



INVESTOR PRESENTATION

NASDAQ: HOFI

OCTOBER 2023

BY | H Contract | HF Custom | Hooker Casegoods | Hooker Upholstery | M | PRI | Pulaski | Shenandoah Furniture | SLF | SLH | Sunset West | BOBO

SAFE HARBOR.

Certain of the statements in this presentation, particularly those preceded by, followed by or including the words "believes," "expects," "anticipates," "intends," "should," "estimates," or similar expressions, or those relating to or anticipating financial results for periods beyond the previous quarter, including management's projections and estimates of financial and operating results, constitute "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended. For those statements, Hooker claims the protection of the safe harbor for forward looking statements contained in the Private Securities Litigation Reform Act of 1995. In many cases, Hooker cannot predict what factors would cause actual results to differ materially from those indicated in the forward-looking statements. Expectations included in the forward-looking statements are based on preliminary information as well as certain assumptions which management believes to be reasonable at this time. The following important factors affect Hooker and could cause actual results to differ materially from those indicated in the forward-looking statements: the effects of national and global economic or other conditions and future events on the retail demand for home furnishings and the ability of Hooker's customers and consumers to obtain credit; and the economic, competitive, governmental and other factors identified in Hooker's filings with the Securities and Exchange Commission including under Item 1A. "Risk Factors" in our Annual Report on Form 10-k for the fiscal year ended January 29, 2023. The statements made in this presentation, including any forward-looking statements, are based on information available to management on the first date of the month set forth on this presentation and Hooker speaks only as of the date of such statement, and Hooker undertakes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise. Comparisons of results for current and any prior periods are not intended to express any future trends or indication of future performance, unless expressed as such, and should only be viewed as historical data.



PERSPPECTIVE.



INVESTMENT PROPOSITION.



- among the **TOP** publicly traded furniture companies
-
-
-
-
- largest U.S. Casegoods & upholstery supplier



access to more than **75%** of all retail furniture distribution

STRONG
strategic positioning

LOW
capital requirements

CONSISTENT
Dividend paid over 50 years

- ✓ Consistently strong balance sheet
- ✓ Variable cost business model
- ✓ Complimentary long-term economic trends
- ✓ Diversified portfolio of categories

WHO WE ARE TODAY

UPHOLSTERY

CASEGOODS

HOSPITALITY

OUTDOOR

LIGHTING + DECOR

HOOKER®
FURNITURE

HOOKER®
FURNITURE

SLH



M

M

H
CONTRACT®

BY
BRADINGTON-YOUNG

PULASKI™

HF
Custom

PRI

PRI

SLF
SAMUEL LAWRENCE FURNITURE



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HF HOOKER®
FURNISHINGS

OUR BRANDS IN THE MARKET

BEST



Baker

CENTURY
FURNITURE

LEXINGTON
HOME BRANDS

Marge Carson

VANGUARD®
FURNITURE

HOOKER®
FURNITURE

BY
BRADINGTON-YOUNG

BERNHARDT

BOBO
INTRIGUING OBJECTS

M

REGINA ANDREW

AMERICAN
LEATHER

LANE VENTURE®

WESLEY HALL

LA Z BOY®

Shenandoah
furniture

SW

H
CONTRACT

SLH

HF
Custom

Bassett®

FOUR HANDS

UNIVERSAL

FLEXSTEEL®

BROWN JORDAN INC.

