

An aerial night view of a city with a power transmission tower in the foreground. The city lights are visible in the background, and the sky is dark with some clouds. The tower is a large, dark structure with multiple cross-arms and insulators. The city lights are a mix of yellow, white, and blue, creating a vibrant scene. The sky is a deep blue with some lighter clouds near the horizon.

INVESTOR DAY

SEPTEMBER 27, 2023

GENERAC[®]

OUR PURPOSE:

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

Overview

8:00AM	Registration
8:30AM	Introduction – Kris Rosemann
8:35AM	Generac Overview & Evolution – Powering A Smarter World – Aaron Jagdfeld
9:15AM	HSB Opportunity – Resiliency & Competitive Advantages – Kyle Raabe
9:45AM	Marketing & Brand Strategy – Fueling Growth – It’s A Power Move – Amanda Teder
10:00AM	Residential Energy Technology – Building a Residential Energy Ecosystem – Norm Taffe
10:30AM	Break
10:45AM	Domestic C&I – End-to-End C&I Energy Technology Solutions – Erik Wilde
11:05AM	International – Executing Around the Globe – Paolo Campinoti
11:25AM	Financial Framework – The Path to Doubling EBITDA \$’s – York Ragen
11:45AM	Questions & Answers

Presenters



Aaron Jagdfeld

President & CEO



Kyle Raabe

President – Consumer Power



Amanda Teder

EVP – Marketing



Norm Taffe

President – Energy Technology



Erik Wilde

EVP Industrial – Americas



Paolo Campinoti

EVP – Rest of World



York Ragen

CFO

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.

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 manufacturing operations and global supply chain, including single-sourced components and contract manufacturers, 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;
- difficulties we may encounter as our business expands globally or into new markets;
- our dependence on our distribution network;
- our ability to remain competitive by investing in, developing or adapting to changing technologies and manufacturing techniques, as well as protecting our intellectual property rights;
- 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 laws and regulations regarding environmental, health and safety, product compliance, or international trade that affect our products, operations, or customer demand;
- significant legal proceedings, claims, lawsuits or government investigations; and
- changes in durable goods spending by consumers and businesses or other macroeconomic conditions, impacting demand for our products.

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 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 2022 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.

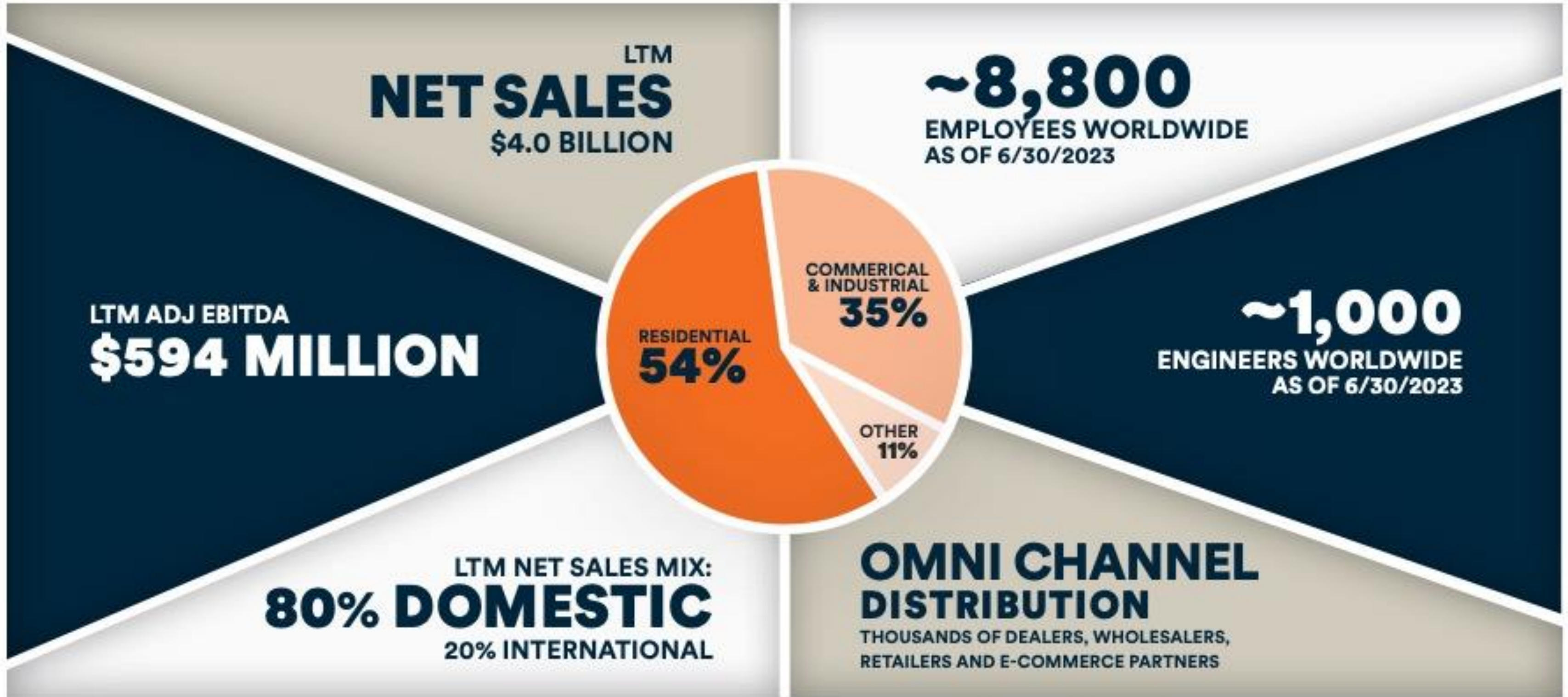
Any forward-looking statement made by Generac in this presentation speaks only as of the date on which it is made. Generac undertakes no obligation to update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

AARON JAGDFELD

President & CEO

POWERING A SMARTER WORLD

Generac Overview



Generac Through The Years

1959

Generac Founded



1960s

Portable Generators & Private Label Agreements



1970s

New Product Development & Distribution Agreements



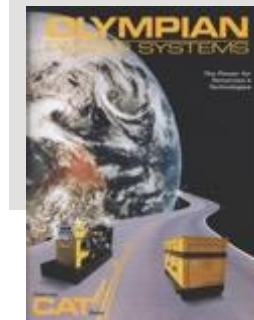
1980s

Entered New C&I Markets



1990s

Introduced HSB and Expanded C&I Stationary Lineup



2000s

HSB Successfully Commercialized



2010s

Product and Geographic Diversification



2020s

Evolution to Energy Technology Solutions Company

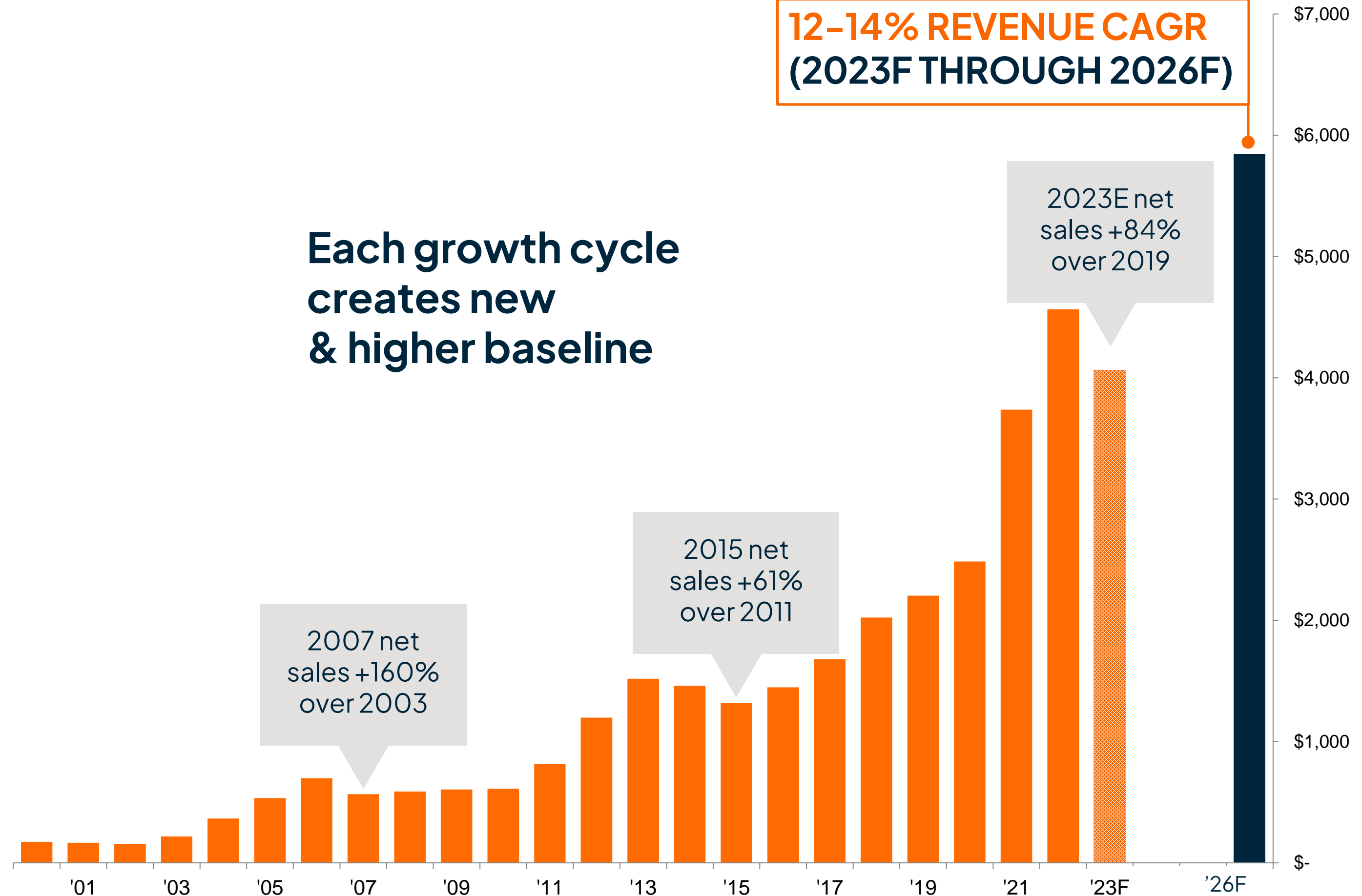


Track Record of Growth



Each growth cycle creates new & higher baseline

12-14% REVENUE CAGR (2023F THROUGH 2026F)



Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Figures include results from acquisitions completed during 2011-present. CAGR measures revenue growth through 2023E off 2010 base. 2023E figure assumes midpoint of guidance given on August 2, 2023.

Mega-Trends Review

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



- Increasing intermittent generation sources and electrification of everything
- Supply/demand imbalances and energy prices drive migration to distributed energy resources

Emergence of cleaner alternative fuels



- Natural gas and other alternative fuels are vital to the energy transition
- Cleaner-burning sources of non-intermittent power generation

Impact of climate change



- More volatile and severe weather driving increased power outage activity
- Global regulation accelerating renewable investments

Growing investment in global infrastructure creating new opportunities



- Upgrading of aging and underinvested legacy systems
- Expanding investment for increasingly critical technology infrastructure

Home as a Sanctuary

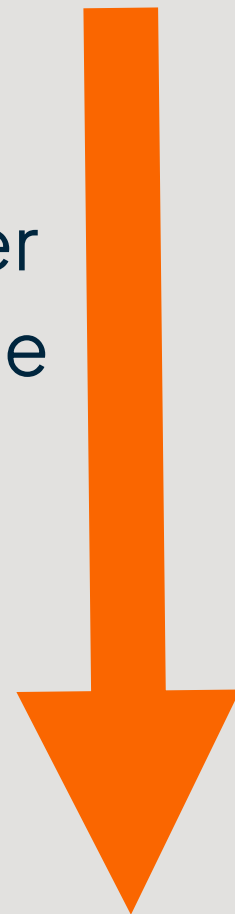
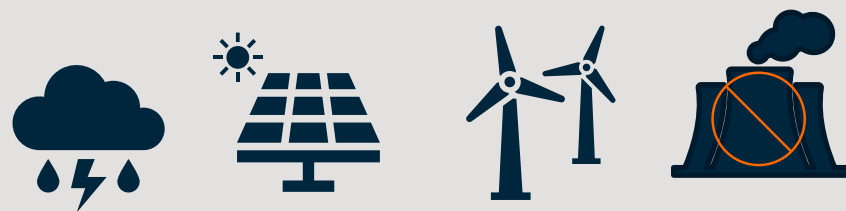


- Increasing importance of the home with more people working from home and aging in place
- More intelligent and connected home and desire for improved energy efficiency

A Growing Problem – Supply/Demand **Imbalance**

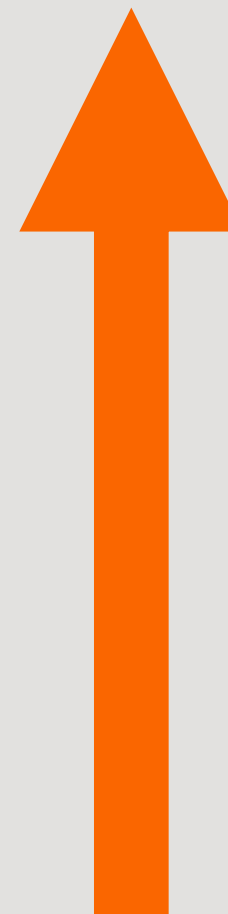
SUPPLY RELIABILITY DETERIORATING

- Climate change & severe weather
- One-way system prone to outage
- Infrastructure underinvestment
- Penalties for carbon intensity
- Increasing intermittency



DEMAND GROWTH ACCELERATING

- Electrification of everything
- Transportation, HVAC, appliances
- Next-generation infrastructure
- Home as a Sanctuary
- C&I processes



Headlines Drive Awareness

The New York Times

Why the U.S. Electric Grid Isn't Ready for the Energy Transition

To start with, there is no single U.S. electric grid.

Largest US Grid Declares Emergency Alert For July 27 **Bloomberg**

US power outages from severe weather have doubled in 20 years *Associated Press*

Texans asked to conserve power Wednesday for the eighth time this month **★THE TEXAS TRIBUNE**

Duke Energy cuts power as extreme cold taxes grid on holiday weekend **wap**

Fresh blackout threats emerge as power grid faces a stressful summer **wap**

Much of the country could be at risk of electricity shortages amid projections of an unusually hot summer

Your Coming Summer of Blackouts **WSJ**

The grid monitors say two-thirds of the U.S. risks electricity outages.

Texas Teeters on Edge of Blackouts as Demand Squeezes Grid **Bloomberg**

Powering a **Smarter** World

GENERAC[®]

POWERING A
**SMARTER
WORLD**



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.



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

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

Strategy and Values Linked Tightly to Several **Key ESG Themes**

ENVIRONMENTAL

ENERGY ECOSYSTEMS

Building out comprehensive suite of products, services and lower-carbon solutions that **improve home and business energy resiliency and efficiency**

SOCIAL

CONTINUITY OF POWER FOR SUSTAINABLE COMMUNITIES

Providing **emergency backup power to homes, businesses, utilities and other critical infrastructure** to limit disruption in daily lives

SOCIAL

EMPLOYEE DIVERSITY, DEVELOPMENT & WELL BEING

- Reflecting the demographics of our communities (**DE&I**)
- Effectively managing and developing our employees (**Human Capital Management**)
- Providing a safe place to work (**Health & Safety**)

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

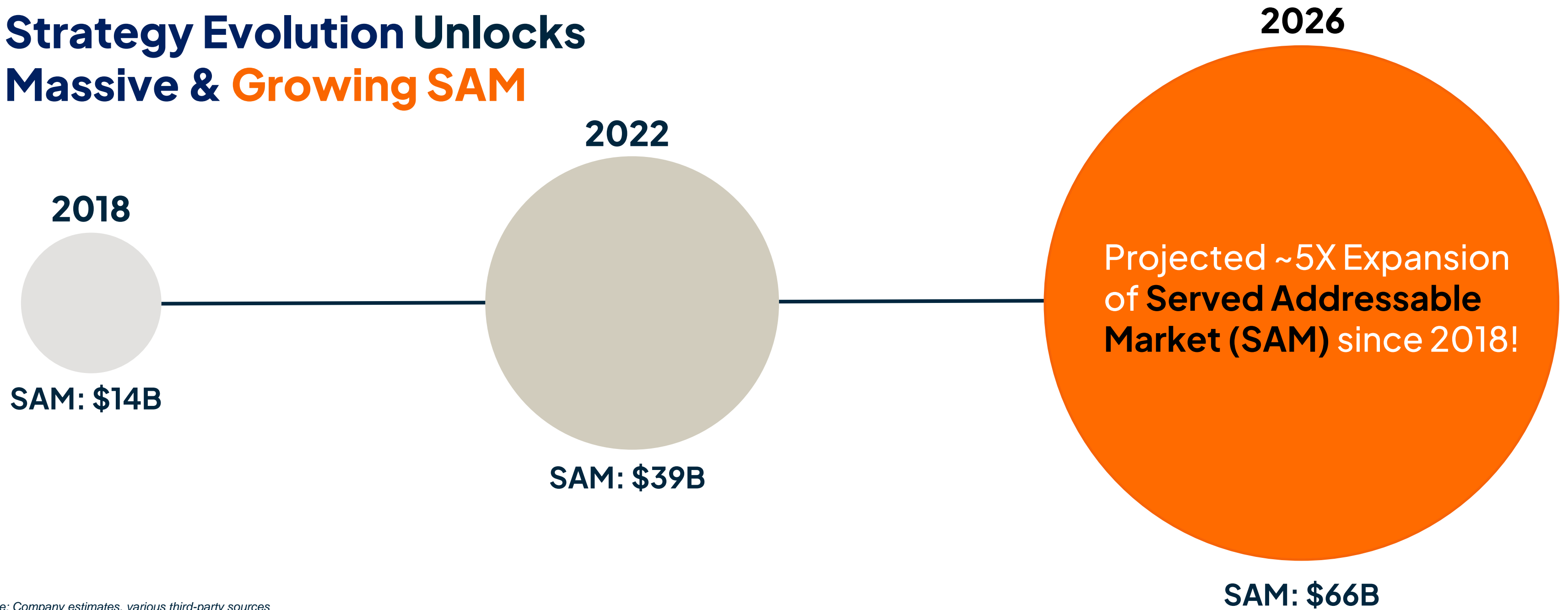


CORPORATE VALUES

- ENVIRONMENT
- INNOVATION
- AGILITY
- PEOPLE
- INTEGRITY

Powering a Safer, Cleaner, more Diverse & Inclusive World

Strategy Evolution Unlocks Massive & Growing SAM



Source: Company estimates, various third-party sources

KEY ACQUISITIONS (2019–2023) TO SERVE >\$25B ENERGY TECHNOLOGY SAM BY 2026



Broad Product Offering Addresses Strategic Opportunities


Improve energy resilience and independence




Optimize energy efficiency and consumption



 Concerto™


Protect and build critical infrastructure



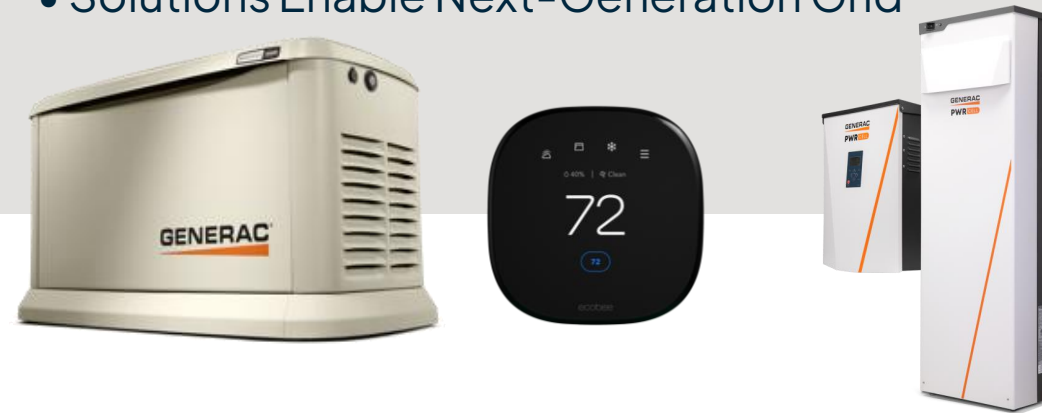
How We Win

POWERING A
**SMARTER
WORLD**

Strategy and Culture Drive Competitive Advantages

Innovative Product Development

- Energy Ecosystems for Homes & Businesses
- Generate, Store, Monitor, Manage & Connect
- Solutions Enable Next-Generation Grid



Operational Excellence

- Global Sourcing & Manufacturing
- Operating Model Across Facilities
- CI Focus: Tools, Processes, Systems



Go-To Market Expertise

- Proven market creation capabilities
- Omni-Channel Distribution
- Customer Service & Support



Global Scale

Vertical Integration

Brand Recognition

Entrepreneurial Mindset

Building a Residential Energy Ecosystem

Power Generation & Storage



Monitoring & Management Devices



Platform & Controls



Grid Services



Multiple hardware devices **connected to a single interface** to optimize the consumption and generation of energy within a home.

Building a Commercial & Industrial Energy Ecosystem

Power Generation
& Storage



Monitoring
& Management Devices



Platform & Controls

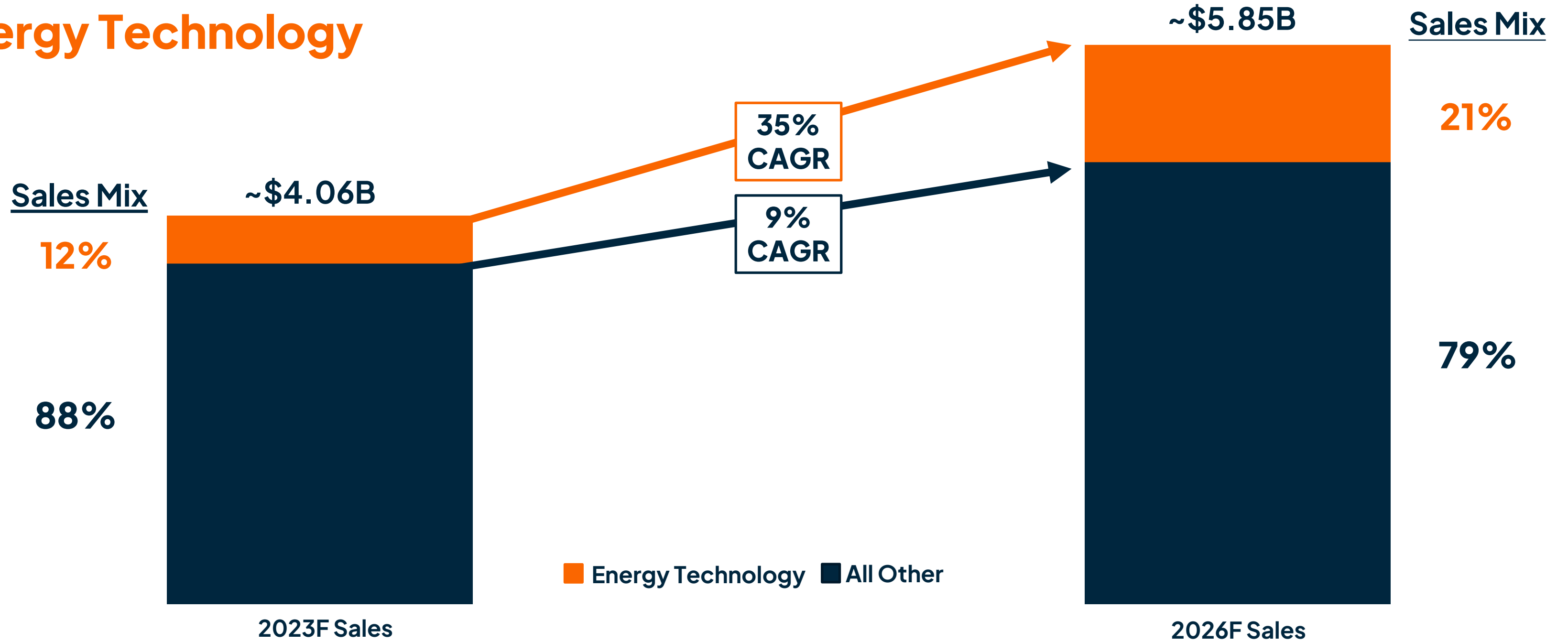


Grid Services



Turnkey solutions managed through a single interface integrating multiple DERs to optimize consumption and generation of energy.

Evolution to Energy Technology



Energy Technology Solutions

Residential: Storage, MLPE, EV charging, smart thermostats, smart security, electrification, connectivity, grid services

C&I : Stationary storage, mobile storage, beyond standby gens, connectivity, grid services

NEAR-TERM UPDATE

2023 Progressing As Expected

Reiterating Overall FY2023 Guidance¹

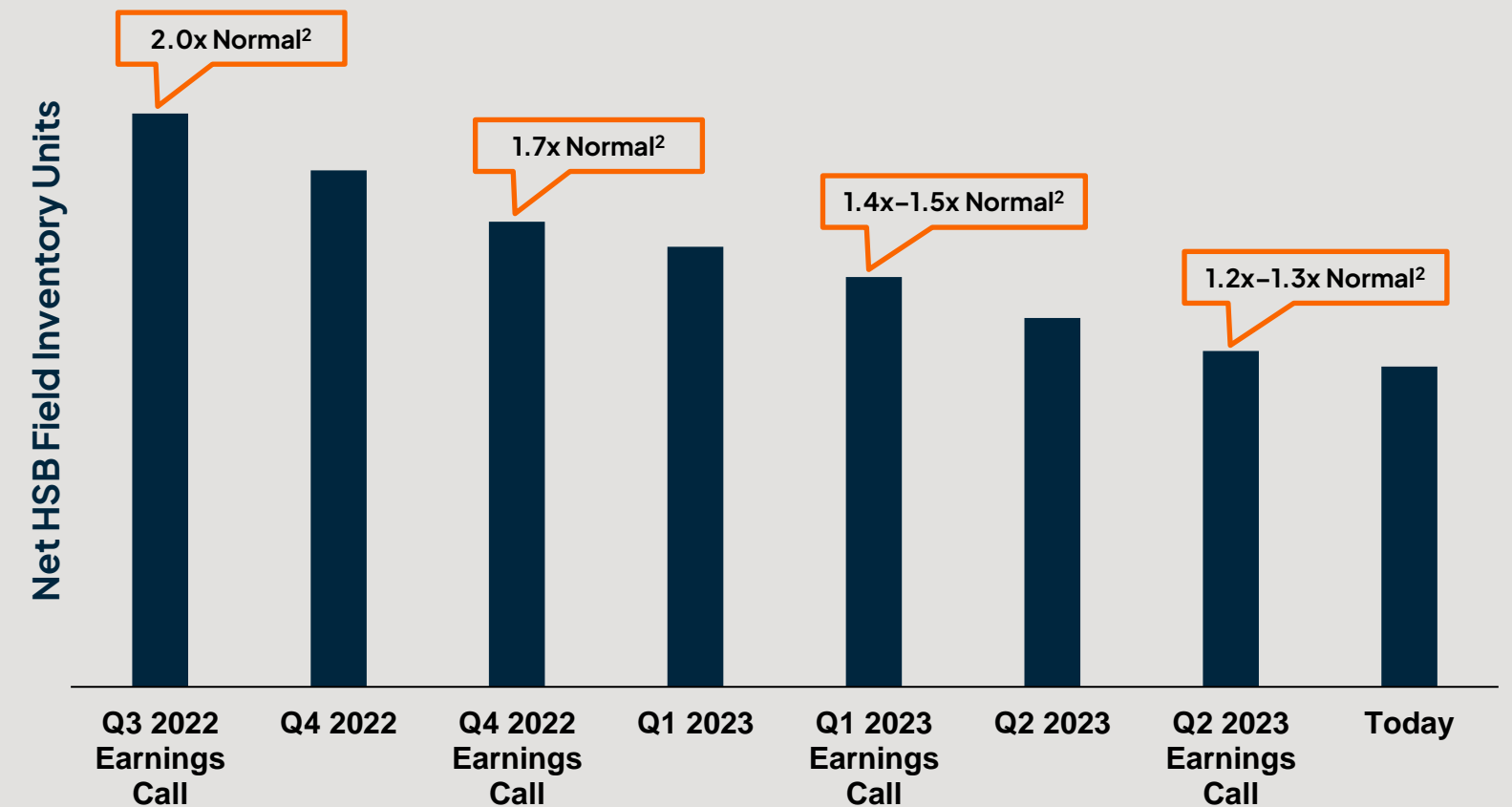
Consolidated net sales

- Consolidated revenue: decrease between 10% to 12%
- Residential products: decrease in the mid-20% range
- C&I products: increase at mid-teens rate

Adjusted EBITDA margins

- Between 15.5% to 16.5%

HSB Field Inventory Continues Trend Lower



1. See Forwarding Looking Statements slide at the beginning of this presentation for a list of risks & uncertainties

2. Days of field inventory relative to historic seasonal norms; Days of field inventory = net field inventory units / three-month activation rate

KYLE RAABE
President – Consumer Power

RESILIENCY & COMPETITIVE ADVANTAGES

Kyle Raabe

President – Consumer Power



Re-joined Generac December 2019

Pre-Generac Experience

- The Master Lock Company
 - SVP North American Sales, Demand Planning & Sales Operations – 2018 to 2019
 - VP Sales Commercial Security and Safety – 2015 to 2018
- Generac Power Systems
 - Group Vice President Sales, Industrial – 2013 to 2015
 - Vice President Sales, Wholesale Distribution – 2010 to 2013
 - Director of Sales and Business Development, Residential Dealer & Wholesale – 2007 to 2010
- Veolia North America
 - Central Business Unit Manager – 2004 to 2007
 - Service Operations and Project Manager – 1996 to 2004

Education:

- BA from Lawrence University

Winning Strategy

**The Market
Leader in
Residential
Standby
Power**

OBJECTIVE:

Leverage scale and strength in manufacturing, supply chain, marketing, distribution & financial profile to drive **market penetration** and category growth

