

## Annual Shareholders Meeting June 5, 2017

Wolfgang H. Dangel President & CEO

Tricia L. Fulton Chief Financial Officer

# Defined Vision / Designed Transformation BEYOND HYDRAULCS

www.sunhydraulics.com

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NASDAQ: SNHY



This presentation and oral statements made by management in connection herewith that are not historical facts are "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934.

Forward-looking statements involve risks and uncertainties, and actual results may differ materially from those expressed or implied by such statements. They include statements regarding the intent, belief or current expectations, estimates or projections of the Company, its Directors or its Officers about the Company and the industry in which it operates, and assumptions made by management, and include among other items, (i) the Company's strategies regarding growth, including its intention to develop new products and make acquisitions; (ii) the Company's financing plans; (iii) trends affecting the Company's financial condition

or results of operations; (iv) the Company's ability to continue to control costs and to meet its liquidity and other financing needs;

(v) the declaration and payment of dividends; and (vi) the Company's ability to respond to changes in customer demand domestically and internationally, including as a result of standardization. Although the Company believes that its expectations

are based on reasonable assumptions, it can give no assurance that the anticipated results will occur.

Important factors that could cause the actual results to differ materially from those in the forward-looking statements include, among other items, (i) the economic cyclicality of the capital goods industry in general and the hydraulic valve and manifold industry in particular, which directly affect customer orders, lead times and sales volume; (ii) fluctuations in global business conditions, including the impact of economic recessions in the U.S. and other parts of the world, (iii) conditions in the capital markets, including the interest rate environment and the availability of capital; (iv) changes in the competitive marketplace that could affect the Company's revenue and/or costs, such as increased competition, lack of qualified engineering, marketing, management or other personnel, and increased labor and raw materials costs; (v) risks related to the integration of the businesses of the Company and Enovation Controls; (vi) changes in technology or customer requirements, such as standardization of the cavity into which screw-in cartridge valves must fit, which could render the Company's products or technologies noncompetitive or obsolete; (vii) new product introductions, product sales mix and the geographic mix of sales nationally and internationally; and (viii) changes relating to the Company's international sales, including changes in regulatory requirements or tariffs, trade or currency restrictions, fluctuations in exchange rates, and tax and collection issues. Further information relating to factors that could cause actual results to differ from those anticipated is included but not limited to information under the headings Item 1. "Business," Item 1A. "Risk Factors," and Item 7. "Management's Discussion and Analysis of Financial Conditions and Results of Operations" in the Company's Form 10-K for the year ended December 31, 2016. The Company disclaims any intention or obligation to update or revise forward-looking statements, whether as a result of new information, future events or otherwise.

# **Sun hydraulics** Growing Global Industrial Technology Leader

- Hydraulics market 

   leading manufacturer of high-performance screw-in hydraulic cartridge valves, electro-hydraulics, manifolds and integrated package solutions
- Electronics market 
   *j* global provider of innovative electronic control, display and instrumentation solutions for recreational and off-highway vehicles, stationary and power generation equipment

Founded: 1970	IPO: 1997	NASDAQ: SN							
Market Capitalization	\$1.17 billion	Common Shares Outstanding	27.0 million						
Recent Price	\$43.44	Regular Annualized Dividend/Yield	\$0.36/0.8%						
52 Week Range	\$27.67-\$43.52	Institutional Ownership	80.6%						
Average Trading Volume (Trailing three months)	122.8k	Insider Ownership	12.9%						
Market Data as of 6/1/2017 (Source: Bloomberg); Ownership as of 3/31/2017, updated for latest filing									

