









Whirlpool CORPORATION

2017 FIRST-QUARTER EARNINGS REVIEW

April 25, 2017






CAUTIONARY STATEMENT

This presentation contains forward-looking statements about Whirlpool Corporation and its consolidated subsidiaries ("Whirlpool") that speak only as of this date. Whirlpool disclaims any obligation to update these statements. Forward-looking statements in this document may include, but are not limited to, statements regarding expected earnings per share, cash flow, productivity and raw material prices. Many risks, contingencies and uncertainties could cause actual results to differ materially from Whirlpool's forward-looking statements. Among these factors are: (1) intense competition in the home appliance industry reflecting the impact of both new and established global competitors, including Asian and European manufacturers; (2) Whirlpool's ability to maintain or increase sales to significant trade customers and the ability of these trade customers to maintain or increase market share; (3) Whirlpool's ability to maintain its reputation and brand image; (4) the ability of Whirlpool to achieve its business plans, productivity improvements, and cost control objectives, and to leverage its global operating platform, and accelerate the rate of innovation; (5) Whirlpool's ability to obtain and protect intellectual property rights; (6) acquisition and investment-related risks, including risks associated with our past acquisitions, and risks associated with our increased presence in emerging markets; (7) risks related to our international operations, including changes in foreign regulations, regulatory compliance and disruptions arising from political, legal and economic instability; (8) information technology system failures, data security breaches, network disruptions, and cybersecurity attacks; (9) product liability and product recall costs; (10) the ability of suppliers of critical parts, components and manufacturing equipment to deliver sufficient quantities to Whirlpool in a timely and cost-effective manner; (11) our ability to attract, develop and retain executives and other qualified employees; (12) the impact of labor relations; (13) fluctuations in the cost of key materials (including steel, resins, copper and aluminum) and components and the ability of Whirlpool to offset cost increases; (14) Whirlpool's ability to manage foreign currency fluctuations; (15) inventory and other asset risk; (16) the uncertain global economy and changes in economic conditions which affect demand for our products; (17) health care cost trends, regulatory changes and variations between results and estimates that could increase future funding obligations for pension and postretirement benefit plans; (18) litigation, tax, and legal compliance risk and costs, especially if materially different from the amount we expect to incur or have accrued for, and any disruptions caused by the same; (19) the effects and costs of governmental investigations or related actions by third parties; and (20) changes in the legal and regulatory environment including environmental, health and safety regulations.

Additional information concerning these and other factors can be found in Whirlpool's filings with the Securities and Exchange Commission, including the most recent annual report on Form 10-K, quarterly reports on Form 10-Q, and current reports on Form 8-K.

USE OF NON-GAAP FINANCIAL MEASURES

This presentation includes certain non-GAAP financial measures, which we refer to as "ongoing business"[1] measures:

> Ongoing business operating profit (loss), ongoing business operating margin, ongoing business earnings per diluted share, ongoing business EBIT, ongoing business EBIT margin, earnings before interest and taxes (EBIT), EBIT margin, ongoing business segment operating profit (loss) and ongoing business segment operating margin

Other non-GAAP financial measures included in this presentation are free cash flow[2] , free cash flow as percentage of sales and net sales (excluding currency), which we also refer to as organic net sales.

Please refer to the supplemental information pack located in the events section of our Investor Relations website at investors.whirlpoolcorp.com for a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures.

(1) Ongoing business measures are non-GAAP measures. See our website for reconciliation information.

(2) Free cash flow is a non-GAAP measure. See our website for reconciliation information.

