



UNITED *by* WATER  
**MARINEMAX**





# DISCLAIMER



Information contained in this presentation, other than historical information, should be considered forward-looking and subject to various risks, uncertainties and assumptions.

Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, estimated or expected.

Among the key factors that may have a direct bearing on the operating results, performance and financial condition of the Company are the general economic environment, which has and can greatly impact the marine industry; the availability and cost of borrowed funds; the level of consumer spending and available financing; continued availability of key products; and other factors discussed in MarineMax's filings with the Securities and Exchange Commission.







“Boating is the best way to escape the stress of life, to create memories of a lifetime with family and friends. We are all United by Water.”

- Brett McGill, President & CEO



# MARINEMAX AT A GLANCE 2021



**\$2.06B**

Net Sales  
37% Increase

**13%**

Same Store  
Sales

**\$6.78**

Diluted EPS  
Nearly Doubled

**\$17.37**

Per Share Tangible Net  
Worth

**32%**

Gross Margin

**39%**

Pre-Tax CAGR



# 100 LOCATIONS

IN 21 STATES, BRITISH VIRGIN ISLANDS AND OTHER COUNTRIES

# 25

PREMIUM  
BRANDS -  
SIX EXCLUSIVE

LARGEST BOAT, YACHT, AND SUPER YACHT COMPANY

# IN THE WORLD

## WHAT WE'RE GOOD AT

Our premium brands drive opportunities

Our focus on customer service and building trust supported with Net Promoter results

A technology-driven culture

31 marinas owned or operated and 8,000 slips

# WHY MARINEMAX?



## TEACH

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Fishing Seminar

---

Captain's Orientation

---

Women on Water

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Kids in Boating



## SERVICE

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Pro-active and  
Emergency Services

