



Investor Presentation

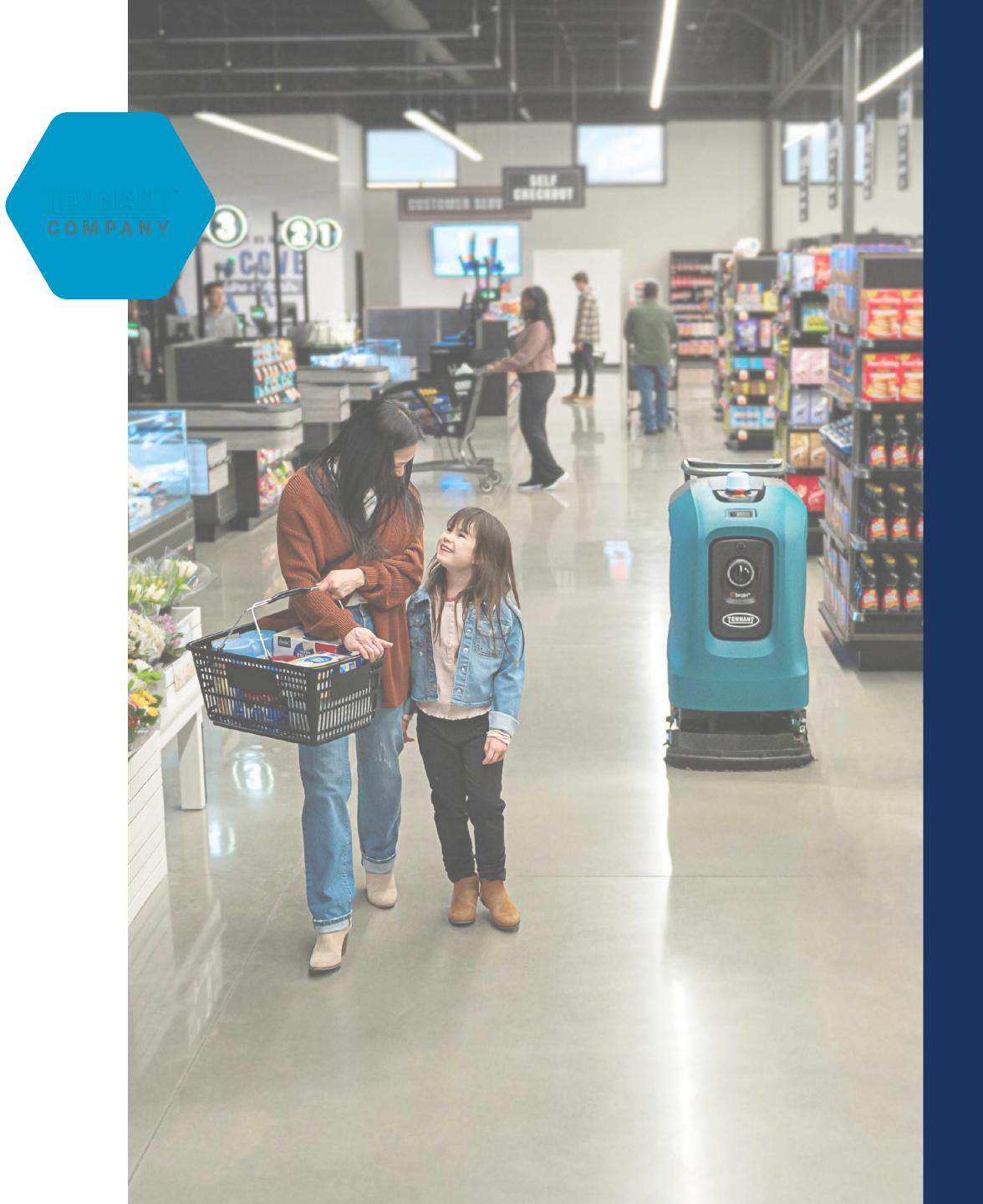
March 2025

Tennant Company

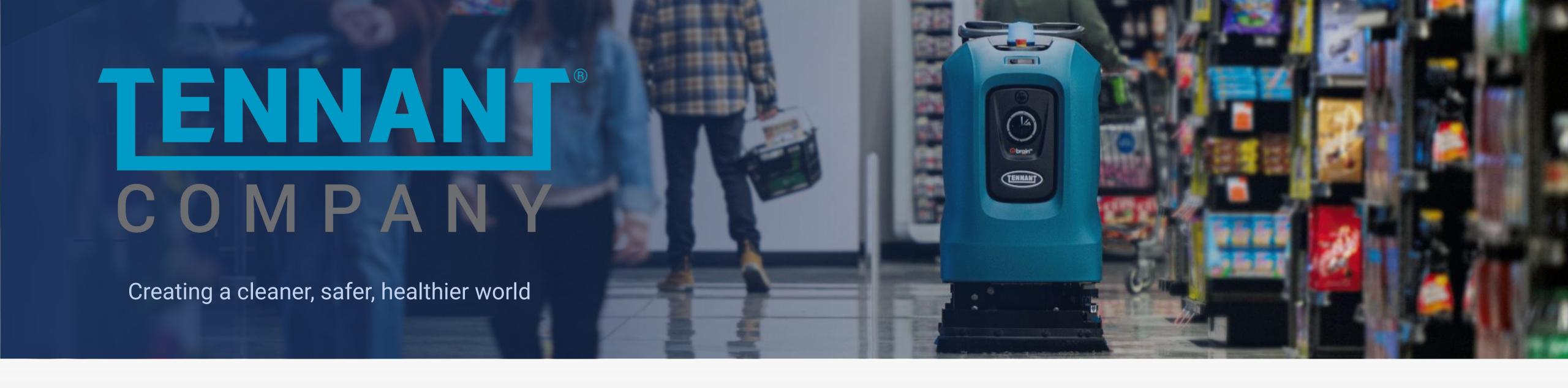
Safe Harbor

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 2024 Form 10-K. Shareholders, potential investors and other readers are urged to consider these factors in evaluating forward-looking 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.