OVERVIEW



Jeff Fettig

Chairman and
Chief Executive Officer

2017 FIRST-QUARTER HIGHLIGHTS

- Revenue growth of 4% driven by industry-leading brands and innovative new products
- Very strong revenue growth and margin expansion in North America and Latin America
- Short-term challenges with European integration; continued focus on completing key elements of the integration and delivering second-half operating margin expansion
- Strong free cash flow(2) improvement of over $240M driven by focus on working capital
- Repurchased $150M in common stock and announced a 10% quarterly dividend increase

2017 FIRST-QUARTER RESULTS

	Net Sales	Net Sales (Excluding Currency)	Diluted EPS (GAAP)	Ongoing Business Diluted EPS[1]	Free Cash Flow[2]
2017	$4.8B	$4.8B	$2.01	$2.50	$(497)M
2016	$4.6B	$4.6B	$1.92	$2.63	$(739)M
Change	$0.2B 3.7%	$0.2B 3.0%	$0.09 5%	$(0.13) (5)%	$242M

Disciplined Working Capital Management Delivered Significant Free Cash Flow Improvement

2017 FINANCIAL GUIDANCE REVISION

GAAP Diluted EPS	$12.65 – $13.40
Ongoing Business Diluted EPS(1)	$14.75 – $15.50
Free Cash Flow(2)	~$1 billion

Continue to Expect Record Earnings per Share and Strong Free Cash Flow

2017 BUSINESS PRIORITIES

- Drive above industry growth while expanding margins
  - Capture integration benefits in EMEA
  - Innovative new product launches and strong adjacent business growth
  - Execute previously-announced cost-based price increases
- Accelerate free cash flow growth through focus on working capital
- Aggressive cost takeout to more than offset raw material inflation

Deliver Strong Free Cash Flow Generation and Balanced Capital Allocation

REGIONAL OPERATIONS REVIEW



Marc Bitzer

President and
Chief Operating Officer

NORTH AMERICA FIRST-QUARTER RESULTS

(USD in millions)	FIRST QUARTER 2017	FIRST QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 2,565	$ 2,410	$ 155	6%
Operating Profit (GAAP)	$ 287	$ 250	$ 37	15%
Operating Margin (GAAP)	11.2%	10.4%	0.8 pts	
Ongoing Business Operating Profit[(1)]	$ 287	$ 253	$ 34	13%
Ongoing Business Operating Margin[(1)]	11.2%	10.5%	0.7 pts	

DRIVERS

+ Cost productivity	− Raw material inflation
+ Unit volume growth	− Currency impact (Mexican Peso)

Revenue Growth and Margin Expansion Driven by Innovation and Strong Cost Takeout

NORTH AMERICA 2017 OPERATIONS

Business Priorities

- Drive above industry growth while expanding margins
- Focused cost takeout to more than offset raw material inflation
- Improve mix through strong cadence of innovative new product launches

Factors Impacting 2017 Operating Margins

+ Industry guidance of 4-6%
  + Multi-year replacement cycle intact
  + Strong housing demand
  + Improvements in unemployment
  + Real wage growth

– Raw material inflation

– Currency impact (Mexican Peso)

Expect to Deliver 11.5 – 12.0% Operating Margin in 2017

EMEA FIRST-QUARTER RESULTS

(USD in millions)	FIRST QUARTER 2017	FIRST QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 1,033	$ 1,173	$ (140)	(12)%
Operating Profit (GAAP)	$ (17)	$ 55	$ (72)	nm
Operating Margin (GAAP)	(1.7)%	4.7%	(6.4) pts	
Ongoing Business Operating Profit[1]	$ (17)	$ 58	$ (75)	nm
Ongoing Business Operating Margin[1]	(1.7)%	4.9%	(6.6) pts	

DRIVERS

- \+ Russia and Eastern Europe demand
- − Raw material inflation
- − U.K. currency and demand
- − Integration activities at peak levels

