



Investor PRESENTATION

January 2022



SAFE-HARBOR STATEMENT

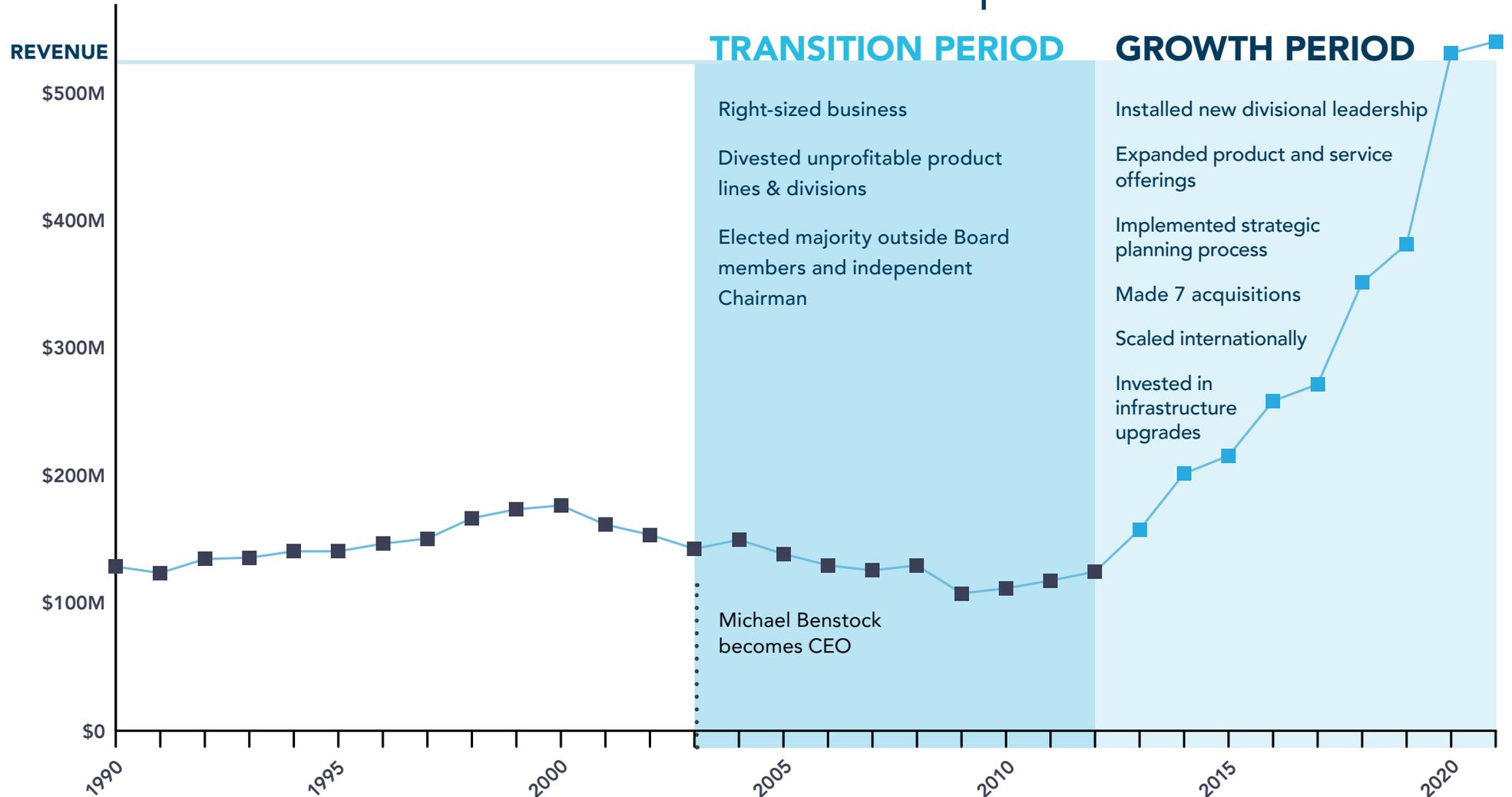
This presentation may contain forward-looking statements about Superior Group of Companies within the meaning of the Securities Act of 1933, the Securities Exchange Act of 1934, the Private Securities Litigation Reform Act of 1995 and all rules and regulations issued there under. Such statements are 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, 2020, 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.

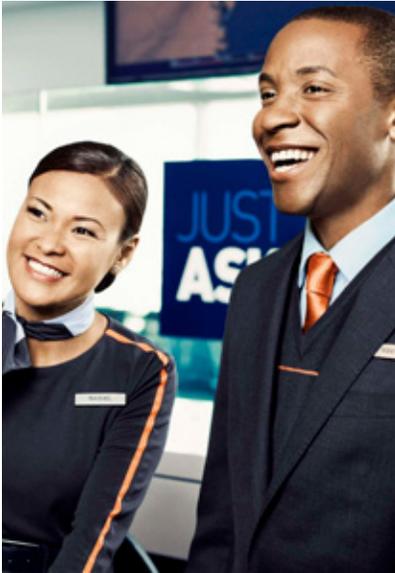
SGC HAS UNDERGONE A TRANSFORMATION FROM A CONSERVATIVE, VALUE STOCK TO AN ENTREPRENEURIAL GROWTH ENGINE