Unique Value Proposition

World-Class
Service Model

Drives Growth and a Strong Competitive Advantage

Global Leader in an Expanding Market

Differentiated Product
Portfolio & Service Offering

Disruptive
Innovation

Driving the Future of Mechanized Cleaning

Compelling Growth Opportunities

Underpinned by Global Megatrends

Growth Strategy
Enabled by Strong
Financial Position
Maximizing Shareholder Value



A Global Leader in the Mechanized Cleaning Space

TNC Market Share*

~14%

Addressable Global Market*

~\$8.6B

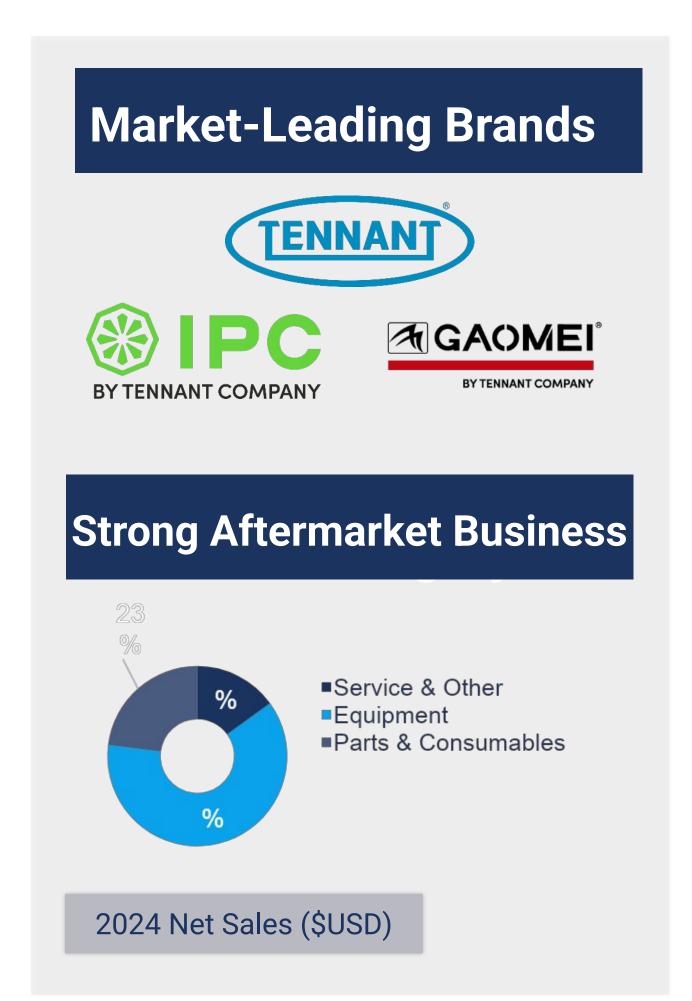
* Refer to endnotes for definitions of certain terms used in this presentation.







Multi-Channel Strategy Maximizes Growth Opportunities



Multi-Channel Approach







RENTAL





E-COMMERCE

Diverse Vertical Markets

#1 Contract Cleaners

#2 Retail

#3 Manufacturing

44 Logistics

#5 Healthcare

TENNANTCOMPANY

Megatrend Driving Innovation and Growth Opportunities

2022

Automation

Labor availability and cost challenges driving automation



Modernization

Shift to mechanized cleaning in developing countries



Electrification

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



Sustainability

Increased desire for more environmentally friendly solutions



Strategically positioned to capitalize on megatrends Innovation focused on high growth opportunities



X4 ROVR



Service as a Competitive Advantage

Differentiated Offering

Local

900+

Field Service Techs

Experienced

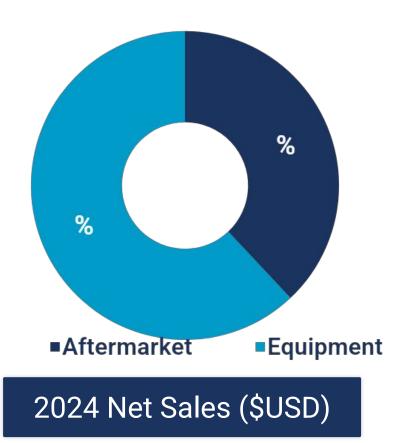
9+ Years

Average Tenue

Efficient

Mobile capable and Al-driven virtual service

Attractive Recurring Revenue



Aftermarket Opportunity

~80%

Aftermarket value = 80% of equipment price over machine life

Upside Potential

~70%

Capture of aftermarket today















Right to Win

Go-to-Market Coverage

Channel Strength

Brand Portfolio



Focusing on the faster growth segments of the market

Opportunity to grow above market rates



Automating Cleaning to Create and Capture Value

2X labor productivity **6X** labor productivity labor productivity **Fully Autonomous** Manual Mechanized Robotic Cleaning **Cleaning** Cleaning Cleaning P) Dan **Typical Typical Typical Typical Floorcare Costs Floorcare Costs Floorcare Costs Floorcare Costs** Equipment Labor Labor Equipment Labor Equipment Labor Equipment



