



Q3 2024 Results

Thursday, October 24, 2024



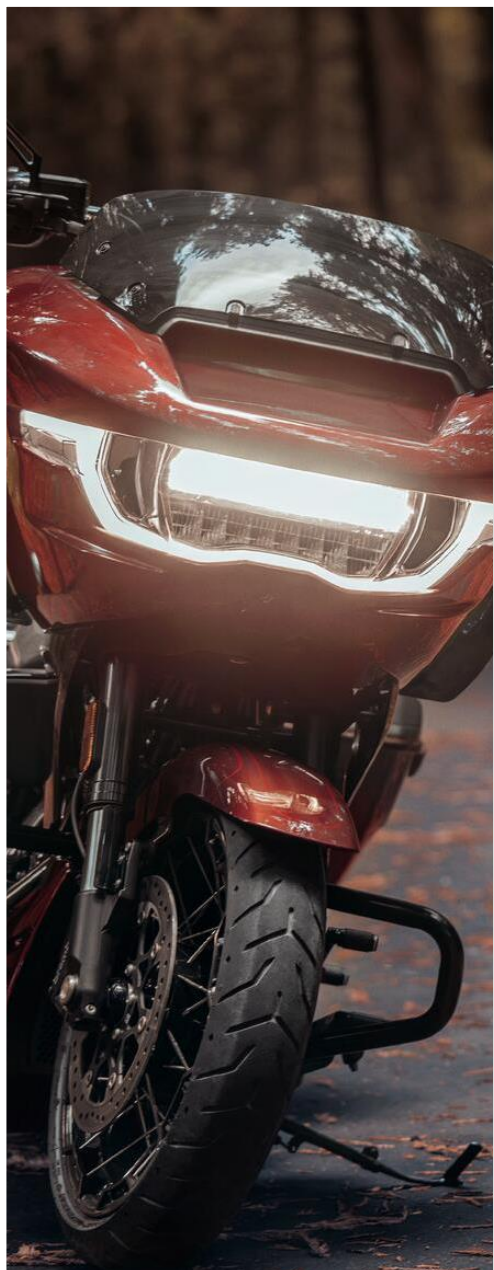
Q3 2024 RESULTS – EARNINGS CALL

Call Participants

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

Q3 2024 PERFORMANCE HEADLINES

- Delivered diluted EPS of \$0.91
- Consolidated operating income of \$106 million, down 49% year-over-year
- North American retail sales down 10% year-over-year
- Global retail sales down 13% year-over-year, where international markets have performed weaker than we expected
- HDMC gross margin of 30.1%
- HDF5 operating income up 29%, while revenue up 10% year-over-year
- Company lowers its full year 2024 financial outlook to reflect the current environment



CONSOLIDATED – Q3 2024 RESULTS

Q3 2024 Results ^{1, 2} (\$ millions, except earnings per share)	HDMC	HDFS	LiveWire	Total HDI
Revenue	\$876	\$269	\$5	\$1,151
% vs PY	-32%	10%	-41%	-26%
Operating Income (Loss)	\$55	\$77	(\$26)	\$106
Margin %	6.3%	28.5%	NM	9.2%
% vs PY	-69%	29%	-3%	-49%
Net Income Attributable to HDI				\$119
Margin %				10.3%
Diluted EPS				\$0.91
% vs PY				-34%

¹ “NM” means non-meaningful

² “Q3 2024” represents the period July 1 to Sept 30



CONSOLIDATED – SEPTEMBER YTD 2024 RESULTS

September YTD 2024 Results ¹ (\$ millions, except earnings per share)	HDMC	HDFS	LiveWire	Total HDI
Revenue	\$3,701	\$782	\$16	\$4,499
% vs PY	-9%	11%	-30%	-6%
Operating Income (Loss)	\$491	\$202	(\$83)	\$610
Margin %	13.3%	25.8%	NM	13.6%
% vs PY	-30%	14%	-2%	-24%
Net Income Attributable to HDI				\$572
Margin %				12.7%
Diluted EPS				\$4.27
% vs PY				-8%

