



kidpik

WE BRING THE STORE TO YOU

Kids Clothing Subscription

Ages 2 - 12

Management Presentation – December 2021



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kidpik Executives



Moshe Dabah
CTO



Ezra Dabah
CEO



Adir Katzav
CFO

Ezra Dabah & key members of the kidpik team grew The Children's Place from \$150M revenues to over \$2.0B, from 1990 to 2007

kidpik Management Experience

40+ Years Of
Brand Building

GITANO ≡

THE CHILDREN'S
PLACE

RUUM
AMERICAN KID'S WEAR

kidpik

30+ years kids
Vertical Design
&
Merchandising Expertise

40+ Years
Far-East
Procurement
Experience

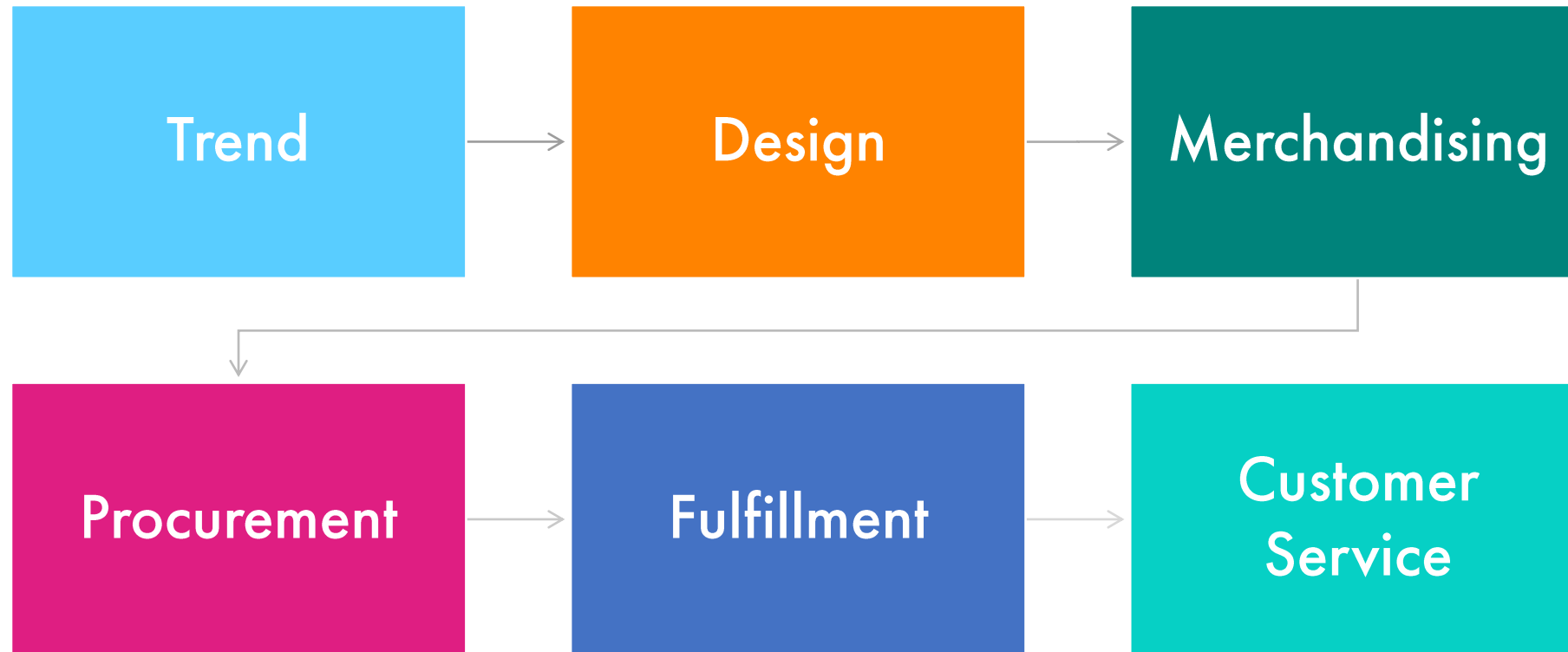
5+ Years Building
Subscription Technology
&
Proprietary Algorithm

Grew
The Childrens Place
stores from
150 to over 1200
(1997-2007)

We believe we have a strong competitive advantage driven by decades of expertise in childrenswear industry

kidpik **Building A Brand**

All apparel and shoes are designed and developed by our in-house team



We believe our integration process enables us to deliver great value to a very price sensitive childrenswear consumer, as well as ensures outfit coordination and consistency of fit

kidpik **We bring the store to you**

Using the expertise of our seasoned merchants, Kidpik creates and routinely ships 3 personally styled mix-&-match outfits that empowers parents to effortlessly dress their kids with outfits we believe they will both love

The Ultimate Shopping Experience



Take easy 3-minute quiz



Get surprise box filled with
3 expertly personalized
styled outfits



Free shipping, returns
& exchanges



kidpik is...

Fashionable



Creative



Aspirational



Exciting



Kind



Confident



Parents Love it

- ★ Make their kids happy
- ★ Make their life easier
- ★ Gets expert stylists
- ★ Make their kids look good

Kids Love it

- ★ Exciting
- ★ Getting their own mail
- ★ Fun unboxing surprise gift
- ★ Empowered to make their own decision

kidpik **Unique Selling Proposition**



- ✦ Personalized styling done by experts
- ✦ Delivering 3 mix-&-match coordinated outfits in each box
- ✦ 7-day try-on at home, easy returns with prepaid envelope
- ✦ Amazing presentation (fun unboxing experience)
- ✦ Award winning- Voted #1 (of the winners for) Children Clothing Subscription box for kids 3 years in a row*

*Voted #1 clothing subscription box by My Subscription Addiction's Annual Reader's Choice Awards for three consecutive years: 2019, 2020 and 2021

kidpik Awards & Accolades

Hello  Subscription



KIDPIK was voted the #1 Kids Clothing Subscription Box by Hello Subscription Readers in 2021.

