Safe Harbor Statement

This presentation includes forward-looking statements (statements which are not historical facts) within the meaning of the Private Securities Litigation Reform Act of 1995, including statements concerning the Company's prospects, resources, capabilities, current or future financial trends or operating results, long-term growth capability, demand for the Company's products, future plans for introduction of new products and the anticipated outcome of new business initiatives, estimates of market size and opportunities for growth, planned capital expenditures, and potential uses of our capital resources, including statements regarding potential share repurchases, acquisitions or dividend programs. Factors that could cause Nautilus, Inc.'s actual results to differ materially from these forward-looking statements include our ability to acquire inventory from sole source foreign manufacturers at acceptable costs, within timely delivery schedules and that meet our quality control standards, availability and price of media time consistent with our cost and audience profile parameters, a decline in consumer spending due to unfavorable economic conditions in one or more of our current or target markets, failure to successfully integrate acquired businesses, an adverse change in the availability of credit for our customers who finance their purchases, our ability to pass along vendor raw material price increases and increased shipping costs, our ability to effectively develop, market and sell future products, our ability to protect our intellectual property, and the introduction of competing products. Additional assumptions, risks and uncertainties are described in detail in our registration statements, reports and other filings with the Securities and Exchange Commission, including the "Risk Factors" set forth in our Annual Report on Form 10-K, as supplemented by our quarterly reports on Form 10-Q. Such filings are available on our website or at www.sec.gov. You are cautioned that such statements are not guarantees of future performance and that actual results or developments may differ materially from those set forth in the forward-looking statements. We undertake no obligation to publicly update or revise forward-looking statements to reflect subsequent events or circumstances.

Financial Information

Unless otherwise indicated, all information regarding our operating results pertain to continuing operations.

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Agenda

• Overview
• Financial Performance
• Growth Drivers
• Long-term Goals
• Key Takeaways
Who We Are

• Mission is to provide **innovative solutions** that make fitness more **attainable** and **motivate** people to live **healthier** lives

• We have a strong portfolio of **brands**, including three of the top five in the industry*

• Consumer insights driven **innovation** and new products pipeline

• **Multichannel** growth strategy to meet consumer needs wherever they shop

• Focused on **profitable growth** and increasing shareholder value

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*Based on a 2016 national consumer research study
Strong Brands

Innovation
Quick, Proven Results

Quality and Value
High Awareness

Authentic
Professional Grade

Leader in Zero
Impact Cardio
Industry Leading Product Quality & Innovation

Award winning Bowflex Max Trainer® M7 model launched early 2016

560 SelectTech® Dumbbells
Award winning first ever smart dumbbells

Bowflex HVT™
Strength and cardio in one workout, launched May 2017

Bowflex Results Series™
Premium treadmills and ellipticals, launching Fall 2017

Octane XT-ONE™, the next generation cross-trainer
Walk, run, hike, and climb on one machine

First of a kind Zero Runner® ZR8000
Enabling everyone to run safely and comfortably
Diversified Multichannel Growth Strategy

Direct to Consumer
- Unique innovative products
- Sold directly to consumers
- Significant investment in media

Retail Channel
- Wide assortment of fitness products
- Sold to distributors, retailers, and specialty fitness
- International sales and commercial

Royalty
- License revenue related to trademarks and patents

Combined Channel Mix
- Direct: 55%
- Retail: 44%
- Royalty: 1%
Embracing Ecommerce

Robust Direct Channel Web Sales Growth

- $ Millions
- 2011: $50, 47%
- 2012: $63, 51%
- 2013: $71, 52%
- 2014: $98, 56%
- 2015: $136, 60%
- 2016: $143, 63%

Increasing Share of Mass Retail Sales Sold Through Ecom Partners

- $ Millions
- 2011: $29, 43%
- 2012: $31, 50%
- 2013: $32, 44%
- 2014: $43, 51%
- 2015: $58, 59%
- 2016: $64, 61%

- % of N. American Mass Retail
- N. American Retail Ecom
- Web Sales
- $50
- $63
- $71
- $98
- $136
- $143

- % of Direct
- 23% CAGR
- $29
- $31
- $32
- $43
- $58
- $64

- 17% CAGR
Delivering Solid Financial Performance

Strong revenue growth...

Coupled with improving profitability...

