

BAIRD GLOBAL INDUSTRIAL CONFERENCE

November 8, 2022

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This presentation may include certain financial measures not presented in accordance with the generally accepted accounting principles in the United States ("GAAP"), which may include adjusted net income, adjusted basic EPS, adjusted diluted EPS, EBITDA, adjusted EBITDA, adjusted EBITDA margin, adjusted gross profit margin, adjusted segment income, adjusted segment income margin, net debt and free cash flow. These financial measures are not measures of financial performance in accordance with GAAP and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation or as an alternative to net income (loss), segment income or other measures of profitability or performance under GAAP. You should be aware that the Company's presentation of these measures may not be comparable to similarly titled measures used by other companies, which may be defined and calculated differently. See Hayward's earnings press release issued on November 1, 2022 for a reconciliation of historical non-GAAP measures to the most directly comparable GAAP measures.

Reconciliation for any forward-looking measures, including adjusted EBITDA outlook is not being provided, as Hayward does not currently have sufficient data to accurately estimate the variables and individual adjustments for such reconciliations.

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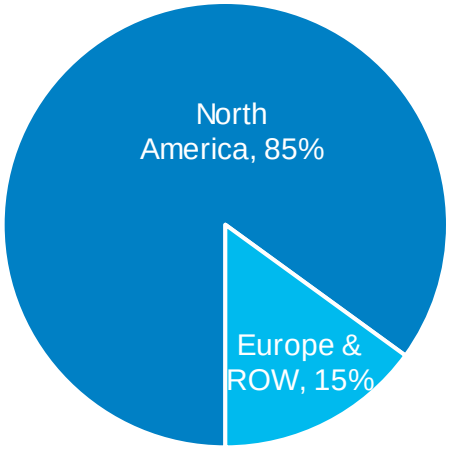
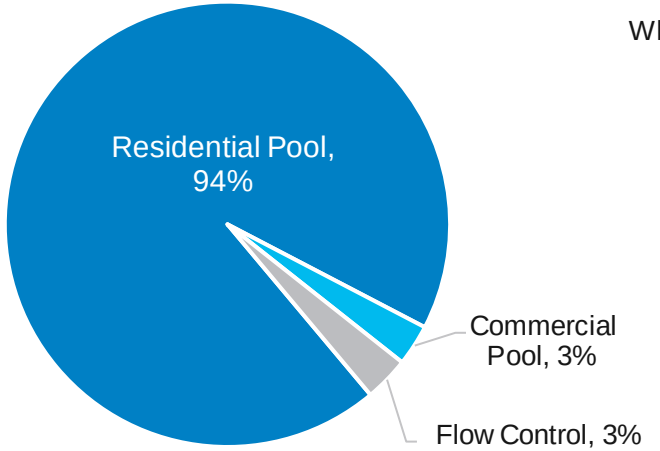
Hayward at a Glance

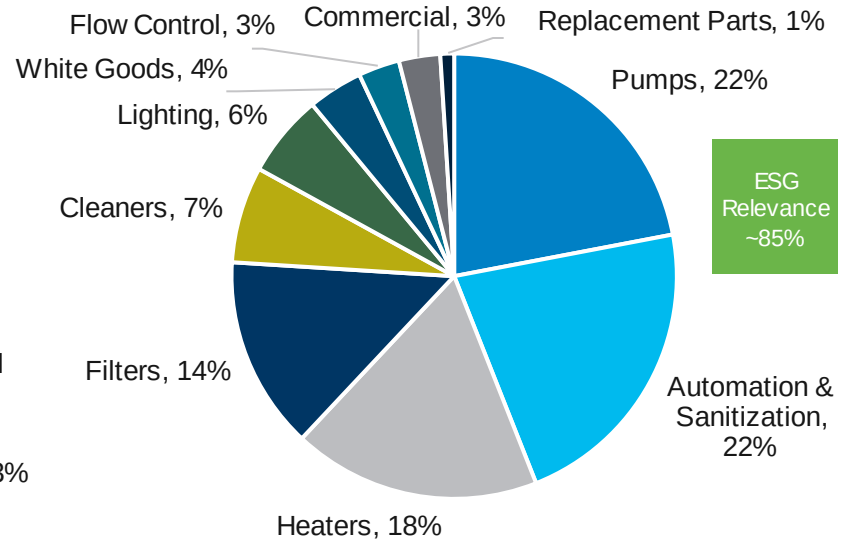
Net Sales by Segment[1]



Net Sales by End Market[1]



Net Sales by Product Category[1]



Leader in Growing Outdoor Living Space

- #1 brand in the highly attractive pool market
- Favorable demographic and secular trends support outdoor living

Pure-Play Pool Equipment Provider

- ~80% of sales from resilient aftermarket[2]
- SmartPad™ conversion driving growth

Leading Financial Performance

- Net Sales ~$1.3B[3]
- Adj. EBITDA Margin ~28%[3]

