

Investor Presentation

DECEMBER 2019

Generac's mission is to ensure peace of mind by developing power products and solutions that make the world safer, brighter and more productive.



Investor Relations

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Certain statements contained in this presentation, 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.

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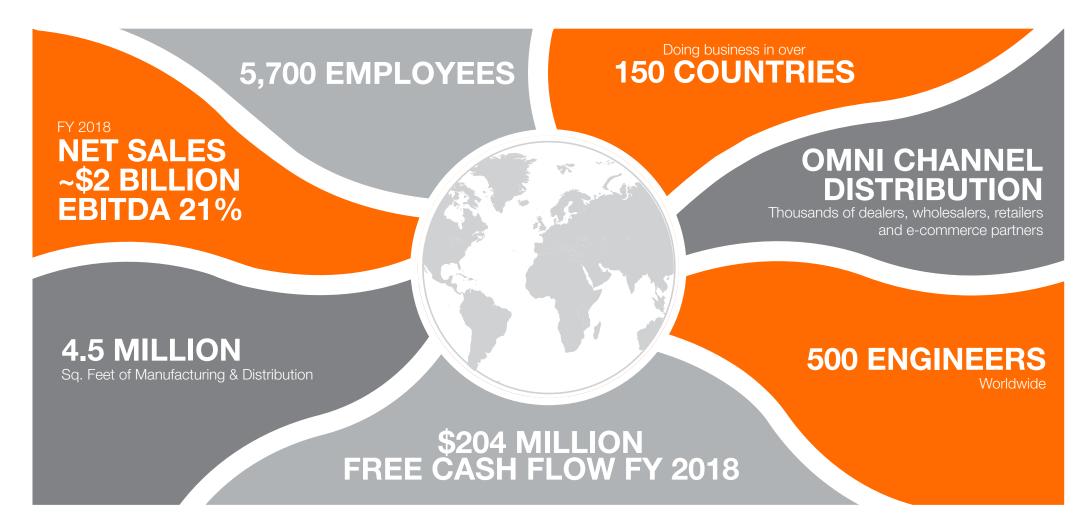
statements, including: frequency and duration of power outages impacting demand for Generac products; availability, cost and quality of raw materials and key components used in producing Generac products; the impact on our results of possible fluctuations in interest rates, foreign currency exchange rates, commodities, product mix and regulatory tariffs; 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; difficulties Generac may encounter as its business expands globally or enters new markets; Generac's dependence on its distribution network; Generac's ability to invest in, develop or adapt to changing technologies and manufacturing techniques; loss of key management and employees; increase in product and other liability claims or recalls; failures or security breaches of our networks or information technology systems; and changes in environmental, health and safety, or product compliance laws and regulations affecting our products or operations..

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. A detailed discussion of these and other factors that may affect future results is contained in Generac's filings with the Securities and Exchange Commission ("SEC"), particularly in the Risk Factors section of our 2018 Annual Report on Form 10K and in its periodic reports on Form 10Q. 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





Mega Trends



Disruption of the traditional electrical utility model

- Regulation Driving Cost
- Technology Enabling Change

Natural Gas will be the world's fuel for baseload power

- Supply Huge Reserves
- Demand Increasing Uses

Attitudes around global warming are changing

- Expect More Severe Weather
- Expect More Power Outages
- Expect More Subsidies and Regulation

Legacy infrastructure needs major investment cycle

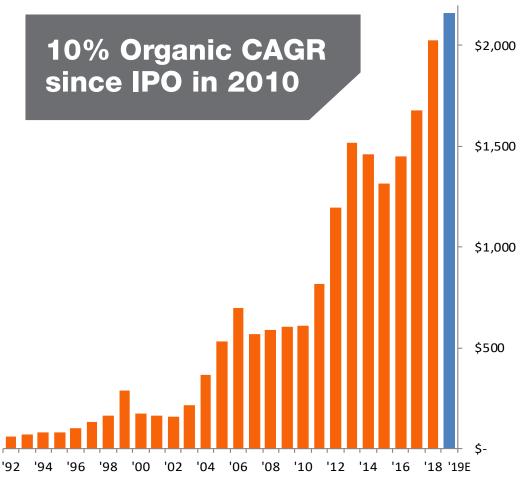
- Overall US infrastructure gets a D+ grade
- Globally things aren't much better

Telecommunications infrastructure shifting to next generation

- 5G will become telecommunications backbone
- Will enable new technologies



Macro Investment Themes



Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Excludes "Portable Product" sales prior to the division's divestiture in 1998. Figures include results from acquisitions completed during 2011 – present; see slide titled "Summary of Acquisitions" for further details.

Creating a Leading "Energy Technology" Company

Power Quality Issues Continue To Increase

- Aging grid & aging population dependent on power
- 485 million outage hours in the US over the last year (20% CAGR since 2014)
- PG&E shutoffs could cause "major outage events"

Home Standby Market Growth Opportunity is Massive

- Only 4.5% of US HH's have a HSB today (TAM=52M HH's)
- Every 1.0% of penetration is a \$2b market (at retail)
- Generac's 75%+ share due to unique go to market strategy

Natural Gas Generators Driving Superior Growth Rates

- Cleaner, greener & more cost effective for on-site power
- US is ~40% gas gen sales annually and growing 2x diesel
- Global opportunity is nascent less than 1% of market

