

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 current Quarterly Report on Form 10-Q.



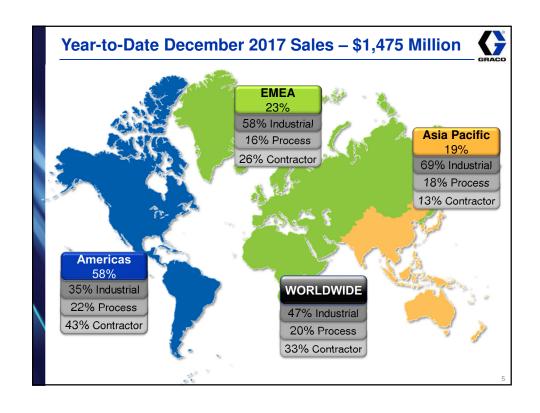
- ✓ Overview
- ◆ Enduring Business Model
- Strategies for Long-Term Growth
 - Invest in New Products
 - Global Expansion
 - Target New Markets
 - Make Acquisitions
- Company Performance

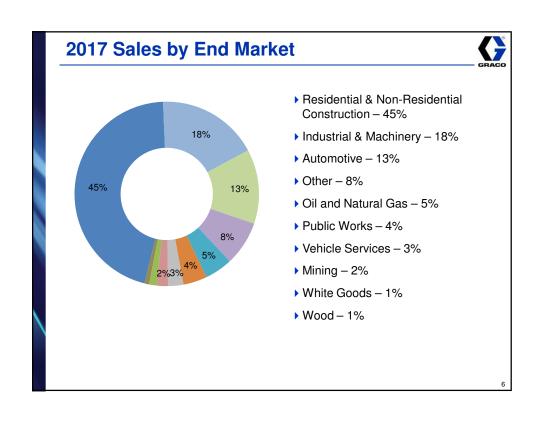
Business Overview



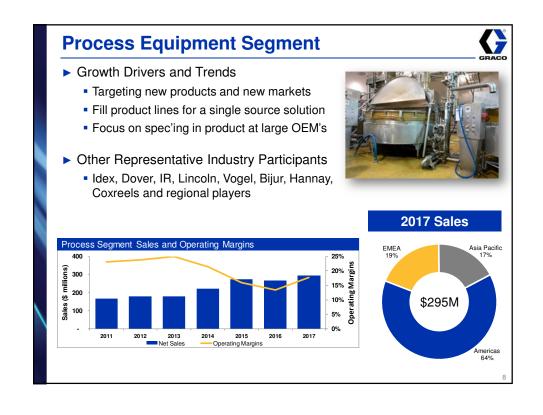
- ► Graco manufactures premium equipment to pump, move, meter, mix and dispense a wide variety of fluids and coatings
 - Difficult to handle materials with high viscosities
 - Abrasive and corrosive properties
 - Multiple component materials that require precise ratio control
 - Serving a broad number 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







Industrial Equipment Segment 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, Nordson and regional players **2017 Sales** Industrial Segment Sales and Operating Margins Sales (\$ millions) 000 000 000 20% 20% Oberating M \$692M 2014 2015 Operating Margins 2011 2017



Contractor Equipment Segment 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 and channel Other Representative Industry Participants Wagner, Titan, Campbell Hausfeld, Bedford, QTech and regional players **2017 Sales** Contractor Segment Sales and Operating Margins 25% 20% 20% 15% 10% 10% 5% Oberating Margins (\$600 500 400 \$) 300 200 100 \$488M 0% 2014 2015





Manufacturing & Engineering Excellence

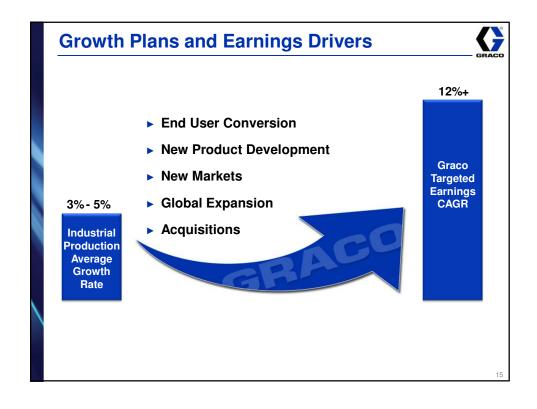


- ▶ 80%+ of production is based in the United States
 - · High-quality, efficient, engaged labor force
 - Centralization allows for leverage of overheads
 - A currency mismatch of sales to COGS exists, however
- ▶ Continuous improvement culture
 - Unique Graco cost-to-produce measurement tool
- Ongoing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

