



solo brands

 solo stove

ORU | KAYAK™

ISLE

 chubbies

THE ALL-NEW
Steelfire™
Stainless Griddles



“Hands down, BEST griddle.”
— Connor

IDEAS Conference

June 11, 2026



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This presentation may include, and our officers and representatives may from time to time make, forward-looking statements within the meaning and safe harbor provisions of the Private Securities Litigation Reform Act of 1995. All statements contained in this presentation that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation, statements regarding financial projections and/or goals, anticipated performance of the Company and its affiliates, and future organizational, marketing and product strategies. In some cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “expects,” “plans,” “anticipates,” “aim,” “goal,” “seek,” “strategy,” “future,” “likely,” “could,” “intends,” “targets,” “projects,” “contemplates,” “believes,” “estimates,” “forecasts,” “guidance,” “predicts,” “potential” or “continue” or the negative of these terms or other similar expressions. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or (and) operations, expressed or implied by the forward-looking statements, including, but not limited to, the following: our future ability to continue as a going concern; our ability to realize expected benefits from our strategic plans; our ability to implement any restructuring and cost-reduction efforts; our limited liquidity; our ability to mitigate the impact of new and increased tariffs and similar restrictions on our business; our reliance on third-party manufacturers, which operate mostly outside of the U.S., and problems with, or the loss of, our suppliers or an inability to obtain raw materials; our dependence on cash generated from operations to support our business and our growth initiatives; our continued ability to comply with the listing standards of the NYSE; the effects of the reverse stock split effected in July 2025 on the trading of our Class A common stock; risks associated with fluctuations in the price of our Class A common stock; risks associated with our indebtedness, including the limits imposed by our indebtedness to invest in the ongoing needs of our business; our ability to maintain and strengthen our brand to generate and maintain ongoing demand for our products; our ability to design, develop and introduce new products; our ability to manage our future growth effectively; our ability to expand into additional markets; risks associated with our international operations; our inability to sustain historic growth rates; our ability to cost-effectively attract new customers and retain our existing customers; the highly competitive market in which we operate; our failure to maintain product quality and product performance at an acceptable cost; the impact of product liability and warranty claims and product recalls, including write-offs; geopolitical actions, natural disasters, or pandemics; the ability of our largest stockholders to influence corporate matters. These and other important factors discussed under the caption “Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2025, and may be further updated in other filings we make with the Securities and Exchange Commission, could cause actual results to differ materially from those indicated by the forward-looking statements made in this presentation. Forward-looking statements speak only as of the date the statements are made and are based on information available to Solo Brands at the time those statements are made and/or management’s good faith belief as of that time with respect to future events. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future developments, future events or otherwise, except as required by applicable law.

Non-GAAP Financial Measures

We report our financial results in accordance with accounting principles generally accepted in the United States (“U.S. GAAP”); however, management believes that certain non-GAAP financial measures provide users of our financial information with useful supplemental information that enables a better comparison of our performance across periods. We use adjusted gross profit, adjusted gross profit margin, adjusted EBITDA and adjusted EBITDA margin, because we believe they are useful indicators of our operating performance. Our management uses these non-GAAP measures principally as measures of our operating performance and believes that these non-GAAP measures are useful to our investors because they are frequently used by securities analysts, investors and other interested parties in their evaluation of the operating performance of companies in industries similar to ours. Our management also uses these non-GAAP measures for planning purposes, including the preparation of our annual operating budget and financial projections.

None of these non-GAAP measures is a measurement of financial performance under U.S. GAAP. These non-GAAP measures should not be considered in isolation or as a substitute for a measure of our liquidity or operating performance prepared in accordance with U.S. GAAP and are not indicative of net income (loss) as determined under U.S. GAAP. In addition, the exclusion of certain gains or losses in the calculation of non-GAAP financial measures should not be construed as an inference that these items are unusual or infrequent as they may recur in the future, nor should it be construed that our future results will be unaffected by unusual or non-recurring items. These non-GAAP financial measures have limitations that should be considered before using these measures to evaluate our liquidity or financial performance. Some of these limitations are as follows.

