



Q3 2023 Results

Thursday, October 26, 2023



Q3 2023 RESULTS – PERFORMANCE HEADLINES

- Strategy remains grounded in desirability and profitability
- Successful launch of two new CVO motorcycles, CVO retail sales up +25%, with new features aligning with consumer preferences
- HDMC Gross Margin of 31.7%
- HDMC Revenue declined 9%, behind a 20% decrease in wholesale shipments
- HDFS Revenue increased 15% on higher interest income
- LiveWire commenced production and launch of the Del Mar electric motorcycle
- Delivered diluted EPS of \$1.38
- Company reaffirms its most recent full year 2023 outlook

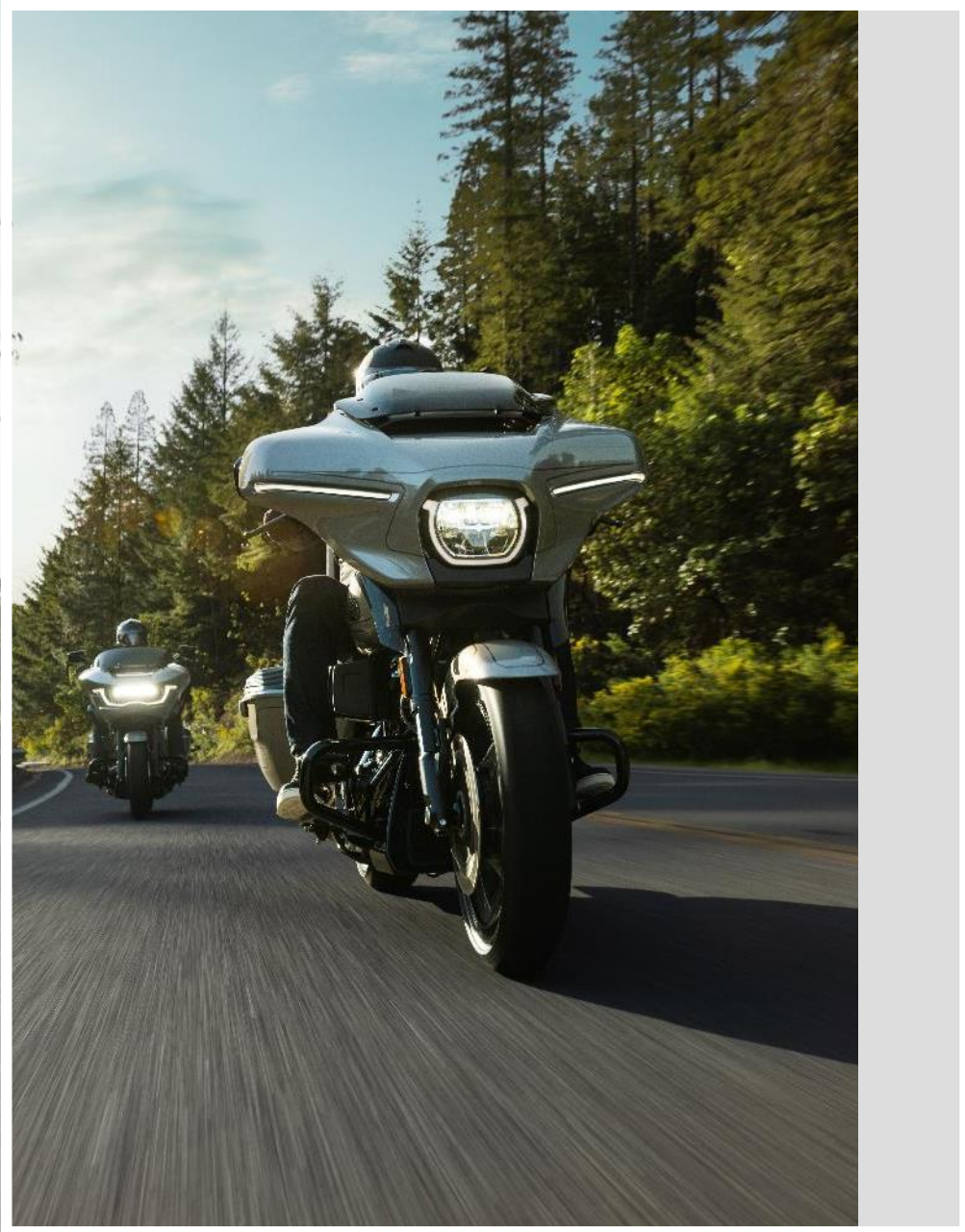


Q3 2023 RESULTS – EARNINGS CALL

Call Participants

- Jochen Zeitz, Chairman, President and CEO
- Jonathan Root, Chief Financial Officer
- Edel O’Sullivan, Chief Commercial Officer
- Karim Donnez, CEO – LiveWire (NYSE: ‘LVWR’)
- Shawn Collins, Director Investor Relations





HARDWIRE **STAGE II** PILLARS

1

Profit
Focus

2

Selective
Expansion &
Redefinition

3

Lead in
Electric

4

Growth
Beyond
Bikes

5

Integrated
Customer
Experience

6

Inclusive
Stakeholder
Management



CONSOLIDATED – Q3 2023 RESULTS

Q3 2023 Results ¹ (\$ millions, except earnings per share)	HDMC	HDFS	LiveWire	Total HDI
Revenue	\$1,297	\$244	\$8	\$1,549
% vs PY	-9%	+15%	-45%	-6%
Operating Income (Loss)	\$175	\$59	(\$25)	\$209
Margin %	13.5%	24.3%	NM	13.5%
% vs PY	-37%	-27%	NM	-38%
Net Income Attributable to HDI				\$199
Margin %				12.8%
Diluted EPS				\$1.38
% vs PY				-22%

¹ "NM" means non-meaningful



CONSOLIDATED – Q3 2023 YTD RESULTS

YTD 2023 Results ¹ (\$ millions, except earnings per share)	HDMC	HDFS	LiveWire	Total HDI
Revenue	\$4,053	\$707	\$23	\$4,783
% vs PY	+2%	+17%	-39%	+4%
Operating Income (Loss)	\$705	\$177	(\$82)	\$800
Margin %	17.4%	25.0%	NM	16.7%
% vs PY	-1%	-30%	NM	-12%
Net Income Attributable to HDI				\$681
Margin %				14.2%
Diluted EPS				\$4.65
% vs PY				-1%

