Investor Presentation

November 2024

TSX : ADEN



Calgary Public Library:
Ceilings, wall panels, and stairs by ADENTRA

Forward-Looking Statements

Certain statements in this investor presentation contain forward-looking information within the meaning of applicable securities laws in Canada ("forward-looking information"). The words "anticipates", "believes", "budgets", "could", "estimates", "expects", "forecasts", "intends", "may", "might", "plans", "projects", "schedule", "should", "will", "would" and similar expressions are often intended to identify forward-looking information, although not all forward-looking information contains these identifying words.

Forward-looking information is included, but not limited to: This acquisition also enhances our access to the attractive Pro Dealer customer channel, where we anticipate strong and sustained demand from the new residential and repair and remodel markets; This leverage ratio is well within our target range of 2-3x, giving us the financial flexibility to execute on our strategic priorities; Looking ahead, we anticipate generating additional cash flow in Q4, enabling further debt repayment; Our capital priorities include a focused approach executing on our robust pipeline of acquisition opportunities; Dividends are also an important part of our capital allocation plan; Affordability pressures stemming from the cumulative impact of consumer price inflation in the broader economy, and the slower-than-anticipated pace of central bank interest rate reductions will impact Q4 2024 as compared to Q4 2023; We anticipate that these headwinds will be offset by strong operational execution and the inclusion of Woolf, resulting in fourth quarter Adjusted EBITDA aligning closely with Q4 2023 levels; These strategies are integral to our Destination 2028 plan, which targets $800 million in additional run-rate revenue through acquisitions by 2028, along with achieving a 10%+ EBITDA margin and 12%+ ROIC; our third quarter acquisition of Woolf has put us on pace to meet these goals, delivering immediate benefits while positioning us for continued growth; As one of North America's largest distributors of architectural building products, with approximately 6% market share, we are well-positioned to pursue further growth, and we maintain a robust pipeline of acquisition opportunities; Looking ahead, forecasters indicate a favorable outlook for building market conditions in the second half of 2025 and beyond; We are confident in our multi-year growth trajectory across core markets in repair and remodel, residential, and commercial sectors; Historically, the first and fourth quarters can be seasonally slower periods for our business; In addition, net earnings reported in each quarter may be impacted by acquisitions, foreign currency fluctuations, and changes in customer buying patterns, sales force, competition, pricing inputs, and supply constraints; Our investment in working capital may fluctuate from quarter-to-quarter based on factors such as sales demand, strategic purchasing decisions taken by management, and the timing of collections from customers; Historically, the first and fourth quarters can be seasonally slower periods for construction activity, resulting in reduced demand for architectural building products; Our debt management strategy is to repay a portion of our credit facilities related to acquisitions, and maintain a base level of debt as part of our capital structure; Our intent is to roll and renew our credit facilities when they expire; We do not intend to restrict future dividends in order to fully extinguish our debt obligations upon their maturity; The amount of debt that will actually be drawn on our available revolving credit facilities will depend upon the seasonal and cyclical needs of the business and our cash generating capacity going forward; When making future dividend and share repurchase decisions, we will consider the amount of financial leverage, and therefore debt, we believe is appropriate given existing and expected market conditions and available business opportunities; We do not target a specific financial leverage amount; We believe our current credit facilities are sufficient to finance our working capital needs and market expansion strategy; The fair value of non-current receivables, notes payable, other liabilities and finance lease obligations are not expected to differ materially from carrying value given the interest rates being charged and term to maturity; We intend to vigorously pursue recovery of the duties paid. The appeal process is typically a multi-year procedure, however, and the actual timing and outcome of the appeal is not estimable at this time; To the extent we are unsuccessful in challenging the out-of-scope notices and are unable to recover the related payments, then such payments would instead be recorded as selling, distribution and administration expenses; The timing and outcome of our challenge is not estimable at this time; we may be eligible for a refund on a significant portion of the duties paid; In issuing its preliminary results Commerce noted that their findings are provisional and subject to change; We expect Commerce to issue a final decision on the results of their administrative review in early 2025; and the timing of the final determination could change and the outcome is not estimable at this time.

The forecasts and projections that make up the forward-looking information are based on assumptions which include, but are not limited to: there are no material exchange rate fluctuations between the Canadian and US dollar that affect our performance; the general state of the economy does not worsen; we do not lose any key personnel; there is no labor shortage across multiple geographic locations; there are no circumstances, of which we are aware that could lead to the Company incurring costs for environmental remediation; there are no decreases in the supply of, demand for, or market values of our products that harm our business; we do not incur material losses related to credit provided to our customers; our products are not subjected to negative trade outcomes; we are able to sustain our level of sales and earnings margins; we are able to grow our business long term and to manage our growth; we are able to integrate acquired businesses; there is no new competition in our markets that leads to reduced revenues and profitability; we can comply with existing regulations and will not become subject to more stringent regulations; no material product liability claims; importation of components or other innovative products does not increase and replace products manufactured in North America; our management information systems upon which we are dependent are not impaired; we are not adversely impacted by disruptive technologies; an outbreak or escalation of a contagious disease does not adversely affect our business; and, our insurance is sufficient to cover losses that may occur as a result of our operations.

The forward-looking information is subject to risks, uncertainties and other factors that could cause actual results to differ materially from historical results or results anticipated by the forward-looking information. The factors which could cause results to differ from current expectations include, but are not limited to: exchange rate fluctuations between the Canadian and US dollar could affect our performance; our results are dependent upon the general state of the economy; the impacts of COVID-19, further mutations thereof or other outbreaks of disease, could have significant impacts on our business; we depend on key personnel, the loss of which could harm our business; a labour shortage across multiple geographic locations could harm our business; decreases in the supply of, demand for, or market values of hardwood lumber or sheet goods could harm our business; we may incur losses related to credit provided to our customers; our products may be subject to negative trade outcomes; we may not be able to sustain our level of sales or earnings margins; we may be unable to grow our business long term or to manage any growth; we are unable to integrate acquired businesses; competition in our markets may lead to reduced revenues and profitability; we may fail to comply with existing regulations or become subject to more stringent regulations; product liability claims could affect our revenues, profitability and reputation; importation of components or other innovative products may increase, and replace products manufactured in North America; disruptive technologies could lead to reduced revenues or a change in our business model; we are dependent upon our management information systems; disruptive technologies could lead to reduced revenues or a change in our business model; our information systems are subject to cyber securities risks; our insurance may be insufficient to cover losses that may occur as a result of our operations; an outbreak or escalation of a contagious disease may adversely affect our business; our credit facility affects our liquidity, contains restrictions on our ability to borrow funds, and impose restrictions on distributions that can be made by us and certain of our subsidiaries; the market price of our Shares will fluctuate; there is a possibility of dilution of existing Shareholders; and, other risks described in our Annual Information Form, our Information Circular and in this investor presentation. This investor presentation contains information that may constitute a "financial outlook" within the meaning of applicable securities laws. The financial outlook has been approved by our management as of the date of this investor presentation. The financial outlook is provided for the purpose of providing readers with an understanding of our anticipated financial performance. Readers are cautioned that the information contained in the financial outlook may not be appropriate for other purposes.

All forward-looking information in this investor presentation is qualified in its entirety by this cautionary statement and, except as may be required by law, we undertake no obligation to revise or update any forward-looking information as a result of new information, future events or otherwise after the date hereof.

