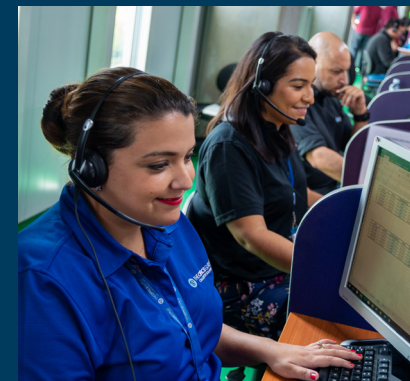
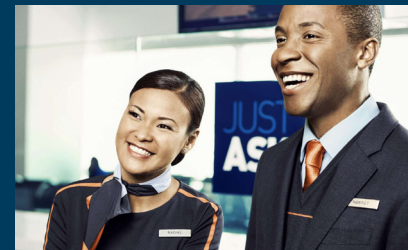


Investor PRESENTATION

August 8, 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.

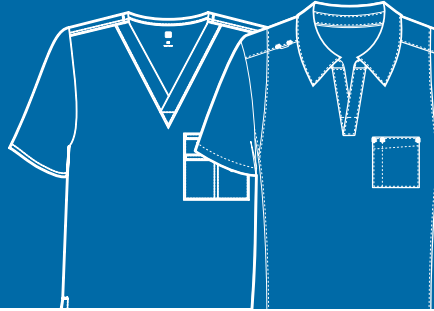
Shareholders, potential investors and other readers are urged to consider these factors carefully in evaluating the forward-looking statements made herein and are cautioned not to place undue reliance on such forward-looking statements. All subsequent written or oral forward-looking statements attributable 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.



3 DIVERSIFIED BUSINESSES

Offering a compelling portfolio of companies that help others enhance their brands

HEALTHCARE APPAREL



Healthcare apparel provider for over 100 years

Healthcare apparel, including retail scrubs brands, industrial laundry scrubs, lab coats, patient apparel and specialty products sold through all channels



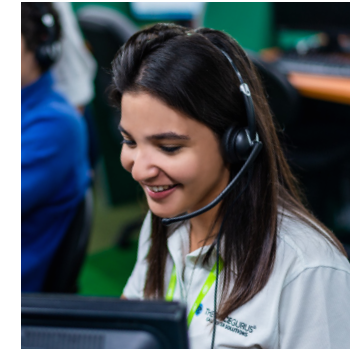
BRANDED PRODUCTS



We are the fastest growing and one of the top ten largest branded products distributors in the US



CONTACT CENTERS



Nearshore contact center provider serving small- and mid-sized businesses in many industries

