Investor Meetings

August - September 2018

About This Presentation

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, anticipated 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.

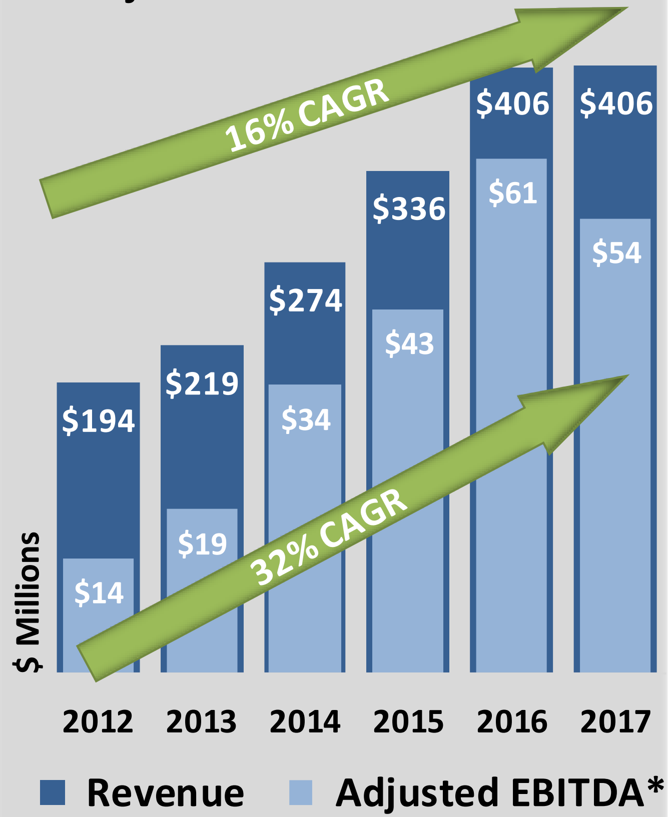
Agenda

- Overview
- Financial Performance
- Growth Drivers
- 2018 Outlook and Guidance
- 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

Double-digit Revenue Growth Coupled with Even Faster Adjusted EBITDA* Growth



*Adjusted EBITDA from Continuing Operations; Non-GAAP information, see Appendix for reconciliation to GAAP

*Based on a 2016 national consumer research study

Strong Brands

BOWFLEX | SCHWINN | NAUTILUS | Octane FITNESS

Innovation Quick, Proven Results	Quality and Value High Awareness	Authentic Professional Grade	Leader in Zero Impact Cardio

Industry Leading Product Quality & Innovation

Octane Fitness Max Trainer®
High Intensity Interval Training for the commercial gym, launching Fall 2018

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

Bowflex LateralX® Trainer
Unmatched range of motion to train for the real world, launched July 2018

