

**iRobot®**



# Raymond James Technology Investors Conference

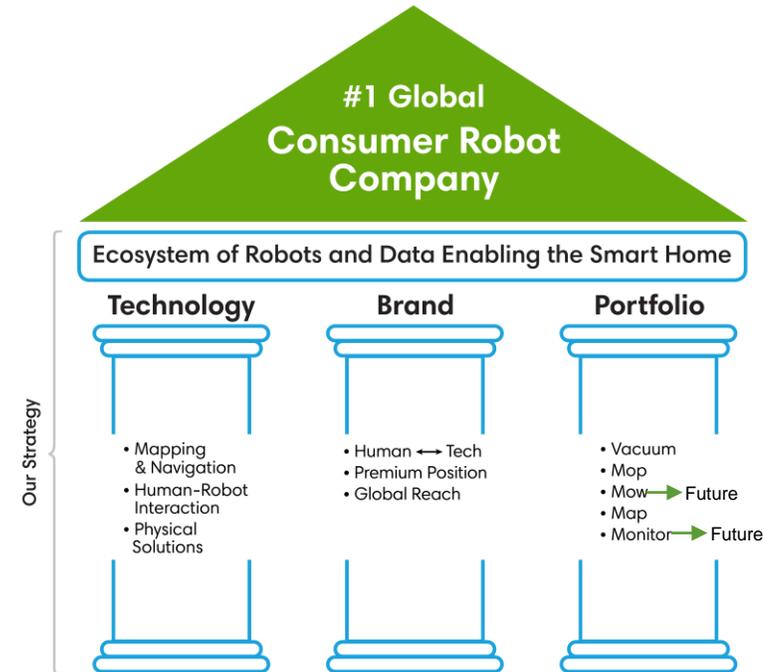
# Forward Looking Statements

- Certain statements made in this presentation that are not based on historical information are forward-looking statements which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995.
- These statements are neither promises nor guarantees, but are subject to a variety of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those contemplated in these forward-looking statements.
- Investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. iRobot Corporation undertakes no obligation to update or revise the information contained in this presentation, whether as a result of new information, future events or circumstances or otherwise.
- For additional disclosure regarding these and other risks faced by iRobot Corporation, see the disclosure contained in our public filings with the Securities and Exchange Commission.



# The Consumer Robot Company

- **Focused** on the Consumer as our Customer
- **Leading Today**
  - Products, Technology, Brand, Marketing
- **Lead Tomorrow** through continued investment in:
  - Product & Technology Innovation
    - Robotic Vacuum Cleaners (RVC)
    - Additional product categories
  - Global market and brand awareness – deeper household penetration
  - Evolving connected product/digital strategy

