

Second Quarter 2025 Financial Review and Analysis

(preliminary, unaudited)

July 22, 2025

Supplemental Presentation Materials

Unless otherwise indicated, comparisons are to the same period in the prior year.

Safe Harbor Statement

Certain statements contained in this document are "forward-looking statements" intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements, and financial or other business targets, are subject to certain risks and uncertainties. We believe that the most significant risk factors that could affect our financial performance in the near term include: (i) the impact on underlying demand for our products from global economic conditions, tariffs, geopolitical uncertainty, and changes in environmental standards, regulations and preferences; (ii) competitors' actions, including pricing, expansion in key markets, and product offerings; (iii) the cost and availability of raw materials; (iv) the degree to which higher costs can be offset with productivity measures and/or passed on to customers through price increases, without a significant loss of volume; (v) foreign currency fluctuations; and (vi) the execution and integration of acquisitions.

Actual results and trends may differ materially from historical or anticipated results depending on a variety of factors, including but not limited to, risks and uncertainties related to the following:

- International Operations – worldwide economic, social, geopolitical and market conditions; changes in geopolitical conditions, including those related to trade relations and tariffs, China, the Russia-Ukraine war, the Israel-Hamas war and related hostilities in the Middle East; fluctuations in foreign currency exchange rates; and other risks associated with international operations, including in emerging markets
- Our Business – fluctuations in demand affecting sales to customers; fluctuations in the cost and availability of raw materials and energy; changes in our markets due to competitive conditions, technological developments, laws and regulations, and customer preferences; environmental regulations and sustainability trends; the impact of competitive products and pricing; the execution and integration of acquisitions; selling prices; customer and supplier concentrations or consolidations; the financial condition of distributors; outsourced manufacturers; product and service quality claims; restructuring and other cost reduction actions; our ability to generate sustained productivity improvement and our ability to achieve and sustain targeted cost reductions; the timely development and market acceptance of new products, including sustainable or sustainably-sourced products; our investment in development activities and new production facilities; the collection of receivables from customers; and our sustainability and governance practices
- Information Technology – disruptions in information technology systems; cybersecurity events or other security breaches; and successful installation of new or upgraded information technology systems
- Income Taxes – fluctuations in tax rates; changes in tax laws and regulations, and uncertainties associated with interpretations of such laws and regulations; outcome of tax audits; and the realization of deferred tax assets
- Human Capital – recruitment and retention of employees and collective labor arrangements
- Our Indebtedness – our ability to obtain adequate financing arrangements and maintain access to capital; credit rating risks; fluctuations in interest rates; and compliance with our debt covenants
- Ownership of Our Stock – potential significant variability of our stock price and amounts of future dividends and share repurchases
- Legal and Regulatory Matters – protection and infringement of our intellectual property; the impact of legal and regulatory proceedings, including with respect to compliance and anti-corruption, environmental, health and safety, and trade compliance
- Other Financial Matters – fluctuations in pension costs and goodwill impairment

For a more detailed discussion of these factors, see "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our 2024 Form 10-K, filed with the Securities and Exchange Commission on February 26, 2025, and subsequent quarterly reports on Form 10-Q.

The forward-looking statements included in this document are made only as of the date of this document, and we undertake no obligation to update these statements to reflect subsequent events or circumstances, other than as may be required by law.

Use of Non-GAAP Financial Measures

This presentation contains certain non-GAAP financial measures as defined by SEC rules. We report our financial results in conformity with accounting principles generally accepted in the United States of America, or GAAP, and also communicate with investors using certain non-GAAP financial measures. These non-GAAP financial measures are not in accordance with, nor are they a substitute for or superior to, the comparable GAAP financial measures. These non-GAAP financial measures are intended to supplement the presentation of our financial results prepared in accordance with GAAP. We use these non-GAAP financial measures internally to evaluate trends in our underlying performance, as well as to facilitate comparisons with the results of competitors for quarters and year-to-date periods, as applicable. Based on feedback from investors and financial analysts, we believe that the supplemental non-GAAP financial measures we provide are also useful to their assessments of our performance and operating trends, as well as liquidity. In accordance with Regulations G and S-K, reconciliations of non-GAAP financial measures from the most directly comparable GAAP financial measures, including limitations associated with these non-GAAP financial measures, are provided in the appendix to this document and/or the financial schedules accompanying the earnings news release for the quarter (see Attachments A-4 through A-8 to news release dated July 22, 2025).

