PRESS RELEASE

For immediate distribution

BRP Celebrates its Fifth Annual Yellow Day with More Than $325,000 Donated to Ride Out Intimidation





Images, from left to right:

- *Cubic AB, BRP dealership, Sweden*
- *BRP Mexico*

Valcourt, Quebec, November 25, 2026 – This past November 5th, BRP Inc. (TSX/NASDAQ: DOO) celebrated the fifth anniversary of its annual Yellow Day event, marking five years of mobilizing its global community in the fight against bullying. Since launching Yellow Day in 2022 as part of its Ride Out Intimidation program, BRP has donated more than CAD $950,000 to close to 45 organizations around the world. This year alone, the Company contributed more than CAD $325,000 to support charities making a difference in their communities.

"What started five years ago as a call to wear yellow and speak out against intimidation has grown into a global movement powered by thousands of employees, dealers, ambassadors, partners and community organizations," said Elise Auvachez Millot, Vice-President, Public Affairs, Government Relations and Corporate Sustainability at BRP. "Yellow Day is a powerful reminder of what we can accomplish when we come together around a shared purpose. The yellow wave of support seen across our global community helps fuel our ongoing efforts to foster respect and kindness. I want to sincerely thank everyone who took part in making this year's initiative such a success and help make the world a little better."

Every year for Yellow Day, BRP donates to selected organisations near its sites around the world making an impact in their communities. This year, 11 organizations raising awareness and standing up against intimidation received support: Abrace (Brazil), Association

E-Enfance (France), Bulle et Baluchon (Canada), Fondation Tel-Jeunes (Canada), Prejuc (Mexico), La Cima (Mexico), Dolly's Dream (Australia), Rovalan Nuoret (Finland), CESABI (Mexico), Tandem (Austria), Patouch (Switzerland), Scherrer Cares (United States) and Dallas Hope Charities (United States).

Yellow Day Ambassadors

For a second year, BRP selected five ambassadors from Ski-Doo, Lynx, Sea-Doo and Can-Am brands to amplify the Yellow Day message. Each ambassador was invited to select an organization that holds special meaning to them, with BRP providing a donation to support its work. Through school visits, community events and awareness initiatives, ambassadors helped bring people together, encouraging meaningful conversations and sharing resources to support more inclusive communities. Click the links below to watch Instagram Reel recaps from each ambassador.

Ski-Doo ambassador – Steve Martin x Evanston Middle School
Lynx ambassador – Andreas Bergmark x Friends
Sea-Doo ambassador – Kai Lenny x Positively Kai Foundation
Can-Am Off-Road ambassador - Ostacruiser x Prince Albert Outreach Program
Can-Am Off-Road LATAM ambassador - Pancho Name x Fundación en Movimiento

Additional Yellow Day initiatives

BRP also made donations alongside partners and dealers to further expand the reach of Yellow Day. On the Can-Am On-Road side, BRP's partner Bikers Against Bullies Worldwide and brand ambassador Flash brought the initiative to life in a video highlighting the organization's 15th anniversary and the impact of its partnership with BRP. BRP dealerships, including Route 1 Motorsports and Full Throttle Powersports supported local initiatives that engage their communities and help advance the fight against intimidation.

Finally, for the first time this year, BRP extended Yellow Day through BRP Experiences. In collaboration with its outfitter NordExpé, BRP invited the team from Ensemble pour le Respect de la diversité to enjoy a day of Can-Am side-by-side riding Quebec's Charlevoix region as a way of thanking them for their dedication to the cause.

About BRP

BRP Inc. is a global leader in the world of powersports products and powertrains, built on over 80 years of ingenuity, innovation, and intensive consumer focus. Through its portfolio of industry-leading and distinctive brands featuring Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and pontoons, Can-Am on- and off-road vehicles, Quintrex boats as well as Rotax engines for karts, recreational aircraft and jet boats, BRP unlocks exhilarating adventures and provides access to experiences across different playgrounds. The Company completes its product lines with a dedicated parts, accessories and apparel portfolio to fully optimize the riding experience. Headquartered in Quebec, Canada, BRP had annual sales of CA$8.4 billion from over 110 countries and employed close to 17,000 driven, resourceful people as of January 31, 2026.

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