Third-Party Information

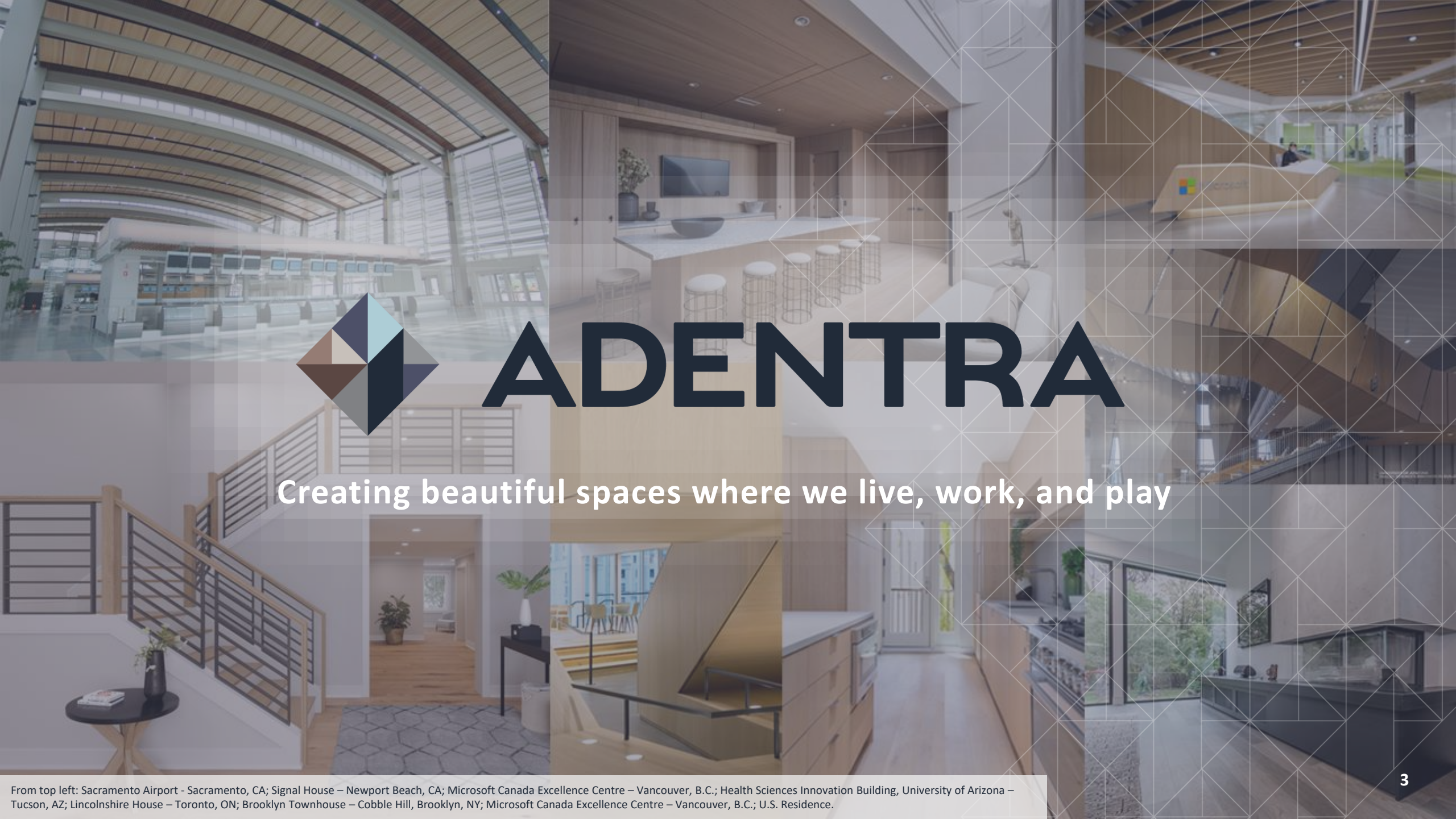
Certain information contained in this presentation includes market and industry data that has been obtained from or is based upon estimates derived from third-party sources, including industry publications, reports and websites. Although the data is believed to be reliable, we have not independently verified the accuracy, currency or completeness of any of the information from third-party sources referred to in this presentation or ascertained from the underlying economic assumptions relied upon by such sources. We hereby disclaim any responsibility or liability whatsoever in respect of any third-party sources of market and industry data or information.

Notice to Reader

All $ figures in this presentation are in USD unless otherwise indicated.

Information provided herein includes the Company's reported financial results through to September 30, 2024.

The photos in this presentation feature ADENTRA products used in a variety of commercial and residential applications.



ADENTRA

Creating beautiful spaces where we live, work, and play

From top left: Sacramento Airport - Sacramento, CA; Signal House – Newport Beach, CA; Microsoft Canada Excellence Centre – Vancouver, B.C.; Health Sciences Innovation Building, University of Arizona – Tucson, AZ; Lincolnshire House – Toronto, ON; Brooklyn Townhouse – Cobble Hill, Brooklyn, NY; Microsoft Canada Excellence Centre – Vancouver, B.C.; U.S. Residence.

Why Invest in ADENTRA

ADENTRA



Industry Leader

✓ We maintain a **differentiated position in a fragmented market**

✓ We offer **product solutions across diverse customer channels and end markets** throughout North America



Architectural Building Product Focus

✓ Our **specialty products** are characterized by:

- **higher gross margins**[1]
- predictable product pricing[2]
- branded and exclusive offerings



Well-Positioned to Capture Market Share

✓ We hold a single-digit market share today, leaving **substantial room for organic growth**

✓ **Positive economic and market fundamentals** are expected to provide a multi-year tailwind



Active Strategies to Accelerate Growth

✓ **Clear strategy to capture above-market growth** through the execution of our **Destination 2028** plan



Track Record of Financial Performance

✓ **Efficient use of our balance sheet and strong cash flow generation** provide strength and flexibility to create value in the mid-to-long term

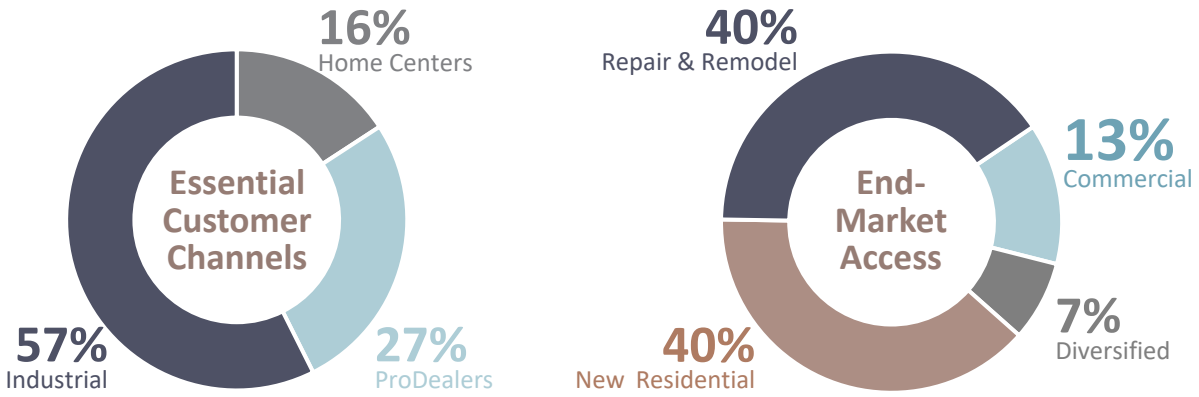
✓ **Disciplined capital allocation** focused on investing in the business, accretive acquisitions, dividends and opportunistic share repurchases

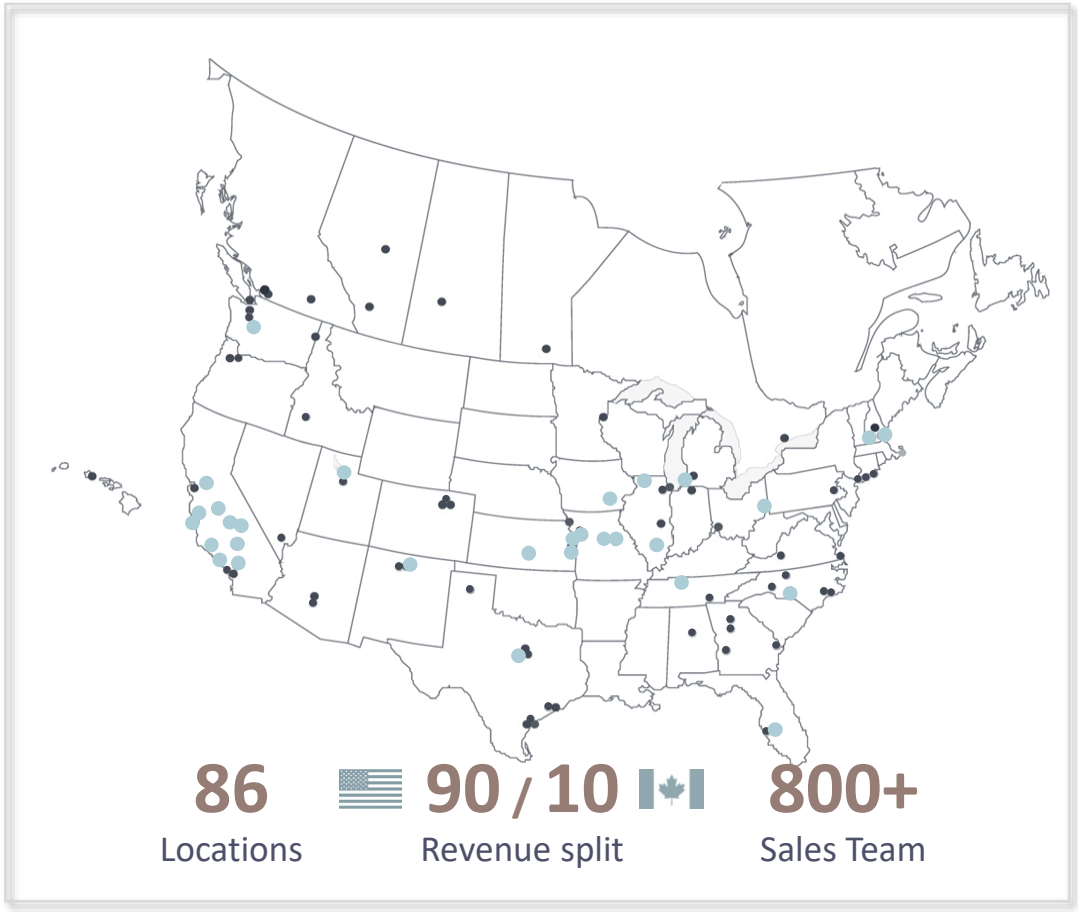
1. Relative to commodity building products
2. Excluding the COVID pandemic period during 2021-2022

ADENTRA Snapshot (TSX: ADEN)

$2.2B	$185M	$238M	C$978M
Sales	Adj. EBITDA[1]	Operating Cash flows	Market Cap[2]

65,000+	2,700+	185,000+
Customers	Employees	SKUs in portfolio





Using a multi-brand strategy and coast-to-coast distribution platform to serve North America's fastest-growing markets

Dollar values shown are in USD unless otherwise noted. Sales, Adj. EBITDA, Operating Cash flows, Customers and Employees are as of December 31, 2023.