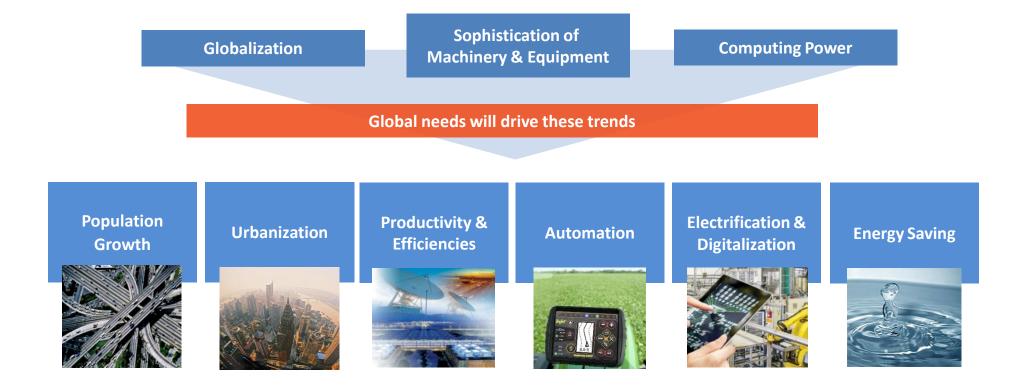


Achieve global technology leadership in the industrial goods sector by 2025 with critical mass exceeding \$1B in sales (with minimum doubling of Sun cavity solution sales) while maintaining superior profitability & financial strength.

- Acquisition strategy
  - Technology/product expansion
  - Electronics focus
  - Geographic market diversity
  - Targeted revenue \$50-\$150 million per acquisition
  - In line with Sun's historic profitability profile

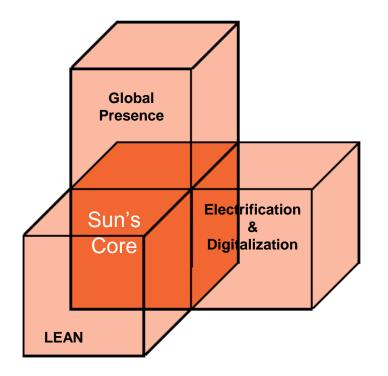


# Megatrends Impacting the Future Capital and Industrial Goods Market



**Comprehend the threats & opportunities and then align** 





Maintain and improve upon the core competencies

Expand our electronic and digital capabilities

Act on opportunities where we can grow in both new and existing geographic regions

Accelerating lean efforts



## Smart solutions for demanding applications



Hydraulics & Electro-Hydraulics for mobile & industrial applications



Electronic Controls & Displays for power control and vehicle technology applications

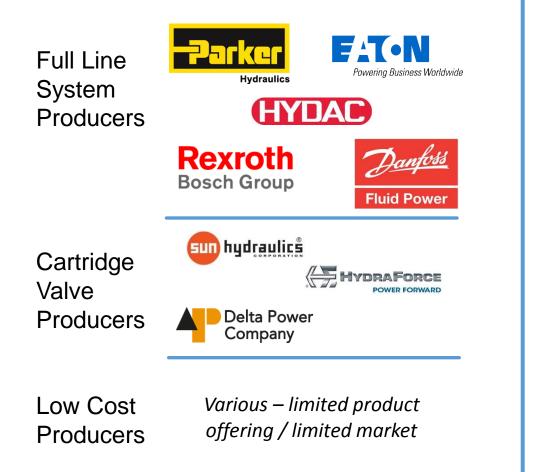


## Global reach, local presence



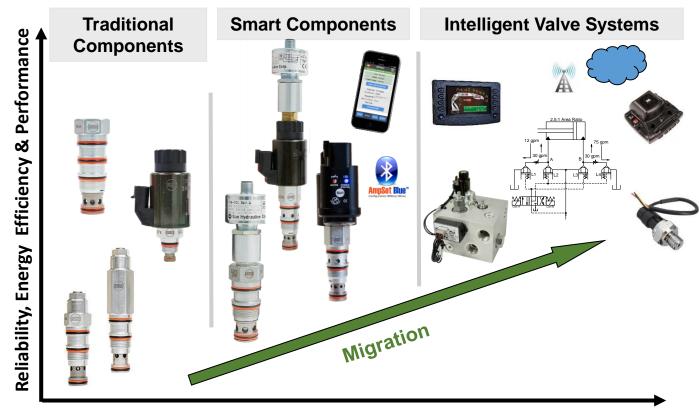


## **Hydraulics**



## **Electronics** -Parker Large **GARMIN** Multi-national Companies ENOVATION CONTROLS MEDALLION Small Niche crosscontrol Companies ΤΟΡΟΟΛ CONTROLS

