

LOVESAC Designed for Life Furniture Co.

ICR Conference January 2022

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Use of Non-GAAP Information

This presentation includes certain non-GAAP financial measures that are supplemental measures of financial performance not required by, or presented in accordance with, GAAP, including Adjusted EBITDA. We define "Adjusted EBITDA" as earnings before interest, taxes, depreciation and amortization, adjusted for the impact of certain non-cash and other items that we do not consider in our evaluation of ongoing operating performance. These items include management fees, equity-based compensation expense, write-offs of property and equipment, deferred rent, financing expenses and certain other charges and gains that we do not believe reflect our underlying business performance. We have reconciled this non-GAAP financial measure with the most directly comparable GAAP financial on slides 38 and 39.

We have also presented herein certain forward-looking statements about the Company's future financial performance that include non-GAAP (or "as-adjusted") financial measures, including Adjusted EBITDA. This non-GAAP financial measure is derived by excluding certain amounts, expenses or income, from the corresponding financial measures determined in accordance with GAAP. The determination of the amounts that are excluded from this non-GAAP financial measure is a matter of management judgment and depends upon, among other factors, the nature of the underlying expense or income amounts recognized in a given period. We are unable to present a quantitative reconciliation of the aforementioned forward-looking non-GAAP financial measure to its most directly comparable forward-looking GAAP financial measures because management cannot reliably predict all of the necessary components of such GAAP measures, which could be significant in amount.

We believe that these non-GAAP financial measures not only provide its management with comparable financial data for internal financial analysis but also provide meaningful supplemental information to investors. However, other companies in our industry may calculate these items differently than we do. These non-GAAP measures should not be considered as a substitute for the most directly comparable financial measures prepared in accordance with GAAP, such as net income (loss) or net income (loss) per share as a measure of financial performance, cash flows from operating activities as a measure of liquidity, or any other performance measure derived in accordance with GAAP.

LOVE's Unique Product Philosophy: Designed For Life





Changeable



Maintainable



Moveable



Rearrangeable



Upgradable



Waste-less



We intend to become one of *the* biggest, *the* most innovative, and *the* most beloved furniture brands in the world.

LOVESAC's Senior Executive Management Team

LOVESAC



Shawn Nelson
Founder & CEO
20+ Years at Lovesac



Mary Fox
President & COO
1+ Years at Lovesac
(Frm Lovesac Board Member)



Jack Krause
Chief Strategy Officer
5+ Years at Lovesac
(New Lovesac Board Member)



Donna Dellomo
EVP & CFO
4+ Years at Lovesac









Lovesac at a Glance

SACTIONALS The World's Most Adaptable Couch."



FY2021 Key Financial Metrics

- NET SALES

 \$320.7 million
 (84.5% of Net Sales = Sactionals)
- NET SALES GROWTH 37.4%

GROSS PROFIT \$174.8 million

GROSS MARGIN
54.5%

ADJ. EBITDA¹ \$28.3 million

\$78.3 million cash and cash equivalents



GEOGRAPHIC PRESENCE

135 Retail Locations in 38

states in U.S.²



CUSTOMER LTV³ \$2,044



CUSTOMER ACQUISITION COST \$435



NEW CUSTOMERS⁴
105K in FY2021



REPEAT CUSTOMERS **37.5% of Transactions**

Adjusted EBITDA is a non-GAAP measure. Adjusted EBITDA Reconciliation can be found on page 39.

epresents year one average value for EY 2021 new cohort (actual purchases, not projected).

Represents new customers as of FV 2021

Key Business Highlights



Mid-luxury positioning target customer is 25 to 45 year-old "young parent want-it-alls" with our key customer between ages of 35 to 39 years old

Disruptive home furniture lifestyle retail/DTC brand with heritage of innovation across growing product portfolio and 45 issued patents¹

Concentrated SKU count combined with redundant manufacturing spread across multiple geographies, allows for **delivery of customers' orders within days**

Proven **omni-channel advantage** with strong ecommerce performance, highly productive showrooms, expanding marketing ROIs and strong channel partnerships

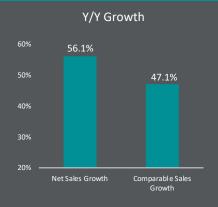
Focus on sustainability, having **repurposed** more than **100 million plastic water bottles**

Attractive financial profile with 54.5% reported gross margin for FY2021 and **50.2% for Q3 FY2022** despite strong supply chain headwinds



Recent Developments

FY 2022 Q3 Financial Update



- Showroom net sales increased 67.8%
- Internet channel net sales increased 38.2%
- "Other" channel net sales increased 52.7%

- 41.9% increase in gross margin \$
- (5.1%) decrease in gross margin %*
- Positive adjusted EBITDA¹ of \$5.8M
- \$47.9M in cash and cash equivalents at end of quarter

*Gross margin decline was due to increased total distribution and related tariff expenses, partially offset by improved product margin from the Sactional product category, reduction in promotional discounts, and premium covers mix impact. Distribution expenses including warehousing and freight also leveraged.

Outlook

FY2022 Q4 GUIDANCE

- Expect net sales growth of approximately 35%
- Positive adjusted EBITDA¹ dollars in the \$12 to \$13 million range compared to \$25.9 million in the same quarter LY
- Positive adjusted EBITDA¹ dollars driven by expected lower gross margin of approximately 1000 bps as compared to prior year due to significant supply chain headwinds.

Touchpoints

Testing two new touchpoints in 2H by opening up to 8 branded kiosks and launching 2 mobile concierge (showroom on a truck) pilots in as we continue to test touchpoints and expand our real-world exposure.

BEST BUY

Best Buy shop-in-shop expansion plans to open ~18 new units for 2H of this year. We will evaluate unit economics and overall performance including BestBuy.com before adding more touchpoints.

