





Tatum Craft Chief People Officer



Mark Swiler Chief Financial Officer



Akhilesh Khadse Chief Strategy Officer



Gunjan Patil Chief Innovation Officer



Joey Burquest Chief Executive Officer



AGENDA

Company Overview

Sporting Trends

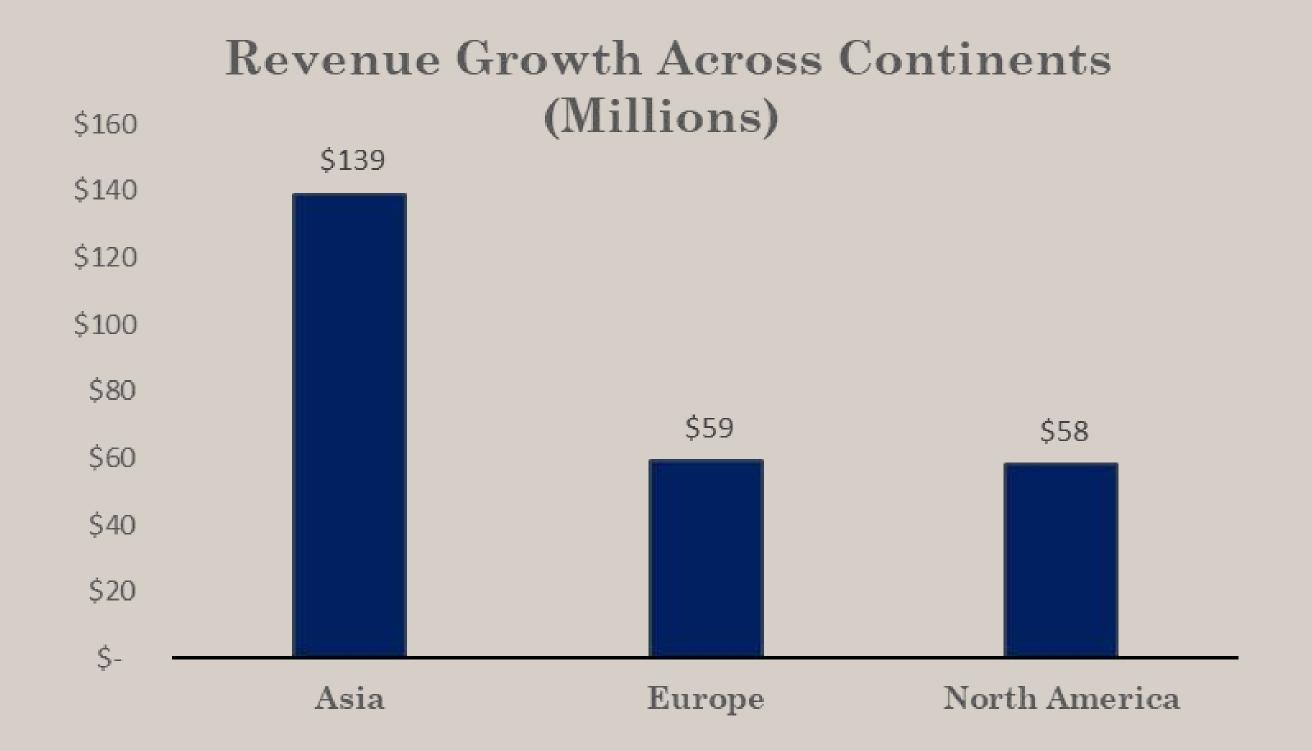
Opportunity

Breakdown