These non-GAAP measures exclude certain tax payments that may require a reduction in cash available to us; do not reflect our cash expenditures, or future requirements, for capital expenditures (including capitalized software developmental costs) or contractual commitments; do not reflect changes in, or cash requirements for, our working capital needs; do not reflect the cash requirements necessary to service interest or principal payments on our debt; exclude certain purchase accounting adjustments related to acquisitions; and exclude equity-based compensation expense, which has recently been, and will continue to be for the foreseeable future, a significant recurring expense for our business and an important part of our compensation strategy.

In addition, other companies may define and calculate similarly-titled non-GAAP financial measures differently than us, thereby limiting the usefulness of these non-GAAP financial measures as a comparative tool. Because of these and other limitations, you should consider our non-GAAP measures only as supplemental to other U.S. GAAP-based financial performance measures.

Today's Presenters



John Larson

Chief Executive Officer



Laura Coffey

Chief Financial Officer



Our Vision

SOLO BRANDS

To grow a leading portfolio of lifestyle brands that our communities love, trust, and rave about



solo brands

SOLO BRANDS

OVERVIEW



 solo stove



 chubbies



ISLE



ORU KAYAK™

Solo Brands is a portfolio of innovative lifestyle brands that are redefining the outdoor & apparel industries

OTCQB
SBDS

Went public in
2021

Headquartered in
Grapevine, TX

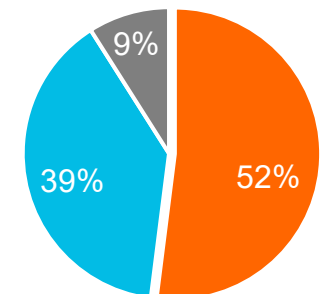
Employees
~300

LTM Revenue*
\$302M

LTM Adj. EBITDA*
\$17M

Sales Mix (LTM Q1 '26)

- Solo Stove
- Chubbies
- Watersports





Q1 2026 Financial Results

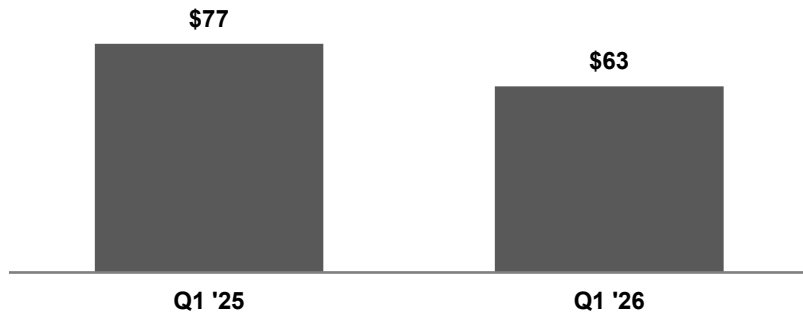
Q1 '26 In Review

- Delivered \$63M of revenue and \$1.6M of Adj. EBITDA versus \$77M and \$3.5M last year
- Continued significant structural cost reductions – completed RIF and pay cut in March; completed strategic review of fulfillment process
- Significant strides moving to an AI-forward company
- Released 4 new products under Solo Stove – Steelfire 22, Windchill 30, Summit 19.5 and 27
- Launched Cheekies brand
- IEEPA tariffs ruled illegal – refunds in process
- Delisted from NYSE – appeal in process

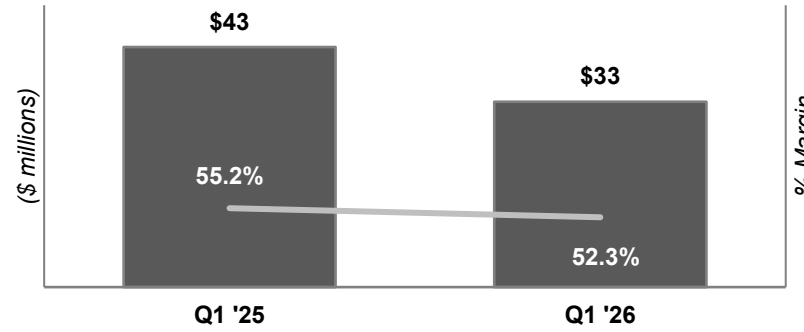
While top-line performance remained challenged, particularly within Solo Stove, the decisive actions we've taken over the past year have significantly reduced expenses, and delivered positive Adjusted EBITDA, despite an additional \$2M of IEEPA tariff impact

