

כנס משקיעים 12/2020



מצגת זו אינה מהווה הצעה לרכישת ניירות הערך של החברה או הזמנה לקבלת הצעות כאמור, והיא נועדה אך ורק למסירת מידע. המידע הנכלל במצגת אינו מהווה ייעוץ, המלצה, או חוות דעת באשר לכדאיות ההשקעה בניירות ערך של החברה.

אומנם ננקטו אמצעים סבירים על מנת להבטיח שהמידע הכלול במצגת אינו מטעה נכון למועד המצגת, אך החברה אינה מתחייבת כי הוא מדויק או שלם. כמו כן, המידע הכלול במצגת מבוסס על מידע מדיווחיה הפומביים של החברה, אך הוא עשוי להיחשב ככזה שמוצג באופן שונה מהאופן שבו הוא הוצג בדיווחיה של החברה ו/או ככולל מידע שלא הוצג בדיווחים כאמור, ולפיכך למען הזהירות, נמסר העתק מן המצגת כדיווח מיידי לציבור. מצגת זו והמידע הכלול בה לא נועדו להחליף את הצורך בעיון בדיווחים שפרסמה החברה לציבור, ובכל מקרה של אי התאמה בין המידע הכלול במצגת למידע שהוצג בדיווחיה של החברה – האחרון יגבר.

אומדנים והערכות שונים המובאים במצגת (כגון לגבי נתח שוק, כמות בריכות, מחירי מוצרים שונים) הינם אומדנים פנימיים של החברה, אין בידיה נתונים רשמיים או בדוקים, והם מבוססים על נתונים המתקבלים מהמפיצים של החברה ו/או משיחות עם גורמי מקצוע בשוק ו/או בתערוכות בינלאומיות, ולכן אינם מידע מוסמך או מדויק.

המצגת עשויה לכלול מידע צופה פני עתיד, כהגדרתו בחוק ניירות ערך, התשכ"ח-1968. מידע כאמור כולל, בין היתר, תחזיות, יעדים, הערכות ואומדנים של החברה, המתייחסים לאירועים או עניינים עתידיים, אשר התממשותם אינה וודאית ואינה בשליטת החברה.

מובן שמידע צופה פני עתיד אינו מהווה עובדה והוא מבוסס רק על הערכות סובייקטיביות של החברה. מידע צופה פני עתיד עשוי, מטבעו ככזה, שלא להתממש כולו או חלקו או שיתממש בצורה שונה מזו שנחזתה, ומידע כאמור, הינו בלתי וודאי, בלתי ניתן להערכה מראש, ולעיתים אף אינו מצוי בשליטת החברה. התממשותו או אי התממשותו של המידע צופה פני עתיד תושפע, בין היתר, מגורמי סיכון המאפיינים את פעילות החברה, וכן מההתפתחויות בסביבה הכללית ובגורמים חיצוניים המשפיעים על פעילות החברה, אשר הינם בלתי ניתנים להערכה מראש ואשר אינם נמצאים בשליטת החברה.

תוצאותיה והישגיה בפועל של החברה בעתיד עלולים להיות שונים מהותית מאלו שהוצגו במצגת.

כמו כן, תחזיות והערכות צופות פני עתיד מתבססות על נתונים ומידע המצויים בידי החברה במועד המצגת, והחברה אינה מחוייבת בעדכון או שינוי כל תחזית ו/או הערכה כאמור על מנת שישקפו אירועים או נסיבות שיתרחשו לאחר המצגת, ואינה מתחייבת לעדכן את המצגת. כל הזכויות במצגת ונתונה שמורות לחברה.



2020 – Q3/9 Months Summary

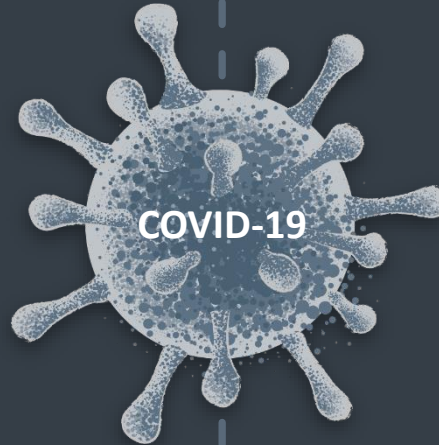
Eyal Tryber CEO



Exceptional Experience

Turning challenges into a win for Maytronics

EXTERNAL



INTERNAL

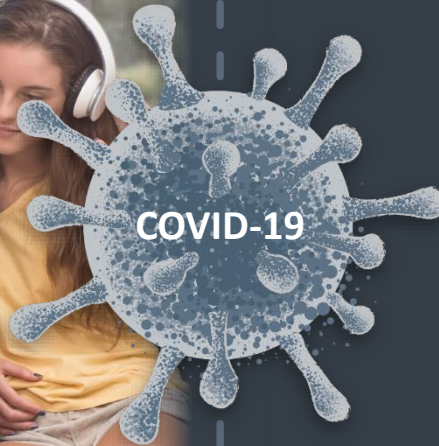


EXTERNAL

People stayed at home



INTERNAL



Exceptional Experience

EXTERNAL

Public pool closures

**POOL
CLOSED
UNTIL
FURTHER
NOTICE**

COVID-19

INTERNAL



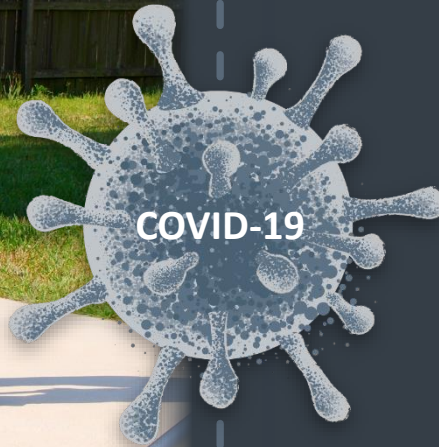
Exceptional Experience

EXTERNAL

Less use of service companies



INTERNAL



Exceptional Experience

EXTERNAL

“Staycation” instead of travel

INTERNAL



Exceptional Experience

EXTERNAL

More backyard leisure time



INTERNAL



Exceptional Experience

EXTERNAL

Sharp increase in online purchasing



INTERNAL

COVID-19



Exceptional Experience

EXTERNAL

Unprecedented demand for new pools

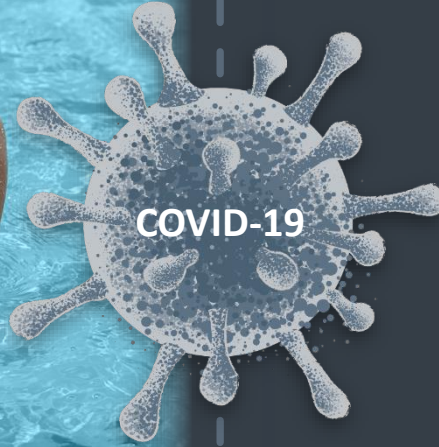
INTERNAL



Exceptional Experience

EXTERNAL

Great weather - long pool season



INTERNAL



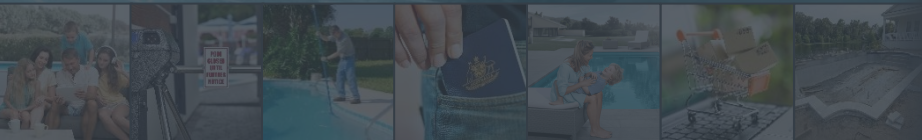
Exceptional Experience

EXTERNAL

INTERNAL

Maytronics' 35 years of infrastructure investment became a key success factor

COVID-19

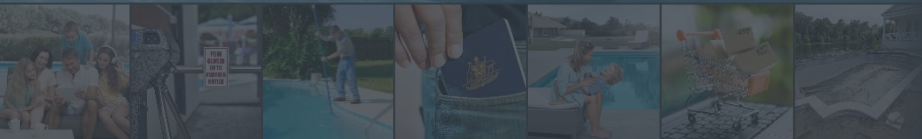
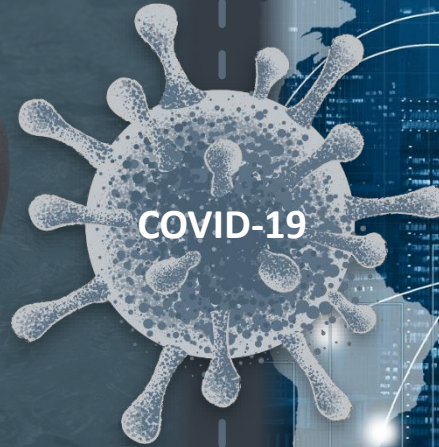


Exceptional Experience

EXTERNAL

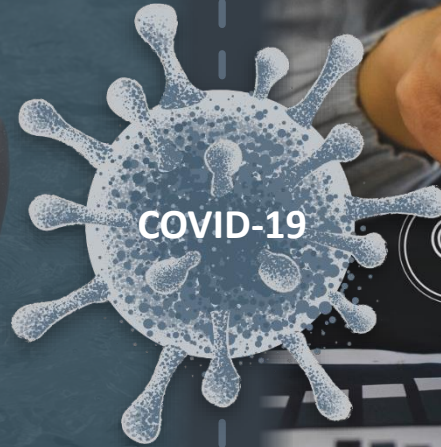
INTERNAL

Well balanced, well established,
global presence and reach



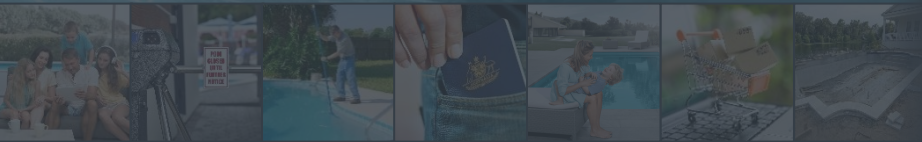
Exceptional Experience

EXTERNAL



INTERNAL

Maytronics digital arm and e-commerce presence

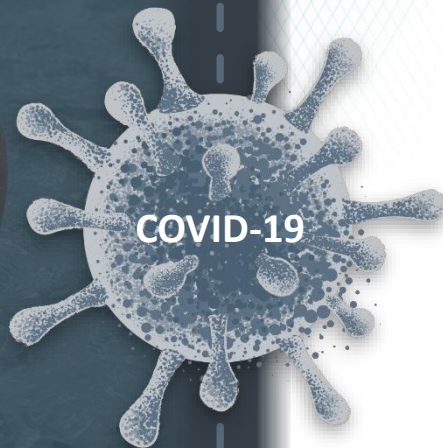


Exceptional Experience

EXTERNAL

INTERNAL

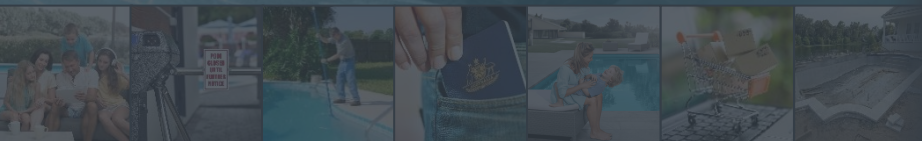
Strong brand



maytronics



Exceptional Experience



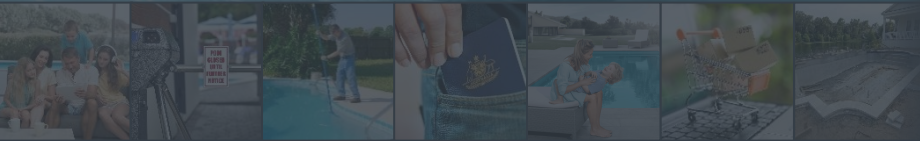
Exceptional Experience

EXTERNAL



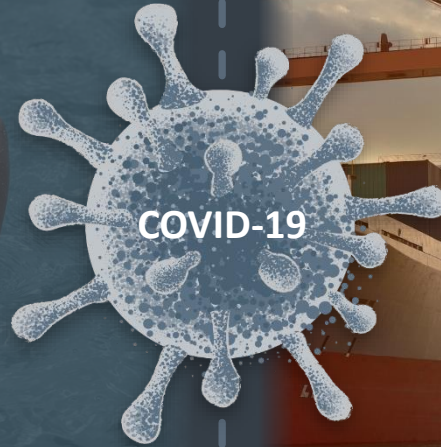
INTERNAL

Retail strength and loyalty



Exceptional Experience

EXTERNAL



INTERNAL

Robust JIT supply chain: Delivery at all costs



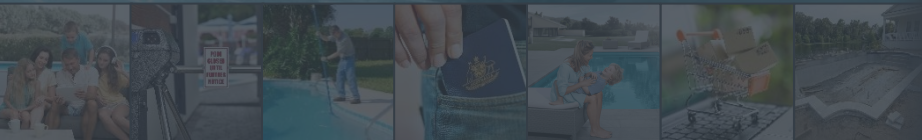
Exceptional Experience

EXTERNAL

INTERNAL

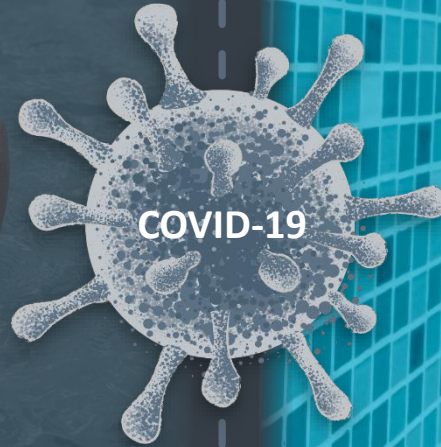
Highly motivated and inspiring employees

COVID-19



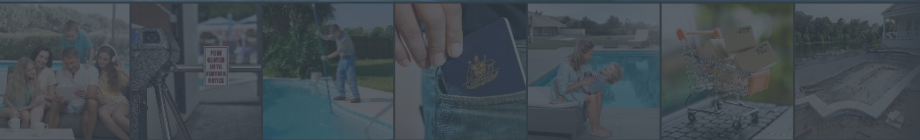
Exceptional Experience

EXTERNAL



INTERNAL

Products that are relevant to homeowners



Exceptional Experience

9 Months Business Highlights



Supply Chain
& Quality



Regional
Management
GTM



Distributors



Financial
Management
and control



Great growth
on Pro & eCom



M600, PL's
& IoT



Commercial



Covid19 Features

Pool occupancy & social distancing check

French launch press coverage

TV



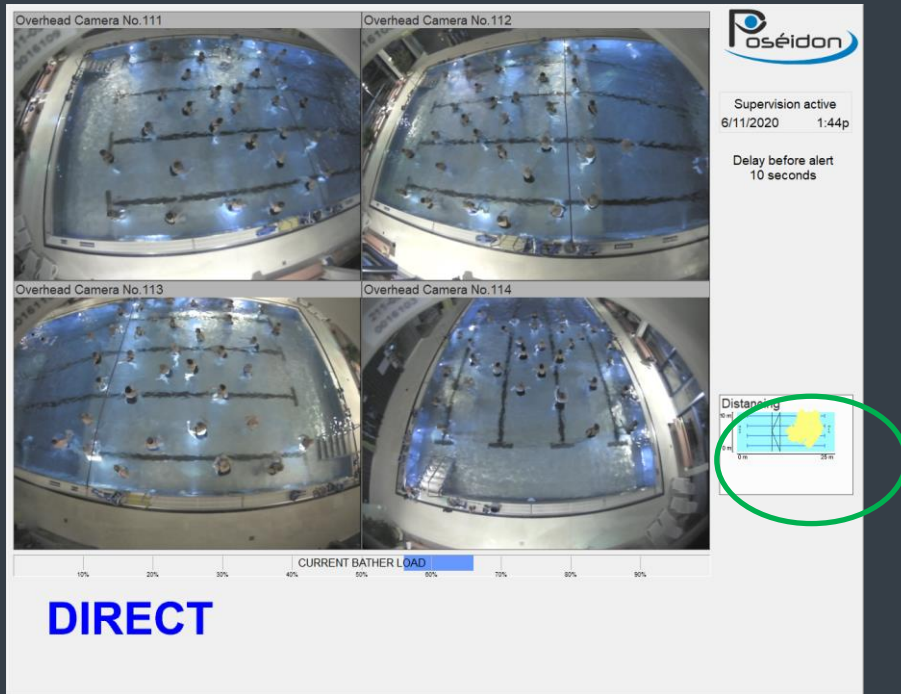
Radio



Printed
Newspaper



Online
press



Poseidon by Maytronics New Alarm Device

Connected watch for
drowning alarm display



Swimeer unusual behavior signaling before the drowning occurs.



