PSA PEUGEOT CITROËN

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VISION FUTURE A STEP AHEAD

This presentation may contain forward-looking statements. Such forward-looking statements do not constitute forecasts regarding the Company's results or any other performance indicator, but rather trends or targets, as the case may be. These statements are by their nature subject to risks and uncertainties as described in the Company's registration document available on its Internet website (www.psa-peugeot-citroen.com). These statements do not reflect future performance of the Company, which may materially differ. The Company does not undertake to provide updates of these statements.

More comprehensive information about PSA Peugeot Citroën may be obtained on its Internet website (www.psa-peugeot-citroen.com), under Regulated Information.

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Performance plan

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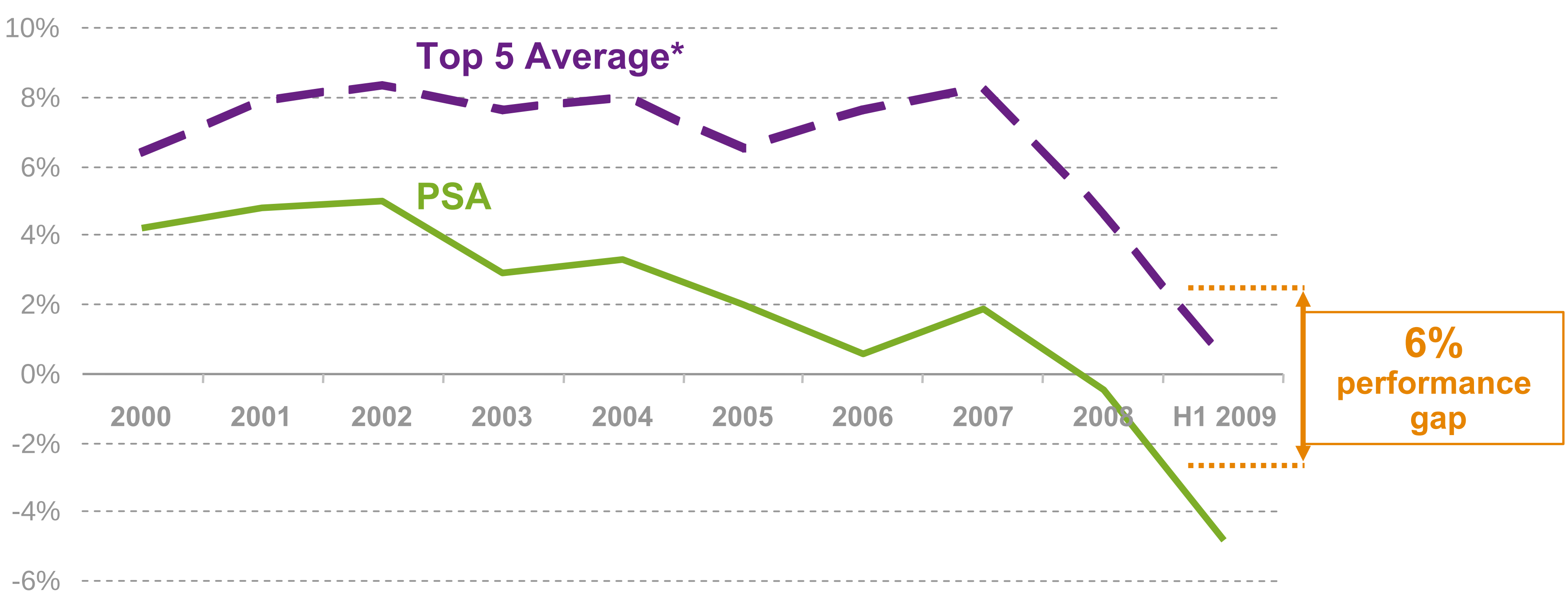
Profitability gap

> **€3.3bn** **Performance plan to catch up with Top 5 peers**

Recurring operating margin %



* Average Top 5 each year – 2008: VW, Honda, Hyundai, Daimler, Fiat

€3.3bn Performance plan 2010-2012

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Our ambitions

- A step ahead in pioneering vehicles & services
- A global player
- An industry benchmark for operational efficiency

