

RALPH LAUREN

STYLE SERVES LOVE: A GOLDEN OPPORTUNITY



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

A close-up photograph of a woman's face and upper body. She is wearing a light-colored straw hat and dark sunglasses. Her hair is blonde and pulled back. She is looking down at a white surface, possibly a table or a book cover. The background is blurred, showing what might be a beach or a waterfront area.

\$25M

SPORTS LINE & PROMOTION

AGENDA

Company Overview

Sporting Trends

Opportunity

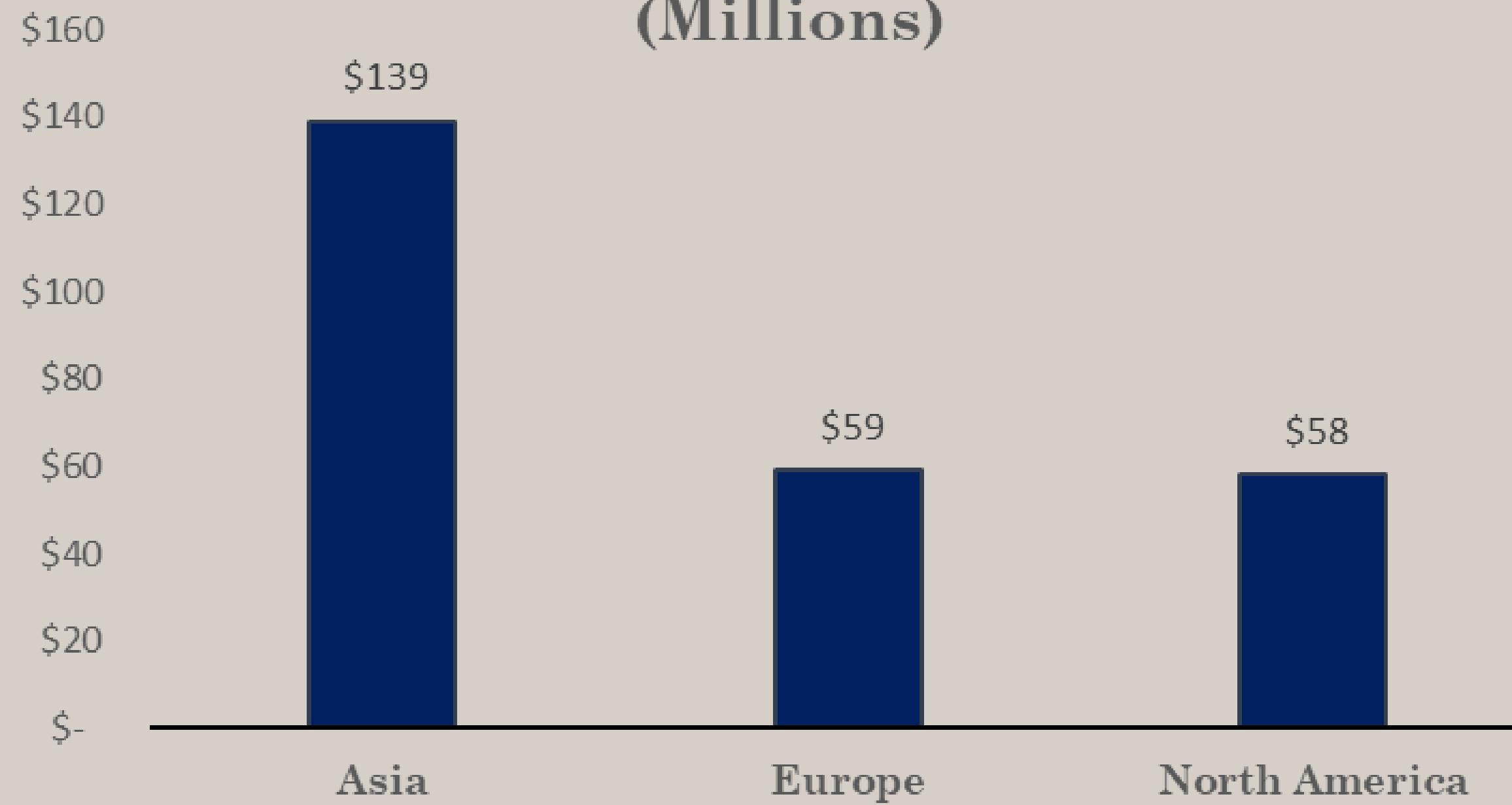
Breakdown

Conclusion



FINANCIAL OVERVIEW

Revenue Growth Across Continents (Millions)



