

PRESS RELEASE

Avery Dennison has completed the acquisition of Silver Crystal Group, an established player in sports apparel customization and application across in-venue, direct-to-business, and e-commerce platforms.



Press Release

For Immediate Release

Avery Dennison Completes Acquisition of Silver Crystal Group

MENTOR, Ohio, November 27th, 2023 – Avery Dennison (NYSE:AVY) today announced it completed the acquisition of Silver Crystal Group, an established player in sports apparel customization and application across in-venue, direct-to-business, and e-commerce platforms. Silver Crystal Group is now a part of the Apparel Solutions business within the Solutions Group of Avery Dennison, significantly expanding our Embelex portfolio.

About Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive. The company employs approximately 36,000 employees in more than 50 countries. Reported sales in 2022 were \$9.0 billion. Learn more at www.averydennison.com.

About Silver Crystal Group

Classification: AD-Secret

Silver Crystal Group - Avery Dennison Close Comms

The Silver Crystal Group is a leader in sports apparel customization & retail experience technology connecting consumers with authentic products & engaging customization experiences. The company has been customizing jerseys and apparel for professional sports organizations for over 25 years. Their clients include the majority of teams from MLB, NBA, NHL, NFL, CFL, MLS, Minor Leagues such as MiLB, AHL, and CHL, multiple NCAA schools, and major retailers throughout North America.

The company manufactures professional sports lettering & numbering and brings them to market using a mix of digital retail ordering systems including; QR codes, interactive touchscreens, mobile app & web ordering, as well as micro-factories called Fanzones. Its technology includes team roster, royalty management, and inventory tools that allow teams and leagues of all sizes to maintain an investment in blank jerseys without the risk of having to commit to specific players in an industry where change is constant. Popular players change teams and jerseys change styles, colors, and fonts. SCG Eliminates the risk of inventory obsolescence while delivering a seamless customer experience for sports teams and their fans.

The Silver Crystal Group is headquartered in Toronto, Ontario, Canada, and has a distribution center in Buffalo, New York, United States. It has revenues of approximately \$30 million USD in 2023 and 225 employees.

Avery Dennison Media Contacts

Investor Relations

John Eble

john.eble@averydennison.com