

INVESTOR PRESENTATION

NOVEMBER 2021

OUR PURPOSE:

Lead the evolution to more resilient,
efficient, and sustainable energy solutions.

GENERAC[®]



INVESTOR RELATIONS

GENERAC[®]

Aaron Jagdfeld

PRESIDENT & CEO

York Ragen

CHIEF FINANCIAL OFFICER

Mike Harris

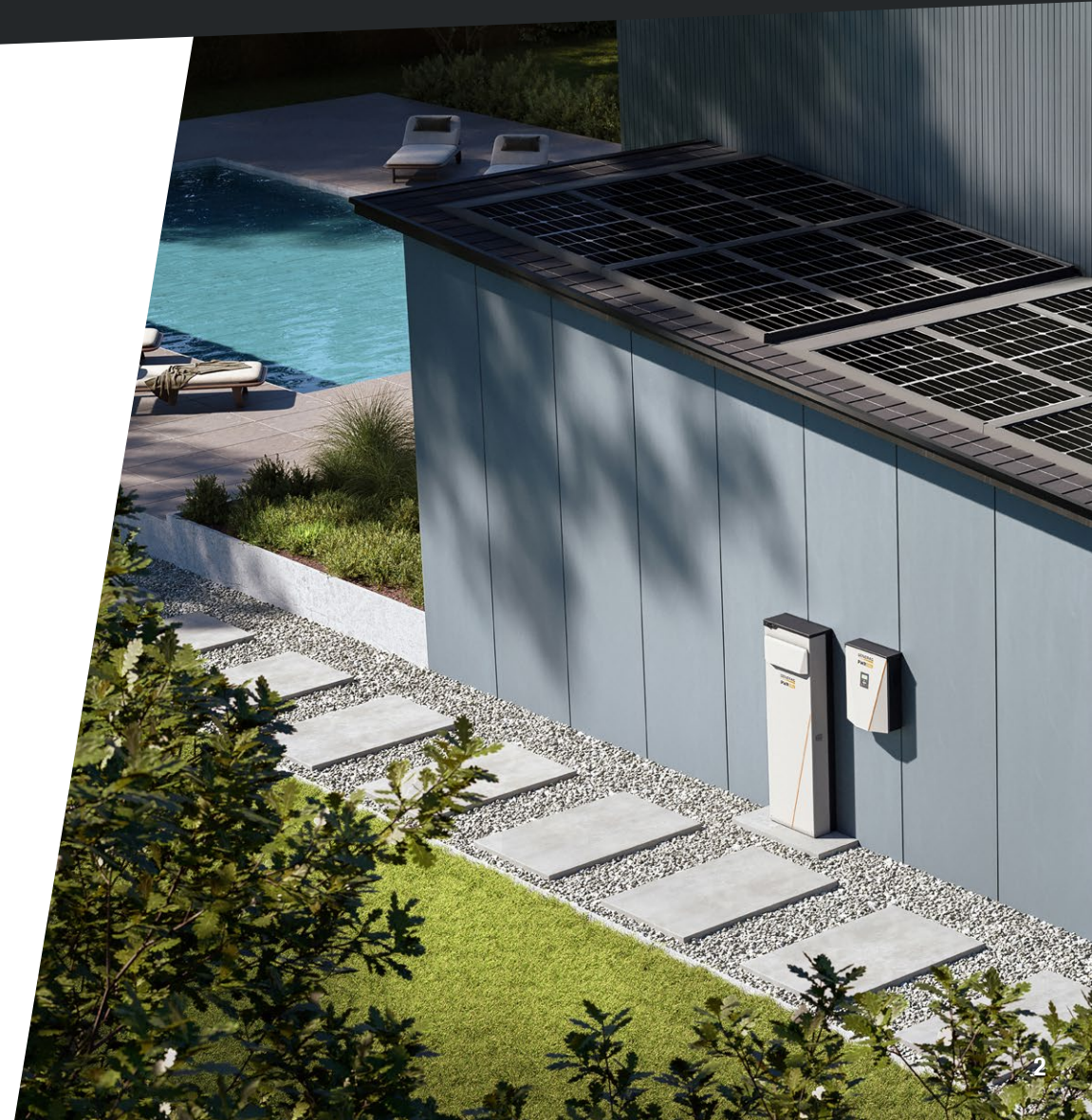
**VICE PRESIDENT – CORPORATE
DEVELOPMENT & INVESTOR RELATIONS**

Kris Rosemann

INVESTOR RELATIONS MANAGER

(262) 506-6064

InvestorRelations@generac.com



FORWARD LOOKING STATEMENTS

Certain statements contained in this news release, as well as other information provided from time to time by Generac Holdings Inc. or its employees, may contain forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those in the forward looking statements. Forward-looking statements give Generac's current expectations and projections relating to the Company's financial condition, results of operations, plans, objectives, future performance and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "forecast," "project," "plan," "intend," "believe," "confident," "may," "should," "can have," "likely," "future," "optimistic" and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

Any such forward looking statements are not guarantees of performance or results, and involve risks, uncertainties (some of which are beyond the Company's control) and assumptions. Although Generac believes any forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect Generac's actual financial results and cause them to differ materially from those anticipated in any forward-looking statements, including:

- frequency and duration of power outages impacting demand for our products;
- availability, cost and quality of raw materials and key components from our global supply chain and labor needed in producing our products;
- the impact on our results of possible fluctuations in interest rates, foreign currency exchange rates, commodities, product mix and regulatory tariffs;
- the ability to satisfy the closing conditions for the acquisition of ecobee on the timeline expected or at all;
- the possibility that the expected synergies, efficiencies and cost savings of our acquisitions will not be realized, or will not be realized within the expected time period;
- the risk that our acquisitions will not be integrated successfully;
- the duration and scope of the impacts of the COVID-19 pandemic are uncertain and may or will continue to adversely affect our operations, supply chain, and distribution for certain of our products and services;
- difficulties we may encounter as our business expands globally or into new markets;
- our dependence on our distribution network;
- our ability to invest in, develop or adapt to changing technologies and manufacturing techniques;
- loss of our key management and employees;
- increase in product and other liability claims or recalls;

