

# INVESTOR PRESENTATION

August 2025

**GENERAC®**

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 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:

- fluctuations in cost, availability, and quality of raw materials, key components and labor required to manufacture our products;
- our dependence on a small number of contract manufacturers and component suppliers, including single-source suppliers;
- changes and volatility with respect to the trade policies of various countries, which may result in new or increased tariffs, trade restrictions, or other unfavorable trade actions;

- our ability to protect our intellectual property rights or successfully defend against third party infringement claims;
- changes in durable goods spending by consumers and businesses or other global macroeconomic conditions, impacting demand for our products;
- changes in governmental policies, particularly with respect to tax incentives, tax credits, or grant programs, which could: (i) affect the demand for certain of our products; or (ii) result in a withdrawal or reduction of grants previously awarded to the Company;
- increase in product and other liability claims, warranty costs, recalls, or other claims;
- significant legal proceedings, claims, fines, penalties, tax assessments, lawsuits or government investigations;
- our ability to consummate our share repurchase programs;
- our failure or inability to adapt to, or comply with, current or future changes in applicable laws, regulations, and product standards;
- scrutiny regarding our sustainability practices;
- our ability to develop and enhance products and gain customer acceptance for our products;
- frequency and duration of power outages impacting demand for our products;
- our ability to accurately forecast demand for our products and effectively manage inventory levels relative to such forecast;
- our ability to remain competitive;
- our dependence on our dealer and distribution network;
- market reaction to changes in selling prices or mix of products;
- loss of our key management and employees;
- disruptions from labor disputes or organized labor activities;
- our ability to attract and retain employees;
- disruptions in our manufacturing operations;

- the possibility that the expected synergies, efficiencies and cost savings of our acquisitions, divestitures, restructurings, or realignments will not be realized, or will not be realized within the expected time period;
- risks related to sourcing components in foreign countries;
- compliance with environmental, health and safety laws and regulations;
- government regulation of our products;
- failures or security breaches of our networks, information technology systems, or connected products;
- our ability to make payments on our indebtedness;
- terms of our credit facilities that may restrict our operations;
- our potential need for additional capital to finance our growth or refinancing our existing credit facilities;
- risks of impairment of the value of our goodwill and other indefinite-lived assets;
- volatility of our stock price; and
- potential tax liabilities.

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 U.S. Securities and Exchange Commission ("SEC"), particularly in the Risk Factors section of the 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 press release 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 Overview



## Generac Overview



Founded in  
1959



LTM Net Sales:  
\$4.4 Billion



9,200+  
Employees  
Worldwide  
(as of 12/31/2024)



LTM ADJ  
EBITDA:  
\$834 Million



Omni-Channel  
Distribution  
Thousands of Dealers,  
Wholesalers, Retailers  
and E-Commerce  
Partners



1,200+  
Engineers  
Worldwide  
(as of 12/31/2024)



LTM Region  
Net Sales Mix:  
84% Domestic  
16% International



LTM Product Net Sales Mix:  
57% Residential  
32% Commercial & Industrial  
11% Other



# Investment Highlights

## Sustainable Competitive Advantage

Industry leader in backup power solutions with track record of growth

- Omni-Channel distribution in residential and Industrial solutions
- Global footprint in manufacturing and distribution
- Product breadth across in energy management solution

## Mega-Trends Drive Global Growth Opportunity

Lower Power Quality & Higher Power Prices

- AI adoption accelerating
- Demand for cleaner alternative fuels
- Investment in Global Infrastructure
- Home as a Sanctuary

## Residential Solutions

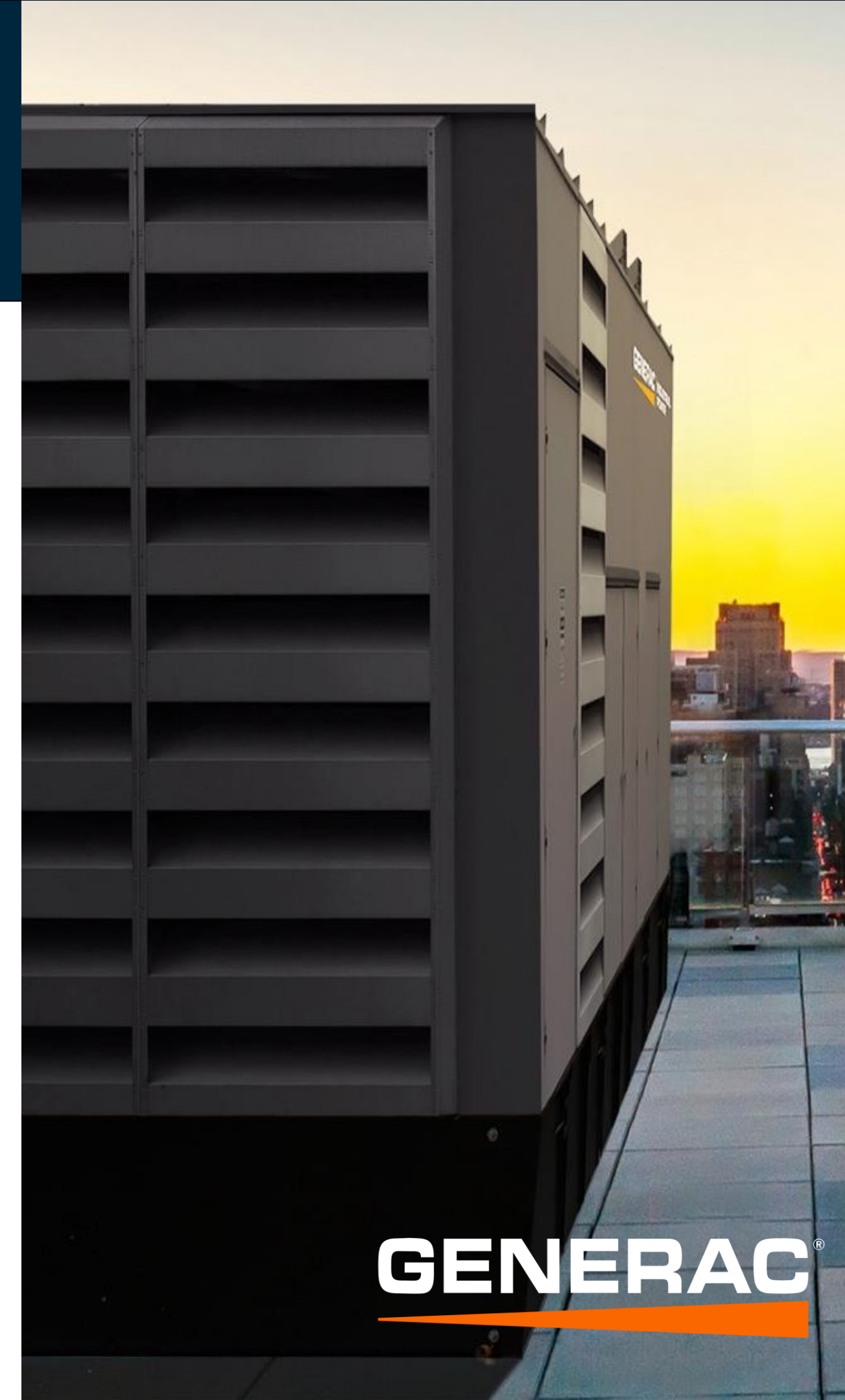
Mega-trends Support Long-Term Growth Opportunities

- Significant penetration opportunity in home standby category
- Differentiated home energy ecosystem

## C&I Solutions

Capturing Global Growth Opportunities

- Large MW solutions provide expanded growth opportunity
- Core strengths driving market share gains in a growing end market



**GENERAC**<sup>®</sup>



# Product Overview

## Residential – \$2.5B Net Sales\*



Home Standby Generator



Portable Generators



Smart Thermostat



EV Charger



Residential Load Manager



Residential Energy Storage



Chore Products

## C&I – \$1.4B Net Sales\*



Stationary Generator



Telecom Generator



Mobile Generator



Generator Controls



Light Tower



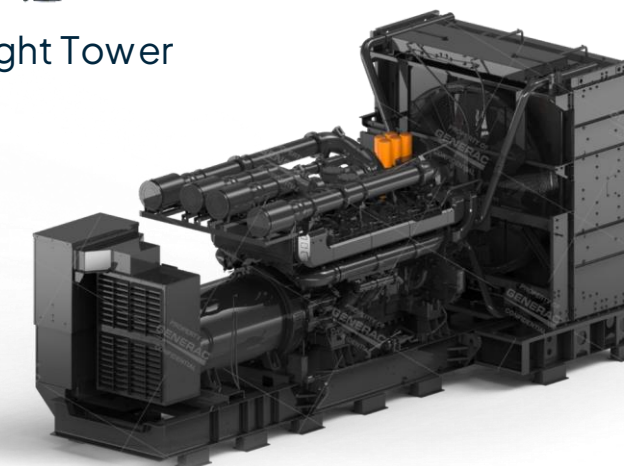
Mobile BESS



C&I BESS



Microgrid Controls



Large MW Diesel Generator

## Other – \$0.5B Net Sales\*



Grid Services



Residential & C&I Connectivity



Aftermarket Parts & Accessories

- Extended Warranty
- Other Services

# Generac

## Global Footprint





# Unmatched Omni-Channel Distribution

Domestic Residential	~9,300 Residential Dealers – Provides Direct Sales, Install & Service
	~1,600 Wholesale Branches – Serves Contractors Across North America
	~8,000 Retail Outlets – Creates Product Awareness & Availability
Domestic C&I	Distributors – Engages Specifying Engineering Firms, Aftermarket Service
	Telecom & Rental – Direct Sales to Large Customers in Growing Markets
	Direct C&I – Access to Emerging Strategic Verticals with Custom Solutions
International	International Commercial Branches – Global Presence, Local Expertise

