

**COMPASS
DIVERSIFIED**

marucci



INVESTOR OVERVIEW

DECEMBER 9, 2021

INVESTOR OVERVIEW

- 1** Where We Started
- 2** How We Got Here
- 3** Our Place In The Game
- 4** Future Growth Drivers
- 5** Newest Brand Addition



marucci

HONOR THE GAME.

Marucci provides tools for the best players to win in baseball and life – in the form of precision equipment and elite training, so that these dedicated athletes can play to the very height of their abilities and, by doing this, they pay their respect to the game, and to themselves.

THE MARUCCI STORY



ATHLETES AREN'T BORN

There's talent, but that can only take you so far.

Big League hitters don't just wake up one day, walk out on the field and start crushing the ball. They wake up every single day, earlier than the rest, and work on their game. Fielding balls. Lifting weights. Never letting distractions get in their way. The game—any game—demands that kind of respect. No matter the level you ultimately achieve, when you give that respect, the game returns the favor.

In sports, there are no overnight success stories. Marucci knows this.

We started in a workshop with an idea and a flawless piece of maple. Then we spent hours upon hours perfecting our craft. No grand dreams of fame and fortune. Just a commitment to the few who are truly committed. The game teaches lessons that translate to life success. We provide tools for the best players to win in baseball and life – in the form of precision equipment and elite training, so that these dedicated athletes can play to the very height of their abilities and, by doing this, they pay their respects to the game, and to themselves.

It's quite simple, really: There are no shortcuts. No easy routes. Just hard work and hustle. When you play that way, you

HONOR THE GAME.

We owe it to the game to challenge convention and leverage technology to power a new level of performance. We know what it takes because we've stood where you stand.

Our passion merits a new set of standards.

We don't take the easy route. We carve the right path forward.

We don't follow the crowd. We're headed upstream.

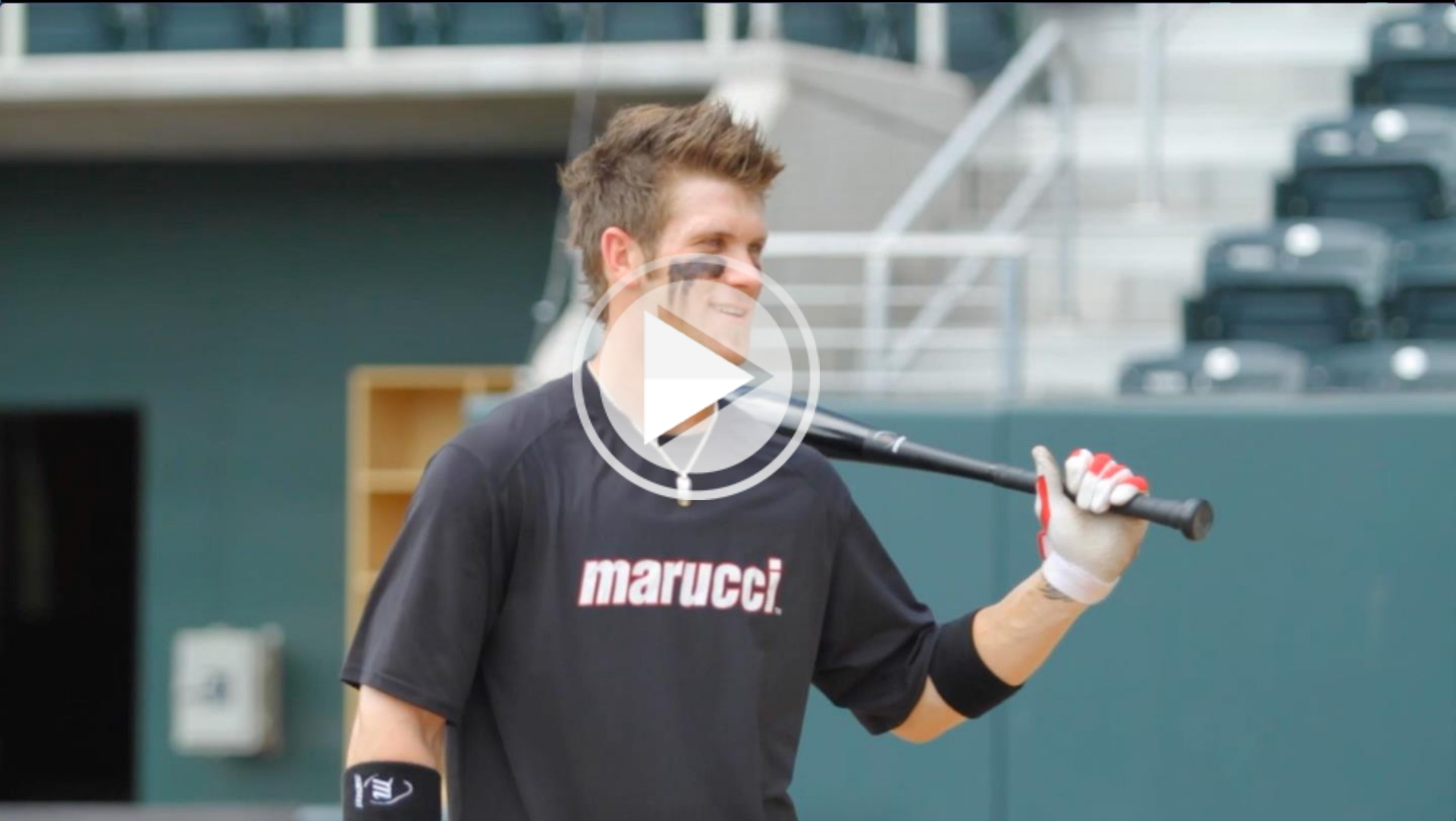
We don't give others time to catch up. **We widen the gap.**

