

ZAGG®
B R A N D S

INVESTOR PRESENTATION

INVISIBLE SHIELD

mophie.

ZAGG®

BRAVEN®

IFROGZ®

gear4

HALO®

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," "believes," "project," "expects," "anticipates," "estimates," "forecasts," "intends," "strategy," "plan," "may," "will," "would," "will be," "will continue," "will likely result" 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 mobile 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) changes in US and international trade policy and tariffs, including the possible effect of recent US tariff proposals on select materials used in the manufacture of products sold by the Company which are sourced from China; (l) adoption of or changes in accounting policies, principles, or estimates; and (m) changes in the law, economic and financial conditions, including the effect of enactment of US tax reform or other tax law changes. 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 10-K 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, Adjusted EBITDA Margin, and Diluted Operating Earnings Per Share. Readers are cautioned that (1) Adjusted EBITDA (earnings before interest, taxes, depreciation, amortization, stock-based compensation expense, other income (expense), transaction costs, fair value inventory write-up related to acquisition, mobile restructuring charges, mobile employee retention bonus, loss on disputed mobile purchase price (2016 only), consulting fee to former CEO, CEO signing bonus, CFO retention bonus, and impairment of intangible asset), (2) Adjusted EBITDA Margin (Adjusted EBITDA stated as a percentage of revenue), and (3) Diluted Operating Earnings Per Share (diluted earnings per share excluding the tax-effected impact of transaction costs, inventory step-up, and amortization expense – all in conjunction with the BRAVEN, Gear4 and HALO acquisitions) 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, Adjusted EBITDA Margin, and Diluted Operating Earnings Per Share 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.

Our Corporate Values & Objectives





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



Market Leading Brands in Mobile Lifestyle

Protection



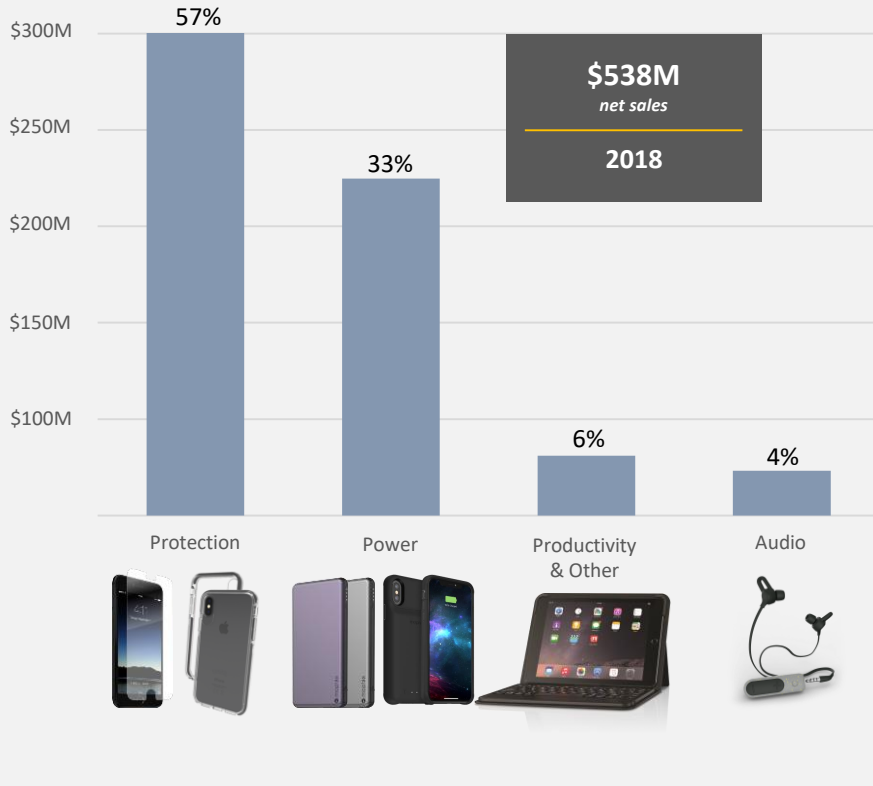
Power



¹ Source: The NPD Group / Retail Tracking Service for the three months ended December 2018; NPD data refers to dollar share and pertains only to U.S. retail sales

² Source: GfK SE / market share information for the three months ended December 2018; GfK data refers to dollar share and pertains only to U.K. retail sales

Product Portfolio Aligns With Consumer Needs



% of sales figures from 2018 year-end results

Investment protection



- Handset costs continue to rise
- Protecting trade-in value of device
- Brittleness vs. scratch resistance screens
- **1.5 billion smartphones sold in 2017**

Extended power



- Larger screens and thinner devices are gaining popularity
- Apps & increased phone usage drain battery at an alarming rate
- **"Our One Wish? Longer Battery Life" – Wall Street Journal**

