

INVESTOR PRESENTATION

FEBRUARY 2022

OUR PURPOSE:

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

GENERAC[®]



INVESTOR RELATIONS

GENERAC[®]

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FORWARD LOOKING STATEMENTS

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

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

- frequency and duration of power outages impacting demand for our products;
- availability, cost and quality of raw materials, key components from our global supply chain and labor needed in producing our products;
- the possibility that the expected synergies, efficiencies and cost savings of our acquisitions will not be realized, or will not be realized within the expected time period;
- the risk that our acquisitions will not be integrated successfully;
- the impact on our results of possible fluctuations in interest rates, foreign currency exchange rates, commodities, product mix, logistics costs and regulatory tariffs;
- the duration and impact of the COVID-19 pandemic;
- difficulties we may encounter as our business expands globally or into new markets;
- our dependence on our distribution network;
- our ability to invest in, develop or adapt to changing technologies and manufacturing techniques;
- loss of our key management and employees;
- increase in product and other liability claims or recalls;
- failures or security breaches of our networks, information technology systems, or connected products;

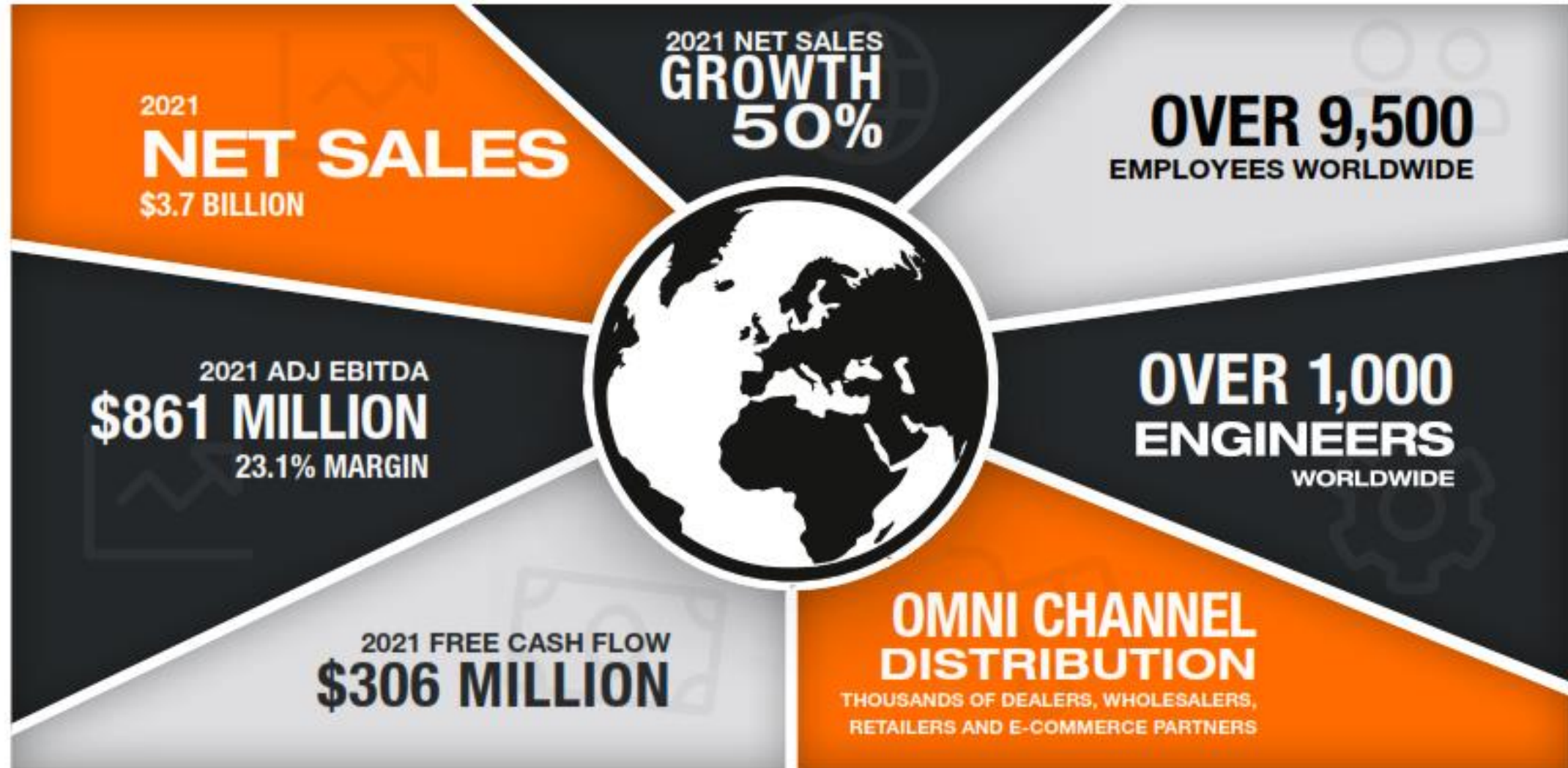
- changes in environmental, health and safety, or product compliance laws and regulations affecting our products, operations, or customer demand;
- significant legal proceedings, claims, lawsuits or government investigations.

Should one or more of these risks or uncertainties materialize, Generac's actual results may vary in material respects from those projected in any forward-looking statements. In the current environment, some of the above factors have materialized and may or will continue to be impacted by the COVID-19 pandemic, which may cause actual results to vary from these forward-looking statements. A detailed discussion of these and other factors that may affect future results is contained in Generac's filings with the U.S. Securities and Exchange Commission ("SEC"), particularly in the Risk Factors section of the 2021 Annual Report on Form 10-K and in its periodic reports on Form 10-Q. Stockholders, potential investors and other readers should consider these factors carefully in evaluating the forward-looking statements.

