

### Forward Looking Statements



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.

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.

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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 2014 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.

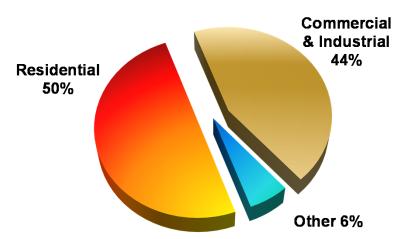
### Generac Business Overview



### **About Generac**

- Founded in 1959
- A leading designer and manufacturer of a wide range of power generation equipment and other engine powered products serving residential, light commercial, industrial, oil & gas, and construction markets.
- Products are available globally through a broad network of independent dealers, distributors, retailers, wholesalers and equipment rental companies, as well as sold direct to certain end users.
- Products marketed and distributed primarily under the Generac, Magnum, Ottomotores, Tower Light, Powermate and MAC brands.
- Approximately 3,600 employees as of 12/31/2014
- Over 3.5 million ft² of manufacturing, distribution and fulfillment capacity located in the U.S., Mexico, Italy, UK and Brazil.

## 3/31/15 LTM Sales: \$1.431 billion



### Major Long-Term Growth Themes



### **Residential Backup Power**

- Key drivers: aging and underinvested grid, favorable demographics, heightened power outages
- Low penetration (~3.5%) within emerging product category of home standby (HSB) generators
- ~ 75% share of domestic HSB market with significant barriers to entry
- Leading position in portable generators further enhances brand awareness

### **Commercial & Industrial Generators**

- Natural gas generators gaining share vs. diesel in the U.S. and Canada
- Low penetration within emerging "Optional" standby market
- Growing importance of backup power for critical telecommunications infrastructure
- Recently expanded product offering significantly increases addressable market

#### **Mobile Products**

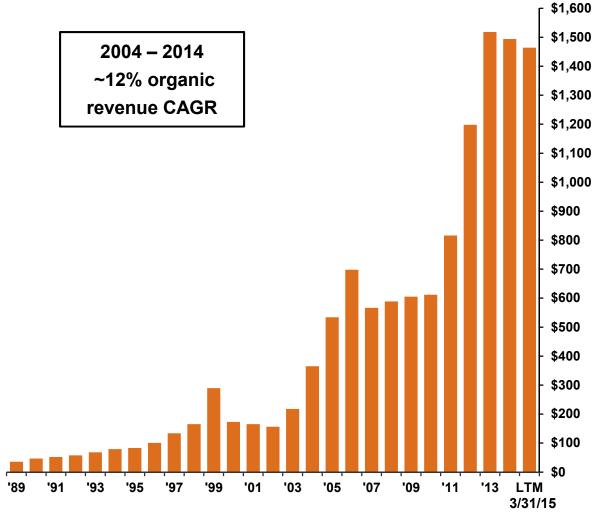
- Mobile products platform benefitting from secular shift toward renting of mobile equipment
- Acquisitions in recent years provide new access to long-term opportunity in oil & gas market
- Regulatory environment increasing demand for gaseous fueled generators that run on well gas

### **International Expansion and Diversification**

- Future acquisitions may provide opportunity to accelerate expansion into other regions of the world
- Entry into other "engine-powered" adjacent product categories

### Track Record of Innovation & Growth

### GENERAC



## **History of Innovation Driving Organic Growth**

- Commercialized affordable home standby generators and lightcommercial generators
- Differentiated distribution model
- Over 250 engineers on staff as of 12/31/14, over 170 U.S. and international patents and patent applications
- Natural gas and Bi-Fuel<sup>™</sup> expertise
- Modular Power System (MPS) approach for industrial applications
- A.M.P.<sup>™</sup> targeted marketing process and PowerPlay<sup>™</sup> in-home selling solution for home standby generators
- Continued focus on new product introductions

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 – 2014; see slide titled "Summary of Acquisitions" for further details.

