a.k.a. BRANDS

Second Quarter 2026

Forward-Looking Statements
This presentation contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts and can be identified by terms such as "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose," "target," "continue," "could," "potential," "predict," "would," or similar expressions and the negatives of those terms. These forward-looking statements include, but are not limited to, statements regarding the Company's outlook for the third quarter and full year 2026, including net sales, Adjusted EBITDA, capital expenditures and weighted average diluted shares, which represent management's current estimates and are subject to the risks and uncertainties described below.

Forward-looking statements are based on information available at the time those statements are made and on our current expectations and projections about future events, and are subject to risks and uncertainties. If any of these risks or uncertainties materialize or if any assumptions prove incorrect, actual performance or results may differ materially from those expressed in or suggested by the forward-looking statements. These forward looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the Company's control.

These risks and uncertainties include, without limitation, the effects of economic downturns and unstable market conditions on consumer demand and our business; our ability in the future to continue to comply with the New York Stock Exchange's (NYSE) listing standards and maintain the listing of our common stock on the NYSE; risks related to doing business in China, including the imposition of tariffs and duties on goods imported from China; our ability to anticipate rapidly-changing consumer preferences in the apparel, footwear and accessories industries; our ability to execute our strategic initiatives, including transitioning Culture Kings to a data-driven, short lead time merchandising cycle; our ability to acquire new customers, retain existing customers or maintain average order value levels; the effectiveness of our marketing and our level of customer traffic; merchandise return rates; our ability to manage our inventory effectively; our success in identifying brands to acquire, integrate and manage on our platform; our ability to expand into new markets, including our entry into the United Kingdom through Princess Polly's U.K. distribution operations, which involves risks related to regulatory compliance, customs and trade requirements, consumer behavior differences and operational complexity; our ability to successfully execute our physical retail expansion strategy, including the opening and operation of new Princess Polly stores in the U.S. and Australia and a second U.S. Culture Kings location, which involves risks related to lease commitments, build-out costs, site selection, new market performance and the diversion of management attention and resources; the global nature of our business, including international economic and geopolitical instability, legal, compliance and supply chain risks; (including as a result of trade policies, including the negotiation or termination of trade agreements and the imposition of tariffs on imports into the U.S. and Australia, including the potential for additional or escalating tariffs on goods sourced from China and other countries, which could increase our cost of goods sold, reduce gross margins and require changes to our sourcing strategy); interruptions in or increased costs of shipping and distribution, which could affect our ability to deliver our products to the market; our use of social media platforms and influencer sponsorship initiatives, which could adversely affect our reputation or subject us to fines or other penalties; our ability to successfully implement and integrate artificial intelligence tools and technologies across our operations, including risks related to data quality, system reliability, regulatory developments affecting the use of AI and our ability to realize anticipated cost savings and margin improvements from such initiatives; fluctuating operating results; the inherent challenges in measuring certain of our key operating metrics, and the risk that real or perceived inaccuracies in such metrics may harm our reputation and negatively affect our business; the potential for tax liabilities that may increase the costs to our consumers; our ability to attract and retain highly qualified personnel, including key members of our leadership team; fluctuations in wage rates and the price, availability and quality of raw materials and finished goods, which could increase costs; foreign currency fluctuations; the effect of claims, lawsuits, government investigations, other legal or regulatory proceedings or commercial or contractual disputes; and other risks and uncertainties set forth in the sections entitled "Risk Factors," "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Forward-Looking Statements" in the Company's Annual Report on Form 10-K for the year ended December 31, 2025, filed with the Securities and Exchange Commission (the "SEC") on March 5, 2026, the Company's Quarterly Report on Form 10-Q for the quarter ended March 31, 2026, the Company's Quarterly Report on Form 10-Q for the quarter ended June 30, 2026, and any other reports that the Company may file with the SEC.