¹ "NM" means non-meaningful

² "September YTD" 2024 represents the period January 1 to Sept 30



HARLEY-DAVIDSON WORLDWIDE RETAIL SALES AND INVENTORY

Harley-Davidson Retail Sales

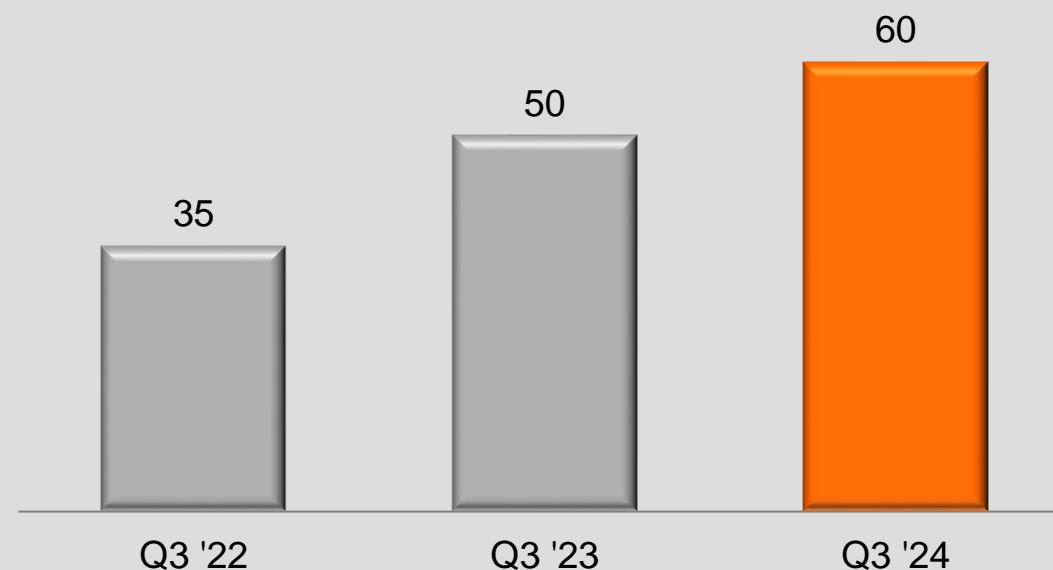
Retail Motorcycle Sales of H-D Motorcycles (vs. PY)	Q3 2024	Sept YTD 2024
North America	-10%	-2%
EMEA	-23%	-12%
Asia Pacific	-16%	-15%
Latin America	4%	2%
Worldwide	-13%	-5%

Market Share

New 601+CC Market Share	Q3 2024	Sept YTD 2024
H-D U.S. Share ¹	36%	38%
- H-D U.S. Touring	73%	75%
- H-D U.S. Large Cruiser ^{2, 3}	75%	76%
H-D Europe Share ¹	4%	4%

Dealer Inventory Units

Worldwide Harley-Davidson Dealer Inventory Units (Thousands)⁴



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

² Large Cruiser category is defined as 1201cc and larger displacement engines

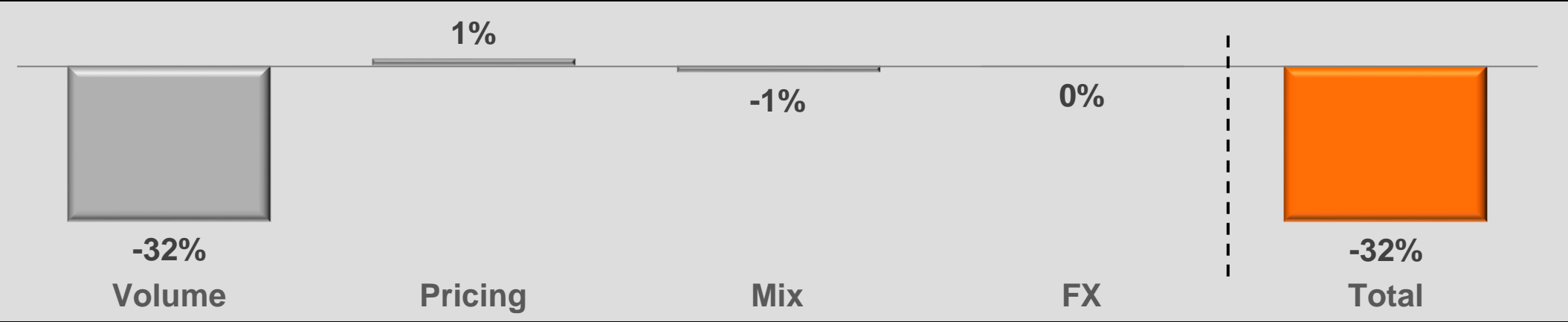
³ The market share figures in both periods in this category have been adjusted due to a change by a competitor's product offering in late Q2 '24 moving it from the small cruiser to large cruiser category. The adjustment was made to enable the market share data to be comparable throughout all of 2024. If this adjustment had not been made, then Q3 2024 and Sept YTD 2024 H-D U.S. Large Cruiser market share would have been 60% and 70%, respectively. We will update our approach in our Q1 2025 earnings.