BuzzFeed



BuzzFeed featured kidpik as one of "The Best Clothing Subscription Boxes" in 2021.



kidpik was selected as one of the winners of the 2021 Good Housekeeping Parenting Awards by the publication's panel of experts in a Dynamic Digital Platforms category. "Kid testers and parents loved the element of surprise and the trendy styles."

PureWow



PureWow names kidpik one of the "Best Subscription Boxes for kids," citing, "Get picky kids excited to get dressed each day by signing up for this personalized shopping box" 2020.



My Subscription Addiction

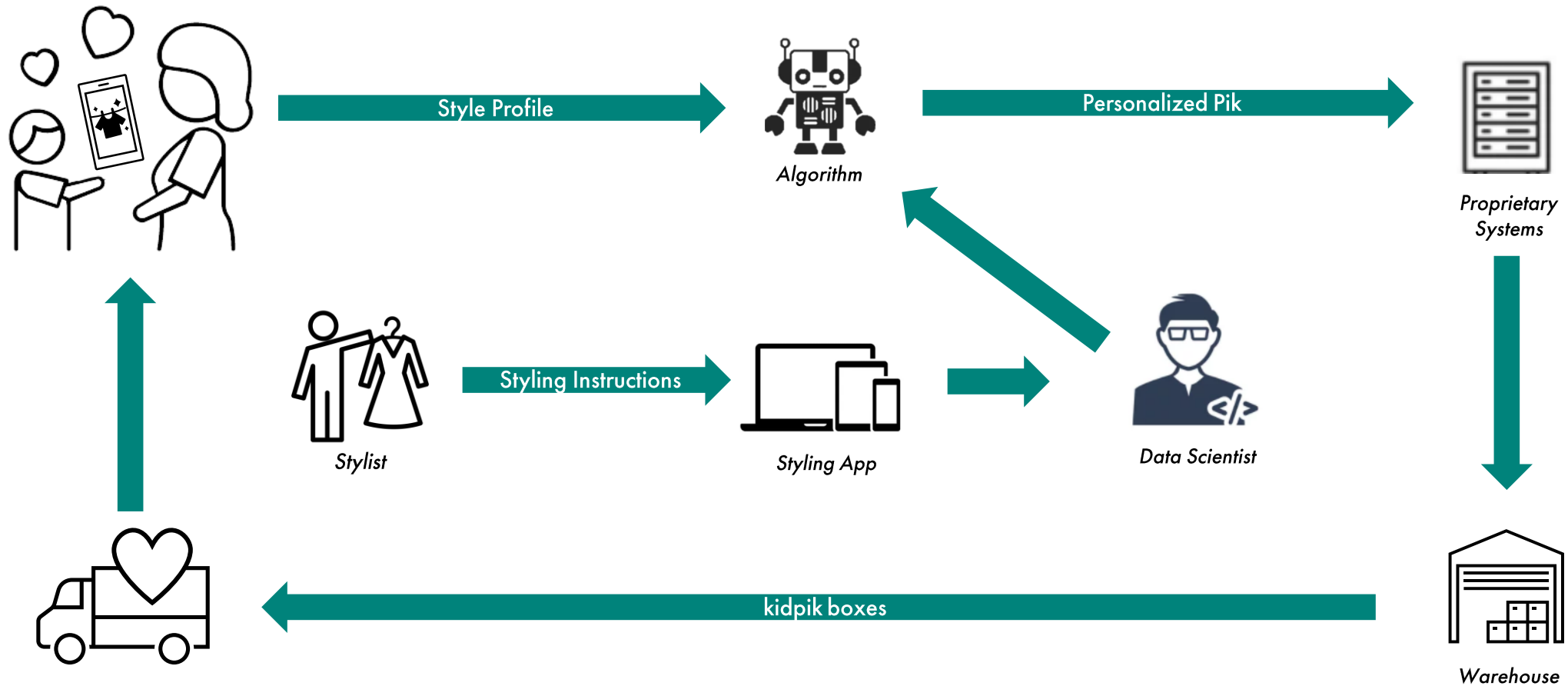


2018/2019/2020 Winner of Best Clothing Subscription Box For Kids.



kidpik was selected as a winner of USA Today's 10 Best Awards for the Clothing Subscription Box Category in 2021.

