



Disciplined Growth

Investor Presentation March 2021

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This presentation contains unaudited financial information and forward-looking statements. Statements that are not historical are forward-looking statements and may contain words such as "may", "will", "believe", "expect", "anticipate", "intend", "plan", "project", "estimate", and "objective" or similar terminology, concerning the company's future financial performance, business strategy, plans, goals and objectives. These expressions are intended to identify forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include information concerning the Company's possible or assumed future performance or results of operations and are not guarantees. While these statements are based on assumptions and judgments that management has made in light of industry experience as well as perceptions of historical trends, current conditions, expected future developments and other factors believed to be appropriate under the circumstances, they are subject to risks, uncertainties and other factors that may cause the Company's actual results, performance or achievements to be materially different. Such risks and uncertainties include, but are not limited to: direct and indirect impacts of the coronavirus pandemic and the associated government response, economic conditions in various regions, product and price competition, supply chain disruptions, work stoppages, availability and pricing of raw materials, risks associated with acquisitions such as integration of operations and achieving anticipated revenue and cost benefits, foreign currency exchange rate changes, increased legal expenses and litigation results, legal and regulatory developments and other risks and uncertainties described in filings with the Securities and Exchange Commission. Such forward-looking statements are made as of the date hereof and we undertake no obligation to update these forward-looking statements regardless of new developments or otherwise.

This presentation also contains certain measures that are not in accordance with U.S. generally accepted accounting principles ("GAAP"). The non-GAAP financial information presented herein should be considered supplemental to, and not a substitute for, or superior to, financial measures calculated in accordance with GAAP. The Company has provided this supplemental information to investors, analysts, and other interested parties to enable them to perform additional analyses of operating results, to illustrate the results of operations giving effect to the non-GAAP adjustments shown in the reconciliations, and to provide an additional measure of performance which management considers in operating the business. A reconciliation of these items to the most comparable GAAP measures is provided in our filings with the SEC and/or in the Appendix to this presentation.



Federal Signal at a Glance

- Founded in 1901, joined NYSE in 1969 ("FSS")
- Diversified industrial manufacturer of specialized vehicles for maintenance and infrastructure markets such as street sweepers, sewer cleaners, vacuum/hydro-excavators ("safedigging trucks"), industrial vacuum loaders, waterblasting equipment, dump bodies and trailers and road-marking and line-removal equipment; as well as safety and security products including audible and visual warning devices
- Leading brands of premium, value-adding products and systems, with supporting aftermarket business
- Headquartered in Oak Brook, Illinois with 17 principal manufacturing facilities worldwide
- Strong operating cash flow generation has facilitated organic growth investment, cash returns to stockholders and M&A in recent years







CRAIN'S CHICAGO BUSINESS 2020 NOTABLE WOMEN IN MANUFACTURING







An Experienced Leadership Team



Jennifer Sherman

President and Chief Executive Officer

- Appointed January, 2016
- Previously Chief Operating Officer, Chief Administrative Officer, Secretary and General Counsel, with operating responsibilities for the Company's Safety and Security Systems Group
- Joined Federal Signal in 1994 as Corporate Counsel



Mark D. Weber Senior Vice President and Chief Operating Officer

- Appointed January, 2018
- Previously served as President and Chief Executive Officer of Supreme Industries, Inc.
- Prior to joining Supreme, Mr. Weber spent 17 years at Federal Signal, initially as Vice President of Operations, Elgin Sweeper, before progressing through multiple roles of increasing responsibility, serving as President of the Environmental Solutions Group for over a decade



Ian Hudson

Senior Vice President and Chief Financial Officer

- Appointed October, 2017
- Joined Federal Signal in August 2013 as Vice President and Corporate Controller
- Previously served as Director of Accounting Latin America and Asia Pacific at Groupon, Inc.
- 13+ years public accounting experience with Ernst & Young, LLP



Svetlana Vinokur

Vice President, Treasurer and Corporate Development

- Appointed April, 2015
- Previously served as Assistant Treasurer for Illinois Tool Works Inc., Finance Head of M&A Strategy at Mead Johnson Nutrition Company, and Senior Associate for Robert W. Baird & Company's Consumer and Industrial Investment Banking group



Why Federal Signal?