Stereovision
analysis



Detection of
High-frequency resurfacing

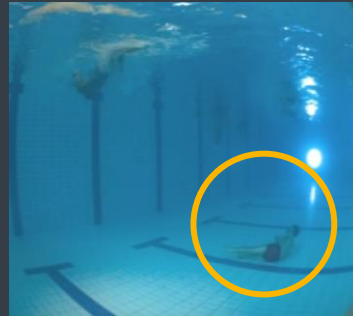


Detection of vertical up/down
motion in attempt to keep the
front of the head out of the water

Poseidon by Maytronics

Drowning Detections Update

+50 drowning detections in public swimming pools
and examples of drowning detections from summer 2019 to summer 2020



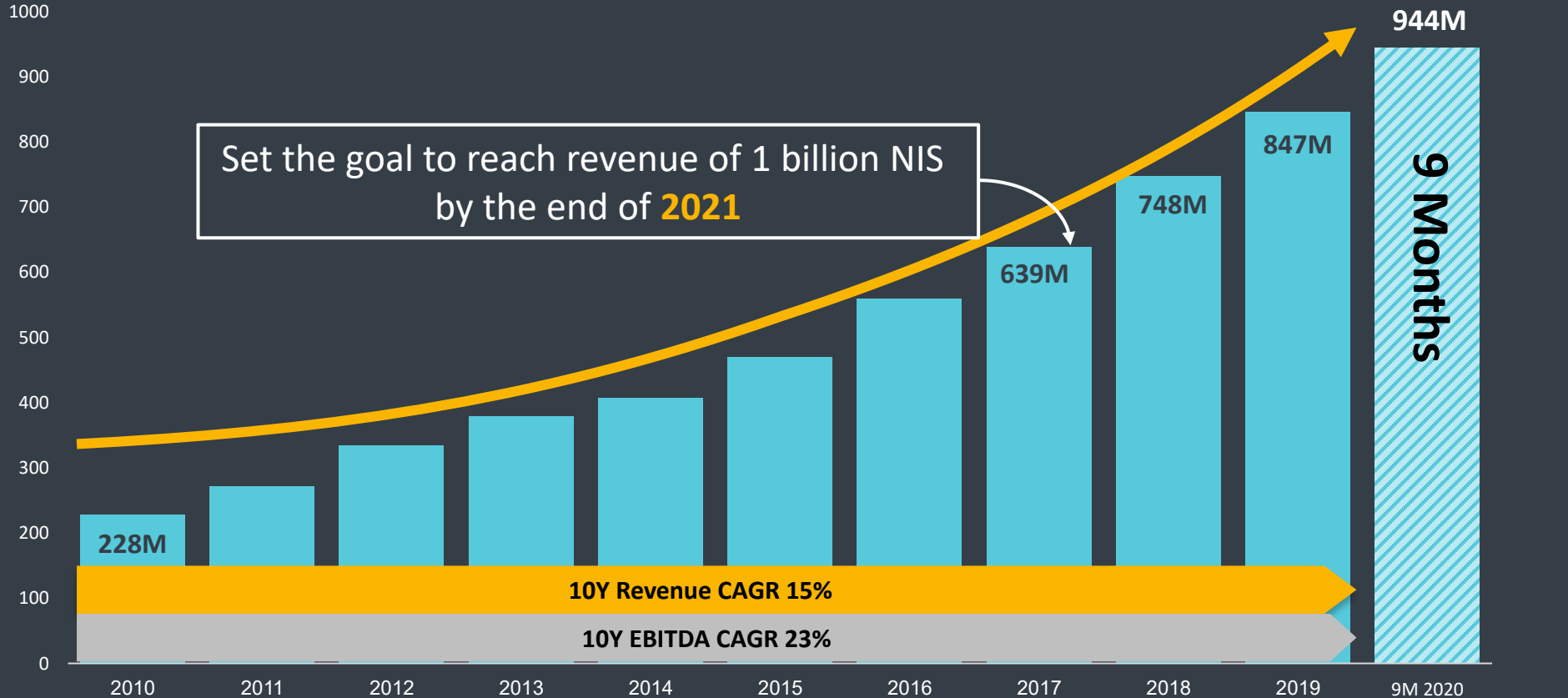


We are grateful for an
EXCEPTIONAL SEASON





10 Years Business Growth (ILS K000)



*One year earlier than expected we are
happy to announce that we will
reach sales of **over ILS 1 Billion**
by the end of 2020*



2020 – Q3/9 Months Summary

Eyal Tryber CEO

Meni Maymon -CFO



Q3 2020 Financial Summary NIS K

	Q3 2020	Q3 2019	Reported % Growth	Ex. FX impact % Growth
Revenue	252,882	164,909	53%	54%
Gross Profit	103,135	64,770	59%	58%
Operating Profit	43,246	17,556	146%	140%
Net Profit	29,406	14,848	98%	117%

Key Focus:

- Continues increase in demand for robots for private pools in all territories.
- Accelerated growth rate of online sales, and a good weather in almost all territories in the north hemisphere.



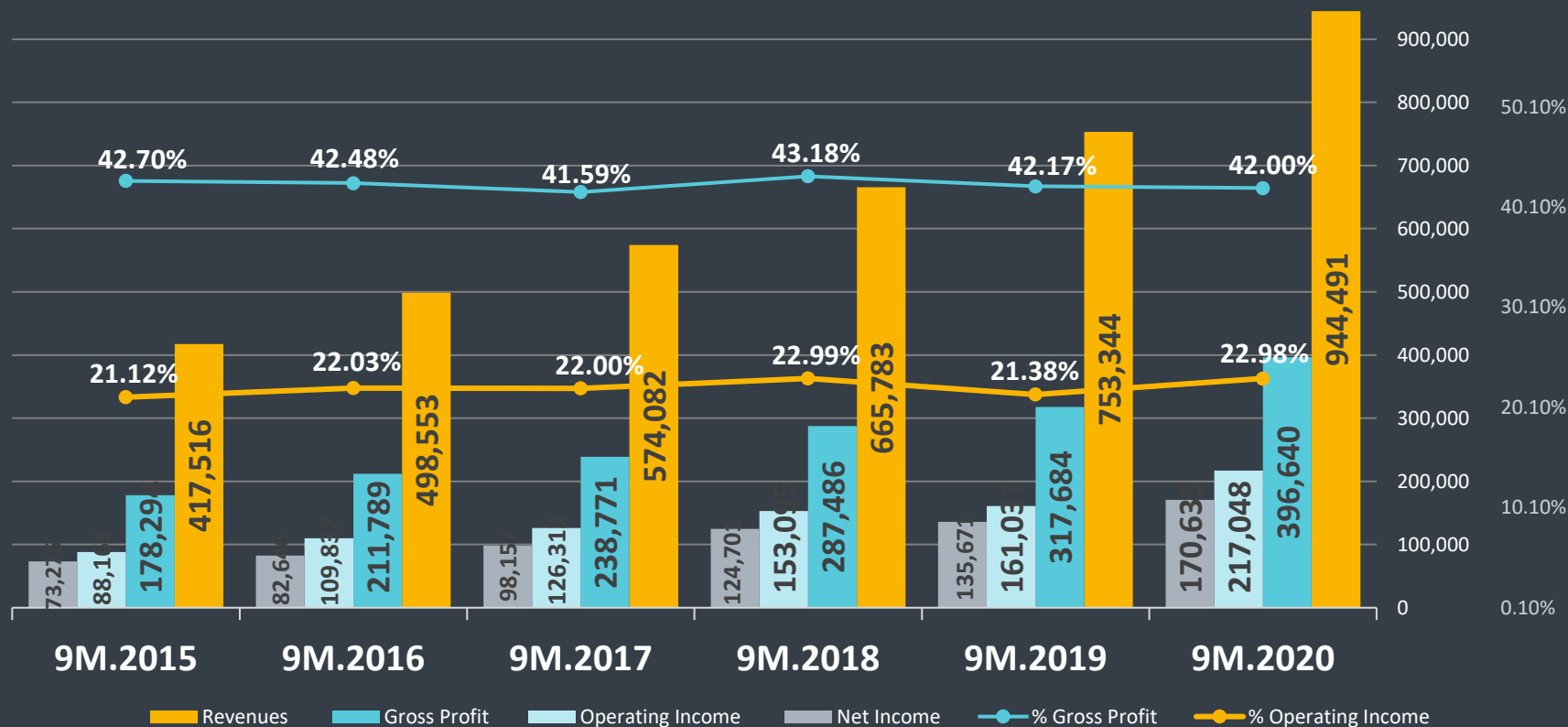
9 Month 2020 Financial Summary NIS K

	9M 2020	9M 2019	Reported % Growth	Ex. FX impact % Growth
Revenue	944,491	753,344	25%	29%
Gross Profit	396,640	317,684	25%	31%
Operating Profit	217,048	161,037	35%	46%
Net Profit	170,635	135,671	26%	41%



Profit and Loss for the years 9M 2015-9M 2020

NIS in thousands



Exceptional Experience

Sales by Segments Q3

	Q3 2019	Q3 2020
Private Pools	126,823	203,914
y/y	16.9%	60.8%
% of Revenues	76.9%	80.6%
Commercial pool	16,984	14,513
y/y	5.0%	(-14.5%)
% of Revenues	10.3%	5.8%
Safety & Others	21,102	34,455
y/y	6.1%	63.3%
% of Revenues	12.8%	13.6%
Total Revenues	164,909	252,882

Sales by Segments 9M

	9M 2019	9M 2020
Private Pools	626,366	811,783
y/y	14.9%	29.6%
% of Revenues	83.1%	85.9%
Commercial pool	61,797	54,459
y/y	3.3%	(-11.9%)
% of Revenues	8.2%	5.8%
Safety & Others	65,181	78,249
y/y	7.4%	20%
% of Revenues	8.7%	8.3%
Total Revenues	753,344	944,491



9 Month/Q3 2020 Regional Growth %

North America

9M + 32% (local +37%)

Q3 + 41% (local +45%)

Europe

9M + 20% (local +23%)

Q3 + 69% (local +66%)

Rest of the WW

9M + 19%

Q3 + 49%

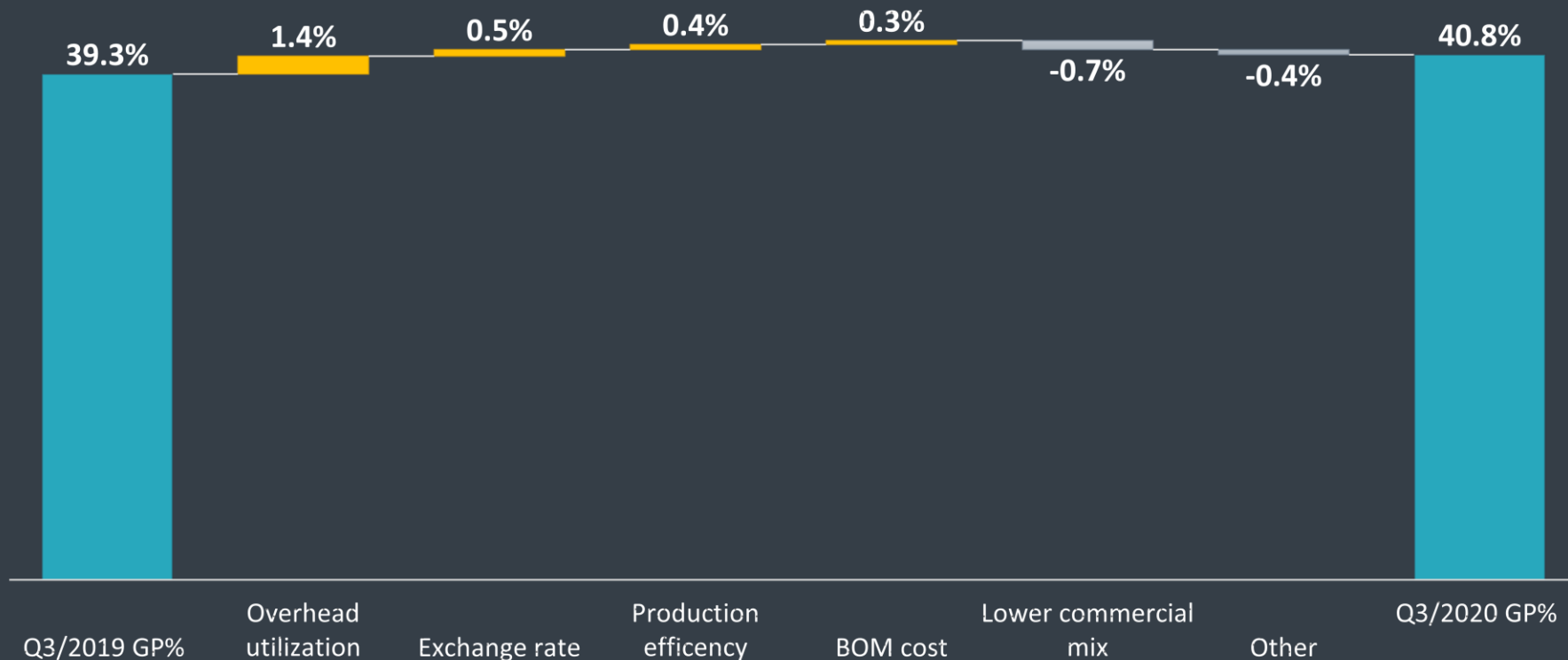
Oceania

9M + 32% (local +36%)

