



UNITED *by* WATER
MARINEMAX

MERCURY

02 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

\$523M

Net Sales

45%

Same Store Sales

\$1.69

Diluted EPS

\$14.86

Per Share Tangible
Net Worth

30%

Gross Margin

673%

Pre-Tax Growth



100+ LOCATIONS
WORLDWIDE

25 PREMIUM
BRANDS -
6 EXCLUSIVE

LARGEST BOAT, YACHT AND SUPER YACHT COMPANY

IN THE WORLD

WHAT WE'RE GOOD AT

Our premium brands drive opportunities

Customer service focus drives industry-leading Net Promoter scores

A technology-driven culture

30 marinas owned or operated and over 8,000 slips



TEACH

Passionate Boating Team

Captain's Orientation

Women On Water

Events, Seminars, Classes



SERVICE

Pro-active and Emergency Services

Mobile Service Trucks

State-Of-The-Art Equipment and Facilities



FUN

MarineMax GETAWAYS!® Trips

Customer Events & Rendezvous (over 1,000 annually)

07 STORM-TESTED LEADERSHIP



Bill McGill
Executive Chairman

48 Years
of Experience



Brett McGill
Chief Executive Officer
& President

25 Years
of Experience



Mike McLamb
Chief Financial Officer
& Secretary

23 Years
of Experience



Chuck Cashman
Chief Revenue Officer

28 Years
of Experience



Anthony Casella
Chief Accounting Officer

23 Years
of Experience



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

09 PREMIUM BRANDS



Benetti

AZIMUT
YACHTS


NAUTIQUE

Hatteras

 AVIARA

tigé
BOATS

MasterCraft

HARRIS

Sea Ray

mjm
yachts

 OCEAN ALEXANDER


GRADY-WHITE



GALEON
YACHTS

 AQUILA

BOSTON
WHALER

Scout
BOATS

10 PORTFOLIO OF VALUABLE REAL ESTATE



\$25.8M ANNUAL SALES PER STORE

Currently maintain **77 retail locations** and **23 owned locations** in highly desirable geographies

Real estate portfolio includes **30 owned or operated marinas**, including restaurants, storage and service facilities

