



Build-A-Bear Workshop to Participate in Upcoming Investor Conferences

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ST. LOUIS--(BUSINESS WIRE)--May 29, 2025-- Build-A-Bear Workshop, Inc. (NYSE: BBW) today announced the Company will host investor meetings at the following investor conferences:

- NYSE Virtual Investor Access Day – Thursday, June 5, 2025
- DADCO Consumer & Technology Conference – Tuesday, June 10, 2025, in Nashville, Tennessee
- Evercore Consumer & Retail Conference – Wednesday, June 11, 2025, in New York City
- Northland Virtual Growth Conference – Wednesday, June 25, 2025

About Build-A-Bear

Since its beginning in 1997, Build-A-Bear has evolved to become a beloved multi-generational brand focused on its mission to “add a little more heart to life,” where guests of all ages make their own “furry friends” in celebration and commemoration of life moments. Guests create their own stuffed animals by participating in the stuffing, dressing, accessorizing, and naming of their own teddy bears and other plush toys based on the Company’s own intellectual property and in conjunction with a variety of best-in-class licenses. The hands-on and interactive nature of our more than 600 company-owned, partner-operated, and franchise experience locations around the world, combined with Build-A-Bear’s pop-culture appeal, often fosters a lasting and emotional brand connection with consumers and has enabled the Company to expand beyond its retail stores to include e-commerce sales on www.buildabear.com and non-plush branded consumer categories via out-bound licensing agreements with leading manufacturers, as well as the creation of engaging content via Build-A-Bear Entertainment (a subsidiary of Build-A-Bear Workshop, Inc.). The brand’s newest communications campaign, "The Stuff You Love," commemorates more than a quarter-century of creating cherished memories worldwide. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted consolidated total revenues of \$496.4 million for fiscal 2024. For more information, visit the Investor Relations section of buildabear.com.

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