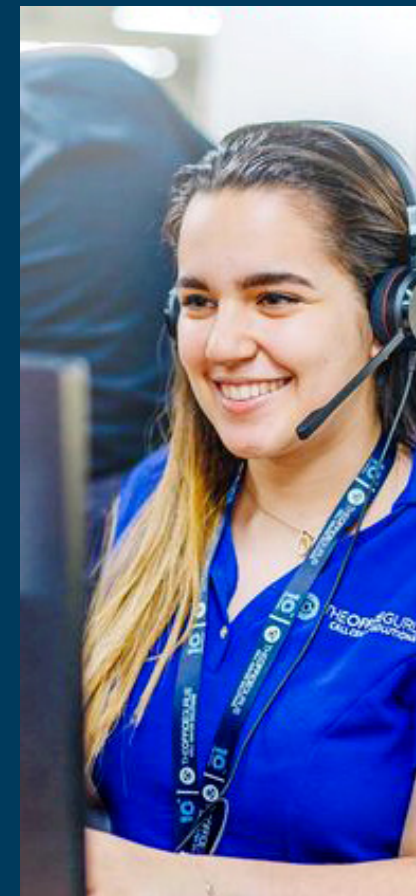




# Investor PRESENTATION

May 2022



# SAFE-HARBOR STATEMENT

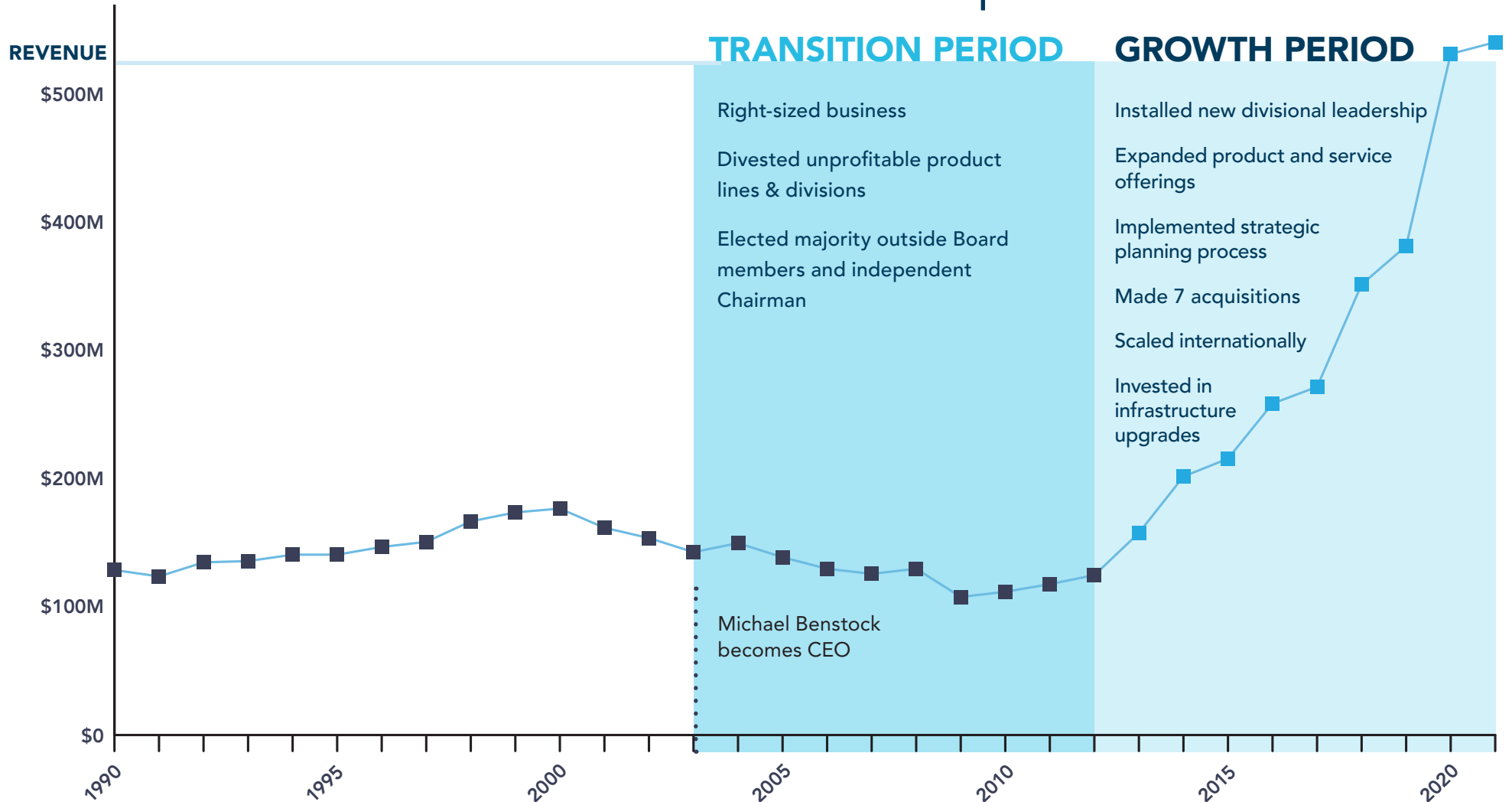
This presentation may contain forward-looking statements about Superior Group of Companies within the meaning of the Securities Act of 1933, the Securities Exchange Act of 1934, the Private Securities Litigation Reform Act of 1995 and all rules and regulations issued there under. Such statements are based upon management's current expectations, projections, estimates and assumptions. Words such as "may," "will," "should," "could," "expect," "anticipate," "estimate," "believe," "intend," "project," "potential", "plan", "think", or "outlook", or the negative of these words or other variations on these words or comparable terminology identify such forward-looking statements.

Forward-looking statements involve known and unknown risks and uncertainties that may cause future results to differ materially from those suggested by the forward-looking statements. Such risks and uncertainties include, but are not limited to the following: the effect of the COVID-19 crisis on the U.S. and global markets, our business, operations, customers, suppliers and employees; general economic conditions in the areas of the United States in which the Company's customers are located; changes in the market where uniforms are worn, where promotional products are sold and where call center services are used; the impact of competition; the Company's ability to successfully integrate operations following consummation of acquisitions and the availability of manufacturing materials as well as the risks and uncertainties disclosed in the Company's periodic filings with the Securities and Exchange Commission, including the Company's annual report on Form 10-K for the year ended December 31, 2021, our Quarterly Reports on Form 10-Q and our Current Reports on Form 8-K.

