Positioning your business for success

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Summary

Rising rates & lower power quality will continue to drive long-term demand, position your business to offer both

Resilient companies are **diversified**. We need resilient companies in this space.

There is **not a single solution** for every homeowner

The Discovery process is where you differentiate & win

Mega-Trends Review

Lower power quality

- More frequent severe and volatile weather impacting aging grid, causing increased power outage activity
- Increasing intermittent generation sources and accelerating electrification trends drive supply/demand imbalances

Higher power prices

- Investment required to upgrade grid infrastructure and build cleaner generation, storage, and T&D assets pushing prices higher
- Rising prices causes home and business owners to adopt energy management solutions

Artificial intelligence adoption accelerating

- Significant power needs for **data center** buildout and AI adoption could drive further grid instability
- Hyperscale and edge **data center** acceleration require significant backup power

Required investment in global infrastructure

- Upgrading of aging and underinvested legacy infrastructure systems
- Expanding investment for increasingly critical technology infrastructure

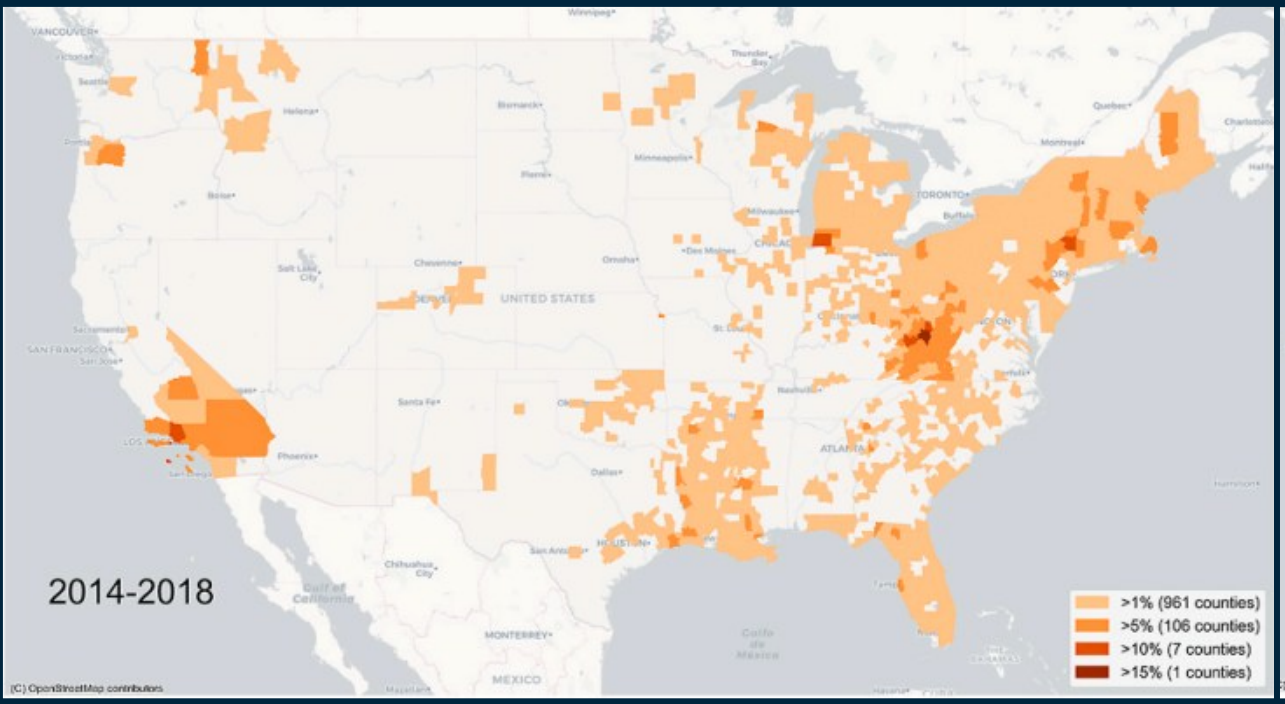
Growing demand for cleaner alternative fuels

