

Electrical Sector

Power management **solutions**



EATON

Powering Business Worldwide

Celebrating
100 YEARS
Ideals that Endure



Eaton is a leading diversified power management company



We help the world use electrical,
fluid and mechanical power more
reliably, efficiently and **safely.**



The world's demand for energy is growing...but resources are not

- Emerging markets
- Growing and evolving infrastructure
- Speed and reliability
- Rising energy costs
- Global connectivity



The world needs power management to:

- Power a global and digital world
- Reduce our environmental footprint
- Meet regulations, lower risk
- Provide cost-efficient energy solutions
- Make power more intelligent and efficient



Eaton provides

reliable, efficient and
safe power management
for a growing number of
industries

Public and private sectors:

- Buildings**
- Transportation**
- Industrial and machinery**
- Information technology**
- Infrastructure**
- Energy and utilities**



Buildings

Residential • Healthcare • Education • Commercial
Office • Retail • Public Sector • Airports

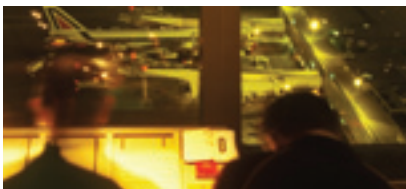
- Electrical distribution
- Power quality
- Power metering and monitoring
- Engineering and energy services



Industrial and machinery

Manufacturing • Agriculture • Construction
Mining and Metals • Processing • Material Handling

- Electro-hydraulic systems
- Electrical distribution equipment
- Control and automation and power quality equipment
- Power metering and monitoring
- Hydraulics technology
- Power and motion control products



Infrastructure

Airports • Highways • Mass Transit • Water and
Wastewater Treatment Plants • Locks and Dams

- Complete backup power systems
- High-speed refueling systems
- Hydraulic system solutions and technical services
- Filtration, hydraulic and electrical products
- Hybrid power systems



Transportation

Aerospace • Commercial Vehicles
Passenger and Performance Cars
High-Speed Rail • Marine • Military/Defense

- Hybrid power systems
- Hydraulic, fuel, electrical and conveyance systems
- Automotive and truck technology
- Manual and automated transmissions
- Onboard controls and electrical charging infrastructure
- Superchargers
- Hydraulic technology



Information technology

Data Centers • Telecommunications
Networks • Computer Rooms

- World's most efficient line of UPSs
- Reliable power systems
- Power metering and monitoring
- Local service and support
- Energy services



Energy and utilities

Renewable Energy: Solar, Wind, Nuclear, Hydropower
Smart Grid • Traditional Energy: Oil and Gas

- Electrical balance of system
- Power distribution
- Network power grid technology
- Electro-hydraulic systems
- Advanced material science technology
- Hydraulic technology
- Engineering and energy services



To be a power management leader,
it helps to have a 100-year head start

Eaton Corporation

- Founded in 1911
- Chairman and CEO – Alexander M. Cutler
- World Headquarters in Cleveland, Ohio, USA
- Regional Headquarters in Shanghai, China; Morges, Switzerland; Sao Paulo, Brazil
- Innovation Centers in the USA, China and India
- Customers in more than 150 countries
- 70,000 employees worldwide
- 55% of sales outside the U.S.

Celebrating
100 YEARS
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Eaton's 2010 financial highlights

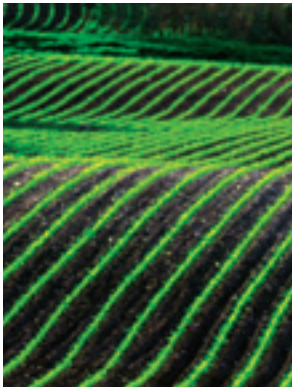
Balance of early, middle and late cycle segments

| | | |
|------------------------------------|--------------------|--------|
| Sales | \$13.7 Billion USD | |
| Net income | \$929 Million | |
| Operating Earnings per Share (EPS) | \$5.61 | |
| Revenue | Electrical | \$6.4B |
| | Hydraulics | \$2.3B |
| | Automotive | \$1.5B |
| | Truck | \$2.0B |
| | Aerospace | \$1.5B |