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

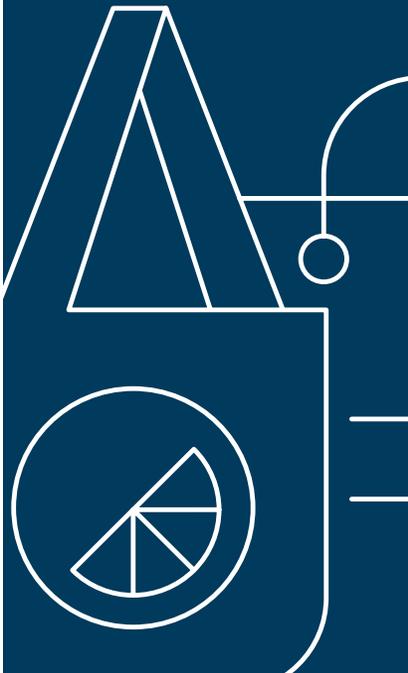
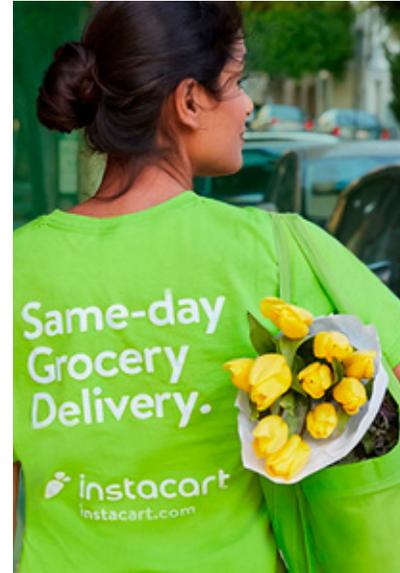


