# chico's

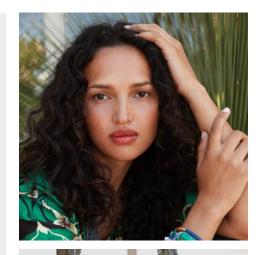
# Executing on Our Strategic Pillars

ICR Conference

January 9, 2023



### SOMA







# Forward-Looking Language

This presentation contains statements concerning our current expectations, assumptions, plans, estimates, judgments and projections about our business and our industry and other statements that are not historical facts. These statements, including without limitation the slide entitled "Q4 2022 and FY 2022 Updated Outlook," are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. In most cases, words or phrases such as "aim," "anticipates," "believes," "could," "estimates," "expects," "intends," "target," "may," "will," "plans," "path," "outlook," "project," "should," "strategy," "potential," "confident" and similar expressions identify forward-looking statements. These forward-looking statements are based largely on information currently available to our management and are subject to various risks and uncertainties that could cause actual results to differ materially from historical results or those expressed or implied by such forward-looking statements. Although we believe our expectations are based on reasonable estimates and assumptions, they are not guarantees of performance. There is no assurance that our expectations will occur or that our estimates or assumptions will be correct, and we caution investors and all others not to place undue reliance on such forward-looking statements. Factors that could cause actual results to differ include, but are not limited to, those described in Item 1A, "Risk Factors" of our Quarterly Reports on Form 10-Q and the following:

The effects of the pandemic, including uncertainties about its depth and duration, new variants of COVID-19 that have emerged, the speed, efficacy and availability of vaccines and treatments, its impact on general economic conditions, human capital management, consumer behavior and discretionary spending, the effectiveness of any actions taken in response to the pandemic, and the impact of the pandemic on our manufacturing operations, shipping costs and timelines and the global supply chain; the ability of our suppliers, logistics providers, vendors and landlords, to meet their obligations to us in light of financial stress, labor shortages, liguidity challenges, bankruptcy filings by other industry participants, and supply chain and other disruptions; increases in unemployment rates and labor shortages; our ability to sufficiently staff our retail stores; changes in general economic conditions, including but not limited to, consumer confidence and consumer spending patterns; the impacts of rising inflation, gasoline prices, and interest rates on consumer spending; market disruptions including pandemics or significant health hazards, severe weather conditions, natural disasters, terrorist activities, financial crises, political crises, war and other military conflicts (such as the war in Ukraine) or other major events, or the prospect of these events, including their impact on consumer spending, inflation and the global supply chain; domestic and global political and social conditions and the potential impacts of geopolitical turmoil or conflict; shifts in consumer behavior, and our ability to adapt, identify and respond to new and changing fashion trends and customer preferences, and to coordinate product development with buying and planning; changes in the general or specialty retail or apparel industries, including significant decreases in market demand and the overall level of spending for women's private branded clothing and related accessories; our ability to secure and maintain customer acceptance of in-store and online concepts and styles: increased competition in the markets in which we operate, including for, among other things, premium mall space; our ability to remain competitive with customer shipping terms and costs; decreases in customer traffic at malls, shopping centers and our stores; fluctuations in foreign currency exchange rates and commodity prices; significant increases in the costs of manufacturing, raw materials, transportation, importing, distribution, labor and advertising; decreases in the quality of merchandise received from suppliers and increases in delivery times for receiving such merchandise; our ability to appropriately manage our store fleet, including the closing of underperforming stores and opening of new stores, and our ability to achieve the expected results of any such store openings or store closings; our ability to appropriately manage inventory and allocation processes and leverage targeted promotions: our ability to maintain cost saving discipline; our ability to operate our retail websites in a profitable manner; our ability to successfully identify and implement additional sales and distribution channels; our ability to successfully execute and achieve the expected results of our business, brand strategies, brand awareness programs, and merchandising and marketing programs including, but not limited to, the Company's three-year strategic growth plan, retail fleet optimization plan, sales initiatives, multichannel strategies and four strategic pillars which are: 1) customer led: 2) product obsessed: 3) digital first: and 4) operationally excellent: our ability to utilize our distribution center and other support facilities in an efficient and effective manner; our reliance on sourcing from foreign suppliers and significant adverse economic, labor, political or other shifts (including adverse changes in tariffs, taxes or other import regulations, particularly with respect to China, or legislation prohibiting certain imports from China): U.S. and foreign governmental actions and policies and changes thereto: the continuing performance, implementation and integration of our management information systems; our ability to successfully update our information systems; the impact of any system failure, cyber security or other data security breaches, including any security breaches resulting in the theft, transfer, or unauthorized disclosure of customer, employee, or company information; our ability to comply with applicable domestic and foreign information security and privacy laws, regulations and technology platform rules or other obligations related to data privacy and security; our ability to attract, hire, train, motivate and retain gualified employees in an inclusive environment; our ability to successfully recruit leadership or transition members of our senior management team; increased public focus and opinion on environmental, social and governance ("ESG") initiatives and our ability to meet any announced ESG goals and initiatives; future unsolicited offers to buy the Company and actions of activist shareholders and others and our ability to respond effectively; our ability to secure and protect our intellectual property rights and to protect our reputation and brand images; unanticipated obligations or changes in estimates arising from new or existing litigation, income taxes and other regulatory proceedings; unanticipated adverse changes in legal, regulatory or tax laws; and our ability to comply with the terms of our credit agreement, including the restrictive provisions limiting our flexibility in operating our business and obtaining additional credit on commercially reasonable terms.

