



# BUILT TO DRIVE GROWTH

Investor Day Presentation, October 4, 2018

TSX/NYSE: CP

#### FORWARD LOOKING STATEMENTS

The following investor presentation contains certain forward-looking information within the meaning of applicable securities laws relating, but not limited, to Canadian Pacific's operations, priorities and plans, anticipated financial performance, including our 2018 full-year guidance, business prospects, planned capital expenditures, financing strategies, programs and strategies. This forward-looking information also includes, but is not limited to, statements concerning expectations, beliefs, plans, goals, objectives, assumptions and statements about possible future events, conditions, and results of operations or performance.

Forward-looking information may contain statements with words such as "anticipate", "believe", "expect", "plan", "financial expectations", "key assumptions", "outlook", "guidance", or similar words suggesting future outcomes.

Undue reliance should not be placed on forward-looking information as actual results may differ materially from the forward-looking information. Forward-looking information is not a guarantee of future performance.

By its nature, CP's forward-looking information involves numerous assumptions, inherent risks and uncertainties that could cause actual results to differ materially from the forward-looking information, including but not limited to the following factors: changes in business strategies; general North American and global economic, credit and business conditions; risks in agricultural production such as weather conditions and insect populations; the availability and price of energy commodities; the effects of competition and pricing pressures; industry capacity; shifts in market demand; inflation; changes in laws and regulations, including regulation of rates; changes in taxes and tax rates; potential increases in maintenance and operating costs; uncertainties of investigations, proceedings or other types of claims and litigation; labour disputes; risks and liabilities arising from derailments; transportation of dangerous goods; timing of completion of capital and maintenance projects; currency and interest rate fluctuations; effects of changes in market conditions and discount rates on the financial position of pension plans and including long-term floating rate notes; and investments, various events that could disrupt operations, including severe weather, droughts, floods, avalanches and earthquakes as well as security threats and governmental response to them, and technological changes.

The foregoing list of factors is not exhaustive. These and other factors are detailed from time to time in reports filed by CP with securities regulators in Canada and the United States. Reference should be made to "Management's Discussion and Analysis of Financial Condition and Results of Operations" in CP's annual and quarterly reports filed on Form 10-K and 10-Q, respectively.

Forward-looking information is based on current expectations, estimates and projections and it is possible that predictions, forecasts, projections, and other forms of forward-looking information will not be achieved by CP. Except as required by law, CP undertakes no obligation to update publicly or otherwise revise any forward-looking information, whether as a result of new information, future events or otherwise.



#### NOTE ON NON-GAAP MEASURES

Except where noted, all figures are in millions of Canadian dollars.

Financial information is prepared in accordance with accounting principles generally accepted in the United States of America (U.S. GAAP), unless otherwise noted.

CP presents non-GAAP earnings information in this presentation to provide a basis for evaluating underlying earnings trends that can be compared with the prior period's results.

It should be noted that CP's non-GAAP earnings as described in this presentation, have no standardized meanings and are not defined by U.S. GAAP and, therefore, are unlikely to be comparable to similar measures presented by other companies.

For further information regarding non-GAAP measures see the Non-GAAP Measures section of the press release on our website at investor.cpr.ca.

Although CP has provided in this presentation forward-looking adjusted net debt to adjusted EBITDA and adjusted return on invested capital ("adjusted ROIC"), which are non-GAAP measures, it is not practicable to provide reconciliations to forward-looking reported net income or long-term debt including long-term debt maturing within one year, the most comparable GAAP amounts used to calculate net debt to EBITDA, or ROIC, the most comparable ratio computed using GAAP amounts, due to unknown variables and uncertainty related to future results.

These unknown variables may include unpredicted transactions of significant value. In past years, CP has recognized significant asset impairment charges and management transition costs related to senior executives. These or other similar, large unforeseen transactions may affect net debt to EBITDA or ROIC but may be excluded from CP's adjusted net debt to adjusted EBITDA or adjusted ROIC.

Additionally, the Canadian-to-U.S. dollar exchange rate is unpredictable and can have a significant impact on CP's reported results but may be excluded from CP's adjusted EBITDA used to calculate adjusted net debt to adjusted EBITDA. In particular, CP's 2018 adjusted EBITDA used to calculate adjusted net debt to adjusted EBITDA excludes the FX impact of translating the Company's U.S. dollar denominated long-term debt.





#### WE REBUILT THE ENGINE

#### IMPROVED

**OPERATING PERFORMANCE** 

Longer, faster trains and less dwell time.

#### CULTURE

**OF ACCOUNTABILITY** 

Railroader attitude: Do what you said you'll do.

## INVESTED IN THE NETWORK

Upgraded to improve performance and increase capacity.

#### LOWERED

**COST BASE** 

Unprecedented margin improvement.

## STREAMLINED ASSETS

Right-sized resources to optimize our network.

## TEAM

Handpicked team.
Best in the business.

#### PRECISION

**RAILROADING** 

Precision planning and execution to optimize service and control costs.

## SERVICE

Leveraging our strengths to deliver superior value to our customers.



#### NOW WE'RE DRIVING GROWTH

#### DIVERSIFIED

**BOOK OF BUSINESS** 

Balanced portfolio of industries, regions and markets.

## INCREASED CAPACITY

Efficiencies and network investments mean we have the ability to do more.

#### VALUE

**DRIVEN** 

Disciplined approach to valuing our service. We won't commoditize ourselves.

## RIGHT CULTURE & TEAM

Accountable, collaborative, passionate team of railroaders.

#### RESILIENT

**PERFORMANCE** 

Operating model performs in upturns and downturns.

## FOOTPRINT

Strong network with shortest routes to major centers and ability to extend reach.

## SERVICE INNOVATION

Supply chain collaboration to enhance our service offering.

#### DISCIPLINED

**APPROACH** 

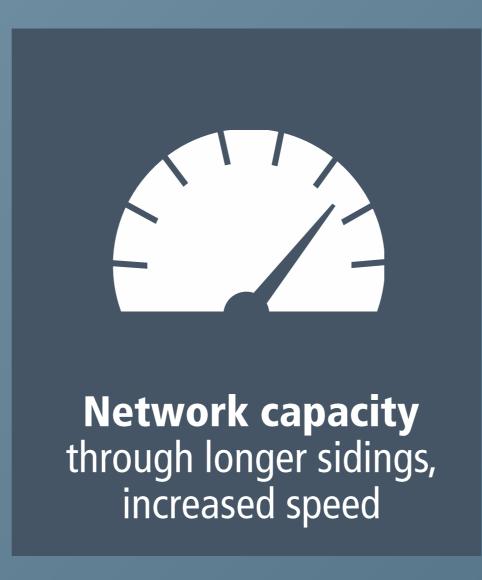
Pursuing the right customers in the right lanes to grow our business.



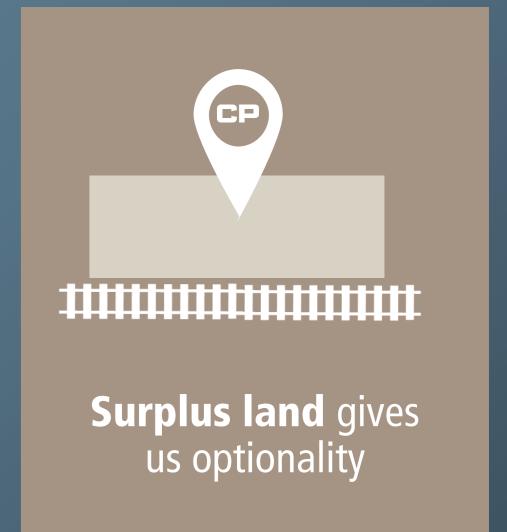
### ROOM TO GROW















#### VANCOUVER

#### UNMATCHED ABILITY TO EXPAND FOOTPRINT IN CANADA'S LARGEST TRADE GATEWAY

- Intermodal facility operating well below capacity
- CP owns >100 acres of vacant land adjacent to existing facility
- Provides optionality: ability to grow existing operations and provide customer solutions



## CHICAGO

#### Bensenville Yard

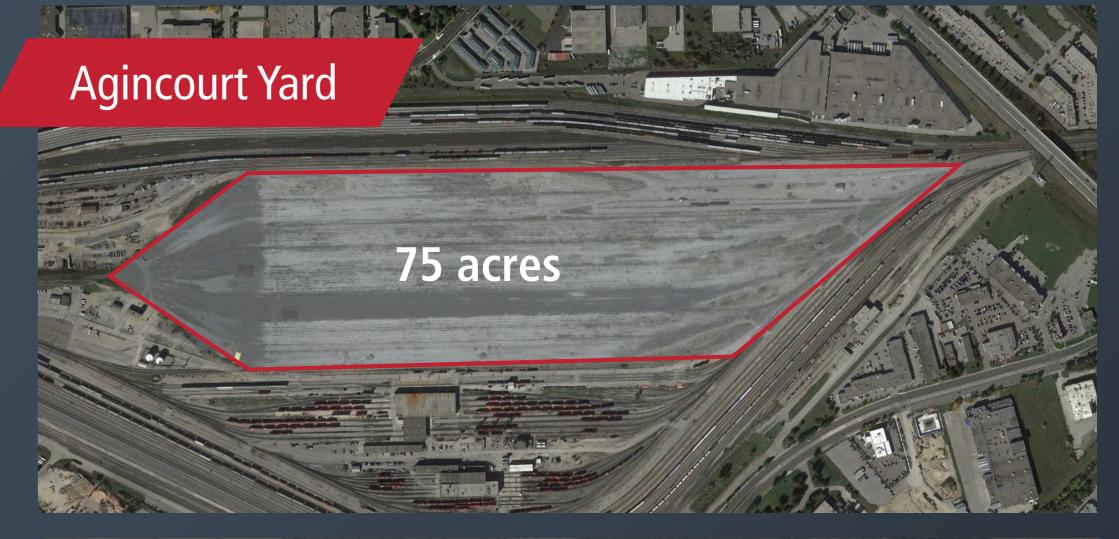
- Room to grow within existing footprint
- Tentative real estate agreement to add capacity, potential to build state-of-theart intermodal facility