Plans in Place to Deliver Operating Margin Improvements in the Second Half

HALFWAY THROUGH THE MOST COMPLEX, FINAL PHASE OF INTEGRATION

Execution of Factory Optimization



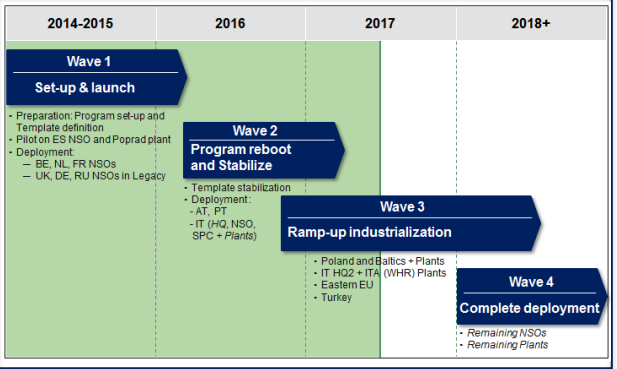
70% Complete
as of May 2017

Completion of Product Platform Integrations

Project		Opportunity identified	Platform selected	Completed
Refrigeration	60cm BM	Design	*Best-of-best* Whirlpool indesit	✓
	60cm monodoor	Design	Whirlpool	✓
	70cm range	Design, Insourcing, X-selling	indesit	✓
	Built-in range	Design	Whirlpool	✓
	Chest Freezer	Insourcing, X-selling	Whirlpool	✓
	TM 50/55/60	Insourcing	indesit	✓
Dish	60cm	Design	indesit	✓
	45cm	Insourcing, X-Selling	indesit	✓
Cooking	Ovens	Design	*Best-of-best* Whirlpool	✓
	Gas/Electric Hobs	Design	*Best-of-best* Whirlpool indesit	2020
	Induction Hobs	Design	Whirlpool	✓
	Vitroceramic Hobs	Design	Whirlpool	✓
	Microwaves	Insourcing, X-selling	Whirlpool	✓
	Free-standing Cookers	Insourcing, X-selling	indesit	✓
	Cooking Niches	Insourcing	Whirlpool indesit	✓
Laundry	Frontloader	Design	*Best-of-best*	2017 H1
	Toploader	-	Whirlpool	✓
	Washer/Dryer	X-selling	indesit	✓
	Dryer	Design	*Best-of-best*	2018