These factors should be considered in evaluating forward-looking statements contained herein. All forward-looking statements that are made or attributable to us are expressly qualified in their entirety by this cautionary notice. The forward-looking statements included herein are only made as of the date of this presentation. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.



# **Executing Ahead of Plan**

### 200+

combined years merchant / design experience on Board and management

Q3 2022

7th consecutive quarter of year-over-year double digit earnings growth

+12.4% AUR YTD Growth to 2021<sup>(1)</sup>

+12.3% Multi-Channel Customer TTM Growth<sup>(2)</sup> growing faster

than the market across all three brands

+24.7% Comparable Sales YTD Growth<sup>(1)</sup> (stores and digital growth double digits)

+14.9% Sales Per Customer YTD Growth<sup>(1)</sup>

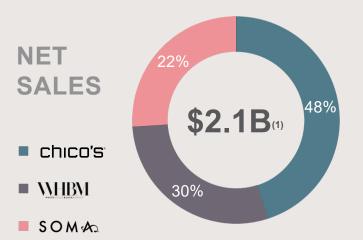
> **+7.4%** Customer YTD Growth<sup>(1)</sup>

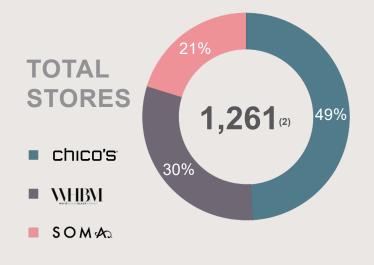


CHICO'S FAS INC

<sup>(1)</sup> 39-weeks ended October 29, 2022 compared to 39-weeks ended October 30, 2021 (unaudited)

<sup>(2)</sup> Trailing twelve months ended October 29, 2022 (unaudited)





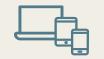
**Clearly Defined Strategic Pillars** 



#### **CUSTOMER LED**



#### **PRODUCT OBSESSED**



#### **DIGITAL FIRST**

OPERATIONALLY EXCELLENT

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# Customer Led



#### **CUSTOMER LED**

- Community engagement
- New loyalty programs
- Digitize human experiences
- Increase lifetime value



# **Product Obsessed**

PRODUCT OBSESSED Distinctive, Premium

- Creative storytelling
- Sustainability
- Best-in-class items



# **Digital First**



#### **DIGITAL FIRST**

- Strengthen core platform
- Modernize merchandise, data and store systems

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- Data-driven insights
- Test and learn

