



CORPORATE PRESENTATION

SEPTEMBER 2025



ADVENTURE BY DESIGN

I TABLE OF CONTENTS

03

WHO WE ARE

- Our purpose
- Our brand promise
- Our values
- Our people
- Our management team
- Company overview
- Our story
- Financial highlights
- Our innovation culture
 - Centres of excellence
 - Our awards and patents

15

OUR PRODUCT LINES

- Powersports year-round products
- Powersports seasonal products
- Powersports parts, accessories and apparel, and OEM engines
- Uncharted Society

26

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.



I 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.

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.

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 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 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**

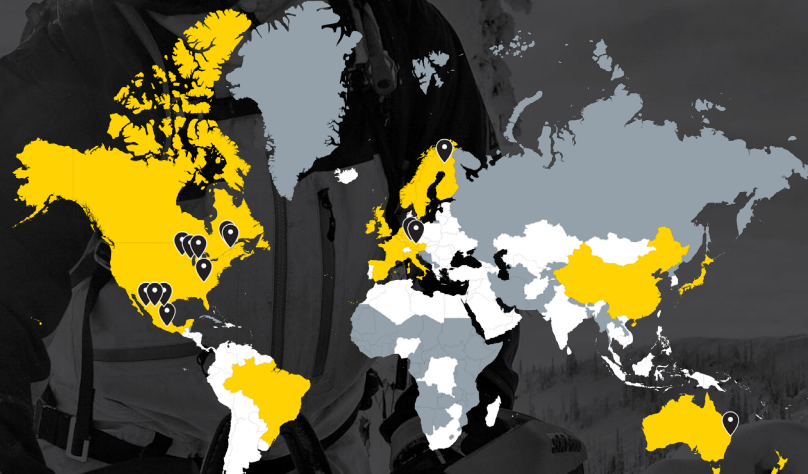
\$7.8B ANNUAL
SALES*

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.

I 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

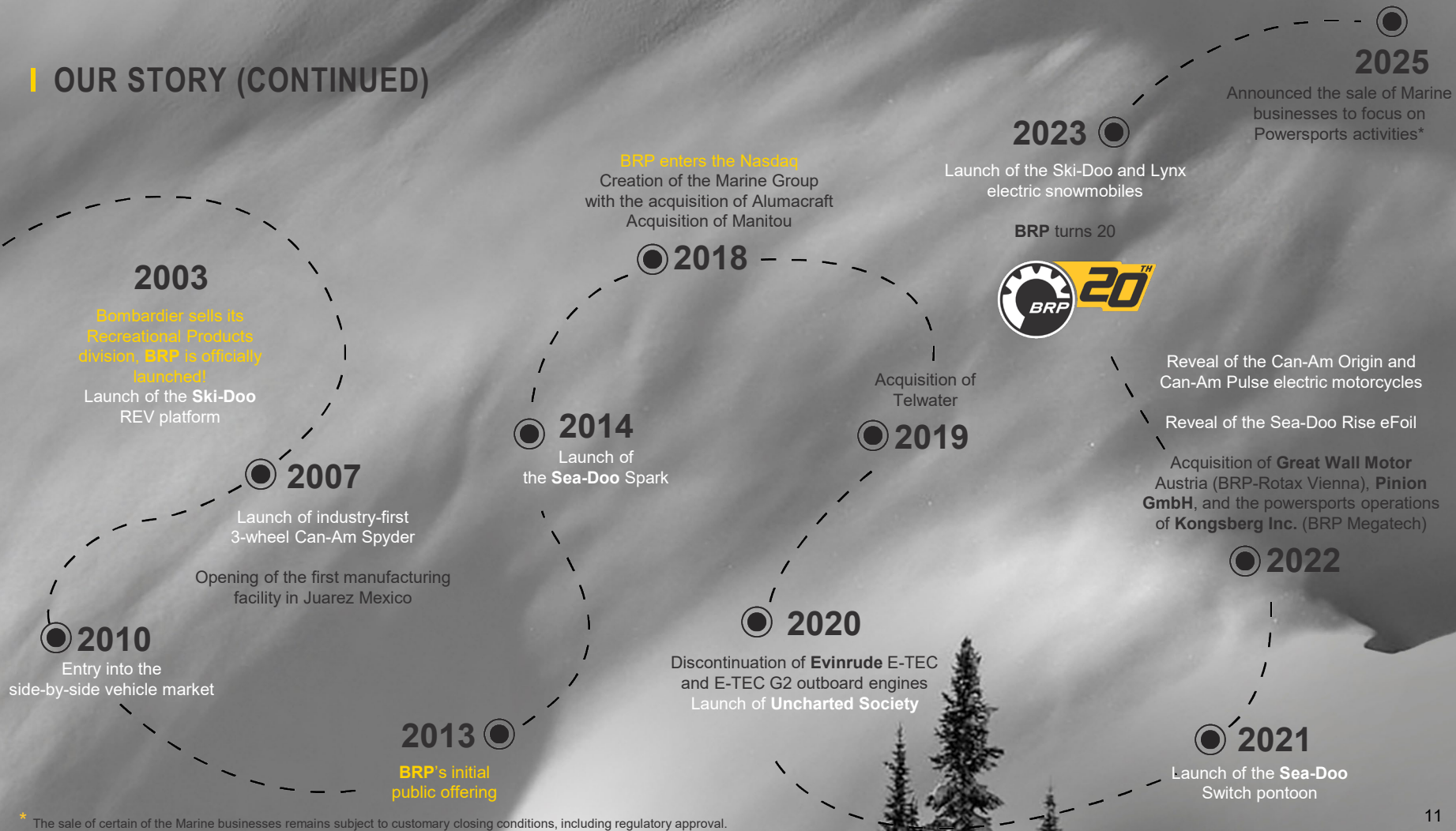
Acquisition of the
Evinrude and
Johnson brands