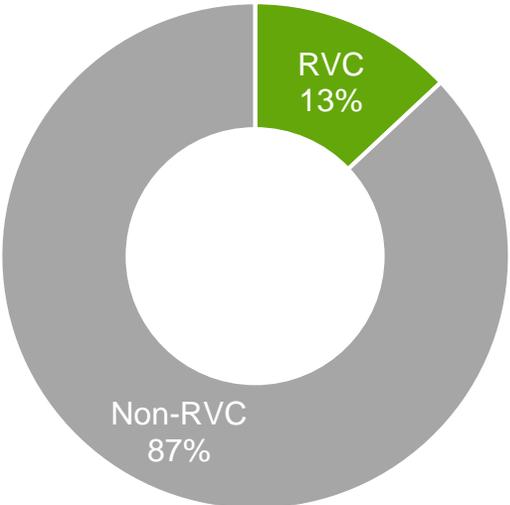


**More than 25 years of global robotic-technology market leadership**

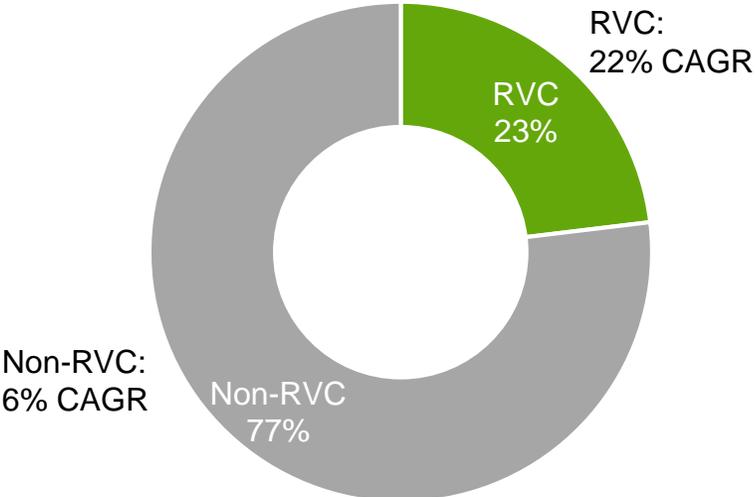
# RVC Segment Continues to Grow: Now 23% of Total Vacuums

Global Vacuum Cleaner Segment >\$200 (USD, Retail)\*

2012: ~\$5B Market



2017: \$7.5B Market  
8.6% CAGR



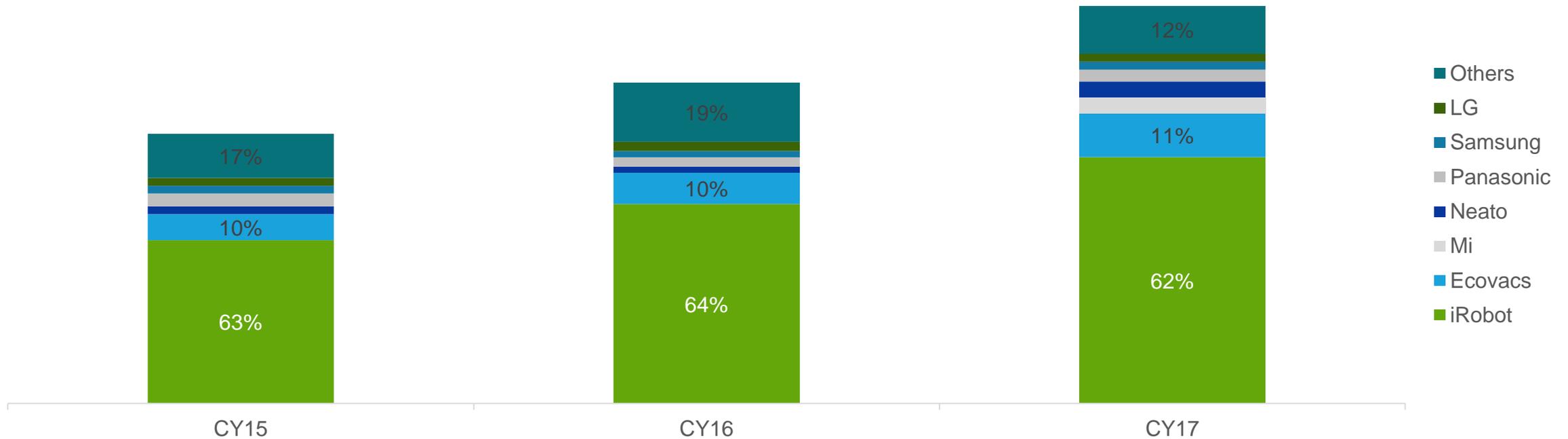
**RVC segment (>\$200) share growth expected to significantly outpace overall vacuum cleaner segment growth (>\$200)**

\*Source: 2017 Global market size for Vacuum Cleaners >\$200 (NPD, GfK, and iRobot internal estimates).