Mobile audio lifestyle



- People are consuming increasing amounts of content – wireless options allow for more flexibility
- **Mobile music listening has increased weekly headphone usage from 3 hours in 1980 to over 20 hours in 2016**

Productivity & Connectivity



- Mobile traffic outpacing desktop traffic
- Increasing frequency of working remotely
- Tablets being used for more than just consumption – content creation

Aligned With Top OEMs



SAMSUNG

Google



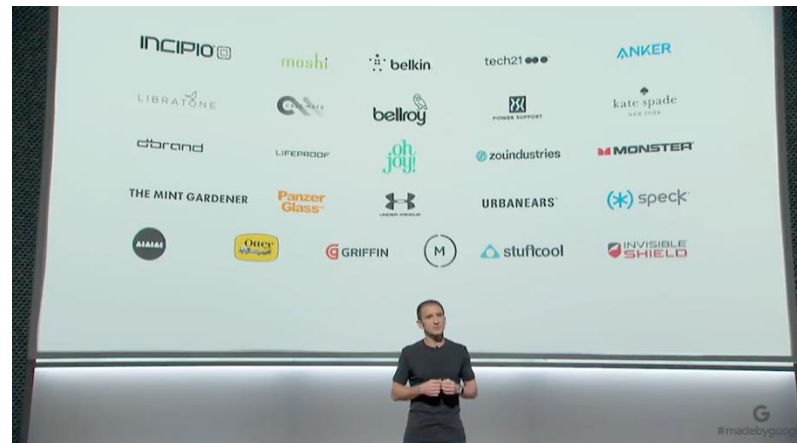
HUAWEI

oppo

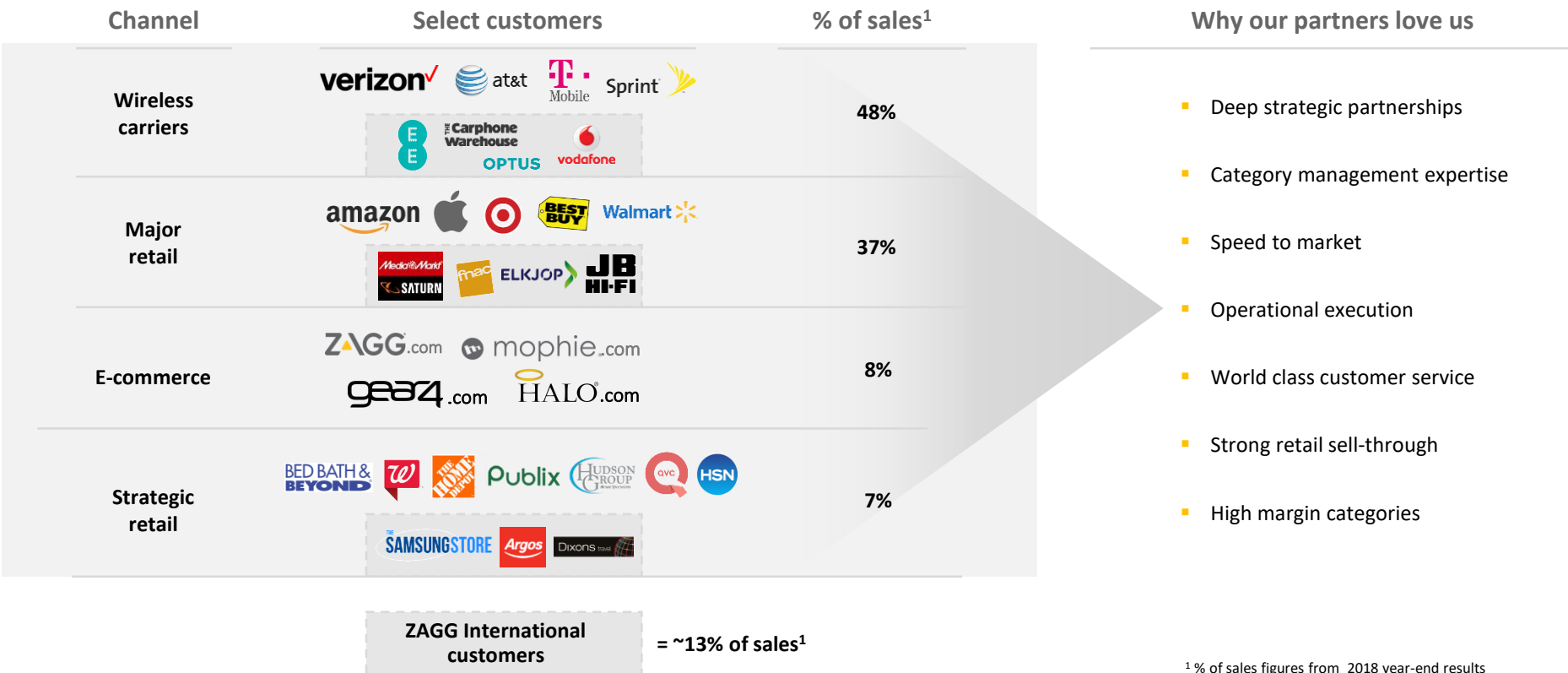


Xiaomi

vivo



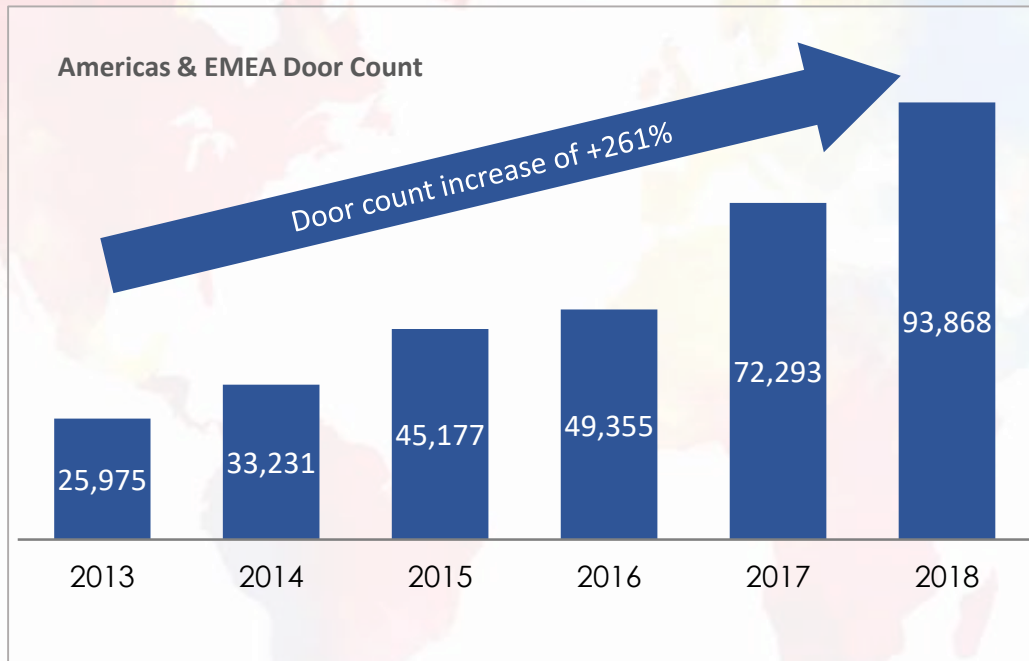
Preferred Partner Across Channels



¹ % of sales figures from 2018 year-end results

Growth – Doors & Channels

Considerable Americas & EMEA door growth with additional penetration opportunities globally



