



LifetimeBrands

NASDAQ: LCUT

| www.LifetimeBrands.com

| March 2019



FORWARD LOOKING STATEMENTS

This presentation contains forward-looking statements, including statements concerning Lifetime's future prospects that represent the Company's current judgment about possible future events. The Company believes these judgments are reasonable, but these statements are not guarantees of any events or financial results, and actual results may differ materially due to a variety of important factors. Such factors might include, among others, the Company's ability to comply with the requirements of its credit agreements; the availability of funding under such credit agreements; the Company's ability to maintain adequate liquidity and financing sources and an appropriate level of debt; changes in U.S. or foreign tax law and policy; changes in general economic conditions which could affect customer payment practices or consumer spending; the impact of changes in general economic conditions on the Company's customers; expenses and other challenges relating to the integration of the Filament Brands business and future acquisitions; changes in demand for the Company's products; changes in the Company's management team; the significant influence and consent rights of the Company's largest stockholder; fluctuations in foreign exchange rates; shortages of and price volatility for certain commodities; significant changes in the competitive environment and the effect of competition on the Company's markets, including on the Company's pricing policies, financing sources and an appropriate level of debt.

Non-GAAP Financial Measures

This presentation contains non-GAAP financial measures within the meaning of Regulation G promulgated by the Securities and Exchange Commission. Included in this presentation are reconciliations of these non-GAAP financial measures to the comparable financial measures calculated in accordance with GAAP.



A COMPELLING INVESTMENT OPPORTUNITY



Lifetime Brands is one of the world's leading designers, developers, and marketers of a broad range of nationally branded consumer products used in the home.

- Leading portfolio of stable brands with multi-channel growth opportunities
- Unmatched scale to create a platform to maximize sales growth and operational effectiveness
- Best-in-class innovation engine to strategically drive growth in core categories
- Strong cash flow generation to enable financial flexibility

CORE FOCUS ON OWNED & CONTROLLED BRANDS

Lifetime Brands focuses on owned brands that provide flexibility domestically and can be marketed internationally.



FARBERWARE® MIKASA® SABATIER  Pfaltzgraff. chicago metallic™
THE BAKING EXPERTS™



T▲YLOR

HOUDINI by rabbit



WALLACE®

WILTON
ARMÉTALE



kamenstein.



FITZ AND FLOYD®



RBT

M I S T O®

Gorham
1831

TOWLE
SILVERSMITHS

Our strong brand portfolio features leading brands that resonate with consumers.

STRATEGIC USE OF LICENSED BRANDS & PRIVATE LABEL EXPANDS MARKET SHARE

The Company supports licensed and private label brands by leveraging product development and sourcing expertise.



- Enabling retailers to develop their own brands while minimizing their start-up costs
- Supporting retailers with market analysis, product assortments, promotional and merchandising solutions



Licensed and private label brands round out our portfolio in all channels of distribution.

STRONG INVESTMENT IN MEDIA

Lifetime's products are regularly featured in major print, broadcast & online media outlets, and social media channels.



Trusted brands and innovative products that receive wide media coverage.

DIVERSIFIED CUSTOMER BASE

Supplying every major retailer.



Mass Market	Off-Price	Department Stores	Specialty Stores	Warehouse Clubs
  	    	     	    	  
Online/TV	Supermarkets	Independent Retailers	Commercial	Retail Direct
   	   	<p>Over 7,000 independent retailers</p>	   	<p>Lifetime has ecommerce sites for direct-to- consumer sales.</p>

Augmented position through March 2018 Filament Brands acquisition

We reach consumers in every sector.

INTERNATIONAL CUSTOMER BASE

Well positioned to drive growth.



