

# CORPORATE PRESENTATION

JUNE 2024



ADVENTURE BY DESIGN

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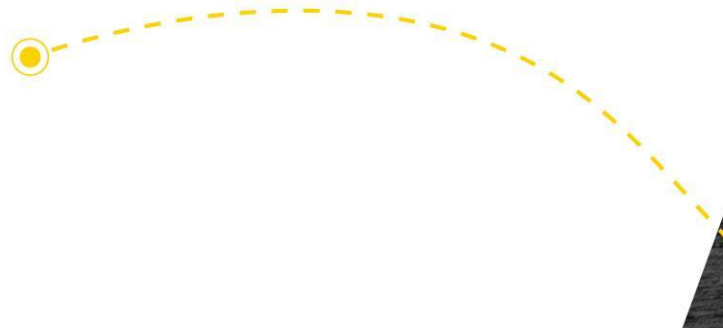
An aerial photograph of a snowy mountain slope. Two skiers are visible on the slope, one higher up and one lower down, both leaving tracks in the snow. A dark diagonal line runs from the top center towards the bottom right, dividing the image. The right side of the image is mostly dark, with some faint outlines of evergreen trees at the bottom.

# WHO WE ARE

- OUR PURPOSE

## WE EXIST TO CREATE NEW WAYS TO MOVE PEOPLE.

We are committed to helping people reimagine how they access their world – enabling experiences that can be measured in emotion rather than distance.



## • OUR BRAND PROMISE

# ADVENTURE BY DESIGN

Our promise is to create experiences that move people; it is about our obsession to detail that transforms the functional into the inspirational; it is the drive to push our own limits and help our riders find new ways to push theirs – and to choose adventure. Always. At BRP, we call this Adventure by Design. And it's what we do.



## • OUR VALUES

THEY MAKE OUR  
CULTURE UNIQUE,  
INFORM HOW WE ACT,  
AND DRIVE WHAT WE  
MAKE.

### TRUST TO BUILD STRONG PARTNERSHIPS

We take care of our people like family.  
We act with integrity. People can  
count on us like we count on them.

IT'S THAT SIMPLE.

### PASSION TO KEEP MOVING

Passion informs everything we do and is an integral part of  
every value we have. If it's not done with passion, it's not BRP.  
IT'S PASSION YOU CAN FEEL.

### DRIVE TO DELIVER OUR COMMITMENTS

We say what we do. We do what we say. No excuses. Only sheer  
determination. Relentless drive and love of the ride push us ahead.  
WHILE WE LIVE FOR THE RIDE, WE ALWAYS ARRIVE AT DESTINATION.

### INGENUITY TO DEFY CONVENTIONS

We're not afraid to see things differently.  
Constant curiosity makes us the first to  
uncover new solutions. We question.  
We innovate. We progress.  
RELENTLESSLY.

- OUR PEOPLE

OUR PEOPLE ARE INFORMED  
OPTIMISTS WHO SEE THE WORLD  
AS ONE BIG OPPORTUNITY, WITH  
NO BOUNDARIES TO THE ROAD OR  
THEIR AMBITIONS.



# MEET OUR MANAGEMENT TEAM



**JOSÉ BOISJOLI**  
Chair of the Board of  
Directors, President and  
Chief Executive Officer



**STÉPHANE BILODEAU**  
Chief Information  
Officer



**PATRICK DUSSAULT**  
Executive Vice-President, Global  
Manufacturing Operations,  
Powersports



**MARTIN LANGELIER**  
Chief Legal Officer &  
Corporate Services



**DENYS LAPOINTE**  
Chief Design  
Officer



**ANNE LE BRETON**  
Executive Vice-President  
People and Culture



**SÉBASTIEN MARTEL**  
Chief Financial  
Officer



**JOSÉE PERREULT**  
Chief Marketing Officer



**SANDY SCULLION**  
President, Powersports



**MINH THANH TRAN**  
Executive Vice-President, Global  
Corporate and Product Strategy



**THOMAS UHR**  
Chief Technology  
Officer



# • COMPANY OVERVIEW

(As of January 31, 2024)

