



Making connections

I'm happy to share with you the first issue of the President's Update, a monthly newsletter to more closely connect us to each other and highlight the incredible work happening around the world at Mercury. As you know, I have served in my new role for three months. In this time, I have enjoyed meeting with many of you and hearing about your ideas and the countless ways in which you support Mercury. I look forward to being in touch with even more of you in the weeks ahead.

At the end of April, Brunswick reported Q1 earnings, and Mercury again delivered great results, driven by increased shipments of high-horsepower outboard product to many global customers and OEM partners. Over the last five years, Mercury Marine has experienced steady U.S. market-share growth in the category of high-horsepower outboards. This growth is a testament to the incredible work by all of you and the tremendous output from our recent manufacturing capacity expansion. This growth was once again demonstrated by significant outboard gains at many of the major saltwater boat shows in the quarter.

Thank you to all of our roughly 8,000 employees around the globe for your hard work and dedication and for bringing your very best each and every day.



Strategic Partnerships

Building relationships with Fond du Lac community leaders

Recently, I had the opportunity to meet with local community leaders in Wisconsin to provide an overview of the company and share the recent news that Mercury has a \$5.4 billion annual economic impact on the Fond du Lac community, according to a new study by Envision Greater Fond du Lac. They were very impressed with our new, innovative products and enjoyed learning about our global manufacturing operations — as well as the many initiatives we support in the local community.

The group was in awe of the highly skilled talent we have in Fond du Lac and around the globe, and was excited to see what's next as we continue to move Mercury forward.

Fostering key customer partnerships

A few weeks ago, I also had a chance to get out on the road with Randy Caruana, Paul Giddings, Rich Todhunter and Sue Stroukoff to meet with some of our customers, including White River Marine Group (Tracker, Bass Pro Group), Scout and Sportsman. We had great discussions about how we can continue to support and enhance these important partnerships, and I'm looking forward to spending time with many more of our global customers in the weeks and months ahead.



Left to right: Fond du Lac County Executive Sam Kaufman, Wisconsin state Rep. Jerry O'Connor, Wisconsin state Sen. Dan Feyen, Mercury Marine President John Buelow and Envision Greater Fond du Lac President/CEO Sadie Vander Velde.

Continued on next page

Product News

Mercury ships first Avator 7.5e electric outboards to customers

Congratulations to the Avator team on a major milestone in our electrification journey. We recently shipped our first Avator 7.5e electric outboard motors to several key U.S. dealers and boat builders. Our largest shipment has been made by our EMEA team to our distributor in Austria.

Honoring the L6SC platform's legacy

We recently passed another major milestone in our company's history. The last of the Mercury outboards built on our multiple-award-winning and venerated L6SC platform has rolled off the production line. L6SC refers to the 2.6-liter in-line six-cylinder supercharged (L6SC) powerhead that we pioneered nearly 20 years ago. These are the engines that propelled the transition of our outboard portfolio from mostly two-stroke to four-stroke offerings. We launched the Verado brand with these engines; we advanced digital and joystick controls with them; we built our saltwater strategy around them; and we became the elite brand in racing and high performance with them.

Read more about these engines' legacy and the advancements now demonstrated by the new portfolio of V6, V8, V10 and V12 outboards in the news feed section of the Mercury division page on the Brunswick Connect SharePoint site.

New Mercury Marine App now available

Congratulations to everyone involved in the development and launch of the all-new Mercury Marine App, now in app stores. The program was led by Mercury's Industrial Design and Applied Software Engineering teams from our Product Development & Engineering organization with help and input from Software, Controls, Electrical & Electronics Engineering, Information Technology, Category, Sales, Service, and also Brunswick Privacy & Security. It was a highly collaborative effort and the latest step in Mercury's digital customer experience journey that directly supports the ACES corporate strategy.

Currently, the app is compatible with Mercury Avator electric motors and supports devices running iOS 14 or later and Android 9 or later. The app requires a SmartCraft Connect module and the module must be updated to release 5.1.2 or later. Look for more information in the Mercury Marine App's listing at the Apple App Store and the Google Play Store.

