



CLUB BRP 2019 - INVESTOR MEETING

SEPTEMBER 10, 2018



Forward-Looking Statements

Caution concerning 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.

Key assumptions

The Company made a number of economic and market assumptions in preparing its forward-looking statements contained in this presentation. The Company is assuming reasonable industry growth ranging from flat to high-single digits, moderate market share gains in Year-Round Products and Seasonal Products and constant market share for the Marine Group. The Company is also assuming interest rates increasing modestly, currencies remaining at near current levels and inflation in line with central bank expectations in countries where BRP is doing business.

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 year ended January 31, 2018 dated March 20, 2018: 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; inability to comply with product safety, health, environmental and noise pollution laws; 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; competition in product lines; inability to successfully execute growth strategy; international sales and operations; failure of information technology systems or security breach; loss of members of management team or employees who possess specialized market knowledge and technical skills; inability to maintain and enhance reputation and brands; significant product liability claim; significant product repair and/or replacement due to product warranty claims or product recalls; reliance on a network of independent dealers and distributors; inability to successfully manage inventory levels; intellectual property infringement and litigation; inability to successfully execute manufacturing strategy; covenants in financing and other material agreements; changes in tax laws and unanticipated tax liabilities; deterioration in relationships with employees; pension plan liabilities; natural disasters; failure to carry proper insurance coverage; volatile market price for Subordinate Voting Shares; conduct of business through subsidiaries; significant influence by Beaudier Inc. and 4338618 Canada Inc. (together the "Beaudier Group") and Bain Capital Luxembourg Investments S.à.r.l. ("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 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, 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 presentation are expressly qualified by this cautionary statement.

JOSÉ BOISJOLI

PRESIDENT AND CHIEF EXECUTIVE OFFICER

BRP UPDATE

CLUB BRP 2019 - INVESTOR MEETING
SEPTEMBER 10, 2018



In April 2015, we launched our new Mission: The 2020 Challenge

By January 2021, with a **primary** focus on **GROWTH, AGILITY** and **LEAN ENTERPRISE**, BRP has delivered 10% annual revenue growth and 15% annual profit growth, thereby doubling EPS to \$3.50 ... at any exchange rate

20
20
CHALLENGE



First half of FY19 Overview

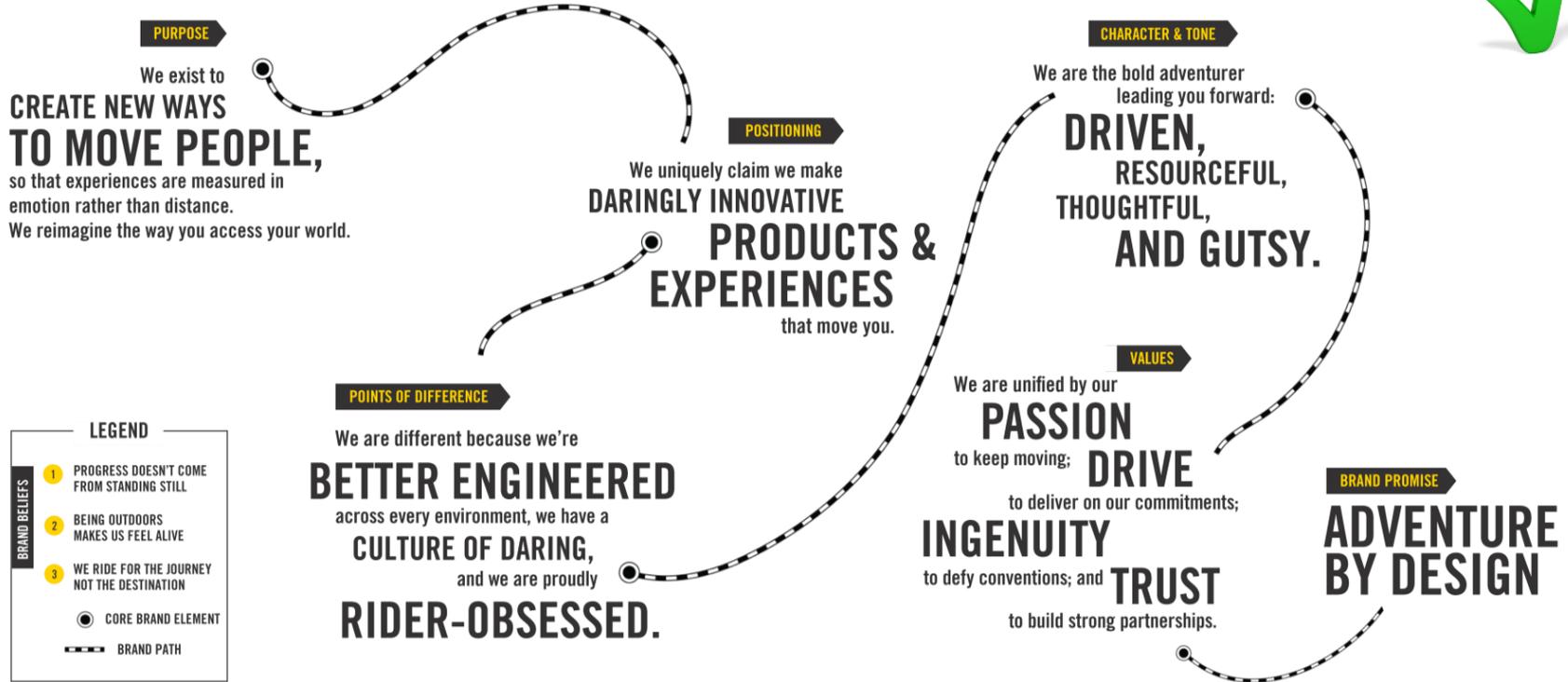


^[1]For a reconciliation of net income to Normalized Net Income and Normalized EBITDA, see the reconciliation tables in appendix

Strong first half of FY19



BRP brand framework



Key equities, brands & products:
we make ways to move on snow, water, dirt, asphalt, and everywhere in between



Set the foundations for a strong dealer network



COMPLETED OUR NORTH AMERICAN POWERSPORTS DEALER NETWORK OPTIMIZATION INITIATIVE

NUMBER OF NEW DEALERS SIGNED FROM FY14-17

289

U.S. DEALER NETWORK COVERAGE IMPROVEMENT FROM FY14-18

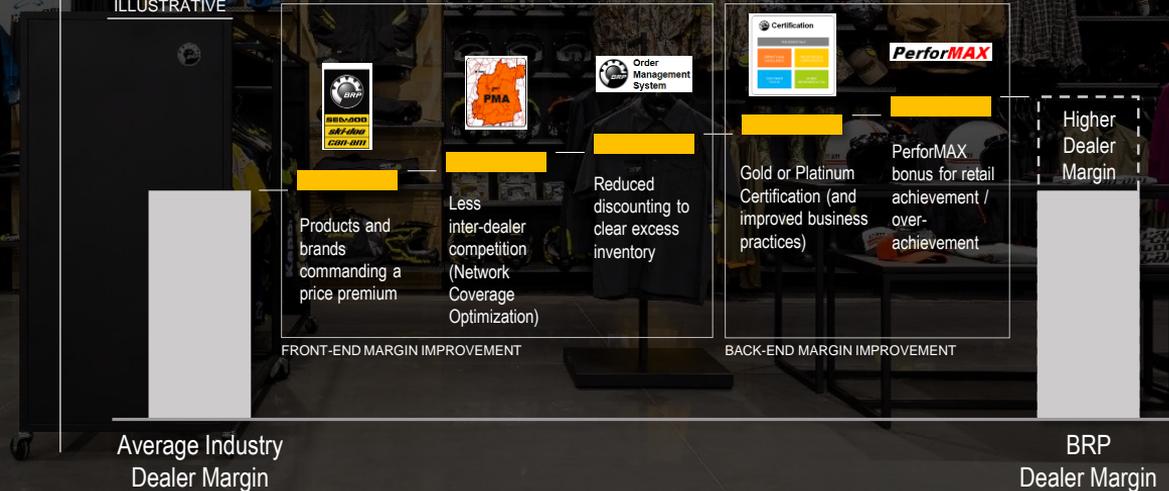
>25%

U.S. SSV DEALER NETWORK COVERAGE IMPROVEMENT FROM FY14-18

>50%

DEVELOPPED OUR DEALER VALUE PROPOSITION TO DRIVE ENGAGEMENT THROUGH BETTER DEALER PROFITABILITY AND WIN IN THE MULTI-BRAND DEALERSHIP ENVIRONMENT

ILLUSTRATIVE



Our dealer network is a key competitive advantage



Growing our markets globally



REVENUES GROWTH FY15-18^[1]

NORTH AMERICA	+27%
EMEA	+17%
ASIA-PACIFIC	+51%
LATIN AMERICA	+35%

^[1]Based on FY18 financial results restated - See "Restated" in the Reconciliation Tables in appendix

Strong momentum in all regions of the world



Snowmobile and PWC business growth



>50%

Highest Worldwide Market share

>55%

Highest Worldwide Market share

Achieved record market share in both Snowmobile and PWC



SSV business growth

"New SSV model every 6 months for 4 Years"



Quality

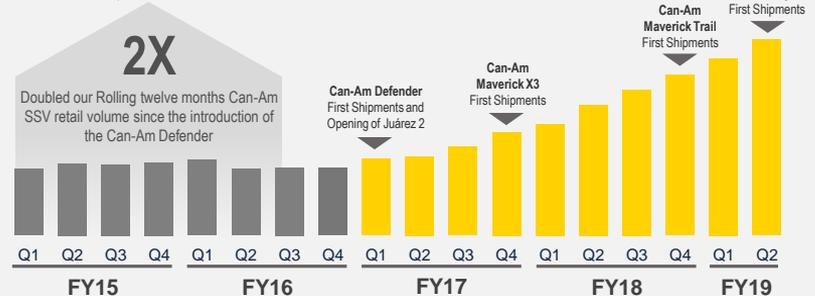


Juárez 2: SSV Production Capacity Increase



Can-Am SSV Rapid Growth

Can-Am SSV Retail
North America, Rolling Twelve Months



Superb execution



Operations



Product development & launch



Innovation

Outpace the industry

Quality Cost

<1%

Global employee engagement

87%

3WV business



- 
- **Network inventory realignment**
 - **School Program**
 - **Ryker**
 - **Spyder RT and F3 repricing**
 - **Leasing Program**
 - **Reinventing business model**

Marine business



- **Market**

- Repower



- New boat



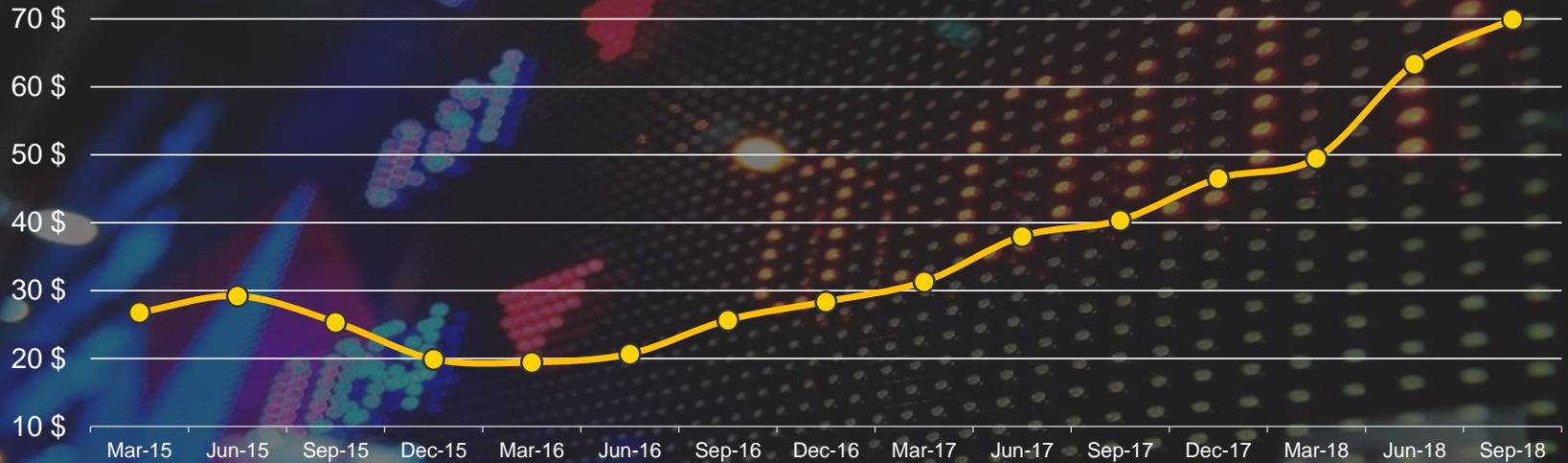
- **G1 to G2 transition delay**

- **Marine Strategy**

- Buy-Build-Transform

- **Unlock Evinrude's potential**

DOO Share Price Evolution



Delivering strong returns to our shareholders

- NCIB
- SIB
- Dividend
- Refinancing

New Group Structure

POWERSPORTS GROUP

Expand the
Powersports business

SKI-DOO
LYNX
SEA-DOO
CAN-AM
ROTAX

MARINE GROUP

Expand the Marine
business

EVINRUDE
ALUMACRAFT
MANITOU
More to come...