3 DIVERSIFIED BUSINESSES

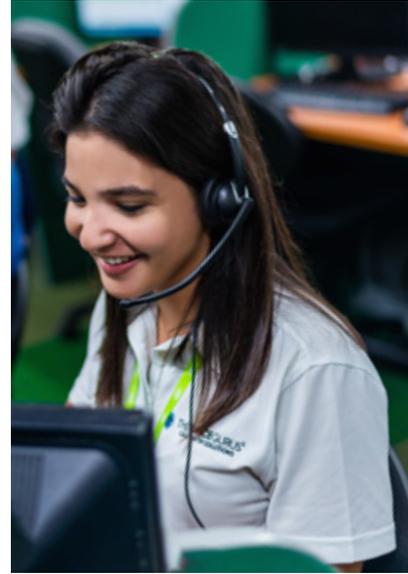
UNIFORMS



BRANDED MERCHANDISE



BUSINESS PROCESS OUTSOURCING

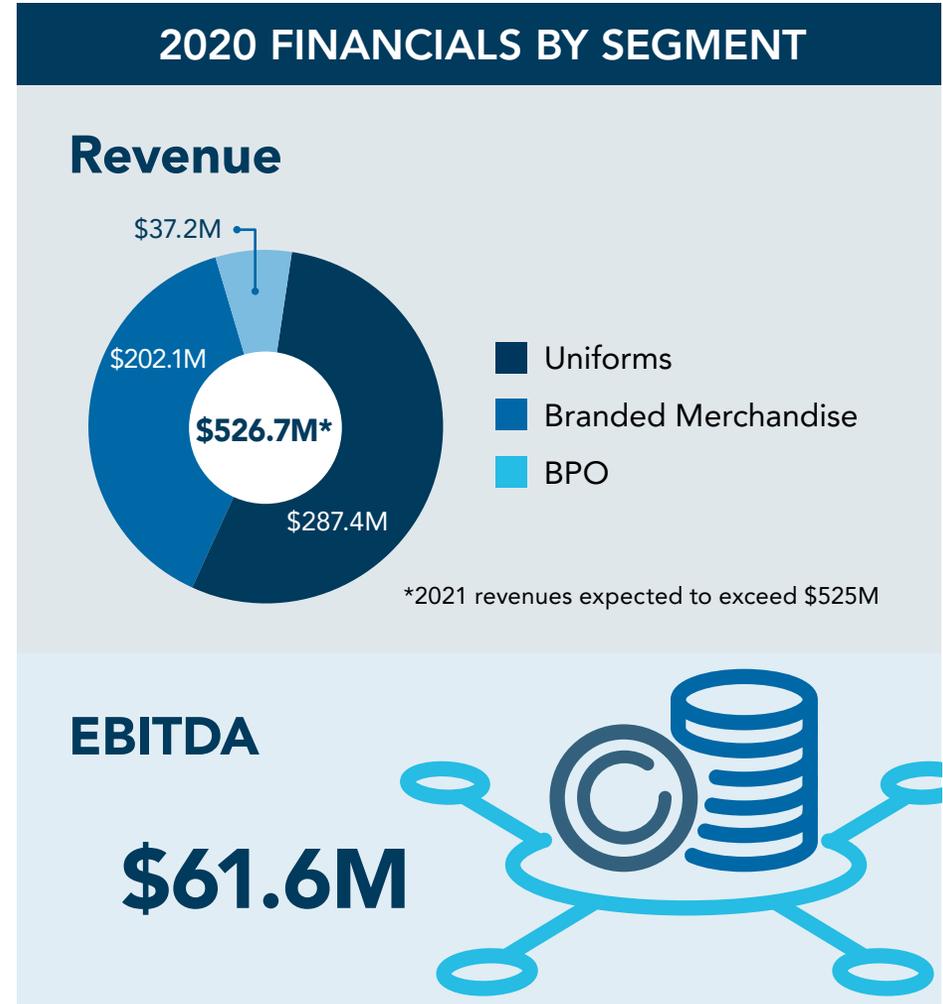




SGC SERVICES MANY OF THE LARGEST BRANDS IN THE WORLD

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

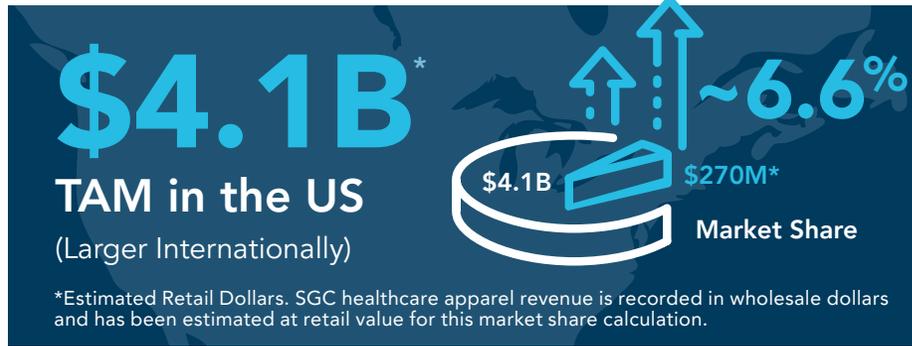
WE SERVICE THE WORLD'S LARGEST BRANDS			
adidas	Advance Auto Parts	ALSCO	amazon
Applebee's	AT&T	Banner Health	Chevron
CINTAS READY FOR THE WORKDAY	Coca-Cola	COSTCO WHOLESALE	CVS pharmacy
DIAGEO	DOORDASH	DUNKIN'	enterprise
GRUBHUB	HWA Home Warranty of America	hulu	IHOP
IN-N-OUT BURGER	instacart	Intermountain 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
INDIVIDUALS 	<ul style="list-style-type: none"> REGISTERED NURSES HOME HEALTHCARE DENTAL HYGIENISTS 	<ul style="list-style-type: none"> RETAIL STORES E-COMMERCE 	~\$1.84B Retail Self Selected Purchases
GROUP 	<ul style="list-style-type: none"> HOSPITALS MEDICAL, DENTAL, VET OFFICES/CHAINS SURGERY CENTERS 	<ul style="list-style-type: none"> RETAIL STORES E-COMMERCE DISTRIBUTORS 	~\$1.84B Retail Group Purchases
INSTITUTIONAL 	<ul style="list-style-type: none"> NATIONAL AND REGIONAL INDUSTRIAL LAUNDRIES SPECIALTY DISTRIBUTORS 	<ul style="list-style-type: none"> DIRECTLY FROM SGC 	~\$438M 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	WonderWink INDY	RETAIL
		





BRANDED UNIFORMS

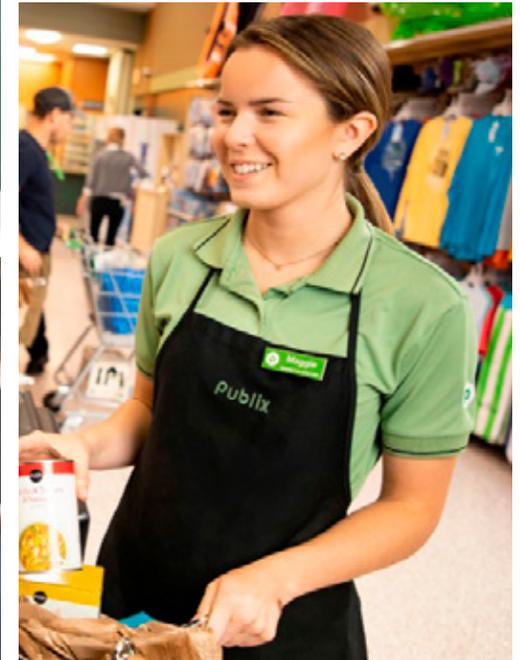
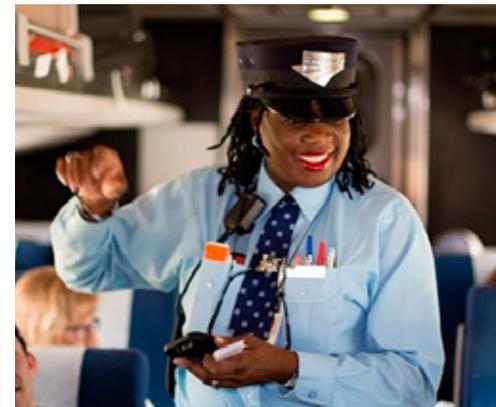
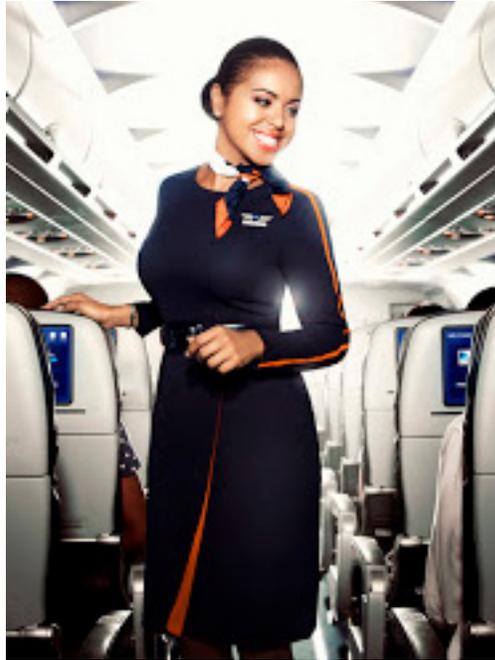
The Uniforms division includes identity apparel programs serving a diversified mix of business verticals with apparel, accessories and the operational services to support large national programs