SPORTS PARTNERSHIPS

US Open
&
Wimbledon



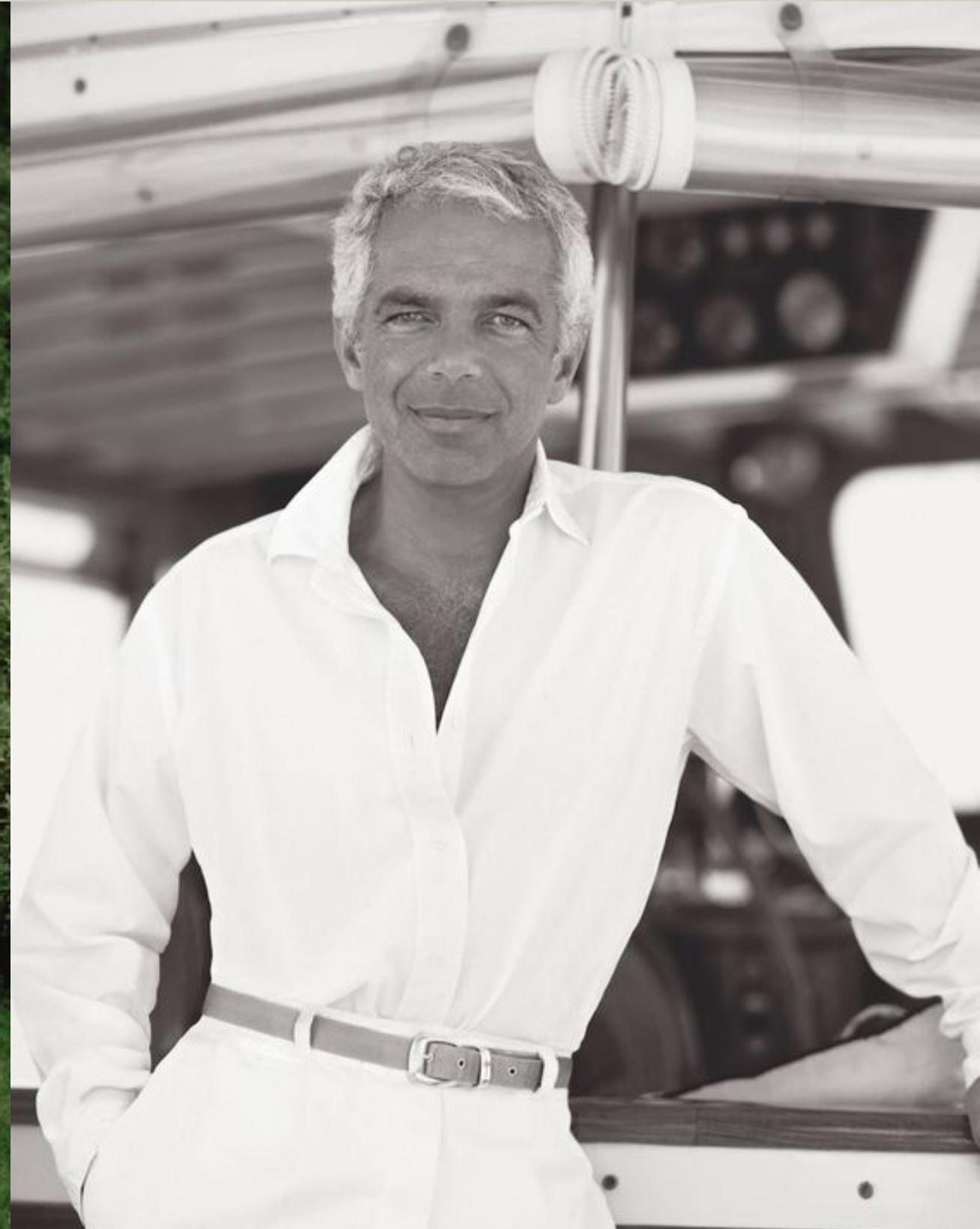
