



East Coast IDEAS Virtual Conference

June 21, 2023



Safe Harbor Statement

Information included in this presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These include financial expectations relating to the Astro Machine acquisition. Forward-looking statements are not statements of historical fact, but rather reflect our current expectations concerning the acquisition of Astro Machine LLC. These statements may include the use of the words “believes,” “expects,” “intends,” “plans,” “anticipates,” “likely,” “continues,” “may,” “will,” and similar expressions to identify forward-looking statements. Such forward-looking statements, include, but are but not limited to, the potential benefits of the Astro Machine acquisition. These statements involve risks, uncertainties and other factors, some of which are beyond our control, which may cause our actual results, performance or achievements to be materially different from those expressed or implied by such forward-looking statements. These risks, uncertainties and factors include, but are not limited to, (a) the risk we are unable to integrate Astro Machine's business and operations with and into AstroNova's existing business, (b) general economic, financial, industry and business conditions; (c) the continuing impact of the COVID-19 pandemic on us, our customers, our suppliers and the global economy; (d) competition in the specialty printer or data acquisition industries; (e) our ability to obtain adequate pricing for our products and control our cost structure; and (f) the other factors set forth in the Company's Annual Report on Form 10-K for the fiscal year ended January 31, 2023 and subsequent filings AstroNova makes with the Securities and Exchange Commission. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The reader is cautioned not to unduly rely on such forward-looking statements when evaluating the information presented in this presentation.

AstroNova: A Leader in Data Visualization Technology

Specialty printers and data acquisition systems that acquire, store, analyze, and present data in multiple formats

