INVESTOR PRESENTATION May 2023

OUR PURPOSE:

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



INVESTOR RELATIONS

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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. Forwardlooking 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 forwardlooking 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;

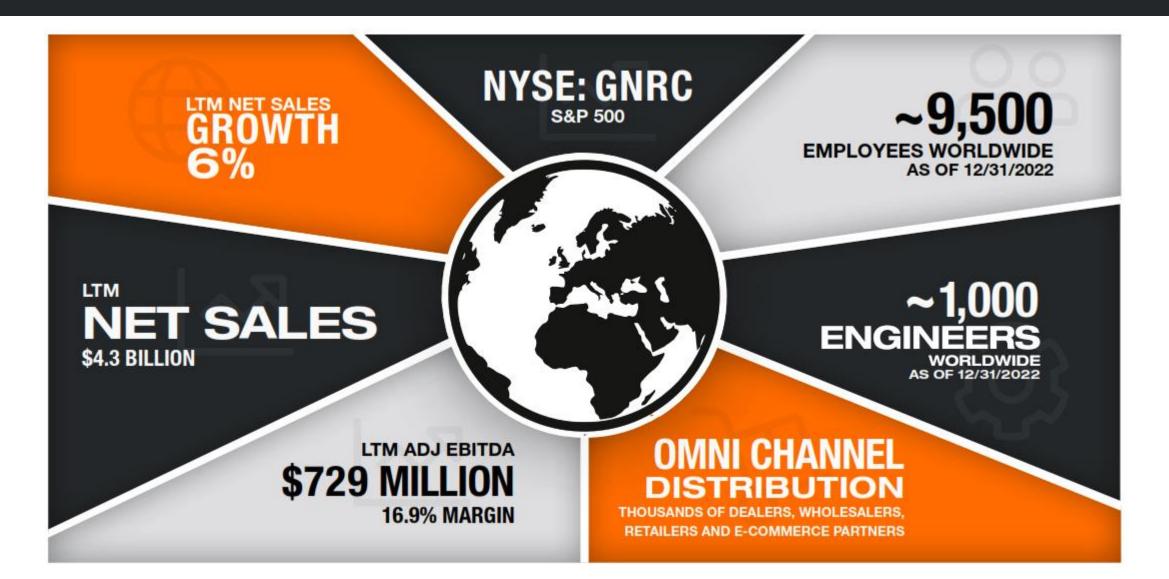
- changes in laws and regulations regarding environmental, health and safety, product compliance, or international trade that affect our products, operations, or customer demand;
- significant legal proceedings, claims, lawsuits or government investigations; and
- changes in durable goods spending by 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.

GENERAC **AT A GLANCE**





ABOUT GENERAC



Residential

Home Standby, Clean Energy, Portables, Chore Products







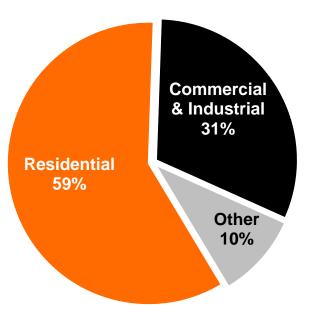






LTM Net Sales

Domestic 84% | International 16%



Other

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

Concerto[®] Mobile Link

eco

Commercial & Industrial

Stationary Gens, Telecom, Mobile & Storage





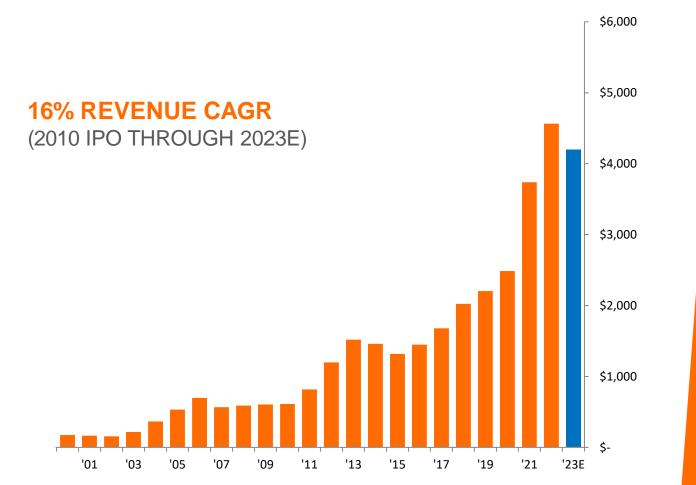








TRACK RECORD OF GROWTH



Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Figures include results from acquisitions completed during 2011–present. CAGR measures revenue growth through 2023E off 2010 base. 2023E figure assumes midpoint of guidance given on May 3, 2023.