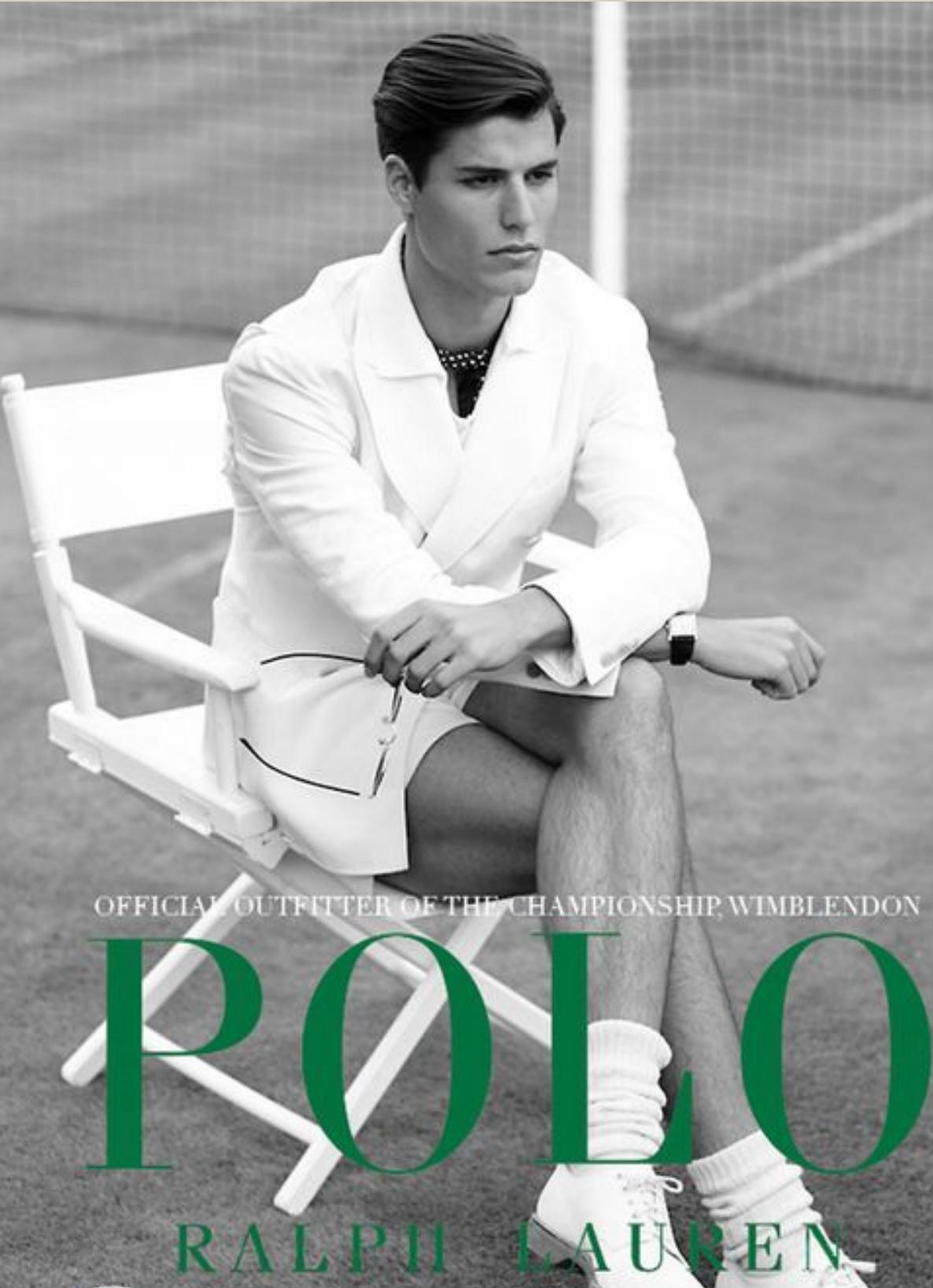
Olympic Games