Resulted in robust cash generation
FY 2017 Expected to Continue Growth Trend

- Full year guidance of 5% - 7% revenue and operating income growth
  - 2017 expected to be more backend loaded with return to double-digit pace of growth in the second half of 2017
  - First half will be slower vs. prior year due to tougher comps and lower media response rates

- Q2 2017 YTD revenue & operating income reflect slower first half as expected
  - Revenue of $190M vs. Q2 2016 YTD revenue of $199M. Decline vs. prior year related to lower TreadClimber sales.
  - Operating Income of $17M vs. Q2 2016 YTD of $26M. Decline vs. prior year due to lower revenue and increased investment in media and R&D.
Focused on Increasing Shareholder Value

Pretax EPS*

Increasing shareholder value driven by superior operating results

NLS stock consistently outperforming longer-term benchmarks

<table>
<thead>
<tr>
<th></th>
<th>Leading Active Lifestyle Brands*</th>
<th>S&amp;P 500 Consumer Discretionary Russell 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Year</td>
<td>-29.8%</td>
<td>11.5%</td>
</tr>
<tr>
<td>3-Year</td>
<td>38.3%</td>
<td>30.7%</td>
</tr>
<tr>
<td>5-Year</td>
<td>592.8%</td>
<td>98.3%</td>
</tr>
<tr>
<td>7-Year</td>
<td>1187.4%</td>
<td>199.9%</td>
</tr>
</tbody>
</table>

Source: Factset; cumulative returns calculated through 8/31/17

*Average return for BC, CAB, COLM, DECK, DKS, ELY, JOUT, LULU, NKE, PII, UAA, VFC
Five Key Growth Drivers

- Balance of sales between traditional storefront and faster growing e-commerce
- Current small market share provides opportunity for growth within existing market
- Broaden assortment of SKUs among existing customers
- Expand use of brand portfolio to address new price points and consumer segments

North America Market Size*

- $3.8B
- 3%
- North America Market Share
- Nautilus Market Share

Retail

- New Distribution Opportunities
- Innovation
- International
- Strategic Opportunities

North America Largest Cardio Categories

- Treadmills: $1.0B
- Exercise Bikes: $0.9B
- Ellipticals: $0.4B

*Based on SFIA 2017 Manufacturers’ Sales by Category Report; values reflect wholesale pricing
Five Key Growth Drivers

- Expansion into specialty retail and commercial club markets with Octane
- Increasing presence in cross-fit studios with Air-Dyne products
- Higher leverage of Direct media spend via Dick’s Sporting Goods in-store sales of Max Trainer
- Entry into hand-held and shelf fitness products with Modern Movement
- Commitment to e-commerce growth. 63% of Direct channel sales are online. More than 56% of visitors are on mobile devices.

*Based on internal analysis; values reflect wholesale pricing; **Based on SFIA 2017 Manufacturers’ Sales by Category Report
Five Key Growth Drivers

- Continued investments in R&D to create new product categories
- Reinvent consumer experience with real-time coaching, tracking, and motivation
- Innovating with apps and connectivity options
- Partnering with leading platforms to seamlessly sync and share workout data
- Continuously innovating consumer engagement to leverage changing industry dynamics
Five Key Growth Drivers

- Large potential opportunity outside North America to grow low current market share
- Nautilus and Octane brands well recognized worldwide
- Aggressively adding best of breed distributor partners in target countries
- Increased investment in local sales teams

Estimated Global Market Size by Region*

- North America, $5.5B
- EMEA, $3.0B
- Asia Pacific, $1.1B
- Latin America, $0.4B

2016 Nautilus Regional Mix

- North America 93%
- EMEA 4%
- APLA 3%

*Compilation of industry and internal data; values reflect wholesale pricing
Five Key Growth Drivers

- Company in solid position to expand
  - Strong balance sheet with >$88M in cash
  - Significant free cash flow
  - Leverageable infrastructure to capture synergies

- Opportunities to accelerate existing strategies through further acquisitions

- Invest in intellectual property portfolio to drive new product innovation and potentially increase royalty stream

- Explore opportunities in incremental adjacent categories
"The Road Map" for Profitable Growth

Our approach to profitable growth focuses on three major areas:

- New Product Innovation
  - Process Rigor
  - IP Portfolio
  - Brand Engagement
  - Margin Discipline
- Footprint Expansion
  - New Price Points
  - New Core Categories
  - Plus Growth Opportunities
  - Access to Broader Audience
- Operational Excellence
  - Leverage Infrastructure
  - Continuous Cost Improvements
  - Supply Chain Efficiency
  - Media Planning
## Targeted Operating Metrics

<table>
<thead>
<tr>
<th></th>
<th>Revenue Growth</th>
<th>Operating Income Growth</th>
<th>Operating Income % of Revenue</th>
<th>EBITDA % of Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Long-term Run Rate</strong></td>
<td>10-12%</td>
<td>Growth in excess of revenue growth</td>
<td>11-15%</td>
<td>13-17%</td>
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<tr>
<td>2013 Results</td>
<td>12.8%</td>
<td>48.5%</td>
<td>7.2%</td>
<td>8.9%</td>
</tr>
<tr>
<td>2014 Results</td>
<td>25.4%</td>
<td>91.8%</td>
<td>11.0%</td>
<td>12.5%</td>
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<tr>
<td>2015 Results</td>
<td>22.3%</td>
<td>33.6%</td>
<td>12.0%</td>
<td>12.9%</td>
</tr>
<tr>
<td>2016 Results</td>
<td>20.9%</td>
<td>32.6%</td>
<td>13.1%</td>
<td>15.1%</td>
</tr>
</tbody>
</table>

- Long-term Run Rate reflects management assessment of Nautilus’ organic growth capability over the next 3-5 years
- Annual results will fluctuate within stated Long-term Run Rate due to industry dynamics, specific product life cycles, and other factors
- 2017 full year guidance of 5-7% revenue growth and similar operating income growth
Capital Deployment Initiatives

Organic Growth
- New Product Introductions
- Expanding Distribution
- Infrastructure Investments

Acquisition Strategy
- Enhance or Accelerate Revenue Growth Drivers
- Opportunistically Expand IP Portfolio

Return Capital to Shareholders
- Add’l $15M Share Buyback Program Announced Q1 2017
- Potential for Special/Ongoing Dividend Program

Priority

- #1
- #2
- #3
Key Takeaways

- Leading portfolio of fitness brands
- Unique & innovative products and IP
- Solid sales & earnings growth; significantly improved profitability
- Strong financial condition
- Scalable platform & infrastructure
- Experienced management team that delivers on expectations
THANK YOU
## P&L Summary

