

CLUB  2020

RIDER BY RIDER

SEPTEMBER 11, 2019

LAS VEGAS, NEVADA

SEA-DOO.

can-am



RIDER
BY
RIDER

Forward-Looking Statements

Caution concerning forward-looking statements

Certain information included in this presentation, including, but not limited to, statements relating to our Fiscal Year 2020 financial outlook (including revenues, Normalized EBITDA, Effective Tax Rate, Normalized earnings per share, net income, depreciation expense and capital expenditures), the declaration and payment of dividends, the Company's ability to achieve its Fiscal Year 2020 guidance, and other statements that are not historical facts, are "forward-looking statements" within the meaning of Canadian securities laws. Forward-looking statements are typically identified by the use of terminology such as "may", "will", "would", "should", "could", "expects", "forecasts", "plans", "intends", "trends", "indications", "anticipates", "believes", "estimates", "outlook", "predicts", "projects", "likely" or "potential" or the negative or other variations of these words or other comparable words or phrases.

Forward looking statements, by their very nature, involve inherent risks and uncertainties and are based on several assumptions, both general and specific. BRP cautions that its assumptions may not materialize and that current economic conditions render such assumptions, although believed reasonable at the time they were made, subject to greater uncertainty. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors which may cause the actual results or performance of the Company or the powersports industry to be materially different from the outlook or any future results or performance implied by such statements. Key assumptions used in determining forward-looking information are set forth below.

Key assumptions

The Company made a number of economic and market assumptions in preparing its Fiscal Year 2020 financial guidance, including assumptions regarding the performance of the economies in which it operates, market competition, tax laws applicable to its operations and foreign exchange currency fluctuation. The Company made a number of economic and market assumptions in preparing and making forward-looking statements. The Company is assuming reasonable industry growth ranging from flat to high-single digits, moderate market share gains in Year-Round Products and Seasonal Products and constant market share for the Marine segment. The Company is also assuming interest rates increase modestly, currencies remain at near current levels and inflation remains in line with central bank expectations in countries where the Company is doing business.

In addition, many factors could cause the Company's actual results, level of activity, performance or achievements or future events or developments to differ materially from those expressed or implied by the forward-looking statements, including, without limitation, the Company's and its subsidiaries' success in anticipating and managing the foregoing factors, and the following factors, which are discussed in greater detail under the heading "Risk Factors" in the Company's most recent Annual Information Form filed with the Canadian Securities Administrators (available at [sedar.com](https://www.sedar.com)) and on Form 40-F with the Securities and Exchange Commission in the United States (available at <https://www.sec.gov/>): impact of adverse economic conditions on consumer spending; decline in social acceptability of the Company's products; fluctuations in foreign currency exchange rates; high levels of indebtedness; unavailability of additional capital; unfavourable weather conditions; seasonal sales fluctuations; inability to comply with product safety, health, environmental and noise pollution laws; large fixed cost base; inability of dealers and distributors to secure adequate access to capital; supply problems, termination or interruption of supply arrangements or increases in the cost of materials; competition in product lines; inability to successfully execute growth strategy; international sales and operations; failure of information technology systems or security breach; failure to maintain an effective system of internal control over financial reporting and to produce accurate and timely financial statements; loss of members of management team or employees who possess specialized market knowledge and technical skills; inability to maintain and enhance reputation and brands; significant product liability claim; significant product repair and/or replacement due to product warranty claims or product recalls; reliance on a network of independent dealers and distributors; inability to successfully manage inventory levels; intellectual property infringement and litigation; inability to successfully execute manufacturing strategy; covenants in financing and other material agreements; changes in tax laws and unanticipated tax liabilities; deterioration in relationships with employees; pension plan liabilities; natural disasters; failure to carry proper insurance coverage; volatile market price for BRP's subordinate voting shares; conduct of business through subsidiaries; significant influence by Beaudier Inc. and 4338618 Canada Inc. (together the "Beaudier Group") and Bain Capital Luxembourg Investments S. à r.l. ("Bain Capital"); and future sales of BRP's shares by Beaudier Group, Bain Capital, directors, officers or senior management of the Company. These factors are not intended to represent a complete list of the factors that could affect the Company; however, these factors should be considered carefully.