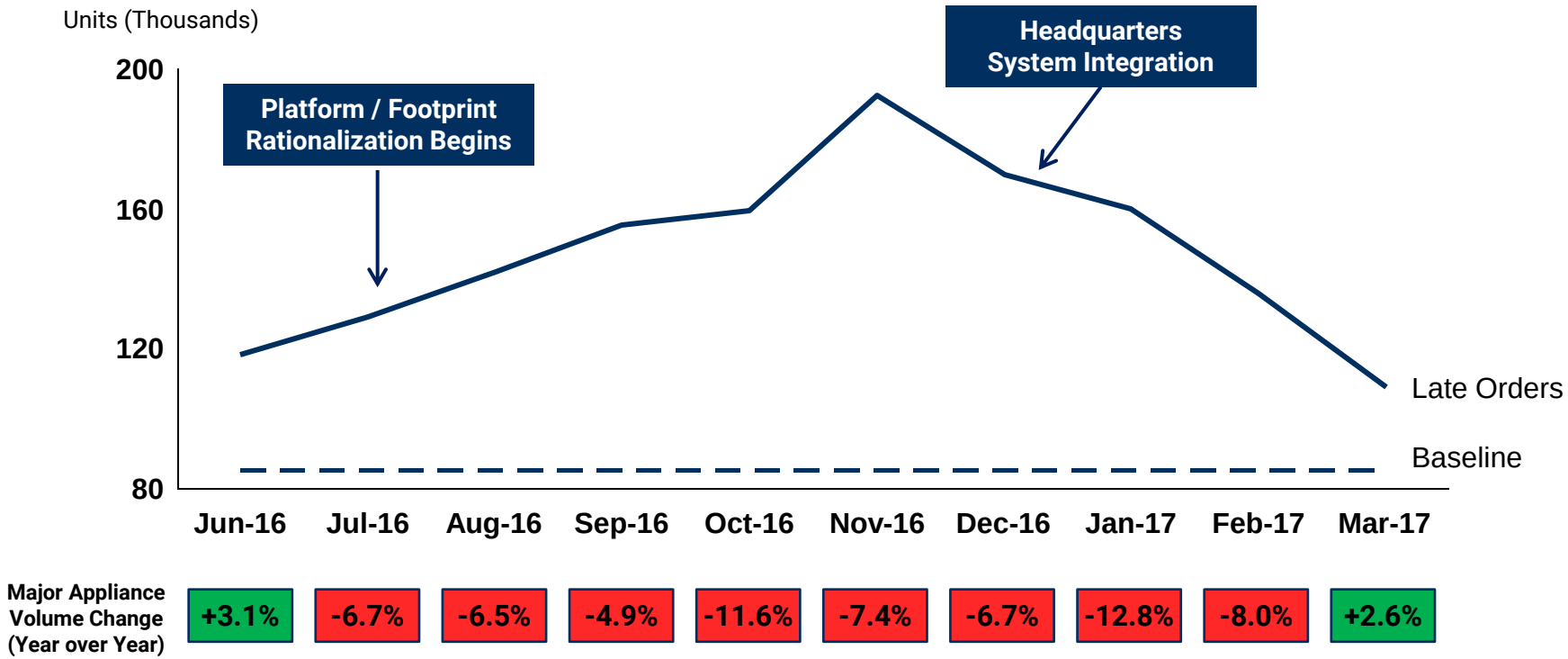
90% Complete
as of May 2017

Completion of Process / System Integration



30% Complete
as of May 2017

PRODUCT AVAILABILITY IMPACTED OUR VOLUMES



KEY DRIVERS OF IMPROVEMENTS IN EMEA

1 Normalize systems environment across the region

- Electronic order management fully operational in Italy
- Integrated systems to improve order to cash, master data and reporting processes

2 Supply chain initiatives to improve product availability

- Harmonizing order intake process across the region to improve inventory visibility
- Revising safety stock targets and order prioritization logic to improve customer service levels

3 Realize benefits of simplified brand and product portfolio in the second half

- Strong focus on working capital efficiency as integration environment normalizes
- Accelerate and build awareness of new product innovation across simplified brand portfolio

EMEA 2017 OPERATIONS

Business Priorities

- Normalize systems environment across the region
- Supply chain initiatives to improve product availability
- Realize benefits of simplified brand and product portfolio

Factors Impacting 2017 Operating Margins

=/+ Industry guidance of flat to up 2%

+ Russia and Eastern Europe

= Western European

– Raw material inflation

Expect to Deliver 3.0 – 4.0% Operating Margin in 2017

LATIN AMERICA FIRST-QUARTER RESULTS

(USD in millions)	FIRST QUARTER 2017	FIRST QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 818	$ 705	$ 113	16%
Operating Profit	$ 68	$ 43	$ 25	58%
Operating Margin	8.3%	6.1%	2.2 pts	

DRIVERS

- \+ Price / mix
- \+ New product launches
- \+ Market share gains
- – Brazil industry demand
- – Raw material inflation

Revenue Growth and Margin Expansion in a Challenging Environment

LATIN AMERICA 2017 OPERATIONS

Business Priorities

- Continued revenue growth and margin expansion in and outside Brazil
- Continue acceleration of new product innovation
- Drive cost productivity / leverage right-sized fixed cost structure

Factors Impacting 2017 Operating Margins

+ Cost productivity
+ Innovation-driven growth and price / mix
= Brazil industry guidance flat
– Raw material inflation

Expect to Deliver 8.0 – 9.0% Operating Margin in 2017

ASIA FIRST-QUARTER RESULTS

(USD in millions)	FIRST QUARTER 2017	FIRST QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 419	$ 371	$ 48	13%
Operating Profit (GAAP)	$ 23	$ 25	$ (2)	(9)%
Operating Margin (GAAP)	5.5%	6.9%	(1.4) pts	
Ongoing Business Operating Profit[1]	$ 23	$ 27	$ (4)	(15)%
Ongoing Business Operating Margin[1]	5.5%	7.3%	(1.8) pts	

DRIVERS

- \+ India demand environment
- \+ Distribution gains in China
- – Raw material inflation
- – Price / mix (China)
- – China demand environment

Focused Brand Investments and Distribution Expansion

ASIA 2017 OPERATIONS

Business Priorities

- Continue to drive growth through distribution expansion in China
- Innovative new product launches
- Execute strong actions to mitigate raw material inflation