Our non-GAAP financial measures exclude the impact of certain events, activities or strategic decisions. The accounting effects of these events, activities or decisions, which are included in the GAAP financial measures, may make it more difficult to assess our underlying performance in a single period. By excluding the accounting effects, positive or negative, of certain items (e.g., restructuring charges, outcomes of certain legal matters and settlements, certain effects of strategic transactions and related costs, losses from debt extinguishments, gains or losses from curtailment or settlement of pension obligations, gains or losses on sales of certain assets, gains or losses on venture and other investments, currency adjustments due to highly inflationary economies, and other items), we believe that we are providing meaningful supplemental information that facilitates an understanding of our core operating results and liquidity measures. While some of the items we exclude from GAAP financial measures recur, they tend to be disparate in amount, frequency or timing.

We use the non-GAAP financial measures described below in this presentation.

- **Sales change ex. currency** refers to the increase or decrease in net sales, excluding the estimated impact of foreign currency translation, and where applicable, the currency adjustments for transitional reporting of highly inflationary economies and the reclassification of sales between segments. Additionally, where applicable, sales change ex. currency is also adjusted for an extra week in our fiscal year and the calendar shift resulting from an extra week in the prior fiscal year. The estimated impact of foreign currency translation is calculated on a constant currency basis, with prior-period results translated at current period average exchange rates to exclude the effect of foreign currency fluctuations. Our 2025 fiscal year that began on December 29, 2024 will end on December 31, 2025; fiscal years 2026 and beyond will be coincident with the calendar year beginning on January 1 and ending on December 31.
- **Organic sales change** refers to sales change ex. currency, excluding the estimated impact of acquisitions and product line divestitures.

We believe that sales change ex. currency and organic sales change assist investors in evaluating the sales change from the ongoing activities of our businesses and enhance their ability to evaluate our results from period to period.

We believe that the following measures assist investors in understanding our core operating trends and comparing our results with those of our competitors.

- **Adjusted operating income** refers to net income adjusted for taxes; other expense (income), net; interest expense; other non-operating expense (income), net; and other items.
- **Adjusted EBITDA** refers to adjusted operating income before depreciation and amortization.
- **Adjusted operating margin** refers to adjusted operating income as a percentage of net sales.
- **Adjusted EBITDA margin** refers to adjusted EBITDA as a percentage of net sales.
- **Adjusted tax rate** refers to the projected full-year GAAP tax rate, adjusted to exclude certain unusual or infrequent events that are expected to significantly impact that rate, such as effects of certain discrete tax planning actions, impacts related to enactments of comprehensive tax law changes, and other items.
- **Adjusted net income** refers to income before taxes, tax-effected at the adjusted tax rate, and adjusted for tax-effected restructuring charges and other items.
- **Adjusted net income per common share, assuming dilution (adjusted EPS)** refers to adjusted net income divided by the weighted average number of common shares outstanding, assuming dilution.
- **Net debt to adjusted EBITDA ratio** refers to total debt (including finance leases) less cash and cash equivalents, divided by adjusted EBITDA for the last twelve months. We believe that the net debt to adjusted EBITDA ratio assists investors in assessing our leverage position.
- **Adjusted free cash flow (adjusted FCF)** refers to cash flow provided by operating activities, less payments for property, plant and equipment, less payments for software and other deferred charges, plus proceeds from company-owned life insurance policies, plus proceeds from sales of property, plant and equipment, plus (minus) net proceeds from insurance and sales (purchases) of investments, less net cash used for Argentine Blue Chip Swap securities. Where applicable, adjusted free cash flow is also adjusted for certain acquisition-related transaction costs. We believe that adjusted free cash flow assists investors by showing the amount of cash we have available for debt reductions, dividends, share repurchases, and acquisitions.
- **Adjusted free cash flow conversion** refers to adjusted free cash flow divided by net income.

This document has been furnished (not filed) on Form 8-K with the SEC and may be found on our website at www.investors.averydennison.com.

Delivered solid Q2, with EPS above midpoint, in a dynamic environment

Q2 adj. EPS (non-GAAP) of \$2.42, up 5% sequentially and comparable to PY

- Outsized growth in high-value categories and productivity in the base offset more than 10 cent impact from tariffs on apparel/general retail sourcing volumes (consumer demand remains resilient)

Performance reflects strength and durability of franchise; have multiple levers to deliver results

- High value categories up LSD, up MSD excluding estimated indirect impact of tariffs
- Driving productivity to protect and expand margins in the base

Broader impact of trade policy unclear; leveraging proven playbook to mitigate short-term impact, while driving key initiatives to deliver strong growth over the cycle

- Investing in high-value categories and innovation to accelerate growth
- Strong balance sheet and disciplined capital allocation strategy; focused on driving EVA over cycles

In Q3, expect adj. EPS of \$2.24 to \$2.40

Second quarter 2025 financial review

Net sales of \$2.2 bil.

