

Investor Presentation

February 24, 2021

Disclaimer



Forward Looking Statements

This investor presentation contains statements reflecting our views about the future performance of Hostess Brands, Inc. and its subsidiaries (referred to as "Hostess Brands" or the "Company") that constitute "forward-looking statements" that involve substantial risks and uncertainties. Forward-looking statements are generally identified through the inclusion of words such as "believes," "expects," "intends," "estimates," "projects," "anticipates," "will," "plan," "may," "should," or similar language. Statements addressing our future operating performance and statements addressing events and developments that we expect or anticipate will occur are also considered forward-looking statements. All forward looking statements included herein are made only as of the date hereof. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future events, or otherwise.

These statements inherently involve risks and uncertainties that could cause actual results to differ materially from those anticipated in such forward-looking statements. These risks and uncertainties include, but are not limited to; our ability to maintain, extend or expand our reputation and brand image; failing to protect our intellectual property rights; our ability to leverage our brand value to compete against lower-priced alternative brands; our ability to correctly predict, identify and interpret changes in consumer preferences and demand and offering new products to meet those changes; our ability to operate in a highly competitive industry; our ability to maintain or add additional sate retail space for our products; our ability to continue to produce and successfully market products with extended shelf life; our ability to successfully integrate, achieve expected synergies and manage our acquired businesses and from a bility to drive revenue growth in our key products or add products that are faster-growing and more profitable; volatility in commodity, energy, and other input pricing of transportation to distribute our products; our dependence on our major customers; our geographic focus could make us particularly vulnerable to economic and other events and trends in North America; consolidation of retail customers; increased costs to comply with governmental regulation; general political, social and economic conditions; increased healthcare and labor costs; the fact that a portion of our workforce belongs to unions and strikes or work stoppages could cause our business to suffer; product liability claims, product recalls, or regulatory enforcement actions; unanticipated business disruptions; dependence on third parties for significant services; inability to identify or complete strategic acquisitions; our insurance not providing adequate levels of coverage against claims; failures, unavailability, or disruptions of our information technology systems; departure of key personnel or a highly skilled a

The impact of COVID-19 may also exacerbate these risks, any of which could have a material effect on the Company. This situation is changing rapidly and additional impacts may arise that the Company is not aware of currently. All subsequent written or oral forward-looking statements attributable to us or persons acting on the Company's behalf are expressly qualified in their entirety by these risk factors. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events, or otherwise.

Industry and Market Data

In this Investor Presentation, Hostess Brands relies on and refers to information and statistics regarding market shares in the sectors in which it competes and other industry data. Hostess Brands obtained this information and statistics from third-party sources, including reports by market research firms, such as Nielsen. All prior period market data in this presentation reflects the restatement of convenience channel data executed by Nielsen during 2020. Additionally, prior period Nielsen data was adjusted to exclude the Cloverhill® and Big Texas® brands in the periods they were not owned by Hostess. Hostess Brands has supplemented this information where necessary with information from discussions with Hostess customers and its own internal estimates, taking into account publicly available information about other industry participants and Hostess Brands' management's best view as to information that is not publicly available.

Use of Non-GAAP Financial Measures

Adjusted net revenue, adjusted gross profit, adjusted operating income, adjusted net income, adjusted Class A net income, and adjusted EPS collectively referred to as "Non-GAAP Financial Measures," are commonly used in the Company's industry and should not be construed as an alternative to net revenue, gross profit, operating income, net income attributed to Class A stockholders or earnings per share as indicators of operating performance (as determined in accordance with GAAP). These Non-GAAP financial measures exclude certain items included in the comparable GAAP financial measure. This Investor Presentation also includes non-GAAP financial measures, including earnings before interest, taxes, depreciation, amortization and other adjustments to eliminate the impact of certain items that we do not consider indicative of our ongoing performance ("Adjusted EBITDA") and Adjusted EBITDA divided by net revenues. Hostess Brands believes that these Non-GAAP Financial Measures provide useful information to management and investors regarding certain financial and business trends relating to Hostess Brands' financial condition and results of operations. Hostess Brands' management uses these Non-GAAP Financial Measures to compare Hostess Brands' performance to that of prior periods for trend analysis, for purposes of determining management incentive compensation, and for budgeting and planning purposes. Hostess Brands believes that the use of these Non-GAAP Financial Measures provides an additional tool for investors to use in evaluating ongoing operating results and trends. Management of Hostess Brands does not consider these Non-GAAP Financial Measures in isolation or as an alternative to financial measures determined in accordance with GAAP. Other companies may calculate non-GAAP measures differently, and therefore Hostess Brands' Non-GAAP Measures may not be directly comparable to similarly titled measures of other companies. The Company does not provide a reconciliation of the forward-looking information to the most

