

A large, thick orange outline of a house, similar to the one in the logo, that spans across the bottom half of the page. It is positioned on the left side and extends towards the right edge.

**World's Largest
Manufacturer of Furniture**



Ashley - founded in 1945, a global furniture brand, one of the world's largest furniture manufacturers. Ashley has more than 1100 homestores in 66 countries and sells into over 160 countries. Ashley Furniture has been being the #1 furniture selling brand in USA for over 16 years in a row.

Ashley has over 20 product categories, including bedroom, living room, dining room, home office, home decor accessories, and etc. Ashley's manufacturing is constantly expanding its product line to include new casegoods, stationary, motion upholstery, mattresses, outdoor furniture and Ready To Assemble (RTA) furniture.

Ashley has gained extensive market share growth due to our best-in-class global supply chain, leveraging an extensive and efficient infrastructure.

“ **We are a dirty fingernail company.** ”

— *Todd Wanek*

We believe...

The visions of the future are in the minds and capabilities of our people today and those who will be associated with us tomorrow - both associates and customers. We focus our resources and attention on what we do not know rather than what we already know.

We measure...

Ourselves not by the standards of the past (how far we have come) but by visions of the future (how far we have to go). We do not allow the past to serve as a restraint on the future.

The fact that something has not worked in the past does not mean that it cannot be made to work in the future. The fact that something has worked in the past does not justify its future existence.



A Letter from Our CEO

Navigating change is not easy. The past few years have proved that. That's why the Ashley family of companies is proud to thrive in the most uncertain of times. Since 1970, we've successfully reinvented ourselves more than a dozen times to remain relevant. In 2021 we did it again. The Ashley family of companies made one of the largest single investments in our history — \$1.5 Billion — to keep Ashley, our customers, and the communities we serve moving forward.

We are a family with heart. From our humble beginnings, to our unwavering love of country, our propensity to give is not only great ... it continues to grow with each passing day. And while our world continues to change at a rapid pace, so must we. We know the importance of creating a lasting legacy. Ashley's will be defined by caring for our communities, protecting our environment, investing in medical innovation, educating our future generations, and serving our valued customers and teammates.

Our historic investment has done much more than make the Ashley family of companies resilient. It's allowed us to increase our capacity to do what we do best — inspire meaningful change. In the following pages, you'll learn how our enhanced focus on Corporate Social Responsibility will illuminate the path forward, ensuring a brighter future for those who need it most.