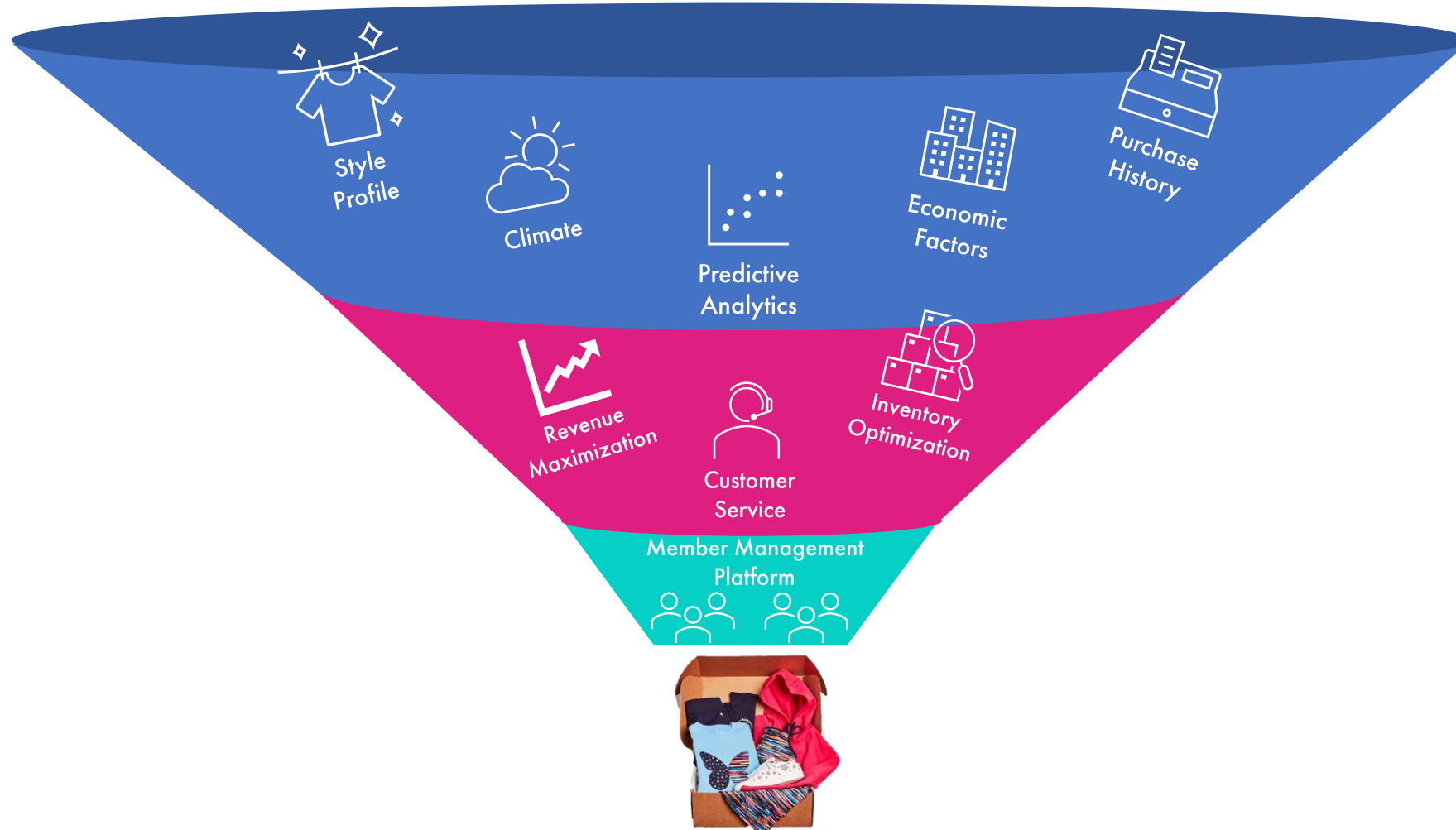
kidpik Proven Technology



Internally developed subscription technology that we believe delivers an innovative, convenient, personalized and frictionless shopping experience

kidpik Proven Proprietary Algorithm

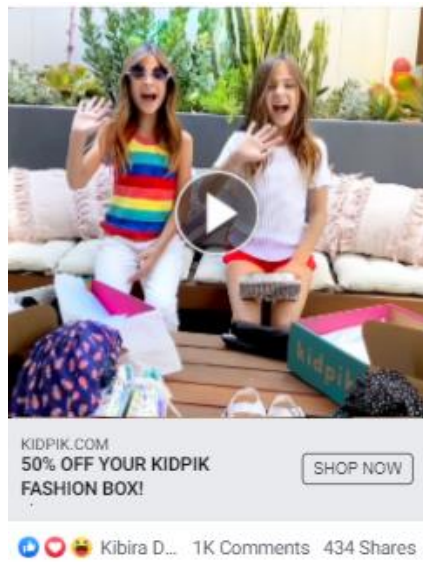
Allows us to scale and leverage with just a few stylists



kidpik Mission & Vision

Mission: To change the way parents shop for their kids by delivering outfits that make their kids confident and happy

Vision: To build kids confidence through Fashion



kidpik partners with influencers and has a network of brand ambassadors and cross-promotes with other brands

kidpik Current Distribution Channels

Our own kidpik brand gives us the opportunity to sell through other channels

Amazon

kidpik Home > Tops
+ Follow HOME TOPS BOTTOMS DRESSES JACKETS ACTIVE SHOES

- KIDPIK** 3-Pack Pencil Skirts - Knee Length Skirt for Girls 4 Years & Up - Comfy...
★★★★★ - 2,288 \$26.97
- KIDPIK** Shorts for Girls - 2 Pack Kids 5 Pocket Knit Bermuda Spring or Summer...
★★★★★ - 1,096 \$29.95
- KIDPIK** Girls Jean Jacket - Cute Colored Denim Jackets
★★★★★ - 705 \$32.50
- KIDPIK** Ruffle Hem Tshirt Dress 2PACK - Dresses for Girls
★★★★★ - 277 \$24.95
- KIDPIK** Fun & Flirty Skirt & Active Short Hybrid - Choose from Stripe Knit...
★★★★★ - 441 \$17.90
- KIDPIK** Girls Leggings 3-Pack | Great Basics Everyday Wear
★★★★★ - 1,602 \$26.95

Subscription Box

HOW IT WORKS ABOUT US REVIEWS BLOG kidpik GIFT GIVING SHOP LOG IN GET STARTED

THE GIFT A KID WOULD PIK
SUBSCRIPTION SHOP GIFTS

Shop 2 Ways
★★★★★ 27,245 Avg. 4.0-Star Reviews

1 SUBSCRIPTION BOX
DRESS YOUR KIDS WITH CONFIDENCE
• Personalized styling done by experts
• 3 mix & match coordinated outfits in a box
• Have fun unboxing your surprise gift

TAKE 3-MINUTE QUIZ

Gift Box Outfits Gift Items Kidpik Basics

2 SHOP ITEMS & GIFTS
A GIFT A KID WOULD PIK
This holiday, give them a gift that will make them dance, smile & celebrate. Pick from our gifting options: gift box, outfits, gift items & kidpik basics. (No subscription required)