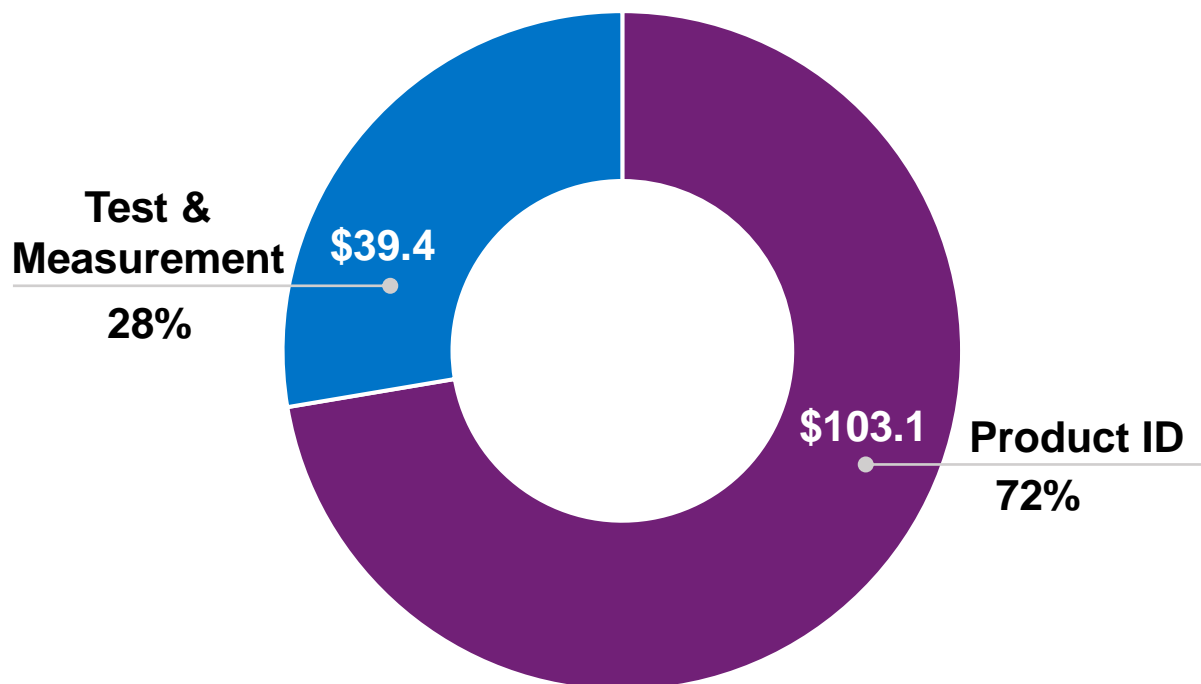
\$142.5 million
revenue in fiscal
2023

394 employees
in the U.S. Europe,
Canada, Asia and
Mexico

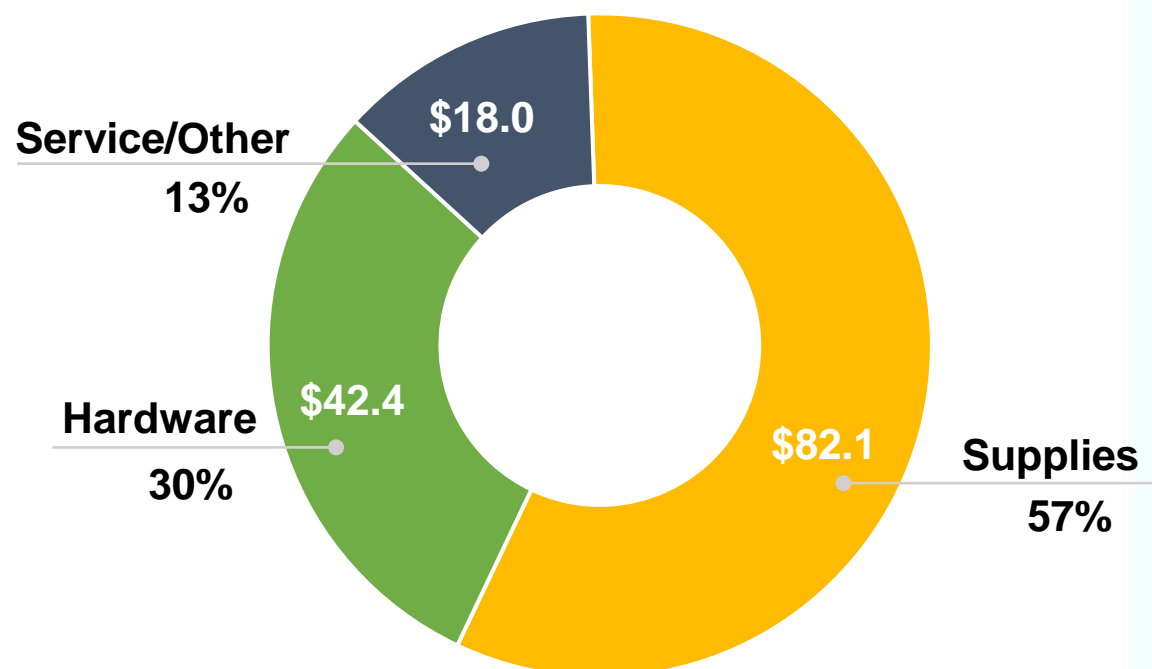
Customers in
150+ countries

Market Segmentation

Revenue by Segment – FY 2023
(\$ in millions)



Revenue by Type – FY 2023
(\$ in millions)



Key Elements of our Growth Playbook



Product Innovation



Strategic M&A



Operational Excellence



Geographic Expansion

Diverse Product Portfolio

Executing a Common Vision Across Three Lines of Business

AstroNova® Product Identification



- Professional Digital Color Label Presses
- Color Inkjet Label Printers
- Printing Equipment for Mailing and Labeling
- Digital LED Toner (EP) Printers
- Thermal Transfer Printers
- Media, Inks, Toner and Supplies
- Label Design and Management Software



AstroNova™ Aerospace

- Narrow-format Airborne Printers
- Wide-format Airborne Printers
- Airborne Ethernet Switches
- Aviation Printer Paper and Supplies
- Global Aviation Repair Facilities



AstroNova® Test & Measurement

- Data Acquisition Systems
- Data Recorders and Printers
- I/O Modules
- Data Visualization and Analysis Software
- Thermal Paper and Supplies

Track Record of Value-Generating Acquisitions

Feb. 2014

Acquired Miltope aerospace printer product line



Feb. 2017

Acquired TrojanLabel ApS, a European manufacturer of specialty printing systems



Aug. 2022

Acquired Astro Machine, a leader in printing technology for mailing and labeling applications

Jun. 2015

Acquired RITEC aerospace printer product line

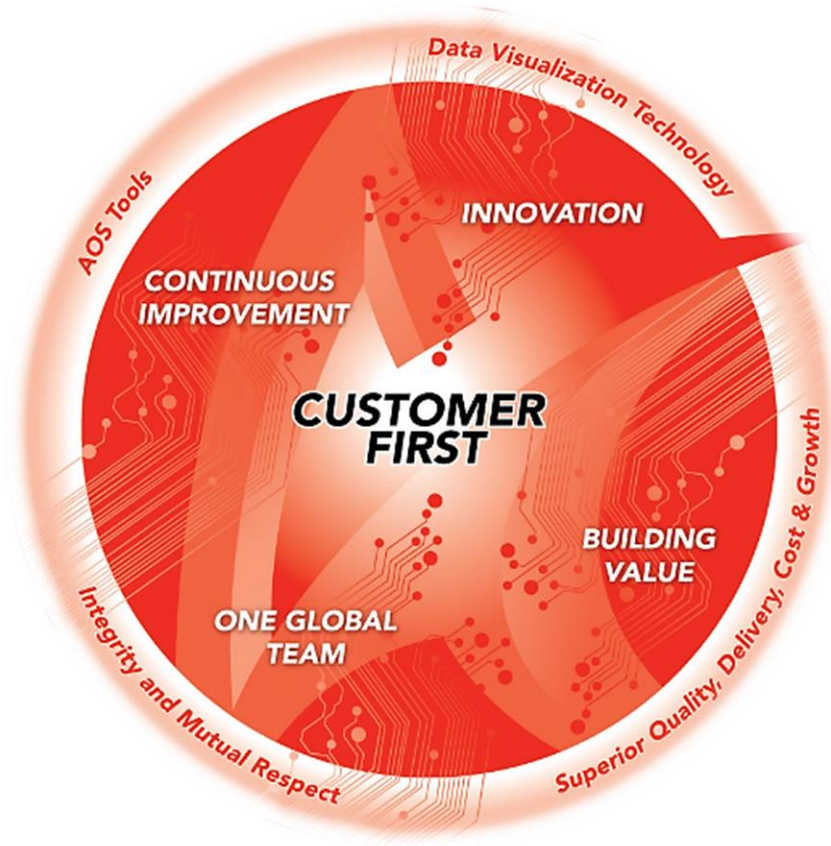


Sep. 2017

Acquired exclusive rights to manufacturer, market and service Honeywell International PTA-45B narrow-format cockpit data printer

