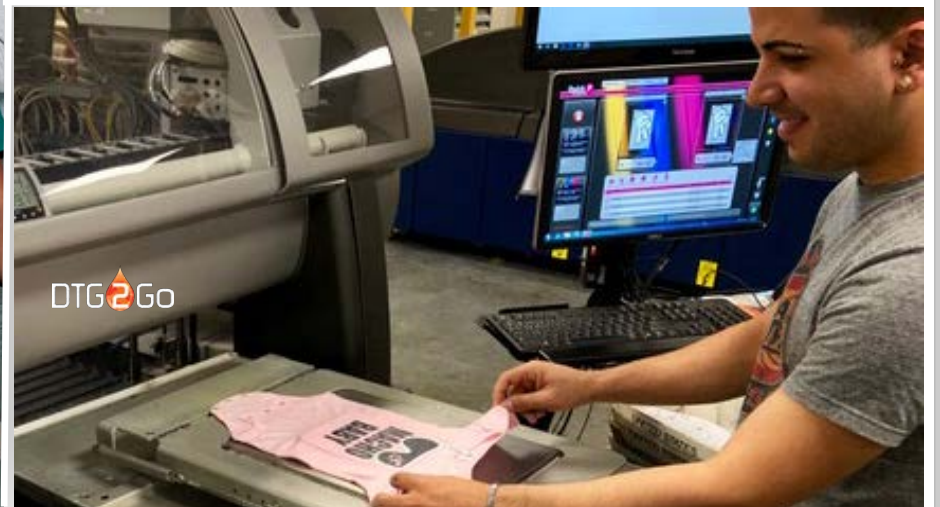




Delta Apparel, Inc.
Investor Presentation
March 2019





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.



Fiscal 2018 A Year of Accomplishments

- Grew sales year-over-year and significantly improved profitability
- Achieved 10% sales growth in our core Delta Catalog business and record revenue in our FunTees private label business
- Solidified our industry-leading position in the digital print and fulfillment market with DTG2Go
- Increased consumer awareness of Salt Life brand with expansion into new products, including Salt Life Lager
- Improved operating cash flows by nearly \$7 million to \$20.9 million
- Repurchased 464k shares of DLA stock for \$9 million under our Share Repurchase Program
- Realigned our business into the Delta Group and Salt Life Group to further leverage our core expertise and more efficiently manage the business



Delta Apparel, Inc.

