Filed by Landcadia Holdings III, Inc. pursuant to Rule 425 under the Securities Act of 1933 and deemed filed pursuant to Rule 14a-12 under the Securities Exchange Act of 1934

Subject Company: Landcadia Holdings III, Inc. (File No. 001-39609)

The press releases and investor presentation set forth below were furnished by Landcadia Holdings III, Inc. on March 3, 2021 as Exhibits 99.1, 99.2 and 99.3, respectively, to a Current Report on Form 8-K in connection with the proposed business combination between Landcadia Holdings III, Inc. and HMAN Group Holdings, Inc (together with its direct and indirect subsidiaries, "Hillman").

The following is a press release issued by Hillman on March 3, 2021:

The Hillman Group Announces Pricing and Commitments for \$1.185 Billion of Term Loans in Heavily Oversubscribed Transaction

CINCINNATI and HOUSTON, March 3, 2021 – The Hillman Companies, Inc. (the "Company" or "Hillman"), a leader in the hardware and home improvement industry, has successfully completed the syndication of \$1,185 million new term loan commitments to refinance its capital structure. The financing will be used in connection with and contingent upon the Company's merger with Landcadia Holdings III Inc. (Nasdaq: LCY) ("Landcadia"), a special purpose acquisition company. The financing also includes a \$250 million, five-year asset-based revolving credit facility.

Summary of new term loans:

- * \$835 \$985 million Term Loan (final principal amount subject to actual Landcadia shareholder redemptions in connection with the merger)
- · \$200 million Delayed-Draw Term Loan
- LIBOR plus 2.75% (subject to the 50-basis point floor) with 0.25% original issue discount
- Upon reduction of the leverage by 0.5x or more from the pro forma leverage ratio at closing, a rate reduction to LIBOR plus 2.50%
- · Term Loan and Delayed Draw Term Loan maturity to be 7 years after closing

The syndication of the new term loans was approximately four times oversubscribed and, as a result, achieved more favorable terms than the initial price talk of LIBOR plus 3.00-3.25% with 0.50% original issue discount.

Rocky Kraft, Chief Financial Officer, commented, "We are very pleased with the better than expected execution we realized on these credit facilities. This accomplishes an important milestone on our road to merging with Landcadia III and, together with continued strong momentum in our sales in the first quarter, becoming a successful public company."

Jefferies and Barclays acted as Joint Bookrunners and Joint Lead Arrangers on the New Term Loan. Jefferies is the Administrative Agent.

On January 25, 2021, Hillman and Landcadia III announced that they entered into a definitive merger agreement that will result in Hillman becoming a publicly listed company. Upon the closing of the transaction, which is expected to occur in the second quarter of 2021, the combined company will be named Hillman Solutions Corp. and remain listed on Nasdaq under the new ticker symbol "HLMN."

About Hillman

About Hillman Founded in 1964 and headquartered in Cincinnati, Ohio, Hillman is a leading North American provider of complete hardware solutions, delivered with industry best customer service to over 40,000 locations. Hillman designs innovative product and merchandising solutions for complex categories that deliver an outstanding customer experience to home improvement centers, mass merchants, national and regional hardware stores, pet supply stores, and OEM & Industrial customers. Leveraging a world-class distribution and sales network, Hillman delivers a "small business" experience with "big business" efficiency. For more information on Hillman, visit https://www.hillmangroup.com/us/en.

Landcadia Holdings III, Inc.

Landcadia III is a blank check company whose business purpose is to effect a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses. Landcadia III's sponsors are TJF, LLC, which is wholly-owned by Mr. Fertitta, and Jefferies Financial Group Inc. Landcadia III's management team is led by Mr. Fertitta, its Chief Executive Officer and Co-Chairman of its Board of Directors and the sole shareholder, Chairman and Chief Executive Officer of Fertitta Entertainment, Inc., and Mr. Handler, Landcadia III's President, other Co-Chairman of its Board of Directors and the Chief Executive Officer of Jefferies Financial Group Inc. Landcadia III raised \$500,000,000 in its initial public offering in October 2020 and is listed on Nasdaq under the ticker symbol "LCY."

Forward-Looking Statements

This press release includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. The Company's and Landcadia III's actual results may differ from their expectations, estimates and projections and consequently, you should not rely on these forward looking statements as predictions of future events. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements. These forward-looking statements include, without limitation, the Company's and Landcadia III's expectations with respect to future performance and anticipated financial impacts of the proposed business combination, the satisfaction of the closing conditions to the proposed transaction and the timing of the completion of the proposed transaction. These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the expected results. Most of these factors are outside the Company's and Landcadia III's control and are difficult to predict. Factors that may cause such differences include, but are not limited to: (1) the risk that the proposed business combination disrupts the Company's current plans and operations; (2) the ability to recognize the anticipated benefits of the proposed business combination, which may be affected by, among other things, competition, the ability of the Company to grow and manage growth profitably and retain its key employees; (3) costs related to the proposed business combination; (4) changes in applicable laws or regulations; (5) the possibility that Landcadia III or the Company may be adversely affected by other economic, business, and/or competitive factors; (6) the occurrence of any event, change or other circumstances that could give rise to the termination of the merger agreement; (7) the outcome of any legal proceedings that may be instituted against Landcadia III or the Company following the announcement of the merger agreement; (8) the inability to complete the proposed business combination, including due to failure to obtain approval of the stockholders of Landcadia III or Hillman, certain regulatory approvals or satisfy other conditions to closing in the merger agreement; (9) the impact of COVID-19 on the Company's business and/or the ability of the parties to complete the proposed business combination; (10) the inability to obtain or maintain the listing of the combined company's shares of common stock on Nasdaq following the proposed transaction; or (11) other risks and uncertainties indicated from time to time in the registration statement containing the proxy statement/prospectus relating to the proposed business combination, including those under "Risk Factors" therein, and in Landcadia III's or the Company's other filings with the SEC. The foregoing list of factors is not exclusive, and readers should also refer to those risks that will be included under the header "Risk Factors" in the registration statement on Form S-4 filed by Landcadia III with the SEC and those included under the

header "Risk Factors" in the final prospectus of Landcadia III related to its initial public offering. Readers are cautioned not to place undue reliance upon any forward-looking statements in this press release, which speak only as of the date made. Landcadia III and the Company do not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements in this press release to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

No Offer or Solicitation

This press release shall not constitute a solicitation of a proxy, consent or authorization with respect to any securities or in respect of the proposed transaction. This press release shall also not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of securities in any states or jurisdictions in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. No offering of securities shall be made except by means of a prospectus meeting the requirements of Section 10 of the Securities Act of 1933, as amended.

Additional Information and Where to Find It

In connection with the proposed business combination, Landcadia III filed a registration statement on Form S-4 with the Securities and Exchange Commission (the "SEC"), which includes a proxy statement/prospectus, that will be both the proxy statement to be distributed to holders of Landcadia III's common stock in connection with its solicitation of proxies for the vote by Landcadia III's stockholders with respect to the proposed business combination and other matters as may be described in the registration statement, as well as the prospectus relating to the offer and sale of the securities to be issued in the business combination. After the registration statement is declared effective, Landcadia III will mail a definitive proxy statement/prospectus and other relevant documents to its stockholders. This document does not contain all the information that should be considered concerning the proposed business combination and is not intended to form the basis of any investment decision or any other decision in respect of the business combination. Landcadia III's stockholders, the Company's stockholders and other interested persons are advised to read the preliminary proxy statement/prospectus included in the registration statement and, when available, the amendments thereto and the definitive proxy statement/prospectus and other documents filed in connection with the proposed business combination, as these materials will contain important information about the Company, Landcadia III and the business combination. When available, the definitive proxy statement/prospectus and other relevant materials for the proposed business combination will be mailed to stockholders of Landcadia III as of a record date to be established for voting on the proposed business combination. Landcadia III's stockholders and the Company's stockholders will also be able to obtain copies of the preliminary proxy statement, the definitive proxy statement and other documents filed with the SEC, without charge, once available, at the SEC's websi

Participants in the Solicitation

Landcadia III and Hillman and their respective directors and officers may be deemed participants in the solicitation of proxies of Landcadia III's stockholders in connection with the proposed business combination. A list of the names of Landcadia III's directors and executive officers and a description of their interests in Landcadia III is contained in Landcadia III's registration statement on Form S-4 containing the proxy statement / prospectus for the business combination, which was filed with the SEC and is available free of charge at the SEC's web site at www.sec.gov. Information about the Company's directors and executive officers is available in Hillman's Form 10-K for the year ended December 26, 2020 and certain of its Current Reports on Form 8-K.

Information regarding the persons who may, under SEC rules, be deemed participants in the solicitation of proxies to Landcadia III stockholders in connection with the proposed business combination is set forth in the registration statement on Form S-4 containing the proxy statement / prospectus for the business combination. Additional information regarding the interests of participants in the solicitation of proxies in connection with the proposed business combination is included in the proxy statement that Landcadia III filed with the SEC, including Jefferies Financial Group Inc.'s and/or its affiliate's various roles in the transaction. You should keep in mind that the interest of participants in such solicitation of proxies may have financial interests that are different from the interests of the other participants. These documents can be obtained free of charge from the sources indicated above.

Contacts

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Public Relations
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media@hillmangroup.com

The following is a press release issued by Hillman on March 3, 2021:



News Release

The Hillman Group Reports Record Fourth Quarter and Full Year 2020 Results

- · Focused execution and solid demand drove record fourth quarter and full year results
- · Completed a highly successful debt syndication in connection with planned merger with Landcadia III

- Seeing continued strong business momentum in 2021
- Earnings conference call to be held on March 4, 2021 at 8:30 AM ET

CINCINNATI and HOUSTON, March 3, 2021 -- The Hillman Companies, Inc. (NYSE-AMEX: HLM.PR) (the "Company" or "Hillman") reported today selected financial results for the fourth quarter and full year ended December 26, 2020.

