



THE ULTIMATE POWERSPORTS EXPERIENCE



ANALYST & INVESTOR MEETING

CIUDAD JUÁREZ, MEXICO
SEPTEMBER 22, 2016

Presentation Schedule

10:00 – 10:30

Strategic Priorities Update

José Boisjoli

10:30 – 10:45

Marketing and PAC

Anne Bélec

10:45 – 11:05

Marine Propulsion Systems

Alain Villemure

11:05 – 11:15

Break

11:15 – 11:45

GSCE Overview and International

Sandy Scullion

11:45 – 12:15

GSCE - North America

Bernard Guy

12:15 – 12:25

Finance Update

Sebastien Martel

12:25 – 12:30

Closing Remarks

José Boisjoli



Forward-Looking Statements

Certain statements in this presentation about the Company's current and future plans, expectations and intentions, results, levels of activity, performance, goals or achievements or any other future events or developments constitute forward-looking statements. The words "may", "will", "would", "should", "could", "expects", "plans", "intends", "trends", "indications", "anticipates", "believes", "estimates", "predicts", "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 based on estimates and assumptions made by the Company in light of its experience and perception of historical trends, current conditions and expected future developments, as well as other factors that the Company believes are appropriate and reasonable in the circumstances, but there can be no assurance that such estimates and assumptions will prove to be correct or that the Company's business guidance, objectives, plans and strategic priorities will be achieved.

Many factors could cause the Company's actual results, level of activity, performance or achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements, including, without limitation, the following factors, which are discussed in greater detail under the heading "Risk Factors" of the Company's Management Discussion and Analysis for the quarter ended January 31, 2016 dated March 17, 2016: impact of adverse economic conditions on consumer spending; decline in social acceptability of the Company's products; fluctuations in foreign currency exchange rates; high levels of indebtedness; unavailability of additional capital; unfavourable weather conditions; seasonal sales fluctuations; the Company's ability to comply with product safety, health, environmental and noise pollution laws; dependence on dealers, distributors, suppliers, financing sources and other strategic partners who may be sensitive to economic conditions; large fixed cost base; inability of dealers and distributors to secure adequate access to capital; supply problems, termination or interruption of supply arrangements or increases in the cost of materials; covenants in the Company's financing and other material agreements; competition in product lines; loss of members of management team or employees who possess specialized market knowledge and technical skills; inability to maintain and enhance reputation and brands; adverse determination in any significant product liability claim against the Company; significant product repair and/or replacement due to product warranty claims or product recalls; reliance on a network of independent dealers and distributors to manage the retail distribution of its products; dependence on OEM customers for its outboard engine and Rotax engine business; unsuccessful management of inventory levels; risks associated with international operations; unsuccessful execution of growth strategy; protection of intellectual property; failure of information technology systems; declining prices for used versions of products and oversupply by competitors; unsuccessful execution of manufacturing strategy; changes in tax laws and unanticipated tax liabilities; higher fuel costs; deterioration in relationships with employees; pension plan liabilities; natural disasters; failure to carry proper insurance coverage; volatile market price for Subordinate Voting Shares; no current plans to pay dividends; conduct of business through subsidiaries; significant influence by Beaudier Group and Bain Capital; and future sales of Shares by Beaudier Group, Bain Capital, directors, officers or senior management of the Company. 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 purpose of the forward-looking statements is to provide the reader with a description of management's expectations regarding the Company's financial performance and may not be appropriate for other purposes; readers should not place undue reliance on forward-looking statements made herein. Furthermore, unless otherwise stated, the forward-looking statements contained in this Annual Information Form are made as of the date of this Annual Information Form, and the Company has no intention and undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities regulations. The forward-looking statements contained in this Annual Information Form are expressly qualified by this cautionary statement.





JOSÉ BOISJOLI

PRESIDENT & CHIEF EXECUTIVE OFFICER

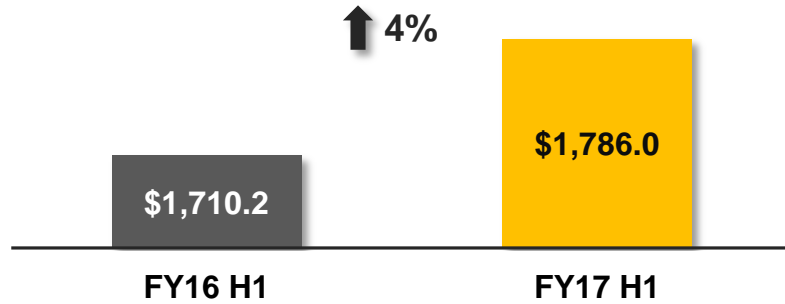
STRATEGIC PRIORITIES UPDATE

CIUDAD JUÁREZ, MEXICO | SEPTEMBER 22, 2016

FY17 Recap

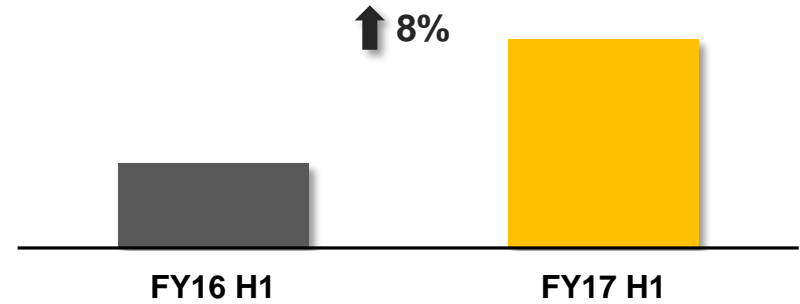
Revenues

CA\$ millions



Powersports Retail Sales

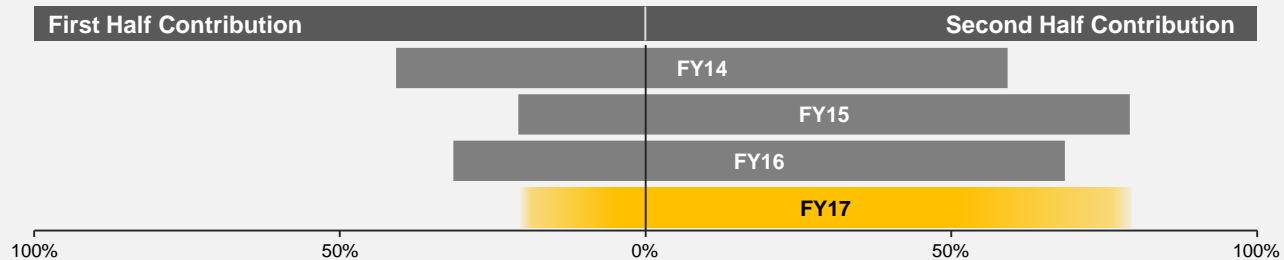
Units



OUR H1 NORMALIZED EBITDA IS IN-LINE WITH OUR EXPECTATIONS

Normalized EBITDA by Half Year

As a percentage of full fiscal year normalized EBITDA



Results in-line with expectations for the first half of the year with strong growth expected in H2



Management Changes

› New head of the Global Sales and Consumer Experience (GSCE) division

- Sandy Scullion, Vice-President and General Manager of GSCE
- Previously head of the Western Europe, Middle-East and Africa (WEMEA)
- Over 20 years of experience with BRP

› Grouped the WEMEA, Scandinavia and Eastern Europe regions

- Steve Pelletier, Vice-President and Regional Manager of the new EMEA division
- Previously interim leader and Vice-President Finance of GSCE
- 12 years of experience with BRP

› Changes to Lynx snowmobile production management

- Thomas Uhr, vice-president, BRP-Powertrain and general manager, BRP-Rotax, will oversee all manufacturing and engineering operations for Europe
- 3 years of experience with BRP



SANDY SCULLION
VPGM GCSE

Filled positions with excellent experienced internal candidates



Key Strategic Priorities Update

MAINTAINING OUR KEY STRATEGIC PRIORITIES

GROWTH

Accelerate Can-Am
growth

Define the next wave
of growth

AGILITY

Implement one-piece flow, a
modular approach and a more
flexible supply chain to better
serve our consumers and
dealers

LEAN ENTERPRISE

Implement new core
technologies and drive margin
improvement on new products
launches

Our team is all aligned to deliver our plan



Strategic Priorities Scorecard

GROWTH

PERFORMANCE VS. EXPECTATIONS

▲ ABOVE EXPECTATIONS — IN-LINE WITH EXPECTATIONS ▼ BELOW EXPECTATIONS

INDUSTRY

BRP



ALL-TERRAIN VEHICLES



SIDE-BY-SIDE VEHICLES



SPYDER



SNOWMOBILES



PERSONAL WATERCRAFT



OUTBOARD ENGINES



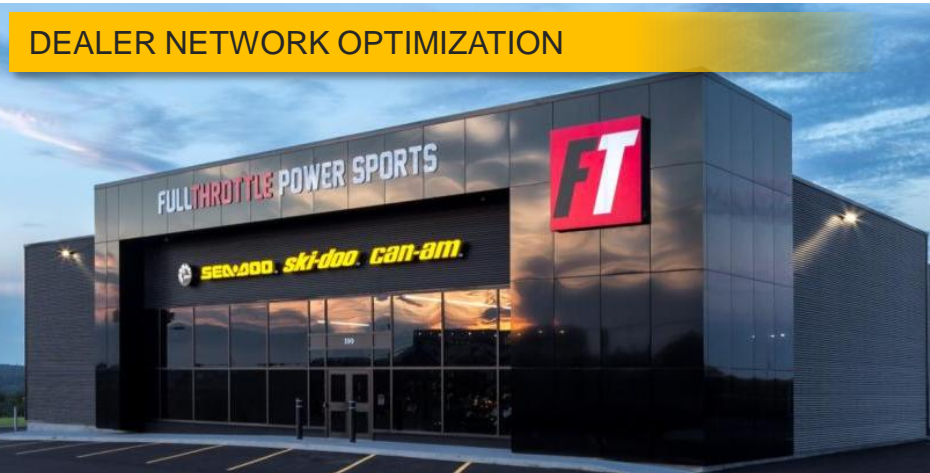
Thanks to our diversification, we are tracking with our plan despite some industries underperforming versus our expectations



Strategic Priorities Scorecard

GROWTH

DEALER NETWORK OPTIMIZATION



CAN-AM BRAND BUILDING

AMBASSADORSHIP PROGRAM



DIGITAL TRANSFORMATION

STRATEGIC PARTNERSHIP



We are making progress on multiple initiatives to support our growth plan



Strategic Priorities Scorecard

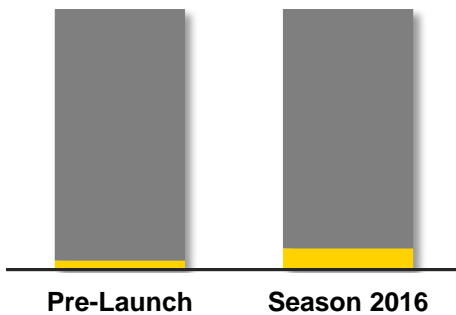
GROWTH

■ Can-Am market share
■ Rest of the industry

OUTLANDER MID-CC

Doubled market share in the segment since its launch two seasons ago

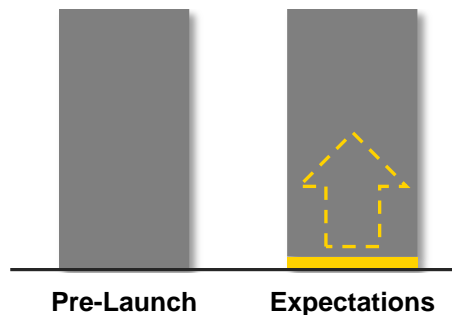
NORTH AMERICAN
MID-CC ATV INDUSTRY RETAIL



DEFENDER

Entered the largest SSV industry segment in the first half of FY17

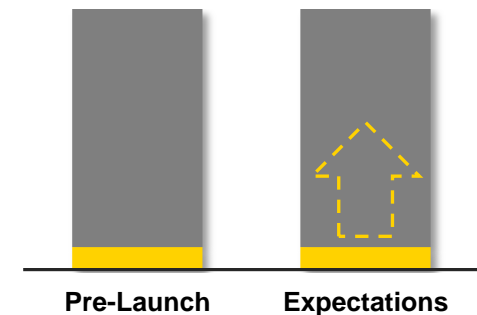
NORTH AMERICAN
UTILITY SSV INDUSTRY RETAIL



MAVERICK X3

Starting from high-single digits % market share in the segment with a new SSV that set the standard in the industry at a very competitive price

NORTH AMERICAN
SPORT SSV INDUSTRY RETAIL



Solid ORV offering with significant market share gain potential through improved product awareness, line-up expansion and strong dealer network momentum



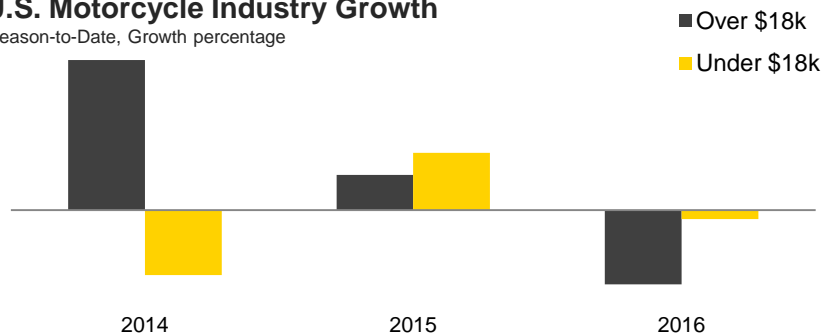
Strategic Priorities Scorecard

GROWTH

CAN-AM SPYDER

U.S. Motorcycle Industry Growth

Season-to-Date, Growth percentage



TAKEAWAY FROM SEASON 2016

Issues:

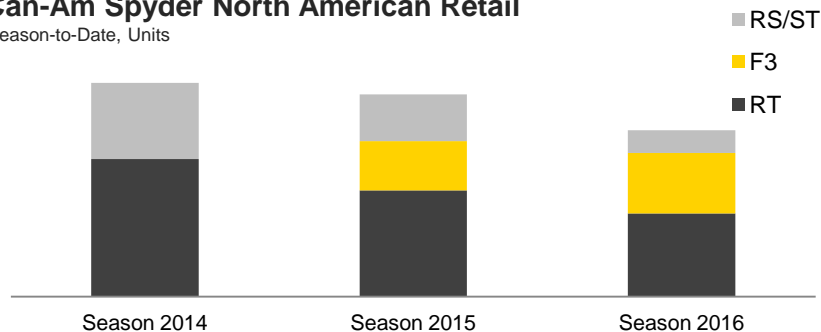
- Industry trends are shifting towards lower price motorcycles
- Less aggressive year-over-year sales programs hurt demand
- Full value for the Spyder F3-T and F3 Limited not perceived by the customers

Learnings:

- There is a need for a lower price-point Spyder
- Can-Am brand building and broader audience marketing campaigns are driving strong leads from non-Powersports customers
 - These leads take more time and efforts to convert into sales
- Testing of more grassroots, regional approaches in California and Florida drove better retail performance
 - Addressing issues of license, point of sales, group riding, etc. are helping retail sales

Can-Am Spyder North American Retail

Season-to-Date, Units



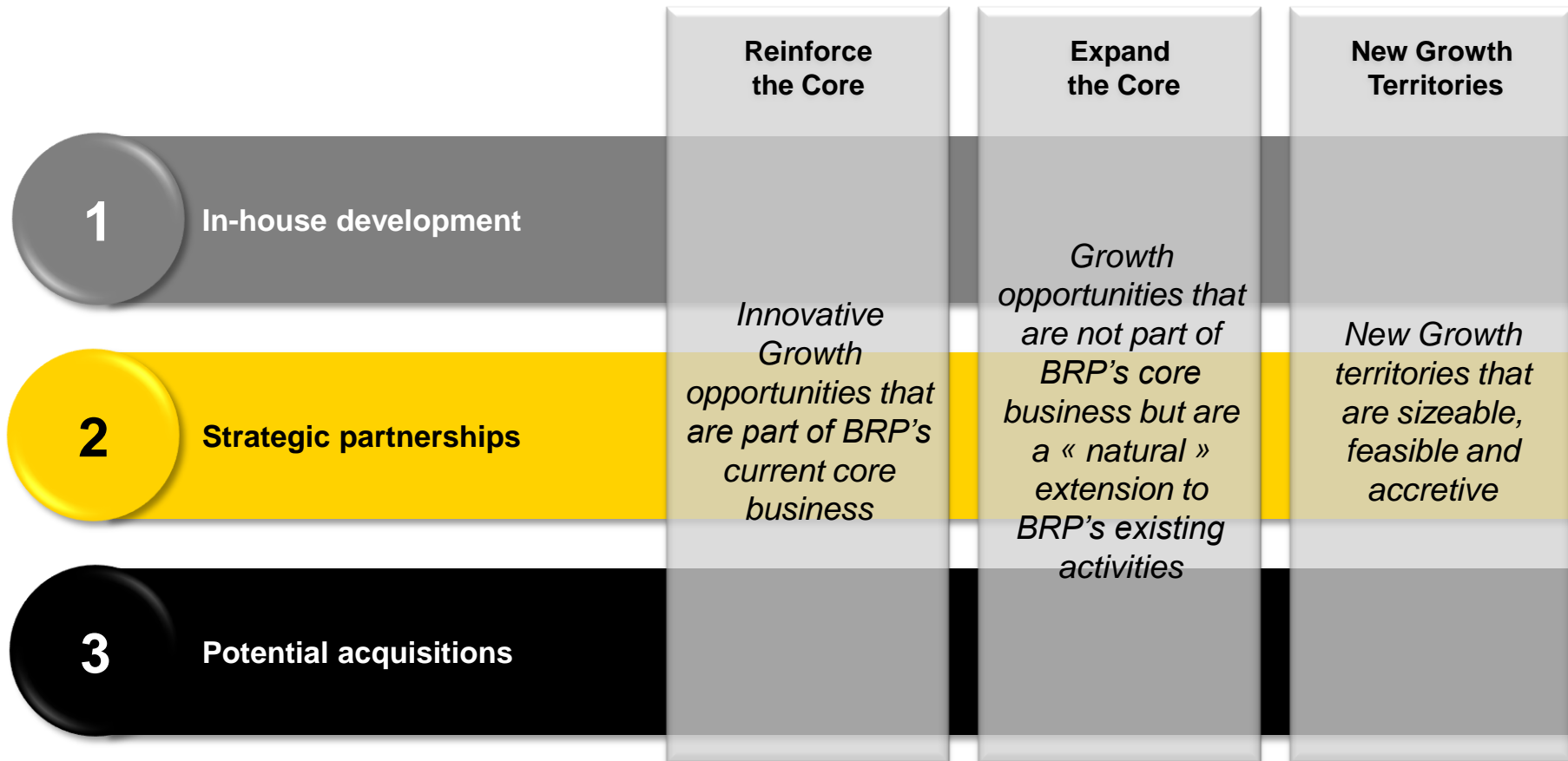
We are expecting modest retail growth for the next season as we will focus on rolling out a more grassroots approach to more regions while managing network inventory



Strategic Priorities Scorecard

GROWTH

DEFINE THE NEXT WAVE OF GROWTH - FRAMEWORK



We have put a team in place, have refined our framework and are working on opportunities



Strategic Priorities Scorecard

AGILITY AND LEAN ENTERPRISE

KEY INITIATIVES

› TRADITIONAL PWC TRANSFER TO QUERETARO

STATUS: **COMPLETED**

› JUAREZ 2 START OF PRODUCTION AND PRODUCT ROLL-OUT

STATUS: **ON TRACK**

› GUNSKIRCHEN 2020 PLAN

STATUS: **ON TRACK**

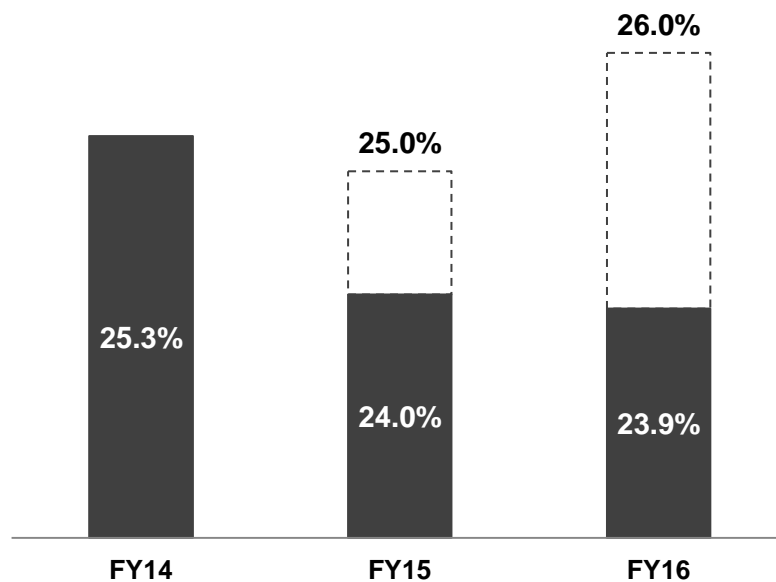
› VALCOURT 2020 PLAN

STATUS: **ON TRACK**

Gross Margin

■ Gross Profit Margin

□ Gross Profit Margin at Constant Fx



Our Agility and LEAN Enterprise initiatives are on track and are expected to drive margin improvement over time



