100+ SHOE GIVING PARTNERS
70+ COUNTRIES
50 MILLION SHOES GIVEN
MILLENIALS
Customer Experience
## Similar Retailers Comparison

### DEPARTMENT STORE SAME STORE SALES

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Sept YoY Change&lt;sup&gt;(1)&lt;/sup&gt;</th>
<th>GGP Malls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dillard's</td>
<td>4.0%</td>
<td>62</td>
</tr>
<tr>
<td>JCPenney</td>
<td>1.2%</td>
<td>91</td>
</tr>
<tr>
<td>Macy's (Includes Bloomingdale's)</td>
<td>5.3%</td>
<td>112</td>
</tr>
<tr>
<td>Neiman Marcus</td>
<td>8.1%</td>
<td>9</td>
</tr>
<tr>
<td>Nordstrom</td>
<td>7.2%</td>
<td>24</td>
</tr>
<tr>
<td>Saks</td>
<td>10.3%</td>
<td>5</td>
</tr>
<tr>
<td>Sears (Domestic only, excludes Kmart)</td>
<td>-2.4%</td>
<td>86</td>
</tr>
</tbody>
</table>

<sup>(1)</sup> Represents the change in same store sales from the nine months ended September 2010 to same period 2011. Results for Neiman Marcus represent the 12 months ended in July. Source: Company filings with SEC or press releases.
3 PRONG APPROACH

- Cause Marketing
- Content Marketing
- Strategic Partnership
- Beacon Marketing
“Millennials trust user-generated ads 50% more than any other type of media.”
Branded hashtag for shoppers to post pictures

Pick and repost the best photos to Macy’s Instagram account

Reward the shoppers who posted those photos

Winners get to travel with TOMS in the giving process
Beacon Technology

- Bluetooth
- Tracks in-store traffic
- Push notifications
- Pinpoint customer location
- Works within 70 meters
▸ Provide info about the partnership
▸ Direct customers to the store
▸ Encourage customers to participate
▸ Offer hands-free payments
▸ Ask shoppers for a donation
Q&A