Focus

**Provide overall
efficiency**
Continue growth
Diversification



Challenge 2020 timeline: 2 years and a half to go

2015
Launch



2016



2017



2018
Now



2019



2020



20
20
CHALLENGE



Presentation Agenda

BRP UPDATE

JOSÉ BOISJOLI
PRESIDENT AND CHIEF EXECUTIVE OFFICER

HUMANIZING THE BRP BRANDS

ANNE-MARIE LABERGE
SENIOR VICE-PRESIDENT - GLOBAL BRANDS AND COMMUNICATION

MARINE GROUP UPDATE

TRACY CROCKER
PRESIDENT – MARINE GROUP

POWERSPORTS GROUP UPDATE

BERTRAND THIEBAUT
PRESIDENT – POWERSPORTS GROUP

RETAIL TRENDS AND PRODUCT NEWS

SANDY SCULLION
SENIOR VICE-PRESIDENT AND GENERAL MANAGER
GLOBAL RETAIL AND SERVICES

CAN-AM 3-WHEELED VEHICLES UPDATE

JOSÉE PERREAULT
SENIOR VICE-PRESIDENT – CAN-AM ON-ROAD



ANNE-MARIE LABERGE

SENIOR VICE-PRESIDENT - GLOBAL BRANDS AND
COMMUNICATION

HUMANIZING THE BRP BRANDS

CLUB BRP 2019 - INVESTOR MEETING
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BRP's Heritage: Six Iconic Brands

SEA-DOO

Category Creator
Worldwide #1 market position



SKI-DOO

Category Creator
North America #1 market position



LYNX

European #1 market position



CAN-AM

Fastest growing line-up in the ORV industry
Category Creator in 3WV



EVINRUDE

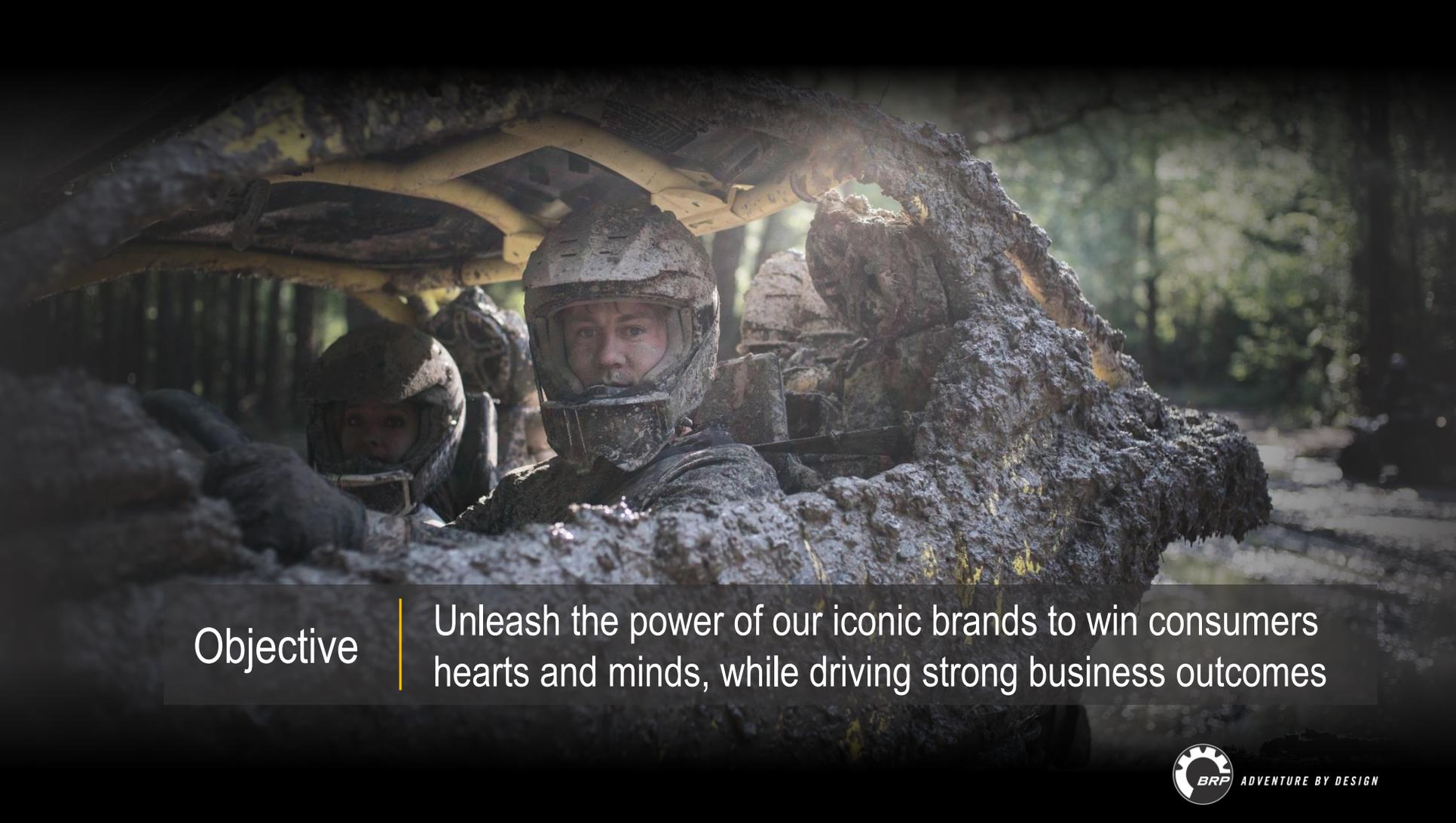
Category creator
100 year heritage



ROTAX

Industry leading
engine manufacturer



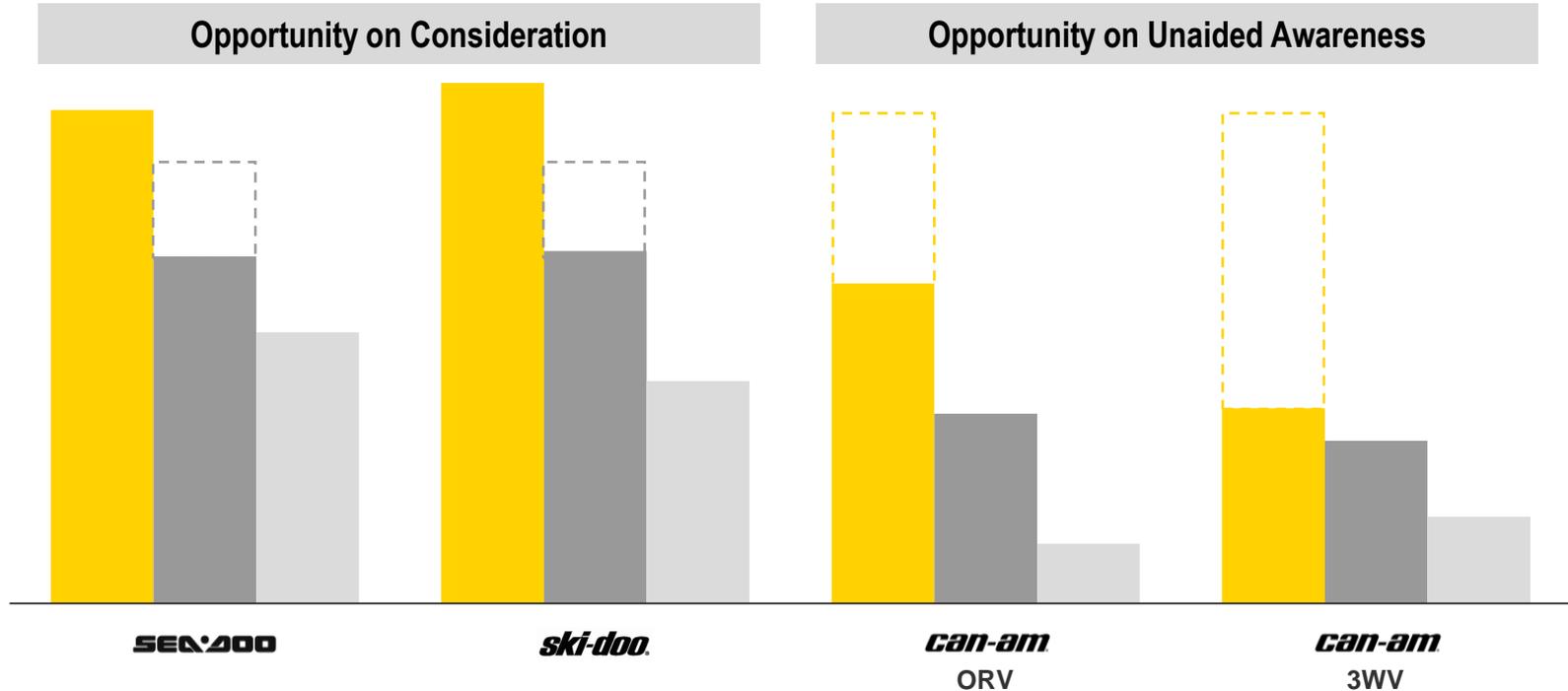


Objective

Unleash the power of our iconic brands to win consumers hearts and minds, while driving strong business outcomes

We have opportunity for further improvement to drive stronger business outcomes for each of the driver brands

- Unaided Awareness
- Consideration
- Purchase



Marketing contributes to BRP's growth through 2 strategic pillars



Brand Equity

Building stronger connections with
our customers



Digital Transformation

Personalizing brand experience at
scale



Brand Equity

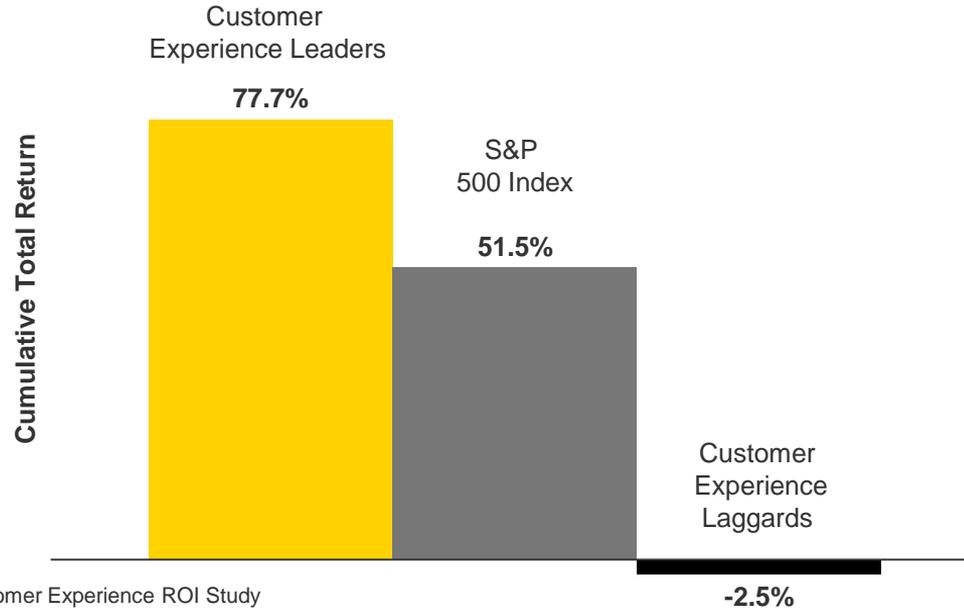
Winning the hearts and minds of consumers – beyond Powersports



We are not competing only against other Powersports OEMs,
but against all other potential discretionary income spending

Focusing on brand equity and experience has been proven to accelerate profitability

