



Darrot INVESTOR PRESENTATION HY 2017



IN THIS PRESENTATION

1 WHO WE ARE

slide 03 > 09

 WHAT WE DO [products & markets] slide 10 > 26

2 KEY FINANCIALS [HY 2017 earnings]

slide 27 > 36

3 2017 STRATEGY & OUTLOOK

slide 37 > 40





PARROT | WHO WE ARE

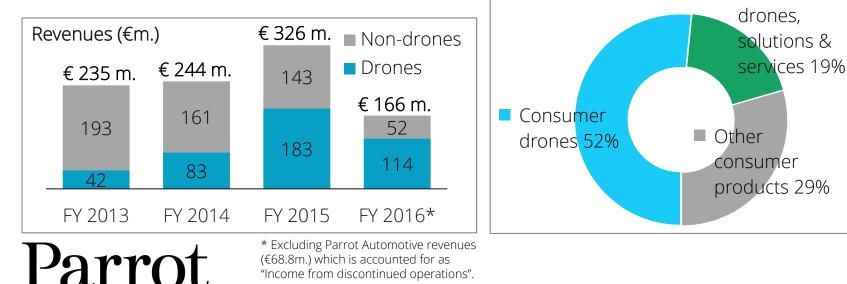
PARROT > PROFILE

- Founded in 1994 by Henri Seydoux, CEO with 36.1% of ownership
- A fabless French tech company with a Silicon Valley business model
- Leading in Automotive connectivity (OEM & Aftermarket) from 2000 to 2010

2016 Sales %

- Pioneering in, and shaping, the UAV industry since 2010
- 2016 revenues: €166.5 million 2016 net cash: €228.0 million
- Solid number 2 in the UAV industry (consumer and commercial)
- 90% of sales outside of France, >20 subsidiaries





Commercial

PARROT > DNA & EVOLUTION

INNOVATION - MOBILE - CONNECTED - DSP - GPU - CONSUMER - PROFESSIONAL

From Automotive software to Flying software: creating and navigating disruption around the smartphone and wireless connectivity ecosystem



Handsfree devices Plug&Play & Aftermarket

Parrot

In-car Connectivity Solutions OEM & Aftermarket

Some of Parrot's major products from 1998 to now

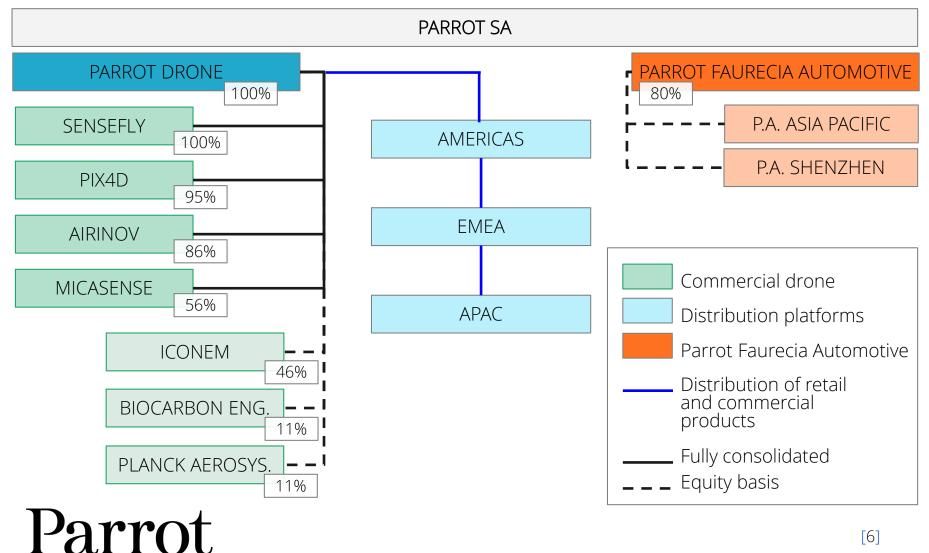
Sound, Image, Garden Smart Objects



1. Parrot Minikit – 2. Parrot MKi – 3. Parrot Asteroid – 4. Parrot Blue Box – 5. Parrot Grande Specchio 6. Parrot Zik – 7. Parrot Flower Power – 8. Parrot Bebop 2 – 9. senseFly eBee – 10. Pix4D Mapper

[5]

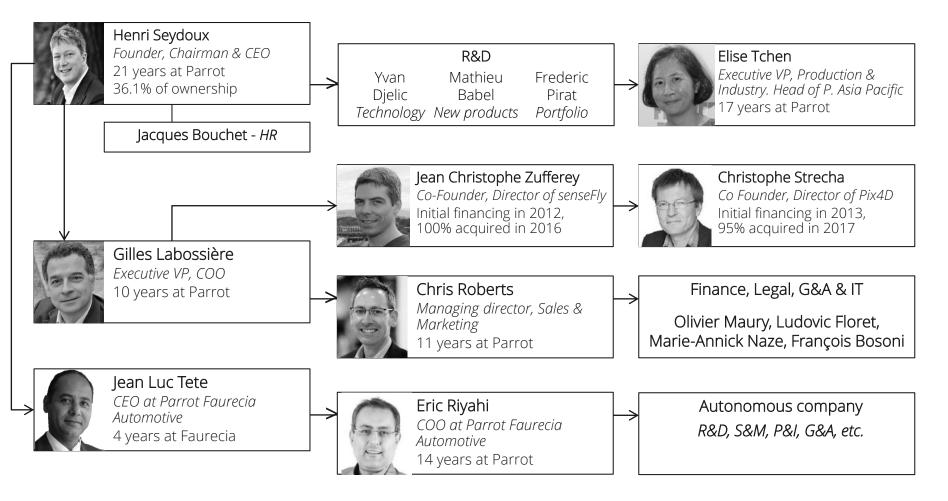
PARROT > ORGANIZATION



DRONES/UAVs: WHY, WHAT, WHO?

