



COMPANY OVERVIEW

Sidoti Small Cap Conference
September 2025



Investment Highlights



- Pure Play Children's Specialty Retailer in North America
 - Omni Channel
 - Portfolio of Brands
- Strategic Reset with New Board and Management Team
 - Long-Range Plan in Place
 - Transformation Program Underway
- Focus on Stronger Balance Sheet and Improved Liquidity
 - Brand Investment
 - Operational Discipline

Company Overview

Founded in 1969 in Hartford, Connecticut, selling toys, apparel, and accessories

1980s Started Focusing on apparel



Acquisition of Gymboree:

In 2019, TCP acquired the bankrupt Gymboree brand, relaunching it as an online entity followed by Store shop-in-shops in 2020

Peak:

In 2015, TCP was a \$2B business and operating ~1026 stores. It was the #1 pure play children's specialty apparel retailer.

Pandemic Challenge:

The pandemic precipitated a decline in Stores, closures had significant impact on sales, brand perception and customer acquisition

Liquidity Challenges and The Come Back:

In early 2024, TCP received significant financing from Mithaq Capital, which acquired a majority stake. With new Board leadership and management team in place, TCP is now looking to revive its brands to their iconic status and drive overall profitable growth.

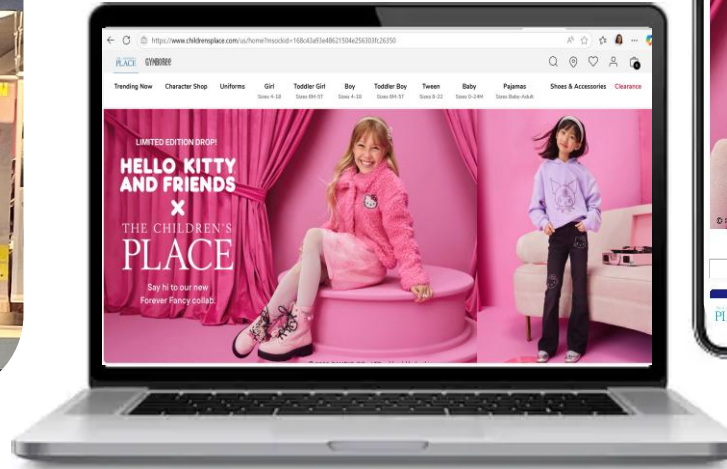


We Operate Omni-Channel with a Global Footprint



494

Stores



8

Sites and Apps



12

Countries

229

Points of Distribution

Transformation Objective: Drive Sales and Generate Free Cash Flow

Key Strategies:

CUSTOMER (COMPASS)



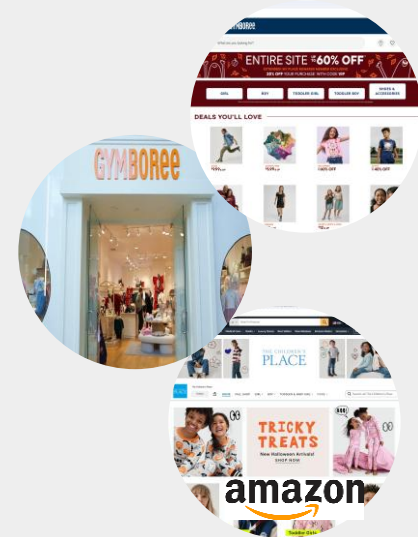
BRAND (IDENTITY)



PRODUCT (ENGINE)



CHANNEL (DIVERSIFICATION)



Operating Model & Technology

People and Culture

Our Customers



We Will Target Distinct Customers for each Brand

ACQUIRE: PLUGGED-IN PARENTS



Driven by connection and innovation that makes shopping fun for both them and their kid.

ACQUIRE: FASHION SEEKERS



Driven by premium quality and style that suits the lifestyle the family strives for.

SUSTAIN: SAVVY GO-GETTERS



Driven by value and convenience aiming to make their kids happier.

SUSTAIN: MEMORY MAKERS



Driven by special occasions and milestones that they want to cherish.

