MotorCycle Holdings

Annual General Meeting FY2026



MotorCycle Holdings Limited (ASX:MTO) | 25 November 2026

Disclaimer

This presentation contains certain 'forward-looking statements' within the meaning of the securities laws of applicable jurisdictions. Forward-looking statements can generally be identified by the use of forward-looking words such as 'may,' 'should,' 'expect,' 'anticipate,' 'estimate,' 'scheduled,' or 'continue,' or the negative version of them or comparable terminology. Any forecasts or other forward-looking statements contained in this presentation are subject to known and unknown risks and uncertainties and may involve significant elements of subjective judgment and assumptions as to future events which may or may not be correct. There are usually differences between forecast and actual results because events and actual circumstances frequently do not occur as forecast and these differences may be material.

MotorCycle Holdings Limited (the 'Company' or 'MCH') does not give any representation, assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statements in this presentation will actually occur and you are cautioned not to place undue reliance on forward-looking statements.

Neither the Company nor any of its Directors or any other party associated with the preparation of this presentation guarantee that any specific objective of the Company will be achieved or that any particular performance of the Company or of its shares will be achieved.

The information in this presentation does not take into account the objectives, financial situation or particular needs of any person. Nothing contained in this presentation constitutes investment, legal, taxation or other advice.

This presentation includes non-IFRS financial information which the Company considers may be useful for users of this presentation as these measures reflect the underlying performance of the business. Non-IFRS financial information has not been subject to audit or review in accordance with Australian Auditing Standards.

Presenting Today



Peter Henley
Chair



Matthew Wiesner
Chief Executive Officer

MotorCycle Holdings

Chair's Address



We are the Market Leader in Our Category

Diversified business

Retail (New & used), parts, service, finance & Wholesale distribution (Vehicles & accessories)

Robust turnover

Revenue on a growth trend

#1 in new vehicle market

19.6% of the new sales market, representing all leading brands

#1 used vehicle retailer

~12,000 units sold

Balance sheet

Strong capital base for growth

Harley-Davidson

50% market share in FY2026. Increases in gross profit and profit before tax year-on-year

Large footprint

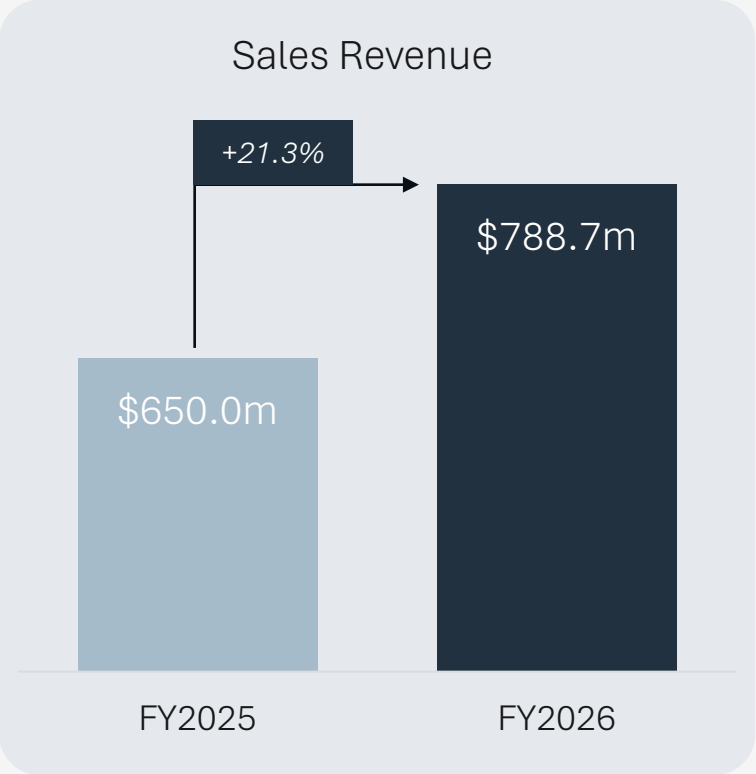
59 locations across Australia & New Zealand