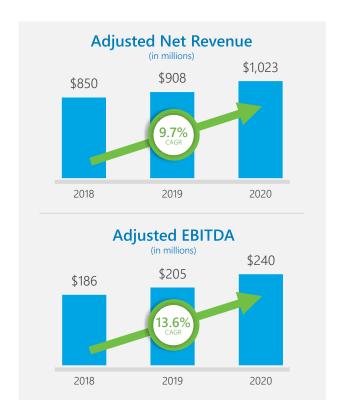
Hostess Brands

Proven Scalable Platform



A Sustainable, Profitable Growth Story

Iconic Brands Continuous Innovation to Drive Growth Collaborative Customer Relationships Efficient Manufacturing & Distribution Model



Adjusted Net Revenue and Adjusted EBITDA are non-GAAP financial measures. See "Use of Non-GAAP Financial Measures" in the Appendix for an explanation of all non-GAAP financial measures and reconciliations to the comparable GAAP measures.

^{*} Market share for the company for the doughnuts and snack cake subcategories within the Sweet Baked Goods category per Nielsen U.S. total universe, 13 weeks ending December 26, 2020.

2020 Achievements Position Well for Growth



Exciting Opportunities for Future Growth

- Maintained an unrelenting focus on maintaining the health and safety of our employees while navigating the unpredictable COVID pandemic
- Delivered double-digit net revenue and EBITDA growth
- Developed exciting 2021 innovation establishing new platforms for incremental growth
- Achieved strong profit accretion from Voortman acquisition following successful integration ahead of expectations solidifying platform for future acquisitions
- Executed key strategic initiatives in a dynamic environment to deliver against increasing consumer demand



Dedicated to Bringing Consumers the Comfort and Joy of

Strong Execution Against Objectives in 2020 Hostess



Well Positioned for Continued Growth

Grow the Core

- 16.4% FY Adjusted Net Revenue Growth*
- 20.1% FY Adjusted FBITDA Growth*
- POS up 6.1%, driven by Hostess branded POS growth of 7.7%, ahead of the SBG Category**
- Hostess repeat buyers growth ahead of the SBG category with strong growth in younger demographic groups**

Grow through Innovation

- Developed 2021 Innovation Slate with exciting new platform launches and expansion into new product forms, packsizes and packaging
- Adjusted merchandising focus to adapt to changes in consumers buving behavior and target more profitable channels and products

Improve through **Agility & Efficiency**

- Maintained heightened operational practices and procedures for employee safety
- Executed key increases to capacity with installation of new Donette line and other operational changes
- Modified product assortment to optimize profit and meet consumer demand

Cultivate Talent & Capabilities

- Leveraged team's strong capabilities to drive expanded distribution and execute integration and conversion of Voortman to directto-warehouse distribution model
- Expanded digital platform to address growing market demands

Leverage Strong Cash Flow

- Delivered Voortman strong revenue and **EBITDA** contribution ahead of expectations
- Reduced leverage to within target range
- Simplified organizational structure through elimination of noncontrolling interest

^{*} Adjusted Net Revenue and Adjusted EBITDA for year ended December 31, 2020 as compared to prior year are non-GAAP financial measures. See "Use of Non-GAAP Financial Measures" and the Appendix for an explanation of all non-GAAP financial measures and reconciliations to the comparable GAAP measures. Excludes the In-Store Bakery Business sold in 2019.

