



Q2 2024 Results

Thursday, July 25, 2024

Q2 2024 RESULTS – EARNINGS CALL

Call Participants

- Jochen Zeitz, Chairman, President and CEO
- Jonathan Root, Chief Financial Officer
- Karim Donnez, CEO – LiveWire (NYSE: LVWR)
- Shawn Collins, Director Investor Relations



Q2 2024 PERFORMANCE HEADLINES

- Delivered diluted EPS of \$1.63
- HDMC operating income margin of 14.7%
- North America motorcycle retail performance down 1%, while retail sales of Touring and CVO motorcycles up more than 12% in the U.S.
- Touring market share of 75%, up 5.3% in first half of the year ¹
- HDMC revenue up 13% driven by global motorcycle shipments up 16%
- HDFFS operating income up 21%, and revenue up 10%
- Company revises its full year 2024 financial outlook to reflect the current environment
- Announced plan to repurchase \$1 billion of shares through 2026 ²

¹ Source: U.S. 601+cc Street Legal Market Share for Q2 2024 from Motorcycle Industry Council (MIC).

² See press release dated July 25, 2024

CONSOLIDATED – Q2 2024 RESULTS

Q2 2024 Results ¹ (\$ millions, except earnings per share)	HDMC	HDFS	LiveWire	Total HDI
Revenue	\$1,349	\$264	\$6	\$1,619
% vs PY	13%	10%	-8%	12%
Operating Income (Loss)	\$198	\$71	(\$28)	\$241
Margin %	14.7%	27.1%	NM	14.9%
% vs PY	2%	21%	12%	9%
Net Income Attributable to HDI				\$218
Margin %				13.5%
Diluted EPS				\$1.63
% vs PY				34%

¹ "NM" means non-meaningful



CONSOLIDATED – JUNE YTD 2024 RESULTS

June YTD 2024 Results ¹ (\$ millions, except earnings per share)	HDMC	HDFS	LiveWire	Total HDI
Revenue	\$2,825	\$512	\$11	\$3,349
% vs PY	3%	11%	-25%	4%
Operating Income (Loss)	\$436	\$125	(\$57)	\$504
Margin %	15.4%	24.4%	NM	15.1%
% vs PY	-18%	7%	-2%	-15%
Net Income Attributable to HDI				\$453
Margin %				13.5%
Diluted EPS				\$3.34
% vs PY				2%

¹ "NM" means non-meaningful



HARLEY-DAVIDSON WORLDWIDE RETAIL SALES AND INVENTORY

Harley-Davidson Retail Sales

Retail Motorcycle Sales of H-D Motorcycles (vs. PY)

	Q2 2024	June YTD 2024
North America	-1%	2%
EMEA	-1%	-5%
Asia Pacific	-16%	-14%
Latin America	0%	1%
Worldwide	-3%	-2%

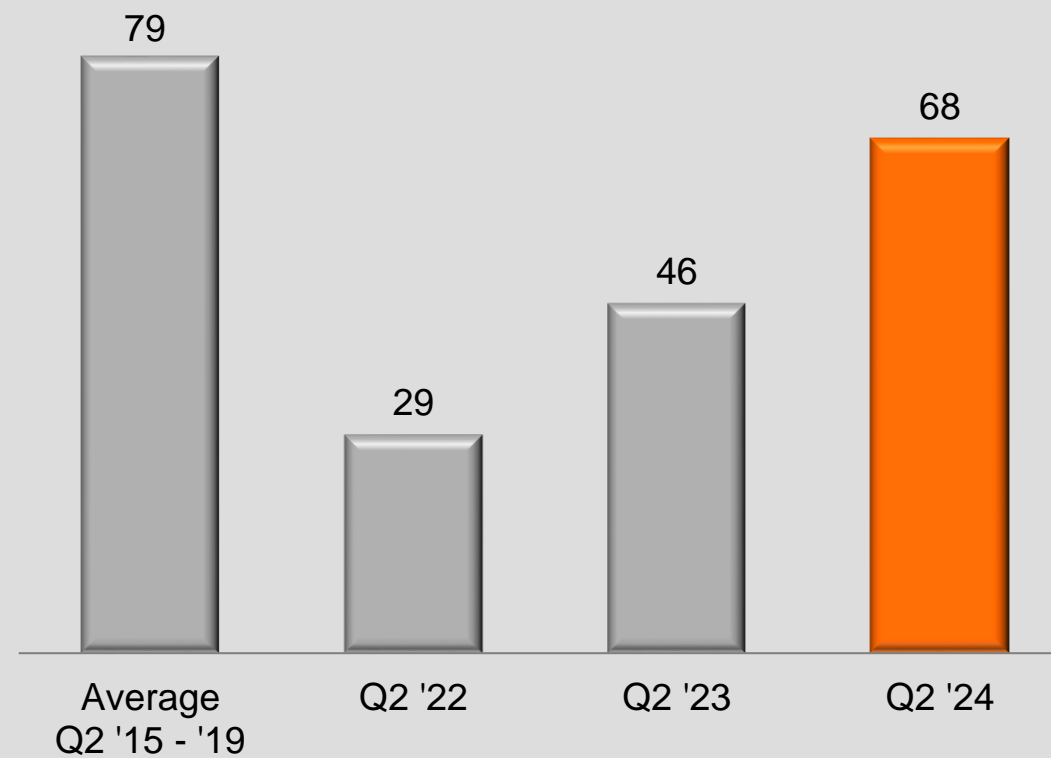
Market Share

New 601+CC Market Share

	Q2 2024	June YTD 2024
H-D U.S. Share ¹	36%	38%
- H-D U.S. Touring	73%	75%
- H-D U.S. Large Cruiser	72%	75%
H-D Europe Share ¹	4%	5%