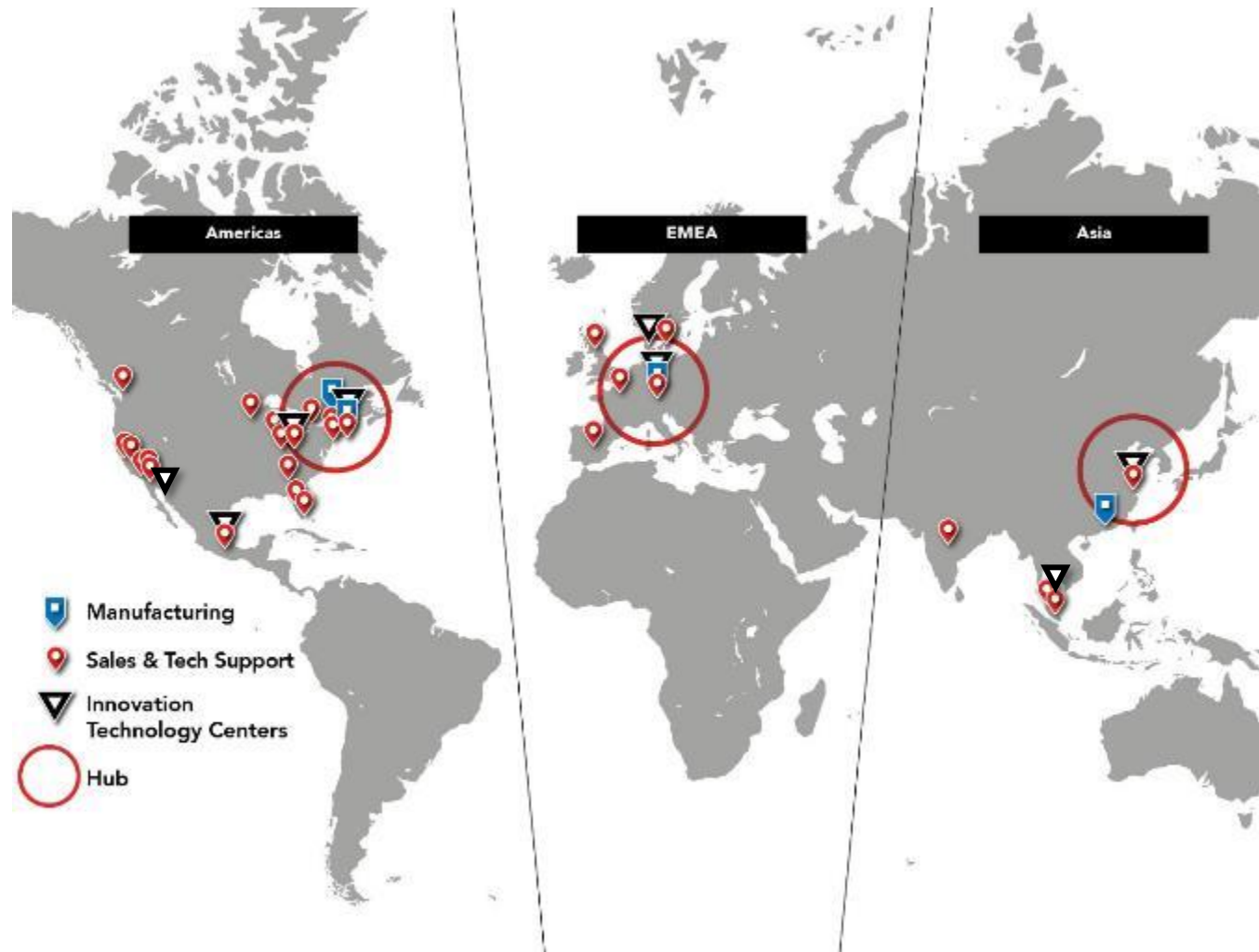


Applying AOS Tools Across The Organization

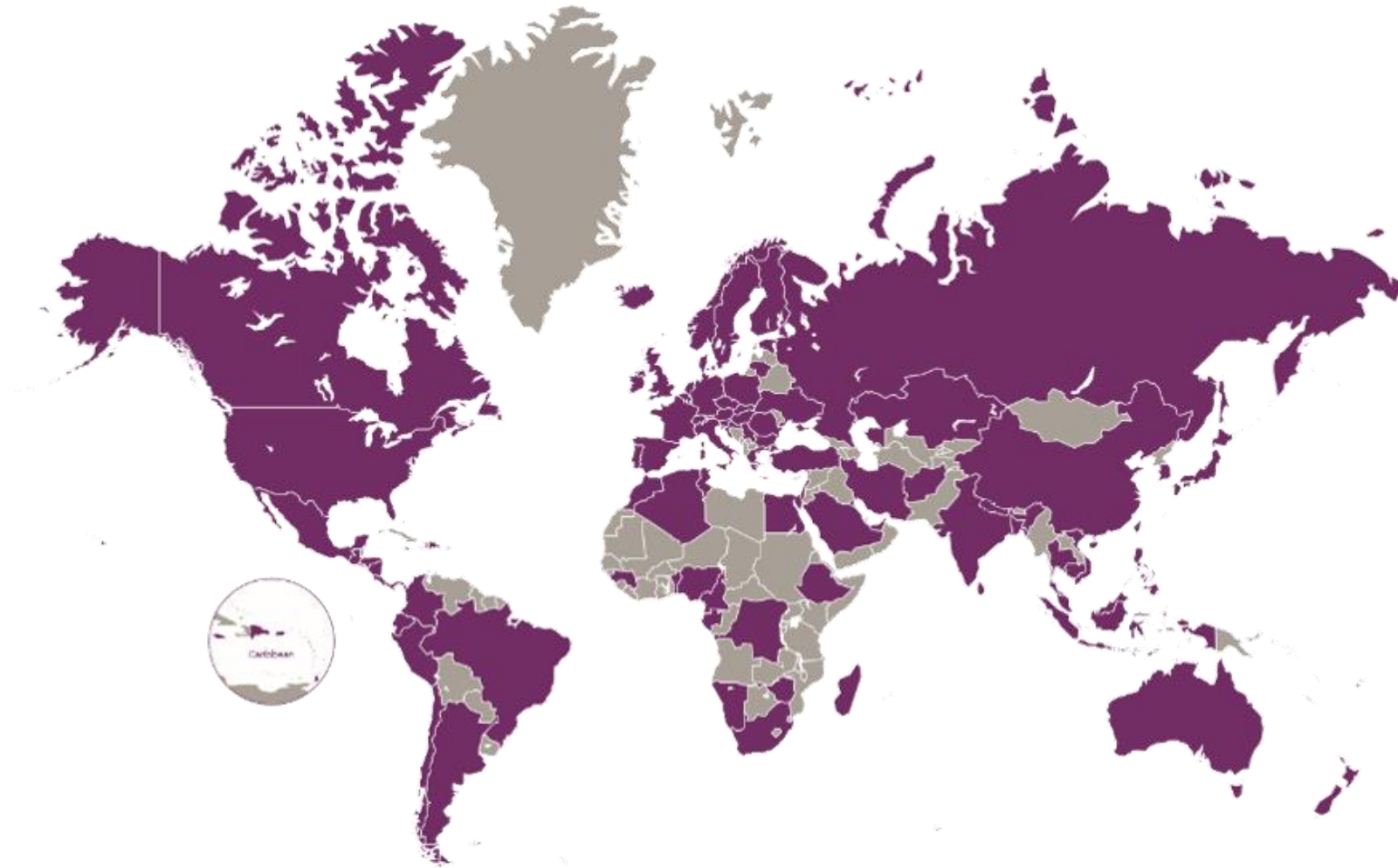


The AOS guides how we operate and ensures we drive sustainable value for all stakeholders.

International Presence



Worldwide Installed Base





AstroNova®
Product Identification

Acquisitions and New Products Expand our Addressable Market



Entry Level



Tabletop



Direct Mail and Promotional



Light Production



Overprinting Solutions

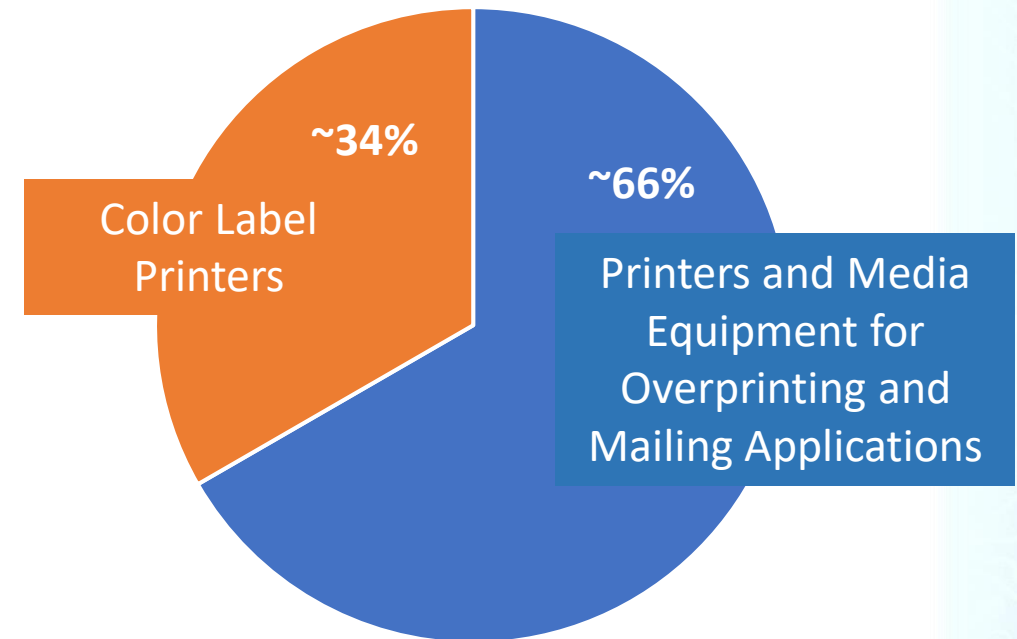
Astro Machine Acquisition Summary



ASTRO MACHINE CORP.

- Closed August 4, 2022
- Aggregate purchase price of \$17.1 million in cash
- Funded with borrowings from an amended version of our existing senior bank debt facilities.
- Adds 34,000 ft² engineering and manufacturing plant in Illinois
- Strong alignment with acquisition strategy
- Integration proceeding smoothly and as planned

Astro Machine Revenue Mix





Astro Machine Acquisition Rationale

Business Fit

- Extensive technology and engineering overlaps
- Additive product lines
- Highly complementary market channels
- High recurring revenue stream

History of Performance

- Established leadership in niche market
- Track record of consistent revenue and earnings growth
- Stable and growing relationships with market-leading customers

Strong Technology & Management

- Wide ranging digital printing and material handling technology
- Experienced Engineering Team
- Significantly expands our OEM business

Meets Financial Objectives

- Mid-single digits purchase price multiple
- FY and TTM revenues greater than acquisition price
- Accretive to EPS in first quarter of ownership