The forward-looking statements contained in this presentation are made as of the date of this presentation and BRP undertakes no obligation to update or revise forward-looking statements to reflect future events, changes in circumstances, or changes in beliefs, unless required by applicable Canadian securities laws. In the event that BRP does update any forward-looking statement, no inference should be made that BRP will make additional updates with respect to that statement, related matters, or any other forward-looking statement.

JOSÉ BOISJOLI

PRESIDENT AND CHIEF EXECUTIVE OFFICER

CLUB BRP 2020
SEPTEMBER 11, 2019



ADVENTURE BY DESIGN



FY20 YTD - Highlights

STRONG FINANCIAL PERFORMANCE

NORMALIZED
EBITDA^[1]

+16%

SOLID RETAIL MOMENTUM

NORTH AMERICA
H1 RETAIL

+14%

CONTINUED CAPITAL DISTRIBUTIONS TO SHAREHOLDERS

DIVIDEND INCREASE AND
RENEWAL OF THE NORMAL
COURSE ISSUER BID



SUBSTANTIAL ISSUER BID

\$300M

INCREASED YEAR-END GUIDANCE

NORMALIZED
EPS^[1] GROWTH OF

18%-23%

^[1]For a reconciliation of net income to Normalized Net Income and Normalized EBITDA, see the reconciliation tables in appendix

Solid first half of the year, and well positioned to deliver our year-end guidance



Club BRP 2020 - Key Highlights



Reinforcing Can-Am presence in the largest and fastest growing segment in the SSV industry – The Utility segment

- 2020 CAN-AM DEFENDER LIMITED HD10 WITH CAB AND HVAC
- 2020 CAN-AM DEFENDER PRO HD10



Raising the bar in the luxury touring segment

- 2020 CAN-AM SPYDER RT LINE-UP



Continuing to redefine the watercraft lifestyle by bringing the highly successful new Sea-Doo platform to more models

- 2020 SEA-DO GTI LINE-UP



Furthering our exploration of electrification

- SIX ELECTRIC CONCEPTS

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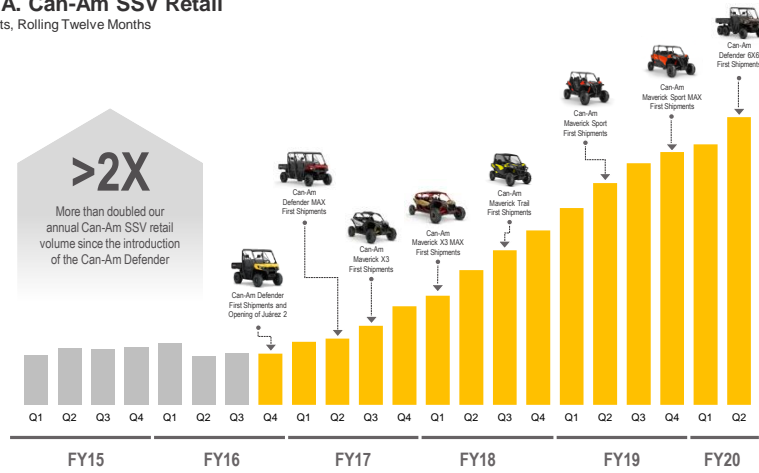
- SIX ELECTRIC CONCEPTS

Can-Am SSV: Strong Progress Made since the Defender Introduction

Built a solid line-up that is driving strong consumer demand...

N.A. Can-Am SSV Retail

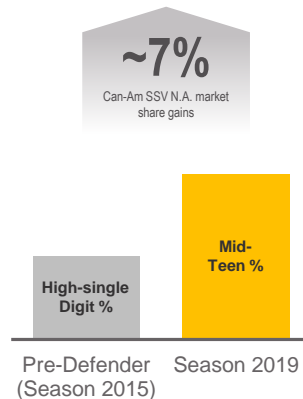
Units, Rolling Twelve Months



Completed our objective of introducing a new SSV platform every six months over 4 years and intend to keep the same pace of innovation going forward

