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.
Rockwell Automation at A GLANCE

$6.3B FISCAL 2017 SALES

22,000 EMPLOYEES

80+ COUNTRIES

WORLD’S LARGEST COMPANY DEDICATED TO INDUSTRIAL AUTOMATION AND INFORMATION

AUTOMATION SOLUTIONS for a broad range of industries

SERVING CUSTOMERS FOR 114 YRS

- Innovation
- Domain expertise
- Culture of integrity & corporate responsibility

VALUE CREATION

ABOVE-MARKET GROWTH | PRODUCTIVITY | INTELLECTUAL CAPITAL
<table>
<thead>
<tr>
<th>ROK VISION</th>
<th>BRINGING THE CONNECTED ENTERPRISE TO LIFE</th>
</tr>
</thead>
<tbody>
<tr>
<td>With value described for a customer in their industry-specific language</td>
<td>Delivered using all of our strengths and those of our partners</td>
</tr>
</tbody>
</table>

| ABOVE-MARKET REVENUE GROWTH | Share growth in our core platforms and industries | Double-digit growth in Information Solutions and Connected Services | A point or more of growth per year from acquisitions |

| SUPERIOR RETURN ON YOUR INVESTMENT | EPS growth greater than revenue growth | Over 20% Return On Invested Capital (ROIC) | 100% Free Cash Flow as a percentage of Adjusted Income | Consistent return of cash to shareowners |
THE CONNECTED ENTERPRISE

Delivering great business outcomes

Faster Time to Market
Lower Total Cost of Ownership
Improved Asset Utilization
Enterprise Risk Management
TWO SEGMENTS

One Business

$6.3B 2017 TOTAL FISCAL SALES

$3.4B CONTROL PRODUCTS & SOLUTIONS

$2.9B ARCHITECTURE & SOFTWARE

PRODUCTS (69%)

SOLUTIONS (20%)

SERVICES (11%)
OUR INDUSTRY FOOTPRINT

Percentage of FY17 Sales

HEAVY
Oil & Gas | Metals | Mining
Pulp & Paper | Semiconductor
Water/Waste Water | Chemicals

~50%

~30%

~15%

~5%

CONSUMER
Food & Beverage
Home & Personal Care | Life Sciences

TRANSPORTATION
Automotive | Tire | Off-road Vehicles

OTHER
Marine | Textiles
Entertainment | Other

PUBLIC

Copyright © 2017 Rockwell Automation, Inc. All Rights Reserved.
OUR FOCUS IN AUTOMATION IS …

CONTROL PRODUCTS & SOLUTIONS

ARCHITECTURE & SOFTWARE

...WHERE TECHNOLOGY DIFFERENTIATION AND DOMAIN EXPERTISE MATTER!
TECHNOLOGY INNOVATION & BROAD PORTFOLIO

- Only scalable, multidiscipline, information-enabled control platform
- Secure EtherNet/IP network infrastructure
- Leading market position in safety
- Intelligent motor control products and systems
- Integrated Architecture

DOMAIN EXPERTISE & GLOBAL SUPPORT

- Application know-how
- Lifecycle support for customers in all industries
- Solutions & Services

TRUSTED PARTNERS & UNIQUE MARKET ACCESS MODEL

- Channel partners
- Strategic alliances
- Technology partners
DIFFERENTIATED MARKET ACCESS MODEL

Rockwell Automation

LIMITED DISTRIBUTION

OEM MACHINE BUILDER

SYSTEM INTEGRATOR

END USER
BRINGING THE CONNECTED ENTERPRISE TO LIFE

Our Approach

**Understanding**
our customers’ best opportunities for productivity;
understanding fosters loyalty

**Combining**
our differentiated technology and domain
expertise to deliver positive business outcomes
for our customers;
the combination increases customer share,
preserves margins and reduces cyclicality

**Simplifying**
our customers’ experience;
simplification drives productivity
WHY WE WILL WIN

- Domain expertise
- Large installed base
- Global support
- Secure, standard, open Ethernet
- Step-by-step approach
- Successful world-class partnerships
- Wide portfolio of smart plant floor devices
- Multi-discipline, scalable architecture
- Integrated Control & Information

BEST PEOPLE, PARTNERS AND TECHNOLOGY IN THE INDUSTRY
Gain share in core platforms