HOW:

Market Creation – Dramatically increase the number of consumers engaging in the category

Distribution Expansion – Grow and develop omni-channel network, offering solutions exactly when and where a consumer shops for them

Data & Intelligence – Empower distribution partners with enhanced consumer information to help them offer the best solution

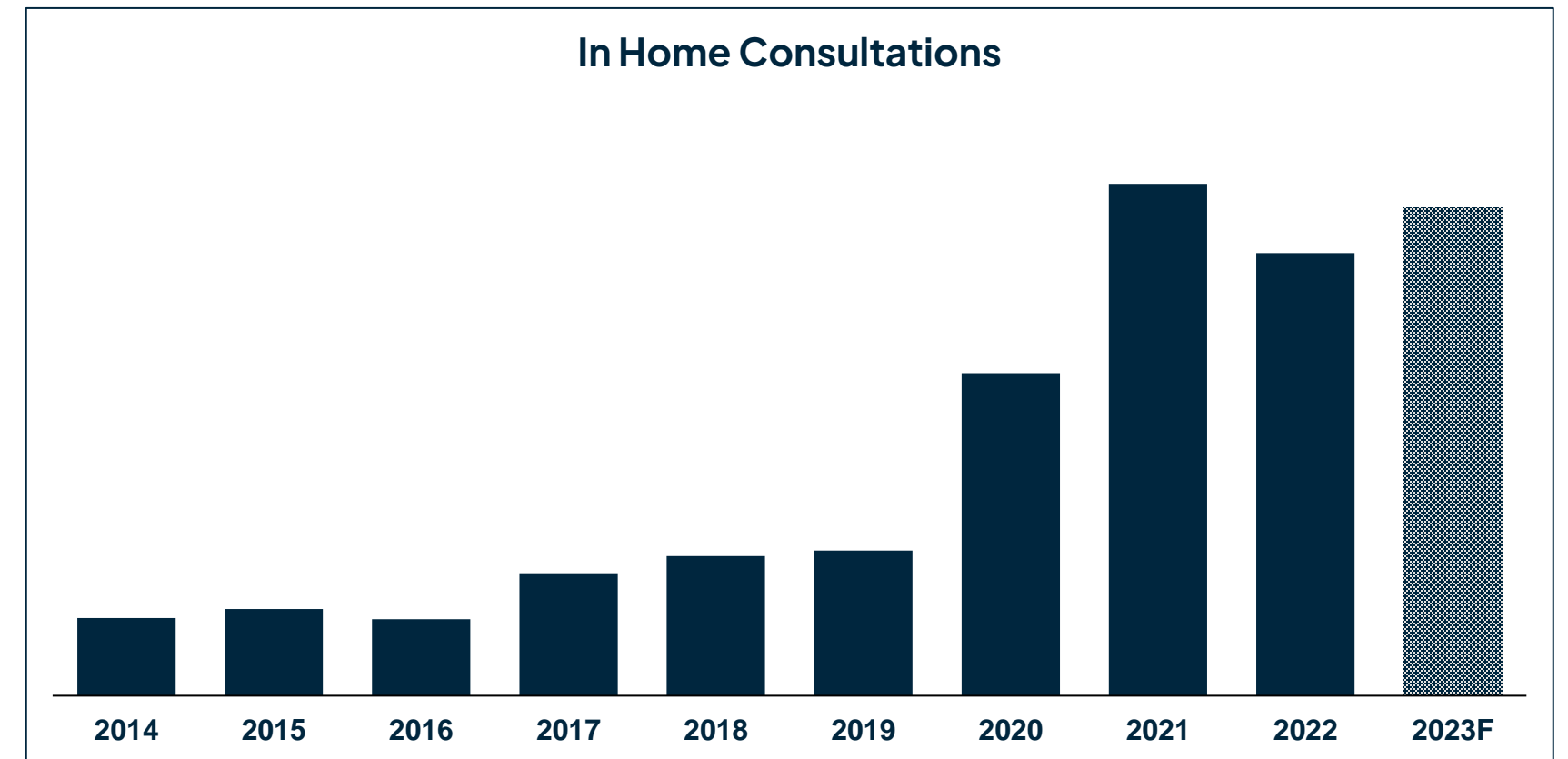
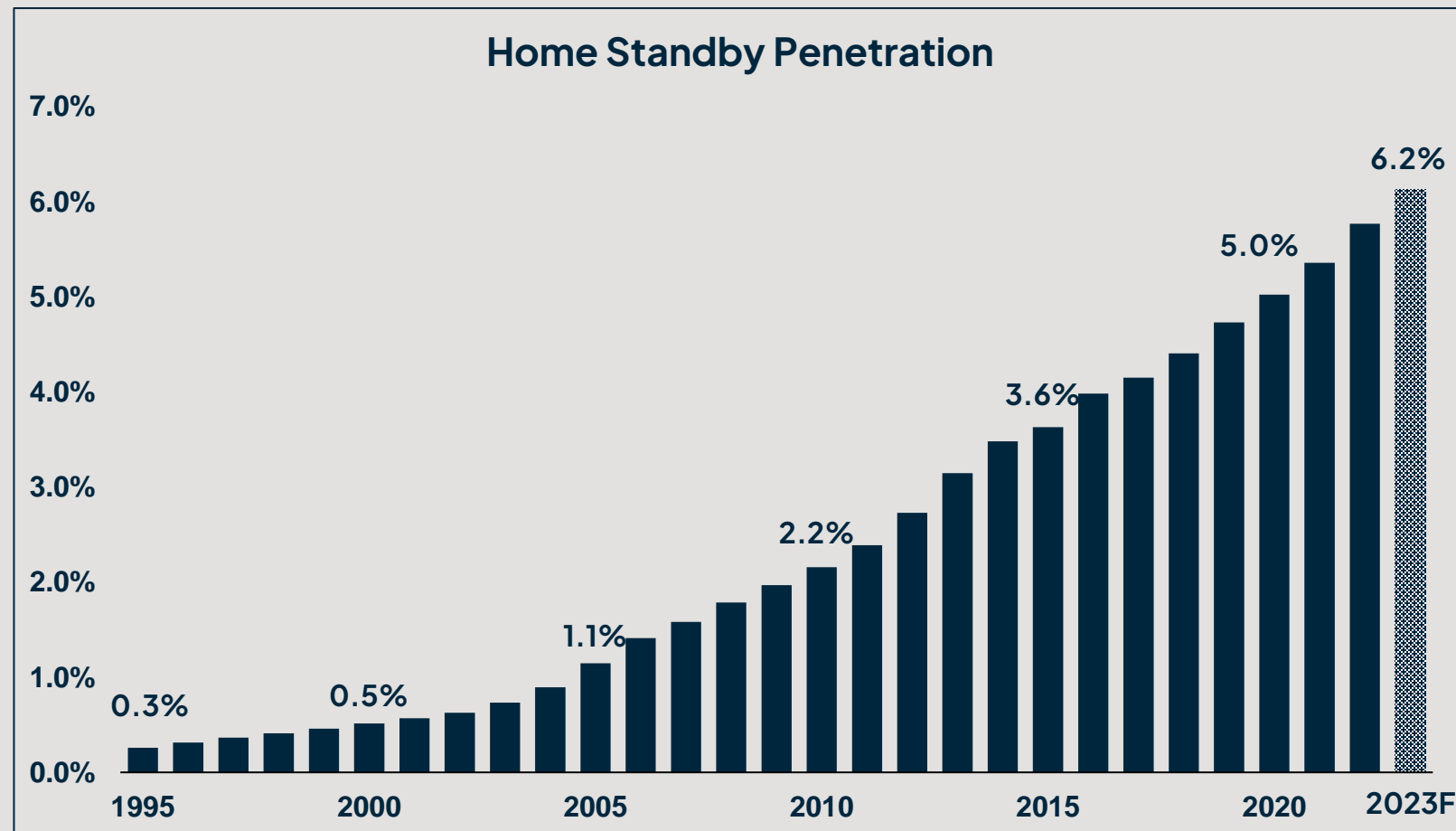
Close the Consumer – Invest in the customized sales process and tools to drive close rates

Product Portfolio – Systems & processes built to support the broadest product portfolio in the market

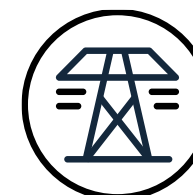
Generac: The Standby Market Creator

A CATEGORY WITH SECULAR TAILWINDS

- In home consultations (IHCs) YTD more than 4x 2019
- Uniquely positioned to benefit from mega-trends
- Exceptionally capable to drive marketing investment

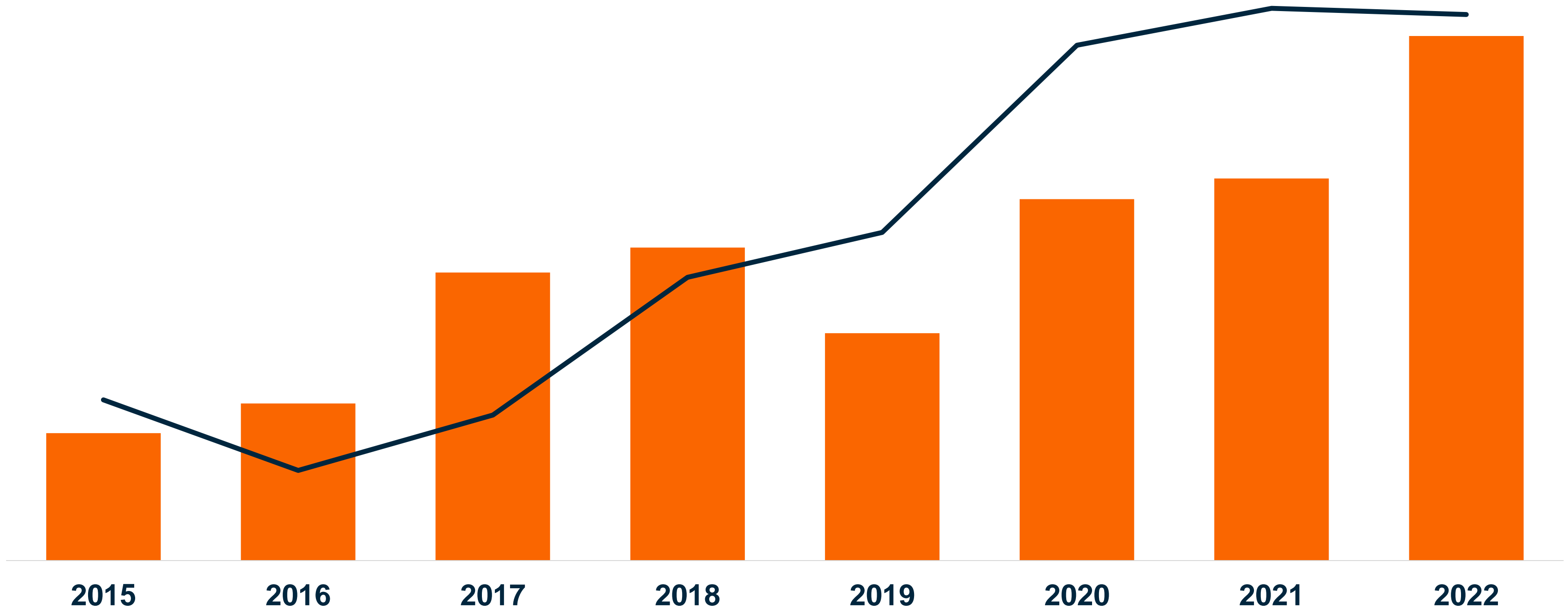


**Every 1% of Penetration =
~\$3 Billion End Market Opportunity**



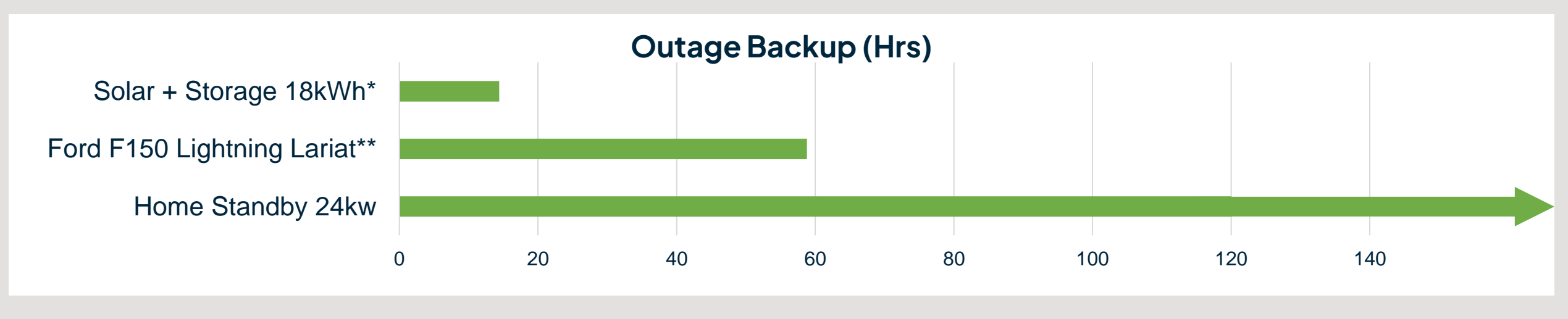
Increasingly Unreliable and Stressed Grid Leading to **More Outages, Lasting Longer**

■ # of Outages > 20 Hours — Long-Term Baseline Average Outage Hours (excludes major events)

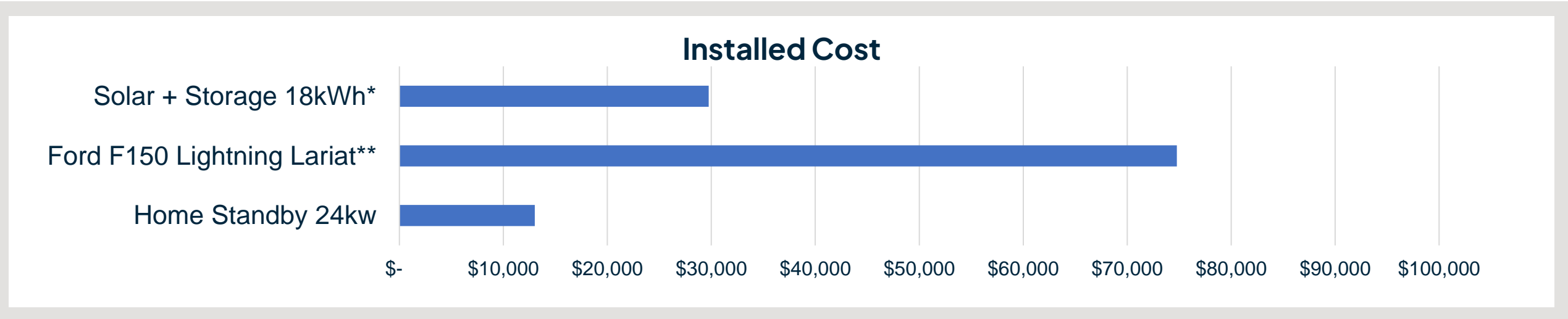


HSBs are the **Solution** for Extended Power Outages

The only worry-free, whole-home solution for long outages



The most cost-effective solution to install

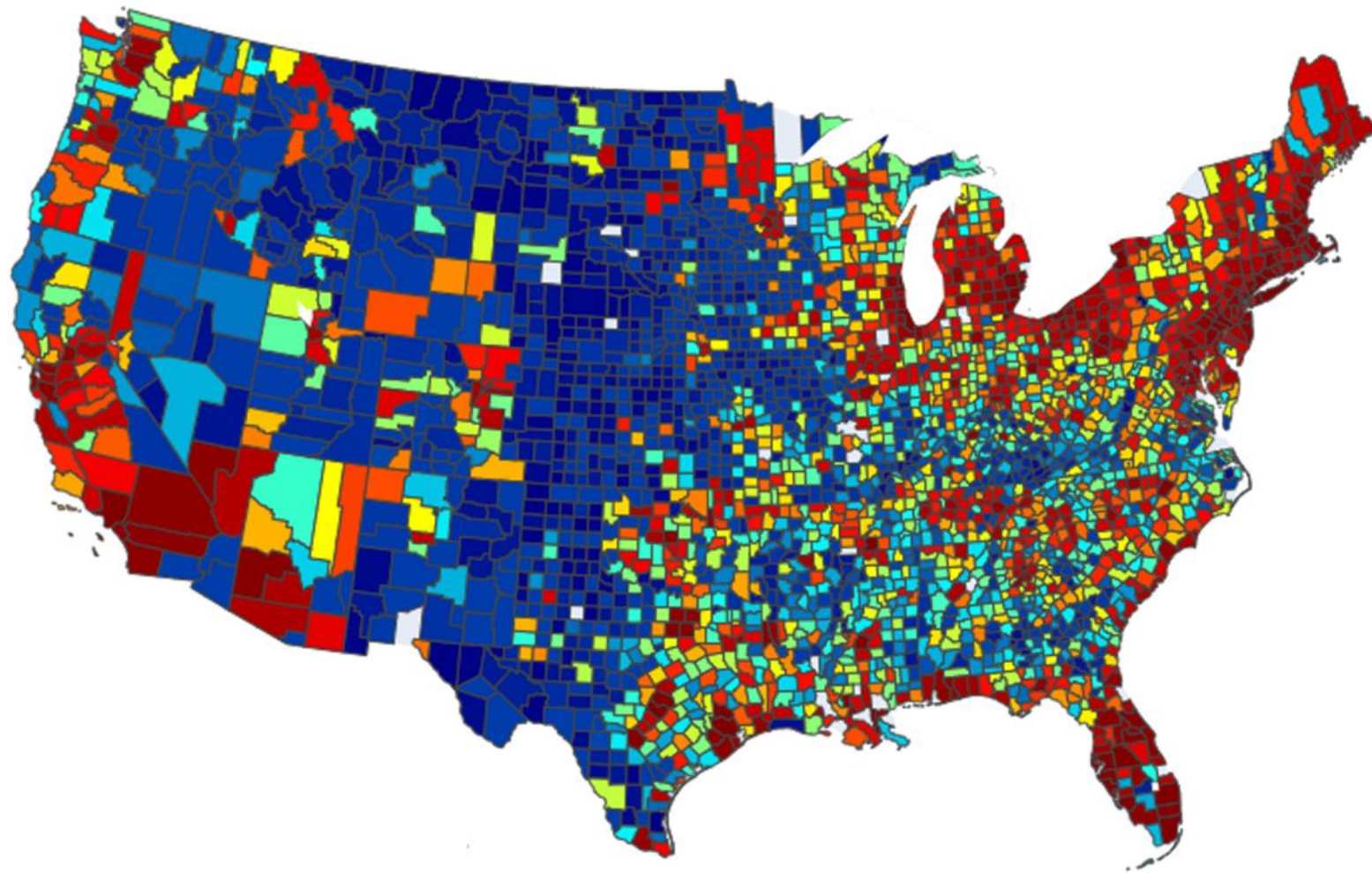


*Solar + storage cost net of incentives.

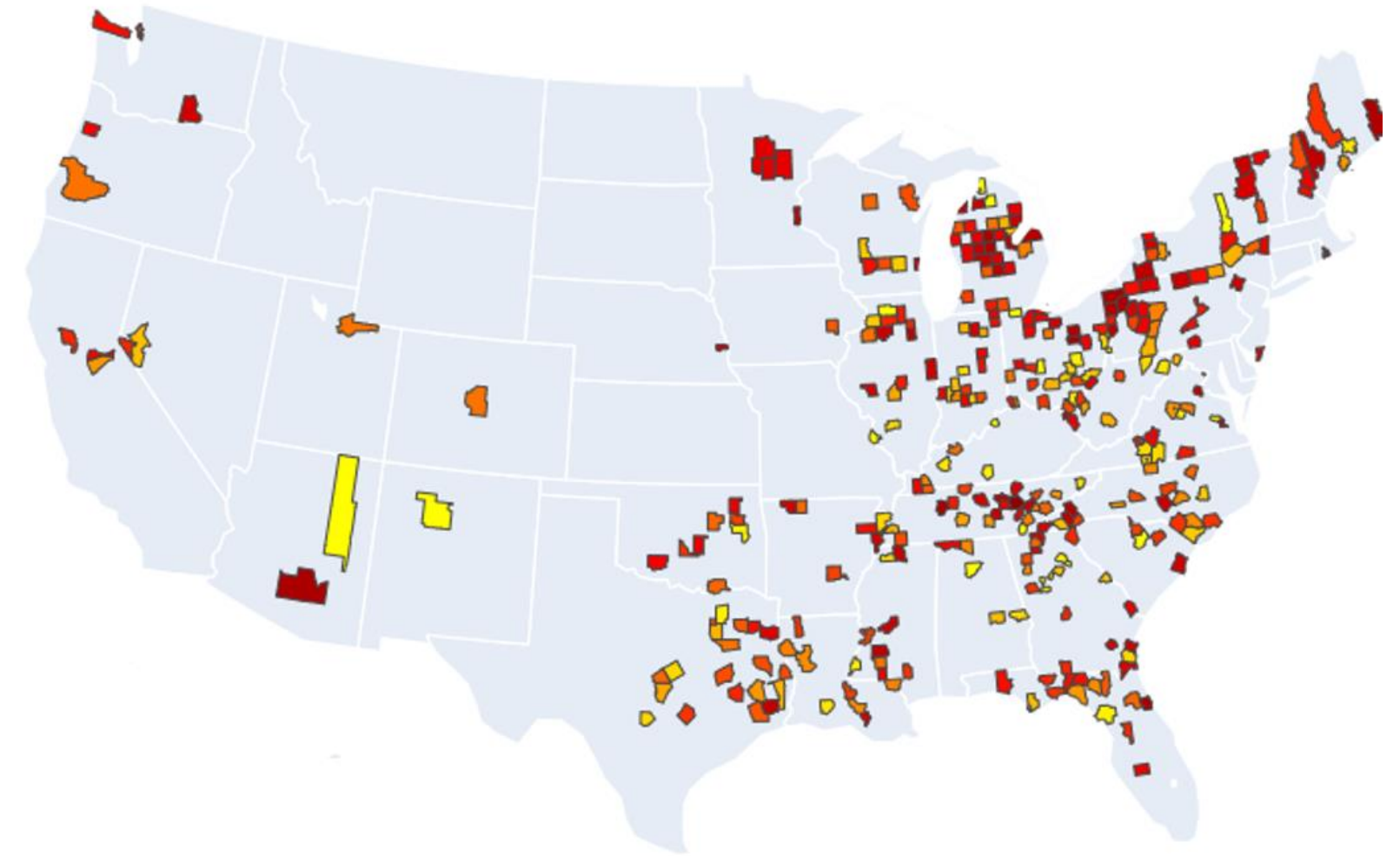
**F150 represents installed cost of all equipment, standard battery, current tax incentives and assumes 75% of available battery capacity.

Distribution Expansion

USING DATA TO GROW BANDWIDTH OF NETWORK



County Level Consumer Opportunity



County Level Distribution Opportunity

8,700+ Dealers

1,500+ Wholesale Outlets

5,200+ Retail Install Outlets

Dealers Critical to **Success**

CURRENT DEALER RESOURCES

Consumer Leads
Sales Training
Retail Installations
Service Business Creation
Selling Tools
Consumer Monitoring
Technical Training
Localized Campaigns
Custom Marketing Resources
Financing Programs

GENERAC DEALER

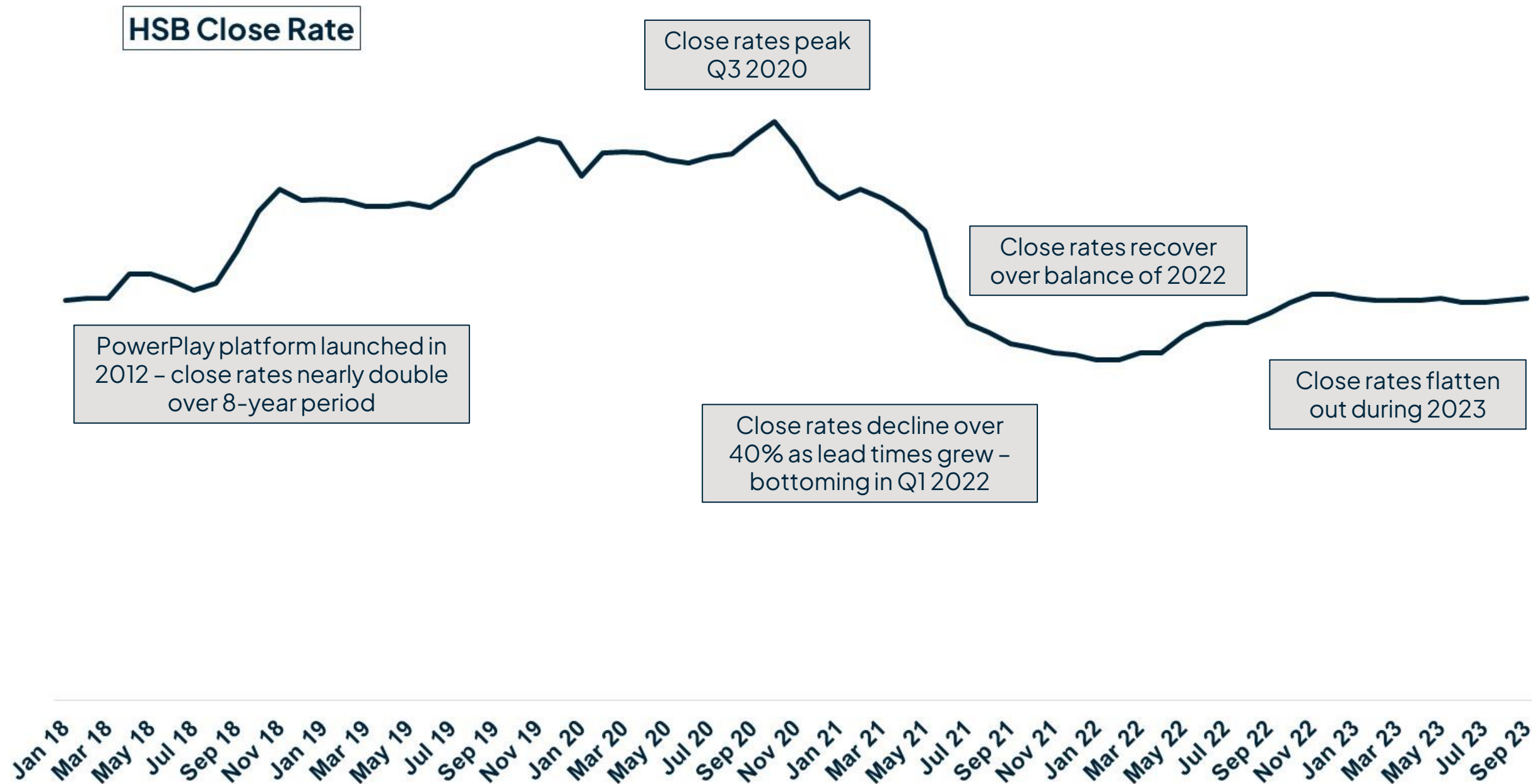


FUTURE DEALER INVESTMENT

Enhanced Sales Training
Hiring of Talent
Service Lead Generation
Install Operations Training
Training for CEUs
Energy Technology Leads
Product Design for Installation

Investing in our dealers will help grow and significantly strengthen our network

Close Rate Opportunity



Consumer Conversion

- Consumer lead times are back to historical levels
- Number of IHCs delivered to dealers is expected to grow
- Close rate improvement drives market penetration and strengthens already robust marketing ROI
- **2026F: expect to recover half of the decline from peak**

Growing IHCs + Improving Close Rate = Significant Opportunity for Growth

Generac Data to Drive Close Rate Increase

Millions of IHCs leveraged to continually evolve and adapt sales process



Enhanced Consumer Insight

- Improve consumer qualification and education
- Appending consumer attributes before delivering lead
- Identify likely triggers for each unique consumer
- Enhance lead with localized consumer trends



Consumer and Dealer Matching

- Utilize machine learning to map dealer performance against consumer profile groupings
- Distribute IHCs to dealer most compatible with consumer profile

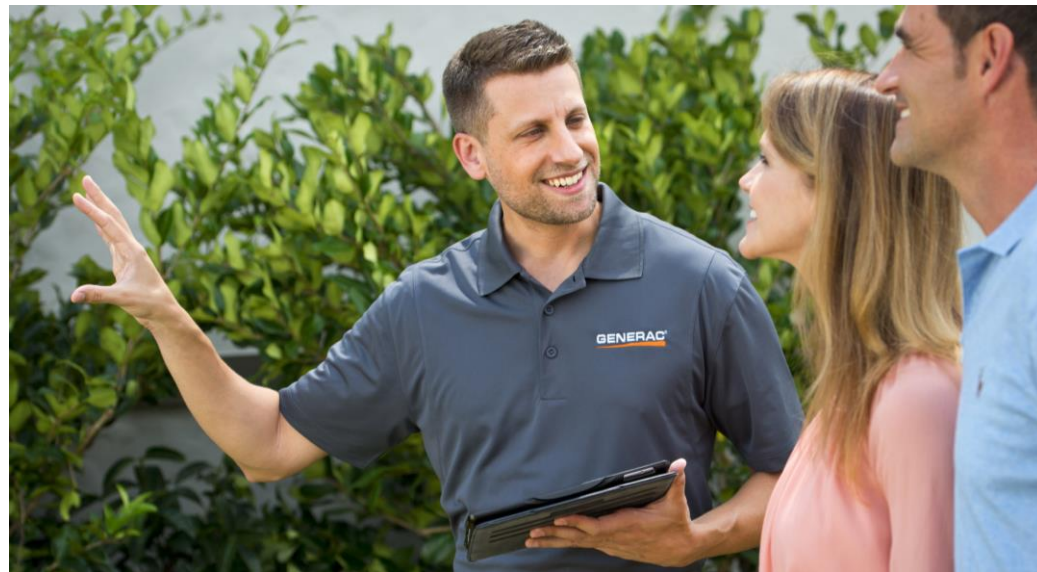


Data Driven Sales Process

- Deliver known consumer profile to our dealer
- Provide suggestive selling techniques and consumer offers to dealer
- Closed loop feedback from dealers for continuous improvement



Strengthening the Dealer Sales Process



1 PowerPlay Investment

- Incorporating the unique consumer-based sales process
- Deliver IHCs for solutions across the portfolio
- Closed loop feedback to drive intelligent sales process innovation



2 Sales Process Makeover

- Redevelopment of solution selling process across all product categories
- Improved financing offerings to address affordability
- Expanded nurturing and educational efforts post IHC



3 Intense Market Training

- Expand field teams to increase frequency and depth of training
- Product training on total ecosystem of solutions
- Deep focus on improved in-home sales process, financing offers and dealer performance

Intense focus and investment to meaningfully improve close rate

Portfolio Breadth Creates Value For All Stakeholders

Homeowner – One stop shop for power generation, storage, monitoring & management

Trade Partners – Growing and diversified business supported by secular trends

Generac – Reduced effort to acquire customers while increasing “home penetration”

6+ MILLION HOMES AND COUNTING OWN A GENERAC DEVICE



Generating Future Growth

GROWTH OPPORTUNITY

Mega-trends and marketing drive growing demand for long duration resiliency solutions

PRODUCT AVAILABILTY

Expanding distribution enables the ability to capture consumers seeking solutions

DATA & INTELLIGENCE

Detailed matching of consumer profiles with the best solutions and dealers drives higher propensity to buy

CLOSING THE CONSUMER

Investment to improve close rate solidifies leadership position and growing installed base of energy solutions

Mega-trends and competitive advantages expected to drive robust growth

AMANDA TEDER
EVP – Marketing

FUELING GROWTH – IT'S A POWER MOVE

Amanda Teder

EVP – Marketing



Joined Generac 2022

Pre-Generac Experience

- Procter & Gamble 2001-2020
 - Various Brand Management Roles
 - Director of Marketing, Oral-B North America
 - Senior Director of Retail Marketing, North America
- Michelin 2020-2021
 - VP Marketing, North American Consumer Tires

Education:

- Purdue University, Bachelor of Science
- University of Chicago, MBA



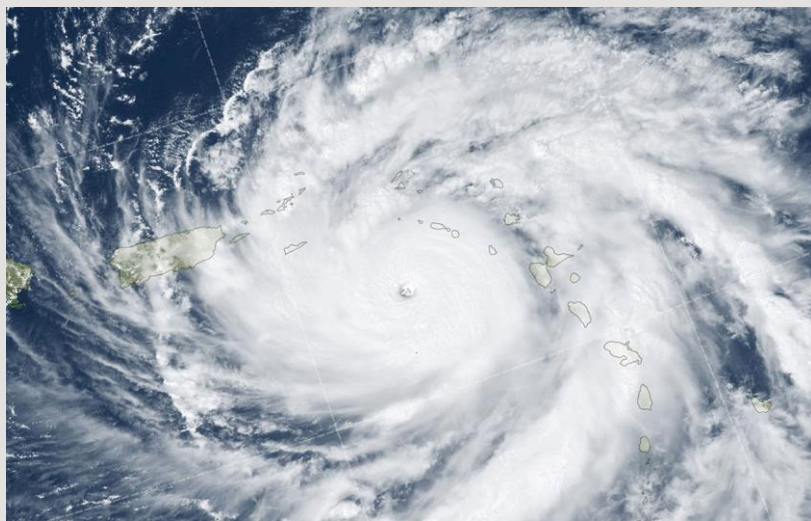
Our Standby Generator Benefits are a **Perfect Solution** for Consumers in Today's Environment

Power outages can be inconvenient, disruptive, and even dangerous when you're unprepared. A Generac standby generator provides peace of mind that you will be safe and comfortable in an outage.