Conclusion



FINANCIAL OVERVIEW



SPORTS PARTNERSHIPS

US Open & Wimbledon

Olympic Games

Ryder Cup Golf



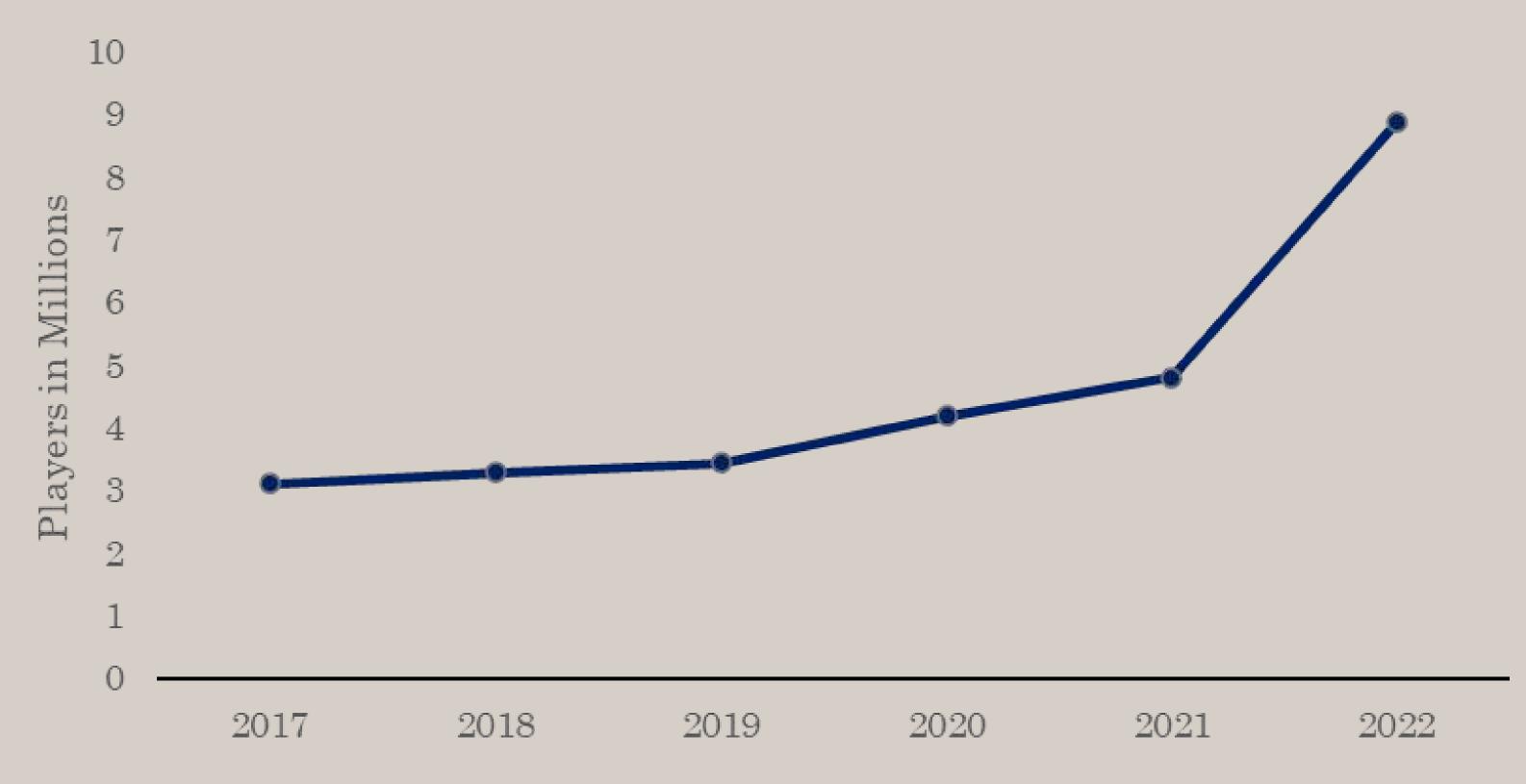
POLO: THE BRAND



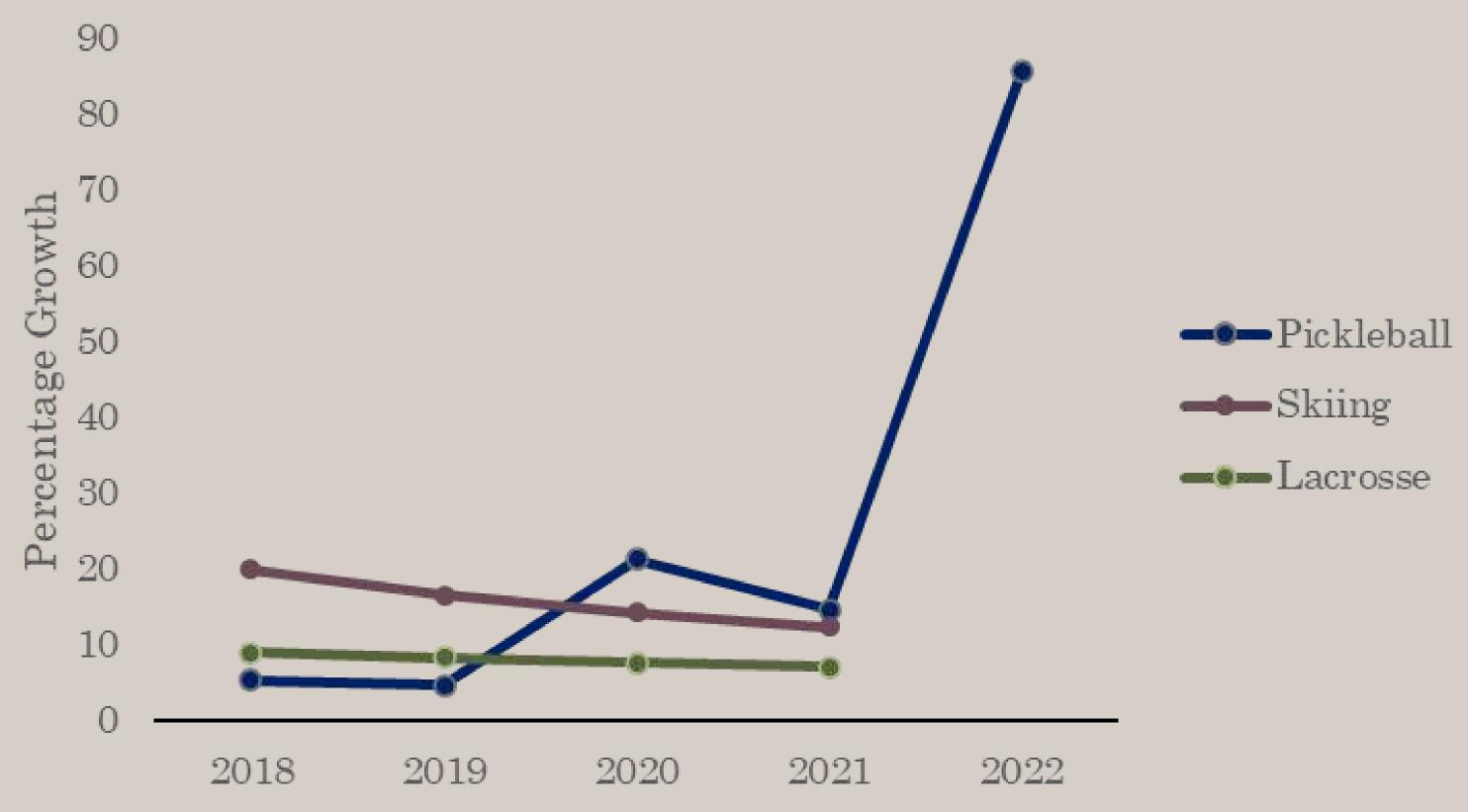
WHAT IS PICKLEBALL?



USA Pickleball Growth



The Next Big Thing?



A TREND SETTER?

- 120% projected growth in overall pickleball players for 2023
- 18% growth in female players as to 13% in male players
- 53% of core players are senior citizens



THE GOLDEN OPPORTUNITY:



Will a Tri-Cities woman win the heart of ABC's pickleball-loving 'Golden Bachelor'?

Aug. 30, 2023 Updated Wed., Aug. 30, 2023 at 7:21 p.m.