Composition of Businesses	 <u>Clearly-defined</u> strategy, with two groups – ESG and SSG – each of which have <u>strong growth</u> <u>potential</u> through a combination of organic initiatives and M&A
End Market Exposures	 Typical annual revenue mix of ~50% publicly-funded / ~50% industrial Publicly-funded revenues derived from sale of essential products to municipalities in the U.S., Canada, Europe and Latin America; sewer cleaner purchases typically funded through water taxes Within industrial, markets at different points in the cycle such as construction, utility, oil and gas, infrastructure, waste, rendering, landscaping, military
Revenue Streams	 <u>Balanced portfolio</u> of new and used equipment sales and other aftermarket offerings including parts, rentals and service Aftermarket revenues represented ~25% of ESG's sales in 2020
Financial Position	 Low debt leverage; Strong balance sheet Healthy cash flow generation
Opportunity for M&A	• <u>Ample</u> due to strong financial position, active M&A pipeline and clear view of what we are looking for in acquisition candidates
Operational Performance	 <u>Consistent</u> performance within target EBITDA margin ranges Focus on <u>operational excellence</u>, with Eighty-Twenty Improvement ("ETI") initiatives the cornerstone of our operational philosophies
New Product Development ("NPD")	 Revamped, <u>customer-focused</u> NPD process, introducing more new products at a faster pace Of our total R&D spend in 2020, approximately <u>20% was dedicated to electrification projects</u>



Recent Macro Factors Representing Potential Growth Catalysts



Two Attractive Platforms

Environmental Solutions Group (ESG)

Serves publicly-funded, industrial, and utility markets for surface and sub-surface cleaning, safe-digging, road marking, infrastructure maintenance and material hauling

- Street Sweeping
- **Sewer Cleaning**
- Safe Digging
- **Industrial Cleaning**
- **Dump Bodies and Trailers**
- **Road-Marking and Line-Removal**



Safety and Security Systems Group (SSG)

Serves the needs of municipalities and industrial verticals for audible and visual safety and security notification devices and systems

- **Lights and Sirens** \bullet
- **Signaling Devices** \bullet
- Warning Systems



Environmental Solutions Group (ESG)



Safety and Security Systems Group (SSG)





Key Strategic Initiatives



Flexible Manufacturing & "ETI" Culture

New Product Development Technology as an Enabler

Disciplined M&A

Strategic Initiative- Safe Digging

Federal Signal is well positioned to establish a leading position in an emerging application for vacuum-excavation technology; increased regulation expected to accelerate growth

What is it?

- Vacuum excavation or "Safe Digging" involves the use of pressurized air or water ("hydro-excavation") to dig (coupled with a vacuum system) as an alternative to the use of traditional equipment such as backhoes and mechanical excavators
- Acceptance of safe-digging applications continues to improve significantly over the last decade
- Application has been widely accepted in Canada; US is behind but great early indicators – 19 states now include vacuum excavation as part of "safe excavation practices"

Why is it Attractive?

- In many circumstances, vacuum excavation is a safer and more productive means for digging (in comparison to traditional excavation)
- Significantly minimizes chances of damage to underground infrastructure during the digging process
- Less intrusive to the surrounding site at point of digging
- Provides opportunity for the use of our broad range of offerings in new and emerging end markets beyond oil and gas

Why Federal Signal?