Shop.kidpik

kidpik

THE GIFT A KID WOULD PIK

QUIZZES

GIFT ITEMS

GIFT BOXES
Our stylist already did the shopping for you

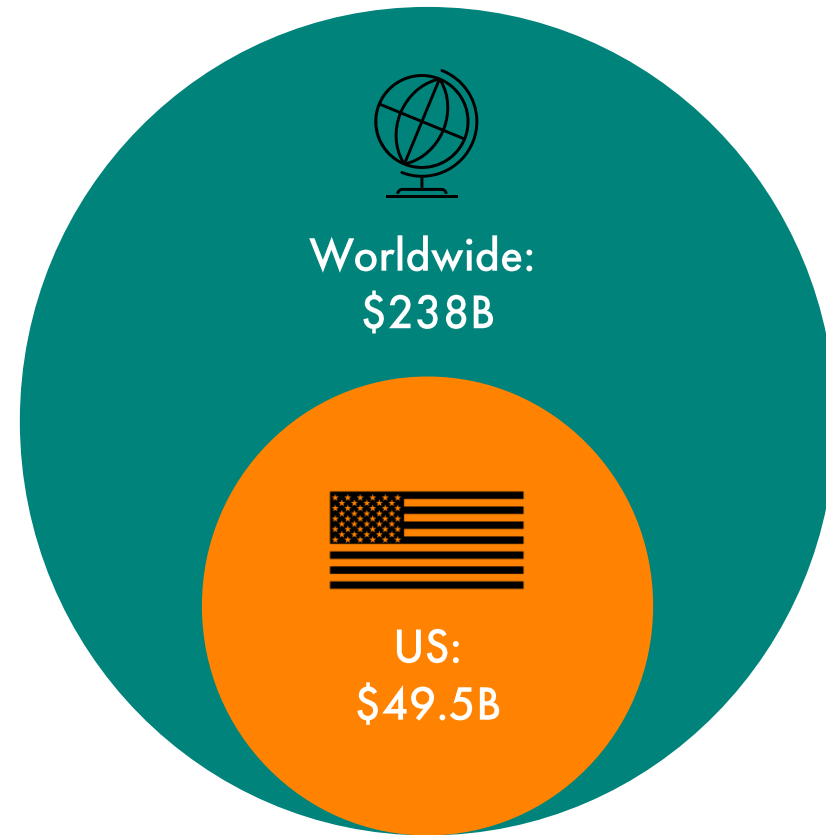
KIDPIK BASICS

This Holiday give them the gift that will make them smile

kidpik Operates In A Massive Children's Apparel Market



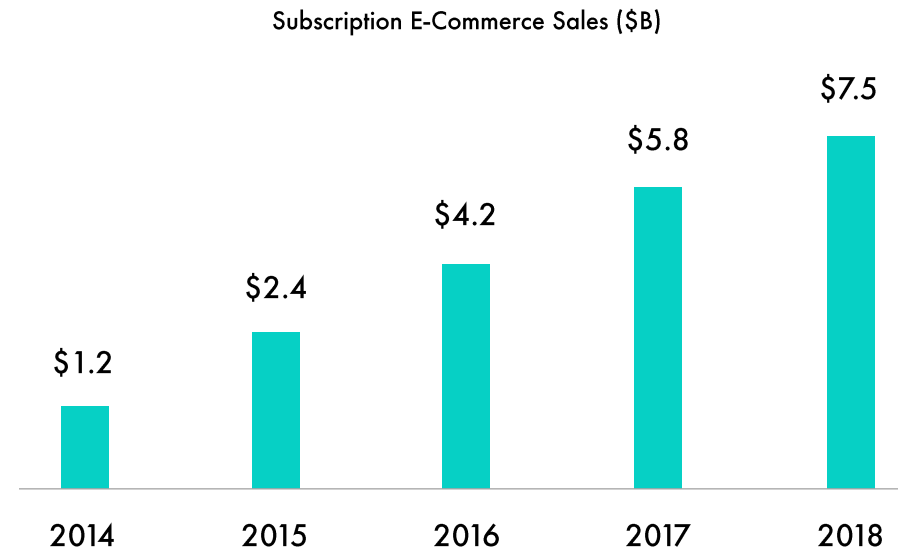
Estimated 2021 Children's Worldwide Apparel Revenue ⁽¹⁾



