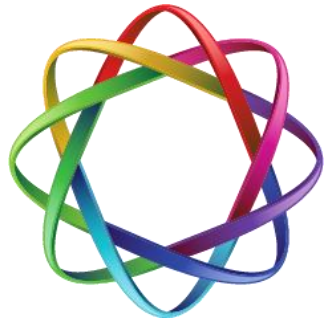




LABELXPO
CONFERENCE

Linnea Keen, President, TLMI

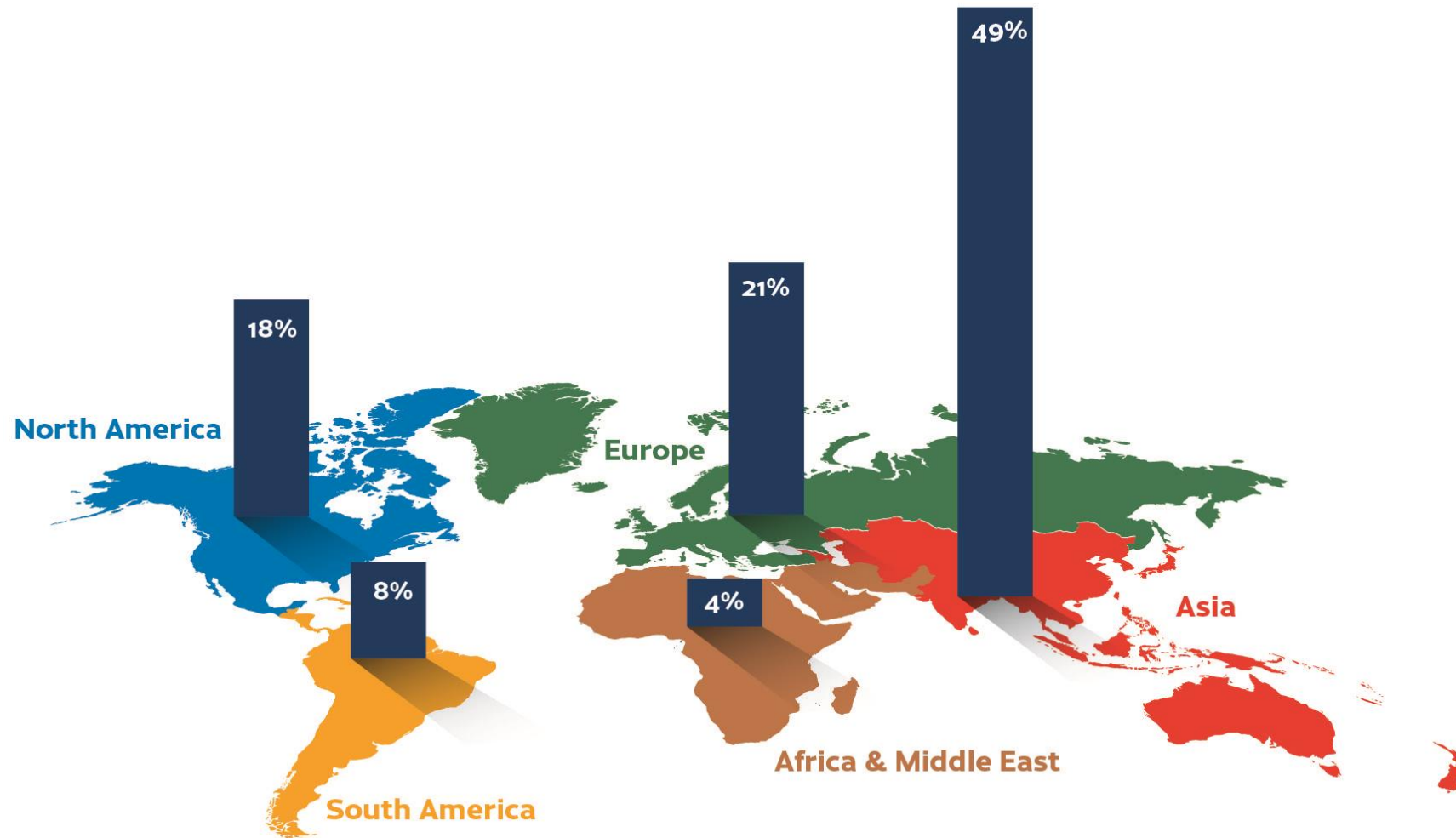
Corey Reardon, President & CEO, AWA



GLOBAL & REGIONAL LABEL MARKET OVERVIEW

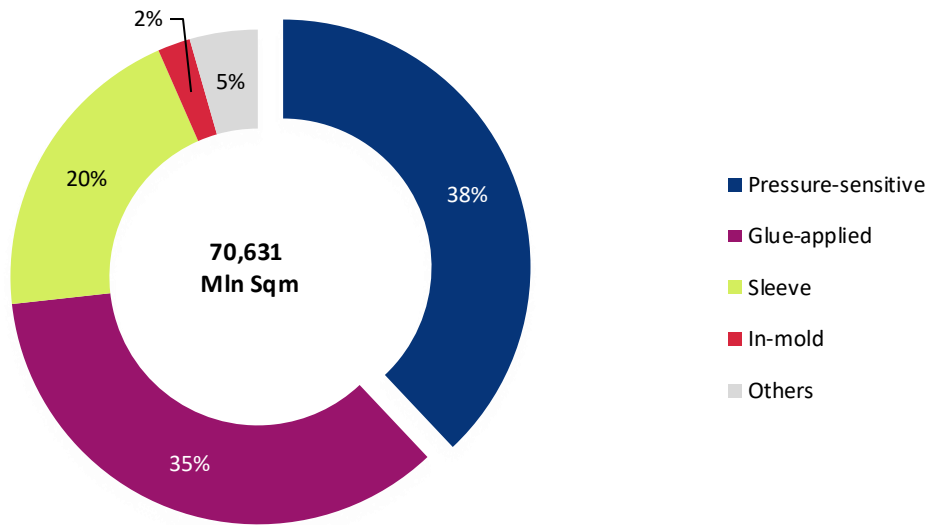


WORLDWIDE DEMAND FOR LABELING & PRODUCT DECORATION 70,631 MLN SQM

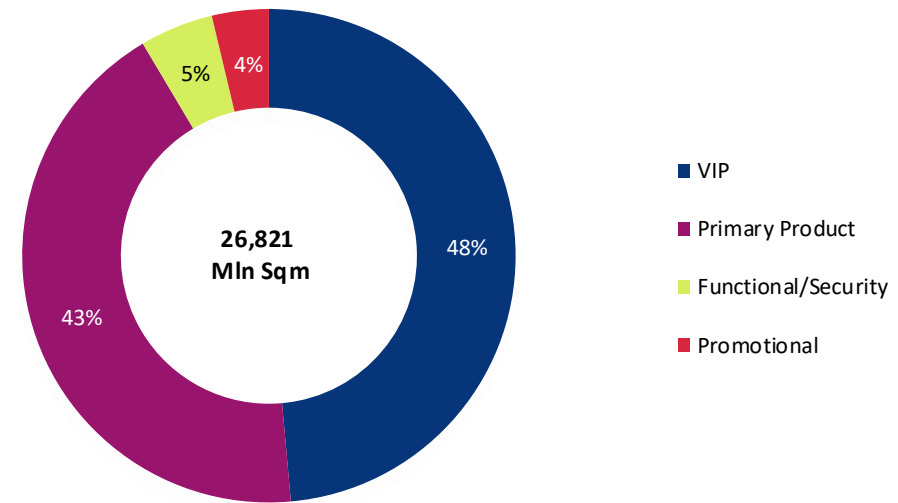


GLOBAL LABEL MARKET BY TECHNOLOGY

Global Label Market by Labeling Technology, Volume (mln sqm)