You should not rely upon forward-looking statements as predictions of future events. Although we believe that the expectations reflected in t the forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur.. We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. a.k.a. Brands does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law. Unless otherwise indicated, all references in this presentation to "we," "our," "us," the "Company" or similar terms refer to a.k.a. Brands Holding Corp. and its subsidiaries.

Use of Non-GAAP Financial Measures
In addition to results determined in accordance with U.S. generally accepted accounting principles ("GAAP"), this presentation includes certain non-GAAP financial measures, including Adjusted EBITDA and Adjusted EBITDA margin. Management utilizes these non-GAAP financial measures for evaluating our ongoing operations, generating future operating plans, making strategic decisions regarding the allocation of capital, and for internal planning and forecasting purposes..

We believe that these non-GAAP financial measures, when reviewed collectively with our GAAP financial information, provide meaningful supplemental information to both management and investors in assessing our operating performance by excluding certain expenses that may not be indicative of our ongoing core operating performance, and in analyzing historical performance and planning, forecasting and analyzing future periods. These non-GAAP measures are in addition to, and not substitute for or superior to, measures of financial performance prepared in accordance with GAAP, should not be considered in isolation, and the non-GAAP financial measures used by other companies.

With respect to our forward-looking Adjusted EBITDA guidance, we have not provided a quantitative reconciliation to the most directly comparable forward-looking GAAP measure (net income (loss)) because because we are unable, without making unreasonable efforts, to project certain reconciling items. These items include, but are not limited to, future equity-based compensation expense, income taxes, interest expense and transaction costs. These items are inherently variable and uncertain and depend on various factors, some of which are outside of the Company's control or ability to predict, and for this reason we are unable to assess their probable significance.

For a reconciliation of historical non-GAAP financial measures to their most directly comparable GAAP measures, please see the reconciliation tables at the end of this presentation. We encourage reviewing this reconciliation in conjunction with the non-GAAP financial measures for each period presented, rather than relying on any single financial measure. In future periods, we may exclude similar items, may incur income and expenses similar to such excluded items, and may include other expenses, costs or non-recurring items in our non-GAAP measures.

Additional Information
This presentation does not purport to be all-inclusive or to contain all of the information you may desire. This presentation shall not constitute an offer to sell or the solicitation of an offer to buy securities, nor shall there be any sale of securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction. Recipients should not rely on this presentation as the basis for any investment decision and should refer to the Company's filings with the SEC for complete information. Certain information contained in this presentation relating to industry trends, market size and the Company's market position is based on the Company's estimates and internal data, as well as information obtained from third-party sources. While the Company believes such information to be reasonable, it has not independently verified and cannot guarantee the accuracy or completeness of information obtained from third-party sources.

WHO WE ARE

a.k.a.

A PORTFOLIO OF OMNICHANNEL FASHION BRANDS

We are operators of emerging, growing fashion brands that reach the next-generation of consumers through direct-to-consumer, stores and wholesale channels.

DIFFERENTIATED OPERATING MODEL

Our operating model is built on a data-driven merchandising approach, social media led marketing and an asset-light technology and operations infrastructure allowing us to be closer to the customer and more efficient.

ACCELERATING THE NEXT GENERATION OF BRANDS

We offer unparalleled, proven support in the business of fashion, helping growing brands and our future acquisitions focus on the art of fashion so they can reach new heights.

The a.k.a. Difference

1. **Next-generation fashion brands with growing online businesses, and rapidly growing stores and wholesale penetration**

2. **Demand-led, exclusive fashion leading to on-trend, high quality fashion arriving every week**

3. **Marketing experts with innovation across 20 different platforms in addition to traditional brand marketing**

4. **Significant global untapped potential, ~65% of business in U.S. in 2025 with strong international demand signals**

5. **Early on in AI implementation to unlock margin efficiency**

6. **Business model set up for future acquisitive growth opportunities**

PRINCESS POLLY

PETAL & PUP

culture kings

mnml

a.k.a.

