









Whirlpool CORPORATION

2017 SECOND-QUARTER EARNINGS REVIEW

July 26, 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, earnings before interest and taxes (EBIT), EBIT margin, ongoing business EBIT, ongoing business 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, ongoing business net 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 SECOND-QUARTER HIGHLIGHTS

- Very strong revenue and margin performance in North America and Latin America
- Operating margin and product availability improvements in EMEA
- Strong free cash flow[(2)] improvement of $191M driven by working capital optimization
- Repurchased $200M in common stock and paid an increased dividend of $1.10 per share
- Increased overall share repurchase authorization to $2.35B

2017 SECOND-QUARTER RESULTS

	Net Sales	Net Sales (Excluding Currency)	Diluted EPS (GAAP)	Ongoing Business Diluted EPS[1]	Free Cash Flow[2]
2017	$5.3B	$5.4B	$2.52	$3.35	$(356)M
2016	$5.2B	$5.2B	$4.15	$3.50	$(547)M
Change	$0.1B	$0.2B	$(1.63)	$(0.15)	$191M
	2.9%	3.3%	(39)%	(4)%	

Significant Free Cash Flow Improvement In-Line with Full-Year Goals

2017 FINANCIAL GUIDANCE

GAAP Diluted EPS	$12.40 – $12.90
Ongoing Business Diluted EPS(1)	$14.50 – $15.00
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
  - Realize 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 SECOND-QUARTER RESULTS

(USD in millions)	SECOND QUARTER 2017	SECOND QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 2,986	$ 2,760	$ 226	8%
Operating Profit	$ 354	$ 340	$ 14	4%
Operating Margin	11.8%	12.3%	(0.5) pts	

DRIVERS

+ Unit volume growth	− Raw material inflation
+ Market share gains	− Currency impact
+ Cost productivity	

Strong Performance Driven by Core and Adjacent Business Growth and 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

Continue to Expect 11.5 – 12.0% Operating Margin in 2017

EMEA SECOND-QUARTER RESULTS

(USD in millions)	SECOND QUARTER 2017	SECOND QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 1,200	$ 1,296	$ (96)	(7)%
Operating Profit (GAAP)	$ -	$ 46	$ (46)	nm
Operating Margin (GAAP)	0.0%	3.5%	(3.5) pts	
Ongoing Business Operating Profit[1]	$ -	$ 60	$ (60)	nm
Ongoing Business Operating Margin[1]	0.0%	4.6%	(4.6) pts	

DRIVERS

+ Russia and Eastern Europe demand	– Price / mix
	– Raw material inflation
	– U.K. demand

Sequential Operating Margin Improvements Expected to Continue in the Second Half

EMEA 2017 OPERATIONS

Business Priorities

- Finalize systems integration across the region
- Complete supply chain initiatives to continue improving 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 Europe

– Raw material inflation

– Currency impact (British Pound)

Expect to Deliver ~2% Operating Margin in 2017

LATIN AMERICA SECOND-QUARTER RESULTS

(USD in millions)	SECOND QUARTER 2017	SECOND QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 848	$ 826	$ 22	3%
Operating Profit	$ 59	$ 50	$ 9	18%
Operating Margin	7.0%	6.1%	0.9 pts	

DRIVERS

+ Cost productivity	– Raw material inflation
+ Price / mix	– Brazil industry demand

Strong Performance in a Challenging Environment

LATIN AMERICA 2017 OPERATIONS

Business Priorities

- Continue revenue growth and margin expansion in and outside of 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

Continue to Expect 8 – 9% Operating Margin in 2017

ASIA SECOND-QUARTER RESULTS

(USD in millions)	SECOND QUARTER 2017	SECOND QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 358	$ 363	$ (5)	(1)%
Operating Profit (Loss) (GAAP)	$ (32)	$ 16	$ (48)	nm
Operating Margin (GAAP)	(9.1)%	4.4%	(13.5) pts	
Ongoing Business Operating Profit[1]	$ 8	$ 29	$ (21)	(72)%
Ongoing Business Operating Margin[1]	2.0%*	8.1%	(6.1) pts	

DRIVERS

- \+ Strong unit volume growth (India)
- \+ Cost productivity
- – Raw material inflation
- – Price / mix (China)
- – Demand weakness (China)

Strong Performance in India and a Challenging Environment in China

ASIA 2017 OPERATIONS

Business Priorities

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

Factors Impacting 2017 Ongoing Business Operating Margins[(1)]

