



# sequential

brands group

INVESTOR DAY

2016



# sequential

brands group

WILLIAM SWEEDLER

Chairman



# CAUTIONARY STATEMENT CONCERNING FORWARD LOOKING STATEMENTS

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The slide presentation and the accompanying oral presentation contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made as of the date hereof and are based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Our actual results could differ materially from those stated or implied in forward-looking statements. Readers of this presentation should be aware of the speculative nature of “forward looking statements.” Forward looking statements include statements concerning plans, objectives, goals, strategies, expectations, intentions, projections, developments, future events, performance or products, underlying assumptions and other statements that are not historical in nature, including those that include the words “anticipate”, “estimate”, “plan”, “project”, “continuing”, “ongoing”, “target”, “aim” “expect”, “believe”, “intend”, “may”, “will”, “should”, “could”, or the negative of those words and other comparable words, are based on current expectations, estimates and projections about, among other things, annualized revenue, adjusted EBITDA, predictable guaranteed minimum revenues, benefits of net operating losses, free cash flow, leverage, and they are not guarantees of future performance. Whether actual results will conform to expectations and predictions is subject to known and unknown risks and uncertainties, including risks and uncertainties discussed in the reports that Sequential has filed with the Securities and Exchange Commission (the “SEC”) and risks related to Sequential’s ability to successfully integrate and realize the anticipated benefits of its acquisitions; licensees’ ability to fulfill their financial obligations to Sequential; continued market acceptance of Sequential’s brands; Sequential’s ability to identify suitable targets for acquisitions; Sequential’s indebtedness; Sequential’s ability to obtain financing for the acquisitions on commercially reasonable terms; Sequential’s ability to achieve and/or manage growth and to meet target metrics associated with such growth; changes in Sequential’s competitive position or competitive actions by other companies; concentrations of Sequential’s licensing revenues with a limited number of licensees and retail partners; Sequential’s ability to protect its intellectual property; Sequential’s ability to retain key personnel; and other circumstances beyond Sequential’s control. Consequently, all of the forward-looking statements made in this presentation are qualified by these cautionary statements, and there can be no assurance that the actual results anticipated will be realized or, if substantially realized, will have the expected consequences on Sequential’s business or operations. These and other risks are discussed in detail in the periodic reports that Sequential files with the SEC. Except as required by applicable laws, Sequential does not intend to publish updates or revisions of any forward-looking statements it makes to reflect new information, future events or otherwise. Readers should understand that it is not possible to predict or identify all risks and uncertainties to which Sequential may be subject. Consequently, readers should not consider such disclosures to be a complete discussion of all potential risks or uncertainties. This slide presentation includes certain financial projections, which are also forward-looking statements, relating to Sequential and potential acquisitions. The projections are based on a number of assumptions, some of which are set forth in the footnotes and on slide 48. Although the Company believes the assumptions underlying such projections are reasonable, the reasonableness of these assumptions has not been independently passed upon. There can be no assurance that the projections will be realized and the projections may prove incorrect, including, without limitation, as relates to the anticipated aggregate guaranteed minimum royalties expected, retail revenues, total revenues and adjusted EBITDA. Nothing contained in the projections is, or should be relied upon, as a promise or representation as to the future results or prospects of Sequential. This presentation contains certain non-GAAP financial measures. The Company believes the use of non-GAAP measures in addition to GAAP measures is an additional useful method of evaluating its results of operations. The non-GAAP financial measures disclosed should not be considered a substitute for, or superior to, financial measures calculated in accordance with GAAP, and the expected results calculated in accordance with GAAP and reconciliations to those expected results should be carefully evaluated. The non-GAAP financial measures used by the Company may be calculated differently from, and therefore may not be comparable to, similarly titled measures used by other companies. This presentation contains trade names, trademarks and service marks of other companies. We do not intend our use or display of other parties’ trade names, trademarks and service marks to imply a relationship with, or endorsement or sponsorship of, these other parties.





Sequential was founded in 2012  
with the vision to invest in brands  
that consumers are passionate about

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Today we plan to take you through  
why we believe Sequential has a unique  
business model and has long-term  
equity upside potential

**PRIOR TO THAT...**

# ...BUT FIRST, LET'S TALK ABOUT THE CREDIT

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- Over the past year, we believe that misperceptions in the marketplace have adversely impacted SQBG's stock price
- Our perspective is that this is largely driven by Sequential's net leverage
- We believe that Sequential's unique, predictable business model has distinct advantages over typical operating credit risk



# I. GUARANTEED MINIMUM ROYALTIES

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- Sequential has over \$500 Million of Guaranteed Minimum Royalties (“GMRs”)
- This \$500 Million of GMRs provides 80% coverage against our current net debt
- Royalty streams offer predictable cash flow and downside protection
- SQBG’s total licensing income typically exceeds these GMRs
  - In 2015, overages represented ~30% above the base minimums

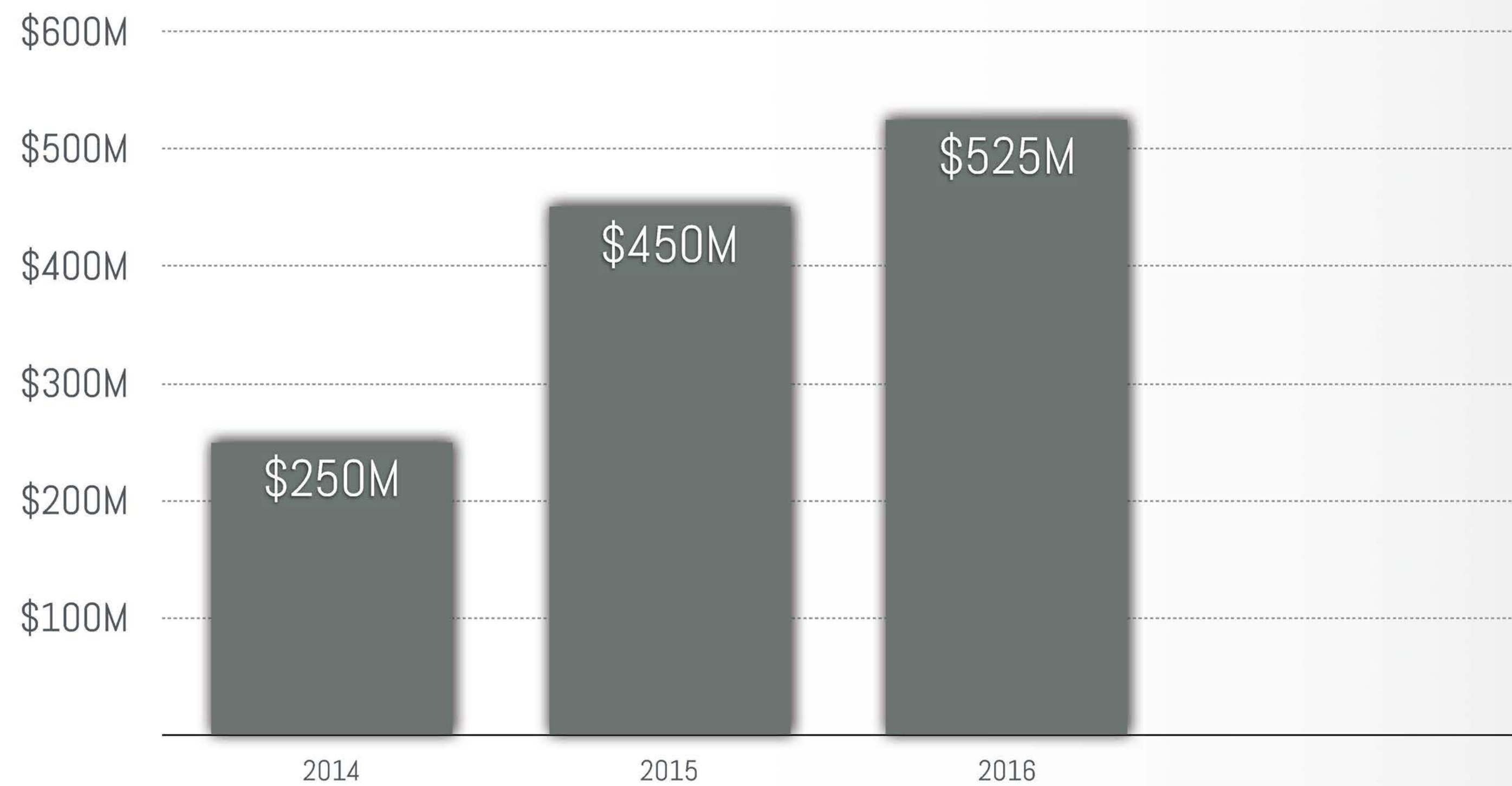


## II. CONSISTENT RENEWALS OF ANNUAL GUARANTEED MINIMUM ROYALTIES

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- Sequential works hard to maintain and grow GMRs each and every year
- We have historically accomplished this through:
  - Renewals
  - Product extensions
  - Channel expansion
  - Geographical growth
- Each year, ~2/3 of Sequential's revenue has been generated from GMRs

# CONSISTENTLY INCREASING AGGREGATE GMRs THROUGH RENEWALS, NEW BUSINESS, AND ACQUISITIONS



Notes:  
Represents remaining aggregate GMRs as of 1/1 for each respective year



### III. DIVERSIFIED BASE OF BEST-IN-CLASS LICENSEES AND BRANDS

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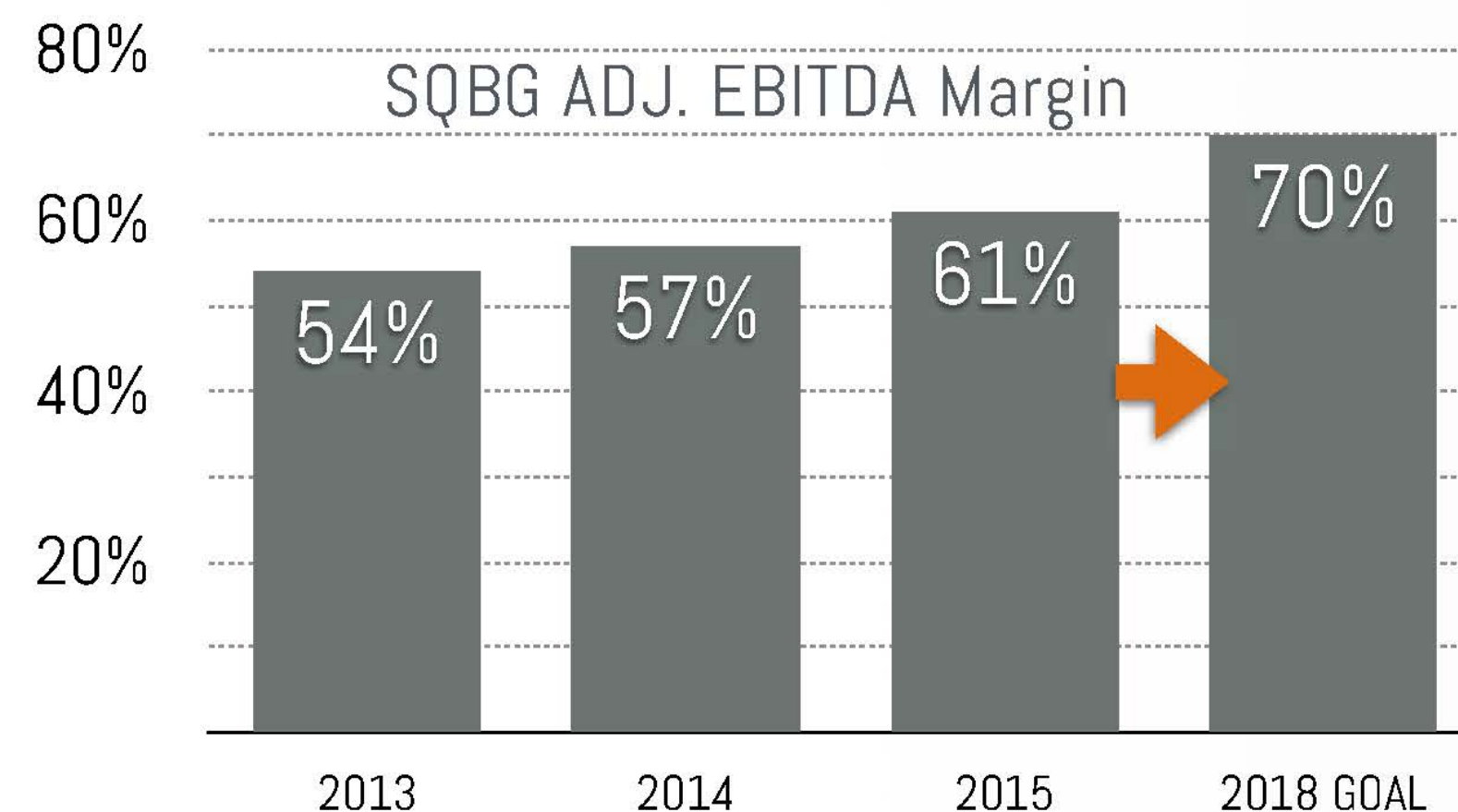
- Sequential has a deep network of >150 best-in-class licensees, including:



- Bad debt expense has averaged <1% of total revenue**
- In aggregate, an incremental **38** new agreements have been executed for all of our brands since their respective acquisition dates
- Diversification across end-consumers, retailers, channels and geographies helps to insulate SQBG from certain macro trends

## IV. INDUSTRY-LEADING EBITDA MARGINS

- Steady, predictable cash flows through the licensing arrangements
- Fixed expenses remain relatively stable on a brand by brand basis
- Historical Adj. EBITDA margins have been ~55% - 60% with the opportunity to drive this to +70%



Notes:  
Adj. EBITDA Margin represents Adj. EBITDA/Revenue  
For a definition of Adj. EBITDA, see page 48.