COSTGO

Strong performance from our continued Costco online pop-up-shop business. Have plans to expand presence digitally and are exploring new potential physical touchpoints for the future.



Disruptive Model

Disrupting a Stale Category



Traditional Model

LOVESAC

Long lead time, inventory & personnel heavy delivery

Low excitement and **mundane** products

Non-engaged commodity shoppers

Numerous, unproductive, large stores

Broad merchandising & seasonal assortments

Direct to consumer with ability to ship next day

Patented, inventive, Designed For Life products

Highly engaged brand advocates

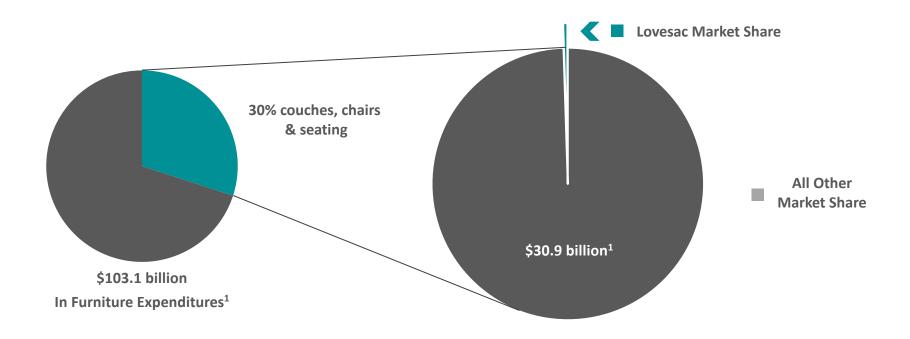
Limited, productive, small showrooms

Focused product categories, product platforms

Massive, Untapped Addressable Market



Furniture spend in the US totals over \$100 billion, of which 30% is comprised of couches, chairs & seating. Lovesac captures a small portion of this \$30+ billion, representing a greenfield opportunity in the space.



Sactionals Overview

LOVESAC

Next-gen premium modular couch with **two simple pieces** – seats and sides

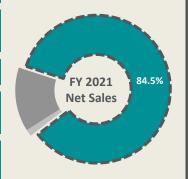
Patented modular system makes it easy to assemble & change over time

Enables endless permutations of a sectional couch

Over **200** customizable, machine washable removable **covers that fit like upholstery**

Introduced the new Sactionals StealthTech Sound + Charge product line in October 2021

Designed for Life: Built to last a lifetime, designed to evolve







Sactionals is a Platform, Not a Product





37.5% of Lovesac transactions are from repeat customers¹

Beautiful, Changeable, Washable & Comfortable









- 29 quick-ship covers constitute more than 93% of all covers sales¹
- Approximately 200 custom covers offer broad choice with lean inventory

- Fabrics manufactured for wash
- Fabrics engineered & tested for durability
- Changeable covers

- Hardwood frames + sinuous springs enable proper sit
- 3 cushion-types: standard, down-fill, & down-alternative
- "Total Comfort"

StealthTech™ is an Ingredient Brand that Enhances Without Impacting Style



LOVESAC STEALTHTECH

StealthTech is an ingredient brand under the Lovesac trademark. Its role is to enhance user experience of Lovesac products by embedding premium technology that addresses key consumer use cases for activities on or around our respective product platforms. StealthTech enables technology embedded inside Lovesac products to be completely hidden from view, eliminating the trade off between function and style. Because when it comes to technology, invisible is beautiful.









INVISIBLE FUNCTIONALITY

SACTIONALS STEALTHTECH SOUND + CHARGE

Lovesac holds patents that are key to making Sactionals StealthTech Sound + Charge truly innovative. Our proprietary technology tunes the system to the unique layout of a customer's Sactionals, providing optimal sound quality from every Seat. Additionally, we've developed a way of optimizing the sound properties to the precise characteristics, density, and color of a customer's chosen Sactionals Covers, allowing sound to pass through fabric and upholstery with superior quality and immaculate clarity. These technologies allow the system to adapt to virtually any configuration and Cover selection for a fully personalized experience.







Enhanced Functionality With No Impact to Style

StealthTech™ comes w/ core bundle and can be augmented for any configuration



5.1 Immersive Sound + Charge System



*Pricing includes cost of the Side inserts. Net increase to customer is \$3,300 at MSRP, \$2,640 at Avg. SMSM



Add-On Enhancement

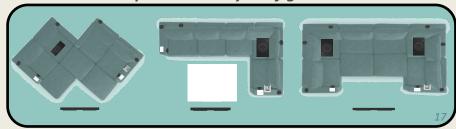
Satellite Sound Side



MSRP: \$500

Up to 4 Satellite Sound Sides can be purchased

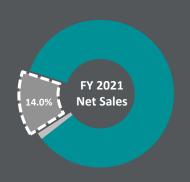
Optimize To Any Configuration



Sacs Overview

LOVESAC

- Category leader in oversized beanbags
- Product line offers 6 different sizes ranging from 22lbs to 95lbs
- Capacity to seat 3+ people on the larger model Sacs



- Durafoam[™] filling
- Sacs shrink to 1/8 original volume for shipping
- Multiple shapes, sizes with washable, changeable covers







Our Innovative Product Portfolio Continues to Expand



Sacs







Accessories



Footsac Blanket

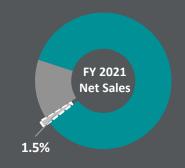
Drink Holder



Seat Table



Custom Covers & Dec Pillows



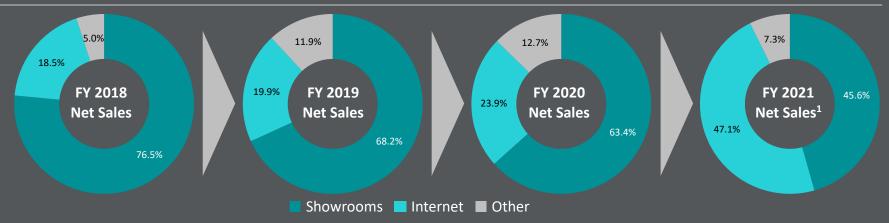


Balanced Omni- Channel Strategy

Balanced Omni-Channel Strategy







Showrooms

 Small-footprint retail locations in highend malls create an environment where consumers can see, touch, and understand the products

