

# PRESS RELEASE

Avery Dennison has completed the acquisition of Lion Brothers, a leading designer and manufacturer of apparel brand identity systems.



Press Release

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**For Immediate Release**

## Avery Dennison Completes Acquisition of Lion Brothers

**MENTOR, Ohio—May 24, 2023**—Avery Dennison (NYSE: AVY) today announced it completed the acquisition of Lion Brothers a leading designer and manufacturer of apparel brand embellishments. Lion Brothers 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](http://www.averydennison.com).

### **About Lion Brothers**

Lion Brothers is a leader in apparel identity and embellishment solutions. Lion has been telling the story of identity since 1899. Rooted in craft, forged by dedication and driven by design, Lion Brothers integrates technology and advances in material science to deliver innovation to the world's most notable licensed sports, lifestyle, fashion, promotional and workwear apparel brands. The privately-held company is headquartered in Owings Mills, Maryland, with manufacturing facilities and support organizations serving the Americas, Asia and Europe.

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