68% increase in average store revenue since 2015 to **\$25.8M**

Fair Value **considerably higher** than book value

11 STEADY MARINA REVENUE



CONTRIBUTES TO
HIGH MARGIN
GROWTH



\$10.0M

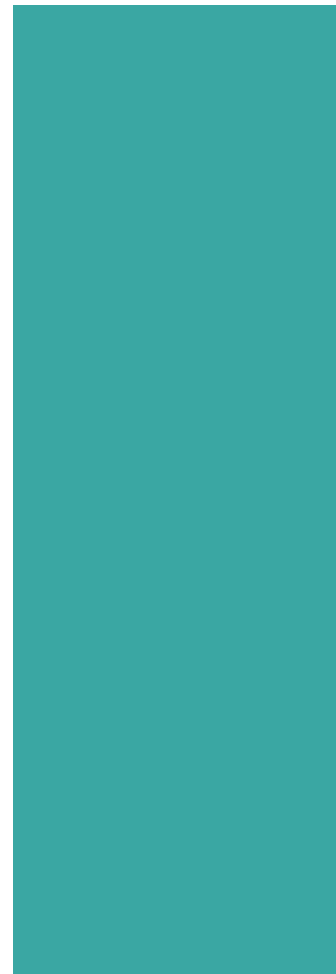
2015

\$13.7M

2018

\$15.7M

2020



12 MULTIPLE OPPORTUNITIES FOR GROWTH



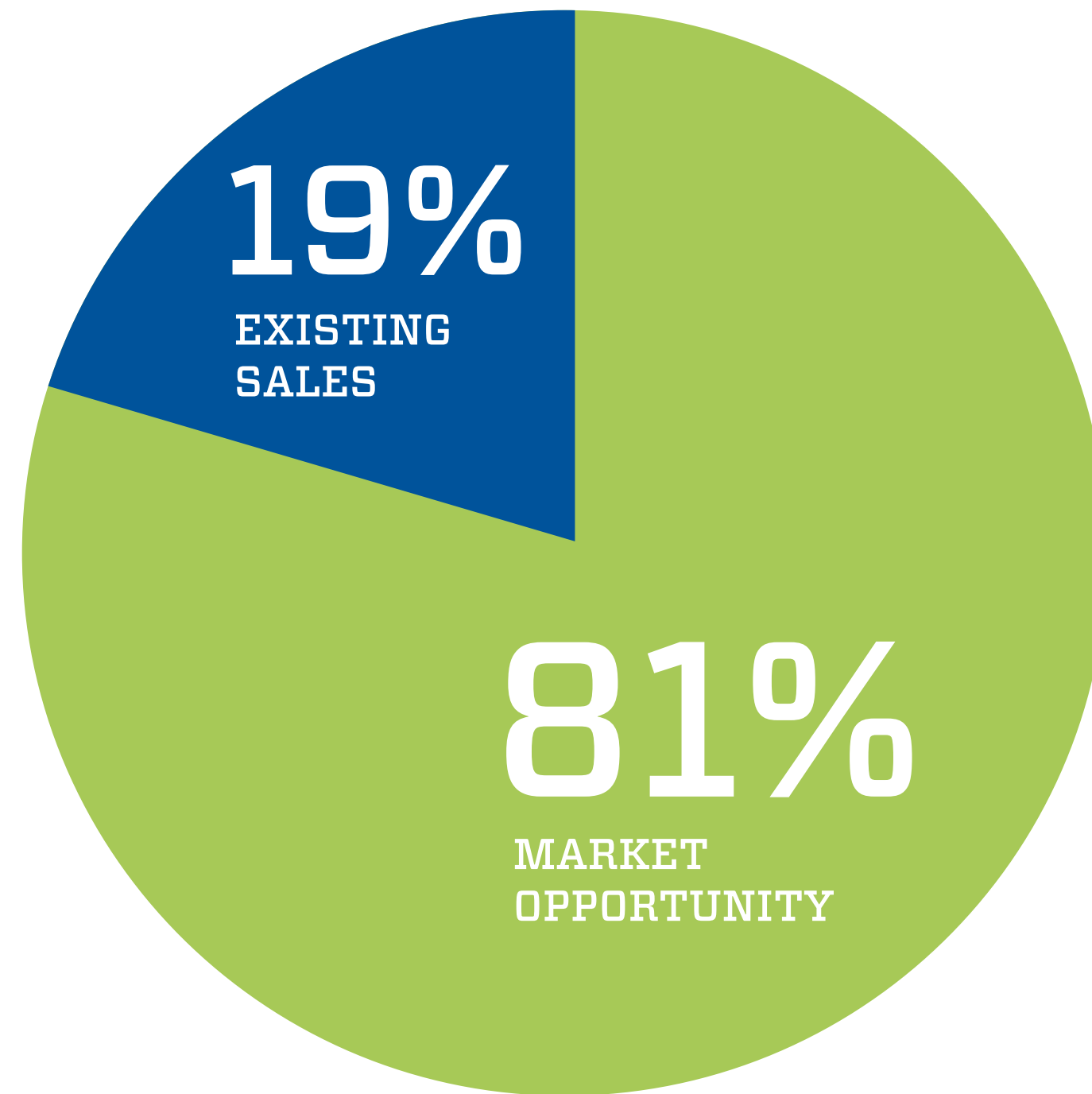
Significant margin opportunity

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

