### INVESTOR PRESENTATION

November 2022



### **OUR PURPOSE:**

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



### INVESTOR RELATIONS



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PRESIDENT & CEO

### York Ragen

CHIEF FINANCIAL OFFICER

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### 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;
- fluctuations in cost and quality of raw materials required to manufacture our products;
- availability of both labor and key components from our global supply chain, including single-sourced components, needed in producing our products;
- 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 impact on our results of possible fluctuations in interest rates, foreign currency exchange rates, commodities, product mix, logistics costs and regulatory tariffs;
- the duration and impact of the COVID-19 pandemic;
- 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;

- changes in environmental, health and safety, or product compliance laws and regulations affecting our products, operations, or customer demand;
- significant legal proceedings, claims, lawsuits or government investigations.

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 2021 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 2022





## ABOUT **GENERAC**



#### Residential

Home Standby, Clean Energy, Portables, Chore Products







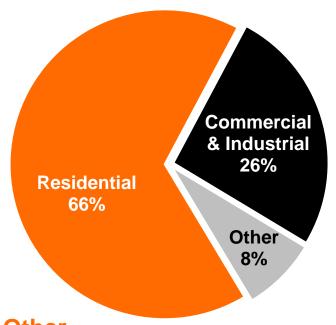






#### **LTM Net Sales**

Domestic 85% | International 15%



#### **Other**

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





#### **Commercial & Industrial**

Stationary Gens, Telecom, Mobile & Storage





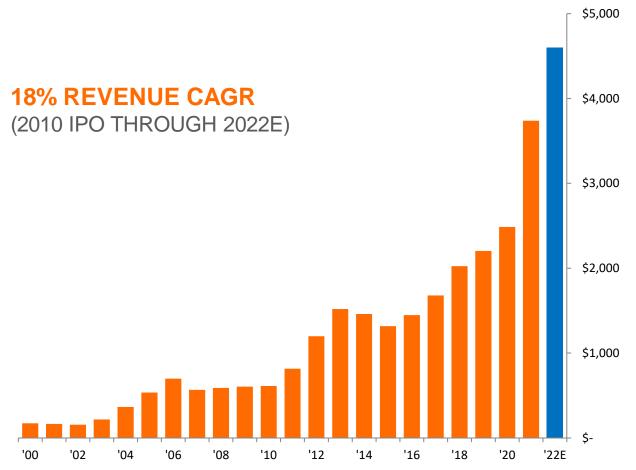








# TRACK RECORD OF GROWTH



Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Figures include results from acquisitions completed during 2011–present. CAGR measures revenue growth through 2022E off 2010 base. 2022E figure assumes midpoint of guidance given on November 2, 2022.

#### STRATEGIC GROWTH THEMES

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

### MEGA-TRENDS REVIEW





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

Decarbonization, digitization, and decentralization of the grid and migration towards distributed energy resources will create Clean Energy and Grid Services opportunities



## Attitudes around global warming and climate change are shifting

Expectation of more volatile and severe weather driving increased power outage activity



## Natural Gas is expected to be an important fuel of the future

Natural gas will remain in demand as a source of reliable power generation for backup power and beyond standby applications



## Legacy infrastructure needs major investment cycle

Rebuilding and upgrading of aging networks and systems including transportation, water & power



## Telecommunications infrastructure shifting to next generation

5G will enable new technologies requiring significant improvement in network uptime through backup power solutions



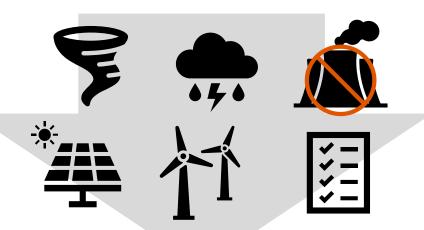
#### Home as a Sanctuary

Trend of more people working, shopping, entertaining, aging in place, and in general, spending more time at home, increasing sensitivity to power outages



### GROWING ELECTRICITY SUPPLY/DEMAND IMBALANCE





#### **Supply Reliability Deteriorating**

- Climate change impacts more severe and volatile weather
- One-way system capacity constrained and reliant on fossil fuels
- Infrastructure underinvestment susceptible to power outages
- Penalties for carbon intensity incentivizing more intermittent renewables
- Increasing intermittency higher potential grid instability and 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