# iRobot Roomba Share in the RVC Segment

## Global \$ Segment Share

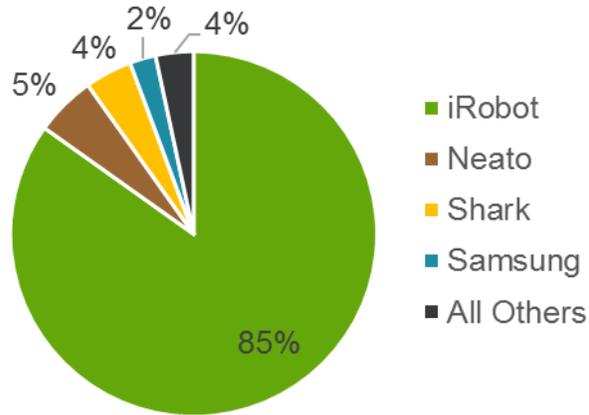


iRobot continues to hold 60+% share despite new competition

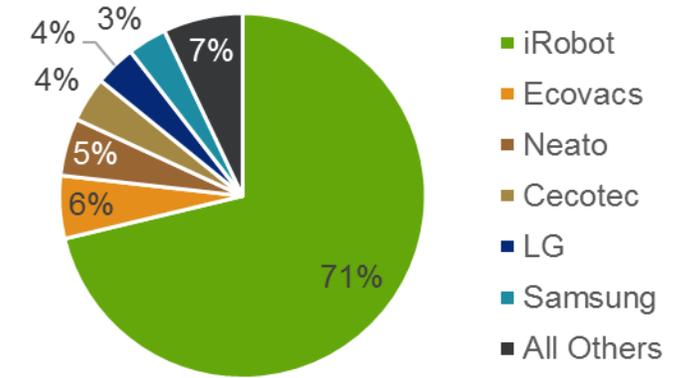


# 2017 Robotic Vacuum Segment: Global Retail \$ Share

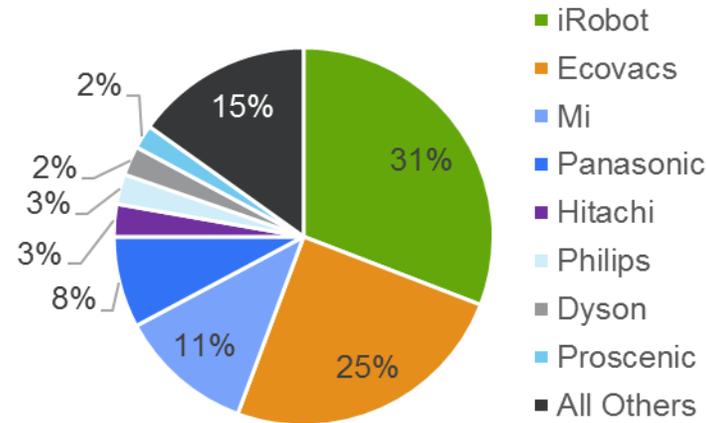
**North America - \$629M**



**EMEA - \$507M**



**APAC - \$642M**

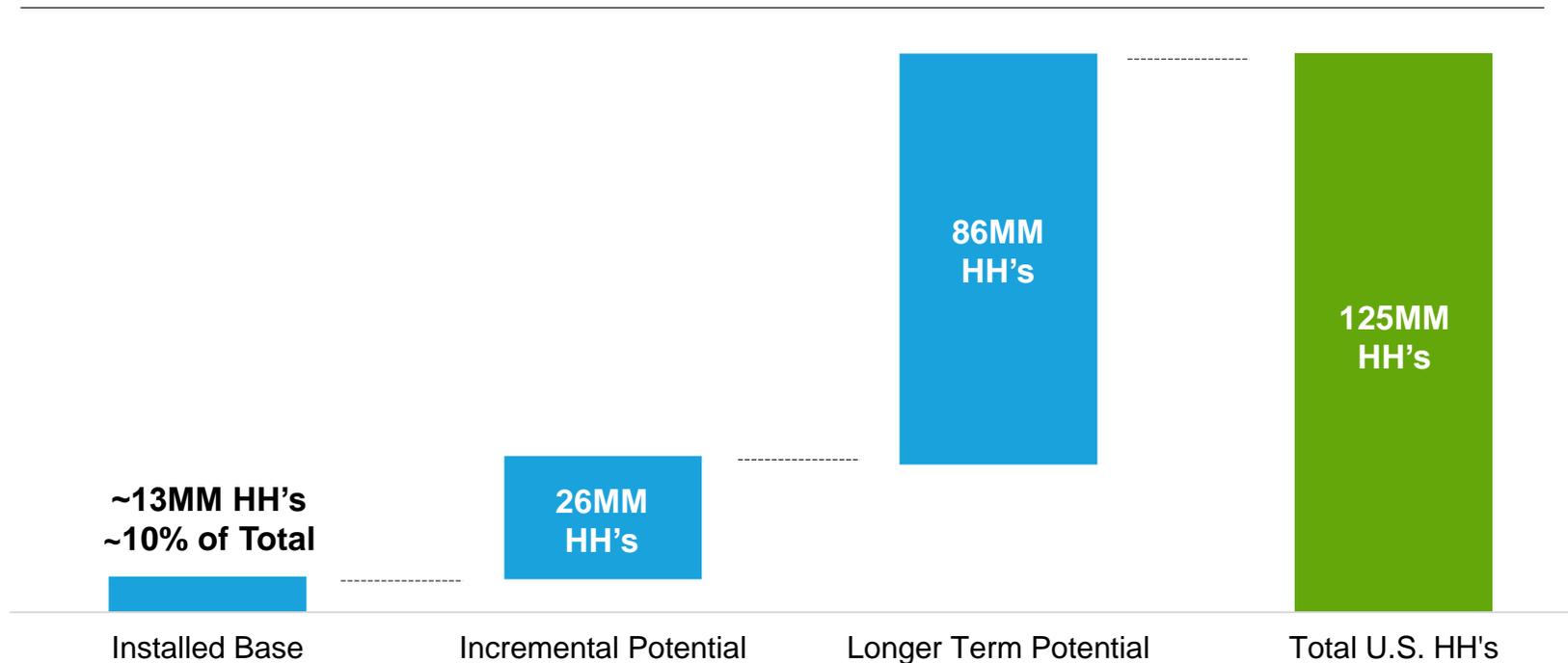


**iRobot continues to be the largest player in each market**



# Opportunity: Low Household Penetration

Immediate addressable market ~2X current installed base



Significant Opportunity for Expanded Robot Vacuum Adoption in U.S.



# Roomba Leading Through Continuous Innovation...



**Roomba i7**  
**\$699**



**Roomba i7+**  
with Clean Base™  
Automatic Dirt Disposal  
**\$949.99**

Imprint™ Smart Mapping