FOR CONSUMERS		FOR PROFESSIONALS	FOR COMPANIES & INSTITUTIONS	
► Play, Take pictures,► Make movies, Pilot		Photography, Video, Survey, Map	Film, Inspect, Map, Survey, Watch, Analyze	
Sports and Activities, Pr		Events, Weddings, Sports, Properties, Roofs, Natural habitat, etc. Movies/TV, Sites, Infrastructures, Surfa mines, Land, Environment/species Disaster site, etc.		
ОНО	Kids, teenagers and adults alike	Photographers, Youtubers, Tourism, Architects, Real Estate agent, Roofers, ect.	Media & Entertainment, Farming, Geospatial, Oil & Mine, Construction, Inspectio	
	Parrot		NGOs, etc.	
	allu		 (1) DJI Phantom 3, (2) DJI Phantom 4, [7] (3) Yuneec Typhoon h, (5) DJI Inspire 2 	

PARROT > KEY EXECUTIVES



CURRENT KEY PRIORITIES

1 DEVELOP ON THE DRONE MARKET MANAGING GROWTH AND CASH

(2) CREATE VALUE FOR OUR CUSTOMERS AND SHAREHOLDERS

(3) CREATE HIGH QUALITY AND INNOVATIVE PRODUCTS, SOLUTIONS & SERVICES

(4) ADAPT TO TIME TO MARKET AS NEW DRONE INDUSTRY PROGRESSIVELY MATURES

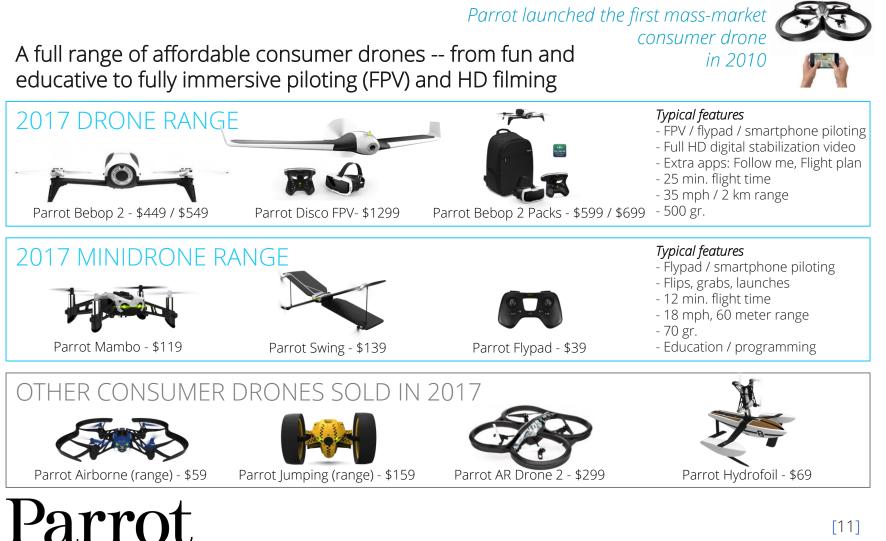
5 MAINTAIN A COMPETITIVE AND AGILE ORGANIZATION

6 ATTRACT **TALENTS** TO ACHIEVE **SUCCESS** IN THE MOST EXCITING NEW HIGH-TECH INDUSTRY

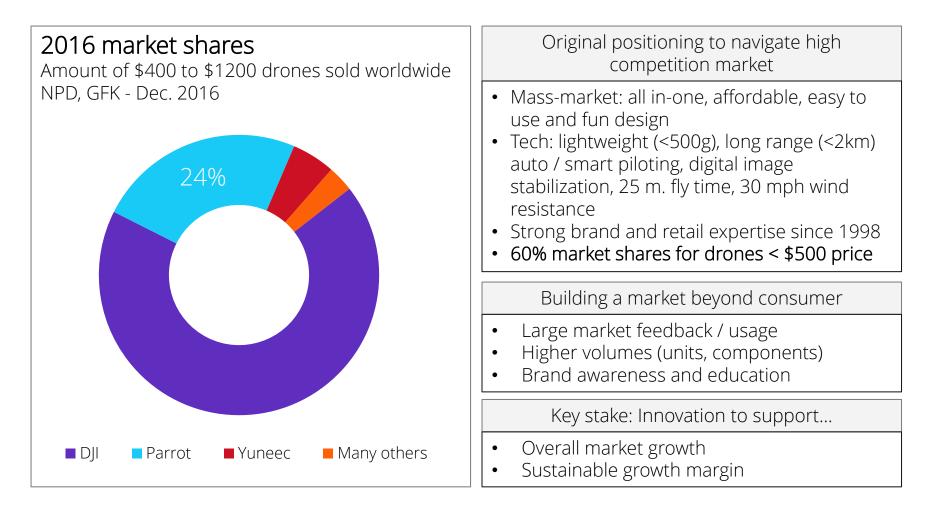


PARROT | WHAT WE DO

PARROT CONSUMER DRONES

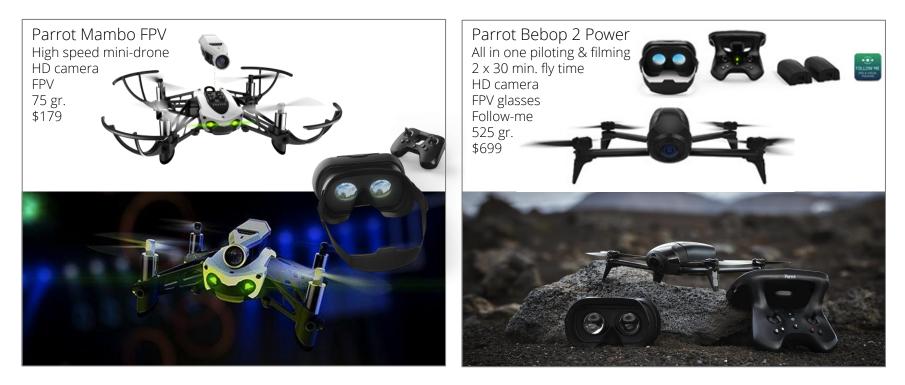


PARROT CONSUMER DRONES MARKET & OPPORTUNITIES

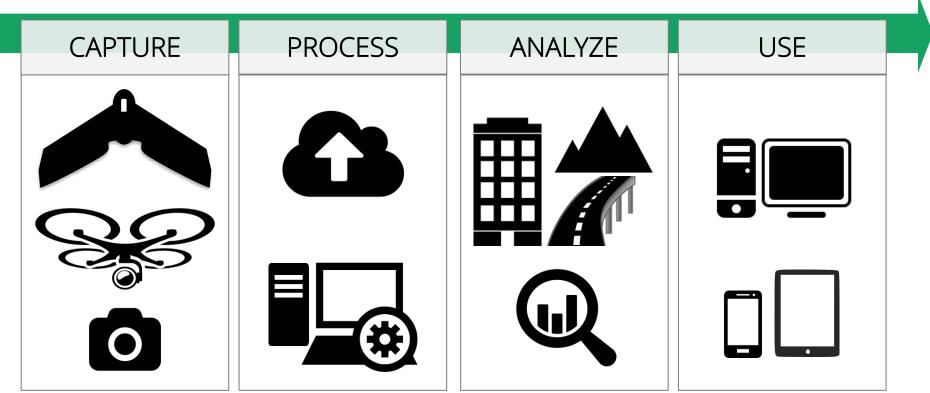


PARROT CONSUMER DRONES NEW PRODUCTS 2017

In 2017, Parrot has optimized its product portfolio to reinforce its competitiveness through differentiated products. Parrot's key consumer drone assets are: light, all in one, fun, affordable and innovative drones



COMMERCIAL DRONES IT'S ABOUT **DATA**



With UAVs, sensors and software carrying a new level of high precision data which can be plugged in existing industry work-flow, Parrot Business Solutions is changing the way numerous industries work and helping improve ROI, efficiency and productivity

PARROT BUSINESS SOLUTIONS CURRENTLY ADDRESSED MARKETS

Parrot

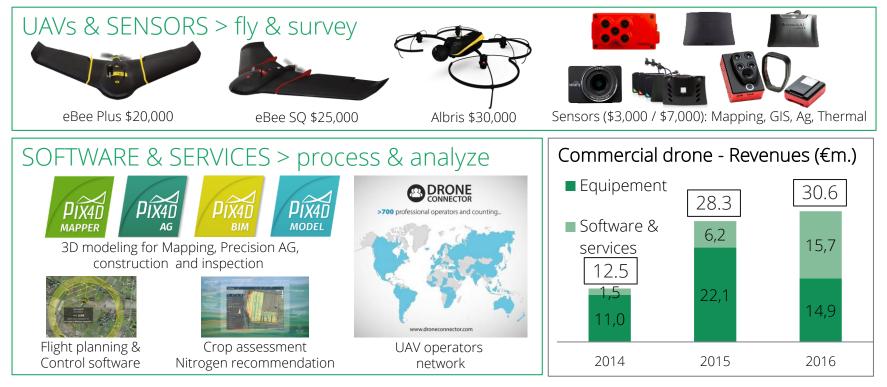


* Through Parrot Professional range and Parrot Consumer range

PARROT BUSINESS SOLUTIONS PARROT ENTREPRISE