⁴ New Dealer inventory units – level at the end of each quarter

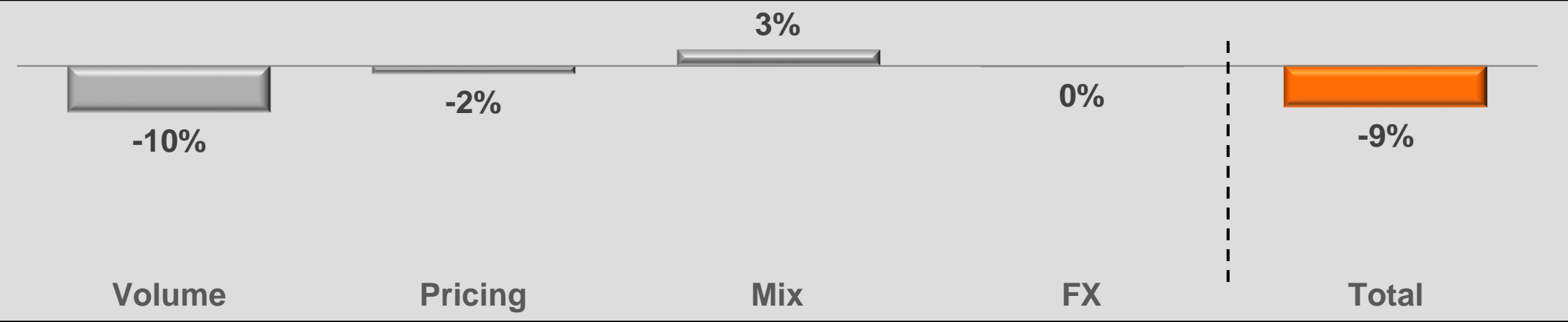


HDMC REVENUE BRIDGE

Q3 2024 HDMC Revenue Bridge¹



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



¹ HDMC Revenue Bridge compares Q3 '24 revenue to Q3 '23 revenue on a year-over-year basis and YTD 2024 revenue to YTD 2023 revenue on a year-over-year basis, respectively.



Q3 2024: HDMC OPERATING INCOME MARGIN



Q3 2023 Op Income Margin	\$175 mm	13.5%
Volume	(\$145)	-10.0 Pts
Pricing	\$19	2.2 Pts
FX	\$18	2.0 Pts
Mix	(\$33)	-3.8 Pts
Manufacturing & Other	(\$6)	-0.7 Pts
Operating Expenses	\$27	3.1 Pts
Q3 2024 Op Income Margin	\$55 mm	6.3%

SEPTEMBER YTD 2024: HDMC OPERATING INCOME MARGIN



YTD 2023 Op Income Margin	\$705 mm	17.4%
Volume	(\$135)	-1.8 Pts
Pricing	(\$73)	-1.7 Pts
FX	(\$1)	0.0 Pts
Mix	\$25	0.1 Pts
Manufacturing & Other	(\$43)	-1.1 Pts
Operating Expenses	\$13	0.4 Pts
YTD 2024 Op Income Margin	\$491 mm	13.3%

