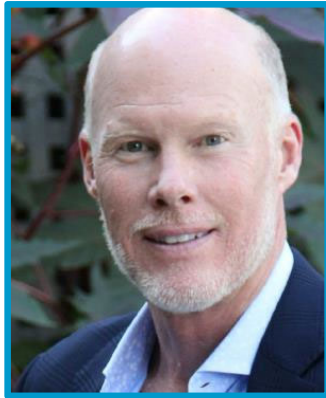

TENNANT COMPANY

Earnings Release Conference Call
Third Quarter 2019

Wednesday, October 30, 2019

| On the Call Today



Chris Killingstad
President and CEO



Keith Woodward
Senior VP and CFO

Forward-Looking Statements & Non-GAAP Measures

Our remarks this morning and our answers to questions may contain forward-looking statements regarding the company's expectations of future performance. Such statements are subject to risks and uncertainties, and our actual results may differ materially from those contained in the statements. These risks and uncertainties are described in today's news release and the documents we file with the Securities and Exchange Commission. We encourage you to review those documents, particularly our Safe Harbor statement, for a description of the risks and uncertainties that may affect our results.

Additionally, on this conference call we will discuss non-GAAP measures that include or exclude special or non-operational items. For each non-GAAP measure, we also provide the most directly comparable GAAP measure. There were special non-GAAP items in the Third quarter of 2018 and 2019. Our 2019 Third quarter earnings release includes a reconciliation of these non-GAAP measures to our GAAP results.

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Third Quarter 2019 – Overview

Organic Growth of
2.8%

EBITDA 11.2%
Up 50 bps

Balancing
reasonable growth
with stronger
EBITDA expansion

Third Quarter 2019 – Strategic Pillars

Winning where we have a competitive advantage

- Evaluating all aspects of business portfolio:
 - Products
 - Geographies
 - Channels
 - Customers

Reducing complexity and building scalable processes

- Across products and operational/business processes
 - Machine configurations
 - High-demand options
 - Manufacturing and selling efficiencies

Building on our position as an innovation leader

- Creative, new and compelling solutions to customers facing
 - Labor pressures
 - Health and cleanliness
 - Sustainability goals

Generate the greatest value for our customers and shareholders

Third Quarter 2019 – Product Exits



ATLV – all-terrain outdoor vacuum



Sentinel – outdoor vacuum sweeper

Third Quarter 2019 – Products

Optimizing the Portfolio: Product Exits

- Products required significant investment
- Changes are customer-centric and allow us to refocus investments
- Simplifying the decision-making process for sales teams and customers

Innovation: T7 Autonomous Machine

- Commercialized in Q4 2018
- Introducing to EMEA region this month

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Third Quarter 2019 – Sales | Adjusted EPS

Q3 '19 Organic Growth of +2.8%

	Q3 '19	Q3 '18	CHANGE
SALES	\$280.7 M	\$273.3 M	+2.7%
EPS Adjusted*	\$0.63	\$0.54	+16.7%

Q3 2019 Results

- Mixed end-market conditions
- Tough comparison to Q3 2018 of 6.1% organic growth
- Softness in European and Asia Pacific markets

Third Quarter 2019 – Geographies

The Americas

- Sales increased 6.2%, or +6.7% organically, driven by:
 - Broad-based strength across North America and Latin America
 - Strength in industrial equipment in Direct Channel
 - Continued strength in Service, Parts and Consumables
 - Autonomous T7 demand

EMEA

- Sales declined -6.2%, or -2.8% organically, driven by:
 - Continued market uncertainty across the region
 - Long-term plans remain on track

APAC

- Sales increased 5.1%, but declined -9.4% organically, driven by:
 - Softening in China market
 - Challenging comp with Q3 2018 at 10.6% organic growth

Third Quarter 2019 – Sales | Adjusted Gross Margin

	Q3 '19	Q3 '18	CHANGE
SALES	\$280.7 M	\$273.3 M	+2.7%
Gross Margin Adjusted*	40.8%	39.0%	+180 bps

2019 Adjusted Results

- 180 bps improvement
 - Positive pricing actions
 - Favorable sales mix
 - Lower freight costs
 - Cost-reduction efforts to offset macro headwinds

Third Quarter 2019 – Sales | S&A

	Q3 '19	Q3 '18	CHANGE
SALES	\$280.7 M	\$273.3 M	+2.7%
S&A Expense (% of sales) - Adjusted*	31.2%	30.3%	+90 bps

- Higher compensation and benefit costs due to stronger 2019 performance

Third Quarter 2019 – EBITDA | Other Financial Metrics

	Q3 '19	Q3 '18	CHANGE
Adjusted EBITDA*	\$31.4M	\$29.3 M	+7.2%
Adjusted EBITDA Margin*	11.2%	10.7%	+50 bps

Third Quarter Other Results

- Tax rate of 16.1%
- Cash from operations generation of \$35.3 million
- Cash dividends of \$4.0 million
- Reduced outstanding debt by \$12.0 million

2019 Guidance – Updates

- Full Year Sales of \$1.135 billion to \$1.145 billion (1.8% to 2.6% organic)
- Adjusted Earnings per Share of \$2.80 to \$2.90
 - GAAP Earnings per Share of \$2.40 to \$2.50
- Adjusted EBITDA of \$134 million to \$136 million
- Other Key Assumptions
 - Capital expenditures of approximately \$30 to \$35 million
 - Effective tax rate of approximately 16%

Raised EPS and EBITDA ranges due to success of operating model improvements while top-line lowered as a result of softening market conditions.

Questions

Thank You