Marucci started with a flawless piece of maple and has evolved into a leader in sports performance. Taking **our** approach to a process that wasn't broken and leaving our mark. We believe the next chapter of this story is to bring our passion for innovation, pushing boundaries and testing the limits to everything we do. The result is industry-leading products that fuel the athletes who trust us when the lights are the brightest.

We're focused on the journey, *and* the destination. The outcome, but more importantly, the athlete. We are proud to earn our place in your game. Our goal is greatness, and the journey to greatness never ends.

M | Honor The Game

OUR *BIGGEST* FANS



A HISTORY OF GROWTH & INNOVATION

<h2>2008</h2> <p>2008 St Louis' Albert Pujols is named Most Valuable Player.</p> 	<h2>2009</h2> <p>2009 Marucci Sports is formed by former White House Assistant Press Secretary Reed Dickens and two of the original Marucci Bat Company founders, Kurt Ainsworth and Joe Lawrence.</p> <p>Philadelphia's Chase Utley hits a record five home runs in the World Series.</p> <p>Marucci releases its first aluminum bat, the CAT5.</p> <p>Marucci partner, Albert Pujols, wins his second consecutive MVP award.</p> 	<h2>2010</h2> <p>2010 Marucci explodes into consumer market with the two top performing aluminum bats: the CAT5 and Black, launching Marucci into the world of aluminum bats.</p> <p>Marucci partner, Chase Utley, is named Most Valuable Player.</p>   	<h2>2011</h2> <p>2011 Marucci Sports purchases Marucci Bat Company.</p> <p>Albert Pujols hits three home runs in a World Series game, tying Reggie Jackson and Babe Ruth's record.</p> <p>An incredible 4 out of 8 participants in the Home Run Derby use Marucci.</p> <p>José Bautista is regular season home run champion.</p> 	<h2>2012</h2> <p>2012 Marucci Sports purchases Marucci Elite Training, LLC.</p> <p>Marucci releases batting gloves with Big Leaguer and Marucci partner, José Bautista.</p> <p>Marucci becomes the official bat of Cal Ripken Baseball.</p>  	<h2>2013</h2> <p>2013 "Marucci is the new King of Swing" (USA Today). Marucci becomes the No. 1 bat in the Big Leagues.</p> <p>Marucci partner, Pittsburgh's Andrew McCutchen, is named Most Valuable Player.</p> <p>Marucci releases Founders' Series fielding gloves and launches with Marucci partner, Chase Utley.</p>  	<h2>2014</h2> <p>2014 José Bautista becomes the first active Big Leaguer to join Marucci's Board of Directors.</p> <p>Albert Pujols hits his 500th career home run.</p> <p>Marucci releases the CAT6.</p>  	<h2>2015</h2> <p>2015 7 out of 8 contestants in the Home Run Derby swing Marucci bats.</p> <p>Cole Hamels throws no-hitter using custom Marucci Founders' Series glove.</p> <p>David Ortiz hits his 500th career home run.</p> <p>Marucci releases the HTG and Geaux Series fielding gloves.</p>   	<h2>2016</h2> <p>2016 1st annual Marucci World Series for partner organizations held in Houston, TX.</p> <p>Marucci releases CAT7 and Hex Connect bat lines.</p> <p>Marucci Cares raises \$32,000 to aid Louisiana Flood Relief victims.</p> <p>Marucci partner Anthony Rizzo leads Cubs to first World Series Title since 1908.</p>    
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Victus