### **Broad Product Offering**



### **Residential Products**

### **Industrial Products**







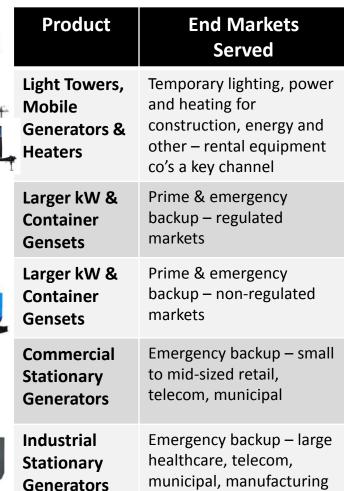






Product	End Markets Served
Power Washers	Light to medium duty use - mainly by consumers
Inverter Generators	Recreation and other light duty power uses
Portable Generators & Manual Transfer Switches	Emergency home backup, construction uses
Air-cooled Home Standby Generators	Emergency backup – small to medium homes
Liquid-cooled Home Standby Generators	Emergency backup – larger homes & small businesses







### Summary of Acquisitions

### **GENERAC**



#### 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















Oct 2011

Feb 2012

**Dec 2012** 

Aug 2013

Nov 2013

**Sep 2014** 

Oct 2014

### MAGNUM POWER

### **PRODUCTS**

Mobile products including light towers, mobile generators and pumps

Berlin, WI

#### **GEN-TRAN**

Manual transfer switches for portable generators **Alpharetta, GA** 

#### **O**TTOMOTORES

Larger kW and container gensets for Latin America market
Mexico City,
Mexico &
Curitiba, Brazil

#### **TOWER LIGHT**

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

### BALDOR GENERATORS

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

### PRAMAC AMERICA

Expands portable generator offerings for consumer value and premium contractor categories

Marietta, GA

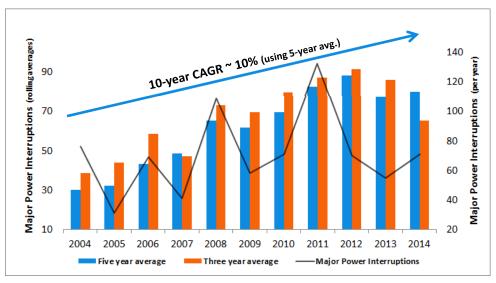
#### MAC

Expands mobile products platform with addition of commercial and industrial heaters Bismarck, ND

## Powerful Macro Trends Drive Home Standby Penetration Opportunity

### GENERAC

### Aging Grid Driving Power Interruptions(1)

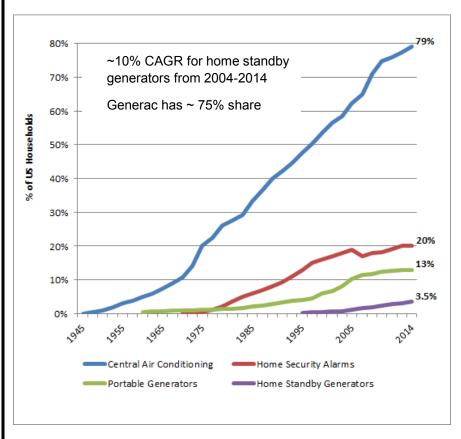


- 30–50% of T&D network in the U.S. is 40–50 years old
- Undergrounding the grid would cost up to \$4.0 trillion<sup>(2)</sup>

### Aging Population Fits Demographic<sup>(3)</sup>

- ~75% of buyers age 50 and older
- 45-50% of homes valued under \$300k
- 80-85% retro-fit application

### North American Penetration Opportunity<sup>(4)</sup>

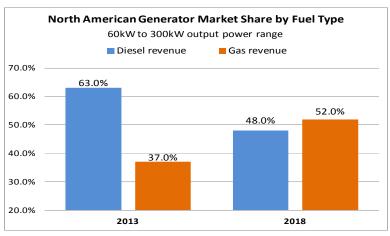


### Every 1% of increased penetration equals ~ \$2 billion of market opportunity

- (1) Source: U.S. Energy Information Administration. Interruptions measured as affecting more than 50,000 customers and comparing to three and five-year rolling averages.
- (2) At \$1mm/mile (3) Source: Company warranty registration data (4) Source: Company estimates

