

INTELLECTUAL PROPERTY ACQUISITION OPPORTUNITY



\$1.32B

Total 2019
Sales

\$81.7M

Aggregate Digital
Channel Sales
in 2019

Stein Mart® | SteinMart.com

Hilco Streambank is seeking offers for the intellectual property assets of Stein Mart, Inc. The available assets include the Stein Mart® nameplate as well as its treasured private label brands, domain names, customer data, social media assets and more. Stein Mart has been a cherished destination for shoppers in the Southeast, Texas, and California for over 100 years. Through its omni-channel offerings, Stein Mart and SteinMart.com are known for their designer and private label fashion apparel, home décor, accessories, and shoes at everyday discount prices. As of January 2020, the Company operated 283 stores across 30 states in the U.S. and the growing ecommerce platform at SteinMart.com.

A STRONG BRAND FOLLOWING WITH A GROWING OMNICHANNEL PRESENCE

Stein Mart prides itself on being the place for “SMart” shoppers. Stein Mart became a leader in extending access to off-price and discounted product through its buy online, pick up in store and buy online, ship from store services, which increased online engagement. The Company’s investment in omni-channel capabilities resulted in double-digit sales growth through the digital channel in 2019, followed by year over year sales growth during the COVID 19 pandemic.

The Stein Mart brand connects with its loyal customers through the SMart Rewards loyalty program, which allows members to accrue awards certificates. Approximately 73% of the brand’s “active” customers are members of the SMart Rewards program, and of those, approximately 26% have the Stein Mart private label credit card.

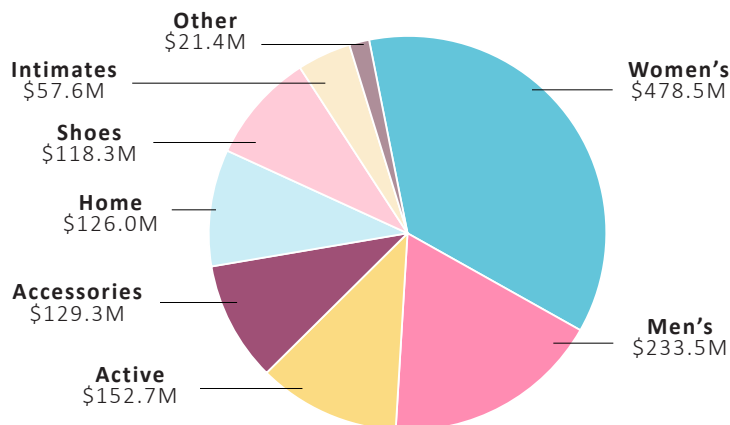


AOV digital of \$79.55 and AOV
in-store of \$47.38 in 2018

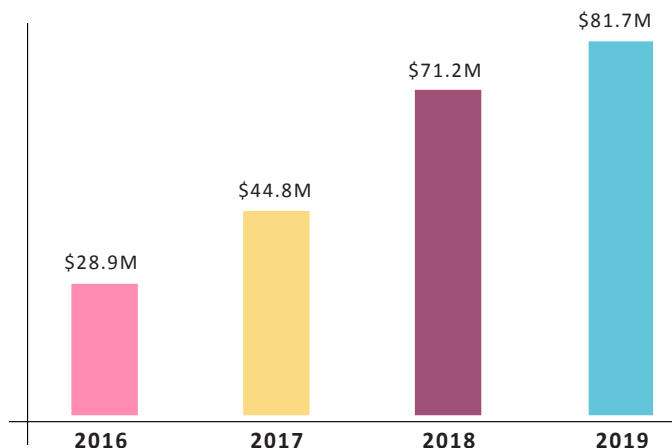
Private Label Credit Card Holders
Shop an Average of 6 Times a Year

Ecommerce Website Visits 61M LTM
as of June 2020

2019 Sales by Category



Explosive Recent Digital Channel Growth



ASSETS AVAILABLE FOR SALE



Stein Mart Trademarks and Private Label Brands

PRIVATE LABEL BRAND	2019 SALES
	\$31.4M
CLEARWATER OUTFITTERS	\$5.8M
ISLAND REPUBLIC	\$5.4M
	\$4.3M
	\$4.1M



Customer and Transaction Data

5.1 million customers who made a purchase in the last two years, for which the company has 2.2 million opt-in email addresses; 3 years of customer transaction history data

2.1 million customers who have opened an email in the last year, for which the company has 1.9 million opt-in email addresses

SteinMart.com and Other Domain Names

Social Media Assets

	563K likes		30K followers
	6.5K followers		11K followers

SALE PROCESS

Stein Mart is operating as a chapter 11 debtor in possession in a bankruptcy case filed in the United States Bankruptcy Court for the Middle District of Florida. The sale will be subject to approval of the Bankruptcy Court.

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