# **Operationally Excellent**



#### OPERATIONALLY EXCELLENT

- Fabric first
- Inventory management
- Enhanced supply chain
- Leveraging real estate



# Loyal, Expanding Customer Base

chico's



# SOMA

28.8%	YTD Comparable Sales Growth Q3 2022 over Q3 2021	17.0%	YTD Comparable Sales Growth Q3 2022 over Q3 2021	34.7%	YTD Comparable sales growth Q3 2022 over Q3 2019
11.7%	Customer Growth Trailing Twelve-Months	16.0%	Customer Growth Trailing Twelve-Months	4.1%	Customer Growth Trailing Twelve-Months
12	years avg customer length	9	years avg customer length	6	years avg customer length
10	year avg reduction in customer age for new customers	3	year avg reduction in customer age for new customers	4	year avg reduction in customer age for new customers
2.8м	total active customers	1.8м	total active customers	2.8м	total active customers

All data is unaudited and as of Q3 2022

Soma comparable sales declined 5.8% in Q3 2022 compared to Q3 2021 reflecting continued slowdown in lounge and cozy

# chico's

Boutique of solution-oriented products, focused on color and fit with core franchises

CHICO'S FAS INC

### chico's Brand Ethos

#### **BRAND VISION**

Inspiring accomplished women to embrace and express their individuality

chico's

### BRAND POSITIONING

For women who have grown to know themselves, we always have something new and unique just for them

#### CUSTOMER VALUES

Family Friends Fun Creativity Self-expression

#### BRAND AND CUSTOMER PERSONALITY

Purposeful Genuine Magnetic Timeless



### chico's Financial Highlights

Unaudited, thirty-nine weeks ended October 29, 2022

Customers responding to elevated product; building complete outfits

\$801.6м

**Net Sales** 

# 33.2%

Net Sales Growth YoY

36.0%

Comparable Sales to 2021

10.6%

Customer Growth TTM<sup>1</sup>

613 Stores

(1) Trailing twelve months ended October 29, 2022

CHICO'S FAS INC



Designer details with feminine tailoring focused on core franchises with solutions



# MHBM Brand Ethos

#### **BRAND VISION**

Inspiring independent women to embrace both their power and their femininity

#### BRAND POSITIONING

For women who understand and accept their duality, we offer fashion infused with designer details that are as surprising as she is



#### CUSTOMER VALUES

Family Friendship Confidence Achievement Optimism

#### BRAND AND CUSTOMER PERSONALITY

Authentic Smart Stylish Social Determined



# **Financial Highlights**

Unaudited, thirty-nine weeks ended October 29, 2022

Customers responding to versatile dressing; seasonless fabrics





Stores

(1) Trailing twelve months ended October 29, 2022

CHICO'S FAS INC



# SOMA

Inclusive intimate apparel brand, providing beautiful solutions



### som And Brand Ethos

#### **BRAND VISION**

Inspiring all women to embrace their passion for both comfort and confidence

#### BRAND POSITIONING

Beautiful innovative solutions for all women who appreciate fashion as much as function, we offer bras, panties, pajamas and loungewear to give her the very best of both worlds

SOMA

#### CUSTOMER VALUES

Friendship Community Comfort Individuality Positivity

#### BRAND AND CUSTOMER PERSONALITY

Supportive Honest Clever Confident

# sом \land Financial Highlights

Unaudited, thirty-nine weeks ended October 29, 2022

Customers responding to core bra and panties; continued growth and market share gains

\$347.5м

**Net Sales** 

-4.7%

Net Sales Growth YoY

-5.8%

Comparable Sales to 2021 (31% Comparable Sales to 2019) **3.5%** Customer Growth TTM<sup>1</sup>

