



THE ULTIMATE POWERSPORTS EXPERIENCE



QUARTERLY REVIEW

SECOND QUARTER ENDED JULY 31, 2015

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, 2015 dated March 26, 2015: 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 customer relationships for the sale of original equipment manufacturer products; unsuccessful management of inventory levels; risks associated with international operations; inability to enhance existing products and develop and market new products; inability to protect its 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; no prior public market for subordinate voting shares; volatile market price for Subordinate Voting Shares; no current plans to pay dividends; public company expenses; conduct of business through subsidiaries; significant influence by principals shareholders; and future sales of shares by principal shareholders, directors, officers or senior management of the Company.

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

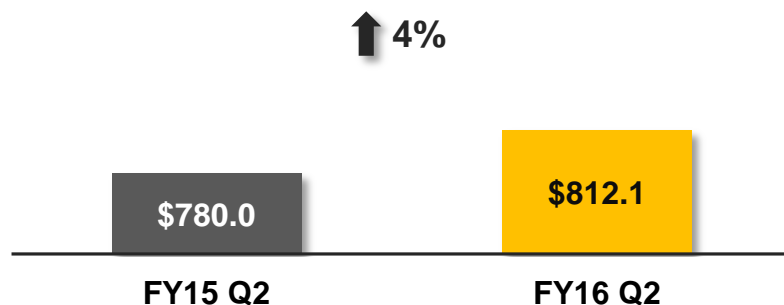
QUARTERLY REVIEW

SECOND QUARTER ENDED JULY 31, 2015

FY16 Q2 Revenues and Normalized EPS

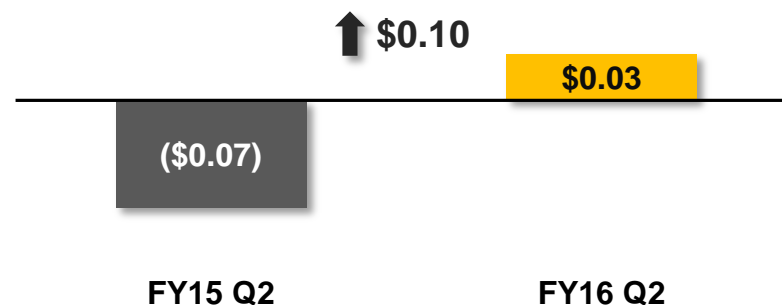
Revenues

CA\$ millions



Normalized EPS - Diluted^[1]

CA\$



Financial Highlights

- Increase of 4% in revenues primarily driven by favourable foreign exchange rate variation
- Gross profit margin improved by 260bps to 20.9% mainly driven by lower production costs and sales programs
- Normalized EBITDA^[1] grew \$21.8M to \$53.1M and Normalized diluted earnings per share^[1] up \$0.10 to \$0.03
- Net loss of \$68.3 million, an increase of \$64.7 million mainly due to an unfavourable exchange rate impact on the U.S. denominated long-term debt

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



FY16 Q2 Business Highlights

Markets Dynamics

North America

- Revenue growth of 4%
- BRP retail sales for *Seasonal Products* and *Year-Round Products* were up 2% in aggregate for the three-month period ended July 31, 2015 vs the same period last year
- Network inventory^[1] was up 23% vs the end of FY15 Q2
 - Primarily driven by higher level of snowmobiles and Sea-Doo Spark inventory

International

- Revenues growth of 4%
 - Driven by higher wholesale volume for both *Seasonal Products* and *Year-Round Products* in Scandinavia, Western Europe and Asia-Pacific;
 - Partially offset by lower deliveries to Russia and an unfavourable foreign exchange rate variation

Operations

Products

- Shipments of the Can-Am Outlander L with new 570cc engines started late June
- Production of the Can-Am Maverick base Turbo started in August

Manufacturing

- Juarez II building completed and equipment installation progressing
 - Production of the first prototypes done in August
 - On plan for start of production in Q4