COMING SOON | AUG. 30, 2023

The Golden Bachelor Cast Is Repping Big Pickleball



By Rebecca Alter, a news writer who covers comedy and pop culture



'Golden Bachelor' Gerry Turner Hopes To Find A Lifelong Pickleball Partner 💗



July 17, 2023 · 4 min read





OVE... AGAIN

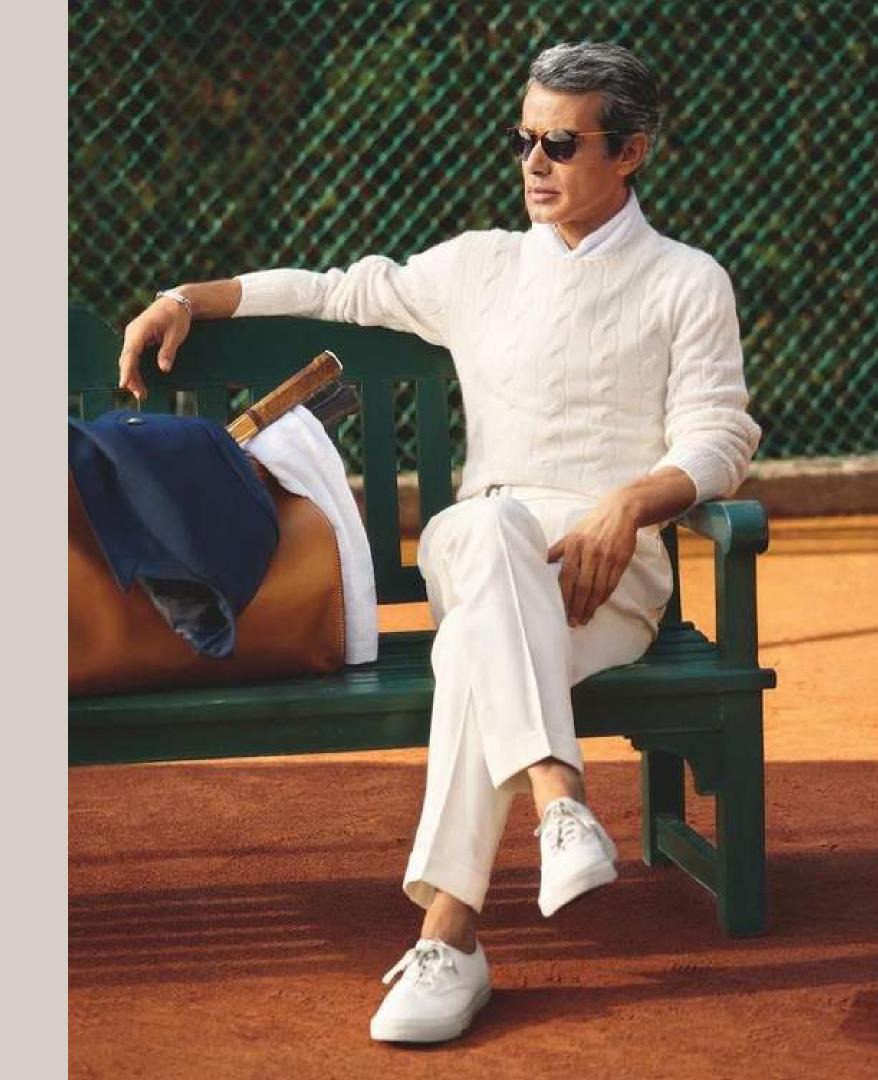
STREAM ON

The First 'Golden Bachelor' Is Looking for a 'High Energy' Partner Interested in Golf and Pickleball



RALPH LAUREN TO HOST PICKLEBALL GROUP DATE

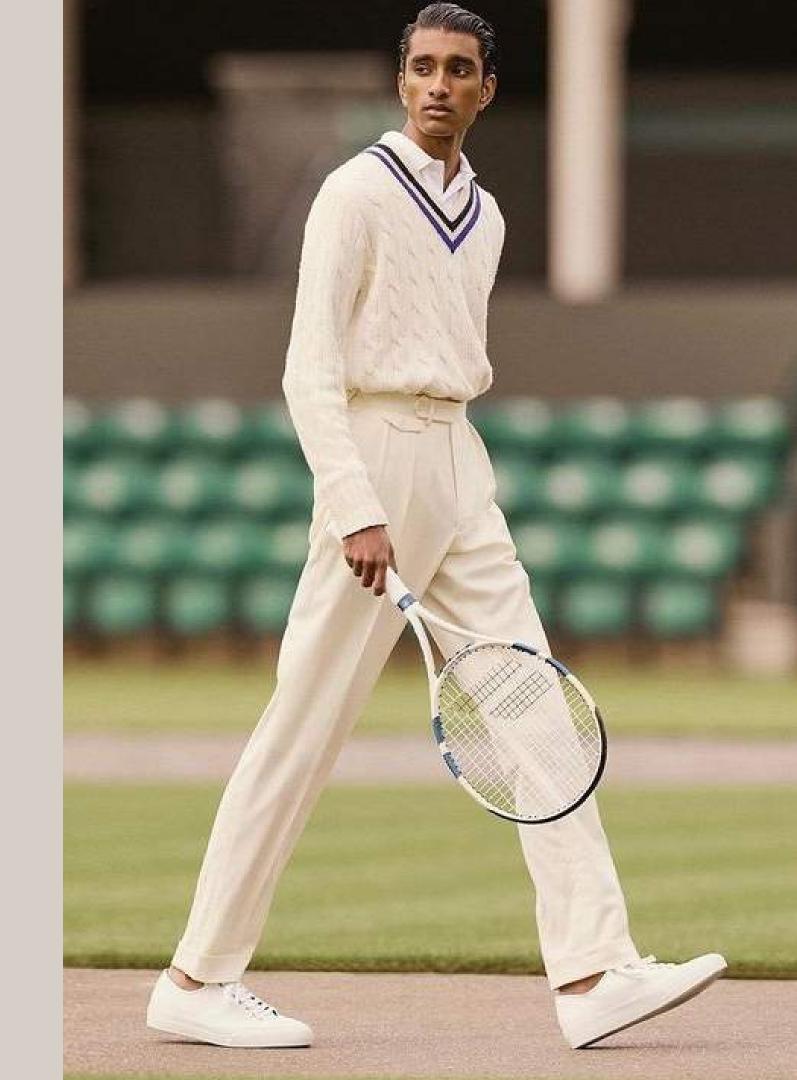
- Seniors untapped population- 6%
- Adults 65+ spend 3X more time watching TV
- More likely to watch Golden Bachelor