HDFS SEGMENT: Q3 2024 RESULTS

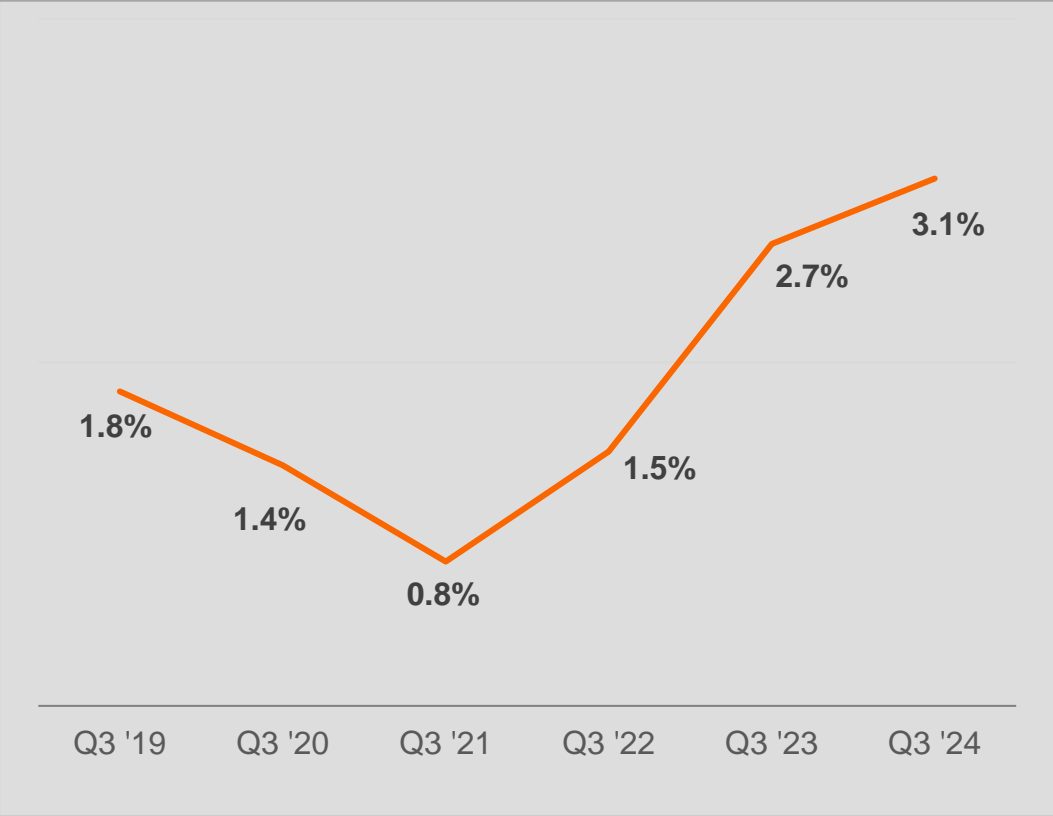
Summary Financials (\$ millions)	Q3 2024	+ / - PY	% vs. PY
Revenue	\$269	\$26	10%
Interest Expense	\$94	\$10	12%
Provision for Credit Losses	\$58	(\$3)	-5%
Operating Expense	\$40	\$1	2%
Total Expenses	\$192	\$8	4%
Operating Income	\$77	\$17	29%
Margin %	28.5%		

