

Delta Apparel, Inc.
Annual Meeting

February 4, 2015



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 the presentation.
- Please refer to 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.

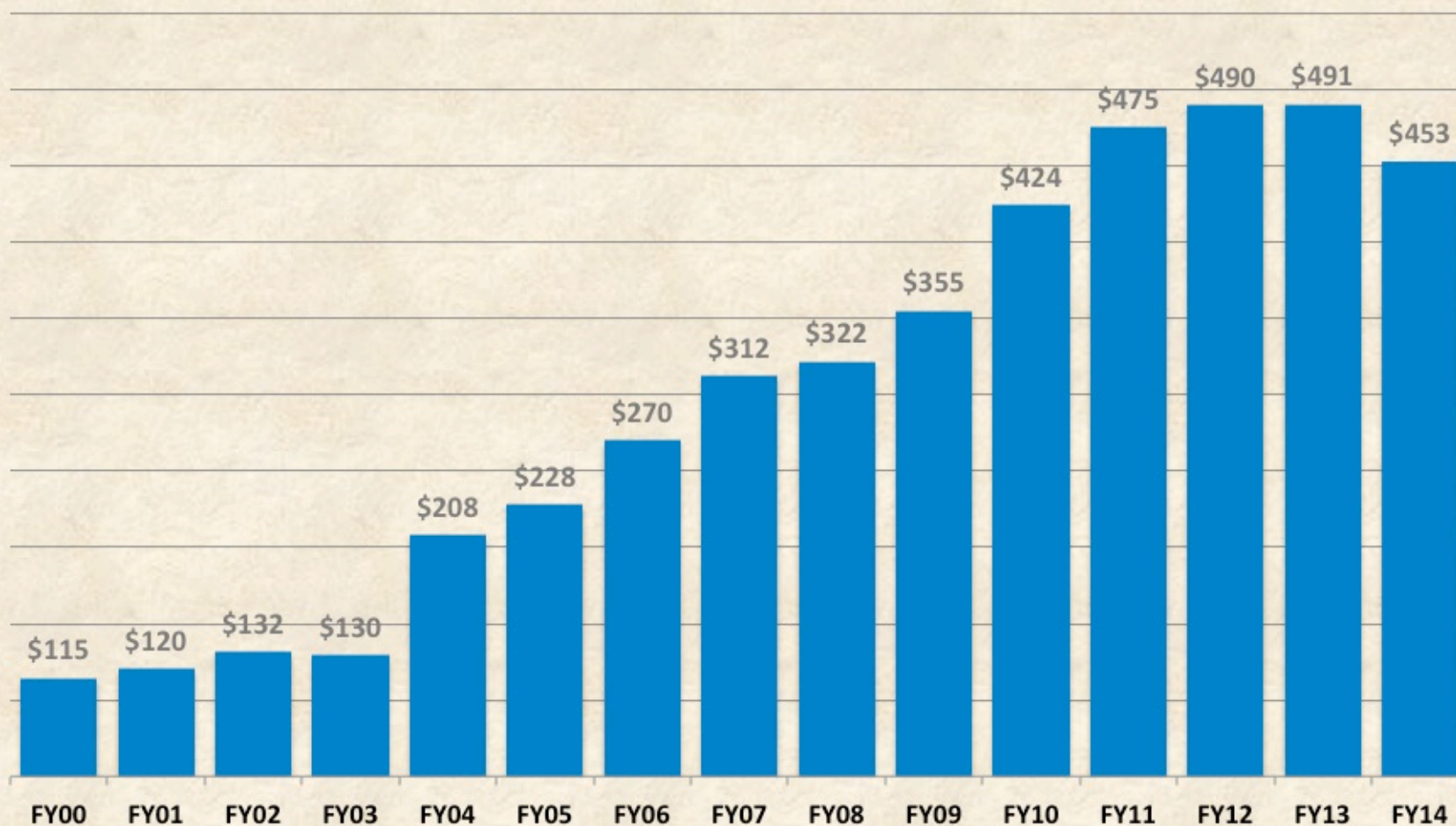
Fiscal Year 2014



