

Sidoti Virtual NDR

September 18, 2024

Elevate Growth, Performance & People





SAFE HARBOR STATEMENT

Certain statements contained in this document are considered "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act. These statements do not relate to strictly historical or current facts and provide current expectations or forecasts of future events. Any such expectations or forecasts of future events are subject to a variety of factors. These include factors that affect all businesses operating in a global market as well as matters specific to us and the markets the Company serves. Particular risks and uncertainties presently facing it include: economic uncertainty throughout the world; geopolitical tensions or health epidemics; the Company's ability to comply with global laws and regulations; the Company's ability to adapt pricing to the competitive marketplace and customer pricing sensitivities; the competition in the Company's business; fluctuations in the cost, quality or availability of raw materials and purchased components; increasing cost pressures; unforeseen product liability claims or product quality issues; the Company's ability to attract, retain and develop key personnel and create effective succession planning strategies; the Company's ability to effectively develop and manage strategic planning and growth processes and the related operational plans; the Company's ability to successfully upgrade and evolve its information technology systems; the Company's ability to successfully protect our information technology systems from cybersecurity risks; the occurrence of a significant business interruption; the Company's ability to maintain the health and safety of its workers; the Company's ability to integrate acquisitions; and the Company's ability to develop and commercialize new innovative products and services. We caution that forward-looking statements must be considered carefully and that actual results may differ in material ways due to risks and uncertainties both known and unknown. Information about factors that could materially affect the Company's results can be found in our 2023 Form 10-K. Shareholders, potential investors and other readers are urged to consider these factors in evaluating forwardlooking statements and are cautioned not to place undue reliance on such forward-looking statements. We undertake no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law. Investors are advised to consult any further disclosures by the Company in its filings with the Securities and Exchange Commission and in other written statements on related subjects. It is not possible to anticipate or foresee all risk factors, and investors should not consider any list of such factors to be an exhaustive or complete list of all risks or uncertainties.



Tennant Company's

Unique Value Proposition



- World-Class Service Model provides Strong Competitive Advantage
- Compelling Growth Opportunities underpinned by Global Megatrends
- Innovation that drives the Future of Mechanized Cleaning
- Growth Strategy Enabled by Strong Financial Position to Maximize Shareholder Value

Reliable, Innovative Equipment at Core of Success



Scrubbers | Sweepers | AMR | Small Space | Vacuums | Pressure Washers | Aftermarket













A Global Leader in the Mechanized Cleaning Space



TNC Market Share*

~14%

Addressable Global Market*

~\$8.6B



~25%
Market Share

~\$3.4B

charket

Leverage brand, channels and service strength





~10% Market Share ~\$3.4B

Expand direct coverage





~5%
Market Share

~\$1.8B

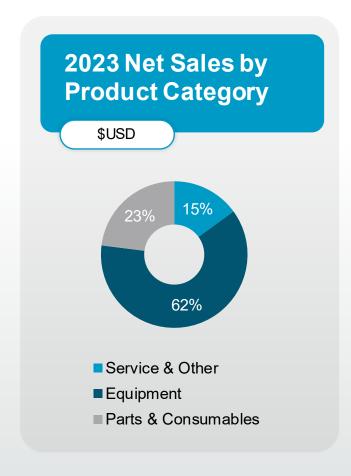
Focus on shift to mechanized cleaning

Solid positions in major geographies with significant growth upside

^{*}Refer to endnotes for definitions of certain terms used in this presentation.

Multi-Channel Strategy Maximizes Growth Opportunities





Multi-Channel Approach











SERVICE

E-COMMERCE

Diverse Core Vertical Markets

- #1 Contract Cleaners
- #2 Retail
- #3 Manufacturing
- #4 Logistics
- #5 Healthcare