^[1] Network inventory excluding *Propulsion Systems*

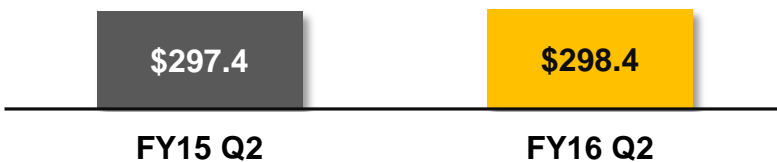


Year-Round Products

Revenues

CA\$ millions

↑ 0.3%



Can-Am Maverick Turbo



Can-Am Maverick Turbo starting at US\$20,399 is the lowest priced Turbo SSV in the industry

Business Dynamics

Increase in *Year-Round Products* revenues primarily attributable to favourable foreign exchange rate variation, offset by lower wholesale volume and unfavourable product mix

Off-Road Vehicles

- N.A. ATV industry ended season 2015 about flat
 - Can-Am ATV retail was up low-single digit %
 - Important market share gains in the mid-cc segment
- N.A. SSV industry ended season 2015 up low-double digits %
 - Can-Am SSV retail was up low-single digit %

Roadsters

- Nine months into the season, N.A. motorcycle industry retail was up high-single digit %
 - Mainly driven by lower priced motorcycles
- Can-Am Spyder retail was down mid-single digit %
 - Spyder F3 performing as planned
 - Other Spyder models retail sales behind our expectations

Off-Road Products Quarterly Industry Trend

ATV



US industry slightly down

Canadian industry down driven by double digits % decline in Western Canada

SSV



US industry still positive driven by the Utility segment

Canadian industry down across all markets

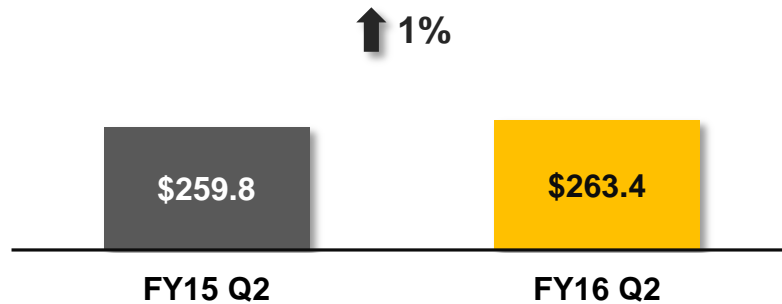
Difficult market trends for off-road products driven by economic weakness in Canada and increased competitive pressures in the US



Seasonal Products

Revenues

CA\$ millions



MY16 Sea-Doo GTI



Sea-Doo GTI gaining market share in the Recreational segment with high-double digits % retail sales growth season-to-date

Business Dynamics

Increase in *Seasonal Products* revenues primarily driven by earlier snowmobile shipments and favourable foreign exchange rate variations, partially offset by lower PWC shipments

PWC

- Ten months into the season, the North American industry retail was up high-single digit %
 - Sea-Doo retail was up mid-double digits % over the same period
 - Sea-Doo gaining market shares with both the traditional PWC and Spark line-up

Snowmobiles

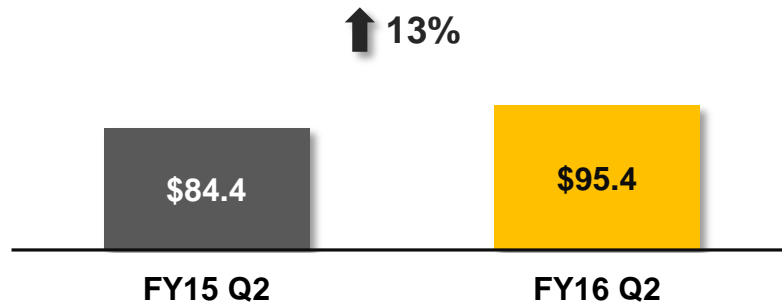
- Scandinavian snowmobile industry ended season 2015 on June 30 about flat compared to last season
 - BRP lost market share due to heavy discounting by other OEMs, but remains the industry leader
- North America: Earlier snowmobile shipments to accommodate dealers business needs
- Russia: Limited shipments done year-to-date, market remains uncertain



Propulsion Systems

Revenues

CA\$ millions



Williams - BRP New Agreement



Business Dynamics

13% increase in *Propulsion Systems* revenues primarily attributable to a favourable mix of outboard engines driven by the introduction of Evinrude E-TEC G2 engines