Our Brands



The Children's Place: Evolving to Champion Kids and their Individuality

A WORLD WHERE KIDS HAVE THE SAY



**A KID'S DESTINATION FOR STYLE
AND EXPRESSION**



Gymboree: Sparking the Joy of Completing the Family's Look

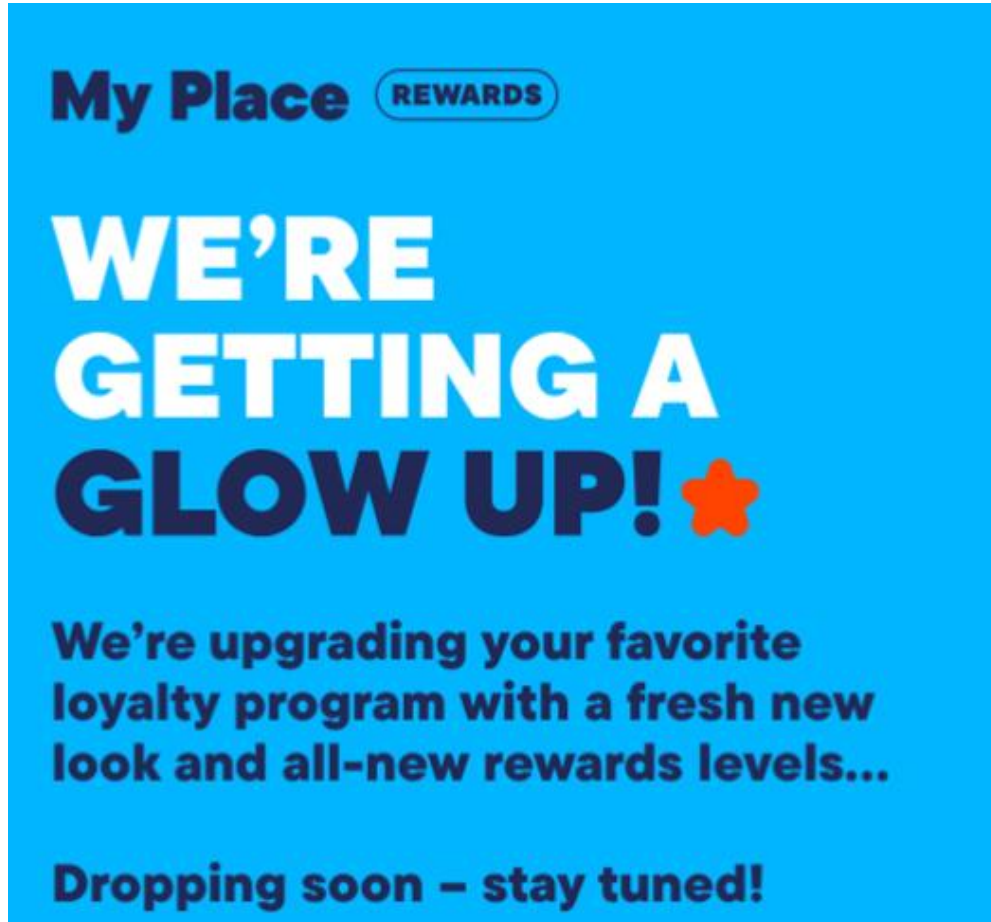
A WORLD WHERE OUR PARENT IS SEEN AS A STYLIST, NOT JUST A SHOPPER.




**A MODERN LIFESTYLE BRAND
CHAMPIONING FAMILIES**



Loyalty Redesigned – My Place Rewards



My Place REWARDS

**WE'RE
GETTING A
GLOW UP!** 

**We're upgrading your favorite
loyalty program with a fresh new
look and all-new rewards levels...**

Dropping soon – stay tuned!

2X trips vs non-members

1.2X Avg order value

vs. non-members

Redesigned Program Will Drive:

- Growth in Enrollment
- Improvement in Engagement
- Conversion Rate Growth

Product





*Fashion is our
Focus*

We offer a broad range of children's apparel designed to foster self-expression and confidence. Our vibrant, inclusive styles build emotional brand loyalty, lean into cultural relevance and position us for scalable growth in the global kidswear market.

*Value is our
Driver*

We deliver fashion-forward children's apparel that combines quality, style, and affordability. As a trusted destination for families, our value-driven model fuels high-volume sales, repeat engagement, and strong brand loyalty

*Convenience is
our Superpower*

We simplify outfitting with a comprehensive assortment of kids' apparel — from multipacks to seasonal fashion must-haves, mix and match separates, accessories and shoes. The go-to destination for head-to-toe value and style.