### ENTERPRISE STRATEGY





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

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

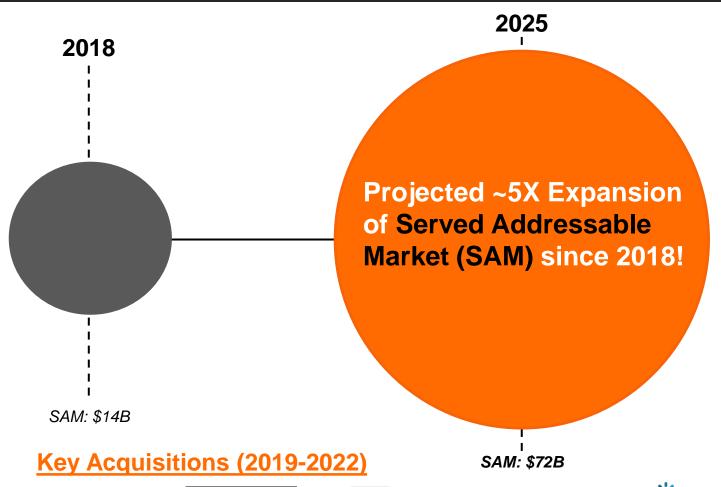
Protect and build critical infrastructure

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

OUR PEOPLE • CUSTOMER EXPERIENCE • CONTINUOUS IMPROVEMENT • TECHNOLOGY LEADERSHIP

## STRATEGY EVOLUTION UNLOCKS MASSIVE & GROWING SAM





#### **Key drivers of increase in SAM...**

- ✓ Clean Energy Residential and C&I storage, microinverters, hydrogen / hybrid gens, EV chargers
- ✓ Connected Devices Smart thermostats, monitoring & management devices
- ✓ Energy as a Service / Microgrids
- ✓ Global C&I Gas gens, telecom, base expansion
- ✓ Grid Services Hardware + Software + Services
- ✓ Expansion of HSB Market
- ✓ Chore Electrification and Lifestyle product line

Source: Company estimates, various third-party sources





















## BUILDING ENERGY ECOSYSTEMS AGGREGATING DERs TO SUPPORT NEXT-GEN GRID



#### **RESI ECOSYSTEM**







GENERATION & STORAGE ASSETS

#### **C&I ECOSYSTEM**













MONITORING & MANAGEMENT DEVICES





User Interface Platform







**PLATFORM & CONTROLS** 

"Single Pane of Glass"





System Level Controls



DISTRIBUTED ENERGY RESOURCE MANAGEMENT SYSTEM (DERMS)





## MASSIVE HSB PENETRATION OPPORTUNITY



### Widespread growth potential

- Total US penetration rate estimated at ~5.5% as of 2021
- Highest penetrated markets in the U.S. are at 15-20%+ and still growing

#### Three powerful mega-trends underpin future growth:

- Severe & volatile weather becoming more prominent four major outage events since 2020
- Home-as-a-Sanctuary persists with remote/hybrid work trends intact and aging in place
- **Grid supply/demand imbalances** resulting from accelerated decarbonization/electrification trends

