

I. Introduction

II. Wall Street Basics

- What We Do on Wall Street
 - Wall Street Activity in the Furniture Retail Industry
 - Valuation At the Center of It All

III. Key Issues Impacting the Furniture Sector

- Favorable Economic Environment
 - Impact of Election
 - Cyclical Industry
- Large, Fragmented Industry
 - Consolidation Opportunity
- E-Commerce Gaining Share
- Value and Lifestyle Gaining Share
- IV. What can We Learn From Public Data
- V. Furniture Manufacturers / Mattress Retailers and Manufacturers

VI. Choosing an Advisor

Who is Noam Cohen?



Noam Cohen Managing Director, Retail Investment Banking

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- Managing director at RBC Capital Markets; has led firm's coverage efforts in furniture retail sector since 2012
- Investment banker for 30 years with focus on the consumer/retail sectors for the past 25 years
 - Majority of career spent at RBC, Merrill Lynch, Bank of America and Lehman Brothers
 - Has held various leadership roles, including Head of Hardlines Retail coverage at Merrill Lynch and Head of Food and Hardlines Retail coverage at Bank of America
- Has completed numerous M&A and financing transactions for retailers throughout career. Key clients include
 - Home-related retail: Bob's Discount Furniture, Lowe's, Bed Bath & Beyond, Z Gallerie, Serta Simmons, Home Depot, Williams Sonoma and Pier 1
 - Broader retail/consumer: PetSmart, Petco, Kroger, Albertson's, The Fresh Market, Publix, GNC, Target, Sears, CSK Auto, Adidas, Dick's Sporting Goods, Cabela's, Office Depot, Best Buy, Claire's, Hudson's Bay, Guitar Center, CST Brands, Dollar Tree, and many more
 - Private Equity: Bain, Apollo, CVC, CPP, Advent, BC Partners, Leonard Green and Sycamore among others
- BSE from The University of Pennsylvania and JD/MBA from The University of Pennsylvania's Law School and The Wharton School

Representative Clients



















3









Continued Momentum with Marquee Transaction in Retail Investment Banking



\$5,500 million

Senior Secured Facilities

Supporting the acquisition



Joint Lead Arranger Joint Bookrunner November 2006



\$535 million

Sale of MAPCO Express to COPEC Inc.

> 2nd Lien Term Loan Refinancing / Dividend

\$2.175 million

ABL + 1st Lien Term Loan

\$450 million

JobinteadcAArragge& Joint Bookrunner Odwoise22196



\$85 million

1st Lien Term Loan



\$310 million

Follow-on Offering



\$2.3 billion

Acquisition of RONA





\$1.36 billion

Acquisition of The Fresh Market



April 2016



\$900 million

Revolver and Bridge to Senior Notes

Supporting the acquisition by



Joint Bookrunner April 2016



\$155 million

Follow-on Offering

Joint Bookrunner February 2016



Financial Advisor

November 2016

\$425 million

Acquisition of Flash Foods



Financial Advisor February 2016



\$1.1 billion

Senior Notes

Joint Bookrunner January 2016



Joint Bookrunner

June 2016

\$3.75 billion

Revolver Term Loan B Senior Notes

Supporting the acquisition by



Joint Lead Arranger Joint Bookrunner January 2016



Financial Advisor

May 2016

\$1.5 billion

Term Loan B

Supporting the acquisition by



Joint Bookrunner December 2015



\$319 million

Acquisition of 71 A&P Stores



Financial Advisor November 2015



\$1.1 billion

Term Loan B

Supporting the acquisition of



Joint Bookrunner August 2015



\$11.4 billion

Revolver, Term Loan B & Senior Notes

Supporting the acquisition of



Joint Bookrunner



\$164 million

Initial Public Offering

Joint Bookrunner July 2015



\$8.7 billion

Revolver, Term Loan B & Senior Notes

Supporting the acquisition by



Joint Lead Arranger & Joint Bookrunner March 2015



\$340 million

Sale of U.S. Automotive **Parts Distribution Business to Icahn** Enterprises L.P.



