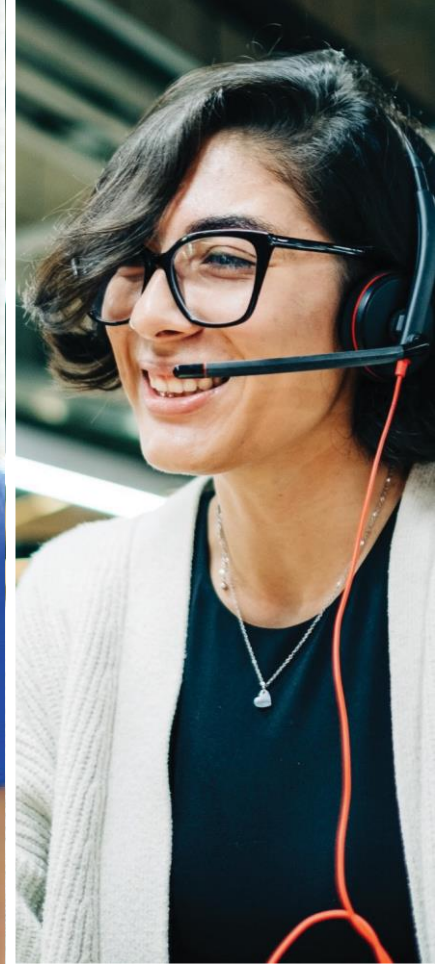




# INVESTOR PRESENTATION

May 2025

HEALTHCARE APPAREL | BRANDED PRODUCTS | CONTACT CENTERS



# 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: 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 effect of existing and/or new or expanded tariffs; 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, 2024, 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.



# Overview



# Investment Highlights

Founded in 1920, three attractive, diversified businesses, all operating in large, profitable growth industries with products and services always in demand

Ample organic growth potential across all three businesses, given modest share of large total addressable market, supported by strong customer retention

Historically high-margin and profitable operations in all three businesses, to benefit further from increasing scale, with Contact Centers the highest-margin and fastest growing business

Solid balance sheet driven by strong operational cash flow including core working capital improvement facilitating strategic investment and return of capital to shareholders

**Significant insider ownership — Uninterrupted dividend since 1977**

# Significant Revenue Growth Across Diversified Business Segments

Consolidated CAGR of 8%<sup>(1)</sup>



# Healthcare Apparel





# Who wears medical apparel?

1) "Scrubs" are worn by a broad range of Healthcare providers in acute and non-acute settings. Note: 45% of all jobs in healthcare are nurses and home health job functions.

- ▶ Doctors and Dentists
- ▶ Nurse Practitioners
- ▶ Respiratory Therapists
- ▶ Dental Hygienists
- ▶ Clinical Lab Techs
- ▶ Registered Nurses
- ▶ Lab technicians
- ▶ Pharmacy Staff
- ▶ Occupational Therapists / Occupational Therapy Assistants
- ▶ Home Health / Personal Care Aides
- ▶ Veterinary Groomers and Technicians

2) "Scrubs" are worn by a broad range of Non-Healthcare providers

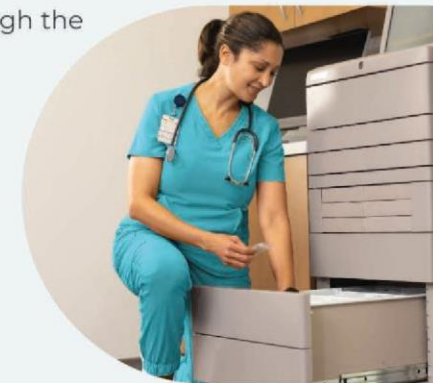
- ▶ Non medical workers in Health Care settings
  - Hospital Janitors
  - Hospital Cafeteria Workers
  - Medical Office Receptionist and Staff
  - Medical and Nursing Students
- ▶ Hotel Housekeeping
- ▶ Spa and Nail Salon Employees
- ▶ School and Office Janitors

3) Patients

4) Visitors to hospitals who need protective gear for compliance

# Where do customers get medical apparel?

- ▶ The distribution landscape varies by profession.
- ▶ 45% of end users self-select the product they wear across the retail marketplace. 32% purchase at Brick and Mortar Stores only, 28% Online only and 40% Omni channel.
- ▶ 45% are group buyers whose product is provided by the office or specified by the facility. The decision makers of which product to purchase range from the Doctor to the office manager in non-acute settings to the Chief Nursing Officer (CNO) or the Office of Procurement in acute settings. Purchases are made primarily through business to business sales.
- ▶ 10% are institutional providers whose product is specified and provided by the institution. Decision makers are union heads or HR/uniform committees. These purchases are made through business to business sales, primarily through the institution's industrial laundry partner.