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

GENERAC BY THE NUMBERS

GENERAC[®]



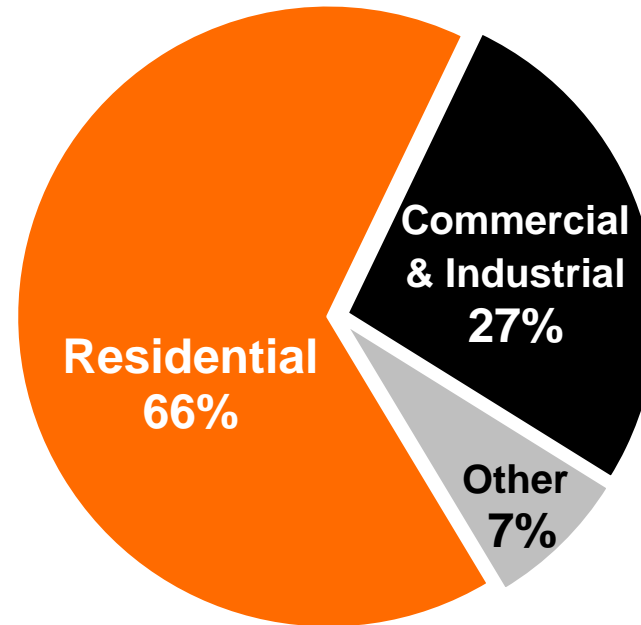
Residential

Home Standby, Clean Energy, Portables, Chore Products



2021 Net Sales

Domestic 85% | International 15%



Other

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

Concerto™ Mobile Link™



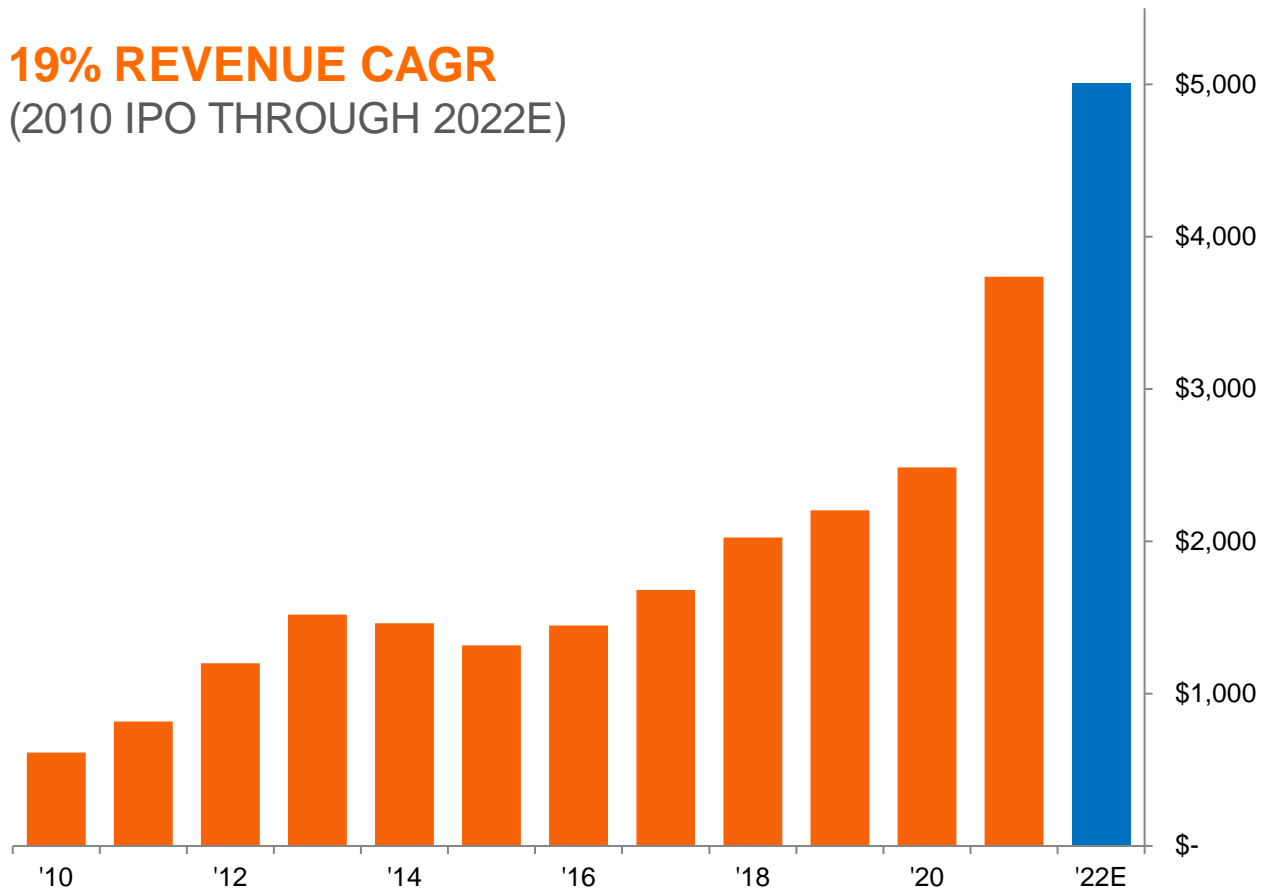
Commercial & Industrial

Stationary Gens, Telecom, Mobile & Storage



TRACK RECORD OF GROWTH

19% REVENUE CAGR
(2010 IPO THROUGH 2022E)



Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Figures include results from acquisitions completed during 2011–present. CAGR measures revenue growth through 2022E off 2010 base. 2022E figure assumes midpoint of guidance given on February 16, 2022.

STRATEGIC GROWTH THEMES

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

MEGATRENDS REVIEW

GENERAC[®]



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

Migration towards distributed energy resources and the "electrification of everything" will create Clean Energy and Grid Services opportunities



Attitudes around global warming and climate change are changing

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



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

Abundance of global supply leading to increasing demand for natural gas generators and applications beyond standby power



Legacy infrastructure needs major investment cycle

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



Telecommunications infrastructure shifting to next generation

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



Home as a Sanctuary

Millions of people working, learning, shopping, entertaining, aging in place, and in general, spending more time at home



ENTERPRISE STRATEGY

GENERAC[®]

GENERAC[®]
POWERING A
SMARTER WORLD



Improve energy resilience and independence

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



Optimize energy efficiency and consumption

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



Protect and build critical infrastructure

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

OUR PEOPLE • CUSTOMER EXPERIENCE • CONTINUOUS IMPROVEMENT • TECHNOLOGY LEADERSHIP

2021 ENERGY TECHNOLOGY ACQUISITIONS – ACCELERATING THE STRATEGY

GENERAC[®]