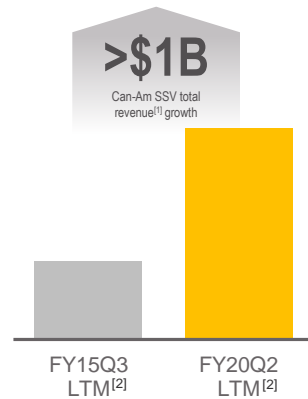
... and that generated significant market share gains and revenue growth

N.A. Can-Am SSV Market Share



Gained about 7 percentage points of market share, and generated over CA\$1 billion in incremental revenues^[1]^[2] since the introduction of the Can-Am Defender

Can-Am SSV Total Revenue^[1]



^[1]Total Revenues including PAC

^[2]Last-twelve-month period

Our fast pace of highly innovative product introduction delivered important market share gains and revenue growth

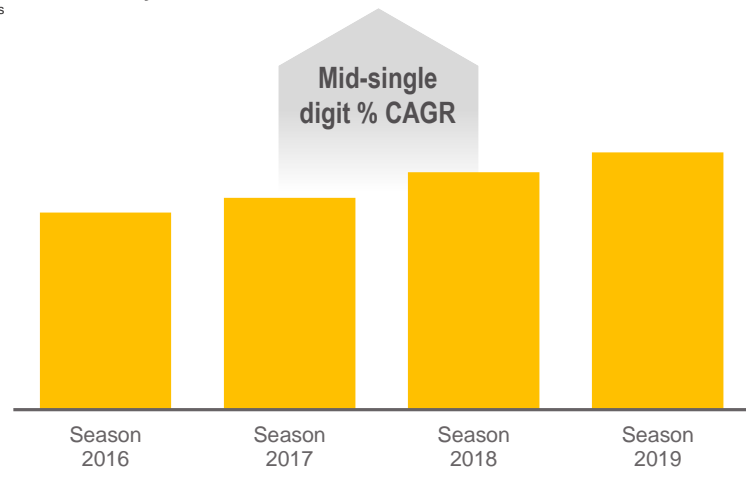


Can-Am SSV: And There is Still Significant Upside Potential Ahead

Strong industry fundamentals with continued growth...

N.A. SSV Industry Retail

Units

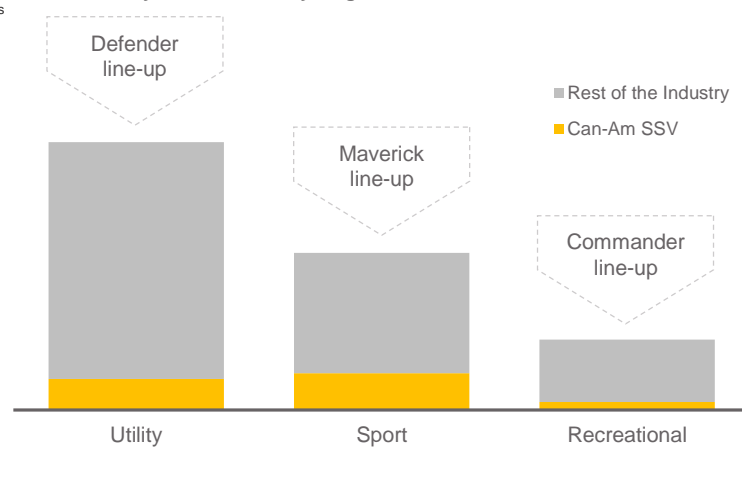


The SSV industry continues to be solid with a mid-single digit % growth pace over the last 4 seasons

... and plenty of market share upside left for Can-Am

U.S. SSV Industry Retail Sales by Segment

Units



Despite our rapid retail growth, there is still plenty of potential for market share gains in the future, especially in the Utility segment

Despite our rapid growth, the SSV industry represents a significant opportunity going forward, and we intend to maintain the same pace of innovation to capture that potential

Maintaining the Performance Leadership in the Sport Segment

195-hp

Maintaining the performance leadership in the SSV sport segment with industry-leading power and improved off-road maneuverability