Dealer Inventory Units

Worldwide Harley-Davidson Dealer Inventory Units
(Thousands)^{2, 3}



¹ Source: Motorcycle Industry Council (MIC) for U.S. share and Management Services Helwig Schmitt GmbH for Europe share

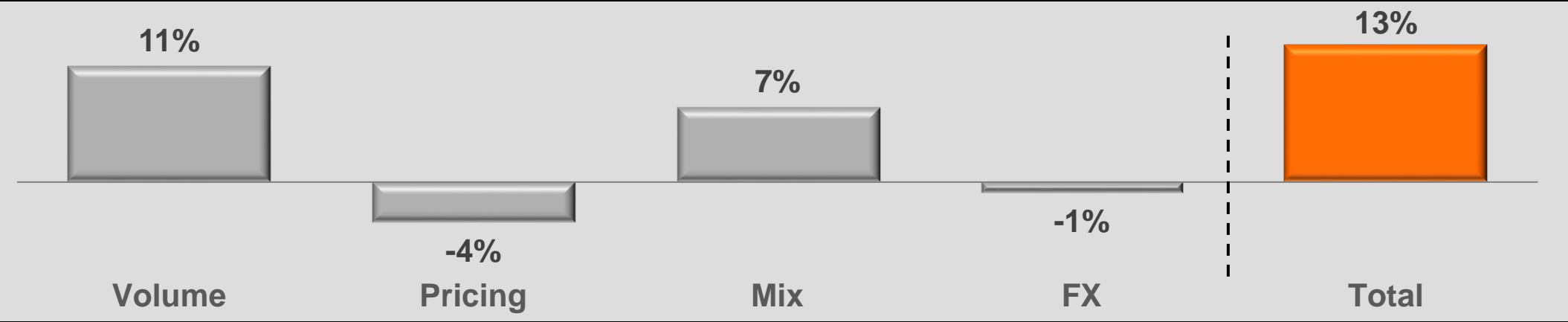
² Dealer inventory units – level at the end of each quarter (rather than a 4-point average that we had previously used from Q2 2022 thru Q3 2023)

³ Average Q2 2015 to 2019 is the numerical average of Dealer Inventory at the end of Q2 2015 = 80,162, Q2 2016 = 89,342, Q2 2017 = 82,876, Q2 2018 = 73,295, and Q2 2019 = 70,320

