



Disclaimer

Industry Information

This presentation includes market data and certain other statistical information and estimates that are based on reports and other publications from industry analysts, market research firms, and other independent sources, as well as management's own good faith estimates and analyses. We believe these third-party reports to be reputable, but have not independently verified the underlying data sources, methodologies, or assumptions. Information that is based on estimates, forecasts, projections, market research, or similar methodologies is inherently subject to uncertainties, and actual events or circumstances may differ materially from events and circumstances reflected in this information.

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Included in this presentation and the accompanying oral presentation are certain non-GAAP financial measures designed to supplement the Company's financial information presented in accordance with U.S. generally accepted accounting principles ("GAAP"). These non-GAAP measures should not be considered in isolation or as substitutes for the Company's results as reported under GAAP. In addition, these non-GAAP financial measures are not calculated in the same manner by all companies, and accordingly, are not necessarily comparable to similarly titled measures of other companies and may not be appropriate measures for performance relative to other companies. Our presentation of the non-GAAP measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed to imply that our future results will be unaffected by these or other unexpected items. See the appendix to this presentation for a reconciliation of each of these non-GAAP measures to their most comparable financial measure compiled in accordance with GAAP.

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This presentation contains forward-looking statements about us and our industry that involve substantial risks and uncertainties. All statements other than statements of historical fact contained in this presentation, including statements regarding our future results of operations or financial condition, business strategy and plans, objectives of management for future operations, and expected industry dynamics. are forward-looking statements. In some cases, you can identify forward-looking statements because they contain words such as "anticipate," "believe," "contemplate," "continue," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "should," "target," "will," or "would" or the negative of these words or other similar terms or expressions.

Our actual results could differ materially from those indicated in these forward-looking statements for a variety of reasons, including, among others: our ability to execute on our growth strategies; our ability to maintain favorable relationships with suppliers and manufacturers; competition from mass merchants and specialty retailers; impacts on our business from the sensitivity of our business to weather conditions, changes in the economy, and the housing market; our ability to implement technology initiatives that deliver the anticipated benefits, without disrupting our operations, regulatory changes and development affecting our current and future products; our ability to obtain additional capital to finance operations; commodity price inflation and deflation; impacts on our business from the COVID-19 pandemic, impacts on our business from cyber and other security threats or disruptions; and other risks and uncertainties, including those listed in the section titled "Risk Factors" in our filings with the U.S. Securities and Exchange Commission, including but not limited to, our annual report on Form 10-K and guarterly reports on Form 10-Q.

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To the extent forward looking non-GAAP financial measures are provided herein, they are not reconciled to comparable forward-looking GAAP measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliation.