Estimated by Statista, in its Children's Apparel Report 2020 ⁽¹⁾

Subscription Industry Is Growing Rapidly

Sales by the largest 16 primarily subscription-based e-commerce companies ⁽¹⁾

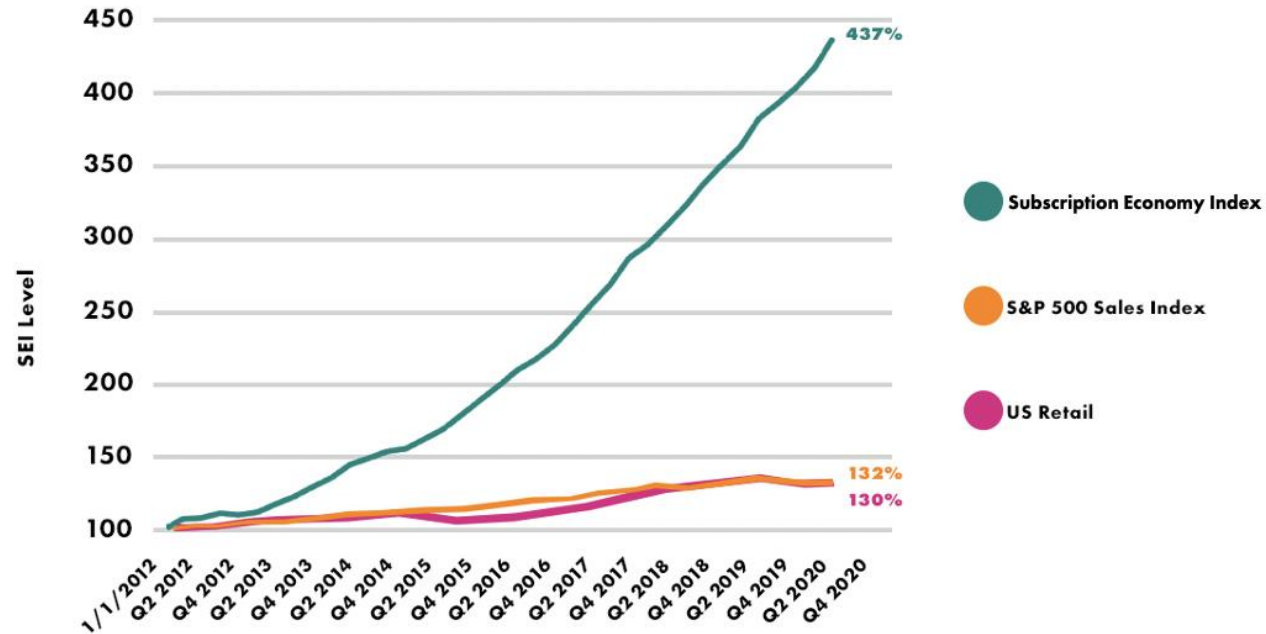


Source: 2019 Internet Retailer US Top 500 Database, McKinsey analysis ⁽¹⁾

We believe we are in a prime position to take advantage of the subscription industry growth

Subscription Industry Is Growing Rapidly

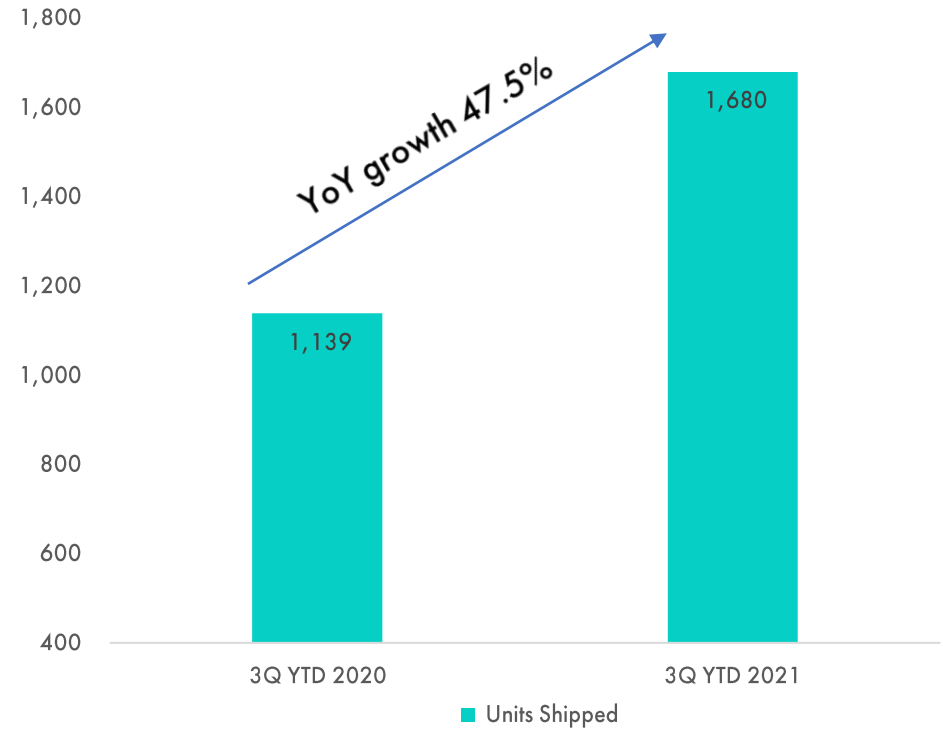
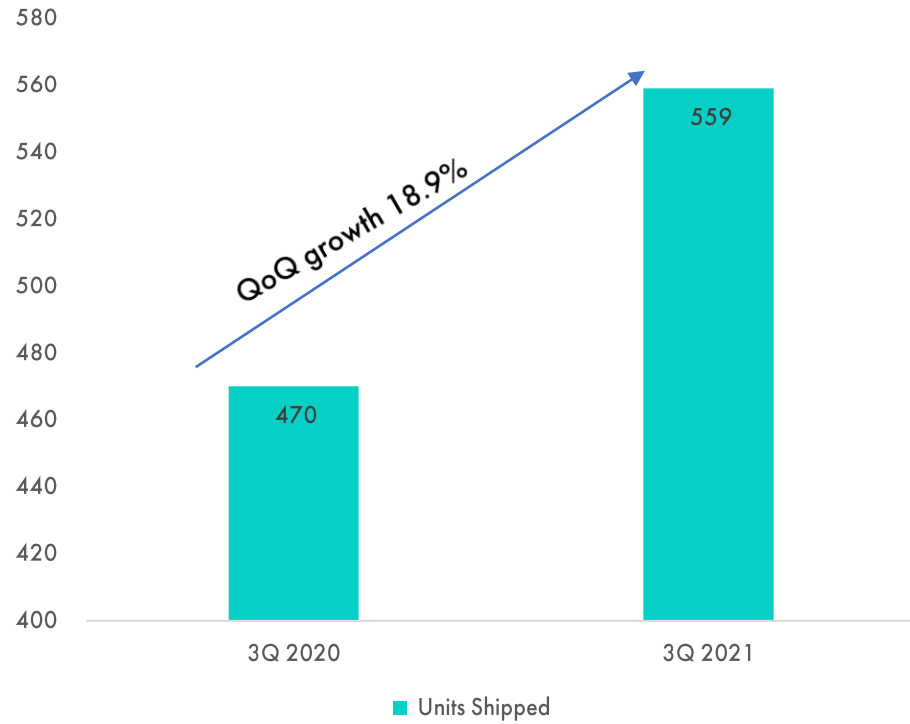
The Subscription Economy Index (SEI) Level Versus S&P & Retail Sales Growth⁽¹⁾