- Sole manufacturer of complete range of truck-mounted safe-digging equipment, with applications across a number of end-markets
- 30-year track record of manufacturing leading vacuumexcavation products
- Widest service and support network for vacuumexcavation products
- Best-in-class payload for Ontario market
- Dedicated and experienced sales organization in place to support initiative



Disciplined M&A

Target companies that accelerate our current strategic initiatives or provide a platform for growth in adjacent markets or new geographies

- Niche market leader (product, geography, end-market)
- Sustainable competitive advantage
- Deep domain expertise (technology, application, manufacturing)
- Strong management team
- Leverages our distribution and manufacturing capabilities
- Solid growth potential
- Through-the-cycle margins comparable to or higher than our target margins
- Ideally, identifiable synergies and recurring revenue opportunities
- Return on capital greater than our cost of capital, appropriately adjusted for risk

Financial Characteristics

Characteristics

Business

Acquisition of OSW Equipment & Repair (completed in February 2021)

Highly strategic acquisition which delivers on our objective of geographic expansion of our dump truck body and trailer platform; adds three premier brands that serve attractive markets on the West Coast, in Arizona and in parts of Canada



<u>Note</u>: Rugby serves the market through its nationwide warehouses and distributor network. OSW is headquartered in Snohomish, WA and operates an upfitting center in Tempe, AZ as well as an additional location in Edmonton, Canada from its acquisition of Western Truck Body.



Financial Overview



Net Sales

Orders





2018

2019

2020

Target EBITDA Margin ranges¹

• ESG: 15% - 18%

2017

2016

- SSG: 15% 18%
- Consolidated: 12% 16%
 - Historical EBITDA margins and targets place Federal Signal in the top tier of its peer group of specialty vehicle manufacturers
- (1) Underlying assumptions: Absence of extraordinary factors affecting demand from end-markets; No unusual hearing loss litigation expenses

2020 Highlights:

- Net sales of \$1.13 B
- Operating income of \$131.4 M
- Adjusted EBITDA* of \$182.2 M
- Adjusted EBITDA margin* of 16.1% up 40 basis points from last year; above high end of target range
- GAAP EPS of \$1.56
- Adjusted EPS* of \$1.67
 - 2nd highest adjusted EPS* in our history, surpassed only record \$1.79 in 2019
- Backlog of \$304 M
- Operating cash flow of \$136 M, up \$33 M, or 32%, from last year
- Cash and cash equivalents of \$82 M and \$280 M of credit facility availability
- Net debt of ~\$128 M²
- (2) Net debt is a non-GAAP measure, computed as total debt of \$210 M, less total cash and cash equivalents of \$82 M

Strong Financial Position Supports Priority-Driven Long-Term Capital Allocation

In July 2019, executed five-year, \$500 M revolving credit facility, with flexibility to increase by additional \$250 M for acquisitions; No debt maturities until July 2024; At end of 2020, net debt leverage remained low, with ~\$280 M of availability under credit facility

Reinvest in the Business	 Innovation R&D efforts target new and updated products 2020 cap ex of \$30 M, including significant investments in our plants to add capacity and gain efficiencies through use of new technology Developing tools to improve digital customer experience, with soft launch of e-commerce site during Q4 2020 	Cash Deployment (2018-20) ¹ Share Repurchase			
Acquisitions	 Completed acquisition of OSW for initial payment of ~\$52.5 M in Q1 2021, representing the 6th acquisition since the beginning of 2016 Focused primarily on acquisitions that fit closely within our existing products and services, manufacturing competencies, channels and customers 	Dividends 26% 37%			
Dividend Policy	 Provide a competitive dividend yield while funding business growth Paid dividends of \$19.4 M in 2020; recently increased dividend to \$0.09 per share for Q1 2021 At \$0.09 per share, current dividend yield is ~1.0% 				
Share Repurchases	 Opportunistic share buybacks as a return of cash to our shareholders During Q1 2020, obtained Board authorization to repurchase up to \$75 M of additional shares; spent \$13.7 M buying back ~500,000 shares in 2020 ~\$91 M of repurchase authorization remaining under current programs (~4% of market cap) 	Acquisitions 30% 1) Chart depicts cumulative use of cash for each category, relative to the total cash used on all four activities, for the period 2018-2020; excludes investment in rental fleet,			

which is reported as part of operating cash flows

2021 Outlook

Adjusted EPS* ranging from \$1.73 to \$1.85

Represents increase of 4% to 11% over 2020*

Key Assumptions

- Revenue growth
- Double-digit improvement in pre-tax earnings
- Depreciation and amortization expense to increase by ~\$6 M to \$8 M
- Capital expenditures of \$20 M to \$25 M, including ongoing plant expansions
- Anticipating year-over-year headwind of ~\$8 M associated with cost saving actions taken in 2020 which may return in 2021

