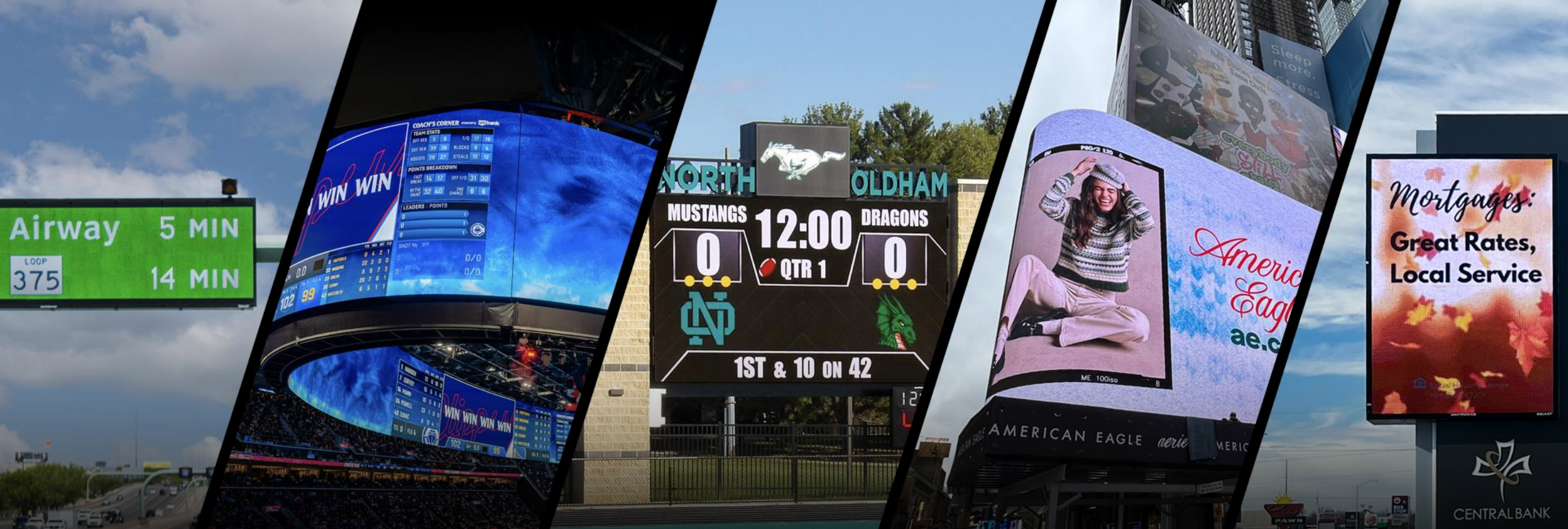




INVESTOR PRESENTATION

August 2026



Safe harbor statement

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Daktronics at a glance

DAKTRONICS drives visual storytelling and experiences that inform, entertain, and connect communities worldwide

KEY METRICS

\$839M

FY2026
Net sales

7.3%

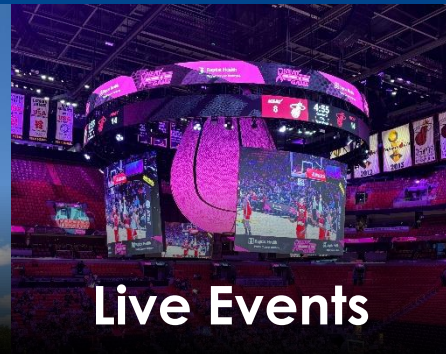
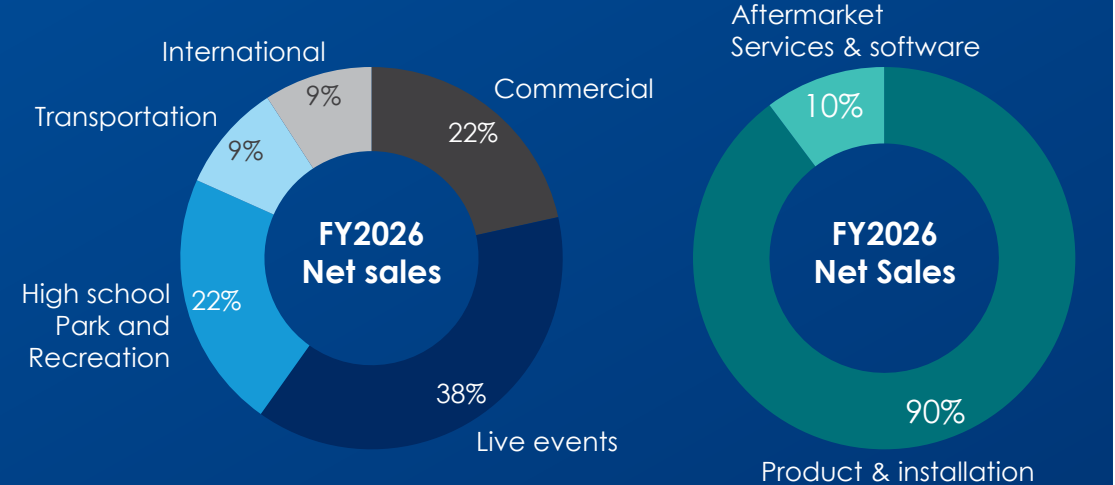
FY2026
Operating
margin

