
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.

Introductions



Brett McGill

Chief Executive Officer and President

- Grew up boating
- Information Systems Degree, worked in the technology field for over 5 years
- Joined the Company in 1996
- Bill McGill, our Executive Chairman, started Gulfwind in 1973
- Formed MarineMax in 1998



Mike McLamb

Executive Vice President and Chief Financial Officer

- Arthur Andersen for 10 years
- Joined in 1997 to help form the Company and pursue IPO
- Lifelong Boater

Investment Highlights

- Largest Retailer in a Highly Fragmented Industry
- Opportunities to Outperform in an Aspirational, Healthy Recreation
- Differentiated Customer Approach Producing Leading Market Share Gains
- Exclusive Agreements with Premier Manufacturers
- Experienced and Cycle Tested Management Team
- Considerable Financial Strength





Current Company Snapshot

- World's best and largest boat and yacht retailer
- With the acquisition of Fraser Yachts and Northrop & Johnson, we are now the dominant leader in the superyacht services business
- 59 locations operating in 16 States, the British Virgin Islands and the Bahamas
- Carrying over 20 premium brands
- 6 brands with large, exclusive territories
- 18 marinas with 5,800 recurring revenue generating racks/slips owned or leased
- Newcoast Financial Services
- Boatyard acquisition to support our strategic digital transformation
- Strong Balance Sheet
- Strong tenured and cycle tested management team

Strategic Advantages

- ✓ Team
- ✓ Mission
- ✓ FANS
- ✓ Premium Products
- ✓ Customer Approach
- ✓ Locations

Our Team Is Your Advantage.

Anyone can sell you a boat. MarineMax supports our boat owners with a team of experts who ensure you enjoy boating to the fullest.

UNITED by WATER
MARINEMAX

TEAM SUPPORT:
We don't have corporate headquarters; we have Team Support — a group of over 100 individuals dedicated to supporting our stores and boat owners.

SALES CONSULTANT:
I love boating. I take pride in listening to how you like to boat. Using my extensive experience, we'll find the right boat for you.

EVENTS AND GET*AWAYS!*® COORDINATOR:
We have so much fun helping people enjoy their boats from a weekend cruise to a nearby destination to a week-long adventure to an exotic resort.

FINANCE AND INSURANCE PROFESSIONAL:
I'm here to walk you through your finance and insurance options as well as make sure the paperwork and registration is taken care of for you.

SALES CONSULTANT:
Getting the boat right is important. However, having the MarineMax Team standing behind the sale adds value that makes ownership a pleasure beyond taking delivery.

STORE MANAGER:
I know how much it means to get on the water hassle-free. I make sure my team can focus on what is most important: getting you out on the water.

MARINEMAX VACATIONS:
A British Virgin Island charter will take you out of the ordinary and into the extraordinary. I'll take care of everything — from planning your adventure to your arrival back at our docks.

DELIVERY CAPTAIN AND INSTRUCTOR:
My goal is for you and your family to be comfortable with your boat. I provide a detailed walk through of your boat on the day of delivery and classes for everyone in the family.

FACTORY-CERTIFIED SERVICE PROFESSIONAL:
I am a boater too and I know you want to be on the water, enjoying what you and I love most. My factory certifications help me keep your boat in top shape.



The Best and The Right Team

Best and Right Mission Statement





Best And Right FANS Approach



- ✓ **1 Year Score: 78.1 - World Class!**
- ✓ **5 Year Score: 74.62 - World Class!**
- ✓ Average U.S. company less than 10
- ✓ FANS are all about repeat customers and referrals

* FANS our way we define Net Promotor Score

Best and Right Premium Products

AZIMUT YACHTS

Benetti
ITALIAN EXCELLENCE SINCE 1873

OCEAN ALEXANDER®

AQUILA

BOSTON WHALER

Sea Ray

GRADY-WHITE BOATS

GALEON

Scout
Discover More...

AVIARA

mjm yachts

NAUTIQUE

Best And Right Customer Approach

"Teach Me"

- ✓ Passionate Boating Team
- ✓ Captains Orientation
- ✓ Women On Water
- ✓ Events, Seminars and Classes

"Service Me"

- ✓ Pro-active Service
- ✓ Mobile Service Trucks
- ✓ Emergency

"Show Me How To Have Fun"

- ✓ Get*aways*! Trips
- ✓ Customer Events (over 1,000 events last year)





MarineMax Getaways!