Provides growth upside and insulation from cyclicity

Tiered Brands & Channel Mix Provide Growth Opportunity

Direct





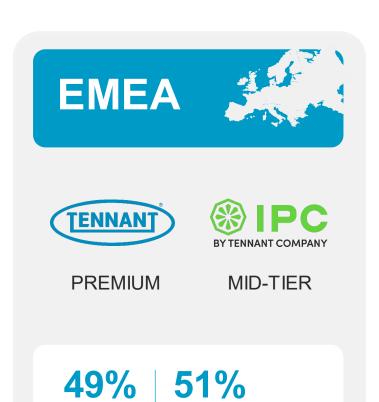




PREMIUM

MID-TIER

81% 19% Distribution





Leveraging Brands and Expanding Channels to Drive Growth

Distribution

Service as a Competitive Advantage



Differentiated Offering

Local

900+

Field Service Techs

Experienced

9+ Years

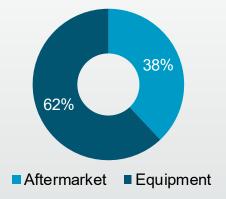
Average Tenure

Efficient

Mobile capable and Al-driven virtual service



2023 Net Sales (\$USD)



Aftermarket Opportunity

~80%

Aftermarket value = 80% of equipment price over machine life

Upside Potential

70% capture of aftermarket



Drives recurring, profitable revenue and creates competitive moat

Future of Mechanized Cleaning: Autonomous Mobile Robots



AMR

Addresses customer challenges





Solve Labor Challenges

Employee focus on other higher-value responsibilities and help bridge staffing issues



Proof of Performance

Capture real-time data and provide proof of clean



Enhance Experience

Clean floors enhance overall customer and employee experiences



Become a Technology Leader

Positive optics of the investment in robotic innovation to clean shared spaces



Return on Investment

Less than 3-year payback for typical customer

Leading the AMR Disruption in the Cleaning Industry



2018 2020 2021 2022 2024 2017 Lithium-lon **Exclusive Technology** T16AMR **Brain Corp T7AMR T380AMR** Agreement **Technology** introduced introduced introduced Partnership with Brain Corp's Gen 3 introduced for announced navigation software longer runtime and opportunity **Selling process** brain@ charging streamlined to drive adoption **Share of recurring** autonomous services received First X4 ROVR shipped, Tennant's first purpose-built AMR product designed for small spaces

AMR by the Numbers



*2019-2023

4 Models

700+ Unique Customers*

\$200M+ Revenue*

• 6,800+ Units Sold*

• 3X Pricing

• ~3 Year Payback

Executed Structural Change to Position for Growth



Strategic Pillars

2019-2023

Win where we have a competitive advantage
Reduce complexity & build scalable processes
Innovate for profitable growth



Results

	Targets		Actual	
Revenue*	2-3%	>>	~3%	✓
EBITDA	6-10%	>>	~9%	✓
EBITDA %	15%	>>	15%+	✓
Years	5	>>	4	✓

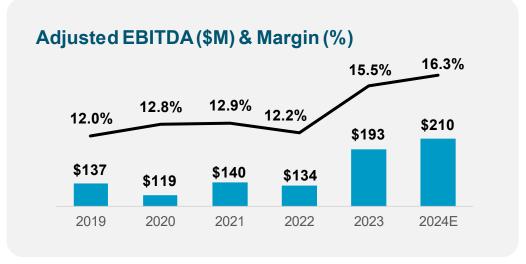
^{*}Net sales excludes divestiture of coatings business in Q1 2021

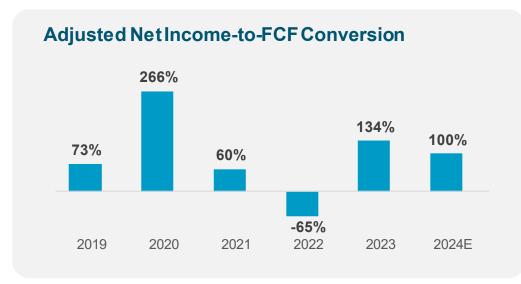
Expanded margins and provided solid foundation for scalable growth

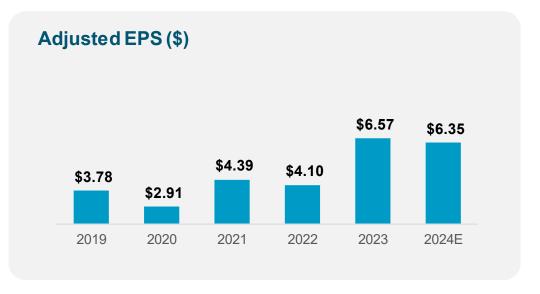
Strong Track Record of Financial Performance