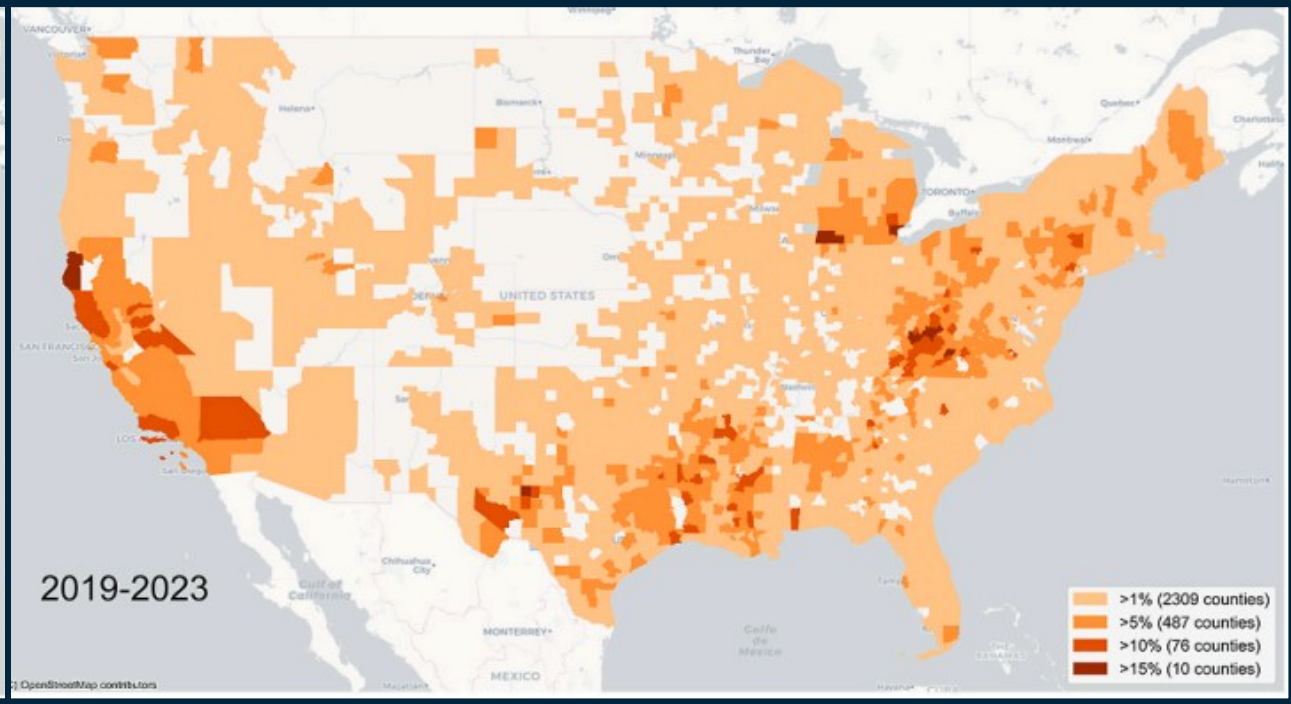
- Natural gas and other alternative fuels are vital to the energy transition
- Cleaner-burning sources of non-intermittent power generation and resiliency solutions

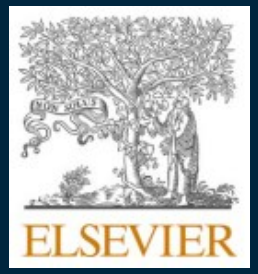
Home as a Sanctuary

- Increasing importance of the home with more people working from home and aging in place
- More intelligent and connected home and desire for improved energy efficiency