HDFS SEGMENT: SEPTEMBER YTD 2024 RESULTS

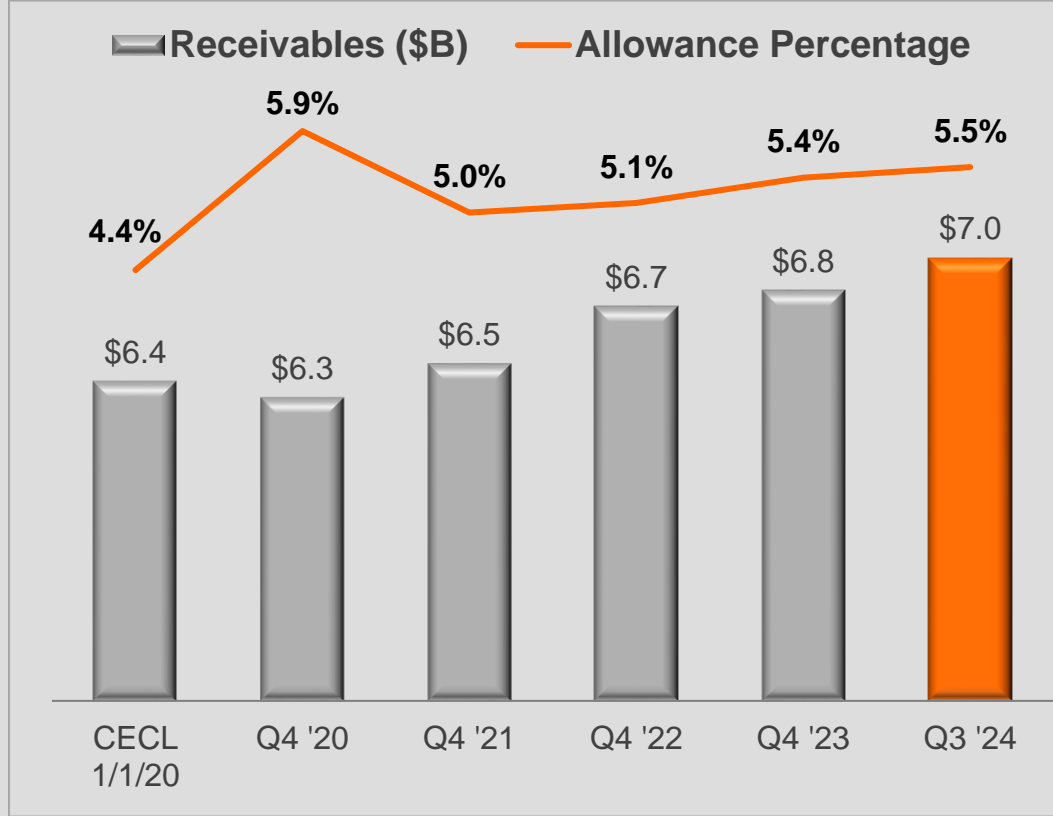
Summary Financials (\$ millions)	YTD 2024	+ / - PY	% vs. PY
Revenue	\$782	\$74	11%
Interest Expense	\$277	\$33	14%
Provision for Credit Losses	\$175	\$5	3%
Operating Expense	\$128	\$11	10%
Total Expenses	\$580	\$49	9%
Operating Income	\$202	\$25	14%
Margin %	25.8%		

HDFS SEGMENT PERFORMANCE

Annualized Retail Credit Losses^{1, 2}



Retail Finance Receivables & Allowance



¹2020, 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

²Represents annualized retail credit losses for the nine-month period ending in September of the period shown



LIVEWIRE SEGMENT: BUSINESS UPDATE

Q3 Highlights:

- S2 Del Mar[®] won MCN's **Best Electric Bike of 2024**
- S2 Del Mar[®] featured in **worldwide televised event** in August in Paris

Looking Forward:

- Plan to announce **new product line aimed at driving growth and expanding addressable market** at EICMA in November
- Cost reduction initiatives expected to significantly reduce manufacturing costs in 2025



LIVEWIRE SEGMENT: Q3 AND SEPTEMBER YTD 2024 RESULTS^{1, 2, 3}

\$ millions Actual Units	Q3			SEPTEMBER YTD		
	2023	2024	% vs PY	2023	2024	% vs PY
Motorcycle Units	50	99	98%	146	374	156%
Revenue	\$8.1	\$4.8	-41%	\$22.9	\$16.0	-30%
Operating Loss	(\$25.3)	(\$26.1)	-3%	(\$81.9)	(\$83.5)	-2%

- Q3 unit sales of **99 electric motorcycles**, an increase of 98% over Q3 2023
- YTD unit sales of **374 electric motorcycles**, a triple digit increase over prior year
- Selling, administrative and engineering expenses down \$1.5 million in Q3 year-over-year; down \$4.7 million in YTD period
- Increase in operating loss due to lower revenues on electric balance bikes
- **#1 seller⁴** of on-road electric motorcycles in the U.S. for the first nine months 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