560 SelectTech® Dumbells
Award winning first ever smart dumbbells

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

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

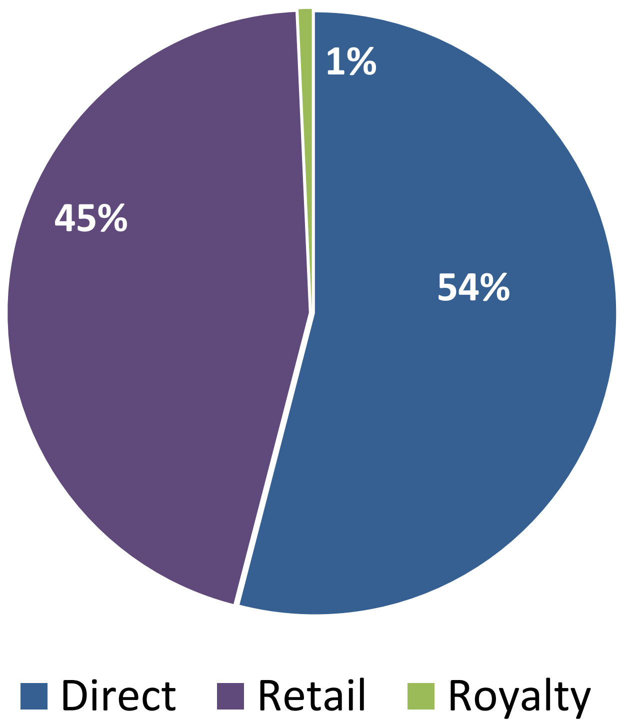
Retail Channel

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

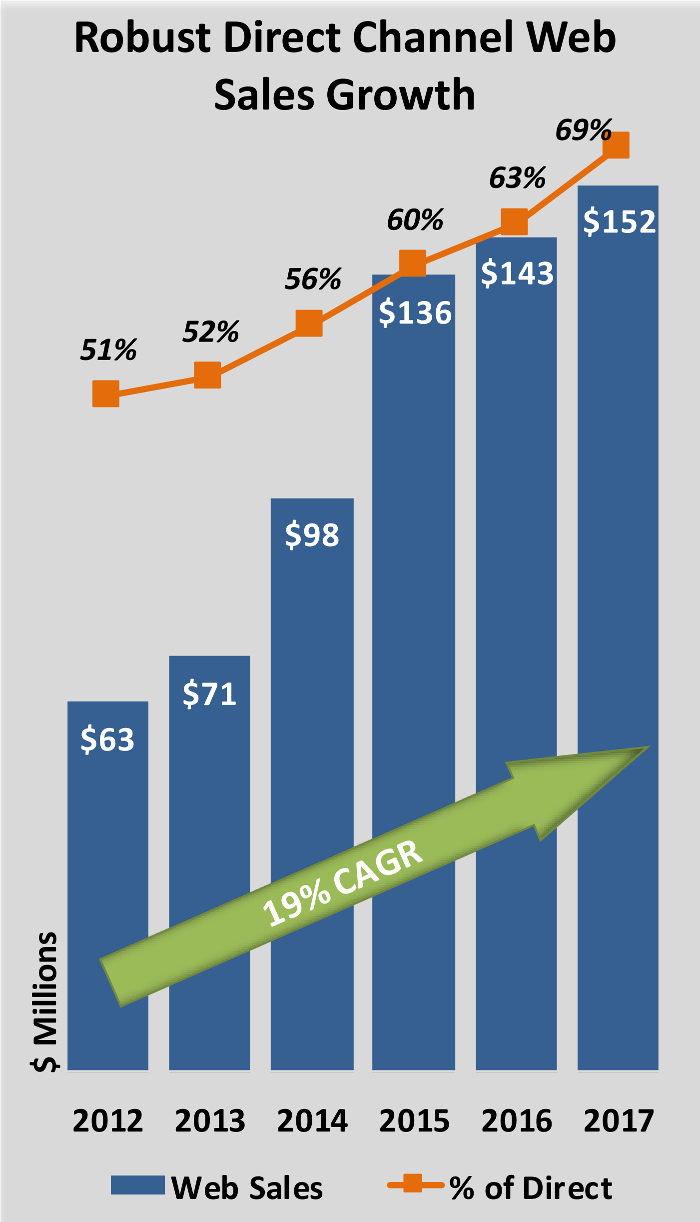
Royalty

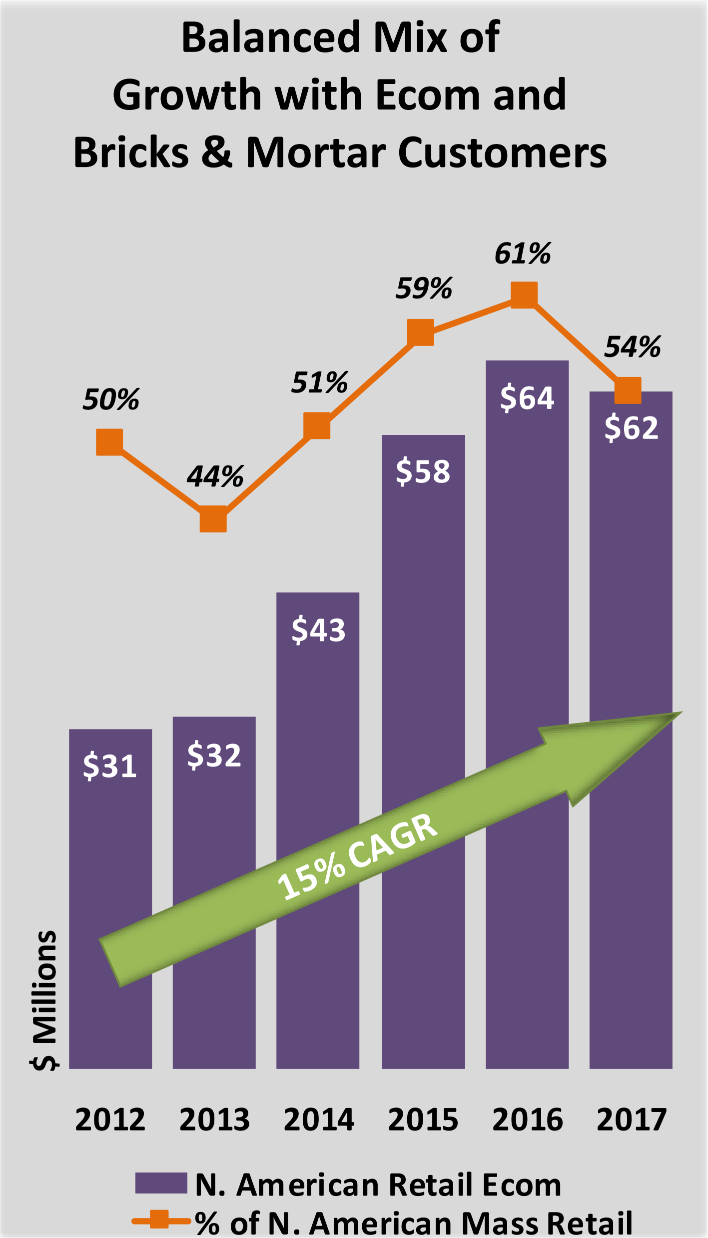
- License revenue related to trademarks and patents