PULASKI

Liberty Furniture

CRAFTMASTER
FURNITURE

LEGACY
CLASSIC | MODERN

klaussner®
home furnishings

Ashley
HOMESTORE

SLF
SUNSET LAWRENCE FURNITURE

PRI

GOOD

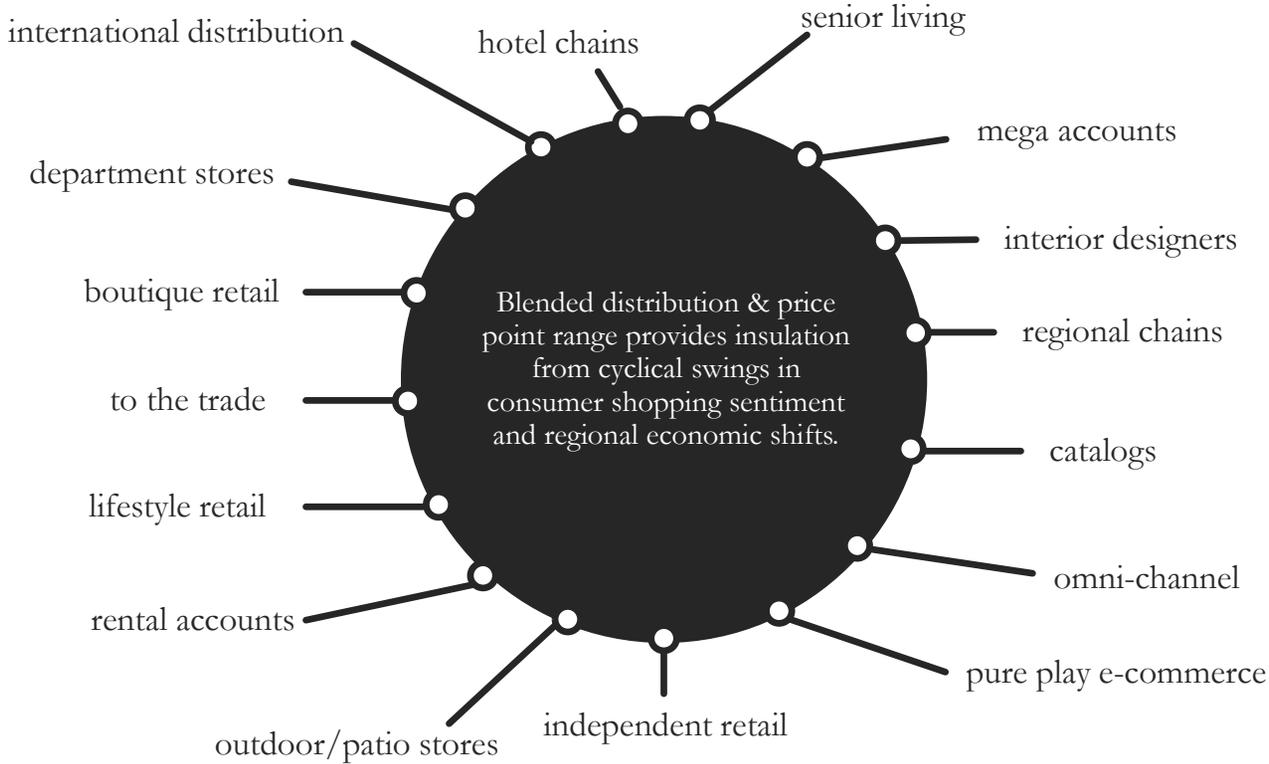


*Box indicates Hooker Furnishings companies

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HF HOOKER®
FURNISHINGS

WHERE OUR PRODUCTS RESIDE



OUR PLANS



1 BUSINESS STRUCTURES
Maximum focus on each business unit

2 STRATEGIC SALES GROWTH
Our sales strategy leverages core strengths for organic growth

STRATEGIC FOUNDATIONS

B

be who we say we are

E

eliminate unnecessary risk

S

speed to market

T

total addressable market (TAM) growth



ID | INTERIOR DESIGN

visibility.

Maximizing our footprint & partnerships

Showplace Showroom - HP

ATL Showroom

Las Vegas Showroom

ASID

Design Edge

Gather

HF Collective Relaunch

membership.

Goal: 10K designers by FY27

1,500 accounts are currently being added per year but with a maximized footprint, accelerated marketing, and intentional ID partnerships, to be accelerated to 2,000+ new accounts established annually

Goal
\$60M
 INCREMENTAL
 SALES

marketing.

Enhanced & accelerated 360-degree marketing campaigns designed to convert more designers into buying customers on an annual basis and to increase percentage of existing ID member purchases

E C O M M

growth.

Most analysts predict continued annual growth in the ecomm channel (15-20%)

expansion.

Expansion of Pulaski Furniture + Samuel Lawrence across all ecomm channels

marketing.

Strategic Marketing driving to ecomm + pushing consumers to ecomm outlets

Goal
\$23M
 INCREMENTAL
 SALES

OUTDOOR

geography.

Accelerating the pivot from a regional to national resource, offering complete fulfillment solutions coast to coast

Dedicated sales force catered to the category

exposure.

Increasing visibility and footprint

New showroom space at Showplace in HP with enhanced outdoor location

Individual showroom in ATL for casual markets

opportunity.

Expanding Hospitality/Contract Opportunities through H Contract and SLH

Goal

\$50M

INCREMENTAL
SALES

BOBO

exposure.

Exposure to our network of HF
Collective Interior Designers

enhancement.

Realignment + improved marketing of
owned B2C website + socials

expansion.

New category of lighting + décor

Expansion across Hooker Casegoods + M

Goal
\$15M
SALES

M

introduction.

Launch - April 2023 (Complete)
Exceptional reception + response

new demographic.

Growing category of modern
Newly targeted demographic

dedication.

Dedicated sales force

Goal
\$20M
SALES

SLH

expansion.

Expand target market beyond domestic hotel chains, including casinos in LV and other states as well as International (Middle East) through US designers, owners and purchasing companies

partnership.