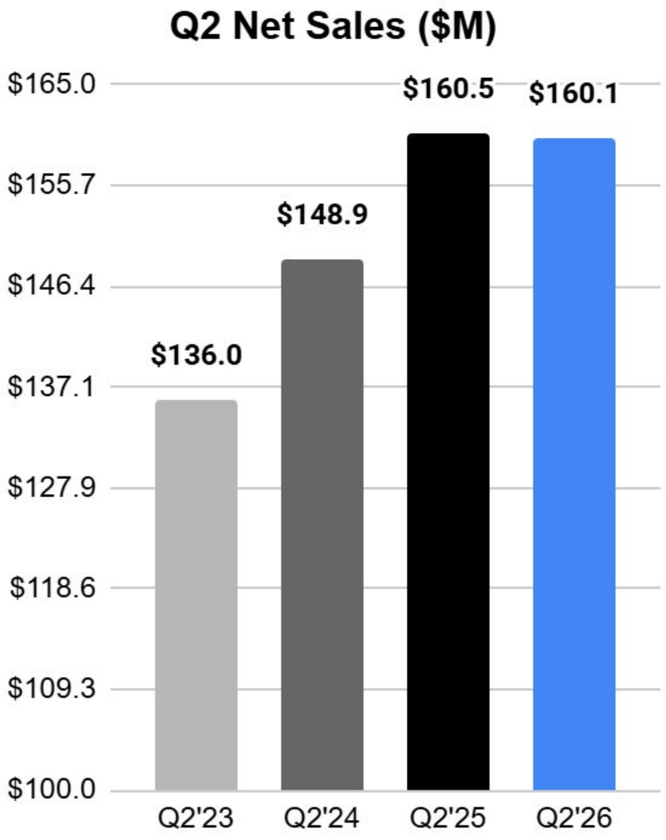
FINANCIALS

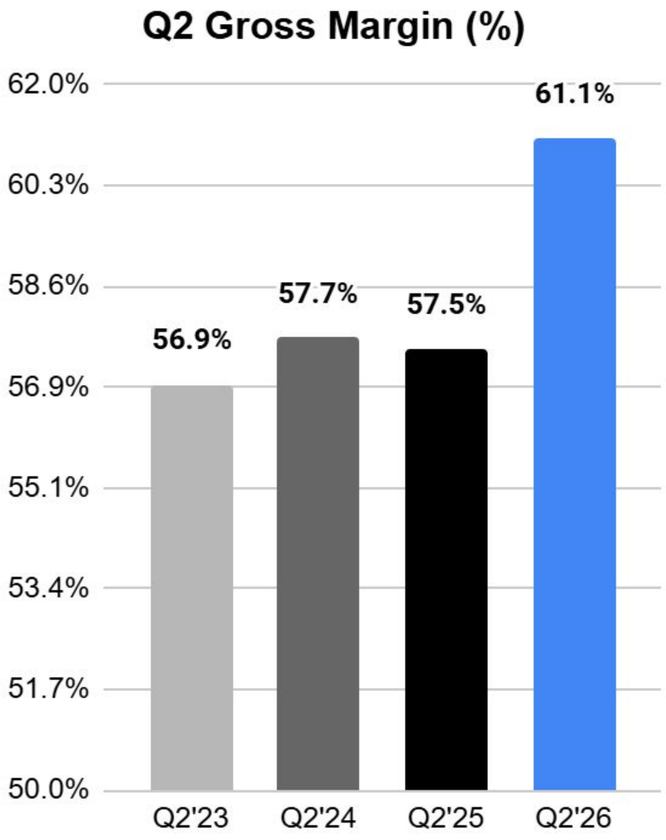
Q2'26 Financial Highlights

$160.1M NET SALES	**0.3%** NET SALES DECLINE	**2.1%** U.S. NET SALES GROWTH	**50.5%** REST OF WORLD NET SALES GROWTH
61.1% GROSS MARGIN	**$8.7M** ADJUSTED EBITDA[1]	**5.5%** ADJUSTED EBITDA MARGIN[1]	**4.4%** ACTIVE CUSTOMER GROWTH (TTM)

(1) Adjusted EBITDA and Adjusted EBITDA margin are non-GAAP measures. See appendix for definitions and reconciliations to the nearest GAAP measures

Q2 2026 Financial Summary





[redacted]

(1) See appendix for definitions and reconciliations to the nearest GAAP measures.