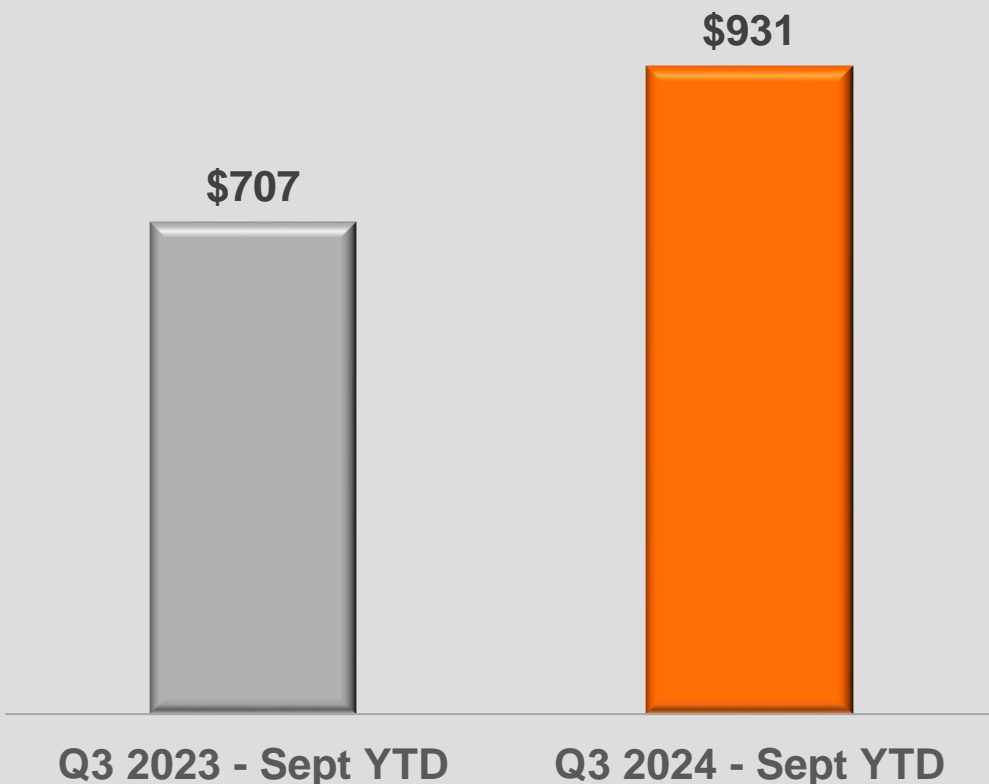
³ Revenue is comprised of both LiveWire electric motorcycles and STACYC electric balance bicycles

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



CONSOLIDATED – SEPTEMBER YTD 2024 RESULTS

HDI Operating Cash Flow (\$ millions)



HDI Financial Metrics

- **Capital Investments¹ – \$146 million**
- **Effective Tax Rate – 18%**
- **Cash & Cash Equivalents² – \$2.2 billion**
- **Dividends Paid – \$69 million**
- **Shares Repurchased on Discretionary Basis – \$350 million (9.5 million shares)**

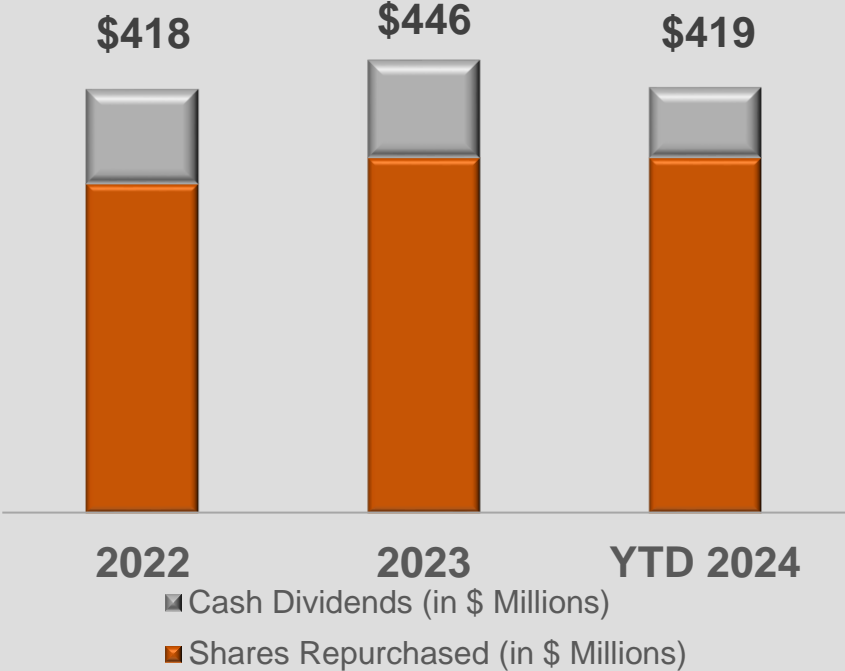
¹ Includes \$5.5 million of capital implementation costs incurred in connection with cloud computing arrangements

