



Annual Investor Conference 2022

NOVEMBER 16, 2022



PUBLIC

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.



Blake Moret

Chairman & CEO

AGENDA

1

Introduction,
strategy and
execution
progress

2

Solving the world's
greatest challenges

3

Platform-wide
innovation and
scalability

4

Integrated
business
roadmaps

5

Attracting top talent,
partners and
investors

6

Q&A

Strategy & Execution Progress



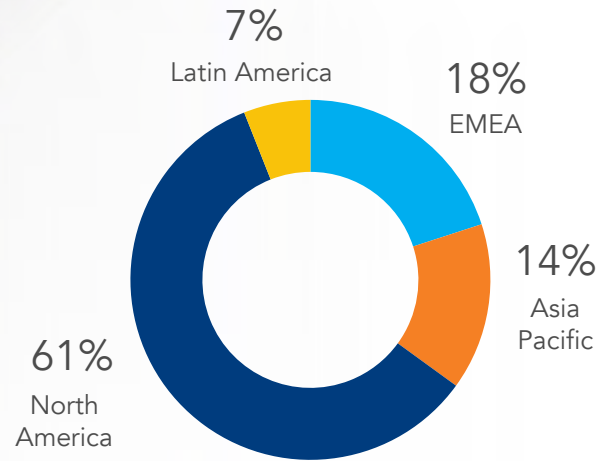
BLAKE MORET
Chairman & CEO

We're taking
**manufacturing to
a whole new level**
by making our customers
more resilient, agile,
and sustainable.

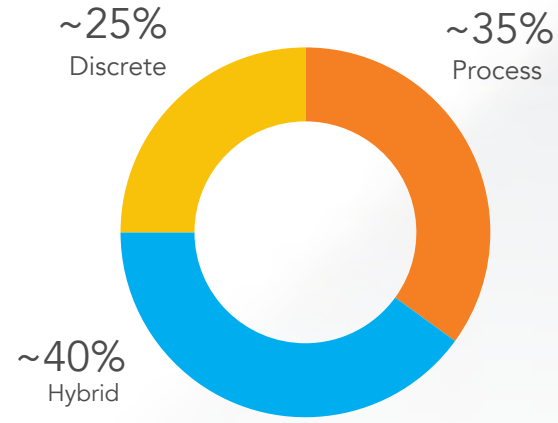
SERVING CUSTOMERS
FOR 119 YEARS

AT A GLANCE

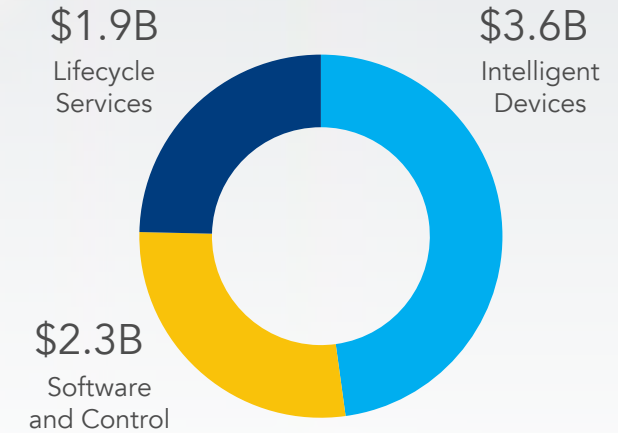
\$7.8B 2022 sales



BY REGION



BY INDUSTRY



BY SEGMENT

GLOBAL

 **100+** Number of countries

 **25k** Employees: more than half outside the U.S.

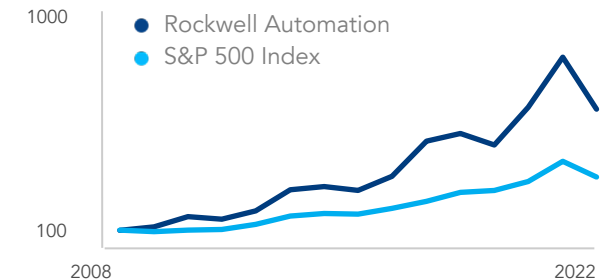


World's
Most Ethical
Companies

FAST COMPANY

The 50 best places
to work for innovators

Total shareowner return



Accelerating Profitable Growth

Targeting double-digit Adjusted EPS growth

Financial Framework

- 30-35% earnings conversion at mid-single-digits organic growth
- EPS growth > sales growth
- FCF yield > (WACC + risk premium) by years 3-5
- FCF conversion ~100%
- ROIC > 20%
- Discipline around leverage

\$5.9B sales

FY16

\$9B+ sales

1%+ from inorganic growth

Emulate3D, Sensia, Kalypso, ASEM, Avnet, Oylo
Fiix, Plex, AVATA and CUBIC

Priorities:

- Information Solutions / Connected Services
- Advanced material handling
- Market expansion in Europe & Asia

Double-digit growth in IS/CS

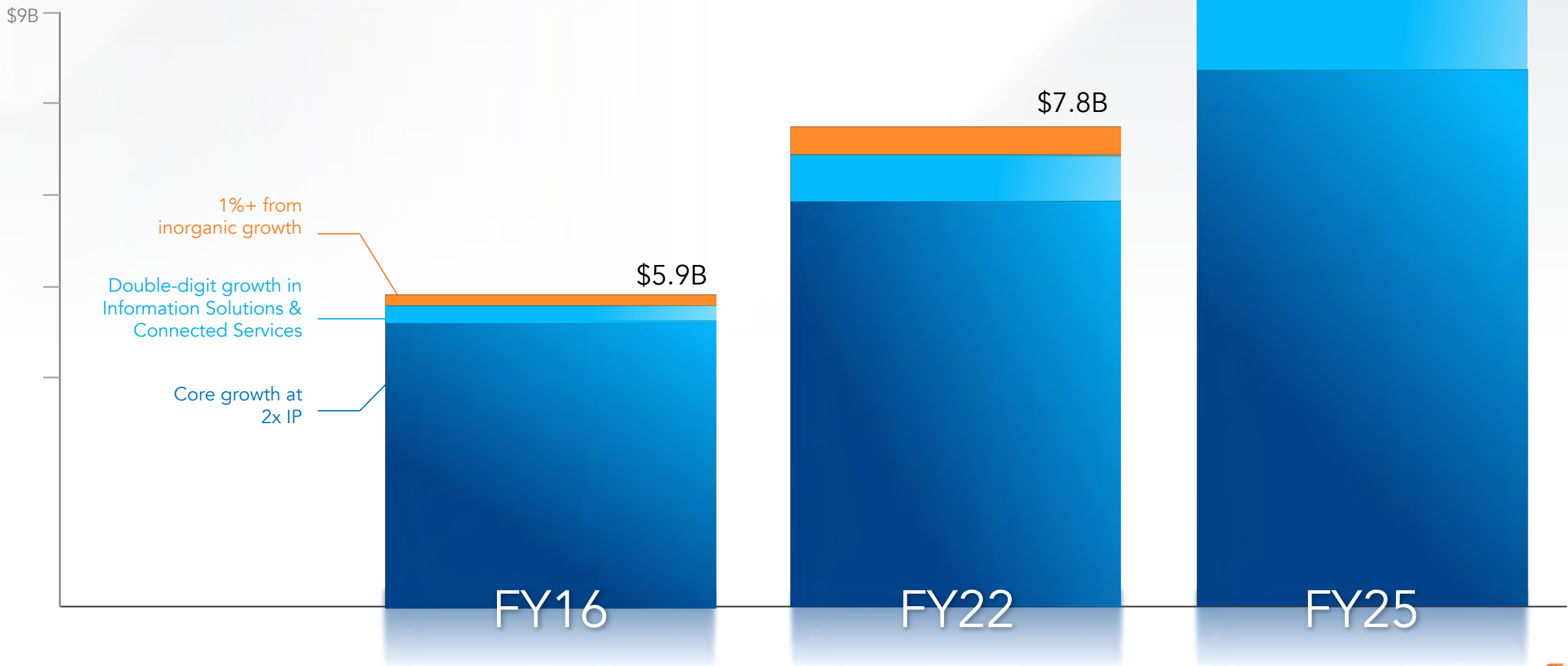
FactoryTalk Information Solutions
Cybersecurity technology and expertise
Connected Services
Market expansion in Europe & Asia

