



# DESTINATION **MATERNITY**<sup>®</sup> CORPORATION

## **Company Profile**

January 25, 2013

## **Annual Stockholders Meeting**

*The world's largest maternity  
apparel retailer*



DMC0098351



## Forward Looking Statements

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Some of the information in this presentation (as well as information included in oral statements or other written statements made or to be made by us), contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The forward-looking statements involve a number of risks and uncertainties. A number of factors could cause our actual results, performance, achievements or industry results to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. These factors include, but are not limited to: the continuation of economic recovery of the retail industry in general and of apparel purchases in particular, our ability to successfully manage our various business initiatives, the success of our international expansion, our ability to successfully manage, retain and expand our leased department and licensed relationships and marketing partnerships, future sales trends in our existing store base and through the Internet, unusual weather patterns, changes in consumer spending patterns, raw material price increases, overall economic conditions and other factors affecting consumer confidence, demographics and other macroeconomic factors that may impact the level of spending for maternity apparel, expense savings initiatives, our ability to anticipate and respond to fashion trends and consumer preferences, unanticipated fluctuations in our operating results, the impact of competition and fluctuations in the price, availability and quality of raw materials and contracted products, availability of suitable store locations, continued availability of capital and financing, our ability to hire and develop senior management and sales associates, our ability to develop and source merchandise, our ability to receive production from foreign sources on a timely basis, potential stock repurchases, potential debt repayments, the continuation of the regular quarterly cash dividend, the trading liquidity of our common stock, changes in market interest rates, war or acts of terrorism and other factors set forth in the Company's periodic filings with the Securities and Exchange Commission, or in materials incorporated therein by reference (including those referenced in our Annual Report on Form 10-K under the caption "Risk Factors.")

In addition, these forward-looking statements necessarily depend upon assumptions, estimates and dates that may be incorrect or imprecise and involve known and unknown risks, uncertainties and other factors. Accordingly, any forward-looking statements included in this presentation do not purport to be predictions of future events or circumstances and may not be realized. Forward-looking statements can be identified by, among other things, the use of forward-looking terms such as "believes," "expects," "may," "will," "should," "seeks," "pro forma," "anticipates," "intends," "continues," "could," "estimates," "plans," "potential," "predicts," "goal," "objective," or the negative of any of these terms, or comparable terminology, or by discussions of our outlook, plans, goals, strategy or intentions.

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## **I. Company & Industry Overview**

## **II. Corporate Strategy & Investment Highlights**

## **III. Recent Company Highlights and Outlook**



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# I. Company & Industry Overview



## The Undisputed Leader in Maternity Apparel

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- **DEST is the undisputed leading retailer of maternity apparel, with an estimated 35% - 45% share of the U.S. maternity apparel business**
- **Only national specialty maternity apparel retailer, with footprint of over 3,100 retail locations, including: 621 Company retail stores, 1,266 leased departments, 1,146 Kohl's locations, and 137 international franchised locations**
- **Vertically integrated business model providing flexibility in merchandising, strong consumer value proposition and attractive gross margins**
- **Cover entire market with four distinct brands spanning all price points (Motherhood, A Pea in the Pod, Two Hearts Maternity, and Oh Baby by Motherhood)**
- **Strongest brand recognition and customer knowledge**
- **Stable underpinning to industry demand based on relatively consistent birth rates, significant non-discretionary purchases and less fashion risk**
- **Highly valuable opt-in customer database with a large database of prenatal customers used for highly profitable, exclusive category marketing partnerships**
- **Management team has significantly restructured the Company's operations and increased the Company's profitability, taking Adjusted EBITDA from \$25.5 million (4.5% of sales) in FY08 to \$49.9 million (9.2% of sales) for FY12**



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