BRAND OVERLAPS

Ralph Lauren + Bachelor:

- Formal
- Classic
- Elegant
- Sophisticated
- Modest
- Upper class

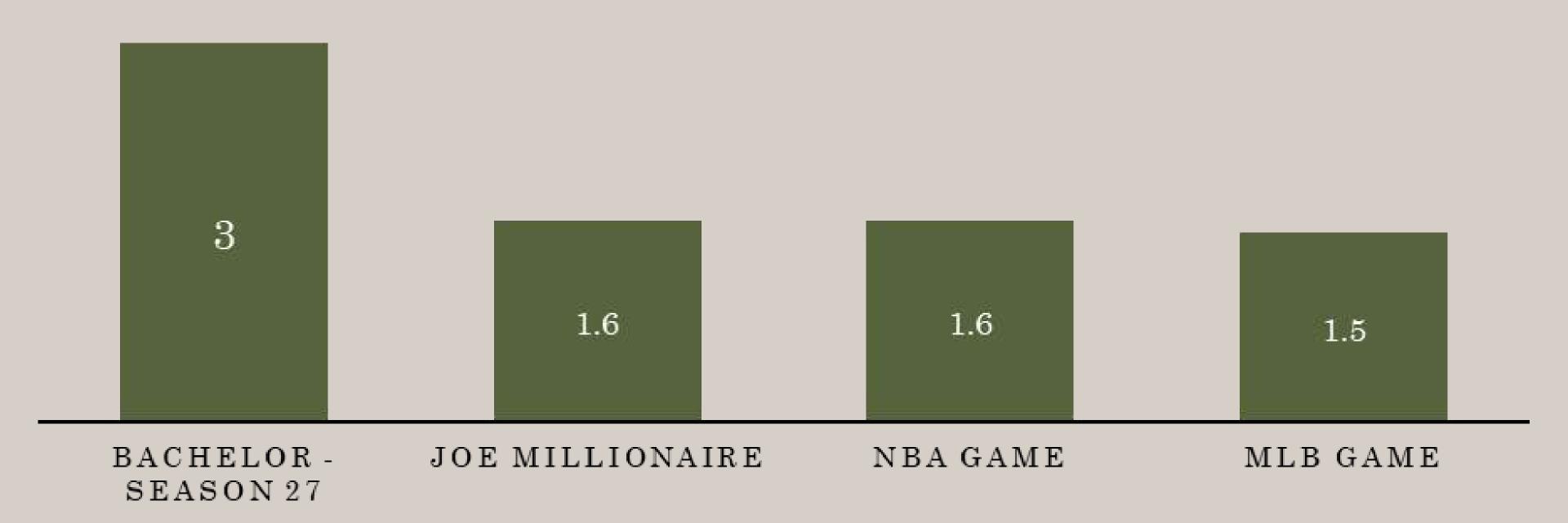