Ryder Cup Golf



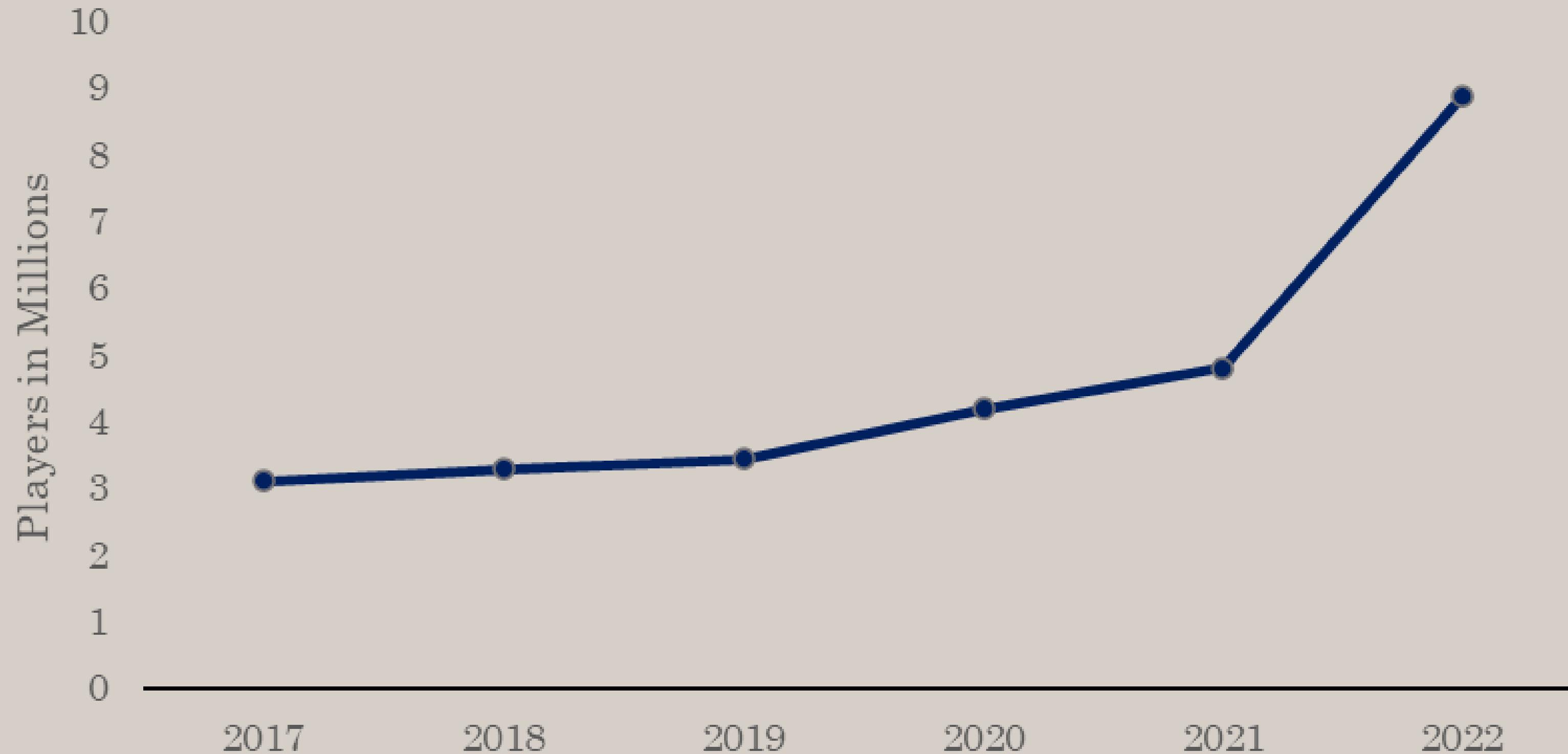
POLO: THE BRAND



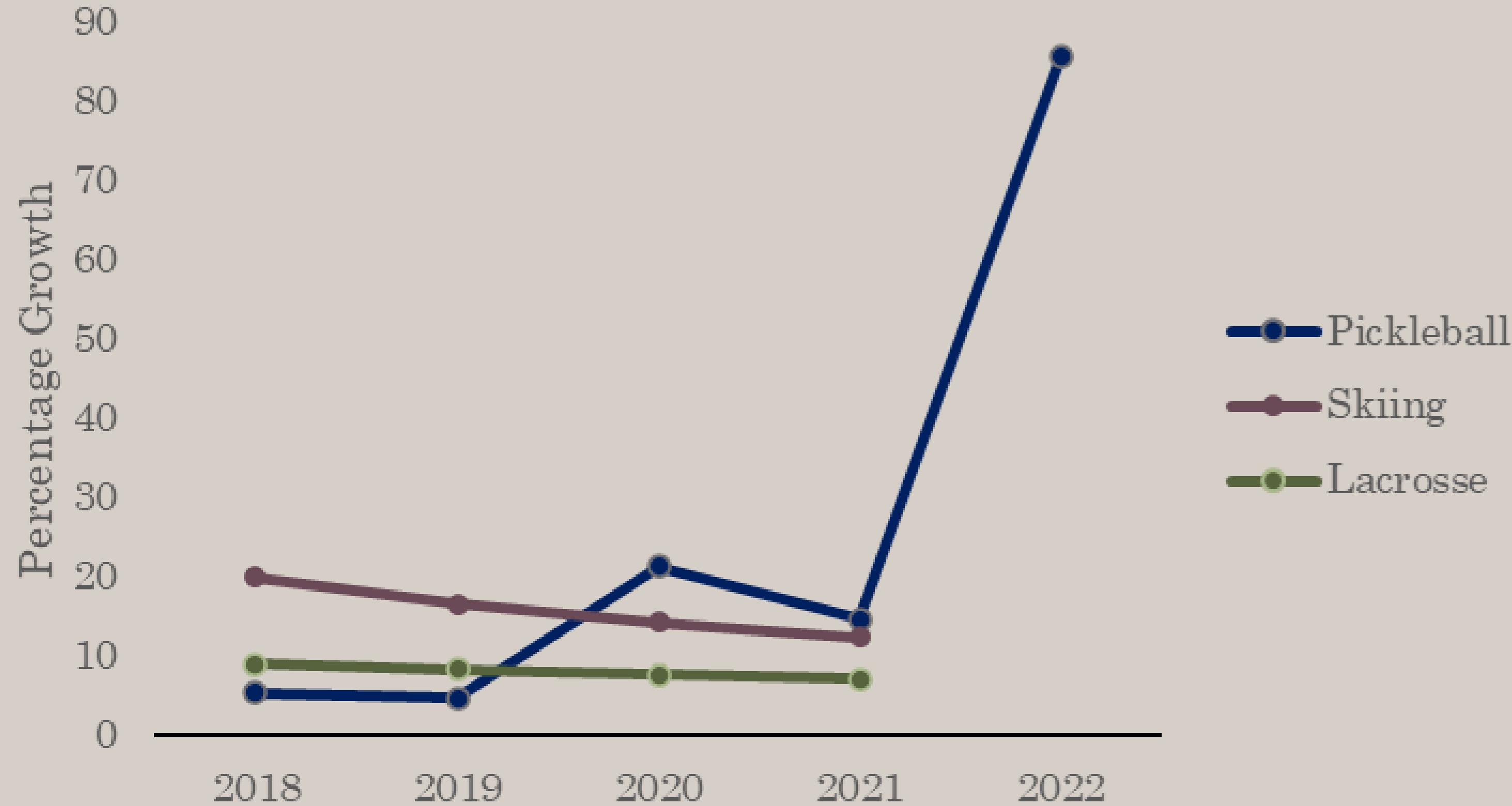
WHAT IS PICKLEBALL?



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:

The

GOLDEN BACHELOR

IT'S NEVER TOO LATE TO FALL IN LOVE... AGAIN

SERIES PREMIERE
THURS SEPT 28



STREAM ON
hulu



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

The
GO!