Internet

eCommerce channel drives deeper brand engagement and loyalty

Other

- Pop-up shops provide lower cost retail footprint that enables the Company to extend brand reach
- Expanded the use of shop-in-shops into Best Buy and online at Best Buy.com
- Hosted 5 temporary online pop-ups on Costco.com in FY2021

Superior Showroom Strategy & Productivity







New showrooms and closed 2 showrooms in FY2021

Full showroom remodels completed in FY2021

Planned new showrooms in FY2022, opened 28 in Q3 YTD

Lovesac Showroom Features

- Turns product inside-out to reveal technology
- Low merchandising, aesthetic, seasonality and inventory risk
- FY20 showroom sales per square foot of \$2,082. Due to COVID-19 driven temporary closures, FY2021 showroom sales per square foot was \$1,676

Economics of Showroom Model

- Target net sales of ~\$1.6 million in the first year
- Net investments including floor model inventory, capital expenditures and preopening expenses totals of ~\$400K
- Average payback of < 1.5 years**

^{*} Includes 25 Lovesac branded showrooms, 2 mobile concierges, and 1 kiosk,

Superior Customer Experience: In Showrooms & Online

LOVESAC

Easy to Purchase

- Mobile & Lovesac App purchases are easy
- In-showroom checkout via iPad technology—never leave the couch
- 30.4% of sales through in-house financing facilitated by a leading third party consumer financing company¹









Easy to Ship

- Can be delivered within 2 days using standard delivery carriers
- Enables deep stock positions in few core SKUs
- Broad assortment enabled by made-to-order custom covers
- Stock products made overseas; custom covers made in USA

Satisfies the "instant gratification" expectations of today's consumer

See It



Social Media



Advertising

Touch It



Showrooms / Shop-in-shops / Kiosks



Mobile Concierge

Buy It



Lovesac.com / online pop-ups /
BestBuy.com



Showrooms / Shop-in-shops / Kiosks

Physical retail locations and other direct marketing efforts drive conversion

Return on Advertising Spend is High and Ready to Grow











Additional Showrooms

New Product Innovation

More Shop-in-Shop Partners

(Eventual) International Expansion

Our investments in national advertising are increasingly amplified by the above Initiatives, driving ROI's up

Awareness* Marketing





National TV and Digital Marketing

Focused on major buying holidays; driving positive ROI's across both showroom and non-showroom markets.

FY2021 CLV:CAC ratio of 4.7X

Conversion Marketing





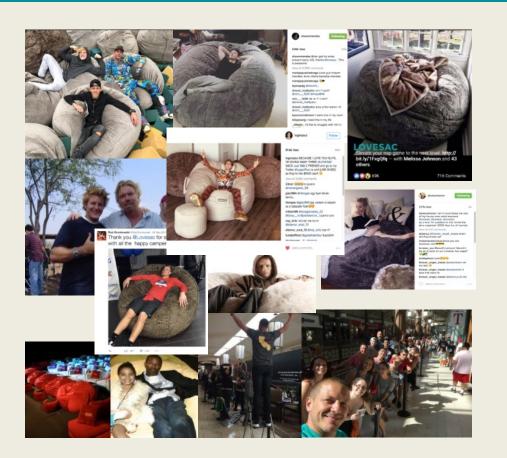


Social and Search

Focused on tent pole events to drive awareness or capitalize on heightened demand due to TV campaign, with room to continue to scale ROI + spend in FY2022

Large and Growing Social Media Presence





Social Engagement Metrics FY2021

facebook

853K followers

Instagram

480K followers

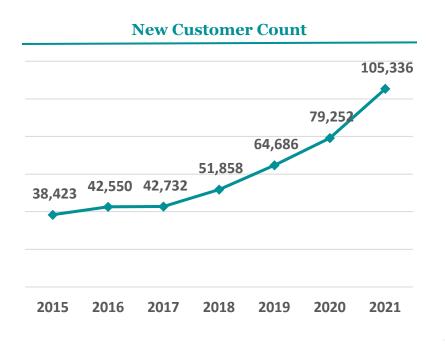


42M+ views in 24 hours & 202M views in total

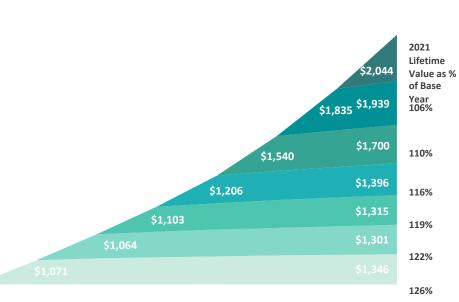
- Unsolicited celebrity endorsements and promotion
- Lovesac's founder has a strong online following

Strong Customer Lifetime Value









- 84.5% of revenues now driven by Sactionals sales, which are priced higher and induce repeat and supplemental purchases
- Sactionals are modular, customizable, interchangeable and machine washable
- New technologies & additions are reverse-compatible
- This extends duration and allows for evolution through owner's life



"Designed for Life" Platform

"Designed For Life" Driven By Sustainable Inputs



Sactionals Use Upholstery Fabric made from 100% Repurposed Plastic Bottles

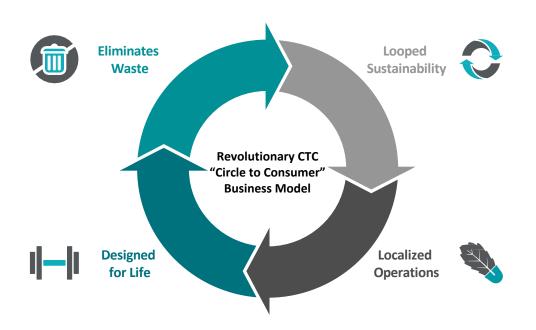


From May 2018 to April 2021, Lovesac repurposed more than 100 million plastic water bottles to make Sactionals

