

September 13, 2021

**a.k.a.**

## **a.k.a. Brands Holding Corp. Announces Launch of Initial Public Offering**

SAN FRANCISCO--(BUSINESS WIRE)-- a.k.a. Brands Holding Corp. (“a.k.a. Brands” or the “Company”) today announced the launch of its initial public offering of its common stock. The Company is offering 13,888,889 shares of its common stock pursuant to a registration statement on Form S-1 filed with the Securities and Exchange Commission (“SEC”). The initial public offering price is currently expected to be between \$17.00 and \$19.00 per share. The underwriters will have a 30-day option to purchase an additional 2,083,333 shares of common stock from the Company at the initial public offering price less underwriting discounts and commissions. a.k.a. Brands has been approved to list its common stock on the New York Stock Exchange (“NYSE”) under the symbol “AKA.”

BofA Securities, Credit Suisse and Jefferies are acting as joint lead book-running managers for the proposed offering. Wells Fargo Securities, KeyBanc Capital Markets, Cowen, Piper Sandler and Truist Securities are also acting as book-running managers for the proposed offering. Telsey Advisory Group and Loop Capital Markets are acting as co-managers 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](mailto: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](mailto:usa.prospectus@credit-suisse.com).
- 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](mailto: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. Any offers, solicitations or offers to buy, or any sales of securities will be made in accordance with the registration requirements of the Securities Act of 1933, as amended.

## **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.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20210913005367/en/>

Emily Goldberg Schwartz

[media@aka-brands.com](mailto:media@aka-brands.com)

Source: a.k.a. Brands