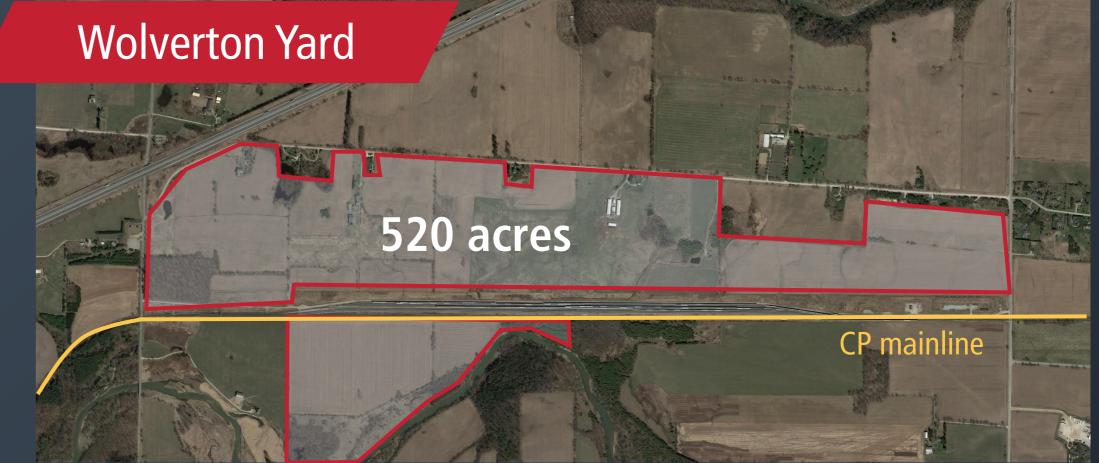




### TORONTO



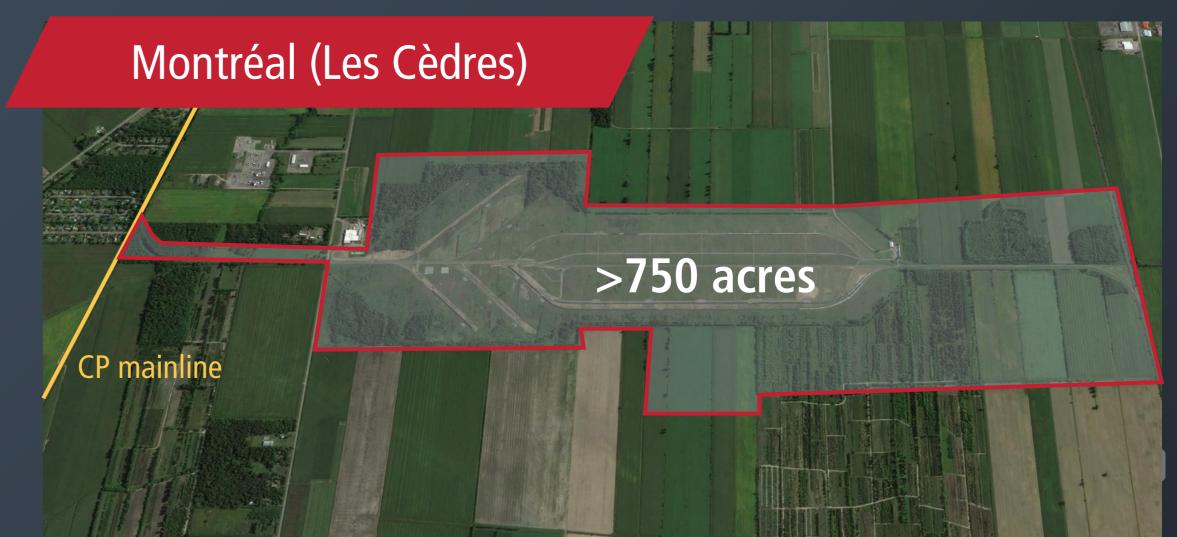




#### MORE ROOM TO GROW









# UNIQUELY BUILT TO DRIVE SUSTAINABLE, PROFITABLE GROWTH

**EVOLUTION** 

**PEOPLE** 

THE PLAYBOOKS

**TOTAL TRANSPORTATION PRODUCT** 

**ROOM TO GROW** 



## DRAMATIC EVOLUTION OF SALES & MARKETING

PRE-2012: COMMERCIALLY-DRIVEN

**2012–2016:** OPERATIONALLY-DRIVEN

**2017 & BEYOND:**SUSTAINABLE, PROFITABLE GROWTH

**PEOPLE** 

Large team, centralized, bureaucratic

**FOCUS** 

Price key lever, poor service, all things to all customers

**PHILOSOPHY** 

Call center mentality, disconnected from operations

Rebuilt the team, sales-focused, decentralized

Sell PSR, simplify the business

Rebalanced book of business, introduced accountability

**High-performance team** of innovators, collaborators, strategists

Disciplined selling to our **playbooks** 

Creating a **Total Transportation Product** 



#### RIGHT PEOPLE, RIGHT CULTURE

High-performance sales culture, built and incented to deliver sustainable, profitable growth

Culture
of market innovators,
collaborators and
strategists, driven
to deliver value

Realignment
of our business units
to narrow our focus
and drive quicker
execution of our
market strategies

Collaboration
across departments to
sell strategically and
grow responsibly









**FINANCE** 



**OPERATIONS** 



#### CREATING THE PLAYBOOKS

Our **playbooks** define the market strategies for driving sustainable, profitable growth

- How we identify our partners who best fits our franchise
- Where to sell leverage our franchise strengths
- Optimize assets trains, equipment, capacity



#### A TOTAL TRANSPORTATION PRODUCT



Industry-leading service

founded in precision railroading



Network development

to provide greater reach and optionality



**Enhanced product offering** 

more than just service from A to B



Improved customer experience

with greater ease of doing business



Leveraging information systems

to drive supply chain efficiency and transparency

















# **A STRONG**



























































































#### INTERMODAL AND AUTOMOTIVE

Strong track record in Domestic intermodal

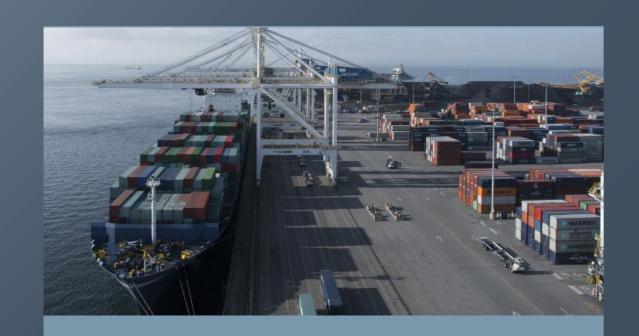
Revamped product in International intermodal

Early stages of our Automotive playbook

 Room to grow – ports, inland terminals, network, equipment



## INTERMODAL & AUTOMOTIVE ROOM TO GROW



#### **PORT EXPANSIONS**

GCT Deltaport (Vancouver) expanding rail capacity by 50%

Centerm (Vancouver) announced plans to expand by 66%



#### **NETWORK**

Turnaround generated network throughput capacity

Extended sidings enable longer trains



#### **EQUIPMENT**

Newest fleet of gensets with state-of-the-art telematics

One of the largest fleets of temp-controlled containers

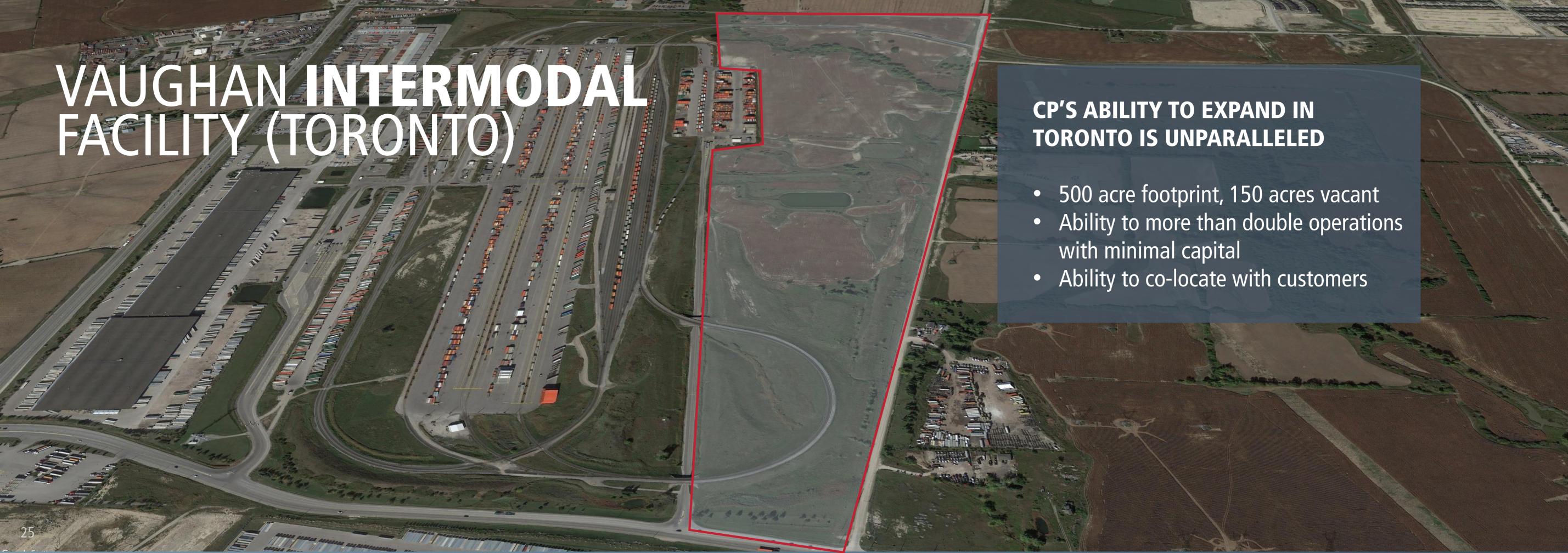


#### **INLAND TERMINALS**

Surplus capacity ~20% within existing terminals

Ability to expand existing footprints



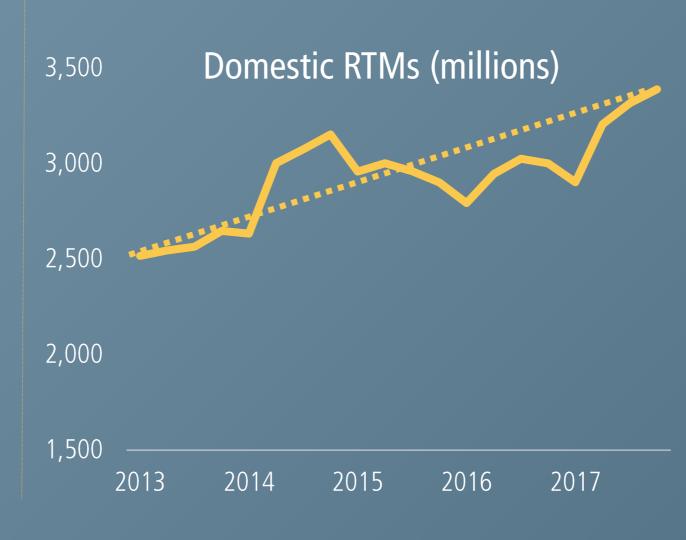


### DOMESTIC INTERMODAL PLAYBOOK

#### LEVERAGING OUR NETWORK STRENGTHS AND BEST-IN-CLASS SERVICE

- Flagship transcontinental service
- E-commerce driving growth in courier
- Industry leader in retail
- Strong growth in temperature-controlled service
- Customer co-location makes business sticky