30 % Sales & Marketing

15 % High growth markets

55 % Production, Development & SG&A

Solid financial structure

Responsible Development

Market recovery and success of new models

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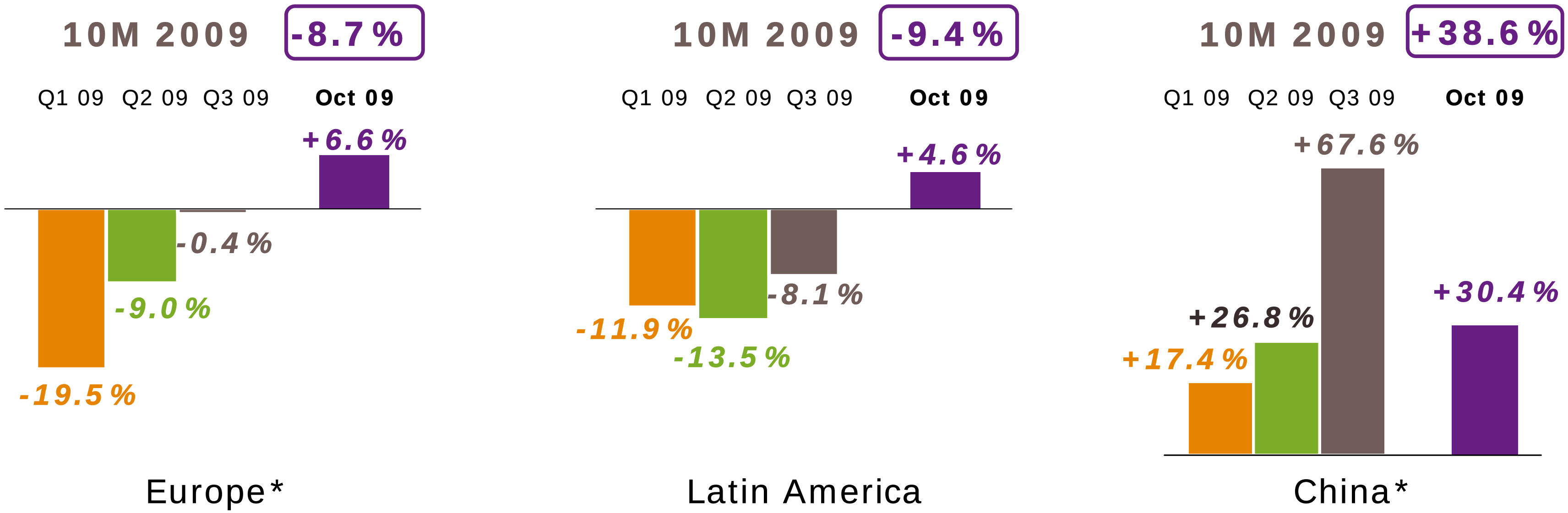
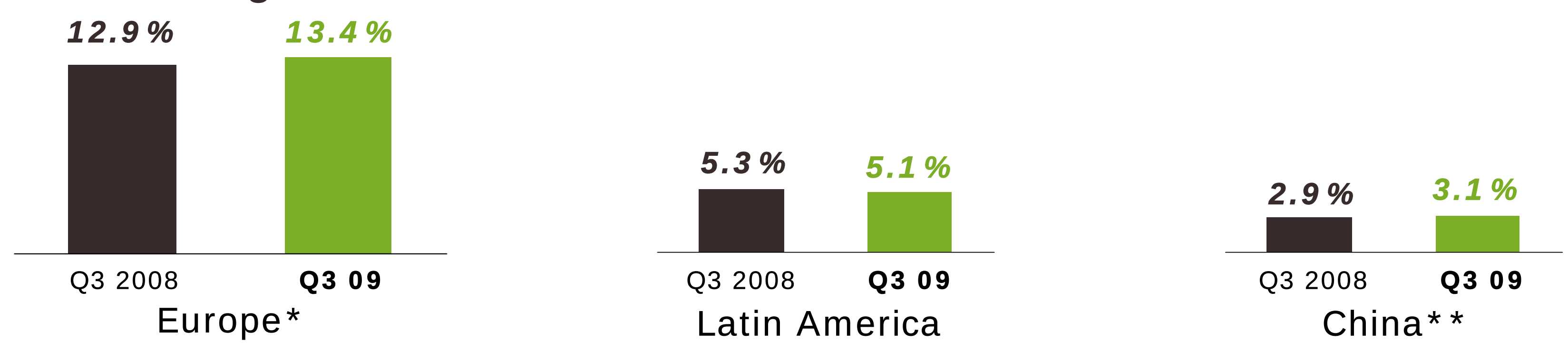
Cars and light commercial vehicles – Market



