ZAGG INC
INVESTOR DAY

ZAGG® mophie® INVISIBLE SHIELD® BRAVEN® IFROGZ®

Cautionary note regarding forward-looking statements

Forward-Looking Statements

This presentation of ZAGG Inc ("ZAGG," the "Company," "we" or "us") contains (and oral communications made by us may contain) "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as "anticipate," "believe," "estimate," "expect," "intend," "plan," "predict," "project," "target," "future," "seek," "likely," "strategy," "may," "should," "will" and similar references to future periods. Examples of forward-looking statements include, among others, statements we make regarding our guidance for the Company and statements that estimate or project future results of operations or the performance of the Company. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following: (a) the ability to design, produce, and distribute the creative product solutions required to retain existing customers and to attract new customers; (b) building and maintaining marketing and distribution functions sufficient to gain meaningful international market share for our products; (c) the ability to respond quickly with appropriate products after the adoption and introduction of new mobile devices by major manufacturers like Apple, Samsung, and Google; (d) changes or delays in announced launch schedules for (or recalls or withdrawals of) new mobile devices by major manufacturers like Apple, Samsung, and Google; (e) the ability to successfully integrate new operations or acquisitions, (f) the impact of inconsistent quality or reliability of new product offerings; (g) the impact of lower profit margins in certain new and existing product categories, including certain mophie products; (h) the impacts of changes in economic conditions, including on customer demand; (i) managing inventory in light of constantly shifting consumer demand; (j) the failure of information systems or technology solutions or the failure to secure information system data, failure to comply with privacy laws, security breaches, or the effect on the company from cyber-attacks, terrorist incidents, or the threat of terrorist incidents; (k) adoption of or changes in accounting policies, principles, or estimates; (l) changes in law, economic and financial conditions, including the effect of enactment of US tax reform or other tax law changes; and (m) changes in US and international trade policy and tariffs, including the possible effect of recent US tariff proposals on selected materials used in the manufacture of products sold by the Company which are sourced from China. New factors emerge from time to time and it is not possible for management to predict all such factors, nor can it assess the impact of any such factor on the business or the extent to which any factor, or combination of factors, may cause results to differ materially from those contained in any forward-looking statement. Readers should also review the risks and uncertainties listed in our most recent Annual Report on Form 10K and other reports we file with the U.S. Securities and Exchange Commission, including (but not limited to) Item 1A - "Risk Factors" in the Form 10-K and Management's Discussion and Analysis of Financial Condition and Results of Operations and the risks described therein from time to time. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise. The forward-looking statements contained in this presentation are intended to qualify for the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended.

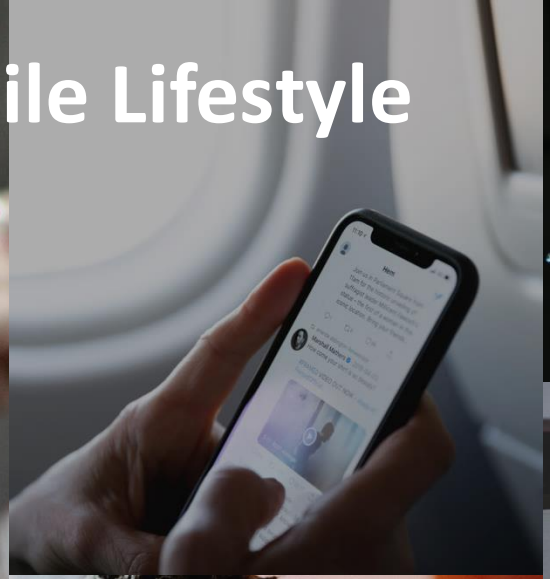
This presentation also contains estimates and other statistical data made by independent parties and by ZAGG relating to market share, growth and other industry data. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. We have not independently verified the statistical and other industry data generated by independent parties and contained in this presentation and, accordingly, cannot guarantee their accuracy or completeness. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk due to a variety of factors. These and other factors could cause results or outcomes to differ materially from those expressed in the estimates made by the independent parties and by ZAGG.

Non-GAAP Financial Measures

This presentation also includes certain non-GAAP financial measures, Adjusted EBITDA and Adjusted EBITDA Margin. Readers are cautioned that Adjusted EBITDA (earnings before interest, taxes, depreciation, amortization, stock-based compensation expense, other income (expense), mophie transaction expenses, mophie fair value inventory write-up related to acquisition, mophie restructuring charges, mophie employee retention bonus, loss on disputed mophie purchase price (2016 only), and impairment of intangible asset) and Adjusted EBITDA Margin (Adjusted EBITDA stated as a percentage of revenue) are not financial measures under US generally accepted accounting principles ("GAAP"). In addition, this financial information should not be construed as an alternative to any other measure of performance determined in accordance with GAAP, or as an indicator of operating performance, liquidity or cash flows generated by operating, investing and financing activities, as there may be significant factors or trends that it fails to address. As such, it should be read only in conjunction with our consolidated financial statements prepared in accordance with GAAP. We present Adjusted EBITDA and Adjusted EBITDA Margin because we believe that they are helpful to some investors as measures of performance. We caution readers that non-GAAP financial information, by its nature, departs from traditional accounting conventions. Accordingly, its use can make it difficult to compare current results with results from other reporting periods and with the financial results of other companies. We have provided a reconciliation of Adjusted EBITDA and Adjusted EBITDA Margin to the most directly comparable GAAP measures, which is available in the appendix.

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Empowering the Mobile Lifestyle



ZAGG Inc | ZAGG mophie INVISIBLE SHIELD BRAVEN IFROGZ

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Market Leading Brands in Mobile Lifestyle

Source: The NPD Group / Retail Tracking Service for the last three months ended June 30, 2018; NPD data refers only to U.S. retail sales
Note: Screen protection, battery cases, external power and folio keyboard market share based on dollar share.

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

To me, ideas are worth nothing unless executed. They are just a multiplier. **Execution is worth millions.**

Derek Sivers

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Vision - $1.0B

ZAGG Inc | ZAGG mophie INVISIBLE SHIELD BRAVEN IFROGZ

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

We Remain Focused on Our Corporate Values & Objectives

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Experienced senior management team

Prior experience:

Chris Ahern, *CEO*

Years at ZAGG: 4
Years of experience: 21

Prior experience:

Brad J. Holiday, *CFO*

Years at ZAGG: 3
Years of experience: 41

Prior experience:

Brian Stech, *President*

Years at ZAGG: 4
Years of experience: 21

Prior experience:

Jim Kearns, *COO*

Years at ZAGG: 6 Days
Years of experience: 30

Prior experience:

Abby Barraclough, General Counsel

Years at ZAGG: 7
Years of experience: 18

Prior experience:

Taylor Smith, *VP of Finance & Accounting*

Years at ZAGG: 7
Years of experience: 16

Prior experience:

Steve Bain, GM *of ZAGG, InvisibleShield, IFROGZ*

Years at ZAGG: 1.5
Years of experience: 26

Prior experience:

Robert Johnson, GM of mophie

Years at ZAGG: 5 months
Years of experience: 25

Prior experience:

Gavin Slevin, GM of International

Years at ZAGG: 3
Years of experience: 19

Prior experience:

Matt Smith, VP of Corporate Development

Years at ZAGG: 1
Years of experience:16

Senior leadership has assembled a talented and dedicated management team which has transformed ZAGG and positioned the company for continued growth

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Agenda

- Product, Brand, Distribution
- ZAGG BU
- mophie BU
- International BU
- Financial Overview
- Wrap Up/Q&A
- Lunch and Product Demos