Within the Parrot Group, the eBee fixed-wing drone and the Pix4D Mapper software are leading products in the commercial drone industry

Equipment, solutions and services giving access to a new level of high-precision data for companies, industries and government institutions



PARROT BUSINESS SOLUTIONS DRONE AS A **SERVICE**

While big corps are already integrating UAVS solutions internally, small and medium industries are seeking turnkey services. Today Parrot has developed efficient and timesaving process to serve farmers, builders and architects



PARROT AIR SUPPORT > SERVICES FOR COMPANIES & INSTITUTIONS Parrot



PARROT BUSINESS SOLUTIONS PARROT PROFESSIONAL RANGE

By gathering its consumer and commercial technologies, Parrot is giving access to drone intelligence to small businesses and independents



Parrot Professional "prosumer" range was launched in 2017. Key priorities include :

- Building awareness
- Building distribution network
- Launching turnkey entry level solutions

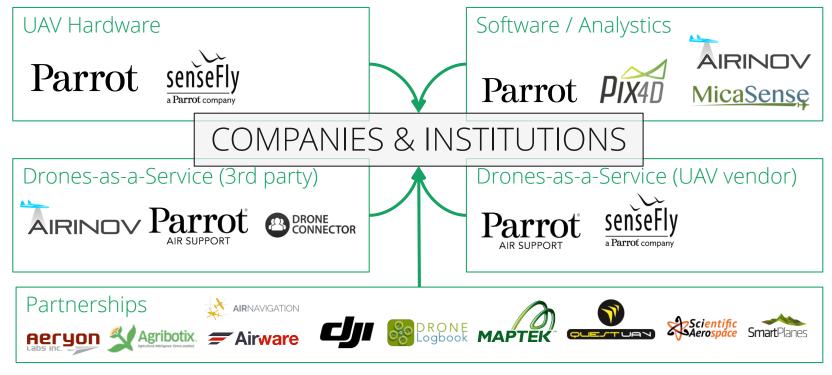


ROUTE TO MARKET

- Dedicated online store
- Selective UAV resellers
- Professional resellers
- Specialized retailers

PARROT BUSINESS SOLUTIONS STIMULATING VARIOUS ROUTE TO MARKET

To support the development of the drone market and maximize the exposition of its products range and dedicated analytics, Parrot is combining direct sales, 3rd party vendors and selective partnerships



COMMERCIAL DRONES PARROT NOW HOLDS LEADING POSITIONS

senseFly is one of the few vendors to manufacture and sell both rotary and fixed-wing UAVs. It is selling complete solutions (UAV, software, analytics) and individual UAVs to geospatial (surveying), mining, agricultural and inspection/engineering customers. The company claims to be the fixed-wing market leader and Interact Analysis estimates it was the largest supplier in

2016. **Microdrones** was one of the first commercial manufacturers of UAVs and a pioneer of the technology. Initially a pureplay hardware provider, the company now focuses as total solution provider. In 2016 it merged with Avyon, a North American UAV integrator and distributor.