Best and Right Locations



MARINEMAX VACATIONS



The World is Waiting

Experience a personally planned boating vacation almost anywhere in the world with boating options that range from an intimate trip for two to an adventure with family and friends.

British Virgin Islands

Explore more than 60 unique islands boasting vivid blue waters and easy navigation aboard your comfortable power catamaran.

Something for Everyone

Those looking for an active itinerary will fall in love with kayaking, snorkeling, exploring and more! And if you enjoy a slower pace, simply find your favorite beach or lounge aboard your yacht and relax.

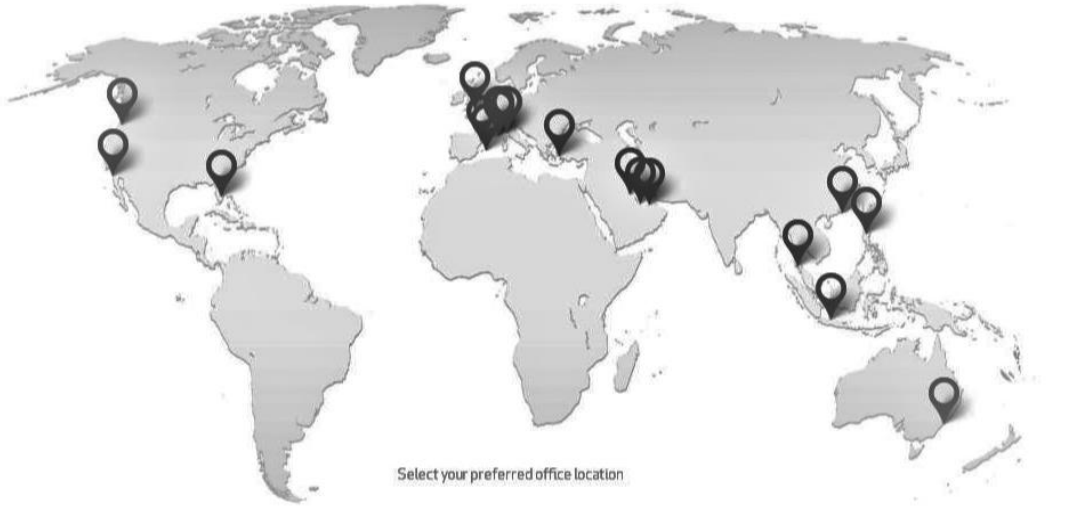


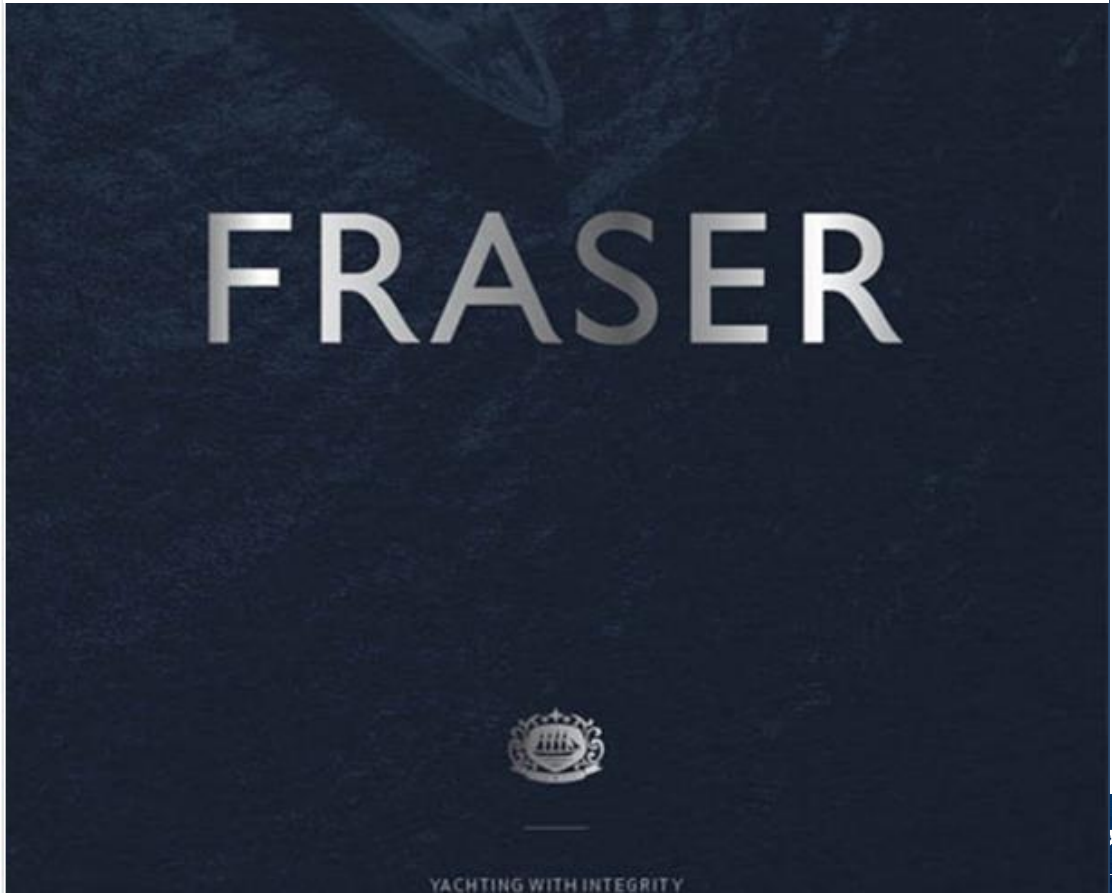


MarineMax Expands Its Worldwide Yacht Services

~ Acquires Leading Yacht Brokerage Company in the World-Fraser Yachts Group ~

July 2, 2019



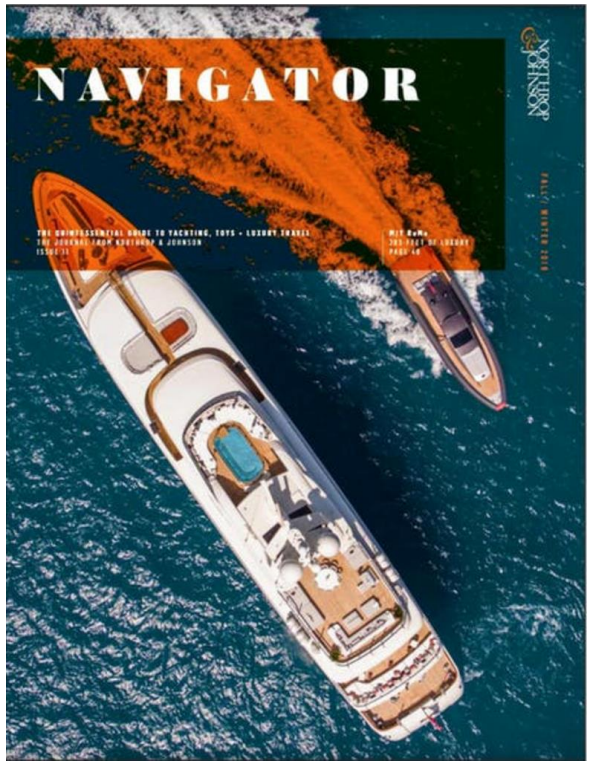


MarineMax Further Expands Worldwide Yacht Services with Acquisition of Northrop & Johnson

~ Creates World's Largest Superyacht Services Organization ~

July 1, 2020

NORTHROP & JOHNSON

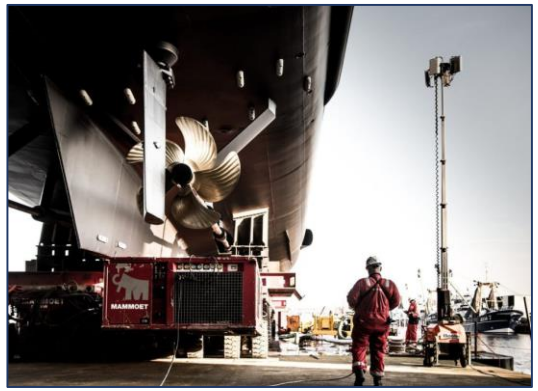


Northrop & Johnson is a luxury yacht brokerage specializing in superyacht sales, yacht charter, new construction, management, boat insurance, crew placement, and marketing.