---

Mobile Service

---

State-Of-The-Art  
Equipment  
and Facilities

---

MarineMax App



## FUN

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MarineMax  
Getaways!®

---

Owners Rendezvous

---

Customer Events  
& Boat Shows

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MarineMax  
Vacations



# STORM-TESTED LEADERSHIP



**Bill McGill**  
Executive Chairman  
of the Board

**49 Years**  
of Experience



**Brett McGill**  
Chief Executive Officer  
& President

**26 Years**  
of Experience



**Mike McLamb**  
Chief Financial Officer  
& Secretary

**24 Years**  
of Experience



**Chuck Cashman**  
Chief Revenue Officer

**30 Years**  
of Experience



**Anthony Casella**  
Chief Accounting Officer

**24 Years**  
of Experience

# INVESTMENT HIGHLIGHTS



**Exclusive** agreements  
with **premier** brands



**Global** geographic reach  
with **valuable** real  
estate portfolio



**Differentiated** customer  
approach producing  
market share **gains**



**Multiple** growth  
opportunities



**Strong culture** driven  
by cycle-tested  
management team



**Industry leading**  
balance sheet



# PREMIUM BRANDS

MARINEMAX

Benetti

AZIMUT  
YACHTS

NAUTIQUE

Hatteras

AVIARA

tigé  
BOATS

MasterCraft

HARRIS

Sea Ray

CRUISERS YACHTS

OCEAN ALEXANDER

GW  
GRADY-WHITE

GALEON  
YACHTS

AQUILA

mjm  
yachts

BOSTON  
WHALER

Scout

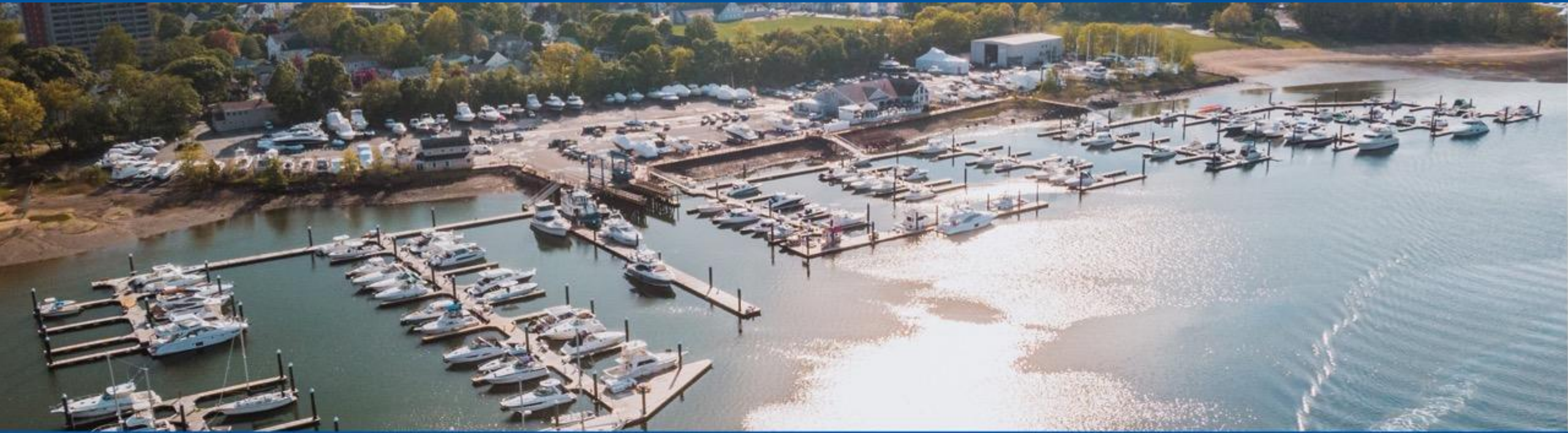
intrepid  
POWERBOATS

BERTRAM





# PORTFOLIO OF VALUABLE REAL ESTATE



## \$28.9M ANNUAL SALES PER STORE

Currently maintain **79 retail locations** and **23 owned locations** in highly desirable geographies

Real estate portfolio includes **31 owned or operated marinas**, including restaurants, storage and service facilities

**89% increase** in average store revenue since 2015 to **\$28.9M**

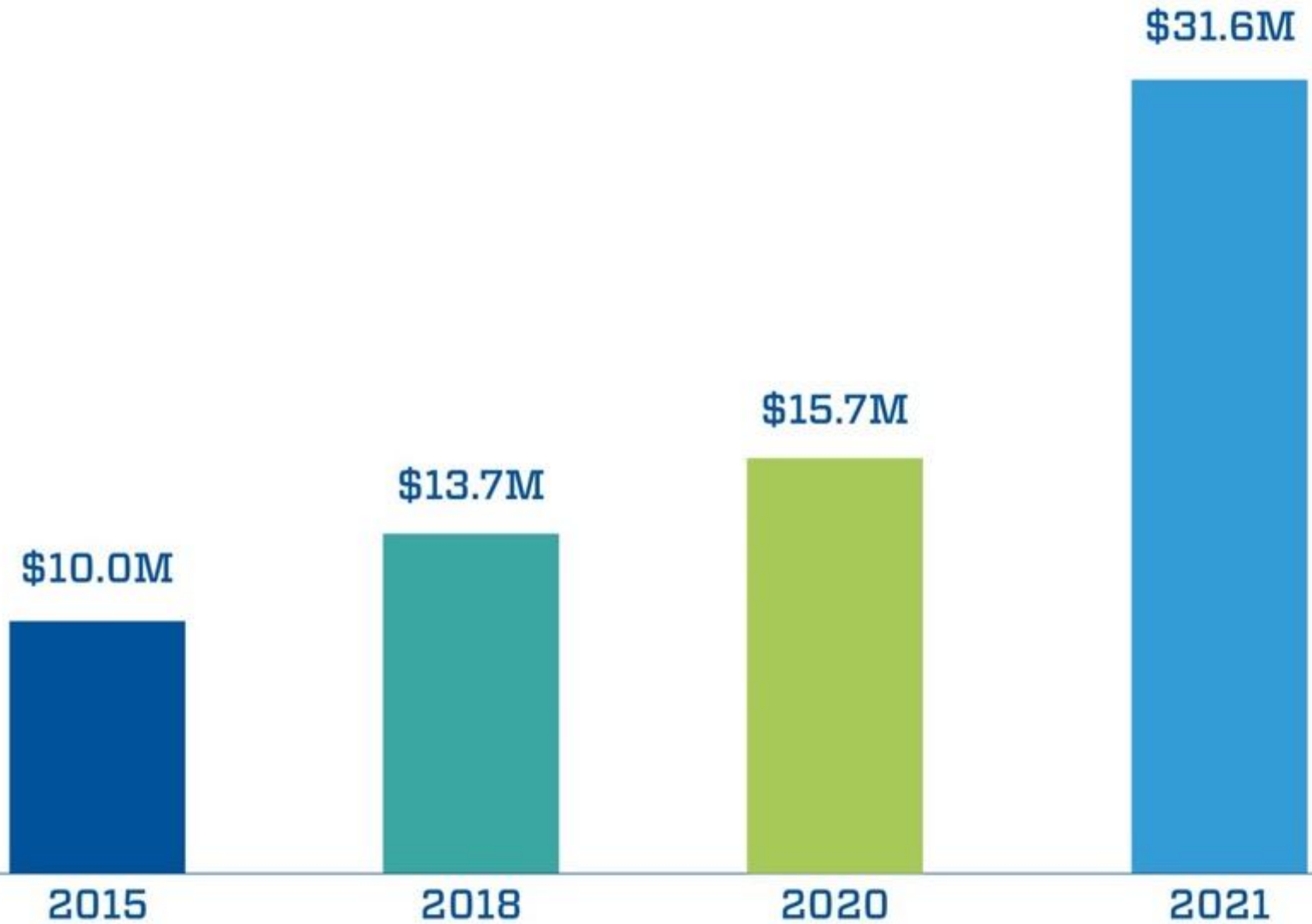
Fair Value **considerably higher** than book value