14 SIGNIFICANT MARGIN OPPORTUNITIES



**DIGITAL
APPS**



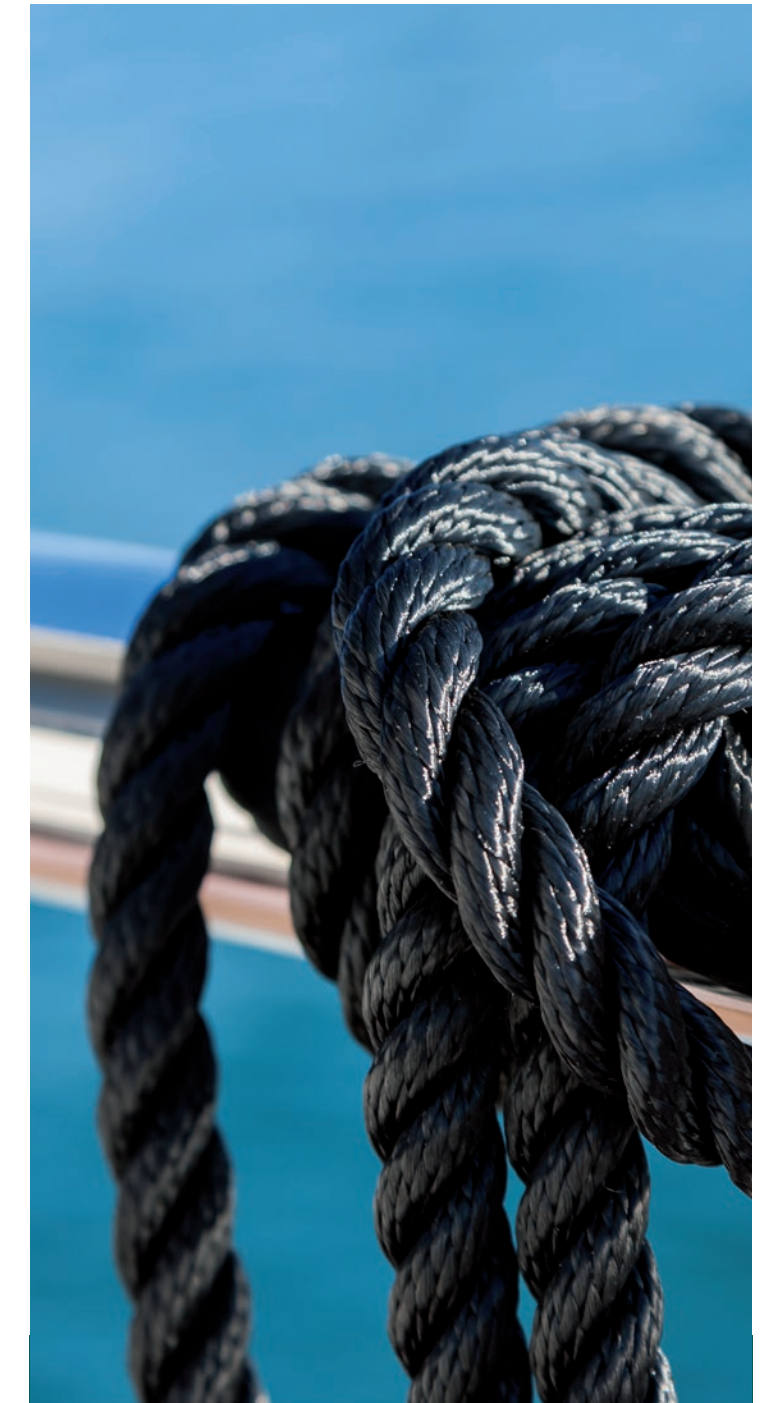
**FULL SERVICE
MARINAS**



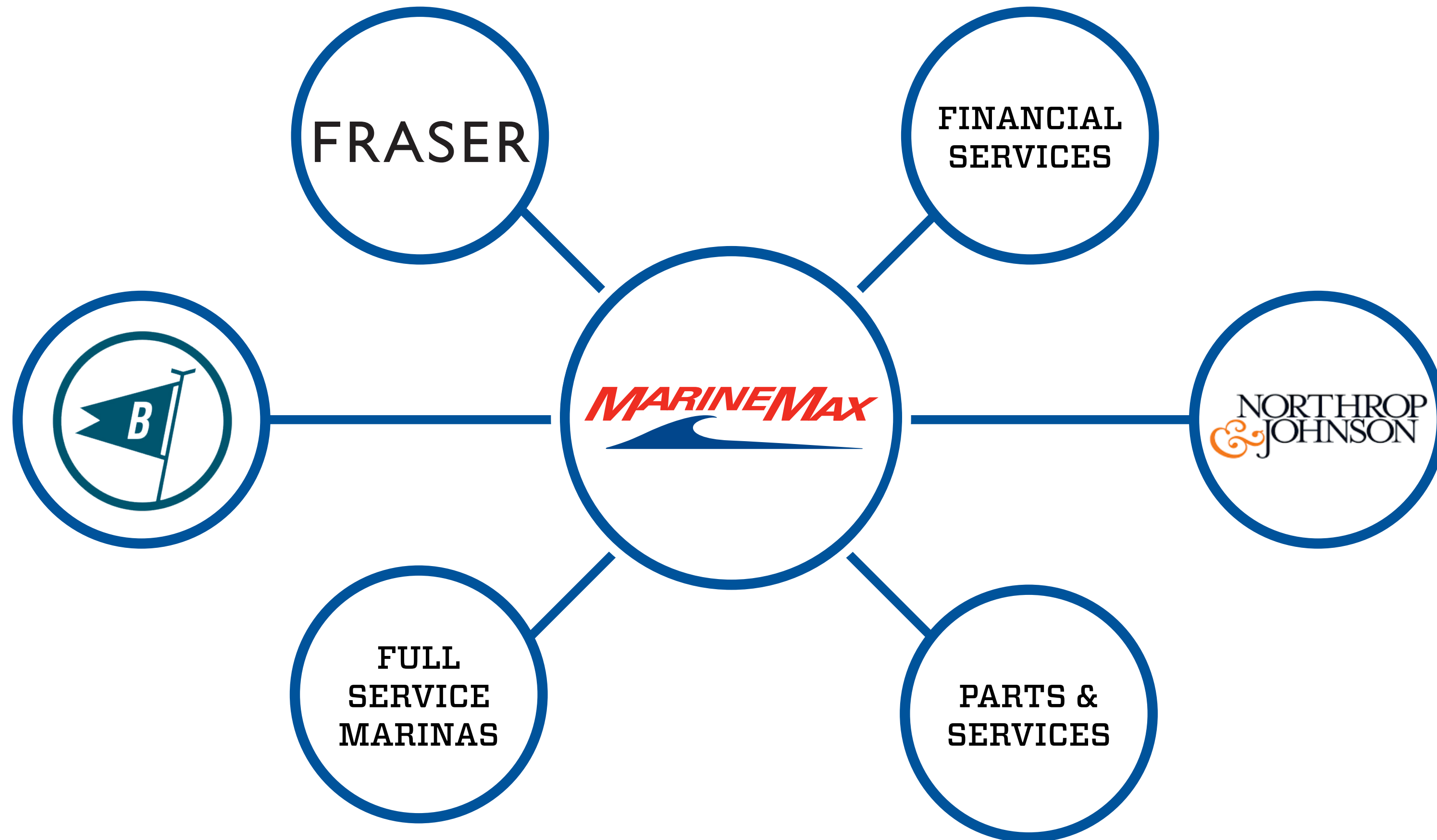
**FRASER/ NORTHROP
& JOHNSON SUPER
YACHT SERVICES**



**EXPANDED PARTS
& SERVICE**



**FINANCIAL
SERVICES**



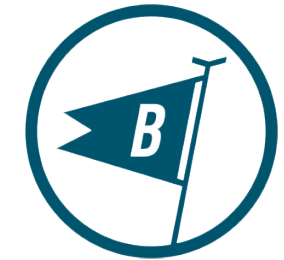


Leveraging **digital and marketing analytics**, plus **artificial intelligence** to create a seamless experience for customers.

