



THE DIXIE GROUP

Exhibit 99.1

**November 2024
Investor Presentation**

**Contact:
Allen Danzey
CFO
The Dixie Group**

Phone: 706-876-5865

allen.danzey@dixiegroup.com

Forward Looking Statements

The Dixie Group, Inc.



-
- Statements in this presentation which relate to the future, are subject to risk factors and uncertainties that could cause actual results to differ materially from those indicated in such forward-looking statements. Such factors include the levels of demand for the products produced by the Company. Other factors that could affect the Company's results include, but are not limited to, raw material and transportation costs related to petroleum prices, the cost and availability of capital, and general economic and competitive conditions related to the Company's business. Issues related to the availability and price of energy may adversely affect the Company's operations. Additional information regarding these and other factors and uncertainties may be found in the Company's filings with the Securities and Exchange Commission.
 - General information set forth in this presentation concerning market conditions, sales data and trends in the U.S. carpet and rug markets are derived from various public and, in some cases, non-public sources. Although we believe such data and information to be accurate, we have not attempted to independently verify such information.

Dixie History



-
- 1920 Began as Dixie Mercerizing in Chattanooga, TN
 - 1990's Transitioned from textiles to floorcovering
 - 2003 Refined focus on upper- end floorcovering market
 - 2003 Launched Dixie Home - upper end residential line
 - 2005 Launched modular tile carpet line – new product category
 - 2012 Purchased Colormaster dye house and Crown Rugs
 - 2013 Purchased Robertex - wool carpet manufacturing
 - 2014 Purchased Atlas Carpet Mills – high-end commercial business
 - 2014 Purchased Burtco - computerized yarn placement for hospitality
 - 2016 Launched Calibré luxury vinyl flooring in Masland Contract
 - 2017 Launched Stainmaster® LVF in Masland and Dixie Home
 - 2018 Launched engineered wood in our Fabrica brand
 - 2018 Unified Atlas and Masland Contract into single business unit
 - 2019 Launched TRUCOR™ and TRUCOR Prime™ LVF in Dixie Home and Masland
 - 2021 Sale of AtlasMasland Commercial Business
 - 2022 Launched 1866 by Masland and Décor by Fabrica
 - 2024 Celebrating the 50th Anniversary of the Fabrica Brand

Dixie Today



THE DIXIE GROUP



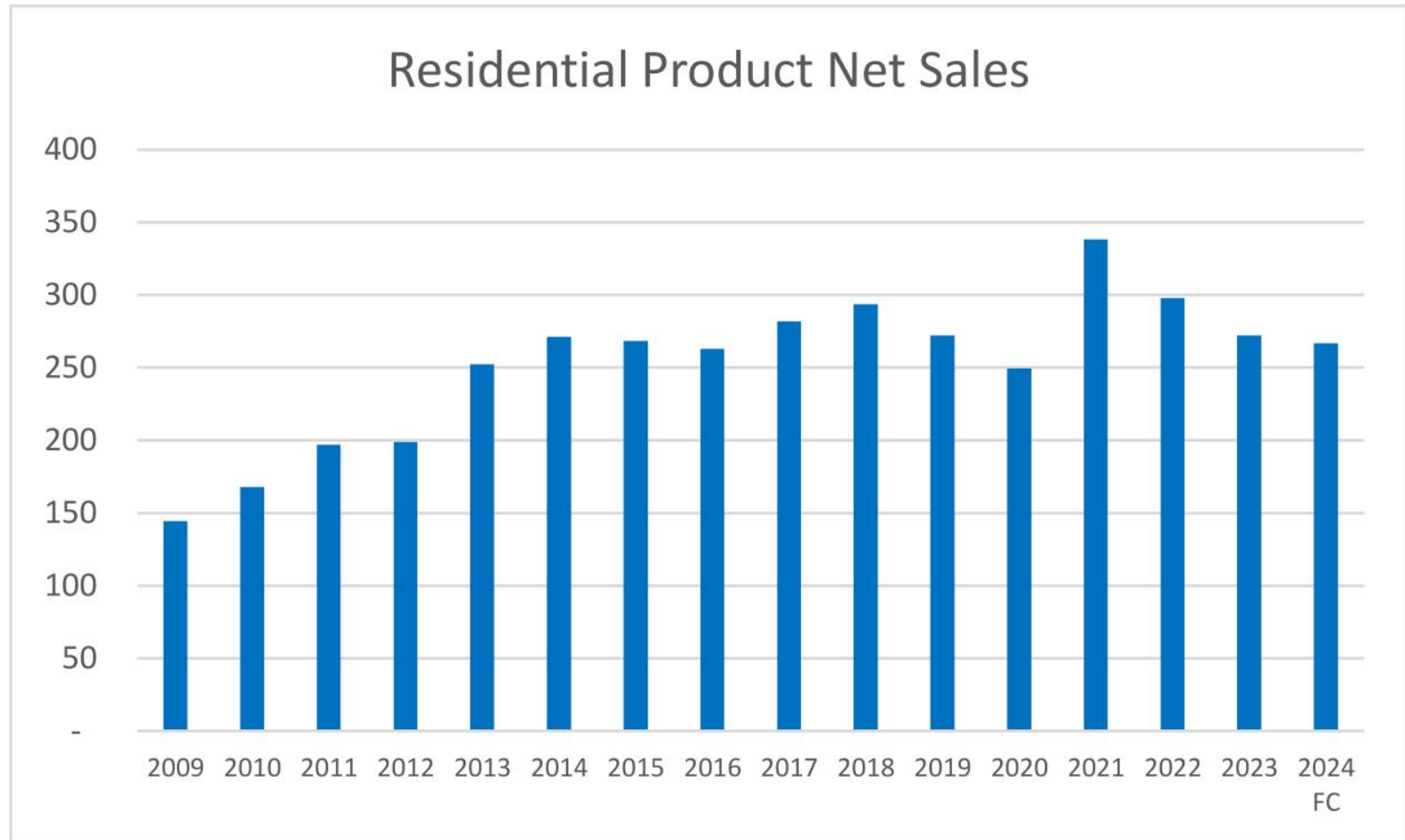
- Commitment to brands in the upper-end residential market with strong growth potential.
- Diversified customer base
 - Top 10 customers
 - 6.8% of sales
 - Top 100 customers
 - 24% of sales

