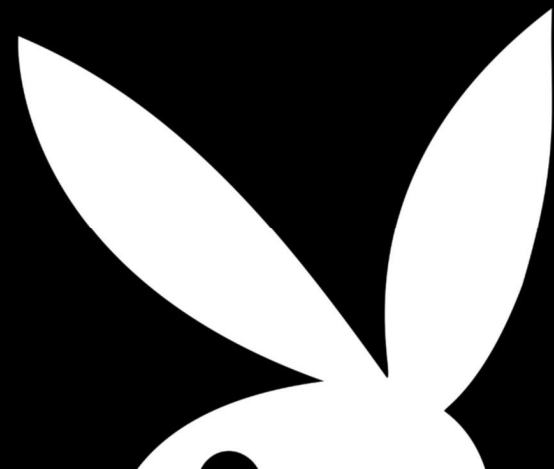


PLAYBOY

Investor Presentation

NASDAQ: PLBY

SEPTEMBER 2024





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Investment Highlights

- 1 *Priceless IP* that is nearly impossible to replicate today
- 2 *Asset light model* with strong recurring licensing revenue
- 3 *Massive global audience* across generations
- 4 Well-positioned to be a *major player in the creator economy* with diversified revenue streams and over 4K earning creators on board
- 5 Emerging from *multi-year transformation*; near-final stages of restructure & turnaround with a path to strengthen the balance sheet
- 6 *Seasoned digital executive team* in place with a successful track record of rejuvenating iconic brands



One of the Most Recognizable Brands in the World



*An Iconic Magazine,
71 Years Young*



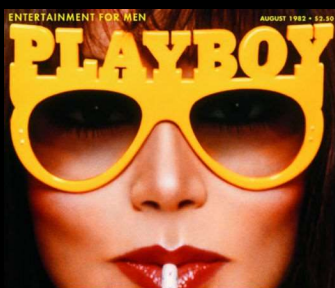
*Cross-Generational
Appeal*



*Broad Global Brand
Awareness*



Diversified Consumer Touchpoints



PLAYBOY magazine:
762 issues in digital archive,
returning February 2025



Playboy.com: the gateway to
all things Playboy, launched
August 2024



30M+ social followers across
all major platforms ¹



The Playboy Club produced
\$25M in GMV in 2023 with
4,000+ earning creators ²



Licensed products
generating \$44M in revenue
in 2023 across 80+ countries



International
partnerships with
publishers around the world



Emerging From Multi-Year Transformation

- 1 Transition to *asset-light model* almost complete
 - > Sold Lovers and Yandy retail businesses, in divestiture process with Honey Birdette
- 2 *Reduced annual overhead costs* by approximately \$23M in 2023¹; opportunity for *further cost reductions* as business continues to simplify
- 3 Negotiated an exclusivity period with lenders to *repay \$215M of senior debt at a significant discount*
- 4 *Rebuilt licensing business* with multiple new partnerships

Source: (1) 2023 corporate overhead costs were approximately \$27M as compared to 2022 corporate overhead costs of approximately \$50M



We Monetize Today in Two Primary Ways:

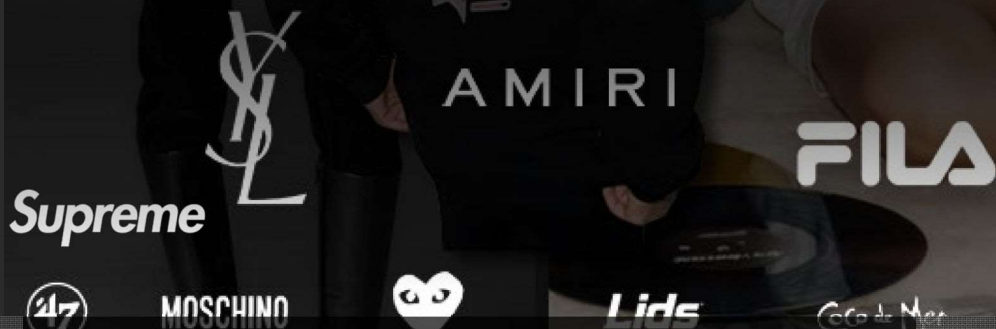
We partner with the *best brands*

Thousands of licensed consumer products ranging from *apparel, beauty, sexual wellness, and liquor*