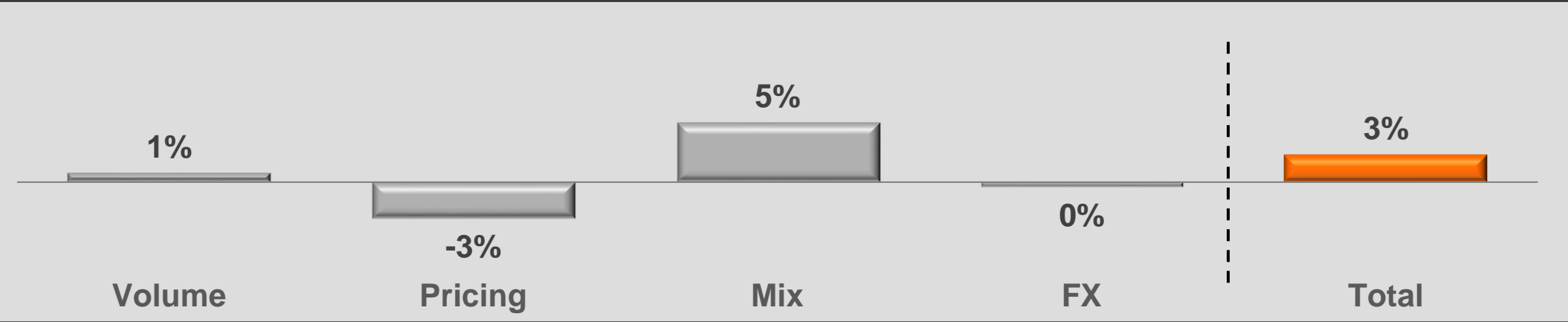


HDMC REVENUE BRIDGE

Q2 2024 HDMC Revenue Bridge^{1, 2, 3}



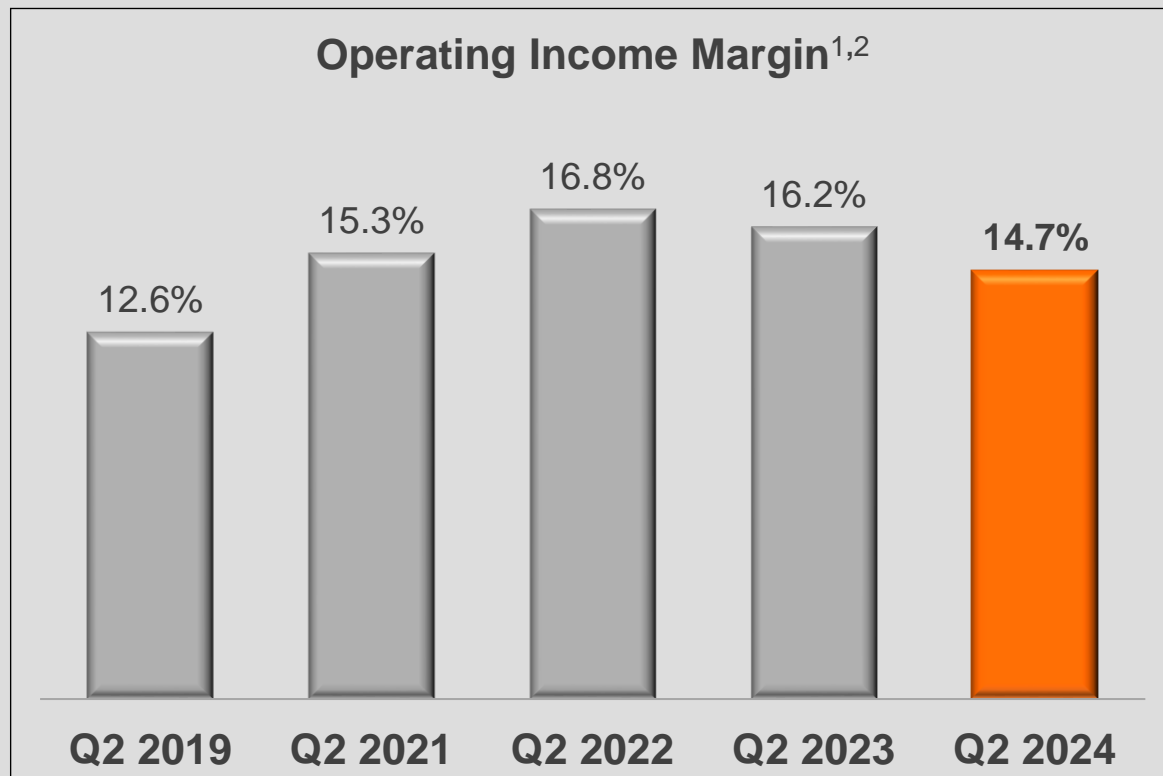
YTD 2024 HDMC Revenue Bridge^{1, 2, 3}



¹ HDMC Revenue Bridge compares Q2 '24 revenue to Q2 '23 revenue on a year-over-year basis and YTD 2024 revenue to YTD 2023 revenue on a year-over-year basis, respectively.
² Pricing changes in Q2 '24 and YTD 2024 are primarily due to the net pricing effect of three factors: a) global pricing actions on Model Year 2024 line-up (positive), b) removal of 'Pricing Surcharge' on MY '24 motorcycles (headwind), and c) impact of sales incentives (headwind)
³ 'Pricing Surcharge' added to select Model Year 2021, 2022 and 2023 H-D motorcycles to offset raw materials & freight costs in the product supply chain beginning in July 2021



Q2 2024: HDMC OPERATING INCOME MARGIN

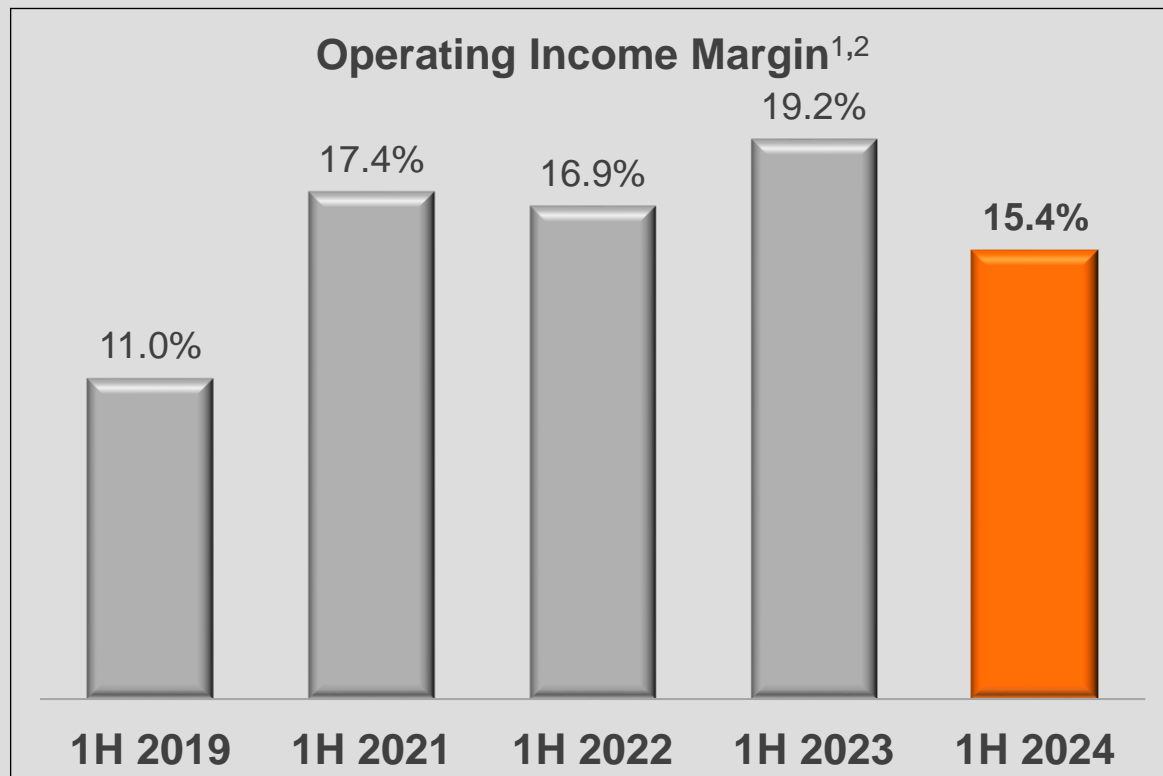


Q2 2023 Op Income Margin	\$194 mm	16.2%
Volume	\$40	1.5 Pts
FX	(\$14)	-0.9 Pts
Mix	\$51	2.6 Pts
Pricing	(\$45)	-2.6 Pts
Manufacturing & Other	(\$16)	-1.2 Pts
Operating Expenses	(\$12)	-0.9 Pts
Q2 2024 Op Income Margin	\$198 mm	14.7%

¹ HDMC historical results exclude LiveWire results, beginning in Q1 2021

² In Q2 2019 and Q2 2021, Harley-Davidson paid \$29M and \$16M in additional EU tariffs, respectively

JUNE YTD 2024: HDMC OPERATING INCOME MARGIN



YTD 2023 Op Income Margin	\$530 mm	19.2%
Volume	\$9	0.2 Pts
FX	(\$18)	-0.6 Pts
Mix	\$58	1.0 Pts
Pricing	(\$92)	-2.6 Pts
Manufacturing & Other	(\$38)	-1.3 Pts
Operating Expenses	(\$13)	-0.5 Pts
YTD 2024 Op Income Margin	\$436 mm	15.4%

¹ HDMC historical results exclude LiveWire results, beginning in Q1 2021

² In 1H 2019 and 1H 2021, Harley-Davidson paid \$47M and \$19M in additional EU tariffs, respectively.