DELTA GROUP ~\$360 million *



Activewear

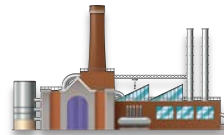
SALT LIFE GROUP ~\$40 million *



Activewear



FunTees
A DIVISION OF DELTA APPAREL

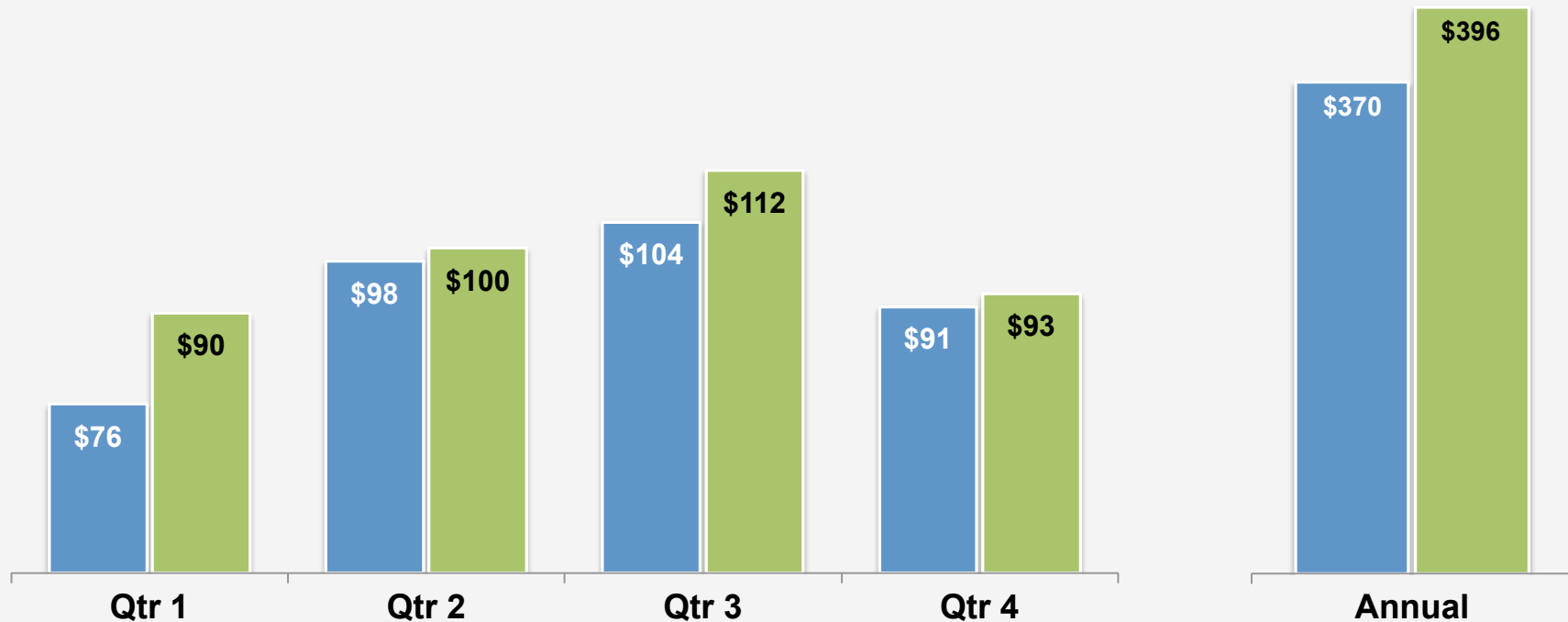


Manufacturing

* Based on FY18 results



Delta Apparel, Inc. – Sales Growth



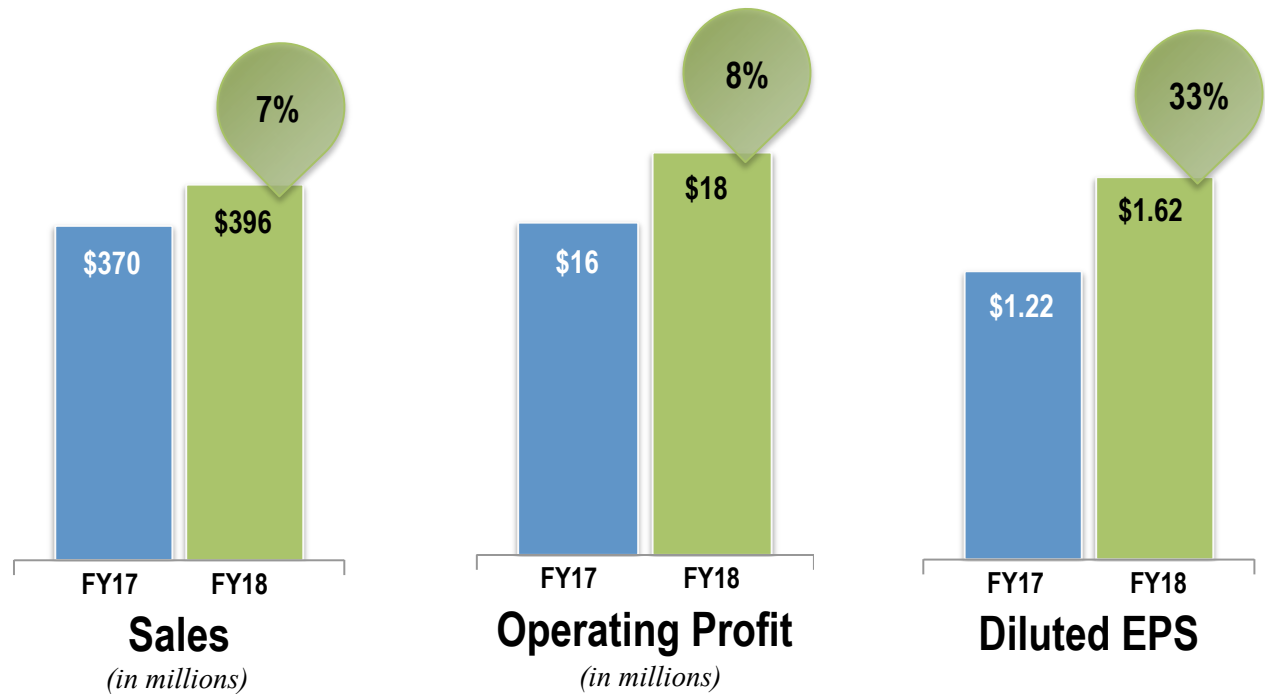
(in millions)

■ FY17 * ■ FY18

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



DLA Sales and Earnings Growth



Note: Comparison excludes \$9.4 million in prior year sales and prior year pre-tax gain of approximately \$1.0 million on sale of since-divested Junkfood Clothing Company business. Also excludes \$10.6 million impact on fiscal year 2018 results from United States tax reform.



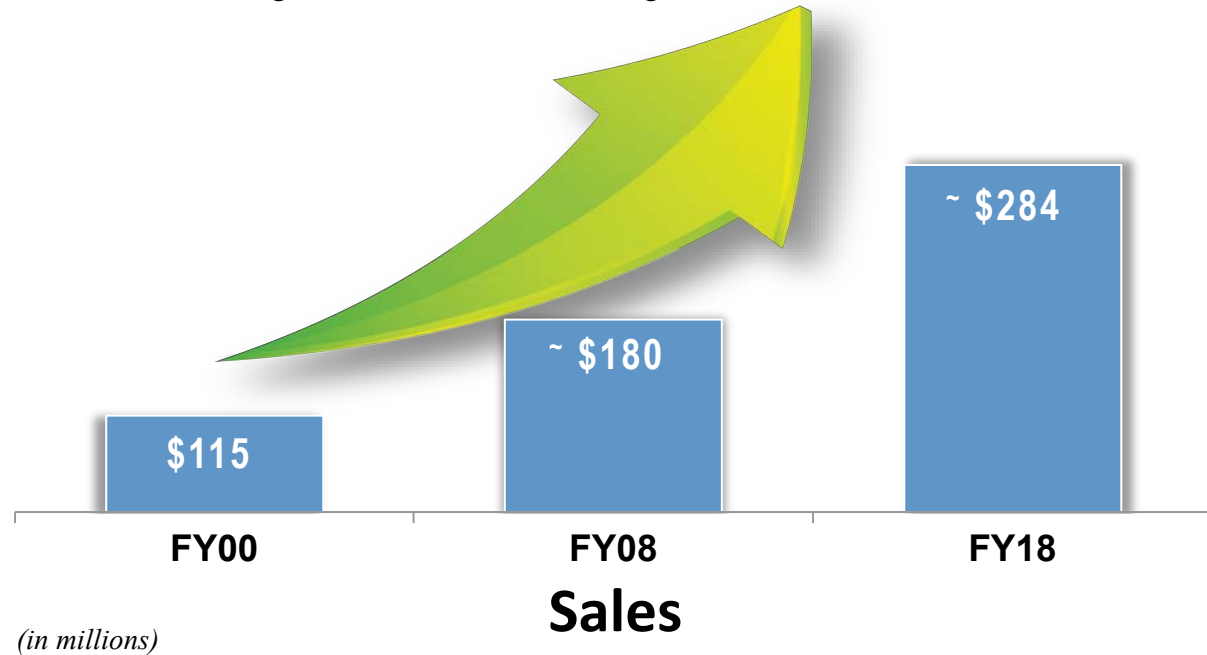
Fiscal 2019 Growth Initiatives

- 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



Strong Core Business, Delta Activewear

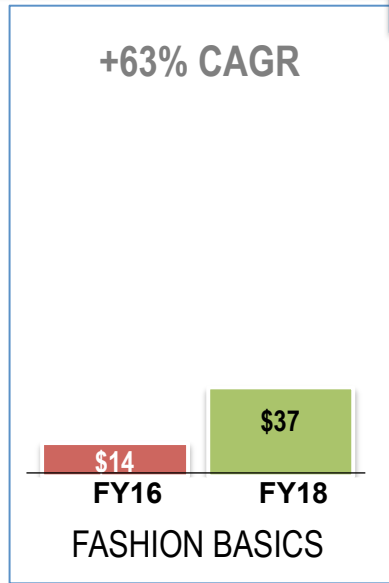
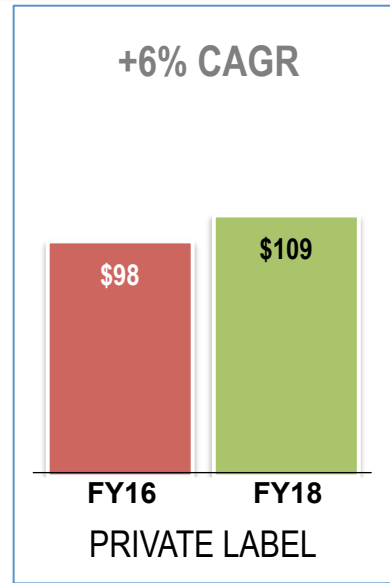
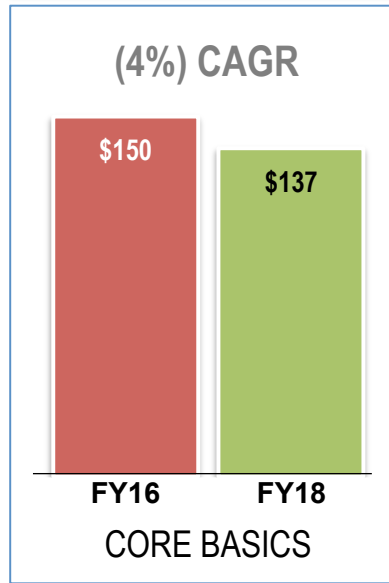
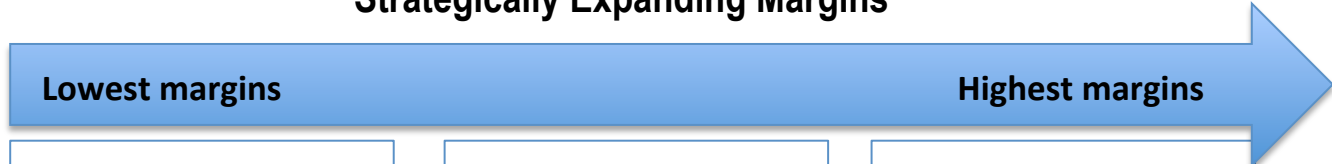
- Consistent 5% Sales CAGR over eighteen years
- Generating ~10% EBITDA margins