266

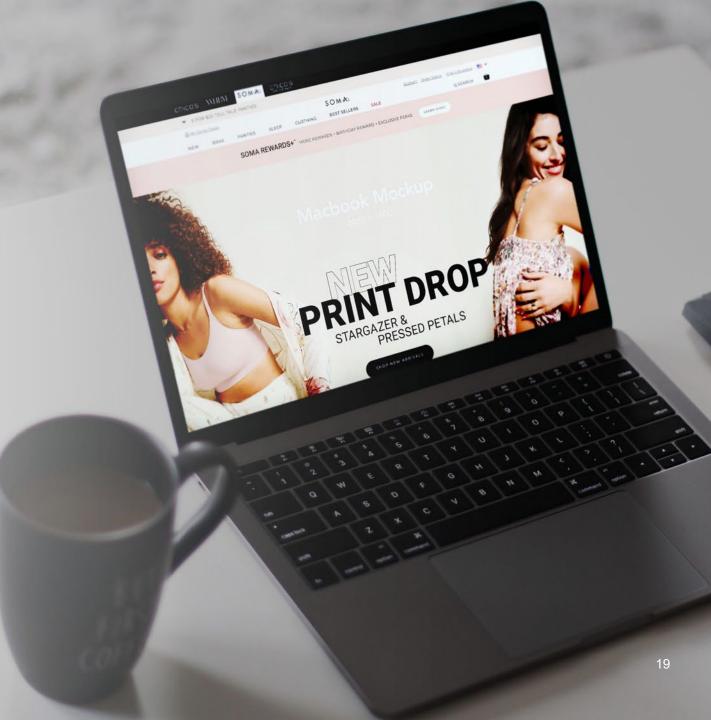
(1) Trailing twelve months ended October 29, 2022

Stores



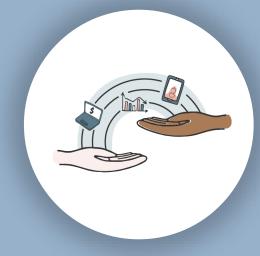
# Compelling Digital & ECOM Capabilities

Technology as an Enabler



# **Digital First**

Digital Sales Expected to Reach **\$1B+** by 2024



#### Connected Commerce

conversion lifetime value brand awareness basket size

# Data Centricity

traffic marketing efficiency out of stock reduction



#### Technology Enablement

conversion avg order value speed to market retention

# **ESG Integrated in Strategic Priorities**

People, Product and Packaging: Profitable Growth, Better World



#### **CUSTOMER LED**

develop assortments with customers and associates for **women of all shapes and sizes**, providing solutions that create comfort and joy



#### PRODUCT OBSESSED

create sustainable styles made from **recycled materials** and **natural fibers** 



#### **DIGITAL FIRST**

use **digital tools** to **streamline steps** in sourcing, design and production process



#### OPERATIONALLY EXCELLENT

source responsibly and leverage latest sustainable packaging and shipping methods

# Financial Update

# Q3 2022 Financial Highlights

Unaudited, in millions except per share and % data

Reported Q3 diluted EPS of \$0.20, seventh consecutive quarter of double-digit earnings growth Q3 2022 net sales increased 14.3% and comparable sales grew 16.5% YoY

	Q3 2019	Q3 2020	Q3 2021	Q3 2022
Total Net Sales	\$484.7M	\$351.4M	\$453.6M	\$518.3M
Gross Margin	35.3%	22.0%	40.7%	40.0%
SG&A	37.3%	43.6%	35.8%	33.9%
Operating Income (Loss)	\$(9.5)M	\$(75.9)M	\$22.0M	\$31.6M
Diluted EPS	\$(0.07)	\$(0.48)	\$0.15	\$0.20



CHICO'S FAS INC

# Q4 2022 and FY 2022 Updated Outlook as of January 9, 2023

	Q4 2022 Outlook	Full-Year 2022 Outlook
Consolidated Net Sales	\$505M – \$515M	\$2,128M – \$2,138M
EPS	(\$0.02) - \$0.00	\$0.80 - \$0.82