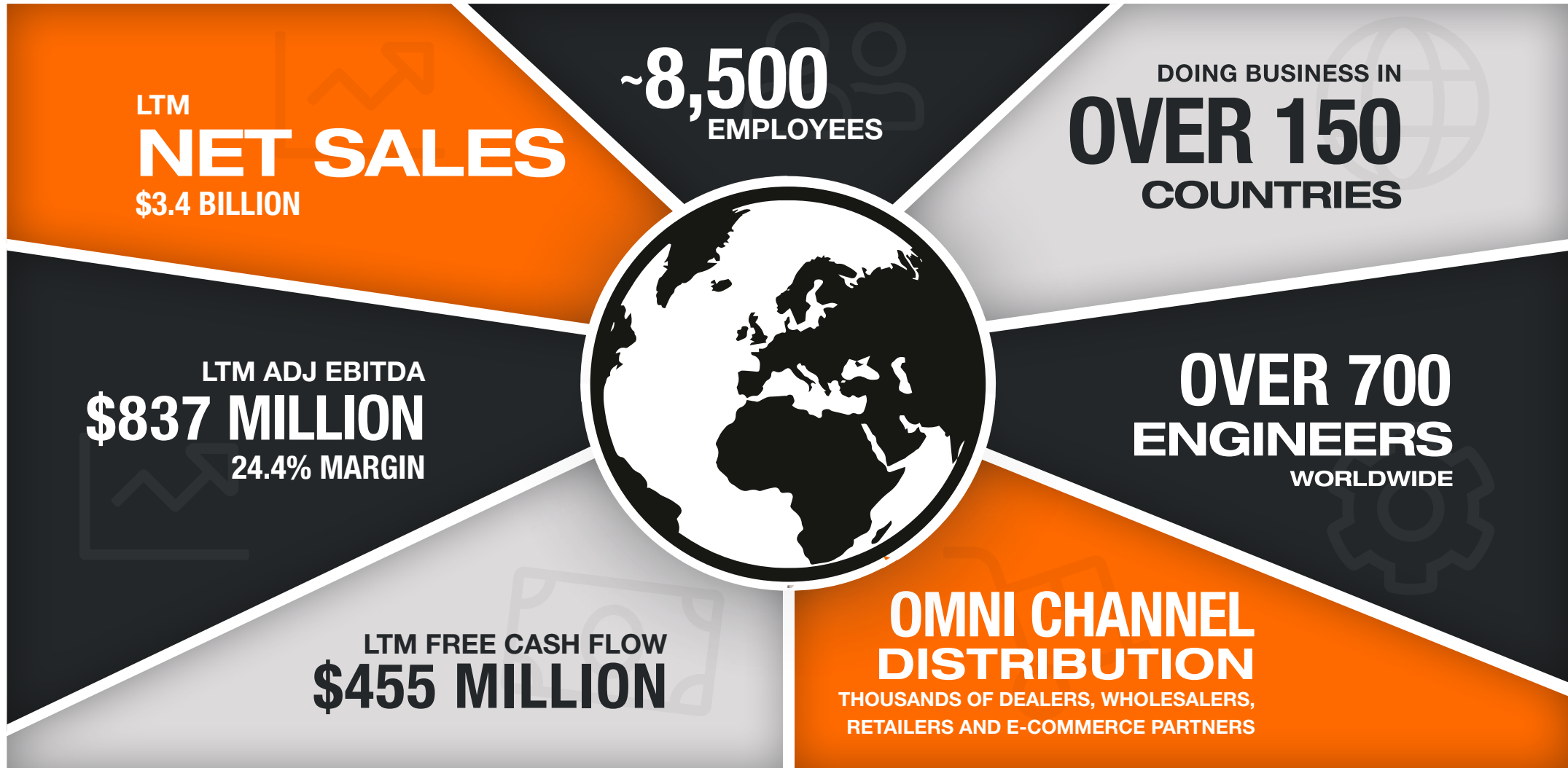
- failures or security breaches of our networks, information technology systems, or connected products; and
- changes in environmental, health and safety, or product compliance laws and regulations affecting our products, operations, or customer demand.

Should one or more of these risks or uncertainties materialize, Generac's actual results may vary in material respects from those projected in any forward-looking statements. In the current environment, some of the above factors have materialized and may or will continue to be impacted by the COVID-19 pandemic, which may cause actual results to vary from these forward-looking statements. A detailed discussion of these and other factors that may affect future results is contained in Generac's filings with the U.S. Securities and Exchange Commission ("SEC"), particularly in the Risk Factors section of the 2020 Annual Report on Form 10-K and in its periodic reports on Form 10-Q. Stockholders, potential investors and other readers should consider these factors carefully in evaluating the forward-looking statements.

Any forward-looking statement made by Generac in this presentation speaks only as of the date on which it is made. Generac undertakes no obligation to update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

GENERAC BY THE NUMBERS – LTM THROUGH Q3 2021

GENERAC®



ABOUT GENERAC



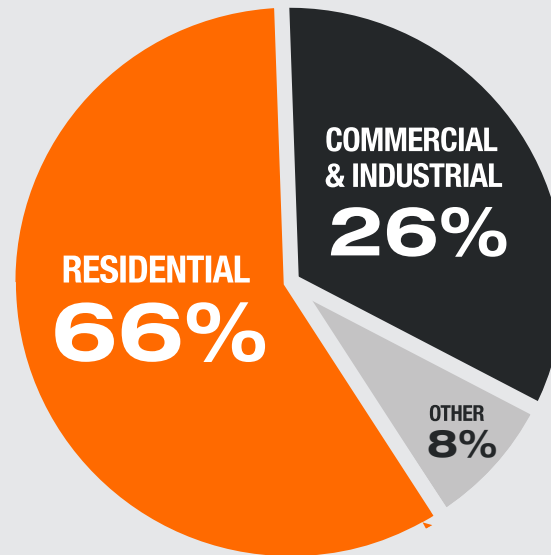
Residential

Home Standby, Clean Energy, Portables, Chore Products



Net Sales – LTM through Q3 2021

Domestic 85% | International 15%



Other

Aftermarket Parts, Product Accessories, Extended Warranty, Grid Services, Remote Monitoring



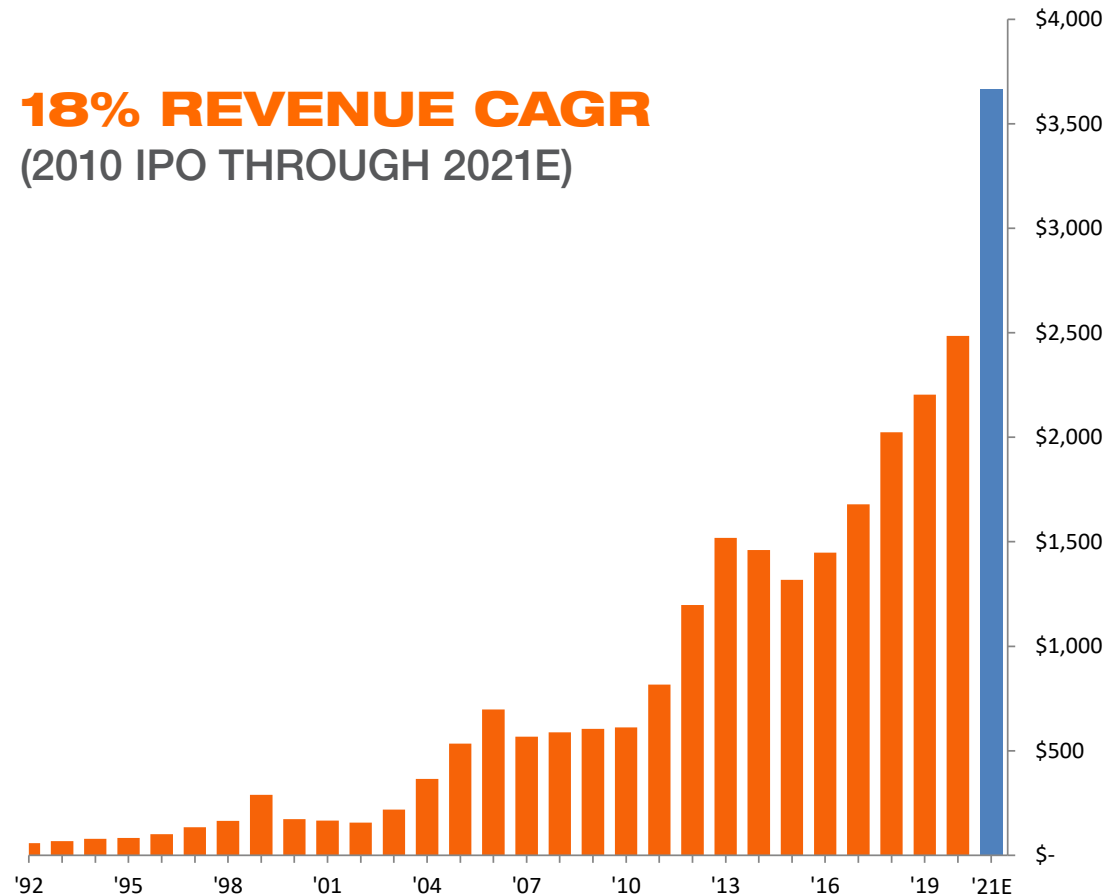
Commercial & Industrial

Stationary Gens, Telecom, Mobile & Storage



TRACK RECORD OF GROWTH

18% REVENUE CAGR
(2010 IPO THROUGH 2021E)



Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Excludes "PortableProduct" sales prior to the division's divestiture in 1998. Figures include results from acquisitions completed during 2011 –present. CAGR measures revenue growth through 2021E off 2010 base. 2021 figure assumes midpoint of guidance given on November 2, 2021.

STRATEGIC GROWTH THEMES

- Power Quality Issues Continue to Increase
- Home Standby Penetration Opportunity is Massive
- Solar, Storage & Monitoring Markets Developing Quickly
- Grid Services & Energy-as-a-Service Open New Revenue Streams
- Natural Gas Generators Driving Superior Growth
- Rollout of 5G Will Require Improved Network Quality

MEGATRENDS REVIEW

GENERAC®



"Grid 2.0" - Evolution of the traditional electrical utility model

Technology, regulation and the "electrification of everything" will create Clean Energy and Grid Services opportunities



Attitudes around global warming and climate change are changing

Expectation of more severe weather driving power outages



Natural Gas will be an important fuel of the future

Huge supply & increasing demand for applications beyond standby power



Legacy infrastructure needs major investment cycle

Rebuilding of transportation, water & power will take decades



Telecommunications infrastructure shifting to next generation

5G will enable new technologies requiring significant improvement in network uptime



Home as a Sanctuary

Working, learning, shopping, entertaining, aging in place, and in general, spending more time at home



GENERAC®
POWERING A
**SMARTER
WORLD**



Improve energy resilience
and independence

Increase power reliability through onsite generation and storage solutions that provide resiliency for homes, businesses and communities.



Optimize energy efficiency
and consumption

Enable sustainable and more efficient power generation and consumption through monitoring, management and lower-carbon solutions.



Protect and build critical
infrastructure

Offering innovative solutions that enable and protect next-generation power, communications, transportation and other critical infrastructure.

OUR PEOPLE • CUSTOMER EXPERIENCE • CONTINUOUS IMPROVEMENT • TECHNOLOGY LEADERSHIP

2021 ACQUISITIONS - ACCELERATING "POWERING A SMARTER WORLD" STRATEGY

GENERAC®



**DEEP SEA
ELECTRONICS**
A GENERAC COMPANY

- Founded 1975
- Headquartered Hunmanby, UK
- Closed June 1st
- Designer and manufacturer of advanced controls for a range of energy technology applications



- Founded 2010
- Headquartered Los Angeles, CA
- Closed July 2nd
- Designer and provider of grid-interactive microinverter and monitoring solutions



- Founded 2000
- Headquartered Rugby, UK
- Closed September 1st
- Designer and manufacturer of industrial-grade energy storage systems



- Founded 2015
- Headquartered Bend, OR
- Closed September 1st
- Advanced engineering and product design focused on developing energy technology solutions



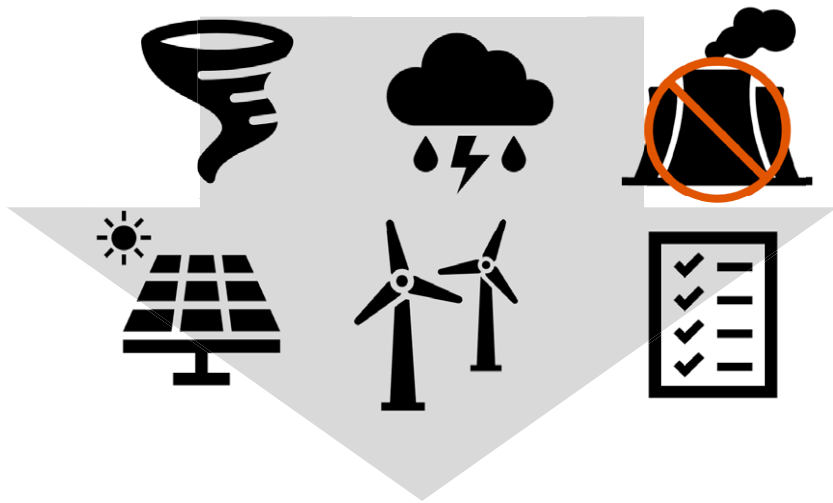
- Founded 2015
- Headquartered Boston, MA
- Closed October 1st
- Provider of IoT propane tank monitoring solutions that enable the optimization of propane fuel logistics



- Founded 2007
- Headquartered Toronto, Canada
- Expected close Q4 2021
- Leader in sustainable home technology solutions including smart thermostats that deliver significant energy savings, security and peace of mind

GENERAC GRID SERVICES GROWING ELECTRICITY SUPPLY/DEMAND IMBALANCE

GENERAC®

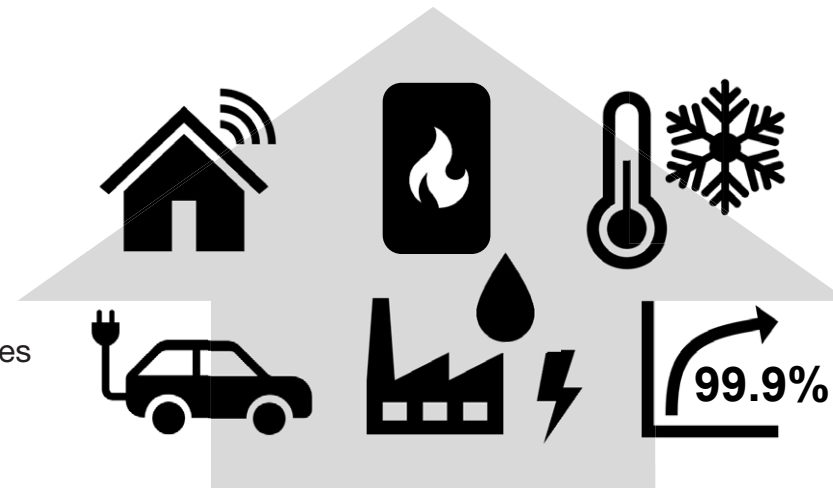


Supply Reliability Deteriorating

- Climate change impacts – more severe weather
- One-way system, reliant on fossil fuels and susceptible to power outages
- Infrastructure underinvestment
- Penalties for carbon intensity – Increasing renewables/incentives
- Intermittency – grid instability – rolling blackouts

Demand Rapidly Increasing

- Electrification of everything – dramatic increase in electricity demand
- Transportation – EV adoption & charging
- Homes & businesses – electrification of HVAC, water heating, appliances
- Home as a Sanctuary – Higher 9s of reliability
- Overall higher sensitivity to power outages