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

BRIAN STECH
PRESIDENT

A History of Innovation

A History of Innovation

Category Pioneer & Creators

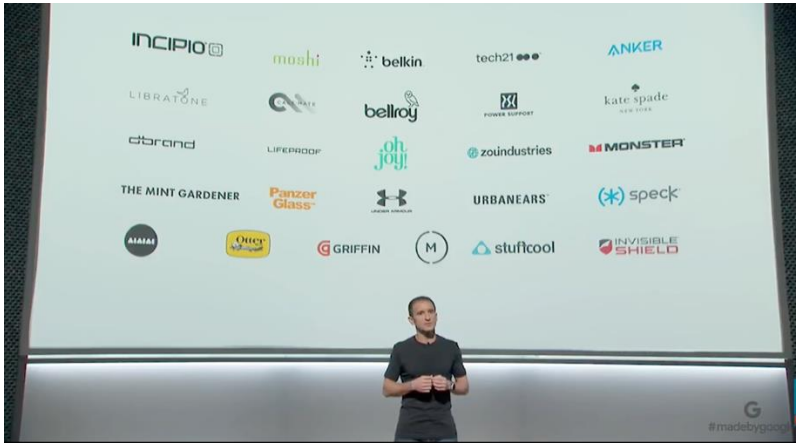
- Screen Protection
- Battery Phone Cases
- Portable Batteries
- Wireless Charging
- Tablet Keyboards
- Phone Cases
- Rugged Bluetooth Speakers
- Waterproof Bluetooth Speakers

Patent Portfolio

- 10X growth since 2013

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Aligned With Top OEMs



© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Recent Innovations

mophie
charge stream pad+

mophie
powerstation
w/lighting in

ZAGG
Nomad Book

InvisibleShield
VisionGuard

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Innovation

Innovation
+ Global Distribution
Drives Long-Term Profitable Growth

Innovation + Distribution Drives Long-Term Profitable Growth

INPUT

Innovation

ZAGG LEVERS

- Global Distribution
- Amplified Through Brands
- Operational Excellence
- Customer Care

OUTPUT

Long-term, Profitable Growth

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Mobile Lifestyle—Massive, Growing Market

2018 Estimate[1]

$100B+

4%

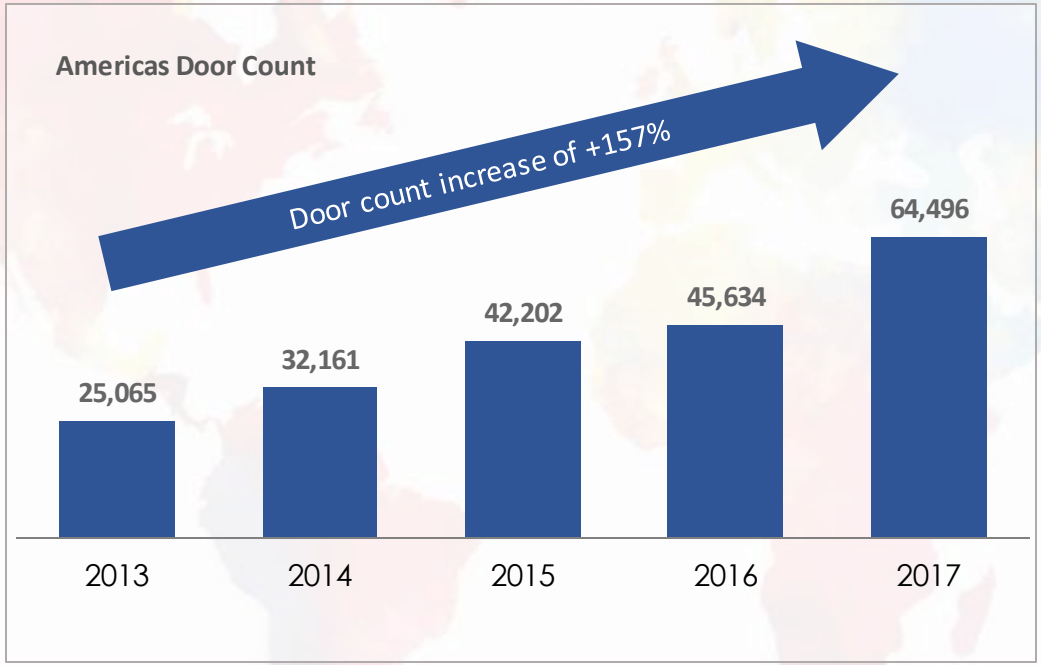
Annual Growth

[1] Internal ZAGG estimate

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Growth – Doors & Channels

Considerable Americas door growth with additional penetration opportunities globally



ZAGG Revenue Share

% US	% Intl.
84%	16%*

** Under-indexed vs. OEM Revenue Share*

Source: ZAGG 2017 Revenue By Geography

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Growth – Categories

Significant organic and inorganic expansion opportunities available

ZAGGInc

mophie

- **Power Cases**
- **Portable Power**
- **Wireless Charging**
- Cables & Adapters
- Car & Wall Chargers
- Docks & Stands
- Protective Cases
- Smartwatch Accys
- B2B Charging

ZAGG

- **Tablet Keyboards**
- Tablet/Laptop Cases
- Hubs
- Docks
- Computer Keyboards
- Mice
- Presenters
- BT Speakerphones
- Computer Headsets

INVISIBLE SHIELD

- **Screen Protection**
- Insurance
- Services
- Protective Cases
- External protection

IFROGZ

- **BT Earbuds**
- **BT Headphones**
- BT Speakers

BRAVEN

- **BT Speakers**
- **BT Earbuds**
- **BT Headphones**
- **Home Audio**
- **Alexa Enabled**
- **Google Home Enabled**
- **Cortana Enabled**

M&A

- **TBD**

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Empowering A Mobile Lifestyle

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

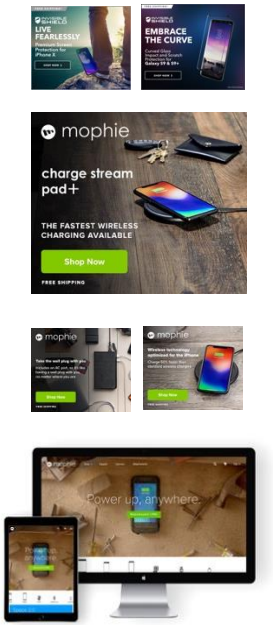
Empowering A Mobile Lifestyle

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

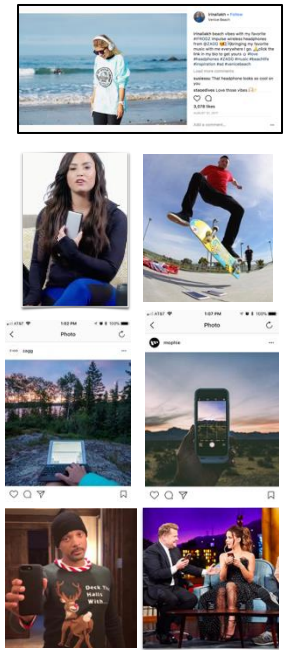
Innovation Amplified Through Marketing and Brands

PR/Earned Media

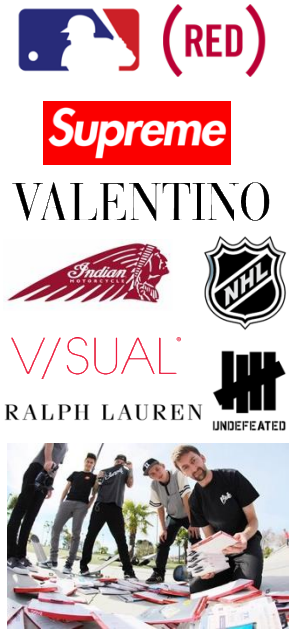
Retail



Paid Media/ Advertising



Social/ Influencers



Brand Partnerships

Events

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Frictionless to Stickiness

The Long-Term Value of Outstanding Customer Care

Highly Scalable Engine

Purchase price / acquisition date (amounts in millions)	Cumulative Net Sales[1]
Keyboard IP acquisition *$2.5 (2011)*	$350+
IFROGZ *$100 (2011)*	$300+
mophie *$100 (2016)*	$500+
BRAVEN *$5 (2018)*	TBD