Organic sales change (non-GAAP) down 1.0%

Reported EPS of \$2.41

Adj. EPS of \$2.42, comparable to PY

Reported operating income of \$286 mil.

- Adj. EBITDA margin (non-GAAP) of 16.6%, up 20 bps
- Adj. operating margin (non-GAAP) of 12.9%, comparable to PY

Strong adj. FCF (non-GAAP) of \$189 mil.

Returned \$172 mil. to shareholders through share repurchases and dividends

Maintained strong balance sheet; continuing to deploy capital in disciplined manner

- Net debt to adj. EBITDA ratio (non-GAAP) of 2.3

Second quarter 2025 segment review

Materials Group delivered strong productivity and margins on modest volume growth

- Organic sales down 1%
 - Volume/mix up LSD, which was more than offset by deflation-related price reductions
- Strong adj. EBITDA margin of 17.8%, down 10 bps vs. PY

Solutions Group results impacted by tariff-related uncertainty

- Organic sales down 1%; decline driven by apparel and general retail
- Solid adj. EBITDA margin of 17.1%, up 30 bps

High-value categories delivered sales of ~\$1.0 bil., up LSD organically and up MSD excluding estimated impact of tariffs

- Enterprise-wide Intelligent Labels comparable to PY (up mid-teens outside of apparel and general retail)
- Materials high-value categories up LSD
- Vestcom up ~10%, as new programs roll out; Embelex down HSD

Base categories delivered sales of ~\$1.2 bil., down LSD organically

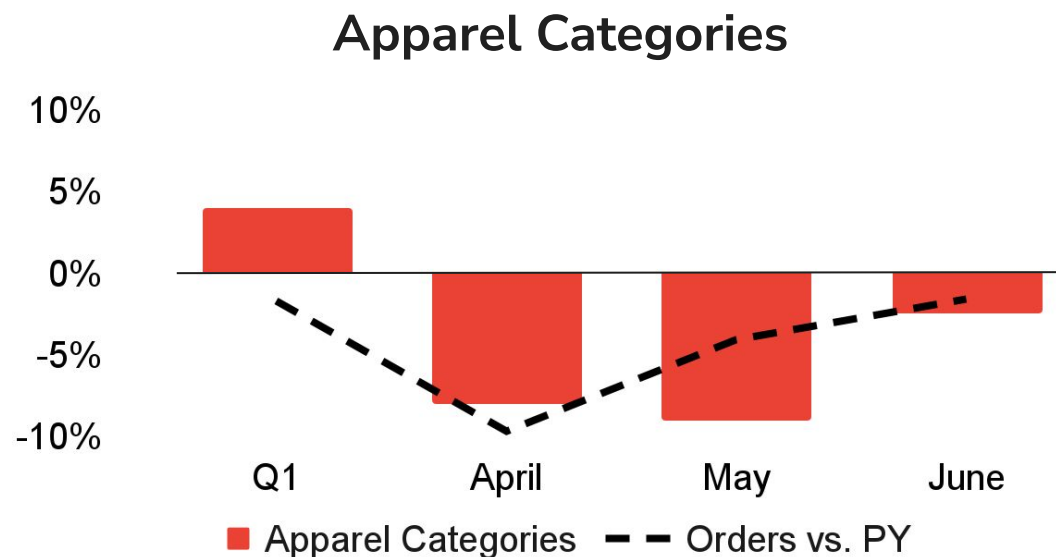
Trade policy continues to evolve

Mitigating direct impact from recent tariffs

- Vast majority (~90%) of global material cost is not subject to tariffs
- In Q2, implemented sourcing and pricing actions to largely mitigate LSD tariff-related cost increases

Indirect impact from tariffs remains more uncertain

- ~70% of Solutions Group sales are in tariff-impacted apparel/general retail end markets
- In Q2, overall apparel categories were down ~6%; sales and order pattern improving in June/July



Quarterly sales trend analysis

	2Q24	3Q24	4Q24	1Q25	2Q25
Reported Sales Change	6.9%	4.1%	3.6%	(0.1%)	(0.7%)
Organic Sales Change	7.1%	4.3%	3.3%	2.3%	(1.0%)
Acquisitions/Divestitures	0.9%	0.3%	0.2%	-	-
Sales Change ex. Currency (Non-GAAP) ⁽¹⁾	8.0%	4.7%	3.5%	2.3%	(1.0%)
Currency Translation	(1.1%)	(0.6%)	0.1%	(2.5%)	0.3%
Reported Sales Change⁽¹⁾	6.9%	4.1%	3.6%	(0.1%)	(0.7%)

(1) Totals may not sum due to rounding

Quarterly sales trend analysis (cont.)