2,700+

Employees

40,000+

Video
installations
worldwide



Full lifecycle provider



Global footprint

6

Manufacturing sites

100+

Countries with video installations

Headquarters

Manufacturing plants

Sales/operations

1) Headquarters & plant

2) Scheduled to go live in FY 2027

Country with video installation



3-year plan strategic pillars

1. Growth

1A Organic growth in core

1B New market vertical expansion

1C Software & services innovation and commercialization

1D International growth

2. Operational excellence

2A Advanced factory automation

2B Lean deployment

2C Manufacturing network optimization

2D Integrated strategic sourcing

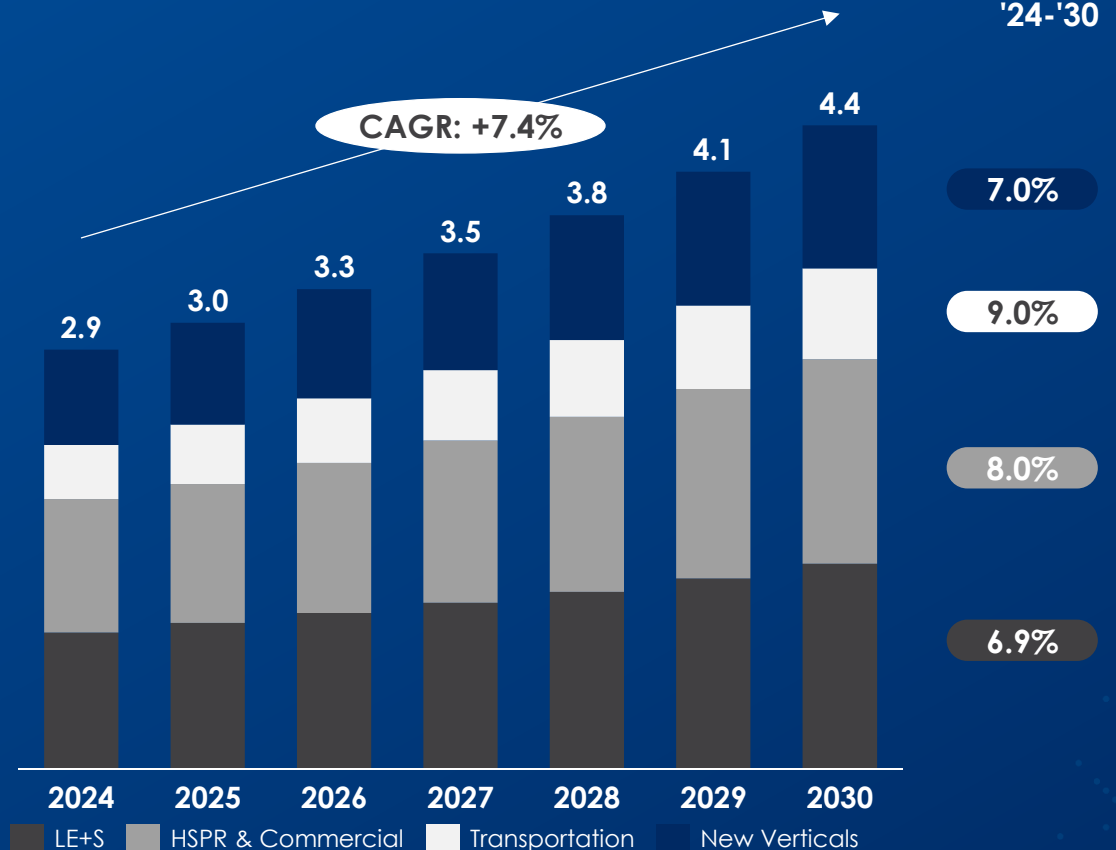
Accelerated organic growth

CY2024-CY2030 US/CAN LED display products and services addressable market [USD bn, nominal]



CAGR
'24-'30

Trends	Volume impact	Value impact
1. Digital conversion wave	↑	↑
2. Bigger is better	↑	↑
3. Higher screen resolution trend	→	↑
4. LED display cost reduction	↑	→