Evolution of Lovesac into a Circular Economy Business

LOVESAC





We are pioneering the shift from DTC Business Models to CTC (Circle to Consumer)

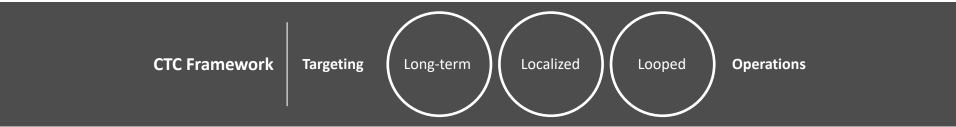


Circle to Customer

Delivers high-value products to consumers, leveraging high-touch to promote long-term relationships between manufacturers, brands, and owners

Implementation of Circle To Consumer





Long-term
Sustainable Growth

Higher Customer Lifetime Value

New Revenue Streams & Ecosystem Development

Operational Efficiencies

Next Steps

By Quarter End FY23 Q2

Develop CTC principles & set goals for implementation strategy in FY2023

By Quarter End FY23 Q4

Identify opportunities and operational efficiencies throughout FY23 with the goal of implementing Product Lifecycle Management (PLM) platform by the end of FY23



E

0 waste, 0 emissions by 2040

We're committed to achieving a 100% circular and sustainable business model by 2040. We currently use **100% recycled cardboard for our packaging**. Guided by our DFL philosophy, we improved our sourcing to make the base liner fabric of every **Sac and Sactional insert from 100% repurposed plastic bottles**.

S

Diversity, Equity & Inclusion

- DEI Steering Committee: Sets DEI direction and reports to Board biannually
- **DEI Action Council:** Informs and monitors DEI progress across the company

Board of Directors¹

G

Diversity



2 of 7 female and 1 ethnically diverse

1 female holds board leadership position as Committee Chair

Independence



All 3 Board committees are independent

Mix of Ages



Average Age: 53



1st ESG Report

Lovesac published its first ESG report in December 2021 covering its ESG strategies, activities, progress, metrics.



SASB

The report aligns with the Sustainability Accounting Standards Board's (SASB) <u>Building Products & Furnishings</u> sector standard.



Formalizing ESG

Lovesac is collaborating with FrameworkESG to establish a 3-year ESG strategy. Hired an experienced ESG Manager internally.



Strategic Priorities

Our Fiscal 2022 Strategic Priorities



Product



- One major product launch
- Two key platform innovations
- Drive appeal to new & repeat business
- Aggressive supply chain diversification

Marketing



- Drive growth spending ~12-14% of net sales on marketing annually
- Test & learn to drive efficiency & volume
- New TV creative
- Two key collabs with celebs & aspirational brands
- Expand influencer & social media reach

Omni-channel Distribution



- Approximately 28 new showrooms in FY2022
- Expanded partnership with Best Buy
- Pilot mobile concierge and kiosk touchpoints
- Lay groundwork for multiple distribution channels

Supply Chain/ Infrastructure



- Leverage diversified supply chain and resulting strong instock positions
- Continue to scale new Northeast DC operations
- Implement new customer relationship management software
- Leverage warehouse management software for efficiency

Sustainability



- Designed For Life ethos& strategy
- Intend to pioneer Circle to Consumer business model
- Tout leadership in plastic recycling on the new site, et al
- Continued evolution of supply chain
- Published inaugural ESG report in Dec. 2021

Infrastructure: Built For Scale & Efficiency



Showroom Technology



Large format motion screens and interactive touchpads to enhance CX

Data Warehouse & CRM



Scalable foundation for ERP and CRM

Logistics Optimization



Concentrated inventory without shelf-life, at high carry to facilitate growth and flex

Supply Chain



Easily scalable with existing diverse suppliers, and to other countries, due to uniformity and flexibility of the 2 core SKUs

Shipping



One of the most advantaged shipping solutions for mid-highend upholstery in the market; Fast & Free, or paid white glove delivery set-up available

Summary





- Large Addressable Market: Significant opportunity to disrupt a huge, and transitioning home furnishing market
- Increasing Marketing Effectiveness: Still low brand awareness + strong marketing ROIs = Leaning into traditional, digital and social marketing strategies
- **Disruptive Omni-channel Approach:** Multi-channel distribution through e-commerce, showrooms, shop-in-shops, pop-up shops and temporary online pop-ups which expands brand reach and drives customer engagement. Will leverage learnings generated in COVID-19 driven closed-showroom environment.
- **Growing Product Relevancy and Innovation:** Brand and portfolio of products increasingly relevant in current environment; new product introductions centered around innovation
- Expanding Portfolio of Unique, Sustainable, Patent Differentiated Product: Products are shippable, durable, washable and easily changeable with a focus on sustainability, given our Designed For Life philosophy, and differentiated by patents



Financials

Q3 and YTD FY22 Results



Key Measures for the Third Quarter and Year-to-date Period of Fiscal 2022 Ending October 31, 2021:

(Dollars in millions, except per share amounts)