- Global Distribution
- Amplified Through Brands
- Operational Excellence
- Customer Care

[1]Expected cumulative sales for the year-ended December 31, 2018, assuming midpoint of net sales guidance

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

STEVE BAIN

GM, ZAGG

ZAGG Business Unit

INVISIBLE SHIELD | ZAGG | IFROGZ

#1 SELLING* SCREEN PROTECTION

CATEGORY CREATOR OF TABLET KEYBOARDS

TOP 10 IN STEREO HEADPHONES

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

InvisibleShield

#1 SELLING SCREEN PROTECTION

#1 selling mobile screen protector

165 MILLION SOLD

More than 165 million sold worldwide

550+ AUTHORIZED WARRANTY LOCATIONS

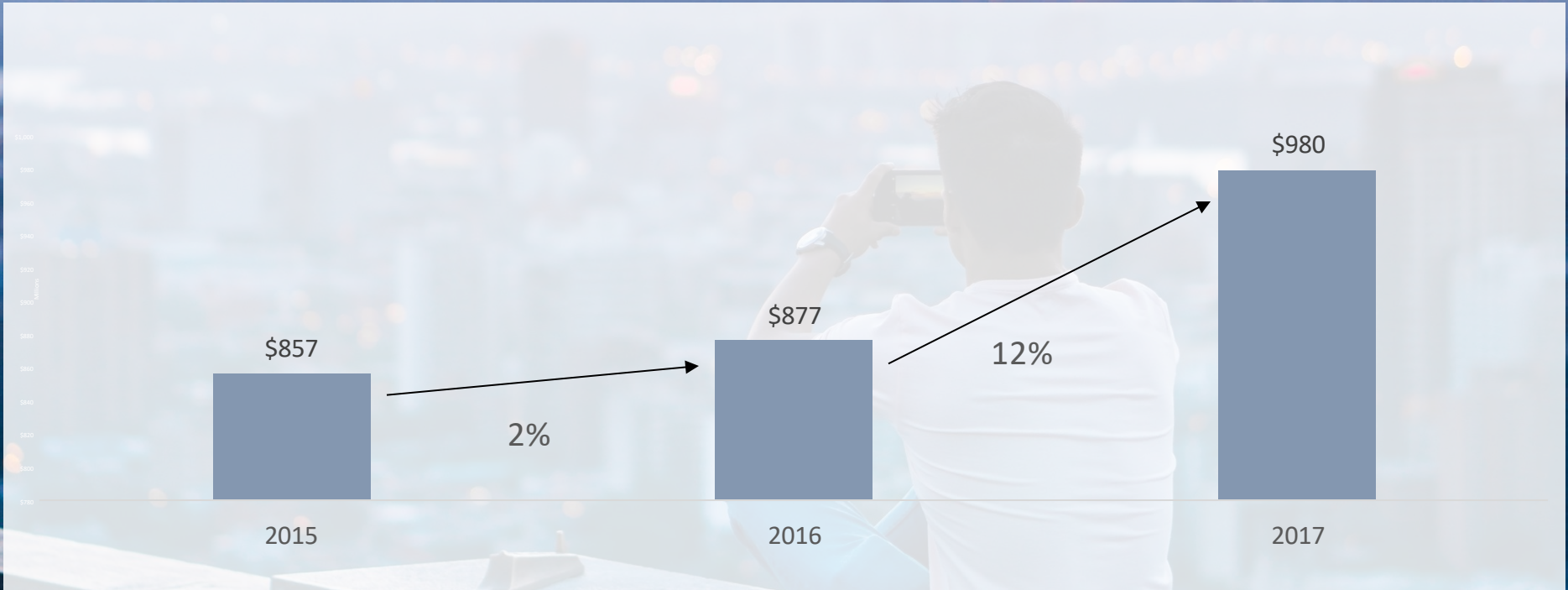
550+ Authorized InvisibleShield warranty retail locations in the U.S. & Canada

*The NPD Group, Inc, U.S. Retail Tracking Service, Cell Phone Screen Protection, based on units and dollars sold, Jan 2014 – June 2001

ZAGG Inc | ZAGG mophie INVISIBLE SHIELD BRAVEN IFROGZ

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

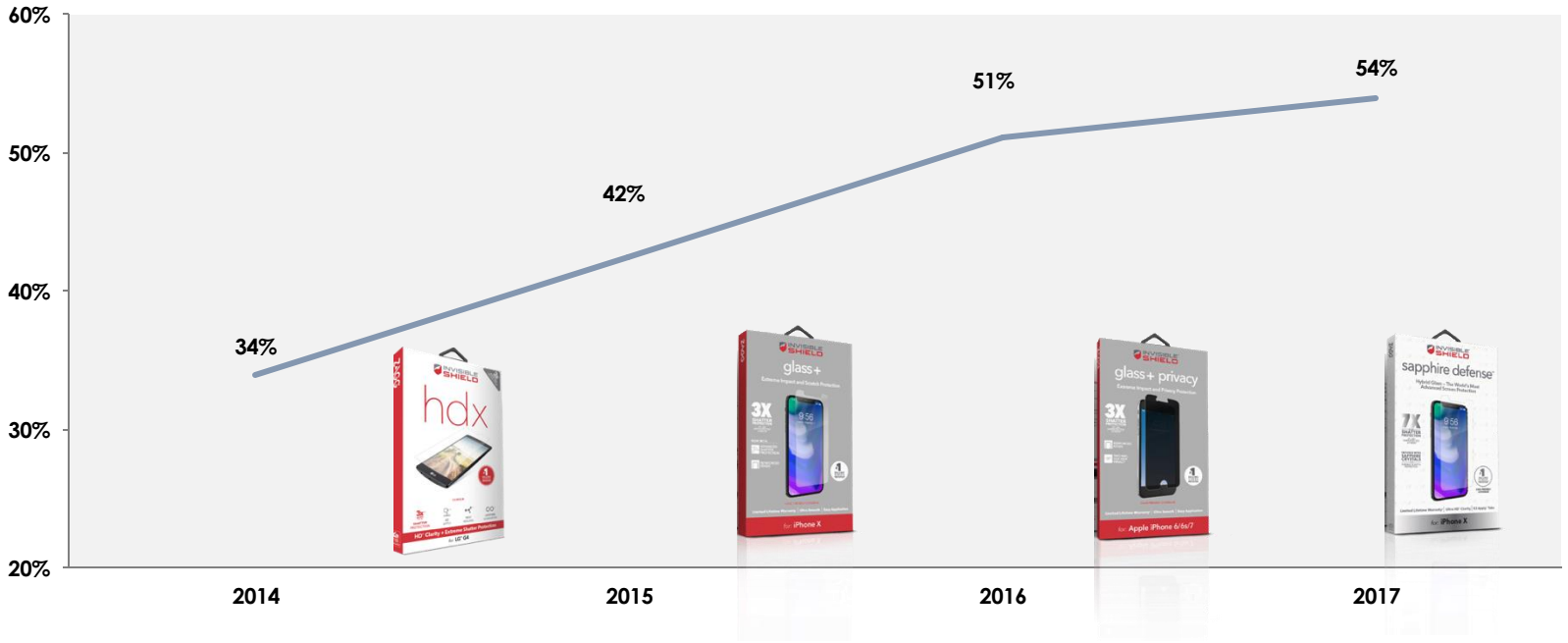
Screen Protection Category Growth



Source: The NPD Group / Retail Tracking
The NPD Group, Inc., U.S. Retail Tracking Service, Cell Phone Screen Protection, January 2015 – December 2017; NPD data refers only to U.S. retail sales