GUNSKIRCHEN 2020 PLAN

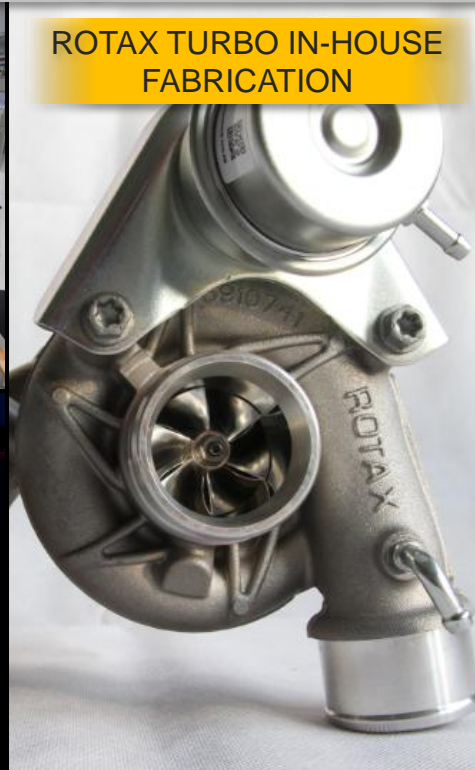
AGILITY AND LEAN ENTERPRISE

“Implementing new technologies to create customer value and improve margin”

PLASMA COATING



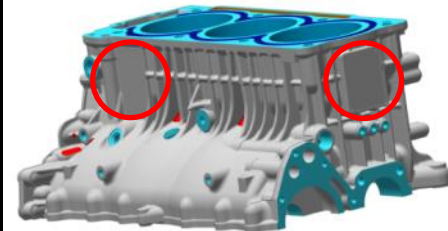
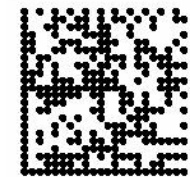
ROTAX TURBO IN-HOUSE FABRICATION



NEW ASSEMBLY LINE



TRACEABILITY / ONE-PIECE-FLOW



Rotax is a key differentiator for BRP



JUAREZ 2020 PLAN

AGILITY AND LEAN ENTERPRISE

“Implementing the most efficient manufacturing system in the industry”

INSPIRED FROM THE AUTO INDUSTRY



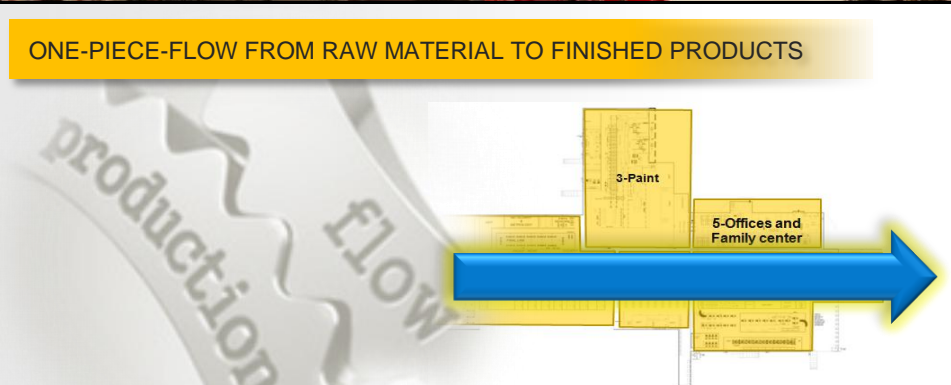
ESTABLISH PRODUCT DESIGN RULES



**Modular
Architecture**



ONE-PIECE-FLOW FROM RAW MATERIAL TO FINISHED PRODUCTS



FLEXIBLE/AGILE ASSEMBLY LINE



State-of-the-art manufacturing system in a lower cost country



VALCOURT 2020 PLAN

AGILITY AND LEAN ENTERPRISE

“Right sizing our mature sites to improve efficiency”

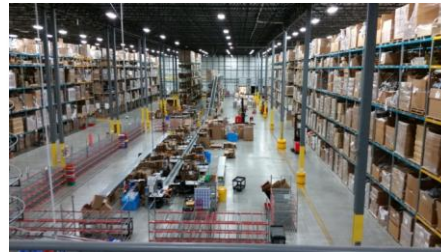
FROM TWO ASSEMBLY LINES TO ONE



Ski-Doo and Spyder on the same
assembly line

- ↑ Efficiency
- ↓ Overhead

INSOURCING LOGISTIC CENTER



- ↑ Efficiency
- ↓ Overhead
- ↓ Transportation costs

RESET OUR LABOR POLICY



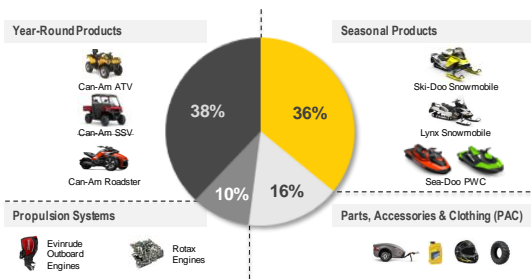
- ↑ Flexibility
- ↑ Agility
- ↑ Competitiveness

Bringing our Valcourt expertise center to the next level



Our diversification is a key differentiator in the industry

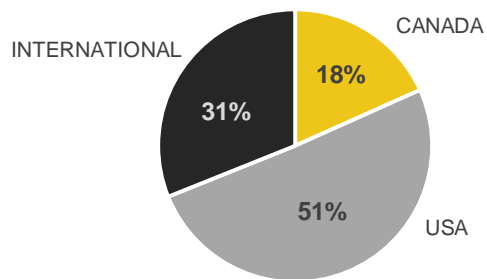
DIVERSIFIED PRODUCT PORTFOLIO



- 7 product lines/6 brands
- On road, dirt, water and air
- Less dependent on ORV and motorcycles
- Industry leader in snowmobile and PWC

Good momentum in all of our product lines

GEOGRAPHIC SALES DIVERSIFICATION



- ~4,220 dealers in over 100 countries
- ~50% of sales generated outside of the United States
- Focusing on dealer profitability - A different approach that drives dealer engagement

Growing market share position across the globe

COMPREHENSIVE MANUFACTURING FOOTPRINT



- 7 manufacturing facilities
- Strong expertise in higher cost countries creating value for the customers
- Manufacturing capacity in lower cost countries

Margin expansion upside by leveraging our investments in all of our manufacturing sites

Our diversification is allowing us to keep growing despite volatility in our markets



Progressing towards our long-term objectives

GROWTH

Accelerate Can-Am growth

Define the next wave of growth

AGILITY

Implement one-piece flow, a modular approach and a more flexible supply chain to better serve our consumers and dealers

LEAN ENTERPRISE

Implement new core technologies and drive margin improvement on new products launches

2020 OBJECTIVE

+10%

REVENUE CAGR
FROM FY15 to FY21

+15%

NORMALIZED EPS CAGR
FROM FY15 to FY21





QUESTIONS?





ANNE BÉLEC

SVP - GLOBAL BRAND, COMMUNICATION AND PAC

MARKETING AND PAC UPDATE

CIUDAD JUÁREZ, MEXICO | SEPTEMBER 22, 2016

Agenda

Marketing Initiatives Update

PAC Update





BRP MARKETING MISSION

CONSUMER INSIGHTS
Knowing the consumer inside out

DIGITALLY DRIVEN
Own the digital space

**BOLD AND
BREAKTHROUGH**
WOW the consumer

**RETAIL PERFORMANCE ENGINE
FUELLED BY CONSUMER INSIGHTS**



Three key principles drive the BRP marketing function

THREE KEY PRINCIPLES

Expertise



Seek and learn from best-in-class organizations

Focus



Make choices by focusing on best return on investment

Scale



Test and when successful we implement around the world

We seek to adopt and deploy these principles in order to continuously improve our marketing efficiency





BRP MARKETING MISSION

CONSUMER INSIGHTS

Knowing the consumer inside out

DIGITALLY DRIVEN

Own the digital space

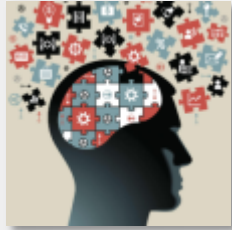
BOLD AND BREAKTHROUGH

WOW the consumer

RETAIL PERFORMANCE ENGINE
FUELLED BY CONSUMER INSIGHTS



Consumer experience and insights are at the core of BRP's product and go-to-market strategies



CONSUMER INSIGHTS

Tools:

- CRM database supported by Experian
- Market research + needs-based segmentation
- Media profile analysis (look-alike)
- Partnerships (e.g. Mossy Oak for Defender)

Benefits:

- Deeper understanding of existing and new target consumer groups
- Ability to locate similar profiles in our databases

Sample Results:

- Product targeting: ORV mud packages, Sea-Doo Spark
- High-ROI campaigns: Maverick X3 is the latest successful example





BRP MARKETING MISSION

CONSUMER INSIGHTS
Knowing the consumer inside out

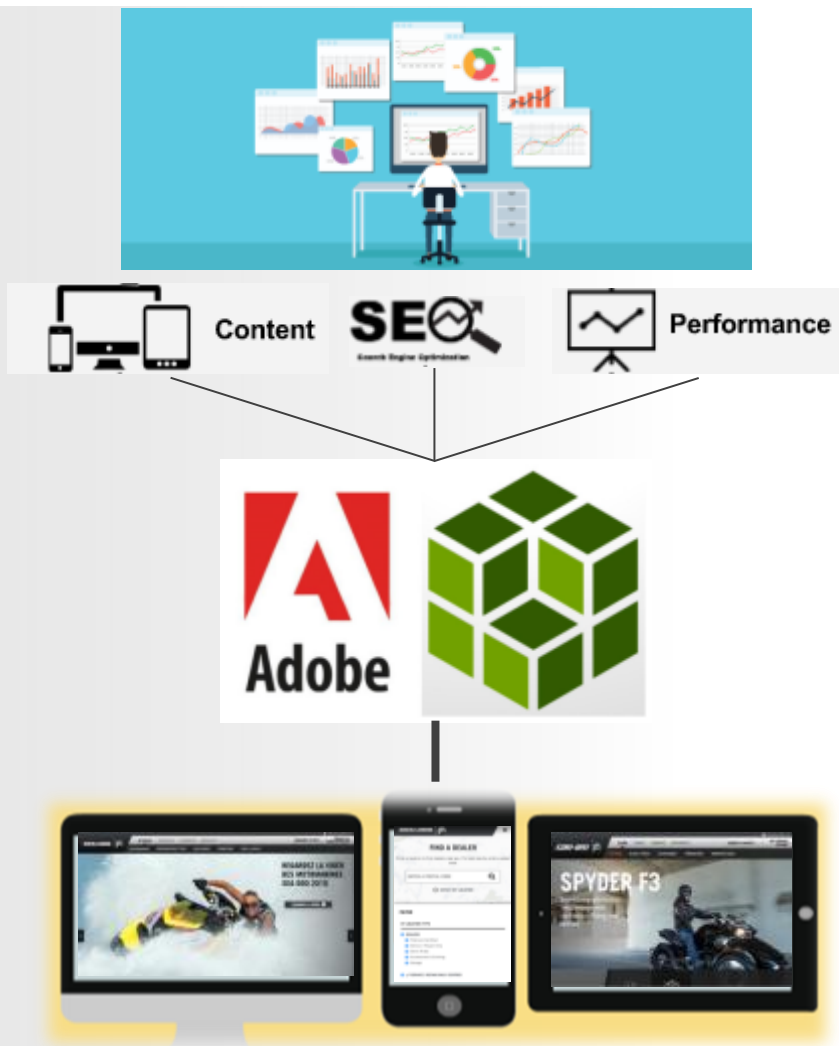
DIGITALLY DRIVEN
Own the digital space

**BOLD AND
BREAKTHROUGH**
WOW the consumer

**RETAIL PERFORMANCE ENGINE
FUELLED BY CONSUMER INSIGHTS**



BRP is rapidly building its expertise in digital to efficiently reach its target consumers



DIGITALLY DRIVEN

Tools:

- Best-in-class Adobe web platform with responsive design
- Agile digital model to test and adapt on an ongoing basis
- Solid analytics software

Benefits:

- Reach more consumers with relevant content for them, at the right time
- Digital campaigns optimized daily to increase effectiveness and ROI

Sample Results:

- Global web traffic up more than 50% over the past two years
- Volume of hot leads generated has more than doubled in two years
- N.A. cost/lead reduced by 300% in the last year alone





BRP MARKETING MISSION

CONSUMER INSIGHTS
Knowing the consumer inside out

DIGITALLY DRIVEN
Own the digital space

**BOLD AND
BREAKTHROUGH**
WOW the consumer

**RETAIL PERFORMANCE ENGINE
FUELLED BY CONSUMER INSIGHTS**



BRP launched a bold comprehensive campaign to support the launch of the Maverick X3

BOLD AND BREAKTHROUGH

High-profile product ambassadors:

- Ken Block
- BJ Baldwin

Strong focus on US Southwest:

- Immersive dealer staff training
- Disruptive presence at dealerships with heavy exterior signage, premium showroom displays and virtual reality experience

Early Racing Wins:

- Maverick X3 won famous Vegas to Reno race 4 days after its launch

Impressive results in only one month:

- 2.1M video views
- 800K unique visits to X3 website
- 84K views on FB Live on launch night



Can-Am NASCAR sponsorship: a great platform to reach our target consumers and increase brand awareness

BOLD AND BREAKTHROUGH

NASCAR:

- 4th most watched sport in the U.S. with 75M fans
- Prime audience for powersports

On-site presence at 25 events:

- Lead generation and activation

Title Sponsor of 4 main races:

- Can-Am Dual in Daytona
- Can-Am 500 in Phoenix
- Toronto and Trois-Rivières races in Canada

Additional brand initiatives:

- National TV ads
- Special Edition Vehicles



Courtesy of Can-Am



can-am



Agenda

Marketing Initiatives Update

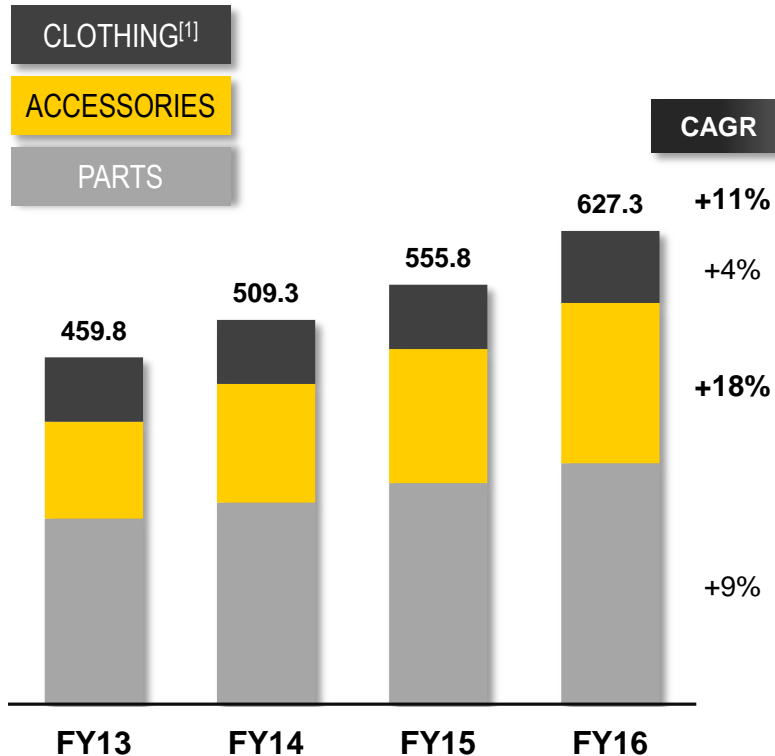
PAC Update



PAC revenues have increased by 11% per year since FY13 due to strong growth in accessories

PAC Revenues by Type

CA\$ millions



PAC Revenues by Product Category

Based on FY16 Revenues



[1] Clothing and Others revenues

PAC team has focused on strengthening BRP accessories business beyond snowmobile products in the last few years



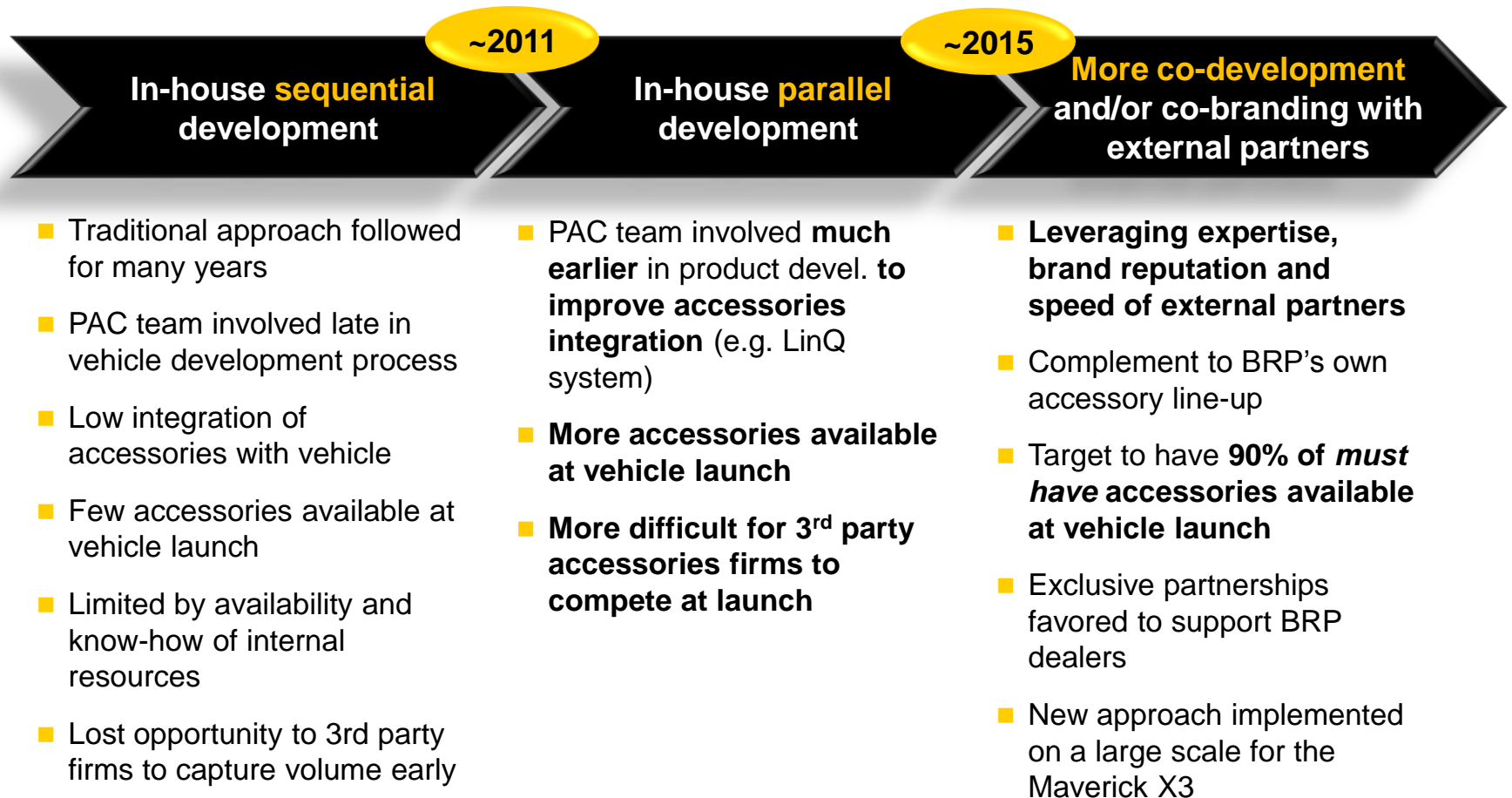
PAC is a highly strategic component of BRP's overall business

- Highest gross profit margin across all BRP product categories
- Contributes to consumer's riding experience and lifestyle
 - Customization opportunities complements their passion for the sport
- Can influence consumers' vehicle selection
- Provides opportunities for consumers to extend the brand experience beyond their vehicle purchase

**PAC can contribute to further differentiate BRP's vehicles
and enhance lifetime consumer experience**



BRP's product development strategy for accessories has evolved significantly over the last years



MAVERICK X3



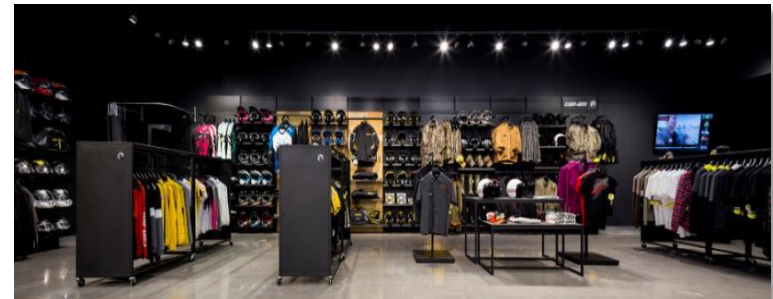
BEARD



Several PAC go-to-market initiatives have focused on supporting dealer merchandizing and PAC sales process

PAC GO-TO-MARKET INITIATIVES

- Dedicated PAC N.A. sales team
- Integrated PAC marketing teams within vehicle marketing teams to better leverage resources and all marketing communications to promote PAC offering
- Merchandising assistance for PAC retail environment at key dealerships
- Training tours for PAC dealer personnel (merchandising, brand and technical knowledge)
- On-line accessorization feature added to all vehicle websites
- « How to » videos (Youtube & BRP training site) for dealers and consumers
- More retail-focused promotions to encourage higher \$/unit spend



Marketing and PAC priorities aligned with long-term corporate objectives

GROWTH

Accelerate Can-Am growth

Define the next wave of growth

AGILITY

Implement one-piece flow, a modular approach and a more flexible supply chain to better serve our consumers and dealers

LEAN ENTERPRISE

Implement new core technologies and drive margin improvement on new products launches

MARKETING PRIORITIES

- Continue to generate & deepen CONSUMER INSIGHTS to guide product and campaign development
- Leverage investments in GLOBAL DIGITAL PLATFORMS to reach more consumers, with content relevant for them, at the right time
- Develop and deploy BOLD AND BREAKTHROUGH CAMPAIGNS to WOW the consumer and further engage dealers

PAC PRIORITIES

- Support rapid pace of new accessory developments for Can-Am ORV and Spyder through more co-development and co-branding initiatives with hand-picked external partners
- Develop accessories alongside new vehicle project teams for best integration and fit
- Further increase accessory offering at vehicle launch
- Go-to-market efforts – Dedicated field force work closely with focus dealers, continue to deploy training & merchandising, more direct retail promotion





QUESTIONS?





