

COMPASS  
DIVERSIFIED

*marucci*



## INVESTOR OVERVIEW

DECEMBER 9, 2021

# INVESTOR OVERVIEW

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- 1** Where We Started
- 2** How We Got Here
- 3** Our Place In The Game
- 4** Future Growth Drivers
- 5** Newest Brand Addition





# *marucci*

**HONOR THE GAME.**

*Marucci provides tools for the best players to win in baseball and life – in the form of precision equipment and elite training, so that these dedicated athletes can play to the very height of their abilities and, by doing this, they pay their respect to the game, and to themselves.*



# THE MARUCCI STORY



# ATHLETES AREN'T BORN

**There's talent, but that can only take you so far.**

Big League hitters don't just wake up one day, walk out on the field and start crushing the ball. They wake up every single day, earlier than the rest, and work on their game. Fielding balls. Lifting weights. Never letting distractions get in their way. The game—any game—demands that kind of respect. No matter the level you ultimately achieve, when you give that respect, the game returns the favor.

**In sports, there are no overnight success stories. Marucci knows this.**

We started in a workshop with an idea and a flawless piece of maple. Then we spent hours upon hours perfecting our craft. No grand dreams of fame and fortune. Just a commitment to the few who are truly committed. The game teaches lessons that translate to life success. We provide tools for the best players to win in baseball and life - in the form of precision equipment and elite training, so that these dedicated athletes can play to the very height of their abilities and, by doing this, they pay their respects to the game, and to themselves.

**It's quite simple, really: There are no shortcuts. No easy routes. Just hard work and hustle. When you play that way, you**

**HONOR THE GAME.**

We owe it to the game to challenge convention and leverage technology to power a new level of performance. We know what it takes because we've stood where you stand.

Our passion merits a new set of standards.

We don't take the easy route. We carve the right path forward.

We don't follow the crowd. We're headed upstream.

We don't give others time to catch up. **We widen the gap.**

Marucci started with a flawless piece of maple and has evolved into a leader in sports performance. Taking **our** approach to a process that wasn't broken and leaving our mark. We believe the next chapter of this story is to bring our passion for innovation, pushing boundaries and testing the limits to everything we do. The result is industry-leading products that fuel the athletes who trust us when the lights are the brightest.

We're focused on the journey, *and* the destination. The outcome, but more importantly, the athlete. We are proud to earn our place in your game. Our goal is greatness, and the journey to greatness never ends.

**M | Honor The Game**

# OUR *BIGGEST* FANS

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# A HISTORY OF GROWTH & INNOVATION

<h2>2008</h2> <p><b>2008</b> St Louis' Albert Pujols is named Most Valuable Player.</p> 	<h2>2009</h2> <p><b>2009</b> Marucci Sports is formed by former White House Assistant Press Secretary Reed Dickens and two of the original Marucci Bat Company founders, Kurt Ainsworth and Joe Lawrence.</p> <p>Philadelphia's Chase Utley hits a record five home runs in the World Series.</p> <p>Marucci releases its first aluminum bat, the CAT5.</p> <p>Marucci partner, Albert Pujols, wins his second consecutive MVP award.</p> 	<h2>2010</h2> <p><b>2010</b> Marucci explodes into consumer market with the two top performing aluminum bats: the CAT5 and Black, launching Marucci into the world of aluminum bats.</p> <p>Marucci partner, Chase Utley, is named Most Valuable Player.</p>  	<h2>2011</h2> <p><b>2011</b> Marucci Sports purchases Marucci Bat Company.</p> <p>Albert Pujols hits three home runs in a World Series game, tying Reggie Jackson and Babe Ruth's record.</p> <p>An incredible 4 out of 8 participants in the Home Run Derby use Marucci.</p> <p>José Bautista is regular season home run champion.</p> 	<h2>2012</h2> <p><b>2012</b> Marucci Sports purchases Marucci Elite Training, LLC.</p> <p>Marucci releases batting gloves with Big Leaguer and Marucci partner, José Bautista.</p> <p>Marucci becomes the official bat of Cal Ripken Baseball.</p>  	<h2>2013</h2> <p><b>2013</b> "Marucci is the new King of Swing" (USA Today). Marucci becomes the No. 1 bat in the Big Leagues.</p> <p>Marucci partner, Pittsburgh's Andrew McCutchen, is named Most Valuable Player.</p> <p>Marucci releases Founders' Series fielding gloves and launches with Marucci partner, Chase Utley.</p> <p>Marucci partner, David Ortiz, is named the World Series MVP.</p>  	<h2>2014</h2> <p><b>2014</b> José Bautista becomes the first active Big Leaguer to join Marucci's Board of Directors.</p> <p>Albert Pujols hits his 500th career home run.</p> <p>Marucci releases the CAT6.</p>  	<h2>2015</h2> <p><b>2015</b> 7 out of 8 contestants in the Home Run Derby swing Marucci bats.</p> <p>Cole Hamels throws no-hitter using custom Marucci Founders' Series glove.</p> <p>David Ortiz hits his 500th career home run.</p> <p>Marucci releases the HTG and Geaux Series fielding gloves.</p>  	<h2>2016</h2> <p><b>2016</b> 1st annual Marucci World Series for partner organizations held in Houston, TX.</p> <p>Marucci releases CAT7 and Hex Connect bat lines.</p>  <p>Marucci Cares raises \$32,000 to aid Louisiana Flood Relief victims.</p>  <p>Marucci partner Anthony Rizzo leads Cubs to first World Series Title since 1908.</p> 
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# Victus