7+Million Americans wear our branded uniforms to work everyday 



BRANDED UNIFORMS

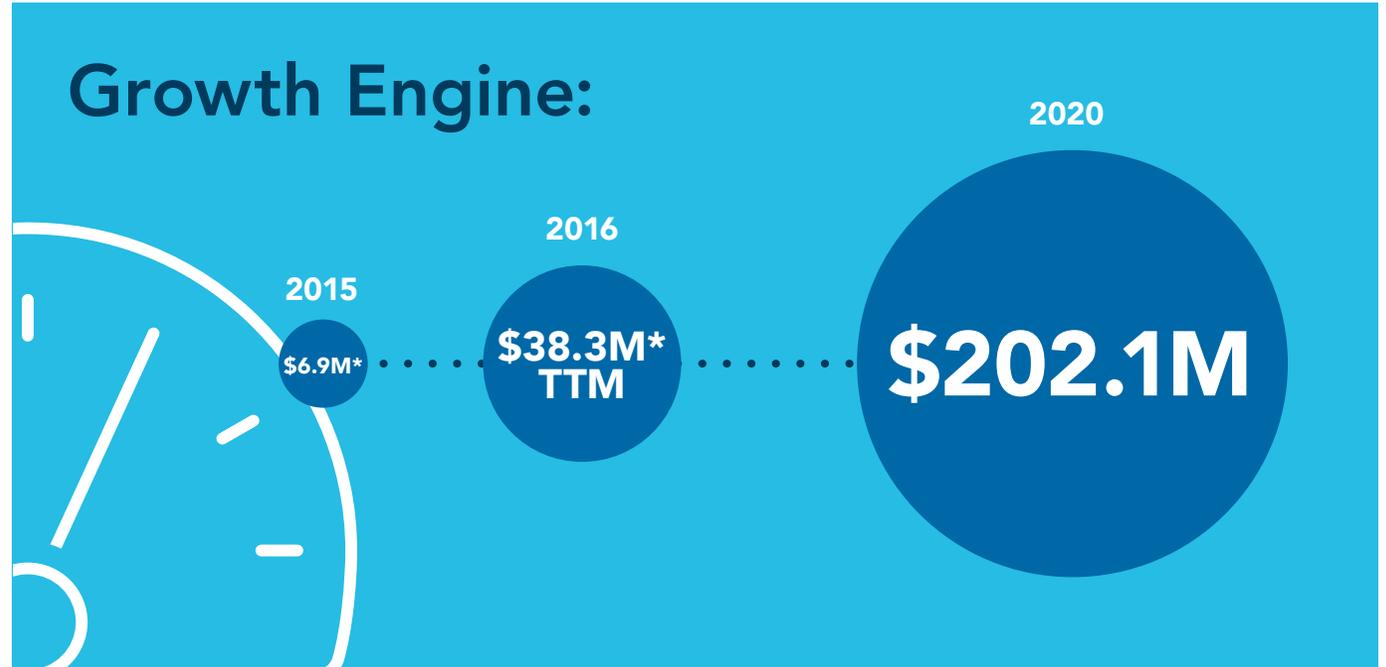


FR



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 **37%** of the segment's growth since the acquisition of BAMKO, while organic growth represents **63%** of the segment's growth.