# Secular Penetration Opportunities GENERAC Commercial and Industrial

### Natural Gas vs. Diesel Market Growth



Source: Frost & Sullivan, Generac estimates

- Nat gas gensets up to 35% less expensive
- Lower operating costs than diesel leading to improved ROI

### **Light Commercial/Retail Opportunity**

"Optional" Standby Customers











- Over 14 million buildings in U.S. with very low penetration
- Increasing level of outages driving the need for backup power

#### **Wireless Communications Infrastructure**















- Over 300,000 cell tower sites in U.S. with only 30-35% penetration
- Providers facing increasing competitive/regulatory pressures to harden networks

# Secular Penetration Opportunities Commercial and Industrial (cont'd) GENERAC GENERAC

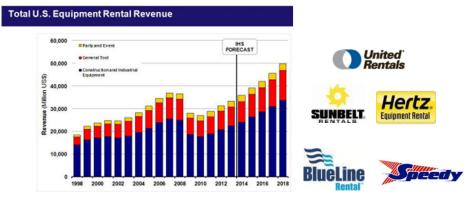
#### Oil & Gas Infrastructure





- New access to the oil & gas market through acquisitions in recent years
- Potential long term up-cycle driven by increase in "shale" oil and gas production
- Regulatory environment regarding flaring of natural gas and attractive ROI driving demand for gaseous-fueled generators
- Secular opportunity for mobile power equipment including light towers, generators, heaters and other support equipment that are essential to drilling and production sites

### Mobile Equipment - Rental vs. Buy



- Overall industry projected to grow at ~ 9% CAGR from 2014-18
- Construction and industrial projected to grow at a similar level

Source: ARA Rental Market Monitor, IHS Economics - December 2014 forecast

### Differentiated Distribution Model



Residential & Light Commercial Distribution:

= ~ 5,200 Res/Comm Dealers

Commercial & Industrial Distribution (legacy Generac):

= ~ 135 Industrial Dealer and GAIN Dealer Locations

Res/Comm SASKATCHEWAN Industrial QUEBEC **Dealers** MAN **Dealers National National** Retailers Accounts NEVADA Catalog and **Equipment E-Commerce Rental Yards** ANZONA Oil and Gas **Wholesalers** San Diego **Accounts** SONORA Gov't and **Private Label** CHIHUAHUA Military **Partners** MEXICO Nassau Gulf of Mexico Monterrey, THE BAHAMAS

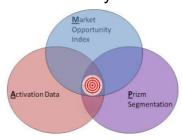
Established and diverse distribution model = growth driver & competitive advantage

### Innovative Sales and Marketing T



### Finding the most "likely" prospect

- A.M.P.™ targeted marketing process"
- Advanced data analytics

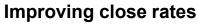


### **Driving optimized media selection**

- "Power You Control" and "Just A Drop" national TV ad campaigns
- Direct mail, telemarketing, etc.







- PowerPlay™ in-home selling solution
- IHC University sales training



Consultative Back-Up Power Plan



Generator Sizing



NEC Approved Technical Customized Good-Better-Best Proposal



PowerPlay



Customized Financing Proposal

### Scheduling in-home consultations (IHC)

Generac Lead Team qualifies sales prospects



### "Powering Ahead" Strategic Plan





### **Grow Residential Standby Generator Market**

- Increase awareness, availability and affordability
- Further optimize innovative sales and marketing techniques
- Grow residential dealer base
- Continued focus on product expansion and innovation



#### **Gain Industrial Market Share**

- Leverage expanded diesel product offering
- Specialized expertise in natural gas engines and generators
- Upgrade and expand distribution
- Build relationships with specifying engineers
- Increase awareness in "optional" standby power market



## **Diversify End Markets with new products and services**

- Leverage brand, distribution and supply chain
- Organic expansion through innovation
- Evaluate other adjacent engine powered products through acquisitions