Partner with Sunset West + HF Custom to expand outdoor and custom seating/domestic manufacturing offerings

focus.

Target key accounts (hotel brands in-line program), Multifamily (fastest contract growth segment) & Public Space Suites

Goal
\$15M
 INCREMENTAL
 SALES

H CONTRACT

accelerate.

Accelerate expansion of lounge seating products from HF Custom

Increase assortment by 60% or 80 SKU's over the next three years

Our lounge seating line is still only 40% the size of the market leader

Include SSW and HF Custom in our contract offerings

development.

Launch Phase 3 of proprietary dining chairs from SitConf

Our dining chair line is still only 20% the size of the market leader

Develop commercial dining chair program with HF Custom

expansion.

Expand Sunset West products to senior living and other commercial customers

Focus on country club channel for growth outside of core senior living business

Goal
\$15M
 INCREMENTAL
 SALES

PORTFOLIO

exposure.

To grow portfolio through ID channel, granting exposure to all designers

enhancement.

Portfolio Showroom Redesign at 220 Elm (Completed)

knowledge.

Continued training offerings to sales force on the important of selling into independent retail

Goal
\$30M
 INCREMENTAL
 SALES

LICENSING | SCOTT BROTHERS

commitment.

Extended licensing agreement with Scott Brothers for 3 additional years

growth.

Rooms to Go adding 2 major collections

new interests.

Product expansion with new retailers like Raymour

Goal
\$34M
INCREMENTAL
SALES

THE TEAM

JEREMY HOFF

Chief Executive Officer

6 years with HF

27 years in the Home
Furnishings Industry



PAUL HUCKFELDT

Chief Financial Officer

20 years with HF

44 years management
accounting for manufacturing
& distribution



ANNE SMITH

**Chief Administration Officer
/ President Domestic
Upholstery**

15 years with HF

35 years HR management +
business operations
management



TOD PHELPS

**SVP of Operations /
Chief Information Officer**

6 years with HF

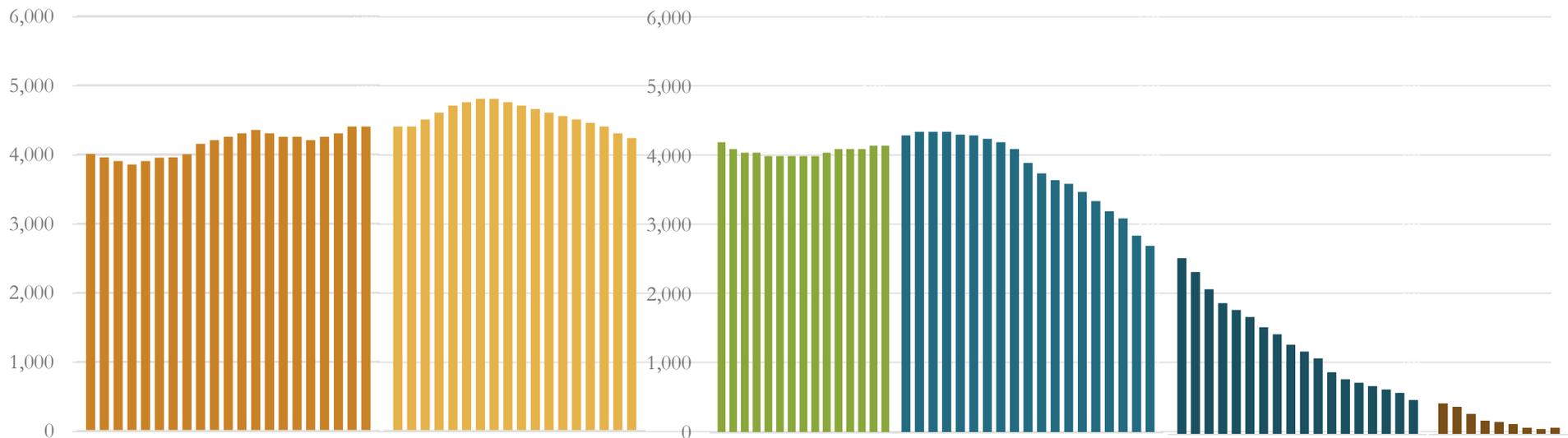
25+ years in technology +
operations leadership



DEMOGRAPHIC TRENDS SUPPORT DEMAND

TOTAL U.S. POPULATION BY AGE (2020)

(thousands)