Multi-Decade Investment in Distribution Drives Unique Competitive Advantage

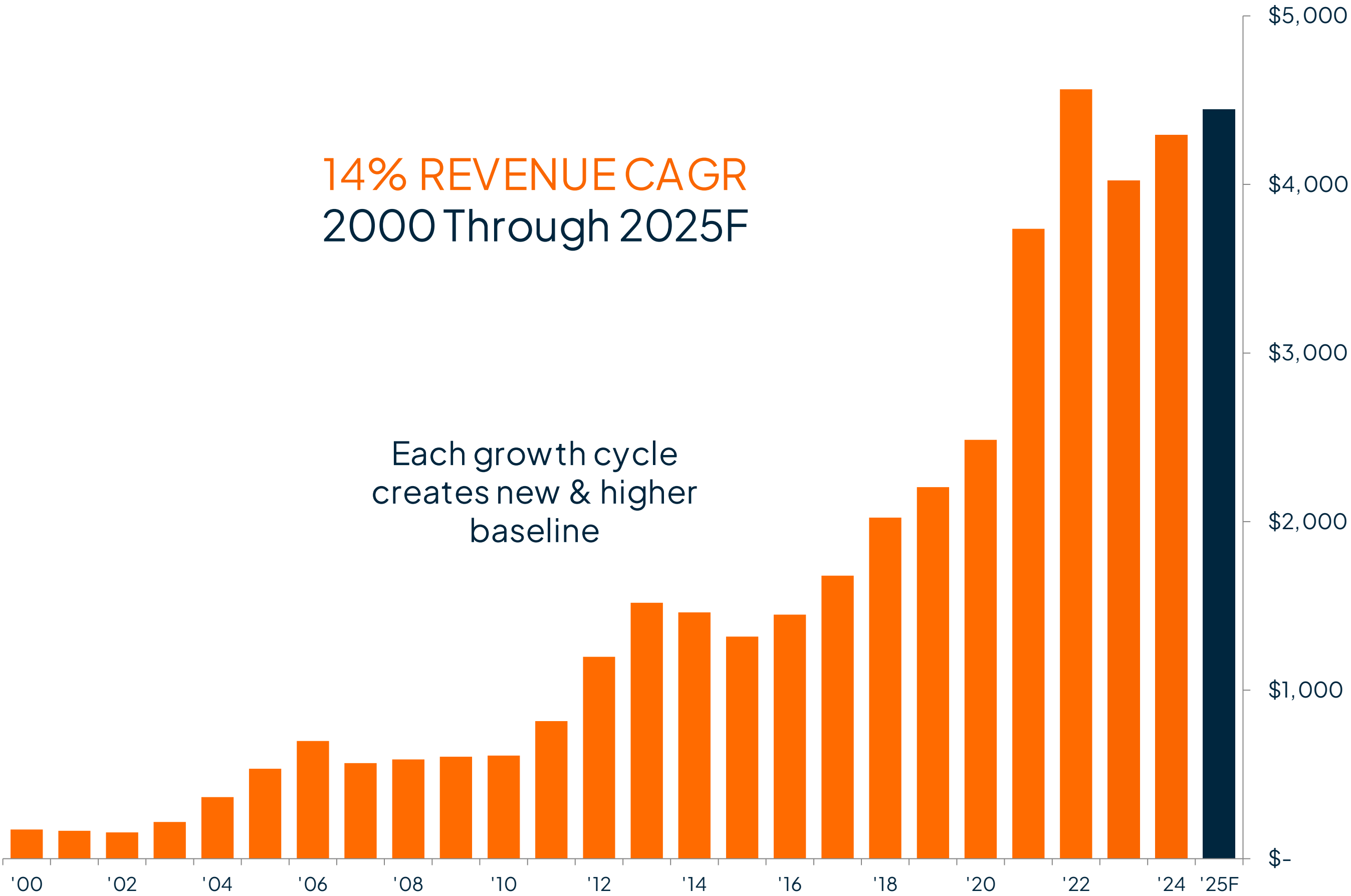


Track Record  
of Growth



14% REVENUE CAGR  
2000 Through 2025F

Each growth cycle  
creates new & higher  
baseline



Note: \$ amounts in millions. Represents net sales. Figures include results from acquisitions completed during 2011-present. CAGR measures revenue growth through 2025F off 2000. 2025F figure assumes midpoint of guidance given on July 30th, 2025.



# Mega-Trends **Review**



## Lower power quality

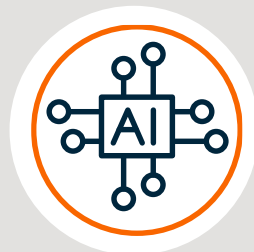
- More frequent severe and volatile weather impacting aging grid, causing increased power outage activity
- Increasing intermittent generation sources and accelerating electrification trends drive supply/demand imbalances



## Higher power prices

- Investment required to upgrade grid infrastructure and build cleaner generation, storage, and T&D assets pushing prices higher
- Rising prices causes home and business owners to adopt energy management solutions

## Artificial intelligence adoption accelerating



- Significant power needs for data center buildout and AI adoption could drive further grid instability
- Hyperscale and edge data center acceleration require significant backup power

## Required investment in global infrastructure



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

## Growing demand for cleaner alternative fuels



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

## 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



# Powering a **Smarter** World



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

# Residential Solutions

Mega-Trends Support Long-Term Growth Opportunities



# Home Standby Penetration Opportunity



## Widespread Growth Potential

- Total US penetration rate ~6.5%\*
- 1% of penetration = ~\$4.0B opportunity\*

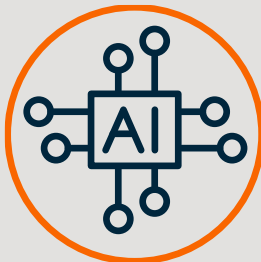
## Mega-Trends



Home As A  
Sanctuary

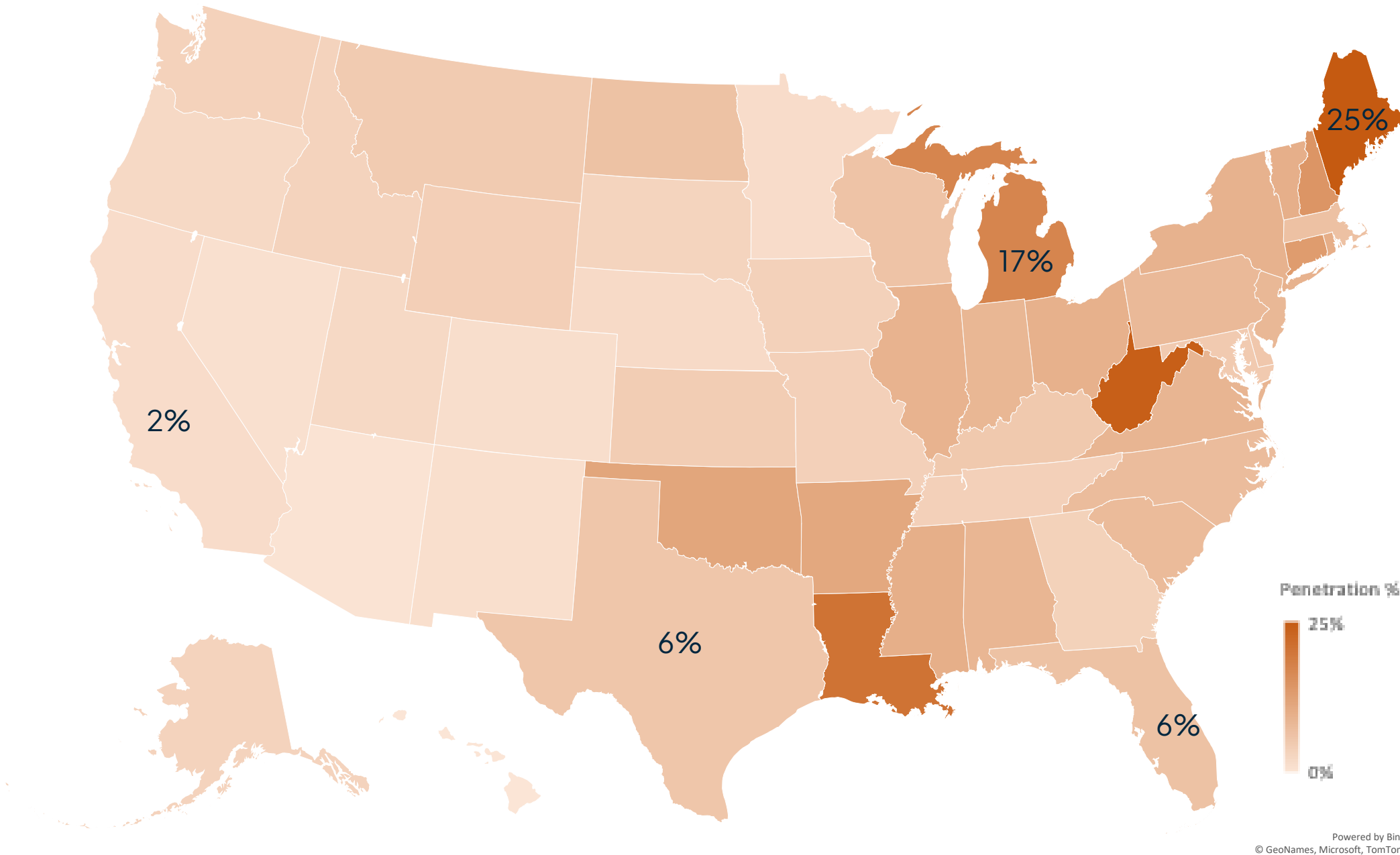


Lower Power Quality



AI Adoption  
Accelerating

## Power Outages Happen Everywhere



- Texas, Florida & California with ~25% of U.S. addressable homes
- Three largest states in line or below national penetration rate
- 1% of penetration of these states = ~\$1.0B opportunity\*

\* Penetration rate as of 2024, market opportunity quoted at retail pricing

# Competitive Advantages to Capture HSB Penetration Opportunity



Solution Breadth

Building & Developing Distribution

Direct Consumer Marketing

Market Creation

Brand Strength

Technical Capabilities

Unmatched Scale

## Proven Market Creation Capabilities

- Directly engaging with a growing number of consumers
  - Driving awareness through advertising & targeted marketing
- Distribution Expansion – product availability where & when consumers want
  - ~9,300 dealers, ~1,600 wholesalers, ~8,000 retail outlets
- Data & Intelligence – proprietary algorithm utilizing consumer & outage data
  - Leveraging millions of completed in-home consultations
- Close the Consumer – optimized sales process & tools drive win rates
  - Proprietary sales platform & lead nurturing capabilities
- Broad product offering and leading connectivity solutions
  - Solutions for every customer application



# Secular Trends Support Residential Energy Technology Markets



## Solar Inverter

- Unlocks on-site solar power generation
- Next-generation inverter launch second half 2025