Grow double-digit in Information Solutions & Connected Services

Grow a point or more per year from acquisitions
EPS Growth Greater Than Revenue Growth
ROIC Above 20%
100% or More Free Cash Flow Conversion
Consistent Return of Cash to Shareowners
TRACK RECORD OF EXECUTION

SALES

- Actual Results
- Nov. 8th 2017 Guidance

RETURN ON INVESTED CAPITAL

- Actual Results as of Fiscal Year End

ADJUSTED EPS

- Actual Results
- Nov. 8th 2017 Guidance

FREE CASH FLOW

- Free Cash Flow
- Pension Contribution
CAPITAL DEPLOYMENT

Free Cash Flow

Acquisitions

Dividends

Share Repurchase

Returned $6.1B to Shareowners Since 2008

(in millions)
AUTOMATION REMAINS AN ATTRACTIVE MARKET

Productivity required to remain globally competitive
Aging installed base
Growing consumer demand in emerging markets

INTEGRATED CONTROL AND INFORMATION

Enables The Connected Enterprise
Only scalable, multidiscipline, information-enabled control platform
Provides real-time insights
Increases the business value we provide to customers

COMPETITIVE DIFFERENTIATION

Technology leader…focused on innovation
Domain expertise
Unique market access model
Singular focus on automation

FINANCIAL STRENGTH DISCIPLINED CASH DEPLOYMENT

Strong balance sheet, cash flow generation and track record of returning cash to shareowners
Best in class ROIC; an intellectual capital business
TOTAL SHAREOWNER RETURN HISTORY

TSR consistently above the S&P 500

Sales growth, top-quartile financial performance, disciplined capital deployment
## RECONCILIATION TO NON-GAAP MEASURES