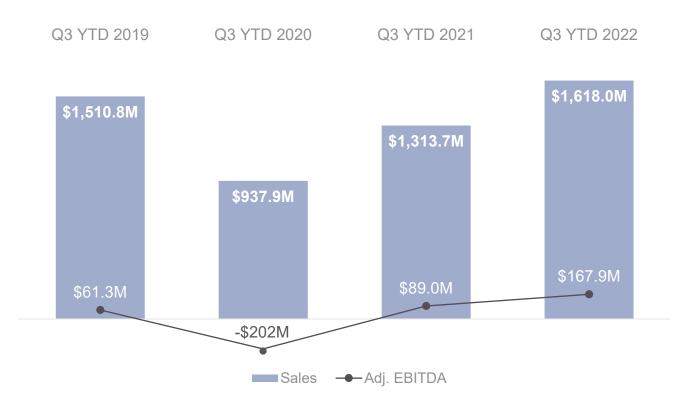
 Full-Year 2022 comparable sales growth expected in the high teens with EPS growth projected up ~120% over fiscal 2021



# Delivering Growth and Profitability

(Unaudited) (Sales and Adjusted EBITDA in millions)

#### Sales / Adj. EBITDA<sup>1</sup>



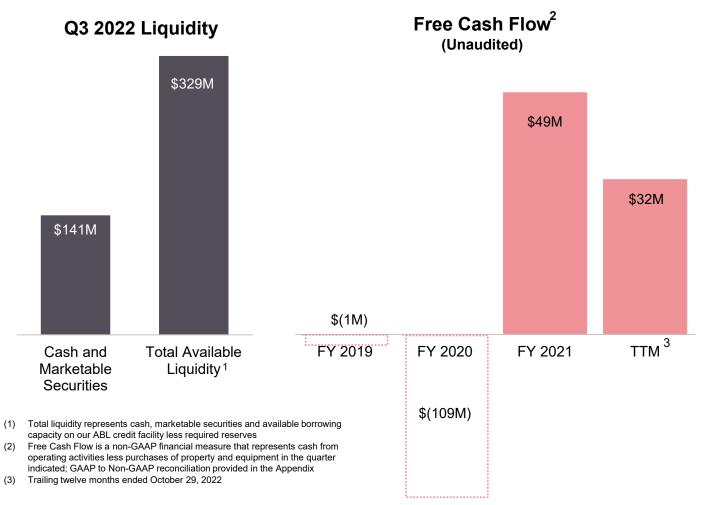
(1) Adjusted EBITDA excludes goodwill and other impairment charges as reflected in the accompanying GAAP to Non-GAAP reconciliation

CHICO'S FAS INC



# Strong Liquidity and Growing Cash Flow

(in millions)





# We See a Clear Path to Delivering Shareholder Value

Targeting the Following by 2024

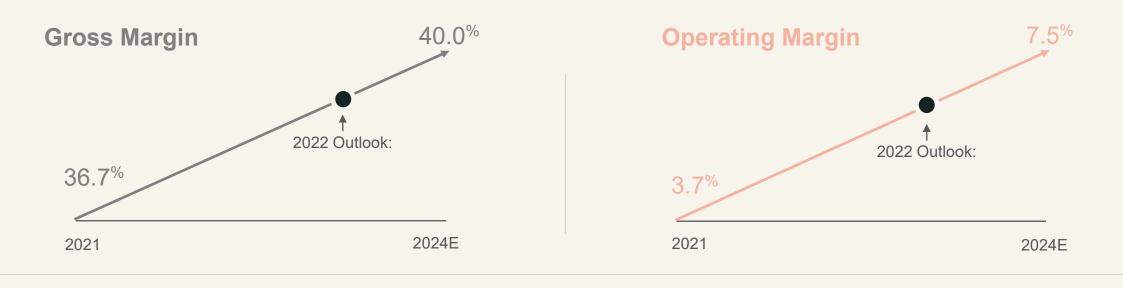
\$1B+ digital sales
7.5% operating margin
\$400M
cumulative 3-year cash flow from operations