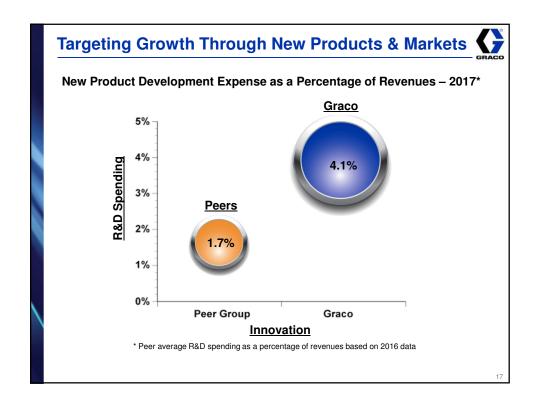


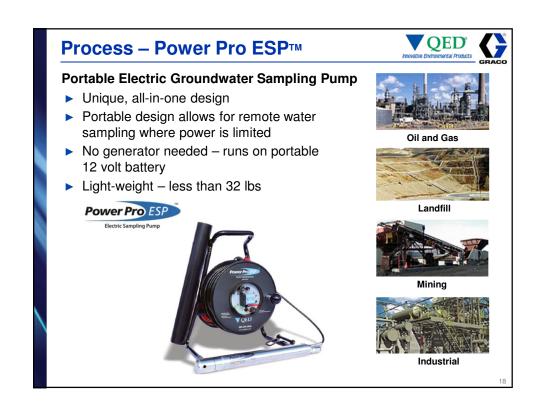
Low Volume, High Mix Delivers Customer ROI Average Number of Units 2016 Sales # of SKUs Sold Per Day (\$ in millions) 0 - 1 55,600 \$ 614 46% 90% 2 - 5 4,200 7% \$ 282 21% 6 - 10 800 1% \$ 112 8% \$ 49 11 - 15 300 1% 4% Greater than 15 700 1% 21% \$ 272 Graco 2016 Sales \$1,329











Process – SST AODD Flange Pumps



- ▶ Stainless Steel Pumps for the chemical and marine industries
- ► Rotating flange design allows for connection flexibility and easy install
- ▶ Up to five times longer diaphragm life compared to others in its class
- ▶ Rugged construction with high corrosion and abrasion resistance



Simplify installation with our new rotating flange design!

The new rotating flange spins at the inlet and outlet for an easy connection and rapid installation.

19

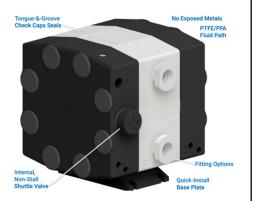
Process – PSB Series





High-Purity AODD Chemical Pumps

- Advance pump technologies
- ► For high-purity chemical delivery applications in the semi-conductor, aerospace and solar industries



Process - BIOGAS 3000



Fixed Biogas Analyzer for Landfill and Anaerobic Digestion Sites

- Up to 4 sample points for constant monitoring of the complete gas control process, maximizing yield for plant operators
- Gases Measured: CH4, CO2, O2, H2S, H2 & CO
- Ability to monitor the gas control process before and after desulphurization, protecting equipment from damaging gases
- ATEX and IECEx certified enabling use in explosive zones, providing maximum protection for operators
- Built-in communication protocols for connections to plant control systems
- ► ISO / IEC 17025 calibration for optimal accuracy



Modular design with hot-swap module enabling zero operational downtime

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Industrial – EcoQuip®2 EQp



- ► EcoQuip 2 EQp Powerful, Portable, Professional
 - Affordable Vapor Abrasive[®] blasting system for small jobs
 - Portable cart system only 220 lbs.
 - Generates up to 92% less dust than dry blasting
- Expands customer base and applications
 - Graffiti removal
 - Paint & stain removal decks, siding, log cabins
 - Wood, concrete, steel cleaning
 - Brick and patio cleaning
 - Iron fence and railing preparation
 - Stone and stucco stain removal
 - Auto restoration