² As of September 30, 2024

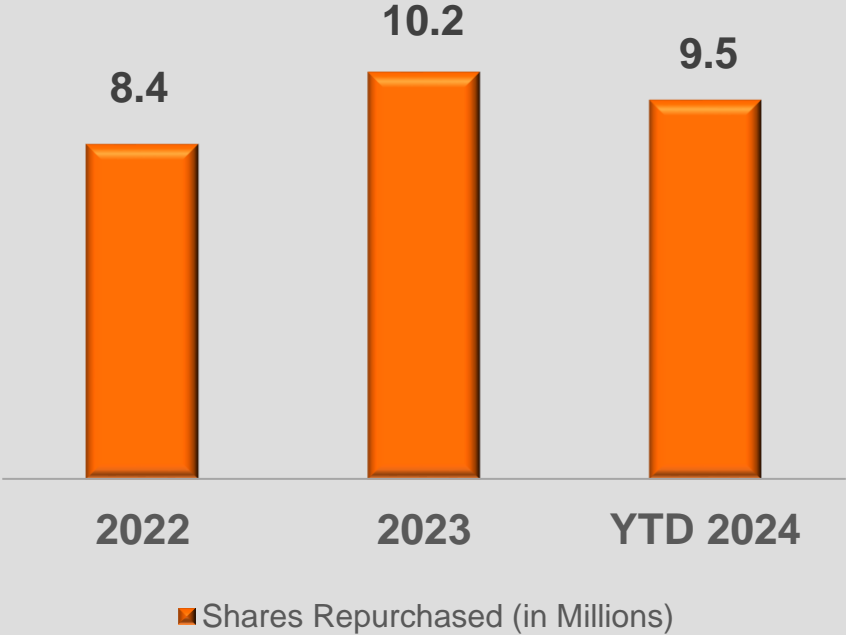


SHARE REPURCHASES / DIVIDENDS

\$1.3 Billion in Total Capital Returned
 \$1.0B of Shares Repurchased² + \$259M in Cash Dividends



28.1 Million Shares Repurchased
 18% of Shares Outstanding^{1,2}



**In July 2024 Harley-Davidson Announced
 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. In Q3 2024, we have re-purchased 4.0 mm shares on a discretionary basis or \$150 mm of HOG stock (towards the \$1B target)

HARLEY-DAVIDSON, INC. – 2024 FINANCIAL GUIDANCE

Now Expect:

HDMC

Revenue
Down 14 - 16%
From previous down 5 to 9%

Operating Income Margin
7.5 – 8.5%
From previous 10.6 – 11.6%

Now Expect:

HDFS

Operating Income Y-o-Y
Up 5-10%
From previous flat to up 5%

Now Expect:

LiveWire

LiveWire Units¹
600 – 1,000
From previous 1,000 -1,500

Operating Loss
(\$105M) to (\$115M)
Unchanged

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



FORWARD LOOKING STATEMENTS

Cautionary Note Regarding Forward-Looking Statements

The Company intends that certain matters discussed in this report 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,” “commits,” 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 report. 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 report are only made as of the date of this report, 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, including detecting and remediating the impact of social media collective actions, such as boycotts and other brand-damaging behaviors that could harm the Company’s brand or business; (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 dealer 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 in a manner that avoids future substantial jury verdicts in pattern litigation cases, including the successful appeal of the verdict in *Morris v. H-D*, and manage exposure in 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 and applicable updates under Item 1.A of the Company's Quarterly Report on Form 10-Q for the quarter ended June 30, 2024 for a discussion of additional risk factors and a more complete discussion of some of the cautionary statements noted above.

