

# **Investor Presentation**

Fourth Quarter and Year-end 2015

### **Safe Harbor**



Today's presentation includes forward-looking statements that reflect management's current expectations about the Company's future business and financial performance.

These statements are subject to certain risks and uncertainties that could cause actual results to differ from anticipated results.

Factors that could cause actual results to differ from anticipated results are identified in Part 1, Item 1A of the Company's Form 10-K, and the most recent Quarterly Report on Form 10-Q and the Company's January 25, 2016 News Release.



# ✓ Overview

- Enduring Business Model
- Strategies for Long-Term Growth
  - Invest in New Products
  - Expand Geographically
  - Target New Markets
  - Make Acquisitions
- Company Performance

### **Business Overview**

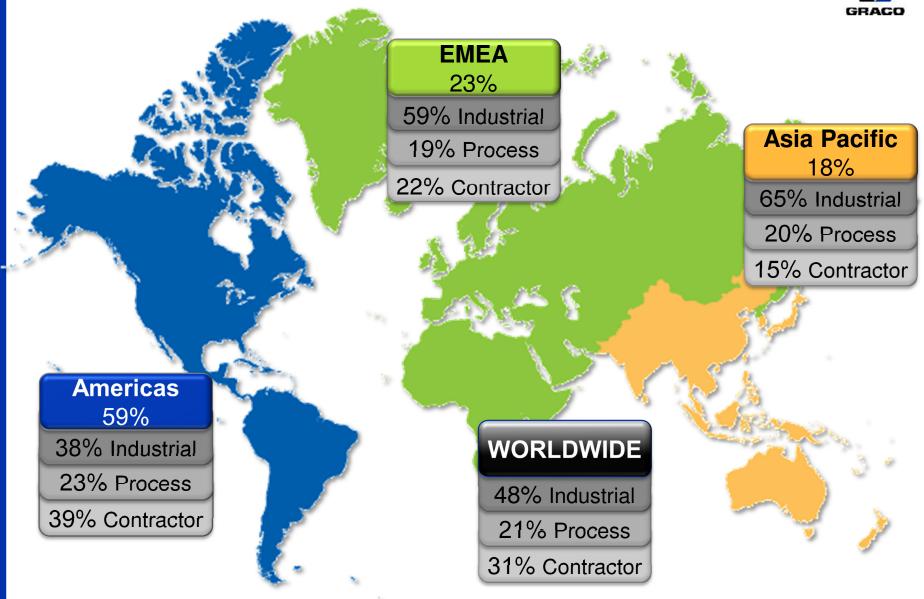


- Graco manufactures premium equipment to pump, move, meter, mix and dispense a wide variety of fluids and coatings
  - Difficult to handle materials with high viscosities
  - Abrasive and corrosive properties
  - Multiple component materials that require precise ratio control
  - Serving a broad number of end markets
- A strong business formula for sustained margin generation
  - High customer value through product differentiation
  - Manufacturing and engineering drive cost savings, reliability and quality



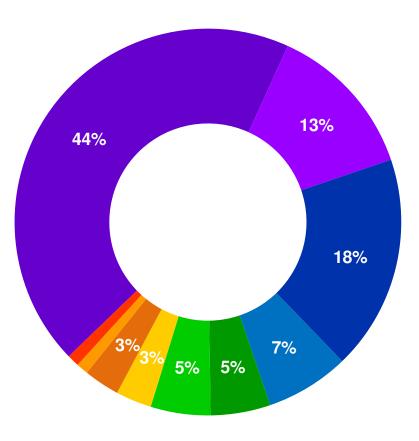
# 2015 Sales — \$1,286 Million





# 2014 Sales by End Market\*





- ▶ Residential & Non-Residential Construction 44%
- ▶ Automotive 13%
- ▶ Industrial & Machinery 18%
- ▶ Other 7%
- ▶ Oil and Natural Gas 5%
- ▶ Public Works 5%
- ▶ Vehicle Services 3%
- ► Mining 3%
- ▶ Wood 1%
- ▶ White Goods 1%

<sup>\*</sup> Proforma for acquisitions completed prior to year-end 2015. Graco management estimate

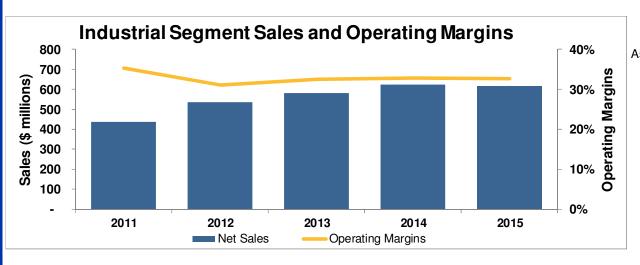
# **Industrial Equipment Segment**

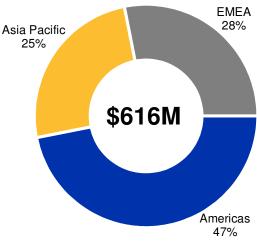
GRACO

- Growth Drivers and Trends
  - Factory movements and upgrades
  - Integration of equipment with factory data and control systems
  - Reducing energy consumption
  - Material changes driving demand
- Other Representative Industry Participants
  - Exel, Wagner, Carlisle Companies and regional players



