



COMPANY OVERVIEW



FIRST QUARTER FISCAL 2022 RESULTS



#1 PURE-PLAY CHILDREN'S SPECIALTY APPAREL RETAILER IN NORTH AMERICA

Strong Portfolio of Brands
Serving Newborn to Tween

\$1.9B
in Revenue*

¹ As of January 29, 2022

45% Digital
Penetration*

¹ As of January 29, 2022

665 Stores in the
U.S. and Canada

Less than 25% of
Revenue from Malls

Strong Amazon
Partnership

212 International
points of distribution



THE CHILDREN'S
PLACE



GYMBOREE®



sugar
& jade

- **Strong brand awareness** and **market share leader** in children's specialty apparel retail
- Strength of design, merchandising, and sourcing teams delivers an on-trend **superior product offering**, with an **strong value proposition**, across our portfolio of brands
- Industry-leading digital penetration, with focus on **mobile-first enabled transactions** and **optimizing interactions** with our customers through **enhanced brand marketing and personalization**
- **Customer centric Omni-channel focus**, supported by digital delivery, and driven by customer insights and strategy
- **Digitally led** operating model generates significant free cash flow, providing consistent **shareholder returns**
- **Experienced and talented management team**, with an average tenure of over seven years, focused on execution and operational excellence





FINANCIAL HIGHLIGHTS

	Q1 2022		Q1 2021		Q1 2019		22 vs. 21 Inc/(Dec)		22 vs. 19 Inc/(Dec)	
		% of Sales		% of Sales		% of Sales	%	BPS	%	BPS
Net Sales	\$362		\$435		\$412		-17%		-12%	
Gross Profit	142	39.2%	189	43.4%	151	36.7%	-25%	(420)	-6%	250
SG&A	108	29.9%	104	23.9%	127	30.8%	4%	600	-15%	(90)
Depreciation	13	3.6%	14	3.3%	18	4.3%	-9%	30	-26%	(70)
Operating Income	21	5.7%	71	16.2%	7	1.6%	-71%	(1,050)	211%	410
Interest	2	0.5%	4	1.0%	2	0.4%	-61%	(50)	0%	10
Income Before Taxes	19	5.2%	66	15.2%	5	1.2%	-71%	(1,000)	285%	400
Income Tax	4		18		(1)		-75%		609%	
Net Income	\$14	4.0%	\$49	11.2%	\$6	1.4%	-70%	(720)	150%	260
Diluted EPS	\$1.05		\$3.25		\$0.36		-68%		191%	
Shares	14		15		16		-8%		-14%	
EBITDA	\$34	9.3%	\$85	19.5%	\$24	5.9%	-60%	(1,020)	39%	340

Net Sales -16.8% to last year, -16.9% on comp basis:

- Lapping government stimulus in Q1 2021
- Impact of unprecedented inflation on our customer
- Prolonged unseasonably cold temperatures through late April in major markets
- Impact of permanent store closures