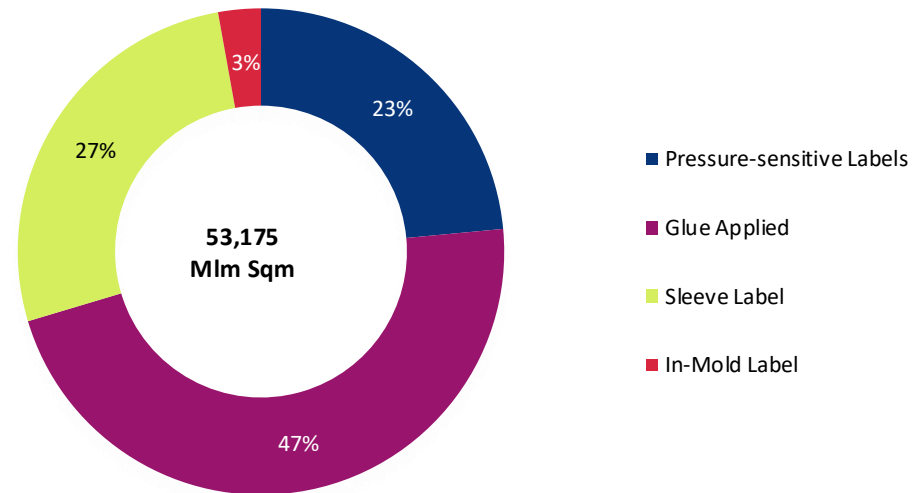


Global Pressure-sensitive Label Market by Application, Volume (mln sqm)



GLOBAL LABEL MARKET BY TECHNOLOGY

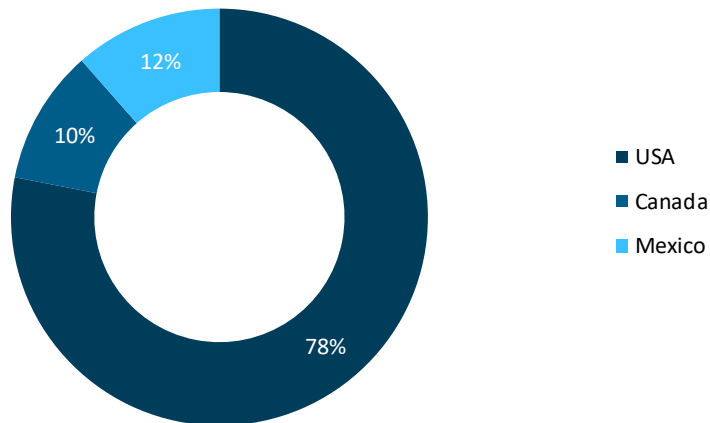
Global Primary Product Label Market by Labeling Technology, Volume (mln sqm)



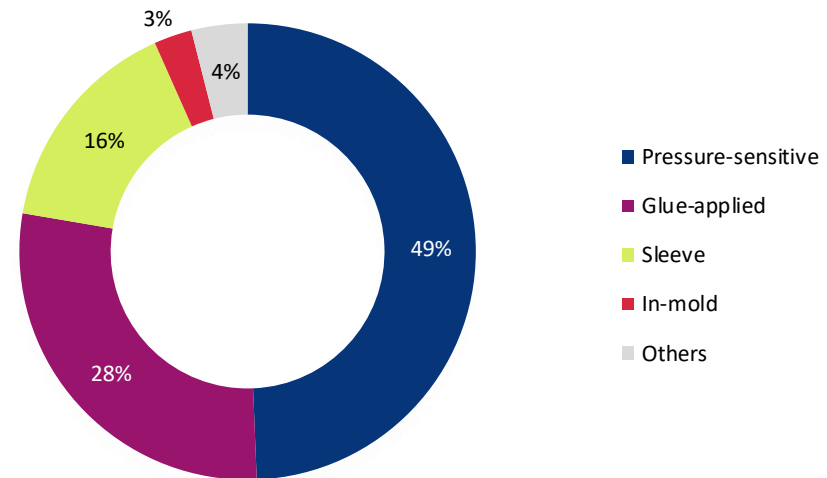
NORTH AMERICA LABEL MARKET BY REGION AND TECHNOLOGY

12,486 MLN SQM | 19,353 MSI

North America Label Market by Sub-Region, Volume (mln sqm)



North America Label Market by Labeling Technology, Volume (mln sqm)