#### **2015 Sales**





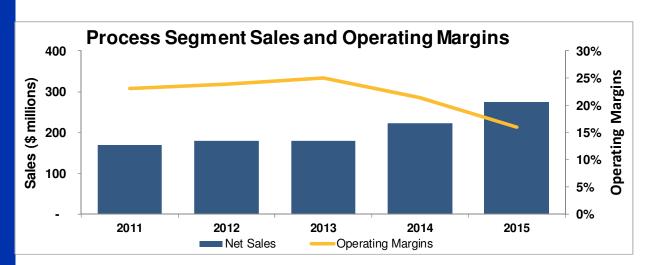
# **Process Equipment Segment**

**()** 

- Growth Drivers and Trends
  - Fill product lines for a single source solution
  - Targeting competition in the industrial lubrication market
  - Acquisitions completed in 2014 and 2015, as well as \$4 million in incremental investment in 2015 for regional and product growth initiatives. Positioning for long-term growth, but a headwind on short-term operating margins

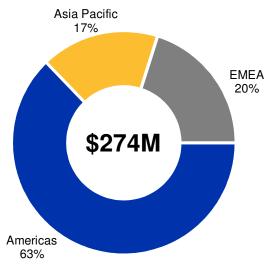


 Idex, Dover, IR, Lincoln, Vogel, Bijur, Hannay, Coxreels, and regional players





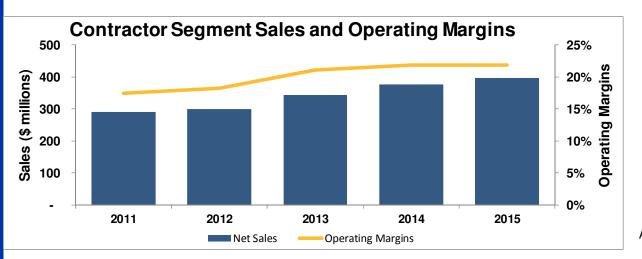
**2015 Sales** 



# **Contractor Equipment Segment**

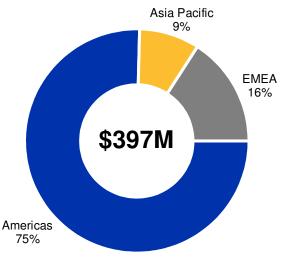
GRAGO

- Growth Drivers and Trends
  - Conversion of end users from manual application methods to equipment is a major focus outside North America
  - Application of texture & cementitious materials
  - Entry level product & channel expansion
  - Expanding pavement maintenance product line & channel
- Other Representative Industry Participants
  - Wagner, TTI, Campbell Hausfeld, Larius, Bedford, QTech, and regional players





#### **2015 Sales**





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# **High Customer Value, Strong Product Differentiation**





# **Manufacturing and Engineering Excellence**



- 80%+ of production is based in the United States
  - High-quality, efficient, engaged labor force
  - Centralization allows for leverage of overhead
  - A currency mismatch of sales to COGS exists, however
- Continuous improvement culture
  - Unique Graco cost-to-produce measurement tool
- Ongoing capital investment
  - Plant efficiency
  - Cost reductions
  - Capacity
- New product development initiatives include value engineering focus
- Low overall warranty costs



# Low Volume, High Mix Delivers Customer ROI



Average Number of Units Sold Per Day	# of SKUs		2014 Sales (\$ in millions)	
0 - 1	39,188	(91%)	\$516	(49%)
2 - 5	2,552	(6%)	\$197	(19%)
6 - 10	612	(1%)	\$85	(8%)
11 - 15	216	(1%)	\$45	(4%)
Greater than 15	547	(1%)	\$217	(20%)
Legacy Graco Total	43,115		\$1,060	
Plus: Acquired and Non Graco-branded			\$	164
Graco 2014 Sales			\$1,224	



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# **Graco's Growth Plans and Earnings Drivers**



12%+

- Acquisitions
- New Product Development
- New Markets
- Global Expansion
- **▶** End User Conversion

Graco
Targeted
Earnings
CAGR

Industrial Production Average Growth Rate

3% - 5%



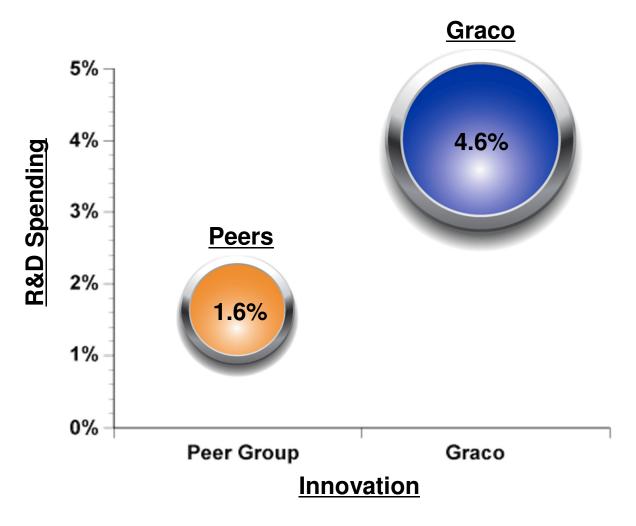


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# **Targeting Growth Through New Products & Markets**