Cars and light commercial vehicles – PSA Market Share



* Europe = EU + EFTA + Croatia ** Only cars

Market share momentum in Europe

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Sales & Marketing 30 %

Average age of the 2010-2012 model range: 3.1 years

- Distinctive new models
- Mainstream
  - > Continuity
  - > New products
  - > Electric vehicles
- Entry level vehicles

206 + - B segment
1st Half 2009

2010 | 2011 | 2012

Peugeot 3008 - C Segment
1st Half 2009

2010 2011 2012

Peugeot 5008 - C Segment
2nd Half 2009

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2010 | 2011 | 2012

Citroën C3 - B Segment
2nd Half 2009

2010 2011 2012

Citroën DS3 - B Segment
1st Half 2010

2010 | 2011 | 2012

Peugeot RCZ - C Segment
1st Half 2010

2010 | 2011 | 2012

Market share momentum in Europe

Sales & Marketing 30 %

Polyvalent

Urban & Peri-urban

Urban

1 million vehicles sold in Europe < 120g CO_2 / km in 2012

Diesel 207, C3 & DS3 99g CO_2/km

Stop & Start up to -15% CO_2/km

Gasoline 1l. 3 cyl ≤99g CO_2/km

Electric Vehicle

Full hybrid diesel "HYbrid4 diesel"

HYbrid Plug-in < 50g CO_2/km

2009

2010

2011

2012

CO_2 Emission

Market share up to 20% for Electric and Hybrid Vehicles in 2020

Electric Vehicles: first to market in 2010

PEUGEOT

Partner

iOn

E-Vivacity

1st half 2010

2nd half 2010

CITROËN

Berlingo

C-ZERO

> You can pre-order an iOn and a C-ZERO right now!

➔ Over 100 000 vehicles in the next 5 years

LCV Peugeot and Citroën range in Europe 2008

NEMO / BIPPER

BERLINGO FIRST / PARTNER ORIGIN

BERLINGO / PARTNER

JUMPY / EXPERT

JUMPER / BOXER

Leadership in customer services

Sales & Marketing
30 %

Increase contracts sold in Europe from 300 000 to 500 000 in 2012

- Broaden maintenance contracts, insurance & financial services

Mu by Peugeot

- Develop Mu by Peugeot

Services for tomorrow

Sales & Marketing
30 %

Grow Fleet management system contracts from 500,000 to 1,000,000 by 2012

- Emergency Call system
- Vehicle park management
- Roll out across Europe

Mu by Peugeot: first for mobility!

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“Peugeot reinvents mobility”

- A new pre-paid mobility offer
  - > A pre-paid card
  - > A “Pay per Use” mode of consumption
  - > Tailor made services offer

For a week-end … Always available … Half a day ride … Occasional need

Mu by Peugeot: first for mobility!

Our customers

Urban drivers with active lifestyles, including owners of other brands and even non-owners

Our ambitions

- **European roll out in 2010**
  - > Paris
  - > Berlin
  - > Other major European cities
- **Ongoing enhancement of our mobility offer**
  - > New services built on our current developments in the field of electric products: cars, bicycles, scooters

Market share momentum in Europe

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Sales & Marketing 30%

Grow B2B market share from 14% to 18% by 2012

- Broaden our offer with electric vehicles, LCVs, connectivity
- A reinforced organisation
- 400 new business centres
- Grow international corporate contracts from 30 to over 200

Market share momentum in Europe

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Sales & Marketing
30 %

Increase residual values

- Reduce Total Cost of Ownership of future vehicles
- Professionalise management of used car flows