2022 ICR Conference



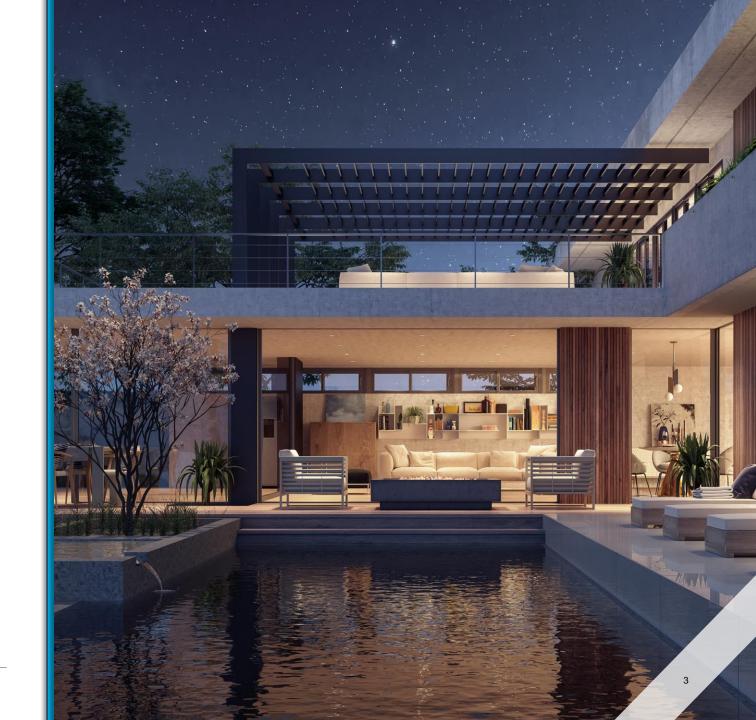
Mike Egeck

Chief Executive Officer

Steve Weddell

Executive Vice President and Chief Financial Officer

Nasdaq: LESL





Leslie's at a glance



Largest and most trusted direct-to-consumer brand in the pool and spa care industry

Physical network larger than the sum of our 20 largest competitors

Digital sales are ~5x as large as that of our largest digital competitor

Listed on Nasdaq Global Select Market under the ticker symbol "LESL" since October 29, 2020

>\$1.3B 21.2%¹
FY21 Comr

Sales

FY21 Comp Sales Growth \$271M

FY21 Adj. EBITDA

Record Fiscal Year; Sales of \$1,343M, 39.1%¹ twoyear stack growth, 50.6%^{1,2} Adj. EBITDA growth

^{1.} Adjusted for impact of 53rd week in fiscal 2020 and related calendar shifts

^{2.} See Appendix for reconciliation of non-GAAP measures to the most directly comparable GAAP measures



What makes us unique

Advantaged industry

Large / demand annuity / predictable growth

Integrated ecosystem

Consumer-centric / unmatched scale and reach / total solution provider

Clear path to growth

Whitespace / proven growth levers / disruptive innovator





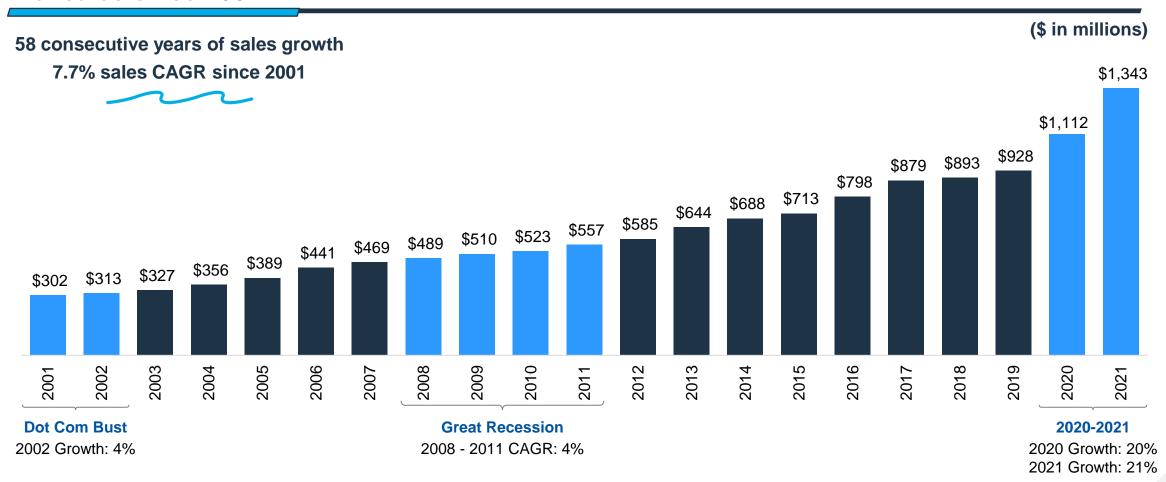






Extraordinary track record of consistent growth and recent acceleration

Net sales since 2001





Industry and Company Overview





Pool care is complex...

