THE WORLD’S LEADING ISLAND LIFESTYLE BRAND

Tommy Bahama is the island-inspired lifestyle brand that defines relaxed, sophisticated style in men’s and women’s sportswear, swimwear, accessories, footwear and home furnishings. Our motto is

INSPIRE THE WORLD TO RELAX.
Over the last 22 years, Tommy Bahama has built the premier island lifestyle brand.

- **1993**: Founded with an initial focus on Men’s Sportswear sold in department stores
- **1995**: Opened first retail store & restaurant in Naples, FL
- **1997**: Located Sourcing Operations in Hong Kong
- **1999**: Launched Women’s Sportswear & Swimwear collection
- **2001**: Introduced Footwear Collection
- **2003**: Purchased by Oxford Industries, Inc.
- **2005**: Introduced Accessories (watches, eyewear, belts, jewelry)
- **2007**: Opened first licensed store in Dubai
- **2009**: Opened 100th store
- **2011**: Opened first licensed store in Australia
- **2013**: Launched ecommerce business
- **2015**: Opened Ginza store & restaurant in Tokyo
- **2015**: Opened Waikiki store and restaurant in Hawaii
- **2015**: Opened 150th store
CORPORATE LEADERSHIP

Our parent company Oxford Industries, Inc., is an apparel design, sourcing and marketing company with a diverse portfolio of international lifestyle brands. OXM has been listed on the NYSE since 1963.

Terry Pillow  
Chief Executive Officer

Doug Wood  
President and Chief Operating Officer

Bradley O’Brien  
Executive Vice President of Design and Development
GLOBAL BRAND SALES

Our global brand sales were US$1.2 billion in 2014 and have grown at a 12% annual growth rate.

ANNUAL SALES VOLUME
US$ BILLIONS

2010  $0.7
2011  $0.8
2012  $1.0
2013  $1.1
2014  $1.2

NET SALES BY CHANNEL 2014

BUSINESS UNITS:
- RETAIL
- WHOLESALE
- LICENSING
- ECOMMERCE
- RESTAURANT

30%  30%
27%  29%
8%  6%
RETAIL

161 retail locations worldwide.

Expansion into new markets including New York City, Chicago, Tokyo and Sydney.

Over 14 million visits in FY2014.

GLOBAL STORE COUNT

U.S. | International
--- | ---
2011: 95 | 105
2012: 8 | 120
2013: 21 | 133
2014: 24 | 136
2015: (As of Oct. 15) |
WHOLESALE

We have over 2,000 specialty store accounts worldwide.

We are Nordstrom’s top selling Men’s Sportswear brand.
We help our guests experience the brand at home or on the beach.

We have licensees in 27 product categories, including Home Items and Accessories.

We have a territorial licensee with 4 stores in the United Arab Emirates.
Fastest-growing division of the company.

Guests can engage with our brand and explore the relaxed lifestyle.

11.9 million visitors in 2014.

Japan ecommerce business launched in 2015.
RESTAURANTS

16 locations around the world with island-inspired cuisine and handcrafted cocktails.

Each captures the relaxed ambience unique to its locale.

Flagship locations include New York City and Tokyo.

1.5 million visits in 2014.

“The most creative tacos in the U.S.” – Huffington Post.
GLOBAL RETAIL SALES MIX

1. We have adapted our fit for the Asia market based on extensive consumer research.
2. Our retail sales in Asia are more evenly divided between Men’s and Women’s than in the U.S.
MEN’S APPAREL & ACCESSORIES

Despite its origins on the beach, Tommy Bahama Menswear is a four-season brand appropriate for the office or weekend.
MEN’S SALES MIX

Woven and knit shirts account for approximately 60% of Men’s sales in both our U.S. and Asia retail stores.
MEN’S APPAREL RETAIL PRICES

PRICE RANGE IN HK$

PRODUCT CATEGORY

PANTS  KNIT TOPS  WOVEN TOPS  SWEATERS  OUTERWEAR  SHORTS  SWIMWEAR  FOOTWEAR  ACCESSORIES

1090-1690  490-2750  890-1590  1090-1890  1590-6990  890-1090  590-990  490-2250  100-5300
WOMEN’S APPAREL & ACCESSORIES

Tommy Bahama Womenswear is a complete head-to-toe collection that combines relaxation and sophistication.
WOMEN’S SALES MIX