## V. STRONG ADJ. EBITDA TO FREE CASH FLOW CONVERSION

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- Limited tax, working capital and CapEx requirements expected to facilitate strong free cash flow generation
  - SQBG operating model has limited CapEx, no inventory risk, or warehousing cost
  - SQBG has over \$500 million of NOL's and other tax benefits<sup>(1)</sup>
  - 2018 Goal of <4.0x Net Debt to Adj. EBITDA<sup>(2)</sup>

Notes:

(1) Estimated usable NOLs and amortization of intangibles based on 12/31/15 financials

(2) Based on company 3-Year Plan. For Assumptions see page 46.

For a definition of Adj. EBITDA, see page 48.

Leverage multiple represents Adj. EBITDA/Net Debt

# SUMMARY OF SQBG'S UNIQUE CREDIT ATTRIBUTES

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- I. \$500 Million and Increasing of GMRs
- II. Consistent Annual Renewals
- III. Diversified Base of Licensees and Brands
- IV. Industry leading Adjusted EBITDA Margins
- V. Strong Adjusted EBITDA to Free Cash Flow Conversion

Notes:

Adj. EBITDA Margin represents Adj. EBITDA/Revenue

For a definition of Adj. EBITDA, see page 48.





# GREAT TEAM & LEADERSHIP





# STRONG BOARD





POWERFUL  
BRANDS



**EXCEPTIONAL**  
COMPANY



# sequential

brands group

YEHUDA SHMIDMAN

Chief Executive Officer



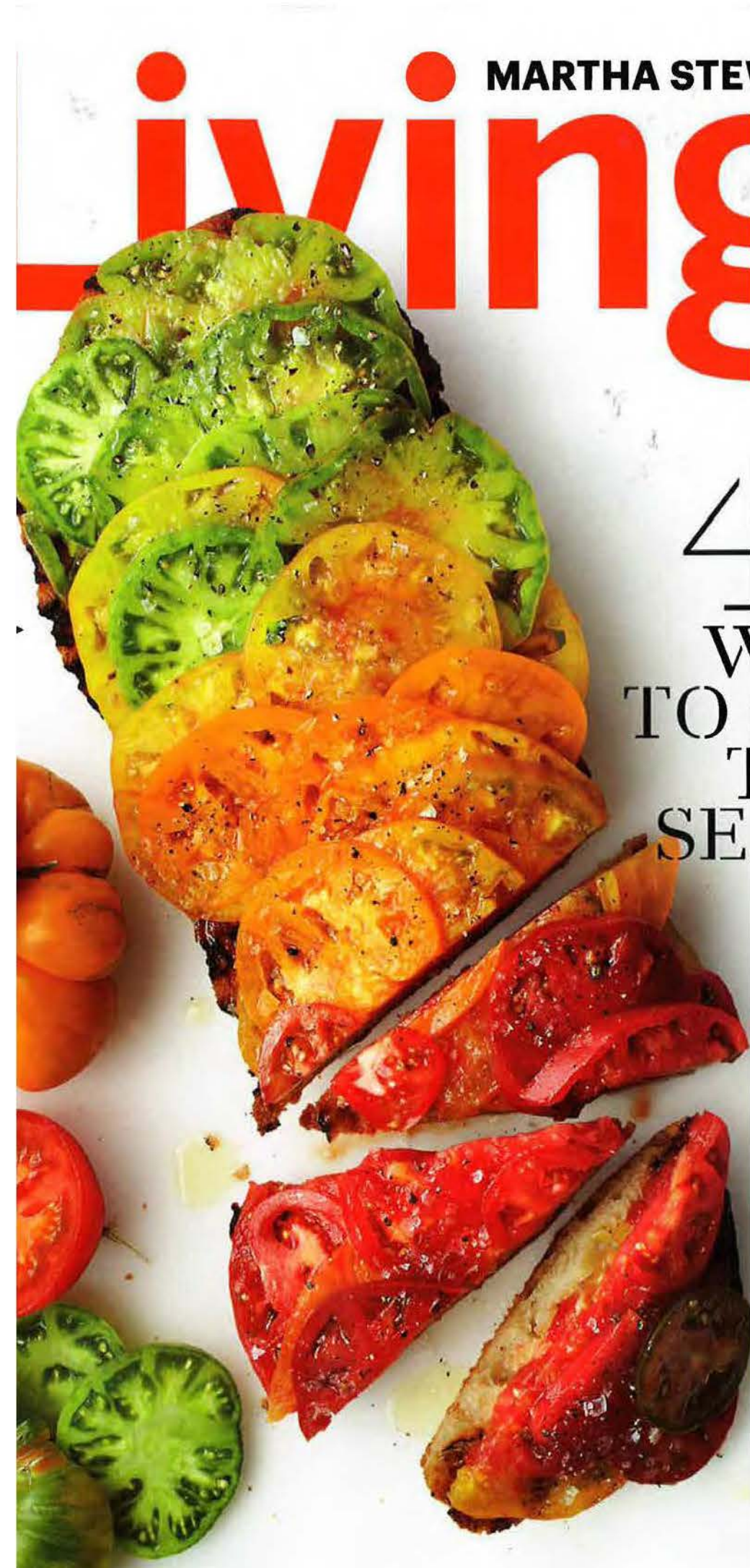


# SQBG VALUE PROPOSITION

Growing Passion Brands  
into Power Brands



# MARTHA STEWART | PASSION



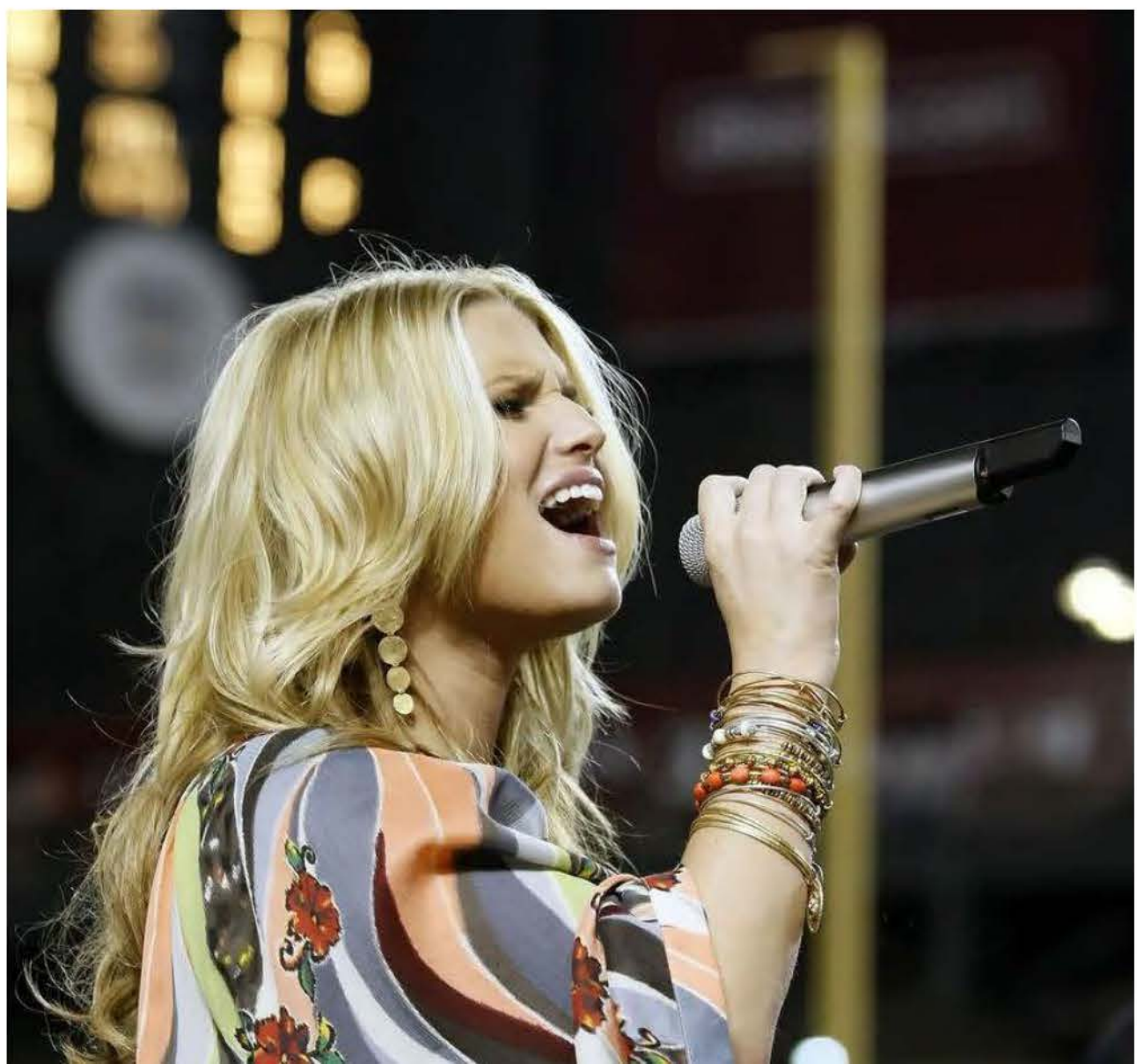


# MARTHA STEWART | PASSION TO POWER





# JESSICA SIMPSON | PASSION





# JESSICA SIMPSON | PASSION TO POWER

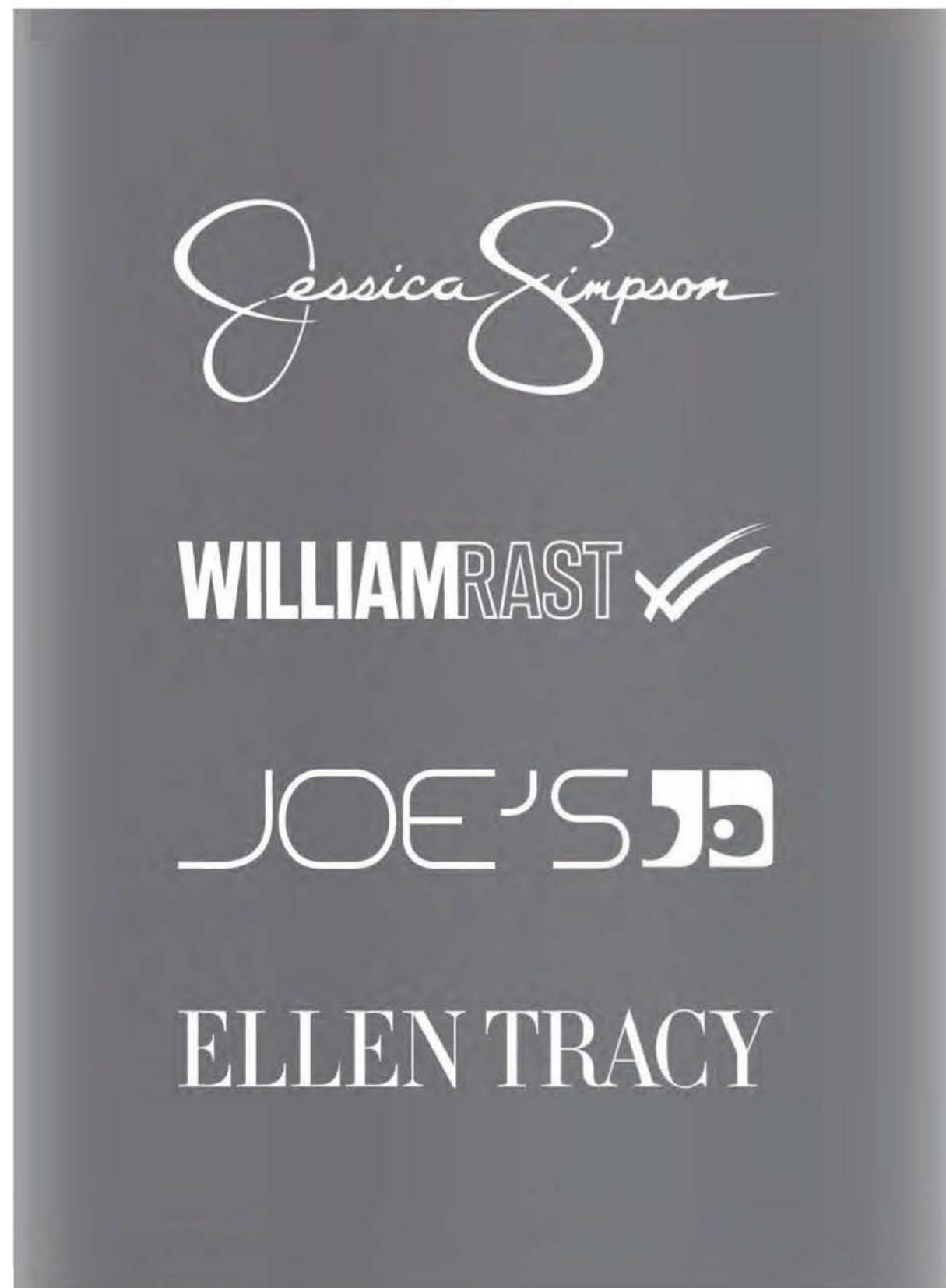




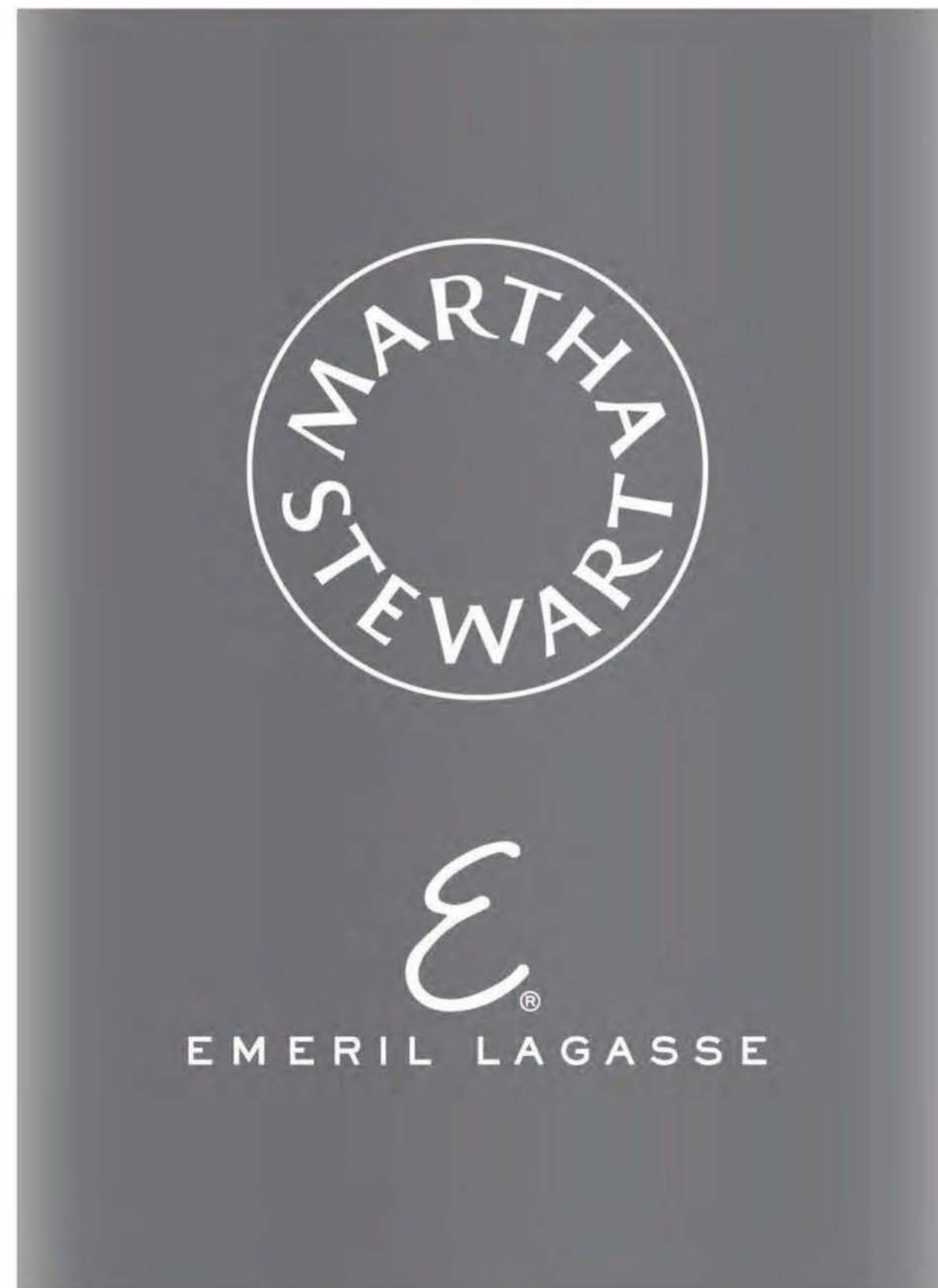
