

L A  B O Y[®]

From reclining to reclaiming





Pinnacle
Leather Matc...

\$1,239.99

Wayfair

★★★★★ (2k+)

Cedar Leather
Match · Chaise...

La-Z-Boy -
James Leath...

\$779.00

Homemakers...

★★★★★ (39)

Brown · Armchair
· Recliner · 42....

La-Z-Boy -
Reed 36" Wi...

\$899.99

Wayfair

★★★★★ (70)

Walnut Leather
Match · Armch...

La-Z-Boy -
Randell 45.5"...

\$1,579.99

Wayfair

★★★★★ (228)

Harvest Leather
Match · Armch...

Randell 45.5"
Wide Leather...

\$1,549.99

Wayfair

★★★★★ (228)

Dark Chocolate
Leather Match ...

La-Z-Boy Astor
Leather...

\$899.00

Homemakers...

★★★★★ (227)

Chestnut Leather
Match · Armch...

Pinnacle
Leather Matc...

\$1,269.99

Wayfair

★★★★★ (2k+)

Dune Leather
Match · Chaise...

La-Z-Boy -
Randell...

\$1,047.00

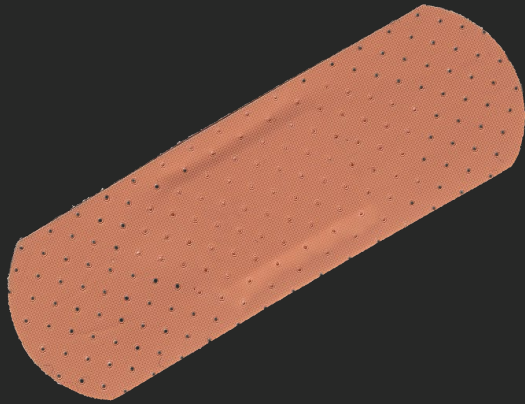
Homemakers...

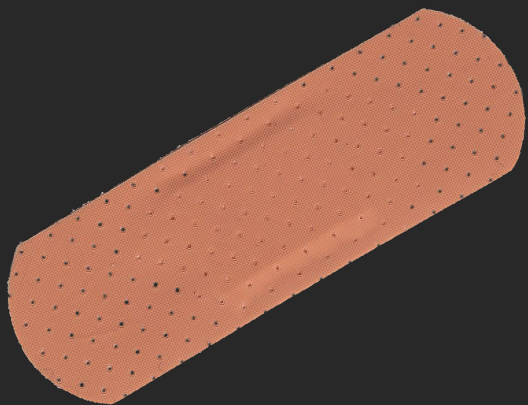
30-day returns

Brown · Armchair
· Recliner · 46....





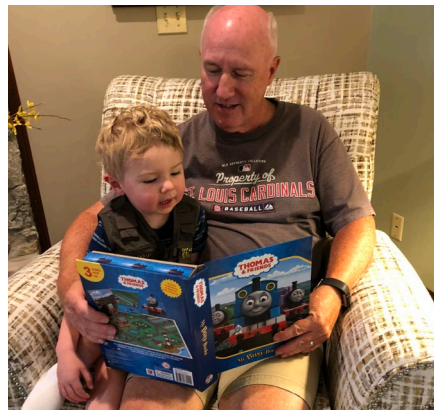






CHALLENGE 1

We existed in memories.