New Product Development Expense as a Percentage of Revenues – 2015 \*

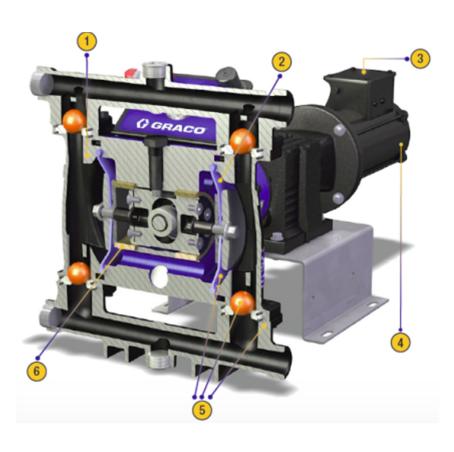


<sup>\*</sup> Peer average R&D spending as a percentage of revenues based on 2014 data

# Process – Husky™ 1050e



## A revolutionary diaphragm pump that operates on electricity



#### 1 Durable Pump Technology

- Handles slurries and abrasives all without damage to the pump
- · Gentle on shear sensitive material

#### 2 Diaphragm Pump

- Runs dry
- . No rotating or mechanical seals
- Self priming

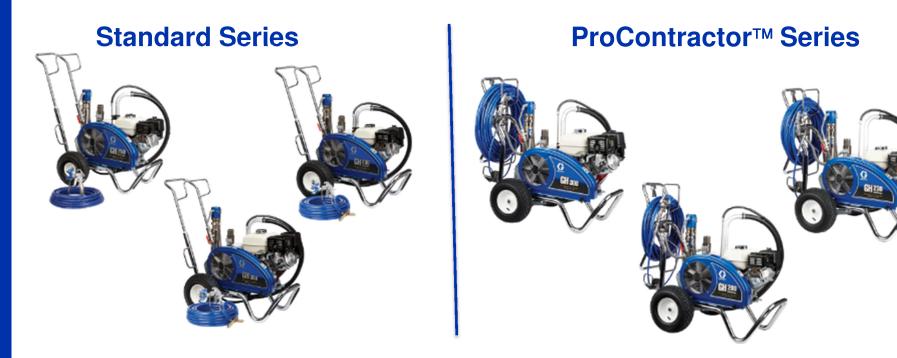
#### Fluid Section

- Create the pump you need with multiple material efferings for materials, seats, balls, and diaphragms
- 6 Patented Air Charged Drive
  - Increase diaphragm life without compromising your fluid
  - · Ability to reduce pulsation on fluid outlet
  - Stalls under pressure without additional switches and controls

# **Contractor – Professional Gas Airless Upgrade**



- New Standard Series
  - No frills, Day-In-Day-Out Performance/Reliability at an Attractive Price
- New ProContractor Series
  - Full Featured Heavy-Duty Performance/Reliability for "New Construction"
     Job Sites Hose Reel, MaxLife® Pump, Pressure Gauge, Heavy-Duty Frame



# Industrial – Reactor® 2 Hydraulic

# GRACO

## Advancing the Industry through improved control

- On board data recording of key process parameters
- Graco InSite<sup>TM</sup> Remote Reporting Technology
  - Real-time remote viewing of machine status w/ PC or smart device
  - Cloud storage of all key processing parameters
- Drum level indicators
- Recipe storage
- QR code troubleshooting link
  - Graco managed website with troubleshooting content









# Industrial – Therm-O-Flow® Bulk Hot Melt System



- For hot melt adhesives in 55 gal drums
- Offers fast melt rates and throughput capability two times greater than the leading competitor
- Updated to include Graco Control Architecture™
- Advanced temperature controls eliminate scorched material, material degradation & rework





## Industrial – M2K

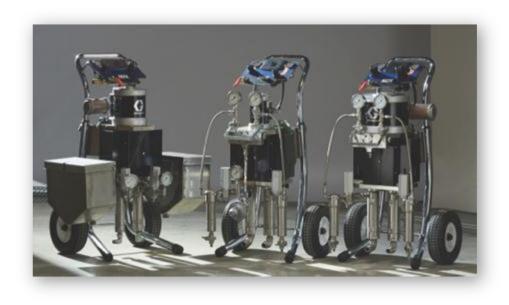


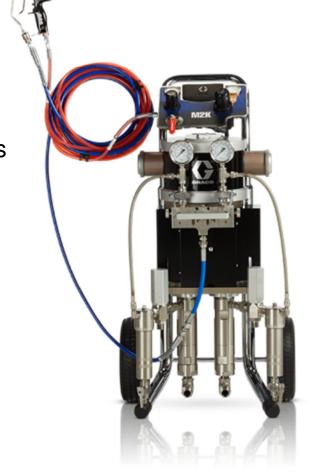
## Fixed Ratio, Entry Level Mechanical Proportioner