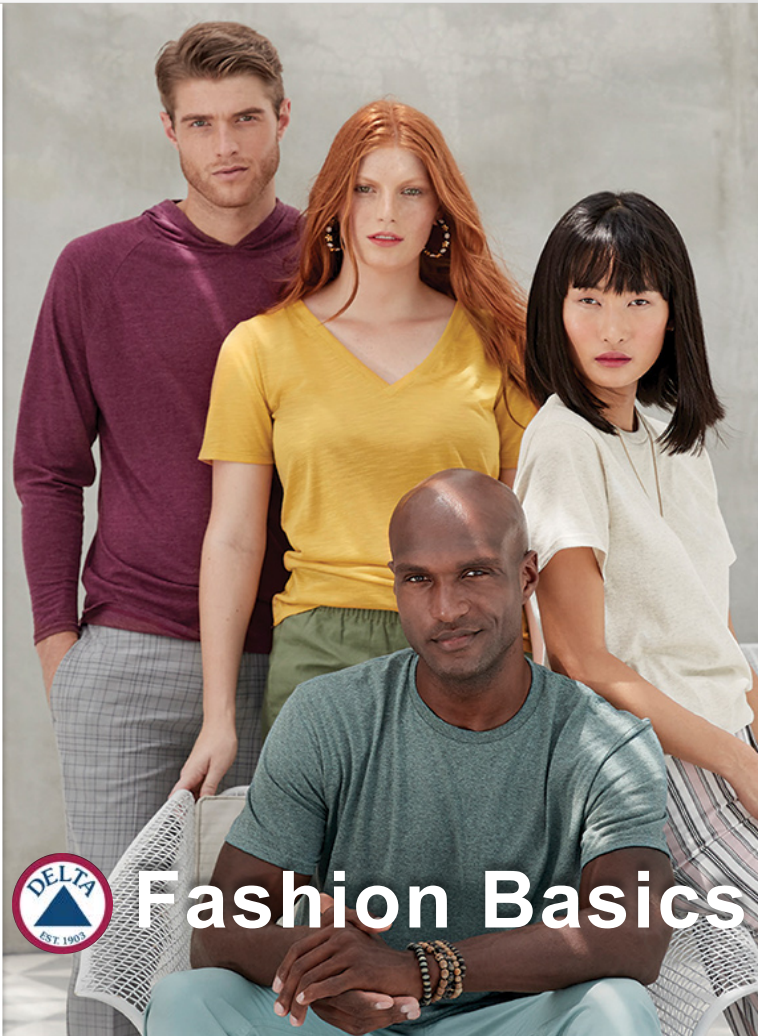
Strong Core Business, Delta Activewear

Strategically Expanding Margins



Sales

(in millions)



Fashion Basics





Strong Core Business, Delta Activewear

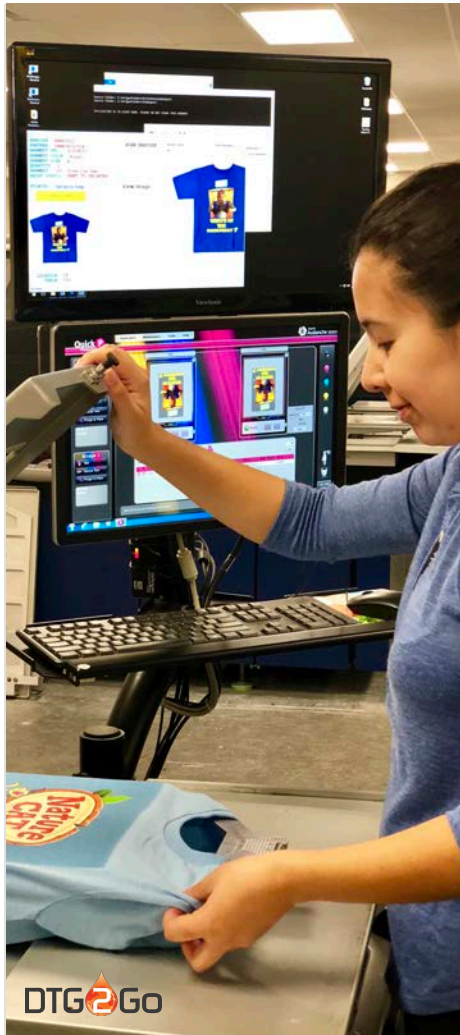


MANUFACTURING

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

DISTRIBUTION

- Chicago, IL
- Clinton, TN
- Cranbury, NJ
- Dallas, TX
- Miami, FL
- Opelika, AL
- Santa Fe Springs, CA