CFMOTO

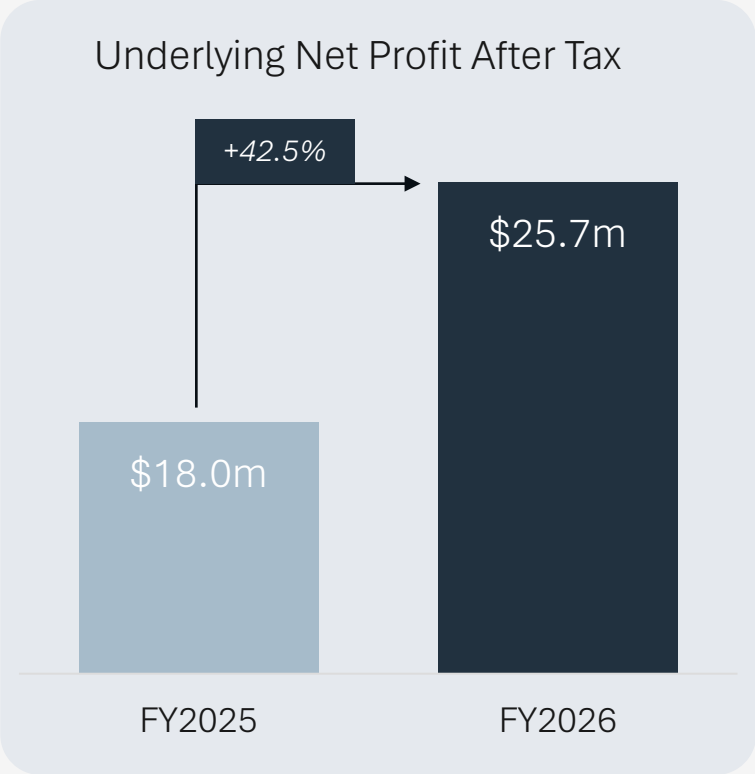
Exclusive distributor of market-leading (ORV) CFMOTO brand in Australia

Note: Sales data for new motorcycles and off-highway vehicles (OHV) as reported by the Federal Chamber of Automotive Industries (FCAI).

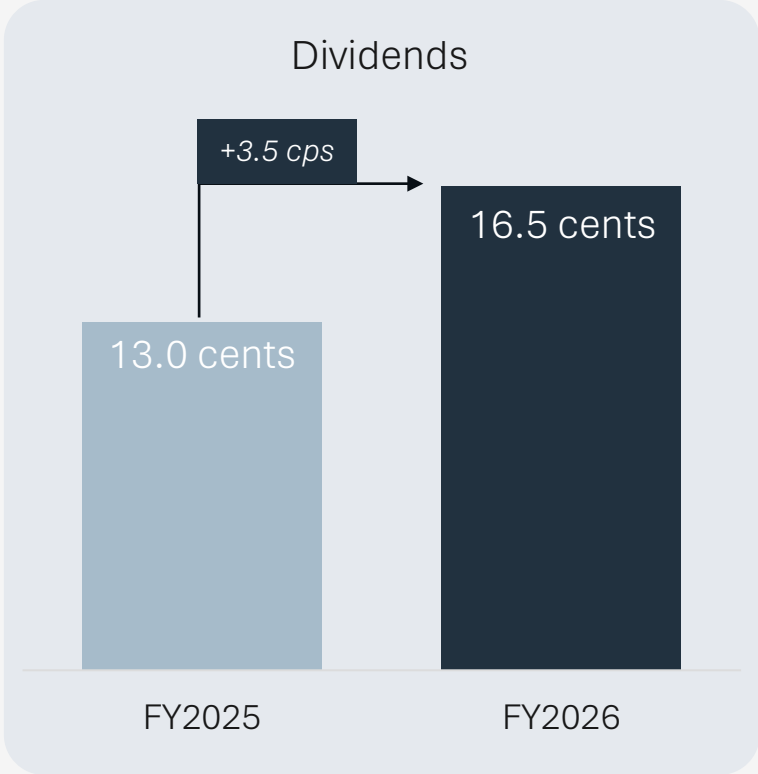
Strong Outperformance in Key Metrics



Revenue growth delivered organically in addition to the contribution from our acquisitions



Profit uplift driven by revenue growth, contribution from the acquisitions, and improved performance of the vehicle distribution and Harley-Davidson businesses



Dividend of 16.5 cents per share fully franked reflecting stronger earnings and liquidity with Underlying Earnings Per Share of 34.8 cents