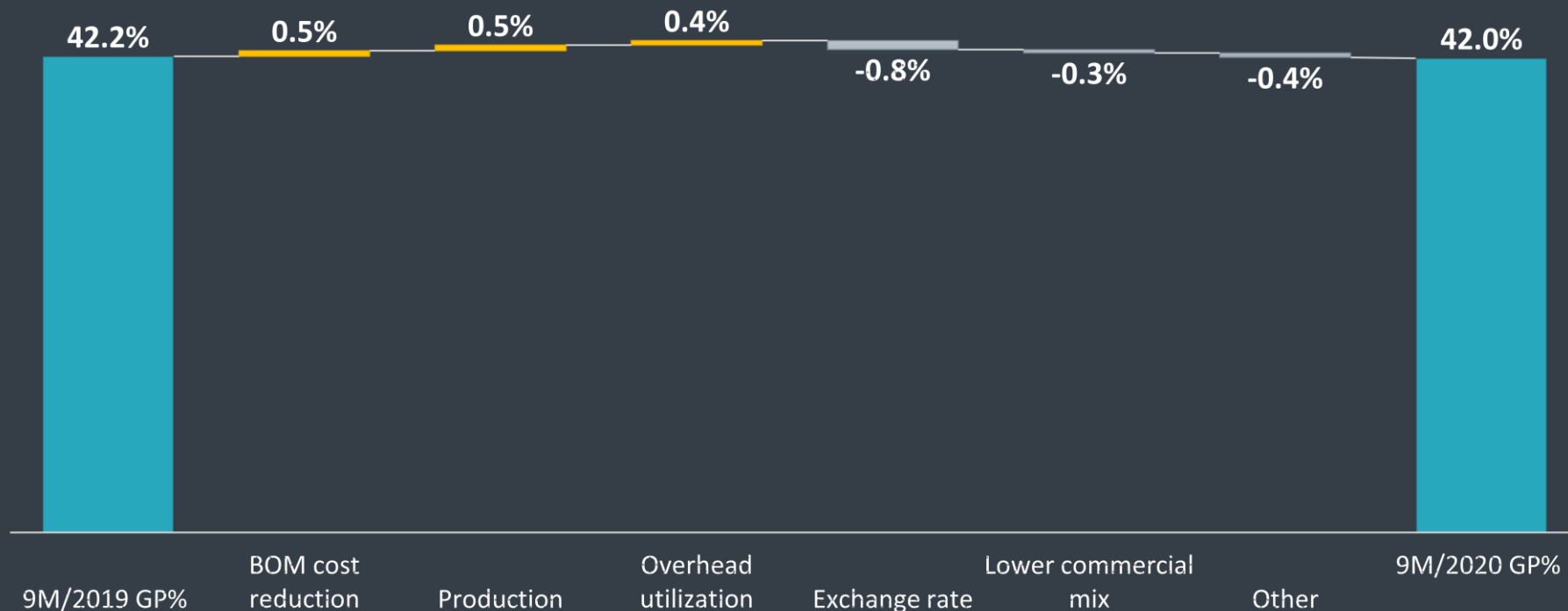
Q3 + 41% (local +39%)



Gross Profit Margin Analysis – Q3 2020



Gross Profit Margin Analysis – 9 Months 2020



Exchange Rates Impact on 9 Months 2020 Results

	Local Currency	NIS in Prior Period FX rate	Actual NIS	FX Impact	FX rate diff
\$	119,750	427,941	417,675	-10,266	-2%
€	109,576	443,552	427,594	-15,958	-4%
AUD	34,886	85,927	82,761	-3,166	-4%
NIS	16,462	16,462	16,462	-	
Total Revenue		973,881	944,491	-29,390	
\$	94,135	335,706	328,002	-7,703	-2%
€	9,399	37,723	36,775	-947	-3%
AUD	5,086	12,586	11,949	-637	-5%
NIS	171,124	171,124	171,124	-	
Total Cost Of Good Sold		557,140	547,851	-9,289	
FX Impact on Gross Profit				-20,101	
FX Impact on Operating Profit				-18,721	



OPEX 9 Month: R&D NIS K

	Robots	WT	Other	Total	% Change
Total R&D Expenses	24,279	17,307	1,945	43,531	+29.6%
Capitalizing	(10,552)	(10,188)	-	(20,740)	+35%
P&L R&D Expenses	13,727	7,119	1,945	22,791	+24.8%

Key Focus:

- Continued investments in development of Robots and water technology system.
- Additional employees in both Robotic and Water Technology
- increase in Water Technology Capitalization.



OPEX 9 Month: S&M NIS K

	9M 2020	9M 2019	% Change
Payroll	46,036	42,708	+8%
Advertising and sales promotion	27,345	29,656	-8%
Freight & Depreciation	16,271	6,748	+141%
Total	89,652	79,112	+13%

Key Focus :

- Additional human resources in most territories
- Decrease in the costs of overseas travel, seminars and conferences
- Increase in Freight cost and depreciation (PPA and IFRS 16)



OPEX 9 Month: G&A NIS K

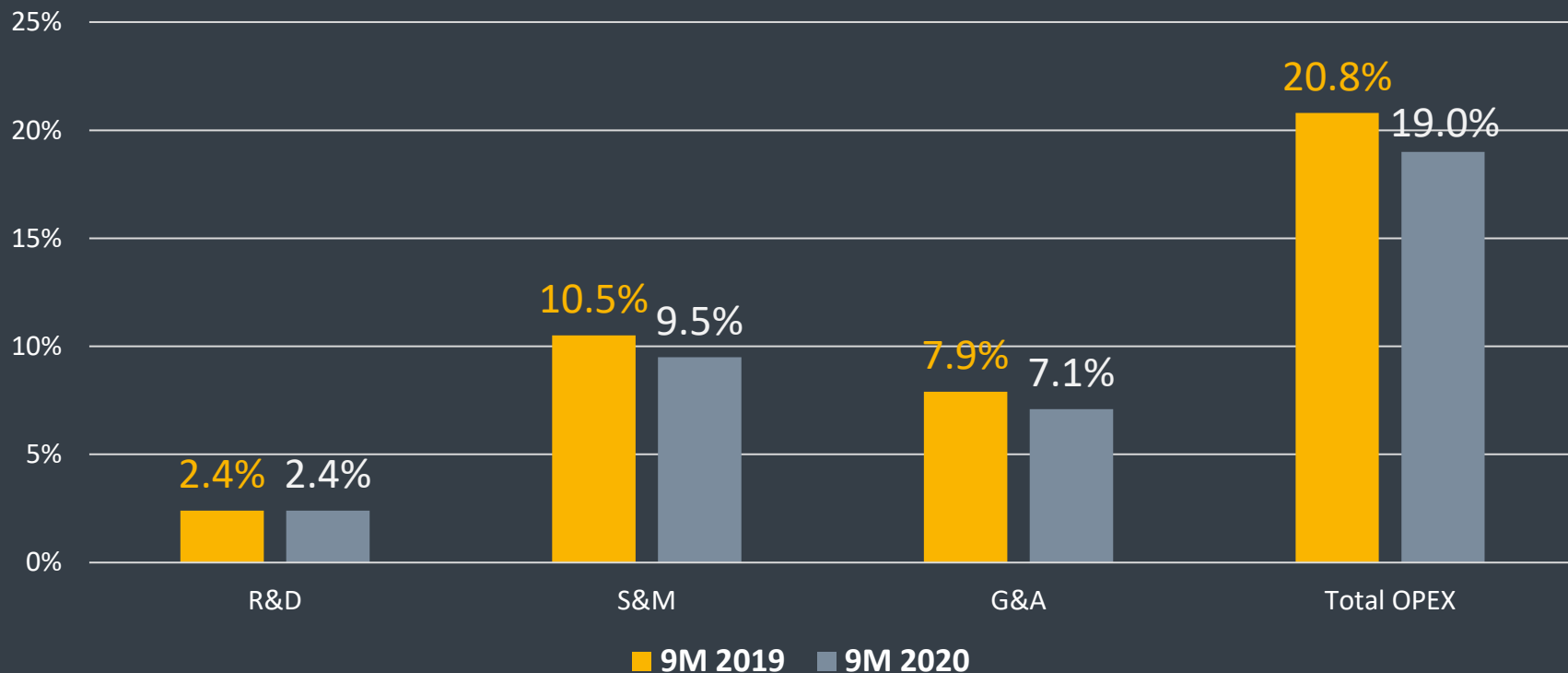
	9M 2020	9M 2019	% Change
Payroll	36,408	30,386	+20%
IT Expenses	6,089	3,809	+60%
Professional Fees	6,817	4,982	+37%
Depreciation	4,619	3,970	+16%
Travel Expenses	535	1,491	-64%
Office Expenses	2,731	2,479	+10%
Other	9,948	12,156	-18%
Total	67,149	59,273	+13%

Key Focus :

- Additional human resources (IT, HR,FIN) and Option Plan to support the strategy
- Increased IT Expenses to support infrastructures.
- Acquisition of Bungler & Frese Cost
- Decrease in the costs of overseas travel
- Decrease in other – cultural events.



OPEX % Out of Total Sales



Additional Financial Figures NIS (K)

	9M 2020	9M 2019	% Change
EBITDA	251,133	190,924	+31.5%
Net Cash flows from Operating	242,568	158,722	+53%
Operating Working Capital	232,536	240,160	-3%
Customer Days	70	71	
Inventory Days	129	159	
Supplier Days	53	55	

CAPEX 9 Month NIS K

	9M 2020	9M 2019	% Change
Leasehold Improvements	9,448	6,536	+45%
Machinery equipment & molds	10,822	7,988	+35%
Furniture & office equipment	2,917	2,645	+10%
Motor Vehicles	315	356	-12%
Total	23,502	17,525	+34%



Intangible Assets NIS K

	Development costs	BF PPA	Other	TOTAL
30 Sep 2019	63,839	-	5,065	68,904
Additions	25,831	42,431	10,026	78,288
Amortization	(8,087)	(499)	(1,833)	(10,419)
Translation adjustments	(51)	1,559	392	1,900
30 Sep 2020	81,532	43,491	13,650	138,673

BF PPA	
Distribution agreements	7,246
Customer relations	6,260
Goodwill	29,985
	43,491

Other
Software
Trademark
Ozone



Exceptional Experience



Thank You.

The continuing journey towards 2025

Eyal Tryber





“Feet on the ground”

Focus on meeting the company’s objectives



Future outlook

Continuous investment in
long-term vision and strategy



Sustain the opportunity
for profitable growth



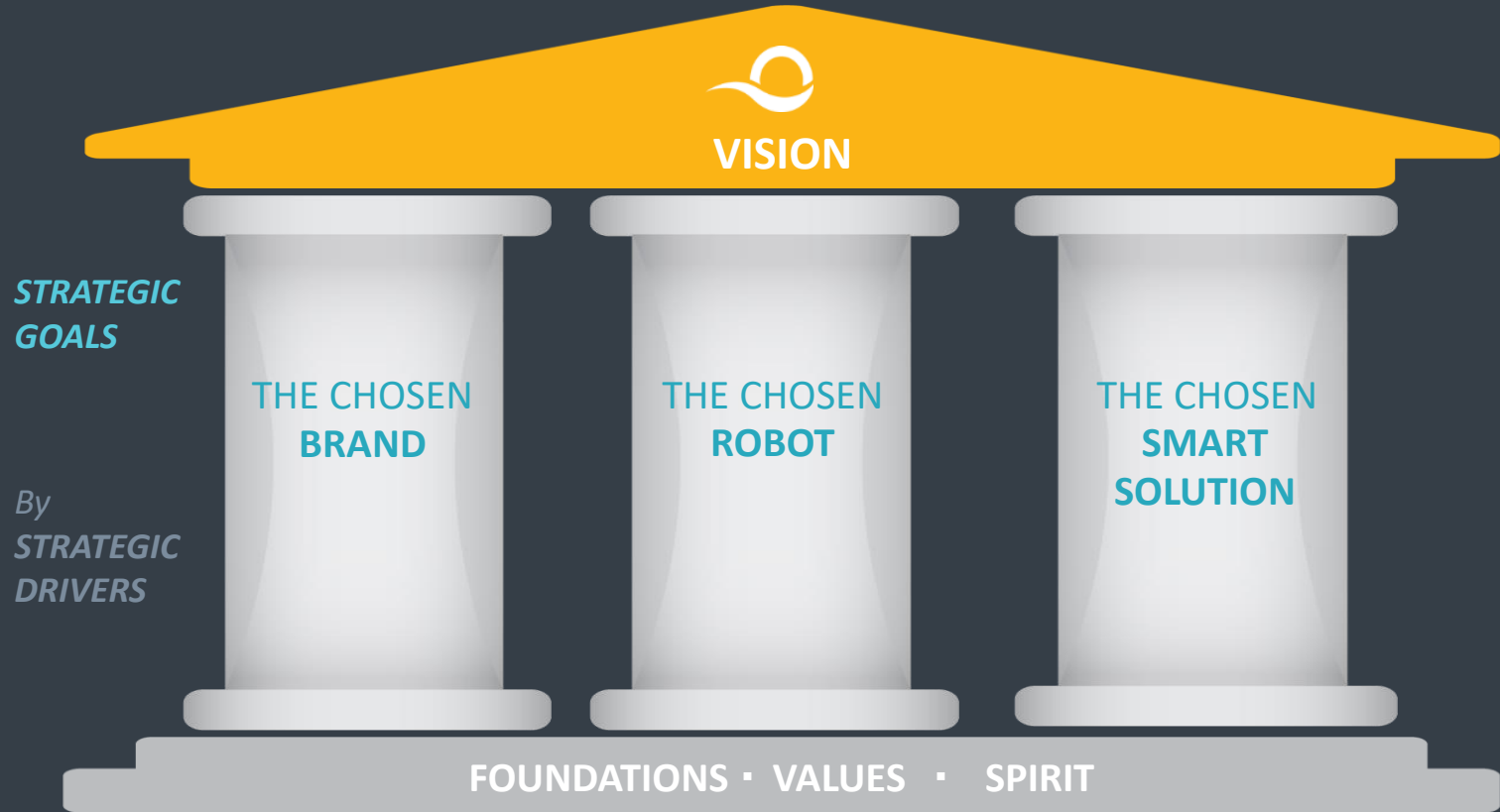
Stay relevant



Maytronics Vision

*Leading the way
to make your pool water
exceptional
for pure enjoyment*

Maytronics 2025 Strategy House



Exceptional Experience

Human Resources



Anat Meltzer, Chief Human Resources Officer



Operation & Supply Chain Division



Guy Liphshits, Chief Operating Officer

New Warehouse - Yizrael



4 Buildings – Dalton extension



Key focus: 2 steps ahead approach

- Production sites capacity planning
 - Our investment will enable us to grow the capacity by ~85% to support demand as we climb towards 2025

Projects:

- New mobile racks warehouse
- New WT production site
- New electronics production site
- Move to automation
- JIT, Lean philosophy
- Quality first
- Industry 4.0 initiatives
- Data & analytics-base decision making



Quality



Yaniv Tamar, Chief Quality Officer



Key Focus:

- Automate testing - Data & analytics
- Embed Learning & continuous improvement culture
- Sustain engineering quality ongoing projects
- A-Z – onsite quality control
- Suppliers quality process and collaboration & STS (ship to stock) qualifications
- R&D quality requirement definitions and control process (QFD/FMEA)



Finance



Meni Maymon, Chief Financial Officer



Key Focus:

- Build the financial infrastructure and tools to support new business models
- Adopt digital and automation tools and process
- Global tax process
- Working capital to support the Group
- Risk analysis and regulations
- Advanced budget control process
- Utilize Government incentive programs
- Data and analytics



IT Division



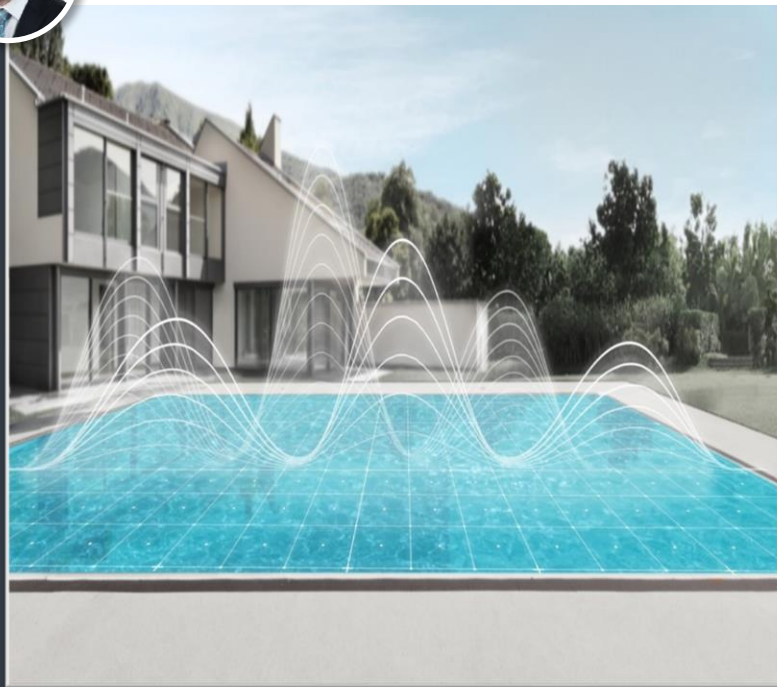
Orly Huberman, Chief Information Officer *(Joined Maytronics in February 2020)*