Performs inbound and outbound contact services

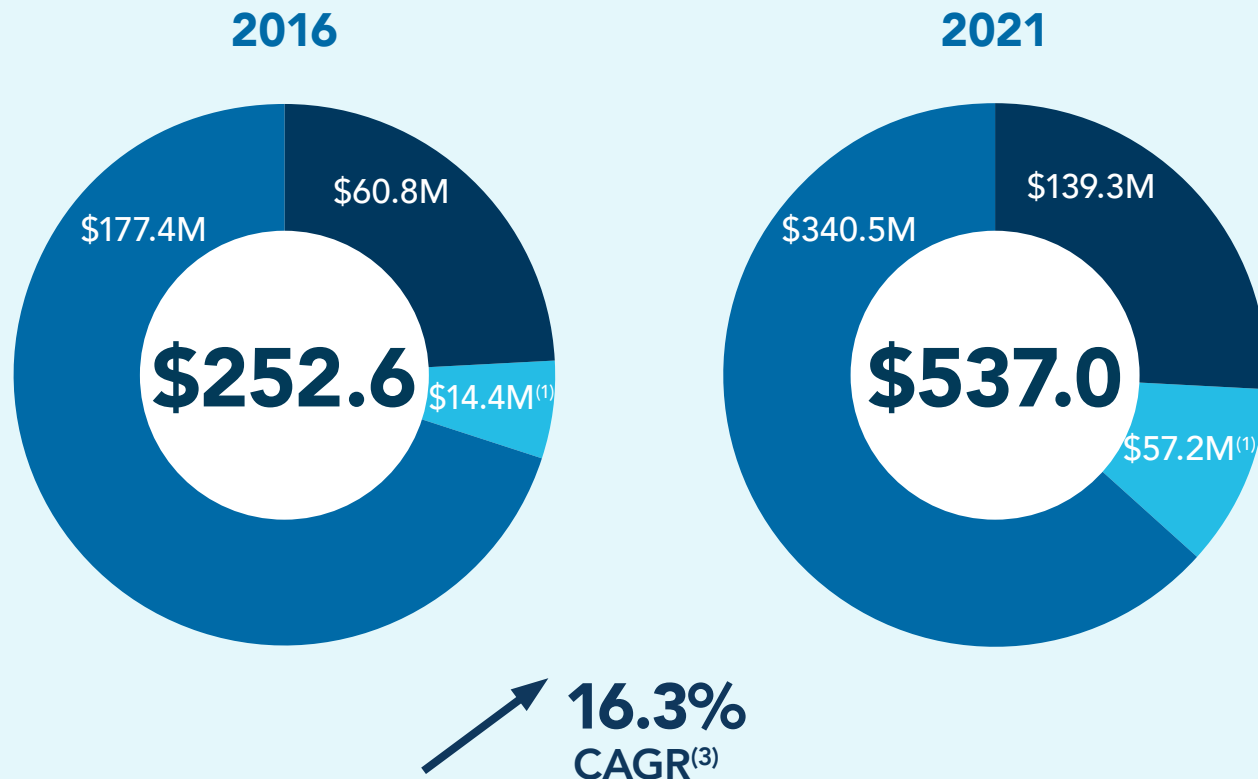


INVESTMENT HIGHLIGHTS

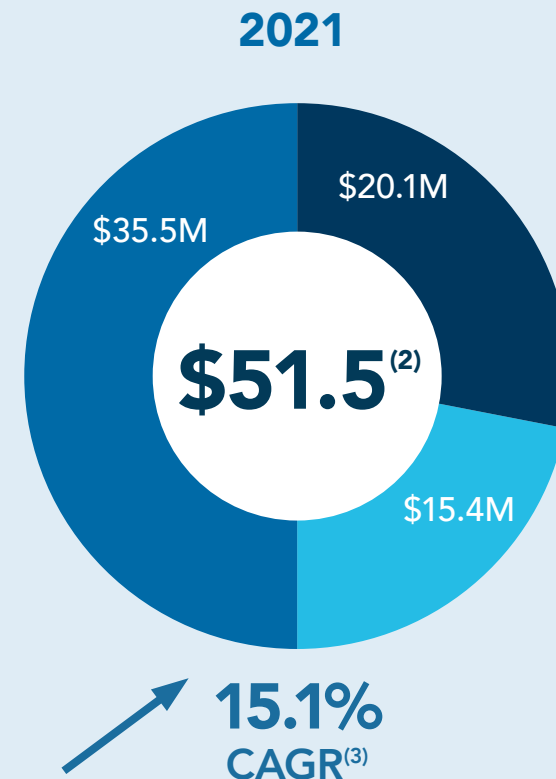
- Completed reorganization has created three diversified business platforms with a combined TAM of \$130.9B
- Proven history of value creation
- Highly fragmented industries ripe for consolidation and taking organic market share
- Fully aligned and experienced management team
- Recent technology investments provides meaningful opportunity to expand margins and cash flow in the coming years

SUCCESSFUL BUSINESS MODEL WITH DIVERSIFIED REVENUE MIX

REVENUE MIX: THEN AND NOW



EBITDA BY DIVISION



Branded Products

Healthcare Apparel

Contact Centers

HEALTHCARE APPAREL



SLATE

THRIVE

RENEW

MOTO

AERO

PRO

W123

WONDERFLEX

LAB COATS

LAYERS

WONDERWORK

ORIGINS



Fashion Seal Healthcare®

WORKLON

INDY

FASHIONBLEND

FASHIONPOPLIN

SIMPLYSOFT



carhartt



FORCE

RUGGED FLEX

RUGGED FLEX
RIPSTOP

CROSS-FLEX

LIBERTY

RIPSTOP

SUB-SCRUBS



HEALTHCARE APPAREL

- Positional to grow market share via wide range of recognized brands
- SGC is the only company serving all channels of Healthcare Apparel

\$4.1B*

TAM in the US
(Larger Internationally)

~6.6%
SGC Market Share
~\$270M estimated retail
(~139M wholesale)

MARKET
SHARE

18.1%
5 YEAR REVENUE
CAGR
THROUGH
2021

2021 EBITDA
margin of
14.5%

RETAIL, OMNICHANNEL,
E-COMMERCE RETAILERS,
SPECIALTY, INTERNATIONAL,
DISTRIBUTORS,
LAUNDRIES



SALES CHANNELS

2M
caregivers wear our brands
every day to work



COMPETITIVE LANDSCAPE

FIGS

Public (D2C)
\$420M 2021
net revenue



Private Equity
est. \$800M 2021

kindthread

Private Equity
est. \$240M 2021

**STANDARD
TEXTILE** since 1940

Privately Held
est. \$1.5B 2021

BARCO

Privately Held
est. \$70M 2021



Privately Held
est. \$20.2B 2021
(est \$70M Healthcare Apparel)

*Estimated Retail Dollars. SGC healthcare apparel revenue is recorded in wholesale dollars and has been estimated at retail value for this market share calculation.

MULTIPLE DISTRIBUTION CHANNELS FOR HEALTHCARE APPAREL

Largest channel partners in the US,
Canada and in more than 31 countries
around the world, including:

SERVING HEALTHCARE PROFESSIONALS THROUGH INDUSTRY LEADING PARTNERS

ATWOODS
Ranch & Home

UniFirst
Uniforms Services Solutions

ALSCO

amazon

Unitex

SANMAR

Banner Health.

scrubs&beyond

CINTAS
READY FOR THE WORKDAY®

**Life Care
Centers
of America**

the UNIFORM OUTLET

**Northwestern
Medicine®**

TARGET

Zappos
.com

Davita.

**NYC
HEALTH+
HOSPITALS**

Fleet Farm

BARNES & NOBLE
COLLEGE

Mark's

VCA
Animal Hospitals

BRANDED PRODUCTS

Highly fragmented market offers the opportunity to provide SGC's branded merchandise, apparel, accessories and operational services to support large national programs

\$25.8B

TAM in the US

~1.3%

SGC Market Share

~\$340.4M

(Based on 2021 Sales)

13.9%
5 YEAR REVENUE
CAGR
THROUGH
2021



2021 EBITDA
margin of
10.4%



5+ Million
Americans wear
our branded
uniforms to work
every day



Unique,
customized
branded
products



COMPETITIVE LANDSCAPE

4imprint

HALO
branded solutions

Geiger
Brandspiration

TWIN HILL

LANDS' END

Staples
Promotional Products

hhglobal

PROforma

A affinity

BARCO

25,000+

We are the 9th largest of more than 25,000 branded products distributors in the US⁽¹⁾.