ZAGG Revenue Share	% US	% Intl.
	84%	16%

* Under-indexed vs. OEM Revenue Share



Source: ZAGG 2018 Revenue By Geography

Growth – Categories

Significant organic and inorganic expansion opportunities available



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



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



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



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



- BT Earbuds
- BT Headphones
- BT Speakers



- Protective Cases
- Screen Protection



- Portable Power
- Wireless Charging
- Flashlights
- Cables





 **INVISIBLE[®]
SHIELD**



#1 selling mobile screen protector



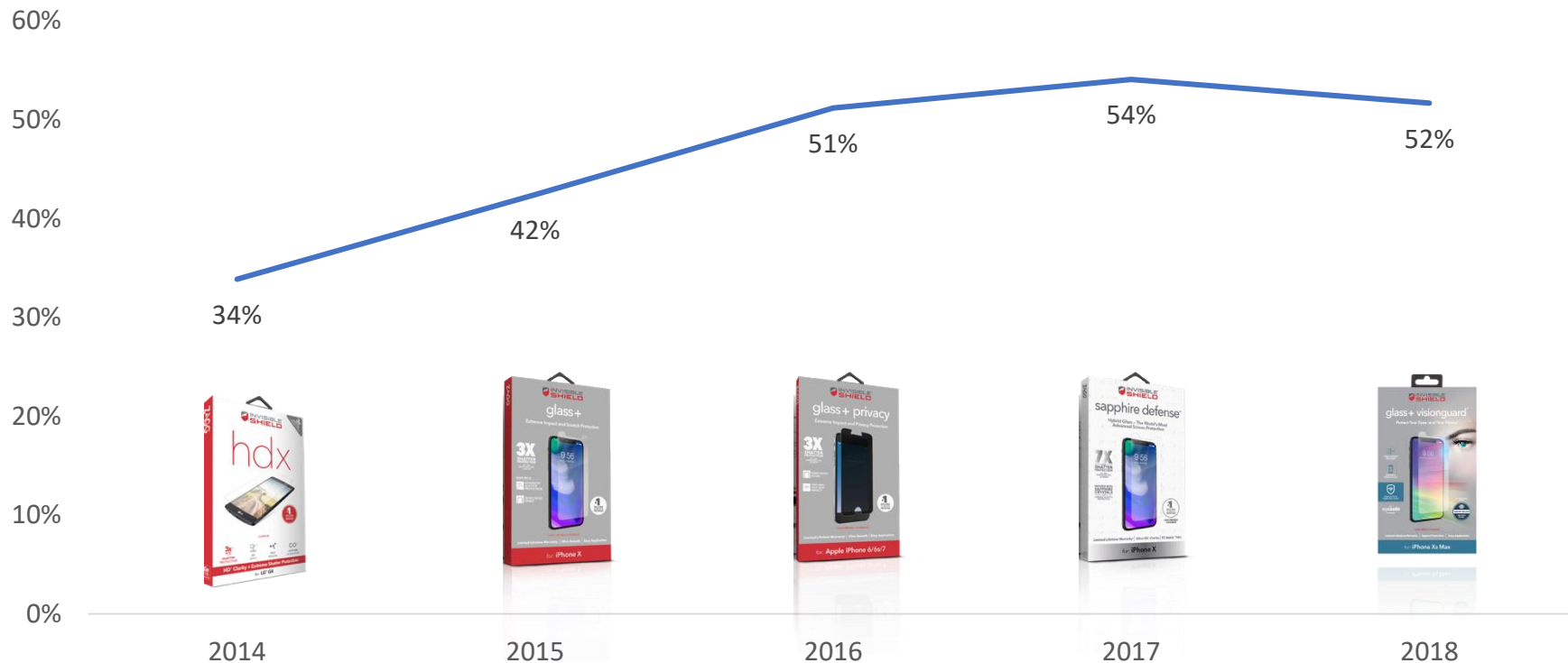
More than 165 million sold worldwide



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



Dollar Market Share Growth



The NPD Group, Inc., U.S. Retail Tracking Service, Cell Phone Screen Protection trailing 12 months from January 2014 – December 2018; NPD data refers only to U.S. retail sales

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



eyesafe
by Healthe

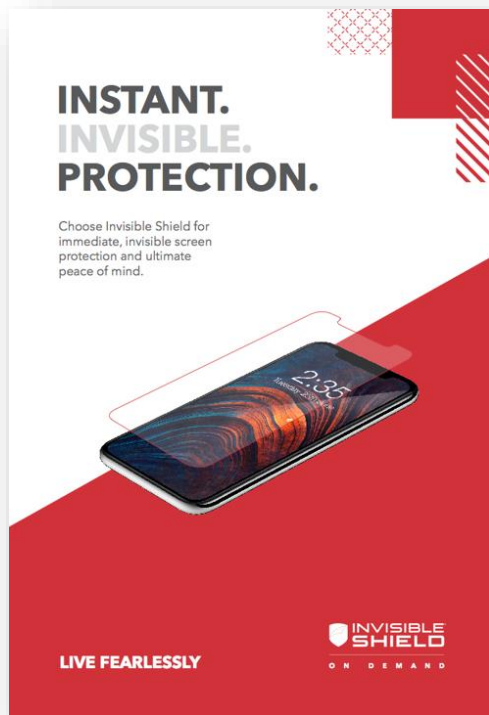


The EyeSafe Vision Health Advisory Board and Healthe are made up of leading ophthalmic and vision MD professionals focused on fighting blindness and saving sight.

MEMBERS OF



InvisibleShield On-Demand



- 12,500+ device designs
- 550+ US locations
- 2,500+ global locations
- Push technology for same-day service



CPR – Cell Phone Repair

2 times when consumers need screen protection:

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

450+ locations







The leading mobile battery case, portable battery, and wireless charging pad brand in the U.S.



Continued focus on innovation, including the recent launch of the juice pack access, which leaves the iPhone Lightning port open to allow users to plug in wired headphones (for iPhone X/Xs, Xs Max and XR)



Created the battery case category for mobile devices.