Current Mega-Trends Mean the Standby Generator is Very Relevant in Today's Environment

Impact of Climate Change

More volatile and severe weather driving increased power outage activity



Working from Home

Increasing importance of the home with more people working from a more intelligent, connected home



Aging in Place

Increasing importance of the home with more people aging and doing it in place



Generac has Built a Large & Growing Standby Generator Market with **Strong Competitive Advantages**

8,700-DEALER NETWORK



LEAD GEN & MANAGEMENT CAPABILITY



CUSTOMER SATISFACTION >90%



CATEGORY PROTOTYPE STATUS

The Kleenex of Generators



The Framework for **Driving Continued Growth**

WHO:

The consumers we **serve**



WHAT:

Our **strategy** and benefits

It's not just
a generator.
It's a **power**
move.



LEARN MORE →

GENERAC

Product shown with optional fascia accessory.

HOW:

AWARENESS – Creating the Category

Expand awareness of the category and brand by expanding our reach among relevant audiences

ENGAGEMENT – Driving Engagement

Get consumers to visit [Generac.com](https://www.generac.com) or a dealer site and engage to learn about our offering

CONSIDERATION – Managing Leads

Encourage consumers to opt into a consultation to receive a quote and nurture them as they consider

PURCHASE – Closing The Sale

Drive consumers to purchase a standby generator for their home, and make it a great experience

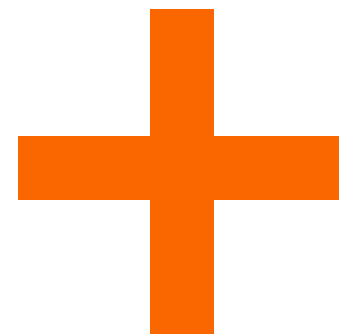
WHO: Many Sizeable Incremental Consumer Groups

65% of Existing Customers Age 60+



OLDER SUBURBAN AND RURAL HOME-OWNERS

Worries about power outages and loss of control



Increasingly Relevant Consumer Groups



FREQUENTLY WORKING FROM HOME

Reliant on power to perform their jobs



YOUNGER FAMILIES WITH CHILDREN

Eager to avoid the extra hassle of life without power



INCREASING ELECTRIFICATION & AUTOMATION OF THE HOME

Increased reliance on continuous source of power



FAMILIES WITH SPECIAL MEDICAL NEEDS

Loss of power can be a life-threatening emergency

WHAT: New Standby Generator Campaign

CAMPAIGN IDEA

Generac owners do it differently. They're the everyday heroes, protecting what matters most and building a sanctuary for those they love. They're proud, they're ready for anything, and they deserve a pat on the back for that.

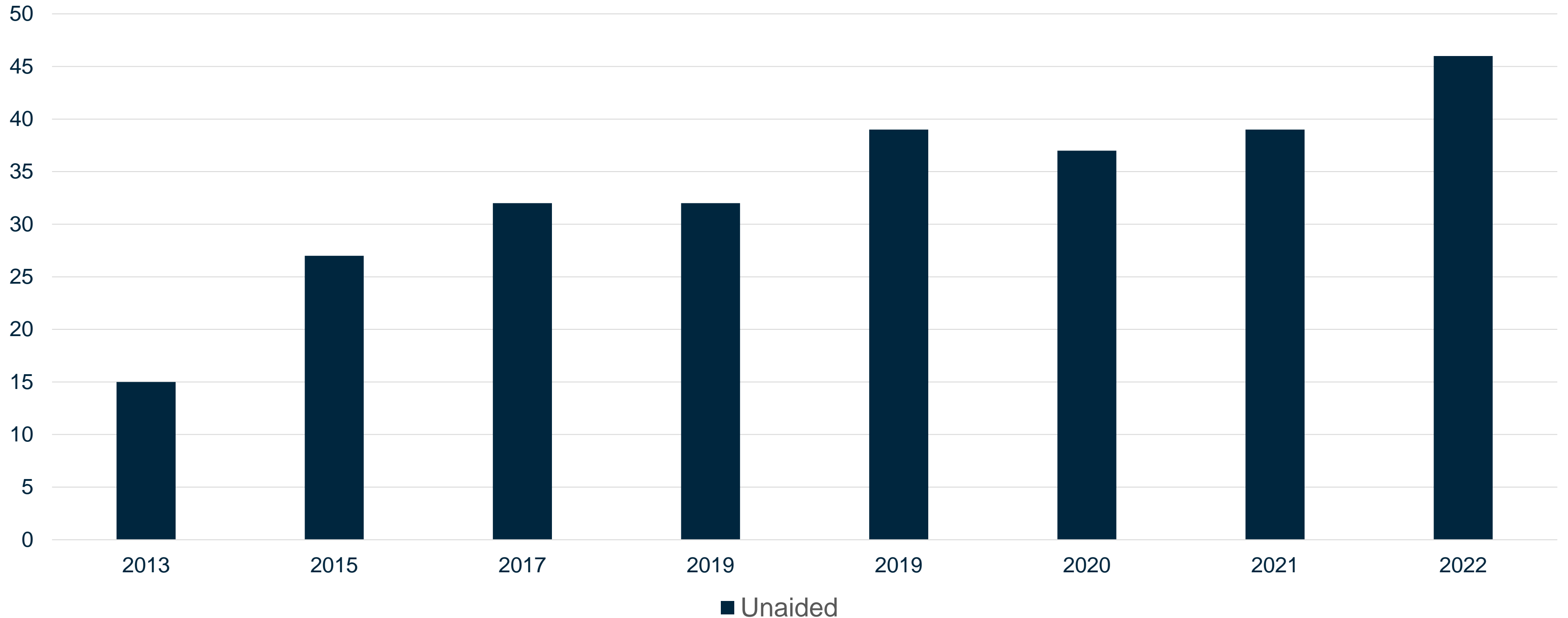
They know it's not just a generator...





AWARENESS: Generac Standby Generator Un-Aided Awareness is Strong with Opportunity for Continued Growth

Unaided Brand Awareness – Generac



AWARENESS: Expanded Awareness and Lead Generation Capability

Historically narrow focus on DRTV



Broaden reach, touch consumers throughout journey

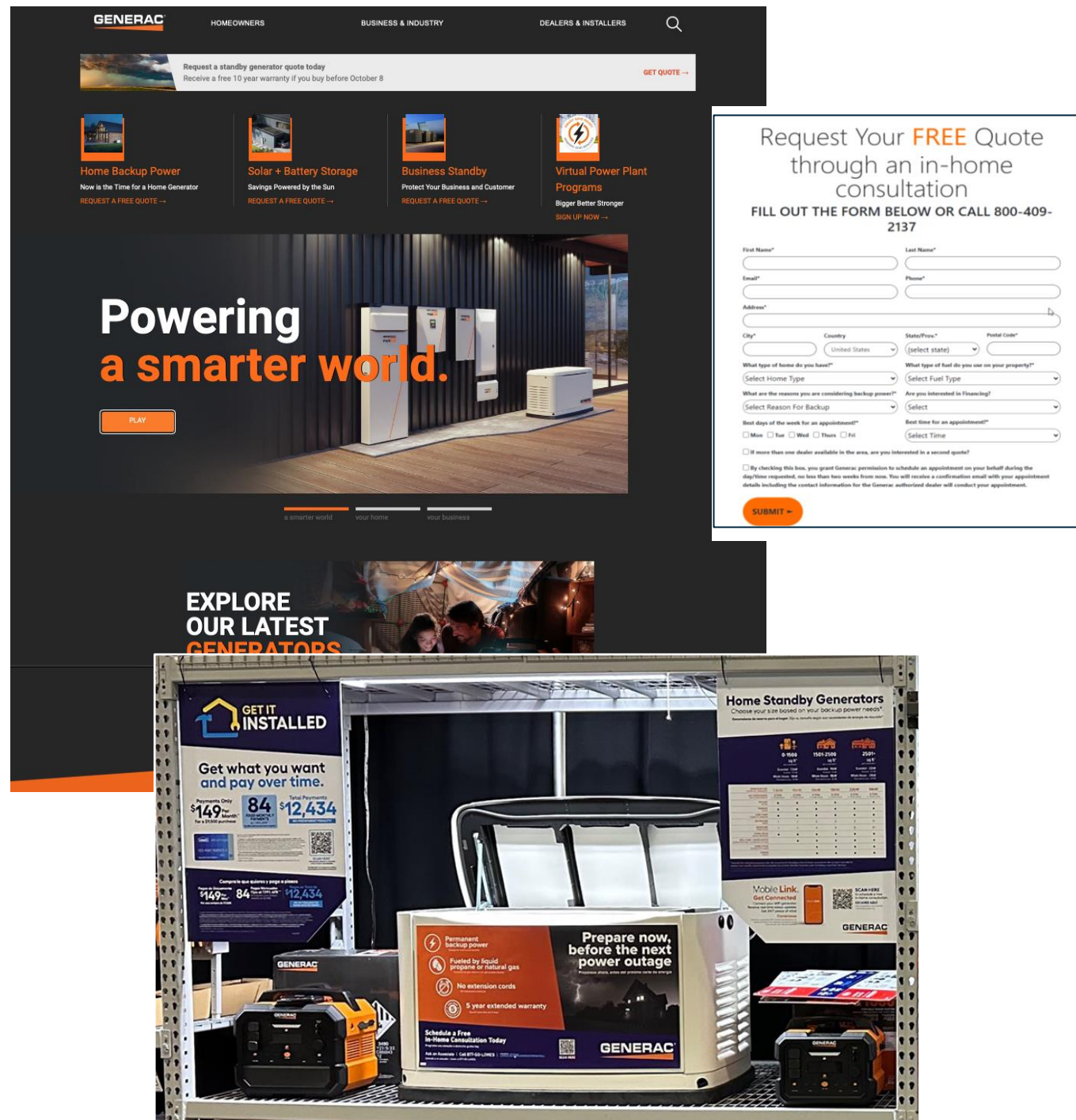
A collage of four distinct advertisements for Generac generators:

- Top Left:** A dark blue background with the text "It's not just a generator. It's a power move." and a "LEARN MORE" button.
- Top Right:** A man in a red shirt stands in front of a brick house with the text "Make your house a Generac house. Schedule an in-home consultation today." and a "BOOK NOW" button.
- Bottom Left:** A man in a yellow shirt sits on a generator unit with the text "It's not just a generator. It's a power move." and a "REQUEST A FREE QUOTE TODAY" button.
- Bottom Right:** A woman in a black top stands next to a generator unit with the text "Show the power grid who's boss. It's a power move." and a "REQUEST A FREE QUOTE TODAY" button.

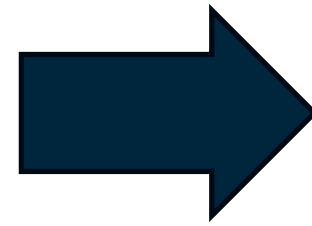
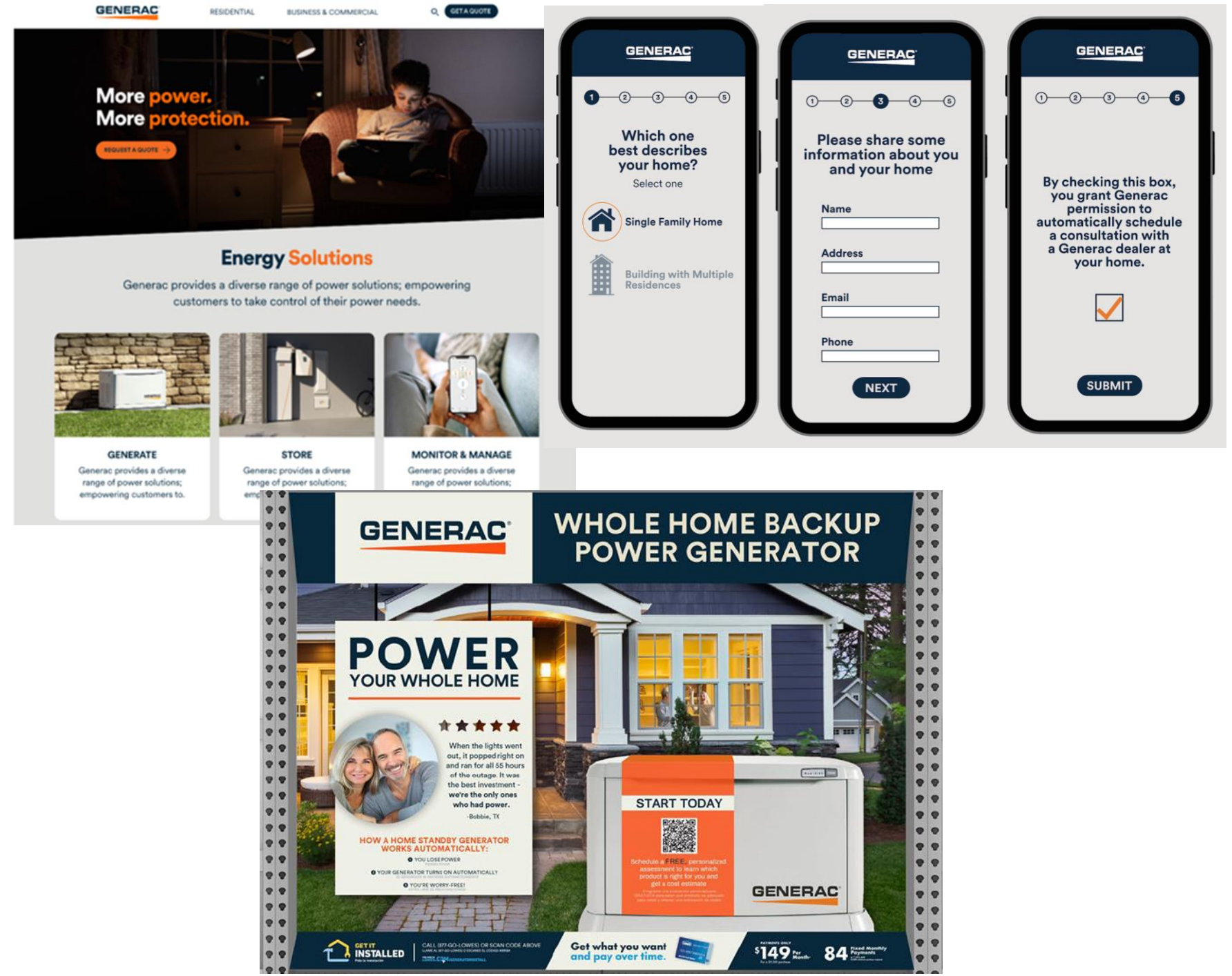
Each advertisement includes the Generac logo and contact information for "ABC ELECTRIC LLC".

ENGAGEMENT: Transform How We Show Up to Engage Consumers

Room to improve existing consumer experience



Improved consumer experience in development



CONSIDERATION: We are Building a Propensity Model to Nurture Consumers in a Personalized Way

Our propensity model will use statistical and machine learning to predict the likelihood of an individual to purchase a standby generator

Committed
10%

Drive toward conversion

Conflicted
25%

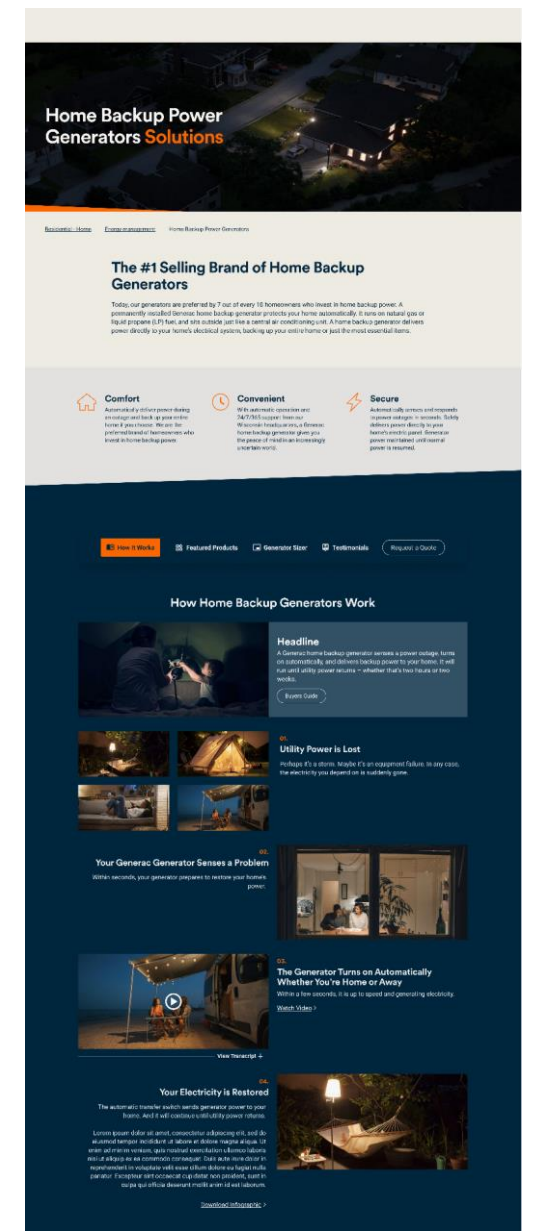
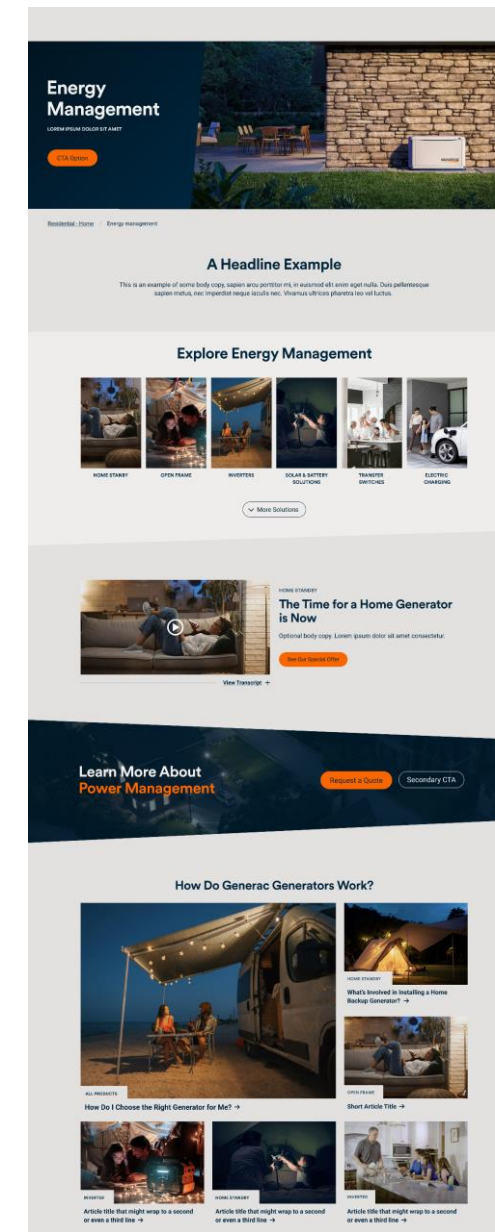
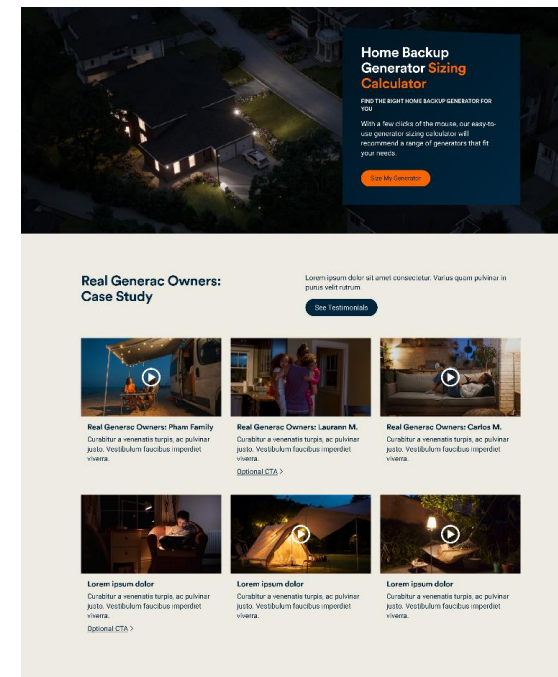
Nurture through the journey

Casual
65%

Maintain engagement and look for signals of peaking interest

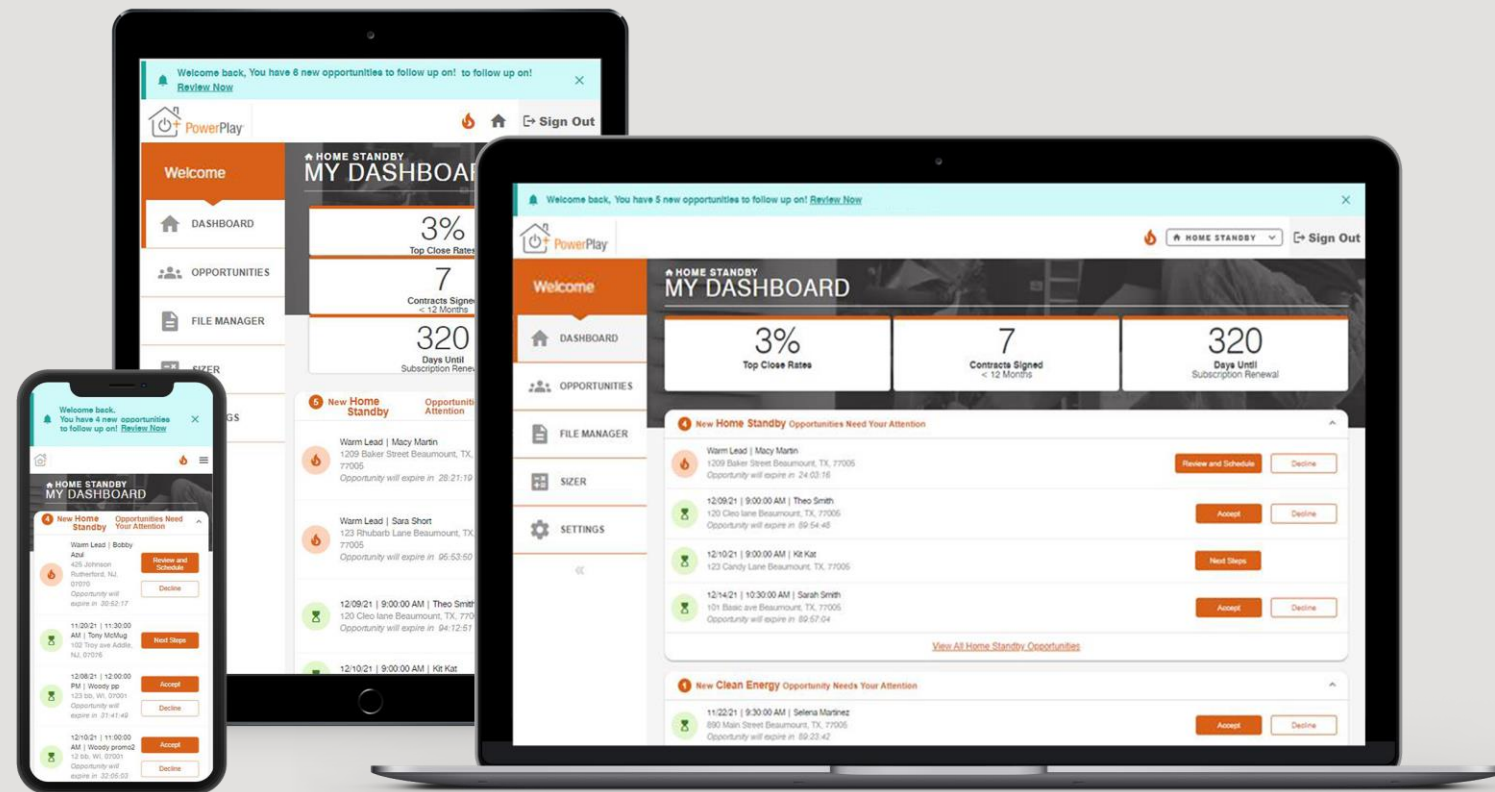
Example for illustration

We personalize messaging based on a consumer's propensity



PURCHASE: Generac's Proprietary Web-Based Selling Solution

PowerPlay is the backbone of Generac's sales process and provides dealers with prequalified leads and professional support to close sales.