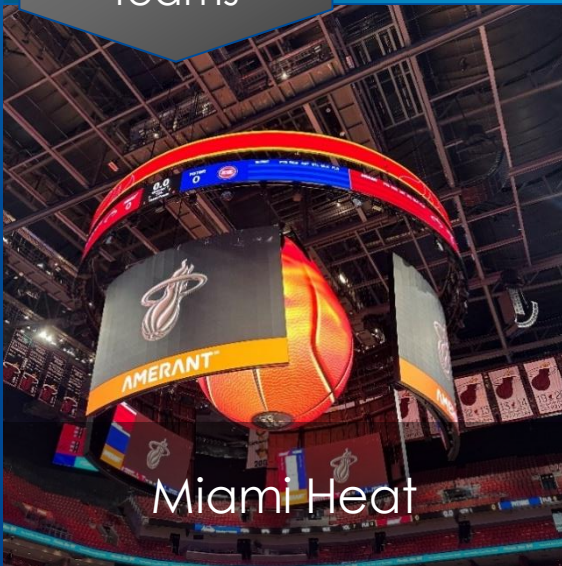
↑ Positive impact → Neutral impact

Secular trends

Professional sports

154 pro teams

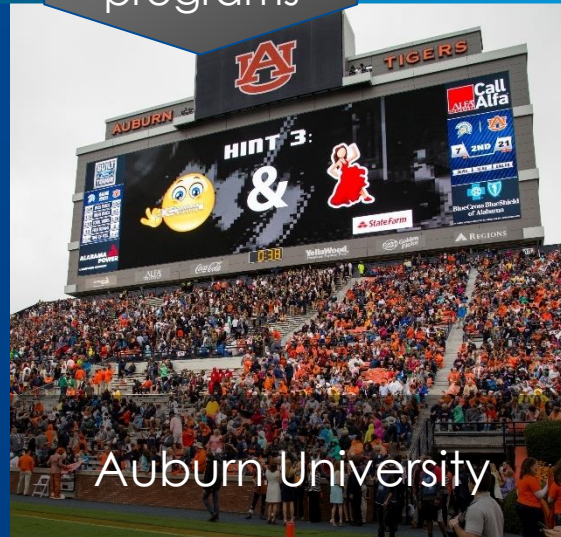
High complexity



College sports

1,316 athletic programs

Bigger scale



Youth sports

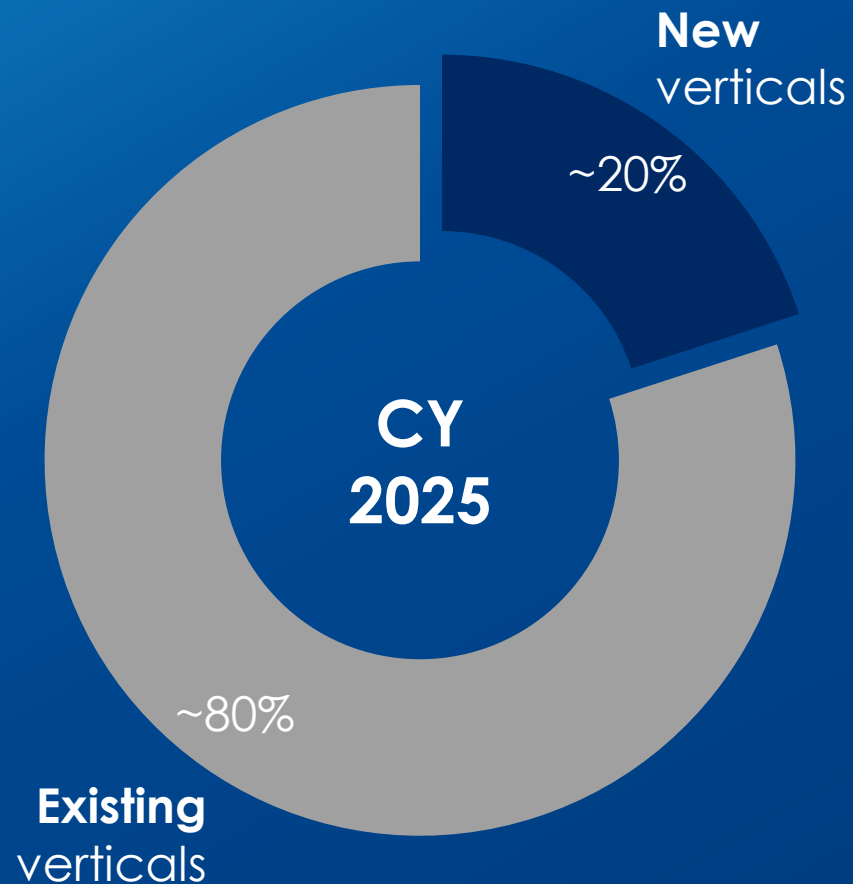
30,000+ high schools

Video & fixed digit



New market verticals

CY2025 US/CAN LED display products and services market, existing vs. new verticals [%]

