Analyst Day
Chicago, IL Distribution Center
August 11, 2015
Forward Looking Statements

We claim the protection of the safe-harbor for forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by forward-looking words such as “expect,” “believe,” “anticipate,” “should,” “plan,” “intend,” “estimate,” “project,” “will” or similar words. In addition, statements contained within this presentation that are not historical facts are forward-looking statements, such as statements discussing among other things, expected growth, store development, integration and expansion strategy, business strategies, future revenues and future performance. These forward-looking statements are based on estimates, projections, beliefs and assumptions and are not guarantees of future events and results. Such statements are subject to risks, uncertainties and assumptions, including, but not limited to, competition, product demand, the market for auto parts, the economy in general, inflation, consumer debt levels, governmental regulations, our increased debt levels, credit ratings on public debt, our ability to hire and retain qualified employees, risks associated with the performance of acquired businesses, weather, terrorist activities, war and the threat of war. Actual results may materially differ from anticipated results described or implied in these forward-looking statements. Please refer to the “Risk Factors” section of our annual report on Form 10-K for the year ended December 31, 2014, for additional factors that could materially affect our financial performance. Forward-looking statements speak only as of the date they were made and we undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable law.
# O’Reilly Analyst Day – Agenda

<table>
<thead>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 – 8:30</td>
<td>• Meet &amp; Greet with Management</td>
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<td>8:30 – 10:30</td>
<td>• Management Presentation and Q&amp;A Session</td>
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<td>10:30 – 11:00</td>
<td>• Distribution Center Tour</td>
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<td>11:00 – 11:45</td>
<td>• Light Lunch with Management</td>
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<tr>
<td>11:45 – 2:00</td>
<td>• Store Tours</td>
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<tr>
<td>2:00 Sharp</td>
<td>• Shuttle to O’Hare International Airport</td>
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Greg Henslee
President and Chief Executive Officer
# Management Team Present Today

Name, Title, and Years of Experience in the Automotive Aftermarket Industry

<table>
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<tr>
<th>Name</th>
<th>Title, Position</th>
<th>Years of Experience</th>
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<tr>
<td>Greg Henslee</td>
<td>President and CEO</td>
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<td>Tom McFall</td>
<td>Executive Vice President of Finance and CFO</td>
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<td>Jeff Shaw</td>
<td>Executive Vice President of Store Operations and Sales</td>
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<td>Greg Johnson</td>
<td>Executive Vice President of Supply Chain</td>
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<td>Jeff Lauro</td>
<td>Senior Vice President of Information Systems</td>
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<tr>
<td>Brad Beckham</td>
<td>Senior Vice President of Eastern Store Ops and Sales</td>
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<td>Scott Leonhart</td>
<td>Vice President of Northeast Division</td>
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<tr>
<td>Jeremy Fletcher</td>
<td>Vice President of Finance and Controller</td>
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<tr>
<td>Chris Farrow</td>
<td>Regional Director – North Chicago</td>
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<tr>
<td>Kelley Manning</td>
<td>Regional Director – South Chicago</td>
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<tr>
<td>Kolby Perusse</td>
<td>Distribution Center Manager</td>
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Company Overview

Store Count
- 4,465 stores in 43 states as of June 30, 2015

Distribution Centers
- 26 Distribution Centers

Team Members
- Over 71,000

Last-Twelve-Months Sales
- $7.6 billion as of June 30, 2015

Do-It-Yourself versus Do-It-For-Me Split
- 58% and 42% as of December 31, 2014
- 65% and 35% as of December 31, 2009
- 52% and 48% as of June 30, 2008 (prior to CSK acquisition)

Total Assets
- $6.7 billion as of June 30, 2015

Market Capitalization
- $24.3 billion at August 4, 2015
Opened 99 net, new stores