New Market Adjacency

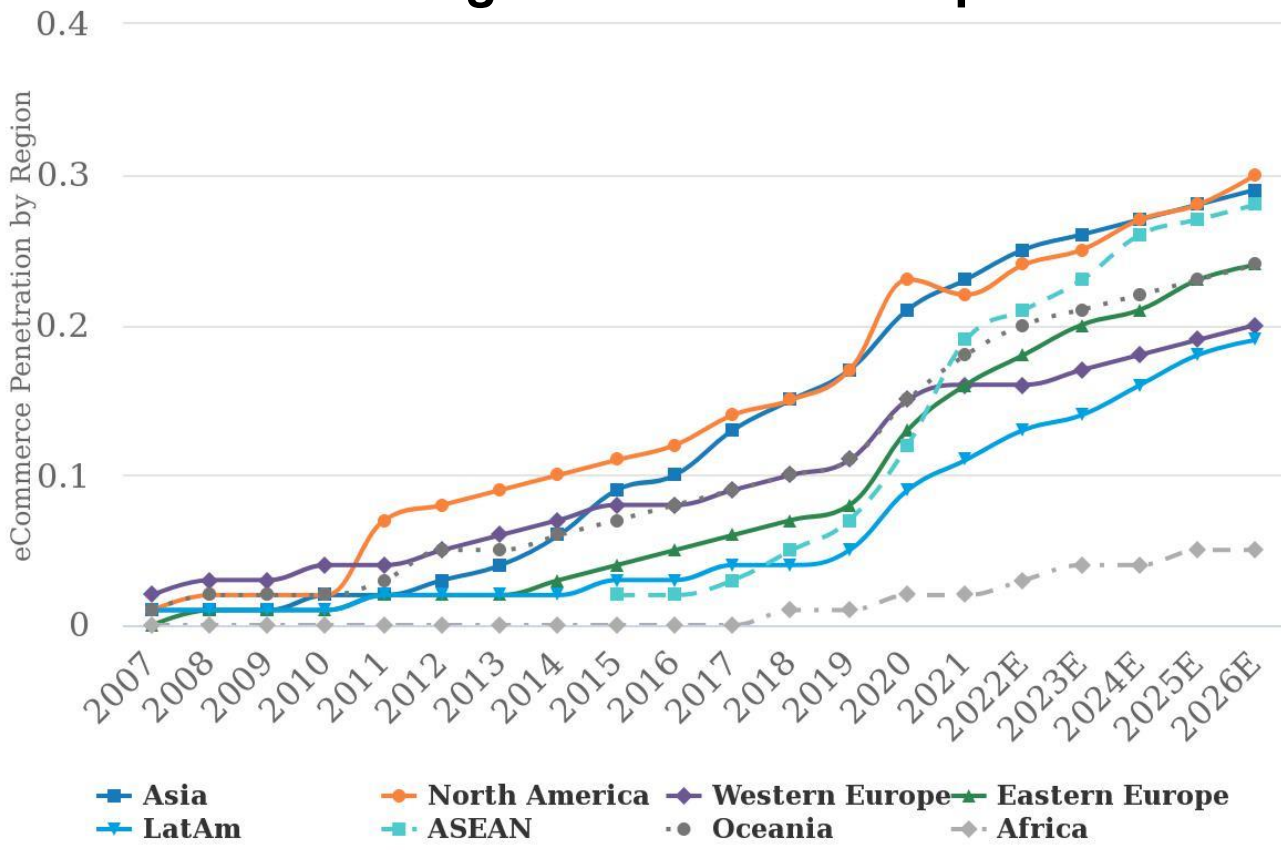
Direct Mail and Promotional Inserts





Branded Packaging Expected to Drive Growth in Mailing and Addressing Space

Growing E-Commerce Adoption



Source: Euromonitor, National Data Sources, Morgan Stanley Research Estimates

Branded Mailers and Packages

Packaging designs can optimize products for e-commerce by preventing damage, boosting productivity, and improving the consumer experience.

E-commerce-adopted packaging that could be ship-ready¹ with minimal added transport and protective packaging



Protection
E-commerce tested to prevent product damage



Tamper proof
Secure products against tampering



Rapid fill
Optimize speed and productivity for filling at e-retailer



Return
Design convenient packaging and system for returns



Optimized for e-commerce
Full packaging for e-commerce channel at lowest cost possible



Ship-ready
Ship-ready primary and secondary packaging merging



Unboxing
Improved consumer unboxing experience



Track and trace
Increase technology integration to allow track and trace

¹A combination of primary and secondary packaging offering minimal added transport and protective packaging.
Source: Expert interviews; McKinsey analysis

Technology Innovations Provide a Differentiated Product Experience for our Customers

Catalysts:

Mass customization, digital print for packaging, eCommerce, GHS labeling

How our PI Products Add Value

- Environmentally friendly inks
- Small- or large-volume, on-demand label production
- User-friendly operation
- World-class customer support
- High ROI

QL-300

4 Colors + White



T3-OPX

Direct-to-package
printing solutions



QL-120X

Industry-best
2-year warranty



The New QL-E100 Represents a Greenfield Opportunity for AstroNova

Product Advantages:

- User-friendly, compact, full-color tabletop label printer
- Combines benefits of professional printing with flexibility, simplicity, & affordability
- Best in Class 7" color touchscreen interface & internal image storage
- High-performance, water-based inks to consistently deliver bright, vibrant color

Market Opportunity:

- Game-changing design creates an additional opportunity to reach customers with smaller budgets, and those seeking to leverage advantages of in-house label printing
- Extends our industry-leading color labeling solutions in a large & growing segment

“Print professional-quality, customized labels at the touch of a button”





Representative Label Printing Markets



Representative Direct-to-Package Printing Markets

Custom Shipper Boxes & On-line Packaging



To-Go Meals & Take-Out Containers



Retail & Prepared Foods Packaging



Custom Printed Gifts



New Product ID E-Commerce Platform

- Dedicated site:
shop.astronovaproductid.com
- Printers, ink, toner, ribbons and replacement parts
- Easy-to-navigate site with Amazon-style convenience

