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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.

Forward-looking statements give Generac's current expectations and projections relating to the Company's financial condition, results of operations, plans, objectives, future performance and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "forecast," "project," "plan," "intend," "believe," "confident," "may," "should," "can have," "likely," "future," "optimistic" and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

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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 Generac products; availability, cost and quality of raw materials and key components used in producing Generac products; the impact on our results of possible fluctuations in interest rates, foreign currency exchange rates, commodities, product mix and regulatory tariffs; 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; difficulties Generac may encounter as its business expands globally or enters new markets; Generac's dependence on its distribution network; Generac's ability to invest in, develop or adapt to changing technologies and manufacturing techniques; loss of key management and employees; increase in product and other liability claims or recalls; and changes in environmental, health and safety laws and regulations.

Should one or more of these risks or uncertainties materialize, Generac's actual results may vary in material respects from those projected in any forward-looking statements. A detailed discussion of these and other factors that may affect future results is contained in Generac's filings with the Securities and Exchange Commission ("SEC"), particularly in the Risk Factors section of our 2018 Annual Report on Form 10K and in its periodic reports on Form 10Q. Stockholders, potential investors and other readers should consider these factors carefully in evaluating the forward-looking statements. Any forward-looking statement made by Generac in this presentation speaks only as of the date on which it is made. Generac undertakes no obligation to update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.





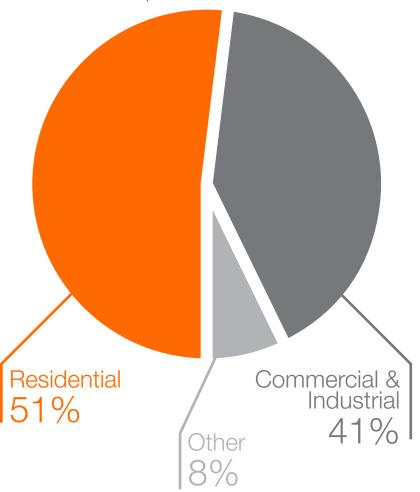
About Generac

Leading designer and manufacturer of a wide range of power generation equipment and other powered products

Variety of end market applications including residential, telecom, data center, healthcare, construction and oil and gas among others

Largest provider of natural gas generator solutions in North America with growing global market opportunity





Global manufacturing, distribution, fulfillment and commercial footprint with facilities located in the U.S., Latin America, Europe and Asia.

Omni-channel distribution network through independent dealers, distributors, retailers, wholesalers, rental companies, and also sold direct to end users

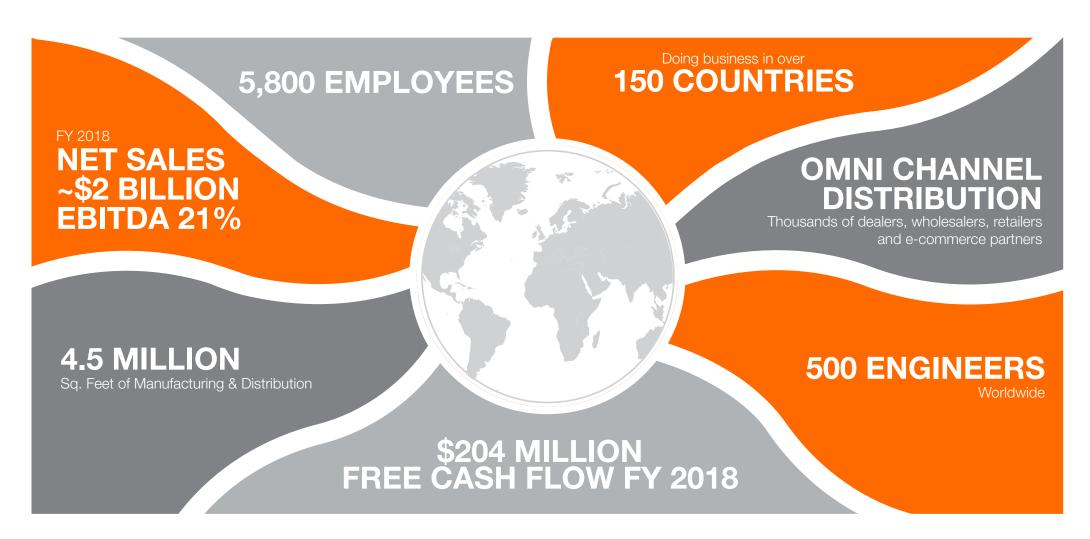
Fourteen acquisitions completed since 2011, including recent strategic acquisitions of Neurio, Pika and Captiva





Generac By The Numbers





Track Record \$2,000 of Growth \$1.500 10% Organic CAGR since IPO in 2010 \$1,000 \$500 '04 '06 '08 '12 '14 '16 '18 '19E '02 '10

Note: \$ amounts in millions. Represents gross sales excluding freight revenue. Excludes "Portable Product" sales prior to the division's divestiture in 1998. Figures include results from acquisitions completed during 2011 – present; see slide titled "Summary of Acquisitions" for further details.