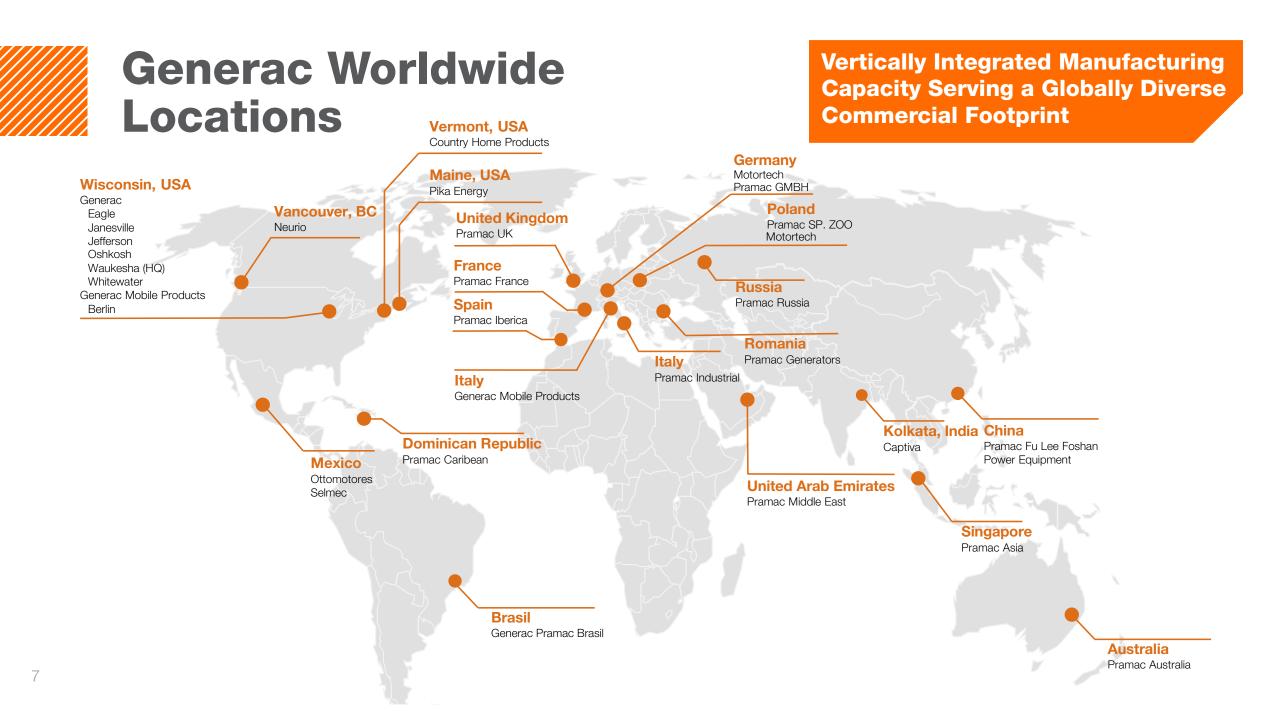
Rollout of 5G Will Require Improved Network Reliability

- 5G will enable many new technologies uptime critical
- 330k US sites & only 1/3 have backup Generac #1 supplier
- Technology to rollout globally Generac footprint can serve

Energy Storage & Monitoring Markets Developing Quickly

- New markets focused on energy cost reduction
- Battery cost and performance continue to improve
- Generac uniquely positioned with distribution, marketing & brand







Power **Platforms**



Consumer Power Products

Air-cooled Home Standby Generators

Liquid-cooled Home Standby Generators

Portable & Inverter Generators

	Prime and emergency backup for: - Residential - Light Commercial
	Construction
er	Recreation



Outdoor Chore Products

Pressure washers Water pumps Field & brush mowers Trimmer mowers Chippers & shredders Log splitters Lawn & leaf vacuums Stump grinders

Wide variety of property maintenance applications for: - Residential - Larger-acreage properties - Light commercial

- Municipal
- Farm



C&I Stationary Products

Larger kW & Container Gensets

Industrial Stationary Generators

Commercial Stationary

- Complete lines of diesel & natural gas generators

Generators

Prime and emergency backup for:

- Healthcare
- Telecom/Data Centers
- Municipal
- Manufacturing
- Distribution
- Hospitality
- Restaurants - Retail







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Heaters & Pumps

- Mining - Special Events

Mobile Power Products

- Road Development
- General Rental needs

Support equipment for:

- Construction

- Oil and Gas







Growth Drivers



Consumer Power Products

Key drivers: Aging and under-invested grid, favorable demographics, heightened power outages

Low penetration of emerging HSB category: ~4.5% of addressable households within the U.S.

Market leader: Leading share of domestic HSB market; With significant competitive advantages high-20% share of portable generator market

Key strategic initiatives: Further improve lead generation, close rates and reduce total system cost

Connectivity: Driving deeper engagement with customers and distribution partners

C&I Stationary Products

Natural gas generators: Gaining share vs. diesel
Market share gains: Larger-kW product offering, distribution optimization, sales process excellence
International Expansion: Acquisitions accelerate expansion

into other regions of the world

New Market Opportunities: Expansion of gaseous-fueled products into prime, continuous and CHP applications Low penetration: Within the light commercial/retail market Telecom: Growing importance of backup power for critical telecommunications infrastructure





Outdoor Chore Products

Housing drives market growth: Need for outdoor power equipment grows alongside housing starts
Trend toward pro market: Capitalize on growing trend in lawn and garden industry of "do it for me" with products for the pro market
Leverage current D2C customer base: Introducing new products to capture more share of wallet
Expand distribution: Products for outdoor power equipment dealers and other B2B partners

Supply Chain and Operational Synergies: Leverage air-cooled engine volumes and consolidated manufacturing footprint to improve cost position.