	Organic Sales Change				
	2Q24	3Q24	4Q24	1Q25	2Q25
Materials Group	5.6%	3.6%	3.7%	1.2%	(1.0%)
Solutions Group	10.8%	6.0%	2.6%	4.9%	(0.8%)
Total Company	7.1%	4.3%	3.3%	2.3%	(1.0%)
Total Company Sales Change Ex. Currency	8.0%	4.7%	3.5%	2.3%	(1.0%)

Second quarter 2025 sales and margin comparisons

	Sales Change		
	Reported	Ex. Currency	Organic
Materials Group	0.2%	(1.0%)	(1.0%)
Solutions Group	(2.6%)	(0.8%)	(0.8%)
Total Company	(0.7%)	(1.0%)	(1.0%)

	Reported Operating Margin		Adjusted Operating Margin		Adjusted EBITDA Margin	
	2Q25	2Q24	2Q25	2Q24	2Q25	2Q24
Materials Group	16.1%	14.4%	15.6%	15.8%	17.8%	17.9%
Solutions Group	8.9%	9.3%	10.0%	10.1%	17.1%	16.8%
Total Company	12.9%	11.7%	12.9%	12.9%	16.6%	16.4%

Materials Group

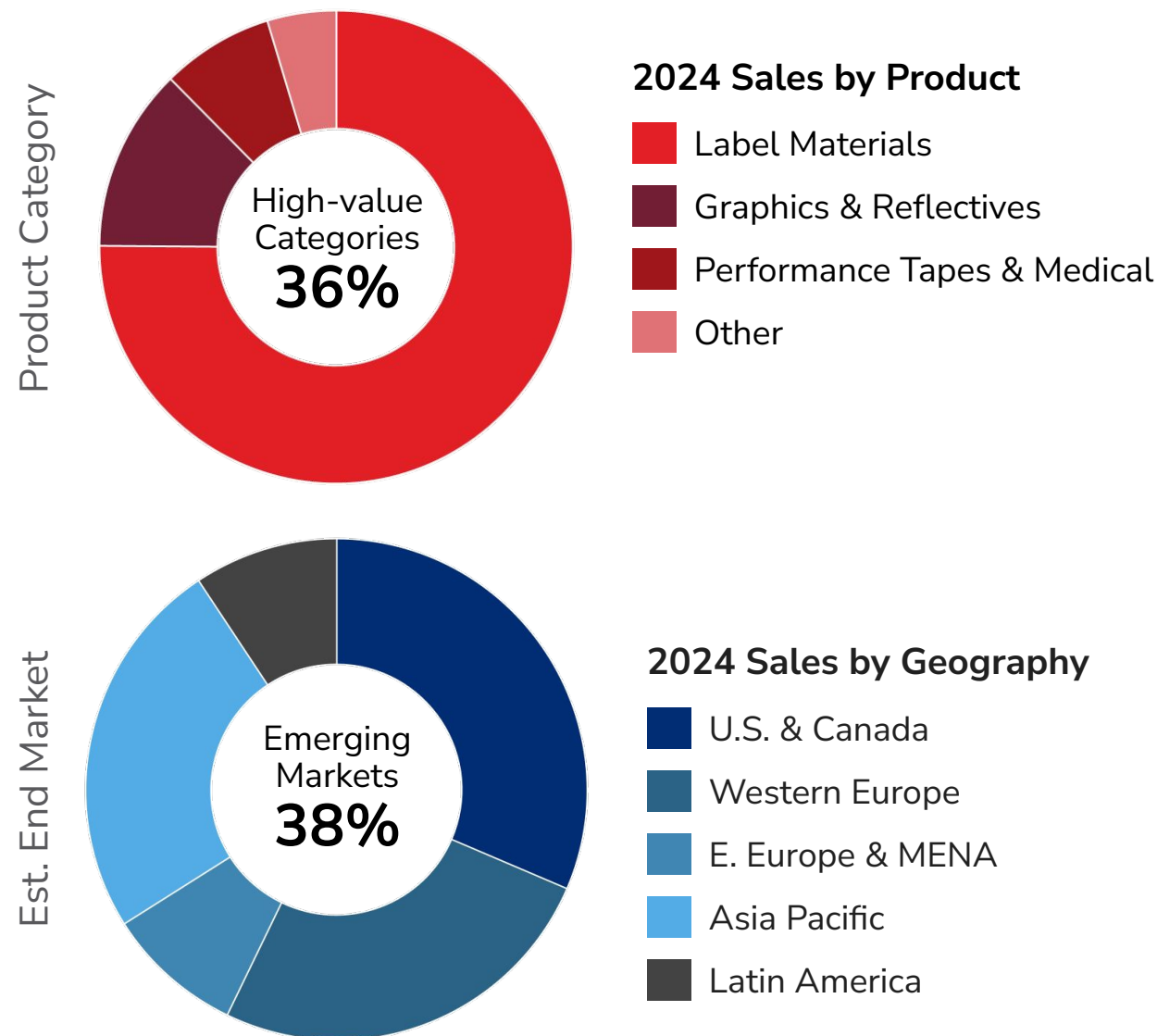
Reported sales increased 0.2% to \$1.6 bil.

