

OUR KEY STRATEGY

Own brands that make people happy

We are passionate about delighting our customers with memorable experiences and products they love.

We take the long view – not surprising for a company that’s been in business since 1942. Our history proves our ability to embrace change, innovate, and deliver value over the long term, with steadfast commitment to shareholders as our guiding North Star.

Oxford is listed on the New York Stock Exchange (symbol OXM). We generated more than \$1.1 billion in revenue in 2019, our most recently reported fiscal year.

COMPETITIVE ADVANTAGES

- PORTFOLIO OF HIGH-MARGIN LIFESTYLE BRANDS
- STRENGTH IN DTC
 - FAST GROWING, PROFITABLE E-COMMERCE CHANNEL
 - BEST IN CLASS DIGITAL CAPABILITIES
- MODEST BRICKS & MORTAR FOOTPRINT WITH LESS THAN 200 FULL-PRICE LOCATIONS
 - MOST IN PREMIUM OFF-MALL LOCATIONS
- BARS AND RESTAURANTS ADD DEPTH TO LIFESTYLE OFFERING, PROMOTES CONSUMER ENGAGEMENT AND LOYALTY
 - ADDITIONAL OPENINGS IN 2020 AND 2021
- LIMITED WHOLESALE DISTRIBUTION
 - LESS THAN 12% OF TOTAL SALES TO DEPARTMENT STORES
- SOLID CAPITAL STRUCTURE TO SUPPORT FUTURE GROWTH
- EXPERIENCED, LONG-TERM MANAGEMENT TEAM
- PAID DIVIDEND EVERY QUARTER SINCE 1960

FISCAL 2019 RESULTS

CONSOLIDATED

REVENUE

\$1.12B

GROSS MARGIN

57.4% / 57.6%_{ADJ}

OPERATING MARGIN

8.3% / 8.8%_{ADJ}

EPS

\$4.05 / \$4.32_{ADJ}

OWNED BRANDS

REVENUE

\$1.0B

DTC

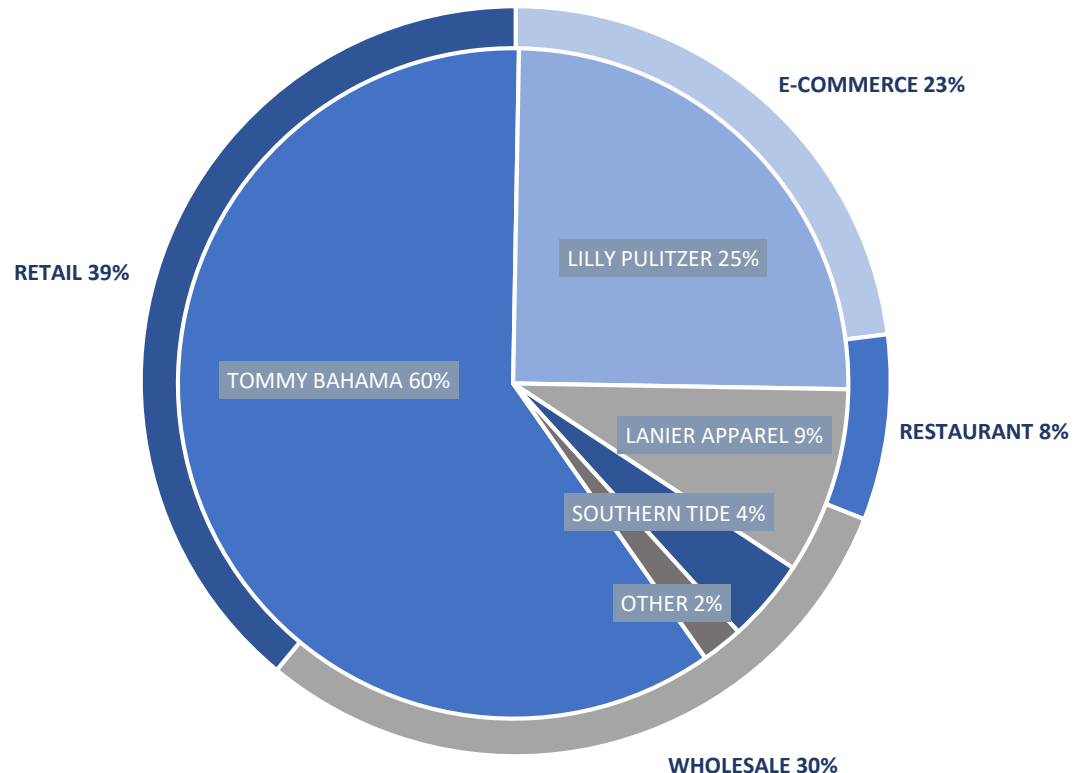
77%

COMPARABLE SALES

+4%

DEPARTMENT STORES

≈9%



FISCAL 2020 OUTLOOK

DUE TO THE UNCERTAINTY CREATED BY THE COVID-19 PANDEMIC, THE COMPANY IS NOT PROVIDING A FINANCIAL OUTLOOK FOR FISCAL 2020 AT THIS TIME