DroneDeploy provides a software platform for the processing and analysis of UAV imagery which can also be used for mission planning and control. The solution is cloud-based and also hosts an app platform to utilize 3rd party apps to perform further analytics.

Kespry supplies automated drone systems – hardware and software – primarily to the mining/aggregate, construction and insurance markets.

Parrot

senseFly Intel Ewatt Microdrones DroneDeploy Pix4D Kespry Gatewing PrecisionHawk Delair-Tech

Delair-Tech (& Gatewing which it acquired in Oct. 2016) is mainly focused on fixed-wing UAVs, data processing software and services for long range UAV missions.

Pix4D produces photogrammetry software and solutions for the UAV industry, focusing on surveying, construction and agriculture. It offers a suite of products that are delivered on desktop, mobile devices and via a cloud.

Intel entered UAV hardware via its acquisition of Ascending Technologies in Jan. 2016 (previously combining AT' sense-and-avoid algorithms with its RealSense real-time depth-sensing). In Nov. 2016 it acquired fixed-wing UAV vendor MAVinci GmbH with its advanced flight planning software. Intel focus on commercial applications (inspection, surveying, mapping).

Ewatt is mainly a Chinese player servicing the state grid for several years for the inspection of power lines and pylons.

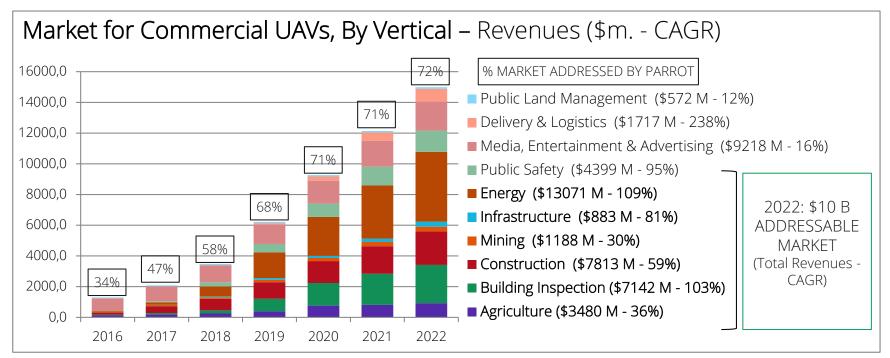
PrecisionHawk sells a package of UAVs, software and analytics tools and acts as a drone service provider. Rotary drones are third party products, it's fixed-wing UAV is manufactured in-house.

Main players in Commercial UAV industry – Graph for 2016 Estimated Revenues excluding Prosumer and Media & Entertainment

Source & company description by Interact Analysis: "The Commercial UAV Market – Aug. 2017"



COMMERCIAL DRONES ADRESSABLE & TARGETED MARKETS



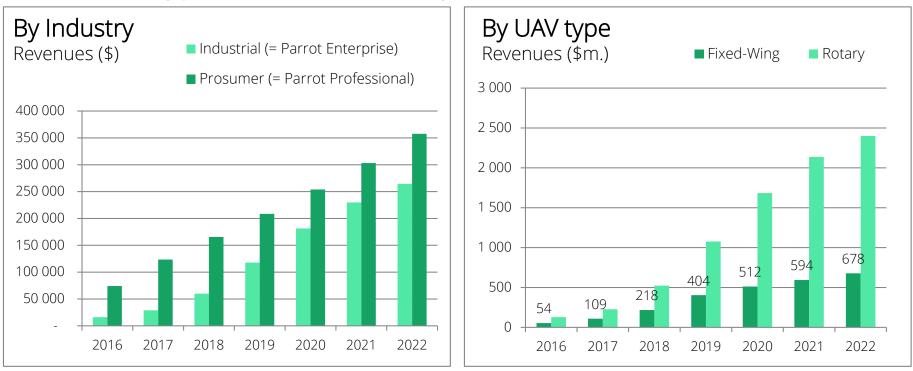
Media, entertainment and advertising was the largest vertical in 2016, accounting for 60% of revenues. However much faster growth is forecasted for all other verticals over the next five years

Source: The Commercial UAV Market - Aug. 2017 - Interact Analysis

COMMERCIAL DRONES DIFFERENTIATED MARKETS

Parrot

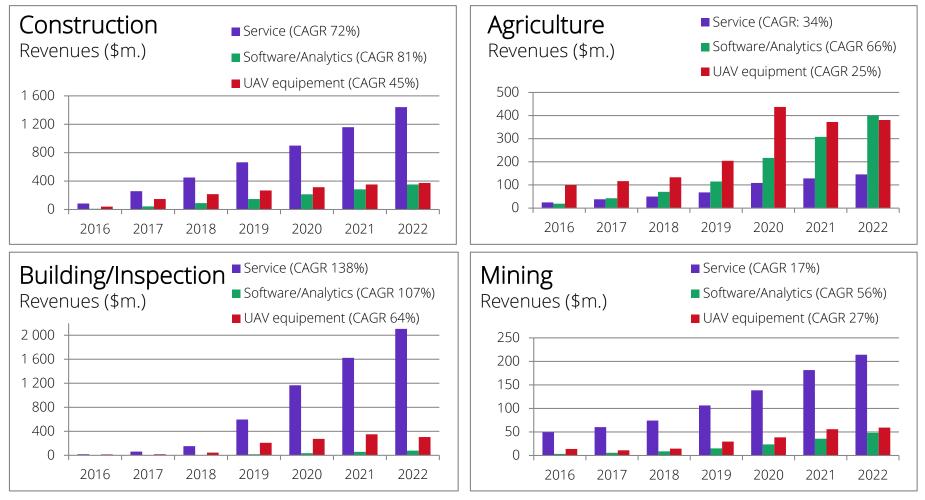
Parrot has a dual segment approach (prosumer/Professional & industrial/Enterprise), avoids the highly competitive Media & Entertainment segment - today representing most of the Rotary and Prosumer market - and holds a leading position in the fixed-wing UAV