QL-E100 COLOR LABEL PRINTER

SKU: 40790100 | ★★★★★ No Reviews yet



\$1,995.00

Quantity

1

ADD TO CART

ADD TO WISHLIST

✓ This item is IN STOCK Current Stock: 5

DETAILS

QL-E100 COLOR LABEL PRINTER

Print Volume: Up to 3,000/week

Print Resolution: 1200 dpi

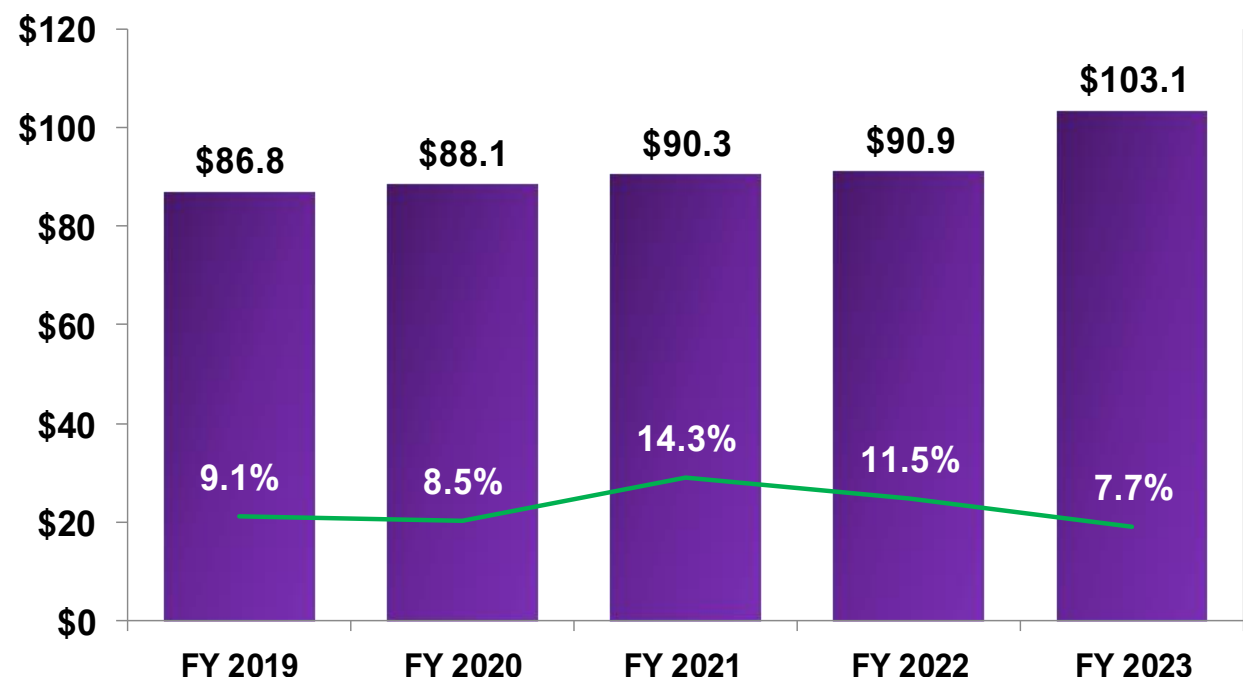
Max Print Width: 4.17" (108 mm)

Ink: High Capacity CMY Water-Based Dye

Voltage: 100-240VAC

Product Identification Snapshot

Segment Revenue and Operating Profit Margin



Q1 FY 2024 Performance

(\$ in millions)	Q1 FY'24	Q1 FY'23
Revenue	\$25.1	\$21.7
Segment Operating Profit - GAAP	\$2.5	\$1.4
Segment Operating Margin – GAAP	10.0%	6.5%

² Please refer to the appendix in this presentation for a reconciliation of non-GAAP metrics to their nearest GAAP equivalents.



AstroNova[®]
Test & Measurement

AstroNova Aerospace

An Integral Link in the Aircraft Communications Chain

Catalysts:

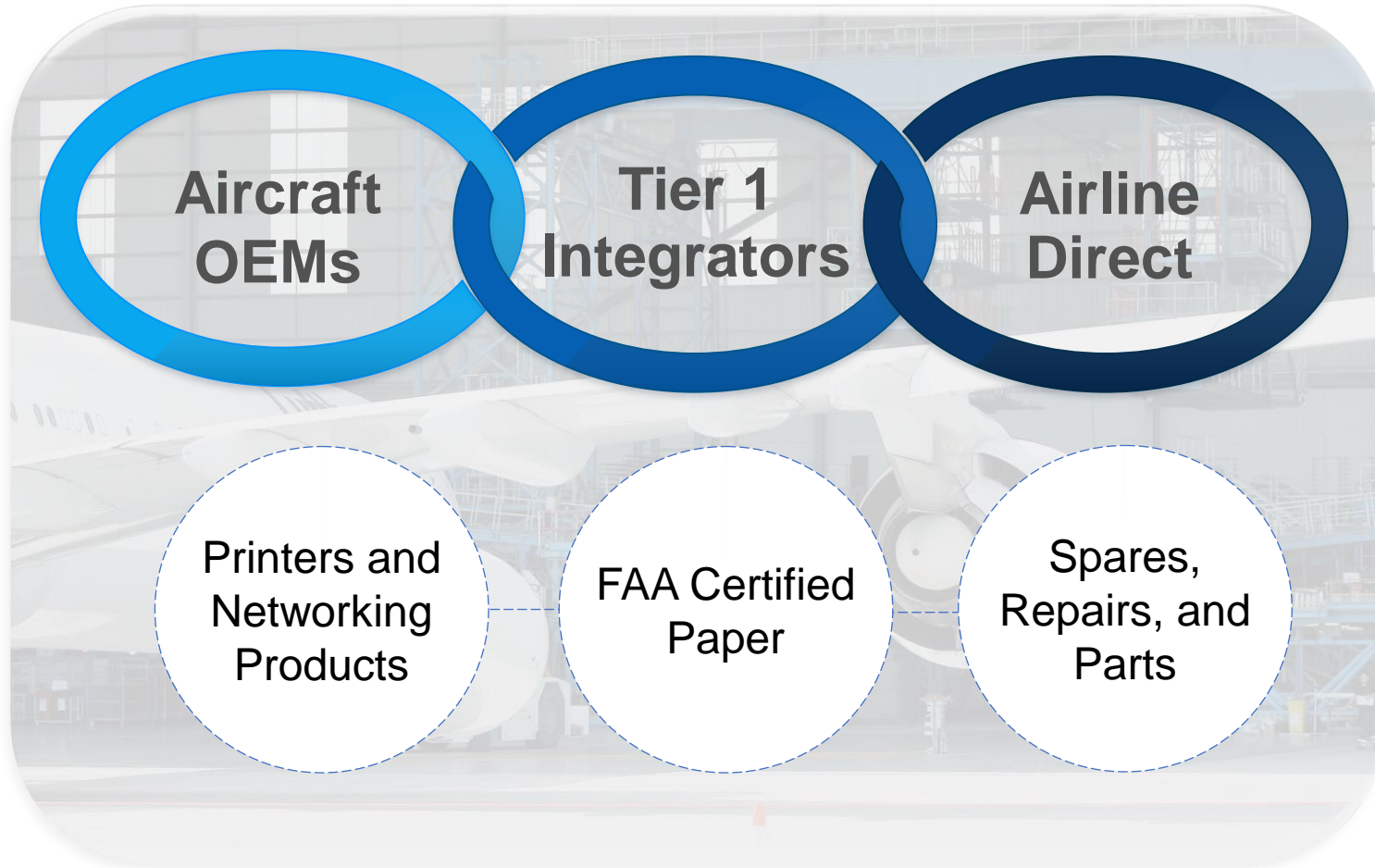
Post-Pandemic Recovery of Air Travel, Growth of Narrowbody Aircraft