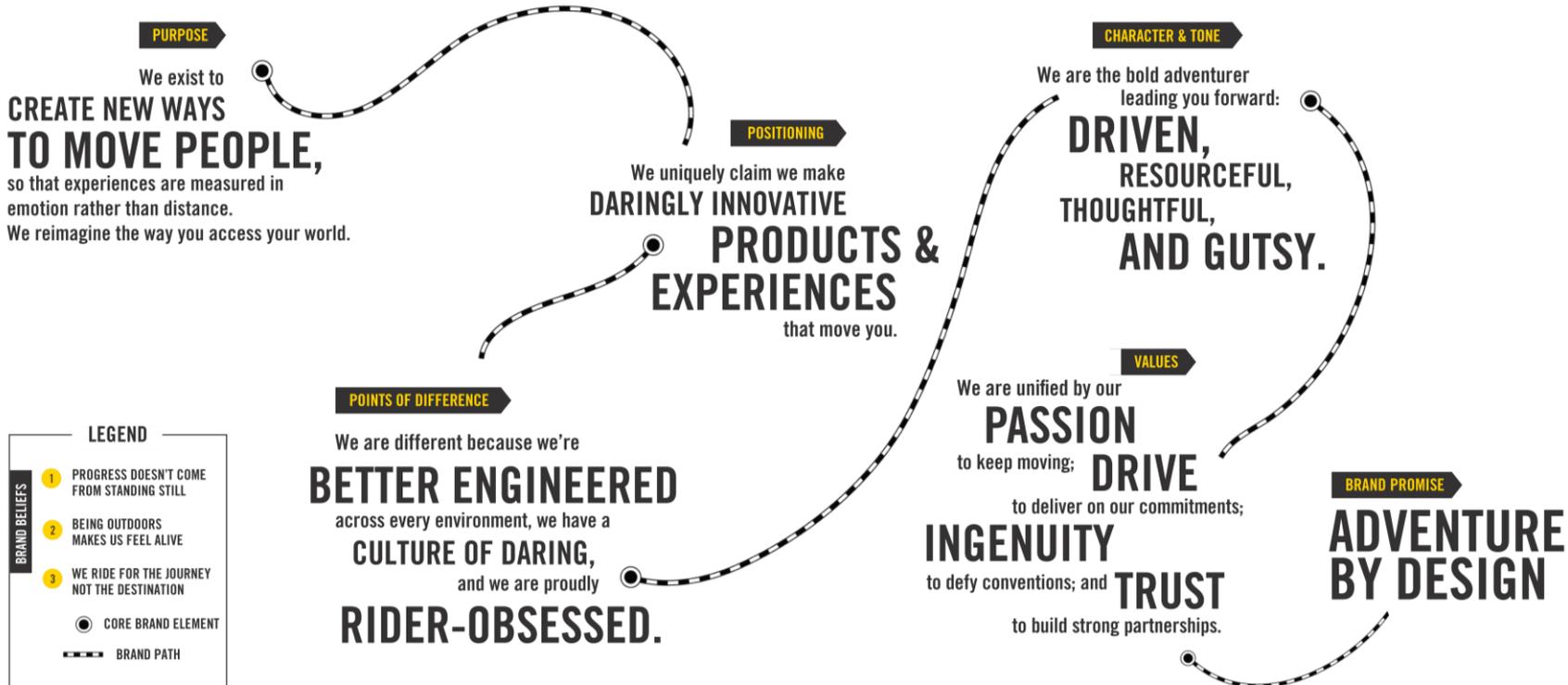
7-Year Stock Performance of Customer Experience Leaders vs Laggards (2007-2013)^[1]



^[1]Watermark Consulting 2014 Customer Experience ROI Study

Customer Experience centric organizations outperform broader stock market by more than 25%

Organizational alignment was required to build equity



Disciplined and focused marketing strategy is paying off

Brand Awareness

Improving customer perception
via our brand promise

Story Telling



↑ 7% Increase in Campaign
Unaided Awareness^[1]

Brand Equity

Driving consideration through
superior product benefit

Story Doing



↑ 2.2% of market share
gains in ATV/SSV

Acquisition

Driving Sales

Story Selling



↑ 18% increase in retail sales^[2]
(vs 2% industry growth)

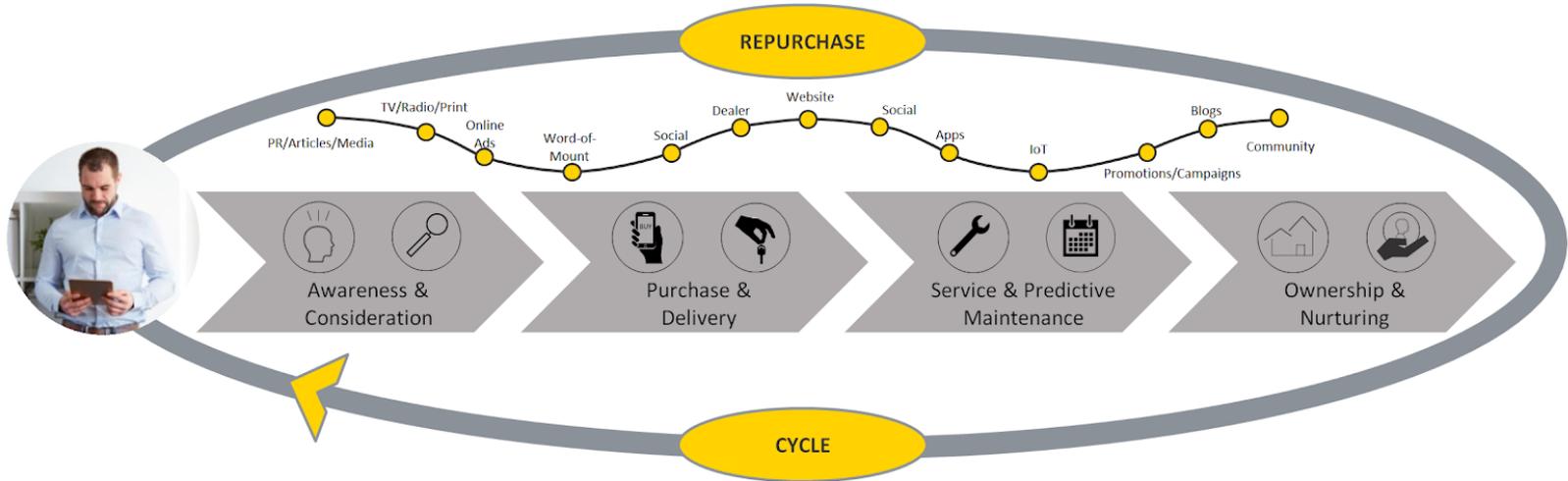
^[1]FY19 H1 Campaign Can-Am Off-Road

^[2]BRP Retail Units, NA, Q1-Q2



Digital

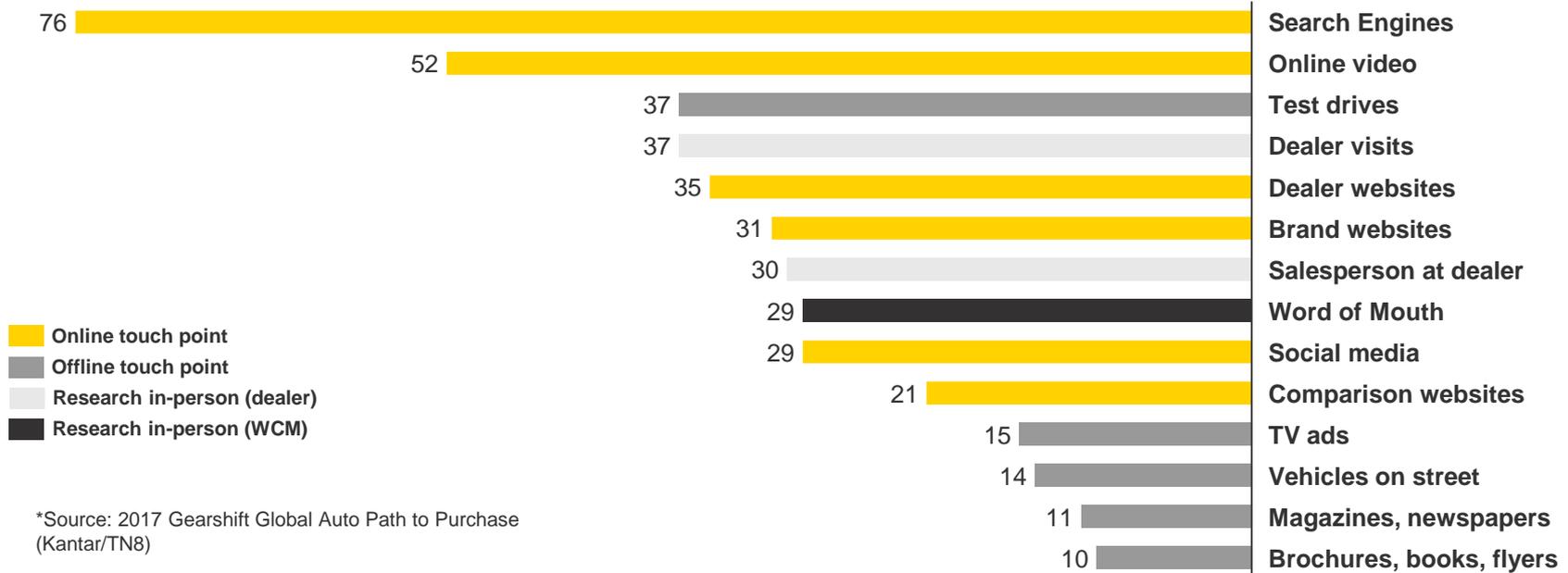
Our digital transformation starts with putting the customer at the heart of all we do



Understand the holistic experience of our customers and identify cross-functional requirements to most effectively address their needs

Digital is the primary engagement point for customers

Percentage of touch points used by all buyers - online, offline or in-person – used at any time until the final decision*



*Source: 2017 Gearshift Global Auto Path to Purchase (Kantar/TN8)

Online is the most used path by far

Adopting a digital mindset will allow BRP to deliver personalization at scale, and provide valuable insight for sustained growth

Automation



Reach @ Scale

Personalization



Tailored messaging

Contextualization



Right Message,
Right Time

Innovation



Valuable data and
feedback loops

Leveraging and improving our digital channels is delivering business outcomes

Speed: Site performance



+327%

Build: Drive to Dealership



+106%

Build Your Own
Completion Rate VLA

Search (SEO): Generating Intent



+50%

Ski-doo organic
traffic

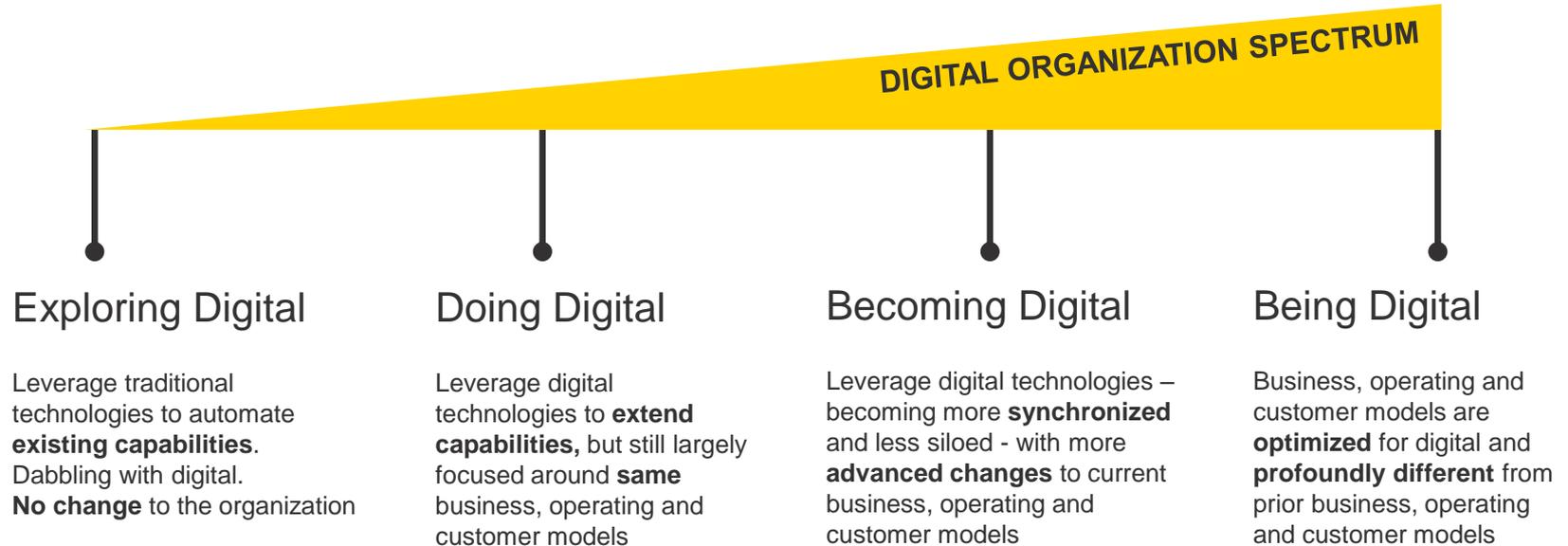
Search (SEM): Driving Efficiency



-40%

Can-am Cost per
conversion

Our journey is just beginning as we implement our digital roadmap



Source: Deloitte Digital DNA - 2017



TRACY CROCKER

PRESIDENT - MARINE GROUP

MARINE GROUP UPDATE

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Strong consumer marketing and general management background