TSX **DOO**  
NASDAQ **DOOO**

AN EXTENSIVE GLOBAL  
DISTRIBUTION NETWORK:

**2,800+** DEALERS  
WORLDWIDE

A STAND-ALONE  
COMPANY SINCE **2003**




**130+** COUNTRIES WHERE OUR  
PRODUCTS ARE  
AVAILABLE

**\$10.4B** ANNUAL  
SALES

**8** ICONIC  
BRANDS

CLOSE TO **20,000** DRIVEN, RESOURCEFUL  
EMPLOYEES WORLDWIDE

**#1** POWERSPORTS OEM  
IN NORTH AMERICA

 Manufacturing sites\*  Distributor Network  Dealership Network

\* Does not include certain sites, including small sites where the products or services are only offered in a capacity as internal supplier to BRP, such as the St.Johns (United States) site where service parts and wall painting and sequencing take place.

## • OUR STORY

● 1942

Start up of **Auto-neige**  
Bombardier Ltd.

● 1959

Launch of industry-first  
Ski-Doo snowmobile

● 1968

Launch of industry-first  
Sea-Doo PWC

● 1970

Acquisition of the  
Rotax brand

● 1989

Acquisition of the  
Nordtrac Oy and Lynx brands

● 1998

Entry into the off-road  
vehicle market

● 2001

Acquisition of  
the Evinrude and  
Johnson brands



2003

Bombardier sells its  
Recreational Products division;  
**BRP** is officially launched!

Launch of the Ski-Doo  
REV platform

## • OUR STORY (CONTINUED)



2003

Bombardier sells its  
Recreational Products division;  
BRP is officially launched!

Launch of the **Ski-Doo**  
REV platform

2007

Launch of industry-first  
3-wheel **Can-Am** Spyder

Opening of the first  
manufacturing facility in  
Juarez, Mexico

2010

Entry into the  
side-by-side vehicle market

2013

BRP's initial public  
offering

BRP enters the Nasdaq

Creation of the **Marine Group**  
with the acquisition of **Alumacraft**

Acquisition of **Manitou**

2018

2014

Launch of  
the **Sea-Doo** Spark

2019

Acquisition of  
**Telwater**

2020

Discontinuation of **Evinrude** E-TEC  
and E-TEC G2 outboard engines

Launch of **Uncharted Society**

2023

Launch of the **Ski-Doo**  
and **Lynx** electric  
snowmobiles

BRP turns 20



Reveal of the **Can-Am** Origin and  
**Can-Am** Pulse electric motorcycles

Reveal of the **Sea-Doo** Rise eFoil

Acquisition of **Great Wall Motor**  
Austria (BRP-Rotax Vienna),  
**Pinion GmbH**, and the  
powersports operations of  
**Kongsberg Inc.** (BRP Megatech)

2022

2021

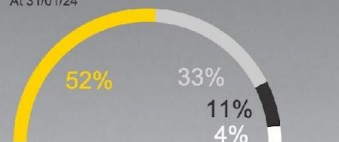
Launch of the **Sea-Doo**  
Switch pontoon