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

Launch of the Ski-Doo
REV platform

2003

I OUR STORY (CONTINUED)



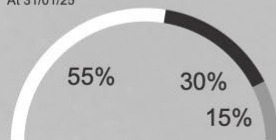
* The sale of certain of the Marine businesses remains subject to customary closing conditions, including regulatory approval.

FINANCIAL HIGHLIGHTS

Fiscal Year 2025

REVENUE BASE BY CATEGORY

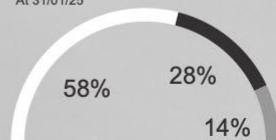
At 31/01/25



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%



NET INCOME

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



NORMALIZED EBITDA¹

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



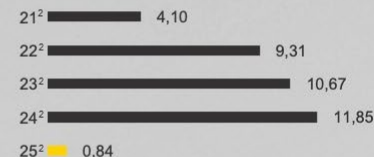
NORMALIZED EARNINGS PER SHARE – DILUTED¹

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



EARNINGS PER SHARE – DILUTED

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



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

² 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

* Based on our [FY25 annual results](#).

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, Günskirchen, Austria



| 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



GOOD
DESIGN
AWARD
WINNER



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.



CAN-AM SSV



CAN-AM ATV



CAN-AM 3-WHEEL VEHICLES



CAN-AM ELECTRIC MOTORCYCLES



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

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



SKI-DOO
SNOWMOBILES

LYNX

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



LYNX SNOWMOBILES



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.





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®

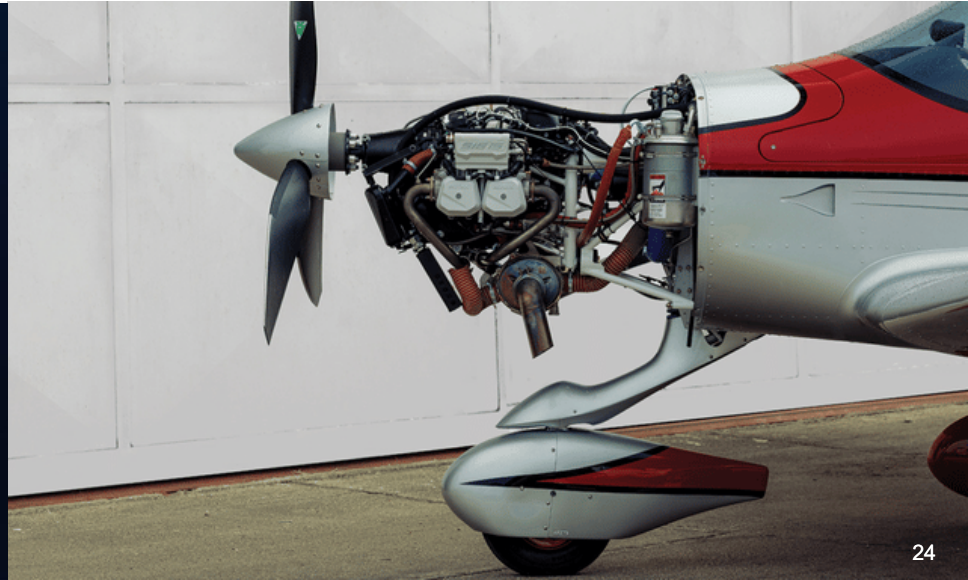
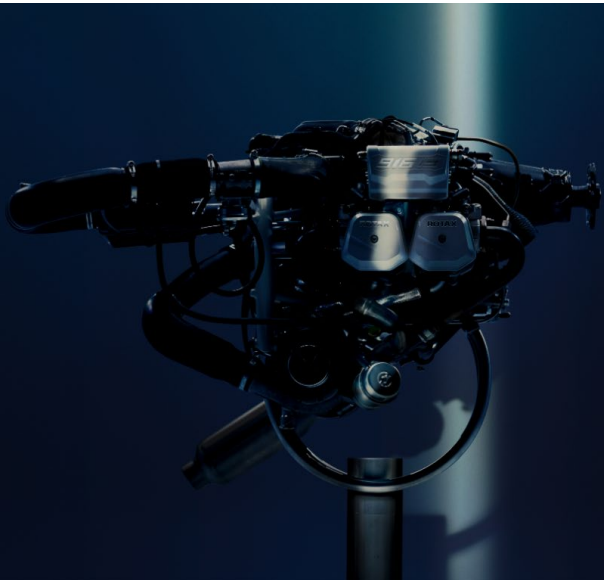
OEM ENGINES

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.



I 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.

I 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 and on EDGAR at 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

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

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



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