HDFS SEGMENT: Q2 2024 RESULTS

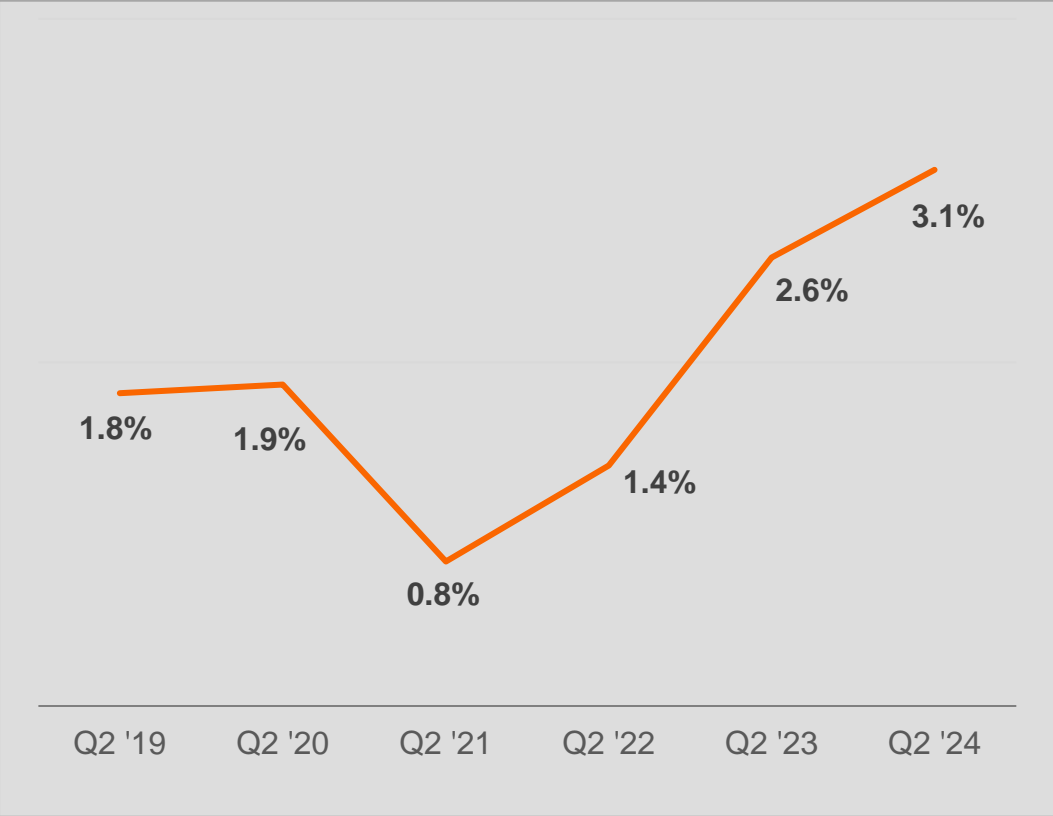
Summary Financials (\$ millions)	Q2 2024	+ / - PY	% vs. PY
Revenue	\$264	\$23	10%
Interest Expense	\$94	\$8	9%
Provision for Credit Losses	\$56	(\$1)	(2%)
Operating Expense	\$43	\$4	11%
Total Expenses	\$193	\$11	6%
Operating Income	\$71	\$12	21%
Margin %	27.1%		

HDFS SEGMENT: JUNE YTD 2024 RESULTS

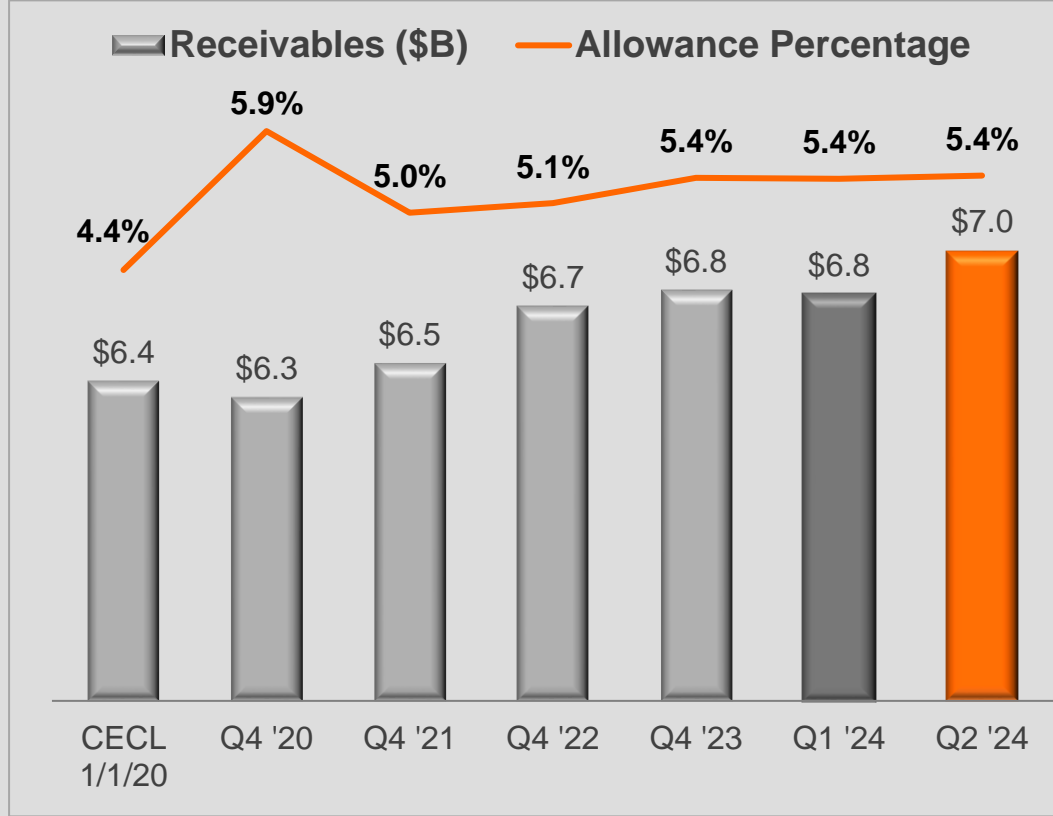
Summary Financials (\$ millions)	YTD 2024	+ / - PY	% vs. PY
Revenue	\$512	\$49	11%
Interest Expense	\$182	\$23	14%
Provision for Credit Losses	\$117	\$7	7%
Operating Expense	\$88	\$11	14%
Total Expenses	\$387	\$41	12%
Operating Income	\$125	\$8	7%
Margin %	24.4%		

