



# CORPORATE PRESENTATION

SEPTEMBER 2025



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### FORWARD-LOOKING STATEMENTS



# 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.



## I OUR BRAND PROMISE

### ADVENTURE BY DESIGN

Our promise is to create experiences that move people. It is our obsession with 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.



## I MEET OUR MANAGEMENT TEAM



**DENIS LE VOT**  
President and Chief Executive Officer



**STÉPHANE BIODEAU**  
Chief Information Officer



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



**MARTIN LANGELOIER**  
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 PERREAULT**  
Chief Marketing Officer



**SANDY SCULLION**  
President, Powersports



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



**THOMAS UHR**  
Chief Technology Officer

# I COMPANY OVERVIEW

(As of January 31, 2025)

TSX DOO  
NASDAQ DOOO

A STAND-ALONE  
COMPANY SINCE

2003

\$7.8B ANNUAL  
SALES\*

CLOSE TO  
16,500  
DRIVEN,  
RESOURCEFUL  
EMPLOYEES  
WORLDWIDE

AN EXTENSIVE GLOBAL  
DISTRIBUTION NETWORK:

2,700+ DEALERS  
WORLDWIDE

130+ COUNTRIES WHERE  
OUR PRODUCTS ARE  
AVAILABLE



Manufacturing sites



Distributor Network



Dealership Network

\* To access our quarterly financial results, visit the [Investors section](#) of our website.

## OUR STORY

1942

Start up of Auto-neige  
Bombardier Ltd.

1968

Launch of industry-first  
Sea-Doo PWC

1959

Launch of industry-first  
Ski-Doo snowmobile

1970

Acquisition of the  
Rotax brand

1989

Acquisition of the  
Nordtrac Oy and Lynx brands

2003

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

Launch of the Ski-Doo  
REV platform

1998

Entry into the off-road  
vehicle market

2001

Acquisition of the  
Evinrude and  
Johnson brands

## OUR STORY (CONTINUED)



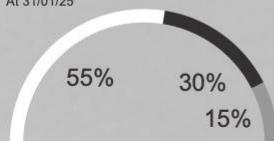
\* The sale of certain of the Marine businesses remains subject to customary closing conditions, including regulatory approval.

# FINANCIAL HIGHLIGHTS

Fiscal Year 2025

## REVENUE BASE BY CATEGORY

At 31/01/25



YEAR-ROUND PRODUCTS

SEASONAL PRODUCTS

POWERSPORTS PA&A AND OEM ENGINES

## REVENUE BASE BY GEOGRAPHY

At 31/01/25



UNITED STATES  
INTERNATIONAL  
CANADA

## SHARE PRICE

DOO MONTHLY CLOSING PRICE IN CA\$

85.71

As at February 1,  
2025



69.50

As at January 31,  
2025

## TOTAL REVENUES

CA\$ millions - At 31/01. CAGR\* 7.1%

21<sup>2</sup> 5 953

22<sup>2</sup> 7 648

23<sup>2</sup> 10 033

24<sup>2</sup> 9 963

25<sup>2</sup> 7 830

## NET INCOME

CA\$ millions - At 31/01. CAGR\* (35.5%)

21<sup>2</sup> 362,9

22<sup>2</sup> 794,6

23<sup>2</sup> 865,4

24<sup>2</sup> 931,7

25<sup>2</sup> 62,7

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

CA\$ millions - At 31/01. CAGR\* 1.0%

21<sup>2</sup> 999,0

22<sup>2</sup> 1 462,1

23<sup>2</sup> 1 706,3

24<sup>2</sup> 1 793,2

25<sup>2</sup> 1 040,0

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

CA\$ - At 31/01. CAGR (3.5%)

21<sup>2</sup> 5,39

22<sup>2</sup> 9,92

23<sup>2</sup> 12,05

24<sup>2</sup> 12,17

25<sup>2</sup> 4,68

## EARNINGS PER SHARE – DILUTED

CA\$ - At 31/01. CAGR\* (32.7%)

21<sup>2</sup> 4,10

22<sup>2</sup> 9,31

23<sup>2</sup> 10,67

24<sup>2</sup> 11,85

25<sup>2</sup> 0,84

<sup>1</sup> See Non-IFRS measures section on p.52 of the Annual and Corporate Social Responsibility Report.