STRATEGIC GROWTH THEMES

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

MEGA-TRENDS REVIEW



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

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



Impact of Climate Change

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



Legacy infrastructure needs major investment cycle

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

Telecommunications infrastructure shifting to next generation

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

Home as a Sanctuary

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









Natural Gas as an important transition fuel of the future

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



GROWING ELECTRICITY SUPPLY/DEMAND IMBALANCE



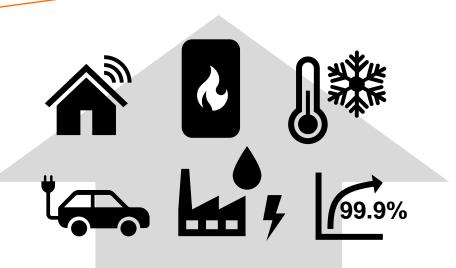


Supply Reliability Deteriorating

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

Demand Rapidly Increasing

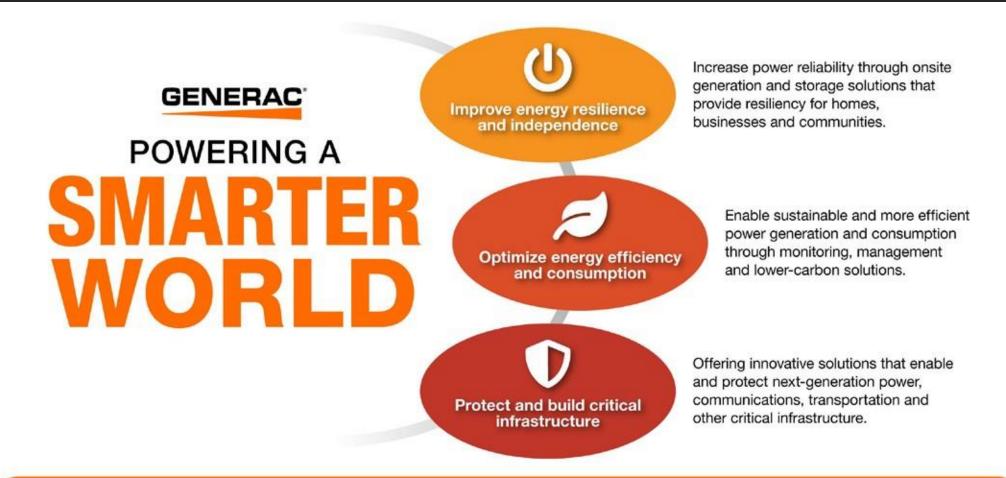
- · Electrification of everything dramatic increase in electricity demand
- Transportation EV adoption & charging
- Homes & businesses electrification of HVAC, water heating, appliances
- Home as a Sanctuary Higher 9s of reliability
- Overall higher sensitivity to power outages



25% of Americans are at high risk of resource adequacy shortfalls during normal seasonal peak conditions in the 2023-2027 period¹ 1. 2022 NERC Long Term Reliability Assessment Report