**DEEP SEA
ELECTRONICS**
A GENERAC COMPANY

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



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



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



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



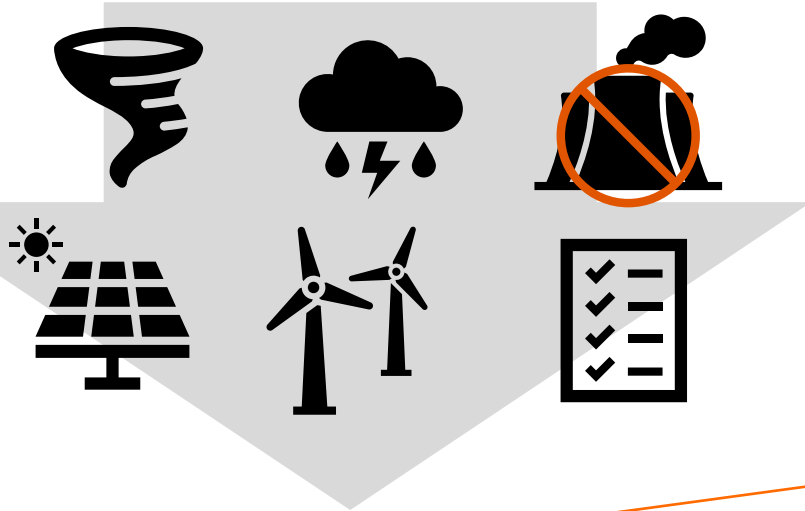
- Founded 2015
- Headquartered Boston, MA
- Closed October 1st
- Provider of IoT propane tank monitoring solutions that enable the optimization of propane fuel logistics



- Founded 2007
- Headquartered Toronto, Canada
- Closed December 1st
- Leader in sustainable home technology solutions including smart thermostats that deliver significant energy savings, security and peace of mind

GROWING ELECTRICITY SUPPLY/DEMAND IMBALANCE...

GENERAC[®]