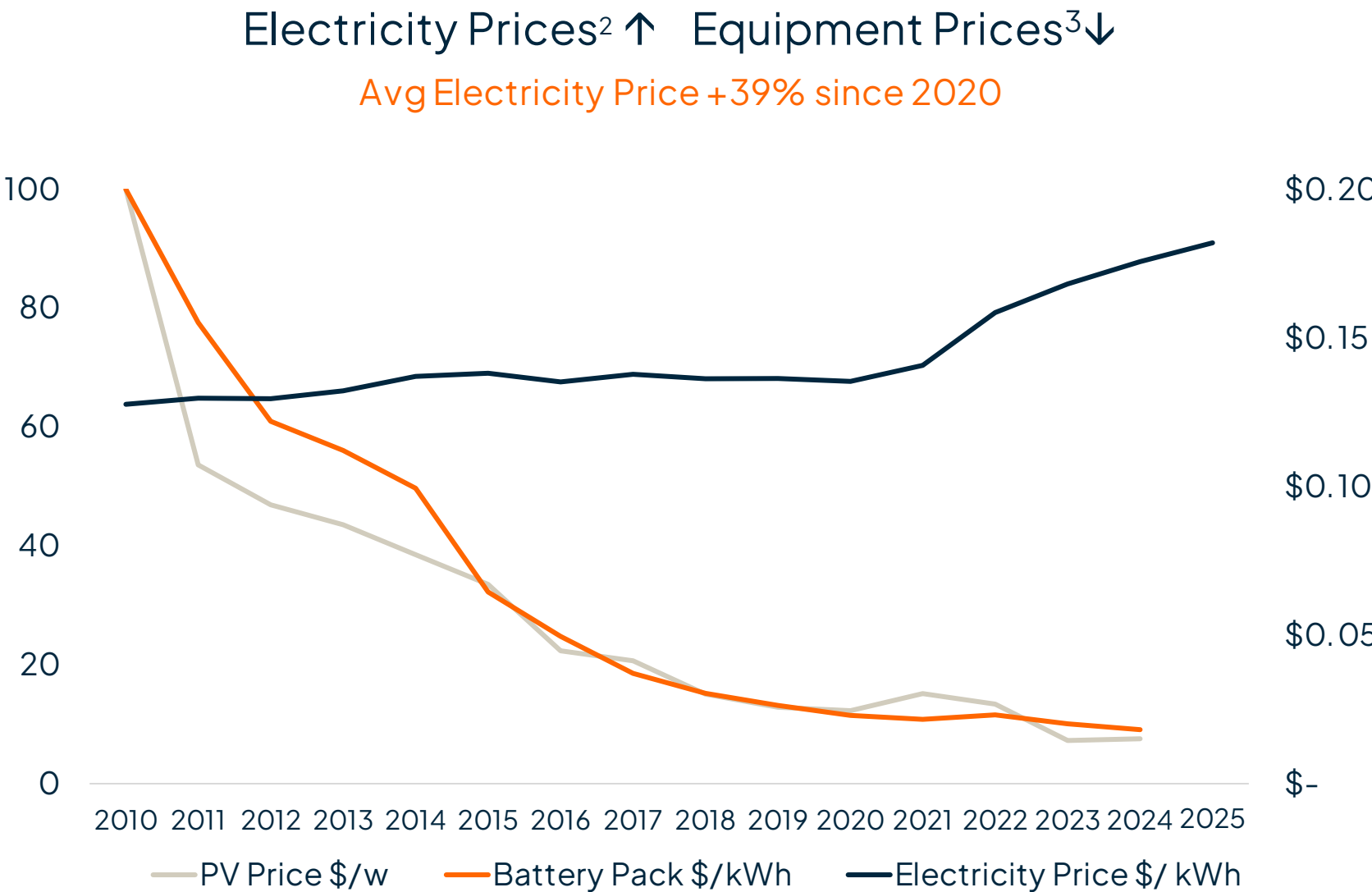
## Energy Storage – PWRcell 2

- Rate arbitrage, improve solar ROI & VPP participation
- Industry leading storage capacity
- Greater resilience and lifetime net savings<sup>1</sup>



## Energy Management

- Avoid peak rates, optimize efficiency & VPP participation
- ecobee energy hub - AI/ML to manage storage & large energy loads
- EV charging – intelligent management of large energy load



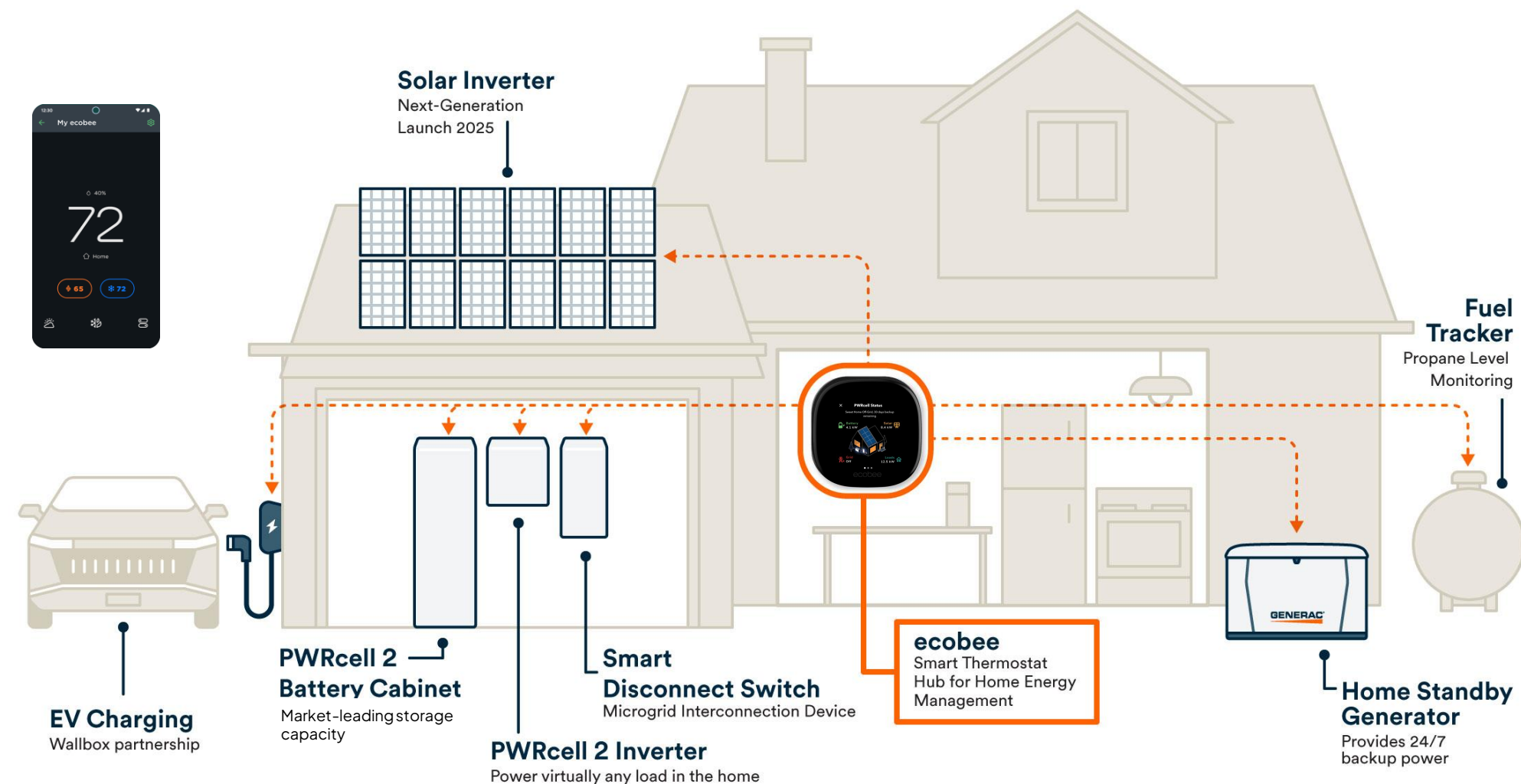
Secular trends of higher power prices and lower equipment costs expected to support solar & storage economics

1) Company estimates  
2) Electricity per kWh in US city average; US Bureau of Labor Statistics; +39% June 2025 vs June 2020  
3) Silicon PV prices source: BNEF 4Q 2023 Global PV Market Outlook; Battery pack price source: BNEF 2022 Lithium-Ion Battery Price Survey; Prices indexed to 2010 levels

# Differentiated Home Energy Ecosystem of the Future

- 1 Prioritize energy resilience & independence
- 2 Deliver savings by optimizing for energy efficiency
- 3 Balance comfort and conservation

Multiple hardware devices connected to a single interface to optimize home energy generation & consumption.



Power Generation & Storage | Monitoring & Management Devices | Platform & Controls | Grid Services



# Leveraging HSB Competencies & Unique Capabilities To Win In Energy Technology

## Generac HSB Competencies

- Building & Developing Distribution
- Direct to Consumer Marketing
- Market Creation
- Brand Leverage
- Technical Capabilities
- Unmatched Scale



## Energy Technology Capabilities

- Differentiated Ecosystem
- Leading Energy Storage Capacity
- ecobee Home Energy Hub
- Bottomless Battery - HSB Integration