 Increases mix material accuracy to improve finish quality and reduce material waste compared to hand mixing

 Compact size makes it faster and easier to flush, saving time and disposal costs

Ideal for lower volume two component materials





# Industrial – Pro Xp™ Auto

GRAÇO

- Increases spray performance and transfer efficiency
- 24/7 gun monitoring tracks performance
- Easily adapts to changing voltage needs
- Fits almost any system requirement
- Service reminders eliminate guesswork







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# **Acquired December 2014**



- A manufacturer and distributor of finishing products in Brazil
- Establishes Graco's first operational presence in market
- While small, Multimaq has an existing customer base and knowledgeable sales force
- Allows us to enhance our longterm competitive position in Brazil





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# Oil & Natural Gas – Chemical Injection Pumps



# Pumping solution for precise injection of chemicals into producing wells and pipelines

- Utilizes proven Graco technology
- Complete product line offering available
- Available with electric, solar, and pneumatic drives
- Control options include cellular-based operation











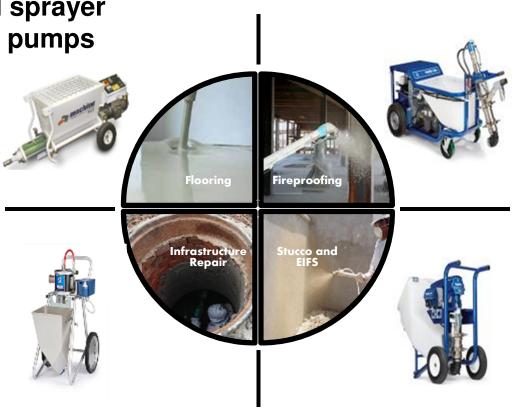
# Industrial - ToughTek™



Big performance, from a small sprayer

Grab the power of ToughTek pumps

- Utilizes proven Graco technology
- Expands presence in several attractive markets
- Strong fit with existing products
  - Fireproofing
  - Flooring
  - Insulation
  - Surface preparation
  - Protective coatings
  - Airless spray
  - Joint filling



## **Contractor – TrueCoat® 360™ Series**



## Painting just got easier – It's in the Bag!

- Spray in ANY direction, even upside down
- Handles unthinned paints and stains
- Easy cleanup reuse or toss the bag



















\$129 \$169

\$199

\$259

# **Process – Chemsafe™ Diaphragm Pumps**



## **Pumping Solution for Corrosive Chemicals**

- Features 100% PTFE or UHMW polyethylene fluid paths
- PTFE over-molded diaphragm
- CNC machined design insures precision fit and superior chemical containment
- Full line available in 1.5", 1",1/2", 3/8", 1/4" models





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  - √ Make Acquisitions
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## **Recent Acquisitions**





















# **Announced January 2016....**









Landfill gas analyzers, flow meters, remediation pumps, landfill gas well-heads, and accessories





Gas Management

## **Overview**







#### **Geotechnical Instruments**

#### **Products & Applications**

· Portable and fixed gas analyzers for landfill, biogas, and medical applications

#### Will become part of QED Environmental Systems

- ~50 employees
- Located in Leamington Spa, UK
- Geotech's UK location and EMEA footprint provides a platform for QED's EMEA expansion

#### Landtec

#### **Products & Applications**

• Landfill gas wellheads and gas analyzers for landfill, biogas, and medical applications

#### Will become part of QED Environmental Systems

- ~25 employees
- · Located in Colton California
- Landtec's Colton CA manufacturing & calibration operations will be consolidated into QED's Dexter, MI location







**Landtec Gas** Wellhead















# **Acquired January 2015**



 White Knight - Manufactures high purity and ultra-high purity fluid handling equipment used to deliver, circulate, reclaim and transport aggressive chemical fluids and slurries







**Semiconductor Fabrication** 



**Solar Panel Fabrication** 





Flat Panel Display / LED / Electronics Fabrication



**Chemical** 

# **Acquisition – High Pressure Equipment**



 High Pressure Equipment Company (HiP®), an Erie, Pennsylvania based manufacturer of high quality, high pressure valves used in Oil & Natural Gas (O&NG) and other industrial processes was acquired on January 20, 2015



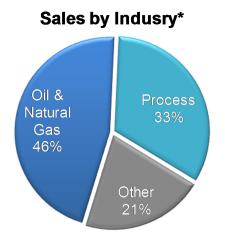




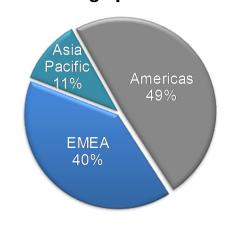




The acquisition was an all cash transaction which closed for \$160 million







Geographic Mix\*

\* Management estimates



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- ✓ Company Performance

#### **Change in Segment Reporting**



- The Company revised the presentation of its financial reporting segments, during Q1, into the following three segments:
  - Industrial includes Industrial Products and Applied Fluid Technologies divisions
  - Process includes Process, Oil and Natural Gas, and Lubrication divisions
  - Contractor remains unchanged
- Change aligns the types of products offered and markets served within the segments