Financial Advisor February 2015



\$1.5 billion

Senior Notes

Co-Manager July 2014



\$615 million

Senior Secured Notes

\$325 million

Senior Unsecured Notes

> Joint Bookrunner April 2014



Undisclosed

Acquisition of Bob's **Discount Furniture**

BOB'S FURNITURE

Financial Advisor February 2014



\$300 million

ABL Revolver, 1st Lien & 2nd Lien Term Loan

Supporting the acquisition by



Lead Left Bookrunner February 2014



\$2.9 billion

Acquisition of Saks Incorporated



Financial Advisor November 2013

...Which have led to Strong Market Share Gains

Ranked by total retail investment banking fees

2014									
Rank	Company	%Share of Fee Wallet							
1	Bank of America	16.5%							
2	JPMorgan	11.8%							
3	Goldman Sachs 8.7%								
4	Wells Fargo	6.5%							
5	Credit Suisse	6.1%							
6	Barclays	5.9%							
7	Morgan Stanley	5.3%							
8	Citi	5.1%							
9	Jefferies LLC	4.1%							
10	Deutsche Bank	3.8%							
11	HSBC	1.7%							
12	RBC	1.5%							
13	Financo Inc	1.4%							
14	UBS	1.3%							
15	ВМО	1.2%							

	2015					
Rank	Company	%Share of Fee Wallet				
1	Bank of America	12.4%				
2	JPMorgan	11.8%				
3	Goldman Sachs	10.0%				
4	Barclays	9.1%				
5	Wells Fargo	7.1%				
6	Citi	5.3%				
7	Morgan Stanley	4.2%				
8	RBC	3.8%				
9	Deutsche Bank	3.2%				
10	Jefferies LLC	2.8%				
11	Credit Suisse	2.6%				
12	Nomura	1.9%				
13	US Bancorp	1.9%				
14	Evercore	1.9%				
15	Guggenheim	1.6%				

	YTD Sentember 20	016
Rank	Company	%Share of Fee Wallet
1	JPMorgan	11.2%
2	Goldman Sachs	10.7%
3	Barclays	9.9%
4	Bank of America	9.3%
5	RBC	5.4%
6	Wells Fargo	5.3%
7	Credit Suisse	4.9%
8	Citi	3.8%
9	Morgan Stanley	2.3%
10	Jefferies	2.1%
11	СРРІВ	1.9%
12	HSBC	1.7%
13	Macquarie Group	1.7%
14	Deutsche Bank	1.6%
15	US Bancorp	1.6%
	1 2 3 4 5 6 7 8 9 10 11 12 13 14	1 JPMorgan 2 Goldman Sachs 3 Barclays 4 Bank of America 5 RBC 6 Wells Fargo 7 Credit Suisse 8 Citi 9 Morgan Stanley 10 Jefferies 11 CPPIB 12 HSBC 13 Macquarie Group 14 Deutsche Bank

Ranked by total U.S. Investment Banking fees. Note:

Source: Dealogic.

What We Do on Wall Street

1 Corporate Finance Investment Banking

Industry / Sector Coverage

- Consumer / Retail
- Technology
- Healthcare

:::

Private Equity Coverage

- 2 Sales & Trading
- 3 Research

Product Specialists

- M&A
- Equity
- Debt
 - Leveraged Finance
 - Investment Grade

IPO



(Aug 2016)



(Oct 2012)

M&A

Strategic































Financial









Freeman Spogli & Co.