7.2% comparable store sales on top of a 5.7% for the same period in 2014

52.0% Gross Margin increase versus 51.1% for the same period in 2014

Operating margin increased to 18.7% versus 17.4% for the same period in 2014

$4.35 diluted EPS versus $3.52 for the same period in 2014

$512 million in free cash flow versus $461 for the same period in 2014

Full Year EPS guidance of $8.59 to $8.69
Industry Drivers

#1 Driver for Demand in Our Industry is Total Miles Driven

- Lack of comprehensive mass transit system in U.S. results in sustained commuter miles driven
- Even with significant unemployment and other macro economic pressures over the past 7 years, total miles driven has remained flat
- As more unemployed workers have regained employment, miles driven has resumed growth
- 28% increase in miles driven from 1994 to 2014
- 2015 miles driven through May increased 3.4% (42 billion miles)
- $2.55 - average regular gas price as of August 3, 2015 versus $3.45 on August 4, 2014

U.S. Miles Driven and Gas Prices:

Source: Dept. of Transportation and Dept. of Energy
Growing U.S. Light Vehicle Population

- Improving SAAR reflects positive consumer confidence
- Increasing SAAR and stable scrappage rates return the population to historic growth trend

Continued Aging of U.S. Light Vehicle Population:

- Better engineered vehicles, which can be reliably driven at higher miles, result in an aging vehicle fleet
- We do not expect the average light vehicle age to decrease in the future
Industry Landscape

Top Ten Auto Parts Chains
1. AutoZone Inc. (5,512)
2. Advance Auto Parts (5,350) ¹
3. O’Reilly Auto Parts (4,465)
4. Genuine Parts/NAPA (1,100) ¹
5. Pep Boys (803)
6. Fisher Auto Parts (489)
7. Uni-Select USA (267) ¹
8. Replacement Parts, Inc. (160)
9. Auto-Wares (158)
10. Automotive Parts Headquarters (80)

¹ Company owned stores

Source: ACA Factbook or latest SEC filing

DIY is More Consolidated
DIFM Continues to be Highly Fragmented

Size of Automotive Aftermarket
Total Market: $247 Billion
O’Reilly Addressable Market: $141 Billion

Source: ACA Factbook
Jeff Shaw
Executive Vice President of Store Operations and Sales
O’Reilly Business Model

Mission Statement…We will be the dominant auto parts supplier in all our market areas

- Dual Market Strategy
- “Culture Driven” Leadership
- “Top Notch” Customer Service
- O’Reilly Initiatives
- Growth Focus
Dual Market Strategy

Proven track record of serving both DIY and DIFM Customers for over 30 years

Allows us to profitably operate in large and small markets

Leverages our extensive distribution network across the country

Store Managers “own” customer service levels and driving both sides of our business

Our professional sales model supported by over 650 dedicated outside sales people and industry leading parts availability

Enhances service levels offered to our DIY customers
“Culture Driven” Leadership

Philosophy

- Replicate the O’Reilly Culture
- Strong “promote from within” philosophy
- Proven “hands on” management team
  - 10 Div Mgrs with over 280 years experience in our industry!
  - “LEAD” Program (Leadership Enhancement and Development)
    - Improved resources to help field management identify talented and motivated potential leaders
    - Improved assessment tools to help developmental needs
    - Better tracking and visibility of LEAD participant’s progress
    - Goal…Developing well prepared field management that will LEAD us to MARKET DOMINATION
“Top-Notch” Customer Service

We Sell Parts… But we’ve been in the “Customer Service” business since 1957

“Top Notch” Service Levels

• “Professional Parts People”
• “Roll out the red carpet for every customer”
• “Out Hustle and Out Service” the competition

“Never Say No” Philosophy

• “Exhaust all resources to take care of our customer”
• Technical Support Department
  • 46 TMs with 622 years of automotive experience

Customer Service Programs

• DIY Customer Assistance
• O’Reilly Customer Gauge
O’Reilly Initiatives

“Continue to improve our customer experience”

O’Cat – Proprietary Electronic Catalog

• Enhanced lookup capability
• Continue to improve rich content
• “New” heavy duty look up

Team Member Training and Development

• Required online/classroom training
• Ongoing weekly product and sales assignments
• Certified Parts Professional / ASE Certification