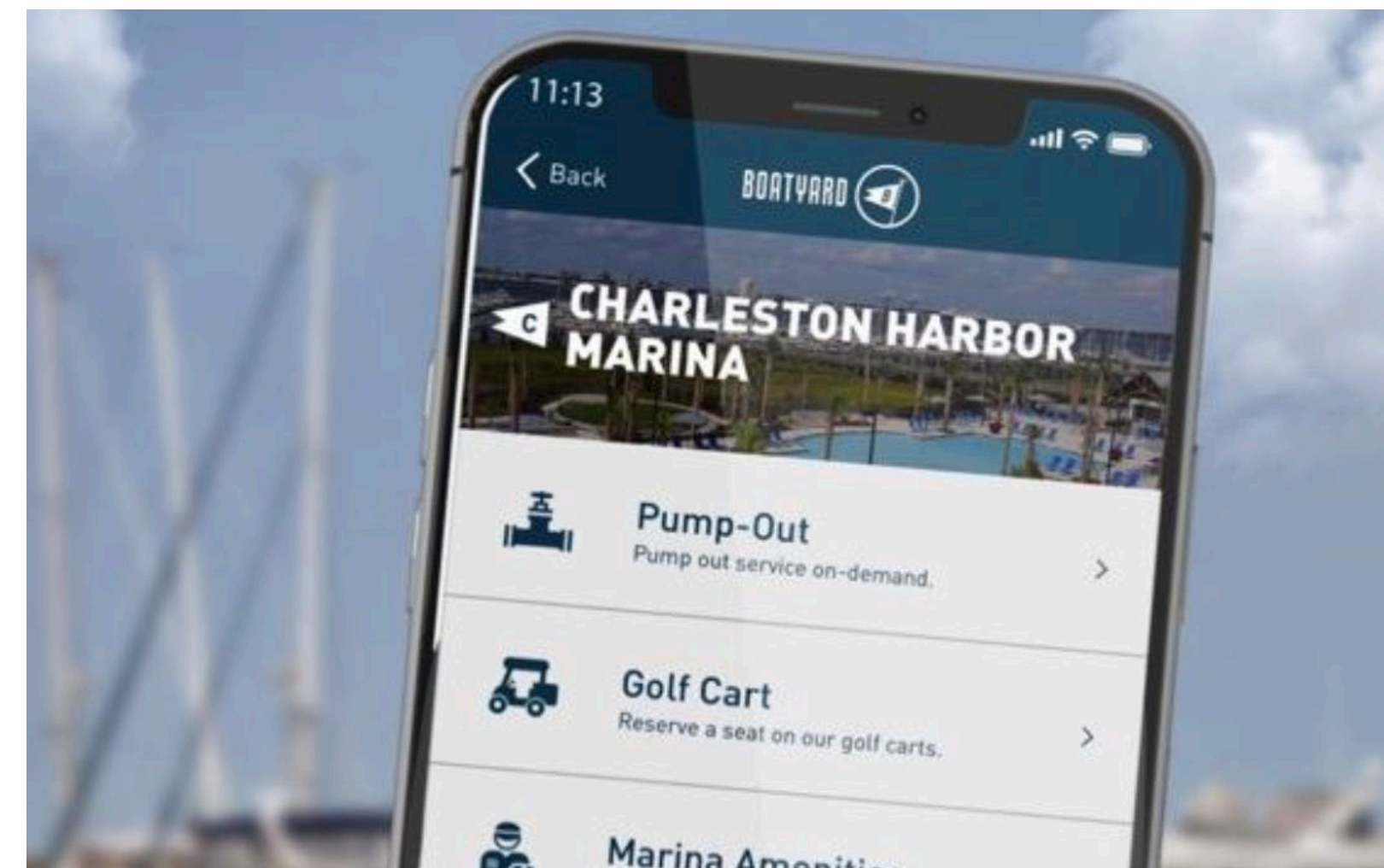
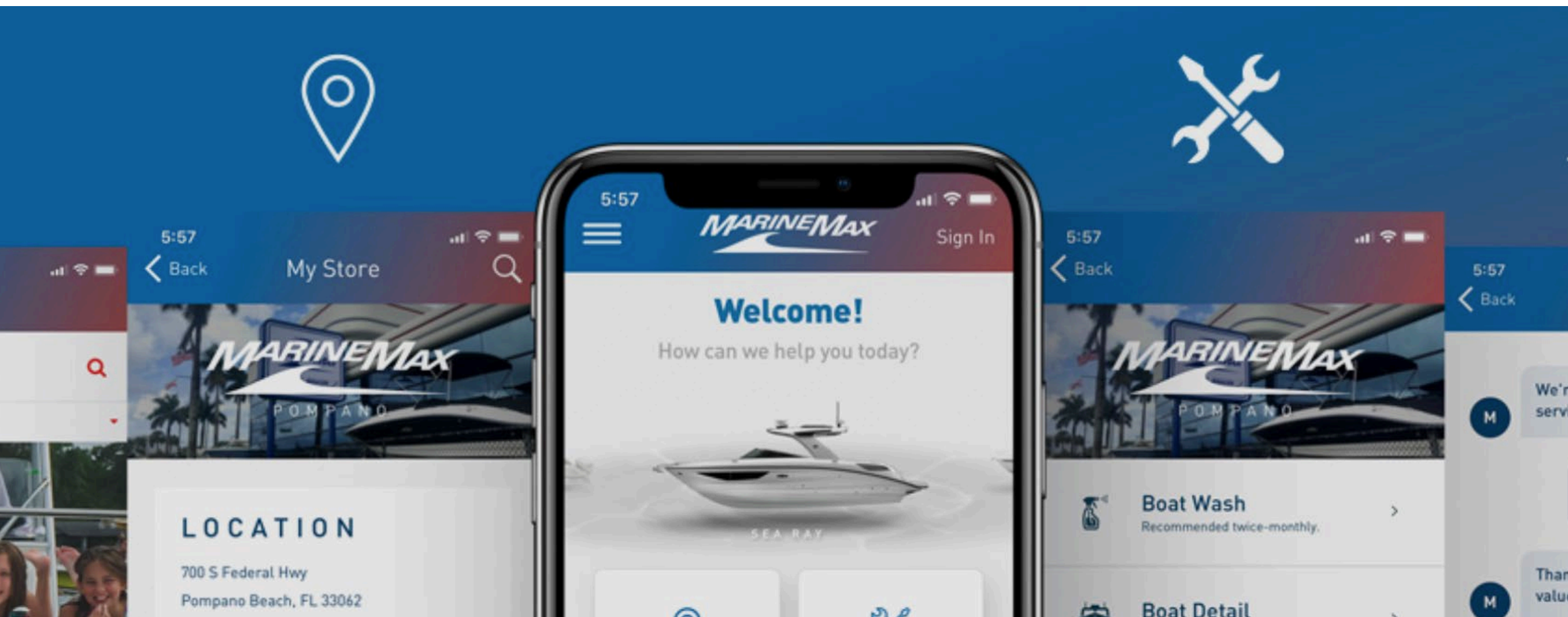


Introduced award-winning **MarineMax App**, to give quick, easy access to service scheduling, monitoring and payment.

BOATYARD
WWW.BOATYARD.COM



Acquired Boatyard (March 2020) a pioneering on-demand digital platform that connects marinas, boat owners and service providers.