Shareholders, potential investors and other readers are urged to consider these factors carefully in evaluating the forward-looking statements made herein and are cautioned not to place undue reliance on such forward-looking statements. All subsequent written or oral forward-looking statements attributable to us or any person acting on our behalf are expressly qualified in their entirety by the cautionary statements contained or referred to in this presentation. We do not undertake any obligation to release publicly any revisions to these forward-looking statements to reflect events or circumstances after the date of this presentation or to reflect the occurrence of unanticipated events, except as may be required under applicable law. If we do update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

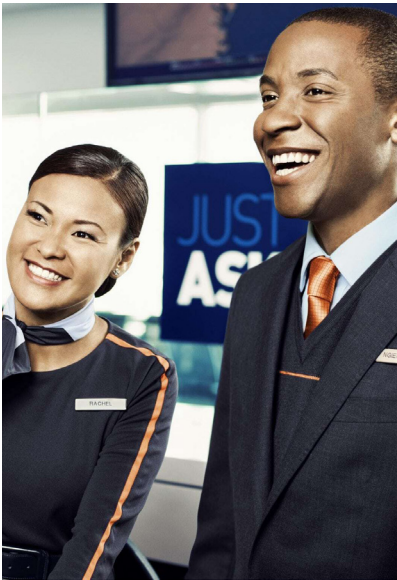
# SGC HAS UNDERGONE A TRANSFORMATION FROM A CONSERVATIVE, VALUE STOCK TO AN ENTREPRENEURIAL GROWTH ENGINE

SGC is beginning the next phase of growth in each of our 3 businesses

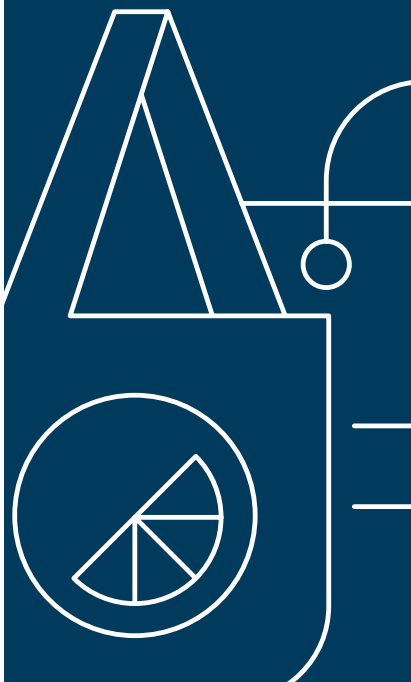


# 3 DIVERSIFIED BUSINESSES

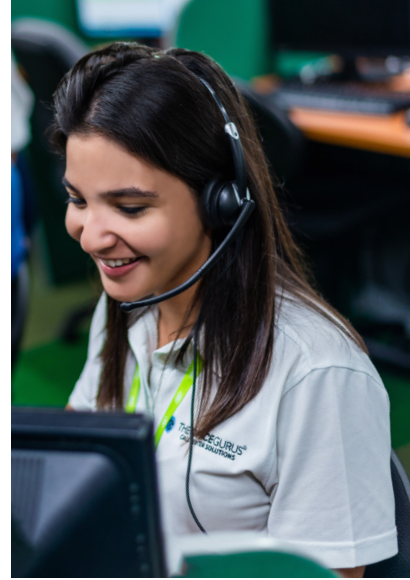
## UNIFORMS



## BRANDED MERCHANDISE



## BUSINESS PROCESS OUTSOURCING

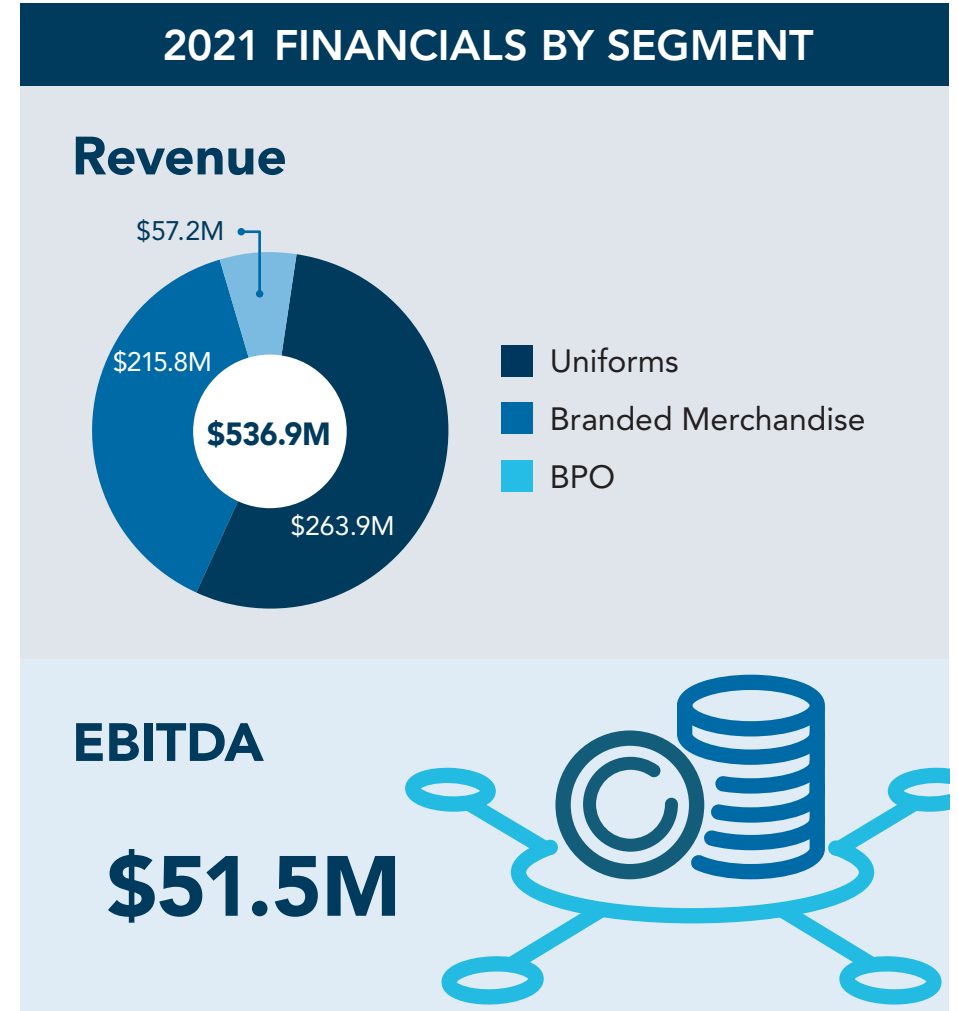




# SGC SERVICES MANY OF THE LARGEST BRANDS IN THE WORLD

With 3 independently strong business segments, we deliver value to our customers and shareholders

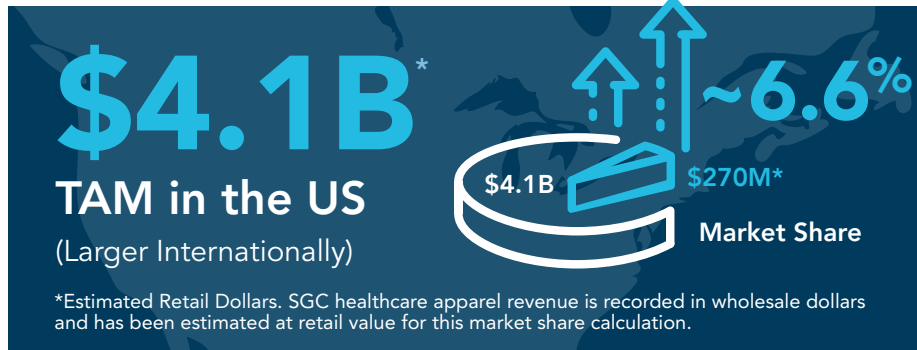
WE SERVICE THE WORLD'S LARGEST BRANDS			
adidas	Advance Auto Parts	ALSCO	amazon
Applebee's	AT&T	Banner Health	Chevron
CINTAS READY FOR THE WORKDAY	Coca-Cola	COSTCO WHOLESALE	CVS pharmacy
DIAGEO	DOORDASH	DUNKIN'	enterprise
GRUBHUB	FWA Home Warranty of America	hulu	IHOP
IN-N-OUT BURGER	instacart	Intermountain Healthcare	jetBlue
Kroger	Life Care Centers of America	NYC HEALTH+ HOSPITALS	LOWE'S
m&m's	Mark's	MORGAN & MORGAN	NIKE
Northwestern Medicine	O'Reilly AUTO PARTS	Publix	SiriusXM SATELLITE RADIO
TACO BELL	Uber Eats	VCA Animal Hospitals	Walmart