ALAIN VILLEMURE

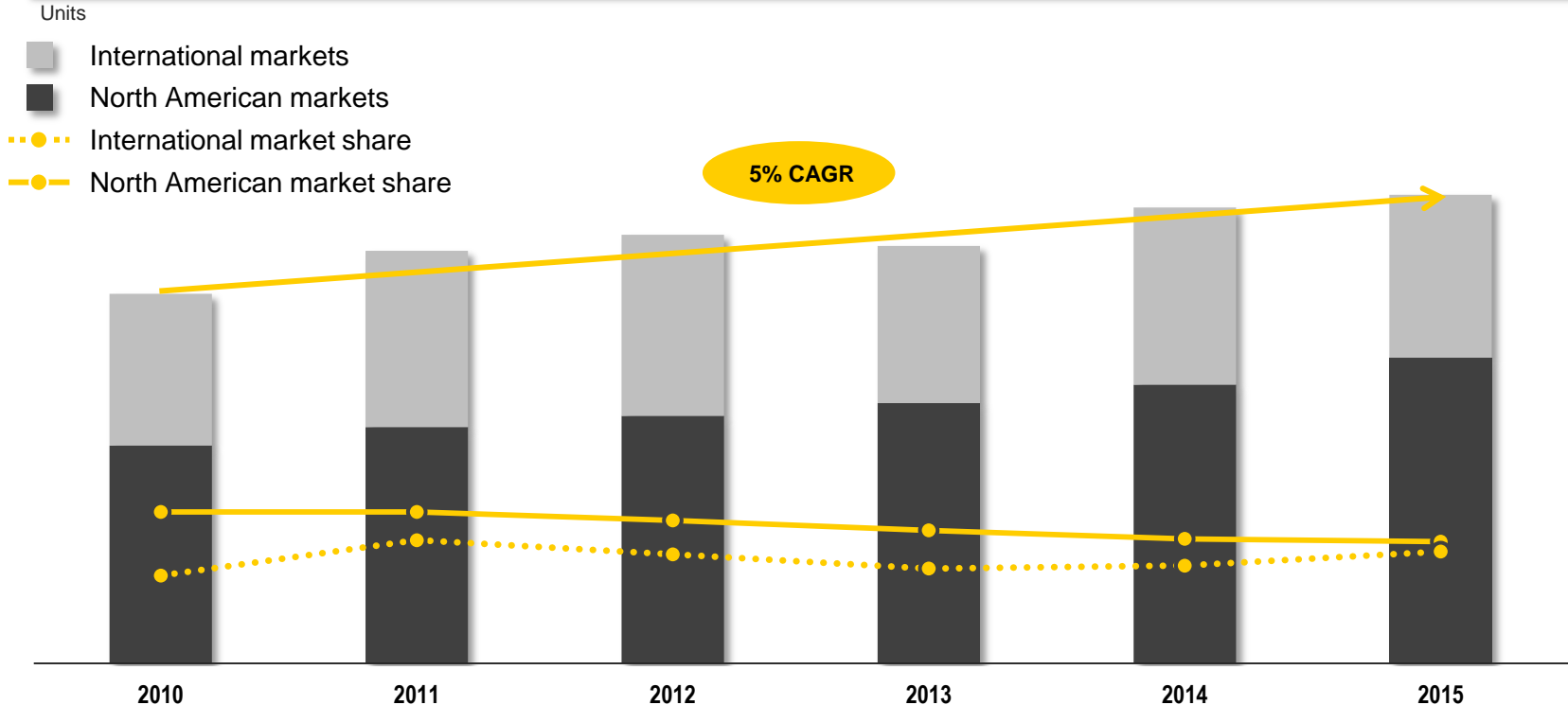
VPGM - MARINE PROPULSION SYSTEMS

MARINE PROPULSION SYSTEMS UPDATE

CIUDAD JUÁREZ, MEXICO | SEPTEMBER 22, 2016

Global outboard industry has grown on average by 5% per year since 2010 mostly driven by the N.A. market

Worldwide outboard engines industry volume and BRP market share



Note: Internal size and share are company's estimate

**BRP share has increased in the 200+ HP segment with G2
but declined in lower HP segments still served with older G1 platforms**

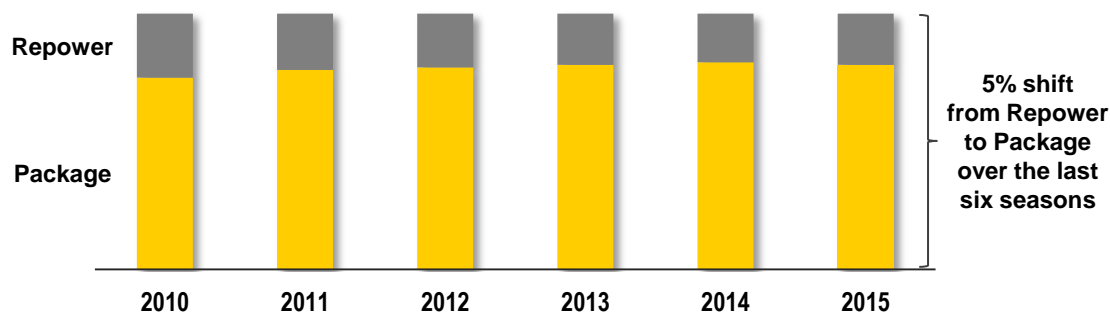


BRP N.A. market share decline mostly driven by two factors

FACTOR 1: GROWTH OF THE PROPORTION OF PACKAGE UNITS

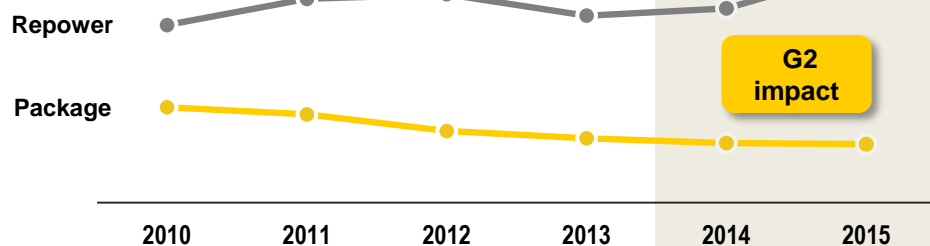
U.S. Outboard engines industry

Units, Proportion of Package vs. Loose, 30HP+



Evinrude market share of the U.S. industry

Percentage, 30HP+

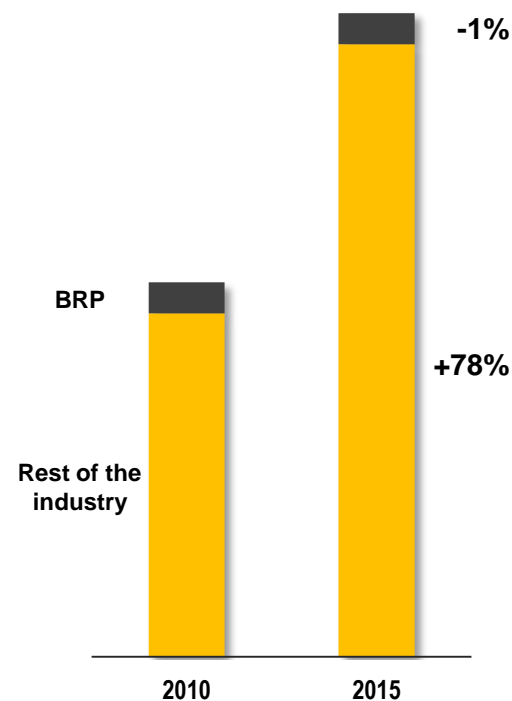


Evinrude continues to gain share of the Repower market, but industry growth is being driven by the Package segment

FACTOR 2: SHARE LOSS IN SALT WATER MARKETS

U.S. South Atlantic industry

Units



Evinrude is under-represented in salt water markets which have seen strong growth in recent years

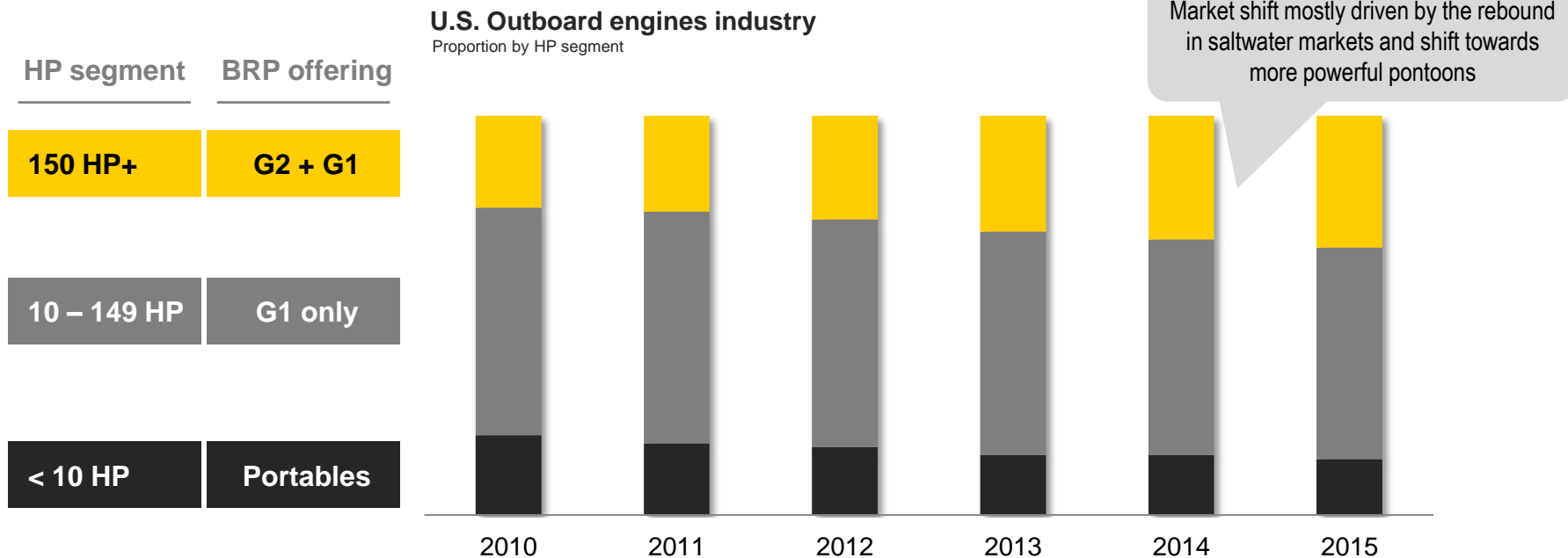


The U.S. market is shifting towards larger engines where the Evinrude E-TEC G2 has been deployed so far

EVINRUDE E-TEC G2 DEPLOYMENT

G2 Platforms launched	Announcement	First deliveries
200 H.O. to 300 HP	June 2014	Fall 2014
150 HP to 200 HP	June 2016	Fall 2016

U.S. INDUSTRY BY HP SEGMENT



Three key strategic priorities of the MPS division

Existing

Create market pull through steady introductions of E-TEC G2 family models

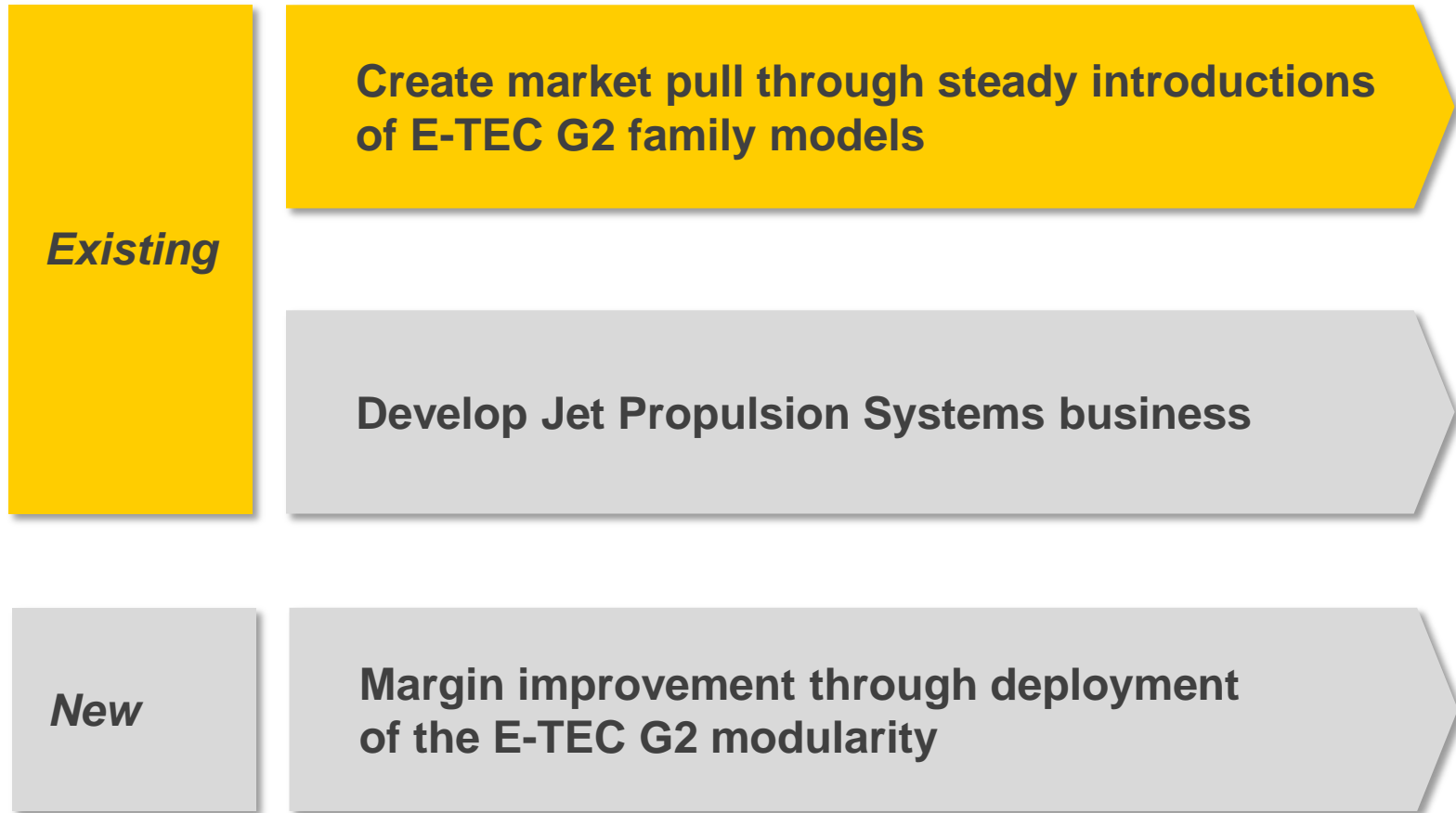
Develop Jet Propulsion Systems business

New

Margin improvement through deployment of the E-TEC G2 modularity



Three key strategic priorities of the MPS division



Main G2 achievements over the last 18 months

Line-up expansion

- **150 – 200 HP:** Launched the second G2 platform, offering 4 different power levels
- **200 H.O. to 300 HP:** G2 has replaced G1 as the highest volume platform for package sales to OEMs and loose engine sales to dealers
 - G1 repositioned to better compete against lower price point competitors

Network

- Signed 17 new OEMs and 91 new N.A. dealers in the last 18 months

Product credibility

- Online feedback form consumers is overall very positive and helping to generate interest amongst owners of competing engine brands



Pressing ahead in the deployment of Evinrude E-TEC G2 as a game changer



E-TEC G2: Differentiated performance, design and features to create consumer pull

UNRIVALED AND CLEANEST PERFORMANCE

- **Up to 30% more torque** and up to **15% better fuel economy** vs leading four-stroke engines
- Up to **75% lower emissions**

BOLD, BREAKTHROUGH DESIGN

- Color-matching engine panels and graphics (400+ possibilities)
- Unique OEM-specific “hero-colors”
- Exclusive dual-axis “clean” rigging system

INNOVATIVE FEATURES TO ENHANCE BOATING EXPERIENCE

- Electronic shift and throttle
- Fully integrated i-Trim
- Dynamic power steering
- Affordable Intuitive Maneuvering System (AIMS)
- 5 years / 500 hours with no dealer scheduled maintenance
- Auto winterization



Smokercraft Hero Colour



E-TEC G2: Strong consumers and dealers testimonials

“I have the 250 HO on a 24 foot EL Pescador and on 2 foot chop I’m getting 67 mph, **the motor is a monster** and I will never have anything else.”

“We have roughly 200 hrs on our Evinrude E-TEC 250HO G2s and we love them. Our **performance numbers are amazing** at 2.4 mpg @ 43 mph and 1.4 mpg @ 62 mph.

For anyone who is looking to repower or purchase a new boat, don’t sell yourself short, take a look at the new G2s. I will be glad to answer any questions or demo the engines if you are in my area.”

“The G2's are picking up steam. I can tell there is a shift from the first shows with these engines to now. People are getting more comfortable with them.

I even had one customer who purchased one said that he did extensive web research on the motor. He was mainly looking for customer likes / dislikes and he said that the **overwhelming majority of the reports were positive**. This is a very important fact as the majority of serious buyers will be looking for this information.”