#### INTERMODAL DEMAND MANAGEMENT

#### **USING INNOVATION TO CREATE CAPACITY**

- Intermodal demand peaks Wed-Fri
- Consistent train sizes = asset utilization and network balance
- Developed in-house Demand Management program
- Smoothed demand by moving volumes to offpeak days

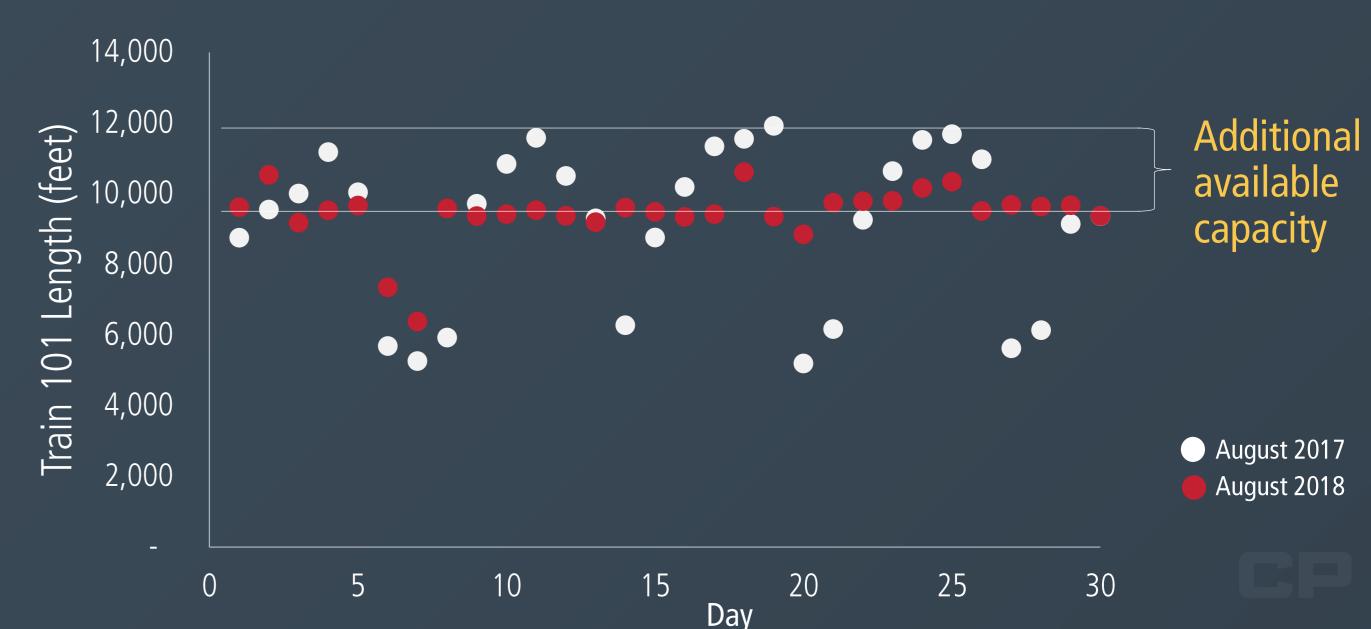


Customers provide Requested Arrival Dates (RADs)



Custom in-house technology optimizes train operations based on RADs

#### REDUCED TRAIN SIZE VARIABILITY, SUBSTANTIAL CAPACITY CREATED



## VANCOUVER-DETROI **OHIO VALLEY** NTERNATIONAL NTERMODAL PLAYBOOK

#### **GREATER REACH**

#### **DETROIT SERVICE**

#### **UP TO 48 HOURS FASTER**

- Daily service, up to 48 hours faster than competitors
- Ability to expand Detroit terminal for future growth

#### **OHIO VALLEY**

#### **NEW MARKET**

- Connection with G&W to extend reach to Jeffersonville, OH
- Import auto parts from Asia, backhaul export grain







### INTERNATIONAL INTERMODAL PLAYBOOK

**ENHANCED PRODUCT** 



















### INTERNATIONAL INTERMODAL PLAYBOOK

#### **ENHANCED PRODUCT**













#### INTERNATIONAL MARKET 2019 AND BEYOND

- Existing CP customers secured through 2020+
- Contracts up for bid in 2019 and beyond worth \$600 million
- Pursuing business that fits well with our network, leverages our strengths

**CP** 









**AVAILABLE MARKET** 













## THE AUTOMOTIVE INDUSTRY'S CHALLENGE





## AUTOMOTIVE PLAYBOOK

- De-marketed business that did not align with precision railroading
- Early stages of our Automotive playbook
  - New team in place
  - Building customer relationships
  - Seeking partners who best match our franchise strengths
- Early wins in the market e.g. Glovis



## AUTOMOTIVE MARKET 2019 AND BEYOND

- Existing CP customers secured through 2020+
- Contracts up for bid in 2019 and beyond worth \$400 million
- New business with Glovis starting in 2020
- Same disciplined approach pursuing partners who fit well with our franchise
- Industry-leading service awarded best North American rail service provider by Honda