(1) Source: PPAI

SERVING THE FORTUNE 500 WITH BRANDED PRODUCTS

WE SERVICE THE WORLD'S LARGEST BRANDS



WHERE WE OPERATE



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**



EL SALVADOR (2)



BELIZE (3)



FLORIDA



JAMAICA (2)



DOMINICAN REPUBLIC
(OPENING Q3 2022)



CONTACT CENTERS

Recognized leader in providing nearshore Call Center management to small and mid-sized and often first-time outsourcer accounts

Large and growing market

\$101B

TAM in the US
(Larger Internationally)

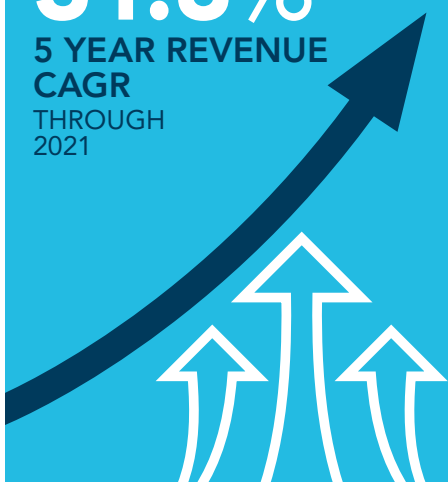
~0.1%

SGC Market Share



31.8%

5 YEAR REVENUE
CAGR
THROUGH
2021



Attractive EBITDA
Margin (2021)

23.9%



117%

NET REVENUE
RETENTION



Nearshore
is a rapidly
growing market as
companies look for
protection against an
expensive and tight
US labor market

COMPETITIVE LANDSCAPE

'21
Growth
Rate⁽¹⁾

'21
EBITDA
Margin


THEOFFICEGURUS®
CALL CENTER SOLUTIONS
Contact Centers

54%

24%

**Competitor⁽²⁾
Average**

18%⁽²⁾

19%⁽²⁾

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

PROVIDING CALL CENTER SERVICES TO MULTIPLE CUSTOMERS CHANNELS

WE SERVICE THE WIDELY UNDERSERVED SMALLER CLIENT MARKET



Elevate



MORGAN & MORGAN



BRILLIANT EARTH®

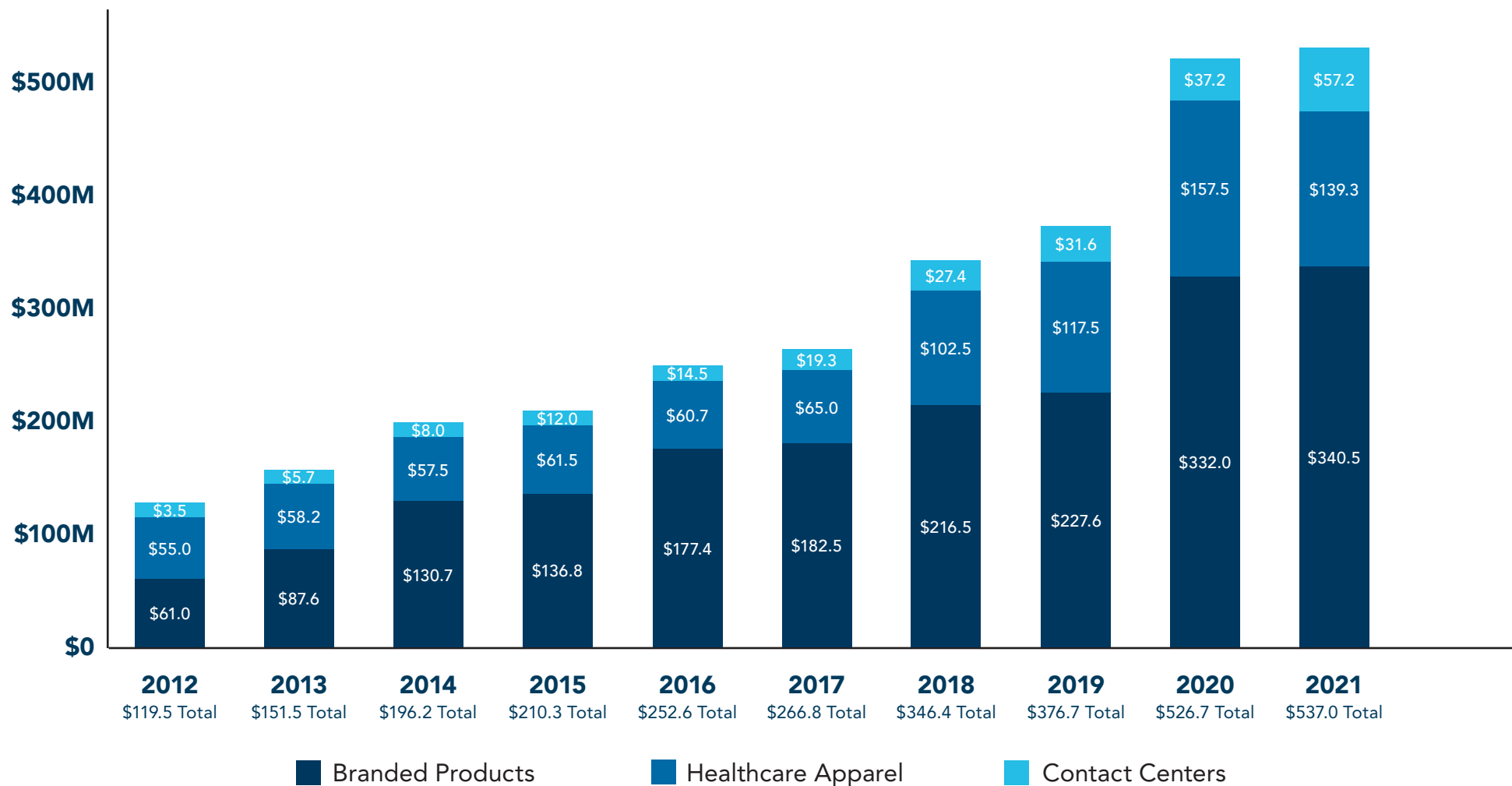


OVERVIEW





DELIVERED SUSTAINED ANNUALIZED GROWTH OF 18.2% SINCE 2012 WITH 12.5% ORGANIC CAGR AND 5.7% FROM ACQUISITIONS



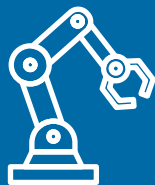
COMPELLING FUTURE GROWTH OPPORTUNITIES ORGANIC AND EXTERNAL

End markets are expanding, but
remain fragmented



INCREASING MARKET SHARE

EACH BUSINESS SEGMENT HAS SIGNIFICANT
GROWTH OPPORTUNITY WITHIN THE SEGMENT TAM



LEVERAGING PRIOR TECHNOLOGY INVESTMENTS

ROBOTICS, SOFTWARE PLATFORMS AND DC
EXPANSIONS COMPLETED THROUGH 2022 WILL
SUPPORT SGC'S FUTURE GROWTH PLANS



INTERNATIONAL EXPANSION

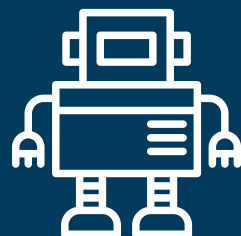
WE CURRENTLY HAVE LIMITED BUSINESS
OUTSIDE THE US AND CANADA WITH
GROWTH OPPORTUNITIES WORLDWIDE

