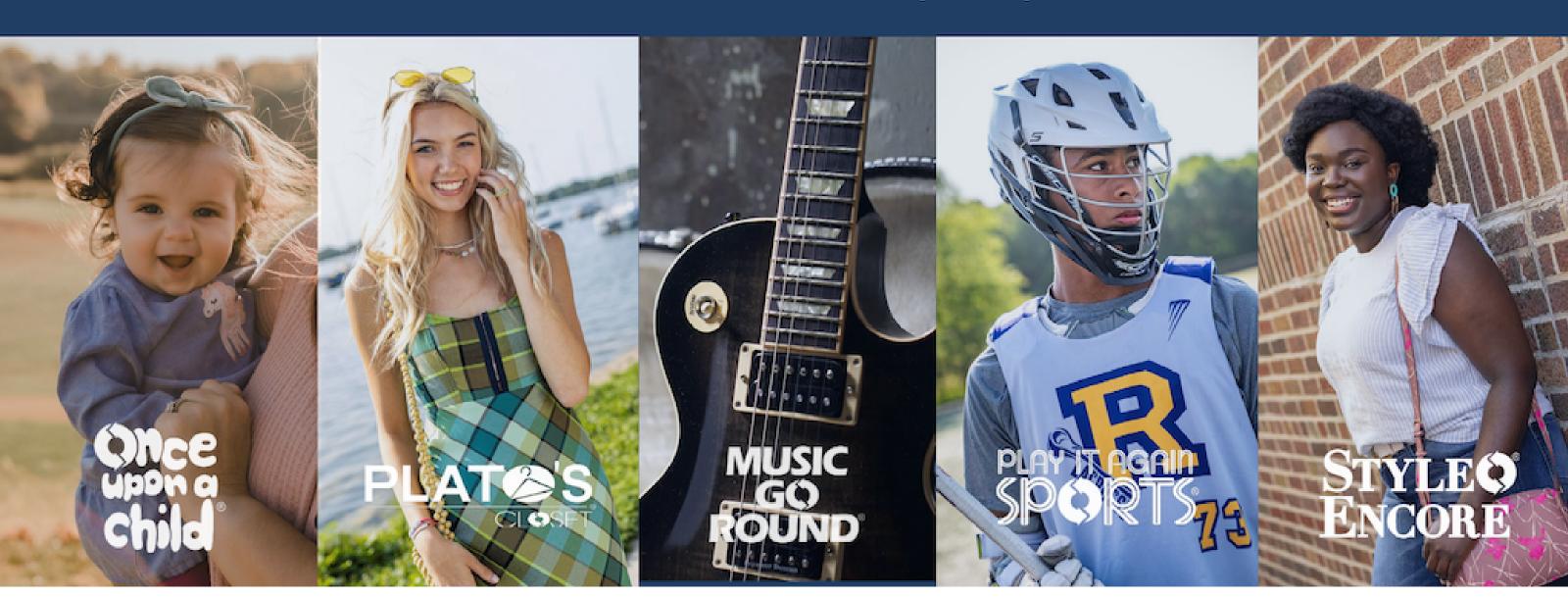
# WINMARK

the Resale Company®



## Your Roadmap to Winmark®

#### 1988

Winmark, headquartered in Minneapolis, MN, is incorporated under <u>Play It Again</u> <u>Sports</u> Franchise Corporation® with the mission to support and celebrate business owners.

#### 1998

After 10 years in business, most of the Grow Biz concepts consistently rank first in their categories on Entrepreneur Magazine's annual Franchise 500 list. They then add a new brand to their wheelhouse - Plato's Closet®, a resale fashion brand for teens, college students and young professionals.

# 2013

Style Encore®, a brand they built from the ground up. It offers gently used clothing, shoes, handbags and accessories to career women, moms and female shoppers who are fashion-, bargain- and recycling-conscious.

## 1993

The company changes its name to Grow Biz International, Inc. and goes public. Additionally, they acquire a second resale brand, <u>Once Upon A Child</u><sup>®</sup>, and one year later, <u>Music Go Round</u><sup>®</sup>.

# 2001

After new management - the same team that oversees our resale brands today - takes over; the company is renamed Winmark Corporation. The company then goes through an entire rebranding process.

#### 2022

Winmark Corporation rebrands as
Winmark - the Resale Company® on a
mission to provide Resale for Everyone™. The
company nears its 1,300th location, while
Plato's Closet gets ready to open its 500th
store. With \$1.4 billion in annual sales and
\$1.4 billion in items recycled since 2010,
Winmark's five resale brands continue to
offer affordable, sustainable solutions for
everyone.

# 2023+

With over 2,800 territories available, a rise in green consumerism and a growing resale market expected to reach \$64 billion\* by 2024, Winmark maintains its stronghold as *the* resale company and is <u>on track for continued expansion</u>.

#### Learn more at winmarkfranchises.com