



Forward Looking Statements

- ▲ This presentation contains “Forward Looking” statements which reflect the Company's current expectations regarding future events and which involve risks and uncertainties. Although we believe that our expectations are based on reasonable assumptions, actual results could differ materially from those projected in this presentation.
- ▲ Please refer to the written materials made available to you in connection with this presentation as well as the Company's most recent Form 10-K and other SEC filings for a more detailed discussion of some of the risks facing the Company that could affect the forward looking statements in this presentation.
- ▲ Finally, please note that any “Forward Looking” statements are made only as of the date of this presentation and the Company does not commit to update or revise these statements even if it becomes apparent that any projected results will not be realized.



Delta Apparel, Inc.



Public Company June 2000



M. J. Soffe
Acquired
October 2003

Offshore Textiles
Ceiba Textile
August 2006



FunTees
Acquired
October 2006



The Cotton Exchange
Acquired
July 2010



Salt Life
Exclusive License
December 2010



The Game
Divestiture
March 2015



COAST
Coast Apparel
Acquired
August 2016



DTG2GO
Acquired
March 2018



SSI
Acquired
October 2018



2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019

JUNK FOOD
CLOTHING CO.

Junkfood Clothing Co.
Acquired
August 2005



Intensity Athletics
Acquired
October 2005



The Game
Acquired
March 2009



Art Gun, LLC
Acquired
December 2009



Salt Life
Acquired
August 2013

STRATEGIC
INITIATIVES

MANUFACTURING
REALIGNMENT

JUNK FOOD
CLOTHING CO.

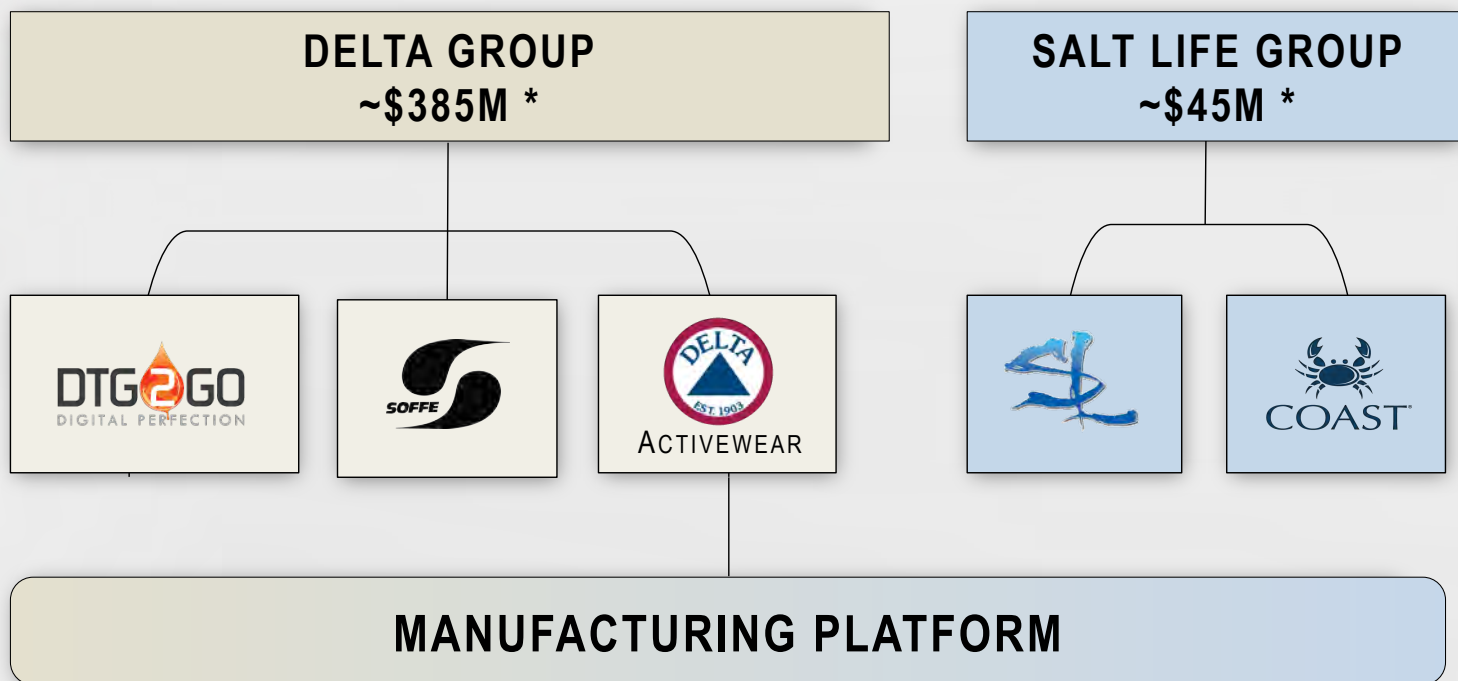
Junkfood Clothing Co.
Divestiture
March 2017