Factors Impacting 2017 Operating Margins

=/+ Industry guidance of flat to up 2%

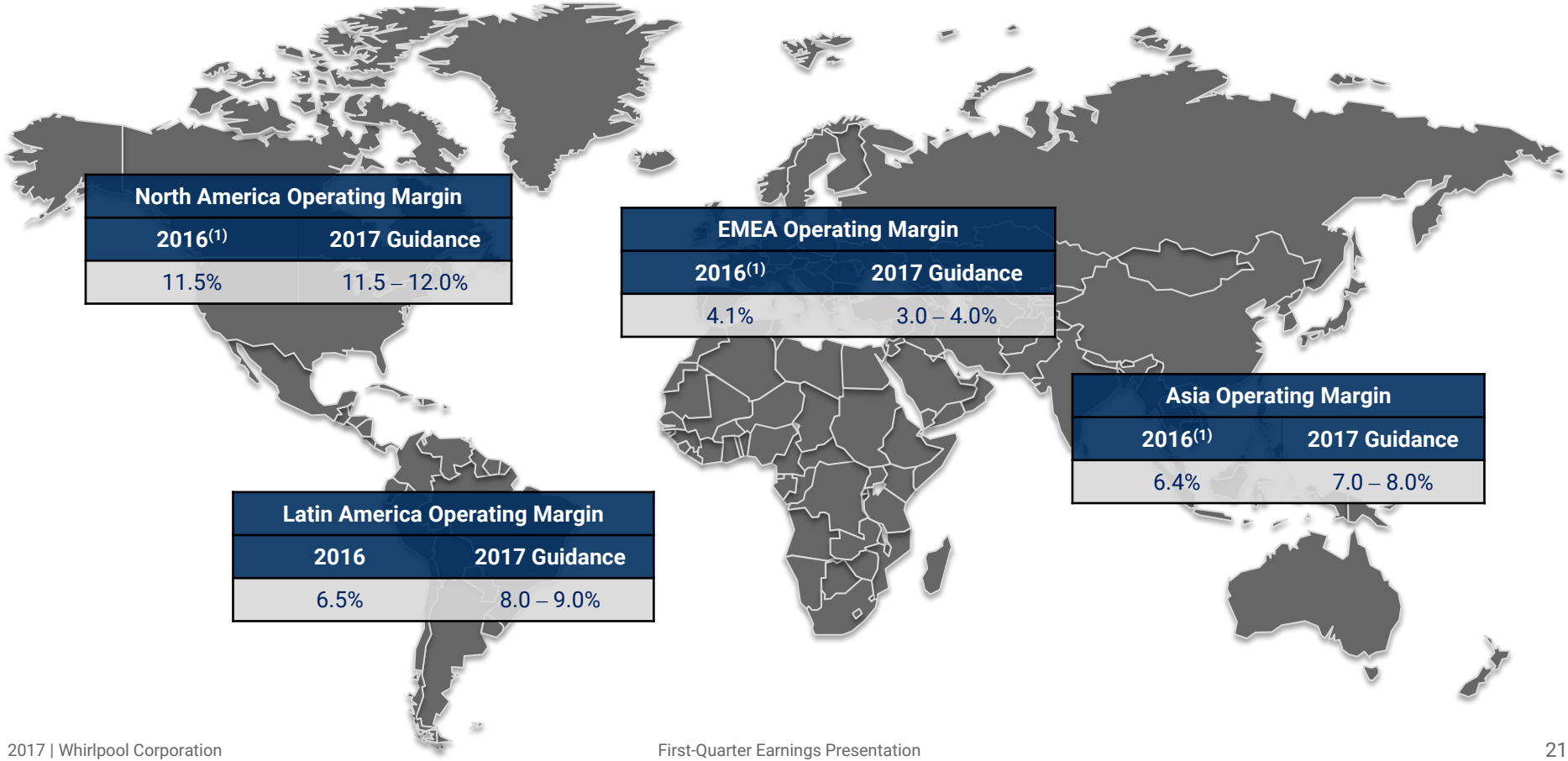
\+ Favorable demand trends in India

\+ Distribution gains in China

– Raw material trends (China)

