



Fox Factory  
Holdings Corp  
(FOXF)  
[www.ridefox.com](http://www.ridefox.com)

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Facts

- Fox Factory is based in Braselton, Georgia
- Founded in 1974 - Established in 1978 - Went public in 2013
- Small cap company traded on NASDAQ.
- 2,240 Employees
- The company owns, licenses, and sells under the FOX, FOX RACING SHOX and RACE FACE trademarks

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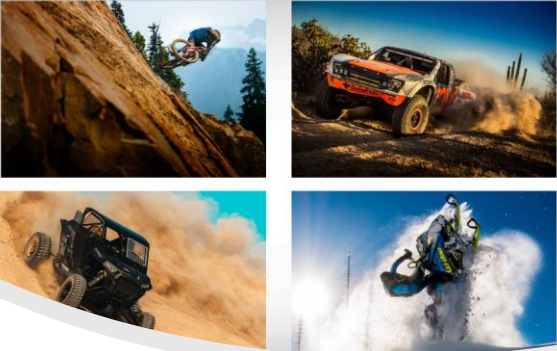


What We Do!!

- Fox Factory Holding Corp. designs, engineers, manufactures and markets performance-defining products and systems for customers worldwide.
- Products and systems are used primarily on bicycles, ATV's, snowmobiles, motorcycles and off-road specialty vehicles and trucks.
- Some products are marketed to original equipment manufacturers ("OEM's").
- Other products are distributed to consumers through a global dealer and distribution network.
- The primary market is in the United States, while it also sells in other regions of the world.


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OUR PURPOSE




We develop purpose-built, vehicle specific, performance defining solutions that enable our customers' vehicles to:


- Go Faster
- Go Farther
- Ride Safer
- Last Longer
- Have Better Control




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FOX'S CORE CONSUMERS







Continue to capture a greater share of the Performance Enthusiast and General Consumer Markets




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AFTERMARKET

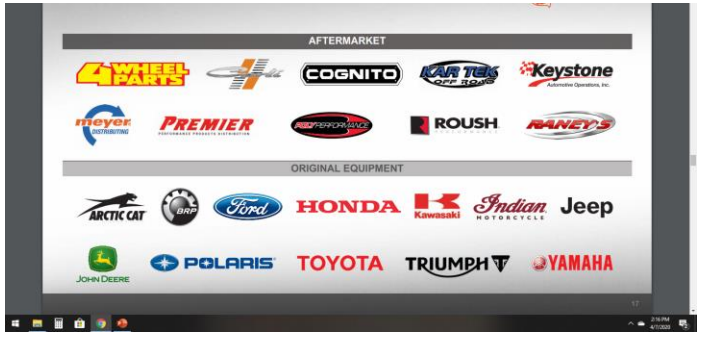




ORIGINAL EQUIPMENT







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CONSISTENT SALES GROWTH FUELED BY PRODUCT LEADERSHIP AND NEW MARKETS

Sales Growth – Consolidated

2019 Growth of 21%

2018 Growth of 30%

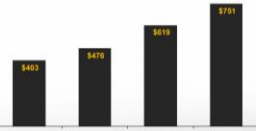
3 Year CAGR of 23%


SALES GROWTH – MAJOR MARKETS


PVG 3-year CAGR of 37%

SSG 3-year CAGR of 10%

2019 TOTAL COMPANY SALES







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**FOXF Strengths**

- Continued revenue and EPS growth.
- Strong sales.
- Focus on product innovation.
- New markets.
- Low debt.

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**FOX Weaknesses:**

- Seasonality – generally quarterly sales have been the lowest in the first quarter of the year.
- Competition - Some competitors may have greater financial, research and development or marketing resources than FOX.
- Cyclical - Discretionary products.

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**FOXF Opportunities:**

- Continue to develop new and innovative products in current markets.
- Leverage technology and brand to expand into new categories and end-markets.
- Expand business platform through acquisitions.
- Expand leadership position as a designer, manufacturer and marketer of performance-defining products to enhance ride dynamics and performance.
- Research and development is at the core of product innovation.

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**FOXF Threats**

- Consumer safety.
- Possible product recalls.
- Changes in the economy.

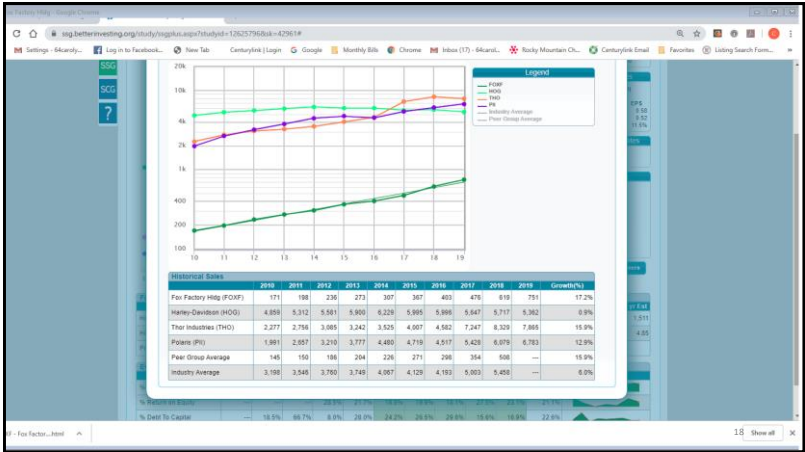
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### FOXF Competitors and Peers

- Morningstar:
  - Polaris, Inc (PIL)
  - Harley Davidson (HOG)
  - Thor Industries (THO)
- Online SSG:
  - Malibu Boats (MBUU)
  - Mastercraft Boat Holdings (MCFT)
  - One Water Marine (ONEW)

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