

Build-A-Bear Investor Overview

April 2026



Important Disclosures

Forward-Looking Statements

This presentation may contain “forward-looking statements” within the meaning of the federal securities laws, including the Private Securities Litigation Reform Act of 1995. We generally identify these statements by words or phrases such as “may,” “might,” “should,” “expect,” “plan,” “anticipate,” “believe,” “estimate,” “intend,” “predict,” “future,” “potential” or “continue,” the negative or any derivative of these terms and other comparable terminology. All the information concerning our future liquidity, future revenues, margins and other future financial performance and results, achievement of operating of financial plans or forecasts for future periods, sources and availability of credit and liquidity, future cash flows and cash needs, success and results of strategic initiatives and other future financial performance or financial position, as well as our assumptions underlying such information, constitute forward-looking information. Forward-looking statements are not guarantees of future results and are subject to risks and uncertainties, including without limitation, those identified in our annual report on Form 10-K and our Quarterly Reports on Form 10-Q, under the sections titled “Risk Factors,” “Cautionary Note Regarding Forward-Looking Statements,” and “Management’s Discussion and Analysis of Financial Conditions and Results of Operations.” All our forward-looking statements are as of the date of this presentation only. In each case, actual results may differ materially from such forward-looking information. Except as required by law, the Company does not undertake to publicly update or revise its forward-looking statements, whether as a result of new information, future events or otherwise.

Note Regarding Non-GAAP Measures

In this presentation, the Company’s financial results are provided both in accordance with generally accepted accounting principles (GAAP) and using certain non-GAAP financial measures, including, but not limited to EBITDA, Store Contribution Margin, Return on Invested Capital and Free Cash Flow. These results are included as a complement to results provided in accordance with GAAP because management believes these non-GAAP financial measures help identify underlying trends in the Company’s business and provide useful information to both management and investors by excluding certain items that may not be indicative of the Company’s core operating results. These measures should not be considered a substitute for or superior to GAAP results. These non-GAAP financial measures are defined and reconciled to the most comparable GAAP measure later in this document.

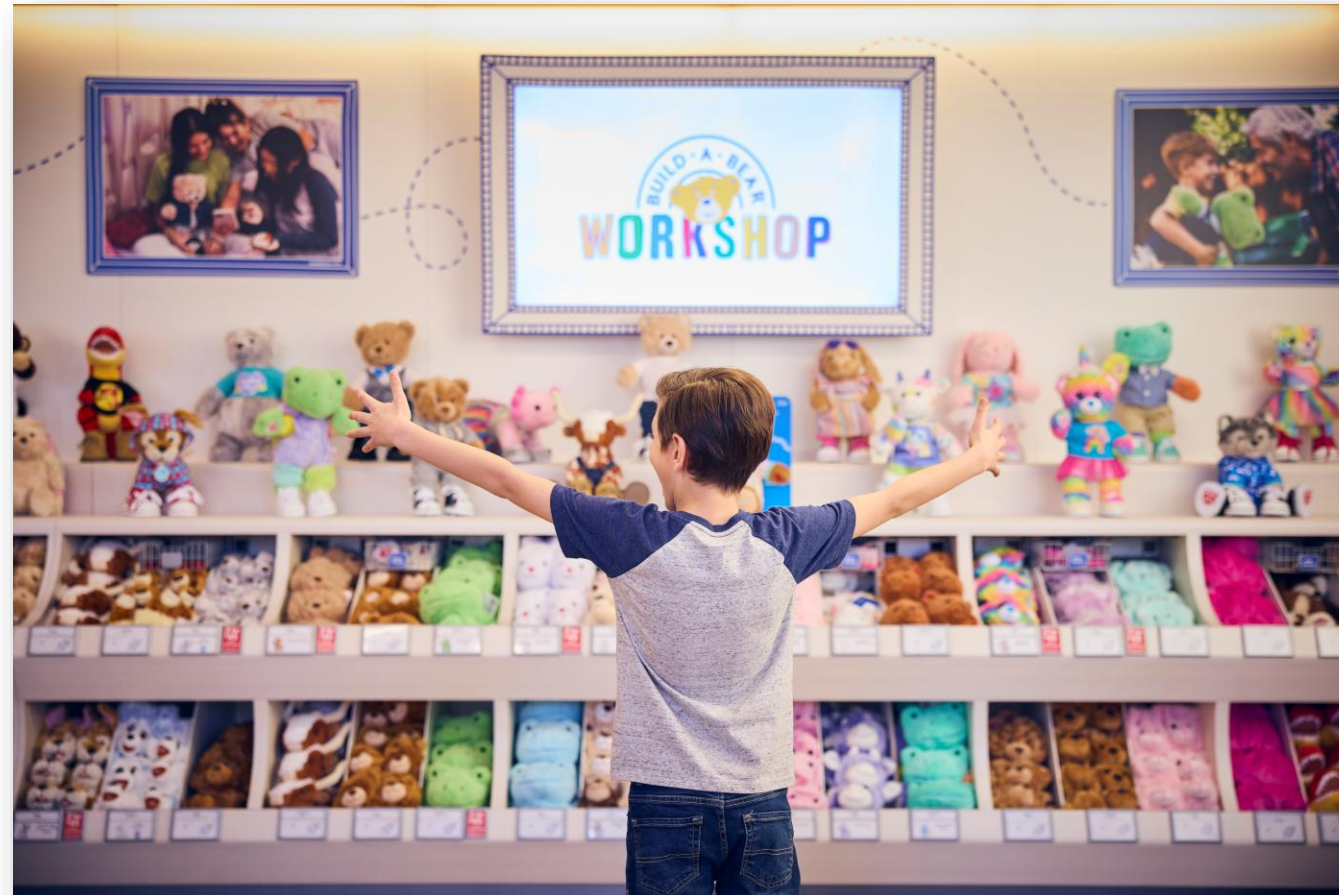
Definitions of Non-GAAP Financial Measures

Web Demand represents sales through all Build-A-Bear websites, whether fulfilled through our warehouse or stores. E-commerce is Web Demand fulfilled through our warehouse.

Free Cash Flow represents Build-A-Bear’s net cash flows from operating activities, less capital expenditures.

Return on Invested Capital (ROIC) is defined as net operating profit after tax divided by invested capital, with net operating profit calculated as earnings before interest and taxes (EBIT), and invested capital calculated as net working capital, less excess cash, plus operating leases, net property, plant, and equipment (PP&E), and other assets.