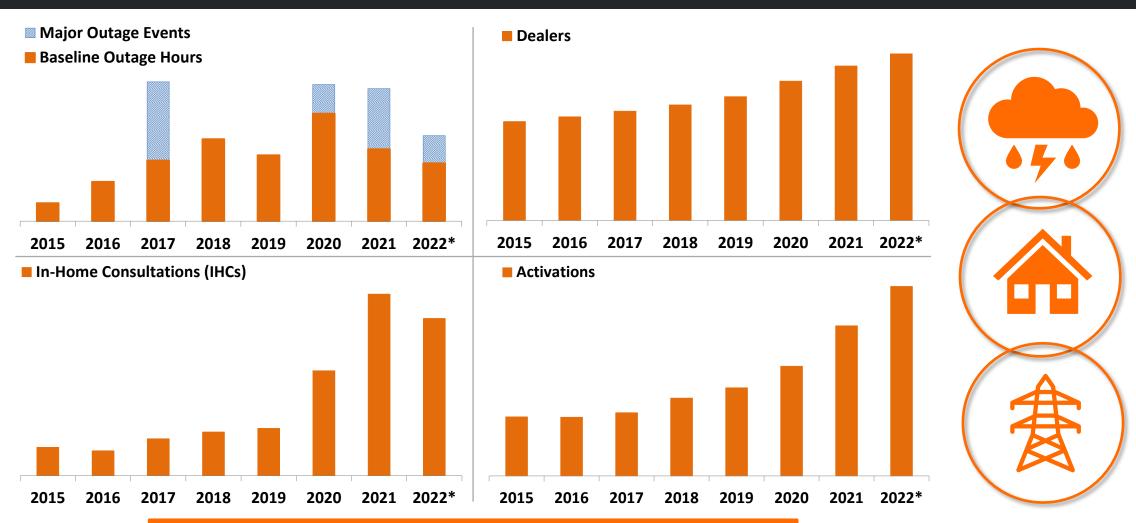




Three largest markets (CA, TX, & FL) combined represent ~25% of addressable HHs, and are significantly underpenetrated at ~3.5%

