



## NEWS RELEASE

# Bed Bath & Beyond Launches Nationwide Franchise System, Expanding Its “Everything Home” Mission to Local Communities

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Tokenization Through the tZERO Platform to Provide Potential Franchisees Access to Efficient Capital and Equity Raises, Democratizing Business Ownership

MURRAY, Utah--(BUSINESS WIRE)-- Bed Bath & Beyond, Inc. (NYSE: BBBY) (the “Company”), owner of Bed Bath & Beyond, Overstock, buybuy BABY, and a blockchain asset portfolio, today announced plans to launch a national franchise system, empowering local entrepreneurs to own and operate one of America’s most trusted home retail brands.

“Our goal is to grow Bed Bath and Beyond in the most capital efficient manner,” said Marcus Lemonis, Executive Chairman of Bed Bath & Beyond. “This system enables local owners to deliver personal service and local flavor while leveraging our national infrastructure, marketing, and technology.”

Bed Bath & Beyond’s growth has always been fueled by America’s leading home brands, and its strength continues to come from the local communities it serves. This new model allows the Company to operate a smaller footprint of corporate stores nationwide while a complementary franchise network extends its reach, touching nearly every major community in America.

Franchise locations will feature turnkey formats of a traditional Bed Bath & Beyond, including Home, Kitchen Living, Storage & Organization, and Holiday Shoppe, all designed with a neighborhood feel. Franchisees will also share in the economics of BedBathandBeyond.com, unifying in-store and online customer experiences under one iconic brand. Approximately 80% of each store’s assortment will be curated by Bed Bath & Beyond, with 20% localized by franchisees to highlight regional products and designers.

“Our team, led by Ron Taylor, Vice President of Franchise Development, is collaborating with Amy Sullivan from the Retail Omnichannel Organization, Tom Spadea, Co-Founder of Spadea Lignana Franchise Attorneys, and Brian Luciani, Chief Growth Officer at SMB Franchise Advisors,” Lemonis added. “Together, they will provide franchisees with expert guidance, operational support, and oversight to ensure brand standards and execution remain consistent nationwide.”

Franchisees will have access to tokenization through the tZERO platform to provide capital efficiency, easy equity raises, and democratized ownership. This approach complements, and in some cases may replace, traditional Small Business Administration (SBA) financing, giving franchisees more flexibility to raise capital and engage local investors through digital infrastructure.

Franchisees will also have access to Bed Bath & Beyond’s suite of AI-powered tools and data analytics capabilities. These systems enable owners to forecast demand, manage inventory, and optimize merchandising and staffing decisions using real-time insights. Franchisees will gain access to dashboards that measure promotional effectiveness, pricing performance, and local market trends, helping them drive higher sales, reduce waste, and enhance customer engagement through data-driven decisions. This approach ensures that every franchise owner operates with the same intelligence and agility as a national retailer, while still maintaining local authenticity.

Bed Bath & Beyond expects to finalize franchise documentation within six months. Interested entrepreneurs can contact [franchise@beyond.com](mailto:franchise@beyond.com) for details.

## About Bed Bath & Beyond

Bed Bath & Beyond, Inc. (NYSE:BBBY), based in Murray, Utah, is an ecommerce-focused retailer with an affinity model that owns or has ownership interests in various retail brands, offering a comprehensive array of products and services that enable its customers to enhance everyday life through quality, style, and value. The Company currently owns Bed Bath & Beyond, Overstock, buybuy BABY, and now Kirkland’s Home, as well as other related brands and websites and a blockchain asset portfolio inclusive of tZERO, GrainChain, and other assets. The Company regularly posts information and updates on its Newsroom and Investor Relations pages on its website, [bedbathandbeyond.com](https://bedbathandbeyond.com).

## Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements include all statements other than statements of historical fact, including but not limited to: statements regarding franchising arrangements under the Bed Bath & Beyond brand and any corresponding growth potential, benefit, or value, statements regarding our investments and partnerships, future performance of those investments and partnerships, anticipated business results, and timing of any of the foregoing. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in the Company’s Annual Report on Form 10-K for the fiscal year ended December 31, 2024, filed with the SEC on February 25, 2025, our Quarterly Report on Form

10-Q for the fiscal quarter ended June 30, 2025, filed with the SEC on July 29, 2025, and in our subsequent filings with the SEC.

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