Outboard Engines

- N.A. Outboard Engines industry ended season 2015 up high-single digit %
 - Evinrude retail was also up high-single digit %
 - Gained market shares in the 200HP+ segment with the introduction of the Evinrude E-TEC G2
- Introduced two new Evinrude E-TEC jet drive outboards, a 60HP and a 105HP models

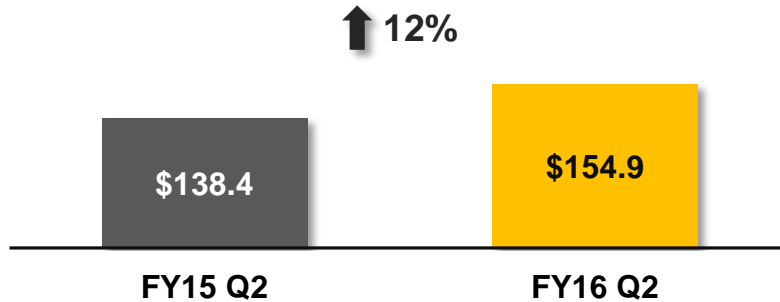
Jet Propulsion Systems

- Announced a new long-term supply agreement with Williams Performance Tenders

Parts, Accessories and Clothing

Revenues

CA\$ millions



Business Dynamics

Parts, Accessories and Clothing

- Growth primarily driven by favourable foreign exchange rate variations but also by an increase in sales of accessories principally coming from Roadsters, Snowmobiles and SSV
- International markets performing well with good momentum for Asia-Pacific and Western Europe

Accessories driving PAC growth

Year-to-date accessories revenues grew over 50% over the last 2 years



ACCESSORIZED COMMANDER MAX



ACCESSORIZED RENEGADE ENDURO





SÉBASTIEN MARTEL

CHIEF FINANCIAL OFFICER

QUARTERLY REVIEW

SECOND QUARTER ENDED JULY 31, 2015

FY16 Q2 - Financial Highlights

CA\$ millions	Q2 comparison			6-month comparison		
	FY16	FY15	Change	FY16	FY15	Change
Total Revenues	\$812.1	\$780.0	\$32.1	\$1,710.2	\$1,538.6	\$171.6
Growth	+4.1%			+11.2%		
Gross Profit	\$169.4	\$142.9	\$26.5	\$382.3	\$316.3	\$66.0
As a % of revenues	20.9%	18.3%		22.4%	20.6%	
Operating Income	\$22.3	\$3.6	\$18.7	\$86.1	\$32.0	\$54.1
As a % of revenues	2.7%	0.5%		5.0%	2.1%	
Net Income (Loss)	(\$68.3)	(\$3.6)	(\$64.7)	\$14.8	\$24.4	(\$9.6)
As a % of revenues	(8.4%)	(0.5%)		0.1%	1.6%	
Normalized Net Income (Loss)^[1]	\$4.0	(\$8.8)	\$12.8	\$41.2	\$7.8	\$33.4
Normalized EBITDA^[1]	\$53.1	\$31.3	\$21.8	\$144.6	\$87.9	\$56.7
EPS - Diluted	(\$0.58)	(\$0.03)	(\$0.55)	\$0.12	\$0.21	(\$0.09)
Normalized EPS – Diluted^[1]	\$0.03	(\$0.07)	\$0.10	\$0.35	\$0.07	\$0.28