^{*}Net sales excludes divestiture of coatings business in Q1 2021

Megatrends Driving Enhanced Innovation and Growth Opportunities





Automation

Labor availability and cost challenges driving automation



Modernization

Shift to mechanized cleaning in developing countries



Electrification

Customer-led push for internal combustion engines to battery-powered mechanized cleaning



Sustainability

Increased desire for more environmentally friendly solutions



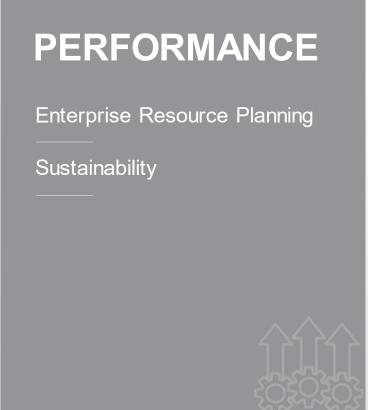
Strategically positioning Tennant to capitalize on growth trends

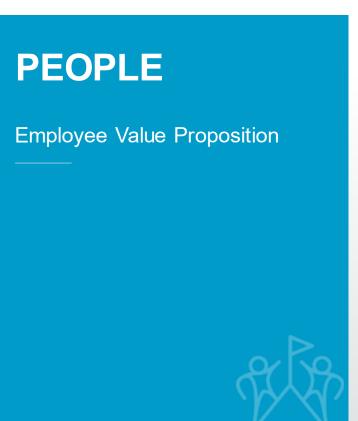
Elevate Growth Strategy



Our Strategic Pillars

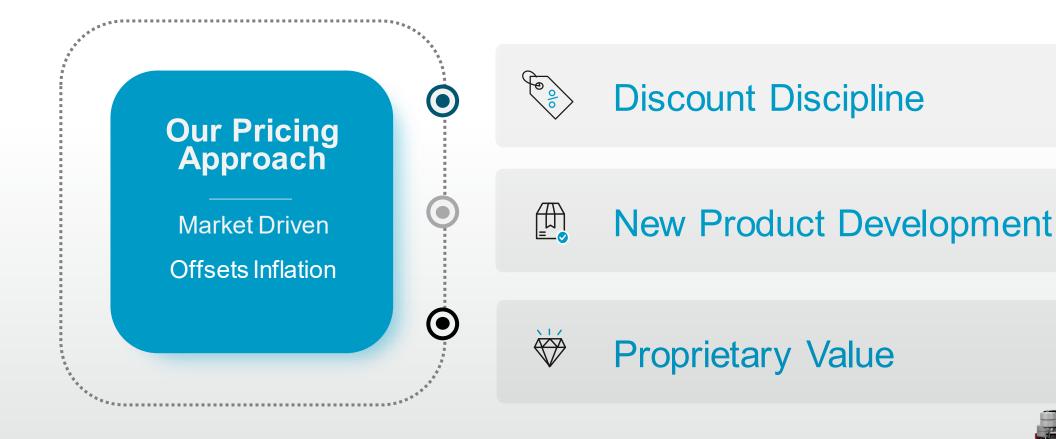






Pricing Excellence Supports Resilient Growth





Maximizing market position to capture growth and value we deliver

Product Innovation Focused on High Growth







Small Space



Product Line Extensions



Lead the mechanization of small-space cleaning

Leverage acquired platforms to expand market reach

Lead the adoption of robotic cleaning

Right to Win



Go-to-Market Coverage

Channel Strength

Brand Portfolio

Investments in market segments with high growth potential

Capitalize on Channel & Market Strengths





N. AMERICA

Strength

Go-to-market coverage leadership

Focus

Leverage strong brand and channel to grow new products and services