CP







AVAILABLE MARKET

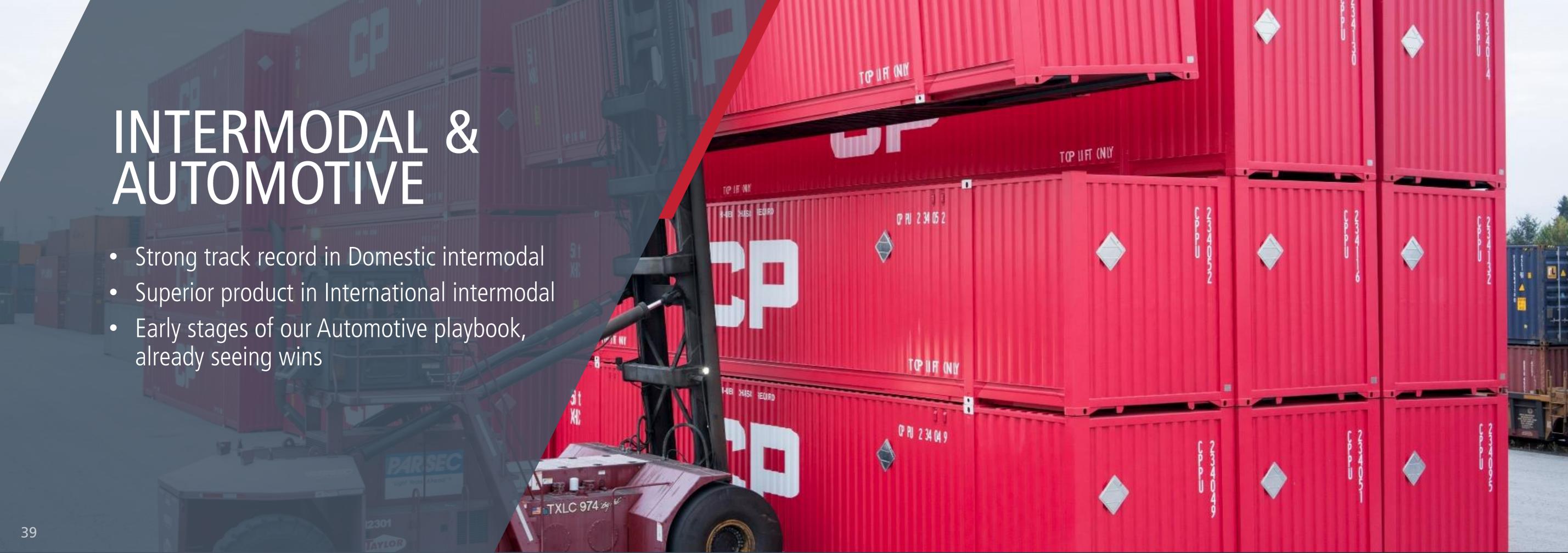










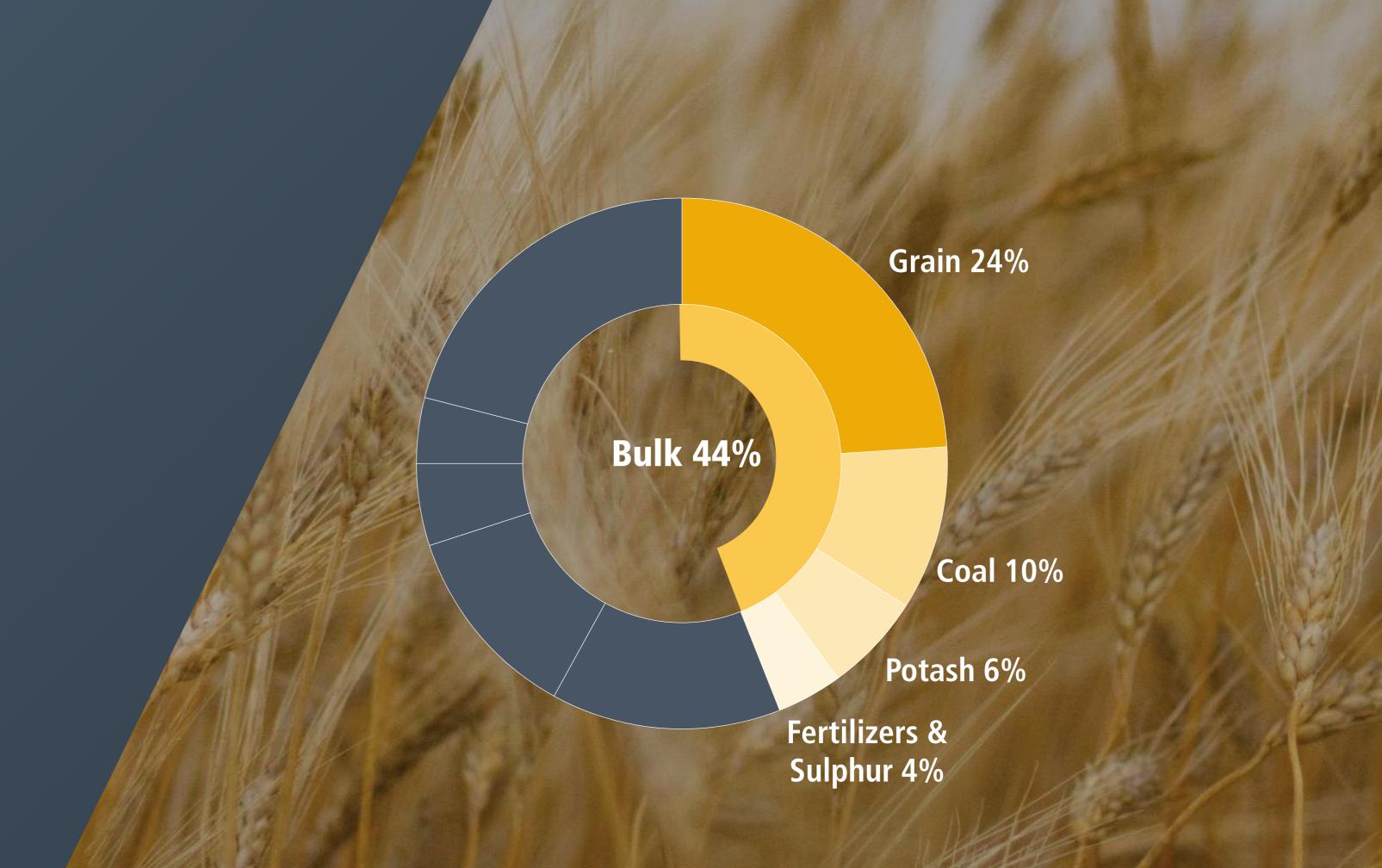




### GRAIN & FERTILIZERS

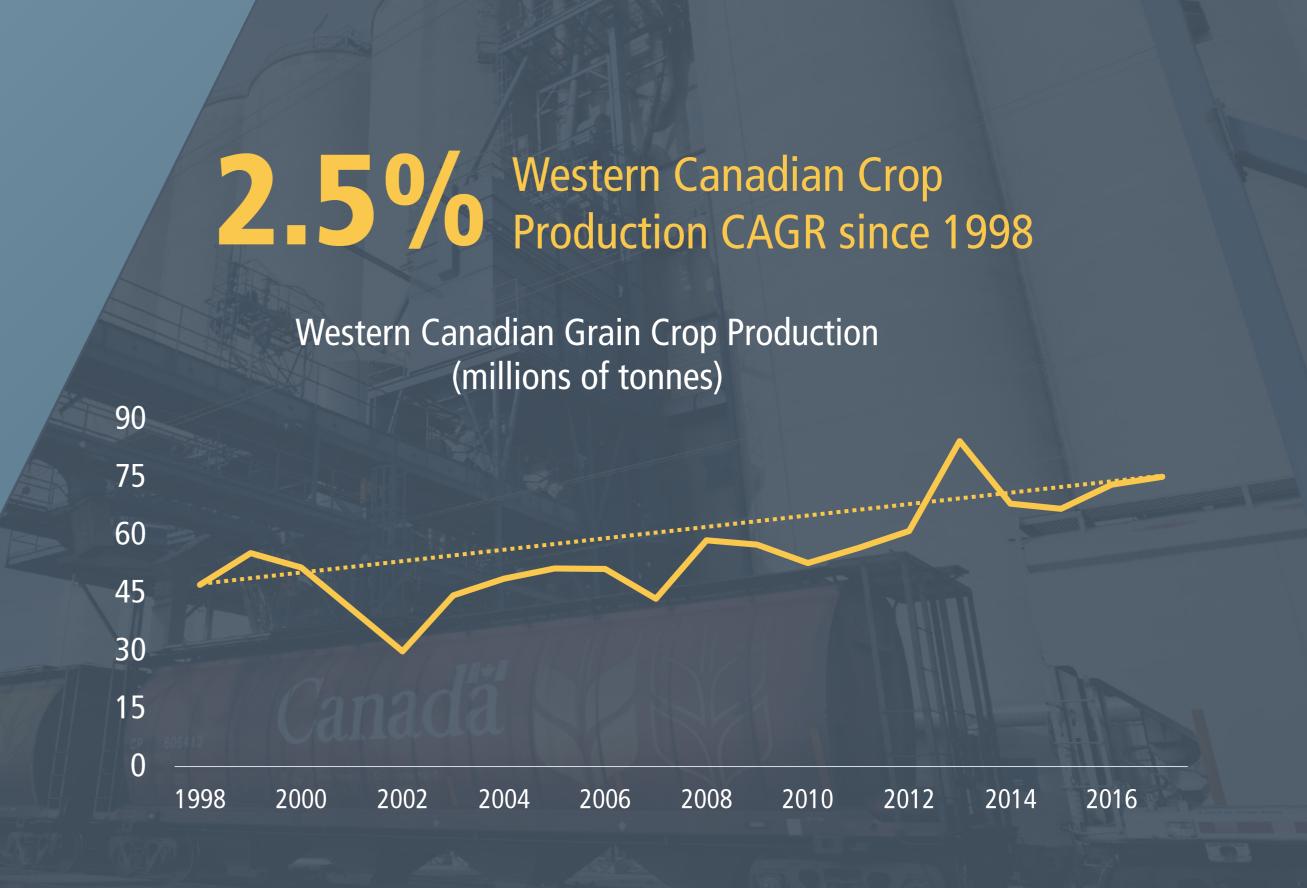
#### **GRAIN IS CP'S LARGEST LINE OF BUSINESS**

- Partnerships with grain companies attract elevator investments to CP's network
- Industry-leading service keeps grain flowing to CPserved elevators
- Diverse commodities and large origination networks in both Canada and U.S.



# THE GRAIN INDUSTRY IS GROWING

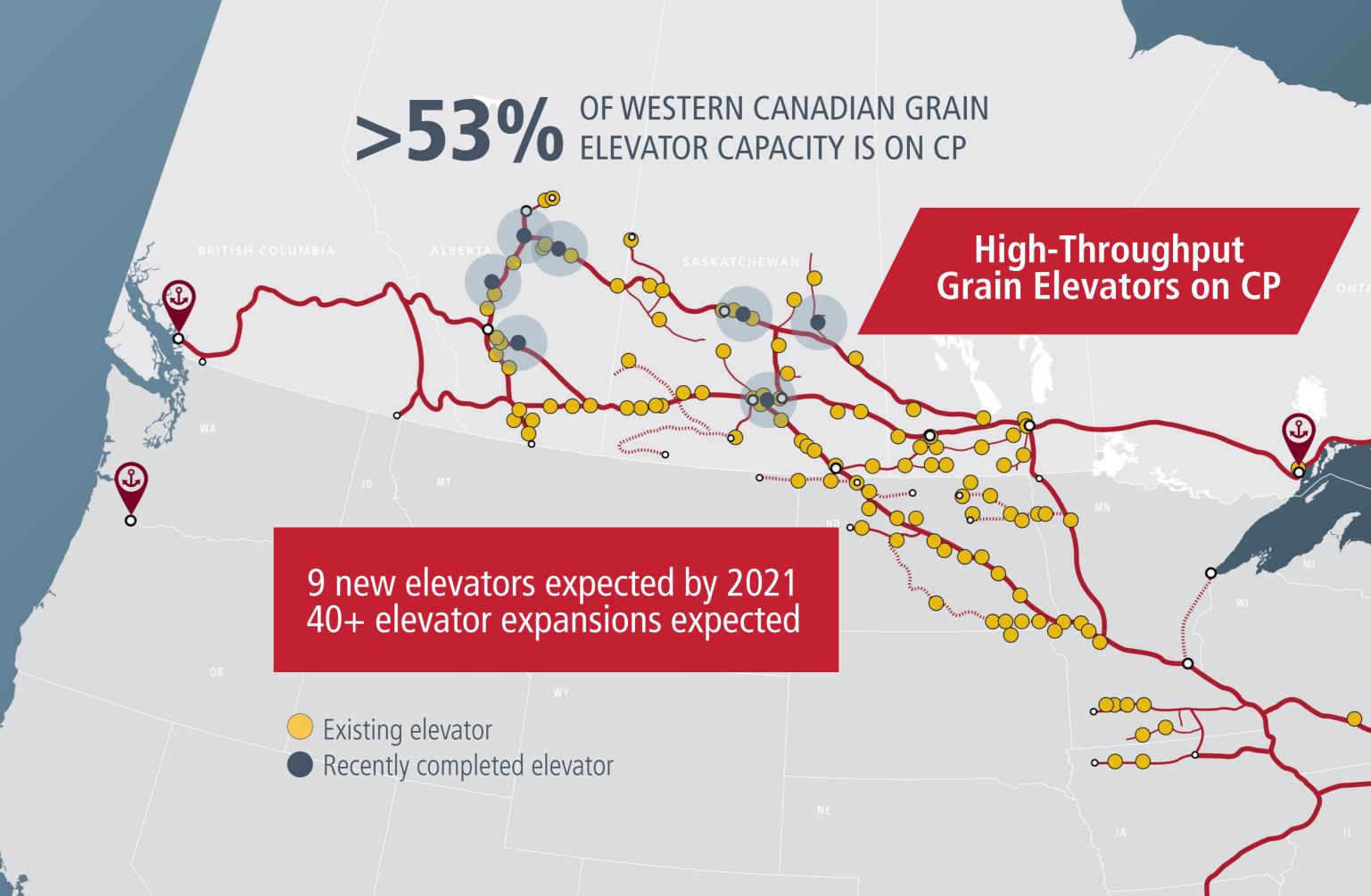
- North American crop production steadily increasing through higher yields
- Global grain demand increasing with population growth and dietary trends
- Demand from Asia growing exports through West Coast
  - West Coast Canadian grain exports have increased by 40% over past 5 years



STRONG ORIGINATION NETWORK

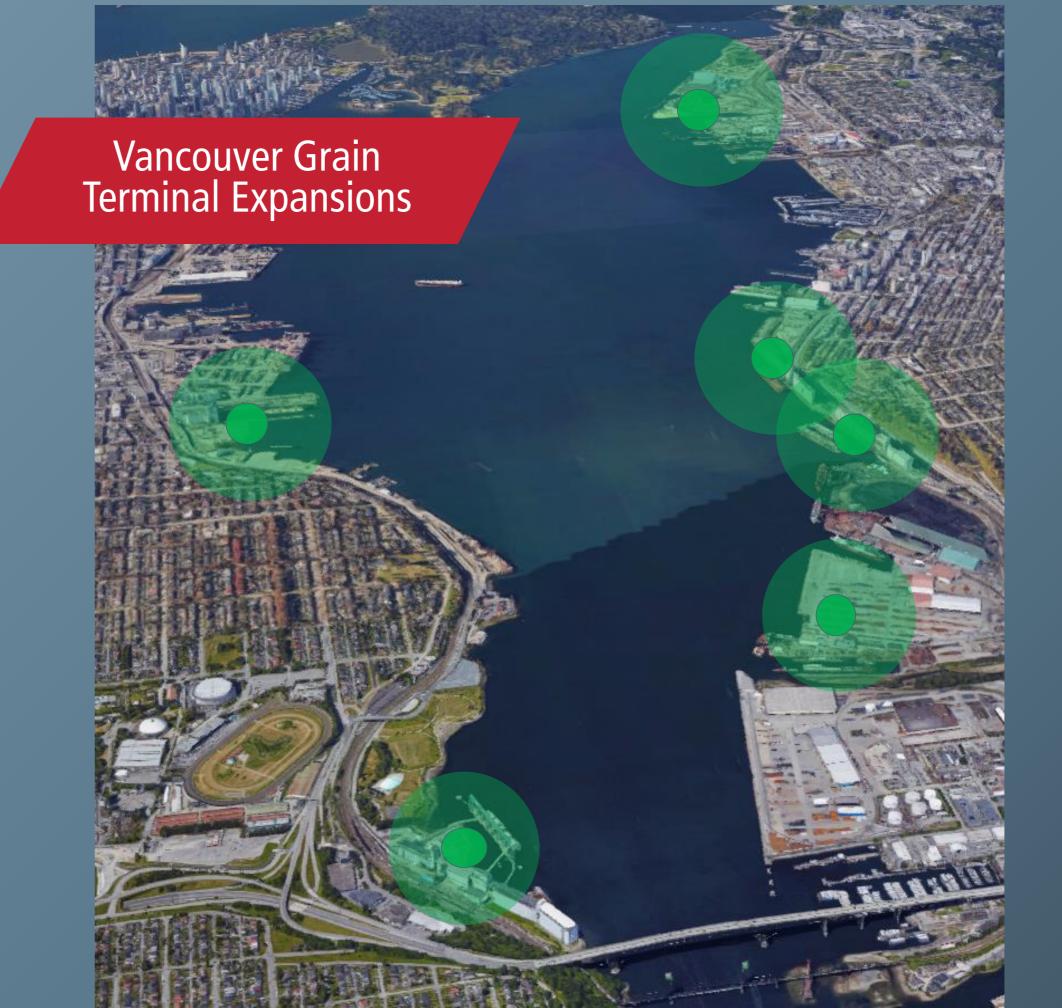
#### **GRAIN ELEVATORS HAVE EVOLVED**

- Industry has moved to high-throughput elevators
- 145 elevators load 85% of Western Canadian grain
- Grain companies have invested \$1.5B in elevator infrastructure over past 5 years
- New elevators are being built to CP's 8,500-foot model