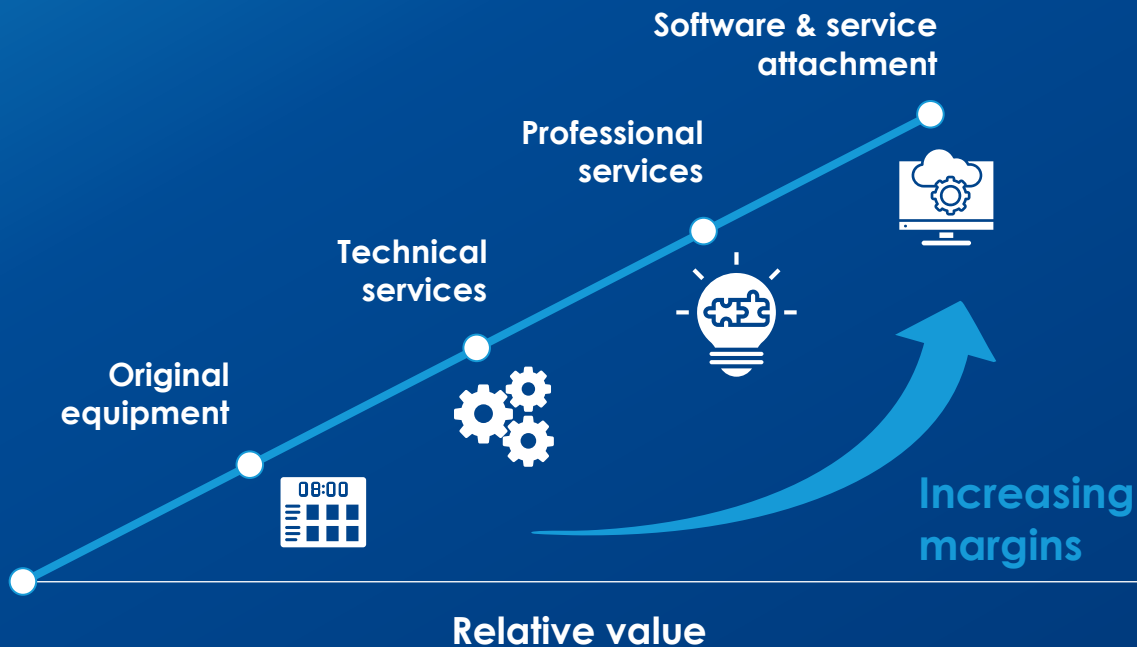


Highlights

- » ~20% of addressable verticals anchored in indoor high-resolution video solutions
- » Historically, Daktronics has opportunistically served these vertical markets
- » Going forward, it will be a target focus

Software & services innovation & commercialization

Relative profitability of products, services, and software



Operational excellence



Advanced factory automation

Unlock industry-leading commercial performance through automation



Lean deployment

Drive continuous improvement and operational efficiency



Manufacturing network optimization

Economies of scale and localization of core manufacturing capabilities



Integrated strategic sourcing

Maximize value with end-to-end management of direct and indirect procurement



Operating segments: High school park and recreation

Market definition:

High school park and recreation

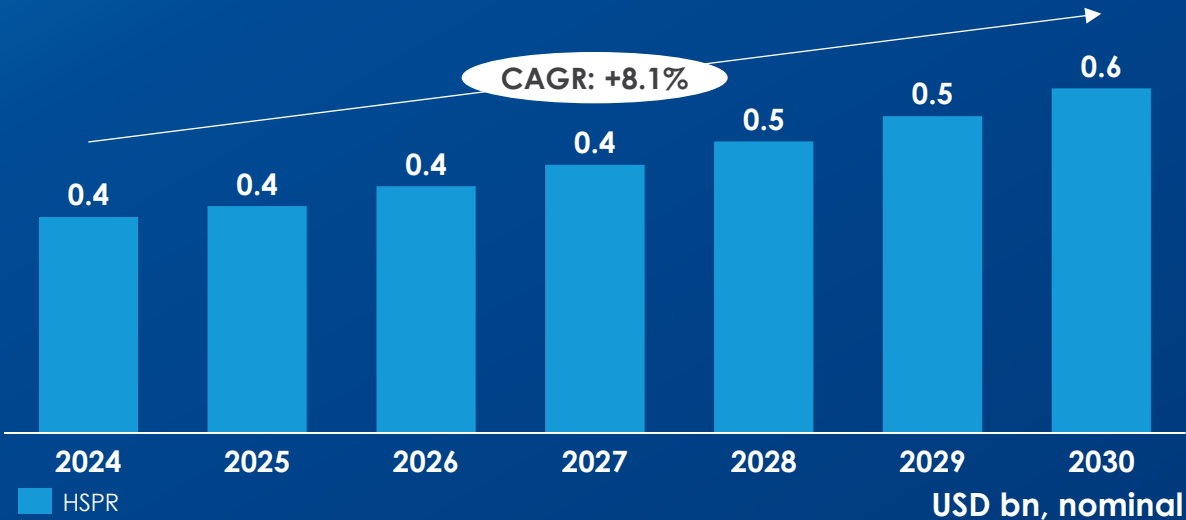
- 32,000 K-12 public and private schools
- 128,000 sport venues at community colleges, technical schools, municipal and community facilities
- Parks and recreation