Mobile Power Products

Secular shift toward renting: Mobile products platform benefiting from shift toward renting in lieu of buying Diversification into new products: Entry into adjacent "engine-powered" rental equipment categories, both organically and through acquisitions

Long-term increased infrastructure spending: Macro opportunity of increased spending stimulus to improve aging domestic infrastructure

Long-term domestic energy production: Multi-decade upcycle for mobile support equipment that is essential to oil & gas drilling and production sites





Global Distribution Channels

Residential and C&I Dealer Network

International network of over 6,000 dealers

Installation and after sale service support

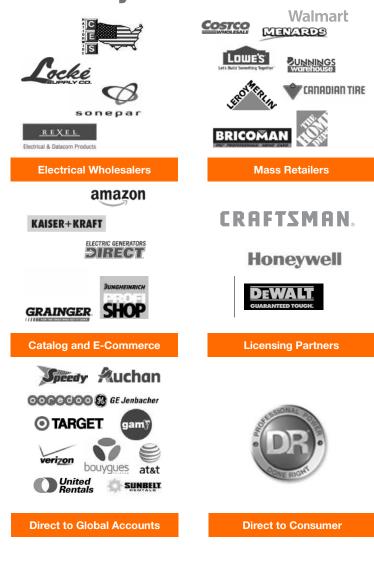
Work with professional engineering firms to develop customized solutions

Over 5,000 technicians trained every year

Support for global large account sales

Significant Omni-Channel Distribution

Other Key Channels







Introducing Generac Clean Energy Solutions



Rapidly Developing Market Opportunity

Desire to reduce green house gases. Aggressive emission reduction targets being put in place.

Solar and battery prices down approximately 60% since 2012 and projected to continue.

Universal desire to save money. Utility bills rising annually. More consumers want to take control and reduce their bills. Preference to use renewable energy solutions.

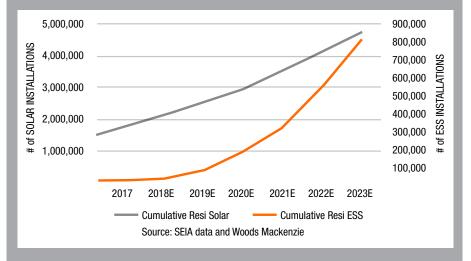
Increased power outages. Energy Storage Systems (ESS) add grid resiliency.

Environmental culture combined with growing energy costs drive global demand.

US Residential ESS Market \$2.3B; Global Market ~\$4.6B

GENERAC

60 YEARS



Expecting 104% CAGR from 2017 to 2023 results in a significant opportunity



Generac Clean Energy Investments



Neurio Vancouver, BC Acquired 03/13/2019

The leading energy data company focused on metering technology and sophisticated analytics to optimize energy use

Staffed by teams of data scientists, firmware and software engineers

In-house app development team

Combined we share a vision to develop groundbreaking technologies that modernize the way electricity is generated, stored, and used



ESS (Energy Storage System)



Pika Portland, Maine Acquired 04/26/2019

- Leading manufacturer of smart storage solutions and smart batteries
- Founded by MIT engineers

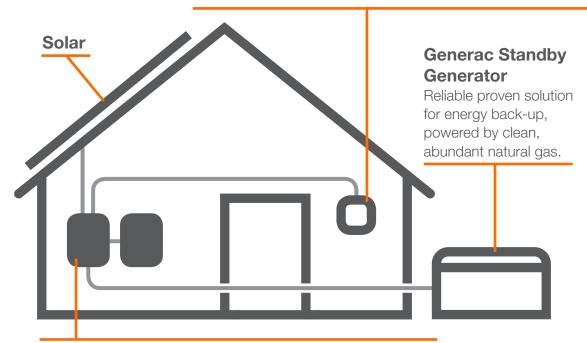
Deep knowledge of power electronics

Innovative products with impressive I.P. portfolio

Clean Energy Homes are Here Today

Generac Home Energy Management System

Reduces energy consumption by providing actionable insights of how home energy is consumed and how to save money.



Generac PWR Cell

Stores excess solar power or low cost grid power so you can power your home during the evening peak hours, increasing ROI of solar investment.

Why Generac

Brand: Generac is the leading brand of residential power solutions with millions of households protected by home standby generators

Distribution: Over 6,000 Generac dealers well positioned to sell, install and support ESS with an additional ~30,000 other distribution points (i.e. Retail, Wholesale, E-Comm) Global distribution positioned to penetrate internationally

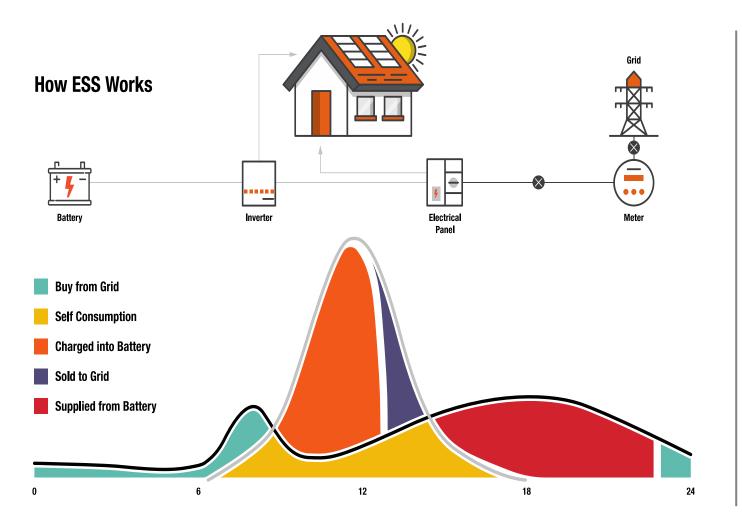
Demand Creation: Generac has developed best in class demand creation capabilities, tools and infrastructure (consumer targeting, infomercials, PowerPlay, In-Home Consultations (IHCs) and digital marketing) results in efficient customer acquisition

Technical Expertise: Generac knows home electrical systems, power electronics, load management and all associated codes and standards (UL, CSA, NEC, CPSC, etc.)

