The WEAKNESSES OF MACY'S

Taryn, Ryan, Hannah, Aayush, Tanmay, Henry
WEAKNESSES

Diversity and Inclusion

Customers

Competitors

Destination Business
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Destination Business
38.1% vs 13.4%

74.4 billion vs 24.9
NEW SEASON FASHION
like never before

Great quality, low prices every day

$49

$30

Thursday 12 February – Wednesday 18 February
Net income of the Kohl's Corporation from 2010 to 2018 (in million U.S. dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Net income in million U.S. dollars</th>
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<tbody>
<tr>
<td>2010</td>
<td>1,120</td>
</tr>
<tr>
<td>2011</td>
<td>1,167</td>
</tr>
<tr>
<td>2012</td>
<td>986</td>
</tr>
<tr>
<td>2013</td>
<td>889</td>
</tr>
<tr>
<td>2014</td>
<td>867</td>
</tr>
<tr>
<td>2015</td>
<td>673</td>
</tr>
<tr>
<td>2016</td>
<td>556</td>
</tr>
<tr>
<td>2017</td>
<td>859</td>
</tr>
<tr>
<td>2018</td>
<td>801</td>
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</tbody>
</table>
0.8% increase vs steady decrease
"Largest Brick-And-Mortar Retailer In The World"
11,300

2,200,000
Size

E-commerce  Subsidiaries
WEAKNESSES

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Figure 4: United States jewelry, watches & accessories market distribution: % share, by value, 2017

- Hypermarkets, Supermarkets and Hard Discounters: 51.8%
- Clothing, Footwear and Accessories: 20.6%
- Specialists: 17.2%
- Online Pureplay: 7.5%
- Department Stores: 2.9%
- Other: 0.0%

SOURCE: MARKETLINE
RESULTS ON MACY'S WEBSITE

- Mens: 2%
- Womens: 98%
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Inventory Turnover Ratio
## Inventory Turnover Ratio Statistics

<table>
<thead>
<tr>
<th></th>
<th>High</th>
<th>Average</th>
<th>Low</th>
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<tbody>
<tr>
<td></td>
<td>2.88</td>
<td>2.74</td>
<td>2.54</td>
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</table>

(March 31, 2013) (March 31, 2016)
69% of shoppers expect to see new merchandise whenever they visit a site or store.

59% of the top 5% of best-selling products change monthly.
"too many on sale"
Budget Shoppers 44%
Figure 22: Budgeting tendency versus prior year, September 2015

Base: 2,002 internet users aged 18+

“Compared to last year, are you budgeting your money more, the same, or less?”

- About the same: 46%
- More: 45%
- Less: 9%

3% ↑
Budget Shoppers 44%
WEAKNESSES

- Diversity and Inclusion
- Competitors
- Customers
- Destination Business
$100,000
Workforce Protections,
Inclusive Benefits,
Supporting an Inclusive Culture & Corporate Social Responsibility, Responsible citizenship.

BEST PLACES TO WORK
for LGBTQ Equality
2018
100% CORPORATE EQUALITY INDEX™
QUESTIONS?