	Thirte	en weeks ended	d	Thirty-nine weeks ended				
	October 31, 2021	November 1, 2020	% Inc (Dec)	October 31, 2021	November 1, 2020	% Inc (Dec)		
Net Sales	\$116.7	\$74.7	56.1%	\$302.0	\$191.1	58.1%		
Gross Profit	\$58.6	\$41.3	41.9%	\$163.7	\$99.6	64.3%		
Gross Margin	50.2%	55.3%	(503) bps	54.2%	52.2%	205 bps		
Total Operating Expense	\$55.6	\$38.8	43.5%	\$149.5	\$106.5	40.3%		
SG&A	\$38.1	\$25.9	46.8%	\$104.2	\$75.2	38.6%		
SG&A as a % of Net Sales	32.6%	34.7%	(207) bps	34.5%	39.3%	(484) bps		
Advertising & Marketing	\$15.8	\$11.0	44.3%	\$39.5	\$26.3	50.2%		
Advertising & Marketing as a % of Net Sales	13.6%	14.7%	(111) bps	13.1%	13.8%	(69) bps		
Basic EPS Income (Loss)	\$0.18	\$0.17	5.9%	\$0.88	\$(0.48)	(283.3%)		
Diluted EPS Income (Loss)	\$0.17	\$0.16	6.3%	\$0.83	\$(0.48)	(272.9%)		
Net Income (Loss)	\$2.8	\$2.5	11.0%	\$13.3	\$(7.0)	(290.1%)		
Adjusted EBITDA 1	\$5.8	\$6.0	(2.3%)	\$23.6	\$2.4	866.5%		
Net Cash (Used in) Provided by Operating Activities	\$(15.9)	\$(5.1)	(210.1%)	\$(15.2)	\$6.9	(319.1%)		

¹ Adjusted EBITDA is a non-GAAP measure. See "Non-GAAP Information" and "Reconciliation of Non-GAAP Financial Measures" included on slides 38 and 39.

Q3 and YTD FY22 Comparable Sales Metrics



Percent Increase (Decrease) except showroom count										
	Thirteen we	eeks ended	Thirty-nine weeks ended							
	October 31, 2021	November 1, 2020	October 31, 2021	November 1, 2020						
Total Comparable Sales 2	47.1%	53.5%	44.8%	58.7%						
Comparable Showroom Sales ³	53.3%	25.5%	133.0%	(14.2%)						
Internet Sales	38.2%	125.2%	(11.4%)	247.2%						
Ending Showroom Count	135	107	135	107						

² Total comparable sales include showroom transactions through the point of sale and internet net sales.
³ Comparable showroom sales reflect transactions through the point of sale and not necessarily product that has shipped to the customer. Product that has shipped to the customer is included in Net Sales. Showrooms were closed as required by local and state laws as a result of the COVID-19 pandemic effective March 18, 2020. As of the end of the fourth quarter of fiscal 2021, all showrooms had fully reopened to the walk-in phase, and remain open. We are abiding by federal, state and local guidelines with respect to the operating status of our showrooms.

Q3 and YTD FY22 Adjusted EBITDA Non-GAAP Reconciliation



RECONCILIATION OF NON-GAAP FINANCIAL MEASURES (unaudited)

		een weeks l October , 2021	 irteen weeks ended ovember 1, 2020	Thirty-nii weeks end October 3 2021	ed	we	nirty-nine eks ended vember 1, 2020
Net income (loss)	\$	2,752	\$ 2,479	\$ 13,	260	\$	(6,976)
Interest expense, net		45	44		135		22
Taxes		174	11		842		70
Depreciation and amortization		1,726	 1,854	5,	748		5,034
EBITDA		4,697	4,388	19,	985		(1,851)
Management fees (a)			125		_		375
Deferred rent (b)		_	378		_		1,234
Equity-based compensation (c)		1,121	1,063	3,	014		2,638
Loss on disposal of property and equipment (d)		_	_		_		5
Impairment of right of use lease asset (e)		_	_		554		_
Other non-recurring expenses (f)(g)		_	_		_		36
Adjusted EBITDA	\$	5,818	\$ 5,954	\$ 23,	553	\$	2,437

- (a) Represents management fees and expenses charged by our equity sponsors.
- (b) Represents the difference between rent expense recorded and the amount paid by the Company. In accordance with generally accepted accounting principles, the Company records monthly rent expense equal to the total of the payments due over the lease term, divided by the number of months of the lease terms. The Company adopted ASC 842 at the beginning of fiscal 2022 therefore we no longer recognize deferred rent.
- (c) Represents expenses, such as compensation expense and employer taxes related to RSU equity vesting and exercises associated with stock options and restricted stock units granted to our associates and board of directors.
- (d) Represents the loss on disposal of fixed assets related to showroom remodels.
- (e) Represents the impairment of the right of use lease asset for one showroom for which the fixed assets had been impaired in the prior fiscal quarter.
- (f) There were no other non-recurring expenses in the thirteen weeks ended October 31, 2021 and November 1, 2020, respectively.
- (g) There were no other non-recurring expenses in the thirty-nine weeks ended October 31, 2021. Other non-recurring expenses in the thirty-nine weeks ended November 1, 2020 are related to professional and legal fees related to financing initiatives.

Fiscal 2021 Adjusted EBITDA Non-GAAP Reconciliation



THE LOVESAC COMPANY RECONCILATION OF NON-GAAP FINANCIAL MEASURES

		d		
(dollars in thousands)	Janua	ry 31, 2021	Febru	uary 2, 2020
Net Income (Loss)	\$	14,727	\$	(15,205)
Interest expense (income), net		67		(647)
Provision for income taxes		86		43
Depreciation and amortization		6,613		5,158
EBITDA		21,493		(10,651)
Management fees (a)		500		633
Deferred Rent (b)		1,342		716
Equity-based compensation (c)		4,681		5,246
Net loss (gain) on disposal of property and equipment (d)		5		(167)
Impairment of property and equipment (e)		245		-
Other non-recurring expenses (f)		36		503
Adjusted EBITDA	\$	28,302	\$	(3,721)

- (a) Represents management fees and expenses charged by our equity sponsors.
- (b) Represents the difference between rent expense recorded and the amount paid by the Company. In accordance with generally accepted accounting principles, the Company records monthly rent expense equal to the total of the payments due over the lease term, divided by the number of months of the lease terms.
- (c) Represents expenses associated with stock options and restricted stock units granted to our officers, employees, and board of directors.
- (d) Represents the net loss (gain) on disposal of property and equipment.
- (e) Represents the impairment of property and equipment.
- (f) Other non-recurring expenses in fiscal 2021 are related to \$36 in professional and legal fees related to financing initiatives. Other non-recurring expenses in fiscal 2020 are made up of: (1) \$152 in recruitment fees to build executive management team and Board of Directors; (2) \$268 in fees associated with our primary and secondary shares offerings and (3) \$83 in financing fees associated with our secondary offering.