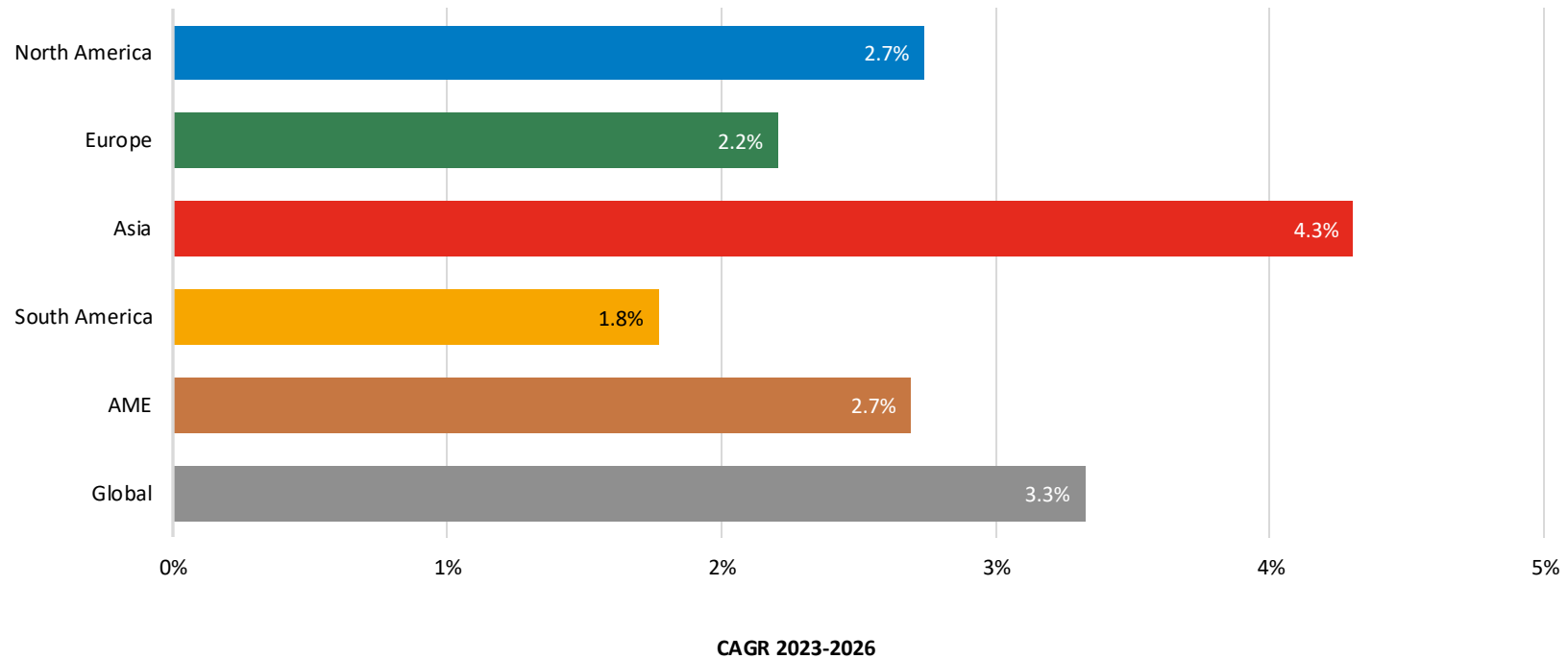


MACRO TRENDS & GROWTH

- MARKET GROWTH CHARACTERISTICS & STRONG DEMAND
- POST COVID & DESTOCKING
- SUPPLY CHAIN DISRUPTIONS
- SUSTAINABILITY
- TIGHT LABOR MARKETS
- MERGERS & ACQUISITIONS
- CAPACITY, BACKLOGS, AND SUPPLY CHALLENGES