<sup>2</sup> Figures are on a continuing basis and prior periods reclassified accordingly, except for the fiscal years ended on January 31, 2023, January 31, 2022, January 31, 2021.

\* Compound Annual Growth Rate since January 31, 2021.

# I 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



### RESEARCH AND DEVELOPMENT



\* Based on our FY25 annual results.

## OUR INNOVATION CULTURE (CONTINUED)

### AWARDS AND PATENTS SINCE 2003

As of January 31, 2025

**177** 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 2024



GOOD  
DESIGN



iDSA

**2,295+** 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 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**

**SEA-DOO**

**ROTAX**

**LYNX**

**can-am**





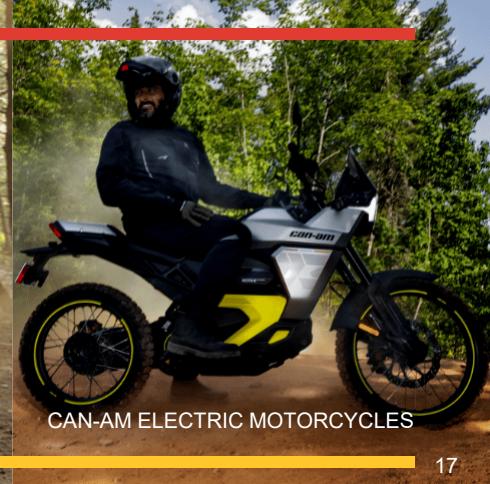
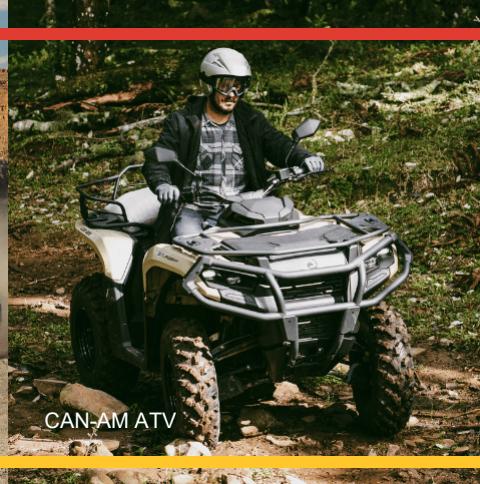
can-am

# POWERSPORTS YEAR-ROUND PRODUCTS

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



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.



A composite image featuring a smiling young girl with blonde hair and freckles, wearing a yellow life vest, on the left. On the right, a man wearing a dark cap and a dark t-shirt is visible, though out of focus. The background is a bright, slightly overexposed outdoor scene.

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.