ENTERPRISE STRATEGY

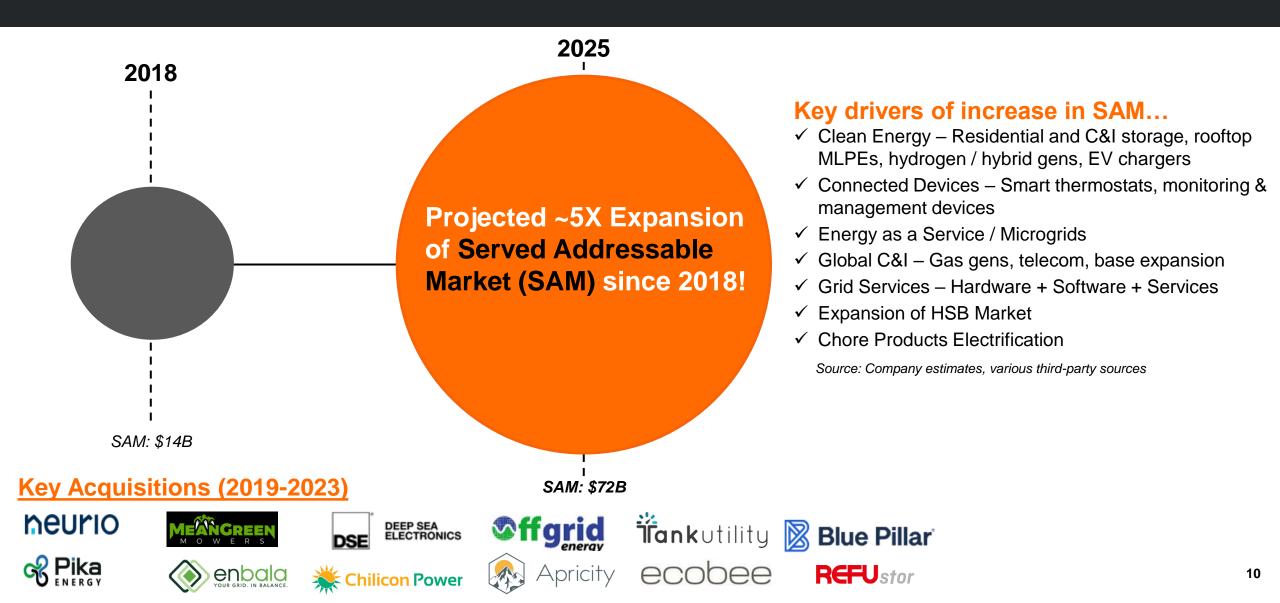




OUR PEOPLE • CUSTOMER EXPERIENCE • CONTINUOUS IMPROVEMENT • TECHNOLOGY LEADERSHIP

STRATEGY EVOLUTION UNLOCKS MASSIVE & GROWING SAM





BUILDING ENERGY ECOSYSTEMS AGGREGATING DERS TO SUPPORT NEXT-GEN GRID







MASSIVE HSB PENETRATION OPPORTUNITY

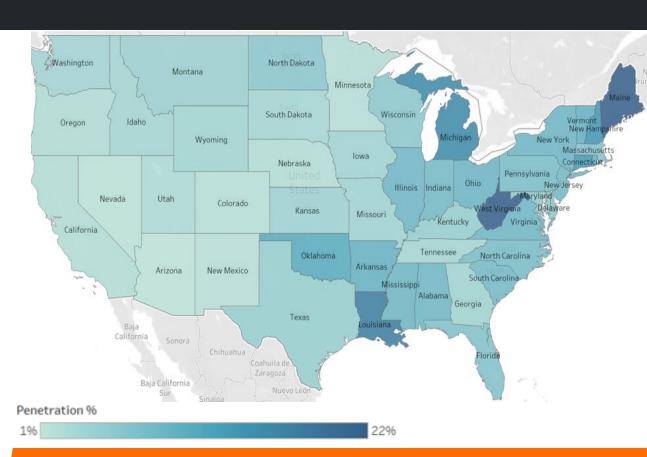
Widespread growth potential

- Total US penetration rate estimated at ~5.75% as of 2022
- Highest penetrated markets in the U.S. are at 15-20%+ and still growing

Three powerful mega-trends underpin future growth:

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



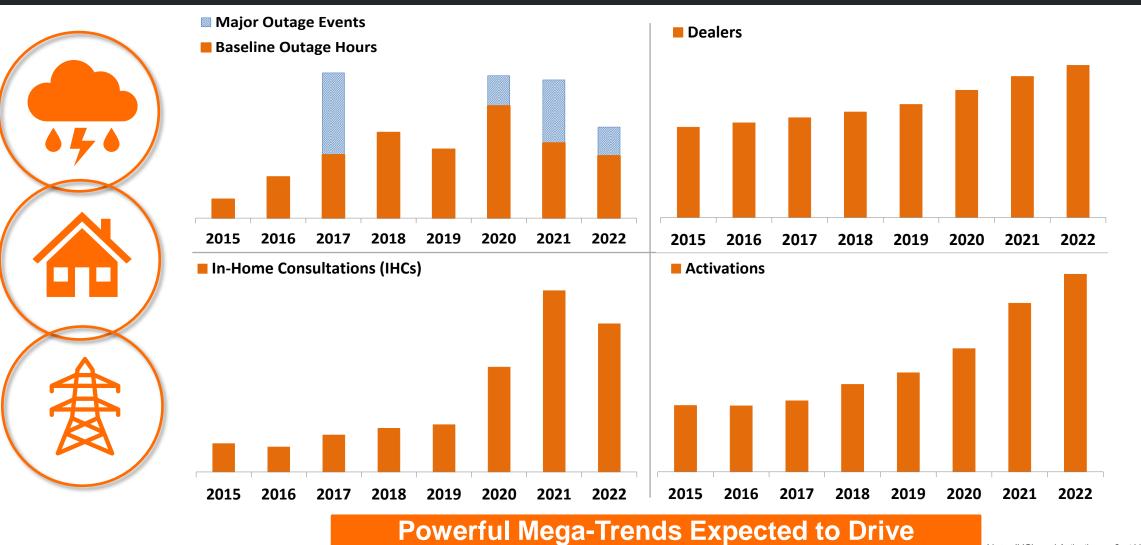


Three largest markets (CA, TX, & FL) combined represent ~25% of addressable HHs, and are significantly underpenetrated at ~3.5%