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



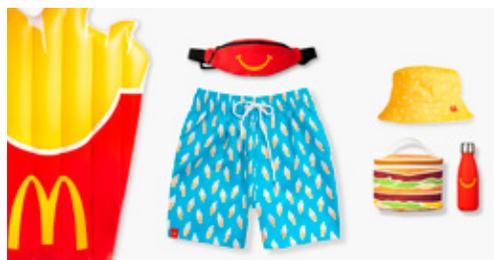
BRAND

BRANDED MERCHANDISE

The Branded Merchandise division offers a broad range of branded products



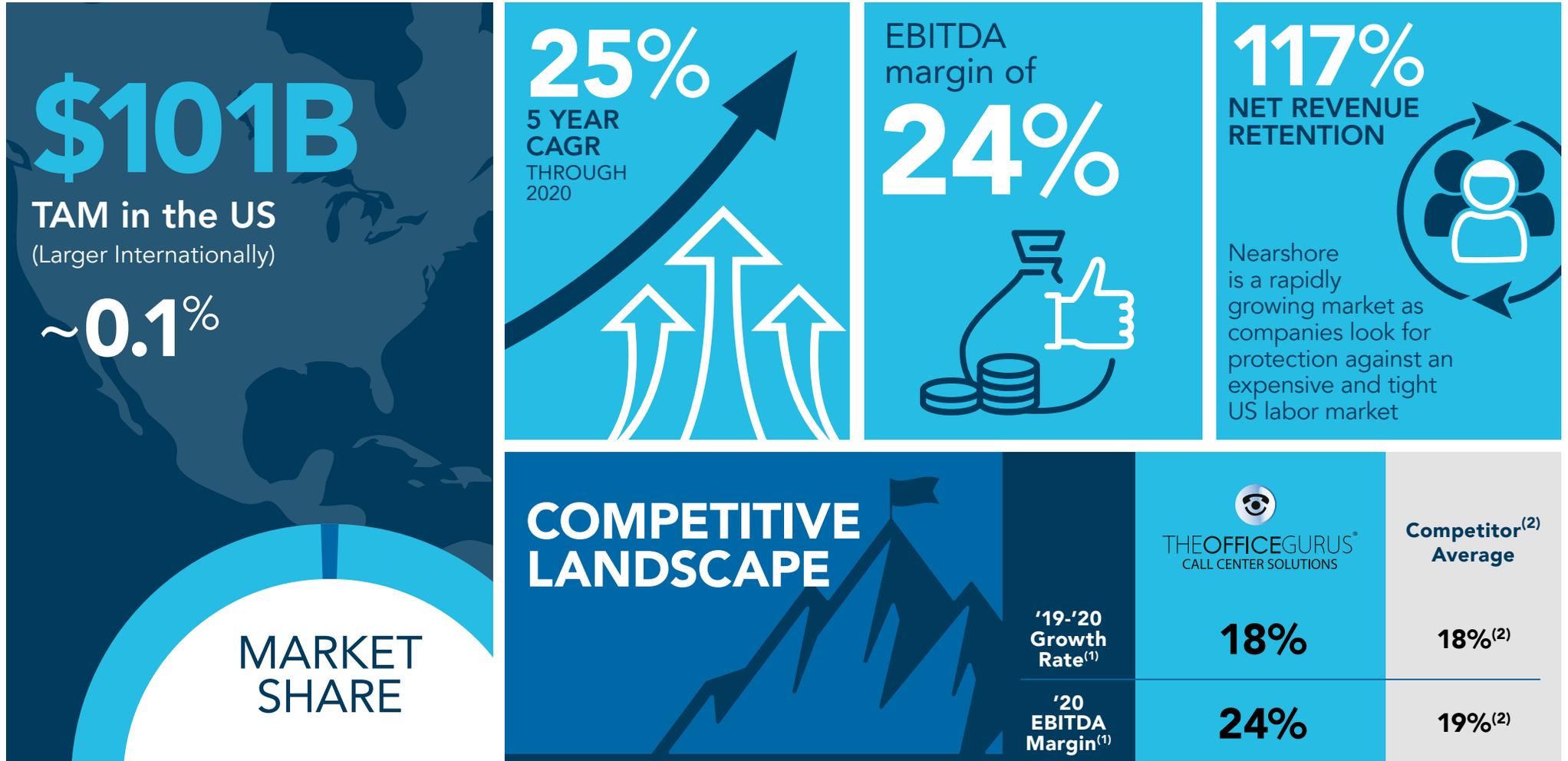
BRAND





BUSINESS PROCESS OUTSOURCING

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



(1) TOG 2020 Revenue vs. 2019 Revenue. (2) EXL, Genpact, Ibox, Sykes, TaskUs, Teleperformance, Telus International, TLEC, WNS.

SGC FINANCIAL (PAST)

Over the past 8 years, SGC has grown substantially and improved its key profitability metrics

Over past 8 years

20.4%
REVENUE
CAGR



6.9% 2012

11.7% 2020

EBITDA
MARGIN
GROWTH



REDUCED DEBT/
EBITDA RATIO FROM

4.0X to 1.4X

OVER THE
COURSE OF
2020



2020

EBITDA CAGR

28.7%

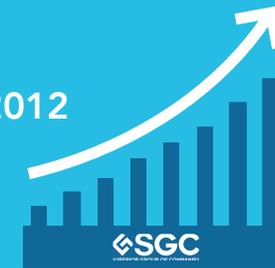
2012



RETURN ON CAPITAL EMPLOYED

6.7%

2012



2020

18.5%



SGC IS POISED TO GROW ORGANICALLY AT 12.5%+ 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)

12%
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.

12%
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

18%
CAGR

2021
REVENUES
EXPECTED
TO EXCEED
\$525M

OPERATING
MARGINS
IN EXCESS OF
10%
BY 2025 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 2013 TO PRESENT

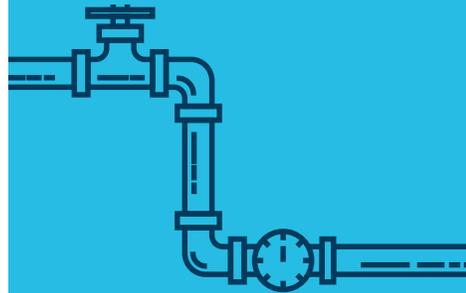


Of our \$407m in growth from 2012 - 2020, **\$174m** (43%) was through acquisition and **\$233m** (57%) was organic

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

PPAI
The Mark of a Professional®

Forbes

2021
COUNSELOR
POWER 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 implemented 2H 2021
- 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

- 2020 Capex 2.3% of revenue
- 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

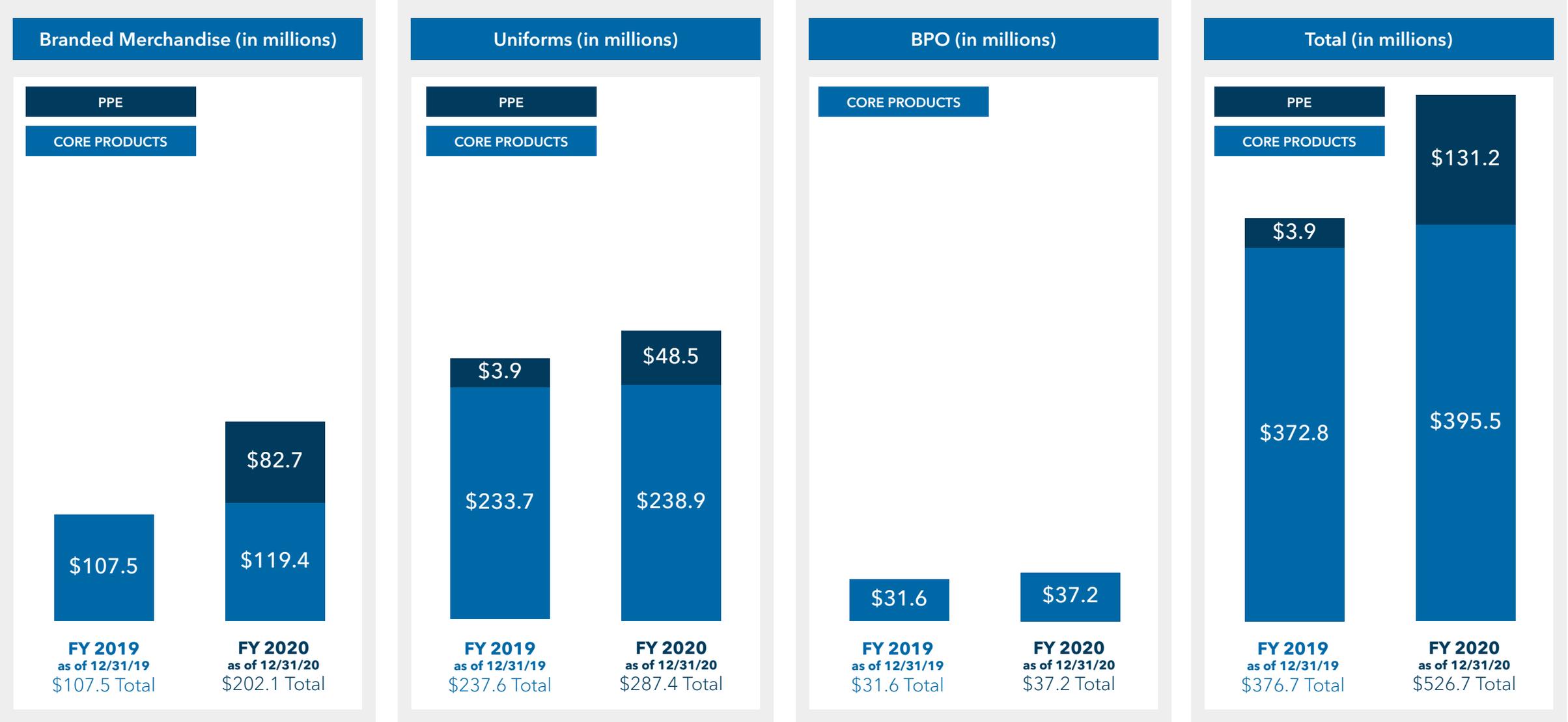
- New distribution point in Poland improves ability to capture new European and Middle Eastern market share
- Proven track record and well positioned to manage near-term challenges and emerge stronger