SUCCESS STORY: REVOLVE

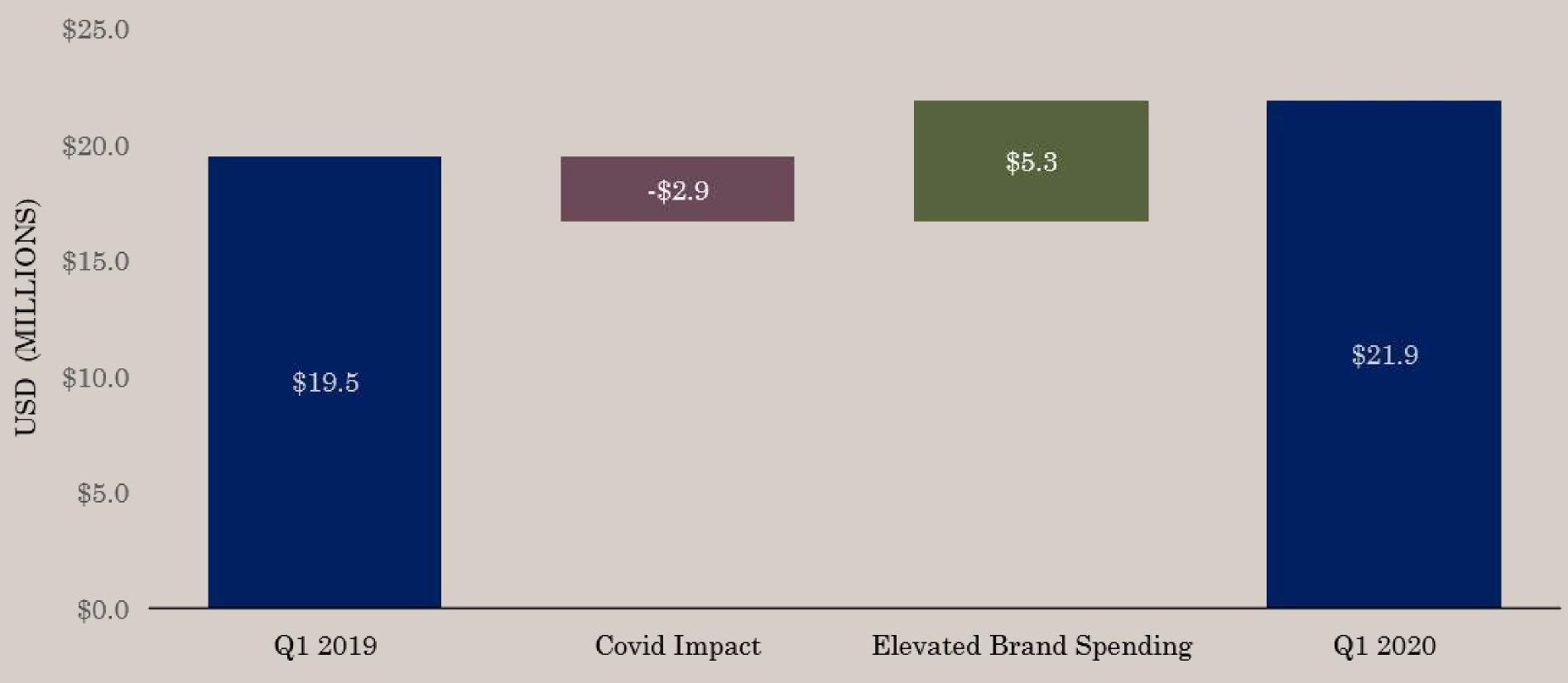
The Bachelor - Season 24



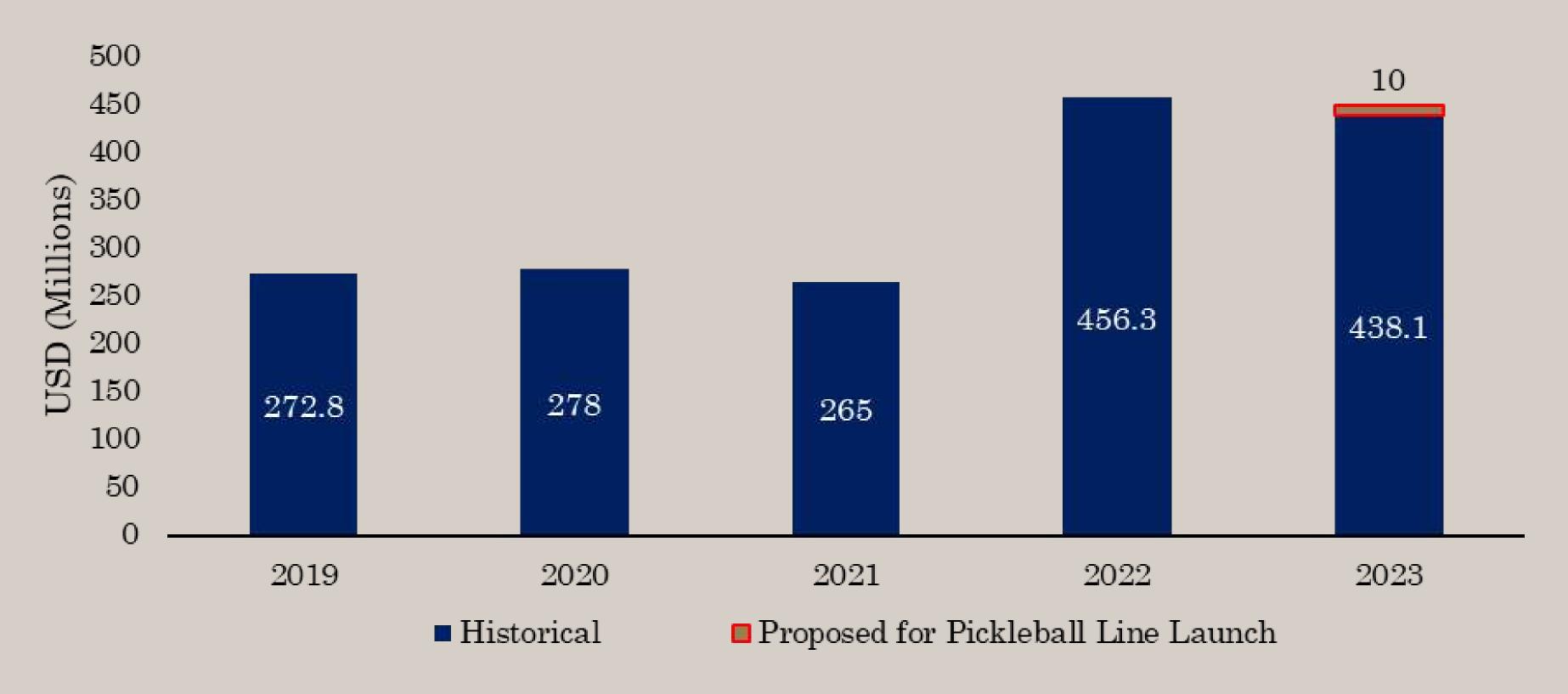
US TV VIEWERS (IN MILLIONS)



