

INTELLECTUAL PROPERTY ACQUISITION OPPORTUNITY

Hilco Streambank is seeking offers for the intellectual property assets of Century 21 Department Stores LLC (“Century 21” or the “Company”). The available assets include the Century 21 trademarks, domain names, customer data, social media assets and more. Through its omni-channel offerings, Century 21 and C21Stores.com are known for offering designer brand products at discounted prices to discerning customers. The Company operated 13 stores across New York, New Jersey, Pennsylvania and Florida, and an ecommerce platform at C21Stores.com.

PROCESS UPDATE

Stalking Horse Bid Signed; Soliciting Higher or Better Offers

Century 21 has entered into an agreement with Branded Online, Inc. to serve as the “stalking horse” bidder, at a purchase price of \$800,000. The “stalking horse” bid is a “floor” bid, and will be subject to higher or otherwise better offers through an auction process. The initial minimum qualifying overbid at the auction will be \$1,000,000. A copy of the form of asset purchase agreement is available upon request, and access to a data room containing confidential documents will be provided to parties who execute a confidentiality agreement.



Gross Revenue
of \$747M
in FY 2019

Ecommerce Sales
of \$53M
in FY 2019

BID DEADLINE

November 16, 2020 at 5:00 p.m. ET

AUCTION

November 19, 2020 at 10:00 a.m. ET

THE DESTINATION FOR OFF-PRICE LUXURY

Century 21 is a pioneer in the development of the off-price channel, with a particular focus on luxury apparel and accessories. Its weekly ecommerce offerings of one-of-a-kind designer brand products provide customers the chance to “shop the drop” – a curated assortment of luxury goods from rarely discounted brands. As Carrie Bradshaw famously noted in *Sex and the City*: “Century 21, the downtown discount store, was THE best part of jury duty.”



A TRUSTED BRAND FOR CUSTOMERS AND VENDORS ALIKE

Customers have come to trust Century 21 as a dependable source for discounted luxury goods and name brand apparel and accessories. Century 21’s customers are highly loyal across both the retail and online channel, shopping for deals frequently as fresh product assortments are updated daily. Often referred to as “New York’s Best Kept Secret,”[®] the Century 21 brand has provided customers “in the know” the opportunity to acquire designer products at a discount with confidence in the authenticity of the product. This translated to a “halo effect” with designers and high-end labels who trusted that Century 21 provided a merchandise offering that would appropriately complement their brand.



AN EXCEEDINGLY LOYAL AND DISCERNING CUSTOMER

The Company maintains a customer database which includes customer and transaction data for approximately 2.8 million customers with opt-in email addresses. Of these, there are approximately 1.9 million customers who made a purchase within the last two years. Century 21 has a strong following among its loyal customers, with approximately 1.9 million customers participating in the C21Status Rewards loyalty program. The customer represents a particularly desirable demographic - nearly half of the Company's known customers are professionals between the ages of 35 and 54, with approximately 41% of them having a household income above \$100,000.

\$130

average order value
for the ecommerce
channel

1.9M

customers have made a
purchase in the
last 2 years



ASSETS AVAILABLE FOR SALE

TM Trademarks

Century 21®
C21®
"New York's Best Kept Secret"®
"Deal of the Century"®
"We Sell Everything, Except Houses"®



Customer and Transaction Data

Approximately 2.8 million customers with opt-in email addresses, with transaction data. Of these, there are approximately 1.9 million customers who made a purchase within the last two years.



Social Media

 275K likes
 81K followers
 15K followers
 16K followers



Domain Names

C21Stores.com
ShopC21.com



Toll Free Numbers

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SALE PROCESS

Please contact one of the Hilco Streambank representatives listed below with any questions concerning the Sale Process, or to request a Non-Disclosure Agreement to obtain access to a virtual data room. Century 21 is operating as a chapter 11 debtor in possession in a bankruptcy case filed in the United States Bankruptcy Court for the Southern District of New York. The sale, including proposed bid protections, is subject to Bankruptcy Court approval and the recommendations of a consumer privacy ombudsman.

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