Fourth Quarter 2020 Highlights

- Net sales for the fourth quarter of 2020 increased 14.8% to \$327.1 million as compared to prior year quarter net sales of \$284.8 million
- Adjusted EBITDA¹ increased 22.7% to \$43.1 million compared to \$35.1 million in the prior year quarter
- Net loss for the fourth quarter of 2020 was \$14.0 million compared to a prior year quarter loss of \$30.7 million

Full Year 2020 Highlights

- Net sales for the full year 2020 increased 12.7% to \$1,368.3 million as compared to \$1,214.4 million in 2019
- Adjusted EBITDA¹ for the full year 2020 increased 23.8% to \$221.2 million compared to \$178.7 million in 2019
- Net loss narrowed to \$24.5 million compared to \$85.5 million in 2019

Doug Cahill, Chairman and Chief Executive Officer, stated "The power of the Hillman platform was fully evident in 2020 and I am extremely proud of all that the Hillman team accomplished. Not only did we post record financial results but our sales, service and supply chain teams met record levels of customer demand and delivered Hillman's unmatched in store service, all while dealing with the substantial disruptions caused by the pandemic."

Mr. Cahill continued, "We had a strong finish to 2020 and this momentum is continuing into 2021. We are seeing positive tailwinds from repair, remodel, and outdoor living trends as homes transform to meet the needs of work, school, recreation and other activities. We also see continued strong demand for PPE and exciting new initiatives are being launched in our RDS segment. We entered 2021 well situated to drive share gains with our customers, strengthen the moat around our business and deliver another year of solid sales, margins, cash flow and superior returns, and we are off to a strong start."

1) Adjusted EBITDA is a non-GAAP financial measure. Refer to the "Reconciliation of Adjusted EBITDA" section of this press release for additional information as well as reconciliations between the company's GAAP and non-GAAP financial results.

Debt Refinancing and Capital Resources

At December 26, 2020, the Company had \$21.5 million of cash on our balance sheet and had \$1,549.8 million of total debt outstanding. The Company had \$154.4 million of availability under its revolving credit facility.

As separately announced today, the Company successfully completed the syndication of \$1.185 billion in new term loan commitments in a four times oversubscribed transaction. The term loans will be used in connection with and contingent upon the Company's planned merger with Landcadia Holdings III Inc. ("Landcadia III"), a publicly-traded special purpose acquisition company, to repay all existing outstanding indebtedness. In addition, the financing includes a \$250 million, five-year asset-based revolving credit facility, also contingent on closing of the merger with Landcadia III. Through the merger, refinancing and related transactions, the Company will simplify its capital structure and substantially lower expected total cash interest costs.

Planned Merger with Landcadia III

On January 25, 2021, Hillman and Landcadia III announced that they entered into a definitive merger agreement that will result in Hillman becoming a publicly listed company. Upon the closing of the transaction, which is expected to occur in the second quarter of 2021, the combined company will be named Hillman Solutions Corp. and remain listed on Nasdaq under the new ticker symbol "HLMN."

Conference Call and Webcast

The Company will host a conference call to discuss the financial results for the fourth quarter and full year ended December 26, 2020 on Thursday, March 4, 2021, at 8:30 am Eastern time. Participants may join the call by dialing 1-(877)-407-9208 a few minutes before the call start time. A live audio webcast of the conference call will also be available in a listen-only mode on the Investor Info page of the Company's website, which is located at www.hillmangroup.com. Participants who want to access the webcast should visit the company's website about five minutes before the call. The archived webcast will be available for replay on the company's website after the call.

About Hillman

Founded in 1964 and headquartered in Cincinnati, Ohio, Hillman is a leading North American provider of complete hardware solutions, delivered with industry best customer service to over 40,000 locations. Hillman designs innovative product and merchandising solutions for complex categories that deliver an outstanding customer experience to home improvement centers, mass merchants, national and regional hardware stores, pet supply stores, and OEM & Industrial customers. Leveraging a world-class distribution and sales network, Hillman delivers a "small business" experience with "big business" efficiency. For more information on Hillman, visit https://www.hillmangroup.com/us/en.

Landcadia Holdings III, Inc.

Landcadia III is a blank check company whose business purpose is to effect a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses. Landcadia III's sponsors are TJF, LLC, which is wholly-owned by Mr. Fertitta, and Jefferies Financial Group Inc. Landcadia III's management team is led by Mr. Fertitta, its Chief Executive Officer and Co-Chairman of its Board of Directors and the sole shareholder, Chairman and Chief Executive Officer of Fertitta Entertainment, Inc., and Mr. Handler, Landcadia III's President, other Co-Chairman of its Board of Directors and the Chief Executive Officer of Jefferies Financial Group Inc. Landcadia III raised \$500,000,000 in its initial public offering in October 2020 and is listed on Nasdaq under the ticker symbol "LCY."

Forward-Looking Statements

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Additional Information and Where to Find It

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Landcadia III and Hillman and their respective directors and officers may be deemed participants in the solicitation of proxies of Landcadia III's stockholders in connection with the proposed business combination. A list of the names of Landcadia III's directors and executive officers and a description of their interests in Landcadia III is contained in Landcadia III's registration statement on Form S-4 containing the proxy statement / prospectus for the business combination, which was filed with the SEC and is available free of charge at the SEC's web site at www.sec.gov. Information about the Company's directors and executive officers is available in Hillman's Form 10-K for the year ended December 26, 2020 and certain of its Current Reports on Form 8-K.

Information regarding the persons who may, under SEC rules, be deemed participants in the solicitation of proxies to Landcadia III stockholders in connection with the proposed business combination is set forth in the registration statement on Form S-4 containing the proxy statement / prospectus for the business combination. Additional information regarding the interests of participants in the solicitation of proxies in connection with the proposed business combination is included in the proxy statement that Landcadia III filed with the SEC, including Jefferies Financial Group Inc.'s and/or its affiliate's various roles in the transaction. You should keep in mind that the interest of participants in such solicitation of proxies may have financial interests that are different from the interests of the other participants. These documents can be obtained free of charge from the sources indicated above.

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	Thirteen Weeks Ended December 26, 2020			Thirteen Weeks Ended December 28, 2019 As Restated (1)	Year Ended december 26, 2020	Year Ended December 28, 2019 as Restated ⁽¹⁾
Net sales	\$	327,069	\$	284,798	\$ 1,368,295	\$ 1,214,362
Cost of sales (exclusive of depreciation and amortization shown separately		101 501		150.065	701.015	602.001
below)		191,521		170,065	781,815	693,881
Selling, general and administrative expenses		106,416		94,084	398,472	382,131
Depreciation		16,750		16,918	67,423	65,658
Amortization		14,896		14,796	59,492	58,910
Management fees to related party		126		166	577	562
Other (income) expense		(3,130)		(162)	(5,250)	5,525
Income from operations	· ·	490		(11,069)	65,766	7,695
Interest expense, net		19,028		24,104	86,774	101,613
Interest expense on junior subordinated debentures		3,152		3,152	12,707	12,608
Investment income on trust common securities		(1,547)		(3,595)	(378)	(378)
Loss on mark-to-market adjustment of interest rate swap		884		2,892	601	2,608
Loss before income taxes		(21,027)		(37,622)	(33,938)	(108,756)
Income tax benefit		(7,065)		(6,896)	(9,439)	(23,277)
Net loss	\$	(13,962)	\$	(30,726)	\$ (24,499)	\$ (85,479)

⁽¹⁾ We have restated our financial statements for 2019 due to the correction of errors in the technical accounting for income taxes related to the valuation allowance against deferred tax assets, which impacted our net deferred tax liabilities. See our previously filed 8-K for details on the restatement.

THE HILLMAN COMPANIES, INC. AND SUBSIDIARIES

Consolidated Balance Sheets (dollars in thousands)
Unaudited

December 28, 2019 As Restated (1) December 26, 2020 ASSETS Current assets: Cash and cash equivalents 21.520 19,973 Accounts receivable, net of allowances of \$2,395 (\$1,891 - 2019) 121,228 88,374 391,679 323,496 Inventories, net Other current assets 19,280 8,828 553,707 440,671 Total current assets Property and equipment, net of accumulated depreciation of \$236,031 (\$179,791 - 2019) 182,674 205,160 816,200 815,850 Other intangibles, net of accumulated amortization of \$291,434 (\$232,060 - 2019) 825,966 882,430 Operating lease right of use assets 76,820 81,613 Deferred tax asset 2,075 702 Other assets 11,176 11,557 2,437,983 2,468,618 Total assets LIABILITIES AND STOCKHOLDER'S EQUITY Current liabilities: Accounts payable 201,461 125,042 Current portion of debt and capital lease obligations 11,481 11,358 Current portion of operating lease liabilities 12,168 11,459 Accrued expenses: Salaries and wages 29,800 12,937 6,422 6,553 Pricing allowances 5,986 5,248 Income and other taxes 12,988 14,726 Interest Other accrued expenses 31,605 21,545 Total current liabilities 311,911 208,868 Long-term debt 1,535,508 1,584,289 Deferred tax liabilities 156,118 164,343 Operating lease liabilities 68,934 73,227 Other non-current liabilities 31,560 33,287 Total liabilities 2,104,031 2,064,014 Commitments and Contingencies (Note 15) Stockholder's Equity: Preferred stock, \$0.01 par, 5,000 shares authorized, none issued and outstanding at December 26, 2020 and December 28, 2019 Common stock, \$0.01 par, 5,000 shares authorized, issued and outstanding at December 26, 2020 and December 28, 2019 565,824 Additional paid-in capital 553 359 Accumulated deficit (171,849)(147,350)Accumulated other comprehensive loss (32,040)(29,388)Total stockholder's equity 364,587 373,969

(1) We have restated our financial statements for 2019 due to the correction of errors in the technical accounting for income taxes related to the valuation allowance against deferred tax assets, which impacted our net deferred tax liabilities. See our previously filed 8-K for details on the restatement.