### HSB MEGA-TRENDS DRIVE SUSTAINED **NEW & HIGHER BASELINE OF DEMAND**

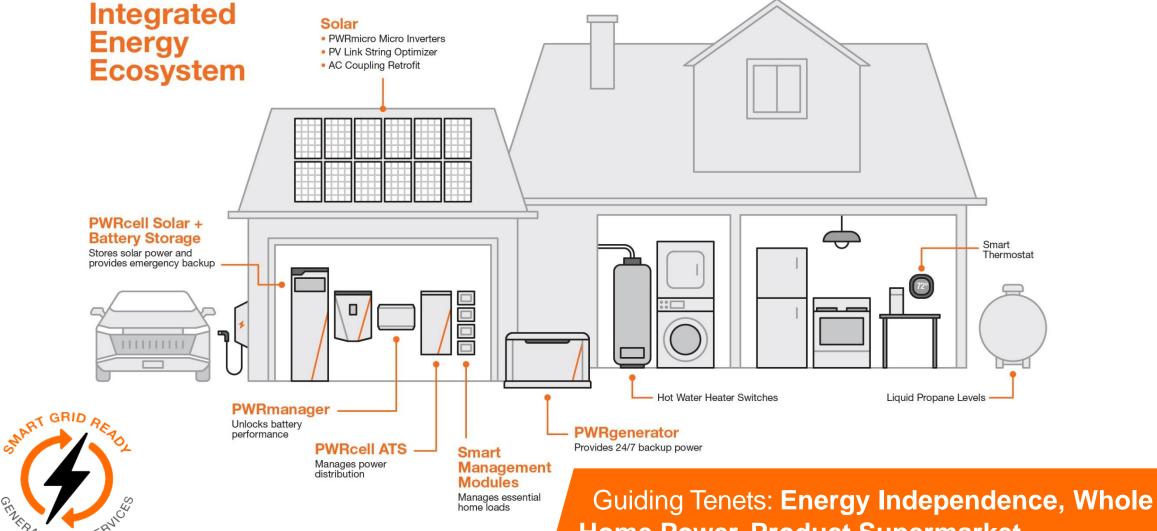




**Powerful Mega-Trends Expected to Drive** "Next Step" of Growth for HSB Category

### INDUSTRY'S BROADEST RESIDENTIAL **CLEAN ENERGY PRODUCT OFFERING**





**Home Power, Product Supermarket** 

## COMMERCIAL & INDUSTRIAL NEW ENERGY TECHNOLOGY OPPORTUNITIES



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





**Expanding C&I Energy Technology** revenue streams



Key Generac proprietary fuel system & control technology



Manufactured by Generac to Enchanted Rock's design criteria

### GENERAC GRID SERVICES **DIFFERENTIATED HARDWARE + SOFTWARE + SERVICES OFFERING**



#### Software as a Service

\$4 - 10 / kW per year



#### **Turnkey Programs**

\$15 - 60 / kW per year









#### **Performance Contracts**

\$40 - 100 / kW per year















#### **2022 Contract Win Examples**













#### **Current Generac Asset Offerings**

Residential Solar Inverter

Home Standby Generators

**C&I** Standby Generators

Residential and C&I Load Control

**Smart Electric Water Heaters** 

Residential Battery Storage

+ Smart Thermostats





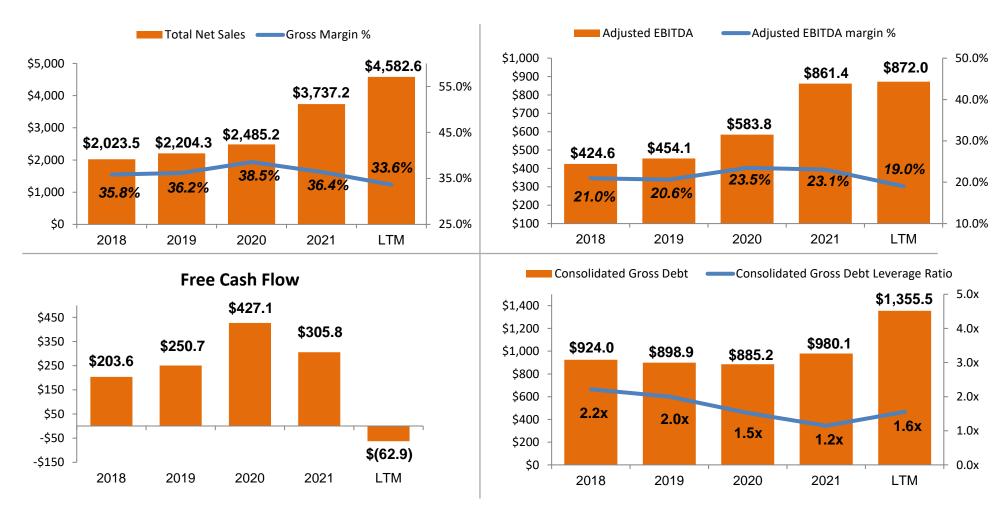


~\$8 Billion SAM Opportunity\*

### FINANCIAL SUMMARY



(\$'S IN MILLIONS)



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

## CAPITAL DEPLOYMENT PRIORITIES





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

### BUSINESS OUTLOOK

(AS REPORTED ON November 2, 2022)



#### 2022

#### **Consolidated net sales**

- Consolidated revenue: increase between 22% to 24%
- Between 5% to 7% net impact from acquisitions and foreign currency

### **Adjusted EBITDA margins**

Between 18.0% to 19.0%

#### **GAAP** effective tax rate

Approximately 21.5%

#### **2023 Framework**

#### **Consolidated net sales**

- Consolidated: decline modestly full year (return to solid growth in 2H)
- HSB revenue: significant headwinds in 1H, strong sequential growth in 2H
- Clean Energy Technology: strong full year growth (sequentially improving)
- C&I products: strong growth throughout the year



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

## APPENDIX





### SUMMARY OF **ACQUISITIONS - SINCE 2016**





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

Siena, Italy



JAN. 2017

2016

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

meurio

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



2021

Leading designer and manufacturer of industrialgrade energy storage systems

Rugby, UK



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

DEC. 2021

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

Toronto, CA



OCT. 2022

IoT platform developer that designs, deploys, and manages Industrial IoT solutions

Indianapolis, IN

### **Acquisitions used to** accelerate 'Powering a **Smarter World' strategy**

#### Revenue synergies

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

#### **Cost synergies**

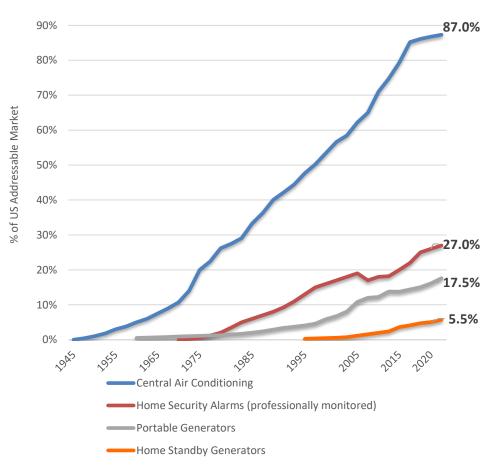
- Strategic global sourcing initiatives
- Innovation and cost-reduction engineering
- Adopt Generac's lean cost culture
- Operational excellence focus

Smaller acquisitions of Pramac America in September 2017 (portable generators – Marietta, GA); Energy Systems in July 2020 (industrial distributor - Stockton, CA); Papé Material Handling in December 2021 (industrial distributor - Los Angeles, CA); Electronic Environments Infrastructure Solutions in July 2022 (industrial distributor - Marlborough, MA)