**= Share Gain Opportunity in Energy Technology Markets**

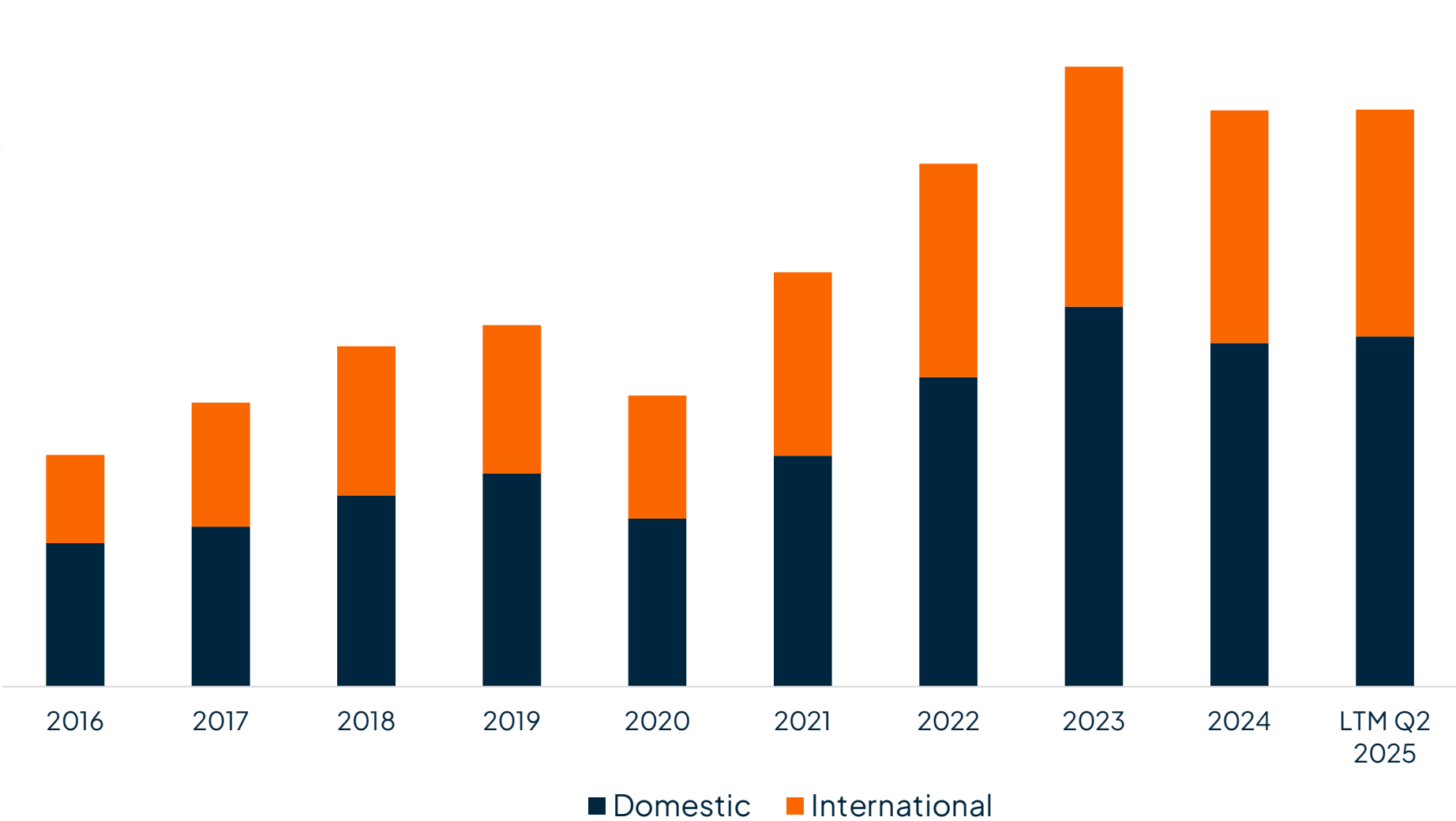
# Commercial & Industrial Solutions

Capturing Global Growth Opportunities



## GLOBAL C&I NET SALES

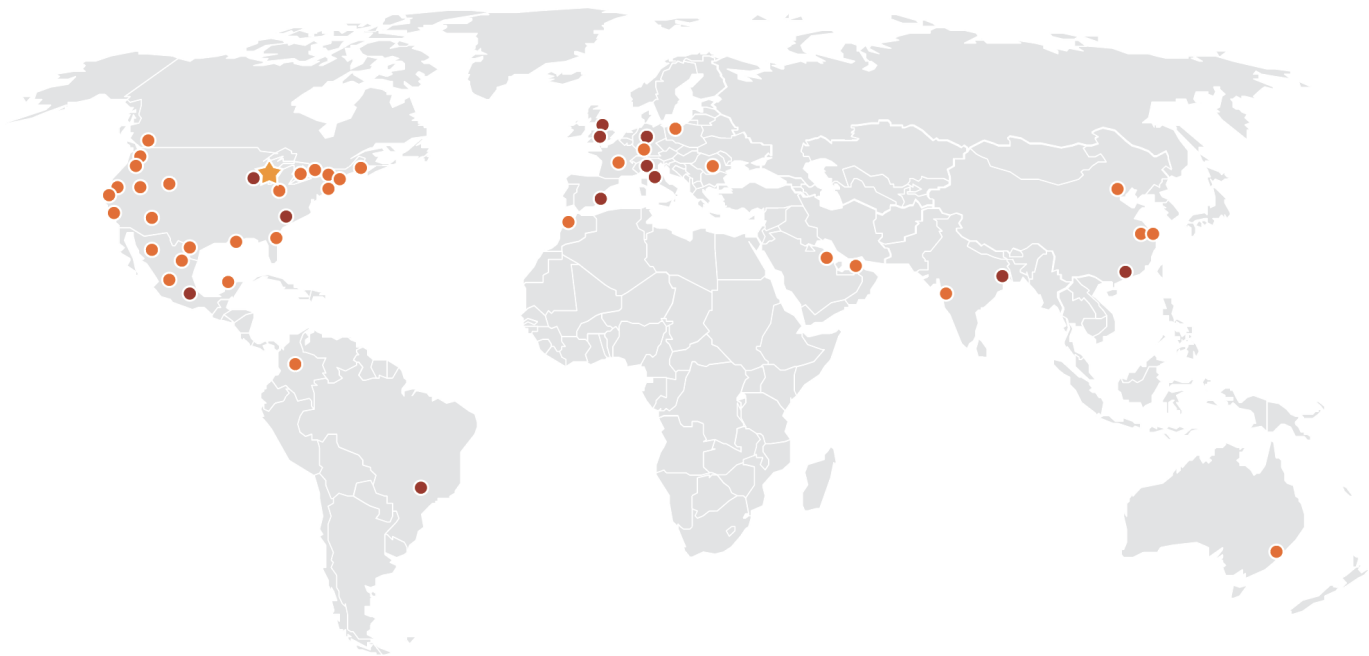
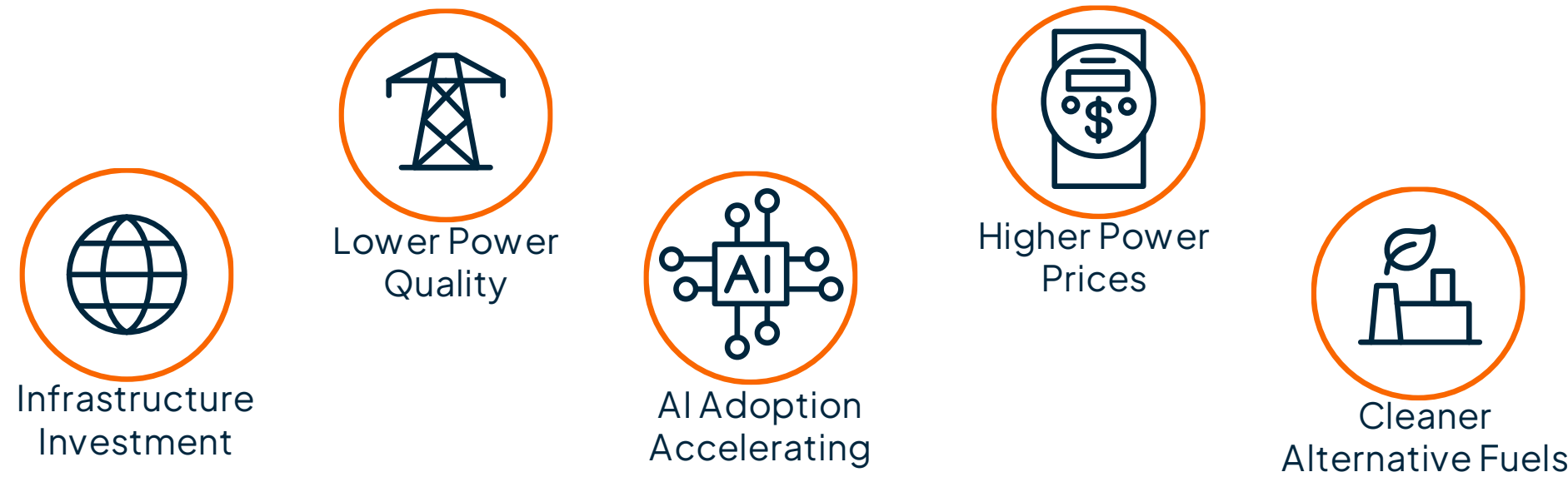
+12% CAGR  
(2016 - 2024)



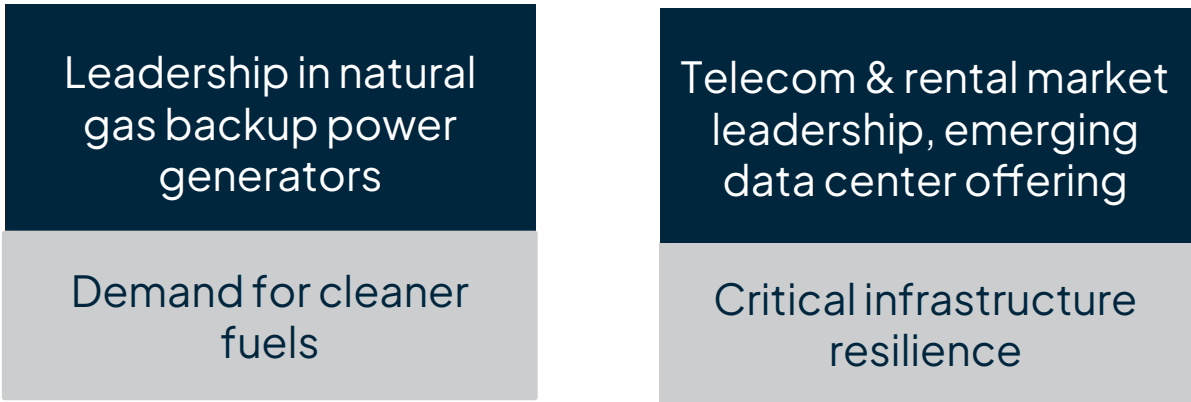
- End market growth driven by mega- trends
- Market share gains via competitive strengths
- M&A expands product & distribution capabilities



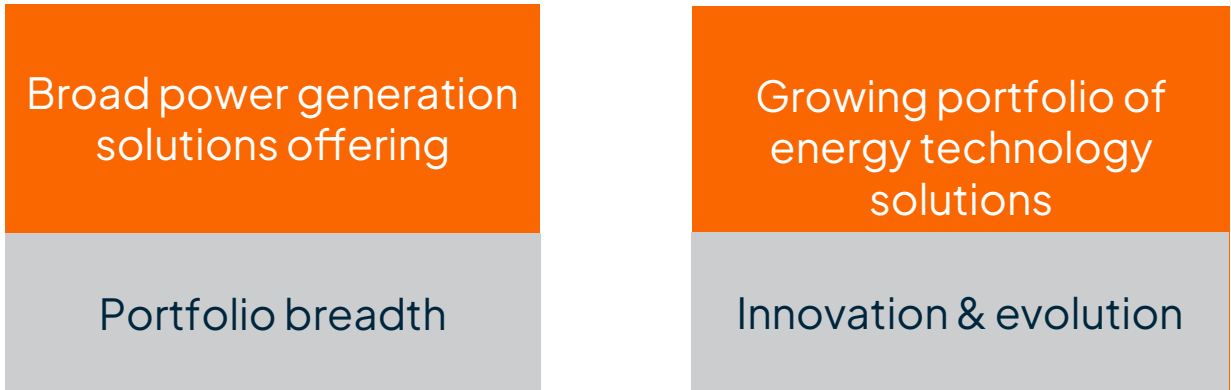
# C&I Mega-Trends & Competitive Strengths



## DOMESTIC



## INTERNATIONAL



Well-positioned for evolution to energy solutions provider and global share gains in new markets & products



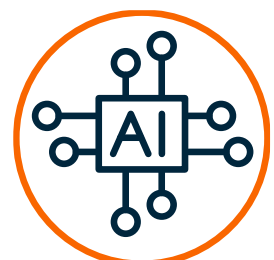
# Large & Growing Data Center Opportunity

## Incremental Opportunity in Expanding Market

- Global market supply shortfall for large diesel generators
- Data center power requirements growing rapidly
- Generac data center product backlog: \$150M+<sup>1</sup>

## Generac's Competitive Positioning

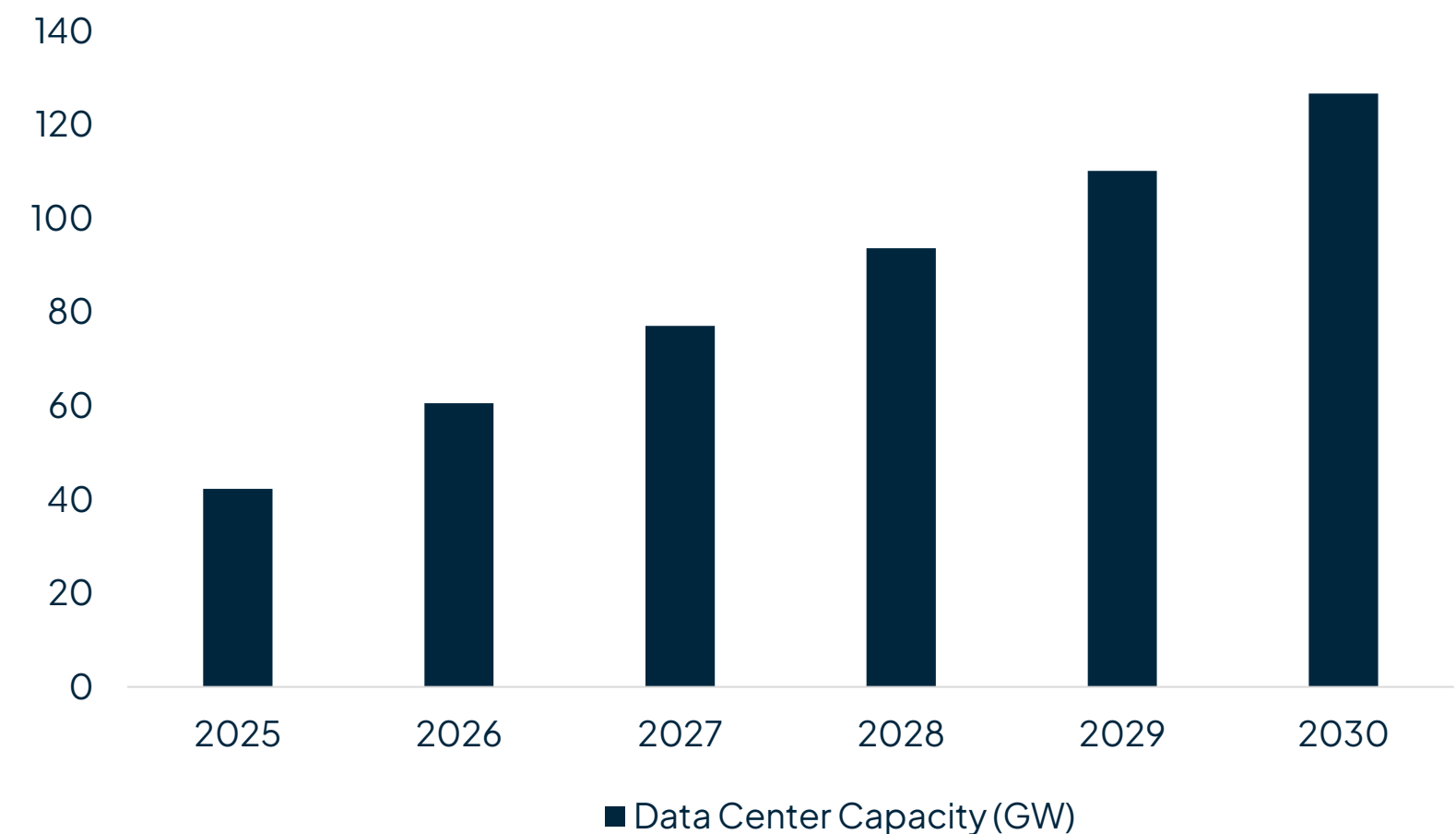
- Highly competitive product lead times
- Global footprint capable of large generator assembly
- Internationally recognized brand strength
- Established service network to support installed base
- Unique focus on backup power generation
- Agility to respond to market demand with custom solutions