THE HILLMAN COMPANIES, INC. AND SUBSIDIARIES Consolidated Statement of Cash Flows (dollars in thousands) Unaudited

	Dece	r Ended mber 26, 2020	Year Ended December 28, 2019 As Restated ⁽¹⁾
Cash flows from operating activities:			,
Net loss	\$	(24,499)	\$ (85,479)
Adjustments to reconcile net loss to net cash provided by operating activities:			
Depreciation and amortization		126,915	124,568
Loss (gain) on dispositions of property and equipment		161	(573)
Impairment of long lived assets		210	7,887
Deferred income taxes		(9,462)	(23,586)
Deferred financing and original issue discount amortization		3,722	3,726
Loss on debt restructuring		_	_
Stock-based compensation expense		5,125	2,981
Change in fair value of contingent consideration		(3,515)	_
Other non-cash interest and change in value of interest rate swap		601	2,608
Changes in operating items:			
Accounts receivable		(32,417)	22,863
Inventories		(67,147)	(3,205)
Other assets		(10,743)	2,878
Accounts payable		76,031	(11,975)
Other accrued liabilities		27,098	9,666
Net cash provided by operating activities		92,080	52,359
Cash flows from investing activities:			
Acquisitions of businesses, net of cash acquired		(800)	(6,135)
Capital expenditures		(45,274)	(57,753)
Proceeds from sale of property and equipment			10,400
Net cash used for investing activities		(46,074)	(53,488)
Cash flows from financing activities:		,	
Repayments of senior term loans		(10,608)	(10,608)
Borrowings of revolving credit loans		99,000	43,500
Repayments of revolving credit loans		(140,000)	(38,700)
Financing fees		_	(1,412)
Principal payments under capitalized lease obligations		(836)	(683)
Proceeds from exercise of stock options		7,340	100
Proceeds from sale of Holdco stock		_	750
Net cash (used for) provided by financing activities		(45,104)	(7,053)
Effect of exchange rate changes on cash		645	(79)
Net increase (decrease) in cash and cash equivalents		1,547	(8,261)
Cash and cash equivalents at beginning of period		19,973	28,234
Cash and cash equivalents at end of period	\$	21,520	\$ 19,973

(1) We have restated our financial statements for 2019 due to the correction of errors in the technical accounting for income taxes related to the valuation allowance against deferred tax assets, which impacted our net deferred tax liabilities. See our previously filed 8-K for details on the restatement.

THE HILLMAN COMPANIES, INC. AND SUBSIDIARIES RECONCILIATION OF ADJUSTED EBITDA (Unaudited) (dollars in thousands)

Adjusted EBITDA is a non-GAAP financial measure and is the primary basis used to measure the operational strength and performance of our businesses as well as to assist in the evaluation of underlying trends in our businesses. This measure eliminates the significant level of noncash depreciation and amortization expense that results from the capital-intensive nature of our businesses and from intangible assets recognized in business combinations. It is also unaffected by our capital and tax structures, as our management excludes these results when evaluating our operating performance. Our management and Board of Directors use this financial measure to evaluate our consolidated operating performance and the operating performance of our operating segments and to allocate resources and capital to our operating segments. Additionally, we believe that Adjusted EBITDA is useful to investors because it is one of the bases for comparing our operating performance with that of other companies in our industries, although our measure of Adjusted EBITDA may not be directly comparable to similar measures used by other companies.

We have restated our financial statements for 2019 due to the correction of errors in the accounting for income taxes related to the valuation allowance against deferred tax assets, which impacted our net deferred tax liabilities. Accordingly, the EBITDA reconciliation below has been restated. There was no impact to EBITDA or Adjusted EBITDA in 2019. The following table presents a reconciliation of Net loss, the most directly comparable financial measures under GAAP, to Adjusted EBITDA for the periods presented:

	hirteen Weeks ded December 26, 2020]	Thirteen Weeks Ended December 28, 2019 As Restated		Year Ended December 26, 2020		Year Ended December 28, 2019 As Restated
Net loss	\$ (13,962)	\$	(30,726)	\$	(24,499)	\$	(85,479)
Income tax (benefit) expense	(7,065)		(6,896)		(9,439)		(23,277)
Interest expense, net	19,028		24,104		86,774		101,613
Interest expense on junior subordinated debentures	3,152		3,152		12,707		12,608
Investment income on trust common securities	(1,547)		(3,595)		(378)		(378)
Depreciation	16,750		16,918		67,423		65,658
Amortization	14,896		14,796		59,492		58,910
Mark-to-market adjustment on interest rate swaps	 884		2,892		601		2,608
EBITDA	\$ 32,136	\$	20,645	\$	192,681	\$	132,263
Stock compensation expense	1,307		1,075		5,125		2,981
Management fees	126		166		577		562
Facility exits (1)	428		_		3,894		_
Restructuring (2)	1,475		9,183		4,902		13,749
Litigation expense (3)	2,066		651		7,719		1,463
Acquisition and integration expense (4)	7,788		1,319		9,832		12,557
Change in fair value of contingent consideration	(2,215)		_		(3,515)		_
Buy-back expense (5)			1,113				7,196
Asset impairment charges ⁽⁶⁾	_		991		_		7,887
Adjusted EBITDA	\$ 43,111	\$	35,143	\$	221,215	\$	178,658

- (1) Facility exits include costs associated with the closure of facilities in Parma, Ohio, San Antonio, Texas, and Dallas, Texas.
- (2) Restructuring includes restructuring costs associated with restructuring in our Canada segment announced in 2018, including facility consolidation, stock keeping unit rationalization, severance, sale of property and equipment, and charges relating to exiting certain lines of business. Also included is restructuring in our United Stated business announced in 2019, including severance related to management realignment and the integration of sales and operating functions. Finally, includes consulting and other costs associated with streamlining our manufacturing and distribution operations.
- (3) Litigation expense includes legal fees associated with our ongoing litigation with KeyMe, Inc.
- (4) Acquisition and integration expense includes professional fees, non-recurring bonuses, and other costs related to historical acquisitions.
- (5) Buy-back expense includes one-time payments made to customers associated with the new product line roll outs for construction fastener products and builders hardware.
- (6) Asset impairment charges includes impairment losses for the disposal of FastKey self-service key duplicating kiosks and related assets



Disclaimer



This presentation (the "presentation") is being delivered to a limited number of parties for informational purposes only and does not constitute an offer to sell, a solicitation of an offer to buy, or a recommendation to purchase any equity, debtor other financial instruments of Landcada Holdings III, It. ("Landcada") or The Hillman Companies, Inc. ("Hillman") or any of their respective affiliates. The presentation has been prepared to assist parties in making their own evaluation with respect to the proposed business combination (the "Business Combination") between Landcada and Hillman and for no other purpose. It is not intended to form the basis of any investment decision or any other decisions with respect of the Business Combination.

No Representation or Warranty. No representation or warranty, express or implied, is or will be given by Landcadia or Hillman or any of their respective affiliates, directors, officers, employees or advisors or any other person as to the accuracy or completeness of the information in this presentation or any other written, one or other communications transmittened or otherwise made available to any party in the course of its evaluation of the Business Combination, and no responsibility or liability whistoneer is accepted for the accuracy or scilidenty thereof or of any errors, or of any errors, or insisteness, representation. This presentation does not purpose to contain all of the Information that may be required to evaluate a possibility investment of the information of the Infor

Forward looking statements. This presentation contains "forward looking statements" within the meaning of The Private Securities Dispation Reform Act of 1995. Forward looking statements include, without limitation, statements regarding the estimated future financial performance, financial position and financial impacts of the Business Combination as well as of Landcadas, Hillman and the combined company following the Business Combination, the satisfaction of closing conditions to the Business Combination, the level of redemption by Landcada's public stockholders and purchase price adjustments in connection with the Business Combination is the string of the combined company is stockholders. Isolowing the potential transaction, and the business strategy, dants and objectives of imagements of future operations, including as they relate to the potential Business Combinations. Such statements can be identified by the fact that they do not relate strictly to historical or current facts. When used in this presentation, words such as "pro forma," "articipate," "believe," "continus," "could," "estimata," "respect," "ringet," "pini," "possible," "protental," "prodict," "project," project, "proje

These forward looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from the especial results. Most of these foxors are outside of Landcada's ability to complete the Business Combination or, il Landcada's ability to complete the Business Combination, any other initial business combination; (2) satisfaction or waiver (if applicable) of the conditions to the Business Combination, including with respect to the approval of the stochholders of the conditions in the listing of the combination capture or hilliance as a result of the amountement; and consumeration of the transaction descended herein; (5) the impact of CVDUT-19 on Hilliance is business and operations and/or the Business Combination, which may be affected by, among other things, competition, the ability of the parties of complete the Business Combination, which may be affected by, among other things, competition, the ability of the parties of the description of the combination (6) the approval of the subiness and designs indicated the approval of our the initiality to complete the Business Combination. (9) the possibility of the parties of the subiness Combination of the combination (6) charges and designs indicated by among other things, competition, the ability of the parties of the subiness Combination (8) the possibility that Hillianna and advantage and the parties of the subiness Combination (9) the possibility that Hillianna and Landcada may be adversely affected by other economic, business, and competitive Business Combination (10) the failure to realize articipated por formar results and underlying assumptions; including with respect to estimated solocchilder respect to estimated solocchilder respect to estimate in including with respect to estimate of the Business Combination, including those under "Risk Factors' therein, and other documents field or to be filed with the Securities and Exchange Commission (150 by Landcada or Hillianna).