HDFS SEGMENT PERFORMANCE

Annualized Retail Credit Losses^{1, 2}



Retail Finance Receivables & Allowance



¹ 2021 and 2022 results were impacted by federal stimulus payments and a high volume of COVID-19 pandemic related retail loan payment due date extensions for qualified customers
² Represents annualized retail credit losses for the six-month period ending in June of the period shown



LIVEWIRE SEGMENT: Q2 AND JUNE YTD 2024 RESULTS^{1, 2, 3}

\$ millions Actual Units	Q2			JUNE YTD		
	2023	2024	% vs PY	2023	2024	% vs PY
Motorcycle Units	33	158	379%	96	275	186%
Revenue	\$7.0	\$6.4	(8%)	\$14.8	\$11.2	(25%)
Operating Loss	(\$32.0)	(\$28.2)	12%	(\$56.5)	(\$57.4)	(2%)

- Q2 unit sales of **158 electric motorcycles**, an increase of 35% over Q1 2024 and triple digit increase over Q2 2023
- **Q2 operating loss** improvement of \$3.8 million (or 12%) driven by overall cost reduction initiatives, in line with expectations
- YTD unit sales of **275 electric motorcycles**, a triple digit increase over prior year
- **#1 seller⁴** of on-road electric motorcycles in the U.S. for the first half of 2024

¹ Represents results of the LiveWire reportable segment as determined in accordance with *ASC 280 Segment Reporting*, which may differ from LiveWire Group, Inc. results

² Motorcycle Unit sales comprise both wholesale units to dealers and direct on-line sales to consumers of LiveWire-branded motorcycles

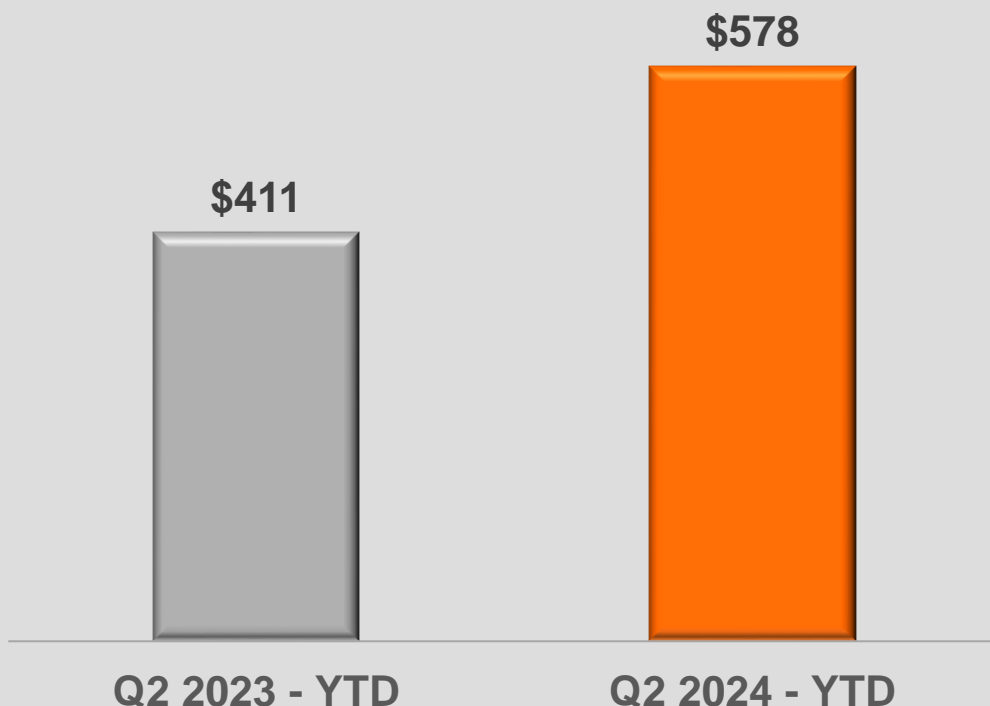
³ Revenue is comprised of both LiveWire electric motorcycles and STACYC electric balance bicycles

⁴ Source: Motorcycle Industry Council (MIC) Registration Data for U.S. for the period January 1 to June 30, 2024



