Forward Looking Statements Disclaimer Some of the statements in this presentation are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. The Company generally identifies forward-looking statements in this presentation using words like “believe,” “intend,” “target,” “expect,” “estimate,” “may,” “should,” “plan,” “project,” “contemplate,” “anticipate,” “predict” or similar expressions. You can also identify forward-looking statements by discussions of strategy, plans or intentions. These forward-looking statements are based on the Company’s expectations, assumptions, estimates and projections about its business and the industry in which it operates as of the date of this presentation. These statements involve known and unknown risks, uncertainties and other factors that may cause the Company’s or its industry’s actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These risks and uncertainties include: our ability to compete effectively in a competitive industry; fluctuations in commodity prices; our ability to appropriately respond to changing merchandise trends and consumer preferences; successful implementation of our store growth strategy; decreases in our Halloween sales; disruption to the transportation system or increases in transportation costs; product recalls or product liability; economic slowdown affecting consumer spending and general economic conditions; loss or actions of third party vendors and loss of the right to use licensed materials; disruptions at our manufacturing facilities; and the additional risks and uncertainties set forth in “Risk Factors” in the Company’s latest Form 10-K and in subsequent reports filed with or furnished to the Securities and Exchange Commission. Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, it cannot guarantee future events, outlook, guidance, results, actions, levels of activity, performance or achievements. You are cautioned not to place undue reliance on these forward-looking statements. Except as may be required by any applicable laws, the Company assumes no obligation to publicly update or revise such forward-looking statements, which are made as of the date hereof or the earlier date specified herein, whether as a result of new information, future developments or otherwise.

Non-GAAP Information This presentation includes non-GAAP measures including Adjusted EBITDA and Adjusted Net Income/Loss and Adjusted Earnings per Share. We present these non-GAAP financial measures because we believe they assist investors in comparing our performance across reporting periods on a consistent basis by eliminating items that we do not believe are indicative of our core operating performance. In addition, we use Adjusted EBITDA: (i) as a factor in determining incentive compensation, (ii) to evaluate the effectiveness of our business strategies and (iii) because our credit facilities use Adjusted EBITDA to measure compliance with certain covenants. The Company has reconciled these non-GAAP financial measures with the most directly comparable GAAP financial measures in tables accompanying this release. We also evaluate our results of operations on both an as reported and a constant currency basis. The constant currency presentation, which is a non-GAAP measure, excludes the impact of fluctuations in foreign currency exchange rates. We calculate constant currency percentages by converting our prior-period local currency financial results using the current period exchange rates and comparing these adjusted amounts to our current period reported results. We also provide free cash flow, defined as Adjusted EBITDA less capital expenditures, and net debt leverage, which is calculated by adding Loans and Notes Payable, Current Portion of Long Term Obligations and Long Term Obligations, Excluding Current Portion, subtracting Cash and Cash Equivalents and dividing by Adjusted EBITDA for the trailing twelve month period. Adjusted Earnings per Share is calculated by dividing Adjusted Net Income by the Weighted Average Number of Common Shares-Diluted. We believe providing these non-GAAP measures provides valuable supplemental information regarding our results of operations and leverage, consistent with how we evaluate our performance. In evaluating these non-GAAP financial measures, investors should be aware that in the future the Company may incur expenses or be involved in transactions that are the same as or similar to some of the adjustments in this presentation. The Company’s presentation of non-GAAP financial measures should not be construed to imply that its future results will be unaffected by any such adjustments. The Company has provided this information as a means to evaluate the results of its core operations. Other companies in the Company’s industry may calculate these items differently than it does. Each of these measures is not a measure of performance under GAAP and should not be considered as a substitute for the most directly comparable financial measures prepared in accordance with GAAP. Non-GAAP financial measures have limitations as analytical tools, and investors should not consider them in isolation or as a substitute for analysis of the Company’s results as reported under GAAP.
Our Purpose is to create joy by making it easy to create unforgettable memories!
THE PARTY

- Who We Are
- Unique Differentiated Model
- Experiential Store Format
- The Party Vision
THE PARTY

- Who We Are
- Unique Differentiated Model
- Customer Centric Retail Experience
- The Party Vision
We lead and define the party consumer products category

<table>
<thead>
<tr>
<th>Consumer Products</th>
<th>Consumer Technology</th>
<th>Athletic</th>
<th>Cosmetics</th>
<th>Mattresses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Party Goods</td>
<td>Apple</td>
<td>Nike</td>
<td>L'Oréal</td>
<td>Tempur+Sealy</td>
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<tr>
<td></td>
<td>Samsung</td>
<td>Adidas</td>
<td>Estée Lauder</td>
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<td></td>
<td>Microsoft</td>
<td>Under Armour</td>
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<td></td>
<td>Google</td>
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</tbody>
</table>

| Specialty Retail |
|------------------|-------------------|
| Party Specialty Retail | Pet Supplies |
| Party City        |          |
|                   |         |
|                   |          |
|                   |         |

#1 vs. #2 player\(^{(1)}\)