Why Airplanes Have Printers?

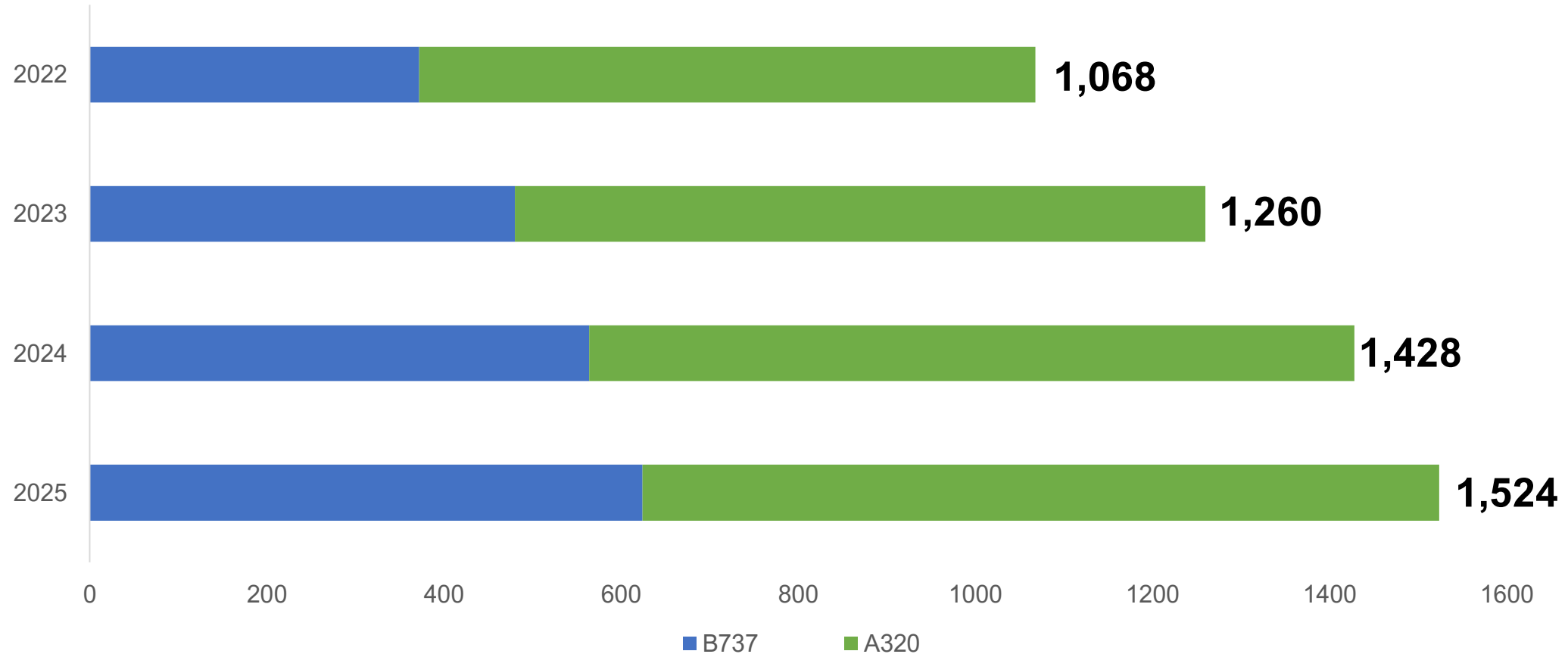
- Weather and flight plan information
- Pre-departure clearances
- Required hardcopy documentation
- Emergency communications (9/11)
- Company Information Exchange

Partnered with Major Tiers of the Aerospace Value Chain



B737 and A320 Aircraft Families

Estimated Annual Production Rate 2022-2025



Data Acquisition Systems

Real-Time Data Analysis for Mission Critical Applications

Catalysts:

Regulatory, Safety, Compliance, and Quality Assurance

Applications

- Aircraft test and certification
- Rocket and missile telemetry
- Performance monitoring
- Validation of instrumentation
- Wireless remote monitoring and data acquisition