1. "Adjusted EBITDA" is a Non-IFRS and Non-GAAP measure. See the Company's Annual Report and Financial Results for further information.
2. Market Cap. is calculated with share count and per share price of ADEN common shares as of November 12, 2024.

A world-class platform of architectural building products.

2,000

SUPPLIERS

Access to North American markets

ADENTRA

Our **unique customer-centric insights** inform leading product solutions

Includes **branded** products, **exclusive** rights and demonstrated **buying power**

Strong **customer relationships** and **brand loyalty**

65,000+

CUSTOMERS

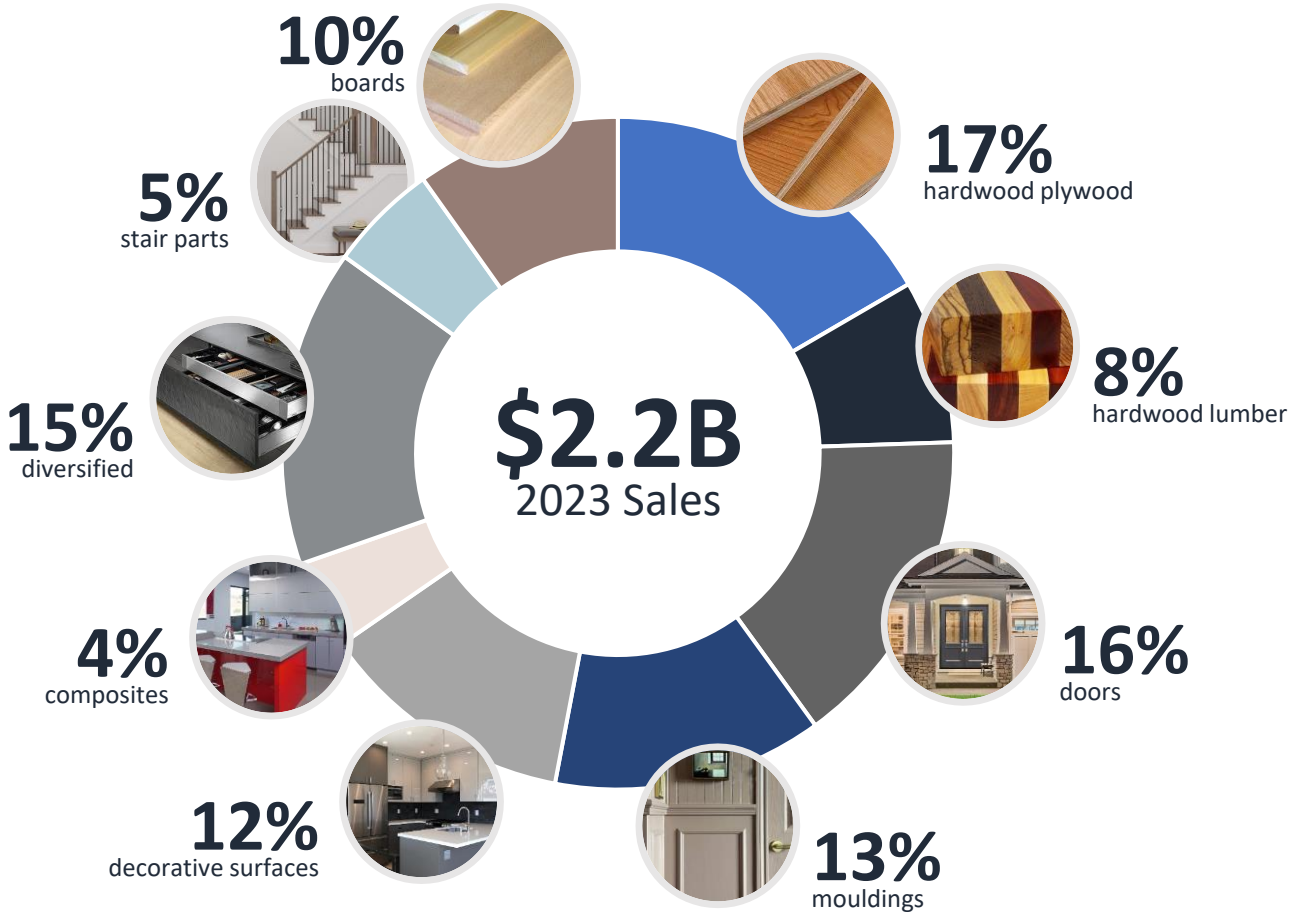
Access to our extensive 185,000+ SKU product portfolio

ADENTRA

We provide an invaluable link between our vast supplier network and our extensive customer base

Product Offerings

Broad product participation, emphasis on specialty materials



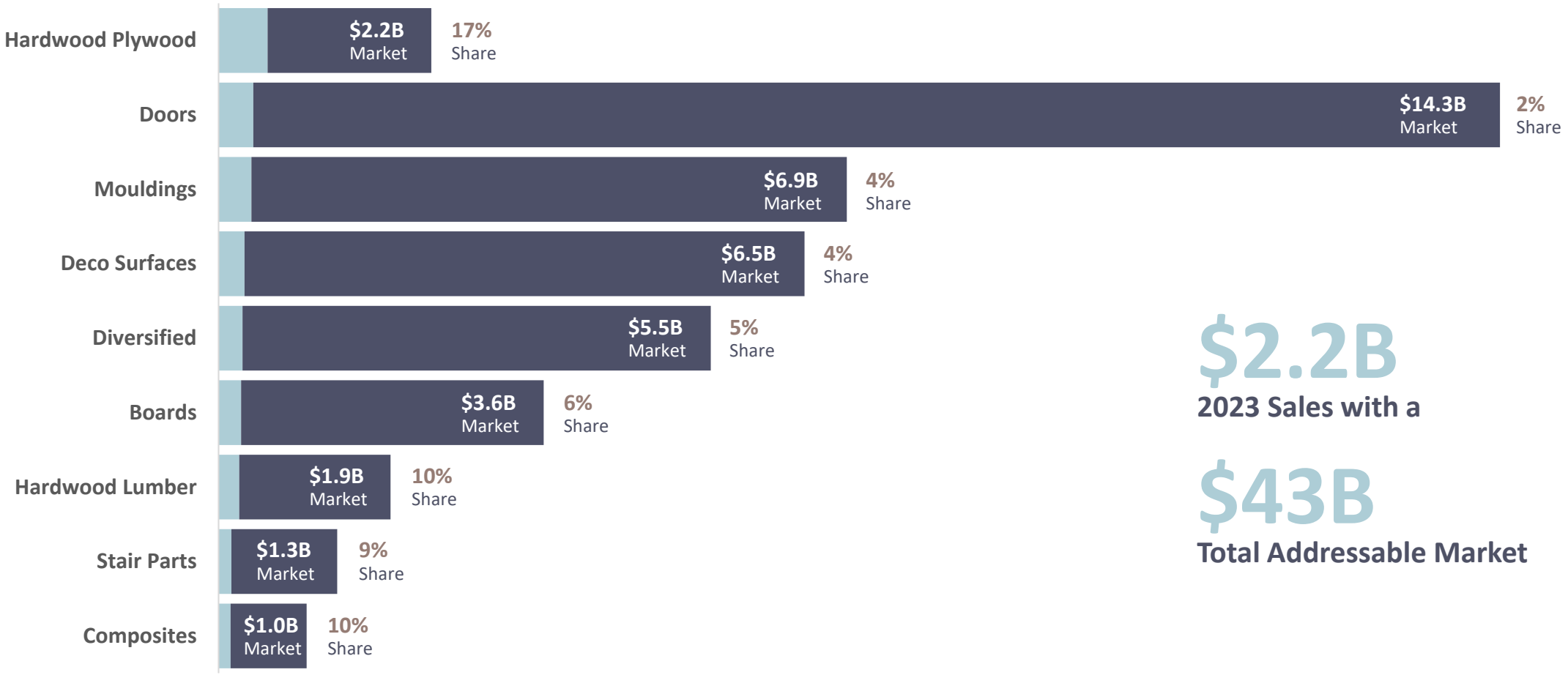
- ✓ **Extensive 185,000+ SKU product portfolio**
- ✓ **50% of products are branded, exclusive, or semi-exclusive**

All dollar values are in USD.