Q3 FY21 and Q3 FY22 Metrics

discounting and continuing vendor negotiations to assist with the mitigation of tariffs.

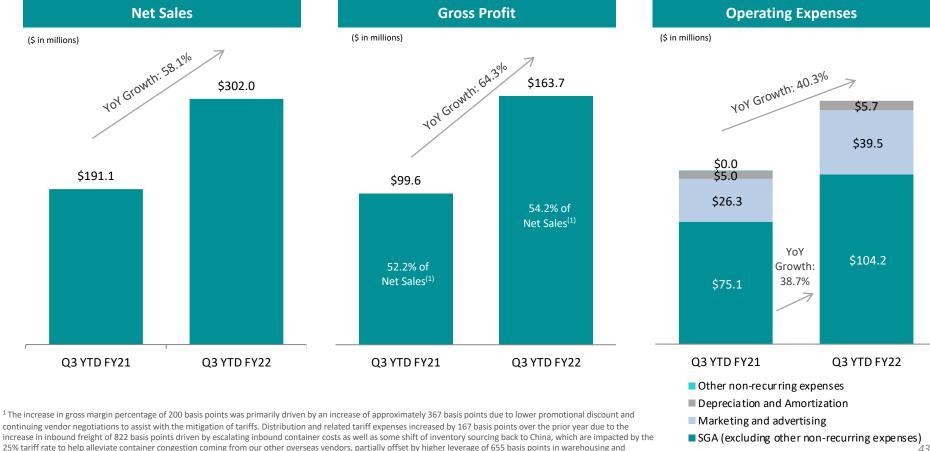




Q3 YTD FY21 and Q3 YTD FY22 Metrics

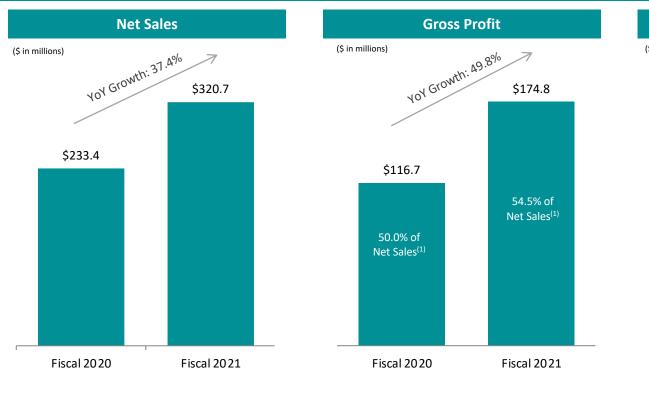
distribution costs.





Fiscal 2020 and Fiscal 2021 Metrics





Fiscal 2020 Fiscal 2021 Fiscal 2020 Fiscal 2021

The 450 basis points increase in gross margin versus the prior year period reflects 400 basis points improvement in gross profit as a result of a reduction in promotional discounts, higher sactional product mix impact related to premium covers, reduced inventory reserve levels, and lower product costs related to vendor negotiated tariff mitigation initiatives due to higher volume. Distribution expenses including warehousing, freight and tariff related expenses also improved by 50 basis points due to higher leverage on warehousing and tariff expenses, partially offset by deleverage in freight expense.