TARGETING
REVENUES
OF
\$1B
IN THE
COMING
YEARS

OPPORTUNITY
TO EXPAND
MARGINS
IN THE
COMING
YEARS BY
400
BASIS
POINTS

LEVERAGING TECHNOLOGY TO DRIVE EFFICIENCY

Recent investments to increase
operating efficiency and improve
customer experience



INVESTMENT IN TECHNOLOGY

- Robotics - Dallas robotic systems implementation completed Q1 2021
- \$17M+ investment in Arkansas warehouse robotics (live May 2022)
- 400+ Upgraded E-commerce sites for our customers
- New technology in forecasting
- New AI payables technology
- Product Lifecycle Management (CID, FSH, HPI)
- 3D design tools
- Updated and modernized embroidery equipment
- Implemented new Warehouse Management System (WMS) in satellite warehouses
- Enhanced inventory management processes utilizing SAP MRP
- Increased productivity using new data mass change tools
- New raw materials planning processes (Q4 2022)
- Dashboard reporting using data marts and Power bi

OTHER INTERESTING POINTS



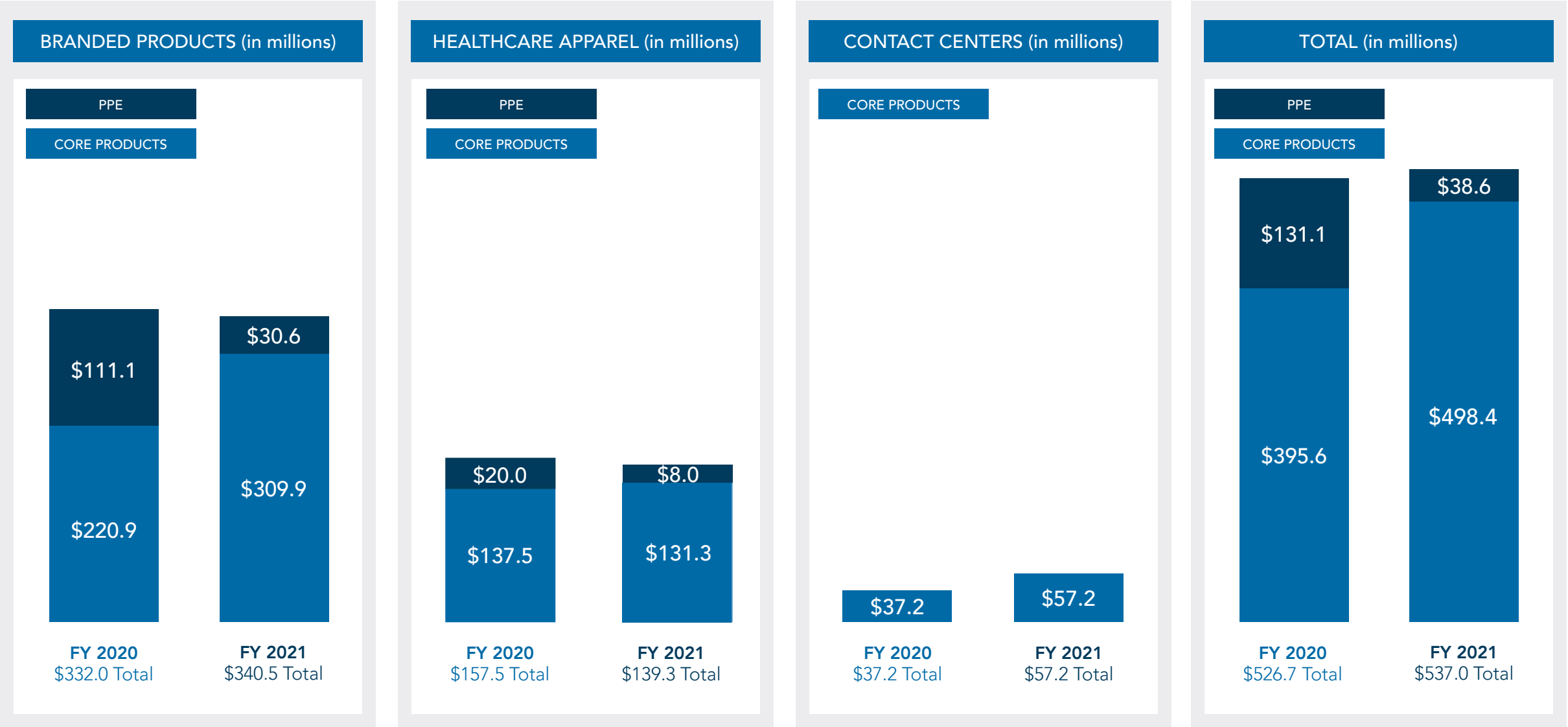
- Successfully hired in 2022 key executives in Finance, Divisional Leadership, Supply Chain and Distribution to support future growth
- Poland - ability to ship factory direct to Poland 3PL, and then direct from Poland to EU
- Active role in manufacturing with redundant manufacturing strategy
- Significant operating presence in 10 countries (2 duty free, 1 CAFTA) with Healthcare uniform manufacturing primarily in countries duty free into US
- 30 quality assurance tests in 2 company owned labs (US and China) to comply with safety protocols and to ensure durability and performance specifications are met
- Expanded lower cost, near-shore production capabilities
- Back office support primarily in India, China, Vietnam and Central America