# OUR BRAND VERTICALS

\$4 BILLION IN ANNUAL GLOBAL RETAIL SALES & GROWING

FASHION



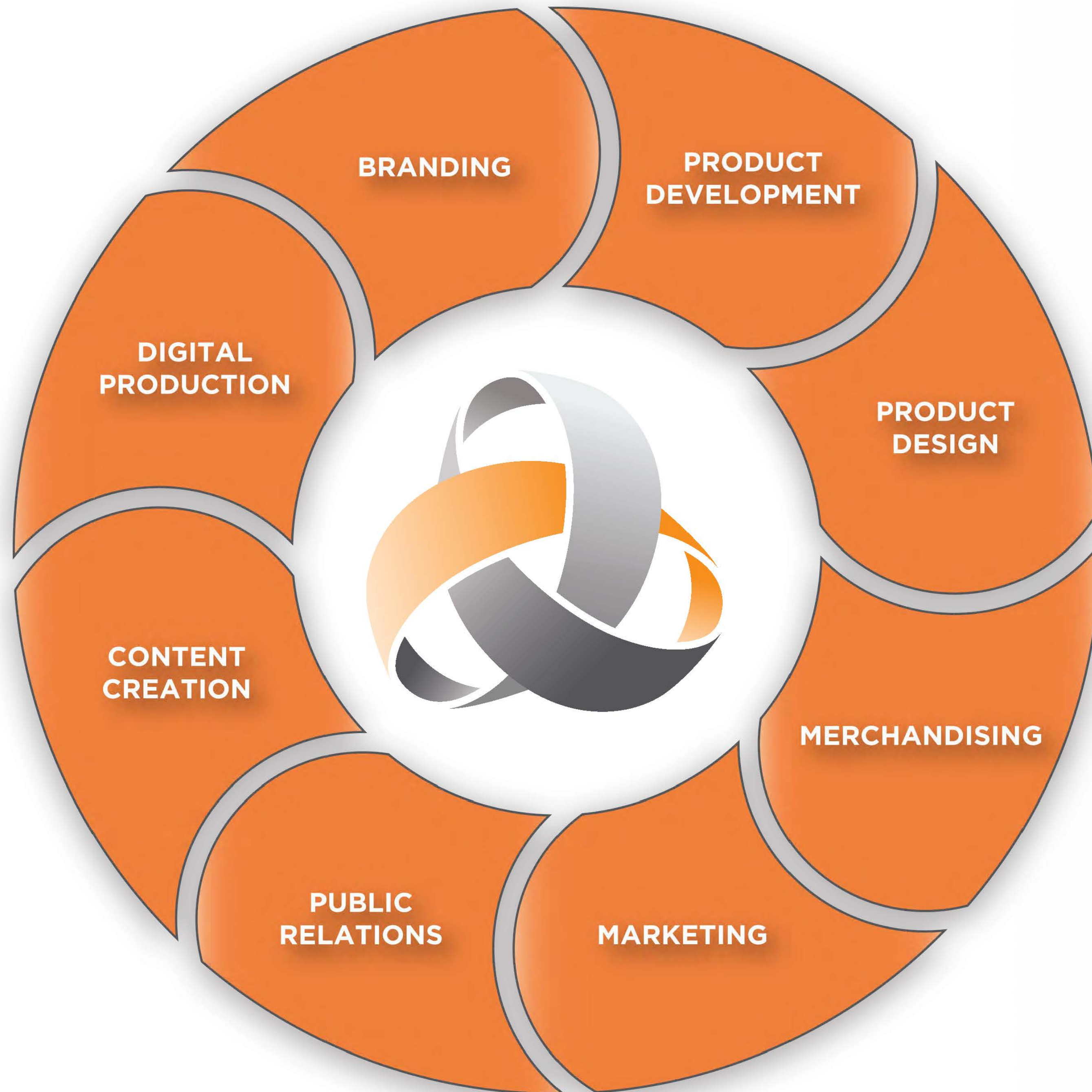
HOME



ACTIVE







the  
**POWER**  
of our  
PLATFORM





key  
**ORGANIC**  
GROWTH  
drivers



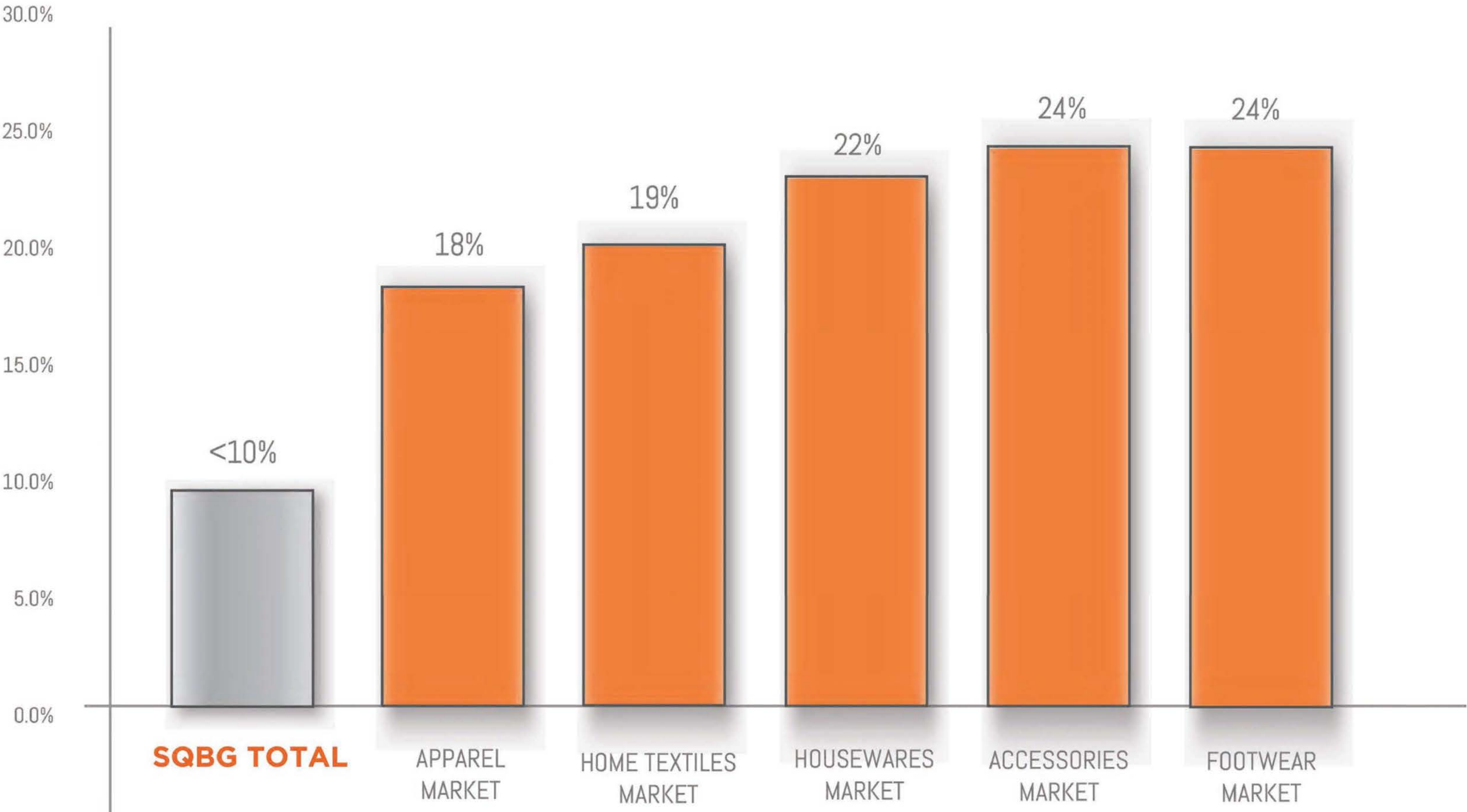


#1 KEY ORGANIC  
GROWTH DRIVER

**DIGITAL**  
COMMERCE



# 2016 E-COMMERCE PENETRATION BY CATEGORY



Notes:  
SOURCE: The NPD Group/Consumer Tracking Service 12 ME March '16





# SQBG OPPORTUNITY

Goal to increase E-Commerce  
penetration to over **15%**

# STRATEGIES FOR INCREASING DIGITAL

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1. Increase marketshare with leading E-Commerce retailers
2. Launch direct E-Commerce businesses
3. Maximize & monetize digital content



# TACTIC 1 | LEVERAGING E-COMMERCE PARTNERSHIPS

**9 OUT OF THE TOP 10  
E-COMMERCE PLAYERS ARE  
EXISTING PARTNERS**

1.  amazon.com

2. Walmart 

3. 

4. 

5. 

6. 

7. 

8. 

9. 

10. NORDSTROM

SOURCE: e-Marketer



# amazon.com OPPORTUNITY

Amazon.com: Eat the World

Amazon Video eat the world

Departments Your Amazon.com Today's Deals Gift Cards & Registry Sell Help

Amazon Video Originals TV Shows Movies Shorts

## Eat the World with Emeril Lagasse

Season 1 Prime ★★★★★

Join the adventure as celebrated chef Emeril Lagasse visits his best friends and biggest chefs in the world. In this season, Emeril visits chef Marcus Samuelsson in Sweden, Mario Batali in Cuba, and Aaron Sanchez in Cuba.

Starring: Emeril Lagasse

Available to watch on supported devices.

Share

Season 1 Prime

1. The New Nordic

Emeril visits chef Marcus Samuelsson in Sweden. Emeril experiences cooking with him, visits his home, and gets a taste of Marcus' globally inspired cuisine.