Building a strong base of loyal G2 owners and advocates



Last June we made a commitment to dealers to deploy three G2 platforms in 3 years



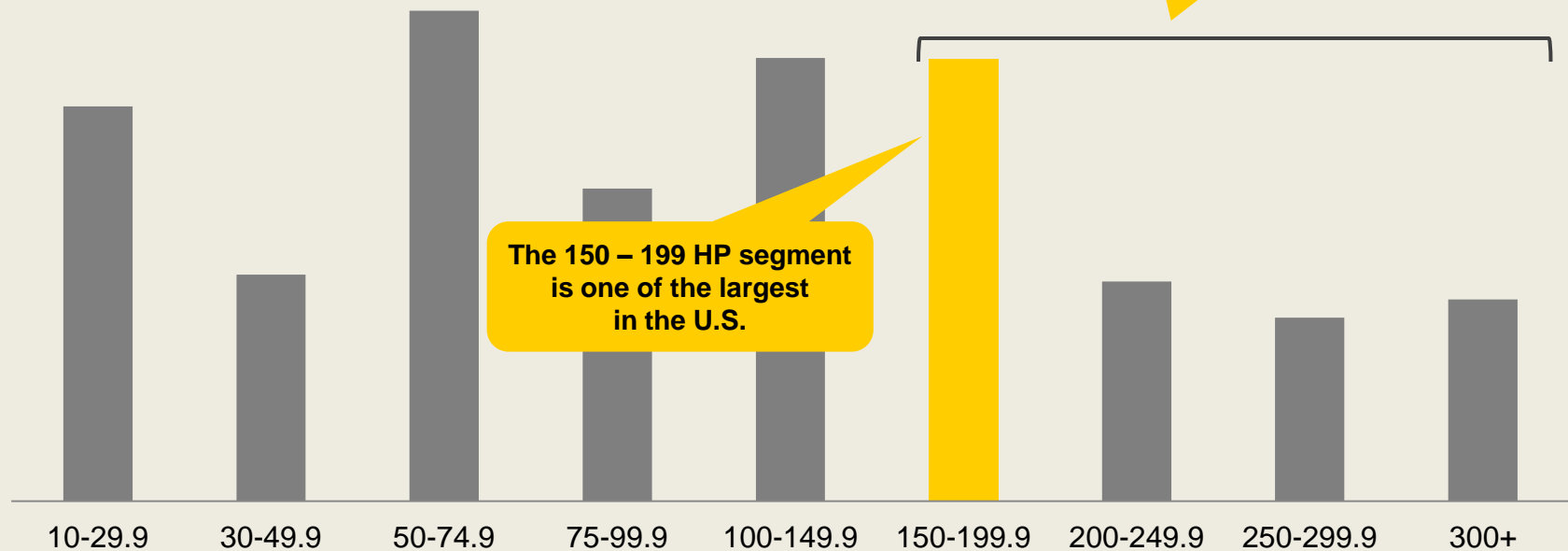
The new 150 – 200 HP platform was the first of these three new platforms, which can be deployed 50% faster due to the engine's modular design



The new 150-200 HP G2 platform is expected to allow us to reach more OEMs, dealers and consumers

- The 150-200 HP segment is a very significant segment, allowing to cater to many more dealers and consumers
- Having proven the G2 amongst 200+ HP will lend credibility to the new platform

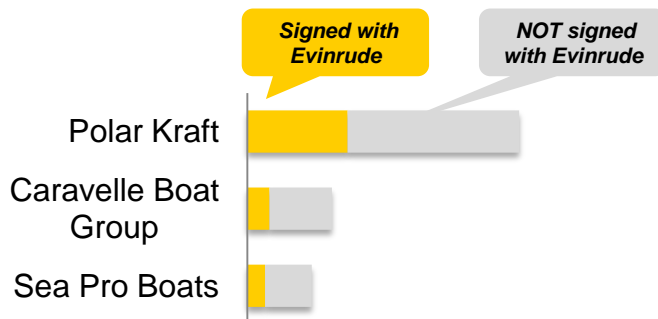
U.S. Outboard engines industry
Units by HP Segment



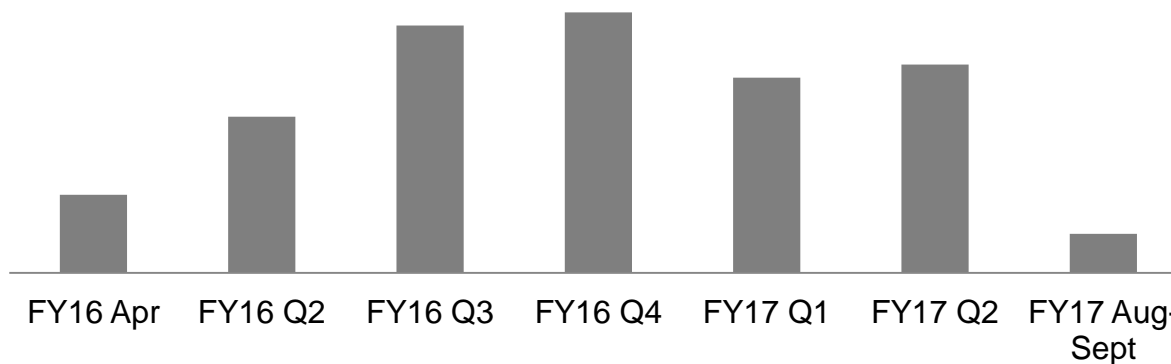
We have signed 17 new OEMs and 91 new N.A. dealers over the last 18 months

17 new OEMs signed since April 2015

of N.A. dealers



91 new N.A. dealers signed since April 2015



We are well on our way to add 150 to 200 N.A. dealers by the end of FY19



BRP was also active to improve the distribution of Evinrude engines in other parts of the world

Australia

- BRP appointed Telwater, Australia's largest aluminium boat manufacturer, as the national distributor for Evinrude engines
- Telwater produces in excess of 10,000 boats per year (~50% market share)
- Incremental volume AND cost reduction opportunity for BRP
- Telwater chose BRP for its commitment to product design and innovation, matching its own business philosophy

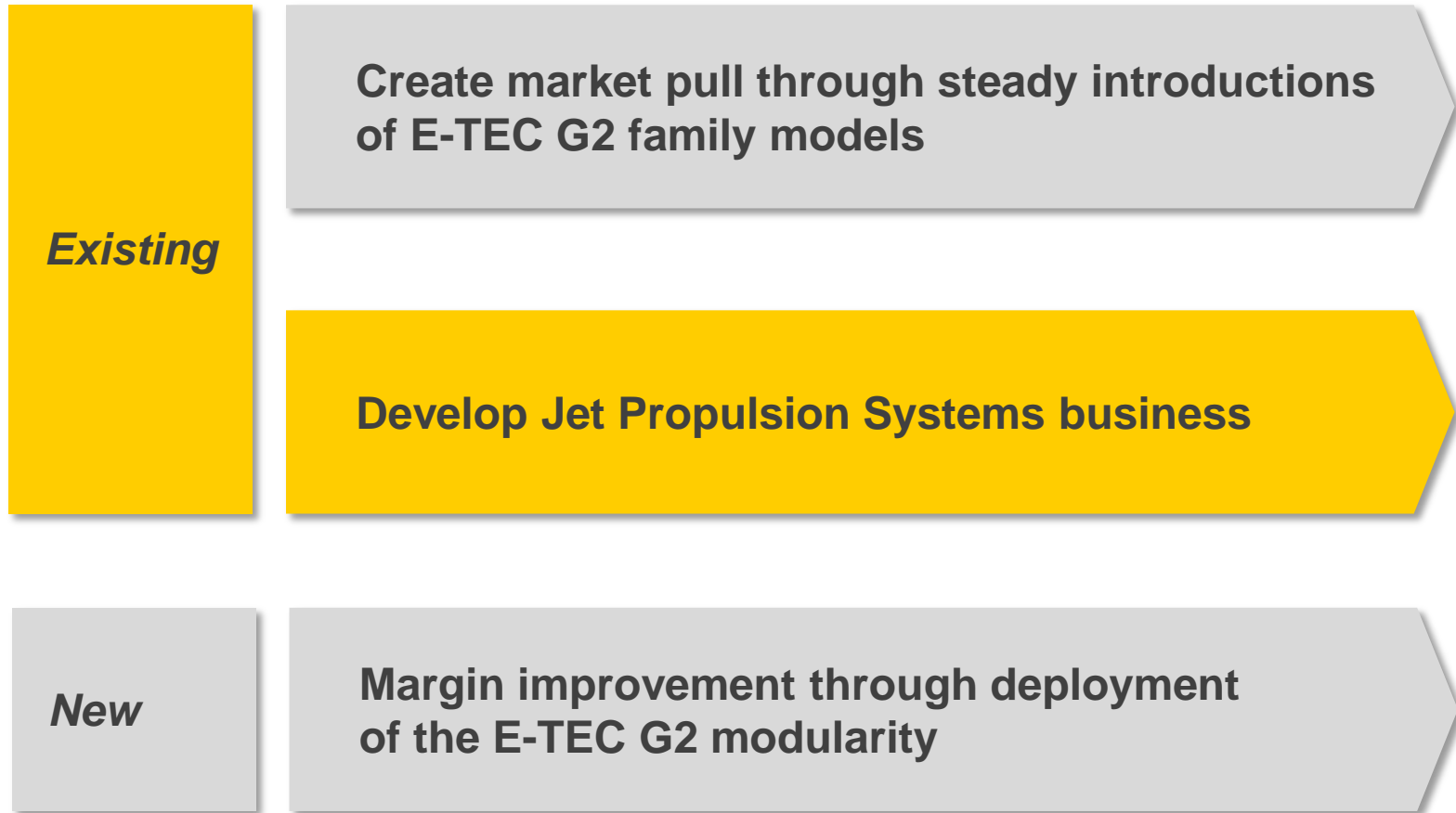


Western Europe

- Signed pan European agreements with two large and prestigious manufacturers of rigid-inflatable boats (RIBs)
 - Incremental volume opportunity for BRP
- Zodiac
 - The most famous RIB manufacturer
 - Sells more than 500 boats per year
- BWA
 - Large Italian upscale RIB OEM
 - Sells more than 200 boats per year



Three key strategic priorities of the MPS division

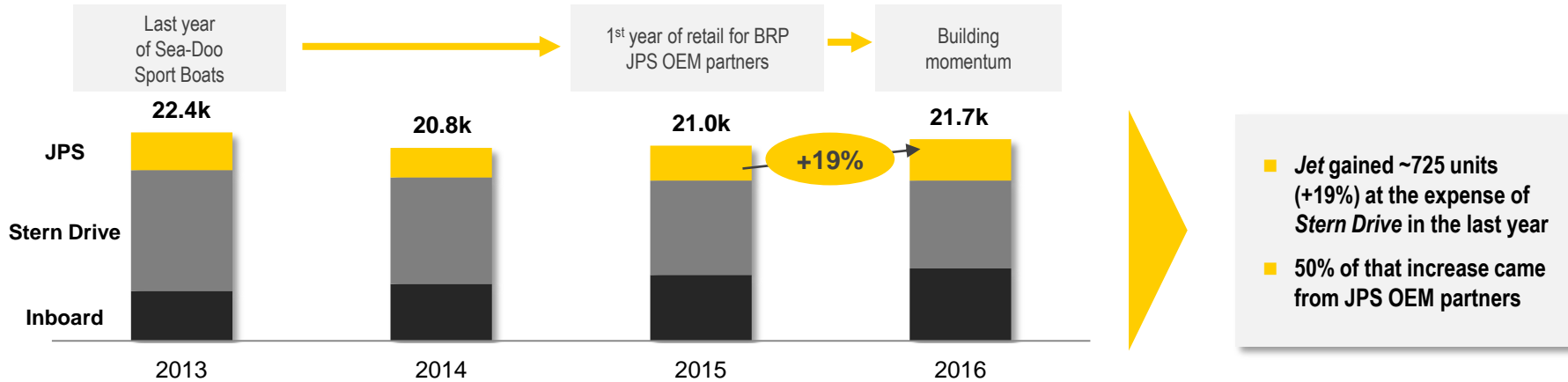


U.S. jet boat segment has grown by 20% in the last year and JPS OEM partners are taking shares

U.S. FIBERGLASS BOATS INDUSTRY EVOLUTION

U.S. Retail sales of 16-25 feet fiberglass boats

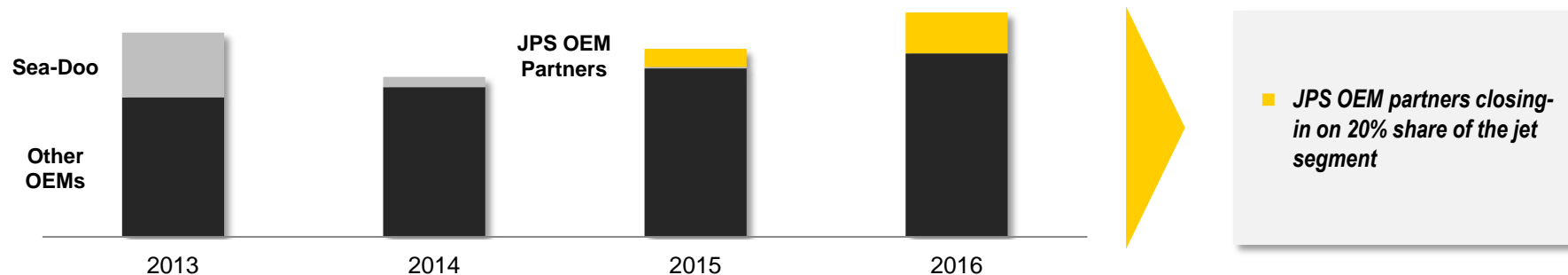
Units, excluding outboard engines powered boats, last-twelve-months ending March 31st



U.S. JET BOATS INDUSTRY EVOLUTION

U.S. Retail sales of 16-25 feet fiberglass jet boats

Units, last-twelve-months ending March 31st



Two new power packs based on the 903 ACE engine open up potential for new OEM partners such as Williams

	New	903 ACE	1503 4-TEC
HP range		60, 90 HP	150, 200, 250 HP
Available with catalyst		Yes	Yes
Single or twin-engine applications		Yes	Yes
OEM accounts		Williams	Scarab, Chaparral, Glastron, Williams

- Williams, the industry-leading jet tender manufacturer, now powers its tenders with ROTAX JPS from 60 to 200 HP

WILLIAMS
JET TENDERS

MINIJET
280



The ACE engine broadens the range of potential JPS applications and can bring further growth to JPS



Three key strategic priorities of the MPS division

Existing

Create market pull through steady introductions of E-TEC G2 family models

Develop Jet Propulsion Systems business

New

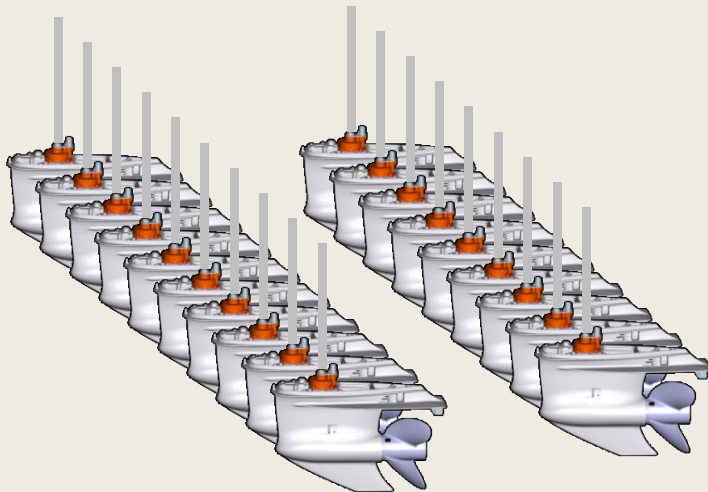
Margin improvement through deployment of the E-TEC G2 modularity



The new E-TEC G2 modular design has significantly reduced parts count, CAPEX and time to market

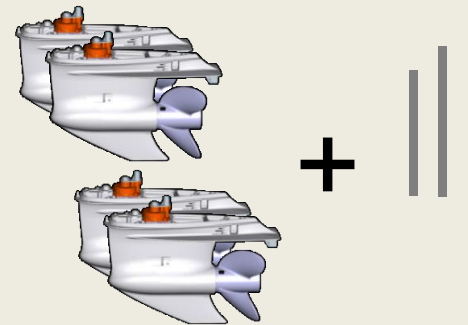
150 - 300 HP in 2016
with G1 + G2

- 21 assemblies
- 5 die castings
- 9 gear ratios
- Rotation (Std, CoRo)
- Shaft length part of GC assembly



150 – 300 HP in 2017
with G2 only

- 4 assemblies
- One die casting
- 2 gear ratios
- Rotation (Std, CoRo)
- Shaft length established on mainline



Increased parts modularity is expected to drive margin improvement



MPS division priorities aligned with long-term corporate objectives

GROWTH

Accelerate Can-Am growth

Define the next wave of growth

AGILITY

Implement one-piece flow, a modular approach and a more flexible supply chain to better serve our consumers and dealers

LEAN ENTERPRISE

Implement new core technologies and drive margin improvement on new products launches

MPS DIVISION PRIORITIES

- G2 growth: Committed to introduce two other new E-TEC G2 platforms over the next 3 years
- G2 growth: Continue Evinrude N.A. dealer network expansion
- JPS growth: Leverage new 903 ACE and broader offering to develop new OEM partnerships and applications for JPS technology
- Continue to implement G2 modular design approach to achieve margin improvement on new platforms launched, while significantly reducing time to market and capex

Significant performance improvement potential





QUESTIONS?





SANDY SCULLION

VPGM - GLOBAL SALES AND CONSUMER EXPERIENCE

GSCE - INTERNATIONAL UPDATE

CIUDAD JUÁREZ, MEXICO | SEPTEMBER 22, 2016

Global Sales and Consumer Experience (GSCE)

DIVISION HIGHLIGHTS

Countries under management

>100

Number of dealers worldwide

>3,000

Number of employees

>500

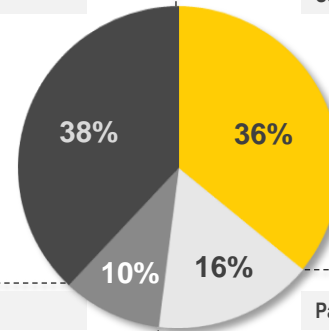
Responsibilities

FY16 Revenues by Product Category

Year-Round Products



Seasonal Products



Propulsion Systems



Parts, Accessories & Clothing (PAC)



Responsible for worldwide go-to-market strategies, sales, network development and after-sales activities for Year-Round Products, Seasonal Products and Outboard engines (for international markets)

Representing over 75%
of BRP Revenues



Background and Mandate

BACKGROUND

- Over 20 years of experience with BRP
- Head of the Global PAC Business Unit for 9 years
- Head of the WEMEA division for 2 years



MANDATE AS GSCE VPGM

- Deliver Can-Am growth
- Maintain and improve BRP leadership position in snowmobile and PWC
- Develop international market presence and revenues
- Stay ahead of the industry with the best Dealer / Distributor value proposition
- Empower each region to improve their efficiency and accelerate their growth



Agenda

BRP international regions overview

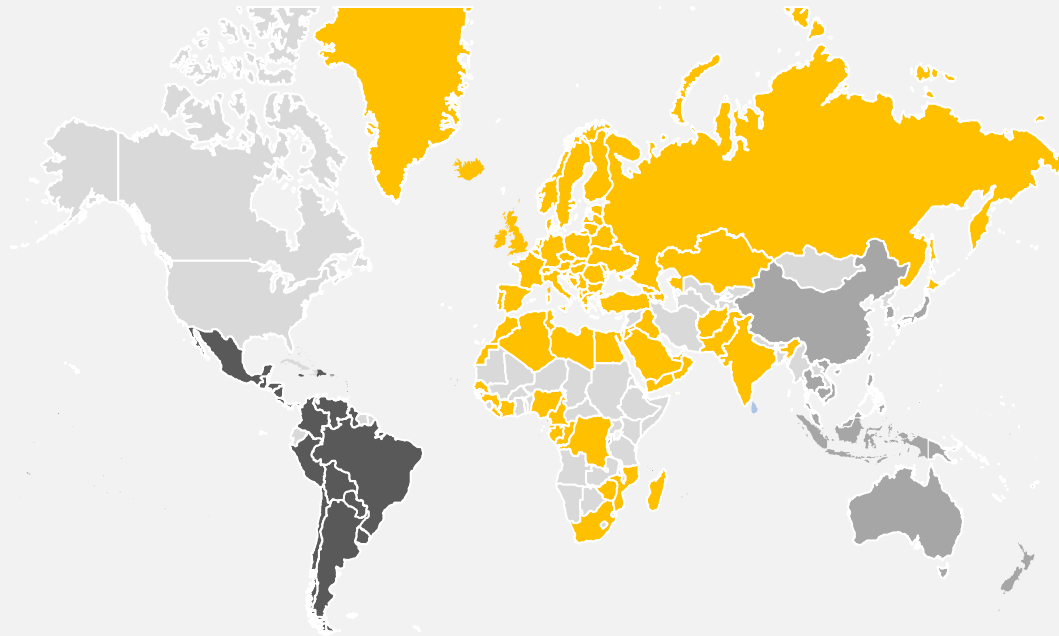
EMEA

APAC

LATAM



The International Regions



Latin America (LATAM)

Europe, Middle East
and Africa (EMEA)

Asia-Pacific (APAC)

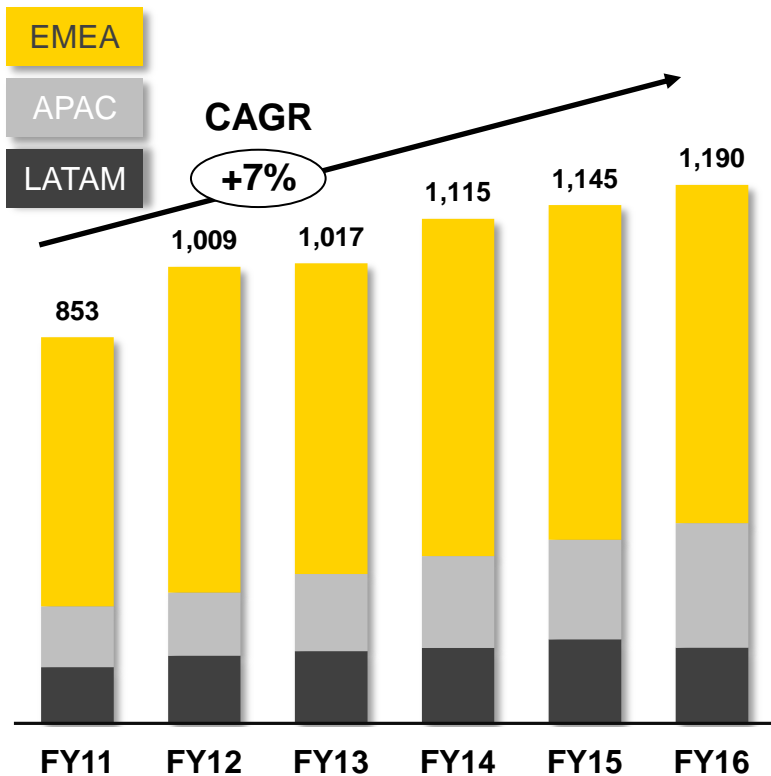
Three regions generating over \$1B in revenues