Supply Reliability Deteriorating

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

Demand Rapidly Increasing

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



...BUILDING ENERGY ECOSYSTEMS AGGREGATING DERs TO SOLVE THE PROBLEM



RESI ECOSYSTEM

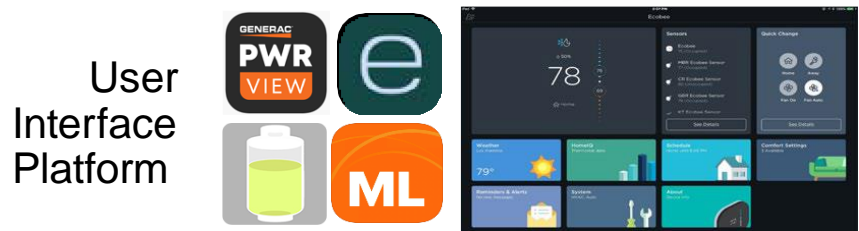


**GENERATION &
STORAGE ASSETS**

C&I ECOSYSTEM



**MONITORING &
MANAGEMENT DEVICES**



**PLATFORM &
CONTROLS**



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



DECARBONIZATION, DIGITALIZATION, DECENTRALIZATION

GENERAC GRID SERVICES LEVERAGING OUR CAPABILITIES



INDUSTRY LEADING HARDWARE SOLUTIONS



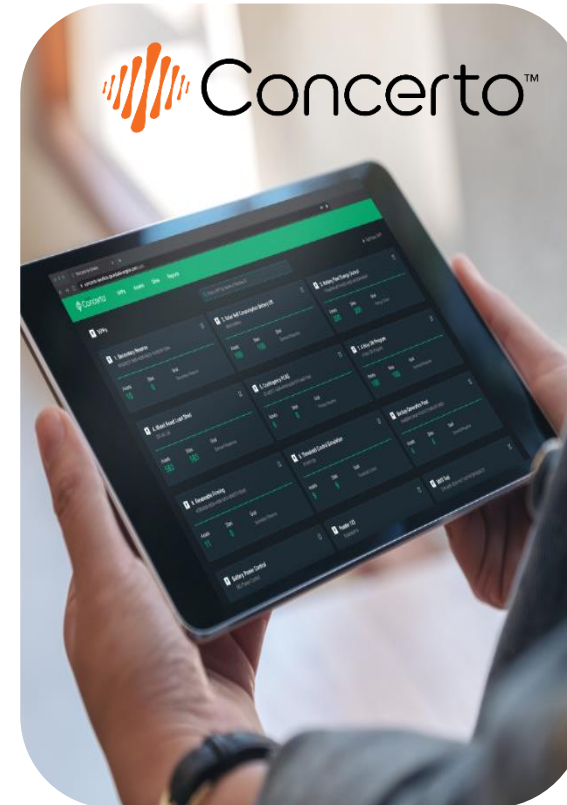
Several million grid
edge assets

INTEGRATED DELIVERY & CUSTOMER SERVICE



Over 10,000
Dealers & Distributors

INDUSTRY-LEADING SOFTWARE TECHNOLOGY



Control millions of end
points in real-time

INTEGRATED SERVICES & SUPPORT



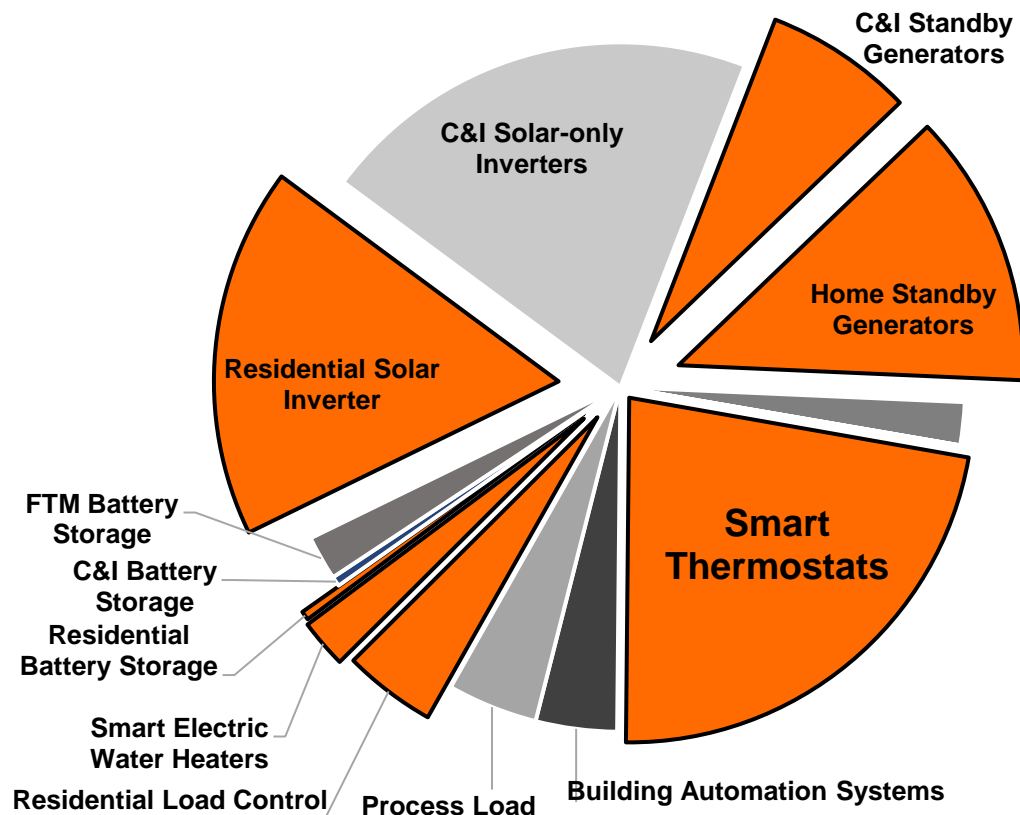
24/7 Operations
and Customer Care

GENERAC GRID SERVICES EXPANDING SERVED MARKET OPPORTUNITY



\$6 Billion Grid Services SAM Opportunity

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



Current Generac Asset Offerings

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



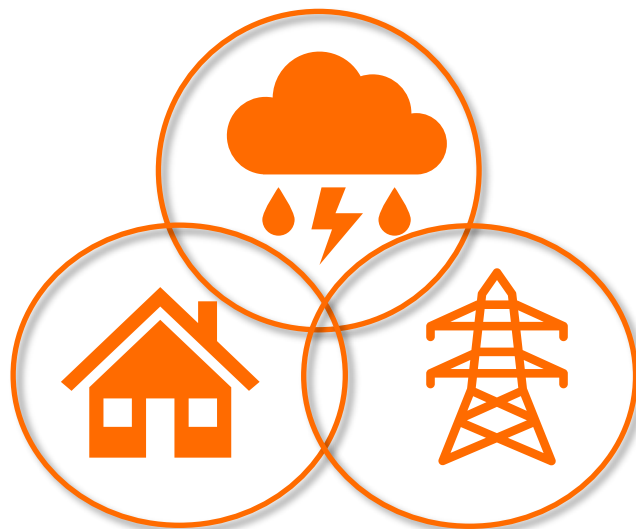
Creating Grid Services Advantage as the Provider of Assets Representing ~65% of SAM

*Company estimate. 2024 Served Addressable Grid Services Market in North America. Includes all grid services (e.g. performance contracts and SaaS) from devices to provide flexibility regardless of: location, market openness, program offerings, Fuel source, front or behind-the-meter location, grid scale or distributed scale, ability to control. Revenue figures assumes an average of \$70/kW-yr per kW (device can have multiple kW)

MASSIVE HSB PENETRATION OPPORTUNITY

Widespread growth potential

- Total US penetration rate estimated at ~5.5% at end of 2021; highest penetrated markets in the U.S. are at 15-20%+ and still growing
- Crossing the consumer tipping point in the category where backup power is no longer a luxury item
- New DER opportunity should drive penetration further



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

INDUSTRY'S BROADEST CLEAN ENERGY PRODUCT OFFERING



Microinverters



AC & DC
Coupled Storage



VPP Enabled



AC & DC Generators



Load Management



HVAC, Water Heater Controllers
& Other Grid Edge Devices



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

INDUSTRIAL SOLUTIONS NEW ENERGY TECHNOLOGY OPPORTUNITIES

GENERAC[®]