Net Sales of Residential Products

(\$ shown in millions)



THE DIXIE GROUP



Dixie Group Business Drivers

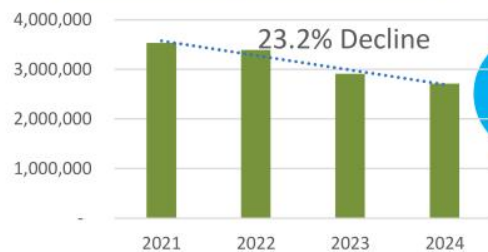


-
- The residential flooring market is driven by remodeling, existing home sales and new construction of single family and multifamily housing.
 - Our residential business plays primarily in the mid to high end residential replacement segment, dependent upon consumer confidence, the health of the stock market and the wealth effect.



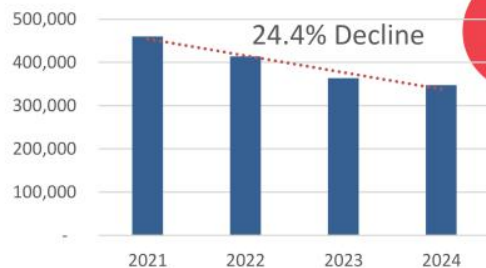
Market Data

Industry Sales in \$



Data is for first nine months of each year

Industry Sales in Units

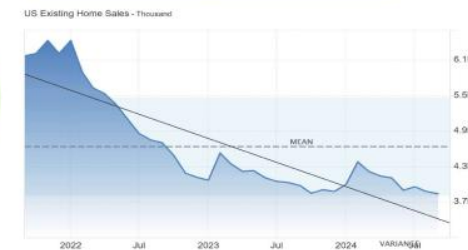


Data is for first nine months of each year

Comparative industry sales data for third quarter over the last three years show sales down 23.2% in dollars and 24.4% in units.

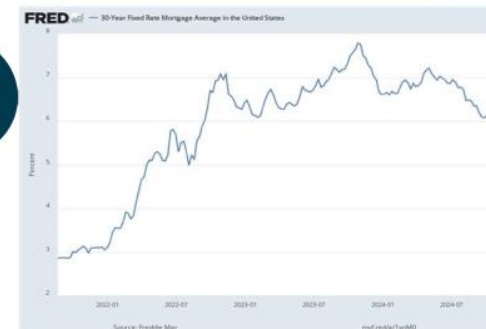
Existing home sales, affected by rising mortgage rates, are down significantly from the strong activity in 2022.

US Existing Home Sales



Source: realtorgo.com | National Association of Realtors

Mortgage Rates



Source: Freddie Mac

Remodeling Activity



THE DIXIE GROUP

Leading Indicator of Remodeling Activity – Third Quarter 2024



Notes: Improvements include remodels, replacements, additions, and structural alterations that increase the value of homes. Routine maintenance and repairs preserve the current quality of homes. Historical estimates since 2021 are produced using the LIRA model until American Housing Survey benchmark data become available.