International Sales Evolution

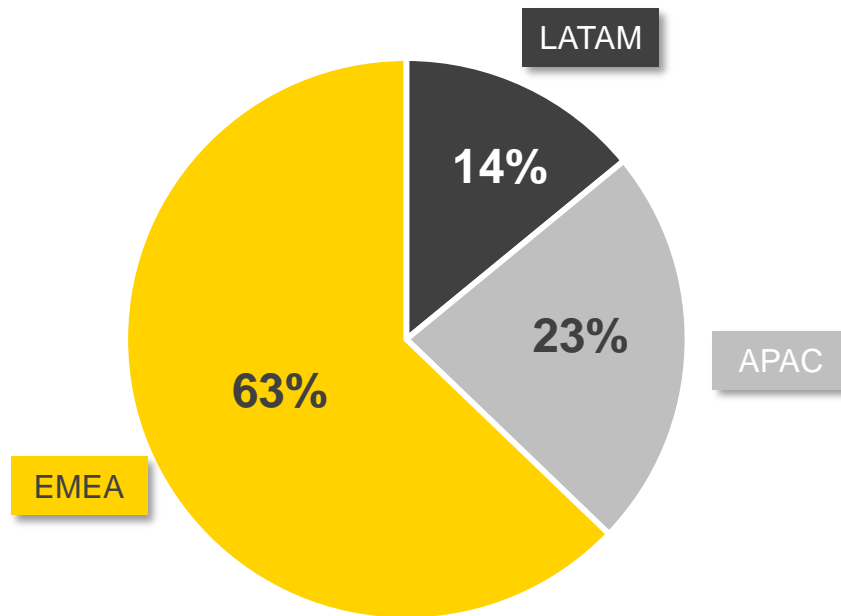
Revenues^[1]

CA\$ millions



Regional Split

Based on FY16 Revenues^[1]

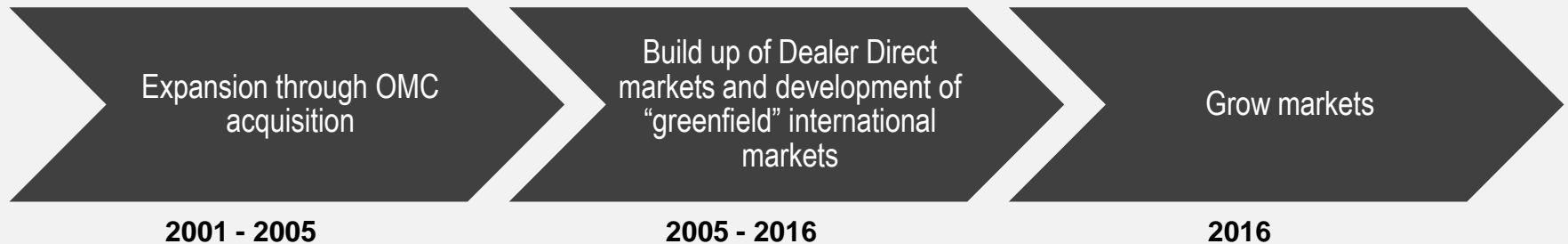


^[1] Revenues including Rotax Propulsion Systems external business

Significant growth over the last 6 years despite some key markets suffering from challenging economic conditions



Recent Evolution of the International Division



Creation of the international division and focus on following regions:

- Brazil
- Japan
- Scandinavia
- Australia
- New Zealand

Region developed:

- France
- Germany
- UK
- Ireland
- Spain
- Benelux
- Austria
- Italy
- Mexico

China development:

- Opening of our first sales office in Shanghai
- Form a joint venture with our local distributor to have more flexibility in the development of the region

- Grow Powersports industry in international markets
- Merger of European activities to leverage expertise and benefit from synergies



International division priorities aligned with corporate long-term objectives

GROWTH

Accelerate Can-Am growth

Define the next wave of growth

AGILITY

Implement one-piece flow, a modular approach and a more flexible supply chain to better serve our consumers and dealers

LEAN ENTERPRISE

Implement new core technologies and drive margin improvement on new products launches

INTERNATIONAL DIVISION PRIORITIES

- Expand in ORV utility markets with Defender and Outlander
- Continue to develop China JV sales through Team and Network development
- Prioritize PAC globally and promote higher dealer engagement
- Transform the network and improve Consumer Experience to make it a competitive advantage
- E-TEC G2: leverage product novelties to increase our partnerships with key boat OEMs and dealers

GSCE has embraced Challenge 2020 by establishing tangible objectives strongly embedded in its strategic planning process



Agenda

BRP international regions overview

EMEA

APAC

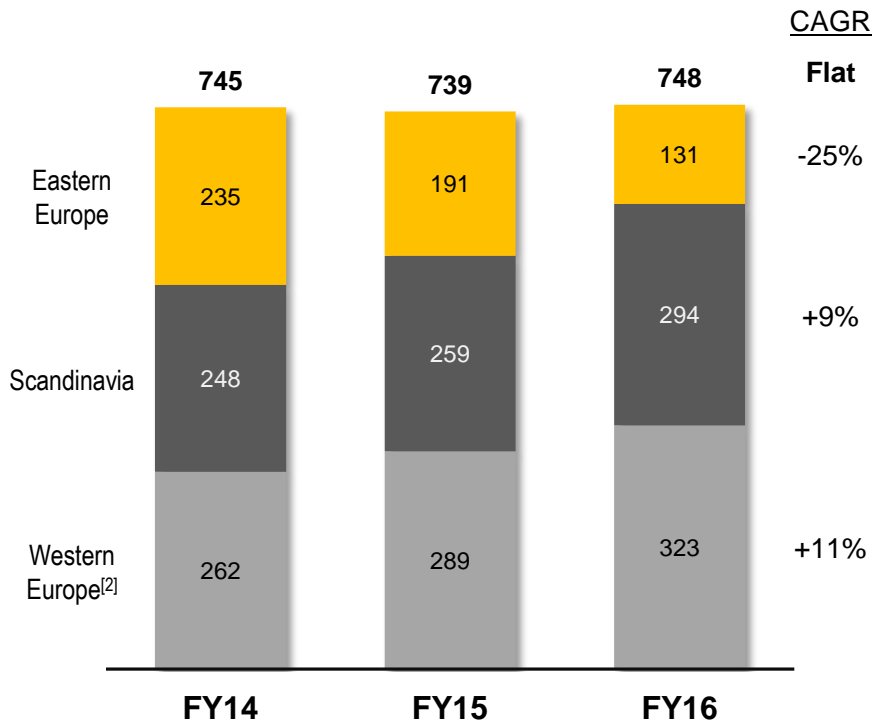
LATAM



EMEA Overview

Revenues^[1]

CA\$ millions



Overview

Region Dynamic

- Mature markets that can be developed by optimizing dealer network
- Strong market in Western Europe and Scandinavia, offset by difficult economic conditions in Russia

BRP Dynamic

- Went from a Snowmobile market to a more balanced market with the growth of PWC and ORV over the last 5 years

Market Characteristics

- Stronger presence of low cost brands
- Dealerships much smaller and less sophisticated compared to North America
- Multiple market barriers:
 - On-road homologation and emissions
 - Playground access on off-road and PWC


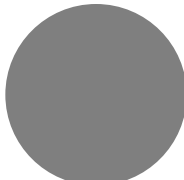
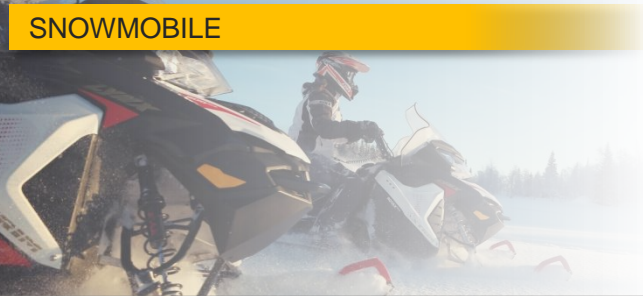



^[1] Revenues including Rotax Propulsion Systems external business

^[2] Western Europe and Other EMEA revenues

Our geographic and product diversification allowed us to maintain our revenue level despite recent economic downturn in Russia



EMEA Main Industries

	INDUSTRY SIZE	BRP POSITION	DYNAMIC
 <p>OFF-ROAD</p>		#2/3	<ul style="list-style-type: none"> ■ Climbing ranks in multiple markets ■ BRP strong in Scandinavia, France and Germany ■ Opportunities for Can-Am Defender in UK and Can-Am Maverick X3 in Middle-East
 <p>SNOWMOBILE</p>		#1	<ul style="list-style-type: none"> ■ Solid #1 position with both Ski-Doo and Lynx in all 3 markets (Sweden, Finland and Norway) ■ Opportunities with new snowmobile platform ■ Monitoring Russia
 <p>PERSONAL WATERCRAFT</p>		#1	<ul style="list-style-type: none"> ■ Now selling in Scandinavia over 6 times more PWC than in FY14 ■ Became a balancing segment to snowmobile mitigating risks related to poor snowmobile conditions in winter ■ Other key markets: France and Spain

Very strong #1 position in PWC and snowmobile, climbing ranks in ORV and already #1 in some regions



Agenda

BRP international regions overview

EMEA

APAC

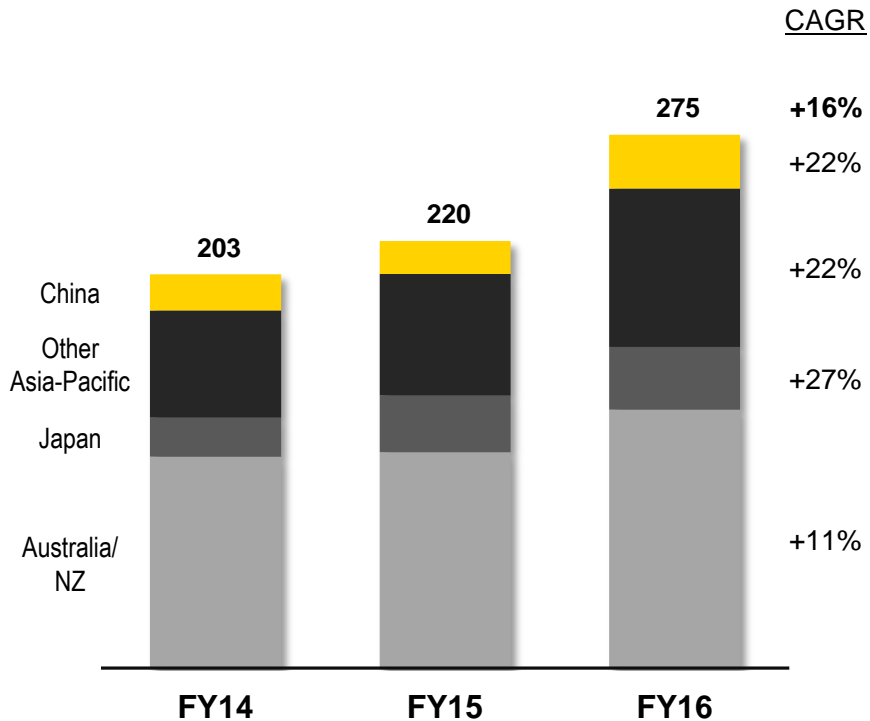
LATAM



APAC Overview

Revenues

CA\$ millions



Overview

Region Dynamic

- Australia/NZ: A performance PWC market and utility ORV
- China: Promising prospect especially with entry level products

BRP Dynamic

- Strong position in PWC in Australia/NZ and growing in China
- Gaining momentum with ORV in Australia/NZ driving by the mid-cc ATVs and the Can-Am Defender



Market Characteristics

- Younger customers and more likely to be new-to-sport
- Smaller dealerships but larger proportion of single-line dealers
- Dealers in emerging markets require high level of training resulting from a lacking local Powersports culture

Australia/NZ remains the main market and has seen healthy growth in recent years



APAC Main Industries

	INDUSTRY SIZE	BRP POSITION	DYNAMIC
 <p>OFF-ROAD</p>	●	#2/3	<ul style="list-style-type: none">■ Australia and New Zealand is experiencing a shift of customers from ATV to SSV with growth happening both in the utility and recreational riding■ Strong momentum with the Can-Am Defender
 <p>PERSONAL WATERCRAFT</p>	●	#1	<ul style="list-style-type: none">■ Excellent performance for the 300hp PWC in Australia and New-Zealand■ ASEAN countries show significant growth potential in the PWC segment■ China Sea-Doo retail is up over 60% season-to-date

Developing Powersports markets in APAC with BRP gaining share through product introductions and dealer network development



Strong Growth for Can-Am SSV in Australia/NZ

CAN-AM DEFENDER



STRONG GROWTH YEAR-TO-DATE

Can-Am SSV retail in Australia/NZ
Units

↑ >100%

FY16 H1

FY17 H1

More than doubled SSV sales with the introduction of the Can-Am Defender

Promising start for the Can-Am Defender in Australia

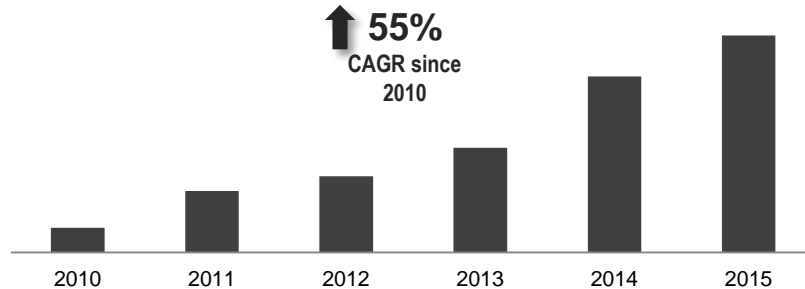


China's Growing Powersports Industry

ASIA POTENTIAL

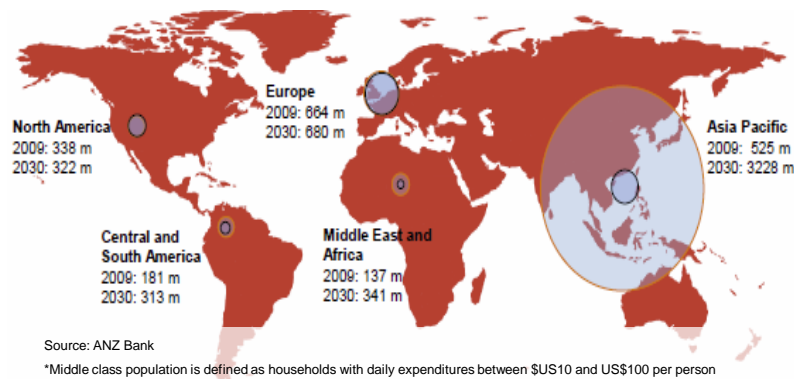
China Powersports Market

Units



Growing consumer markets of Asia

- Middle Class population 2009
- Middle Class population 2030



LONG-TERM POTENTIAL

China market specifics:

- Full potential of Powersport industry is relatively unknown
 - Growing despite lack of developed playgrounds and major differences with traditional Powersport markets in terms of consumer behaviors
 - Relatively positive social acceptance of Powersports

BRP in China:

- BRP capable of securing a market creation position and efforts are deployed to build the market leading to increased sales
 - Growing market with 22% CAGR over the last 3 years
 - PWC represents the main market
 - Now 34 operational dealers

BRP is closely monitoring the Chinese Powersports market and is well positioned to seize opportunities



Agenda

BRP international regions overview

EMEA

APAC

LATAM

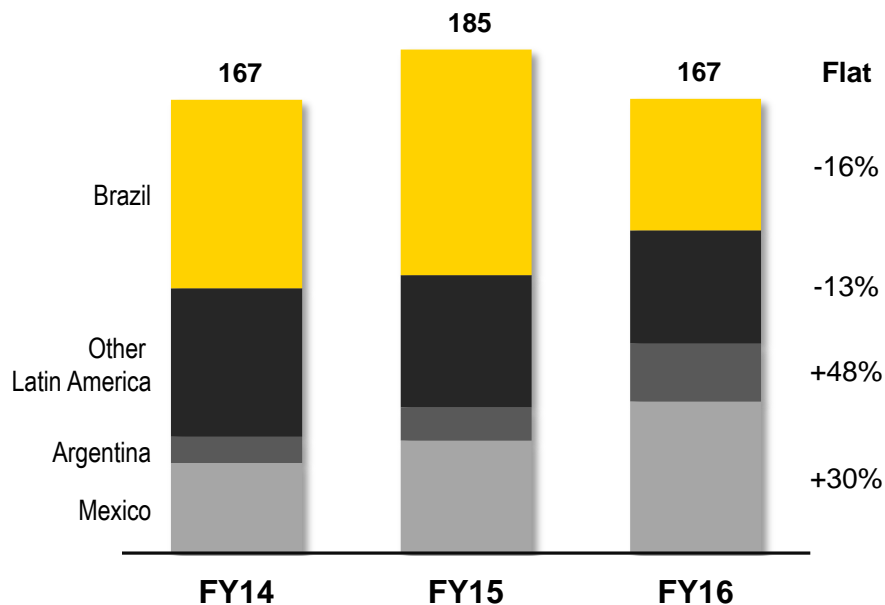


Latin America Overview

Revenues

CA\$ millions

CAGR



Overview

Region Dynamic

- Economic downturn significantly affecting Brazil
- Mainly a PWC and ORV market for BRP

BRP Dynamic

- Strong positioning in ORV and PWC
- Mexico growing with highly dedicated dealers focusing on ORV
- Had to significantly increase pricing in Brazil to offset BRL devaluation
- Sea-Doo Spark showed promise before the economic downturn in Brazil - Potential for the future



Market Characteristics

- Customer base predominantly wealthy
- Affordability limiting industry growth
- Informal practices/ lack of infrastructure influence consumer behavior

Mexico driving most of the revenues with Argentina and Brazil being resilient in a difficult economic environment



Latin America Main Industries

	INDUSTRY SIZE	BRP POSITION	DYNAMIC
OFF-ROAD 	●	#1/2	<ul style="list-style-type: none">■ Good markets in Mexico, Brazil and Argentina■ Can-Am ATVs and SSVs are considered as premium brands in Mexico and are renowned for very good quality and performance■ Very effective digital marketing campaigns driving growth
PERSONAL WATERCRAFT 	●	#1	<ul style="list-style-type: none">■ Market significantly affected by Brazil economic downturn■ Sea-Doo still number one, but volume down from historical level due to downturn

Can-Am and Sea-Doo have solid market position in Latin American and are well positioned to take advantage of economic rebounds in Brazil and Argentina



Closing Remarks

Can-Am is experiencing substantial growth in international regions and is climbing ranks in terms of market position

Dealer and distributor value proposition at the front and center of our go-to-market strategy

Despite economic downturn in certain regions (mainly Brazil and Russia), several markets offer interesting growth perspective which BRP is determined to seize





QUESTIONS?