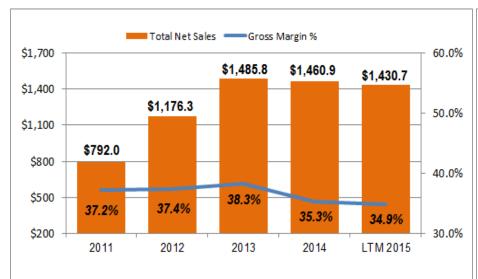


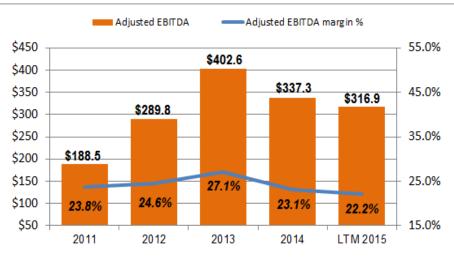
### **Enter New Geographies**

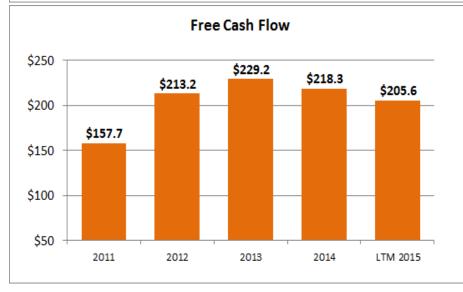
- Leverage Ottomotores and Tower Light acquisitions
- Drive growth in int'l markets with additional investment and focus
- Evaluate additional regions for future expansion through organic growth and acquisitions

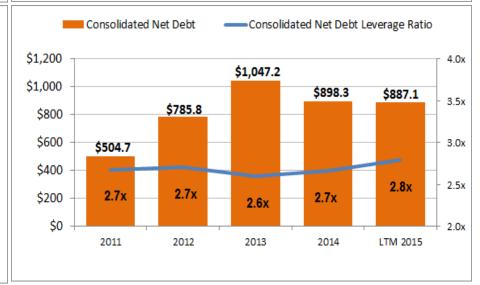
### **Financial Summary**

### GENERAC



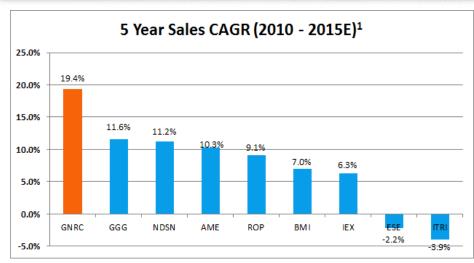


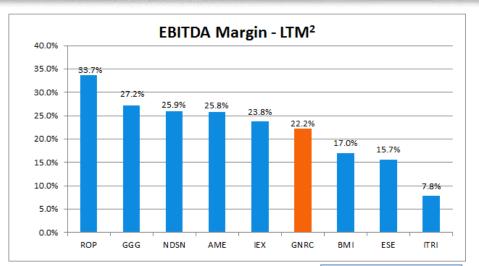


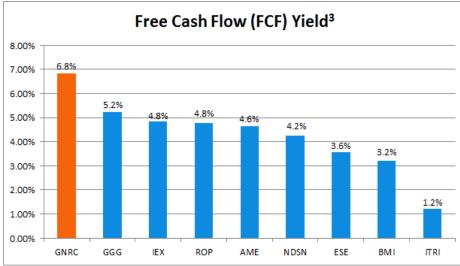


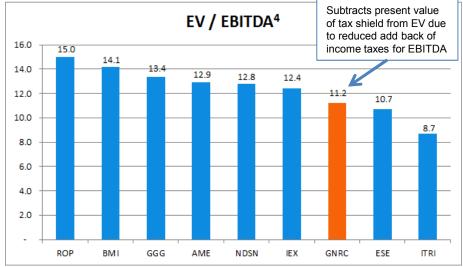
# Relative Performance Compared with Industrial Technology Peers











Source: Thomson One, Company Filings Note: Charts for Free Cash Flow Yield and Enterprise Value / NTM EBITDA use closing share prices as of May 20, 2015.

- (1) Figures represent a five-year compound annual growth rate calculated by comparing the base year 2010 to the analyst consensus revenue forecast for 2015 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. Figure for GNRC determined by subtracting the value of the tax shield in determining enterprise value.