You are causioned not to place undue reliance upon any forward looking statements. Forward looking statements included in this presentation speak only as of the date of this presentation. Neither Landcada nor Hillman undertakes any obligation to update its forward looking statements reflect events or circumstances after the date hereof. Additional risks and uncertainties are identified and discussed in Landcada's and Hillman's reports filed with the SEC.

No Office or Solicitation. This presentation shall not constitute a solicitation of a proxy, consent or authorization with respect to any securities or in respect of the Business Combination. This presentation does not constitute, or form a part of, an offer to sell or an offer to sell or an offer to buy or the solicitation of an offer to buy or the solicitation of an offer to buy or the solicitation or qualification under the securities, and there shall be not seen to sell or an offer to sell or an offer to buy or the solicitation or qualification under the securities, and shall present a securities that the made except by means of a prospectual meeting the requirements of Osciotan 10 of the Securities All of the Securities All of the offer to accordance with applicabile law.

Use of Projections. This presentation contains financial forecasts. Neither Landcada's nor Hillman's independent auditors have studied, reviewed, compiled or performed any procedures with respect to the projections for the purpose of their inclusion in this presentation, and accordingly, neither of them has expressed an opinion or provided any other form of assurance with respect there to for the purpose of this presentation. These projections are for illustrative purposes only and should not be relied upon as being necessarily indicative of large results. In this presentation contain of the above mentioned projected information has been provided for purposes of providing comparisons with historial status. The assurance state supposed in the projection of the presentation are inherently uncertain are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the prospective results are indicative of future performance of Landcadary are indicative of comparisons with the Business Combination of the actual results will not differ materially from those presented in the prospective financial information will be achieved.

Industry and Market Data. In this presentation, we rely on and refer to information and statistics regarding market participants in the sectors in which Hillman competes and other industry data. We obtained this information and statistics from third party sources, including reports by market research firms and company filings. Being in receipt of the presentation, you agree you may be restricted from dealing in (or encouraging others to deal in) price sensitive securities.

Non-GAAP Financial Matters. This presentation includes certain non GAAP financial measures, including EBITDA, Adjusted EBITDA Adjusted EBITDA is defined as net income plus tax expense, interest expense and depreciation and amortization. Adjusted EBITDA is defined as EBITDA is seen as the country of the country

Additional Information, Landsside intends to file with the SEC a preliminary group statement in connection with the Business Combination and, when available, will mail a definitive group statement and other relevant documents to its stackholders. The definitive group statement will contain important information about the Business Combination and the other matters to be voted upon at a meeting of stackholders to be held to approve the Business Combination and other matters (are "Special Meeting") and is not intended to provide the basis for any investment decision or any other decision in respect of such matters. Landsdafe's stockholders and other interested persons are advised to read, when available, the preliminary proxy statement, the amendments thereto, and therefore the definitive proxy estatement in connection with Landsdafe's solicitation proxies for the Special Meeting because the proxy statement will contain important information about the Business Combination. When available, the definitive proxy estatement will be mailed to Landsdafe subchilders as of a record date to be estatished for voting on the Business Combination and the other matters to be voted upon at the Special Meeting, Landsdafe's stockholders will also be able to obtain copies of the proxy statement, without charge once available, at the SEC's website at www.soc.gov or by directing a request to Landsdafe's socretary at 1510 West Loop Sauth Houston, Texas TV27.

Participants in the Solicitation. Landcada: A Hillman and their respective directors and officers and officers may be deemed participants in the solicitation of proxies of Landcada: stockholders in connection with the Business Combination. Landcada's stockholders and officers and officers of Landcada's Registration Statement on Form S-1, which was initially filed with the SEC on September 17, 2020 and is available at the SEC's website at www.sec.gov or by directing a request to Landcada's socretary at the authors above. Information regarding the persons who may, under SEC rules, be deemed by participants in the solicitation of proxies to Landcada's socretary at the Business Combination when available. Additional information regarding the internets of participants in the solicitation of proxies in onemerical manufacture of the Business Combination will be set forth in the Business Combination will be set forth in the Business Combination and other microsis of proxies in the solicitation of proxies in the solicitation of proxies may have financial interests that are different from the interests of the other contributions.

Jefferies

Transaction Summary

HILLMAN



Doug Cahill
Chairman, Chief Executive Officer
and President



Rocky Kraft
Chief Financial Officer

TH LANDCADIA HOLDINGS



Tilman J. Fertitta Co-Chairman and Chief Executive Officer



Richard Handler Co-Chairman and President



Richard Liem Vice President and Chief Financial Officer

Summary of Proposed Transaction

- Hillman is the leading specialty distributor of hardware to winning retailers
- Landcadia III (NasdaqCM:LCY) is a publicly-listed special purpose acquisition company with \$500mm cash held in trust
 - Landcadia III's founders have a track record of successful SPAC acquisitions, most recently Golden Nugget Online Gaming (NasdaqCM:LCA) which closed in December 2020
- Landcadia III is partnering with the CCMP Capital team who most recently brought Ollie's Bargain Outlet (NasdaqGM:OLLI) and Jamieson Wellness (TSX:JWEL) to the public markets
- Hillman and Landcadia III plan to combine to accelerate growth across existing products and channels, and pursue attractive opportunities in adjacent categories
 - CCMP Capital will be the largest shareholder after the transaction

\$2.6bn

Pro Forma
Enterprise
Value

11.0x 2021P Adjusted EBITDA \$375mm PIPE Offering ~3.3x
Pro Forma Net
Leverage⁽¹⁾

Note: 2020E defined as preliminary year-end results.

Note: Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.

1. Assumes no redemptions from cash in trust and \$375 million PIPE offering. Based on 2020E Adjusted EBITDA.

What We Like About Hillman

Market Leader in Complex, Compelling Categories for Best-in-Class Retailers

2

55 Years of Sales Growth in the Last 56(1)

3

Differentiated Platform Drives Share Gains and Widens Competitive Moat

Favorable Demographic **Tailwinds Supports** 6% Annual Organic Sales and 10% Adjusted EBITDA Growth

Well-Invested Infrastructure Poised to Support Sales and Margin Growth

Attractive Acquisition **Opportunities**

Management Team with Proven Operational and M&A Expertise

Strong Financial Profile Relative to Peers

Foundation in place to achieve 6% Sales and 10% Adjusted EBITDA growth before acquisitions

Source: Third party industry report.

Note: Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.

1. During the Great Recession ("08-"09), Sales declined by only 5%, while Adjusted EBITDA grew 10% and margins expanded 250bps.

HILLMAN[™]

Indicative Transaction Overview

Estimated Sources & Us	es
Sources:	
Cash Held in Trust ⁽¹⁾	\$500
Existing Investor Rollover Equity	911
New Debt	835
PIPE Proceeds ⁽²⁾	1AN 375
Cash on Hillman's Balance Sheet	22
Total	\$2,643
Uses:	
Stock Consideration to Existing Investors	\$911
Paydown of Existing Debt	1,544
Transaction Expenses	91
Cash to Hillman's Balance Sheet	96
Total	\$2,643

\$10.00
190
1,901
(96)
837
\$2,642
11.0x
3.3x

Illustrative Pro Forma Ownership(4)



Note: The sources and uses of funds presented herein are forward-looking statements and reflect the Company's current plans and expectations regarding financing for the business combination. The Company may elect to obtain additional financing, including the sale of additional debt or equity, or alternative financing on different terms in connection with the business combination in which case the information presented herein may change. Pro forma figures include the run-rate contribution of recent acquisitions and public company cost assumptions. Due to rounding, numbers presented may not add up precisely to the totals indicated.

Note: 2020E defined as preliminary year-end results. Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.

1. As of \$3020200. Assumes no redemption by Landcadia III's existing shareholders. Actual results in connection with the business combination may differ.

2. Assumes 37.5 million shares are issued at \$10.00 per share.

3. Pro forms share count assumes no redemption by Landcadia III's existing shareholders and includes 50.0 million Landcadia III public shares, 11.5 million Landcadia III founder shares (2.8 million founder shares transferred to existing Hillman shareholders), 37.5 million PIPE investor shares and 91.1 million diluted sharestransferred to existing Hillman shareholders. Excludes warrants.

4. Assumes no redemptions from trust and \$375 million PIPE offering. Chart may not tile to 100% due to rounding. Includes existing shareholders rolled options and RSUs, assumes treasury stock method.

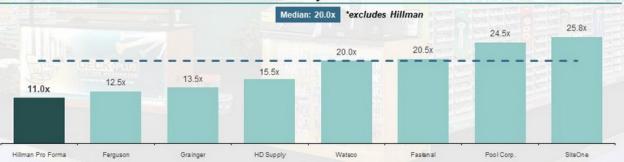












Source: Capital IQ as of 3/1/2021.

Note: All financial results have been calendarized, except for Ferguson, which has been adjusted to a year-end of January 31st.

Note: HD Supply has been adjusted to account for the divesture of its Construction & Industrial segment that was announced on 8/11/2020.

Adj. Gross Margin defined as (Net Sales less Adj. Cost of Sales (exclusive of depreciation and amortization)) / Net Sales. Adj. Gross margin also includes certain EBITDA adjustments.