Industrial – Spray Automation



Improving End-User Profitability and Efficiency

- ▶ Delivering finishing equipment that is easy to integrate into automation
 - Simple integration into existing automation
 - Reduces end-user integration costs
 - Serves a wide range of end-user technical needs and markets
 - Improves end-user throughput and quality





23

Industrial – Intelligent Paint Kitchen



Complete, integrated Graco solution for the Paint Kitchen

- ▶ Inexpensive option to advanced monitoring systems
- ► Easily connects paint monitoring and control systems
- ▶ Provides real-time data and critical control functions
- ▶ Reduces installation costs in hazardous location applications



Contractor – 2017 New Products



Handheld Airless Sprayers

- ▶ Breakthrough performance, reliability, finish
 - Fastest way to finish small jobs
 - Perfect Airless Finish™ at any hand speed
 - Reliability delivered every job, every time
- ► Powered by same DEWALT® battery used on other power tools
- ▶ Patented technology



Low Pressure Spray Tips

- SmartTip[™] technology delivers the industry's best finish at the lowest airless spray pressure
 - Sprays at up to 50% lower pressure
 - Less overspray
 - Easiest pattern overlap
 - Up to 2X life
- Patented technology



Contractor – 2017 New Products



Battery Powered Line Striper

- ▶ Industry's first professional electric striper
- ► Featuring epowerTM technology
 - No engine noise, vibration or fumes
- ▶ Perfect for nighttime and indoor applications
- Patented and patent-pending technology

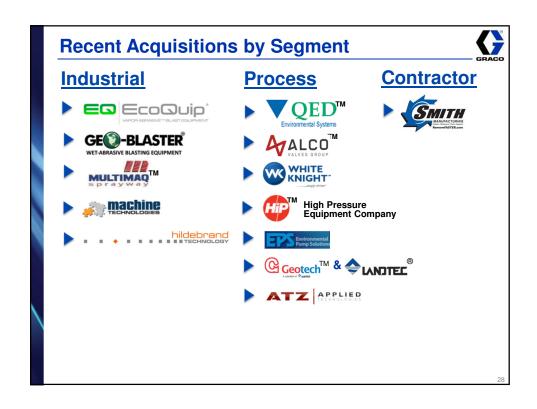
High Volume Low Pressure

- ► The most advanced portable HVLP technology available
 - SmartStart™ system reduces heat
 - TurboControl system reduces noise
 - FlexLiner™ bag system allows for spraying in any direction
- Patented and patent-pending technology