© PRESIDENT AND FELLOWS OF HARVARD COLLEGE

Joint Center for Housing Studies of Harvard University JCHS

2023 U.S. Flooring Manufacturers

Flooring Manufacturers	Flooring \$ in millions	Flooring Market %
Shaw (Berkshire Hathaway)	5,487	21.6%
Mohawk (MHK)	4,895	19.3%
Engineered Floors	1,475	5.8%
MSI	1,367	5.4%
Mannington	852	3.4%
Imports & All Others	11,229	44.4%
Total	25,305	100.0%

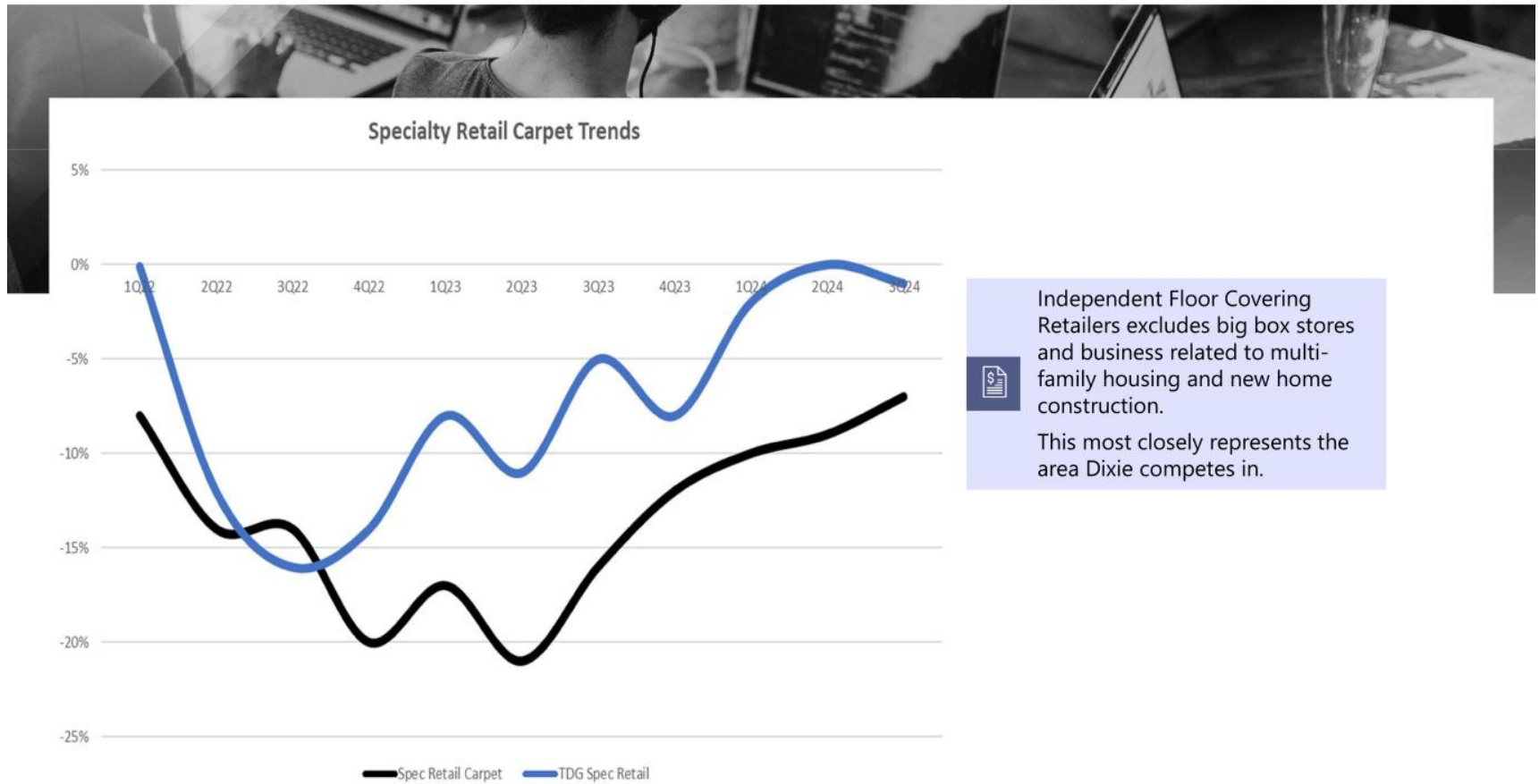
Source: Floor Focus - Flooring includes sales of carpet, rugs, ceramic floor tile, wood, laminate, resilient and rubber