Core growth at 2x IP

Expanding vertical focus
FactoryTalk automation software
New visualization offerings
High-performance drives
Independent Cart Technology
Market expansion in Europe & Asia

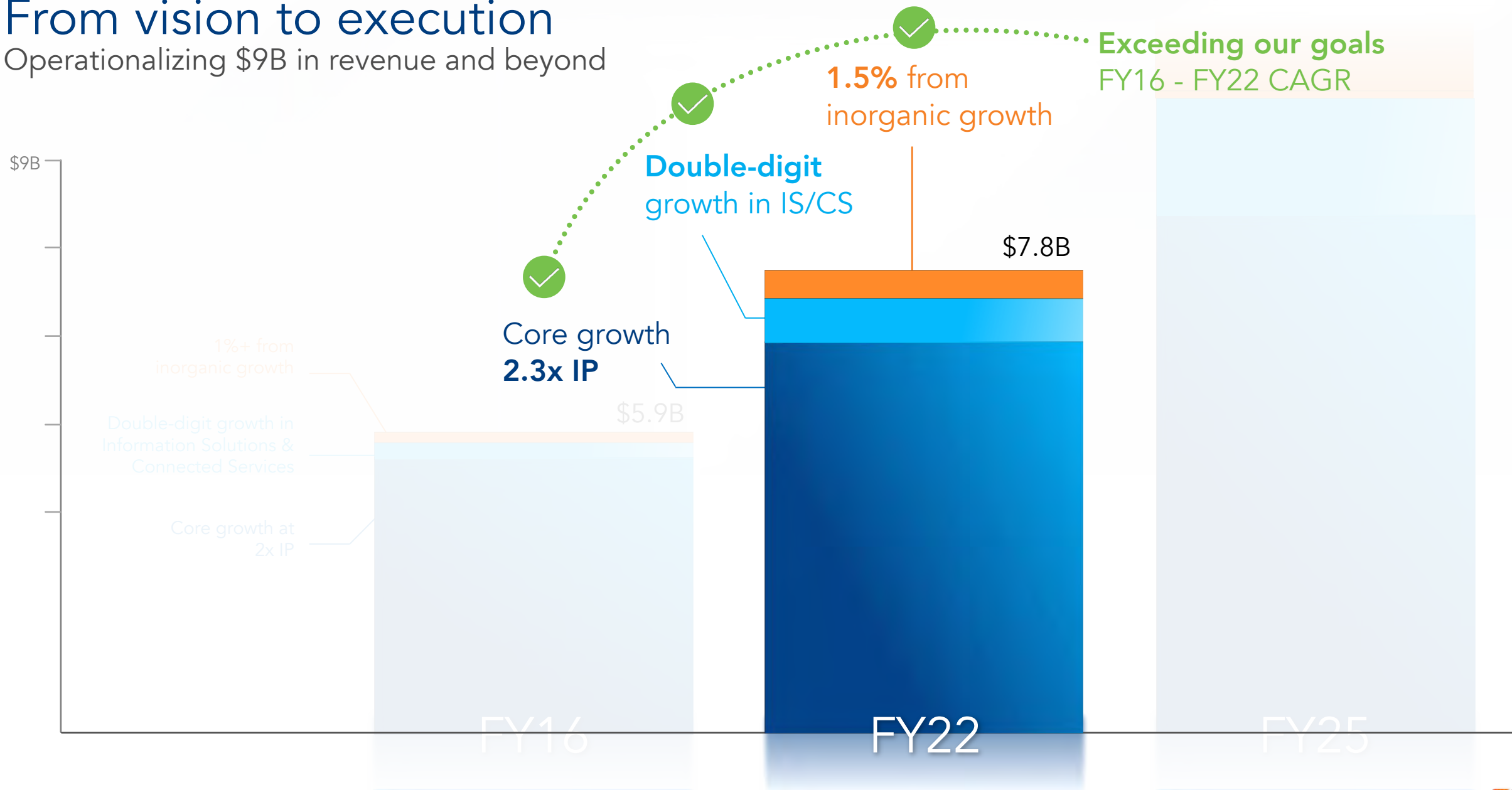
From vision to execution

Operationalizing \$9B in revenue and beyond

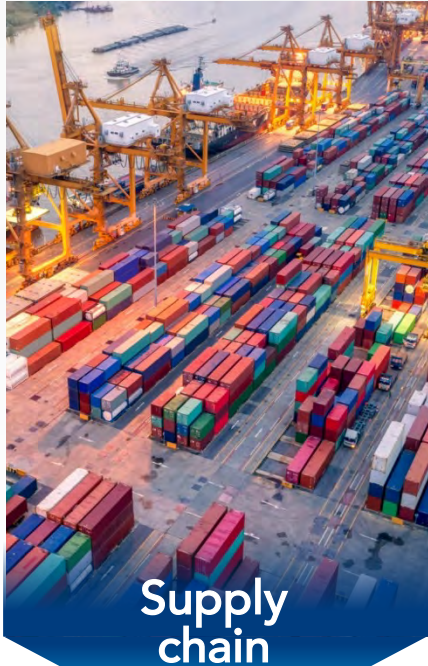


From vision to execution

Operationalizing \$9B in revenue and beyond



Helping our customers manage through disruption and volatility



Supply chain
localization &
design for resilience



Remote operations
enabled by technology



Design for
security

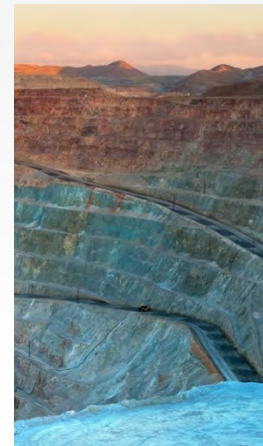
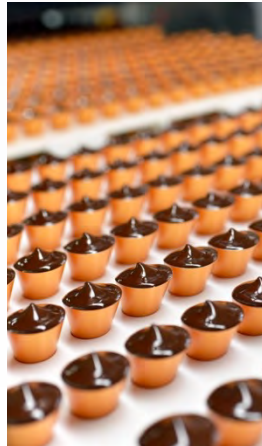
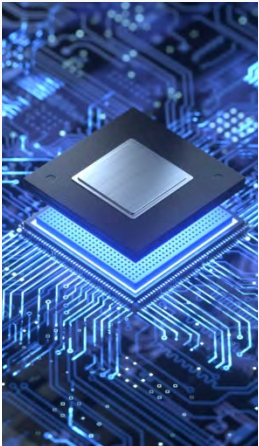