# Why do Laundries, Retailers and Consumers Choose our Portfolio of Brands?

- ▶ We offer the widest array of healthcare apparel available, both for acute and non-acute settings, as well as for all levels of caregivers, visitors and patients.
- ▶ Our apparel is available using any means the customer wishes to purchase; Online, In-store, through the healthcare laundry systems and through authorized distributors.

**Fashion Seal  
Healthcare®**

## **Fashion Seal:**

Legacy brand (105 years old) that is value driven and known for quality, accessibility, and durability. Fashion Seal is designed and manufactured to withstand the rigours of industrial laundry settings and is primarily found in the acute areas of the hospital.

**Wink®**

## **Wink Scrubs:**

Every day premium brand and product that is uncompromising in fit, function and style. Premium value and shared values with our consumer of care, confidence and community.

**carhartt** 

## **Carhartt Medical:**

Trusted national brand and product that is durable and versatile for the tried and true medical worker. Medical apparel that is redefining the healthcare uniform, to leverage Carhartt Iconic franchises.



# Healthcare Apparel Growth Opportunities



## Sales Channels:

RETAILERS | DIRECT2CONSUMER | E-COMMERCE RETAILERS | SPECIALTY | INTERNATIONAL | DISTRIBUTORS | LAUNDRIES

- ▶ Single-digit market share in a large and growing addressable market driven by expected growth in healthcare personnel
- ▶ Unique one-stop shopping approach
- ▶ Large, diverse and evolving distribution channels, including retail, digital sales, and recent launch of a D2C website, presenting a nascent opportunity for growth

## Competitive Landscape:

FIGS | CAREISMATIC BRANDS | KINDTHREAD | MEDLINE | STANDARD

# Multiple Distribution Channels for Healthcare Apparel

amazon

ALSCO

ATWOODS  
Ranch & Home

UNIFORM  
ADVANTAGE

BARNES & NOBLE  
COLLEGE

CINTAS  
READY FOR THE WORKDAY®

Davita

Fleet Farm

Life  
Care  
Centers  
of America

Mark's

UniFirst  
Uniforms Services Solutions

VCA  
Animal Hospitals

Unitex

UNIFORM OUTLET

NYC  
HEALTH+  
HOSPITALS

Northwestern  
Medicine®

SANMAR

scrubs & beyond

TARGET®

# Branded Products





# Why do companies buy branded products ?

- ▶ Build brand loyalty by offering merchandise that lets fans proudly support their favorite company.
- ▶ To give gifts to customers as a reward for their loyalty.
- ▶ To create a cohesive, safe, and professional image for their brand ambassadors, through clothing those people who interact face to face with their customers.
- ▶ Celebrate employee milestones, including anniversaries, birthdays, safety awards and outstanding achievements.
- ▶ To creatively and intentionally engage consumers through point of sale, and display.



# Why do they choose us?

- ▶ We are a one-stop shop. Customers can source all of their branded needs from one place.
- ▶ Our vertical production and integration deliver consistent quality, faster turnaround, and predictable costs.
- ▶ The technology that we have developed fully integrates with customers' systems and stands out as world-class. It is significantly better than what our competition offers.
- ▶ We are highly regarded as one of the most trusted suppliers of branded merchandise and uniforms.
- ▶ Brands choose us for our ability to deliver scalable and enduring solutions that empower growth, allowing brands to focus on what really matters.
- ▶ We consistently deliver a better value proposition due to our capability to deal directly with manufacturers. We have feet on the ground everywhere we operate.
- ▶ Our social compliance has always been at the forefront of our mission.
- ▶ We are over 100 years old and know how to do this better than anyone else can.