CHANGE THE GAME

DESIGN DRIVEN CRAFTSMANSHIP AND  
UNPRECEDENTED COMMITMENT TO  
PERFORMANCE-BASED QUALITY

Born in Blackwood, NJ in 2012 in a tiny garage with nothing more than a big attitude and bigger love for the game, Victus has grown into one of the most elite wood bat manufacturers at every level of the sport today.



# DESIGN DRIVEN





# A HISTORY OF GROWTH & INNOVATION

<p><b>2017</b></p> <p><b>Victus</b></p> <p>2017 Marucci acquires Victus Sports, taking over 50% of Big League bat market share.</p> <p><b>ALBERT PUJOLS</b> <b>600</b> HOME RUNS</p>  <p>Albert Pujols hits his 600th career home run.</p> <p>White House honors Marucci at Made in America product showcase.</p> <p>Marucci partner Alex Bregman hits walk-off single in Game 5, and Houston wins first World Series Title with 9 of 11 hitters using Marucci or Victus bats.</p>	<p><b>2018</b></p> <p><b>3000 HITS</b></p> <p>Albert Pujols gets his 3000th career hit.</p>  <p>Marucci catcher's gear debuts in the Big Leagues.</p> <p>Mookie Betts wins American League MVP swinging Victus bats.</p>	<p><b>2019</b></p> <p><b>CARPENTER</b></p> <p>2019 Marucci acquires Carpenter Trade, securing the game-changing CMOD technology.</p> <p><b>FRANCHISE CLUB</b></p> <p>MVP Josh Donaldson joins the roster of Marucci partners.</p> <p><b>LSU</b></p> <p>LSU Baseball signs a multi-year on-field equipment partnership</p>
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## 2020