Activist Activity



Valuation – At the Center of It All

1 EBITDA

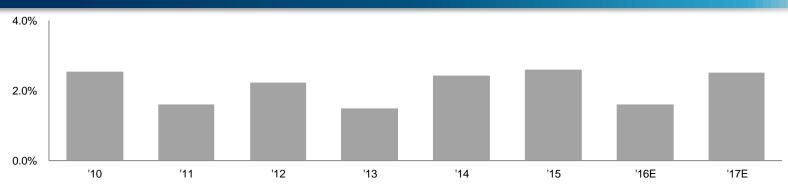
EBITDA Adjustments

- One-Time, Non-Recurring
- Preopening Expenses
- Intracompany Rent
- Store Closures / Discontinued Operations
- Weather Impact
- New Store Run-Rate Adjustments

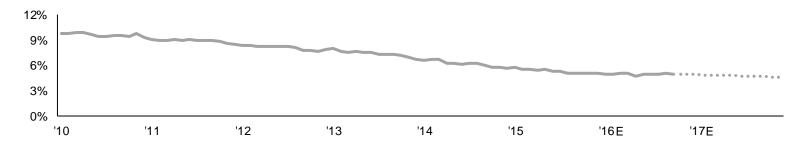
2 EBITDA Multiple – it's all about Growth!

- New Store Openings and New Market Potential
- Performance Through Business Cycles
- E-Commerce
- Other Unique Opportunities / Competitive Threats

Real U.S. GDP Growth



Unemployment Rate



Annual Housing Starts & Existing Home Sales



Impact of the Election

Area	Position	Potential Implications
Taxes	 Corporate tax rate of 15% Elimination of the corporate alternative minimum tax Repatriation of corporate profits held offshore at a one-time tax Taxing carried interest as ordinary income End to special interest loopholes 	 A lower corporate tax environment More opportunity for the efficient deployment of overseas cash and overseas cash to be repatriated Carried interest treatment is likely to remain largely intaction a Republican Congress
Financial and Regulatory	 Scaling back the regulatory oversight Replacing or revising the Dodd-Frank Act 	 Reduction in regulatory compliance costs would bolster bank earnings, reduced oversight A roll-back of capital requirements would result in a weakening of balance sheets and liquidity positions but greater ability to lend
Trade	 Supports a reset on both the Trans-Pacific Partnership and NAFTA Signaled intent to pursue China for currency manipulation and impose tariffs on Chinese imports 	 Potential trade barriers, protectionism approach and increased tariffs on imported goods
Energy Policy	 Restructuring US energy policies Reduction regulatory constraints on supply Provide more access to public lands for production Faster federal permitting End to regulation favoring renewables over fossil fuels 	Likely lower energy prices
Healthcare	 Seek to repeal the Affordable Care Act and replace it with more private options Less regulation around drug pricing 	 Encourage competition across state lines, health savings accounts and purchasing pools