TV-14 CC Runtime: 29 minutes Release Date: 2010

2. The Shanghai Soup Dumpling

Viewer Discretion Adult Language - Emeril visits chef Mario Batali in Cuba. Emeril experiences cooking with him, visits his home, and gets a taste of Mario's globally inspired cuisine.

TV-MA CC Runtime: 28 minutes Release Date: 2010

3. Modernist Masters

Emeril meets up with chef José Andrés in Spain. While in Barcelona, they receive unprecedented recognition and categorizing the history of modernist cuisine.

Amazon.com: GaiaM

Search

Departments Your Amazon.com Today's Deals Gift Cards & Registry Sell Help

## Gaiam

Shop By Yoga Category

- Yoga Mats
- Yoga Mat Bags & Straps
- Yoga Towels
- Yoga Blocks & Straps
- Yoga For Kids

Shop By Genre

- New Products
- Massage
- Active Sitting & Balance Balls
- Fitness Technology
- DVDs & Instant Video

Shop By Brand

- Gaiam
- Resture
- Sol
- Apparel
- Athletic Yoga

### About GaiaM

Gaiam was created as a lifestyle company with the vision that, given a choice, people would choose a lifestyle that is healthy and life-enhancing, for themselves, their families and the Earth. The GaiaM lifestyle is a vote for individual health as well as the future sustainability of the Earth's resources. GaiaM strives to provide customers with alternatives to traditional products by offering natural or healthy versions that compare with the style, quality and price of conventional products.

Gaiam's goal is to become the trusted source and unifying brand for Lifestyle of Health and Sustainability (LOHAS) participants. They understand that the opportunity to affect people's lives with information and products is both a privilege and a responsibility. GaiaM believes in the concept of Conscious Commerce, the practice of making purchasing decisions based on personal values and beliefs. It takes into consideration all the aspects of our lives and the impact we have upon the planet. Research indicates this concept appeals to approximately 50 million people in the U.S. alone. GaiaM's strategy in delivering the distinctive quality for which they are known is to partner with experts in health/wellness, eco-living and

Amazon.com: Martha Stewart

https://www.amazon.com/s/ref=nb\_sb\_noss?url=search-alias%3Daps&field-keywords=Martha+Stewart

amazon Try Prime

All Martha Stewart

Departments Your Amazon.com Today's Deals Gift Cards & Registry Sell Help

1-16 of 500+ results for "Martha Stewart"

Sort by Relevance

### Martha Stewart on Amazon

Visit the Martha Stewart American Made store or shop her line in Crafts, Cookware and Books. American Made Store | Arts & Crafts | Dining & Cookware | Books

Martha Stewart's Vegetables: Inspired Recipes and Tips for Choosing, Cooking, and Enjoying the Freshest Seasonal Flavors Sep 6, 2016

by Editors of Martha Stewart Living

Hardcover \$21.28 \$29.99 Prime Get it by Tomorrow, Sep 21

More Buying Choices \$14.41 used & new (60 offers)

Kindle Edition \$15.99

FREE Shipping on eligible orders See Details

Books: See all 2,079 items

### Amazon's Martha Stewart Page

Martha Stewart is the author of dozens of bestselling books on cooking, entertaining, homekeeping, gardening, weddings, and decorating. She is the host of The Martha Stewart Show, the Emmy-winning daily syndicated television program, and founder of Martha. More about Martha Stewart

Bestselling Books: Martha Stewart's Homekeeping Handbook: The Essential Guide to Caring for Everything in Your Home, Martha Stewart's Cooking School: Lessons and Recipes for the Home Cook, Martha Stewart's Baking Handbook.

### Martha Stewart Crafts Scoring Board and Envelope Tool Jul 28, 2013

by Martha Stewart Crafts

\$18.62 Prime Get it by Tomorrow, Sep 21

More Buying Choices \$16.99 new (17 offers) \$15.36 used (4 offers)

★★★★★ 790

FREE Shipping on eligible orders See Details

Product Features

- ... attention to detail, and how-to expertise of Martha signature style ...

Arts, Crafts & Sewing: See all 2,782 items

### Martha Stewart's Cooking School: Lessons and Recipes for the Home Cook Oct 21, 2008

by Martha Stewart

Hardcover \$25.00 \$45.00 Prime

★★★★★ 360

### Jessica Simpson

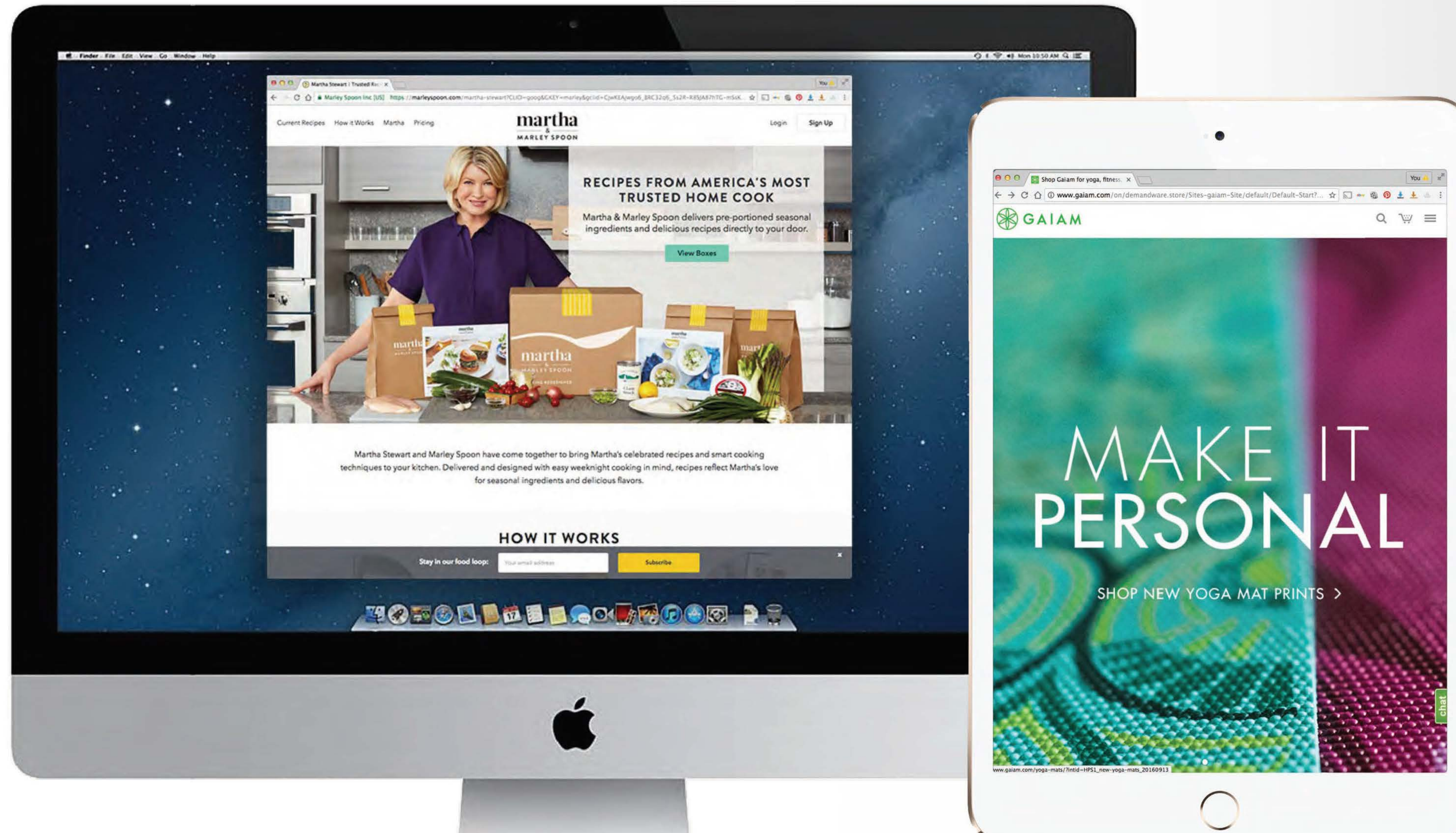
is inspired and designed in collaboration with Jessica Simpson. The products celebrate her iconic, American image that is fashion-forward, accessible, comfortable and timeless. My clothing to be accessible and fun. I want women and girls to feel comfortable and confident wearing my products.\* The Jessica Simpson brand captures the depth and personality and persona, style and talents, fully realizing the rich opportunity for a new American lifestyle brand.

Women's

- Jessica Simpson Women's Madien Ballet... \$74.95 - \$79.00
- Jessica Simpson Women's Camba Dress Pump \$89.00
- Jessica Simpson Women's Naidine Dress... \$98.00
- Jessica Simpson Women's Metallic... \$128.00
- Jessica Simpson Women's Cynessa Dress... \$87.99 - \$109.95