GENERAC GRID SERVICES AGGREGATING DERs TO SOLVE THE PROBLEM



RESI ECOSYSTEM



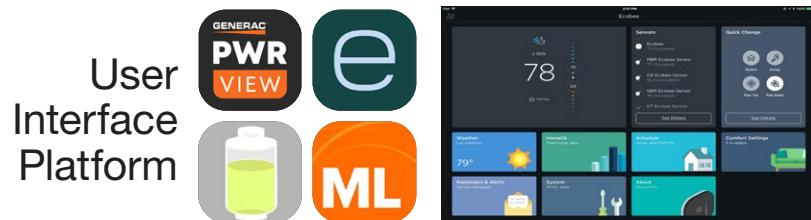
C&I ECOSYSTEM



**GENERATION &
STORAGE ASSETS**



**MONITORING &
MANAGEMENT DEVICES**



**PLATFORM &
CONTROLS**



**DISTRIBUTED ENERGY RESOURCE
MANAGEMENT SYSTEM (DERMS)**



DECARBONIZATION, DIGITALIZATION, DECENTRALIZATION

GENERAC GRID SERVICES LEVERAGING OUR CAPABILITIES



INDUSTRY LEADING HARDWARE SOLUTIONS



Several million grid
edge assets

INTEGRATED DELIVERY & CUSTOMER SERVICE



Over 10,000
Dealers & Distributors

INDUSTRY-LEADING SOFTWARE TECHNOLOGY



Control millions of end
points in real-time

INTEGRATED SERVICES & SUPPORT



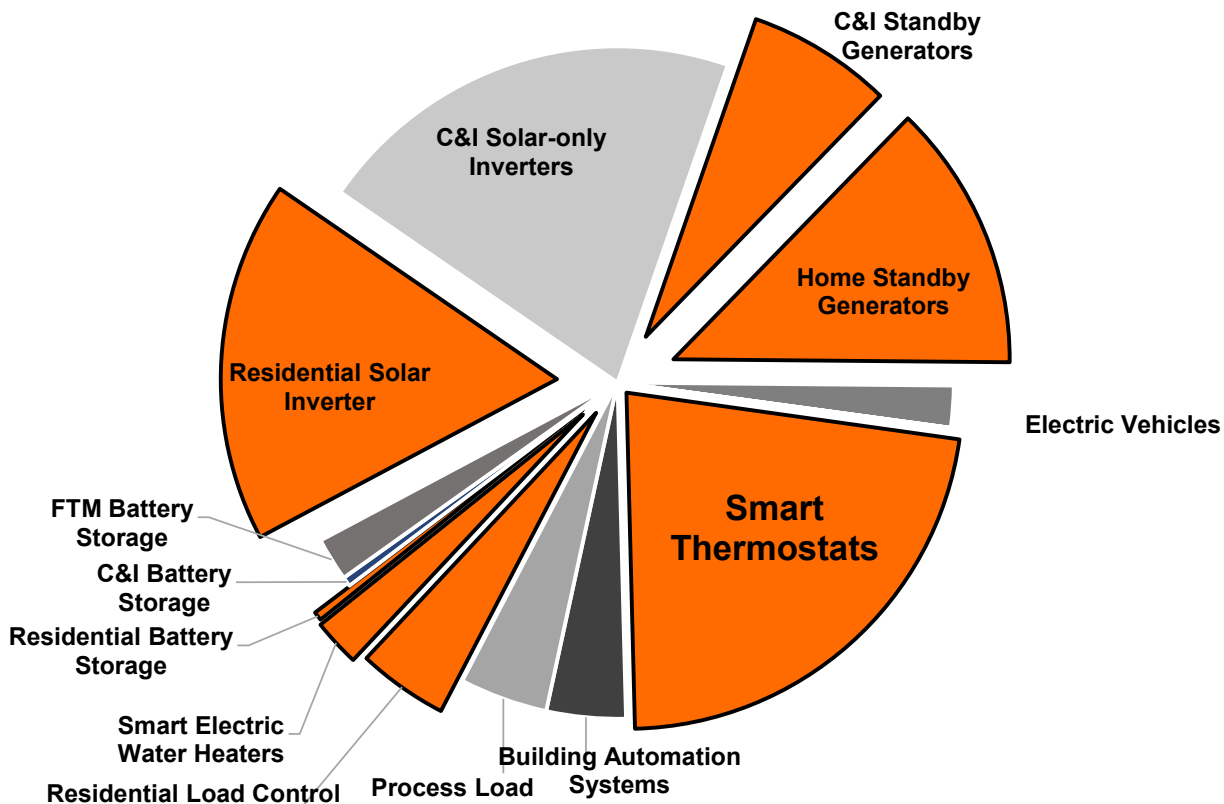
24/7 Operations
and Customer Care

GENERAC GRID SERVICES EXPANDING SERVED MARKET OPPORTUNITY



\$6 Billion Grid Services SAM Opportunity

SAM is Grid Services value only; does not include sales of hardware/equipment



Current Generac Asset Offerings

- Residential Solar Inverter
- Home Standby Generators
- C&I Standby Generators
- Residential Load Control
- Smart Electric Water Heaters
- Residential Battery Storage
- + **Smart Thermostats**

ecobee

Creating Grid Services Advantage as the Provider of Assets Representing ~65% of SAM

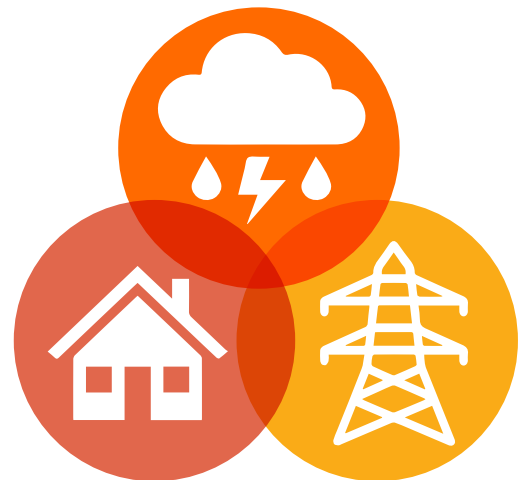
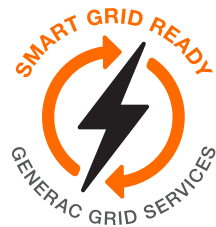
*Company estimate. 2024 Served Addressable Grid Services Market in North America.