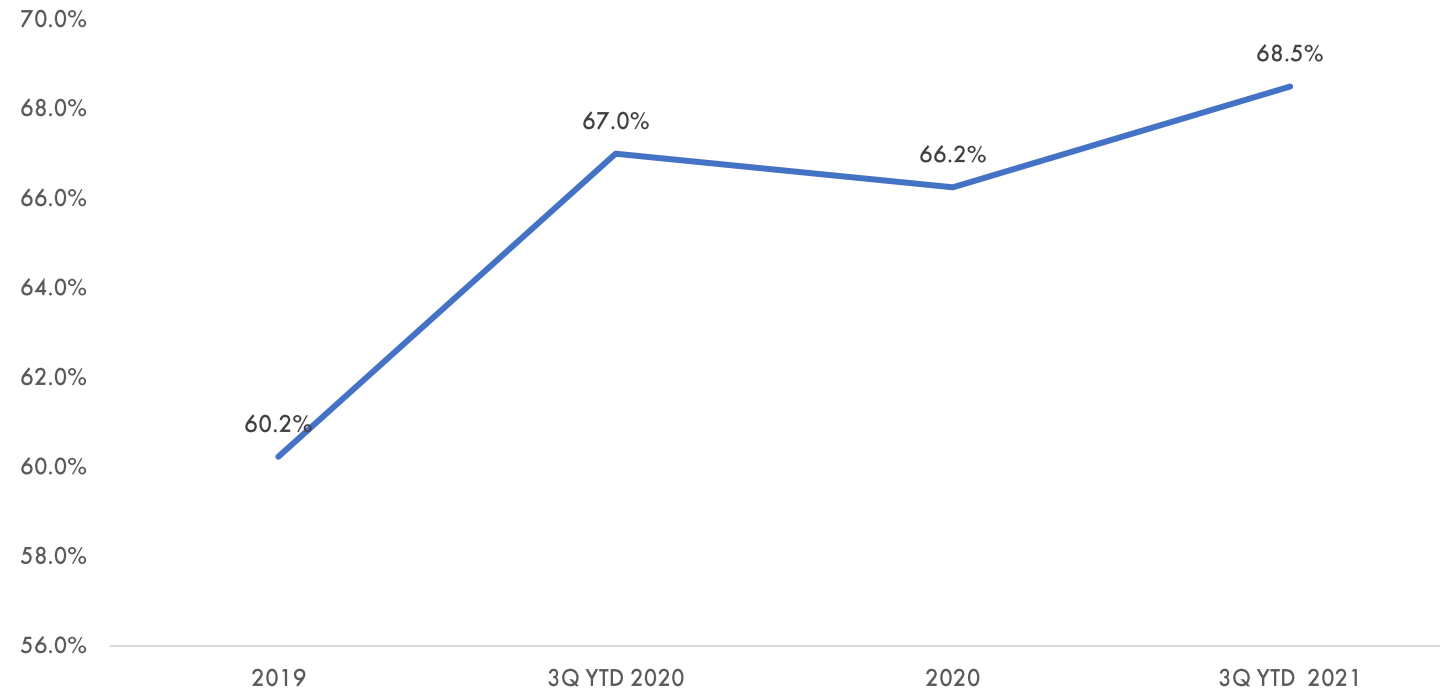
★ Significant increase in ecommerce subscription sales from 2012-2020⁽¹⁾

(1) Source: Zuora

kidpik Shipped Items (in 000's)

