



Baird 2025 Global Consumer, Technology & Services Conference

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WINNEBAGO
INDUSTRIES

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INDUSTRY AND MARKET DATA

In this presentation, we rely on and refer to information and statistics regarding market participants in the sectors in which we compete and other industry data. We obtained this information and statistics from third-party sources, including reports by market research firms. While such information is believed to be reliable, for the purposes used herein, we make no representation or warranty with respect to the accuracy of such information. Any and all trademarks and trade names referred to in this presentation are the property of their respective owners.

Winnebago Industries Business Update

- **Preliminary Q3 Results Reflect Challenging Near-Term Environment Across the Outdoor Recreation Industry**
 - Economic pressures reflected across portfolio, felt most acutely by Winnebago Motorhomes
 - New leadership at Winnebago Motorhomes driving strategic business transformation to reduce costs and enhance profitability over fiscal 2026
- **Expect Positive Momentum Coming Out of Trough**
 - Managing the areas of the business within our control to drive greater operating efficiencies
 - Leaning into culture of innovation across our portfolio of premium RV and marine brands
 - Positive market share momentum in GDRV towables and new motorhome business, Newmar, and Barletta
- **Positioned for a Strong Future**
 - Meeting consumers where they are with products that combine exceptional quality and value across price points
 - Solid balance sheet and diverse capital allocation strategy enhance our ability to generate profitable growth long-term

Recently Introduced Products

Grand Design Lineage Series VT



Winnebago Thrive



Chris-Craft Catalina 31



Newmar Freedom Aire Compact C



An aerial photograph of a dark asphalt road that winds through a dense, dark green forest. The road starts from the left edge, curves into a large loop, and then continues towards the right edge. The trees are tall and closely packed, creating a textured, dark green background.

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