DEALER BENEFITS

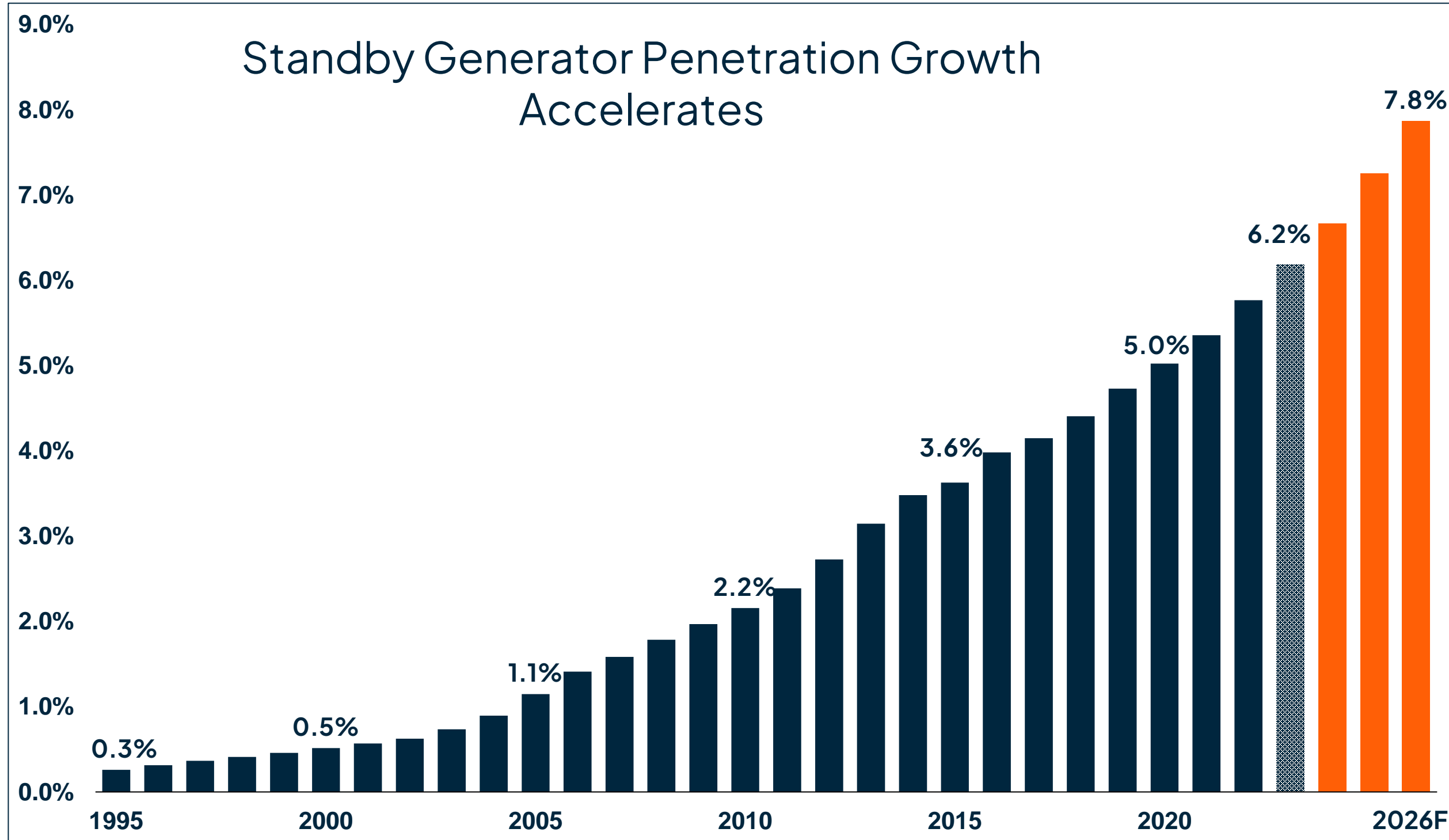
- Dealers Receive Qualified Leads with Calendar Integration
- Accurately Specifies Optimal Product Size
- Dealers Can Opt Into Programs Like Buyer Financing

GENERAC BENEFITS

- Provides data and visibility to the sales process
- Helps us develop our dealers
- Enables us to prioritize dealers to send leads to
- Informs internal initiatives to improve products and services

By Strengthening How We Engage with Consumers and Leveraging our Competitive Advantages, We Will Fuel Significant Portfolio Growth

Grow Market Share in Categories with SAM Estimated to Be >\$7B Combined In 2026



Energy Storage



EV Charger



Smart Thermostats

NORM TAFFE
President – Energy Technology

BUILDING A RESIDENTIAL ENERGY ECOSYSTEM

NORM TAFFE

President – Energy Technology



Joined Generac August 2022

Pre-Generac Experience:

- SunPower Corp
 - Executive Vice President North America Residential – 2018 to 2021
 - Executive Vice President Products – 2016 to 2018
 - Vice President Power Plant Products and solutions – 2013 to 2016
- Cypress Semiconductor
 - Executive Vice President – Consumer & Computation Devices – 2005 to 2012
 - Various engineering & marketing management capacities – 1989 to 2005

Boards:

- Integrated Device Technology (Nasdaq: IDTI) – 2012 to 2019
- DSP Group (Nasdaq: DSPG) – 2013 to 2021
- 2nd Harvest Foodbank – 2008 to 2017

Education:

- Bachelor of Science in Electrical Engineering – University of Michigan
- Executive MBA Harvard Business School

The Energy World is Changing Rapidly Creating High Variability in Pricing

THE ELECTRICITY GRID IS DECARBONIZING AND RENEWABLES ARE DRIVING HIGH VARIABILITY

- 2022 had an estimated 21.5% of utility-scale generation from renewable sources, up from 10% in 2010
- This year California had its first day with negative electricity pricing on April 19th
- On August 16th, pricing in Texas hit \$4,750 Mwh, close to the \$5k price cap implemented in 2022

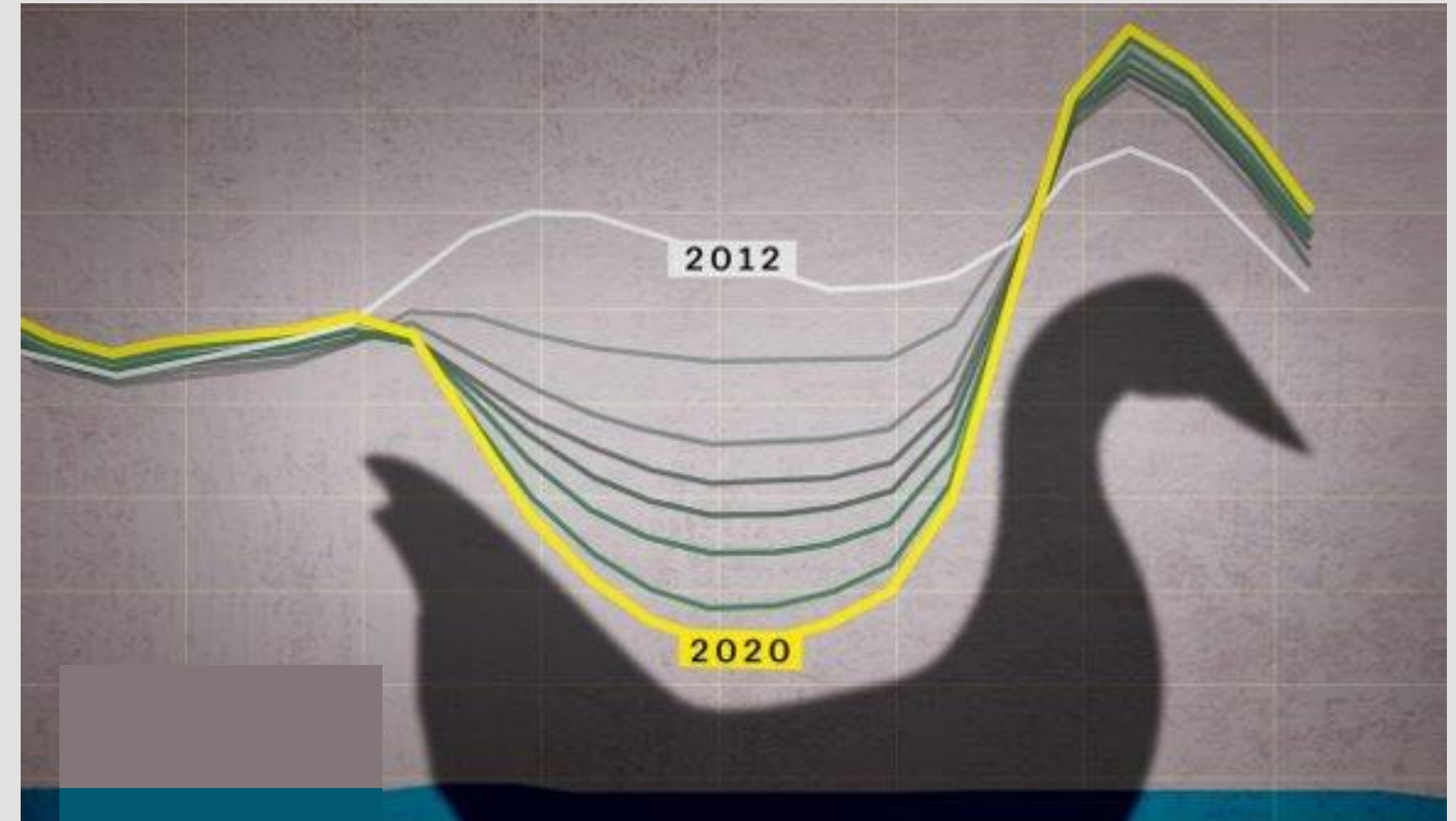
THE US IS SEEING MORE EXTREME WEATHER THAN EVER BEFORE

- The US experienced 23 \$1B weather events in the first 8 months of 2023, the most on record

THE DEMAND FOR ELECTRICITY IS GROWING AT A RAPID PACE

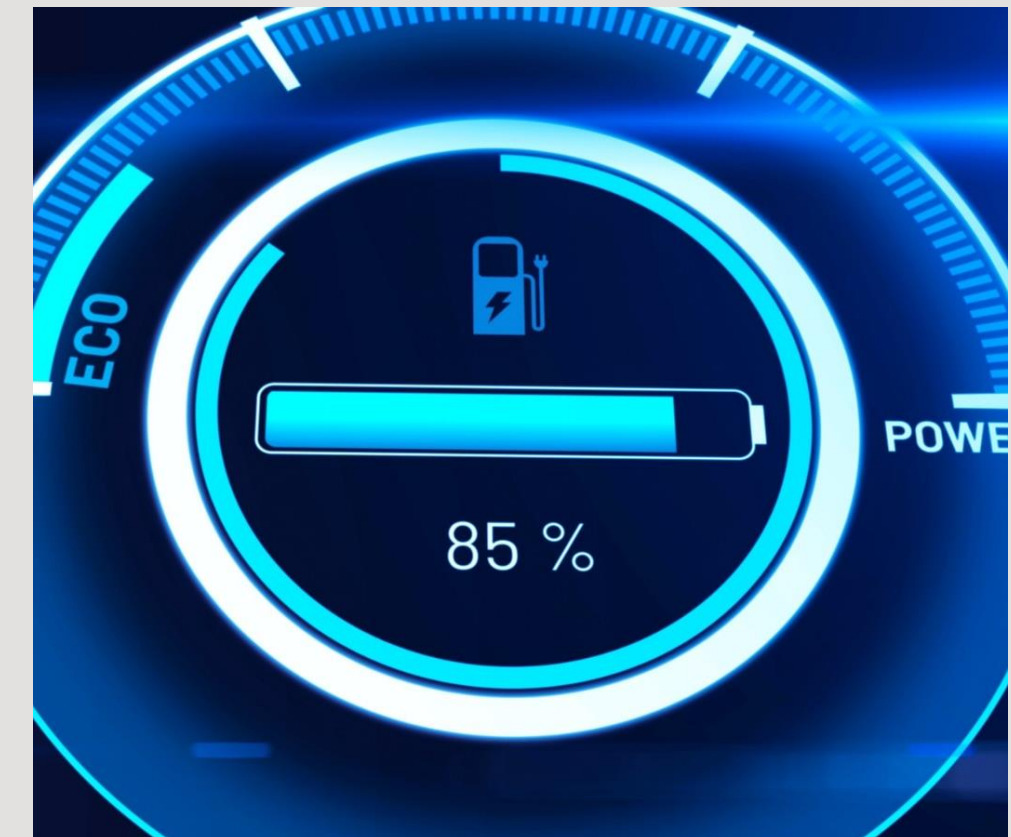
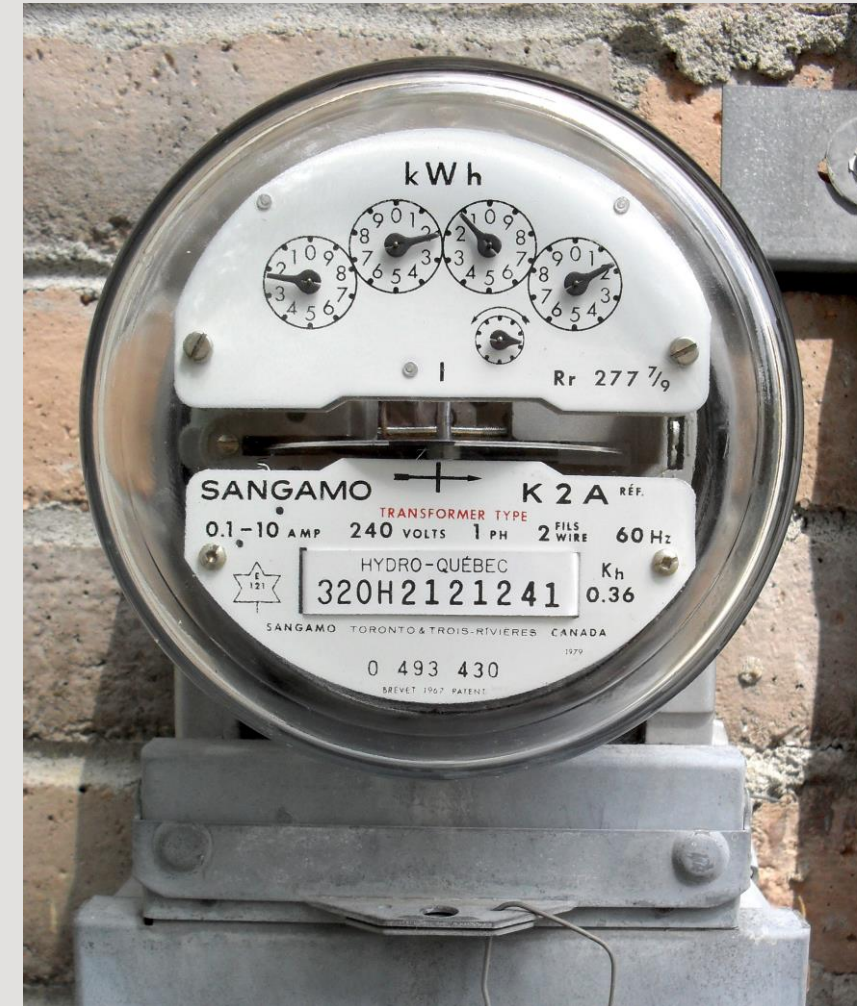
- Estimates are the need for electricity will grow by at least 25%-30% by 2030

•Weather events - Data from National Centres for Environmental Information
•Electricity growth rate: International Energy Agency (IEA) % electricity from renewables in US: data source is US EIA
•Negative pricing in California: PV Magazine
•Texas pricing: Bloomberg



This rapid change is creating a Homeowner Energy Challenge

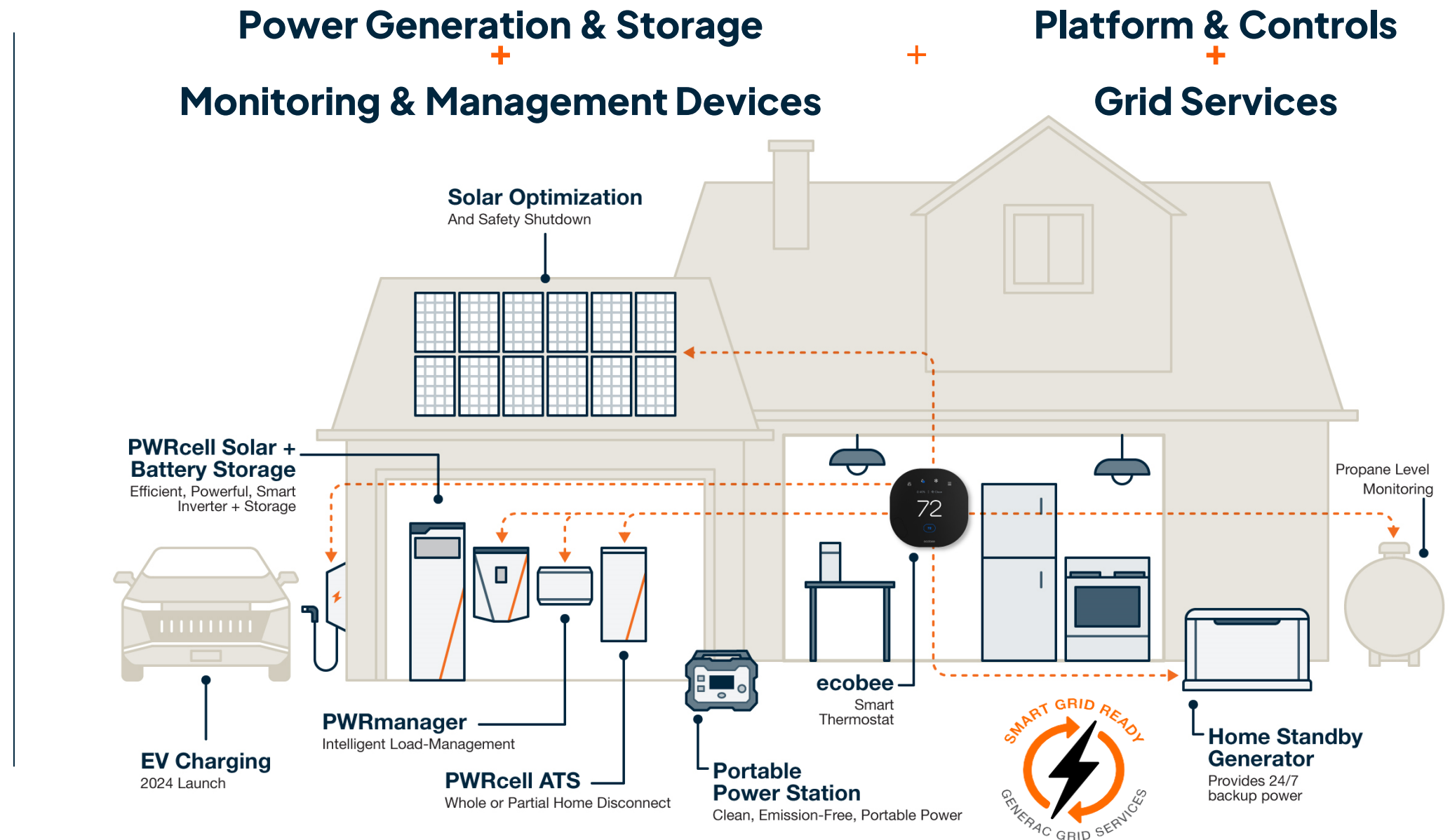
- 1 Energy resiliency and comfort
- 2 Managing variability and schedule
- 3 Optimization for cost and carbon footprint



Committed to Delivering the Home Energy Solution of the Future

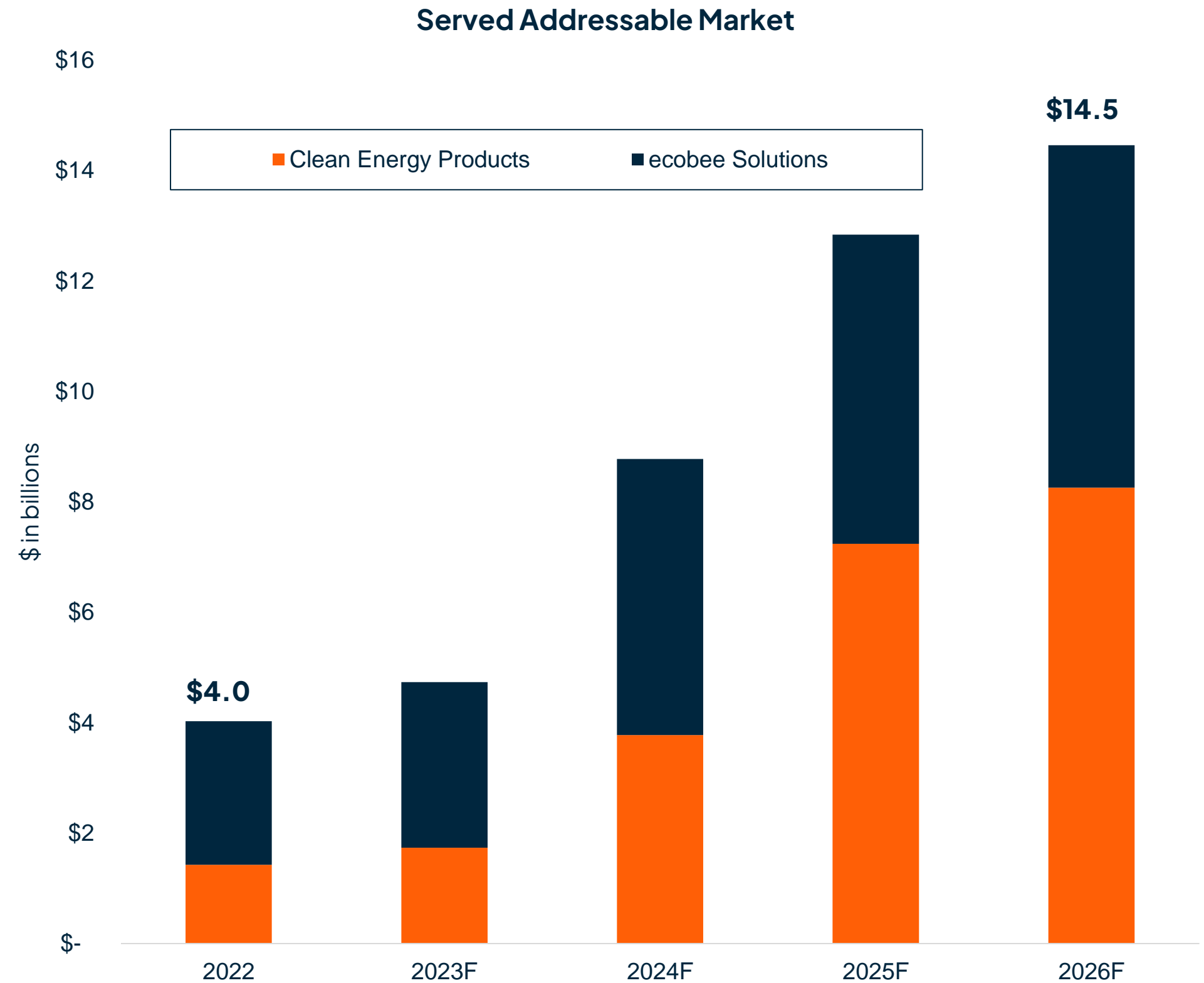
Only company to combine home standby generators, HVAC control, solar, storage, load management, and EV charging orchestrated for the optimal home experience and grid interaction

- 1 Energy Resiliency and comfort
- 2 Managing variability and schedule
- 3 Optimization for cost and carbon footprint



Large & Growing Market Opportunity

- Significant organic end market growth
- Rising energy prices
- Growing environmental consciousness
- Improving technology, performance & cost
- Unprecedented policy tailwinds augment organic growth
- New product introductions and next-generation products increase served addressable market



Source: Company estimates, various third-party sources
 Clean Energy Products: storage, inverters, EV charging, load management
 ecobee Solutions: smart thermostats, security, services

We are Focused on Delivering Quality Products and Integrated Solutions

- 1 INVESTING IN A COMMON PLATFORM TO CREATE AN EXCEPTIONAL CUSTOMER EXPERIENCE
- 2 UPGRADED TEAM: INTEGRATED ACQUISITIONS & ADDED > 100 EMPLOYEES WITH DIRECT INDUSTRY EXPERIENCE
- 3 HAVE ADOPTED RIGOROUS QUALITY AND RELIABILITY STANDARDS REQUIRED BY DEMANDING MARKET
- 4 STANDING BEHIND OUR PRODUCTS & INVESTING FOR SUCCESS



World Class Talent + State-of-the-Art Infrastructure = Next Level Quality



Solar & Storage & EV: The Heart of the **Energy Solution of Tomorrow**

HIGH POWER FOR TODAY



**ENHANCING THE NEXT GENERATION
OF PRODUCTS FOR THE HOME
OF THE FUTURE**

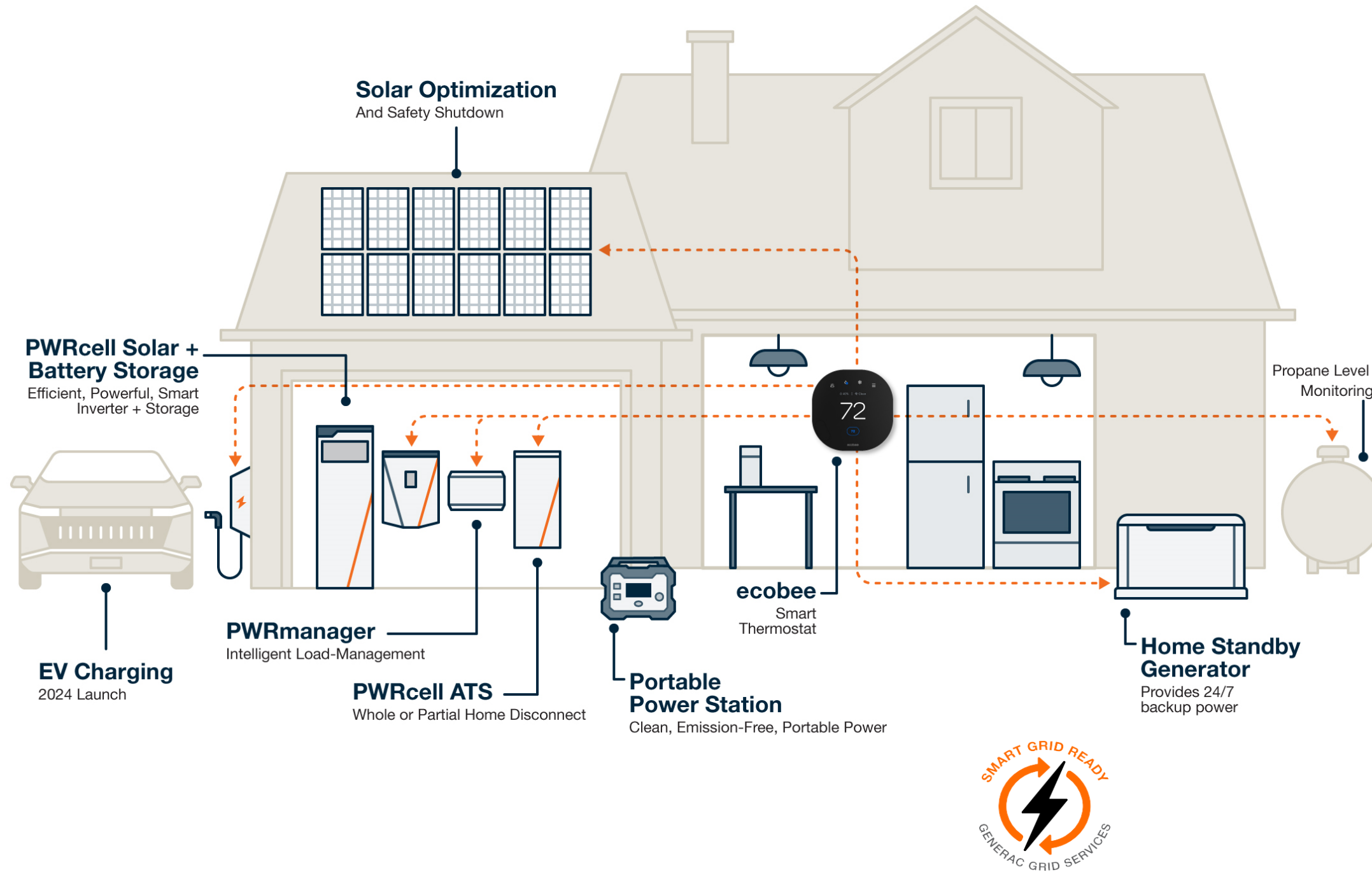
- High power inverter
- Module battery cabinet for a customizable solution
- Integrated load management

- Higher power
- Improved cost
- More efficient rooftop electronics
- VPP ready, wide market applicability



Home Energy Solution of the Future

Enhancing the Ecosystem with EV Charging



High Power L2 Charger

- 48A / 11.5kW Generac EV charger
- Home metering, variable rate charging, generator support
- Available early 2024



Grid Services: Bringing the Context of the Grid to the Home

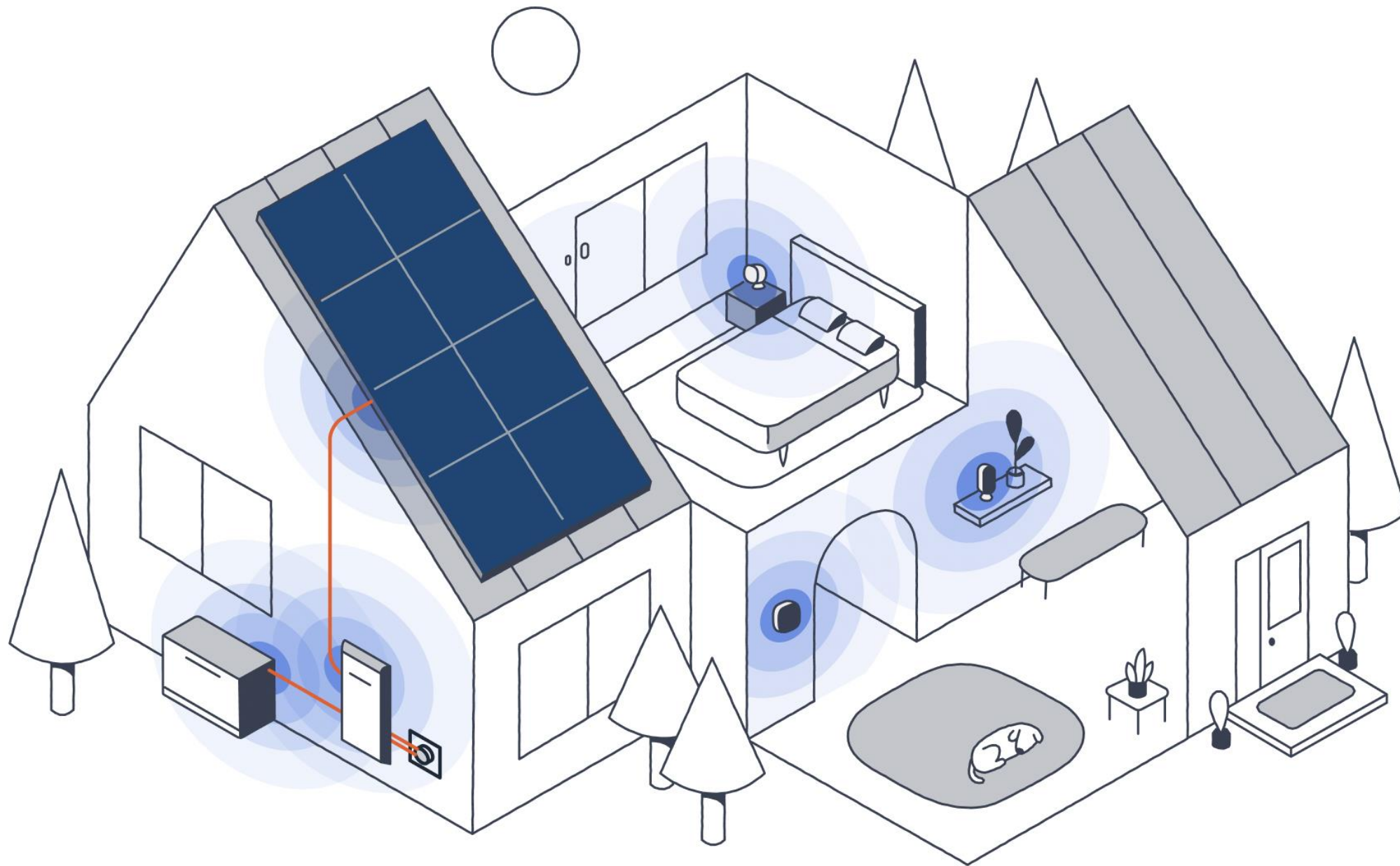


CLOUD ENERGY OPTIMIZER

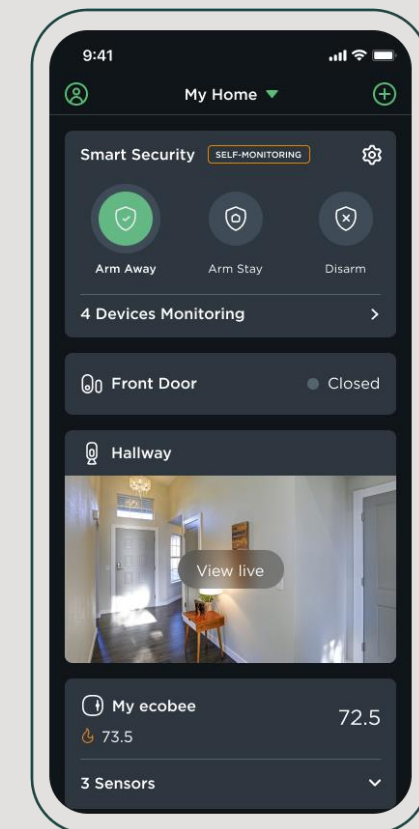
- TOU (NEM 3.0)
- Demand Response
- Peak Management
- Market Participation