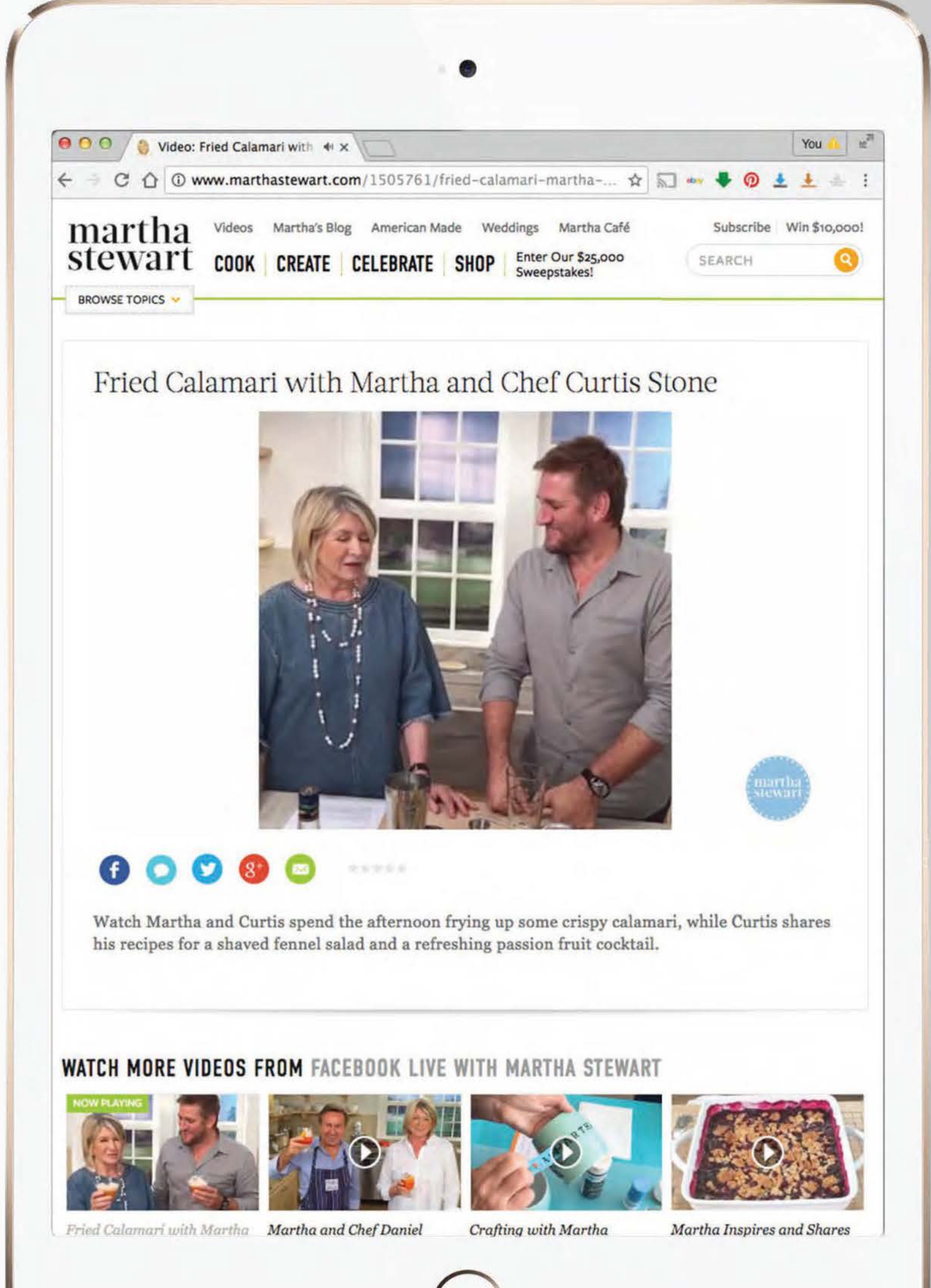


# TACTIC 2 | PURE PLAY E-COMMERCE MODEL

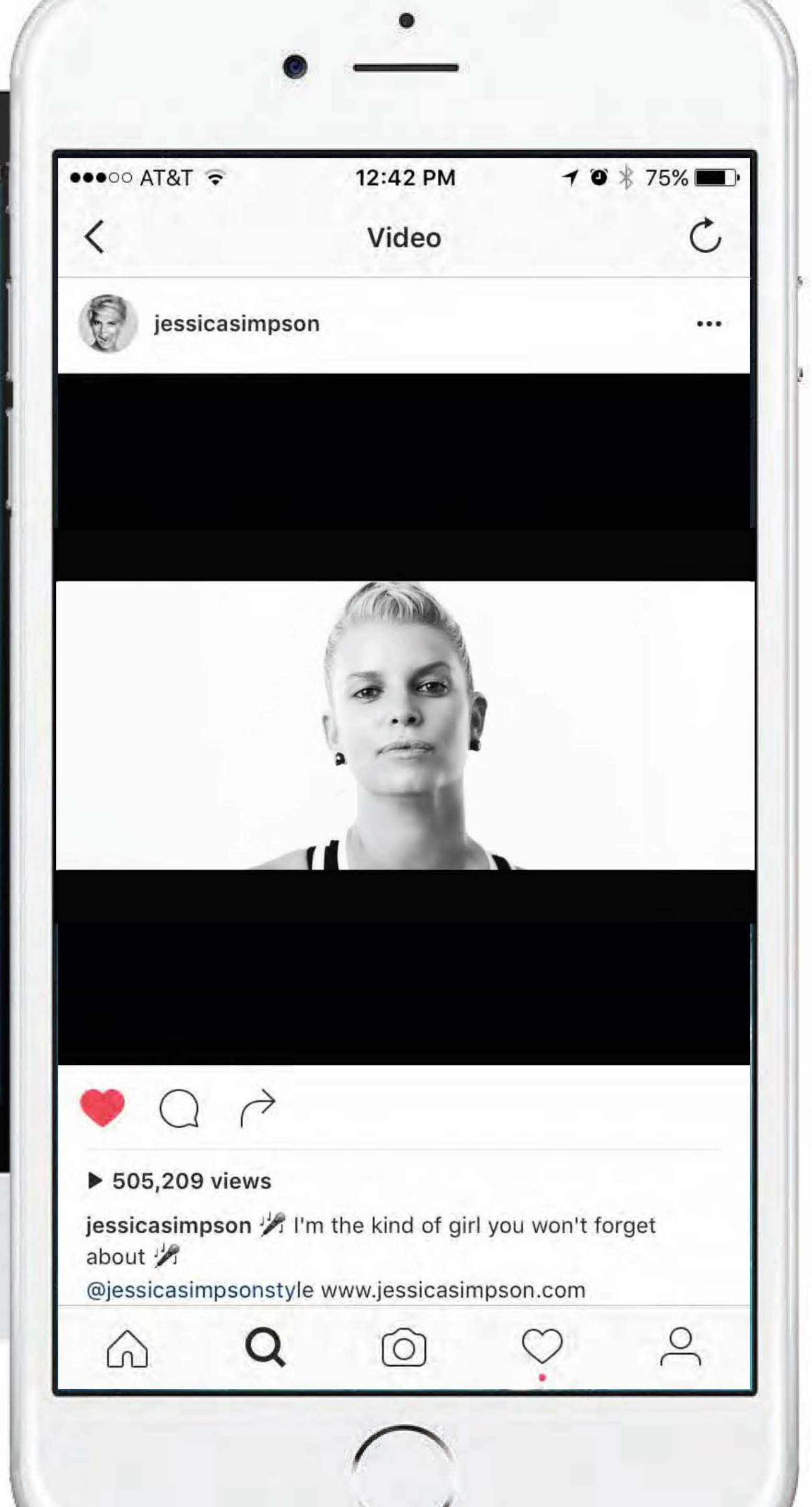




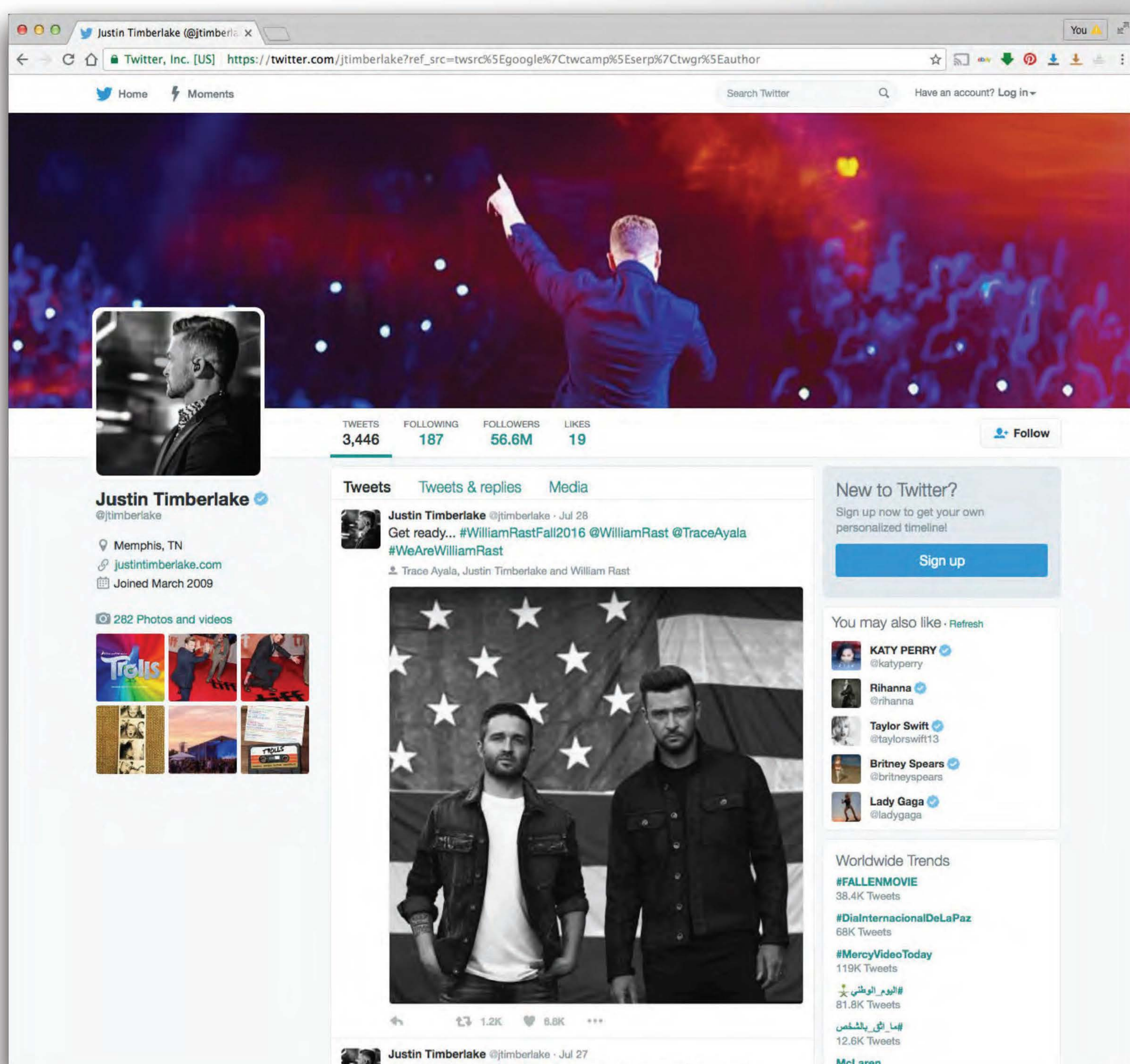
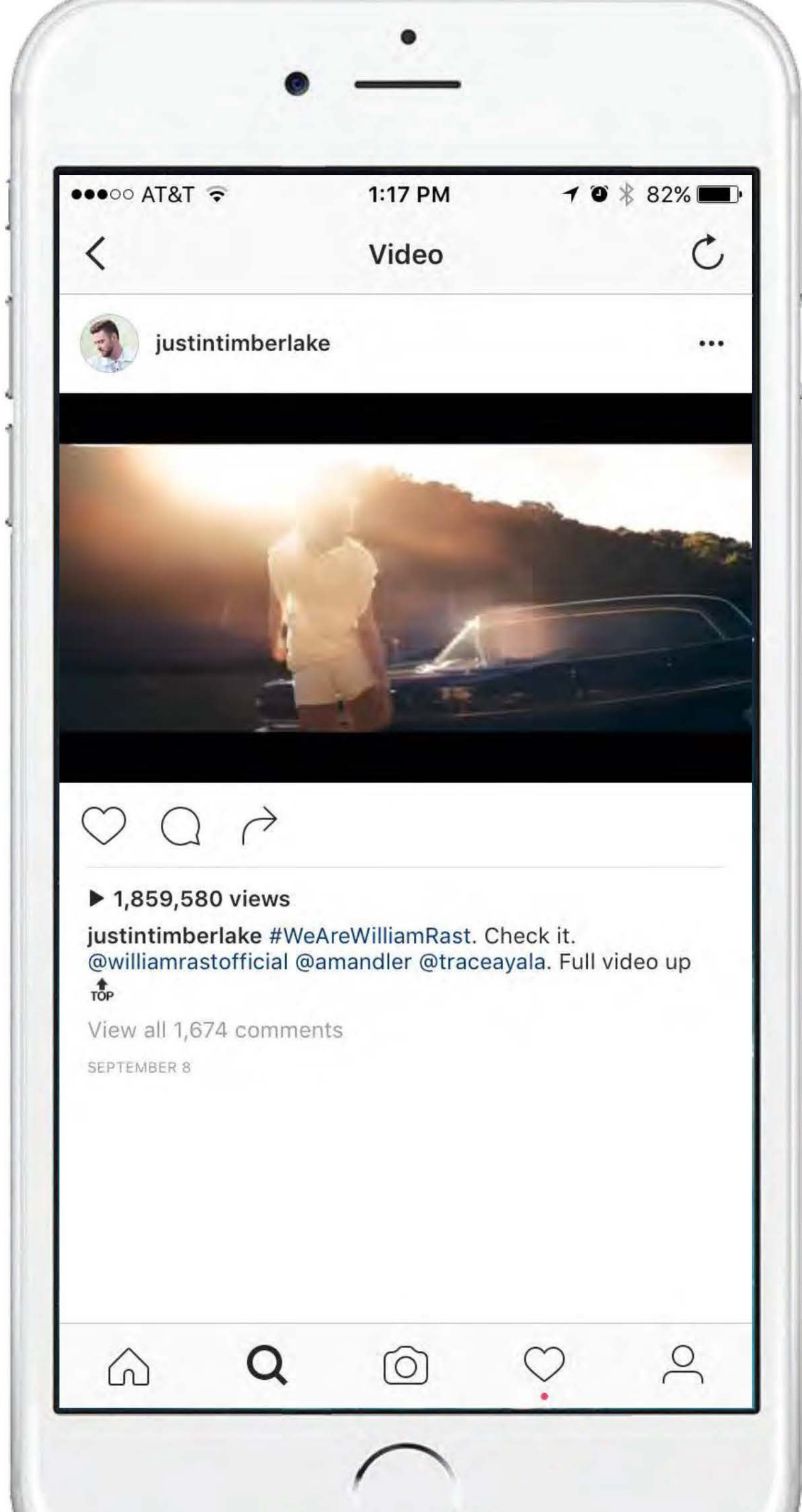
# TACTIC 3 | MAXIMIZING OUR BRANDS' DIGITAL ASSETS















