



TECHNICAL & PROFESSIONAL SERVICES



DYNAMIC MESSAGE SIGNS



VIDEO BOARDS & MESSAGE CENTERS



DAKTRONICS

Investor Presentation

March 2026
NASDAQ: DAKT



INDOOR HIGH RESOLUTION



CONTROL SYSTEMS



DIGITAL BILLBOARDS

SAFE HARBOR STATEMENT

Forward-Looking Statements:

In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the federal securities laws and is intended to receive the protections of such laws.

All statements, other than historical facts, included or incorporated in this release could be deemed forward-looking statements, particularly statements that reflect our expectations or beliefs of Daktronics, Inc. (the "Company," "Daktronics," "we," or "us") concerning future events or our future financial performance. You are cautioned not to place undue reliance on forward-looking statements, which are often characterized by discussions of strategy, plans, or intentions or by the use of words such as "may," "would," "could," "should," "will," "expect," "estimate," "anticipate," "believe," "intend," "plan," "forecast," "project," "predict," "potential," "continue," or "intend," the negative or other variants of such terms, or other comparable terminology. The Company cautions that these forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from our expectations as a result of various factors, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, orders, and capital investment projects, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions, increased regulation, the imposition of tariffs, trade wars, the availability and costs of raw materials, components, and shipping services, geopolitical and governmental actions, expansion into new geographical markets, the Company's recent leadership transition, transformation initiatives, future strategy, and other risks, trends, and uncertainties described more fully in the Company's Annual Report on Form 10-K for its 2025 fiscal year (the "Form 10-K") and in other reports filed with or furnished to the U.S. Securities and Exchange Commission (the "SEC") by the Company. You should carefully consider the trends, risks, and uncertainties described in this presentation, the Form 10-K, and other reports filed with or furnished to the SEC by the Company before making any investment decision with respect to our securities. If any of these trends, risks, or uncertainties continues or occurs, our business, financial condition, or operating results could be materially and adversely affected, the trading prices of our securities could decline, and you could lose part or all of your investment.

Forward-looking statements are made in the context of information available as of the date of this news release and are based on our current expectations, forecasts, estimates, and assumptions. The Company undertakes no obligation to update or revise such statements to reflect circumstances or events occurring after this presentation except as may be required by applicable law. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by this cautionary statement.

Non-GAAP Measures:

This presentation contains certain measures that are not defined terms under U.S. generally accepted accounting principles ("GAAP"). These non-GAAP measures should not be considered in isolation or as a substitute for, or superior to, measures of liquidity or performance prepared in accordance with GAAP and may not be comparable to calculations of similarly titled measures by other companies. See the Appendix for a description of these financial measures and a reconciliation of all such non-GAAP financial measures to the most directly comparable GAAP financial measures.



COMPANY HIGHLIGHTS



Compelling TTM TKPIs⁽¹⁾

Daktronics provides best-in-class audio-video displays, message displays and scoreboards to inform, entertain, and persuade audiences

~\$803 Million

Sales⁽¹⁾

#1

North American LED video display provider⁽²⁾

Largest

Growing American brand by revenue for past 3-years⁽²⁾

120+

Countries featuring Daktronics products

12K+

Total customers⁽³⁾

3rd

Largest CY 2022 Market Share worldwide⁽²⁾

1) 3rd Quarter FY 2024 Trailing 12 month.

2) Futuresource Consulting Report "Global LED Display Market Report (2024)".

3) From Company data.

INVESTMENT HIGHLIGHTS

- ❑ **Global industry leader in best-in-class dynamic video communication displays and control systems**
- ❑ **Large, growing domestic and international markets**
- ❑ **Differentiated by quality, production, installation, service – only US provider with diversified scale and world-wide footprint**
- ❑ **Technology leadership with high-quality products, high-touch service**
- ❑ **Strong balance sheet**
- ❑ **Executing 3-year transformation plan to enhance customer experience and drive long-term growth, profitability and returns**



INTERCONNECTED SYSTEMS TO INFORM AUDIENCES, ENTERTAIN AND ENGAGE FANS



Live Events

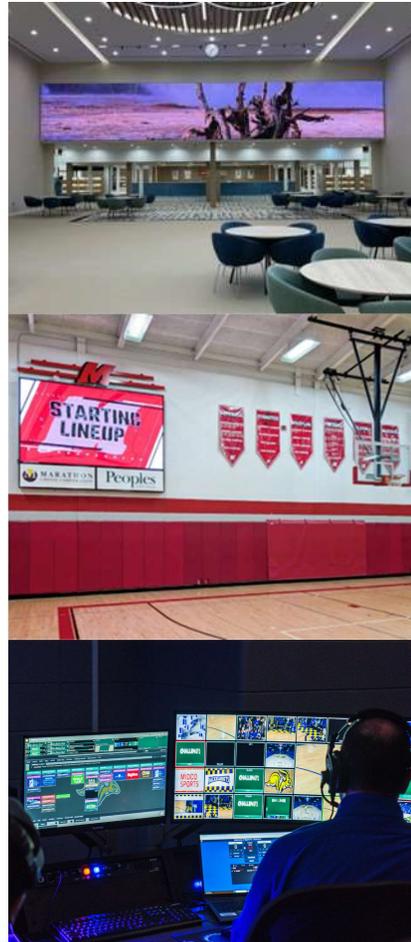
Video displays for large sports & live entertainment venues