17 RECENT ACQUISITIONS



OCTOBER 2020

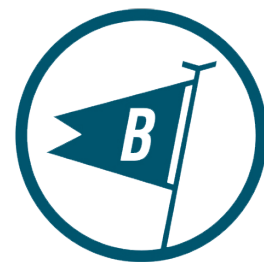


JULY 2020



JULY 2020

BOATYARD
WWW.BOATYARD.COM



MARCH 2020

FRASER

JULY 2019



APRIL 2019



ENVIRONMENTAL

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

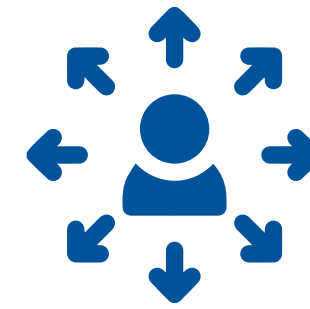
Continually examine and improve processes that affect the environment

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



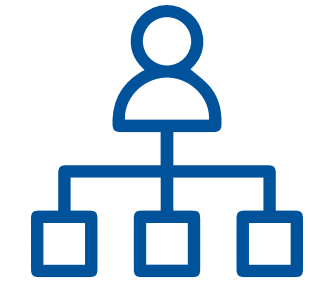
SOCIAL

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



Strong balance sheet



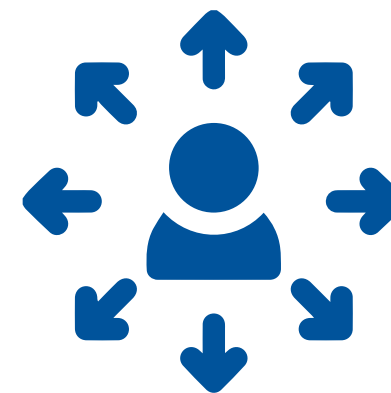
**Tangible net worth
\$381M**



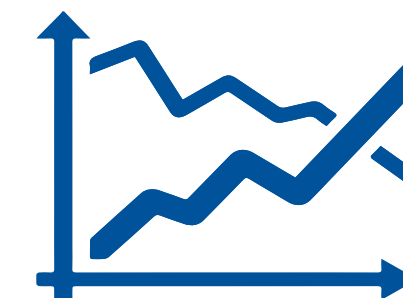
Strong cash position



Most of our locations are debt-free



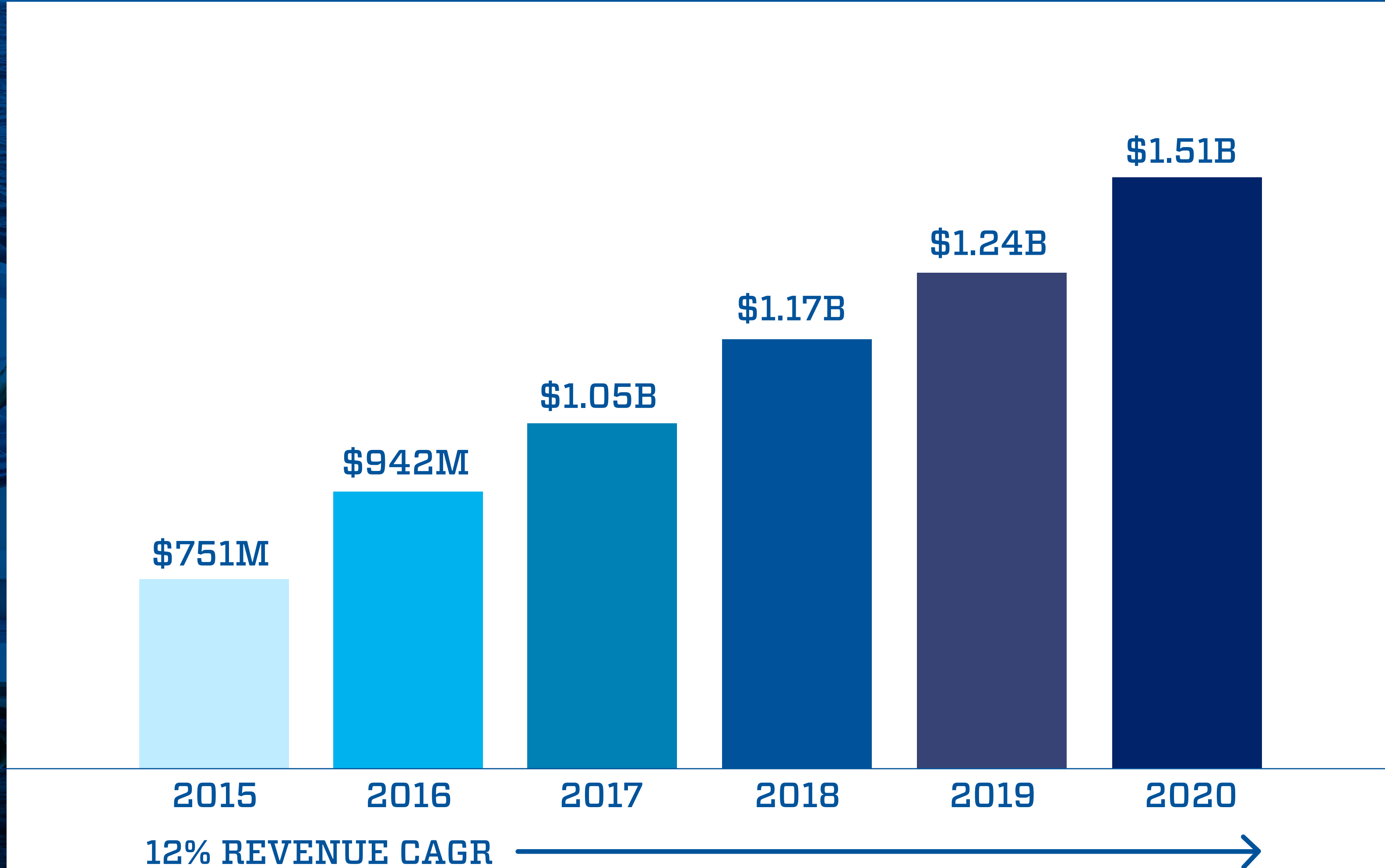
Poised to take advantage of opportunities as they arise



\$14.86 / share

Achieving Growth Through:

- Brand Expansions
- Markets Share Gains
- Marina & High Margin Businesses
- 14% Average Same-Store Sales Growth