¹ "NM" means non-meaningful



WORLDWIDE RETAIL SALES AND INVENTORY

Excludes LiveWire Units

Retail Sales

Retail Motorcycle Sales of H-D Motorcycles (vs. PY)

	Q3	YTD 2023
North America	-15%	-10%
EMEA	-13%	-9%
Asia Pacific	-24%	-1%
Latin America	-11%	-11%
Worldwide	-16%	-8%

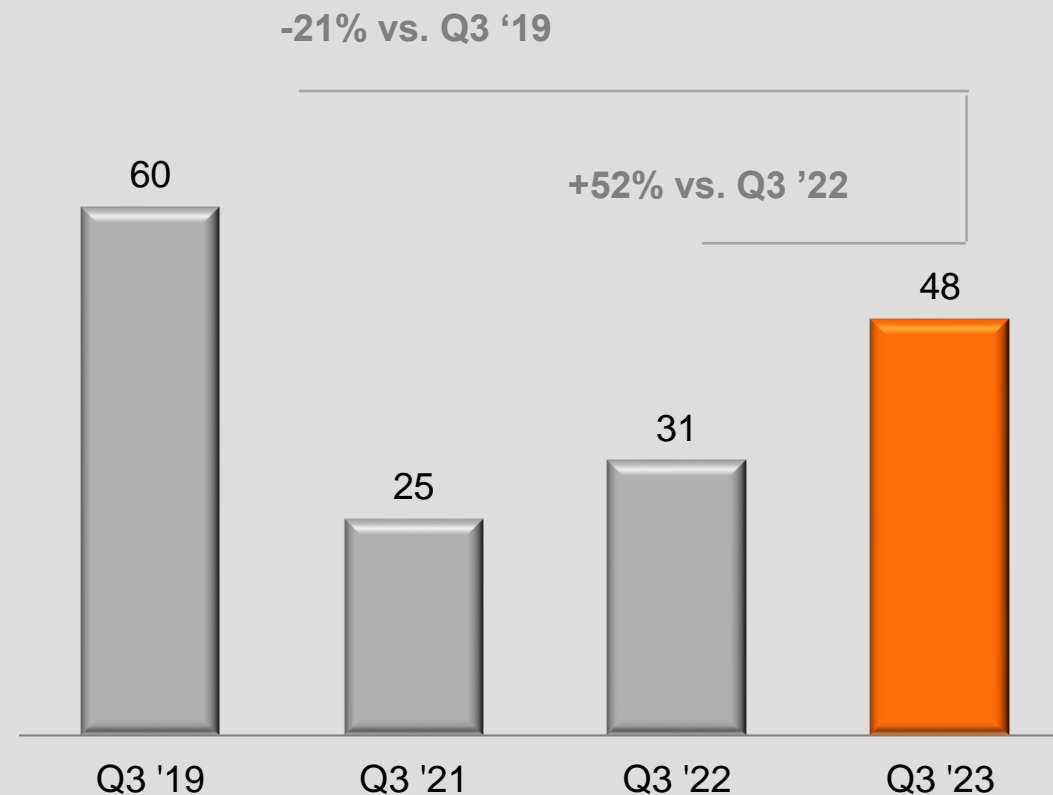
Market Share

New 601+CC Market Share

	Q3	YTD 2023
H-D U.S. Share ¹	39%	37%
- H-D U.S. Touring	71%	70%
- H-D U.S. Large Cruiser	76%	77%
H-D Europe Share ¹	5%	5%

Average Dealer Inventory Units

Worldwide Harley-Davidson Dealer Inventory Units (Thousands)^{2,3}



¹ Source: Motorcycle Industry Council (MIC) for U.S. share and Management Services Helwig Schmitt GmbH for Europe share.

² Dealer inventory units – using 4-point average for each quarter – at Day 1, 30, 60, 90 of each quarter divided by 4-points.

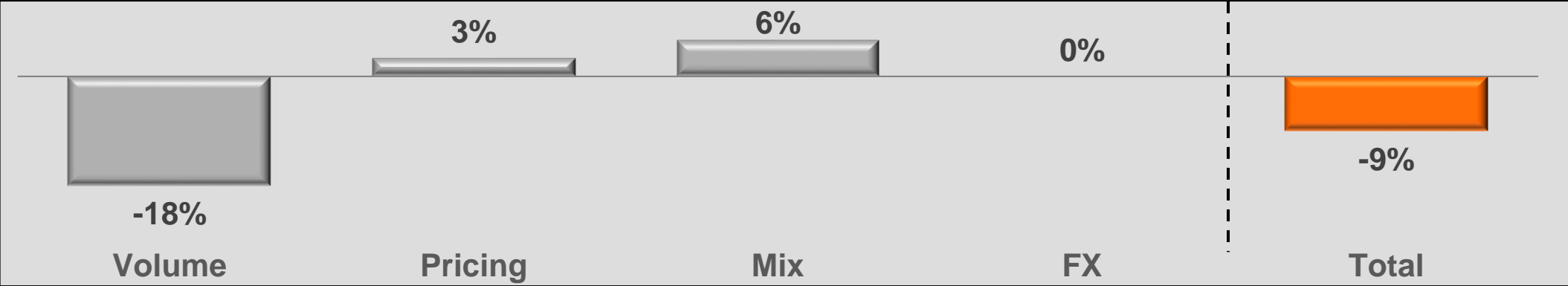
³ Q3 '20 results were omitted due to COVID-19 impact