FINANCIAL HIGHLIGHTS



BRANDED MERCHANDISE, UNIFORM AND BPO SALES

In Millions



BRANDED MERCHANDISE, UNIFORM AND BPO SALES

Nine Months ended September 30 Comparisons Between 2020 and 2021

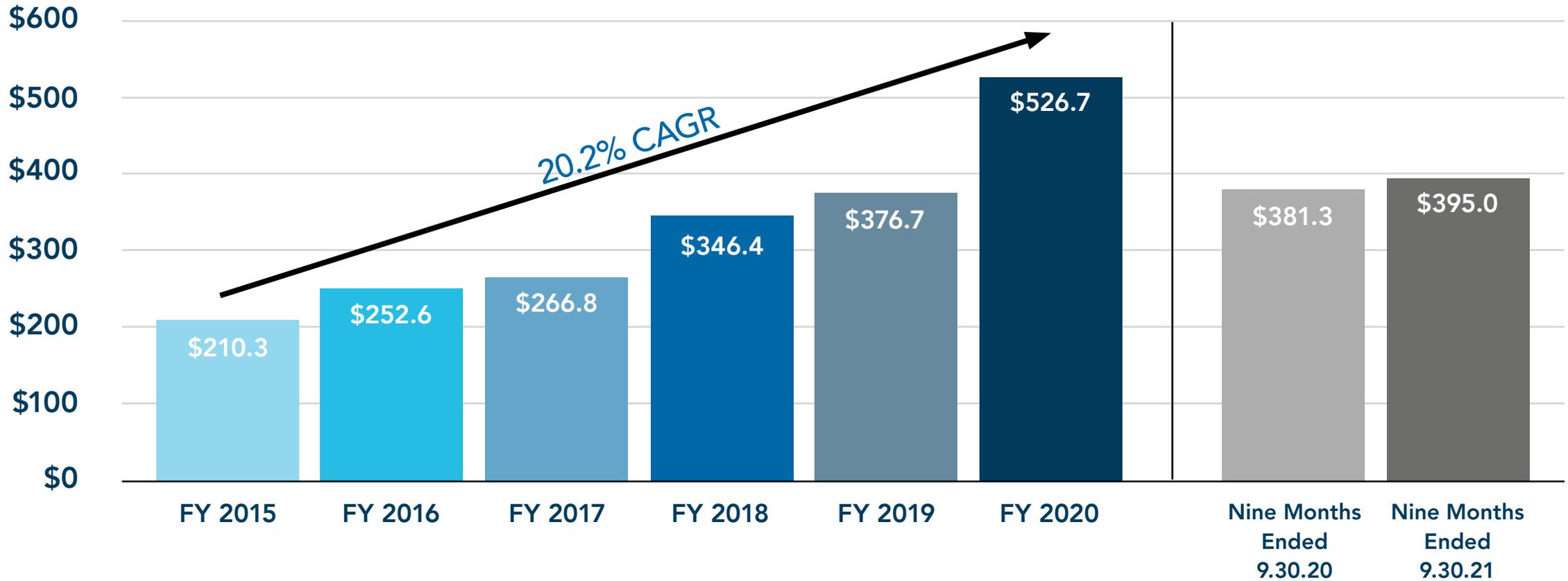


DELIVERING

A Record of Strong Performance



NET SALES (In Millions)