Build-A-Bear began as a pioneer of Experiential Retail



[Click to see how Build-A-Bear has become so much more](#)



BUILD-A-BEAR

And is now a powerful brand

WELL-KNOWN

>**90%** Aided Brand Awareness*

RESPECTED

The **#1**
North American toy retailer**

BELOVED

~**100m** store and web visits per year***

OUTSIZED BRAND EQUITY

One of the **20** most influential retailers in North America**



PART OF POP CULTURE

Iconic, ~**30** billion annual media impressions and PR impressions

A DESTINATION

~**80%** of store visits are planned*

MULTI-GENERATIONAL

25+ year-old brand

TRUSTED

Over **20** million loyalty members and first-party data contacts



BUILD-A-BEAR

*Source: Proprietary research, LEK Consulting, 2022 survey with U.S. consumers; **Source: WPP BAV "The World's Most Influential Retailers – 2024;"***Includes estimated traffic for third-party locations

We have improved our financial results

| | 2025 Snapshot | 2019-2025 Growth |
|-----------------------------------|---------------|-------------------------|
| Total Revenue | \$530M | 57% |
| Net Retail Sales | \$486M | 50% |
| Third-Party Revenue* | \$44M | 191% |
| EBITDA** | \$81M | 433% |
| Margin | 15.4% | + > 1,000 bps |
| Diluted EPS | \$3.99 | NM*** |
| FCF | \$40M | 328% |
| ROIC | 27.2% | NM*** |
| Store Contribution Mgn**** | 26% | + > 1,000 bps |

*Third-Party references combine our Commercial + International Franchise segments.
 **EBITDA is a Non-GAAP financial measure, see "Important Disclosures."
 ***NM=not meaningful. 2019 Net Income was \$261,000, and EPS was \$0.02.
 ****Store Contribution margin is store-level EBIT margin for all corporate stores, and is a Non-GAAP financial measure, see "Important Disclosures."



BUILD-A-BEAR



Guests create lifetime memories by making their own stuffed animal at our experiential retail locations

By diversifying the business

Beyond Kids

~40% of sales to teens and adults*

Beyond Stores

Web Demand** has doubled from 2019-2025

Beyond Birthdays

Birthdays are ~30% of sales, and top holidays are Christmas, Valentine's Day, and Easter

Beyond Malls

375 corporate and 289 third-party locations in multiple formats across 36 countries at Q4 2025

Expanding To More Ages

Appealing to older consumers through pop culture, licensed relationships and our Bear Cave microsite

Expanding Online

Buildabear.com sells mostly to collectors and gift givers that are teens and adults

Expanding To More Reasons

Mother's Day, Graduation, Congratulations, New Baby, Get Well, Thank You

Expanding To More Formats

Now includes tourist locations, concourse shops, shop-in-shops, ATMs, and wholesale

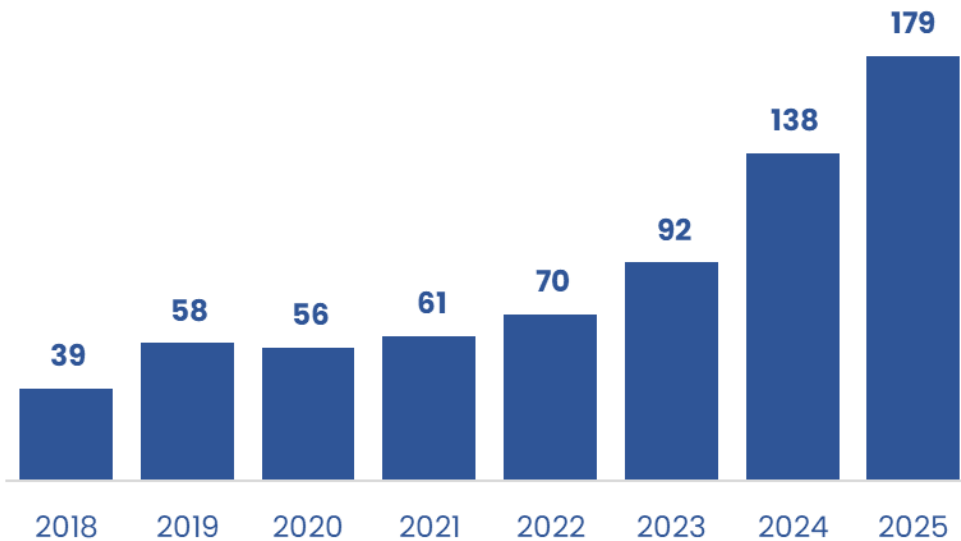


BUILD-A-BEAR

*Source: Proprietary research, LEK Consulting, 2022 survey with consumers. **Web Demand represents sales through all Build-A-Bear websites, whether fulfilled through our warehouse or stores, and is a Non-GAAP financial measure, see "Important Disclosures."

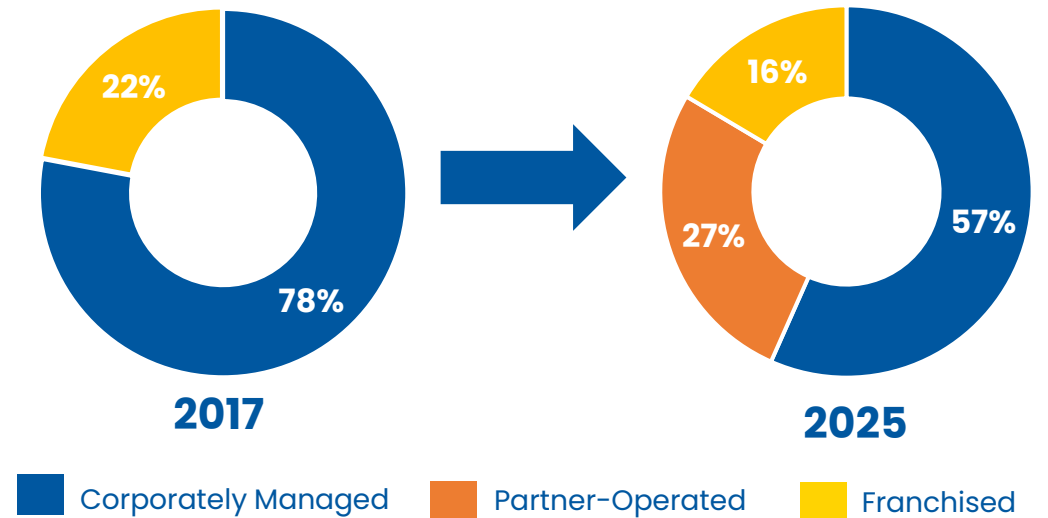
And **evolving our store-type footprint**