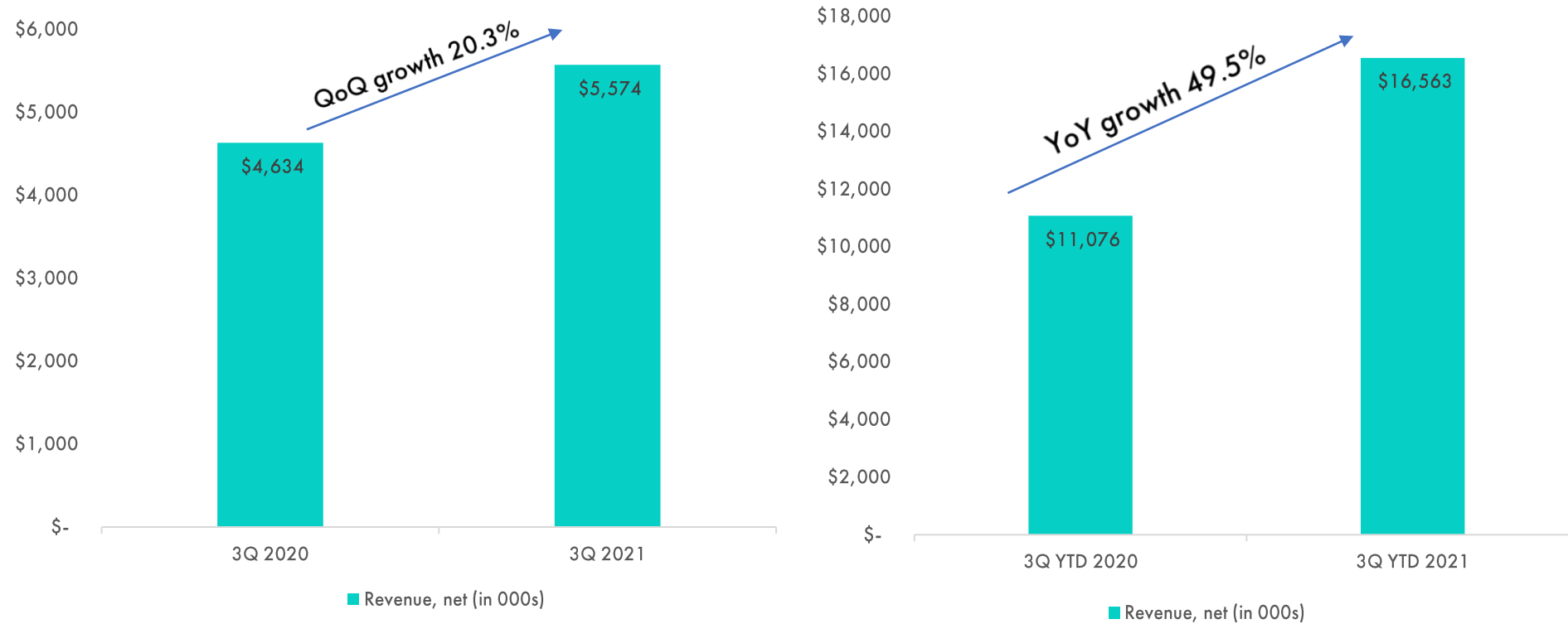


kidpik Shipment Keep Rate⁽¹⁾

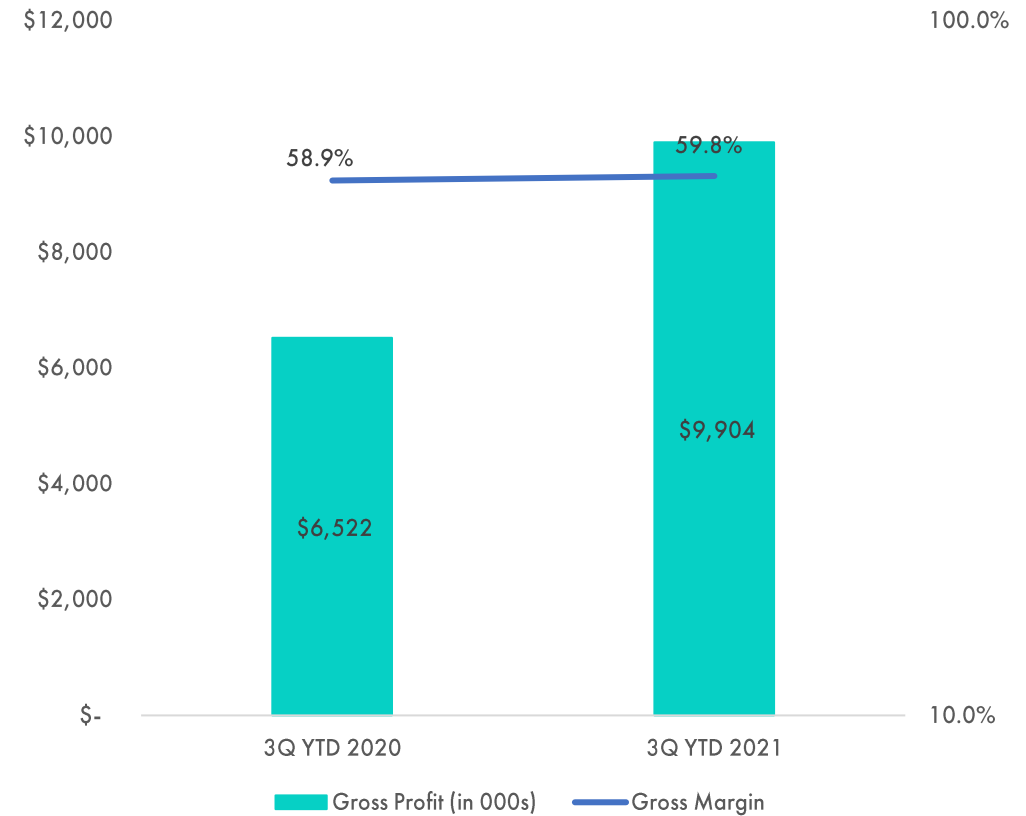
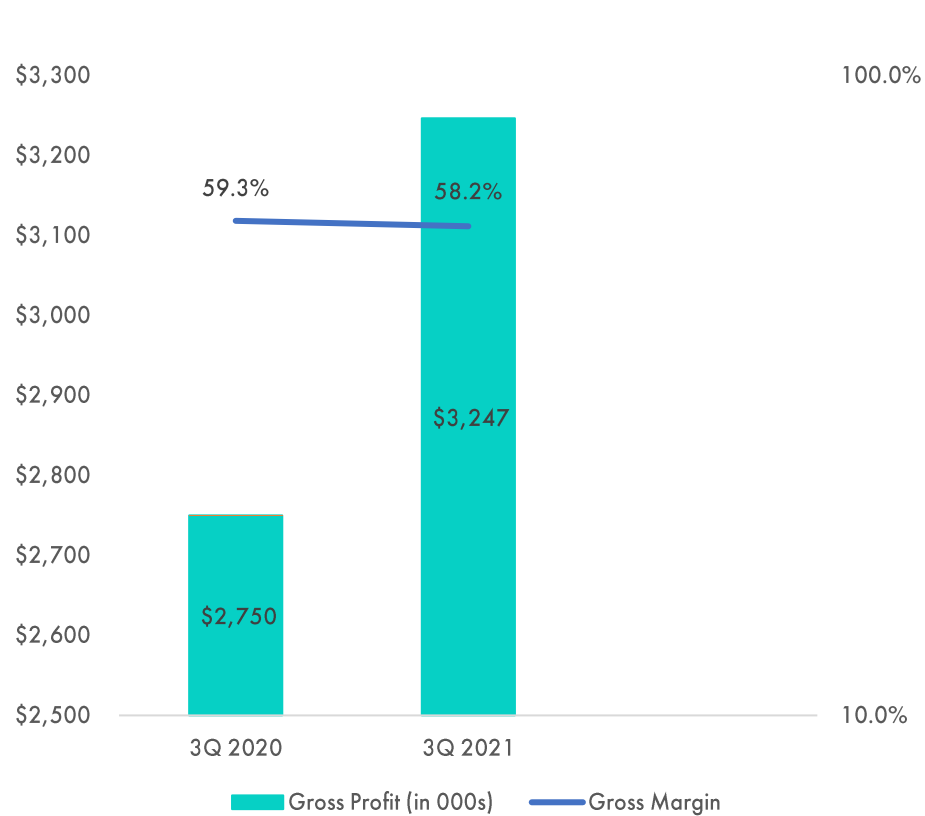