Strong financial profile with 56-year track record

HILLMAN*

Hillman at a Glance

Business Description

- · Founded in 1964; HQ in Cincinnati, OH
- The leading distributor of hardware and home improvement products, personal protective equipment and robotic kiosk technologies to a broad range of winning retailers in the U.S., Canada and Mexico
- The predominance of our sales come from Hillman-owned brands
- · Highly attractive ~\$6 billion direct addressable market with strong secular tailwinds
- Long-standing strategic partnerships with winning retailers including Home Depot, Lowes, Walmart, Tractor Supply, ACE and independent hardware stores
- Provide highly complex logistics, inventory, category management and differentiated in-store merchandising services via ~1,100 person field sales and service team
- ~3,600 non-union employees across corporate HQ, 22 N.A. distribution centers, and Taiwan sourcing office

By the Numbers

~20 billion Fasteners Sold per Year	~575 million Pairs of Gloves Sold per Year	~116 million Keys Duplicated per Year
~112,000	~42,000	~32,500
SKUs	Store Direct	Kiosks in
Managed	Locations	Retail Locations
#1 Position Across Core Categories	10% Long-Term Historical Sales CAGR	55 Years Sales Growth in 56-Year History
~\$1.4bn	22%	16%
2020E	2017A-2020E Adj.	2020E Adj.
Sales	EBITDA Growth	EBITDA Margin

Note: Figures may not tie due to rounding and corporate eliminations.

Note: 2020E defined as preliminary year-end results. Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.

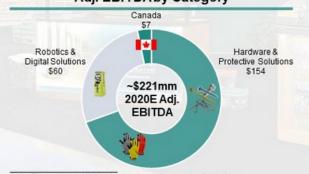
Note: Operational metrics based on 2020E management estimates.



Revenue and Adjusted EBITDA Snapshot



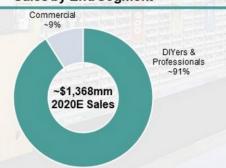
Adj. EBITDA by Category



Sales by Channel



Sales by End Segment



Note: Figures may not tie due to rounding and corporate eliminations.

Note: 2020E defined as preliminary year-end results. Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income, and pages 34-36 for a reconciliation of Adj. EBITDA by category to Reported Income from Operations.



Our Primary Business Segments



ACEHardware









Source: Third party industry report.

Hardware Solutions Overview

Broad and diversified product portfolio with ~61,000 SKUs

- Market leader across the fastening and hardware industry
- Customer-first culture serving end user needs
- Long-standing relationships with all key customers
- Highly sticky and deeply moated through a winning formula of:
 - Service Quality
 - Category management Value
 - Innovation

Position

~61,000

SKUs

Offered

#1 ~\$710mm 2020E Market

Sales

~23,000 Store Direct Locations

~8%

2017A-2020E Organic Sales CAGR

> Direct-to-Store Delivery

82%



~10%

2017A-2020E **Total Sales CAGR**

95%+

Fill Rates(1)

\$0.8bn ■ Market

\$2.2bn

■ Current Penetration

Opportunity

Source: Third party industry report.

Note: Segment financials and all other figures exclude Canada business representing ~10% of sales. Figures may not tie due to rounding and corporate eliminations.

Note: 2020E defined as preliminary year-end results. Operational metrics based on 2020E management estimates.

1. Fill rates calculated based on 2018A = 2020E data.

Protective Solutions Overview

Leader in PPE consistently delivering disruptive innovation

- Industry <u>leading brands</u>
- Leading supplier of personal protection equipment
- Design driven culture focused on product development with speed to market
- Serving all pro and DIYer's needs
- Experienced sourcing team with deep vendor partnerships









#1

Market Position

~2,900

SKUs Offered ~\$320mm

2020E Sales

~575mm

Pairs of Gloves Sold per Year

~15%

2017A-2020E Pro Forma Organic Sales CAGR(1)

64%

New Product Vitality Rate

\$0.3bn

\$1.9bn

■ Current Penetration ■ Market Opportunity

Source: Third party industry reports.

Note: Segment financials and all other figures exclude Canada business representing ~10% of sales. Figures may not tie due to rounding and corporate eliminations.

Note: 2020E defined as preliminary year-end results. Operational metrics based on 2020E management estimates.

1. 2017A – 2020E Organic Sales CAGR proforms for the 2018 acquisition of Big Time Products.



Robotics & Digital Solutions Overview

Large network of robotic and digital technology delivers convenience, quality and recurring revenue

- Unique provider of <u>robotic consumer solutions</u>:
 - Key duplication (full-service and self-service)
 - Fob duplication
 - Pet tags
 - Knife sharpening
- Cutting-edge products and proprietary technology platform
- Expanding innovation roadmap
- Highly attractive margin profile and a two year or less return on investment per machine
- Installed base gives us <u>unique insights</u> into our customers and their needs







#1 Market Position ~\$210mm 2020E

Sales

~\$60mm 2020E Adj. EBITDA

~29% 2020E Adj. **EBITDA Margin**

~116mm

(2020E)

Keys Duplicated

~\$120mm

Capital Invested in Growth (2016A-2020E)

~32,500 Machines in **Retail Locations** \$0.2bn

\$1.5bn

■ Current Penetration ■ Market Opportunity

Source: Third party industry report.

Note: Segment financials and all other figures exclude Canada business representing ~10% of sales. Figures may not tie due to rounding and corporate eliminations.

Note: 2020E defined as preliminary year-end results. Operational metrics based on 2020E management estimates.

Note: Adjusted EBITDA is a non-GAAP measure. Please see page 35 for a reconciliation of Adjusted EBITDA to Reported Income from Operations.

Indispensable Partner Embedded with Winning Retailers

Trusted partner that provides mission-critical sourcing and in-store and online inventory, category management and in-store services



- Ship direct to store: 112,000 SKUs to 42,000 locations
- 1,100 person in-store sales and service team
- Diversification across buying departments and categories
- Track record of innovative new product introductions
- Our products and brands are critical to our customers: consumable, foot traffic driving, basket building and highly profitable

HILLMAN*

Customers Love Us, Trust Us and Rely on Us

Consistently recognized by customers and well-positioned to capture additional categories throughout the store

95%+

Fill Rates(1)

~1,100
Field Service
Team Members

29 Network Facilities ~42,000 Store Direct Locations ~112,000 SKUs Managed 82%

Products Shipped Direct-To-Retail



Vendor of the Year









Vendor of the Year







Innovation Partner of the Year





Vendor of the Year





Vendor of the Year





"This is an unprecedented time as we all navigate the ongoing global economic, social and health impacts of COVID-19... [We would] like to take a moment to mention just a few of the suppliers who made an extraordinary effort to keep our stores well stocked this quarter, despite their own challenging operating environments... in our hard lines business, Hillman... went above and beyond in their responsiveness."

"Our 2019 winners, like <u>Hillman</u>, delivered record-breaking growth and provided Ace retailers with product and channel differentiation, unique and dynamic promotions, training and in-store support, and high service levels..."



Note: 2020E defined as preliminary year-end results. Operational metrics based on 2020E management estimates.

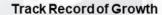
1. Fill rates calculated based on 2018A – 2020E data.





Steady, Long-Term, Predictable Growth

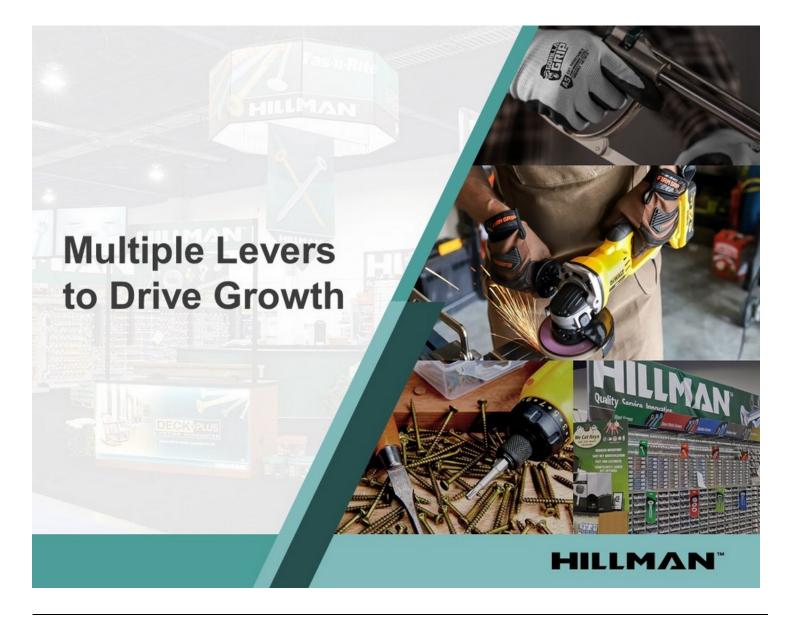
Long-term sustainable growth with only one down sales year in the Company's 56-year history





Note: 2020E defined as preliminary year-end results. Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income. CAGRs based on 2000A = 2020E sales.