1. Percentages are based on proportionate full-year sales for all products in 2023.

Opportunity to Capture New Market Share

ADENTRA's Share of Total Addressable Market[1]

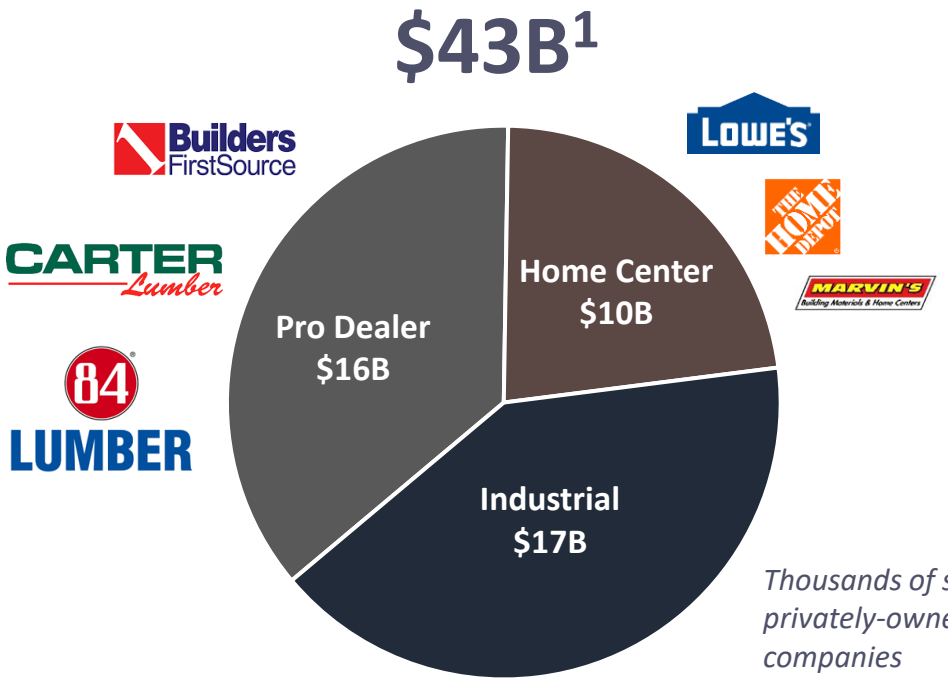


$2.2B
2023 Sales with a

$43B
Total Addressable Market

All dollar values are in USD.
1. TAM (Total Addressable Market) value developed by Ducker Research (November 2022).

Total Addressable Market - Customer Channel



Thousands of small, privately-owned companies

Industrial

- Segment includes OEM manufacturers, commercial millwork shops, specialty dealers/fabricators, and lumber yards

Pro Dealer

- Segment includes one/two-step distributors and millwork wholesalers

Home Center

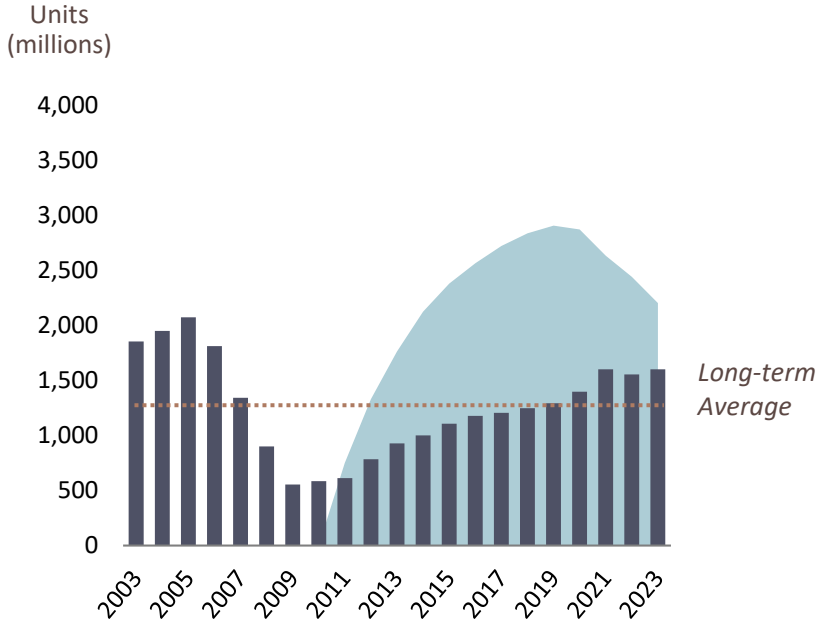
- Segment includes big box retailers and regional home center stores

Acquisitions of Novo and Mid-Am expanded ADENTRA's TAM by 150%

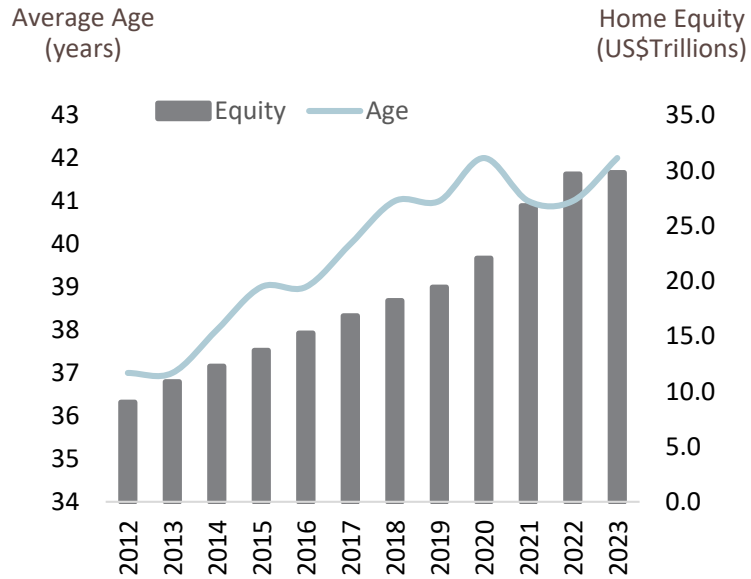
All dollar values are in USD.
1. TAM (Total Addressable Market) developed by Ducker Research (November 2022).

Long-Term End-Market Fundamentals Remain Positive

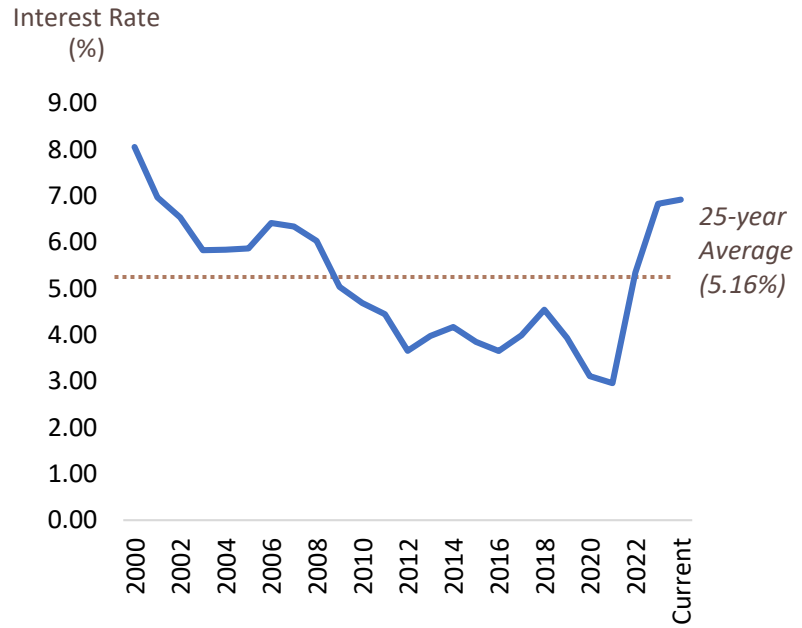
New U.S. Housing Starts and Cumulative Underbuild[1]



Aging U.S. Housing Stock & Strong Home Equity Levels[2]



Annual Average Rate on 30-year Fixed-Rate Mortgages[1] (%)



Long-term growth in new residential supported by **historic under-build and demographic patterns in the U.S.**

High levels of home equity and an **aging housing stock** support investment in home improvement

Mortgage rates have risen significantly, and relief could be a demand driver for the industry

Macroeconomics underpin multi-year growth in the markets we serve

1. Historical data from St. Louis Fed.
2. Age data from U.S. Census Bureau (available up to 2023, and home equity values from St. Louis Fed ("2023" = end of Q4, 2023).