Carpet Trends – Independent Floor Covering Retailers

The Dixie Group as Compared to the Industry



THE DIXIE GROUP

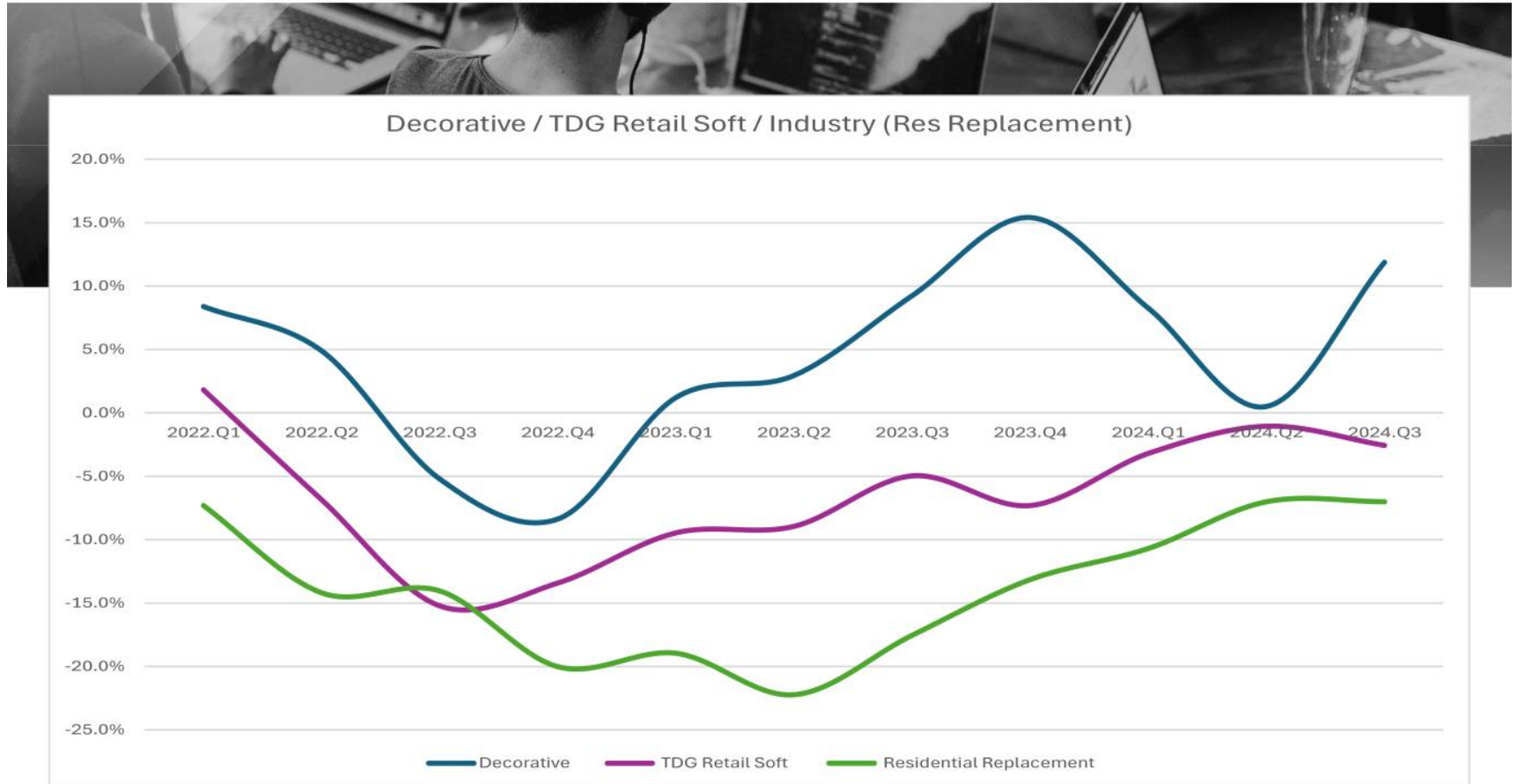


Independent Floor Covering Retailers excludes big box stores and business related to multi-family housing and new home construction. This most closely represents the area Dixie competes in.

