

STEP ONE™

Step One Clothing (ASX:STP) is a leading direct-to-consumer online retailer for innerwear. Step One offers an exclusive range of high quality, organically grown and certified, sustainable, and ethically manufactured innerwear that suits a broad range of body types. Step One has transformed the innerwear market with an innovative design and cult-like following and has quickly grown to a multinational Company operating in Australia, the US and the UK.



AT A GLANCE

Listed on the ASX:	2021
Industry Sector:	Retailing
Fiscal year end:	June 30
Market cap:	\$105.64m
Securities Issued:	185,340,291

*(as of 10 August 2023)



Innovative product with strong customer connection



Online DTC, 100% brand owned & flexible manufacturing process

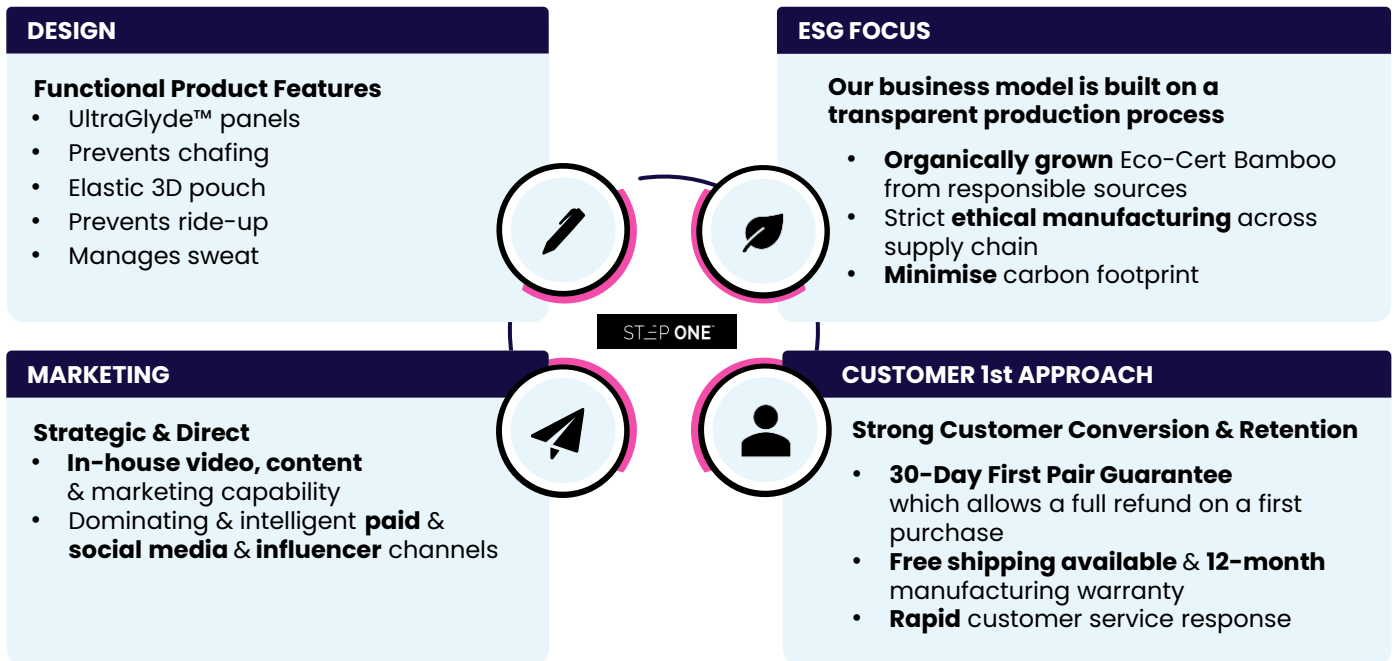


Content driven digital & marketing strategy with strong customer connection



Strong ESG focus with end-to-end FSC® supply chain certification

BUSINESS MODEL



FY23 HIGHLIGHTS

Revenue
\$65.2m
down 9.7% vs pcp

Gross Margin
80.7%
down 1.3% vs pcp

Average order value (AOV)
\$89.49
up 19% vs pcp

FSC® Certification
End-to-end FSC® supply chain certification

EBITDA
\$12.0M
18.4% of revenue
up 33.1% vs proforma pcp

Cash
\$38.3m
down 11.9% from Jun22

Website Visits
14.7m
4.45% conversion rate

Customers
1,358,000
257,000 New customers

FORWARD STRATEGY

MARKET SIZE¹

Every person needs underwear

- USA \$6.2b
- UK \$1.5b
- AU \$0.6b

That's just the men. The women's market is bigger

CAPITAL LIGHT

Low capital invested

- **Ownership of Brand**, designs, and personality
- **Specialists** manage manufacturing, warehousing and logistics ensuring high quality and lowest cost
- Class leading SaaS systems support the operation