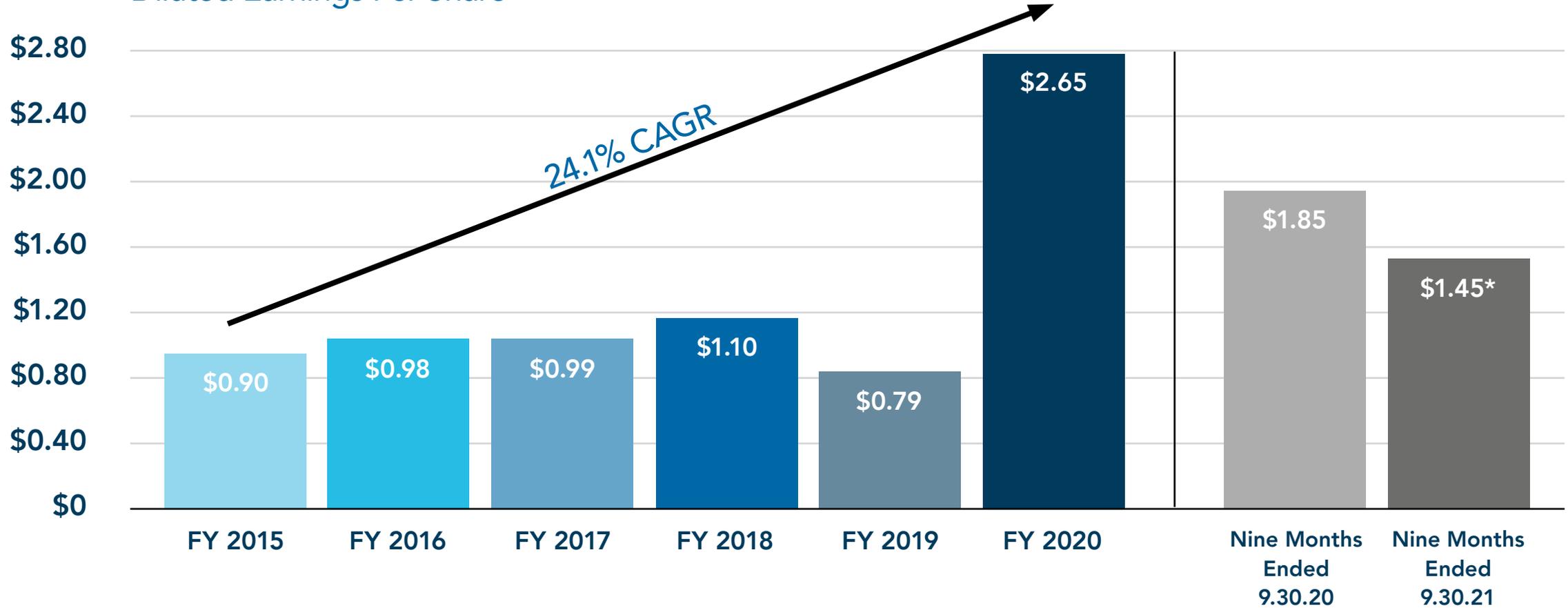


DELIVERING

A Record of Strong Performance



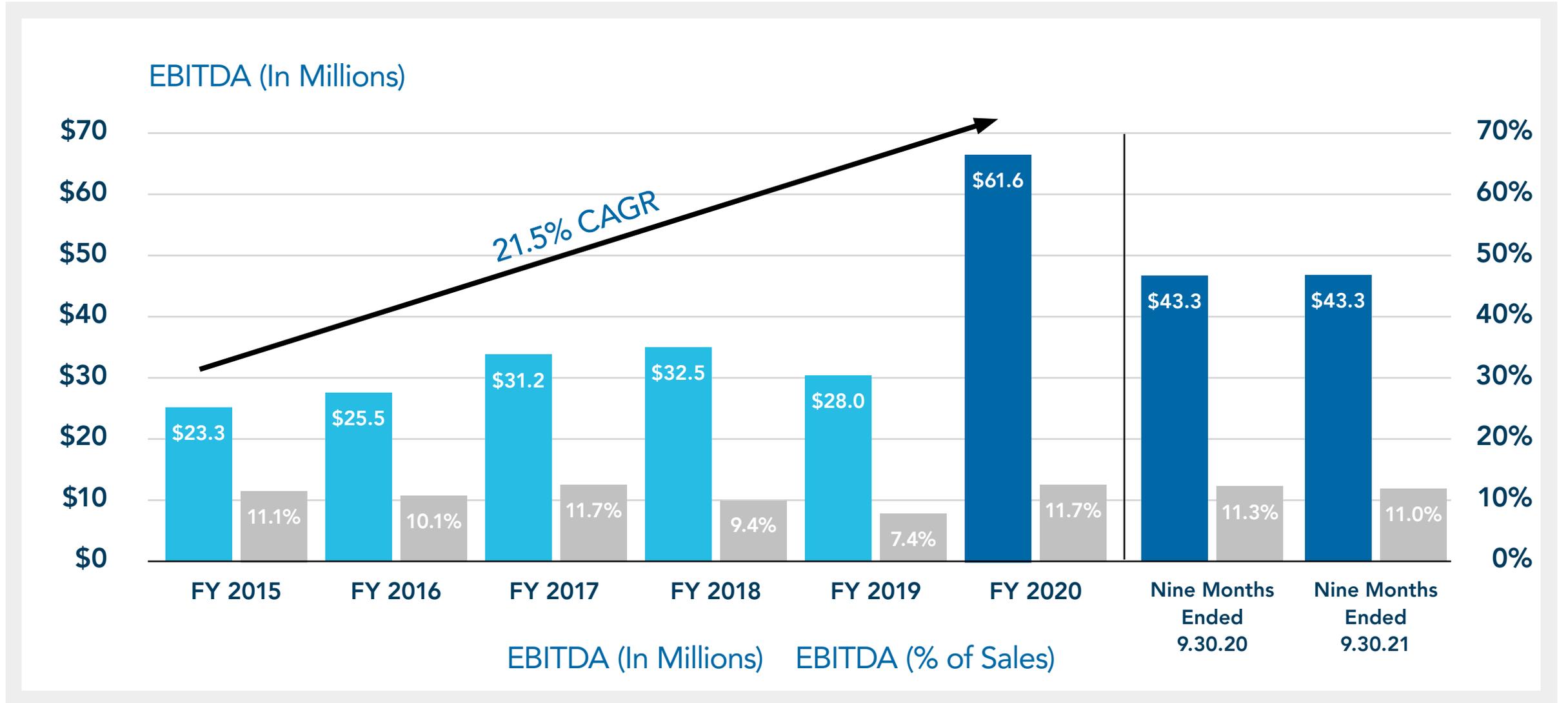
Diluted Earnings Per Share



*Includes a pension plan termination charge of \$6.9 million recognized during the second quarter of 2021, which resulted in a reduction of diluted earnings per share of \$0.39.