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

Mobile Battery Case



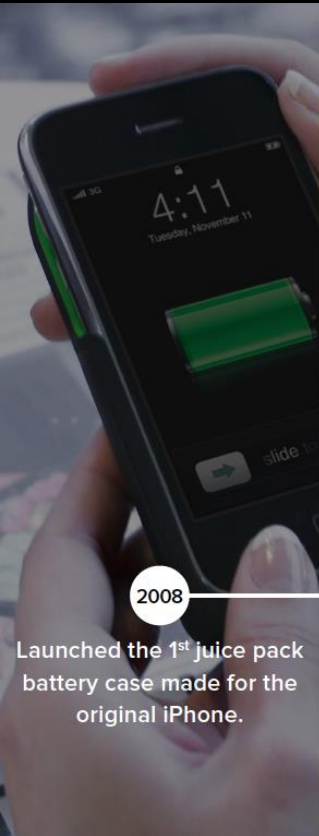
Portable Battery



Wireless Charging



Product Innovation



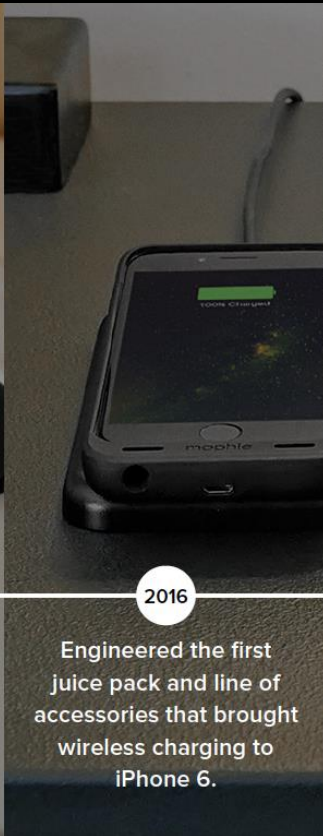
2008

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.



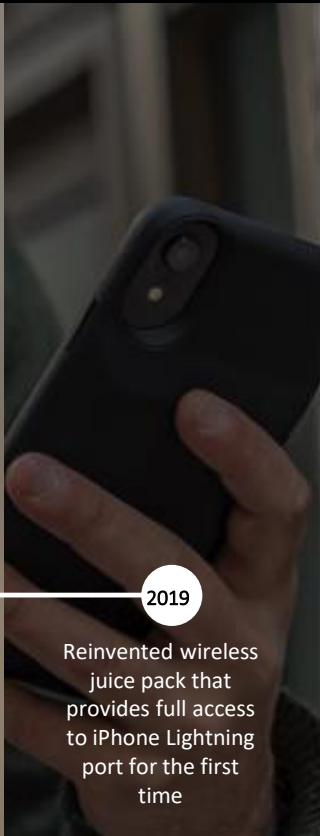
2017

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



2019

Reinvented wireless juice pack that provides full access to iPhone Lightning port for the first time



Wireless Product Ecosystem



Brands Recently Acquired





- UK's #1 protective phone-case brand
- Exclusive access to D3O® patented impact technology
- Opportunity for sales growth, particularly within US wireless and big box retailers
- Accretive long-term profit margins





- One of top-selling electronics brands on QVC
- Extensive IP portfolio, including wireless charging, car and wall chargers, portable power, power wallets, and more
- Opportunity to bring ZAGG brands to televised and online home shopping sales channel
- Accretive long-term profit margins



BRAVEN®

- Category creator of outdoor, waterproof, rugged Bluetooth® speaker category
- Audio IP portfolio
- Audio engineering expertise
- Opportunity for US and International big box and wireless retail sales growth