#2 KEY ORGANIC  
GROWTH DRIVER

**INTERNATIONAL**  
EXPANSION



# KEY ORGANIC GROWTH DRIVER #2 | INTERNATIONAL

GOAL TO INCREASE INTERNATIONAL PENETRATION TO OVER 15%

SQBG

<10%

PEER GROUPS' AVERAGE

33%

Notes:  
SOURCE: Peer Group Company Filings



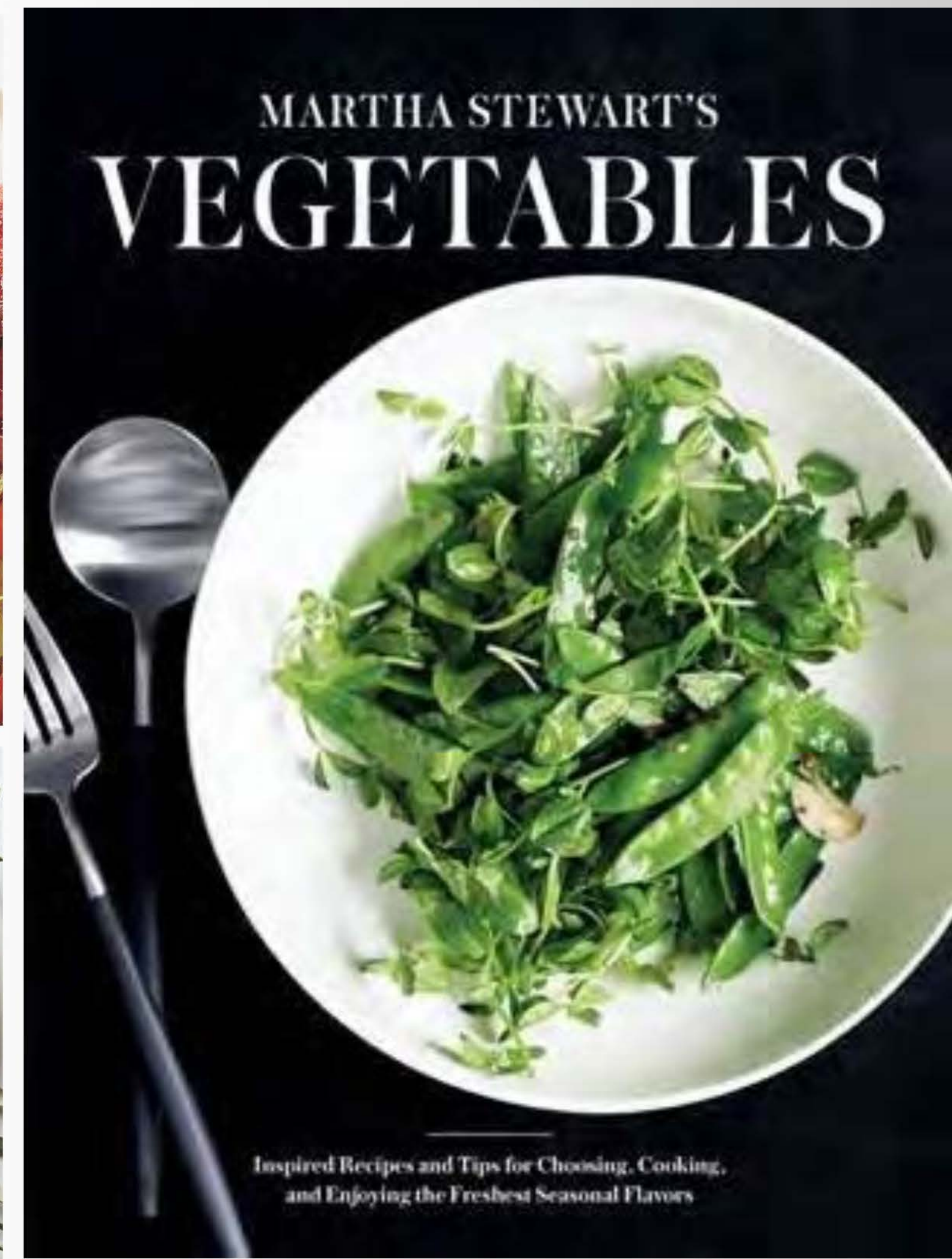


#3 KEY ORGANIC  
GROWTH DRIVER

**NEW**  
CATEGORIES



# KEY ORGANIC GROWTH DRIVER #3 | NEW CATEGORIES





# OUR TRACK RECORD | NEW CATEGORIES



Cold Weather Accessories  
Socks  
Backpacks/Bags  
Kid's Apparel  
Fitness Accessories



Basketballs  
Socks  
Sandals  
Underwear  
Team Uniforms



Handbags  
Sunglasses  
Footwear



Activewear  
Active Sneakers  
Baby Apparel  
Tween Legwear



Meal-Kit Delivery  
Home Fragrances





#4 KEY ORGANIC  
GROWTH DRIVER

**OPTIMIZE**  
DISTRIBUTION



amazon.com

★ macy's

BED BATH &  
**BEYOND**

Walmart 

NORDSTROM

*Saks  
Fifth  
Avenue*

**COSTCO**  
WHOLESALE

*Neiman Marcus*

*Walgreens*

bloomingdale's

HSN

QVC

THE  
HOME  
DEPOT

TARGET

Publix

T.J. maxx

*Wendy's*

WHOLE  
FOODS  
MARKET

**KOHL'S**  
expect great things

belk

Sam's  
CLUB

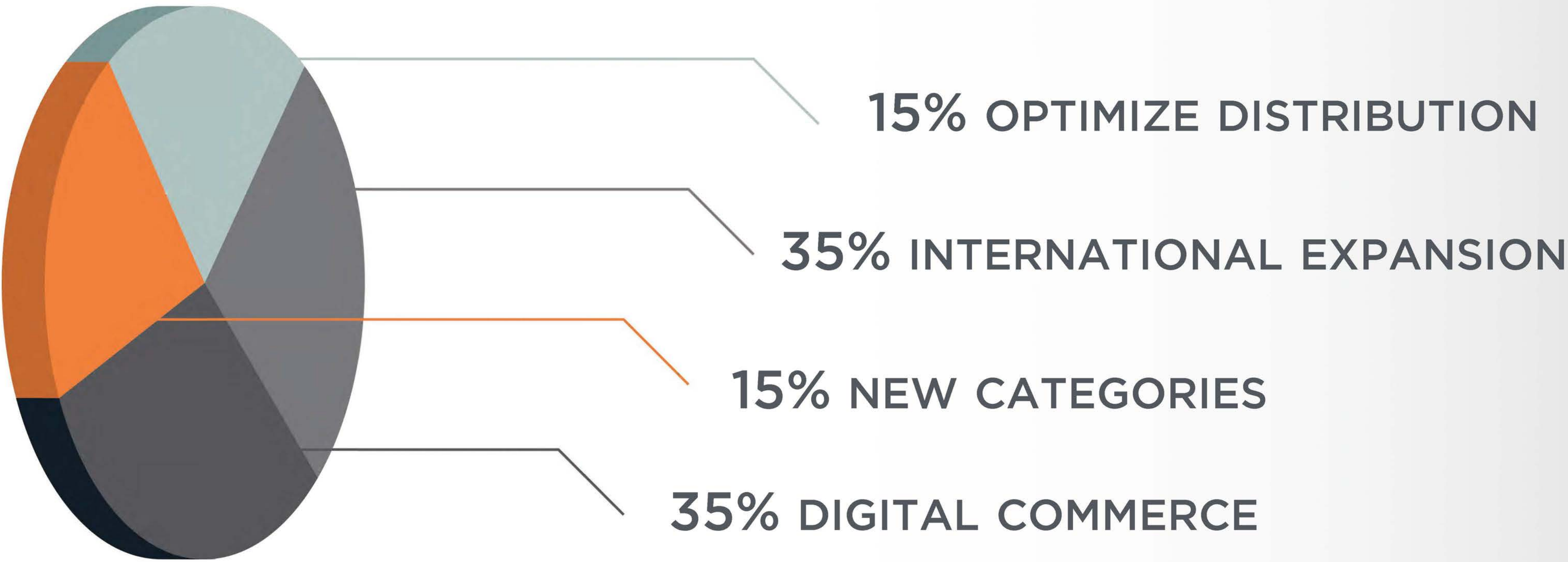
Kroger

OPTIMIZE  
**DISTRIBUTION**  
THROUGH  
BEST-IN-CLASS  
RETAILERS



# ORGANIC GROWTH COMPONENT SUMMARY

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Notes:  
For illustrative purposes only, the above is not intended to be guidance.





# FINANCIALS



# BUSINESS MODEL ADVANTAGES

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- Steady, diversified and predictable cash flows (\$500M+ GMRs)
- Minimal fixed overhead
- Strong Adjusted EBITDA margins (55-60%)
- Limited tax, working capital, and CapEx
- \$500M+ of available NOLs and other tax benefits
- 80% of Net Debt Currently Guaranteed with GMRs

Notes:

For a definition of Adj. EBITDA, see page 48.

Estimated usable NOLs and amortization of intangibles based on 12/31/15 financials



# DETAILED 3 YEAR PLAN

2015		2018 GOAL
>\$2B	RETAIL SALES	\$6B
\$88M	REVENUE	\$250M
<10%	DIGITAL	15%
<10%	INTERNATIONAL	15%
\$53M	ADJUSTED EBITDA	\$175M
N/A	FREE CASH FLOW	\$120M+
>5.0x	NET LEVERAGE RATIO	<4.0x

ASSUMPTIONS  
Mid-high single digit organic growth  
1-3 new brand acquisitions each year  
Acquire brands through combination of debt+equity  
Each brand acquired operates at ~80% stand alone Adj.EBITDA margin  
For a definition of Adj. EBITDA, see page 48.  
Company did not disclose FCF in 2015.



# MULTIPLE LEVERS TO DRIVE EQUITY VALUE FOR SHAREHOLDERS

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**ORGANIC  
G R O W T H  
OF BRANDS**

## **BALANCE SHEET**

De-Leveraging & Long-Term  
Opportunity to Bring Down  
Cost of Capital with Scale

CONTINUE TO ADD ADDITIONAL BRANDS VIA ACQUISITION



# RECONCILIATION OF NET (LOSS) INCOME TO ADJUSTED EBITDA

(In Thousands)				
(Unaudited)				
For the year ending December 31				
	2013	2014	2015	2018P
GAAP net (loss) income	\$ (17,974)	\$(1,068)	\$ (2,871)	\$ 74,035
Adjustments:				
Provision for (benefit from) income taxes	1,849	2,936	(1,357)	39,865
Interest expense, net	15,589	9,746	29,725	44,700
Non-cash compensation	1,118	2,184	6,397	12,100
Depreciation and amortization	598	1,107	1,893	4,300
Restructuring costs	-	-	8,717	-
Acquisition-related costs (a)	4,856	7,689	10,778	-
Gain on sale of <i>People's Liberation</i> brand (b)	-	-	(700)	-
<i>Revo</i> purchase price adjustment (c)	-	-	1,295	-
Galaxy Brand Holdings, Inc. purchase price adjustment (d)	-	-	(433)	-
Discontinued Operations	6,244	-	-	-
Brand Matter LLC purchase price adjustment (e)	-	550	-	-
Write-off of JCP fixturing (f)	-	900	-	-
	30,254	25,112	56,315	100,965
Adjusted EBITDA (1)	\$12,280	\$24,044	\$ 53,444	\$ 175,000

(1) Adjusted EBITDA is defined as net (loss) income, excluding interest income or expense income taxes, depreciation and amortization, restructuring costs, discontinued operations acquisition related costs, non-cash compensation, gain on sale of *People's Liberation* brand, MSLO Shareholder and pre-acquisition litigation costs, write-off of JCP fixturing and Brand Matter LLC purchase price adjustment. Management uses Adjusted EBITDA as a measure of operating performance to assist in comparing performance from period to period on a consistent basis and to identify business trends relating to the Company's financial condition and results of operations.

(a) Represents acquisition-related costs including legal, advisory and accounting services that are not representative of the Company's day-to-day licensing business.

(b) Represents the gain on sale of the *People's Liberation* brand recorded during the first fiscal quarter of 2015.

(c) Represents the write-off of a receivable related to estimated inventory acquired and sold to a third-party during the acquisition of the *Revo* brand in 2013.

(d) Represents the write-off of acquired estimated liabilities assumed during the acquisition of Galaxy Brand Holdings, Inc. during 2014.

(e) Represents the settlement and legal costs related to a pre-acquisition litigation matter in which Brand Matter LLC was named as an affiliate.

(f) Represents the write-off of JC Penney fixtures for the William Rast business that terminated June 30, 2014 and relaunched exclusively with Lord & Taylor in Fall 2014.



# RECONCILIATION OF FREE CASH FLOW

(In Thousands)	
	2018
Net cash provide by operating activities	\$121.0
Capital expenditures	(1.0)
Free Cash Flow	\$120.0

ASSUMPTIONS  
Based on company 3-Year Plan  
Mid-high single digit organic growth  
1-3 new brand acquisitions each year  
Acquire brands through combination of debt+equity  
Each brand acquired operates at ~80% stand alone Adj.EBITDA margin  
For a definition of Adj. EBITDA, see page 48.  
Company did not disclose FCF in 2015.





# Martha Stewart

GLOBAL HOME ICON







**1972** Started a catering business



**1982** Published my first book



**1991** Martha Stewart Living magazine launched



**1993** First TV show, "Martha Stewart Living"



**1996** Founded Martha Stewart Living Omnimedia; designed and built corporate offices in New York



**1997** Launched Martha Stewart Everyday at Kmart



**1999** Took company public on New York Stock Exchange



**2005** Launched live "Martha Stewart Show", a daily lifestyle show



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# THE MARTHA STEWART BRAND

- » Mission: to teach and inspire people to make their homes and lives more beautiful, more functional, and more meaningful
- » Over \$21 billion in sales since founding—over \$10 billion in the last 10 years alone
- » More than 70 million households in America have purchased Martha Stewart products





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# COOKING

*23,469 recipes on marthastewart.com*

- » Published more cookbooks (63) than any other American author!
- » We've created tens of thousands of carefully tested recipes and how-to videos
- » I love to bring these wonderful recipes to families and share my techniques for simpler, healthier cooking





# martha

&

## MARLEY SPOON





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# ENTERTAINING

*sold 2 million dinner plates and 400,000  
cake stands at Macy's*

» The Martha Stewart brand has become synonymous  
with stylish and practical entertaining





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# CELEBRATING

*sold \$300M in holiday decorations at Home Depot, \$20M at Michaels, and \$633M at Kmart*

» Martha Stewart helps consumers celebrate birthdays, holidays, important milestones, and rites of passage





# CRAFTING

- » Martha Stewart Crafts™ products have been sold in more than 40 countries
  - » Sold over 40 million paper punches and 17 million bottles of glitter!
- 









# DECORATING

*created more than 1,500 paint colors for the home*

» I've decorated many homes and have created beautiful products including furniture, bedding and bath, decorative housewares, and paint





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# HOMEKEEPING

*“how to fold a fitted sheet” video has nearly 2 million YouTube views*

- » In 2006, published a 750-page reference book for home care, *Martha Stewart’s Homekeeping Handbook*, which is used by millions of homemakers and homekeepers
- » My parents taught me how to maintain a home and everything in it





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# PETKEEPING

*my working farm has more than 260 animals*

» My chow chow, Ghenghis Khan, won Best of Breed at the 2012 Westminster Kennel Club Dog Show. His father Paw Paw won 3 years earlier