Partner Location Growth



Partner-Operated Locations were launched internationally in Q3 2023

Location Count Mix

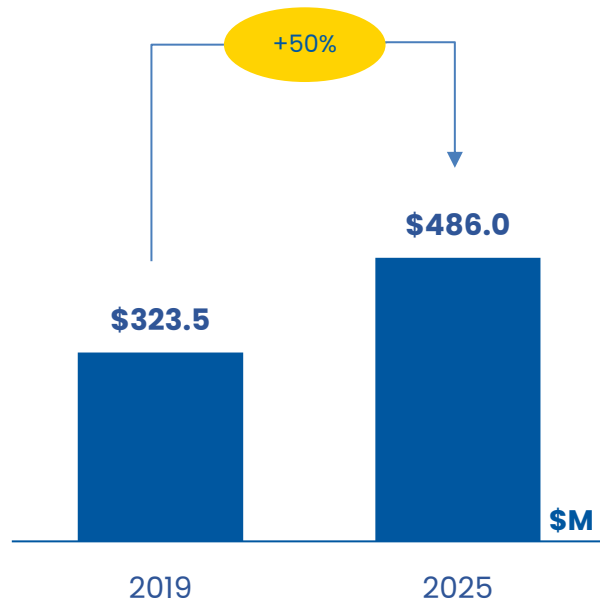


BUILD-A-BEAR

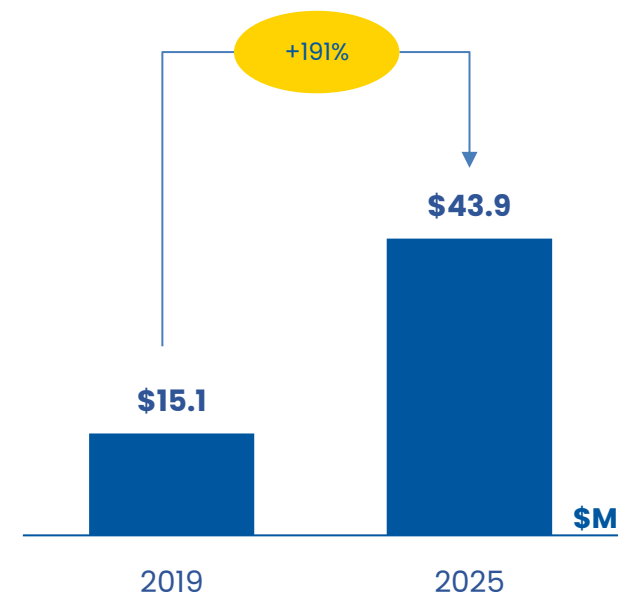
2024 Franchise store count includes nine shop-in-shop locations in Australia not previously reported.

We have expanded both sides of our business model

Net Retail Sales (Direct-to-Consumer Segment*)



Third-Party Revenue** (Commercial & Intl. Franchise Segments)



*Direct-to-Consumer (DTC) is sales by Company-managed retail stores and two e-commerce sites; it is defined in "Important Disclosures."

**Third-Party references combine our Commercial + International Franchise segments..

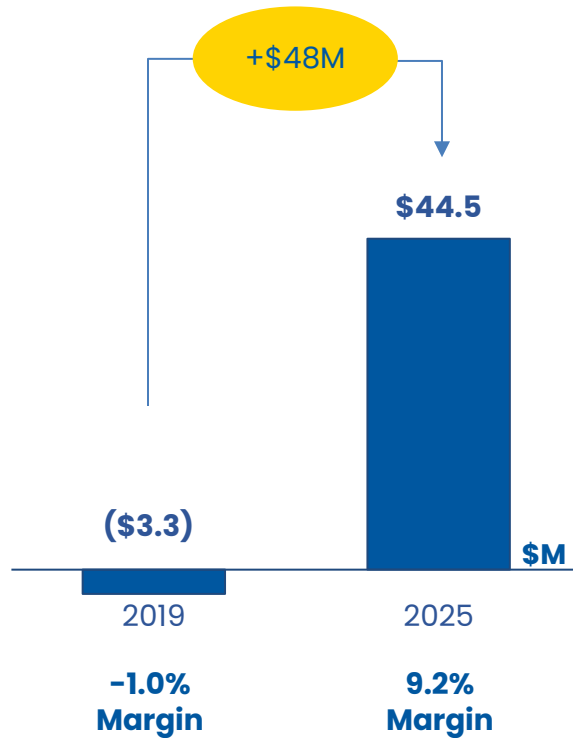


BUILD-A-BEAR

And we have entered a **new era of profitability**

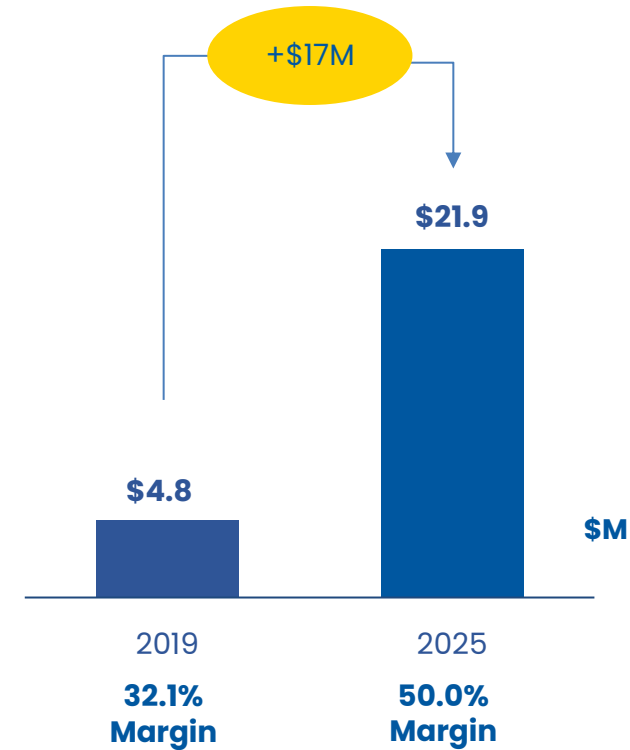
Net Retail Pretax Income

(Direct-to-Consumer Segment)
(after corporate SG&A allocation)



Third-Party Pretax Income

(Commercial & Intl. Franchise Segments)