No matter the consumer's need state or technical experience, Leslie's delivers the solution

Water balance

pH level: 7.2-7.8
total alkalinity (TA) level: 80-120 ppm
calcium hardness (CH) level: 200-400 ppm
cyanuric acid (CYA) level: 30-50 ppm
free available chlorine (FAC) level: 1.0-4.0 ppm

Water sanitation

<u>Trichlor</u>o-s-trianzinetrione <u>Dichlor</u>-s-trianzinetrione <u>Cal</u>cium <u>Hypo</u>chlorite

Water circulation

Single Speed Pump | Variable Speed Pump



1 hour per 10° F Air Temperature High RPM 3-4 Hours & Low RPM for 6-8 Hours

Filtration

Sand | Cartridge | Diatomaceous Earth

Clean and backwash regularly when pressure gauge increases 8-10 PSI; periodic replacement of filter media

Cleaning

Robotic Pool Cleaner | Manual Cleaning



Water testing

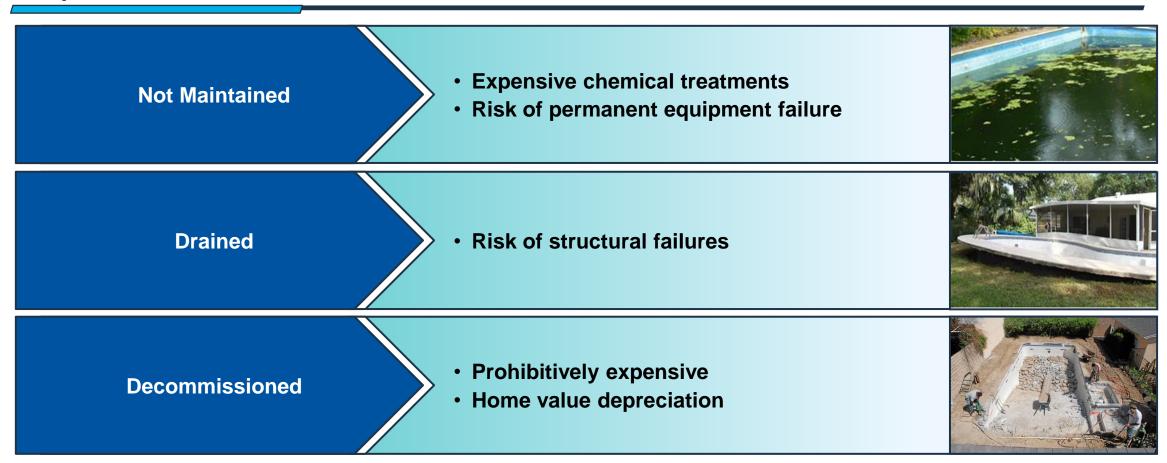
pH | total alkalinity | calcium hardness |
total available chlorine (TAC) |
free available chlorine (FAC) |
cyanuric acid (CYA) |
phosphates | iron | copper |
total dissolved solids (TDS)





... And once a pool is in the ground, there is no option but to maintain it

If a pool is...





Weekly maintenance over decades creates highly attractive unit economics

\$800

Annual spend on essential, non-discretionary products

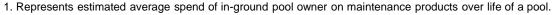
× 30 Years

Long-term, annuity-like demand

= \$24,000

Aftermarket lifetime value¹

Installation of ~600k new in-ground pools during 2021-2025 creates ~\$15B in new lifetime value







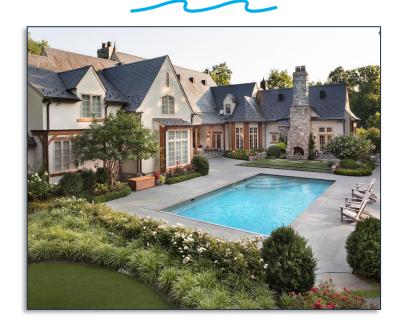






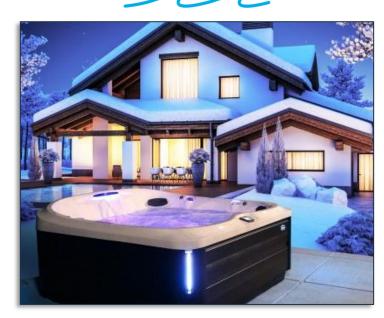
We serve all types of consumers in the market