Marketing and General Management

International Consumer Package Goods

Powersports



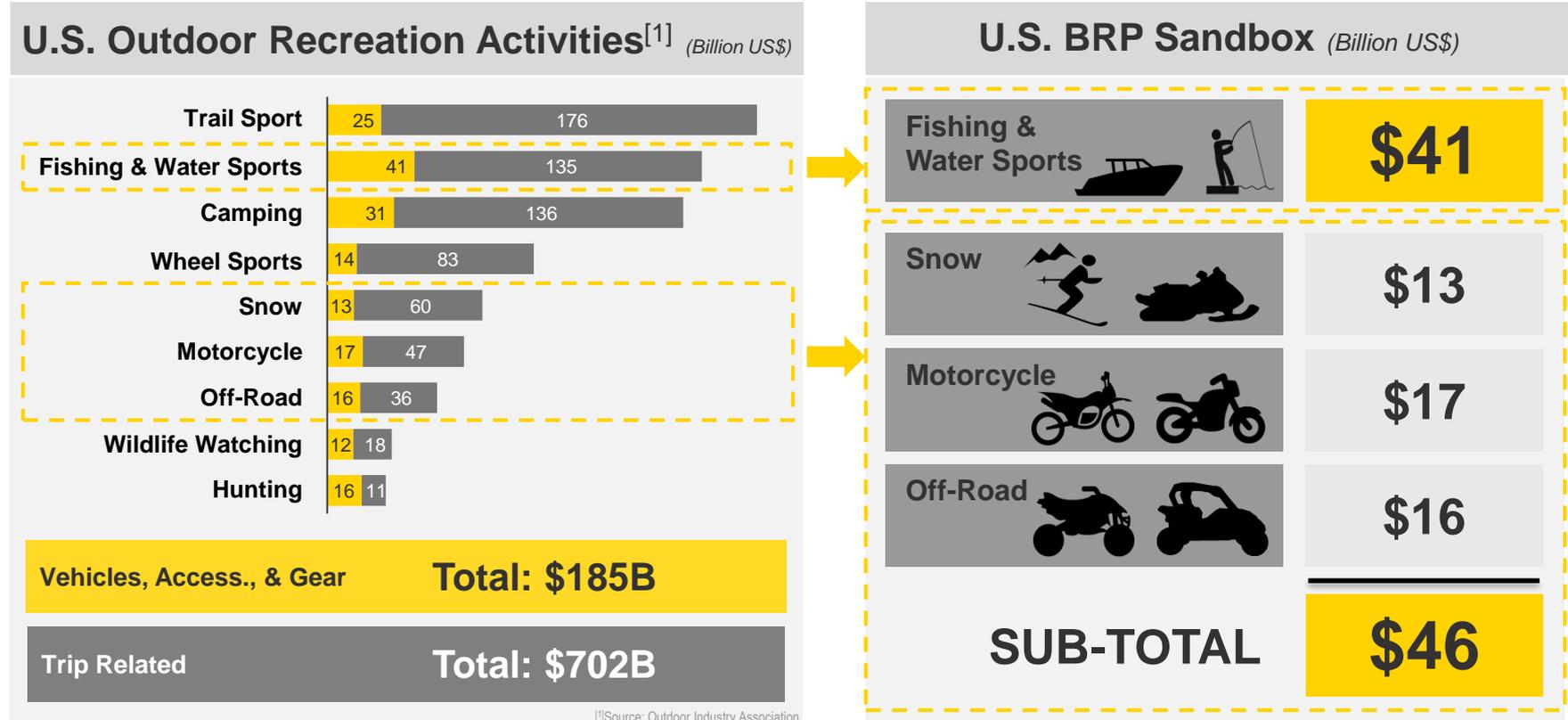
PEPSICO



ECOLAB[®]



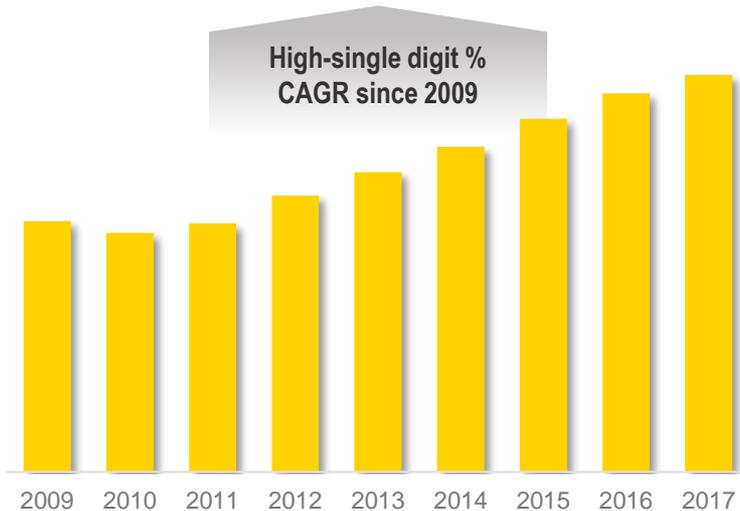
Why enter the Boat Industry: Market almost as big as Powersport categories combined...



Why enter the Boat Industry: Attractive industry trends...

THE BOATING INDUSTRY HAS BEEN GROWING STEADILY SINCE THE RECESSION

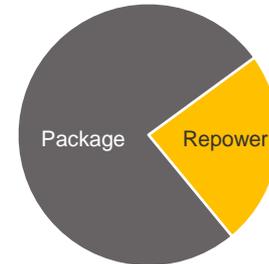
North American New Boat Industry
Units



EVINRUDE HAS MUCH ROOM TO GROW WITHIN THE “PACKAGE” SEGMENT

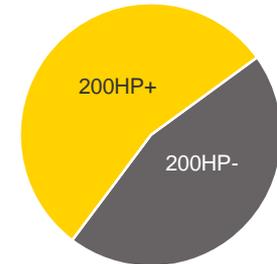
Outboard Engines are still mostly sold in a boat package

North American OE Industry
Number of Engines, CY2017



Boat packages drive volume in more profitable higher HPs

North American OE Industry Profit Pool



Entering the boat industry is key to maximize Evinrude's potential

Why Enter the Boat Industry: Boat owners are already our customers

Boat Owners



27%
of ATV owners
also own a power
boat



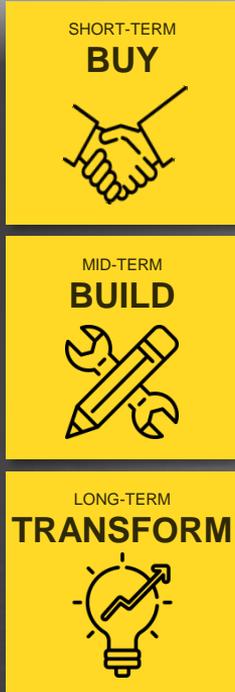
34%
of snowmobile
owners also own a
power boat



44%
of PWC owners
also own a power
boat

Potential to leverage our existing customer base through cross-selling

Creation of the Marine Group: Our Strategy



Buy, Build and Transform

Creation of the Marine Group: Our Strategy

SHORT-TERM

BUY



Create a global marine business through acquisitions to reach a “critical mass” allowing us to be a significant player in the industry

MID-TERM

BUILD



LONG-TERM

TRANSFORM

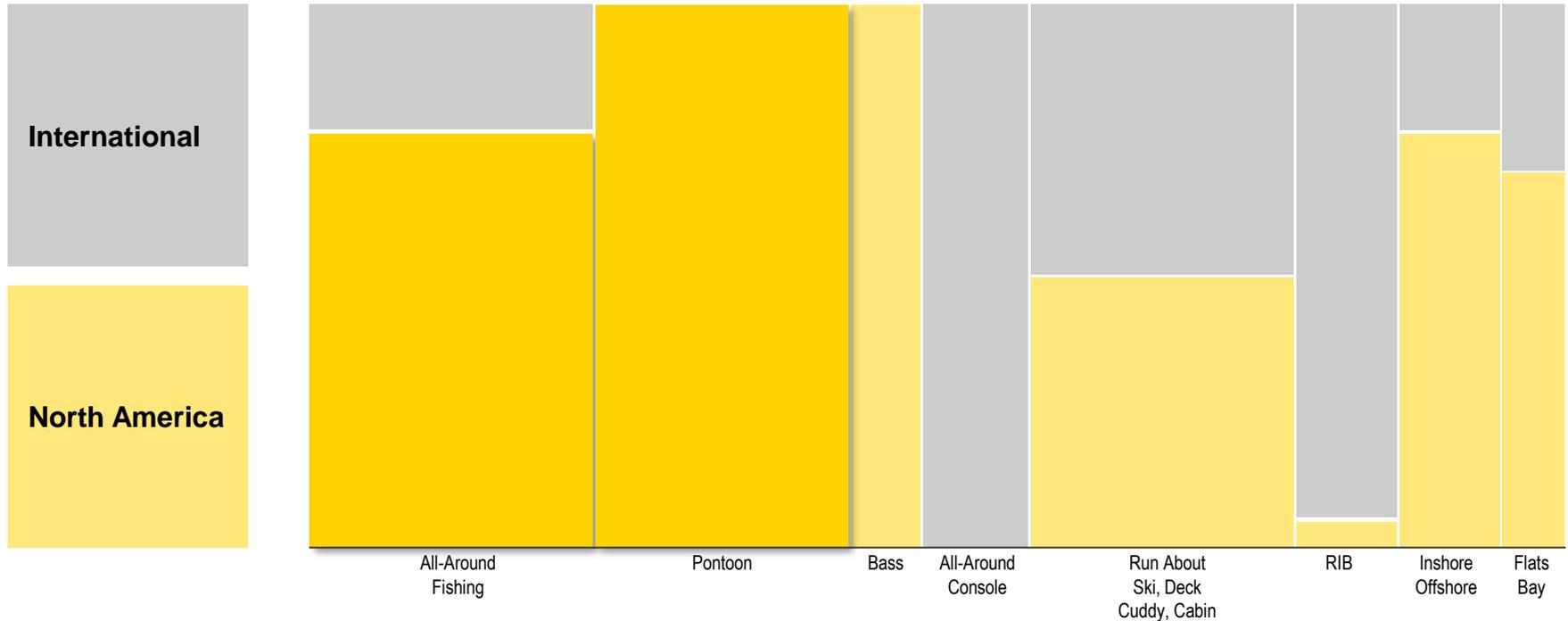


Buy, Build and Transform



Entering the large *All-Around Fishing* and *Pontoon* segments...

Global motorized boat market by type and region
units

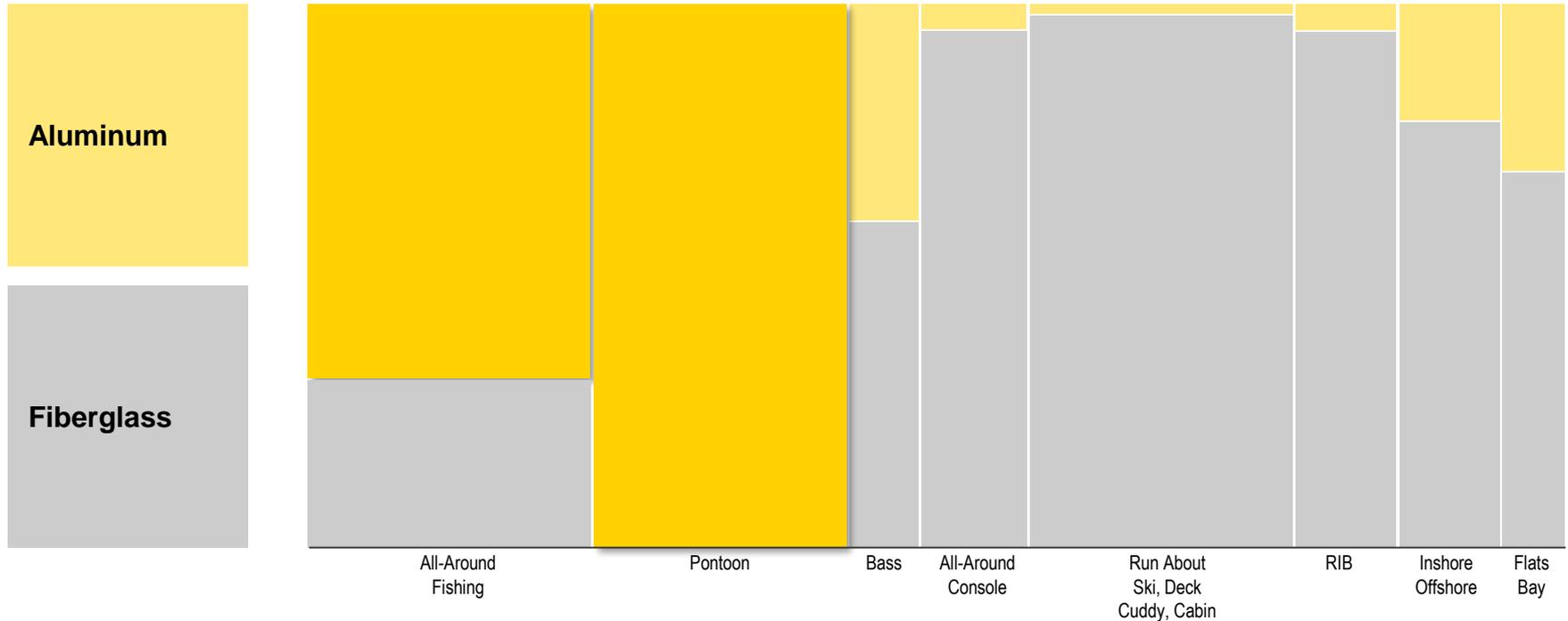


Both of these segments represent over 50% of the North American boat industry of ~170k units