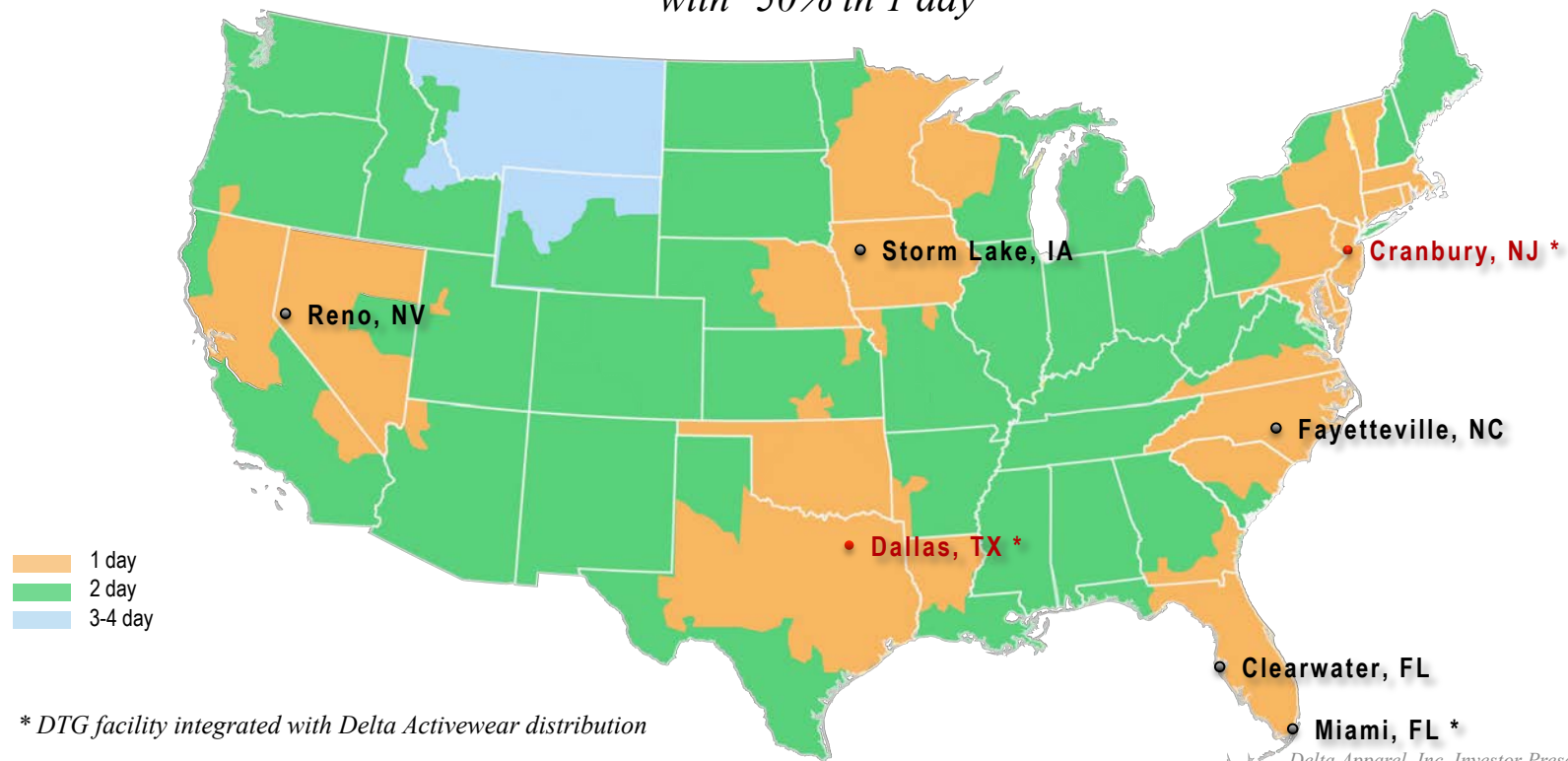


DTG²Go... Poised for 20% Sales CAGR

- **Only vertical digital print supplier in the world**
 - Seamless fulfillment integrated with Delta garments
 - Fashion and core basics, fleece and shorts
- **Industry leader in digital print and fulfillment capabilities**
 - Innovative technology
 - Ability to produce over 70,000 unique prints per day
 - Equipment on order to increase to over 90,000 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 ...Poised for 20% Sales CAGR

*2019 Expansion: Reaching 99% of US population in 1-2 day ship
with ~50% in 1 day*



** DTG facility integrated with Delta Activewear distribution*

DTG²Go ...Poised for 20% Sales CAGR

Cutting-Edge Equipment

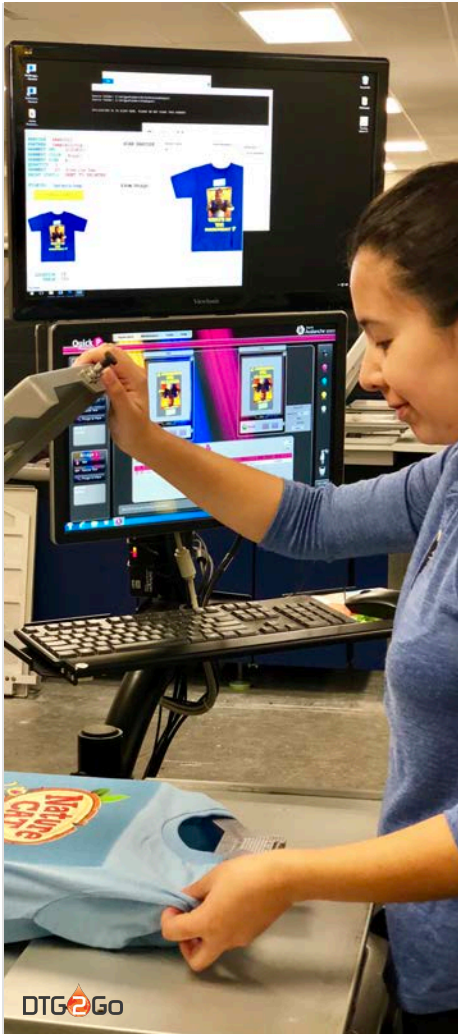
Kornit ATLAS

- Prints 80% more per hour than current AVK 1000
- Utilizes new 'odor-less' pre-spray
- Prints 6-color, with two additional heads for future ink options
- More ergonomically designed