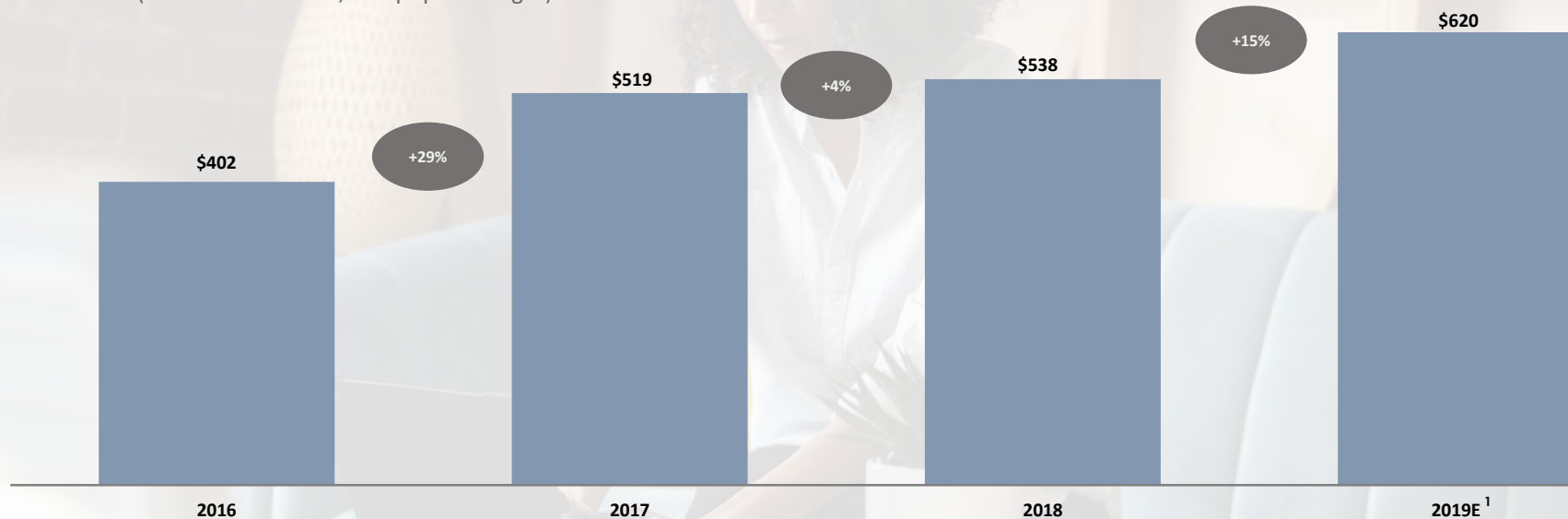


Financial Overview



Compelling Sales Growth

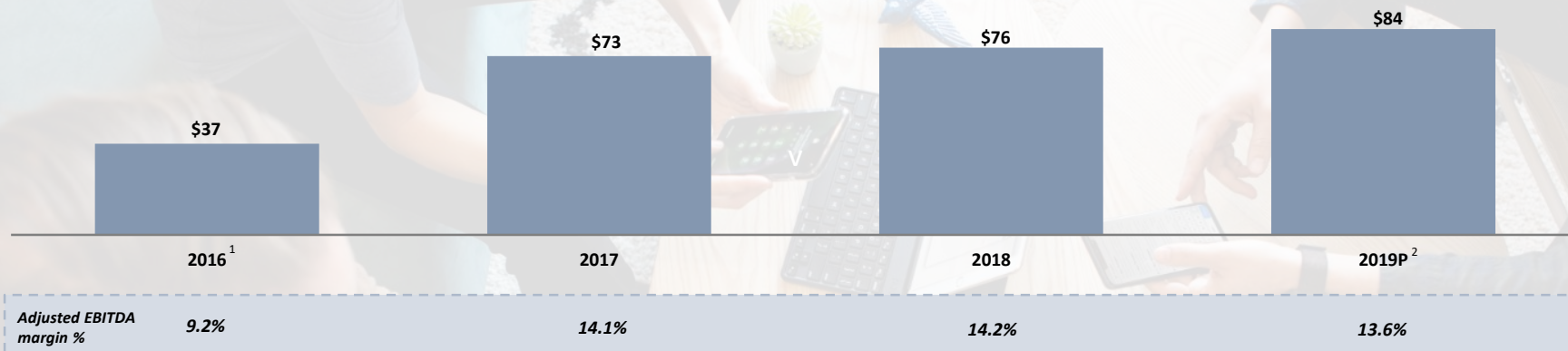
Net Sales (amounts in millions, except percentages)



¹ Midpoint of 2019 net sales guidance

Increasing Profitability

Adjusted EBITDA (amounts in millions, except percentages)



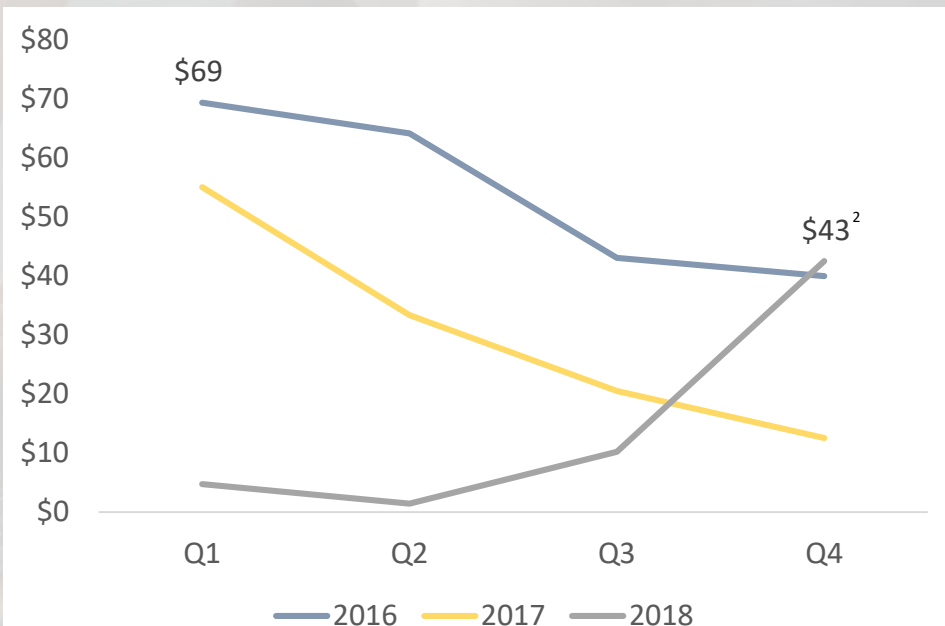
¹ mophie Adjusted EBITDA of (\$16mm); ZAGG Adjusted EBITDA of \$53mm