Our Growth Strategies

Leveraging our platform in multiple areas…



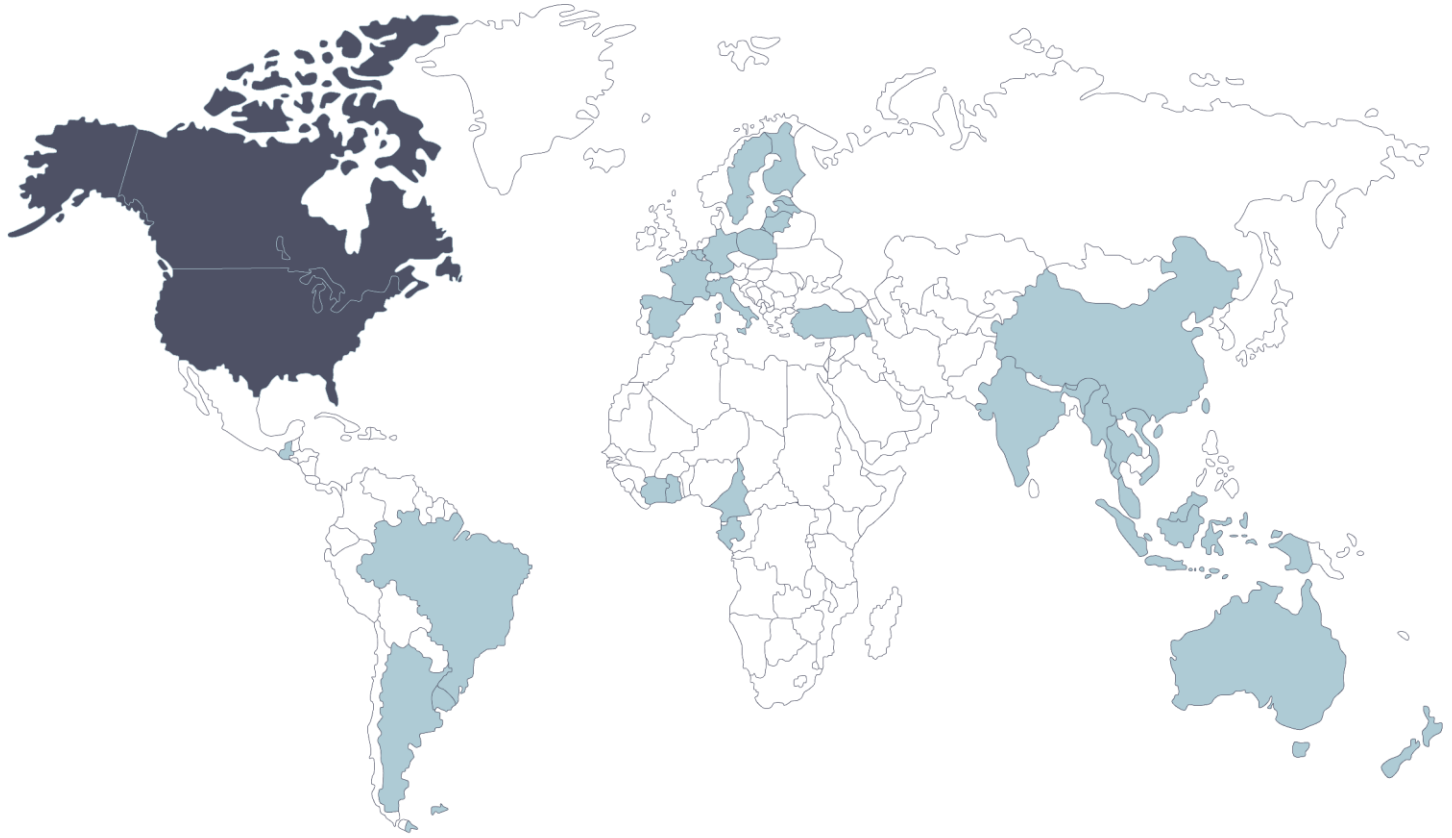
Expanding our product offerings
Growing share with existing customers
Capturing market share
Executing on acquisitions

…To create and sustain our competitive advantage

Global Sourcing from over 30 Countries

Global sourcing is a core competency and a sustainable advantage for ADENTRA

- **One-stop importer** that creates value for vendors
- **We find global supply options** that meet customers' specific needs
- We can **create in-house brands** for certain products
- As a direct importer, ADENTRA **deals directly with major shipping companies**
- **Ability to optimize freight solutions** across carriers and between containers and breakbulk captures incremental margin for ADENTRA



Our diversified supply chains span the globe

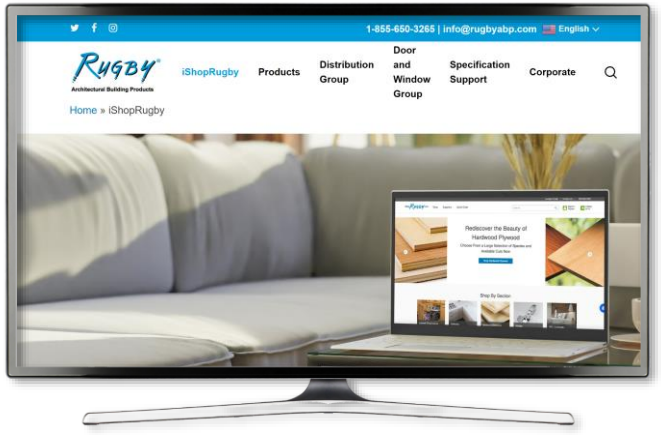
Leading the Digital Customer Experience

Historic Industry Model



- The architectural building products industry has been slow to adopt E-commerce
- Generally, the selling process utilizes salespeople calling on customers

Future Business Model: Full Digital Engagement with Customers



- Customers now expect E-commerce sites to conduct product research and place orders
- Clients benefit from:
  - 24/7 access with full product visibility
  - Streamlines customer workflow
  - Fast quoting, easy re-order
  - Full tracking capabilities and omnichannel notification
  - Same or next-day delivery

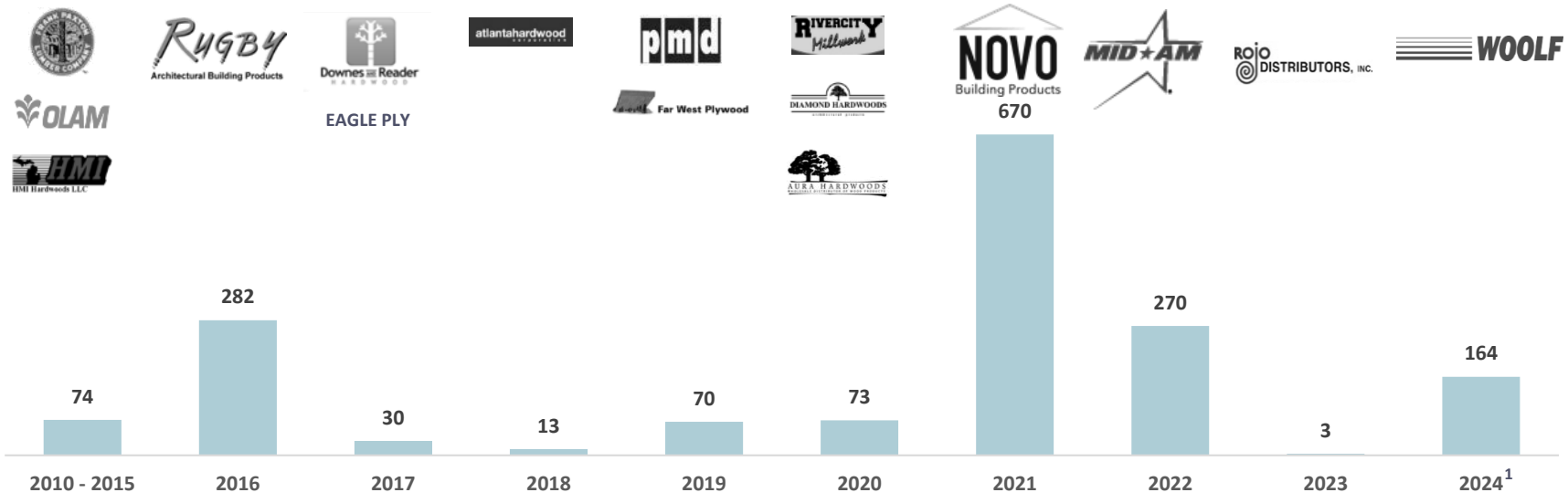


- Comprehensive digital engagement and adoption is driving multiple benefits for ADENTRA:
  - Digital engagement strengthens customer loyalty
  - Product visibility supports larger order sizes
  - Increased margins through better pricing control
  - Creates internal capacity and efficiencies

Represents ~20% of sales, and growing

Demonstrated Growth Through Acquisition

Track Record – Sales Acquired (US$ millions)



Significant market share available in a highly fragmented industry

Clear investment criteria

- Architectural products in adjacent/complimentary categories
- Primary focus on distribution, complemented by value-added light manufacturing
- Enhanced access to high-value end markets in the U.S.
- Accretive to per-share earnings and free cash flow

ADENTRA's platform captures significant synergies as acquisitions are integrated, increasing the acquiree's EBITDA margin over time

1. For the trailing twelve-month period ended June 30, 2024.

Woolf Distributing Company Overview

- **Woolf acquisition** completed on July 29, 2024 for $130M.
- **Immediately accretive** to adj. EBITDA margin and high-single-digit accretion to adj. earnings per share.
- **Expands footprint** in the US Midwest with the addition of 4 locations.
- **Adds complementary** millwork locations and new branded specialty products in the outdoor living product category.
- **Deepens access** to attractive ProDealer channel which has a favorable long-term demand profile.
- **Advances Destination 2028** goals, including achievement of $3.5B in annual run-rate sales, with $800M coming from acquisitions.