SGA



Appendix

Q3 YTD FY22 Income Statement & Non-GAAP Reconciliation



	Q1 Q2 Q3				Q3 YTD								
(\$ in 000's)	F	Y 2021	FY 2022	F	FY 2021	FY 2022	-	Y 2021	FY 2022		FY 2021	FY 2022	
Net Sales													
Showrooms	\$	18,118 \$	48,986	\$	12,850 \$	62,594	\$	41,538	69,694	\$	72,506 \$	181,274	
Internet		30,064	25,175		46,074	29,480		25,710	35,542		101,848	90,197	
Other		6,190	8,755		3,021	10,373		7,494	11,442		16,705	30,569	
Total Net Sales	\$	54,372 \$	82,915	\$	61,945 \$	102,447	\$	74,742	116,678	\$	191,060 \$	302,041	
% growth		32.8%	52.5%		28.7%	65.4%		43.5%	56.1%		35.3%	58.1%	
Cost of merchandise sold	\$	27,089 \$	36,839	\$	30,890 \$	43,416	\$	33,434	58,062		91,413	138,317	
Gross Profit	\$	27,284 \$	46,076	\$	31,055 \$	59,032	\$	41,308	58,616	\$	99,647 \$	163,724	
% margin		50.2%	55.6%		50.1%	57.6%		55.3%	50.2%		52.2%	54.2%	
Selling, general and administrative expenses	\$	25,831 \$	30,718	\$	23,383 \$	35,385	\$	25,946	38,087	\$	75,160 \$	104,190	
Advertising and marketing		8,196	10,680		7,166	13,036		10,975	15,832		26,337	39,548	
Depreciation and amortization		1,636	2,420		1,544	1,603		1,854	1,726		5,034	5,748	
Operating (Loss) Income	\$	(8,379) \$	2,258	\$	(1,038) \$	9,008	\$	2,533	2,971	\$	(6,884) \$	14,237	
% margin		-15.4%	2.7%		-1.7%	8.8%		3.4%	2.5%		-3.6%	4.7%	
Other Income (Expense)													
Interest income (expense), net		56	(44)		(35)	(45)		(44)	(45)		(23)	(135)	
Provision for income taxes		(25)	(153)		(34)	(515)		(11)	(174)		(70)	(842)	
Net (Loss) Income	\$	(8,348) \$	2,061	\$	(1,107) \$	8,447	\$	2,479	2,752	\$	(6,976) \$	13,260	
% margin		-15.4%	2.5%		-1.8%	8.2%		3.3%	2.4%		-3.7%	4.4%	
Net (Loss) Income per common share (basic)	\$	(0.58) \$	0.14	\$	(0.08) \$		\$	0.17		\$	(0.48) \$		
Net (Loss) Income per common share (diluted)	\$	(0.58) \$	0.13	\$	(0.08) \$	0.52	\$	0.16	0.17	\$	(0.48) \$	0.83	
Adjusted EBITDA Reconciliation:													
Net (Loss) Income	\$	(8,348) \$	2,061	\$	(1,107) \$	8,447	\$	2,479	2,752	\$	(6,976) \$	13,260	
Interest (income) expense, net		(56)	44		35	45		44	45		22	135	
Provision for income taxes		25	153		34	515		11	174		70	842	
Depreciation and amortization		1,636	2,420		1,544	1,603		1,854	1,726		5,034	5,748	
EBITDA	\$	(6,743) \$	4,678	\$	506 \$,	\$	4,388		\$	(1,851) \$	19,985	
Management fees	\$	125 \$	-	\$	125 \$	-	\$	125	-		375	-	
Deferred rent		362	-		872	-		378	-		1,234	-	
Equity-based compensation		898	654		677	1,239		1,063	1,121		2,638	3,014	
Loss on disposal of property and equipment		-	-		5	-		-	-		5	-	
Impairment of right of use lease asset		-	-		-	554		-	-		-	554	
Other non-recurring expenses		36			-			-			36		
Adjusted EBITDA	\$	(5,692) \$	5,332	\$	2,185 \$	12,403	\$	5,954	5,818	\$	2,437 \$	23,553	
% margin		-10.5%	6.4%		3.5%	12.1%		8.0%	5.0%		1.3%	7.8%	

FY20/21 Income Statement & Non-GAAP Reconciliation



		Q1		Q2		Q3		Q4			FY		
(\$ in 000's)	F	Y 2020	FY 2021	FY 2020	FY 2021		FY 2020	FY 2021		FY 2020	FY 2021	FY 2020	FY 2021
Net Sales													<u>.</u>
Showrooms	\$	26,925 \$	18,118	\$ 31,262 \$	12,850	\$	32,474 \$	41,538	\$	57,343 \$	73,644	\$ 148,004 \$	146,150
Internet		8,459	30,064	9,456	46,074		11,415	25,710		26,450	49,216	55,781	151,064
Other		5,574	6,190	7,428	3,021		8,208	7,494		8,382	6,818	29,592	23,523
Total Net Sales	\$	40,958 \$	54,372	\$ 48,146 \$	61,945	\$	52,097 \$	74,742	\$	92,175 \$	129,678	\$ 233,377 \$	320,738
% growth		53.0%	32.8%	44.8%	28.7%		25.0%	43.5%		43.6%	40.7%	40.7%	37.4%
Cost of merchandise sold	\$	19,966 \$	27,089	\$ 23,861 \$	30,890	\$	25,844 \$	33,434	\$	47,016 \$	54,553	\$ 116,687 \$	145,966
Gross Profit	\$	20,992 \$	27,284	\$ 24,285 \$	31,055	\$	26,254 \$	41,308	\$	45,159 \$	75,125	\$ 116,690 \$	174,772
% margin		51.3%	50.2%	50.4%	50.1%		50.4%	55.3%		49.0%	57.9%	50.0%	54.5%
Selling, general and administrative expenses	\$	23,862 \$	25,831	\$ 21,956 \$	23,383	\$	24,485 \$	25,946	\$	27,844 \$	36,194	\$ 98,147 \$	111,354
Advertising and marketing		5,389	8,196	6,070	7,166		7,258	10,975		10,476	15,587	29,194	41,924
Depreciation and amortization		1,066	1,636	1,206	1,544		1,378	1,854		1,509	1,579	5,158	6,614
Operating (Loss) Income	\$	(9,325) \$	(8,379)	\$ (4,947) \$	(1,038)	\$	(6,867) \$	2,533	\$	5,329 \$	21,765	\$ (15,809) \$	14,880
% margin		-22.8%	-15.4%	-10.3%	-1.7%		-13.2%	3.4%		5.8%	16.8%	-6.8%	4.6%
Other Income (Expense)													
Interest income (expense), net		235	56	169	(35)		134	(44)		109	(45)	647	(67)
Provision for income taxes		(12)	(25)	7	(34)		(16)	(11)		(22)	(16)	(43)	(86)
Net (Loss) Income	\$	(9,102) \$	(8,348)	\$ (4,771) \$	(1,107)	\$	(6,748) \$	2,479	\$	5,416 \$	21,703	\$ (15,205) \$	14,727
% margin		-22.2%	-15.4%	-9.9%	-1.8%		-13.0%	3.3%		5.9%	16.7%	-6.5%	4.6%
Net (Loss) Income per common share (basic)	\$	(0.67) \$	(0.58)	\$ (0.33) \$	(0.08)	\$	(0.46) \$	0.17	\$	0.37 \$	1.44	\$ (1.07) \$	1.01
Net (Loss) Income per common share (diluted)	\$	(0.67) \$	(0.58)	\$ (0.33) \$	(0.08)	\$	(0.46) \$	0.16	\$	0.37 \$	1.37	\$ (1.07) \$	0.96
Adjusted EBITDA Reconciliation:													
Net (Loss) Income	\$	(9,102) \$	(8,348)	\$ (4,771) \$	(1,107)	\$	(6,748) \$	2,479	\$	5,416 \$	21,703	\$ (15,205) \$	14,727
Interest (income) expense, net		(235)	(56)	(169)	35		(134)	44		(109)	45	(647)	67
Provision for income taxes		12	25	(7)	34		16	11		22	16	43	86
Depreciation and amortization		1,066	1,636	 1,206	1,544		1,378	1,854		1,509	1,579	5,158	6,614
EBITDA	\$	(8,259) \$	(6,743)	\$ (3,741) \$	506	\$	(5,488) \$	4,388	\$	6,838 \$	23,343	\$ (10,651) \$	21,493
Management fees	\$	164 \$	125	\$ 133 \$	125	\$	141 \$	125	\$	194 \$	125	\$ 633 \$	500
Deferred rent		12	(8)	77	872		816	378		(188)	109	716	1,342
Equity-based compensation		3,223	898	171	677		628	1,063		1,225	2,043	5,246	4,681
Net loss (gain) on disposal of property and equipment		47	-	(214)	5		-	-		-	-	(167)	5
Impairment of property and equipment (e)		-	=	-	-		=	-		-	245	-	245
Other non-recurring expenses		150	36	 275	<u>-</u>		174			(95)	<u> </u>	 503	36
Adjusted EBITDA	\$	(4,663) \$	(5,692)	\$ (3,299) \$	2,185	\$	(3,729) \$	5,954	\$	7,974 \$	25,865	\$ (3,721) \$	28,302
% margin	-	-11.4%	-10.5%	-6.9%	3.5%		-7.2%	8.0%		8.7%	19.9%	-1.6%	8.8%