EMEA

Strength

Broad coverage across region

Focus

Expand direct channel go-to-market coverage in all of Europe



L. AMERICA

Strength

Go-to-market coverage leadership in Brazil & Mexico

Focus

Drive shift to mechanized cleaning utilizing developed eco-system



APAC

Strength

Go-to-market coverage leadership in ANZ Solid base in China & India

Focus

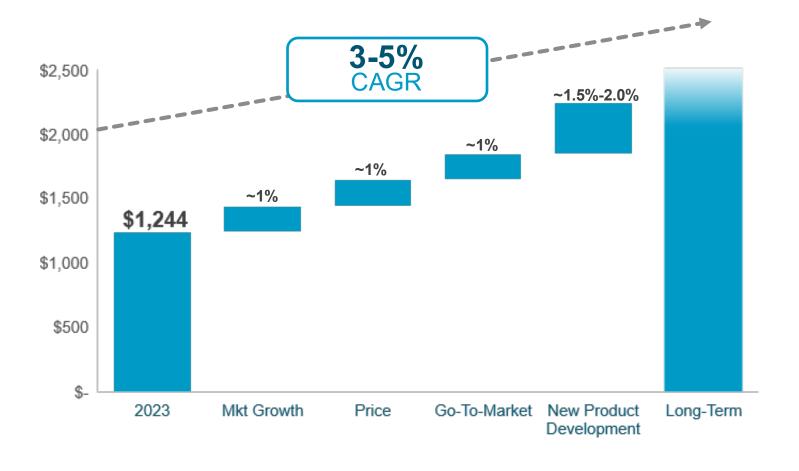
Expand go-to-market coverage with brand and product portfolio

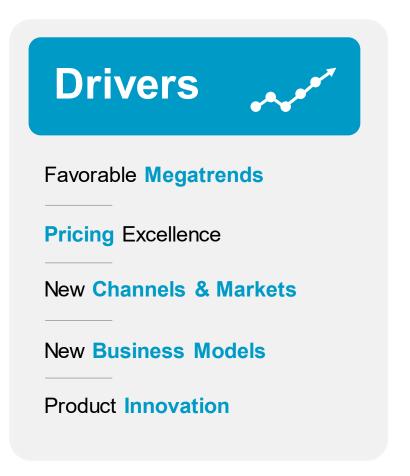
Tailored regional growth strategies to capitalize on market strengths

Strategic Focus on Driving Organic Net Sales Growth



Net Sales \$M

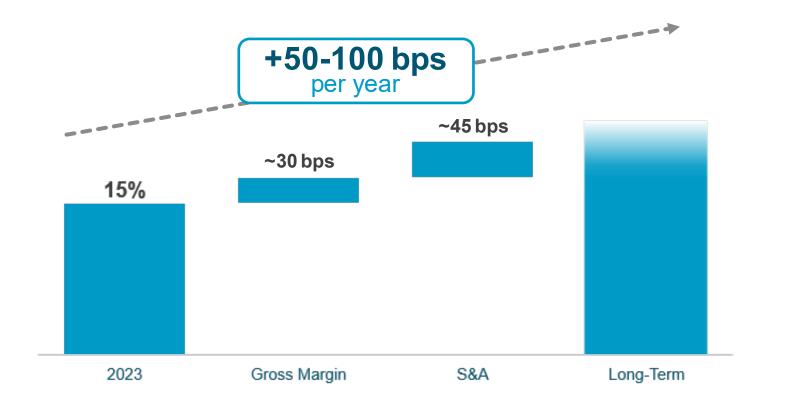




Operational Excellence Powering Margin Expansion



Adjusted EBITDA Margin







Focused **Supply-Chain** Strengthening

Efficient Operations and Manufacturing

Integrated Innovation Process

Enterprise Resource Planning

S&A Leverage and Ongoing Cost Initiatives

Strong FCF Provides Foundation & Flexibility for Growth-Focused Capital Allocation



Capital Allocation Strategy

Invest in the business and organic growth

- New product innovation
- Manufacturing optimization
- Capex \$20-\$25m per year

Strong Balance Sheet

- Strong FCF generation
- Net leverage ratio of 1x 2x Adjusted EBITDA
- Provides M&A capacity