# UNIFORMS - HEALTHCARE APPAREL

We serve this critical and growing market with a broad selection of brands and products that millions of healthcare professionals wear to work every day



**\$** RETAIL, OMNICHANNEL,  
 ECOMMERCE RETAILERS,  
 SPECIALTY,  
 INTERNATIONAL,  
 DISTRIBUTORS,  
 LAUNDRIES

SALES CHANNELS

**WELL KNOWN BRANDS**

CUSTOMER TYPE	EXAMPLES	WHERE THEY BUY SGC PRODUCTS	MARKET SIZE
<b>INDIVIDUALS</b> 	<ul style="list-style-type: none"> <li>REGISTERED NURSES</li> <li>HOME HEALTHCARE</li> <li>DENTAL HYGIENISTS</li> </ul>	<ul style="list-style-type: none"> <li>RETAIL STORES</li> <li>E-COMMERCE</li> </ul>	<b>~\$1.84B</b> Retail Self Selected Purchases
<b>GROUP</b> 	<ul style="list-style-type: none"> <li>HOSPITALS</li> <li>MEDICAL, DENTAL, VET OFFICES/CHAINS</li> <li>SURGERY CENTERS</li> </ul>	<ul style="list-style-type: none"> <li>RETAIL STORES</li> <li>E-COMMERCE</li> <li>DISTRIBUTORS</li> </ul>	<b>~\$1.84B</b> Retail Group Purchases
<b>INSTITUTIONAL</b> 	<ul style="list-style-type: none"> <li>NATIONAL AND REGIONAL INDUSTRIAL LAUNDRIES</li> <li>SPECIALTY DISTRIBUTORS</li> </ul>	<ul style="list-style-type: none"> <li>DIRECTLY FROM SGC</li> </ul>	<b>~\$438M</b> Institutional

# SGC HAS WELL-KNOWN BRANDS THAT SERVE MARKET DEMAND

We are the only company in the market to serve all segments of healthcare apparel

INSTITUTIONAL	Fashion Seal Healthcare	RETAIL
		






# BRANDED UNIFORMS

The Uniforms division includes identity apparel programs serving a diversified mix of business verticals with apparel, accessories and the operational services to support large national programs.



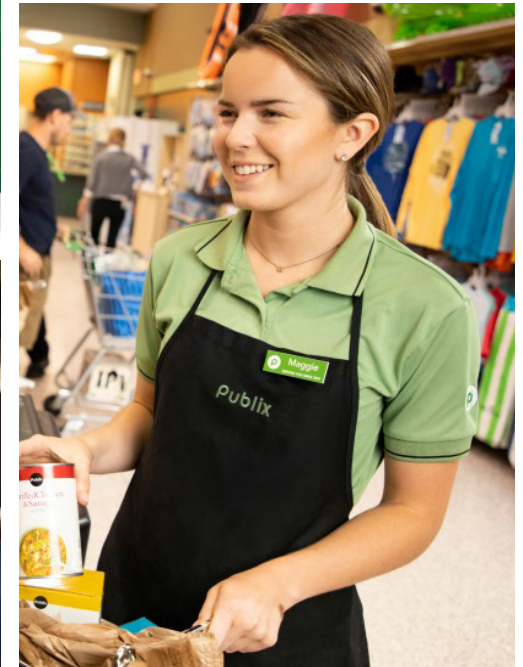
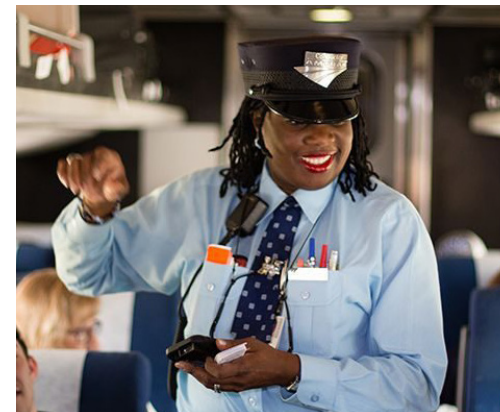
**7+Million** Americans wear our branded uniforms to work everyday 



Source: PPAI  
(1) Suffolk University Business School, (2) QSR Magazine



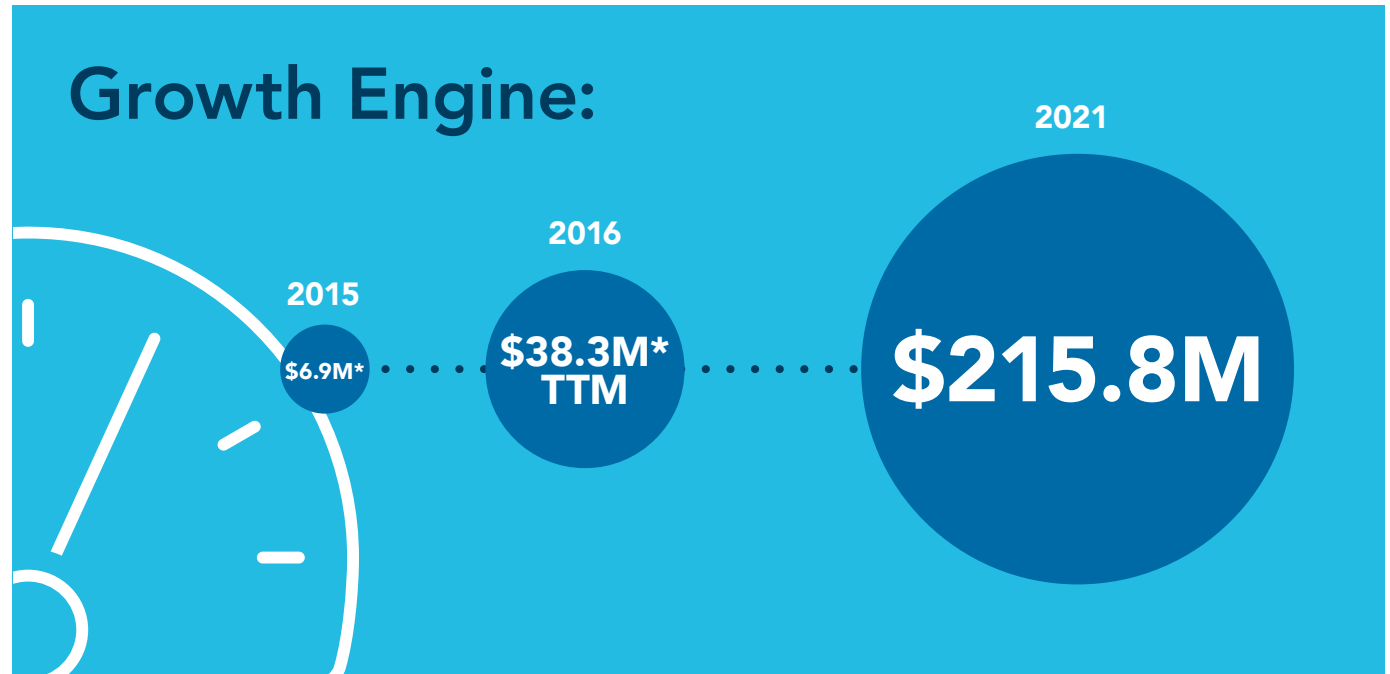
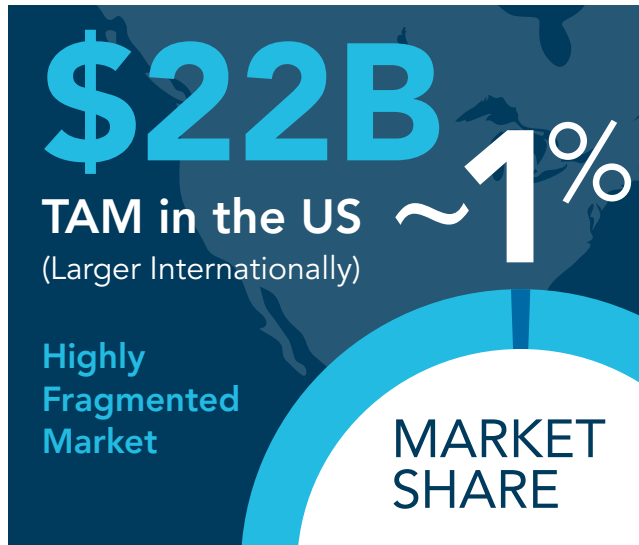
# BRANDED UNIFORMS