# FINANCIAL HIGHLIGHTS

Fiscal Year 2024

## REVENUE BASE BY CATEGORY

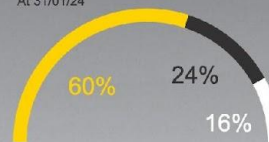
At 31/01/24



YEAR-ROUND PRODUCTS  
SEASONAL PRODUCTS  
POWERSPORTS PA&A AND OEM ENGINES  
MARINE GROUP

## REVENUE BASE BY GEOGRAPHY

At 31/01/24



UNITED STATES  
INTERNATIONAL  
CANADA

## TOTAL REVENUES

CA\$ millions - At 31/01. CAGR\* 14.4%



## NET INCOME

CA\$ millions - At 31/01. CAGR\* 19.1%



## NORMALIZED EBITDA<sup>1</sup>

CA\$ millions - At 31/01. CAGR\* 20.6%



## NORMALIZED EARNINGS PER SHARE – DILUTED<sup>1</sup>

CA\$ - At 31/01. CAGR 30.5%



## EARNINGS PER SHARE – DILUTED

CA\$ - At 31/01. CAGR\* 24.4%

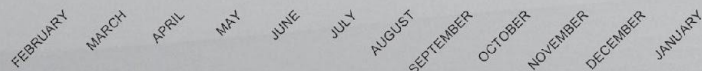


## SHARE PRICE

DOO MONTHLY CLOSING PRICE IN CA\$

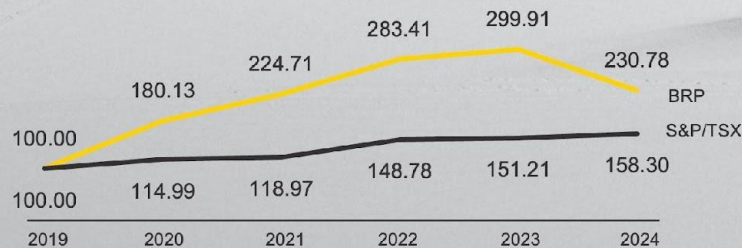
118.23

FEBRUARY 2023



## DOO PERFORMANCE<sup>2</sup>

OVER THE LAST YEARS IN CA\$



<sup>1</sup> See Non-IFRS measures section on p.72 of the Annual and Corporate Social Responsibility Report.

<sup>2</sup> Illustrates the cumulative return on a \$100 investment in the Subordinate Voting Shares, with dividend reinvestments, compared to the cumulative return on the S&P/TSX Composite Index for the five-year period commencing on February 1<sup>st</sup>, 2019 and ending on January 31, 2024, being the last trading day of Fiscal 2024.

\* Compound Annual Growth Rate since January 31, 2020.

# OUR INNOVATION CULTURE

## CENTRES OF EXCELLENCE

### WHERE THE MAGIC HAPPENS.

Progress doesn't come from standing still.

Thanks to our culture of innovation, we have developed industry-first products and accumulated a growing heap of awards. With our state-of-the-art research and development facilities, we are poised to maintain our leadership position.

### WE INVEST

~ 4%

OF OUR ANNUAL REVENUES  
IN R&D

### DESIGN AND INNOVATION

Centre Design & Innovation Laurent Beaudoin, Valcourt, Canada



Marine Design and Innovation Studio, Palm Bay, Florida



European Design and Innovation Centre, Sophia Antipolis, France



### RESEARCH AND DEVELOPMENT

Product Development Centre, Valcourt, Canada



Center for Advanced Technologies (CTA) BRP-UdeS, Sherbrooke, Canada



EV R&D Centre, Vienna, Austria



BRP Rovaniemi, Finland



BRP Sturtevant Campus, Sturtevant, USA



Regional Innovation Centre, Gunskirchen, Austria



## • OUR INNOVATION CULTURE (CONTINUED)

### AWARDS AND PATENTS SINCE 2003

# 166

 DESIGN AND  
INNOVATION AWARDS

Giving back to next generation of designers

The BRP International Design Competition is endorsed  
by the World Design Organization.



reddot winner 2023



# 1,500+

 PATENTS AND  
APPLICATIONS

We are working on increasing that  
number by filing patent applications  
every year for great new inventions,  
protecting tomorrow's growth platforms.