Hotspots with repetitively prolonged power outages increasing







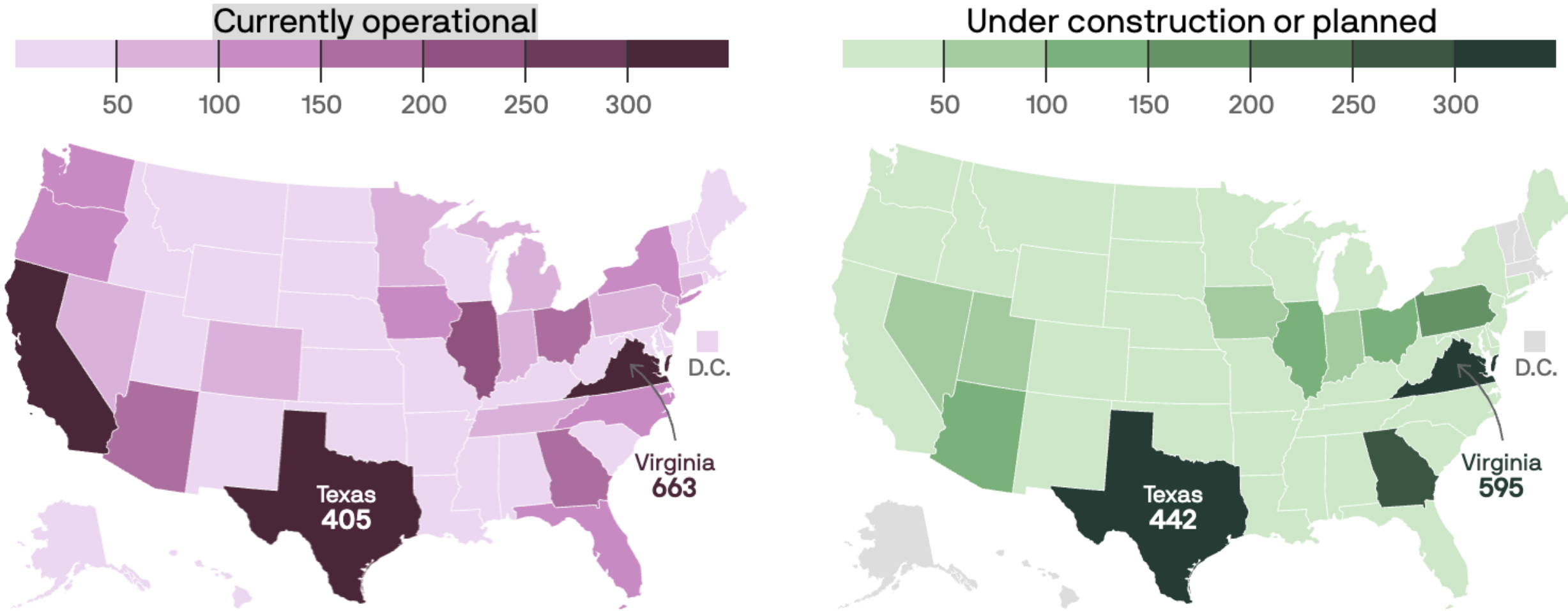


Source: “Revealing growing and disparate vulnerability in the U.S. power system: A spatiotemporal analysis of nationwide outages from 2014 to 2023”, International Journal of Disaster Risk Reduction