# Branded Products Growth Opportunities



- ▶ Highly decentralized industry with significant sales volume at smaller distributors.
- ▶ Growing sales team with some of the largest and most recognizable names in the world as clients.
- ▶ Aging competitors that will be forced to sell their businesses as retirement looms.
- ▶ Ability to cross-sell a number of different verticals to Fortune 500 companies.

**#8**

We are the 8th largest of more than 25,000 branded products distributors in the US.

## Competitive Landscape:

4IMPRINT | PROFORMA | HALO | BDA | STAPLES | HH GLOBAL | BARCO | WORKWEAR OUTFITTERS | MI HUB | LANDS' END |



# We Service Major Brands



# Contact Centers



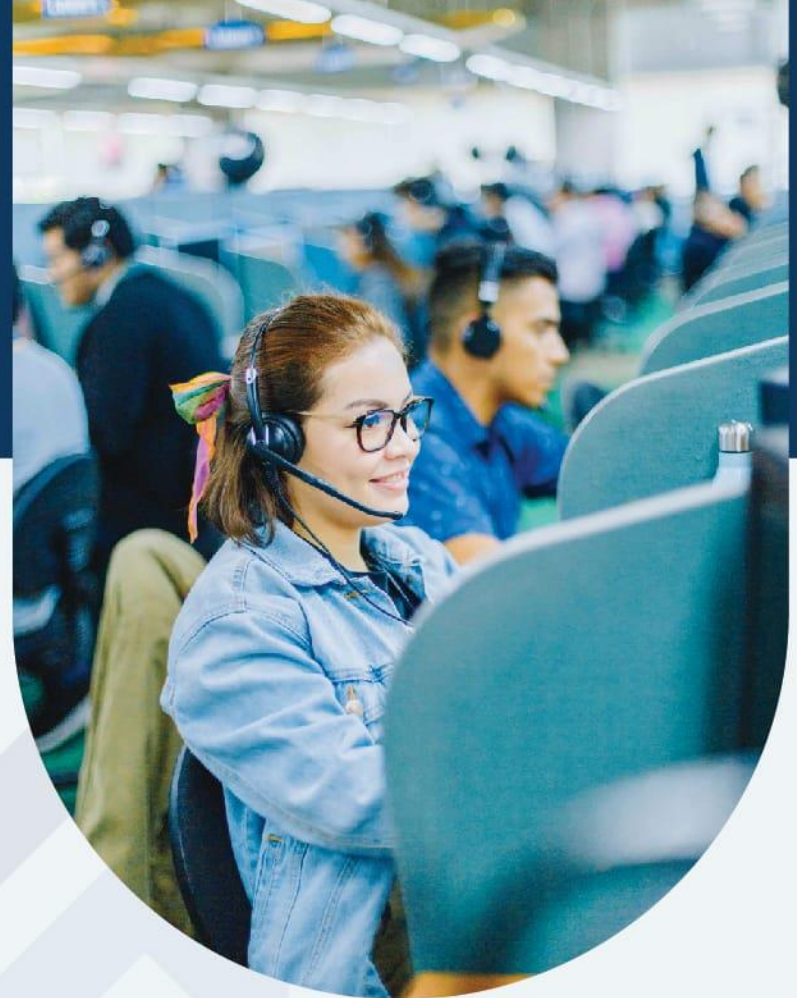
**THEOFFICEGURUS<sup>®</sup>**  
CALL CENTER SOLUTIONS