# OUR CSR25 PROGRAM

- **OUR CSR VISION**

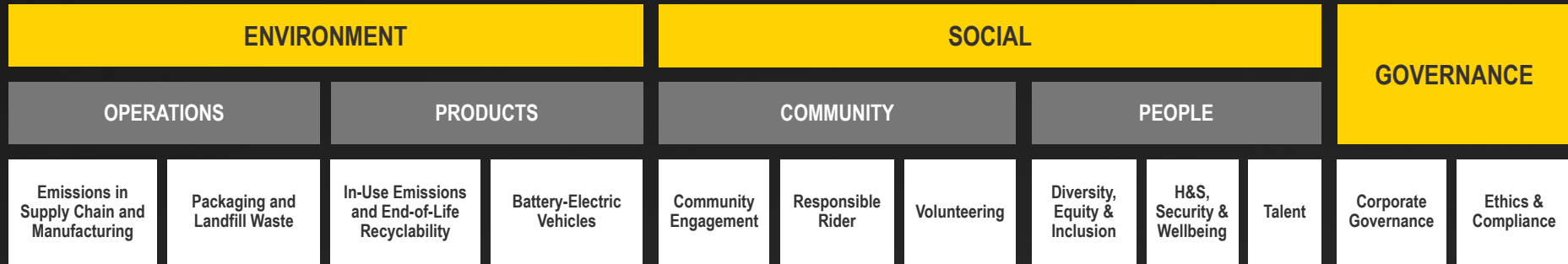
We are committed to actively participating in creating a better future for our employees, our communities and our stakeholders.

We seek to relentlessly put our heads down, leverage our innovation and our drive to make the world a better place.





# • OUR CSR25 FRAMEWORK



# OUR CSR GOALS AND TARGETS

## ENVIRONMENT

### REDUCE THE CARBON FOOTPRINT IN OUR PRODUCTS AND OPERATIONS

- Make our facilities carbon neutral and reach zero waste to landfill by 2030.
- Committed to having 50% of our units sold as electric and launch new internal combustion engine (ICE) models that emit less CO<sub>2</sub> than their predecessors by 2035.
- Reduce CO<sub>2</sub> emissions from our supply chain by 25% by 2035.

## SOCIAL

### ENSURE A POSITIVE AND SUSTAINABLE IMPACT IN COMMUNITIES AND THE DAILY LIVES OF EMPLOYEES, DEALERS, AND CONSUMERS WHEREVER THEY WORK, GIVE AND PLAY

- Committed to reinvest 1% of pre-tax profits in community support by 2025.
- Increase our efforts to promote safety, respect for the environment and good driving practices by enhancing our Responsible Rider program.
- Health and Safety - Goal Zero 2025:  
No safety incidents and no impact

## GOVERNANCE

### CONTINUE TO MAKE SOUND STRATEGIC DECISIONS, MAINTAIN HIGH ETHICAL STANDARDS AND CONDUCT OUR OPERATIONS IN A SUSTAINABLE MANNER

- A complete overhaul of our Code of Ethics.

- **CSR SOCIAL PILLAR**  
**OUR THREE FOCUS AREAS IN COMMUNITY ENGAGEMENT**

### **RIDE OUT INTIMIDATION**

We believe inclusivity starts where intimidation ends, and our ambition is to stop intimidation on a global scale.

To learn more about the program, click [here](#).

### **RESPONSIBLE RIDER**

Committed to championing responsible riding through education, action and community empowerment.

To learn more about the program, click [here](#).

### **CORPORATE SOCIAL RESPONSIBILITY LEADERSHIP**

BRP supports numerous non-profit organizations who have the capacity to drive positive change in fields such as diversity, equity and inclusion, vehicle electrification, environment, as well as disaster and emergency relief.

To optimize our community investments, we are committed to supporting organizations in our three focus areas through our Donation Policy.

Local initiatives are equally important to us. Our employees can boost their community impact through Matching Donation Programs.

A group of people in winter gear standing in a snowy field.

**RIDE OUT  
INTIMIDATION**

A BRP PROGRAM

Two people in winter gear standing in a snowy field.

**RESPONSIBLE  
RIDER**

A BRP PROGRAM

## • CSR SOCIAL PILLAR DE&I JOURNEY

The diversity and uniqueness of our people fuel our ingenuity and set the course for the path ahead!

### A STRUCTURED GOVERNANCE

- **A DE&I Council:** a diverse group that helps accelerate our cultural shift. (Chaired by Josée Perreault, Chief Marketing Officer, and co-chaired by Anne Le Breton, Executive Vice-President, People and Culture).