Residential pool



8.6M Addressable pools **\$6.9B** TAM

Residential hot tub



5.5M Addressable spas \$2.0B TAM

Professional pool



250k Commercial pools managed by Pro Operators **45k** Pool Pros servicing residential pools

\$2.4B TAM

TAM of 14M bodies of water and \$11B of annual aftermarket spend

Source: Third party research



Go-to-market model

Physical Network

Physical network larger than the sum of our twenty largest competitors



914

Residential locations



45

Professional locations



Digital Platform

Digital sales are >5x as large as that of our largest digital competitor



Owned Sites



ELESLIE'S PRO

Our sites capture approximately 60% of total DTC pool traffic





Marketplaces



Our physical and digital properties are integrated with omni-channel capabilities, enabling consumers to engage with Leslie's whenever, wherever, and however they prefer to shop.









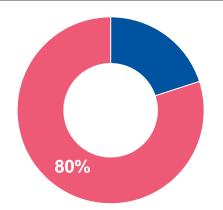
Product and service offerings

Physical Products

The majority of our products are both non-discretionary and exclusive



Recurring Sales



80% of sales are non-discretionary

Proprietary Brands

55% of all products sold are proprietary

> 85% proprietary chemicals

Essential Services

We help consumers spend less time maintaining and more time enjoying their pools



In-store service

4,000+ in-store associates provide skilled support

- Expert advice and consumer education
- Free water testing and customized treatment plans
- Free in-store repairs

In-field service

200+ certified in-field technicians provide essential on-site equipment installation and repair services to residential and commercial consumers









AccuBlue water testing

58 Years

17K

of conducting water tests

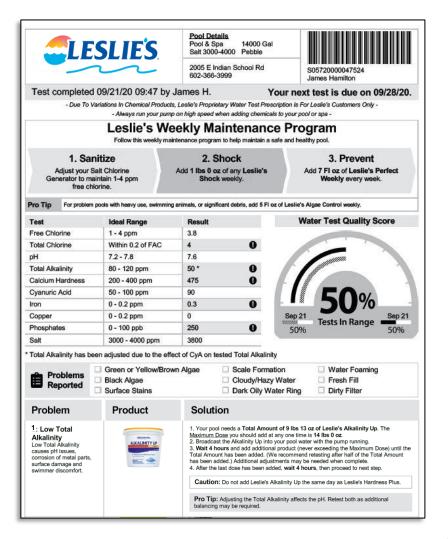
lines of proprietary code to generate prescription and treatment plan

40M+

10-Point test

water tests performed calibrated specifically to Leslie's product specifications

AccuBlue Home Pilot launched 2021











We have created the industry's only consumer-centric integrated ecosystem



Serving consumers whatever their need, whenever, wherever, and however they choose to engage with us





ESG – Leslie's is committed to responsible and sustainable business practices



Environmental

Sanitation & Safety:

Business focused on educating consumers and providing essential products and services related to water sanitation and safety

Sustainability:

Environmentally friendly products, such as energy saving pumps and low NOx heaters, and initiatives underway to reduce packaging footprint

Reduce, Reuse, and Recycle:

Multiple company-wide initiatives in process



Social

Water & Operating Safety:

Our highest operational priority

Health:

· Health and wellness programs, training, educational assistance, and benefit programs

COVID-19:

 Proactive actions to protect associates and consumers throughout our operations

Social Equity:

· Fostering diversity and inclusion among our leadership and workforce with our DIVE IN initiative - Diversity and Inclusion council comprised of associates from C-suite to store associates



Governance

Code of Conduct:

· Adhering to the highest ethical standards in conducting our business

Oversight:

 Principled and consistent oversight across corporate leadership

Board Diversity:

 Three women and three ethnically diverse members of our board of directors

Board Committee Independence:

· All Committees are fully comprised of independent directors

Leslie's filed its inaugural ESG Report in September 2021, which can be found on our IR website at: https://ir.lesliespool.com/esq