=/+ Industry guidance of flat to up 2%

\+ Favorable demand trends (India)

– Raw material trends (China)

– Price / mix (China)

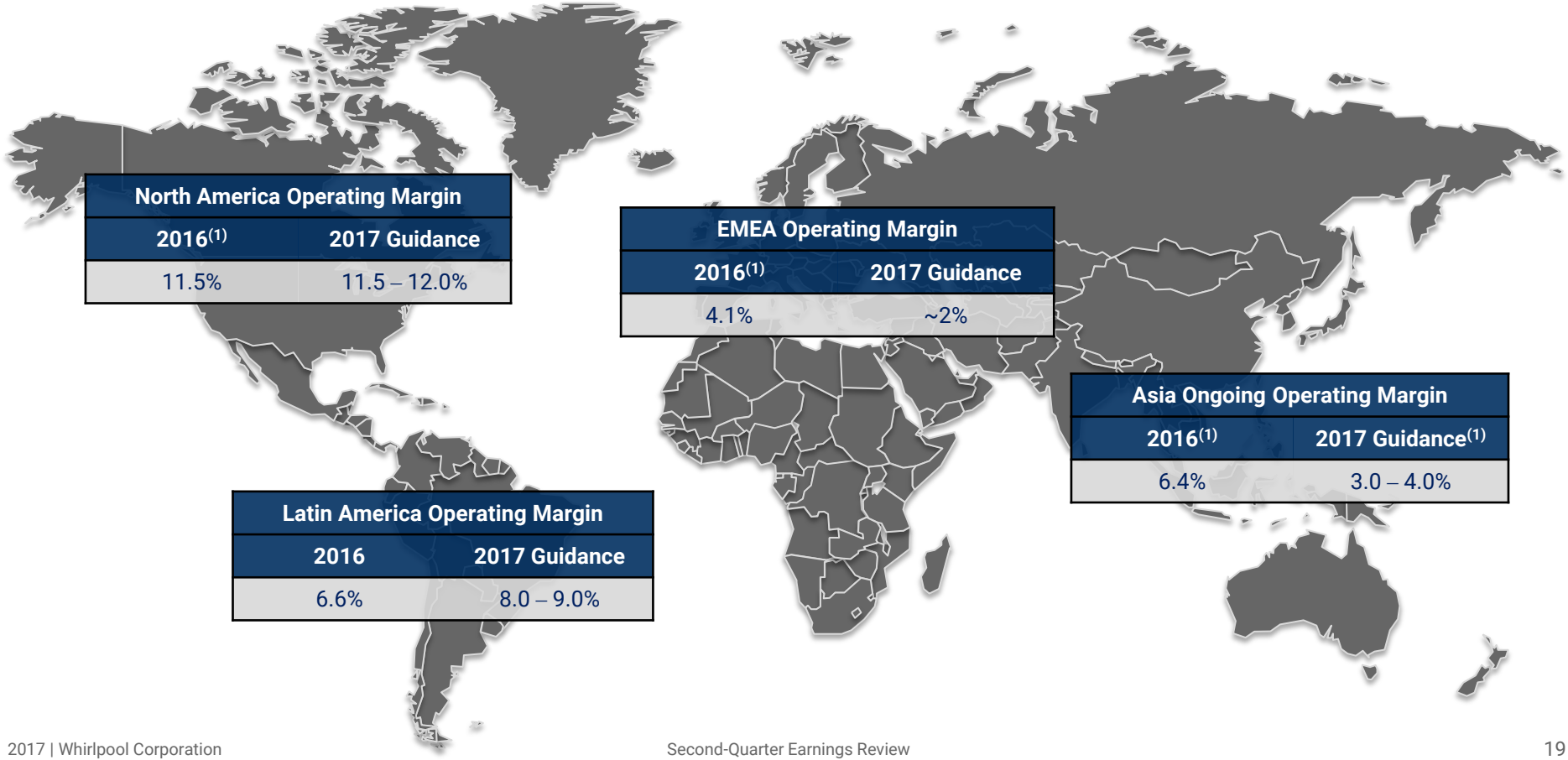
– Demand weakness (China)

Expect to Deliver 3 – 4% Ongoing Business Operating Margin[(1)] in 2017

2017 SECOND-HALF REGIONAL MARGIN GUIDANCE

Operating Margin	H1	H2	Drivers
All Regions			• Cost productivity / volume leverage • Declining raw materials cost inflation
North America	11.5%	~12%	• Continued adjacent business growth • Whirlpool brand launch
EMEA	(0.8)%	~4%	• Further product availablity improvements • Simplified brand and product portfolio
Latin America	7.6%	~9%	• Demand recovery (Q4)
Asia	3.8%(1)	~3%	• Implementing previously-announced cost-based price increases in China