By The Numbers

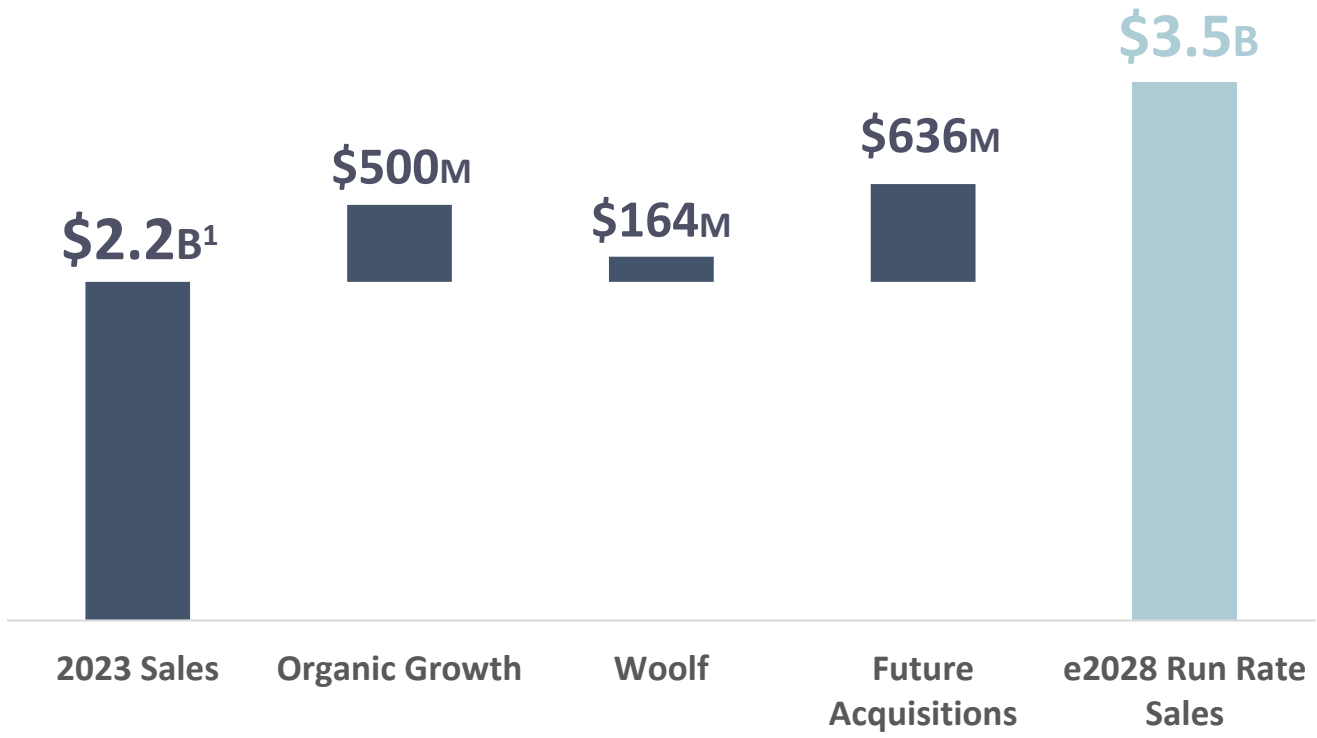
$164M Sales[1]	4 Facilities in the U.S.	7 States Served
5,000 SKUs	14 Sales Reps	70 Years in Business

Key Vendors

THERMA-TRU DOORS
TimberTech BY AZEK
Westbury ALUMINUM RAILING
MASONITE
L.J. Smith Stair Systems

1. TTM June 30th 2024

“Destination 2028” Sales Target



Key Assumptions:

- *Market growth and strategic initiatives driving mid-single-digit “Organic Growth”*
- *“Acquisitions” supported by our expected cash flows and balance sheet capacity*

Strategic initiatives driving above market growth

All dollar values are in USD.

1. 2023 Sales value is for the 12-month period ending December 31, 2023.

Our Target Financial KPIs



Sales CAGR[1]	Gross Margin[2]	EBITDA Margin[2,5]
+9%	+20%	+10%

Leverage[3] Range	Operating Cash flow before changes in working capital	Average ROIC[4,5]
2-3X	+$1B	+12%

Focused on delivering profitable growth and creating shareholder value

ADENTRA

1. Sales CAGR is calculated on sales growth over the period 2024 – 2028.
2. "Gross Margin" and "EBITDA Margin" are calculated as follows: Gross Margin = gross margin / sales; EBITDA Margin = Adjusted EBITDA / sales.
3. ADENTRA calculates "Leverage" as Net Debt /Pro-forma Adjusted EBITDA after rents. Additional details on the Company's calculation of Leverage can be found in its financial disclosures.
4. Return on Invested Capital (ROIC) calculated as Pro-forma Adjusted EBITDA less taxes, depreciation and amortization, divided by the sum of net debt plus equity.
5. "Adjusted EBITDA" is a Non-IFRS and Non-GAAP measure. See the Company's Annual Report and Financial Results for further information.

Financial Performance Summary

1. Proven track record of achieving multi-year growth

2. Strengthening gross margin percentage

3. Strong and predictable cash flow generation underpins our capital allocation

4. Efficient and responsible balance sheet

Strong operational and financial execution creates long-term value for our shareholders

ADENTRA

As we have expanded our capabilities, we have strengthened our financial performance.



Sales Growth

20%

Five-year Sales CAGR[1]

Consistent Earnings Growth

15%

Five-year Earnings per Share CAGR[1]

Strong Balance Sheet

2.5x

Net Debt to Adj. EBITDA after rents[1,3]

Dividend Growth

12%

Five-year dividend CAGR[1]

(Quarterly dividend = CAD$0.15 / share)

Long track record of consistent results built on a solid financial foundation

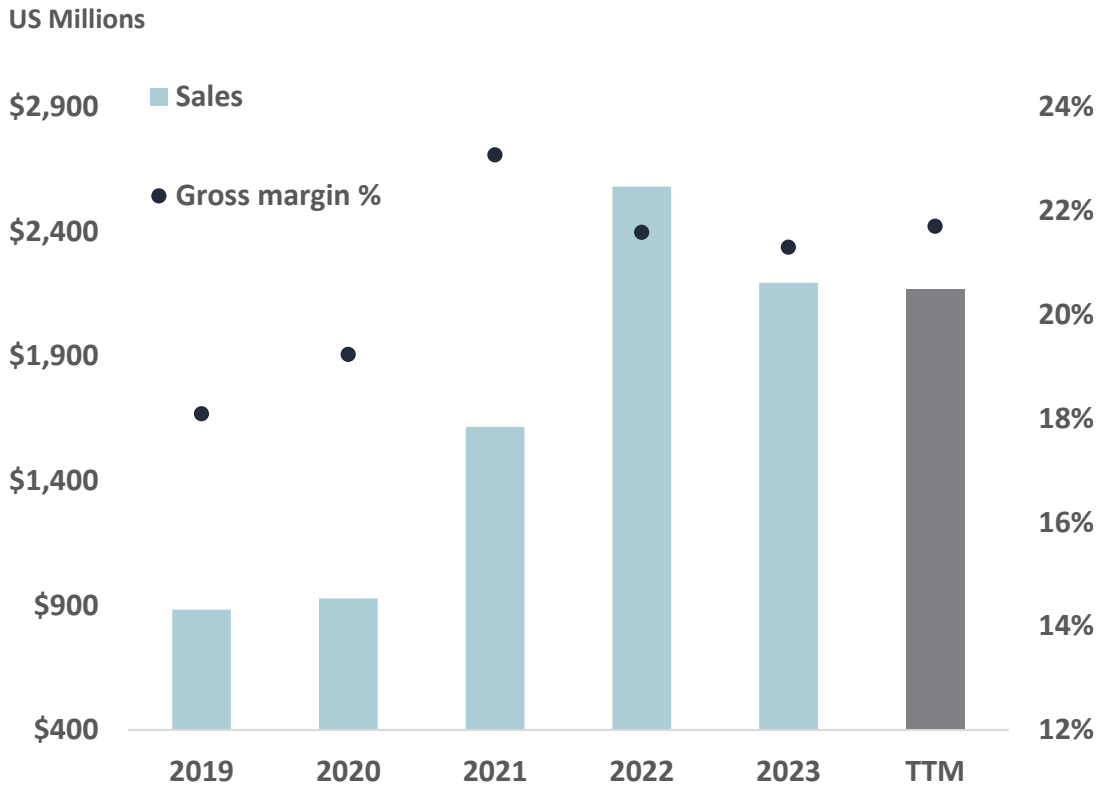
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Single Residential Home
Mouldings and stair parts by ADENTRA

1. Five-year Sales, EPS, and dividend CAGRs are calculated using TTM Q3 2024 and TTM Q3 2018.
2. "Net Debt to Pro-forma Adjusted EBITDA after rents" is calculated as of September 30, 2024. "Adjusted EBITDA after rents" includes results from the prior 12-month period.

Track record of growth and improving margins.