Women's Health

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

Korin Miller

July 17, 2023 · 4 min read

↑ 2

STREAM ON
hulu

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

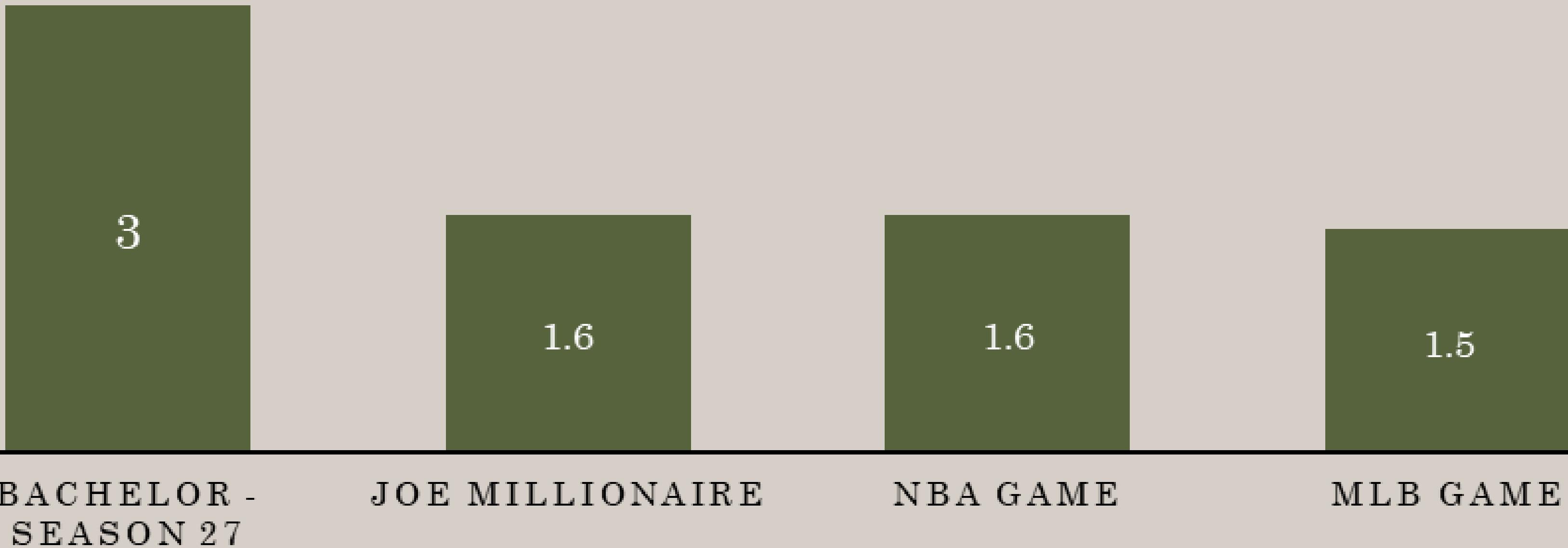


SUCCESS STORY: REVOLVE

The Bachelor - Season 24



US TV VIEWERS (IN MILLIONS)