#### 2014 Reportable Segments Lubrication **Contractor Segment Industrial Segment Segment** Proportioning systems · Protective coatings and Vehicle servicing Professional grade Diaphragm pumps equipment foam sprayers handheld paint sprayers Groundwater sampling and · Adhesives dispensing Metered and non-metered · Architectural paint, stain remediation pumps and air equipment dispense for oil, grease, or and lacquer sprayers strippers automotive fluids · Liquid and powder Pavement marking and High and ultra-high application pumps Industrial lubrication grinding equipment pressure valves equipment Circulating and paint supply sprayers **Contractor Segment Industrial Segment Process Segment** 2015 Reportable Segments

#### **Graco Reported Results**



\$ millions except EPS	Fourth Quarter					Year-to-Date				
	201	15		2014	Change		2015		2014	Change
Sales	\$ 32	25.6	\$	306.0	6 %	\$	1,286.5	\$1	,221.1	5 %
Gross Profit % of Sales		71.8 2.8 %		164.8 53.8 %	4 % (1.0) pts		684.7 53.2 %		666.7 54.6 %	3 % (1.4) pts
Operating Earnings % of Sales		76.1 3.4 %		69.5 22.7 %	10 % 0.7 pts		302.1 23.5 %		308.9 25.3 %	(2)% (1.8) pts
Held Separate Investment Income, Net		(0.9)		3.2			(191.6)		26.0	
Net Earnings % of Sales	•	53.5 6.4 %	\$	49.0 16.0 %	9 % 0.4 pts	\$	345.7 26.9 %	\$	225.6 18.5 %	53 % 8.4 pts
Diluted Earnings Per Share	\$ (	0.94	\$	0.80	18 %	\$	5.86	\$	3.65	61 %
Diluted Shares in Millions		57.3		61.0			59.0		61.7	

- Changes in currency translation rates reduced sales, operating earnings, and net earnings by approximately \$12 million, \$7 million and \$5 million, respectively, for the guarter and \$58 million, \$32 million and \$20 million, respectively, for the year
- Non-recurring income tax benefits in the second quarter increased year-to-date net earnings by a total of \$9 million, or \$0.15 per diluted share
- Federal R&D tax credit reinstated in fourth quarter. Fourth quarter 2015 includes full year benefit of \$3 million, consistent with fourth quarter 2014
- In April, the Company sold the Held Separate business assets acquired in 2012. Net earnings and diluted EPS excluding investment income are:

	Fourth	<u>Quarter</u>	Year-t	o-Date
	2015	2014	2015	2014
Adjusted Net Earnings	\$ 52.9 M	\$ 45.5 M	\$ 204.3 M	\$ 198.8 M
Diluted EPS as adjusted	\$ 0.93	\$ 0.75	\$ 3.46	\$ 3.22

See page 41 for detailed information on the sale

#### **Divestiture of Held Separate Business Assets**



- April 1, 2015, pursuant to the Federal Trade Commission final order, the Company sold the Liquid Finishing business assets for \$610 million
- Net earnings include gain on the sale, after transaction costs and tax, and investment income of \$1 million (\$0.01 per diluted share) for the quarter (postclosing adjustments) and \$141 million (\$2.40 per diluted share) year-to-date
- Reconciliation of the non-GAAP measurement of net earnings excluding investment income and expense follows (in millions except per share amounts):

	Fourth Quarter				Year-to-Date					
	2	2015		2	014		2015			2014
Net earnings as reported	\$	53.5		\$	49.0	\$	345.7		\$	225.6
Held separate investment (income), net		(0.9)			(3.2)		(191.6)			(26.0)
Income tax effect on Held Separate income		0.3			(0.3)		50.2			(8.0)
Adjusted net earnings	\$	52.9		\$	45.5	\$	204.3		\$	198.8
Diluted EPS as reported	\$	0.94		\$	0.80	\$	5.86		\$	3.65
Diluted EPS as adjusted		0.93			0.75		3.46			3.22

#### Tax Items



- The effective tax rate was 27% for the quarter consistent with fourth quarter 2014
  - The 2015 rate benefits from foreign earnings taxed at lower rates outside the U.S. The 2014 rate benefited from post-tax dividend income in fourth quarter
  - Federal R&D tax credit reinstated in fourth quarter. Fourth quarter 2015 includes full year benefit of \$3 million, consistent with fourth quarter 2014
- The year-to-date effective income tax rate of 27% is lower than the 2014 rate of 28%
  - A change in the Company's assertion with respect to reinvestment of foreign earnings decreased deferred income taxes related to undistributed foreign earnings by \$7 million and reduced the year-to-date effective tax rate compared to last year
  - Higher post-tax dividend income, foreign earnings taxed at lower rates and an additional non-recurring tax benefit of \$2 million further reduced the year-todate effective tax rate. Those reductions were partially offset by the tax rate effects of the gain on the sale of the Liquid Finishing assets
- Tax rate for 2016 is expected to be approximately 31%