### **HSB:**A PENETRATION STORY



### **North American Penetration Opportunity**(1)



#### **Aging Population Fits Demographic**

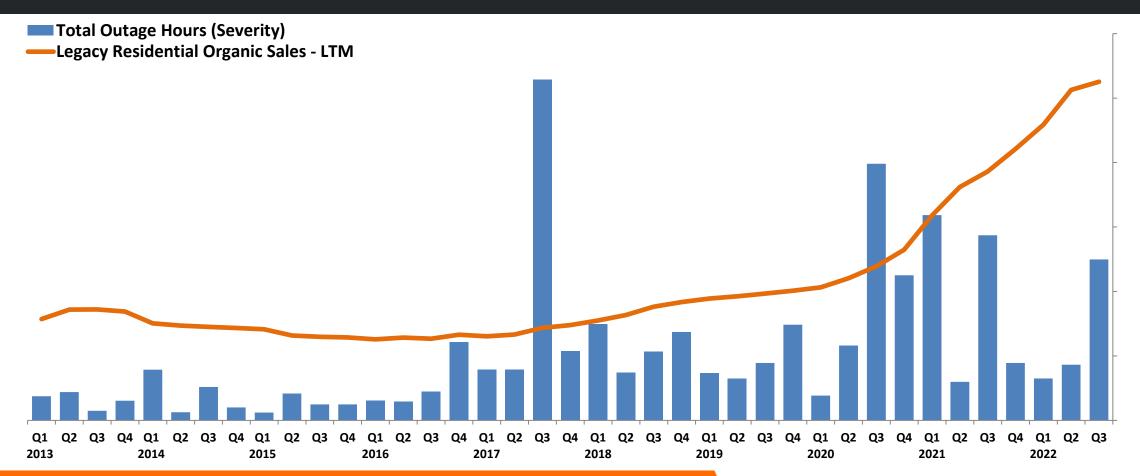
- ~65% of buyers age 60 and older
- ~Median home value of approximately \$475k
- ~80-85% retro-fit application
- ~\$135K median household income
- Between 6-8% replacement units

Every 1% of increased penetration equals ~\$3 billion of market opportunity

<sup>(1)</sup> 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)