Balance Sheet & Inventory

$21.1M

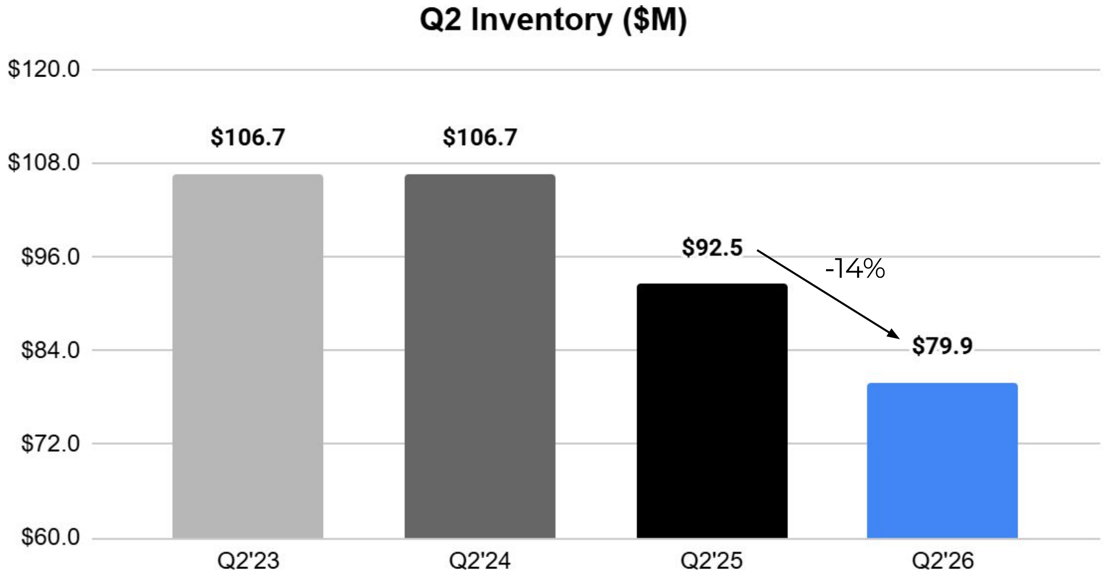
Cash & Equivalents (Q2'26)

$99.9M

Total Debt (Q2'26)

$79.9M

Inventory (Q2'26)



Inventory Improvement Story

- Inventory down 14% YoY to $79.9M
- Inventory down 7% since the end of FY 2025
- Improved inventory turns; streetwear business fully transitioned to test & repeat model
- Debt reduced to $99.9M, down from $108.7M a year ago, reflecting continued deleveraging progress

a.k.a.

2026 OUTLOOK

$625-635M
NET SALES

$30-32M
ADJUSTED EBITDA[1]

11M
WA DILUTED SHARES

$18-20M
CAPEX

Q3'26 OUTLOOK

$160-164M
NET SALES

$8-8.5M
ADJUSTED EBITDA[1]

11M
WA DILUTED SHARES

[1]Adjusted EBITDA is a non-GAAP measure. See appendix for definitions and reconciliations to the nearest GAAP measures. The Company has not provided a quantitative reconciliation of its Adjusted EBITDA outlook to a GAAP net income (loss) outlook because it is unable, without making unreasonable efforts, to project certain reconciling items. These items include, but are not limited to, future equity-based compensation expense, income taxes, interest expense and transaction costs. These items are inherently variable and uncertain and depend on various factors, some of which are outside of the Company's control or ability to predict