MotorCycle Holdings

Chair’s Address



MotorCycle Holdings

CEO Address




We are scaling Australia’s
Leading Powersports Platform
MotorCycle
Holdings

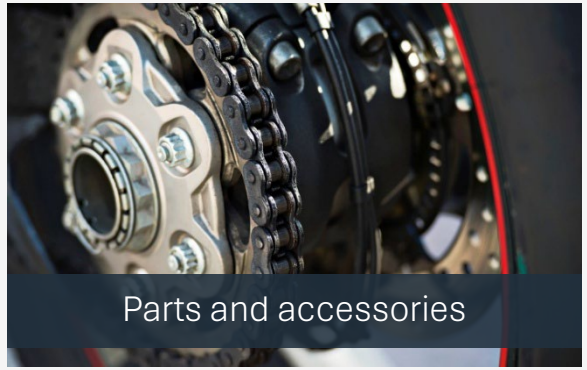
Expansion into Powersports

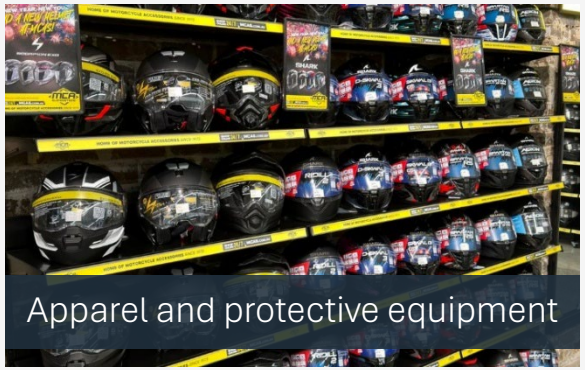
We are aiming to reach the broader participation economy - every ride, every rider and every moment of their ownership

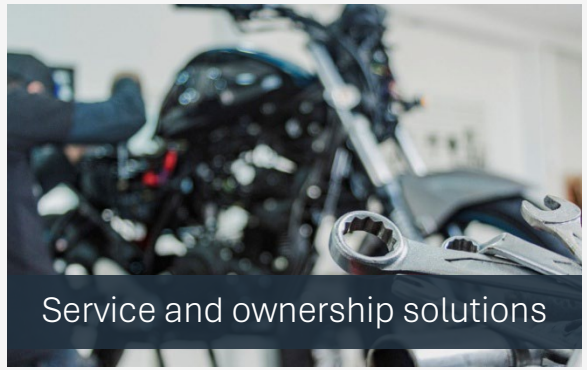
















Defining the Engine of our Model

Our ecosystem is made up of three interconnected segments

Powersports

We target the wider market for recreational and utility vehicles and everything owners spend on them

- Motorcycles
- All-Terrain Vehicles and Side-by-Side Vehicles
- Personal Watercraft
- Scooters

Wholesale

We import and distribute vehicles, parts and accessories to dealers and retailers across Australia and New Zealand

MOJO MOTORCYCLES · CASSONS · Forbes & Davies (NZ) Ltd

- Global supplier relationships
- Distributed brands
- Independent dealer network
- Warehousing and logistics
- Parts and aftersales

Retail

We sell new and used vehicles, finance, insurance, servicing, parts, accessories and apparel direct to consumers through our stores and online

HARLEY-HEAVEN · PETER STEVENS MOTORCYCLES · MORGAN & WACKER MOTORCYCLES · MCAS .COM.AU · team moto

- Direct customer access
- Retail brand portfolio
- Store and workshop network
- Digital & physical channels
- Finance, insurance & service

Operational Summary

Strong performance in the vehicle distribution segment, with wholesale units up 15% to a record 20,127 across AU and NZ

Peter Stevens and Harley-Heaven dealerships integrated well, further increasing the Group's retail scale

Wholesale segment gross profit margin increased from 25% in FY25 to 29% in FY26, driving a 34% increase in wholesale PBT

Record new and used retail vehicle sales, delivering a record 19.6% new vehicle market share (ex CFMOTO)