GROWTH INITIATIVES

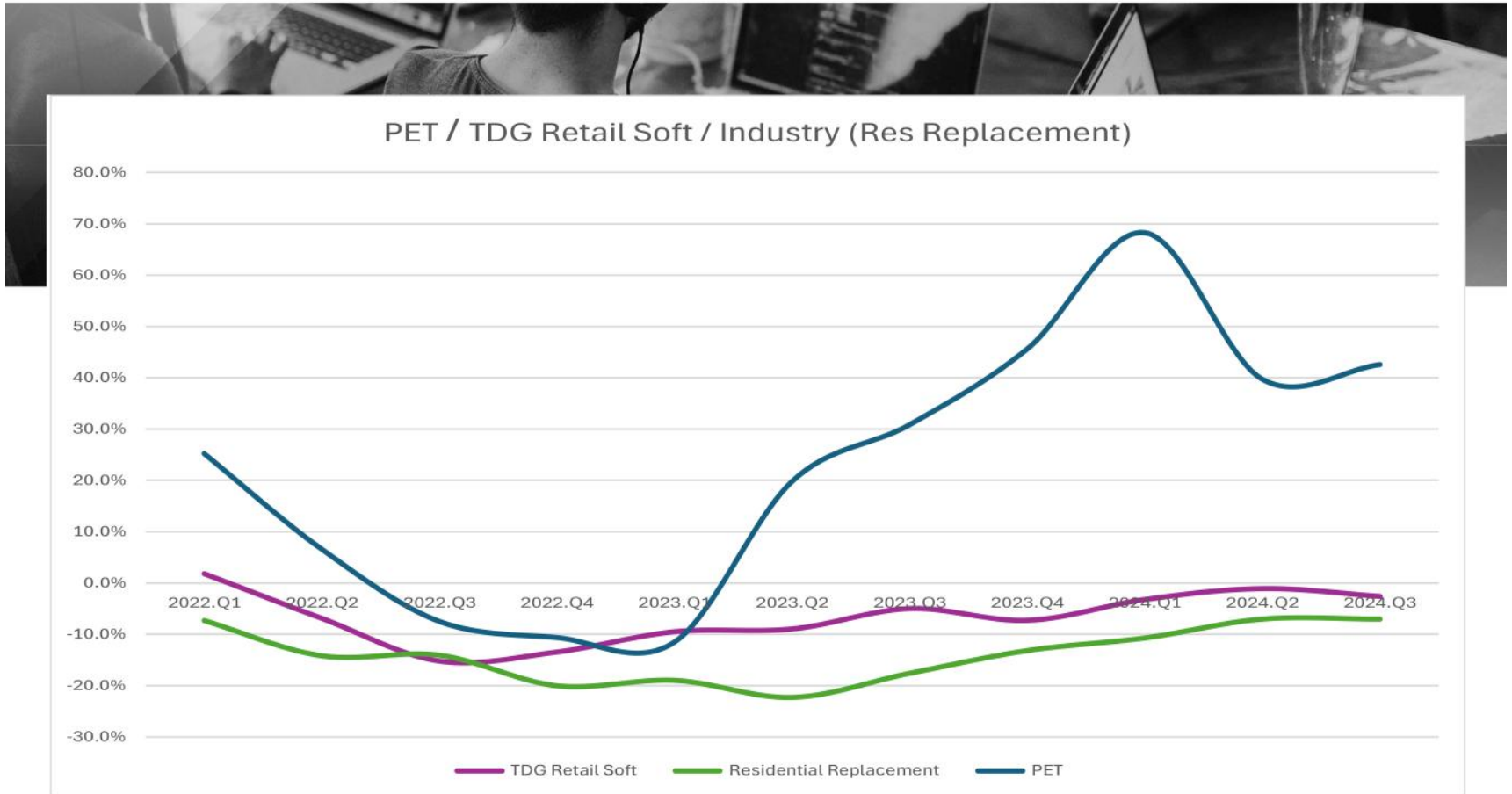


Decorative/TDG Retail Soft/Industry (Residential Replacement)