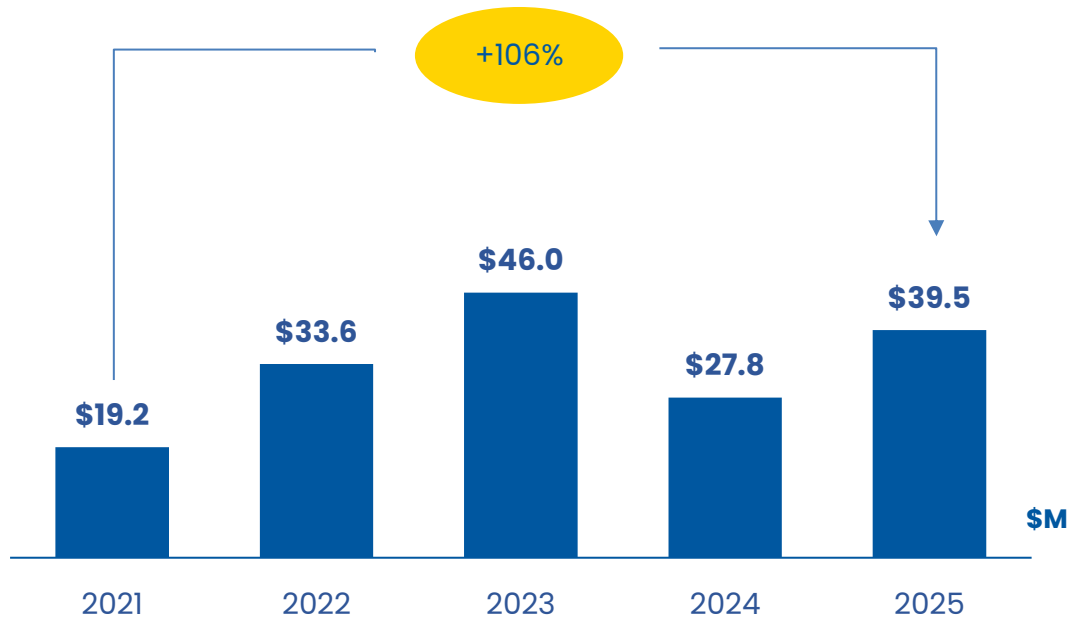
Third-Party Pretax Income reached 34% of total Pretax Income in 2025



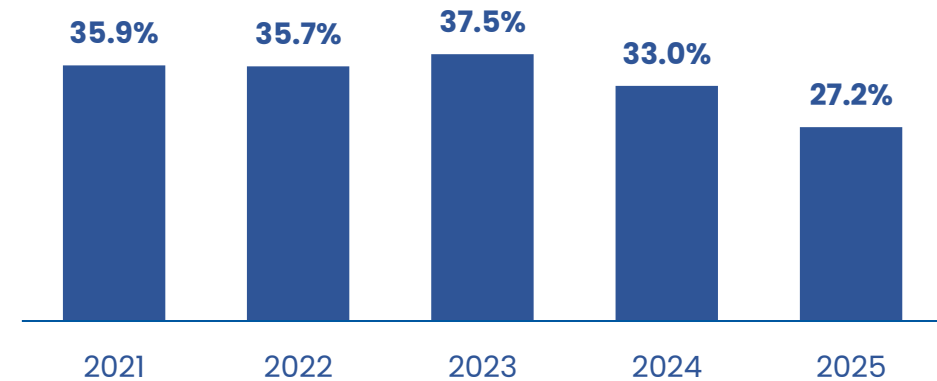
BUILD-A-BEAR

Consistent returns position us for a new phase of **growth**

Free Cash Flow*



ROIC*



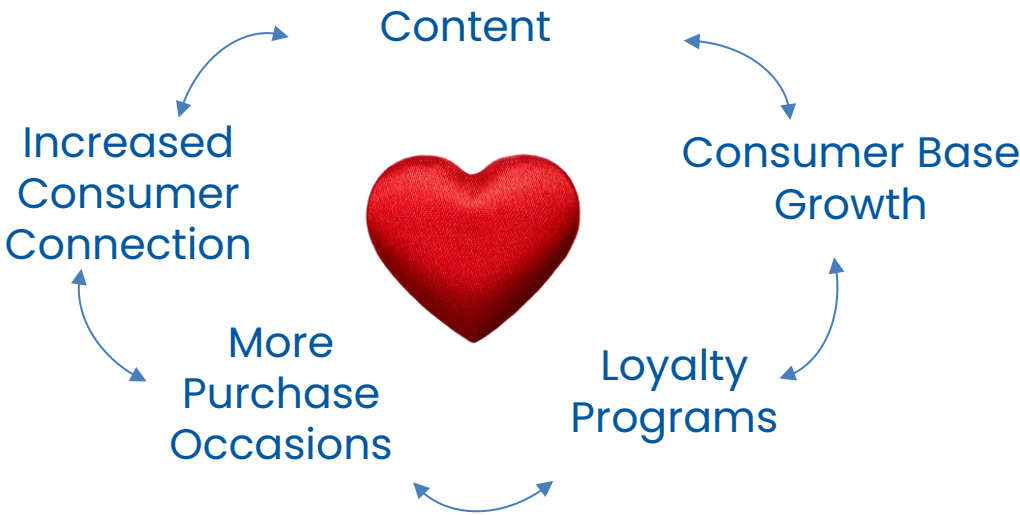
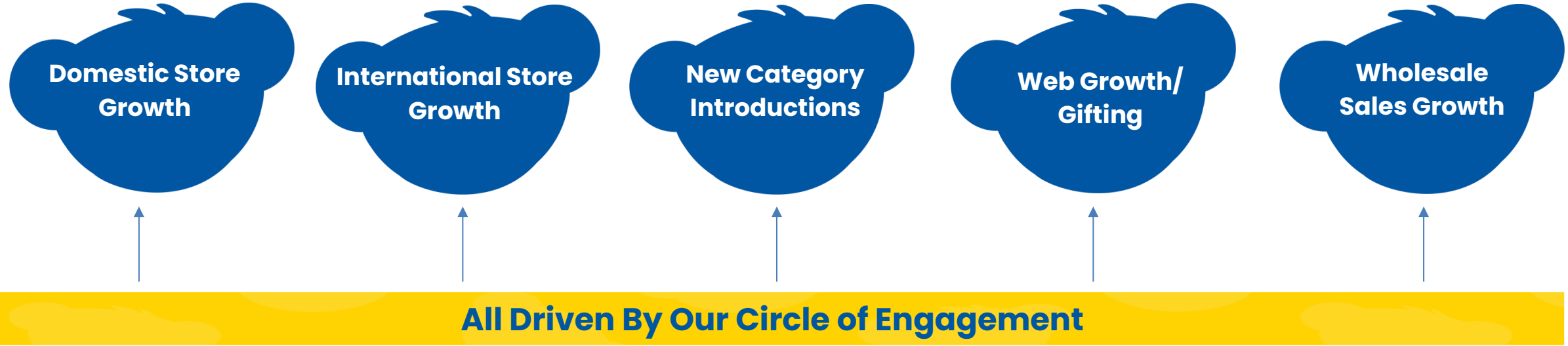
2025 was negatively impacted by tariffs and related costs.

