



CORPORATE PRESENTATION

JUNE 2023

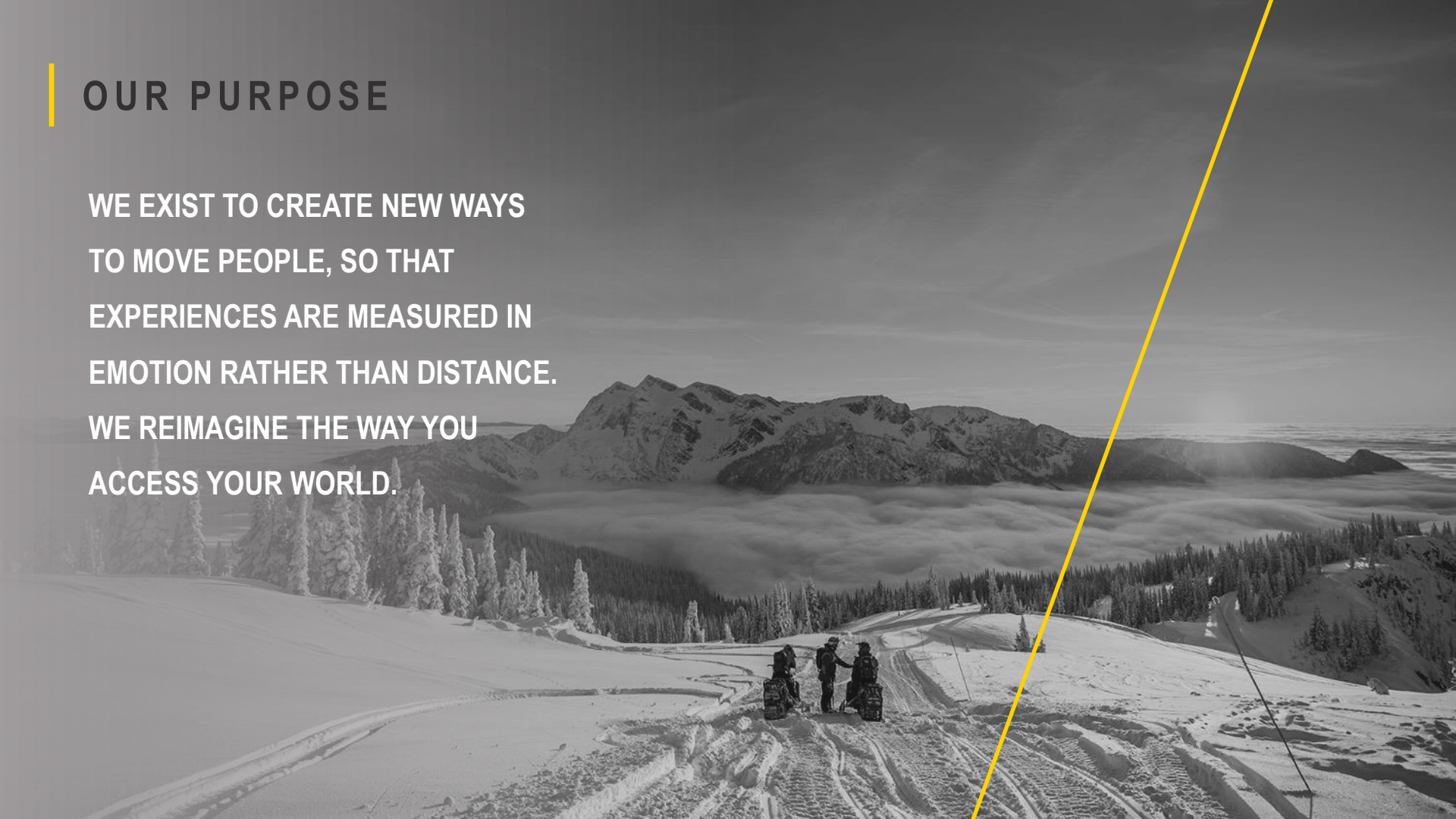




WHO WE ARE

OUR PURPOSE

WE EXIST TO CREATE NEW WAYS
TO MOVE PEOPLE, SO THAT
EXPERIENCES ARE MEASURED IN
EMOTION RATHER THAN DISTANCE.
WE REIMAGINE THE WAY YOU
ACCESS YOUR WORLD.



OUR BRAND PROMISE



ADVENTURE BY DESIGN

Our brand promise embodies what we do and why we do it. It speaks to our unique heritage of ingenuity and excellence behind our products and the unforgettable experiences they deliver. It is about the machines we build and the emotions they provide. A commitment to always obsess about creating the very best experience for our riders, without compromise.