CONSOLIDATED – Q2 2024 RESULTS

HDI Operating Cash Flow (\$ millions) – YTD



HDI Financial Metrics – YTD

- **Capital Investments¹ – \$92 million**
- **Effective Tax Rate – 19%**
- **Cash & Cash Equivalents² – \$1.8 billion**
- **Dividends Paid – \$47 million**
- **Shares Repurchased on Discretionary Basis – \$200 million (5.5 million shares)**

¹ Includes \$3.9 million of capital implementation costs incurred in connection with cloud computing arrangements

² As of June 30, 2024



HARLEY-DAVIDSON, INC. – 2024 FINANCIAL GUIDANCE

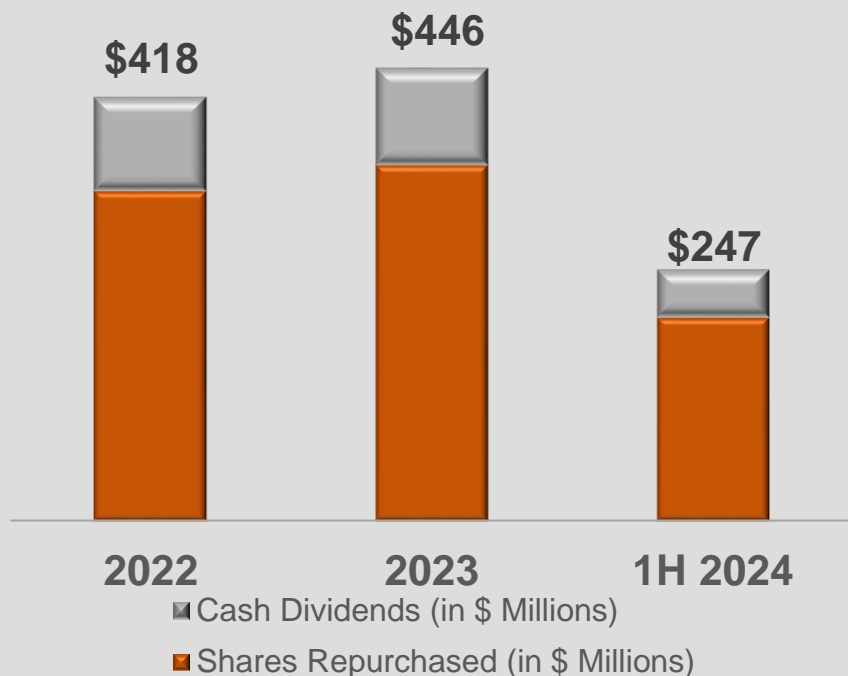
Now Expect:	Continue to Expect:	Continue to Expect:
HDMC	HDFS	LiveWire
Revenue Down 5 - 9% <i>From previous flat to down 9%</i>	Operating Income Y-o-Y Flat to up 5%	LiveWire Units ¹ 1,000 - 1,500
Operating Income Margin 10.6 – 11.6% <i>From previous 12.6% - 13.6%</i>		Operating Loss (\$105M) to (\$115M)
	Continue to Expect:	
	Harley Davidson, Inc. Capital Investment \$225M – \$250M	

¹Unit sales comprise both wholesale units to dealers and direct on-line sales to consumers

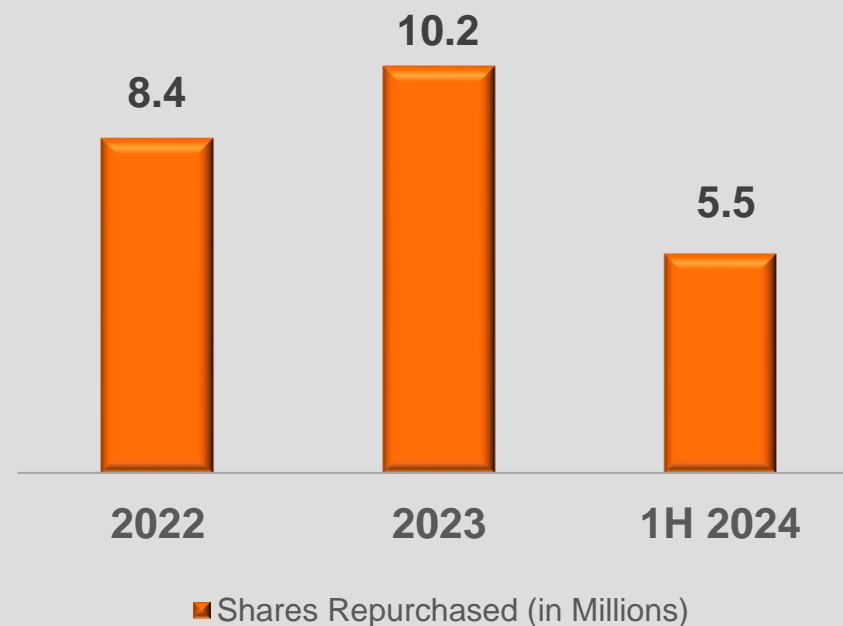


SHARE REPURCHASES / DIVIDENDS

\$1.1 Billion in Total Capital Returned
 \$875M of Shares Repurchased + \$237M in Cash Dividends



