



NEW DOWNTOWN DEN: BUILD-A-BEAR WORKSHOP® PLANS TO RELOCATE ITS GLOBAL HEADQUARTERS TO THE CITY OF ST. LOUIS

Build-A-Bear expects to leave its current Overland, MO location and begin operating Downtown in Spring of 2020. New headquarters will include modern office spaces and retail experiences at one of St. Louis' premiere tourist and entertainment destinations.

ST. LOUIS (August 8, 2019) – Build-A-Bear Workshop, Inc. today confirmed plans to relocate its global headquarters to a site near Union Station in downtown St. Louis at 415 S. 18th St. (the Grand Central building) from its current location in the suburb of Overland, MO. The new headquarters location will support the company's growth strategy and business evolution initiatives - from retail diversification, e-commerce expansion and wholesale development to digital content creation, outbound licensing programs, entertainment and more. The move allows the company to update its facilities to support and expedite its planned future state. In addition to the relocation of its corporate headquarters, the company plans to open a Build-A-Bear Workshop store location, operate a Build-A-Bear Radio studio and add other experiential elements in the future. The company expects to begin the move into its new facilities in the Spring of 2020 giving its associates a modern office environment, exciting amenities, and proximity to some of St. Louis' newest and most sought-after attractions.

"We have been looking for a unique location that meets an extensive list of requirements for several years; one that would allow us to develop space that supports our strategic goals and business evolution as we pivot from an experiential retailer to a global, branded intellectual property company," said Sharon Price John, president and chief executive officer, Build-A-Bear Workshop. "The location is adjacent to Union Station, which has a unique position in St. Louis history as well as its future as it transforms into a high-profile tourist destination and we are excited to anchor the southern end of this new development. We are thrilled to be joining the thriving business community in downtown St. Louis and look forward to offering world-class facilities for our associates and business partners."

Build-A-Bear Workshop was founded in St. Louis in 1997 as a specialty retail concept opening its first store at the St. Louis Galleria. The company has grown into a global branded retail entertainment company with office locations in St. Louis, MO, Groveport, OH, Slough, a suburb of London, England in the United Kingdom and Shanghai, China.

Additional details on the opening date for the Build-A-Bear Workshop store will be disclosed later this year.

About Build-A-Bear®

Build-A-Bear® is a global brand kids love and parents trust that seeks to add a little more heart to life. Build-A-Bear Workshop® has over 450 stores worldwide where Guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. Buildabear.com is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$336.6 million in fiscal 2018.

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