



INVESTOR FACT SHEET

About Snap-on Incorporated

Snap-on makes work easier for serious professionals in critical industries around the world, providing unique productivity solutions including tools, equipment, diagnostics, repair information and systems solutions. In the automotive garage and beyond, the legendary Snap-on brand conveys a badge of professionalism, delivering confidence to those performing critical tasks where second best is not an option. Products and services are sold through the company's franchisee, company-direct, distributor and Internet channels. Founded in 1920, Snap-on is a \$2.9 billion, S&P 500 company headquartered in Kenosha, Wisconsin, and its shares are traded on the New York Stock Exchange under the ticker symbol SNA.

Unique Value Proposition for Professionals Performing Critical Tasks

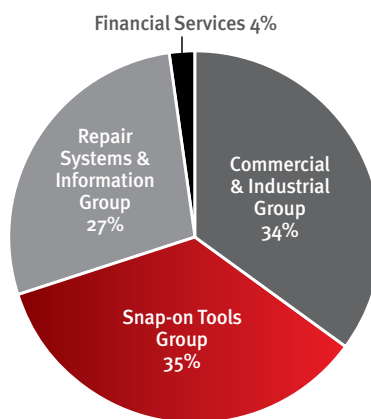
Snap-on began with the development of the original Snap-on interchangeable socket set in 1920. Later, Snap-on pioneered mobile tool distribution, where fully stocked vans sold to professional vehicle repair technicians at their places of business. For many decades, we were viewed, and we viewed ourselves, primarily as a tool company selling through vans to vehicle technicians — something we have always done very well, and continue to do very well today.

In recent years, we've defined our value proposition more broadly, reaching beyond the garage. Snap-on today supports serious professionals in critical industries — inside and outside vehicle repair — by delivering a broad array of solutions to make work easier.

Dividends

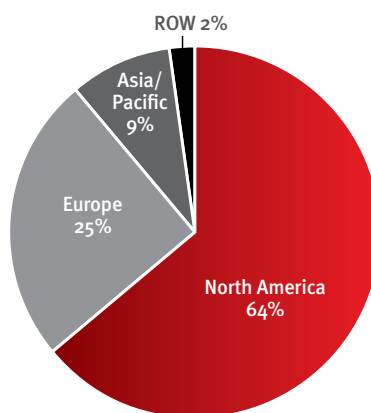
Since becoming a public company in 1939, Snap-on has paid consecutive quarterly cash dividends, without interruption or reduction — a claim few public companies can make. Snap-on's dividend is an important component of total return to shareholders and an essential part of our capital allocation strategy. In November 2011, the Board of Directors approved a 6.3% increase in our dividend, underscoring our commitment to create long-term value for our shareholders.

Organized to Reach Our Primary Customers¹



¹FY2011 revenues by segment

Geographic Diversity²



²FY2011 external sales by region

Growth Strategy

Snap-on is positioned for the future with favorable vehicle population trends, increasing vehicle complexity, growing demand in emerging markets and significant opportunities in industries outside of vehicle repair. To capitalize on these opportunities, we are investing strategically in these wide runways for growth in order to **reach more professionals:**

- Enhance the franchise network to reach more vehicle repair technicians
- Expand in the garage with shop owners and managers
- Extend to critical industries outside of vehicle repair
- Build in emerging markets where vehicle repair and critical industries are in early stages

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4TH QUARTER 2011

SNA
LISTED
NYSE

SNAP-ON VALUE CREATION:

Principles & Processes We Apply Daily to Create Value

Safety

Quality

Customer Connection

Innovation

Rapid Continuous Improvement

AT A GLANCE

- Founded on innovation in 1920
- Unique brand strength
- Serves customers in 130 countries around the world
- 11,500 associates worldwide
- 2011 net sales: \$2.9 billion
- NYSE: SNA / S&P 500
- \$3.5B Market Cap
- 2.3% Cash Dividend Yield; dividends paid consecutively since 1939
- Credit Ratings:

S&P	A-
Moody's	Baa1
Fitch	A-

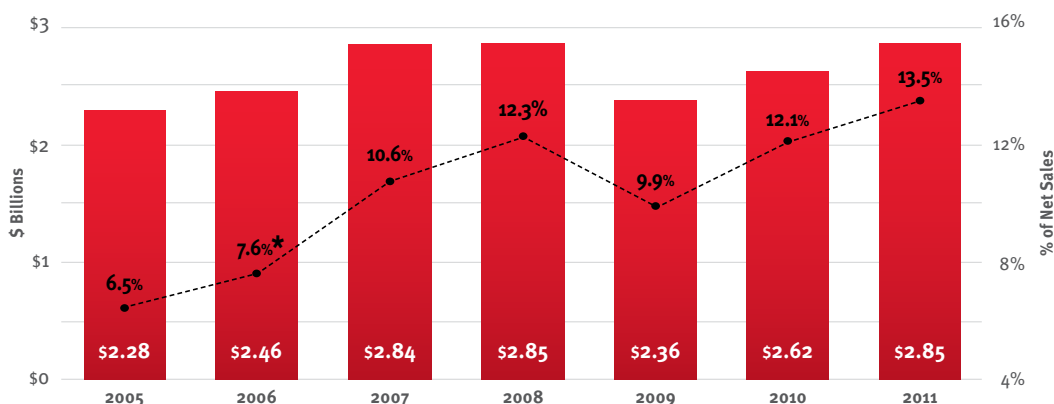


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Net Sales & Operating Earnings

■ Net Sales (\$ Billions)

●-- Operating Earnings Before Financial Services (as % of net sales)



*Excludes impact of \$38 million legal settlement; including settlement, operating earnings margin was 6.1%.

Balance Sheet Summary

\$ in millions	Fiscal Year End	
	2011	2010
Cash	\$ 185.6	\$ 572.2
Debt - Operations	\$ 273.8	\$ 634.8
Debt - Financial Services	\$ 710.3	\$ 536.0
Total debt	\$ 984.1	\$ 1,170.8
Net debt	\$ 798.5	\$ 598.6
Net debt to capital ratio	34.3%	30.1%

Q4 2011 Summary Results

\$ in millions	Q4 2011	Q4 2010	Variance
Net sales	\$ 736.6	\$ 696.9	5.7%
OI before financial services	\$ 103.8	\$ 87.5	18.6%
OI margin before financial services	14.1%	12.6%	150 bps
OI from financial services	\$ 22.1	\$ 9.4	
OI margin consolidated	16.3%	13.5%	280 bps
Diluted EPS	\$ 1.27	\$ 0.99	28.3%

Forward Looking Statements Statements in this fact sheet that are not historical facts, including statements that (i) are in the future tense; (ii) include the words “expects,” “anticipates,” “intends,” “approximates,” or similar words that reference Snap-on or its management; (iii) are specifically identified as forward-looking; or (iv) describe Snap-on’s or management’s future outlook, plans, estimates, objectives or goals, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Snap-on cautions the reader that this news release contains statements, including earnings projections, that are forward-looking in nature and were developed by management in good faith and, accordingly, are subject to risks and uncertainties regarding Snap-on’s expected results that could cause (and in some cases have caused) actual results to differ materially from those described or contemplated in any forward-looking statement. Factors that may cause the company’s actual results to differ materially from those contained in the forward-looking statements include those found in the company’s reports filed with the Securities and Exchange Commission, including the information under the “Safe Harbor” and “Risk Factors” headings in its Annual Report on Form 10-K for the fiscal year ended December 31, 2011, which are incorporated herein by reference. Snap-on disclaims any responsibility to update any forward-looking statement provided in this fact sheet, except as required by law.

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INVESTMENT RATIONALE

- Executing on a defined and coherent strategy
- Unique brand and value proposition
- Steadfast commitment to Snap-on Value Creation Processes; continuing opportunity
- Substantial runways for growth
- Attractive dividend yield
- Organic revenue growth in mid-single digits; mid-teens operating income margin goal for the operating Company.

For Further Information
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