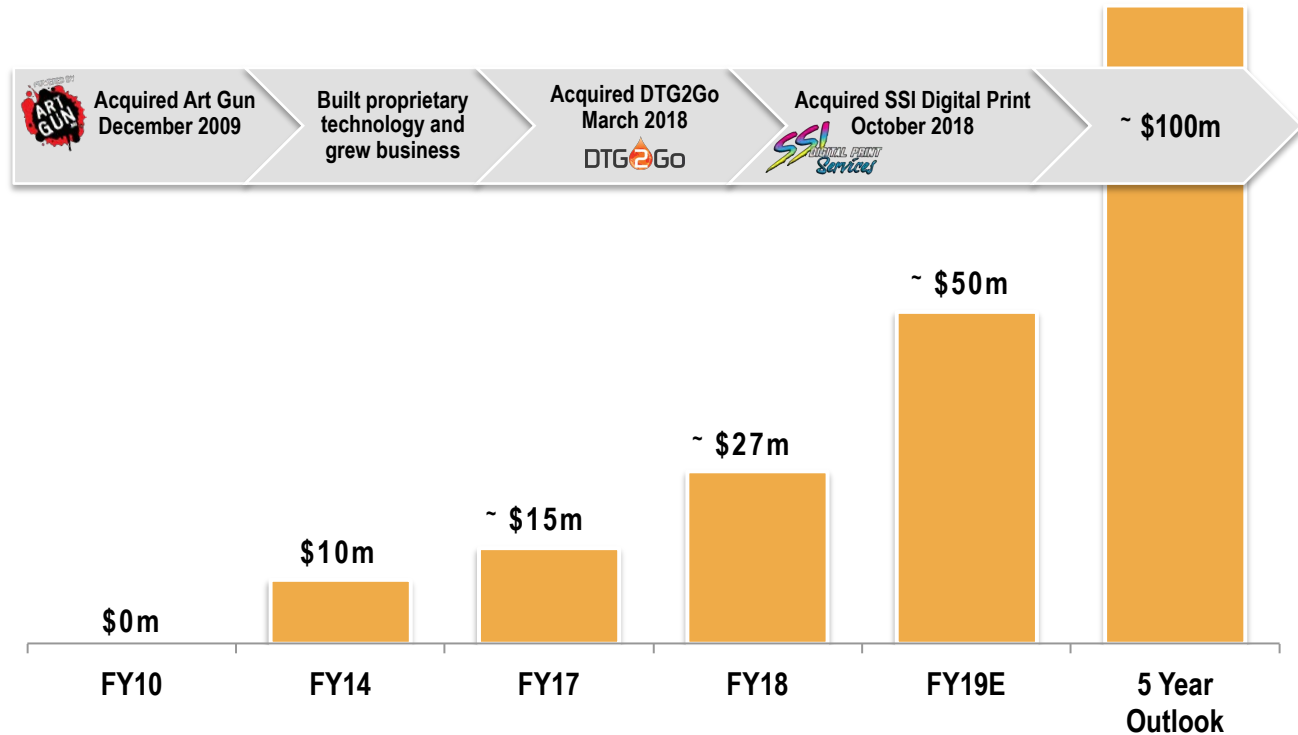


Kornit Polyester Technology

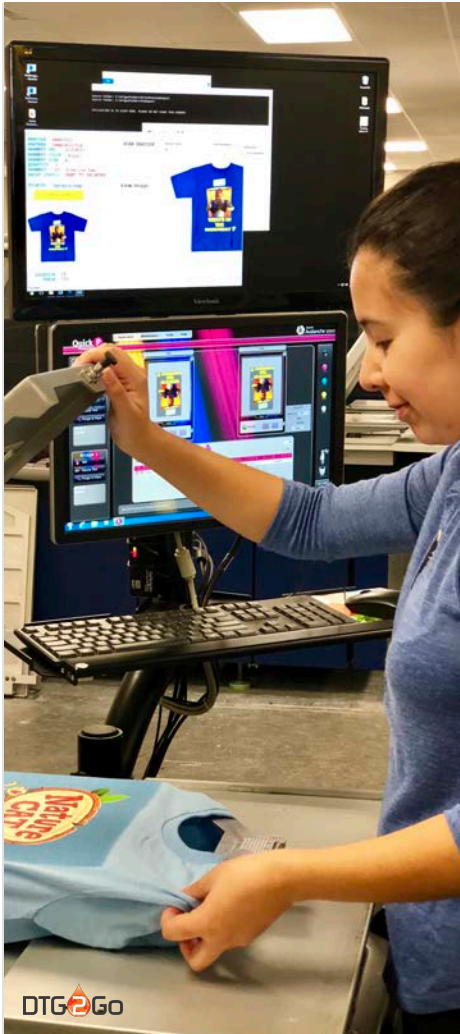
- Beta-testing first high-quality polyester and poly-blend digital printer
- High demand in activewear market for solution
- DTG2Go is first to bring this to market



DTG2Go ... Poised for 20% Sales CAGR

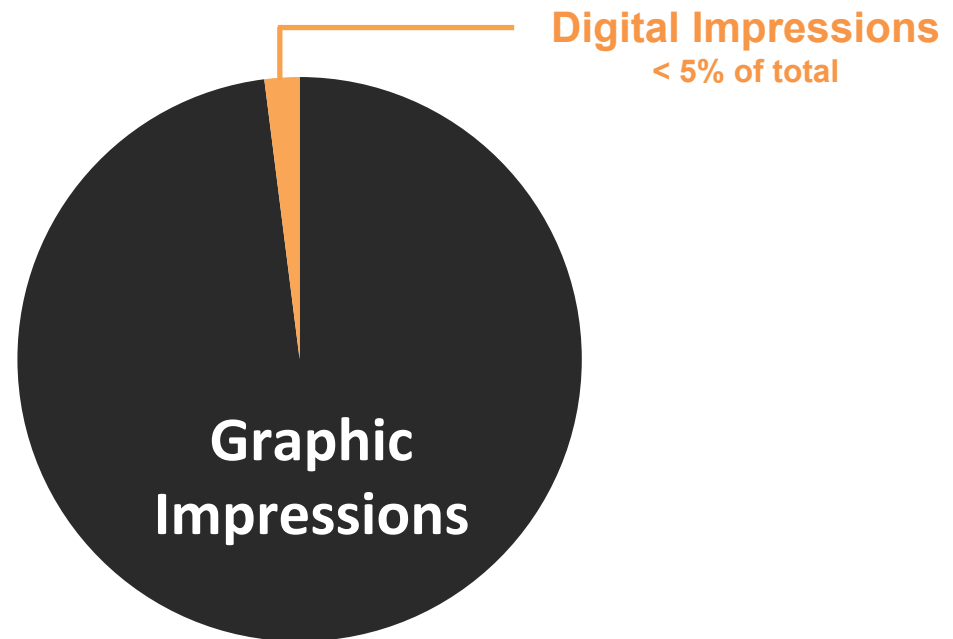


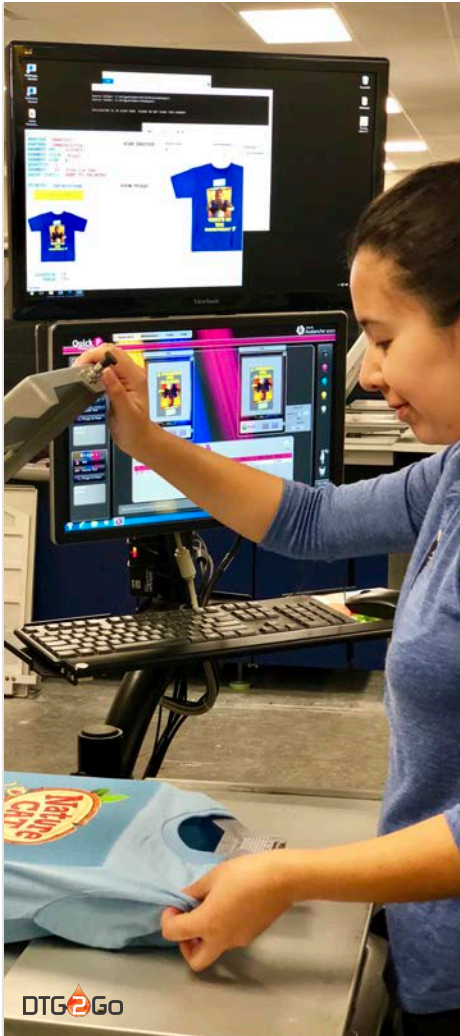
DTG2Go achieving double-digit operating profits with 20%+ EBITDA margins