Grid services increases value delivered to the consumer and the grid simultaneously

Monitoring & Management: Thermostat as Hub for Home Energy Management



Security & sensors provide context and engagement within the home energy management platform



ecobee – A Welcome Guest

Great Customer Experience, Great Partners

LEVERAGING ECOBEE IN THE HOME AND ON THE PHONE

- Great software technology delivers exceptional customer experiences with high engagement
- In 3.6M+ homes in North America and growing
- Strong partnerships with market leaders



65

Net Promoted Score
(ST Premium & Enhanced)

63%

Weekly Active Users on
ecobee Mobile App (ST Premium & Enhanced)

4.5

Amazon Star Rating
(ST Premium)

22.5%

Services Attach Rate
(All Services)

Leveraging ecobee's Award-winning Products and Service



Energy Technology Summary

REBUILDING CLEAN ENERGY PORTFOLIO WITH QUALITY FIRST

- Major investments in talent and infrastructure necessary to win
- Complete revamp of solar, storage and EV charging solutions well underway

EXPANDING ECOBEE PORTFOLIO TO DEVELOP THE HOME ENERGY HUB

- Leveraging award-winning technology to redefine homeowner expectations
- Creating superior experiences through context and control

LEVERAGING THE GENERAC & ECOBEE BRANDS AND CHANNELS TO DELIVER ENERGY SOLUTION OF THE FUTURE

- Generac is the most recognized brand for resiliency solutions, delivering home energy products for more than 60 years
- ecobee is known in the smart home and in 3.6M homes in NA



Path to Profitability

2023

- Build leadership team with industry expertise
- Further invest in technical capabilities necessary to win

2024

- Execute product roadmap with next-level quality focus
- Build common platform for home energy ecosystem

2025

- Expand channels & leverage brand strength
- Leverage lead generation, go-to-market capabilities

2026

- Further scale the business & drive market share gains
- Ongoing innovation – redefine the homeowner experience

Resume Strong Growth

Breakeven Profitability

Longer-term path to company-average Adj EBITDA margins

BREAK

ERIK WILDE
EVP – Industrial, Americas

END-TO-END C&I ENERGY TECHNOLOGY SOLUTIONS

ERIK WILDE

EVP – Industrial, Americas



Joined Generac July 2016

Pre-Generac Experience

- Komatsu America Corp
 - VP & GM Komatsu Mining Business Division – 2013 to 2016
 - VP & GM ICT Business Division – 2011 to 2013
 - VP Product Marketing – 2005 to 2011
 - Various Product Support and Product Management roles 1997 to 2005

Education:

- BBA from Boise State University
- MBA from Keller Graduate School of Management

Global C&I

Broad Portfolio Targeting Large & Growing Markets

Traditional Back-Up Power

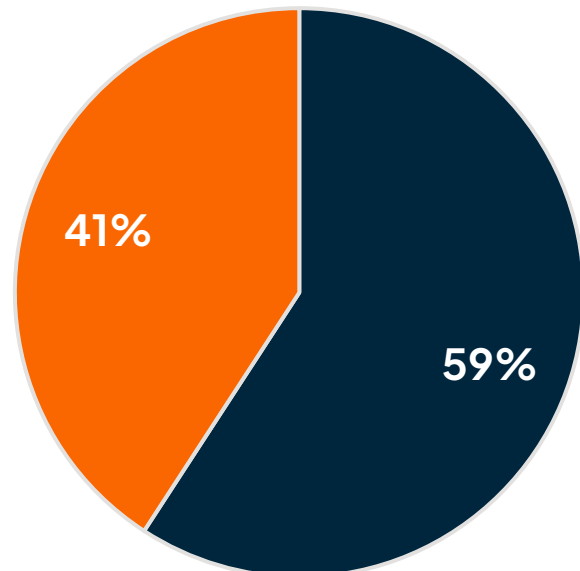
Natural Gas & Diesel Gens
 Mobile Products
 Telecom

Energy Technology

Stationary Storage (BESS)
 Mobile Storage
 Beyond Standby Applications

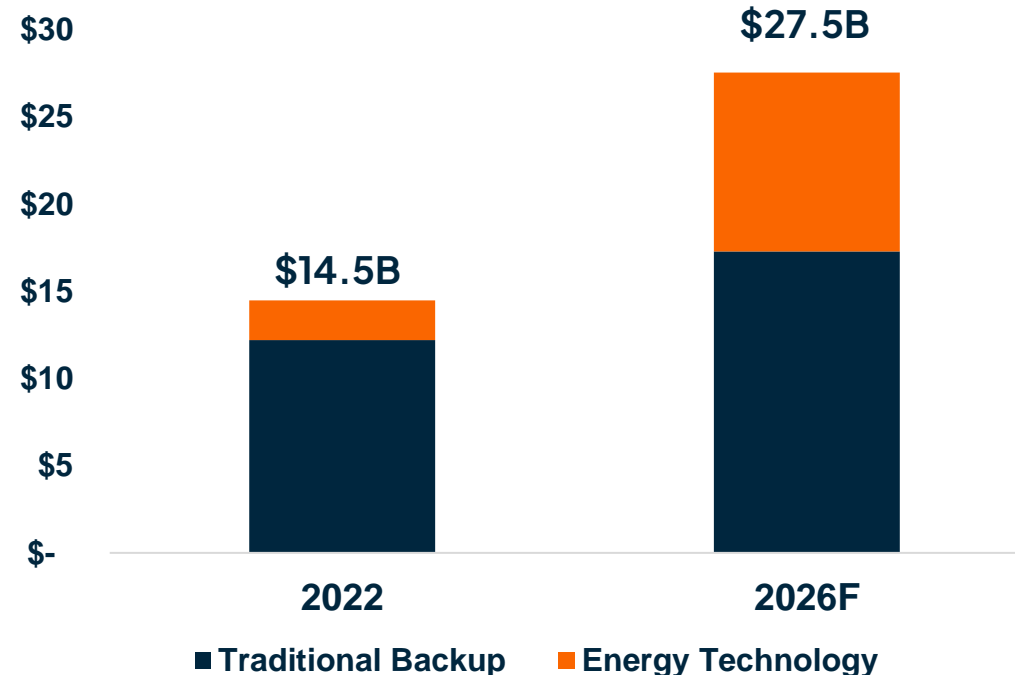


~\$1.45B 2023F Global C&I Net Sales



■ Domestic ■ International

Global C&I SAM



Global C&I Growth Expectations

- 10-12% 3-Yr Net Sales CAGR
- Targeting ~\$2.0B 2026F (mid-point)

North America C&I Market

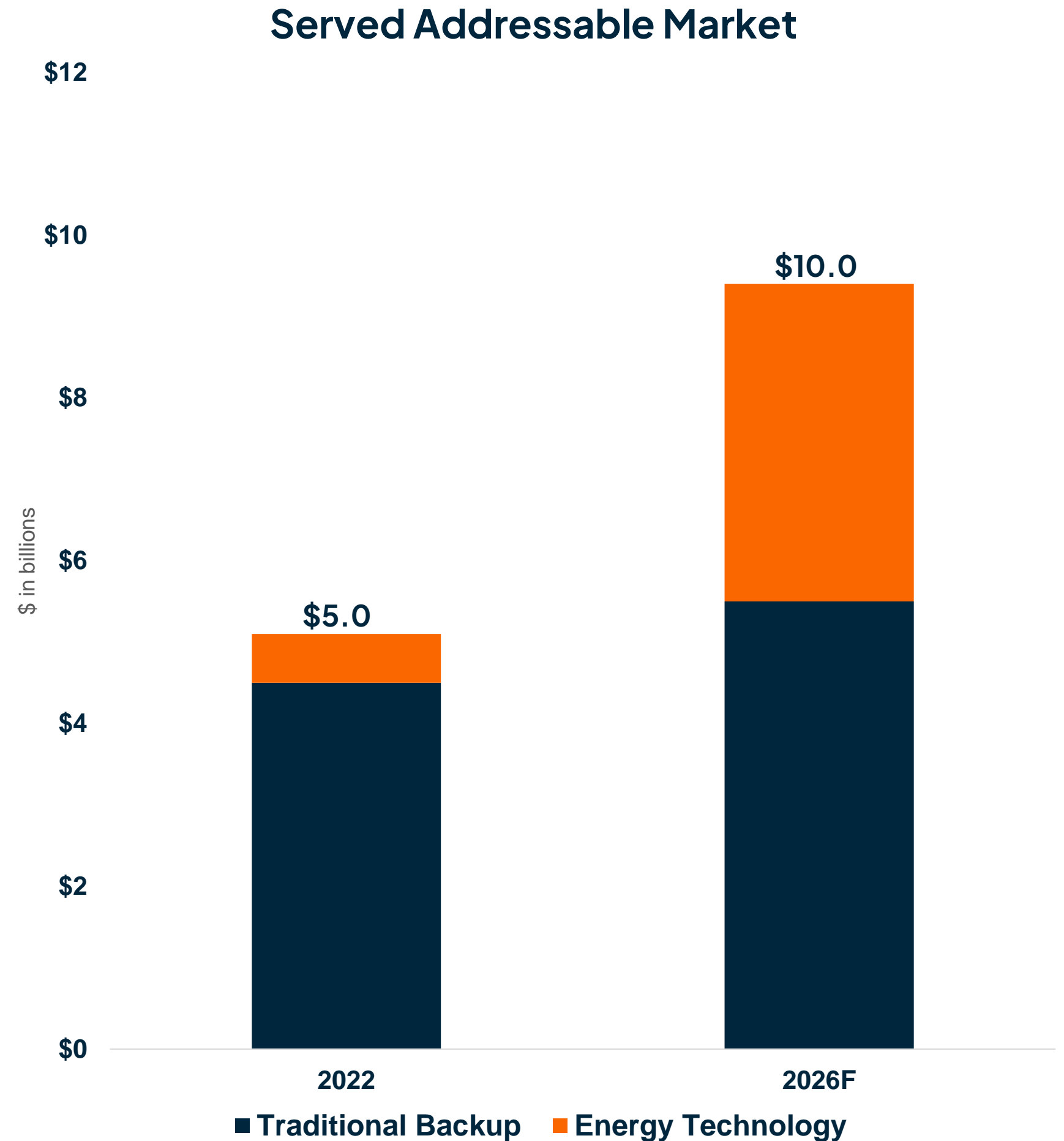
Supported by Mega-Trends

Traditional Back-Up Power – growth rate above GDP

- Code driven requirements increasingly stringent
- Prevent loss of use or material spoilage
- Whole facility resiliency
- Rising outage environment, increased infrastructure spending & shift to cleaner alternative fuels

Energy Technology – growing dramatically faster

- Beyond standby generator applications
- Market participation or reduced grid consumption
- Mixed use assets (micro grids, storage, fuel cells)
- Rising energy costs, increasing subsidies & grid programs, and environmental consciousness



Source: Company estimates, various third-party sources

Domestic C&I Manufacturing

Eagle, WI

Main products: Stationary Generators & Telecom



Oshkosh, WI

Main products: Stationary Generators & Beyond Standby



Berlin, WI

Main products: Mobile Generators & Light Towers



Beaver Dam, WI*

Main products: C&I Stationary Products






HIGHLIGHTS:




- ~1 million sq ft* of domestic manufacturing capacity
- Proprietary manufacturing processes
- Consistent operating model across facilities
- Engineering capabilities & focus on power generation provide manufacturing flexibility
- Culture of continuous improvement drives manufacturing efficiencies

Increasing capacity to support mega-trend driven demand growth

*Beaver Dam to be completed Q1 2025; total square footage includes Beaver Dam

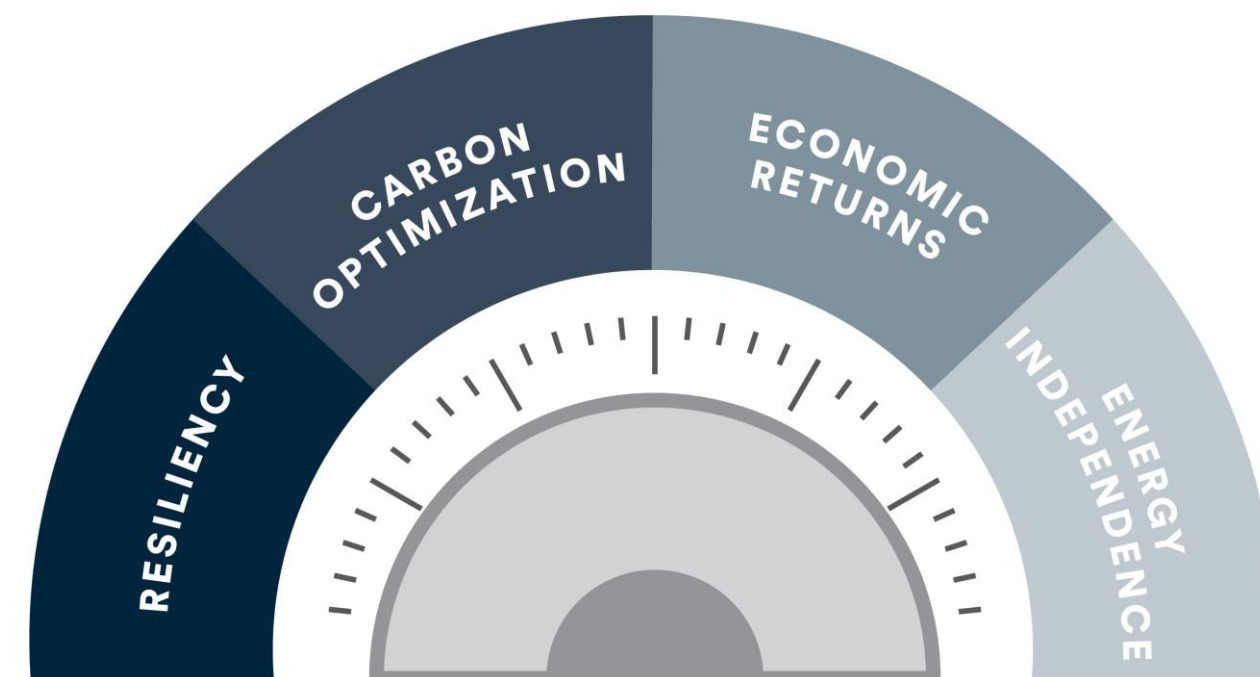
Trusted Advisor for our Customers

- 
VALUE ENGINEERING
- 
ENERGY SERVICES
- 
PARTNER NETWORK


CUSTOMER SUPPORT
- 
CUSTOM SOLUTIONS
- 
APPLICATION EXPERTISE

WHAT WE DO

- Leverage power generation knowledge and experience to deliver unique and valuable customized solutions
- Robust global distribution network – distributors, company stores, rental accounts & other direct accounts
- Supported by extensive network of channel partners
- Traditionally stranded assets are unlocked through Generac Grid Services
- Matching solutions to customer needs
- Site integration and turnkey services available



Beyond Standby Resiliency + Economic Benefit

Traditional Back-Up Power

- Code driven requirements
- Prevent loss of use or material spoilage
- Keep operations running

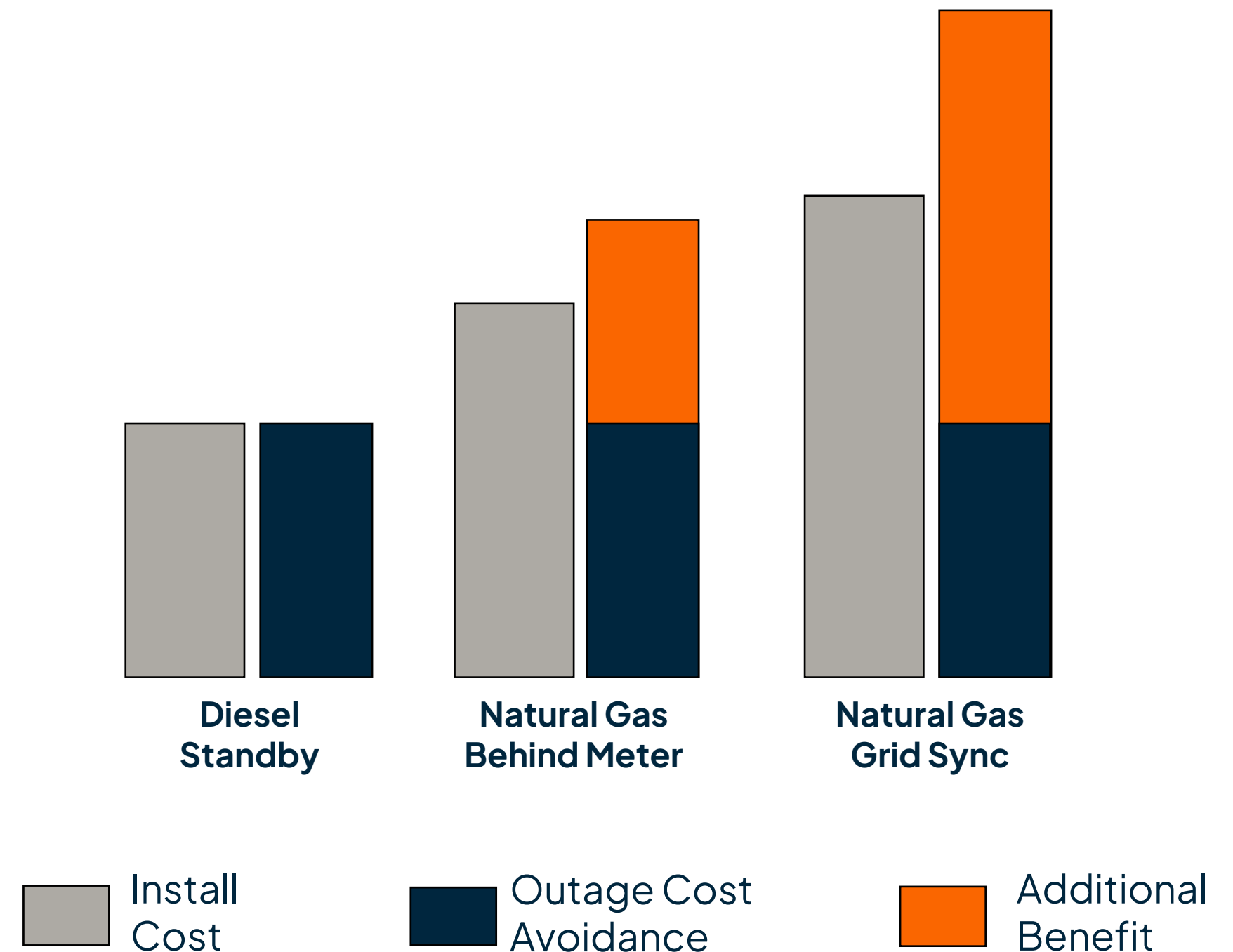
Natural Gas Generator Advantages

- Cleaner burning fuels allow use when power is present
- Enables facilities to drop off the grid
- Capability to push power back to the grid
- Supports renewable energy transition

Our Path to Market

- Strategic partnerships with microgrid developers
- Expanding the value stack for current accounts
- Participating in utility sponsored programs
- Leveraging our industrial distribution network

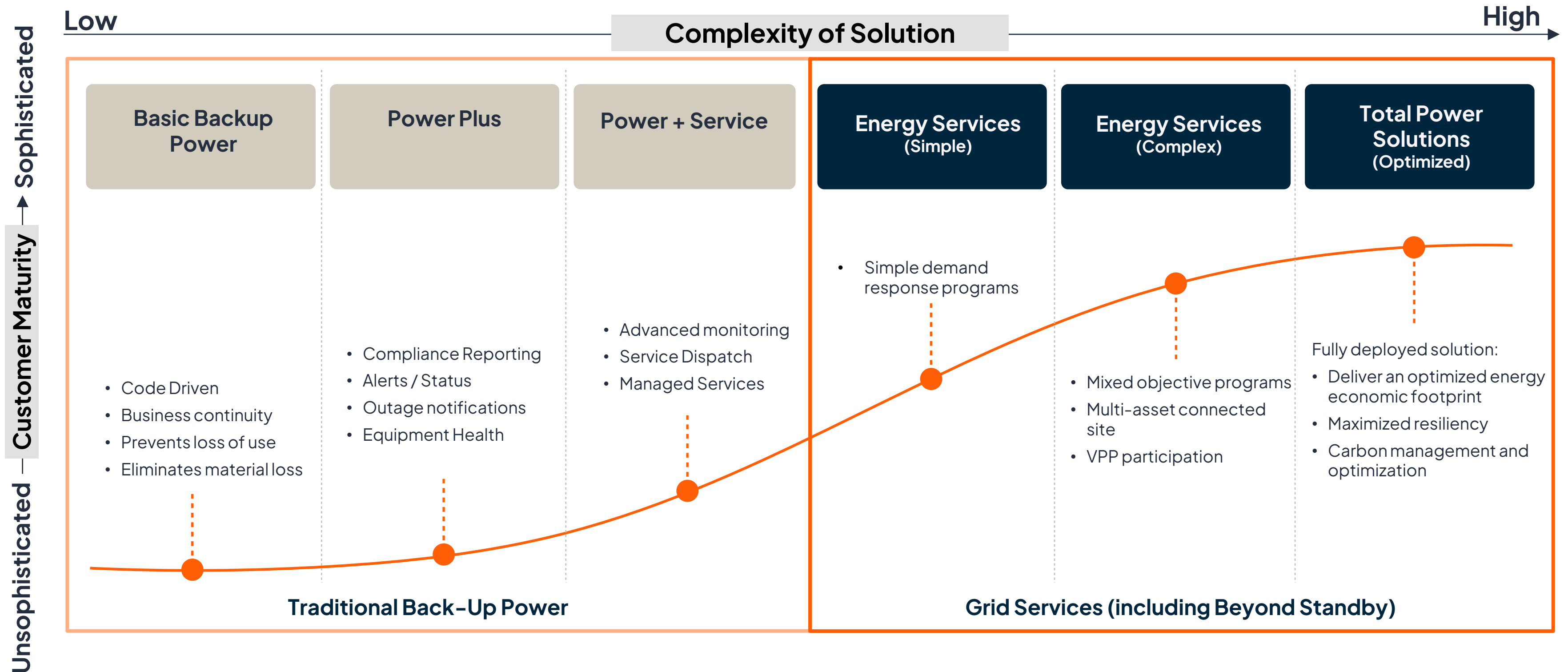
Beyond Standby Cost vs Benefit¹



Improved ROI with natural gas generators

¹. Assumes average outage activity over 20-year period

Industrial Customer Energy Transformation Journey



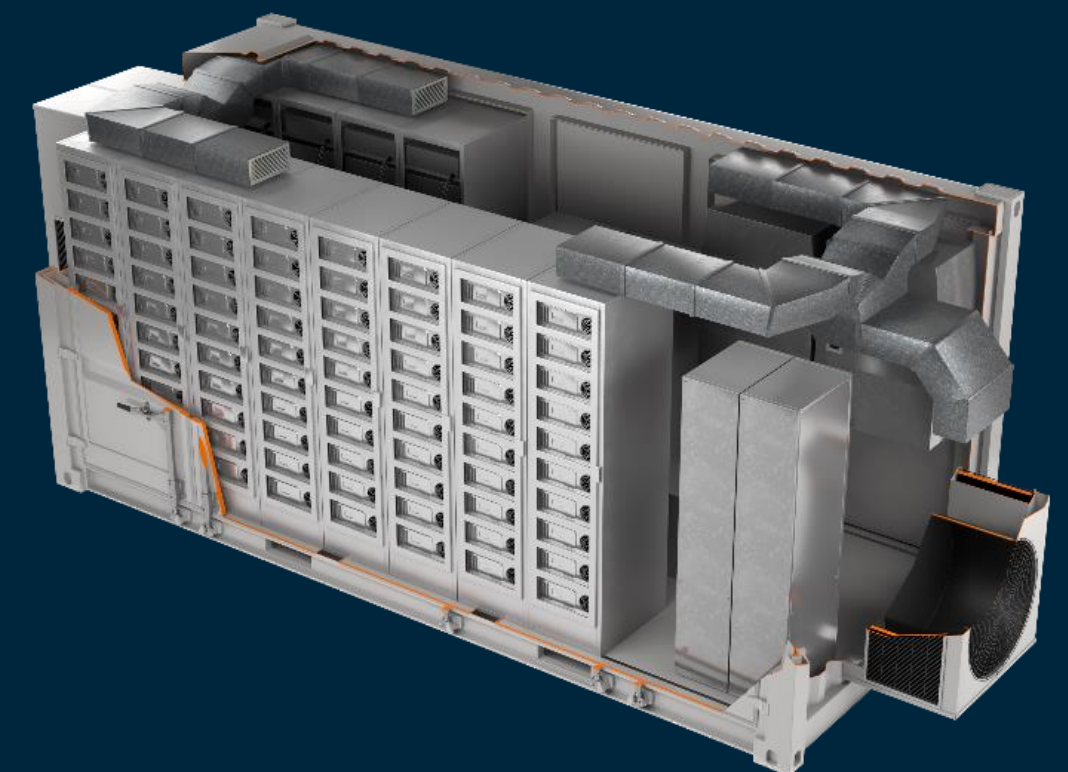
New Industrial BESS Expands the Solutions Offering

BESS OVERVIEW

- Fully integrated energy storage system
- Chemistry: Lithium Iron Phosphate (LFP)
- 6 standard power/energy configurations
- 125 – 1000 kW power/500 – 1000 kWh “usable” energy
- Modular and scalable

SOLUTIONS NETWORK

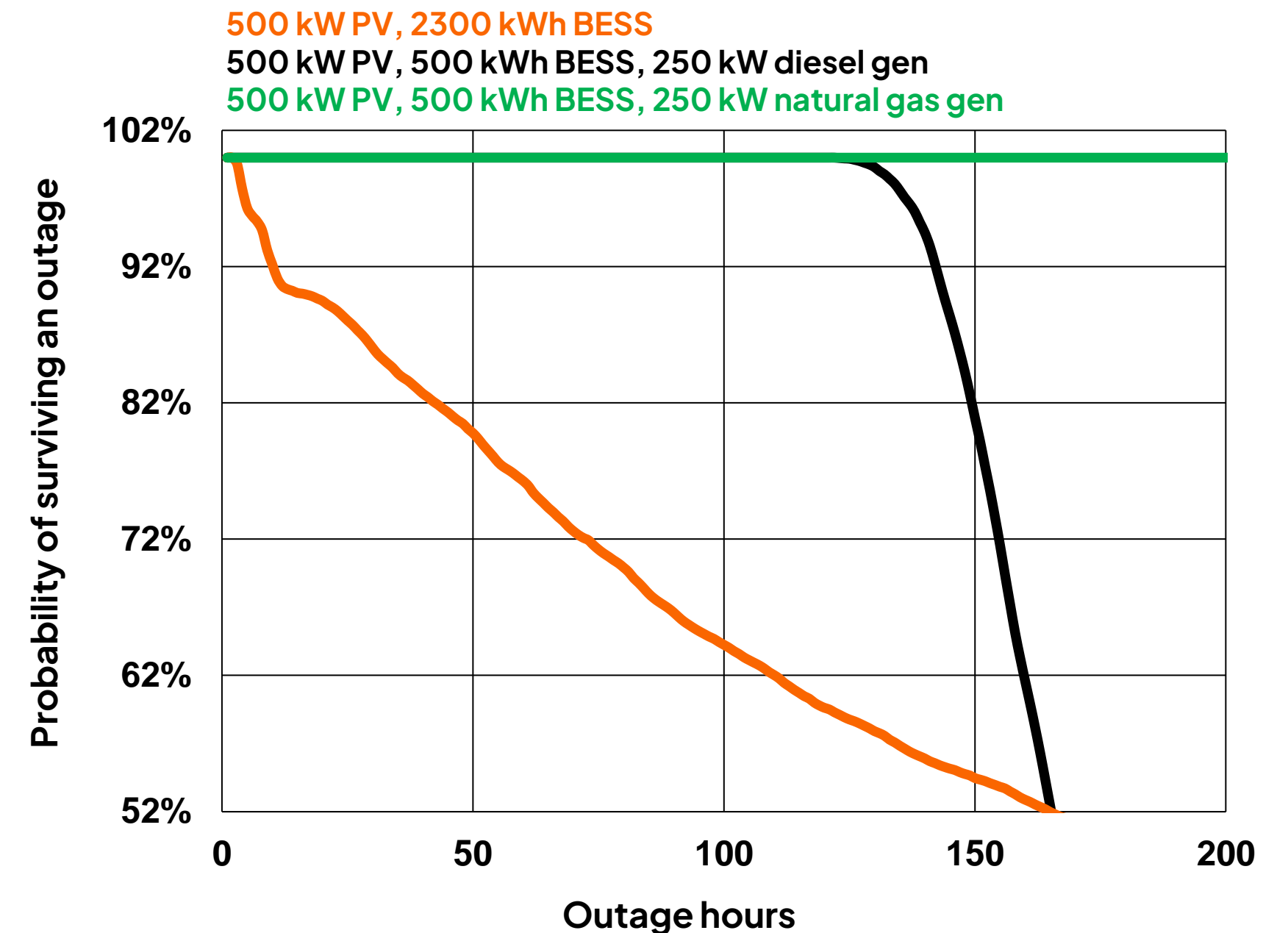
- Full site modeling and energy analytics
- Supported by Generac’s extensive industrial dealer network
- Grid Services ready
- Extensive partner network established for financing and PPA’s
- Site integration and turnkey services available