Investment Highlights

Building a diversified global tier 1 power equipment company

Generac strategy targeted to capitalize on numerous secular growth opportunities

Market leader with significant competitive advantages

Extensive global distribution channels with strong market share

Global transition to natural gas as energy source of the future; Generac well positioned to capitalize

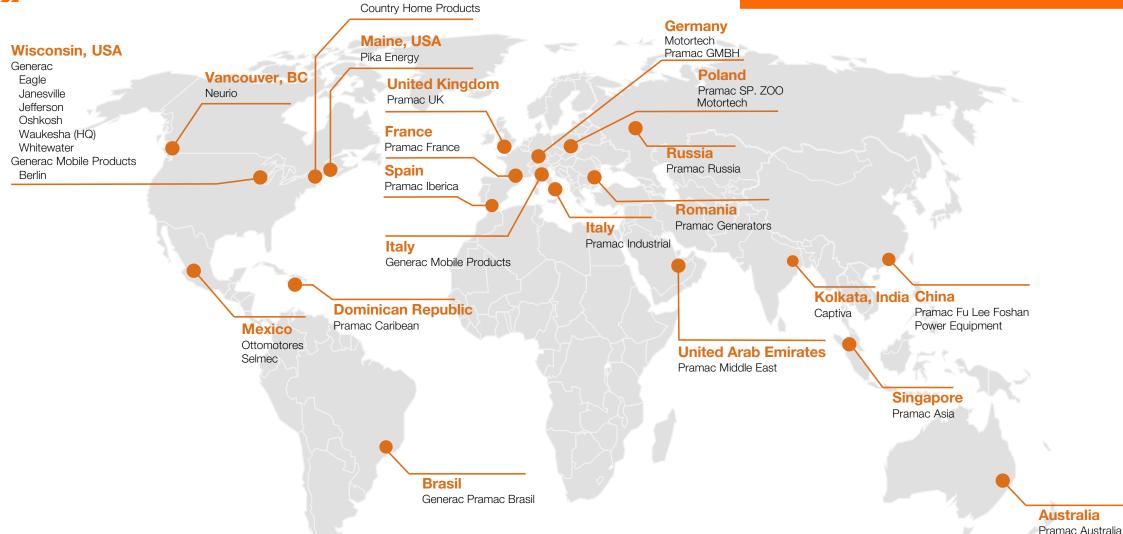
Increased served market 5x since IPO

Leading technology and innovation in the marketplace

Strong balance sheet, free cash flow and FCF conversion

Generac Worldwide Locations Vermont, USA

Vertically Integrated Manufacturing Capacity Serving a Globally Diverse Commercial Footprint





Power **Platforms**









Consumer Power Products

Air-cooled Home Standby Generators

Liquid-cooled Home Standby Generators

Portable & Inverter Generators

Prime and emergency backup for:

- Residential
- Light Commercial

Construction

Recreation



Outdoor Chore Products

Pressure washers

Water pumps

Field & brush mowers

Trimmer mowers

Chippers & shredders

Log splitters

Lawn & leaf vacuums

Stump grinders

Wide variety of property maintenance applications for:

- Residential
- Larger-acreage properties
- Light commercial
- Municipal
- Farm

C&I Stationary Products







Larger kW & **Container Gensets**

Industrial Stationary Generators

Commercial Stationary Generators

Complete lines of diesel & natural gas generators

Prime and emergency backup for:

- Healthcare
- Telecom/Data Centers
- Municipal
- Manufacturing
- Distribution
- Hospitality
- Restaurants
- Retail









Mobile Power Products

Light Towers

Mobile Generators

Heaters & Pumps

Support equipment for:

- Construction
- Oil and Gas
- Mining
- Special Events
- Road Development
- General Rental needs







Growth Drivers





Consumer Power Products

Key drivers: Aging and under-invested grid, favorable demographics, heightened power outages

Low penetration of emerging HSB category: ~4.5% of addressable households within the U.S.

Market leader: Leading share of domestic HSB market; With significant competitive advantages high-20% share of portable generator market

Key strategic initiatives: Further improve lead generation, close rates and reduce total system cost

Connectivity: Driving deeper engagement with customers and distribution partners



C&I Stationary Products

Natural gas generators: Gaining share vs. diesel

Market share gains: Larger-kW product offering, distribution

optimization, sales process excellence

International Expansion: Acquisitions accelerate expansion

into other regions of the world

New Market Opportunities: Expansion of gaseous-fueled products into prime, continuous and CHP applications **Low penetration:** Within the light commercial/retail market

Telecom: Growing importance of backup power for critical

telecommunications infrastructure



Outdoor Chore Products

Housing drives market growth: Need for outdoor power equipment grows alongside housing starts

Trend toward pro market: Capitalize on growing trend in lawn and garden industry of "do it for me" with products for the pro market **Leverage current D2C customer base:** Introducing new

products to capture more share of wallet

Expand distribution: Products for outdoor power equipment dealers and other B2B partners

Supply Chain and Operational Synergies: Leverage air-cooled engine volumes and consolidated manufacturing footprint to improve cost position.