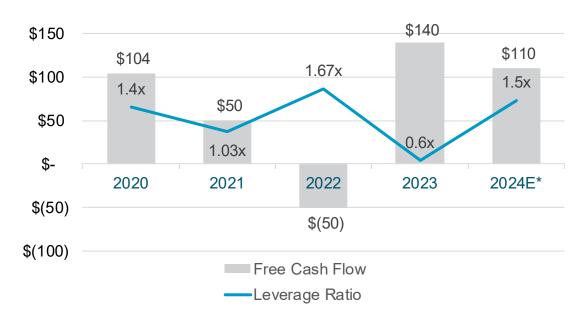
Acquisitions

Leverage core competencies into adjacencies

Shareholder Return

- Strong dividend history (50+ years of increases)
- Opportunistic share repurchases to offset dilution

FCF and Net Leverage



Strategic M&A Priorities Aligned to Enterprise Strategy





Defend & Grow Cleaning Core

Maintain and Enhance Strong Margins & Growth





Drive Value Through Connected Autonomy

Gain Share and Increase Recurring Revenue Models



Expand Portfolio into Mobile Equipment Adjacencies

Diversify & Grow Addressable Market



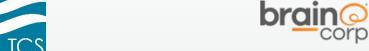
Sustained Value-Add

Expand Margins

Accelerate Growth

Enhance Resilient Revenue

Grow TAM



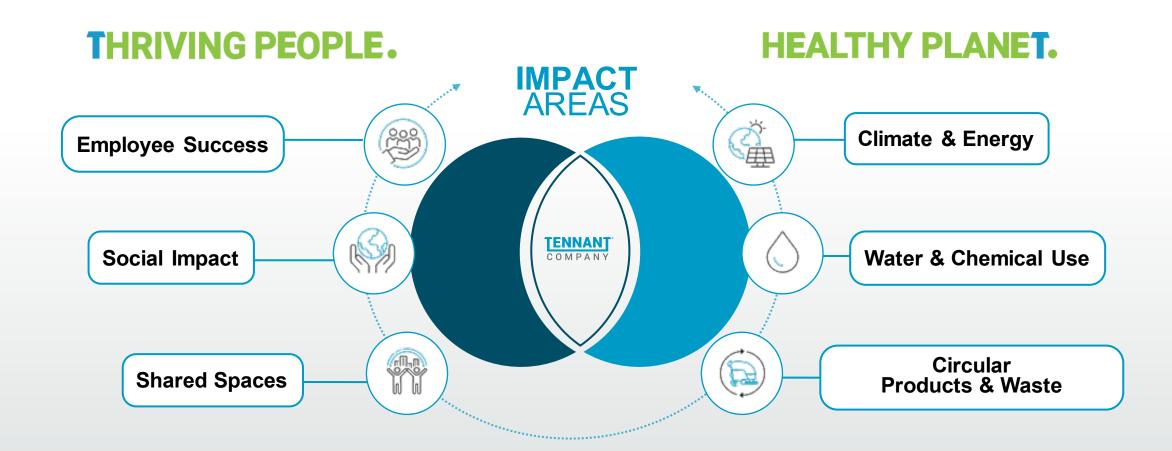
~\$8.6B Market





Our Sustainability Approach





Sustainability is at the core of Tennant Operations

Attractive Long-Term Model



3-5%

Net Sales Organic Growth 50-100bps

Expand Adjusted EBITDA Margin

100%

Net Income to Free Cash Flow Conversion

Profitable Growth from M&A Strategy

~\$150 million

Net Sales Added Over 3 Years

Significant Value Creation



Appendix





Second Quarter 2024 Performance



^{*}Non-GAAP Measures: refer to the Appendix of this presentation for additional information and reconciliation

Second quarter net income of \$27.9M, compared to \$31.3M in the prior year

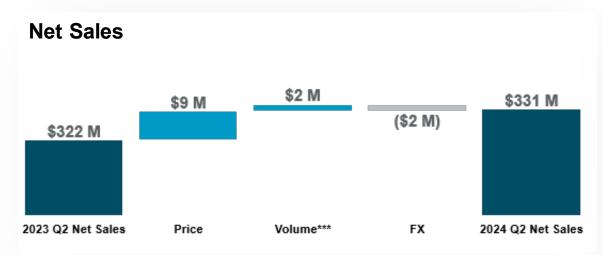
- Driven by ERP modernization costs and M&A transaction and integration costs
- Interest expense decreased \$1.5M in Q2 2024 due to lower debt balances
- Effective tax rate increased to 24.4% due to increase in nondeductible executive compensation and unfavorable change in mix of forecasted earnings