... and the popular aluminum boat market

Global aluminum and fiberglass boat market
Units



All-Around Fishing and Pontoon represent over 80% of aluminum boats in North America

ALUMA*Craft*



Buy: Alumacraft Acquisition

Company Highlights

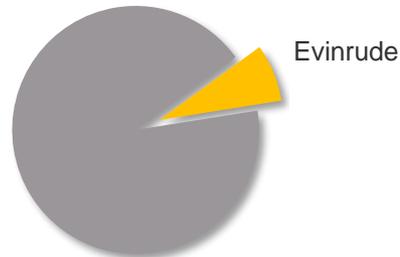
- **One of the first U.S. companies to build aluminum boats** for fishing and recreation with a truly innovative design
- **Strong brand with 70+ years history**
- **Known for its revolutionary twin-plated 2XB™ hull** reducing noise and vibration without compromising agility

Company Overview

- **Founded:** 1946
- **Employees:** 250
- **Dealers:** 275
- **2017 Revenues:** ~\$CA120M
- **US Market Share:** Mid-teen %^[1]

^[1]US Aluminum Fishing Boats Industry

Engines Supplier Mix



Alumacraft: A reputable fishing boat pioneer

Manitou[®]



Buy: Manitou Acquisition

Company Highlights

- **Leading manufacturer of pontoon**
- **Patented Tri-Toon Technology** creates high performance pontoons with industry leading design and innovation
- **Recipient of NMMA CSI award for 17 straight years**

Company Overview

- **Founded:** 1988
- **Employees:** 160
- **Dealers:** 150
- **2017 Revenues:** ~\$CA80M
- **US Market Share:** **Low-single digit %**^[1]

^[1]US Pontoon Industry

Engines Supplier Mix



Manitou: At the forefront of pontoon innovations

Creation of the Marine Group: Our Strategy

SHORT-TERM

BUY



Create a global marine business through acquisitions to reach a “critical mass” allowing us to be a significant player in the industry

MID-TERM

BUILD



Drive growth and efficiency:

- Optimization of dealer networks
- Conversion of engines to Evinrude
- Shared opportunities between brands
- Leveraging of each brand “know-how” and expertise

LONG-TERM

TRANSFORM



Buy, Build and Transform

Build: Optimization of dealer networks

EVINRUDE DEALER NETWORK

Over 1,000 North American Dealers



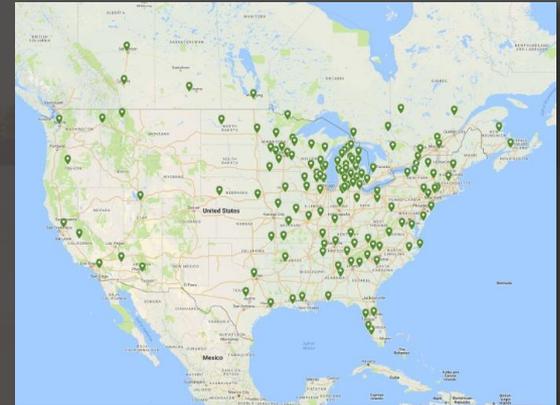
ALUMACRAFT DEALER NETWORK

Over 275 North American Dealers



MANITOU DEALER NETWORK

Over 150 North American Dealers

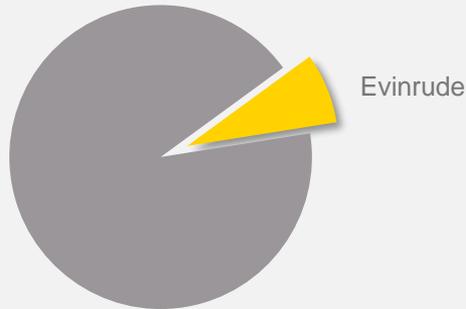


**Significant dealer network optimization opportunity
with only 14 dealers selling both Alumacraft and Manitou boats**

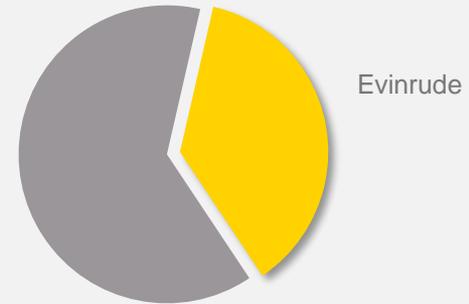
Build: Conversion of engines to Evinrude and know-how leverage

Converting more boat packages to Evinrude

Evinrude share of Alumacraft volume



Evinrude share of Manitou volume



Leveraging BRP core competencies in aluminum engineering and manufacturing

- Computer-aided hull design
- Design to assembly
- Welding and riveting technologies
- Manufacturing automation



Creation of the Marine Group: Our Strategy

SHORT-TERM

BUY



Create a global marine business through acquisitions to reach a “critical mass” allowing us to be a significant player in the industry

MID-TERM

BUILD



Drive growth and efficiency:

- Optimization of dealer networks
- Conversion of engines to Evinrude
- Shared opportunities between brands
- Leveraging of each brand “know-how” and expertise

LONG-TERM

TRANSFORM



Transform the marine industry as we did in the Powersports business by leveraging our ingenuity, our technical expertise, and our design & innovation capabilities



Buy, Build and Transform

Transforming the marine industry by further integrating engines with boats

Traditional configuration

For decades

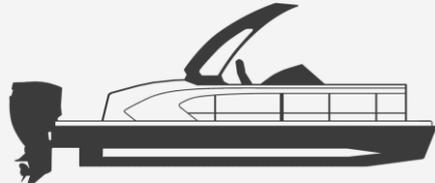
Evinrude “Project Ghost”

Under development

Fishing
boats



Pontoon
boats



BERTRAND THIÉBAUT

PRESIDENT - POWERSPORTS GROUP

POWERSPORTS GROUP UPDATE

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ADVENTURE BY DESIGN



Strong international automotive background

Automotive

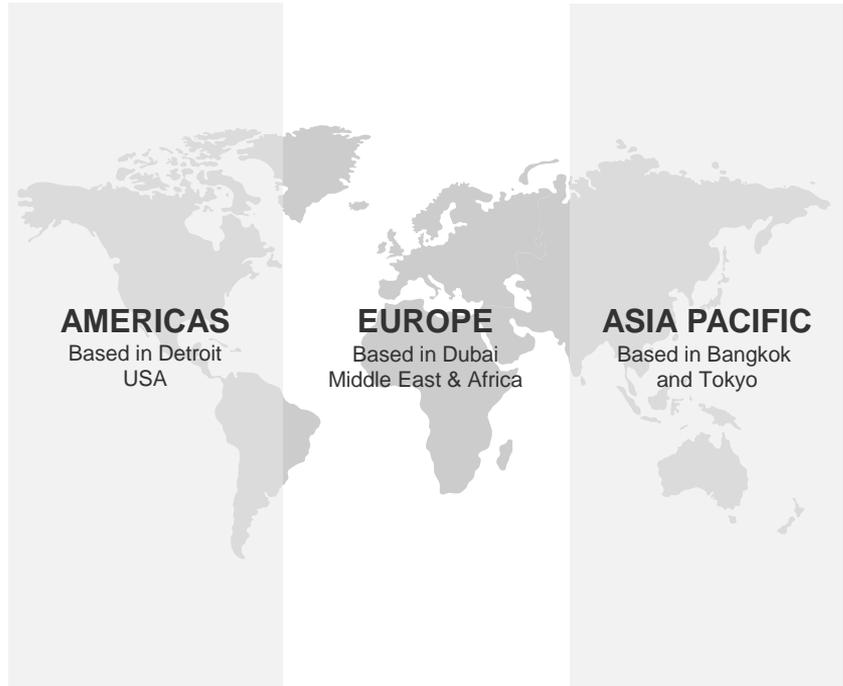
OEM Brands



Large distribution networks



International



Strong retail momentum in all product lines and regions

Across our product lines...
FY19Q2 YTD Worldwide retail sales growth

BRP Rank

PWC	#1	 Low-teens %
SNOW	#1	 Low-single digit %
ATV	#3	 Mid-single digit %
SSV	#3	 Mid-thirty %

... and in all regions
FY19Q2 YTD retail sales growth

CANADA	 12%
USA	 22%
EMEA	 5%
LATAM	 27%
APAC	 17%

#1 player in Seasonal Products and fast growing challenger in ORV



Solid foundation to generate further profit growth

1

DIVERSIFICATION

2

**RELENTLESS PRODUCT
INNOVATION**

3

**STRONG DISTRIBUTION
NETWORK**

4

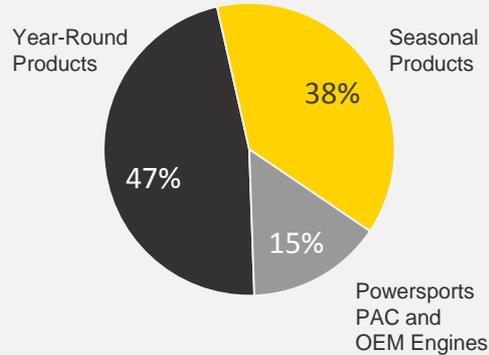
**STATE OF THE ART
MANUFACTURING FACILITIES**

#1 – DIVERSIFICATION

Allowing us to keep growing despite volatility in some markets

Diversified product portfolio

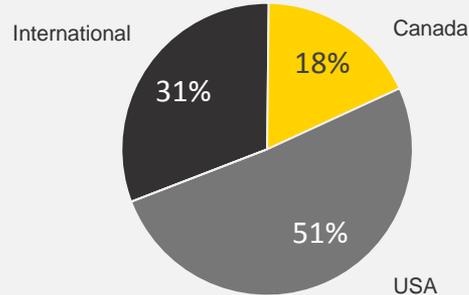
Based on FY19Q2 LTM Powersports Revenues



**Good momentum
across product lines**

Geographic sales diversification

Based on FY18 Total BRP Revenues



**Growing market share
across the globe**

Comprehensive manufacturing footprint



**Leveraging investments
in all sites**

#2 – RELENTLESS PRODUCT INNOVATION

Solidifying our leadership with consumers and dealers

What we do

Sustained R&D Investments

High R&D investments to accelerate and protect our long term growth

Efficient Product Development Process

New sub-segment creations

Faster introductions

More relevant for consumers while staying premium

18 Product Design Awards



reddot design award



#3 – STRONG DISTRIBUTION NETWORK

Fast AND quality network expansion across markets

BRP dealer count

USA



China



Brazil



Going direct in Russia

- New BRP St-Petersburg office
- Strong and resilient dealer network: A key competitive advantage to seize opportunities in Russia



#4 – STATE-OF-THE-ART MANUFACTURING FACILITIES

Driving operational efficiencies and supporting our growth ambitions

Valcourt and Gunskirchen 2020

Latest manufacturing technology

- High efficiency in higher labour cost countries
- Critical centres of expertise maintained
- Leading technology transfers towards other sites

Mexico 2020

3 Mexican sites absorbing our growth

- Aggressively building up capacity within existing footprint
- Flexible / agile supply chain

Juarez 2 capacity expansion is progressing on plan

Overall view

Fabrication

Assembly

Adding capacity within existing footprint: Expecting **+30%** in FY19, **+50%** in FY20