Generator plus Storage Provides Value in Extended Outages

- Clean, cost-effective energy and resilience are NOT mutually exclusive
- When adding a generator, end users receive:
 - Financial savings
 - Resilience enhancement
 - CO₂ savings
- On-site solar + storage and/or generator will be a common C&I resilient + clean, cost-effective technology solution

RESILIENCY PERFORMANCE COMPARISON



EXAMPLE OVERVIEW

~40% lower overall up-front capex with a generator

~\$2.6M for PV + BESS

~\$1.6M for PV + BESS + Gen

Further economic value expansion possible with natural gas gen

Telecom & Data Centers – Powering Next Generation Infrastructure

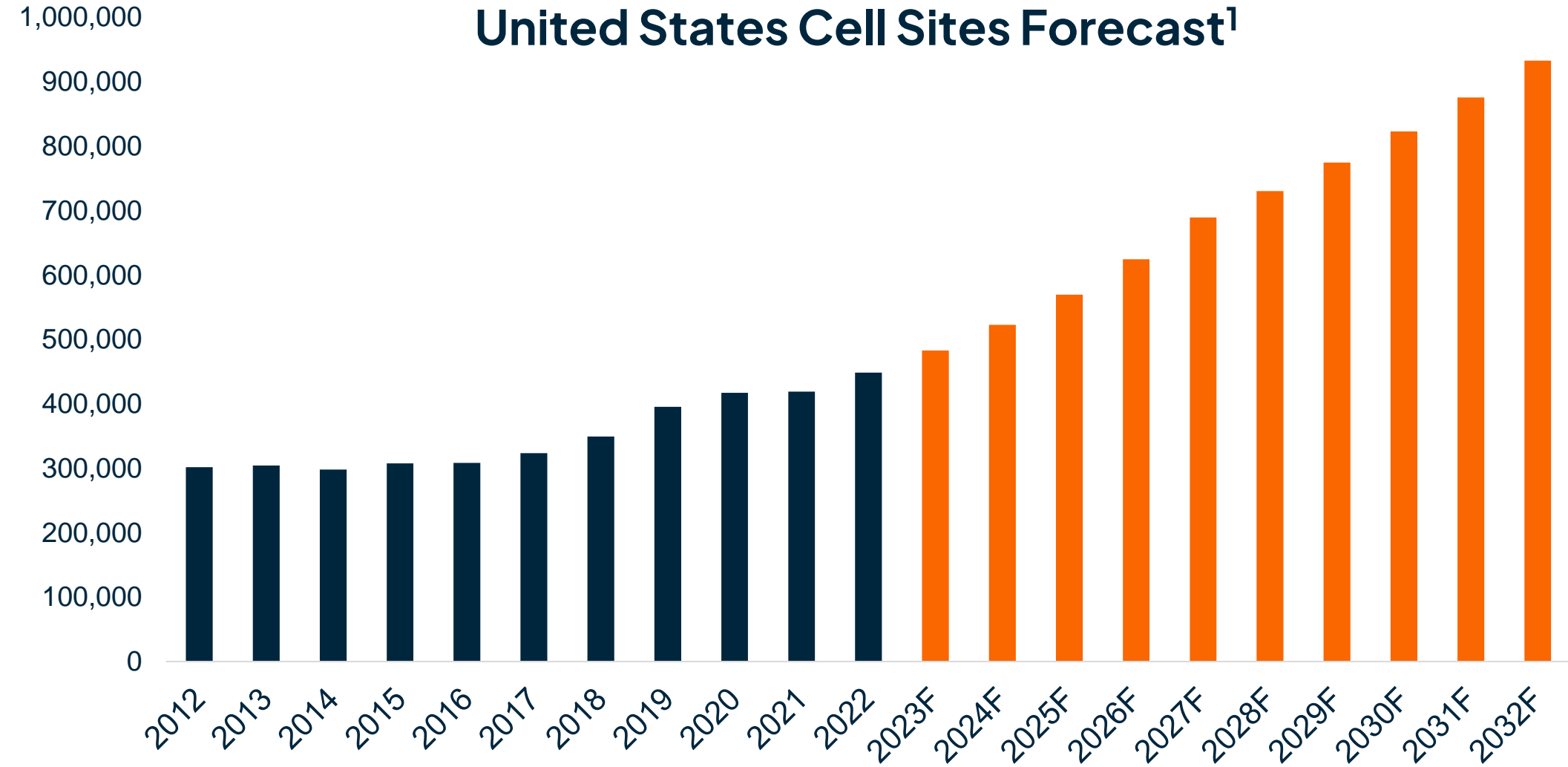
TELECOM

- Wireless networks increasingly considered critical infrastructure
- Carriers are targeting 99.5% network reliability, power failure = network failure
- Generac has broadest product range, hybrid site optimization solutions and largest support network

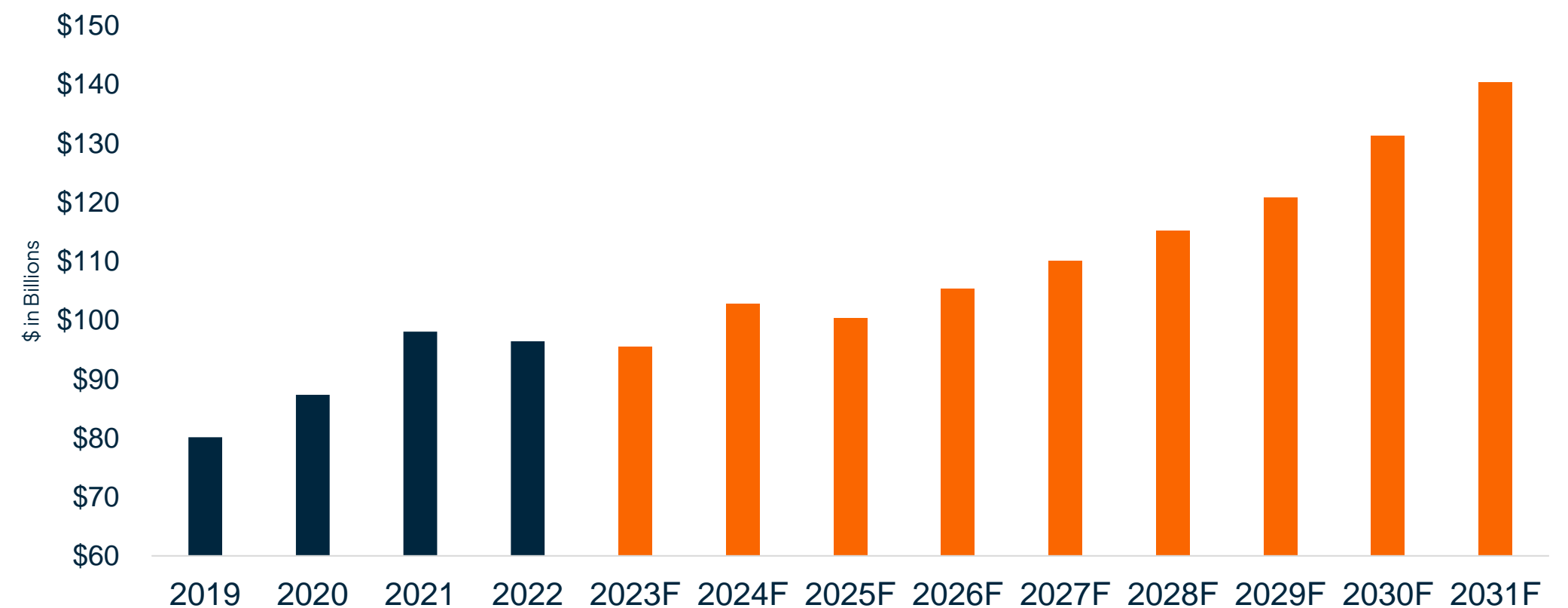
DATA CENTERS

- Data center power consumption expected to double from 2022 to 2030²
- Growth driven by AI requirements, hyperscalers and expansion of edge computing
- Data center backup power total addressable market expected to reach ~\$7B in 2026

United States Cell Sites Forecast¹

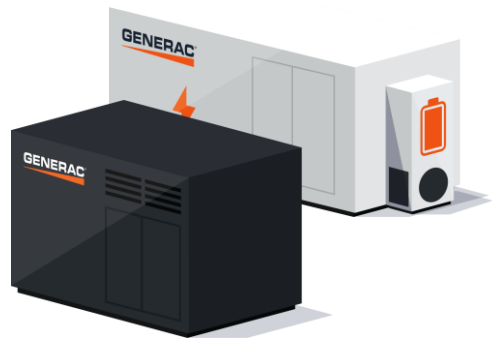


North America Data Center Total Spend³



1. Source CTI
 2. Source: McKinsey
 3. Source: JLL Data Center Report; company estimates

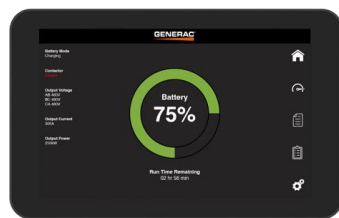
C&I Energy Ecosystem



Power Generation & Storage



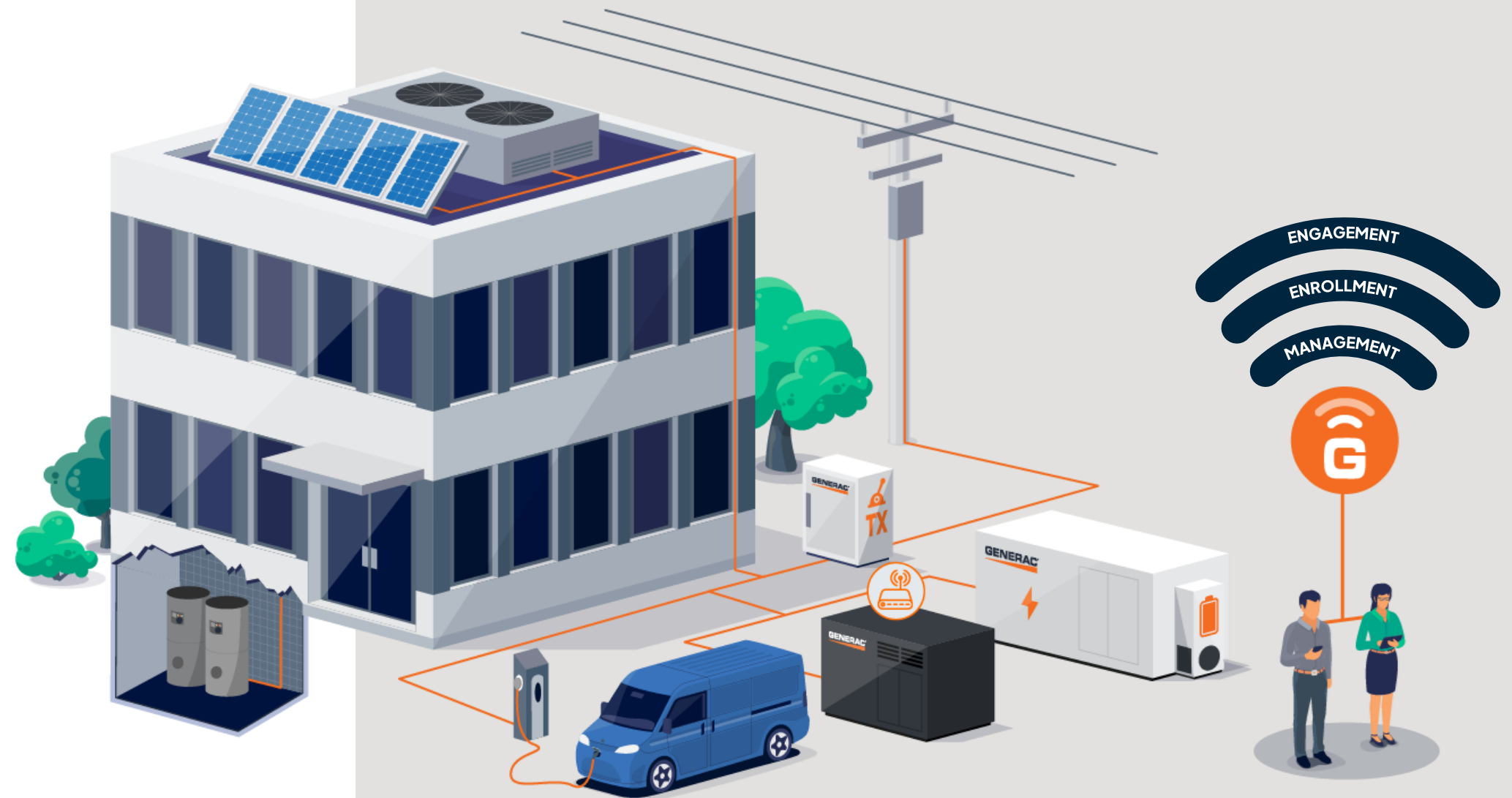
Monitoring & Management Devices



Platform & Controls



Grid Services



Turnkey solutions managed through a single interface integrating multiple DERs to optimize consumption and generation of energy.

PAOLO CAMPINOTI

EVP – Rest of World

EXECUTING AROUND THE GLOBE

Paolo Campinoti

EVP – Rest of World



Joined Generac February 2016 via acquisition of Pramac

Pre-Generac Experience

- Pramac CEO since 1995

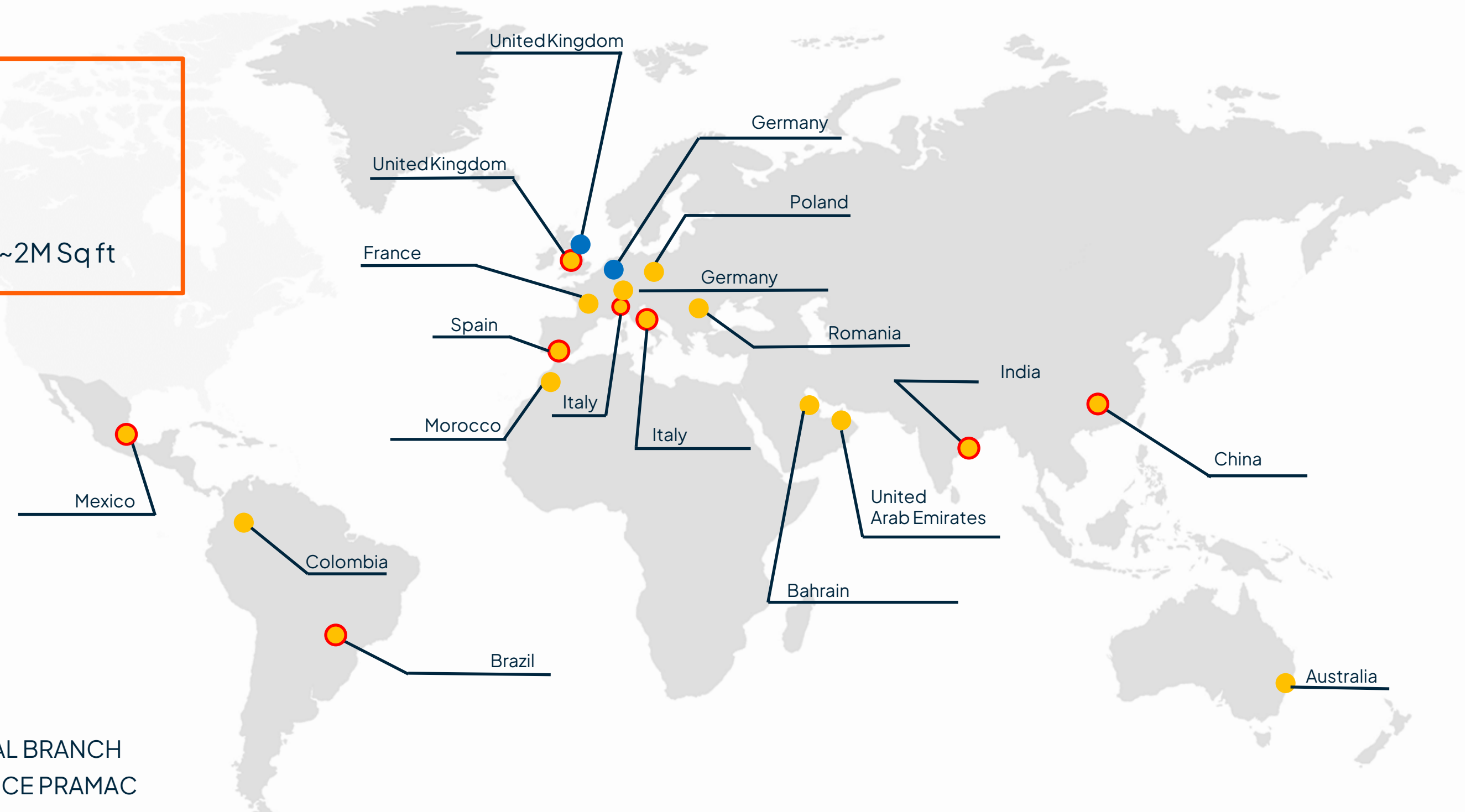
Other

- Chairman of the Industrial Business Association for the south of Tuscany – from 2017 to 2021
- Honorary consul of the Republic of Romania in Florence – from 2006 to 2014
- Honorary consul of the Kingdom of Bahrain in Florence – since 2023



International Commercial & Manufacturing Footprint

Key figures:
Employees: ~2,400
Engineers: ~275
Total Global Footprint: ~2M Sq ft



- REST OF THE WORLD
- PRODUCTION & COMMERCIAL BRANCH
- COMMERCIAL BRANCH/OFFICE PRAMAC
- CONTROLS & AUTOMATION

Local Manufacturing on a **Global Scale**

ITALY HQ (Siena)

Main products: C&I and Mobile Generators, Portables, Material handling equipment



ITALY GMP (Pavia)

Main products: Lighting Towers, Dust Fighter



SPAIN (Murcia)

Main products: C&I and Mobile Generators



MEXICO – (Platah)

Main products: C&I Generators



BRASIL (Sao Paolo)

Main products: C&I Generators



CHINA (Foshan)

Main products: C&I Generators & Light tower



Geographically diverse footprint allows for offering localized solutions

KEY FIGURES:

- Total sqft: ~2 million
- Total direct workforce: ~800
- Total indirect workforce: ~1,600

OTHER LOCATIONS:

UK – (Rugby)

Main products: Energy Storage

UK – (North Yorkshire)

Main products: Generator Controls (Deep Sea)

INDIA – (Kolkata)

Main products: C&I Generators

GERMANY – (Celle)

Main products: Gas Engine Control Systems (Motortech)

International Segment

Broad Portfolio Targeting Large, Diverse & Growing Markets

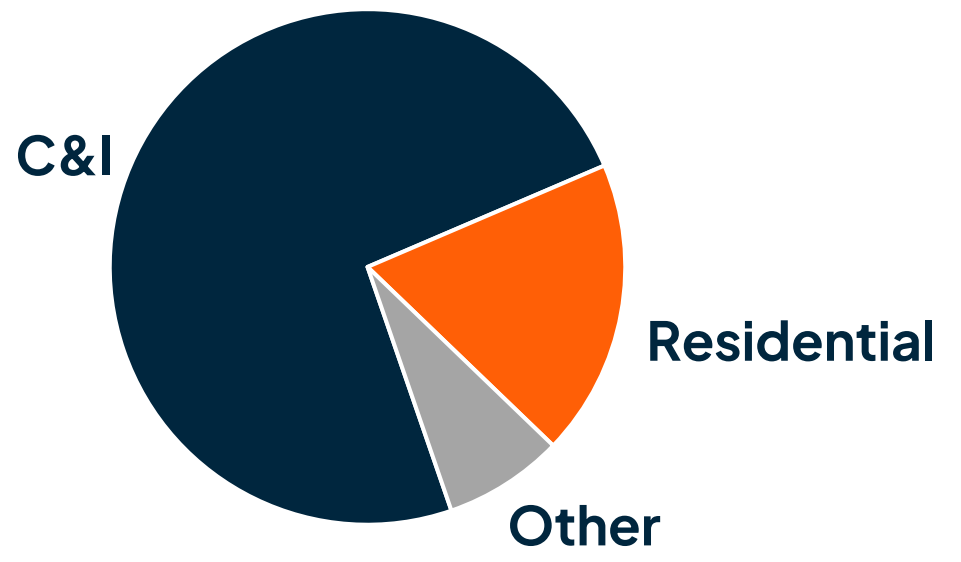
Back-Up Power & Other

- Home Standby & Portable Generators
- C&I Stationary: Diesel & Natural Gas Gens
- C&I Mobile Products: Mobile Gens & Light Towers
- Controls & Automation

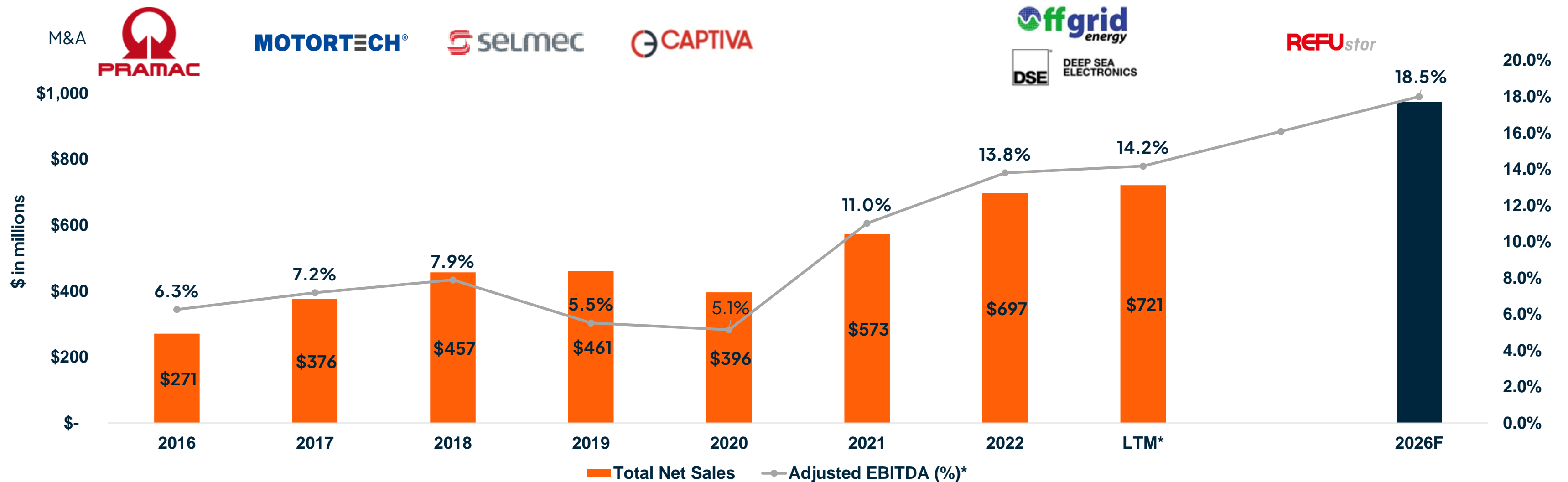
Energy Technology

- Stationary Storage (BESS)
- Mobile Storage
- Hybrid Generators

International Product Mix - 2022



International Financial Overview



- Strong, profitable growth – expanding market share, markets served, and margins
- Market share gains – increased product breadth and geographic expansion with local manufacturing and market expertise
- Repeatable playbook – proven strategy for geographic expansion and new product introduction
- Expanding margins – leveraging fixed cost structure, optimized pricing of value-add products, strong cost discipline

*LTM through 6/30/2023

**EBITDA margins consider inter-segment sales beginning in 2021; REFUstor acquisition closed February 1, 2023

International Segment Profitability Expansion

LEVERAGING CORE COMPETENCIES & GENERAC PLAYBOOK TO DRIVE SALES AND MARGIN EXPANSION

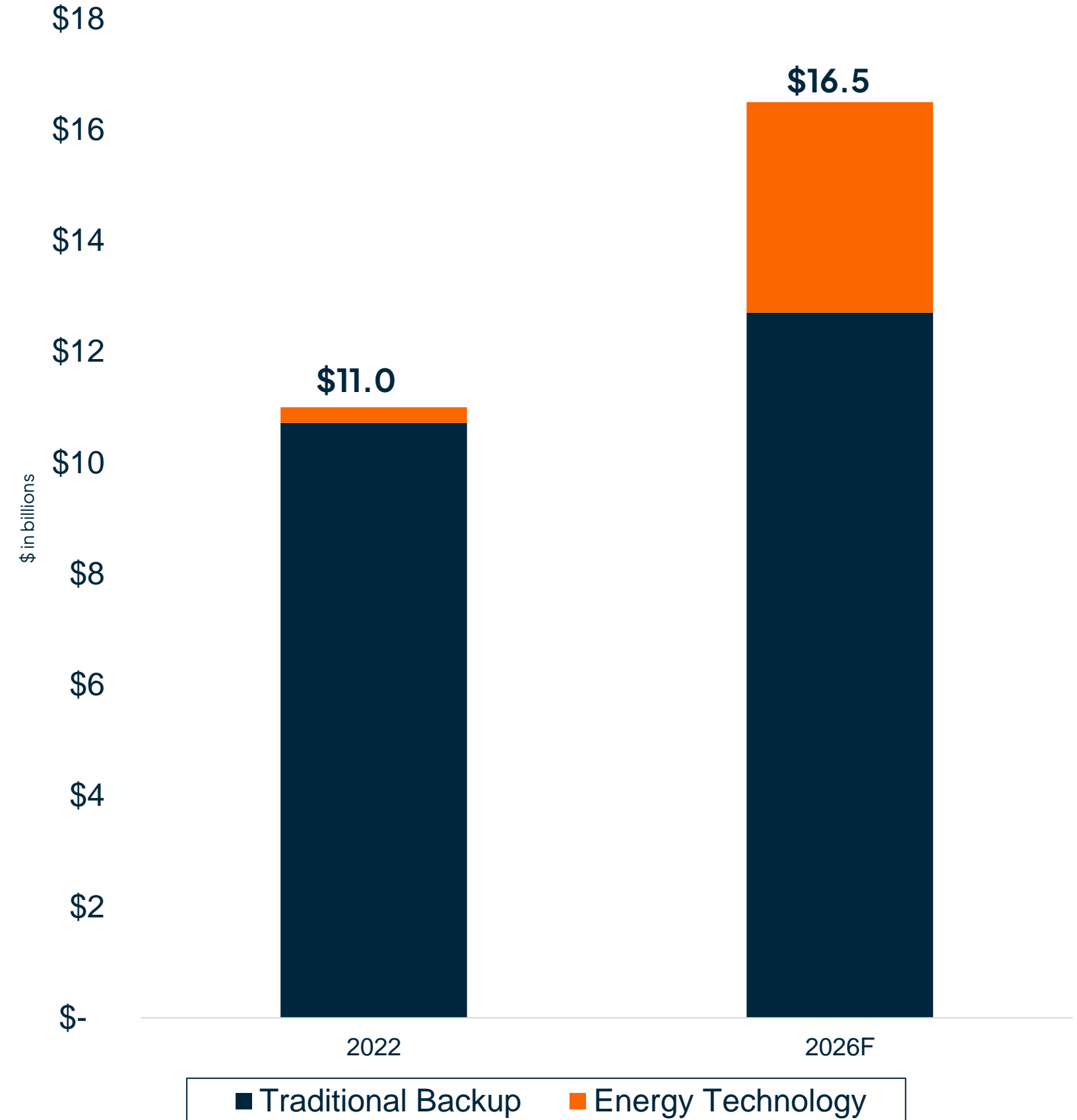
2016		2023
\$271M Net Sales 6.3% Adj EBITDA Margin	Operating Leverage	\$721M Net Sales* 14.2% Adj EBITDA Margin*
Pramac & Latin America	Accretive M&A	Deep Sea, Offgrid – new solutions with strong margins
Legacy Profit Margins	Cost Control	Cost control as business scales & Generac best practices
Diesel Generator Focus	Portfolio Evolution	Broad Portfolio – value-add products bring pricing power

*LTM through 6/30/2023

International Growth Drivers

- Continued growth in global backup power generation markets
- Combining core competencies and new technologies to gain market share
- Repeatable playbook – proven strategy for geographic expansion and new product introduction
- Natural gas and HSB generator markets growing rapidly in key regions
- Expanding product portfolio – growing suite of energy technology solutions
- Energy technology solutions growing faster than overall market

Served Addressable Market Ex. North America



Source: Company estimates, various third-party sources

Powering the Energy Transition

LEVERAGING DECADES OF MARKET LEADERSHIP TO PROVIDE A WIDE RANGE OF INCREASINGLY ENVIRONMENTALLY FRIENDLY POWER SOLUTIONS



MOBILE BATTERY ENERGY STORAGE



NATURAL GAS C&I GENERATOR



GENERATOR CONTROLS

SOLAR, HYBRID, BATTERY MODELS LIGHTING TOWER



C&I BATTERY ENERGY STORAGE

ENERGY HUB



HYBRID GENERATORS

C&I Diesel Generator Focus → Broader Suite of Generac's Energy Technology Solutions