Launch of
Salt Life
Beer
June 2018



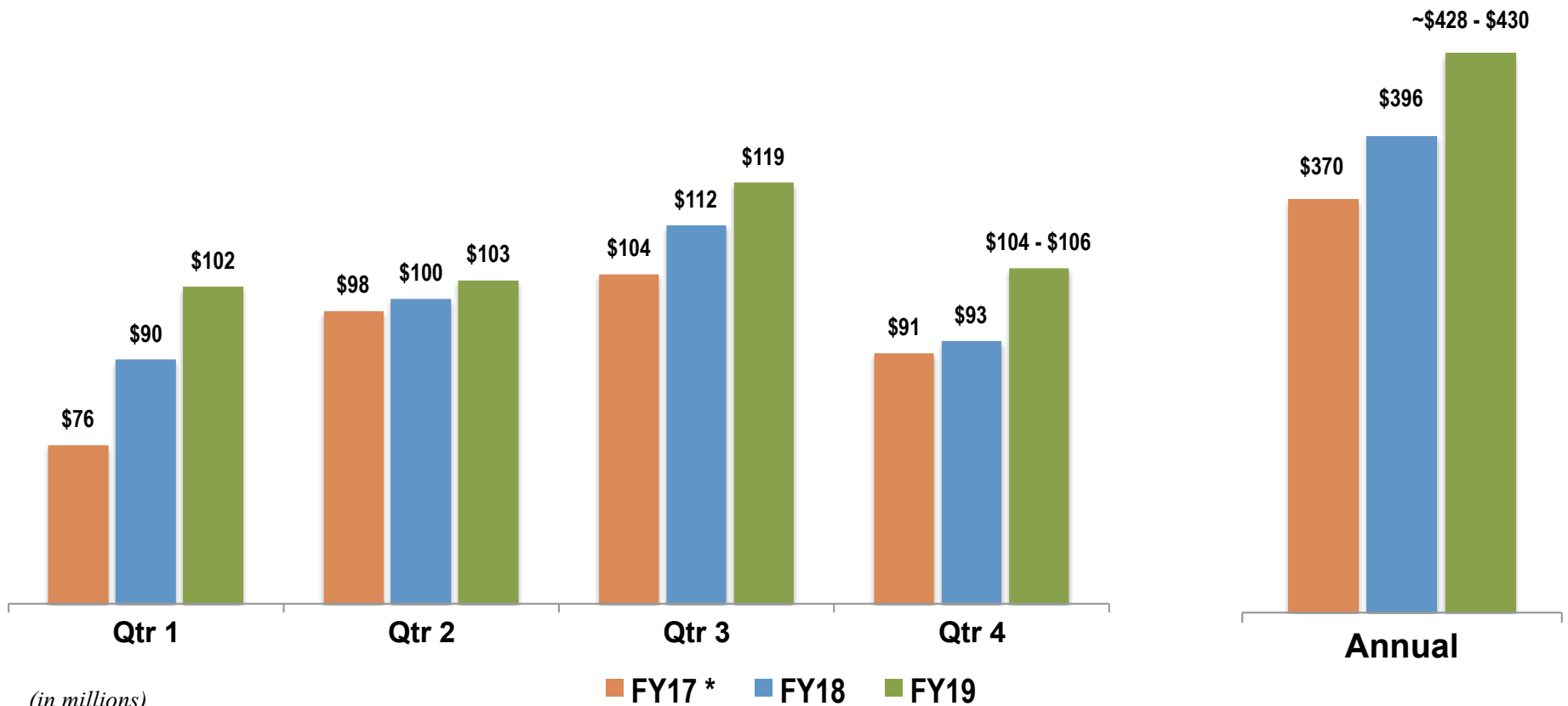
Delta Apparel, Inc.



* Approximate for FY19



Delta Apparel, Inc. – Sales Growth



* Excludes \$9.4 million of sales from the since-divested Junkfood Clothing Company business



Growth Initiatives

- ▲ Strong core business, Delta Activewear, continues to gain market share and expand customer base
- ▲ DTG2Go's cutting edge technology is revolutionizing the changing retail platform with digital print and fulfillment capabilities
- ▲ Significant growth potential with lifestyle brand, Salt Life
- ▲ Double-digit growth across our eCommerce sites; remains our most profitable sales channel