### EMPLOYEE-LED INITIATIVES

- **Employee Resource Groups (ERGs):** voluntary, employee-led groups representing office and plant employees, working to set goals and actions to promote equity and remove barriers

#### 2022 – GLOBAL WOMEN ERG

BRP's first-ever ERG, aiming to empower, support and encourage women at BRP.

### RECENT ACHIEVEMENTS

- **A more inclusive hiring practice:** by notably bringing more DE&I matters into the hiring toolkit and guidelines for leaders.
- **A tailored DE&I learning journey:** starting with our leaders, introducing a mix of mandatory training sessions and e-learning tools and resources.

Explore our [2024 Annual and Corporate Social Responsibility Report](#) for an in-depth look at

#### 2024 – ERG FOR THE LGBTQ+ COMMUNITY

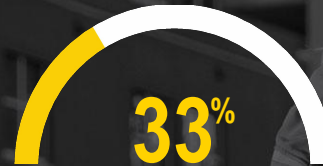
# • CSR HIGHLIGHTS

Fiscal Year 2024



**GLOBAL ABSOLUTE GREENHOUSE GAS EMISSIONS\* REDUCTION**

\*(GHG) Scope 1 and 2.



**WOMEN ON THE BOARD OF DIRECTORS**



**OVERALL DIVERSION RATE\***

\*Total amount of hazardous and non-hazardous waste diverted from landfills.



**WOMEN IN FACTORY**

**B-** CDP SCORE: CLIMATE CHANGE DISCLOSURE

CLOSE TO CA\$ **8.4M**

DONATED IN 2023 TO SUPPORT OUR COMMUNITIES

**0.8** OVERALL TOTAL RECORDABLE INCIDENTS RATE (TRIR)

Still on course to reach our 2025 goal of zero incidents and zero impact

To learn more about our latest CSR performance, please consult our [2024 Annual and Corporate Social Responsibility Report](#).



# OUR PRODUCT LINES

BRP is home to the world's leading brands – on snow, water, dirt, asphalt, and everywhere in between – creating unforgettable experiences for riders.

*ski-doo*

*LYNX*

*SEA-DOO*

*can-am*

**ROTAX**

*ALUMACraft*

M A N I T O U

**QUINTREX**



*can-am*

# POWERSPORTS YEAR-ROUND PRODUCTS

Our year-round products are for people who embrace challenges and take every road life offers them.

## MARKET INDICATORS

**5,339.4** MILLIONS CA\$

GLOBAL SALES FOR THE YEAR ENDED ON  
JANUARY 31, 2024



Standing out with our all-in spirit – from the open roads to the trails; on two, three or four wheels; working hard and playing hard, this is riding for the many, not for the few.



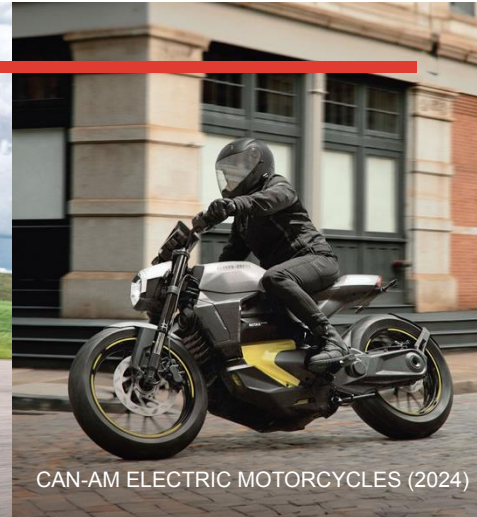
CAN-AM ATV



CAN-AM SSV



CAN-AM 3-WHEEL VEHICLES



CAN-AM ELECTRIC MOTORCYCLES (2024)





*ski-doo*

*LYNX*

*SEA-DOO*

# POWERSPORTS

# SEASONAL

# PRODUCTS

Our snowmobiles and personal watercraft (PWC) were the first of their kind. Today, they remain at the forefront of our strategy, enabling ever more people to embark on exceptional adventures.