Tennant solutions deliver significant productivity increase and strong customer ROI

Addressing customer needs and growing market share



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

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 target of 1x 2x Adjusted EBITDA
- ► Provides M&A capacity

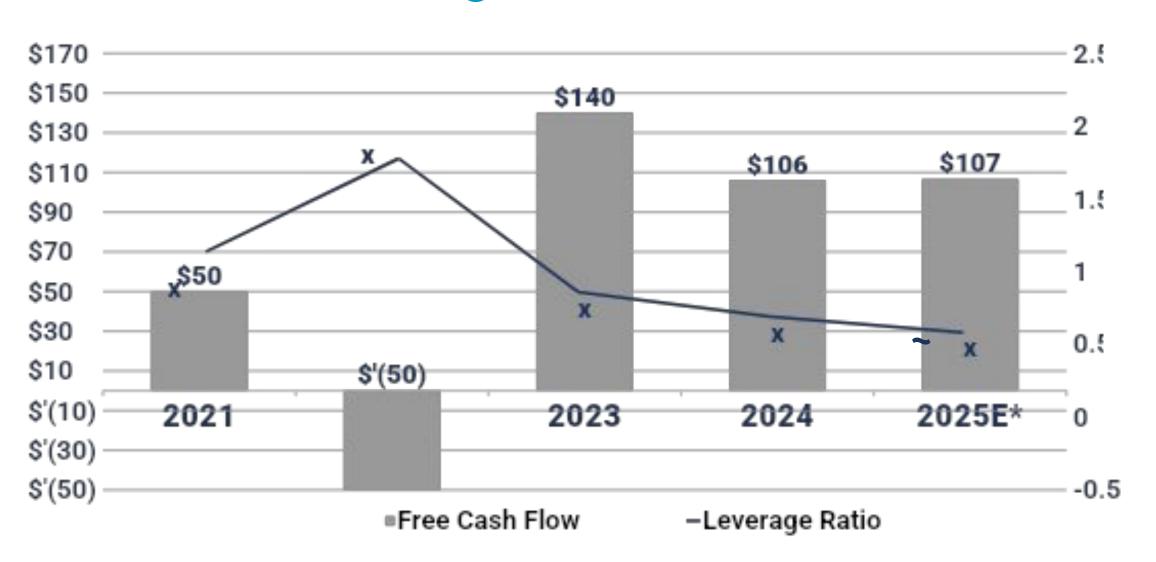
Acquisitions

► Leverage core competencies into adjacencies

Shareholder Return

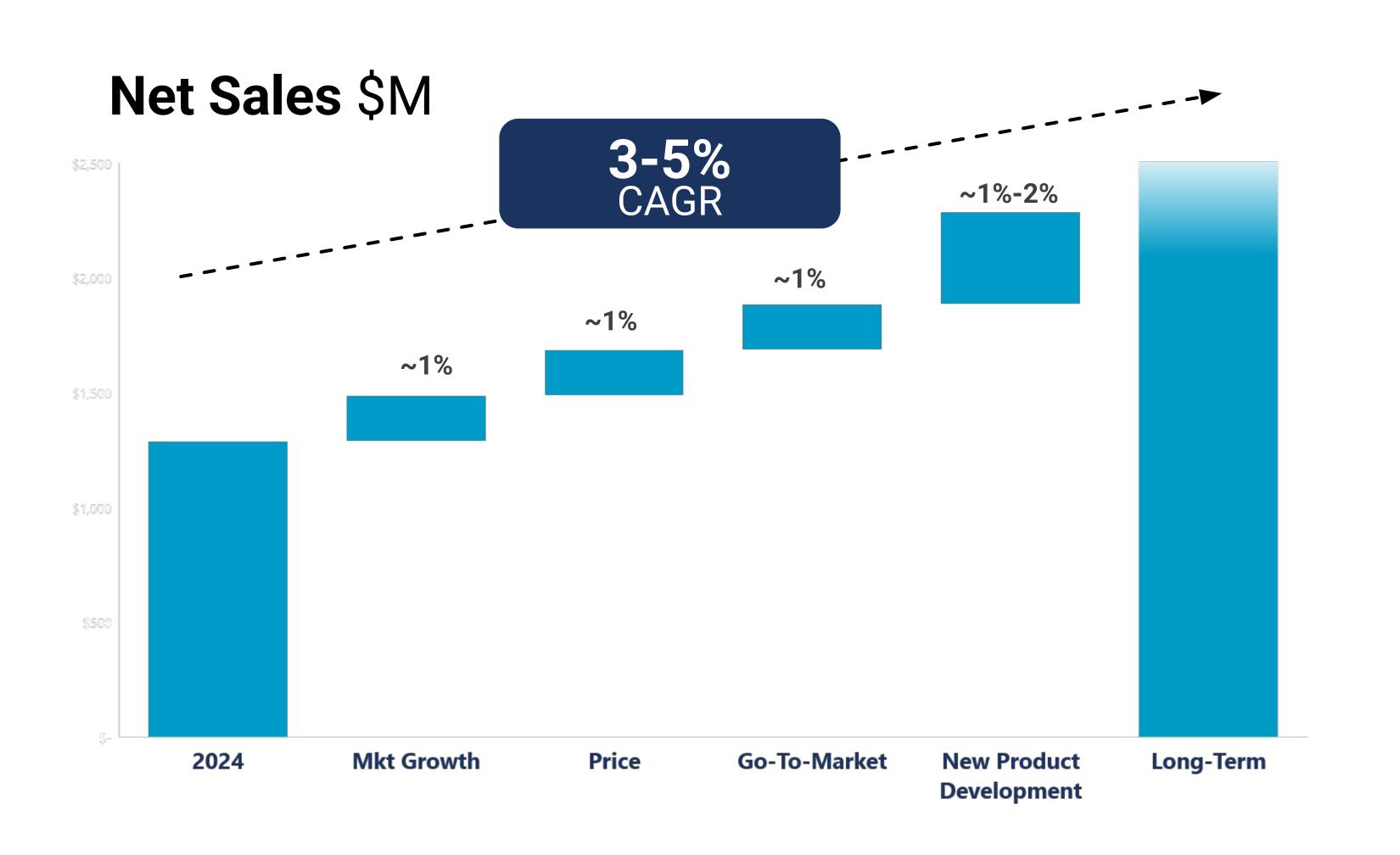
- ➤ Strong dividend history (50+ years of increases)
- ► Opportunistic share repurchases to offset dilution