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Sales



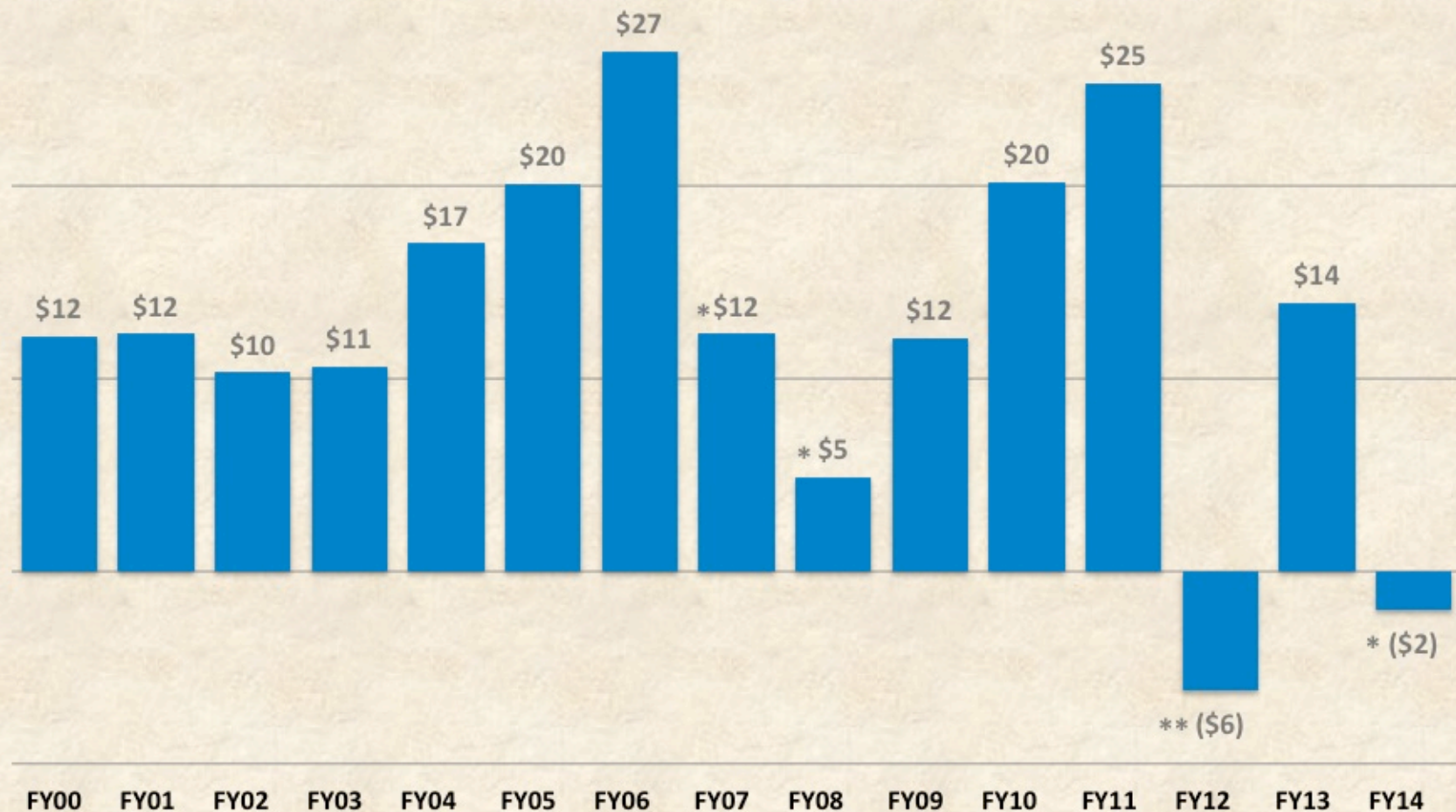
(in millions)

Note: FY00 through FY13 are June FYE; FY14 is September FYE.





Operating Profit



(in millions)

Note: FY00 through FY13 are June FYE; FY14 is September FYE.