FRASER

NORTHROP & JOHNSON

NEW YACHT CONSTRUCTION
BUILD THE CUSTOM YACHT
OF YOUR DREAMS



CHARTER MANAGEMENT
DECADES OF CHARTER YACHT
MARKETING SUCCESS



YACHT CHARTER
DISCOVER SUPERYACHTS
FOR CHARTER WORLDWIDE



YACHT CREW PLACEMENT
YOUR TEAM & YACHTING ESSENTIALS



YACHT MANAGEMENT



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NEWCOAST

FINANCIAL SERVICES



BOAT LOANS



RV LOANS

FINANCING TO MEET YOUR NEEDS

Whether you are looking to finance a sport boat, cruiser, mega yacht or RV, or refinancing your existing loan, Newcoast Financial Services can design a financing program to meet your unique needs.

THE NEWCOAST ADVANTAGE

At Newcoast Financial Services, you will work with one of our finance specialists one-on-one through the entire loan application and approval process. Our professional team of loan specialists has years of experience and is available to help answer your questions throughout the process.

We work with one of the largest networks of quality lenders in the marine and RV industries to make sure that our customers are offered not only the most competitive rates, but also have the options they deserve in their financial packages. But the personalized service does not stop there, we will also help you choose an extended warranty for your boat, yacht, RV or motorhome, or refinance your loan whenever you are ready.

MarineMax Expands Financial Services Business

~Acquires Private Insurance Services, Inc.~

July 8, 2020

WHO IS PRIVATE INSURANCE SERVICES

A dedicated team of yacht insurance experts providing bespoke programs to yacht owners worldwide. Our clients are provided with a suite of Insurance products from Standard yacht hull & liability through one-off specialist programs.

At the helm of Private Insurance Services are yacht insurance leaders that understand underwriting, who know the exposures of an owner, including the captain, crew, guests, tenders, navigation, etc. They are able to find solutions to complex problems. They proactively work to correct Issues before they arise and are there for you if something does occur.

PRIVATE INSURANCE SERVICES



Multiple Growth Opportunities

- **Capitalize on our Premium Brands** - grow same-store sales
- Continue with brand opportunities within our markets
- Focus on M**argins**
  - Boats
  - **Finance & Insurance**
  - Parts & Accessories, Service, Storage, etc.
- Grow with full-service **Marina** locations
- Advancing our digital strategy
  - **Hubspot CRM**
  - Mobile Apps
  - **Qlik** Data Analytics
  - Artificial Intelligence
  - Marketing Analytics
- Continue with Acquisitions

MarineMax Boat Repair & Service



First-Rate Boat Repair and Boat Service Keeping You on the Water

Our customer commitment extends beyond creating a lifetime of memories on the water. We're there to help with service, routine maintenance, engine upgrades, storage options and more. From providing world-class service with factory-certified technicians to finding marina slips and dry storage locations, your MarineMax team will always be there.

MarineMax Acquires Pioneering Digital Platform

~ Boatyard Founder Nathan Heber to Lead Transformative New MarineMax Customer Experience Platform ~

March 17, 2020

BOATYARD
EVERYBODY ON BOARD



Connecting the World of Boating

BOATERS • MARINE PROS • MARINAS • DEALERS

Generate more revenue while delivering remarkable customer service experiences to your boat owners.
Schedule your demo today and get preferred pricing for your first year.

Lead Generation

Get access to qualified leads of boaters looking for the services you provide.

Order Management

Deliver remarkable customer service experiences to your boat owners.

Scheduling

Never play phone tag again.

Quoting & Invoicing

Send a quote or invoice with the click of a button.

Communication

Boatyard for Business helps you engage with your customers, even when you're not available.

Payment Processing

Processing payments for your marine business has never been easier.