STRATEGIC INITIATIVES

2026 Strategic Priorities

ATTRACT & RETAIN CUSTOMERS

Direct-to-Consumer

- Exclusive, trend-driven merchandising
- Continue to refine test & repeat to capture full price demand
- Innovative marketing across 20+ platforms

EXPAND TOTAL ADDRESSABLE MARKET

Retail Expansion & Wholesale Partnerships

- Signed nine leases for new Princess Polly stores in the U.S.
- Princess Polly U.K. distribution Launch
- Expand wholesale partnerships across portfolio
- Signed one lease for new Culture Kings U.S. store and in final negotiations for another in major metro U.S. market

STRENGTHEN FINANCIALS

Margin & Efficiency

- AI implementation across functions to enable smarter, faster decision making, driving margin expansion in coming years
- Inventory discipline driving improved turns

PRINCESS POLLY

Princess Polly is a leading fashion brand delivering the latest trends, exclusive designs and lower environmental impact looks to trendsetters globally. As industry pioneers in the digital space, Princess Polly is constantly evolving and is now expanding its presence further into physical retail and wholesale partners

2Q26 UPDATES

- Strong performance, with stores, wholesale and marketplace all contributing to expanding omnichannel presence
- Expansion of omnichannel presence extends reach, driving new and returning customer growth
- U.K. distribution center transforming shopper conversion confirming tremendous growth opportunity in the U.K. and internationally

2026 STRATEGY

- Expanded back-to-school offering in core seasonal styles across denim, sweats, and tops complements successful ‘test and repeat’ model
- Extremely strong performance at the 1,000-square-foot Grove pop-up in Los Angeles led to a permanent extension
- Four new stores in the U.S. and one in Australia remain on track to open by year end, bringing the fleet to 20 locations
- Five new store leases in major trade areas already executed for 2027 openings, supporting a long-term path to 100+ stores in the U.S. alone






PRINCESS POLLY RETAIL EXPANSION

2025 Store Highlights

- 7 new U.S. locations opened in 2025; **all exceeding 4-wall profitability goals**
- Strong unit economics and brand awareness impact across fleet, 30% customers new to the brand
- Each new opening refines execution and improves store productivity