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





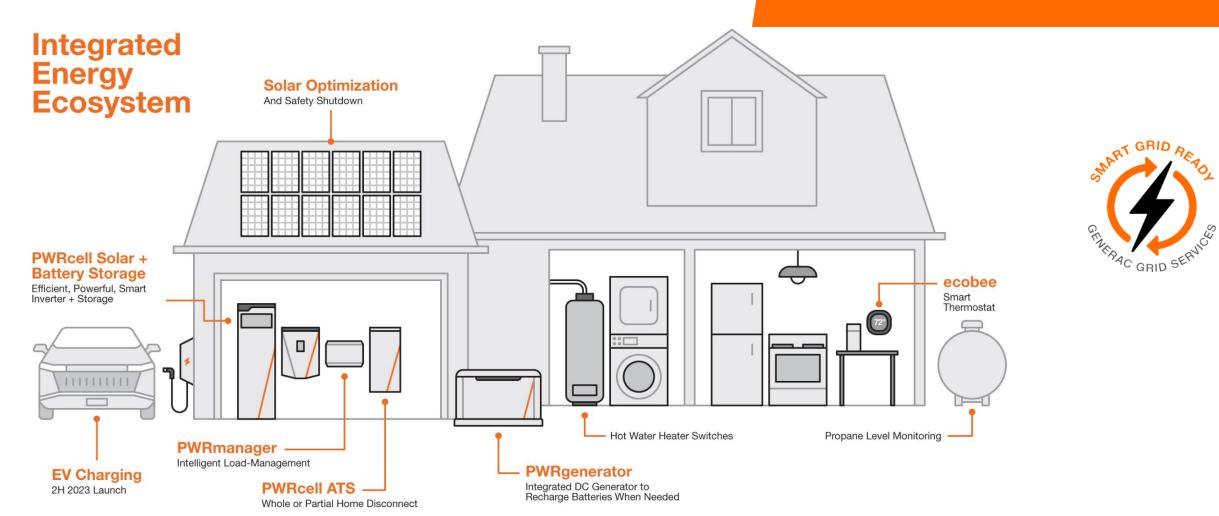
"Next Step" of Growth for HSB Category

Note: IHC's and Activations reflect U.S. and Canadian markets

BROAD RESIDENTIAL CLEAN ENERGY PRODUCT OFFERING



\$10+ BILLION DOMESTIC SAM BY 2025



COMMERCIAL & INDUSTRIAL GLOBAL ENERGY TECHNOLOGY OPPORTUNITIES



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







\$5+ BILLION GLOBAL SAM BY 2025



Manufactured by Generac to Enchanted Rock's design criteria

GENERAC GRID SERVICES DIFFERENTIATED HARDWARE + SOFTWARE + SERVICES OFFERING





2022 Contract Win Examples





GENTAR



2022 Generac Grid Services Key Metrics

- 10 GWh of capacity delivered in periods of peak demand
- 2.5 million individual DER dispatches
- ~36,500 events from 18 utilities and 3 wholesale markets
- ~8,000 hours of DER dispatch from 20,500 devices

Global footprint with projects in NAM, EMEA, & APAC



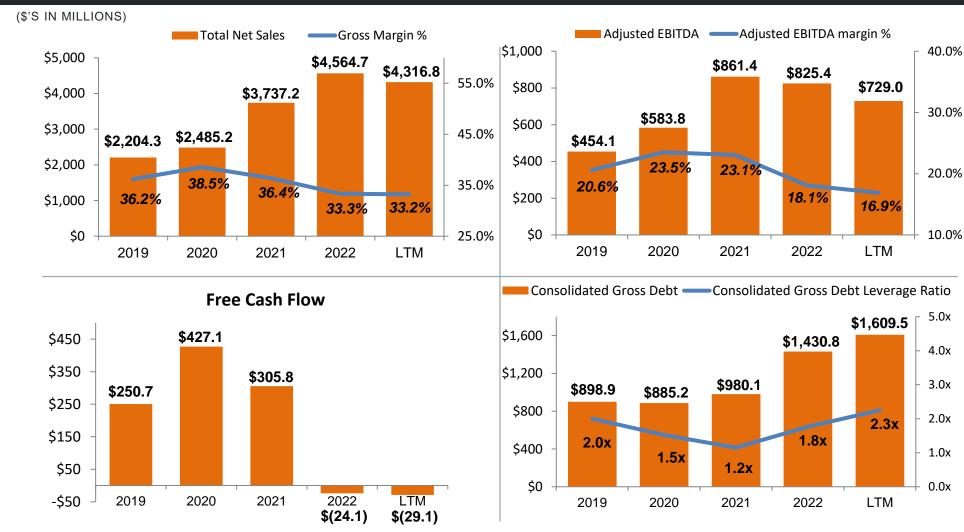


Current Generac Asset Offerings

Residential Rooftop MLPE Home Standby Generators **C&I** Standby Generators Residential and C&I Load Control Smart Electric Water Heaters **Residential Battery Storage** Smart Thermostats

FINANCIAL SUMMARY





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

CAPITAL DEPLOYMENT PRIORITIES



1	Organic Growth	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	Robust M&A pipeline Demonstrated ability to execute; 28 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	Target 1-2x leverage Term Loan B (S +175) matures 2026 Term Loan A and revolver (S +125-175) matures 2027 \$500M notional swapped fixed	Maintain Healthy Balance Sheet
4	Return of Capital	As future cash flow permits, will evaluate options opportunistically \$278mm remaining on current share repurchase authorization	Opportunistic

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

2023 BUSINESS OUTLOOK



(AS REPORTED ON MAY 3, 2023)

Consolidated net sales

- Consolidated revenue: decrease between 6% to 10%
- Residential products: decrease at a high-teens rate
- C&I products: increase at mid-to-high single-digit rate
- 1-2% net impact from acquisitions and foreign currency

Adjusted EBITDA margins

• Between 17.0% to 18.0%

GAAP effective tax rate

• Approximately 25.0%

Free cash flow

• Conversion of adjusted net income to free cash flow well over 100%



Expect to Utilize Free Cash Flow Generation to Increase Shareholder Value 19

APPENDIX





SUMMARY OF **ACQUISITIONS - SINCE 2017**

JAN

2017

2019

2019



MOTORTEC

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

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

Kolkata, India MAR.

neurio

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

Vancouver, BC

	APR.
ENERGY	2019

Leading manufacturer of smart storage solutions and smart batteries

GREEN

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

Ross. OH

SEP.