Second quarter adjusted EPS of \$1.83 per diluted share

 Excludes amortization expense, ERP modernization costs and M&A transaction and integration costs

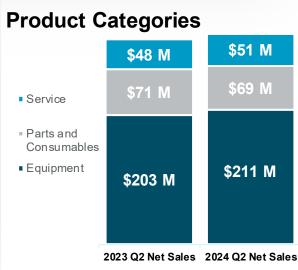


Second Quarter 2024 Results









Gross Margin decreased 30 bps to 43.1%

Price realization and cost savings activities materially offset inflation

Adjusted S&A* as a percent of net sales improved 30 bps to 26.4%

• Driven by operating performance partly offset by incremental compensation expense on headcount increases

Adjusted EBITDA Margin* essentially flat at17.7%

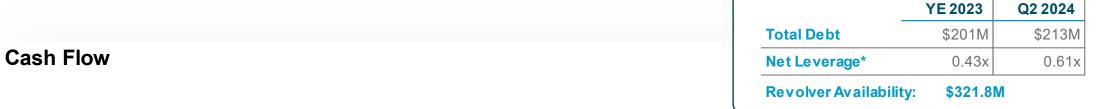
^{*}Non-GAAP Measures: refer to the Appendix of this presentation for additional information and reconciliation

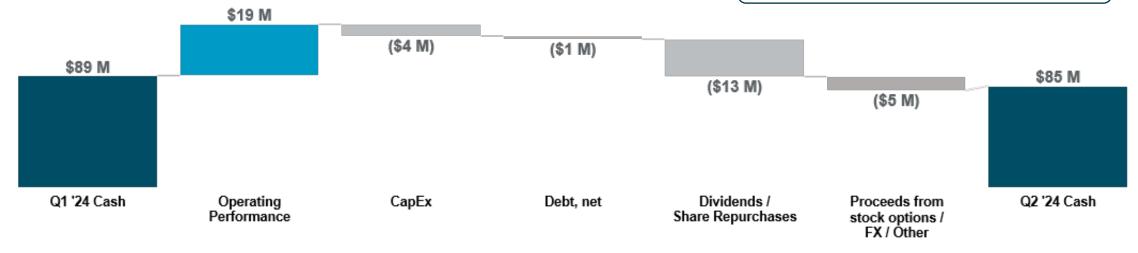
^{**}Organic net sales growth

^{***} Volume includes inorganic impact from M&A activity



Capital Deployment





Net cash provided by operating activities of ~\$19M driven by operating performance, partially offset by increases in working capital and ERP modernization costs

Capital expenditures of ~\$4M in line with full-year guidance expectations

Returned capital to shareholders via dividend and share repurchases



2024 Full-Year Guidance Raised

	Updated 2024 Guidance	Original 2024 Guidance
Net Sales	\$1.280B - \$1.305B	\$1.27B - \$1.295B
Organic Net Sales Growth	2.5% - 4.5%	2% - 4%
Adjusted Diluted EPS(1)	\$6.15 - \$6.55	\$6.05 - \$6.65
Adjusted EBITDA ⁽¹⁾	\$205M - \$215M	\$198M - \$213M
Adjusted EBITDA Margin	16.0% - 16.5%	15.6% - 16.4%
Capital Expenditures ⁽¹⁾	~\$20M	\$20M - \$25M
Adjusted Effective Tax Rate ⁽¹⁾	22% - 27%	22% - 27%

Appendix



Endnotes

TNC's estimated market share and the estimated total addressable market include mechanized cleaning equipment and other adjacencies (scrubbers, sweepers, AMR, vacuums & extractors, floor machines & burnishers, specialty equipment, industrial vacs, high-pressure washers, tools, outdoor, and aftermarket products). Market share estimated as of 2023. Information is based on information (self-reported and voluntary) from certain trade groups and associations and market research conducted by third party (commissioned by Tennant) and are estimates only.

