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We offer services that support and equip your youth league, allowing you to focus on the game instead of details. Utilize real-time communication tools, from schedules to directions to sharing photos. Process registration online, build a league website and more.

BLUE SOMBRERO

Blue Sombrero is the leading provider of websites, registration, and league management tools for youth sports organizations.

- ONLINE REGISTRATION
- WEBSITE
- SCHEDULING
- PAYMENTS & ORDER TRACKING
- COMMUNICATION TOOLS
- TEAM & VOLUNTEER MANAGEMENT
- REPORTING TOOLS
- PREMIUM SUPPORT

AFFINITY SPORTS **GAMECHANGER**



BANK OF AMERICA MERRILL LYNCH CONSUMER AND RETAIL TECHNOLOGY CONFERENCE

MARCH 14, 2018

SAFE HARBOR STATEMENT

This presentation contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties and change based on various important factors, many of which may be beyond our control. Our future performance and actual results may differ materially from those expressed or implied in such forward-looking statements. Forward-looking statements should not be relied upon by investors as a prediction of actual results. Forward-looking statements include statements regarding, among other things, our planned long-term strategic investments in our supply chain, digital capabilities, fulfillment network and processes, and private brands; our long-term strategic investments having the intended impact, including improving speed of delivery to our customers, merchandise margin rates, inventory turnover, the on-line consumer experience, and customer satisfaction; our plans to launch new private brands in 2018; and our private brand business reaching \$2 billion in sales over a relatively short time.

Factors that could cause actual results to differ materially from those expressed or implied in any forward-looking statements include, but are not limited to: changes in consumer discretionary spending; our eCommerce platform not producing the anticipated benefits within the expected time-frame or at all; the streamlining of the Company's vendor base and execution of the Company's merchandising strategy not producing the anticipated benefits within the expected time-frame or at all; our strategic investments and not producing the anticipated benefits within the expected time-frame or at all; the integration of strategic acquisitions being more difficult, time-consuming, or costly than expected; disruptions to our eCommerce platform (including interruptions, delays or downtime caused by high volumes of users or transactions, deficiencies in design or implementation, or platform enhancements); inventory turn; changes in the competitive market and competition amongst retailers, including the level of promotional activity; changes in consumer demand or shopping patterns and our ability to identify new trends and have the right trending products in our stores and on our website; changes in existing tax, labor and other laws and regulations, including those changing tax rates and imposing new taxes, tariffs, and surcharges; limitations on the availability of attractive retail store sites; omni-channel growth; unauthorized disclosure of sensitive or confidential customer information; risks relating to our private brand offerings and new retail concepts; our ability to protect the reputation of our Company and our brands; disruptions with our information systems; factors affecting our vendors, including supply chain and currency risks; talent needs and the loss of Edward W. Stack, our Chairman and Chief Executive Officer; developments with sports leagues, professional athletes or sports superstars; weather-related disruptions and seasonality of our business; and risks associated with being a controlled company.

For additional information on these and other factors that could affect our actual results, see our risk factors, which may be amended from time to time, set forth in our filings with the SEC, including our most recent Annual Report filed with the Securities and Exchange Commission on March 24, 2017. The Company disclaims and does not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation. Forward-looking statements included in this presentation are made as of the date of this presentation.



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- PREMIUM SUPPORT

AFFINITY SPORTS

Affinity Sports has focused on offering integrated data management and compliance software solutions for sports associations and their member clubs, leagues, tournaments and teams.

GAMECHANGER

GameChanger provides access to live game action, the statistics that matter, teachings to fuel growth, and the solutions that rally community around a team.

- CONCSSION PROTOCOLS
- REFeree ARGUMENT
- RISK MANAGEMENT