Mobile Power Products

Secular shift toward renting: Mobile products platform benefiting from shift toward renting in lieu of buying **Diversification into new products:** Entry into adjacent "engine-powered" rental equipment categories, both

rengine-powered rental equipment categories, boorganically and through acquisitions

Long-term increased infrastructure spending: Macro opportunity of increased spending stimulus to improve aging domestic infrastructure

Long-term domestic energy production: Multi-decade upcycle for mobile support equipment that is essential to oil & gas drilling and production sites



Global Distribution Channels

Residential and C&I Dealer Network

- International network of over 6,000 dealers
- Installation and after sale service support
- Work with professional engineering firms to develop customized solutions
- Over 5,000 technicians trained every year
- Support for global large account sales

Significant Omni-Channel Distribution

Other Key Channels













Mass Retailers

MENARDS

Walmart

SUNNINGS

CANADIAN TIRE

Electrical Wholesalers

amazon



REXEL

Electrical & Datacom Products



Honeywell

Licensing Partners





Catalog and E-Commerce











Direct to Global Accounts

Direct to Consumer



Introducing Generac Clean Energy Solutions





Rapidly Developing Market Opportunity



Desire to reduce green house gases. Aggressive emission reduction targets being put in place.

Solar and battery prices down approximately 60% since 2012 and projected to continue.

Universal desire to save money. Utility bills rising annually. More consumers want to take control and reduce their bills. Preference to use renewable energy solutions.

Increased power outages. Energy Storage Systems (ESS) add grid resiliency.

Environmental culture combined with growing energy costs drive global demand.



Expecting 104% CAGR from 2017 to 2023 results in a significant opportunity



Generac Clean Energy Investments



HEMS (Home Energy Monitoring System)



Neurio *Vancouver, BC* Acquired 03/13/2019

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

Staffed by teams of data scientists, firmware and software engineers

In-house app development team

Combined we share a vision to develop groundbreaking technologies that modernize the way electricity is generated, stored, and used



ESS (Energy Storage System)





Pika Portland, Maine Acquired 04/26/2019

Leading manufacturer of smart storage solutions and smart batteries

Founded by MIT engineers

Deep knowledge of power electronics

Innovative products with impressive I.P. portfolio



Clean Energy Homes are Here Today

Generac Home Energy Management System

Reduces energy consumption by providing actionable insights of how home energy is consumed and how to save money.



Generac PWR Cell

Stores excess solar power or low cost grid power so you can power your home during the evening peak hours, increasing ROI of solar investment.

Why Generac

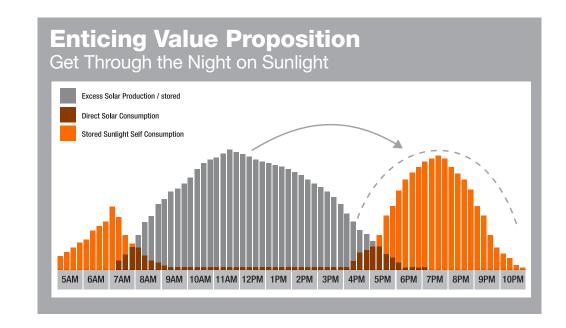
Brand: Generac is the leading brand of residential power solutions with millions of households protected by home standby generators

Distribution: Over 6,000 Generac dealers well positioned to sell, install and support ESS with an additional ~30,000 other distribution points (i.e. Retail, Wholesale, E-Comm) Global distribution positioned to penetrate internationally

Demand Creation: Generac has developed best in class demand creation capabilities, tools and infrastructure (consumer targeting, infomercials, PowerPlay, In-Home Consultations (IHCs) and digital marketing) results in efficient customer acquisition

Technical Expertise: Generac knows home electrical systems, power electronics, load management and all associated codes and standards (UL, CSA, NEC, CPSC, etc.)

Utility Companies: Generac has key relationships with utility companies who have high interest in behind the meter ESS





Clean energy investment highlights

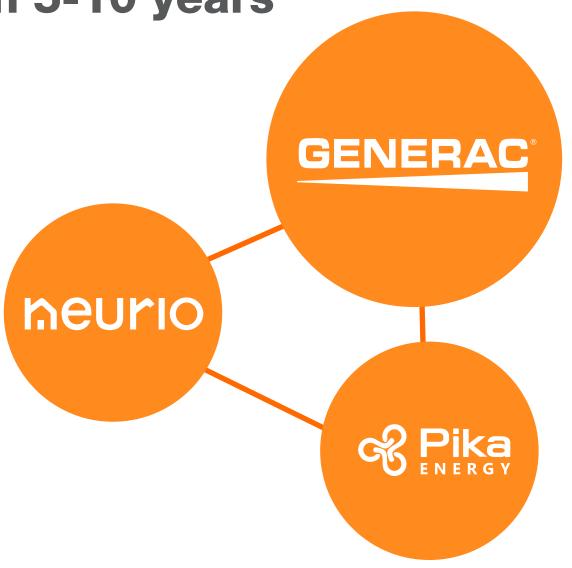
I Fits global distribution and go to market strategies

Neurio and Pika are leaders in energy management and storage

Favorable environment for product adoption globally

Products fit well with commercial and industrial categories

- Non seasonal business
- Incremental platform for growth
- I Emerging market opportunity with no clear leader





2019 Enterprise Strategy

Grow:

Further expand market penetration in North America while establishing traction for these products globally.