A Fit for Every Child



Balanced Product Architecture and Focus Areas

Basics Update



Collaborations



Collections

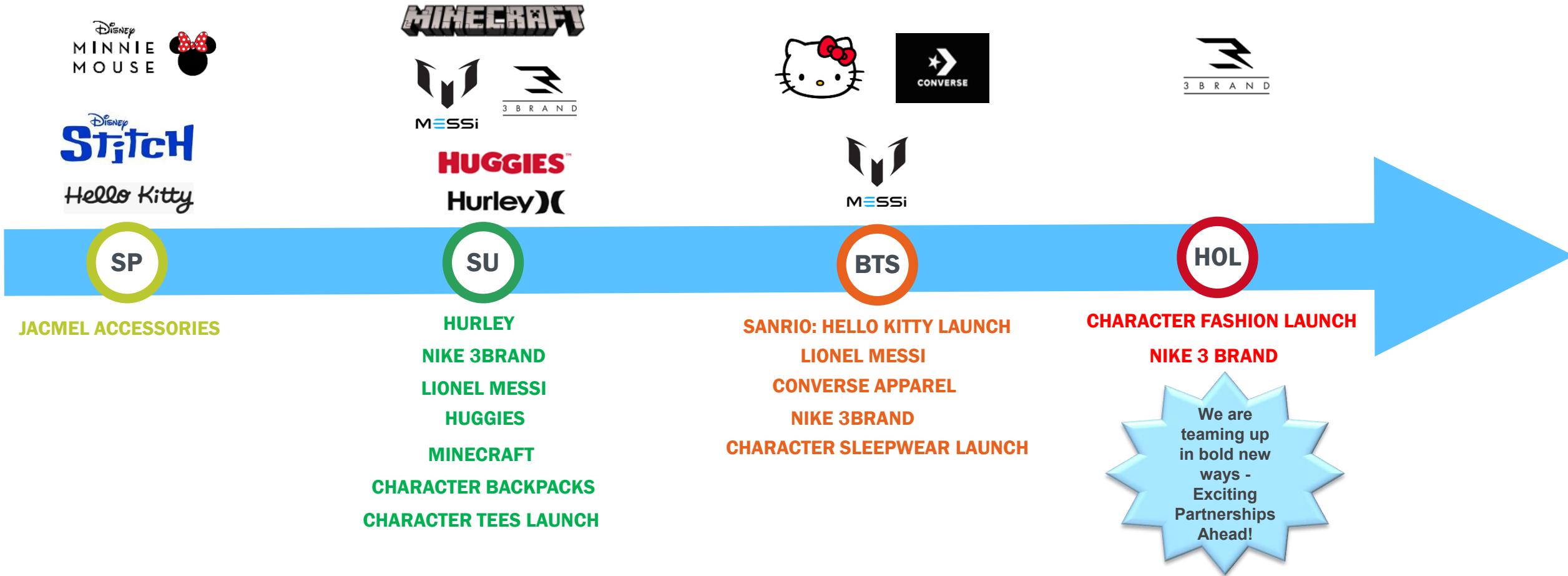


Seasonal



Licensing Partnerships

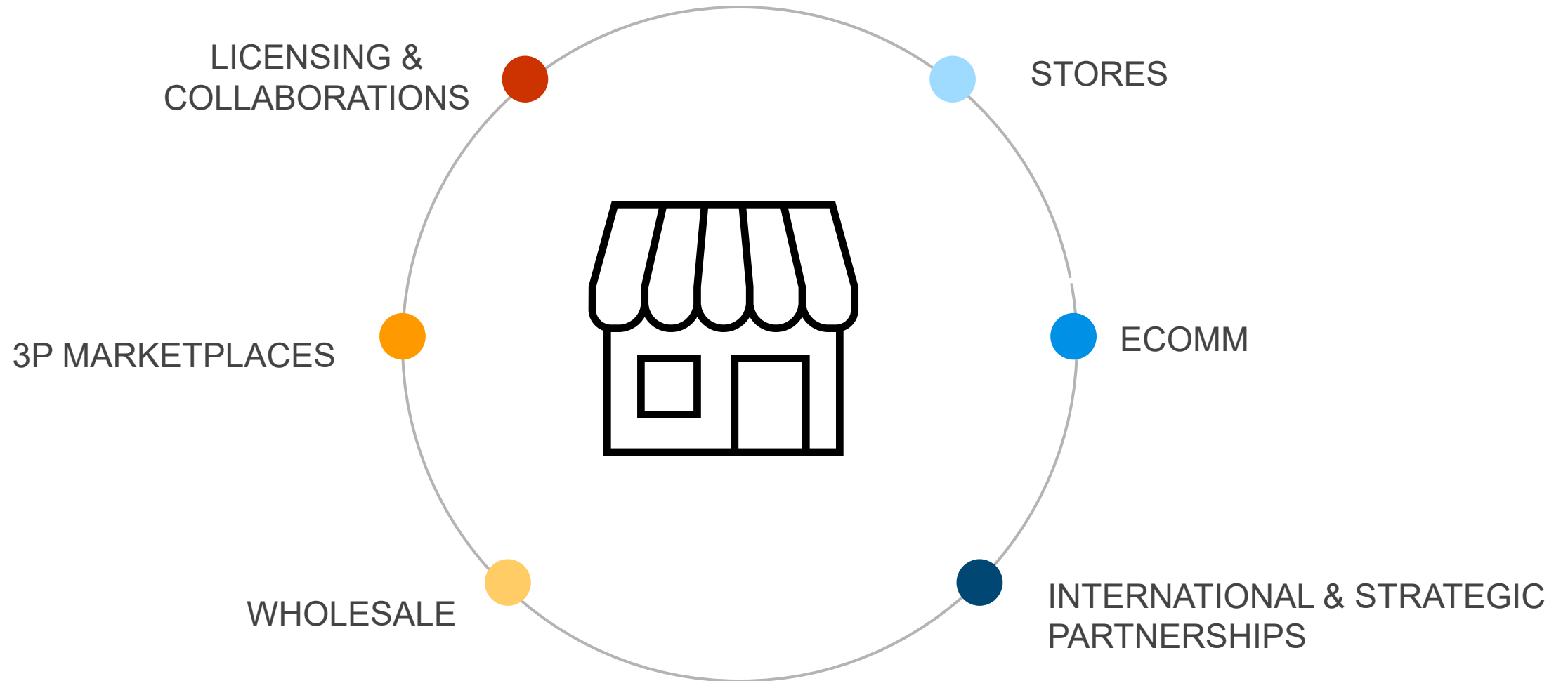
- Integrating licensing partnerships starting in Spring 2025 to complement existing assortments, increasing our competitive edge & brand relevancy
- Offerings will span across Apparel, Graphics, Sleepwear & Accessories – a mixture of 3rd party & TCP exclusive products/designs



*Channels of
Business*



Channels of Business: Be Where Our Customer Is



Recent Openings: Woodbury Commons – TCP & Gymboree



Recent Openings: Viewmont Mall (PA)



*Operating
Model &
Financial
Plan*



Q2 Financial Results

	Second Quarter Ended		Year-to-Date Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Net sales	\$ 298,006	\$ 319,655	\$ 540,131	\$ 587,533
Cost of sales (exclusive of depreciation and amortization)	196,734	207,861	368,076	382,998
Gross profit	101,272	111,794	172,055	204,535
Selling, general and administrative expenses	89,596	96,065	176,266	205,159