*Free Cash Flow and Return on Invested Capital (ROIC) are non-GAAP financial measures; see "Important Disclosures."



BUILD-A-BEAR

We have multiple levers to **grow the business**

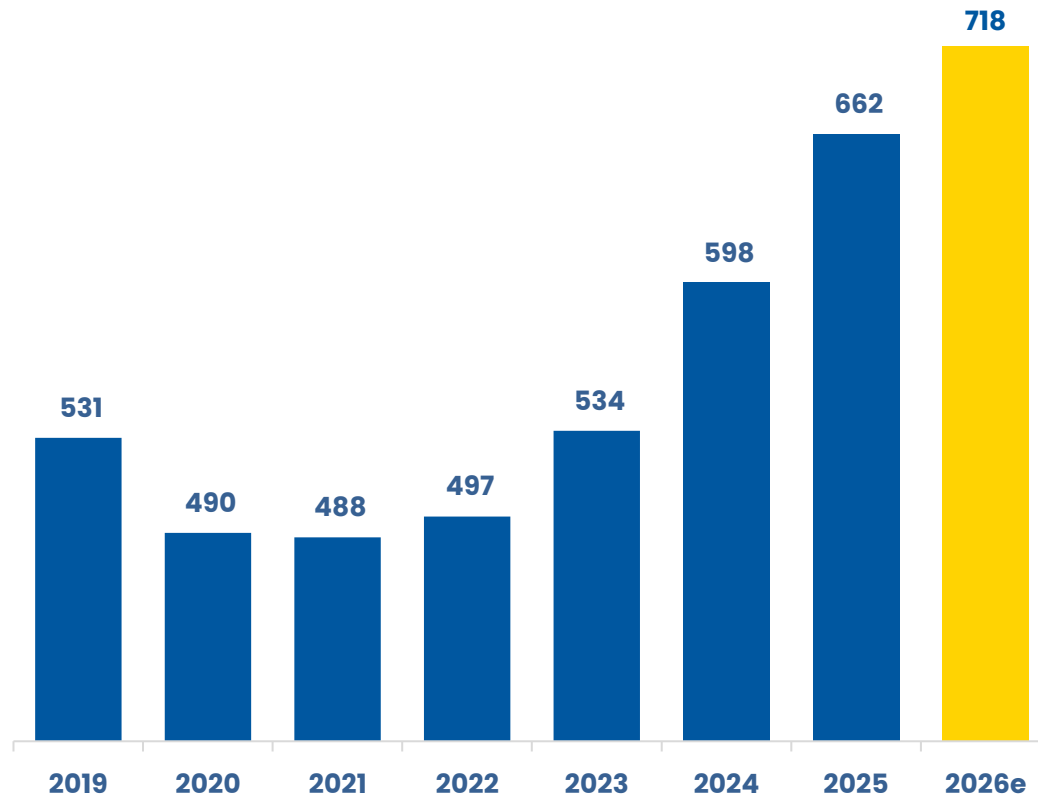


And we have restarted **new store unit growth**

A teddy bear hug is understood in every language.



Total Experience Locations (includes Corporate, Partner, and Franchise)



We are expanding **domestically & internationally** in three models and through our **multiple** store formats



*Based on 2026 Net New Unit Growth guidance of at least 50 locations, which includes Corporate, Partner, and Franchise locations.

We generate revenue from product sales at retail, at wholesale, and from royalties



Fiscal 2025

| |
|-------------------------|
| Store Count |
| % of Co. Pretax Profit* |
| Revenue |
| Pretax Margin |
| ROIC** |

DTC
(Corporate locations and
websites in US, UK, CN)

| |
|--------|
| 375 |
| 66% |
| \$486M |
| 9.2% |
| 21% |

Wholesale sales
(includes US & Intl.
partner-operated locations)

| |
|-------|
| 178 |
| 32% |
| \$39M |
| 53.1% |
| 106% |

Sales-based royalty
revenue, development fees,
and merchandise sales

| |
|-------|
| 109 |
| 2% |
| \$5M |
| 26.4% |
| 49% |

* DTC % of Co. Pretax Profit includes allocations for corporate SG&A and interest expense. Excluding corporate allocation, DTC reported a 25.9% pretax margin and a 50% ROIC.

** Return on Invested Capital (ROIC) is a non-GAAP financial measure; see "Important Disclosures."



At retail, multiple store models produce top tier unit economics

Corporate Store Returns

2025 Results for store classes of 2019, 2020, 2021, and 2022

| |
|---------------------------|
| Avg. Corp Store Unit Vol. |
| 4-Wall EBITDA** |
| 4-Wall EBITDA margin |
| Avg. Net Investment |
| Cash-on-Cash Return |

Discovery Store Model* Concourse/SIS Store Model*

| | |
|---------------|--------------|
| \$1,015K | \$915K |
| \$290K | \$210K |
| 29% | 23% |
| \$280K | \$54K |
| 104% | 391% |