HDMC REVENUE BRIDGE

Excludes LiveWire Results

Q3 HDMC Revenue Bridge¹



Q3 YTD HDMC Revenue Bridge¹

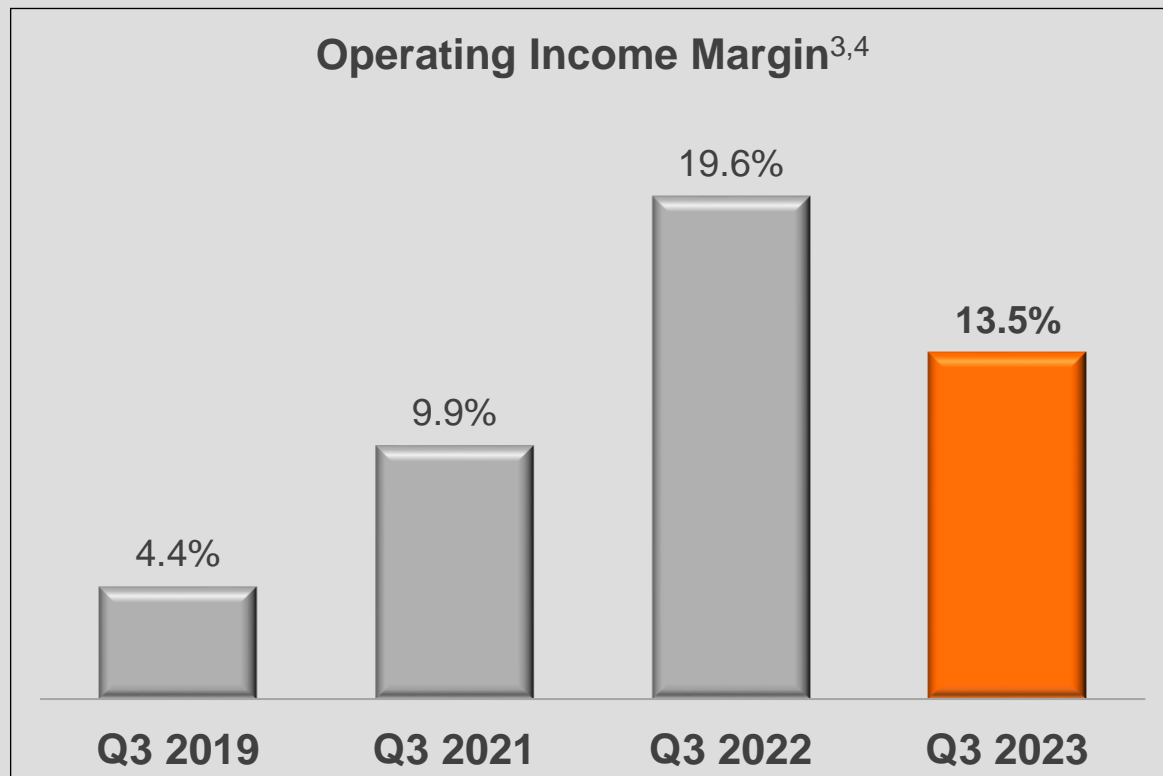


¹Q3 HDMC Revenue Bridge” compares Q3 ‘23 results to Q3 ‘22 results on a year-over-year basis; “YTD HDMC Revenue Bridge” compares Q3-YTD ‘23 results to Q3-YTD ‘22 results on a year-over-year basis.



Q3 2023: HDMC OPERATING INCOME MARGIN

Excludes LiveWire Results for 2021-2023^{1,2}



Q3 2022 Op Income Margin	\$279 mm	19.6%
Volume	(\$92)	-3.5 Pts
FX	(\$19)	-1.6 Pts
Motorcycle Mix	\$41	+2.2 Pts
Pricing	\$45	+2.9 Pts
Supply Chain Costs	(\$54)	-4.2 Pts
Operating Expenses	(\$25)	-1.9 Pts
Q3 2023 Op Income Margin	\$175 mm	13.5%

¹ LiveWire results were previously included in the former Motorcycles and Related Products (now referred to as HDMC) segment.

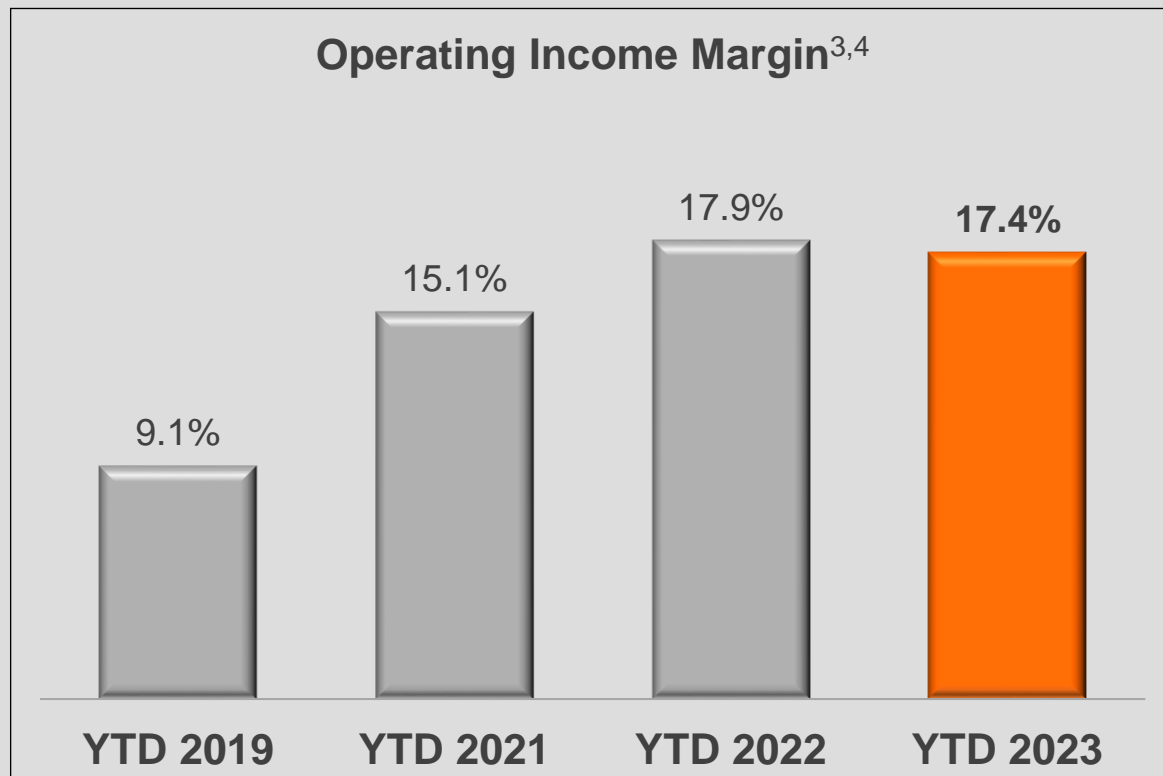
² HDMC historical results have been updated retrospectively to exclude LiveWire results going back to 2021, but not for prior periods for accounting purposes. Q3 2019 above includes LiveWire results.

³ In Q3 '19 and Q3 '21, Harley-Davidson paid \$16M and \$26M in additional EU tariffs, respectively. Q3 '19 includes \$8M of restructuring.

⁴ Q3 '20 results were omitted due to COVID-19 impact where Q3 '20 Op Inc Margin was 4.8%, including \$44M of restructuring. Q3 '20 includes LiveWire results for accounting purposes.