\$44M in licensing net revenue in 2023 across *80+ countries around the world*

We own, operate and license digital properties with over \$20M in 2023 revenue

The Playboy Club, our *proprietary creator platform*, generated \$25M GMV in its first full year since re-launch ¹



Source: (1) The Playboy Club generated \$25M in gross merchandise value in the full year of 2023



PLAYBOY PLAYBOY PLAYBOY

ENTERTAINMENT FOR

playboy.com • ENTERTAINMENT FOR MEN

ENTERTAINMENT FOR MEN

SEPTEMBER 19

**We are returning Playboy to its roots,
to what made the brand famous:**

THE CREATOR



TODAY - A MODERN FORMULA:

CREATORS + CONTENT

**We are reactivating iconic franchises to
differentiate Playboy in the creator
economy.**

▶ 4.1M

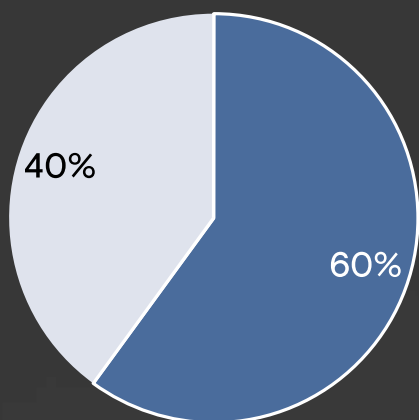
▶ 5.2M

▶ 4.5M



Creators Drive the Media Ecosystem Today

Consumers



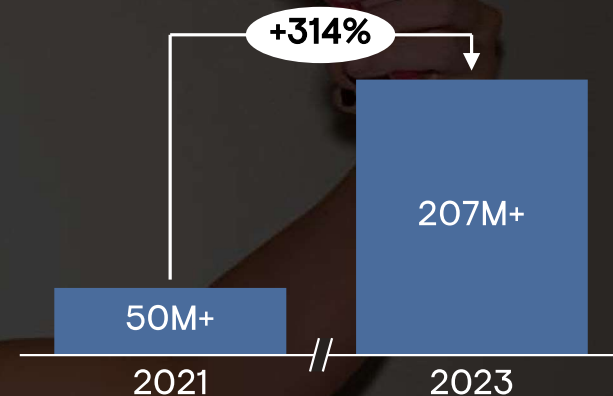
60% of social media users would consider a brand/product if promoted by their favorite influencer ¹

