory/Payables	38.5
Compensation and Benefits	(99.2)
Pension Contributions	(8.6)
Income Taxes	46.9
Other	(0.3)
Cash Flow from Operations	268.2
Capital Expenditures	(40.0)
Income Tax Benefit from Share-based Compensation	4.4
Free Cash Flow	\$ 232.6

Reconciliation to Non-GAAP Measures

Rockwell Automation

Organic Sales

(in millions, except percentages)

					2014			2013		
	Sales(a)	Ch	iffect of anges in urrency	С	Sales Excluding hanges in Currency	ffect of quisitions	Organic Sales(b)	Sales(c)	Sales Growth (Decline) (a)/(c)	Organic Growth (Decline) (b)/(c)
United States	\$ 836.8	\$	0.6	\$	837.4	\$ (1.0)	\$ 836.4	\$ 836.4	<u>—%</u>	<u>%</u>
Canada	100.0		7.8		107.8	_	107.8	99.6	0.4%	8.2%
Europe, Middle East, Africa	296.9		26.5		323.4	(2.5)	320.9	324.4	(8.5)%	(1.1)%
Asia Pacific	207.2		5.5		212.7	_	212.7	206.8	0.2%	2.9%
Latin America	133.5		13.6		147.1	_	147.1	124.5	7.2%	18.2%
Total	\$ 1,574.4	\$	54.0	\$	1,628.4	\$ (3.5)	\$ 1,624.9	\$ 1,591.7	(1.1)%	2.1%

Three Months Ended December 31,

	_					2014			_	2013		
		Sales(a)	Ch	Effect of anges in currency	С	Sales Excluding hanges in Currency	iffect of quisitions	Organic Sales(b)		Sales(c)	Sales Growth (Decline) (a)/(c)	Organic Growth (Decline) (b)/(c)
Architecture & Software	\$	707.8	\$	25.4	\$	733.2	\$ (1.6)	\$ 731.6	\$	695.9	1.7%	5.1%
Control Products & Solutions		866.6		28.6		895.2	(1.9)	893.3		895.8	(3.3)%	(0.3)%
Total	\$	1,574.4	\$	54.0	\$	1,628.4	\$ (3.5)	\$ 1,624.9	\$	1,591.7	(1.1)%	2.1%

Reconciliation to Non-GAAP Measures

Segment Operating Margin

(in millions, except percentag	ges)	 Months Ended mber 31, 2014	Three Months Ended December 31, 2013		
Sales					
	Architecture & Software (a)	\$ 707.8	\$	695.9	
	Control Products & Solutions (b)	 866.6		895.8	
Total sales (c)		\$ 1,574.4	\$	1,591.7	
Segment operating earnings					
	Architecture & Software (d)	\$ 221.4	\$	211.9	
	Control Products & Solutions (e)	 125.4		116.1	
Total segment operating earn	nings (f)	346.8		328.0	
Purchase accounting deprec	iation and amortization	(5.4)		(4.6)	
General corporate - net		(22.8)		(21.7)	
Non-operating pension costs		(16.2)		(14.0)	
Interest expense		 (14.9)		(14.9)	
Income before income taxes	(g)	\$ 287.5	\$	272.8	
Segment operating margin:					
	Architecture & Software (d/a)	31.3 %		30.4 %	
	Control Products & Solutions (e/b)	14.5 %		13.0 %	
	Total segment operating margin (f/c)	22.0 %		20.6 %	
Pretax margin (g/c)		18.3 %		17.1 %	

Reconciliation to Non-GAAP Measures

Rockwell Automation

Adjusted Income and Adjusted EPS

(in millions, except per share amounts)	Three Months Ended Ti			Three Months Ended		
	Decem	ber 31, 2014	Decem	ber 31, 2013		
Income from continuing operations	\$	214.2	\$	198.1		
Non-operating pension costs		16.2		14.0		
Tax effect of non-operating pension costs		(5.6)		(5.0)		
Adjusted Income	\$	224.8	\$	207.1		
Diluted EPS from continuing operations	\$	1.56	\$	1.41		
Non-operating pension costs per diluted share		0.12		0.10		
Tax effect of non-operating pension costs per diluted share		(0.04)		(0.04)		
Adjusted EPS	\$	1.64	\$	1.47		

Diluted EPS from continuing operations
Non-operating pension costs per diluted share
Tax effect of non-operating pension costs per diluted share
Adjusted EPS

Fiscal 2015 Guidance
\$6.19 - \$6.49
0.48
(0.17)
\$6.50 - \$6.80

Non-Operating Pension Costs

(in millions)

	Three Months Ended December 31, 2014		Three Months Ended December 31, 2013	
Interest cost	\$	42.3	\$	43.6
Expected return on plan assets		(56.1)		(54.5)
Amortization of net actuarial loss		30.0		24.9
Non-operating pension costs	\$	16.2	\$	14.0