2020



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

Denver, CO



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

Hunmanby, UK



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

Los Angeles, CA



Leading designer and manufacturer of industrialgrade energy storage systems



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

Bend, OR OCT. **Íľank**utility 2021

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

Boston, MA

DEC.

2021

SEP.

2021

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

Toronto, CA

OCT.

2022

FEB.

2023

Blue Pillar

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

Indianapolis, IN



Developer and supplier of battery storage hardware products, advanced software, and platform services for the commercial and industrial market

Pfullingen, Germany

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

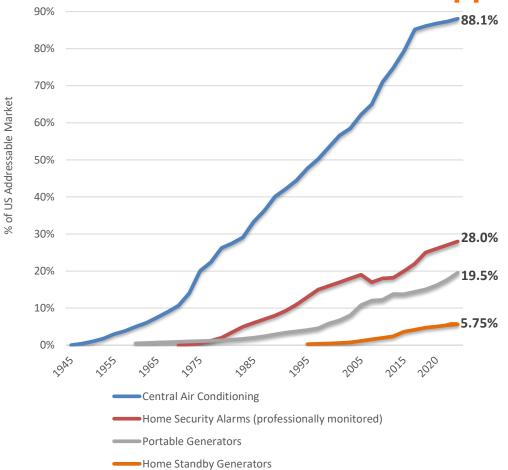
- Strategic global sourcing initiatives
- Innovation and cost-reduction • engineering
- Adopt Generac's lean cost culture ٠
- Operational excellence focus

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

HSB: A PENETRATION STORY



North American Penetration Opportunity⁽¹⁾



Aging Population Fits Demographic

- ~65% of buyers age 60 and older
- ~Median home value of approximately \$525k
- ~80-85% retro-fit application
- ~\$145K median household income
- Between 6-8% replacement units

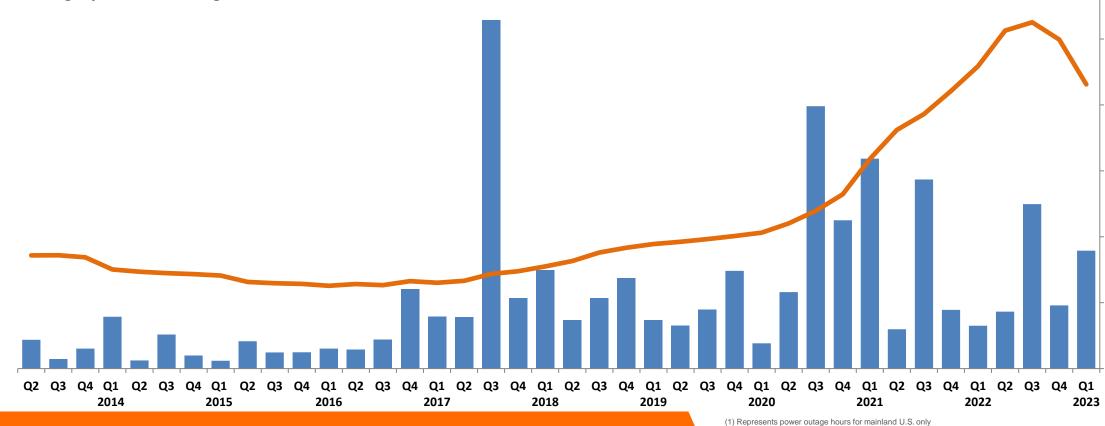
Every 1% of increased penetration equals ~\$3 billion of market opportunity

(1) Source: Company estimates; based on addressable market for HSB generators consisting of all single-family detached, owner-occupied homes valued > \$150K; 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.