Expect to Deliver 7.0 – 8.0% Operating Margin in 2017

2017 REGIONAL MARGIN GUIDANCE SUMMARY



North America Operating Margin	
2016[1]	2017 Guidance
11.5%	11.5 – 12.0%

EMEA Operating Margin	
2016[1]	2017 Guidance
4.1%	3.0 – 4.0%

Asia Operating Margin	
2016[1]	2017 Guidance
6.4%	7.0 – 8.0%

Latin America Operating Margin	
2016	2017 Guidance
6.5%	8.0 – 9.0%

FINANCIAL REVIEW



Jim Peters

Executive Vice President
and Chief Financial Officer

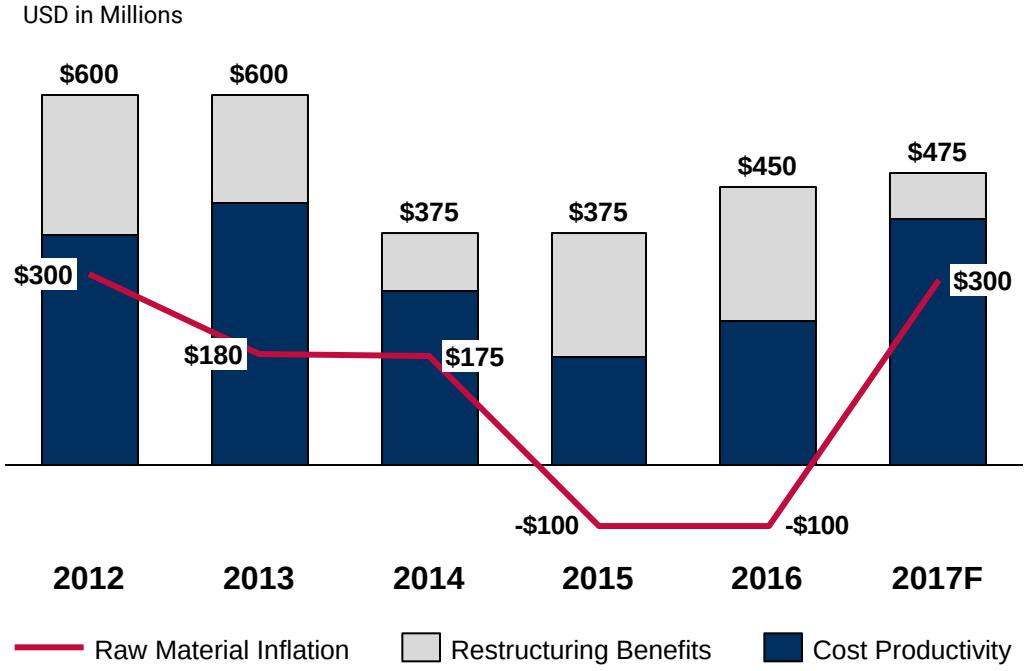
FIRST-QUARTER KEY FINANCIAL METRICS

(USD in millions)	FIRST QUARTER 2017	FIRST QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 4,786	$ 4,616	$ 170	4%
Gross Margin	17.2%	17.8%	(0.6) pts	
SG&A %	10.4%	10.3%	(0.1) pts	
Restructuring	$ 46	$ 47	$ 1	2%
Ongoing Business Operating Margin(1)	**6.5%**	**7.4%**	**(0.9) pts**	
Interest & Sundry (Income) Expense	$ 25	$ 32	$ 7	22%
Ongoing Business Earnings Before Interest & Taxes Margin(1)	**6.0%**	**6.7%**	**(0.7) pts**	
First-Quarter Adjusted Effective Tax Rate *	**20%**	**22%**	**2 pts**	
Net Earnings Available to Whirlpool	$ 153	$ 150	$ 3	2%
Ongoing Business Diluted EPS(1)	**2.50**	**2.63**	**(0.13)**	**(5)%**
Free Cash Flow(2)	**$ (497)**	**$ (739)**	**$ 242**	**33%**