Market share momentum in Europe

Sales & Marketing
30 %

Used car operations

- Clear & distinct used car brand identities
- Develop efficient & coordinated operational management
- Establish operational standards

China

High growth markets 15%

Increase market coverage from 30% to 40%

- Launch of new sedan models
- Opening of 2nd Wuhan plant
- Extend engine & automatic transmission offer

Latin America

High growth markets 15 %

Increase market coverage from 40 % to 57 %

- Launch of new vehicles
- Argentina: focus on profitability
- Brazil: build market share

Russia

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High growth markets 15 %

Increase market coverage from 48 % to 77 %

- Start up of new JV production facility with MMC in Q1 2010
- Ramp up production of C Segment cars with full capacity of 125,000 vehicles in 2012

Brand management

Sales & Marketing
30 %

JD Power rating:
1st quartile for vehicles built in 2012

- Already top level for new product quality
- Improve performance in customer services

CRÉATIVE TECHNOLOGIE

→ January 2010

- Clear and distinct brand identities

Brand management

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Sales & Marketing 30 %

Increase satisfaction and loyalty

- Improve network professionalism and service quality
- Establish sales and delivery standards
- Share best practices across the network

SG&A

Production, Development, SG&A 55%

Reduce SG&A costs by €400m by 2012

- Own retail network
- G&A expenses
- Sales organisation efficiency

Our roadmap to profitability and growth

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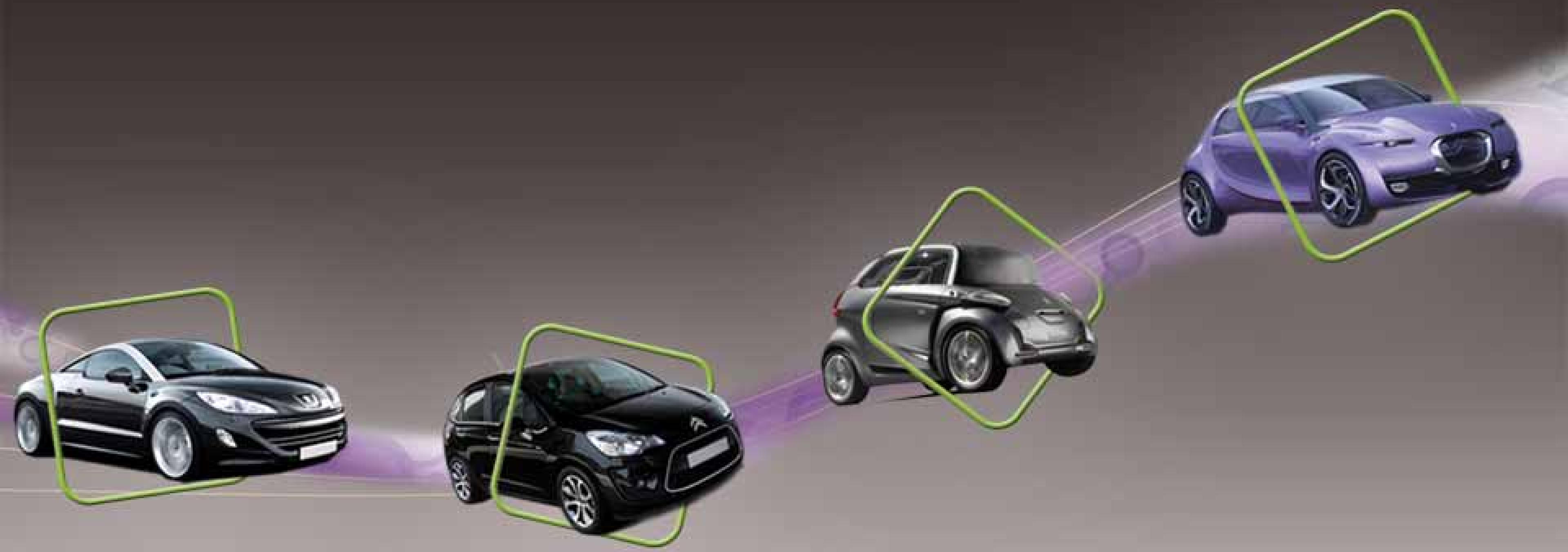
- Clear ambitions and adapted moyens
- Robust performance improvement
- Management team to deliver
- Solid financials