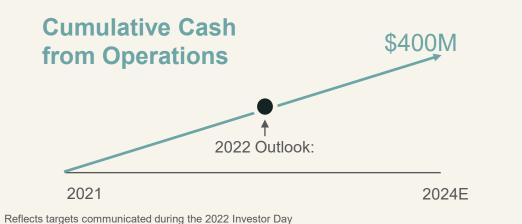
Projected effective income tax rate of 26% to 28% in fiscals 2022 to 2024

CHICO'S FAS INC



# Progress to Date – Four Key Metrics Ahead of Plan







# **Balanced Capital Allocation Policy**

#### MAINTAIN STRONG LIQUIDITY

Fund daily need and navigate macro environment

### INVESTMENT IN BRANDS AND SHARED PLATFORM

Targeting 3.5% of annual sales in Capex



#### **REPAY DEBT**

Manage balance sheet to minimize financial risk



#### **RETURN EXCESS CASH TO SHAREHOLDERS**

Share repurchase



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# We Believe Investments Fuel Growth Across Channels

Targeting Capital Expenditures of 3.5% of Sales Annually Allocated Across Digital, Stores and Infrastructure (Supply Chain, Facilities)



**Digital** 1/3 of total forecasted investment

#### **Traffic drivers**

customer data platform, segmentation, brand shop applications

# Conversion / Acquisition drivers

UX (search, browse, checkout, content), tools (Style Connect, My Closet)

#### Retention drivers

self service, personalization, social

1/3 of total forecasted investment

Stores

#### **New Soma stores**

Store upgrade / refresh (lease required and pro-active)

Infrastructure

Add capacity to meet demand (existing campus in Winder and U.S. expansion)

Call center support cloud-based system(s)

**System upgrades** (POS, finance, HR)

Investments expected to drive KPIs that support strong, sustainable growth:

- Traffic
- Conversion
- New acquisition
- Retention
- Service / Experience
- Loyalty

# **Optimizing Real Estate Footprint**

	Mall	Open Air	Outlet	Total Store Count as of October 29, 2022
Chico's	126	365	122	613
WHBM	154	175	53	382
Soma	114	132	20	266
Total	394	672	195	1,261



# Positioned to Grow and Create Shareholder Value



**Powerful portfolio with three unique brands** – each thriving in its own market white space



Leadership team with extensive retail experience – deploying a new strategy and operating model that has

dramatically improved performance



Competitive advantages that take

**years to build** – operating with an incredibly loyal customer base, a customer-led culture and a diverse store footprint that is hard to replicate



**Operating excellence** – further building upon enhanced shared service platform with dynamic sourcing, digital and marketing capabilities

#### World-class retail team -

store associates across the organization are long-tenured with deep retail experience and a love for fashion that endears them to customers

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#### Strong financial position and lean cost