Department Stores	Specialty Retailers	Supermarkets	Garden Center Groups	Online/TV
<p>DEBENHAMS</p> <p>John Lewis</p> <p>SELFRIDGES & CO</p> <p>Grupo DISCO</p> <p>Cervera</p> <p>GALERIA</p> <p>El Corte Inglés</p> <p>YOUR M&S</p> <p>KARSTADT</p>	<p>LAKELAND</p> <p>Robert Dyas</p> <p>steamer trading COOKSHOP</p> <p>The RANGE Home, Leisure & Garden</p> <p>ZODIO</p> <p>Dunelm</p> <p>COOK & CO</p> <p>TOK & STOK</p>	<p>TESCO</p> <p>Sainsbury's Try something new today</p> <p>Waitrose</p> <p>ocado</p> <p>MiGROS</p> <p>M MORRISONS</p> <p>HEMA</p> <p>blokker.</p>	<p>Wyevale</p> <p>Notcutts Helping gardeners since 1897</p> <p>Dobbies GARDEN CENTRES</p> <p>BLUE DIAMOND</p> <p>GARDEN AND LEISURE</p>	<p>amazon.co.uk</p> <p>amazon.de</p> <p>ideal WORLD</p> <p>bid</p> <p>Discount Retailers</p> <p>ASDA</p> <p>Walmart</p> <p>wilko</p> <p>MATALAN</p>

Lifetime's products are available in 109 countries.

PRODUCT DEVELOPMENT & INNOVATION

PROVIDE TRUE POINTS OF DIFFERENTIATION

Focused on identifying and investing in major consumer trends, new technologies, materials, and designs.



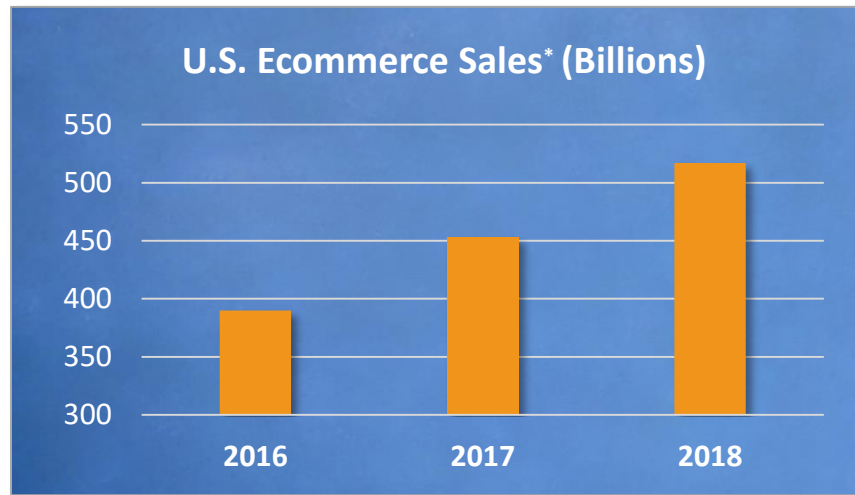
- Over 120 professionals in the U.S., China, and the U.K.
- Over 1,000 design and utility patents
- Open Innovation program connects us with thousands of independent inventors
- Recent Filament acquisition enhances robust innovation capabilities by adding award-winning product design and development team



Lifetime introduces over 4,000 new products each year.

ECOMMERCE INVESTMENTS DRIVING GROWTH

Investing to more efficiently promote our products and brands online.



Lifetime restructured ecommerce operations in Q4 2018:

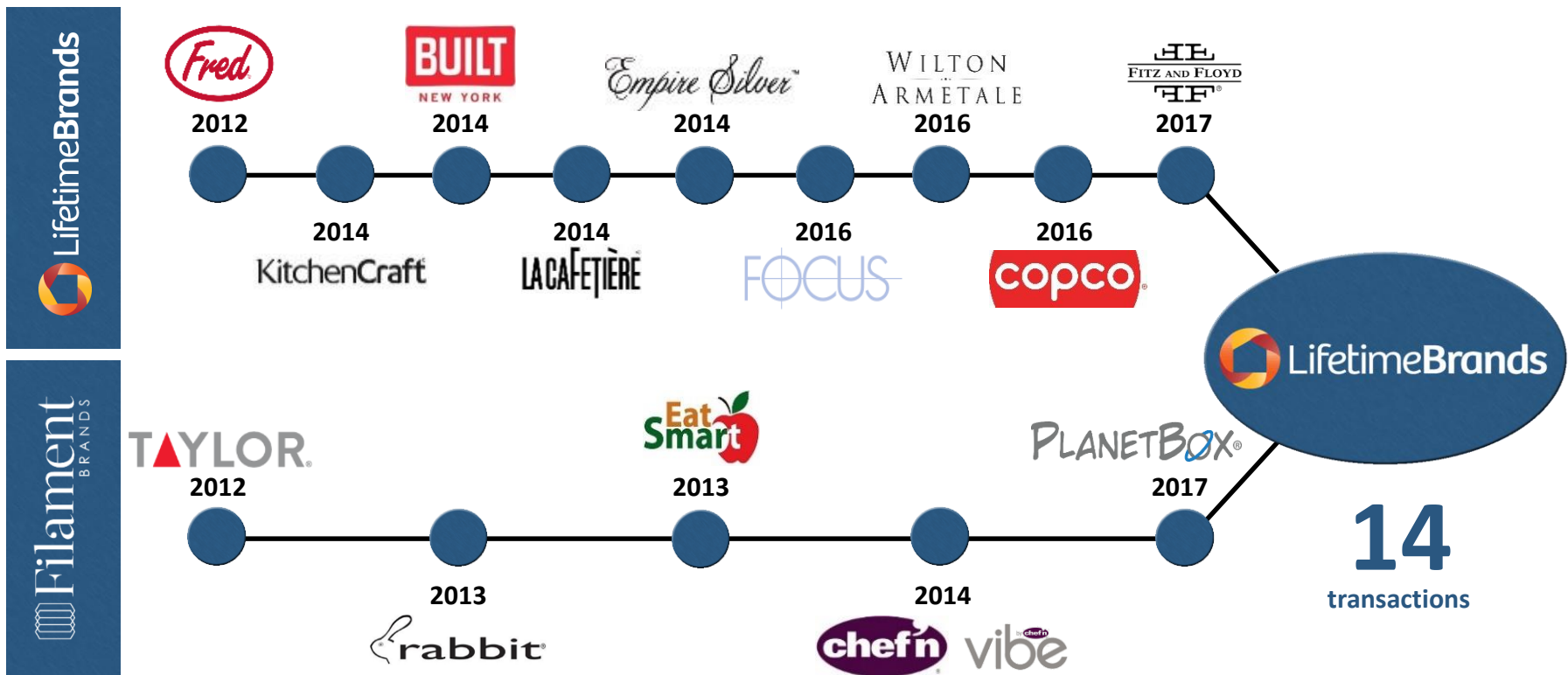
- Designed to grow our ecommerce revenues, product recognition, and ratings
- Efforts are already showing results in Q1 2019
- Growth will be generated in pure play ecommerce, omni channel, and direct-to consumer

*Source: Internet Retailer

Meaningful growth is anticipated throughout the year.

LEADING HOUSEWARES CONSOLIDATION PLATFORM

Substantial collective experience identifying and executing acquisitions.
Growth through M&A.



Proven integration capabilities and repeatable M&A strategy.

STRATEGIC INITIATIVES

Breadth of offerings, increased efficiencies, and restructuring position the company for future growth.