# **Future Product Development Migration** (Hydraulics & Electronics)



**Investment Cost** 



- Enovation Controls acquisition December 5, 2016
  - Purchase price: \$200 million cash plus earnout
  - 2016 Proforma \$83 million revenue, \$16 million EBITDA
  - Leading provider of electronic control, display & instrumentation solutions
  - Expands Sun's reach access to new high growth markets
- Organic investments to support strategic growth plan
  - Global leadership team
  - Evolved product development process
  - Increasing channel partner and customer interaction
  - Initiated formal lean enterprise program

## **Vision 2025**

\$1 billion in sales, superior profitability and financial strength



- Enovation Controls Phase 1 Integration Plan Progress:
  - On track to achieve 2017 forecast
  - Leveraging knowledge of market intelligence between sales, engineering and purchasing groups of historical Sun and Enovation Controls' personnel
  - Process to develop concrete path to attain planned revenue and cost synergies well underway
  - Exchange of technology know-how for joint product development has begun as scheduled

## **Vision 2025** \$1 billion in sales, superior profitability and financial strength



# Hydraulics Segment Overview

Nasdaq: SNHY

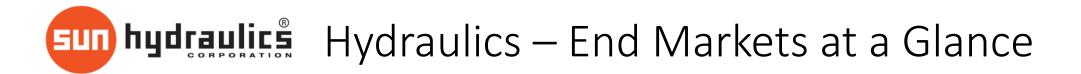


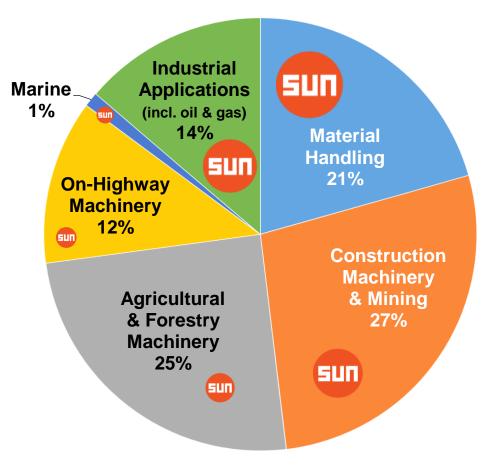
**\$25 Bn** Total Hydraulics Market



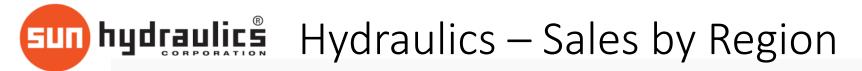
- Total Hydraulics Includes complete systems and everything that goes into them (i.e. pumps, motors, reservoirs, valves, actuators, hose lines, etc.)
- Hydraulic Valves Comprised of various types of hydraulic valves (i.e. mobile, industrial, and screw-in cartridge valves)
- Compact Hydraulics smaller, lighter, faster, and more efficient