Commercial

Billboards & video displays for advertising and self-promotion

Transportation

Navigation and information displays for ITS systems on mass transit, aviation, roads & highways



International

Video displays for large sports/entertainment venues, advertising, and transportation

High School Park and Recreation

Video and scoring systems for education and local community use

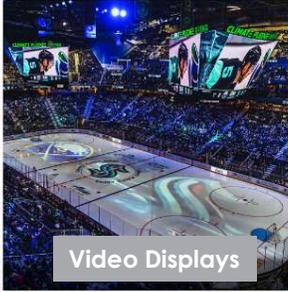
Control Capabilities

Intuitive software to create, manage, and schedule content for engagement with fans and audiences

INDUSTRY LEADER



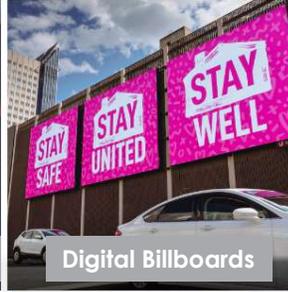
Scoreboards



Video Displays



Software & Controllers



Digital Billboards



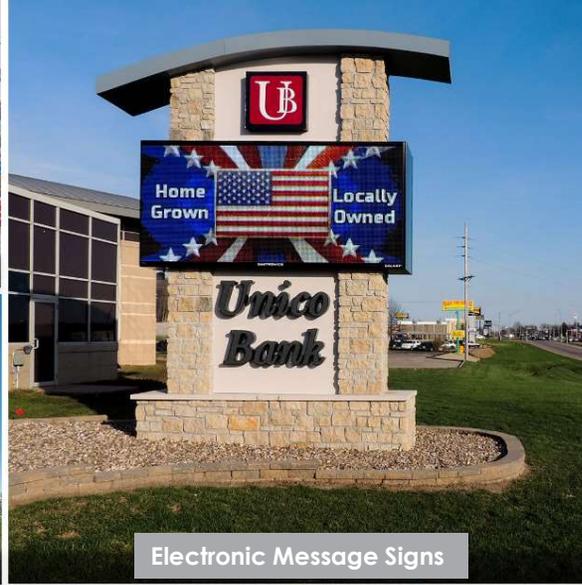
Video Walls



Digital Street Furniture



ITS Dynamic Signs



Electronic Message Signs



Price Displays



Indoor LCD Signs



Freeform Elements



Sound Systems



DIVERSIFIED REVENUE

Live Events

- Complex, audience, fan-driven sale
- Large projects, timing lumpy

Commercial

- On-premise and out-of-home advertising reach
- Distribute through Sign Co's and AV Integrators

Transportation

- Brand reputation and prequalified, in all 50 states
- Best in class, proven, reliable/predictable supplier – preferred choice for technical buyers and Roadway Contractors