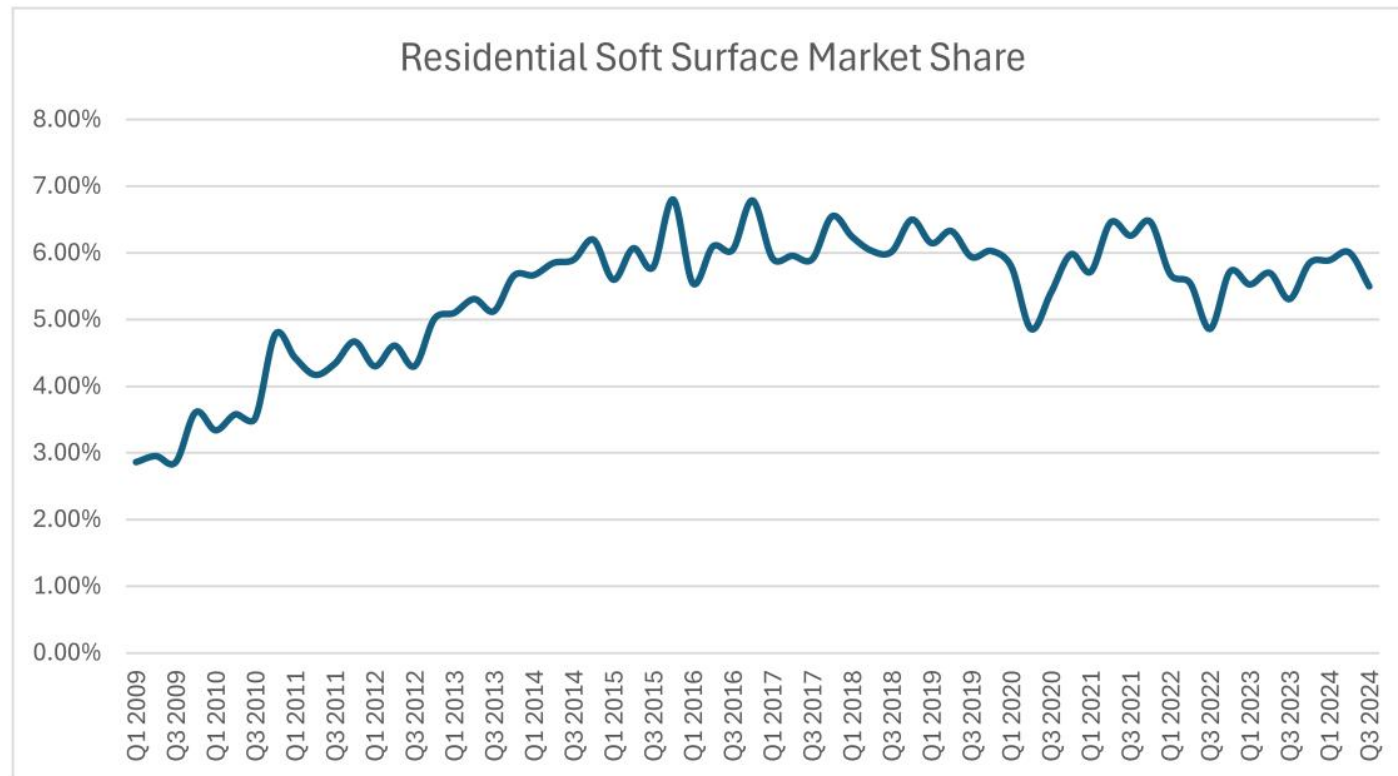
GROWTH INITIATIVES

PET/TDG Retail Soft/Industry (Residential Replacement)





Market Share



Sales by The Dixie Group as a percent of the estimated total residential market

Industry Positioning

The Dixie Group



- Strategically our business is driven by our relationship to the upper-end consumer and the design community
- This leads us to:
 - Have a sales force that is attuned to design and customer solutions
 - Be a “product driven company” with an emphasis on beautiful and trend setting styles, colors, and designs
 - Be quality focused with a reputation for building excellent products and standing behind what we make
 - And, unlike most of the industry, not manufacturing driven