Impact On Furniture Retail Sector



Reduced Taxes



Fewer Regulations

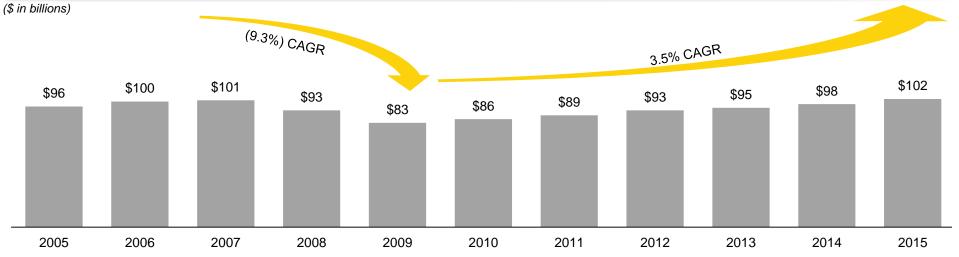


Sourcing Uncertainties



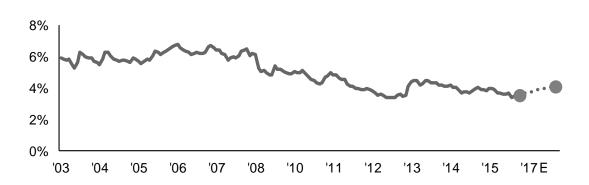
Interest Rate Increases





Interest Rates to Rise

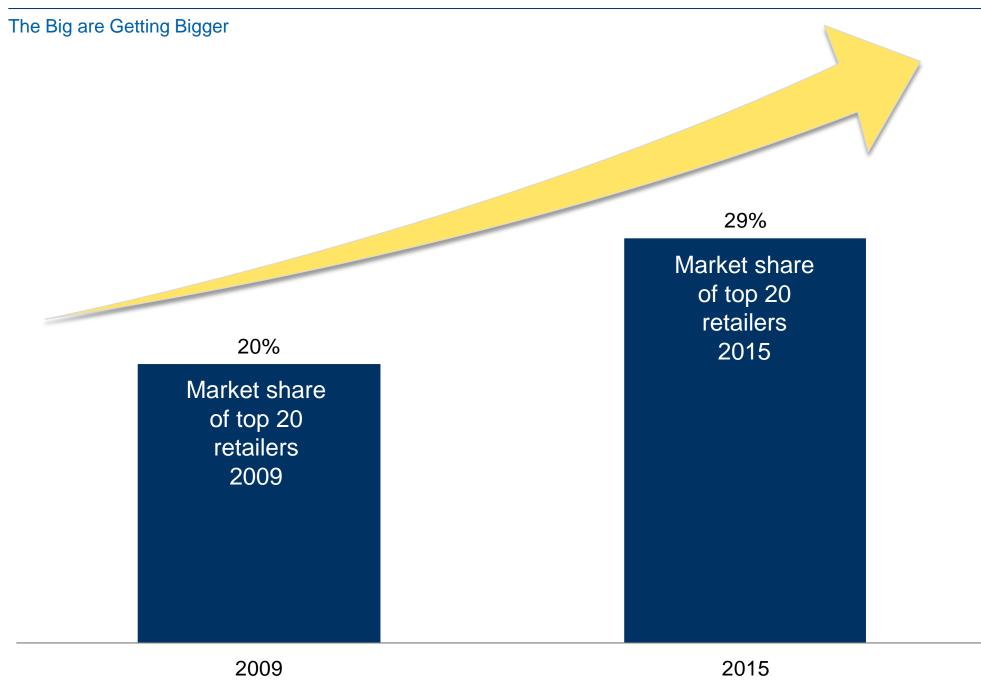
30 Year Fixed Mortgage Rates

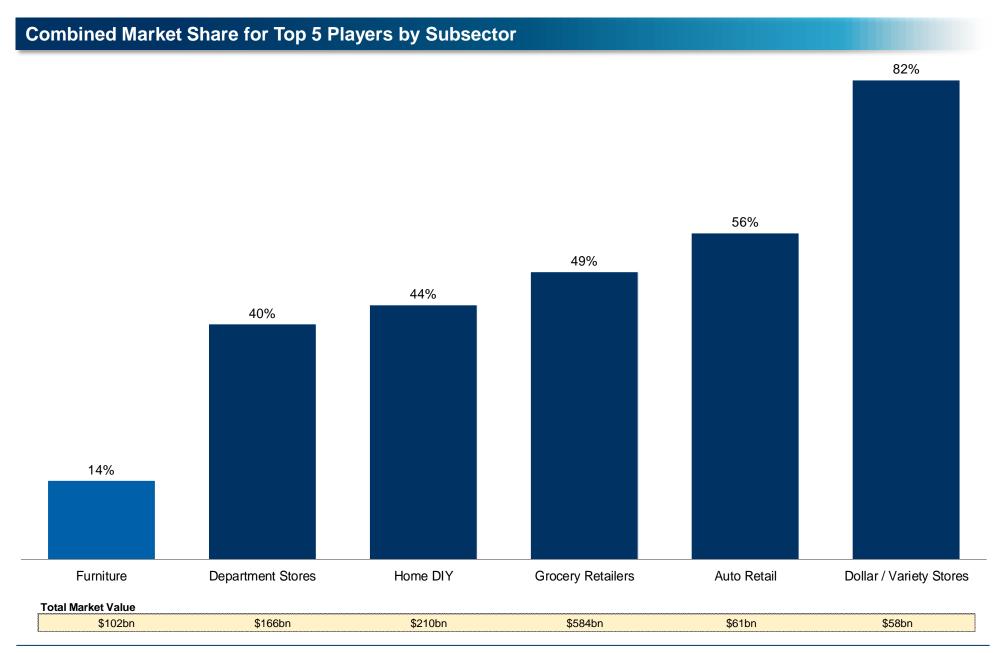




Source: Furniture Today 2016 Retail Planning Guide, IBISWorld 2016, Bureau of Economic Analysis.