Includes all grid services (e.g. performance contracts and SaaS) from devices to provide flexibility regardless of: location, market openness, program offerings, Fuel source, front or behind-the-meter location, grid scale or distributed scale, ability to control. Revenue figures assumes an average of \$70/kW-yr per kW (device can have multiple kW)

MASSIVE HSB PENETRATION OPPORTUNITY

Widespread growth potential

- Total US penetration rate estimated at ~5.75% by end of 2021; highest penetrated markets in the US are nearing 20% and still growing
- Crossing the consumer tipping point in the category where backup power is no longer a luxury item
- New DER opportunity should drive penetration further



Generac's unique HSB position +
Intersecting powerful mega-trends =
Accelerated penetration rate

INDUSTRY'S BROADEST CLEAN ENERGY PRODUCT OFFERING

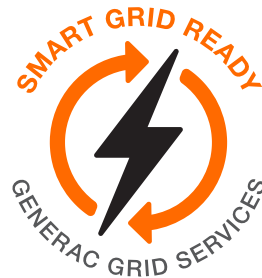
GENERAC®



**AC & DC
Coupled Storage**



Microinverters



VPP Enabled



AC & DC Generators



Load Management



**HVAC, Water Heater Controllers
& Other Grid Edge Devices**



**Guiding Tenets: Energy Independence,
Whole Home Power, Product Supermarket**

INDUSTRIAL SOLUTIONS NEW ENERGY TECHNOLOGY OPPORTUNITIES

GENERAC®

Beyond Standby Applications

- Non-Standby use of natural gas generators
- Multi purpose microgrids
- C&I energy storage
- Hydrogen fueled generators
- Hybrid systems – generators and/or solar + storage
- Grid Services capabilities revolutionize generator economics

Energy Technology revenue streams
projected to add **~\$350 million by 2024**



Key Generac proprietary fuel
system & control technology



Manufactured by Generac to Enchanted
Rock's design criteria

SECULAR GROWTH TRENDS IN TELECOM ARE GLOBAL

Growing Global Tower Count



- 2026E global tower count of ~5.3M; +30% over 5 years
- US tower count +30% over last 2 years to 410,000

Wireless networks are critical infrastructure



- Network reliability & up-time necessary for a connected world
- Power failure equals network failure

Site Hardening Still Underway



- 50% of US sites yet to be hardened, expected to hit ~75% in 10 years, \$2B opportunity
- Global opportunity expanding alongside tower count

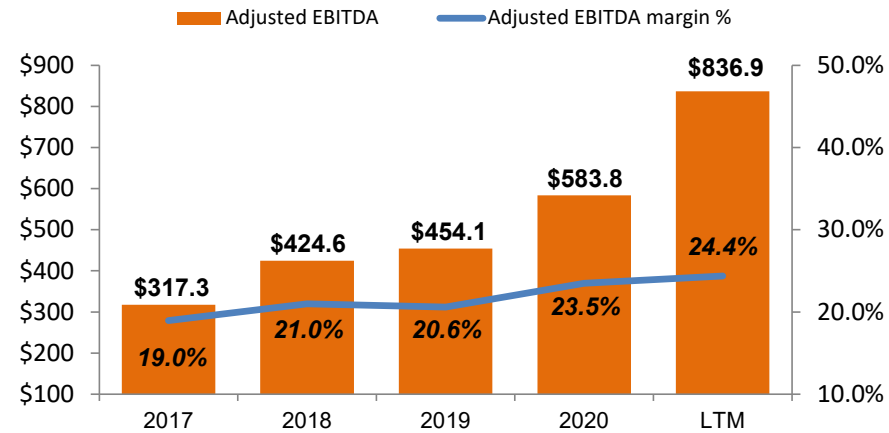
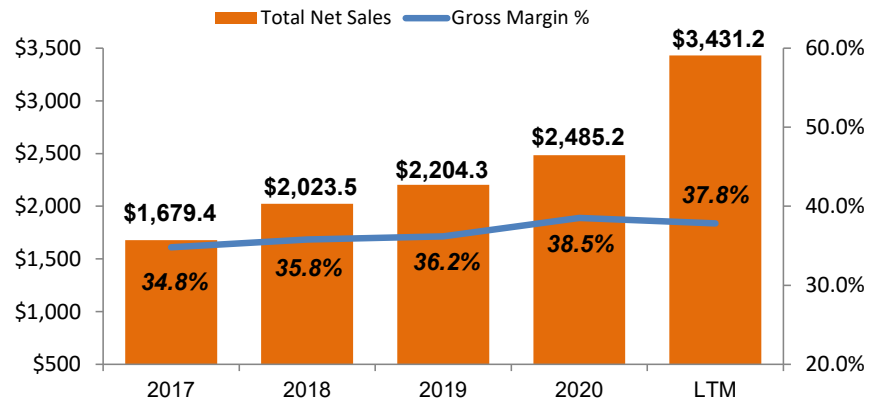
Generac Uniquely Positioned to Capture Opportunity



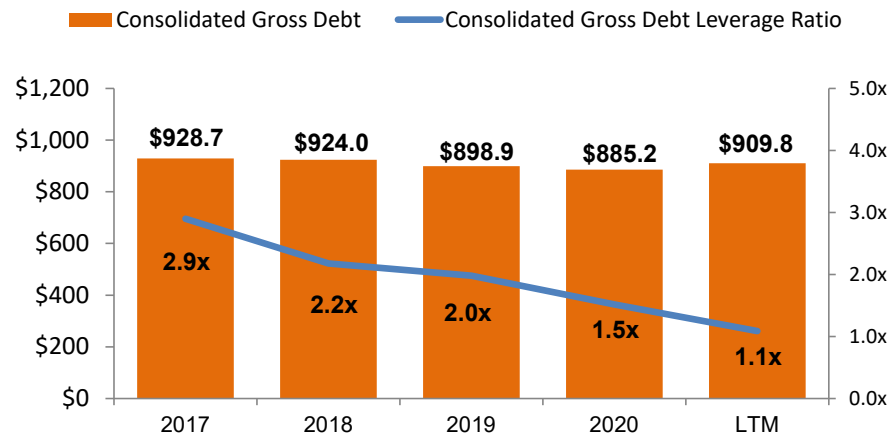
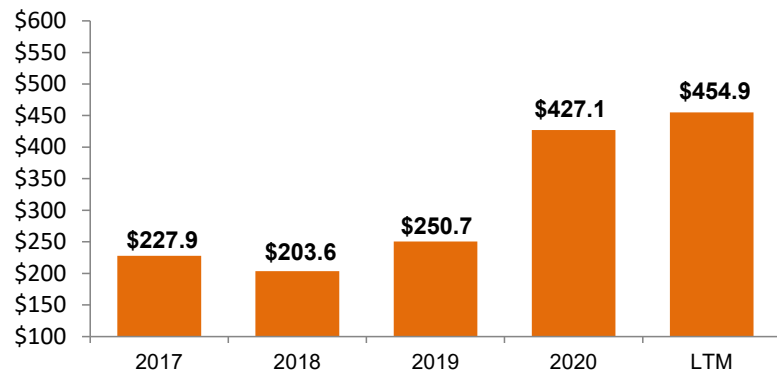
- Global presence and relationships with carriers & tower companies
- ~60% share of US market

FINANCIAL SUMMARY

(\$'S IN MILLIONS)



Free Cash Flow



Note: Adjusted EBITDA margin calculated using adjusted EBITDA before deducting for non-controlling interest.