# BRANDED MERCHANDISE


We create long lasting connections between brands and their consumers



## BAMKO®

PAST ACQUISITIONS

- tangerine® powered by BAMKO
- publicidentity powered by BAMKO
- GIFTS by DESIGN. powered by BAMKO
- SUTTER'S MILL SPECIALTIES



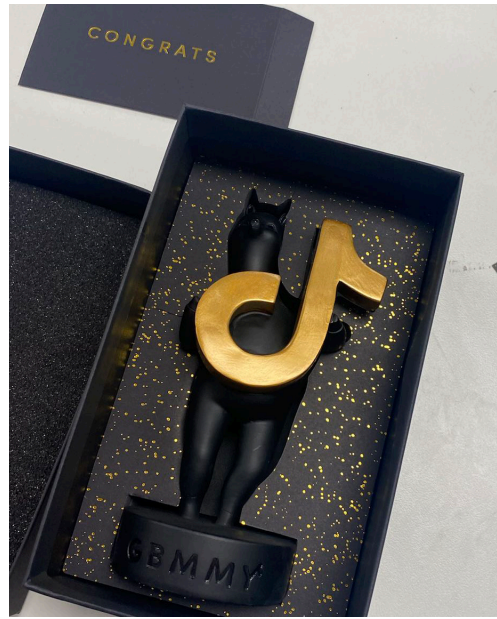
Acquisitions in the Branded Merchandise division have led to **20%** of the segment's growth since the acquisition of BAMKO, while organic growth represents **80%** of the segment's growth.

\*2015 revenue prior to acquisition of BAMKO. 2016 division revenue including BAMKO.



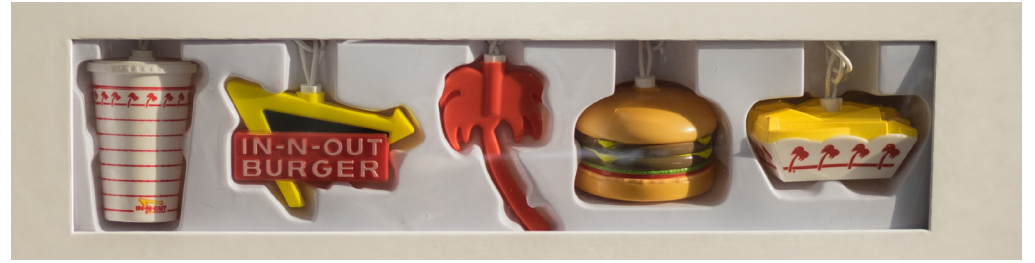
BRAND

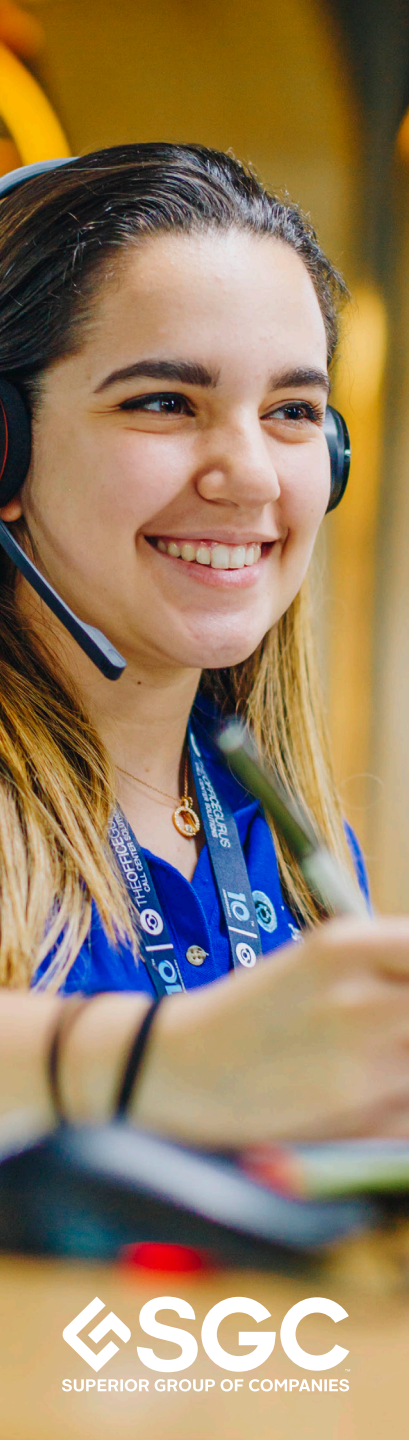
# BRANDED MERCHANDISE





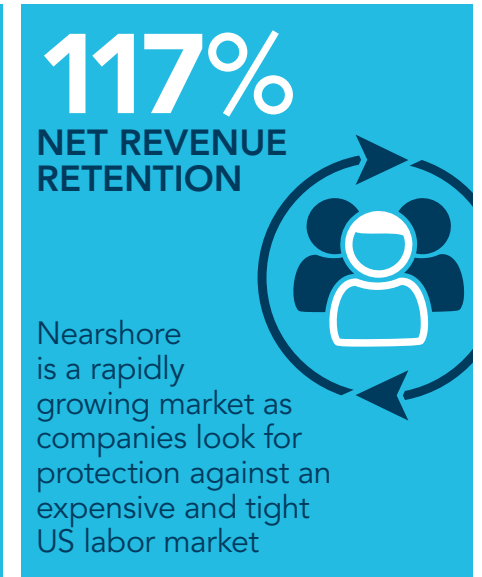
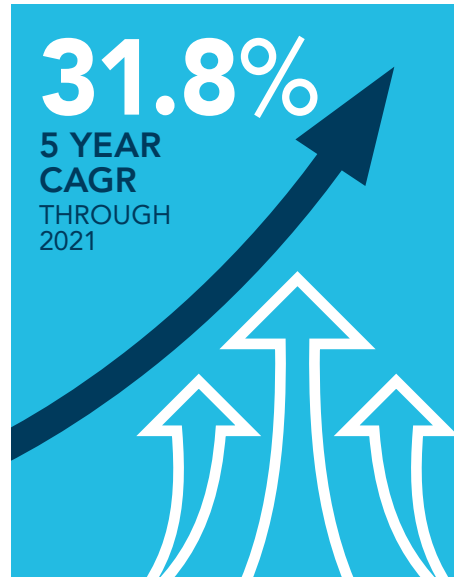
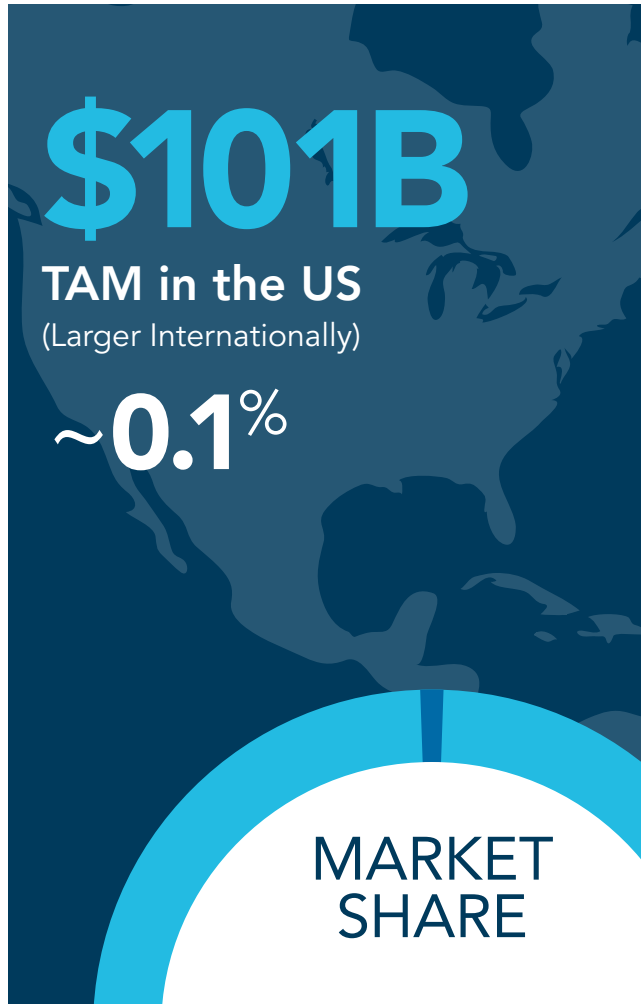
BRAND