CHALLENGE 2

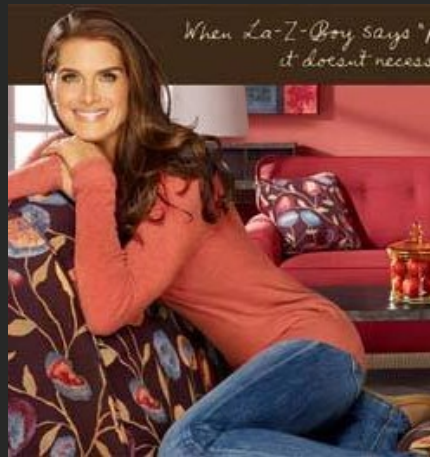
**Our core
consumer
was aging.**



CHALLENGE 3

**We were
trying to be
something
we're not.**





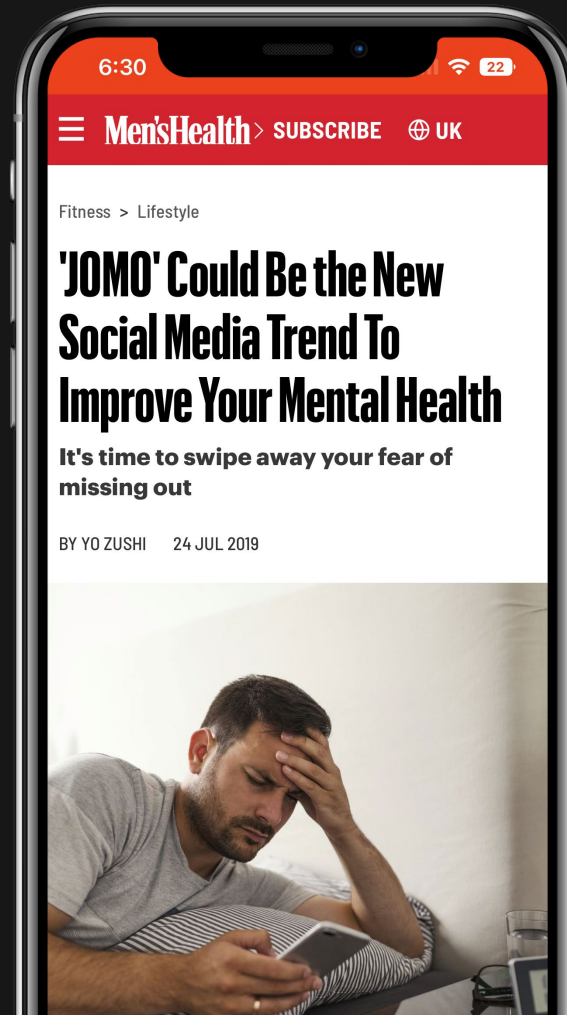
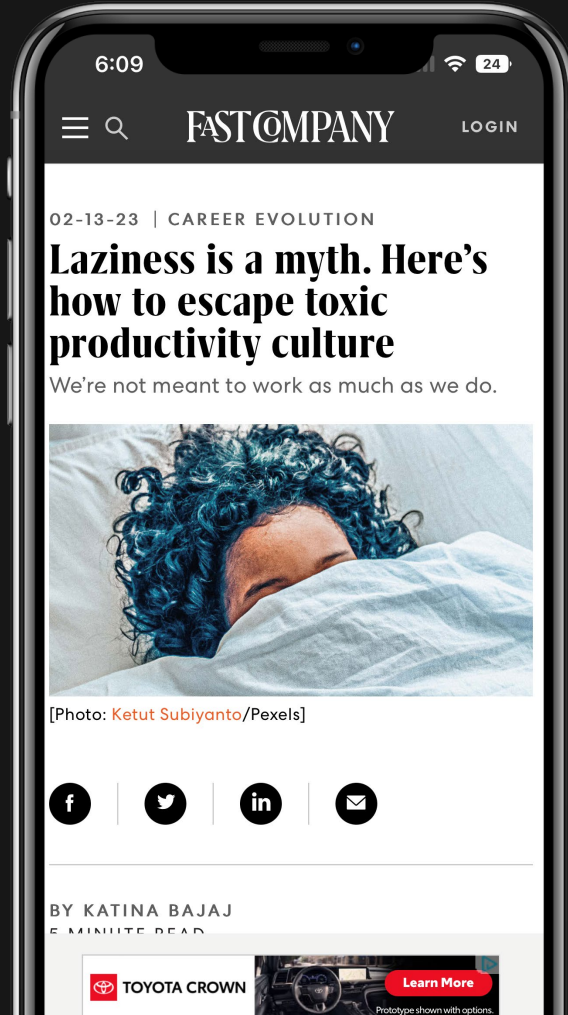
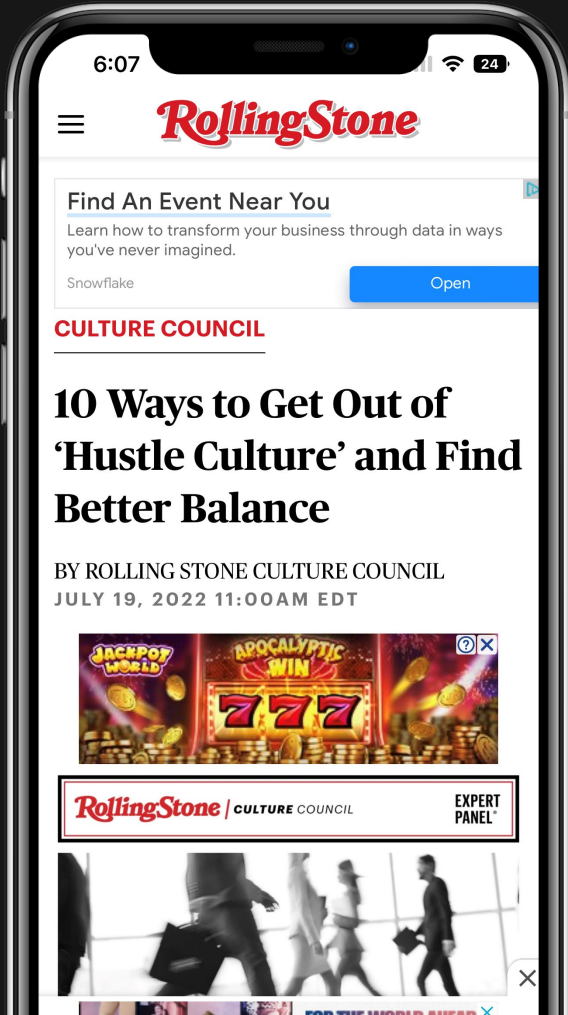