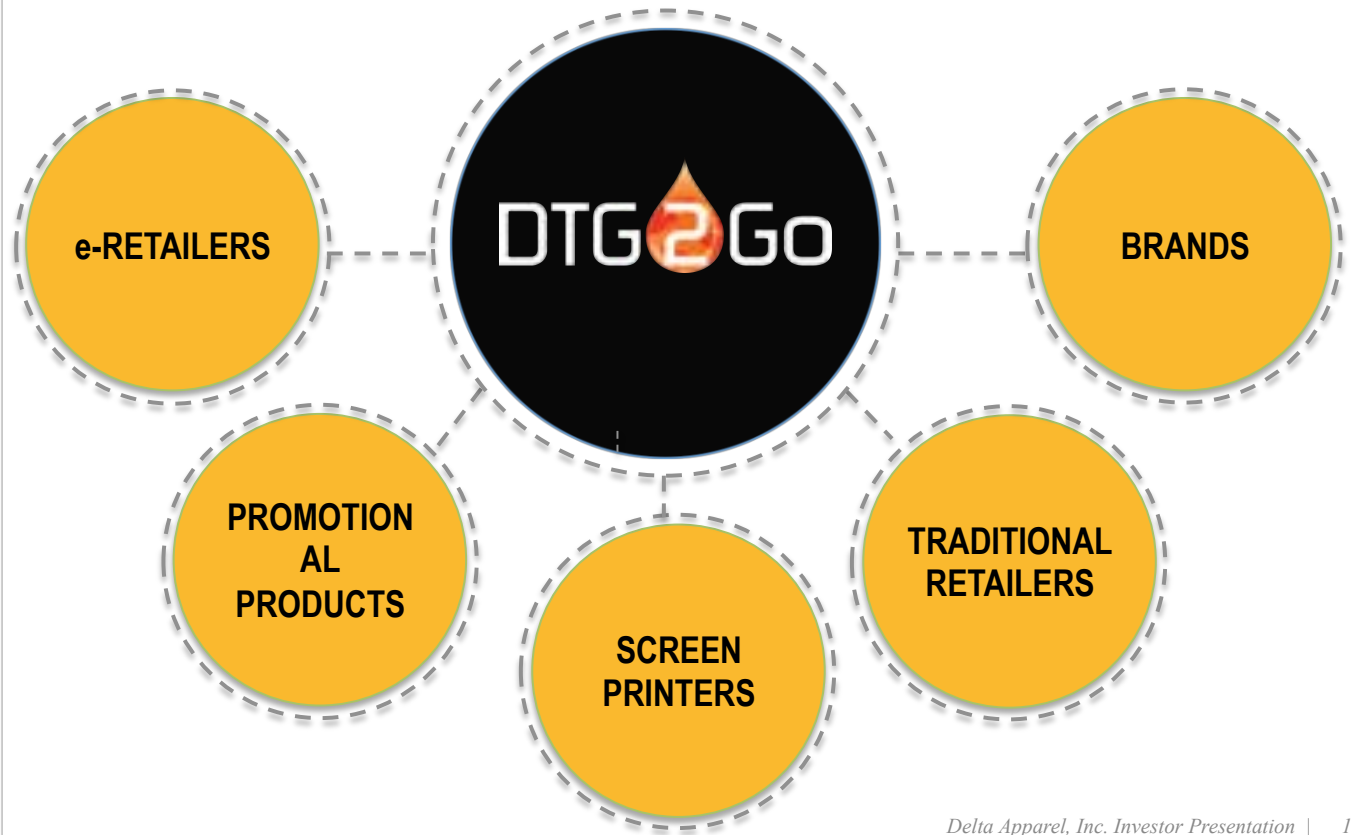
DTG²Go ... Poised for 20% Sales CAGR

How large is the potential digital print market?





DTG2Go ... Poised for 20% Sales CAGR



Salt Life ...Positioned for Double-Digit Growth

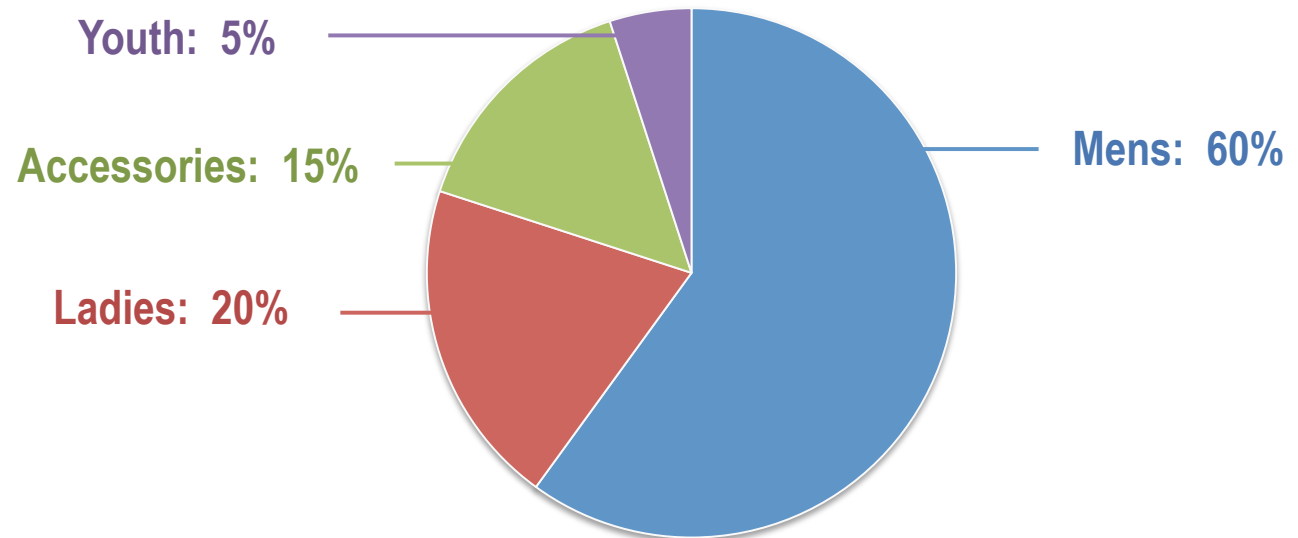




















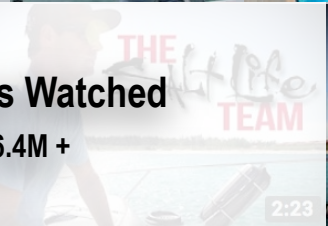

Salt Life ...Positioned for Double-Digit Growth

Reaching a wide demographic mix of consumers who embrace a lifestyle of water sports and beach activities

Direct-to-Consumer Sales Mix



Salt Life ...Positioned for Double-Digit Growth

 <p>@realsaltlife</p>	<p>Tweets 40.9K</p>	<p>Followers 65.2K</p>	<p>Likes 45.3K</p>				
 <p>@livethesaltlife</p>	<p>Followers 1.1M</p>	<p>Likes 1.1M</p>					
 <p>@realsaltlife</p>	<p>Posts 4.7K</p>	<p>Followers 213K</p>					
 <p>@realsaltlife</p>	<p>Videos 66k</p>	<p>Subscribers 76.6K</p>	<p>Views 26.6M</p>	<p>Minutes Watched 36.4M +</p>			

Over 2 Million Decals Sold

Live ^{the} Salt Life

It's not simply a
sticker it's a bold
declaration of your
true passion!

Salt Life - Tampa, Florida

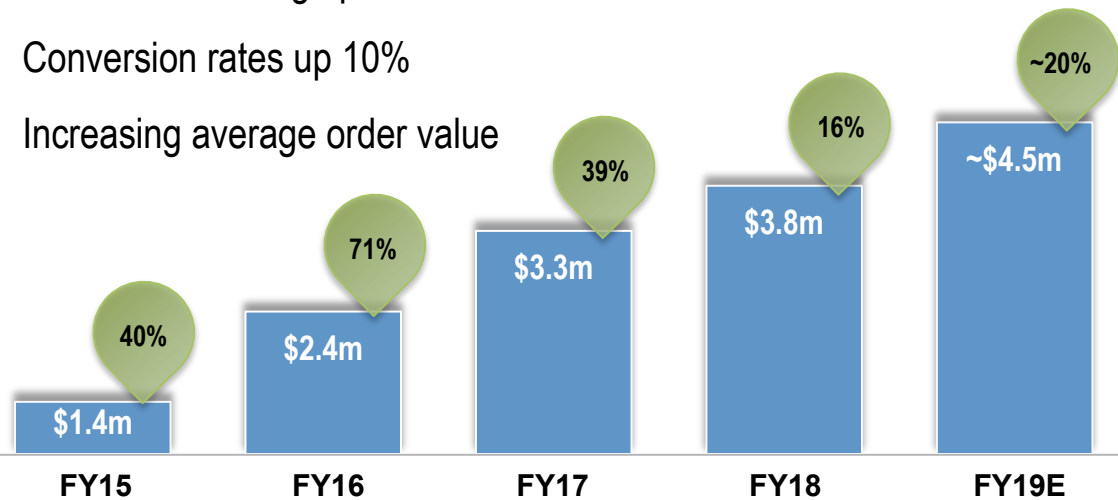




SaltLife eCommerce

Over Two Million Consumers Visit Saltlife.com Annually

- Shipping to all 50 states
- Site traffic trending up
- Conversion rates up 10%
- Increasing average order value