## EXPANDING PORT TERMINALS

- Grain terminal investments in Vancouver have nearly doubled capacity over the past 5 years
- \$1.3 billion in Vancouver port infrastructure investment to increase capacity
  - Expansions at existing terminals
  - New terminals from G3 and P&H
- Still more throughput capacity to be realized





# THE GRAIN PLAYBOOK CP'S 8,500-FOOT HIGH EFFICIENCY PRODUCT (HEP)



**20% more grain** per train vs. current 7,000-foot trains



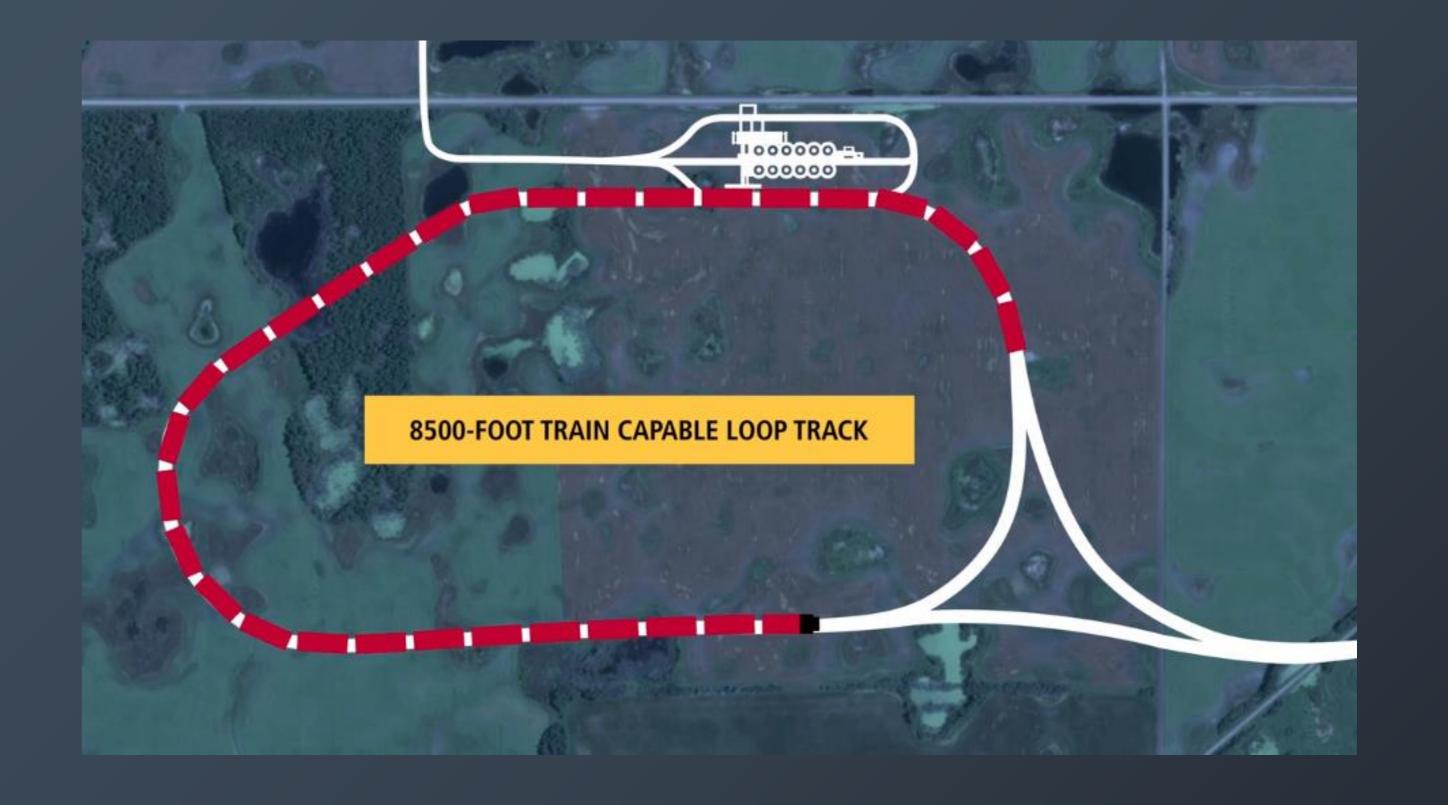






# ELEVATORS BUILT FOR CP 8,500-FOOT TRAINS

- New loop track elevators capable of loading 8,500-foot trains in 16 hours
- CP's power-on model keeps entire train intact for faster loading and departure
- Efficiency gains for both grain shippers and CP
- Existing elevators also expanding to load 8,500-foot trains





## CP IS INVESTING IN GRAIN

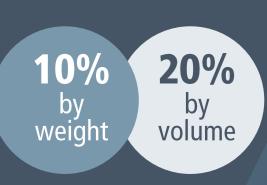
#### CP'S \$500 MILLION INVESTMENT IN NEW HIGH-CAPACITY GRAIN HOPPERS

- Substantial benefits for CP, customers, farmers, and supply chain partners
- Capacity bigger and shorter, more grain per train
- Efficiency allow for faster loading and unloading
- Reliability more reliable, lower maintenance

MORE GRAIN PER CAR







MORE CARS
PER TRAIN





MORE GRAIN PER TRAIN

15% Increase

on today's 7,000-foot dedicated train model



## THE FUTURE OF GRAIN TRANSPORTATION



#### **TODAY**

Low-capacity hoppers

7,000-foot train

**10,400** tonnes of wheat per train

15% more grain per train



#### **NEW HOPPERS**

High-capacity hoppers

7,000-foot train

**12,000** tonnes of wheat per train

25% more grain per train



#### **FUTURE**

High-capacity hoppers

8,500-foot train

**15,000** tonnes of wheat per train

>40% more grain per train

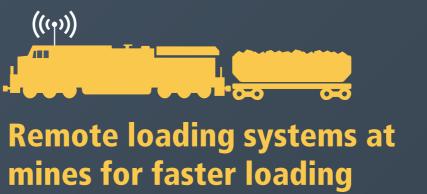


# INDUSTRY LEADER IN COAL

- CP moves 85% of Canadian export metallurgical coal
- Direct access to mines in southeastern B.C.
- Shortest route to Vancouver export terminals
- Collaboration with mines and ports to operate a world-class supply chain
- Focus on ongoing operational improvements

>20%

**Cycle time improvement** since 2012





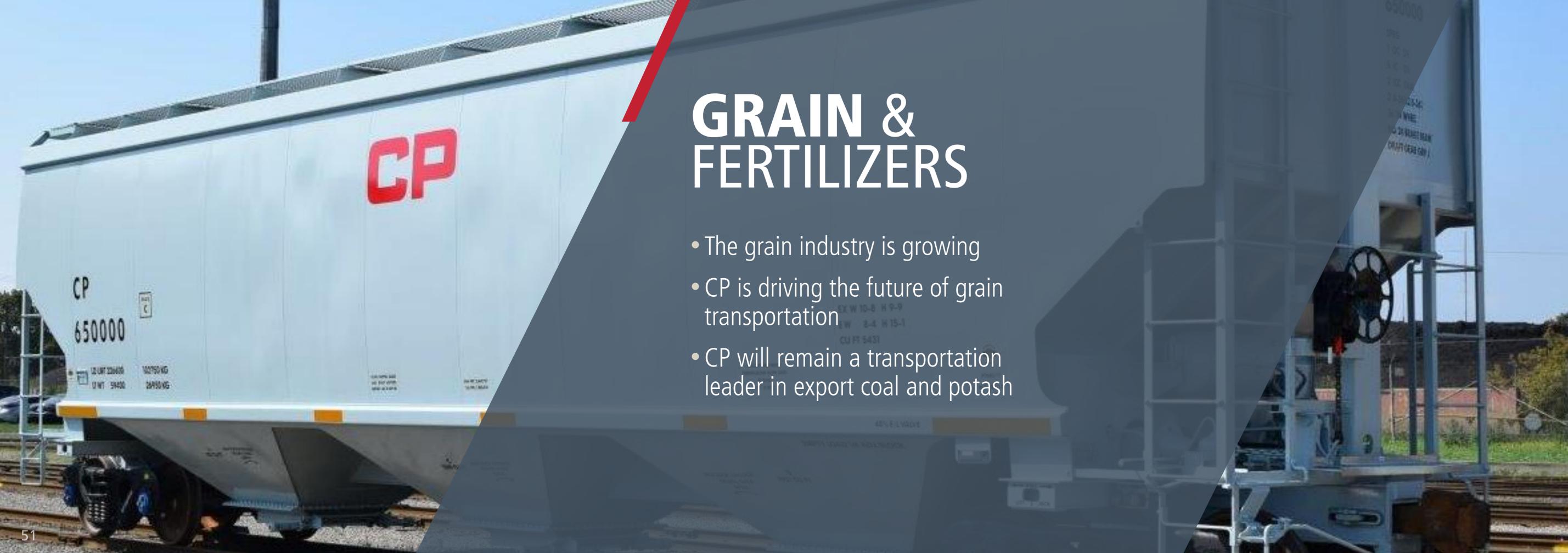
# INDUSTRY LEADER IN POTASH

- CP ships 70% of potash moving in North America
- Direct access to all mines
- Shortest routes to West Coast export terminals
- Highly efficient train operations; exploring opportunities for further efficiencies

Export potash train length (Vancouver)