**ski-doo**<sup>®</sup>

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

**LYNX**<sup>®</sup>

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



LYNX SNOWMOBILES

**SEA-DOO**®

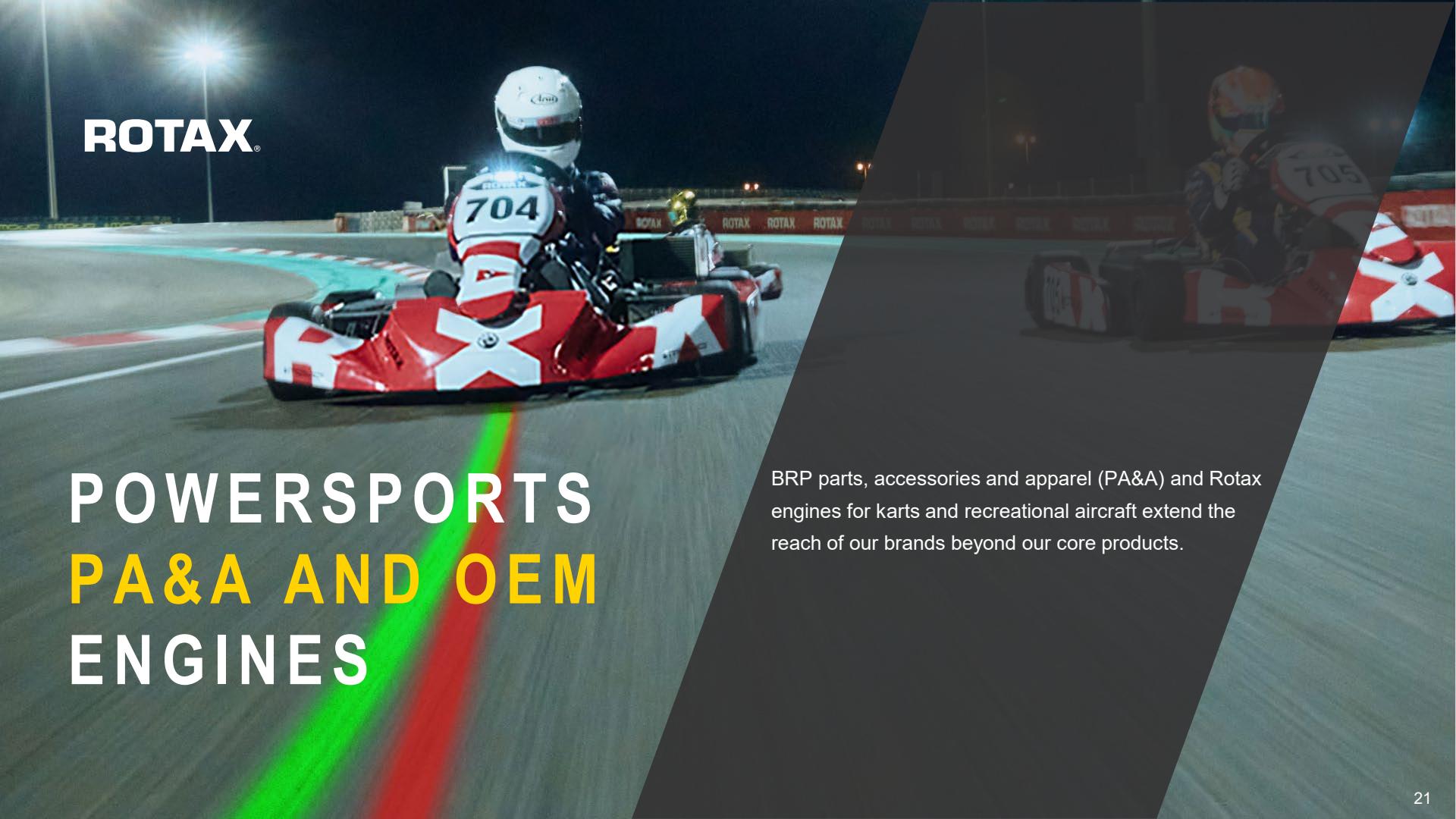
Diving into the joy of limitless discovery through personal watercraft and pontoon boats – from sunny days to fishing trips and more, we've been reinventing fun on the water from day one.



SEA-DOO PERSONAL WATERCRAFTS



SEA-DOO SWITCH PONTOONS

A night race scene featuring two Rotax karts on a track. The kart in the foreground is white with red and black accents, and the number 704 is visible on the side. The driver is wearing a white helmet and racing suit. The kart in the background is similar but with the number 705. The track is illuminated by overhead lights, and the background shows a blurred view of the race track and other karts.