Consolidation In Furniture Retail





3 Source: Euromonitor. RBC Capital Markets

Competitive Dynamics

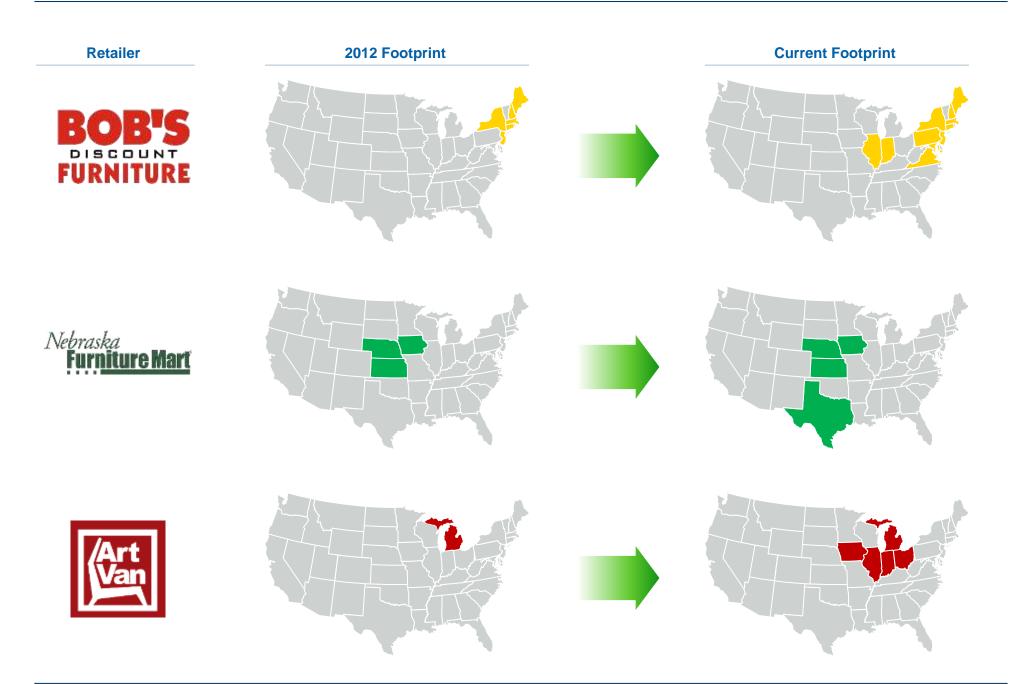
(\$ in millions)

Rank	Company	2010 Sales	2015 Sales	2010-15 Revenue CAGR	Positioning
1	ASHLEY ASHLEY	\$2,394	\$3,524	8.0%	Vertically Integrated
2	IKEA	2,095	3,075	8.0%	Ready to Assemble
3	WILLIAMS-SONOMA	1,400	2,635	13.5%	Lifestyle
4	ROOMS TO GOD	1,410	2,200	9.3%	Traditional
5	Berkseire Hannawayne	1,146	1,833	9.8%	Traditional
6	RESTORATION	410	1,705	33.0%	Lifestyle
7	Pier 1 imports°	939	1,303	6.8%	Lifestyle
8	Raymour & Flanigan	972	1,177	3.9%	Traditional
9	LABOY	740	1,115	8.6%	Vertically Integrated
10	AMERICAN SIGNATURE FURNITURE VEI: VALUE CITY FURNITURE	1,101	1,032	(1.3%)	Traditional
11	BOB'S DISCOUNT FURMITURE	585	1,009	11.5%	Everyday Low Price
12	Crate&Barrel	718	845	3.3%	Lifestyle
13	₩ HAVERTYS	620	805	5.4%	Traditional
14	ETHAN ALLEN	657	719	1.8%	Vertically Integrated
15	Art	430	690	9.9%	Traditional