**structure** – will allow for investment to grow topline and grow EPS

#### CHICO'S FAS INC

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SOPHIE TAEUBER-ARP LIVING ABSTRACTION SOPHIE TAEUBER-ARP

# Appendix

# Income Statement

*(Unaudited) (in thousands, except per share data)* 

	Thirteen Weeks Ended Thirty-Nine Weeks Ended										
	October 29, 2022 October 30, 2021						October 29, 2022 October 30, 24				
		Amount	% of Sales	Amount			Amount	% of Sales	Amount		% of Sales
Net sales:											
Chico's	\$	255,341	49.3 % \$	203,505	44.9 %	\$	801,584	49.5 %	\$	601,914	45.8 %
White House Black Market		157,451	30.4 %	138,159	30.4 %		485,061	30.0 %		364,250	27.7 %
Soma		105,540	20.3 %	111,980	24.7 %		331,322	20.5 %		347,501	26.5 %
Total net sales		518,332	100.0 %	453,644	100.0 %		1,617,967	100.0 %		1,313,664	100.0 %
Cost of goods sold		310,892	60.0 %	269,205	59.3 %		962,448	59.5 %		820,973	62.5 %
Gross margin		207,440	40.0 %	184,439	40.7 %		655,519	40.5 %		492,691	37.5 %
Selling, general and administrative expenses		175,841	33.9 %	162,469	35.8 %		520,296	32.1 %		442,637	33.7 %
Income from operations		31,599	6.1 %	21,970	4.9 %		135,223	8.4 %		50,054	3.8 %
Interest expense, net		(1,080)	(0.2) %	(1,744)	(0.4) %		(3,111)	(0.2)%		(5,170)	(0.4)%
Income before income taxes		30,519	5.9 %	20,226	4.5 %		132,112	8.2 %		44,884	3.4 %
Income tax provision		5,900	1.2 %	2,000	0.5 %		30,600	1.9 %		9,400	0.7 %
Net income	\$	24,619	4.7 % \$	18,226	4.0 %	\$	101,512	6.3 %	\$	35,484	2.7 %
Per share data:											
Net income per common share-basic	\$	0.20	\$	0.15		\$	0.84		\$	0.30	
Net income per common and common equivalent share–diluted	\$	0.20	\$	0.15		\$	0.82		\$	0.29	
Weighted average common shares outstanding–basic		120,333		117,304			119,776			117,005	
Weighted average common and common equivalent shares outstanding–diluted		124,887		123,166			124,016			121,897	

# Balance Sheet

(Unaudited) (in thousands)

	Octobe			January 29, 2022		October 30, 2021
ASSETS						
Current Assets:						
Cash and cash equivalents	\$	117,726	\$	115,105	\$	134,458
Marketable securities, at fair value		23,017		-		3,006
Inventories		304,127		323,389		277,738
Prepaid expenses and other current assets		47,208		41,871		51,841
Income taxes receivable		15,430		13,698		13,125
Total Current Assets		507,508		494,063		480,168
Property and Equipment, net		183,153		195,332		199,853
Right of Use Assets		432,018		463,077		494,808
Other Assets:		- ,				
Goodwill		16,360		16,360		16,360
Other intangible assets, net		5,000		5,000		5,000
Other assets, net		18,890		23,005		25,413
Total Other Assets		40,250		44,365		46,773
		1,162,929	\$	1,196,837	\$	1,220,602
LIABILITIES AND SHAREHOLDERS' EQUITY		1,102,525	Ψ	1,150,007	Ψ	1,220,002
Current Liabilities:						
Accounts payable		107,400		180,828		172,897
Current lease liabilities		157,687		172,506		177,563
Other current and deferred liabilities		155,133		134,051		140,982
Total Current Liabilities	\$	<b>420,220</b>	¢	487,385	\$	491,442
Noncurrent Liabilities:	Ψ	420,220	Ψ	407,303	φ	431,442
Long-term debt		69,000		99,000		99,000
Long-term lease liabilities		346,560		381,081		415,458
Other noncurrent and deferred liabilities		2,612		7,867		8,147
Total Noncurrent Liabilities		418,172		487,948		522,605
Shareholders' Equity:						
Preferred stock, \$.01 par value; 2,500 shares authorized; no shares issued and outstanding	÷	-	-	-	-	-
Common stock, \$.01 par value; 400,000 shares authorized	\$	1,250	\$	1,225	\$	1,225
Additional paid-in capital Treasury stock, at cost, 41,297, respectively		510,374		508,654		505,419
Retained earnings		(494,395) 307,536		(494,395) 206,020		(494,395) 195,306
Accumulated other comprehensive loss		(228)		200,020		190,000
Total Shareholders' Equity		324,537		221,504		207,555
	\$	1,162,929	\$	1,196,837	\$	1,221,602
	-		-	. ,		