21 2020 FISCAL YEAR REVENUE MIX



Mix has shifted to greater percentage of higher margin businesses: 14.7% in 2020

15.1%
USED BOAT SALES

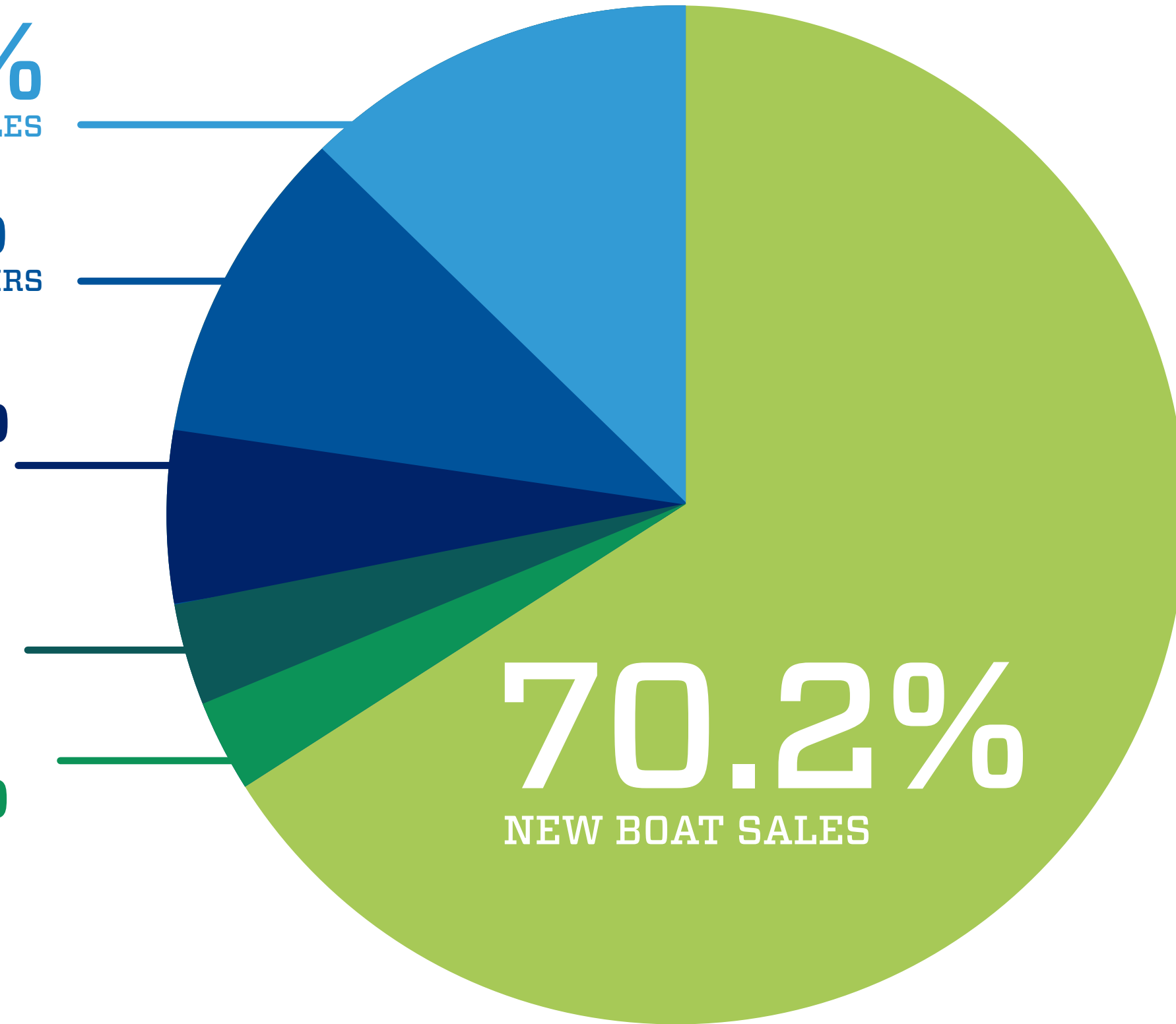
6.4%
SERVICE, REPAIRS & STORAGE

3.0%
PARTS & ACCESSORIES

2.7%
FINANCE & INSURANCE

2.6%
BROKERAGE

70.2%
NEW BOAT SALES

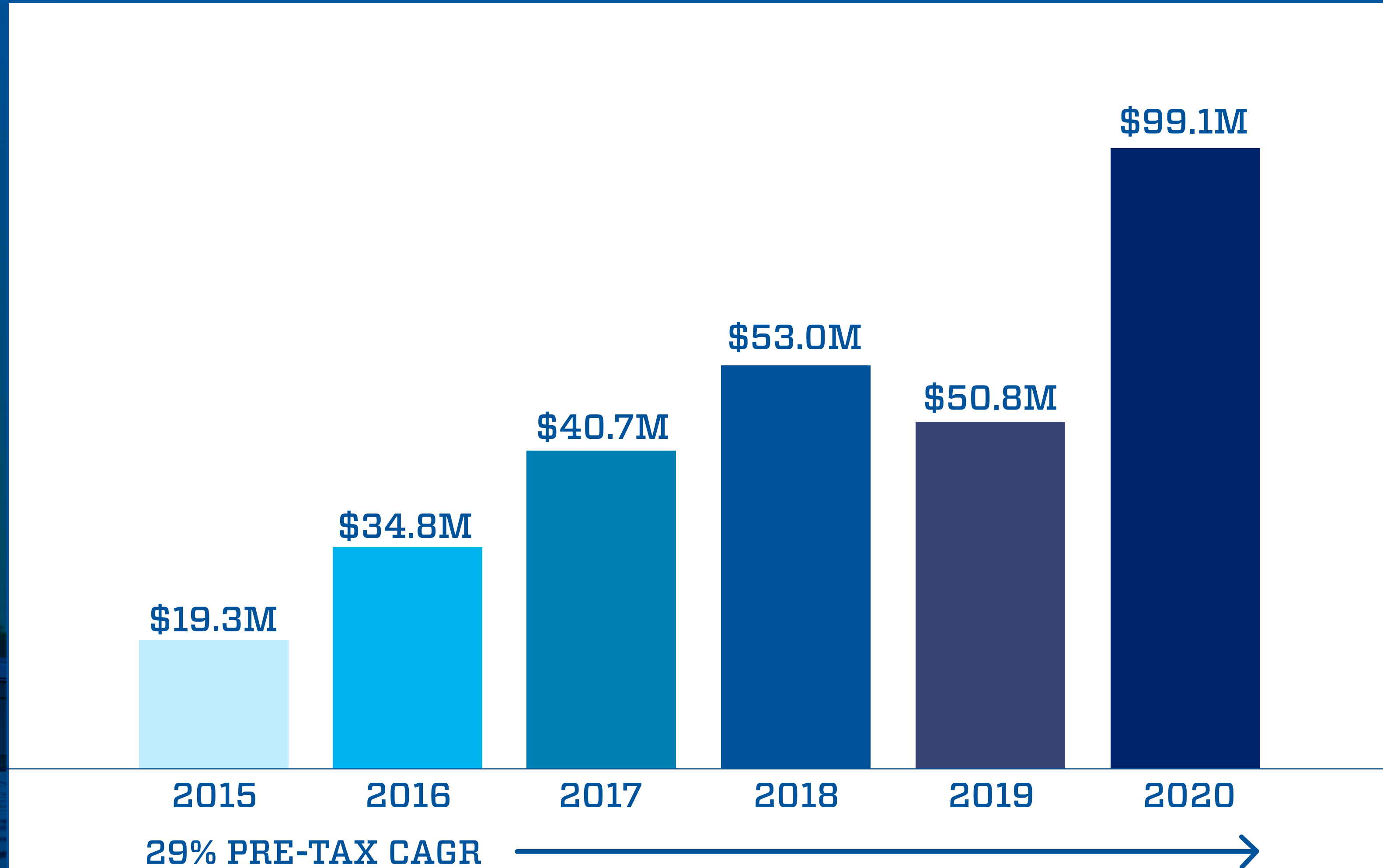


22 GROWTH-FISCAL YEAR PRE-TAX



29% Pre-Tax CAGR

Most Growth Generated Through Same-Store Sales



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

23 MEANINGFUL QUARTERLY PERFORMANCE



- **Gross Margin Expansion**

- growth in product margins and expansion of higher margin businesses organically and through acquisitions

