For the Love of Families

INVESTOR PRESENTATION

May 2020

SUMR

summer SwaddleMe born free

SAFE HARBOR

Certain statements in this presentation that are not historical fact may be deemed "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, and Summer intends that such forward-looking statements be subject to the safe harbor created thereby. Such forward-looking statements include statements regarding the market position of Summer; the growth prospects of Summer; anticipated sales and operating results; the development of new products; demand for Summer's products; and Summer's business strategy. Summer cautions that these statements are qualified by important factors that could cause actual results to differ materially from those reflected by such forward-looking statements. Such factors include the concentration of Summer's business with retail customers; the ability of Summer to compete in its industry; Summer's dependence on key personnel; Summer's reliance on foreign suppliers; the costs associated with pursuing and integrating strategic acquisitions; the costs associated with protecting intellectual property; and other risks as detailed in Summer's Annual Report on Form 10-K for the fiscal year ended December 28, 2019, and subsequent filings with the Securities and Exchange Commission. The information contained in this presentation is accurate as of the date set forth on the cover page. Summer assumes no obligation to update the information contained in this presentation.

Who We Are

SUMR

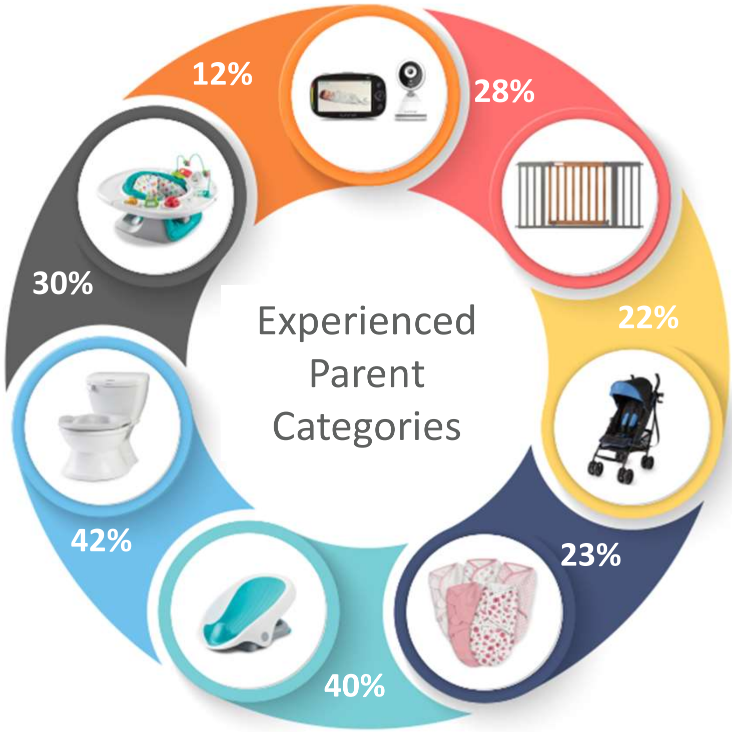
For the Love of Families

- Leading juvenile goods company with a family of brands and proprietary products across a variety of categories for children ages 0-3
- Proprietary products span a number of categories, including nursery video monitors, safety gates, durable bath products, bed rails, nursery products, strollers, boosters, potty seats, specialty blankets, bouncers, and more.
- Consumer brands sold by large North American and international retailers

Investor Highlights

- **Transformation underway**
  - New management team in place with strategic vision to turnaround Company
  - Implemented initiatives in Feb/2020 to eliminate $7.5 million in annual costs
    - $6.0 million in savings expected during fiscal 2020
  - Support of banks through flexible credit agreements
- **Market environment evolving**
  - Improving tariff environment
  - Solid position with large, blue-chip customers (WalMart, Target, Amazon, etc.)
  - Core categories have relatively stable demand – strollers, potties, gates, etc.
  - New products to drive additional interest – car seat / travel system
  - COVID-19 impact constantly being monitored / addressed
- **Path to profitability**
  - Significantly reduced overhead
  - Focus on gross margin improvement
  - Use cash flow generation to pay down debt

Products



Current Market Share Leader:

- Monitors
- Safety Gates
- Convenience Strollers
- Specialty Blankets
- Bath
- Potty
- Positioners

Future Expansion:

- Car Seats
- Travel Systems
- Playards
- Highchairs
- Swings

Products















Brands

SUMR

summer

Baby has you. You have us.

SummerInfant.com

born free

Irresistible by design.

ShopBornFree.com

SwaddleMe

Safer sleep. Brighter days.

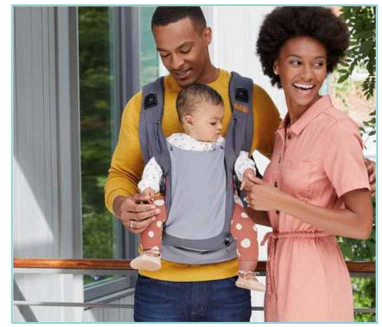
SwaddleMe.com

- Portfolio of brands positioned to appeal to multiple consumer demographics
- Supporting the evolving needs of families everywhere
- Investing to empower those brands
- Strategically placed to drive channel differentiation

Key Brands + Products = Growth

summer | SwaddleMe | born free







- Cultivate engagement & loyalty with target consumers by brand
- Delight consumers: with product & service
- Understand Customer Lifetime Value by brand
- Drive expansion of distribution