2017 ONGOING BUSINESS(1) EBIT MARGIN DRIVERS

Approximate Impact	Full-Year Forecast
2016 Ongoing Business EBIT Margin	**7.3%**
Price / Mix	0 – 0.5
Total Cost Take Out (inclusive of raw material inflation)	0.75 – 1
Marketing, Technology and Product Investments	(0.75)
Currency	0
2017 Ongoing Business EBIT Margin	**7.4 – 8.0%**

RELENTLESS FOCUS ON COST TAKEOUT



- Fundamentally lower breakeven point
- Strong demonstration of ongoing cost productivity over time to offset raw material inflation
  - ~$475M of cost productivity now expected in 2017
  - ~$300M of raw material inflation now expected in 2017

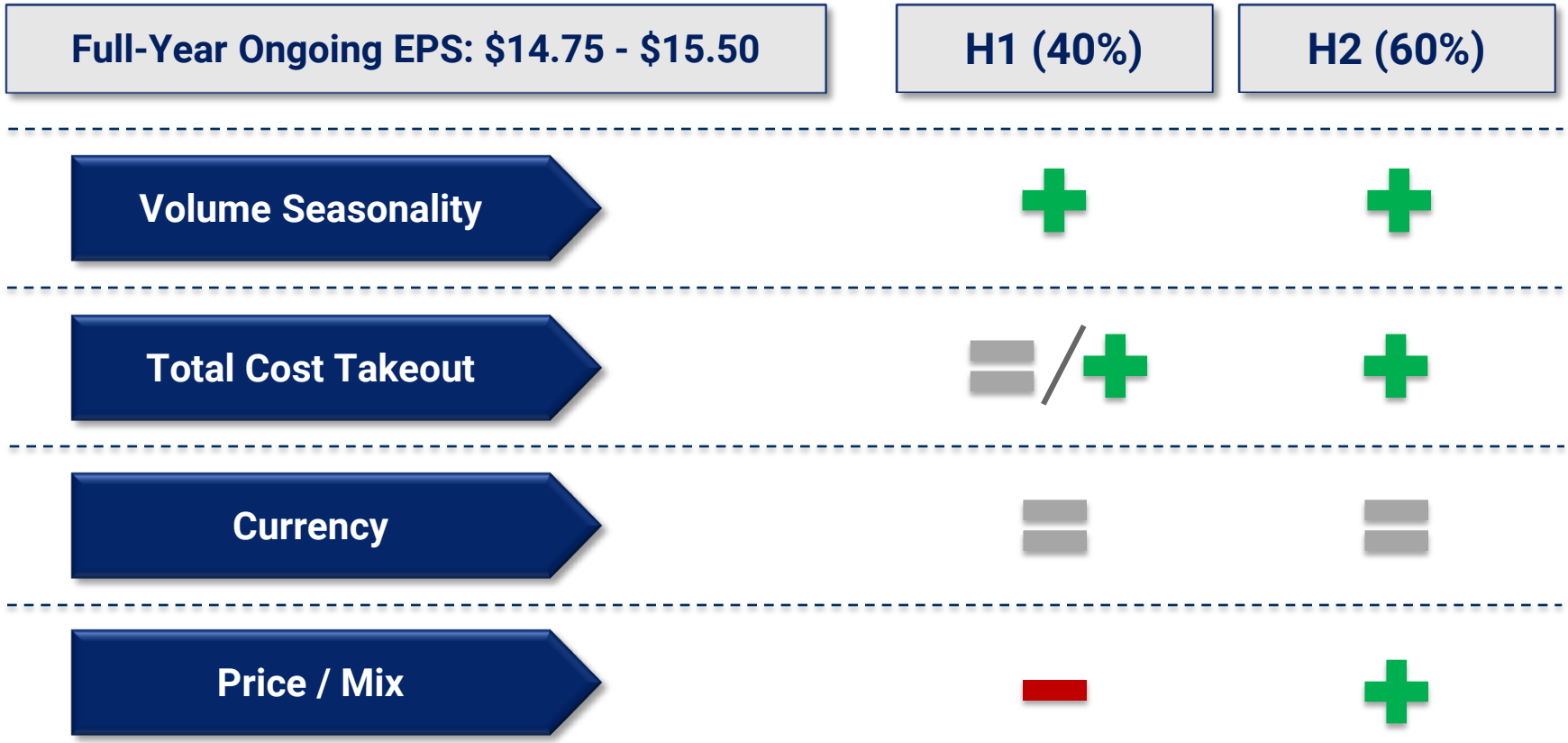
Well-Positioned to Manage Ongoing Volatility in Currency and Raw Material Inflation