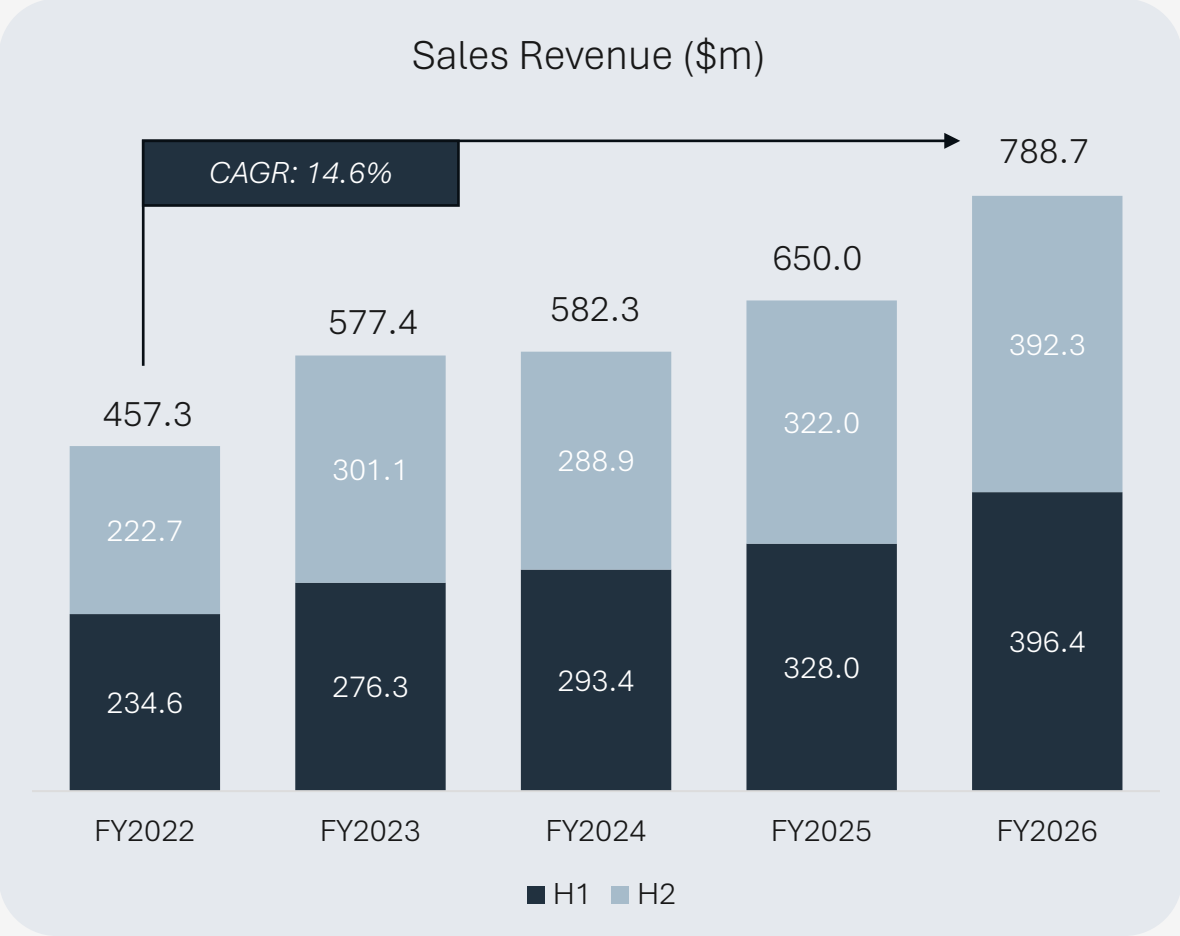
Further increases to CFMOTO's market share across the Off-Road Vehicle and Motorcycles segments in both AU and NZ

Record MCAS eCommerce revenue, reflecting continued growth in digital engagement across the retail network

Leading market position with Harley-Davidson, now spanning 12 dealerships and a 50% market share in H2 FY26

Operational efficiency improvements
Revenue per employee (+6% to $769k pa);
Gross margin per employee (+13.2% to $206k pa)

Track Record of Consistent Revenue Growth



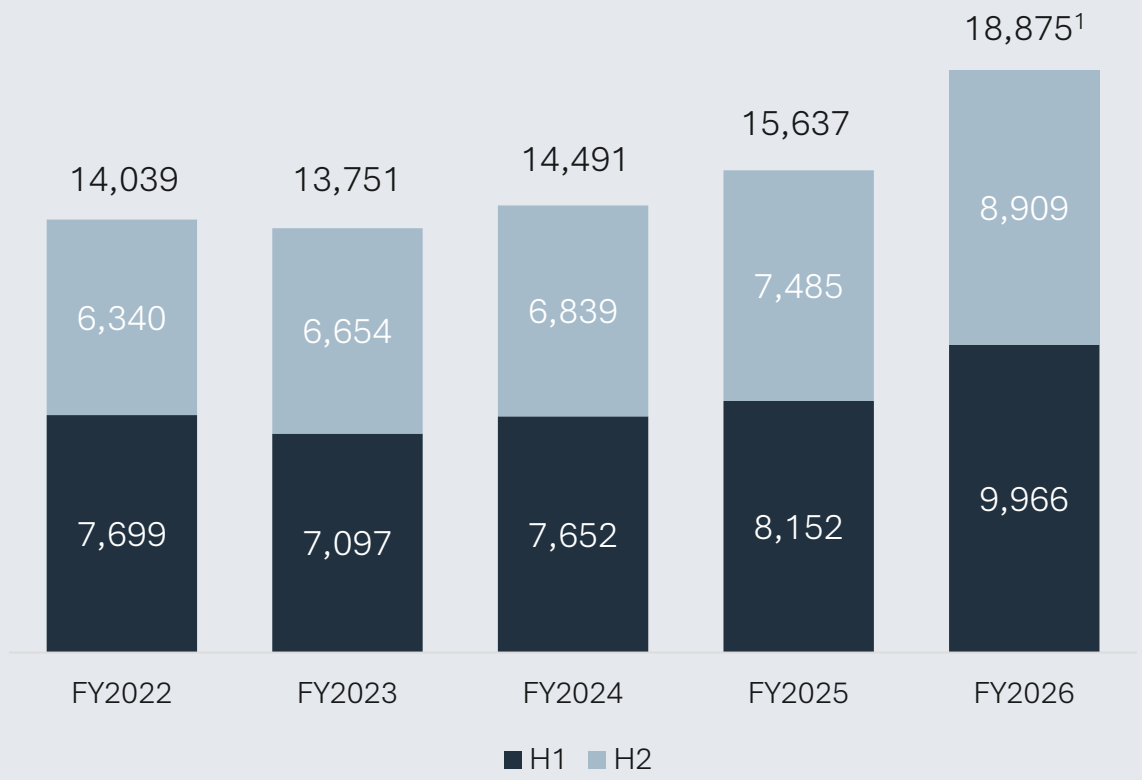
eCommerce sales growth of 44% through increased engagement of the MCAS platform and addition of Peter Stevens / Harley-Heaven (PSHH)