#### 2015 Sales Data



# Components of Net Sales Change Fourth Quarter December 2015

		Segment					
	Industrial	Process	Contractor	Americas	EMEA	Asia Pacific	Consolidated
Volume and Price	5 %	(2)%	15 %	10 %		1 %	6 %
Acquisitions	2 %	16 %	_	4 %	4 %	5 %	4 %
Currency	(5)%	(3)%	(4)%	(1)%	(9)%	(4)%	(4)%
Total	2 %	11 %	11 %	13 %	(5)%	2 %	6 %

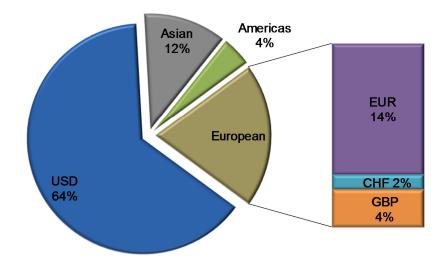
#### **Year-to-Date December 2015**

		Segment				<u> </u>		
	Industrial	Process	Contractor	Americas	EMEA	Asia Pacific	Consolidated	
Volume and Price	3 %	1 %	9 %	7 %	1 %	_	4 %	
Acquisitions	2 %	26 %		5 %	8 %	6 %	6 %	
Currency	(6)%	(4)%	(3)%	(1)%	(13)%	(5)%	(5)%	
Total	(1)%	23 %	6 %	11 %	(4)%	1 %	5 %	

#### Sales by Currency 2015

Asian currencies include: AUD, CNY/RMB, KRW, JPY

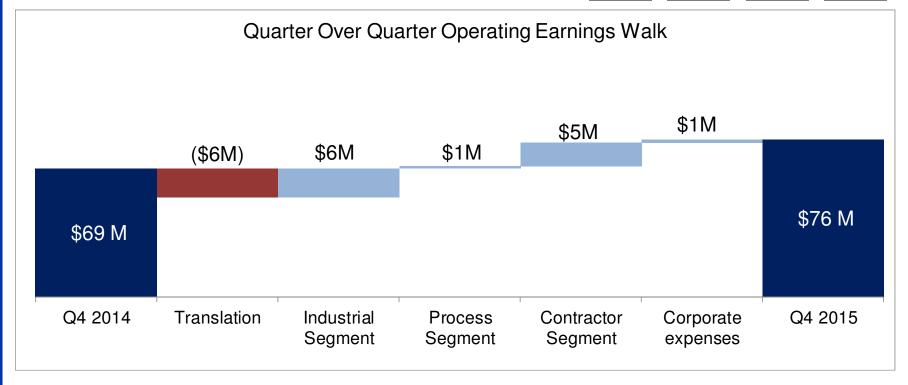
Americas currencies include: CAD, BRL, MXN



## **Operating Earnings**



Change in Operating Earnings		Quarter	Year-to-Date		
2014 Operating Earnings (\$M and % of sales)	\$ 69	23 %	\$ 309	25 %	
Translation effect	(6)	(2)	(30)	(1)	
Mix, pricing and product cost	9		31	_	
Effect of acquired businesses on operating earnings leverage	_	(1)	7	(1)	
Effect of inventory step-up, net, and acquisition costs for acquired businesses	3	1	_	_	
Incremental investment in growth initiatives	(1)	_	(4)	<del></del>	
Unallocated corporate expenses (pension, stock compensation)	1	_	(5)	(1)	
Volume effect on expense leverage	1	2	(6)	1	
2015 Operating Earnings (\$M and % of sales)	\$ 76	23 %	\$ 302	23 %	



#### Notable Info from Q4 2015 Earnings Release & Call



- Subsequent to year-end, completed acquisitions for \$49 million. These acquisitions will be included in the Process segment
- Capital expenditure expectations of approximately \$40 million in 2016 do not include building expansion for the Contractor business which is nearing capacity
- Unallocated corporate expenses in 2016 are expected to be similar to 2015
- Opportunistic share repurchases will continue via open market transactions and/or short-dated accelerated share repurchase programs
- At current exchange rates, assuming the same volumes, mix of products and mix of business by currency as in 2015, the unfavorable movement in foreign currencies would be a headwind of approximately 2% on sales and 5% on earnings, with the greatest headwind in the first half

### **Current Environment**



	Americas	EMEA	Asia Pacific
Industrial Segment	Improving: Res & Non-Res Construction		Stable: General Industrial, Adhesive
	Stable: General Industrial, aerospace and marine Challenging: Heavy Machinery, Latin Am	Stable: Western Europe Challenging: Currency, Geopolitical Easing: Russia comps in 2016	Dispense Challenging: Marine, Mining Spotty: Project Activity
Contractor Segment	Long Runway: Residential and Commercial Construction Focus Sectors: Pro Paint, General	Favorable: North & Central Europe	Favorable: Japan, Korea and India
Cor	Construction and DIY Challenging: Q1 comparable	Challenging: Currency and Geopolitical	Challenging: Gen Construction, Equipment Adoption Rates
Process Segment			
	Favorable: Technology applications Stable: Vehicle Services Challenging: Oil & Natural Gas	Stable: Western Europe Challenging: Currency, Geopolitical, and Oil & Natural Gas	Stable: Process applications Challenging: Mining, Oil & Natural Gas