Sales down 1.0% organically

- High-value categories (HVC), incl. Intelligent Labels, up LSD in total; base categories down LSD
- Label Materials down LSD
- Graphics and Reflectives up HSD; Performance Tapes and Medical up LSD

Reported operating margin of 16.1%

- Adj. operating margin of 15.6%, down 20 bps
- Adj. EBITDA margin of 17.8%, down 10 bps
 - Benefits from productivity and higher volume/mix were offset by the net impact of pricing and raw material inputs costs



Solutions Group

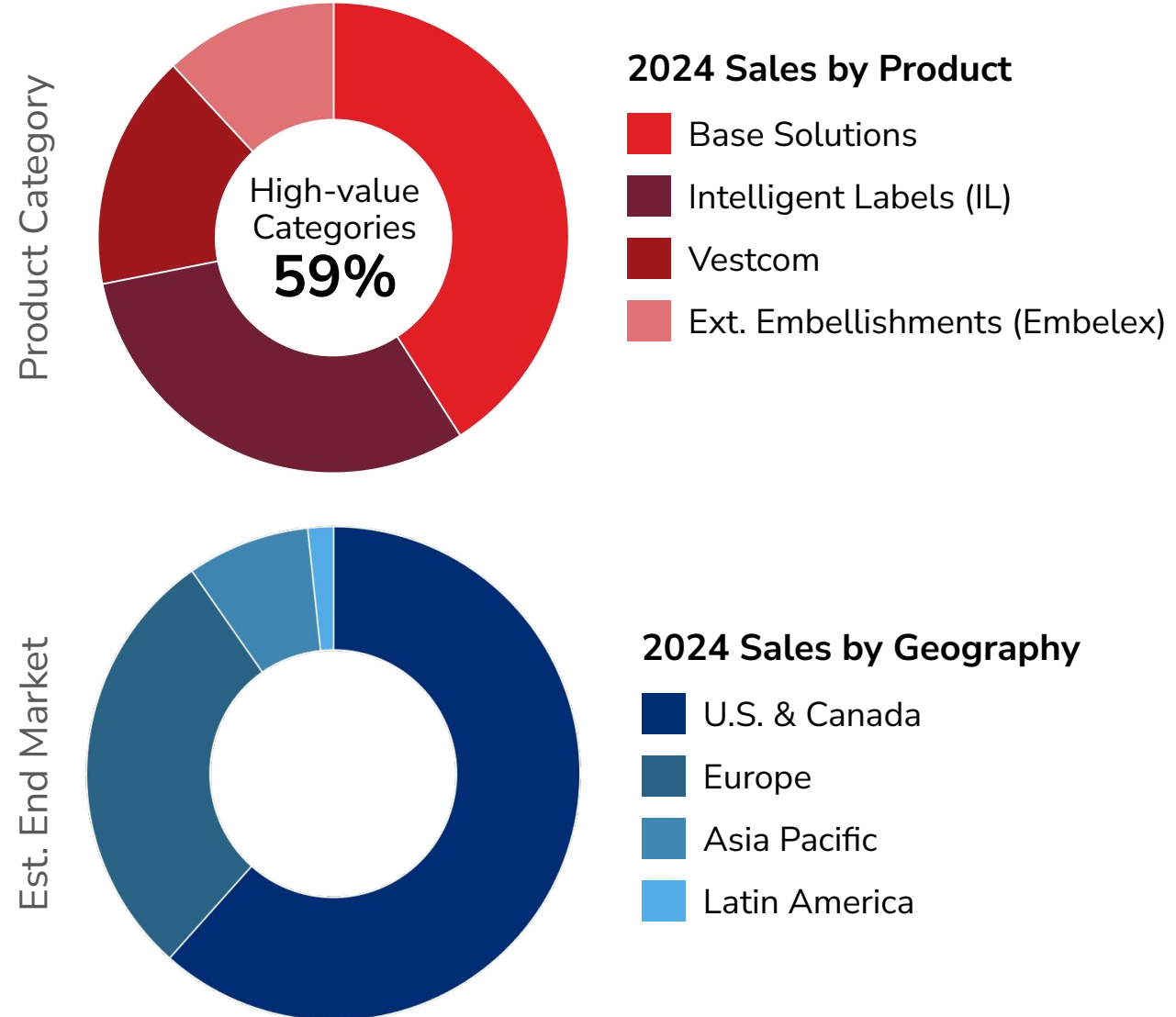
Reported sales decreased 2.6% to \$670 mil.