24.1 Million Shares Repurchased
 16% of Shares Outstanding^{1,2}



**Harley-Davidson Announces
 Plan to Repurchase \$1 Billion of Its Shares Through 2026³**

¹ This calculation is based on 153.6M shares outstanding on December 31, 2021

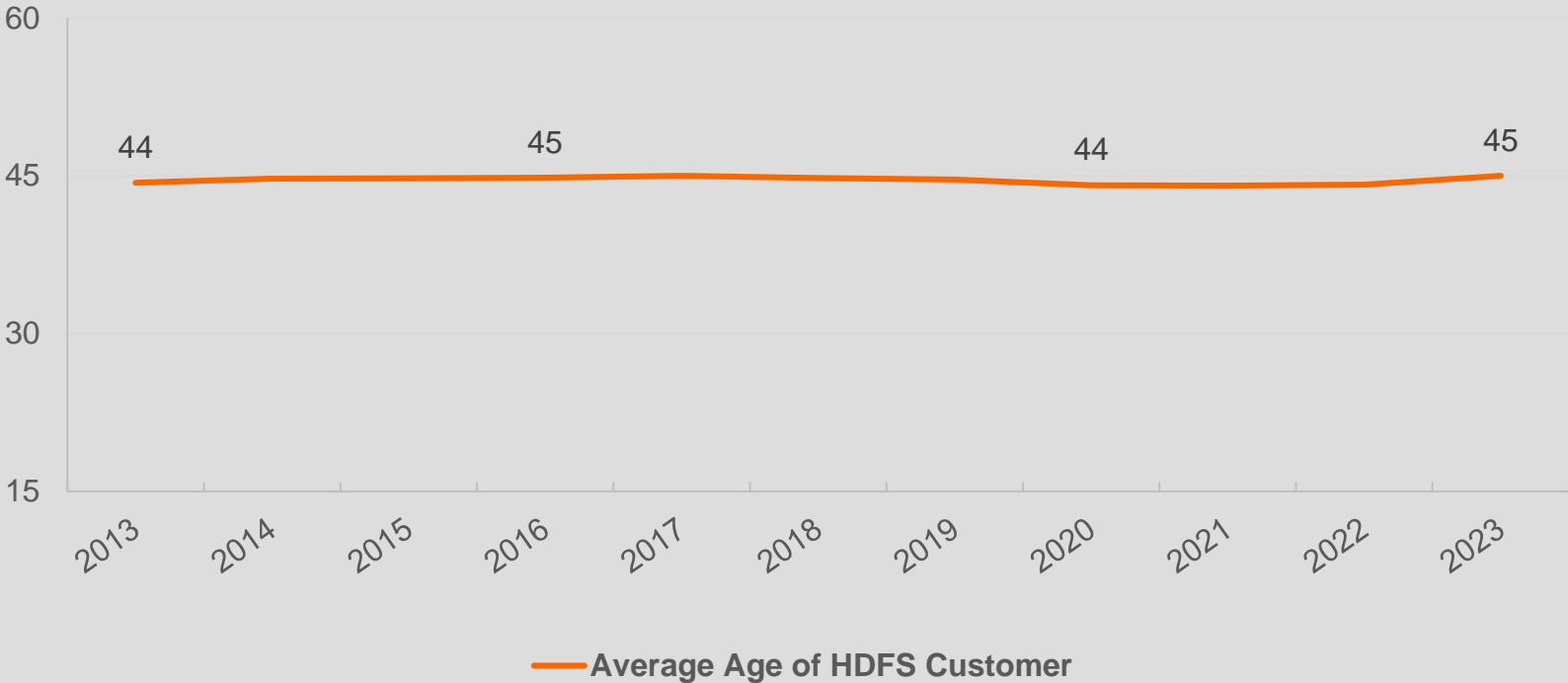
² This represents discretionary share repurchases and does not include non-discretionary repurchases related to shares tendered to the Company by employees to cover tax withholding obligations upon the vesting of restricted stock units and performance share units

³ See press release dated July 25, 2024



CONSUMER PROFILE

Average Age of Harley-Davidson Customer is Stable¹



¹ HDFS Internal data for the average age of HDFS customers for new and used motorcycle loans in North America for the period January 1, 2013 to September 30, 2023



FORWARD LOOKING STATEMENTS

Cautionary Note Regarding Forward-Looking Statements

The Company intends that certain matters discussed in this presentation are “forward-looking statements” intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements can generally be identified as such by reference to this footnote or because the context of the statement will include words such as the Company “believes,” “anticipates,” “expects,” “plans,” “may,” “will,” “estimates,” “targets,” “intends,” “forecasts,” “sees,” or words of similar meaning. Similarly, statements that describe or refer to future expectations, future plans, strategies, objectives, outlooks, targets, guidance, commitments or goals are also forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially, unfavorably or favorably, from those anticipated as of the date of this presentation. Certain of such risks and uncertainties are described below. Shareholders, potential investors, and other readers are urged to consider these factors in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements included in this presentation are only made as of the date of this presentation, and the Company disclaims any obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