# Why do companies outsource their contact centers needs?

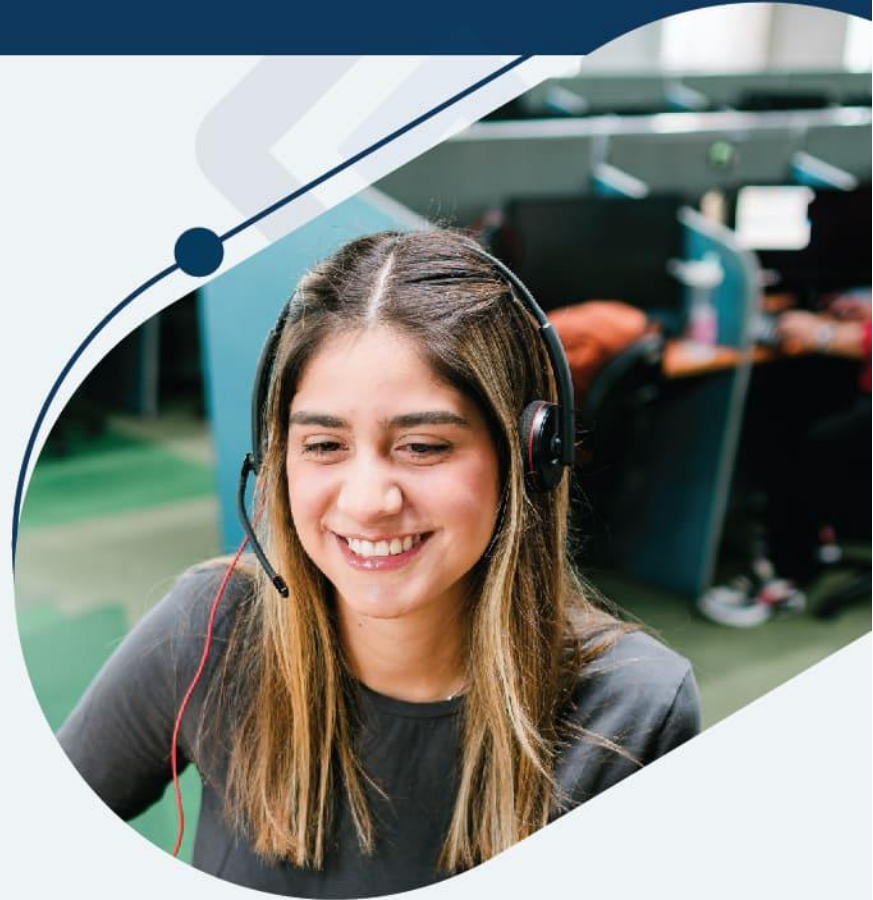
- ▶ Overcome the challenge of having to rapidly invest in and implement new technology.
- ▶ Hand over customer support to experts (us). Their core competency is not customer support, ours is.
- ▶ Onboard tech and channel solutions that they could not afford on their own.
- ▶ To save \$\$\$.
- ▶ To improve the customer experience.
- ▶ To quickly provide an ability to scale.
- ▶ To not be burdened with the high cost and distraction of recruiting and HR.
- ▶ To provide customer support in multiple languages.
- ▶ To overcome the tight and expensive labor market for entry-level employees.
- ▶ To have a more dependable workforce supporting their company with lower attrition and absenteeism.





# Why do customers choose us?

- ▶ Our clients prefer our nearshore centers because our agents are more culturally aligned with their USA clients and have English fluency.
- ▶ Our multiple locations in this hemisphere offer choices and redundancy as well as shorter travel times.
- ▶ They can save significant money.
- ▶ We give clients a bigger fish in a small sea feeling – we can give them more attention and act as a true partner versus them getting lost in the sea of tens of thousands of agents at larger providers.
- ▶ We offer flexibility without a lot of strict contract language and rigidity that they experience with larger call center providers.
- ▶ Our clients like our culture and values, which align to their own or one they strive to achieve.
- ▶ We bring processes, people, analytics, insights and technology to the partnerships, all focused on improving their customers' journeys.
- ▶ Our financial strength, responsibility and transparency appeals to them.



# Clients have a strong near-shore preference

We operate in a large, fast-growing market with many companies accelerating outsourcing



Illuminate Awards

**NEARSHORE COMPANY OF THE YEAR**



Employers For Youth  
(El Salvador)

**BEST PLACE TO WORK**

*Call Center Industry - #1*

**BEST PLACE TO WORK**

*All Industries - #3*



Lawyer International  
Legal 100

**BEST BUSINESS PROCESS  
OUTSOURCING PROVIDER**



Latin America News

**BEST GLOBAL CALL CENTER  
AND BUSINESS PROCESS  
OUTSOURCING PROVIDER**

# Contact Center Growth Opportunities

Nearshore Call Center management for small and mid-sized accounts, including first-time outsourcers