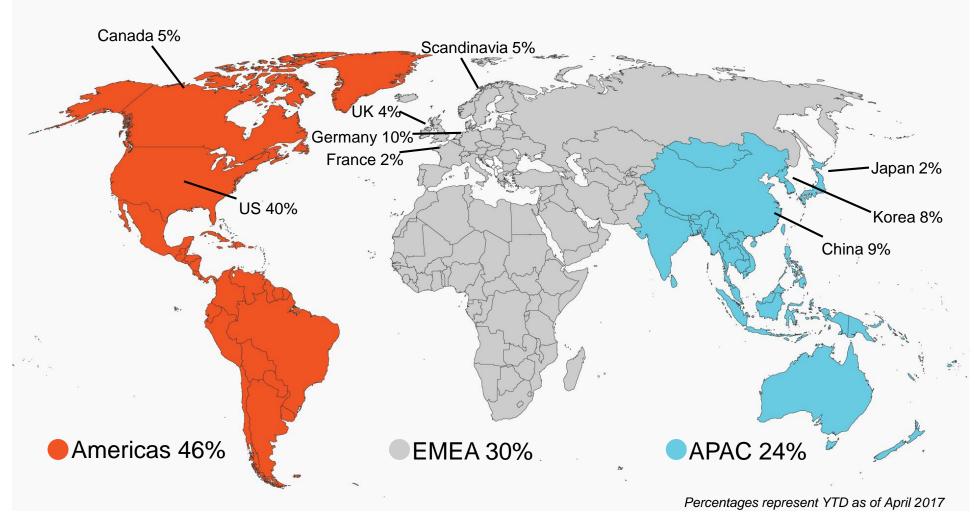
Amounts are Company estimates





Market size percentages are Company estimates; Sun bubbles within each slice represent proportionate market share







## **Electronics Segment Overview**

Nasdaq: SNHY



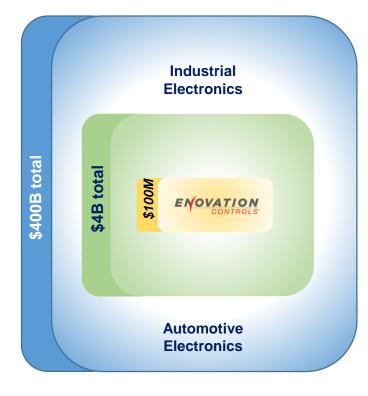


- Closed on December 5, 2016
- Privately held provider of electronic control, display and instrumentation controls
- The Power Controls and Vehicle Technology business is a leading provider of electronic controls

Meets	Improves and expands technology offering						
Long-Term Strategic Vision	<ul> <li>Offers integrated solution of electronics plus hydraulics</li> </ul>						
	<ul> <li>Advances electrification and digitalization offering across platform</li> </ul>						
	New end markets such as stationary						
Diversifies Sun	equipment, power generation, off-highway and recreational vehicles						
	<ul> <li>Diversification through added technologies</li> </ul>						
	<ul> <li>Provides entry to highly sophisticated, specialized markets</li> </ul>						
	Experienced electronic and software						
	engineering team						
Adds Talent	<ul> <li>Sales team with strong customer relationships and insights</li> </ul>						
	<ul> <li>Track record of new product development and technical innovation</li> </ul>						

Expands Sun's technology offering with access to new high growth markets

# **Sun hydraulics** Electronic Controls Industry at a Glance



Amounts are Company estimates

### **Total Electronic Controls Market: \$400B**

- \$200B Industrial Electronics
- \$200B Automotive Electronics

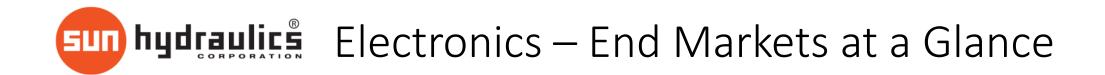
## Power Controls (PC) & Vehicle Technologies (VT) Markets: \$4B