eCommerce Sales Growth

Salt Life

SWIM & OPTICS





Salt Life Beverage

- **Launched in Florida - Summer 2018**
 - **Sold in over 3,000 doors in Florida**
 - 900 Publix doors; 300 Winn Dixie doors
 - Regional & independent stores
 - Restaurants and bars
- **Offered draught beer – Fall 2018**
- **Expanding distribution in 2019**
 - Georgia • North Carolina • Tennessee
 - Alabama • South Carolina

Salt Life Restaurants

Operated through Licensee

Fernandina Beach, FL - NEW

St. Augustine Beach, FL

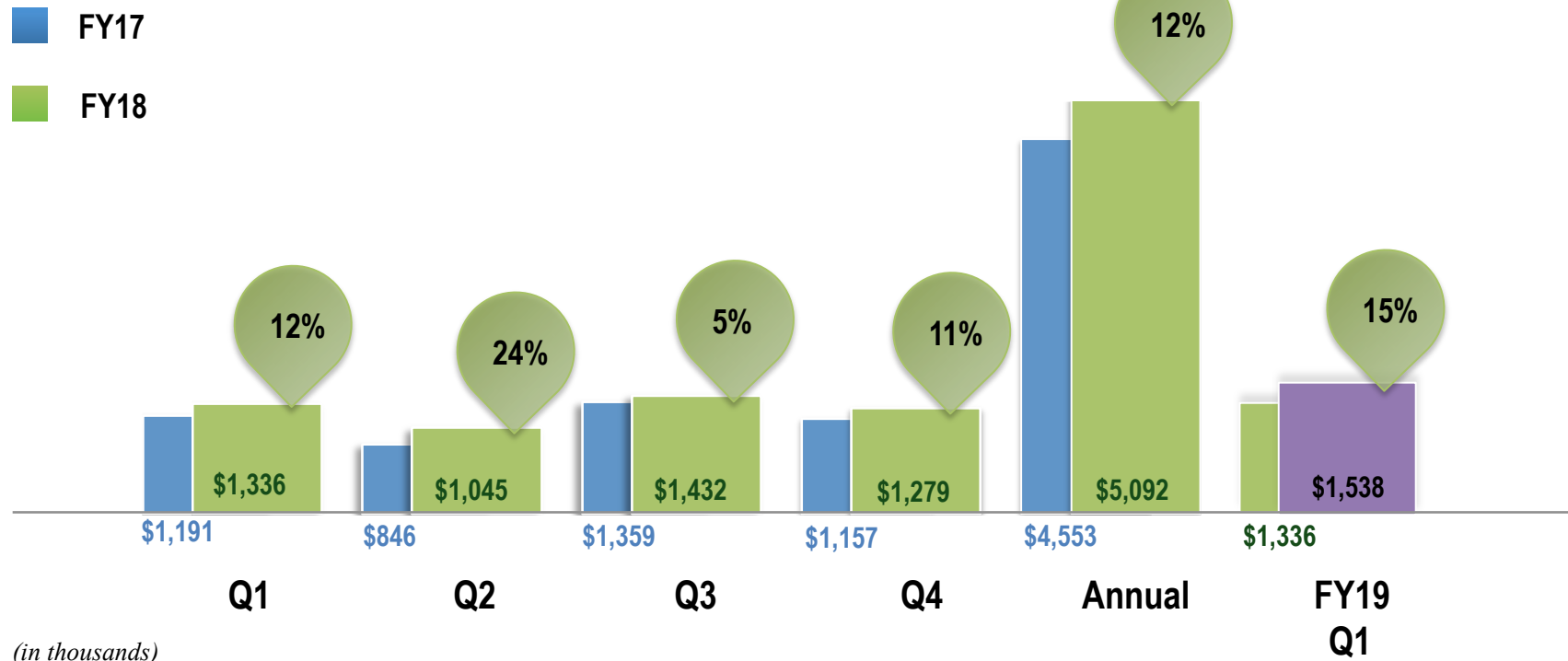
Jacksonville Beach, FL



eCommerce – Sales Growth