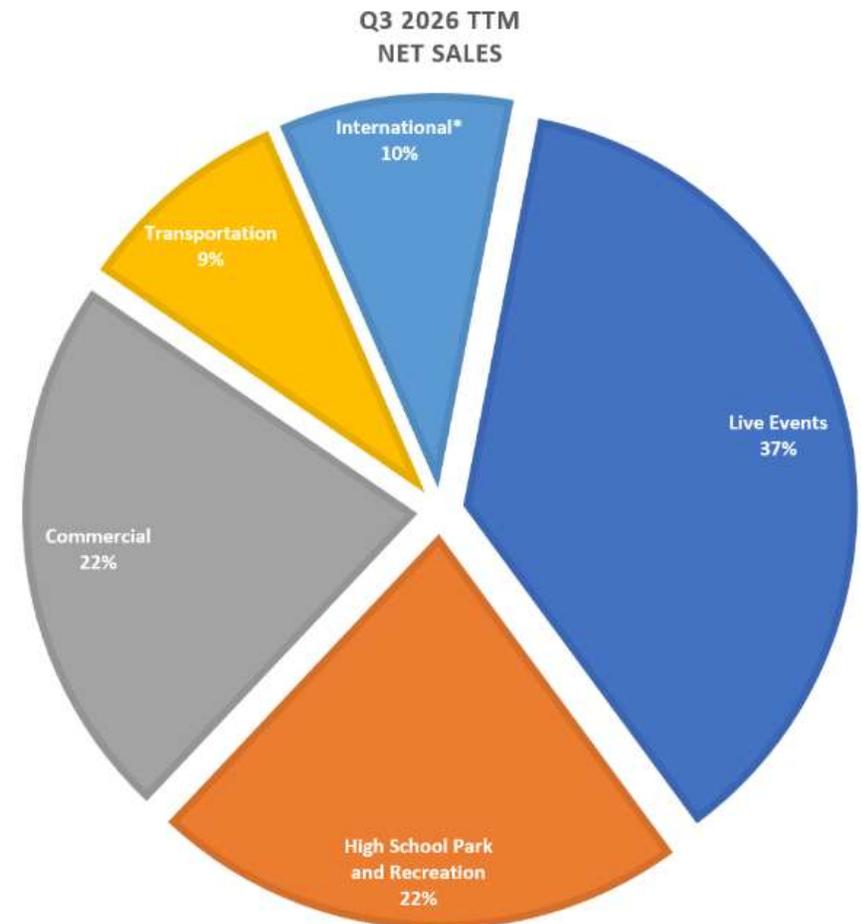
International*

- Orders flow through A/V integrators and partners
- Adapt to local markets for worldwide success

High School Parks and Recreation

- Emulating features of larger sports venues
- Sports marketing solutions for funding source

* Geographies outside of US, Canada – primarily solutions for large sports venues, commercial spectacles, third-party advertising, and transportation solutions



INCREASING GLOBAL MANUFACTURING AGILITY

Current Footprint

US

- ✦ Brookings and Sioux Falls, SD – 1,067,000 square feet
- ✦ Redwood Falls, MN – 151,000 square feet

International

- ✦ Ennistymon, Ireland – 62,000 square feet
- ✦ Shanghai, China – 157,000 square feet

New Facility

International

- ✦ Saltillo, Mexico
 - Favorable trading relations with US and supply chain
 - Provides scalability and increases agility of global production capacity
 - Production planned to commence in May 2026



GLOBAL RELATIONSHIPS WITH REPEAT CUSTOMERS

- **Demonstrated success cultivates long-term relationships** for replacement cycles and additional sales opportunities
- **Grow profitably** in core and adjacent customer types and geographies **through strategic offering expansion tailored to customer needs**
- **Demand prioritization** for focus on growth and profitable market verticals
- **Unified Sales and Project coordinator support and ongoing Service** – real time quotes, booking, project delivery success paired with ongoing service support to keep systems operating and looking their best
- **Diversified product specialization** with expertise collaboration across complex projects ensures satisfaction & delivery – High quality regardless of complexity



Developing and Applying Future Technologies

Today:

- Narrow Pixel Pitch (NPP)
- High Resolution Outdoor
- Event Control - Live 3D rendering
- Cloud based Control Platform



Future potential technologies:

- MicroLED – Narrow Pixel Pitch
- Intelligent Power Management
- Integration Control Solutions (ARR)



Future potential markets:

- AV integrator channel
- Transportation - International
- Street Level Advertising



FQ3 2026 BUSINESS REVIEW



- Solid revenue and operating income growth
- Efficient fulfilment of large number of sports installations for key sports customers
 - Notable installs nearing completion include Seattle Mariners and several other MLB stadiums. Early phase of Installation starting Tennessee Titans, New York City Football Club and University of Illinois.
- Product backlog of \$342 million – up 25% – extends multi-quarter revenue runway
 - Orders +7.6% year-over-year
- Acquired XDC's intellectual property and absorbed its microLED development staff
- Market outcomes of SCOTUS decision on reciprocal tariffs is uncertain for suppliers, importers, US vendors and their customers

FQ3 FY2026 FINANCIAL HIGHLIGHTS

(\$ in millions, except per share data)

	<u>FQ3 2025</u>	<u>FQ2 2026</u>	<u>FQ3 2026</u>
Orders	\$186.9	\$199.1	\$201.1
Net sales	\$149.5	\$229.3	\$181.9
<i>Gross margin</i>	24.6%	27.0%	24.0%
Operating income	\$(3.6)	\$21.6	\$1.9
<i>Operating margin</i>	(2.4%)	9.4%	1.1%
Adjusted operating income	\$1.2		\$4.0
Net income	\$(17.2)	\$17.5	\$3.0
Adjusted net income	\$0.5		\$4.6

Note: Percentages are calculated based on actual amounts. Due to rounding, totals may not equal the sum of the items in the chart above.