Gen Z
86.40M
Born 2000-2020

Millennials
82.22M
Born 1982-1999

Gen X
65.13M
Born 1966-1981

Baby Boomers
68.70M
Born 1947-1965

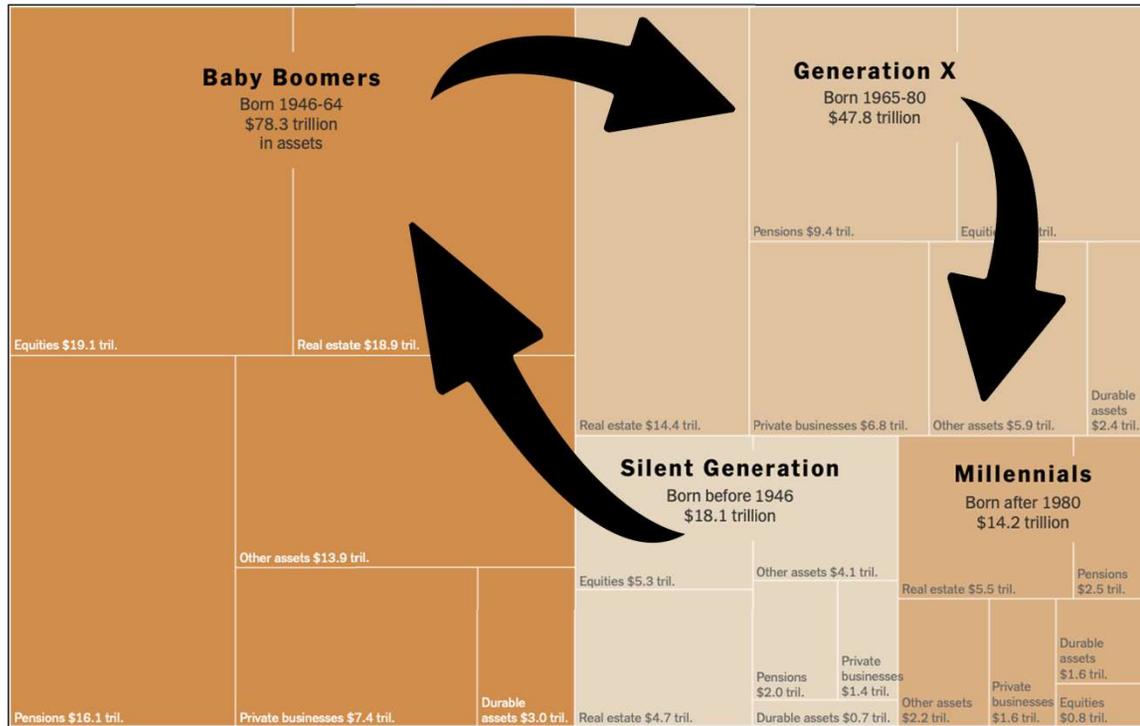
Silent Gen
23.63M
Born 1929-1946

Greatest Gen
1.75M
Born 1916-1928

© S T A N F O R D

WEALTH TRANSFER

U.S IS EXPERIENCING GREATEST TRANSFER OF WEALTH IN HISTORY



© N Y T I M E S

WHY CONSUMERS BUY



- move in together
- add a room
- tax refunds
- change color scheme
- comfort
- fire
- health related issues
- graduate college
- worn out/ ugly
- natural disaster
- change homes
- bonus
- child leaves home
- want to entertain
- keep up with “jones”
- divorce
- marriage
- remodel home
- promotion
- working at home
- have a child
- buy vacation home
- new pets/ dog
- inheritances
- relative moves in
- new technology
- first apartment
- gain weight
- children ruin stuff
- new electronics

CAPITAL ALLOCATION PRIORITIES

Cash Flow From Operations

Deployment Objectives

CAPEX

60%
reinvested in
the business

GROWTH
Organic + M&A Debt Repayment

DIVIDENDS

40%
available to
return to
shareholders

SHARE
REPURCHASE

- Investing for organic growth
-showrooms, facilities, systems, equipment
- Focus on organic growth and look for synergistic acquisition opportunities
- Pay a meaningful dividend - and continue to grow the dividend when appropriate
- Opportunistic share repurchases when shares are undervalued



SUSTAINABILITY + DIVERSITY



care.

Community Action & Responsibility for our Environment

[Link to HF's 2023 CSR Report](#)



THE OUTLOOK.



- Visibility as a major corporate strategy has increased our exposure to new and existing customers by **more than 400%** in a 12-month period
- Our focus remains on long-term profitable growth & investing in promising initiatives
- High-risk strategies focused on revenue vs. profitability are no longer part of our growth plan
- Maintaining a strong balance sheet will remain a primary focus
- Bias towards future acquisitions that leverage our existing infrastructure & target white-space categories, ultimately enhancing our overall company profile

HF | HOOKER®
FURNISHINGS

THANK YOU

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