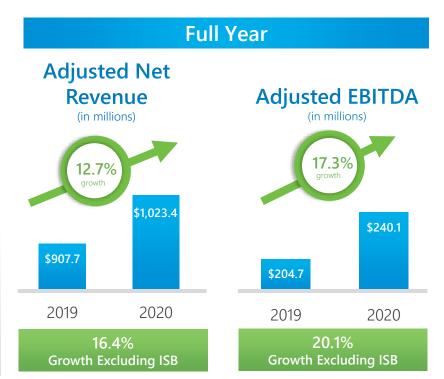
^{**} Source: Nielsen, Total Nielsen Universe for the Company within the SBG Category. Point of sale ("POS") and Hostess branded Panel Data for the 52 weeks ended 12/26/20 as compared to the comparable periods in the prior year.

Strong Net Revenue and EBITDA Growth



Driven by Voortman® and Hostess® Brand Growth





Results are for three and twelve months ended December 31, 2020 and 2019. Adjusted Revenue and Adjusted EBITDA are non-GAAP financial measures. See "Use of Non-GAAP Financial Measures" and the Appendix for an explanation of all non-GAAP financial measures and reconciliations to the

2020 Record Net Revenue of Over \$1 Billion



Continued Growth of Sweet Baked Goods

_	1	Three Mont	hs Ended		Twelve Months Ended					
	Decemb	per 31,	Ch	ange	Decem	nber 31,	Change			
(\$ in millions)	2020	2019	\$	%	2020	2019	\$	%		
Sweet Baked Goods	\$227.3	\$216.7	\$10.6	4.9%	\$920.4	\$879.0	\$41.4	4.7%		
Cookies	28.7	-	28.7	100.0%	103.0	-	103.0	100.0%		
In-Store Bakery	-	-	-	-	-	28.7	(28.7)	(100.0%)		
Total Adjusted Net Revenue	\$256.0	\$216.7	\$39.3	18.1%	\$1,023.4	\$907.7	\$115.7	12.7%		

Sweet Baked Goods net revenue growth driven by strong Hostess® branded sales, partially offset by lower private-label and non-Hostess® branded sales as we continue to strategically rebalance our portfolio to best serve customers and consumers while protecting margins.

Strong Market Position



Growing Point-of-Sale Over 6% While Maintaining Market Share in the Sweet Baked Goods Category





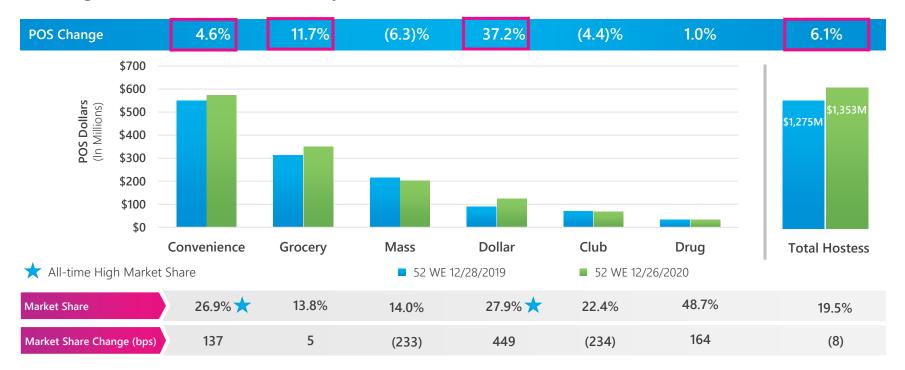
Source: Nielsen, Total Nielsen Universe for the Company within the SBG Category. Point of Sale and Market Share, 52 weeks ending 12/30/17, 12/29/18, 12/28/19, 12/26/20.