YTD 2023: HDMC OPERATING INCOME MARGIN

Excludes LiveWire Results for 2021-2023^{1,2}



YTD 2022 Op Income Margin	\$709 mm	17.9%
Volume	(\$91)	-1.3 Pts
FX	(\$54)	-1.2 Pts
Motorcycle Mix	\$83	+1.5 Pts
Pricing	\$199	+4.0 Pts
Supply Chain Costs	(\$36)	-0.9 Pts
Operating Expenses	(\$105)	-2.6 Pts
YTD 2023 Op Income Margin	\$705 mm	17.4%

¹ LiveWire results were previously included in the former Motorcycles and Related Products (also referred to as HDMC) segment.

² HDMC historical results have been updated retrospectively to exclude LiveWire results going back to 2021, but not for prior periods for accounting purposes. YTD 2019 above includes LiveWire results.

³ In YTD 2019 and YTD 2021, Harley-Davidson paid \$63M and \$45M in additional EU tariffs, respectively. YTD 2019 includes \$32M of restructuring.

⁴ YTD 2020 results were omitted due to COVID-19 impact where YTD 2020 Op Inc Margin was 0.4%, including \$85M of restructuring. YTD 2020 includes LiveWire results for accounting purposes.



HDFS SEGMENT: Q3 2023 RESULTS

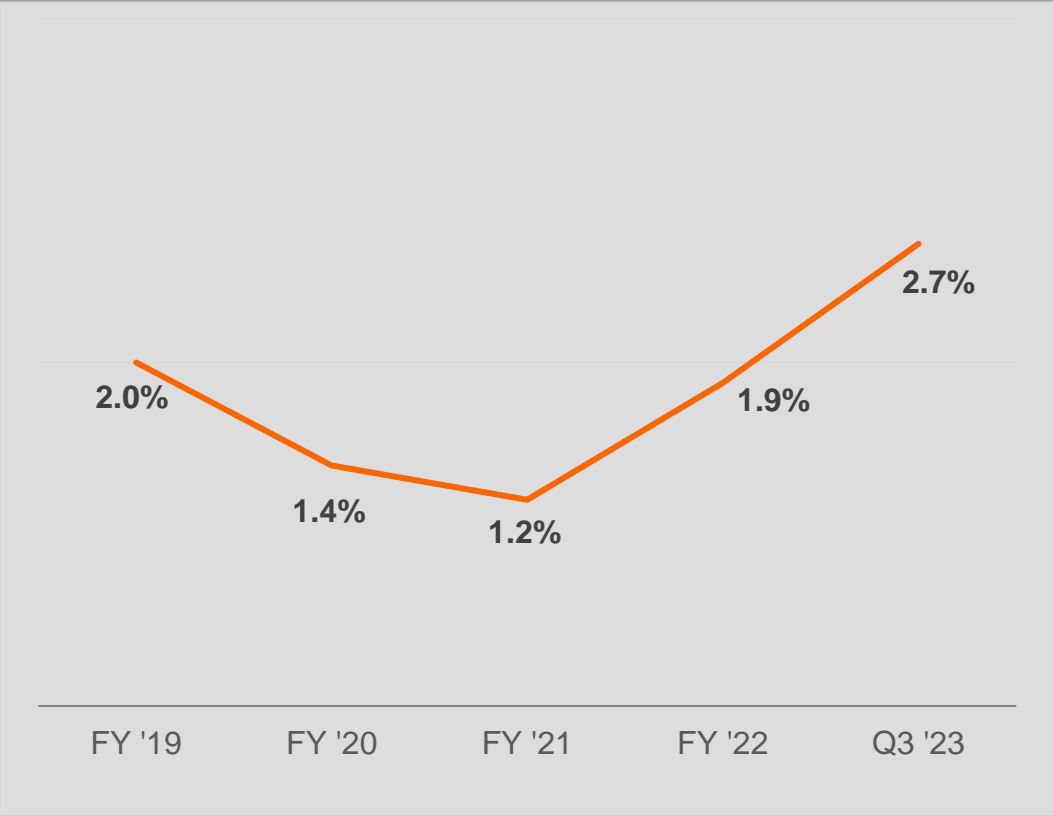
Summary Financials (\$ millions)	Q3 2023	+ / - PY	% vs. PY
Revenue	\$244	+\$32	+15%
Interest Expense	\$84	+\$23	+38%
Provision for Credit Losses	\$61	+\$24	+66%
Operating Expense	\$40	+\$6	+19%
Total Expenses	\$185	+\$54	+41%
Operating Income	\$59	(\$22)	-27%
Margin %	24.3%		

HDFS SEGMENT: Q3 YTD 2023 RESULTS

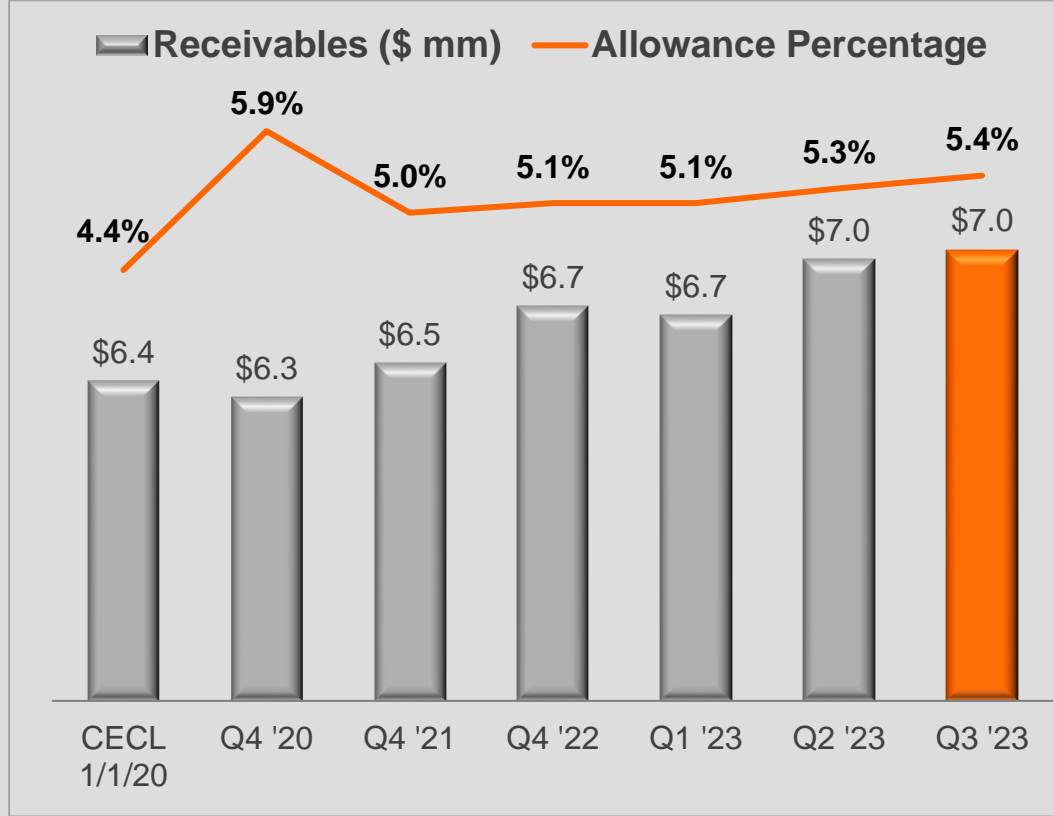
Summary Financials (\$ millions)	YTD 2023	+ / - PY	% vs. PY
Revenue	\$707	+\$101	+17%
Interest Expense	\$244	+\$93	+62%
Provision for Credit Losses	\$170	+\$76	+80%
Operating Expense	\$116	+\$8	+8%
Total Expenses	\$531	+\$178	+50%
Operating Income	\$177	(\$76)	-30%
Margin %	25.0%		