BERNARD GUY

VP & RGM - NORTH AMERICA

GSCE - NORTH AMERICA UPDATE

CIUDAD JUÁREZ, MEXICO | SEPTEMBER 22, 2016

GSCE North America

NORTH AMERICA BRP LARGEST MARKET

Share of BRP Revenues^[1]

69%

Share of Worldwide Powersports Industry^[2]

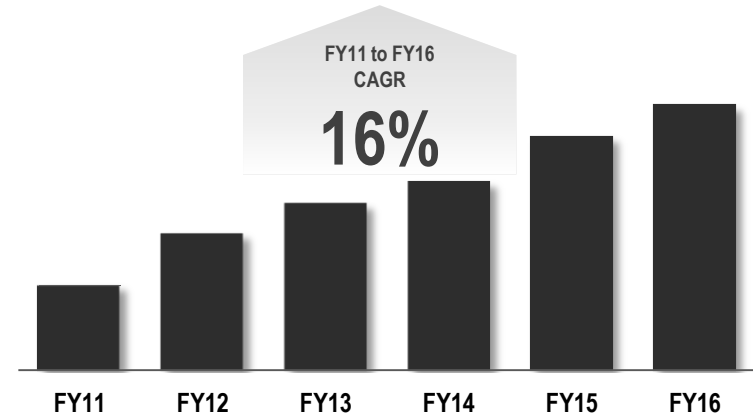
~65%

^[1] For FY16, including Outboard Engines

^[2] Company's estimate for Season 2015

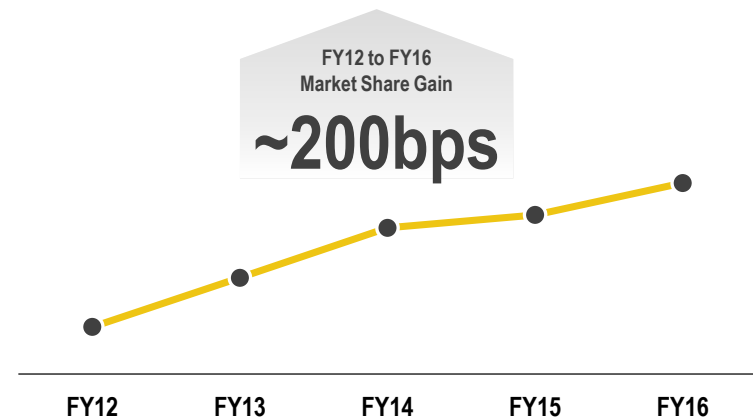
Financial Performance

North American Powersports Revenues, CA\$ millions



Market Share

Estimated North American Powersports Market Share Evolution



North America: Key Strategic Priorities

Significantly increase our presence in the *Year-Round Products* and markets

Maintain our market leadership and seize growth opportunities in *Seasonal Products* and markets

Optimize our network coverage and win dealer engagement by offering the best Dealer Value Proposition



North America: Key Strategic Priorities

Significantly increase our presence in the *Year-Round Products* and markets

Maintain our market leadership and seize growth opportunities in *Seasonal Products* and markets

Optimize our network coverage and win dealer engagement by offering the best Dealer Value Proposition



OFF-ROAD VEHICLES UPDATE

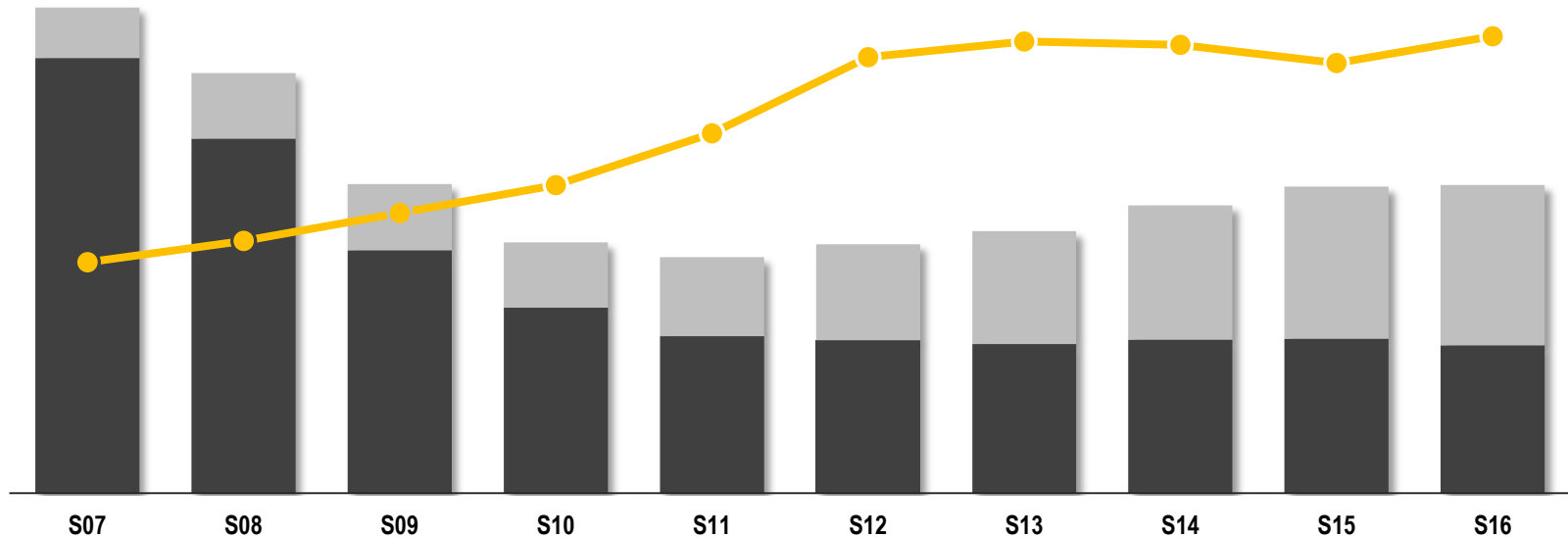


BRP invested in the ORV business and gained share in a market increasingly driven by SSV

North American ORV Industry

Units, Season from July 1st to June 30th

- SSV Industry
- ATV Industry
- Can-Am Market Share



SSV surpassing ATV with just over half of the ORV industry units retailed in season 2016

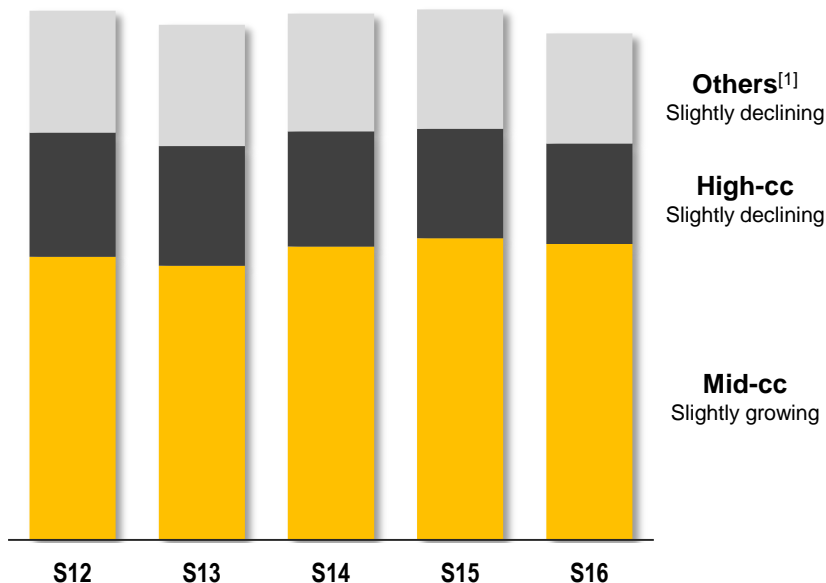


The N.A. ATV industry has been fairly stable but Can-Am grew by strengthening its offering in key segments

NORTH AMERICA ATV

North America ATV Industry

Units, Season from July 1st to June 30th



^[1] Others includes Sport, Entry-Level, Youth and 6x6

DYNAMIC

Industry:

- Flattish in recent years, however down mid-single digits % in season 2016, with demand shifting from High-cc to Mid-cc segment

Can-Am:

- Can-Am North American retail grew high-single digits % in season 2016 - the highest retail and market share growth of any OEM - and finished the season #3 in adult ATV
- Can-Am retail in the Mid-cc segment more than doubled since the introduction of the Outlander G2L platform – and the momentum continues
- #1 in High-cc Rec-Utility with the Outlander
- #1 in Rec-Sport with the Renegade

Can-Am market share reached a record high in season 2016 and the momentum continues

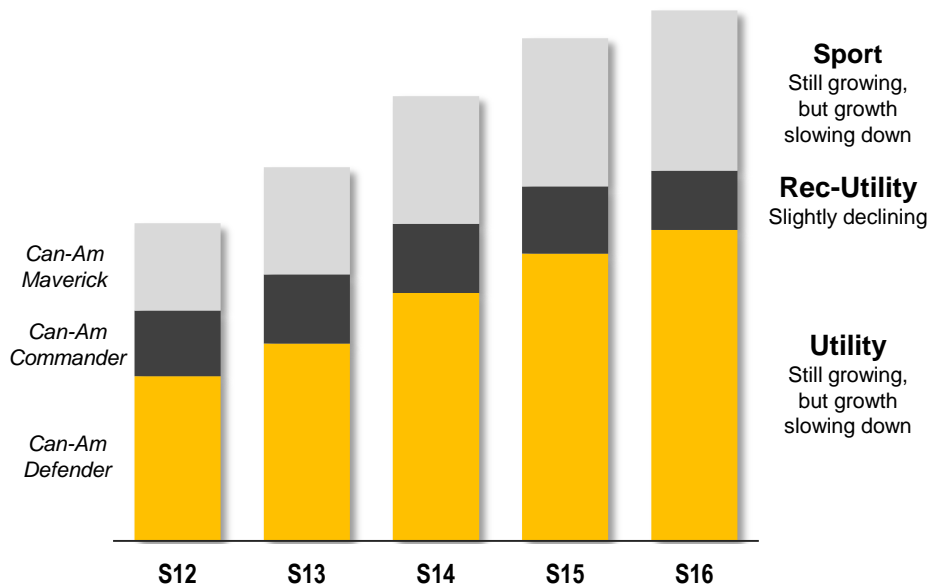


Can-Am built a solid position in the Sport and Rec-Ute segments and is now attacking the largest segment - the Utility SSV segment

NORTH AMERICA SSV

North America SSV Industry

Units, Season from July 1st to June 30th



DYNAMIC

Industry:

- Steadily growing in the last 5 seasons, fueled mostly by the Sport and Utility segments – however growth slowing down in season 2016 to mid-single digits %

Can-Am:

- Strong retail growth in season 2016
 - Accelerating in the last 6 months, outpacing the industry
- #1 in Rec-Utility with the Commander
- Strong growth in Utility with Defender
- #2 in Sport with the Maverick – except in <60”-wide where Can-Am is not competing

SSV industry offers plenty of opportunities for Can-Am



BRP is tapping into the largest SSV industry segments with best-in-class vehicles

CAN-AM DEFENDER



- Utility segment now about 60% of the industry – largest opportunity
- Defender availability ramped up in the 2nd half of season 2016 – sales tracking on plan – already our biggest seller
- Full deployment in season 2017 with Defender MAX, Defender HD8 XT Cab, and Defender Mossy Oak® Hunting Edition

CAN-AM MAVERICK X3



- Sport segment now 30% of the industry, with almost 60% being 64"-wide vehicles
- Strong positive dealer and customer reaction to the Maverick X3 – a superior product starting at \$2,000 less than the competition



SPYDER UPDATE

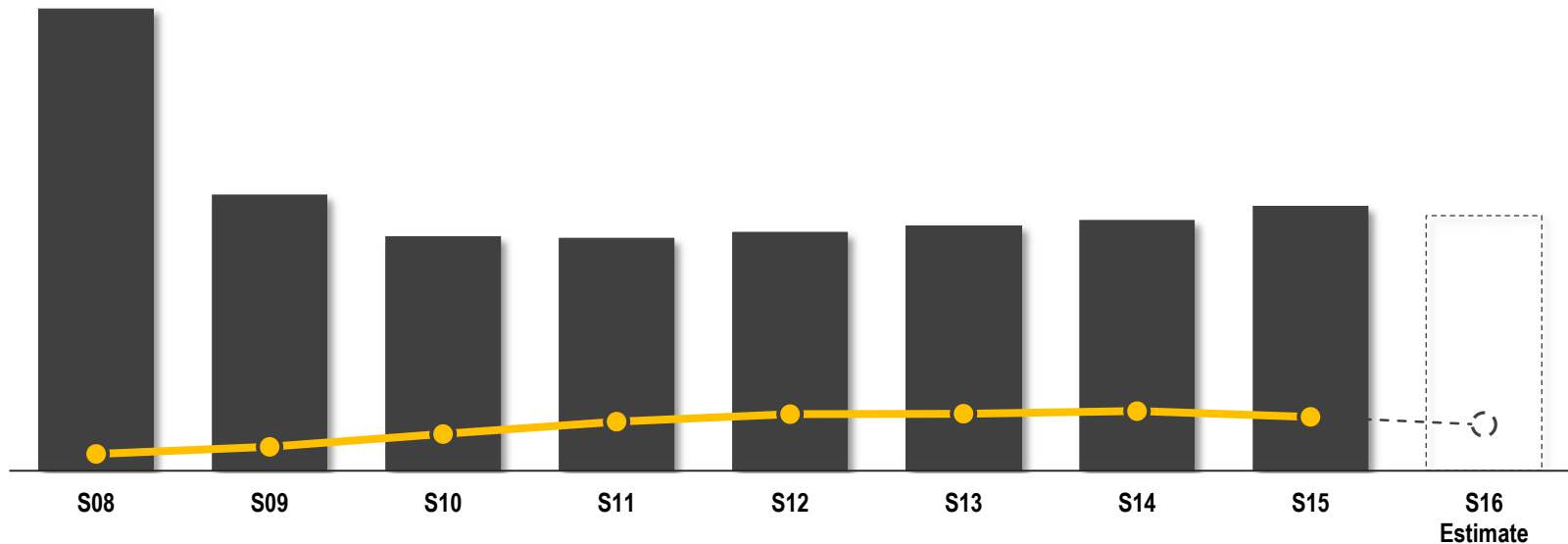


North American motorcycle industry slightly up since its season 2011 floor level but declining in season 2016

North American Motorcycle Industry

Units, Season from November 1st to October 31st

- Motorcycle Industry
- Can-Am Market Share

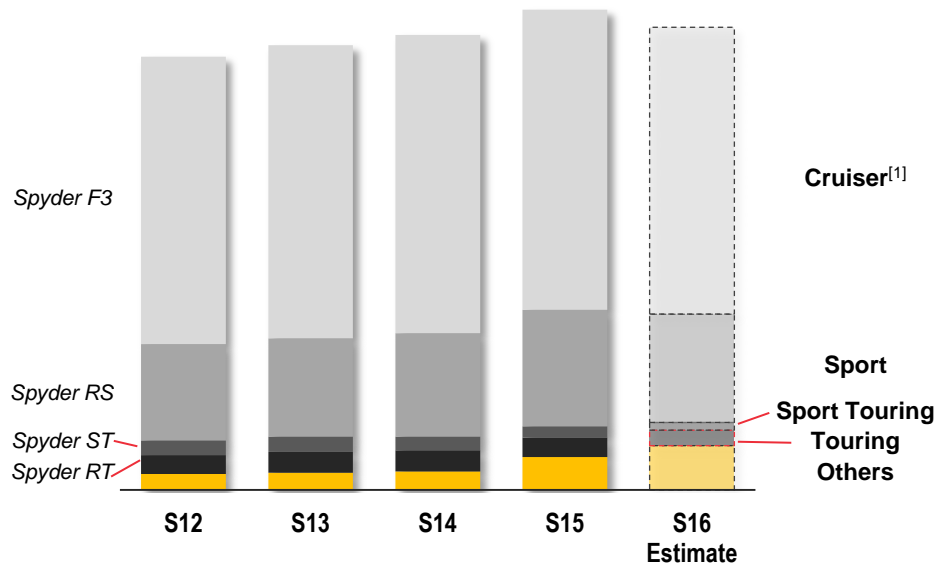


The N.A. motorcycle industry is declining so far in season 2016 especially in higher priced models

NORTH AMERICA MOTORCYCLES

North America Motorcycle Industry

Units, Season from November 1st to October 31st



The N.A. motorcycle industry has been declining so far in season 2016

DYNAMIC

Industry:

- N.A. motorcycle industry declining mid-single digits % in season 2016 – but sales of motorcycles in the U.S. with a price above \$18,000 have been down double digits %

Can-Am:

- Spyder season 2016 retail has been disappointing
 - Reducing dealer inventory levels will be a strong focus next season
- Customer interest is high: Growing website traffic and record number of leads. Conversion to retail is the challenge to address in season 2017



2017 Spyder F3 at \$16,999 USD / \$19,299 CAD – a reduction of more than \$2,700 in the U.S. and up to \$3,000 in Canada

^[1] Includes the *Cruiser Naked*, *Bagger* and *Cruiser Touring* sub-segments



North America: Key Strategic Priorities

Significantly increase our presence in the *Year-Round Products* and markets

Maintain our market leadership and seize growth opportunities in *Seasonal Products* and markets

Optimize our network coverage and win dealer engagement by offering the best Dealer Value Proposition



SNOWMOBILE UPDATE



ski-doo | 

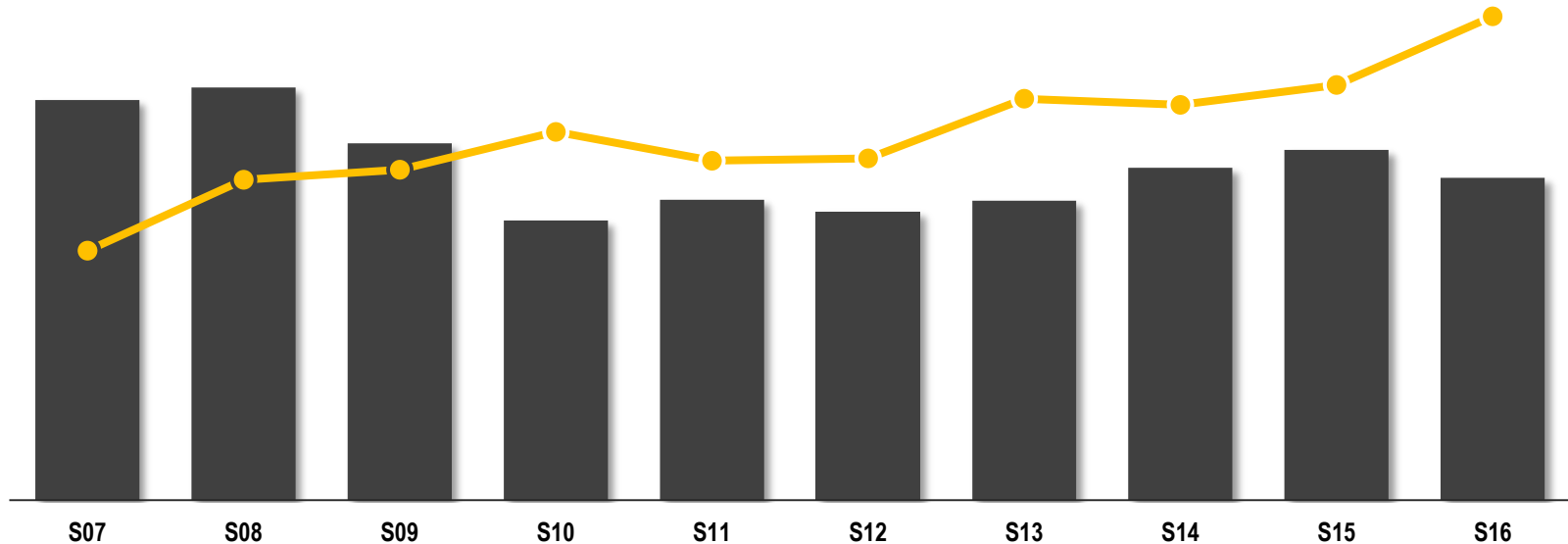


In a season 2016 El Niño winter, the snowmobile industry declined, but Ski-Doo broke a 46-year-old market share record

North American Snowmobile Industry

Units, Season from April 1st to March 31st

- Snowmobile Industry
- Ski-Doo Market Share



BRP has steadily grown its already solid market position

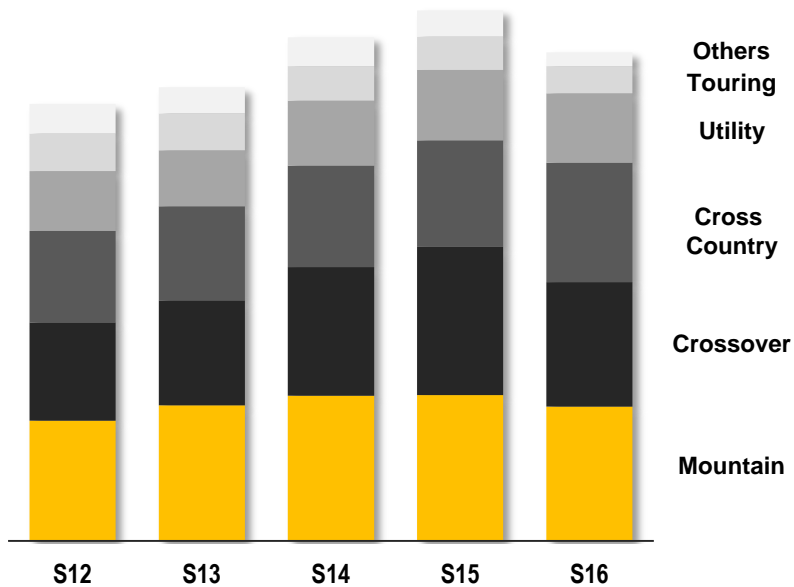


N.A. industry growth in recent years driven by the Cross Country and the Crossover segments

NORTH AMERICA SNOWMOBILE

North America Snowmobile Industry

Units, Season from April 1st to March 31st



The N.A. snowmobile industry has declined in season 2016 for the first time in the last 5 seasons

DYNAMIC

Industry:

- Season 2016 was affected by a record warm El Nino winter

Ski-Doo:

- Best retail performance of any OEM in season 2016, resulting in dealer inventory cleaner than the competition overall
- Ski-Doo holds the #1 position in N.A. overall and in every industry segments – however Mountain still represent a sizeable growth opportunity
- Successful launch of the new REV Gen. 4 platform with the 850 E-TEC in the 3 main segments – leading to strong MY17 dealer orders



2017 Summit X 850 E-TEC - the most successful Ski-Doo spring sled in nearly a decade



PWC UPDATE



SEA-DOO 

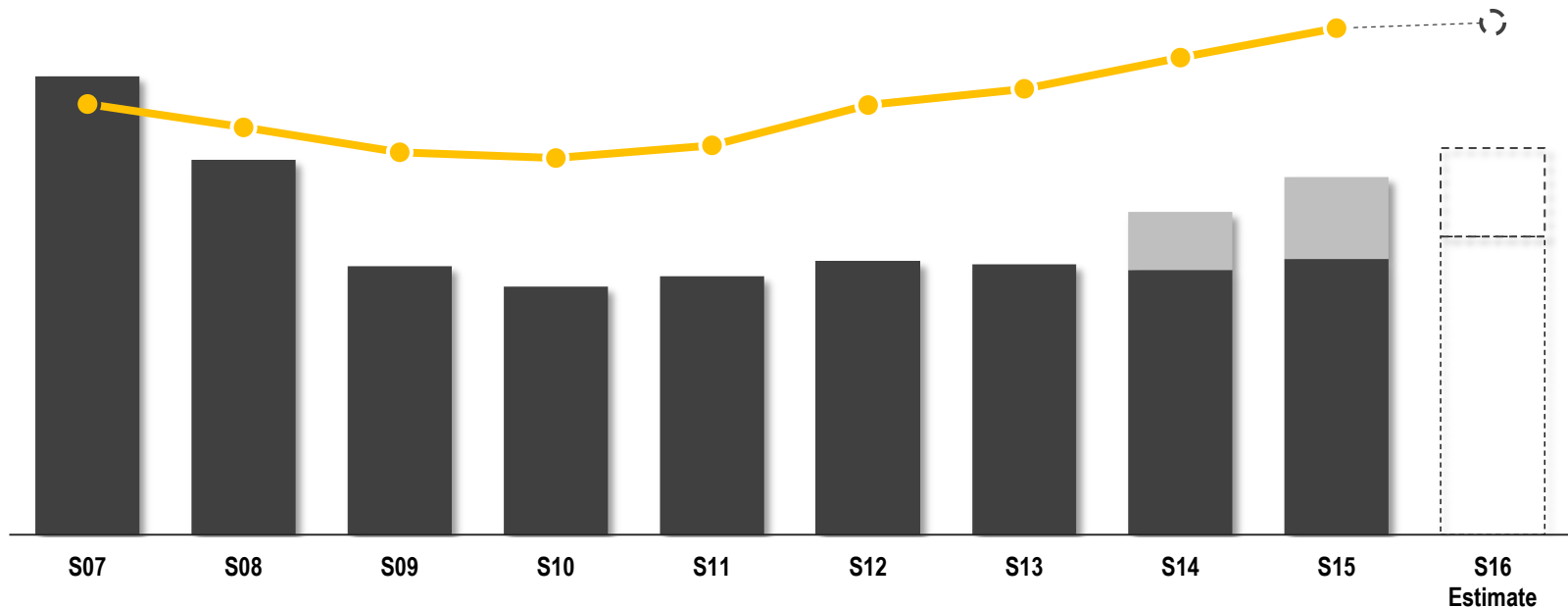


Sea-Doo Spark successfully re-sparked the PWC industry!

North American PWC Industry

Units, Season from October 1st to September 30th

- Sea-Doo Spark
- Traditional PWC Industry
- Sea-Doo Market Share



**Sea-Doo shattered a 24-year-old market share record in season 2015 –
on its way to beat it in season 2016!**

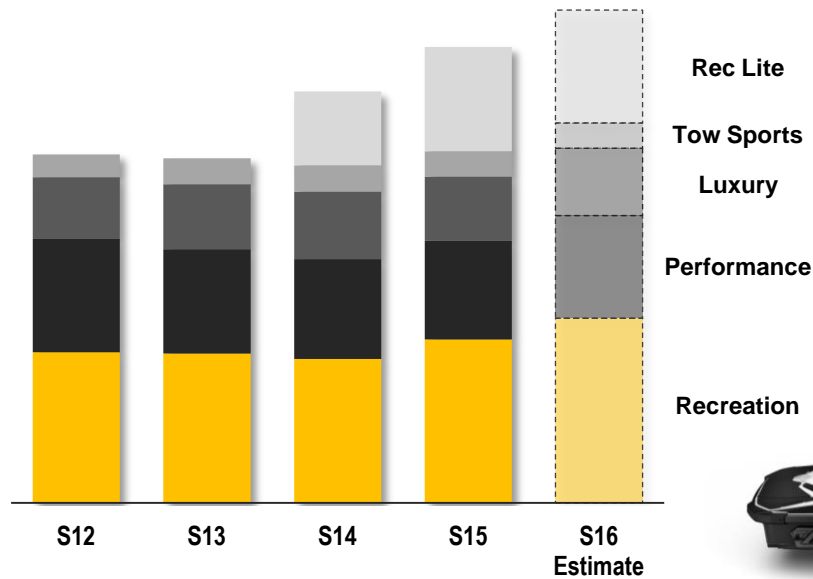


PWC is one of the fastest growing Powersports industry in recent years

NORTH AMERICA PWC

North America PWC Industry

Units, Season from October 1st to September 30th



The N.A. PWC industry will have grown over 40% since the introduction of the Spark (S16 Estimate vs. S13)

DYNAMIC

Industry:

- While recent industry increase had been primarily attributable to Spark, season 2016 industry growth also coming from traditional PWC

Sea-Doo:

- Sea-Doo has been the industry leader for over 10 years
- Sea-Doo still has room to grow in Recreation and Performance traditional PWC categories



2017 Sea-Doo GTI with 900 ACE engine, the most affordable, most fuel-efficient full-size PWC



2017 Sea-Doo GTR-X with the new 230-hp Rotax 1500HO ACE



North America: Key Strategic Priorities

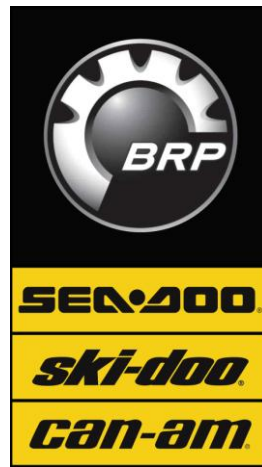
Significantly increase our presence in the *Year-Round Products* and markets

Maintain our market leadership and seize growth opportunities in *Seasonal Products* and markets

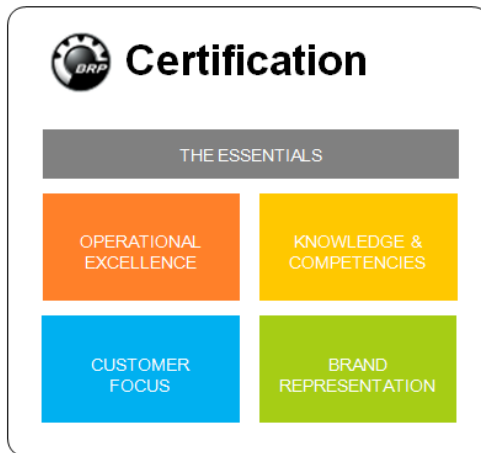
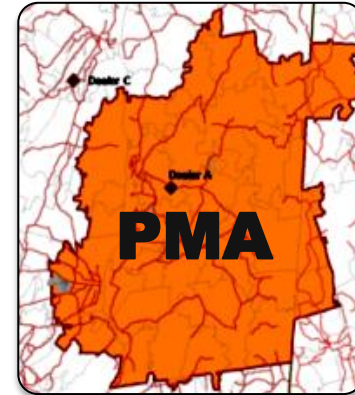
Optimize our network coverage and win dealer engagement by offering the best Dealer Value Proposition



Perfor**MAX**



DEALER
GROWTH AND
PROFITABILITY



Order
Management
System



Strong brands and products

OVERVIEW

- › Providing growth and profitability potential to dealers
- › Customer appeal commanding a price that yields superior dealer front end retained margins



Strong product and brands are key for dealers to retain more margins on the front end



Respecting our dealers' Primary Market Areas (PMA) while optimizing network coverage

OVERVIEW

- › A dealer's PMA is a territory drawn to include most of his customers based on drive time habits
- › BRP opened more than 240 new dealers in North America in the past 3 years, while being very respectful of our existing dealer's PMA
- › Overconcentration would make dealers compete for the same customers and reduces dealers' profitability with our brands



Respecting our dealers' Primary Market Areas (PMA) while optimizing network coverage

FY17-END PROJECTIONS

NUMBER OF NEW DEALERS SIGNED IN FY17

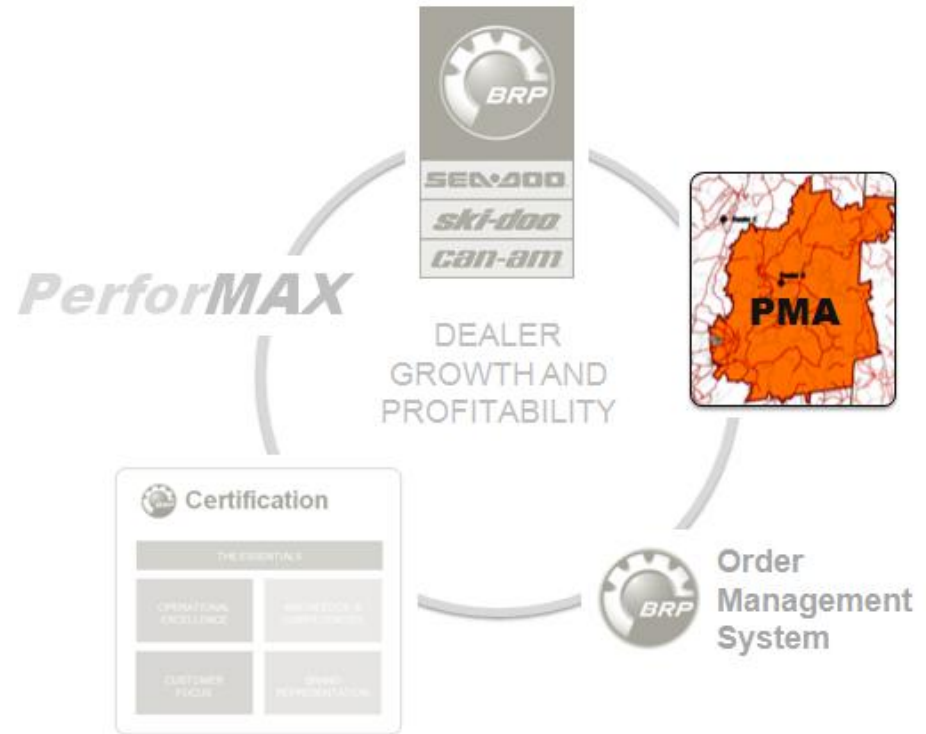
45-55 ^[1]

TOTAL NUMBER OF NEW DEALERS SIGNED BY FY17 END

~270 ^[2]

CAN-AM DEALER NETWORK COVERAGE IMPROVEMENT OVER THE LAST 4 YEARS

+31%



^[1] Target was to sign 45 to 55 new dealers in FY17

^[2] Initial target was to have signed 200 to 300 new dealers by the end of FY17

Approaching the optimal number of dealers based on 2016 industry sizes, and now focusing in helping new dealers achieving full potential



BRP Order Management System helps dealers optimize their inventory levels

OVERVIEW

- ORV OMS proposes a monthly recommended order based on a dealer's inventory and future retail plan, with the objective to maintain a targeted forward days of inventory
 - Adjusts wholesale down if retail did not materialize and inventory starts accumulating
 - Raises recommended order if retail grew faster than plan
 - Adjusts inventory down before the low season
 - Ramps inventory up before the high season



Ensures dealers never have too little inventory and miss opportunities, or too much inventory, having to heavily discount and pay high carrying costs



BRP Certification proposes best business practices towards customer satisfaction

OVERVIEW

- BRP Certification recognizes dealers who implement best practices in:
 - Operational excellence
 - Knowledge and competencies
 - Customer focus
 - Brand representation
- Dealers choose at which level they want to certify: Silver, Gold or Platinum
- Dealers who go beyond the essentials are rewarded with more back-end money



Providing our best dealers with more back-end money potential



PerforMAX rewards retail achievement

OVERVIEW

- › When dealers achieve or exceed retail targets, BRP will achieve or overachieve in future wholesale
- › PerforMAX is basically sharing future profit with our dealers in the form of a retail bonus paid on the back-end



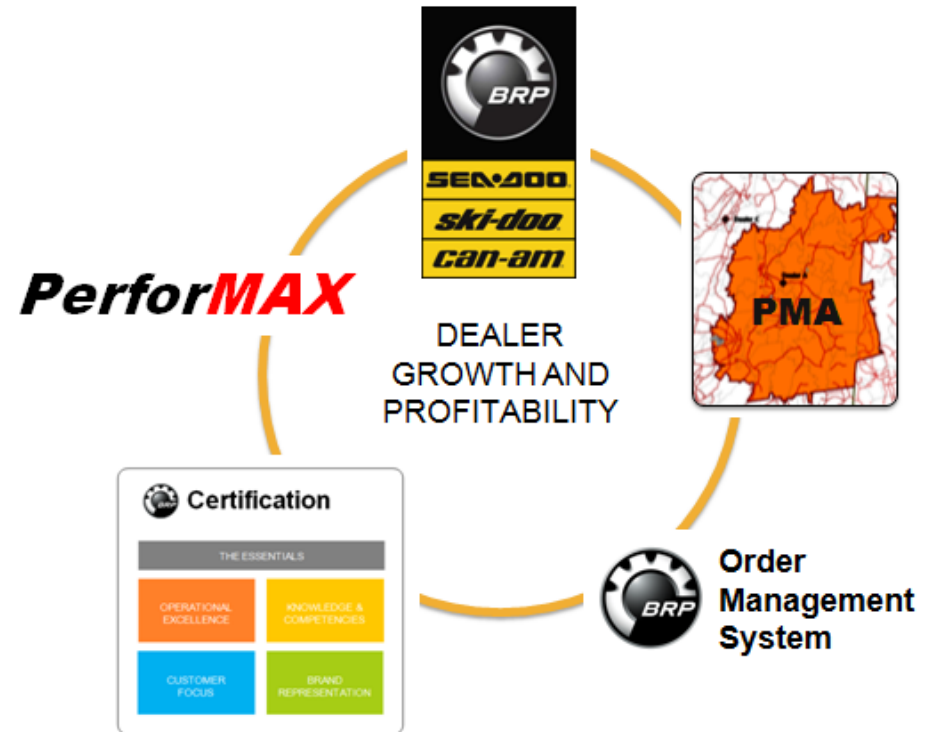
**PerforMAX payments can be very significant for dealers
– a strong motivation for them to grow with BRP**



Winning in Dealership by building the best Dealer Value Proposition in the industry

OVERVIEW

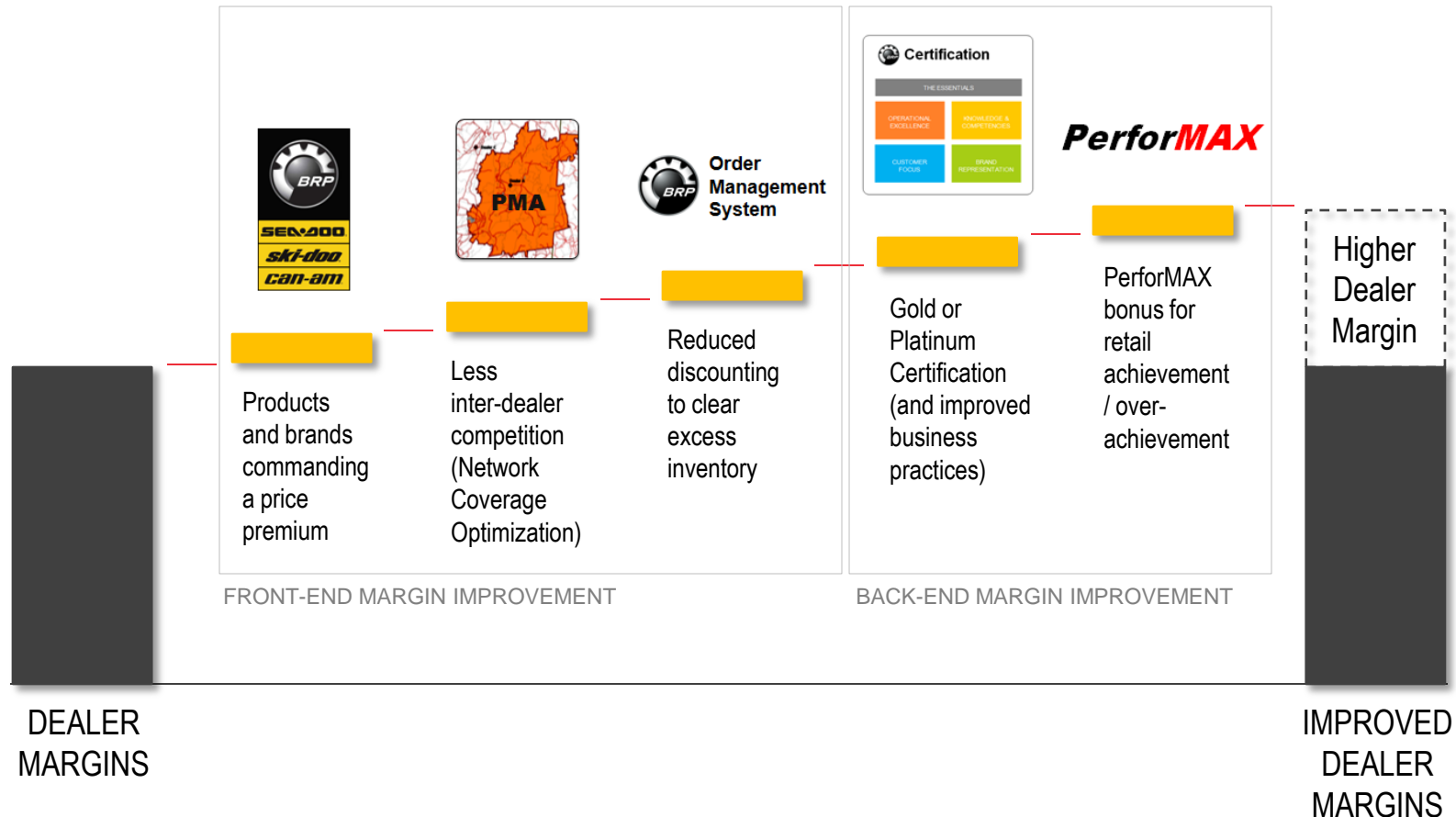
- > Whole system focused on dealer growth and profitability – which will result in BRP growth and profitability



And it works!



Winning in Dealership by building the best Dealer Value Proposition in the industry



Dealer retained margins are higher with BRP and dealers have started to notice, leading to increased dealer engagement



North America: Key Strategic Priorities

Significantly increase our presence in the *Year-Round Products* and markets

Maintain our market leadership and seize growth opportunities in *Seasonal Products* and markets

Optimize our network coverage and win dealer engagement by offering the best Dealer Value Proposition





QUESTIONS?