ECP & MERCHANDISE

### PRECISION SCHEDULED RAILROADING NEEDS PRECISION MARKETING

- Broad and diversified portfolio; unique playbooks for each market
- Early stages of executing playbooks in Merchandise
- Strong, sustainable growth in Energy, Chemicals & Plastics (ECP)



## MERCHANDISE

EARLY INNINGS OF MERCHANDISE PLAYBOOK, TREMENDOUS GROWTH OPPORTUNITIES

What we need in order to grow:

- ✓ Best-in-class service that delivers superior value to customers
- ✓ Low cost base that allows us to participate in competitive markets
- ✓ Access to low-cost capacity
- ✓ Build relationships, earn customers' trust

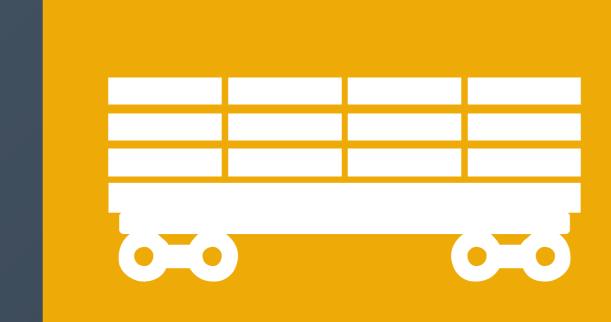


### MERCHANDISE PLAYBOOK



Maximizing Our Existing Franchise

Focus on business that fits naturally on CP



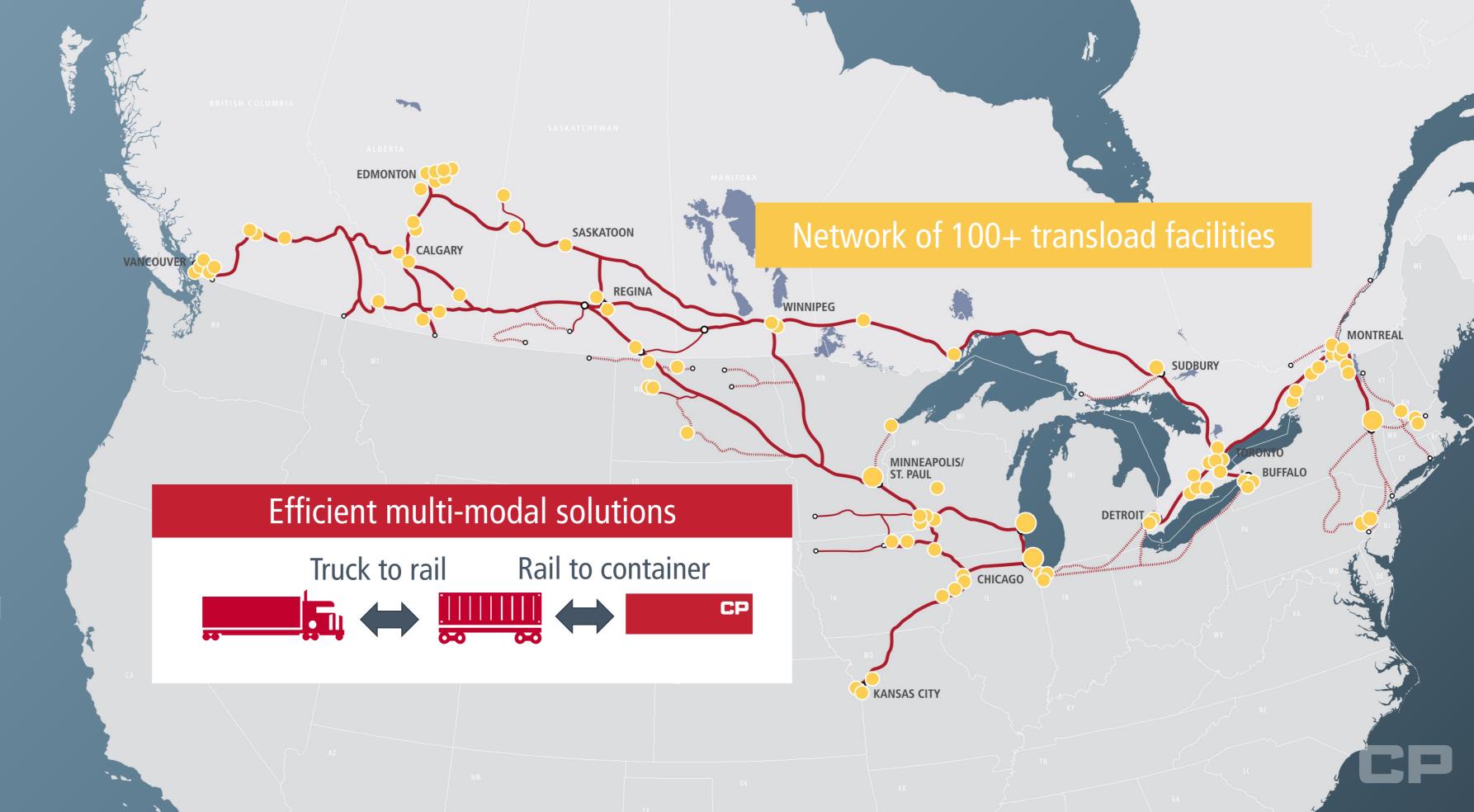
Optimizing Equipment

Better equipment allocation, securing customer commitments



# EXTENDING OUR REACH

- Transloads create efficient multi-modal logistics solutions
- More than bringing business to the rail connecting supply chains to access new markets
- Leveraging transload facilities and existing footprint to grow



TRANSCARE LOGISTICS

#### TRANSCARE HAMILTON

• CP acquired Steelcare Inc. and created Transcare Logistics, a wholly-owned subsidiary of CP

- Largest, most efficient steel transload in Canada

- Expanded existing facility
- Brought on new business with Georgia Pacific
- Room to expand with other commodities



### ROOM TO GROW

#### LEVERAGING OUR FOOTPRINT TO CREATE UNIQUE GROWTH OPPORTUNITIES

- Recently de-marketed low-margin Expressway intermodal business
- Freed up valuable real estate in two of Canada's largest population centers
- Direct access to highways
- Unique opportunities to create multicommodity logistics centers







## SHORT LINE CONNECTIONS

## COLLABORATING WITH SHORT LINE AND REGIONAL RAILROADS TO EXTEND OUR REACH

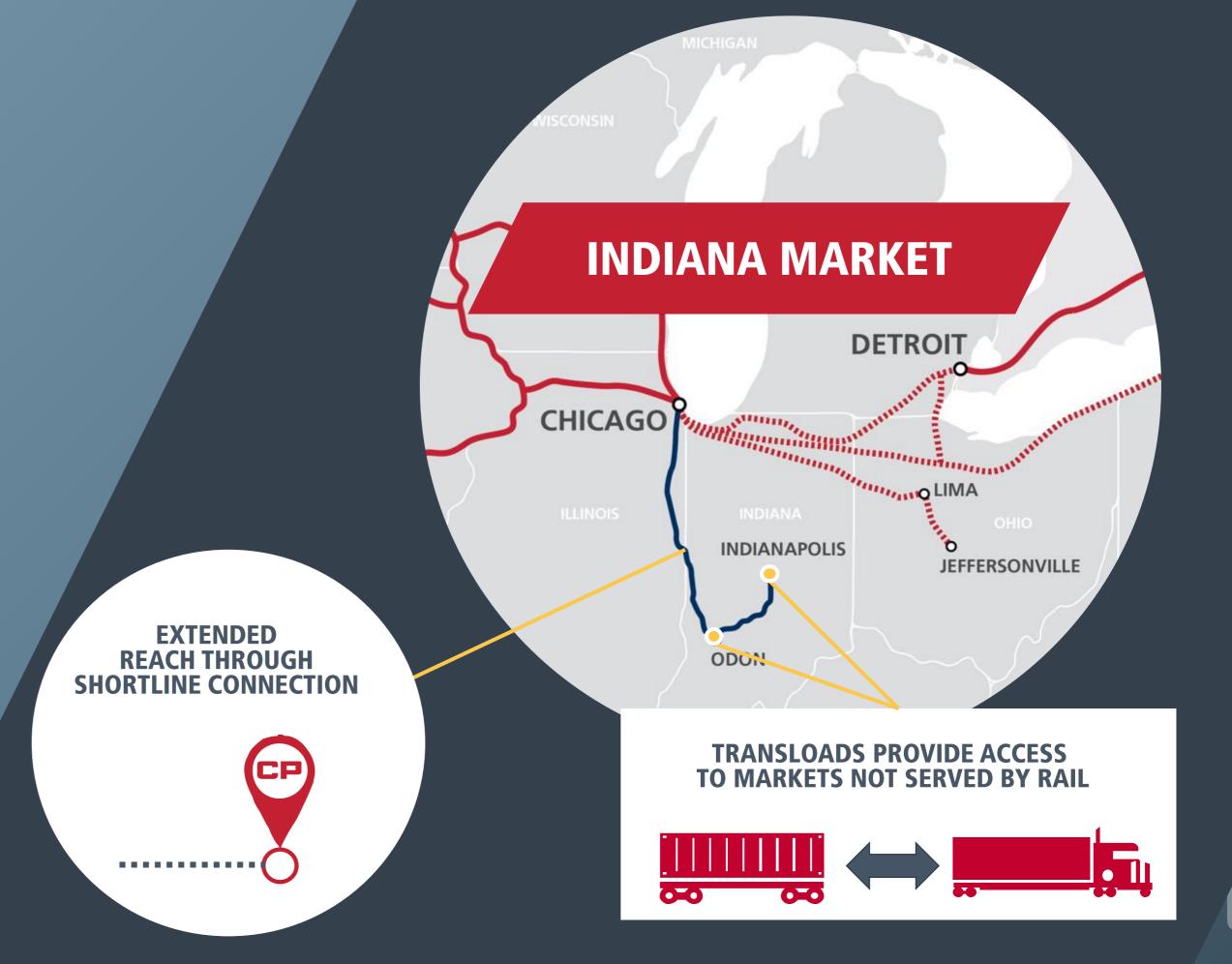
- Short line connections are crucial to CP's merchandise business
  - 59% of merchandise business touches a short line railroad
  - Short line business has grown 23% this year
- Recent short line and regional railroad conference
  - 39 railroads represented by 100 attendees
  - Identified opportunities, strengthened relationships