LAZBOY®

EXIT





**Rest is important,
it's valuable,
it's productive,
it makes us stronger,
it's necessary.**

**T
H
E
G
U
I
L
T**

**Rest is important,
it's valuable,
it's productive,
it makes us stronger,
it's necessary.**

01

**find our
people**

02

**commit to
our true
identity**

03

**break
the rules**

01 find our people



02

commit to
our true
identity



“

For decades, the La-Z-Boy has carried with it a sense of relief—physically (of course), but also in terms of social expectations. It defies polite décor as the blemish on a ‘put together room, at once the most uncouth but most welcoming seat.”

David Micon

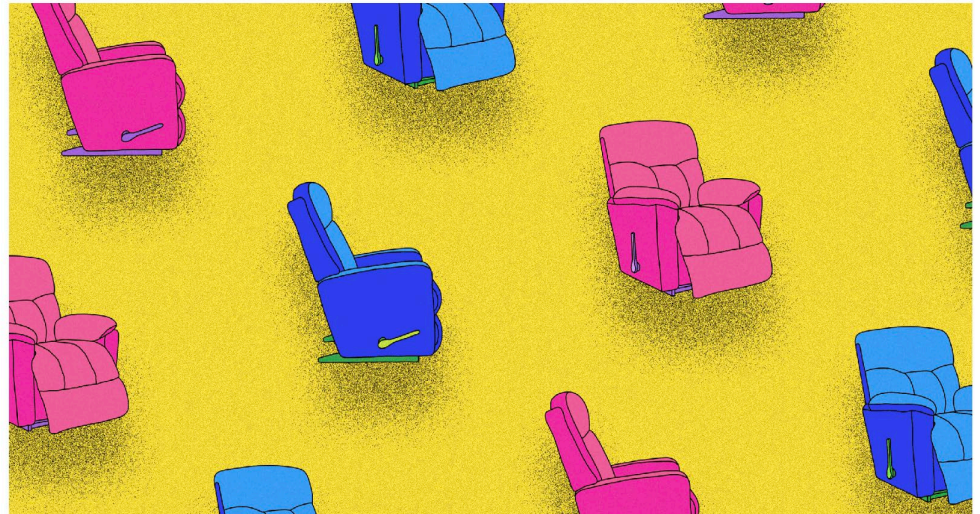
Author of furniture-focused newsletter [For Scale](#)

