

Shareowners' Presentation

April 2010



Franklin Electric



Strategic Objective:

To be the world's premier supplier of pumping solutions for groundwater, residential, agricultural, commercial, and fueling applications.

- Global addressable market \$6.5B
- Franklin share approximately 10% - #2 global competitor
- Headroom for additional growth

2009 Recession Impact on Sales Franklin and Major Competitors

North American Groundwater and
Residential Wastewater Pump Shipments

	2009 <u>% Decline (units)</u>
Franklin Electric	(17%)
Balance of Industry	(33%)





2009 Recession Impact on Sales Franklin and Major Competitors

	2009 <u>% Sales Decline¹</u>
Pentair Water	(16.2%)
ITT Fluid	(12.4%)
Grundfos	(10.3%)
EBARA	(10.6%)
Franklin Electric Water	(9.5%)

1. Percent changes done in local currency.

Response to Recession

- Focus on cash flow
- Reduce costs
- Continue selective investment in growth strategy



Franklin Electric Financial Summary

	<u>2007</u>	<u>2008</u>	<u>2009</u>
Sales	\$602M	\$746M	\$626M
EPS ¹	\$1.33	\$1.96	\$1.29
Net Cash Flow from Operating Activities	\$4M	\$44M	\$113M
Net Debt	\$96M	\$139M	\$65M
Net Debt/Equity	25%	40%	17%

1. Before restructuring expenses.





2009 Franklin Response to Global Recession

Cost Reduction

- Salary freeze
- Temporarily discontinue 401K match
- Reduce global salary headcount by 9%
- Reduce corporate staff headcount by 16%
- Fixed cost reduction \$27M or 11.4%

Linares Manufacturing Complex





“Best Manufacturing Plant in Mexico”

- Business Directives Initiative Platinum Era Outfit Award

“Best Manufacturing Plant in Mexico”

- Best Places to Work Institute

“Finalist”

- Industry Week Magazine Best Plants in North America



Franklin Electric Earnings Per Share

	<u>4th Qtr</u> <u>2009</u>	<u>% 4th Qtr</u> <u>+(-) 2008</u>	<u>1st Qtr</u> <u>2010</u>	<u>% 1st Qtr</u> <u>+(-) 2009</u>
EPS ¹	\$0.34	+ 62%	\$0.37	+ 95%

1. Before restructuring expenses.



Continue Selective Investment In Franklin Growth Strategy:

Product line extensions and
geographic expansion within our
core water and fueling businesses.