FINANCIAL HIGHLIGHTS



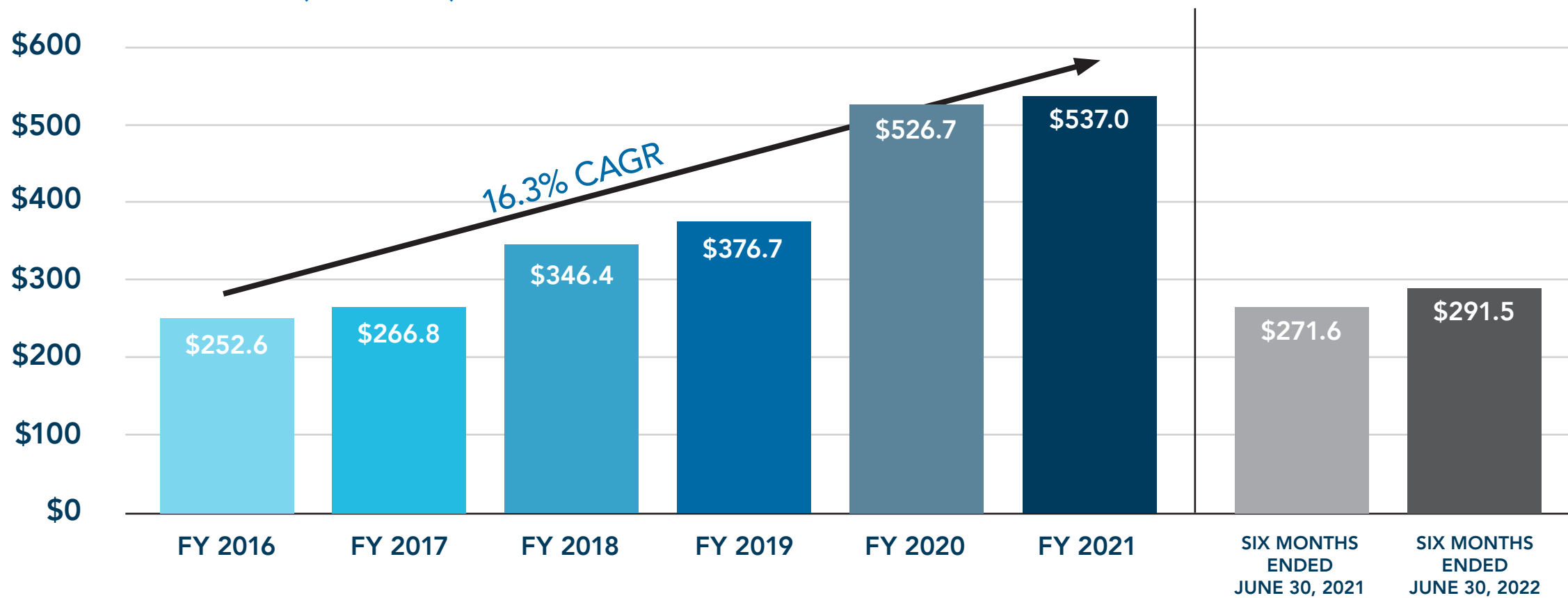
BRANDED PRODUCTS, HEALTHCARE APPAREL AND CONTACT CENTER SALES

Full Year Comparisons Between 2020 and 2021

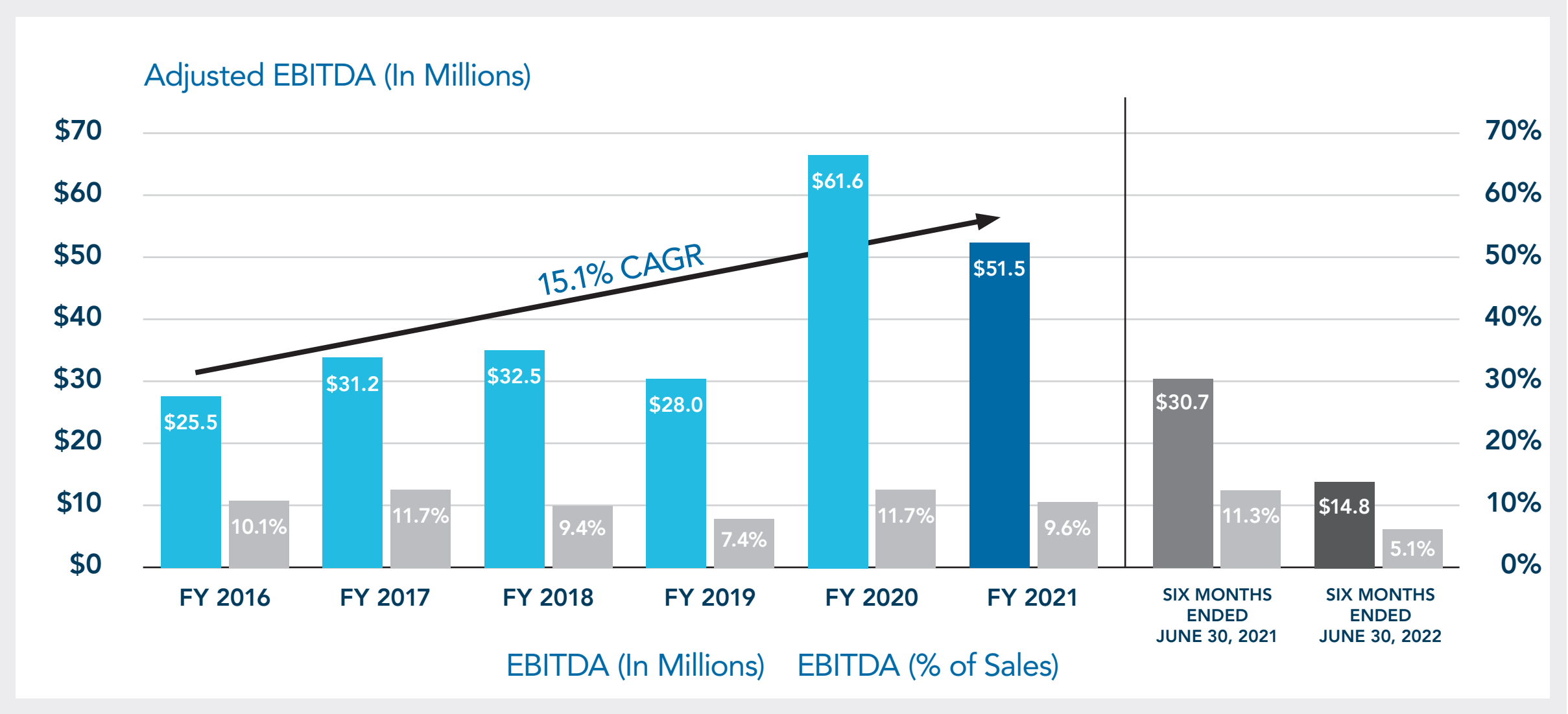


DELIVERING CONSISTENT REVENUE GROWTH

NET SALES (In Millions)