Analytics

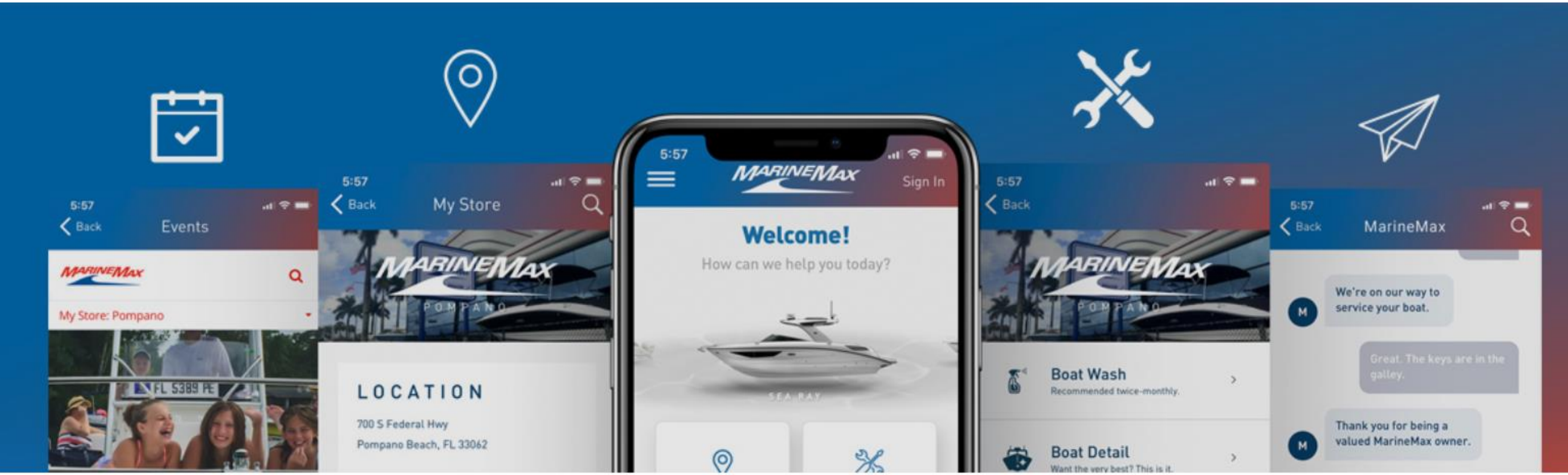
Get real-time data on your business with our quick reports.

Good Things
come to those who don't wait!

Schedule your demo today.

I'M IN

MarineMax App



The New MarineMax App: Boating Made Easy.

The new MarineMax app has one goal: to help you indulge your passion for boating. With the touch of your finger, you can easily connect with us and order services for your boat – from routine maintenance, to requesting a wash or fuel or having us complete a repair. You'll also find access to upcoming events and our inventory. Spend less time taking care of your boat and more time on the water, named one of Boating Industry's Top 50 Products of 2020.

MarineMax Gives Back and Community Involvement



Habitat for Humanity®

MarineMax Yacht Gala raises $200,000+ for Golsiano Children's Hospital

More than double the attendance at this year's MarineMax Yacht Gala helped raise more than $200,000 for Golsiano Children's Hospital.



