

### STOCK HIGHLIGHTS (as of 5/4/2018)

Stock Price:	\$24.30
Shares Outstanding (M):	50.6
Market Cap (\$M):	\$1,228
52 Week Range:	\$22.58 - \$40.78
Dividend Yield:	1.7%

### FINANCIAL HIGHLIGHTS

\$ in Millions, except per share data	FY 16	FY 17
Net Sales:	2,925	2,855
Operating Profit:	384	272
Operating Margin:	13.1%	9.5%
Net Earnings*:	251	97
Diluted EPS:	4.51	1.81
Debt/ EBITDA:	0.5x	0.8x

\*2017 results include \$68 million of discrete tax items recorded in Q4 2017, primarily related to the impact of tax reform in the United States.

### AT A GLANCE

- Founded in 1914
- 1 of 2 major consumer tire companies headquartered in the United States
- 5th largest tire manufacturer in North America
- 12th largest global tire manufacturer in 2016
- More than 9,000 employees world-wide
- As of May 2018 declared dividends for 185 consecutive quarters

### ANALYST COVERAGE

- B. Riley FBR - Christopher Van Horn
- Deutsche Bank - Rod Lache
- Jefferies - Bret Jordan
- J.P. Morgan - Ryan Brinkman
- Longbow Research - Anthony Deem
- Northcoast Research - John Healy

### CONTACT INFORMATION

Jerry Bialek  
Vice President and Treasurer

Jacob Drerup  
Investor Relations Manager

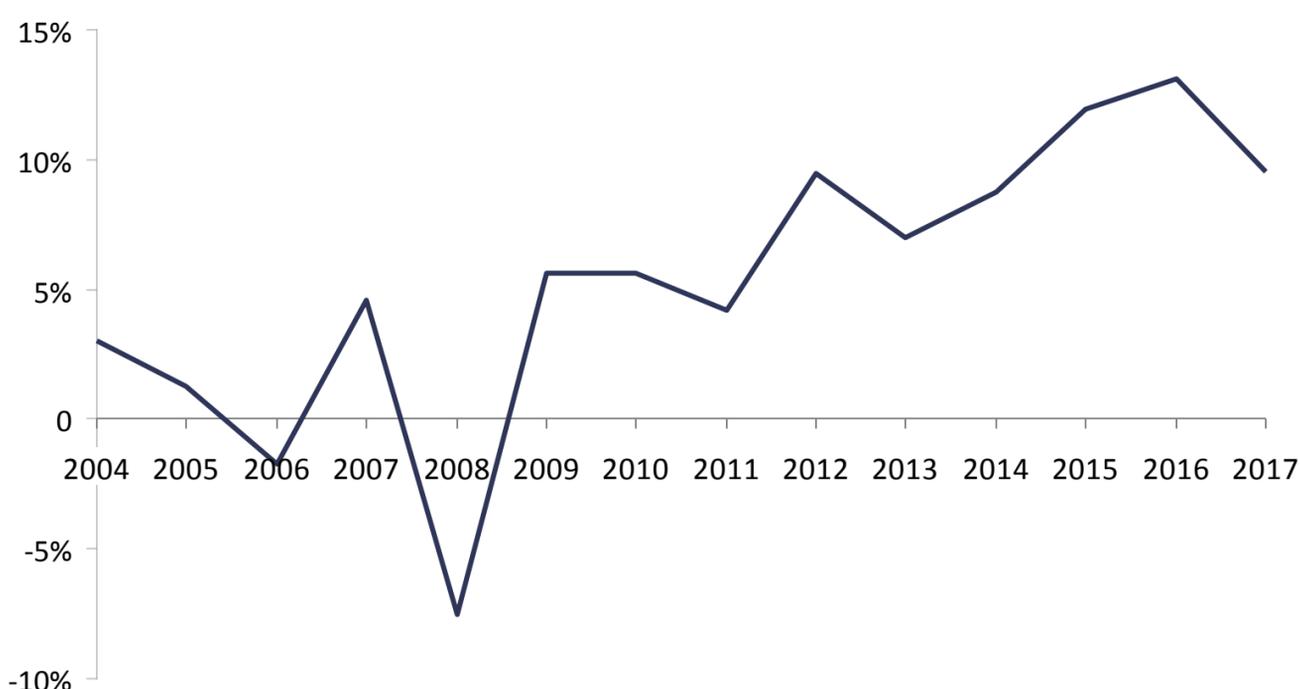
(419) 424- 4165  
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Cooper Tire & Rubber Company