Workforce Management Solution

• “Right Person / Right Place / Right Time”
• Improve task management
“Dedicated to the Professional Customer Since 1957

- “Service and relationship business”
- “First Call” commitment to our professional customers

  - Dedicated sales force
  - Professional Parts People
  - “Hot Shot” delivery service
  - Technical / business training
  - Industry leading parts availability
  - B2B connectivity
  - Shop management systems
  - Service Center Programs

Real World Training

- “Best in class” technical training for our professional customers
- 1,085 training classes in 2015
- Train over 30,000 techs this year

Professional Programs

- First Call Online
- Certified Auto Repair
- Worry Free Protection
Additional store growth through notable acquisitions:

- **1998 Hi/LO** – 182 stores
- **2005 Midwest** – 72 stores
- **2012 VIP Auto** – 56 stores
- **2001 Midstate** – 82 stores
- **2008 CSK** – 1,342 stores

**Top 10 States**

- Texas: 615
- California: 512
- Missouri: 190
- Georgia: 178
- Illinois: 167
- Tennessee: 153
- Washington: 151
- Ohio: 148
- North Carolina: 141
- Michigan: 134

**Untapped Markets**

- Connecticut
- Delaware
- South Florida
- Maryland
- Massachusetts
- New Jersey
- New York
- Pennsylvania
- Rhode Island
- Vermont
Greg Johnson
Executive Vice President of Supply Chain
Industry Leading Parts Availability
Primary factor in making a buying decision for both DIY and DIFM customers is parts availability

Supply Chain
- Dynamic proprietary supply chain system provides stores with access to greater breadth of inventory, including hard to find parts
- Tiered distribution system to support parts availability and inventory turns
- 26 regionally deployed DCs, with primarily company owned fleet, service stores five nights per week
- State-of-the-art facilities have advanced equipment and progressive slotting, stocking, and picking technology

Superior Parts Availability
- DCs stock an average of 142,000 SKUs and are linked to other master inventory DCs with stock over 170,000 SKUs
- 276 “Hub” stores with an average of 42,000 SKUs provide multiple, daily deliveries to “Spoke” stores
- 97%+ of stores receive multiple, daily deliveries from DCs or “Hub” stores
- 70% of stores receive weekend service from DCs or “Hub” stores
Distribution System Expansion

**Lakeland, Florida**
- 388,000 Sq. Ft.
- Current Store Count: 115
- Store Capacity: 300
- Go Live Date: January 2014

**Naperville, Illinois**
- 364,000 Sq. Ft.
- Current Store Count: 174
- Store Capacity: 250
- Go Live Date: September 2014

**Devens, Massachusetts**
- 370,000 Sq. Ft.
- Current Store Count: 63
- Store Capacity: 280
- Go Live Date: October 2014
Planned Distribution System Expansion

San Antonio, Texas

- 390,000 Sq. Ft.
- Store Capacity: 250
- Go Live Date: 2Q 2016
- Initial Store Count: 162
- Transfer DCs: DAL, HOU, LUB
2015 Inventory Initiatives

Focus on Best in Class Market Position

- Improve Availability of “Hard to Find” parts
  - Increase Master Inventory store network from 192 stores at the end of 2011 to 276 stores today
- Inventory and Life Cycle Management
  - Ensure coverage for new vehicle applications
  - Adjust coverage based on changes in vehicle registration data

Maximize Inventory Investment

- Continual evaluation of customer buying preferences
  - Offer product choice (good, better, best)
- Maintain relationships with multiple vendors
  - Ensures category availability
- Continued success of Vendor Financing Program
  - A/P to inventory 99.0% as of June 30, 2015

O’Reilly Proprietary Brands & National Brands

- Increase number of lines in the Import Direct brand
- Broaden product line coverage
OE MATCHED PERFORMANCE
IMPORT DIRECT® PARTS - TRUSTED TO INSTALL AND PERFORM LIKE OE