Depreciation and amortization	7,570	9,505	15,800	21,140
Asset impairment charges	—	28,000	—	28,000
Operating income (loss)	4,106	(21,776)	(20,011)	(49,764)
Related party interest expense	(1,868)	(2,087)	(3,740)	(2,476)
Other interest expense, net	(6,150)	(7,144)	(12,840)	(14,476)
Loss before provision for income taxes	(3,912)	(31,007)	(36,591)	(66,716)
Provision for income taxes	1,453	1,107	2,797	3,193
Net loss	\$ (5,365)	\$ (32,114)	\$ (39,388)	\$ (69,909)

Loss per common share ⁽¹⁾

Basic	\$ (0.24)	\$ (2.51)	\$ (1.80)	\$ (5.49)
Diluted	\$ (0.24)	\$ (2.51)	\$ (1.80)	\$ (5.49)

Weighted average common shares outstanding ⁽¹⁾

Basic	22,142	12,793	21,885	12,729
Diluted	22,142	12,793	21,885	12,729

- Sales Down 6.8% to Last Year
 - Sequential improvement within the quarter
 - In July, achieved first month of year over year sales growth in 18 months
- Gross Profit Rate Declined (100) Basis Points
 - Capitalized costs released to the P&L were primary driver
 - Partially offset by improved product margins and product mix
- Operating Income of \$4.1 million
- EPS Improved vs LY to \$(0.24)