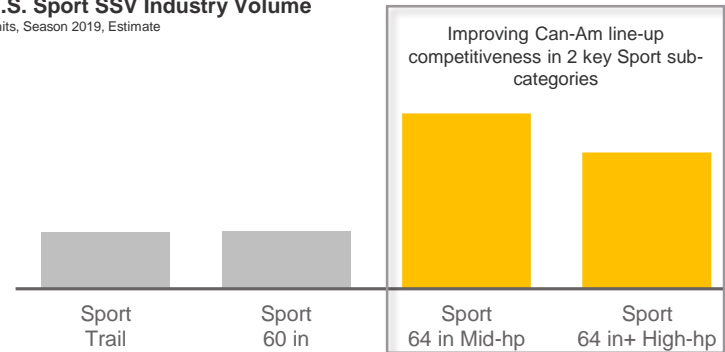
MY20 CAN-AM MAVERICK X3 TURBO RR

MY20 Can-Am Maverick line-up: Improving competitiveness in 2 key Sport sub-categories

- › Maintaining the performance leadership in the SSV sport segment with industry-leading 195-hp and improved off-road maneuverability
- › Improved accessibility with more affordable Can-Am Maverick X3 packages in the mid-hp and entry level top-hp segment

U.S. Sport SSV Industry Volume

Units, Season 2019, Estimate



Well positioned to continue gaining market shares in the Sport segment

Setting the Standard in the Utility Segment



MY20 Can-Am Defender Limited HD10 with CAB/HVAC Key Features

- › Industry exclusive auto-climate control
- › Improved CAB sealing
- › Reduced sound level: ~60% improvement vs. MY19 Defender CAB

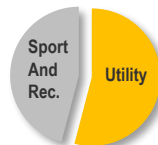


Significant opportunity to further grow in the largest and fastest growing segment in the SSV industry – The Utility segment

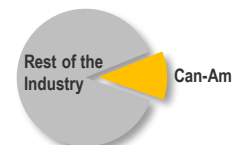
U.S. SSV Industry Retail Sales: Utility Segment

Units, Season 2019

INDUSTRY
BY SEGMENT



UTILITY
SEGMENT



Holding the #3 market share position in the utility segment and growing fast

Strong offering in the CAB segment which represents over 25% of our Can-Am Defender HD10 premium package volume

We Have a Strong Track Record of Creating New Product Categories

"CROSSOVER" SNOWMOBILE

(Ski-Doo Renegade)



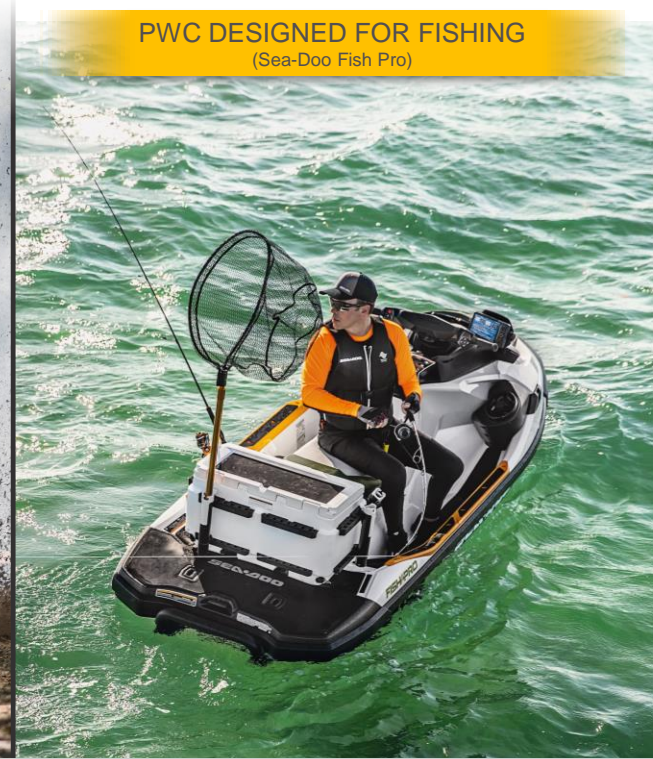
MUD-READY ATV

(Can-Am Renegade XMR)



PWC DESIGNED FOR FISHING

(Sea-Doo Fish Pro)



These new categories generate significant incremental revenue opportunities for both us and our dealers

The Can-Am Defender Long-box Models

MY20 CAN-AM DEFENDER 6X6 HD10



MY20 CAN-AM DEFENDER PRO HD10



The new Can-Am Defender 6x6 and Pro HD10 long cargo box double the capacity of a regular box, taking the SSV capabilities to the next level