- 100% New Water Pumps
- OE Replacement Ignition
- 100% New A/C Compressors
- OE Replacement Chassis Parts
- 100% New Fuel Pumps
- OE Replacement Ignition Wires
- 100% New CV Shafts
Loyalty Card Program

National Launch: October 2, 2013

Over 16 Million Current Members
• Weekly enrollment remains steady with an average of 20,000 per day

Redeemed over 1.8M Coupons

Over 60 Million Loyalty Transactions
• Average of 155,000 Loyalty Transactions per day

Analytics and data mining now being used to segment/personalize communication and increase member engagement
eCommerce / Mobile / Social Marketing
Omni-Channel Customer Engagement

- Added Senior Management leadership to IT and Marketing teams
- Enhancing content with category and brand landing pages
- Expanding local search store listings
- Increasing display ad and promotional activity with a dedicated focus on mobile
- Making improvements to desktop and mobile sites to increase conversion rates
Ongoing Marketing Activities

Sports and motorsports sponsorships
  • Continued national, regional, and local market focus

O’Reilly Shredder show car
  • Authentic 2014 NASCAR Gen 6 race car
  • Touring 200+ days per year visiting stores, tracks, car shows, events
  • Unique and fun way to engage with customers

Themed retail sale events
  • High volume retail categories
  • Month long, seasonally appropriate
  • Leverage proprietary brands as competitive point of difference
  • Message/Promote across all marketing channels
Themed Retail Sale Events

March

April

May

July

October
Professional Customer Marketing/Sales Programs

Annual

Quarterly

Monthly
Tom McFall
Executive Vice President of Finance and Chief Financial Officer
Store & Revenue Growth

2015 Guidance
Full Year:
$7.75 to $7.85 Billion in Sales
205 New Stores

[Graph showing total stores and sales growth from 2005 to 2015E]
Comparable Store Sales

2015 Guidance
3rd Quarter:
3.0% - 5.0%
(3Q 2014: 6.2%)
Full Year:
4.0% - 6.0%

¹ Includes CSK from July 11 through year end
Adjusted Operating Margin

2015 Guidance
Full Year:
18.3% - 18.7%

1 Includes CSK from July 11 through year end
2 Excludes the impact of CSK DOJ investigation charges
3 Excludes impact of former CSK Officer clawback
Adjusted EPS Growth

2015 Guidance
3rd Quarter:
$2.29 - $2.33
Full Year:
$8.59 - $8.69

1 Adjusted diluted earnings per share, excluding the impact of CSK acquisition related charges
2 Adjusted diluted earnings per share, excluding the impact of CSK DOJ investigation charges and CSK notes receivable recovery
3 Adjusted diluted earnings per share, excluding the impact of debt issuance and interest rate swap write off charges and former CSK officer clawback
Free Cash

2015 Guidance (in millions):
- Full Year:
  - Cap Ex: $400 - $430
  - Free Cash Flow: $725 - $775

Change in Net Inventory Investment
Capital Expenditures
Free Cash Flow
Share Repurchases

AP to Inventory Ratio
- 2010: 44.3%
- 2011: 64.4%
- 2012: 84.7%
- 2013: 86.6%
- 2014: 94.6%

YTD 2013: 87.8%
YTD 2014: 93.5%
YTD 2015: 99.0%
Use of Capital

- Greenfield Store Growth

- Consolidate the Market
  - Notable Acquisitions in our History

- Capital Structure
  - Focus on maintaining Investment Grade Credit Ratings
  - Conservative Adjusted Debt to Adjusted EBITDAR target ratio of 2.00 to 2.25 times (Currently 1.63 times)
  - Initial share repurchase authorization in January 2011, life to date authorization of $5.5 billion
Question & Answer Session

9:30 – 10:30  • Question & Answer Session

10:30 – 11:00  • Distribution Center Tour

11:00 – 11:45  • Light Lunch with O’Reilly Management Team

11:45 – 2:00  • Store Tours

2:00 Sharp  • Shuttle to O’Hare International Airport