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# WEDDINGS

*published 89 regular and special issues*

» *Martha Stewart Weddings* is America's #1 bridal magazine since 2006



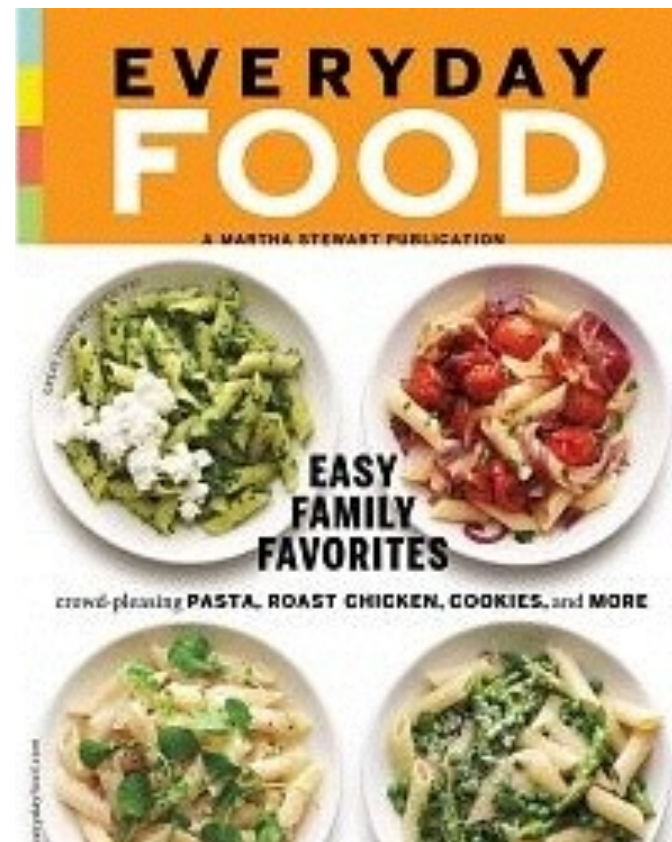




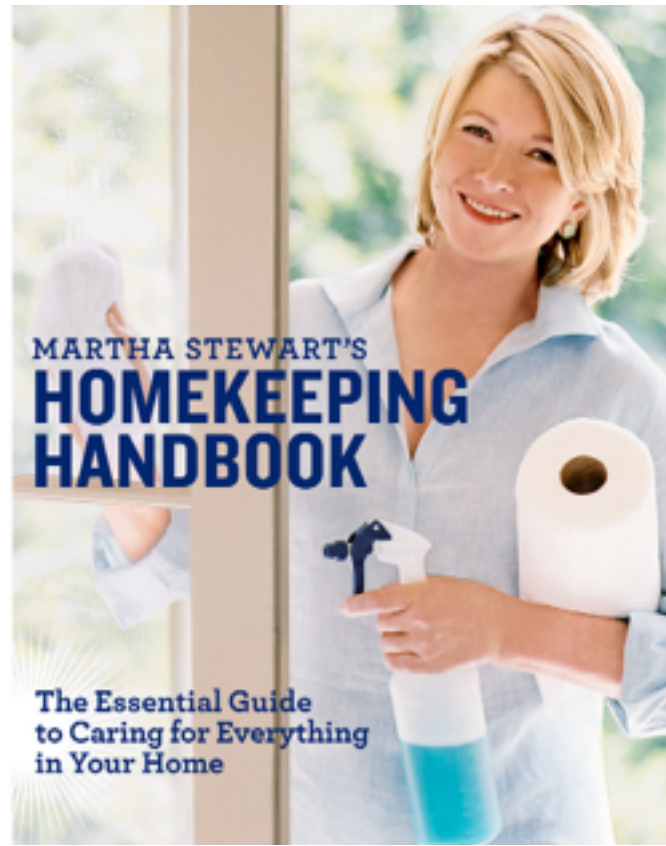
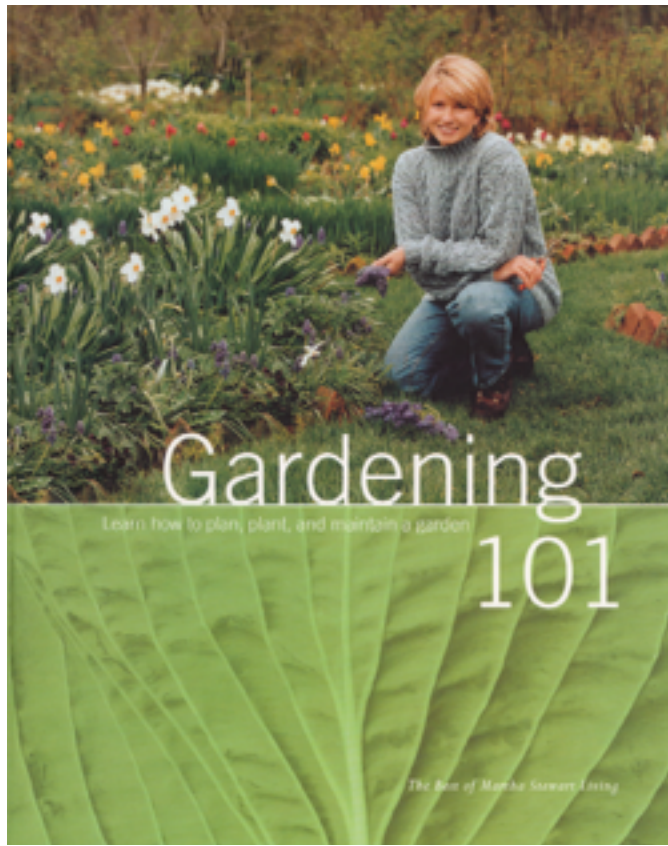
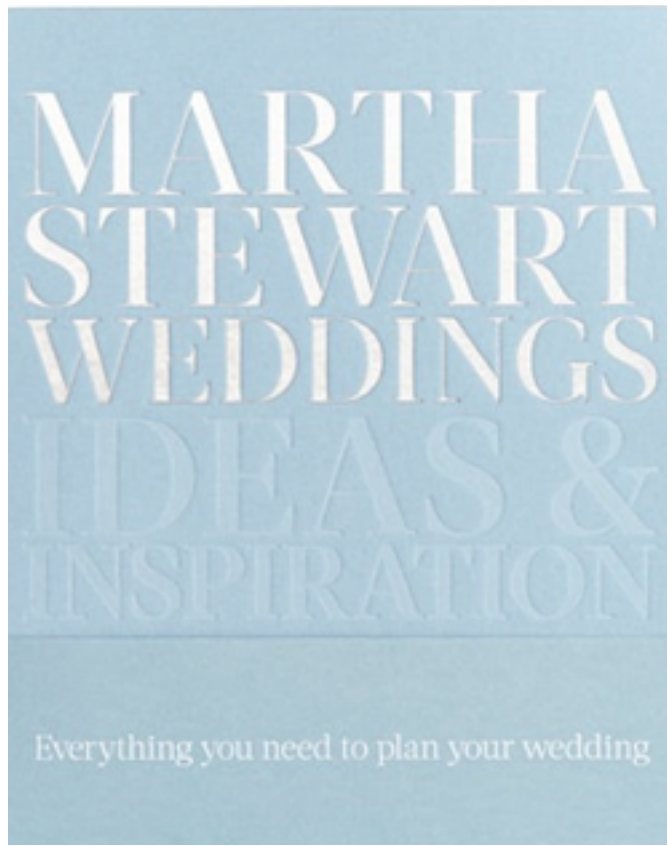
# MAGAZINES

*60 million consumers every month*

- » Distributed in 48 countries
- » Martha Stewart Living - Winner 2013 ASME General Excellence Award
- » 684 total magazine issues published



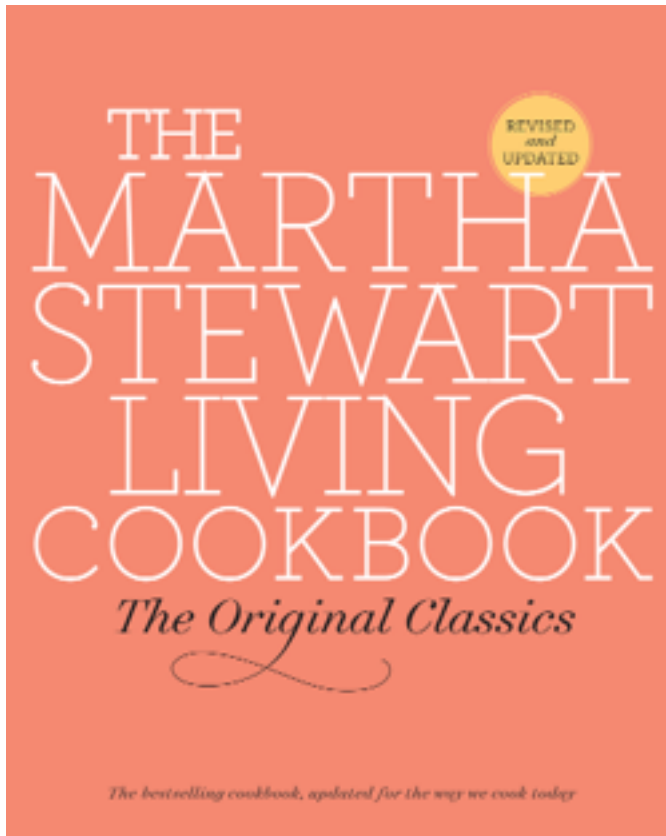
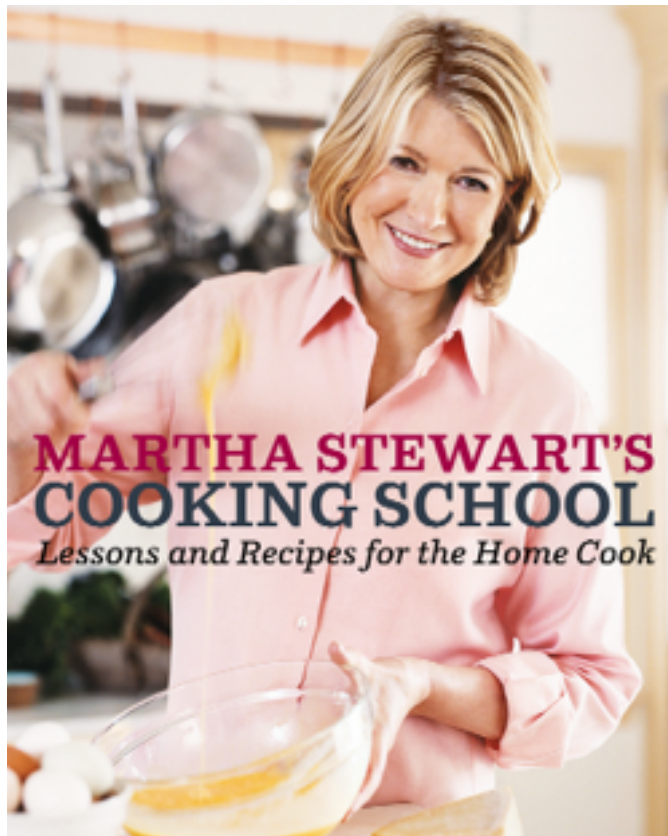




# BOOKS

*20 million sold*

- » 87 books published since 1982, 31 best sellers
- » 63 cookbooks, 8 crafts books, 6 decorating books, 5 wedding books, 4 gardening books, 1 business book
- » 42 books published internationally in 15 languages





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# TV & RADIO

*produced 2,605 television broadcasts*

- » Shows have combined to win 19 Emmy® Awards and 80 nominations
- » The first lifestyle brand to have 24-hour radio programming