Delta Activewear

CATALOG CORE BASICS



CATALOG FASHION BASICS

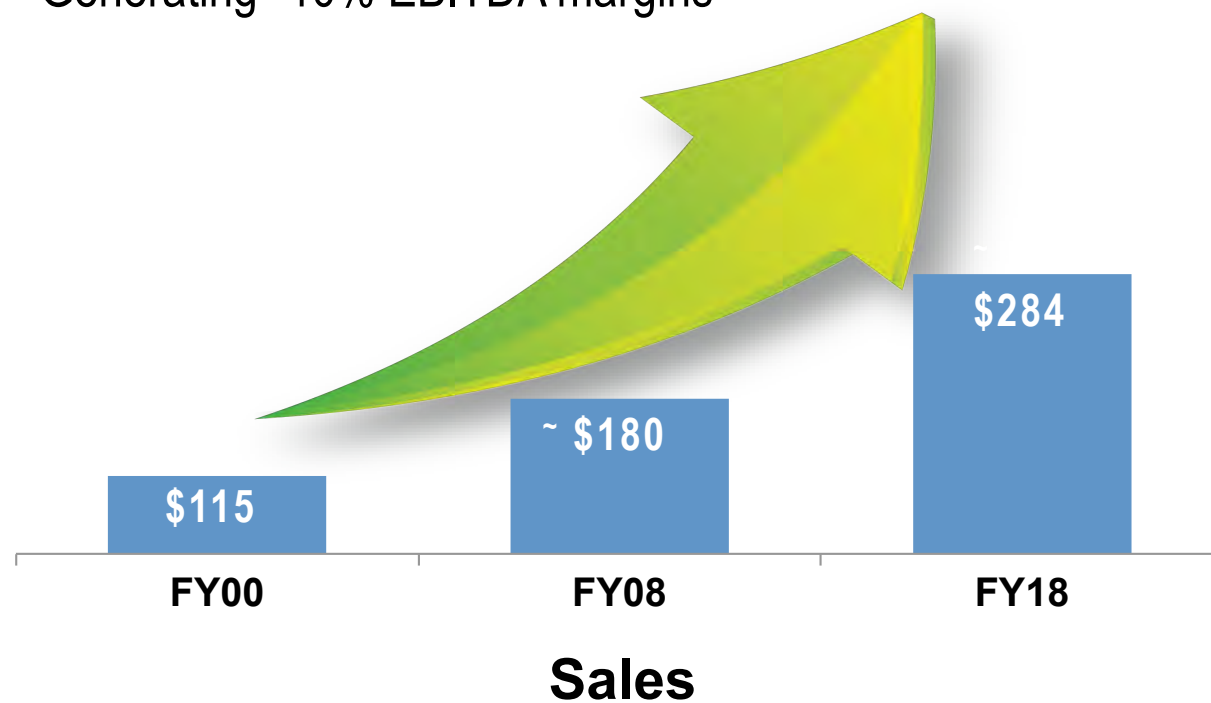


FUNTEES PRIVATE LABEL



Strong Core Business, Delta Activewear

- ▲ Consistent 5% Sales CAGR over eighteen years
- ▲ Generating ~10% EBITDA margins



(in millions)



Strong Core Business, Delta Activewear

Strategically Expanding Margins

Lowest margins

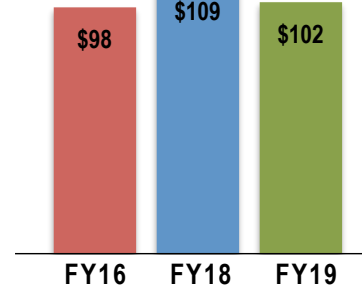
Highest margins

(4%) CAGR



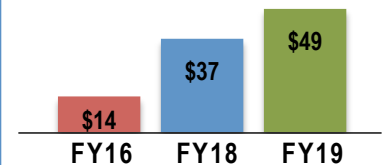
CORE BASICS

+6% CAGR (2yr)
+1% CAGR (3yr)



PRIVATE LABEL

+52% CAGR



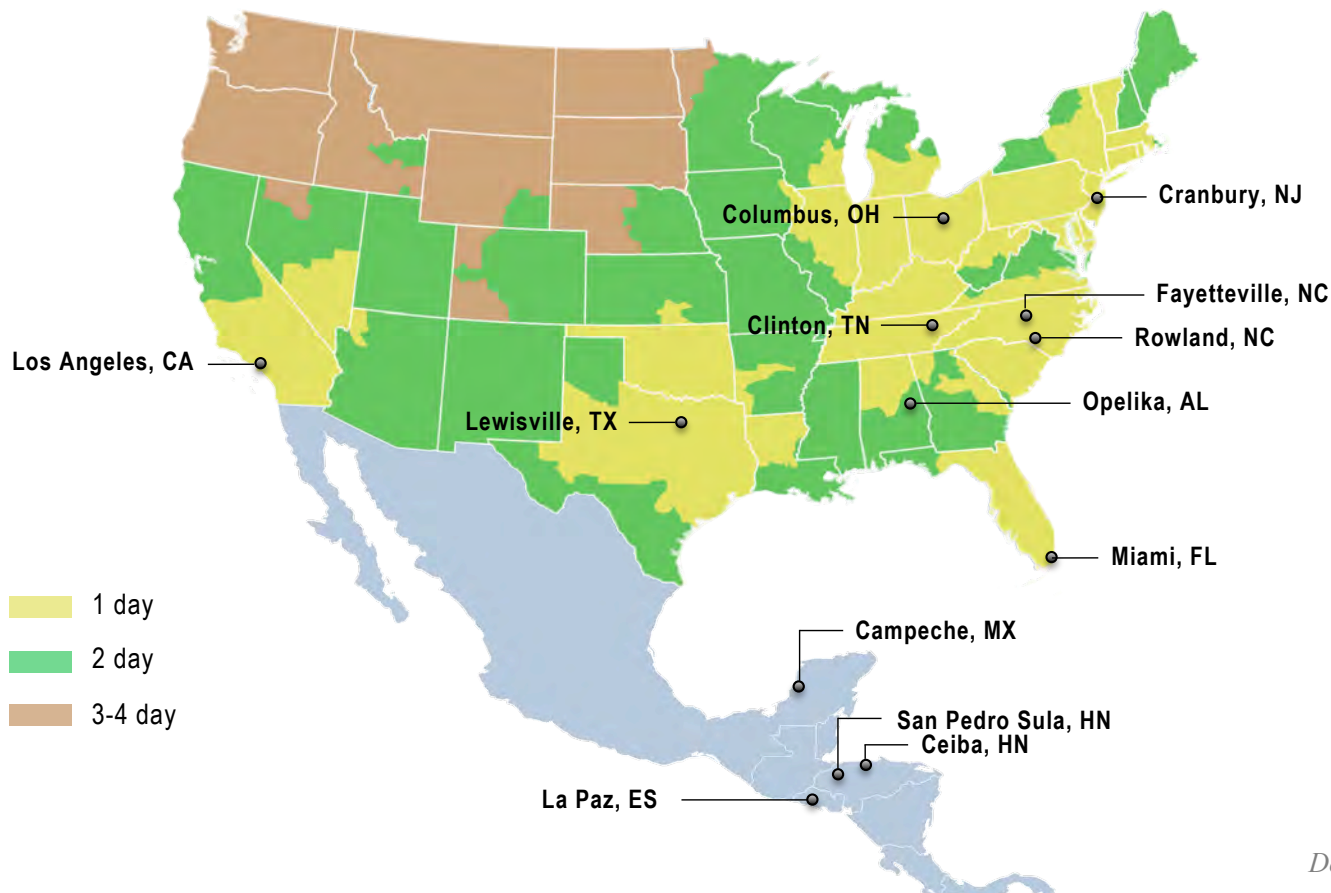
FASHION BASICS

Sales

(in millions)