Predominantly direct to end customer field sales teams deeply embedded in education market and fabric of communities

Trends	Volume impact	Value impact
Youth sports surge	↑	↑
Digital conversion wave	↑	↑
LED display cost reduction	↑	→
Improved LED technology	→	↑

HSPR total addressable market

DAKT Market Share: 48%¹⁾



Driving Organic Growth

- Increasing spend in high schools
- Sales team driving with value selling
- Feature development to drive adoption of paid services
- Value pricing for professional and break fix services



Operating segments: **Transportation**

Market definition:

Intelligent Transportation Systems (ITS)

- Departments of transportation, toll authorities, local traffic authorities
- 80% through resellers / 20% direct (DOT's)

Aviation

- Airports, advertising concessions, airlines, retail, F&B
- 50% Direct / 50% Integrator & reseller

Public transit

- Public and private transit operators – bus, rail
- 50% through resellers / 50% direct – owner install or construction bids

Trends

Volume impact

Value impact

Smart city growth



Infrastructure investment



Integrator/ consultant influence

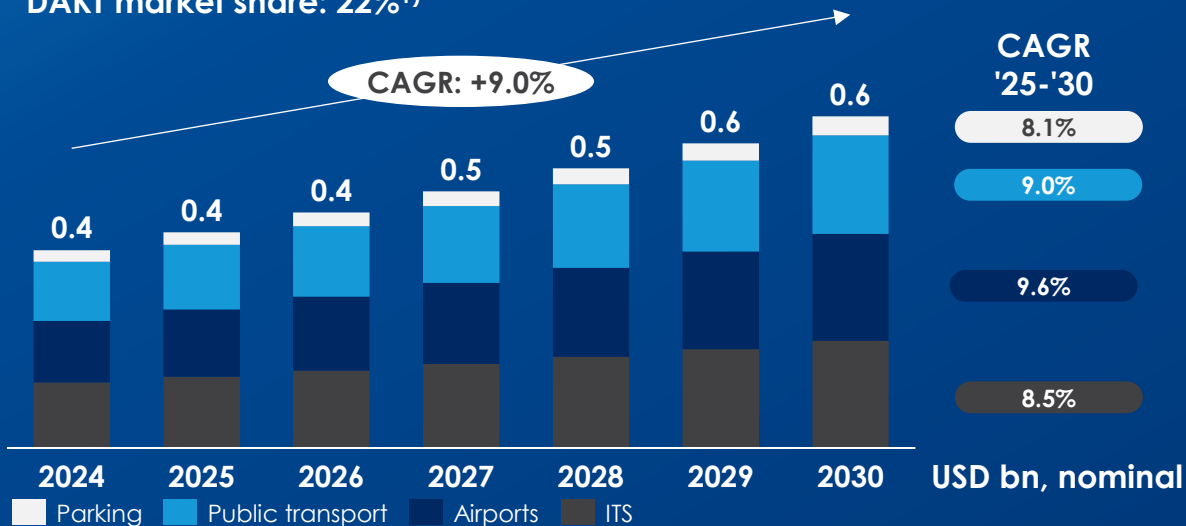


Improved LED technology



Transportation total addressable market

DAKT market share: 22%¹⁾



Driving Organic Growth

- Next generation products
- Product market alignment to address geographic white spots
- Strategic channel-based sales strategy



Operating segments: **Commercial**

Market Definition:

On Premise

- Convenience stores, Auto dealers, Banks, Car washes, Churches, QSRs, Healthcare

Digital Out-of-Home

- Large & independent billboard operators serving roadside and indoor transit applications

Spectaculars

- Major city centers: Times Square, Las Vegas, Los Angeles etc...
- Sportsbooks and gaming, digital OOH media companies
- Retail, corporate, hospitality, iconic experiential displays, cruise ships, shopping malls