Sales and Gross Margin



Supported by our M&A strategy and focus on operational efficiency, we have achieved gross margin percentages exceeding

20%

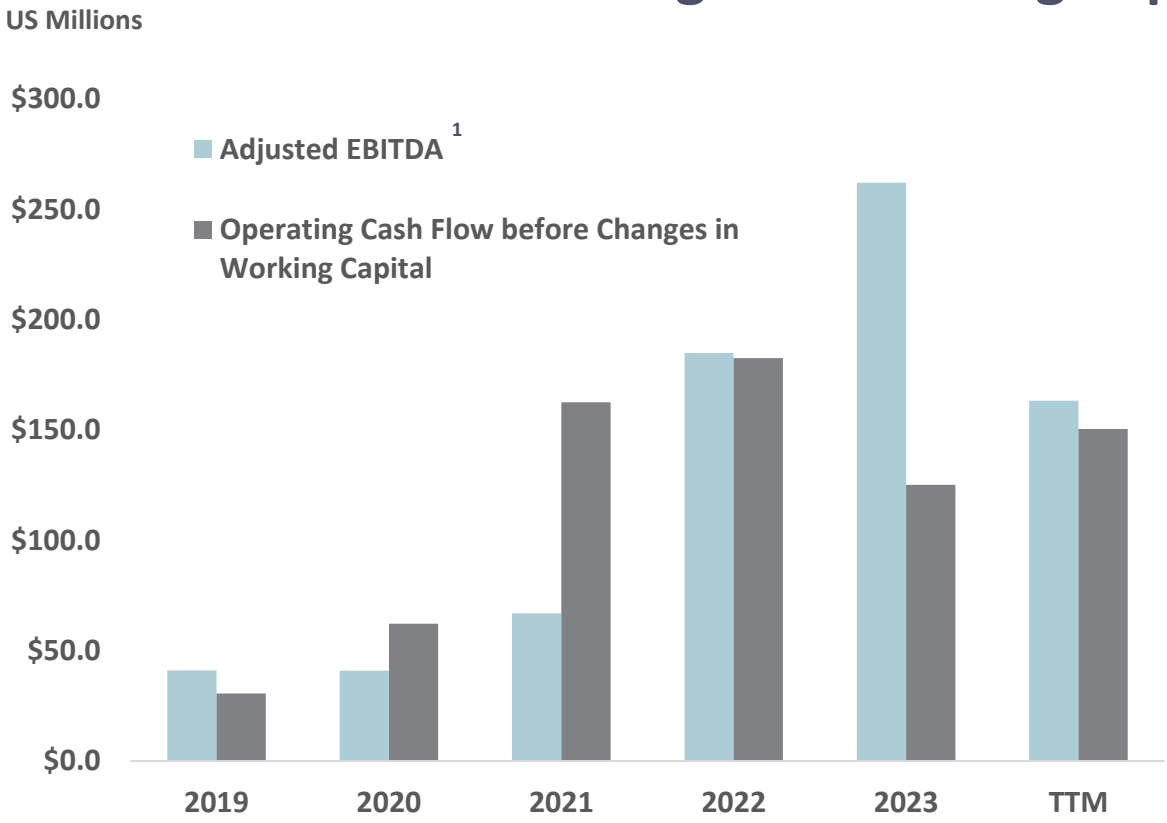
for the past 14 consecutive quarters.

Organic growth and M&A support substantial sales growth and strengthened gross margins

ADENTRA

Platform drives strong and growing cash flow.

Adjusted EBITDA[1] and Operating Cash Flow before Changes in Working Capital



Conversion of Adjusted EBITDA[1] into Operating Cash Flow before changes in working capital averages

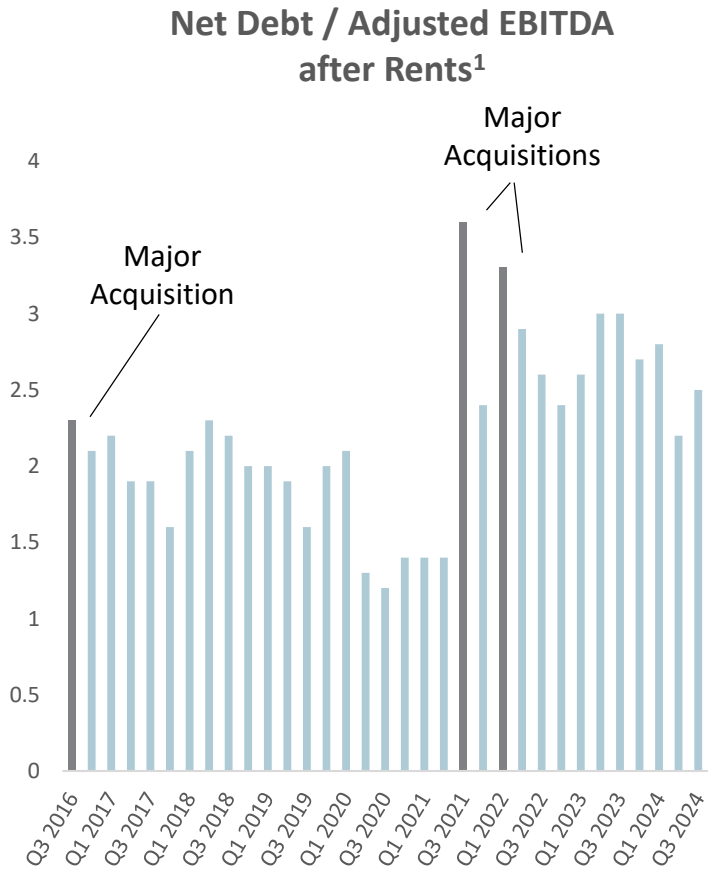
71%[2]

Over the past three-year period

Strong free cash flow generation in all market conditions

1. "Adjusted EBITDA" is a Non-IFRS and Non-GAAP measure. See the Company's Annual Report and Financial Results for further information.
2. Period includes 2022, 2023 and TTM Q3 2024.

Responsible Leverage and Significant Liquidity



2.5x

Q3 2024
Net Debt/Pro-Forma Adjusted EBITDA after rents[1,2]

+$400 M

Unused borrowing capacity & cash on hand
(September 30, 2024)

Responsibly managed balance sheet,
with capacity to support organic and acquisitions growth

Proven flexibility to execute on our capital allocation priorities

1. "Adjusted EBITDA after rents" and "Net Debt to Adjusted EBITDA after rents" and "Net Debt/Pro-Forma Adjusted EBITDA after rents" are Non-IFRS and Non-GAAP measures. See the Company's Annual Report and Financial Results for further information.
2. "Adjusted EBITDA after rents" for Q3 2024 includes results from the 12-month period ending September 30, 2024.

TSX Ticker Symbol	ADEN
Shares Outstanding[1]	25,018,910
Market Capitalization[1]	C$977.7 million
Available Liquidity[2]	+$400 million
Website	www.ADENTRAgroup.com

Investor Relations

investors@ADENTRAgroup.com

Calgary Public Library:
Ceilings, wall panels, and stairs by ADENTRA

1. Calculated using share count and closing price for the Company's common shares as of November 12, 2024.
2. Value as of September 30, 2024.

ADENTRA

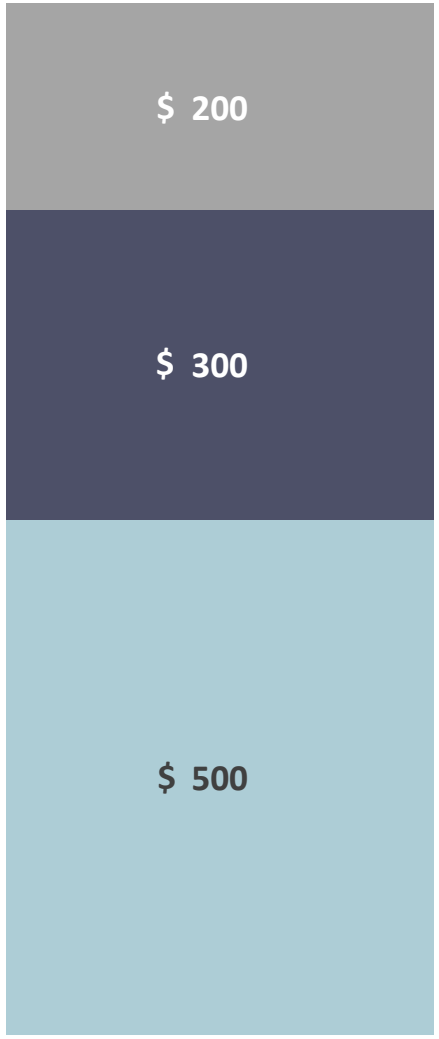
APPENDIX



“Destination 2028”

Capital Allocation

$1 billion in Operating Cash Flow before changes in Working Capital



Investments in the Business

- Maintenance capex & working capital

Rent payments

- Includes leased facilities

Acquisitions

- Financed from cash flows and strength of balance sheet
- Equity issuances have not been modeled in the plan, but may be considered depending on acquisition timing

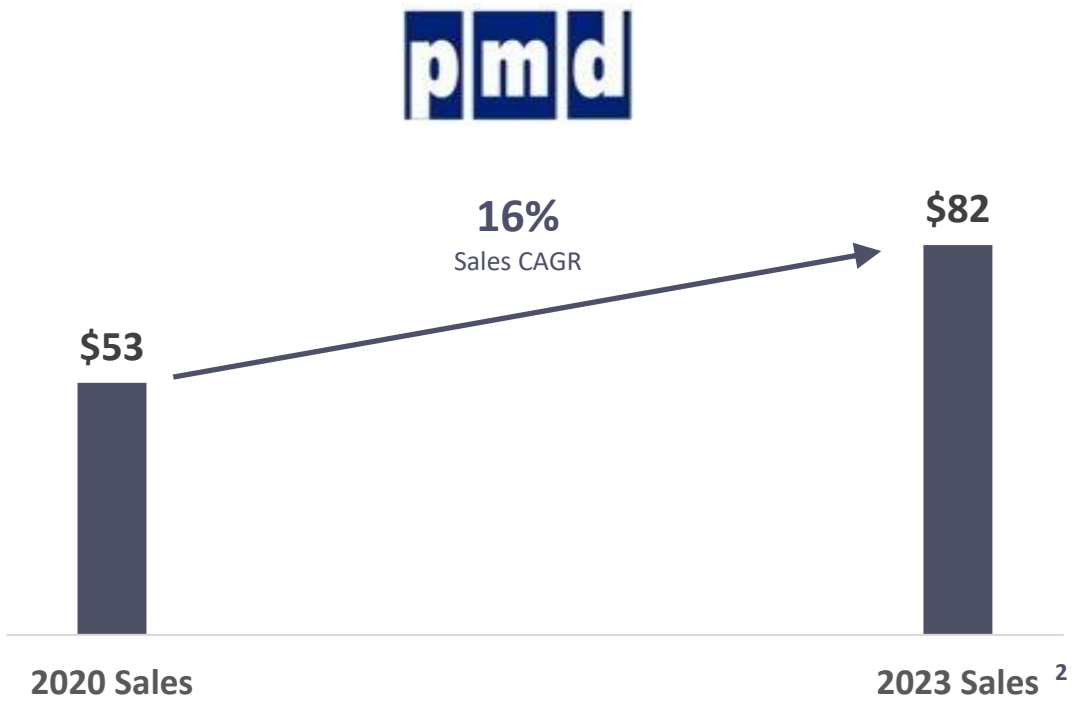
Shareholder Returns

- Dividends
- Opportunistic share repurchases

All values are in USD millions.