Plans in Place to Offset Potential Tariff Impacts

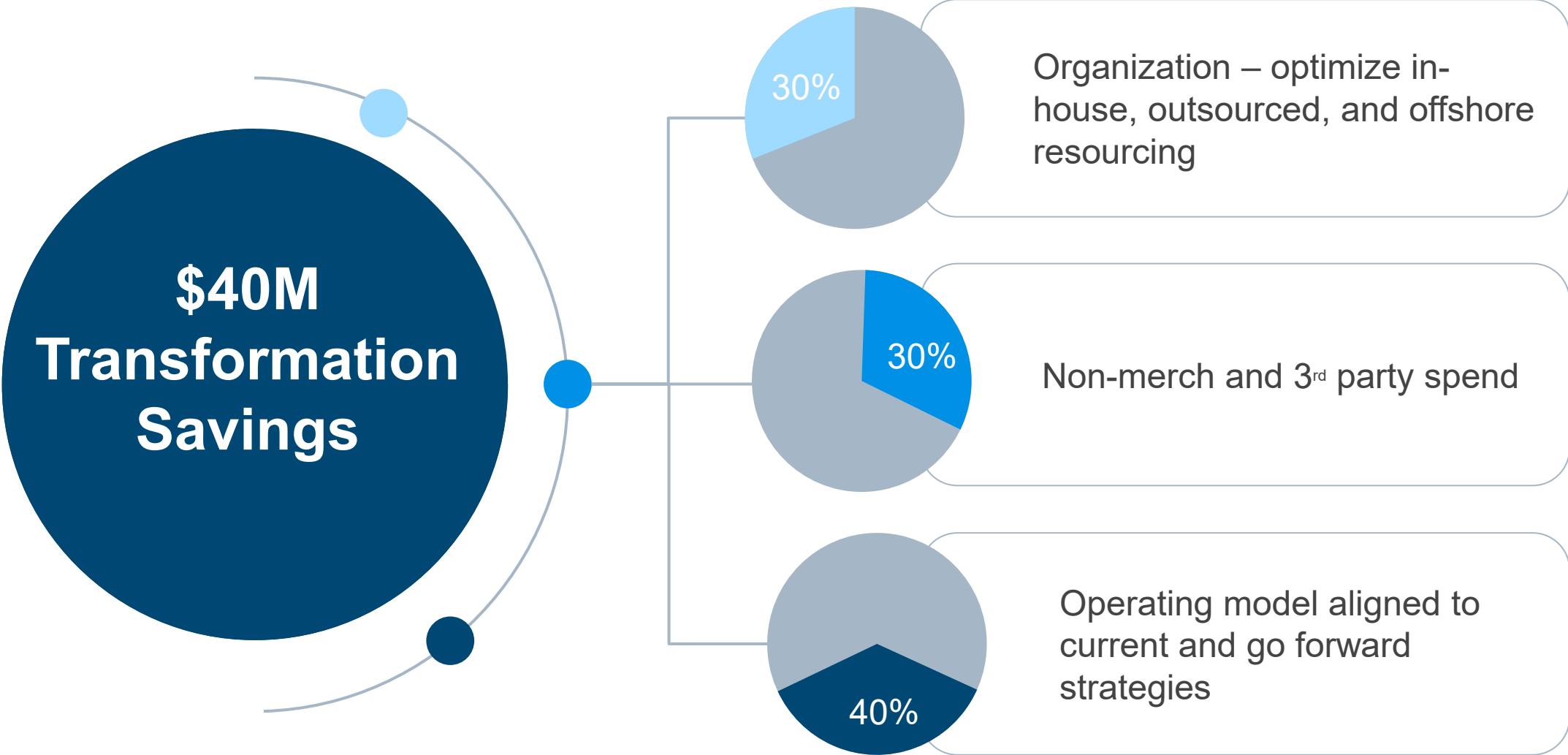
Estimated Tariff Impact

- 2H 2025 -> ~\$25 million
- 1H 2026 is expected to be similar

Identified Offsets

- ✓ Sourcing strategies and logistics costs to mitigate approximately 80% of these headwinds
- ✓ Product mix and promotional activity, with minimal impacts to ticket prices for our customers