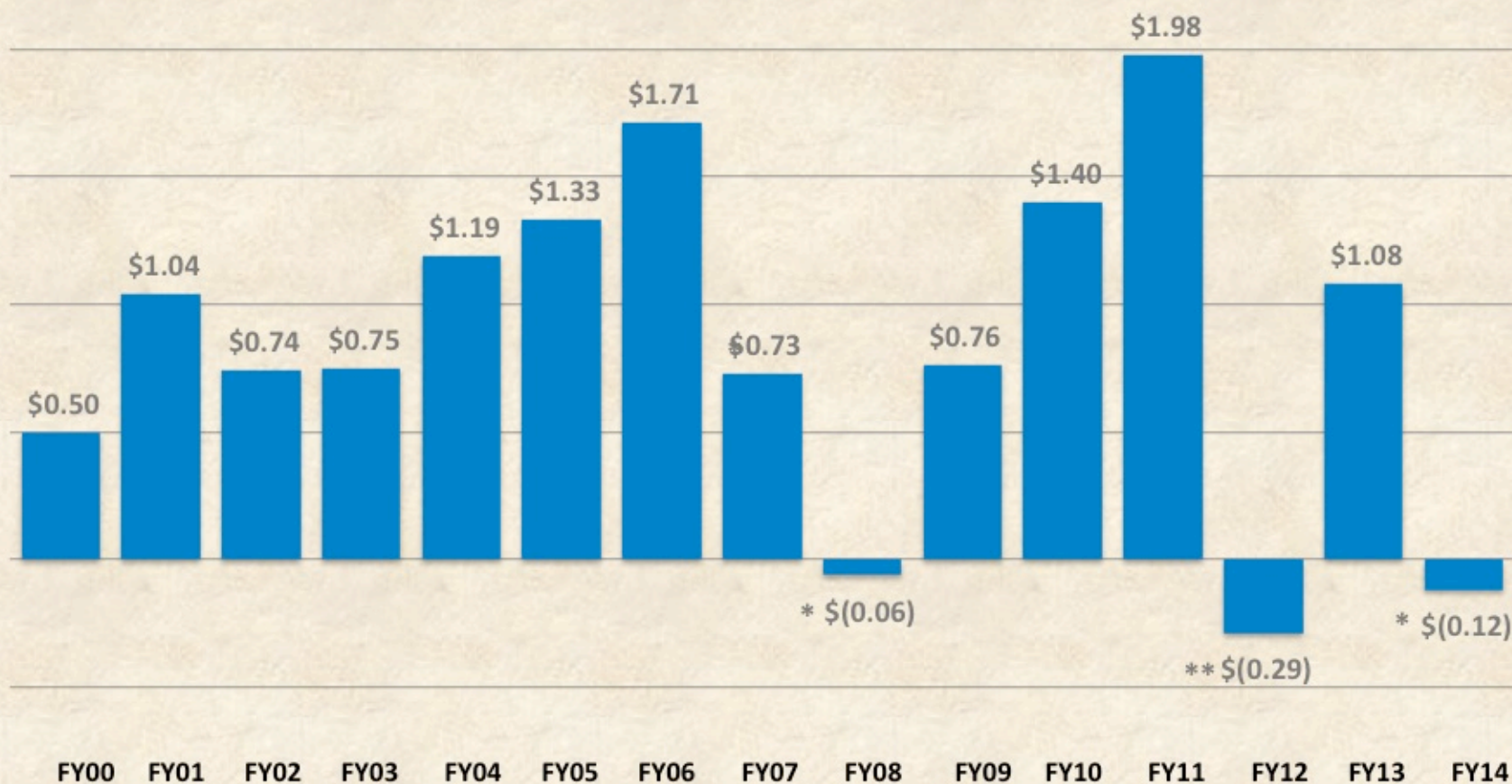
* Impacted by restructuring activities

** Impacted by cotton costs



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Diluted EPS



Note: FY00 through FY13 are June FYE; FY14 is September FYE.

