

# J. Jill Launches Initial Public Offering

2/27/2017

QUINCY, Mass.--(BUSINESS WIRE)-- J. Jill, a leading omni-channel, nationally recognized women's apparel brand, today announced that it has commenced an initial public offering of 11,666,667 shares of its common stock. All shares are being sold by an existing stockholder. J.Jill will not receive any of the proceeds of the offering. The selling stockholder has also granted the underwriters a 30-day option to purchase an additional 1,750,000 shares of common stock. The price range for the initial public offering is currently estimated to be between \$14.00 and \$16.00 per share. J.Jill has been approved to list its common stock on the New York Stock Exchange under the ticker "JILL".

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170227005646/en/>

J.Jill Exterior (Photo: Business Wire)

BofA Merrill Lynch, Morgan Stanley and Jefferies are serving

as joint lead book-running managers and as representatives of the underwriters for the proposed offering. Deutsche Bank Securities, RBC Capital Markets, UBS Investment Bank and Wells Fargo Securities are acting as joint book-running managers for the proposed offering.

The offering will be made only by means of a prospectus. A copy of the preliminary prospectus relating to this offering, when available, may be obtained from any of the following sources:

- BofA Merrill Lynch, Attention: Prospectus Department, 200 North College Street, 3rd Floor, Charlotte, NC 28255-0001.
- Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, NY 10014.

- Jefferies LLC, Attention: Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY, 10022, via telephone: 877-547-6340, or via email: [Prospectus\\_Department@Jefferies.com](mailto:Prospectus_Department@Jefferies.com).

A registration statement relating to these securities has been filed with the Securities and Exchange Commission but has not yet become effective. These securities may not be sold nor may offers to buy these securities be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

## About J.Jill

J.Jill is an omni-channel premier retailer and nationally recognized women's apparel brand committed to delighting our customers with great wear-now product. J.Jill operates an omni-channel platform that delivers a seamless experience to our customers through over 270 stores nationwide and a robust ecommerce experience. The J.Jill brand represents an easy, relaxed, inspired style that reflects the confidence and comfort of a woman with a rich, full life. J.Jill is headquartered outside Boston. For more information, please visit [www.JJill.com](http://www.JJill.com). The information included on our website is not incorporated by reference herein.

## Forward-Looking Statements

This press release contains, and oral statements made from time to time by our representatives may contain, "forward-looking statements." Forward-looking statements include statements regarding the proposed public offering and other statements identified by words such as "could," "may," "might," "will," "likely," "anticipates," "intends," "plans," "seeks," "believes," "estimates," "expects," "continues," "projects" and similar references to future periods, or by the inclusion of forecasts or projections. Forward-looking statements are based on our current expectations and assumptions regarding capital market conditions our business, the economy and other future conditions. Because forward-looking statements relate to the future, by their nature, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. As a result, our actual results may differ materially from those contemplated by the forward-looking statements. Important factors that could cause actual results to differ materially from those in the forward-looking statements include regional, national or global political, economic, business, competitive, market and regulatory conditions, including risk regarding when we can complete the offering, our ability to manage inventory or anticipate consumer demand; changes in consumer confidence and spending; our competitive environment; our failure to open new profitable stores or successfully enter new markets and other factors set forth under "Risk Factors" in the registration statement on Form S-1. Any forward-looking statement made in this press release speaks only as of the date on which it is made. J.Jill undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new

information, future developments or otherwise.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170227005646/en/>

Source: J.Jill, Inc.