Beyond Standby Applications

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



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



Key Generac proprietary fuel system & control technology



Manufactured by Generac to Enchanted Rock's design criteria

SECULAR GROWTH TRENDS IN TELECOM ARE GLOBAL



Growing Global Tower Count



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

Wireless Networks are Critical Infrastructure



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

Site Hardening Still Underway



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

Generac Uniquely Positioned to Capture Opportunity

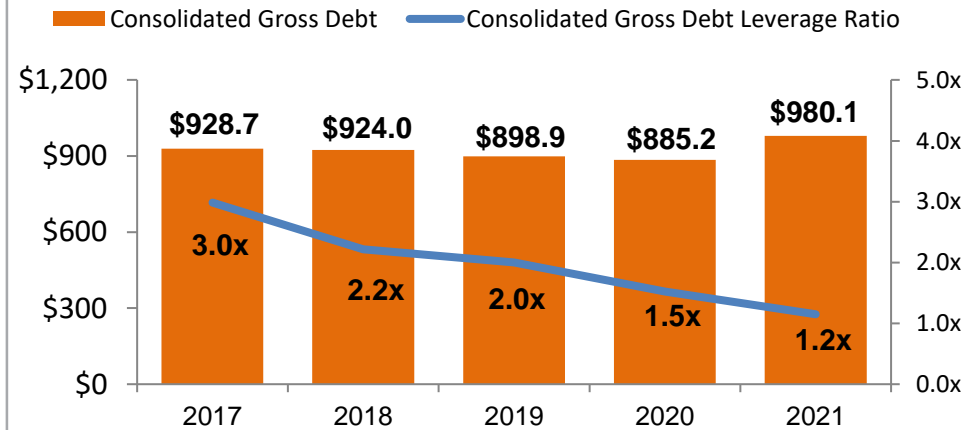
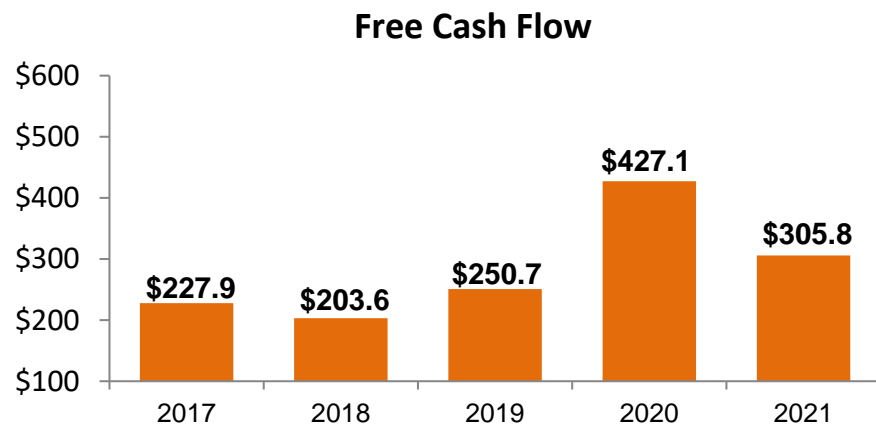
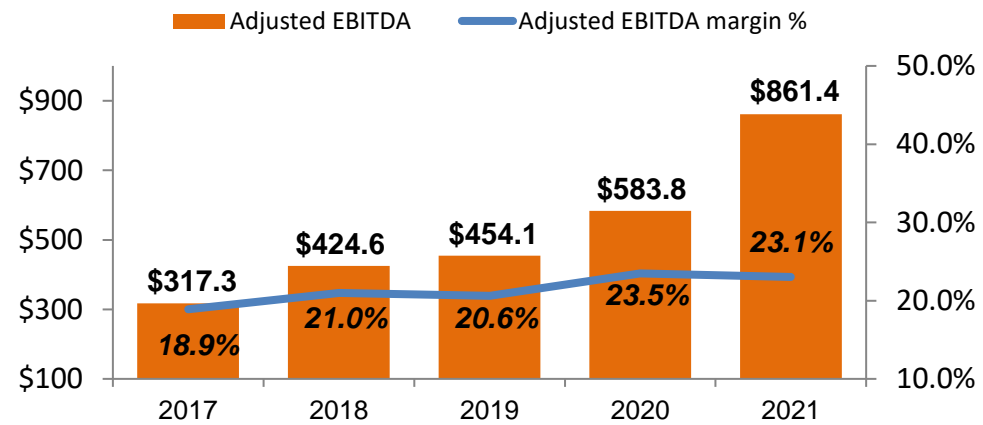
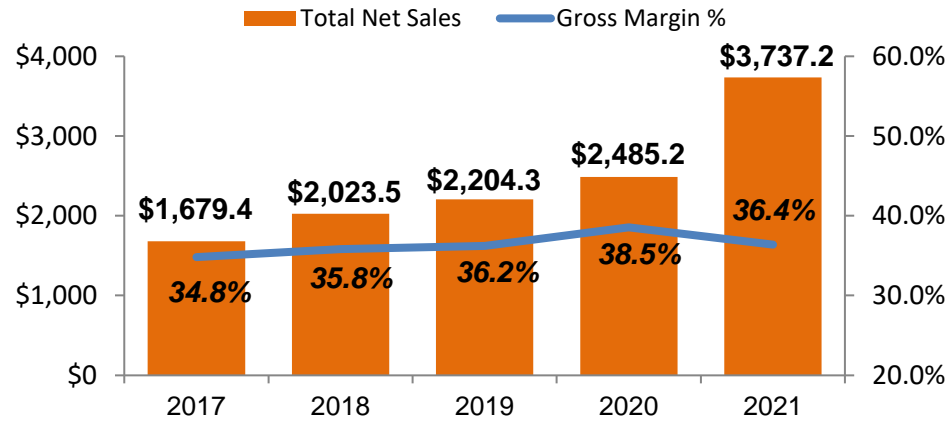


- Global presence and relationships with carriers & tower companies
- ~60% share of US market

FINANCIAL SUMMARY



(\$'S IN MILLIONS)



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

CAPITAL DEPLOYMENT PRIORITIES



1	Organic Growth	<ul style="list-style-type: none"> Asset lite with capex only 2.5% to 3.0% of sales Investment in technology, innovation and R&D capabilities Capacity expansion, global systems, high ROI automation	Asset Lite
2	M&A	<ul style="list-style-type: none"> Robust M&A pipeline Demonstrated ability to execute; 25 deals since 2011 Accelerates "Powering a Smarter World" strategic plan Seek high synergy opportunities with above WACC returns	Accelerate the strategy
3	Pay Down Debt	<ul style="list-style-type: none"> Target 1-2x leverage Term Loan (L +175) matures 2026, ABL matures 2026 \$500mm notional swapped fixed	Maintain Healthy Balance Sheet
4	Return of Capital	<ul style="list-style-type: none"> As future cash flow permits, will evaluate options opportunistically \$124mm remaining on current share repurchase authorization	Opportunistic

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

2022 BUSINESS OUTLOOK

(AS REPORTED ON FEBRUARY 16, 2022)

GENERAC[®]

Consolidated net sales

- Consolidated revenue: increase between 32% to 36%
- Residential products: increase at a low 40% rate
- C&I products: increase at a high-teens rate
- Between 5% to 7% net impact from acquisitions and foreign currency

Adjusted EBITDA margins

- Between 22.0% to 23.0%

GAAP effective tax rate

- Between 24.0% to 25.0%

Free cash flow

- Conversion of adjusted net income to free cash flow between 70% to 80%



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

APPENDIX

GENERAC[®]



SUMMARY OF ACQUISITIONS - SINCE 2016



MAR.
2016

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

Siena, Italy



JAN.
2017

Gaseous-engine control systems and accessories sold to engine OEMs and aftermarket customers

Celle, Germany



JUN.
2018

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

Mexico City, Mexico



FEB.
2019

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

Kolkata, India



MAR.
2019

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

Vancouver, BC



APR.
2019

Leading manufacturer of smart storage solutions and smart batteries

Portland, ME



SEP.
2020

Leading manufacturer of an innovative commercial line of battery powered turf care products

Ross, OH



OCT.
2020

Leading provider of distributed energy optimization and control software for the electrical grid

Denver, CO



JUN.
2021

Designer and manufacturer of advanced controls for a range of energy technology applications

Hunmanby, UK



JUL.
2021

Designer and provider of grid-interactive microinverter and monitoring solutions for the solar market

Los Angeles, CA



SEP.
2021

Leading designer and manufacturer of industrial-grade energy storage systems

Rugby, UK



SEP.
2021

Advanced engineering and product design company focused on developing energy technology solutions

Bend, OR



OCT.
2021

Provider of IoT propane tank monitoring solutions that enable the optimization of propane fuel logistics