Utility Companies: Generac has key relationships with utility companies who have high interest in behind the meter ESS



How ESS Works





Solar + Storage enables "optimized" home energy decisions

Time shift solar to off-set peak demand periods

Growth of solar net metering causing grid challenges

Battery provides short-term back-up power during outages

ESS is a space we believe could be as meaningful as HSB in 5-10 years

Clean energy investment highlights

Fits global distribution and go to market strategies

Neurio and Pika are leaders in energy management and storage

Favorable environment for product adoption globally

Products fit well with commercial and industrial categories

Non seasonal business

Incremental platform for growth

Emerging market opportunity with no clear leader





2019 Enterprise Strategy

Grow:

Further expand market penetration in North America while establishing traction for these products globally.

Lead:

Capitalize on the global growth of natural gas fuel as an available and affordable energy source. Leverage Generac's expertise in gaseous engines to expand applications beyond standby power.



Gain:

We gain share by innovating and we expand our opportunity for growth by doing the hard work of pioneering new products and markets.

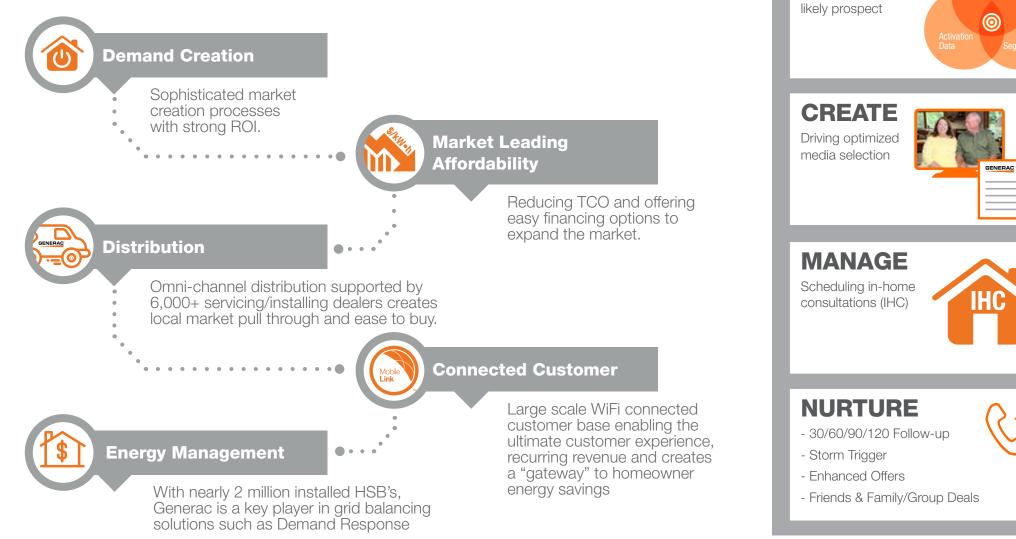
Connect:

By being connected to the devices we manufacture we will drive additional value to our customers and our partners over the product lifecycle.

POWERING OUR FUTURE



Grow: Unique Generac Capabilities



PowerPlay Sales Process

\$

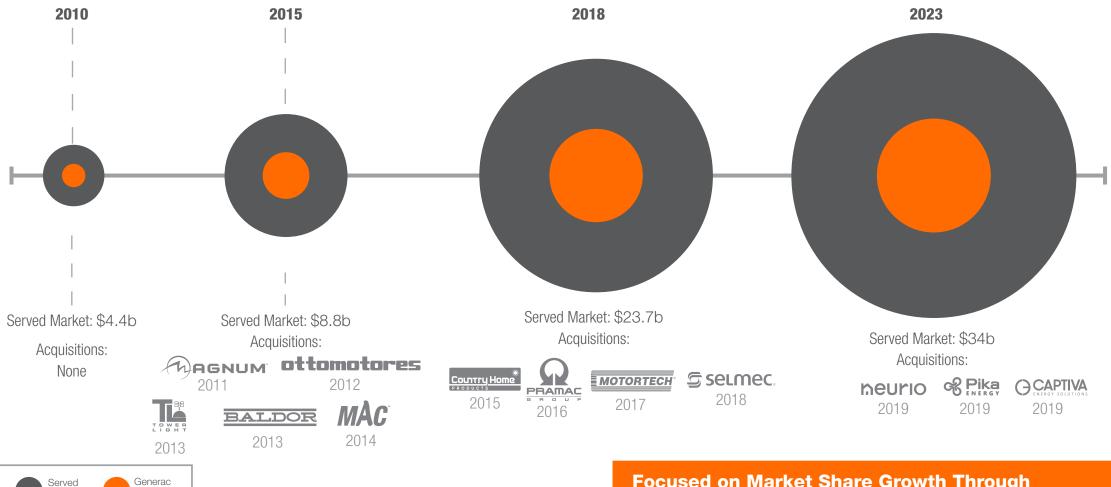
TARGET Finding the "most"



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Expecting served market growth of 8x through diversification