CAPITAL DEPLOYMENT PRIORITIES

1	Organic Growth	<ul style="list-style-type: none"> Asset lite with capex only 2.5% to 3.0% of sales Investment in technology, innovation and R&D capabilities Capacity expansion, global systems, high ROI automation	Asset Lite
2	M&A	<ul style="list-style-type: none"> Robust M&A pipeline Demonstrated ability to execute; 23 deals since 2011 Accelerates “Powering a Smarter World” strategic plan Seek high synergy opportunities with above WACC returns	Accelerate the strategy
3	Pay Down Debt	<ul style="list-style-type: none"> Target 1-2x leverage Term Loan (L +175) matures 2026, ABL matures 2026 \$500mm notional swapped fixed	Maintain Healthy Balance Sheet
4	Return of Capital	<ul style="list-style-type: none"> As future cash flow permits, will evaluate options opportunistically \$250mm remaining on current share repurchase authorization	Opportunistic

Strong balance sheet and cash flow generation allows flexibility to execute on future shareholder-value enhancing opportunities

2021 BUSINESS OUTLOOK

(AS REPORTED ON NOVEMBER 2, 2021)

GENERAC[®]

Consolidated net sales

- Consolidated revenue: increase between 47% to 50%
- Approximately 5% favorable impact from acquisitions and foreign currency
- Does not assume benefit of another major outage event in the second half of year

Adjusted EBITDA margins

- Approximately 23.5%

Cash income tax rate

- Between 20 to 20.5%

Free cash flow

- Solid conversion of adjusted net income to free cash flow



Expect to Utilize Strong Free Cash Flow Generation to Increase Shareholder Value

APPENDIX



SUMMARY OF ACQUISITIONS - SINCE 2016



**MAR.
2016**

Stationary, mobile and portable generators sold into over 150 countries worldwide **Siena, Italy**



**JAN.
2017**

Gaseous-engine control systems and accessories sold to engine OEMs and aftermarket customers **Celle, Germany**



**JUN.
2018**

Larger kW and container gensets; service and remote monitoring platform for Latin America market **Mexico City, Mexico**



**FEB.
2019**

Captiva Energy Solutions, founded in 2010 and headquartered in Kolkata, India specializes in customized industrial generators. **Kolkata, India**



**MAR.
2019**

The leading energy data company focused on metering technology and sophisticated analytics to optimize energy use **Vancouver, BC**



**APR.
2019**

Leading manufacturer of smart storage solutions and smart batteries **Portland, ME**



**SEP.
2020**

Leading manufacturer of an innovative commercial line of battery powered turf care products **Ross, OH**



**OCT.
2020**

Leading provider of distributed energy optimization and control software for the electrical grid **Denver, CO**



**JUN.
2021**

Designer and manufacturer of advanced controls for a range of energy technology applications **Hunmanby, UK**



**JUL.
2021**

Designer and provider of grid-interactive microinverter and monitoring solutions for the solar market **Los Angeles, CA**



**SEP.
2021**

Leading designer and manufacturer of industrial-grade energy storage systems **Rugby, UK**



**SEP.
2021**

Advanced engineering and product design company focused on developing energy technology solutions **Bend, OR**



**OCT.
2021**

Provider of IoT propane tank monitoring solutions that enable the optimization of propane fuel logistics **Boston, MA**



PENDING

Leader in sustainable home technology solutions including smart thermostats that deliver significant energy savings, security and peace of mind **Toronto, CA**

Acquisitions used to accelerate Powering Our Future strategy

Revenue synergies

- New products, customers, end markets
- Numerous cross-selling opportunities
- Geographic and international expansion

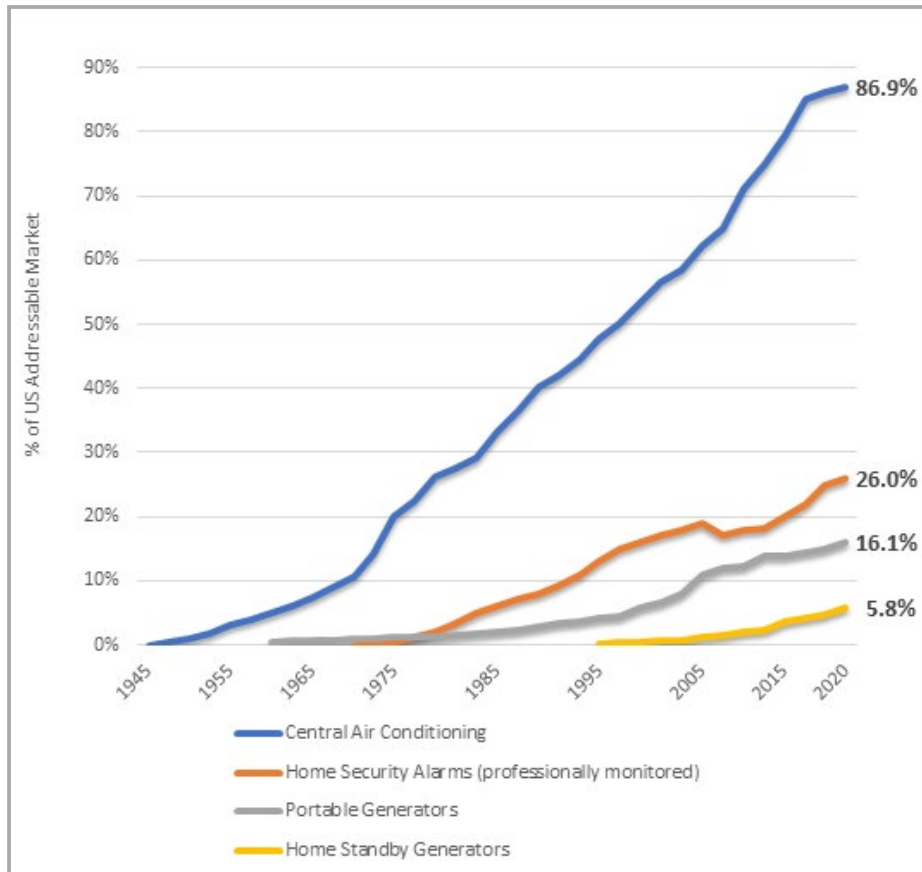
Cost synergies

- Strategic global sourcing initiatives
- Innovation and cost-reduction engineering
- Adopt Generac's lean cost culture
- Operational excellence focus

Smaller acquisitions of Pramac America in September 2017 (portable generators – Marietta, GA); Energy Systems in July 2020 (industrial distributor – Stockton, CA)