## MARKET INDICATORS

**3,410.7** MILLIONS CA\$

GLOBAL SALES FOR THE YEAR ENDED ON  
JANUARY 31, 2024

***ski-doo***

Delivering winter experiences that defy expectations – we are pioneers in the snowmobile industry and push the limits of what our riders can do.

***LYNX***

Bringing our rugged finish soul to sledding across the globe – this cult icon is built tough for hardcore riders.



SKI-DOO SNOWMOBILES



LYNX SNOWMOBILES

# SEA-DOO.

Diving into the joy of limitless discovery through personal watercraft and pontoon boats – from sunny days to fishing trips and more, we've been reinventing fun on the water from day one.



SEA-DOO SWITCH PONTOONS



SEA-DOO PERSONAL WATERCRAFTS



**ROTAX**<sup>®</sup>

**POWERSPORTS**

**PA&A AND OEM**

**ENGINES**

BRP parts, accessories and apparel (PA&A) and Rotax engines for karts and recreational aircraft extend the reach of our brands beyond our core products.

**MARKET  
INDICATORS**

**1,184.6** MILLIONS CA\$

GLOBAL SALES FOR THE YEAR ENDED ON  
JANUARY 31, 2024

## PARTS, ACCESSORIES AND APPAREL (PA&A)

PA&A lift the brands' strategic efforts to deliver an outstanding riding and boating experience. Thousands of available items keep products running smoothly, make drivers and passengers comfortable and protected, enable everything needed for an adventure to be stowed safely and conveniently, and just make it even more fun.



## PINION GEARBOXES

Driven by a passion to shape sustainable mobility, the German-based Pinion team, that joined the BRP family in 2022, creates leading gearboxes that combine the best aspects of automotive and bicycle technology to deliver unparalleled performance and reliability.

The Pinion team introduced a new E-Drive system, the Motor.Gearbox.Unit (MGU), which pairs a powerful electric motor with proven Pinion gearbox technology and electric shifting of up to 12 gears in a compact package. This innovation has racked up many prestigious awards, including the Gold award in the “Components” category at Eurobike 2023.



# ROTAX<sup>®</sup>

## OEM ENGINES

Beating at the heart of every BRP vehicle, our powertrains are at the cutting edge of new technologies, performance and experiences.

Rotax aircraft and kart engines enable a BRP adventure for audiences outside our powersports and marine markets.

More than 80% of aircraft manufacturers in the light sport and ultralight aircraft market use Rotax engines, and BRP is one of the world's largest piston aircraft engine producers.



MANITOU

*ALUMACraft*

QUINTREX

# MARINE GROUP

Our Marine Group teams have been laying the groundwork since 2018 to reinvent the boating experience. As a result, in 2022 we launched the fully redesigned Manitou, Alumacraft and Quintrex models, with the integrated new Rotax S outboard engine, featuring Stealth technology – another world first.

## MARKET INDICATORS

**432.3** MILLIONS CA\$

GLOBAL SALES FOR THE YEAR ENDED ON  
JANUARY 31, 2024



## MANITOU.

Creating unforgettable moments with pontoons that are built for unmatched style and unrivaled experiences.



MANITOU PONTOON BOATS

## ALUMACraft.

Sharing our love of fishing across generations, with boats that are built to last – from once-in-a-lifetime catches to moments of peace.



ALUMACRAFT FISHING BOATS

## QUINTREX.

Opening up new possibilities on the water with boats for family, fishing, fun and adventure – built for the wilds of Australian water, ready for anything.



QUINTREX BOATS

## • UNCHARTED SOCIETY

### ADVENTURE UNLOCKED

A global network of BRP certified operators who offer transformative powersport experiences. Whether for beginners or avid riders, the only thing needed is the mindset for adventure.



## UNCHARTED SOCIETY

- Launched in the US in 2020 and now operating in 13 countries across North America and the EMEA.
- Network of more than 400 experiences and 200 certified operators worldwide.
- Offers consumers guided or rental experiences on state of the art Can-Am vehicles, Ski-Doo and Lynx snowmobiles and Sea-Doo watercrafts and pontoons.
- Combines rider's passion with our products to unlock a whole new experience with *Uncharted Collections*: fishing, camping, mountain biking, electric snowmobiles or exclusive for women.