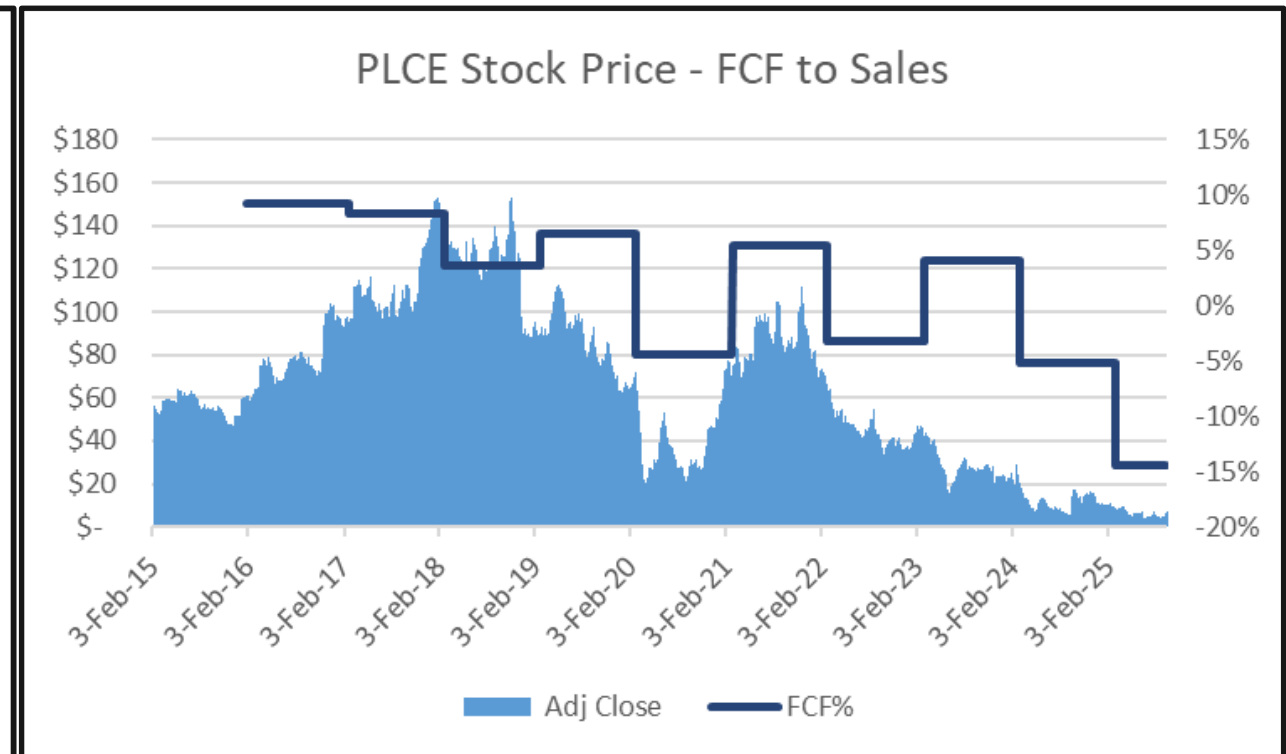
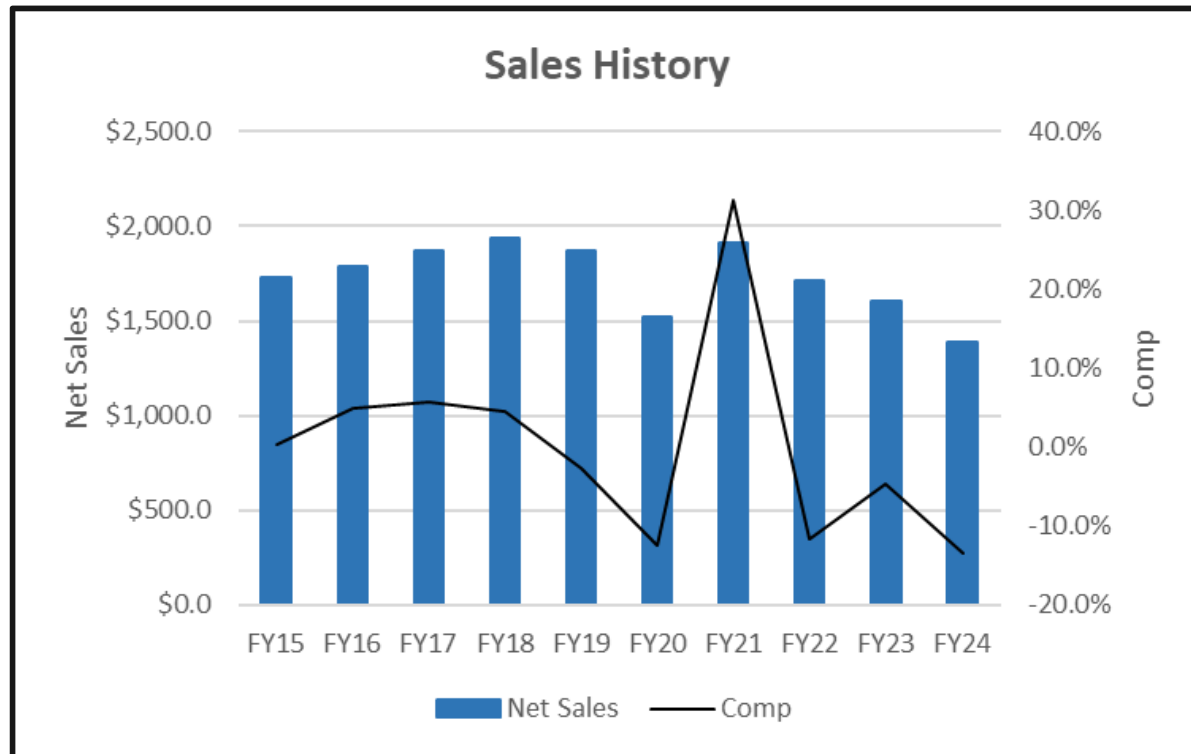
Rightsizing the Operating Model