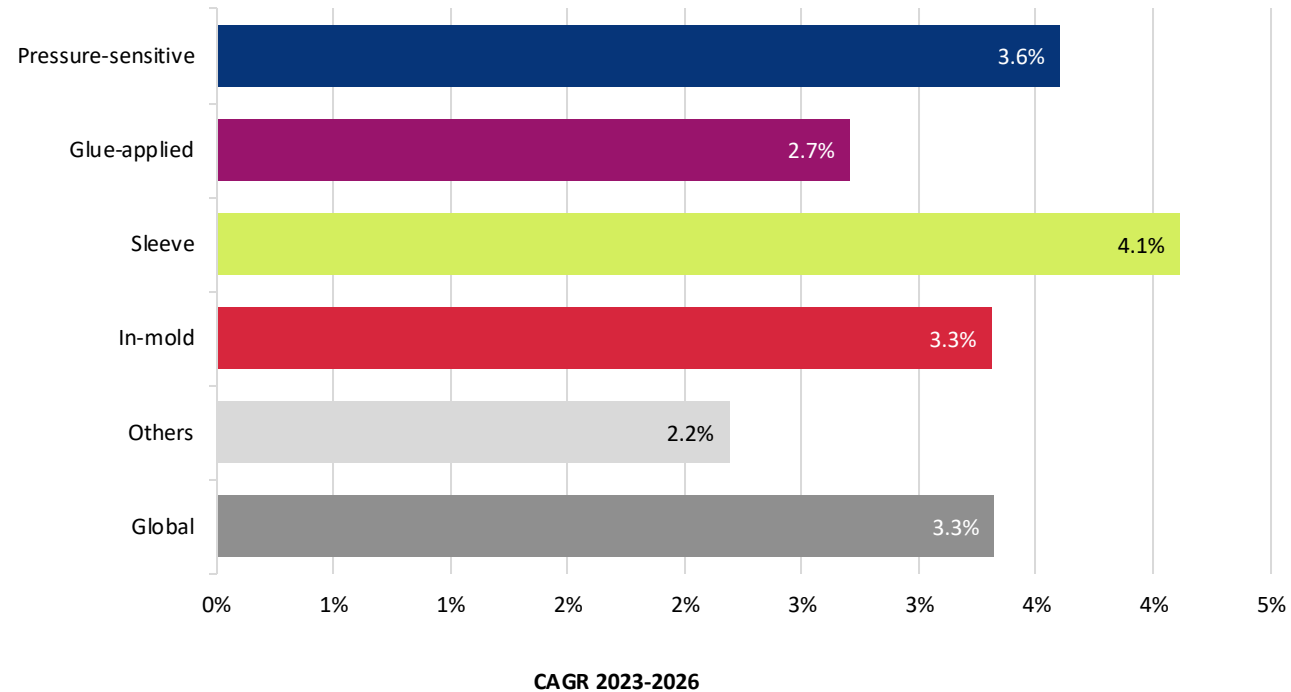
GROWTH TRENDS

GLOBAL LABEL MARKET GROWTH BY REGION ALL LABELING FORMATS



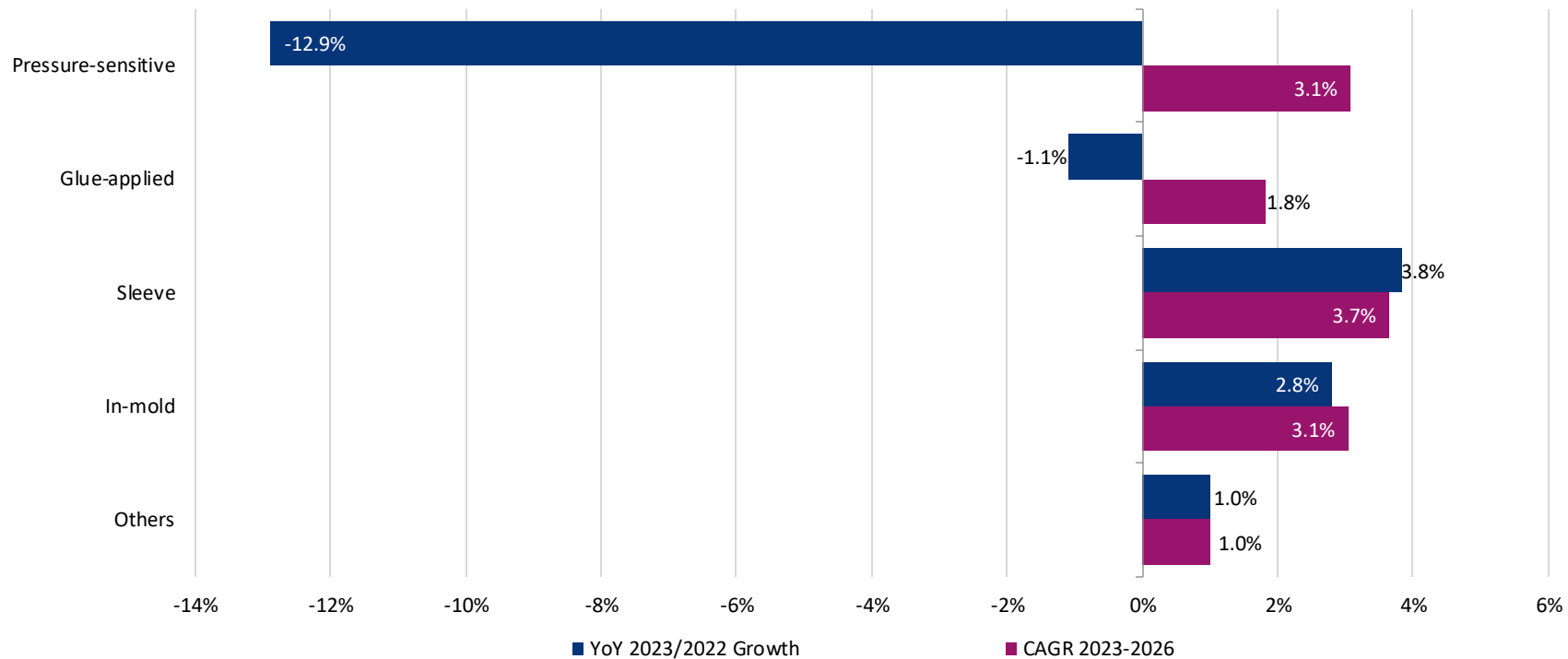
GLOBAL LABEL MARKET GROWTH BY FORMAT

ALL LABELING FORMATS



NORTH AMERICAN LABEL MARKET GROWTH BY FORMAT

ALL LABELING FORMATS

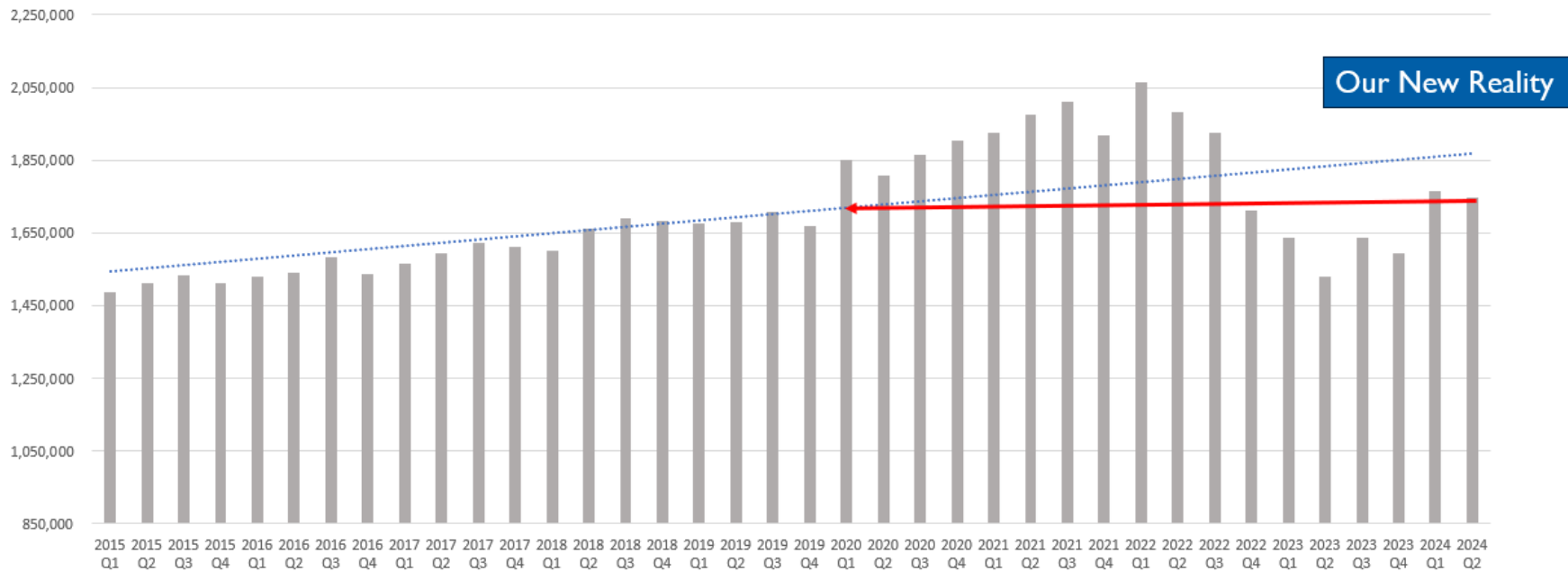


NORTH AMERICA LABEL MARKET ESTIMATED GROWTH, ALTERNATIVE VIEW

Source: TLMi Quarterly Rollstock Report

+ In H1 2024 Label Market Improved to 2020 Levels

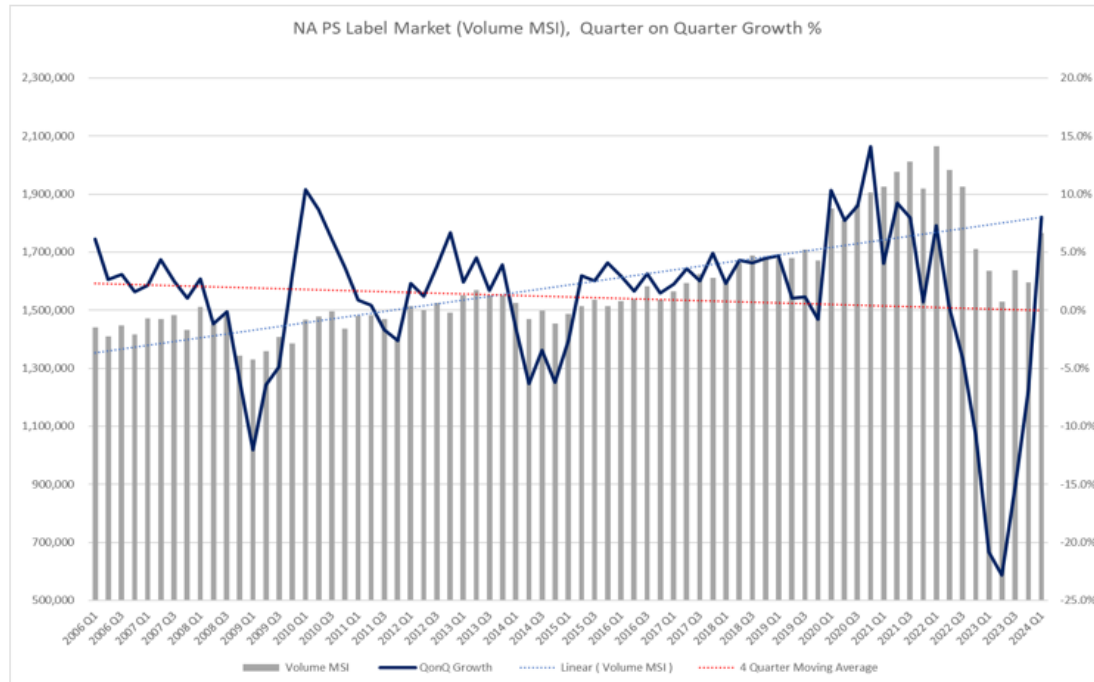
North American Label Market Volumes (BSI)