Motorcycles & accessories wholesale growth of 16.9% bolstered by strong growth from Mojo Motorcycles

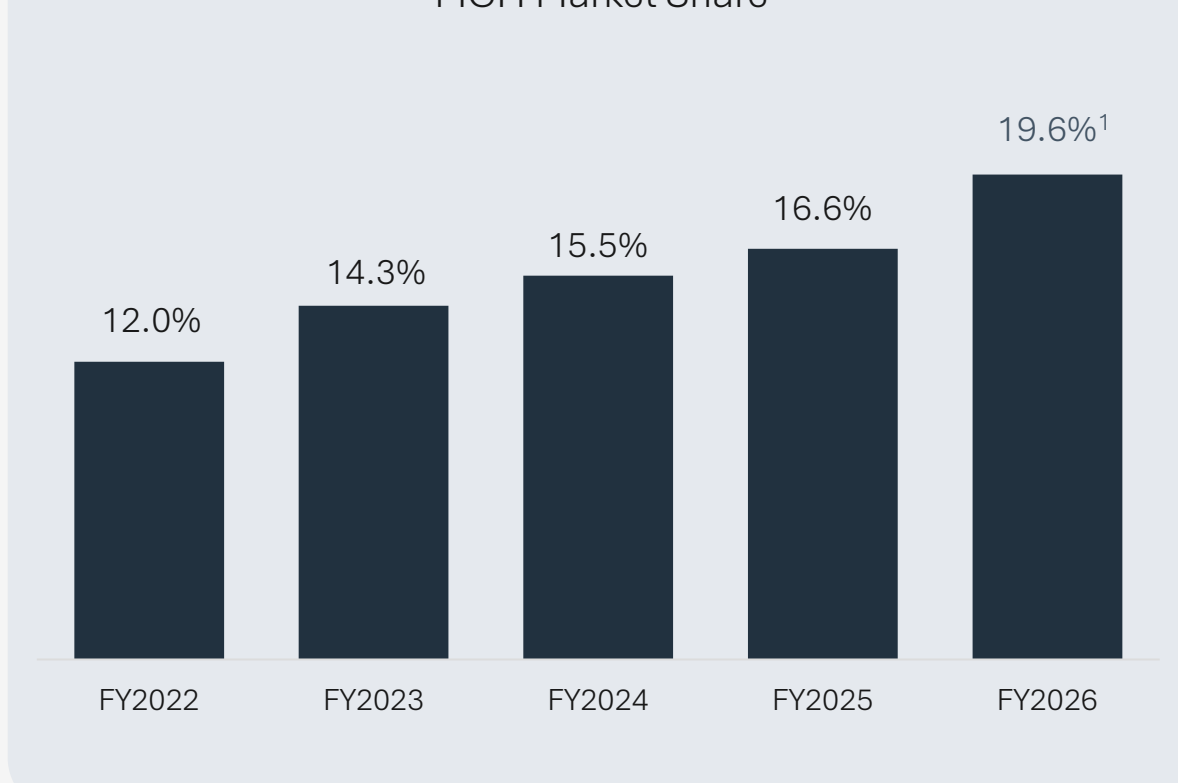
Retail growth of 23.2% including the acquisitive impact of PSHH