² Midpoint of 2019 Adjusted EBITDA guidance

Strong Balance Sheet—Use of Cash

- Service debt
- Internal growth initiatives
- ZAGG share repurchase
- M&A opportunities

Net Debt¹ (amounts in millions)

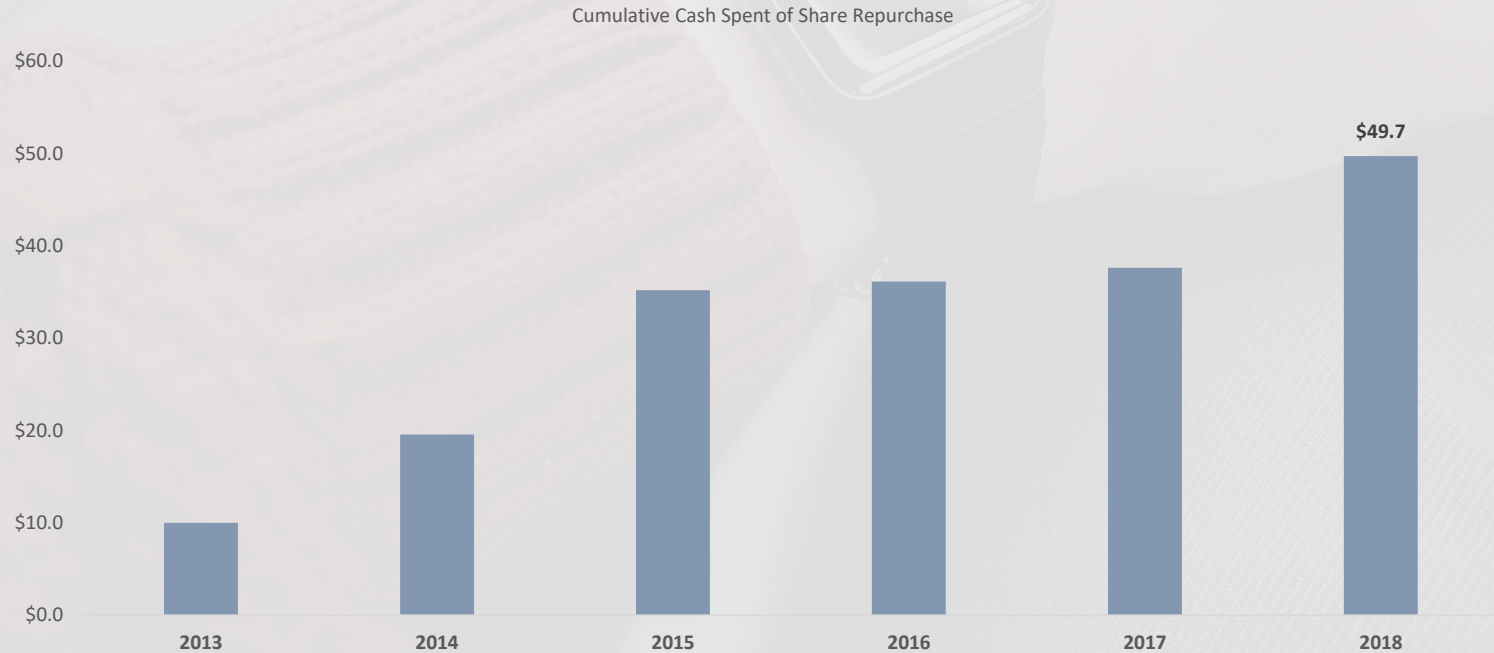


¹ Net debt defined as total debt less cash.

² During 2018, the Company invested \$12.1 for repurchases of ZAGG stock, approximately \$4.5 in cash consideration for the acquisition of BRAVEN, and approximately \$30.5 in cash consideration for the purchase of Gear4 (total cash investment of \$47.1).