- Interest rate of 2-3%
- Effective income tax rate of ~24%, including estimated discrete tax benefits
- ~62 M weighted average shares outstanding
- Seasonal effects typically result in Q1 earnings being lower than subsequent quarters
- Expect 2H to be stronger than 1H

*Adjusted earnings per share ("EPS") is a non-GAAP measure, which includes certain adjustments to reported GAAP income from continuing operations and diluted EPS. In 2020, we made adjustments to exclude the impact of acquisition and integration-related expenses, pension-related charges, restructuring activity, coronavirus-related expenses and purchase accounting effects, where applicable. We have also previously made adjustments to GAAP income from continuing operations and diluted EPS for special tax items. Should any similar items occur in 2021, we would expect to exclude them from the determination of adjusted EPS. However, because of the underlying uncertainty in quantifying amounts which may not yet be known, a reconciliation of our Adjusted EPS outlook to the most applicable GAAP measure is excluded based on the unreasonable efforts exception in Item 10(e)(1)(i)(B).



Positioned for Long-Term Growth

With continued focus on organic growth and M&A, and margin performance above that of many of our peers, our financial framework aims to create long-term shareholder value

Cumulative Returns to Stockholders



This graph assumes that the value of the investment in the Company's common stock, and in each index, was \$100 on December 31, 2015 and assumes reinvestment of all dividends through December 31, 2020.



Appendix

- I. Segments Overview
- II. Eighty-Twenty Improvement Culture
- III. New Product Development
- IV. Non-GAAP Measures
- V. Executive Compensation
- VI. Investor Information

Appendix I: ESG Products













Appendix I: ESG Products (continued)

























Appendix I: ESG - Market Influencers & Where We Play

Market Dynamics

- Many ESG products support essential services that are focused on cleaning
- Aging infrastructure, pipeline expansion and increasing urbanization support long-term demand for safe digging products, dump bodies and trailers
- Healthy housing market and improving industrial activity supports growth opportunities for dump bodies and trailers
- Upsides from prospective infrastructure spending, if any approved
- Funding for sewer cleaners through water tax revenues adds further stability
- Tracking new housing starts, Class 8 truck chassis, public funding sources, oil rig counts, and overall industrial activity



Source: Management Estimates

Appendix I: SSG Products









Appendix I: SSG - Market Influencers & Where We Play

Market Dynamics

- Increased national focus on issues of public safety and law enforcement, and rising public expectations for transparency and accountability driving demand for safety and security products
- Rising occurrence of natural and man-made disasters
- Shift in customer preference towards inter-connected platforms expected to drive demand for security systems integration
- Tracking data that indicates the number of new vehicle registrations



Source: Management Estimates

Appendix II: Eighty–Twenty Improvement ("ETI") Culture

Material Cost Reduction

- Waste reduction
- SKU rationalization
- Savings through volume aggregation
- Sourcing optimization



Pricing Strategy

- Parts pricing strategy
- Effective "options" pricing

Manufacturing Efficiency

- Lean manufacturing focus
- Throughput flexibility
- Labor pool management
- Flexible manufacturing model
- Recent investments in machinery expected to result in productivity improvements



Working Capital Optimization

- Her Twenty Improvent Work Derived benefits from manufacturing efficiencies and SKU rationalization
 - Improved cycle times to drive inventory reductions

Appendix III: New Product Development

Customer-Focused Process

- Complete change in approach to innovation, starting in 2013; with the revamped innovation structure, completed several successful new product launches, including the award-winning launch of the ParaDIGm vacuum excavator in 2016
- In 2018, announced acceleration of innovation initiatives to drive long-term organic growth; targeting long-term organic revenue growth of a couple percentage points above GDP
- Of our total R&D spend in 2020, approximately 20% was invested in electrification projects
 - During Q4 2020, received first orders for our hybrid electric street sweeper

Environmental Solutions Group (ESG)