Lead:

Capitalize on the global growth of natural gas fuel as an available and affordable energy source. Leverage Generac's expertise in gaseous engines to expand applications beyond standby power.



Gain:

We gain share by innovating and we expand our opportunity for growth by doing the hard work of pioneering new products and markets.

Connect:

By being connected to the devices we manufacture we will drive additional value to our customers and our partners over the product lifecycle.

POWERING **OUR** FUTURE





Grow: Unique Generac Capabilities



Demand Creation

Sophisticated market creation processes with strong ROI.



Market Leading Affordability

Reducing TCO and offering easy financing options to expand the market.



Distribution

Omni-channel distribution supported by 6,000+ servicing/installing dealers creates local market pull through and ease to buy.



Connected Customer



Energy Management

With nearly 2 million installed HSB's, Generac is a key player in grid balancing solutions such as Demand Response Large scale WiFi connected customer base enabling the ultimate customer experience, recurring revenue and creates a "gateway" to homeowner energy savings

PowerPlay Sales Process

TARGET

Finding the "most" likely prospect



CREATE

Driving optimized media selection



MANAGE

Scheduling in-home consultations (IHC)





NURTURE

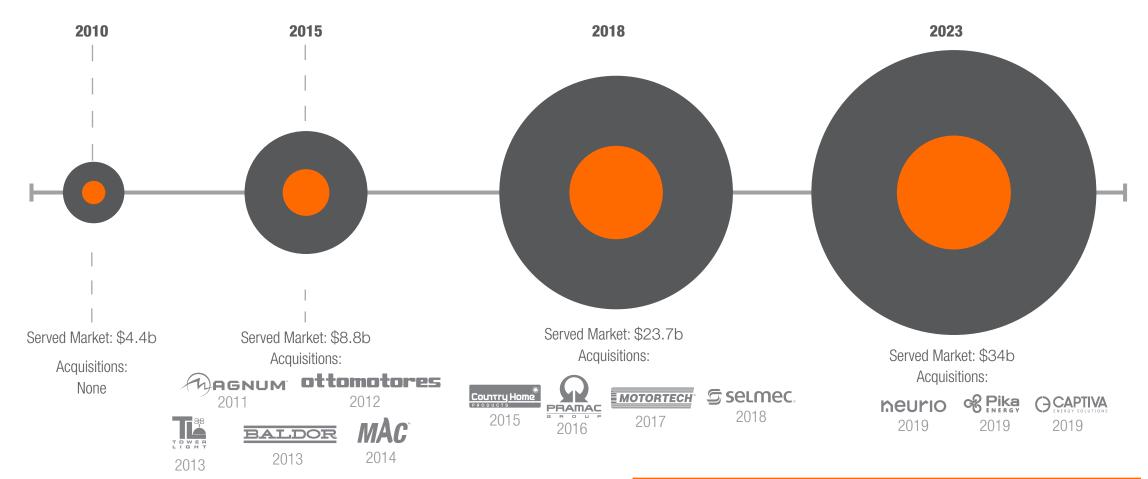
- 30/60/90/120 Follow-up
- Storm Trigger
- Enhanced Offers
- Friends & Family/Group Deals





Gain: Market Opportunity

Expecting served market growth of 8x through diversification



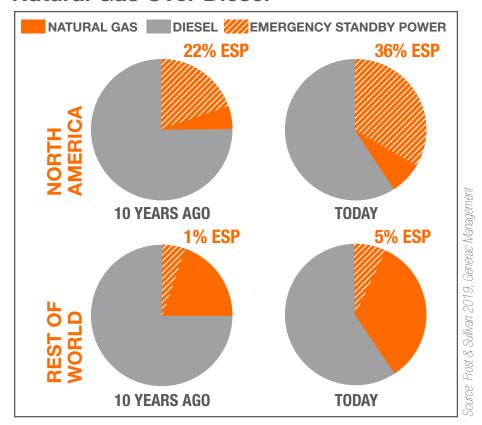


Focused on Market Share Growth Through Product Innovation and Geographic Expansion



Lead Gas: Clean, Abundant, Low Cost and Transportable

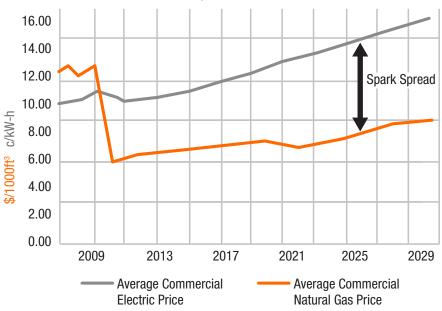
Market Increasingly Favors Natural Gas Over Diesel



Generac product and distribution well suited to accelerate transition from traditional diesel fuel to clean burning, affordable natural gas.