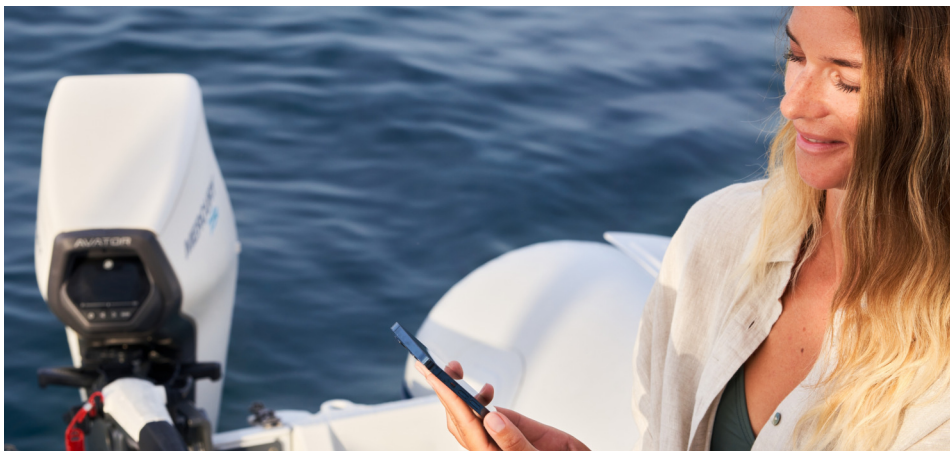


Photo at top: An Avator 7.5e electric outboard motor is mounted on a pontoon boat for sale at Stevens Marine in Oregon.

Photo above: For nearly two decades, Mercury outboards built on the L6SC platform have provided outstanding boating solutions in both freshwater and saltwater environments.

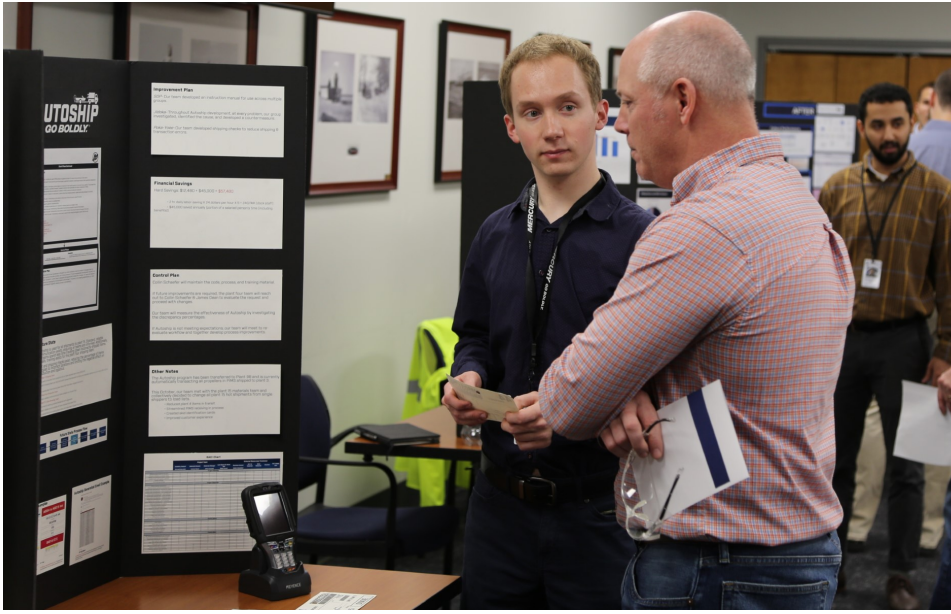
Photo at left: The new Mercury Marine App provides a convenient way for boaters to interface with their Avator electric outboard motors.

Continuous Improvement

Spanning 20 years, Mercury LSS has expanded to include a broad array of Continuous Improvement initiatives

Twenty years ago, Mercury launched a Lean Six Sigma (LSS) program that has evolved into a prevailing culture of Continuous Improvement (CI). Thousands of employees have learned concepts and techniques to improve overall business productivity.

Today there are more than 1,400 yellow belts, green belts and black belts across the organization. Every employee has the power to engage and make improvements through systematic problem solving. Continuous Improvement is a never-ending journey, and I'm excited about the vital roles that LSS and other CI initiatives will play in Mercury's future.



Senior-executive judges received presentations from 19 Lean Six Sigma (LSS) and Continuous Improvement (CI) project teams at the most recent CI Expo.

International Spotlight

Mercury team in Australia hosts dealers at Sea World Gold Coast

In March, the Mercury team in Australia gathered with dealers at Sea World on the country's Gold Coast. The event provided dealers the opportunity to gain firsthand experiences using the latest Mercury products, including the new V10 350 and 400hp Verado outboards, the Avator 7.5e electric outboard motor, the new Mercury Electric Steering system, the 25 and 30hp outboards and the V12 600hp Verado outboard. The event included a dinner and ceremony for the region's 2022 Mercury Marine Dealer Awards. Congratulations to the team on this incredible event. Read more about it and view a video in the news feed section of the Mercury division page on the Brunswick Connect SharePoint site.