### Return On Invested Capital

(in millions, except percentages)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Return</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income from continuing operations</td>
<td>$825.7</td>
<td>$729.7</td>
<td>$827.6</td>
<td>$826.8</td>
<td>$756.3</td>
<td>$737.0</td>
<td>$697.1</td>
<td>$440.4</td>
<td>$217.9</td>
<td>$577.6</td>
</tr>
<tr>
<td>Interest expense</td>
<td>76.2</td>
<td>71.3</td>
<td>63.7</td>
<td>59.3</td>
<td>60.9</td>
<td>60.1</td>
<td>59.5</td>
<td>60.5</td>
<td>60.9</td>
<td>68.2</td>
</tr>
<tr>
<td>Income tax provision</td>
<td>211.7</td>
<td>213.4</td>
<td>299.9</td>
<td>307.4</td>
<td>224.6</td>
<td>228.9</td>
<td>170.5</td>
<td>103.8</td>
<td>56.0</td>
<td>231.3</td>
</tr>
<tr>
<td>Purchase accounting depreciation and amortization</td>
<td>21.4</td>
<td>18.4</td>
<td>21.0</td>
<td>21.6</td>
<td>19.3</td>
<td>19.8</td>
<td>19.8</td>
<td>18.9</td>
<td>18.6</td>
<td>24.2</td>
</tr>
<tr>
<td>Special charges</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(4.0)</td>
<td>46.7</td>
</tr>
<tr>
<td>Return</td>
<td>1,135.0</td>
<td>1,032.8</td>
<td>1,212.2</td>
<td>1,215.1</td>
<td>1,061.1</td>
<td>1,045.8</td>
<td>946.9</td>
<td>623.6</td>
<td>349.4</td>
<td>948.0</td>
</tr>
<tr>
<td>(b) Average Invested Capital</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short-term debt</td>
<td>585.9</td>
<td>248.2</td>
<td>166.6</td>
<td>275.5</td>
<td>209.0</td>
<td>207.2</td>
<td>—</td>
<td>—</td>
<td>70.1</td>
<td>325.1</td>
</tr>
<tr>
<td>Long-term debt</td>
<td>1,296.9</td>
<td>1,509.0</td>
<td>1,261.9</td>
<td>905.3</td>
<td>905.0</td>
<td>905.0</td>
<td>904.9</td>
<td>904.8</td>
<td>904.6</td>
<td>804.5</td>
</tr>
<tr>
<td>Shareowners’ equity</td>
<td>2,215.8</td>
<td>2,164.1</td>
<td>2,521.3</td>
<td>2,680.7</td>
<td>2,086.7</td>
<td>1,881.5</td>
<td>1,790.7</td>
<td>1,387.9</td>
<td>1,563.5</td>
<td>1,798.5</td>
</tr>
<tr>
<td>Accumulated amortization of goodwill and intangibles</td>
<td>834.1</td>
<td>811.8</td>
<td>792.6</td>
<td>772.7</td>
<td>775.2</td>
<td>751.0</td>
<td>716.7</td>
<td>679.4</td>
<td>648.3</td>
<td>619.0</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>(1,504.4)</td>
<td>(1,461.7)</td>
<td>(1,376.1)</td>
<td>(1,210.6)</td>
<td>(1,010.2)</td>
<td>(878.8)</td>
<td>(922.7)</td>
<td>(763.3)</td>
<td>(576.0)</td>
<td>(728.0)</td>
</tr>
<tr>
<td>Short-term and long-term investments</td>
<td>(1,111.7)</td>
<td>(846.5)</td>
<td>(639.3)</td>
<td>(485.2)</td>
<td>(361.7)</td>
<td>(232.5)</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Average invested capital</td>
<td>2,316.6</td>
<td>2,424.9</td>
<td>2,727.0</td>
<td>2,938.4</td>
<td>2,604.0</td>
<td>2,633.4</td>
<td>2,408.6</td>
<td>2,208.8</td>
<td>2,610.5</td>
<td>2,819.1</td>
</tr>
<tr>
<td>(c) Effective Tax Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income tax provision</td>
<td>211.7</td>
<td>213.4</td>
<td>299.9</td>
<td>307.4</td>
<td>224.6</td>
<td>228.9</td>
<td>170.5</td>
<td>103.8</td>
<td>56.0</td>
<td>231.3</td>
</tr>
<tr>
<td>Income from continuing operations before income taxes</td>
<td>$1,037.4</td>
<td>$943.1</td>
<td>$1,127.5</td>
<td>$1,134.2</td>
<td>$960.9</td>
<td>$965.9</td>
<td>$867.6</td>
<td>$544.2</td>
<td>$273.9</td>
<td>$808.9</td>
</tr>
<tr>
<td>Effective tax rate</td>
<td>20.4%</td>
<td>22.6%</td>
<td>26.6%</td>
<td>27.1%</td>
<td>22.9%</td>
<td>23.7%</td>
<td>19.7%</td>
<td>19.1%</td>
<td>20.4%</td>
<td>28.6%</td>
</tr>
<tr>
<td>(a) / (b) * (1-c) Return on Invested Capital</td>
<td>39.0%</td>
<td>33.0%</td>
<td>32.6%</td>
<td>30.1%</td>
<td>31.4%</td>
<td>30.3%</td>
<td>31.6%</td>
<td>22.8%</td>
<td>10.7%</td>
<td>24.0%</td>
</tr>
</tbody>
</table>
### Adjusted EPS

<table>
<thead>
<tr>
<th>Diluted EPS from continuing operations</th>
<th>Fiscal 2018 Guidance</th>
<th>Twelve Months Ended September 30,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-operating pension costs per diluted share</td>
<td>0.18</td>
<td>0.64</td>
</tr>
<tr>
<td>Tax effect of non-operating pension costs per diluted share</td>
<td>(0.07)</td>
<td>(0.23)</td>
</tr>
<tr>
<td>Adjusted EPS</td>
<td>$7.20 - $7.50</td>
<td>$6.76</td>
</tr>
</tbody>
</table>

### Free Cash Flow

(in millions)

| Twelve Months Ended September 30, |
|-----------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Cash provided by continuing operating activities | $1,034.0 | $947.3 | $1,187.7 | $1,033.3 | $1,014.8 | $718.7 | $643.7 | $494.0 | $526.4 | $596.8 |
| Capital expenditures               | (141.7) | (116.9) | (122.9) | (141.0) | (146.2) | (139.6) | (120.1) | (99.4)  | (98.0)  | (151.0) |
| Tax payments related to the gain on divestiture of Power Systems | —       | —       | —       | —       | —       | —       | —       | —       | —       | —       | 7.9      |
| Excess income tax benefit from share-based compensation | —       | 3.3     | 12.4    | 29.9    | 31.9    | 18.5    | 38.1    | 16.1    | 2.4     | 4.6     |
| Free cash flow                     | $892.3  | $833.7  | $1,077.2 | $922.2  | $900.5  | $597.6  | $561.7  | $410.7  | $430.8  | $458.3  |
Thank You.