

August 24, 2021

a.k.a.

a.k.a. Brands Files Registration Statement with the SEC for Proposed Initial Public Offering

SAN FRANCISCO--(BUSINESS WIRE)-- a.k.a. Brands Holding Corp. (“a.k.a. Brands”) today announced that it has publicly filed a registration statement on Form S-1 with the U.S. Securities and Exchange Commission (the “SEC”) relating to a proposed initial public offering of its common stock. The number of shares of common stock to be offered and the price range for the proposed offering have not yet been determined. The offering is subject to market and other conditions, and there can be no assurance as to whether or when the offering may be completed. a.k.a. Brands intends to apply to list its common stock on the New York Stock Exchange under the symbol “AKA.”

BofA Securities, Credit Suisse and Jefferies will act as joint lead book-running managers for the proposed offering. Wells Fargo Securities, KeyBanc Capital Markets, Piper Sandler, Cowen and Truist Securities will also act as book-running managers for the proposed offering. Telsey Advisory Group will act as co-manager for the proposed offering.

The proposed offering will be made only by means of a prospectus. Copies of the preliminary prospectus relating to this offering, when available, may be obtained from: BofA Securities at BofA Securities, Attention: Prospectus Department, NC1-004-03-43, 200 North College Street, 3rd floor, Charlotte NC 28255-0001, by telephone at (800)-294-1322 or by email at dg.prospectus_requests@bofa.com, Credit Suisse at Credit Suisse Securities (USA) LLC, Attention: Prospectus Department, 6933 Louis Stephens Drive, Morrisville, North Carolina 27560, by telephone at (800)-221-1037 or by email at usa.prospectus@credit-suisse.com, and Jefferies at Jefferies LLC, Attention: Equity Syndicate Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY 10022, by telephone at (877) 821-7388 or by email at prospectus_department@jefferies.com.

A registration statement on Form S-1 relating to the proposed offering has been filed with the SEC but has not yet become effective. The securities to be registered may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective. This press release does not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About a.k.a. Brands

Established in 2018, a.k.a. Brands is a global platform of diversified, direct-to-consumer, digitally native fashion brands. Built for the next generation of consumers, each brand in the

a.k.a. portfolio targets a distinct audience, introduces inspiring content, curates high-quality merchandise and creates authentic relationships with their customers. a.k.a. Brands leverages a flexible, asset-light operating model to help each brand accelerate its growth, scale in new markets and enhance their profitability. Current brands in the a.k.a. Brands portfolio include Princess Polly, Culture Kings, Petal & Pup and Rebdolls.

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Source: a.k.a. Brands