HSB: A PENETRATION STORY

North American Penetration Opportunity⁽¹⁾



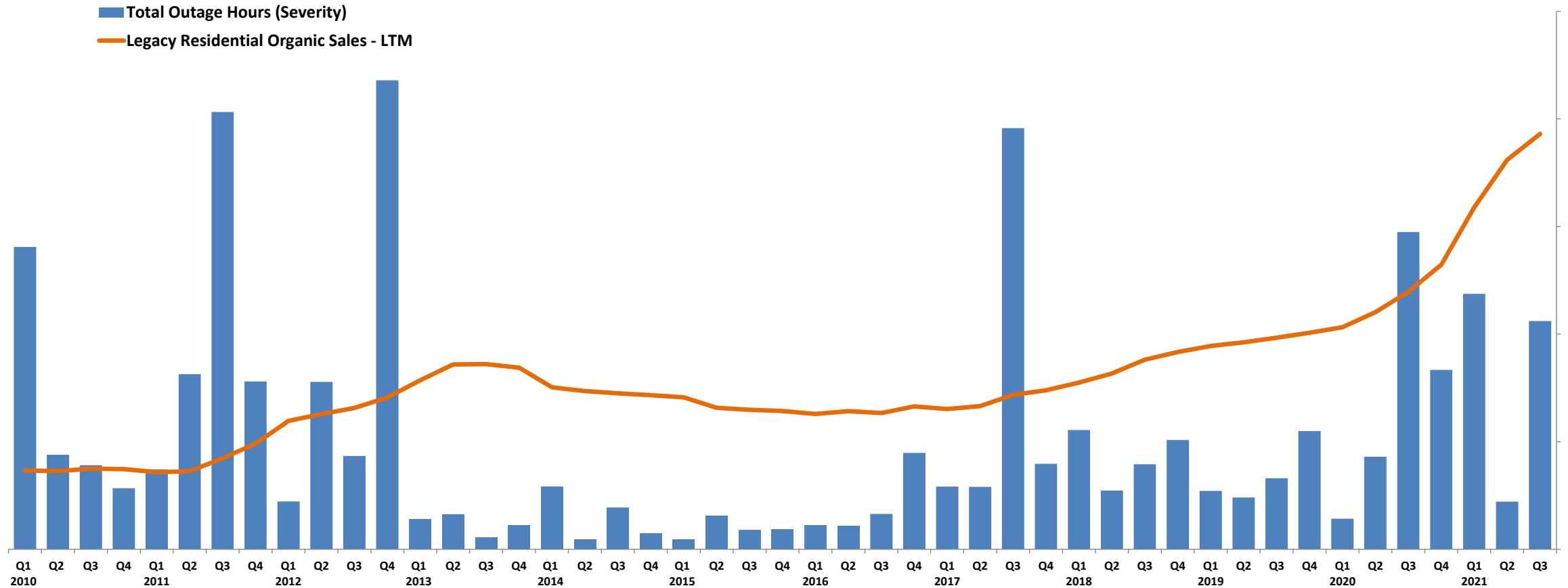
Aging Population Fits Demographic

- ~65% of buyers age 60 and older
- ~Median home value of approximately \$450k
- ~80-85% retro-fit application
- ~\$130K median household income
- Between 6-8% replacement units

**Every 1% of increased penetration equals
~\$2.5 billion of market opportunity**

(1) Source: Company estimates; based on addressable market for HSB generators consisting of all single-family detached, owner-occupied homes valued > \$125K; portables and central A/C use all single-family homes regardless of value; penetration rate for home security alarms was estimated from a variety of industry sources and focuses on the professionally monitored market.

EXPANDING POWER OUTAGE SEVERITY⁽¹⁾

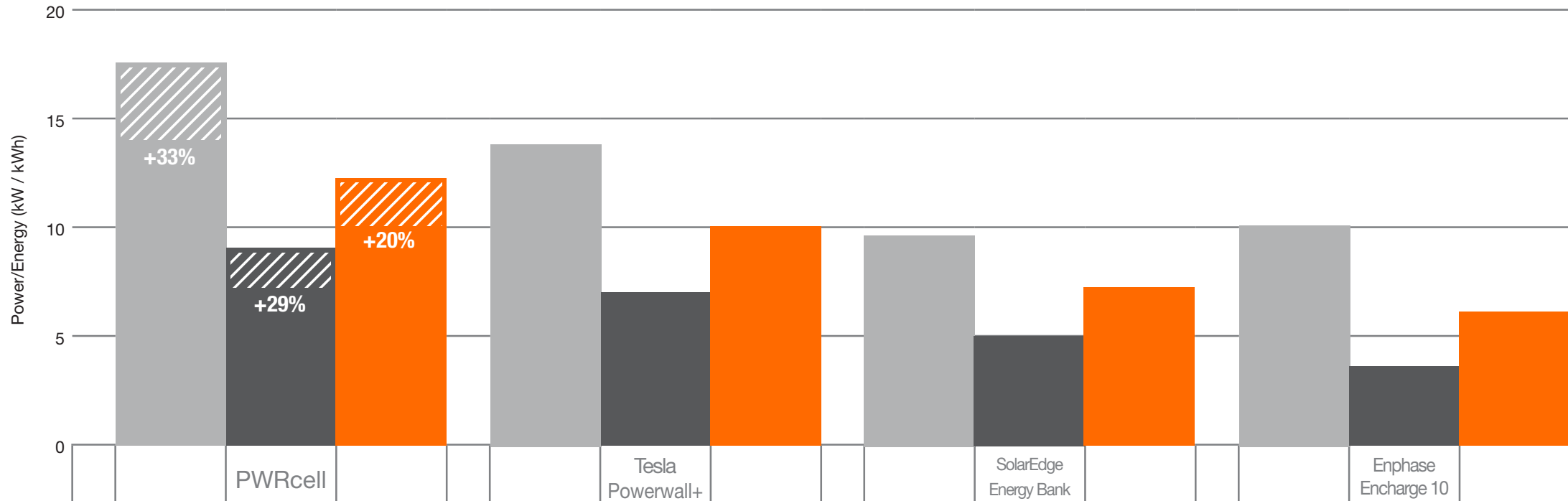


(1) Represents power outage hours for mainland U.S. only

Elevated Baseline Outages + Major Events + Home as a Sanctuary = Catalysts for Growth

PWRCELL® WHOLE HOME POWER COMPARISON

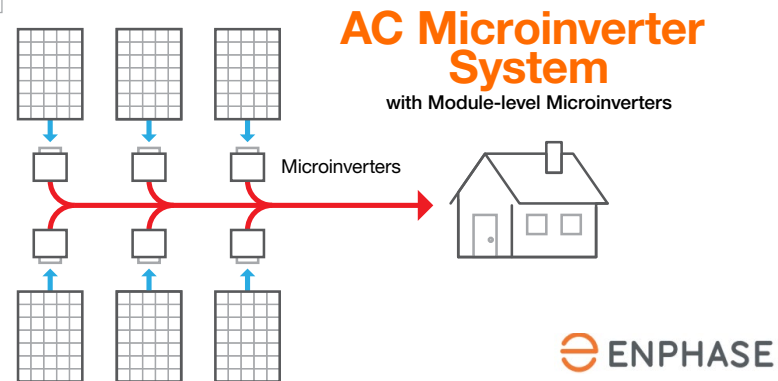
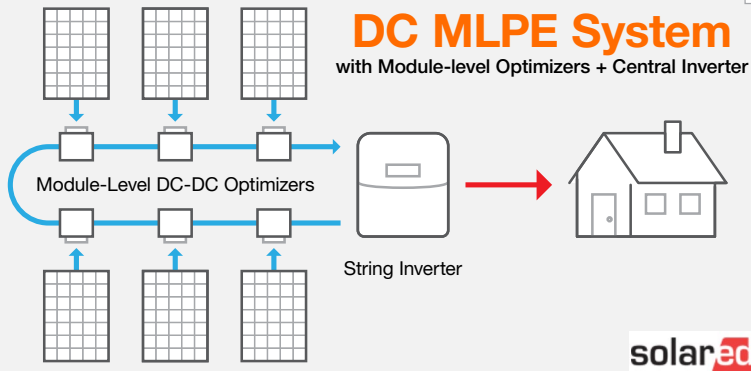
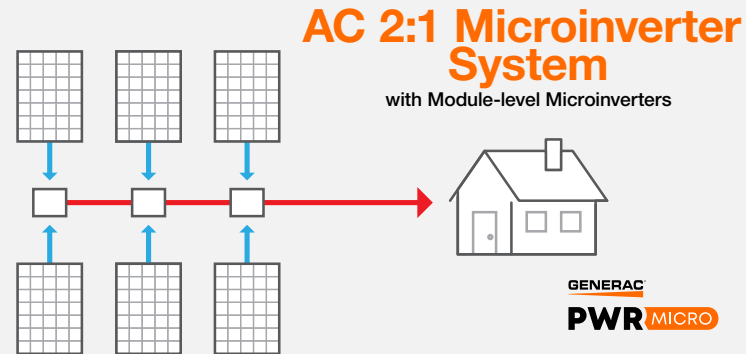
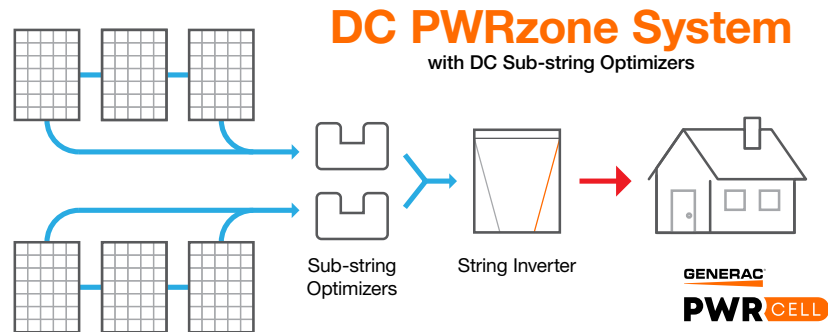
USEABLE ENERGY CONTINUOUS POWER PEAK POWER