SÉBASTIEN MARTEL

CHIEF FINANCIAL OFFICER

FINANCE UPDATE

CIUDAD JUÁREZ, MEXICO | SEPTEMBER 22, 2016

Agenda

Path to the 2020 Objective

Capital Allocation Priorities

Year-end guidance



Progressing towards our long-term objectives

GROWTH

Accelerate Can-Am growth

Define the next wave of growth

AGILITY

Implement one-piece flow, a modular approach and a more flexible supply chain to better serve our consumers and dealers

LEAN ENTERPRISE

Implement new core technologies and drive margin improvement on new products launches

2020 OBJECTIVE

+10%

REVENUE CAGR
FROM FY15 to FY21

+15%

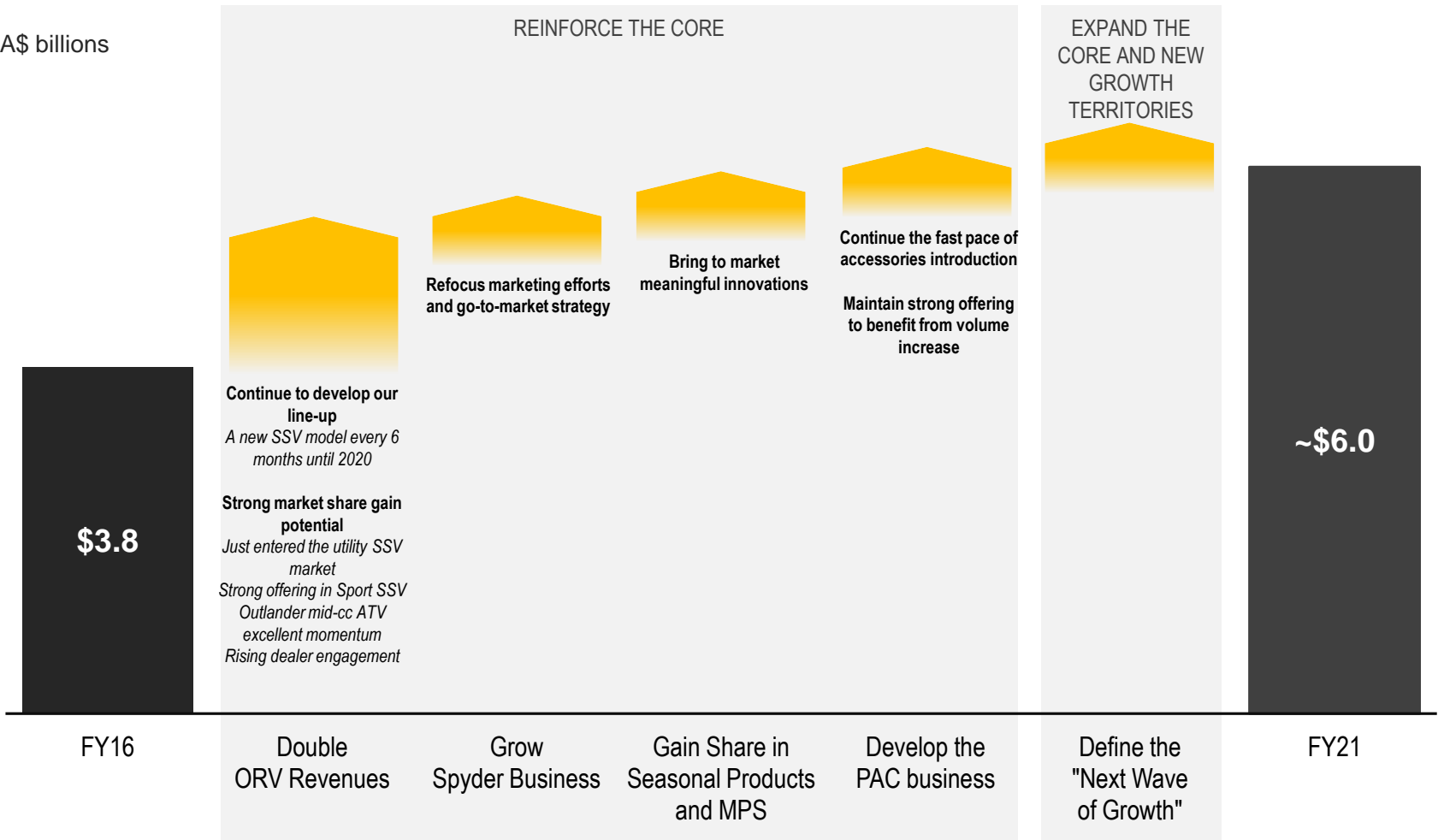
NORMALIZED EPS CAGR
FROM FY15 to FY21



Path to the 2020 Objective

REVENUE GROWTH

CA\$ billions



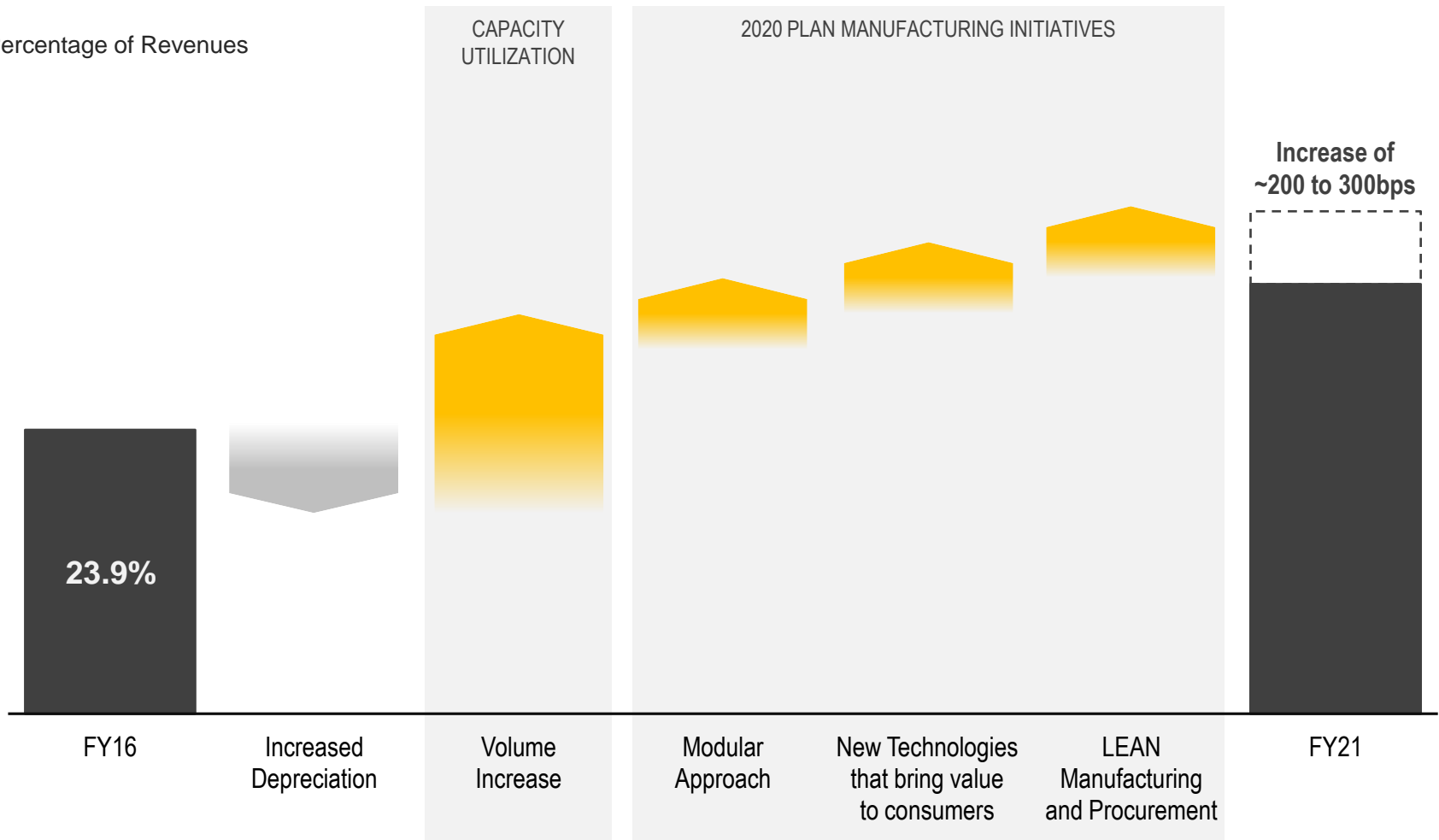
Promising growth avenues to reach the \$6B revenue objective



Path to the 2020 Objective

MARGIN EXPANSION

Percentage of Revenues



Expecting gross profit margin improvement of 200 to 300 bps through capacity utilization and manufacturing / design improvement



Agenda

Path to the 2020 Objective

Capital Allocation Priorities

Year-end guidance



Capital Allocation Priorities



Fuel our growth plan



Return capital to shareholders



Fuel our Growth Plan

PRIORITIES

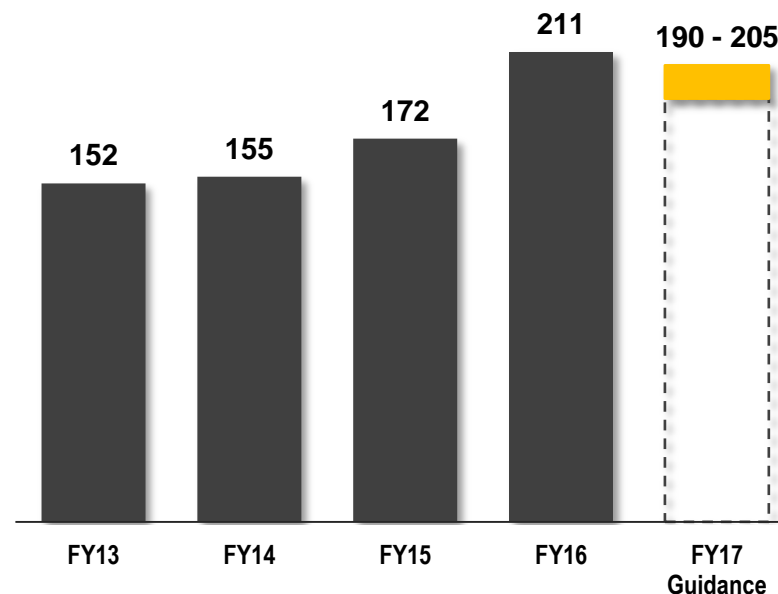
> CAPITAL EXPENDITURE

- **Growth** - Projects to support Year-Round Products growth and Can-Am expansion. Ex.: new platforms, tooling, etc. Project evaluated through a portfolio approach and using DCF, IRR and ROIC to support investment decisions
- **Strategic** - Projects and initiatives to enable new product launches or provide margin increases. Ex.: 2020 manufacturing initiatives, new technologies, etc.
- **Maintenance** - End of useful life of PP&E, compliance projects. Ex.: safety regulations, environmental, etc

> ENSURE SUFFICIENT CASH FLEXIBILITY TO BE ABLE TO SEIZE OPPORTUNITIES

CAPEX

CA\$ millions



Expect a continued high investment level in the business to meet our growth objectives and to support our 2020 manufacturing initiatives in order to achieve margin improvement



Improved our financial flexibility to support our long-term objectives

CREDIT FACILITIES UPDATE

> TERM FACILITY

- Reimbursed US\$92M
- **Maturity:** Extended from January 2019 to June 2023
- **Terms:**
 - Interest rate of Libor + 3.00% (Libor floor of 0.75%)
 - Covenant lite

> REVOLVING CREDIT FACILITIES

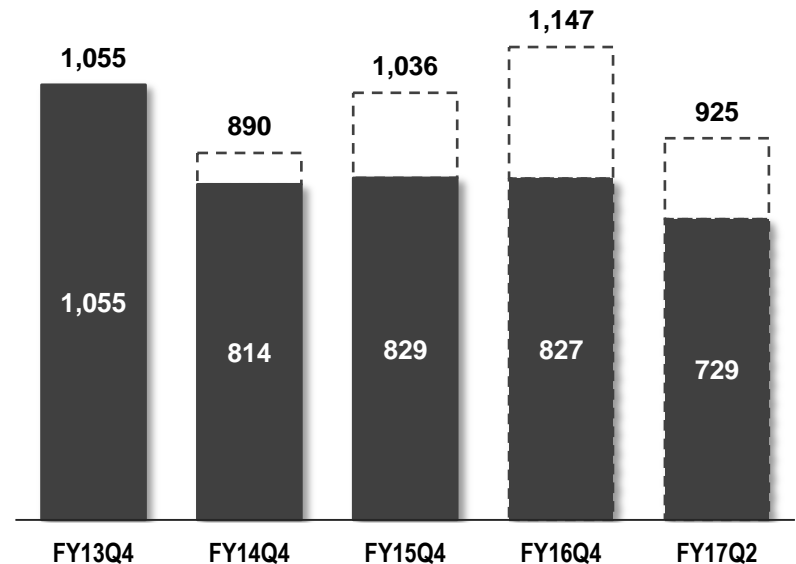
- Increased fund availability by \$75M (total of \$425M)
- **Maturity:** Extended from May 2018 to June 2021
- **Terms:**
 - Reduced the cost of borrowing by 0.25%

Total Long-Term Debt^[1]

CA\$ millions

▭ Long-term debt

■ Long-term debt assuming constant Fx on Term Loan



^[1] Including Current Portion of Long-Term Debt

Further deleveraging is expected to be achieved operationally



Return Capital to Shareholders

SHARE REPURCHASE

› NORMAL COURSE ISSUER BID (NCIB)

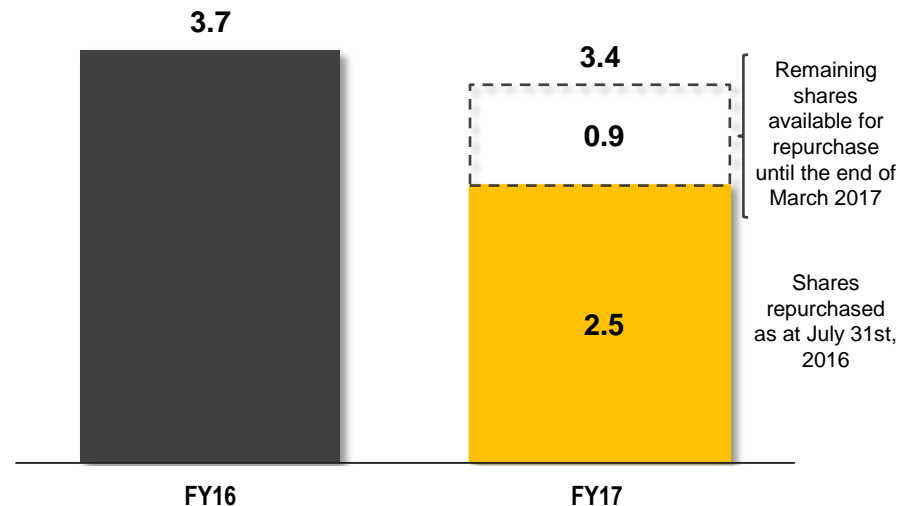
- **Conditions:**
 - Allowed to repurchase up to 10% of the public float for a 12 months period
 - Daily repurchase capped at 25% of average daily volume

› BRP - NCIB PROGRESS

- **FY16:** Repurchased 3.7M shares for \$96M
- **FY17:** Repurchased 2.5M shares for \$51M as at the end of July
- **Next possible renewal:** End of March 2017

NCIB (Shares Repurchased)

Shares, millions



Repurchased ~5% of shares outstanding so far in FY16 and FY17



Agenda

Path to the 2020 Objective

Capital Allocation Priorities

Year-end guidance



FY17 Full-Year Guidance - as at September 9, 2016

Financial Metric	FY17 Guidance vs FY16	
Revenues		
Year-Round Products	Up 8% to 12% (increased from up 6% to 10%)	
Seasonal Products	Flat to up 4%	
Propulsion Systems	Up 5% to 10%	
PAC	Up 3% to 8% (lowered from up 5% to 10%)	
Total Company Revenues	Up 4% to 8%	
Normalized EBITDA	Up 7% to 10%	
Effective Tax Rate ^[1]	27% - 28%	(Compared to 26.6% in FY16)
Normalized Net Income^[2]	Up 3% to 9% (increased from up 2% to 8%)	
Normalized Earnings per Share – Diluted	\$1.82 to \$1.92 (increased from \$1.79 to \$1.89)	(Up 6% to 12% from \$1.71 in FY16)
Capital Expenditures	\$190M to \$205M	(Compared to \$211M in FY16)

^[1] Effective tax rate based on Normalized Earnings before Normalized Income Tax

^[2] Assuming **\$145M Depreciation Expense** compared to \$126M in FY16, **\$60M Net Financing Costs** (down from \$62M) and **113.6M shares** (down from 114.7M shares)

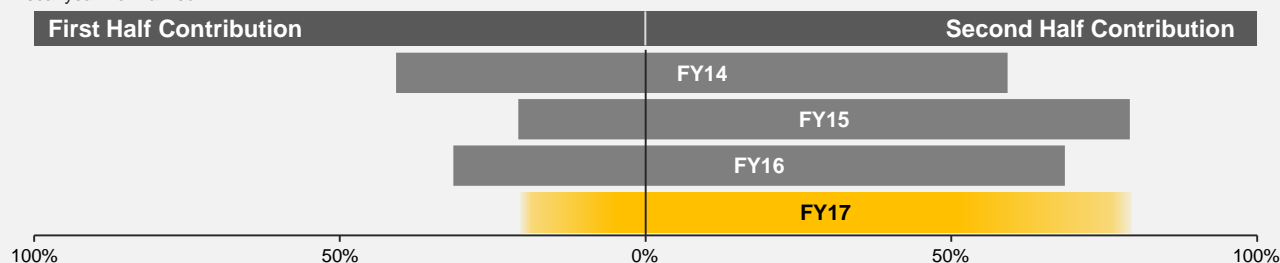


Key drivers of the second half Normalized EBITDA growth

H1/H2 EXPECTED NORMALIZED EBITDA GENERATION

Normalized EBITDA by Half Year

As a percentage of full fiscal year normalized EBITDA



Q3 AND Q4 KEY GROWTH DRIVERS

	IMPACT VS. SAME PERIOD LAST YEAR	
	Q3	Q4
▲ EXPECTED GROWTH GENERATION — NEUTRAL		
SNOWMOBILE VOLUME	▼	▲ ▲
CAN-AM MAVERICK/MAVERICK X3	▲	▲ ▲
CAN-AM DEFENDER	▲	▲
TOTAL EBITDA IMPACT	▲	▲ ▲ ▲

Most of the second half growth is expected to be generated in Q4





QUESTIONS?





JOSÉ BOISJOLI

PRESIDENT & CHIEF EXECUTIVE OFFICER

CLOSING REMARKS

CIUDAD JUÁREZ, MEXICO | SEPTEMBER 22, 2016

Focused on our key strategic initiatives to allow us to deliver our long-term objectives

GROWTH

Accelerate Can-Am growth

Define the next wave of growth

AGILITY

Implement one-piece flow, a modular approach and a more flexible supply chain to better serve our consumers and dealers

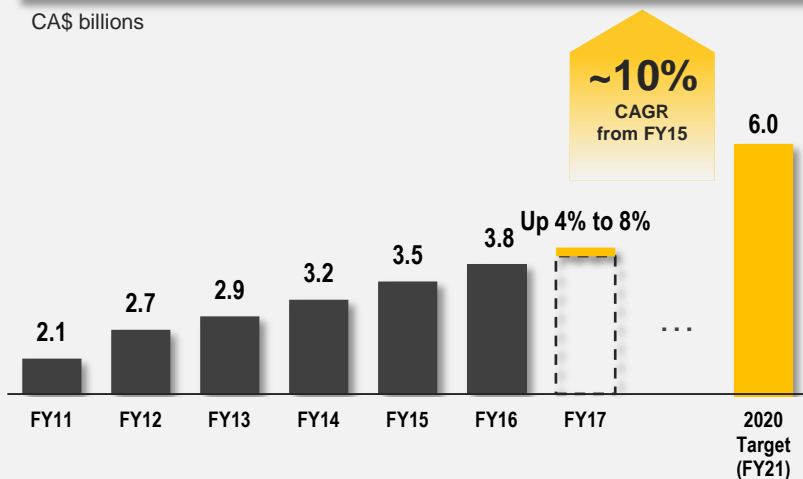
LEAN ENTERPRISE

Implement new core technologies and drive margin improvement on new products launches

2020 OBJECTIVE

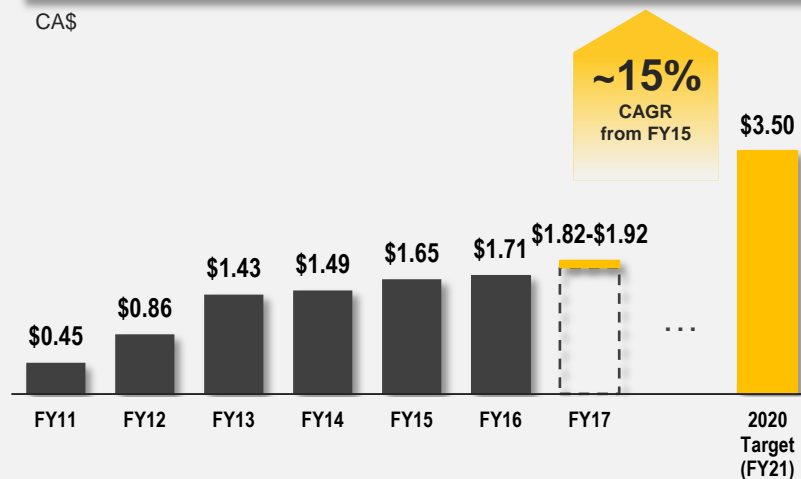
Revenues^[1]

CA\$ billions



Normalized Diluted EPS^[1]

CA\$



Closing Remarks

All of BRP's employees are rallied around our key strategic priorities:
Growth, Agility and Lean Enterprise

Our initiatives are progressing as planned and we are starting to reap the benefits

The diversification of our product portfolio, geographic sales and manufacturing footprint is allowing us to deliver our plan despite volatile industries

Our capacity to innovate, our agility, our manufacturing expertise and our diversification are putting us in a unique position in the industry





QUESTIONS?



Ski-Doo®

Lynx®

Sea-Doo®

Evinrude®

Rotax®

Can-Am®



THE ULTIMATE POWERSPORTS EXPERIENCE



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