HILLMAN*



Multiple Levers to Drive Growth

Unique platform and significant recent investments support accelerating growth



MARKET GROWTH

- Hillman's markets expected to grow at 4% CAGR from 2020-2024
- Increasing home improvement spending



GROW WITH EXISTING CUSTOMERS

- ~80% whitespace opportunity in existing products and channels
- Capture share in underpenetrated categories
- eCommerce expansion



INNOVATION ENGINE

- Capitalize on innovation and technology leadership
- Roll-out of recently acquired technologies: ReSharp, InstaFob
- Near-term service sales opportunity



EXECUTE M&A

- Acquire forwardlooking innovative companies
- Leverage Hillman's relationships with leading retailers and powerful instore model to help scale acquired companies



DRIVE ADJ. EBITDA MARGIN IMPROVEMENT

- Favorable margin mix shift due to faster growth of higher Adj.
 EBITDA margin categories
- Fixed cost leverage from incremental sales

Margin Opportunity & Additional Upside

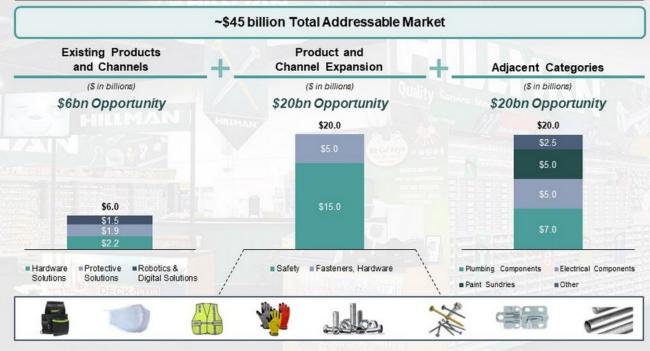
Organic and M&A Growth

Source: Third party industry reports.

Note: Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.



Attractive Market Dynamics Support Strong Future Growth



Favorable secular trends and underlying Repair & Remodel activity supports 4% market growth

Positive Velocity from Megatrends

Underlying Resiliency within Repair & Remodel Product Segments Positioned to Outperform Competitors

Source: Third party industry reports.

Hardware Solutions Innovation: Driving **POWERPRO**® Into the Future

Accelerated recent growth with anticipated opportunity to reach \$150mm in sales and beyond
Highly Successful Launch... ...Poised for Continued Future Growth

- Hillman developed premium PowerPro line in 2001
- Established brand with premium position to serve customer needs
 - Innovation: Redesigned to deliver new performance benefits
 - Category Expansion: Expanded beyond wood and trim
 - <u>Distribution Expansion:</u> Across traditional hardware stores, lumber building materials and retail
- Channel and Market Focus: Launch new Concrete Screw
- Innovation Pipeline: New product launches using proven milestone process



Significant Growth Since Launch with Sustained Momentum and Upside Opportunity

~\$40mm 2017A Sales 22% 2014A-2017A CAGR ~\$70mm 2020E Sales 21% 2017A-2020E CAGR ~\$150mm 2025P Sales 16% 2020E-2025P CAGR



FIRM GRIP Case Study: User-Driven Innovation...

Through extensive in-field research, Protective Solutions develops patent protected products that resonate with the core consumer



... Creates Growth and Opportunity for Hillman

#1 in Unaided Awareness in Category Doubled Sales in 3 Years

From Gloves to Work Gear to Safety: Extendable Collaborative Partnership vs. Big Brand Tension

resharp Case Study: New Product Development



- ✓ Quickly restores knife to factory sharpness
- ✓ Same day on demand accessibility
- ✓ No skill required, just watch
- ✓ Patented system



ReSharp Poised to Open Doors to New Market Opportunities

2021P

Medium-Term

Market Size

~1,000+ Units Installed

ACE Hardware \$20mm+ Sales

70%+ Adj. EBITDA Margin

> 7,500+ Units Installed

\$1.1bn

Current TAM (excluding commercial services)

Source: Management estimates and analysis.

Note: ReSharp was acquired in 2019 and is reported under the Robotics and Digital Solutions segment.

Note: Adjusted EBITDA is a non-GAAP measure. Please see page 35 for a reconciliation of Adjusted EBITDA to Reported Income from Operations.

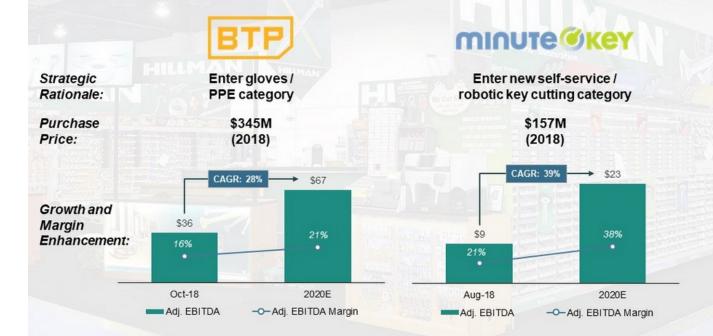
M&A is, and Will Be, a Key Tool For Our Expansion

Hillman has a proven M&A platform with a strong track record of identifying, executing and integrating acquisitions

\$550mm+ spent on strategic acquisitions since 2017 -InstaF**ô**b reshare 2017 2018 2019 2020 minute o key Recent management/ Aggregate sales Pipeline of 50+ opportunity (targets with recent dialogue) 150+ \$3bn+ ownership discussion 150+ targets identified with 50+ targets √ New product categories √ Innovative technology ✓ Leverage our retail relationships

BTP and minute@key Case Studies: M&A and Integration

History of building out the business through strategic tuck-ins and transformative acquisitions, growing categories and adding leading, recognized brands



Note: 2020E defined as preliminary year-end results. Adjusted EBITDA is a non-GAAP measure. BTP and MinuteKey were acquired in 2018 and are reported under Hardware & Protective Solutions and Robotics & Digital Solutions, respectively. Please see pages 34-35 for a reconciliation of Adjusted EBITDA to Reported Income from Operations.



Management Team with Proven Operational and M&A Expertise

Management team brings a results-driven approach to innovation and growth



Doug Cahill Chairman, CEO, and President

- Appointed to current position in September 2019; Chairman since 2015
- Over 25 years of experience growing consumer-focused and industrial companies
- Previously served as a Managing Director at CCMP









Rocky Kraft Chief Financial Officer

Joined Hillman in 2017





Steven Brunker Chief Information Officer

Joined Hillman in 2020







Jon Michael Adinolfi U.S. Divisional President

Joined Hillman in 2019



Stanley Black & Decker



Randy Fagundo
Divisional President,
Robotics & Digital Solution

 Joined Hillman through MinuteKey acquisition in 2018

minute okey





Kim Corbitt
Chief Human Resources Officer

Joined Hillman in 2017







Scott Ride Chief Operating Officer, Canada

Joined Hillman in 2015









Strong Financial Profile with 56-year Track Record

Exceptional Growth & Stability

Positive sales growth in 55 of the Company's 56-year history

Superior Performance

17.7% sales CAGR and 22.2% Adj. EBITDA CAGR from 2017A to

Strong Cash Flow Generation

Attractive free cash flow profile

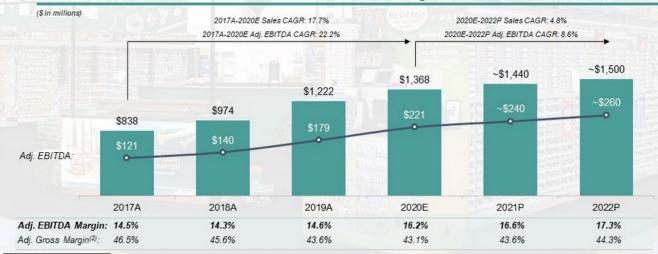
Attractive Growth **Prospects**

Targeting \$1.4 billion sales and \$240mm Adj. EBITDA in 2021P from organic growth

Adj. EBITDA Margin Improvement

Expanding margins driven by attractive mix shift and operational excellence

Proven Track Record of Delivering Results(1)



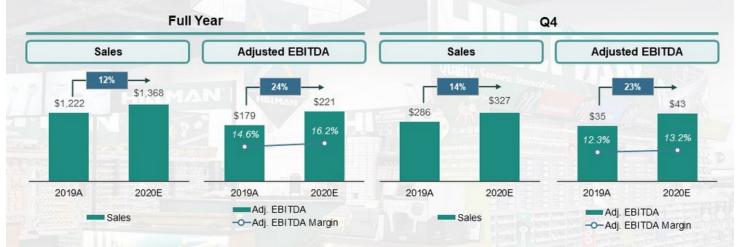
Note: 2020E defined as preliminary year-end results. Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.

1. Excludes potential acquisitions.

Excludes potential acquisitions.
Adj. Gross Margin defined as (Net Sales less Adj. Cost of Sales (exclusive of depreciation and amortization)) / Net Sales. Adj. Gross Margin also includes certain EBITDA adjustments. Please see page 37 for a reconciliation of Adj. Gross Margin to Net Sales. Adj. Gross Margin decline from 2017A to 2020E entirely attributable to inclusion of Big Time acquisition, which has lower Adj. Gross Margin profile but higher than fleet average Adj. EBITDA Margin.

Recent Developments - Strong Finish to 2020

(\$ in millions)



- Cash flow finished the year strong with Net Debt decreasing to \$1,525 million, down \$53 million from \$1,578 in 2019A
- Free Cash Flow for 2020 increased to \$176 million, up \$55 million or 46% from \$121 million in 2019A
 - Growth Capex in 2020 decreased to \$31 million, down \$8 million from \$39 million in 2019A
 - Maintenance Capex in 2020 decreased to \$15 million, down \$4 million from \$19 million in 2019A

Note: 2020E defined as preliminary year-end results.
Note: FY2020 EBITDA of \$221.2M includes \$28.4M of adjustments detailed beginning on page 33.