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- ** Impacted by cotton costs



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Foundation for the Future



Brands

- Marketing
- Direct to Consumer
 - eCommerce
 - Retail Outlets

Management

- Realignment of Job Responsibilities with Personnel Reductions
 - Across All Operations Administrative Functions
- Closed Canada 3PL Distribution Relationship
- Annual Cost Savings of \$7 million

Manufacturing

- Expanded Honduras Sewing
- Expanded Honduras Textiles
- Expanded El Salvador Printing
- Downsized US and Mexico Production
- Modernized US Screenprinting



Junk Food Flagship Store



Abbot Kinney Boulev



Venice, California



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Junk Food – NFL Runway Event



FASHION
WEEK
NYC



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Soffe – Key Leadership Team

Rod McGeachy

President

- 20+ years experience in consumer and retail environments
- Strategic Planning – Marketing – Finance – Business Development

Elisa Palefsky

Vice President of Sales

- 20+ year track record of executing go-to-market strategies
- Sales – Strategic Planning – Marketing – Brand Development

Steve Menninga

Vice President of Sales

Independent Sporting Goods

- 20+ years experience in the sporting goods marketplace
- Sales Leadership – Management – Marketing



Soffe – Marketing Initiatives



New Creative Execution

New Spring Product

*The Strength
Is In Us.*



New In-store Imagery



Soffe – Marketing Initiatives



Our
Military
Heritage



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Soffe – Marketing Initiatives



Our
Military
Heritage



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Junk Food



ALESSANDRA AMBROSIO



KENDRA WILKINSON



JOSH DUHAMEL



LUCY HALE



JACKSON THERON

Celebrities in Junk Food



JOHAN SAMUEL



Delta Cortes, S.A. New Building



Expanded Potential Capacity



Ceiba Textiles



*Third
Expansion
Completed*



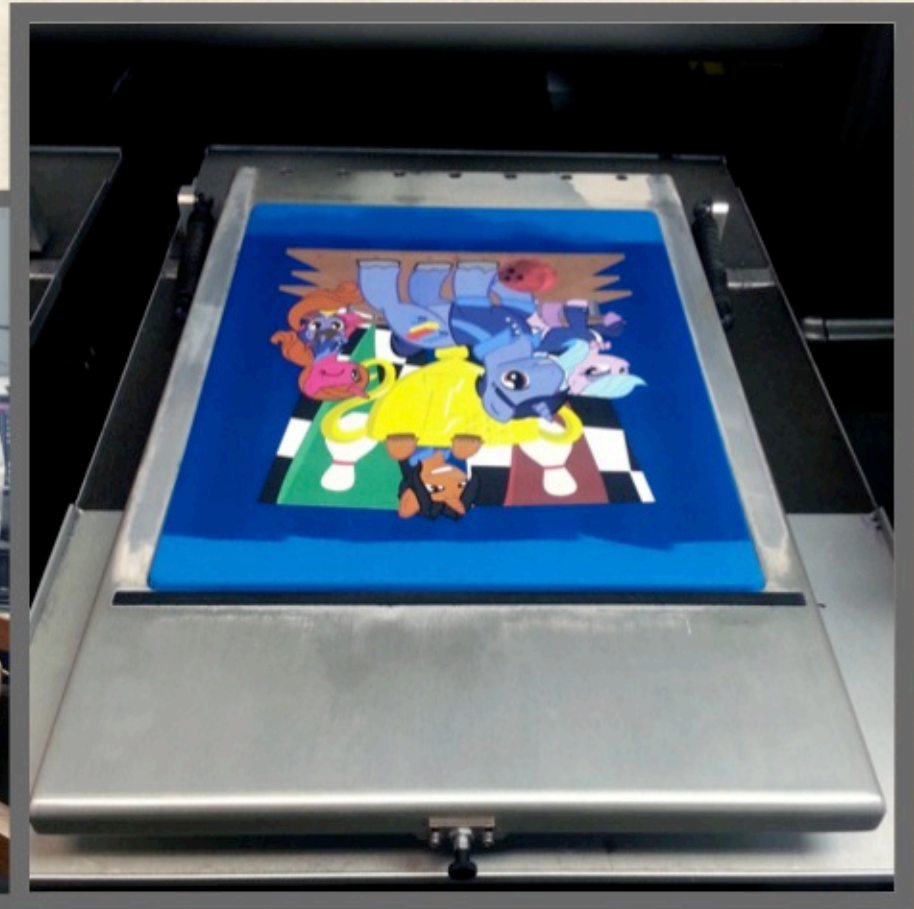
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Art Gun