Strong Core Business, Delta Activewear



DISTRIBUTION

- Clinton, TN
- Columbus, OH
- Cranbury, NJ
- Fayetteville, NC
- Lewisville, TX
- Miami, FL
- Opelika, AL
- Los Angeles, CA

MANUFACTURING

- Fayetteville, NC
- Rowland, NC
- Ceiba Textiles, Honduras
- Campeche, Mexico
- La Paz, El Salvador
- San Pedro Sula, Honduras

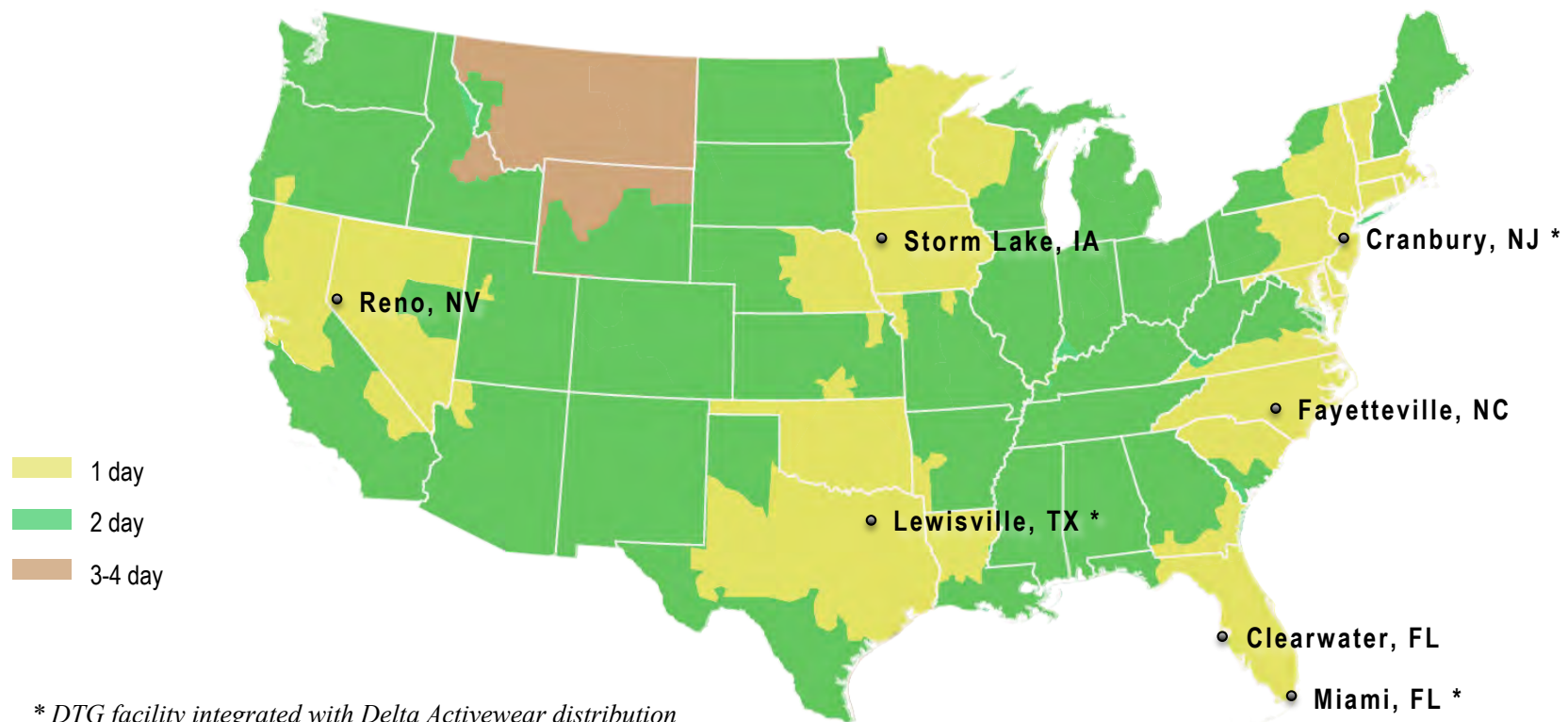


DTG²Go ... Achieving 20%+ Sales CAGR

- **Only vertical digital print supplier in the world**
 - Seamless fulfillment integrated with Delta garments
 - Fashion and core basics, fleece, shorts and athletic uniforms
- **Industry leader in digital print and fulfillment capabilities**
 - Innovative technology
 - Polyester printing
 - Ability to produce over 90,000 unique prints per day
- **State-of-the-art equipment**
- **World class quality assurance**
- **Speed-to-market**
 - Orders shipped in 24-48 hours
 - Worldwide shipping to over 100 countries