AD ARCHITECTURAL DIGEST

The Everlasting Appeal of the La-Z-Boy Recliner

By Zoë Sessums

Illustration by Lizzie Soufleris



03

**break
the rules**



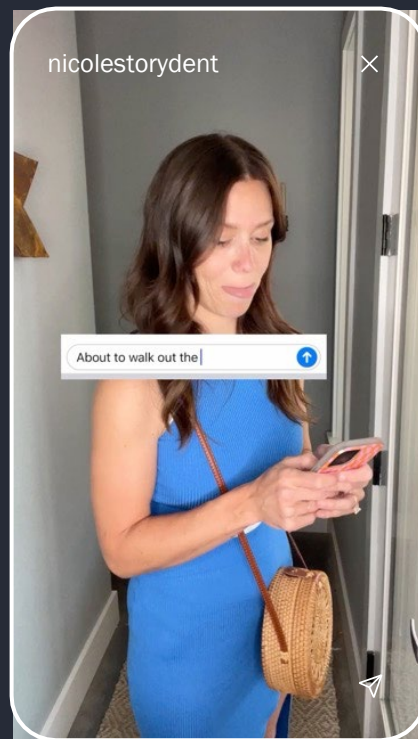
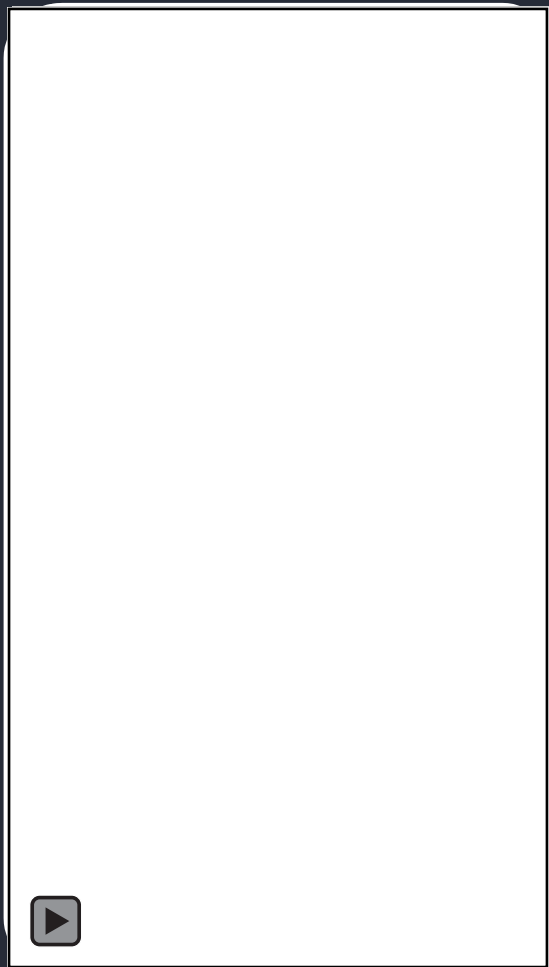


LONG live THE Lazy™

LA Z BOY®









michelle_melson_mock 5d

You're a hoot! 🥰🥰🥰 And that couch looks so comfy! 📺🥰 I used to think Lazy Boy just did recliners that my dad liked to sit in all night to watch TV. 🥰 Looks like I'm going to have to dive down the Lazy Boy sofa sectional rabbit hole now! 🐇📺



cupcakesandcamaros91 5d

I can totally relate to this! 😊



burger_mama 10h

We legit went to LazyBoy last night to find a new comfy chair - I need my introvert experience!