CHANGE THE GAME

DESIGN DRIVEN CRAFTSMANSHIP AND
UNPRECEDENTED COMMITMENT TO
PERFORMANCE-BASED QUALITY

Born in Blackwood, NJ in 2012 in a tiny garage with nothing more than a big attitude and bigger love for the game, Victus has grown into one of the most elite wood bat manufacturers at every level of the sport today.



DESIGN DRIVEN



A HISTORY OF GROWTH & INNOVATION

<h2>2017</h2> <p>Victus</p> <p>2017 Marucci acquires Victus Sports, taking over 50% of Big League bat market share.</p> <p>ALBERT PUJOLS 600 HOME RUNS</p>  <p>Albert Pujols hits his 600th career home run.</p> <p>White House honors Marucci at Made in America product showcase.</p> <p>Marucci partner Alex Bregman hits walk-off single in Game 5, and Houston wins first World Series Title with 9 of 11 hitters using Marucci or Victus bats.</p>	<h2>2018</h2> <p>3000 HITS</p> <p>Albert Pujols gets his 3000th career hit.</p>  <p>Marucci catcher's gear debuts in the Big Leagues.</p> <p>Mookie Betts wins American League MVP swinging Victus bats.</p>	<h2>2019</h2> <p>CARPENTER</p> <p>2019 Marucci acquires Carpenter Trade, securing the game-changing CMOD technology.</p> <p>MVP Josh Donaldson joins the roster of Marucci partners.</p>  <p>LSU Baseball signs a multi-year on-field equipment partnership</p>
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2020