DTG2Go ...Achieving 20%+ Sales CAGR

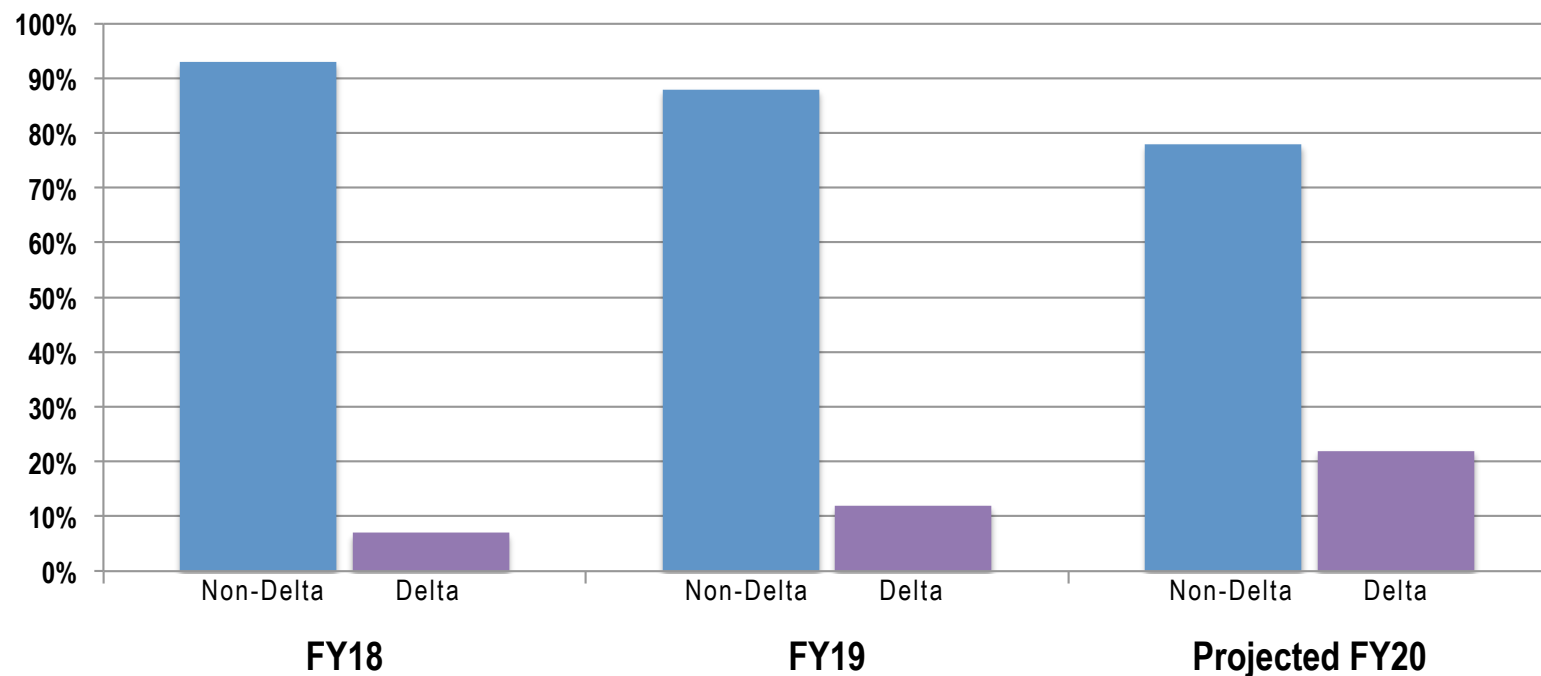
Reaching 99% of US population in 1-2 day ship with ~50% in 1 day



* DTG facility integrated with Delta Activewear distribution

DTG2Go ...Achieving 20%+ Sales CAGR

Transition Customers to Delta Products





DELTA DIGITAL DECORATION

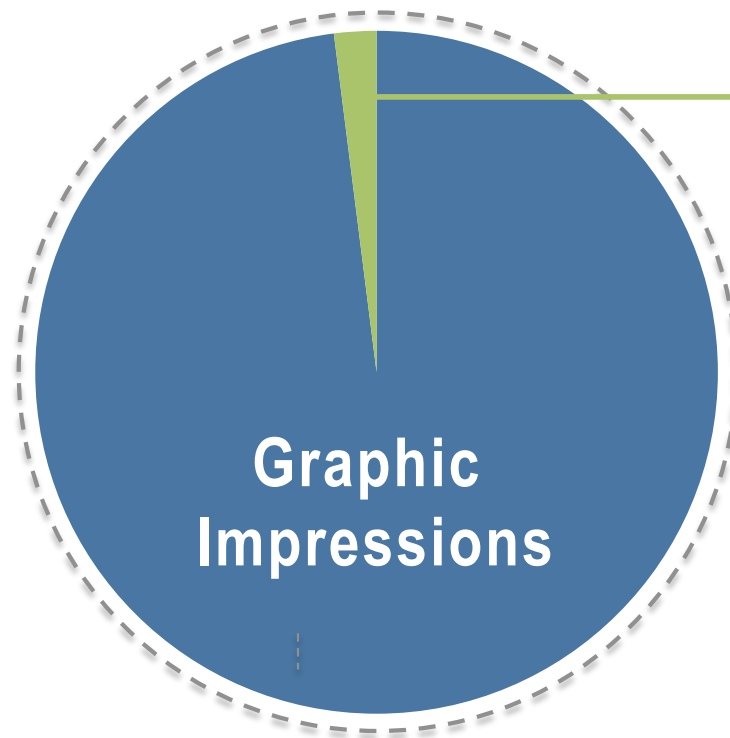
powered by:
DTG2Go

- ◆ **DIGITAL SOLUTION FOR
SCREEN PRINTERS**
- ◆ **SHORT RUNS NO LONGER HAVE TO BE A
BURDEN ON YOUR BUSINESS**
- ◆ **DON'T TURN AWAY LOW QUANTITY,
FULL COLOR JOBS ANYMORE!**
- ◆ **4 EASY STEPS: PICK DELTA GARMENT /
UPLOAD ART WORK / PROOF & APPROVE /
RECEIVE YOUR DECORATED GARMENTS!
(or drop ship direct to YOUR customer)
all in under 10 DAYS!**
- ◆ **MAKE DTG EASY &
PROFITABLE**

www.DeltaApparel.com/DigitalDecoration

DTG²Go ...Achieving 20%+ Sales CAGR

How large is the potential digital print market?