NORTH AMERICA LABEL MARKET ESTIMATED GROWTH, ALTERNATIVE VIEW

Source: TLMi Quarterly Rollstock Report

+ YTD 2024 Label Market Growth 11%



YTD 2024 Label Market Statistics

11.0%
NA Label market

10.6%
NA Prime label market

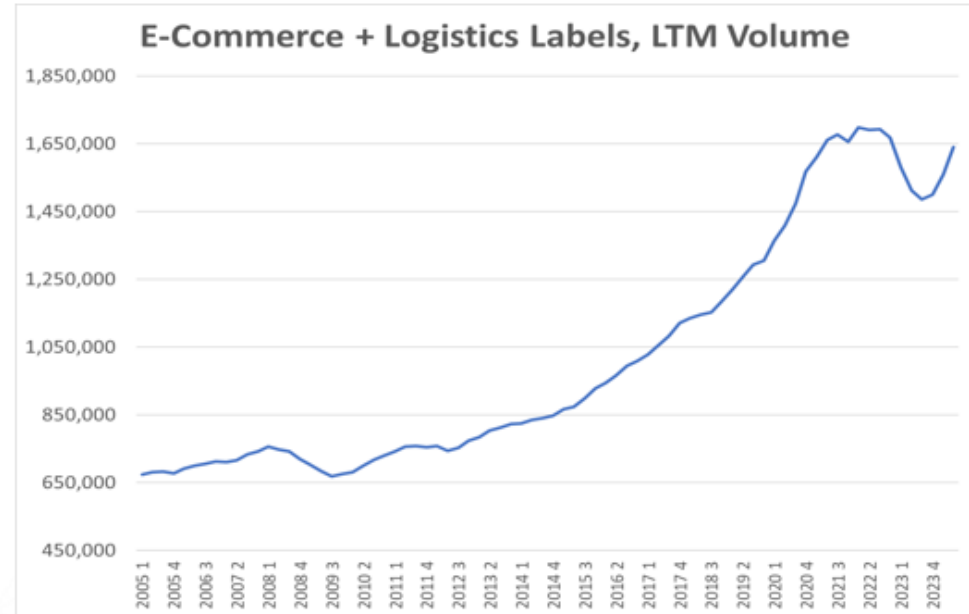
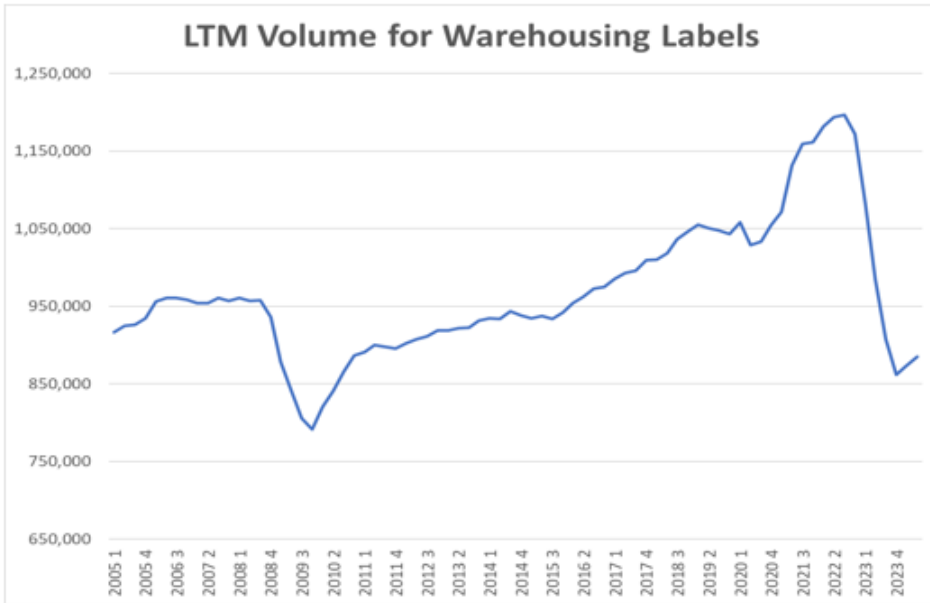
Package Delivery grew 21%