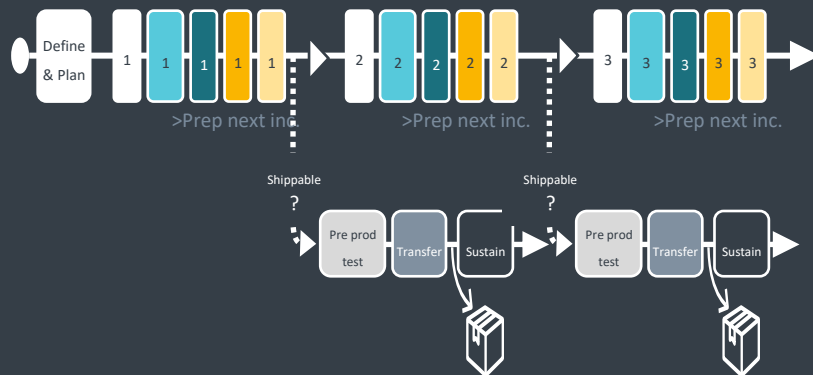
Technology & Solution Division + Robots R&D Center



Amit Caspi, Chief Solution Officer *(Joined Maytronics in February 2020)*



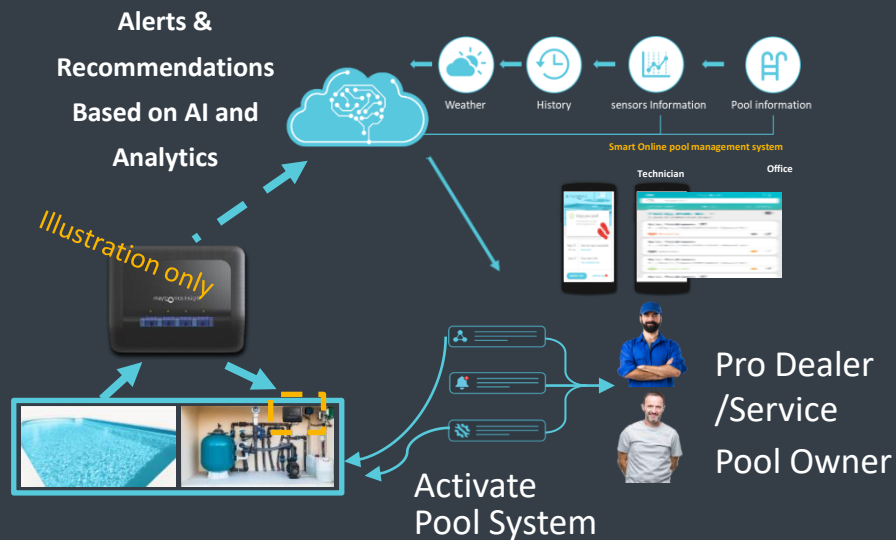
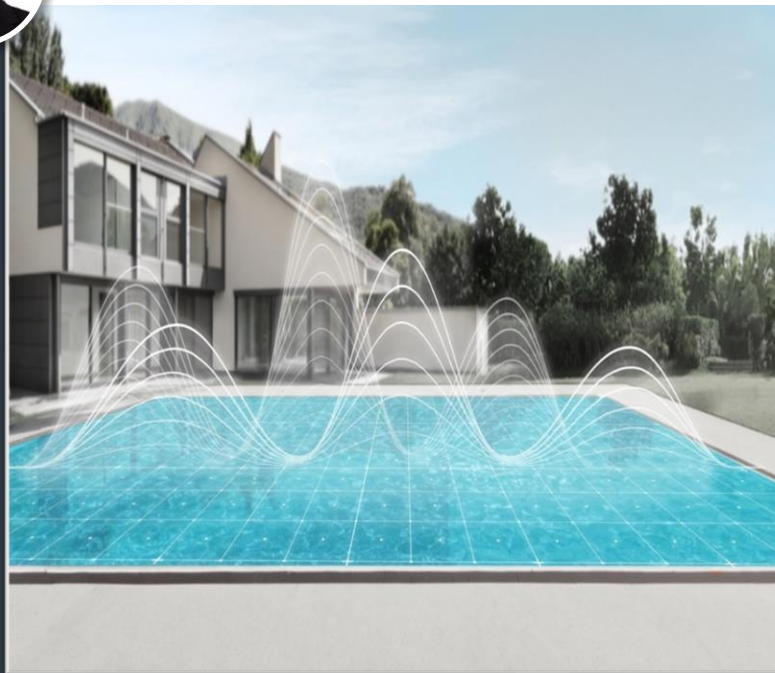
Strengthen the organization and implement agile, incremental development cycles & process aimed to define, plan and deliver on time



Water Technologies BU & R&D Center



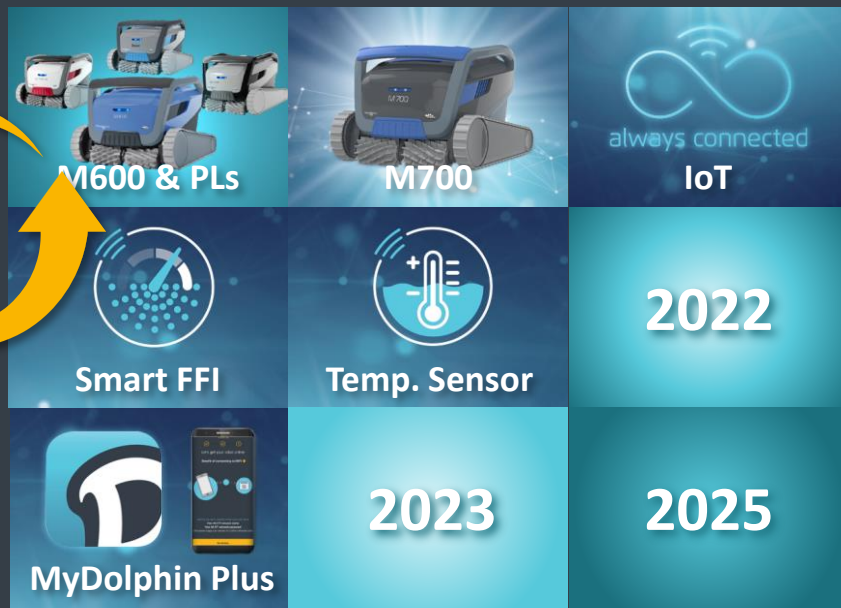
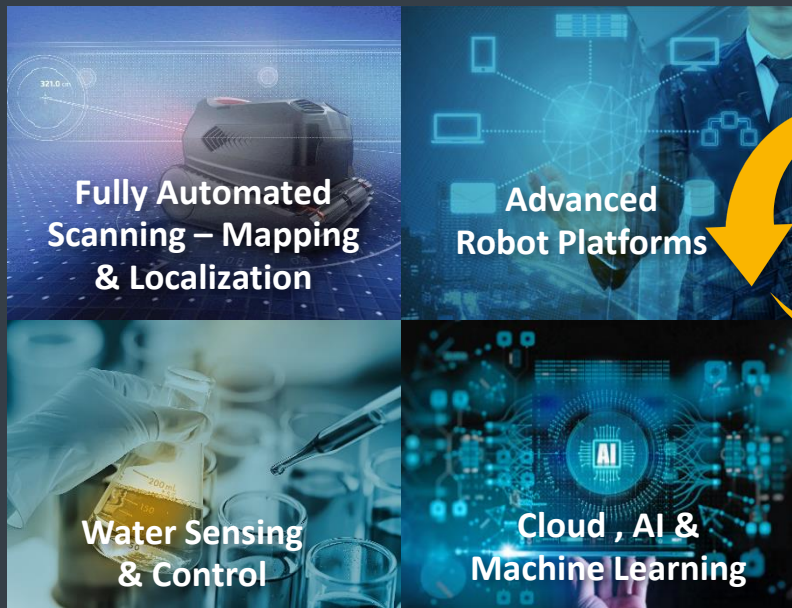
Shay Peretz, General Manager, Water Technology



Maytronics Innovation Philosophy

*Breakthrough Technologies
By Maytronics Innovation Center*

*Continuous Product Evolution
Ongoing support to win the GTM*



Technology & Solution Division Mission



**Dealers &
Service**



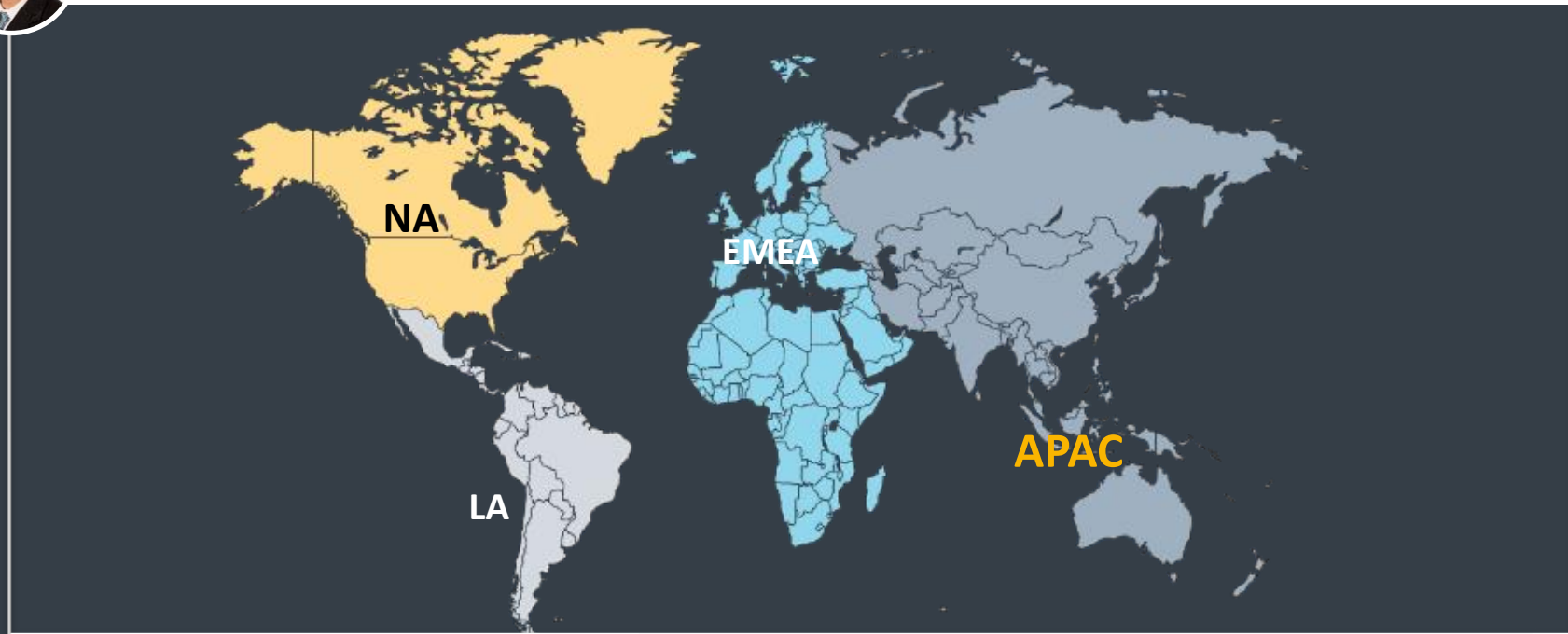
Pool Owner



Business Division



Sharon Goldenberg, Chief Revenue Officer



Biz Division initiatives & journey towards 2025

Sharon Goldenberg



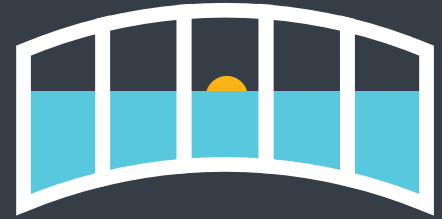
Our Mission



Define and Execute the
vision & strategy



Maximize the
business opportunity
and sustain profitable,
double digit growth



Penetrate to the
Blue Ocean



Key Mission Enablers



Building the
Organization

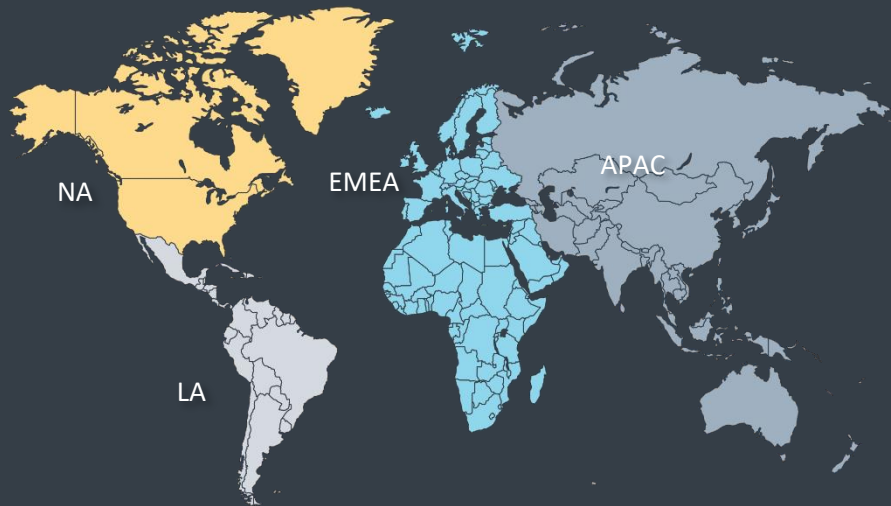


Shaping & Executing
our GTM
(Go To Market)



Organization: Human Capital to Sustain Growth & Profit

Regions: Foot on the ground



Global Strategic Functions

- Marketing
- Customer Care Center
- Business Operations
- New Business Models



Synergies

How we work between the regions and the functions –
The regions has local functions

Regional Functions



Sales



Warehouse
& Logistics



Customer
Care



Marketing



IT



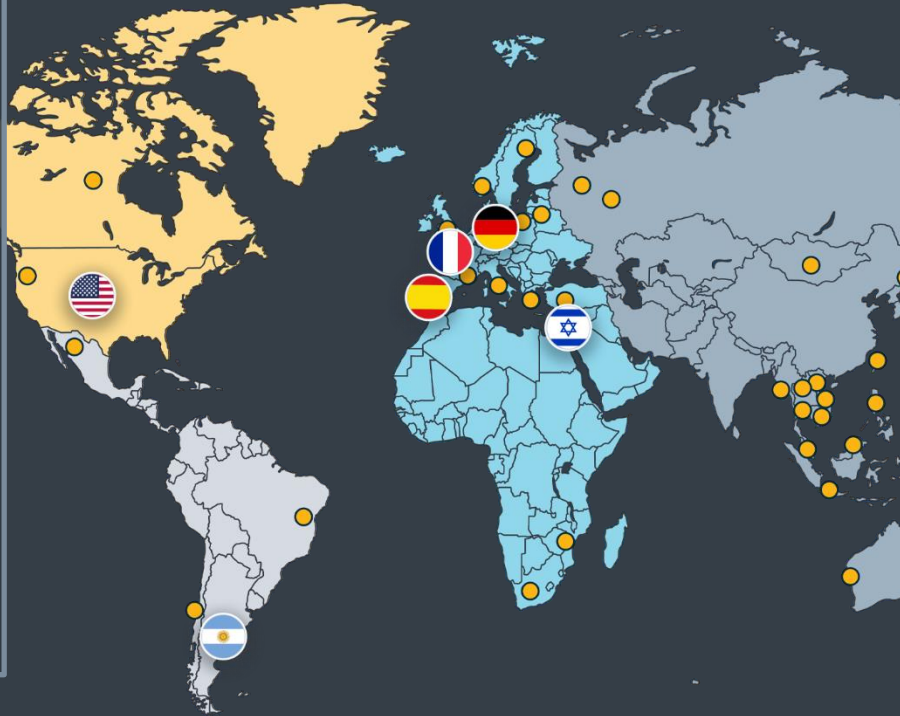
Finance



Product
Support



Human
Resources



Global Strategic Functions



Marketing



NBM



Customer
Care



Biz Operations



Exceptional Experience

Synergies

How we work between the regions and the functions –
The regions has local functions