Revolve Marketing Walkthrough



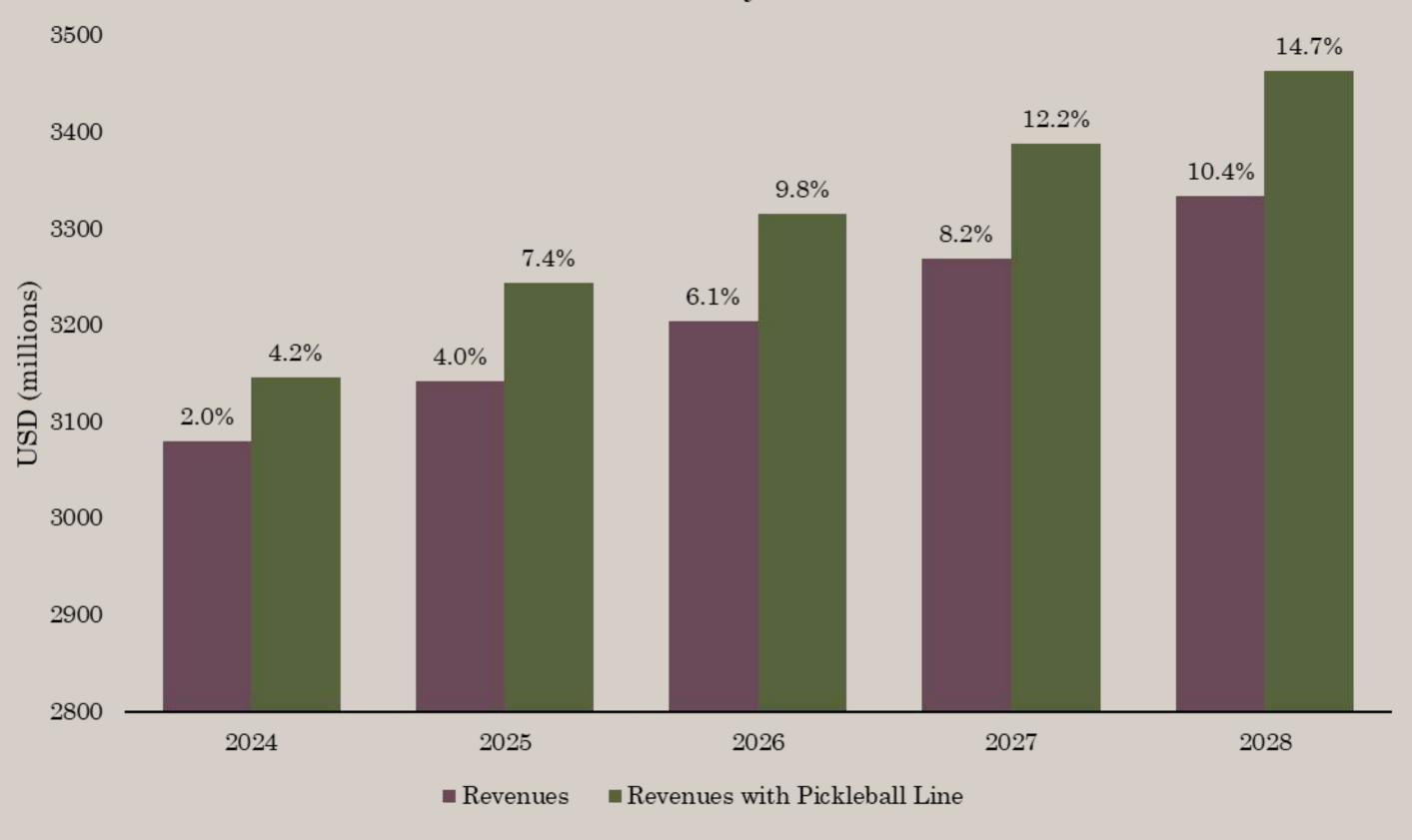
RL Marketing Expenses



Investment Return Year One



US Sales Projections



TIMELINE

Create Pickleball Line Q4 FY23-24 Episode Airs Q3 FY24-25

Episode Recording Q1 FY24-25

INVESTMENT

• Financial investment in new line + ABC

RETURN

- Skyrocketing pickleball popularity
- Readdress original customer demographic
- The Bachelor viewership guarantees audience
- New clothing line
 - Leverage assets in Polo RL Tennis label



THANK YOU