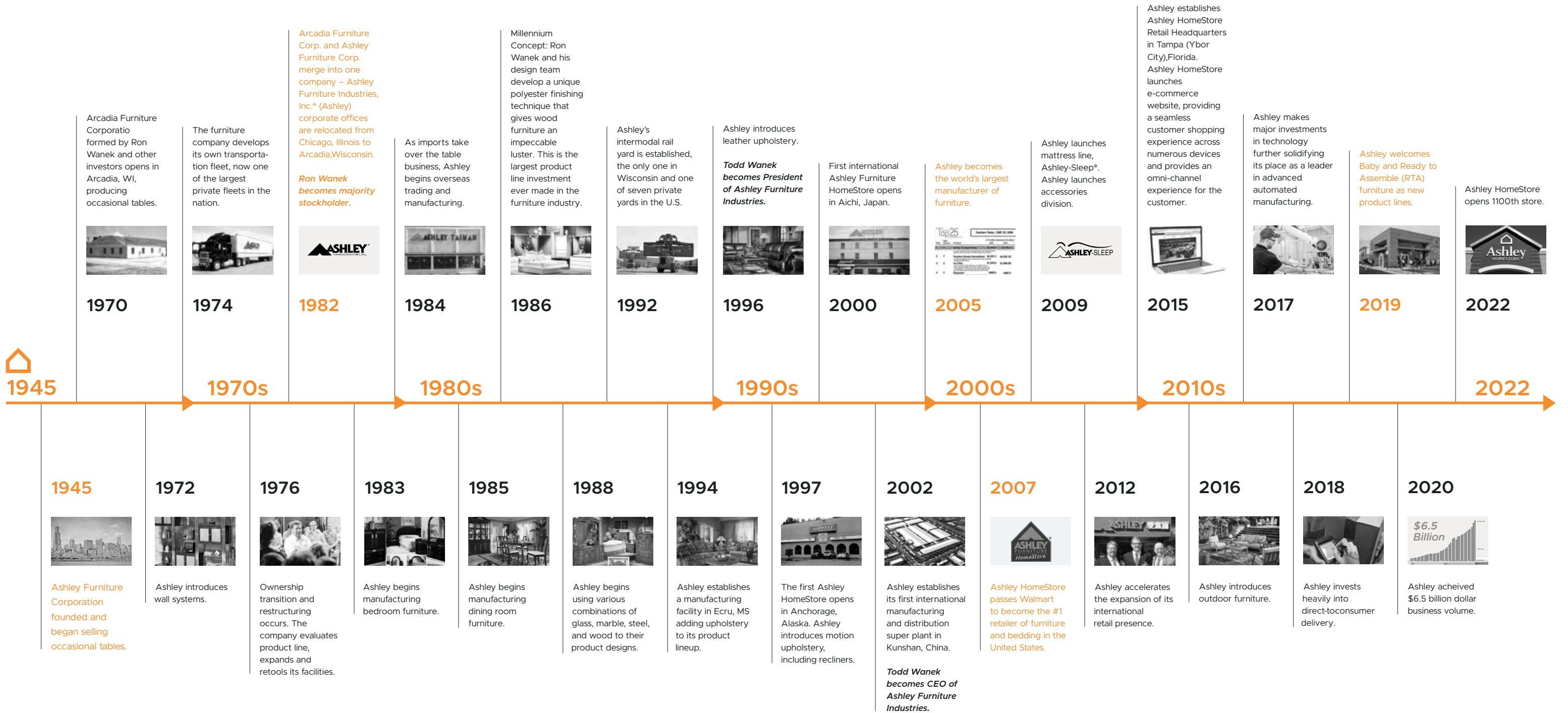


- President & CEO



Todd Wanek
President & CEO
Ashley Furniture Industries

Our Celebrated History



Benefits of Opening an Ashley Furniture Homestore

Ashley.biz / Reason to do business with us



#1 Furniture Retailer

#1 Furniture retailer in America for 16 consecutive years – Learn from the Best!



Quick Ship Program

Quick Ship Program - with Minimum Order Quantity of 1



Mixing Capabilities

Unlimited mixing capabilities of SKUs across all categories based on the consolidated warehouse program.



Various Size Options

We offer large format, medium format, small format and mall format Ashley Furniture Homestore designs to meet your market's needs. Our turnkey solutions can be tailored to suit your business!



Comprehensive Training

Comprehensive Training in ALL aspects of the furniture retail business – including product, sales, marketing, digital, merchandising, visual display, space planning, warehouse planning, freight solutions and lots more!



Online Portal

24/7 access to our portals for order processing, advertising assets, professional lifestyle photos, product videos, product specifications, shipping documents, delivery information, sales metrics and much more, providing you full visibility of your business!

The Power of Selling with Ashley

Open Your Ashley Furniture Store



20+ Product Categories

Leverage Ashley's wide product assortment and mix lifestyles freely with no minimum order

Easy Transition

Easily transition any retail store into a furniture store

Flexible Store Size

From a mall location to a free standing furniture store

License Model

Not franchise model, better local business

Licensee Support

In sales, visual merchandising, retail operations, marketing, interior design, etc...

Sell Our Furniture In Your Store



Global Brand

With presence in over 160 countries

20,000 Storefronts

Our products are sold around the world

Direct Shipping

13000+ products at a lower cost from our 19 global facilities

Local Support

We have international Marketing Specialists globally

Right Inventory, Right Time.

GMROI: Gross Margin Return On Investment

GMROI is an essential retail performance indicator. Key to the successful management of GMROI is the successful management of a retailer's largest investment – inventory. By keeping stock tight and lean, turn rates are higher and profitability increases.

GMROI Example

Two chairs. Same price. Same gross margin. Same unit sales per month. Which chair do you want to sell?