(1) Total number of items kept by members divided by total shipped items to the same members in a given period

kidpik Revenue, net (\$ in 000s)



kidpik Gross Profit & Gross Margin



kidpik Summary P&L

| \$ in 000s | For the 13 weeks ended | | For the 39 weeks ended | |
|-----------------------------|------------------------|---------------------------|------------------------|---------------------------|
| | <u>October 2, 2021</u> | <u>September 26, 2020</u> | <u>October 2, 2021</u> | <u>September 26, 2020</u> |
| P&L (in \$000s) | | | | |
| Net Revenue | \$ 5,574 | \$ 4,635 | \$ 16,563 | \$ 11,076 |
| <i>YoY & HoH Growth</i> | | 20.3% | | 49.5% |
| COGS | 2,327 | 1,885 | 6,659 | 4,554 |
| Gross Profit | 3,247 | 2,750 | 9,904 | 6,522 |
| <i>Gross Margin %</i> | 58.3% | 59.3% | 59.8% | 58.9% |
| SG&A | 3,635 | 2,806 | 11,322 | 7,201 |
| Marketing | 1,014 | 799 | 2,515 | 1,897 |
| Operating Loss | (1,402) | (855) | (3,933) | (2,576) |
| Interest & Other | 213 | (123) | (157) | (319) |
| Net Loss | (1,189) | (978) | (4,090) | (2,895) |

kidpik Summary Balance Sheet

| | October 2, 2021 | January 2, 2021 |
|--------------------------------------|----------------------|---------------------|
| Cash | \$ 204,877 | \$ 133,484 |
| Restricted Cash | 149,268 | 551,812 |
| Other Current Assets | 10,092,339 | 8,623,098 |
| Total Current Assets | 10,446,484 | 9,308,394 |
| Fixed & Intangible Assets | 7,133 | 28,488 |
| Total Fixed Assets | \$ 10,453,617 | \$ 9,336,882 |
| <u>LIABILITIES AND EQUITY</u> | | |
| Total Current Liabilities | \$ 10,260,840 | \$ 7,203,124 |
| Long Term Liabilities | - | 350,923 |
| Total Liabilities | 10,260,840 | 7,554,047 |
| Common Stock | \$ 5,500 | \$ 5,075 |
| Additional Paid in Capital | 32,248,972 | 29,749,397 |
| Accumulated Stockholder's Deficit | (32,061,695) | (27,971,637) |
| Total Equity | \$ 192,777 | \$ 1,782,835 |
| Total Liabilities and Equity | \$ 10,453,617 | \$ 9,336,882 |

kidpik Highlights

Changing the way parents shop for their kids

Experienced Management Team

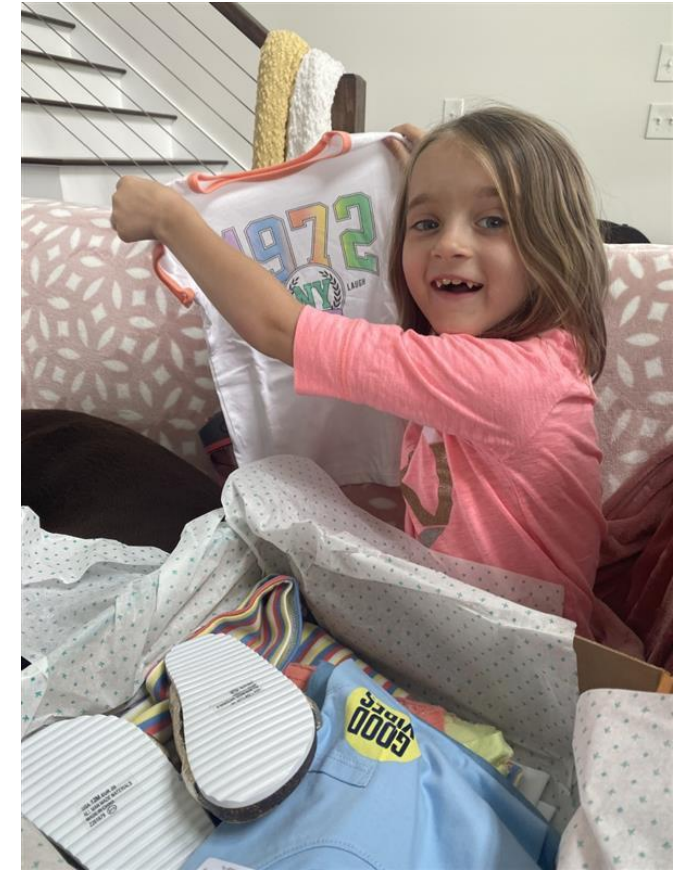
Proprietary Tech & Algorithm

Robust Member Database

Scalable & Effortless Shopping Experience

In-House Integration Process

Brand with Multi-Channel Capabilities





Thanks!