AI Adoption  
Accelerating



## Global Data Center Power Demand<sup>2</sup>



## Building Multi-Asset C&I Microgrids



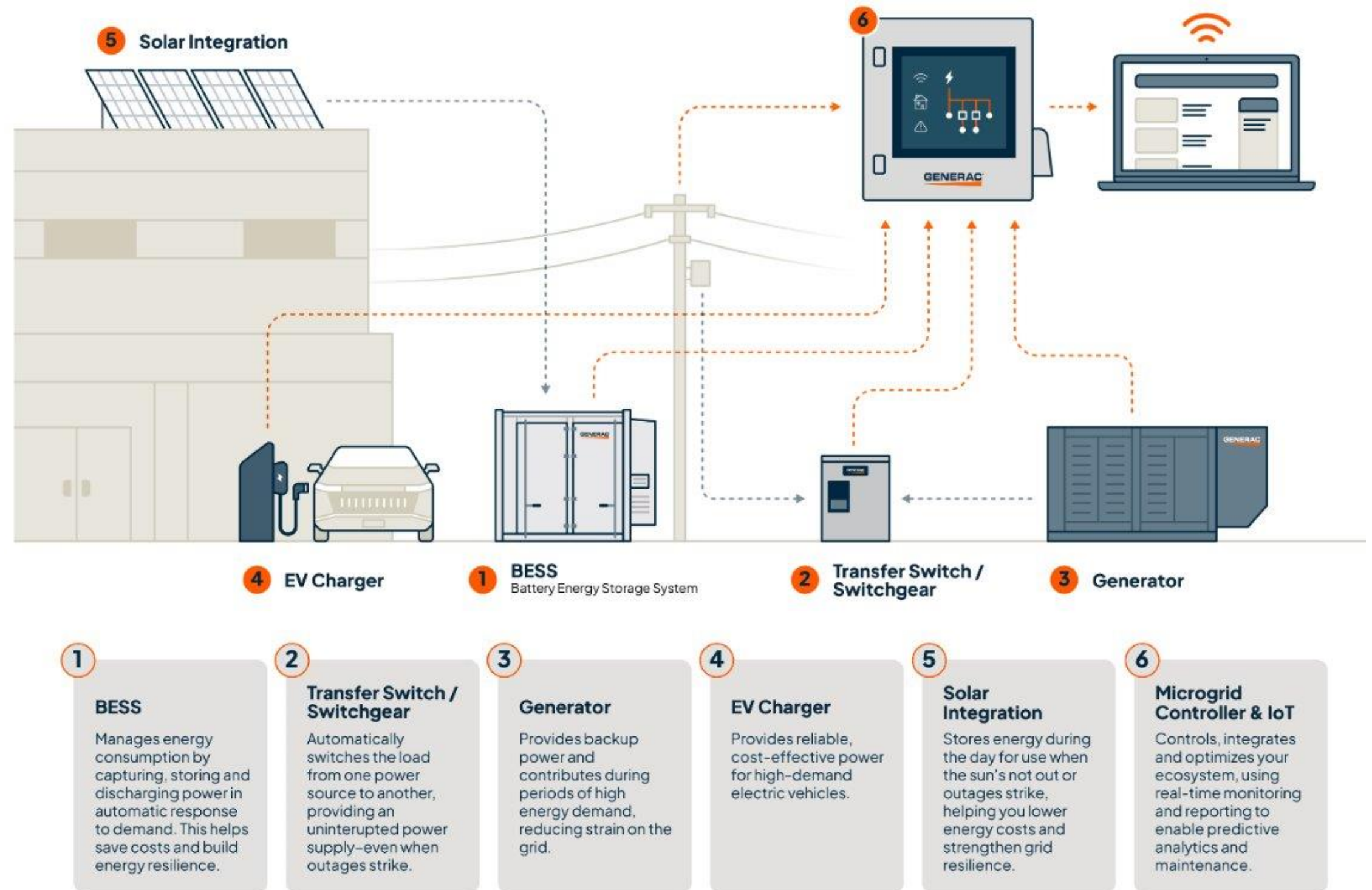
Power Generation  
& Storage



Energy  
Management Devices



Monitoring &  
Controls

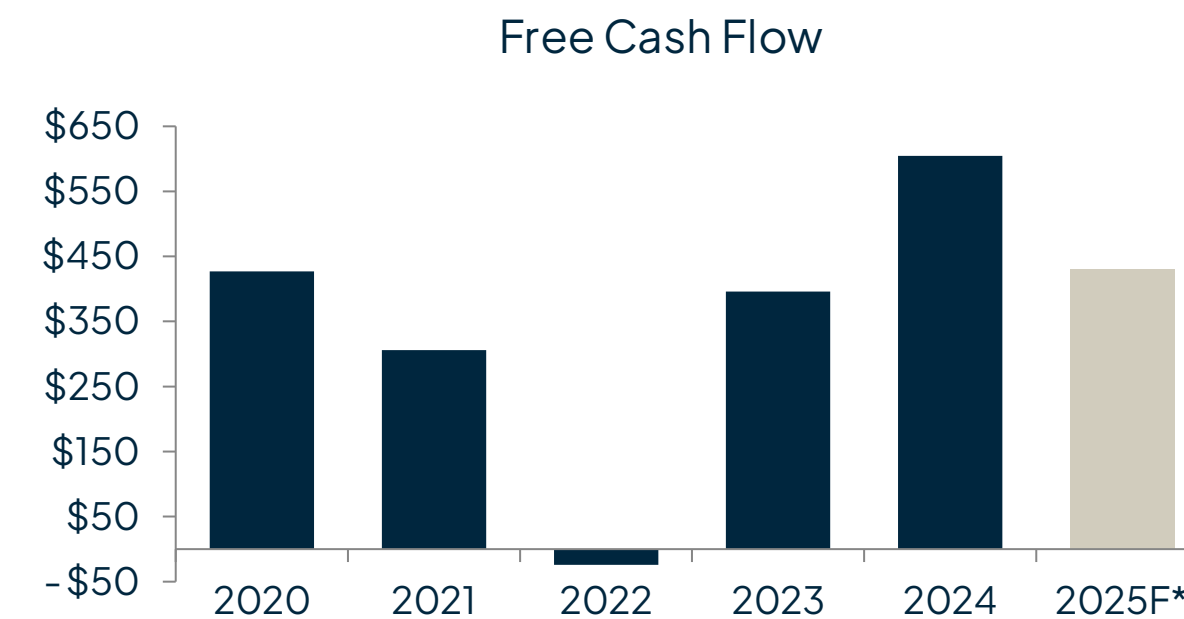
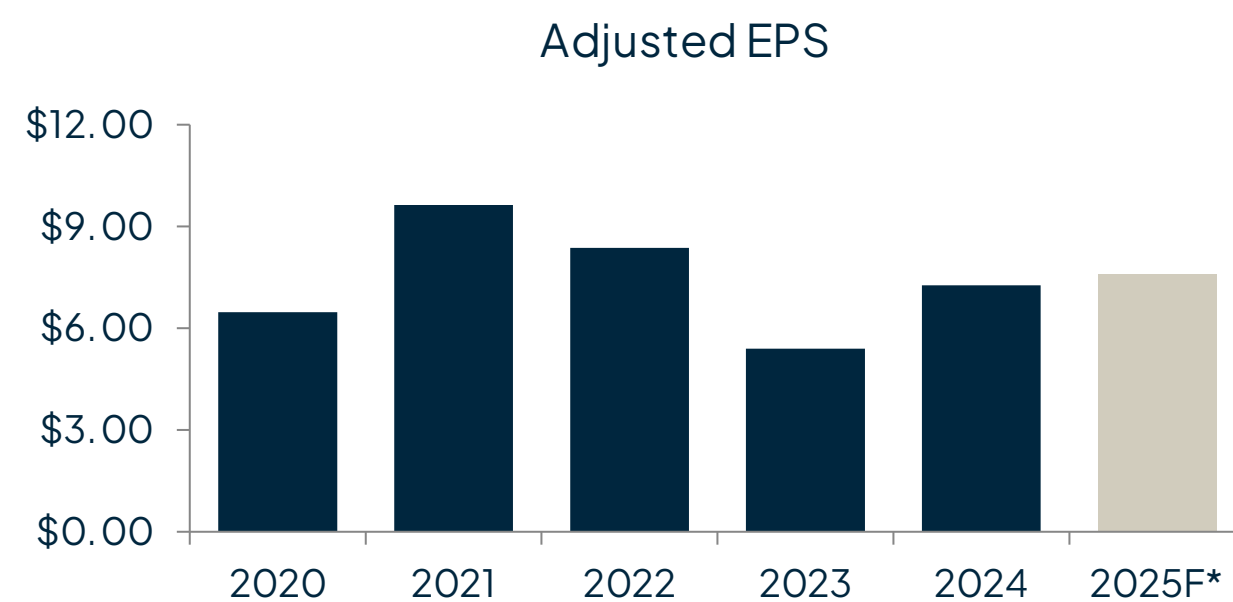
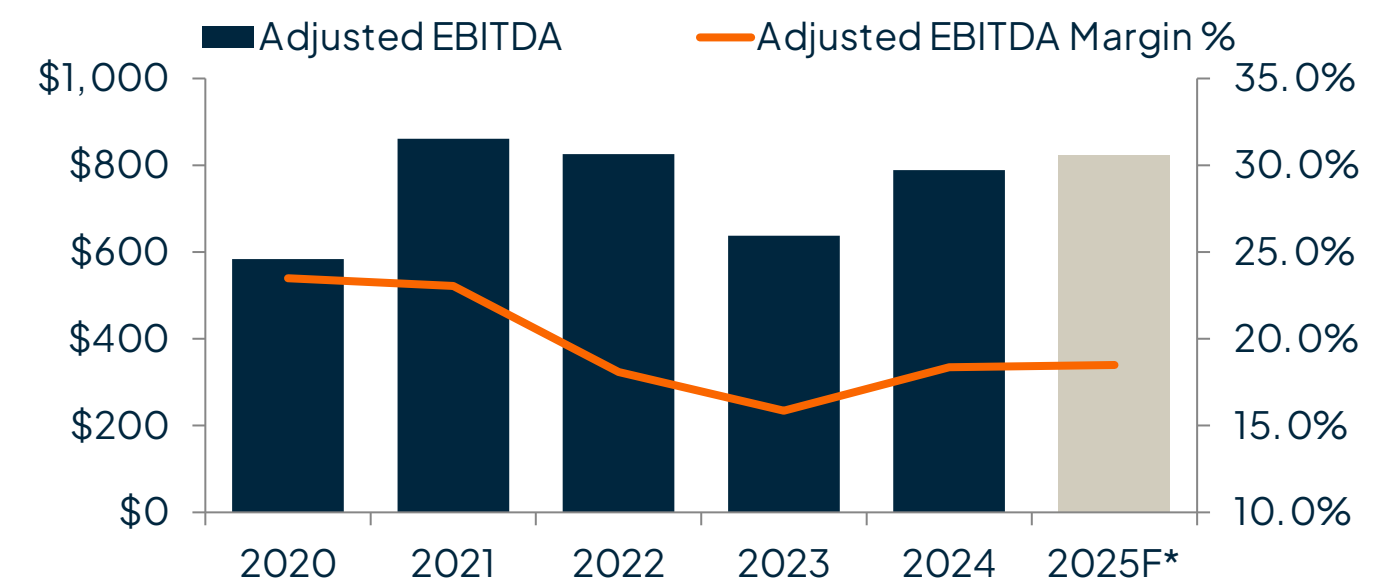
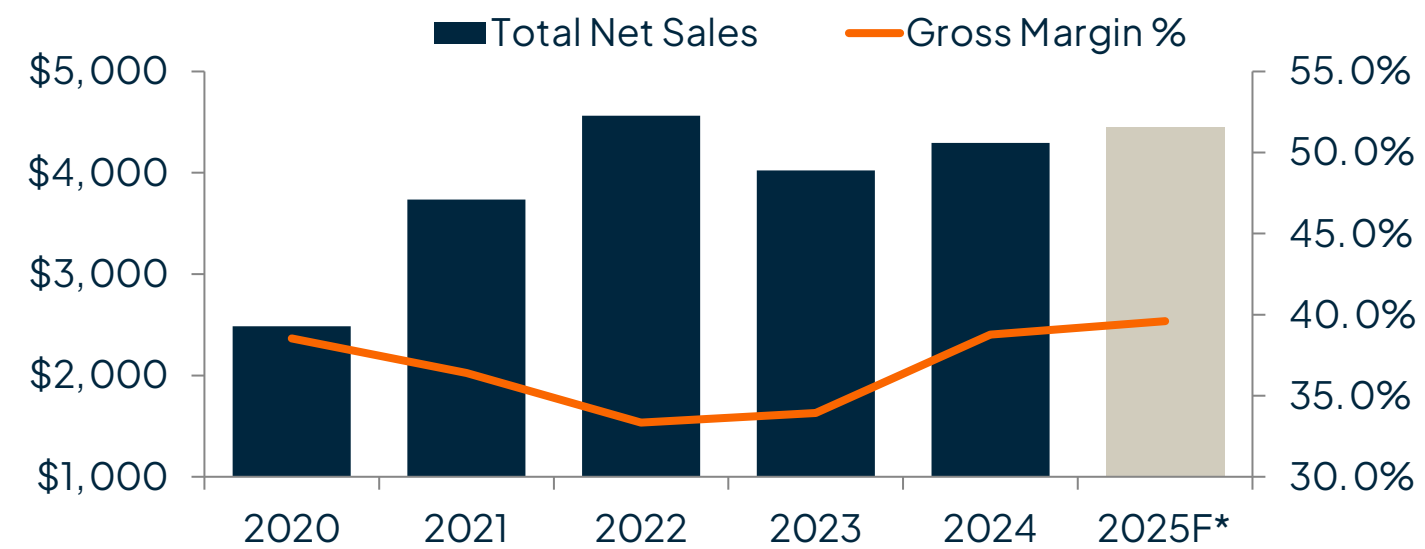