Growth drivers going forward

1

Untapped SSV / 3WV opportunities

2

International diversification and emerging markets

3

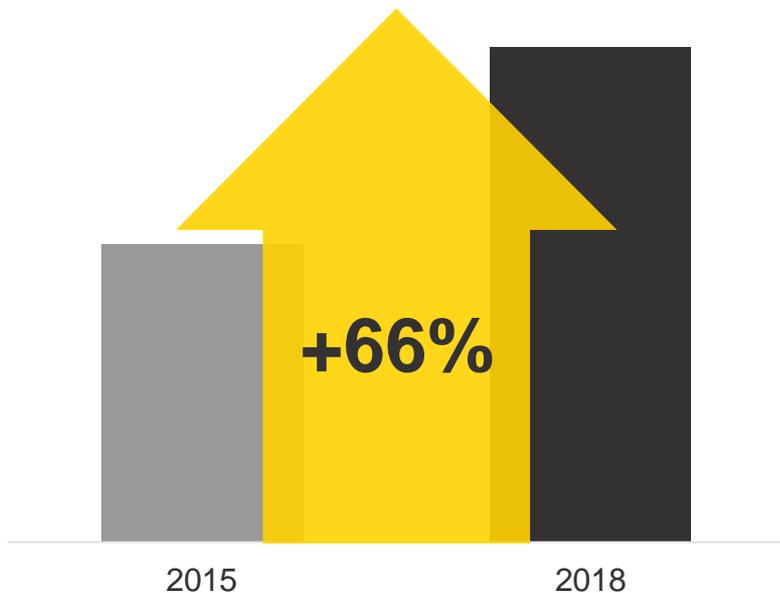
BRP customer for life strategy

1

Untapped SSV opportunities

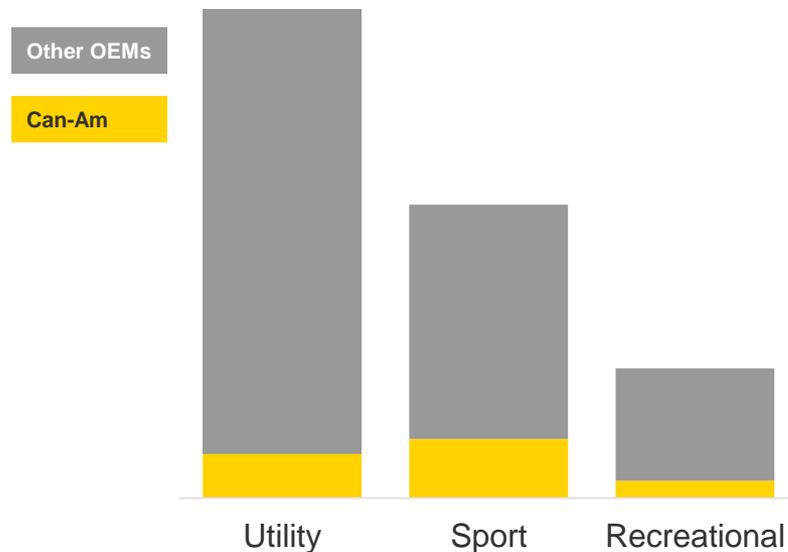
Impressive growth so far

BRP U.S. SSV market share (%)



Large opportunity in *Utility* segment

U.S. industry retail (units)



2

International diversification and emerging markets



3

BRP Customer for life strategy: 3 key drivers of customer loyalty

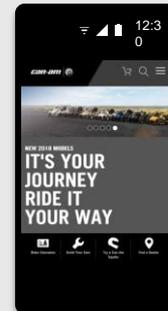
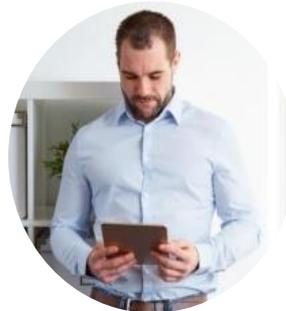
Products and accessories tailored to their aspirations



Rewarding sales & service experience



Personalized digital interactions





In summary...

BRP momentum driven by a solid foundation

Many opportunities to generate further profit growth

Impressive worldwide talent pool

SANDY SCULLION

SENIOR VICE-PRESIDENT AND GENERAL MANAGER
GLOBAL RETAIL AND SERVICES

RETAIL TRENDS AND
PRODUCT NEWS

CLUB BRP 2019 - INVESTOR MEETING
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ADVENTURE BY DESIGN



Continued strong BRP retail momentum for H1 in all regions

North America

▲ 15%^[1]



Latin America

▲ 27%^[1]



EMEA

▲ 5%^[1]



Asia-Pacific

▲ 17%^[1]



^[1]FY19Q2 YTD vs. FY18Q2 YTD
^[2]Based on FY19Q2 YTD

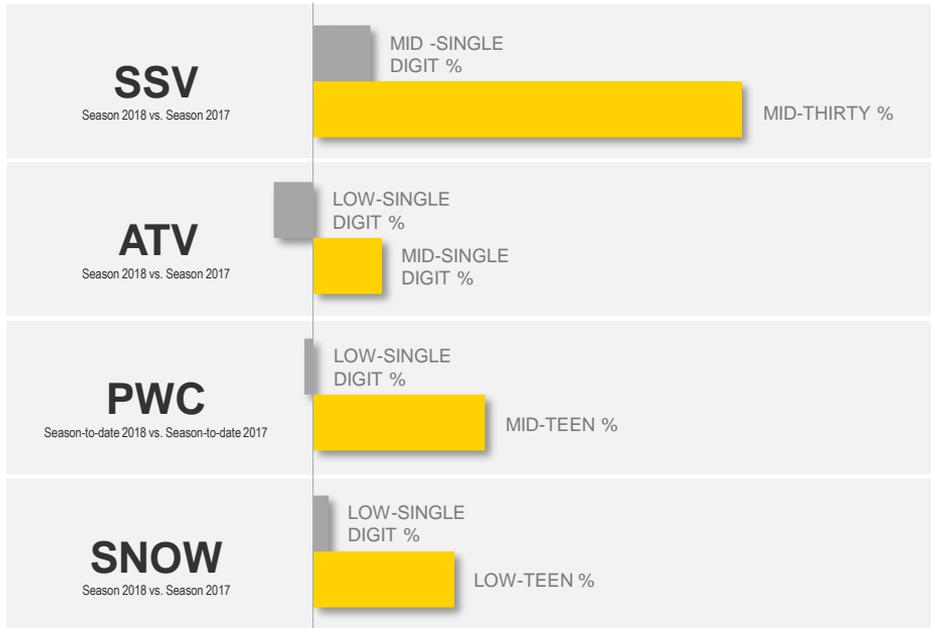
REGIONAL SHARE OF TOTAL BRP POWERSPORTS RETAIL^[2]



BRP retail outpacing the North American industry in all product lines

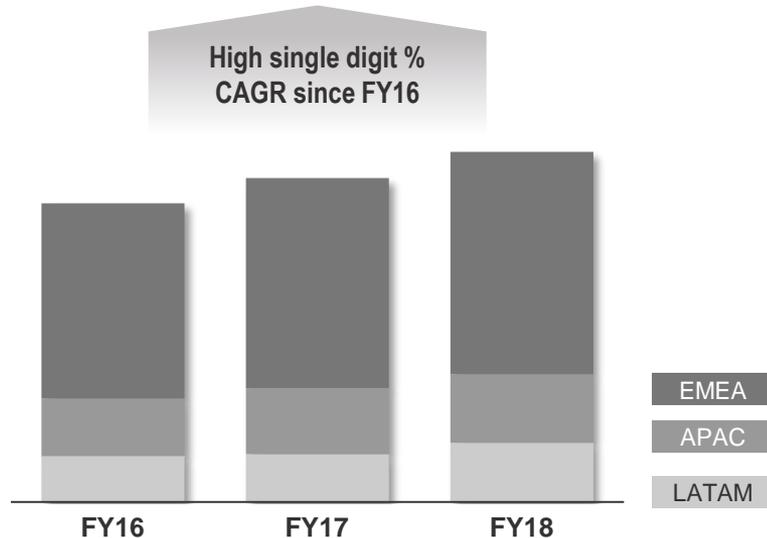
■ Competitive OEMs

■ BRP



International Region Update

BRP Retail



Highlights

- Sea-Doo remains strong #1 in major European markets as well as China and reached record retail in S18 in Australia/New Zealand supported by the excellent retail of the ORCA platform
- Mexico ORV continues to grow and shows good prospects after stabilized political and economic environment
- Defender fueling strong SSV retail in Australia/New Zealand with the Defender HD8 becoming the most sold unit in the market
- In EMEA, shift from ATV to SSV is not as significant as in other parts of the world
- Ski-Doo/LYNX remain the solid #1 players in Scandinavia

Good momentum across the regions with PWC and SSV fueling the growth



Overview of 2019 Can-Am ORV launch

1

Pursue the Maverick Sport platform deployment, with the new **Maverick Sport Max**



2

Accelerate Can-Am coverage on key specialized segments, with the new **Maverick Sport X rc, X mr and the Defender Max X mr**



3

Expand the 6x6 segment to new consumers, with the new **Outlander Max 6x6 DPS 450**



Continuing to expand our line-up in the Rec-Sport segment

U.S. Sport Industry Volume

Retail units, S18 July 1st, 2017 to June 30th, 2018



BRP Sport Line-up Additions

S17

S18

S19

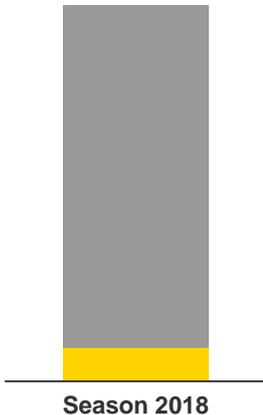


BRP has significant market share opportunity in the Utility segment

U.S. Utility segment retail

Units, July 1st, 2017 to June 30th, 2018

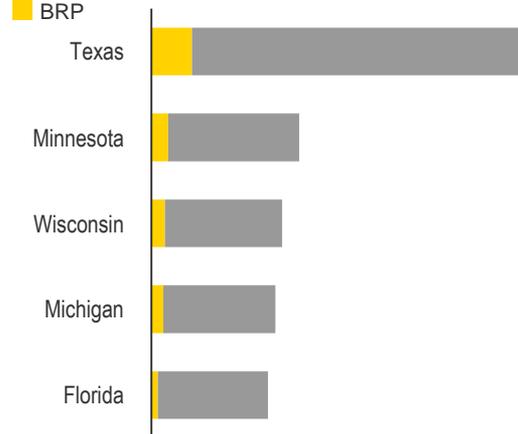
Competitive OEMs
BRP



Top 5 states for Utility SSV

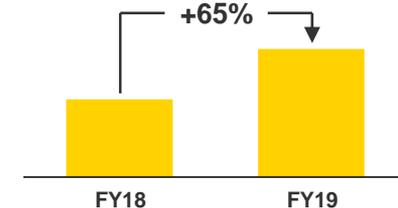
Retail sales
Estimated based on third party data

Competitive OEMs
BRP

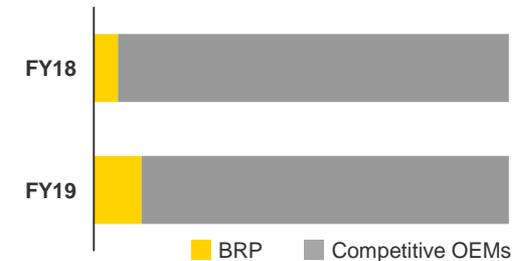


Texas highlights

Defender Texas Retail Growth
Units, FY19Q2 YTD vs. FY18Q2 YTD



Defender Texas Market Share Evolution
Retail Units, FY19Q2 YTD vs. FY18Q2 YTD



Can-Am has a good momentum in the Utility segment and there are plenty of opportunities to further grow in that segment

Overview of 2019 Sea-Doo launch

1

Revolutionize the customer experience and reach the international markets **with Fish Pro 155**



2

Increase the on-board experience and the offer of accessories **with BRP Audio-Portable System and New Spark Accessories**



3

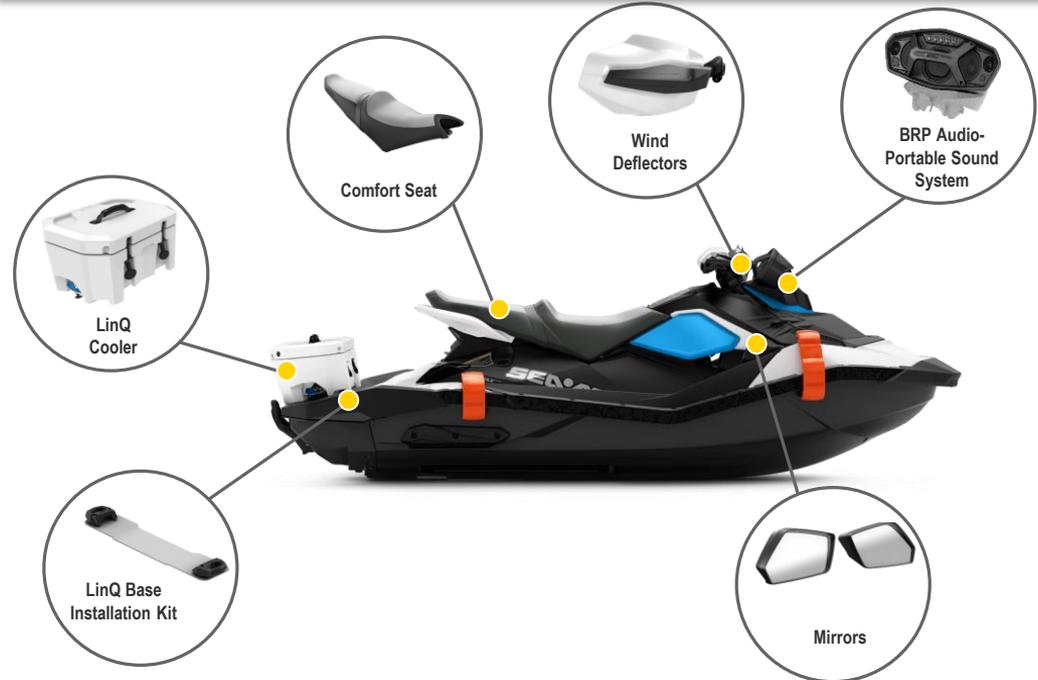
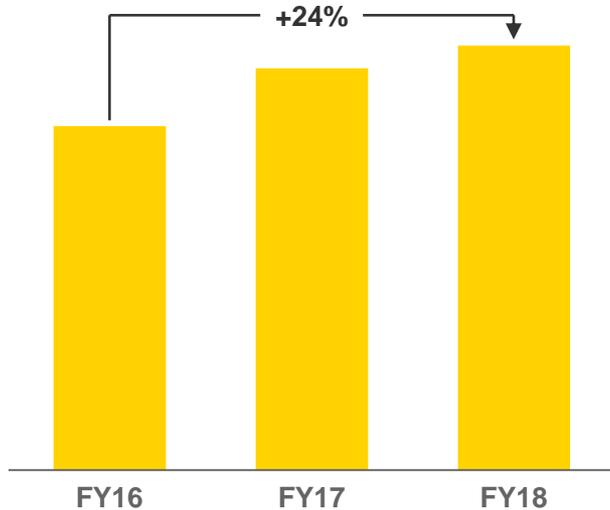
Transform the Sea-Doo rental business and popularize the Sea-Doo fun experience **with GTI 130 Pro**