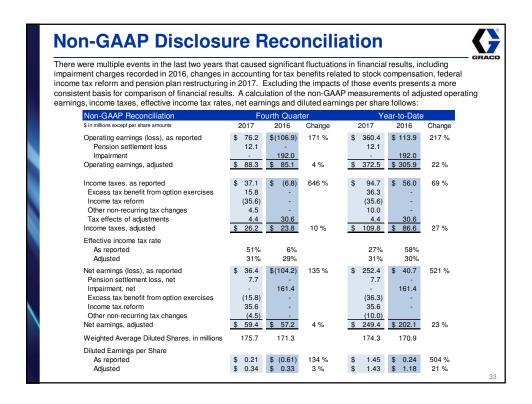


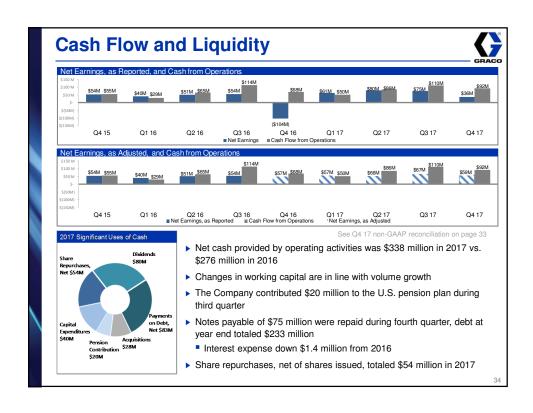


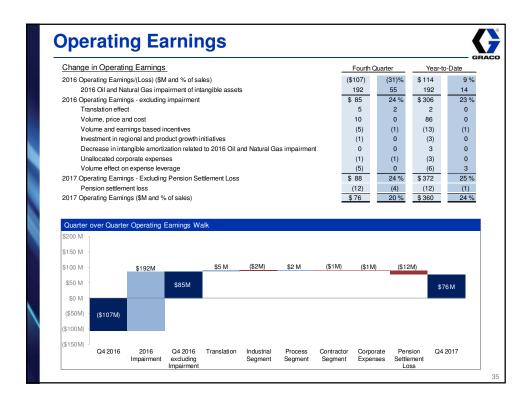


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- √ Company Performance

Financial Results Statement of Earnings Fourth Quarter Year 2017 2016 2017 2016 \$ in millions except per share amounts Change Change 13 Weeks 53 Weeks 14 Weeks 52 Weeks Sales \$ 375 \$ 349 7% \$1,475 \$1,329 11 % Gross Profit 200 185 793 12 % % of Sales 53.5 % 0.6 pts 52.9 % 53.8 % 53.3 % 0.5 pts Operating Earnings (Loss) 76 (107)171 % 360 114 217 % % of Sales 20.3 % (30.6)% 50.9 pts 24.4 % 8.6 % 15.8 pts 36 135 % \$ 252 \$ 41 521 % Net Earnings (Loss) \$ (104) % of Sales 9.7 % 17.1 % (29.8)% 39.5 pts 3.1 % 14.0 pts Diluted Earnings (Loss) Per Share \$ 0.21 \$ (0.61) 134 % \$ 1.45 \$ 0.24 504 % Diluted Shares in Millions 175.7 174.3 170.9 4 % Net Earnings, Adjusted (1) \$ 59 \$ 249 202 23 % Diluted Earnings Per Share, Adjusted (1) \$ 0.34 3 % \$ 1.43 \$ 21 % (1) Net earnings and diluted earnings per share for 2017 and 2016 have been adjusted to provide a more consistent basis of comparison of on-going results. See following page for a reconciliation of the adjusted non-GAAP measures to GAAP







Notable Info from Q4 2017 Earnings Release & Call



- ▶ 3-for-1 stock split completed on December 27, 2017
- ▶ Notes payable of \$75 million were repaid during the fourth quarter
- As discussed in the third quarter, the Company has restructured its U.S. pension plan, with the purchase of annuities for certain plan participants. The Company's U.S. pension liabilities and assets were reduced by \$42 million and a pension settlement charge of \$12 million (\$0.04 per diluted share) was recorded in general and administrative expenses during the fourth quarter
- ▶ U.S. federal income tax reform legislation passed at the end of 2017 (Tax Reform) required a revaluation of the net deferred tax assets of approximately \$29 million and instituted a toll charge on repatriated foreign earnings of approximately \$7 million that increased the tax provision by a total of \$36 million (\$0.20 per diluted share)
- > Adoption of a new accounting standard, requiring excess tax benefits related to stock option exercises to be credited to the income tax provision (formerly credited to equity), reduced the tax provision by \$16 million (\$0.09 per diluted share) for the fourth quarter and \$36 million (\$0.21 per diluted share)
- ▶ Capital expenditure expectations of approximately \$40 million in 2018, excluding bricks and mortar Planning and design for several production and distribution facilities that are nearing capacity is underway
- ▶ Unallocated corporate expenses in 2018 are expected to be approximately \$32 \$34 million
- ▶ Interest expense in 2018 is expected to be approximately \$13 \$14 million
- The anticipated 2018 tax rate is expected to be approximately 21%-23%, taking into account the reduced U.S. corporate tax rate, the applicable international rates and our current income split between the various jurisdictions in which we do business
- At current exchange rates, assuming the same volumes, mix of products and mix of business by currency as in 2017, the favorable movement in foreign currencies would increase sales approximately 3% and increase earnings approximately 7%, with the greatest benefit in the first half