HDFS SEGMENT PERFORMANCE

Realized Retail Credit Losses^{1, 2}
Annual (FY) / Annualized (Q)



Retail Finance Receivables & Allowance



¹ 2020 and 2021 results impacted by federal stimulus payments and a high volume of COVID-19 pandemic related retail loan payment due date extensions for qualified customers.

² Fiscal Year (FY) periods reflect 12-month periods and the corresponding credit losses in each period; Q3 '23 represents the 9-month period January 1 to September 30, 2023 and the corresponding credit loss in that period, which is then annualized for an appropriate comparison to FY periods.



HDFS FUNDING STATUS

HDFS Funding and Liquidity Position – as of end of Q3 2023

- **Completed four capital markets transactions in 2023:**
 - **\$550M ABS in February**
 - **\$700M 5-year MTN in March¹**
 - **€700M 3-year MTN in April (or \$760M)**
 - **\$500M ABS in September**
- **Paid a \$200M inter-company dividend to HDI in September**
- **Liquidity of \$2.5B is above 12-month threshold**

¹ MTN is short for Medium-Term Notes, which are notes that usually mature in three to 10 years.

² ABS is short for Asset Backed Securities, which are securities that are collateralized (or “backed”) by a specified pool of underlying assets.



LIVEWIRE SEGMENT: Q3 2023 RESULTS AND EXPECTATIONS¹

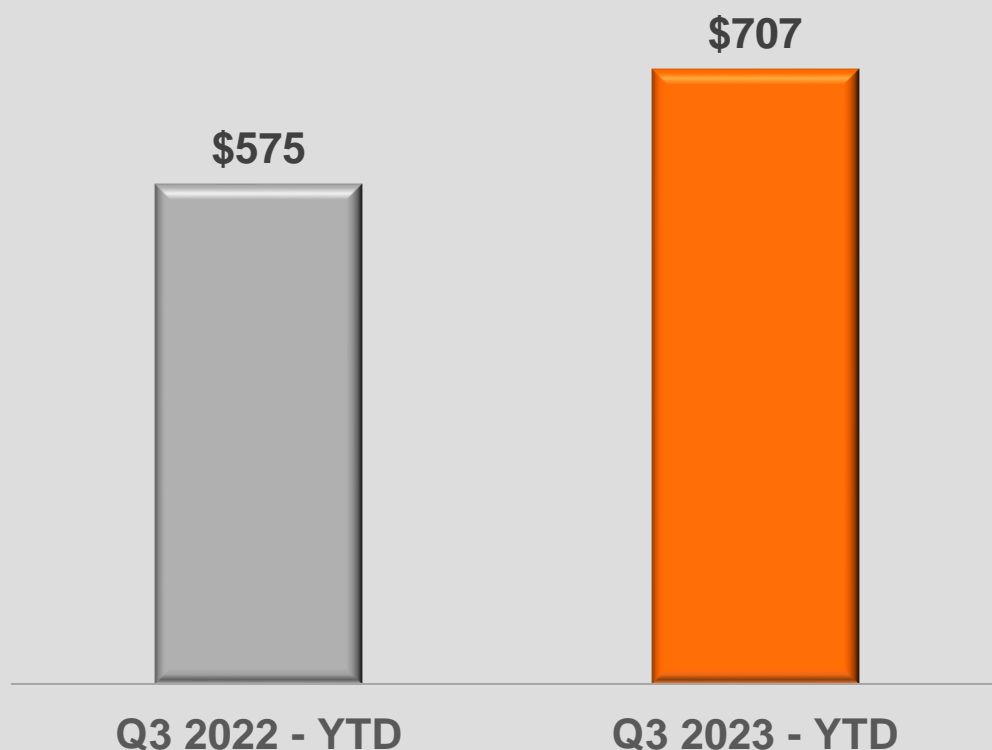
\$ millions Actual Units	Q3 2022	Q2 2023	Q3 2023
Motorcycle Units	206	33	50
Revenue	\$15	\$7	\$8
Operating Loss	(\$21)	(\$32)	(\$25)

- **2023 LiveWire Guidance reaffirmed** based on:
 - **Production commencing in Q3** on Del Mar, the first bike off the S2 platform with first deliveries at the end of the quarter
 - **Expected momentum in Q4** on production and deliveries
- Ended Q3 with **126 retail partners** globally
- Continued development of **new models on the S2** platform, expected to hit market in 2024
- Operating loss **in line with planned development**

¹ Represents results of the LiveWire reportable segment as determined in accordance with ASC 280 Segment Reporting which may differ from LiveWire Group, Inc. results

CONSOLIDATED – YTD Q3 2023 RESULTS

HDI Operating Cash Flow (\$ mm) – YTD Q3 '23



HDI Financial Metrics – YTD Q3 '23

- **Capital Investments¹ – \$148 million**
- **Dividends Paid – \$73 million**
- **Shares Repurchased on Discretionary Basis – \$226 million (6.1 million shares)**
- **Effective Tax Rate – 22%**
- **Cash & Cash Equivalents² – \$1.9 billion**
- **Financing Raised for HDFS – \$2.5 billion**

¹ Includes capital expenditures as well as \$8.9 million of capital implementation costs incurred in connection with cloud computing arrangements that do not include a license to internal-use software as defined by ASU 2018-15

² As of September 30, 2023



CAPITAL ALLOCATION – SHARE BUYBACKS IN 2022 & 2023 Q3 YTD

\$550 mm in Share Buybacks

\$324 mm



2022 FY

\$226 mm



2023 Q3 YTD

**14.5 mm Shares Repurchased or
9% of Shares Outstanding^{1,2}**

8.4 mm



2022 FY

6.1 mm



2023 Q3 YTD

¹ This calculation is based on 153.6 mm shares outstanding on December 31, 2021.