Advanced Cleaning Performance



Clean Base™  
Automatic Dirt Disposal

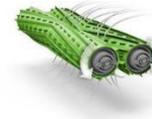


**Roomba e5**  
**\$449**

iAdapt® 2.0 Navigation



AeroForce® Cleaning System  
Virtually no Maintenance



Cloud Connectivity



Washable Bin



**Roomba 675**  
**\$299**

Cloud Connectivity



Dual multi-surface brushes



Intelligent Navigation



Introduce Innovation in flagship product; Flow innovation across lower price point products



# New 2018 Product Launches



**Roomba e5**

**Roomba i7+**



# Roomba® i7

## The Roomba® advantage

- All the technology and benefits from Roomba 960



- iAdapt 3.0 with Imprint™ Smart Mapping Technology

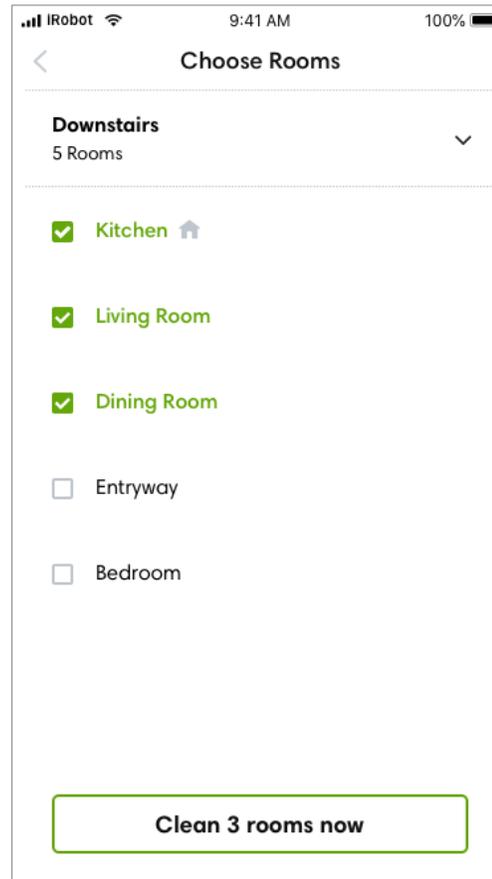
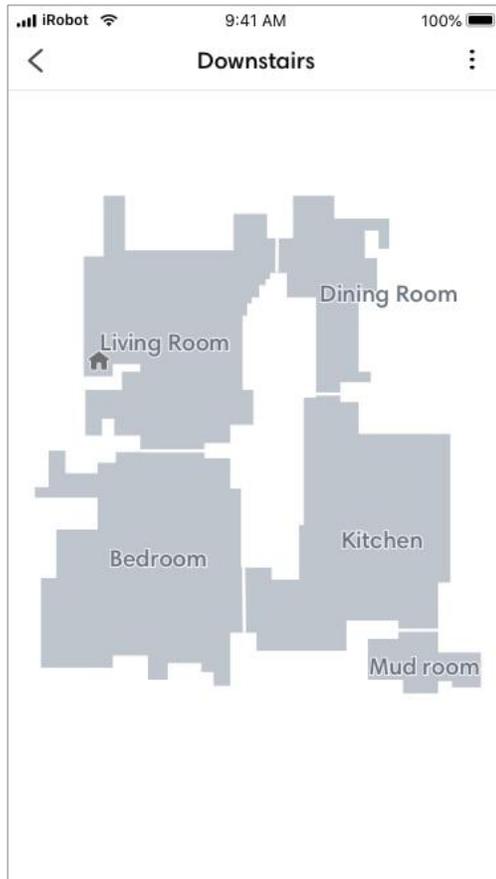
- Learns, maps, and adapts to determine the best way to clean