ROTAX®

# 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.

## 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®

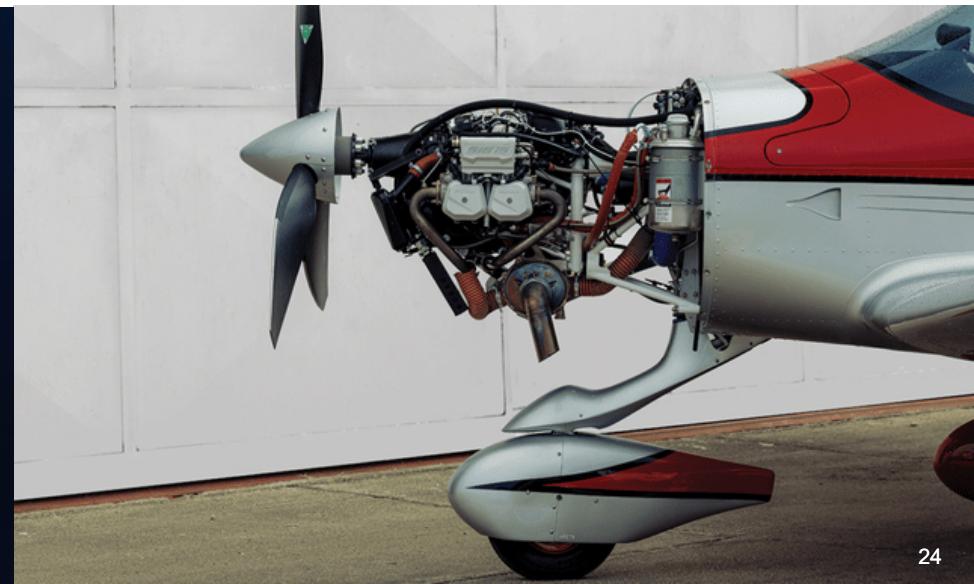
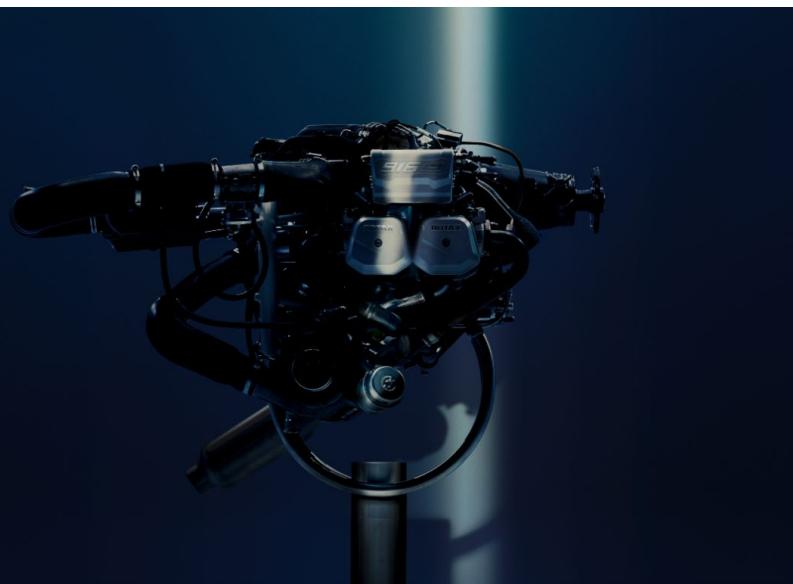
## OEM ENGINES

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.

\*Based on claims regularly published in the press, and on BRP's internal research regarding market size and share.