² This represents discretionary share repurchases and does not include non-discretionary repurchases related to shares tendered to the Company by employees to cover tax withholding obligations upon the vesting of restricted stock units and performance share units.



2023 HARLEY-DAVIDSON, INC. GUIDANCE

HDMC

Revenue Growth
Flat to +3%

Operating Income Margin
+13.9 to 14.3%

HDFS

Operating Income Y-o-Y
Down 20 to 25%

LiveWire

LiveWire Units
600 - 1,000

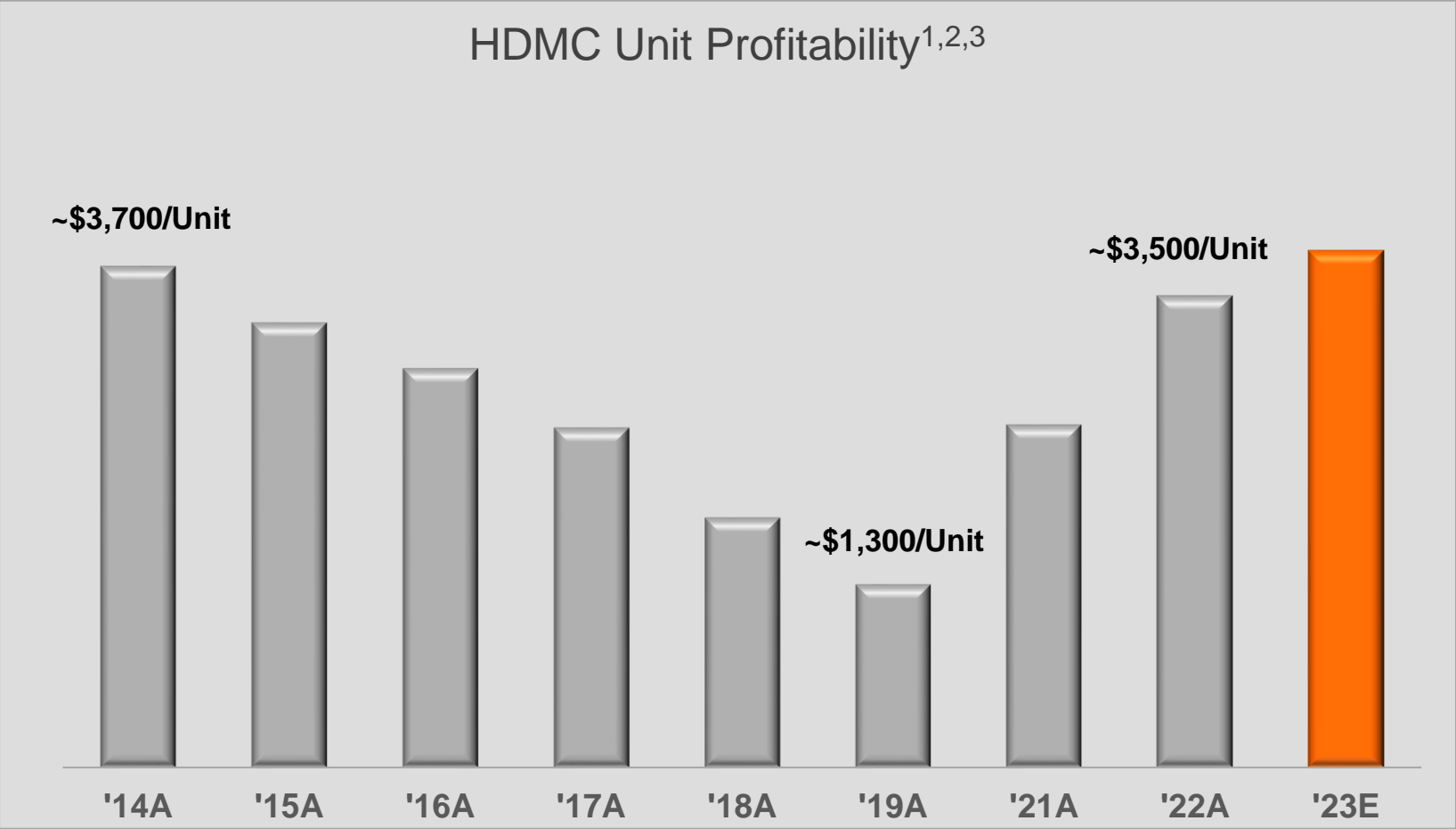
Operating Loss
(\$115M) to (\$125M)

Harley Davidson, Inc. Capital Investment
\$225M – \$250M



HDMC UNIT PROFITABILITY RETURNED TO HISTORICALLY HEALTHY LEVELS

Excludes LiveWire Results for 2020-2023



Key Drivers Since 2019:

- ~23,000 fewer Wholesale units driven by strategic market exits and model pruning
- Improved profitability through reduced incentives, pricing and cost productivity
- Key drivers for 2023 include continued unit mix shift and step-up in supply chain cost productivity

¹ HDMC – Unit Profitability is measured as HDMC Operating Income (includes Motorcycles, P&A, Apparel, Licensing, Other) divided by Wholesale Shipment Units for a given time period

² HDMC Operating Income excludes LiveWire results for 2020 – 2023. HDMC historical results for 2020 and later have been updated retrospectively to exclude LiveWire results.

