

PLBY GROUP™

PLBY Group Strategic Partnerships Momentum Grows with Strategic Licensing Deals, Industry Awards & Expanding Leadership Team

April 28, 2022

Iconic Playboy brand continues global strategic licensing deals with new slate of brand collaborations for 2022

LOS ANGELES, April 28, 2022 (GLOBE NEWSWIRE) -- PLBY Group, Inc. (NASDAQ: PLBY) ("PLBY Group" or the "Company"), a leading pleasure and leisure lifestyle company and owner of Playboy, one of the most recognizable and iconic brands in the world, today announced the addition of new commercial licensing talent, award nominations, and global strategic brand collaborations, further expanding Playboy's product offerings and brand awareness. In the first quarter of this year, Playboy launched new brand collaborations with impactful partners including Drake's October's Very Own (OVO®) capsule collection, John Richmond's rock 'n roll-tinged genderless collection rolled out across Europe, and legacy-inspired X-Girl products debuted in Japan. This summer, PLBY Group plans on opening a dedicated retail experience featuring multiple collection drops at Showfields Miami, which is expected to offer consumers a new opportunity to interact with the brand in person.

"We continue to see great momentum behind our global strategic partnerships by having secured top talent and furthering brand collaborations to engage and expand our addressable market and drive brand relevance in target categories and regions," said Allison Kopcha, Chief Business Officer & Licensing at PLBY Group. "The demand for the brand is exceedingly high and we look forward to showcasing our own product portfolio under one roof for the first time at Showfields this summer."

Playboy's installation at Showfields Miami is slated to open in June for approximately eight months and is expected to offer a curated selection of best-selling Playboy apparel and new product introductions including swim and intimates, all with a nod toward the brand's playful DNA. Showfields, which only features the world's most innovative brands, is in the heart of South Beach and has over 14,000 square feet of retail space.

This month, Playboy and X-Girl, a women's streetwear brand based in Japan, launched an eight-piece apparel and accessories collection. The limited-edition capsule consists of oversized tees, polo shirts, camisoles, dresses, bucket hats, and jewelry and is available in X-Girl and XLARGE stores in Japan and online.

In Europe, designer brand John Richmond and Playboy recently introduced a genderless nostalgia capsule, which blends the rock 'n roll aesthetic of John Richmond and logomania of the 90's with the iconic Playboy Rabbit Head logo across t-shirts, sweatshirts, jackets, caps, trousers, and throwback tracksuits.

The Company also released a Spring/Summer 2022 capsule collection named "Symbols of Prestige" with Drake's premium fashion brand, OVO®, which exceeded expectations in consumer demand. The collaboration featured Playboy's iconic bunny and OVO's owl motif as well as vintage Playboy magazine covers on t-shirts, knit sweaters, and accessories such as co-branded bucket hats, a sterling silver charm necklace and playing cards.

The Company also announced a new strategic hire, Connie Chang, a brand licensing veteran who will continue to expand the business across retail, collaboration, and licensing partners. Chang's extensive fashion background most recently includes working for C-Life Group. Prior, Chang worked at Disney Consumer Products, where she worked on a number of well-known Disney properties.

Playboy's growth in strategic partnerships over the past year has resulted in nominations in two categories at the Brands and Lifestyle Awards hosted in the United Kingdom. The award recipients will be announced on Wednesday, April 27 in London.

Categories of Nomination

- Best Brand Licensed Adult Apparel Product or Range - Playboy x Tezenis Collection from Calzedonia
- Best Licensed Lifestyle Brand - Playboy

About PLBY Group, Inc.

PLBY Group, Inc. ("PLBY Group" or the "Company") is a global pleasure and leisure company connecting consumers with products, content, and experiences that help them lead more fulfilling lives. Our flagship consumer brand, [Playboy](https://www.playboy.com), is one of the most recognizable brands in the world, driving billions of dollars annually in global consumer spending with products and content available in approximately 180 countries. Our mission — to create a culture where all people can pursue pleasure — builds upon almost seven decades of creating groundbreaking media and hospitality experiences and fighting for cultural progress rooted in the core values of equality, freedom of expression and the idea that pleasure is a fundamental human right. Learn more at <http://www.plbygroup.com>.

Forward-Looking Statements

This press release includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. The Company's actual results may differ from their expectations, estimates, and projections and, consequently, you should not rely on these forward-looking statements as predictions of future events. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions (or the negative versions of such words or expressions) are intended to identify such forward-looking statements. These forward-looking statements include, without limitation, the Company's expectations with respect to future performance, growth plans and anticipated financial impacts of the Company's acquisitions and commercial collaborations.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from those discussed in the forward-looking statements. Factors that may cause such differences include, but are not limited to: (1) the impact of COVID-19

pandemic on the Company's business or acquired businesses; (2) the inability to maintain the listing of the Company's shares of common stock on Nasdaq; (3) the risk that acquisitions or any proposed transactions disrupt the Company's current plans and/or operations, including the risk that the Company does not complete any such proposed transactions or achieve the expected benefits from them; (4) the ability to recognize the anticipated benefits of acquisitions, commercial collaborations and proposed transactions which may be affected by, among other things, competition, the ability of the Company to grow and manage growth profitably, and retain key employees; (5) costs related to being a public company, acquisitions, commercial collaborations and proposed transactions; (6) changes in applicable laws or regulations; (7) the possibility that the Company may be adversely affected by other economic, business, and/or competitive factors; (8) risks relating to the uncertainty of the projected financial information of the Company; (9) risks related to the organic and inorganic growth of the Company's business and the timing of expected business milestones; and (10) other risks and uncertainties indicated from time to time in the Company's annual report on Form 10-K, including those under "Risk Factors" therein, and in the Company's other filings with the Securities and Exchange Commission. The Company cautions that the foregoing list of factors is not exclusive, and readers should not place undue reliance upon any forward-looking statements, which speak only as of the date which they were made. The Company does not undertake any obligation to update or revise any forward-looking statements to reflect any change in its expectations or any change in events, conditions, or circumstances on which any such statement is based.

Contact:

Investors: investors@plbygroup.com

Media: press@plbygroup.com