2021 Performance





Fiscal 2021 highlights

58th Consecutive Year of Sales Growth, Record Adj. EBITDA²

+21.2%

Comp sales growth¹

Sales of \$1,343M

- Two year stack growth: +39.1%1
- Reported sales growth: +20.7%

+290bps

Gross margin expansion

Gross Profit of \$595M

- Gross margin: 44.3%
- Reported growth: +29.2%

+50.6%

Adj. EBITDA growth^{1,2}

Adj. EBITDA² of \$271M

- Adj. EBITDA² margin: 20.2%
- Margin expansion: +380bps

Key Updates

- Fiscal 2021 target file growth of +18.3%, well in excess of estimated growth in the installed base
- Fiscal 2021 loyalty file growth of +18.0%
- PRO business grew +44.2% in fiscal 2021 and now represents approximately 15% of total sales
- Leslie's Connect enabled ~30% of Leslie's 2021 digital orders
- Finished 2021 with total inventory of \$199M, a 34% increase, as we focus
 on serving more customers in the current environment
- Completed three bolt-on acquisitions in fiscal 2021, adding eight new locations and approximately \$23M of run-rate sales
- Added a total of sixteen locations in fiscal 2021
- Ended 2021 with 952 physical locations across 38 states
- Acquired B&L Pools in first quarter 2022, adding seven pool supply locations to our network – we now operate 959 locations

Our full year performance generated record sales, margin, Adj. EBITDA, and cash flow. These results reflect the effectiveness of our strategic growth initiatives and the tremendous work of our associates and vendor partners to meet strong consumer demand in the face of constrained supply.

Note: Reported growth not adjusted for impact of 53rd week.

- ¹ Adjusted for impact of 53rd week in fiscal 2020 and related calendar shift.
- ² See Appendix for reconciliation of non-GAAP measures to the most directly comparable GAAP measures.









Fiscal 2021 – sales growth of 21%



Note: figures may not sum due to rounding. ¹ Source: P.K. Data.







Fiscal 2021 sales growth drivers

Growing consumer file

+11%

- Target customer file +18%; new customers +37%
- Loyalty file +18%; new loyalty customers +35%
- Growth supported by new marketing capabilities and our advantaged inventory position

Deeper customer relationships

+2%

- Average sales per customer grew +6%
- Average sales grew less than inflation due to strong new customer growth and resulting mix shift

The PRO market

+5%

- 1.000+ PRO Affiliate contracts to date
- · Now operating 28 PRO locations
- Leslie's PRO website supporting PRO Affiliates

Programmatic M&A

+1%

- Completed three acquisitions throughout the year, adding eight locations to our physical network and expanding our presence into a 38th state
- The three acquisitions contributed +2% sales growth on a run-rate basis

Residential whitespace

+2%

- Added eight net new locations¹
- Grew underserved markets with targeted digital tactics

Disruptive innovation

N/M

- Launched AccuBlue Home[™] pilot in June 2021, nearly one-third of active members are new Leslie's customers
- · Program fully subscribed within weeks of launch

Leslie's strategic growth initiatives drove a 21% sales increase in 2021







Strong cash flows enable both growth investments and return of capital to shareholders

Completed ~\$150 Million Share Repurchase on December 16, 2021

Priority

Considerations

Achieve Target Capital Structure

- Finished 2021 with net debt to adjusted EBITDA of 1.7x1 and funded debt to EBITDA of 3.0x1
- Total of \$345M in cash on hand, undrawn \$200M revolving credit facility, and first debt maturity in 2025

Invest in Growth: Capex

- Historically invested approximately 3% of total sales per year
- Opportunity to increase level of investment behind high ROI projects, including new locations, pro location conversions, distribution network enhancements, manufacturing capabilities, and information technology

Invest in Growth: M&A

- Completed three transactions in fiscal 2021, one completed in fiscal 2022 to date, and under non-binding LOI for a second
- Strong pipeline of acquisition targets
- Significant opportunity to increase investment by executing M&A on a programmatic basis and continuing to consolidate highly fragmented markets

Return Capital

- · Deploy excess cash towards opportunistic share repurchases
- Preserve flexibility to redirect excess cash towards capex and M&A opportunities

Leslie's is uniquely positioned with significant growth opportunities, a stable balance sheet, strong liquidity, and robust cash flow generation

¹ Non-GAAP financial measure.