- ▶ Leading provider in an underserved segment
- ▶ Quality provider, recognized with third-party accolades for high quality-oriented focus with conversational service
- ▶ Rapid growth from new customers and seat expansion with existing clients, driven by sales and marketing efforts capitalizing on accelerating outsourcing trends
- ▶ Serves a diverse range of established and up-and coming brands

## Competitive Landscape:

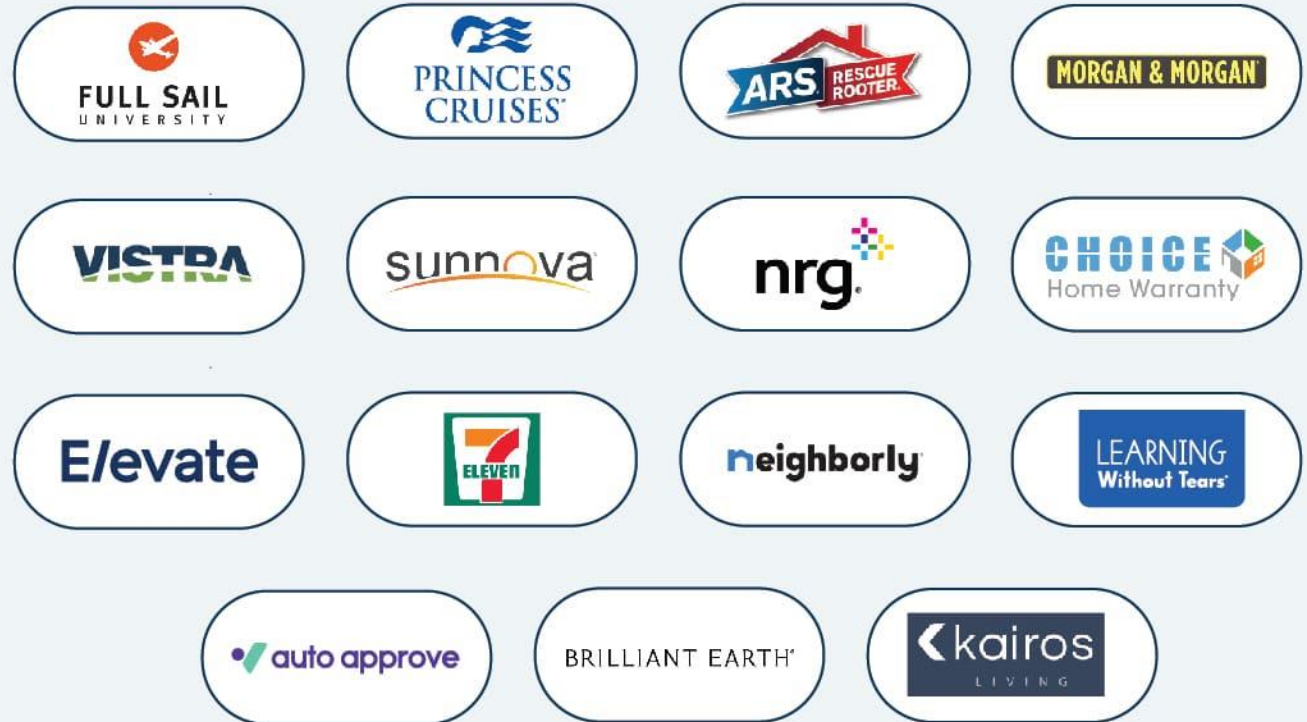
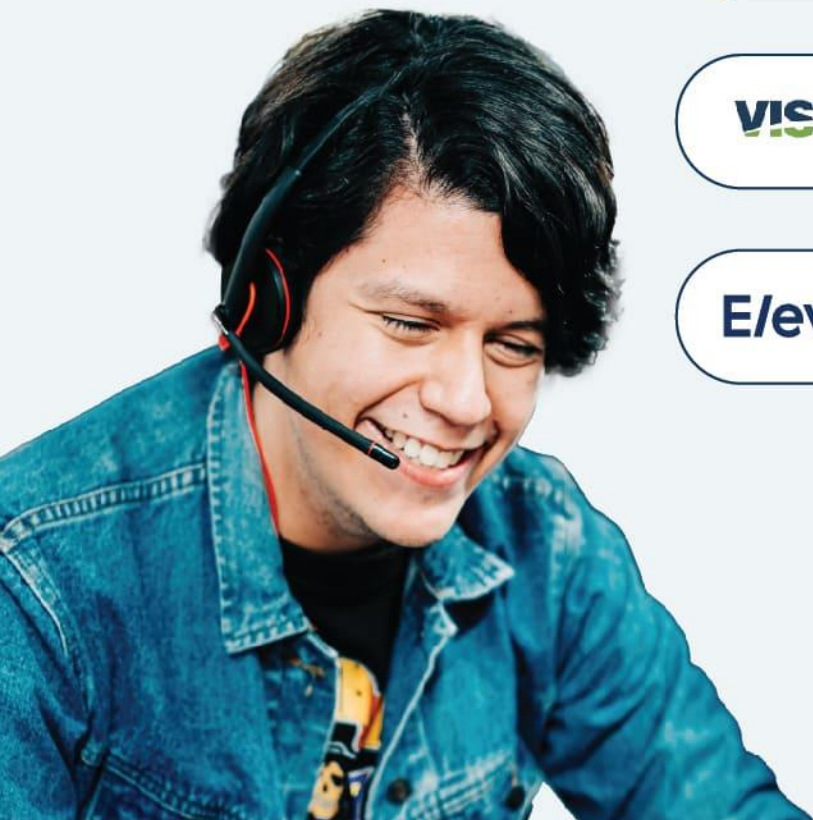
EXL | Genpact | Ibex | TaskUs | Teleperformance | Telus International | WNS