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Market Share Growth



The NPD Group, Inc., U.S. Retail Tracking Service, Cell Phone Screen Protection for the last twelve months ended January 2014 – December 2017; NPD data refers only to U.S. retail sales

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Glass+ VisionGuard Filters Harmful Blue Light

Medical Conditions

- *Digital Eye Strain*
- *Computer Vision Syndrome*

Symptoms of Digital Eye Strain Include

- Dry or irritated eyes
- Premature eye aging (especially for children)
- Sleep disruption and sleep loss
- Blurred vision

In Partnership with

eyesafe by Healthe

VISION HEALTH ADVISORY

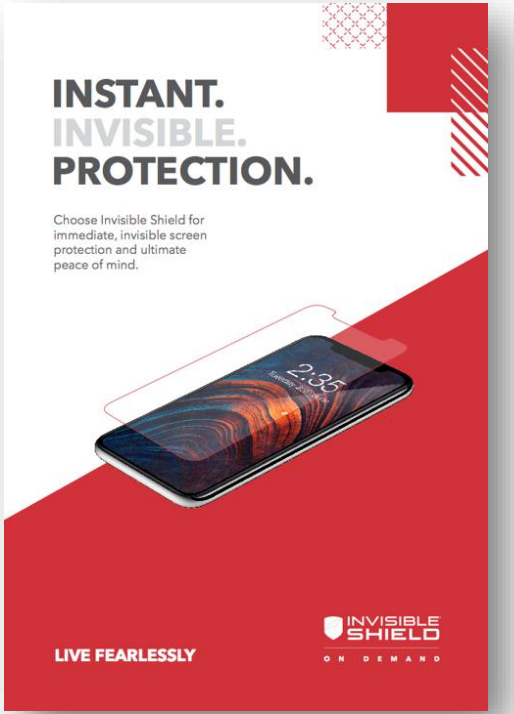
The **EyeSafe Vision Health Advisory Board** and **Healthe** are made up of leading ophthalmic and vision MD professionals focused on fighting blindness and saving sight.

MEMBERS OF

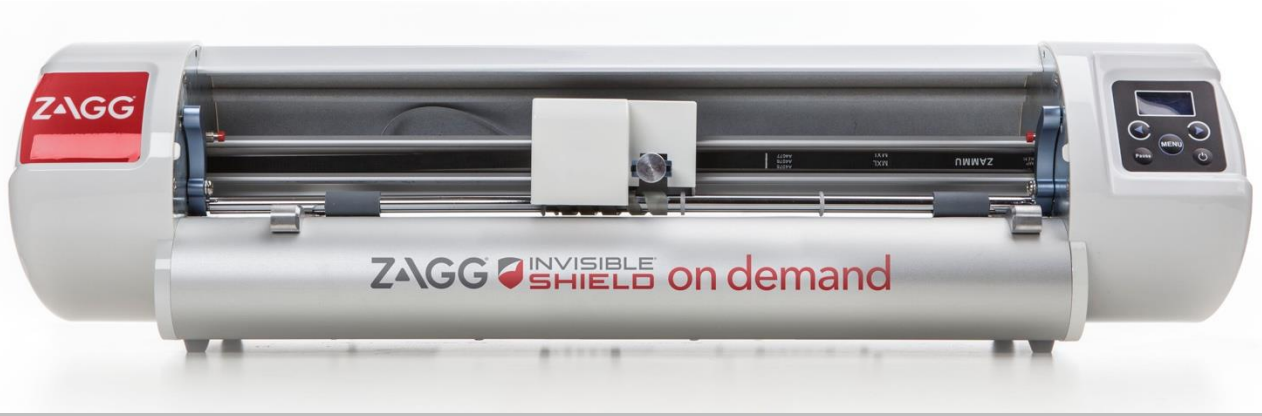
THE VISION COUNCIL · Prevent Blindness (Our Vision Is Vision®) · CEDARS ASPENS

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

InvisibleShield On-Demand



- 7,500 device designs
- 550 US locations
- 3,500+ global locations
- Push technology for same-day service



© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

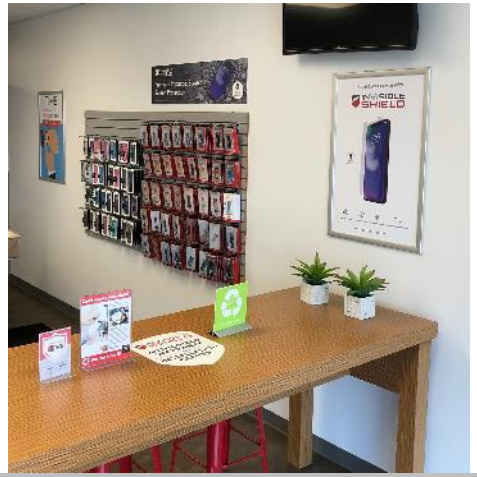
CPR – Cell Phone Repair

2 times when consumers need screen protection:

- when they buy their phone
- when they break their phone

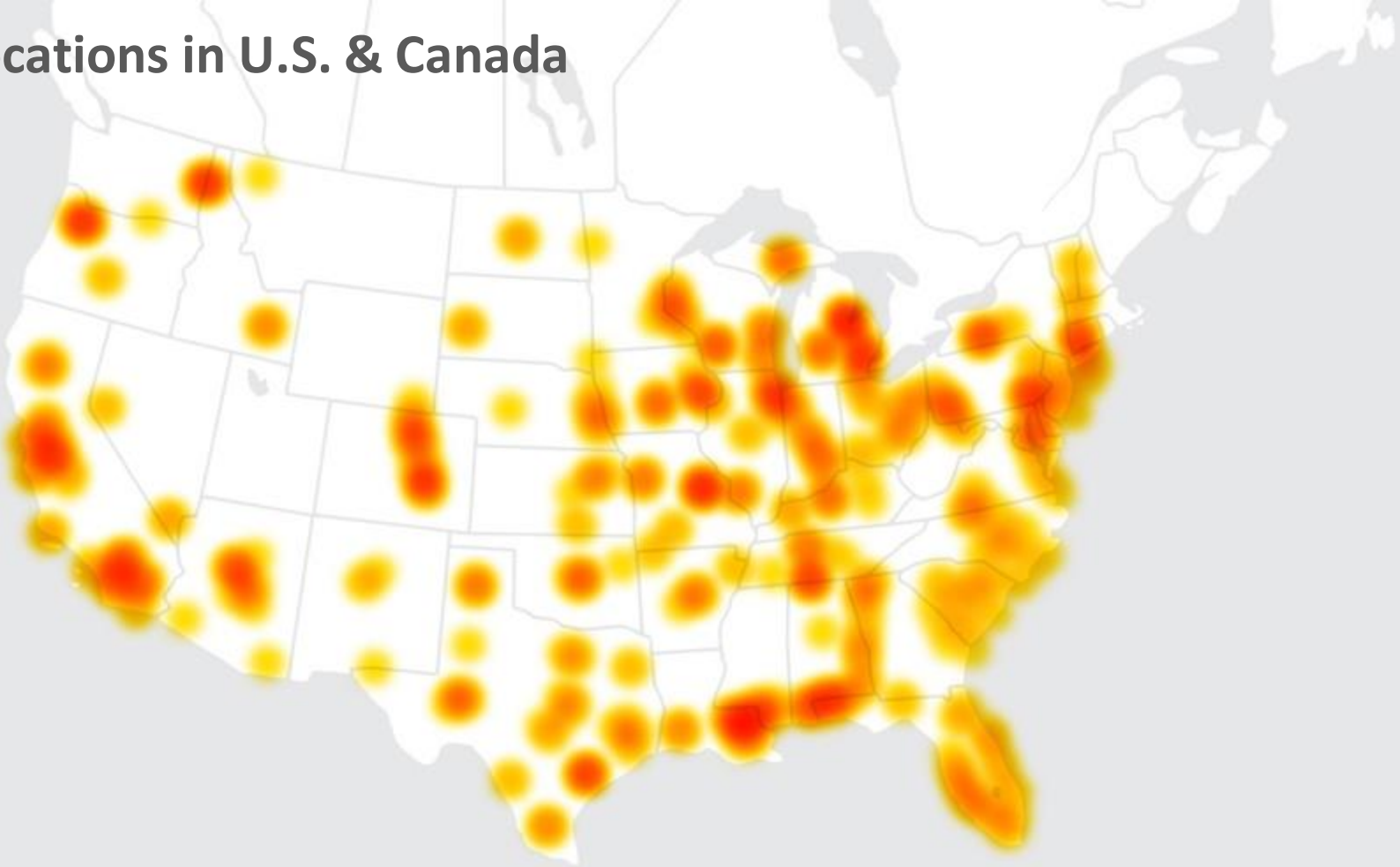
450+ locations

INVISIBLE SHIELD
AUTHORIZED WARRANTY
AND
INSTALLATION CENTER



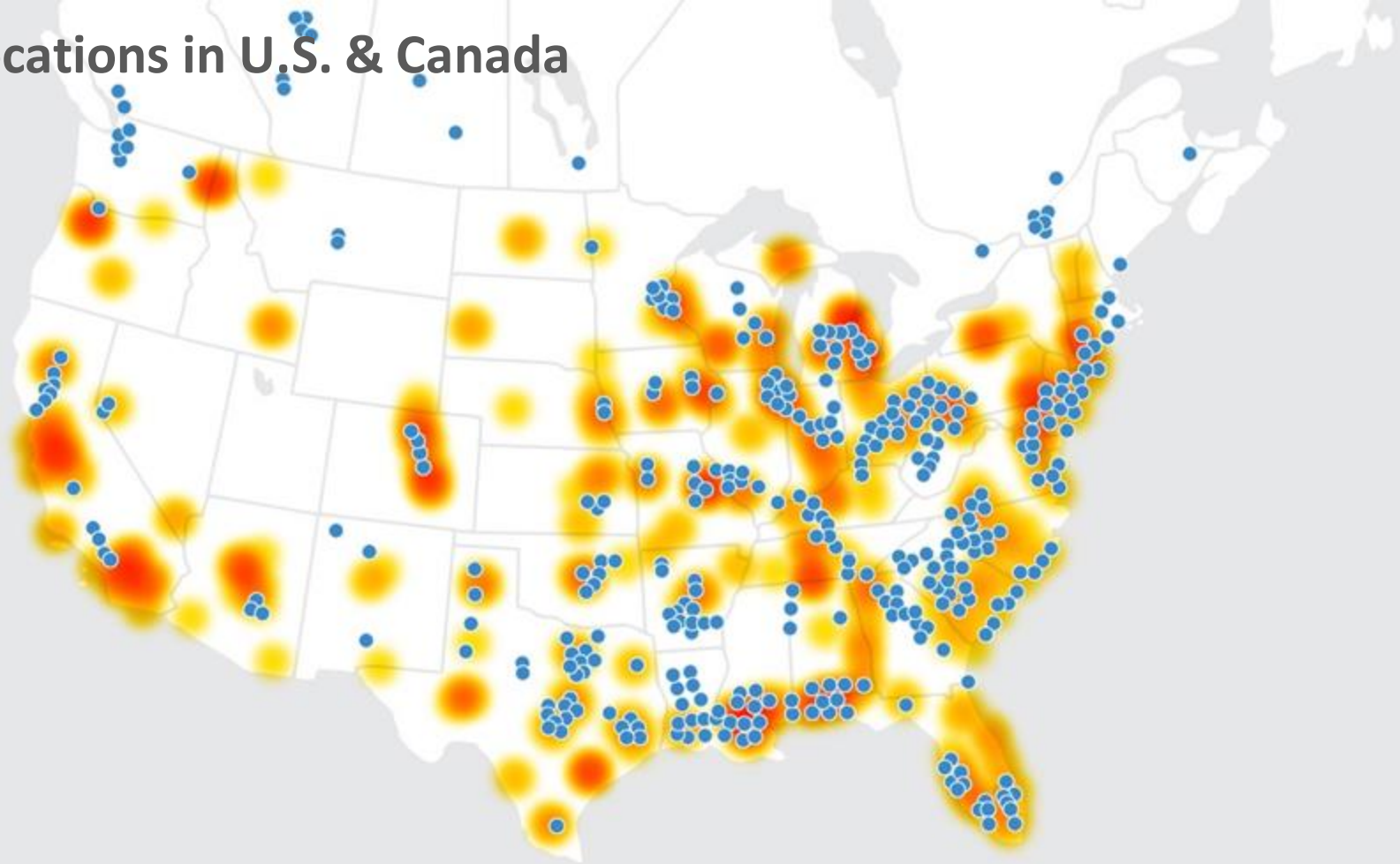
© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

CPR Locations in U.S. & Canada



© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

CPR Locations in U.S. & Canada



© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

ROBERT JOHNSON

GM, mophie

ZAGG Inc | ZAGG mophie INVISIBLE SHIELD BRAVEN IFROGZ

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Business & Market: The Past

2008

Successfully launched first juice pack battery case for the original iPhone.

2009

Begins selling in Apple, AT&T, and Best Buy retail stores.

Company moves its HQ to Santa Ana, CA.

2010

Releases first universal battery line.

Receives investment from Beringea.

2011

Begins selling to Sprint & Verizon.

Partners with (RED) to help eliminate AIDS in Africa.

Opens office in China to manage sourcing and R&D.

2012

Begins selling to Target and Radio Shack.

Releases first battery case for an Android device.

Net sales grow over 300% in Q1.

2013

Company moves its DC from Paw Paw to Kalamazoo, MI. HQ is moved from Santa Ana to Tustin, CA.

Releases juice pack helium, air, and plus for iPhone 5.

Releases battery cases for HTC One & Samsung Galaxy S4.

2014

Releases space pack made for iPhone 5s/5.

Releases battery cases for HTC One & Samsung Galaxy S4.

Partners with Valentino to create a limited edition powerstation.

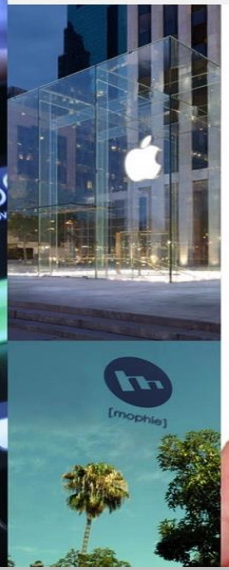
Expands its line of universal batteries and accessories.

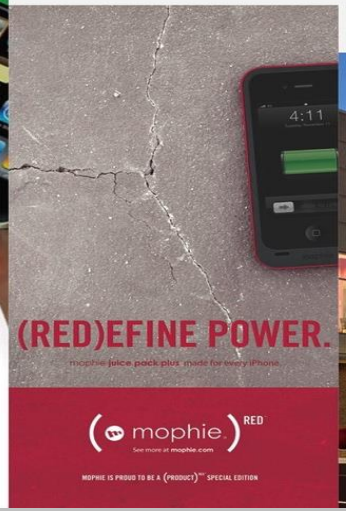
Releases colorful collections of its best-selling products.