EMEA division holds 2023 service managers meeting at Belgium headquarters

Service managers representing 77 EMEA countries participated in a March 28-29 meeting at the new, state-of-the-art service training center at the EMEA headquarters in Petit-Rechain, Belgium. The meeting focused on the importance of equipping our service professionals, dealers and boat manufacturers with all the knowledge and capabilities that they need to give boating-enthusiast consumers the best possible after-sales experiences from the Mercury brand.



Read more about this event in the news feed section of the Mercury division page on the Brunswick Connect SharePoint site.

International Spotlight photos —
Top: Trainers at Sea World on the Gold Coast now power their RIB with the Avator 7.5e electric outboard motor.
Above: Attendees at the meeting of EMEA service managers paused to capture their gathering with this photo.

Thanks for reading. Best wishes for a warm and healthy spring.

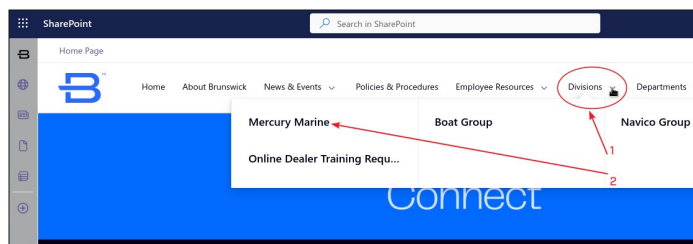
John Buelow
Mercury Marine President

Navigate your way to more content on the Mercury Marine division page of Brunswick Connect

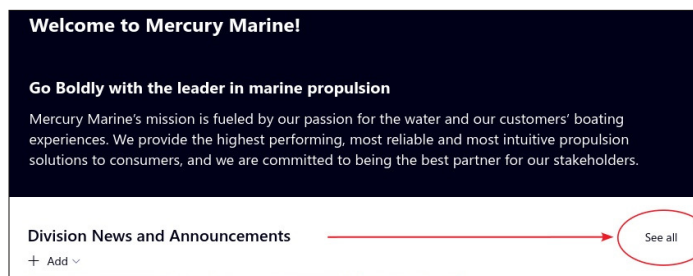
In this newsletter, John refers to additional content that employees may access online. The Brunswick Corporation intranet site hosts this content, which is located on the section of the site dedicated to the Mercury Marine division. Here are the simple steps to get there:

Navigate on a computer:

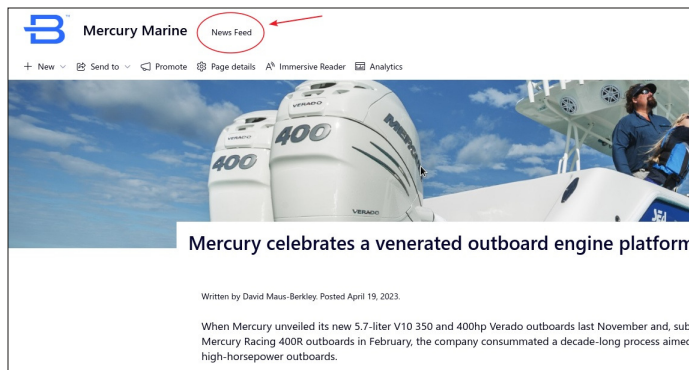
1. Go to the Brunswick Connect intranet site at BrunswickConnect.Brunswick.com. You may need to enter your Brunswick single-sign-in credentials, depending on whether you are already logged in.
2. Click the “Divisions” pull-down menu and then click on “Mercury Marine.”



3. At the Mercury Marine division page, scroll down below the photo at top to locate the “Division News and Announcements” header. There you will see a short list of recent articles.
4. You will likely want to see the whole list, so click on “See all” at the top right-hand side of this section.



5. Now, you’ll see a directory of all the articles in the news feed. Simply scroll down or search using Ctrl+f to find what interests you.
6. Click an article’s thumbnail or headline to open it.
7. Once you’ve opened an article, please note that there is a “News feed” link at the very top that will take you back to the full list of articles.



Take a shortcut using your mobile device ...

If you have your smartphone or tablet handy, and the device is already logged in to Brunswick Connect, there is an even easier way for you to get to the list of articles. Just use the QR code below and you’ll skip steps one through four!



Mercury Communications periodically posts new content into the news feed, so be sure to check in often!