# BUSINESS PROCESS OUTSOURCING

We are a highly visible and award-winning nearshore call center provider that acts as the voice of our clients' brands



COMPETITIVE LANDSCAPE	THE OFFICE GURUS <sup>®</sup> CALL CENTER SOLUTIONS		Competitor <sup>(2)</sup> Average
	'21 Growth Rate <sup>(1)</sup>	<b>54%</b>	18% <sup>(2)</sup>
'21 EBITDA Margin	<b>24%</b>	19% <sup>(2)</sup>	



(1) TOG 2021 external revenue vs 2020 external revenue. (2) EXL, Genpact, Ibox, Sykes, TaskUs, Teleperformance, Telus International, TLEC, WNS.



# SGC IS POISED TO GROW ORGANICALLY AT 12%+ CAGR 2022 - 2025

Outperforming our competitors combined with growing customer markets will continue to drive revenue growth



## BRANDED MERCHANDISE

OVER 100,000 COMMISSION-ONLY INDUSTRY SALES REPS TO RECRUIT, FRAGMENTED INDUSTRY PROVIDES IMMENSE OPPORTUNITY TO GAIN MARKET SHARE (INDUSTRY DOWN 30%, SGC BRANDED MERCHANDISE UP 88% IN 2020)

11%  
CAGR



## UNIFORMS

HEALTHCARE APPAREL BUSINESS EXPANDING CUSTOMERS WITHIN EXISTING CHANNELS AS WELL AS NEW CHANNEL DISTRIBUTORS, NEW PRODUCTS AND SERVICES. IDENTITY UNIFORM BUSINESS CONTINUES TO SUPPORT STRONG CATEGORIES INCLUDING GROCERY, QSR AND TRANSPORTATION.

10%  
CAGR



## BUSINESS PROCESS OUTSOURCING (BPO)

FASTEST GROWING, & HIGHEST PROFIT MARGIN OF 3 DIVISIONS, STRONG MACRO TAILWINDS WITH RISING US LABOR COST, US LABOR SHORTAGE, AND EXODUS FROM INDIA AND PHILIPPINES

23%  
CAGR

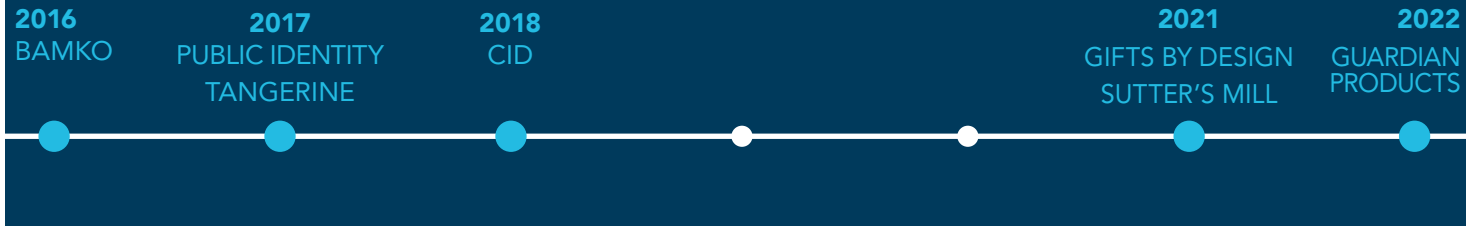
2025 REVENUES EXPECTED TO REACH **\$1B** INCLUDING ACQUISITIONS

OPERATING MARGINS IN EXCESS OF **10%** BY 2024 FOR CONSOLIDATED BUSINESSES

# ACQUISITIONS PROVIDE VALUE FOR BOTH CURRENT & ACQUIRED CUSTOMERS

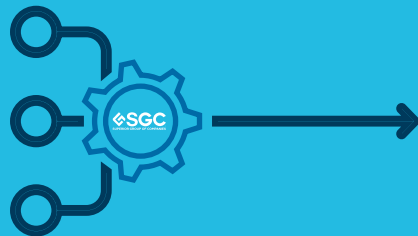
Each of our divisions is a platform company with the technology, warehousing, sourcing, and back office capabilities to be multiple times larger than our current size

## ACQUISITIONS FROM 2016 TO PRESENT

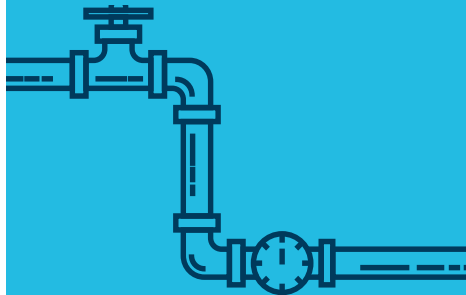


Of our \$327m in growth from 2015 - 2021, **\$158m** (48%) was through acquisition and **\$169m** (52%) was organic

We operate in highly fragmented industries that are ripe for consolidation



Pipeline is robust with potential bolt-on acquisitions



We can buy at attractive multiples that would be immediately accretive to the bottom line



# INTERESTING FACTS

## AND THE AWARD GOES TO SGC

**FORTUNE**

**URA** UNIFORM RETAILERS ASSOCIATION

**naUmd**  
uniform news | industry data | network access

**PPAI**  
The Mark of a Professional

**Forbes**

2021  
**POWER COUNSELOR 50**

Latin America  
**PROVIDER**

### TECHNOLOGY

- Robotics - CID robotic systems implementation completed Q1 2021
- \$17M+ investment in warehouse robotics
- State-of-the-art warehouse automation upgrades in beta testing with full go live expected in 2Q22
- 400 E-Commerce sites for our customers

### OPERATIONS

- Active role in manufacturing with redundant manufacturing strategy
- Operating primarily in 10 countries, 150 facilities
- SGC owned testing labs
- 30 quality assurance tests in 2 company owned labs to comply with safety and uniformity protocols
- Healthcare uniform manufacturing primarily in countries duty free into US
- Expanded lower cost, near-shore production capabilities