## ABOUT COOPER TIRE & RUBBER COMPANY

Cooper Tire & Rubber Company is the parent company of a global family of companies that specializes in the design, manufacture, marketing and sale of passenger car, light truck, medium truck, motorcycle and racing tires. Cooper is headquartered in Findlay, Ohio, with manufacturing, sales, distribution, technical and design operations within its family of companies located in more than one dozen countries around the world. For over 100 years, Cooper has focused on its core value proposition of delivering great products, creating great value and offering great service. Today, Cooper is one of the world's leading tire companies, combining a strong position in the U.S. aftermarket and attractive markets globally.

### OPERATING MARGINS (%)



## WE BALANCE A STRONG U.S. MARKET POSITION WITH GLOBAL GROWTH OPPORTUNITIES

### North America

Strong U.S. aftermarket position and robust dealer network

- Focus on strategic OE participation with global OEMs and expanding in underpenetrated channels

### EMEA

Broad product offering in focus regions

- Strengthen market position in Western Europe and select high-potential Eastern European, Middle Eastern and African countries

### Latin America

Main focus on serving light vehicle segment

- Focus on gaining additional market share by further optimizing product and channel mix

### Asia

Successful penetration of OE channel in China with strong growth in recent years

- Leverage penetration of OE to garner replacement pull-through and substantial growth

## WE ARE STRONGLY POSITIONED TO WIN IN AN EVOLVING ENVIRONMENT

Changes in consumer preferences and behavior



- ✓ Well-known and highly regarded brand
- ✓ Winning value proposition
- ✓ Mix shift toward house brands
- ✓ Highly rated product portfolio

Underlying automotive trends



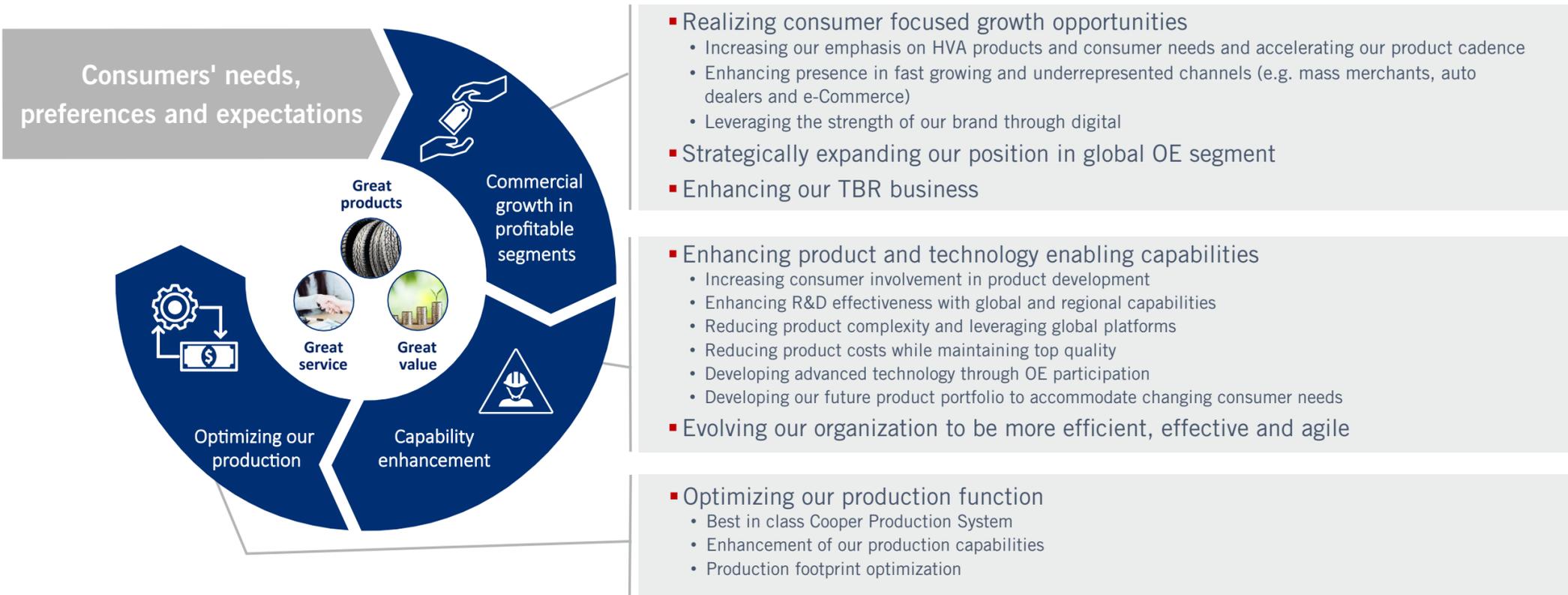
- ✓ Strong technical expertise
- ✓ OE capabilities and advanced production technology
- ✓ Global and regional technology centers