**CAT 9**

RECORD LAUNCH



SOLIDIFIED PARTNERSHIPS



**COMPASS**  
**DIVERSIFIED**

POSITIONED FOR GROWTH



# 2021: A RECORD YEAR

SECURED THE NEXT  
GENERATION OF STARS



HOSTED OUR LARGEST NATIONAL SALES MEETING



ACQUIRED THE OFFICIAL GRIP OF MLB



HOSTED 117 TEAMS FROM 16 STATES FROM THE TOP TRAVEL  
BALL TEAMS IN THE COUNTRY

*marucci*  
WORLD SERIES  
Fleur-de-lis symbol



# BUILDING BRAND LOYALTY WITH THE NEXT GENERATION OF STARS

## ELITE TRAVEL BALL



FRANCHISE CLUB ORGANIZATIONS: 22  
FOUNDERS' CLUB ORGANIZATIONS: 6  
HONOR THE GAME CLUB ORGANIZATIONS: 15

## COLLEGE



LSU  
BAYLOR  
GEORGIA TECH  
OKLAHOMA  
MICHIGAN STATE



# THE BEST PLAYERS IN BASEBALL USE MARUCCI AND VICTUS

11

MVP Award Winners

7

World Series MVP  
Award Winners

#1 and #2 Bat

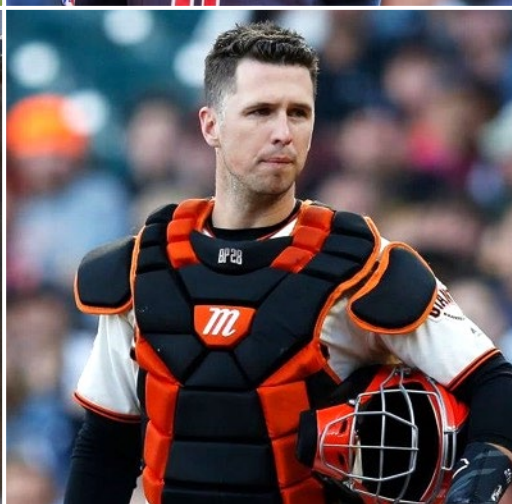
Used by MLB Players

237

All-Stars since 2009

7

Rookie of the Year  
Award Winners



# DOMINATED 2021 POSTSEASON

## 2021 MLB Postseason Hits

**marucci**  
231

**Victus**  
200



## 2021 MLB Postseason Homeruns

**marucci**  
38

**Victus**  
26



## 2021 MLB Postseason RBIs

**marucci**  
109

**Victus**  
97



# FUTURE GROWTH DRIVERS

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- 1** International: Japan
- 2** Fielding Gloves
- 3** Softball: Fastpitch
- 4** Apparel
- 5** Clubhouse