OUR PEOPLE

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



OUR VALUES

“

They make our culture unique, inform how we act, and drive what we make.

”

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.

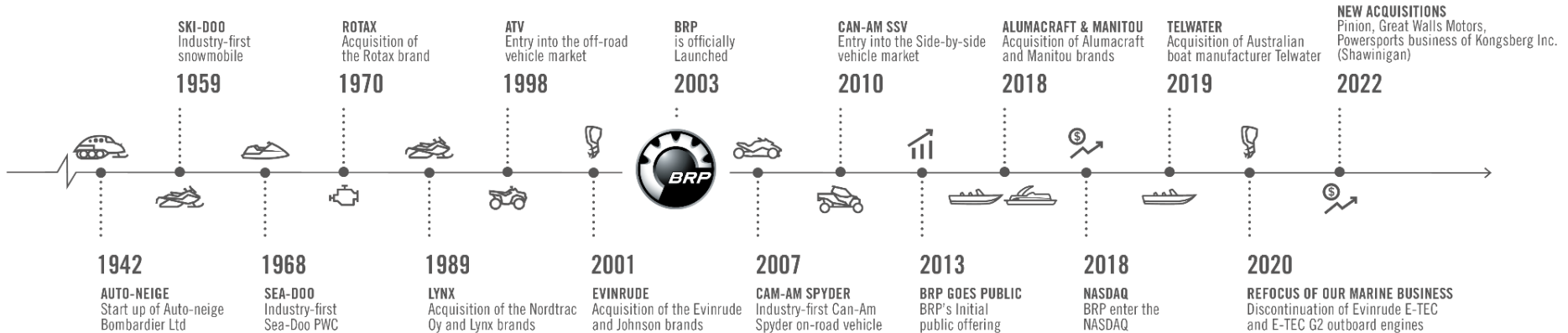
DRIVE TO DELIVER OUR COMMITMENTS We say what we do. We do what we say. No excuses. Only sheer determination. Relentless drive and love of the ride push us ahead. WHILE WE LIVE FOR THE RIDE, WE ALWAYS ARRIVE AT DESTINATION.

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.

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.