Net Sales

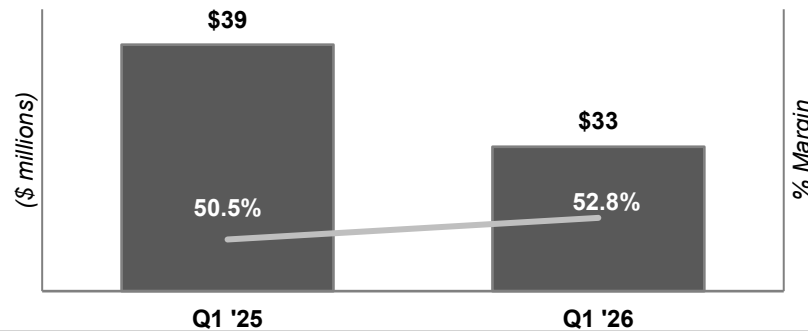
(\$ millions)



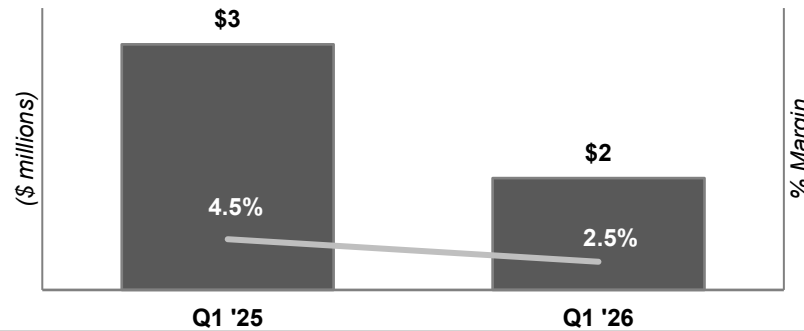
Gross Profit



SG&A



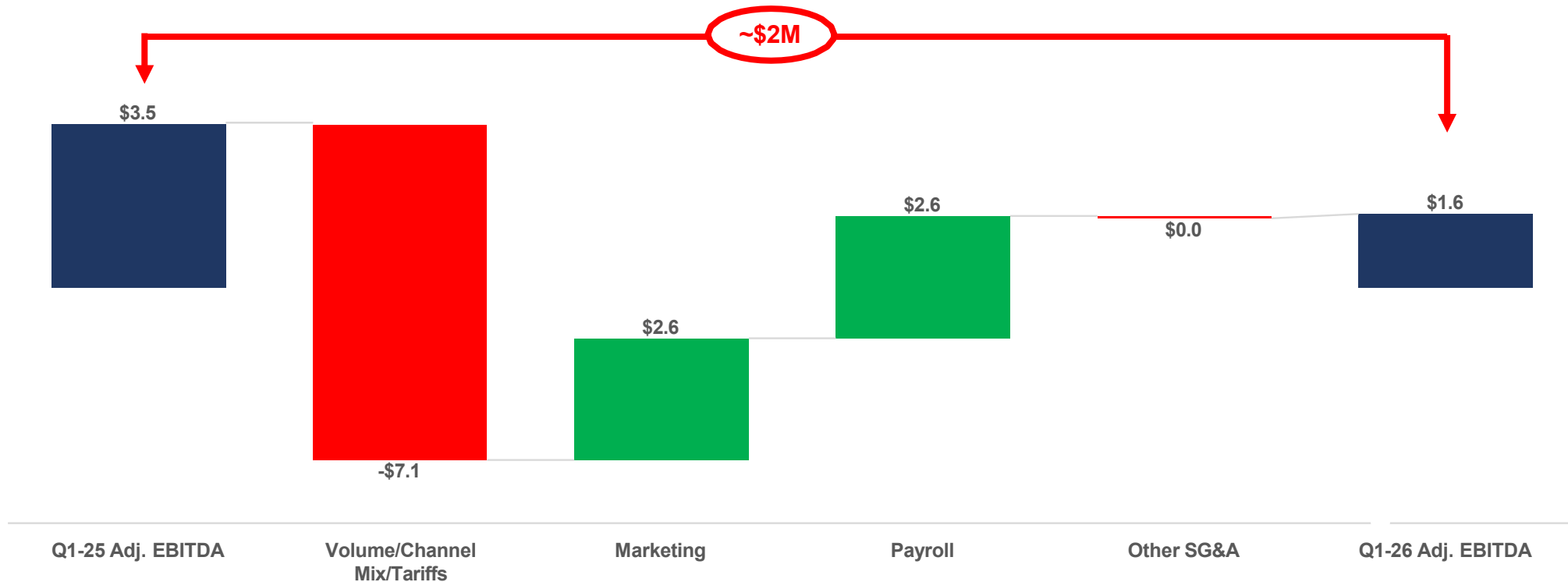
Adjusted EBITDA





Q1 2026 Adj. EBITDA Bridge vs. PY

Adj. EBITDA down \$2M compared to PY as volume loss is offset by cost savings in marketing and payroll



- Revenue decline YoY (\$14M+) driving ~\$7M of variable margin loss (includes \$2M of IEEPA burden to be recaptured upon refund)
- Marketing savings (\$2.6M) reflect higher baseline ROAS and reduced brand spend on Stove
- Payroll down meaningfully (\$2.6M) in Q1 despite RIF not occurring until mid-March
- Other SG&A flat to PY

Q2 2026 Update

- Delivered positive year-over-year sales growth in April and May combined, supported by our successful launch of four new Solo Stove products in March and the introduction of new Watersports products at Costco
- Tariff refunds have started processing and we've received \$1.8M to date and we're expecting close to \$10M
- Reiterating FY26 Guidance:

	<u>FY25 Actual</u>	<u>FY26 Guidance</u>
Net Sales	\$316.8M	\$280-\$310M
Adj. EBITDA	\$18.5M	\$24-\$30M

2026 Full Year Operating Initiatives

- **Structural Reduction/Simplification + Margin Expansion**
 - Pursuing action to reduce fulfillment footprint and drive significant annual cost savings
 - Rationalize SKUs and retail partners to concentrate on highest-return channels
- **Focused Innovation in Core + Adjacencies**
 - Solo Stove – Summit Series fire pits, portable griddle, small cooler
 - Chubbies – Expansion into women’s swim (Cheekies) and non-swim (Chubbies)
 - Watersports – Expanded Tommy Bahama product line (Costco)
- **Disciplined International Focus/Expansion**
 - Targeting high-ROI markets with new sales and distribution partners