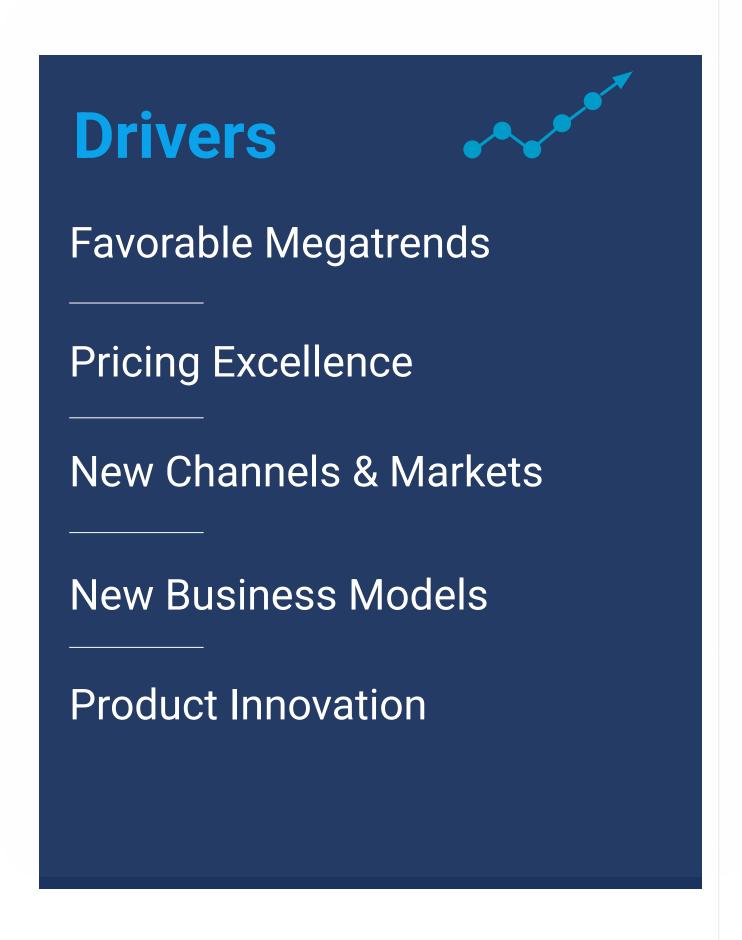
FCF and Net Leverage





Strategic Focus on Driving Organic Net Sales Growth







Strategic M&A Priorities Aligned to Enterprise Strategy

Defend & Grow Cleaning Core

Maintain and Enhance Strong Margins & Growth



Q1 '24

Drive Value Through Connected

Autonomy Gain Share and Increase Recurring Revenue Models



Expand Portfolio into Mobile Equipment

Adjacencies Diversify and Grow Addressable Market



Q1 '24



Sustained Value-Add

Expand Margins

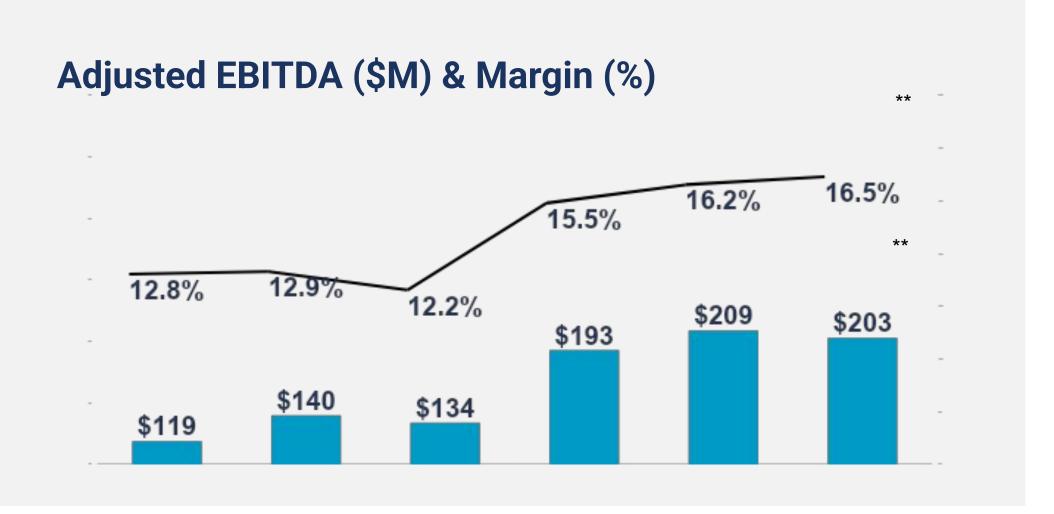
Accelerate Growth

Enhance Resilient Revenue

Grow TAM

Strong Track Record of Financial Performance









^{1 -} Net sales excludes divestiture of coatings business in Q1 2021

^{** -} Estimated based on the midpoint of guidance range

Attractive Long-Term Model

Significant momentum

- Order demand growing above long-range targets
- Execution on enterprise growth strategies of pricing, new product development and go-to-market investments

Strong financial position

Healthy balance sheet and strong cash flow generation provides opportunities M&A opportunities



T291