- Sewer Cleaner productivity improvements such as advanced controls and a new, revolutionary boom design
- All-New Vactor iMPACTTM compact sewer cleaner
- All-New RegenX[™] regenerative air sweeper, and new singleengine versions of legacy sweepers
- All-New HXX Vacuum Excavator with improved payload carrying capacity
- Jetstream portfolio of tools and accessories
- All-New TRUVACTM Coyote Vacuum Excavator
- Street sweeper-based road condition assessment service offering
- Recently released plug-in, hybrid electric sweeper
- World Sweeping Association's 2020 Award of Excellence in Power Sweeping



- Automatic License Plate Recognition (ALPR) Systems
- CommanderOne Direct Messaging (SMS/Phone)
- Smart Police Vehicle Systems
- Next-Generation PAGA
- Global Series Signaling Devices
- Allegiant Police Light Bar
- Pathfinder Siren Suite







Appendix IV: Non-GAAP Measures (Adjusted EPS)

(\$ in millions)	Year Ended De 2020	ecember 31, 2019
Income from continuing operations	\$ 96.1	\$ 108.4
<u>Add:</u>		
Income tax expense	28.5	30.2
Income before income taxes	124.6	138.6
<u>Add:</u>		
Acquisition and integration-related expenses	2.1	2.5
Pension-related charges (1)	2.3	-
Restructuring	1.3	-
Coronavirus-related expenses (2)	2.3	-
Purchase accounting effects (3)	0.7	0.8
Adjusted income before income taxes	133.3	141.9
Adjusted income tax expense (4) (5)	(30.3)	(31.8)
Adjusted income from continuing operations	\$ 103.0	\$ 110.1
Diluted EPS	\$ 1.56	\$ 1.76
Adjusted diluted EPS	\$ 1.67	\$ 1.79

(1) Pension-related charges in the year ended December 31, 2020 relate to charges incurred in connection with the withdrawal from a multi-employer pension plan.

(2) Coronavirus-related expenses in the year ended December 31, 2020 include direct expenses incurred as a result of the coronavirus pandemic, that are incremental to, and separable from, normal operations. Such expenses primarily relate to incremental paid time off provided to employees and costs incurred to implement enhanced workplace safety protocols.

(3) Purchase accounting effects relate to adjustments to exclude the step-up in the valuation of equipment acquired in connection with acquisitions that was sold subsequent to the acquisition dates in the years ended December 31, 2020 and 2019, as well as to exclude the depreciation of the step-up in the valuation of the rental fleet acquired in the JJE transaction.

(4) Adjusted income tax expense for the year ended December 31, 2020 was recomputed after excluding the impact of acquisition and integration-related expenses, pension-related charges, restructuring activity, coronavirus-related expenses and purchase accounting effects.

(5) Adjusted income tax expense for the year ended December 31, 2019 excludes the tax effects of acquisition and integrationrelated expenses and purchase accounting effects. Adjusted income tax expense for the year ended December 31, 2019 also excludes an \$0.8 million benefit from changes in state deferred tax valuation allowances. Adjusted income from continuing operations and earnings per share ("EPS")

The Company believes that modifying its 2020 and 2019 income from continuing operations and diluted EPS provides additional measures which are representative of the Company's underlying performance and improves the comparability of results between reporting periods. During the years ended December 31, 2020 and 2019, adjustments were made to reported GAAP income from continuing operations and diluted EPS to exclude the impact of acquisition and integration-related expenses, pension-related charges, restructuring activity, coronavirus-related expenses, purchase accounting effects, and special tax items, where applicable.