2017 Revenue Channel Mix



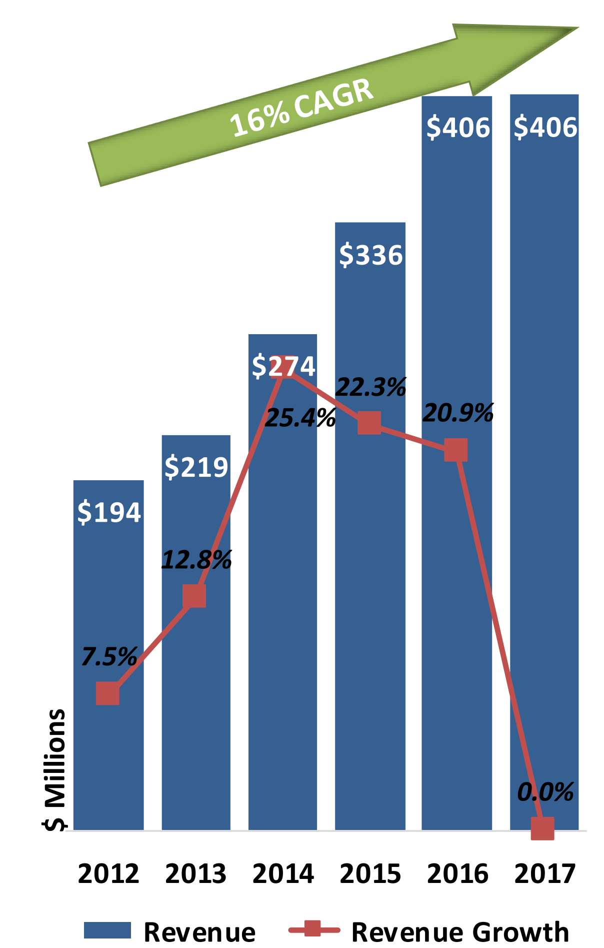
Embracing Ecommerce



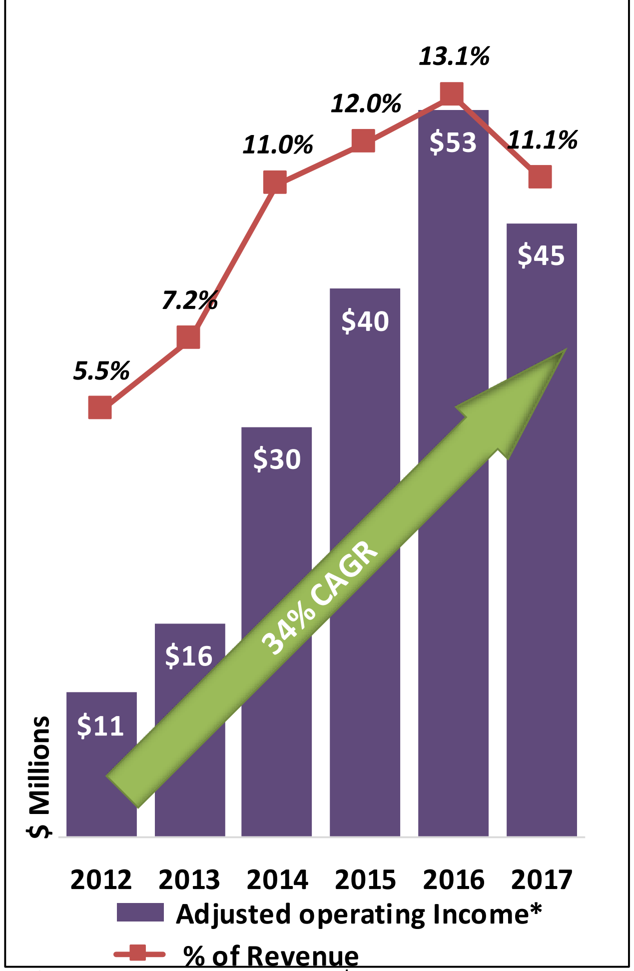


Delivering Solid Financial Performance

Balanced revenue growth…

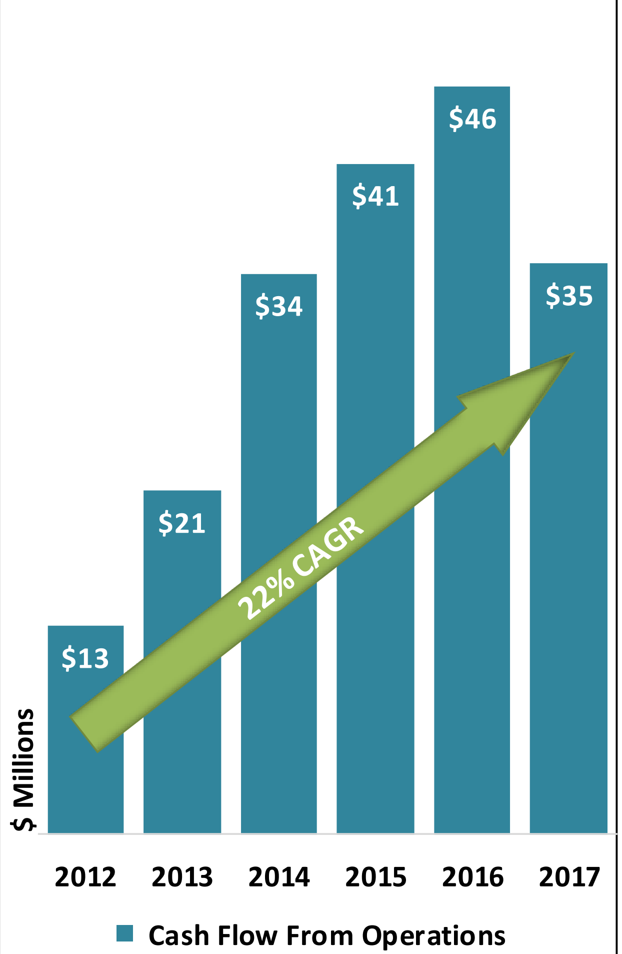


Coupled with strong profitability metrics…

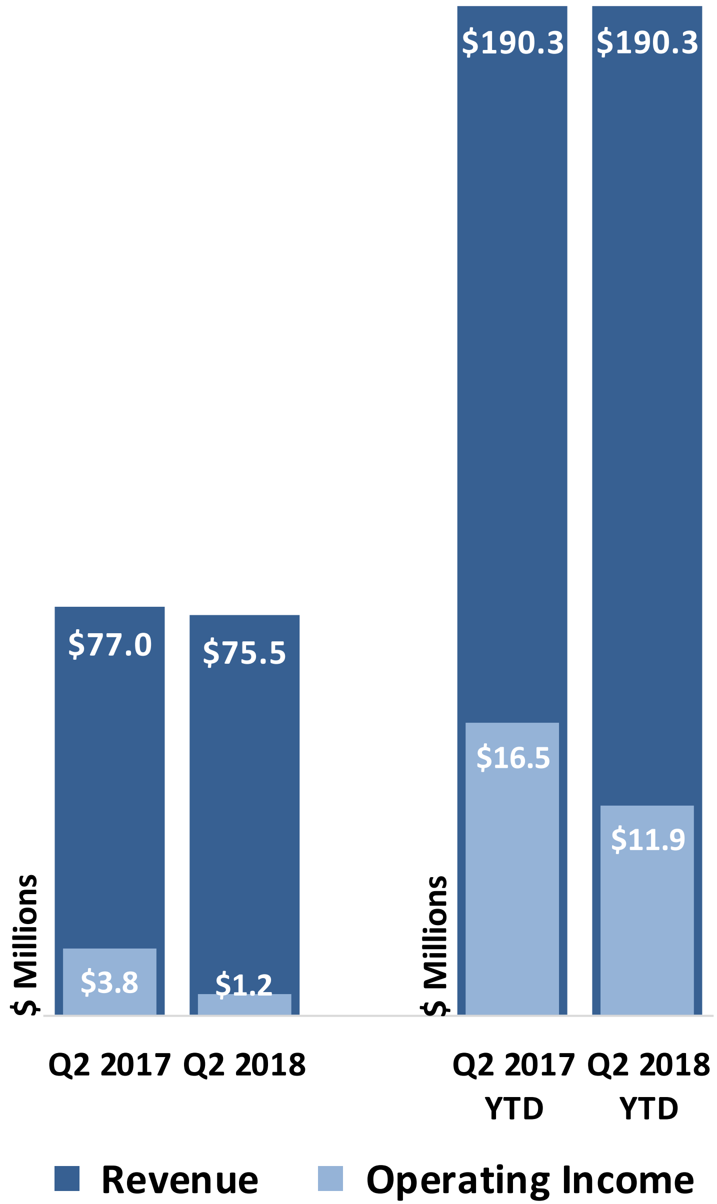


*2017 adjusted to exclude $8.8 million asset impairment charge; see Appendix for reconciliation to GAAP

Resulted in robust cash generation



Reported Q2 Results

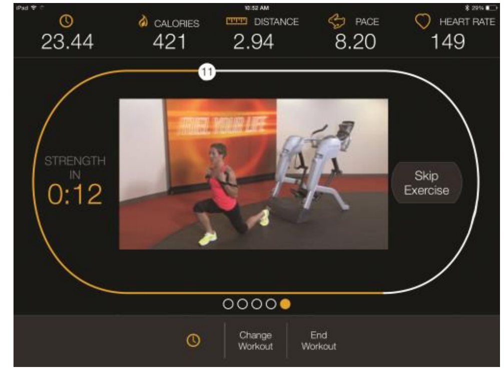


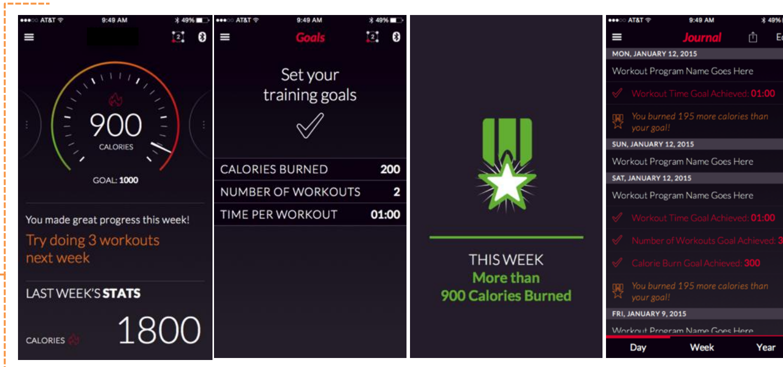
- Q2 2018 YTD revenue flat to prior year
  - Strong Retail growth of 10% with strong growth across several product lines
  - Direct decline of 7% due to phase-down of TreadClimber product sales and MaxTrainer
- Operating Income YTD impacted by product mix and higher product costs