New Opportunities Beyond Standby

- Demand response/grid support
- Decentralized or "on site" power generation; micro-grid
- I Combined heat and power



Long term, low and stable natural gas prices drives opportunity for Generac gas products that are used in beyond standby applications.



Connect: Increasing Engagement with our Customers





OWNERSHIP EXPERIENCE

Remote monitoring drives enhanced ownership experience and higher level of engagement



ENERGY MANAGEMENT

Enhancing the grid by partnering with utilities and creating demand response solutions



RECURRING REVENUE

Tiered business model adds revenue and profit to the entire value chain



ENABLING DEALERS

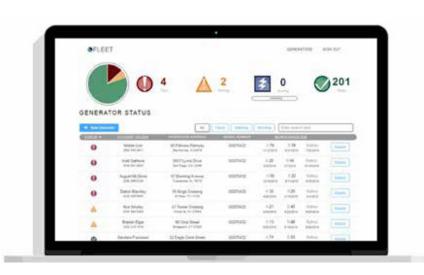
Software tools to help dealers with generator fleet management. Improves attachment of Dealers to Generac



ANALYTICS

Using data to drive more value streams, customer retention, and product improvements

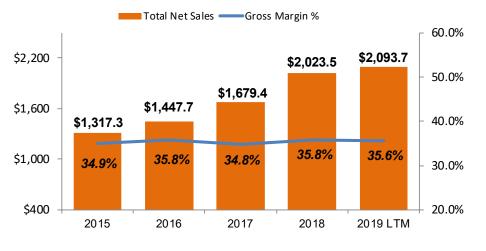


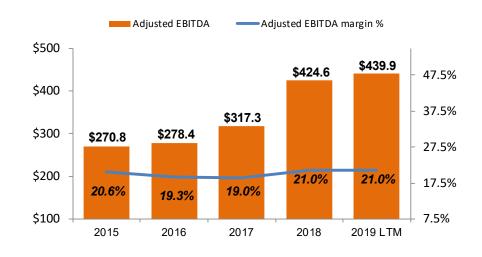


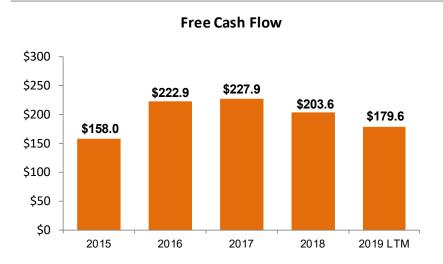


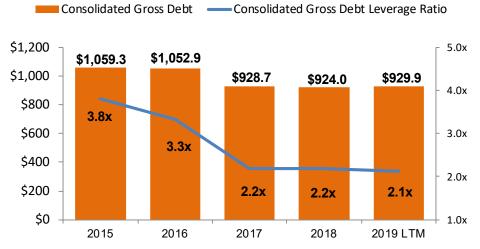
Financial Summary











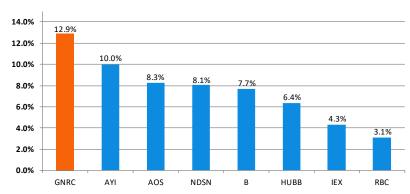
Note: Gross margin for 2016 excludes a \$2.7 million non-recurring charge relating to business optimization and restructuring costs to address the significant and extended downturn in capital spending within the oil & gas industry and a \$3.4 million non-recurring expense related to a pre-tax purchase accounting inventory step-up adjustment related to Pramac. Adjusted EBITDA margin for 2016 through 2019 calculated using adjusted EBITDA before deducting for non-controlling interest. Consolidated net debt leverage ratio for 2016 through LTM 2019 calculated using adjusted EBITDA attributable to the Generac.

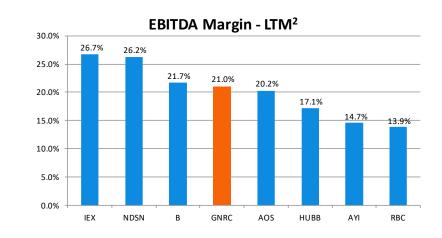


Relative Performance (Compared with Industrial Technology Peers)

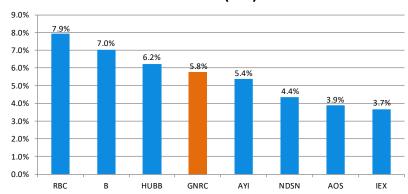


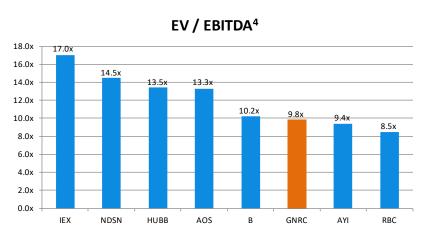






Free Cash Flow (FCF) Yield³





Source: Thomson One, Company Filings Note: Charts for Free Cash Flow Yield and Enterprise Value / NTM EBITDA use closing share prices as of April 26, 2019.