Diversified & flexible
business models



More automation &
simplification with
cloud-native offerings

Helping customers across all industries



DISCRETE

HYBRID

PROCESS

Solving the world's greatest challenges



Personalized
Healthcare



Electric
Vehicles



Energy
Transition

Personalized Healthcare

TRENDS

From treating symptoms to creating curative therapies, which correct the underlying condition based on individual's DNA

Cell & gene therapies market is experiencing explosive growth, projected to grow ~35% over the next 5 years

Technology to scale and manufacture advanced therapy lifesaving treatments at speed and with lower cost



Personalized Healthcare

CHALLENGES

1 Right size form factor & cost-effective production

2 Network orchestration to improve end-to-end drug development process & reduce integration cost

3 Time to market

ROK SOLUTIONS

Scalable and modular control platform to support smaller batches and more SKUs

Technology that connects different parts of the value chain, from drug development to commercial manufacturing, while protecting everyone's IP

Continuous Process Verification (CPV) solution, digital twin, and simulation offerings for real-time quality, visibility and higher throughput





KEVIN SEAVER

General Manager, BioProcess Automation and Digital

Electric Vehicles

TRENDS

Global automakers accelerating EV transformation

EV startups are driving innovation in EV design

Battery producers projected to invest over half a trillion dollars through 2030 to meet EV demand

Tier suppliers taking on more scope and evolving offerings



Electric Vehicles

CHALLENGES

1 Launch risk & chip shortages

2 Battery cost & supply

3 First pass quality

ROK SOLUTIONS

Digital Twin, proven automation architecture, best-in-class program management to ensure launches are on time and within budget

Independent Cart Technology, simulation software, core automation and safety solutions reduce battery cell production cost while increasing production speed and quality

Scalable portfolio of on-prem and cloud-native software to produce vehicles at the highest quality

Plex's strong installed base at tier suppliers helps these customers take on more scope in EV Drivetrain



Partnering with Ford to
reimagine how electric
vehicles and batteries are
designed, built and recycled





Partnering with Hyundai Motors
for their EV greenfield megasite
in Georgia, US



Energy Transition

TRENDS

Greenhouse Gas (GHG) reduction a primary focus to mitigate global warming

Imperative to transition the world's energy mix to more low carbon sources

This transition will require both focus on renewable sources and carbon reduction of the existing fossil energy sector

AI is an essential technology for clean energy transition



Energy Transition

CHALLENGES

1 Drive measurable & reportable decarbonization outcomes in existing operations

2 Cost-effective design of new low emission systems and redesign of existing facilities

3 Bring renewable energy sources to market at scale

ROK SOLUTIONS

Model predictive control and advanced analytics, as well as our Operations Management and Asset Performance Management software

Make fossil energy as clean as possible with higher levels of automation and cloud-native software offerings

ROK and Sensia JV uniquely positioned to remove carbon already in atmosphere through Carbon Capture, Utilization, and Storage (CCUS)

Energy storage and management solutions through our Kalypso digital consulting, applied AI, and integrated control capabilities





**Rockwell
Automation**



sensia
Rockwell Automation • Schlumberger



Blake Moret
CHAIRMAN & CHIEF EXECUTIVE OFFICER

Olivier Le Peuch
CHIEF EXECUTIVE OFFICER

“ROK is a key technology partner to First Solar, helping to enable America’s clean energy future and energy security”

- Chief Manufacturing Engineering Officer, First Solar



Automation and software standard
for existing plants and greenfield facilities

Digital Twin and simulation solutions to
reduce start-up time and integration cost

Partnering to develop digital plant of the future:

- MES and Applied Analytics to increase production visibility, throughput and quality
- Cybersecurity solutions for the manufacturing environment

Platform-wide innovation & scalability



CYRIL PERDUCAT
Senior Vice President, Chief Technology Officer

The background of the slide is a dark blue aerial view of a city at night. Overlaid on this are numerous glowing, multi-colored lines (purple, blue, and white) that represent digital data or network connections, creating a sense of a smart city or industrial automation.

Our customers don't want
"just" technology, they want
**better business
outcomes**

Product platforms



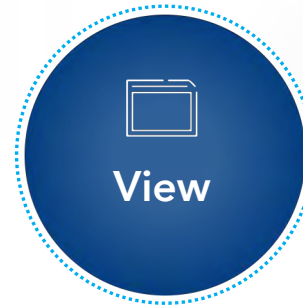
Integrated manufacturing software across design – operate – maintain
with complete offerings for on-prem, cloud and hybrid deployment



Plant-wide, multi-discipline and secure integrated control and information; IoT ready to run 3rd party containerized applications



Higher performance and secure network infrastructure



Open and scalable visualization



Integrated motion control with advanced safety features and power savings



High performance drives with predictive analytics, condition monitoring, integrated safety and energy savings