Trends

Volume impact

Value impact

Digital conversion wave



LED display cost reduction

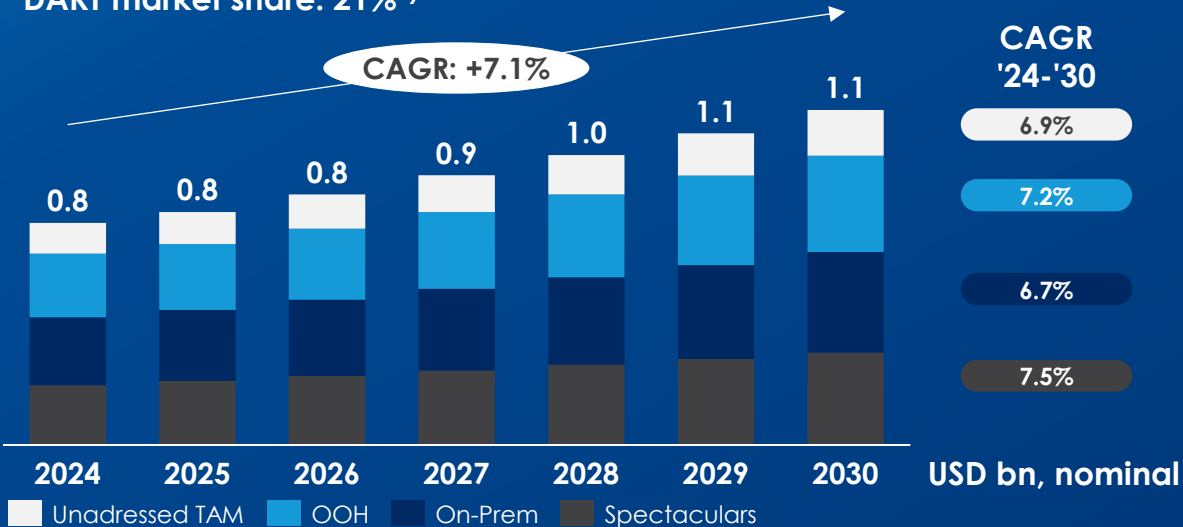


Improved LED technology



Commercial total addressable market

DAKT market share: 21%¹⁾



Driving Organic Growth

- Increased focus on AV integrator channel
- Feature development to drive adoption of paid services
- Value pricing for professional and break fix services
- Optimize OOH operator investment over the life of the asset
- Enable value pricing and higher replacement rates



Operating Segments: Live Events

Market definition:

Live Events

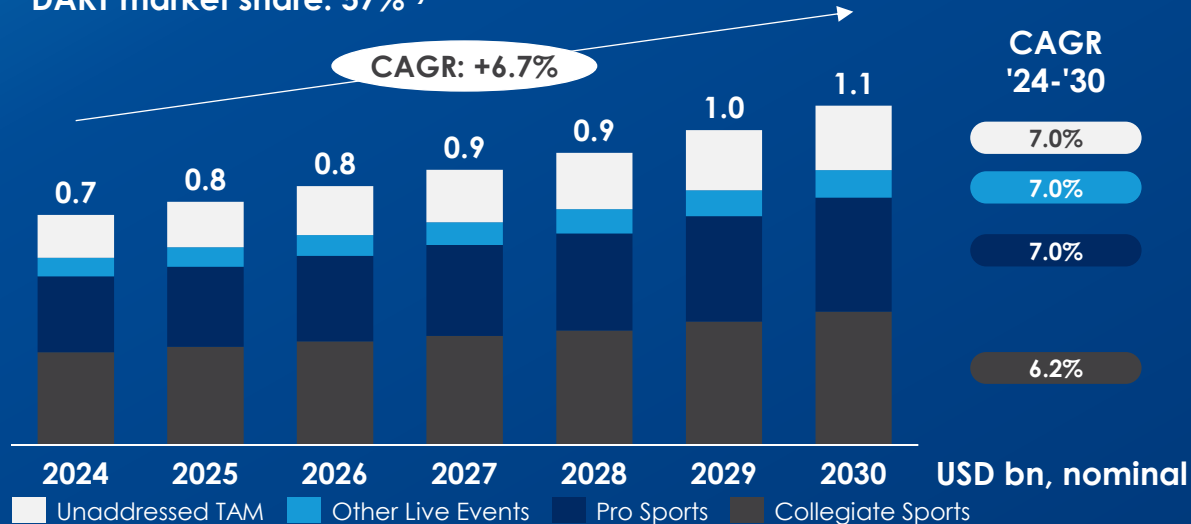
- 154 professional sports teams
- 1,316 college athletic programs
- 400 minor league facilities
- Convention centers, amusement/theme parks

Experienced and aggressive sales team serving

Trends	Volume impact	Value impact
Revenue sharing	↑	↑
Improved LED technology	→	↑
Digital conversion wave	↑	↑
Fan experience investments	↑	↑

Live events total addressable market

DAKT market share: 57%¹⁾



Driving Organic Growth

- Increasing display sizes and spend at all levels
- Camino 8 upgrades
- Increased service parts and labor pricing

Operating Segments: **International**

Market definition:

Global footprint outside of US/CA focused on:

- Large Sports Venues
- Advertising
- Transportation

Key differentiators:

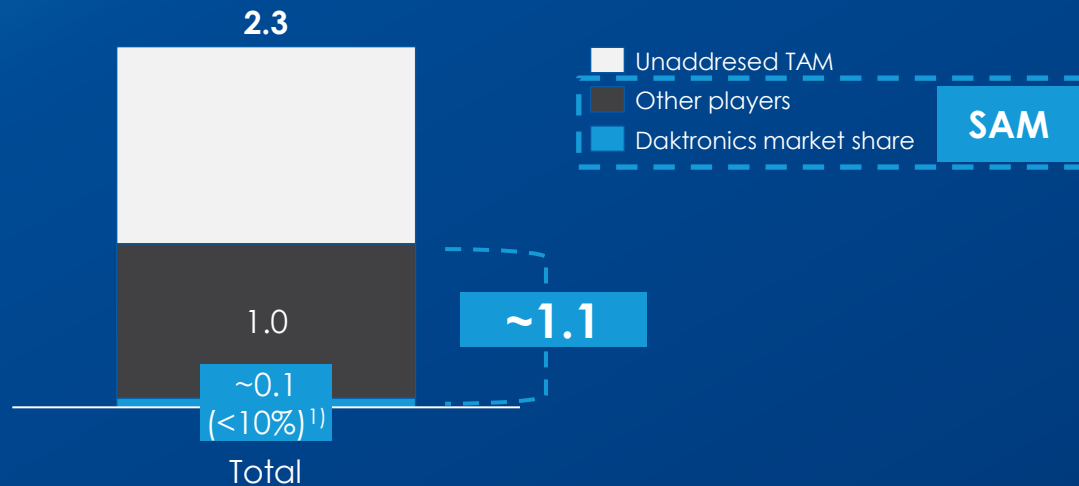
- Lean into Daktronics heritage and reputational power
- Direct when appropriate; channel when reach is required
- Leverage global manufacturing footprint
- Domestic experience and expertise translate on an international level

Positioning and Trends Driving Demand

- NBA/NFL global expansion
 - NBA announced 16 team league in Europe
 - NFL will now host 9 games in 8 venues across 7 countries
- Commercial
 - Global events trigger broader investment across advertising, retail and public transportation
- Tourism
 - Government investment in tourism driving high profile projects

Transportation total addressable market

Room to Grow with <10%¹⁾ Market Share



Driving Organic Growth

- Focus capital and resources on high growth regions and high profit market segments
- Establish new partnerships in key territories
- Focus on customer-centric products
- Maintain high product performance predictability
- Leverage US driven expansions across additional countries
- Capitalize on large global event driven growth opportunities

Services and Software

Embedding with Customers to drive profitable growth:

- Professional sports teams and schools (K-12 & higher ed)
- Business Owners & operators
- System integrators

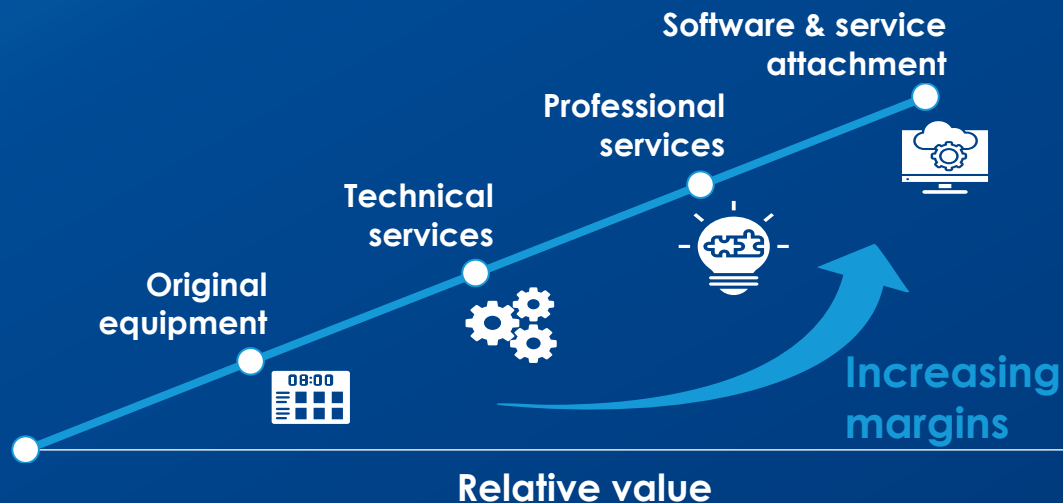
Differentiated capabilities offer one-stop solution

- Software and subscriptions integrated for ease of use
- Depth and scale of services
- Technology + creativity

Aftermarket

- 5-10- year product life
- Technical / Professional / Software  repeat customer life cycle - ensures high performance of customer investment

Relative profitability of products, services, and software



Driving Organic Growth

- Increase paid software subscribers
- Drive professional services with Camino 8
- Technical services pricing uplift

Value creation roadmap

Strategic theme	Revenue growth CAGR	Margin improvement
1A Accelerate organic growth in core	+HSD% Growth in line with underlying markets	+LSD
1B Expand to new vertical markets	+LSD	+LSD
1C Software & services innovation and commercialization	+LSD	+LSD
1D International growth	+LSD	+LSD
2 Operational excellence	---	+LSD
Total	+HSD-LDD	+MSD