B to C

Salt Life and Soffe

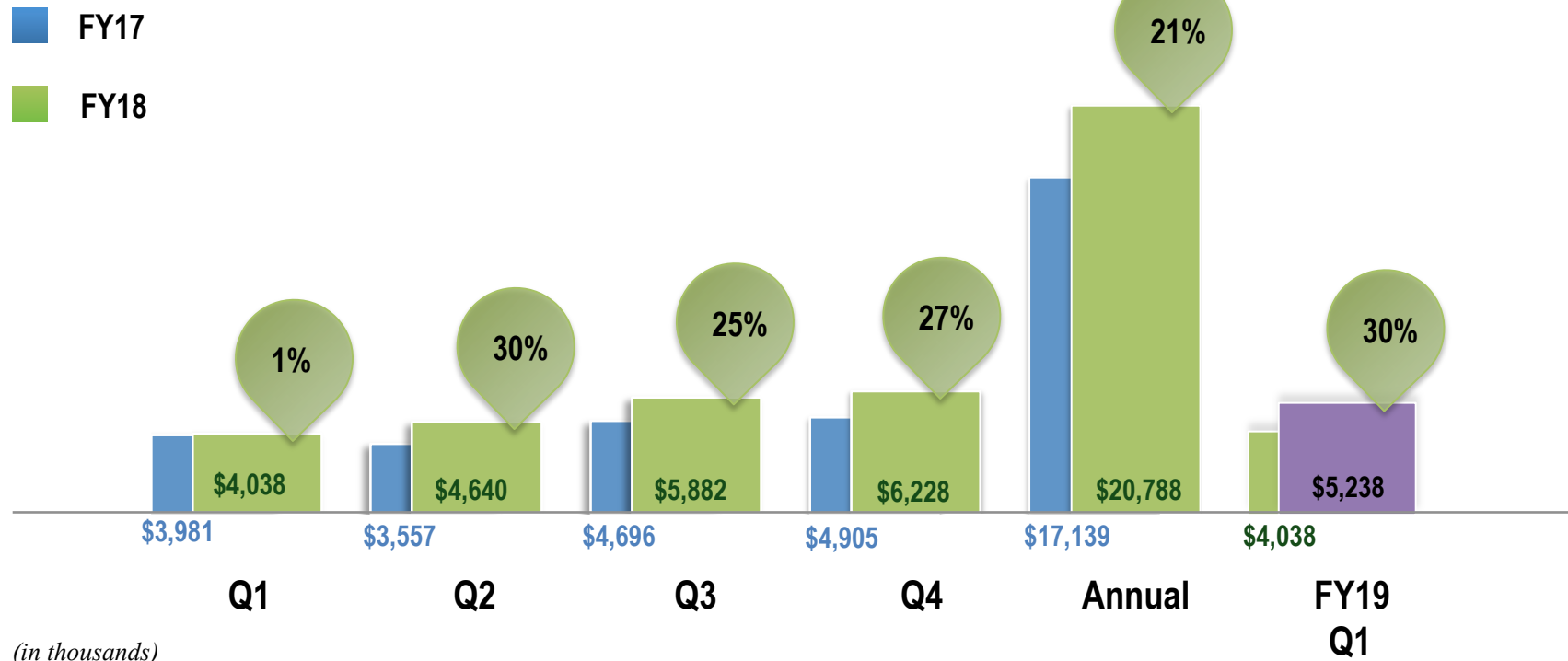


(in thousands)

eCommerce – Sales Growth

B to B

Delta Activewear and Soffe

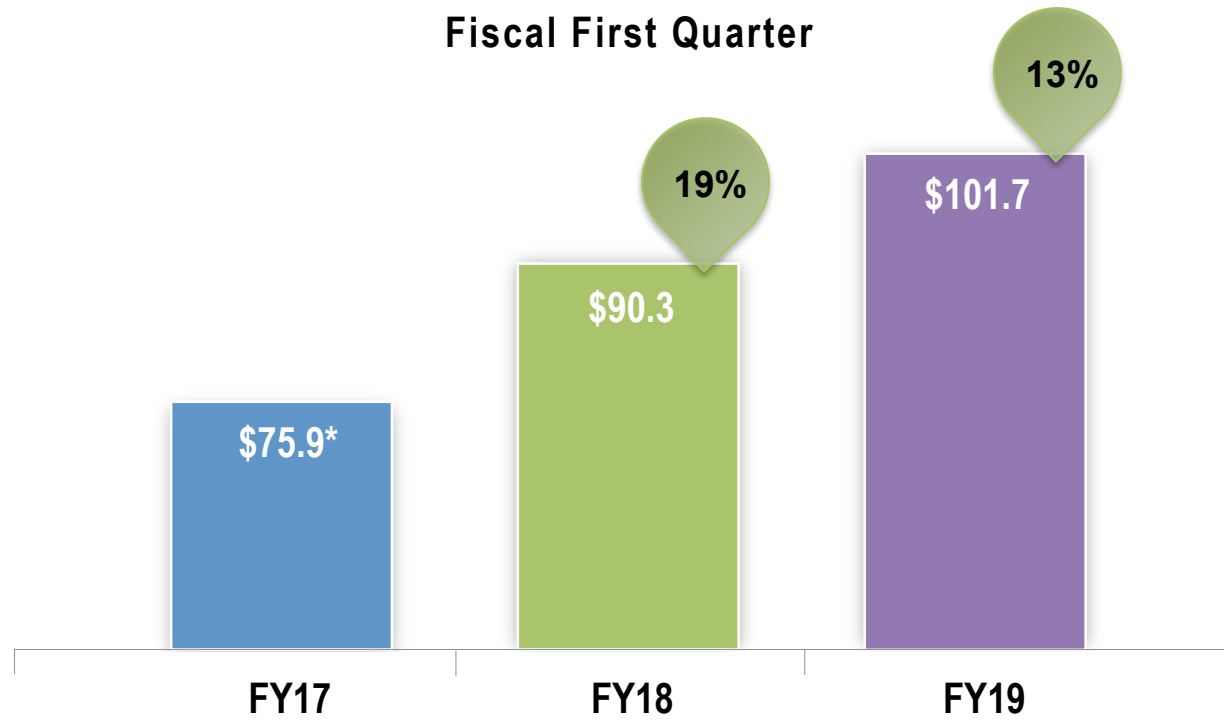


(in thousands)



DLA Sales Growth

Fiscal First Quarter



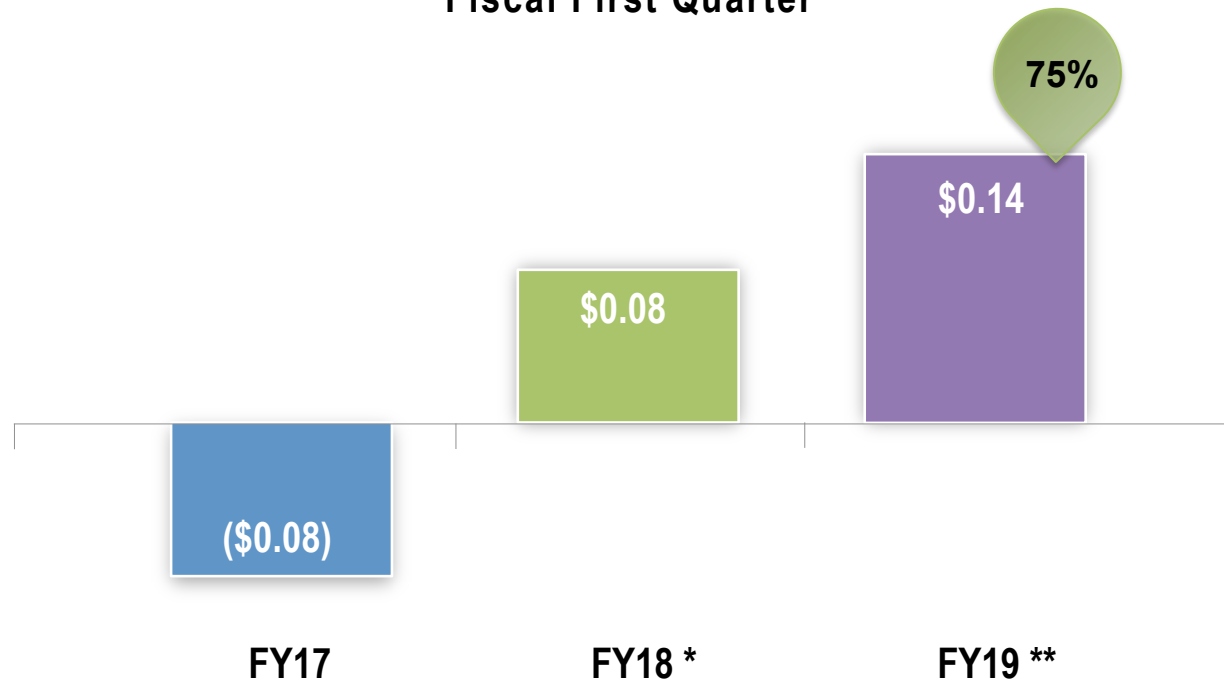
(in millions)

* Excludes \$9.4m of sales from since-divested Junkfood Clothing Company.



DLA Earnings Growth

Fiscal First Quarter



* Excludes \$10.6 million impact of U.S. Tax Reform

** Excludes \$0.31 impact of litigation settlement



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Q & A