2022 Outlook





Strong industry tailwinds

Macro Trends

Consumers are continuing to:

- Focus time and investment on their homes
- Work from home
- Pursue healthy outdoor lifestyles
- Move to the suburbs and exurbs, particularly in the South and Southwest
- · Increase attention to safety and sanitization

Proj. U.S. Population Growth through 2040²

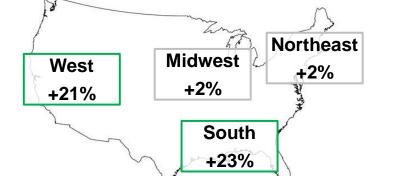
Resulting in elevated levels of:

- Pool & spa usage
- Interest in pool & spa ownership
- New pool installations and construction backlogs
- New spa purchases and order backlogs



Migration to the Sunbelt³

Over the last five years,



1-in-4

interstate movers relocated to a Sunbelt State

• In the last twelve months, 33% of Americans engaged in a home renovation project

Acceleration in Home Investment Trends⁴

 Millennials are spending 27% more in the home retail category than they were this time last year

Demand is being driven by the continuation of the macro trends that accelerated with the onset of the pandemic, were further elevated by work from home, and are showing no signs of slowing



¹ Source: P.K. Data.

² Source: U.S. Census Bureau, Weldon Cooper Center for Public Service, Demographics Research Group.

³ Source: U.S. Census Bureau; Sunbelt States include California, Arizona, Texas, and Florida.

⁴ Source: McKinsey, as of August 2021.



Leslie's is well-positioned to navigate extraordinary industry dynamics

While demand remains elevated, the category is faced with many of the same challenges observed across all industries

	Industry Dynamic	Structural Advantages and Measures Taken						
(5)	Cost Inflation	 Vertical integration Long-term supply contracts Ability to pass on costs 						
	Supply Chain Disruption	 Leveraging our scale and balance sheet to secure inventory 30%+ more inventory on hand 'Always on' inventory procurement 						
	Tight Labor Market	 Increased wages and minimum wage Equity distribution to store managers Increased recruiting capabilities 						
	COVID-19	 Established as an 'essential business,' providing protection against further shutdowns Robust digital presence 80% non-discretionary – pool and spa owners cannot forgo maintenance 						
##	Trichlor Supply	Procured more Trichlor for fiscal 2022						

Fiscal 2022 sales growth drivers

Growing consumer file

+100 to 300bps

- Increasing marketing spend by approximately 30% to accelerate customer acquisition
- Advantaged inventory position

Deeper customer relationships

+100 to 300bps

- Loyalty 2.5 continued refinement of loyalty customer experience
- Refine customer segmentation and targeted marketing tactics to deepen relationships

The PRO market

+100 to 300bps

- 1,500+ PRO Affiliate contracts
- 25 PRO conversions and 5 new builds
- · Continue to scale Leslie's PRO website

Programmatic M&A

+100 to 300bps

- Capitalize on rich pipeline of M&A opportunities by acquiring pool and spa supply businesses in strategically advantaged markets
- Targeting \$30M+ FY22 sales contribution and 35+ new locations from bolt-on acquisitions

Residential whitespace

300bps

+100 to

- Open at least 10 residential locations in new and existing markets
- Continue addressing underserved markets with targeted digital marketing tactics

Disruptive innovations

N/M

- Introduce enhancements to the AccuBlue Home[™] platform and begin testing v2.0 device
- Continue exploring new means of addressing the evolving needs of pool and spa owners

Leslie's growth is expected to be broad based across our growth initiatives



Fiscal 2022 guidance

Fiscal 2022 Guidance **Sales Sales Growth** \$1,475M - \$1,500M 10% – 12% **Gross Margin Gross Profit** \$655M - \$665M Flat to +10bps Adj. EBITDA Adj. EBITDA Growth 9% – 13% \$295M - \$305M Adj. Net Income Adj. Net Income Growth 12% – 18% \$180M - \$190M