  - Retail margins down due to higher product costs (FX related)
  - Direct down due to product mix and higher costs
  - OPEX down $3.0M, due to lower financing fees and creative productions costs, along with reductions in litigation and trademark costs

Five Key Growth Drivers

- **Innovation**
- International
- Retail
- New Distribution Opportunities
- Strategic Opportunities

- 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
- Q4 2018 targeted launch of new digital platform including subscription model





HOME GOAL AWARD JOURNAL

RUNSOCIAL · RECORD · myfitnesspal · LIFT session · HealthKit · Google Fit

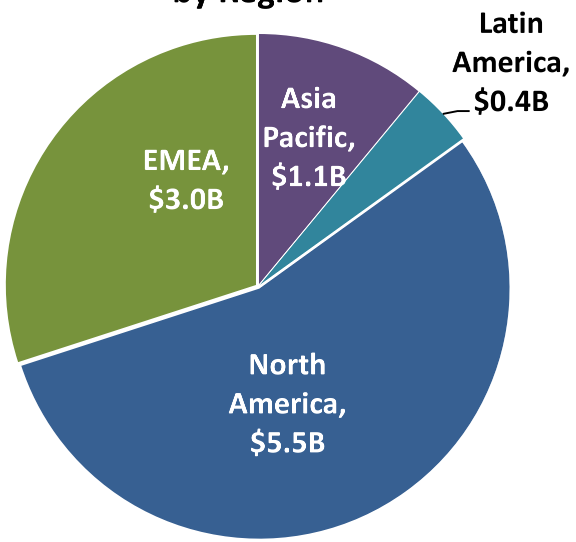
Five Key Growth Drivers

International

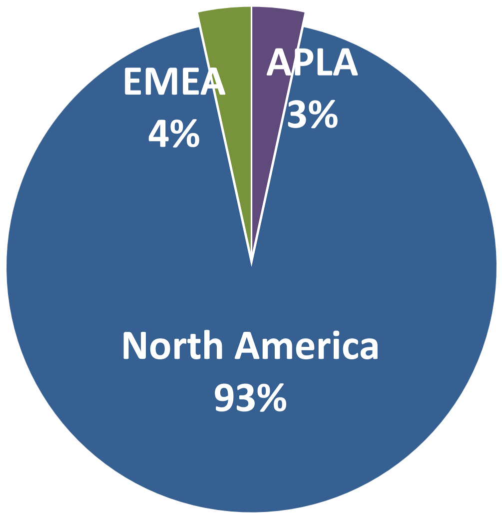
- Innovation
- **International**
- Retail
- New Distribution Opportunities
- Strategic Opportunities