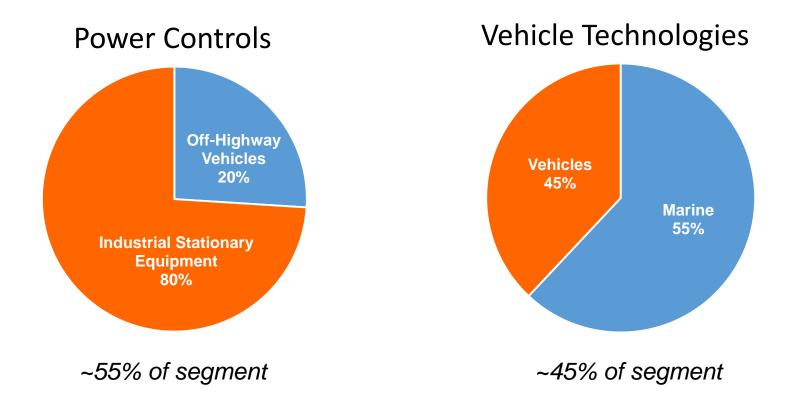
- \$2B Instrumentation Clusters and Panels, Industrial and Mobile Controllers, Battery Chargers, Harnesses, Sensors, Displays, Gages
- \$2B Infotainment Displays, Power Distribution, Engine Controls, Telematics, GPS

### Enovation Market Share: \$100M

 Displays, infotainment and controllers for PC & VT markets

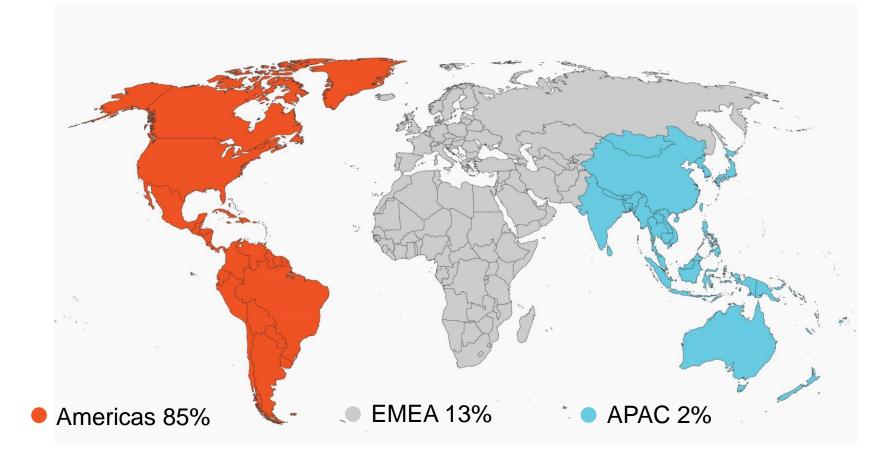
Gaining market share – significant addressable market opportunity