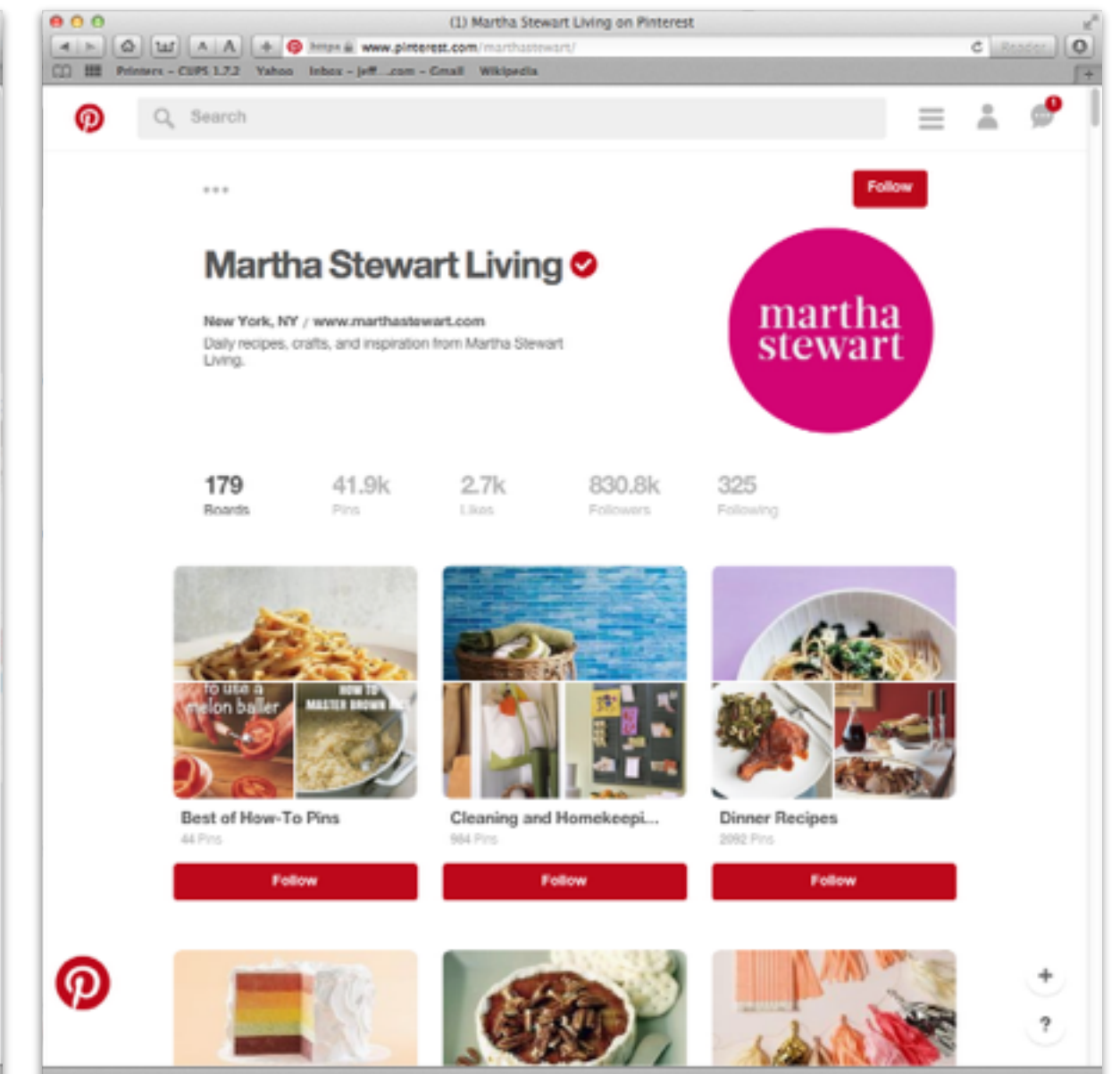
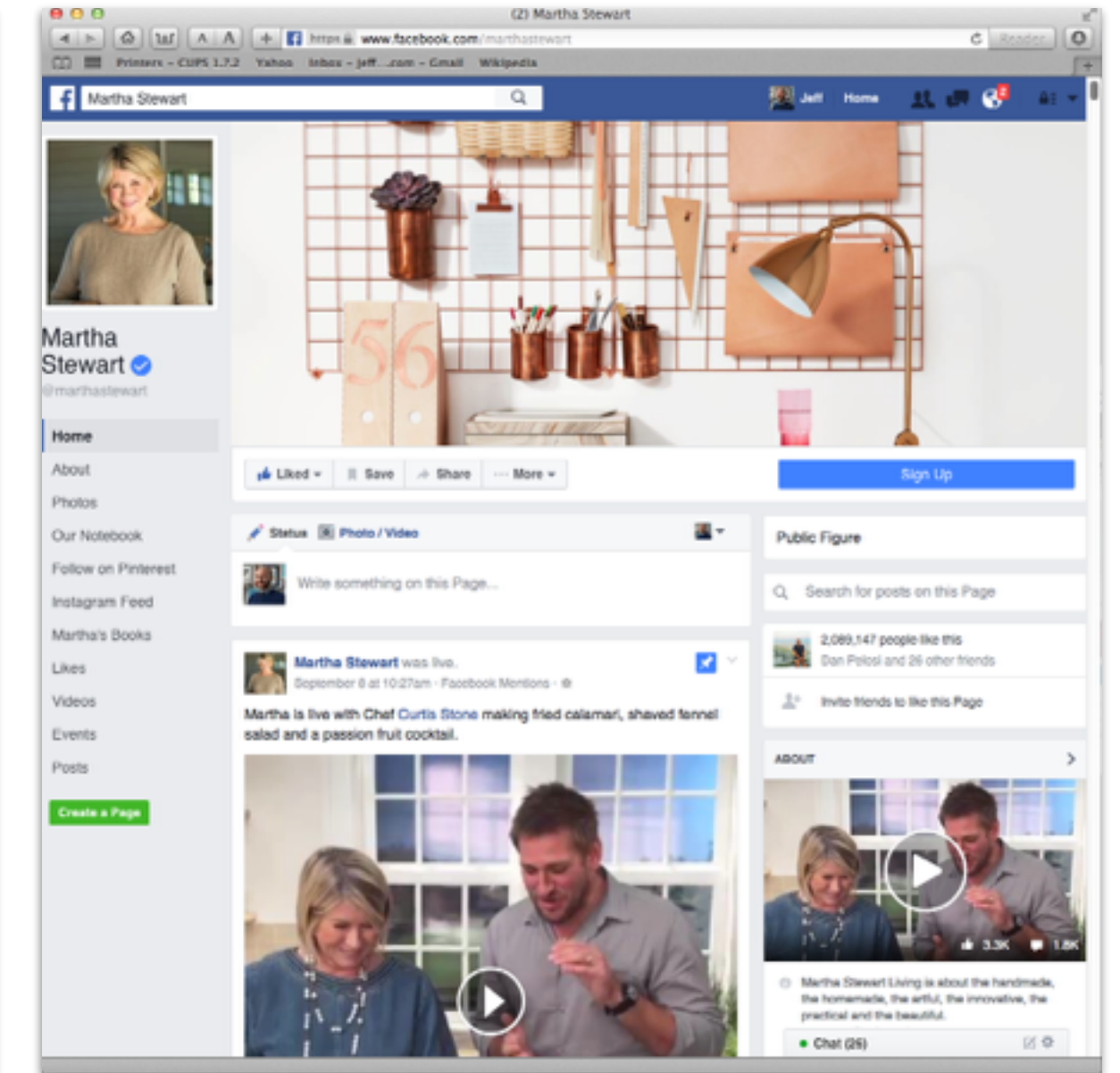
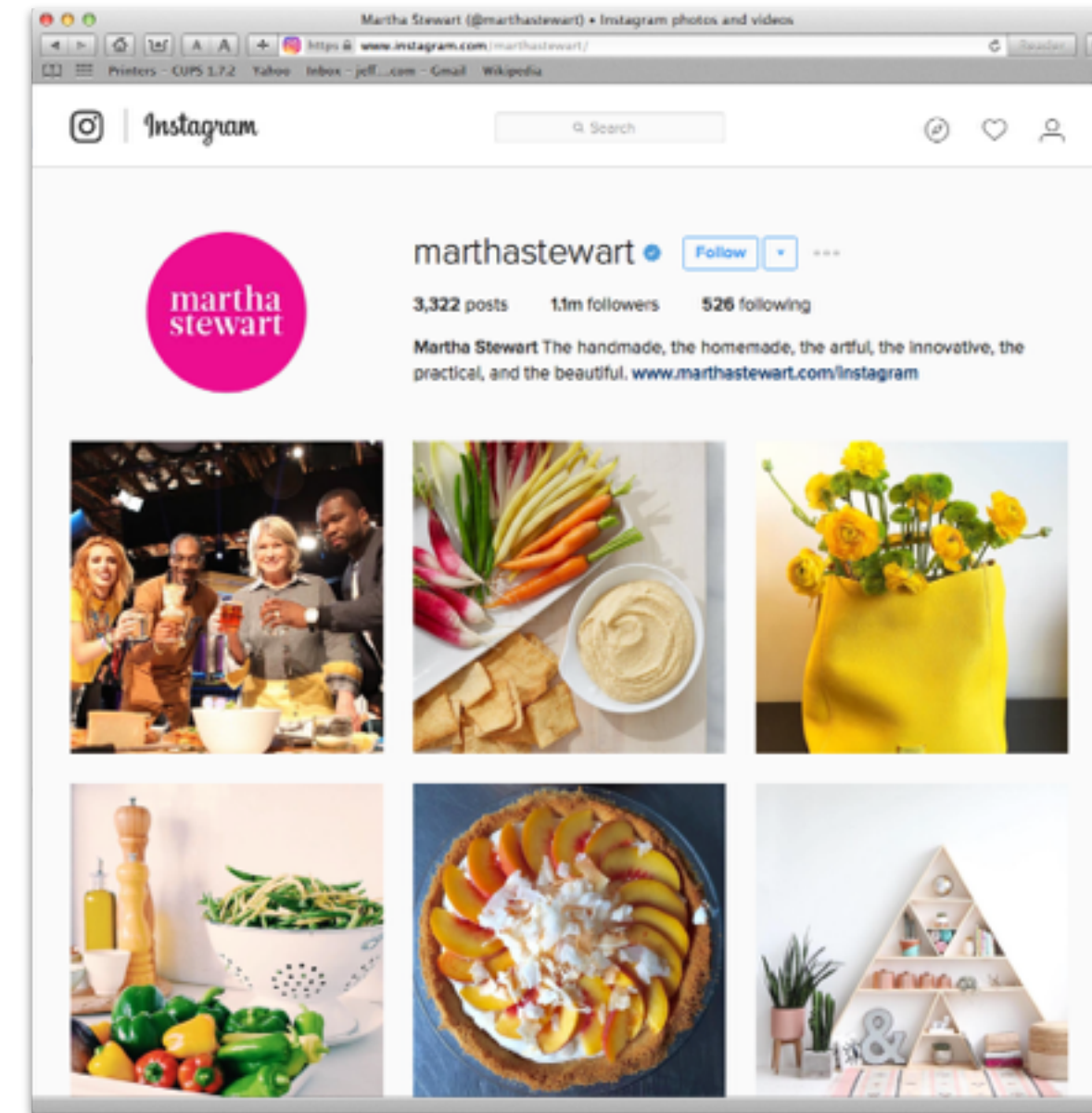




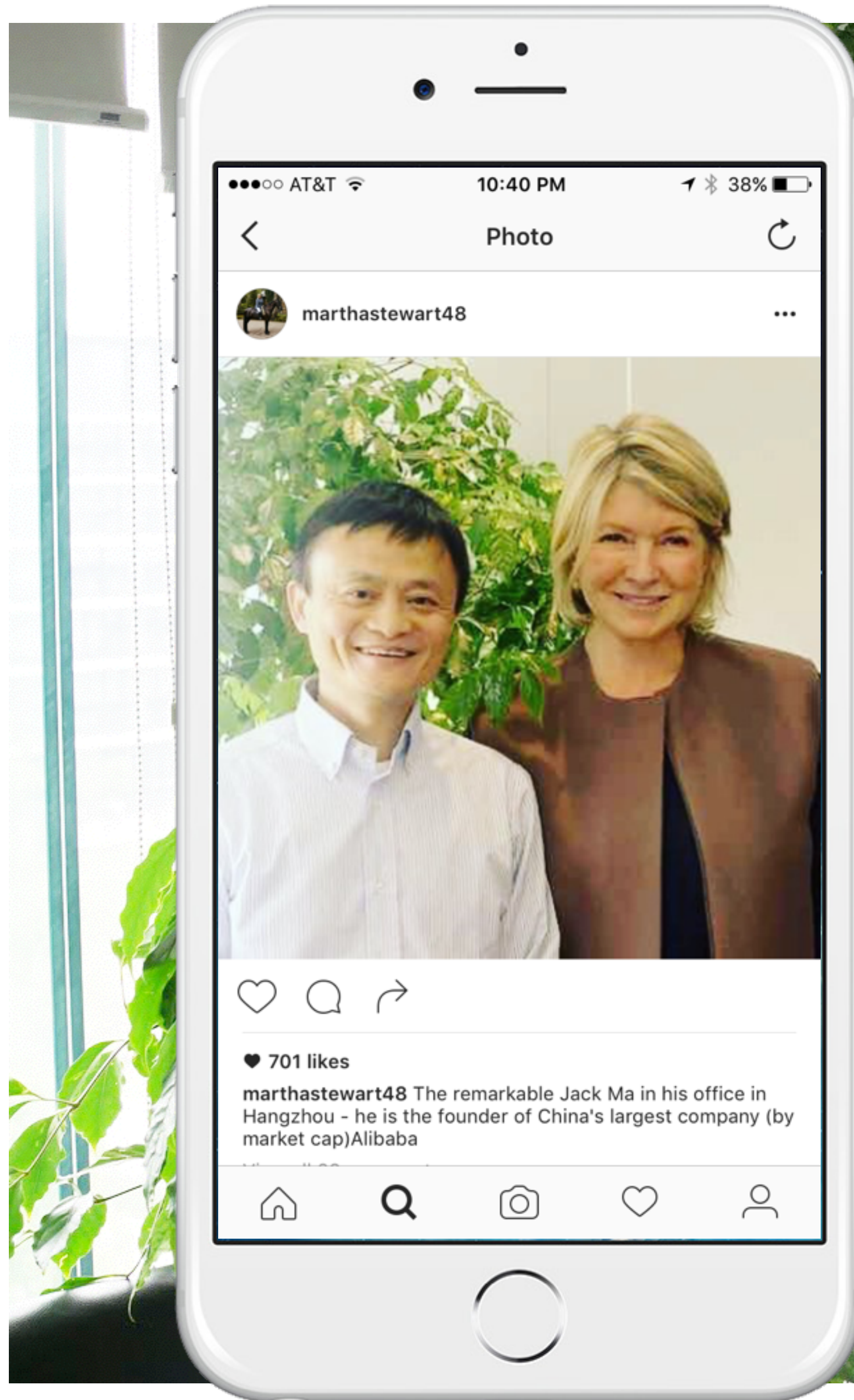
# DIGITAL

*37 million views per month*

- » Daily presence on all major social media platforms, with millions of impressions and followers
- » Among first brands to create Facebook Live videos









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「山山」

# 玛莎·斯图尔特 Martha Stewart 媒体见面会