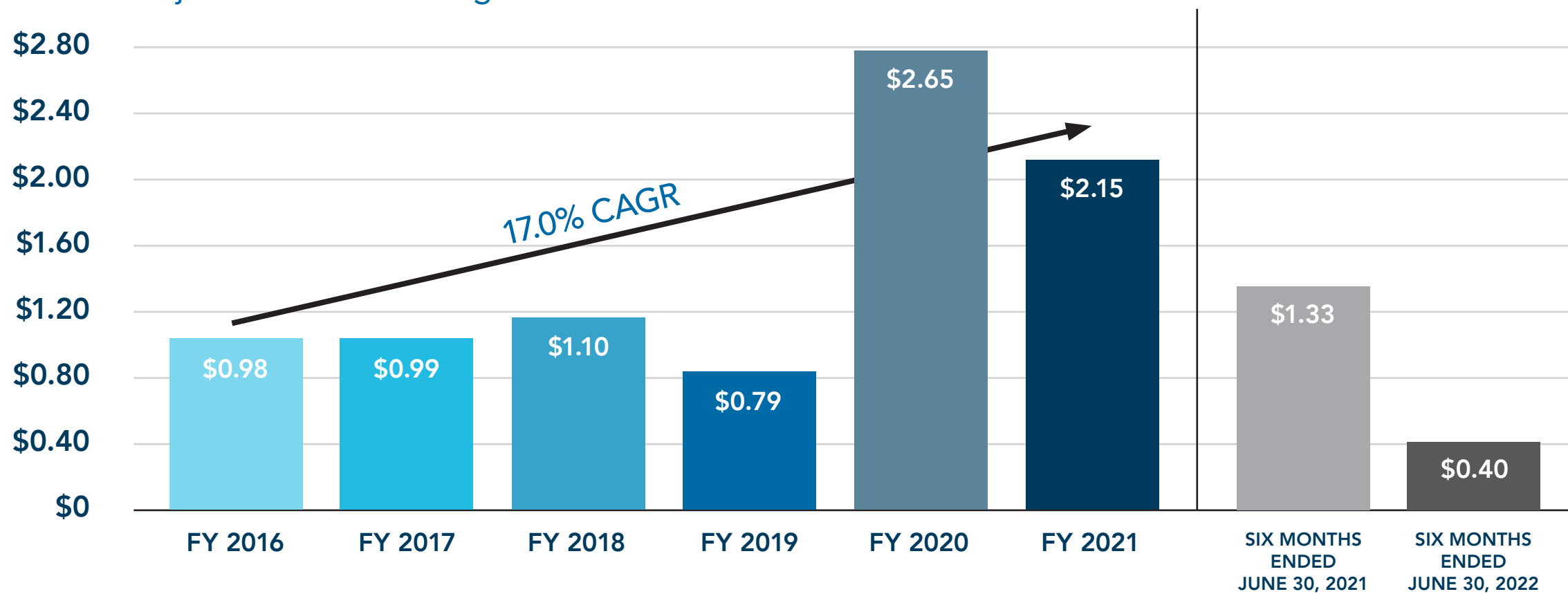
STEADY INCREASE IN PROFITABILITY



See Non-GAAP Reconciliation of EBITDA on Slide 33

IMPROVED SHAREHOLDER RETURNS

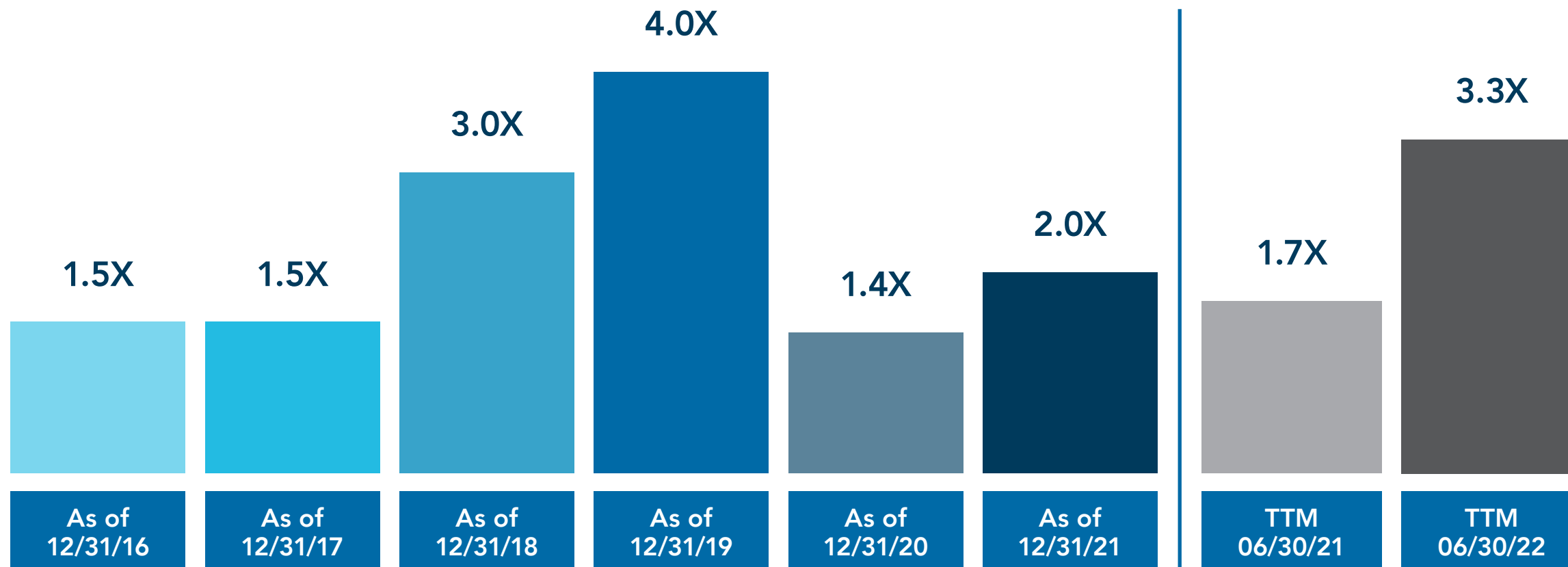
Adjusted Diluted Earnings Per Share



DEBT REDUCTION

Reduction in Leverage Ratio

Debt to EBITDA Ratios*



CAPITAL ALLOCATION STRATEGY

Aligned to Strategic Growth

CAPITAL ALLOCATION PRIORITIES

INVESTMENTS TO SUPPORT ORGANIC GROWTH

- Expand low-cost production capabilities

DIVIDEND

- Paid a dividend since 1977

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

- Reduction to inventories
- Reduction to SG&A expenses
- Continued improvement to gross margin
- Improvement to operating efficiency at company managed manufacturing facilities allowing higher percentage of manufacturing capacity from these lowest cost facilities

INVESTMENTS IN ORGANIZATIONAL INFRASTRUCTURE



CORPORATE SOCIAL RESPONSIBILITY

Pandemic Response - Provided Substantial Support to Our Employees



PHYSICAL

- Work From Home
- Providing PPE
- Elevated Sanitation & Safety Measures
- Telemedicine co-pay fee waived