Regional Functions



Sales



Warehouse
& Logistics



Customer
Care



Product
Support



Marketing



IT



Finance



Human
Resources



Global Strategic Functions



Marketing



NBM



Customer
Care



Biz Operations



Key Mission Enablers



Building the
Organization



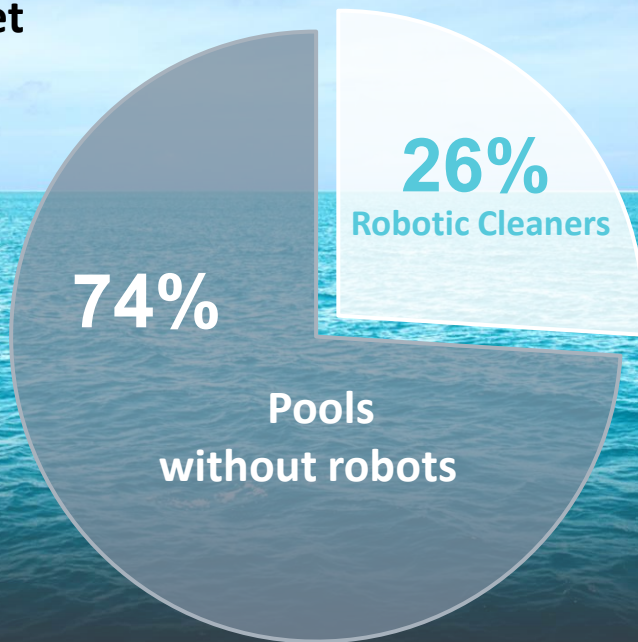
Shaping & Executing
our GTM
(Go To Market)





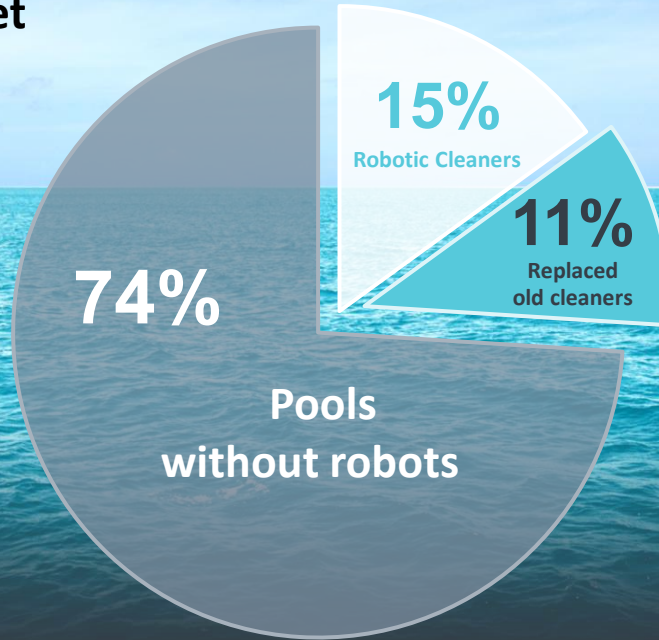
Blue Ocean Outlook

Total Estimated Pool Market
26.2M Pools



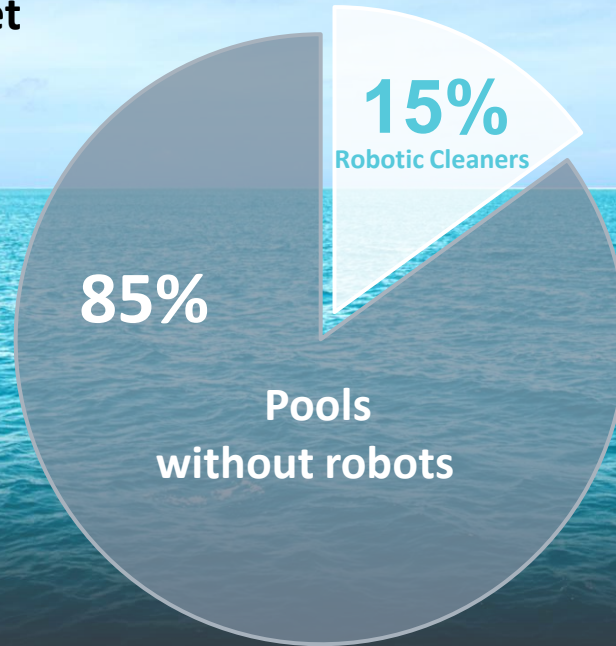
Blue Ocean Outlook - Redefined

Total Estimated Pool Market
26.2M Pools



Blue Ocean Outlook - Redefined

Total Estimated Pool Market
26.2M Pools



Pool & Robotic Cleaner – Estimated Market Size

Pools



26.2M pools in 2020
(estimated)



Out of **26.2M** pools in 2020, **7.3M** are **not** within our focus in the years to come

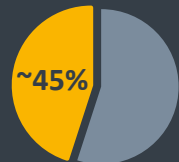
Robotic Cleaners



There are **3.9M** Electrical cleaners in operation
(estimated)



Based on our analysis, it is estimated that Electrical Cleaners are being replaced **every 2-8 years** – Depends on the territory, the model and the manufacturer



~40% – 50% from the Electrical cleaners that are being sold are replacement



26,200,000 - Estimated Pool Count

3,900,000

*Have
robots*

7,300,000

*Not in
near-term focus*

15,000,000

***Realistic market**
for beginning of **2020***





3,900,000

*Install base WW
(out of the 26.2M)*



*Electrical Cleaners are being
replaced **every 2-8 years***

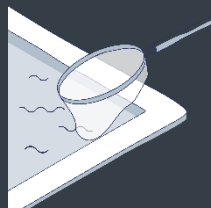


Exceptional Experience

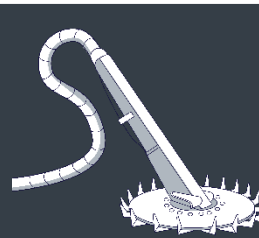


15,000,000

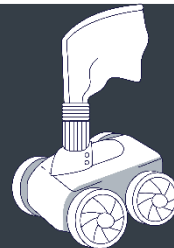
*Realistic focused
WW Blue Ocean*



Manual



Suction



Pressure



***Maintain
the install
base***



***Penetrate
to the blue
ocean***



Business Ambition Key Mission



GTM – B2B & B2C

Digital Transformation







Consumer Journey Touchpoints



Brand Loyalty



POS Presence & Influence



Technological Innovation



Product Connectivity



Exceptional Experience

Consumer Journey Touchpoints



Awareness



Research presence



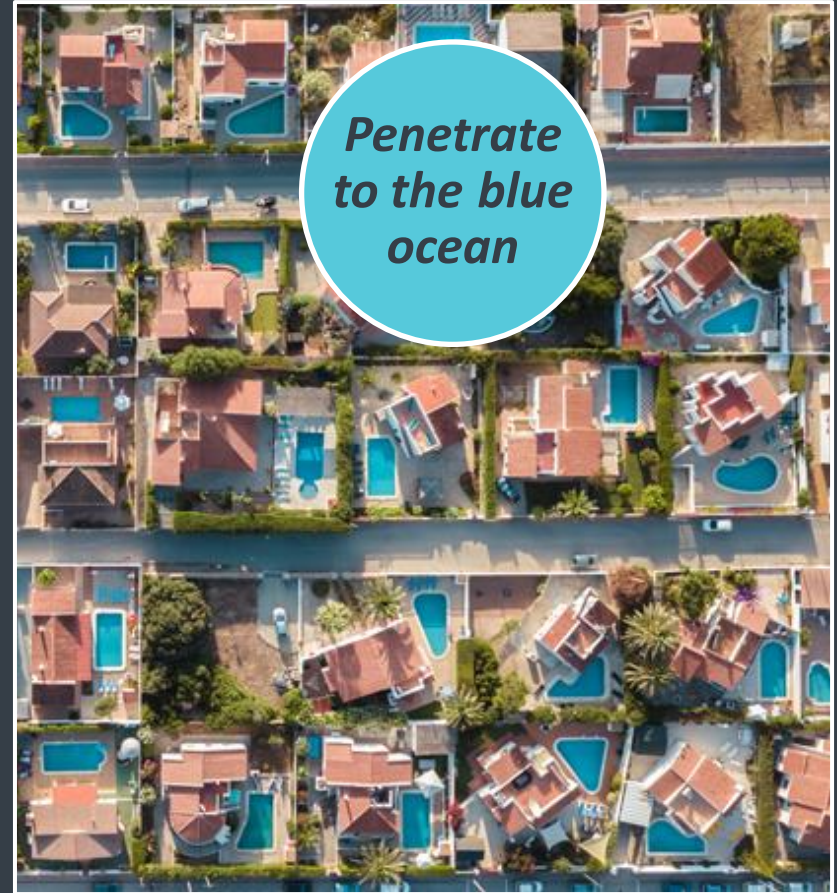
Star Rating nurturing



*maintain our
install base*



Exceptional Experience



Consumer Journey Touchpoints



Brand Identity

*Get the right feeling
about our brand*



Awareness

*Get to know us and
our offering*



B2C2B

*Drive people to
the shops*



eCom POS

*AMAZON,
Pool.com*

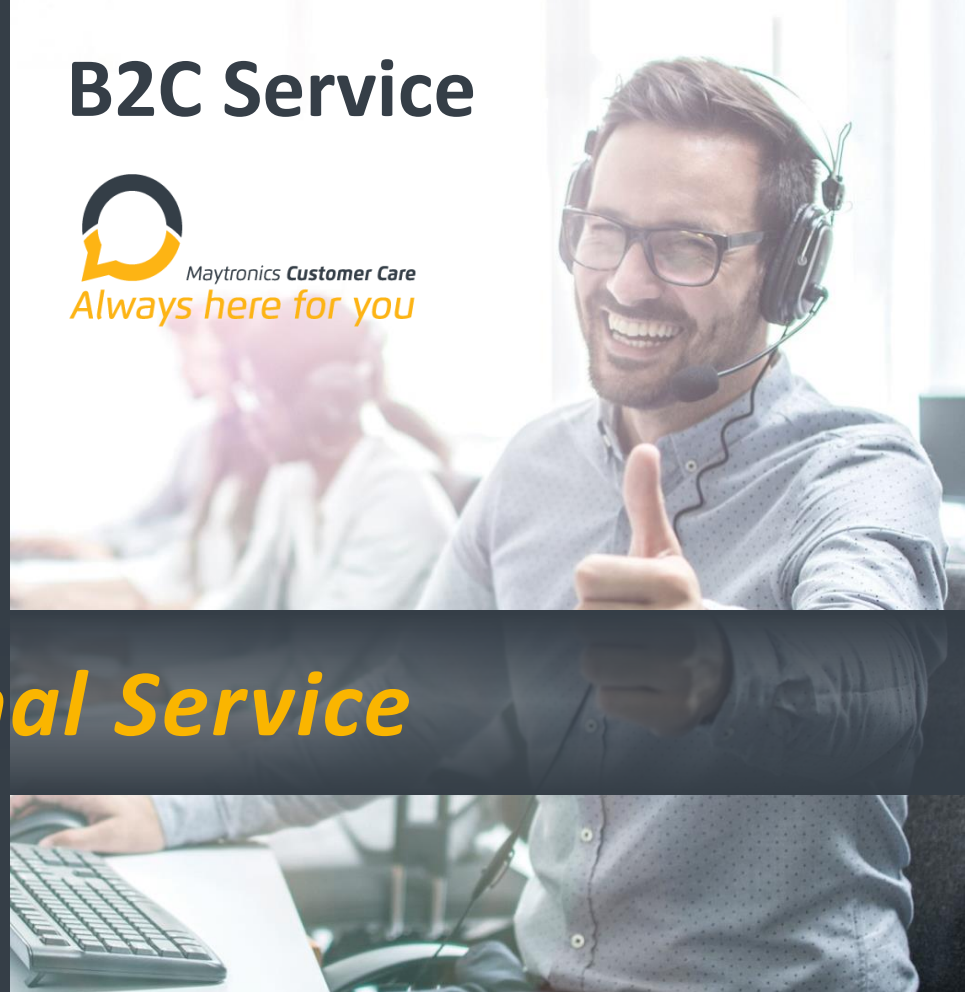


Customer Care

B2B Service



B2C Service



Exceptional Service



Exceptional Experience

Symbiotic Relationship

Happily Grant:

Consumer support



Self service tools (FAQ)



Partners support & training



Advise – Before & after purchase



Humbly Get:

Brand loyalty



happier customers



Voice of the Customer (Interactions, Surveys)



Maytronics U.S.

Franck D. Sogaard
President & GM

02.12.2020

Maytronics U.S.

Subsidiary Summary

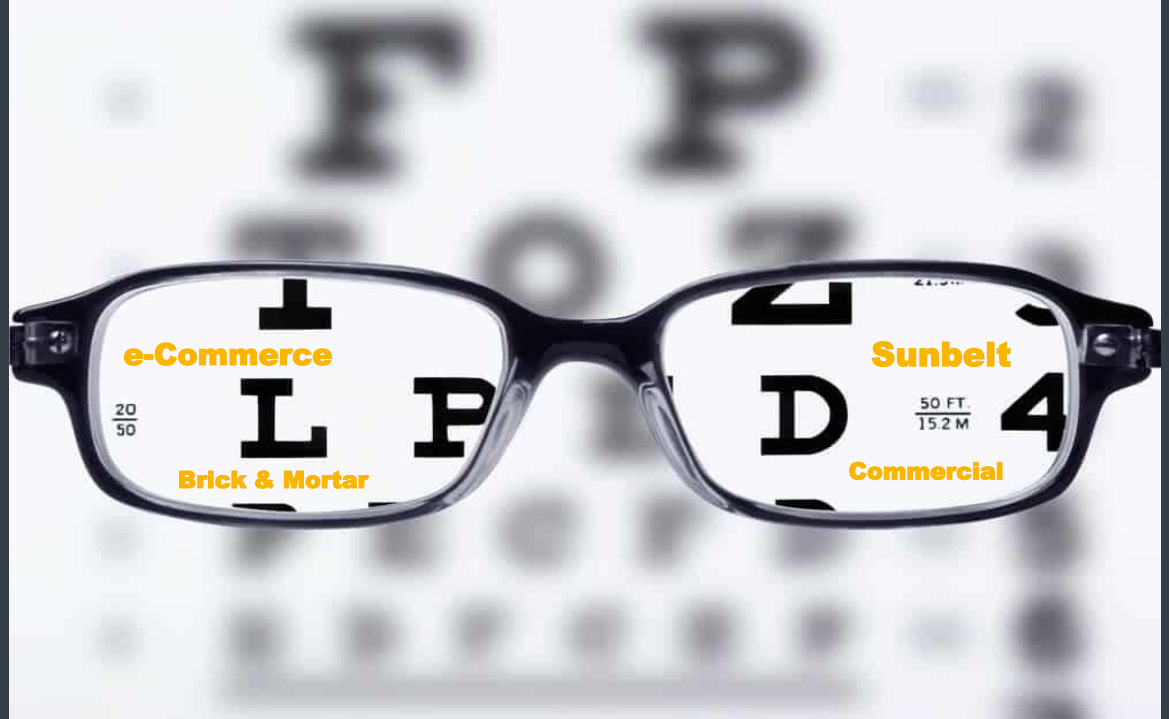


2 Things to Remember from MTUS

1. Fiercely Competitive



2. Laser Focused on Our Mission



Maytronics U.S. Key Functions



Sales



Marketing



Customer
Care



Product
Support



Warehouse
& Logistics



I
T



Finance



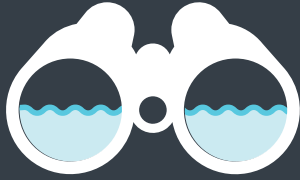
Human
Resources





Exceptional Experience

Key Investment Areas for the U.S.