#### **Long-Term Cash Deployment Priorities**



# Organic Growth

- International Footprint
- Product Development
- Production Capacity and Capabilities

#### Acquisitions

- Supplement to Organic Growth
- Leverage Our Strengths

# Shareholder Return

- Dividend Payout Ratio ~30%
- Approximately 4 Million Shares Remaining on Authorization

#### **Key Investment Attributes**



- Strategies that will drive long-term, above-market growth
- Premium products that provide a strong ROI for end users
- Leading industry positions
- Serves niche markets where customers are willing to purchase quality, technology-based products
- Products perform critical functions
- Consistent investments in capital and growth initiatives
- Shareholder-minded management
- Financial strength



# **Financial Summary 2015**

**Appendix** 

#### Financial Results – Year to Date



(\$ Millions except EPS)	2015	2014	Change
Sales	\$1,286.5	\$1,221.1	5%
Gross Profit Rate	53.2%	54.6%	
Operating Expenses	382.6	357.8	7%
Operating Earnings	302.1	308.9	(2%)
Net Earnings	\$ 345.7	\$ 225.6	53%
Earnings Per Share	\$ 5.86	\$ 3.65	61%

In April, the Company sold the Held Separate business assets accomeasurement of net earnings excluding investment income and examounts):	•
Net earnings as reported Held separate investment (income), net Income tax effect on Held Separate income Adjusted net earnings	\$ 345.7 \$ 225.6 (191.6) (26.0) 50.2 (0.8) \$ 198.8
Diluted EPS as reported Diluted EPS as adjusted	\$ 5.86 \$ 3.65 3.46 \$ 3.22

#### **Full Year 2015 Results**



- Sales increased 5 percent, 10 percent at consistent exchange rates, including 6 percentage points from acquired operations
- Gross profit margin of 53 percent, down 1½ percentage points from last year
  - Due mostly to changes in currency translation rates. Favorable effects of realized pricing and lower material costs offset the impact of lower average gross margin rates of acquired operations
- Operating expenses were 7 percent higher than last year
  - Expenses of acquired operations, spending on regional and product expansion initiatives and an increase in unallocated corporate expenses; mostly pension, stock compensation and new central warehouse costs, partially offset by currency translation
- Backlog is down \$8 million from 2014
- Non-recurring income tax benefits increased net earnings by a total of \$9 million, or \$0.15 per diluted share year-to-date
- Net earnings increased by 53 percent compared to last year and diluted EPS was \$5.86 including the gain on the sale of the Held Separate business assets and non-recurring income tax benefits

## **Financial Results – Fourth Quarter**



(\$ Millions except EPS)	2015	 2014	Change
Sales	\$ 325.6	\$ 306.0	6%
Gross Profit Rate	52.8%	53.8%	
Operating Expenses	95.7	95.3	0%
Operating Earnings	76.1	69.5	10%
Net Earnings	\$ 53.5	\$ 49.0	9%
Earnings Per Share	\$ 0.94	\$ 0.80	18%

In April, the Company sold the Held Separate business assets acquired in 2012. Calculation of the non-GAAP measurement of net earnings excluding investment income and expense follows (in millions except per share								
amounts):		2015		2014				
Net earnings as reported	\$	53.5	\$	49.0				
Held separate investment (income), net		(0.9)		(3.2)				
Income tax effect on Held Separate income		0.3		(0.3)				
Adjusted net earnings	\$	52.9	\$	45.5				
Diluted EPS as reported	\$	0.94	\$	0.80				
Diluted EPS as adjusted		0.93		0.75				

#### **Fourth Quarter 2015 Results**



- Sales increased 6 percent, 10 percent at consistent exchange rates, including 4 percentage points from acquired operations
- Gross profit margin of 53 percent, down 1 percentage point from last year
  - Due mostly to changes in currency translation rates. Favorable effects of realized pricing and lower material costs offset the impact of lower average gross margin rates of acquired operations
- Operating expenses were flat to fourth quarter last year
- Net earnings increased by 9 percent compared to fourth quarter last year and diluted EPS was \$0.94