2015

Announces juice pack for iPhone 6 Plus, juice pack air for iPhone 6, and juice pack plus for iPhone 6 at CES. All models are available in three colors at launch.

mophie's first-ever commercial airs nationally during Super Bowl 2015.





© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Product & Innovation: The Past

2008
Launched the 1st juice pack battery case made for the original iPhone.

2010
Released 1st portable battery line.

2016
Engineered the first juice pack and line of accessories that brought wireless charging to iPhone 6.

2017
Developed 1st portable battery capable of charging a MacBook.

Announced during the September Keynote, Apple revealed the mophie wireless charging base, optimized for iPhone.

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Business & Market: The Present

mophie.

The leading mobile battery case, portable battery, and wireless power case brand in the U.S.*

Created the battery case category for mobile devices.

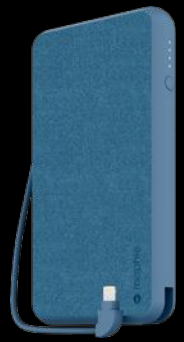
The most focused and accomplished innovation lab in mobile power.

mophie is not a mobile accessory, it's a mobile necessity.

*Source: The NPD Group, Inc., U.S. Retail Tracking Service, Cell Phone Device Protection, Charging Case, Based on Dollars & Units, Dec. 2016 - Nov. 2017.

Mobile Battery Case	Portable Battery	Wireless Charging

#1 MOBILE BATTERY CASE BRAND



#1 PORTABLE BATTERY BRAND

#2 WIRELESS CHARGING BRAND

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

The Business & Market: The Future

Power is Life, period.

ZAGG Inc | ZAGG mophie INVISIBLE SHIELD BRAVEN IFROGZ

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Wireless Adoption

World-Class Brands

Part of Our Lives

ZAGG Inc | ZAGG mophie INVISIBLE SHIELD BRAVEN IFROGZ

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Product & Innovation: The Present

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

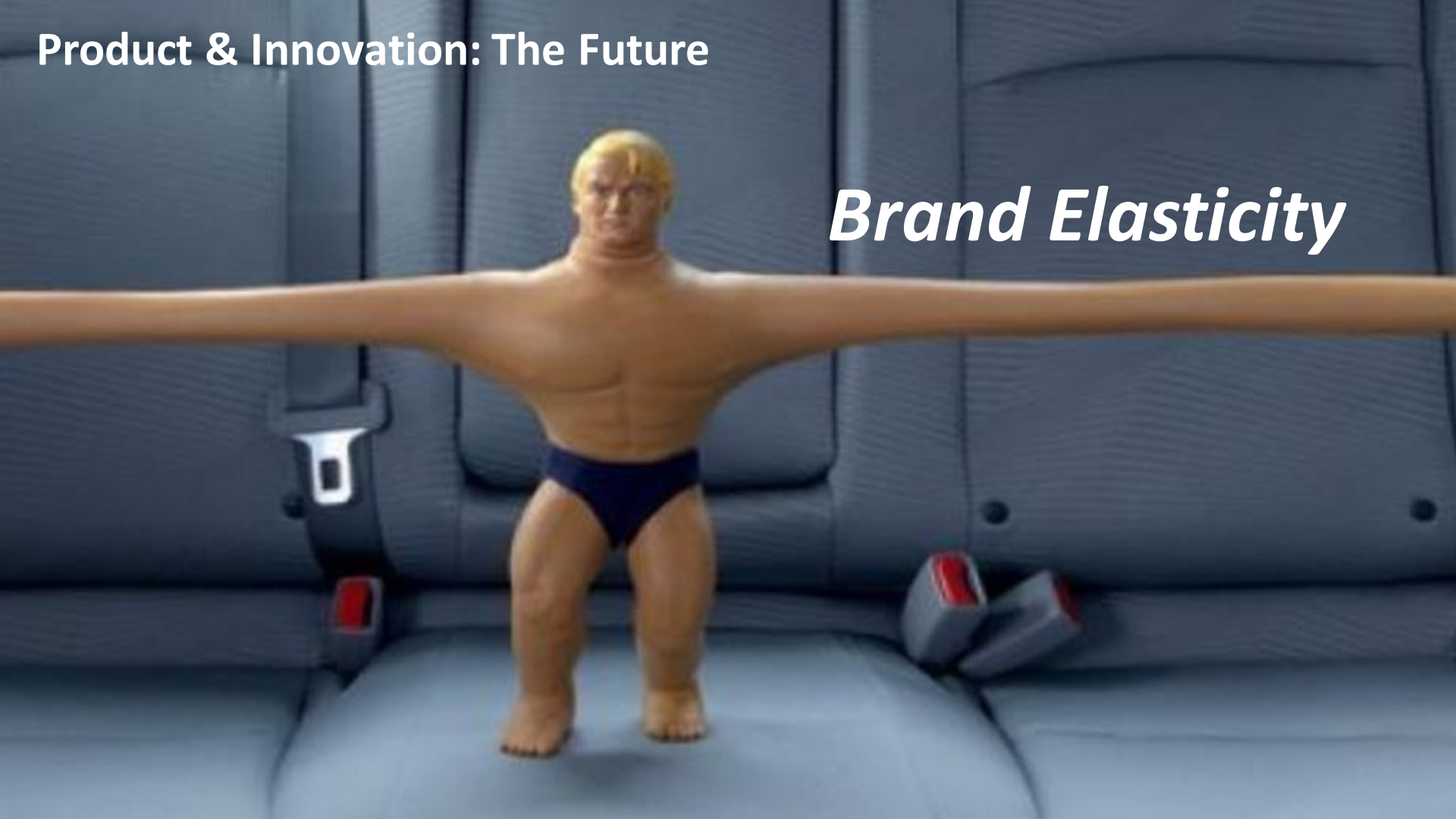
Product & Innovation: The Future

Speed

Ease

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Product & Innovation: The Future



Brand Elasticity

GAVIN SLEVIN

GM, INTERNATIONAL

International Overview

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

International business growing steadily

Growth of the business 2014-2017

2014

46%

2015

24%

2016

72%

2017

82%

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

International Growth Drivers

EMEA

- ISoD
- B2B Focus
- Online (.com)
- Core Business - DACH

ASIA

- Online
  - Accelerate China
- Telco, CE
- ISoD Roll out Aus/NZ/HK

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

INVISIBLE SHIELD

ON DEMAND

ANY DEVICE. ANY SIZE.

WE'VE GOT YOU COVERED.

LIVE FEARLESSLY

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

B2B in International

Corporate

Government

Education

Hospitality

Finance

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Online

International is home to the biggest e-commerce markets in the world.

70% of Global Population in International

- **70%** of world population
  - EMEA 741 MN **(10%)**
  - APAC - 4.4BN (**60%)**
- China and India the largest
- **Diverse consumer base** - digitally engaged and affluent

Worlds Largest eCommerce markets

- **China is** the largest projected to grow to 4.88 trillion US dollars in 2021*
- **Japan** is the 4th largest
- UK **3rd largest (Amazons 4th)**.
- **Germany is the 5th largest**
  (2nd largest Amazon market after US)