Reorganization of EU operations

- Will create an unrivaled kitchenware and tabletop business; 2019 completion date

International sales

- Sell recognized brands directly to major international retailers by bypassing costly distributors

Portfolio assessment

- Rationalizing SKUs and strategically de-emphasizing periphery categories

Commercial food service

- Investing in infrastructure; long-term opportunity will provide revenue in 2019 and accelerate in subsequent years

Mine benefits from 2018 integration

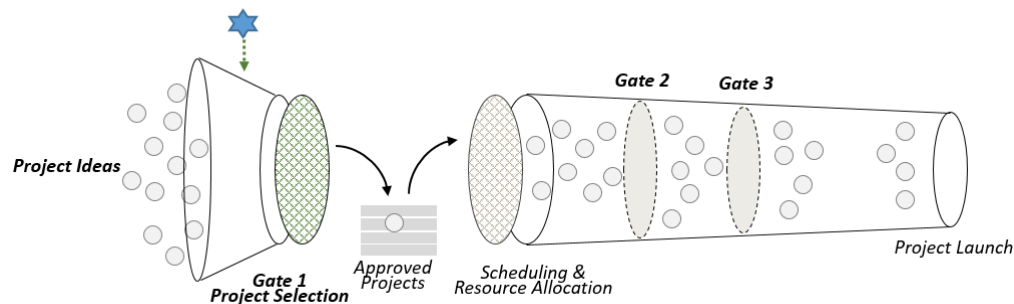
- \$11+ million of savings
- Leveraging expanded portfolio of brands, products, and distribution platforms

PRODUCT PORTFOLIO & BRAND INVESTMENT

Shifting to strategic vs. transactional approach will drive growth.



- Emphasis on key consumer brands and products in core categories
- Strategic portfolio planning program implementation
- Focus on core brands and product lines that resonate with consumers and market trends
- New stage gate product development process



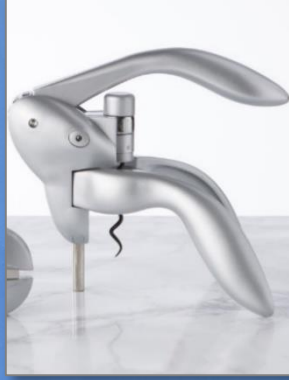
- Investment in brand building through public relations, social media, and marketing content for our retail partners

Investing in the most impactful brands and product lines.

KEY LINES OF BUSINESS



KITCHENWARE



KitchenAid® **chefn®** **rabbit®** **lab** **chicago metallic®** **FARBERWARE®**
HIDE TWO ONE THE BAKING EXPERTS™
MISTO® **TAYLOR** **Instant Pot®** **BUILT** **PLANETBOX®** **SABATIER®**
NEW YORK

2019

- Launch of Instant Pot line of tools & gadgets, and bakeware accessories
- Expand KitchenAid brand into sinkware and bakeware categories, and international markets
- Expand penetration of industry-leading Rabbit portfolio across all channels
- Walmart and Costco penetration for industry-leading Taylor measurement line
- Expand patented Edgekeeper cutlery assortment across key retailers
- Major push into grocery channel

TABLETOP



MIKASA® Pfaltzgraff®
WILTON
ARMÉTALE



TOWLE® WALLACE®
INTERNATIONAL®

2019

- Restructuring of tabletop business will yield growth and cost synergies
- Streamlining supply chain to reduce costs without disrupting the flow of goods or vendor relationships
- Utilizing our distribution, sourcing, and design expertise to find new channels and opportunities
- 21 new flatware patterns introduced to the market
- Launching Mikasa commercial food service business in May

HOME SOLUTIONS



elements 
beyond the basic

MIKASA®

SCOTT  LIVING

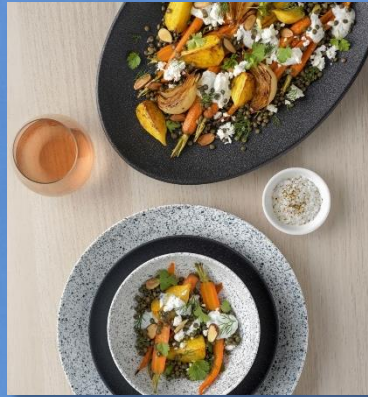
 Fred

MELANCO 
beyond the basic

2019

- Repositioned offering for 2019 will yield meaningful growth in 2019
- Launching comprehensive line of Scott Living home décor products in conjunction with Property Brothers
- Expansion of successful LED candle assortment into new channels

INTERNATIONAL



Kitchen Craft®

creativetops®



MIKASA.



