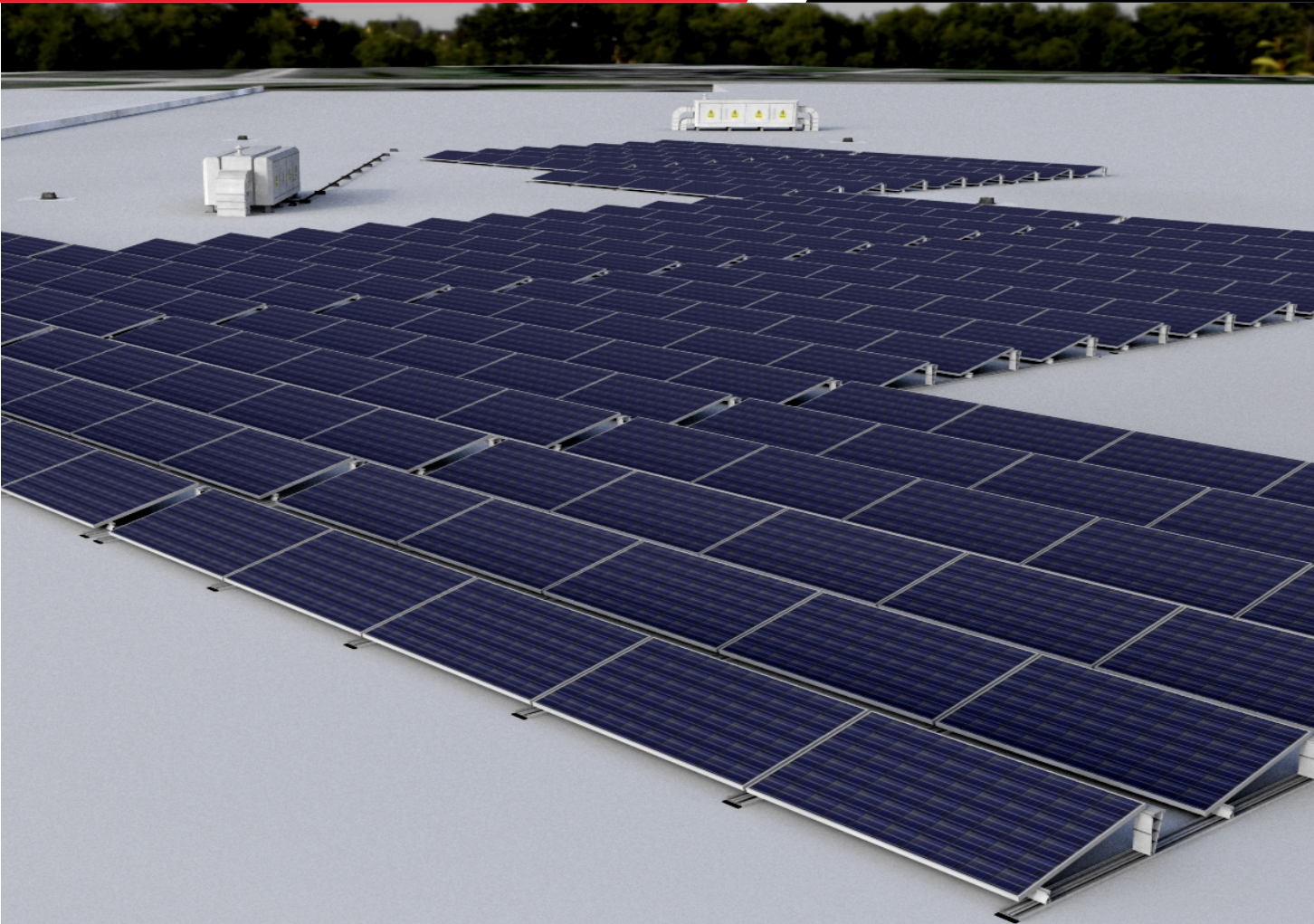


**PR/Communications
Plan:**

*Mercury Marine
installation of solar
array on Plant 3
warehouse roof*



Background information

- Installing 320 4'x8' panels to draw and deliver electricity for the next 30 years.
- Targeted completion of installation: End of 2020.
- Offsets all lighting needs in the warehouse.
 - Equivalent to greenhouse-gas emissions from 18 cars driven for one year.
 - Equivalent to the electricity used by 14 average U.S. homes for one year.
- Includes software that streams live updates on current draw in kilowatt hours and equivalents such as trees saved, carbon reduced, etc.
- Virtual Power Purchase Agreement (VPPA) for FDL campus in 2021 will further increase Mercury-wide commitment to use clean and renewable energy.
- Capital project request was less than \$160,000.
 - Cost offset — Focus on Energy grant.
 - Cost offset — Investment tax credits.

Mission of PR/communications efforts

Reinforce the strength of Mercury's commitment to sustainability with ongoing reporting of key sustainability initiatives to:

- Employees,
- Consumers and customers,
- Boating industry,
- Brunswick and its key stakeholders,
- Investors,
- Fond du Lac community and local politicians.



PR and communications

Making announcements on two occasions will allow us to take “a second bite at the apple.”

- Announcement of solar-array installation and launch of **pilot phase**. Target: early January.
- Announcement of **full-implementation phase**. Target: Earth Day — Thursday, April 22, 2021. Includes:
 - Pilot phase performance data and summer-season projections,
 - Dedication of solar array to Kevin Grodzki,
 - Unveiling of Plant 10 lobby sustainability display area,
 - Posting of Mercury 2020 Sustainability Report.

This is envisioned as an in-person media event, pandemic permitting. Otherwise, it can be a virtual event or bumped to a later date for in-person participation.