New Kornit Printers

Significantly Improved Print Quality

Dramatically Increased Print Speed



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SALT LIFE



Salt Life



Sales Door Expansion

- Outdoor Retail
- Sporting Goods Chains
- New Specialty Shops

Line Expansion

Marketing Print

- 10 publications
- Salt Life Lifestyle Inspired

Sponsorships

- Fish
- Paddle Board
- Surf
- Free Dive

Digital

- Surfline
- Salt Line Channel



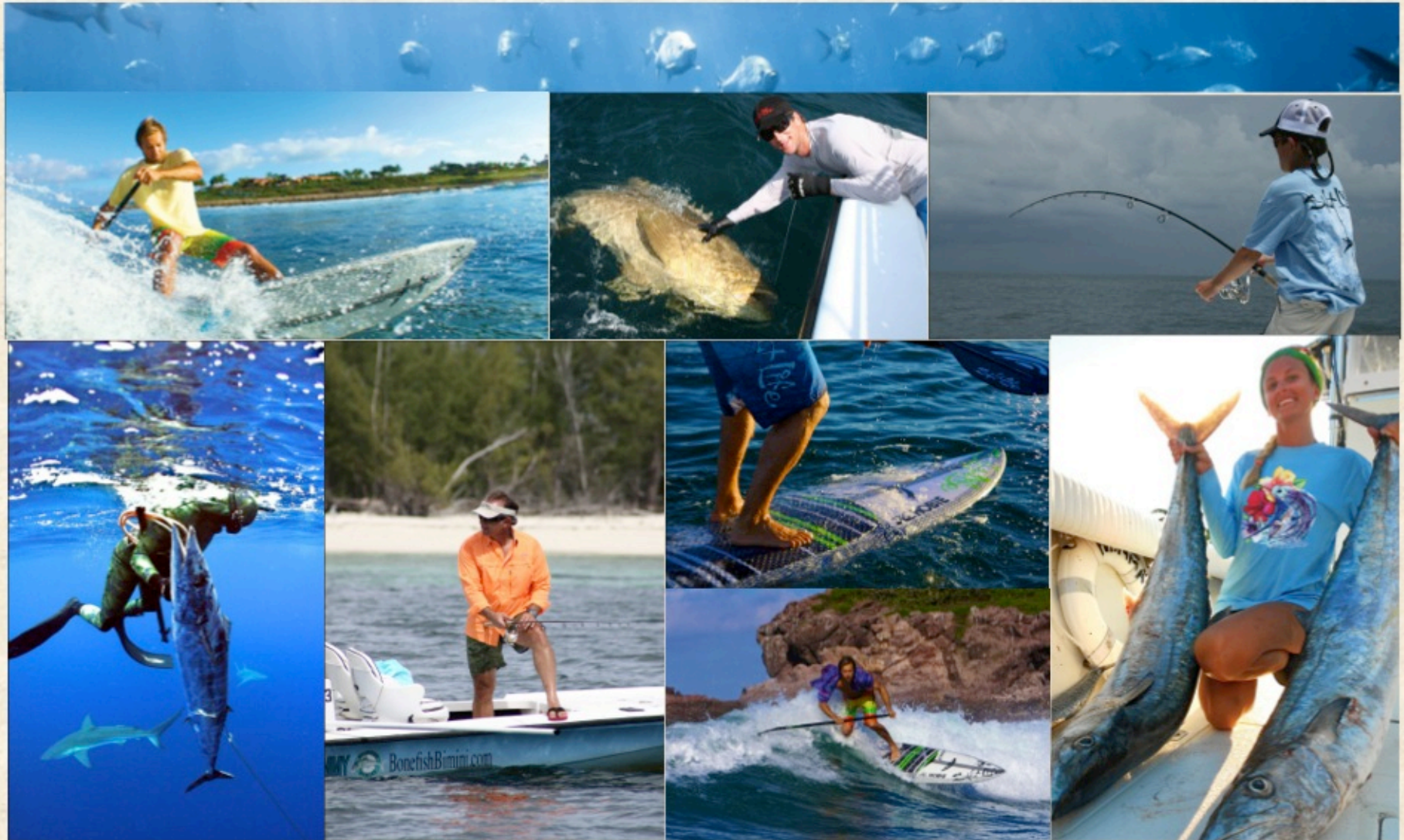
SALT Life

Retail Doors



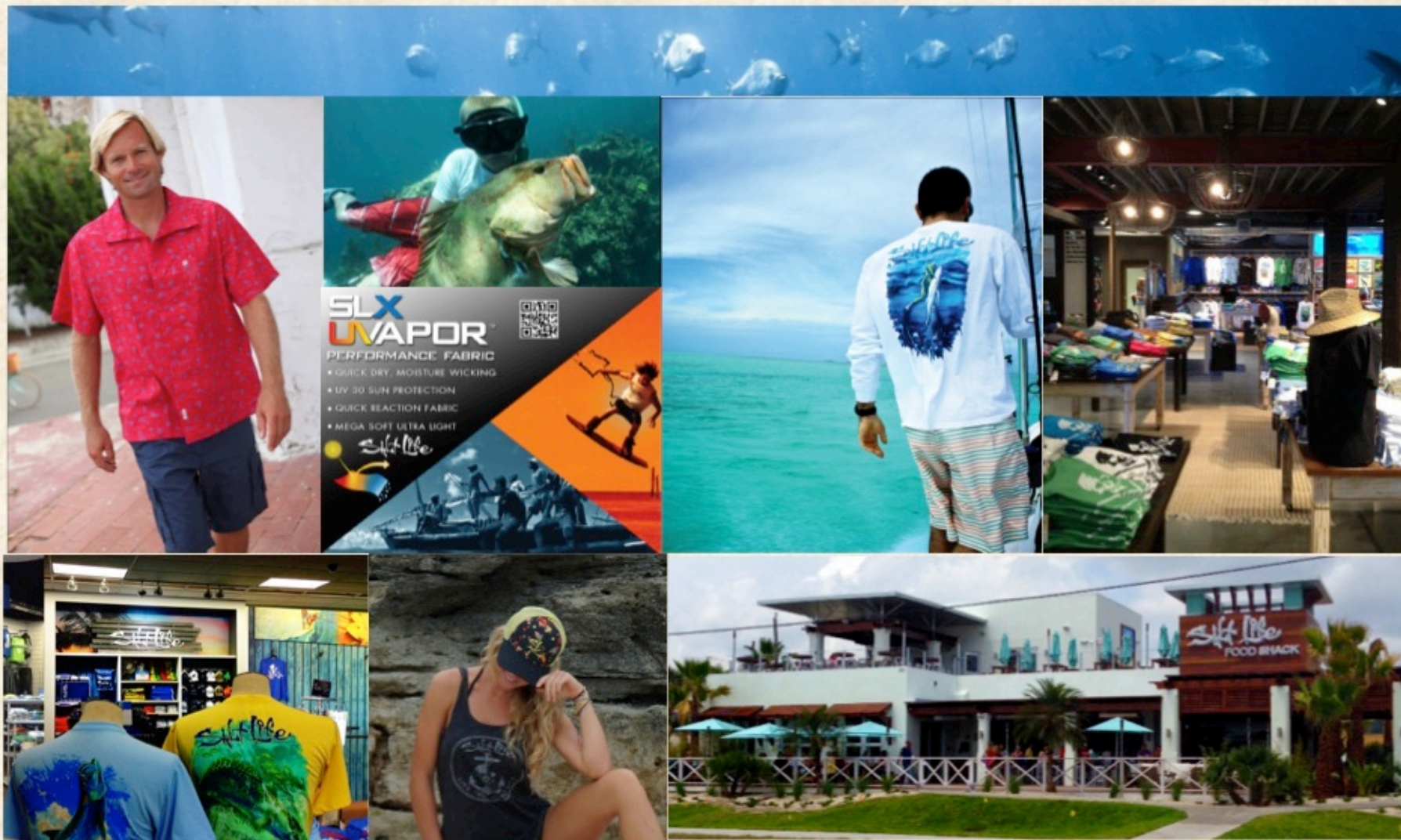
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SALT LIFE