Small Walk-behind Scrubber

Margin expansion initiatives

- Continue to prioritize investments aligned with long-term growth drivers while maintaining spending discipline
- ► Margin expansion through both gross margin (~30bps) and S&A (~45bps)

Long-Term Growth Targets

Organic Net Sales Growth	3% - 5%
Adj. EBITDA Margin Expansion*	50-100bps
Free Cash Flow Conversion	100%
Net Sales added from M&A	~\$150m

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

APPENDIX



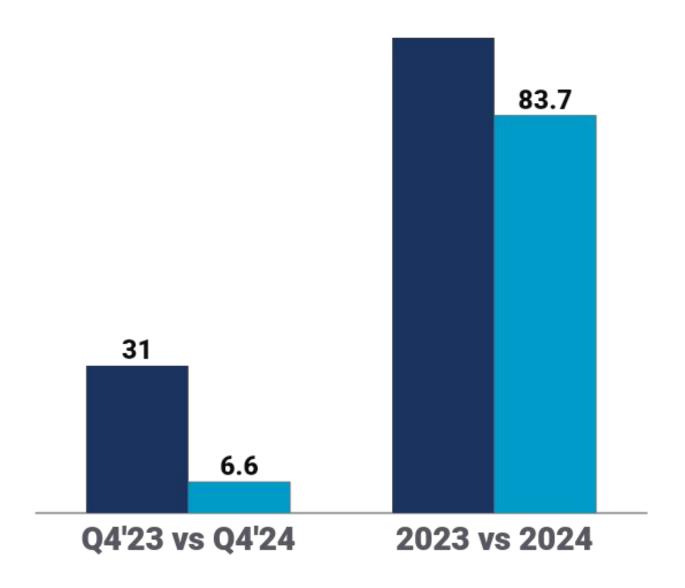
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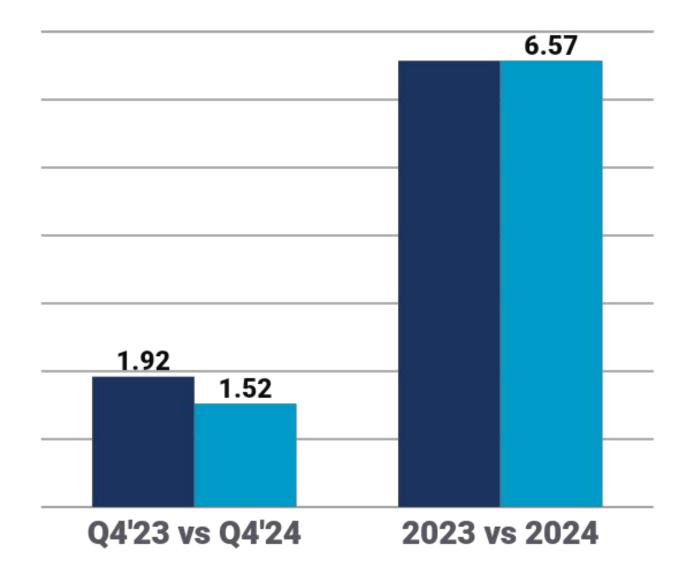
TENNANT COMPANY

Fourth-Quarter and Full-Year Financial Performance

Net Income In millions of USD



Adjusted EPS



Fourth-quarter and full-year net income decreased compared to prior year periods

- ► Higher operating costs associated with ERP modernization costs, legal contingency accruals, restructuring and M&A transaction and integration costs. Partly offset by sales growth.
- Interest expense decreased due to reduced interest rates
- ► Fourth quarter tax benefit of ~\$4m due to a discrete noncash exceptional tax item