2019

- Reorganization announced in 2018 will be completed by Summer 2019
 - Eight warehouses and two business units under one roof
 - Customers will be able to order all products from one business
- Emphasis on newly acquired Maxwell & Williams and relaunch of London Pottery tabletop brands
- Continue to build on Mikasa, Chef'n, and Built brands in Europe (from U.S.)
- Consolidating tabletop sourcing to Lifetime Brands China will reduce costs by over 50%
- Rationalizing SKU assortment and eliminating low-margin categories
- Launching strategic brand and product initiative to propel growth

RECENT FINANCIAL PERFORMANCE



ACQUISITION OF FILAMENT CREATED CRITICAL MASS

Enhanced business along multiple operational and financial dimensions.



Net Sales:	\$579.5 million ¹	➡	\$730.4 million²
EBITDA:	\$40.2 million ¹	➡	\$65.5 million^{2,3}
Leading Brands:	5	➡	8
Product Segments Served:	22	➡	27
#1 Positions	5	➡	9
Operational Efficiencies:	Improving	➡	Enhanced
Free Cash Flow:	Strong	➡	Stronger

¹ Numbers reflect Lifetime Brands, Inc. prior to date of acquisition

² Includes Filament Brands as if acquired on January 1, 2018

³ Calculated in accordance with the Company's Debt Agreements without limits

Transaction has created a larger and more diversified business.

FILAMENT INTEGRATION UPDATE

The company is ahead of schedule for both timing and total amount of savings.



Synergy Analysis Summary

Supply Chain

\$3.0 Million

Distribution: \$2.0 million
Sourcing & Planning: \$1.0 million

Sales & Marketing

\$4.0 Million

Sales & Commissions: \$2.6 million
Marketing: \$1.4 million

Overlapping G&A

\$4.8 Million

Administration: \$3.1 million
Information Technology: \$1.7 million

Total Synergies: \$11.8 Million

Cost savings implemented in 2018 with the full benefit realized in 2019.

RESULTS OF OPERATIONS

	Year Ended December 31,		
	2018 (1)	2017	2016
(\$ in millions, except per share amounts)			
Net sales	\$ 704.5	\$ 579.5	\$ 592.6
Cost of Sales	448.8	364.3	375.7
Gross Margin	255.8	215.2	216.9
Distribution Expenses	69.7	58.1	57.0
Selling, general and administrative expenses	162.9	140.9	130.4
Impairment of goodwill	2.2		
Restructuring Expenses	2.3	1.0	2.4
Income from Operations	18.6	15.2	27.1
Interest Expense	(18.0)	(4.3)	(4.8)
Loss on early retirement of debt	(0.1)	(0.1)	(0.3)
Income before income taxes and equity in earnings	0.5	10.8	22.0
Income tax provision	(2.9)	(9.0)	(7.0)
Equity in earnings, net of taxes	0.7	0.4	0.7
NET (LOSS) INCOME	\$ (1.7)	\$ 2.2	\$ 15.7
BASIC (LOSS) INCOME PER COMMON SHARE	\$ (0.09)	\$ 0.15	\$ 1.11
DILUTED (LOSS) INCOME PER COMMON SHARE	\$ (0.09)	\$ 0.14	\$ 1.08

(1) Includes Filament from March 2, 2018, the date of acquisition.