Financial Highlights



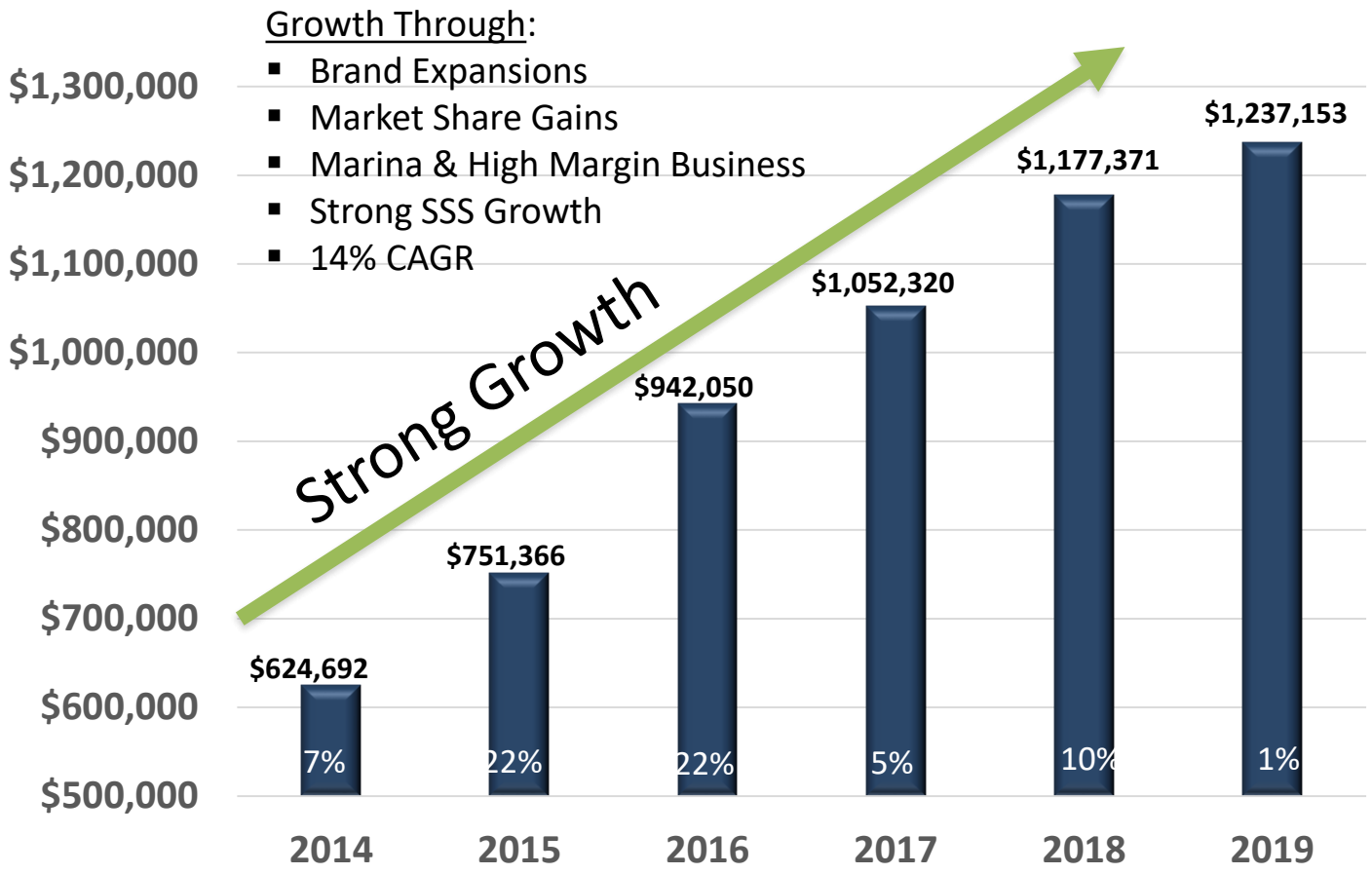
Financial Highlights

- Strong Balance Sheet
  - Tangible net worth $360 Million or $16.31/share
  - Liquidity over $180 million
  - Only debt is inventory financing
  - Most of our locations are debt free (mostly waterfront or highway)