Tops and dresses account for approximately two-thirds of Women’s sales in our U.S. and Asia retail stores.
WOMEN’S APPAREL RETAIL PRICES

<table>
<thead>
<tr>
<th>PRODUCT CATEGORY</th>
<th>PRICE RANGE IN HK$</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTS</td>
<td>890-1490</td>
</tr>
<tr>
<td>KNIT TOPS</td>
<td>390-1590</td>
</tr>
<tr>
<td>WOVEN TOPS</td>
<td>890-2990</td>
</tr>
<tr>
<td>SWEATERS</td>
<td>890-2590</td>
</tr>
<tr>
<td>OUTERWEAR</td>
<td>990-5490</td>
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<tr>
<td>DRESSES</td>
<td>890-2590</td>
</tr>
<tr>
<td>SKIRTS</td>
<td>790-1690</td>
</tr>
<tr>
<td>SHORTS</td>
<td>790-1090</td>
</tr>
<tr>
<td>SWIMWEAR</td>
<td>590-1550</td>
</tr>
<tr>
<td>FOOTWEAR</td>
<td>290-1990</td>
</tr>
<tr>
<td>ACCESSORIES</td>
<td>250-3650</td>
</tr>
</tbody>
</table>
PRINTER AND PATTERNS

Each season Tommy Bahama designers create a broad range of unique, colorful, floral prints that are incorporated into our Men’s and Women’s collections.
# MARKET POSITION

<table>
<thead>
<tr>
<th>LUXURY</th>
<th>PRODUCT FOCUSED</th>
<th>MASS MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Coach</em></td>
<td><em>Paul &amp; Shark</em></td>
<td><em>Uniqlo</em></td>
</tr>
<tr>
<td><em>Burberry</em></td>
<td><em>Ralph Lauren</em></td>
<td><em>H&amp;M</em></td>
</tr>
<tr>
<td><em>Lacoste</em></td>
<td><em>J.Crew</em></td>
<td><em>Zara</em></td>
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*Timmy Bahama*
GET TO KNOW OUR GUESTS

AT A GLANCE

75% are MARRIED

75% OWN a home

64% completed COLLEGE OR HIGHER

69% have an income of U.S.$100,000+

INTERESTS INCLUDE: culture/arts, gourmet foods & wine, international travel

Source: Epsilon 2014
We have 136 retail locations and 15 restaurants. They are concentrated in Hawaii, California and Florida, but we are expanding into major urban areas throughout the U.S. Our main headquarters is in Seattle.
NEW YORK FLAGSHIP RETAIL STORE & RESTAURANT
FIFTH AVENUE (1,129 SQM)
LAGUNA BEACH RETAIL STORE & RESTAURANT
SOUTHERN CALIFORNIA (465 SQM)
We have 25 company-operated retail locations, 4 licensee retail locations, and 1 restaurant in six countries outside the U.S. We continue to grow through a mix of new company-owned and partner stores.
WANCHAI RETAIL STORE & MARLIN BAR
HONG KONG (360 SQM)
GINZA RETAIL STORE & RESTAURANT
TOKYO (560 SQM)
SYDNEY DOWNTOWN RETAIL STORE
AUSTRALIA (280 SQM)
WAIKIKI RETAIL STORE & RESTAURANT
HONOLULU (1,795 SQM - NEWLY OPENED OCTOBER 2015)
MARKETING & ADVERTISING

We engage guests through email, printed mailers and advertising.

We have 2.8 million guests in our database.

We advertise in upscale metropolitan and fashion/lifestyle publications.

We sent 5.4 million direct mail pieces to our guests in 2014.

We sent 192 million individual emails to our guests in 2014.
PUBLIC RELATIONS

Strong brand awareness—over 2 billion press impressions on air, in print and through the web in 2015.
WHY TOMMY BAHAMA?

• Authentic island-lifestyle brand, uniquely positioned.
• Tommy Bahama global brand sales US$1.2 billion.
• Men’s and Women’s Apparel, Swimwear, Footwear and Accessory collections.
• Strong position in all channels with operations in 7 countries:
  161 retail stores
  16 restaurants
  Ecommerce business in the U.S. and Japan
  Stores in Hong Kong, Japan and Singapore
  Available in top department stores and over 2,000 specialty doors worldwide
• Strong presence in Asian tourist destinations including Hawaii, California and Australia.
• 22 years of apparel, restaurant and retail experience.
THANK YOU