Historical Financials

Best Performing Financial Periods; FY15 – FY18

- Consistency in Sales Growth
- Stable and Increasing Free Cash Flow
- Driving Equity Performance

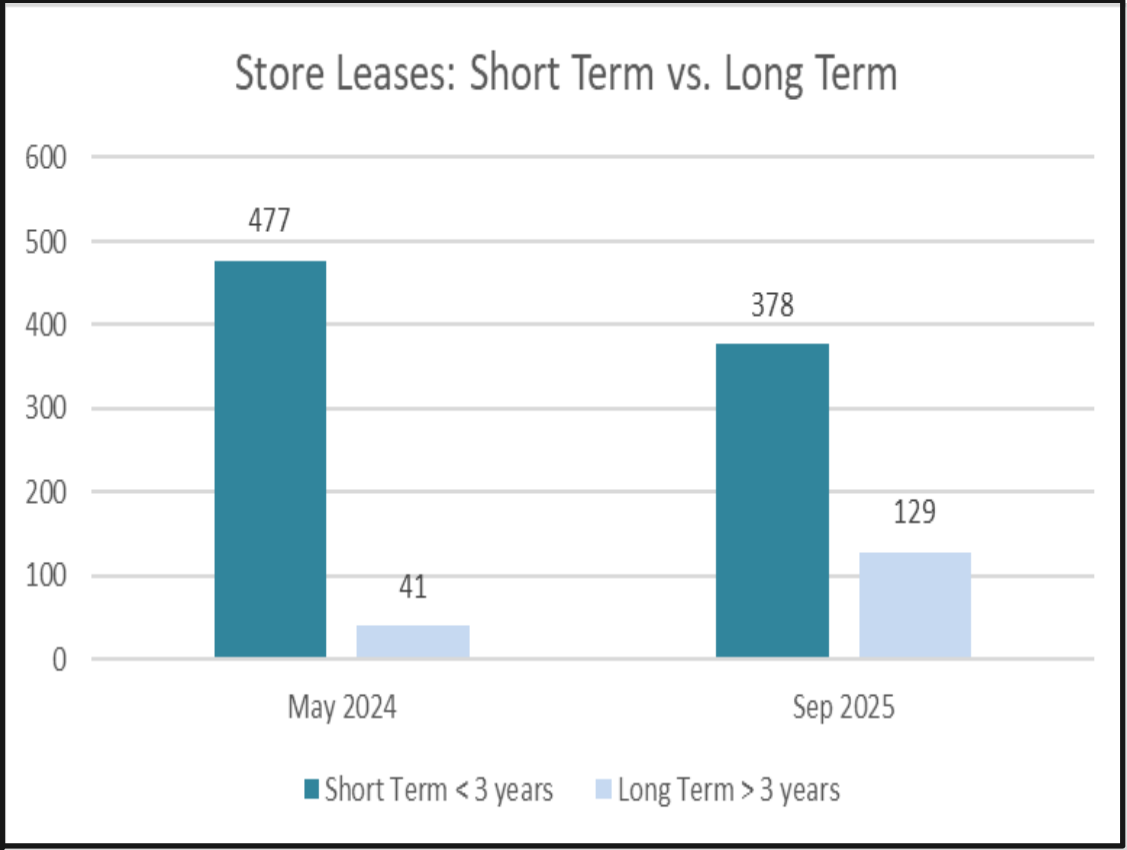
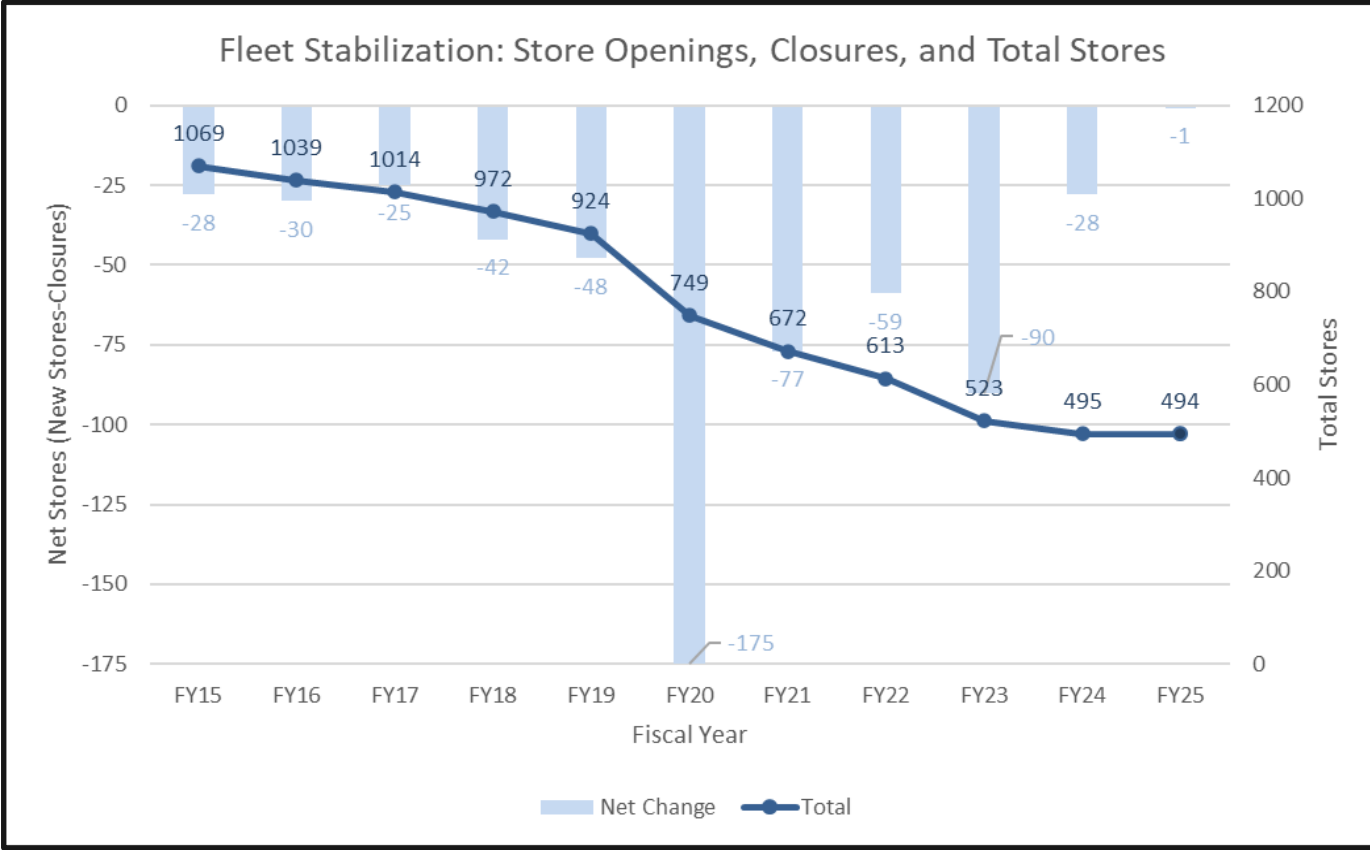


Source: Company SEC Filings, NASDAQ

Refocus on Stores

- After Years of Consistent Store Closures, Stabilizing the Store Fleet
 - Pivot to grow in second half 2025

- Commitment to our Real Estate Strategy with Longer Term Leases
 - >3x increase in long-term leases vs last year
 - Strengthen landlord partnerships



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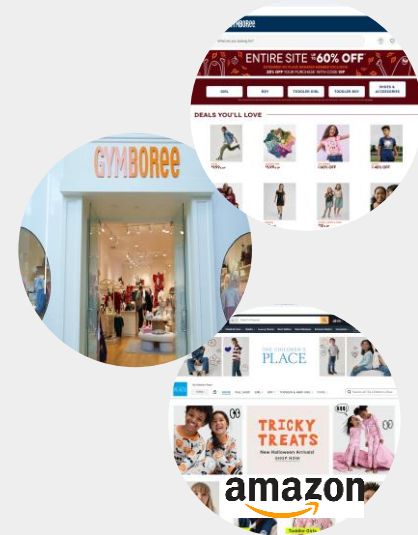
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