Fourth quarter adjusted EPS of \$1.52 per diluted share

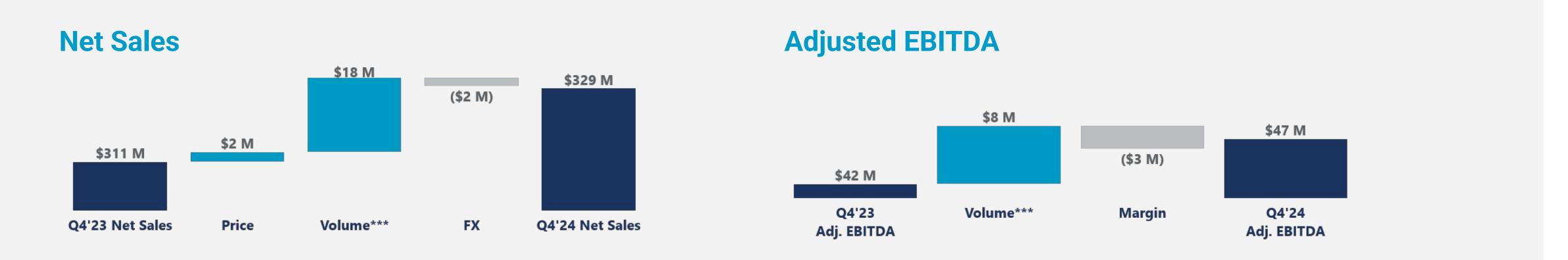
\$1.92/share in Q4 2023

Full year adjusted EPS of \$6.57 per diluted share

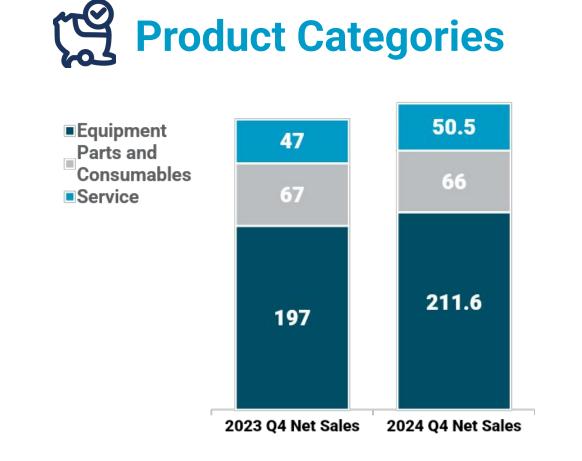
► Flat compared to 2023



Fourth-Quarter 2024 Results







Adjusted Gross Margin* decreased 90 bps to 41.3%

 Attributed to inflationary pressure on materials and elevated freight costs partially offset by price realization

Adjusted S&A* as a percent of net sales improved 250 bps to 27.4%

Driven primarily by lower variable compensation

Adjusted EBITDA Margin* increased 110 bps to 14.4%

^{*}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

TENNANT° COMPANY

Full-Year 2024 Results

Net Sales

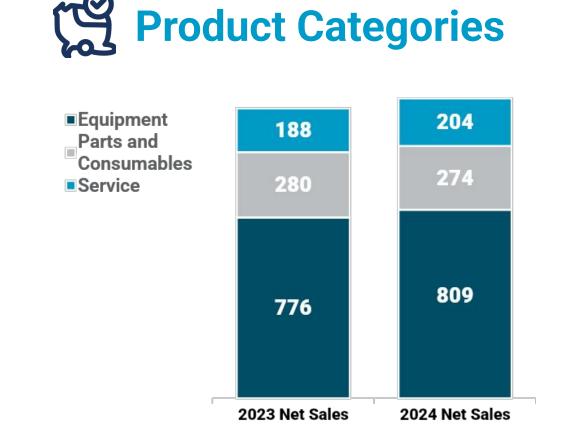


Adjusted EBITDA



By Region**





Adjusted Gross Margin* increased 20 bps to 42.7%

Pricing and cost-out initiative efforts more than offset the impact of inflation for the full year

Adjusted S&A* as a percent of net sales improved 60 bps to 27.4%

 Driven by operating performance partly offset by incremental compensation and benefits expense

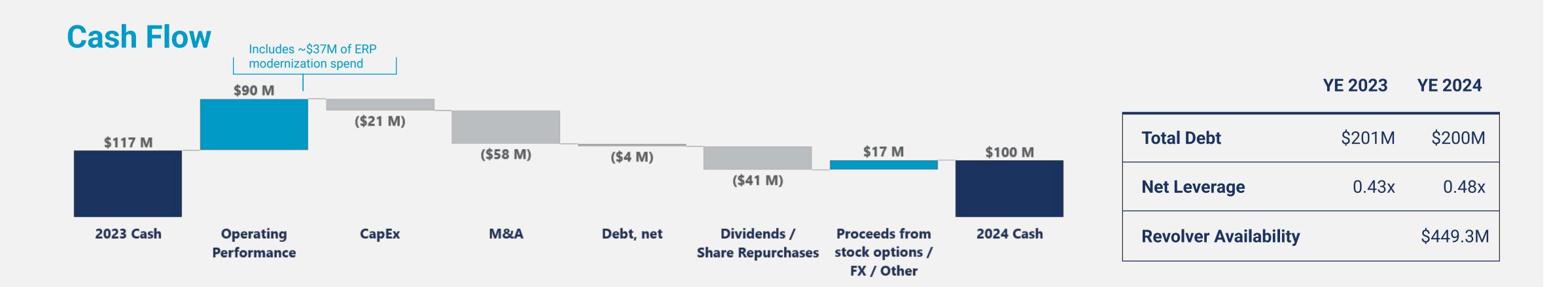
Adjusted EBITDA Margin* increased 70 bps to 16.2%

^{*}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



Capital Allocation Priorities

Invest in the Business

- ► \$21M of capital expenditures
- ▶ \$37M spent on ERP modernization
- ► \$44M spent on R&D investments

Targeted Acquisition Strategy

- \$32M investment in Brain Corp to fuel the next gen of Al-enabled robotic cleaning
- \$26M acquisition of long-time distributor (TCS) to accelerate growth in EMEA

Shareholder Return

- \$21M of Dividends
- \$20M on repurchases of ~200k shares of common stock

Full-Year Guidance



(1) Excludes ERP modernization costs and certain nonoperational items and amortization expense

\$1.210B - \$1.250B Net Sales

(1.0)% – (4.0)% Organic Net Sales Decline

\$3.80 - \$4.30

Diluted EPS

\$5.70 - \$6.20 Adjusted Diluted EPS⁽¹⁾

\$196M - \$209M Adjusted EBITDA⁽¹⁾

16.2% - 16.7%
Adjusted EBITDA Margin⁽¹⁾

~\$20M
Capital Expenditures⁽¹⁾

23% - 27%
Adjusted Effective Tax Rate⁽¹⁾



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.