# MARINA REVENUE



CONTRIBUTES TO  
HIGH MARGIN  
GROWTH



# MULTIPLE OPPORTUNITIES FOR GROWTH



Significant margin  
opportunity

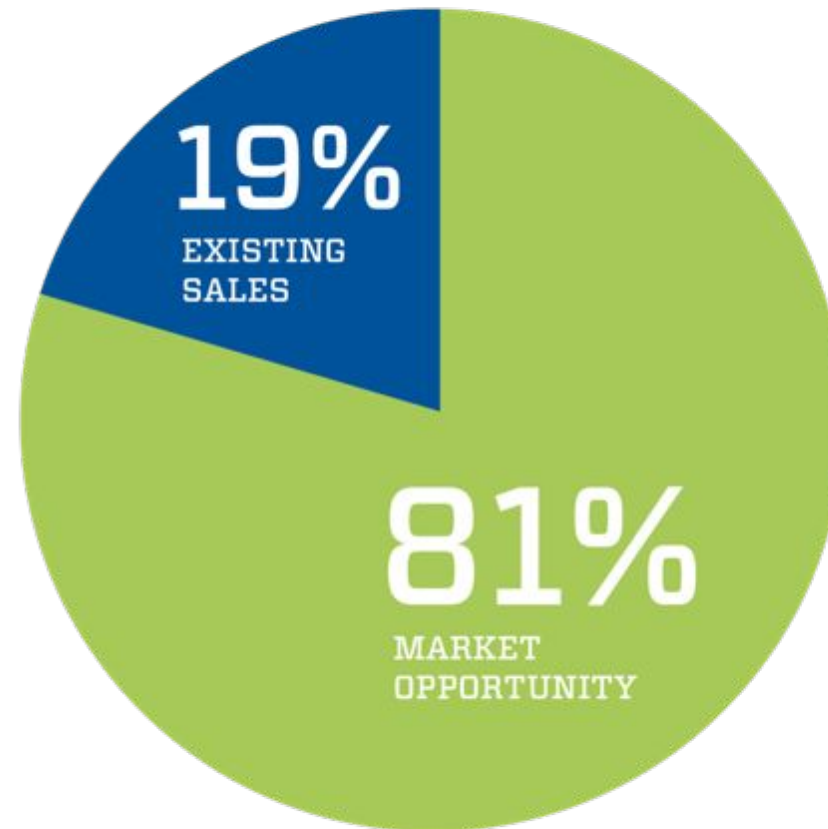
Premium brands  
drive sales growth

Brand expansion opportunities  
within existing and  
new markets

Leverage digital  
platform

Target select accretive  
acquisitions





Sales from six brands represent just 19% of the total market opportunity:

Azimut Ocean Alexander Galeon Aviara Aquila Benetti

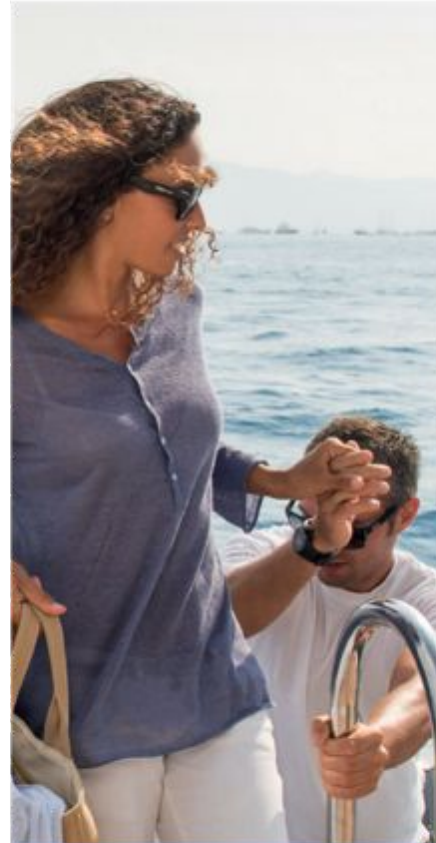
# SIGNIFICANT MARGIN OPPORTUNITIES



**DIGITAL  
BUSINESS**



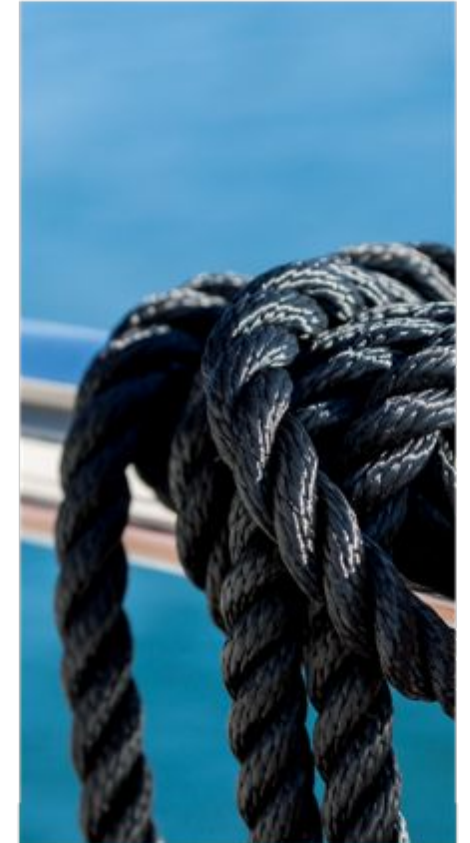
**FULL SERVICE  
MARINAS**



**FRASER/ NORTHROP  
& JOHNSON SUPER  
YACHT SERVICES**

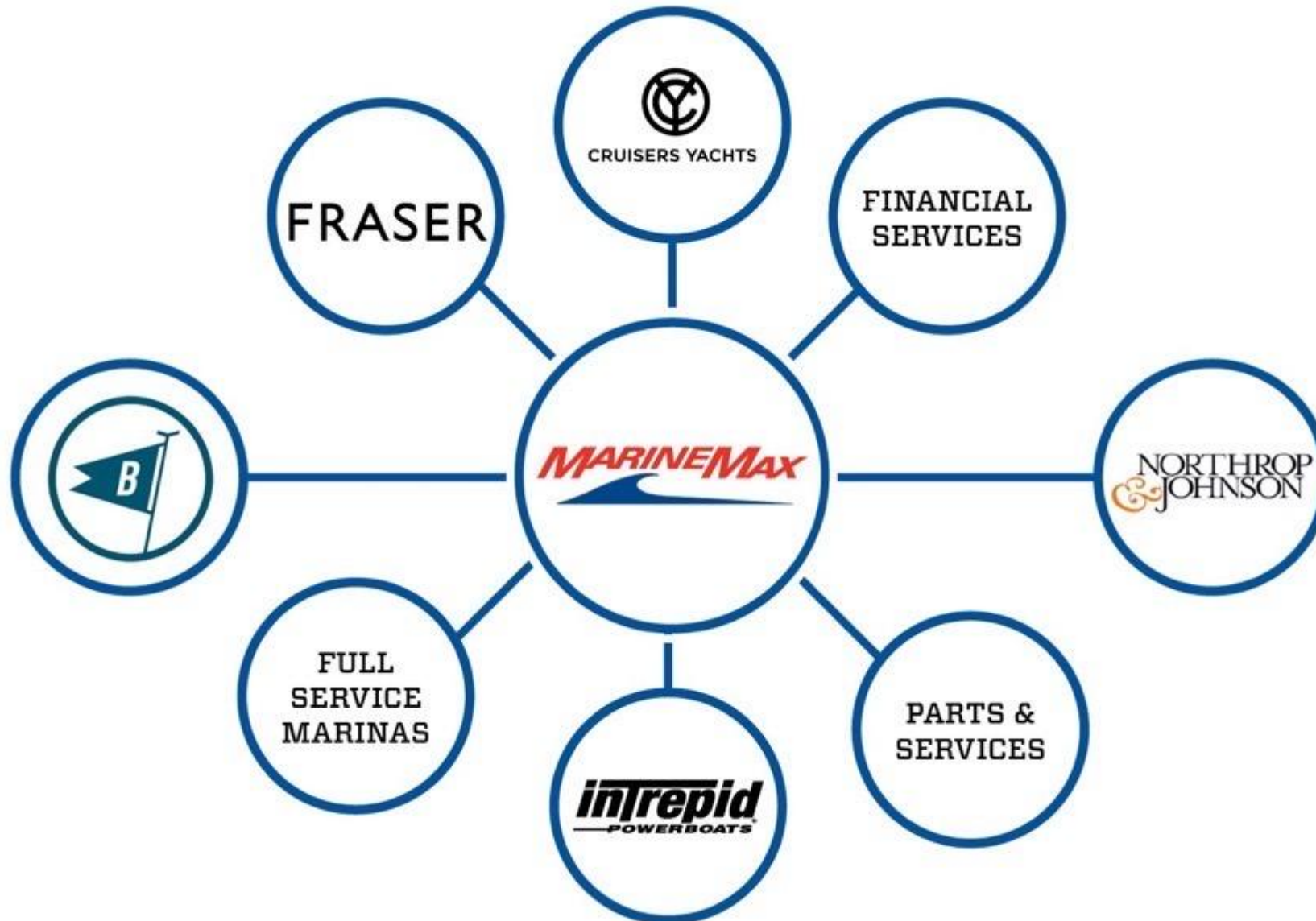


**EXPANDED PARTS  
& SERVICE**



**FINANCIAL  
SERVICES**





# DRIVING A STRATEGIC DIGITAL TRANSFORMATION



Leveraging **digital and marketing analytics**, plus, **artificial intelligence** to create a seamless experience for customers.



Introduced award-winning **MarineMax App**, to give quick, easy access to service scheduling, monitoring and payment.



Soundings Only “**Most Innovative Marine Company**” Award







APRIL 2019

FRASER

JULY 2019

BOATYARD  
WWW.BOATYARD.COM



MARCH 2020



PRIVATE  
INSURANCE  
SERVICES

JULY 2020

NORTHROP  
& JOHNSON

JULY 2020



SkipperBud's

OCTOBER 2020



CRUISERS YACHTS

MAY 2021

MARINEMax  
NISSWA MARINE

JULY 2021

MARINEMax  
Texas MasterCraft

NOVEMBER 2021

inTrepid  
POWERBOAT

NOVEMBER 2021



## ENVIRONMENTAL

Seek out manufacturers committed to sustainability, environmental stewardship, and low-emissions

Continually examine and improve processes that affect the environment

Implement measures that ensure the efficient use of scarce resources within operations

Minimize overall waste

Investing significant locations for resources in maintaining and developing the long term

Several locations have been designated Clean Marinas



## SOCIAL

Providing team members time to volunteer with Habitat for Humanity housing projects and making our own charitable donations to HFH

Support the ocean cleanup company 4ocean and their mission to end the world's plastic pollution crises

Respect for the individual regardless of nationality, race, sex and to provide a safe and regulated workplace for them with ongoing training and awareness efforts

Committed to equal opportunity and intolerant to discrimination and harassment



## GOVERNANCE

Focused on shareholder alignment

Separated Chairman & CEO Roles

Maintain a productive dialogue with shareholders

Employees receive annual training

### Values:

Honesty, Trust, Loyalty,  
Professionalism, Consistency,  
Always do what is right, Treat others  
as we want to be treated