 - Contracts in place with distribution partners
- **Build Scalable Infrastructure with AI-Centric Operations**
 - Deploy AI to standardize operations, increase productivity, improve decision-making and enable scale

Positioned for Success

- **AI & Technology**

- Embedding AI across marketing, finance, product development and operations to drive efficiency, decision-making and expand margins
- Building scalable AI-driven capabilities unlock new revenue streams
- Cultivation of AI-first culture through cross-function innovation program
 - Onsite AI Hackathon Workshops

- **New Leadership & Talent**

- Recruiting senior leaders from top consumer and technology companies with demonstrated track records of scaling global brands
- Hiring AI-native talent across functions to embed data-driven decision making and operational excellence

- **International Expansion**

- Three new partnerships secured, establishing foundation for accelerated growth
- Significant whitespace opportunity – Solo Brands’ international mix of 7% compares to competitive set of 20-30%, representing a substantial untapped revenue opportunity



Structural Reduction/Simplification

Global Fulfillment Strategy

\$3M+

annualized savings
from 2026 footprint actions

50%

Distribution Center sq ft reduction
since 2021

3PL Partners

Lifts performance + reduces complexity



Focused Innovation in Core + Adjacencies

From
SMOKELESS FIRE PITS



TO
**PREMIUM OUTDOOR
LIFESTYLE BRAND**



Solo Stove 

THE ALL-NEW
Windchill[™]
A/C + Misting Coolers

THE ALL-NEW
Steelfire[™]
Stainless Griddles

THE ALL-NEW
Summit[™]
Smokeless Fire Pit Series

THE ALL-NEW
Infinity Flame
Smokeless Fire Pit





ALL- NEW

ALL-NEW SOLO STOVE

INFINITY FLAME™

A propane fire pit that
mimics real wood flames.
No wood, ash, or sparks.