- Knows your kitchen from your living room, allowing you to control which rooms are cleaned and when

- Recognizes upstairs from downstairs and knows which map to use



# Room Labeling and Directed Room Cleaning



# Clean Base™ Automatic Dirt Disposal

- Forget about vacuuming for weeks at a time
  - Automatically empties the robot's bin
  - Holds 30 bins of debris
- Automatically empties and recharges as needed, then continues cleaning - until the job is done
- Takes the dirty work out of vacuuming
  - Features enclosed bag for easy disposal without the cloud of dust



Innovation in automation

# Roomba e5® Robot Vacuum

## The Roomba® advantage

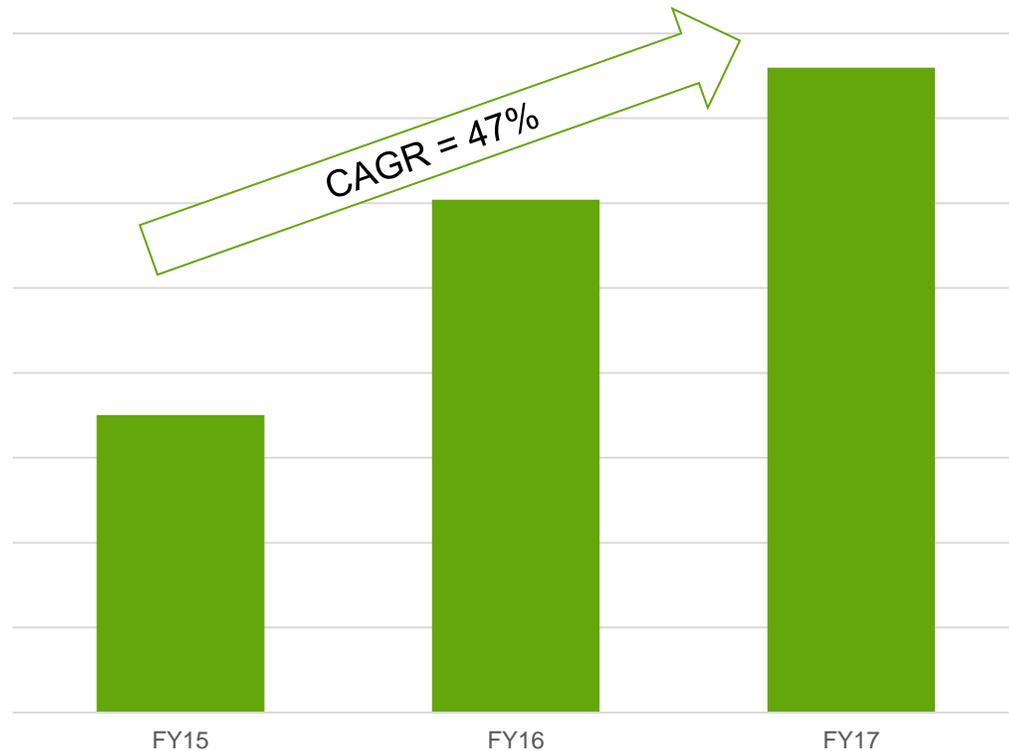
- AeroForce™ 3-Stage Cleaning System (including patented dual multi-surface rubber brushes)
- Washable Bin
- Wi-Fi® connected
- 90 minute runtime