The New MY20 Can-Am Defender Pro HD10



KEY FEATURES

- › Industry leading torque with 69 lbs/ft
- › Lighter and reinforced: 30% more rigidity while being 5 lbs lighter
- › Longer wheelbase improving comfort and stability
- › Cargo box: 3.5' x 6.0' with easy flatbed conversion and LinQ ready

Club BRP 2020 - Key Highlights



Reinforcing Can-Am presence in the largest and fastest growing segment in the SSV industry – The Utility segment

- 2020 CAN-AM DEFENDER LIMITED HD10 WITH CAB AND HVAC
- 2020 CAN-AM DEFENDER PRO HD10



Raising the bar in the luxury touring segment

- 2020 CAN-AM SPYDER RT LINE-UP



Continuing to redefine the watercraft lifestyle by bringing the highly successful new Sea-Doo platform to more models

- 2020 SEA-DO GTI LINE-UP



Furthering our exploration of electrification

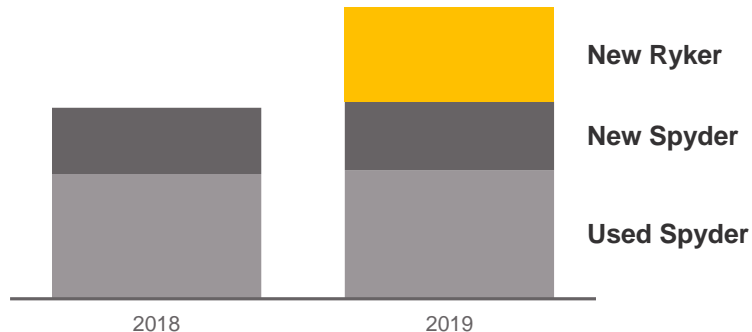
- SIX ELECTRIC CONCEPTS

3WV: Sustained Demand for the Spyder Line-up

No signs of cannibalization between the Can-Am Ryker and the Spyder line-up

Can-Am U.S. 3WV Retail

Units, New and used vehicles, for the eight-month period ending June 30



Ryker sales have been incremental to the Can-Am 3WV retail so far this season

3WV Rider Education Program is successful at converting both to the Can-Am Ryker and the Can-Am Spyder line-up

ACTIVE SCHOOLS

189

STATES AND PROVINCES

50

COURSES COMPLETED

>16K

CONVERSION RATE^[1]

>15%



High-end Can-Am Spyder models represent over 25% of the Rider Education Program conversion

^[1]Conversion to new and used units for the last twelve months ended on May 31st, 2019

There is an important market for the Spyder line-up, especially in the premium touring category

The New MY20 Spyder RT

NEW MODERN DESIGN

A whole new modern look with a uniquely strong personality

PREMIUM COMFORT

From the floorboards to the seating position and everything in between. Everything's been redesigned.

NEXT LEVEL CONVENIENCE

What you need, where you need it.



Raising the bar in the luxury touring riding segment



The New MY20 Spyder RT

KEY FEATURES

- › New modern look with premium LED lights
- › Extra-long touring floorboards (23")
- › Ultra-Comfortable Seats
- › Heated Seats and Grips for 2
- › New windshield to minimize wind pressure
- › Lower center of gravity and optimized suspension
- › 47 gallon (177L) of storage
- › LinQ compatible technology



Raising the bar in the luxury touring riding segment



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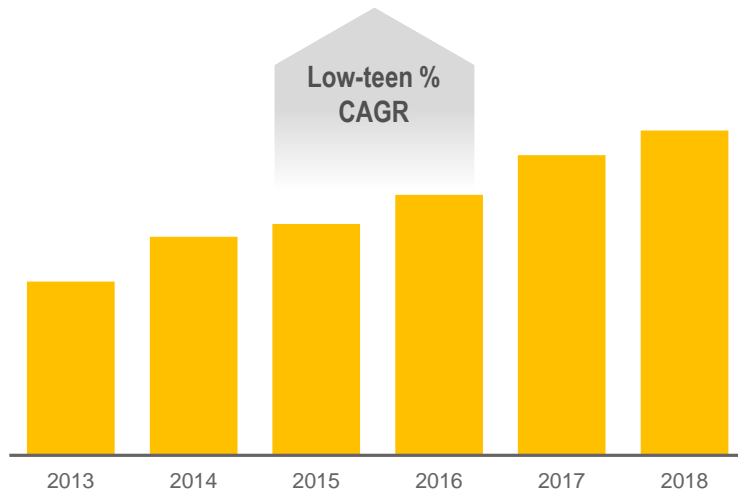
Furthering our exploration of electrification