Revolve Marketing Walkthrough

\$25.0

\$20.0

\$15.0

\$10.0

\$5.0

\$0.0



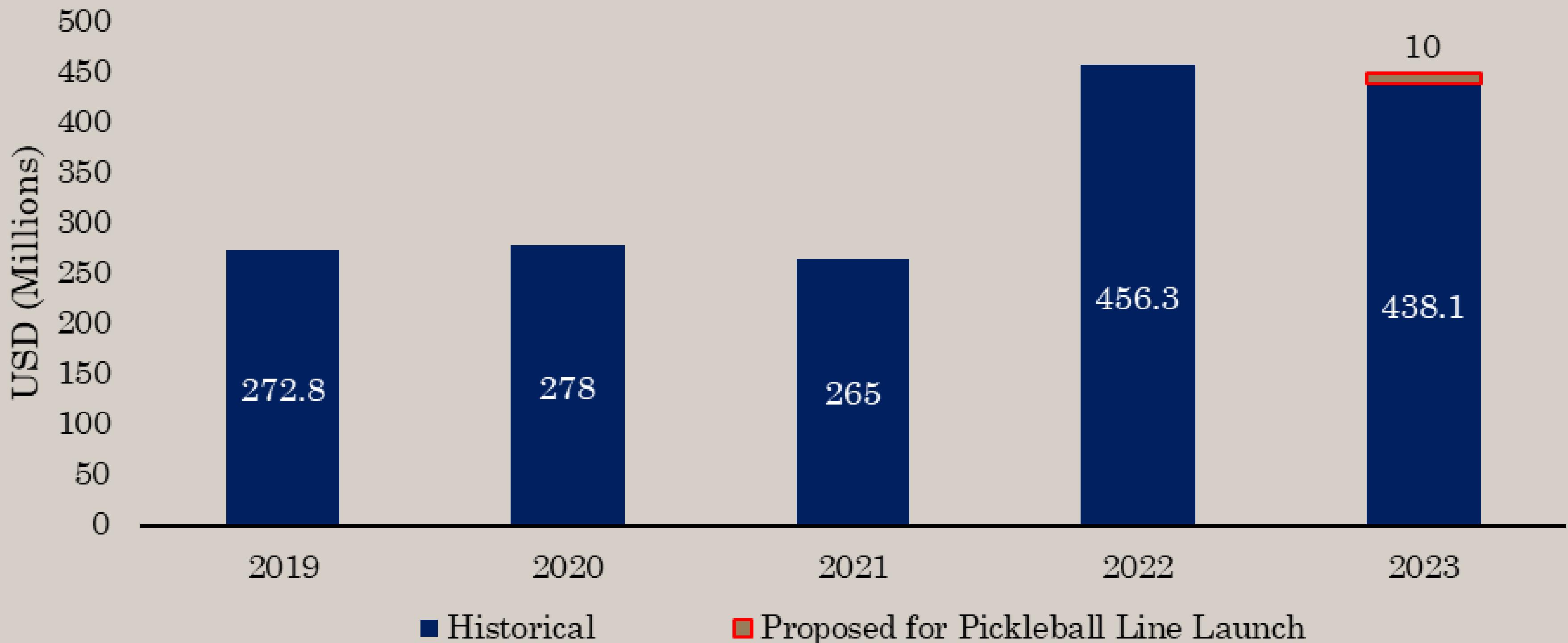
Q1 2019

Covid Impact

Elevated Brand Spending

Q1 2020

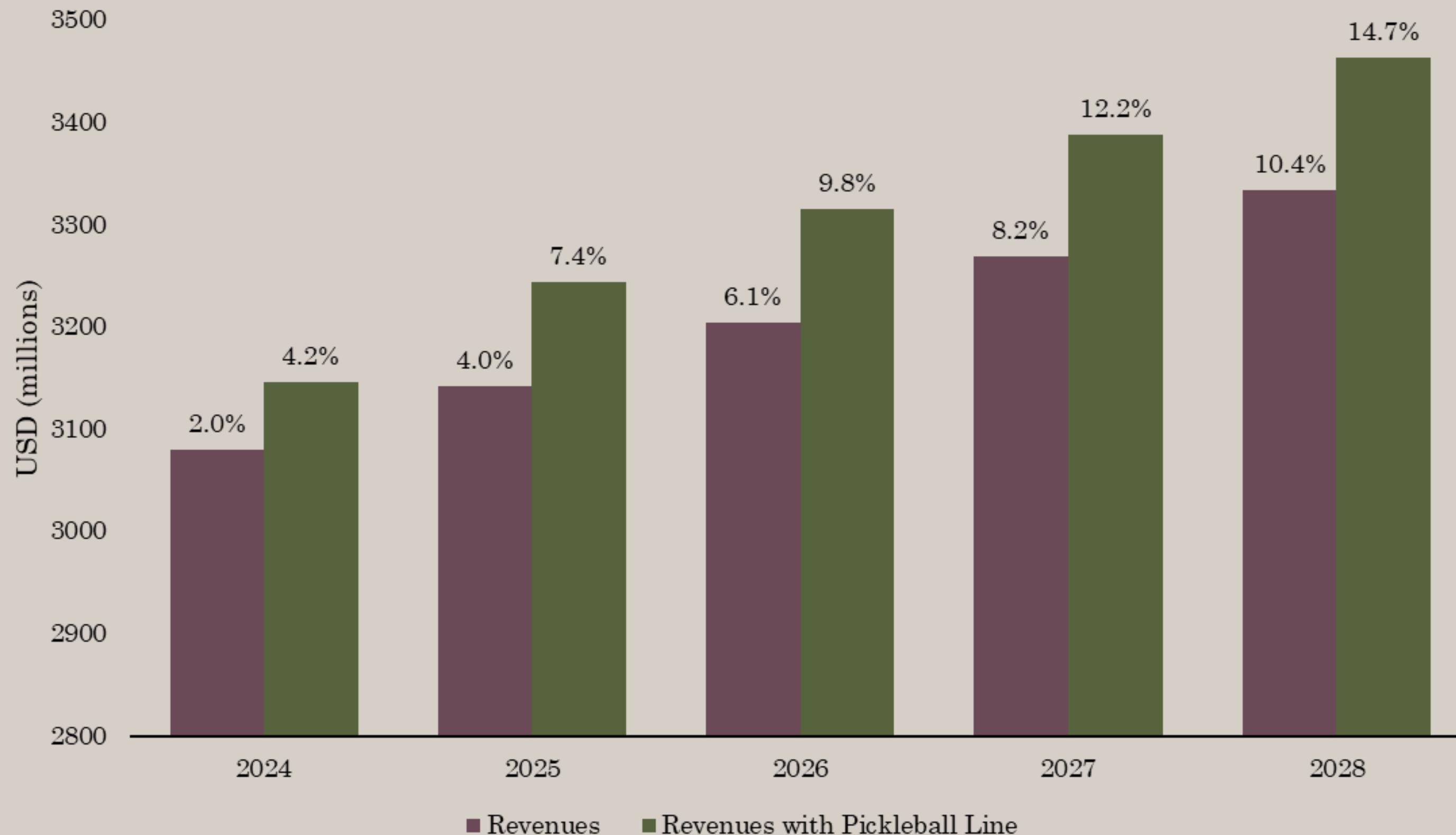