# **Financial Summary 2015**

**Appendix** 

#### **Financial Performance**

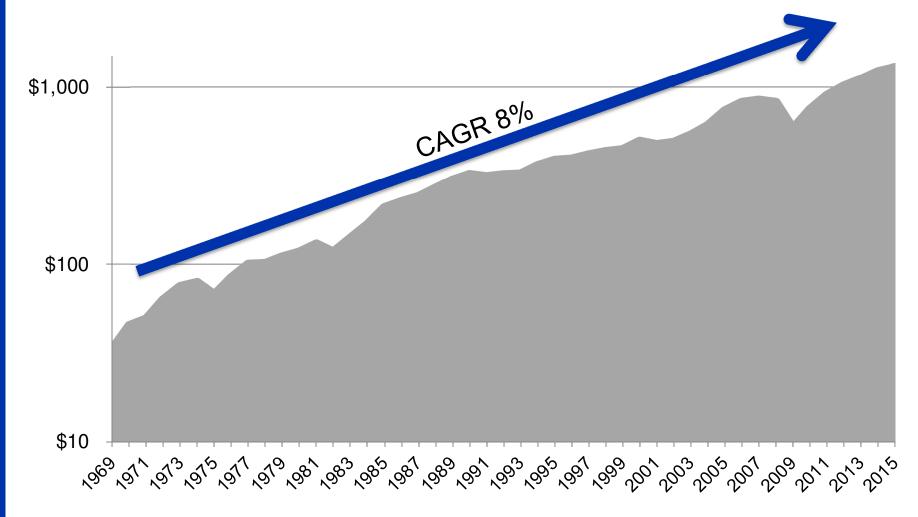


#### Sales and Operating Margin



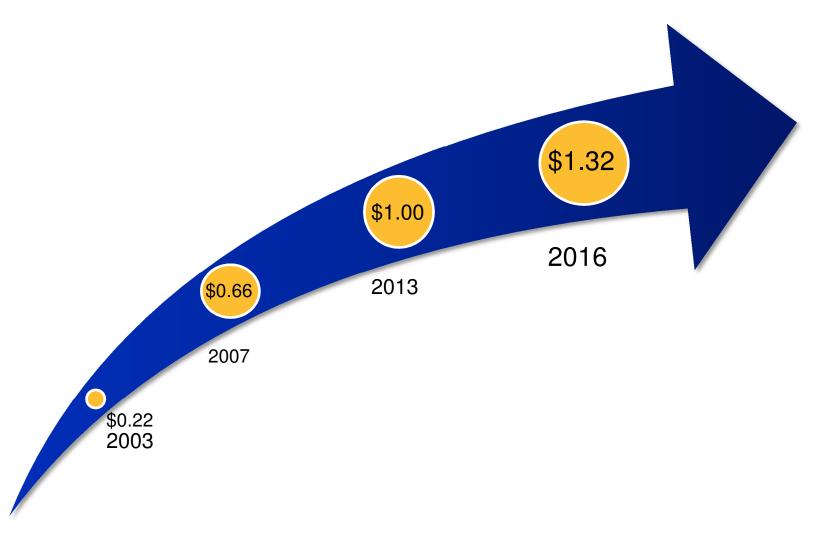
#### Historic Sales (\$ Millions)





#### **Stock Dividend Growth**





#### **Strong Cash Generation**



(\$ Millions)	2015	2014	2013	2012	2011	2010	2009	2008	2007
Operating Cash Flows	\$ 190	\$ 241	\$ 243	\$ 190	\$ 162	\$ 101	\$ 147	\$ 162	\$ 177
% of Net Income	55%	107%	115%	127%	114%	98%	300%	134%	116%
Capital Expenditures	42	31	23	18	24	17	11	29	37
Free Cash Flow	\$ 1 <u>48</u>	\$ 210	\$ 220	\$ 172	\$ 138	\$ 84	\$ 136	\$ 133	\$ 140

Divestiture of Liquid Finishing Held Separate assets - sale completed in Q2 2015

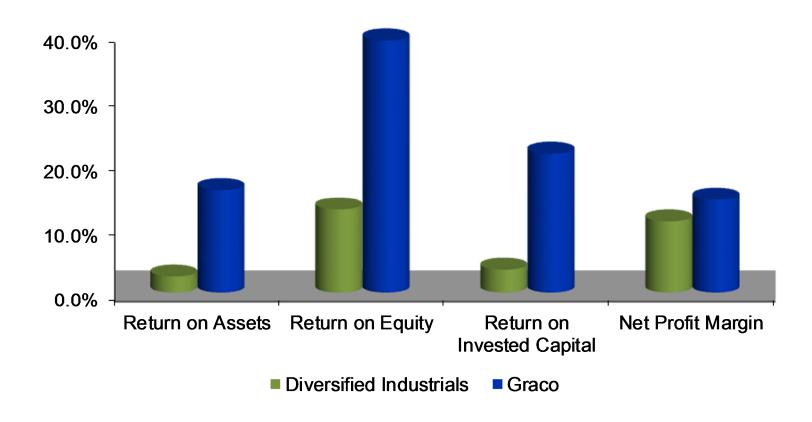
- Gain on the sale, net of expenses, was \$141 million and reflected in net income.
- Effect of taxes on the gain, transaction costs and foundation contribution are included in operating cash flows: payments total \$67 million in 2015

(\$ Millions)	2015		2014	2013		2012		2011		2010		2009		2008		2007		
Dividends	\$ 69		\$ 66	\$	61	\$	54	\$	51	\$	48	\$	45	\$	45		\$	43
Acquisitions	189		185		12		667		2		-		-		55			-
Share Repurchases *	256		165		26		(29)		21		11		(6)		101			206
	\$ 514		\$ 416	\$	99	\$	692	\$	74	\$	59	\$	39	\$	201		\$ 2	249

<sup>\*</sup> Net of shares issued

## **Capital Efficiency – 5 Year Average**





Source: Interactive Data, MSN Money





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