AMR, **small space**, **and product line extensions market sizes** are estimated as of 2023. Information based on information (self-reported and voluntary) from certain trade groups and associations and market research conducted by third party (commissioned by Tennant) and are estimates only.

CAGR estimates are based on input from industry experts and their understanding of the current state of business and future growth expectations; therefore, subject to change.

Cleaning core, connected autonomy, and mobile equipment adjacencies market sizes are estimates based on market research conducted by third party (commissioned by Tennant). Sources include market reports, S&P CapIQ, Orbis, Company websites. Cleaning core market refers to total addressable market of mechanized cleaning equipment and other adjacencies. Connected autonomy market refers to the autonomy technology software stack including robotics. Mobile equipment adjacencies refers to compact ergonomic equipment, non-cleaning industrial autonomous vehicles, and other viable, non B2C equipment spaces.



Non-GAAP Financial Measures

This presentation and the related conference call include presentation of Non-GAAP measures that include or exclude special items of a nonrecurring and/or nonoperational nature (hereinafter referred to as "special items"). Management believes that the Non-GAAP measures provide useful information to investors regarding the Company's results of operations and financial condition because they permit a more meaningful comparison and understanding of Tennant Company's operating performance for the current, past or future periods. Management uses these Non-GAAP measures to monitor and evaluate ongoing operating results and trends and to gain an understanding of the comparative operating performance of the Company.

The Company believes that disclosing selling and administrative ("S&A") expense – as adjusted, S&A expense as a percent of net sales – as adjusted, operating income – as adjusted, operating margin – as adjusted, income before income taxes – as adjusted, income tax expense – as adjusted, net income – as adjusted, net income per diluted share – as adjusted, EBITDA – as adjusted, and EBITDA margin – as adjusted (collectively, the "Non-GAAP measures"), excluding the impacts from special items, is useful to investors as a measure of operating performance. The Company uses these measures to monitor and evaluate operating performance. The Non-GAAP measures are financial measures that do not reflect United States Generally Accepted Accounting Principles (GAAP). The Company calculates the Non-GAAP measures by adjusting for ERP modernization costs, transaction-related costs and amortization expense. The Company calculates income tax expense – as adjusted by adjusting for the tax effect of these Non-GAAP measures and dividing the result by the diluted weighted average shares outstanding. The Company calculates EBITDA margin – as adjusted by dividing EBITDA – as adjusted by net sales.

TENNANT COMPANY SUPPLEMENTAL NON-GAAP FINANCIAL TABLES



Reported to Adjusted Net Income and Net Income Per Share

(In millions, except per share data)	T	hree Months	Ende	ed June 30,	Six Months Ended June 30,			
		2024		2023	2024		2023	
Net income - as reported	\$	27.9	\$	31.3	\$ 56.3	\$	55.6	
Adjustments:								
Amortization expense		2.9		2.6	5.8		5.4	
Restructuring-related charge (S&A expense)		0.4		8.0	0.4		0.8	
ERP modernization costs (S&A expense)		2.6		_	4.5		_	
Transaction and integration-related costs (S&A expense)		1.4		_	2.9		_	
Net income - as adjusted	\$	35.2	\$	34.7	\$ 69.9	\$	61.8	
Net income per share - as reported:								
Diluted	\$	1.45	\$	1.68	\$ 2.94	\$	2.98	
Adjustments:								
Amortization expense		0.15		0.14	0.30		0.29	
Restructuring-related charge (S&A expense)		0.02		0.04	0.02		0.04	
ERP modernization costs (S&A expense)		0.14		_	0.24		_	
Transaction and integration-related costs (S&A expense)		0.07		_	0.15		_	
Net income per diluted share - as adjusted	\$	1.83	\$	1.86	\$ 3.65	\$	3.31	

Reported Net Income to Adjusted Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA)