- Large potential opportunity outside North America to grow low current market share
- Nautilus and Octane brands well recognized worldwide
- Key initiatives & investments in 2018 to target doubling of international revenue to $60M by 2020:
  - Restructured Octane and organic teams under a single leader
  - Increased investment in local sales teams
  - Investment in localized marketing material

Estimated Global Market Size by Region*



2017 Nautilus Regional Mix

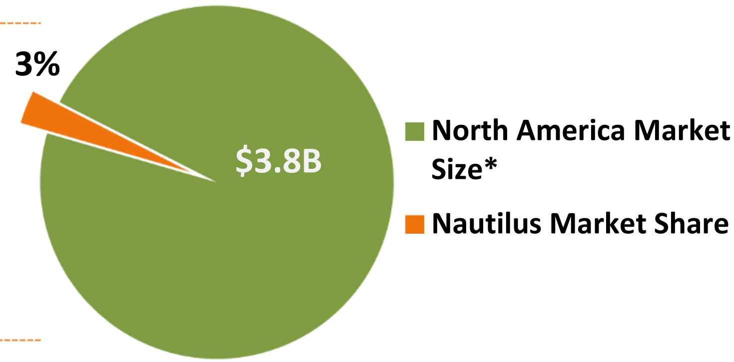


*Compilation of industry and internal data; values reflect wholesale pricing

Five Key Growth Drivers

- Innovation
- International
- **Retail**
- New Distribution Opportunities
- Strategic Opportunities

• Current small market share provides opportunity for growth within existing market

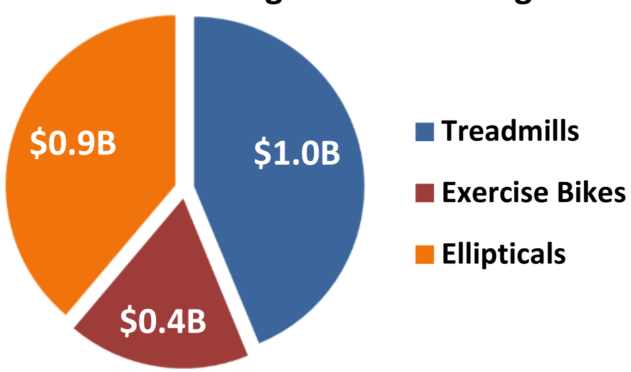


• Balance of sales between traditional storefront and faster growing e-commerce

• Broaden assortment of SKUs among existing customers

• Expand use of brand portfolio to address new price points and consumer segments

North America Largest Cardio Categories*

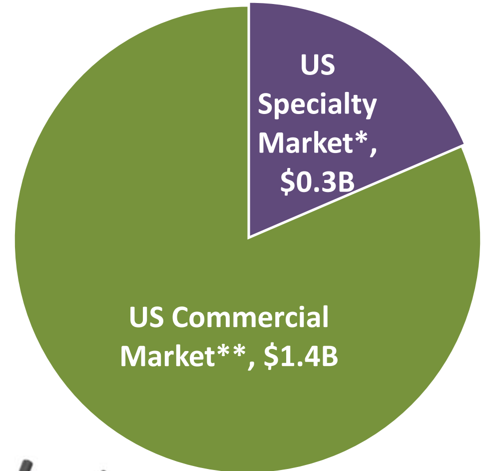


*Based on SFIA 2017 Manufacturers' Sales by Category Report; values reflect wholesale pricing of consumer fitness equipment

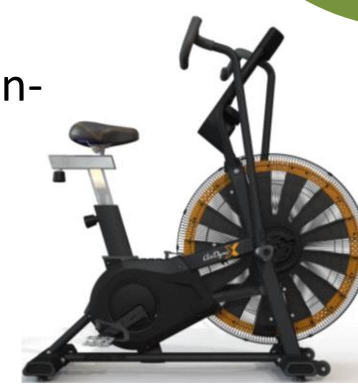
Five Key Growth Drivers

New Distribution Opportunities

- Innovation
- International
- Retail
- **New Distribution Opportunities**
- Strategic Opportunities



- 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 in Direct. 69% of Direct channel sales are online. More than 54% 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

- Innovation
- International
- Retail
- New Distribution Opportunities
- **Strategic Opportunities**

- Company in solid position to expand
  - Strong balance sheet with >$85M in cash
  - Significant cash generation
  - 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

2018 Plan and Guidance

2018 Plan Focus

2018 incorporates multifaceted plan to make targeted investments, return business to revenue growth and position NLS for future accelerated OI growth

Approximately $3 - $4 M of incremental expense and $5 - $6 M of incremental CAPEX will be invested in 4 key areas:

- **Building out new digital technology platforms to support subscription models – *launch Q4 2018***
- **Realignment and restructuring of International business model – *complete during Q3 2018***
- **Consolidate warehouse facilities and supply chain optimization – *complete during Q3 2018***
- **Complete ERP and other systems integration of Octane Fitness acquisition – *complete during Q2 2018***