- **Strong Operating Leverage**

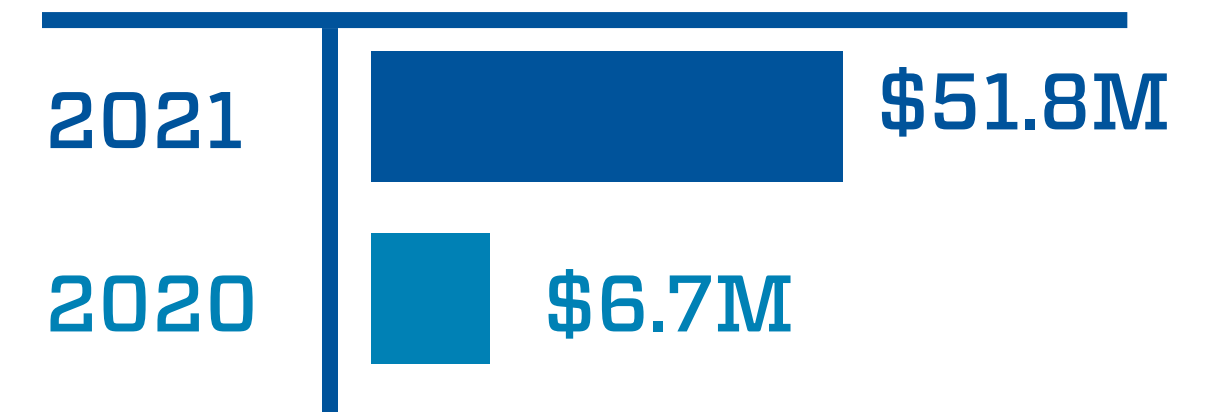
- **Over 45% Demand Driven Same-Store Sales Growth**

- **Second Quarter Earnings Per Share Increases More Than Sevenfold**

Revenue (Q2)



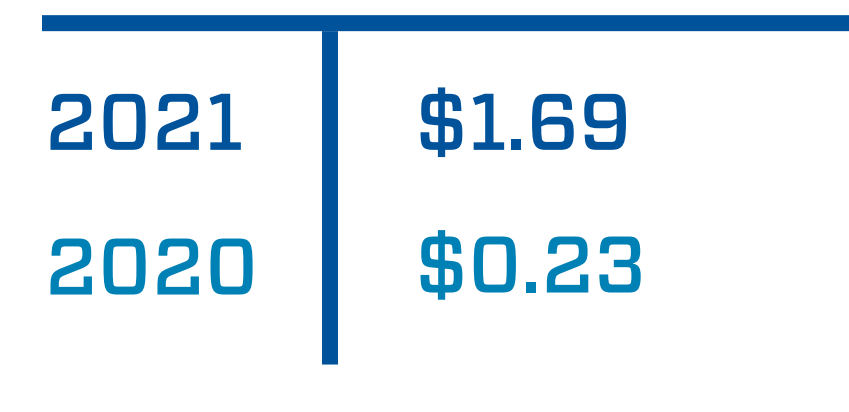
Pre-Tax (Q2)



Gross Margin (Q2)



Per Diluted Share (Q2)



SG&A (Q2)



24 YEAR TO DATE RECAP: MARCH '21 - MARCH '20



- **Gross Margin Expansion**
- growth in product margins and expansion of higher margin businesses organically and through acquisitions
- **Strong Operating Leverage**
- **Same-Store Sales Increased 33%**
- **Earnings Per Share Increases Fourfold**