Prior period Nielsen data reflects the restatement of convenience channel data executed by Nielsen during 2020. Additionally, prior period Nielsen data was adjusted to exclude the Cloverhill® and Big Texas® brands in the periods they were not owned by Hostess (2017 – 2018).

Full Year 2020 SBG Channel POS & Share



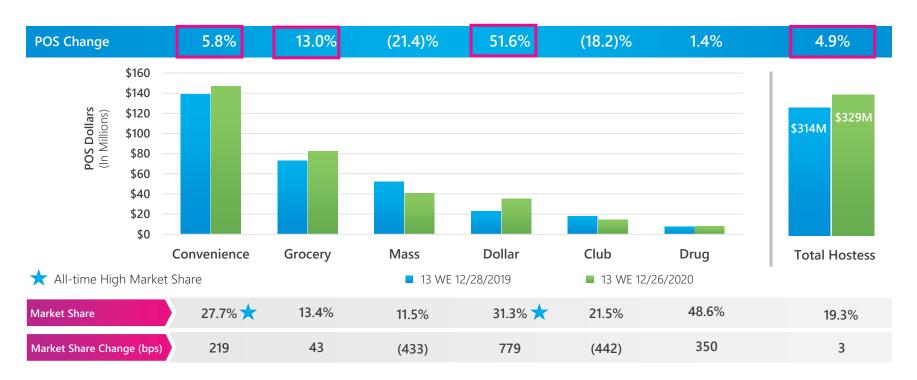
Driven by Strong Growth in Convenience, Grocery and Dollar Channels Meaningful Market Share Gains in Key Channels



4Q Sweet Baked Goods Channel POS & Share



Growth Ahead of the Category Driven by Strong Performance in Convenience, Grocery and Dollar Channels



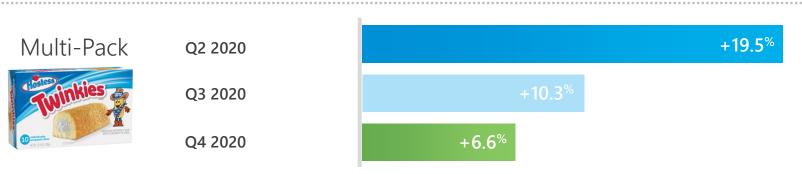
Single Serve Sales Growing vs. Prior Year



Multi-Packs Continue Strong Growth

Point-of-Sale Year-Over-Year Growth





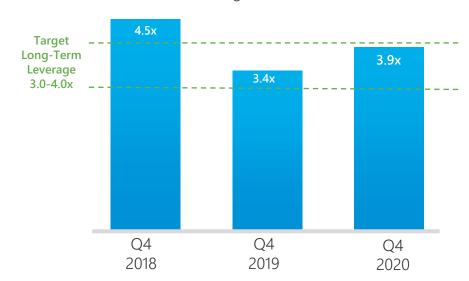
Ample Liquidity and Cash Flow



Provides Flexibility to Invest in Growth and Generate Shareholder Value

Net Leverage Ratio*

History of successfully reducing leverage following acquisitions while continuing to make disciplined investments for growth



Disciplined Approach to Cash Management

- Reinvest in business for future growth
- De-leverage
- Strategic acquisitions
- Return Capital to Shareholders through Securities Repurchases



^{*} Net Leverage ratio is net debt (total long-term debt less lease obligations, unamortized debt premiums and cash and cash equivalents) divided by adjusted EBITDA for the trailing twelve-month period.