Evolving distribution environment

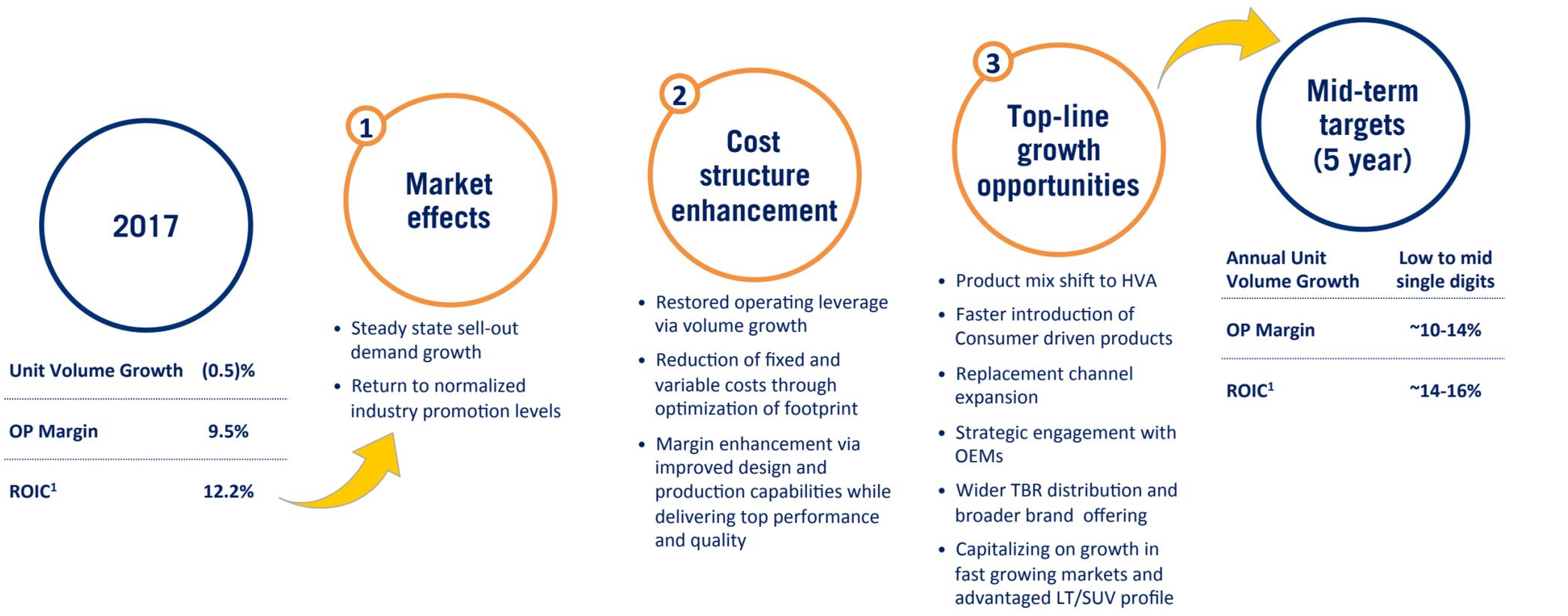


- ✓ Well-established, and flexible distribution footprint
- ✓ Deep relationships in U.S. aftermarket
- ✓ Growing presence in fast-growing retail and ecommerce channels

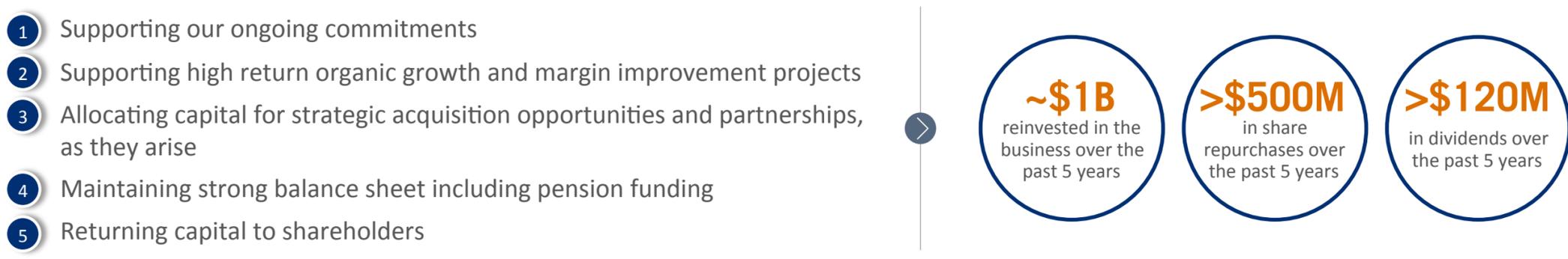
## WE ARE SHIFTING TO A MORE CONSUMER DRIVEN MINDSET TO POSITION US AHEAD OF CHANGING INDUSTRY



## WE ARE CONFIDENT THAT OUR STRATEGY WILL TRANSLATE INTO TANGIBLE FINANCIAL BENEFITS IN THE MID-TERM



## WE REMAIN COMMITTED TO BEING EXCELLENT STEWARDS OF CAPITAL, DEPLOYING OUR CASH GENERATION TO OPTIMALLY BENEFIT OUR SHAREHOLDERS



**Safe Harbor Statement:** This fact sheet contains what the company believes are forward-looking statements related to future financial results and business operations for Cooper Tire & Rubber Company. Actual results may differ materially from current management forecasts and projections as a result of factors over which the company may have limited or no control. Information on risk factors and forward-looking statements are included in the company's reports on file with the Securities and Exchange Commission and set forth at the end of this fact sheet.

<sup>1</sup>Management is using non-GAAP financial measures in this document because it considers them to be important supplemental measures of the company's performance. Management also believes that these non-GAAP financial measures provide additional insight for analysts and investors in evaluating the company's financial and operating performance.

The company defines ROIC as the trailing four quarters' after tax operating profit, utilizing the company's adjusted effective tax rate, excluding discrete Q4 2017 income tax items affecting comparability of results from period to period, divided by the total invested capital, which is the average of ending debt and equity for the last five quarters. The company believes ROIC is a useful measure of how effectively the company uses capital to generate profits. Refer to the company's website for reconciliation of this non-GAAP metric.