Boston, MA



DEC.
2021

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

Toronto, CA

Acquisitions used to accelerate 'Powering a Smarter World' strategy

Revenue synergies

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

Cost synergies

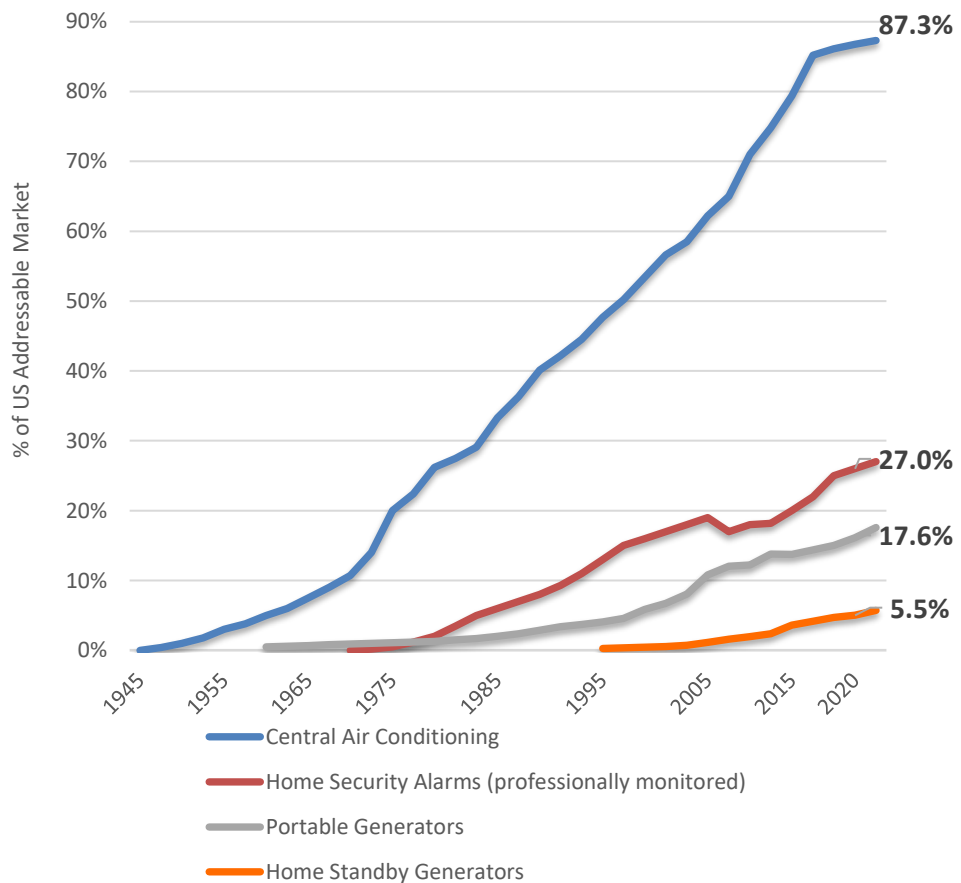
- Strategic global sourcing initiatives
- Innovation and cost-reduction engineering
- Adopt Generac's lean cost culture
- Operational excellence focus