Committed to doing business right

- Ranked as the #1 greenest company among general industrials and #16 among the 500 largest publicly traded companies in *Newsweek's* 2010 U.S. Green Rankings.
- One of five companies selected by *Barron's* for its "Green Dream Team"
- Honored among Ethisphere Institute's "World's Most Ethical Companies" for fifth consecutive year
- Ranked among *Corporate Responsibility Officer* magazine's "100 Best Corporate Citizens"
- Cited in China's *Business Watch* magazine's Green Company Top 50 and Fast Company Top 100



Our commitment to sustainability gives you a sustainable advantage

We are sustainable by design

- In how we manufacture and operate
- In the design of our products
- In the ways our products and services benefit our customers



Eaton Business System (EBS*) sustains our leadership and drives your growth

- Allows us to capture full benefits of our scale and breadth
- Makes us more effective, innovative, smarter
- Solutions reach customers faster
- Adds value for you

* EBS: A proprietary, integrated operating system employed in every Eaton facility, adding value for our customers.



Expertise
from Eaton's
Electrical Sector...

...is helping to make
power more reliable,
efficient and safe
around the world

Electrical power management by Eaton

Foundation for success

Electrical power. *The most significant and pervasive energy source on earth. It runs businesses, fuels innovations and keeps the lights on.*

When the power system is not designed or managed properly, it compromises success, resulting in lower productivity and increased costs.

Eaton takes the complexity out of power management with industry-leading innovation, expert services and holistic solutions.

And our customers realize powerful benefits: **improved reliability,** **increased efficiency** and **enhanced safety.**



Customer critical

If it's critical to our customers, it's critical to us. In fact, we view it all as mission critical.



Expertise

With unparalleled knowledge of power management across industries, we provide the know-how for every application.



Support

Our people make the difference. Support is not just an extra benefit; it's at the heart of how we do business.

For energy challenges big and small, if it matters to you, it matters to us. **Our mission is to ensure your success, however you define it.**

Global technology Regional solutions

Electrical
standards and
certifications

Americas | Europe | Middle East | Africa | Asia Pacific





Solar power

Complete electrical balance of system (BOS) solutions for utility-, commercial- and residential-scale solar photovoltaic systems



Wind power

Targeted electrical product and service solutions for wind power OEMs, farm developers and operators



Nuclear power

Electrical upgrade services to increase existing plant output; equipment and services for new plant construction



Electric transportation infrastructure

Commercial and residential charging stations to refill the batteries of plug-in electric vehicles



Smart grid

Products and services to help the world distribute and consume electrical power more intelligently



Energy solutions

Energy engineering and consulting, facility optimization, high-performance green building design and advanced project implementation



Solutions for the entire power system

The know-how for
every application

Power distribution • Power quality • Control and automation
Power monitoring and management • Energy management and services



Power distribution: industrial and commercial

Delivers reliable, efficient and safe power where it is needed

#1 in North America | #1 in Eastern Europe

LV/MV switchgear | Panelboards and switchboards | Circuit breakers | Transfer switches | Transformers



Power distribution: residential

Increases energy efficiency while keeping residents safe, comfortable and connected

Market leader in North America and growing globally

Circuit breakers and loadcenters | Back-up power systems | Surge protection
Energy meters and energy management | Solar inverters

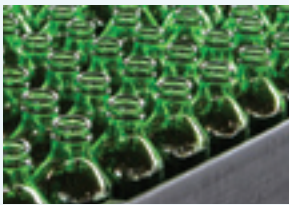


Power quality: data centers and mission critical

Maximizes reliability and continuous uptime to prevent business interruptions

UPS: #1 market leader in China | #2 globally

Server and network UPS | Data center UPS | Power distribution units (PDUs)
Surge protection and power factor correction



Control and automation: industry and machinery

Improves operating efficiencies and enables equipment to run at peak potential

#1 in NEMA power control | Growing IEC portfolio

LV/MV control centers | Adjustable frequency drives | Motor contactors and starters
Automation and sensors | Panel wiring solutions



Power monitoring and management throughout the power system

Adds intelligence to reduce energy consumption, enhance safety and improve uptime

Global thought leader in technology and innovation

Switchboard class power meters | Power management software and communications
Protective relays | Lighting control



Energy management and services throughout the lifecycle of the power system, regardless of manufacturer

Provides energy and sustainability consulting, commissioning and retro-commissioning services, turnkey implementation, performance contracting, training and support