# 2015 Business Outlook As reported on April 30, 2015 GENERAC

### Consolidated net sales: approximately flat vs. 2014

- Assumes <u>below normal</u> power outage environment in 1H 2015, with a return to <u>more</u> <u>normalized</u> baseline levels of outage activity in 2H 2015
  - Residential products: increase in low-to-mid single digit range
  - C&I products: decline in low-to-mid single digit range (given telecom and oil & gas headwinds)
- Consolidated net sales decline of 2-4% vs. 2014 IF <u>normal</u> power outages not experienced in 2H 2015

Adjusted EBITDA: approximately flat vs. 2014, with margins of approximately 23.0%

### Cash income taxes:

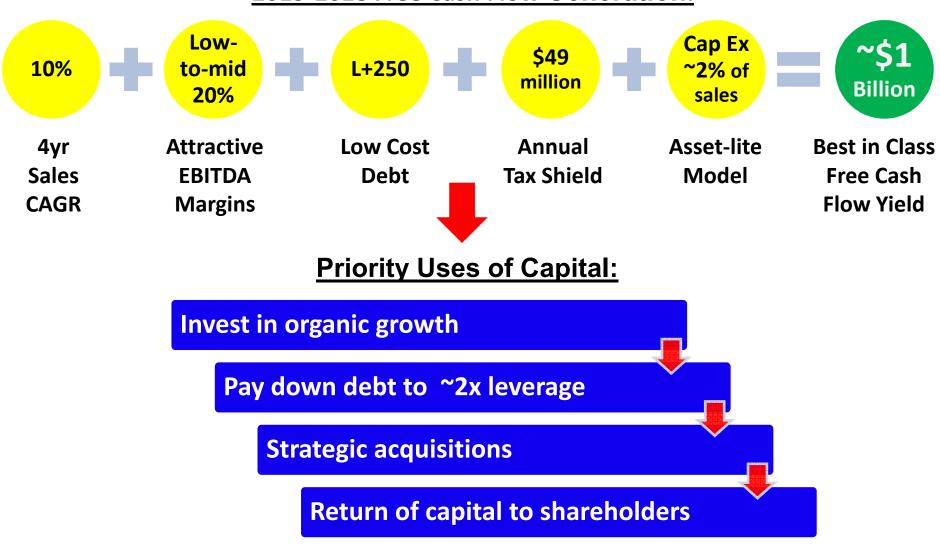
- Cash tax rate for full-year 2015: anticipated to be approximately 17% of pretax income
- Cash taxes going forward: ~ 36% tax rate on pre-tax profits less ~ \$49 million annual tax shield

Free cash flow: expected to remain strong given attractive margin profile, low cost debt, favorable tax attributes and capital-efficient operating model

### Free Cash Flow Targets



### 2015-2018 Free Cash Flow Generation:



# Generac (GNRC) Investment Highlights GENERAC GENERAC

Best in class organic	■ ~ 12% CAGR in organic revenue over the last 10 years						
revenue growth	■ Low penetration in key markets, especially home standby market at only ~3.5% penetrated with every 1% increase representing ~ \$2 billion market opportunity						
	■ <b>Key macro drivers:</b> aging and underinvested grid; favorable demographics; increasing number of power disruptions; increasing reliance on uninterrupted power and data; natural gas gensets gaining share vs. diesel						
Market leader with	■ ~ 75% share of domestic home standby market						
significant barriers to entry	<ul> <li>Unmatched multi-channel distribution led by ~ 5,200 residential &amp; light commercial dealers</li> </ul>						
•	■ Exclusive <b>focus</b> on power generation and engine powered products						
	■ Considerable sourcing and manufacturing scale						
Superior financial profile	■ GMs consistently in the mid-to-high-30% range, EBITDA margins in low-to-mid-20% range						
promo	■ Favorable tax structure worth an <b>estimated \$3.50 to \$4.25 per share</b> in present value tax savings						
	■ Strong track record of free cash flow conversion and de-levering balance sheet						
Strong product, market and geographic	<ul> <li>Proven track record in completing strategic acquisitions and introducing new products</li> </ul>						
expansion opportunities	■ Significant international market opportunity – 9% of 2014 revenue outside of U.S. and Canada						