High-end innovation at lower price point

# Braava Family - Developing a Second Revenue Stream

## Global Braava Family Revenue Growth



Driving global category growth through additional advertising investment in 2018 - U.S. and Japan

# Connected Products – Digital Strategy

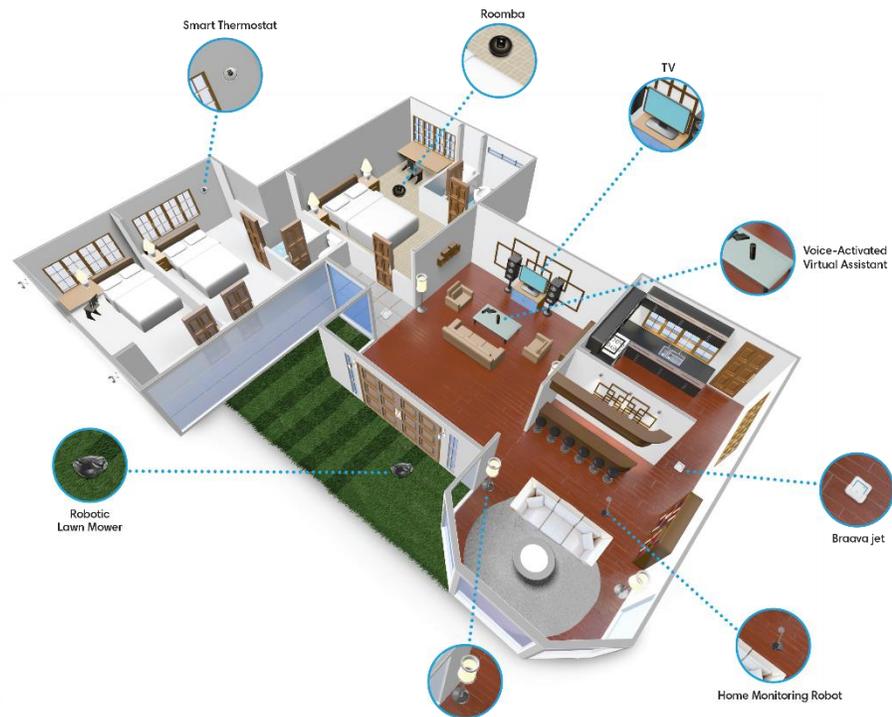
“Roomba then Braava”



