

# INNOVATION, a matter of survival



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# COMMERCIAL AVIATION



ERJ 135



ERJ 140



ERJ 145



ERJ 145 XR



EMBRAER 170



EMBRAER 175



EMBRAER 190



EMBRAER 195



E175-E2



E190-E2



E 195-E2

# EXECUTIVE JETS



PHENOM 100E



PHENOM 300



LEGACY 450



LEGACY 500



LEGACY 600



LEGACY 650



LINEAGE 1000E

# Integrated Portfolio DEFENSE & SECURITY



A-29 SUPER TUCANO



AEW&C



MULTI INTEL



PATRULHA MARÍTIMA



KC-390



# WHERE WE OPERATE





THE WORLD IS  
CHANGING ...



# PROJECT SELF-DRIVING CAR

Technology for driverless cars





UBER DRIVERLESS CAR SERVICE

A woman with long dark hair, wearing a purple top, is sitting on a white leather sofa. She is holding a tablet computer with a purple case. The tablet screen displays the Netflix logo on a red background. The background shows a patterned rug and a white sofa.

**NETFLIX**

Disrupts streaming

# AMAZON DASH BUTTON

Disrupts the retailer market





# AIRBNB

Disrupts hotels





# HOW TO FACE THIS CHANGE...



Depends on the comprehensive understanding of the customers

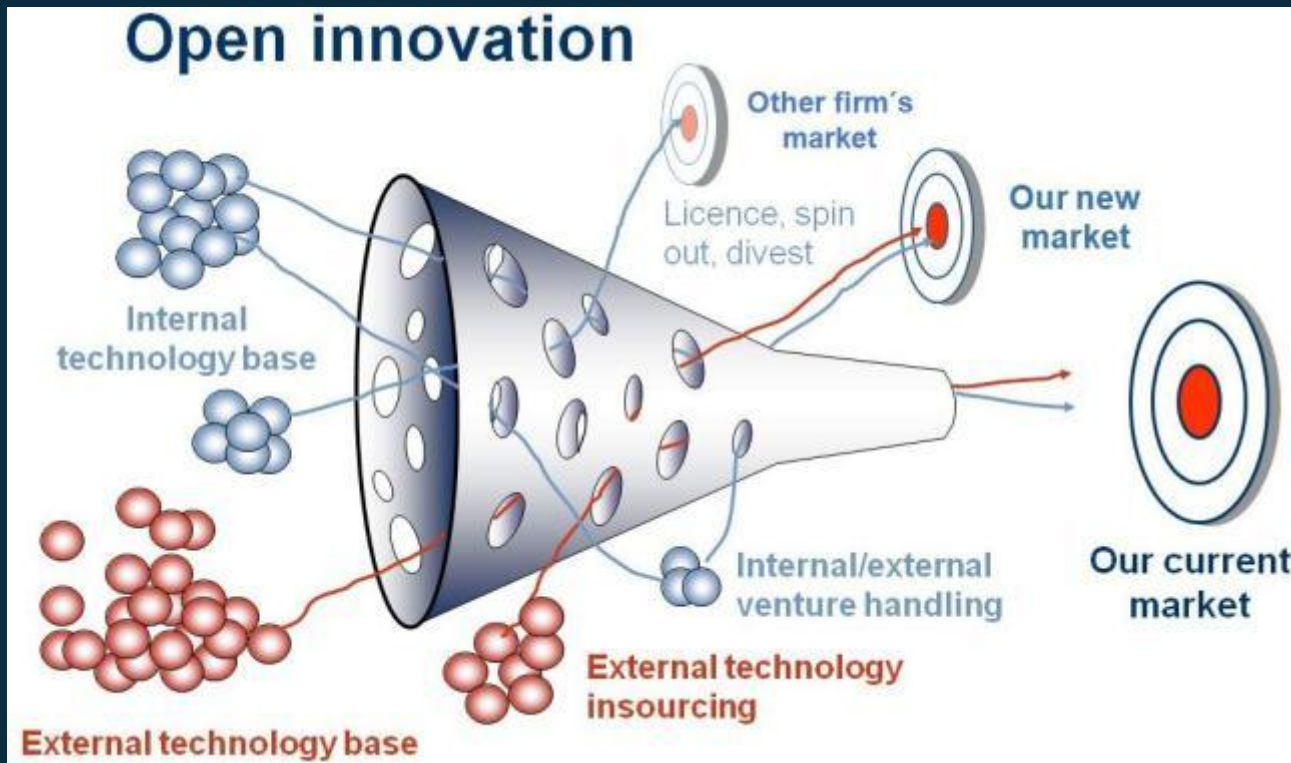
Company  
Centric



Customer  
Centric



# Be opened to the ecosystem



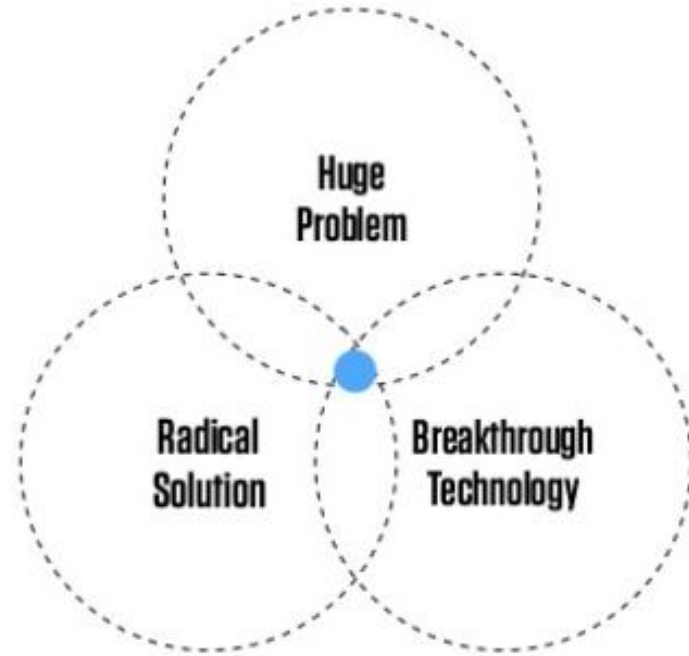
Take into consideration the innovation ecosystem as a source of innovation and expediting.



# Bold Targets

## Moonshot Thinking at Google X

They take on global-scale problems, define radical solutions to those problems, and involve some form of breakthrough technology that could actually make them happen. **They look for 10X improvements and solutions that will help one billion people.**