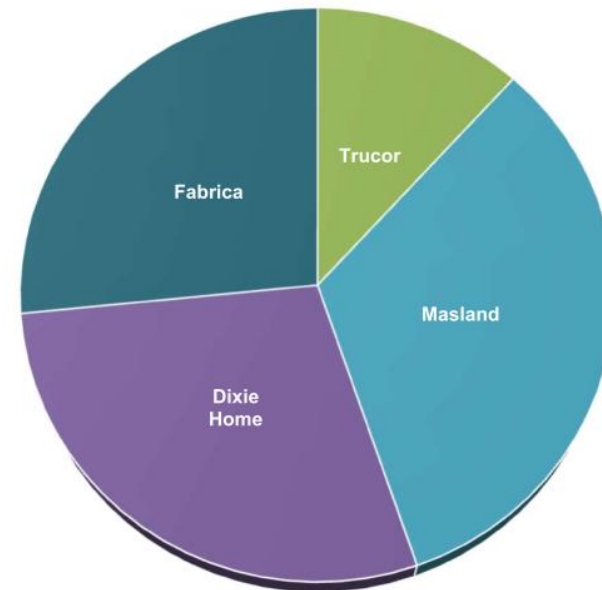
Dixie Group High-End Residential Sales

All Brands



Sales by Brand for Q3 2024

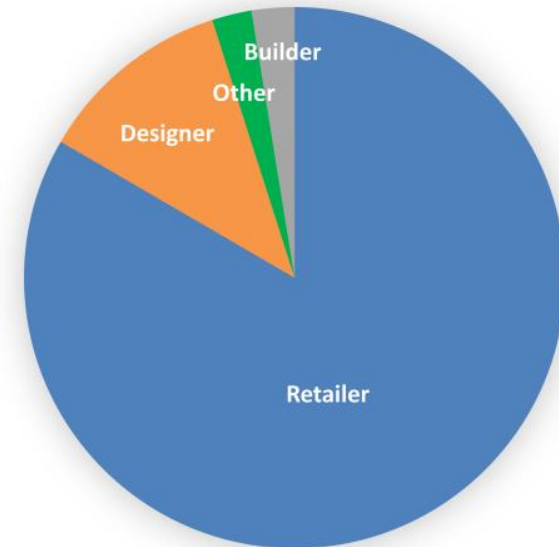
Trailing Twelve Months



Dixie Group High-End Residential Sales All Brands



Sales by Channel for Q3 2024 Trailing Twelve Months



The company believes that a significant portion of retail sales also involve a designer.



- In 2023, we rebranded Dixie Home as DH Floors and celebrated 20 years in the market.
- Affordable Fashion: DH Floors provides well styled carpet and hard surface designs in the mid to high end residential market.
- With a broad range of price points, DH Floors meets the needs of a wide range of consumers through the specialty retail channel.
- During 2023, our new collection of beautiful carpet styles made with DuraSilk™ SD Pet Solutions polyester was well received by the market and became a key growth category.
- In 2024, we are expanding our line of DuraSilk™SD carpet styles with unique aesthetics and colorations. We are also launching new EnVision® Nylon and EnVision®SD Nylon styles.
- Growth initiatives
 - DuraSilk™SD Pet Solutions Polyester
 - TRUCOR® SPC and MFC Hybrid flooring
 - DH engineered wood
 - EnVision® Nylon
 - EnVisionSD® Pet Solutions



- Inspired by Design: leading high-end brand with reputation for innovative styling, design and color
- High-end retail / designer driven, approximately 16% of sales directly involve a designer
- The most versatile offering in the industry
- Growth initiatives
 - TRUCOR® Prime WPC flooring
 - TRUCOR® Energy SPC flooring
 - TRUCOR® Tymbr high performance laminate flooring
 - 1866 by Masland high end wool and decorative carpet and rugs
 - EnVision Nylon™
 - EnVisionSD Pet Solutions™