FISCAL 2020 H1 RESULTS

CONSOLIDATED

REVENUE

\$352M / \$584M_{H1 FY19}

EPS - GAAP

(\$4.40) / \$3.05_{H1 FY19}

EPS - ADJUSTED

(\$1.50) / 3.13_{H1 FY19}

SOLID CAPITAL STRUCTURE

AT AUGUST 1, 2020

CASH

\$97M

ABL REVOLVING CREDIT FACILITY

\$325M

BORROWINGS

\$65M

STRONG CASH FLOW

CASH FLOW FROM OPERATIONS

\$24M_{H1 FY20} / \$67M_{H1 FY19}

CAPITAL EXPENDITURES

≈\$30M_{PROJECTED FY20} / \$37M_{FY19}

DIVIDENDS PAID

\$8M_{H1 FY20} / \$13M_{H1 FY19}

2020 ACTIONS

DUE TO THE UNCERTAINTY CREATED BY THE COVID-19 PANDEMIC, THE COMPANY HAS TAKEN CERTAIN ACTIONS TO PRESERVE LIQUIDITY AND BOLSTER CASH. THEY INCLUDE BUT ARE NOT LIMITED TO:

- AGGRESSIVE INVENTORY MANAGEMENT
- SIGNIFICANT REDUCTION IN SG&A, INCLUDING EMPLOYMENT COSTS
- RE-EVALUATION OF ALL CAPITAL PROJECTS
- A REDUCTION TO \$0.25 PER SHARE FOR ITS QUARTERLY DIVIDEND
- A REDUCTION IN COMPENSATION FOR EXECUTIVES AND THE BOARD OF DIRECTORS



Tommy Bahama

“an island-inspired lifestyle brand that defines relaxed, sophisticated style”

48% RETAIL

\$677M REVENUE

126 FULL-PRICE LOCATIONS (Q2 2020)

127 FULL-PRICE LOCATIONS (FISCAL 2019)
\$615 SALES PER SQ FT

55% IN PREMIUM, OFF-MALL SHOPPING LOCATIONS

RESORTS, LIFESTYLE CENTERS, PRESTIGIOUS STREET FRONTS

19 LOCATIONS WITH FOOD AND BEVERAGE (Q2 2020)

16 LOCATIONS WITH FOOD AND BEVERAGE (FISCAL 2019)
12% OF REVENUE FROM RESTAURANTS AND MARLIN BARS

20% E-COMMERCE

VS 18% IN FISCAL 2018
FASTEST GROWING CHANNEL
PROFITABLE

20% WHOLESALE

VS 21% IN FISCAL 2018
11% DEPARTMENT STORES



FISCAL 2019

41% RETAIL
VS 42% IN FISCAL 2018

\$285M REVENUE



59 FULL-PRICE LOCATIONS (Q2 2020)

61 FULL-PRICE LOCATIONS (FISCAL 2019)
\$720 SALES PER SQ FT

2/3 IN PREMIUM, OFF-MALL SHOPPING LOCATIONS

RESORTS, LIFESTYLE CENTERS, PRESTIGIOUS STREET FRONTS

38% E-COMMERCE

VS 36% IN FISCAL 2018
FASTEST GROWING CHANNEL
PROFITABLE

21% WHOLESALE

VS 22% IN FISCAL 2018
4% DEPARTMENT STORES
53 SIGNATURE STORES



FISCAL 2019



SOUTHERN TIDE

"a coastal lifestyle apparel brand that embodies a Southern state of mind and an adventurous spirit"

\$46M REVENUE

21% E-COMMERCE

VS 18% in 2018
FASTEST GROWING CHANNEL
PROFITABLE

2 RETAIL STORES (Q2 2020)

ST. JOHNS TOWN CENTER * JACKSONVILLE, FL
LAS OLAS BLVD * FT. LAUDERDALE, FL * OPENED JULY 2020

COMING THIS FALL

GRAND BOULEVARD * DESTIN, FL

79% WHOLESALE

VS 82% IN 2018
19% DEPARTMENT STORES
15 SIGNATURE STORES

15% WOMENS

FISCAL 2019



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Forward-Looking Statements *This infographic may include statements that constitute forward-looking statements. Such statements are subject to a number of risks, uncertainties and assumptions which could cause actual results to differ materially from those anticipated or projected, including, without limitation, those identified under Part I, Item 1A. contained in our Annual Report on Form 10-K for the period ended February 1, 2020 under the heading “Risk Factors,” those described from time to time in subsequent reports filed with the SEC and those identified in our press release dated September 3, 2020 under the caption, “Safe Harbor”, all of which are available under the Investor Relations tab of our website at oxfordinc.com. Those risks may not be the only risks which may impact our forward-looking statements. We disclaim any intention, obligation or duty to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.*

Non-GAAP Measures *This infographic contains certain non-GAAP financial metrics, such as adjusted gross margin, adjusted operating margin, adjusted earnings per share, or EPS, and free cash flow, which are intended to supplement our consolidated financial results presented in accordance with GAAP. We use these adjusted financial measures in making financial, operational and planning decisions, to evaluate our ongoing performance and in discussions with investment and other financial institutions, our board of directors and others. Reconciliations of these adjusted measures to the most directly comparable GAAP financial measures are presented in tables included at the end of our press release dated March 26, 2020 and September 3, 2020.*

Comparable Sales *Our disclosures about comparable sales includes sales from full-price retail stores and e-commerce sites, excluding sales associated with e-commerce flash clearance sales.*