Focused on Market Share Growth Through Product Innovation and Geographic Expansion

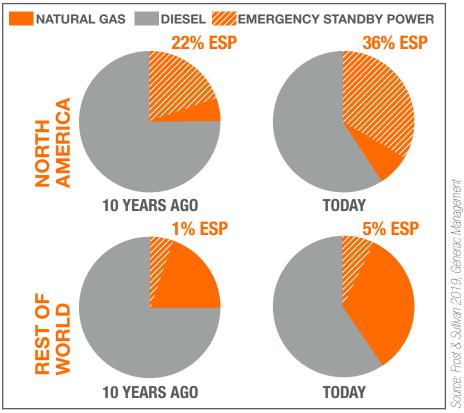
Market

Share



Lead Gas: Clean, Abundant, Low Cost and Transportable

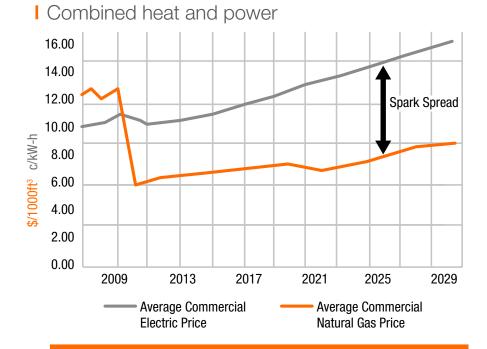
Market Increasingly Favors Natural Gas Over Diesel



Generac product and distribution well suited to accelerate transition from traditional diesel fuel to clean burning, affordable natural gas.

New Opportunities Beyond Standby

- I Demand response/grid support
- Decentralized or "on site" power generation; micro-grid



Long term, low and stable natural gas prices drives opportunity for Generac gas products that are used in beyond standby applications.





Connect: Increasing Engagement with our Customers



OWNERSHIP EXPERIENCE

Remote monitoring drives enhanced ownership experience and higher level of engagement



ENERGY MANAGEMENT

Enhancing the grid by partnering with utilities and creating demand response solutions



RECURRING REVENUE

Tiered business model adds revenue and profit to the entire value chain



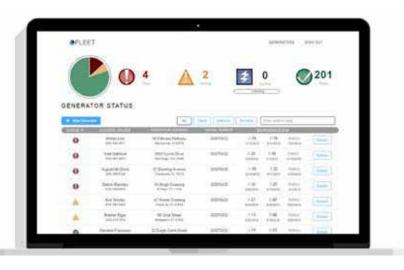
ENABLING DEALERS

Software tools to help dealers with generator fleet management. Improves attachment of Dealers to Generac



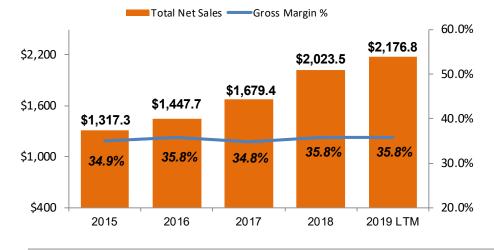
Using data to drive more value streams, customer retention, and product improvements





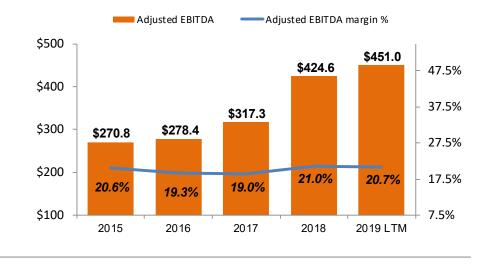


Financial Summary

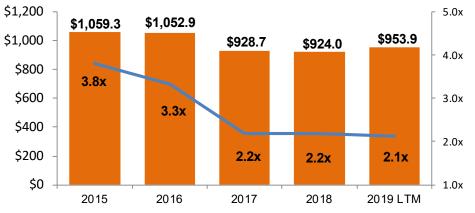


Free Cash Flow





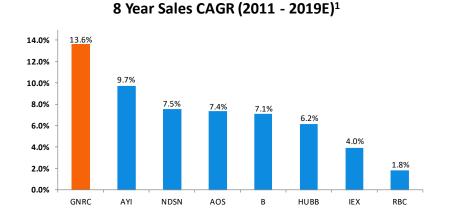
Consolidated Gross Debt Consolidated Gross Debt Leverage Ratio

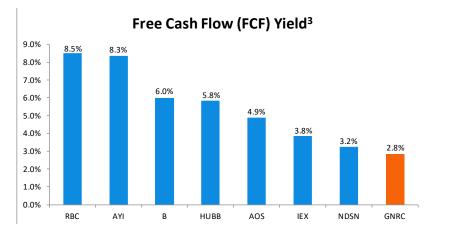


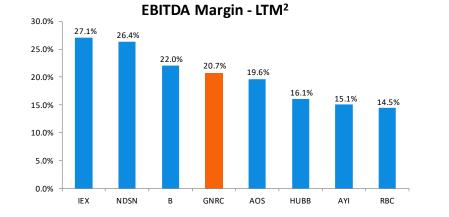
Note: Gross margin for 2016 excludes a \$2.7 million non-recurring charge relating to business optimization and restructuring costs to address the significant and extended downturn in capital spending within the oil & gas industry and a \$3.4 million non-recurring expense related to a pre-tax purchase accounting inventory step-up adjustment related to Pramac. Adjusted EBITDA margin for 2016 through 2019 calculated using adjusted EBITDA before deducting for non-controlling interest. Consolidated net debt leverage ratio for 2016 through LTM 2019 calculated using adjusted EBITDA attributable to the Generac.