CAT9

RECORD LAUNCH



SOLIDIFIED PARTNERSHIPS



COMPASS DIVERSIFIED

POSITIONED FOR GROWTH

2021: A RECORD YEAR

SECURED THE NEXT
GENERATION OF STARS



HOSTED OUR LARGEST NATIONAL SALES MEETING



ACQUIRED THE OFFICIAL GRIP OF MLB



HOSTED 117 TEAMS FROM 16 STATES FROM THE TOP TRAVEL
BALL TEAMS IN THE COUNTRY

marucci WORLD SERIES



THE BEST PLAYERS IN BASEBALL USE MARUCCI AND VICTUS

11

MVP Award Winners

7

World Series MVP
Award Winners

#1 and #2 Bat

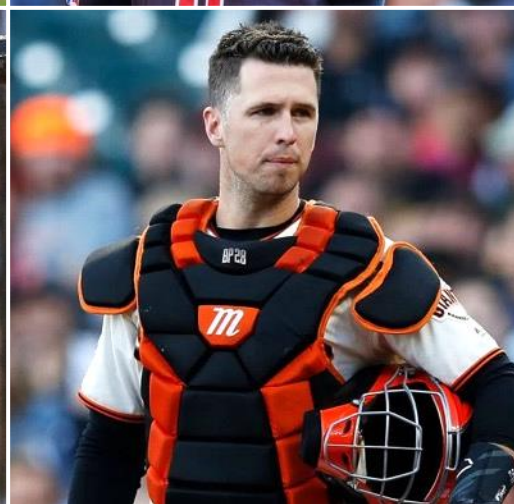
Used by MLB Players

237

All-Stars since 2009

7

Rookie of the Year
Award Winners



DOMINATED 2021 POSTSEASON

2021 MLB Postseason Hits

marucci
231

Victus
200



2021 MLB Postseason Homeruns

marucci
38

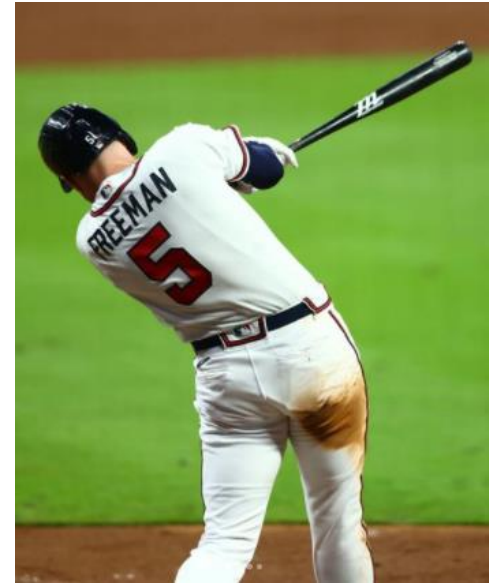
Victus
26



2021 MLB Postseason RBIs

marucci
109

Victus
97



FUTURE GROWTH DRIVERS

1 International: Japan

2 Fielding Gloves

3 Softball: Fastpitch

4 Apparel