Scalable innovation at all levels of the technology stack

Product Platforms

FactoryTalk


Logix


Stratix


View


Kinetix


PowerFlex

Scalable innovation at all levels of the technology stack

Product Platforms

FactoryTalk

Logix

Stratix

View

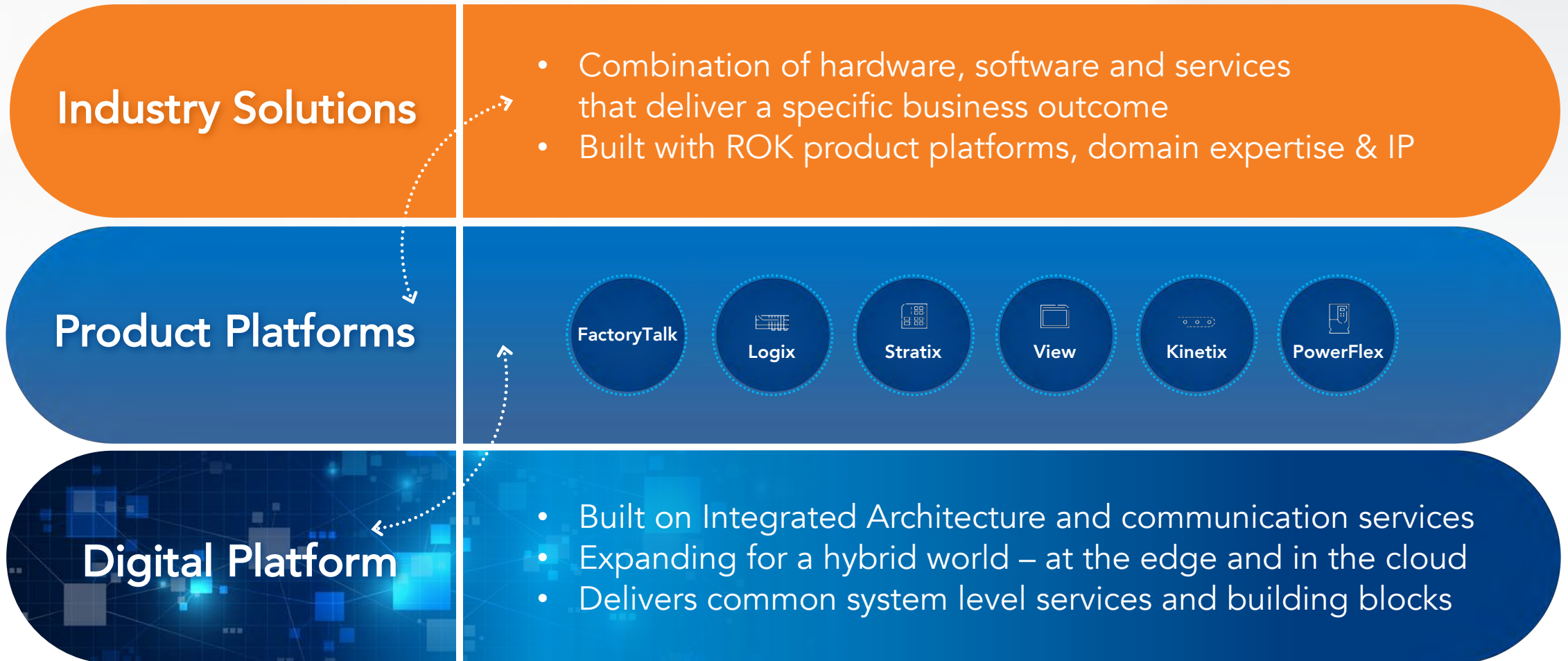
Kinetix

PowerFlex

Digital Platform

- Built on Integrated Architecture and communication services
- Expanding for a hybrid world – at the edge and in the cloud
- Delivers common system level services and building blocks

Scalable innovation at all levels of the technology stack



Digital Platform is the foundation of core platforms

Built for a hybrid cloud world

Industry Solutions

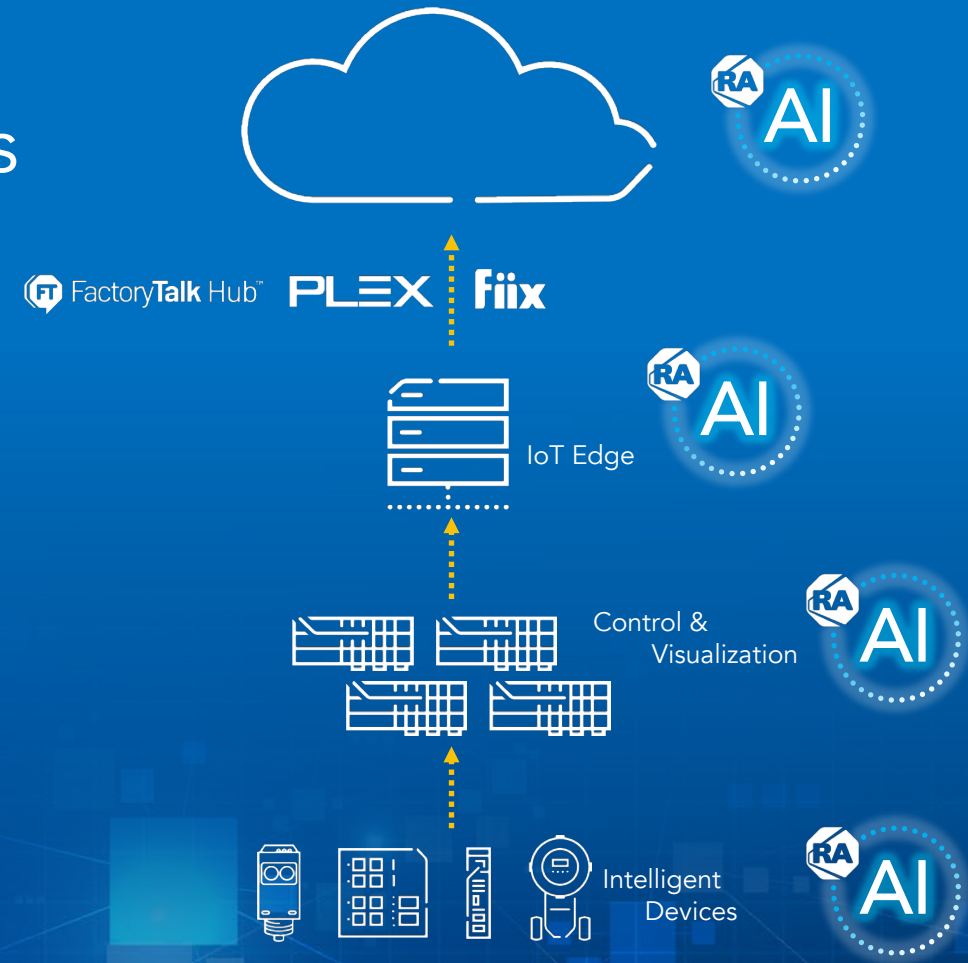
Product Platforms

Digital Platform

- Productized common services for application re-use
- Improved user experience – less clicks, less time for system configuration, less code
- Faster time to innovate – faster time to market for ROK product platforms teams
- Pre-built models make data easily available for system integrators, OEMs and end-users
- Device - edge - cloud

Deliver outcomes by transforming data into insights

- Enables Autonomous Systems and empower workforce with an open interoperable architecture
- User-centric workflow simplifies how AI is integrated and used across the system
- Optimize data flow and associated costs based on customer IT choices
- Productized AI engines at every level of our architecture for scalability



Industry solutions

Leveraging re-usable application libraries across end markets

Industry Solutions



FOOD & BEVERAGE

Product Platforms

Digital Platform

Industry solutions

Leveraging re-usable application libraries across end markets

Industry Solutions

Product Quality
Management Application



FOOD & BEVERAGE

EV BATTERY

Product Platforms

Digital Platform

The background of the slide is a dark blue aerial night view of a city, likely New York City, with numerous skyscrapers and glowing lights. Overlaid on this image are numerous thin, glowing lines in shades of blue, purple, and pink, which appear to be digital data streams or network connections, creating a sense of connectivity and technology.