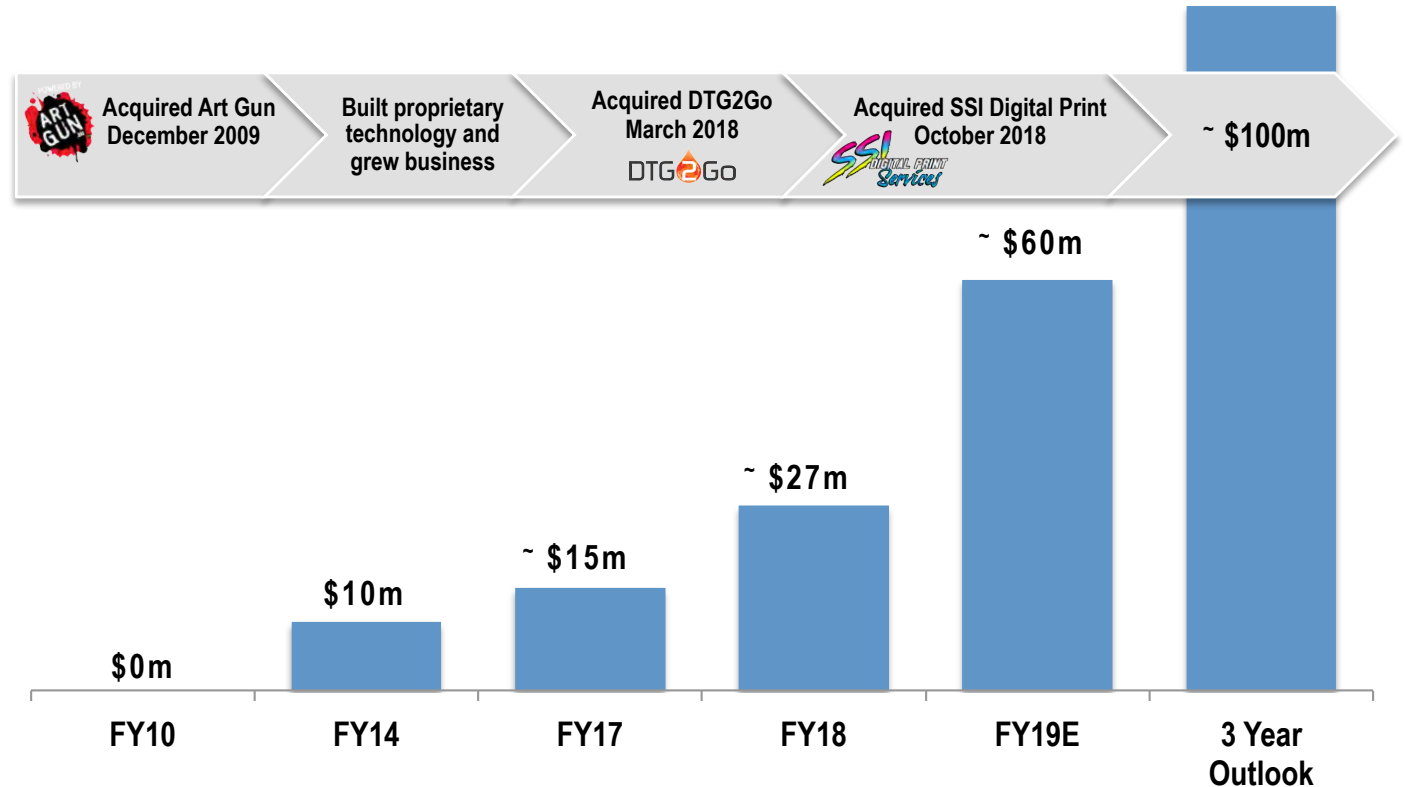
Digital Impressions
< 5% of total

DTG²Go ...Achieving 20%+ Sales CAGR

	eCommerce	Promotional	Traditional Retail	Screen Printers
FY17	100%			
FY18	99%	1%		
FY19	98%	1%	1%	
FY20	86%	2%	10%	2%



DTG2Go ... Achieving 20%+ Sales CAGR

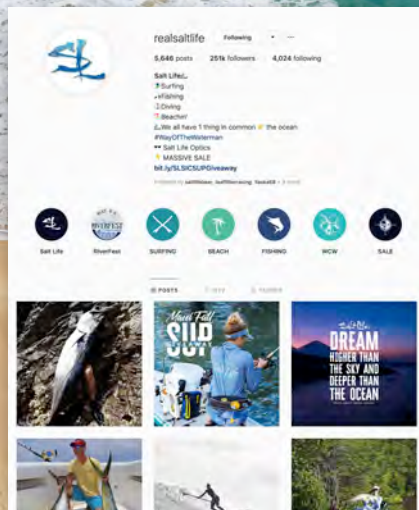


DTG2Go achieving double-digit operating profits with 20%+ EBITDA margins

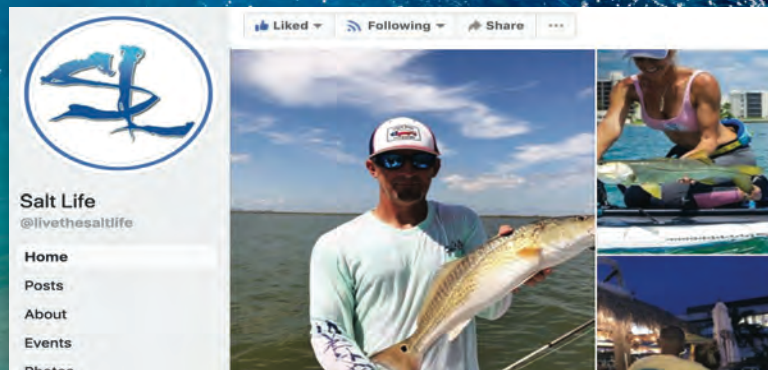
Salt Life... Positioned for Double-Digit Growth