Aerospace and Defense



Automotive



Industrial



Power & Utilities



Rail



UPS & Static Switch



Examples of Test & Measurement Applications



**Solar Energy Power
Monitoring**



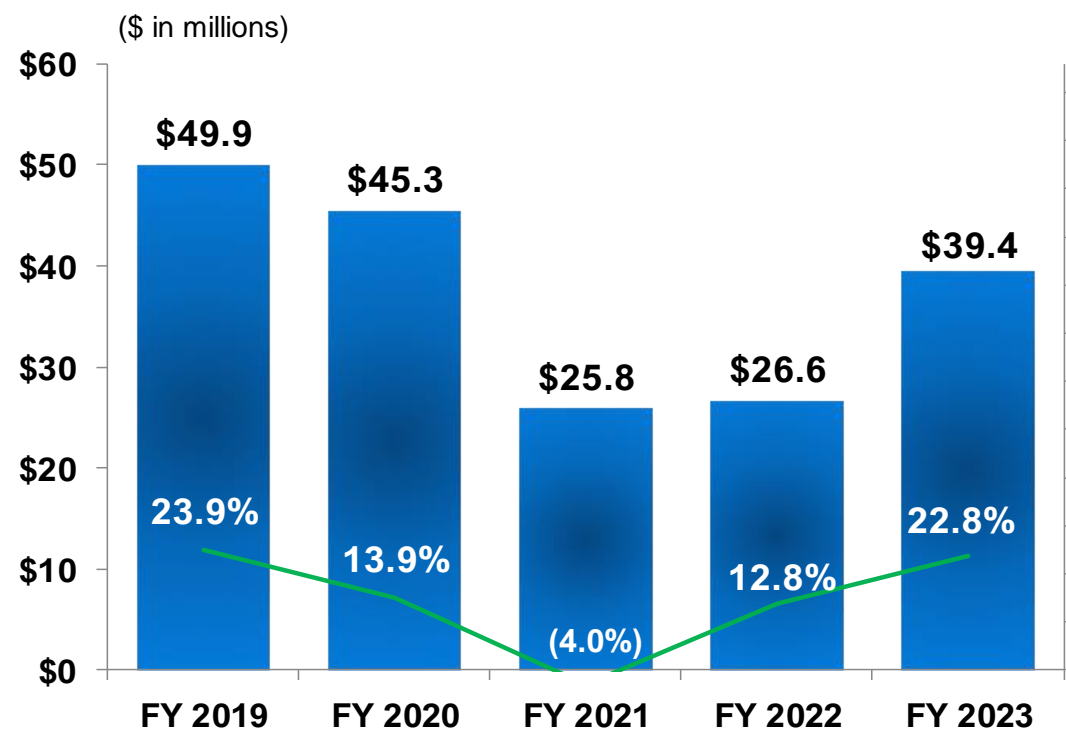
**Monitoring Backup Power
in a Data Centers**



Missile Testing and Rocket Telemetry

Test & Measurement Snapshot

Segment Revenue and Operating Profit Margin



Q1 FY 2024 Performance

(\$ in millions)	Q1 FY'24	Q1 FY'23
Revenue	\$10.3	\$9.3
Segment Operating Profit	\$2.1	\$1.9
Segment Operating Margin	20.1%	20.6%

² Please refer to the appendix in this presentation for a reconciliation of non-GAAP metrics to their nearest GAAP equivalents.



Why AstroNova

Focused on Executing our Strategy Despite a Challenging Economic Environment

PRODUCT INNOVATION



Innovating new products and expanding our relationships with customers across our Product Identification and Test & Measurement segments

STRATEGIC M&A



Acquiring fairly-valued assets that strengthen our core competencies, extend our technology advantage to new end markets or add complementary technologies

GEORAPHIC EXPANSION



Identifying new markets where our technology and products represent a competitive advantage, and building our network of Innovation Technology Centers

OPERATIONAL EXCELLENCE



Rigorously applying the AstroNova Operating System suite of lean business management tools to continuously improve our cost, delivery, and quality across the entire enterprise

Reasons to Invest

Leading Market Positions and Brands

High Recurring Revenue

Capitalizing on Secular Trends in All Lines of Business

Track Record of Value-Generating M&A

Appendix

Fiscal First-Quarter 2024 Financial Summary

(Amounts in thousands, except per share data) (Unaudited)	Q1 FY 2024	Q1 FY 2023
Net Revenue	\$35,419	\$31,010
Gross Profit	\$12,385	\$10,729
Gross Profit Margin	35.0%	34.6%
Total Operating Expenses	\$10,924	\$9,965
Operating Income	\$1,461	\$764
Adjusted EBITDA ¹	\$3,053	\$1,909
Net Income	\$848	\$425
Earnings Per Diluted Share	\$0.11	\$0.06

¹ Please refer to the appendix in this presentation for a reconciliation of non-GAAP metrics to their nearest GAAP equivalents.

Select Consolidated Balance Sheet

Amounts In Thousands	April 29, 2023 (Unaudited)	January 31, 2023
Cash & Cash Equivalents	\$5,413	\$3,946
Total Current Assets	\$80,502	\$79,762
Total Assets	\$139,196	\$139,207
Total Current Liabilities	\$37,431	\$37,498
Long-Term Debt, net of current portion	\$11,678	\$12,040
Royalty Obligation, net of current portion	\$3,102	\$3,415
Total Shareholders' Equity	\$85,474	\$84,367

Reconciliation of Net Income to Adjusted EBITDA

Amounts in thousands
(Unaudited)

	Three Months Ended	
	April 29, 2023	April 30, 2022
Net Income – GAAP	\$ 848	\$ 425
Interest Expense	615	175
Income Tax Provision	179	60
Share-Based Compensation	356	337
Depreciation/Amortization	1,055	912
Adjusted EBITDA	\$ 3,053	\$ 1,909

Use of Non-GAAP Financial Measures

In addition to financial measures prepared in accordance with generally accepted accounting principles (GAAP), this presentation contains the non-GAAP financial measures. The Company believes that these non-GAAP financial measures help investors gain a meaningful understanding of changes in the Company's core operating results, and also can help investors who wish to make comparisons between AstroNova and other companies on both a GAAP and a non-GAAP basis. AstroNova's management uses these non-GAAP measures, in addition to GAAP financial measures, as the basis for measuring its core operating performance and comparing such performance to that of prior periods and to the performance of its competitors. These measures are also used by the Company's management to assist with their financial and operating decision-making. Non-GAAP financial measures are not a substitute for GAAP financial measures and may not be comparable to similarly titled measures of other companies.