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

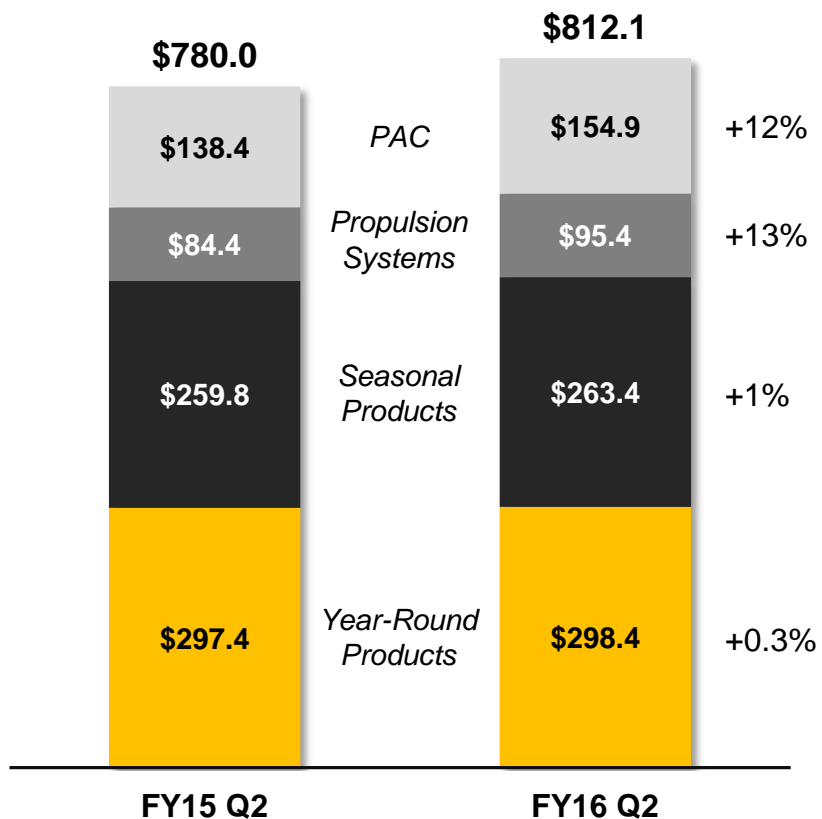


FY16 Q2 - Revenues by Product Category and Geography

Revenues by Product Category

CA\$ millions

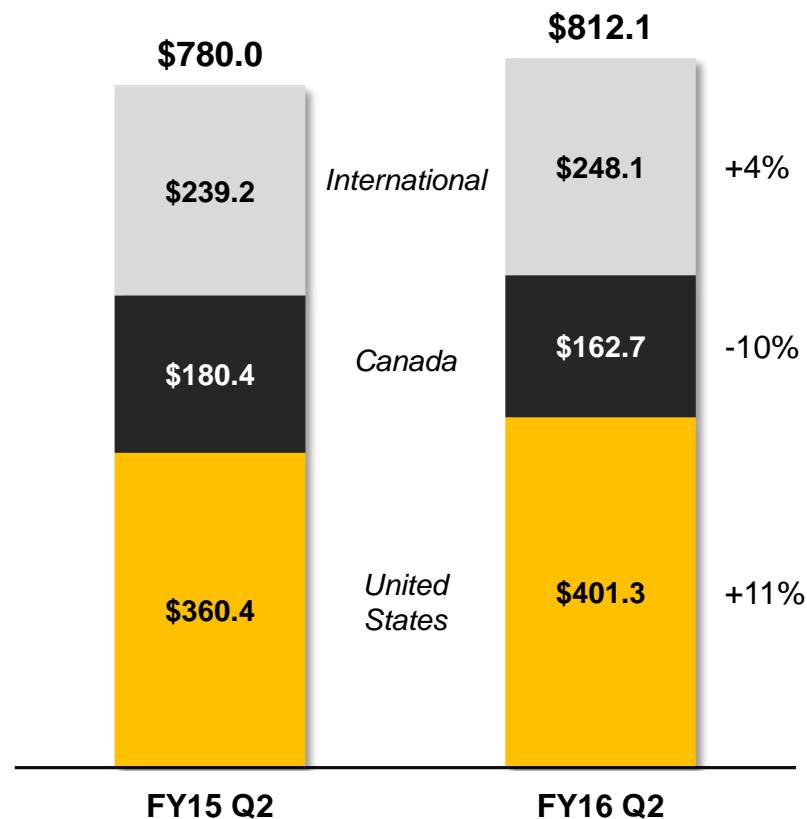
↑ 4%



Revenues by Geography

CA\$ millions

↑ 4%



Quarterly Normalized Net Income Bridge

CA\$ millions



Normalized Net Income increased \$13M primarily driven by lower sales programs costs and lower production costs