Sales down 0.8% organically

- High-value categories, incl. Intelligent Labels, up LSD
 - HVC up HSD excl. est. indirect tariff impact
 - IL comparable to PY; Vestcom up ~10%; Embelex down HSD
- Base categories down MSD
- Overall apparel categories down MSD

Reported operating margin of 8.9%

- Adj. operating margin of 10.0%, down 10 bps
- Adj. EBITDA margin of 17.1%, up 30 bps
 - Benefits from productivity were partially offset by lower volume in apparel and growth investments



Enterprise-wide Intelligent Labels

Overall Results

- Q2 sales comparable to PY, up MSD sequentially
 - Apparel/General retail categories down MSD vs. PY
 - Other categories up mid-teens vs. PY

Key End Market Insights

Apparel and General Retail:

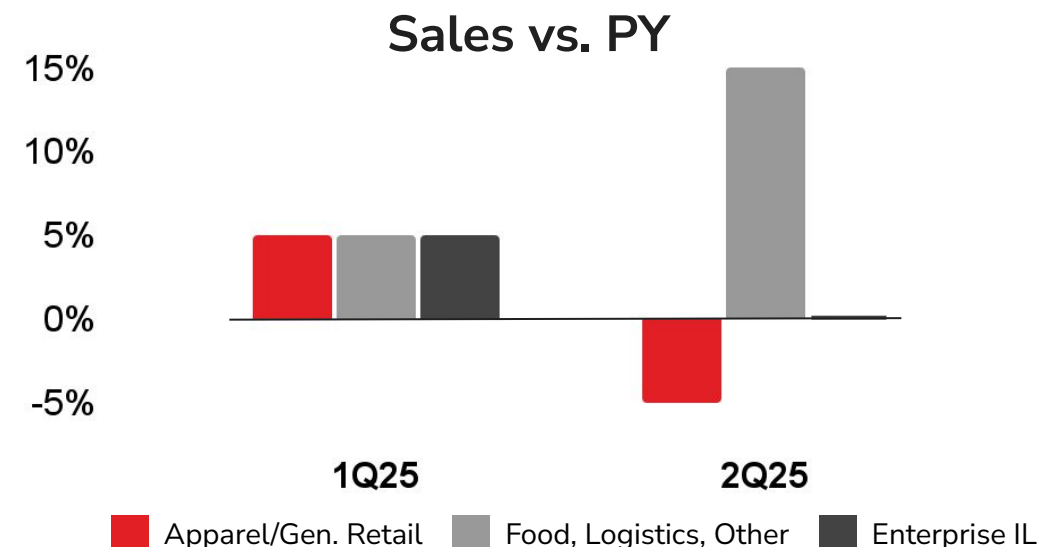
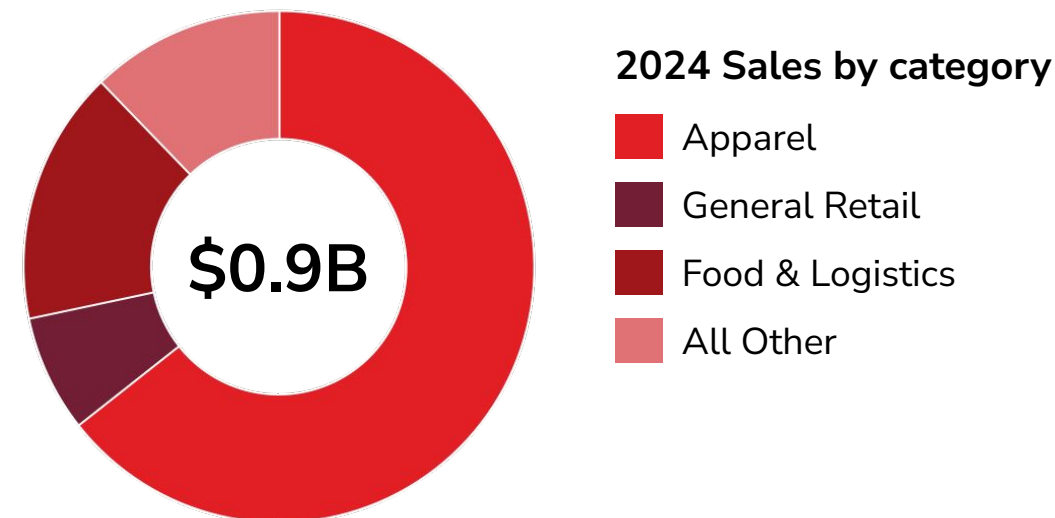
- Tariff uncertainty led to customer inventory reductions as they re-evaluate sourcing; anticipate normalization over time