5 Clubhouse

JAPAN

Estimated 70% size of US market

Proportionately larger fielding glove market than the US



INNOVATING DEFENSE



m



SYNTHETIC
DONE RIGHT



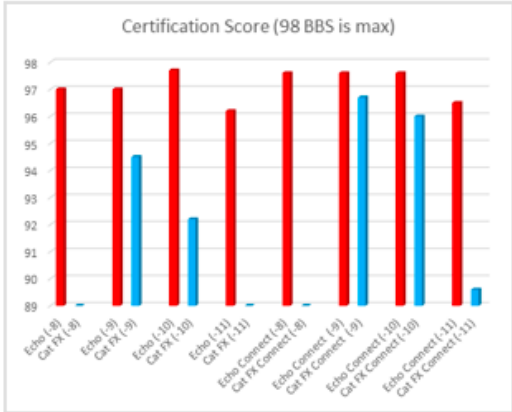
FASTPITCH



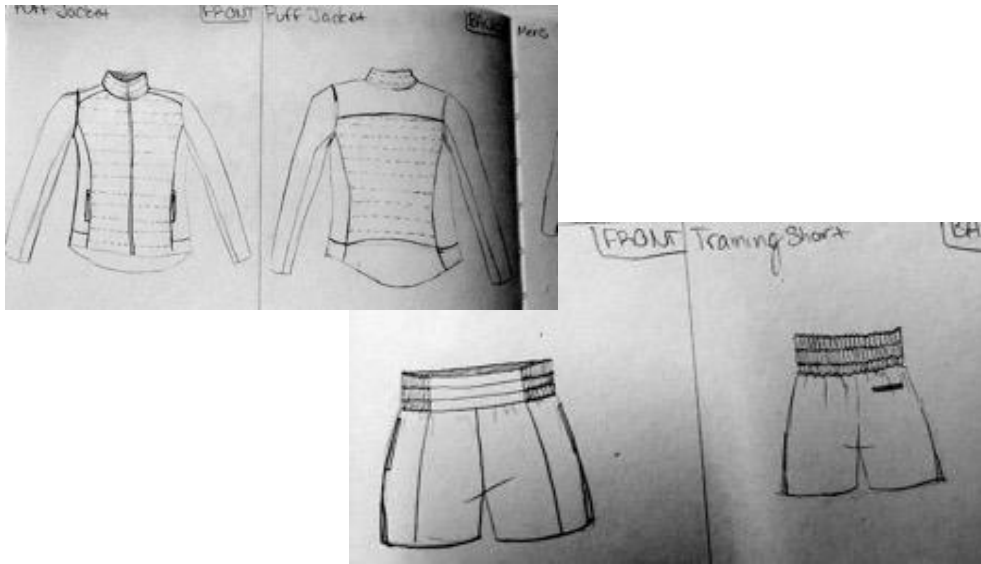
COMPOSITE

LEAGUE

ECHO PERFORMANCE REPORTS

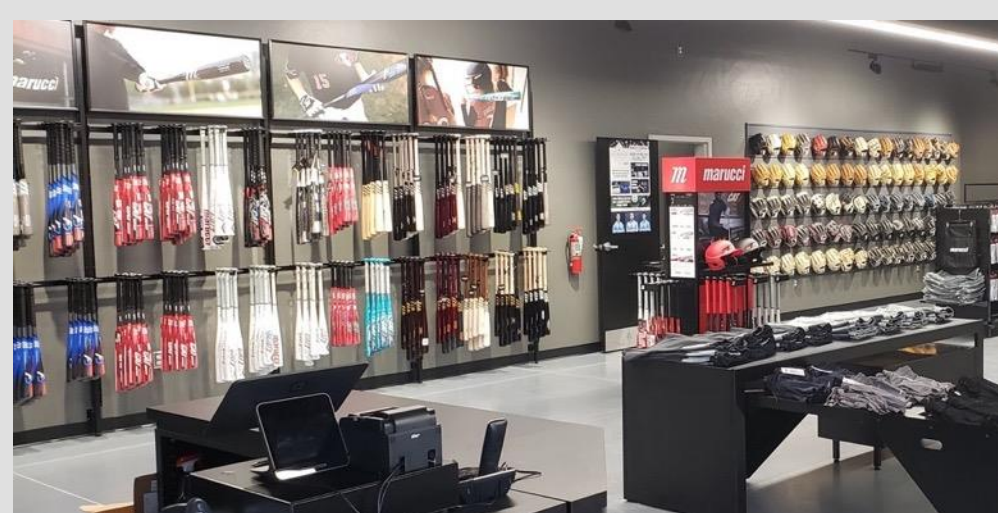


UNIFORMS & APPAREL



11 LOCATIONS
MORE IN DEVELOPMENT

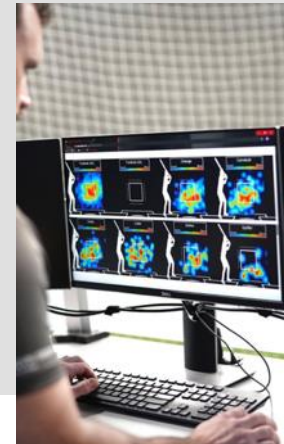
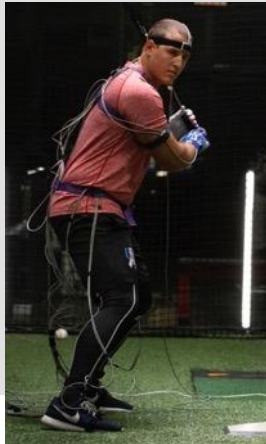
ELEVATED CUSTOMER EXPERIENCE
PRODUCT ASSORTMENT
MESSAGING
PRICING
KNOWLEDGEABLE STAFF
ABILITY TO TEST PRODUCT
CONSISTENT EXPERIENCE



WIDENING THE GAP



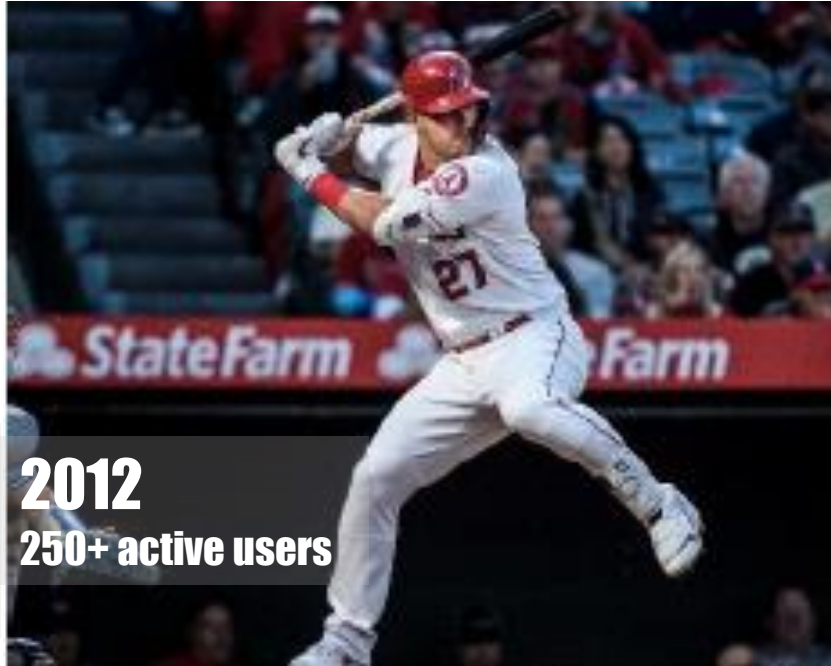
BPL takes a scientifically based approach to both player performance and product development. Together, Marucci and BPL provide the most efficient and data-driven player development experience and lead the charge in matching the bat to the player.