Always consider the long term





# 2021 FINANCIAL HIGHLIGHTS



**Revenue \$2.06B**  
Up | 37%



**Expanding Gross  
Margins | 32%**



**\$6.78 EPS**  
Nearly Doubled



**Strong Balance  
Sheet & Tangible  
Net Worth | \$394M**



**Strong Cash  
Position**



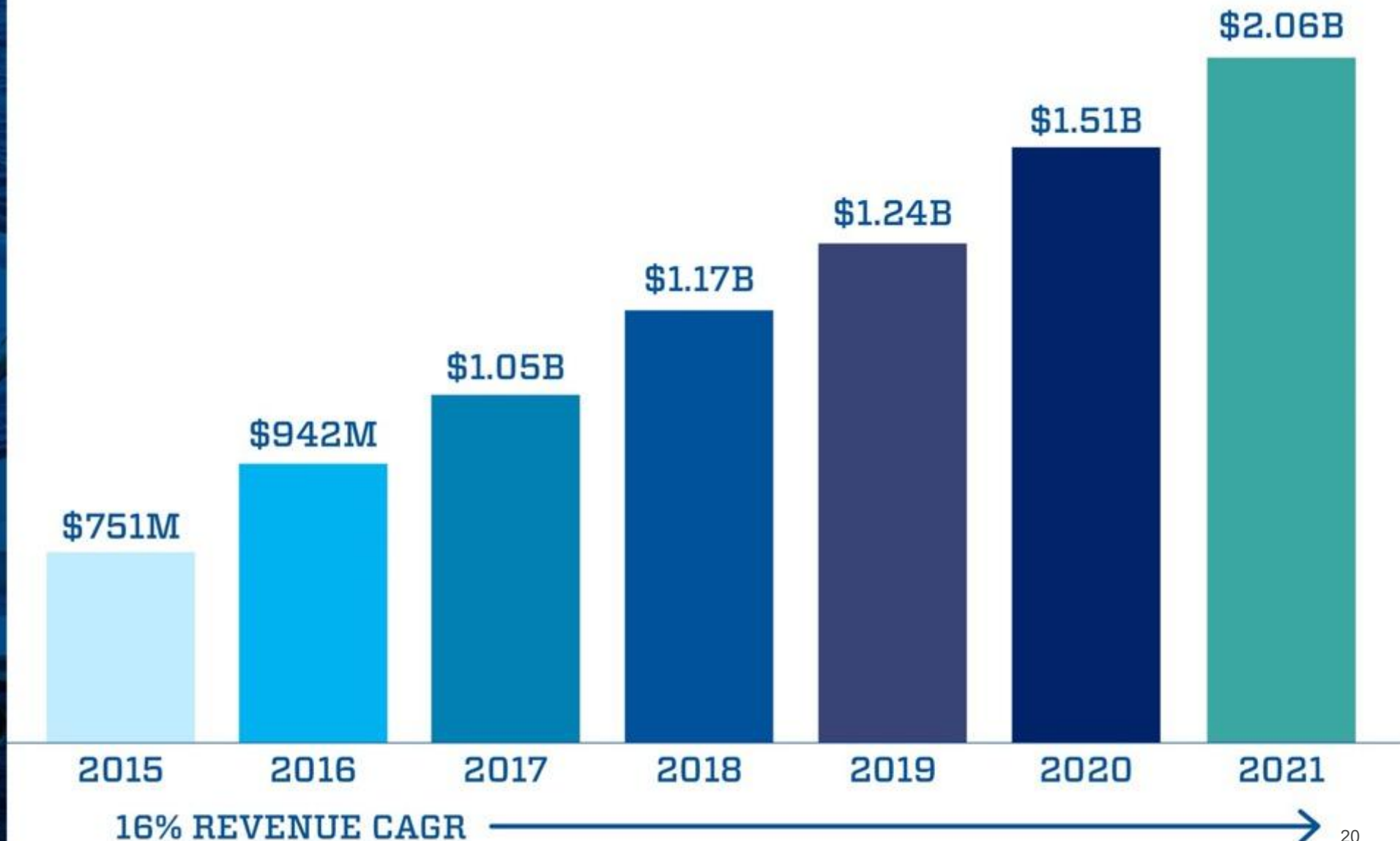
**Poised to Take  
Advantage of Opportunities**  
as they arise

# BUILDING STRONG SUSTAINED SALES GROWTH



## Achieving Growth Through:

- Brand Expansions
- Markets Share Gains
- Marina & High Margin Businesses
- 12.5% Average Same-Store Sales Growth