Advertisers

90%+

Of advertisers consider creator content a high-quality ad channel ²

Creators



There were 207M creators in 2023, up over 300% from 2021 ³

Brands producing expensive bespoke content **are falling behind**



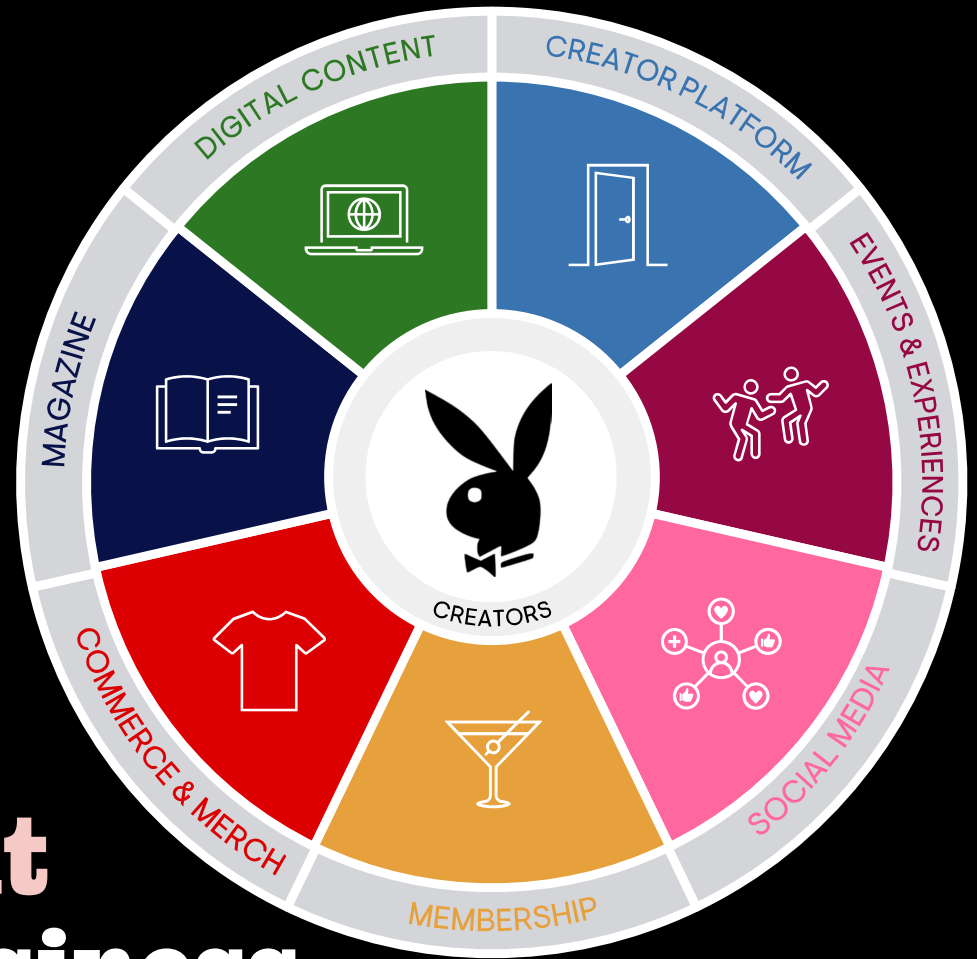
Playboy + Creators Drive Consumer Acquisition

In today's digital landscape, consumers seek content from creators and influencers that they know and trust





Creator + Content is Core to our Business





Business Strategy Shift Underway

Over the past 5 months, revenue is being derived across new categories:



**Programmatic Advertising,
Direct Advertising, Video
Revenue**



**Event Sponsorships, Ticket
& Table Sales**



**Membership Subscriptions,
Content Subscriptions**



Licensing Revenue



**Advertising, Newsstand
Revenue**



**Creator Interaction Fees &
Subscriptions**



Sponsored Content Posts



PHASE 1: THE PLAYBOY CLUB



Welcome to The

PLAYBOY
 **Club**

Your digital destination to Interact with
the world's most beautiful and
Interesting women.

In the first full year since its re-launch, The
Playboy Club generated *more than \$25M of*
GMV, with top creators earning
upwards of \$2M ¹

We are continually focused on increasing our
share of revenue in the creator economy

**We're just getting
started.**

Source: (1) The Playboy Club generated \$25M in gross merchandise value in the full year of 2023



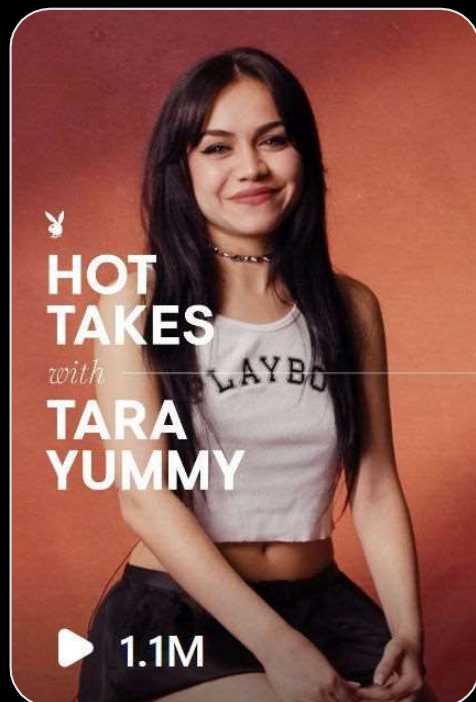
PHASE 2:
SOCIAL, WEBSITE,
MAGAZINE & EVENTS