Relative Performance (Compared with Industrial Technology Peers)



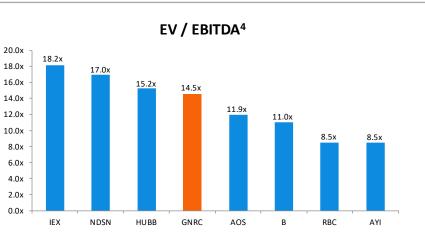




GENERAC

60

YEARS



Source: Thomson One, Company Filings Note: Charts for Free Cash Flow Yield and Enterprise Value / NTM EBITDA use closing share prices as of December 11, 2019.

(1) Figures represent a 8 year compound annual growth rate calculated by comparing the base year 2011 to the analyst consensus revenue forecast for 2019 for each company.

(2) Adjusted EBITDA figures were used for GNRC. For all other companies, EBITDA is calculated as Operating Income plus D&A.

(3) Determined by taking the ratio of FCF (Operating Cash Flow less Capex) on an LTM basis compared to Market Capitalization.

(4) Based on recent Enterprise Value to consensus NTM EBITDA estimates.



Capital Deployment Priorities



				2016-2018 \$
1	Organic Growth	Invest in technology, innovation, and R&D capabilities Capacity expansion; Global systems; High ROI automation	Asset Lite	~100m
2	Pay Down Debt	Target 2-3x leverageTerm Loan and ABL mature 2023\$500mm notional swapped fixed	Deleveraging Story	~200m
3	M&A	 Demonstrated ability to execute; 14 deals since 2011 Accelerates "Powering Our Future" strategic plan Seek high synergy opportunities with above WACC returns 	Accelerate the strategy	~150m
4	Return of Capital	As future cash flow permits, will evaluate options opportunistically \$250mm remaining on current share repurchase authorization	Opportunistic	~200m

Disciplined and balanced capital deployment creates value for shareholders



2016 2010







Consolidated net sales: increase approximately 8% to 9%; core organic sales increase approximately 7%

Adjusted EBITDA margins: approximately 20.5%

Cash income tax rate approximately 17% of pretax income

Free cash flow conversion of adjusted net income of ~80%

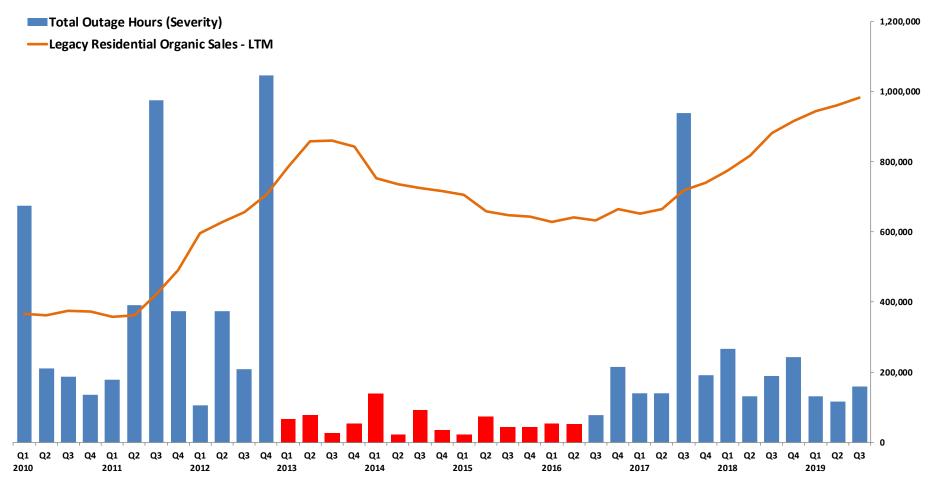
Expect to Utilize Strong Free Cash Flow Generation to Increase Shareholder Value





Expanding Power Outage Severity⁽¹⁾

Elevated Baseline Outages + Major Event = Catalysts for Growth





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



Summary of Acquisitions

OCT.

2011

AUG.

2013

NOV.

2013

MAGNUM

Magnum Products is a leading manufacturer of high-quality light towers, and mobile generators. **Berlin, WI**

DEC. 2012

Leading manufacturer of industrial power generation equipment in Mexico and other parts of Latin America. **Mexico City, Mexico**



Mobile light towers for EMEA and other international markets **Milan, Italy**



Expands domestic offering of standby and prime-duty gensets up to 2.5 MW **Oshkosh, WI**

MAC

MAC is a leading manufacturer of premiumgrade commercial and industrial mobile heaters within the U.S. and Canada. **Bismarck, ND**

OCT.

2014

AUG.

2015

MAR.

2016

JAN.

2017

Country Home

Expands chore-related products line-up and provides additional scale to the residential engine-powered tools platform **Vergennes, VT**



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

MOTORTECH

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

ာ sermec

Larger kW and container gensets; service and remote monitoring platform for Latin America market

JUN.

2018

FEB.

2019

MAR.

2019

APR.