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

HSB: A PENETRATION STORY



North American Penetration Opportunity⁽¹⁾



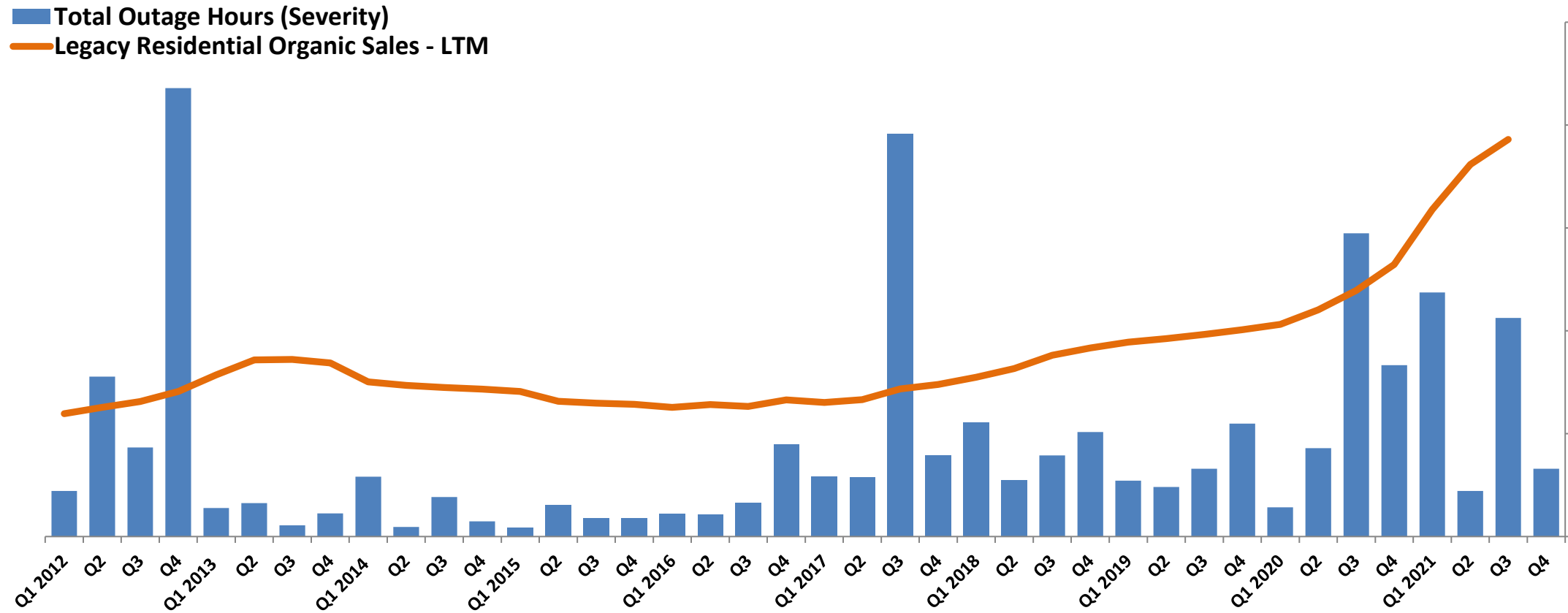
Aging Population Fits Demographic

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

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

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

EXPANDING POWER OUTAGE SEVERITY⁽¹⁾



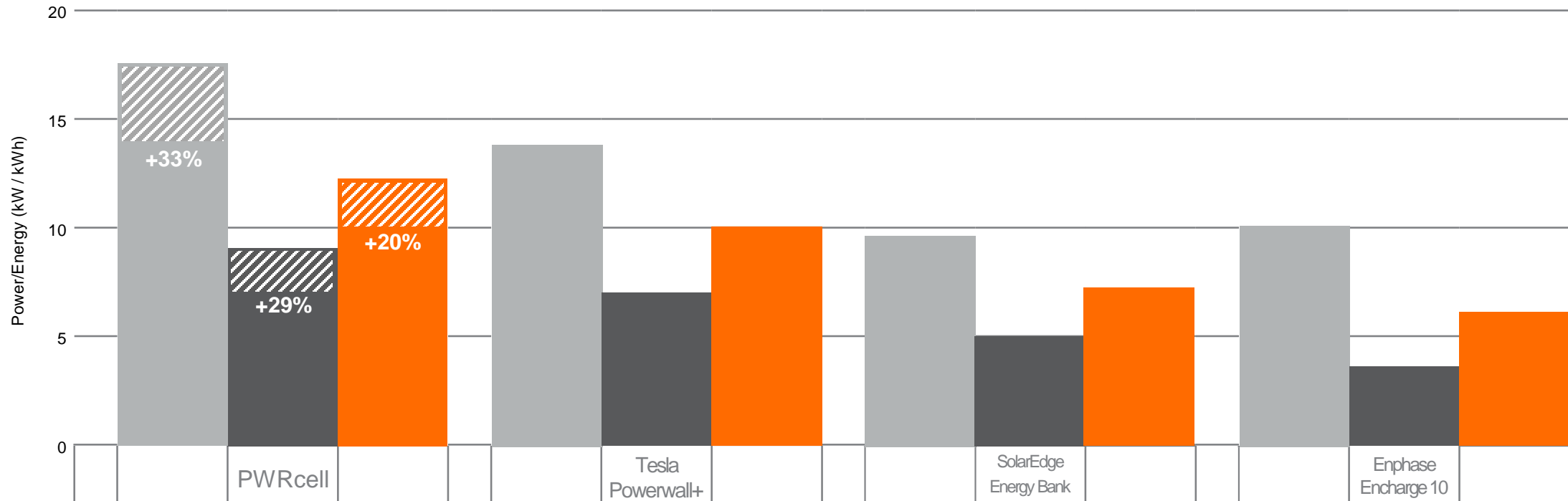
(1) Represents power outage hours for mainland U.S. only

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

PWRCELL® WHOLE HOME POWER COMPARISON



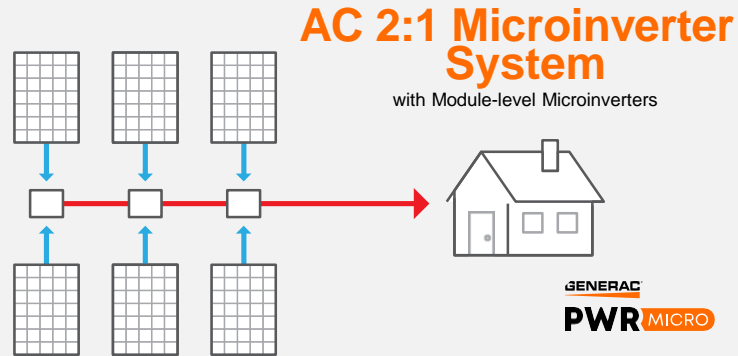
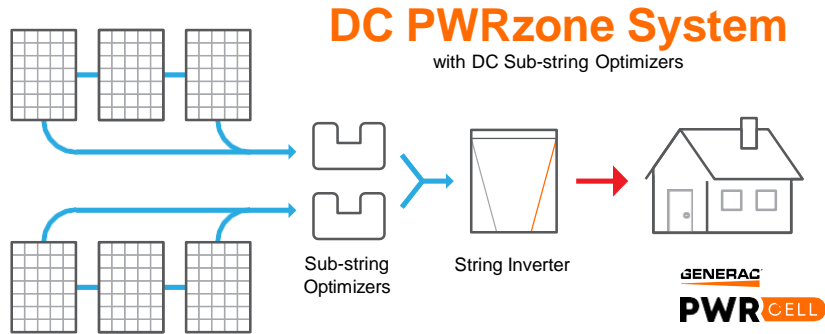
USEABLE ENERGY CONTINUOUS POWER PEAK POWER



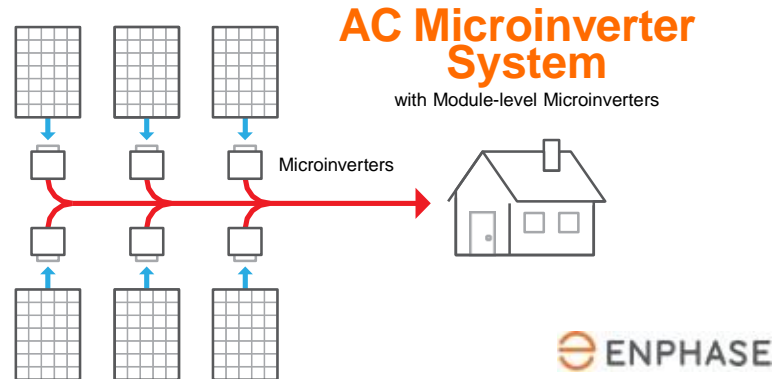
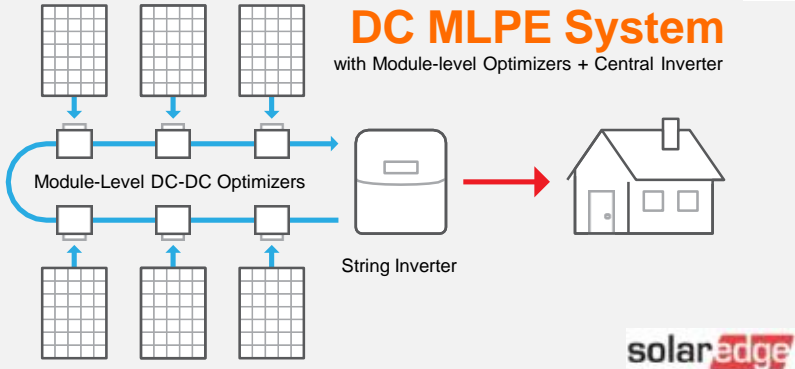
	PWRcell	Tesla	SolarEdge	Enphase
Useable Energy	18kWh	13.5kWh	9.7kWh	10.1kWh
Continuous Power	9kW	7kW	5kW	3.8kW
Peak Power (seconds)	12kW	10kW	7.5kW	5.76kW