Creating industry specific solutions with a scalable business model

Integrated business roadmaps



Intelligent
Devices



Software &
Control



Lifecycle
Services

Integrated Business Roadmaps Drive Differentiation

INTELLIGENT DEVICES

SOFTWARE & CONTROL

LIFECYCLE SERVICES



- Smart Devices for open connectivity & streamlined integration
- Scalable, flexible, & modular Independent Cart Technology (ICT) with integrated track & trace capabilities
- Simulation offerings across devices to optimize design & process changes

- Scalable control platform to increase throughput & reduce changeover time
- Batch analytics & Continuous Process Verification to improve quality and visibility
- Secure cloud portal & proprietary algorithms for tech transfer to speed time to market
- Modular MES to streamline production

- Kalypso consulting for technology transfer, product safety & production optimization
- Deep Automation, Manufacturing Operations Management (MOM), Analytic Domain Expertise
- Network infrastructure and cybersecurity services



- ICT, unified robotics, and on-machine technologies to enable advanced material handling solutions
- Smart connected safety solutions to efficiently protect people and assets

- FT Design Studio for end-to-end architecture with reusable IP
- Plex' flexible ERP, MES, QMS to integrate brand owners and tier suppliers
- Fiix – cloud-native maintenance management

- Automation and Battery Automation & MOM Global Services
- Building management solutions for EV & battery
- Kalypso Consulting for PLM, Digital Twin & Supply Chain



- Intelligent Motor Control for electrification of assets, emission reduction, and data-driven sustainability
- ICT reduces energy usage and footprint over traditional conveyors
- CUBIC's strong presence in renewable energy

- PlantPAX and I/O technology launches for modern and flexible process control
- FT Energy Manager – analytics solution to manage and measure energy & water usage
- Advanced analytics and Model Predictive Control for increased throughput and efficiency

- Sensia Digital Oilfield portfolio for emission reduction Carbon, Capture, Utilization, Storage (CCUS)
- Kalypso's energy storage, asset optimization, and energy trading solutions to build renewable sources at scale

Attracting top talent, partners and investors



Chief People and
Legal Officer



Chief Revenue
Officer



Chief Financial
Officer

Attracting top talent



BECKY HOUSE
Senior Vice President, Chief People and Legal Officer



Focus on talent

Attracting talent with new skill sets

- 800+ new employees with software skills through acquisitions
- Leadership team with a wide range of experiences and expertise
- Expanding where we look for talent

Develop talent for now and the future

- Trained over 300 military veterans with over 95% job placement for graduates
- Strategic workforce planning to improve talent readiness and pipeline
- Leadership competencies and development aligned to our culture

Accelerating diversity, equity, and inclusion

- Increasing the number of women and people of color in senior leadership
- Representation of African American managers above manufacturing and technology industry medians
- Continued increase in our Global Inclusion Index, which is above the norm for companies globally

Focusing on employee well-being

- Supporting mental, physical, and financial health
- Expanding benefits and flexible work options
- Investments in key talent increased retention by more than 50%

expanding human possibility™

SUSTAINABLE CUSTOMERS – SUSTAINABLE COMPANY – SUSTAINABLE COMMUNITIES



OUR CULTURE

Strengthen our commitment to integrity, diversity and inclusion

Be willing to compare ourselves to the best alternatives

Increase the speed of decision making

Have a steady stream of fresh ideas



environment

- Customer sustainability
- Energy and emissions management
- Responsible supply chain



social

- Talent & culture
- Diversity, equity & inclusion
- Workforce of tomorrow
- Occupational health & safety



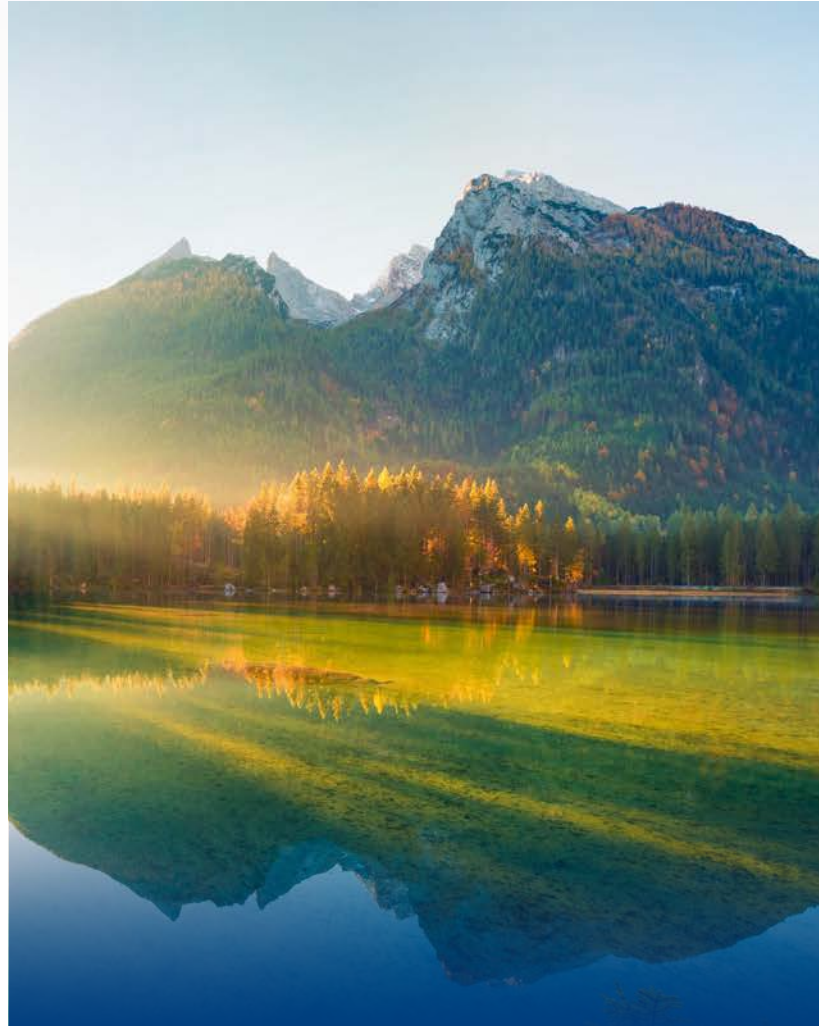
governance

- Ethics & compliance
- Cybersecurity
- Enterprise risk management
- Product quality & safety
- Corporate governance

Sustainable Customers, Company, and Communities



Sustainable Customers



Sustainable Company



Sustainable Communities

Attracting top talent, partners and investors



Chief People and
Legal Officer



Chief Revenue
Officer



Chief Financial
Officer

Attracting top partners



SCOTT GENEREUX
Senior Vice President, Chief Revenue Officer

Go-to-Market Acceleration



TALENT

- Optimization through regional and industry alignment
- Market amplification with new CMO office
- Investing in cybersecurity and software sales



ACQUISITIONS

- New technologies and talent
- Digital consulting – Kalypso
- Software and high-velocity sales & marketing – Plex and Fiix
- Leadership team integration



PARTNERS

- Extension of our talent
- Technology Partners
- Machine Builders (OEM)
- System Integrators
- Distributors

Growing with our partners



PARTNERS

EXISTING PARTNERS

Unique distribution model

- Key differentiator, especially in North America
- Expanding software & services capabilities

OEM and SI investments in software and analytics

Technology partners for breadth of solutions

NEW PARTNERS

Focus on amplifying ARR growth

Software partner eco-system:

- Value-add resellers
- System integrators

New partners in EMEA and Asia

Partners participating in customer co-innovation

Attracting top talent, partners and investors



Chief People and
Legal Officer



Chief Revenue
Officer



Chief Financial
Officer

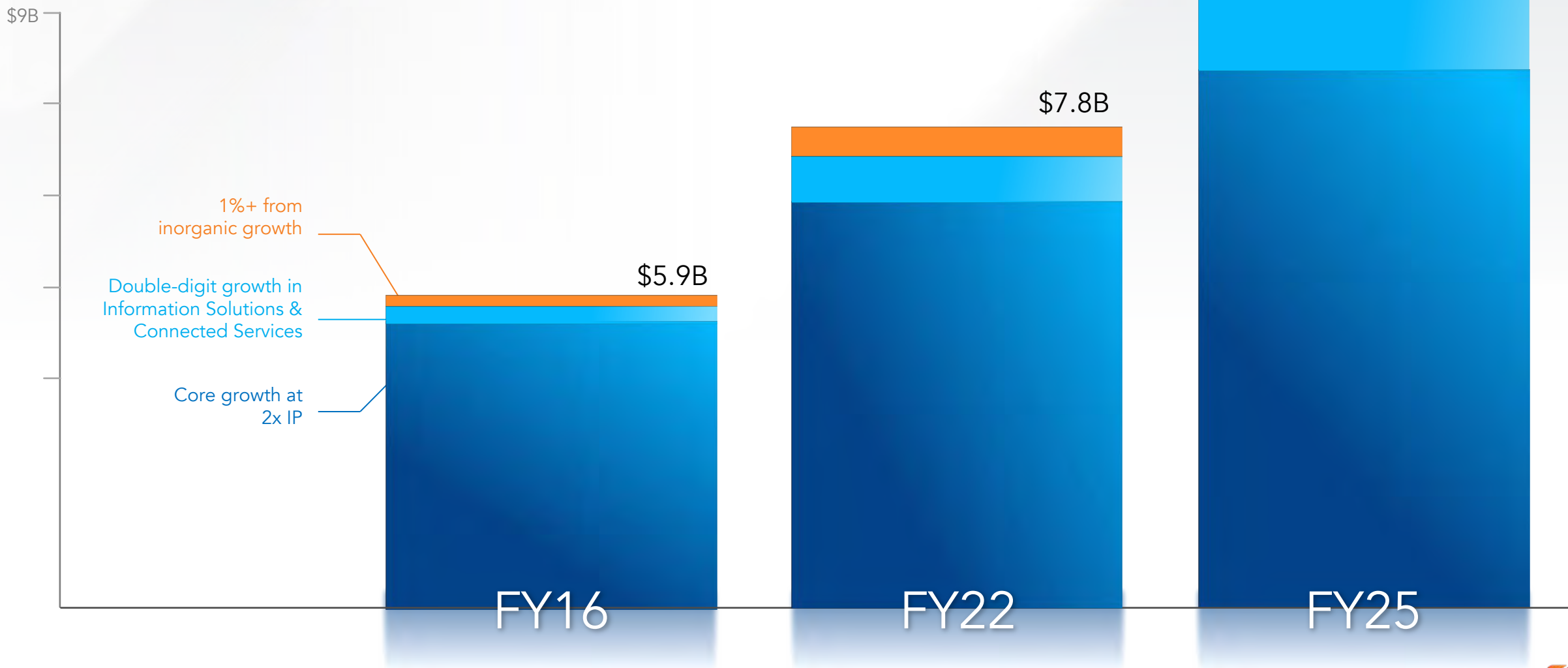
An attractive investment



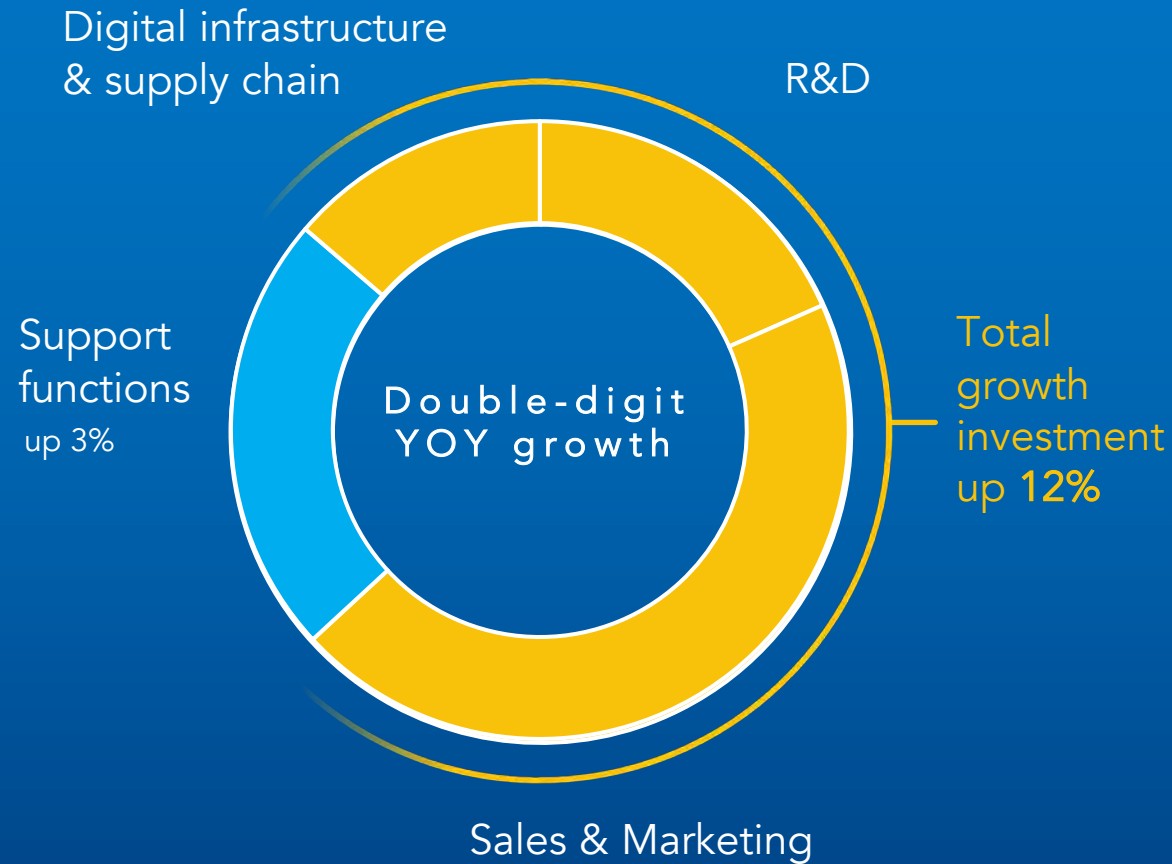
NICK GANGESTAD
Senior Vice President, Chief Financial Officer

From vision to execution

Operationalizing \$9B in revenue and beyond



FY22 Investment spend



FY22 Double-digit YOY growth

- Record year of FY23 software and product launches enabled by FY22 investments
- Total growth investments up 12% including acquisitions
- Continued investments in resiliency

FY23 Investment spend

Additional focus on talent and growth investments

Digital infrastructure & supply chain

- ARR infrastructure for flexible and outcome-based customer engagements
- End-to-end customer experience
- Product redesign for supply chain resiliency
- Plant capacity expansion

R&D

- Organic on-prem software and SaaS capabilities
- Key product development
- Industry-specific solutions
- Digital platform
- Cybersecurity technology