RL Marketing Expenses



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

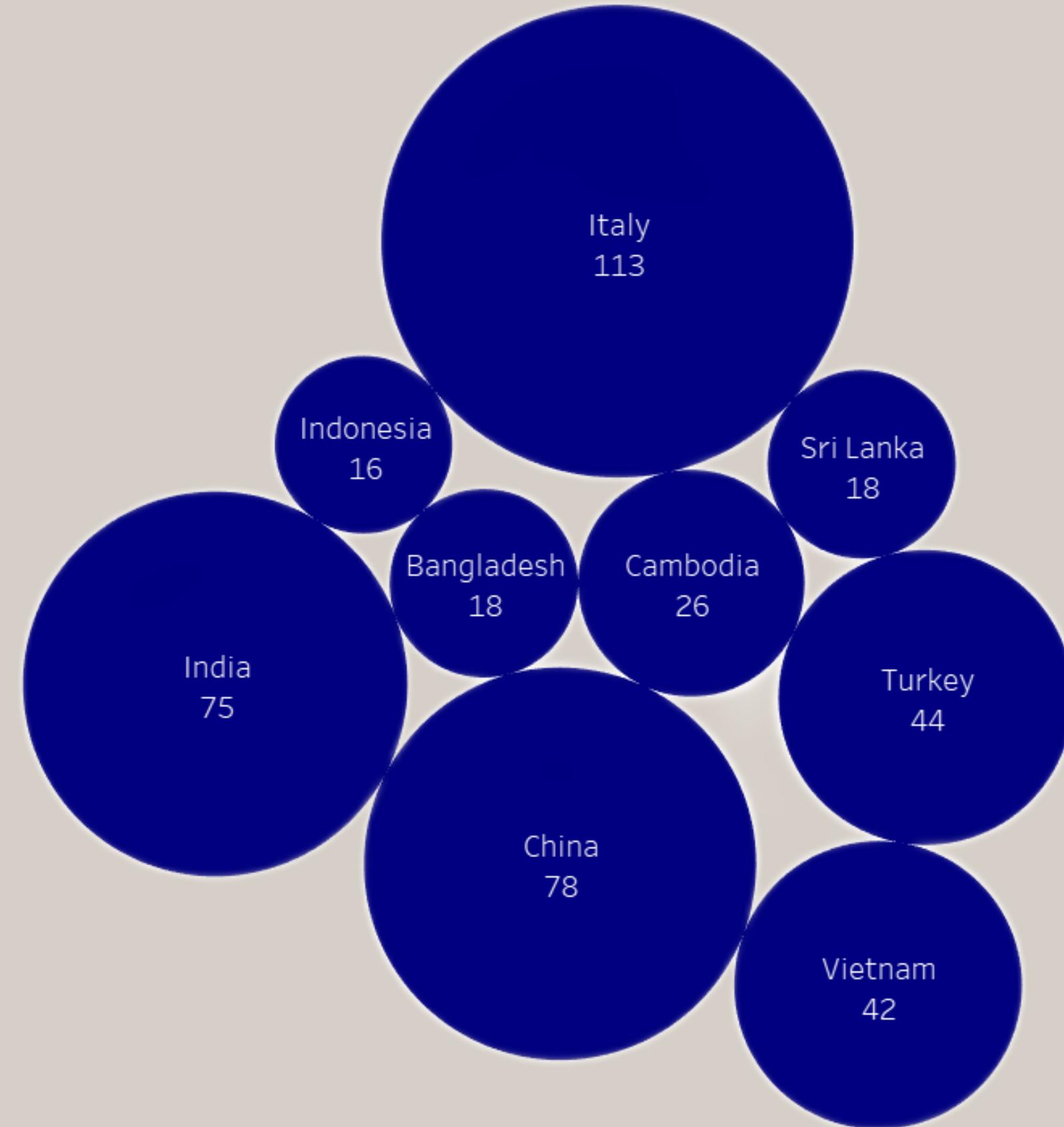


PAVING THE WAY

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



MANUFACTURING LOCATIONS



FINANCIAL OVERVIEW