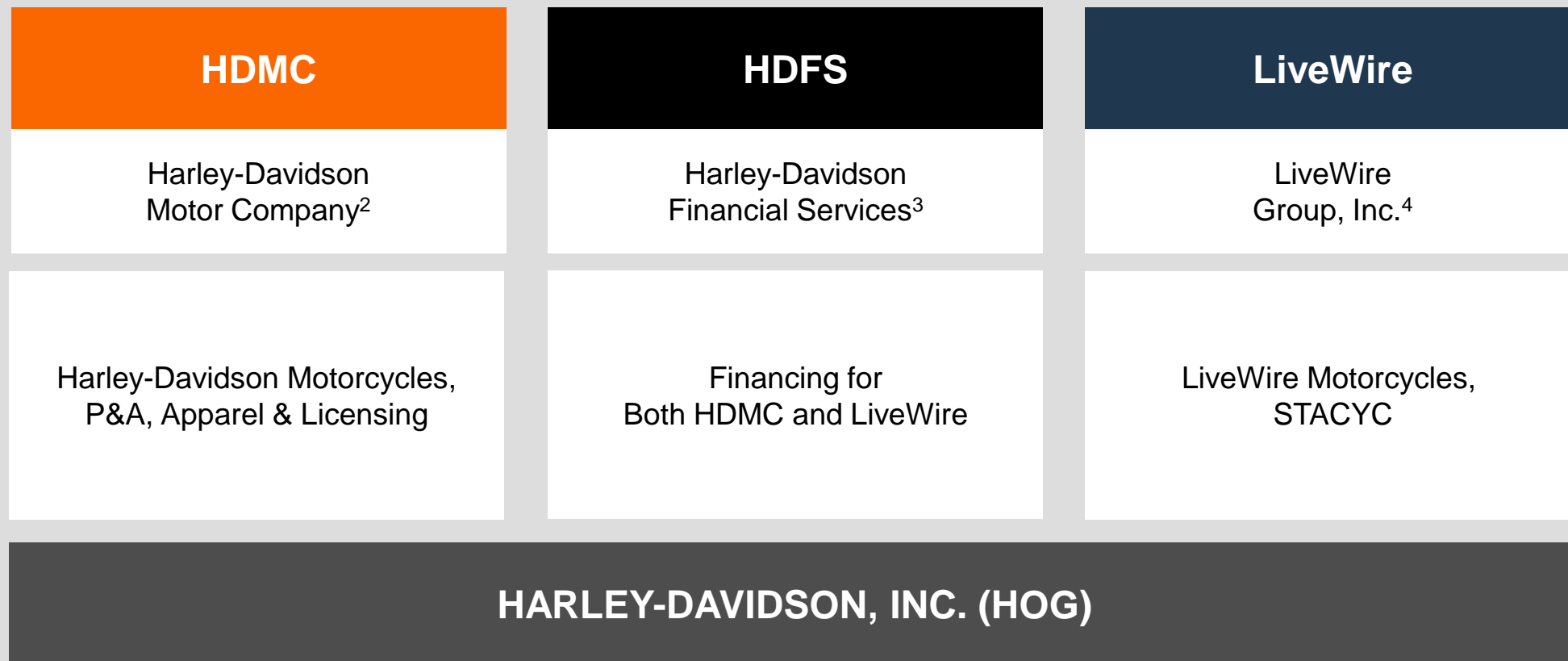
³ 2020A Figure is excluded where HDMC Operating Income was negative in the period as a result of COVID shutdowns and Rewire Actions; in 2020A “HDMC – Unit Profitability” was a loss of ~\$700 per unit



APPENDIX: SUPPLEMENTAL INFORMATION

HARLEY-DAVIDSON FINANCIAL REPORTING: THREE SEGMENTS¹

New in Q4 Fiscal Year 2022



¹ Harley-Davidson, Inc. or HDI is the corporate entity for the overall Company, under which HDMC, HDFS, and LiveWire operate. The Company changed its segments in the fourth quarter of 2022 to establish the LiveWire segment, which had previously been included in the former Motorcycles and Related Products (now referred to as HDMC) segment.

² HDMC is accountable for the design, manufacturing, marketing and sales of Harley-Davidson motorcycles and related products

³ HDFS provides motorcycle and related products financing and insurance products and services for our dealers and retail customers, including LiveWire customers.

⁴ LiveWire is accountable for the design, marketing and sales of electric motorcycles and related products, including STACYC electric balance bikes



FORWARD LOOKING STATEMENTS

Cautionary Note Regarding Forward-Looking Statements

The Company intends that certain matters discussed in this presentation are “forward-looking statements” intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements can generally be identified as such by reference to this footnote or because the context of the statement will include words such as the Company “believes,” “anticipates,” “expects,” “plans,” “may,” “will,” “estimates,” “targets,” “intends,” “forecasts,” “sees,” or words of similar meaning. Similarly, statements that describe or refer to future expectations, future plans, strategies, objectives, outlooks, targets, guidance, commitments or goals are also forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially, unfavorably or favorably, from those anticipated as of the date of this presentation. Certain of such risks and uncertainties are described below. Shareholders, potential investors, and other readers are urged to consider these factors in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements included in this presentation are only made as of the date of this presentation, and the Company disclaims any obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