FY16 Q2 - Financial Position and Liquidity Profile

CA\$ millions	As at Jul. 31	As at Jan. 31	Change
	2015	2015	
Cash	\$157.1	\$232.0	(\$74.9)
Working capital	255.8	291.8	(36.0)
Revolving credit facilities and bank overdraft	6.1	-	6.1
Long-term debt ^[1]	1,061.7	1,035.5	26.2

CA\$ millions	6-month comparison		
	FY16	FY15	Change
Capital expenditures	(\$89.0)	(\$58.1)	(\$30.9)
Free cash flow ^[2]	(25.8)	(70.1)	44.3

^[1] Including current portion of long-term debt

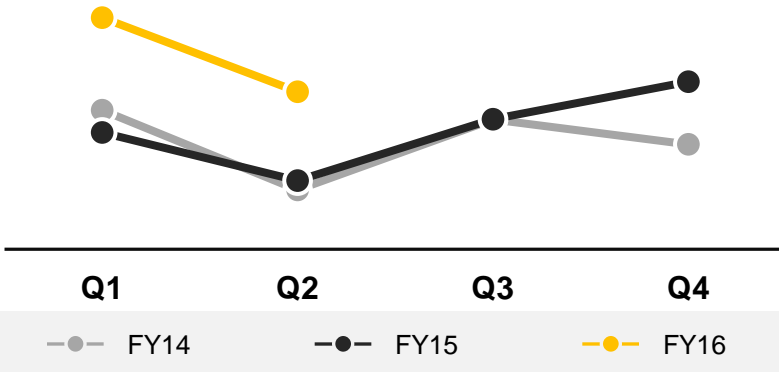
^[2] Free cash flow is defined as net cash flow from operating activities minus capital expenditures



BRP North American Powersports Dealer Inventory

Dealer Inventory Level

Units, Excluding Outboard Engines

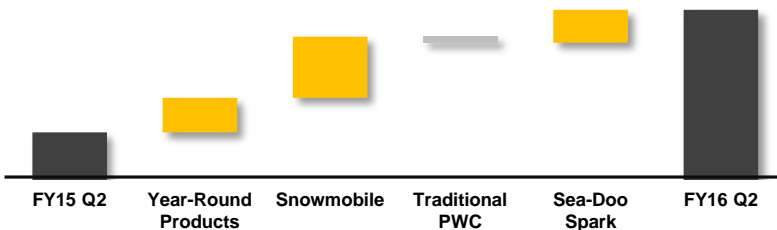


Dealer inventory^[1] ended FY16 Q2 up 23% from FY15 Q2 level

- Primarily driven by snowmobiles and Sea-Doo Spark inventory
- Year-Round Products increase driven by new product introductions

Dealer Inventory Bridge

Units, Excluding Outboard Engines



Snowmobiles and Sea-Doo Spark accounted for ~75% of the total inventory increase

^[1] Network inventory excluding *Propulsion Systems*



FY16 Full-Year Guidance - as at September 11, 2015

Normalized Net Income and Normalized Diluted Earnings per Share guidance adjusted due to lower expected depreciation expense for the year

Financial Metric	FY16 Guidance vs FY15	
Revenues	<i>No change unless otherwise noted</i>	
Year-Round Products	Up 7% to 11%	
Seasonal Products	Flat to up 4%	
Propulsion Systems	Up 7% to 10%	
PAC	Up 10% to 15%	
Total Company Revenues	Up 5% to 9%	
Normalized EBITDA	Up 6% to 10%	
Effective Tax Rate ^[1]	27% - 29%	Up from a normalized income tax rate of 22.0% in FY15
Normalized Net Income^[2]	Down 5% to Up 4% (increased from down 9% to flat)	Up 4% to 11% adjusting FY15 using FY16 estimated tax rates
Normalized Earnings per Share – Diluted	\$1.55 to \$1.70 (increased from \$1.50 to \$1.65)	
Capital Expenditures	\$200M to \$220M	

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

^[2] Assuming \$125M (down from \$135M) Depreciation Expense, compared to \$113M in FY15





CLOSING REMARKS

QUARTERLY REVIEW

SECOND QUARTER ENDED JULY 31, 2015

SKI-DOO.
LYNX.
SEA-DOO.
EVINRUDE.
ROTAX.
CAN-AM.