THE LOVESAC COMPANY

CONDENSED CONSOLIDATED BALANCE SHEETS

		ctober 31, 2021	January 31, 2021		
(amounts in thousands, except share and per share amounts)	(1	inaudited)			
Assets					
Current Assets					
Cash and cash equivalents	\$	47,862	\$	78,341	
Trade accounts receivable		9,794		4,513	
Merchandise inventories		94,544		50,417	
Prepaid expenses and other current assets		11,421		10,128	
Total Current Assets		163,621		143,399	
Property and equipment, net		32,133		25,868	
Operating lease right-of-use assets		95,567		_	
Other Assets					
Goodwill		144		144	
Intangible assets, net		1,345		1,517	
Deferred financing costs, net		23		91	
Total Other Assets		1,512	_	1,752	
Total Assets	\$	292,833	\$	171,019	
Liabilities and Stockholders' Equity					
Current Liabilities					
Accounts payable	\$	25,430	\$	24,311	
Accrued expenses		23,427		17,187	
Payroll payable		7,865		6,362	
Customer deposits		6,704		5,993	
Current operating lease liabilities		15,722		_	
Sales taxes payable		2,430		2,471	
Total Current Liabilities		81,578		56,324	
Deferred Rent		_		6,749	
Operating Lease Liabilities, long-term		90,658		_	
Line of Credit		_		_	
Total Liabilities		172,236		63,073	
Stockholders' Equity					
Preferred Stock \$0.00001 par value, 10,000,000 shares authorized, no shares issued or outstanding as of October 31, 2021 and January 31, 2021.		_		_	
Common Stock \$.00001 par value, 40,000,000 shares authorized, 15,122,882 shares issued and outstanding as of October 31, 2021 and 15,011,556 shares issued and outstanding as of January 31, 2021.		_		_	
Additional paid-in capital		170,773		171,382	
Accumulated deficit		(50,176)		(63,436)	
Stockholders' Equity		120,597		107,946	
Total Liabilities and Stockholders' Equity	\$	292,833	\$	171,019	



THE LOVESAC COMPANY

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS (unaudited)

(Thirty-nine weeks ended						
(amounts in thousands)	October 31, 2021	November 1,					
Cash Flows from Operating Activities	2021	2020					
Net income (loss)	\$ 13,260	\$ (6,976)					
Adjustments to reconcile net income (loss) to net cash (used in) provided by operating activities:	3 13,200	(0,770)					
Depreciation and amortization of property and equipment	5,121	4,604					
Amortization of other intangible assets	627	430					
Amortization of deferred financing fees	68	65					
Net loss on disposal of property and equipment	_	5					
Equity based compensation	2,850	2,639					
Deferred rent	_	3,280					
Non-cash operating lease cost	11,003	_					
Impairment of right of use lease asset	554	_					
Changes in operating assets and liabilities:							
Trade accounts receivable	(5,281)	(42)					
Merchandise inventories	(44,127)	(21,358)					
Prepaid expenses and other current assets	1,166	(2,803)					
Accounts payable and accrued expenses	9,265	17,070					
Operating lease liabilities	(10,396)	_					
Customer deposits	711	10,015					
Net Cash (Used in) Provided by Operating Activities	(15,179)	6,929					
Cash Flows from Investing Activities							
Purchase of property and equipment	(11,386)	(6,671)					
Payments for patents and trademarks	(455)	(497)					
Net Cash Used in Investing Activities	(11,841)	(7,168)					
Cash Flows from Financing Activities							
Taxes paid for net share settlement of equity awards	(3,563)	(564)					
Proceeds from the exercise of warrants	104	_					
Payment of deferred financing costs		(50)					
Net Cash Used in Financing Activities	(3,459)	(614)					
Net Change in Cash and Cash Equivalents	(30,479)	(853)					
Cash and Cash Equivalents - Beginning	78,341	48,539					
Cash and Cash Equivalents - Ending	\$ 47,862	\$ 47,686					
Supplemental Cash Flow Disclosures							
Cash paid for taxes	\$ 775	\$ 70					
Cash paid for interest	\$ 80	\$ 62					