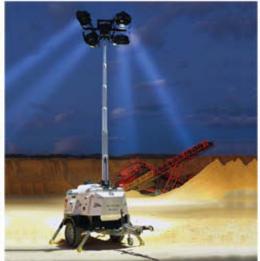
### **Leading "Industrial Technology" Company**

















### Comparison - Tesla Po



### **Standalone** Backup Power Comparison – Battery vs. HSB generator

	Tesla Powerwall battery	Generac Guardian HSB generator
Size	10 kWh	22 kW
Backup power duration	2 to 8 hrs. based on load	Unlimited
Power capacity - continuous	2.0 kW	22.0/19.5 kW LP/NG
Power capacity - peak	3.3 kW	22.0/19.5 kW LP/NG
House backup potential	Very limited appliances <sup>(1)</sup>	Whole house
Cost of unit	\$3,500 (to installer)	\$4,799 MSRP
Cost to install (approx.)	\$5,750	\$3,200
Total system cost (approx.)	\$9,600 (incl. unit markup)	\$8,000
Total system cost - 48 hrs. backup protection (approx.)	\$30,000 (requires 6 units - see below)	\$8,000





16/20/22 kW			specifications
Generator Model	006459-0, 006461-0, 006462- 0, 006721-0 (16 kW)	006729-0, 006730-0, (20 kW)	006551-0, 006552-0 (22 kW)
Rated Maximum Continuous Power Capacity (LP)	16,000 Watts*	20,000 Watts*	22,000 Watts*
Rated Maximum Continuous Power Capacity (NG)	16,000 Watts*	18,000 Watts*	19,500 Watts*
Rated Voltage	240	240	240
Rated Maximum Continuous Load Current – 240 Volts (LP/NG)	66.6/66.6	83.3/75	91.6/81.3
Total Harmonic Distortion	Less than 5%	Less than 5%	Less than 5%
Main Line Circuit Breaker	65 Amp	90 Amp	100 Amp
Phase	1	1	1
Number of Rotor Poles	2	2	2
Rated AC Frequency	60 Hz	60 Hz	60 Hz
Power Factor	1.0	1.0	1.0
Battery Requirement (not included)	Group	26R, 12 Volts and 525 CCA Min	Imum
Unit Weight (lb/kg)	513/232.7 (Steel); 448/203.2 (Aluminum)	516/234.1	526/238.6
Dimensions (L x W x H) in/mm		48 x 25 x 29/1218 x 638 x 732	
Sound output in dB(A) at 23 ft (7 m) with generator operating at normal load**	66	66	67
Sound output in dB(A) at 23 ft (7 m) with generator in Quiet-Test™ low-speed exercise mode**	60	60	58

Inputs		Notes
Capacity of Powerwall battery (kWh)	10	
Battery cost (to installer)	\$ 3,500	
Markup on battery (approx.)	10%	Battery cost to end user \$ 3,850
Inverter cost (approx.)	\$ 3,000	Converts DC/AC, also serves as a charger/monitor and the intelligence/controls to the system
Professional install cost/other equipment (approx.)	\$ 2,750	Labor, permits, software and electrical equipment to wire out the circuits to be backed up
Installation cost increase per each add'l unit	5%	Insufficient information available, this is an approximate estimate
Avg kW use per hour	1.25	National average is ~ 1.25 kW per hour
Duration of backup power desired (hours)	48	Assumes no other alternative energy source (e.g. solar panels)
Outputs		
Number of battery units needed	6.0	Per Tesla, limit is 9 units maximum to be installed together
Retail cost of battery units	\$ 23,100	
Cost of installation	\$ 7,188	
Total system cost - 48 hrs. backup protection	\$ 30,288	



#### Technology Wall mounted, rechargeable lithium ion battery with liquid thermal control 10 kWh \$3,500

Specs

7 kWh \$3 000 Warranty

92% round-trip DC efficiency

2.0 kW continuous, 3.3 kW peak

5.8 amp nominal, 8.6 amp peak output

5 min

Single phase and three phase utility grid

**Operating Temperature** -4°F to 110°F / -20°C to 43°C

Installation

Requires installation by a trained electrician. DC-AC inverter not included.