Turnkey solutions managed through a single interface integrating multiple assets to optimize power generation and consumption

# Financial Summary



## Financial Summary



Note: \$ in millions, except per share data  
 \*Assumes midpoint of 2025F guidance provided on July 30<sup>th</sup>, 2025

# Business Outlook

2025F Guidance As Of July 30, 2025\*

## Consolidated net sales

- Consolidated revenue: increase between 2% to 5%

## Adjusted EBITDA margins

- Between 18.0% to 19.0%

## GAAP effective tax rate

- Between 23.0% to 23.5%

## Free cash flow

- Between 90 to 100% conversion of adjusted net income to free cash flow

## Current tariff levels remain constant through 2025\*\*

- China tariff rate 30%, Vietnam 20%, 10% for all other countries
- USMCA qualification continues
- 50% steel & copper tariffs

\*See Forwarding Looking Statements on slide 3 for a list of risks & uncertainties

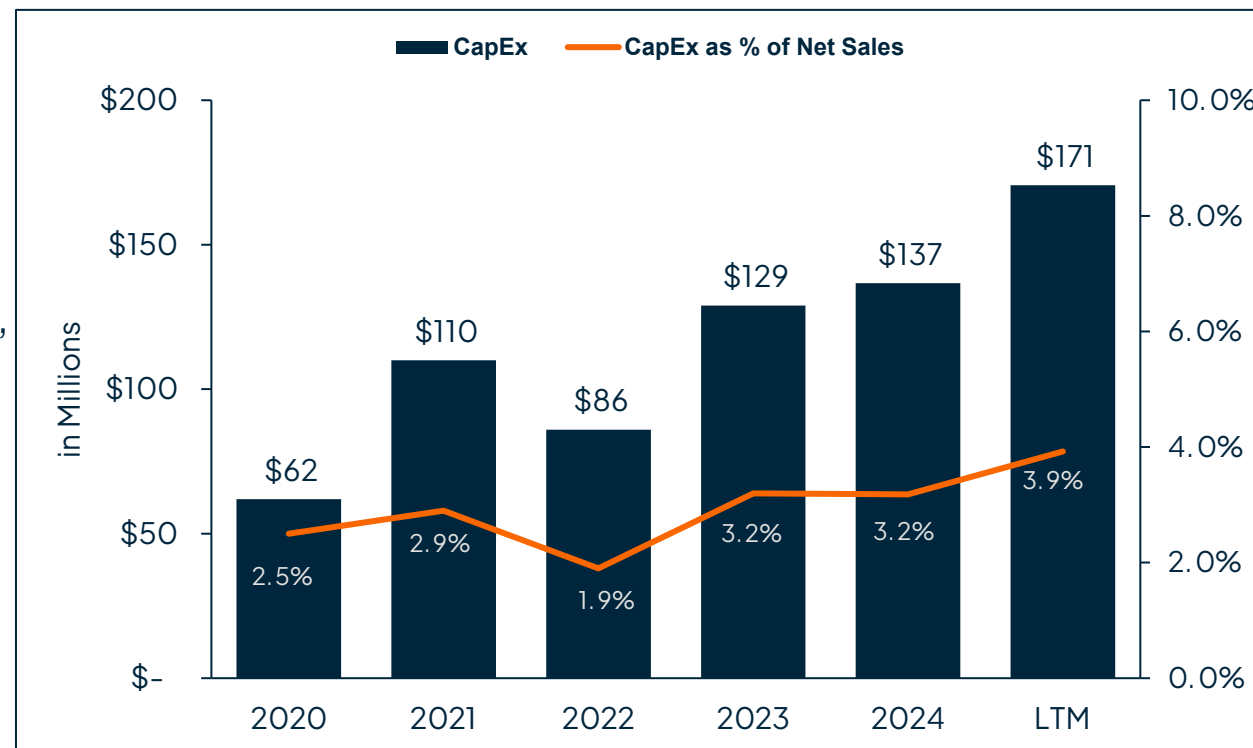
\*\*Tariffs in place as of 7/30/2025, proposed tariff rates not included