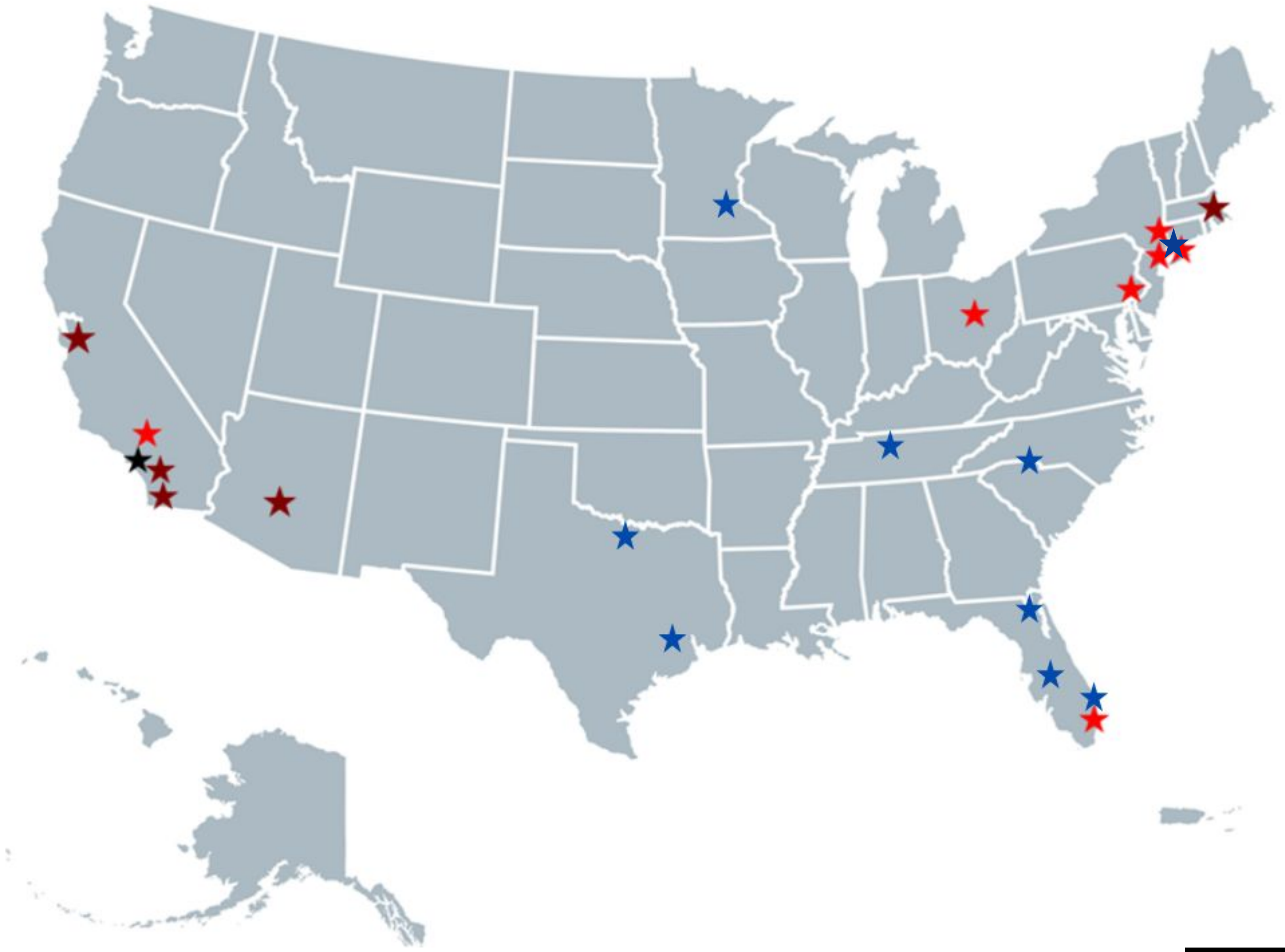
Upcoming U.S. Locations

- Pop-up at The Grove in Los Angeles permanently extended due to incredible demand
- Houston & Frisco, Texas
- Orlando, Jacksonville, & Boca Raton, Florida
- Edina, Minnesota
- Nashville, Tennessee
- Charlotte, North Carolina
- Burlington, Massachusetts
- Additional locations TBA

Australia

- First AU store exceeding expectations: Bondi Beach, Sydney (December 2025)
- Second Australian store opened at Pacific Fair (July 2026)
- Third Australian store announced at Chermside

2023 Stores (1)
2024 Stores (5)
2025 Stores (7)
Signed Leases (9)



a.k.a.


PRINCESS POLLY
ALDO


PRINCESS POLLY


CUTE PICS
THIS WAY

PETAL & PUP

Petal & Pup is a trend-forward women's fashion brand delivering curated, feminine styles for every occasion, with a growing presence across DTC, leading wholesale partners, and international markets.