# JAPAN

Estimated 70% size of US market

Proportionately larger fielding glove market than the US



# INNOVATING DEFENSE



*m*



SYNTHETIC  
DONE RIGHT

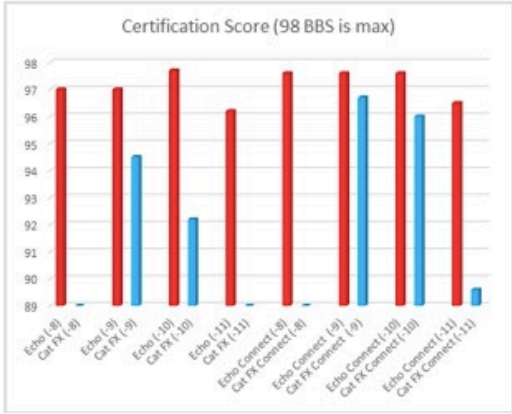




# FASTPITCH

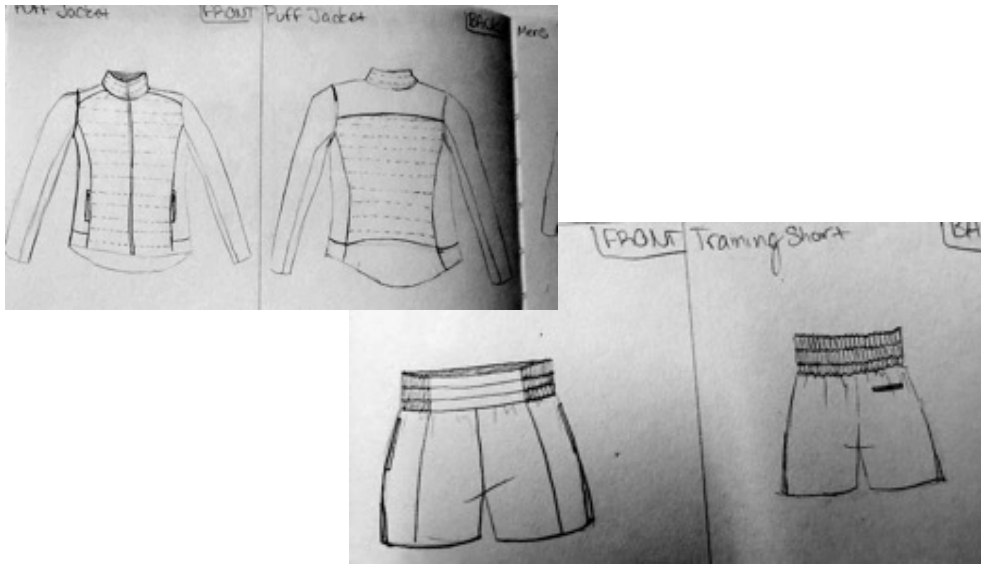


## ECHO PERFORMANCE REPORTS





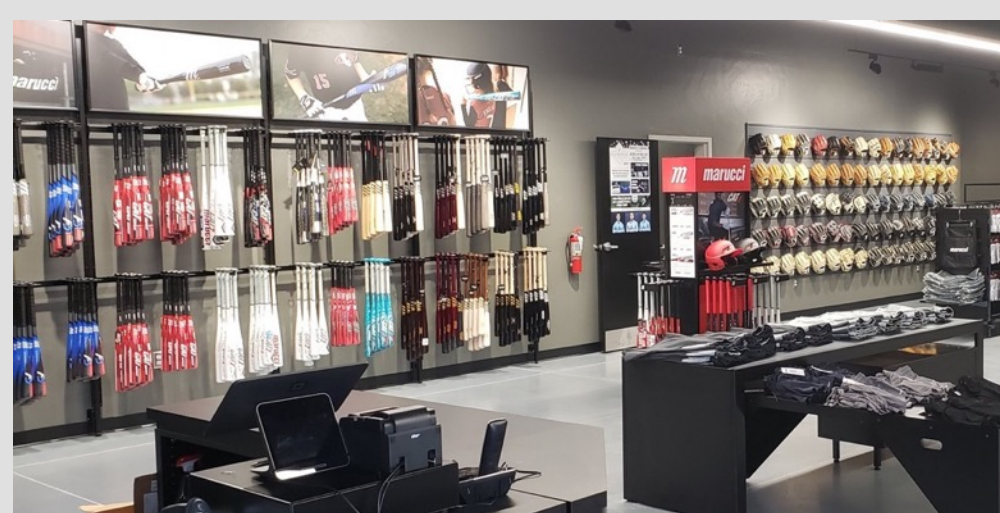
# UNIFORMS & APPAREL



# EXPERIENTIAL RETAIL

11 LOCATIONS  
MORE IN DEVELOPMENT

ELEVATED CUSTOMER EXPERIENCE  
PRODUCT ASSORTMENT  
MESSAGING  
PRICING  
KNOWLEDGEABLE STAFF  
ABILITY TO TEST PRODUCT  
CONSISTENT EXPERIENCE

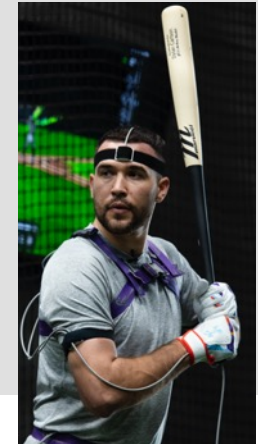
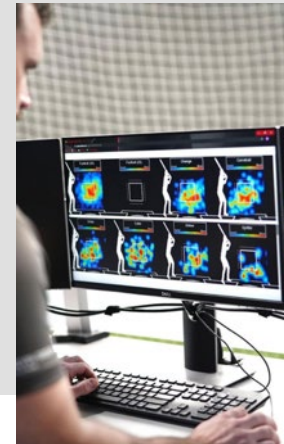
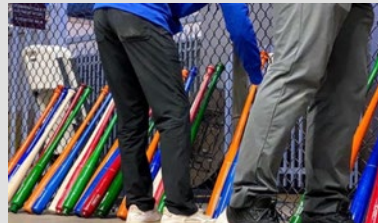
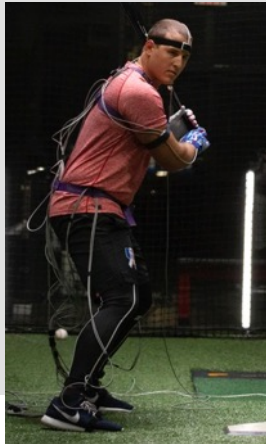
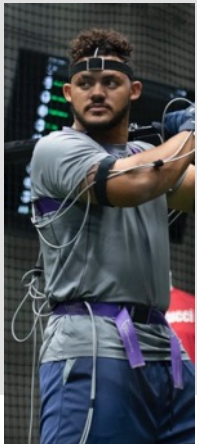




# WIDENING THE GAP



BPL takes a scientifically based approach to both player performance and product development. Together, Marucci and BPL provide the most efficient and data-driven player development experience and lead the charge in matching the bat to the player.