2017 FINANCIAL GUIDANCE REVISION

	Prior	Revised
GAAP Diluted EPS	$13.25 – $14.25	$12.65 – $13.40
Ongoing Business Diluted EPS(1)	$15.25 – $16.25	$14.75 – $15.50
Free Cash Flow(2)	~$1 billion	~$1 billion

Continue to Expect Record Earnings per Share and Strong Free Cash Flow

2017 TIMING OF EARNINGS



FREE CASH FLOW(2) DETAIL

Cash Flow Generation *(USD in Millions)*	Q1	Full-Year Forecast
Free Cash Flow	$(497)	$1,000
Inclusive of one-time items:		
Restructuring Cash Outlays	$(31)	$(165)
EMEA Legacy Product Warranty	$(23)	$(70)
Pension Contributions	-	$(45)
Capital Allocation		
Capital Expenditures	$88	$700 - $750
Dividends Paid	$73	
Share Repurchases	$150	

Strong Cash Flow Generation and Balanced Capital Allocation

2017 FREE CASH FLOW(2) DRIVERS

Approximate Impact in USD Millions	Full-Year Forecast
2016 Free Cash Flow	**$630**
Cash Earnings	~$200
Working Capital	~$250
Capital Expenditures	$(50) -$(100)
2017 Free Cash Flow	**~$1,000**

2017 CAPITAL ALLOCATION STRATEGY

Priorities	Guidelines
Fund the Business	• Capital investment: 3.5% of sales
Targeted Capital Structure	• Maintain strong investment grade rating
Dividends	• 25 – 30% trailing 12 month earnings (guideline) • 10% increase in quarterly dividend in 2017
Share Repurchases	• $150M repurchased in Q1 2017 • $550M authorization remaining: intend to continue repurchasing throughout 2017
M&A	• Strategic fit • Strong value creation • Capacity to execute

CLOSING REMARKS



Jeff Fettig

Chairman and
Chief Executive Officer

OUR LONG-TERM VALUE CREATION FRAMEWORK

Profitable Growth	Margin Expansion	Cash Conversion
Innovation fueled growth at or above the market	Drive cost and mix to grow profitably	Asset efficiency converts profitable growth to cash
3-5% Annual Organic Net Sales Growth	**10%+** EBIT Margin (by 2020)	**5-6%** FCF as % of Net Sales (by 2018)

Proven Ability to Create Value in Volatile Operating Environments

SUMMARY OF KEY MESSAGES

- Revenue growth of 4% with margin expansion in North America and Latin America regions
- Strong free cash flow improvement of more than $240M
- Actions in place to complete key elements of the integration in EMEA
- Long-term value creation opportunity compelling
- Investor Day scheduled on May 4th, 2017 at NYSE in New York City


Whirlpool
CORPORATION

APPENDIX



INDEX OF SUPPORTING INFORMATION

Slide #	Slide Title & Description	Source
21	2017 REGIONAL MARGIN GUIDANCE SUMMARY	•2016 operating margins shown for North America, EMEA and Asia are ongoing operating margins. Ongoing operating margin is a non-GAAP measure. Please refer to the supplemental information pack located in the Events section of our Investor Relations website at investors.whirlpoolcorp.com for a reconciliation of these non-GAAP financial measure to the most directly comparable GAAP financial measures.
23	FIRST-QUARTER KEY FINANCIAL METRICS	•Q1 2016 adjusted quarterly tax rate to normalize year-to-date tax rate to anticipated full-year rate of 22.0%