Consolidated Financial Results



Double-Digit Growth Across All Key Metrics Driven by Contribution of Voortman Acquisition and Strong Hostess Demand

		Three Mo	nths Ende	d	Twelve Months Ended					
	Decen	nber 31,	Ch	ange	Decemb	oer,	Ch	ange		
(\$ in millions, except per share data)	2020	2019	\$	%	2020	2019	\$	%		
Adjusted Net Revenue	\$256.0	\$216.7	\$39.3	18.1%	\$1,023.4	\$907.7	\$115.7	12.7%		
Adjusted Gross Profit	\$95.8	\$75.3	\$20.5	27.2%	\$369.4	\$310.8	\$58.5	18.8%		
Adjusted Gross Margin	37.4%	34.7%		267bps	36.1%	34.2%		185bps		
Adjusted EBITDA	\$63.7	\$52.4	\$11.3	21.6%	\$240.1	\$204.7	\$35.4	17.3%		
Adjusted EBITDA Margin	24.9%	24.2%		70bps	23.5%	22.6%		91bps		
Adjusted EPS	\$0.21	\$0.16	\$0.05	31.3%	\$0.75	\$0.61	\$0.14	23.0%		

2021 Outlook

Solid Growth Building on Strong 2020 Performance



(\$ in millions, except EPS and leverage ratio)	2020 Actuals	2021 Guidance
Adjusted Net Revenue	\$1,023.4	3%-4.5% Growth
Adjusted EBITDA	\$240.1	\$255 – \$265 (Growth of 6 – 10%)
Adjusted EPS	\$0.75	\$0.80 - \$0.85* (Growth of 7 - 13%)
Leverage Ratio	3.9x	\sim 3x* (Improvement of \sim 1 full turn)



Effective tax rate of ~27% expected



^{*} Guide assumes effective net settlement of warrants which expire in November 2021 and no additional share repurchases



Long-Term Growth Drivers

Tailwinds Support Future Long-Term Growth



Leading Peer Group Performance

Indulgent Snacking Treats is the Fastest Growing Snacking Sub-Segment¹



Growing Repeat Consumers Ahead of the Category



Strong Innovation
Pipeline with
Opportunities for
Expansion within
Existing Categories



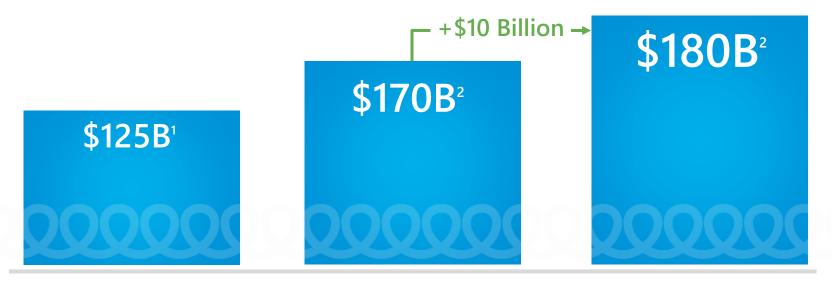
Broad Reach Across Channels with Highest Distribution in SBG



A Growing Snacking Market Presents a Wide Range of Opportunities



Snacking Market Growth



2017 2020 2022E

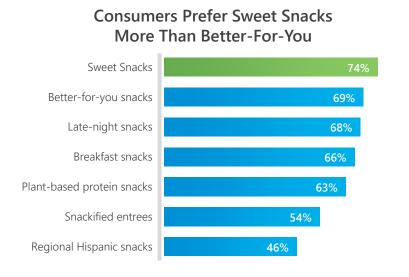
Sweet Indulgence Is Still King In Snacking