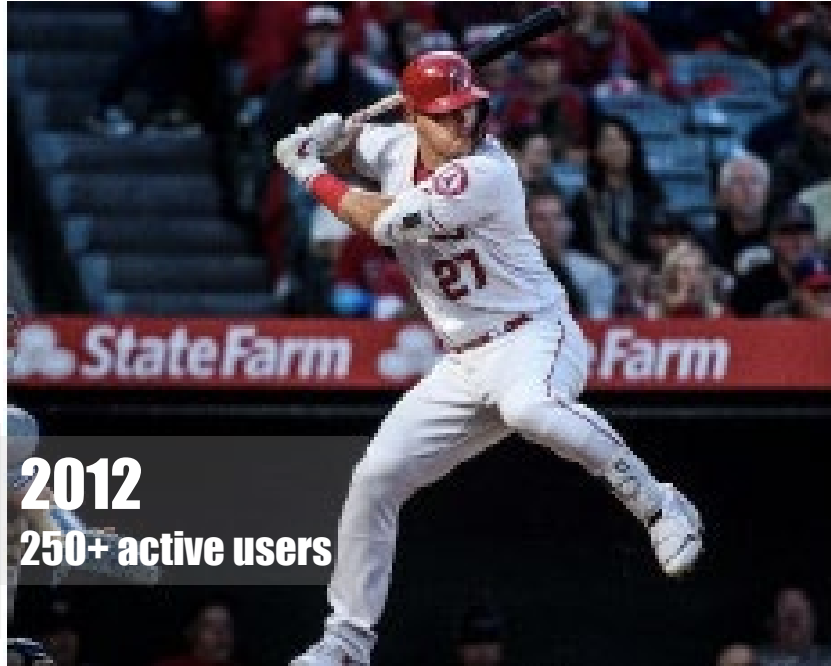






# Lizard Skins™

**1993**



**2012**  
250+ active users

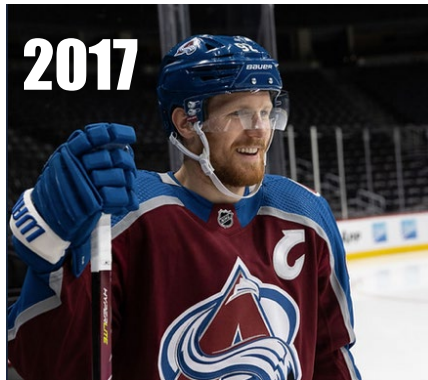


Official licenses allow Lizard Skins to utilize league images, branding and likeness, while preventing its competitors from doing the same

**2015**



**2017**



**2018**

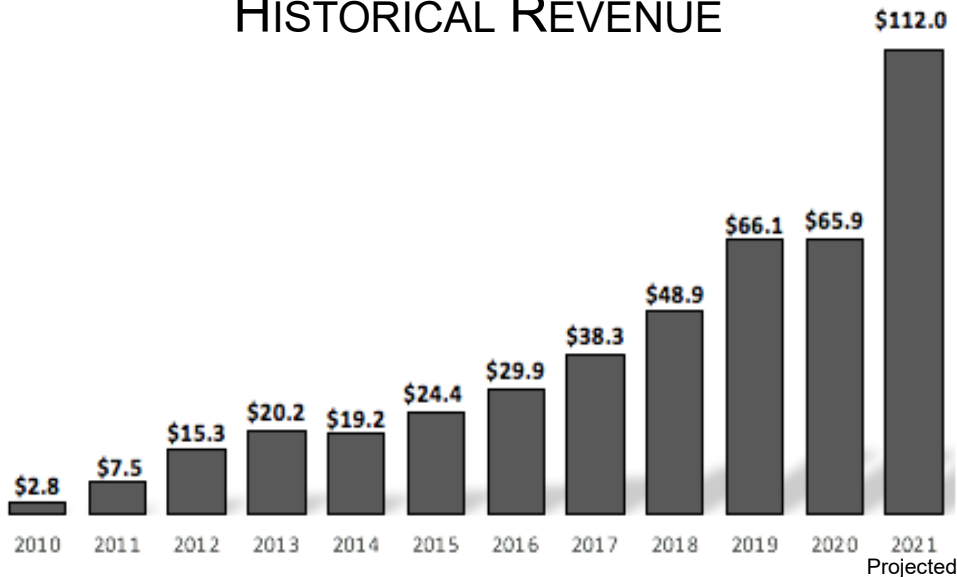


**2020**



# STRONG HISTORY OF GROWTH

## HISTORICAL REVENUE



- 2009 Marucci Sports formed
- 2011 Marucci Bat Company purchased
- 2014 Launch of CAT6
- 2017 Victus Sports acquisition
- 2019 Carpenter acquired, vertical integration through acquisition of Mills
- 2021 Lizard Skins acquisition
- 2022 Launch of CATX

- PASSIONATE, AUTHENTIC BRANDS
- TRUSTED BY THE BEST ATHLETES
- IMPRESSIVE GROWTH RATES
- 5 ORGANIC GROWTH DRIVERS
- 2 ADD-ON GROWTH OPPORTUNITIES

***marucci***

***Victus***

**CARPENTER**

***Lizard Skins***



**SPECIAL OFFER FOR OUR PARTNERS**

**15% OFF ALL PURCHASES**

MarucciSports.com

VictusSports.com

LizardSkins.com

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**COMPASS2115**

***Victus***

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***Lizard Skins™***

**15lzrd-12**

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