2019

Mexico City, Mexico

CAPTIVA ENERGY SOLUTIONS

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

neurio

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

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

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 costreduction engineering

Adopt Generac's lean cost culture

Operational excellence focus

Smaller acquisitions of Gen-Tran completed in February 2012 (manual transfer switches for portable generators -Alpharetta, GA) and Pramac America in September 2017 (portable generators – Marietta, GA)









Results in present value tax savings of ~ \$90 million⁽²⁾ or \$1.40-\$1.50 per share

Tax attributes and 338(h)10 election overview

\$1.9 billion combined asset basis step-up created through 2006 acquisition of Generac and other acquisitions

Each amortizes over 15 years

Reduces cash tax obligation on average by ~\$33 million per year through 2021

(\$ MM)	TOTAL	2019	2020	2021	2022+
Annual tax amortization	\$394	\$130	\$130	\$107	\$27
Cash tax savings ⁽¹⁾	\$100	\$33	\$33	\$27	\$7

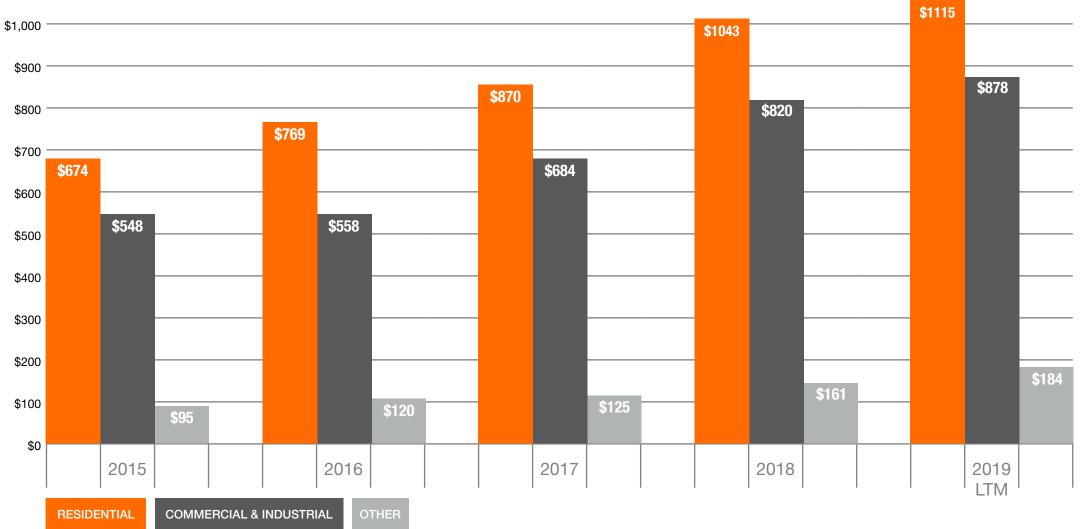
(1) Assuming continued profitability and no limitations at an assumed 25.5% federal and state tax rate.(2) Based on annual discount rate of between 5 and 10%





Net Sales by Product Class

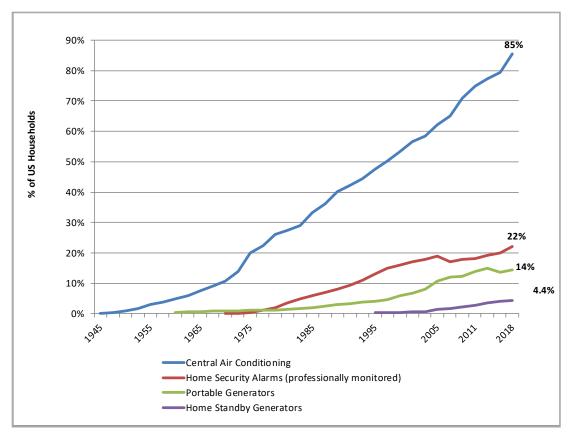




Figures include results from acquisitions completed during 2011 - 2019; see slide titled "Summary of Acquisitions" for further details.

HSB: A Penetration Story

North American Penetration Opportunity⁽¹⁾



(1) Source: Company estimates; based on addressable market for HSB generators consisting of all single-family detached, owneroccupied homes valued > \$100K; 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. Every 1% of increased penetration equals ~\$2 billion of market opportunity