Revenue



Pre-Tax



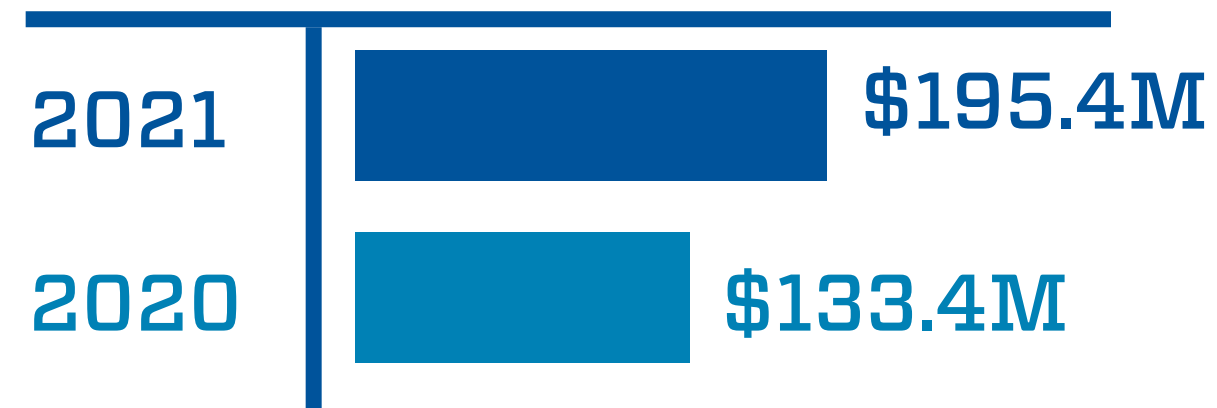
Gross Margin



Per Diluted Share



SG&A



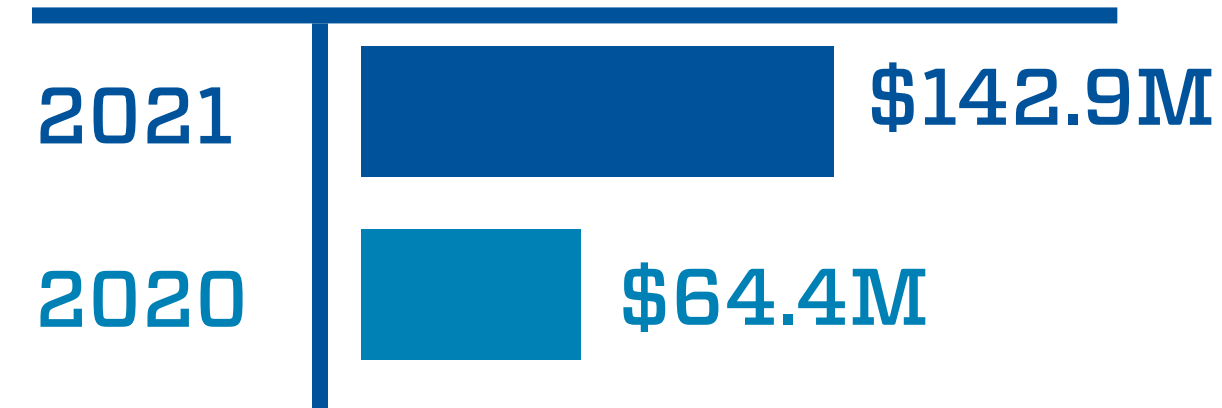
25 INDUSTRY LEADING BALANCE SHEET



- Strong cash and liquidity
- Inventory turns accelerating
- Strong Level of TNW
- Formidable balance sheet provides capital for growth

MARCH '21 - MARCH '20

Cash



Short-Term Borrowings



Inventories, net



Stockholders' Equity



Property and Equipment, net



Current Ratio

Total Liabilities / Total Net Worth

2021	2.14	1.05
2020	1.39	1.51

26 PRIORITIES FOR USE OF CASH



**Maintain Strong
Balance Sheet**

**Capex Facilities
and IT Strategies**

**Strategic
Acquisitions**

**Opportunistic
Share Repurchases**





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

Forbes

EDITORS' PICK | Dec 4, 2020, 06:02am EST | 13,136 views

Small Is Beautiful Again: 100 High Performance Small Cap Stocks

“

Clearwater, Florida's MarineMax is another pandemic opportunist. Annual boat sales are expected to end 2020 on a **13-year high**, according to the National Marine Manufacturers Association.

Think of MarineMax as Carmax for boats. It today operates 77 dealerships primarily along the eastern seaboard that cater to a wealthier crowd: the average vessel sells for \$200,000, with some running more than a million bucks.

In the quarter ended September 30, MarineMax revenues shot up 29% to nearly \$400 million, and \$1.5 billion for the fiscal year. **MarineMax's market cap has doubled since January.**

“There was a lot of money that wasn't being spent on European travel, and that was money that they could spend on something else,” says CEO Brett McGill. “So many new people have come into boating this summer... It's a numbers game and it's infectious. It's very rare you see people get in and out for one year.”

”

Forbes

Forbes analyzed more than 850 companies with market capitalizations ranging from \$300 million to \$2 billion to produce our ranking of America's 100 Best Small Cap Companies. Our selections are based on four factors: trailing 12-month stock returns, sales growth, earnings per share growth and return on equity.

Rank	#3
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Company	MarineMax
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Industry	Retailing
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52-Week Return	103.5%
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Revenue	\$1.5B
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Luxury boat sales 'booming' in Florida: MarineMax CEO

Nov. 24, 2020 - 2:19 - MarineMax CEO W. Brett McGill discusses luxury boat sales, saying business is doing well across the US.

The image shows a split-screen interview. On the left, a host in a dark suit and red tie is speaking. On the right, MarineMax CEO W. Brett McGill is smiling, wearing a blue polo shirt and white earbuds. The background behind him is a light-colored stone wall.

	DOW HITS 30,000	DOW
	MARKET RALLY	30,000.43
CRUDE OIL 45.05 ▲ 1.99 +4.62%	GOLD 1,808.60 ▼ 35.50 -1.93%	▲ 409.16
LAST TRADES ▶ AT&T (T) 29.24 ▲ 0.62	CONOCOPHILLIPS (COP) 44.40	+1.38%



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