220 lbs / 100 kg

Dimensions 1300 mm x 860 mm x 180 mm

Certification NRTL listed to UL standards

Tesla battery primarily serves different market than emergency backup power -More of a supplement to solar/peak-shaving applications



### 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 <u>cash</u> tax obligation by approx. \$49 million per year through 2020

(\$ mm)	Total	2015	2016	2017	2018	2019	2020	2021	2022+
Annual tax amortization	\$900	\$128	\$128	\$128	\$128	\$128	\$128	\$107	\$27
Cash tax savings <sup>(1)</sup>	\$346	\$49	\$49	\$49	\$49	\$49	\$49	\$41	\$10

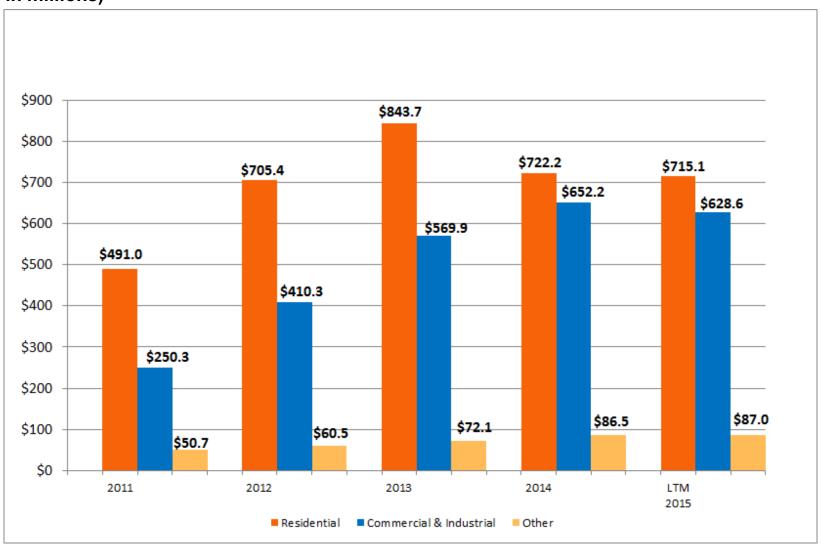
### Results in present value tax savings of $\sim$ \$240-\$290 million<sup>(2)</sup> or \$3.50-\$4.25 per share

<sup>(1)</sup> Assuming continued profitability and no limitations at an assumed 38.5% federal and state tax rate.

<sup>(2)</sup> Based on annual discount rate of between 5 and 10%

## Net Sales by Product Class

### (\$ in millions)



Figures include results from acquisitions completed during 2011 – 2014; see slide titled "Summary of Acquisitions" for further details.

### (\$ in millions)

		Actual 1 2015	Y/Y % Change		tual LTM (1 2015	Y/Y % Change	
Residential	\$	156.8	(4.4%)	\$	715.1	(5.0%)	
Industrial	Ÿ	133.8	(15.0%)	Ÿ	628.6	4.7%	
Other		21.2	2.7%		87.0	15.2%	
Net Sales	\$	311.8	(8.8%)	\$	1,430.7	0.2%	
Gross Profit	\$	102.6	(14.1%)	\$	499.3	(6.8%)	
% Margin		32.9%			34.9%		
Adjusted EBITDA	\$	57.1	(26.3%)	\$	316.9	(14.6%)	
% Margin		18.3%			22.2%		
Net Income (1)	\$	19.7	(43.3%)	\$	159.6	0.7%	
Adjusted Net Income	\$	34.1	(32.7%)	\$	217.6	(19.0%)	
Adjusted EPS	\$	0.49	(32.8%)	\$	3.10	(19.2%)	
Free Cash Flow	\$	18.7	(40.4%)	\$	205.6	(9.3%)	
Consolidated Net Debt Consolidated Net Debt Leverage Ratio				\$	887.1 2.8x	(1.2%)	

<sup>(1)</sup> Q1 2015 and LTM 2015 periods include a loss on extinguishment of debt of \$1.4 and \$3.5 million, respectively; LTM 2015 also includes a \$16.0 million pre-tax gain on change in contractual interest rate and a \$4.9 million pre-tax gain on remeasurement of contingent consideration. LTM 2014 period includes a \$13.5 million loss on extinguishment of debt.