Tax Items



- ➤ The effective tax rate for the fourth quarter 2017 was 51% compared to a rate of 29% last year, excluding the impact of the 2016 impairment which decreased the 2016 rate approximately 23 percentage points
 - 2017 Tax Reform increased the rate approximately 48 percentage points; revaluation of deferred taxes (\$29 million) 39 percentage points and repatriation toll charge (\$7 million) 9 percentage points
 - 2017 tax rate benefited approximately 21 percentage points from the adoption of a new accounting standard requiring excess tax benefits related to stock option exercises to be credited to the income tax provision, \$16 million
 - 2017 tax rate benefited approximately 6 percentage points from non-recurring tax benefits net of the tax effect
 of adjustments
- ➤ The effective tax rate for 2017 was 27% compared to 30% last year, excluding the impact of the 2016 impairment which increased the 2016 rate approximately 28 percentage points
 - 2017 Tax Reform increased the rate approximately 10 percentage points; revaluation of deferred taxes \$29 million, 8 percentage points and repatriation toll charge of \$7 million, 2 percentage points
 - 2017 tax rate benefited 10 percentage points from the adoption of a new accounting standard requiring excess tax benefits related to stock option exercises to be credited to the income tax provision, \$36 million
 - 2017 tax rate benefited approximately 3 percentage points from non-recurring tax benefits net of the tax effect
 of adjustments
- Under the Tax Reform legislation, for tax years beginning January 1, 2018, the U.S. corporate tax rate will be 21%. While the Company's future U.S. income will be taxed at the U.S. corporate rate, the Company's international income will be taxed at the applicable rates in the respective countries of domicile. Based on our current income split between the various jurisdictions in which we do business, we anticipate the 2018 tax rate will be approximately 21%- 23%

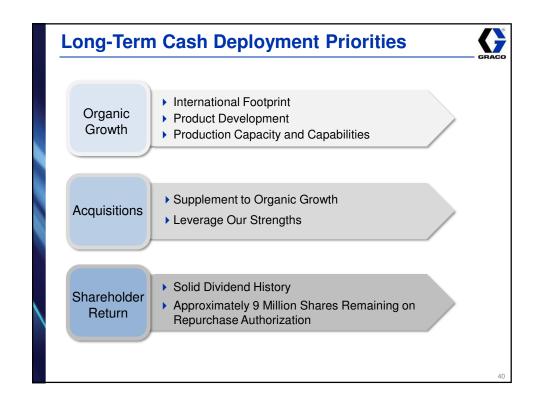
37

Full Year 2017 Results



- ▶ Sales increase of 11%
 - Currency translation rates and acquired businesses had no significant impact on the year
 - Fourth quarter 2016 included an extra week compared to our normal fiscal calendar
- Gross margin rate up 0.5 percentage point from 2016
 - Higher factory volume and realized pricing partially offset by negative product and channel mix
- Operating earnings, as adjusted, are up \$67 million, or 22%, from 2016
 - Higher sales volume and expense leverage
 - Higher sales and earnings based incentives, \$13 million
 - Lower intangible amortization related to the 2016 Oil and Natural Gas impairment, \$3 million
- ➤ Tax rate for 2017, as adjusted, was 31%, up from 30% in 2016, as adjusted
 - 2016 rate included favorable impact from non-recurring tax planning benefits

Current Environment and Outlook Constant currency basis and excluding acquisitions completed in the prior 12 months **EMEA** Asia Pacific **Americas** Sales Growth Q4 2017 4% Full Year 2017 9% Sales Growth Q4 2017 9% Full Year 2017 17% Sales Growth Q4 2017 5% Full Year 2017 11% Current Environment Environment Unchanged Environment Unchange Industrial Segment Sales Growth Q4 2017 (1%) Full Year 2017 6% nvironment Unchanged Sales Growth Q4 2017 (2%) Full Year 2017 6% Environment Unchanged Sales Growth Q4 2017 10% Full Year 2017 18% Environment Unchanged Sales Growth Q4 2017 9% Full Year 2017 12% Contractor Segment Sales Growth Q4 2017 10% Full Year 2017 12% Sales Growth Q4 2017 11% Full Year 2017 17% Sales Growth Q4 2017 (2%) Full Year 2017 9% Sales Growth Q4 2017 7% Full Year 2017 11% **Process** Segment Sales Growth Q4 2017 4% Full Year 2017 10% Sales Growth Q4 2017 14% Full Year 2017 9% Q4 2017 15% Full Year 2017 175 Full Year 2018 Mid-Single-digit Mid-Single-digit Mid-Single-digit Mid-Single-digit Outlook We are initiating an outlook for the full-year 2018 of mid-single-digit growth on an organic, constant currency basis, with growth expected in every region and reportable segment. Demand levels in the fourth quarter remained solid and provide a foundation for our full-year outlook. While Industrial segment sales growth in the fourth quarter was low, bookings were better than billings and indicative of a capital equipment environment that remains stable-to-