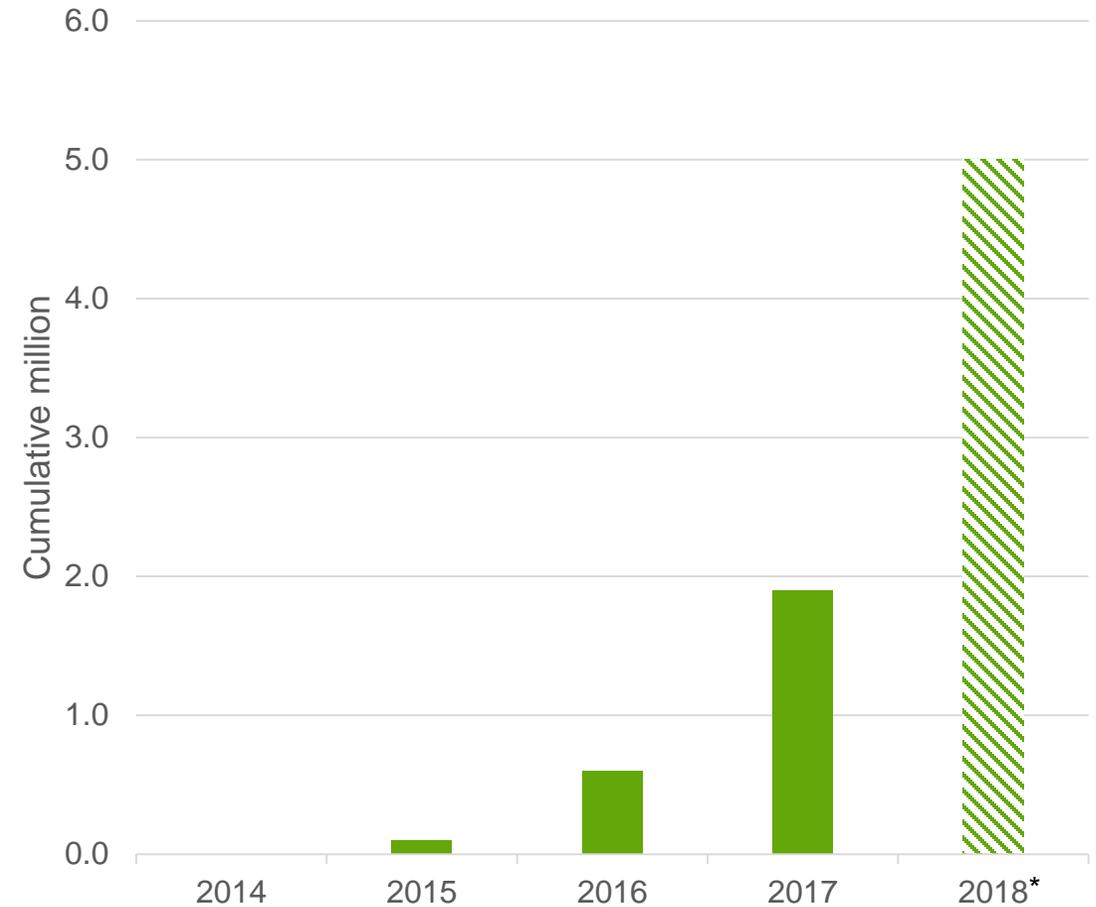
Robots working together deliver unique benefits;  
Roomba i7 creates the map that makes this possible

# Smart Home

iRobot is an Emerging Player in IoT/Smart Home Market



## Sales of iRobot Connected Robots



\*iRobot Internal Forecast

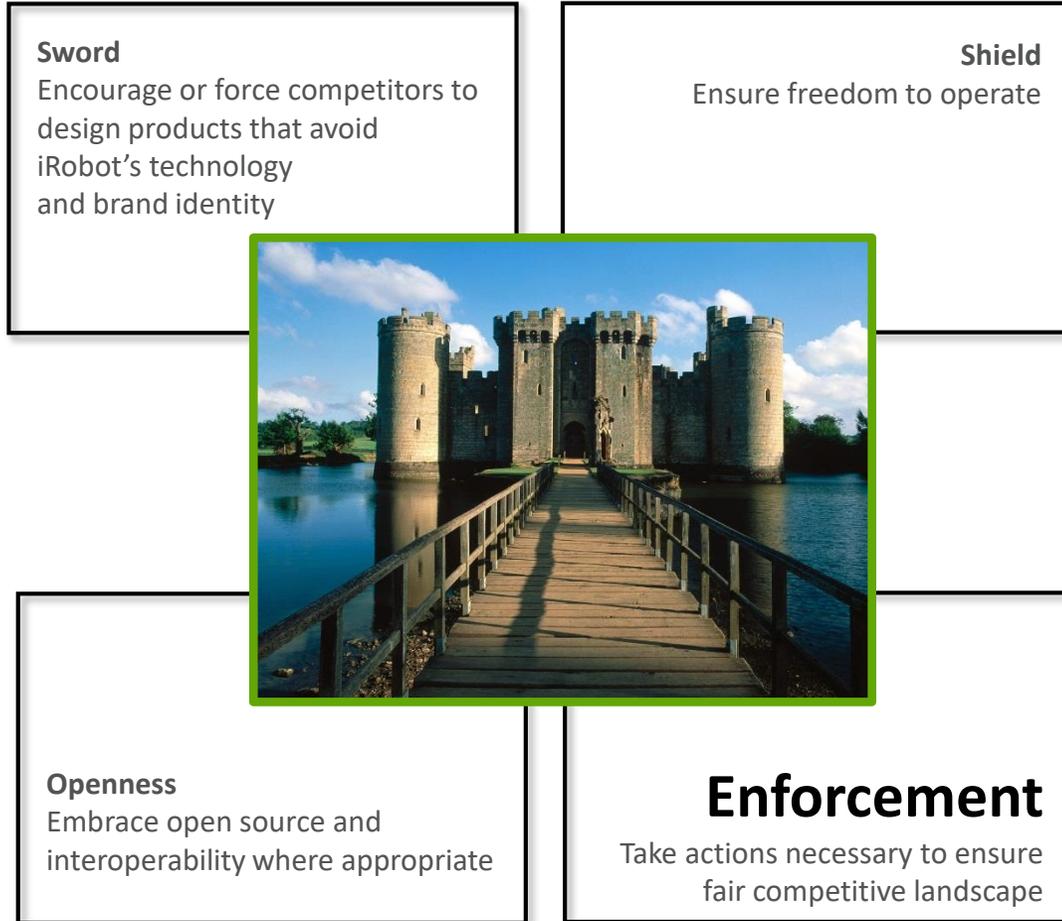
Spatial information enables the Smart Home