Important factors that could affect future results and cause those results to differ materially from those expressed in the forward-looking statements include, among others, the Company's ability to: (a) execute its business plans and strategies, including The Hardwire, each of the pillars, and the evolution of LiveWire as a standalone brand, which includes the risks noted below; (b) manage supply chain and logistics issues, including quality issues, unexpected interruptions or price increases caused by supplier volatility, raw material shortages, inflation, war or other hostilities, including the conflict in Ukraine and the Red Sea conflict, or natural disasters and longer shipping times and increased logistics costs; (c) accurately analyze, predict and react to changing market conditions and successfully adjust to shifting global consumer needs and interests; (d) maintain and enhance the value of the Harley-Davidson brand; (e) realize the expected business benefits from LiveWire operating as a separate public company, which may be affected by, among other things: (i) the ability of LiveWire to execute its plans to develop, produce, market and sell its electric vehicles; (ii) the demand for and consumer willingness to adopt two- and three-wheeled electric vehicles; and (iii) other risks and uncertainties indicated in documents filed with the SEC by the Company or LiveWire Group, Inc., including those risks and uncertainties noted in Risk Factors under Item 1.A of LiveWire Group Inc.'s Annual Report on Form 10-K for the year ended December 31, 2023; (f) successfully access the capital and/or credit markets on terms that are acceptable to the Company and within its expectations; (g) successfully carry out its global manufacturing and assembly operations; (h) develop and introduce products, services and experiences on a timely basis that the market accepts, that enable the Company to generate desired sales levels and that provide the desired financial returns, including successfully implementing and executing plans to strengthen and grow its leadership position in Grand American Touring, large Cruiser and Trike, and grow its complementary businesses; (i) perform in a manner that enables the Company to benefit from market opportunities while competing against existing and new competitors; (j) manage through changes in general economic and business conditions, including changing capital, credit and retail markets, and the changing domestic and international political environments, including as a result of the conflict in Ukraine and the Red Sea conflict; (k) manage the impact that prices for and supply of used motorcycles may have on its business, including on retail sales of new motorcycles; (l) prevent, detect and remediate any issues with its motorcycles or any issues associated with the manufacturing processes to avoid delays in new model launches, recall campaigns, regulatory agency investigations, increased warranty costs or litigation and adverse effects on its reputation and brand strength, and carry out any product programs or recalls within expected costs and timing; (m) successfully manage and reduce costs throughout the business; (n) manage risks related to a resurgence of the COVID-19 pandemic, emergence of a new pandemic, epidemic, disease outbreak or other public health crises, such as supply chain disruptions, its ability to carry out business as usual, and government actions and restrictive measures implemented in response; (o) continue to develop the capabilities of its distributors and dealers, effectively implement changes relating to its dealers and distribution methods, including the Company's dealership footprint, and manage the risks that its dealers may have difficulty obtaining capital and managing through changing economic conditions and consumer demand; (p) successfully appeal: (i) the revocation of the Binding Origin Information (BOI) decisions that allowed the Company to supply its European Union (EU) market with certain of its motorcycles produced at its Thailand operations at a reduced tariff rate and (ii) the denial of the Company's application for temporary relief from the effect of the revocation of the BOI decisions; (q) manage the quality and regulatory non-compliance issues relating to the brake hose assemblies provided to the Company by Proterial Cable America, Inc. in a manner that avoids future quality or non-compliance issues and additional costs or recall expenses that are material; (r) maintain a productive relationship with Hero MotoCorp as a distributor and licensee of the Harley-Davidson brand name in India; (s) manage and predict the impact that new, reinstated or adjusted tariffs may have on the Company's ability to sell products internationally, and the cost of raw materials and components, including the temporary lifting of the incremental tariffs on motorcycles imported into the EU from the U.S., which was extended to March 31, 2025; (t) accurately predict the margins of its segments in light of, among other things, tariffs, inflation, foreign currency exchange rates, the cost associated with product development initiatives and the Company's complex global supply chain; (u) successfully maintain a manner in which to sell motorcycles in China and the Company's Association of Southeast Asian Nations (ASEAN) countries that does not subject its motorcycles to incremental tariffs; (v) manage its Thailand corporate and manufacturing operation in a manner that allows the Company to avail itself of preferential free trade agreements and duty rates, and sufficiently lower prices of its motorcycles in certain markets; (w) retain and attract talented employees, and eliminate personnel duplication, inefficiencies and complexity throughout the organization; (x) accurately estimate and adjust to fluctuations in foreign currency exchange rates, interest rates and commodity prices; (y) manage the credit quality, the loan servicing and collection activities, and the recovery rates of Harley-Davidson Financial Services' loan portfolio; (z) prevent a ransomware attack or cybersecurity breach involving consumer, employee, dealer, supplier, or Company data and respond to evolving regulatory requirements regarding cybersecurity and data privacy; (aa) adjust to tax reform, healthcare inflation and reform and pension reform, and successfully estimate the impact of any such reform on the Company's business; (bb) manage through the effects inconsistent and unpredictable weather patterns may have on retail sales of motorcycles; (cc) implement and manage enterprise-wide information technology systems, including systems at its manufacturing facilities; (dd) manage changes, prepare for, and respond to evolving requirements in legislative and regulatory environments related to its products, services and operations, including increased environmental, safety, emissions or other regulations; (ee) manage its exposure to product liability claims and commercial or contractual disputes; (ff) continue to manage the relationships and agreements that the Company has with its labor unions to help drive long-term competitiveness; (gg) achieve anticipated results with respect to the Company's preowned motorcycle program, Harley-Davidson Certified, the Company's H-D1 Marketplace, and Apparel and Licensing; and (hh) optimize capital allocation in light of the Company's capital allocation priorities.



FORWARD LOOKING STATEMENTS CONTINUED

The Company's ability to sell its motorcycles and related products and services and to meet its financial expectations also depends on the ability of the Company's dealers to sell its motorcycles and related products and services to retail customers. The Company depends on the capability and financial capacity of its dealers to develop and implement effective retail sales plans to create demand for the motorcycles and related products and services they purchase from the Company. In addition, the Company's dealers and distributors may experience difficulties in operating their businesses and selling Harley-Davidson motorcycles and related products and services as a result of weather, economic conditions, or other factors.

HDFS' retail credit losses have normalized in recent quarters to higher levels after a period of historically low levels of credit losses. Further, the Company believes that HDFS's retail credit losses will continue to change over time due to changing consumer credit behavior, macroeconomic conditions, including the impact of inflation and HDFS's efforts to increase prudently structured loan approvals to sub-prime borrowers. In addition, HDFS's efforts to adjust underwriting criteria based on market and economic conditions and the actions that the Company has taken and could take that impact motorcycle values may impact HDFS's retail credit losses.

The Company's operations, demand for its products, and its liquidity could be adversely impacted by work stoppages, facility closures, strikes, natural causes, widespread infectious disease, terrorism, war or other hostilities, including the conflict in Ukraine and the Red Sea conflict, or other factors. Refer to "Risk Factors" under Item 1.A of the Company's Annual Report on Form 10-K for the year ended December 31, 2023 for a discussion of additional risk factors and a more complete discussion of some of the cautionary statements noted above.