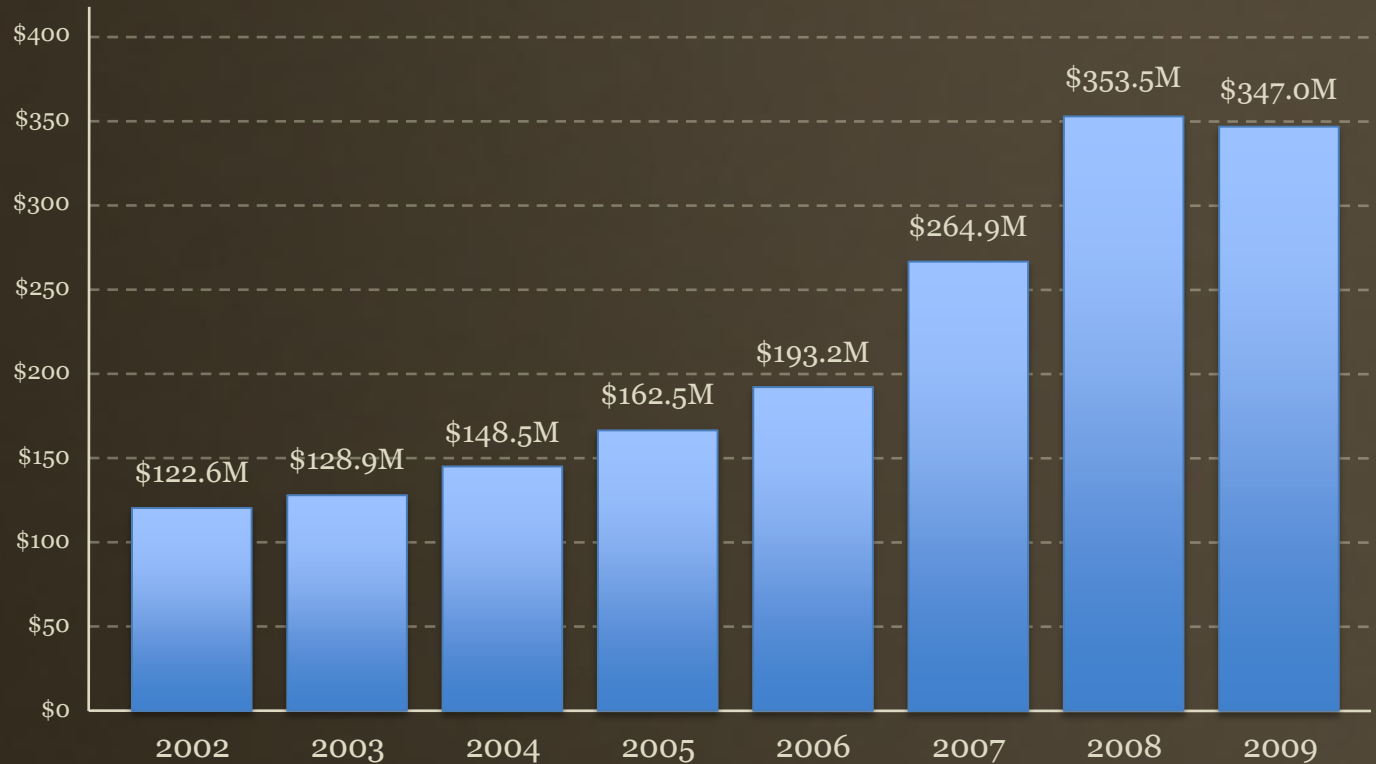


Vertical Complex





Franklin Electric Sales in International Markets



% of Total Franklin Sales:

35% 36% 40% 40% 35% 44% 47% 55%

Ongoing Investment in Product Development



SubDrive2W – Electronic Drive

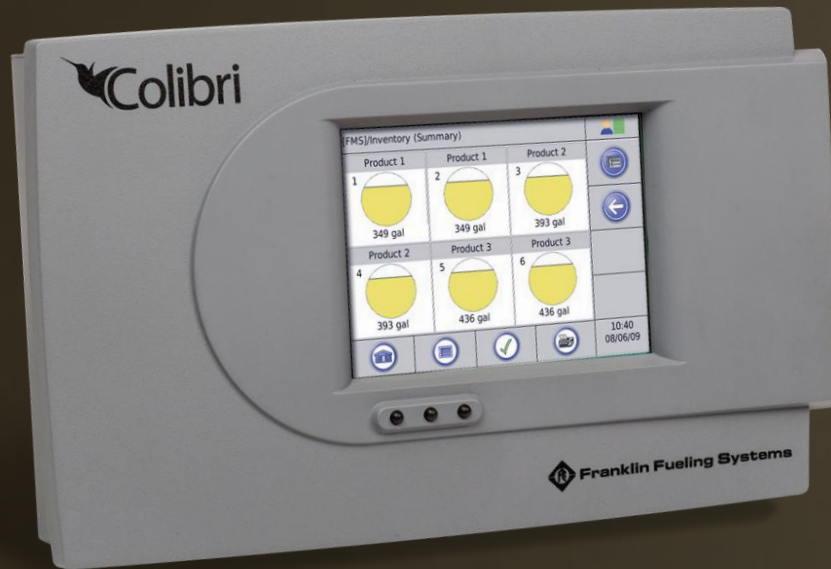
Low-cost constant pressure solution

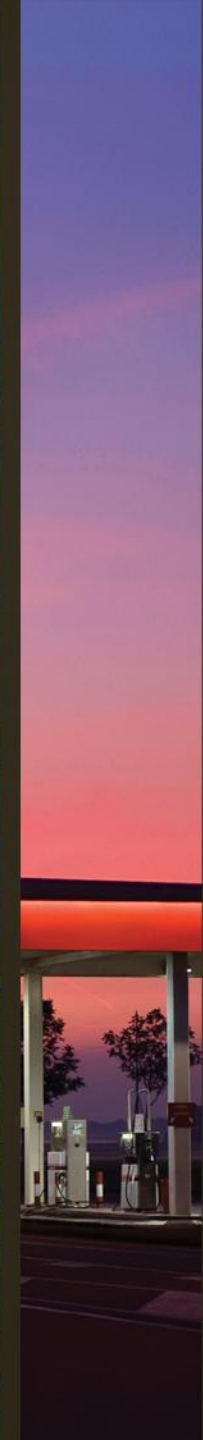


SubDrive Inline 1100 –
Compact, Quiet Constant Pressure System
For homeowners on municipal water systems



Colibri – Fuel Tank Monitoring System





Franklin Electric