1.1%
NA Clear Film labels

14.9%
NA Paper labels

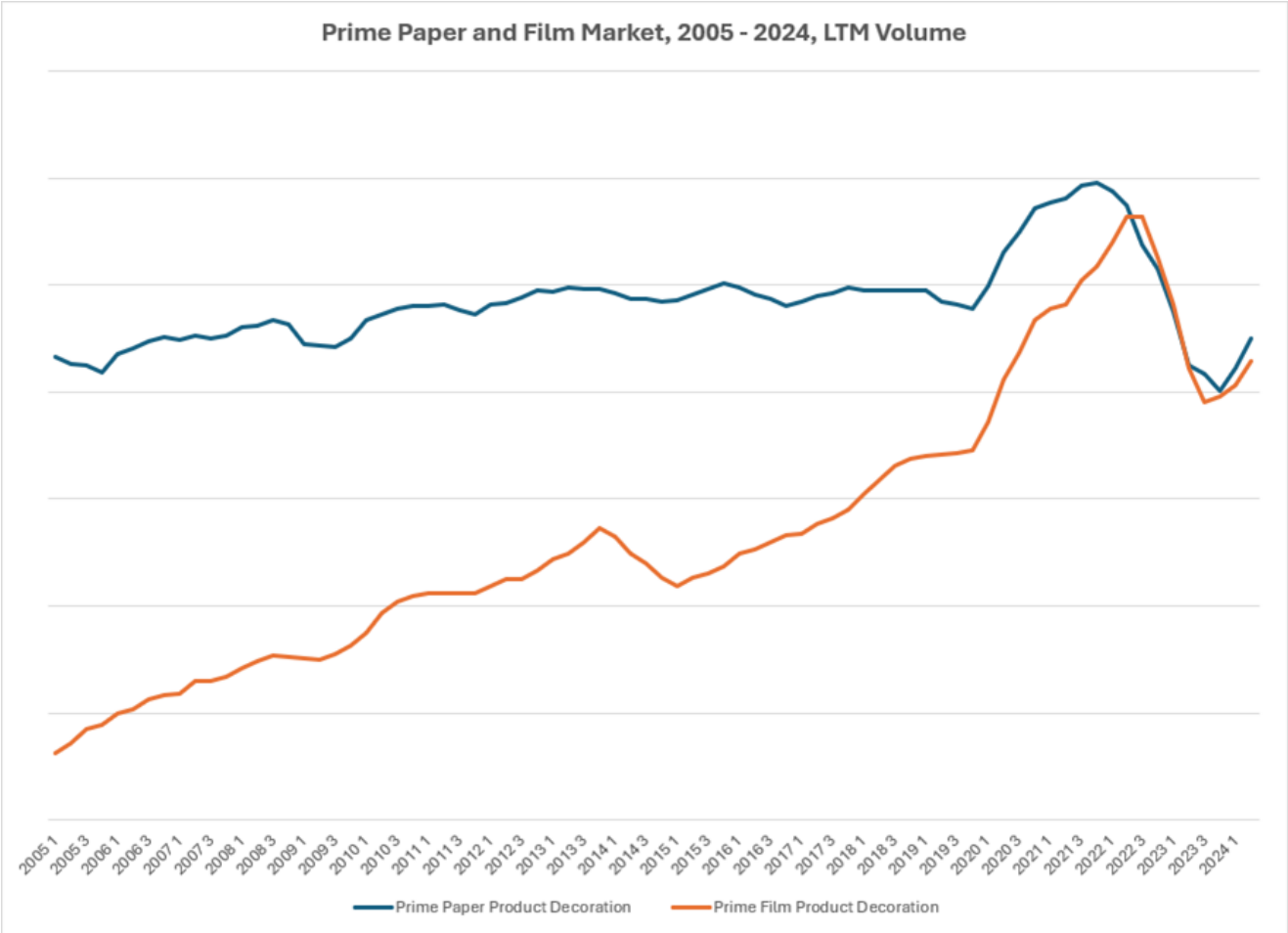
PRESSURE-SENSITIVE LABELING, VIP PAPERS LABELLING

Source: TLMI Quarterly Rollstock Report



PRESSURE-SENSITIVE LABELING, PRIME PRODUCT LABELLING

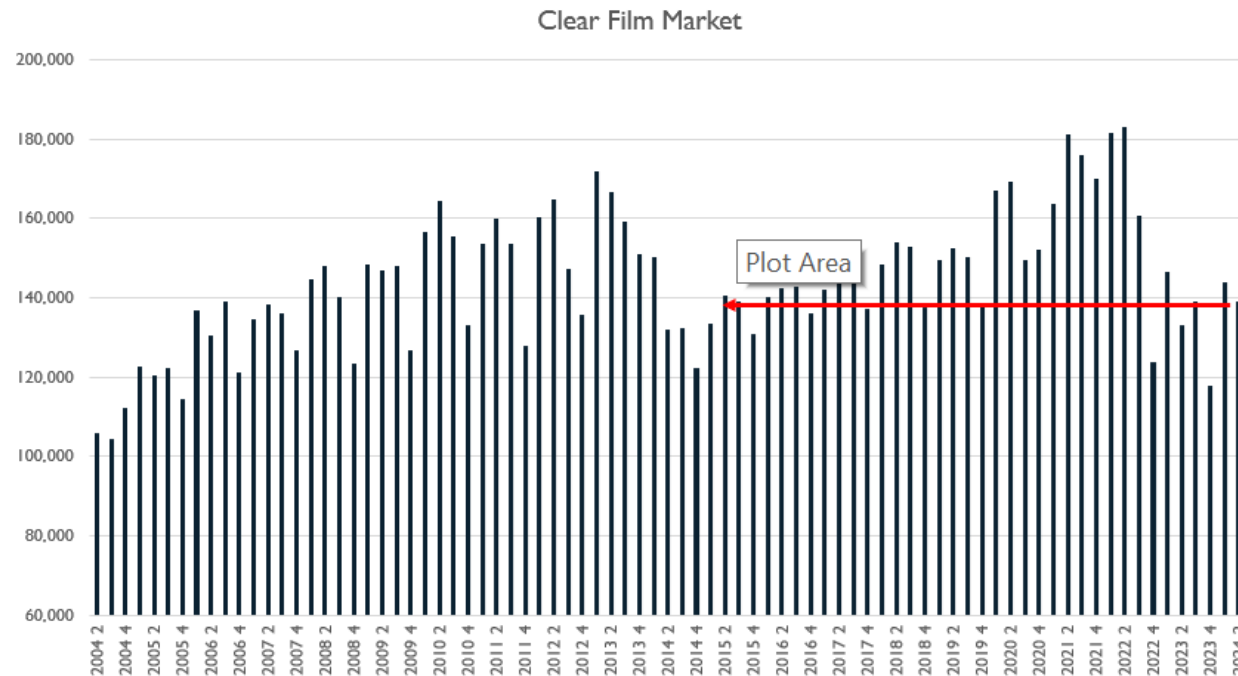
Source: TLMI Quarterly Rollstock Report



NORTH AMERICA LABEL MARKET ESTIMATED GROWTH, ALTERNATIVE VIEW

Source: TLMi Quarterly Rollstock Report

+ Clear Film Market back at 2015 Levels



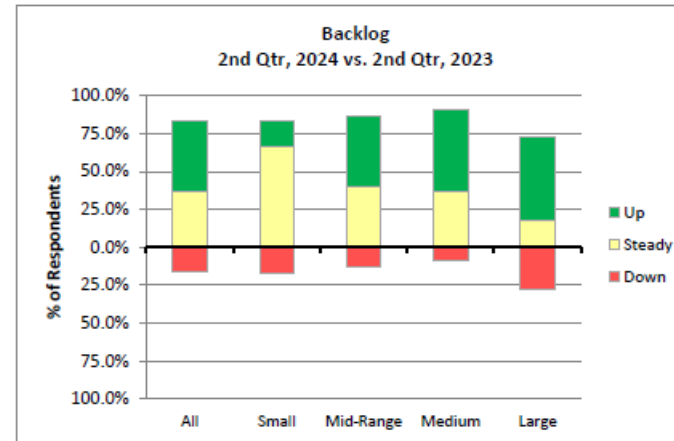
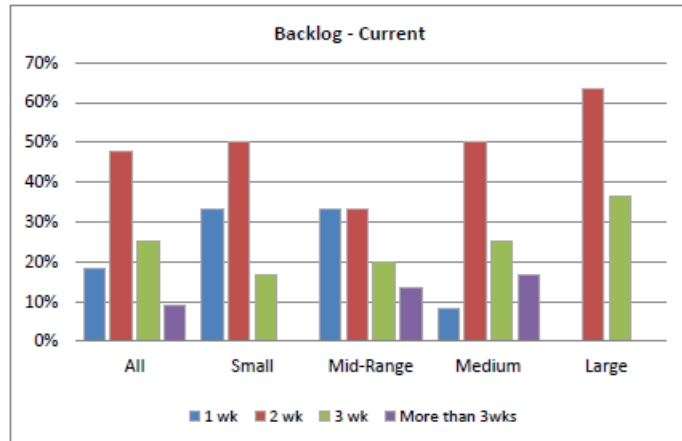
Clear Film is used in the decoration of premium products. This market has not recovered like the Paper and White film market.

This is due to changes in consumer behavior. They are trading down to value brands.

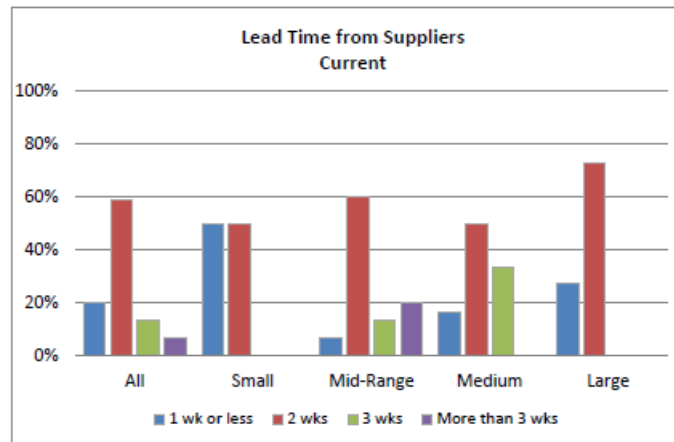
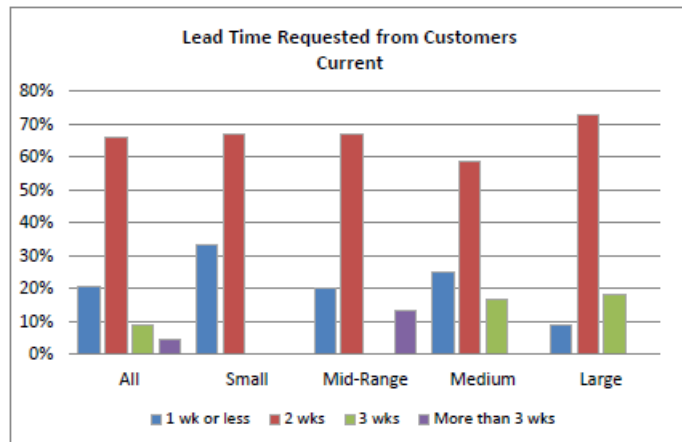
In Q3 Premium is starting to fight back with lower prices

NORTH AMERICA LABEL MARKET ESTIMATED GROWTH, ALTERNATIVE VIEW

Source: TLMi Quarterly Trends Report



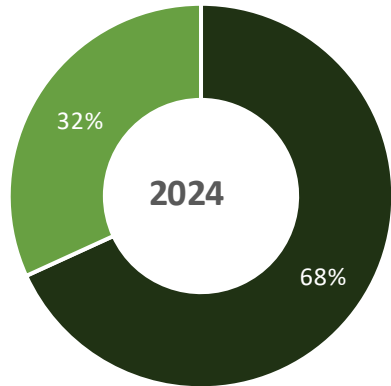
For the first three quarters of 2023, over half of the respondents reported decreasing backlogs. It's encouraging to see over one-third of the respondents report increasing backlogs for the third consecutive quarter. Over one-third (34%) of respondents are running a backlog of 3 weeks or more.