(In millions)	Three Months	Ende	ed June 30,		June 30,		
	2024		2023		2024		2023
Net income - as reported	\$ 27.9	\$	31.3	\$	56.3	\$	55.6
Less:							
Interest expense, net	2.5		4.0		4.8		7.7
Income tax expense	9.0		8.6		15.7		16.3
Depreciation expense	9.9		8.9		19.5		17.2
Amortization expense	3.9		3.6		7.8		7.5
EBITDA	 53.2		56.4		104.1		104.3
Adjustments:							
Restructuring-related charge (S&A expense)	0.6		1.2		0.6		1.2
ERP modernization costs (S&A expense)	3.4		_		5.9		_
Transaction and integration-related costs (S&A expense)	1.4		_		2.9		_
EBITDA - as adjusted	\$ 58.6	\$	57.6	\$	113.5	\$	105.5
EBITDA margin - as adjusted	17.7 %		17.9 %		17.7 %		16.8 %





Reported to Adjusted Selling and Administrative Expense (S&A expense) and Operating Income

(In millions)	T	hree Months	Ended	June 30,		June 30,		
		2024		2023		2024	2023	
S&A expense - as reported	\$	92.9	\$	87.0	\$	182.8	\$	168.7
S&A expense as a percent of net sales - as reported		28.1 %		27.0 %		28.5 %		26.9 %
Adjustments:								
Restructuring-related charge (S&A expense)		(0.6)		(1.2)		(0.6)		(1.2)
ERP modernization costs (S&A expense)		(3.4)		_		(5.9)		_
Transaction and integration-related costs (S&A expense)		(1.4)		_		(2.9)		_
S&A expense - as adjusted	\$	87.5	\$	85.8	\$	173.4	\$	167.5
S&A expense as a percent of net sales - as adjusted		26.4 %		26.7 %		27.0 %		26.7 %
Operating income - as reported	\$	38.6	\$	43.5	\$	76.1	\$	79.4
Operating margin - as reported		11.7 %		13.5 %		11.9 %		12.7 %
Adjustments:								
Restructuring-related charge (S&A expense)		0.6		1.2		0.6		1.2
ERP modernization costs (S&A expense)		3.4		_		5.9		_
Transaction and integration-related costs (S&A expense)		1.4		_		2.9		_
Operating income - as adjusted	\$	44.0	\$	44.7	\$	85.5	\$	80.6
Operating margin - as adjusted		13.3 %		13.9 %		13.3 %		12.8 %

TENNANT COMPANY SUPPLEMENTAL NON-GAAP FINANCIAL TABLES



Reported to Adjusted Income Before Income Taxes and Income Tax Expense

(In millions)	T	hree Months	Ende		Six Months Ended June 30,			
		2024		2023		2024		2023
Income before income taxes - as reported	\$	36.9	\$	39.9	\$	72.0	\$	71.9
Adjustments:								
Amortization expense		3.9		3.6		7.8		7.5
Restructuring-related charge (S&A expense)		0.6		1.2		0.6		1.2
ERP modernization costs (S&A expense)		3.4		_		5.9		_
Transaction and integration-related costs (S&A expense)		1.4		_		2.9		_
ncome before income taxes - as adjusted	\$	46.2	\$	44.7	\$	89.2	\$	80.6
Income tax expense - as reported	\$	9.0	\$	8.6	\$	15.7	\$	16.3
Effective tax rate - as reported		24.4 %		21.6 %		21.8 %		22.7
Adjustments(1):								
Amortization expense		1.0		1.0		2.0		2.1
Restructuring-related charge (S&A expense)		0.2		0.4		0.2		0.4
ERP modernization costs (S&A expense)		8.0		_		1.4		_
ncome tax expense - as adjusted	\$	11.0	\$	10.0	\$	19.3	\$	18.8
Effective tax rate - as adjusted		23.8 %		22.4 %		21.6 %		23.3 9

⁽¹⁾ In determining the tax impact, we applied the statutory rate in effect for each jurisdiction where income or expenses were generated.

Reported to Free Cash Flows

(In millions)	Thr	ee Months	Ende	Six Months Ended June 30,				
		2024		2023		2024		2023
Cash provided by operating activities - as reported	\$	18.6	\$	39.1	\$	21.5	\$	70.2
Less:								
Capitalized expenditures		(4.2)		(5.0)		(7.2)		(11.8)
Free cash flows	\$	14.4	\$	34.1	\$	14.3	\$	58.4
Adjustments:								
ERP modernization spend		9.0		_		16.2		_
Free cash flows - as adjusted	\$	23.4	\$	34.1	\$	30.5	\$	58.4