Blue Ocean
Business Development



Digital
Transformation



E-Commerce



Customer
Care



Infrastructure
(warehousing / service centers / IT)



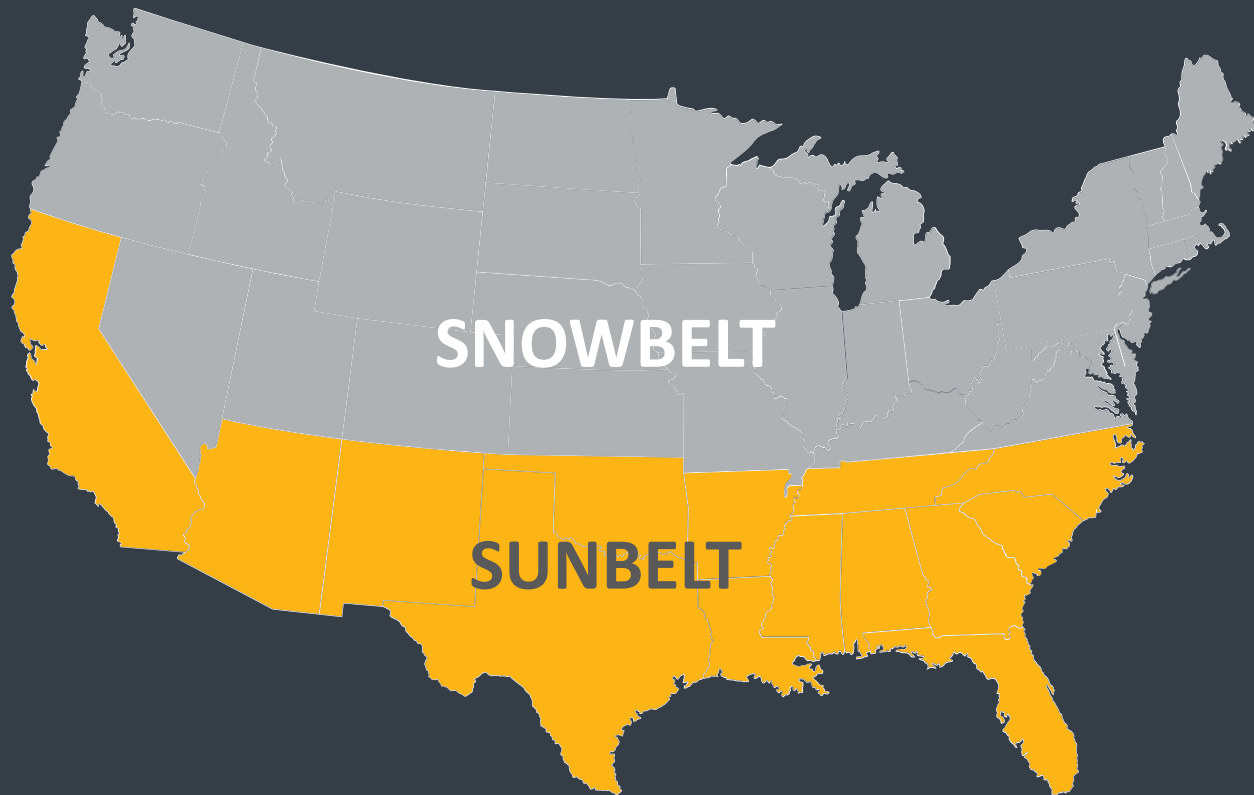
People



Sales Structure: Prior Years



Sales Structure: Going Forward

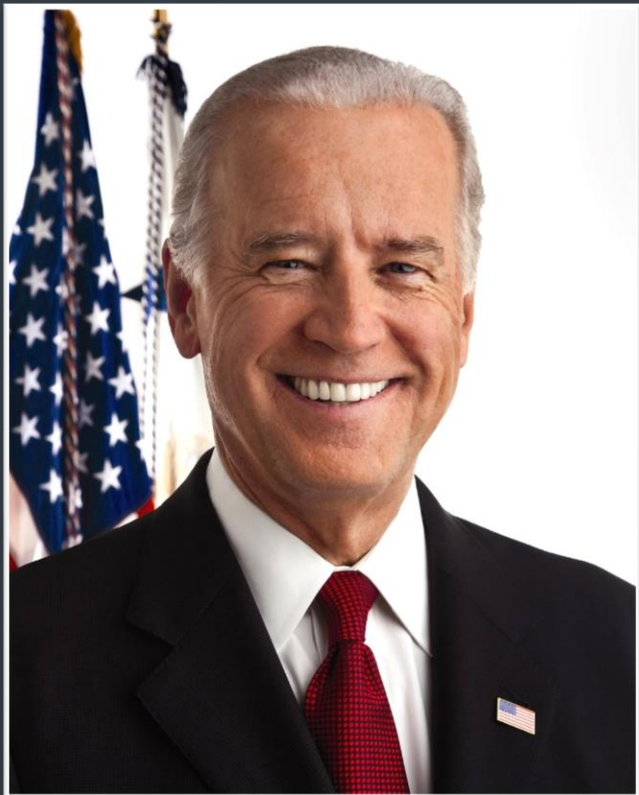


Maytronics U.S.

Key Trends in U.S. Market



2020: Election Year



Pool Market Key Trends

Headwinds:



Economic
Uncertainty



Labor



Price &
Margin Erosion

Tailwinds:



Corona Virus



E-Commerce



Population
migration



Automation



Energy and
Eco-Friendliness



Aftermarket

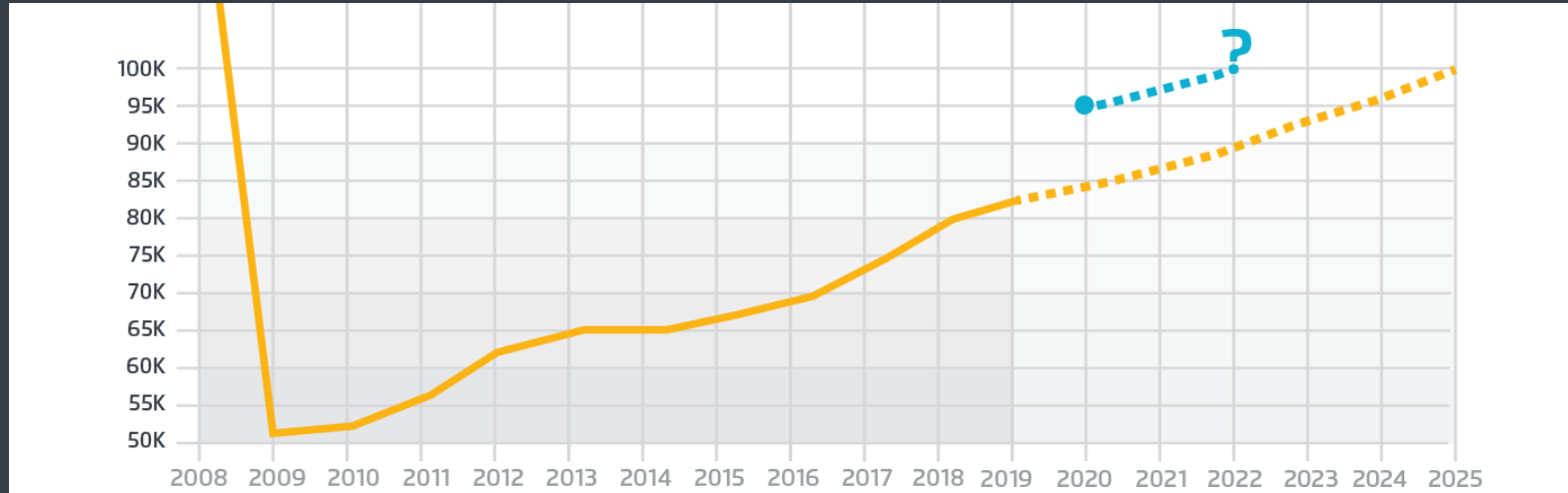


Pool Construction Trend

Slow recovery

Residential pool construction growing but not yet to pre-recession levels

New residential inground pool construction



Despite Moderate Growth Rates - Big Opportunity with Existing Pools



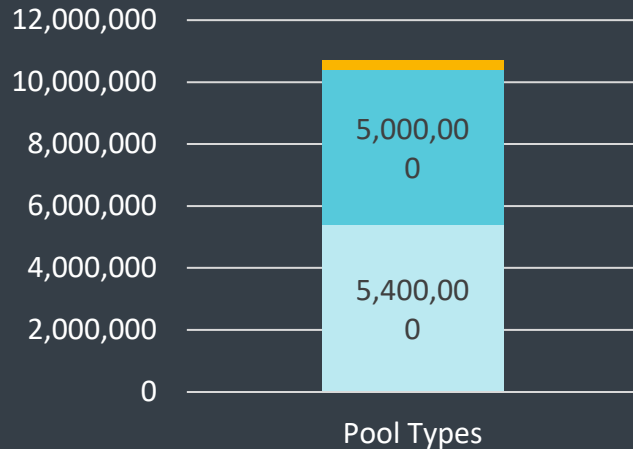
Maytronics U.S.

U.S. Cleaner Market Summary



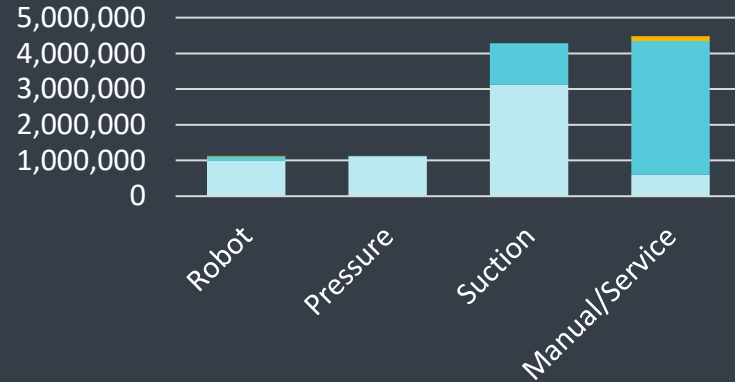
Overall U.S. Pool Market

U.S. Pool Types



■ In-Ground ■ Above Ground
■ Commercial

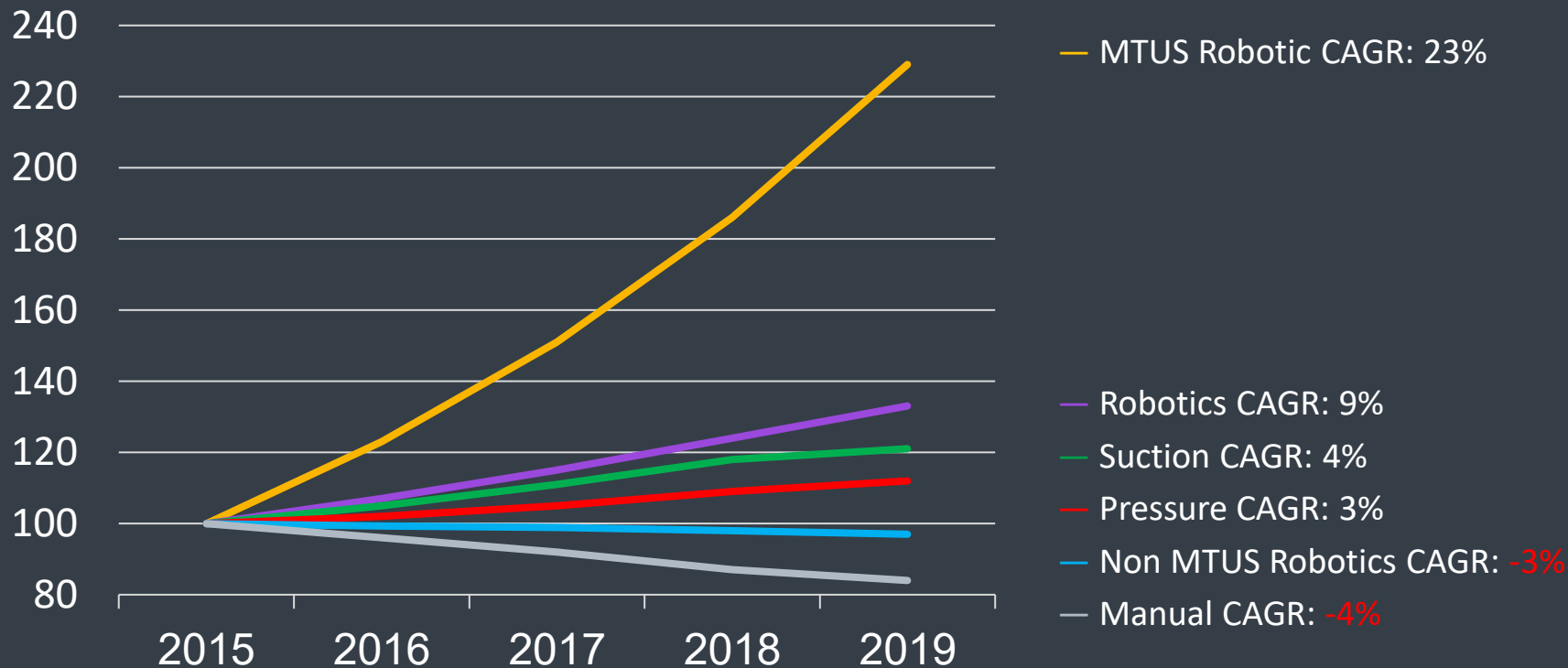
U.S. Pool Cleaning by Product Type



■ In-Ground ■ Above Ground
■ Commercial



5-Year Product Trend vs. Maytronics U.S. Sales

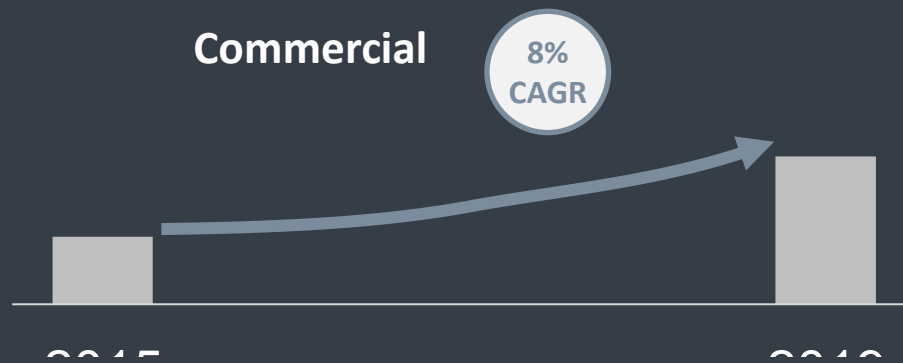
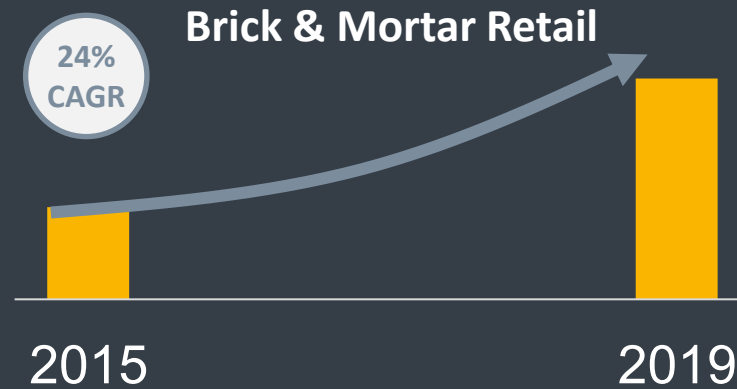
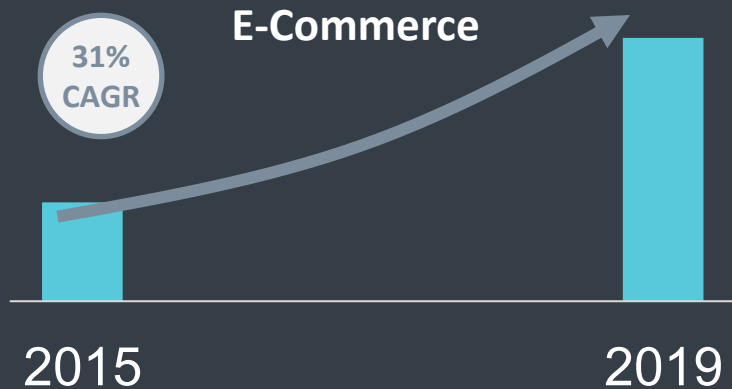