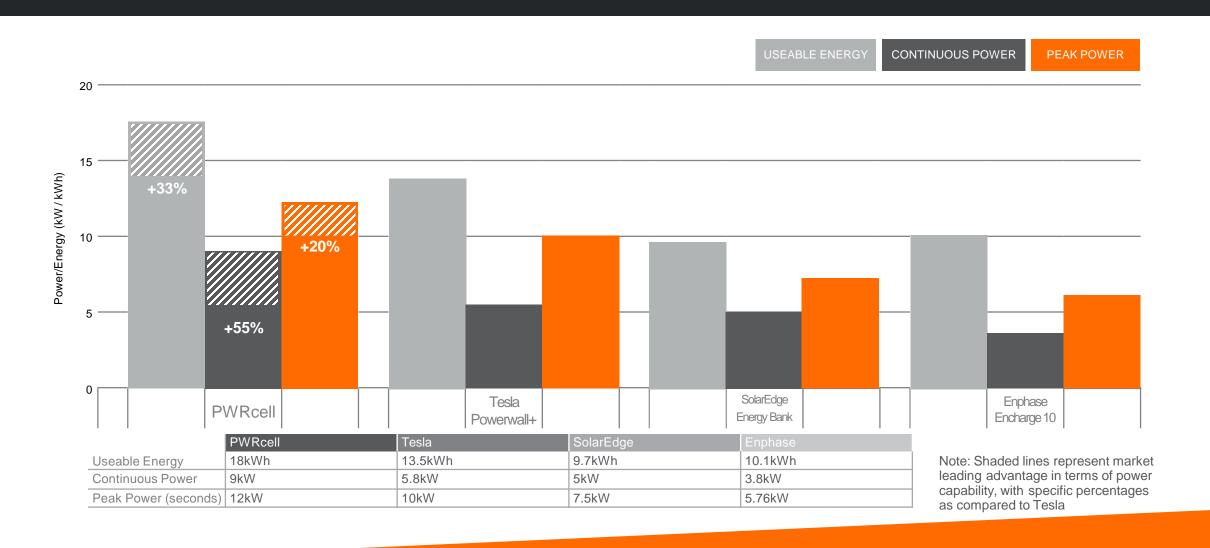


(1) Represents power outage hours for mainland U.S. only

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

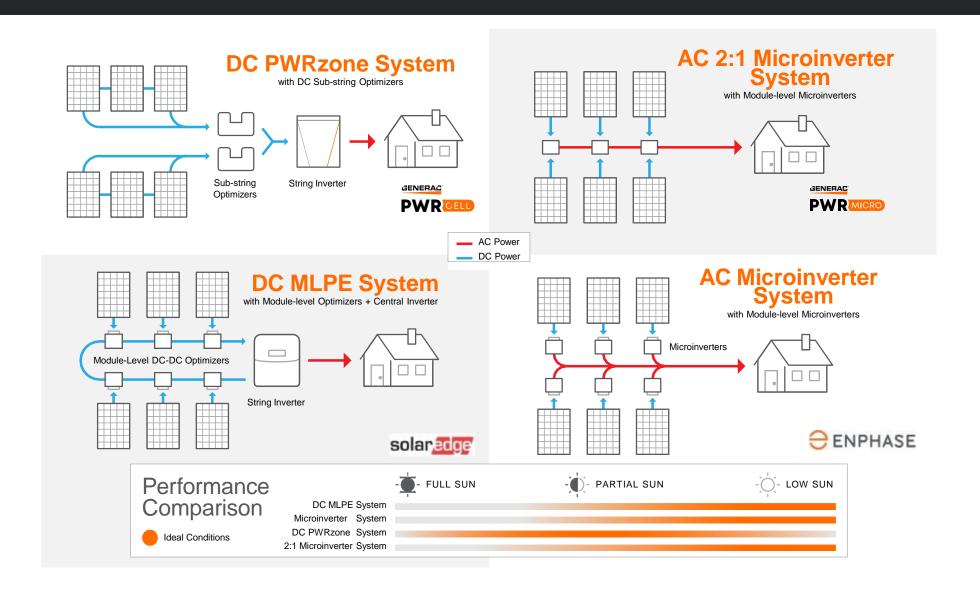
## PWRCELL® WHOLE HOME POWER COMPARISON





## SOLAR INVERTER COMPARISON FOR RESIDENTIAL APPLICATIONS





## 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 416,000

# Wireless Networks are Critical Infrastructure



- Network reliability & up-time necessary for a connected world
- Power failure = network failure
- Energy costs & sustainability requirements are accelerating the energy transition

# Network Hardening Still Underway



- 50% of US sites yet to be hardened, expected to hit ~75% in 10 years, \$2B opportunity
- Global opportunity expanding with tower count growth and Telecom driven Data Center Edge expansion

# Generac Uniquely Positioned to Capture Opportunity



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

## Q3 2022 & LTM FINANCIAL OVERVIEW



		Actual Q3 2022 (unaudi	Y/Y % Change ited)	Actual LTM (unaud	Y/Y % Change ited)	
Residential Commercial & Industrial Other Net Sales	\$	664.1 311.2 113.0 1,088.3	9.1% 20.5% 49.5% 15.4%	\$ 3,042.9 1,183.3 356.4 4,582.6	35.3% 29.5% 33.0% 33.6%	
Gross Profit % Margin	\$	361.1 33.2%	7.5%	\$ 1,541.4 33.6%	18.8%	
Adjusted EBITDA % Margin (1)	\$	<b>183.8</b> 16.9%	(12.1%)	\$ <b>872.0</b> 19.0%	4.2%	
Net Income - GHI (2)	\$	58.3	(55.7%)	\$ 471.4	(11.5%)	
Adjusted Net Income - GHI	\$	112.2	(25.8%)	\$ 587.2	(0.9%)	
Adjusted EPS - GHI	\$	1.75	(25.5%)	\$ 9.10	(1.5%)	
Free Cash Flow	\$	(73.5)	(274.7%)	\$ (62.9)	(113.8%)	
Consolidated Gross Debt Consolidated Gross Debt Leverag	e Ratio			\$ 1,355.5 1.6		

## ADJUSTED EBITDA RECONCILIATION



	2018	2019	2020	2021	LTM
Net income	\$ 241.2	\$ 252.3	\$ 347.2	\$ 556.6	\$ 480.9
Interest expense	41.0	41.5	33.0	33.0	44.8
Depreciation and amortization	47.4	60.8	68.8	92.0	146.1
Income taxes provision	69.9	67.3	99.0	135.0	106.6
Non-cash write-down and other charges	3.5	0.2	(0.3)	(3.1)	(13.7)
Non-cash share-based compensation expense	14.6	16.7	20.9	24.0	29.2
Loss on extinguishment of debt	1.3	0.9	-	0.8	3.7
Transaction costs and credit facility fees	3.9	2.7	2.2	22.4	16.7
Business optimization, provision for clean energy product charges, and other	1.8	11.6	13.1	8.0	57.6
Adjusted EBITDA	\$ 424.6	\$ 454.1	\$ 583.8	\$ 861.4	\$ 872.0
Adjusted EBITDA attributable to noncontrolling interests	(7.8)	(5.0)	(2.4)	(9.4)	(13.7)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$ 416.8	\$ 449.2	\$ 581.4	\$ 852.1	\$ 858.4