Recent Highlights – 2020 First Quarter Results

Restructuring Exceeding Expectations / Company managing Well Through COVID-19

- Net sales of $40.3 million in the first quarter versus $42.5 million in the prior-year period, reflecting the impact of the COVID-19 pandemic, partially offset by higher eCommerce sales
- The Company ahead of schedule with regard to realizing savings of at least $7.5 million annually – with over $6.0 million expected in 2020 – based on streamlining initiatives already enacted or underway
  - G&A declined 13.1% year-over-year to $8.1 million in the first quarter versus $9.4 million last year
- Adjusted EBITDA rose to $1.8 million versus $1.5 million in the first quarter of 2019, and Adjusted EBITDA as a percent of net sales was 4.6% in 2020 versus 3.4% last year
- SUMR Brands generated $4.9 million in operating cash during the first quarter, compared to a $7.5 million use of cash in the prior-year period, reflecting improved working capital management
  - Debt reduced by $4.1 million, to $44.5 million, with further paydown anticipated in the second quarter

Recent Highlights – 2020 First Quarter Results, continued

- The Company successfully subleased a portion of its California warehouse, saving over $1.0 million per year, and, in addition, its Woonsocket lease was amended to reduce space – expected to save approximately $0.3 million annually
- Paul Francese, SUMR Brands' Chief Financial Officer, will retire from the Company at the end of June; Ed Schwartz, an experienced turnaround professional who previously served as the Company's Interim CFO from March through September, 2012, will become the new CFO effective June 15, 2020
- SUMR Brands has elected to hold its Annual Stockholders' Meeting on September 9, 2020 due to current restrictions on travel and group meetings related to the COVID-19 pandemic

***"We continued to take steps to streamline the Company this quarter – adjusting our headquarters' lease, closing our UK operations, and subleasing a portion of our California warehouse, as previously announced. At the same time, we have rolled out new products, invested in eCommerce initiatives, and reduced working capital, resulting in improved cash flow and lower debt."* – Stuart Noyes, SUMR Brands' CEO**

Financials – Q1/2020 Income Statement

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	Three Months Ended	
	March 28, 2020	March 30, 2019
Net sales	$ 40,338	$ 42,538
Cost of goods sold	27,835	29,088
Gross profit	$ 12,503	$ 13,450
General and administrative expenses[1]	8,147	9,379
Selling expense	3,444	3,353
Depreciation and amortization	967	937
Operating loss	$ (55)	$ (219)
Interest expense	1,410	1,249
Loss before taxes	$ (1,465)	$ (1,468)
Income tax (benefit)/provision	(255)	(70)
Net loss	$ (1,210)	$ (1,398)
Loss per diluted share	$ (0.57)	$ (0.67)
Shares used in fully diluted EPS	2,109,264	2,092,574

[1] Includes stock based compensation expense

Financials – Q1/2020 Balance Sheet

		March 28, 2020 (unaudited)		December 28, 2019
Cash and cash equivalents	$	693	$	395
Trade receivables, net		30,471		32,787
Inventory, net		25,170		28,056
Property and equipment, net		8,118		8,788
Intangible assets, net		12,799		12,896
Other assets[1]		8,330		8,621
Total assets	$	85,581	$	91,543
Accounts payable	$	25,530	$	25,396
Accrued expenses		7,446		7,289
Current portion of long-term debt		219		875
Long term debt, less current portion [2]		41,759		45,359
Other liabilities[1]		6,320		7,041
Total liabilities		81,274		85,960
Total stockholders' equity		4,307		5,583
Total liabilities and stockholders' equity	$	85,581	$	91,543

[1] Includes the effect of the new lease accounting guidance under U.S. GAAP for March 30, 2019 capitalizing Right of Return Assets and Lease Liabilities relative to the company's operating leases.

[2] Long term debt is reported net of unamortized financing fees. As a result, reported long term debt is reduced by $2,492 and $2,398 of unamortized financing fees in the periods ending March 28, 2020 and December 28, 2019, respectively.

Q1/2020 EBITDA Reconciliation

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Reconciliation of GAAP to Non-GAAP Financial Measures

	Three Months Ended	
	March 28, 2020	**March 30, 2019**
Reconciliation of Adjusted EBITDA		
Net loss (GAAP)	$ (1,210)	$ (1,398)
Plus: interest expense	1,410	1,249
Plus: benefit for income taxes	(255)	(70)
Plus: depreciation and amortization	967	937
Plus: non-cash stock based compensation expense	(11)	48
Plus: permitted add-backs [(a)]	936	684
Adjusted EBITDA (Non-GAAP)	$ 1,837	$ 1,450
Reconciliation of Adjusted EPS		
Net loss (GAAP)	$ (1,210)	$ (1,398)
Plus: permitted add-backs[(a)]	936	684
Plus: unamortized financing fees[(b)]	266	-
Tax impact of items impacting comparability[(c)]	(336)	(192)
Adjusted Net (loss) (Non-GAAP)	$ (344)	$ (906)
Adjusted (loss) per diluted share (Non-GAAP)	$ (0.16)	$ (0.43)

(a) Permitted addbacks consist of items that the Company is permitted to add-back to the calculation of consolidated EBITDA under its credit agreements. Permitted addbacks for the three months ended March 30, 2020 include severance $249 ($70 tax impact), special projects $521 ($146 tax impact), board fees $83 ($23 tax impact) and restructuring costs $83 ($23 tax impact). Permitted addbacks for the three months ended March 30, 2019 include severance $563 ($158 tax impact), board fees $100 ($28 tax impact), and special projects $21 ($6 tax impact).

(b) Write off of unamortized financing costs associated with the reduction in Company's Bank of America credit facility, reflecting a $266 ($74 tax impact) charge for the three months ending March 28, 2020.

(c) Represents the aggregate tax impact of the adjusted items set forth above based on the statutory tax rate for the periods presented relevant to their jurisdictions.