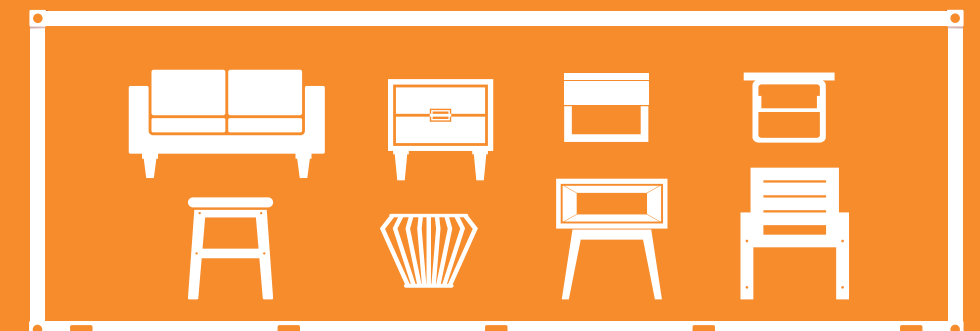
	CHAIR A	CHAIR B
Selling Price	\$200	\$200
Cost	\$100	\$100
Gross Margin	\$100	\$100
Gross Margin Percent	50%	50%
Sales Per Month	100 units	100 units
Reorder Lead Time	14 days	140 chairs
Average Inventory	50 chairs	400 chairs
Gross Margin Per Chair	\$100	\$100
Gross Margin x 100 Chairs/Mo.	\$10,000	\$10,000
Annual Gross Margin – 12 Months	\$120,000	\$120,000
Inventory (Avg. Inventory x Cost)	\$5,000	\$40,000
GMROI	\$24	\$3

Increase Your GMROI with MOQ of 1

When choosing to ship by Container with other suppliers, you need to order a minimum quantity of each product:



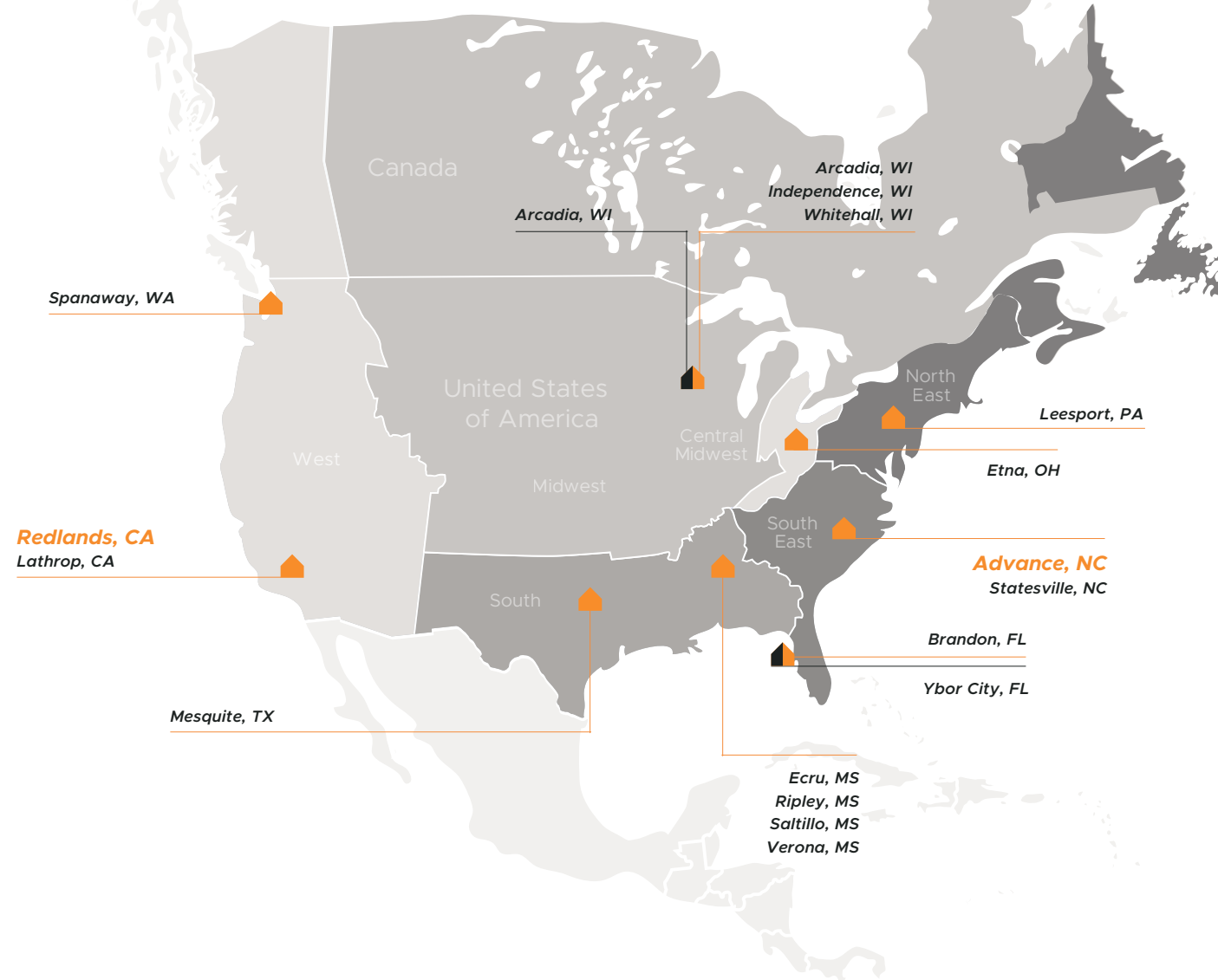
When choosing to ship by Container with Ashley, there is no minimum quantity:



Trends Move Fast, We're Faster.