## ADJUSTED EBITDA RECONCILIATION



	Three months ended							
Net income to Adjusted EBITDA reconciliation	Septem	ber 30,	LTM Ended September 30,					
	2022	2021	2022	2021				
	(unau	dited)	(unaudited)					
Net income attributable to Generac Holdings. Inc.	\$ 58,270	\$ 131,570	\$ 471,382	\$ 532,600				
Net income attributable to noncontrolling interests	2,176	1,183	9,559	2,987				
Net income	60,446	132,753	480,941	535,587				
Interest expense	15,514	7,980	44,832	31,334				
Depreciation and amortization	39,165	23,216	146,083	81,368				
Income taxes provision	11,594	32,611	106,644	153,347				
Non-cash write-down and other charges	(6,840)	3,333	(13,733)	(1,557)				
Non-cash share-based compensation expense	6,861	5,783	29,173	24,759				
Loss on extinguishment of debt	-	-	3,743	831				
Transaction costs and credit facility fees	1,250	3,385	16,717	10,462				
Business optimization, provision for clean energy product charges, and other	55,826	140	57,646	774				
Adjusted EBITDA	183,816	209,201	872,046	836,905				
Adjusted EBITDA attributable to noncontrolling interests	(3,632)	(2,247)	(13,696)	(7,862)				
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$ 180,184	\$ 206,954	\$ 858,350	\$ 829,043				

### ADJUSTED **NET INCOME**AND FREE CASH FLOW RECONCILIATIONS



Net income to Adjusted net income reconciliation	Three months ended								
		September 30,			LTM Ended September				
		2022		2021		2022		2021	
		(unaudited)			(unaudited)				
Net income attributable to Generac Holdings. Inc.	\$	58,270	\$	131,570	\$	471,382	\$	532,600	
Net income attributable to noncontrolling interests		2,176		1,183		9,559		2,987	
Net income		60,446		132,753		480,941		535,587	
Provision for income taxes <sup>(1)</sup>		-		32,611		20,616		153,347	
Income before provision for income taxes		60,446		165,364		501,557		688,934	
Amortization of intangible assets		25,751		12,206		95,330		41,177	
Amortization of deferred financing costs and OID		974		646		2,909		2,599	
Loss on extinguishment of debt		-		-		3,743		831	
Transaction costs and credit facility fees		(7,605)		5,487		874		9,190	
Tax effect of add backs		(21,233)		-		(36,907)		-	
Business optimization, provision for clean energy product charges, and other		55,887		-		57,889		(4,177)	
Cash income tax expense <sup>(1)</sup>		-		(31,290)		(29,667)		(141,445)	
Adjusted net income	\$	114,220	\$	152,413	\$	595,728	\$	597,109	
Adjusted net income attributable to noncontrolling interests		(2,031)		(1,272)		(8,554)		(4,309)	
Adjusted net income attributable to Generac Holdings. Inc.	\$	112,189	\$	151,141	\$	587,174	\$	592,800	
Free Cash Flow Reconciliation									
Net cash provided by operating activities	\$	(56,045)	\$	74,411	\$	19,400	\$	567,627	
Proceeds from beneficial interests in securitization transactions		902		877		5,114	\$	2,893	
Expenditures for property and equipment		(18,330)		(33,234)		(87,369)		(115,644)	
Free cash flow	\$	(73,473)	\$	42,054	\$	(62,855)	\$	454,876	

<sup>1)</sup> Amounts prior to the first quarter 2022 are based on an anticipated cash income tax rate due to the existence of the tax shield from the amortization of tax-deductible goodwill and intangible assets from our acquisition by CCMP Capital Advisors, LLC in 2006. Due to the expiration of this tax shield in the fourth quarter of 2021, there is no similar reconciling item for the periods beginning with the first quarter of 2022.