SUMMARY OF OPERATING RESULTS

	Quarter Ended December 31,		Year Ended December 31,	
	2018	2017	2018 (1)	2017
(\$ in millions, except per share amounts)				
Net sales	\$ 228.3	\$ 182.8	\$ 704.5	\$ 579.5
Income from operations before charges	23.9	11.4	23.1	16.2
Impairment and restructuring charges	(1.0)	(0.5)	(4.5)	(1.0)
Income from operations	22.9	10.9	18.6	15.2
Interest expense and retirement of debt	(5.6)	(1.2)	(18.1)	(4.4)
Income before income taxes and equity in earnings	17.3	9.7	0.5	10.8
Income tax expense	(7.5)	(8.2)	(2.9)	(9.0)
Equity in earnings (loss), net of taxes	0.2	(0.2)	0.7	0.4
Net income (loss)	\$ 10.0	\$ 1.3	\$ (1.7)	\$ 2.2
Diluted income (loss) per common share	\$ 0.49	\$ 0.09	\$ (0.09)	\$ 0.14
Adjusted diluted income per common share (2)	\$ 0.55	\$ 0.47	\$ 0.28	\$ 0.71

(1) Includes Filament from March 2, 2018, the date of acquisition.

(2) Adjusted diluted income per common share is a non-GAAP financial measure. It is provided because management uses this financial measure as a business performance indicator in evaluating the Company's on-going financial results and trends.

OPERATIONS – ADJUSTED BASIS

	Quarter Ended December 31,		Year Ended December 31,	
	2018	2017	2018	2017
(\$ in millions, except per share amounts)				
Net income (loss) as reported	\$ 10.0	\$ 1.3	\$ (1.7)	\$ 2.2
Acquisition related expenses - primarily Filament	0.5	2.4	1.7	2.6
Warehouse relocation, integration and restructuring charges	1.5	1.2	5.7	1.7
Severance expenses and other	0.3	0.1	0.1	0.2
Non-cash charges, purchase accounting and impairment			3.7	-
Unrealized (gain) loss on foreign currency contracts		0.2	(1.9)	2.8
Contingent consideration fair value adjustment	(1.8)		(1.8)	-
Impact of 2017 Tax Act	0.7	3.3	0.7	3.3
Income tax effect on above (except for 2017 Tax Act)		(1.4)	(1.0)	(2.2)
Adjusted net income (1)	\$ 11.2	\$ 7.1	\$ 5.5	\$ 10.6
Diluted income (loss) per common share:				
As reported	\$ 0.49	\$ 0.09	\$ (0.09)	\$ 0.14
Adjusted basis	\$ 0.55	\$ 0.47	\$ 0.28	\$ 0.71

(1) Adjusted net income is a non-GAAP financial measure. It is provided because management uses this financial measure as a business performance indicator in evaluating the Company's on-going financial results and trends.

BALANCE SHEET SUMMARY

	December 31,	
	2018	2017
	(\$ in millions)	
ASSETS		
Cash and cash equivalents	\$ 7.6	\$ 7.6
Accounts receivable	125.3	108.0
Inventory	173.6	132.4
Other current assets	12.3	10.4
Intangible assets, net	338.8	88.5
Other assets	51.0	54.6
TOTAL ASSETS	\$ 708.6	\$ 401.5
LIABILITIES AND STOCKHOLDERS' EQUITY		
Accounts payable and accrued expenses	\$ 83.6	\$ 69.6
Other liabilities	39.5	26.8
Debt, net	306.0	94.8
Stockholders' equity	279.5	210.3
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 708.6	\$ 401.5

CREDIT PROFILE

	December 31, 2018
	(\$ in millions)
LTM PROFORMA EBITDA ⁽¹⁾	\$ 65.5
Cash	\$ 7.6
Debt:	
Credit Facility due 2023	42.1
Senior Secured Term Loan due 2025	272.9
Total Debt ⁽²⁾	315.0
Net Debt	\$ 307.4
Leverage Ratio	4.7 x

(1) Calculated in accordance with the Company's Debt Agreements without limits.

(2) Presented gross of unamortized debt issuance costs.



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