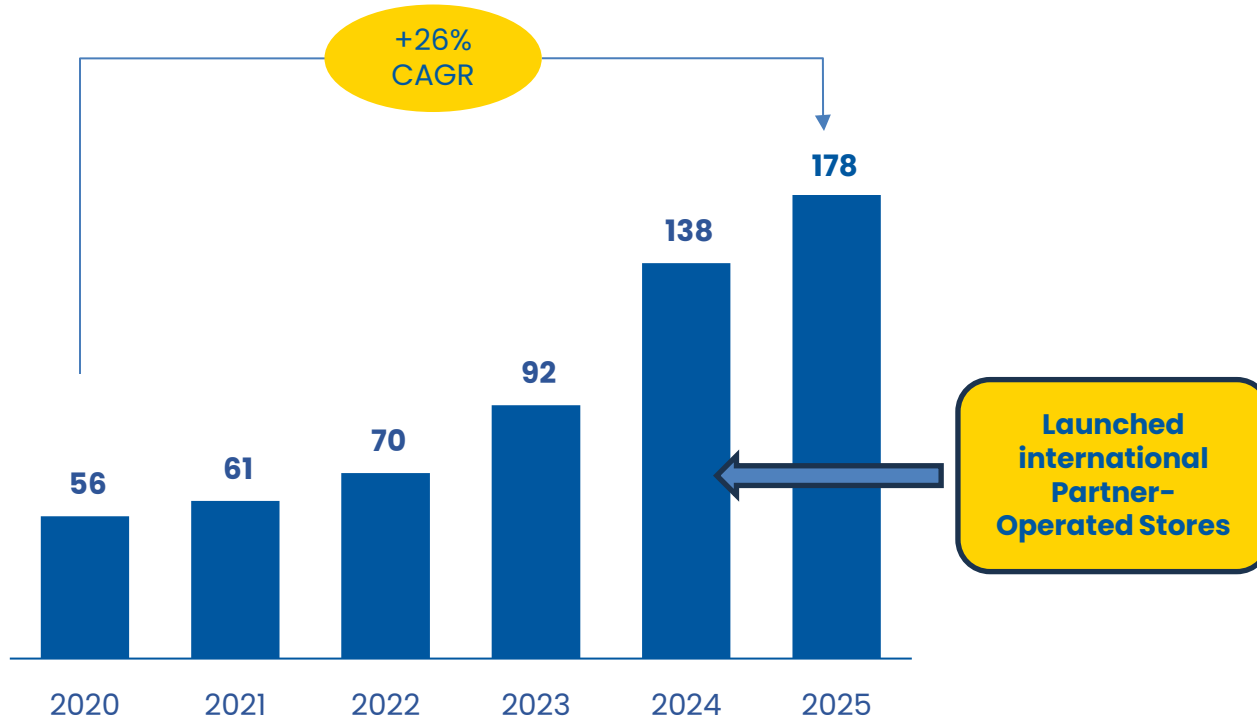
We opened a net 7 new corporate stores in fiscal 2025

*Discovery Stores are generally 1,800–2,200 square feet, and Concourse/SIS (“Shop-in-Shop”) are generally 200+ square feet. The results are for stores open a full year in 2025.
 **EBITDA is a Non-GAAP financial measure, see “Important Disclosures.”