Aging Population Fits Demographic

~75% of buyers age 50 and older

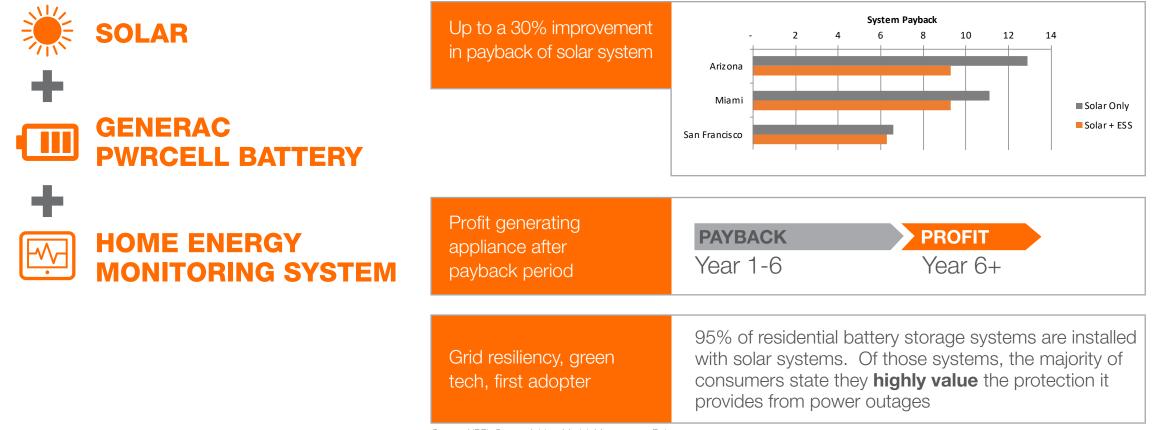
~40% of homes valued under \$300k

~85% retro-fit application





Battery Storage System Customer Value Proposition



Source: NREL System Advisor Model, Management Estimates



Q3 2019 & Full Year Financial Overview

	Actual Q3 2019 (unaudited)	Y/Y % Change	Actual LTM 2019 (unaudited)	Y/Y % Change
Residential	\$335.0	7.4%	\$1,115.2	9.8%
Industrial	214.9	4.1%	877.6	11.5%
Other	51.2	16.1%	184.0	22.1%
Net Sales	\$601.1	6.9%	\$2,176.8	11.5%
Gross Profit	\$217.5	8.6%	779.8	10.8%
% Margin	36.2%		35.8%	
Adjusted EBITDA	\$126.0	1.6%	\$451.0	10.5%
% Margin (1)	21.0%		20.7%	
Net Income - GHI (2)	\$75.6	(0.3%)	\$258.0	5.9%
Adjusted Net Income - GHI	\$90.0	1.0%	\$309.4	6.3%
Adjusted EPS - GHI	\$1.43	0.1%	\$4.96	6.5%
Free Cash Flow	\$100.8	114.4%	\$177.7	(25.3%)
Consolidated Gross Debt			\$953.9	
Consolidated Gross Debt Le	everage Ratio		2.1x	

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

(2) LTM 2018 includes a \$28.4 million non-cash gain largely from the revaluation of the Company's net deferred tax liabilities associated with the enactment of the Tax Cuts and Jobs Act of 2017.





Adjusted EBITDA Reconciliation

	2015	2016	2017	2018	LTM 2019
Net income	\$77.7	\$97.2	\$159.6	\$241.2	\$259.1
Interest expense	42.8	44.6	42.7	41.0	41.4
Depreciation and amortization	40.3	54.4	52.0	47.4	55.1
Income taxes provision	45.2	56.5	44.1	69.9	73.9
Non-cash write-down and other charges	44.6	7.5	5.8	3.5	1.5
Non-cash share-based compensation expense	8.2	9.5	10.2	14.6	16.1
Loss on extinguishment of debt	4.8	0.6	-	1.3	-
(Gain) loss on change in contractual interest rate	2.4	3.0	-	-	-
Transaction costs and credit facility fees	2.2	2.4	2.1	3.9	3.5
Other	2.4	0.9	0.8	1.8	0.5
Adjusted EBITDA	\$270.8	\$276.5	\$317.3	\$424.6	\$451.0
Adjusted EBITDA attributable to noncontrolling interests	-	(3.8)	(6.1)	(7.8)	(5.8)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$270.8	\$272.7	\$311.2	\$416.8	\$445.2



Adjusted EBITDA Reconciliation

Net income to Adjusted EBITDA reconciliation	Three months ended September 30,		LTM Ended September 30,	
	2019 (una	2018 audited)	2019 (un:	2018 audited)
Net income attributable to Generac Holdings. Inc.	\$75,574	\$75,776	\$257,968	\$243,589
Net income attributable to noncontrolling interests	(677)	746	1,101	3,157
Net income	74,897	76,522	259,069	246,746
Interest expense	10,704	9,824	41,445	41,253
Depreciation and amortization	15,494	11,841	55,125	48,421
Income taxes provision	20,064	20,072	73,862	51,907
Non-cash write-down and other charges	914	1,483	1,452	5,542
Non-cash share-based compensation expense	3,549	2,919	16,130	11,713
Loss on extinguishment of debt	-	-	-	1,332
Transaction costs and credit facility fees	358	1,767	3,470	3,645
Other	(27)	46	481	355
Adjusted EBITDA	125,953	124,474	451,034	410,914
Adjusted EBITDA attributable to noncontrolling interests	(909)	(1,454)	(5,848)	(8,119)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$125,044	\$123,020	\$445,186	\$402,795





Adjusted Net Income and Free Cash Flow Reconciliations

Net income to Adjusted net income reconciliation	Three months ended September 30,		LTM Ended September 30,	
	2019 (una	2018 udited)	2019 (un	2018 audited)
Net income attributable to Generac Holdings. Inc.	\$75,574	\$75,776	\$257,968	\$243,589
Net income attributable to noncontrolling interests	(677)	746	1,101	3,157
Net income	74,897	76,522	259,069	246,746
Provision for income taxes	20,064	20,072	73,862	51,907
Income before provision for income taxes	94,961	96,594	332,931	298,653
Amortization of intangible assets	7,406	5,678	25,319	24,099
Amortization of deferred financing costs and OID	1,221	1,187	4,792	4,670
Loss on extinguishment of debt	-	-	-	1,332
Transaction costs and credit facility fees	165	702	2,435	2,243
Business optimization expenses	567	583	1,011	1,729
Adjusted net income before provision for income taxes	104,320	104,744	366,488	332,726
Cash income tax expense	(15,083)	(15,185)	(55,053)	(37,726)
Adjusted net income	\$89,237	\$89,559	\$311,435	\$295,000
Adjusted net income attributable to noncontrolling interests	738	(447)	(1,989)	(3,780)
Adjusted net income attributable to Generac Holdings. Inc.	\$89,975	\$89,112	\$309,446	\$291,220
Free Cash Flow Reconciliation				
Net cash provided by operating activities "Proceeds from beneficial interests in	\$111,188	\$59,341	\$242,031	\$275,703
securitization transactions"	640	896	3,144	4,517
Expenditures for property and equipment	(11,071)	(13,251)	(67,471)	(42,180)
Free cash flow	\$100,757	\$46,986	\$177,704	\$238,040