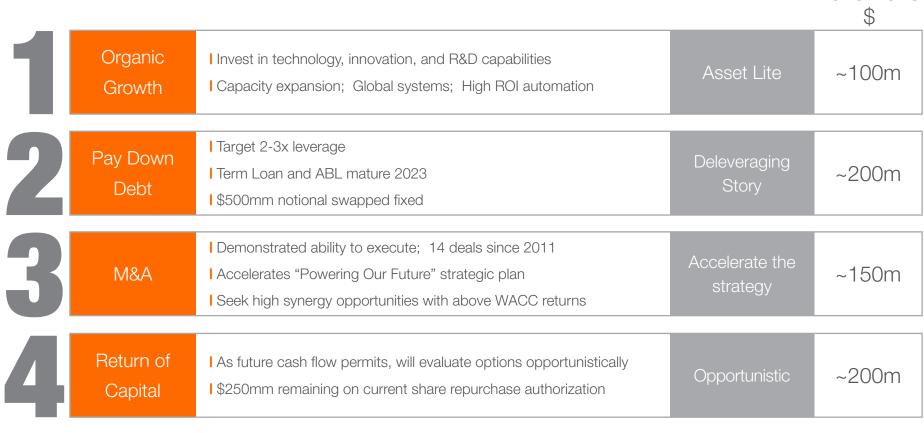
⁽¹⁾ Figures represent a 8 year compound annual growth rate calculated by comparing the base year 2011 to the analyst consensus revenue forecast for 2019 for each company.

⁽²⁾ Adjusted EBITDA figures were used for GNRC. For all other companies, EBITDA is calculated as Operating Income plus D&A.(3) Determined by taking the ratio of FCF (Operating Cash Flow less Capex) on an LTM basis compared to Market Capitalization.(4) Based on recent Enterprise Value to consensus NTM EBITDA estimates.



Capital Deployment Priorities





Disciplined and balanced capital deployment creates value for shareholders



2016-2018







2019 Business Outlook (As reported on May 2, 2019)

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

Consolidated net sales: increase between 5% (base outage case) to 9% (major outage case); core organic sales increase 3 to 7%

Adjusted EBITDA margins: approximately 19.5% (base outage case) to 20.5% (major outage case)

Cash income tax rate approximately 17% to 18% of pretax income

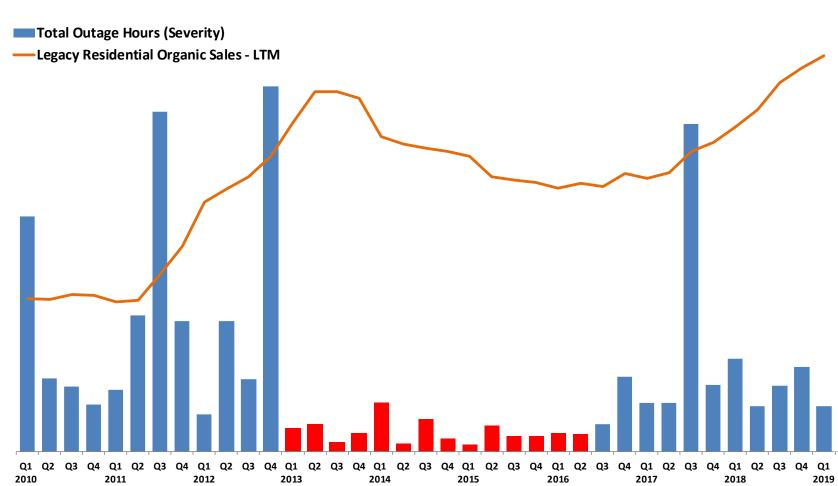
Free cash flow conversion of adjusted net income of 90%+





Expanding Power Outage Severity(1)

Elevated Baseline Outages + Major Event = Catalysts for Growth









Summary of Acquisitions



OCT. 2011

Magnum Products is a leading manufacturer of high-quality light towers, and mobile generators.

Berlin, WI



Leading manufacturer of industrial power generation equipment in Mexico and other parts of Latin America.

Mexico City, Mexico



Mobile light towers for EMEA and other international markets

Milan, Italy



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

MAC

OCT. 2014

MAC is a leading manufacturer of premiumgrade commercial and industrial mobile heaters within the U.S. and Canada.

Bismarck, ND



AUG. 2015

Expands chore-related products line-up and provides additional scale to the residential engine-powered tools platform

Vergennes, VT



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

Selmec

JUN. 2018

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

Mexico City, Mexico



FEB. 2019

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

Kolkata, India

meurio

MAR. 2019

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

Vancouver, BC

R Pika

APR. 2019

Leading manufacturer of smart storage solutions and smart batteries

Portland, Maine

Acquisitions used to accelerate Powering Our Future strategy

Revenue synergies

New products, customers, end markets

Numerous cross-selling opportunities

Geographic and international expansion

Cost synergies

Strategic global sourcing initiatives

Innovation and costreduction engineering

Adopt Generac's lean cost culture

Operational excellence focus

Smaller acquisitions of Gen-Tran completed in February 2012 (manual transfer switches for portable generators -Alpharetta, GA) and Pramac America in September 2017 (portable generators – Marietta, GA)