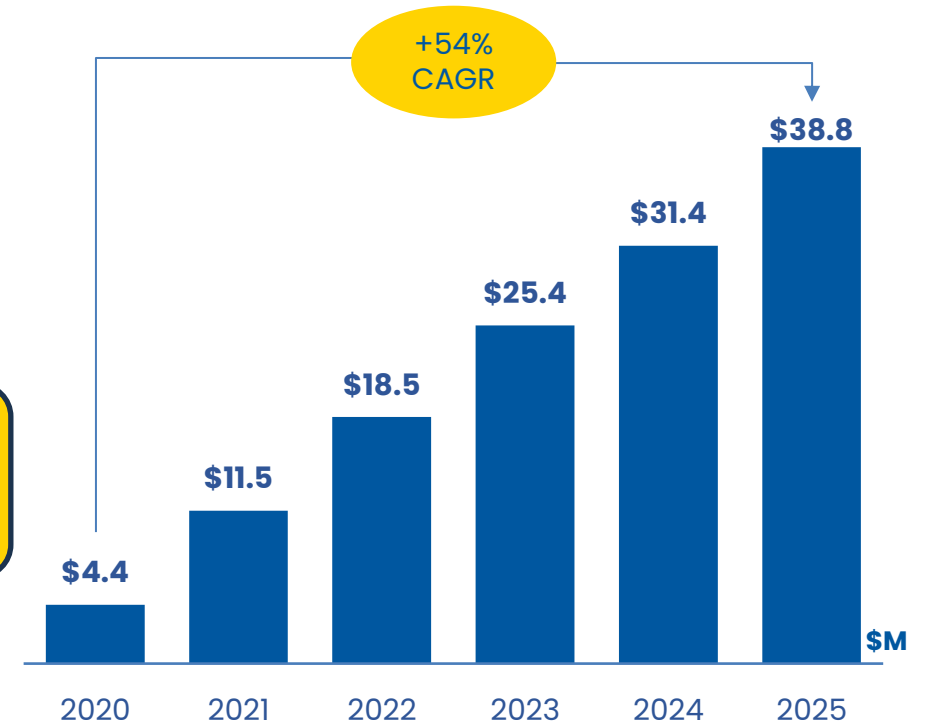


Commercial is our fastest growing segment

Partner-Operated Locations



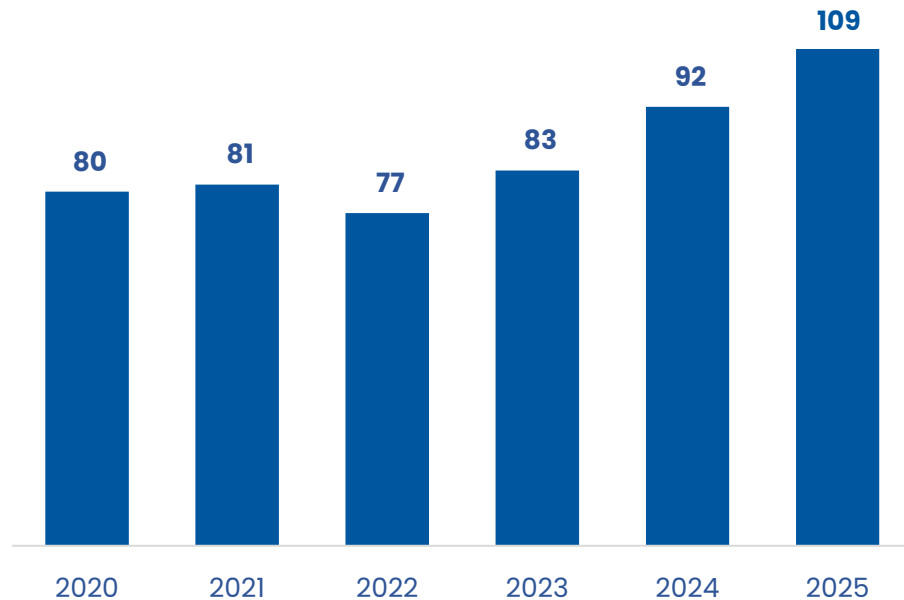
Commercial Revenue



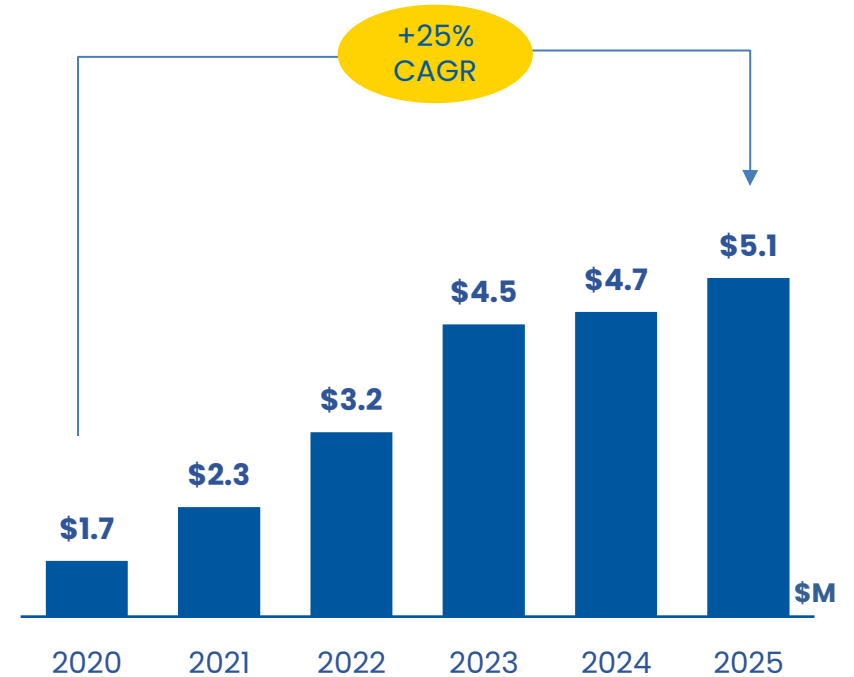
Commercial revenue is wholesale sales, primarily sales to partner-operated locations

International Franchise is also **growing**

Intl. Franchise Stores



Intl. Franchise Revenue

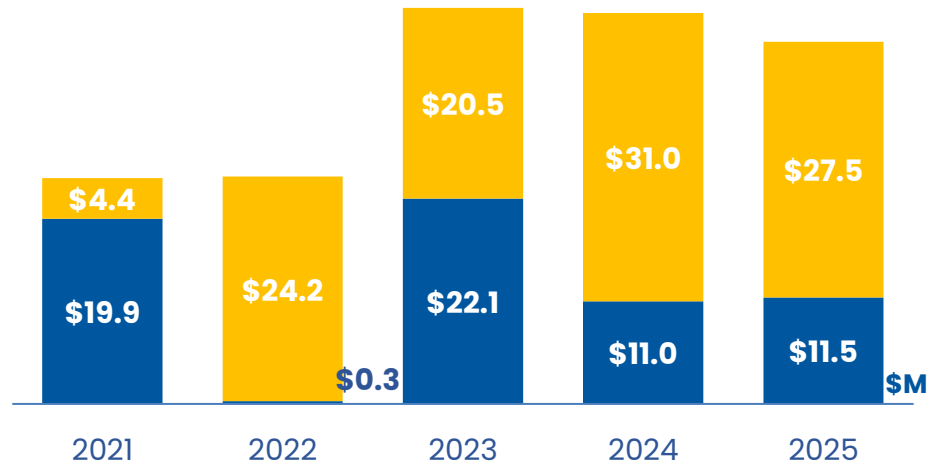


Intl. Franchise revenue includes sales-based royalties, development fees, and merchandise sales

While growing, we are **returning capital to shareholders**

\$172M (\$11.94/share*) Returned to Shareholders

 Share Repurchase
 Dividends



The Company increased its quarterly cash dividend in March 2026 to \$0.23 per share.

Our asset-light shift allows a greater ability to return FCF to shareholders

Our opportunity to sell more products to more people in more places is a testament to **the power of the brand**

The specialty toy company that helped define experiential retail in the late '90s has not only survived but thrived. From inspiring viral moments, generating products that leverage pop culture IP and building a variety of store formats, everyone's favorite cuddly retailer may be developing an empire.*

World-Class Licenses



...the brand has remained relevant for almost three decades—from the fall of the shopping mall to the rise of e-commerce.**

World-Class Relationships



Build-A-Bear Workshop has been one of the most recognizable and beloved toy brands in the world since opening in 1997.***



BUILD-A-BEAR

*<https://www.marketingdive.com/news/build-a-bear-business-empire-transformation/699425/>

**<https://toybook.com/build-a-bear-documentary-streaming-news/>

***[Celebrating the Holidays With Build-A-Bear Workshop \(cheddar.com\)](https://cheddar.com/celebrating-the-holidays-with-build-a-bear-workshop)

Financial Review



Fiscal 2025 was **our fifth consecutive record year**

| | |
|----------------------|-----------------------|
| Revenue | \$529.8M, +6.7% |
| Pretax Income | \$67.2M, +0.1%* |
| Net New Unit Growth* | 64 units |
| Gross Profit Margin | 55.8%, + 90 BPS |
| EBITDA | \$81.4M, 15.4% margin |
| EPS | \$3.99, +5.0% |
| YE Cash | \$26.8M |

| | |
|----------------|---------|
| Free Cash Flow | \$39.5M |
| Cash Returned | \$39.0M |

Results reflect approximately \$11 million in tariffs and related costs



*Net New Unit Growth includes Corporate, Partner-Operated, and International Franchise locations.



BUILD-A-BEAR

Q4 2025 was our highest revenue fourth quarter

| | |
|----------------------|-----------------------|
| Revenue | \$154.5M, +2.7% |
| Pretax Income | \$21.5M, -21.6% |
| Net New Unit Growth* | 11 units |
| Gross Profit Margin | 55.2%, -140 BPS |
| EBITDA | \$25.3M, 16.3% margin |
| EPS | \$1.26, -22.2% |
| Quarter-end Cash | \$26.8M |

| | |
|-------------------|---------|
| Dividend | \$2.8M |
| Stock Repurchased | \$10.1M |

*Net New Unit Growth includes Corporate, Partner-Operated, and International Franchise locations.