(1) See Slide 28 for the definition of EBITDA, which is inclusive of intersegment sales



# Providing Call Center Services to Multiple Customer Categories

Serving a wide market including underserved smaller clients

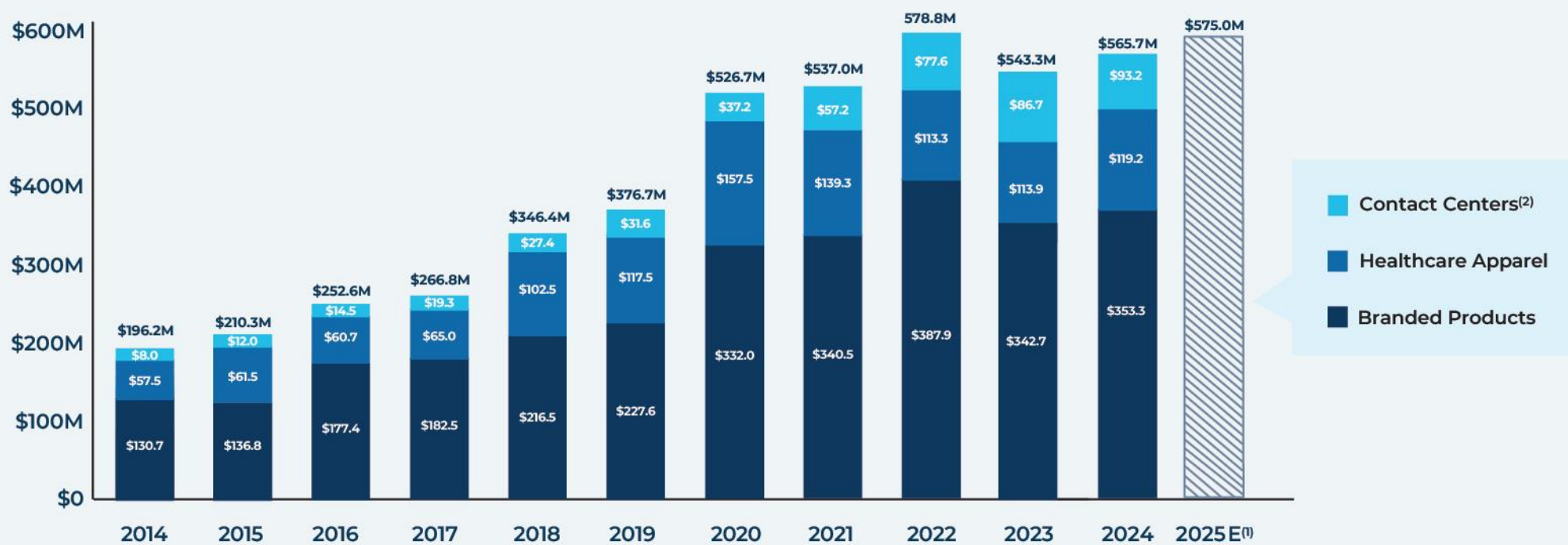




# Financial Highlights



# Delivered Sustained Annualized Growth of 11% in Revenue Since 2014





## Debt to EBITDA Ratios<sup>(1)</sup>



(1) Defined as per credit agreement

# Capital Allocation Strategy

## CAPITAL ALLOCATION PRIORITIES:

### Dividend Payments

- ▶ Consistently paid a dividend since 1977

### Share Repurchases

- ▶ Board authorized repurchase plans in 2024 and 2025

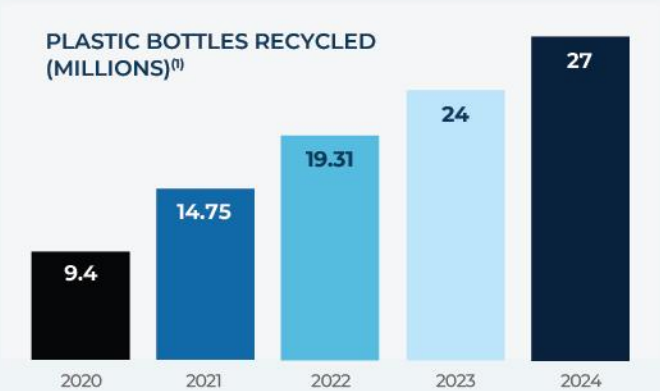
### Investments to Support Organic Growth

- ▶ Expand low-cost production capabilities
- ▶ Expand technologies to enhance operational efficiencies
- ▶ Expand digital technologies to expand growth
- ▶ Grow infrastructure to support growth

### Mergers & Acquisitions

- ▶ History of successful acquisitions

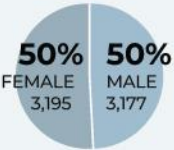
# Corporate Social Responsibility



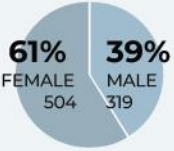
**COMPANY HEADCOUNT**



**INTERNATIONAL WORKFORCE Gender Breakdown<sup>(2)</sup>**



**US WORKFORCE Gender Breakdown<sup>(2)</sup>**



**BOARD OF DIRECTORS DIVERSITY**

Female	2	2	4	3
Male	5	4	4	4
Non-Minority	6	5	7	6