**Note:** iRobot is committed to the absolute privacy of our customer-related data, including data collected by our connected products. No data is sold to third-parties. No data will be shared with third-parties without the informed consent of our customers.



# Continue to Widen the Competitive Moat

## IEEE Top 20 Patent Powerhouses Electronics - 2017



Rank	Company	Headquarters
1	Apple Inc.	US
2	Sonos Inc.	US
3	LG Electronics Inc.	South Korea
4	GoPro Inc.	US
<b>5</b>	<b>iRobot Corp.</b>	<b>US</b>
6	Dolby Laboratories Inc.	US
7	Sony Corp.	Japan
8	Canon	Japan
9	Koninklijke Philips NV	Netherlands
10	Hand Held Products Inc. (Honeywell Int'l.)	US
11	Goertek Inc.	China
12	Kimree Inc.	China
13	Samsung SDI Co.	South Korea
14	Panasonic Corp.	Japan
15	Hitachi Ltd.	Japan
16	Xerox Corp	US
17	Knowles Corp.	US
18	Fujifilm Holdings Corp.	Japan
19	Int'l Game Technology	UK
20	Schneider Electric	US

**Favorable initial determination from ITC on iRobot U.S. infringement claim**  
**We will vigorously defend our IP**



# Capital Allocation Strategy

R&D			
	Core	Emerging	Future
Organic	Lower Risk	Medium Risk	Higher Risk
	Significant Revenue and Profit Contribution	Market Validation	Exploration
	Target R&D Investment: 65% - 70%	20% - 25%	5% - 10%
Inorganic	← Acquisitions →		
	← iRobot Ventures →		

Regular review to address industry and market evolution and company requirements



# 2018 Expectations: Key Messages

\$M	FY17 Actual	FY18 Expectations *
Revenue	884	1,080 - 1,090
YoY Growth	34%	22% - 23%
Gross Margin	49%	50% - 51%
R&D	13%	13%
S&M	18%	19% - 20%
G&A	10%	9%
OI	8%	8% - 9%
EPS	\$1.77	\$2.55 – \$2.75

Increased expectations on July 24, 2018 and again on October 23, 2018

Strong global growth continues

Gross Margin expansion from acquisitions; \$5 million tariff impact on Q4

Maintain investment in innovation and product development

1) Full year cost of acquired businesses; 2) Continued investment to create awareness & adoption of Roomba and Braava; 3) support new product launches

Leverage G&A globally

Plan assumes reinvesting incremental margin to drive critical 2018 launches and future growth initiatives

• Increased expectations provided 10/23/18



# Summary

- 2018 – Exceeded expectations year-to-date; raised expectations twice
- Maintaining unambiguous global product and brand leadership in RVC category
- Forward integration is enabling more consistent global control of brand and execution of marketing programs – Amazon Prime Day
- Continuing investment in innovation to extend technology and product leadership
- Introduced several exciting new products in third quarter of the year – further differentiation at the entry and premium price points
- Announced collaboration with Google to advance the next-generation smart home