C&I Energy Storage – International Demand Drivers

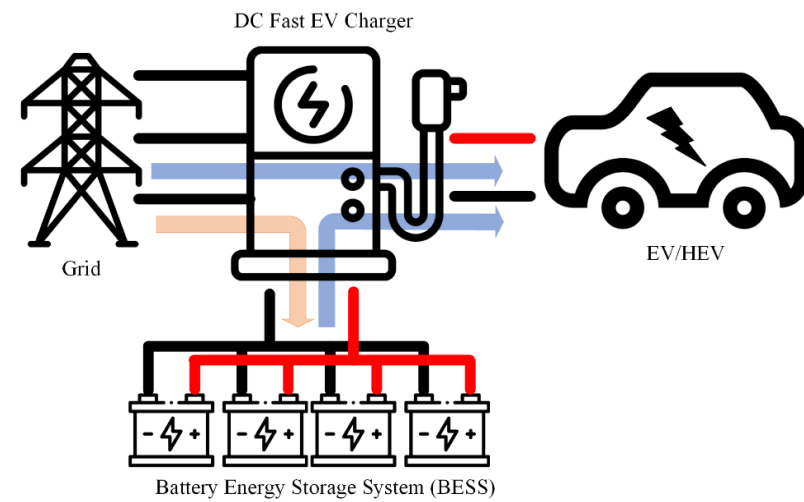


RefuStorage (Germany) Acquired Q1 2023

Key assets: Talent | Core Inverter Technology | Energy Management Platform

Charging Solutions

- High EV growth rate
- Storage boosts the available Grid / HPC and lowers cost of ownership
- Storage can be charged by renewable sources



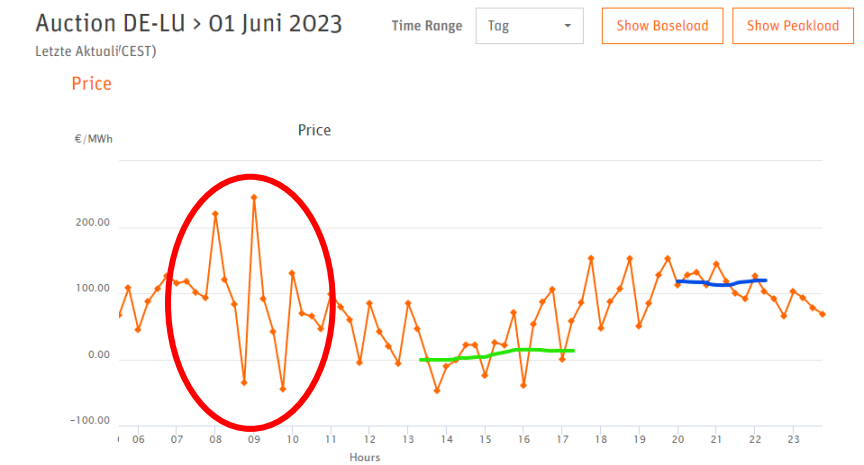
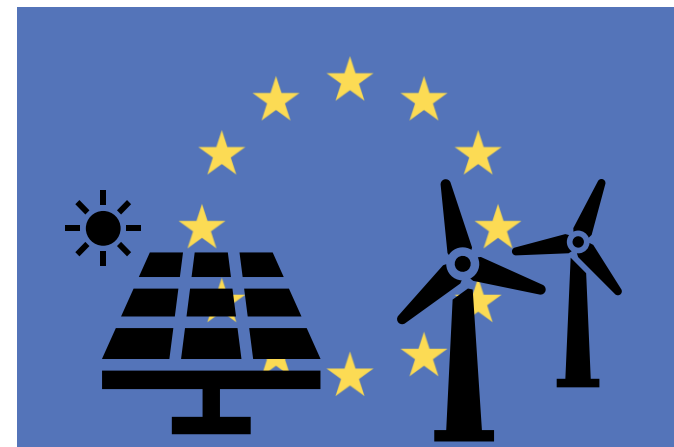
Self-Consumption / Peak Shaving / Grid Services

- Increasing self-consumption from renewable resources
- Increasing independence and resilience
- Cost optimization (peak shaving / load shifting)
- Capacity Market Participation
- Trading opportunity – increasingly variable electricity prices



Regulators Favor Renewables

- EU 2030 goals for renewable generation & emissions reduction
- Increasing penalties for carbon intensity
- Renewables levelized cost of electricity becoming more competitive



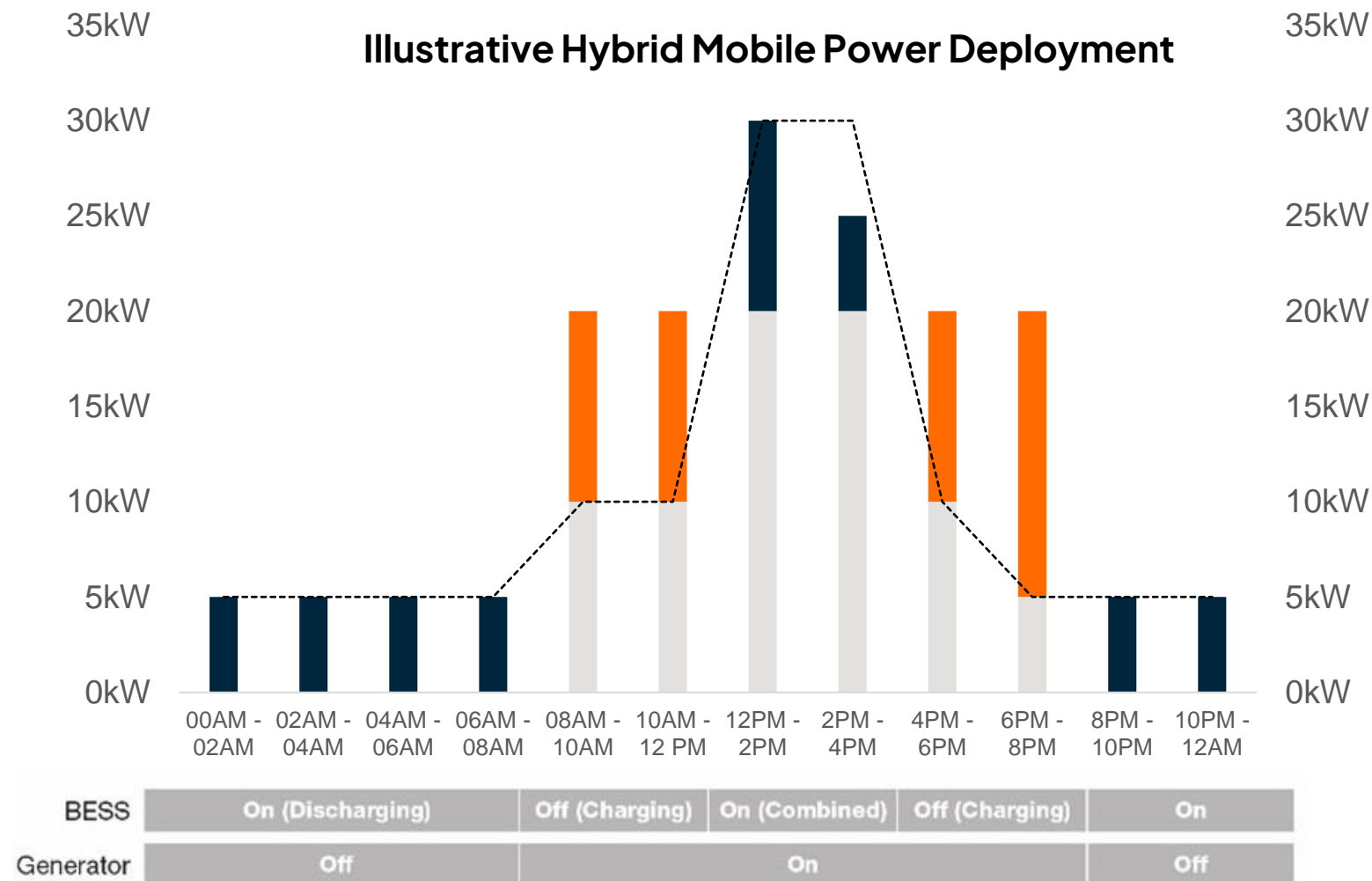
\$4+ BILLION GLOBAL C&I STORAGE MARKET OPPORTUNITY

Mobile Energy Storage



OFFGRID ENERGY (UK) ACQUIRED Q3 2021

- Stand-alone & hybrid solutions – reduce noise, fuel consumption, and emissions
- Compatible with multiple generation sources – generator, solar, or grid power
- Used as prime power source or to manage peak load



- Save Money
- Reduce Fuel & Maintenance
- Cut CO₂
- Eliminate Noise
- Reduce Polluting Emissions

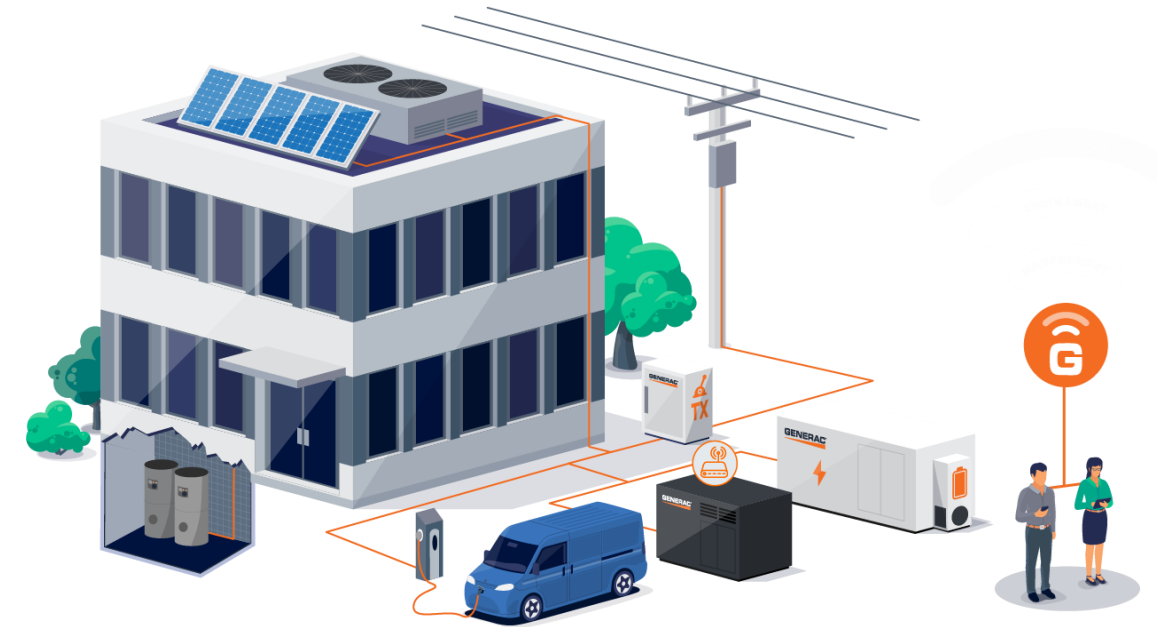


Future Strategic Evolution

Past

Present

Future



Diesel Generator Focus

Broad Energy Technology Product Offering

End-to-End Energy Technology Solutions

REPLICATING GENERAC PLAYBOOK IN KEY INTERNATIONAL MARKETS

YORK RAGEN
Chief Financial Officer

THE PATH TO DOUBLING EBITDA \$'s

Key Investment Highlights

- 1** Compelling mega trends / secular growth themes provide significant opportunities for growth
- 2** Proven go-to market strategies combined with innovation drive market leadership
- 3** Historically strong financial profile
- 4** Disciplined & balanced capital allocation offers flexibility for shareholder-value enhancing actions

3-Year Base Forecast

Assumptions

1. **Economic conditions remain challenged during 2024 given a continued soft consumer and limited growth environment for C&I products... followed by recovery in 2025–2026**
2. Power outage severity consistent with last five years baseline average over the three-year forecast period... with **only one major outage event assumed (during 2025)**
3. Existing Mega-Trends continue to play out over the three-year forecast period.
4. **Policy/Regulatory environment expected to be net favorable for transition to the next-generation “cleaner” grid**
5. Commodities and other key input costs stabilize at current levels but remain elevated relative to pre-COVID; Supply chain conditions continue to normalize, but labor markets remain tight
6. Recent pricing actions maintained given input cost assumptions
7. **Profitability Enhancement Program (PEP) continues to yield margin improvement**
8. Cash cycle days normalize to pre-COVID levels during the forecast period
9. Capital expenditures assumed to remain within historical range of 2.5% to 3.0% of sales
10. **Assumes no additional M&A, voluntary debt prepayments or share repurchases during the forecast period**



Path to Doubling EBITDA \$'s

3-Year Financial Framework

Financial Metric	2023 Guidance ⁴	2026 Targets
Net Sales	-10% to -12% Y/Y ~\$4.06 billion ¹	+12 to +14% 3-Year CAGR ~\$5.85 billion ¹
Gross Margin	34.0% to 34.5%	37.5% to 38.5%
Adj. EBITDA Margin ²	15.5% to 16.5% ~\$650 million ¹	21.5% to 22.5% ~\$1.3 billion ¹
Tax Rate	~25.0%	~25.0%
Capital Spending %	2.5% to 3.0% of sales	2.5% to 3.0% of sales
Free Cash Flow Conversion	100%+ of Adj Net Income	~70% of Adj Net Income ³

**REITERATING OVERALL
2023 GUIDANCE**

FINANCIAL FRAMEWORK BY YEAR

- 2024 – Return to Growth & Margin Expansion**

Consumer continues to be soft relative to big ticket discretionary spend; Normalized HSB field inventory results in tailwind for growth in 2024

Next generation clean energy products launched in late 2024

Limited growth for C&I products compared to strong PY comps and given typical late cycle business dynamics

- 2025 – Growth Accelerates**

Assumes overall economy recovers, one major power outage event, new residential clean energy products & distribution ramp, C&I energy technology solutions grow

- 2026 – Strong Growth Continues**

Assumes continued strong growth across the business as strategic initiatives take hold

1. Assumes midpoint of guidance range
 2. Calculated using adjusted EBITDA before deducting for non-controlling interest
 3. 3-year average
 4. See Forwarding Looking Statements slide at the beginning of this presentation for a list of risks & uncertainties

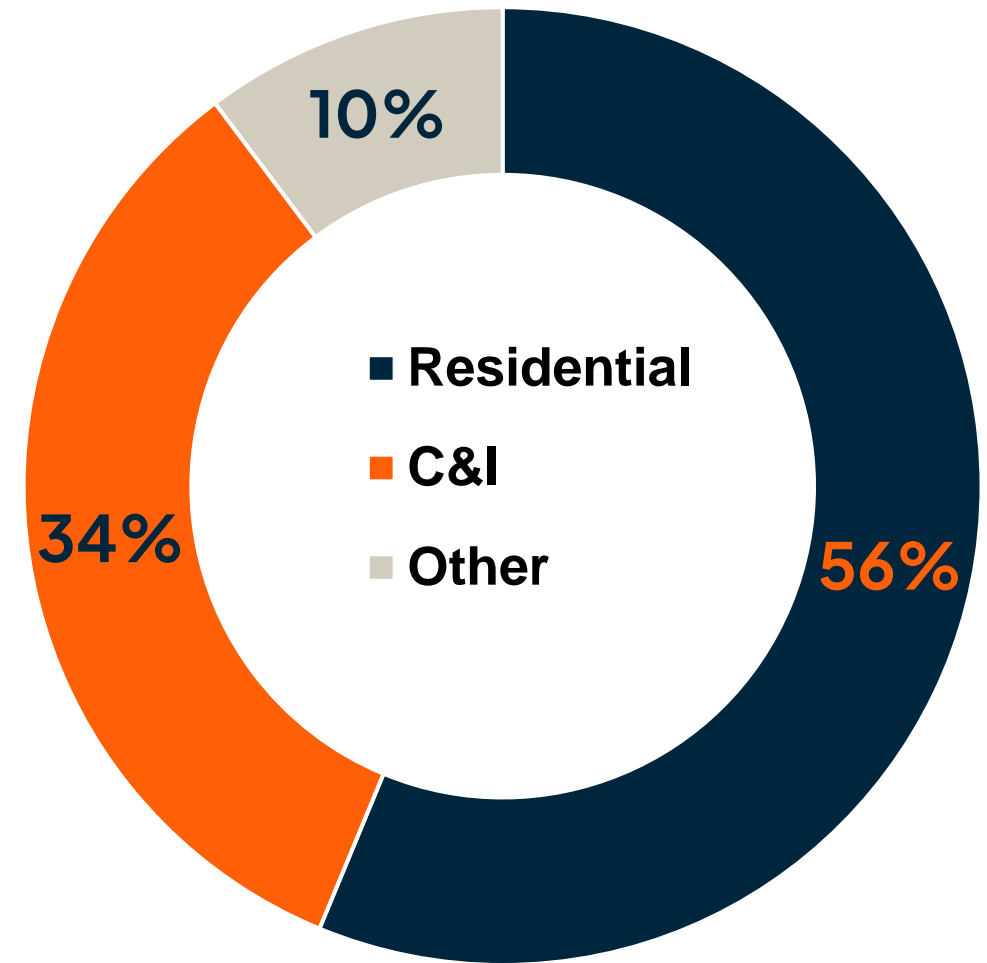
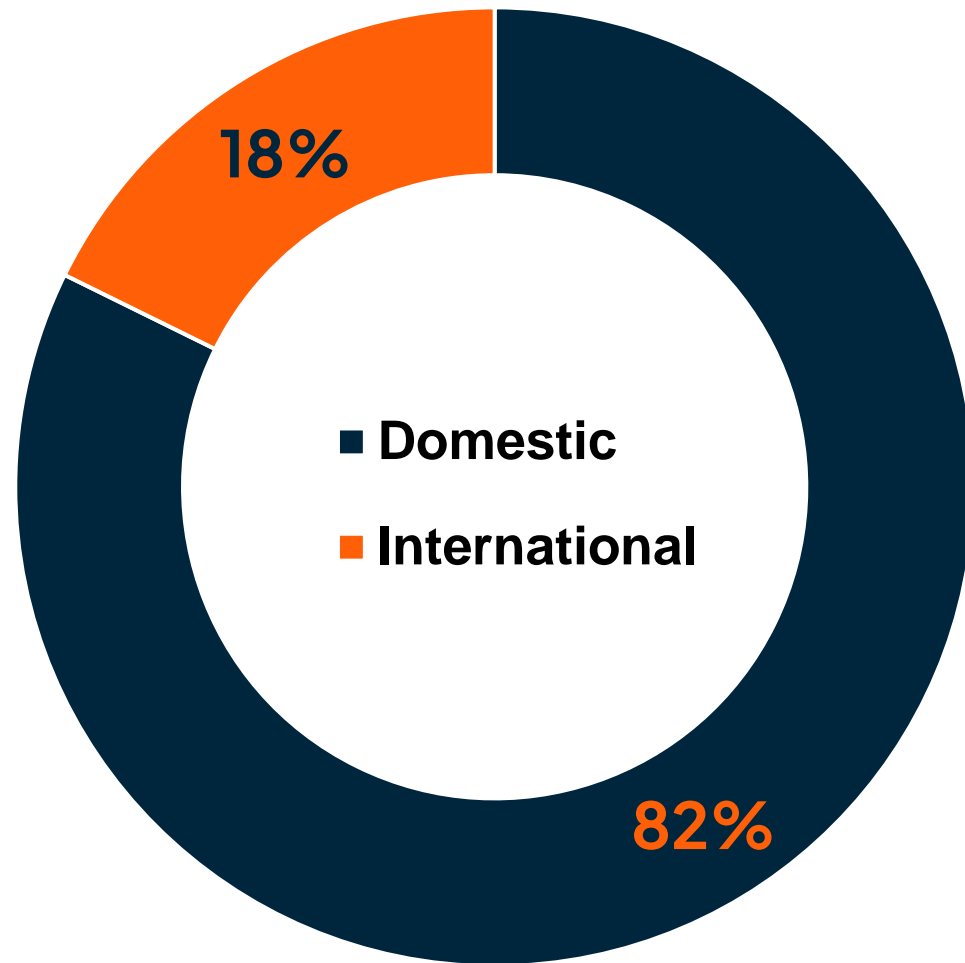
3-Year Sales CAGR & 2026 Sales Mix Expectations

Expected 3-Year
Sales CAGR

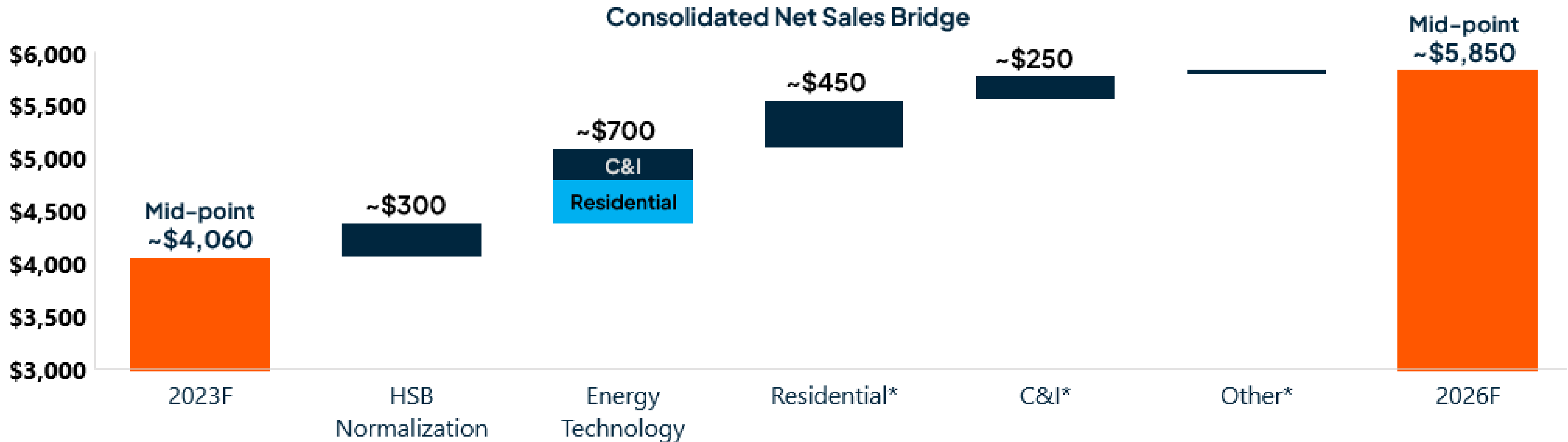
Domestic: 13-15%
International: 8-10%

Residential: 14-16%
C&I: 10-12%

Expected 2026
Sales Mix



3-Year Financial Framework – Net Sales Bridge



KEY GROWTH DRIVERS

- **HSB Normalization:** Reduction in home standby generator field inventory during 2023 (i.e. 2023F Activations less 2023F Shipments)
- **Energy Technology:** Strong growth in Residential and C&I energy technology solutions
- **Residential*:** Ongoing HSB penetration opportunity, targeted marketing, distribution development, improve close rates, major outage event in 2025, chore growth
- **C&I*:** Overall market growth supported by mega-trends, global market expansion, industrial distributor initiatives, telecom/rental/datacenter growth

* Excludes HSB Normalization and Energy Technology related growth

Path to Doubling Adj. EBITDA \$'s

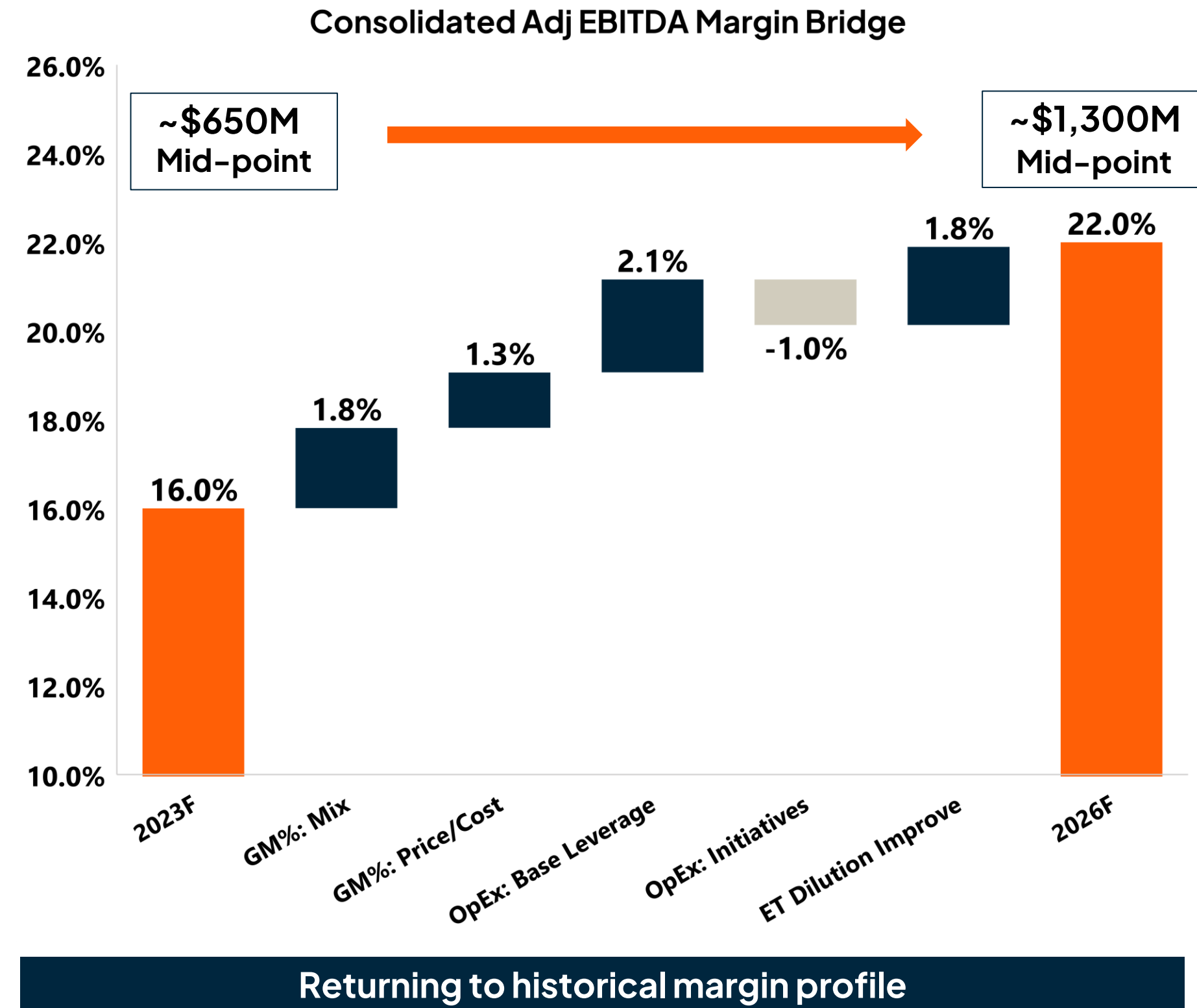
Adj. EBITDA Margin Bridge

Margin Expansion

- **Mix***: Higher mix of HSB
- **Price/Cost***: Maintain pricing, PEP cost savings realized, input costs margin neutral
- **Base OpEx***: Strong sales growth driving significant operating leverage
- **Initiatives***: Strategic investments to support future growth
- **Energy Technology**: Break-even profitability in 2026 as sales ramp; Adj EBITDA margin dilution improves to 220bps from 400bps

* Bridge items exclude Energy Technology (Resi Clean Energy + ecobee + GGS)

+ Segment margins include impact of inter-company sales



Domestic Segment:

~16.0% 2023F → ~22.5% 2026 Target+

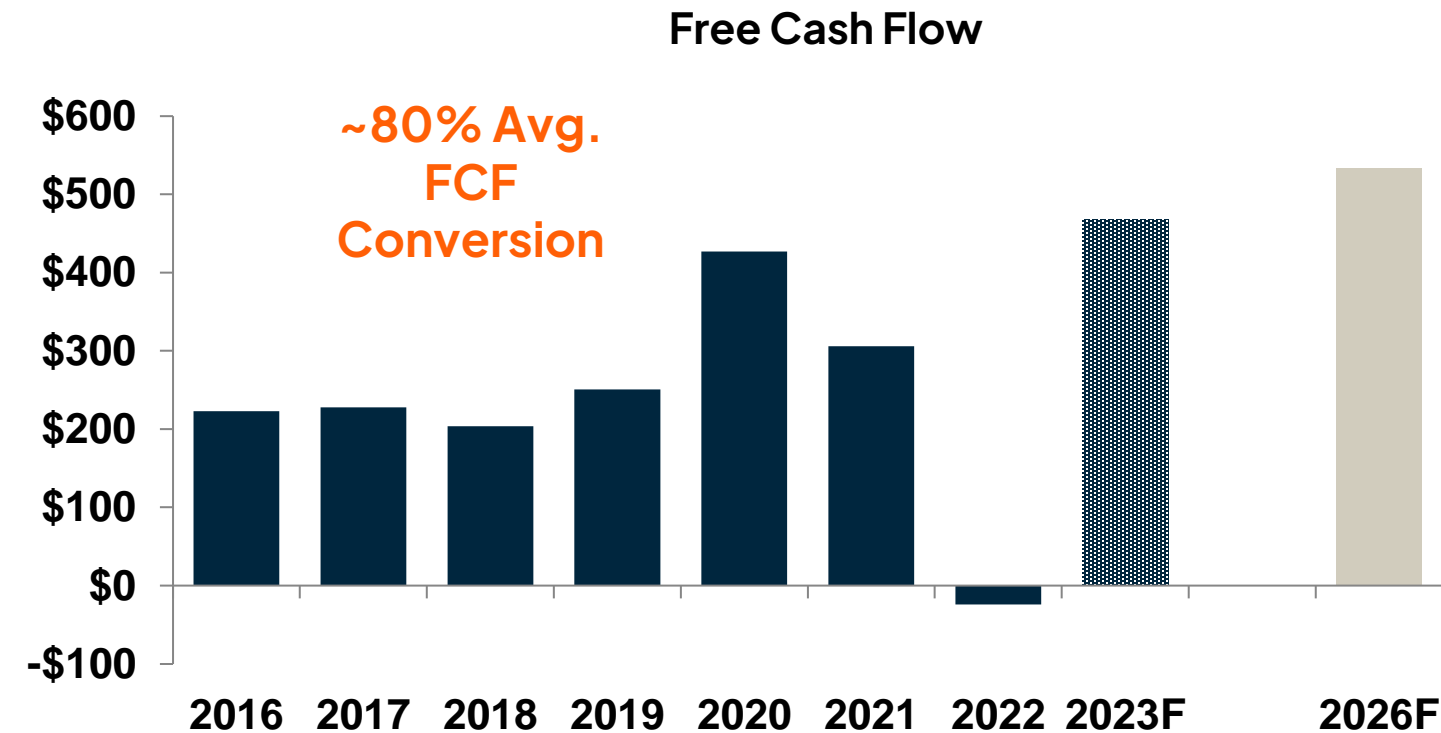
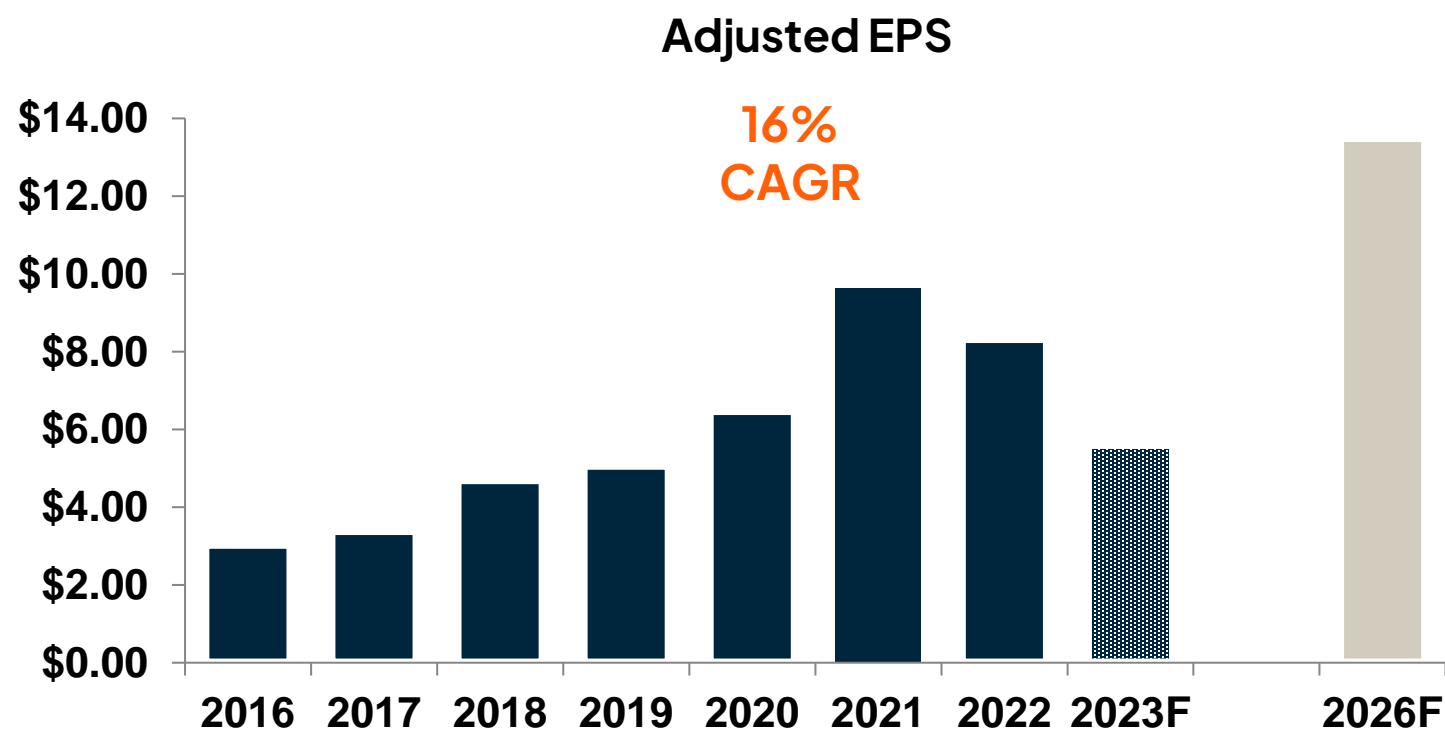
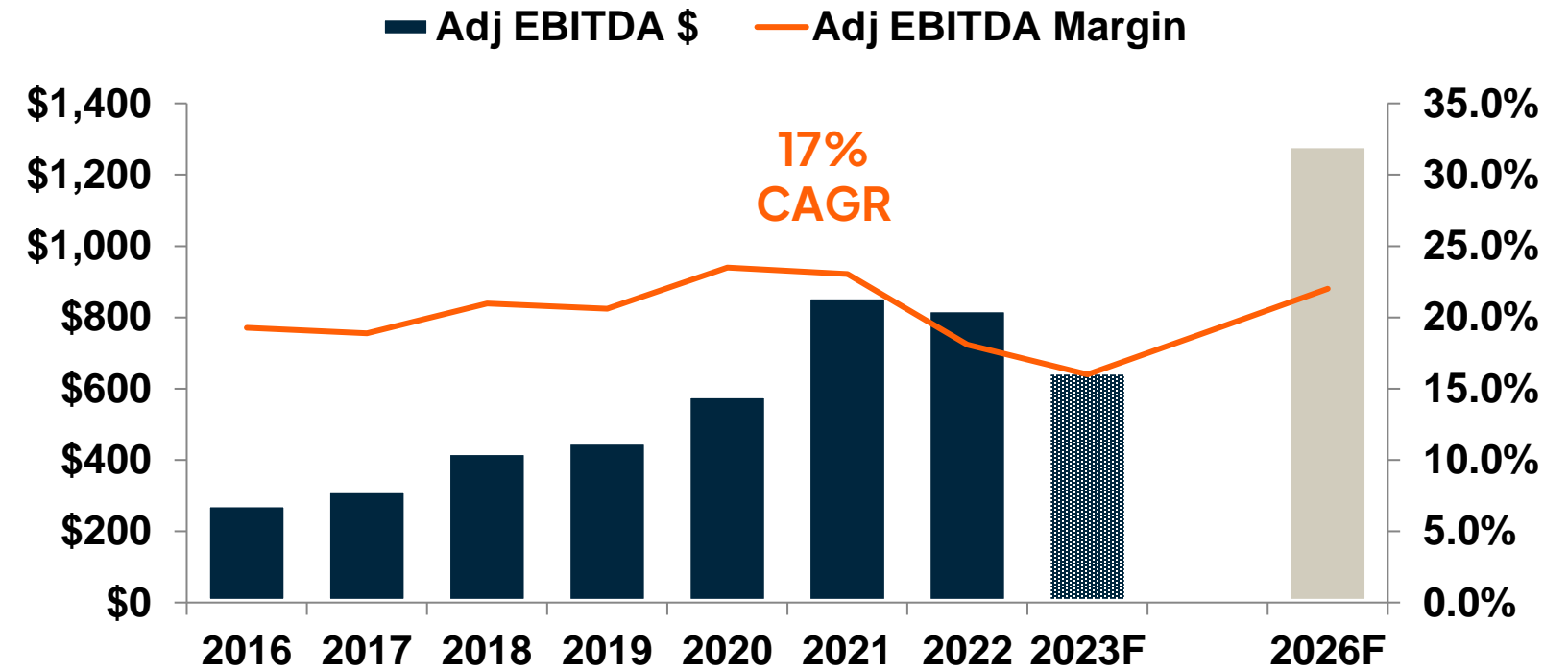
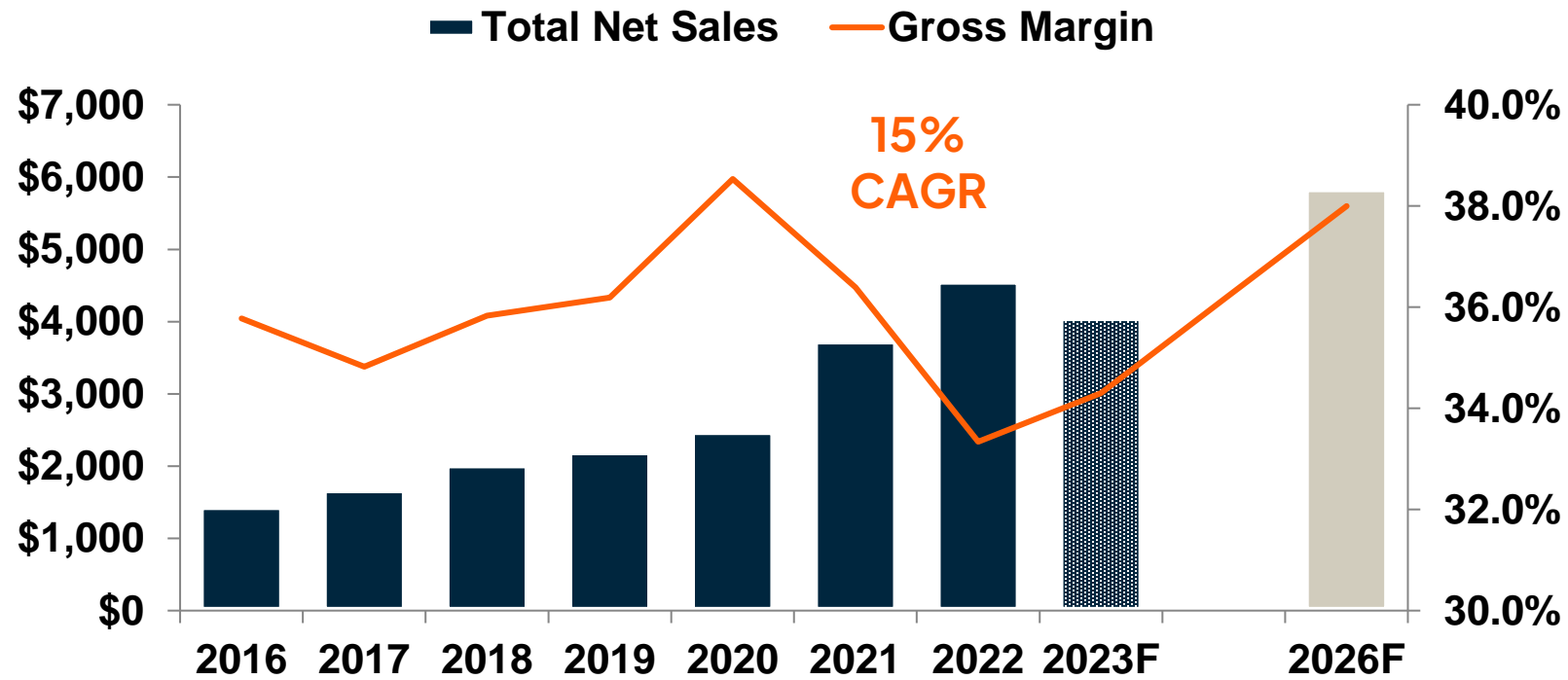
International Segment:

~14.5% 2023F → ~18.5% 2026 Target+ before deducting for non-controlling interest

Historical Financial Performance

Mega-trends expected to continue...

driving return to historical growth trajectory, margin levels, and free cash flow generation



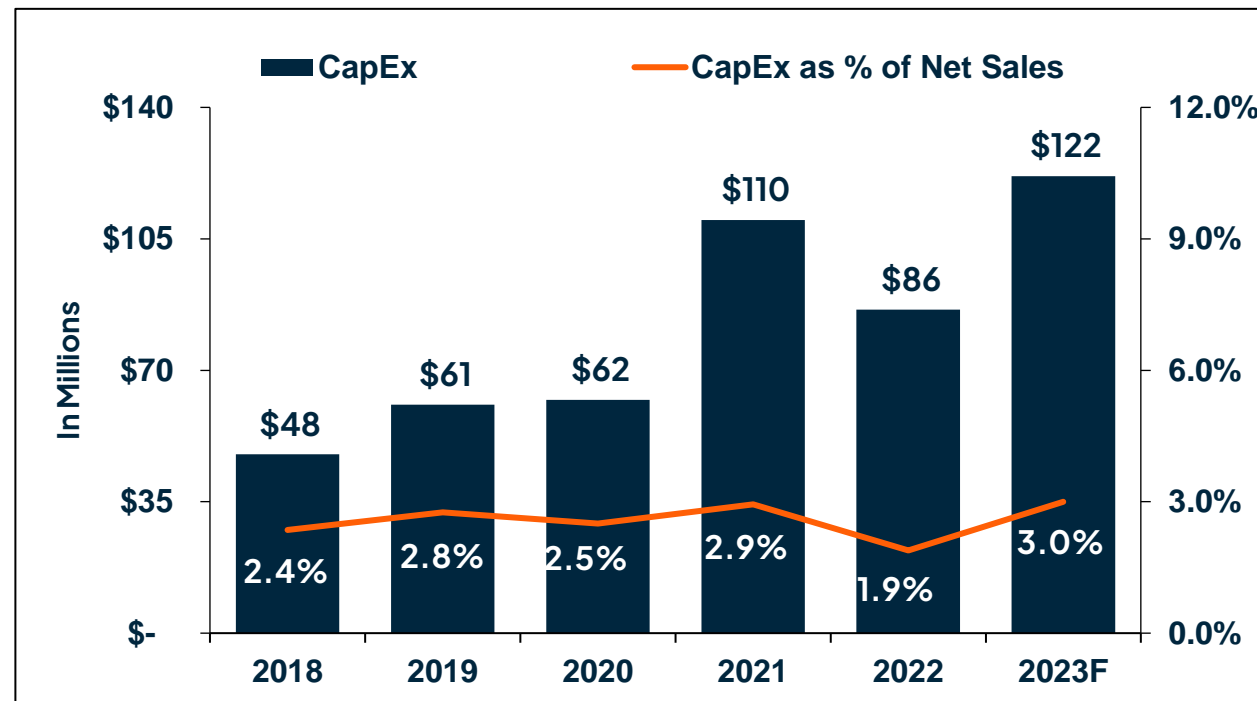
CAGRs & FCF conversion measured from 2016-2026F; 2026F = midpoint of guidance ranges

Disciplined & Balanced Capital Allocation

Expect to generate well over \$1 billion in cumulative free cash flow over 3-year forecast period

1. Organic Growth

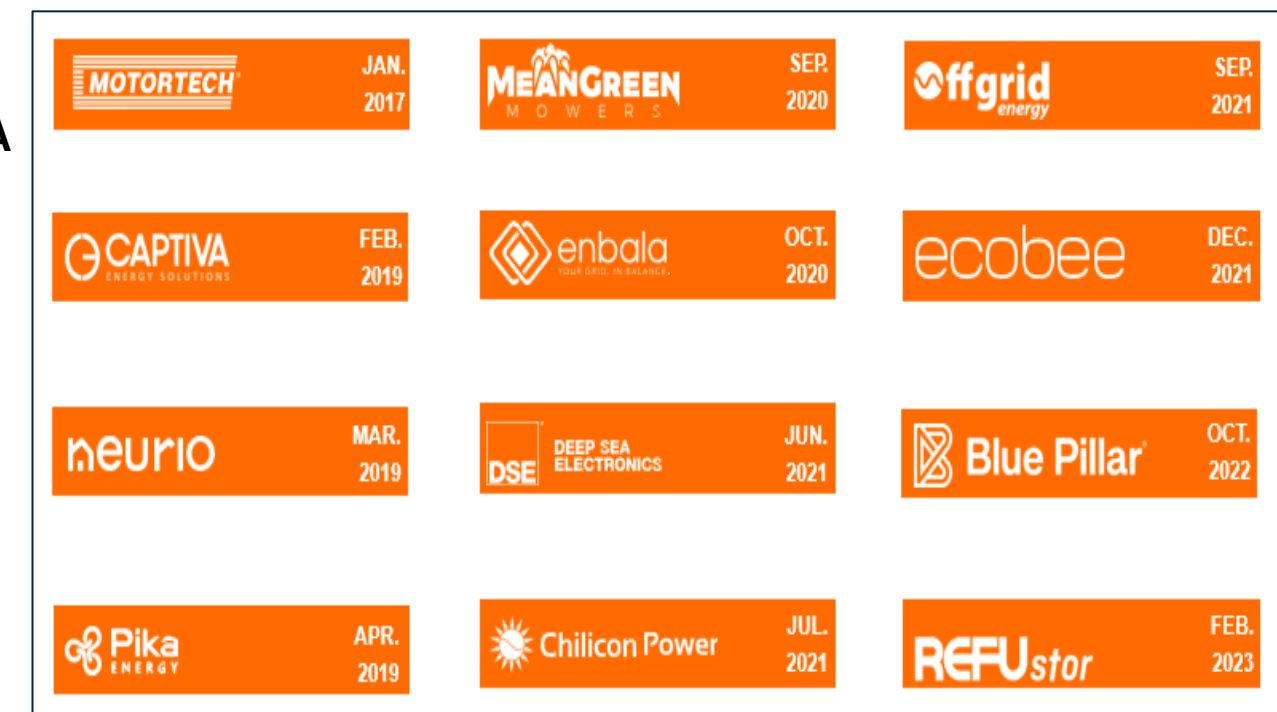
Investment in technology, innovation, R&D capabilities, capacity expansion, global systems, automation



2. Strategic M&A

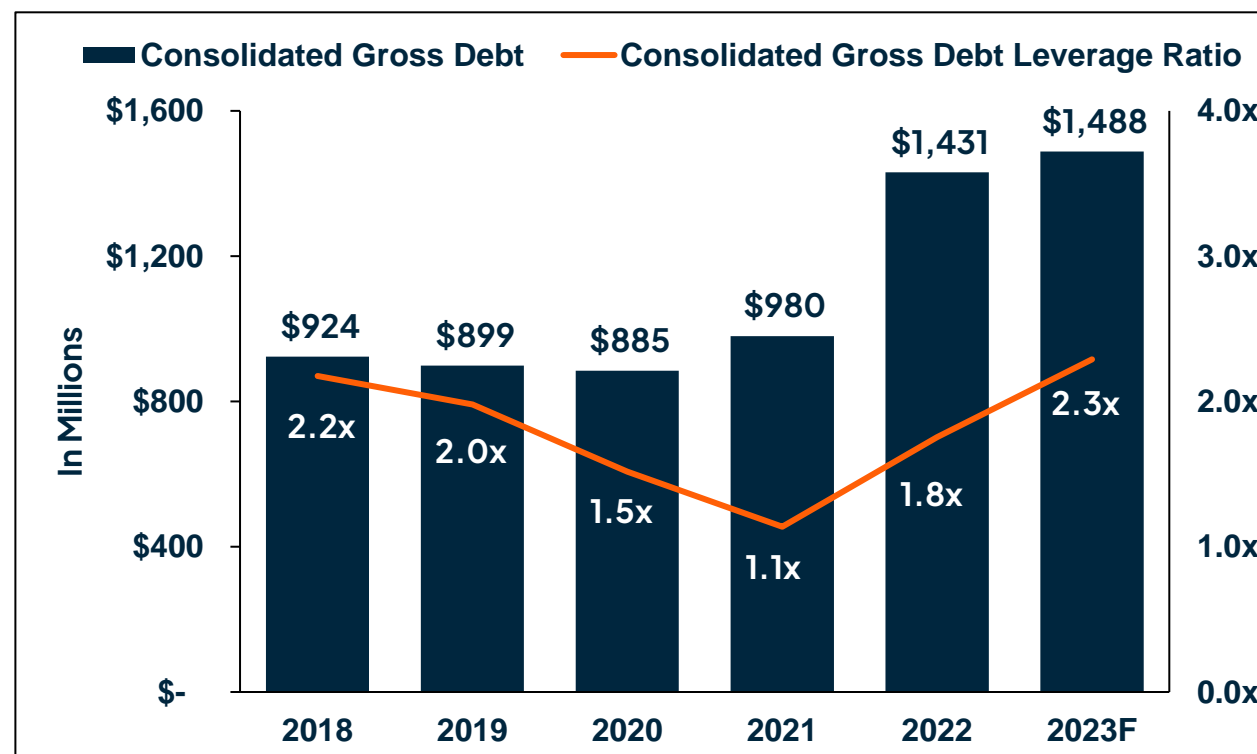
Accelerating “Powering A Smarter World” Strategy

Demonstrated ability to execute; 28 deals since 2011



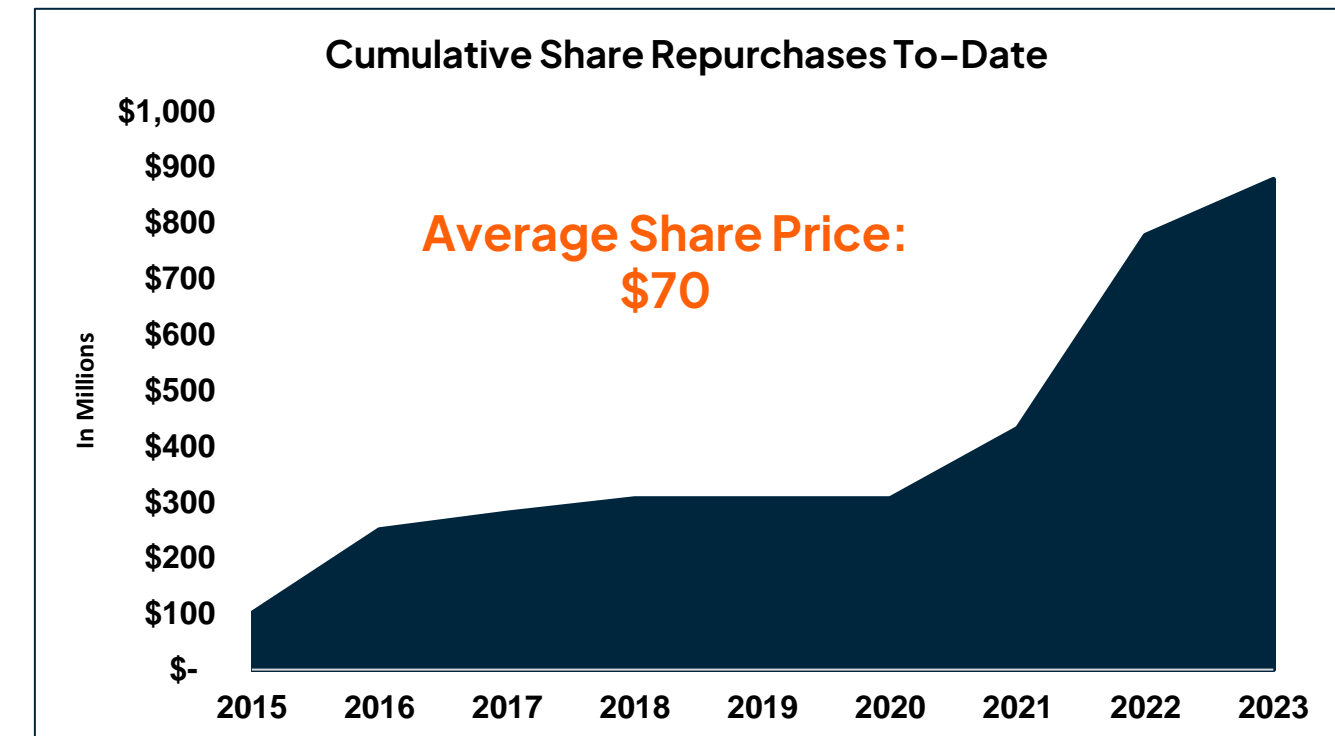
3. Maintaining Healthy Balance Sheet

Target leverage 1-2x



4. Return of Capital

Opportunistic Share Buy-backs



~\$100M share repurchases completed Q3 2023 to-date

Key Investor Day Takeaways

- ✓ **Powering A Smarter World** – powerful mega-trends support the enterprise strategy; building residential and C&I energy ecosystems to support the next-generation grid; **Energy Technology sales expected to grow to 21% of overall sales mix**
- ✓ **Unique HSB Opportunity** – unmatched potential to drive growth in a category with secular tailwinds by harnessing the power of full funnel marketing and distribution development; **HSB penetration rate growth accelerates**
- ✓ **Marketing & Brand Strategy** – drive growth through full funnel marketing supported by data and analytics; transform Generac into an energy technology brand; **HSB close rate improves meaningfully**
- ✓ **Residential Energy Technology** – path to profitability with objective of redefining the homeowner energy experience, focus on quality and investment in next generation products set the stage for long-term growth; **Breakeven profitability by 2026**
- ✓ **Global C&I Growth Potential** – strong position in large and growing global backup power generation market to be leveraged in substantial C&I energy technology opportunities; **~\$1.45B 2023F net sales growing to ~\$2.0B by 2026**
- ✓ **Path to Doubling EBITDA \$'s** – long-term growth potential together with visibility to strong profitability and cash flow highlight significant earnings power of Generac; **~\$650M 2023F adj EBITDA expected to grow to ~\$1,300M in 2026**

NEW 2026 TARGETS:

- Net Sales ~\$5.85B midpoint, 12%-14% CAGR
- 21.5-22.5% EBITDA margin
- \$1.0+ Billion Cumulative FCF 2024-2026



QUESTIONS & ANSWERS

APPENDIX

Adjusted EBITDA Reconciliation

	2016	2017	2018	2019	2020	2021	2022	LTM – 6/30/23 ⁽¹⁾
Net income	\$97,178	\$159,557	\$241,220	\$252,308	\$347,218	\$556,569	\$408,870	\$194,013
Interest expense	44,568	42,667	40,956	41,544	32,991	32,953	54,826	83,192
Depreciation and amortization	54,418	51,988	47,408	60,767	68,773	92,041	156,141	159,780
Income taxes provision	56,519	44,142	69,856	67,299	98,973	134,957	99,596	48,918
Non-cash write-down and other charges	7,673	5,835	3,532	240	(327)	(3,070)	(2,091)	(6,218)
Non-cash share-based compensation expense	9,493	10,205	14,563	16,694	20,882	23,954	29,481	33,298
Loss on extinguishment of debt	574	-	1,332	926	-	831	3,743	-
(Gain) loss on change in contractual interest rate	2,957	-	-	-	-	-	-	-
Transaction costs and credit facility fees	2,442	2,145	3,883	2,724	2,151	22,357	5,026	4,685
Business optimization, provision for regulatory charges, and other	700	761	1,802	11,613	13,112	833	69,775	76,444
Adjusted EBITDA	\$276,522	\$317,300	\$424,552	\$454,115	\$583,773	\$861,425	\$825,367	\$594,112
Adjusted EBITDA attributable to noncontrolling interests	3,784	6,075	7,759	4,965	2,358	9,351	15,087	11,573
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$272,738	\$311,225	\$416,793	\$449,150	\$581,415	\$852,074	\$810,280	\$582,539

⁽¹⁾unaudited

Adjusted Net Income & EPS Reconciliation

	2016	2017	2018	2019	2020	2021	2022	LTM - 6/30/23 ⁽¹⁾
Net income attributable to Generac Holdings, Inc.	\$ 97,154	\$ 159,557	\$ 241,220	\$ 252,308	\$ 347,218	\$ 550,494	\$ 399,502	\$ 186,913
Net income attributable to noncontrolling interests	24	1,749	2,963	301	(3,358)	6,075	9,368	7,100
Net income	97,178	157,808	238,257	252,007	350,576	556,569	408,870	194,013
Provision for income taxes	56,519	44,142	69,856	67,299	98,973	134,957	-	-
Income before provision for income taxes	153,697	203,699	311,076	319,607	446,191	691,526	408,870	194,013
Amortization of intangible assets	32,953	28,861	22,112	28,644	32,280	49,886	103,320	103,606
Amortization of deferred financing costs and OID	3,940	3,516	4,749	4,712	2,598	2,589	3,234	3,868
Loss on extinguishment of debt	574	-	1,332	926	-	831	3,743	-
Transaction costs and credit facility fees	5,653	1,706	2,578	874	(1,328)	19,655	3,588	5,021
Tax effect of add backs	-	-	-	-	-	-	(43,638)	(42,861)
Business optimization, provision for regulatory charges, and other	10,273	2,912	952	12,492	12,158	(4,350)	69,407	75,428
Adjusted net income before provision for income taxes	207,090	240,694	342,799	367,255	491,899	760,137	548,524	339,075
Cash income tax expense	(9,299)	(25,624)	(47,064)	(47,945)	(79,723)	(136,231)	-	-
Adjusted net income	\$ 197,791	\$ 215,070	\$ 295,735	\$ 319,310	\$ 412,176	\$ 623,906	\$ 548,524	\$ 339,075
Adjusted net income attributable to noncontrolling interests	2,219	3,201	3,522	1,488	(32)	4,971	9,675	6,555
Adjusted net income attributable to Generac Holdings, Inc.	\$ 195,572	\$ 211,869	\$ 292,213	\$ 317,822	\$ 412,208	\$ 618,935	\$ 538,849	\$ 332,520
Weighted average common shares outstanding - diluted:	65,383	62,643	62,233	62,865	63,738	64,253	64,681	63,123
Net income attributable to common shareholders per common share - diluted:	\$3.03	\$3.38	\$4.70	\$5.06	\$6.47	\$9.63	\$8.33	\$5.24

⁽¹⁾unaudited

Free Cash Flow Reconciliation

	2016	2017	2018	2019	2020	2021	2022	LTM – 6/30/23 ⁽¹⁾
Net cash provided by operating activities	\$ 241,122	\$ 257,322	\$ 247,227	\$ 308,887	\$ 486,533	\$ 411,156	\$ 58,516	\$ 109,411
Proceeds from beneficial interests in securitization transactions	12,287	3,794	3,933	2,630	2,651	4,609	3,566	3,195
Expenditures for property and equipment	(30,467)	(33,261)	(47,601)	(60,802)	(62,128)	(109,992)	(86,188)	(93,585)
Free cash flow	\$ 222,942	\$ 227,855	\$ 203,559	\$ 250,715	\$ 427,056	\$ 305,773	\$ (24,106)	\$ 19,021

⁽¹⁾unaudited