Long-term Growth Algorithm

Annual Sales Growth

MSD to HSD %

Gross Margin

Flat to +25bps

Adj. EBITDA Growth

LDD %

Earnings Growth

Mid- to high-teens %

Fiscal 2022 Guidance Commentary

At the midpoint of our guidance:

- Sales growth stronger than long-term growth algorithm driven by investments in strategic growth initiatives
- Gross margin and earnings growth inline with long-term growth algorithm

Leslie's Long-term Growth Drivers





Leslie's unique capabilities and strategic initiatives









Leslie's value proposition

The largest and most trusted direct-to-consumer brand in the highly advantaged and fragmented pool and spa care industry

Advantaged industry

Large / demand annuity / predictable growth

Integrated ecosystem

Consumer-centric / unmatched scale and reach / total solution provider



Clear path to growth

Whitespace / proven growth levers / disruptive innovator







GAAP to non-GAAP reconciliation tables

	Year Ended					
	October 2, 2021		October 3, 2020		September 28, 2019	
Net income	\$	126,634	\$	58,561	\$	702
Interest expense		34,410		84,098		98,578
Income tax expense		36,495		2,627		14,855
Depreciation and amortization expense ⁽¹⁾		26,553		28,925		30,424
Management fees (2)		382		4,900		4,533
Equity-based compensation expense (3)		25,621		1,785		2,130
Loss on debt extinguishment ⁽⁴⁾		9,169		_		_
Costs related to equity offerings (5)		10,444		_		_
Executive transition costs and other ⁽⁶⁾		905		1,874		8,781
Adjusted EBITDA	\$	270,613	\$	182,770	\$	160,003

Notes: Year ended October 3, 2020 included 53 weeks. Financials are unaudited. Amounts are presented in thousands except per share data

- 1. Includes depreciation related to our distribution centers and locations, which is reported in cost of merchandise and services sold in our consolidated statements of operations.
- 2. Represents amounts paid or accrued in connection with our management services agreement, which was terminated upon the completion of our IPO in November 2020 and are reported in SG&A in our consolidated statements of operations.
- 3. Represents charges related to equity-based compensation and the related Company payroll tax expense which are reported in SG&A in our consolidated statements of operations.
- 4. Represents non-cash expense due to the write-off of deferred financing costs related to our Term Loan modification and the repayment of our senior unsecured notes in fiscal 2021 and are reported in loss on debt extinguishment in our consolidated statements of operations.
- 5. Includes one-time payments of contractual amounts incurred in connection with our IPO that was completed in November 2020 which are reported in SG&A, and costs incurred for follow-on equity offerings in February, June and September 2021 which are reported in other expenses, net in our consolidated statements of operations.
- 6. Includes executive transition costs, losses (gains) on disposition of fixed assets, mark-to-market on interest rate cap and other non-recurring, non-cash or discrete items as determined by management. Amounts are reported in SG&A and other expenses, net in our consolidated statements of operations.







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Costs related to equity offerings (4)		10,444		_		_
Executive transition costs and other (5)		905		1,874		8,781
Tax effects of these adjustments (6)		(11,677)		(2,147)		(3,381)
Adjusted net income	\$	161,478	\$	64,973	\$	12,765

		Year Ended				
	October 2, 2021		October 3, 2020		September 28, 2019	
Adjusted earnings per share - basic	\$	0.87	\$	0.42	\$	0.08
Adjusted earnings per share - diluted	\$	0.85	\$	0.42	\$	0.08
Weighted average shares outstanding						
Basic		185,412		156,500		156,500
Diluted		190,009		156,500		156,500

Notes: Year ended October 3, 2020 included 53 weeks. Financials are unaudited. Amounts are presented in thousands except per share data

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- 6. Represents the tax effect of the total adjustments based on our actual statutory tax rate. Amounts are reported in income tax expense in our consolidated statements of operations.