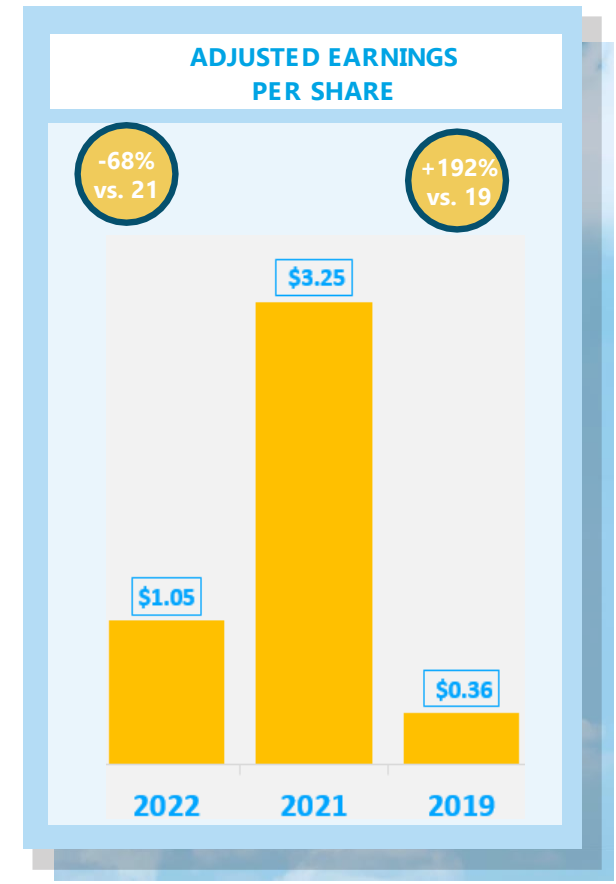
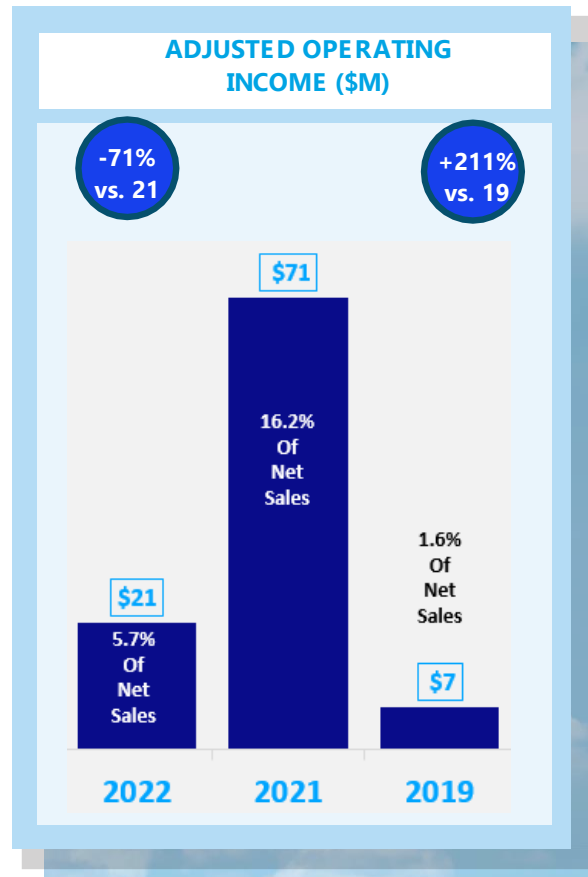
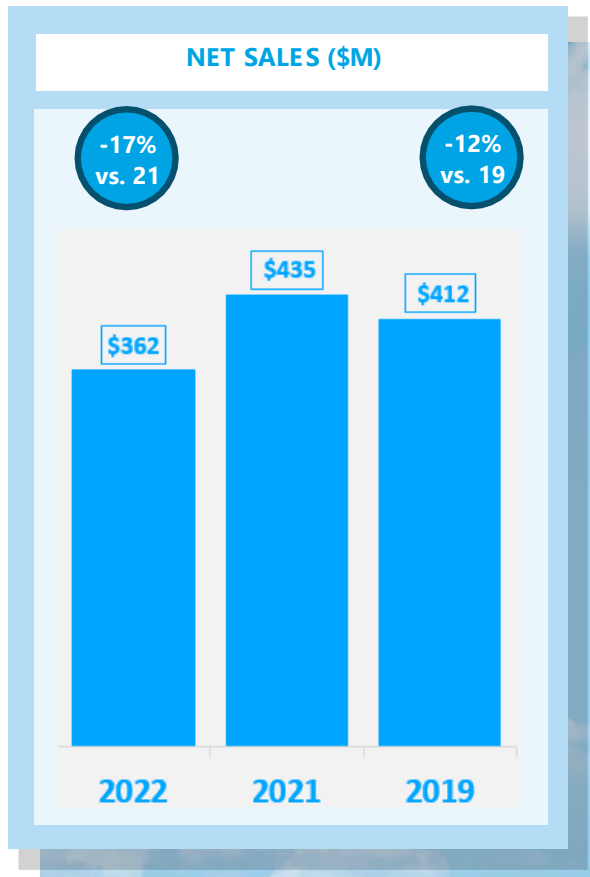
Operating margin 5.7%, - 1050 bps to last year and +410 basis points to 2019:

- Higher merchandise margins in both channels
- Higher inbound transportation costs due to global supply chain disruptions
- Fixed costs de-leverage on lower net sales

*Adjusted measures are non-GAAP and exclude expenses and income which we believe are not indicative of the performance of the core business. A reconciliation of GAAP and non-GAAP measures is provided in the Company's earnings releases which are available at <http://investor.childrensplace.com>.

** Our comparable retail sales do not exclude temporarily closed stores impacted by the COVID-19 pandemic.

Q1 2022 Profitability meaningfully better than Q1 2019



- **Net Sales decreased 17% versus last year**, driven by lapping the COVID-19 stimulus relief program last year, the impact of unprecedented inflation on our customer, prolonged unseasonably cold temperatures through late April in our major markets, and the impact of permanent store closures
- **Adjusted Operating Income was +410 basis points to 2019**, driven by higher merchandise margins, lower occupancy expenses, and e-commerce fulfillment optimization, but lower than last year due to higher inbound transportation expenses and fixed cost de-leverage.
- **Adjusted EPS was \$1.05**, versus \$0.36 in 2019, an **increase of 192%**