OUR STORY





GLOBAL
PRESENCE

COMPANY OVERVIEW

\$10B

ANNUAL SALES

2,950 +

DEALERS WORLDWIDE

12

MANUFACTURING
FACILITIES
IN 6 COUNTRIES

8

ICONIC
BRANDS

130 +

COUNTRIES WHERE
OUR PRODUCTS
ARE AVAILABLE

MORE THAN

23,000

DRIVEN, RESOURCEFUL
EMPLOYEES WORLDWIDE

OUR BRANDS

ski-doo®

LYNX®

SEA-DOO®

can-am®

ROTAX®

ALUMACraft

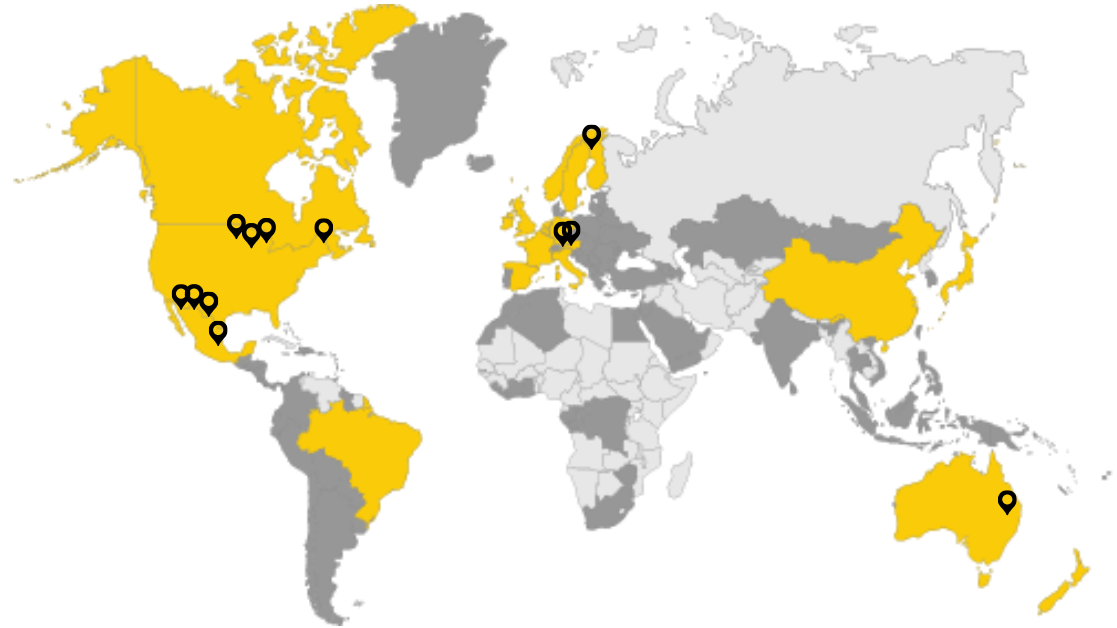
MANITOU

QUINTREX

OUR GLOBAL FOOTPRINT

12 MANUFACTURING
FACILITIES IN 6 COUNTRIES

2,950 +
DEALERS



Manufacturing sites



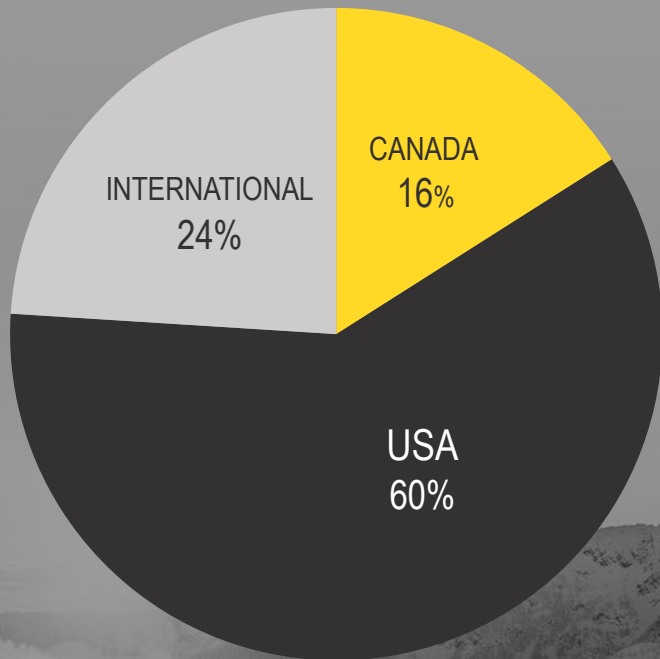
Distribution network



Dealership network

OUR REVENUES

By Geography For Fiscal Year 2023



OUR DIVERSIFICATION
ALLOWS US TO

GROW

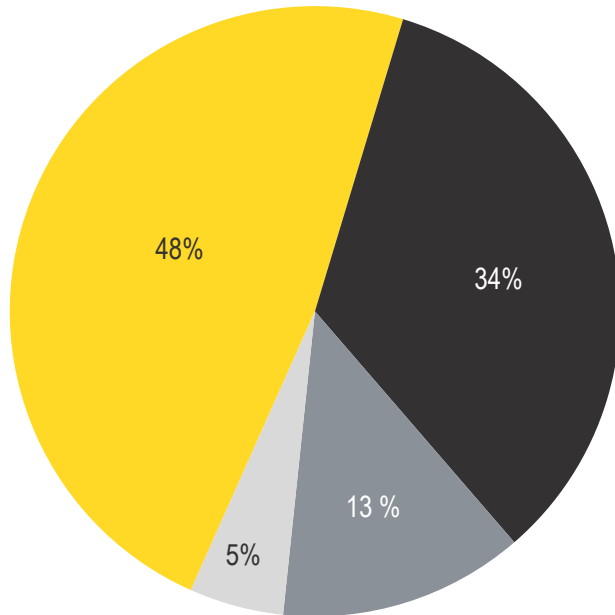
NEARLY HALF OF

SALES

GENERATED OUTSIDE
THE UNITED STATES

OUR REVENUES

By Category For Fiscal Year 2023



POWERSPORTS YEAR-ROUND PRODUCTS



Can-Am SSV



Can-Am ATV



Can-Am 3WV

POWERSPORTS SEASONAL PRODUCTS



Ski-Doo Snowmobile



Lynx Snowmobile



Sea-Doo Watercraft & Pontoons

MARINE GROUP YEAR-ROUND PRODUCTS



Manitou
Pontoon Boats



Alumacraft
Fishing Boats



Telwater
Aluminum Boats

POWERSPORTS PA&A AND OEM ENGINES



Engines



Powersports PA&A



CORPORATE HEADQUARTERS

726 St. Joseph Street
Valcourt (Quebec) J0E 2L0
Canada





Ski-Doo
Lynx
Sea-Doo
Can-Am
Rotax
Alumacraft
Manitou
Quintrex