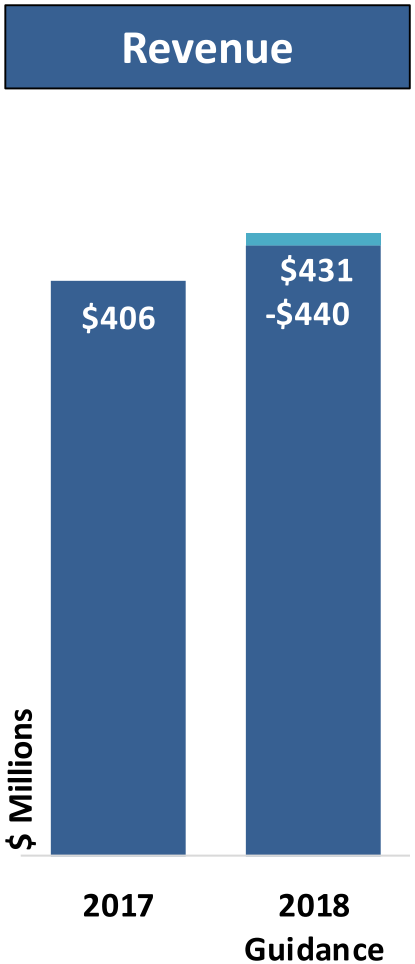
Key Initiatives for 2018

- **Innovation platform investments reflecting a changing environment**
- **Established new International business unit under new General Manager**
- **Systems integration – Octane ERP/financials into NetSuite**
- **Warehouse consolidation – integrated worldwide network supporting family of NLS brands**
- **Enhanced supply chain flexibility**

Anticipated Outcomes from 2018 Investments

- **More integrated & efficient operational infrastructure**
- **Incremental investment in Product Innovation starting to deliver upgraded digital platforms**
- **Broader market access points**
- **Position Company for accelerated growth**

FY 2018 Guidance



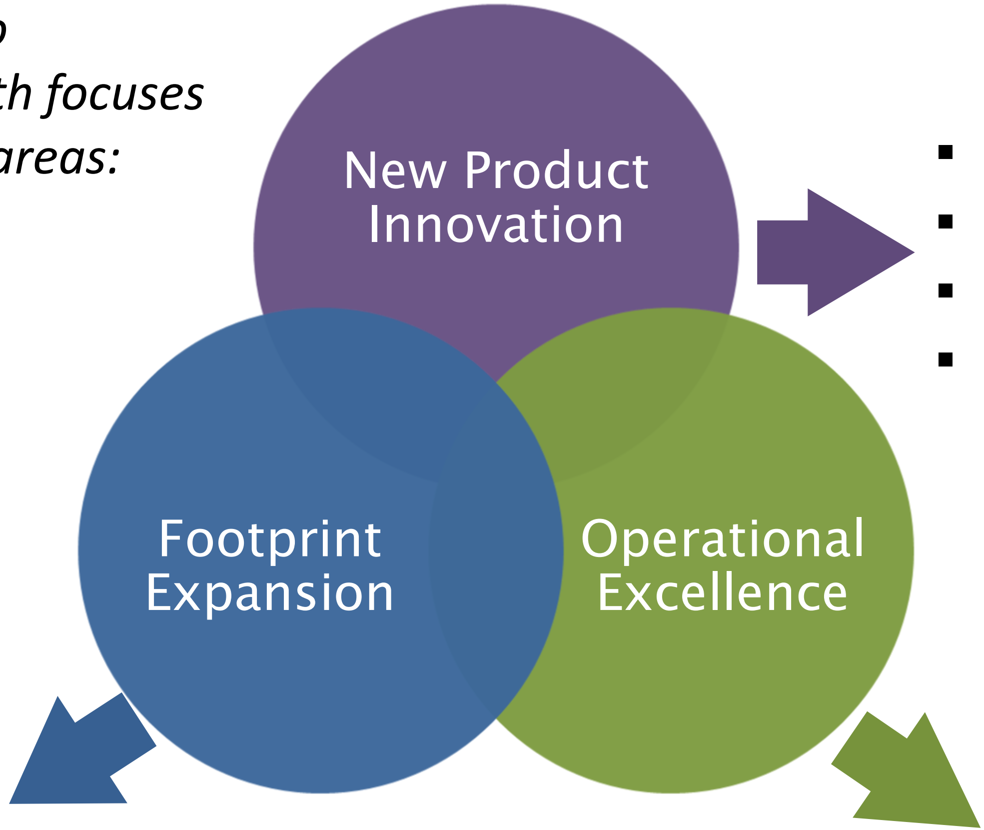
*2017 Operating income is adjusted to exclude an $8.8 million asset impairment charge

- Full year revenue guidance range of $431M - $440M
  - Steady growth projected in Mass Retail with larger second half growth anticipated
  - Direct growth projected to be higher in back-end with launch of new product
  - TreadClimber decline only material through Q2 2018
  - Specialty Retail and Commercial channel anticipated to return to growth mode in 2018
- Full year operating income guidance range of $42M - $45M
  - Investments in international, supply chain enhancements, and technology initiatives partially offsetting profit growth
  - Higher product costs expected due to unfavorable exchange rates and material cost increases

Long-term Goals

“The Road Map” for Profitable Growth

Our approach to profitable growth focuses on three major areas:



- Process Rigor
- IP Portfolio
- Brand Engagement
- Margin Discipline

- New Price Points
- New Core Categories
- Plus Growth Opportunities
- Access to Broader Audience

- Leverage Infrastructure
- Continuous Cost Improvements
- Supply Chain Efficiency
- Media Planning