Appendix I



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Capacity utilisation

Production, Development, SG&A
55%

Increase capacity utilization in Europe from 81% in 2008 to 105% by 2012*

- Half from downsizing (Aulnay, Rennes)
- Half from volume throughput

* Hourly capacity x 16 hours x 235 days

Manufacturing productivity

Production, Development, SG&A 55%

Reduce production hours per vehicle by 20%

- 50% reduction in vehicle technical diversity
- Optimize plant occupation eg: Poissy, Mulhouse -20%
- Roll-out "PSA Excellence System" based on lean
- Volume contribution

Development productivity

Production, Development, SG&A
55%

Improve development productivity by 20%

- Increase number of repeat components from 30% to 50%
- Develop platform load & modules
- Increase procurement of vehicle functions from our top strategic suppliers from 25% to 50%
- Extend co-operations

SG&A

Production, Development, SG&A
55%

Reduce SG&A costs by €400m by 2012

- Own retail network
- G&A expenses
- Brand economic efficiency

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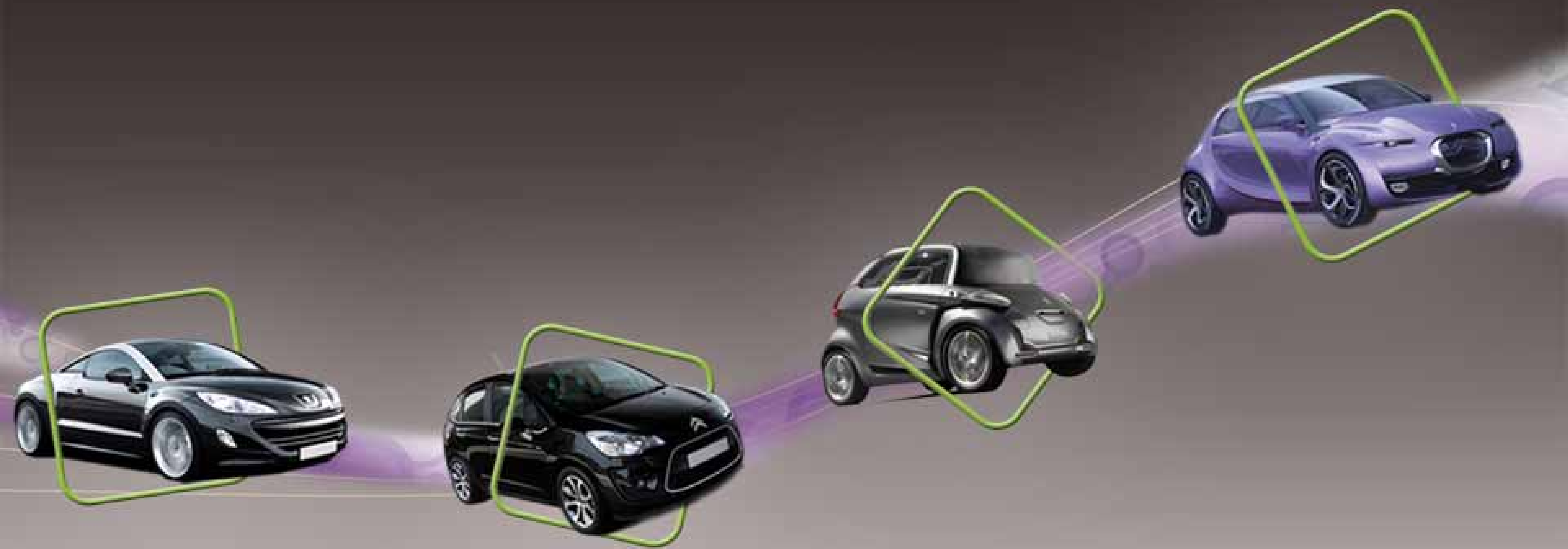
Appendix II



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Citroën C-Quatre Sedan China
C Segment
1st Half 2009

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2010 | 2011 | 2012

Citroën C5 Sedan China - D Segment
1st Half 2010

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2010 | 2011 | 2012