## EXTENDING OUR REACH

#### INDIANA MARKET – TYING IT ALL TOGETHER

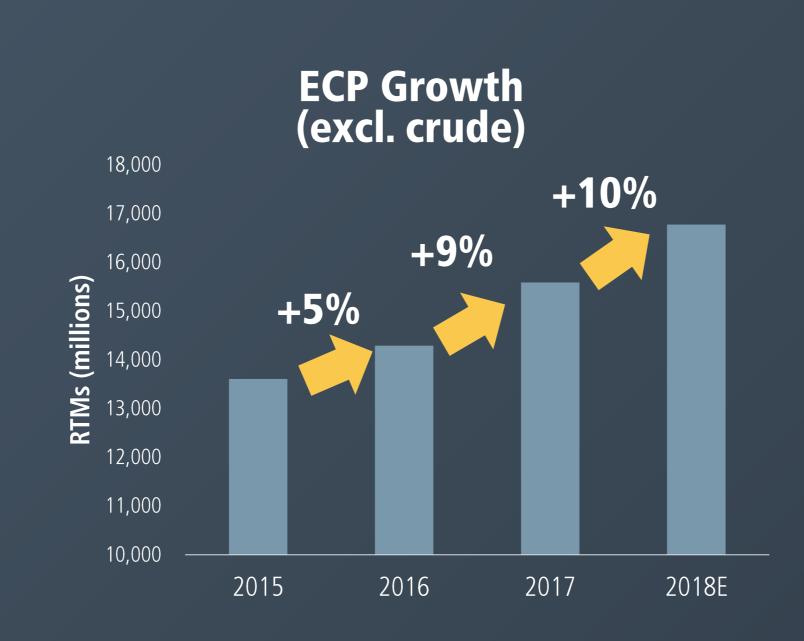
- Connection with Indiana Railroad (INRD) extends CP's reach
- Indianapolis is the 12th largest city in the U.S. and a single day's truck haul to 80% of the country
- Indianapolis transload facility provides multi-product handling and easy truck access to interstate highways
  - 15 acre facility scalable to 30 acres





#### STRONG GROWTH IN ECP

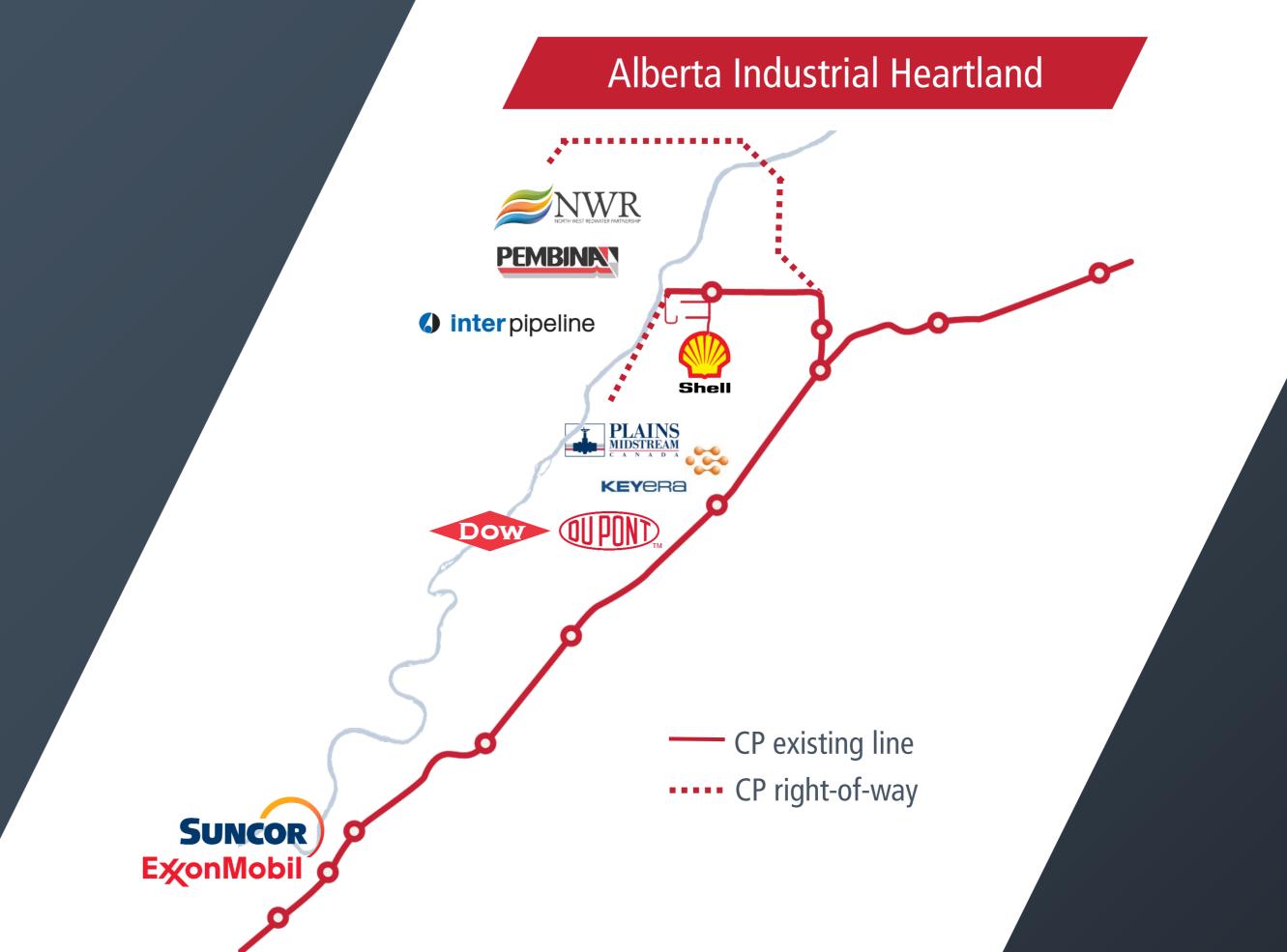
- High margin traffic, growth at low incremental cost
- Direct access to key domestic and export markets
- Alberta Industrial Heartland near Edmonton driving growth in refined fuels, LPG, chemicals, plastics
- Winning business on value of service





## ALBERTA INDUSTRIAL HEARTLAND

- Billions of dollars being invested by public and private sector
- Growth is sustainable and diversified
- CP land holdings provide strategic access to new developments
- Uniquely positioned to grow: enhancing our service, pursuing ideal partners



#### ENHANCING OUR SERVICE

#### THE ENERGY TRAIN

- Collaborated with operations to create a total transportation product for energy and chemicals
- Growth opportunities in LPG, refined products, chemicals
- Better asset utilization, higher margins
- Winning business on service, not price



#### RAPID GROWTH, ROOM TO EXPAND



Future: ability to add a locomotive for additional train capacity









## CP IS UNIQUELY BUILT TO DRIVE SUSTAINABLE, PROFITABLE GROWTH

Industry leading team

Foundation in precision scheduled railroading

Room to grow

Robust pipeline of growth initiatives

Strong and diversified book of business

MID-SINGLE DIGIT RTM GROWTH 2018-2020







## GROWING AT A LOW INCREMENTAL COST

FURTHER OPPORTUNITIES FOR MARGIN IMPROVEMENTS

Strategic investments

Longer, heavier trains

Increased asset velocity

Improved fuel efficiency

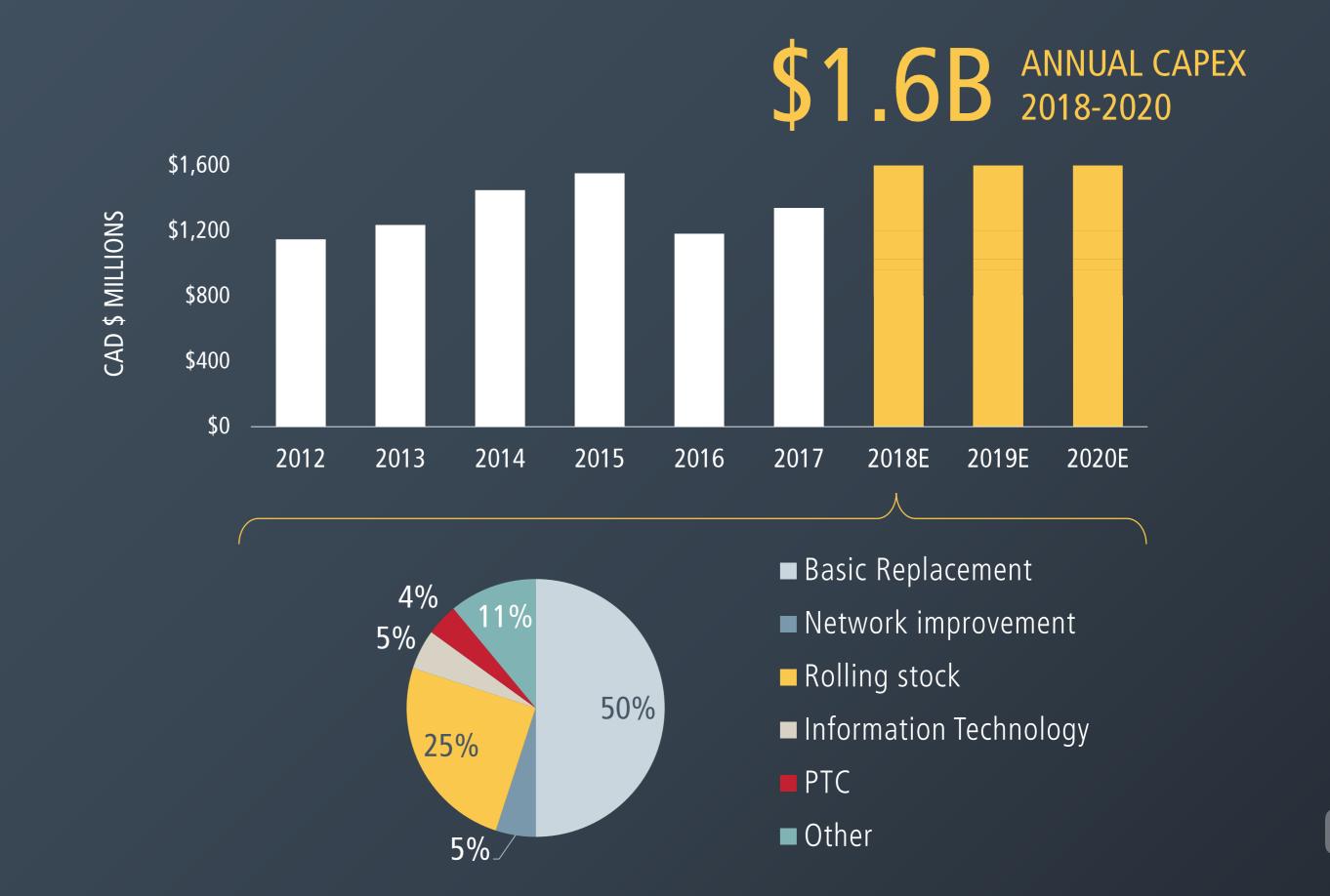
Leveraging labor agreements

Strong pricing environment



### REINVESTING INTHE BUSINESS

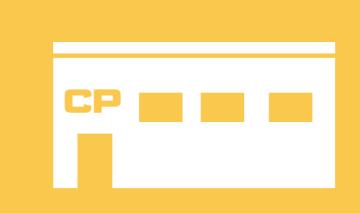
- A proactive, disciplined approach to capital deployment
  - Ability to adapt quickly to changing market conditions
- Management aligned with shareholder interests
  - Long term compensation tied to ROIC