Targeted Operating Metrics

	Revenue Growth	Operating Income Growth	Operating Income % of Revenue	EBITDA** % of Revenue
Long-term Run Rate	**10-12%**	**Growth in excess of revenue growth**	**11-15%**	**13-17%**
2013 Results	12.8%	48.5%	7.2%	8.9%
2014 Results	25.4%	91.8%	11.0%	12.5%
2015 Results	22.3%	33.6%	12.0%	12.9%
2016 Results	20.9%	32.6%	13.1%	15.1%
2017 Results	0.0%	-15.5%*	11.1%*	13.3%*

*Excludes 2017 $8.8 million asset impairment charge
**Reflects EBITDA from continuing operations excluding the 2017 $8.8 million asset impairment charge

- 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

Capital Deployment Initiatives

Organic Growth

- New Product Introductions
- Expanding Distribution
- Infrastructure Investments

Acquisition Strategy

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

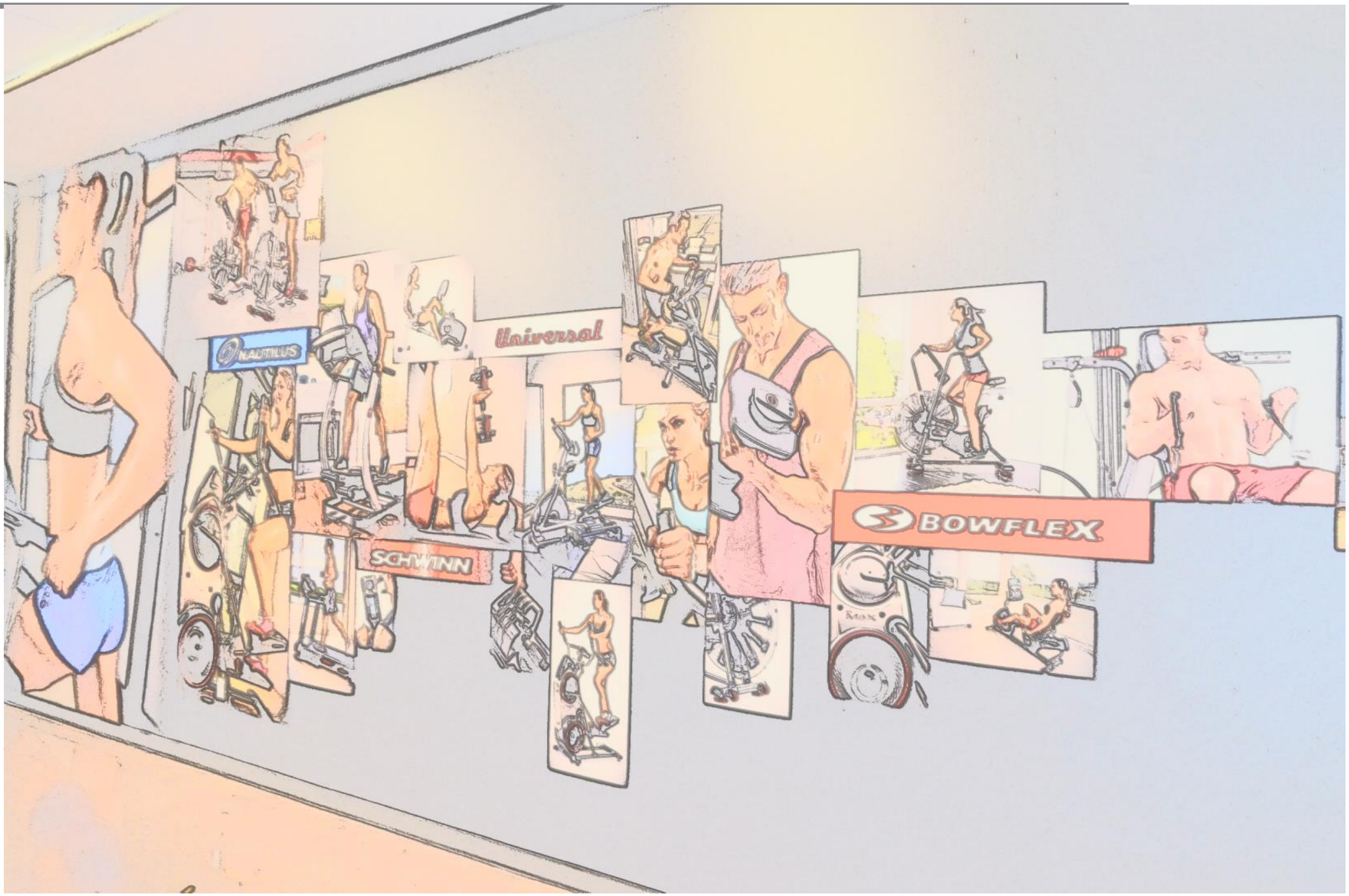
Return Capital to Shareholders

- Add'l $15M Share Buyback Program Announced Q1 2018
- 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