Record Market Share and New Vehicle Unit Sales Growth

Record unit sales growth of 20.7%



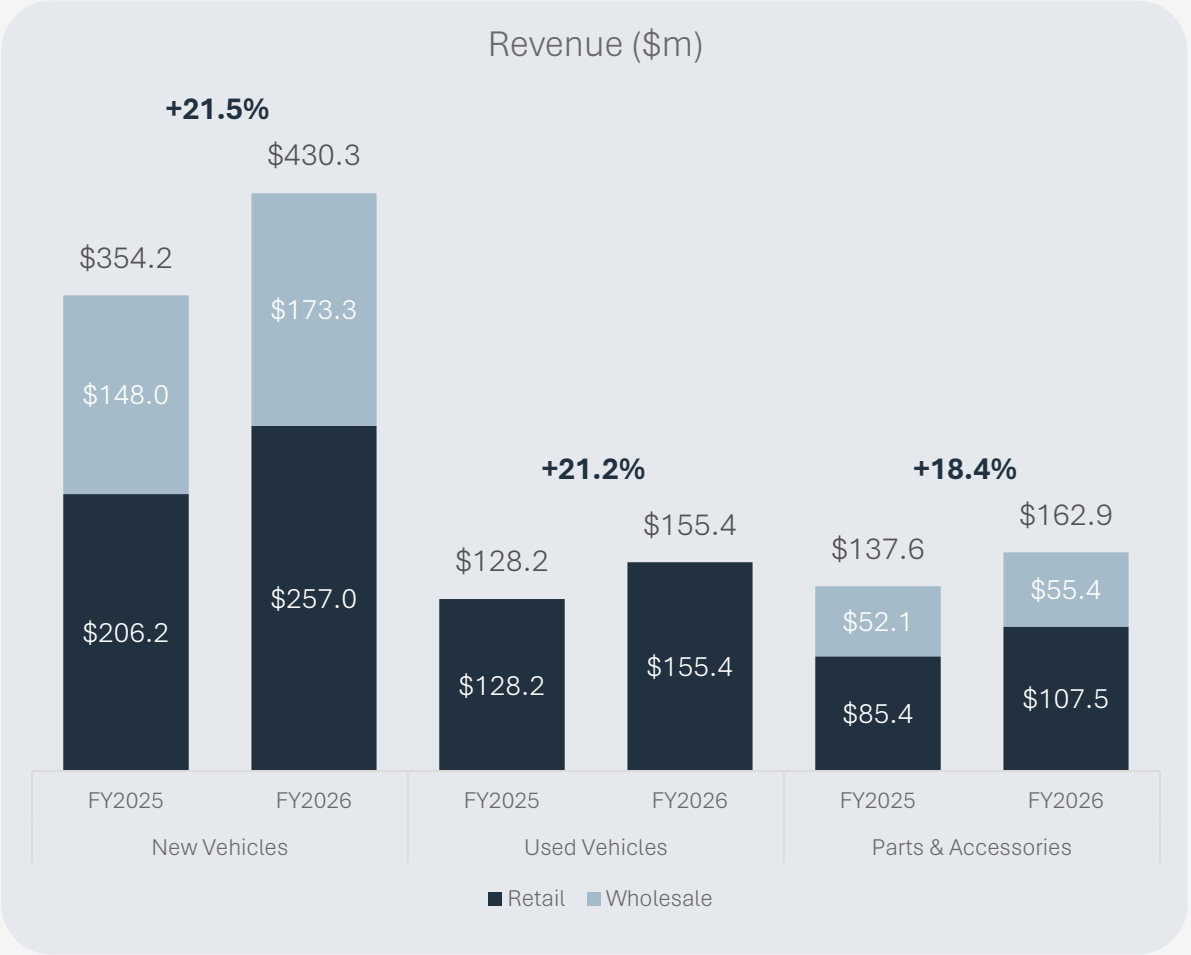
MCH now 19.6% of the new sales market

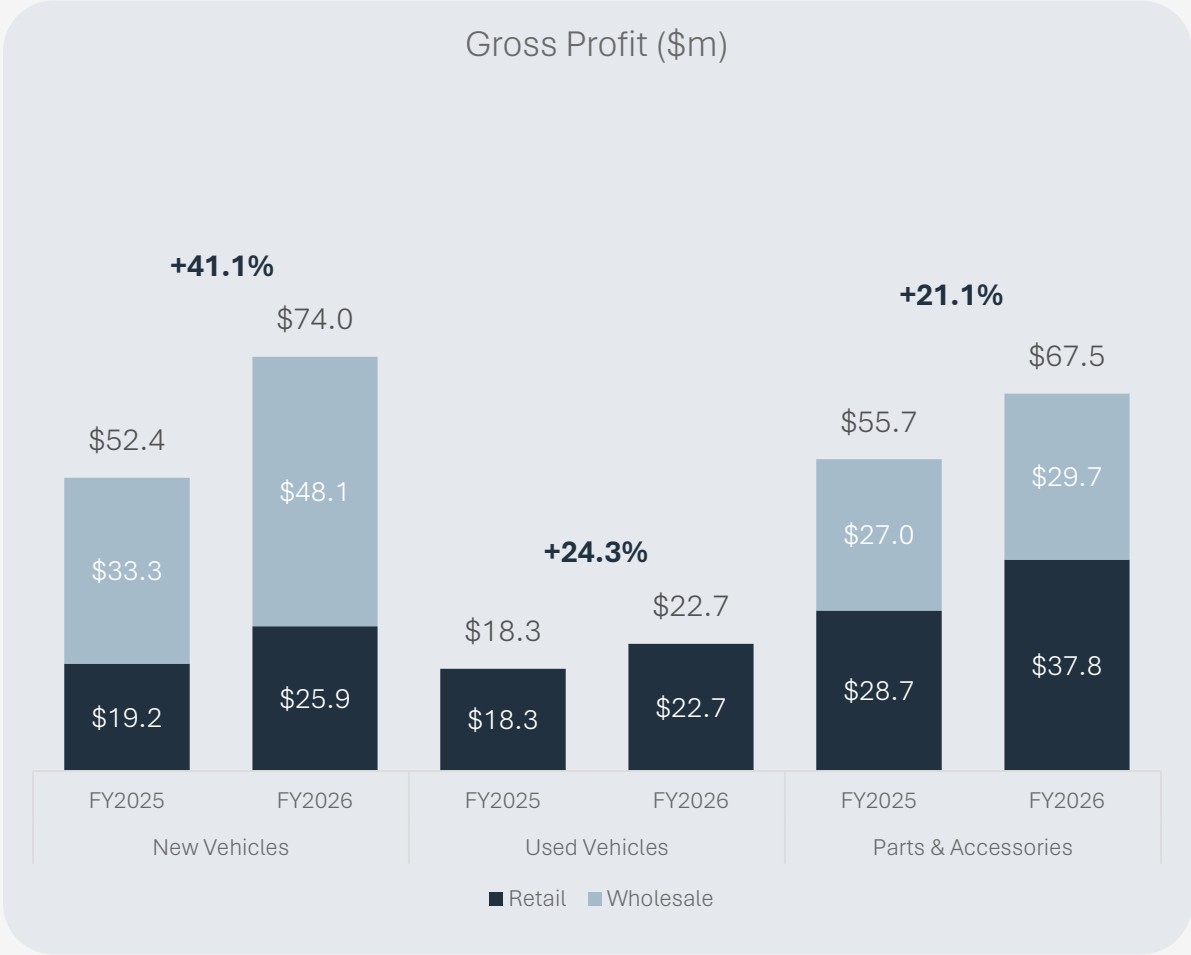


1. Includes Peter Stevens / Harley-Heaven since 31 July 2025

Note: Sales data for new motorcycles and off-highway vehicles (OHV) as reported by the Federal Chamber of Automotive Industries (FCAI).

Diversified Contribution by Division





Transformation Objectives

One Company. One Platform. Four Pillars

01

Omni-channel Experience

A connected customer journey across showroom, service, digital and partner channels — one MCH wherever the customer chooses to engage.

MCH is easy to do business with

02

Data Foundations

Trusted, accessible data enabled by platforms that power decisions, customer engagement and AI use cases across brands.

Real-time insights for timely decision making

03

Amazing People

Support our people with strong leadership, capability uplift through training and building a performance culture to drive growth across motorcycling and adjacent categories.

High-performing teams delivering exceptional results, consistently

04

Property Reform

Disciplined property strategy that maximises return per square metre across distribution and dealership network, formats and locations.