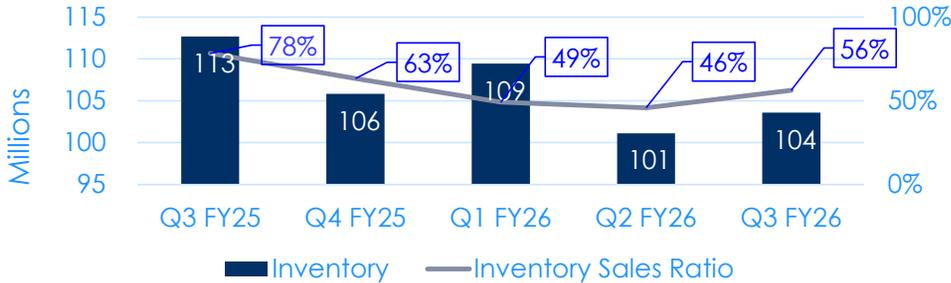
(1) Orders and backlog are operating measures not defined by accounting principles generally accepted in the United States of America ("GAAP"), and our methodology for determining orders and backlog may vary from the methodology used by other companies in determining their orders and backlog amounts. For more information related to backlog, see Part I, Item 1, Business of our Annual Report on Form 10-K for the fiscal year ended April 26, 2025. This release does not include a reconciliation of orders or backlog, as it would be impractical to do so without unreasonable effort.

(2) Adjusted operating income and adjusted net income are not measures defined by accounting principles generally accepted in the United States of America ("GAAP"), to report our results exclusive of items that are non-recurring or not core to our operating business. We believe presenting this non-GAAP financial measurement provides investors with a consistent way to analyze our performance.



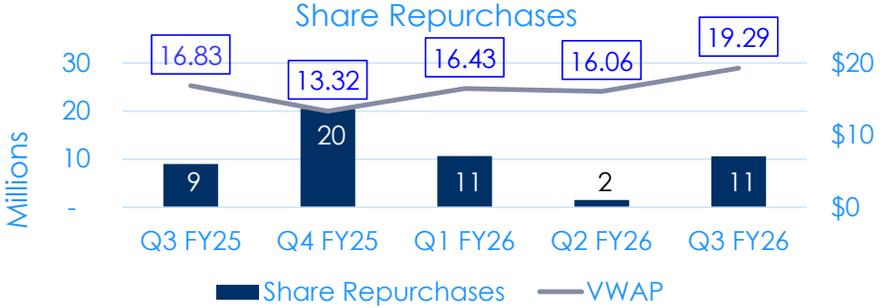
BALANCE SHEET STRENGTH

5 Quarters of Inventory vs Revenue

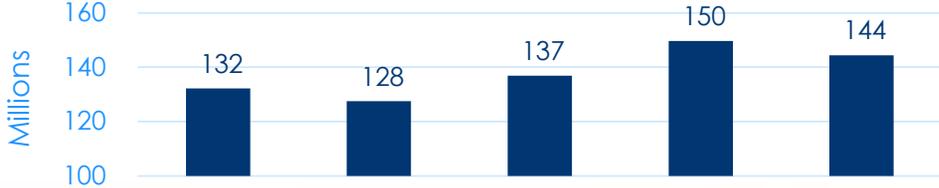


- Efficient Working Capital Management

- Total of 3.36 million shares repurchased Q3'25-Q3'26 @ \$15.53 VWAP



Cash Balance End of Quarter



- Strong Operating Cash Flows

SMOOTH TRANSITION AND HANDOVER



GEMBA WALKS w/ ASSOCIATES, CUSTOMERS and in FIELD



SUMMARY AND OUTLOOK

Finish Strong Year

- Entering FQ4 in strong position with order growth, multi-quarter backlog and solid YTD results
- Focus for remainder of year: continued efficient revenue conversion, expense management and productivity, continued cash generation

Strategy & Outlook

- Further strengthening leadership in dynamic global AV space through deepened customer focus and continued innovation
- Operational excellence and transformation opportunities supporting growth objectives
- Continued focus on roadmap and 3-year growth, profitability and return targets

Investor Day *April 9th NYC*

- Outline next phase of strategic transformation and growth
- Meet senior leadership team who will provide a look into each business area

BUSINESS SUMMARY AND OUTLOOK

- Backlog growth - Capturing demand and driving revenue tailwind
- Expanding opportunity pipeline of market opportunities supporting growth objectives
- Efficient revenue conversion and successful inventory, supply chain, manufacturing and cost management
- Adding manufacturing capacity in Mexico and Ireland – adds flexibility and complements 80% product fulfilment currently completed in US
- Focused on differentiated, industry-leading product introductions and supporting growth through high-return product R&D
- Transformation objectives execution and benefits demonstrated in results – On track with roadmap and 3-year growth, profitability and return targets

Staying responsive and flexible in dynamic environment



WEC Energy Group

QUESTIONS?