rosejamforlife 5d

Love this and my lazboy couch!



tracyblair4677 3w · ❤️ by author

I'm with you girl...last night I fell asleep on my lazyboy sofa and slept better than I have in months!! Beats the heck out of that 2000\$ mattress on my bed... 😊🥰



luckypinedesigns 6d

I need a new couch to lay on when I cancel plans!!! Which one is it?



divastacey_01 3w · ❤️ by author

Thank you for reminder that rest is productive! I need it!



holisticmamaof2 4d

I LOVE when people cancel on me. - Every single Introvert



hleeb71 5d

One of my new favorites. This is so relatable. No sweeter words texted than, "Can we reschedule?".



momac30 11h

I definitely need one of these. Stat! 🥰



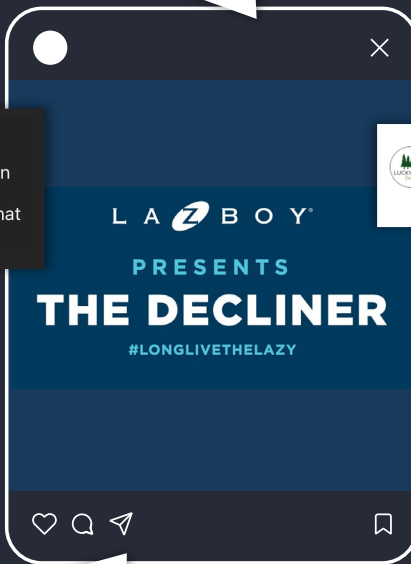
hellojennawood 6d

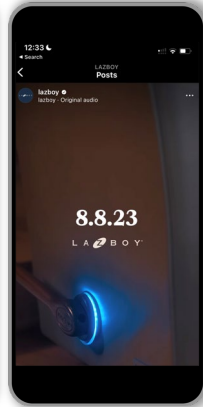
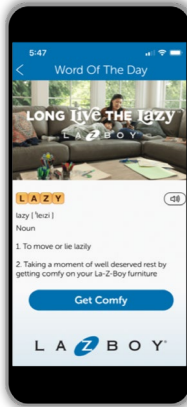
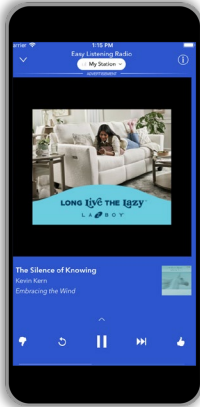
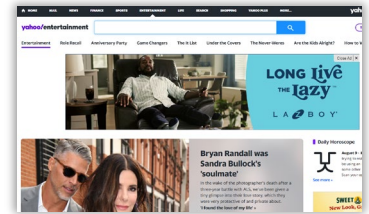
Give me that lazy boy! 🥰🥰🥰



sjbuchanan84 4d

We just got our new LaZboy couches and we are in LOVE! The quality and comfort are awesome





**What's happened since
launch in August 2023?**

Furniture companies in a rut as fewer people buy big-ticket items

By Samantha Delouya, CNN

🕒 3 minute read · Updated 2:28 PM EDT, Wed September 13, 2023



NEWS > STOCKS

**BUSINESS
INSIDER**

One unintended consequence of the unaffordable housing market: Crashing furniture sales

[Phil Rosen](#) Sep 12, 2023, 1:38 PM EDT

🔗 Share | 📌 Save



Brand health growth

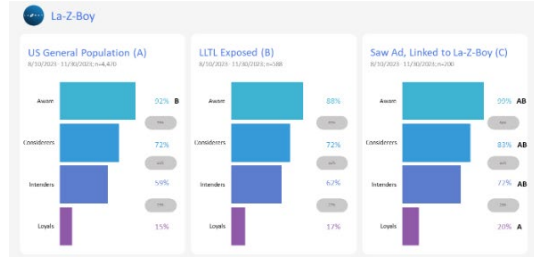
LZB LTLT CAMPAIGN ANALYSIS

GEN POP

ADVERTISING AWARENESS BRAND FUNNEL

When consumers are able to link the advertising to La-Z-Boy, we see significant improvements across the brand funnel.