Percentages are based on Company estimates





Percentages represent YTD as of April 2017















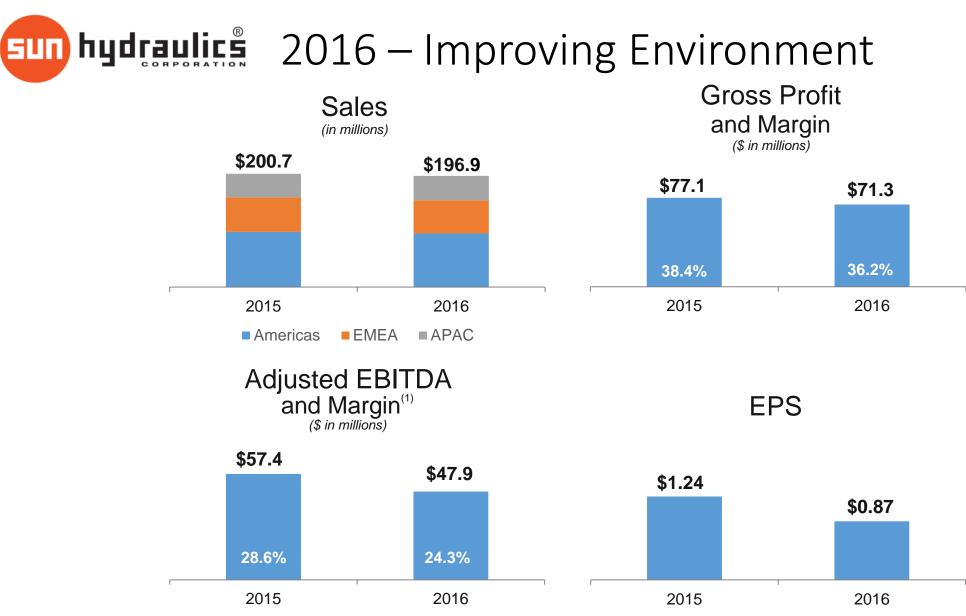
#### Pause to watch video

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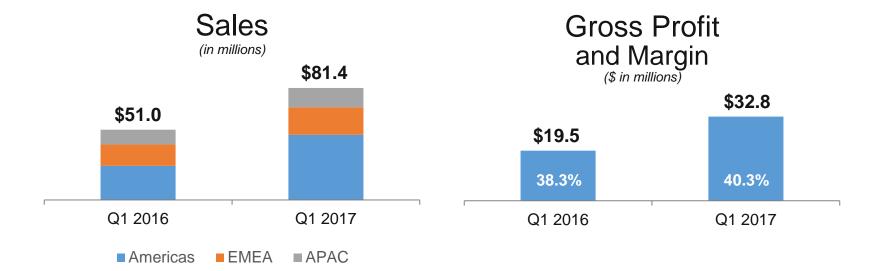
## **Financial Overview**

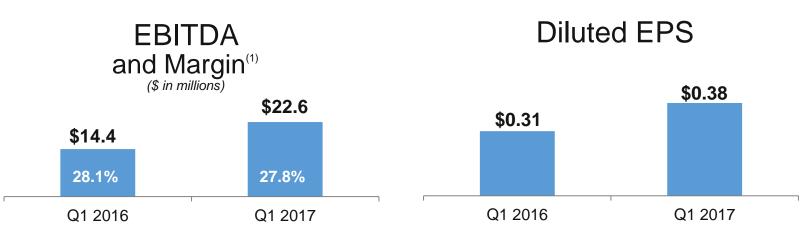
Nasdaq: SNHY



<sup>(1)</sup> See supplemental slide for Adjusted EBITDA reconciliation and other important disclaimers regarding Sun's use of Adjusted EBITDA





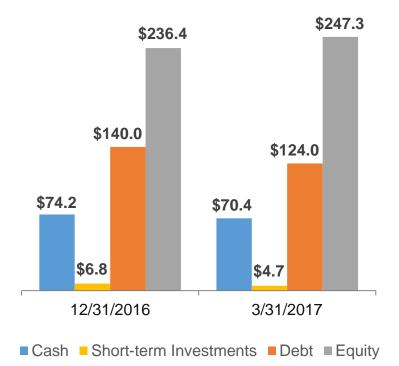


<sup>(1)</sup> See supplemental slide for EBITDA reconciliation and other important disclaimers regarding Sun's use of EBITDA

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(in millions)



- Generated \$12.4 million of cash from operating activities in 2017 first quarter, a 19% increase over prior-year quarter
- \$16 million of debt paid down in Q1 2017
  - \$176 million available on revolving credit facility, subject to leverage ratios
- Ongoing quarterly dividend anticipated
  - \$0.09 per share



- Consolidated revenue
  - Hydraulics segment revenue
  - Electronics segment revenue
- Consolidated operating margin
- Consolidated interest expense
- Effective tax rate
- Capital expenditures
- Depreciation
- Amortization

\$295 - \$310 million \$205 - \$215 million \$90 - \$95 million 20% - 22%<sup>(2)</sup> \$4.2 - \$4.7 million 32% - 34% \$8 - \$10 million \$12 - \$13 million \$8 - \$9 million

(2) Operating margin is before acquisition-related amortization expense

<sup>(1) 2017</sup> guidance provided as of February 27, 2017



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# **Supplemental Information**