## UNCHARTED SOCIETY

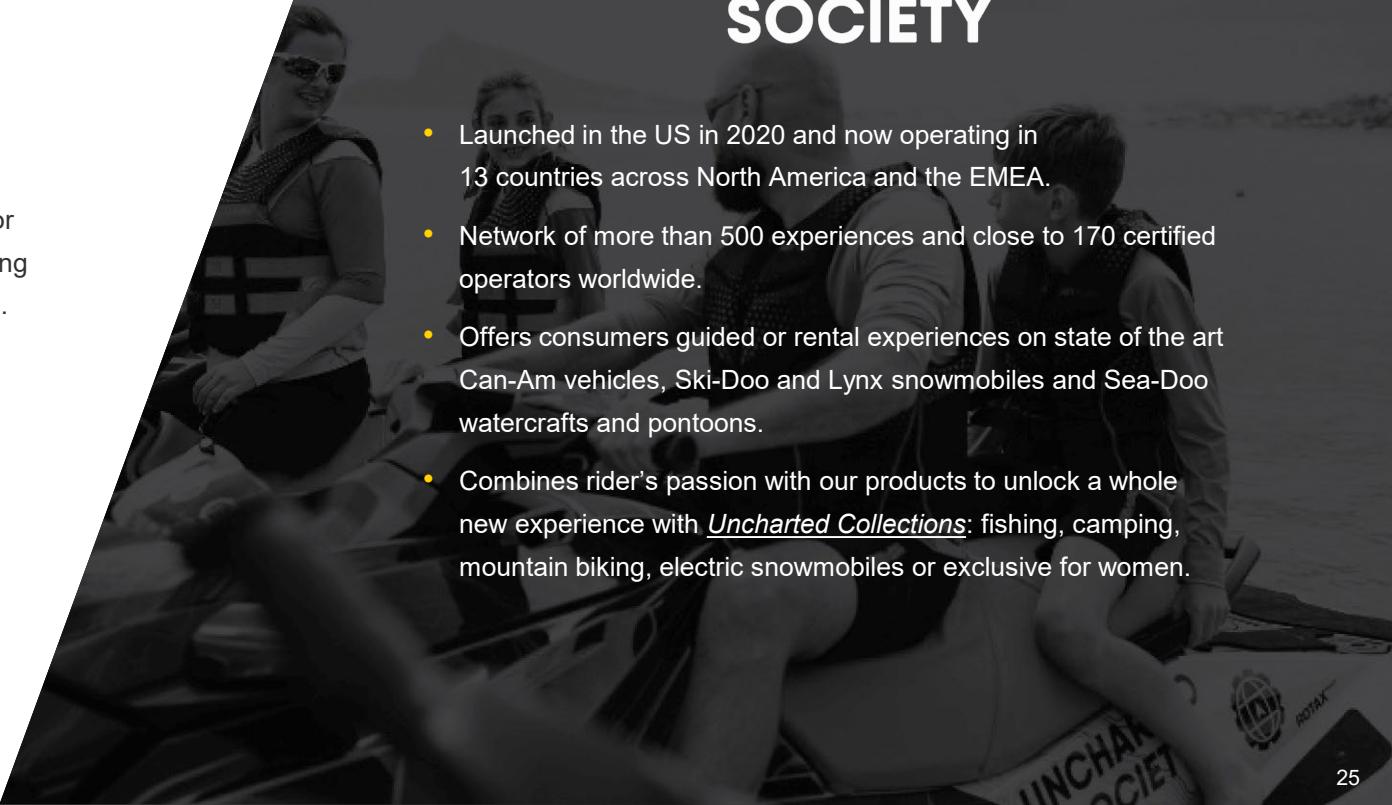
### ADVENTURE UNLOCKED

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 500 experiences and close to 170 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 and the Company's objectives, targets, goals, initiatives, performance or achievements thereunder, 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 anticipated sale of the Marine businesses and its expected ability to focus on Powersports activities, the expected growth in demand for products and services in the markets in which the Company competes, the ongoing commitment to invest in research and product development activities and push the boundaries of innovation, including projected design, characteristics, capacity or performance of future products and their expected scheduled entry to market, 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, 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.

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 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, 2025, and in the Company's other continuous disclosure filings 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, no inference should be made that the Company will make additional updates with respect to that statement, related matters or any other forward-looking statement.

All amounts in this presentation are expressed in Canadian dollars, unless otherwise indicated.

## CORPORATE HEADQUARTERS

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



*ski-doo* *LYNX* *SEA-DOO* *can-am* *ROTAX*