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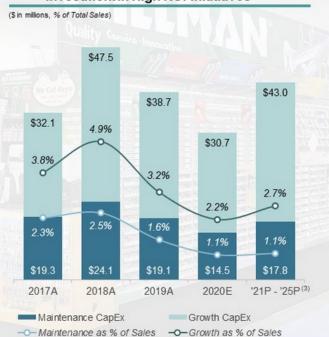
Infrastructure in Place to Drive Future Growth

Strategic capital investments position Hillman for long-term, sustainable growth

Capability-Enhancing, High-Return Growth CapEx Examples

Strategic technology investments Robotic Kiosk enhanced product ~\$120M Technologies quality and consumer convenience Data analytics allowed Data Analytics Hillman to access real-~\$5M time data to optimize Tools category productivity Distribution Center Distribution upgrades improved ~\$20M Center the efficiency of the Hillman platform to Upgrades help drive growth Improved agility and Cutting-Edge ERP ~\$20M efficiency of Hillman Technology operations ~\$300mm invested in capital expenditures over the last 5 years

Low Maintenance CapEx with Investment in High ROI Initiatives (1)(2)



Note: 2020E defined as preliminary year-end results.

1. 2020E - 2025P sales used to calculate % of sales do not include projected acquisitions.

2. Does not include pro forma adjustments for pre-acquisition periods for acquired companies.

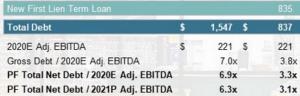
3. Represents average values for the 2021P - 2025P period.



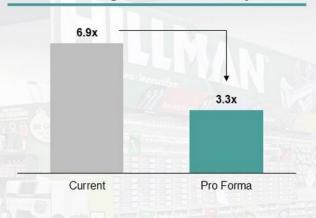
Strong Capital Structure and Free Cash Flow Support Growth

Total Leverage Based on 2020E Adj. EBITDA

(\$ millions)	C	urrent ⁽¹⁾	Pro Forma ⁽²⁾			
Cash	\$	22	\$	96		
ABL Revolver (\$250.0 million)	\$	72				
First Lien Term Loan		1,037				
Capital Leases		2		2		
6.375% Senior Unsecured Notes		330				
Trust Preferred		105				
	_	117500		-		



Total Net Leverage Based on 2020E Adj. EBITDA



Free Cash Flow(3)

		Estima	ated					
(\$ millions)	2017		2018		2019		202	0
Adjusted EBITDA	\$	121	\$	140	\$	179	\$	221
Maintenance CapEx		19		24		19		15
Free Cash Flow (ex. Growth CapEx) % Conversion	\$	102 84.0%	\$	116 82.7%	\$	160 89.3%	\$	207 93.4%
Growth CapEx		32		47		39		31
Free Cash Flow % Conversion	\$	70 57.6%	\$	68 48.8%	\$	121 67.7%	\$	176 79.5%

Note: 2020E defined as preliminary year-end results. Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.

1. Represents FYE 2020E. 3. Free Cash Flow is a non-GAAP measure. Free Cash Flow is defined as Adjusted EBITDA less CapEx. Free Cash Flow Conversion is calculated as Free.

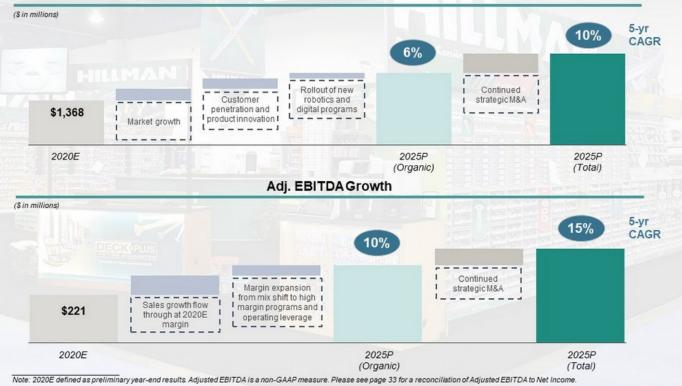
2. Assumes no redemption. Cash Flow / Adjusted EBITDA. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.



A Clear Roadmap for Future Growth

Long-range (5-year) growth targets: 10% Sales and 15% Adjusted EBITDA CAGR





When It Comes To Distributing Fasteners, Hardware, Keys, Tags & PPE to Winning Retailers, Hillman Is In a League of Its Own

Best In Class Specialty Distributor and Partner

- Long standing, deeply embedded strategic partner to winning omni-channel retailers
- ✓ Unmatched ability to source, deliver, manage and service 110,000+ SKU's in 40,000+ locations including 32,500 kiosks
- √ Non-replicable field sales and service team, 1,100 strong, trusted with in store merchandising and category management.

Clear Market Leader In Attractive Product Categories

√ #1 market positions in large and growing fastener, hardware, key, engraving and PPE product categories

Serving Large, High Growth and Resilient Markets

- ✓ Total addressable market of ~\$45 billion
- ✓ Products serve highly resilient repair & remodel and PPE markets
- Enduring home improvement trends: home use has gone from eat, sleep and watch TV to work, school, recreation, fitness and entertainment with millennials buying homes, suburban migration, and boomers aging in place

Multiple Growth Drivers and Recession Resistance

- Sales have grown every year but one in past 56 years
- ✓ Organic sales growth has been 6% p.a. over the past 20 years (2000-2020) with 10% total sales growth over the period.
- ✓ Invested ~\$300 million in capex since 2015 and over \$550 million in acquisitions since 2018 to drive future growth
- ✓ Home improvement and other trends support mid single digit core organic growth
- Core organic growth amplified by new business wins, product innovation, rollout of kiosks and expansion of PPE
- ✓ Total organic growth amplified by large M&A pipeline and proven M&A track record.

Winning Financial Profile

- At end of 2020: 3-year compound annual growth of 18% top line and 22% Adj. EBITDA
- Strength proven during COVID: FY 2020E sales up 12% and Adj. EBITDA up 24%
- ✓ Leadership in highly attractive product categories drives top tier 17% 2021PAdj. EBITDA margin with clear path to 20%+
- Well-invested platform generating substantial cash flow

Note: 2020E defined as preliminary year-end results. Adjusted EBITDA is a non-GAAP measure. Please see page 33 for a reconciliation of Adjusted EBITDA to Net Income.

Adjusted EBITDA Reconciliation

					His	storical &	Prelimin	агу				
					2019					2020		
(\$ millions)	2017A	2018A	Q1A	Q2A	Q3A	Q4A	2019A	Q1A	Q2A	Q3A	Q4E	2020E
Net Income	\$58.6	(\$58.7)	(\$22.9)	(\$17.7)	(\$14.1)	(\$30.7)	(\$85.5)	(\$14.8)	(\$5.0)	\$9.3	(\$14.0)	(\$24.5)
Interest	63.2	82.8	29.6	29.1	27.9	27.2	113.8	26.2	27.0	23.8	22.1	99.1
Taxes	(84.9)	(8.9)	(7.5)	(4.6)	(4.2)	(6.9)	(23.3)	(4.2)	(0.9)	2.8	(7.1)	(9.4)
Depreciation & Amortization	72.1	90.6	30.6	31.3	30.9	31.7	124.6	32.4	32.1	30.8	31.6	126.9
Gains / Losses on Interest Rate Swaps	(1.5)	0.6	1.1	1.8	0.3	(0.6)	2.6	2.3	(0.3)	(0.8)	(0.6)	0.6
Reported EBITDA	\$107.6	\$106.4	\$30.8	\$39.9	\$40.9	\$20.6	\$132.3	\$41.8	\$52.8	\$65.9	\$32.1	\$192.7
Stock Compensation	2.5	1.6	0.4	0.3	1.2	1.1	3.0	1.1	1.5	1.1	1.3	5.1
CCMP ManagementFee	0.5	0.5	0.1	0.1	0.1	0.2	0.6	0.1	0.2	0.1	0.1	0.6
Facility Exits ⁽¹⁾	0.1	1.3	-				en Militar		0.4	3.0	0.4	3.9
Restructuring ⁽²⁾	2.6	9.7	(0.1)	1.4	3.2	9.2	13.7	1.7	1.0	0.7	1.5	4.9
Litigation Expense	-			0.3	0.5	0.7	1.5	0.8	1.9	3.0	2.1	7.7
Acquisition and Integration Expense	1.6	12.4	3.1	3.4	4.7	1.3	12.6	(4.1)	3.8	1.1	5.6	6.3
Buy-back Expense	-	-	4.1	2.0		1.1	7.2			-		-
FastKey	-	-		6.8	0.1	1.0	7.9		100	- 5		200
Refinancing Costs		11.6	- 1	1 -		7 -	10					
Anti-dumping Duties	6.3	(3.8)	-	-	11	-	-	riches	THE REAL PROPERTY.		- E	THE REST
Total Adjustments	13.5	33.3	7.6	14.3	9.9	14.5	46.4	(0.3)	8.8	9.1	11.0	28.5
Adjusted EBITDA	\$121.2	\$139.8	\$38.5	\$54.2	\$50.8	\$35.1	\$178.7	\$41.5	\$61.6	\$75.0	\$43.1	\$221.2

- Stock compensation
- CCMP management fees
- Costs associated with the closure of facilities
- Inventory write-offs, severance, rent, labor costs, etc. related to restructuring initiatives
- Professional fees related to non-recurring litigation

- Note: 2020E defined as preliminary year-end results.

