MCBH

NEWS RELEASE

MasterCraft Boat Holdings, Inc., Expands Dealer Network Across its Portfolio During Q1 2026 Transition Period

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New and Expanded Dealer Partnerships Strengthen Brand Presence and Customer Access Across North America and Europe

VONORE, Tenn.--(BUSINESS WIRE)-- MasterCraft Boat Holdings, Inc. (MCBH) today announced continued dealer network expansion across its portfolio of brands during the Q1 2026 Transition Period, reflecting the company's continued investment in its brands, distribution network, and long-term growth. Through new partnerships and expanded brand representation with established marine dealerships, MCBH is broadening customer access to its boats while strengthening its market position and building a foundation for future growth.

"Expanding our dealer network is an important part of our long-term vision for MCBH and our family of brands," said Brad Nelson, Chief Executive Officer of MasterCraft Boat Holdings. "By partnering with strong local dealers, we're making it easier for more boaters to experience our products with the support that makes boat ownership rewarding. We remain focused on investing in our brands and our dealer partners."

MasterCraft Boat Company

MasterCraft is strengthening its European distribution through new partnerships with Boat Company AG in Switzerland and Motor Boat 74 in France. Both dealers bring established watersports expertise and local market knowledge, expanding access to MasterCraft boats while supporting regional sales, service and customer support.

- **Motor Boat 74** – Saint-Jorioz, Auvergne-Rhône-Alpes, France | www.motorboat74.com
- **Boat Company AG** – Caslano, Ticino, Switzerland | www.mastercraft.ch

To get more details, visit MasterCraft.com and follow along on Instagram, YouTube, X, and Facebook.

Crest and Balise Pontoon Boats

Crest and Balise Pontoons continue to build momentum through an expanding dealer network, adding 13 dealerships across the U.S. and Canada this quarter. Supported by an evolving product portfolio, a growing sales team and a commitment to dealer support, both brands are strengthening their market presence and creating new opportunities for growth. As Crest celebrates 70 years of pontoon-building experience, the brands are focused on building on their legacy and driving continued growth across North America.

New Crest Dealers

- **Lakeside Simplicity** – Pequot Lake, MN | https://www.lakesidesimplicity.com/
- **Monahan's Marine** – Little Falls, H&W | https://monahansmarine.biz/
- **1st Klas Marina** – Tafton, PA | https://www.1stklas.com/
- **NC Marine Sales** – Roxboro, NC | https://www.ncmarinesales.com/
- **Quartermaster Marine** – Charlottetown, PE | https://www.quartermastermarine.com/
- **Gagnon Boats & Motors** – Livermore Falls, ME | https://www.gagnonboats.com/
- **Sunrise Marine Center** – Searcy, AR | https://www.sunrisemarinecenter.com/
- **Village Motorsports** – Grand Rapids, MI | https://www.vmsgrandrapids.com/

New Crest and Balise Pontoon Dealers

- **Galahad Marine Sales** – Cape Coral, FL | https://www.galahadmarine.com/cape-coral/
- **Germaine Marine** – Lake Havasu City, AZ | https://www.germainemarine.com/
- **Pier 33** – St. Joseph, MI | https://www.pier33.com/
- **M&P Boat Centre** – Kelowna, BC | https://mpboatcentre.com/
- **Performance Marine** – Osaga, MO | https://www.performanceloz.com/

To get more details, visit www.CrestPontoonBoats.com and follow along on Instagram, YouTube, and Facebook.

To get more details, visit www.BalisePontoonBoats.com and follow along on Instagram, YouTube, and Facebook.

Chaparral Boats

Chaparral is broadening its dealer network with new partnerships with MacCallum's Boathouse in New Hampshire and Hall's Sport Center in Michigan. Both family-owned dealerships bring decades of established customer relationships and a shared focus on quality and service, helping Chaparral reach more boaters in key regional markets.

- **MacCallum's Boathouse, Inc** – Epsom, NH |www.maccallumsboathouse.com
- **Hall's Sports Center** – Muskegon, Comstock and Grand Haven, MI | www.hallssportcenter.com

To get more details, visit www.ChaparralBoats.com and follow along on Instagram, YouTube, X, and Facebook.

Robalo

Known for its sport fishing boats, including center consoles, bay boats and dual consoles, Robalo serves anglers and families looking for performance and versatility on the water. The addition of Holly Acres in Virginia and Hall's Sport Center in Michigan expands the brand's dealer network, while Hall's

also broadens its partnership with MCBH through representation of both Robalo and Chaparral.

- **Holly Acres** – Woodbridge, VI | www.hollyacres.com
- **Hall's Sports Center** – Muskegon, Comstock and Grand Haven, MI | www.hallssportcenter.com

To get more details, visit www.Robalo.com and follow along on Instagram, YouTube, X, and Facebook.

About MasterCraft Boat Holdings, Inc.:

Headquartered in Vonore, TN, MasterCraft Boat Holdings, Inc. (NASDAQ: MCFT) is a leading innovator, designer, manufacturer and marketer of recreational powerboats through its five brands, MasterCraft, Crest, Balise, Chaparral, and Robalo. For more information about MasterCraft Boat Holdings, and its five brands, visit: Investors.MCBH.com, www.MasterCraft.com, www.CrestPontoonBoats.com, www.BalisePontoonBoats.com, www.ChaparralBoats.com, and www.Robalo.com.

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Investor Contact:
MasterCraft Boat Holdings, Inc.
Alec Harmon
Senior Director of Strategy and Investor Relations
Email: investorrelations@MCBH.com

Media Contact:
The Brand Amp
mastercraftpr@thebrandamp.com

Source: MasterCraft Boat Holdings, Inc.