Accessories remain a key focus in PWC

PWC accessories wholesale revenues per retailed unit

Expanding the Sea-Doo Spark Accessories Line-up



BRP Dealer Value Proposition: A Key Competitive Advantage

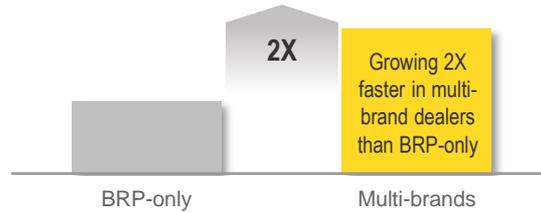
BRP DEALER VALUE PROPOSITION...



... IS DRIVING SUPERIOR DEALER PERFORMANCE...

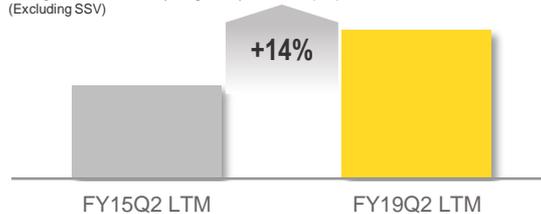
2X faster Can-Am SSV retail growth in multi-brands dealership

Can-Am SSV Retail Growth, FY19 Q2 YTD



15% increase in sales per dealer over the last 4 years

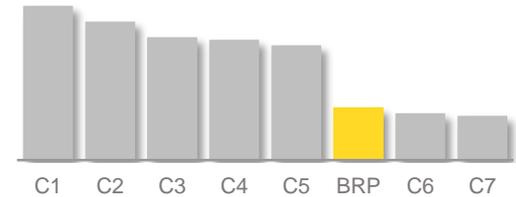
Rolling 12-months, Industry weighted by BRP retail per product line (Excluding SSV)



... AND STRONG DEALER ENGAGEMENT

One of the lowest dealer churn rates in the industry

Dealer churn rate by Powersports OEM, FY19 Q2 YTD



High consumer satisfaction



BRP ranked #1 in UTV mystery shopper survey^[1]

^[1]Disclaimer: Can-Am (BRP) received the highest numerical score in the proprietary 2018 Pied Piper Prospect Satisfaction Index® (PSI®) U.S. UTV Industry Benchmarking Study. Study based on 1,168 mystery shops applying the proprietary Pied Piper PSI process, measuring 18 UTV brand's dealer networks between July 2017 and April 2018. Your experiences may vary. Visit piedpiperpsi.com

Our dealer value proposition is driving superior dealer performance and a strong dealer engagement



JOSÉE PERREAULT

SENIOR VICE-PRESIDENT – CAN-AM ON-ROAD

CAN-AM 3-WHEELED VEHICLES UPDATE

CLUB BRP 2019 - INVESTOR MEETING
SEPTEMBER 10, 2018



ADVENTURE BY DESIGN



**10 YEARS AGO WE
INVENTED 3WV
TODAY WE ARE RE-
IMAGINING IT**



To RE-IMAGINE the 3W industry we need to address 2 elements that will increase the accessibility of the open road to more riders

- 1. Ease of ride by expanding the Rider Education Infrastructure and pursue the implementation of 3WV classes across North America**
- 2. Introduce better pricing options on 3WV**



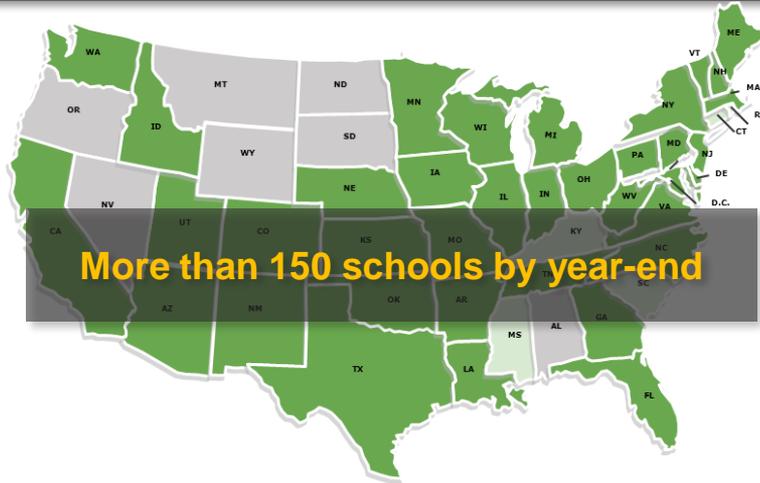
We mean business by shattering the biggest barriers to accessibility. To truly bring more people to the open-road we need to address the pricing issue from all angles and contribute to the ease of riding. We now have the opportunity to send a strong message and reset the overall 3W business by:

1. Expand Rider Education program
2. Re-price Spyder F3 and RT
3. Introduce first leasing program in the powersports industry
4. Introducing an entry level model at US\$8,499



Rider education program expansion

United States



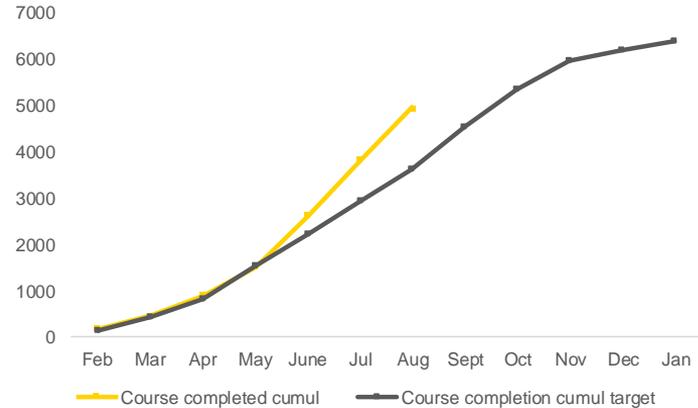
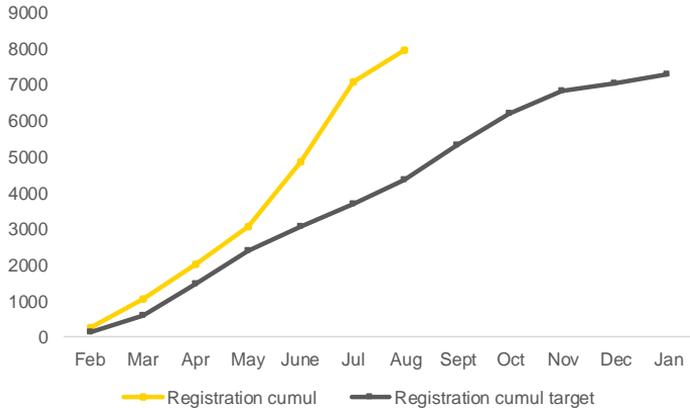
Canada



The rider education program is expected to be available in 42 states and 4 provinces with over 155 schools by year-end

Rider Education Program: Courses Update

Can-Am Spyder – Rider Education program rollout (as of August 29th, 2018)



Active States/Provinces		Active Schools		Courses		Retail Conversion ^[1]
Current	FY19 Target	Current	FY19 Target	Registration	Completed	Target
40	>45	140	>155	~8,000	~5,000	~15%

^[1]New and used units



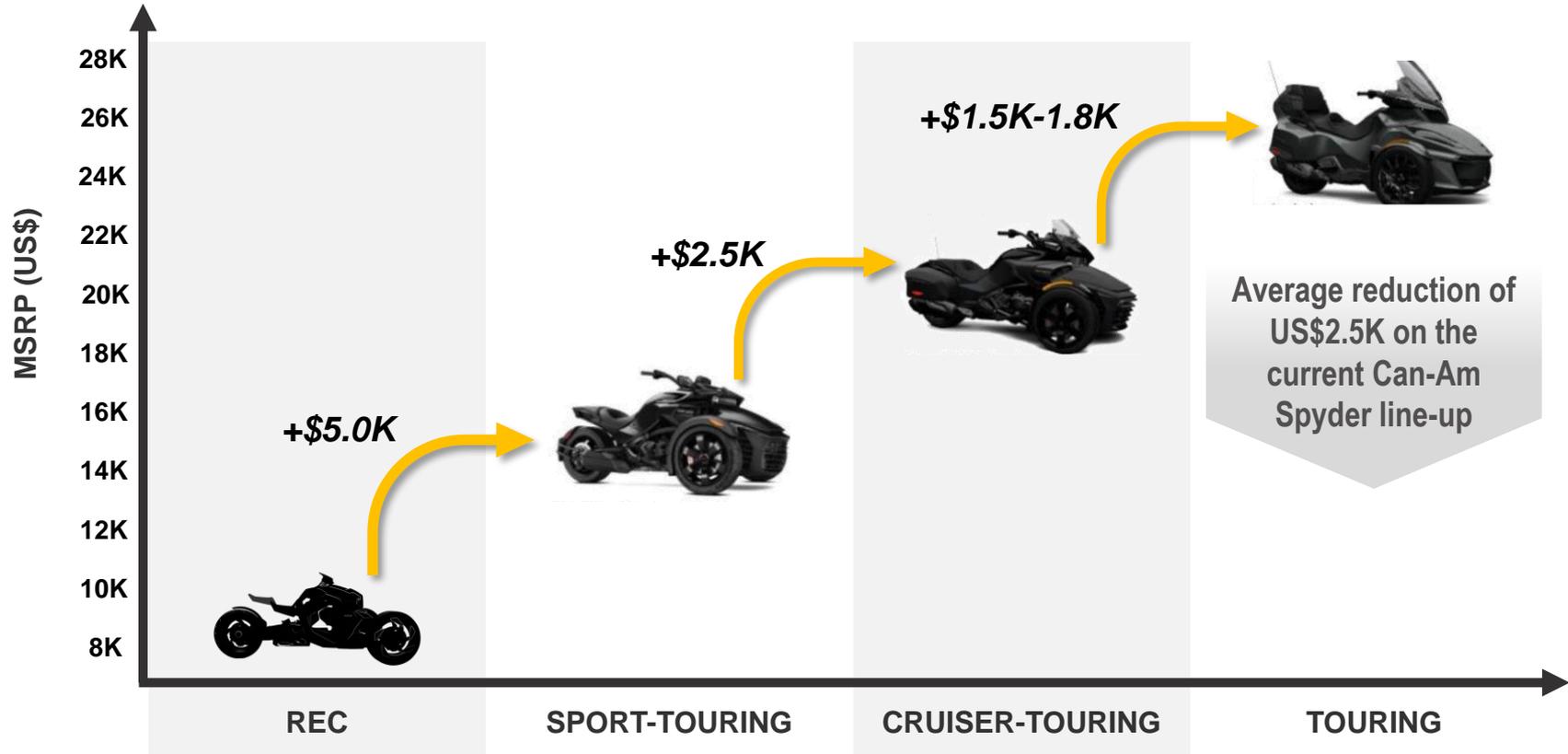
Rider Education Program: Reaches beyond current Spyder demographic

- A third of the people signed up are women
- 45% of people signed up would purchase a 3-Wheeled Vehicles but they require a lower price point
- 29% have an income less than \$50K and 42% have an income between \$50K and \$100K
- In states where we have added 3-Wheeled Vehicles rider education, new entrants into the open road have increase up to 12% in registration

We will continue to build the 3WV Rider Education infrastructure as it increases ridership and sets us up for the future



Price Repositioning of the Line-up: Re-pricing strategy for RT and F3 models is aligned with Project S pricing strategy