Sources: Maytronics Estimates



Exceptional Experience

9 Month Channel CAGR 2015 - 2020



Commercial Sales Summary

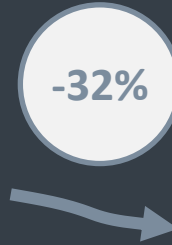
Q1 2020 Sales



2019

2020

Q2+Q3 2020 Sales



2019

2020

2025 Outlook



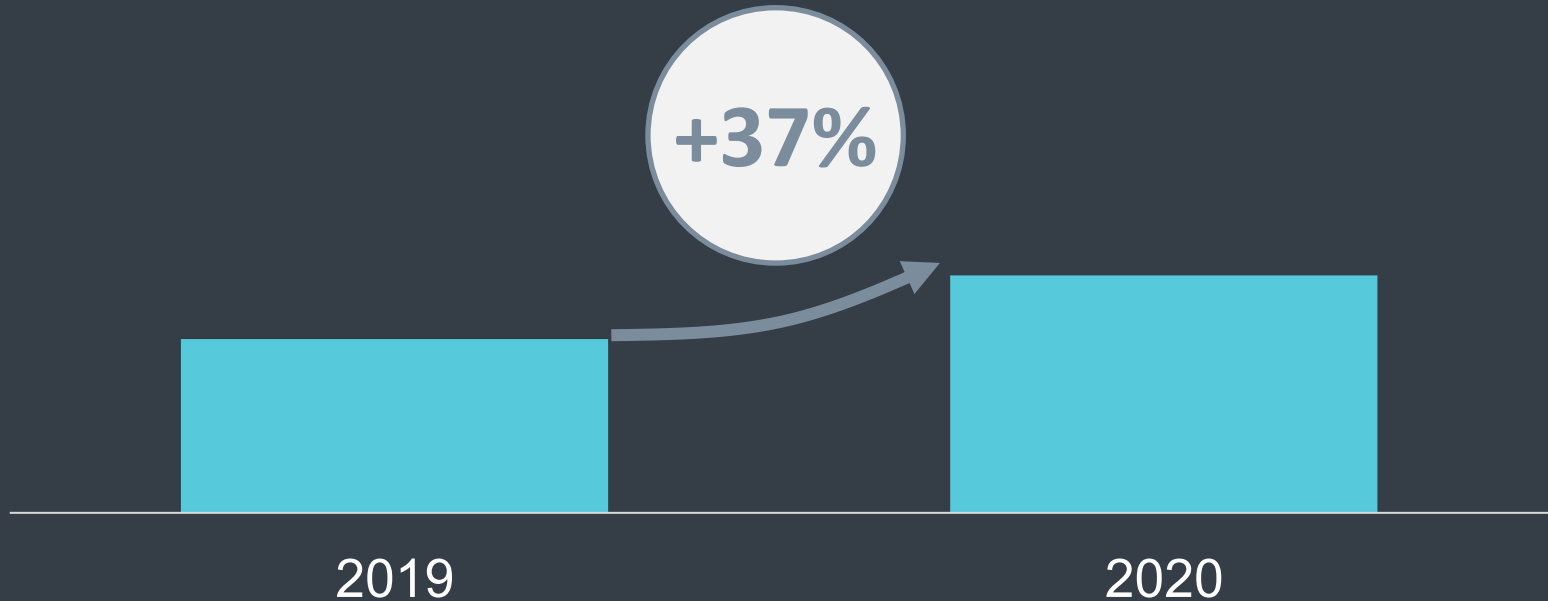
2020

2025

- New Marketing Programs
- Expanded Sales Coverage
- Investment in Demos
- Expansion of Service Program



9 Month 2020 vs. 9 Month 2019 Sales Results

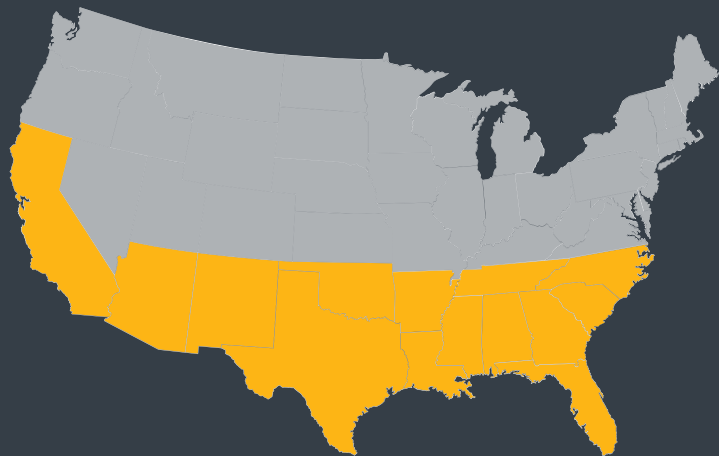


Maytronics U.S.

The Blue Ocean Opportunity



Let's Define What the U.S. "Blue Ocean" Entails



SUNBELT



E-COMMERCE



Maytronics U.S.

Sunbelt Summary



42% of Maytronics U.S. “Blue Ocean” is in 4 States

42%
of US Pools in
4 Key States:
CA/AZ/TX/FL

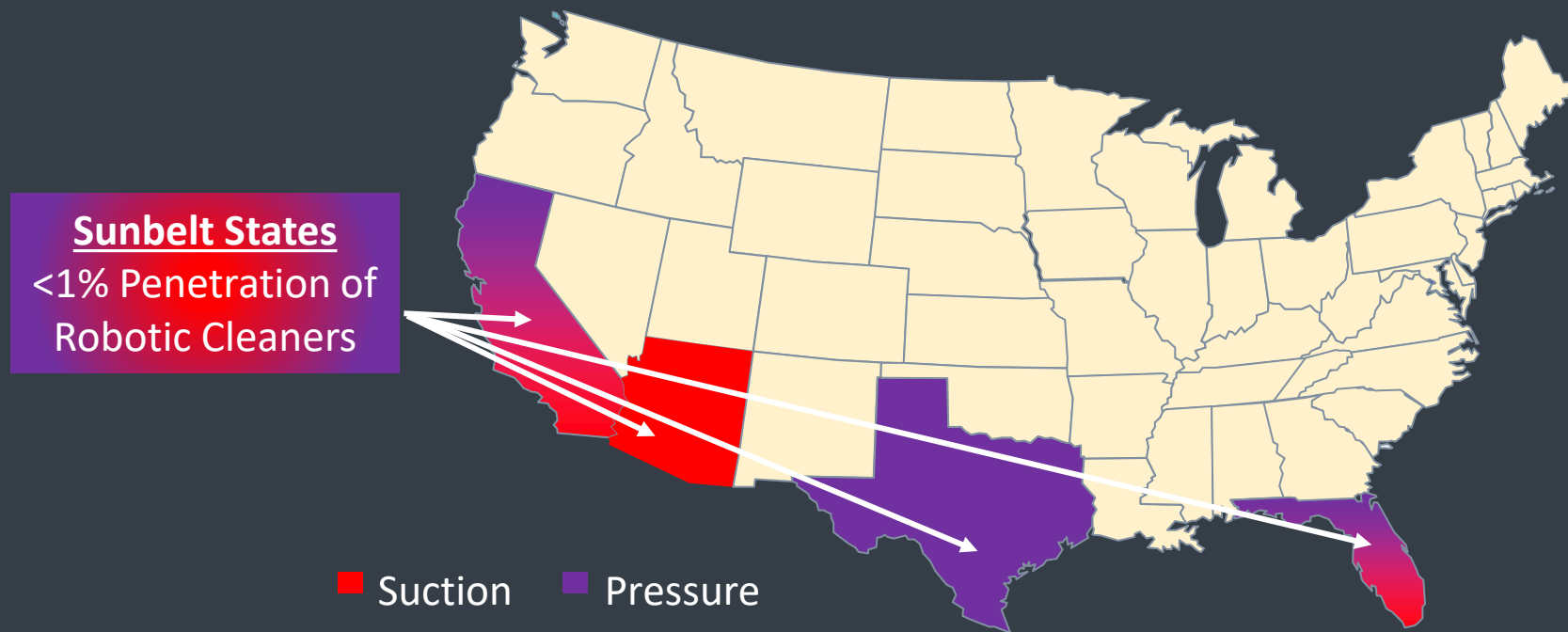
California

Florida



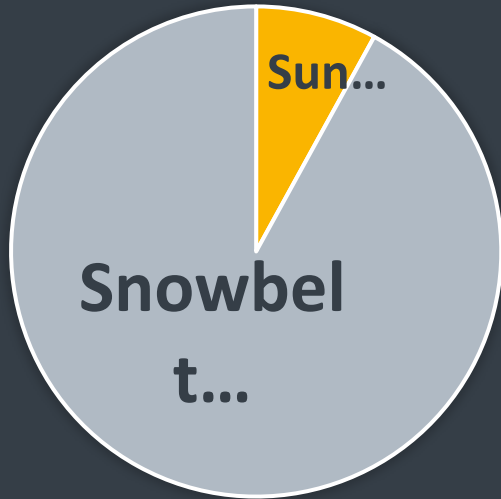
Exceptional Experience

Technology Profile of the Sunbelt

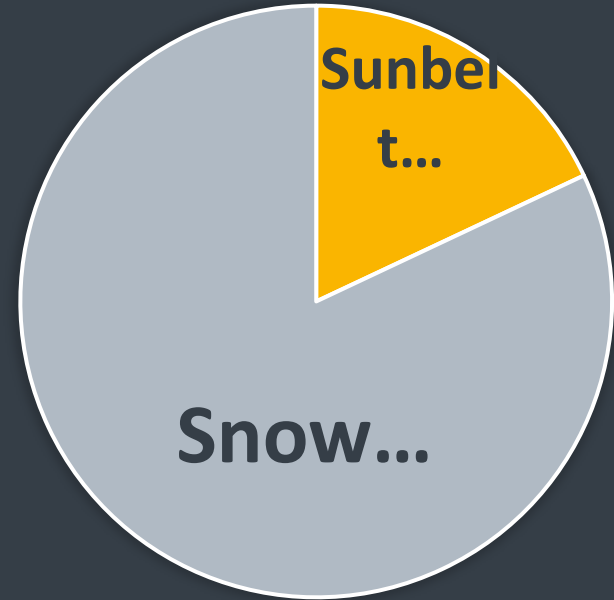


Snowbelt vs. Sunbelt Sales

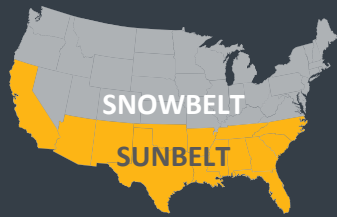
2015



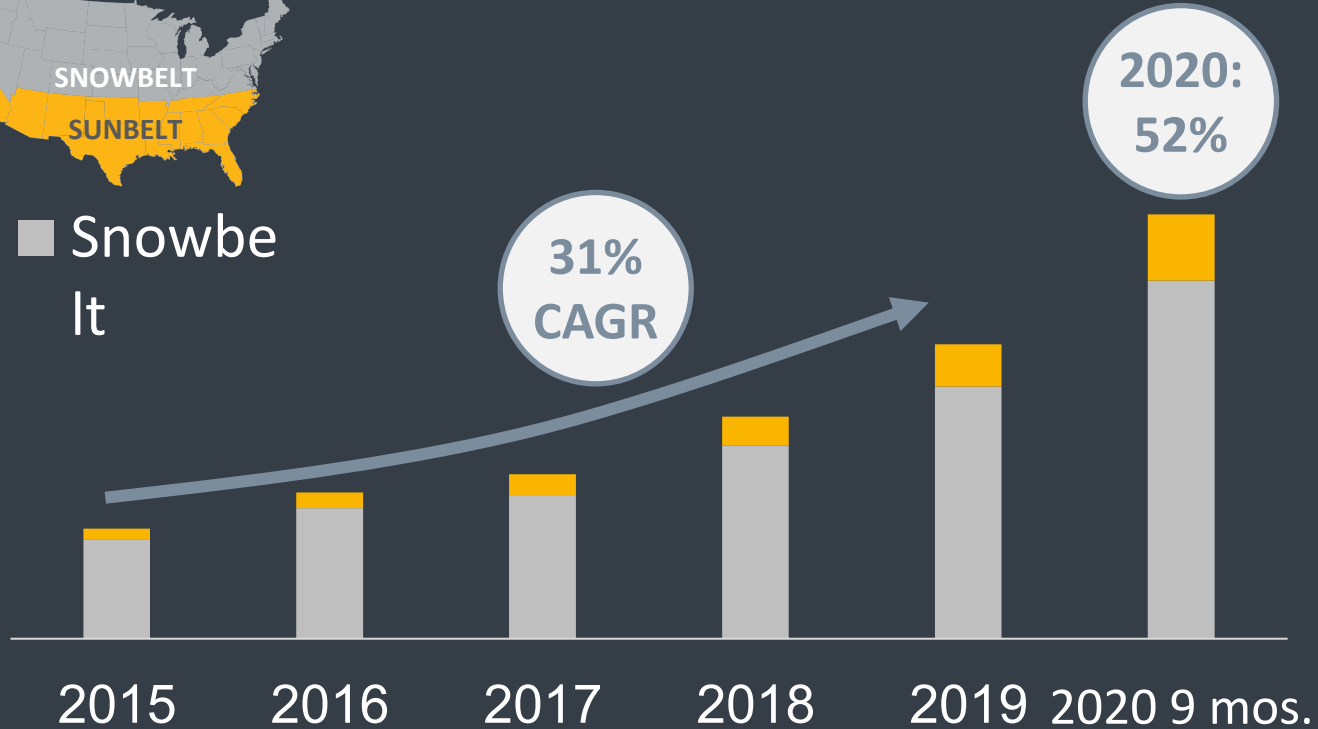
2020



Maytronics U.S.: E-Commerce Growth Trajectory



■ Snowbe
It



Sunbelt Growth Drivers



Long Season



Leveraging e-com
sales data
to convert dealers



Pool Builders



Investment
in people



Digital marketing



Sharpened marketing
message



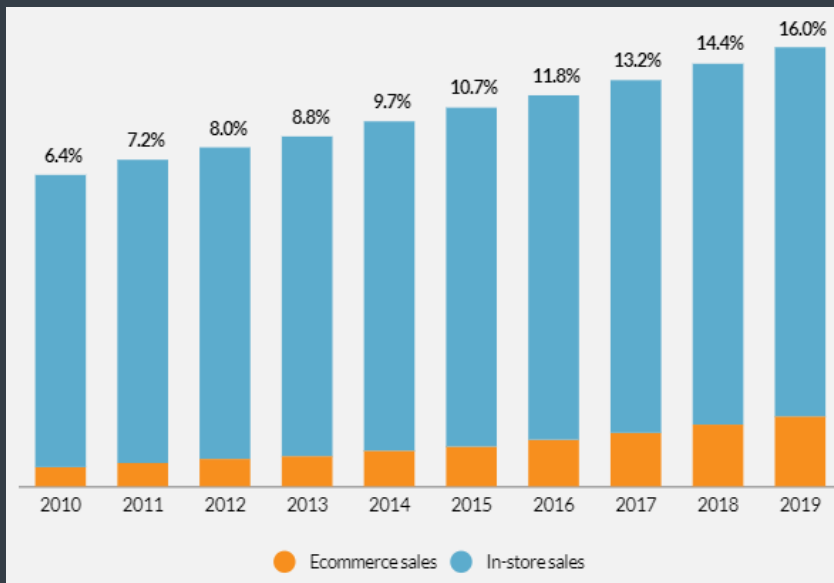
Maytronics U.S.