Revamped Social Media Content Strategy

New content series featuring Playboy creators have driven an *8x increase in Instagram video views¹*, the sale of multiple social sponsorships, and Playboy to the #1 share of voice amongst competitors², all in the past three months alone

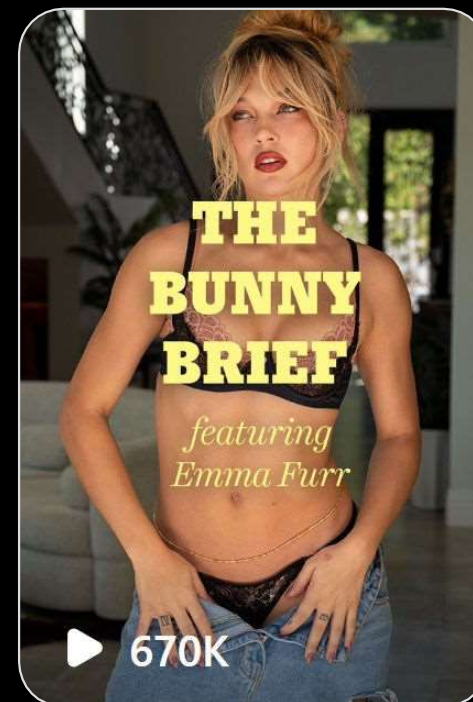
Hot Takes



Playboy Advisor



Bunny Brief





Introducing the New Playboy.com

Launched in August 2024, the gateway for all things Playboy: exclusive SFW digital content, The Playboy Club, Playboy TV and Playboy Plus, the 2024 Playmate of the Year Search, the Playboy Shop, and so much more



Affiliate Content

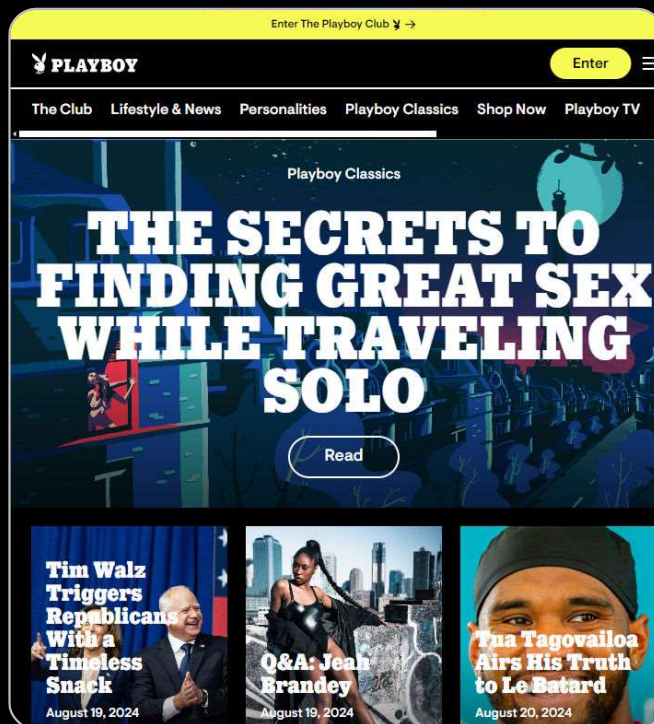
The Top 5 Wines You Should Be Sipping This Summer