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EXPANDING POWER OUTAGE **SEVERITY**⁽¹⁾

Total Outage Hours (Severity) Legacy Residential Organic Sales - LTM



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



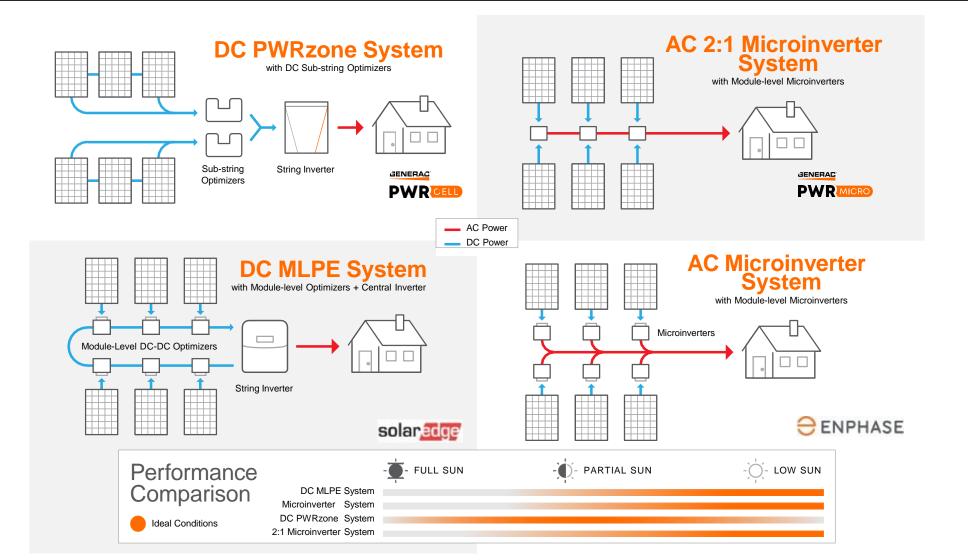
PWRCELL® BATTERY POWER COMPARISON





SOLAR INVERTER COMPARISON FOR RESIDENTIAL APPLICATIONS





SECULAR GROWTH TRENDS IN TELECOM ARE GLOBAL



Growing Global Tower Count



- 2026E global tower count of ~5.3M; +30% over 5 years
- US tower count +30% over last 2 years to 416,000

Wireless Networks are Critical Infrastructure



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

Network Hardening Still Underway



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

Generac Uniquely Positioned to Capture Opportunity



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

Q1 2023 & LTM FINANCIAL OVERVIEW



(\$'S IN MILLIONS)

		Actual 1 2023	023 Change LTM		LTM	Y/Y % Change naudited)		
					•			
Residential	\$	418.9	(46.1%)	\$	2,553.8	(5.1%)		
Commercial & Industrial		363.0	30.2%		1,345.0	25.1%		
Other		106.1	32.3%		418.0	39.9%		
Net Sales	\$	887.9	(21.8%)	\$	4,316.8	6.2%		
Gross Profit	\$	272.5	(24.5%)	\$	1,433.7	2.5%		
% Margin		30.7%			33.2%			
Adjusted EBITDA	\$	100.1	(49.0%)	\$	729.0	(13.6%)		
% Margin (1)		11.3%			16.9%			
Net Income - GHI	\$	12.4	(89.1%)	\$	298.1	(42.2%)		
Adjusted Net Income - GHI	\$	39.4	(69.2%)	\$	450.1	(24.3%)		
Adjusted EPS - GHI	\$	0.63	(68.0%)	\$	7.07	(23.4%)		
Free Cash Flow	\$	(41.7)	13.5%	\$	(29.1)	(120.3%)		
Consolidated Gross Debt Consolidated Gross Debt Leverage R	atio			\$	1,609.5 2.3			

ADJUSTED EBITDA RECONCILIATION

(\$'S IN MILLIONS)