Important factors that could affect future results and cause those results to differ materially from those expressed in the forward-looking statements include, among others, the Company's ability to: (a) execute its business plans and strategies, including The Hardwire, each of the pillars, and the evolution of LiveWire as a standalone brand, which includes the risks noted below; (b) manage supply chain and logistics issues, including quality issues, availability of semiconductor chip components and the ability to find alternative sources of those components in a timely manner, unexpected interruptions or price increases caused by supplier volatility, raw material shortages, inflation, war or other hostilities, including the conflict in Ukraine, or natural disasters and longer shipping times and increased logistics costs, including by successfully implementing pricing surcharges; (c) accurately analyze, predict and react to changing market conditions and successfully adjust to shifting global consumer needs and interests; (d) realize the expected business benefits from LiveWire operating as a separate public company, which may be affected by, among other things: (I) the ability of LiveWire to: (1) execute its plans to develop, produce, market and sell its electric vehicles; (2) achieve profitability, which is dependent on the successful development and commercial introduction and acceptance of its electric vehicles, and its services, which may not occur; (3) adequately control the costs of its operations as a new entrant into a new space; (4) develop, maintain and strengthen its brand; (5) execute its plans to develop, produce, market and sell its electric vehicles on expected timelines; and (6) effectively establish and maintain cooperation from its retail partners, largely drawn from the Company's traditional motorcycle dealer network, to be able to effectively establish or maintain relationships with customers for electric vehicles; (II) competition; and (III) other risks and uncertainties indicated in documents filed with the SEC by the Company or LiveWire Group, Inc., including those risks and uncertainties noted in Risk Factors under Item 1.A of LiveWire Group Inc.'s Annual Report on Form 10-K for the year ended December 31, 2022; (e) successfully access the capital and/or credit markets on terms that are acceptable to the Company and within its expectations; (f) successfully carry out its global manufacturing and assembly operations; (g) develop and introduce products, services and experiences on a timely basis that the market accepts, that enable the Company to generate desired sales levels and that provide the desired financial returns, including successfully implementing and executing plans to strengthen and grow its leadership position in Grand American Touring, large Cruiser and Trike, and grow its complementary businesses; (h) perform in a manner that enables the Company to benefit from market opportunities while competing against existing and new competitors; (i) manage the quality and regulatory non-compliance issues relating to the brake hose assemblies provided to the Company by Proterial Cable America (PCA) in a manner that avoids future quality or non-compliance issues and additional costs or recall expenses that are material; (j) effectively mitigate the impact on the Company's business of the production suspensions that were caused by the quality issues and regulatory non-compliances of PCA's brake hose assemblies, including but not limited to the impact on wholesale and retail sales of new motorcycles; (k) manage ongoing risks related to the impact of the COVID-19 pandemic, such as supply chain disruptions, its ability to carry out business as usual, and government actions and restrictive measures implemented in response; (l) successfully appeal: (I) the revocation of the Binding Origin Information (BOI) decisions that allowed the Company to supply its European Union (EU) market with certain of its motorcycles produced at its Thailand operations at a reduced tariff rate and (II) the denial of the Company's application for temporary relief from the effect of the revocation of the BOI decisions; (m) manage and predict the impact that new, reinstated or adjusted tariffs may have on the Company's ability to sell products internationally, and the cost of raw materials and components, including the temporary lifting of the Section 232 steel and aluminum tariffs and incremental tariffs on motorcycles imported into the EU from the U.S., between the U.S. and EU, which expires on December 31, 2023; (n) prevent, detect and remediate any issues with its motorcycles or any issues associated with the manufacturing processes to avoid delays in new model launches, recall campaigns, regulatory agency investigations, increased warranty costs or litigation and adverse effects on its reputation and brand strength, and carry out any product programs or recalls within expected costs and timing; (o) manage the impact that prices for and supply of used motorcycles may have on its business, including on retail sales of new motorcycles; (p) successfully manage and reduce costs throughout the business; (q) manage through changes in general economic and business conditions, including changing capital, credit and retail markets, particularly with the recent turmoil in the banking industry, and the changing domestic and international political environments, including as a result of the conflict in Ukraine; (r) continue to develop the capabilities of its distributors and dealers, effectively implement changes relating to its dealers and distribution methods and manage the risks that its dealers may have difficulty obtaining capital and managing through changing economic conditions and consumer demand; (s) continue to develop and maintain a productive relationship with Zhejiang Qianjiang Motorcycle Co., Ltd. and launch related products in a timely manner; (t) maintain a productive relationship with Hero MotoCorp as a distributor and licensee of the Harley-Davidson brand name in India; (u) successfully maintain a manner in which to sell motorcycles in China and the Company's Association of Southeast Asian Nations (ASEAN) countries that does not subject its motorcycles to incremental tariffs; (v) manage its Thailand corporate and manufacturing operation in a manner that allows the Company to avail itself of preferential free trade agreements and duty rates, and sufficiently lower prices of its motorcycles in certain markets; (w) accurately estimate and adjust to fluctuations in foreign currency exchange rates, interest rates and commodity prices; (x) retain and attract talented employees, and eliminate personnel duplication, inefficiencies and complexity throughout the organization; (y) prevent a cybersecurity breach involving consumer, employee, dealer, supplier, or Company data and respond to evolving regulatory requirements regarding data security; (z) manage the credit quality, the loan servicing and collection activities, and the recovery rates of Harley-Davidson Financial Services' loan portfolio; (aa) adjust to tax reform, healthcare inflation and reform and pension reform, and successfully estimate the impact of any such reform on the Company's business; (bb) manage through the effects inconsistent and unpredictable weather patterns may have on retail sales of motorcycles; (cc) implement and manage enterprise-wide information technology systems, including systems at its manufacturing facilities; (dd) manage changes, prepare for, and respond to evolving requirements in legislative and regulatory environments related to its products, services and operations; (ee) manage its exposure to product liability claims and commercial or contractual disputes; (ff) continue to manage the relationships and agreements that the Company has with its labor unions to help drive long-term competitiveness; (gg) achieve anticipated results with respect to the Company's preowned motorcycle program, Harley-Davidson Certified, the Company's H-D1 Marketplace, and Apparel and Licensing; (hh) accurately predict the margins of its segments in light of, among other things, tariffs, inflation, foreign currency exchange rates, the cost associated with product development initiatives and the Company's complex global supply chain; and (ii) optimize capital allocation in light of the Company's capital allocation priorities; and (jj) manage through the effects increased environmental, safety, emissions or other regulations or other influences may have on the business and its operating results.



FORWARD LOOKING STATEMENTS CONTINUED

The Company's ability to sell its motorcycles and related products and services and to meet its financial expectations also depends on the ability of the Company's dealers to sell its motorcycles and related products and services to retail customers. The Company depends on the capability and financial capacity of its dealers to develop and implement effective retail sales plans to create demand for the motorcycles and related products and services they purchase from the Company. In addition, the Company's dealers and distributors may experience difficulties in operating their businesses and selling Harley-Davidson motorcycles and related products and services as a result of weather, economic conditions, the impact of the COVID-19 pandemic, or other factors.

In recent years, Harley-Davidson Financial Services experienced historically low levels of retail credit losses, but credit losses have been normalizing to higher levels in recent quarters. Further, the Company believes that HDFS's retail credit losses will continue to change over time due to changing consumer credit behavior, macroeconomic conditions including the impact of inflation, and HDFS's efforts to adjust underwriting criteria based on market and economic conditions, as well as actions that the Company has taken and could take that impact motorcycle values.

The Company's operations, demand for its products, and its liquidity could be adversely impacted by work stoppages, facility closures, strikes, natural causes, widespread infectious disease, terrorism, war or other hostilities, including the conflict in Ukraine, or other factors. Refer to "Risk Factors" under Item 1.A of the Company's Annual Report on Form 10-K for the year ended December 31, 2022 for a discussion of additional risk factors and a more complete discussion of some of the cautionary statements noted above.