 1. Includes exits of the San Antonio, Parma and Dallas Warehouse facilities.

 2. Includes the restructuring of Canadian operations and executive severance.

Professional fees, non-recurring bonuses, severance and other costs related to historical acquisitions

Remove non-recurring buy-back expense for LOW and TSC

Impairment losses for the disposal of FastKey self-service key duplicating kiosks

Financing fees related to term loan

Anti-dumping duties related to nail business



Adjusted EBITDA Reconciliation: Hardware and Protective Solutions

					His	torical &	Prelimin	агу				
Landan Control					2019					2020		
(\$ millions)	2017A	2018A	Q1A	Q2A	Q3A	Q4A	2019A	Q1A	Q2A	Q3A	Q4E	2020E
Reported Income from Operations	\$7.8	\$18.6	(\$2.6)	\$10.9	\$8.0	(\$2.2)	\$14.2	\$8.9	\$24.4	\$30.1	\$3.9	\$67.3
Depreciation & Amortization	42.6	50.2	16.0	16.2	16.2	16.9	65.4	16.9	17.6	17.1	17.6	69.2
Reported EBITDA	\$50.4	\$68.7	\$13.5	\$27.1	\$24.2	\$14.7	\$79.6	\$25.7	\$42.0	\$47.3	\$21.5	\$136.5
Stock Compensation	2.1	1.3	0.3	0.2	1.0	0.9	2.4	1.0	1.3	1.0	1.2	4.5
CCMP Management Fee	0.5	0.5	0.1	0.1	0.1	0.2	0.6	0.1	0.2	0.1	0.1	0.5
Facility Exits ⁽¹⁾	0.1	1.3	-				-	-	0.4	3.0	0.4	3.9
Restructuring	(0.6)	-	-		1.1	2.0	3.2			0.1	0.0	0.1
Acquisition and Integration Expense	1.6	7.1	2.2	2.1	3.7	0.9	8.8	0.1	0.5	0.9	6.8	8.3
Buy-back Expense			4.1	2.0	1.00	1.1	7.2					
Corporate and Intersegment Adjustments	1.0	1.8	-	2 2 2	4 .	(0.4)	(0.4)			1000	0.1	0.1
Anti-dumping Duties	6.3	(3.8)	- 100	7 -	, 1-1	7-	1			Me of		69 12
Total Adjustments	10.9	8.2	6.7	4.5	5.9	4.6	21.7	1.2	2.4	5.1	8.6	17.3
Adjusted EBITDA	\$61.3	\$76.9	\$20.2	\$31.7	\$30.1	\$19.4	\$101.3	\$26.9	\$44.5	\$52.4	\$30.1	\$153.8

- Stock compensation
- CCMP management fees
- Costs associated with the closure of facilities
- Inventory write-offs, severance, rent, labor costs, etc. related to restructuring initiatives
- Professional fees, non-recurring bonuses, severance and other costs related to historical acquisitions

Note: 2020E defined as preliminary year-end results.

1. Includes exits of the San Antonio, Parma and Dallas Warehouse facilities.

Remove non-recurring buy-back expense for LOW and TSC

Allocations of corporate and segment expenses

8 Anti-dumping duties related to nail business



Adjusted EBITDA Reconciliation: Robotics & Digital Solutions

					His	storical &	Prelimin	агу				
					2019					2020		
(\$ millions)	2017A	2018A	Q1A	Q2A	Q3A	Q4A	2019A	Q1A	Q2A	Q3A	Q4E	2020E
Reported Income from Operations	\$24.8	\$17.7	\$3.0	(\$3.4)	\$4.2	(\$0.5)	\$3.4	\$5.9	(\$4.5)	\$3.0	(\$1.3)	\$3.2
Depreciation & Amortization	25.7	35.9	13.3	13.4	13.2	13.0	52.9	13.6	12.7	11.9	12.4	50.7
Reported EBITDA	\$50.5	\$53.6	\$16.3	\$10.0	\$17.4	\$12.6	\$56.3	\$19.5	\$8.2	\$14.9	\$11.1	\$53.8
Stock Compensation	0.4	0.3	0.1	0.1	0.2	0.2	0.5	0.2	0.2	0.1	0.1	0.7
CCMP Management Fee	-		-	-	000	We Cut-Key's	au 301	0.0	0.0	0.0	0.0	0.1
Restructuring	1.6		-	0.0	0.2	0.5	0.7	-	*****		-	-
Litigation Expense	-	-	-	0.3	0.5	0.7	1.5	0.8	1.9	3.0	2.1	7.7
Acquisition and Integration Expense		5.2	1.0	1.3	1.1	0.4	3.7	(4.2)	3.3	0.2	(1.2)	(2.0)
FastKey		-		6.7	0.1	1.0	7.8					
Corporate and Intersegment Adjustments	(1.0)	(1.8)	-		4	0.4	0.4				(0.1)	(0.1)
Total Adjustments	1.0	3.8	1.0	8.3	2.1	3.2	14.7	(3.2)	5.4	3.3	0.9	6.4
Adjusted EBITDA	\$51.5	\$57.4	\$17.3	\$18.3	\$19.6	\$15.7	\$71.0	\$16.3	\$13.6	\$18.3	\$12.1	\$60.3

- Stock compensation
- CCMP management fees
- Inventory write-offs, severance, rent, labor costs, etc. related to restructuring initiatives
- Professional fees related to non-recurring litigation
- Professional fees, non-recurring bonuses, severance and other costs related to historical acquisitions

Note: 2020E defined as preliminary year-end results.

Impairment losses for the disposal of FastKey self-service key duplicating klosks

Allocations of corporate and segment expenses



Adjusted EBITDA Reconciliation: Canada

						His	storical &	Prelimin	агу				
						2019							
	(\$ millions)	2017A	2018A	Q1A	Q2A	Q3A	Q4A	2019A	Q1A	Q2A	Q3A	Q4E	2020E
	Reported Income from Operations	\$2.9	(\$8.8)	(\$0.2)	\$1.0	(\$2.3)	(\$8.4)	(\$9.9)	(\$5.3)	\$0.8	\$1.9	(\$2.2)	(\$4.7)
	Depreciation & Amortization	3.8	4.6	1.3	1.7	1.5	1.8	6.3	1.9	1.7	1.8	1.7	7.1
	Reported EBITDA	\$6.8	(\$4.2)	\$1.0	\$2.7	(\$0.8)	(\$6.6)	(\$3.6)	(\$3.4)	\$2.6	\$3.7	(\$0.5)	\$2.4
D	Restructuring ⁽¹⁾	1.6	9.7	(0.1)	1.5	1.9	6.7	10.0	1.7	1.0	0.7	1.5	4.8
3	Corporate an Intersegment Adjustments	(0.1)	-	-		0.076	We CoteKoys	audios				-	-
	Total Adjustments	\$1.6	\$9.7	(\$0.1)	\$1.5	\$1.9	\$6.7	\$10.0	\$1.7	\$1.0	\$0.7	\$1.5	\$4.8
	Adjusted EBITDA	\$8.3	\$5.5	\$1.0	\$4.2	\$1.1	\$0.1	\$6.4	(\$1.7)	\$3.5	\$4.4	\$1.0	\$7.2

Inventory write-offs, severance, rent, labor costs, etc. related to restructuring initiatives



Note: 2020E defined as preliminary year-end results.

1. Includes the restructuring of Canadian operations and executive severance.

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Adjusted Net Sales Reconciliation by Segment

(\$ millions)	Historical & Preliminary										
	2019A					2020E					
	Q1A	Q2A	Q3A	Q4A	<u>2019A</u>	Q1A	Q2A	Q3A	Q4E	<u>2020E</u>	
Hardware & Protective Solutions											
Net Sales (Reported)					\$853.0			\$300.3		\$1,024.4	
Buy-back Expense	4.1	2.0	-	1.1	7.2					<u> </u>	
Net Sales (Adjusted)	\$205.7	\$228.4	\$222.9	\$203.2	\$860.2	\$213.2	\$269.5	\$300.3	\$241.4	\$1,024.4	
Robotics and Digital Solutions	190		. 12								
Net Sales (Reported)					\$236.1					\$209.3	
Canada								100 pm	0		
Net Sales (Reported)		\$38.0			\$125.3			\$39.2		\$134.6	
Consolidated					Anna India						
				\$284.8	\$1,214.4					\$1,368.3	
Buy-back Expense	4.1	2.0	-	1.1	7.2	- 1		-	-	-	
Net Sales (Adjusted)	\$291.7	\$326.6	\$317.3	\$285.9	\$1,221.6	\$295.8	\$346.7	\$398.7	\$327.1	\$1,368.	

Note: 2020E defined as preliminary year-end results.

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Adjusted Gross Margin Reconciliation

		гу	Forecast			
(\$ millions)	2017A	2018A	2019A	2020E	2021P	2022P
Net Sales (Reported)	\$838.4	\$974.2	\$1,214.4	\$1,368.3	\$1,443.6	\$1,503.5
Buy-back Expense	1 -		7.2	Comire Innov		
Net Sales (Adjusted)	\$838.4	\$974.2	\$1,221.6	\$1 ,368.3	\$1,443.6	\$1 ,503.5
Cost of Sales (Reported)(1)	\$455.7	\$ 537.9	\$693.9	\$781.8	\$814.6	\$838.1
Restructuring Related Charges	1.0	11.8	5.2	3.6		
Anti-dumping Duties	6.3	(3.8)		0 4 8 0 4 9		
Cost of Sales (Adjusted) ⁽¹⁾	\$448.4	\$529.9	\$688.7	\$778.2	\$814.6	\$838.1
Gross Profit (Reported) ⁽¹⁾	\$382.7	\$436.3	\$520.5	\$586.5	\$628.9	\$665.5
Gross Margin (Reported) ⁽¹⁾	45.6%	44.8%	42.9%	42.9%	43.6%	44.3%
	al and				Control Control	
Gross Profit (Adjusted) ⁽¹⁾	\$389.9	\$444.2	\$532.9	\$590.1	\$628.9	\$665.5
Gross Margin (Adjusted) ⁽¹⁾	46.5%	45.6%	43.6%	43.1%	43.6%	44.3%

Note: 2020E defined as preliminary year-end results.

1. Exclusive of depreciation and amortization.