GENERAC®

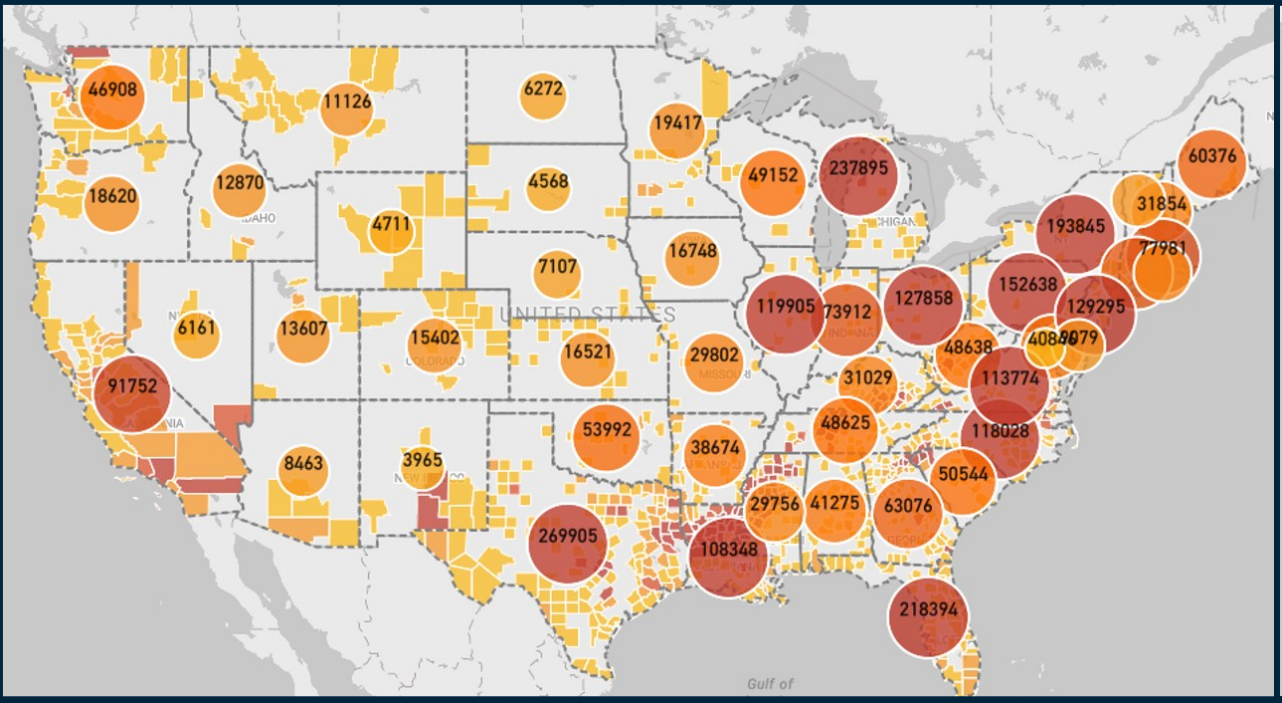
Current and planned data centers

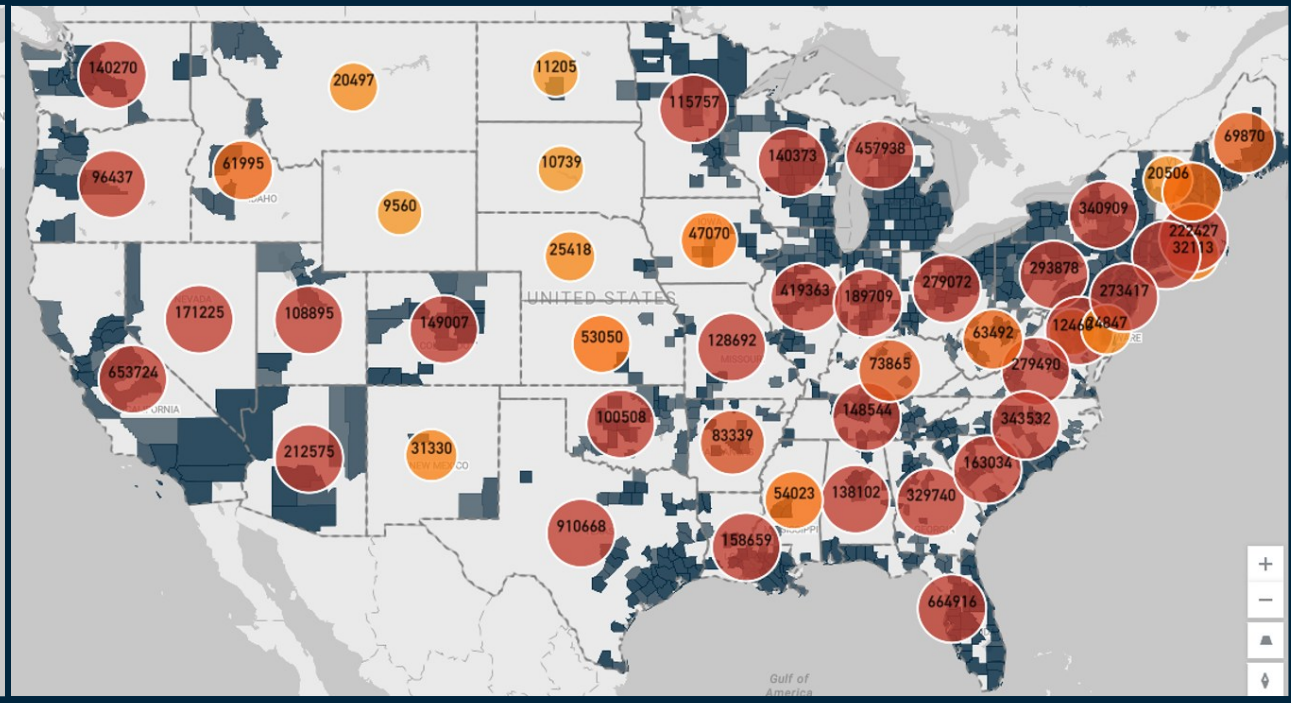
As of Oct. 29, 2025



Data: American Edge Project and Technology Councils of North America; Map: Axios Visuals

The Resiliency Opportunity is Massive





3M Existing = 6.5% penetration

Demand for backup is going to continue to grow

GENERAC®

Diversify & Differentiate

1. Prioritize energy resilience & independence
2. Deliver savings by optimizing for energy efficiency
3. Balance comfort and conservation

Multiple hardware devices connected to a single interface to optimize home energy generation & consumption.