2Q26 UPDATES

- Solid performance with continued expansion into wholesale and marketplace distribution
- Nordstrom partnership yields strong unit velocity and sell-through across dresses and casual styles in store and online
- Macy's is a notable performance call out
- Nuuly remains a strong growth partner, with tops now the #1 performing category, reinforcing strength of expanded separates offering

2026 STRATEGY

- Intentionally pulled forward Fall and Holiday product flow providing both DTC and wholesale partners a longer back half selling window compared to last year
- Continuing to build distribution of expanded lifestyle assortment by adding more specialty wholesale partners
- Took an important step, taking part in the specialty retail trade show Magic in Las Vegas, the largest wholesale trade show in the U.S.




culture kings / m n m l

Culture Kings is a premier experiential streetwear destination blending global fashion, music, sport, and culture through immersive retail environments and a portfolio of exclusive in-house brands including, Loiter, 73 Studio, Carré, Saint Morta, and American Thrift.

mnml is a digitally-native men's streetwear brand delivering elevated, minimalist essentials to a style-forward global customer on its own channels and through Culture Kings.

2Q26 UPDATES

- Customers responding to improved product and more full-price selling approach, driving strong sell-through
- Business contributed meaningfully to overall gross margin expansion
- mnml ranks Top 5 brand in the Men’s category on TikTok Shop
- Loiter leaning further into collaborations, with WrestleMania partnership and the upcoming Sonic the Hedgehog collaboration supporting differentiated positioning
- Carre launched first global collaboration with Coca Cola, centered around the World Cup

2026 STRATEGY

- Experiential retail model combined with portfolio of in-house brands and transition to ‘test and repeat’ model provides strong foundation to expand across new channels
- Expanding store footprint in the U.S. with a signed lease in Puerto Rico and final negotiations for a major metropolitan opening later this year
- Expanding wholesale and marketplace partnerships which are exceeding expectations
- Wholesale and marketplace partnerships increasing brand awareness, attracting new customers, and creating incremental growth opportunities

loiter

73 STUDIO

AMERICAN THRIFT

Carré®

SAINT MORTA®




APPENDIX

Adjusted EBITDA and Adjusted EBITDA margin are non-GAAP financial measures that management uses to assess our operating performance.

Because Adjusted EBITDA and Adjusted EBITDA margin facilitate internal comparisons of our historical operating performance on a more consistent basis, we use these measures for business planning purposes.

We also believe this information will be useful for investors to facilitate comparisons of our operating performance and better identify trends in our business. We expect Adjusted EBITDA margin to increase over the long-term as we continue to scale our business and achieve greater leverage in our operating expenses.

We calculate Adjusted EBITDA as net income (loss) adjusted to exclude: interest and other expense; provision for (benefit from) income taxes; depreciation and amortization expense; equity-based compensation expense; costs to establish or relocate distribution centers; transaction costs; costs related to severance from headcount reductions; goodwill and intangible asset impairment; sales tax penalties; insured losses, net of any recoveries; and one-time or non-recurring items. We calculate Adjusted EBITDA margin as Adjusted EBITDA as a percentage of net sales. Adjusted EBITDA and Adjusted EBITDA margin are considered non-GAAP financial measures under the SEC's rules because they exclude certain amounts included in net income (loss) and net income (loss) margin, the most directly comparable financial measures calculated in accordance with GAAP.

A reconciliation of non-GAAP Adjusted EBITDA to net loss for the three and six months ended June 30, 2026 and 2025, is as follows:

	Three Months Ended June 30,		Six Months Ended June 30,	
(dollars in thousands)	2026	2025	2026	2025
Net loss	$ (161)	$ (3,625)	$ (7,295)	$ (11,975)
Add (deduct):				
Total other expense	1,426	3,124	4,246	6,082
Provision for income tax	(99)	10	111	19
Depreciation and amortization expense	4,835	4,329	9,562	8,703
Equity-based compensation expense	1,169	1,843	2,340	3,902
Distribution center relocation costs	256	—	740	737
Non-routine legal matters	1,037	1,489	3,687	2,200
Non-routine items[1]	265	350	485	518
Adjusted EBITDA	$ 8,728	$ 7,520	$ 13,876	$ 10,186
Net loss margin	(0.1)%	(2.3)%	(2.5)%	(4.1)%
Adjusted EBITDA margin	5.5 %	4.7 %	4.7 %	3.5 %

a.k.a.