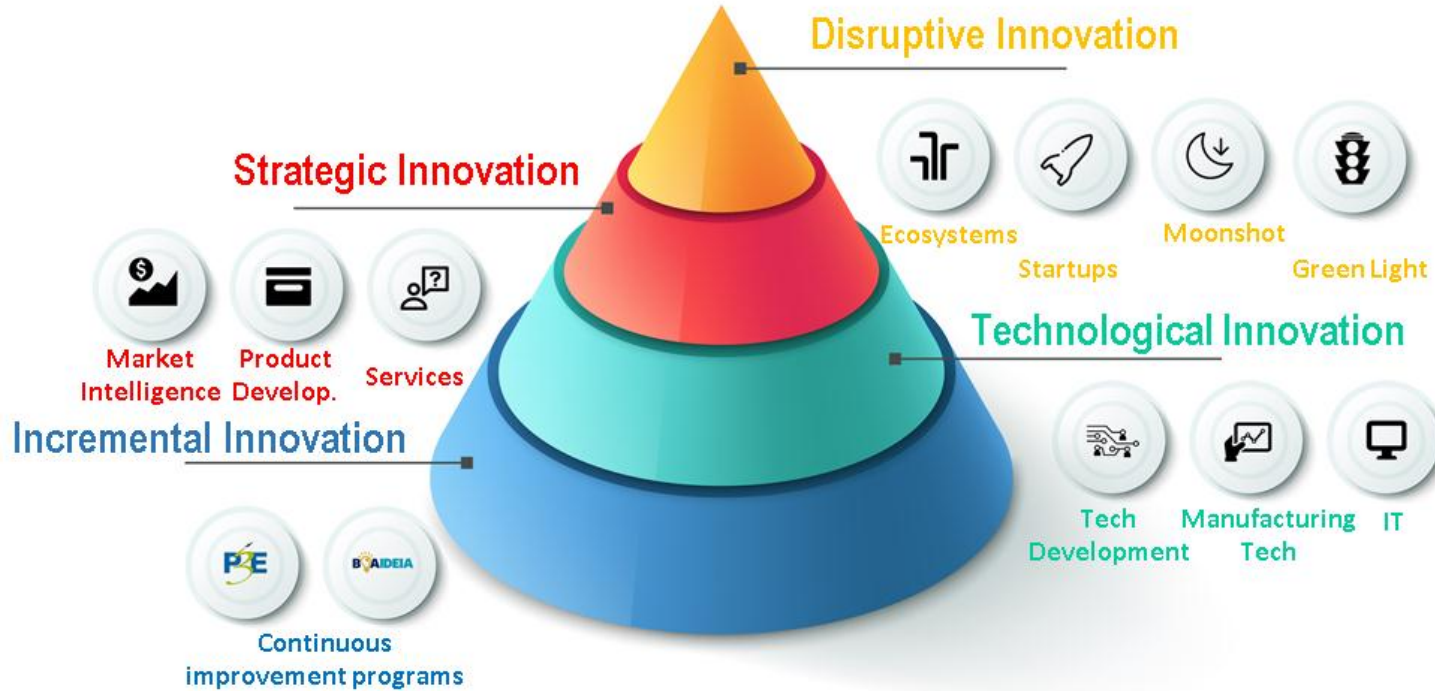




The **INNOVATION** governance  
at Embraer



# EMBRAER'S INNOVATION FRAMEWORK



Environment to Innovation



**INNOVATION ROADMAP**  
15 Years



# Greenlight 3.0



**Coaching** for selected ideas – from sketch to the value proposition ✓

**Incubation** for the approved innovation proposals + \$\$ + Business Mentorship ✓

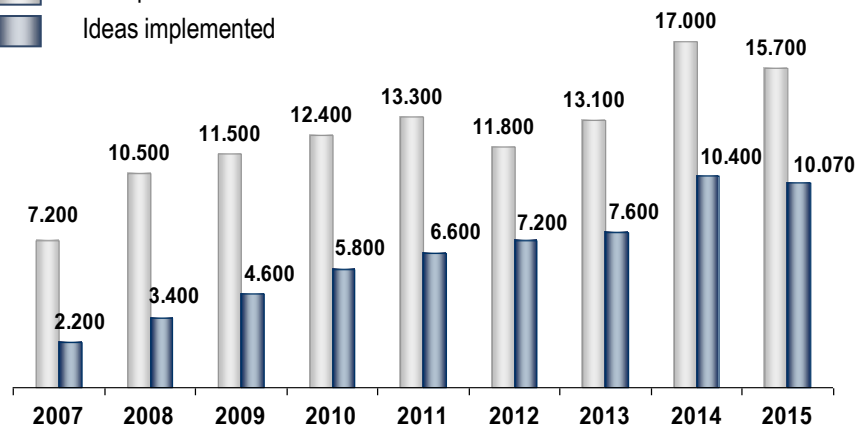
**20-100% time** for the employees to dedicate to their innovation proposal development ✓