## • FORWARD-LOOKING STATEMENTS

Certain statements included in this presentation, including, but not limited to, statements relating to the Company's purpose, promise, values, statements about the Company's corporate social responsibility program referred to as "CSR25" and the Company's objectives, targets, goals, initiatives, performance or achievements thereunder, **including its intention to electrify its existing product lines and launch new electric product lines, and its commitments relating to its DE&I journey** ("CSR commitments"), including potential headwinds in FY25 in the Company's plan to meet some of its CSR commitments, as well as the expected capital expenditures and human resources deployment to support the CSR commitments and the benefits expected to result from them, and statements relating to the Company's current and future plans, prospects, expectations, anticipations, estimates and intentions, results, levels of activity, performance, objectives, targets, goals, achievements, priorities and strategies, financial position, market position, capabilities, competitive strengths and beliefs, the prospects and trends of the industries in which the Company operates, **including the potential for untapped markets and new generation of users through the LVHA group and products**, the expected growth in demand for products and services in the markets in which the Company competes, research and product development activities, including projected design, characteristics, capacity or performance of future products and their expected scheduled entry to market, **including with respect to the Can-Am electric two-wheel motorcycles, the electric snowmobiles with Ski-Doo and Lynx and Sea-Doo Rise**, expected financial requirements and the availability of capital resources and liquidities, or any other future events or developments and other statements that are not historical facts constitute forward-looking statements within the meaning of applicable securities laws. The words "may", "will", "would", "should", "could", "expects", "forecasts", "plans", "intends", "trends", "indications", "anticipates", "believes", "estimates", "outlook", "predicts", "projects", "likely" or "potential" or the negative or other variations of these words or other comparable words or phrases, are intended to identify forward-looking statements.

Forward-looking statements are presented for the purpose of assisting readers in understanding certain key elements of the Company's current objectives, goals, targets, strategic priorities, expectations and plans, including certain key elements of the Company's CSR25 program and related CSR commitments, and in obtaining a better understanding of the Company's business and anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes. Readers should not place undue reliance on forward- looking statements made in this presentation. Forward-looking statements, by their very nature, involve inherent risks and uncertainties and are based on a number of assumptions, both general and specific, including without limitation the assumptions underlying the Company's environmental, social and governance targets, goals and initiatives under its CSR25 program, which are set out in the "Forward-Looking Statements" section of its Annual and Corporate Social Responsibility Report made as of May 31, 2024.

Many factors could cause the Company's actual results, level of activity, performance or achievements or future events or developments, including its actual results or performance of the Company's CSR25 program and related CSR commitments, to differ materially from those expressed or implied by the forward-looking statements, including, without limitation, the factors discussed in section "Risk Factors" of the Company's Management's Discussion and Analysis for the three- and twelve-month periods ended January 31, 2024, and in the Company's other continuous disclosure filings, including its Annual and Corporate Social Responsibility Report made as of May 31, 2024 (available on SEDAR+ at [www.sedarplus.com](http://www.sedarplus.com) and on EDGAR at [www.sec.gov](http://www.sec.gov)). These factors are not intended to represent a complete list of the factors that could affect the Company; however, these factors should be considered carefully.

The forward-looking statements contained in this presentation are made as of the date of this presentation and the Company has no intention and undertakes no obligation to update or revise any forward-looking statements to reflect future events, changes in circumstances, or changes in beliefs, unless required by applicable securities regulations. In the event that the Company does update any forward-looking statement,

## CORPORATE HEADQUARTERS

726 Saint-Joseph Street  
Valcourt, Quebec J0E 2L0  
Canada

To learn more about BRP, click [here](#).



*ski-doo* *LYNX* *SEA-DOO* *can-am* ROTAX. ALUMACraft. MANITOULI. QUINTREX