*Source: Statista.com

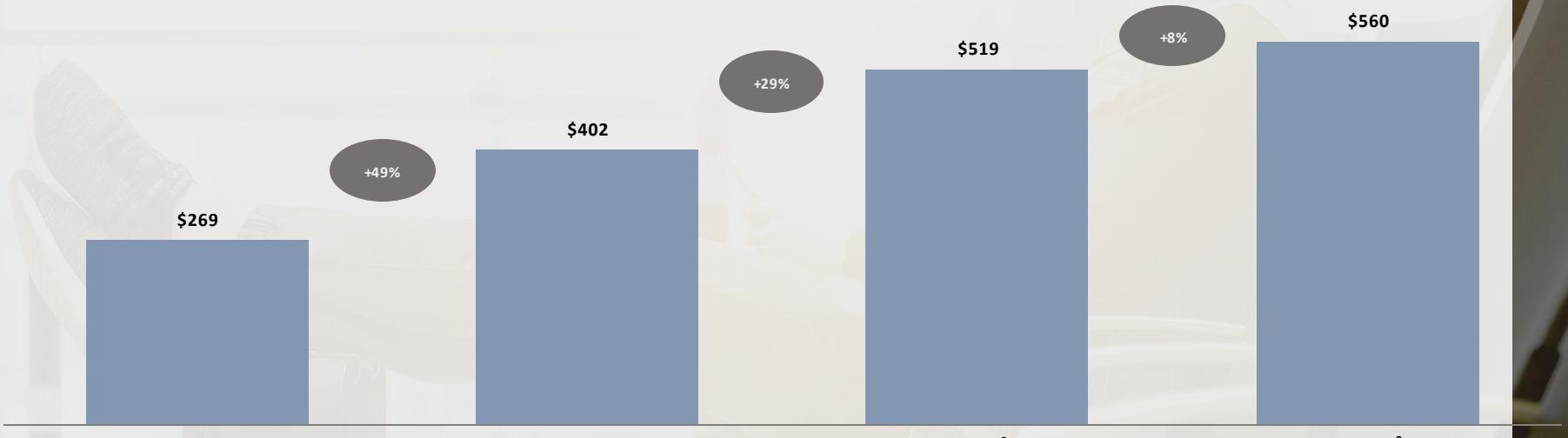
© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

TAYLOR SMITH

VP, FINANCE

Compelling Sales Growth

Net Sales (amounts in millions, except percentages)



[1] The Company acquired mophie on March 3, 2016
[2] The Company launches wireless charging pad for iPhone 8, 8+ and iPhone X.
[3] Midpoint of 2018 net sales guidance

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Increasing Profitability

Adjusted EBITDA[1] (amounts in millions, except percentages)

	2015	2016	2017 [2]	2018E [3]
Adjusted EBITDA margin %	*16%*	*9%*	*14%*	*14%*

[1] Adjusted EBITDA is defined as earnings before interest, taxes, depreciation, amortization, stock-based compensation expense, other income (expense), mophie transaction costs, mophie fair value inventory write-up related to acquisition, mophie restructuring charges, mophie employee retention bonus, and the loss on disputed mophie purchase price (2016)

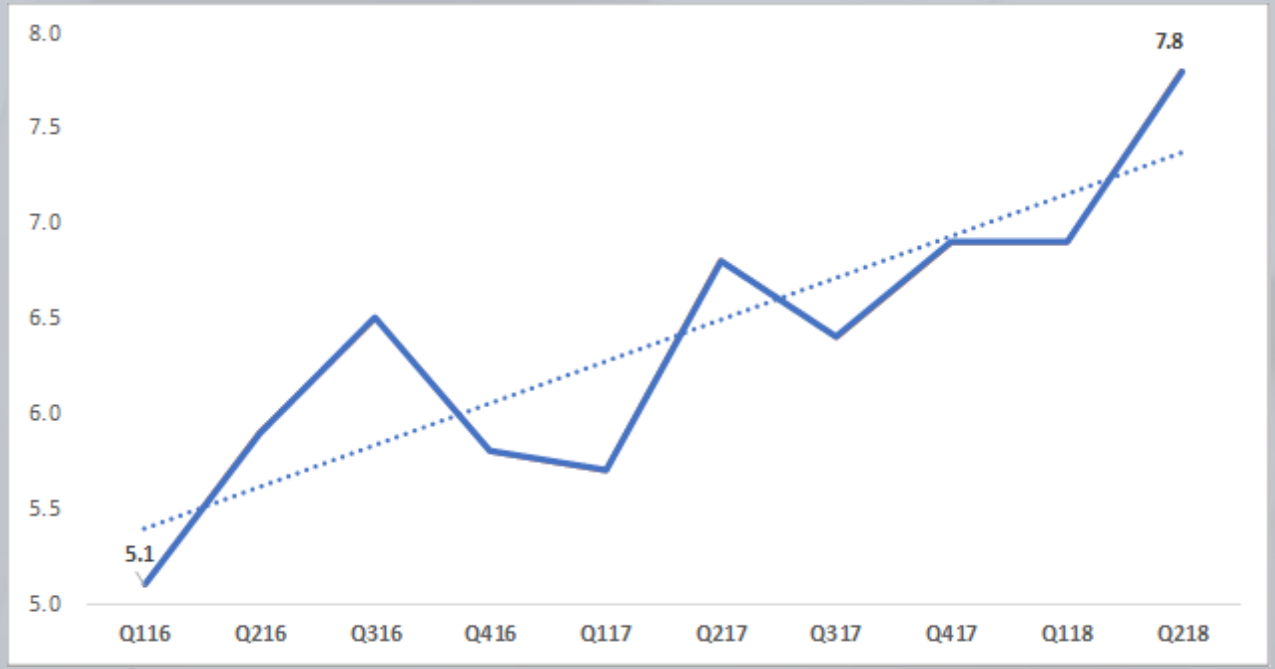
[2] mophie Adjusted EBITDA of ($16mm); ZAGG Adjusted EBITDA of $53mm

[3] Midpoint of 2018 Adjusted EBITDA guidance

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Operational Performance

Inventory Turns[1]

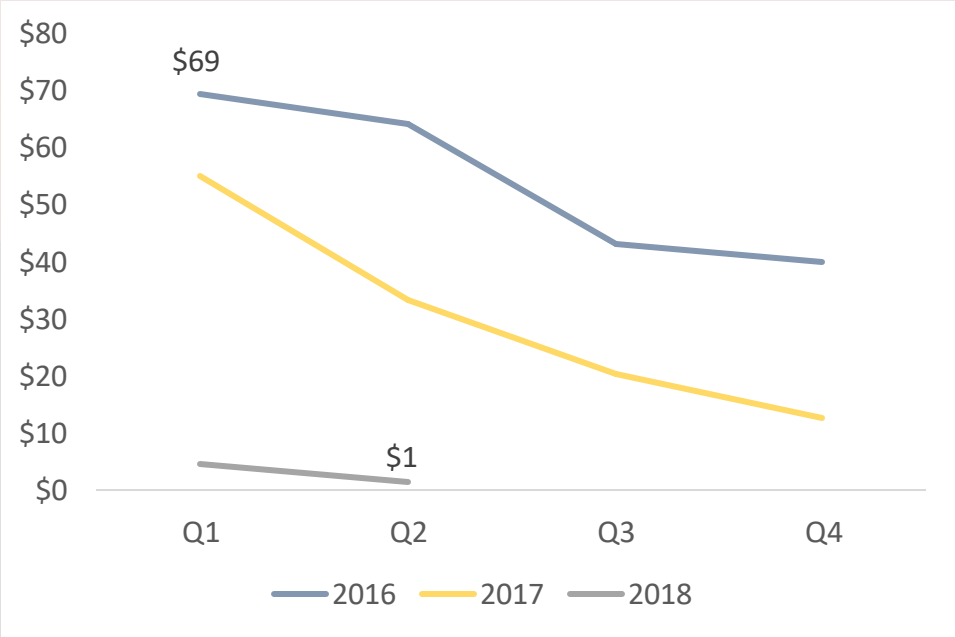


[1]Inventory turns defined as trailing 12-month sales divided by period-end inventory.