Source: The Commercial UAV Market - Aug. 2017 - Interact

Analysis

COMMERCIAL DRONES STRONG GROWTH ON TARGETED MARKETS



Source: The Commercial UAV Market - Aug. 2017 - Interact

Analysis

UAV REGULATION VALIDATING THE BIRTH OF A NEW INDUSTRY

Commercial flying: regulation is being deployed world wide, UAV registration, height, weight, location and BVLOS, operator's insurance, training and certificate

Recreational flying: widely permitted within height (<150 m), weight (250 gr to 2 kg) and location restriction (no fly zone: close to airport, public places, roads)

[UK] Regulated since 2017, expecting EU legislation. Commercial UAV: annual operators license.

[Canada] relaxed regulation. UAV <35kg: no permit or registration required. New regulation expected in 2018: training, license and registration.

[USA] Regulated since 2016. UAV < 55lbs: Commercial operation within line of site and registered pilot and drone ("Part 107").

[Brazil] & [Argentina] Regulated since 2015, registration mandatory.

[AFRICA] Fragmented regulation with most advanced being South Africa, Kenya and Zimbabwe.

[Switzerland] one of the most notable countries for UAVs. Regulation is relatively relaxed and UAVs under 30kg do not need special permits other than liability insurance.

Parrot

[France] Regulated since 2012 and setting examples. UAV < 2.5 kg: Commercial operation with trained and certified pilot and registered drone. BVLOS exemption. [Germany] Regulated since 2014, expecting EU legislation. Commercial UAV 2kg < 25 kg: trained, insured and authorized operators.. Commercial UAV > 25kg: prohibited.



[Rest of EU] EASA's UAV regulations expected in 2018. Sweden, Denmark, Czech Republic, Lithuania have adopted basic legislation for simple UAV operations to avoid a case-by-case authorization process.

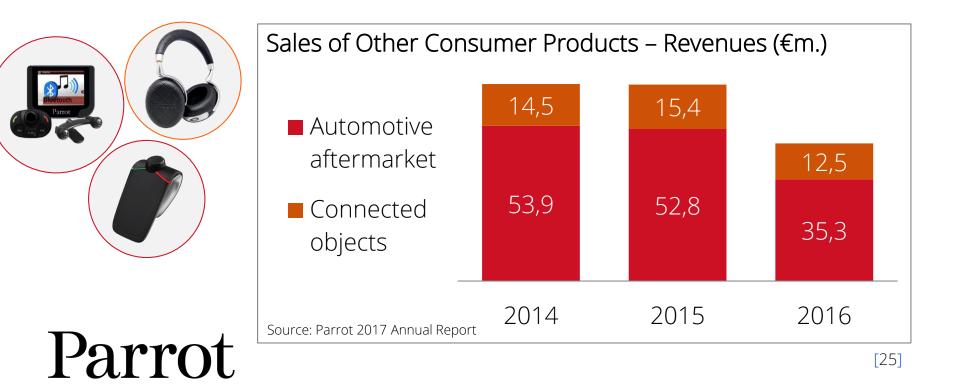
[Japan] Regulated and commonly used since 1999. Commercial UAV standard rules with some specific localized (prefectures) regulations.

[India] All UAV prohibited since 2014. Preparing regulation for late 2017 or 2018.

[China] Regulation tightening in urban areas looser in other region. UAVs > 250 g: registered [Australia] Regulated by the Civil Aviation Safety Authority (CASA) and its Part 101 rules since September 2016. Commercial UAV > 2kg: registration and certification. Commercial UAV < 2kg: pre-flight registration

LEGACY BUSINESS OTHER CONSUMER PRODUCTS

Sales of legacy products are targeting margins (vs. growth) Resources are maintained at a minimum Revenues are expected to decrease until 2019



LEGACY BUSINESS PARROT AUTOMOTIVE

In March 2017, Faurecia took a 20% stake in Parrot Automotive, through a €27m. capital increase

The partnership established an entry value of €100m. for Parrot Automotive

Parrot has issued a €41m. Bond convertible in Parrot Automotive shares (starting in 2019) representing 30% of its diluted share capital

Partners have put and call options to sell/buy the remaining stakes:

- in 2019 based on the entry value

Parrot

 in 2022 based on the entry value + earnout on 2021 growth margin target

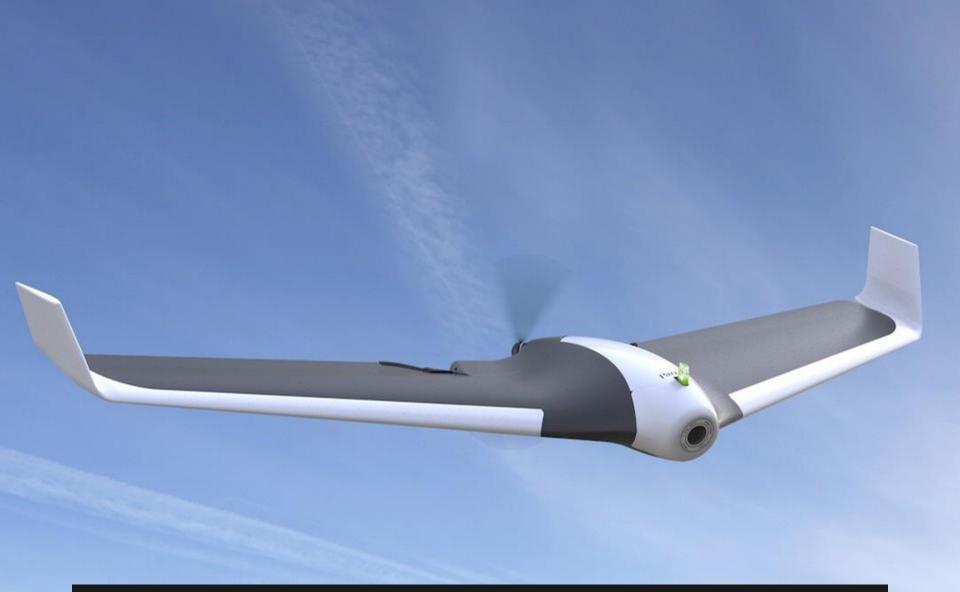
Parrot Automotive 2017 revenues are recognized on an equity basis. In 2016, they were IFRS 5 "assets held for sell"