1. Source: company financial data for last twelve months as of October 1, 2022
2. Aftermarket equipment sales are driven primarily by the ongoing repair, replacement, remodeling and upgrading of equipment for existing pools. We estimate aftermarket sales based upon feedback from certain representative customers and management's interpretation of available industry and government data, and not upon our GAAP net sales results.
3. Implied by FY 2022 guidance for net sales and Adj. EBITDA of $365M to $370M

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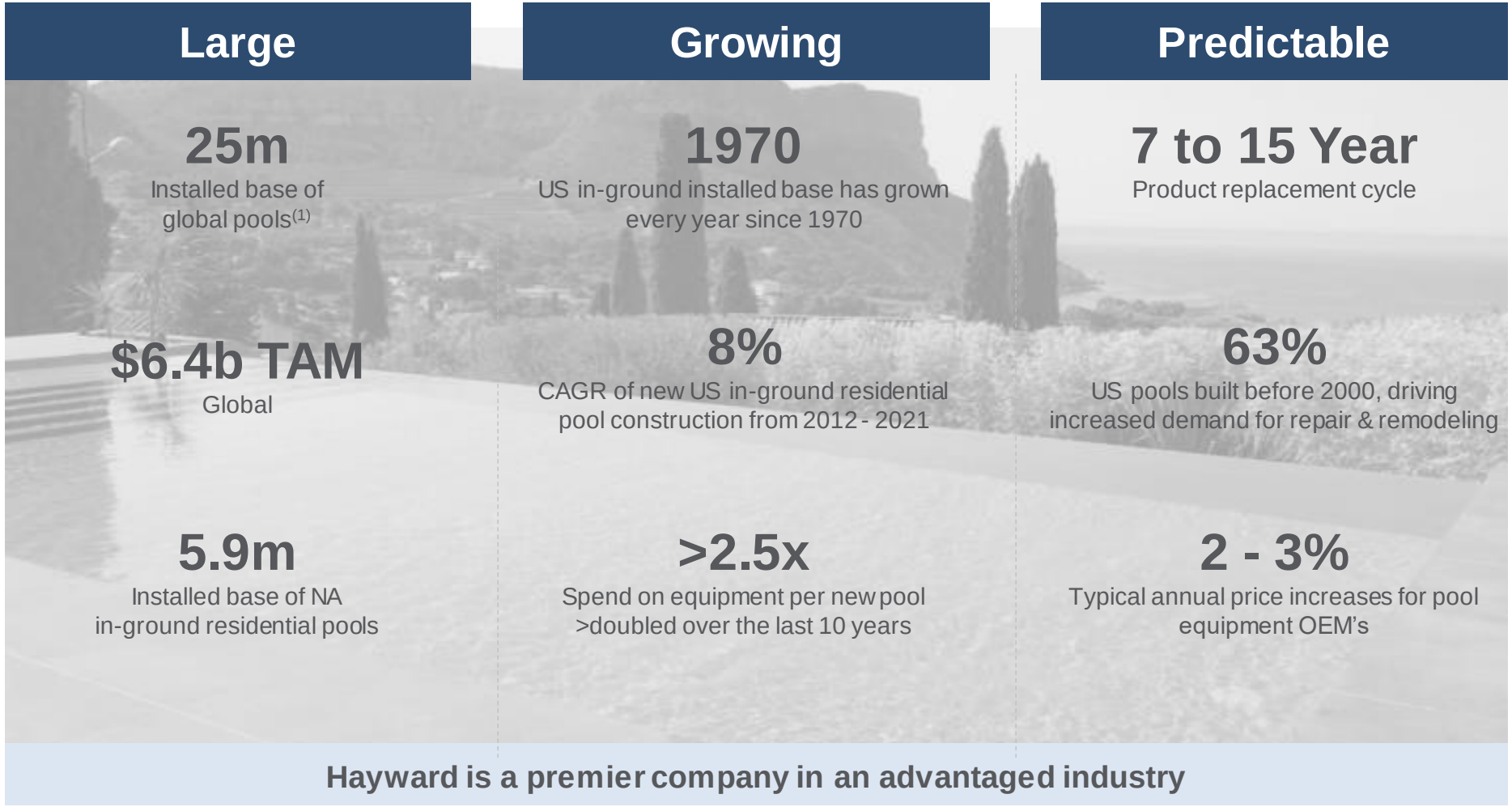
The Pool Industry – Attractive and Growing



Large	Growing	Predictable
25m Installed base of global pools(1)	**1970** US in-ground installed base has grown every year since 1970	**7 to 15 Year** Product replacement cycle
$6.4b TAM Global	**8%** CAGR of new US in-ground residential pool construction from 2012 - 2021	**63%** US pools built before 2000, driving increased demand for repair & remodeling
5.9m Installed base of NA in-ground residential pools	**>2.5x** Spend on equipment per new pool >doubled over the last 10 years	**2 - 3%** Typical annual price increases for pool equipment OEM's

Hayward is a premier company in an advantaged industry

Source: P.K. Data.
(1) Based on management's estimates; includes both in-ground and above-ground pools.

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