Lizard Skins™

1993



2012
250+ active users

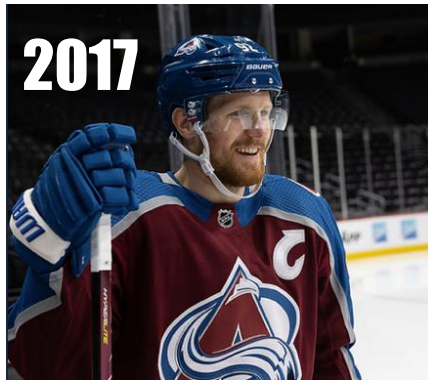


Official licenses allow Lizard Skins to utilize league images, branding and likeness, while preventing its competitors from doing the same

2015



2017



2018

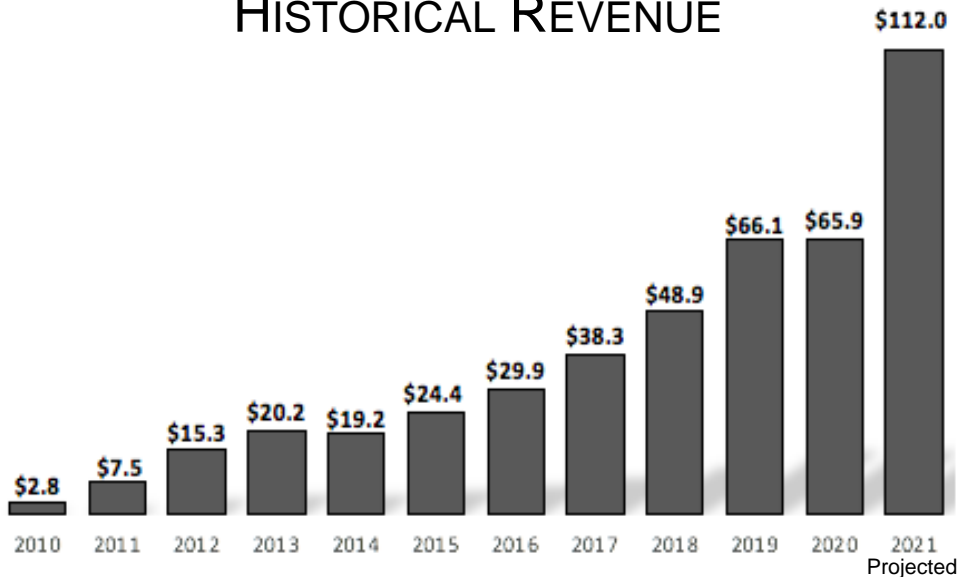


2020



STRONG HISTORY OF GROWTH

HISTORICAL REVENUE



- 2009 Marucci Sports formed
- 2011 Marucci Bat Company purchased
- 2014 Launch of CAT6
- 2017 Victus Sports acquisition
- 2019 Carpenter acquired, vertical integration through acquisition of Mills
- 2021 Lizard Skins acquisition
- 2022 Launch of CATX

- PASSIONATE, AUTHENTIC BRANDS
- TRUSTED BY THE BEST ATHLETES
- IMPRESSIVE GROWTH RATES
- 5 ORGANIC GROWTH DRIVERS
- 2 ADD-ON GROWTH OPPORTUNITIES

marucci

Victus

CARPENTER

 ***Lizard Skins***

SPECIAL OFFER FOR OUR PARTNERS

15% OFF ALL PURCHASES

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