Partners aim to accelerate the development and sales of connectivity modules and infotainment solutions for the car industry



Parrot Automotive 2016 (€m.)

Revenues	68.8
Gross margin	37.2
in % of rev.	55.7%
EBIT	6.2
in % of rev.	9.4%
Net results	5.2
in % of rev.	7.9%
Source: Parrot 2017 Annual Rep	ort



PARROT | KEY FINANCIALS

2017 FINANCIAL FOCUS

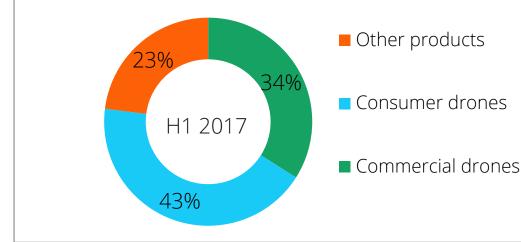
Growth margin level: mix and consumer drones contribution

Commercial drones growth, resources and priorities

Reorganization efficiency and **cash** allocation Capacity and pace of **innovation**

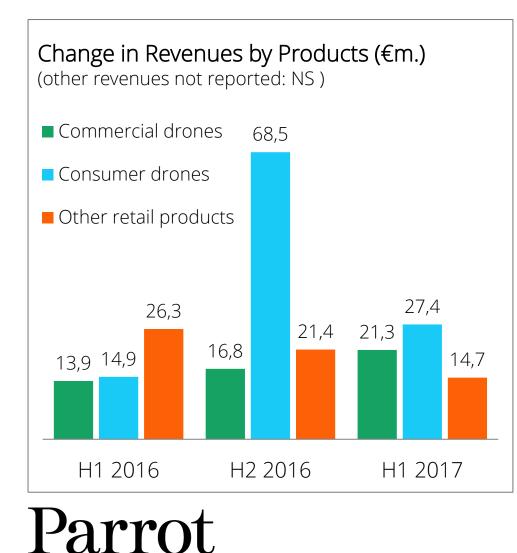
Preparing 2018







REVENUES STRONG GROWTH ON PRIORITY SEGMENT



Commercial drones: +53% yoy

- > Pick up in hardware sales after low H1 2016 pending new regulation
- > Continued growth in Softwares
- Services increase but is slower to mature

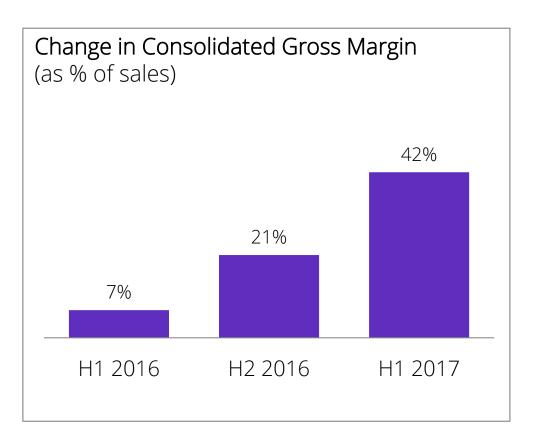
Consumer drones: +84% yoy

- > Low basis for comparison in H1 2016
- High seasonality of end of the year sales

Other retail products: -44% yoy

 Managing decrease through margins

GROWTH MARGIN MANAGING COMPETITION & MIX



- Better product mix within consumer range
- Commercial drone growth benefits global margins
- > Product maturity lowers COGS

EBIT & OPERATIONS ADJUSTING THE COST STRUCTURE

Consolidated operating exp. (€m.)	H1 2016 proforma	H1 2017	yoy change
Sales & Marketing	38,9	25,6	-34%
% of revenues	68,9%	40,2%	
R&D	27,1	19,7	-27%
% of revenues	48,0%	30,9%	
Production & Quality	7,6	6,2	-18%
% of revenues	13,5%	9,8%	
G&A	12,7	9,4	-26%
% of revenues	22,6%	14,8%	
Total OPEX	86,4	61,0	-29%
EBIT	-67,7	-30,1	+55%
Parrot			

- Reduced workforce by +250 worldwide
- Selective distribution strategy = less marketing cost and better efficiency
- Road map optimization
- Product portfolio optimization
- Strict spending control and structure adjustment

NET RESULTS BENEFITS FROM PARROT FAURECIA

Consolidated expenses (€m.)	H1 2017
EBIT	-30,1
Non recurring expenses	-12,2
Financial income / loss	-1,8
Share of income in companies accounted for by the equity method	-1,2
Income from discontinued operations, net of tax	43,5
Taxes	-0,7
Net income / loss	-2,6

- > Restructuring costs
- > Foreign exchange
- > Drone minority investments and Parrot Automotive subsidiaries
- > Revaluation at fair-value of Parrot Faurecia Automotive