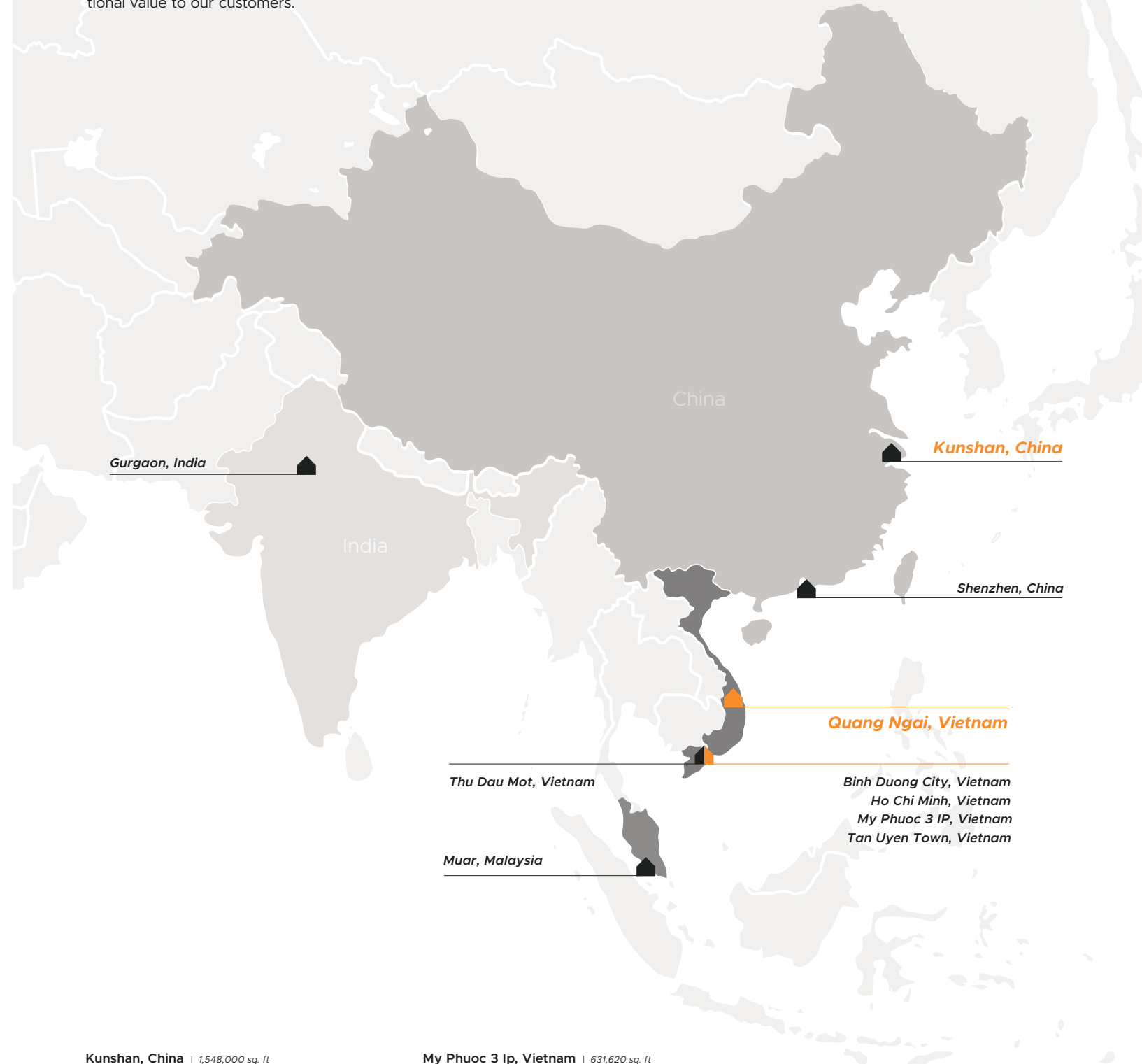
Over 14 Facilities in USA

Delivering to 95% of North America weekly, our facilities are strategically placed by region to allow for quick and efficient distribution throughout North America.