	PWRcell	Tesla	SolarEdge	Enphase
Useable Energy	18kWh	13.5kWh	9.7kWh	10.1kWh
Continuous Power	9kW	7kW	5kW	3.8kW
Peak Power (seconds)	12kW	10kW	7.5kW	5.76kW

Note: Shaded lines represent market leading advantage in terms of power capability, with specific percentages as compared to Tesla

SOLAR INVERTER COMPARISON FOR RESIDENTIAL APPLICATIONS



— AC Power
— DC Power

Performance Comparison

● Ideal Conditions

☀ FULL SUN

☁ PARTIAL SUN

☾ LOW SUN



Q3 2021 & LTM FINANCIAL OVERVIEW



(\$'S IN MILLIONS)

	Actual Q3 2021 (unaudited)	Y/Y % Change	Actual LTM (unaudited)	Y/Y % Change
Residential	\$608.8	32.7%	\$2,249.6	63.0%
Industrial	258.3	46.6%	913.6	26.8%
Other	75.6	14.0%	268.0	25.0%
Net Sales	\$942.7	34.4%	\$3,431.2	48.2%
Gross Profit	\$336.0	21.7%	1,297.7	47.5%
% Margin	35.6%		37.8%	
Adjusted EBITDA	\$209.2	17.0%	\$836.9	61.8%
% Margin (1)	22.2%		24.4%	
Net Income - GHI	\$131.6	14.4%	\$532.6	80.4%
Adjusted Net Income - GHI	\$151.1	13.7%	\$592.8	59.0%
Adjusted EPS - GHI	\$2.35	12.7%	\$9.24	57.2%
Free Cash Flow	\$42.1	(71.6%)	\$454.9	14.7%
Consolidated Gross Debt			\$909.8	
Consolidated Gross Debt Leverage Ratio			\$1.1	

(1) Adjusted EBITDA (margin) calculated using adjusted EBITDA before deducting for non-controlling interest.

ADJUSTED EBITDA RECONCILIATION

GENERAC®

(\$'S IN MILLIONS)

	2017	2018	2019	2020	LTM
Net income	\$159.6	\$241.2	\$252.3	\$347.2	\$535.6
Interest expense	42.7	41.0	41.5	33.0	31.3
Depreciation and amortization	52.0	47.4	60.8	68.8	81.4
Income taxes provision	44.1	69.9	67.3	99.0	153.3
Non-cash write-down and other charges	2.9	3.5	0.2	(0.3)	(1.6)
Non-cash share-based compensation expense	10.2	14.6	16.7	20.9	24.8
Loss on extinguishment of debt	-	1.3	0.9	-	0.8
Transaction costs and credit facility fees	2.1	3.9	2.7	2.2	10.5
Loss on pension settlement, restructuring and other	3.7	1.8	11.6	13.1	0.8
Adjusted EBITDA	\$317.3	\$424.6	\$454.1	\$583.8	\$836.9
Adjusted EBITDA attributable to noncontrolling interests	(6.1)	(7.8)	(5.0)	(2.4)	(7.9)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$311.2	\$416.8	\$449.2	\$581.4	\$829.0

ADJUSTED EBITDA RECONCILIATION



(\$'S IN MILLIONS)

Net income to Adjusted EBITDA reconciliation

	Three months ended September 30,		LTM Ended September 30,	
	2021 (unaudited)	2020 (unaudited)	2021 (unaudited)	2020 (unaudited)
Net income attributable to Generac Holdings, Inc.	\$131,570	\$114,970	\$532,600	\$295,189
Net income attributable to noncontrolling interests	1,183	265	2,987	(3,015)
Net income	132,753	115,235	535,587	292,174
Interest expense	7,980	8,096	31,334	35,197
Depreciation and amortization	23,216	17,168	81,368	68,013
Income taxes provision	32,611	32,050	153,347	73,390
Non-cash write-down and other charges	3,333	477	(1,557)	1,435
Non-cash share-based compensation expense	5,783	4,353	24,759	19,544
Loss on extinguishment of debt	-	-	831	926
Transaction costs and credit facility fees	3,385	568	10,462	1,837
Loss on pension settlement, restructuring and other	140	831	774	24,574
Adjusted EBITDA	209,201	178,778	836,905	517,090
Adjusted EBITDA attributable to noncontrolling interests	(2,247)	(920)	(7,862)	(2,193)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$206,954	\$177,858	\$829,043	\$514,897

ADJUSTED NET INCOME AND FREE CASH FLOW RECONCILIATIONS

GENERAC®

(\$'S IN MILLIONS)

Net income to Adjusted net income reconciliation

	Three months ended September 30,		LTM Ended September 30,	
	2021 (unaudited)	2020	2021 (unaudited)	2020
Net income attributable to Generac Holdings, Inc.	\$131,570	\$114,970	\$532,600	\$295,189
Net income attributable to noncontrolling interests	1,183	265	2,987	(3,015)
Net income	132,753	115,235	535,587	292,174
Provision for income taxes	32,611	32,050	153,347	73,390
Income before provision for income taxes	165,364	147,285	688,934	365,564
Amortization of intangible assets	12,206	7,892	41,177	31,985
Amortization of deferred financing costs and OID	646	654	2,599	3,055
Loss on extinguishment of debt	-	-	831	926
Transaction costs and credit facility fees	5,487	381	9,190	113
Loss on pension settlement, restructuring and other	-	531	(4,177)	24,186
Adjusted net income before provision for income taxes	183,703	156,743	738,554	425,829
Cash income tax expense	(31,290)	(23,620)	(141,445)	(53,089)
Adjusted net income	\$152,413	\$133,123	\$597,109	\$372,740
Adjusted net income attributable to noncontrolling interests	(1,272)	(198)	(4,309)	195
Adjusted net income attributable to Generac Holdings, Inc.	\$151,141	\$132,925	\$592,800	\$372,935

Free Cash Flow Reconciliation

Net cash provided by operating activities	\$74,411	\$155,196	\$567,627	\$443,395
Proceeds from beneficial interests securitization transactions	877	674	2,893	\$2,592
Expenditures for property and equipment	(33,234)	(7,608)	(115,644)	(49,295)
Free cash flow	\$42,054	\$148,262	\$454,876	\$396,692