Appendix

P&L Summary

All values in $ millions except per share amounts	2012	2013	2014	2015	2016	2017	Q2 2017	Q2 2018	Q2 2017 YTD	Q2 2018 YTD
Retail Revenue	$ 63.9	$ 76.8	$ 93.2	$ 106.2	$ 177.9	$ 183.9	$ 37.1	$ 39.2	$ 74.9	$ 82.2
Direct Revenue	125.0	136.7	175.6	225.6	225.1	219.4	39.1	34.8	113.8	106.0
Royalties	5.1	5.4	5.6	4.0	3.1	2.9	0.8	1.5	1.6	2.1
Total Revenue	**193.9**	**218.8**	**274.4**	**335.8**	**406.0**	**406.2**	**77.0**	**75.5**	**190.3**	**190.3**
Retail Gross Margin	14.4	19.5	23.7	26.9	58.8	60.3	12.8	11.4	24.9	24.8
% of Retail Rev	*22.5%*	*25.3%*	*25.4%*	*25.3%*	*33.1%*	*32.8%*	*34.5%*	*29.1%*	*33.2%*	*30.2%*
Direct Gross Margin	71.6	81.7	111.2	142.4	149.7	140.7	24.8	20.8	73.7	65.6
% of Direct Rev	*57.3%*	*59.7%*	*63.3%*	*63.1%*	*66.5%*	*64.1%*	*63.3%*	*59.6%*	*64.7%*	*61.9%*
Royalty	5.1	5.4	5.6	4.0	3.0	2.9	0.8	1.5	1.6	2.1
Total Gross Margin	**91.0**	**106.5**	**140.6**	**173.2**	**211.5**	**203.9**	**38.4**	**33.6**	**100.1**	**92.5**
% of Rev	*46.9%*	*48.7%*	*51.2%*	*51.6%*	*52.1%*	*50.2%*	*49.8%*	*44.6%*	*52.6%*	*48.6%*
Selling and Marketing	58.6	66.5	81.1	101.6	115.4	116.2	23.6	22.1	61.3	58.8
General and Administrative	17.7	18.7	22.1	21.4	28.8	27.1	7.3	6.3	14.8	13.2
Research and Development	4.2	5.6	7.2	9.9	13.9	15.4	3.6	4.0	7.5	8.5
Asset impairment	-	-	-	-	-	8.8	-	-	-	-
Total Operating Expense	**80.4**	**90.8**	**110.4**	**133.0**	**158.1**	**167.6**	**34.5**	**32.4**	**83.6**	**80.6**
% of Rev	*41.5%*	*41.5%*	*40.2%*	*39.6%*	*38.9%*	*41.3%*	*44.8%*	*43.0%*	*43.9%*	*42.4%*
Retail Operating Income (Loss)	7.9	11.4	13.3	12.9	29.5	27.5	6.1	3.6	8.3	7.5
% of Retail Rev	*12.3%*	*14.9%*	*14.2%*	*12.1%*	*16.6%*	*15.0%*	*16.4%*	*9.1%*	*11.1%*	*9.1%*
Direct Operating Income (Loss)	12.5	14.1	29.3	39.9	43.2	34.9	2.5	0.7	17.9	12.0
% of Direct Rev	*10.0%*	*10.3%*	*16.7%*	*17.7%*	*19.2%*	*15.9%*	*6.4%*	*2.1%*	*15.7%*	*11.3%*
Royalties and Unallocated Corporate	(9.7)	(9.8)	(12.5)	(12.5)	(19.3)	(26.1)	(4.8)	(3.1)	(9.6)	(7.6)
Total Operating Income (Loss)	**$ 10.6**	**$ 15.7**	**$ 30.2**	**$ 40.3**	**$ 53.4**	**$ 36.3**	**$ 3.8**	**$ 1.2**	**$ 16.5**	**$ 11.9**
% of Rev	*5.5%*	*7.2%*	*11.0%*	*12.0%*	*13.2%*	*8.9%*	*5.0%*	*1.6%*	*8.7%*	*6.3%*
Other Expense (Income)	0.2	(0.3)	(0.1)	0.2	1.8	0.6	0.1	(0.1)	0.5	(0.0)
Pretax Income (Loss)	**$ 10.4**	**$ 16.0**	**$ 30.2**	**$ 40.0**	**$ 51.6**	**$ 35.7**	**$ 3.7**	**$ 1.3**	**$ 16.0**	**$ 11.9**
Pretax Income (Loss) per Diluted share	$ 0.34	$ 0.51	$ 0.95	$ 1.27	$ 1.65	$ 1.15	$ 0.12	$ 0.04	$ 0.52	$ 0.39
Income Tax Expense (Benefit)	(0.2)	(32.1)	9.8	13.2	16.5	8.1	1.2	0.3	5.3	2.8
Net Income (Loss) from Continuing Operations	**$ 10.6**	**$ 48.1**	**$ 20.4**	**$ 26.8**	**$ 35.1**	**$ 27.6**	**$ 2.6**	**$ 1.0**	**$ 10.7**	**$ 9.1**
Net Income (Loss) per Diluted share	$ 0.34	$ 1.53	$ 0.64	$ 0.85	$ 1.12	$ 0.89	$ 0.08	$ 0.03	$ 0.35	$ 0.30

Reconciliation of Non-GAAP Financial Measures

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

Values in $ millions	2012	2013	2014	2015	2016	2017
Net income (loss) from continuing operations	**$ 10.6**	**$ 48.1**	**$ 20.4**	**$ 26.8**	**$ 35.1**	**$ 27.6**
Interest expense (income), net	(0.1)	0.0	(0.0)	(0.2)	1.7	0.9
Income tax expense (benefit) of continuing operations	(0.2)	(32.1)	9.8	13.2	16.5	8.1
Depreciation and amortization	3.3	3.3	4.0	3.4	7.9	8.6
Asset impairment charge	-	-	-	-	-	8.8
Adjusted EBITDA from continuing operations[1]	**$ 13.6**	**$ 19.4**	**$ 34.2**	**$ 43.2**	**$ 61.1**	**$ 54.0**

(1) May not add due to rounding

Adjusted Operating Income (unaudited):

Values in $ millions	2017
Operating income	**$ 36.3**
Asset impairment charge	8.8
Adjusted operating income	**$ 45.1**

Adjusted Operating Income Growth % (unaudited):

	2017
Operating income growth %	**(32.0%)**
Asset impairment charge	16.5%
Adjusted operating income growth %	**(15.5%)**

Adjusted Operating Income % of Revenue (unaudited):

	2017
Operating income % of revenue	**8.9%**
Asset impairment charge % of revenue	2.2%
Adjusted operating income % of revenue	**11.1%**