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Salt Life



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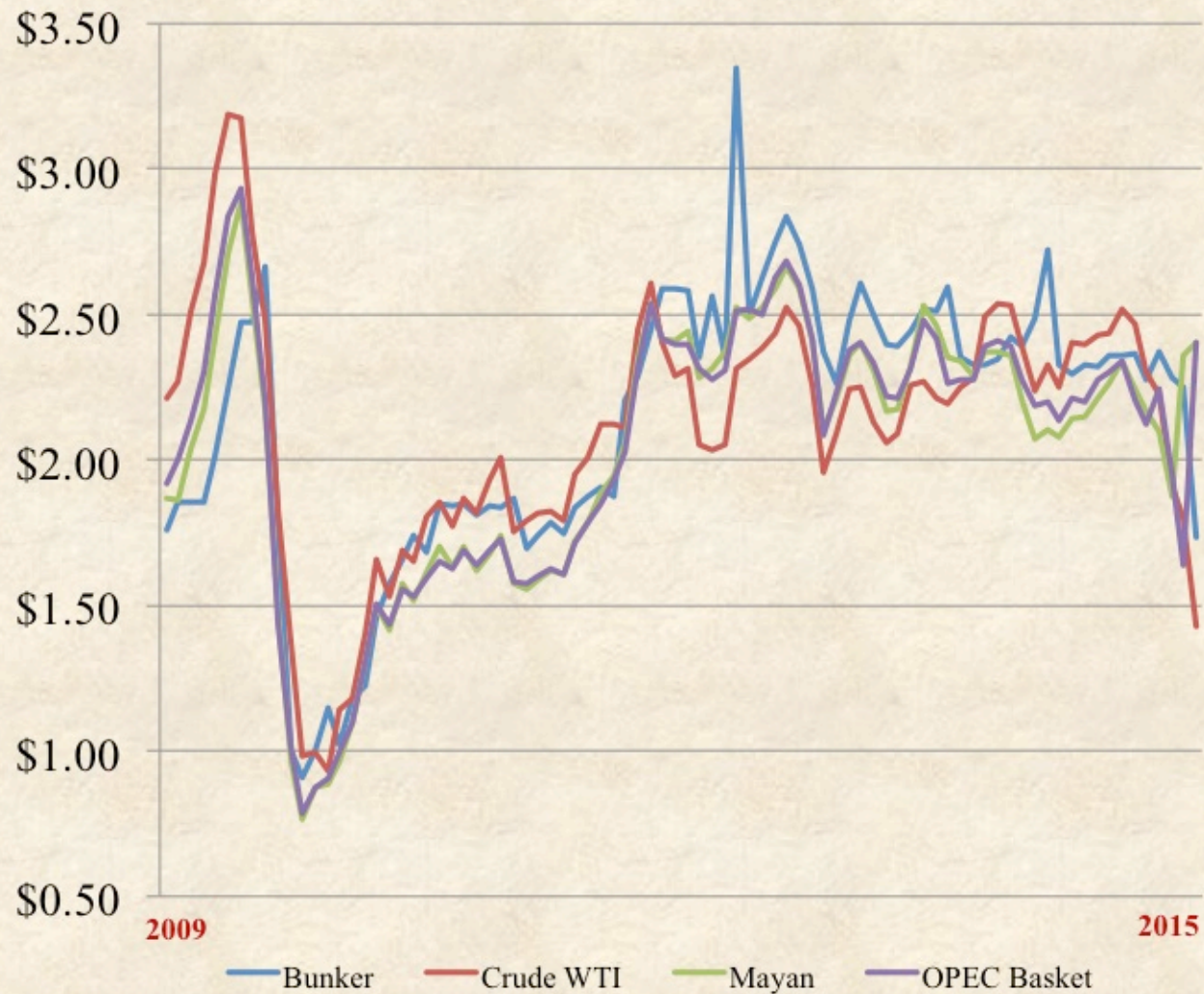
Fiscal Year 2015



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Bunker Fuel Price

Crude vs. Bunker



Cotton Cost



CTH10 - Cotton #2 (ICEUS)



FY15 Business Goals



- ▶ Revenue Growth in All Business Units
- ▶ Achieve Operating Profits in All Business Units
- ▶ Implement Action Steps to Improve Operating Profit
 - Cost Structure Realignment
 - Tight Spending Controls
 - Evaluate and Potential Divestiture of Underperforming Assets
- ▶ Invest in Current Brands and License Agreements
- ▶ Leverage Vertical Manufacturing Base
 - Low Cost
 - Superior Service



Thank You



Questions?