Financial Results – Fourth Quarter



Statement of Earnings	Fourth Quarter			
\$ in millions except per share amounts	2017 13 Weeks	2016 14 Weeks	Change	
Sales	\$ 375	\$ 349	7 %	
Gross Profit % of Sales	200 53.5 %	185 52.9 %	8 % 0.6 pts	
Operating Earnings (Loss) % of Sales	76 20.3 %	(107) (30.6)%	171 % 50.9 pts	
Net Earnings (Loss) % of Sales	\$ 36 9.7 %	\$ (104) (29.8)%	135 % 39.5 pts	
Diluted Earnings (Loss) Per Share	\$ 0.21	\$ (0.61)	134 %	
Diluted Shares in Millions	175.7	171.3		
Net Earnings, Adjusted (1)	\$ 59	\$ 57	4 %	
Diluted Earnings Per Share, Adjusted (1)	\$ 0.34	\$ 0.33	3 %	

(1) Net earnings and diluted earnings per share for 2017 and 2016 have been adjusted to provide a more consistent basis of comparison of on-going results. See following page for a reconciliation of the adjusted non-GAAP measures to GAAP

4

Non-GAAP Disclosure Reconciliation



There were multiple events in the last two years that caused significant fluctuations in financial results, including impairment charges recorded in 2016, changes in accounting for tax benefits related to stock compensation, federal income tax reform and pension plan restructuring in 2017. Excluding the impacts of those events presents a more consistent basis for comparison of financial results. A calculation of the non-GAAP measurements of adjusted operating earnings, income taxes, effective income tax rates, net earnings and diluted earnings per share follows:

ffective income tax rates, net earnings and d				
Non-GAAP Reconciliation	Fo	ter		
\$ in millions except per share amounts	2017	2016	Change	
Operating earnings (loss), as reported Pension settlement loss Impairment	\$ 76.2 12.1	\$(106.9) - 192.0	171 %	
Operating earnings, adjusted	\$ 88.3	\$ 85.1	4 %	
Income taxes, as reported Excess tax benefit from option exercises Income tax reform Other non-recurring tax changes Tax effects of adjustments Income taxes, adjusted	\$ 37.1 15.8 (35.6) 4.5 4.4 \$ 26.2	\$ (6.8) - - - 30.6 \$ 23.8	646 % 10 %	
Effective income tax rate As reported Adjusted	51% 31%	6% 29%		
Net earnings (loss), as reported Pension settlement loss, net Impairment, net Excess tax benefit from option exercises Income tax reform Other non-recurring tax changes Net earnings, adjusted	\$ 36.4 7.7 - (15.8) 35.6 (4.5) \$ 59.4	\$(104.2) - 161.4 - - - - \$ 57.2	135 % 4 %	
Weighted Average Diluted Shares, in millions	175.7	171.3		
Diluted Earnings per Share As reported	\$ 0.21	\$ (0.61)	134 %	
Adjusted	\$ 0.34	\$ 0.33	3 %	

Fourth Quarter 2017 Results



- ▶ Sales increase of 7%
 - Favorable effect of currency translation rates increased sales by approximately \$7 million, 2 percentage points
 - Acquired businesses had no significant impact on the quarter
 - Fourth quarter 2016 included an extra week compared to our normal fiscal calendar
- ▶ Gross margin rate up 0.6 percentage point from fourth quarter 2016
 - Higher margin rate due to currency translation
 - Favorable price and cost offset by unfavorable product and channel mix
- ➤ Operating earnings, as adjusted, are up \$3 million, or 4%, from fourth quarter 2016, excluding 2017 pension settlement loss and 2016 impairment charge
 - Higher sales volume and positive impact of currency translation
 - Higher volume and earnings based incentives, \$5 million
- ➤ The 2017 tax rate for the quarter, as adjusted, was 31%, up from 29%, as adjusted, in the fourth quarter last year
 - 2016 rate included favorable impact from non-recurring tax planning benefits