DELIVERING

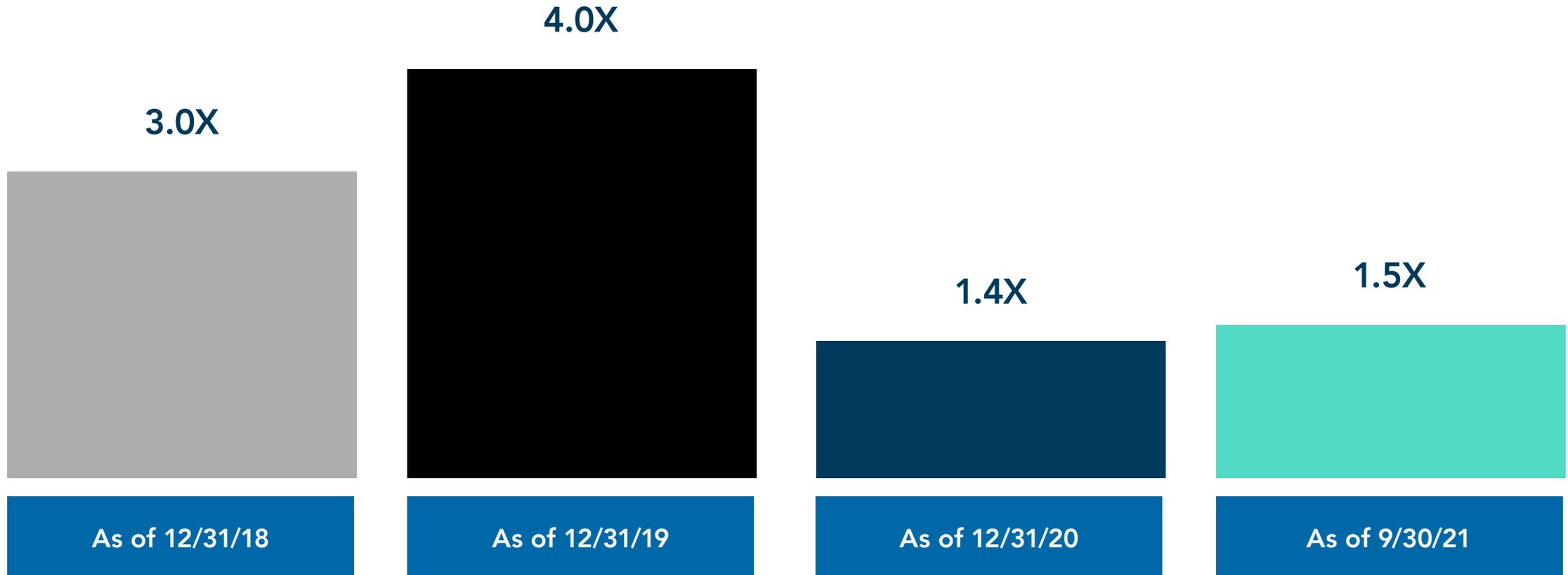
A Record of Strong Performance



DEBT REDUCTION

Significant Reduction in Leverage Ratio

Debt to EBITDA Ratios*



CAPITAL ALLOCATION STRATEGY

Aligned to Strategic Growth



CAPITAL ALLOCATION PRIORITIES:

INVESTMENTS TO SUPPORT ORGANIC GROWTH

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

SUSTAINABLE DIVIDEND

DEBT REDUCTION

STRATEGIC ACQUISITIONS



DRIVERS:

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.



Rose Benstock

Superior Surgical Manufacturing Co is founded in Long Island, NY



Fashion Seal Uniforms

Released first brand, Fashion Seal Uniforms, and created first catalog



Business Expansion

Expanded to include restaurant and hospitality uniforms

WORKLON

Worklon

Acquired Worklon Industrial Uniforms and Garment Manufacturing



Imagewear

Acquired Shane Uniforms and entered the Employee Identification and hospitality uniform market



Automation

Implemented state-of-the art warehousing systems to better serve our customers



SAP

Implemented centralized enterprise management system to best serve our customers' needs



Branding Solutions

Acquired BAMKO, Tangerine, and Public Identity



Centennial Anniversary

SGC celebrates 100 years of excellence



Gifts By Design

Acquired Gifts By Design



World War II

Fulfilled contracts for the United States Armed Forces Medical Procurements Division in support of war efforts



Manufacturing Expansion

Expanded manufacturing capacity via strategic expansion of sewing factories across America



IPO

Superior goes public and broadens its business solutions through more than a dozen synergistic acquisitions



Globalization

Expanded manufacturing and sourcing operations overseas in socially responsible facilities



Superior Uniform Group

Changed company name to Superior Uniform Group, Inc.®



The Office Gurus

Created The Office Gurus® call center division



HPI

Acquired HPI Direct



CID

Acquired CID Resources



COVID-19

Company's support of critical PPE



Sutter's Mill

Acquired Sutter's Mill



APPENDIX



NON-GAAP RECONCILIATION



\$ in Thousands	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	Nine Months Ended 9.30.20	Nine Months Ended 9.30.21
Net Income	\$13,066	\$14,638	\$15,022	\$16,975	\$12,066	\$41,026	\$28,485	\$23,251
Interest Expense	\$519	\$688	\$802	\$3,207	\$4,399	\$2,003	\$1,732	\$925
Income Tax Expense	\$5,830	\$5,260	\$9,760	\$4,420	\$3,220	\$10,430	\$7,090	\$5,490
Depreciation & Amortization	\$3,873	\$4,935	\$5,653	\$7,906	\$8,272	\$8,132	\$5,972	\$6,719
Pension Plan Termination Charge	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$6,945
EBITDA	\$23,288	\$25,521	\$31,237	\$32,508	\$27,957	\$61,591	\$43,279	\$43,330

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

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or at www.sec.gov

www.SuperiorGroupofCompanies.com