Appendix IV: Non-GAAP Measures (Adjusted EBITDA)

(\$ in millions)		2016		2017	2018		2019		2020	
Net Sales	\$	707.9	\$	898.5	\$1,089.5	\$	1,221.3	\$	1,130.8	
Income from continuing operations		39.4		60.5	93.7	7	108.4		96.1	
Add:										
Interest expense		1.9		7.3	9.3	3	7.9		5.7	
Pension settlement charges		-		6.1	-		-		-	
Hearing loss settlement charges		-		1.5	0.4	ŀ	-		-	
Debt settlement charges		0.3		-	-		-		-	
Acquisition and integration-related expenses		1.4		2.7	1.5	5	2.5		2.1	
Coronavirus-related expenses		-		-	-		-		2.3	
Restructuring		1.7		0.6	-		-		1.3	
Executive severance costs		-		0.7	-		-		-	
Purchase accounting effects (a)		3.6		4.4	0.7	7	0.2		0.3	
Other expense (income), net		1.8		(0.8)	0.6	5	0.6		1.1	
Income tax expense		17.4		0.5	17.9)	30.2		28.5	
Depreciation and amortization		19.1		30.0	36.4	ŀ	41.5		44.8	
Deferred gain recognition (b)		(1.9)		(2.0)	(1.9))	-		-	
Adjusted EBITDA		84.7	\$	111.5	\$ 158.6	5 \$	191.3	\$	182.2	
Adjusted EBITDA Margin		12.0%		12.4%	14.6%	6	15.7%		16.1%	

(a) Purchase accounting effects represent the step-up in the valuation of equipment acquired in recent business combinations that was sold during the periods presented.

(b) Adjustment to exclude recognition of a deferred gain associated with historical sale lease-back transactions. Effective with the adoption of the new lease accounting standard in 2019, recognition of this gain was eliminated.

Adjusted EBITDA and adjusted EBITDA margin

The Company uses adjusted earnings before interest, tax, depreciation and amortization ("adjusted EBITDA") and the ratio of adjusted EBITDA to net sales ("adjusted EBITDA margin") as additional measures which are representative of its underlying performance and to improve the comparability of results across reporting periods. We believe that investors use versions of these metrics in a similar manner. For these reasons, the Company believes that adjusted EBITDA and adjusted EBITDA margin are meaningful metrics to investors in evaluating the Company's underlying financial performance. Adjusted EBITDA is a non-GAAP measure that represents the total of income from continuing operations, interest expense, pension settlement charges, hearing loss settlement charges, debt settlement charges, acquisition and integration-related expenses, coronavirus-related expenses, restructuring activity, executive severance costs, purchase accounting effects, other income/expense, income tax expense, depreciation and amortization expense, and the impact of adoption of a new lease accounting standard, where applicable. Consolidated adjusted EBITDA margin is a non-GAAP measure that represents the total of income from continuing operations, interest expense, pension settlement charges, hearing loss settlement charges, debt settlement charges, acquisition and integration-related expenses, coronavirus-related expenses, restructuring activity, executive severance costs, purchase accounting effects, other income/expense, income tax expense, depreciation and amortization expense, and the impact of adoption of a new lease accounting standard, where applicable, divided by net sales for the applicable period(s). Other companies may use different methods to calculate adjusted EBITDA and adjusted EBITDA margin.



Appendix V: Executive Compensation Aligned with Long-term Objectives

- The Company continues to focus on executing against a number of key long-term objectives, which include the following:
 - Creating disciplined growth
 - Improving manufacturing efficiencies and costs
 - Leveraging invested capital
 - Diversifying our customer base

One Year	Three Years	Ten Years
Cash Bonus (STIP) • Earnings (60%) • EBITDA Margin (20%) • Individual Objectives (20%)		Short-Term <u>Annual Goals</u> 1. Profitability and growth 2. Market share
 Performance Share Units EPS (75%) Return on Invested Capital (25%) 		 Long-Term <u>3-year Performance and Vesting Periods</u> 1. Profitability and growth 2. Shareholder value creation 3. Facilitates stock ownership 4. Executive retention
Restricted Stock Awards		Long-Term <u>3-year Cliff Vesting</u> 1. Executive recruitment 2. Executive retention 3. Facilitates stock ownership
Share Price Appreciation Stock Options 		Longer-Term <u>3-year Ratable Vesting Period and 10 Year Exercise Period</u> 1. Shareholder value creation 2. Facilitates stock ownership 3. Executive retention



Appendix VI: Investor Information

Stock Ticker: NYSE:FSS

Company website: <u>federalsignal.com/investors</u>

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