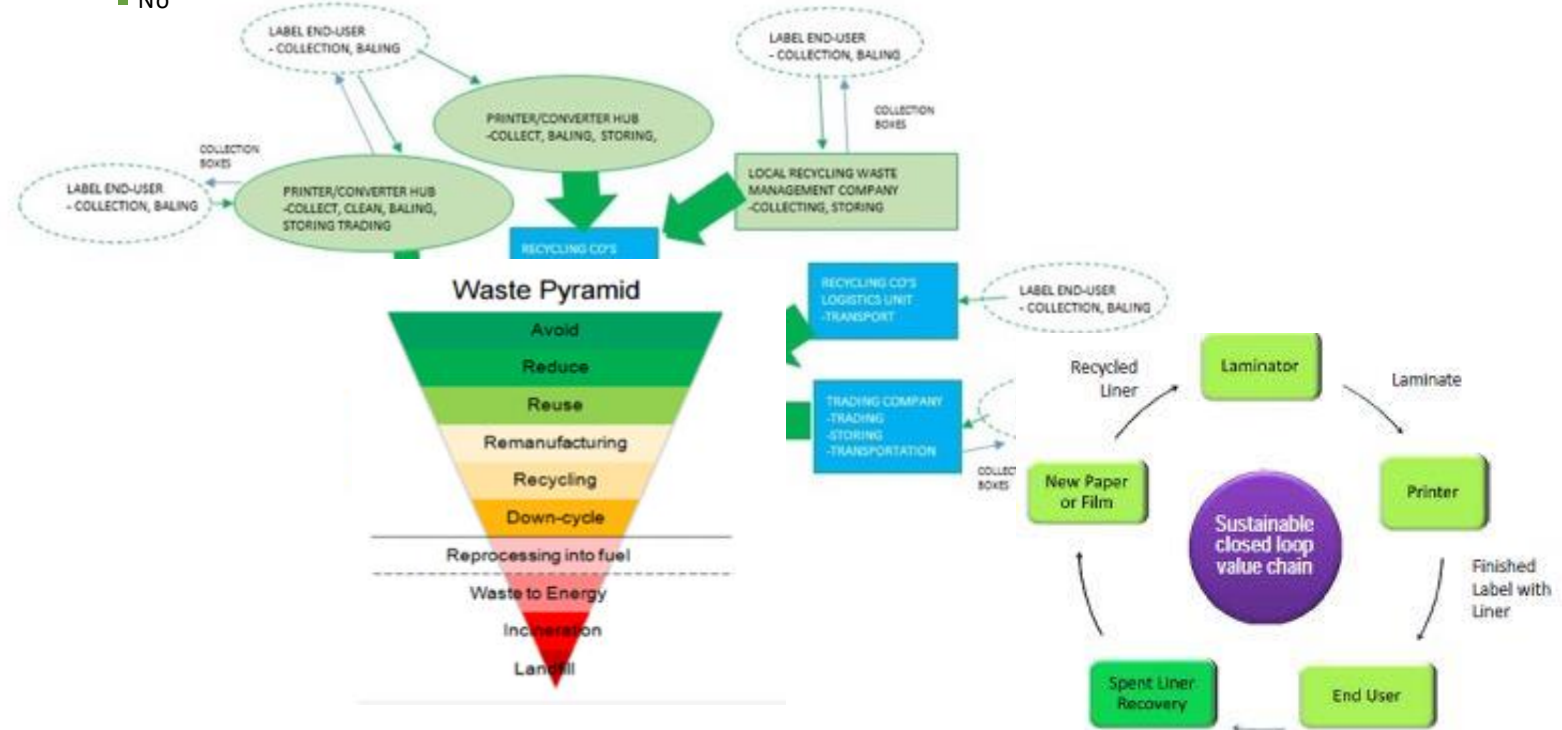
SUSTAINABILITY



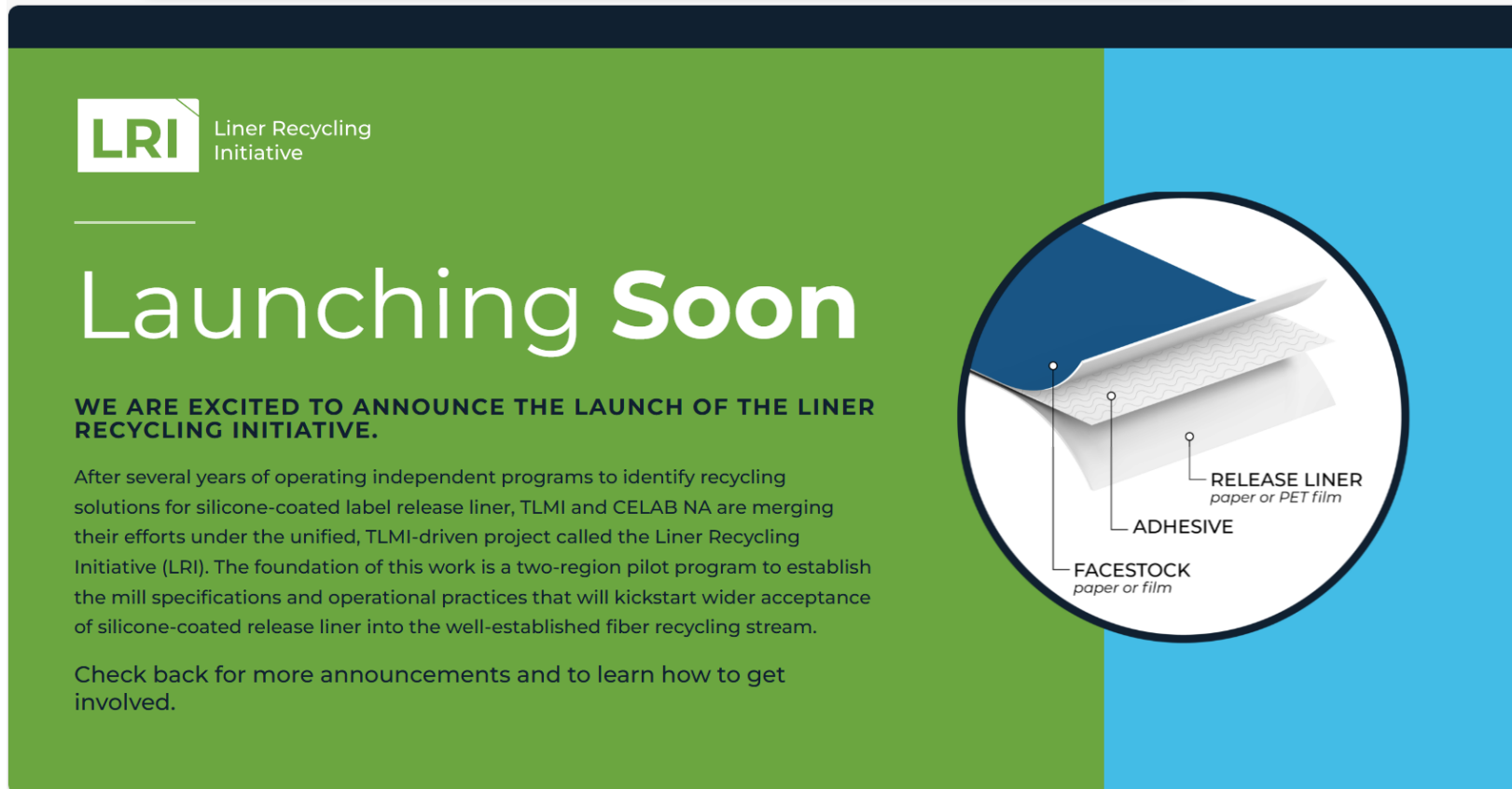
LABEL RELEASE LINER AND MATRIX BY-PRODUCT