	2019	2020	2021	2022	LTM
Net income	\$ 252.3	\$ 347.2	\$ 556.6	\$ 408.9	\$ 306.1
Interest expense	41.5	33.0	33.0	54.8	68.3
Depreciation and amortization	60.8	68.8	92.0	156.1	157.6
Income taxes provision	67.3	99.0	135.0	99.6	78.8
Non-cash write-down and other charges	0.2	(0.3)	(3.1)	(2.1)	2.5
Non-cash share-based compensation expense	16.7	20.9	24.0	29.5	31.0
Loss on extinguishment of debt	0.9	-	0.8	3.7	3.7
Transaction costs and credit facility fees	2.7	2.2	22.4	5.0	5.1
Business optimization, provision for regulatory and clean energy product charges, and other	11.6	13.1	0.8	69.8	75.8
Adjusted EBITDA	\$ 454.1	\$ 583.8	\$ 861.4	\$ 825.4	\$ 729.0
Adjusted EBITDA attributable to noncontrolling interests	(5.0)	(2.4)	(9.4)	(15.1)	(14.8)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$ 449.2	\$ 581.4	\$ 852.1	\$ 810.3	\$ 714.2



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ADJUSTED	EBITDA
RECONCILI	ATION

(\$'S IN MILLIONS)

	Three mo				
Net income to Adjusted EBITDA reconciliation	Mar	ch 31,	LTM Ended March 31,		
	2023	2022	2023	2022	
	(unaudited)		(unau	dited)	
Net income attributable to Generac Holdings. Inc.	\$ 12,430	\$ 113,858	\$ 298,074	\$ 515,359	
Net income attributable to noncontrolling interests	1,731	3,038	8,061	8,161	
Net income	14,161	116,896	306,135	523,520	
Interest expense	22,995	9,554	68,267	34,784	
Depreciation and amortization	39,951	38,461	157,631	112,265	
Income taxes provision	7,849	28,608	78,837	128,197	
Non-cash write-down and other charges	(3,160)	(7,792)	2,541	(6,994)	
Non-cash share-based compensation expense	10,334	8,827	30,988	27,333	
Loss on extinguishment of debt	-	-	3,743	831	
Transaction costs and credit facility fees	1,091	989	5,128	22,432	
Business optimization, provision for regulatory clean energy product charges, and other	6,854	870	75,759	1,280	
Adjusted EBITDA	100,075	196,413	729,029	843,648	
Adjusted EBITDA attributable to noncontrolling interests	(3,133)	(3,425)	(14,796)	(10,584)	
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$ 96,941	\$ 192,988	\$ 714,233	\$ 833,064	



ADJUSTED NET INCOME AND FREE CASH FLOW RECONCILIATIONS



(\$'S IN MILLIONS)									
Net income to Adjusted net income reconciliation		Three months ended							
	March 31,					LTM Ended March 31,			
		2023		2022		2023		2022	
		(unau	udited)			(unau	udited))	
Net income attributable to Generac Holdings. Inc.	\$	12,430	\$	113,858	\$	298,074	\$	515,359	
Net income attributable to noncontrolling interests		1,731		3,038		8,061		8,161	
Net income		14,161		116,896		306,135		523,520	
Provision for income taxes ⁽¹⁾		-		-		-		99,589	
Income before provision for income taxes		14,161		116,896		306,135		623,109	
Amortization of intangible assets		25,823		26,054		103,089		66,961	
Amortization of deferred financing costs and OID		954		637		3,551		2,580	
Loss on extinguishment of debt		-		-		3,743		831	
Transaction costs and credit facility fees		718		(5,756)		10,062		13,210	
Tax effect of add backs		(7,131)		(9,256)		(41,513)		(9,256)	
Business optimization, provision for regulatory charges, and other		6,781		930		75,258		412	
Cash income tax expense ⁽¹⁾		-		-		-		(98,363)	
Adjusted net income	\$	41,306	\$	129,505	\$	460,325	\$	599,484	
Adjusted net income attributable to noncontrolling interests		(1,861)		(1,355)		(10,181)		(5,103)	
Adjusted net income attributable to Generac Holdings. Inc.	\$	39,445	\$	128,150	\$	450,144	\$	594,381	
Free Cash Flow Reconciliation									
Net cash provided by operating activities	\$	(18,559)	\$	(10,142)	\$	50,099	\$	248,471	
Proceeds from beneficial interests in securitization transactions		795		1,573		2,788	\$	5,470	
Expenditures for property and equipment		(23,977)		(28,200)		(81,965)		(110,723)	
Free cash flow	\$	(41,741)	\$	(36,769)	\$	(29,078)	\$	143,218	

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