- SIX ELECTRIC CONCEPTS

Sea-Doo: Market Leader in a Fast Growing Industry

The PWC industry has been growing at a fast pace since the introduction of the Sea-Doo Spark in 2013

Worldwide PWC Industry Retail
Units



Sea-Doo is the global leader in the industry



Our ability to constantly out-innovate the competition is helping us to grow the industry and continue gaining shares

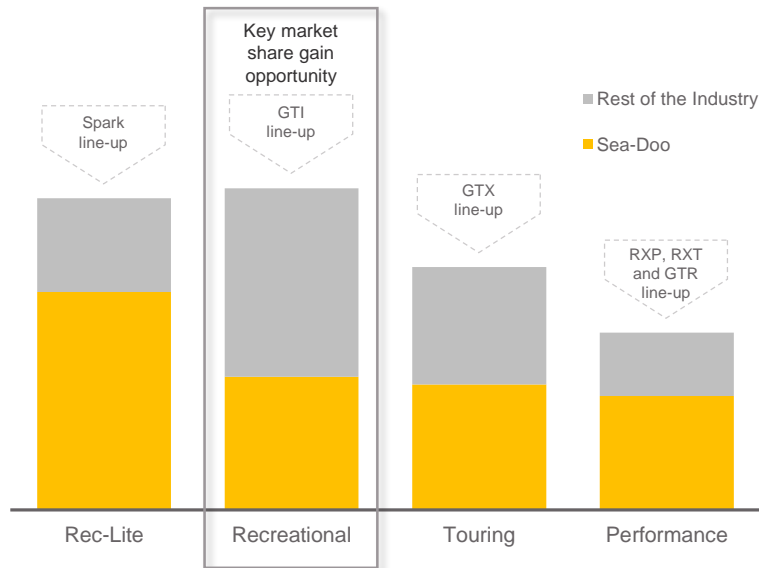
Bringing the New Sea-Doo Platform to the Recreational Segment

Sea-Doo has over 50% market share in all segments of the industry except the “Recreational”

The new Sea-Doo platform has been very successful since its introduction 2 years ago

N.A. PWC Industry Retail Sales by Segment

Units



~10%

SEA-DOO N.A. MARKET SHARE GAINS IN THE TOURING SEGMENTS SINCE THE INTRODUCTION OF THE NEW PLATFORM



There is high market share gain potential for the new GTI line-up in the recreational segment

The New MY20 GTI Line-up



REVOLUTIONARY ON-BOARD EXPERIENCE

- › 36% more usable space
- › LinQ Attachment System
- › 44L of additional storage space
- › BRP Audio-Premium (Opt.)

PERFORMANCE, CONTROL AND ROBUSTNESS

- › New Rotax 1630 ACE – 170 hp
- › Ergolock & iBR Gen 3
- › Wider, lighter and more stable
- › Polytec GEN 2

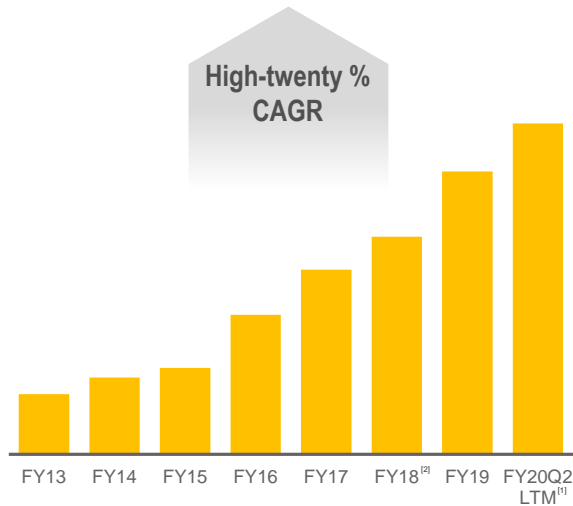
The new Sea-Doo platform continues to redefine the watercraft lifestyle and is now available at a more affordable price point