f 1.1 MILLION
PAGE LIKES



i INSTAGRAM:
251K FOLLOWERS



t TWITTER:
69.4K FOLLOWERS

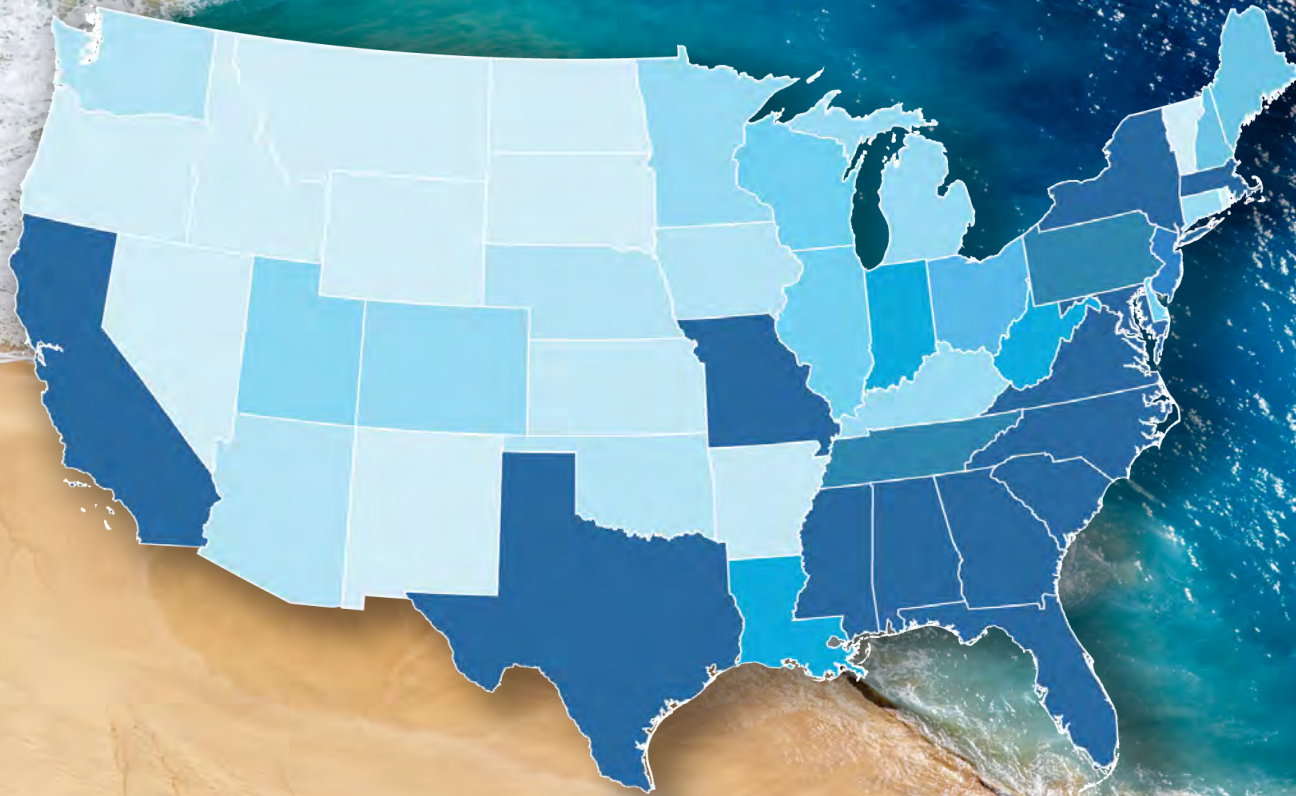
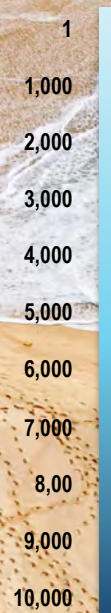




Over 2 Million Decals Sold



Cumulative Decals Sold



SLX
UVAPOR™
PERFORMANCE
FABRIC

SALT LIFE SLX – THUNDER JACKET AND PANTS



Delta Apparel, Inc. Investor Presentation | 22

A man with grey hair, wearing a white visor and black sunglasses, is shown in profile, looking out at a body of water under a bright sky. The visor has a logo that includes the word "UNITED". The sunglasses have a small logo on the side.