August 21



Q&A: Darla Eliza

Creator Q&A



Tim Walz Triggers Republicans With a Timeless Snack

August 19, 2024



Q&A: Jean Brandey

August 19, 2024



Tua Tagovailoa Airs His Truth to Le Batard

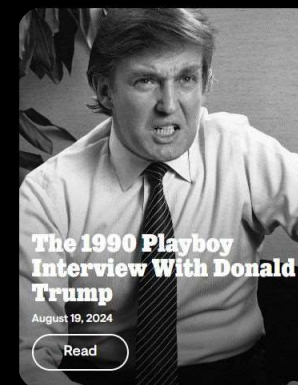
August 20, 2024



A Travel Journalist's 5 Best Summer 2024 Travel Destinations

August 14

Lifestyle & Leisure Content



The 1990 Playboy Interview With Donald Trump

August 19, 2024

Read

Archival Content

Featured content spans across multiple verticals...



PLAYBOY

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JUNE 1997 •



Playboy Magazine returning in February 2025 with:

*The return of iconic franchises including
the Playboy Interview and 20 Questions*

*Launch event at Super Bowl 2025 in New
Orleans*

*Reveal of the 2024 Playmate of the Year
and 2025 Bunny Cast*



Incredible Events in the Works

Playboy events are defining the brand to further drive revenue; funded by advertisers and sponsors, events create a stream of fresh content for all channels and build interest for consumers and creators



Art Basel Miami 2024



Super Bowl 2025 in New Orleans



Formula 1 Las Vegas



Midsummer Night's Dream in Los Angeles 2025



Kentucky Derby 2025



Art Basel Miami 2025



PHASE 3: **VERTICAL EXPANSION**





Focus on Highest-Opportunity Verticals

Verticals need a 1) thriving creator community, 2) competitive set where Playboy stands out, 3) strong sponsorship interest, 4) unique experience & event opportunity, and 5) passionate consumer audience

Playboy Rides

\$19B Automotive Advertising TAM¹

Focus on the culture of cars; passionate audiences across niche categories such as auto detailing or tuning; category rich with creators and luxury brand sponsors

Playboy Golf

\$7B Golf Equipment TAM²

Endemic category to Playboy; consumer touchpoints include Playboy Golf Tournaments, licensing collaborations with brands such as Lids, influencer collaborations with creators such as Paige Spiranac

Playboy Travel

\$12B Travel Advertising TAM³

Adding an old-world luxury take on travel content; ultra-VIP exclusive experiences with private jet companies or cruise lines; creates FOMO around the brand

Playboy Bets

\$14B Sports Betting TAM⁴

Growing category as sports betting is legalized in additional states; opportunity to partner with large sponsors such as FanDuel or DraftKings; exclusive activations at high-level sporting events

Playboy Gaming & Cosplay

\$5B Cosplay TAM⁵; \$282B Video Games TAM⁶

Offbeat culture category with large addressable market and tight-knit creator community; huge demand for Playboy in the cosplay community; large sponsor partners such as Xbox and Razer

Playboy Music

\$33B Live Music TAM⁷

Integral to Playboy's history with the Playboy Jazz Club and Playboy Interviews with superstar musicians such as Frank Sinatra and David Bowie; opportunity to craft incredible experiences around concerts and festivals



Playboy + Creators Unlock Social Commerce

U.S. social commerce market expected to reach nearly \$80B in 2025 ¹; 60% of social media users would consider a brand/product if promoted by their favorite influencer ²

Honey Birdette Lingerie



Celebrity & Influencer Collaborations



Luxury Playboy Product Launches





International Expansion: Playboy-in-a-Box

Partner with international partners to *build localized Playboy businesses around the world*

U.S.-based team provides 75% of the content (translated into local languages) with the local team providing the other 25%

We share the “Playboy Playbook,” our *operating best practices and strategies to grow the brand*, benefiting ourselves and our partners



THANK YOU

Investor Relations Contact:
investors@playboy.com





APPENDIX



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