New GTI Line-up: Highly Accessorizable with the LinQ System

Our increased focus on PWC accessorization has driven significant revenue growth

The LinQ system is at the core of this success, and we have a full suit of accessories ready from the launch for the GTI line-up

PWC Accessories Revenues



⁽¹⁾ Restated: Restated to reflect the adoption of IFRS 15 "Revenue from contracts with customers" and IFRS 9 "Financial instruments" standards as explained in Note 31 of the audited condensed consolidated interim financial statements for the year ended January 31, 2019.

Our strategy of developing accessories in parallel with the vehicle is delivering solid results



Club BRP 2020 - Key Highlights



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Furthering our exploration of electrification

- **SIX ELECTRIC CONCEPTS**

Furthering our exploration of electrification

Club BRP 2020 e-concepts



The question is not if the electrification of our industries will happen, but when it will happen

APPENDIX

CLUB BRP 2020
SEPTEMBER 11, 2019



ADVENTURE BY DESIGN



Reconciliation Tables

CA\$ millions	Three-month periods ended		6-month periods ended	
	Jul. 31, 2019	Jul. 31, 2018	Jul. 31, 2019	Jul. 31, 2018
Net Income	\$93.3	\$41.0	\$117.1	\$54.4
Normalized Elements:				
Foreign Exchange (Gain)/Loss on Long-term Debt and Lease Liabilities	(27.2)	17.3	0.4	58.8
Transaction Costs and Other Related Expenses ^[1]	1.4	1.2	1.7	1.2
Restructuring and Related Costs ^[2]	1.9	0.6	1.9	0.8
Loss on Litigation ^[3]	0.2	0.2	0.4	0.8
Transaction Costs on Long-term Debt	-	8.9	-	8.9
Pension Plan Past Service Gains	-	(1.4)	-	(1.4)
Depreciation of Intangible Assets Related to Business Combinations	0.6	-	1.3	-
Other Elements	(0.5)	1.2	-	(0.8)
Income Tax Adjustment	(0.9)	(2.6)	(1.3)	(2.8)
Normalized Net Income	68.8	66.4	121.5	119.9
Normalized Income Tax Expense	22.4	20.8	42.4	40.8
Financing Costs Adjusted ^[4]	21.2	16.7	41.9	30.8
Financing Income Adjusted ^[4]	(0.8)	(0.5)	(1.6)	(1.1)
Depreciation Expense Adjusted ^[5]	56.1	40.8	110.2	80.4
Normalized EBITDA	\$167.7	\$144.2	\$314.4	\$270.8
Weighted Average Number of Shares – Diluted	96,886,605	99,938,657	97,331,397	100,897,037
Normalized Earnings per Share – Diluted	\$0.71	\$0.66	\$1.25	\$1.18

^[1]Costs related to business combinations.

^[2]The Company is involved, from time to time, in restructuring and reorganization activities in order to gain flexibility and improve efficiency. The costs related to these activities are mainly composed of severance costs and retention salaries.

^[3]The Company is involved in patent infringement litigation cases with one of its competitors.

^[4]Adjusted for transaction costs on long-term debt and NCIB gains and losses in net income.

^[5]Adjusted for depreciation of intangible assets acquired through business combinations.

Non-IFRS Measures: Normalized EBITDA is defined as net income before financing costs, financing income, income tax expense (recovery), depreciation expense and normalized elements. Normalized Net Income is defined as net income before normalized elements adjusted to reflect the tax effect on these elements. Normalized income tax expense is defined as income tax expense adjusted to reflect the tax effect on normalized elements and to normalize specific tax elements. Normalized effective tax rate is based on normalized net income before normalized income tax expense. Normalized earnings per share – diluted is calculated by dividing the normalized net income by the weighted average number of shares – diluted. For more details on non-IFRS measures, refer to the section entitled Non-IFRS Measures of the Company's MD&A for the quarter ended July 31, 2019.

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