Food & Logistics:

- **Food:** Significant growth; first bakery rollout on track, with strong pipeline momentum
- **Logistics:** Strong growth, partly due to PY comparable; strong market share, actively pursuing new projects

Forward View

- Tariff uncertainty will impact 2025 growth; planned rollouts remain largely on track; targeting to maintain/expand share



Q3 2025 EPS Guidance

	<u>Low</u>	<u>High</u>
Reported EPS	\$2.14	\$2.30
Est. restructuring costs and other items	~\$0.10	~\$0.10
Adjusted EPS	\$2.24	\$2.40

In Q3, anticipate adj. EPS down sequentially driven by typical volume seasonality

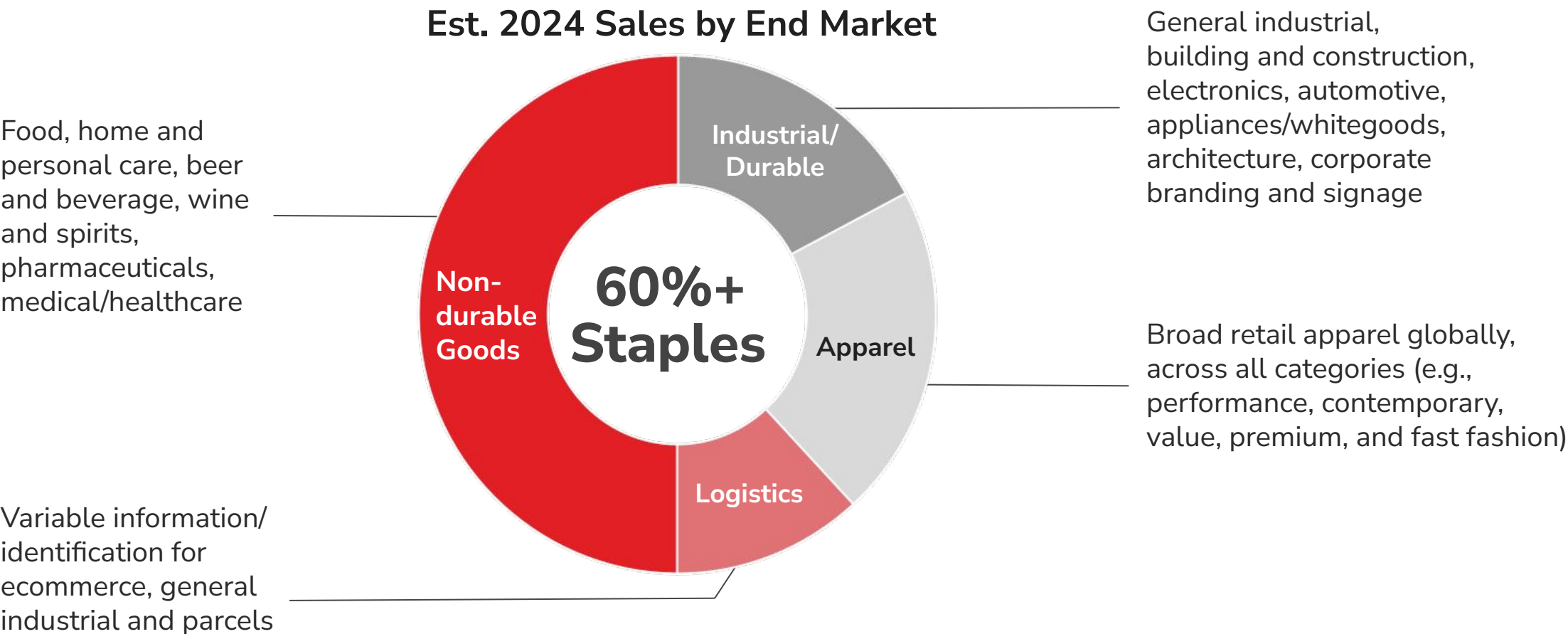
- Anticipate slight sales growth vs. prior year
- Macro uncertainty remains elevated; continuing to drive key initiatives to accelerate profitable growth