### COST MANAGEMENT

- 2021 Capex 3.3% of revenue as we wrap up a period of heavier capital investments
- Shared resources model serving all divisions delivering organizational cost optimization and increased efficiency

### PEOPLE

- Approximately 5,500 employees around the world

### SALES

- Branded Merchandise and Branded Uniform businesses share many customers
- Omnichannel sales strategy

### STRATEGY

- New distribution point in Poland improves ability to capture new European and Middle Eastern market share
- Proven track record well positioned to manage near-term challenges and emerge stronger



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# FINANCIAL HIGHLIGHTS

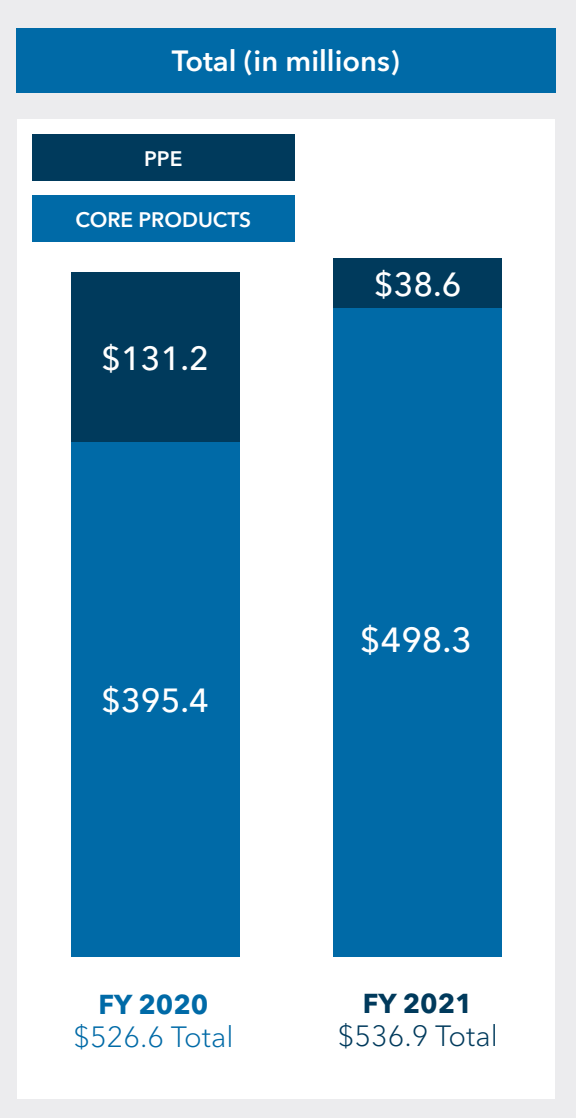
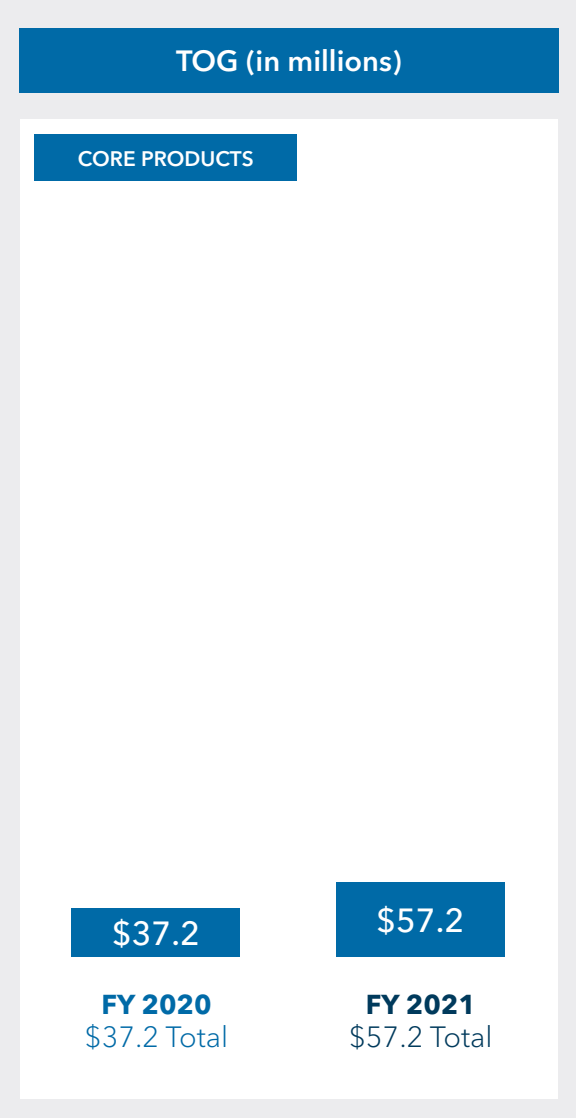
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# BRANDED MERCHANDISE, UNIFORM AND BPO SALES

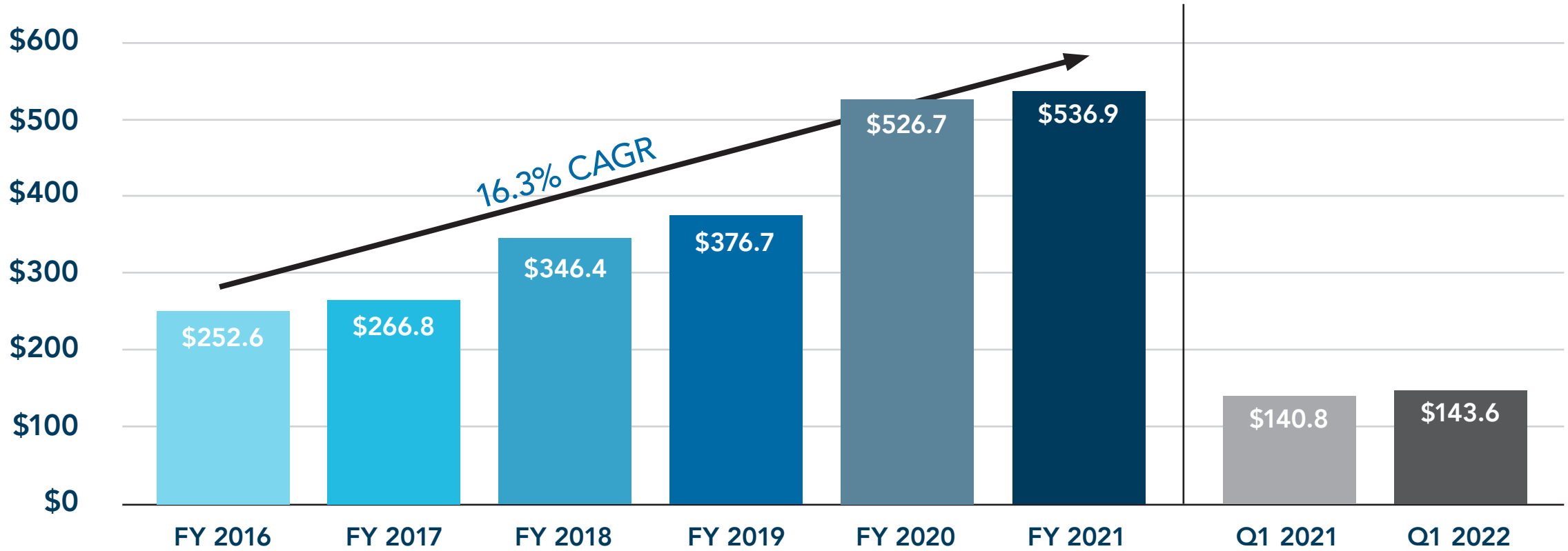
Full Year Comparisons Between 2020 and 2021