Infinity Flame New

Ideal for groups of: 5-8 People

Diameter: 42 in

Height: 20 in

Weight: 88.5 lbs



ALL-NEW
**SUMMIT
SERIES**

Our most advanced fire pit with taller, brighter flames and 3X faster lighting than traditional kindling.



Summit 19.5™ New

Ideal for groups of: 4-6 people

Diameter: 19.5 in
Height: 14 in
Weight: 23.3 lbs



Summit 24™ New

Ideal for groups of: 5-7 people

Diameter: 24 in
Height: 15.4 in
Weight: 35.1 lbs



Summit 27™ New

Ideal for groups of: 6-8 people

Diameter: 27 in
Height: 15.4 in
Weight: 42.4 lbs



ALL-NEW



ALL- NEW

New

Windchill™

A/C + Misting Coolers

The first cooler that cools you with three ways to chill—air conditioning, misting, and ice for days.



Windchill™ 47

Longer cooling runtime and larger capacity designed to anchor group spaces.

Dimensions
L 29.5" X W 18.8" X H 18.4"

Specs

Can Capacity Weight
64 **42.4 lbs**

Cooling Time Misting Time
3+ Hours **9.5+ Hours**

Colors
Tan & Green



Windchill™ 30 **New**

Compact, portable cooling ideal for events, sidelines, and branded experiences on the move.

Dimensions
L 20.1" X W 21.5" X H 18.7"

Specs

Can Capacity Weight
48 **36 lbs**

Cooling Time Misting
2+ Hours **7 hours**

Colors
Tan & Charcoal

ALL-NEW

Steelfire™ Stainless Griddle

New

The first commercial-grade griddle for the backyard chefs.

Zero to sear in 7 minutes.

Edge-to-edge even heat.



Steelfire™ 30

Commercial-grade griddle built for backyard chefs.

Dimensions
L 33.75" X W 27.5" X H 12.62"

Specs

Materials	Weight
Stainless Steel	59 lbs

For	BTU
Home Use & Large-Group Events	24,000



Steelfire™ 22 New

Commercial-grade griddle compact enough for any space.

Dimensions
L 24.3" X W 22.4" X H 8.6"

Specs

Materials	Weight
Stainless Steel	38 lbs

For	BTU
Home Use, Tailgates, Camping, Beach Trips, and more	14,000

SUMMER II



POST PROMO FULL PRICE HEIGHT OF SUMMER COLLECTION MERCHANDISED FOR OUTFITTING

INTRO TO DENIM



FALL LAUNCH OF NEW POTENTIAL BOTTOMS FRANCHISE PLATFORM – INCUBATE IN SEASON 1

LICENSING - NFL



SHIFT IN STRATEGY TO QUARTERLY DROPS TO REFRESH STORY & REDUCE RELIANCE ON SINGULAR PRINT STORY

cheekies BY chubbies



Marlin Paddleboard



Water Hammock



Waterproof Bags





Disciplined International Focus/Expansion

International Expansion



– Europe/Canada/Asia Expansion



– APAC/South America Expansion



– Asia Expansion



Build Scalable Infrastructure / AI Centric

AI Is Not a Future Discussion. It Is Happening Now.

Already In Motion at Solo Stove

- ✓ AI MMM model for media optimization
- ✓ Built-by-Solo AI tool deployed
- ✓ Corral AI — ad performance real-time
- ✓ HubSpot automation in Corporate Sales
- ✓ AI-driven CVR/UX optimization

Marketing

Creative gen, media optimization, trend analysis, content velocity

Product

Concept generation, consumer feedback mining, competitive intelligence

Operations

Inventory optimization, demand forecasting, supply chain planning

Sales

Retail analytics, CRM automation, opportunity prioritization

Leadership

Faster decision support, data synthesis, scenario planning



"The speed of innovation will be determined by how fast teams learn to work alongside AI."

— Jensen Huang, NVIDIA CEO



"AI will not replace great people. But people using AI will replace people who are not."