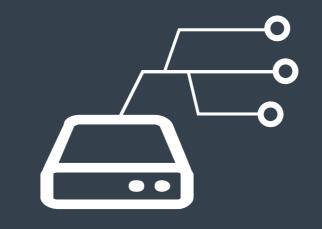
## STRONG PIPELINE OF HIGH RETURN PROJECTS



Enhancements
Increasing fluidity
and capacity

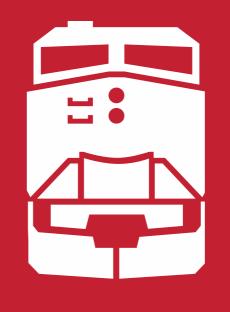


Industrial
Development
Enhancing efficiency
and accessibility



Infrastructure
Improving customer
experience and
information availability

IT Equipment &



Locomotive
Modernization
Leveraging existing assets,
improving reliability



High Capacity
Grain Hoppers
Increasing capacity,
reducing operating costs

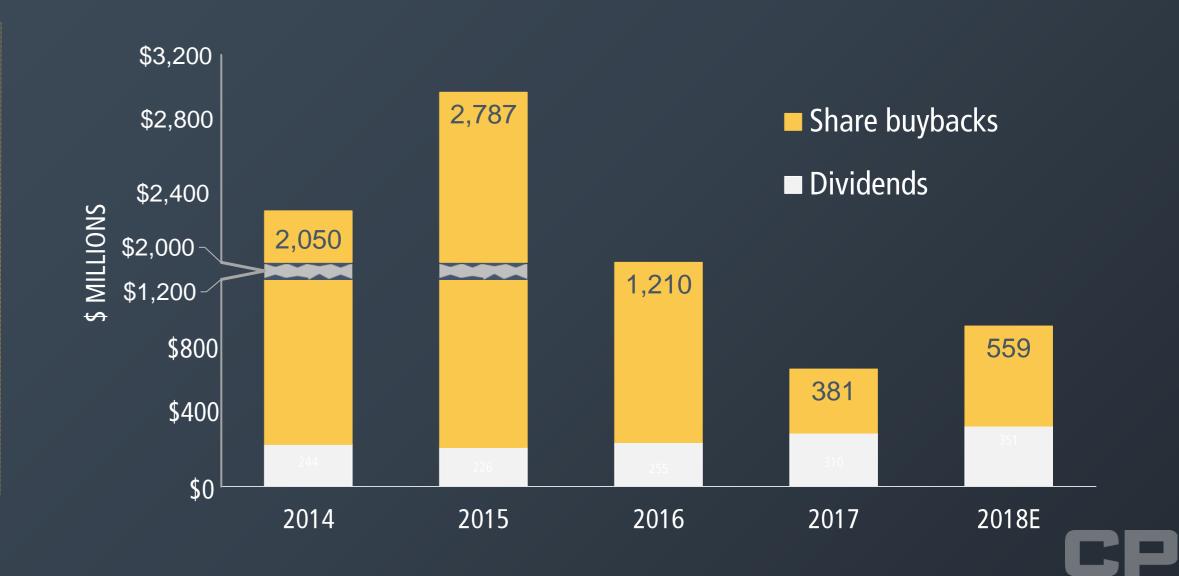


#### REWARDING SHAREHOLDERS

#### OPPORTUNISTIC APPROACH TO SHAREHOLDER RETURNS

- \$7.0B shares repurchased
  - 35 million shares
  - Average price of \$200 per share
  - Targeting ~3% annual repurchases
- \$1.4B in dividends
  - 86% increase in dividend/share since 2015
  - Dividend increases 3 consecutive years
  - Targeting 25-30% payout ratio longer term

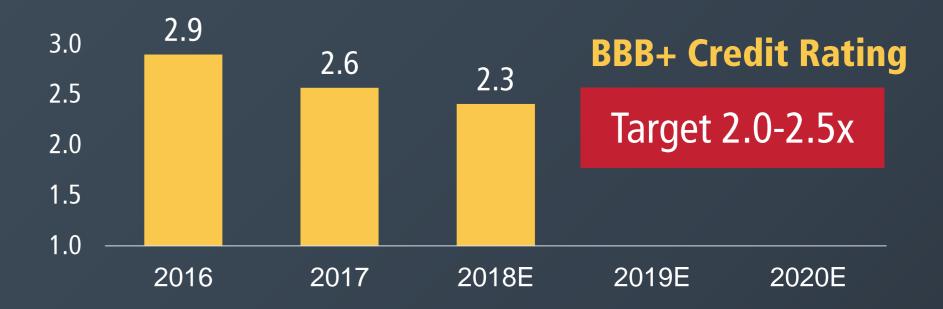


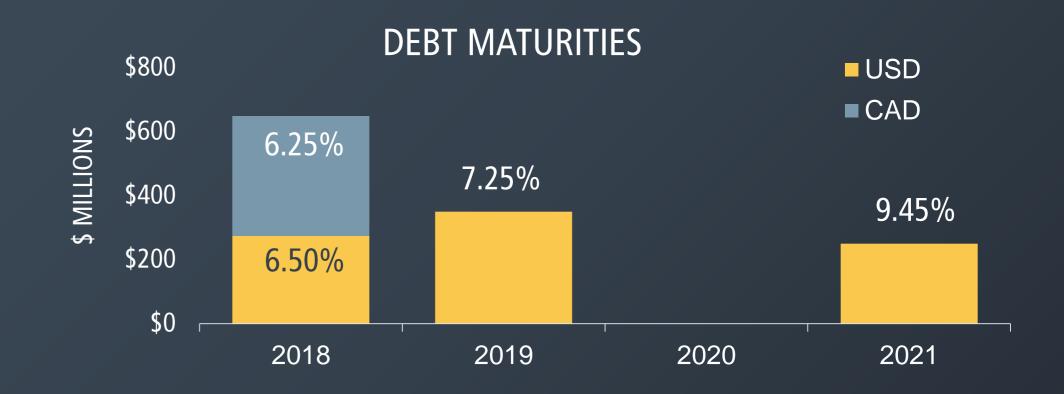


#### MAINTAINING A STRONG BALANCE SHEET

- Proactively managing capital structure
  - Expect to achieve target leverage range by year-end
  - 2018 refinancing generated interest savings >\$20M
- Manageable debt maturity profile
- Refinancing high coupon bonds will provide opportunity for further interest savings

#### ADJUSTED NET DEBT / ADJUSTED EBITDA(1)





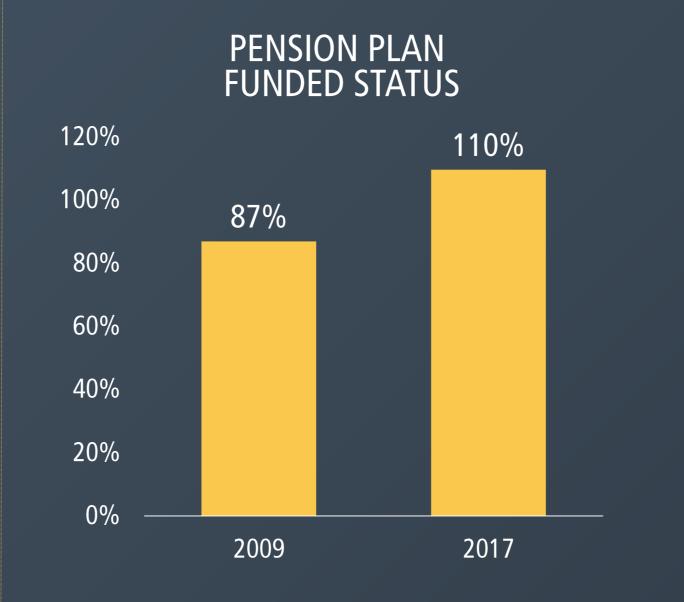
(1) For a full description and reconciliation of Adjusted Net Debt to Adjusted EBITDA, see Non-GAAP Measures in the Company's 2017 Annual Report on Form 10-K and the Note on Non-GAAP Measures in this presentation.

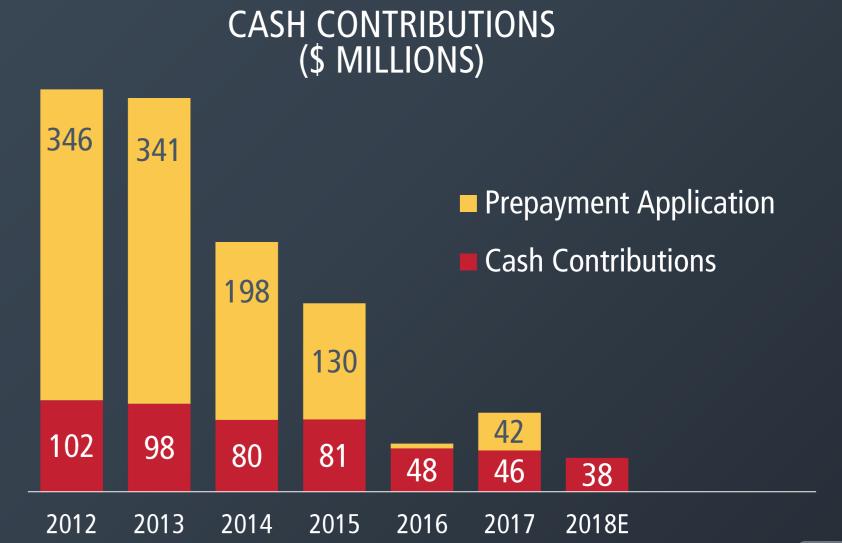


## PENSION PLAN TURNAROUND

- Management actions have significantly improved plan
  - DB plan closed to non-union employees, introduced pension caps and leveraged attrition
  - Revamped asset allocation strategy
- 10% average return on plan assets over last 5 years
- Minimal cash funding requirements
  - \$400M in pre-payment account provides funding stability and certainty in future years

#### Plan improvements have dramatically reduced pension funding requirements







### FINANCIAL PRINCIPLES

\$1.6B
Capital
Investment

>15%
Adjusted Return On Invested Capital<sup>(1)</sup>

25-30%

Dividend

Payout Ratio

~3% Annual Share Repurchases BBB+
Credit
Rating

**CAPITAL EXPENDITURES** 

Proactive, disciplined approach to investment

**CAPITAL RETURNS** 

Strong pipeline of high return projects

**DIVIDENDS**Increasing payout ratio over time

SHARE REPURCHASES

Maintain flexibility, repurchase shares opportunistically

**CREDIT RATING** 

Maintain midinvestment grade



### DRIVING GROWTH GENERATING SIGNIFICANT VALUE

FINANCIAL TARGETS

(2018-2020)

Mid-single digit RTM growth CAGR

Continued margin improvement

Double-digit EPS growth CAGR

Capital investment \$1.6B per year