Proven Approach to Building Value through M&A

EXAMPLE TRANSACTION



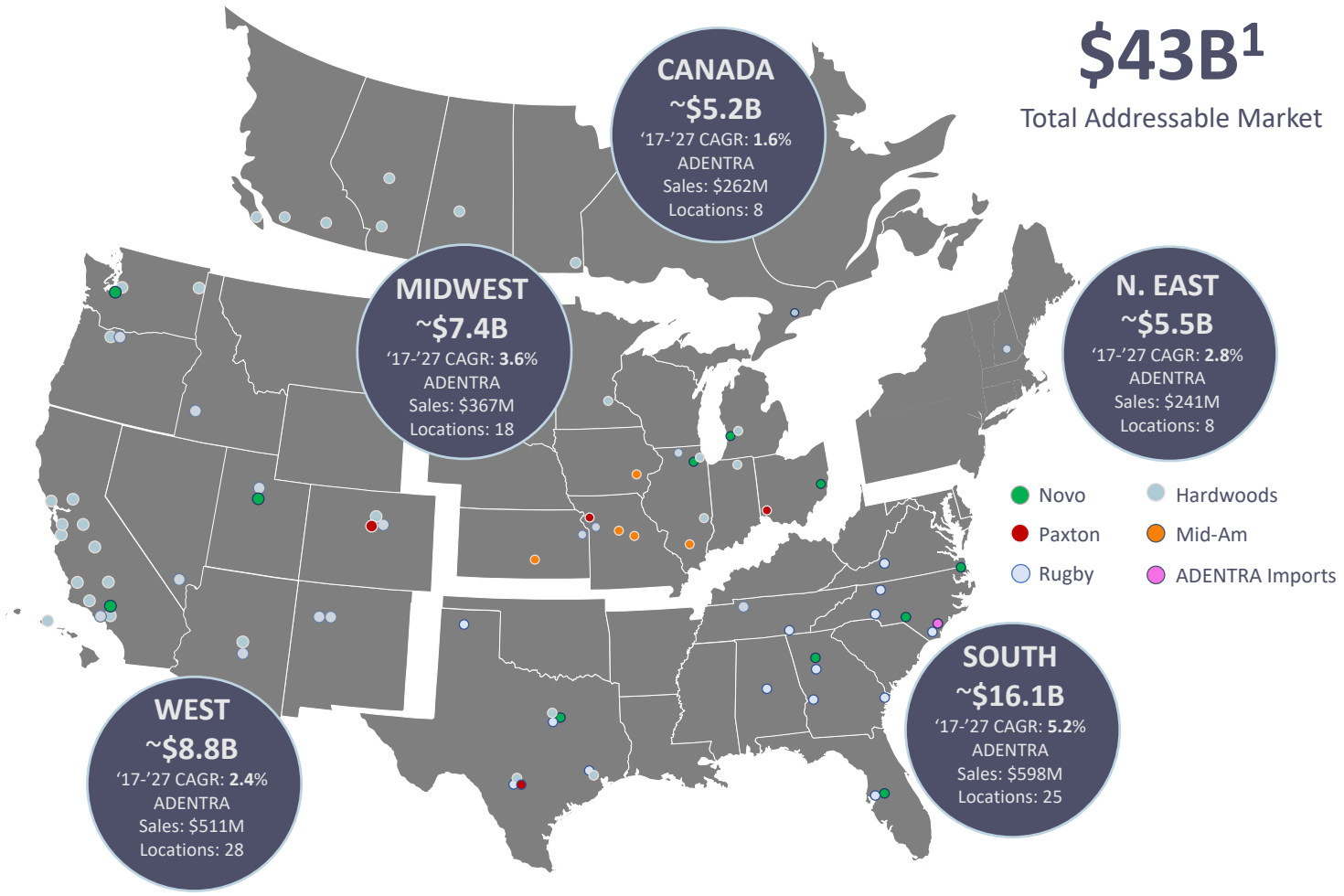
RESULTS

- ✓ Leveraged purchasing power to increase product access and secure favorable pricing
- ✓ Growth in key product categories
- ✓ Consolidation of insurance, benefits, accounting, tax planning
- ✓ **Adj. EBITDA[1] margin improvement of over 800 basis points**

Proven multi-year program to capture synergies, which can be significant over time

All dollar values are in USD millions.
1. "Adjusted EBITDA" is a Non-IFRS and Non-GAAP measure. See the Company's Annual Report and Financial Results for further information.
2. Represents sales for the 12-month period ending December 31, 2023.

Total Addressable Market – Regional



$43B[1]

Total Addressable Market

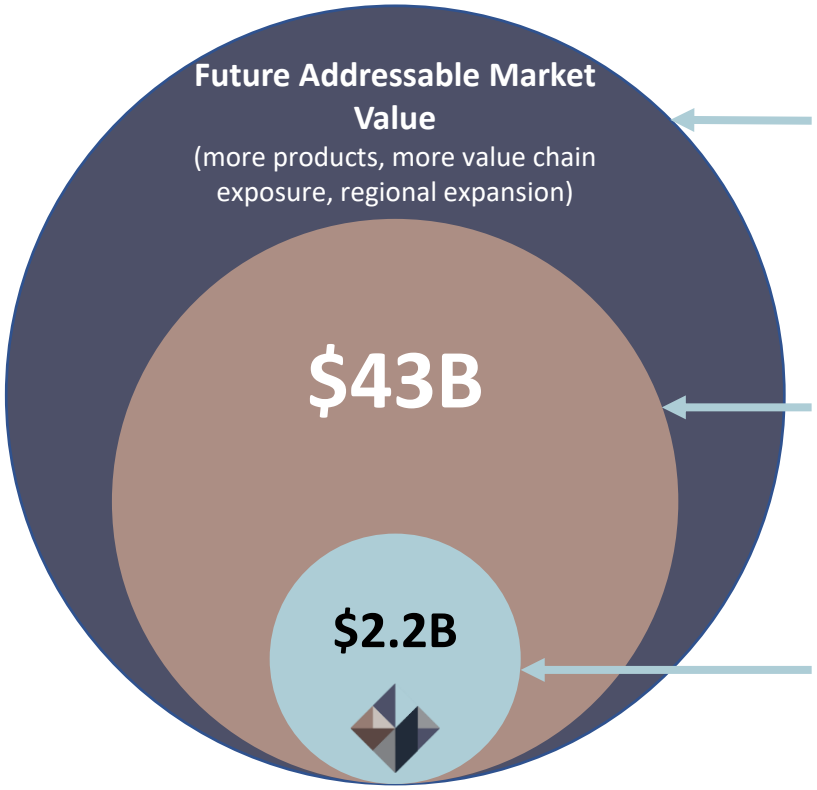
- **ADENTRA has multiple brands and business locations** in each key region
- **Strong market presence**, position and share in Canada
- **Southern US regions offer large runway of opportunity** due to high levels of product demand
- **Strengthened positioning in California and Western US** due to recent acquisitions
- **Northeast and Midwest** offer targeted growth in channel markets

Deep access into high-potential regions in the United States and Canada

All dollar values are in USD. ADENTRA Sales values are based on the nine months ended September 30, 2022, and we believe remain indicative of our market share in each region.

1. TAM (Total Addressable Market) developed by Ducker Research (November 2022).

Market Potential for our Transformed Business[1]



Future Addressable Market

- All building material product categories across all channels and North American regions at the manufacturer level

Total Addressable Market

- ADENTRA product categories across all channels and North American regions at the manufacturer level

ADENTRA Sales

- Estimated current market share of ~6%

Significant opportunity to pursue market share growth based on our current platform

All dollar values are in USD.

1. TAM (Total Addressable Market) value and Future Addressable Market developed by Ducker Research (November 2022). While the estimate of TAM included in this presentation is based on assumptions and estimates we believe to be reasonable, this estimate may not prove to be accurate. Further, even if the estimate of our market opportunity does prove to be accurate, we could fail to capture a significant portion, or any portion, of the available market.
2. Assumes that the change in the TAM generally matched the change in ADENTRA sales.