# DELIVERING

A Record of Strong Performance

NET SALES (In Millions)

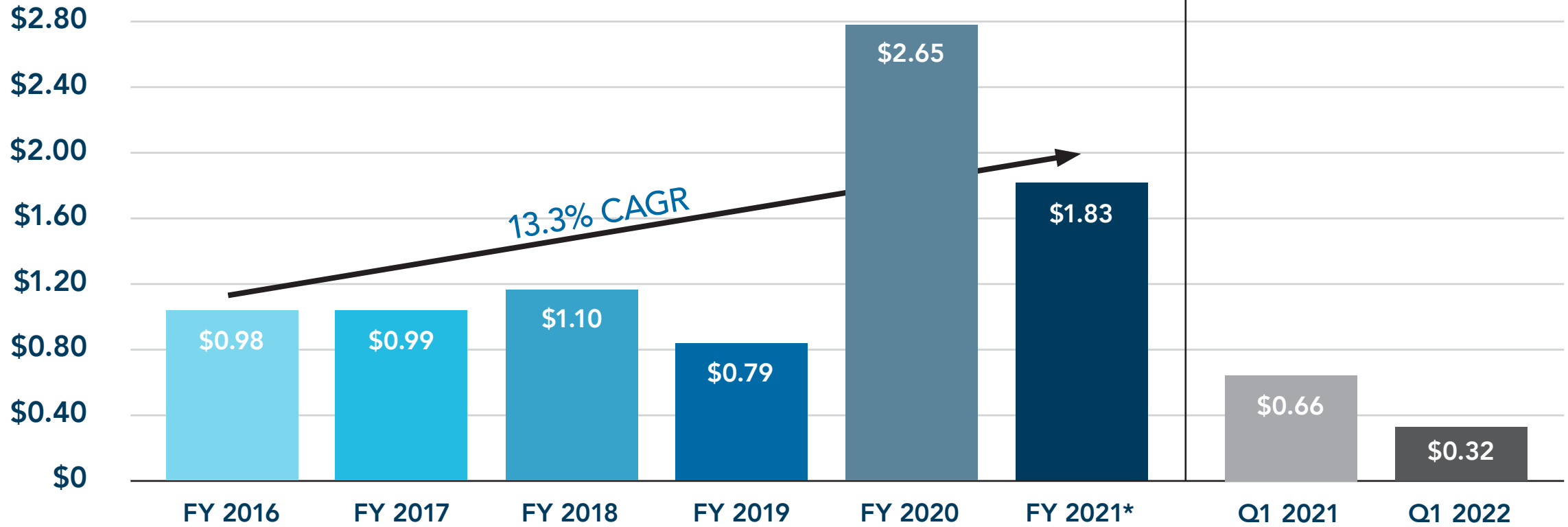


# DELIVERING

A Record of Strong Performance



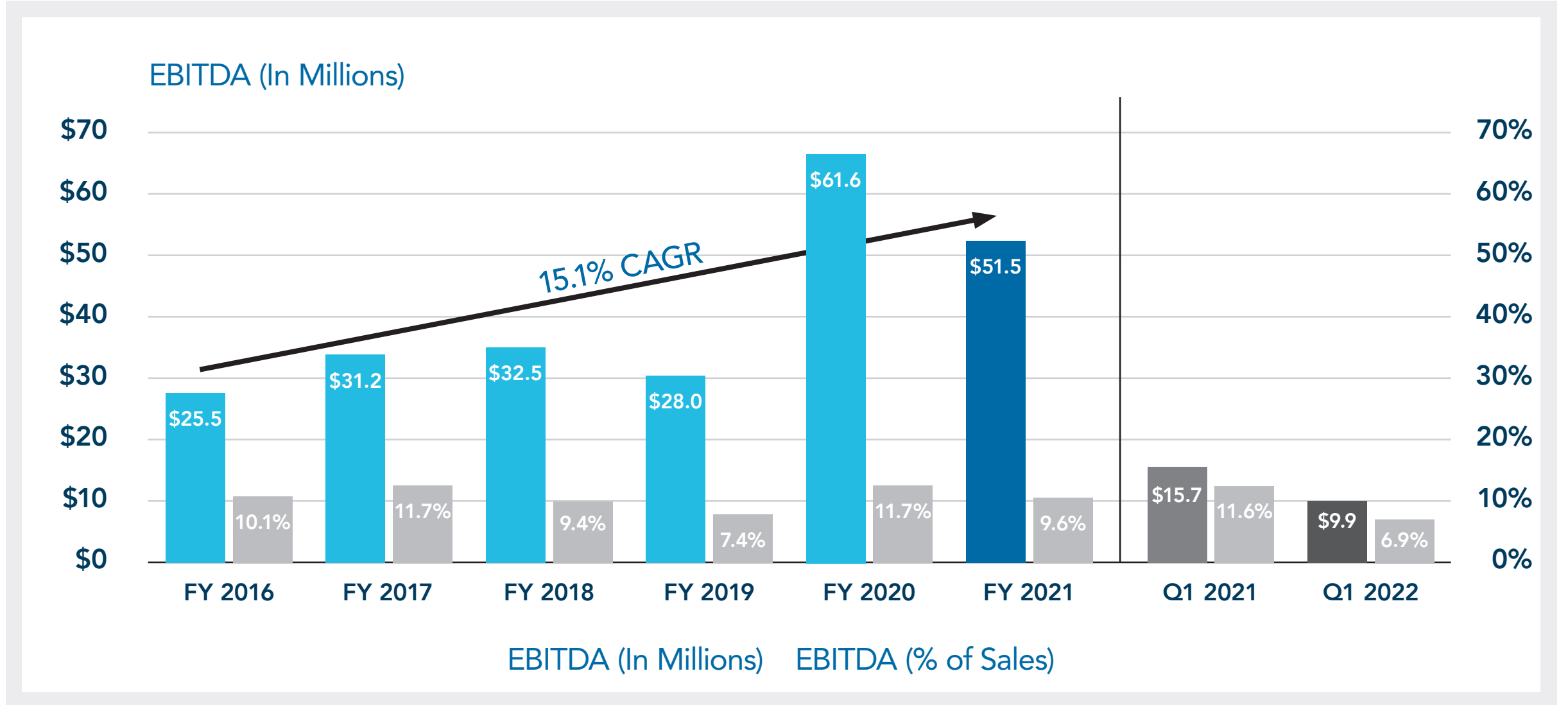
### Diluted Earnings Per Share



\*Includes a noncash pension plan termination charge of \$7.8 million, which resulted in a reduction of diluted earnings per share of \$0.32.