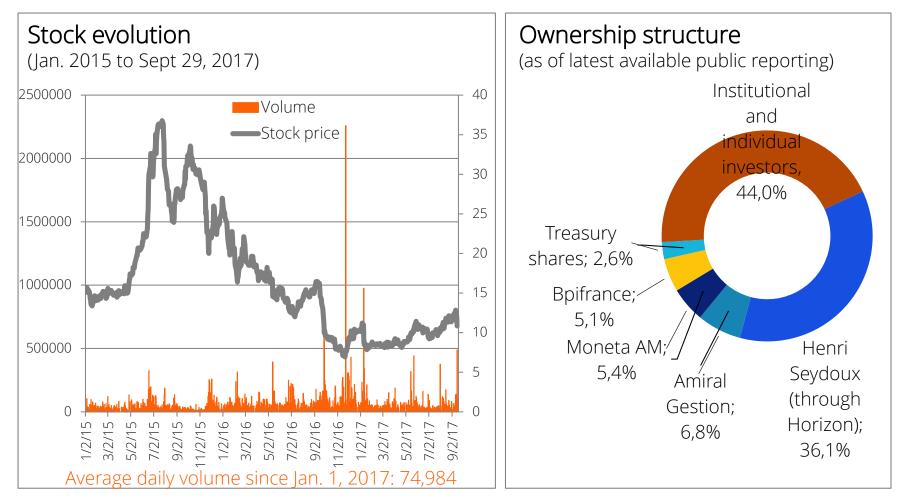
CASH & BALANCE SHEET KEY DATA

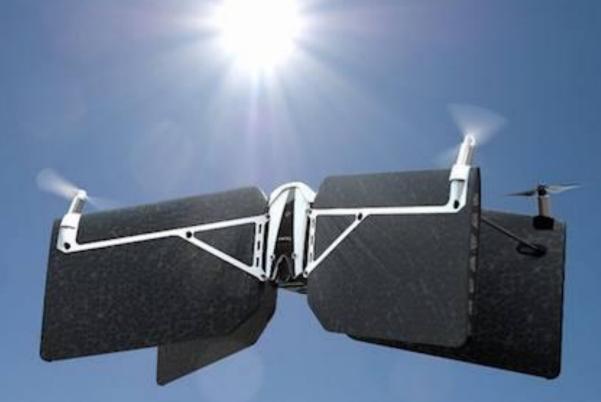
	Dec. 31, 2016	June 30, 2017		Dec. 31, 2016	June 30, 2017
Fixed assets	61	166	Shareholders' equity	288	282
Working capital	54	39	Bond debt	0	41
Other assets	16	0	Acquisition debt	28	33
Net cash	185	174	Other liabilities	0	23

Source: Parrot summarized presentation, non IFRS

December 2016: Prior to Parrot Faurecia Automotive partnership June 2017: After Parrot Faurecia partnership

STOCK INFORMATION





PARROT | 2017 STRATEGY & OUTLOOK

PARROT CONSUMER DRONES 2017 > REORGANIZE & REDEPLOY



[36]

PARROT BUSINESS SOLUTIONS 2017 > SUPPORT & ACCELERATE GROWTH

Equipment (UAVs and sensors)

- Accelerate fixed-wing penetration building on most recent technologies (eBee +, eBee RTK) at lower prices
- Expand with payloads (photogrammetry, thermal, multispectral, etc.)
- Develop distribution, territories and partnerships

Software and analytics

- Expand leadership in photogrammetry with core (Pix4Dmapper) and newest solutions (Ag, bim, model, capture)
- Develop workflow within industries' benchmark products
- Address multiple platforms and use-cases (mobile, cloud, desktop, enterprise, rental, trial, education, etc.)

Services and usage

- Support precision AG market expansion in France and selectively abroad
- Build up scalable drone service platform (Parrot Air Support) through simple online processes, partnerships and prepare international expansion







2017 OUTLOOK

Resume growth in consumer drones

- Low basis for comparison in H1
- Enhanced product portfolio
- Optimized sales and marketing efficiency

Accelerate growth in commercial drones

- Best-in-class product offering and strong organization
- From hardware developer to end-to-end solution provider
- International expansion

Scale back other retail products (automotive & connected objects)

- Manage global decrease through margins

Improve growth margin

Parrot

- Better product mix for Consumer drones
- Increase % of sales of Commercial drones
- Reduce cost structure by 30%

Maintain investment/divestment strategy

Resume growth and significantly reduce operating losses to demonstrate balanced operational structure by the end of 2017

Short-term focus

- Consumer and commercial products and solution launches
- Commercial partnership development
- Impact of Q3 marketing campaign
- Preparation for high consumer season in Q4
- Consumer market environment

STRATEGIC VISION

Innovation in electronics commonly spreads through mass market before it can be customized to suit professional needs (ie. smarthphone, PC, etc.)

Time to market is key, Parrot should adapt and progressively grow its opportunities

Hardware is a mean to carry innovative, smart and powerful software

Drones will bring high level disruption, like GPS, or Internet, they started in the Military and totally changed the world

Drones are a new industry, like railway, aviation or digital: there will be many players serving intermediary and final needs