- COVID-19 Vaccine Incentives



EMOTIONAL

- Additional PTO, including rollover to 2022
- PTO extension to support DC/warehouse workers
- Access to free sessions with mental health professionals
- Frequent CEO and management communications



FINANCIAL

- Bonuses for hourly workers and temporary wage increases for DC/warehouse workers
- Company subsidized disability coverage



COVID-19 VACCINATION & TESTING

- Actively encouraged employees and dependents to get vaccinated
- Covered cost of vaccine for all employees and dependents
- Offered wellness incentive cash gift cards with proof of vaccination
- Provided more than 1,000 COVID-19 test kits to employees and their dependents at no charge

490

Employees rewarded for proof of COVID-19 vaccination

\$33,900

In gift cards distributed to employees as COVID-19 vaccination wellness incentive rewards

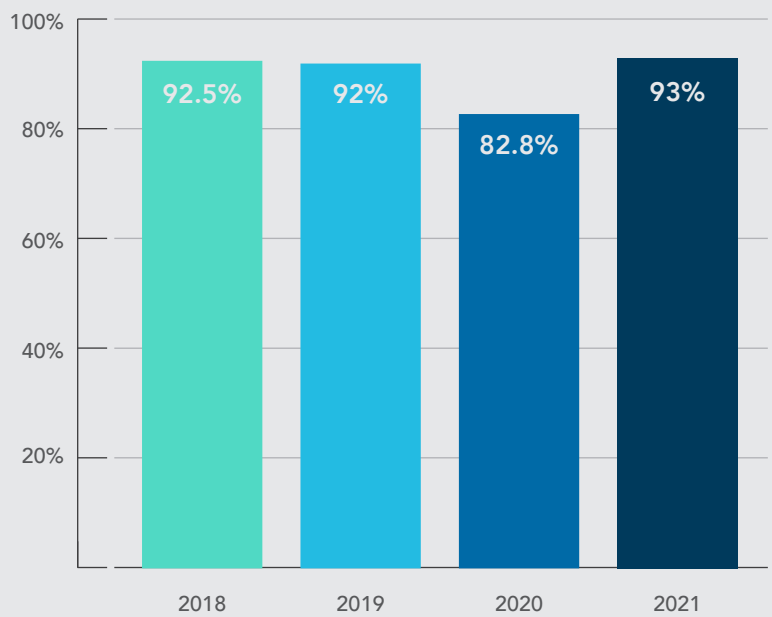
1,000+

COVID-19 test kits provided to employees

CORPORATE SOCIAL RESPONSIBILITY



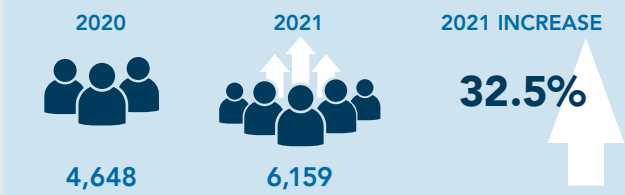
PERCENTAGES OF SUPPLIERS SCREENED USING SOCIAL CRITERIA FOR SGC'S UNIFORM SEGMENT