Nasdaq: SNHY



High-Performance, Reliable Fluid Power Control



CVT = Cartridge Valve Technology















	Three Months Ended						
(\$ in thousands)	A	April 1, 2017	April 2, 2016				
Sales:							
Hydraulics	\$	54,122	\$	50,183			
Electronics		27,231		845			
Consolidated	\$	81,353	\$	51,028			
Gross profit and margin:							
Hydraulics	\$	22,120	\$	19,263			
•		40.9%		38.4%			
Electronics		12,449		278			
		45.7%		32.9%			
Corporate and other		(1,774)		-			
Consolidated	\$	32,794	\$	19,541			
		40.3%		38.3%			
Operating income and margin:							
Hydraulics	\$	13,772	\$	11,926			
		25.4%		23.8%			
Electronics		6,236		(40)			
		22.9%		-4.8%			
Corporate and other		(4,224)		-			
Consolidated	\$	15,784	\$	11,886			
		19.4%		23.3%			



2017 Sales by Geographic Region and Segment

(\$ in millions)

		%
	Q1	of Total
Americas:		
Hydraulics	\$ 24.7	
Electronics	22.6	
Consol. Americas	47.3	58%
EMEA:		
Hydraulics	17.1	
Electronics	3.0	
Consol. EMEA	20.1	25%
APAC:		
Hydraulics	12.3	
Electronics	1.7	
Consol. APAC	14.0	17%
Total	\$ 81.4	

#### 2016 Sales by Geographic Region and Segment

(\$ in millions)

(\$ 11111110113)														
		%			%			%		%				%
	Q1	of Total		Q2	of Total		Q3	of Total		Q4	of Total	2	2016	of Total
Americas:														
Hydraulics	\$ 23.9		\$	22.5		\$	20.6		\$	21.1		\$	88.1	
Electronics	0.8			0.9	_		0.8			4.2			6.7	
Consol. Americas	24.7	48%		23.4	46%		21.4	47%		25.3	51%		94.8	48%
EMEA:														
Hydraulics	15.7			15.8			14.0			12.8			58.2	
Electronics	-			-	_		-			0.5			0.5	
Consol. EMEA	15.7	31%		15.8	31%		14.0	31%		13.3	27%		58.7	30%
APAC:														
Hydraulics	10.6			11.6			9.8			11.1			43.2	
Electronics	-			-	_		-			0.2			0.2	
Consol. APAC	10.6	21%		11.6	23%		9.8	22%		11.3	23%		43.4	22%
Total	\$ 51.0		\$	50.8	-	\$	45.2		\$	49.9		\$	196.9	



**Three Months Ended** Year Ended April 1, December 31, April 2, January 2. 2017 2016 2016 2016 10,211 \$ \$ 8,208 \$ 23,304 \$ 33,138 Net income..... + Net interest expense (income)...... 625 (372) (790) (1, 422)3,988 + Income taxes..... 4,928 11,597 16,092 + Depreciation and amortization...... 6,865 2,527 12,339 9,557 + Acquisition related expenses...... 1,500 Adjusted EBITDA.....\$ 22,629 14,351 \$ 57,365 47,950 \$ \$ 27.8% 24.3% Adjusted EBITDA margin..... 28.1% 28.6%

#### Non-GAAP Financial Measure:

Adjusted EBITDA is defined as consolidated net income before net interest expense/income, income taxes, depreciation and amortization and acquisition related expenses. Adjusted EBITDA margin is Adjusted EBITDA divided by sales. Adjusted EBITDA and Adjusted EBITDA margin are not measures determined in accordance with generally accepted accounting principles in the United States, commonly known as GAAP. Nevertheless, Sun believes that providing non-GAAP information such as Adjusted EBITDA margin are important for investors and other readers of Sun's financial statements, as they are used as analytical indicators by Sun's management to better understand operating performance. Because Adjusted EBITDA and Adjusted EBITDA margin are thus susceptible to varying calculations, Adjusted EBITDA and Adjusted EBITDA margin, as presented, may not be directly comparable to other similarly titled measures used by other companies.