## Adjusted EBITDA Reconciliation



### (\$ in millions)

	2011	2012	2013	2014	2015 LTM
Reported net income	\$ 324.6	\$ 93.2	\$ 174.5	\$ 174.6	\$ 159.6
Interest expense	23.7	49.1	54.4	47.2	46.8
Depreciation and amortization	56.1	54.2	36.8	34.7	35.2
Income taxes provision (benefit)	(237.7)	63.1	104.2	83.7	75.2
Non-cash write-down and other charges	10.4	0.2	0.1	(3.9)	(1.7)
Non-cash share-based compensation expense	8.6	10.8	12.4	12.6	11.8
Loss on extinguishment of debt	0.4	14.3	15.3	2.1	3.5
Gain on change in contractual interest rate	-	-	-	(16.0)	(16.0)
Transaction costs and credit facility fees	1.7	4.1	3.9	1.9	1.8
Other	0.5	0.7	1.0	0.3	0.7
Adjusted EBITDA	\$ 188.5	\$ 289.8	\$ 402.6	\$ 337.3	\$ 316.9

## Adjusted EBITDA Reconciliation



(\$ in thousands)

Net income to Adjusted EBITDA		Three mo	onths end	ded					
reconciliation	March 31,					LTM March 31,			
		2015		2014		2015		2014	
		(una	udited)			(unau	ıdited)		
Net income	\$	19,685	\$	34,701	\$	159,597	\$	158,566	
Interest expense	\$	11,268	\$	11,689		46,794		50,449	
Depreciation and amortization	\$	9,034	\$	8,575		35,189		36,599	
Income taxes provision	\$	11,018	\$	19,523		75,244		94,950	
Non-cash write-down and other charges	\$	1,572	\$	(554)		(1,727)		(53)	
Non-cash share-based compensation expense	\$	2,508	\$	3,322		11,798		12,759	
Loss on extinguishment of debt	\$	1,368	\$	-		3,452		13,497	
Gain on change in contractual interest rate	\$	-	\$	-		(16,014)		-	
Transaction costs and credit facility fees	\$	201	\$	203		1,849		3,752	
Other	\$	484	\$	39		741		791	
Adjusted EBITDA	\$	57,138	\$	77,498	\$	316,923	\$	371,310	

# Adjusted Net Income and Free Cash Flow Reconciliations GENERAC GENERAC GENERAC GENERAC A CONTROL OF THE PROPERTY OF THE P

### (\$ in thousands)

#### Net income to Adjusted net income reconciliation

	Three Months Ended March 31,			LTM Ma	rch 31,	ch 31,	
		2015		2014	2015		2014
Net income	\$	19,685	\$	34,701	\$ 159,597	\$	158,566
Income taxes provision		11,018		19,523	75,244		94,950
Income before provision for income taxes		30,703		54,224	234,841		253,516
Amortization of intangible assets		5,195		5,345	20,874		24,979
Amortization of deferred financing costs and OID		1,705		1,203	7,117		4,798
Loss on extinguishment of debt		1,368		-	3,452		13,497
Gain on change in contractual interest rate		-		-	(16,014)		-
Transaction costs and credit facility fees		263		(187)	(3,173)		2,908
Adjusted net income before provision for income taxes		39,234		60,585	247,097		299,698
Cash income tax expense		(5,115)		(9,870)	(29,528)		(31,171)
Adjusted net income	\$	34,119	\$	50,715	\$ 217,569	\$	268,527
Free Cash Flow Reconciliation							
Net cash provided by operating activities	\$	25,257	\$	36,353	\$ 241,890	\$	258,031
Expenditures for property and equipment		(6,528)		(4,925)	(36,292)		(31,373)
Free cash flow	\$	18,729	\$	31,428	\$ 205,598	\$	226,658