E-Commerce Summary

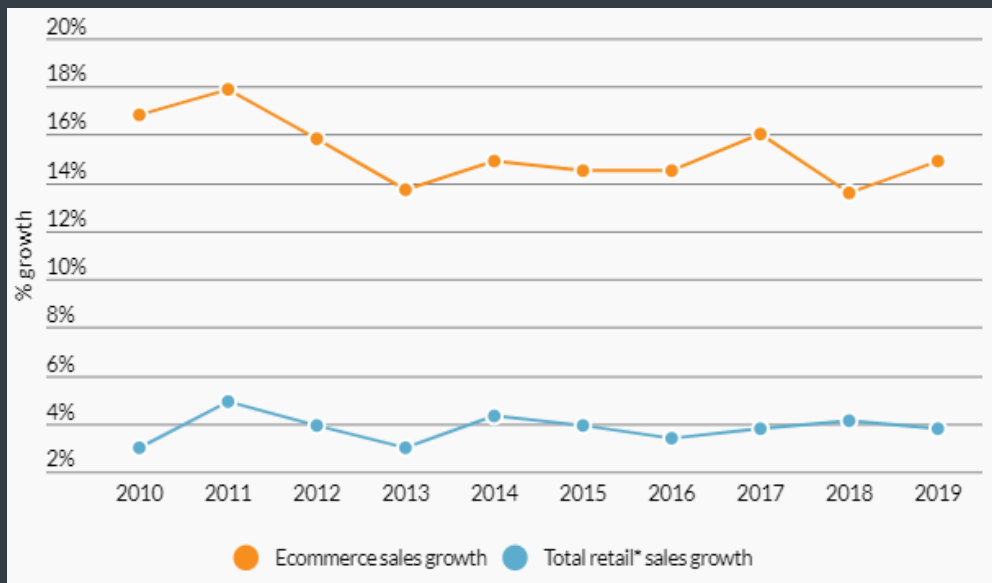


U.S. E-Commerce Trends in the U.S. Economy

U.S. E-Commerce Penetration



Growth Comparison: U.S. E-Commerce vs. Total Retail



Source: Internet Retailer, U.S. Commerce Department



The E-Commerce Pool Market



Marketplaces

amazon.com

ebay[™]



Pool.com



Doheny's
Pool Supplies FAST



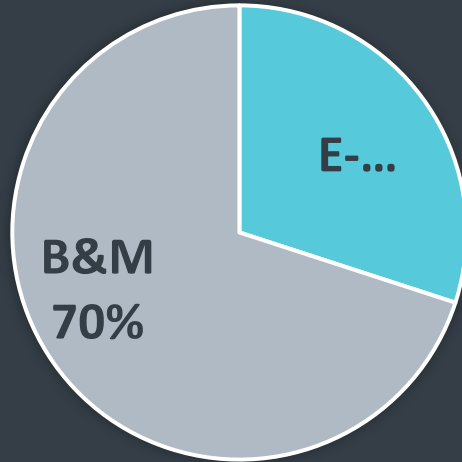
Local.com

Pioneer
Family Pools 

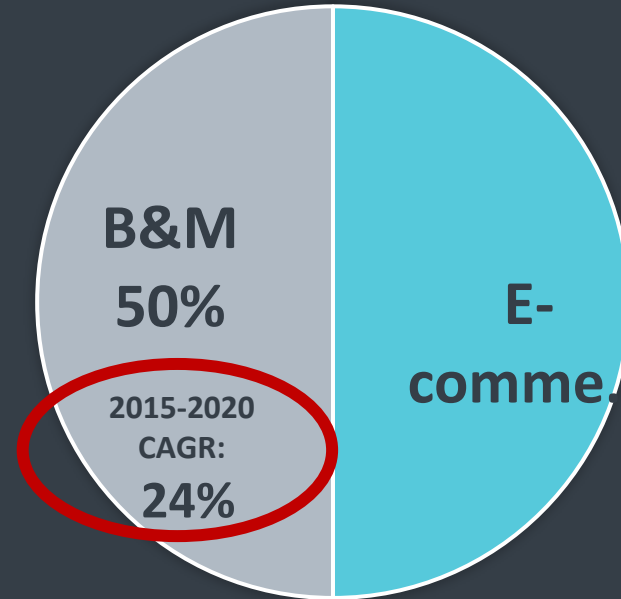


Maytronics U.S.: E-commerce and B&M Sales

2015



2020



Why Important to Focus on E-commerce?



E-commerce
growth



Customer
Acquisition



Gross
Margin

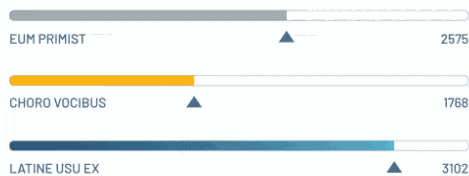


Analytics &
Ad Spending



Analytics Dashboard Example

Digital assets – Website, Social



7 374

LATINE USU EX DUO CHORO



3 578

EX DUO CHORO VOCIBUS



IoT



84

CHORO

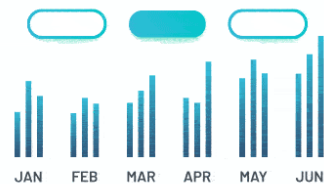
65

ADOLE

43

SCENS

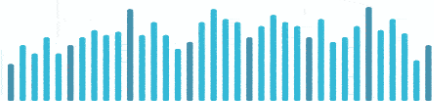
Partner's websites



Marketplaces

9 567

LATINE USU EX DUO CHORO VOCIBUS



Pool count / dealer count (granular marketing)

DUO APEIRIAN DESERUNT GRAECE IRIURE AN HAS EI DICTA CONSUL OCCURRERET

23

EURIPIDIS COMPLECTITUR CUM ET
AT SEA FACETE

56

TRACTATOS DUO DUIS WISI EA
COMPLECTITUR CUM ET

84

AT SEA FACETE TRACTATOS

123

EUM PRIMIST

DAY

967

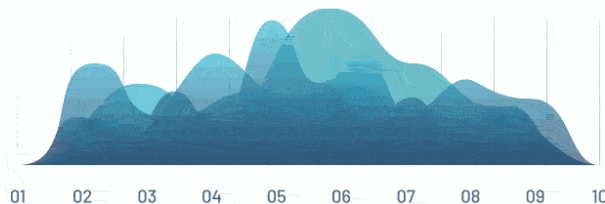
CHORO VOCIBUS

WEEK

3.1K

LATINE USU EX

MONTH



LATINE	● ● ● ● ●	3 569
VOCIBUS	● ● ● ● ●	6 034
CHORO	● ● ● ● ●	3 835
ADOLE	● ● ● ● ●	1 450

Google - Keywords

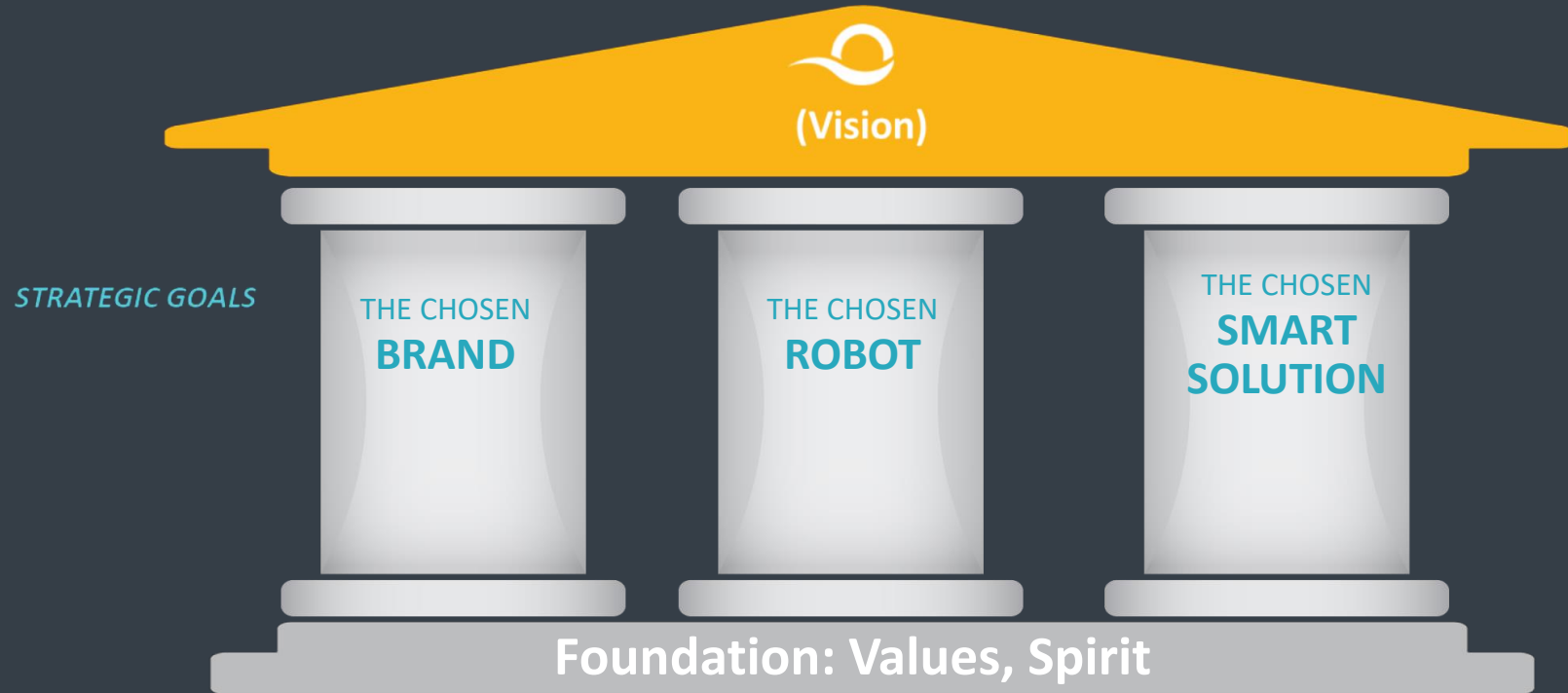


Maytronics U.S.

Strategy Execution



Maytronics 2025 Strategy



Translating Global Strategy into U.S. Execution

THE CHOSEN
BRAND



Deploy Global Marketing Initiatives



E-Commerce Marketing



Elevate Our Brand with Retail Merchandising



Drive Retail Store Traffic with Digital Marketing

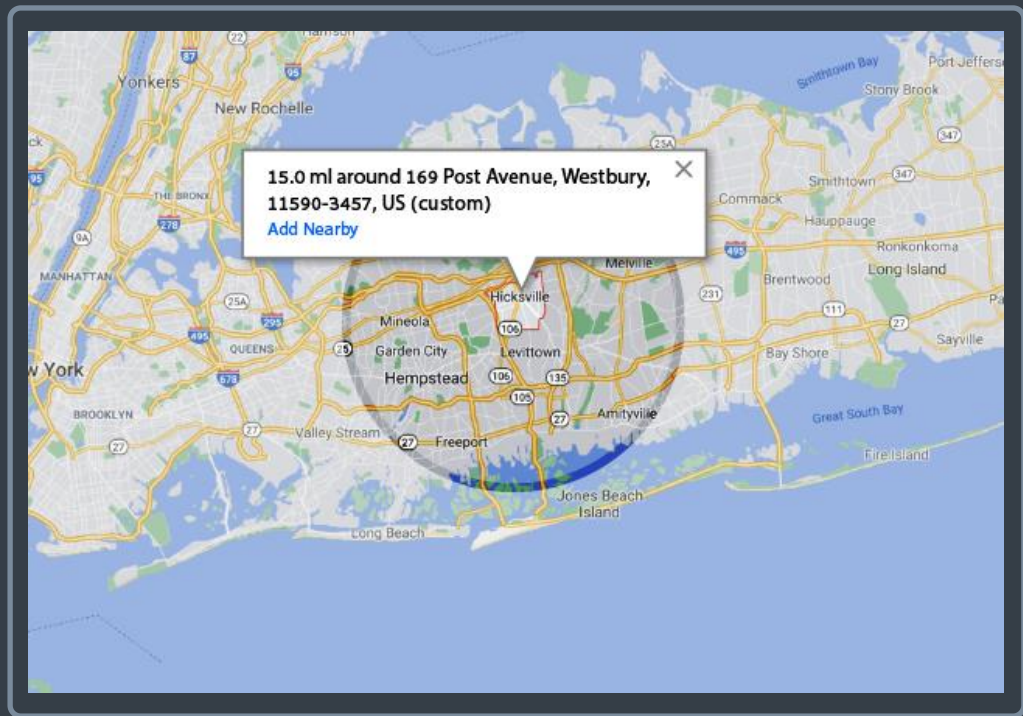


Digital Campaign

maytronics



\$\$\$



Exceptional Experience

Translating Global Strategy into U.S. Execution



THE CHOSEN ROBOT



Dealer Programs in High Pool Count Areas



In-Store POS



On- and Offline Collateral & Training



Sunbelt Penetration Focus



New Brand Elevation Through Merchandising



Translating Global Strategy into U.S. Execution

THE CHOSEN
SMART
SOLUTION



IoT Robotic Cleaners



Digital Transformation



Preparation for Water Technologies





Exceptional Experience

Maytronics U.S.
Is Just Getting Started...



We Are Just Getting Started...



Significant Growth
Opportunity:
"Blue Ocean"



WE are Leading the Way,
Growing the Robotic Cleaner
Segment



Strong MTUS Team,
and We Will Continue
to Invest in People



Uncompromising
Commitment to Deliver



Outstanding **Customer**
Partnerships & Passion
Across the Board



Example of Our Partnership Approach

A photograph of Peter Arvan, CEO of PoolCorp, speaking at a clear acrylic podium. He is wearing a dark suit jacket over a light blue and white checkered shirt. He is holding a yellow object in his right hand. The background is a light blue wall with a faint world map graphic.

“POOLCORP’s strategic distribution relationship with Maytronics is key to our company’s focus on the consumer demand for technology-driven products. As one of our VIP Vendors, Maytronics’ industry-leading product lines exemplify innovation at its finest.”

Peter Arvan, CEO PoolCorp



We're Just Getting Started



Exceptional Experience

Exceptional Experience



Thank You.