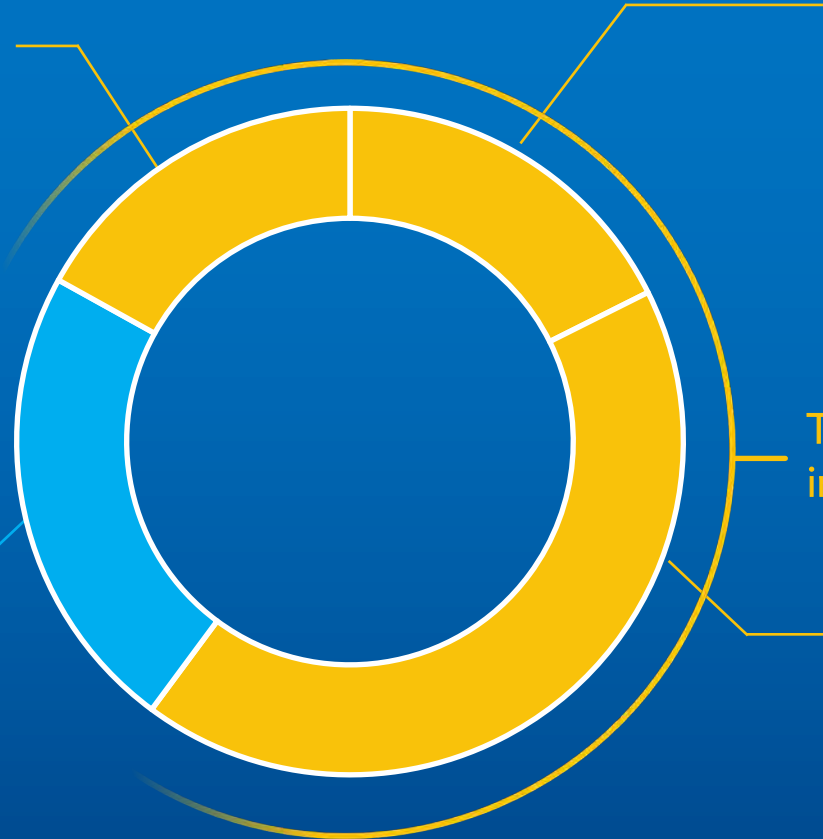
**Total growth
investment up 6%**

Sales & Marketing

- Enhance industry-specific expertise
- Investments in cybersecurity and software sales
- Market amplification with focus on marketing