# Cash Flow Statement

(Unaudited) (in thousands)

		e Weeks Ended
	October 29, 2022	October 30, 2021
Cash Flows from Operating Activities:		
Net income	\$ 101,512	\$ 35,484
Adjustments to reconcile net income to net cash used in operating activities:		
Inventory write-offs	826	374
Depreciation and amortization	33,350	39,662
Non-cash lease expense	137,184	139,116
Loss on disposal and impairment of property and equipment, net	1,804	1,432
Deferred tax benefit	(381)	190
Share-based compensation expense	10,321	8,836
Changes in assets and liabilities:		
Inventories	18,436	(74,129)
Prepaid expenses and other assets	(2,591)	(13,830)
Income tax receivable	(1,732)	45,015
Accounts payable	(73,120)	56,503
Accrued and other liabilities	13,583	16,643
Lease liability	(155,561)	(166,990)
Net cash provided by operating activities	83,631	88,306
Cash Flows from Investing Activities:		
Purchases of marketable securities	(26,376)	(269)
Proceeds from sale of marketable securities	3,083	15,753
Purchases of property and equipment	(21,207)	(8,246)
Proceeds from sale of assets	2,772	-
Net cash (used in) provided by investing activities	(41,728)	7,238
Cash Flows from Financing Activities:		
Payments on borrowings	(30,000)	(50,000)
Payments of debt issuance costs	(706)	-
Proceeds from issuance of common stock	239	-
Payments of tax withholdings related to share-based awards	(8,815)	(1,877)
Net cash used in financing activities	(39,282)	(51,877)
Net increase in cash and cash equivalents	2,621	43,667
Cash and Cash Equivalents, Beginning of period	115,105	90,791
Cash and Cash Equivalents, End of period	117,726	134,458

# GAAP to Non-GAAP Reconciliation: EBITDA Performance

(Unaudited) (in thousands)

	Thirty-Nine Weeks Ended October 29, 2022									
	Fiscal 2022		Fiscal 2021		Fiscal 2020		Fi	scal 2019		
Net Income (Loss)	\$ 101,512			35,484		(281,003)		(8,407)		
Adjustments to Net Income (Loss):										
Interest expense (income), net		3,111		5,170		1,387		(79)		
Income tax provision (benefit)		30,600		9,400		(113,300)		2,000		
Depreciation and amortization		32,726		38,970		48,446		67,786		
EBITDA	\$	167,949		89,024		(344,470)		61,300		
Adjustments to EBITDA										
Long-lived asset impairment		-		-		18,493		-		
Right of use asset impairment		-		-		2,442		-		
Goodwill and intangible impairment		-		-		113,180		-		
Adjusted EBITDA	\$	167,949	\$	89,024	\$	(201,972)	\$	61,300		
Sales	\$	1,617,967	\$	1,313,664	\$	937,854	\$	1,510,790		

Total			Fisc	al 2022	Fisc	<b>Q3</b> al 2021	al 2020	Fisca	al 2019
Liquidity	Cash	_	\$	117,726	\$	134,458	\$ 126,497	\$	70,188
(Unaudited) (in thousands)	Marketable Securities			23,017		3,006	18,667		57,253
	Total Credit Facility Availability			218,031		165,964	122,257		153,534
	Credit Facility Required Reserves			(30,000)		(29,250)	(29,250)		(20,000)
	Total Liquidity		\$	328,774	\$	274,178	\$ 238,171	\$	260,975

GAAP to		TTM <sup>1</sup>		YTD	
Non-GAAP		Fiscal 2022	Fiscal 2021	Fiscal 2020	Fiscal 2019
Reconciliation:	Cash Flows from Operating Activities	\$ 57,936	\$ 62,611	\$ (97,832)	\$ 33,344
Free Cash Flow	Purchases of Property and Equipment	(26,206)	(13,245)	(11,360)	(33,939)
(Unaudited) (in thousands)	Free Cash Flow	\$ 31,730	\$ 49,366	\$ (109,192)	\$ (595)