Salt Life

SUNGLASSES
SEA CLEARLY



Salt Life

SUNGLASSES
SEA CLEARLY



Salt Life

Swim

Salt Life Beverage



FUTURE

June
2019
SC

May
2019
AL & TN

March
2019
GA

June
2018
FL

Salt Life Restaurants

Operated through Licensee

Fernandina Beach, FL - NEW

St. Augustine Beach, FL

Jacksonville Beach, FL





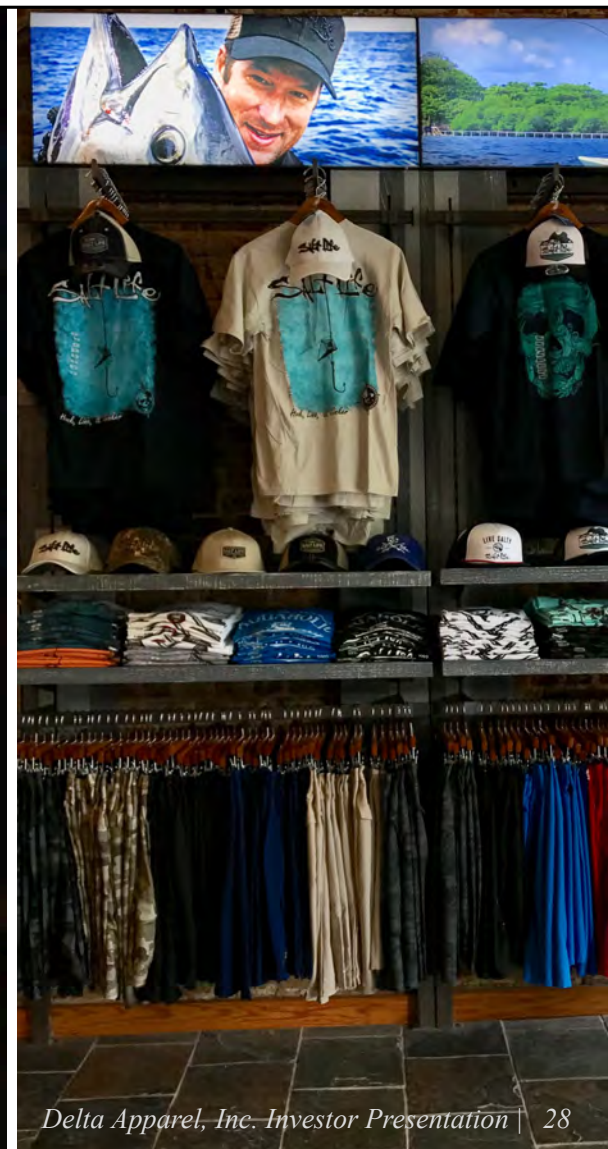
Salt Life Retail

EXISTING

Orlando, Florida - NEW
Tampa, Florida
Daytona Beach, Florida
Jacksonville Beach, Florida
Huntington Beach, California
San Clemente, California
Columbus, Georgia

COMING SOON

Key West, Florida
Destin, Florida
North Palm Beach, Florida

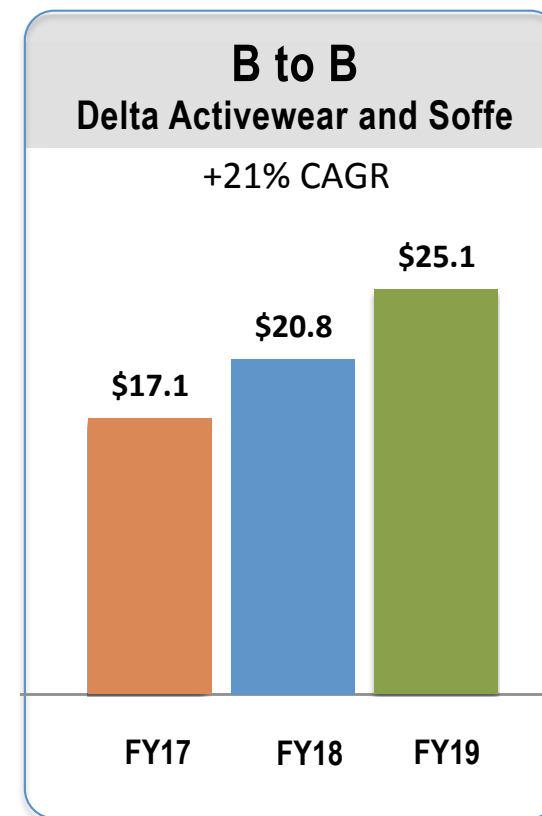
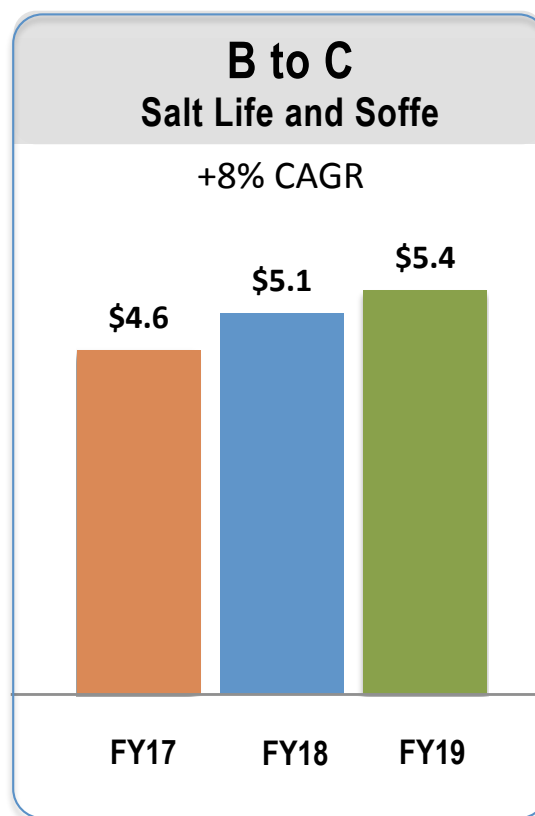


Salt Life - Orlando, Florida





eCommerce – Sales Growth



(in millions)

Uniquely Positioned....Tariffs

- ▲ Western hemisphere vertical manufacturing platform servicing both Delta Group and Salt Life Group
- ▲ Less than 5% of total sales are sourced from China
 - Opportunity to internally produce certain of these garments
- ▲ Expanding manufacturing capacities to support anticipated private label growth



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Q & A

