

## SHARED MEDIA

Infographic



**BUILD FOR  
COMFORT**

**Ready TO  
WIN**



*La-Z-boy*



**\$2.109B**  
Fiscal 2025  
Net Sales



**5%**  
Year-Over-Year  
Increase



**203**  
Company-owned  
Furniture Galleries stores



**Web Audience:**  
60.68% Female,  
Largest Age 55-64



**96%**  
Non-Hazardous  
Waste Recycled  
FY2024



**Network Ownership:**  
44% to 55%  
Growth in 5 Years

La-Z-Boy brings nearly a century of comfort expertise into gaming with business scale, retail momentum, and measurable sustainability progress.

**Built for Comfort. Ready to Win.**

## Strategy Note

The objective of this infographic is to prove that La-Z-Boy is not entering gaming as an outsider with only a celebrity partnership, but as a credible brand with real scale, growth, and sustainability progress. The messaging strategically aligns with the brand because it combines La-Z-Boy's strongest legacy assets — comfort, craftsmanship, and operational strength — with gaming culture through Faker. Using business and sustainability statistics makes the launch feel more trustworthy and premium, while Faker's League of Legends presence makes the piece relevant to younger gaming audiences. This balance helps reposition La-Z-Boy from a traditional furniture brand to a serious contender in the gaming chair space.