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%	~2%

Asia Ongoing Operating Margin	
2016[1]	2017 Guidance[1]
6.4%	3.0 – 4.0%

Latin America Operating Margin	
2016	2017 Guidance
6.6%	8.0 – 9.0%

FINANCIAL REVIEW



Jim Peters

Executive Vice President
and Chief Financial Officer

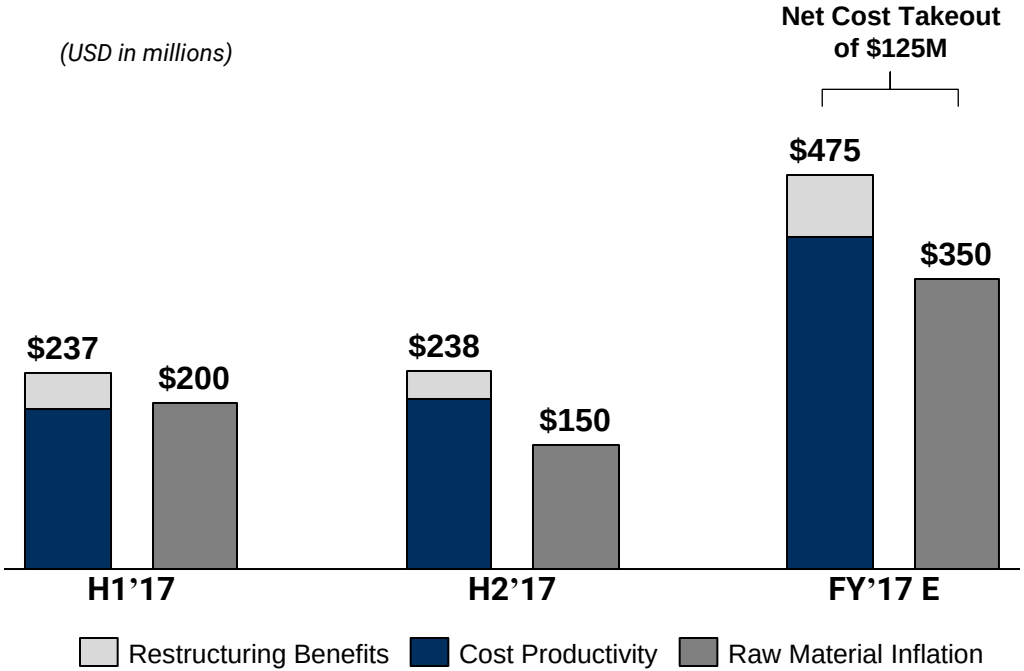
SECOND-QUARTER KEY FINANCIAL METRICS

(USD in millions)	SECOND QUARTER 2017	SECOND QUARTER 2016	BETTER/(WORSE) $	BETTER/(WORSE) %
Net Sales	$ 5,347	$ 5,198	$ 149	3%
Gross Margin %	16.4%	18.6%	(2.2) pts	
SG&A %	9.8%	10.4%	0.6 pts	
Restructuring	$ 59	$ 40	$ (19)	(47)%
Ongoing Business Operating Margin(1)	**6.9%****	**8.4%**	**(1.5) pts**	
Interest & Sundry (Income) Expense	$ 23	$ 41	$ 18	44%
Ongoing Business Earnings Before Interest & Taxes Margin(1)	**6.5%****	**7.7%**	**(1.2) pts**	
Second-Quarter Adjusted Effective Tax Rate *	**19%**	**22%**	**3 pts**	
Net Earnings Available to Whirlpool	$ 189	$ 320	$ (131)	(41)%
Ongoing Business Diluted EPS(1)	**3.35**	**3.50**	**(0.15)**	**(4)%**
Free Cash Flow(2)	**$ (356)**	**$ (547)**	**$ 191**	**35%**

2017 ONGOING BUSINESS(1) EBIT MARGIN DRIVERS

(Approximate Impact)	Full-Year Forecast
2016 Ongoing Business EBIT Margin	**7.3%**
Price / Mix	~(0.5)
Total Cost Take Out (inclusive of raw material inflation)	~0.75
Marketing, Technology and Product Investments	~(0.25)
Currency	~0
2017 Ongoing Business EBIT Margin	**~7.3%**