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Strong Balance Sheet

Net Debt[1] *(amounts in millions)*

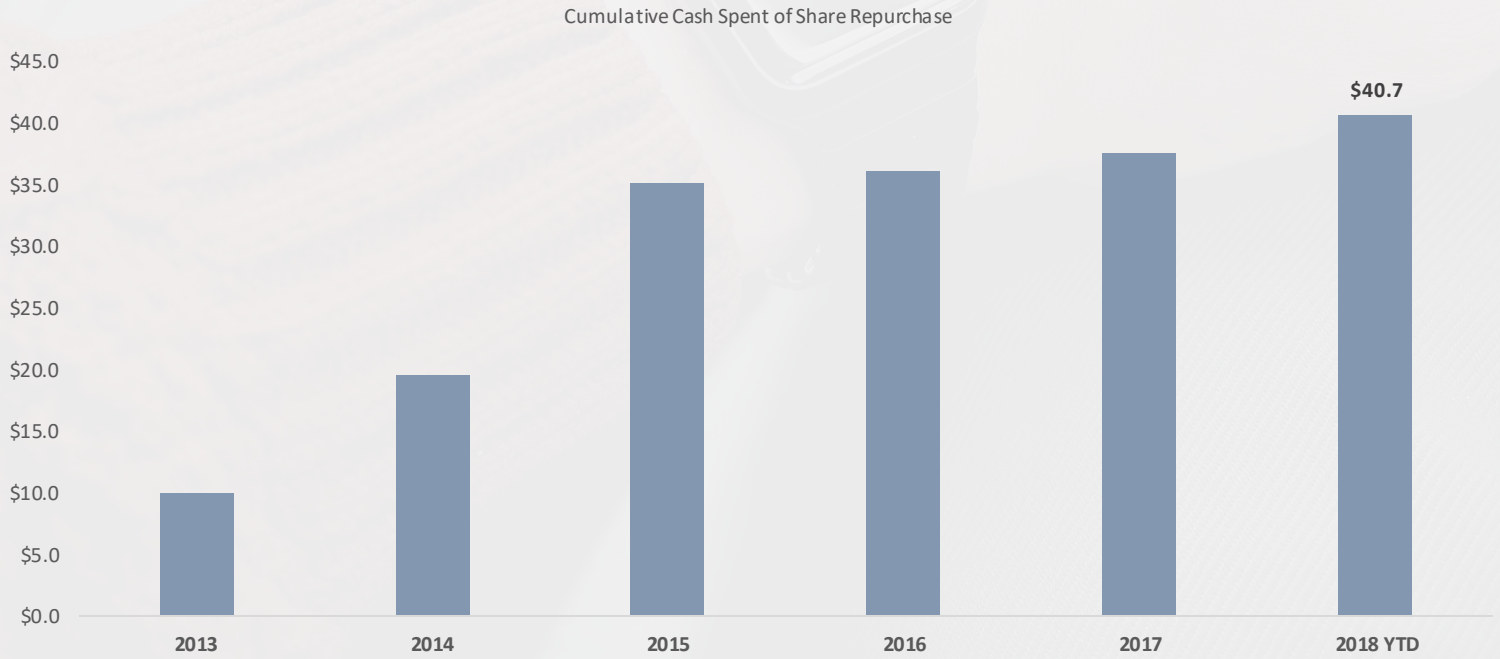


[1] Net debt defined as total debt less cash.

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Strong Balance Sheet – Use of Cash

ZAGG History of Share Repurchase[1] *(amounts in millions)*



[1] ZAGG has repurchased 6.3 million shares at an average price of $6.51.

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Strong Balance Sheet – Use of Cash

ZAGG M&A History *(amounts in millions)*

Purchase price / acquisition date	Cumulative Net Sales[1]
Keyboard IP acquisition *$2.5 (2011)*	$350+
IFROGZ *$100 (2011)*	$300+
mophie *$100 (2016)*	$500+
BRAVEN *$5 (2018)*	TBD

[1]Expected cumulative sales for the year-ended December 31, 2018, assuming midpoint of net sales guidance

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Long Range Plan ("LRP")

[1] Midpoint of 2018 guidance
Amounts in millions, except per share data and percentages

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

CHRIS AHERN

CEO

Q&A

ZAGG|nc

Appendix

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Projected 2018 Guidance

2018 Guidance[1] (amounts in millions, except per share data and percentages)

- Net sales in a range of $550 - $570
- Gross profit as a percentage of net sales in the low to mid 30's range
- Adjusted EBITDA of $77 - $80
- Diluted earnings per share of $1.30 - $1.50
- Annual effective tax rate of approximately 25%

[1] Midpoint of 2018 guidance

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Solid Start to the First Half of 2018

Results for Six Months ended Q2 2018 (amounts in millions, except per share data and percentages)

	Six Months Ended			
	June 30, 2018	June 30, 2017	$ Change	% Change
Net sales	$ 230.6	$ 208.2	$ 22.4	11%
Gross profit	$ 75.3	$ 64.4	$ 10.9	17%
Gross profit %	33%	31%		
Net income (loss)	$ 10.2	$ (2.7)	$ 12.9	478%
Diluted earnings (loss) per share	$ 0.36	$ (0.10)	$ 0.46	460%
Adjusted EBITDA	$ 24.5	$ 14.8	$ 9.7	66%
Adjusted EBITDA %	11%	7%		

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Non-GAAP Reconciliation (annual periods)

(amounts in millions, except percentages)

	Years Ended				
	Actual	Actual	Actual	Guidance[1]	
	December 31, 2015	December 31, 2016	December 31, 2017	December 31, 2018	Long-range Plan
Net income (loss) in accordance with U.S. GAAP	$ 15.6	$ (15.6)	$ 15.1	$ 40.7	$ 96.0
Adjustments:					
a. Stock-based compensation expense	3.9	3.8	3.6	3.3	4.6
b. Depreciation and amortization	12.9	22.3	21.9	18.3	12.3
c. Impairment of intangible asset	-	-	2.0	-	-
d. Other expense, net	0.2	2.2	1.4	1.9	2.4
e. Transaction expense	0.2	2.6	-	-	-
f. mophie fair value of inventory write-up	-	2.6	-	-	-
g. mophie restructuring charges	-	2.2	0.4	-	-
h. mophie employee retention bonus	-	0.8	0.3	-	-
i. Loss on disputed mophie purchase price	-	24.3		-	-
j. Recovery of reserves on note receivable	(0.7)	-		-	-
h. Consulting fee to former CEO	-	-	-	0.7	-
i. Income tax provision	10.1	(8.0)	28.3	13.6	32.0
Adjusted EBITDA	$ 42.2	$ 37.2	$ 73.0	$ 78.5	$ 147.3
Net sales in accordance with GAAP	$ 269.1	$ 401.9	$ 519.5	$ 560.0	$ 1,000.0
Adjusted EBITDA margin (Net sales/Adjusted EBITDA)	16%	9%	14%	14%	15%

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.

Non-GAAP Reconciliation (interim periods)

(amounts in millions, except percentages)

	Six Months Ended			
	June 30, 2018		June 30, 2017	
Net income (loss) in accordance with U.S. GAAP	$	10.2	$	(2.7)
Adjustments:				
a. Stock-based compensation expense		1.4		1.7
b. Depreciation and amortization		9.3		11.0
c. Impairment of intangible asset		-		2.0
d. Other expense, net		1.1		1.1
e. Transaction expense		0.0		0.5
f. mophie restructuring charges		-		0.4
g. mophie employee retention bonus		-		0.3
h. Consulting fee to former CEO		0.7		-
i. Income tax provision		1.8		0.5
Adjusted EBITDA	$	24.5	$	14.8
Net sales in accordance with GAAP	$	230.6	$	208.2
Adjusted EBITDA margin (Net sales/Adjusted EBITDA)		11%		7%

© 2017 ZAGG IP Holding Co., Inc. TML-0066-B
CONFIDENTIAL: Information contained herein is subject to non-disclosure agreement or other confidentiality requirements.