Tennant Company

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 legal contingency costs, ERP modernization costs, restructuring-related 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. The Company calculates net income per diluted share – as adjusted by adjusting for the after-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.







Reported to Adjusted Net Income and Net Income Per Share

(In millions, except per share data)	Three Months Ended December 31,					Twelve Months Ended December 31,			
		2024		2023		2024		2023	
Net income - as reported	\$	6.6	\$	31.0	\$	83.7	\$	109.5	
Adjustments:									
Amortization expense		2.6		2.7		11.0		10.6	
Restructuring-related charge (Cost of sales) (2)		_		0.5		_		0.5	
Restructuring-related charge (S&A expense) (2)		5.6		0.8		6.0		1.6	
ERP modernization costs (S&A expense) (3)		3.5		1.2		10.5		1.2	
Transaction and integration-related costs (S&A expense) (4)		0.4		42 -3 2		4.0			
Legal contingency costs (S&A expense) (5)		10.3		7 -		10.3			
Net income - as adjusted	\$	29.0	\$	36.2	\$	125.5	\$	123.4	
Net income per share - as reported:									
Diluted	\$	0.35	\$	1.64	\$	4.38	\$	5.83	
Adjustments:									
Amortization expense		0.14		0.14		0.58		0.56	
Restructuring-related charge (Cost of sales) (2)		-		0.03				0.03	
Restructuring-related charge (S&A expense) (2)		0.29		0.05		0.31		0.09	
ERP modernization costs (S&A expense) (3)		0.18		0.06		0.55		0.06	
Transaction and integration-related costs (S&A expense) (4)		0.02		<u> </u>		0.21			
Legal contingency costs (S&A expense) (5)		0.54		_		0.54		76 	
Net income per diluted share - as adjusted	\$	1.52	\$	1.92	\$	6.57	\$	6.57	

⁽²⁾ Restructuring expenses reflect our ongoing global reorganization efforts to align our expense structure with key strategic initiatives and long-term business objectives. These restructuring actions are expected to generate annualized cost savings beginning in 2025.

⁽³⁾ Enterprise Resource Planning (ERP) modernization initiative investment. In 2024, the Company invested \$37.7 million in ERP initiatives. Of this amount, \$23.3 million was capitalized, while the remaining \$14.0 million was recorded as a Selling and Administration expense in the Consolidated Statements of Income. This investment is expected to drive future operational efficiencies across the organization.

⁽⁴⁾ Due diligence and integration costs associated with the acquisition of TCS, and costs associated with the investment in Brain Corp, Inc., a privately held autonomous technology company.

⁽⁵⁾ Legal settlement charge related to an intellectual property dispute regarding ECH2O option on commercial floor cleaning machines sold between 2015 and 2023. On November 25, 2024, a jury ruled against the Company in a case brought by Oxygenator Water Technologies, Inc. (OWT), awarding \$14.5 million in damages and interest. The ruling does not impact the Company's ability to sell its products or affect its long-term business objectives. For further details, see Note 16, Commitments and Contingencies, in "Item 8. Financial Statement and Supplementary Data" of the 2024 Form 10-K.



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

(In millions)	Th	ree Months Ende	d December 31,	Twelve Months Ended December 31,				
	2	2024	2023	2024	2023			
Net income - as reported	\$	6.6 \$	31.0	\$ 83.7	\$ 109.5			
Less:								
Interest expense, net		1.6	2.5	9.1	13.5			
Income tax (benefit) expense		(1.3)	(9.0)	21.1	14.3			
Depreciation expense		10.5	10.0	40.1	36.4			
Amortization expense		3.6	3.7	15.0	14.7			
EBITDA	Sec.	21.0	38.2	169.0	188.4			
Adjustments:								
Restructuring-related charge (Cost of sales) (2)		_	0.7	1. The second se	0.7			
Restructuring-related charge (S&A expense) (2)		7.6	1.0	8.2	2.2			
ERP modernization costs (S&A expense) (3)		4.8	1.6	14.0	1.6			
Transaction and integration-related costs (S&A expense) (4)		0.5	<u></u>	4.1	_			
Legal contingency costs (S&A expense) (5)		13.5	-	13.5	7 -			
EBITDA - as adjusted	\$	47.4 \$	41.5	\$ 208.8	\$ 192.9			
EBITDA margin - as adjusted		14.4 %	13.3 %	16.2 %	15.5 %			