COST PRODUCTIVITY UPDATE



Focus Areas

- Ongoing actions to minimize raw material volatility
- Complexity reduction to deliver procurement and capital spend benefits
- Supply chain initiatives to optimize inventory levels

Strong Productivity Actions Well-Positioned to Contribute ~$125M to Earnings

2017 FINANCIAL GUIDANCE

GAAP Diluted EPS	$12.40 – $12.90
Ongoing Business Diluted EPS(1)	$14.50 – $15.00
Free Cash Flow(2)	~$1 billion

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

FREE CASH FLOW(2) DETAIL

Cash Flow Generation *(USD in millions)*	Q2 YTD	Full-Year Forecast
Free Cash Flow	$(356)	$1,000
Inclusive of one-time items:		
Restructuring Cash Outlays	$(72)	$(165)
EMEA Legacy Product Warranty	$(46)	$(70)
Pension Contributions	$(6)	$(45)
Capital Allocation		
Capital Expenditures	$210	$650 - $700
Dividends Paid	$155	
Share Repurchases	$350	

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	~$150
Working Capital	~$250
Capital Expenditures	~$(25)
2017 Free Cash Flow	**~$1,000**

2017 CAPITAL ALLOCATION STRATEGY

Priorities	Second-Quarter Update
Fund the Business	• On track
Targeted Capital Structure	• On track
Dividends	• **10% increase in quarterly dividend in 2017**
Share Repurchases	• $350M repurchased YTD • **Increased overall authorization to $2.35B** • Intend to continue repurchasing throughout 2017 and beyond
M&A	• On track (Yummly)

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)
H1 2017	✓	✗	✓
H2 2017	✓	✓	✓

SUMMARY OF KEY MESSAGES

- Very strong revenue and margin performance in North America and Latin America
- Sequential operating improvements in EMEA with actions in place to deliver solid profitable growth in the second half
- Strong free cash flow improvement and on-track to deliver $1B for the full year
- Increased overall share repurchase authorization to $2.35B
- Compelling long-term value creation opportunity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APPENDIX



INDEX OF SUPPORTING INFORMATION

Slide #	Slide Title & Description	Source
16	ASIA SECOND-QUARTER RESULTS	(*) Ongoing business segment operating margin is calculated by dividing ongoing business segment operating profit (loss) by ongoing business segment net sales. Ongoing business net sales excludes $(32) million primarily related to an adjustment for trade promotion accruals in prior periods.
18	2017 SECOND-HALF REGIONAL MARGIN GUIDANCE	(1) 2017 H1 operating margin shown for Asia is ongoing business segment operating margin. 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 this non-GAAP financial measure to the most directly comparable GAAP financial measure.
19	2017 REGIONAL MARGIN GUIDANCE SUMMARY	(1) 2017 operating margin shown for Asia is ongoing business segment operating margin. Ongoing business segment operating margin is calculated by dividing ongoing business segment operating profit (loss) by ongoing business segment net sales. Ongoing business segment operating profit (loss) and ongoing business segment net sales excludes $(40) million and $(32) million respectively, primarily related to an adjustment for trade promotion accruals in prior periods. 2016 operating margins shown for North America, EMEA and Asia are ongoing business segment operating margins. 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 this non-GAAP financial measure to the most directly comparable GAAP financial measure.
21	SECOND-QUARTER KEY FINANCIAL METRICS	(*) Q2 2017 adjusted quarterly tax rate to normalize year-to-date tax rate to anticipated full-year rate of approximately 20%. Q2 2016 adjusted quarterly tax rate to normalize year-to-date tax rate to anticipated full-year rate of 22.0%. (**) Ongoing business operating margin is calculated by dividing ongoing business operating profit (loss) by ongoing business net sales. Ongoing business EBIT margin is calculated by dividing ongoing business EBIT by ongoing business net sales. Ongoing business net sales excludes $(32) million primarily related to an adjustment for trade promotion accruals in prior periods.

2017 GUIDANCE COMPONENTS

(USD in millions)	2017E	2016A
Restructuring Expense	$175	$173
Interest and Sundry (Income) Expense	$110	$93
Capital Expenditures	$650-$700	$660
Interest Expense	$160	$161
Tax Rate	~20%	16.6%
Amount of Stock Repurchased	$350*	$525
Weighted-Average Diluted Shares Outstanding*	75.6*	77.2

*As of 6/30/2017