■ Ideas presented  
■ Ideas implemented



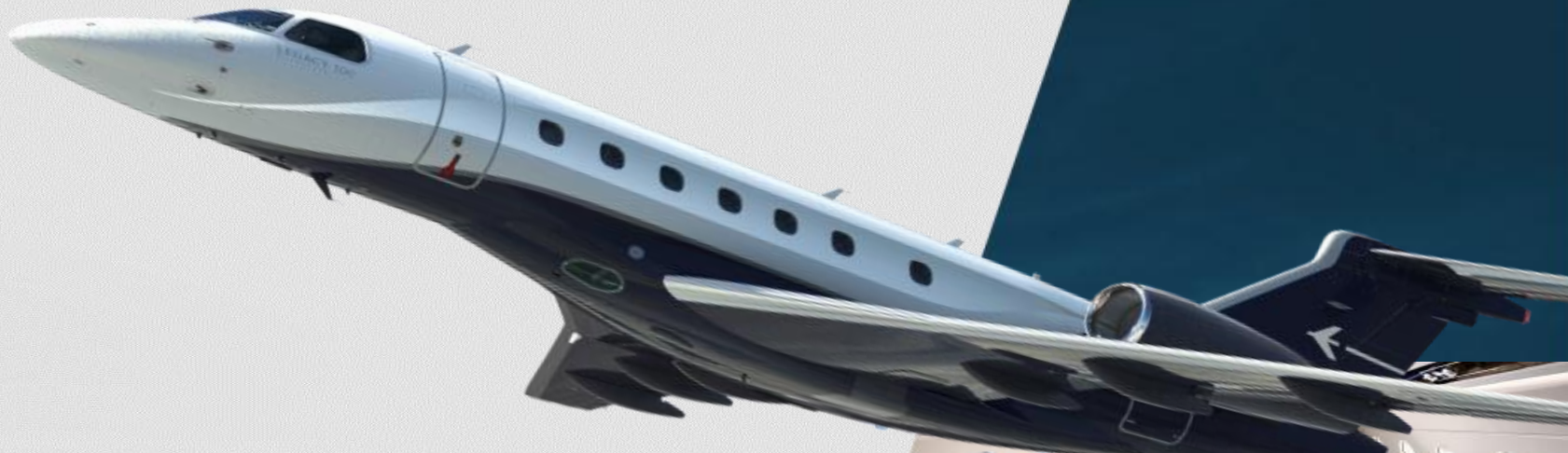


The results of **INNOVATION**



# LEGACY<sup>®</sup> 500

MIDSIZE



- ✓ Full fly-by-wire
- ✓ Auto throttles, synthetic vision, head up display, enhanced vision system
- ✓ Unique “stand-up” cabin with flat floor in the segment
- ✓ Sidesticks



# E195-E2

*BEHOLD THE POWER OF 2*



25% less fuel consumption



Health prognostic



Advanced connectivity system



# KC-390



- ✓ | New capacity and performance standards in its category
- ✓ | Lowest life-cycle cost in the market
- ✓ | Genuine multimission with fast speed



# WORKING ON THE FUTURE

FAST AND RELIABLE  
CONNECTIVITY

PERSONALIZED  
ENTERTAINMENT  
SYSTEM

PRIVACY AND  
COMFORT

SUSTAINABLE  
SOLUTIONS

“HANDS-FREE”  
CONTROLS

CABIN  
MICROCLIMATES

CABIN  
CONNECTIVITY

CABIN  
AIR QUALITY

MEDICAL KITS AND  
SINGLE-CLASS CABIN

SELF-CLEANING AND  
ANTI-BACTERIAL  
MATERIALS

Winner  
Partnership in  
Crystal Cabin  
Award  
(Visionary  
Concepts  
Category)



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# INNOVATION

More than **5,900** people dedicated to Research and Development



Nearly **US\$ 330 million** invested in R&D in 2015 (5,6 % of revenue)



**49%** of net income derives from innovations implemented between 2011 and 2015



**286** international patents applied for between 2011 and 2015



**VALOR ECONOMICO** innovation prize



**Innova** program  
Fostering innovations and making them viable



# THANK YOU!



 **EMBRAER**