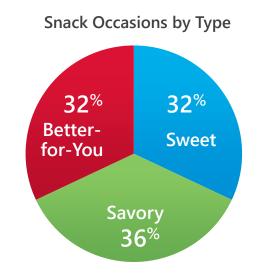


Well Positioned to Capture Top Consumer Preferences



Snack preference is for Sweet Snacks





Strong Brand and Attracting New Buyers



Hostess® Has Over 90% Brand Awareness



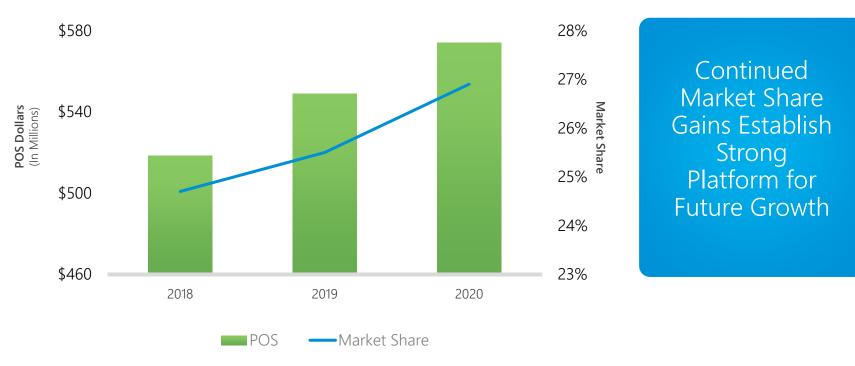


Convenience Channel Continued Growth



Leading Market Share at All-Time High

Convenience POS and Market Share

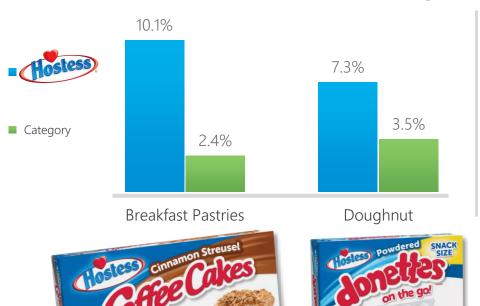


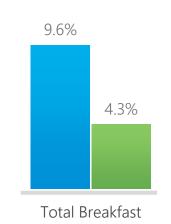
Hostess® Breakfast Outperforming Category Hostess



Growth in \$3.6 Billion Breakfast Sub-Category Driven by Strong Performance in Pastries and Doughnuts

POS Dollars Growth QTD vs Prior Year









Exciting Upcoming Innovation Slate



Strong Track Record of Success with 5.8% Increase in 3-Year Rolling Innovation Net Revenue Contribution vs. PY

New Platforms

Expanding into New Consumer Need States Targeting Younger Consumers

Expanding Breakfast

Accelerating Growth within Fastest Growing Subsegment of Category

Voortman Channel Expansion

Penetrating Convenience Channel with Single-serve Usage Occasion

Core Development

Building on Iconic Brand Favorites with Flavor Extensions

Limited-Time-Offers

Keeping Products Relevant and Engaging for Consumers











Voortman Phases of Growth



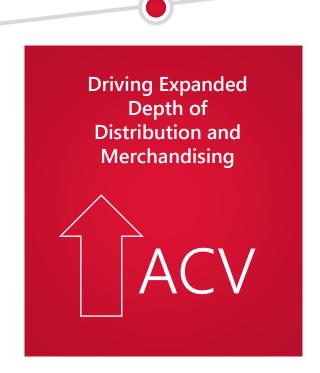
Successfully Executing Against Building Blocks for Accretive Growth



1H 2020

Transition to Warehouse
Distribution Model and
Integration into Hostess
Operations Securing
Cost Synergies



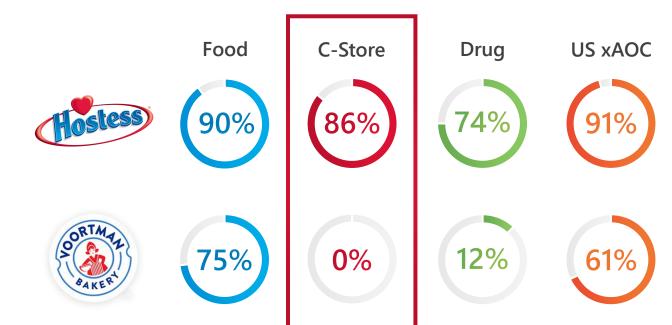




Turning on the Voortman Growth Engine



Driving Increased Distribution through Expansion Into Convenience Channel and Increasing LTOs in 2021



Additional Voortman Revenue Growth Opportunities

- Distribution gains in existing channels
- Increase SKU counts at existing retailers
- Expand into undeveloped Convenience channel

Activating Brand to Accelerate Growth



Developing More Brand Activation Activities for Future Growth

120%
Increase in Consumer
Engagement vs. YA



Driving Brand Activation Through Increasing Presence in Social and Other Media Outlets

CON TO SEED S

Building **eCommerce**presence through
Digital Shelf
Optimization





At Hostess Brands...