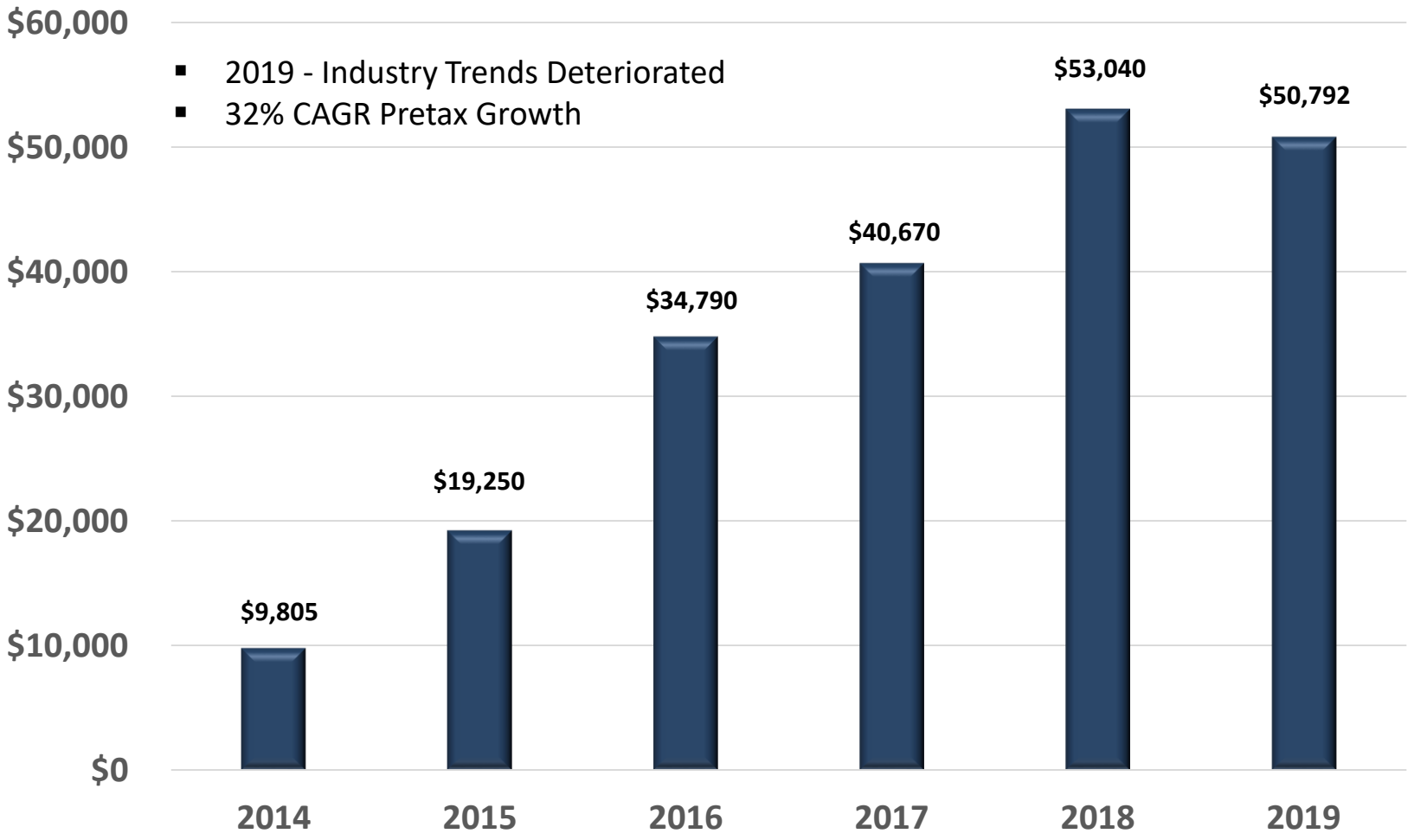
- Balance sheet is much stronger today than pre-crisis
  - Tangible net worth is substantially higher
  - Cash is greater
  - Unlevered real estate is considerably higher