Minority	1	1	1	1
	'22	'23	'24	'25

## Community Relations

**2023 TOTAL CHARITABLE CONTRIBUTIONS**



**20+**

Charitable organizations receiving cash contributions

**\$104,000+**

Cash contributions

**CLINICAL APPAREL DONATIONS**

**29**

Nonprofit organizations supported in the U.S.

**2,161,000+**

Units of apparel



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# Appendix

## Non-GAAP Reconciliation

For the year ended December 31, 2024

Website Investor Index - [CLICK HERE](#)

	BRANDED PRODUCTS	HEALTHCARE APPAREL	CONTACT CENTERS	INTERSEGMENT ELIMINATIONS	Other	TOTAL
For the Year Ended December 31, 2024						
Net sales	\$ 353,314	\$ 119,191	\$ 96,949	\$ (3,778)	\$ -	\$ 565,676
Cost of goods sold	228,591	73,445	44,742	(1,680)	-	345,098
Gross margin	124,723	45,746	52,207	(2,098)	-	220,578
Selling and administrative expenses	94,384	41,149	42,999	(2,098)	23,492	199,926
Depreciation and amortization	5,948	3,892	2,968	-	377	13,185
Intangible assets impairment charge	-	260	-	-	-	260
Segment EBITDA(I)	\$ 36,287	\$ 8,749	\$ 12,176	\$ -	\$ (23,115)	\$ 34,097

Segment EBITDA is our primary measure of segment profitability under U.S. GAAP ASC 280 "Segment Reporting". Amounts included in income (loss) before income tax expense and excluded from Segment EBITDA include: interest expense and depreciation and amortization.