# Disciplined & Balanced Capital Allocation

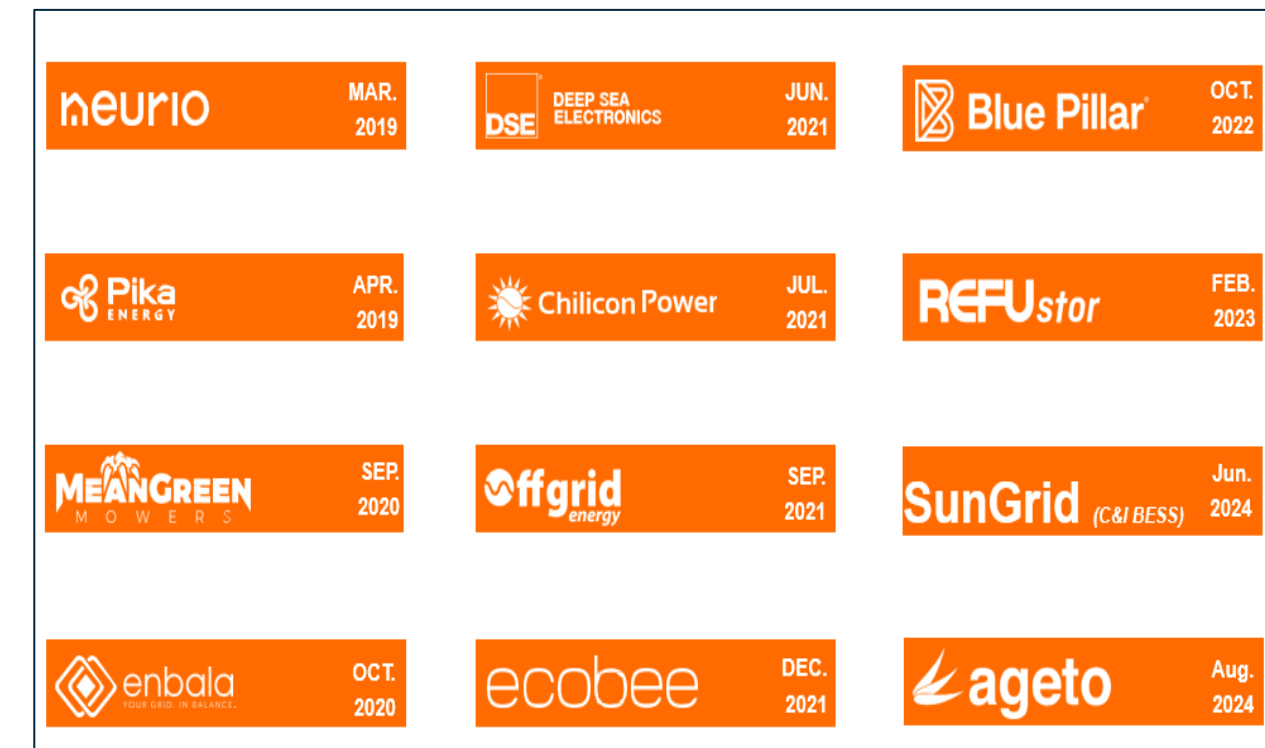
## 1. Organic Growth

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



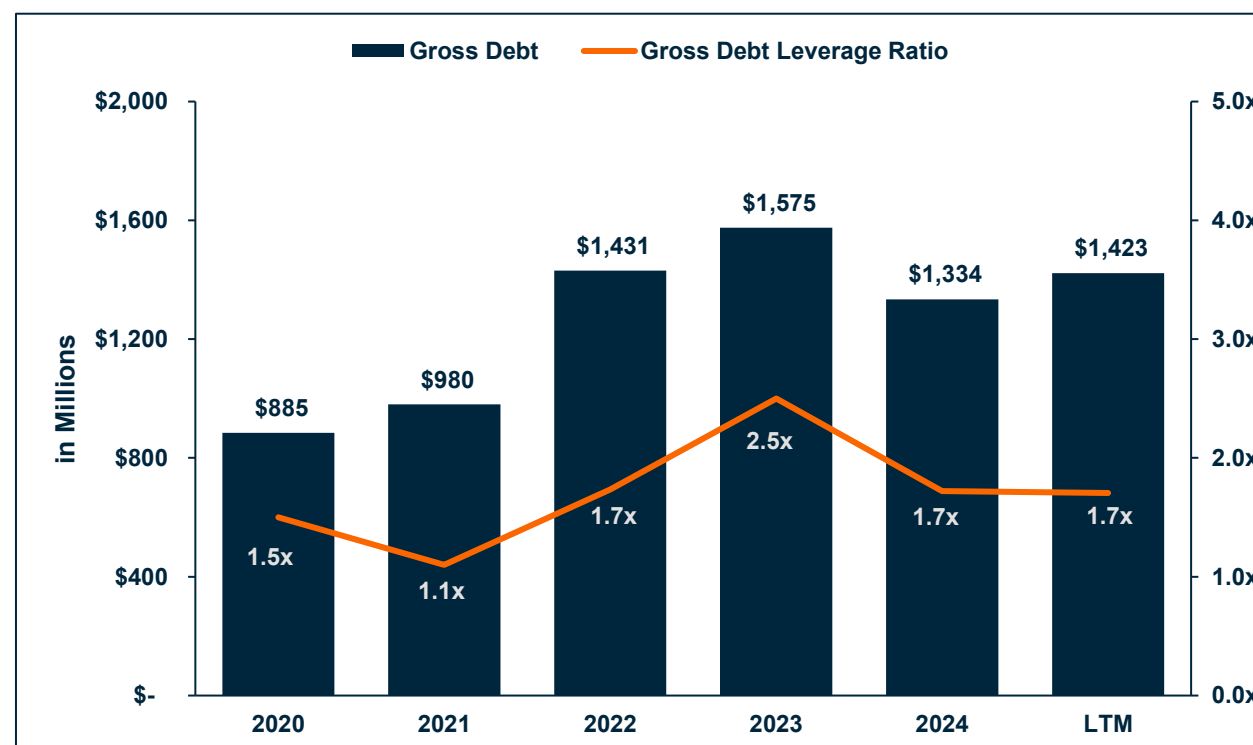
## 2. Strategic M&A

Accelerating “Powering A Smarter World” Strategy



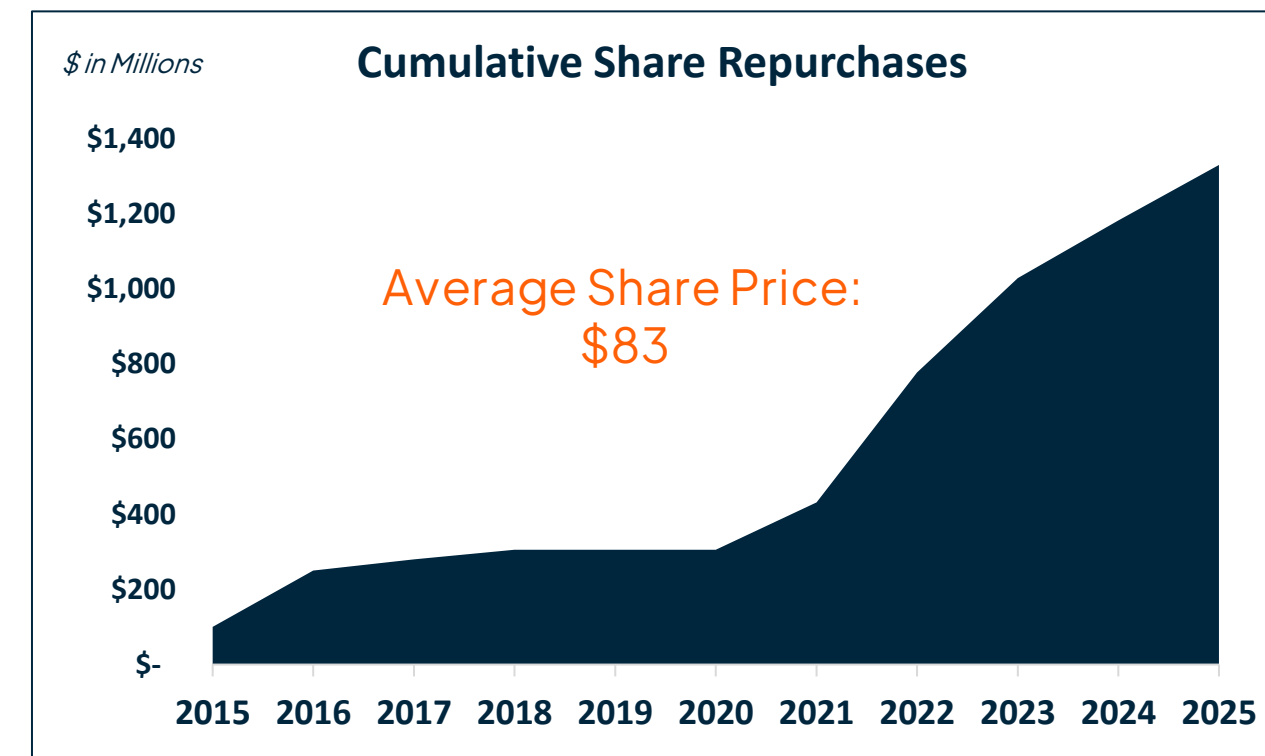
## 3. Maintaining Healthy Balance Sheet

Target leverage 1–2x



## 4. Return of Capital

Opportunistic Share Buy-backs

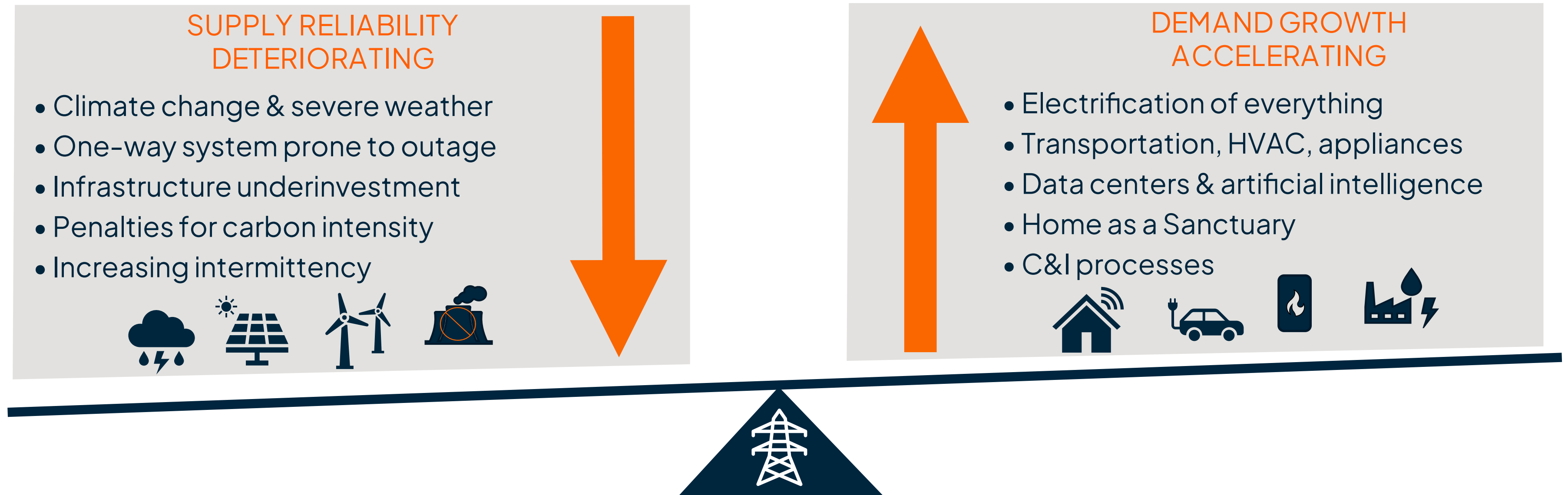


~\$200M remaining on current repurchase authorization



# Appendix

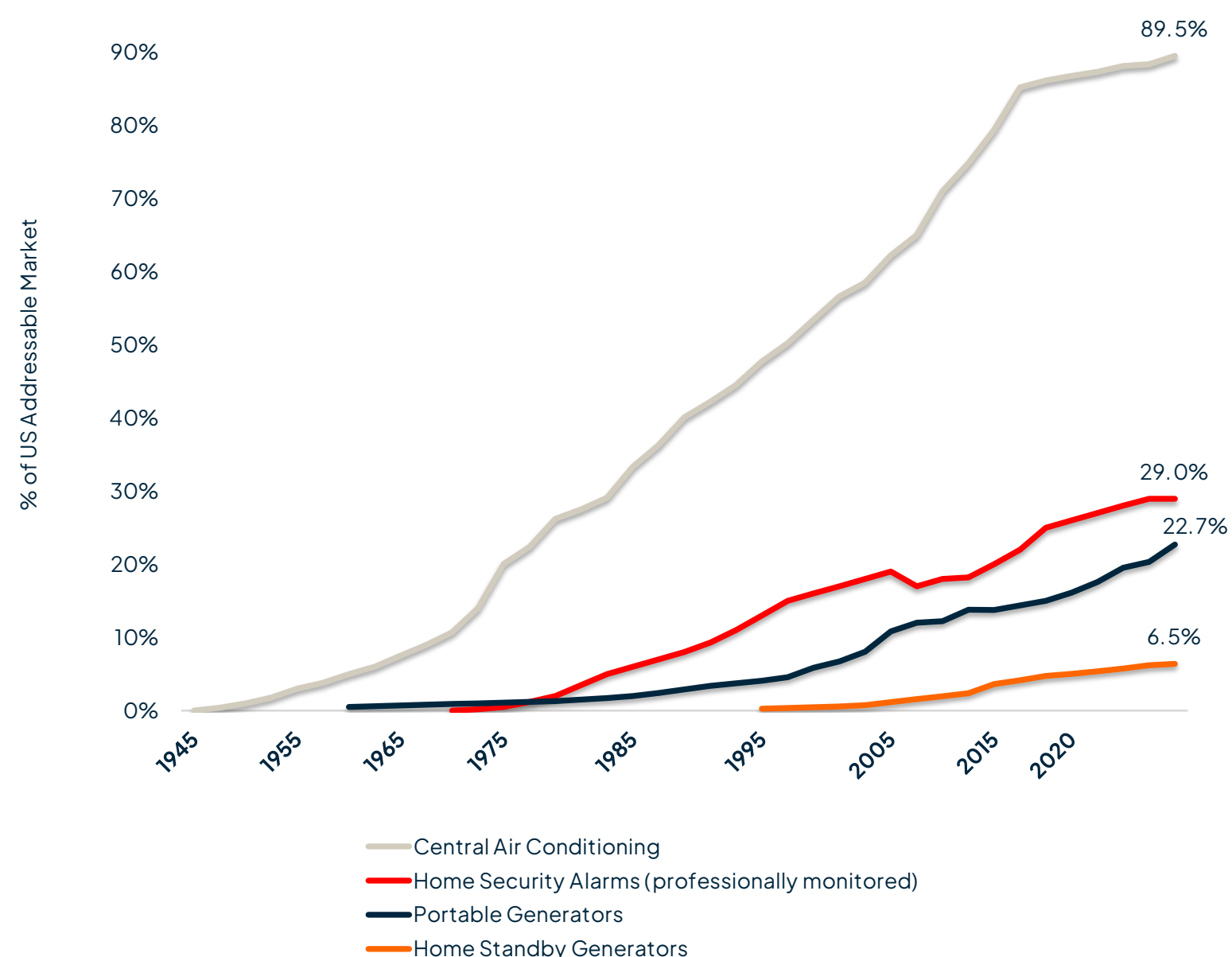
# Increasingly Imbalanced Electrical Grid