Operationally efficient sites that improve physical experience

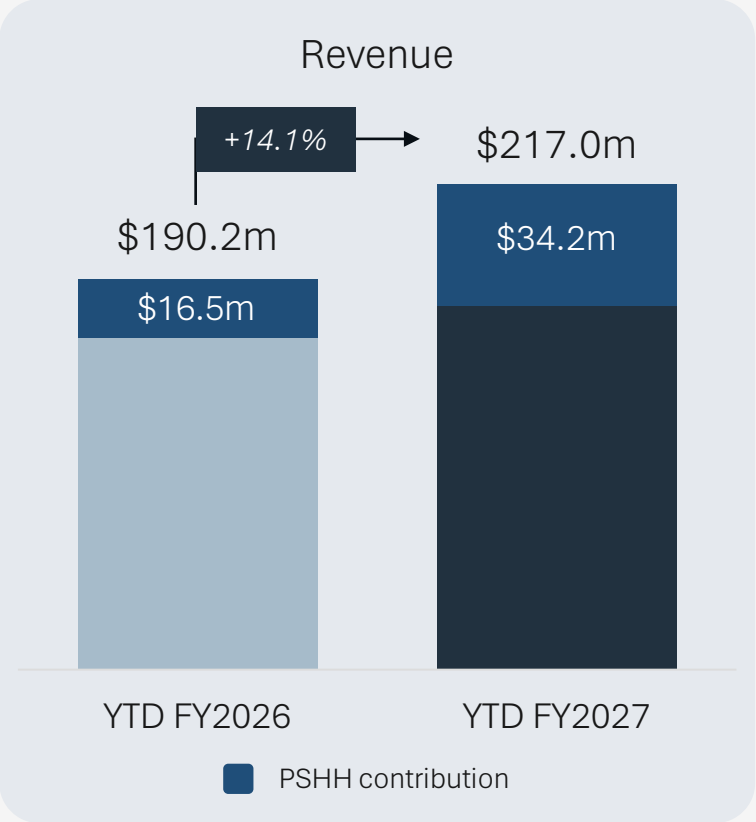
A customer-first approach

MotorCycle Holdings

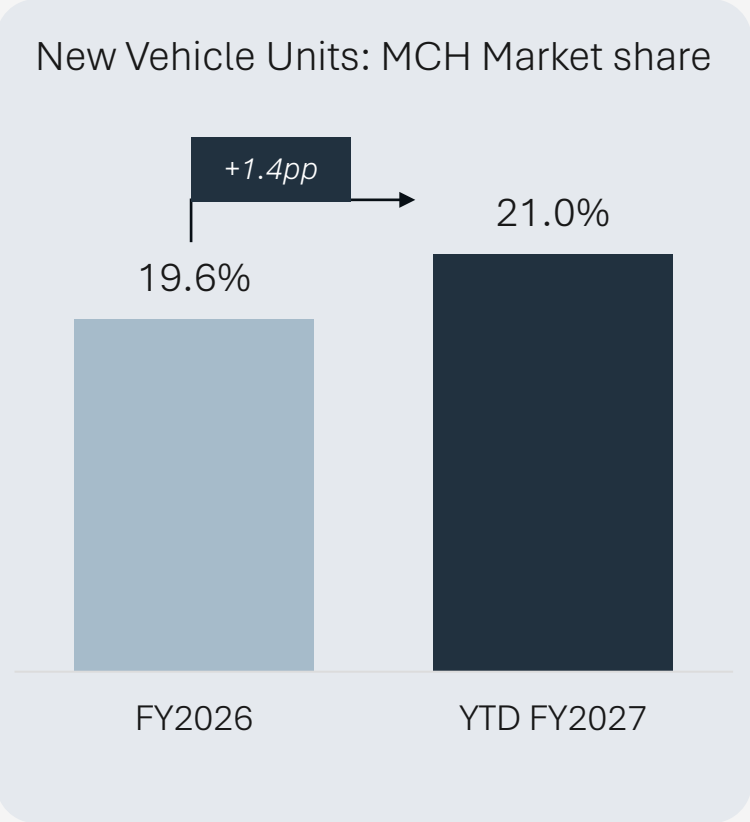
FY2027



Trading Update: September YTD FY2026 vs FY2027







Note: Figures are for the three months to 30 September 2026 (YTD FY2027) compared with the three months to 30 September 2025 (YTD FY2026).
YTD FY2027 based on unaudited management accounts.
PSHH numbers are the contribution from the acquired Peter Stevens/Harley-Heaven business. FY2026 reflects contribution from the acquisition date on 1 August 2025.

FY2027 Considerations

- Cautious near-term outlook on discretionary spending and consumer demand amid ongoing interest rate and macroeconomic pressures
- Continued growth expected across our AU/NZ vehicle distribution business, underpinned by a very strong foundation, and the introduction of GOES, a new ATV brand wholly owned by CFMOTO
- Establishment of the three Retail Dealership Groups of TeamMoto, Peter Stevens and Harley-Davidson Retail
- Following the MCAS reset in FY2026, further growth expected this year, supported by three new store openings and aggressive eCommerce targets
- Continued execution of retail consolidation, including optimisation of retail locations, to drive a stronger operating margin in the segment
- Ongoing investment in business transformation, including people, systems and property network optimisation, to deliver a more efficient and scalable operating model



The new GOES ATV by CFMOTO

Positioned to Execute on our Group Strategy

- MCH combines an established wholesale and distribution platform with Australia's largest motorcycle retail network
- Our strategy is to strengthen both engines, expand further into powersports
- Our four pillars of transformation – Omni-channel Reach, Data Foundations, Amazing People and Property Reform – converts our scale into stronger and more sustainable returns

- ✓ Scale already established
- ✓ Wholesale already strong
- ✓ Retail access already extensive
- ✓ Customer base broader than perceived
- ✓ Powersports opportunity expanding
- ✓ Transformation underway
- ✓ Financial discipline guiding execution