Capital deployment priorities

Cash and cash equivalents [USD m]



1

Continued organic investments

2

Inorganic growth

3

Return excess capital to shareholders

Inorganic growth levers

Industry screening criteria



Product portfolio
expansion



Geographic
expansion



Vertical market
expansion



Industrial logic



Financially
accretive



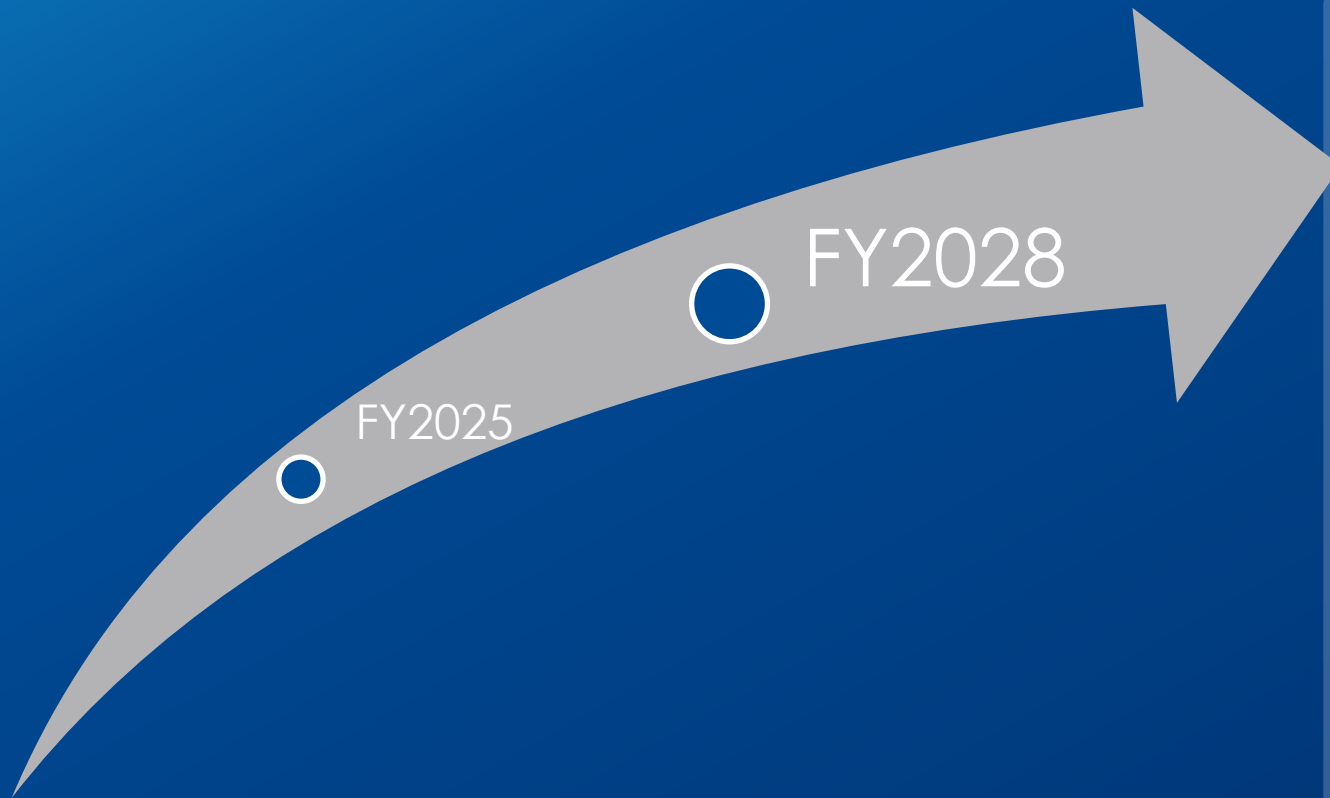
Operational
synergies

Target company criteria

Clear criteria for identifying targets to shape the portfolio

Tracking to target

Disciplined growth, expanding margins, improving returns



Revenue growth | 7-10% CAGR

- » Value-based pricing
- » Revenue mix diversification
- » New products/software solutions

Operating margin | 10-12%

- » Structural cost reduction across supply chain
- » High value investment in hardware and software development

ROIC | 17-20%

Investment highlights

Industry leadership



Daktronics is the market leader in large-format LED displays and is extending this position with customer-centric solutions

Attractive end markets



Growth is underpinned by participation in large, attractive end markets benefiting from long-term secular demand drivers

Growth strategy



Organization aligned to achieve organic growth and profitability goals

Operational excellence



Operating model optimization playbook to expand profitability without compromising quality or customer service

Capital deployment



Disciplined use of capital to achieve organic and inorganic goals

THANK YOU