- Yes
- No



Recent Announcement: TLMI & CELAB collaborate on LRI, Liner Recycling Initiative



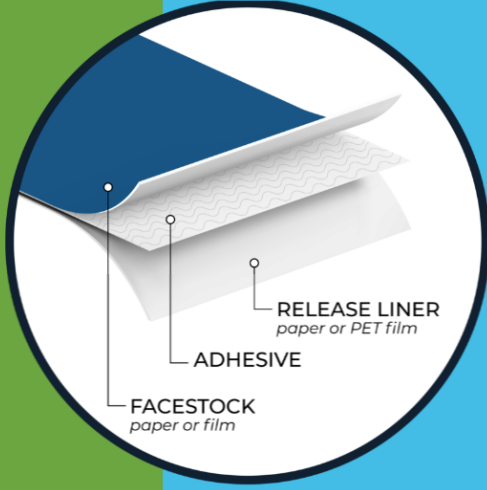
LRI Liner Recycling Initiative

Launching Soon

WE ARE EXCITED TO ANNOUNCE THE LAUNCH OF THE LINER RECYCLING INITIATIVE.

After several years of operating independent programs to identify recycling solutions for silicone-coated label release liner, TLMI and CELAB NA are merging their efforts under the unified, TLMI-driven project called the Liner Recycling Initiative (LRI). The foundation of this work is a two-region pilot program to establish the mill specifications and operational practices that will kickstart wider acceptance of silicone-coated release liner into the well-established fiber recycling stream.

Check back for more announcements and to learn how to get involved.



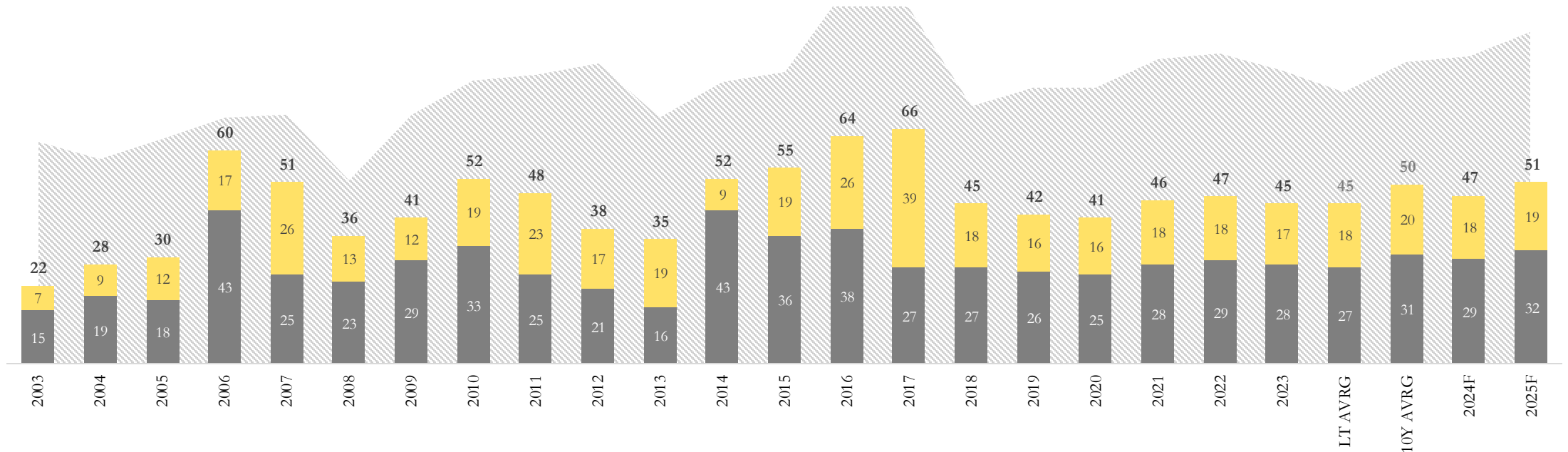
TIGHT LABOR MARKETS



MERGERS & ACQUISITIONS



2024 LABELS INDUSTRY M&A OUTLOOK REPORT



Source: Blaise Industry Analytics

▨ Overall Packaging

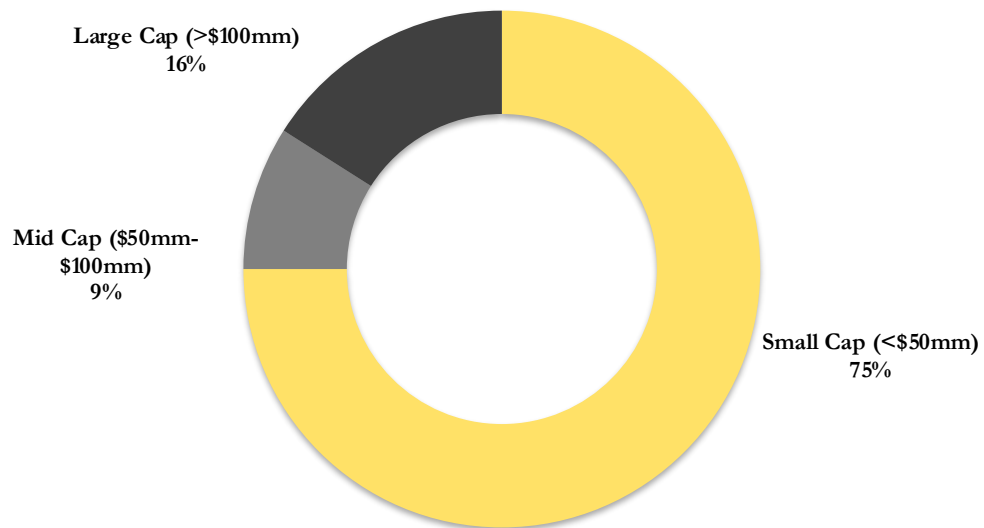
■ Label - Converters

■ Label - Supply Chain



2024 LABELS INDUSTRY M&A OUTLOOK REPORT

North America Label Converters by Size



Source: *Blaige Industry Analytics*

- The North American label industry has historically been a very fragmented space.
- With 3,400 label converting operations in North America (according to AWA research), the label sector is the most fragmented among all the industries we have studied.
- This extreme fragmentation creates a strong attraction and an above-average demand, resulting in premium valuations for niche, high-performing small/mid-cap label converters, particularly from consolidators aiming to boost top-line growth through strategic acquisitions.
- The annual sales of 84% of label converters are less than \$100 million, with 75% falling below \$50 million.
- The concentration of Small Cap label converters is higher than the overall average in the plastics and packaging industry, standing at 75% for the segment compared to 72% for the industry as a whole.

CAPACITY, BACKLOG & SUPPLY CHALLENGES