Introducing the leasing program on Can-Am Spyder

- ✔ **Shorter time commitment:** Terms of 24, 36, 48 months
- ✔ **Know their options up-front:** Lease a new one | Keep their unit | Return the unit
- ✔ **More affordable:** Often lower payments over much shorter time period



**Monthly payments
starting as low as
US\$149**

More affordable for the consumer and accelerate the repurchase cycle

Introduce better pricing options on 3WV



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September 10, 2018



As we observed with PWC in the early 2000s, the Spyder consumers are turning to the used market as they are looking for a lower price point

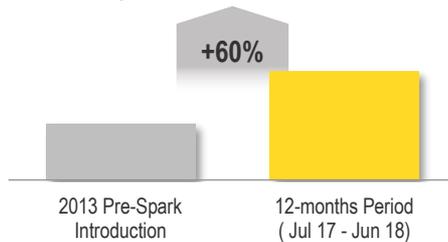
Sea-Doo Spark Genesis

CONTEXT

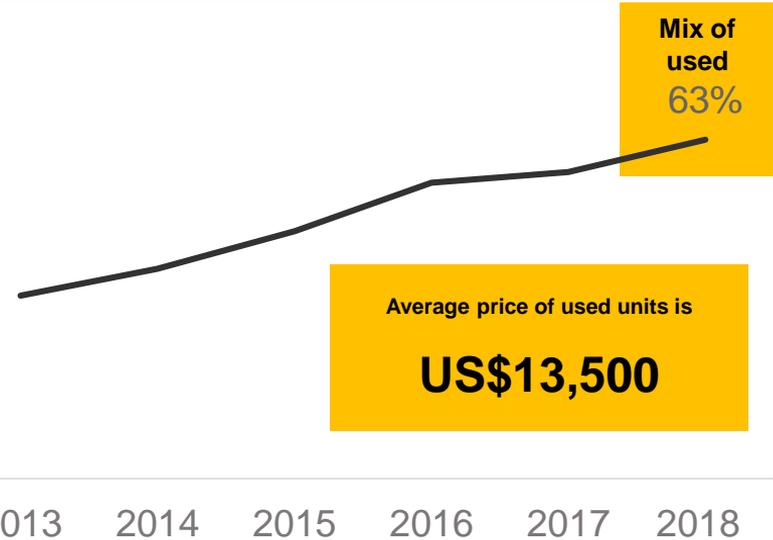
The price of PWCs had increased significantly in the early 2000s leading to an industry dynamic where ~4 used units were sold for each new unit

IMPACT OF THE SPARK INTRODUCTION

Worldwide PWC Industry
Units



Spyder Used Market Evolution



We are observing similar trend with the Spyder as we had seen with PWC before launching the Sea-Doo Spark

RYKER MC



spark



R/IKER^{MC}



CAN-AM RYKER

RYKER^{MC}



Starting at: 8,499 USD and 10,499 CDN



2 ENGINE OPTIONS:
2-cylinder Rotax 600 ACE
3-cylinder Rotax 900 ACE

**AUTOMATIC TRANSMISSION
(CVT)**



HIGHLY DURABLE DRIVESHAFT



**INFINITE
CUSTOMIZATION**





OUR RIDERS





“PEOPLE BORN READY”
There are two distinct groups:



PRIMARY AUDIENCE

Connected Carlo



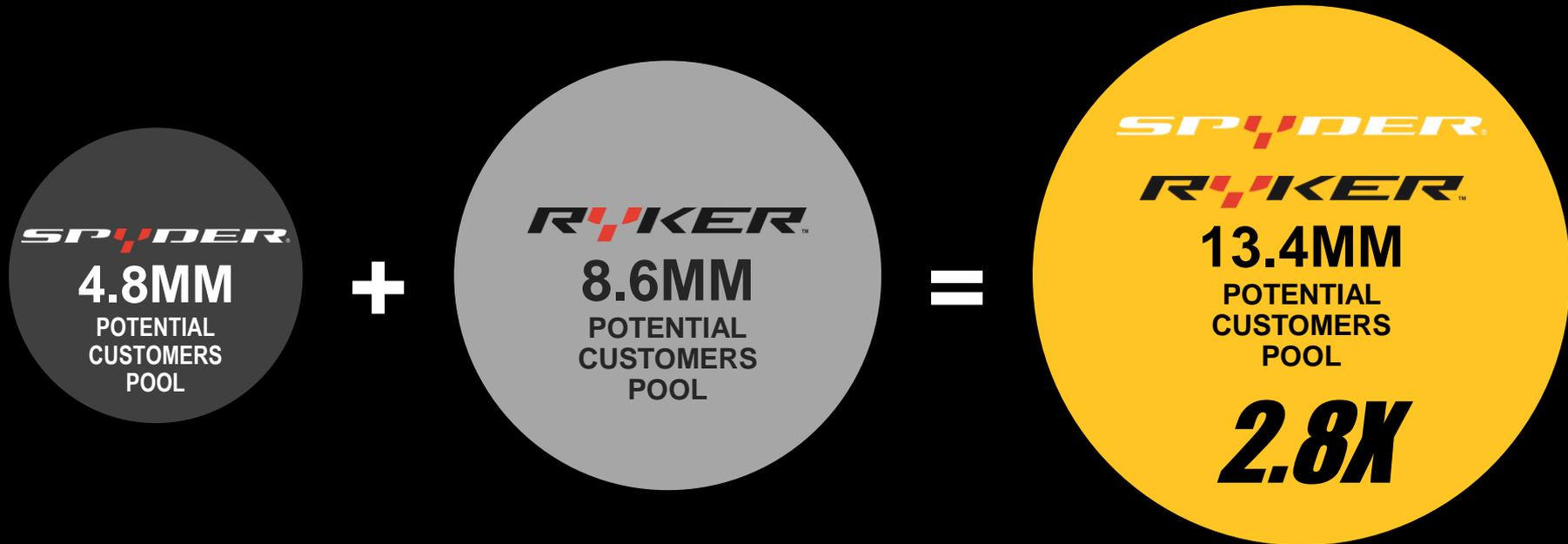
SECONDARY AUDIENCE



**On-The-Move
Greg and Margo**



Significantly increasing the addressable market



* Including entry level opportunity

Boring Retail is Dead

Mobile First

Augmented Reality (AR)

Product Customization

In-store Experience

At launch, over 75,000 combinations of customization will be offered through coloration and accessorization



STYLE: Unique styling accessories designed to easily swap out, including panels, wheel accents, wheel decals, and hood

FUNCTION: Wide collection of functional accessories. The passenger seat for 2-up seating, driver comfort seat, tank bag, top case and more are all designed with quick customization in mind



Accessorization will be at the heart of the ownership experience

Can-Am Ryker App



R/DE
LIKE
NO
OTHER
RYKER

We are redefining the retail environment at dealers with the intro of the Can-Am Ryker Design Lab



This new environment will allow frontline customer interaction – mobile, digital and direct



**We are ready to unlock the
3WV category**



JOSÉ BOISJOLI

PRESIDENT AND CHIEF EXECUTIVE OFFICER

CLOSING REMARKS

CLUB BRP 2019 - INVESTOR MEETING
SEPTEMBER 10, 2018



Challenge 2020 timeline: 2 years and a half to go

2015
Launch



2016



2017



2018
Now



2019



2020



20
20
CHALLENGE



APPENDIX

CLUB BRP 2019 - INVESTOR MEETING
SEPTEMBER 10, 2018



Reconciliation Tables

CA\$ millions	Fiscal Year ended			
	Jan. 31, 2018	Jan. 31, 2017	Jan. 31, 2016	Jan. 31, 2015
	<i>Restated⁽⁴⁾</i>			
Net Income	\$239.1	\$257.0	\$51.6	\$70.1
Normalized Elements:				
Foreign Exchange (Gain)/Loss on Long-term Debt	(53.3)	(82.0)	105.8	123.9
Restructuring and Related Costs/(Reversal) ⁽¹⁾	2.9	(1.1)	4.6	8.3
Impairment Charge/(Reversal)	-	-	70.3	-
(Gain)/Reversal from Insurance Recovery	-	-	-	1.4
Loss on Litigation ⁽²⁾	5.9	70.7	-	-
Pension Plan Past Service Gains	-	(6.3)	-	(5.2)
Other Elements	3.6	2.7	(7.5)	(1.4)
Income Tax Adjustment ⁽³⁾	47.3	(19.0)	(24.0)	(0.9)
Normalized Net Income	245.5	222.0	200.8	196.2
Normalized Income Tax Expense	90.2	89.1	72.8	55.3
Financing Costs Adjusted	53.5	60.0	62.6	59.3
Financing Income Adjusted	(2.2)	(1.5)	(2.4)	(2.7)
Depreciation Expense	149.2	133.1	126.2	113.2
Normalized EBITDA	\$536.2	\$502.7	\$460.0	\$421.3

⁽¹⁾The Company is involved, from time to time, in restructuring and reorganization activities in order to gain flexibility and improve efficiency. The costs related to these activities are mainly composed of severance costs and retention salaries.

⁽²⁾The Company is involved in patent infringement litigation cases with one of its competitors.

⁽³⁾For the twelve-month period ended January 31, 2018, the income tax adjustment is mainly related to the tax rate changes on deferred income taxes following the U.S. tax reform.

⁽⁴⁾Restated to reflect the adoption of IFRS 15 "Revenue from contracts with customers" and IFRS 9 "Financial instruments" standards as explained in Note 19 of the unaudited condensed consolidated interim financial statements for the three- and six-month periods ended July 31, 2018.

Restated: Restated to reflect the adoption of IFRS 15 "Revenue from contracts with customers" and IFRS 9 "Financial instruments" standards as explained in Note 19 of the unaudited condensed consolidated interim financial statements for the three- and six-month periods ended July 31, 2018.

Non-IFRS Measures: Normalized EBITDA is defined as net income before financing costs, financing income, income tax expense (recovery), depreciation expense and normalized elements. Normalized Net Income is defined as net income before normalized elements adjusted to reflect the tax effect on these elements. Normalized income tax expense is defined as income tax expense adjusted to reflect the tax effect on normalized elements and to normalize specific tax elements. Normalized effective tax rate is based on normalized net income before normalized income tax expense. Normalized earnings per share – diluted is calculated by dividing the normalized net income by the weighted average number of shares – diluted. For more details on non-IFRS measures, refer to the section entitled Non-IFRS Measures of the Company's MD&A for the second quarter of fiscal year ending January 31, 2019.



Reconciliation Tables (Cont'd)

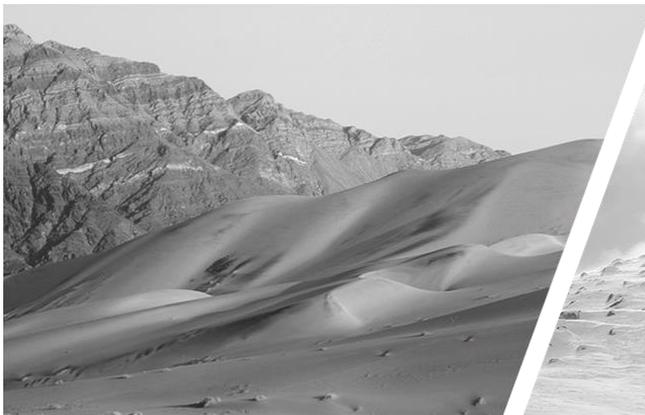
CAS millions	Three-month periods ended		Six-month periods ended	
	Jul. 31, 2018	Jul. 31, 2017	Jul. 31, 2018	Jul. 31, 2017
Net Income	\$41.0	<i>Restated</i> \$104.0	\$54.4	<i>Restated</i> \$99.1
Normalized Elements:				
Foreign Exchange (Gain)/Loss on Long-term Debt	17.3	(81.8)	58.8	(37.6)
Transaction Costs and Other Related Expenses	1.2	-	1.2	-
Restructuring and Related Costs ^[1]	0.6	-	0.8	-
Loss on Litigation ^[2]	0.2	0.9	0.8	5.7
Transaction Costs on Long-term Debt	8.9	-	8.9	-
Pension Plan Past Service Gains	(1.4)	-	(1.4)	-
Other Elements	1.2	-	(0.8)	-
Income Tax Adjustment	(2.6)	(0.2)	(2.8)	(1.5)
Normalized Net Income	66.4	22.9	119.9	65.7
Normalized Income Tax Expense	20.8	12.4	40.8	23.0
Financing Costs Adjusted	16.7	13.4	30.8	25.9
Financing Income Adjusted	(0.5)	(0.7)	(1.1)	(1.4)
Depreciation Expense	40.8	35.7	80.4	71.1
Normalized EBITDA	\$144.2	\$83.7	\$270.8	\$184.3

^[1]The Company is involved, from time to time, in restructuring and reorganization activities in order to gain flexibility and improve efficiency. The costs related to these activities are mainly composed of severance costs and retention salaries.

^[2]The Company is involved in patent infringement litigation cases with one of its competitors.

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SKI-DOO LYNX SEA-DOO Evinrude ROTAX CAN-AM