PARTNERSHIPS

Engage in partnerships

- Use **Amazon** to establish brand presence and access to a large customer pool
- Evaluate other online or retail **partnerships** on their commercial merits and alignment in areas including customer service and ESG

PRODUCT ADJACENCIES

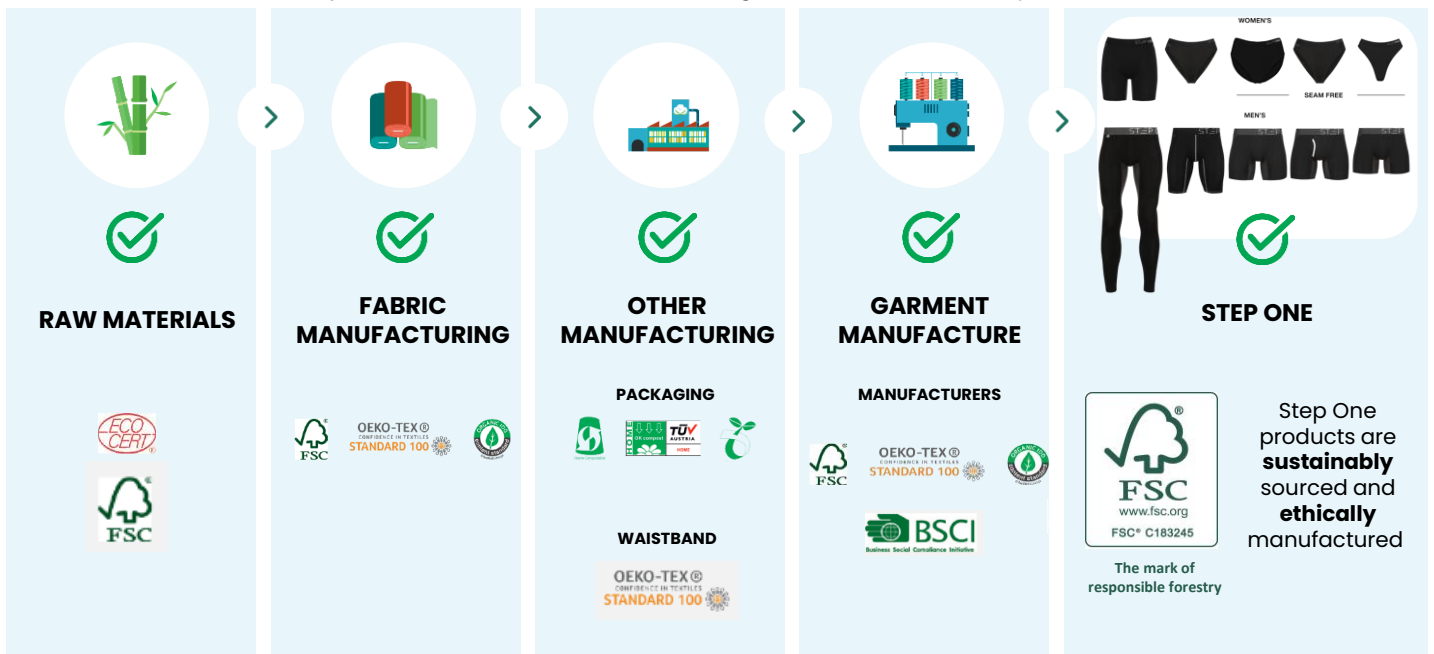
Natural adjacencies to men's underwear including:

- **Expand target customer** incl a broader range of Women's products
- **Expand product range** within the innerwear category

Customers want our product – we just have to let them know it is available and get it in their hands

SUSTAINABLE AND ETHICAL SUPPLY CHAIN

Our ESG credentials are baked into our entire product lifecycle, from inception to delivery
Step One is the first Australian clothing label to be certified by the FSC®



SUBSTANTIAL SHAREHOLDERS

Greg Taylor	66.36%
Michael Reddie	4.86%

BOARD OF DIRECTORS

David Gallop, AM	Independent Chairperson
Greg Taylor	Founder, Chief Executive Officer and Executive Director
Kate Thompson	Non-Executive Director
Rick Dennis	Non-Executive Director
Michael Reddie	Chief Legal Officer and Executive Director

INVESTOR CONTACT

investor@stepone.life

Saskia West

Citadel-MAGNUS

swest@citadelmagnus.com

+61 2 8234 0109 / 0452 120 192

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