Favorable Tax Attributes

Results in present value tax savings of ~ \$90 million⁽²⁾ or \$1.40-\$1.50 per share

Tax attributes and 338(h)10 election overview

\$1.9 billion combined asset basis step-up created through 2006 acquisition of Generac and other acquisitions

Each amortizes over 15 years

Reduces cash tax obligation on average by ~\$33 million per year through 2021

(\$ MM)	TOTAL	2019	2020	2021	2022+
Annual tax amortization	\$394	\$130	\$130	\$107	\$27
Cash tax savings(1)	\$100	\$33	\$33	\$27	\$7

⁽¹⁾ Assuming continued profitability and no limitations at an assumed 25.5% federal and state tax rate.

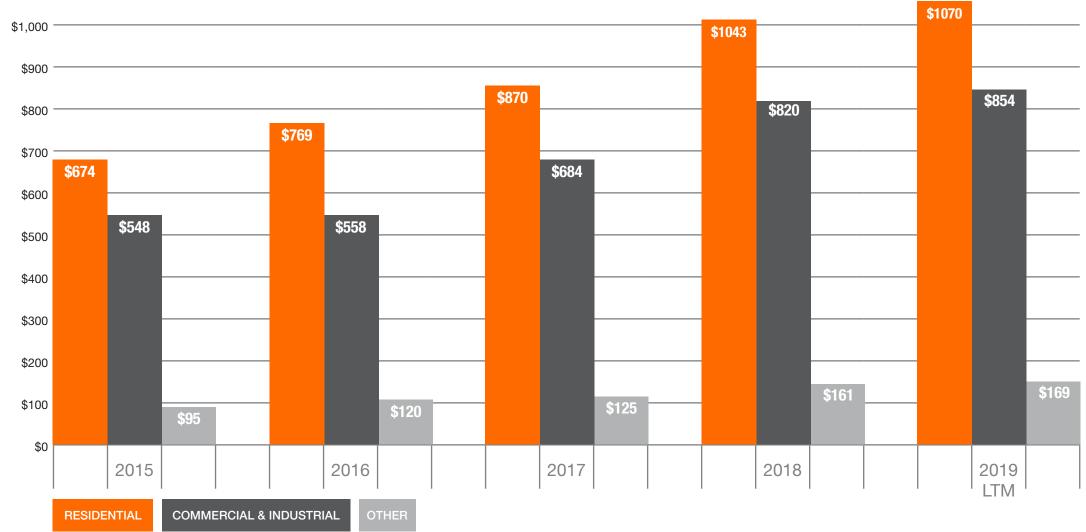


⁽²⁾ Based on annual discount rate of between 5 and 10%



Net Sales by Product Class

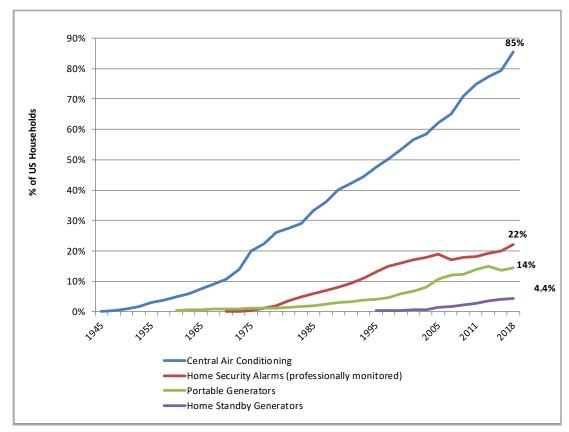






HSB:A Penetration Story

North American Penetration Opportunity⁽¹⁾



(1) Source: Company estimates; based on addressable market for HSB generators consisting of all single-family detached, owner-occupied homes valued > \$100K; 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.

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

Aging Population Fits Demographic

~75% of buyers age 50 and older

~40% of homes valued under \$300k

~85% retro-fit application





Battery Storage System Customer Value Proposition





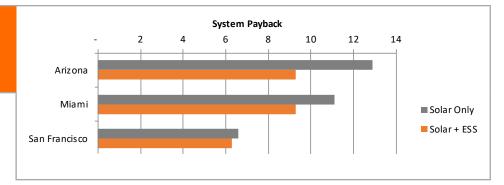








Up to a 30% improvement in payback of solar system



Profit generating appliance after payback period



Grid resiliency, green tech, first adopter

95% of residential battery storage systems are installed with solar systems. Of those systems, the majority of consumers state they **highly value** the protection it provides from power outages