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#OLDMONEY

1.7 billion TikTok shares



POTENTIAL RISKS

- Tennis line cannibalization: sales eat into our tennis line
- Brand Image: Pickleball has yet to achieve the same prestige of other sports
- Competition: Tommy Hilfiger, Calvin Klein, Todd Snyder, Burberry

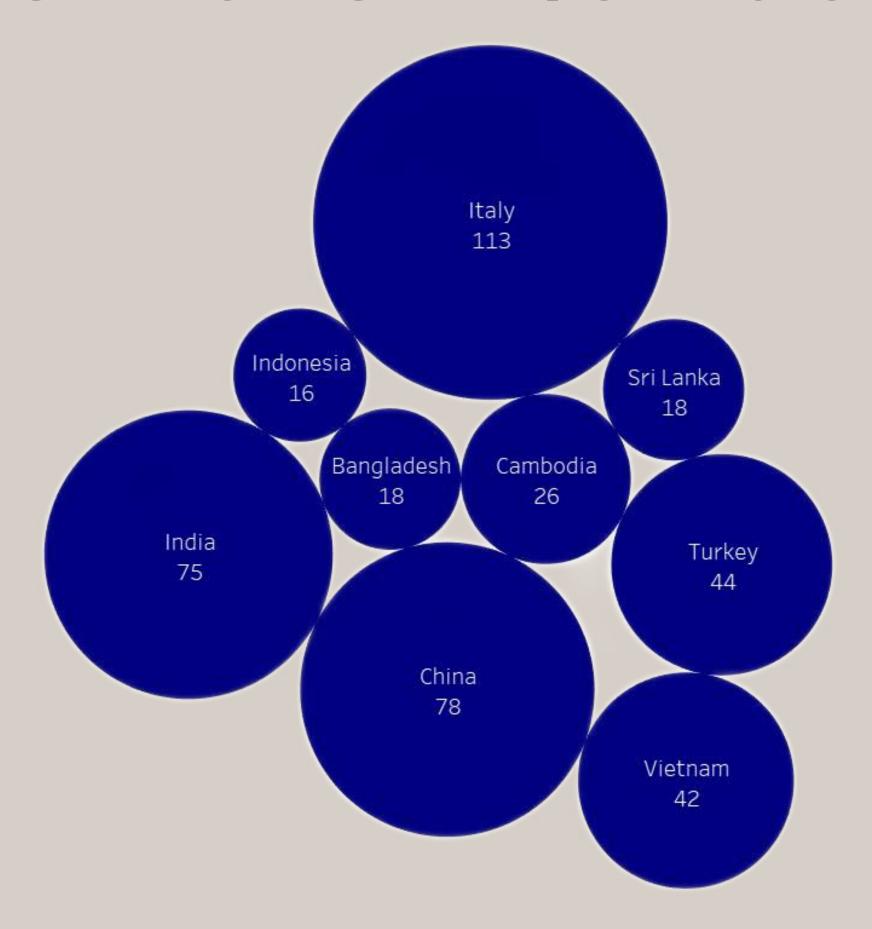


PAVING THE WAY

- Community Events Q2 FY 25-26
- Creating a Tournament Q4 FY 25-26
- Official Trophy sponsor -Q1 FY 26-27



MANUFACTURING LOCATIONS



FINANCIAL OVERVIEW