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

SOLAR INVERTER COMPARISON FOR RESIDENTIAL APPLICATIONS



— AC Power
— DC Power



Performance Comparison

● Ideal Conditions

☀ FULL SUN

☁ PARTIAL SUN

☀ LOW SUN



Q4 2021 & LTM FINANCIAL OVERVIEW



(\$'S IN MILLIONS)

	Actual Q4 2021 (unaudited)	Y/Y % Change	Actual 2021 (unaudited)	Y/Y % Change
Residential	\$ 705.8	41.5%	\$ 2,456.8	57.8%
Industrial	284.0	43.0%	999.0	42.4%
Other	77.3	21.0%	281.4	24.0%
Net Sales	\$ 1,067.1	40.2%	\$ 3,737.2	50.4%
Gross Profit	\$ 362.5	20.8%	\$ 1,360.1	42.0%
% Margin	34.0%		36.4%	
Adjusted EBITDA	\$ 220.4	12.5%	\$ 861.4	47.6%
% Margin (1)	20.7%		23.1%	
Net Income - GHI (2)	\$ 142.9	14.3%	\$ 550.5	57.0%
Adjusted Net Income - GHI	\$ 161.9	19.3%	\$ 618.9	50.2%
Adjusted EPS - GHI	\$ 2.51	18.3%	\$ 9.63	48.8%
Free Cash Flow	\$ 41.6	(78.2%)	\$ 305.8	(28.4%)
Consolidated Gross Debt			\$ 980.1	
Consolidated Gross Debt Leverage Ratio			1.2	

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

ADJUSTED EBITDA RECONCILIATION



(\$'S IN MILLIONS)

	2017	2018	2019	2020	2021
Net income	\$ 159.6	\$ 241.2	\$ 252.3	\$ 347.2	\$ 556.6
Interest expense	42.7	41.0	41.5	33.0	33.0
Depreciation and amortization	52.0	47.4	60.8	68.8	92.0
Income taxes provision	44.1	69.9	67.3	99.0	135.0
Non-cash write-down and other charges	2.9	3.5	0.2	(0.3)	(3.1)
Non-cash share-based compensation expense	10.2	14.6	16.7	20.9	24.0
Loss on extinguishment of debt	-	1.3	0.9	-	0.8
Transaction costs and credit facility fees	2.1	3.9	2.7	2.2	22.4
Loss on pension settlement, restructuring and other	3.7	1.8	11.6	13.1	0.8
Adjusted EBITDA	\$ 317.3	\$ 424.6	\$ 454.1	\$ 583.8	\$ 861.4
Adjusted EBITDA attributable to noncontrolling interests	(6.1)	(7.8)	(5.0)	(2.4)	(9.4)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$ 311.2	\$ 416.8	\$ 449.2	\$ 581.4	\$ 852.1

ADJUSTED EBITDA RECONCILIATION



(\$'S IN MILLIONS)

Net income to Adjusted EBITDA reconciliation	Three months ended December 31,		Year Ended December 31,	
	2021 (unaudited)	2020 (unaudited)	2021 (unaudited)	2020 (unaudited)
Net income attributable to Generac Holdings, Inc.	\$ 142,895	\$ 125,001	\$ 550,494	\$ 350,576
Net income attributable to noncontrolling interests	3,067	(21)	6,075	(3,358)
Net income	145,962	124,980	556,569	347,218
Interest expense	9,529	7,910	32,953	32,991
Depreciation and amortization	29,359	18,686	92,041	68,773
Income taxes provision	20,616	39,006	134,957	98,973
Non-cash write-down and other charges	(3,708)	(2,195)	(3,070)	(327)
Non-cash share-based compensation expense	5,750	6,555	23,954	20,882
Loss on extinguishment of debt	-	-	831	-
Transaction costs and credit facility fees	12,886	991	22,357	2,151
Loss on pension settlement, restructuring and other	(39)	(102)	833	13,112
Adjusted EBITDA	220,355	195,831	861,425	583,773
Adjusted EBITDA attributable to noncontrolling interests	(2,897)	(1,408)	(9,351)	(2,358)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$ 217,458	\$ 194,423	\$ 852,074	\$ 581,415

ADJUSTED NET INCOME AND FREE CASH FLOW RECONCILIATIONS



(\$'S IN MILLIONS)

Net income to Adjusted net income reconciliation

	Three months ended December 31,		Year Ended December 31,	
	2021 (unaudited)	2020 (unaudited)	2021 (unaudited)	2020 (unaudited)
Net income attributable to Generac Holdings. Inc.	\$ 142,895	\$ 125,001	\$ 550,494	\$ 350,576
Net income attributable to noncontrolling interests	3,067	(21)	6,075	(3,358)
Net income	145,962	124,980	556,569	347,218
Provision for income taxes	20,616	39,006	134,957	98,973
Income before provision for income taxes	166,578	163,986	691,526	446,191
Amortization of intangible assets	17,649	8,940	49,886	32,280
Amortization of deferred financing costs and OID	648	658	2,589	2,598
Loss on extinguishment of debt	-	-	831	-
Transaction costs and credit facility fees	8,525	(1,940)	19,655	(1,328)
Loss on pension settlement, restructuring and other	(518)	(345)	(4,350)	12,158
Adjusted net income before provision for income taxes	192,882	171,299	760,137	491,899
Cash income tax expense	(29,667)	(34,881)	(136,231)	(79,723)
Adjusted net income	\$ 163,215	\$ 136,418	\$ 623,906	\$ 412,176
Adjusted net income attributable to noncontrolling interests	(1,355)	(693)	(4,971)	32
Adjusted net income attributable to Generac Holdings. Inc.	\$ 161,860	\$ 135,725	\$ 618,935	\$ 412,208

Free Cash Flow Reconciliation

Net cash provided by operating activities	\$ 61,752	\$ 218,223	\$ 411,156	\$ 486,533
Proceeds from beneficial interests in securitization transactions	2,369	653	4,609	\$ 2,651
Expenditures for property and equipment	(22,536)	(28,188)	(109,992)	(62,128)
Free cash flow	\$ 41,585	\$ 190,688	\$ 305,773	\$ 427,056