We delight consumers and build iconic brands supported by our core competencies to drive profitable growth

Our Growth Strategy



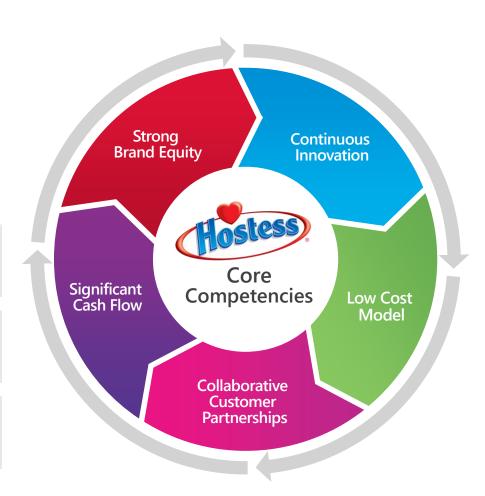
Strengthening our core Hostess brand and expanding into adjacent categories through innovation and strong partnerships with our customers



Leveraging our highly efficient and profitable business model



Executing strategic acquisitions to accelerate growth while effectively managing our capital structure





A Sustainable, Profitable Growth Story

Objective: Long-term leading performance in our peer group



Organic Revenue
Growth
Top Quartile of
Peer Group¹



Adjusted EBITDA
Margin
Top Quartile of
Peer Group¹



Free Cash Flow
Conversion²
Top Quartile of
Peer Group¹



Delivering Industry-Leading Total Shareholder Returns

^{1.} Peer group defined as S&P Composite 1500 Packaged Foods and Meats Sub Index.

^{2.} Free Cash Flow conversion is defined as (operating cash flow- capital expenditures)/net income.



Appendix

Non-GAAP Reconciliations



	Three Months Ended December 31, 2020							Three Months Ended December 31, 2019					
	Net	Gross	Operating	Net	Class A	Diluted	Net	Gross	Operating	Net	Class A	Diluted	
	Revenue	Profit	Income	Income	Net Income	EPS	Revenue	Profit	Income	Income	Net Income	EPS	
GAAP Results	\$ 256.0	\$ 95.8	\$ 44.2	\$ 24.4	\$ 23.6	\$ 0.18	\$ 216.7	\$ 70.8	\$ 39.5	\$ 23.6	\$ 21.7	\$ 0.17	
Non-GAAP adjustments:													
Foreign currency impacts		-	-	0.6	0.6	0.01	-	-	(7.1)	(7.1)	(6.7)	(0.07)	
Acquisition, disposal and integration related costs (1)	-	-	0.3	0.3	0.3	-	-	-	2.0	1.9	1.8	0.02	
Facility transition costs (2)	_	-	-	-	-	-	-	4.5	5.9	5.9	5.6	0.06	
Tax Receivable Agreement Remeasurement	-	-	0.2	0.2	0.2	-	-	-	(1.1)	(1.1)	(1.1)	(0.01)	
Impairment of property and equipment	_	-	3.0	3.0	2.9	0.02	-	-	0.5	0.5	0.5	-	
Remmeasurement of tax liabilities	-	-	-	0.8	0.8	0.01	-	-	-	(0.9)	(0.9)	(0.01)	
Loss on debt refinancing	-	-	-	-	-	-	-	-	-	0.5	0.5	-	
Other	-	-	-	0.5	0.5	-	-	-	-	(0.1)	(0.1)	-	
Tax impact of adjustments		-	-	(1.1)	(1.1)	(0.01)		-	-	(0.4)	(0.4)	-	
Adjusted Non-GAAP results	\$ 256.0	\$ 95.8	\$ 47.7	\$ 28.7	\$ 27.8	\$ 0.21	\$ 216.7	\$ 75.3	\$ 39.7	\$ 22.8	\$ 20.9	\$ 0.16	
Income tax				8.7						7.3			
Interest expense				10.3						9.5			
Depreciation & amortization				13.9						10.7			
Share-based compensation			_	2.1						2.1			
Adjusted EBITDA				\$ 63.7						\$ 52.4			

^{1.} Acquisition, disposal and integration operating costs are included in other operating expenses on the consolidated statement of operations for the three months December 31, 2020.