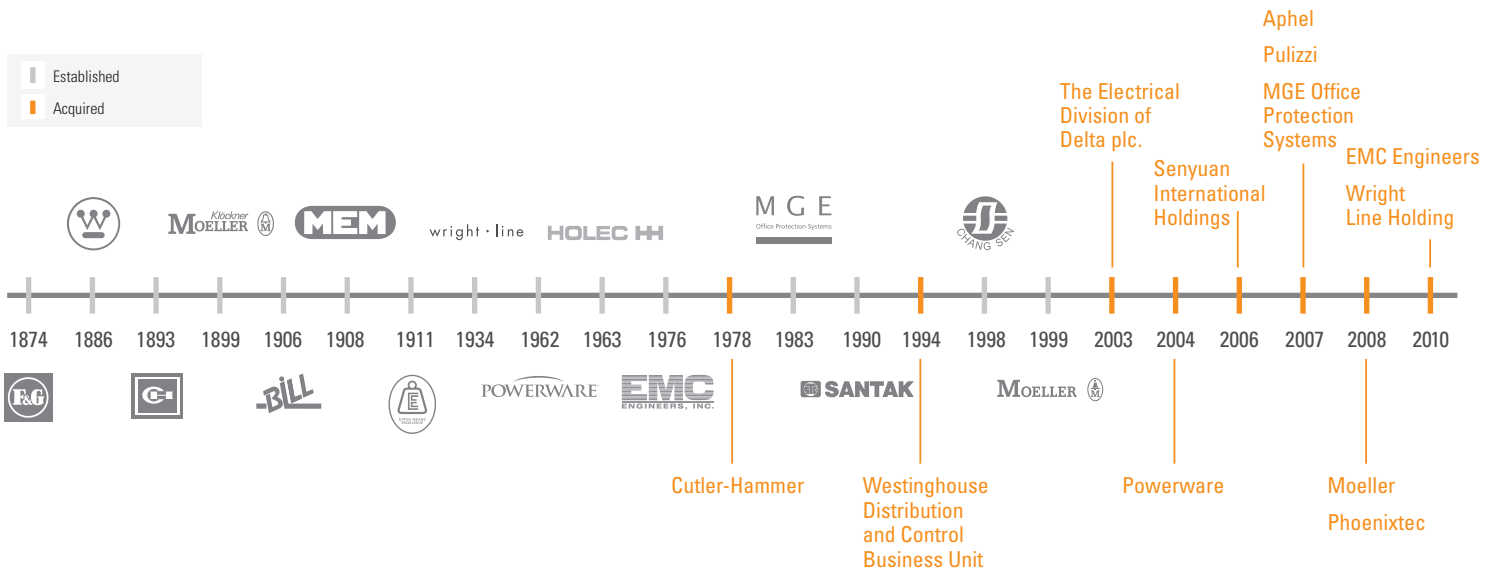
Leading with the broadest global services group

Studies | Design | Build | Support | Global reach, local depth

EAT•N

The fusion of our heritage

Meeting power management needs around the world





Electrical Sector's 2010 financial highlights

Expanding worldwide presence and capability

Electrical Sector \$6.4 Billion usd

58%

Americas

\$3.7B

Canada

United States

Latin America

42%

Rest of world

\$2.7B

Europe

Middle East

Africa

Asia Pacific

Eaton Corporation Sales: \$13.7 Billion usd

Net Income: \$929 Million

Operating Earnings per Share (EPS): \$5.61



Eaton's Electrical Sector: global reach, local depth

Customers in more than 150 countries

Thousands of engineers and service personnel

More than 5,000 sales and marketing professionals

Distributors in more than 12,000 locations

eaton.com/googleearth



Leading innovation: take a closer look

Market leadership

Market share gains for 15 of last 16 years | #1 in North America in power distribution and residential products | #1 in China and #2 worldwide in power quality

Technology and thought leadership

Arc flash safety solutions | SF₆ free switchgear | Thousands of patents worldwide

Energy management and services leadership

Energy services: Leader in commissioning and design | Power management expertise

Broadest services group globally | Most power systems engineers in North America

Customer critical

If it's critical to our customers, it's critical to us.



Expertise

We provide the know-how for every application.



Support

Our people make the difference.



Together, we can solve the toughest
power management challenges.

Reliability. Efficiency. Safety.

For more information, visit us at Eaton.com/Electrical.

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