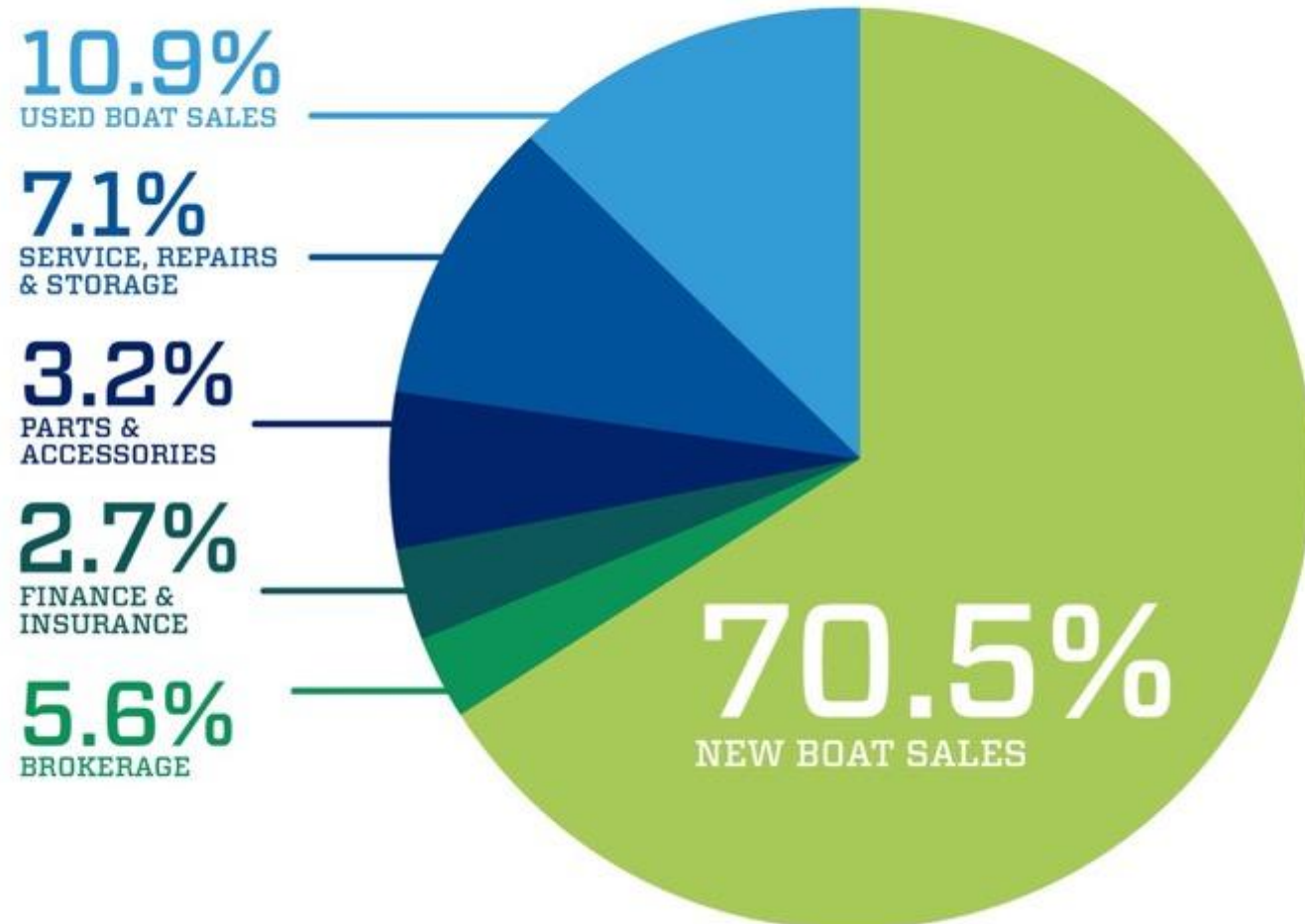




# 2021 FISCAL YEAR REVENUE MIX



Mix has shifted to  
greater percentage of  
higher margin businesses:  
18.6% in 2021