Power Generation & Storage | Monitoring & Management Devices | Platform & Controls | Grid Services

Position your business: Solutions For Everyone

Savings

PWRmicro

2:1 820W MI

Domestic content

Faster commissioning

Built for reliability

"I want to save on my ever-increasing electric bill."



Resilience

14 - 28kW Gens

2.5x power > storage

3M existing – 80%+ market share

"My biggest concern is losing power when the grid goes down."



Savings + Resilience

PWRmicro + HSB

The best solar experience, the most trusted form of home backup power

"I want protection from power outages and the rising cost of electricity."



Savings + Ultimate Resilience

Bottomless Backup

Combines intelligent load management w/ uninterrupted backup power

"I want the best backup experience with zero compromise."



Invest in the Discovery Process

We have a lot of customers asking about backup power – what's driving you to ask?

What time of year are you most concerned about losing power?

What's the worst-case scenario grid outage for you? Is that what you want to be prepared for?

How long do you want to be able to backup your home? What do you envision backing up in an outage?

Do you work remotely or in an office? How important is continuity internet for you?

Has your basement ever flooded? How do you heat your home? How important is A/C for you?

Does the home have natural gas or propane?

Does the customer drive a non-Tesla EV?

Turning Generator Leads in Solar Prospects

Hundreds of thousands of customers buy a Generac generator every year

Vast majority pay cash ~$14,000-$18,000

The majority of these customers are experiencing electricity rate increases
- 0 people like utility rate increases

“Before we come out to evaluate your home for a generator, we like to evaluate your electrical use, would you mind sending over your most recent utility bill? This will help us appropriately size the generator based on your current consumption patterns.”

“I notice you’re with CMP, have you noticed increases to your utility bill over the last 2-3 years?”

If you’re interested, we can do an evaluation for solar while we’re on-site discussing the generator to see if your home would be a fit. In your market, we’ve found we can actually pay for the generator with savings from a solar system.”

DIFFERENTIATION

Differentiate with brand trust and performance

Same 440 W panels. Same financing, $0 down. The only thing that changes is the brand behind the system.

	Option A Local installer	Option B National installer	Option C Semi-local installer	OPTION D GENERAC
SOLAR PANELS	440W · ×20	440W · ×20	440W · ×20	440 W · ×20
MICROINVERTERS	**384W Microinverter**	**384W Microinverter**	**384W Microinverter**	**Generac PWRmicro 820W**
FINANCING	TPO · $0 down	TPO · $0 down	TPO · $0 down	TPO · $0 down
SYSTEM SIZE DC	8.8 kW	8.8 kW	8.8 kW	8.8 kW
ANNUAL PRODUCTION	9,400 kWh	9,400 kWh	9,400 kWh	9,640 kWh
BACKUP OFFERING	10kW ESS	10kW ESS	10kW ESS	26kW Generator
MONTHLY PAYMENT	**$158/mo**	**$150/mo**	**$152/mo**	**$152/mo**

Illustrative comparison · panels, financing, and monthly payment identical across all four quotes.

DIFFERENTIATE WITH PWRMICRO

Higher yield. Trusted brand. Insane reliability.

Before a single PWRmicro was sold, Generac ran it through one of the most demanding test programs in the category — reviewed independently by the global engineering firm DNV before launch.

Thousands

OF UNITS TESTED

4M+

TEST HOURS

7

EXTENSIVE STRESS-TEST TYPES

40+ yrs

Equivalent operating life

Demonstrated under heat, humidity and freeze testing — well beyond the 25 years PWRmicro is built to last.

Zero

Corrosion failures

Salt-fog and corrosive-gas exposure never reached the electronics. Fully sealed, potted construction keeps moisture out.

100%

Found, and fixed

Every failure mode uncovered was traced to its root cause and corrected before production.

Path to Market Together

Get trained on PWRmicro, PWRcell 2, ecobee and HSB

- Generac University online

Brand your business as a Generac partner to drive local demand

Incorporate PWRmicro and HSB into your daily sales proposals, leverage the Generac brand to close more, faster

Take advantage of Generac's lead generation program for HSB – lets grow the addressable solar market!!

Let's grow your businesses, deploy renewable energy, give homeowners the resiliency they need and want, and **win together.**

THANK YOU

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