Simply recognizing the ad is not enough to move brand funnel metrics.



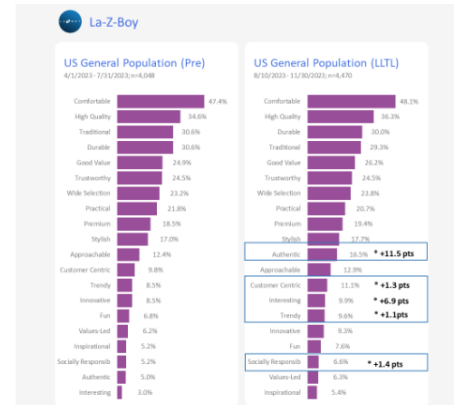
LZB LTLT CAMPAIGN ANALYSIS

GEN POP

BRAND ATTRIBUTES (PRE/POST)

Pre/Post LTLT introduction shows that La-Z-Boy is maintaining strong equities in Comfortable and High Quality and building equity in:

- Authentic
- Interesting
- Socially Responsible
- Customer Centric
- Trendy



Resurgence of La-Z-Boy in culture



"I have a big gym in my house, over 300 square ft. I have 8 items in there I work out with. But the greatest thing is a La-Z-Boy in the middle. I'll pump a few weights, walk on the treadmill, sit on the La-Z-Boy and take a nap. Greatest life ever."



La-Z-Boy stock strength and same store sales growth

La-Z-Boy stock gains 5% after company's earnings beat, dividend increase

Published: Nov. 29, 2023 at 5:24 p.m. ET

HIGHLIGHTS

LA-Z-BOY INCORPORATED IS STRONG
AND WE ARE CONTINUING TO INVEST IN OUR FUTURE



Written sales are outperforming the furniture industry, with La-Z-Boy Furniture Galleries® network written same-store sales increasing 1% in the second quarter.

- While we are up, the furniture industry is down 9%.

Company-owned Retail written sales were up 3% this quarter, as we continue to invest in retail locations.

Today we own just over half of all La-Z-Boy Furniture Galleries® stores (177 of 353), supporting our Century Vision strategy.



We opened 2 stores this quarter and purchased one—plus, we signed a deal to buy 6 more stores, closing in Q3!

”

We continue to take a long-term approach to investing in our business and are making steady progress toward building a more agile supply chain and optimizing our network. Although consumer traffic trends remain a headwind, La-Z-Boy remains well positioned to continue outperforming the industry due to our iconic brand, consumer preferred shopping experience, and long-term approach to investing in our business, enabled by the strength of our balance sheet. We are well positioned to grow at a pace double the market and deliver double-digit operating margins over the long term.

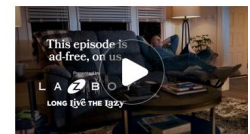
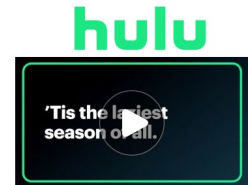
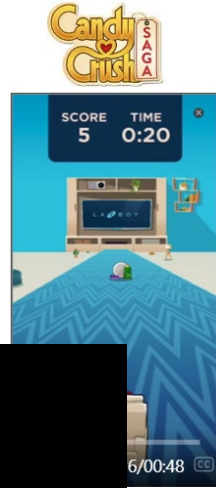
MELINDA WHITTINGTON
President and Chief Executive Officer

More creativity and experimenting

RETAIL

La-Z-Boy Launches Do-Not-Disturb Decor

by Sarah Mahoney @mahoney_sarah, January 5, 2024



T A K E A W A Y S

be real.

T A K E A W A Y S

be real.

be relevant.

T A K E A W A Y S

be real.

be relevant.

be unexpected.



thank you