All values in $ millions except per share amounts

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Retail Revenue</td>
<td>$68.6</td>
<td>$63.9</td>
<td>$76.8</td>
<td>$93.2</td>
<td>$106.2</td>
<td>$177.9</td>
<td>$71.7</td>
<td>$74.9</td>
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<td>Direct Revenue</td>
<td>$107.1</td>
<td>$125.0</td>
<td>$136.7</td>
<td>$175.6</td>
<td>$225.6</td>
<td>$225.1</td>
<td>$126.2</td>
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<td>Royalties</td>
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<td>5.4</td>
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<td>4.0</td>
<td>3.1</td>
<td>1.6</td>
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<td><strong>Total Revenue</strong></td>
<td><strong>180.4</strong></td>
<td><strong>193.9</strong></td>
<td><strong>218.8</strong></td>
<td><strong>274.4</strong></td>
<td><strong>335.8</strong></td>
<td><strong>406.0</strong></td>
<td><strong>199.5</strong></td>
<td><strong>200.3</strong></td>
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<td>Retail Gross Margin</td>
<td>16.0</td>
<td>14.4</td>
<td>19.5</td>
<td>23.7</td>
<td>26.9</td>
<td>58.8</td>
<td>22.6</td>
<td>24.9</td>
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<td>% of Retail Rev</td>
<td>23.4%</td>
<td>22.5%</td>
<td>25.3%</td>
<td>25.4%</td>
<td>25.3%</td>
<td>33.1%</td>
<td>31.6%</td>
<td>33.2%</td>
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<tr>
<td>Direct Gross Margin</td>
<td>57.7</td>
<td>71.6</td>
<td>81.7</td>
<td>111.2</td>
<td>142.4</td>
<td>149.7</td>
<td>84.0</td>
<td>73.7</td>
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<td>% of Direct Rev</td>
<td>53.9%</td>
<td>57.3%</td>
<td>59.7%</td>
<td>63.3%</td>
<td>63.1%</td>
<td>66.5%</td>
<td>66.6%</td>
<td>64.7%</td>
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<tr>
<td>Royalties</td>
<td>4.8</td>
<td>5.1</td>
<td>5.4</td>
<td>5.6</td>
<td>4.0</td>
<td>3.1</td>
<td>1.5</td>
<td>1.6</td>
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<tr>
<td><strong>Total Gross Margin</strong></td>
<td><strong>78.5</strong></td>
<td><strong>91.0</strong></td>
<td><strong>106.5</strong></td>
<td><strong>140.6</strong></td>
<td><strong>173.2</strong></td>
<td><strong>211.5</strong></td>
<td><strong>108.2</strong></td>
<td><strong>100.1</strong></td>
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<tr>
<td>% of Rev</td>
<td>43.5%</td>
<td>46.9%</td>
<td>48.7%</td>
<td>51.2%</td>
<td>51.6%</td>
<td>52.1%</td>
<td>54.3%</td>
<td>52.6%</td>
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<td>Selling and Marketing</td>
<td>54.5</td>
<td>58.6</td>
<td>66.5</td>
<td>81.1</td>
<td>101.6</td>
<td>115.4</td>
<td>59.9</td>
<td>61.3</td>
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<td>General and Administrative</td>
<td>17.1</td>
<td>17.7</td>
<td>18.7</td>
<td>22.1</td>
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<td>15.4</td>
<td>14.8</td>
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<td>5.6</td>
<td>7.2</td>
<td>9.9</td>
<td>13.9</td>
<td>7.0</td>
<td>7.5</td>
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<td><strong>Total Operating Expense</strong></td>
<td><strong>74.9</strong></td>
<td><strong>80.4</strong></td>
<td><strong>90.8</strong></td>
<td><strong>110.4</strong></td>
<td><strong>133.0</strong></td>
<td><strong>158.1</strong></td>
<td><strong>82.3</strong></td>
<td><strong>83.6</strong></td>
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<tr>
<td>% of Rev</td>
<td>41.5%</td>
<td>41.5%</td>
<td>41.5%</td>
<td>40.2%</td>
<td>39.6%</td>
<td>38.9%</td>
<td>41.3%</td>
<td>43.9%</td>
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<tr>
<td>Retail Operating Income</td>
<td>9.5</td>
<td>7.9</td>
<td>11.4</td>
<td>13.3</td>
<td>12.9</td>
<td>29.5</td>
<td>8.1</td>
<td>8.3</td>
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<tr>
<td>% of Retail Rev</td>
<td>13.8%</td>
<td>12.3%</td>
<td>14.9%</td>
<td>14.2%</td>
<td>12.1%</td>
<td>16.6%</td>
<td>11.2%</td>
<td>11.1%</td>
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<tr>
<td>Direct Operating Income (Loss)</td>
<td>3.0</td>
<td>12.5</td>
<td>14.1</td>
<td>29.3</td>
<td>39.9</td>
<td>43.2</td>
<td>28.7</td>
<td>17.9</td>
</tr>
<tr>
<td>% of Direct Rev</td>
<td>2.8%</td>
<td>10.0%</td>
<td>10.3%</td>
<td>16.7%</td>
<td>17.7%</td>
<td>19.2%</td>
<td>22.7%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Royalties and Unallocated Corporate</td>
<td>(8.8)</td>
<td>(9.7)</td>
<td>(9.8)</td>
<td>(12.5)</td>
<td>(12.5)</td>
<td>(19.3)</td>
<td>(10.9)</td>
<td>(9.6)</td>
</tr>
<tr>
<td><strong>Total Operating Income (Loss)</strong></td>
<td><strong>$3.6</strong></td>
<td><strong>$10.6</strong></td>
<td><strong>$15.7</strong></td>
<td><strong>$30.2</strong></td>
<td><strong>$40.3</strong></td>
<td><strong>$53.4</strong></td>
<td><strong>$25.9</strong></td>
<td><strong>$16.5</strong></td>
</tr>
<tr>
<td>% of Rev</td>
<td>2.0%</td>
<td>5.5%</td>
<td>7.2%</td>
<td>11.0%</td>
<td>12.0%</td>
<td>13.2%</td>
<td>13.0%</td>
<td>8.7%</td>
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<tr>
<td>Other Expense (Income)</td>
<td>0.4</td>
<td>0.2</td>
<td>(0.3)</td>
<td>(0.1)</td>
<td>0.2</td>
<td>1.8</td>
<td>1.1</td>
<td>0.5</td>
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<tr>
<td><strong>Pretax Income (Loss)</strong></td>
<td><strong>$3.2</strong></td>
<td><strong>$10.4</strong></td>
<td><strong>$16.0</strong></td>
<td><strong>$30.2</strong></td>
<td><strong>$40.0</strong></td>
<td><strong>$51.6</strong></td>
<td><strong>$24.8</strong></td>
<td><strong>$16.0</strong></td>
</tr>
<tr>
<td>Pretax Income (Loss) per Diluted share</td>
<td>$0.10</td>
<td>$0.34</td>
<td>$0.51</td>
<td>$0.95</td>
<td>$1.27</td>
<td>$1.65</td>
<td>$0.79</td>
<td>$0.52</td>
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<tr>
<td>Income Tax Expense (Benefit)</td>
<td>$0.7</td>
<td>(0.2)</td>
<td>(32.1)</td>
<td>9.8</td>
<td>13.2</td>
<td>16.5</td>
<td>9.5</td>
<td>5.3</td>
</tr>
<tr>
<td><strong>Net Income (Loss) from Continuing Operations</strong></td>
<td><strong>$2.5</strong></td>
<td><strong>$10.6</strong></td>
<td><strong>$48.1</strong></td>
<td><strong>$20.4</strong></td>
<td><strong>$26.8</strong></td>
<td><strong>$35.1</strong></td>
<td><strong>$15.3</strong></td>
<td><strong>$10.8</strong></td>
</tr>
<tr>
<td>Net Income (Loss) per Diluted share</td>
<td>$0.08</td>
<td>$0.34</td>
<td>$1.53</td>
<td>$0.64</td>
<td>$0.85</td>
<td>$1.12</td>
<td>$0.49</td>
<td>$0.35</td>
</tr>
</tbody>
</table>
# Reconciliation of Non-GAAP Financial Measures