Key Market Trends

USA	<ul style="list-style-type: none"> ■ Industry relatively healthy ■ All OEMs are more aggressive 	Very Competitive
CANADA	<ul style="list-style-type: none"> ■ Technical recession since August ■ Industry down in Western Canada impacted by lower oil price 	Negative
WESTERN EUROPE	<ul style="list-style-type: none"> ■ Good momentum in all product lines despite economic uncertainty coming from the Greek crisis 	Positive
SCANDINAVIA	<ul style="list-style-type: none"> ■ Industry back on track after a slight slowdown ■ Strong market share position to benefit from industry trend 	Positive
ASIA-PACIFIC	<ul style="list-style-type: none"> ■ Good momentum across all product lines ■ Australia, Japan and China performing well 	Positive
LATIN AMERICA	<ul style="list-style-type: none"> ■ Brazilian Real devaluation putting pressure on prices ■ Difficult Brazilian economy impacting all Latin America regions 	Negative
RUSSIA	<ul style="list-style-type: none"> ■ Market very unstable driven by the Rouble fluctuations and lack of credit availability ■ Industry trends difficult to anticipate 	Negative

We are confident we can deliver year-end guidance despite volatile markets





Q&A PERIOD

QUARTERLY REVIEW

SECOND QUARTER ENDED JULY 31, 2015

SKI-DOO.
LYNX.
SEA-DOO.
EVINRUDE.
ROTAX.
CAN-AM.

Global Leader in Powersports Vehicles and Engines

Year-Round Products

can-am



All-Terrain Vehicles



Side-by-Side Vehicles



Roadsters

Seasonal Products

ski-doo

LYNX

SEA-DOO



Snowmobiles



Personal Watercraft

Propulsion Systems

EVINRUDE

ROTAX



Outboard Engines



OEM Engines

Diversified Product Portfolio AND Powerful Brands





APPENDIX

QUARTERLY REVIEW

SECOND QUARTER ENDED JULY 31, 2015

SKI-DOO.
LYNX.
SEA-DOO.
EVINRUDE.
ROTAX.
CAN-AM.

Reconciliation Tables

CA\$ millions	Three-month periods ended		Six-month periods ended	
	Jul. 31, 2015	Jul. 31, 2014	Jul. 31, 2015	Jul. 31, 2014
Net Income (Loss)	(\$68.3)	(\$3.6)	\$14.8	\$24.4
Normalized elements:				
Foreign exchange (gain) loss on long-term debt	71.6	(5.1)	25.6	(17.4)
Restructuring costs reversal ^[1]	-	(0.2)	-	(0.6)
Reversal from insurance recovery ^[3]	-	-	-	1.4
Other elements ^[4]	0.4	0.4	1.0	1.0
Income taxes adjustment	0.3	(0.3)	(0.2)	(1.0)
Normalized Net Income (Loss)	4.0	(8.8)	41.2	7.8
Normalized income taxes expense (recovery)	3.7	(1.7)	17.1	(1.9)
Financing costs	15.8	14.9	30.4	29.0
Financing income	(0.8)	(0.6)	(1.6)	(1.1)
Depreciation expense adjusted	30.4	27.5	57.5	54.1
Normalized EBITDA	\$53.1	\$31.3	\$144.6	\$87.9

^[1]During the three and six-month periods ended July 31, 2014, the Company revised its estimates related to the exit of the sport boat business and reversed in net income restructuring costs of respectively \$0.2 million and \$0.6 million. These costs were previously recorded during the twelve-month period ended January 31, 2013.

^[2]During the six-month period ended July 31, 2014, the Company revised its estimates in relation with the insurance recovery for the damages which occurred during the twelve-month period ended January 31, 2013 at the research & development centre located in Valcourt, Canada and reversed in net income \$1.4 million of the gain that was previously recorded during the twelve-month period ended January 31, 2014.

^[3]Other normalized elements are retention salaries related to the transfer of the assembly of PWC from Canada to Mexico and the outsourcing of the majority of the North American powersports PAC distribution to a third-party logistics provider.



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Lynx®
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Can-Am®



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