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

(In millions)		Three Months Ended December 31,				Twelve Months Ended December 31,			
	8 	2024	orant.	2023	ese Sac	2024	XXX	2023	
Gross profit - as reported	\$	136.0	\$	130.8	\$	550.0	\$	527.8	
Gross margin - as reported		41.3 %		42.0 %		42.7 %		42.4 %	
Adjustments:									
Restructuring-related charge (Cost of sales)		-		0.7		-		0.7	
Gross profit - as adjusted	\$	136.0	\$	131.5	\$	550.0	\$	528.5	
Gross margin - as adjusted		41.3 %	12/2	42.2 %	·	42.7 %	54	42.5 %	
S&A expense - as reported	\$	116.4	\$	95.7	\$	391.9	\$	352.6	
S&A expense as a percent of net sales - as reported		35.4 %		30.7 %		30.5 %		28.4 %	
Adjustments:									
Restructuring-related charge (S&A expense)		(7.6)		(1.0)		(8.2)		(2.2)	
ERP modernization costs (S&A expense)		(4.8)		(1.6)		(14.0)		(1.6)	
Transaction and integration-related costs (S&A expense)		(0.5)		_		(4.1)			
Legal contingency costs (S&A expense)	29	(13.5)	030	N <u>—</u> 1	99	(13.5)	334		
S&A expense - as adjusted	\$	90.0	\$	93.1	\$	352.1	\$	348.8	
S&A expense as a percent of net sales - as adjusted	5.5 (2	27.4 %		29.9 %	34 3***********************************	27.4 %	23 2 2	28.0 %	
Operating income - as reported	\$	7.6	\$	24.5	\$	114.3	\$	138.6	
Operating margin - as reported		2.3 %		7.9 %		8.9 %		11.1 %	
Adjustments:									
Restructuring-related charge (Cost of sales)		(0.7				0.7	
Restructuring-related charge (S&A expense)		7.6		1.0		8.2		2.2	
ERP modernization costs (S&A expense)		4.8		1.6		14.0		1.6	
Transaction and integration-related costs (S&A expense)		0.5		_		4.1		(-	
Legal contingency costs (S&A expense)		13.5				13.5			
Operating income - as adjusted	\$	34.0	\$	27.8	\$	154.1	\$	143.1	
Operating margin - as adjusted	y	10.3 %	200	8.9 %		12.0 %	202	11.5 %	



Reported to Adjusted Income Before Income Taxes and Income Tax Expense

(In millions)	Three Months Ended December 31,				Twelve Months Ended December 31,			
	 2024		2023		2024		2023	
Income before income taxes - as reported	\$ 5.3	\$	22.0	\$	104.8	\$	123.8	
Adjustments:								
Amortization expense	3.6		3.7		15.0		14.7	
Restructuring-related charge (Cost of sales) (2)	7 <u>-</u>		0.7		<u>-1</u>		0.7	
Restructuring-related charge (S&A expense) (2)	7.6		1.0		8.2		2.2	
ERP modernization costs (S&A expense) (3)	4.8		1.6		14.0		1.6	
Transaction and integration-related costs (S&A expense) (4)	0.5		- -		4.1			
Legal contingency costs (S&A expense) (5)	13.5		- -		13.5		(1 1-1 2)	
Income before income taxes - as adjusted	\$ 35.3	\$	29.0	\$	159.6	\$	143.0	
Income tax (benefit) expense - as reported	\$ (1.3)	\$	(9.0)	\$	21.1	\$	14.3	
Effective tax rate - as reported	(24.5)%	6	(40.9)%		20.1 %		11.6 %	
Adjustments ⁽⁶⁾ :			- A contractor and					
Amortization expense	1.0		1.0		4.0		4.1	
Restructuring-related charge (Cost of sales) (2)	y -		0.2				0.2	
Restructuring-related charge (S&A expense) (2)	2.0		0.2		2.2		0.6	
ERP modernization costs (S&A expense) (3)	1.3		0.4		3.5		0.4	
Transaction and integration-related costs (S&A expense) (4)	0.1		<u> </u>		0.1		<u> </u>	
Legal contingency costs (S&A expense) (5)	3.2		10 1 - 81		3.2		()	
Income tax expense (benefit) - as adjusted	\$ 6.3	\$	(7.2)	\$	34.1	\$	19.6	
Effective tax rate - as adjusted	 17.8 %	6	(24.8)%	2025	21.4 %		13.7 %	

⁽⁶⁾ For determining the tax impact, the statutory tax rate was applied for each jurisdiction where income or expenses were generated.



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(In millions)	Three Months Ended December 31,				Twelve Months Ended December 31,				
	22	2024		2023	 2024		2023		
Net income - as reported	\$	6.6	\$	31.0	\$ 83.7	\$	109.5		
Adjustments:									
ERP modernization costs (S&A expense) (3)		3.5		1.2	10.5		1.2		
Net income - as adjusted	<u>\$</u>	10.1	\$	32.2	\$ 94.2	\$	110.7		
Cash provided by operating activities - as reported	\$	37.5	\$	63.8	\$ 89.7	\$	188.4		
Less:									
Capital expenditures		(9.4)		(7.5)	(20.9)		(22.8)		
Free cash flows (7)	\$	28.1	\$	56.3	\$ 68.8	\$	165.6		
Adjustments:	· · · · · · · · · · · · · · · · · · ·	2011							
ERP modernization spend		11.7		1.8	37.3		1.8		
Free cash flows - as adjusted	\$	39.8	\$	58.1	\$ 106.1	\$	167.4		
Net income to free cash flows conversion		394 %	6	180 %	113 %		151 %		
The modifie to more dustrillows conversion		554 /		100 /0	113 /0				

⁽⁷⁾ Free Cash Flow reflects cash provided by operating activities less capital expenditures