International Facilities

Ashley blends and optimizes domestic and foreign production efforts — delivering quality products on time and at an exceptional value to our customers.



Arcadia, WI | 3,053,345 sq. ft.



Brandon-FL | 1,742,400 sq. ft.



Advance, NC | 3,461,450 sq. ft.



Kunshan, China | 1,548,000 sq. ft.

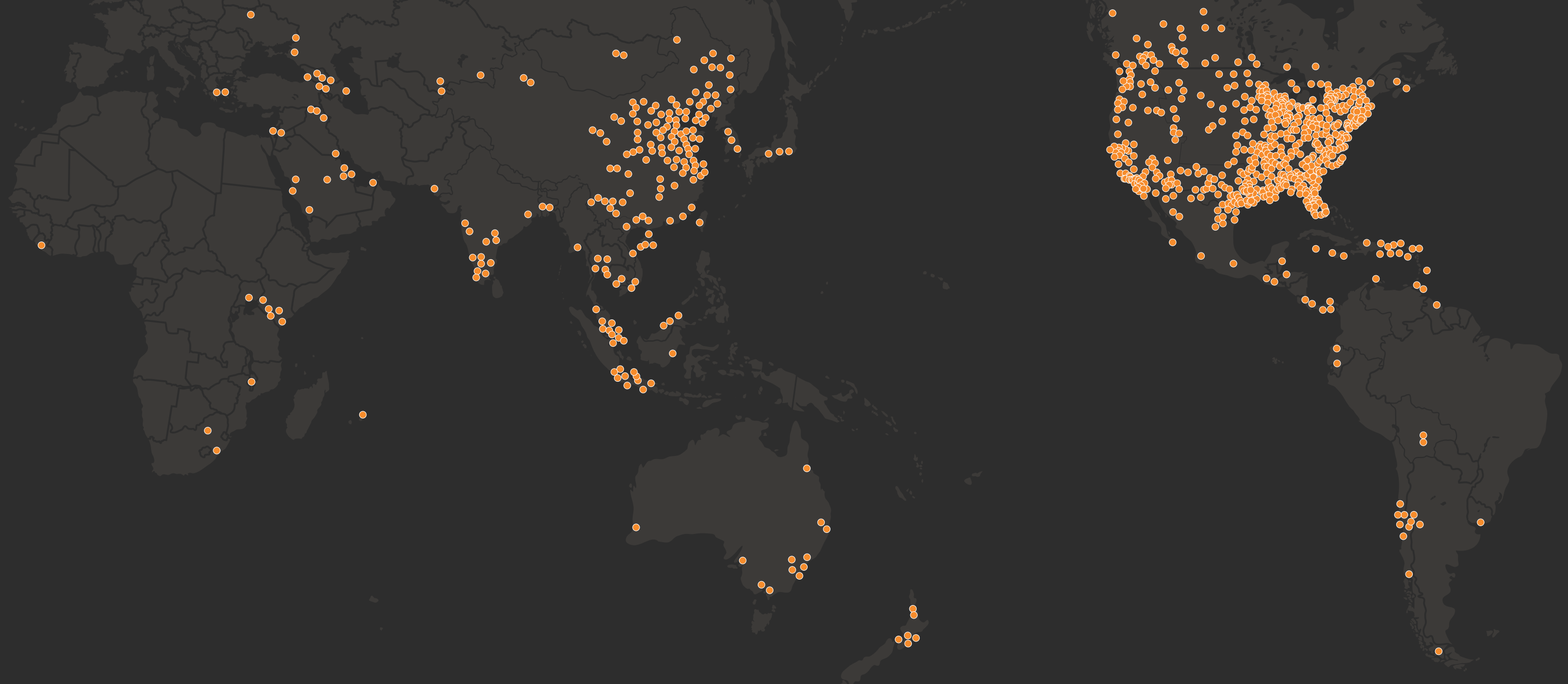


My Phuoc 3 Ip, Vietnam | 631,620 sq. ft.



▲ Global Offices
 ▲ Manufacturing and Distribution Facilities

Over 1100 Stores Around the World



Ashley Furniture HomeStore is committed to being your trusted partner and style leader for the home.

This commitment has made Ashley Furniture HomeStore the largest retail furniture store brand in North America and one of the world's best-selling furniture store brands with more than 1,100 locations in 66 countries. Start designing your dream home today.

“ We strive for nothing less than earning the loyalty and trust of our customers every day.”

TODD WANEK

— President & Ceo



ASHLEY.BIZ