+4.0x ~1.2x ~1.6x ~2.5x ~1.2x

1 Represents comparison of global sales of the #1 vs. #2 player
Unparalleled capabilities for delivering unforgettable moments

Create joy by making unforgettable memories.
THE PARTY

- Who We Are
- Unique Differentiated Model
- Customer Centric Retail Experience
- The Party Vision
Uniquely positioned within party goods market

World’s largest party good’s manufacturer, distributor, retailer

Party City

Grocery
Independents
Specialty
Discount

Product Design
8,000 new products/yr

Manufacturing
10 Locations

Global Sourcing
5 countries
9 cities

Wholesale / Distributors
45K SKUs sold in 100 countries
Product design differentiates the customer experience

Unmatched design and innovation capabilities with \approx 200 person team develops proprietary designs and licenses via customer insights
Product sourcing & manufacturing excellence drive competitive advantage

Approximately 24% of retail sales is manufactured in-house (largely US based) with strategy to continue to decrease China-based sourced product; Nine sourcing offices
 Manufacturing capabilities allow for differentiation, speed to market

Benefit from operating excellence driven by end to end control over product life cycle and pricing

<table>
<thead>
<tr>
<th>LATEX BALLOONS</th>
<th>FOIL BALLOONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LATEX BALLOONS</td>
<td>FOIL BALLOONS</td>
</tr>
<tr>
<td>PAPER PLATES &amp; BOWLS</td>
<td>FOIL BALLOONS</td>
</tr>
<tr>
<td>COSTUMES</td>
<td></td>
</tr>
<tr>
<td>PRINTED PAPER DÉCOR &amp; ACCESSORIES</td>
<td>PERSONALIZED PARTY PRODUCTS</td>
</tr>
<tr>
<td>PIÑATAS, PARTY KITS</td>
<td></td>
</tr>
<tr>
<td>PLASTIC TABLEWARE</td>
<td>PIÑATAS, PARTY KITS</td>
</tr>
<tr>
<td>PAPER CUPS, STRAWS &amp; NAPKINS</td>
<td></td>
</tr>
<tr>
<td>INJECTED MOLDED PLASTICS</td>
<td>PAPER CUPS, STRAWS &amp; NAPKINS</td>
</tr>
</tbody>
</table>
Leveraging internal strength to improve retail profitability

Powerful vertically integrated model is a unique competitive advantage that enables margin expansion.

WHOLESALE  SOURCED  77%

THIRD PARTY  23%
THE PARTY

- Who We Are
- Unique Differentiated Model
- Customer Centric Retail Experience
- The Party Vision
Customer centric capabilities

Customer first mind-set with the addition of relevant services distinguishes Party City and enables the premier destination for parties and special events.
Developing trend-right and ownable assortments

Consumer insights drive our go-to market strategy enabling a personalized experience across touch points
Halloween destination to inspire customization

Authoritative assortments, merchandising, value and convenience supports easy do-it-yourself experience
Dominant omnichannel platform

- **E commerce penetration**
  - 2019 Core Web + BOPIS Sales

- **Store Locations**
  - 800+ Stores

- **800 Retail Stores**
  - 63M customers

- **PartyCity.com**
  - 162M visitors

- **Email**
  - 13M subscribers

- **Social Media**
  - 4.7M Followers

- **Buy online pick up in store**
  - ≈40% of online orders
Piloting experiential store format

- Race track shop-in-shop layout
- Enhanced Balloon shopping experience
- Category adjacencies to improve party solution selling
- Testing low capital investment format
Optimizing store fleet to drive retail profitability

COMPELLING NEW STORE ECONOMICS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Size</td>
<td>747</td>
<td>804</td>
<td>777</td>
</tr>
<tr>
<td>Net Investment</td>
<td>895</td>
<td>900</td>
<td>875</td>
</tr>
<tr>
<td>Payback Period</td>
<td>148</td>
<td>96</td>
<td>98</td>
</tr>
<tr>
<td>eCommerce growth</td>
<td>-0.7%</td>
<td>16.9%</td>
<td>14.8%</td>
</tr>
</tbody>
</table>

- Store Size: ≈ 12,000 square feet
- Net Investment: $450K
- Payback Period: ≈ 2 years
THE PARTY

- Who We Are
- Unique Differentiated Model
- Customer Centric Retail Experience
- The Party Vision
The Path to a Party Platform

PARTY SUPPLIES COMPANY
- Party product manufacturer, wholesaler and distributor
- Convenient retail locations
- E-Commerce basics

FULLY INTEGRATED VERTICAL RETAILER
- Optimized inventory, assortment and space
- Efficient enterprise supply chain
- Selling culture focused on customer needs
- Enhanced omni-channel

MEMORY MAKERS & PLANNING EXPERTS
- In-store and online integrated party planning services
- Dedicated local services platform
- Highly personalized engagement needs
- Fully omni-channel

A PARTY PLATFORM
- Technology enabled
- One-stop-shop
- End-to-end services
- Predictor of needs & wants
2020 Priorities to stabilize retail performance

1. Pilot in-store experience enhancements
2. WIN with balloons
3. Address price value perception
4. Improve in-store customer engagement
5. Enhance digital omni-channel capabilities