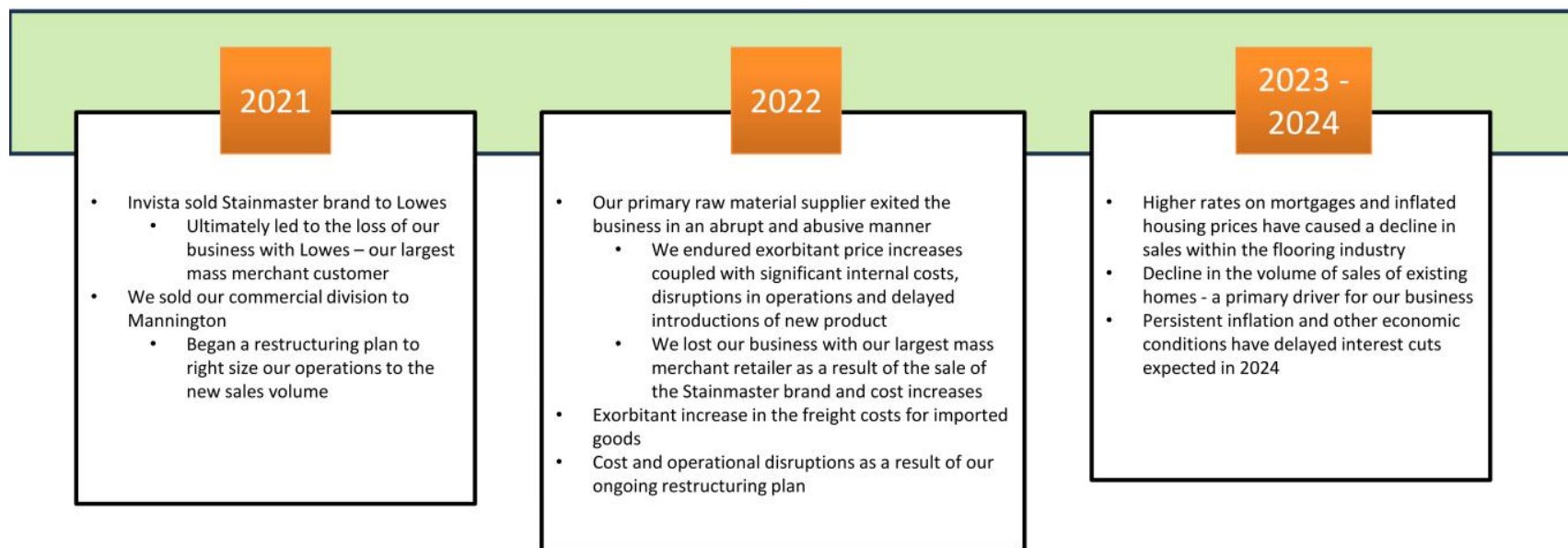
FABRICA



- Quality without Compromise: beautiful, high end residential products, manufactured with the finest raw materials and an unwavering commitment to quality and attention to detail.
- Designer focused, approximately 22% of sales directly involve a designer
- Custom construction, pattern, and color capabilities.
- Celebrating the Fabrica brand's 50th Anniversary in 2024
- Growth initiatives
 - Fabrica Fine Wood Floors, a sophisticated collection of refined wood flooring
 - EnVision Nylon™
 - Décor by Fabrica – high end wool and decorative carpet and rugs













Business Challenges








2023 Cost Reduction Plan

\$35.6 Million

Initiative	 <p>Employee Headcount Reduction Number of employees was reduced by 27% (354 employees)</p>	 <p>Lower Costs on Nylon Fiber. Existing nylon broadloom styles were converted to new raw material fibers from multiple suppliers at lower cost</p>	 <p>Reduction in Sample Expense Prior year included non-recurring expense for displays related to decorative and hard surface businesses</p>	 <p>Reduction in the Cost of Freight for Imported Inventory Inflated costs incurred in 2022 returned to, and remained at, more normal levels in 2023</p>	 <p>Other Cost Reductions Operational improvements, reductions in other raw materials, lease revenue from available warehouse space, increased freight surcharges and favorable adjustment to customer discount terms</p>
Cost Savings	 <p>\$13.4 Million</p>	 <p>\$7.0 Million</p>	 <p>\$5.0 Million</p>	 <p>\$4.1 Million</p>	 <p>\$6.1 Million</p>

2024 Cost Reduction Plan

\$11.0 Million

Initiative	 <p>Raw Material Cost Savings Savings from Partial Year of Internal Extrusion Operations and reductions in Costs of Nylon Fiber and Polyester Yarn</p>	 <p>Reductions in Expenses for Samples Costs maintained at a level to support new product introductions and sample replenishment</p>	 <p>Lower Expenses Related to Restructuring</p>	 <p>Change in Customer Terms for Discounts</p>	 <p>Other Cost Reductions Operational Improvements and Lease Revenue from Available Warehouse Space</p>
Cost Savings	 <p>\$3.4 Million</p>	 <p>\$1.6 Million</p>	 <p>\$2.0 Million</p>	 <p>\$1.8 Million</p>	 <p>\$2.2 Million</p>

Looking Forward



We anticipate strong sales driven by pent up demand when interest rates are reduced and the housing market recovers.



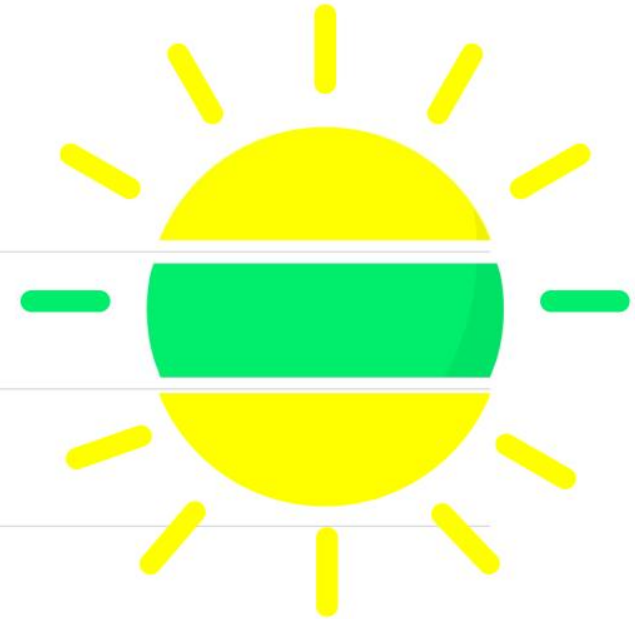
Gross margins will continue to improve with full volume from extrusion operations and increased volume in the manufacturing plants.



Selling expenses are expected to stay at normal levels for product introductions and sample replenishment.



Other income will increase for revenue from leasing available warehouse space.





FABRICA

Masland
INSPIRED BY DESIGN.



THE DIXIE GROUP



DIXIE
HOME 

 TRUCOR®
FLOORING SIMPLIFIED