14 Source: IBISWorld 2016 and Furniture Today.

RBC Capital Markets

Early Signs of Consolidation



E-Commerce Represents 10% Channel Share and Has Been Growing Rapidly



Challenges

- High shipping costs, especially reverse logistics (returns)
- Size constraints / shipping handling difficulties
- Customers need to touch / feel / experience product
- High return rates difficult to manage returns
- High value item with low purchase frequency

Source: Furniture Today 2016 Retail Planning Guide.

Barbelling of Income – Value and Lifestyle Gaining Share

Same Store Sales Performance by Sub-Segment



17 Source: Capital IQ, company filings.

RBC Capital Markets



Who is publicly traded?

<u>Traditional Furniture</u> <u>Retailer</u>

HAVERTYS'

Lifestyle Retailers

RH RECORDING HAZARIAN

Pier1 imports

WILLIAMS-SONOMA

Kirkland's.

Vertically Integrated

L A 💋 B O Y

ETHAN ALLEN

Bassett







Summary Public Data

(in \$ millions)

Company	Store	Revenue		SSSG		EBITDA		EBITDA	EV/EBITDA			
Company	Count	LTM	10-15 CAGR	2013	2014	2015	LTM	10-15 CAGR	Margin	LTM	CY2016	CY2017
Traditional Furniture										6.3x	6.2x	6.0x
Haverty Furniture Companies	121	\$817	5%	11.0%	3.6%	2.5%	\$71	24%	9%	6.3x	6.2x	6.0x
Lifestyle Retailers										7.1x	9.1x	7.2x
Restoration Hardware	107	\$2,178	22%	31.0%	20.0%	11.0%	\$208	53%	10%	9.6x	11.1x	8.3x
Pier 1 Imports	1,023	\$1,845	7%	2.3%	4.7%	0.7%	\$100	3%	5%	6.8x	7.1x	6.1x
Williams-Sonoma	626	\$5,089	7%	8.8%	7.1%	3.7%	\$652	7%	13%	7.5x	7.3x	7.0x
Kirkland's	391	\$590	6%	0.5%	6.1%	2.9%	\$46	(3%)	8%	4.6x	4.8x	4.3x
Vertically Integrated										8.1x	8.1x	7.3x
La-Z-Boy Incorporated	893	\$1,525	5%	6.0%	3.0%	2.0%	\$152	21%	10%	8.0x	8.2x	7.5x
Ethan Allen Interiors	191	\$797	3%	6.4%	4.4%	8.5%	\$106	14%	13%	8.9x	8.9x	8.0x
Bassett Furniture Industries	91	\$434	13%	5.6%	5.7%	13.0%	\$38	96%	9%	7.5x	7.2x	6.5x
Manufacturers										9.5x	-	-
Flexsteel Industries	-	\$486	8%	-	-	-	\$42	15%	9%	9.2x	-	-
Hooker Furniture	-	\$384	3%	-	-	-	\$33	28%	9%	9.9x	-	-
Stanley Furniture Company	-	\$49	(16%)	-	-	-	(\$3)	-	(6%)	-	-	-

Source: Company filings, Capital IQ.

Furniture Manufacturers

Key Issues

- Similarly large fragmented industry
 - Ashley has emerged as stand-out growth company
- Global distribution logistics critical to success
- Uncertainties post election given import reliance



Key Issues

- Growing consolidation in mattress retail
 - Acquisition of Sleepy's and various other mattress retailers by MFRM which itself was acquired by Steinhoff
- Increased competition from Internet-based mattress retailers
- Consumers increasingly brand conscious for mattresses

Manufacturing







<u>Retail</u>







It's all about...

- 1) EXPERIENCE
- 2) THE RELATIONSHIP



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