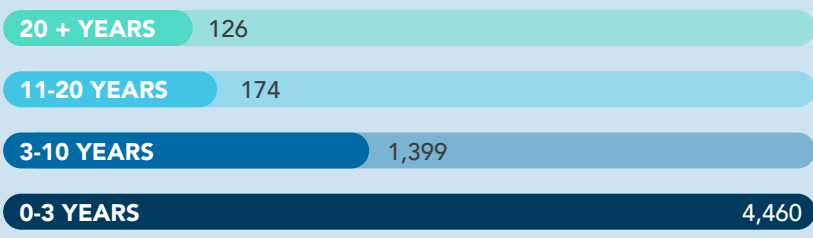
DIVERSITY & INCLUSION

COMPANY HEADCOUNT

Global increase in headcount in 2021

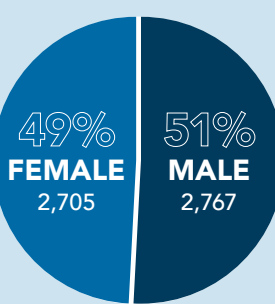


EMPLOYEE TENURE



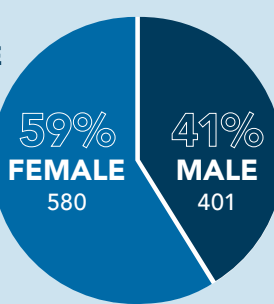
GLOBAL WORKFORCE

Gender Breakdown*

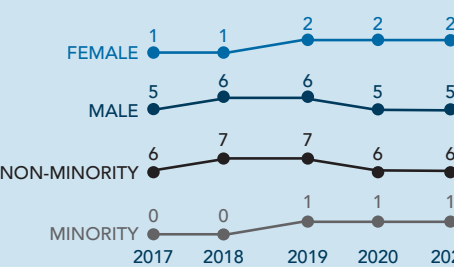


US WORKFORCE

Gender Breakdown



BOARD OF DIRECTORS DIVERSITY



2021 TOTAL CHARITABLE CONTRIBUTIONS

COMMUNITY RELATIONS



80+

Charitable organizations receiving cash contributions from SGC and its divisions

\$168,000+

Cash contributions

CLINICAL APPAREL DONATIONS

10

Nonprofit organizations supported in the U.S. and Haiti

132,638

Units of apparel

\$2.6M+

Worth of clothing donated

* For the period from January 1 – June 30, 2021, representative of 89% of SGC's total global headcount as of December 31, 2021.

INVESTMENT HIGHLIGHTS

- Completed reorganization has created three diversified business platforms with a combined TAM of \$130.9B
- Proven history of value creation
- Highly fragmented industries ripe for consolidation and taking organic market share
- Fully aligned and experienced management team
- Recent technology investments providing meaningful opportunity to expand margins and cash flow in the coming years



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



Guardian Products

Acquired Guardian Products



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 FINANCIAL MEASURES – REPORTED TO ADJUSTED RESULTS



\$ in Thousands, Except Share and Par Value Data	FY 2021	SIX MONTHS ENDED JUNE 30, 2021	SIX MONTHS ENDED JUNE 30, 2022
Net Income (Loss)	\$29,440	\$16,855	(\$21,445)
Adjustment for Items:			
Goodwill Impairment Charge	\$ -	\$ -	\$24,458
Intangible Assets Impairment Charge	\$ -	\$ -	\$5,581
Pension Plan Termination Charge	\$7,821	\$6,945	\$ -
Tax Impact of Adjustment	(\$2,636)	(\$2,410)	(\$2,040)
Adjusted Net Income⁽¹⁾	\$34,625	\$21,390	\$6,554
Diluted Net Income (Loss) Per Share	\$1.83	\$1.05	(\$1.37)
Adjustment for Items, After-Tax, Per Diluted Share	\$0.32	\$0.28	\$1.77
Diluted Adjusted Net Income Per Share⁽¹⁾	\$2.15	\$1.33	\$0.40
Weighted Average Shares Outstanding During the Period:			
Diluted, As Reported	16,091,070	16,039,605	15,705,646
Diluted, As Adjusted ⁽²⁾	16,091,070	16,039,605	16,194,351

(1) Adjusted net income and diluted adjusted net income per share, which are non-GAAP measures, are defined as net income and net income per share, excluding the impacts of impairment and pension plan termination charges. Management believes adjusted net income and diluted adjusted net income per share provides useful information to investors because it allows management, investors and others to evaluate and compare our operating results from period to period by removing the impact of impairment and pension plan termination charges that are not reflective of our core business. (2) Diluted weighted average shares outstanding used to calculate diluted adjusted net income per share includes shares of common stock of 488,705 for the six months ended June 30, 2022. These shares were excluded from diluted weighted average shares outstanding used to calculate diluted net income (loss) per share, as the Company recognized a net loss their inclusion would have been antidilutive.

NON-GAAP RECONCILIATION



\$ in Thousands	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	SIX MONTHS ENDED JUNE 30, 2021	SIX MONTHS ENDED JUNE 30, 2022
Net Income (Loss)	\$14,638	\$15,022	\$16,975	\$12,066	\$41,026	\$27,918	\$16,855	(\$21,445)
Interest Expense	\$688	\$802	\$3,207	\$4,399	\$2,003	\$1,220	\$605	\$882
Income Tax Expense (Benefit)	\$5,260	\$9,760	\$4,420	\$3,220	\$10,430	\$5,209	\$1,910	(\$801)
Depreciation & Amortization	\$4,935	\$5,653	\$7,906	\$8,272	\$8,132	\$9,291	\$4,430	\$6,103
Pension Plan Termination Charge	\$ -	\$ -	\$ -	\$ -	\$ -	\$7,821	\$6,945	\$ -
Goodwill & Tradename Impairment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$30,039
EBITDA	\$25,521	\$31,237	\$32,508	\$27,957	\$61,591	\$51,459	\$30,745	\$14,778

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 charges from the termination of the Company's pension plans and the goodwill and tradename impairment. 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:

www.sec.gov

or

investors@superiorgroupofcompanies.com

www.SuperiorGroupofCompanies.com