# DELIVERING

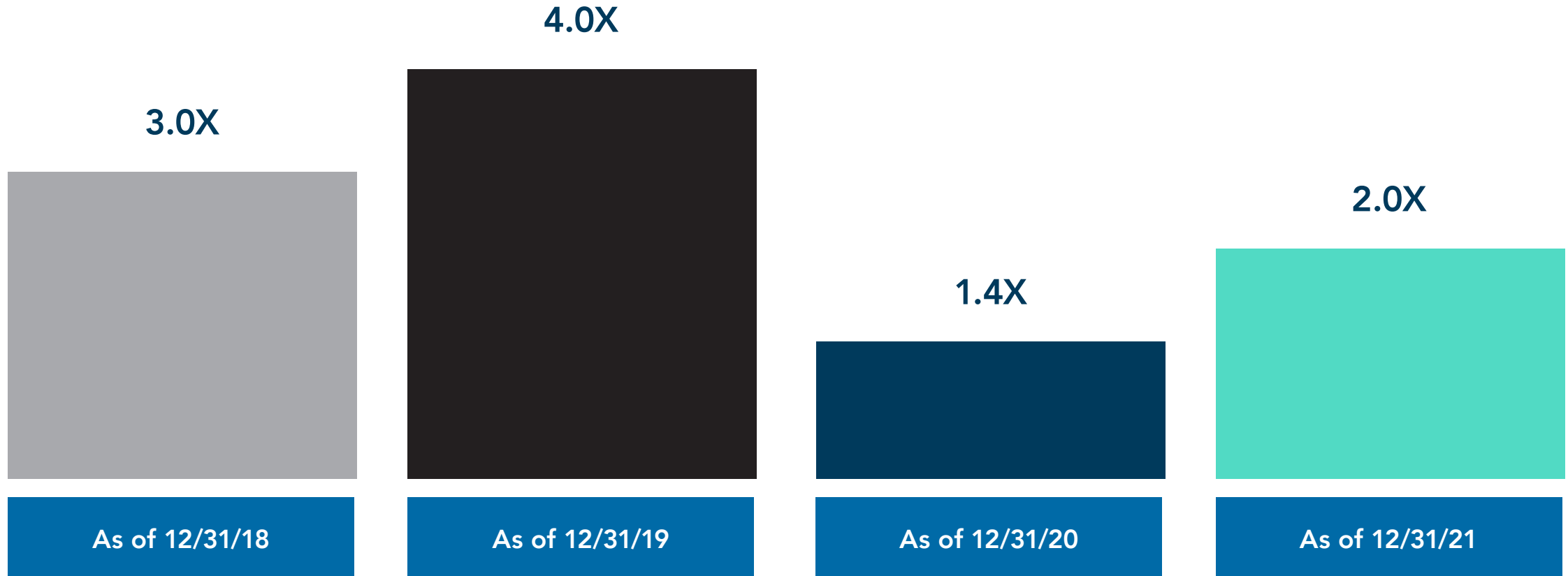
A Record of Strong Performance



# DEBT REDUCTION

Significant Reduction in Leverage Ratio

## Debt to EBITDA Ratios\*



# CAPITAL ALLOCATION STRATEGY

Aligned to Strategic Growth

## CAPITAL ALLOCATION PRIORITIES:

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### INVESTMENTS TO SUPPORT ORGANIC GROWTH

- Warehouse automation/consolidation
- Expand low-cost production capabilities

### SUSTAINABLE DIVIDEND

### DEBT REDUCTION

### STRATEGIC ACQUISITIONS



## DRIVERS:

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### EBITDA

- Sales growth via market share expansion
- Margin growth via production effectiveness
- Operating cost efficiencies via centralized services

### CORE WORKING CAPITAL IMPROVEMENT

### INVESTMENTS IN ORGANIZATIONAL INFRASTRUCTURE


























# OVER 100 YEARS OF EXCELLENCE

## Celebrating a Century of Success

We leverage world-class design, manufacturing and global distribution to create extraordinary brand experiences through custom uniform programs, engaging promotional merchandise and innovative BPO solutions.

										
<b>Rose Benstock</b> Superior Surgical Manufacturing Co is founded in Long Island, NY	<b>Fashion Seal Uniforms</b> Released first brand, Fashion Seal Uniforms, and created first catalog	<b>Business Expansion</b> Expanded to include restaurant and hospitality uniforms	<b>Worklon</b> Acquired Worklon Industrial Uniforms and Garment Manufacturing	<b>Imagegear</b> Acquired Shane Uniforms and entered the Employee Identification and hospitality uniform market	<b>Automation</b> Implemented state-of-the-art warehousing systems to better serve our customers	<b>SAP</b> Implemented centralized enterprise management system to best serve our customers' needs	<b>Branding Solutions</b> Acquired BAMKO, Tangerine, and Public Identity	<b>Centennial Anniversary</b> SGC celebrates 100 years of excellence	<b>Gifts By Design</b> Acquired Gifts By Design	<b>Guardian Products</b> Acquired Guardian Products



<b>World War II</b> Fulfilled contracts for the United States Armed Forces Medical Procurements Division in support of war efforts	<b>Manufacturing Expansion</b> Expanded manufacturing capacity via strategic expansion of sewing factories across America	<b>IPO</b> Superior goes public and broadens its business solutions through more than a dozen synergistic acquisitions	<b>Globalization</b> Expanded manufacturing and sourcing operations overseas in socially responsible facilities	<b>Superior Uniform Group</b> Changed company name to Superior Uniform Group, Inc.®	<b>The Office Gurus</b> Created The Office Gurus® call center division	<b>HPI</b> Acquired HPI Direct	<b>CID</b> Acquired CID Resources	<b>COVID-19</b> Company's support of critical PPE	<b>Sutter's Mill</b> Acquired Sutter's Mill
									



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# APPENDIX

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# NON-GAAP RECONCILIATION



\$ in Thousands	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	1Q 2021	1Q 2022
Net Income	\$13,066	\$14,638	\$15,022	\$16,975	\$12,066	\$41,026	\$27,918	\$10,478	\$5,230
Interest Expense	\$519	\$688	\$802	\$3,207	\$4,399	\$2,003	\$1,220	\$275	\$299
Income Tax Expense	\$5,830	\$5,260	\$9,760	\$4,420	\$3,220	\$10,430	\$5,209	\$2,750	\$1,510
Depreciation & Amortization	\$3,873	\$4,935	\$5,653	\$7,906	\$8,272	\$8,132	\$9,291	\$2,217	\$2,923
Pension Plan Termination Charge	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$7,821	\$ -	\$ -
EBITDA	\$23,288	\$25,521	\$31,237	\$32,508	\$27,957	\$61,591	\$51,459	\$15,720	\$9,962

# PRESENTATION OF NON-GAAP MEASURES

In addition to the Company's presentation of its financial position and results of operations in conformity with accounting principles generally accepted in the United States ("GAAP"), the Company has also presented EBITDA, which is an operating measure not determined in accordance with GAAP. The Company defines EBITDA as net income excluding interest expense, income tax expense, and depreciation and amortization expense. The Company believes EBITDA is an important measure of operating performance because it allows management, investors and others to evaluate and compare the Company's core operating results from period to period by removing the impact of the Company's capital structure (interest expense from outstanding debt), tax consequences, asset base (depreciation and amortization) and the non-cash charge from the termination of the Company's pension plans. The Company uses EBITDA internally to monitor operating results and to evaluate the performance of its business. EBITDA is not a measure of financial performance under GAAP and should not be considered in isolation or as an alternative to net income (loss), cash flows from operating activities or any other measure determined in accordance with GAAP. The items excluded to calculate EBITDA are significant components in understanding and assessing the Company's results of operations. The Company's EBITDA may not be comparable to a similarly titled measure of another company because other entities may not calculate EBITDA in the same manner.



# For Additional Information

Attendees and other viewers of this presentation are advised to read all reports and other filings made by the Company with the Securities and Exchange Commission under the Securities Act of 1993 and the Securities Exchange Act of 1934.

Copies of these filings may be obtained, without charge, by directing a request to

Three Part Advisors  
jelliott@threepa.com

or at [www.sec.gov](http://www.sec.gov)

[www.SuperiorGroupofCompanies.com](http://www.SuperiorGroupofCompanies.com)