- We are poised to take advantage of opportunities as they arise

Multiple Opportunities to Build Upon Six Years of Growth

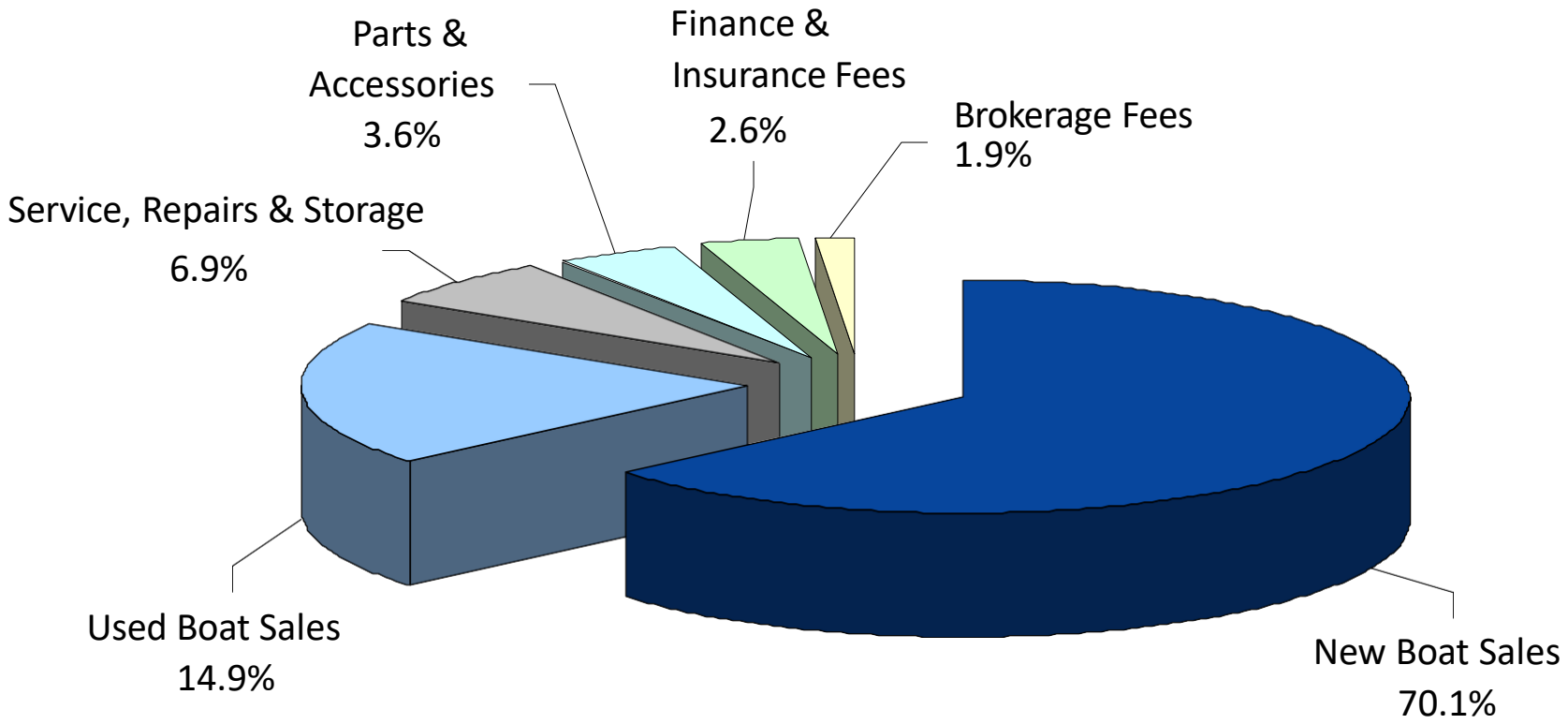


Fiscal Year Pretax Growth



Note: Unusual gains and expenses removed from 2014, 2015, 2018 and 2019 and Hurricane Irma expenses from 2017

Fiscal Year 2019 Revenue Mix



Mix has shifted to greater % of higher margin business; 12.9% in 2007 and 15.0% in 2019

June Quarter Recap

	JUNE 2020	JUNE 2019
Revenue	$498.3M	$383.5M
Gross Margin	24.8%	25.5%
SG&A	$74.8M	$68.9M
Pretax	$46.5M	$25.8M
Per Diluted Share	$1.58	$0.84

- COVID-19 adverse impact early in quarter
- 37% Same-Store Sales growth producing record June quarter
- Industry trends were strong prior to COVID-19
- Strong leverage in quarter yielded record profits

Year to Date Recap

	JUNE 2020	JUNE 2019
Revenue	$1,110.9M	$929.0M
Gross Margin	25.4%	25.3%
SG&A	$208.3M	$187.4M
Pretax	$65.5M	$39.5M
Per Diluted Share	$2.23	$1.26

- Same-Store Sales increased 22%
- Industry trends strong prior to COVID-19
- Strong leverage produced record year to date profit

Industry Leading Balance Sheet Highlights

	JUNE 2020	JUNE 2019
Cash	$86.9M	$71.6M
Inventories, net	$314.1M	$434.7M
Property and Equipment, net	$141.9M	$143.3M
Short-Term Borrowings	$147.1M	$289.8M
Stockholders' Equity ($321.9 Tangible Net Worth)	$425.0M	$369.8M
Current Ratio	1.77	1.48
Total Liabilities / Total Net Worth	.86	1.16

- Inventory declined as expected due to strong sales and manufacturers closing due to Covid
- Well positioned with industry's best manufacturers to supply product
- No debt other than traditional inventory floor plan financing
- Strong level of TNW
- Financial strength provides competitive advantage and allows us to take advantage of opportunities as they arise


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