BALANCE SHEET DETAILS

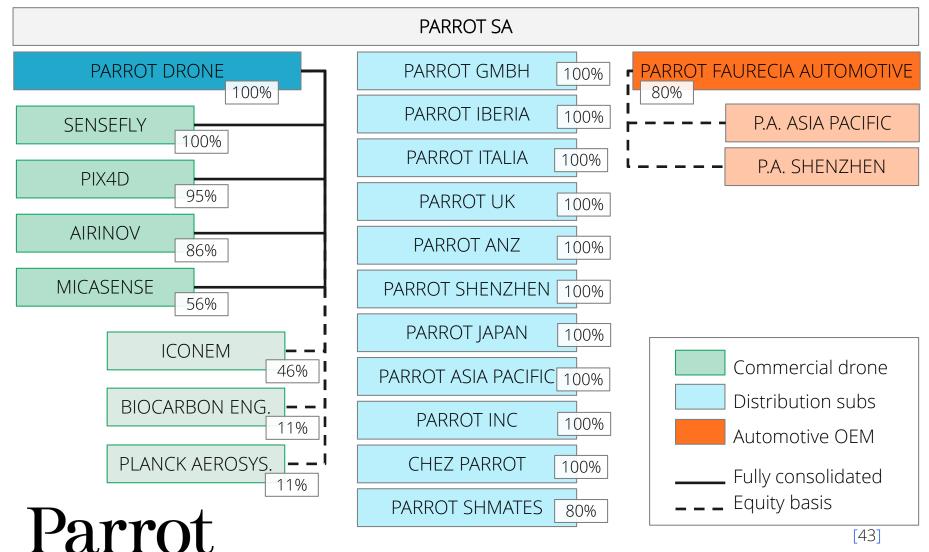
Consolidated balance sheet in €′000	June 30, 2017	Dec. 31, 2017
Non current Assets	165,9	61,2
Goodwill	42,5	43,7
Other intangible assets	2,9	3,9
Tangible assets	5,8	8,1
investments in entities accounted for under the equity method	109,1	1,2
Financial assets	5,3	3,7
Deferred tax assets	0,3	0,7
Current assets	269,3	362,6
Inventory	37,6	46,4
Trade receivables	30,0	59,8
Other receivables	27,0	28,4
Other current financial asset	28,0	28,0
Cash and cash equivalent	146,8	200,0
Assets classified as held for sale	-	82,8
ASSETS	435,3	506,6

Consolidated balance sheet in €'000	June 30, 2017	Dec. 31, 2017
Shareholders Equity Share capital Issue premium and transfers Reserves excl. earnings for the period Retained earnings, Group share Translation adjustments Equity attribuable to equity holders of the parent company Non-controlling interests	4,6 331,7 (59,4) (2,0) 6,8 281,7 0,0	4,6 331,7 86,7 (137,9) 5,2 290,3 (2,2)
Non current liabilities Non-current financial debts Provisions for pensions and other employee benefits Differed tax liabilities Other non-current provisions Other non current liabilities	78,6 42,2 1,6 1,7 0,3 32,9	31,3 1,2 1,7 0,5 0,0 27,9
Current liabilities Current financial debts Current provisions Trade payable Current tax payable Other current liabilities	75,0 0,3 18,1 <u>28,2</u> 2,3 29,1	173,4 42,0 15,6 52,1 2,5 61,2
Liabilities classified as held for sale Total Shareholders Equity & Liabilities	- 435,3	13,7 506,6
	.0010	500,0

CASH STATEMENT

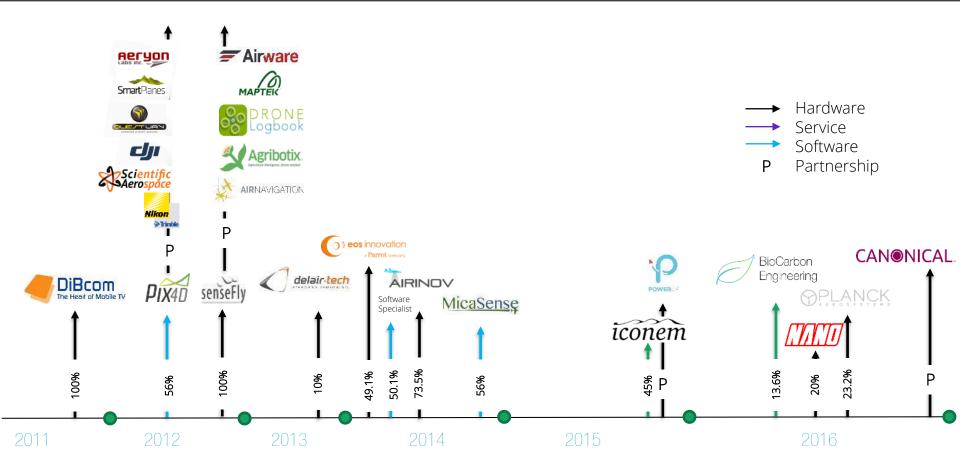
	June 30, 2017	Dec. 31, 2016
Earnings for the period, from continuing operation	(2 271)	(146 617)
Share of profit from equity accounted investments	1 203	(62)
Amortization and depreciation	7 161	27 522
Disposal gains and losses	(45 020)	(10 843)
Income tax expense	720	8 144
Cost of share-based payments	1 015	5 557
Cost of net financial debt	76	604
Cash flow from operating activities before cost of net financial debt and tax	(37 115)	(115 695)
Change in working capital requirement	6 856	18 823
Tax paid	(1 393)	(1 404)
Cash flow from operating activities (A)	(31 652)	(98 276)
Investment Flows		
Acquisitions of property, plant and equipment and intangible assets	(1 229)	(13 345)
Acquisitions of subsidiaries, net of cash acquired (2)	(22 056)	(29 059)
Acquisitions of financial assets	(2 008)	(3 2 3 2)
Disposals of property, plant and equipment and intangible assets	85	9 891
Disposal of financial assets	129	3 502
Cash used in investing activities (B)	(25 079)	(32 244)
Financing flows		
Investments in equity (3)	-	551
Dividends paid	8 669	8 766
Receipts related to new borrowings	41 004	25 343
Cash placed at + 3 months	-	130 000
Cost of net financial debt	76	(604)
Repayment of short-term financial liabilities (net)	(42 033)	(3 322)
Sales / (Purchases) of treasury shares (4)	(161)	(5 757)
Cash used in financing transactions (C)	7 556	154 977
NET CHANGE IN CASH AND CASH EQUIVALENTS ($D = A + B + C$)	(49 174)	24 457
Effect of changes in foreign exchange rates	(4 118)	712
TREASURY AND CASH EQUIVALENTS AT THE OPENING OF THE PERIOD	200 043	174 874
TREASURY AND CASH EQUIVALENTS AT THE END OF THE PERIOD	146 750	200 043

PARROT > ORGANIZATION



[43]

PARROT COMMERCIAL DRONE BUILDING AN ECOSYSTEM



Source: Droneii / Company