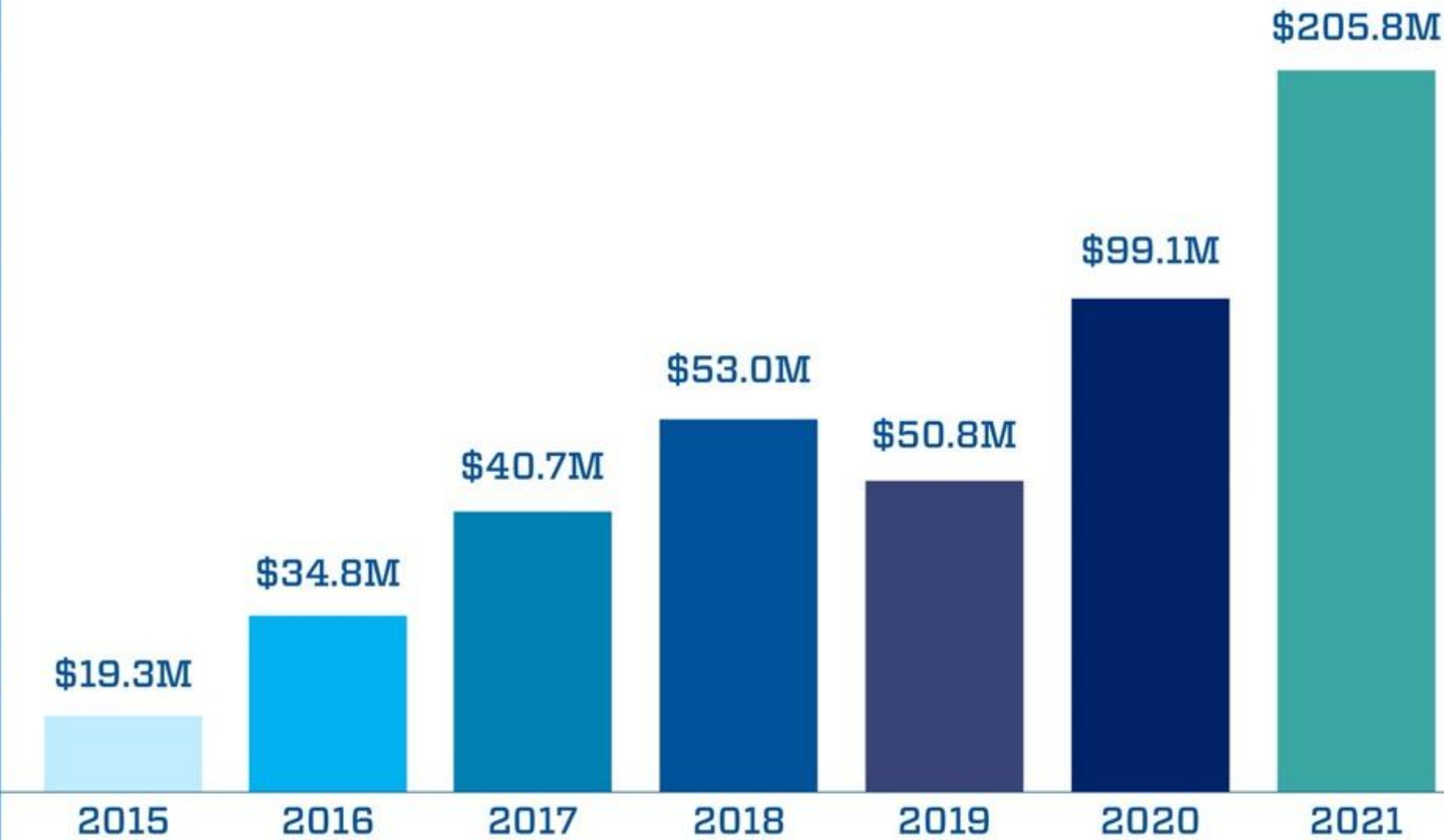


# GROWTH-FISCAL YEAR PRE-TAX



39% Pre-Tax CAGR

Most Growth Generated  
Through Same-Store Sales



Note: Unusual gains and expenses removed from 2015, 2017, 2018 and 2019.

39% PRE-TAX CAGR



# MEANINGFUL QUARTERLY PERFORMANCE



- Same -Stores Sales Growth of 9% driven by unit growth
- Gross Margin Expands to a record 35%
- Record First Quarter Earnings Per Share

Revenue (Q1)



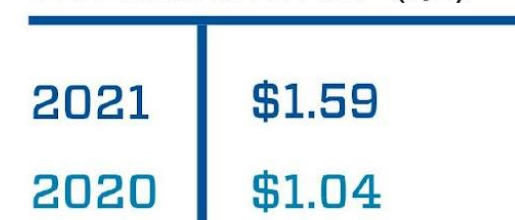
Gross Margin (Q1)



Pre-Tax\* (Q1)



Per Diluted Share\* (Q1)



# SIGNIFICANT ANNUAL GROWTH



- Same-Store Sales Increased by 13%
- Gross Margin Expansion – Growth In Product Margins and Expansion Of Higher Margin Business Organically and Through Acquisitions
- Revenue Increases 37%
- Earnings Per Share Almost Double

\*2020 Adjusted

## Revenue



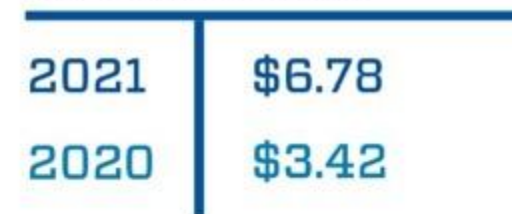
## Gross Margin



## Pre-Tax\*



## Per Diluted Share\*





# INDUSTRY LEADING BALANCE SHEET



- Strong Cash and Liquidity
- Strong Level of TNW
- Formidable balance sheet provides capital for growth

## DECEMBER

### Cash



### Short-Term Borrowings



### Inventories, net



### Stockholders' Equity

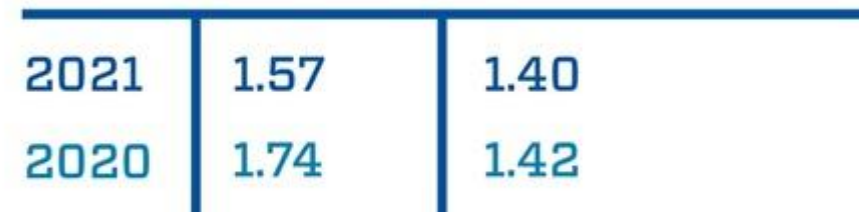


### Property and Equipment, net



### Current Ratio

### Total Liabilities / Total Net Worth





# PRIORITIES FOR USE OF CASH



Maintain Strong  
Balance Sheet

Capex Facilities  
and Technology  
Strategies

Strategic  
Acquisitions

Opportunistic  
Share Repurchases





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