— Industry Consensus, 2025



"The companies winning right now are the ones treating AI as a team member, not a tool."

— HubSpot CEO, 2025



Media Coverage / Partnerships / Accolades

US Brand, Media & People Partnerships with Halo Impact

Cheftimonials

Brand

Media



Chef Steve
Nookie Postal



Chef Leah
Cohen



Chef Miguel
Raya



TOYOTA




Accolades & Reviews

2026

Forbes Vetted Best Product Awards: Home

Forbes writers and editors independently select all products and services. If you click through links we provide, we may earn a commission. [Learn more](#)



BEST FIRE PIT

Solo Stove Summit 24-Inch Fire Pit



Men's Journal

GEAR

This Flat Top Grill Takes a Different Approach to Griddles. It's the Best Buy of 2026

This oval cooktop cooks more evenly than traditional flat tops.

APR 29, 2026 5:30 PM EDT

BY SAL VAGLICA Gear Writer Men's Journal

The Best Outdoor Griddle for 2026

BEST FLAT TOP GRILL



THE BARBECUE LAB EST. 2011

GEARJUNKIE

"Nothing screams 'summer' quite like a backyard griddle party."

"Solo Stove is making the leap from smokeless wood fire pits to propane-fired griddles — and it's coming out of the gate strong."

[GearJunkie](#)

Solo Stove Infinity Flame Vs. Ninja Fireside360: Which Gas Fire Pit Reigns Supreme?

POPULAR MECHANICS

Solo Stove Releases More Sizes of New Griddle, AC Cooler, and Fire Pit




7 Best Smokeless Fire Pits of 2026, Tested and Reviewed

Our Top Smokeless Fire Pit Picks



BEST OVERALL
Solo Stove Bonfire 2.0

[Read Review](#)



THE WALL STREET JOURNAL

Is This the Must-Have Outdoor Cooker of the Summer? We Tested It to Find Out.

From the firepit wizards at Solo Stove, this new griddle makes big claims. In our rigorous backyard tests, the proof was in the pancakes and the smashburgers.



Wirecutter

Why the Solo Stove Bonfire Is Our Favorite Smokeless Fire Pit

Updated January 22, 2025



This new Solo cooler just won summer — it chills everyone off with an A/C mist

News By Scott Younker published May 15, 2025 **tom's guide**

Built-in air conditioner and up to 65 cold cans



BEST OVERALL FIRE PIT
Solo Stove Bonfire 2.0 Fire Pit



Wrap up and Summary

Summary

- 2025 stabilized the business: refinanced debt and structurally reduced SG&A
- 2026 will deliver a full-year benefit from cost actions and the marketing reset
- New product platforms driving disciplined growth: Cheekies women's line, Chubbies new styles/fabrics, Stove Steelfire Griddle, Infinity Flame and full Summit fire pit lineup (19", 24", 27"), and expanded Watersports assortment at Costco
- Selective international expansion across priority markets with capital discipline
- All growth initiatives evaluated on contribution margin and cash return thresholds
- Clear priority: expand EBITDA, increase free cash flow, and reduce leverage



Appendix

Reconciliation of Non-GAAP Financial Information to GAAP

The following tables reconcile the non-GAAP financial measures to their most comparable GAAP measure for the periods presented:

<i>(dollars in thousands)</i>	Three Months Ended March 31,	
	2026	2025
Net income (loss)	\$ (5,466)	\$ (18,577)
Interest expense	7,493	5,570
Income tax (benefit) expense	(6,616)	2,944
Depreciation and amortization expense	5,234	7,136
EBITDA	\$ 645	\$ (2,927)
Restructuring, contract termination, impairment and related charges	305	5,839
Business optimization and expansion expense	86	1,516
Equity-based compensation expense	617	(874)
Changes in fair value of contingent earn-out liability	—	(70)
Transaction costs	(64)	—
Adjusted EBITDA	\$ 1,589	\$ 3,484
Net income (loss) margin (Net income (loss) as a % of net sales)	(8.7)%	(24.0)%
Adjusted EBITDA margin (Adjusted EBITDA as a % of net sales)	2.5 %	4.5 %