## Pretax Income per Diluted Share from Continuing Operations (unaudited):

<table>
<thead>
<tr>
<th>Pretax income (loss) per diluted share from continuing operations</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
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<td>$ 0.34</td>
<td>$ 0.51</td>
<td>$ 0.95</td>
<td>$ 1.27</td>
<td>$ 1.65</td>
</tr>
<tr>
<td>Interest expense (income), net</td>
<td>(0.02)</td>
<td>0.01</td>
<td>1.02</td>
<td>(0.31)</td>
<td>(0.42)</td>
<td>(0.53)</td>
</tr>
<tr>
<td>Income (loss) per diluted share from income tax provision</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net income (loss) per diluted share from continuing operations$^{(1)}</td>
<td>$ 0.08</td>
<td>$ 0.34</td>
<td>$ 1.53</td>
<td>$ 0.64</td>
<td>$ 0.85</td>
<td>$ 1.12</td>
</tr>
</tbody>
</table>

## Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) from Continuing Operations (unaudited):

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Net income (loss) from continuing operations</td>
<td>$ 2.5</td>
<td>$ 10.6</td>
<td>$ 48.1</td>
<td>$ 20.4</td>
<td>$ 26.8</td>
<td>$ 35.1</td>
</tr>
<tr>
<td>Interest expense (income), net</td>
<td>0.4</td>
<td>(0.1)</td>
<td>0.0</td>
<td>(0.0)</td>
<td>(0.2)</td>
<td>1.7</td>
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<tr>
<td>Income tax expense (benefit) of continuing operations</td>
<td>0.7</td>
<td>(0.2)</td>
<td>(32.1)</td>
<td>9.8</td>
<td>13.2</td>
<td>16.5</td>
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<tr>
<td>Depreciation and amortization</td>
<td>3.8</td>
<td>3.3</td>
<td>3.3</td>
<td>4.0</td>
<td>3.4</td>
<td>7.9</td>
</tr>
<tr>
<td>EBITDA from continuing operations$^{(1)}</td>
<td>$ 7.4</td>
<td>$ 13.6</td>
<td>$ 19.4</td>
<td>$ 34.2</td>
<td>$ 43.2</td>
<td>$ 61.1</td>
</tr>
</tbody>
</table>

(1) May not add due to rounding