^{2.} Facility transition operating costs are included in general and administrative expenses on the consolidated statement of operations for the three months ended December 31, 2019

Non-GAAP Reconciliations



		Twelve M	onths Ende	ed Decem	ber 31, 202	Twelve Months Ended December 31, 2019						
	Net	Gross	Operating	Net	Class A	Diluted	Net	Gross	Operating	Net	Class A	Diluted
	Revenue	Profit	Income	Income	Net Incom	e EPS	Revenue	Profit	Income	Income	Net Income	EPS
GAAP Results	\$ 1,016.6	\$ 355.6	\$ 135.3	\$ 68.4	\$ 64	7 \$ 0.51	\$ 907.7	\$ 299.8	\$ 136.1	\$ 77.6	\$ 63.1	\$ 0.55
Non-GAAP adjustments:												
Foreign currency impacts	-	-	-	2.1	2.0	0.02	-	-	(7.1)	(7.1)	(6.7)	(0.07)
Acquisition, disposal and integration related costs (1)	6.8	8.0	29.2	29.2	27.	6 0.22	-	1.6	5.5	5.5	5.1	0.05
Facility transition costs (2)	-	3.7	5.7	5.7	5	0.04	-	9.4	12.1	12.1	11.4	0.1
Tax Receivable Agreement Remeasurement	-	-	0.8	0.8	0.8	3 -	-	-	0.2	0.2	0.2	-
Impairment of property and equipment	-	-	3.0	3.0	2.9	0.02	-	-	1.9	1.9	1.9	0.02
Special employee incentive compensation (2)	-	-	-	-	-	-	-	-	1.9	1.9	1.8	0.02
COVID-19 costs (3)	-	2.1	2.3	2.3	2.	0.02	-	-	-	-	-	-
Remeasurement of tax liabilities	-	-	-	(0.5)	(0.5	j) -	-	-	-	(4.6)	(4.6)	(0.05)
Loss on debt refinancing	-	-	-	-	-	-	-	-	1.5	2.0	1.9	0.02
Other	-	-	0.1	1.8	1.	7 0.01	-	-	-	1.2	1.2	0.01
Tax impact of adjustments	-	-	-	(10.9)	(10.9	9) (0.09)	-	-	-	(3.9)	(3.9)	(0.04)
Adjusted Non-GAAP results	\$ 1,023.4	\$ 369.4	\$ 176.4	\$ 101.9	\$ 95	9 \$ 0.75	\$ 907.7	\$ 310.8	\$ 152.1	\$ 86.8	\$ 71.4	\$ 0.61
Income tax				31.8						25.4		
Interest expense				42.8						39.9		
Depreciation & amortization				54.9						43.4		
Share-based compensation				8.7						9.2		
Adjusted EBITDA				\$ 240.1						\$ 204.7	-	

^{1.} Acquisition, disposal and integration operating costs include \$8.0 million of selling expense, \$8.9 million of general and administrative expenses and \$4.3 million of business combination transaction costs for the twelve months ended December 31, 2020.

^{2.} Special employee incentive compensation and facility transition operating costs are included general and administrative expenses on the consolidated statement of operations for the twelve months ended December 31, 2020 and 2019.

^{3.} COVID-19 operating costs are included in general and administrative expenses on the consolidated statement of operations for the twelve months ended December 31, 2020. Total COVID-19 non-GAAP adjustments primarily consist of costs of incremental cleaning and sanitation, personal protective equipment and employee bonuses.