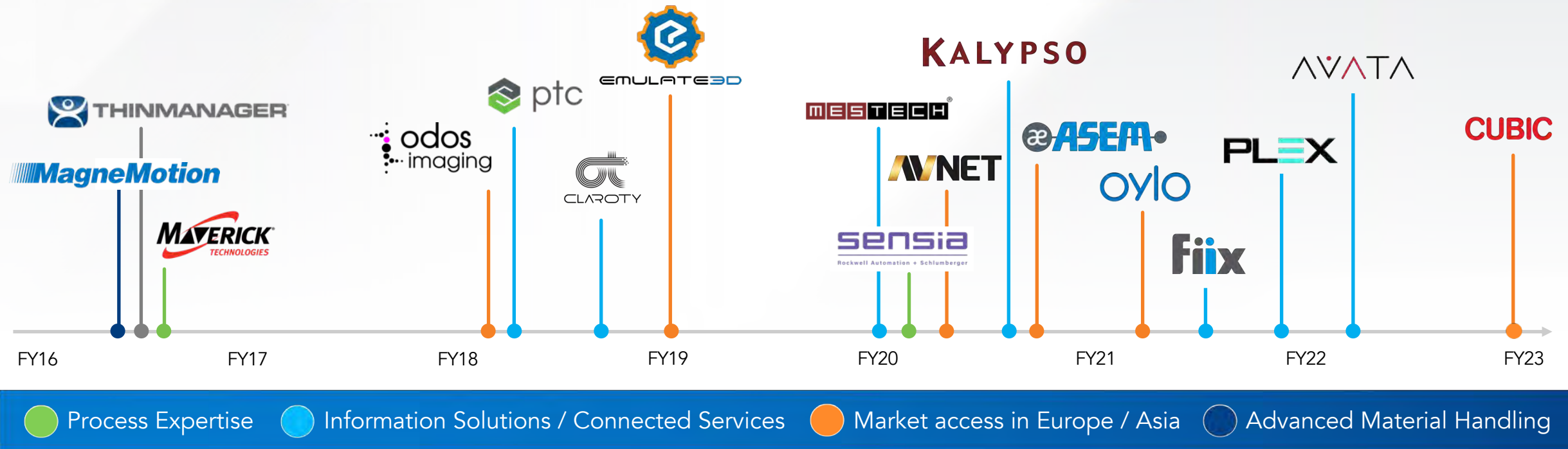
Support functions up 2.5%

- CUBIC integration spend



Accelerating profitable growth with inorganic investments

~\$150M of EBITDA in FY23



Acquisitions' sales growing organically double the pace of rest of the company

CUBIC acquisition

Strengthens and expands global reach for Intelligent Devices

Brings new customers and partners in Hybrid and Process industries

Broadens market access in renewable energy and data center solutions

Differentiates with superior design flexibility and scalability

Estimated to contribute 1 point of growth in FY23

Free Cash Flow (FCF) exceeding cost of capital and risk premium within 4 years



Long-term framework for continued superior financial returns

30-35% Earnings Conversion at Mid-Single-Digits Organic Growth



UPWARD TREND IN SEGMENT MARGINS

100% or More Free Cash Flow Conversion



HIGH QUALITY EARNINGS, SIGNIFICANT CAPITAL DEPLOYMENT FLEXIBILITY

Solid Balance Sheet



SIGNIFICANT CAPACITY FOR STRATEGIC CAPITAL DEPLOYMENT

EPS Growth > Revenue Growth



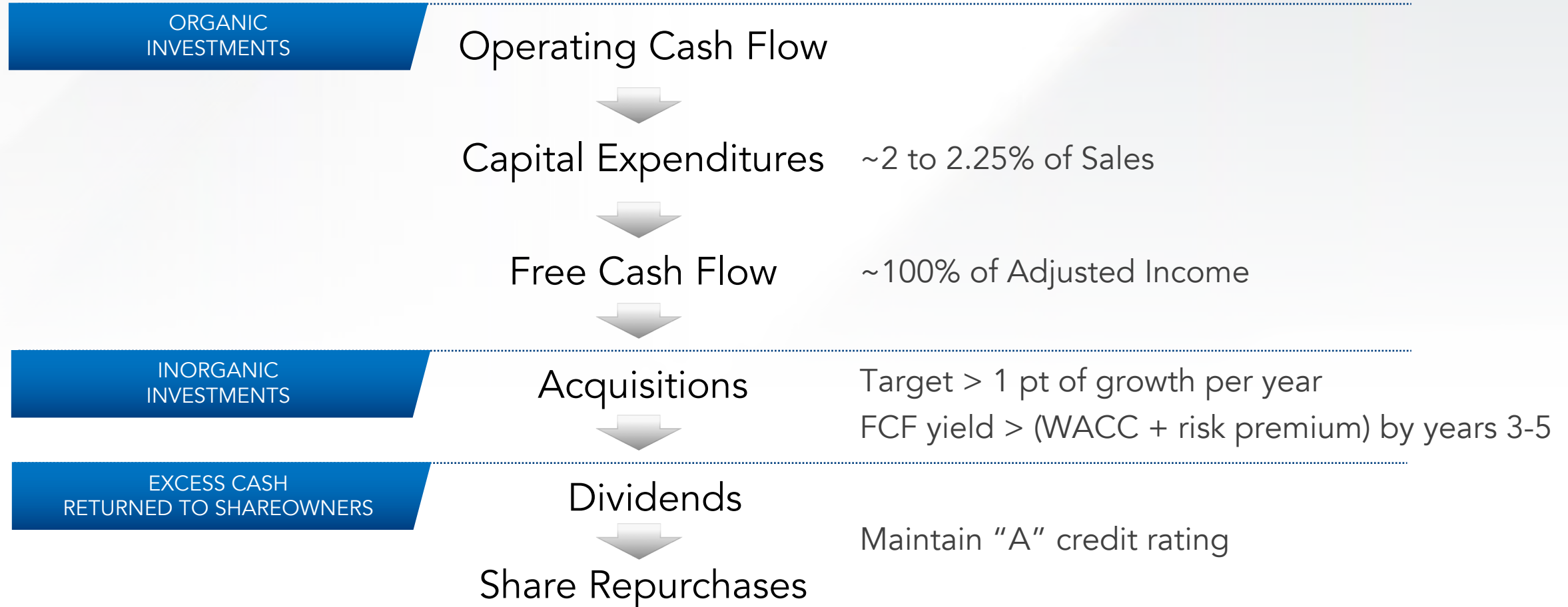
SCALE BENEFITS, SHARE REPURCHASES

ROIC >20%



DISCIPLINED CAPITAL DEPLOYMENT

Capital deployment framework



Capital structure

	9/30/2021	9/30/2022	9/30/2023E
Cash & Investments*	\$0.7B	\$0.5B	~\$0.5B
Total Debt	\$4.0B	\$3.8B	~\$3.3B
Net Debt	\$3.3B	\$3.3B	~\$2.8B
Total Debt / Adj. EBITDA**	2.8X	2.4X	~1.9X
Net Debt / Adj. EBITDA**	2.4X	2.1X	~1.6X
Adj. Debt / EBITDA***	3.4X	2.8X	~2.0X

* Cash and cash equivalents + short-term investments

** Adj. EBITDA = Net Income + Interest Expense + Provision for Income Taxes + Depreciation & Amortization (trailing 12 months), adjusted to exclude mark-to-market adjustments on PTC shares. FY23 based on mid-point of guidance as of November 2, 2022.

*** Estimate based on Moody's Investors Service definition and methodology, which treats pension underfunding, deemed repatriation tax liability, and leases as debt.

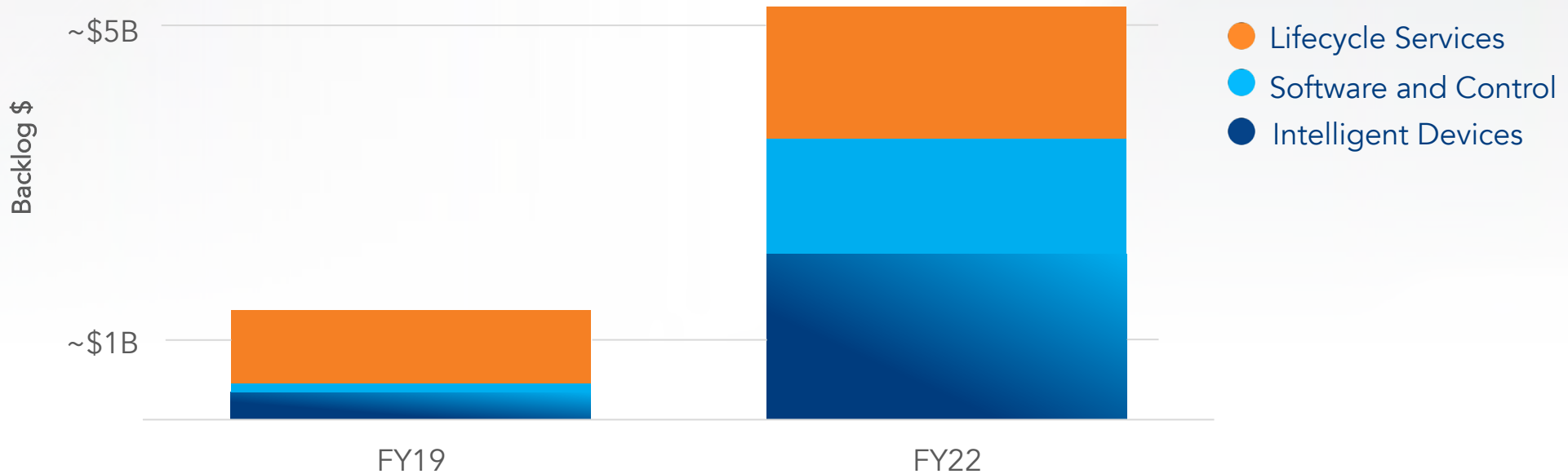
Note: As of November 2, 2022

FRAMEWORK

- Maintain "A" credit rating
- ~\$500M cash
- Targeting ~2.0X Adjusted Debt / EBITDA
- Flexibility to temporarily increase leverage to ~3.5X Adj. Debt/EBITDA for strategic acquisitions

Financial flexibility

Backlog by segment



Record backlog includes benefits of higher pricing

Fiscal 2023 guidance

	Full year outlook
Sales Midpoint	~ \$8.5B
Organic Growth Range	9% - 13%
Inorganic Growth ⁽¹⁾	~ 1%
Currency Translation	~ (2.5)%
Segment Operating Margin	~ 20.5%
Adjusted Effective Tax Rate	~ 18%
Adjusted EPS	\$10.20 - \$11.00
Free Cash Flow as a % of Adjusted Income	~ 95%

Note: As of November 2, 2022

(1) Includes estimated impact of CUBIC acquisition in FY23

More ways to win

- Rockwell is delivering on our commitment to accelerate profitable growth
- In a relatively short time, we have become a scale provider of software, digital services, and OT cybersecurity, with double-digit growth in all of these
- We've also become a more resilient company through increased ARR, supply chain agility, expansion of competitively served industries, and disruptive new products and services

We have the technology,
people, and ecosystem
to take manufacturing
to a whole new level



BLAKE MORET

Chairman and
Chief Executive Officer



NICK GANGESTAD

Senior Vice President,
Chief Financial Officer



SCOTT GENEREUX

Senior Vice President,
Chief Revenue Officer



BECKY HOUSE

Senior Vice President,
Chief People & Legal Officer



FRANK KULASZEWICZ

Senior Vice President,
Lifecycle Services



VEENA LAKKUNDI

Senior Vice President,
Corporate Strategy & Development



TESSA MYERS

Senior Vice President,
Intelligent Devices



CHRIS NARDECCHIA

Senior Vice President,
Chief Information Officer



CYRIL PERDUCAT

Senior Vice President,
Chief Technology Officer



BRIAN SHEPHERD

Senior Vice President,
Software & Control



BRAD SKOGMAN

Interim Global Lead,
Integrated Supply Chain

The background is a solid blue color. Overlaid on this are several white, thin, geometric lines that form abstract, angular shapes. These lines are primarily located in the top-left and bottom-right corners, creating a sense of depth and modernity. The lines vary in length and orientation, some forming larger, more complex shapes while others are simpler segments.

I N V E S T O R D A Y