Source: NREL System Advisor Model, Management Estimates



Q1 2019 & Full Year Financial Overview



	Actual Q1 2019 (unaudited)	Y/Y % Change	Actual LTM 2019 (unaudited)	Y/Y % Change
Residential	\$217.8	14.4%	\$1,070.1	18.0%
Industrial	209.1	19.4%	854.3	20.5%
Other	43.4	25.8%	169.4	28.4%
Net Sales	\$470.4	17.6%	\$2,093.7	19.8%
Gross Profit	\$162.2	14.3%	745.3	20.8%
% Margin	34.5%		35.6%	
Adjusted EBITDA	\$87.1	21.1%	\$439.9	28.6%
% Margin (1)	18.5%			21.0%
Net Income - GHI (2)	\$44.9	33.3%	\$249.5	39.2%
Adjusted Net Income - GHI	\$56.5	22.6%	\$302.6	29.7%
Adjusted EPS - GHI	\$0.91	23.1%	\$4.87	31.1%
Free Cash Flow	\$(0.6)	NM	\$179.6	(30.7%)
Consolidated Gross Debt			\$929.9	
Consolidated Gross Debt Le	verage Ratio		2.1x	

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

⁽²⁾ LTM 2018 includes a \$28.4 million non-cash gain largely from the revaluation of the Company's net deferred tax liabilities associated with the enactment of the Tax Cuts and Jobs Act of 2017.



Adjusted EBITDA Reconciliation



	2015	2016	2017	2018	LTM 2019
Net income	\$77.7	\$97.2	\$159.6	\$241.2	\$253.2
Interest expense	42.8	44.6	42.7	41.0	41.1
Depreciation and amortization	40.3	54.4	52.0	47.4	48.3
Income taxes provision	45.2	56.5	44.1	69.9	73.4
Non-cash write-down and other charges	44.6	7.5	5.8	3.5	1.6
Non-cash share-based compensation expense	8.2	9.5	10.2	14.6	15.1
Loss on extinguishment of debt	4.8	0.6	-	1.3	1.3
(Gain) loss on change in contractual interest rate	2.4	3.0	-	-	-
Transaction costs and credit facility fees	2.2	2.4	2.1	3.9	4.9
Other	2.4	0.9	0.8	1.8	0.9
Adjusted EBITDA	\$270.8	\$276.5	\$317.3	\$424.6	\$439.9
Adjusted EBITDA attributable to noncontrolling interests	-	(3.8)	(6.1)	(7.8)	(8.3)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$270.8	\$272.7	\$311.2	\$416.8	\$431.6



Adjusted EBITDA Reconciliation



Net income to Adjusted EBITDA reconciliation	Three months ended March 31,		LTM Ended March 31,	
	2019 (una	2018 nudited)	2019 (un	2018 audited)
Net income attributable to Generac Holdings. Inc.	\$44,861	\$33,645	\$249,473	\$179,278
Net income attributable to noncontrolling interests	908	125	3,746	1,867
Net income	45,769	33,770	253,219	181,145
Interest expense	10,272	10,113	41,115	41,992
Depreciation and amortization	12,607	11,683	48,332	51,074
Income taxes provision	14,985	11,416	73,425	47,735
Non-cash write-down and other charges	(1,400)	1,444	1,640	7,013
Non-cash share-based compensation expense	3,594	3,106	15,051	10,679
Loss on extinguishment of debt	-	-	1,332	-
Transaction costs and credit facility fees	1,286	262	4,907	2,091
Other	15	(13)	878	649
Adjusted EBITDA	87,128	71,781	439,899	342,378
Adjusted EBITDA attributable to noncontrolling interests	(2,050)	(1,549)	(8,260)	(6,668)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$85,078	\$70,232	\$431,639	\$335,710



Adjusted Net Income and Free Cash Flow Reconciliations



Net income to Adjusted net income reconciliation	Three mon		LTM Ended	March 31,
	2019 (una	2018 nudited)	2019 (un	2018 audited)
Net income attributable to Generac Holdings. Inc.	\$44,861	\$33,645	\$249,473	\$179,278
Net income attributable to noncontrolling interests	908	125	3,746	1,867
Net income	45,769	33,770	253,219	181,145
Provision for income taxes	14,985	11,416	73,425	47,735
Income before provision for income taxes	60,754	45,186	326,644	228,880
Amortization of intangible assets	5,342	5,632	21,822	27,310
Amortization of deferred financing costs and OID	1,177	1,177	4,749	4,203
Loss on extinguishment of debt	-	_	1,332	_
Transaction costs and credit facility fees	1,035	20	3,593	1,141
Business optimization expenses	169	138	983	2,950
Adjusted net income before provision for income taxes	68,477	52,153	359,123	264,484
Cash income tax expense	(10,510)	(5,410)	(52, 164)	(27,947)
Adjusted net income	\$57,967	\$46,743	\$306,959	\$236,537
Adjusted net income attributable to noncontrolling interests	(1,474)	(661)	(4,335)	(3,280)
Adjusted net income attributable to Generac Holdings. Inc.	\$56,493	\$46,082	\$302,624	\$233,257
Free Cash Flow Reconciliation				
Net cash provided by operating activities	\$14,571	\$28,968	\$232,830	\$291,465
"Proceeds from beneficial interests in	740	067	0.000	4.000
securitization transactions"	743	867	3,809	4,032
Expenditures for property and equipment	(15,902)	(6,496)	(57,007)	(36,209)
Free cash flow	\$(588)	\$23,339	\$179,632	\$259,288