**Q4 2025
reflects
approximately
\$6 million in
tariffs and
related costs**



Fiscal 2026 Guidance calls for **continued top-line growth***

| | |
|-----------------------------|---------------------------|
| Revenue** | MSD growth |
| Pre-tax Income | MSD decline to LSD growth |
| Net New Unit Growth*** | At least 50 units |
| Capital Expenditures | \$22M-\$25M |
| Depreciation & Amortization | ≈\$16M |
| Income Tax Rate**** | ≈24% |

Pre-tax income includes approximately \$16 million in estimated net tariff impact and associated costs,

*Guidance as of March 12, 2026

**MSD = mid-single-digit, LSD = low-single-digit

***Net New Unit Growth includes Corporate, Partner, and Franchise locations

****Excludes discrete items



BUILD-A-BEAR



BBW Key Statistics

| | |
|--------------------------|-------------|
| Share Price – April 10 | \$37.26 |
| Shares Out. 4Q-end | 12.8M |
| Market Capitalization | \$477M |
| Cash 4Q-end | 26.8M |
| Qtly. Dividend/Yield | \$0.23/2.5% |
| Float (est.) | 96% |
| Avg. Daily Vol. (3 mos.) | 408,000 |



Source: BAB, NYSE Connect



BUILD-A-BEAR

Appendix



Build-A-Bear Non-GAAP Reconciliations

Free Cash Flow, Corporate Store Returns, EBITDA

| Fiscal Year-End (\$ millions) | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|--------------|---------------|---------------|---------------|---------------|
| Calculation of Free cash flow | | | | | |
| Net cash provided by operating activities | \$ 28.1 | \$ 47.3 | \$ 64.3 | \$ 47.1 | \$ 65.1 |
| Net cash used in investing activities | <u>(8.1)</u> | <u>(13.6)</u> | <u>(18.3)</u> | <u>(19.3)</u> | <u>(25.5)</u> |
| Free cash flow | \$ 19.9 | \$ 33.6 | \$ 46.0 | \$ 27.8 | \$ 39.5 |

| Discovery Store Model Classes of 2019, 2020, 2021 and 2022 (\$ millions) | 2025 |
|--|-----------------|
| Calculation of EBITDA | |
| Income before income taxes | \$ 0.253 |
| Interest (income expense, net) | \$ - |
| Depreciation and amortization expense | <u>\$ 0.038</u> |
| Earnings before interest, taxes, depreciation and amortization (EBITDA) | \$ 0.291 |

| Fiscal Year-End (\$ millions) | 2025 |
|---|----------------|
| Calculation of EBITDA | |
| Income before income taxes | \$ 67.2 |
| Interest (income) expense, net | \$ (0.8) |
| Depreciation and amortization expense | <u>\$ 15.0</u> |
| Earnings before interest, taxes, depreciation and amortization (EBITDA) | \$ 81.4 |

| Concourse/SIS Store Model Classes of 2019, 2020, 2021, and 2022 (\$ millions) | 2025 |
|---|-----------------|
| Calculation of EBITDA | |
| Income before income taxes | \$ 0.202 |
| Interest (income expense, net) | \$ - |
| Depreciation and amortization expense | <u>\$ 0.008</u> |
| Earnings before interest, taxes, depreciation and amortization (EBITDA) | \$ 0.210 |

| 13 Weeks Ended January 31, 2026 (\$ millions) | Q4 2025 |
|---|---------------|
| Calculation of EBITDA | |
| Income before income taxes | \$ 21.5 |
| Interest (income) expense, net | \$ (0.2) |
| Depreciation and amortization expense | <u>\$ 3.9</u> |
| Earnings before interest, taxes, depreciation and amortization (EBITDA) | \$ 25.3 |

Build-A-Bear Non-GAAP Reconciliations

Return on invested capital

| Fiscal Year-End (\$ millions) | 2021 | 2022 | 2023 | 2024 | 2025 |
|--|--------------|--------------|--------------|--------------|--------------|
| Calculation of Return on Invested Capital | | | | | |
| Numerator | | | | | |
| Net income | \$ 47.3 | \$ 48.0 | \$ 52.8 | \$ 51.8 | \$ 52.2 |
| Operating lease interest | 7.1 | 5.5 | 5.5 | 6.9 | 7.9 |
| Interest expense (income) | (0.0) | 0.0 | (0.9) | (0.9) | (0.8) |
| Lease adjusted net operating profit after tax | \$ 54.4 | \$ 53.5 | \$ 57.4 | \$ 57.8 | \$ 59.3 |
| Denominator: | | | | | |
| Current Assets | \$ 130.0 | \$ 147.4 | \$ 127.8 | \$ 126.3 | \$ 140.0 |
| Current Liabilities | 97.4 | 101.2 | 83.7 | 79.4 | 90.6 |
| Excess Cash (cash in excess of \$20m) | 12.8 | 22.2 | 24.3 | 7.8 | 6.8 |
| Net Working Capital | 19.8 | 24.1 | 19.7 | 39.1 | 42.6 |
| Operating Leases | 77.7 | 71.8 | 73.4 | 90.2 | 121.1 |
| Property + Equipment | 49.0 | 50.8 | 55.3 | 59.8 | 70.9 |
| Other Assets | 2.1 | 4.2 | 7.2 | 6.1 | 6.0 |
| Total Invested Capital | 148.5 | 150.9 | 155.6 | 195.2 | 240.7 |
| Average Invested Capital | \$ 151.5 | \$ 149.7 | \$ 153.2 | \$ 175.4 | \$ 218.0 |
| Return on invested capital | 35.9% | 35.7% | 37.4% | 33.0% | 27.2% |

Build-A-Bear Non-GAAP Reconciliations

Segment-level return on invested capital

| Fiscal Year-End (\$ millions) | H | 2025 |
|--|---|------------|
| Calculation of Return on Invested Capital | | |
| Net Retail (including the allocation of corporate SG&A) | | |
| Numerator: | | |
| Pretax Income | | 44.5 |
| Tax rate, adj. | | 22.3% |
| Taxes | | 9.9 |
| NI | | 34.5 |
| Operating lease interest | | 7.9 |
| Net operating profit after tax | | 42.4 |
| Retail Assets | | 223.7 |
| Average Retail Assets | | 202.4 |
| ROIC—Retail | | 21% |

| Fiscal Year-End (\$ millions) | H | 2025 |
|--|---|-------------|
| Calculation of Return on Invested Capital | | |
| Commercial | | |
| Numerator: | | |
| Pretax Income | | 20.6 |
| Tax rate, adj. | | 22.3% |
| Taxes | | 4.6 |
| Net operating profit after tax | | 16.0 |
| Commercial Assets | | 18.4 |
| Average Commercial Assets | | 15.1 |
| ROIC—Commercial | | 106% |

| Fiscal Year-End (\$ millions) | H | 2025 |
|--|---|------------|
| Calculation of Return on Invested Capital | | |
| Intl Franchise | | |
| Numerator: | | |
| Pretax Income | | 1.4 |
| Tax rate, adj. | | 22.3% |
| Taxes | | 0.3 |
| Net operating profit after tax | | 1.0 |
| Intl Franchise Assets | | 1.7 |
| Avg Intl Franchise Assets | | 2.2 |
| ROIC—Intl Franchise | | 49% |

Contact Information



**Gary
Schnierow**



**VP, Investor Relations
& Corporate Finance**
GaryS@buildabear.com

**Kim
Utlaut**



**SVP,
Chief Brand Officer**
KimU@buildabear.com



BUILD-A-BEAR