Lower Power Quality | Increased Power Demand & Dependence | Higher Power Prices

# HSB: Underpenetrated with Demographic Tailwinds

## North American Penetration Opportunity<sup>(1)</sup>



### Aging Population Fits Demographic

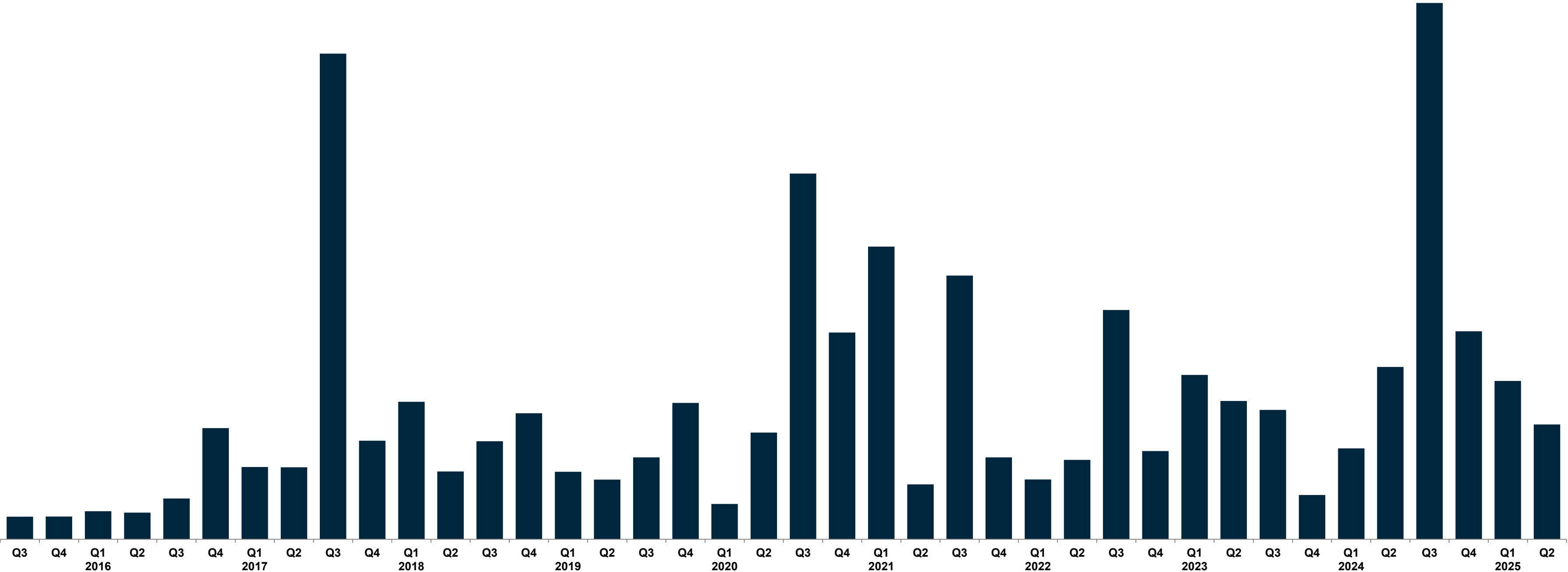
- ~75% of buyers age 50 and older
- ~\$500k median home value
- ~80–85% retro-fit application
- ~\$135K median household income
- ~6–8% replacement units

(1) Source: Company estimates; based on addressable market for HSB generators consisting of all single-family detached, owner-occupied homes valued > \$175K; 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<sup>1</sup>

■ Total Outage Hours (Severity)



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

# Q2 2025 & LTM Financial Overview

	Actual Q2 2025 (unaudited)	Y/Y % Change	Actual LTM (unaudited)	Y/Y % Change
Residential	\$ 574.2	6.6%	2,534.5	20.0%
Commercial & Industrial	362.2	5.2%	1,390.9	(3.8%)
Other	124.8	7.9%	486.3	4.9%
Net Sales	\$ 1,061.2	6.3%	\$ 4,411.7	9.7%
Gross Profit	\$ 416.7	11.0%	\$ 1,762.4	21.0%
% Margin	39.3%		39.9%	
<b>Adjusted EBITDA</b>	<b>\$ 187.6</b>	<b>13.9%</b>	<b>\$ 834.4</b>	<b>20.4%</b>
% Margin <sup>(1)</sup>	17.7%		18.9%	
Net Income - GHI	\$ 74.0	25.2%	\$ 348.8	43.9%
Adjusted Net Income - GHI	\$ 97.3	19.1%	\$ 476.5	31.3%
<b>Adjusted EPS - GHI</b>	<b>\$ 1.65</b>	<b>22.4%</b>	<b>\$ 7.96</b>	<b>34.0%</b>
Free Cash Flow	\$ 14.5	(70.9%)	\$ 511.5	(1.4%)
Consolidated Gross Debt			\$ 1,422.7	
Consolidated Gross Debt Leverage Ratio			1.7	

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

# Adjusted EBITDA Reconciliation

	2021	2022	2023	2024	LTM
Net income	\$ 556.6	\$408.9	\$ 217.1	\$ 317.0	\$ 350.2
Interest expense	33.0	54.8	97.6	89.7	78.1
Depreciation and amortization	92.0	156.1	166.6	171.8	181.4
Income taxes provision	135.0	99.6	73.2	92.5	90.4
Non-cash write-down and other charges	(3.1)	(2.1)	(6.0)	4.8	4.5
Non-cash share-based compensation expense	24.0	29.5	35.5	49.2	50.5
Loss on extinguishment of debt	0.8	3.7	-	4.9	4.9
Change in fair value of investments	-	-	-	38.0	41.3
Transaction costs and credit facility fees	22.4	5.0	4.1	5.1	4.2
Business optimization, provision for regulatory and clean energy product charges, and other	0.8	69.8	49.7	16.2	28.8
Adjusted EBITDA	\$ 861.4	\$ 825.4	\$ 637.9	\$ 789.1	\$ 834.4
Adjusted EBITDA attributable to noncontrolling interests	(9.4)	(15.1)	(4.7)	(1.2)	(2.0)
Adjusted EBITDA attributable to Generac Holdings, Inc.	\$ 852.1	\$ 810.3	\$ 633.2	\$ 787.9	\$ 832.4



# Adjusted EBITDA Reconciliation

Net Income to Adjusted EBITDA Reconciliation	Three months ended		LTM Ended Jun 30,	
	Jun 30,			
	2025	2024	2025	2024
	(unaudited)		(unaudited)	
Net income attributable to Generac Holdings, Inc.	\$ 74,016	\$ 59,115	\$ 348,824	\$ 242,325
Net income (loss) attributable to noncontrolling interests	414	(62)	1,331	650
Net income	74,430	59,053	350,155	242,975
Interest expense	18,242	23,318	78,142	96,395
Depreciation and amortization	48,321	42,880	181,448	170,186
Income taxes provision	15,422	19,638	90,447	81,095
Non-cash write-down and other charges	2,155	1,885	4,504	3,754
Non-cash share-based compensation expense	14,752	12,715	50,453	40,268
Change in fair value of investment	1,524	2,117	41,341	8,136
Transaction costs and credit facility fees	1,004	1,267	4,169	4,506
Business optimization, provision for regulatory clean energy product charges, and other	11,779	1,816	33,695	45,846
Adjusted EBITDA	187,629	164,689	834,354	693,161
Adjusted EBITDA attributable to noncontrolling interests	(612)	37	(1,979)	(1,474)
<b>Adjusted EBITDA attributable to Generac Holdings, Inc.</b>	<b>\$ 187,017</b>	<b>\$ 164,726</b>	<b>\$ 832,375</b>	<b>\$ 691,687</b>

# Adjusted Net Income & Free Cash Flow Reconciliation

	Three months ended		LTM Ended Jun 30,	
	Jun 30,			
Net Income to Adjusted Net Income Reconciliation	2025	2024	2025	2024
	(unaudited)		(unaudited)	
Net income attributable to Generac Holdings, Inc.	\$ 74,016	\$ 59,115	\$ 348,824	\$ 242,325
Net income attributable to noncontrolling interests	414	(62)	1,331	650
Net income	74,430	59,053	350,155	242,975
Amortization of intangible assets	25,681	24,791	99,372	101,519
Amortization of deferred financing costs and OID	642	975	2,572	3,912
Transaction costs and credit facility fees	345	681	1,644	2,227
Tax effect of add backs	(17,138)	(7,520)	(51,235)	(40,239)
Change in fair value of investment	1,524	2,117	41,341	8,136
Business optimization, provision for regulatory charges, and other	12,258	1,531	33,994	44,970
Adjusted net income	\$ 97,742	\$ 81,628	\$ 477,843	\$ 363,500
Adjusted net income (loss) attributable to noncontrolling interests	(414)	62	(1,331)	(650)
<b>Adjusted net income attributable to Generac Holdings, Inc.</b>	<b>\$ 97,328</b>	<b>\$ 81,690</b>	<b>\$ 476,512</b>	<b>\$ 362,850</b>
<b>Free Cash Flow Reconciliation</b>				
Net cash provided by operating activities	\$ 72,189	\$ 77,664	\$ 682,080	\$ 646,644
Proceeds from beneficial interests in securitization transactions	-	-	-	\$ 1,822
Expenditures for property and equipment	(57,716)	(27,952)	(170,614)	(129,932)
<b>Free cash flow</b>	<b>\$ 14,473</b>	<b>\$ 49,712</b>	<b>\$ 511,466</b>	<b>\$ 518,534</b>