Sequence of communications with deliverables and executions

- **Phase 1** pilot announcement in early January (after completion of installation and activation of the equipment).
 - Press release and Global News Wire post, which will include ...
 - Link to time-lapse video of array installation,
 - Link to drone footage,
 - Link to video message from Chris Drees.
 - Follow-up media relations.

Additional opportunities between Phase 1 and Phase 2

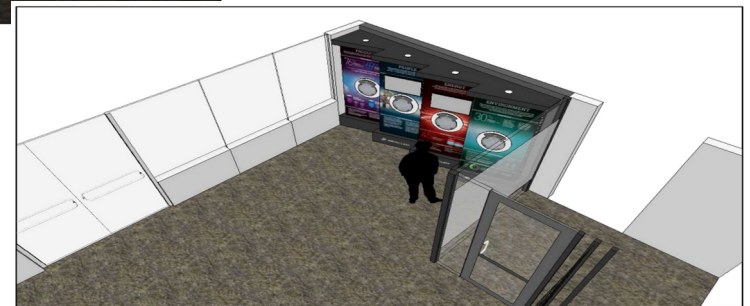
- Brunswick earnings call in late January.
 - Presentation slide(s) for Drees.
- Drees investor presentation in Q1.
 - Presentation slide(s) for Drees.

Sequence of communications with deliverables and executions

- **Phase 2** implementation event (in-person or online) on Earth Day (Thursday, April 22, 2021).
 - Invitations to dignitaries (politicians, Focus on Energy, partners, etc.).
 - Invitations to media (Green Bay TV, Milwaukee TV, FDL Reporter, sustainability writers).
 - Invitations to Mercury/Brunswick attendees.
 - Press release (with links to Sustainability Report, Drees video, time-lapse video, and drone footage).
 - Test-phase performance data and summer projections.
 - Completed Sustainability Report.
 - Employee communications: MercNews, THE WAVE, BrunswickConnect.
 - Drees presentation outline/slides for the event.
 - Plaque honoring Kevin Grodzki and dedicating the solar array to him.
 - Setup of live stream on social media.
 - All preparations and setup of the media-event site and the sustainability display in the Plant 10 lobby (see next slide).

Sustainability display in Plant 10 lobby

- Data feed from solar array and relatable equivalents.
- Drees video.
- Drone footage.
- Sustainability video.
- Excerpts from sustainability report.



Note: A revised sustainability kiosk will also be included at our trade show exhibits in 2021. Its content will largely mirror the content of these four panels.

Questions and discussion