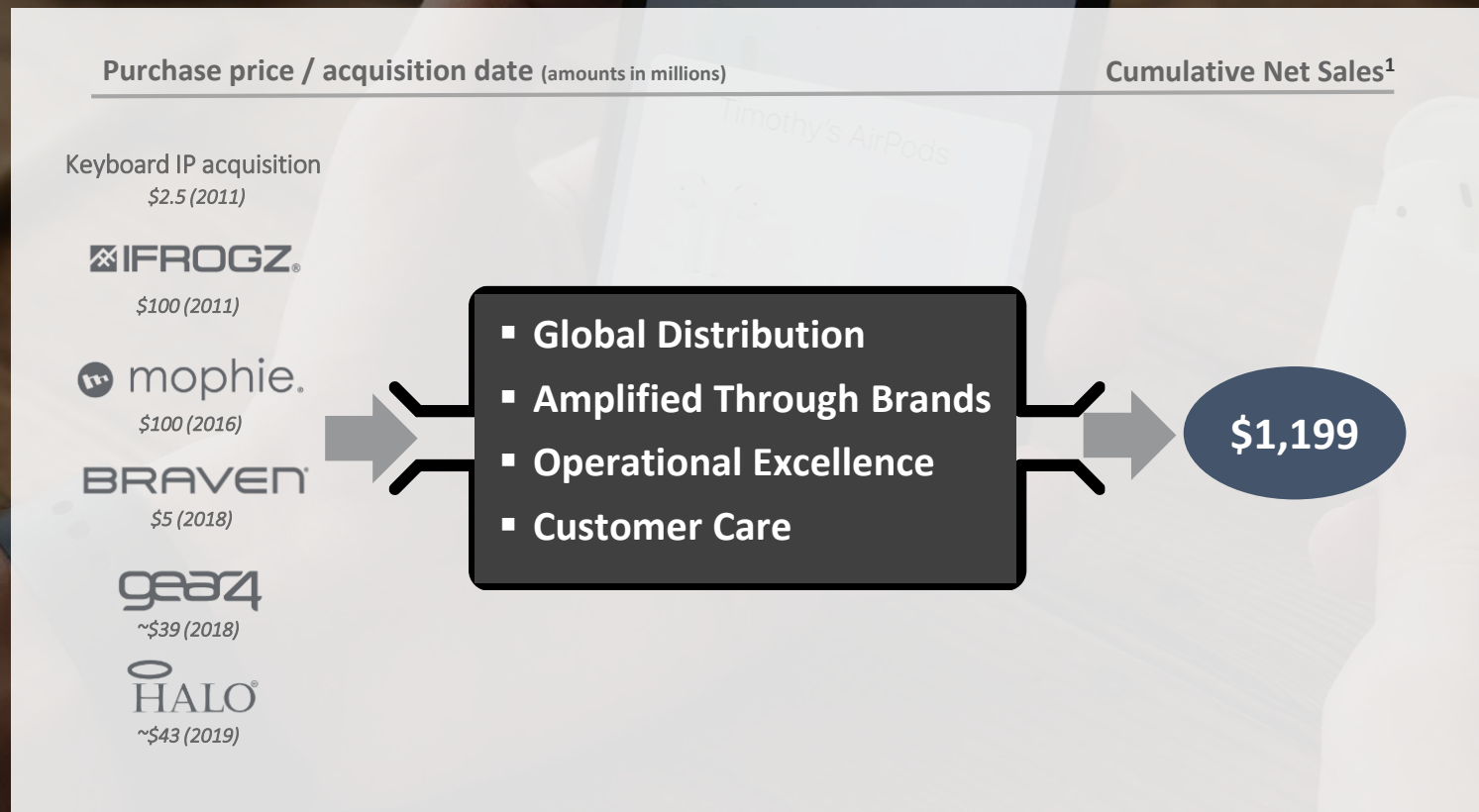
Strong Balance Sheet – Share Repurchase

ZAGG History of Share Repurchase¹ (amounts in millions)



¹ ZAGG has repurchased 7.0 million shares at an average price of \$7.12.

Strong Balance Sheet – M&A Opportunities



¹Cumulative sales for the year-ended December 31, 2018.

Appendix



Experienced Senior Management Team



Prior experience:



Chris Ahern, CEO

Years at ZAGG: 5
Years of experience: 22



Prior experience:



Taylor Smith, CFO (effective 3/31/2019)

Years at ZAGG: 8
Years of experience: 17



Prior experience:



Brian Stech, President

Years at ZAGG: 5
Years of experience: 22



Prior experience:



Jim Kearns, COO

Years at ZAGG: 1
Years of experience: 31



Prior experience:

THORPE • NORTH
• WESTERN •

**Abby Barraclough,
General Counsel**

Years at ZAGG: 7
Years of experience: 19



Prior experience:



**Brad J. Holiday, SVP
Finance & Strategic
Projects**

Years at ZAGG: 4
Years of experience: 42



Prior experience:



**Steve Bain,
GM of ZAGG, InvisibleShield, &
Audio**

Years at ZAGG: 1
Years of experience: 27



Prior experience:



**Robert Johnson,
GM of mophie**

Years at ZAGG: 1
Years of experience: 26



Prior experience:



**Gavin Slevin,
GM of International**

Years at ZAGG: 3
Years of experience: 20



Prior experience:



**Matt Smith, VP of
Corporate Development**

Years at ZAGG: 2
Years of experience: 17

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

Projected 2019 Guidance

2019 Guidance (amounts in millions, except per share data and percentages)

- Net sales in a range of \$610 - \$630
- Gross profit as a percentage of net sales in the mid 30's range
- Adjusted EBITDA of \$82 - \$86
- Diluted Operating Earnings Per Share of \$1.47 - \$1.60