Additional full-year considerations

- Currency translation tailwind to operating income of ~\$7 mil. (previously ~\$7 mil. headwind)
- Incremental savings from net restructuring actions of ~\$50 mil. (previously ~\$45+ mil.)
- Targeting ~100% adj. FCF conversion (non-GAAP); fixed and IT capital spend of ~\$240 mil.
- Interest expense (net of non-operating int. income) of ~\$110 mil.; adj. tax rate (non-GAAP) of ~26%
- Assuming no shift in macro, anticipate earnings growth vs prior year in Q4

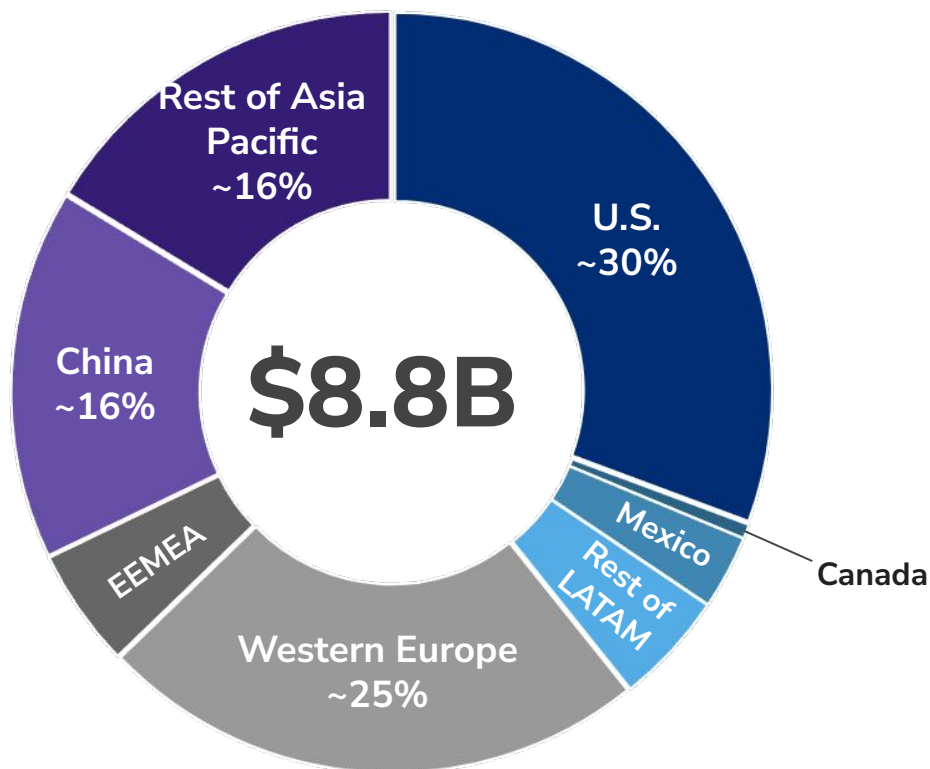
Appendix

Broad exposure to diverse end markets across portfolio



Diversified geographic exposure, a competitive strength

2024 Sales by Manufacturing Location



- Vast majority of U.S.-produced sales is for domestic consumption
- Nearly all U.S./Canada/Mexico import/exports are USMCA compliant (including RFID inlays)
- ~\$1.4B of AVY sales are produced in China; ~\$450M estimated for export to U.S. market (largely apparel)

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