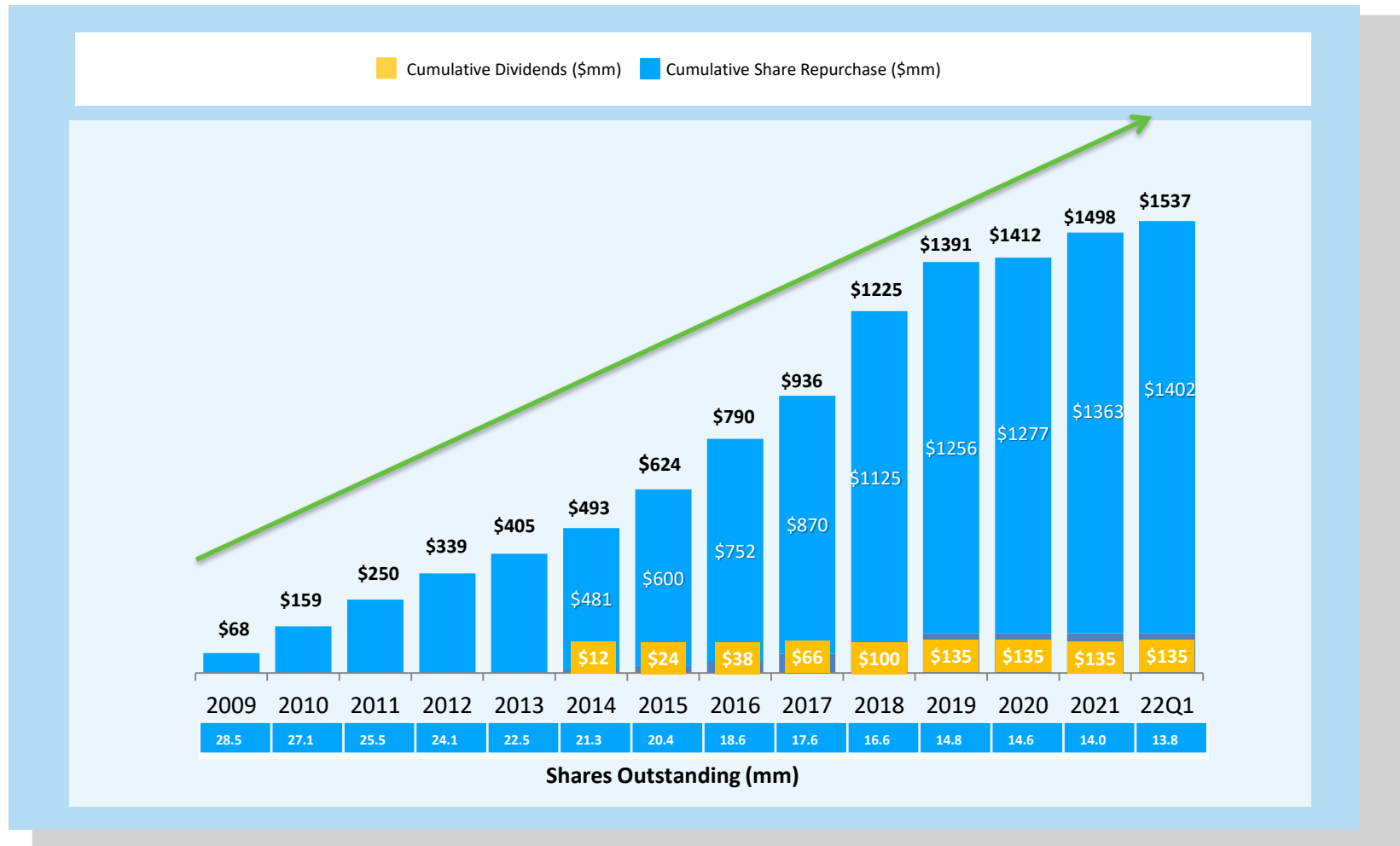
BALANCE SHEET (1 st QTR)	2022	2021
Cash	\$58	\$65
Accounts Receivable	29	43
Inventory	549	418
Revolver	250	197
Accounts Payable	261	228
Term Loan	50	78

CASH FLOW (1 st QTR)	2022	2021
Operating Cash Flow	(\$19)	(\$17)
Capital Expenditures	(11)	(7)
Free Cash Flow	(\$30)	(\$24)
Share Repurchases	\$39	\$2

- Cash and short term investments of **\$58 million** versus \$65 million last year with **\$250 million** outstanding on our Revolver, compared to \$197 million outstanding last year
- Inventory **increased 31%**, with 24% of our inventory in-transit
- Accounts Payable **increased 14%**, resulting from timing of merchandise receipts and higher in-transit inventories
- Used **\$19 million** in operating cash flow in Q1 2022
- **\$39 million** in capital returned to shareholders in Q1 2022

Consistent track record returning excess cash to shareholders

- **\$39 million** of share repurchases in Q1, representing **666 thousand shares**, during the first quarter, with **\$219 million** available on our current authorization





DIGITAL FIRST

Best In-Class Digital Platform

- Our Q1 upgrade to **Salesforce Commerce Cloud** allows us to further support our accelerated Digital Growth; achieving greater digital functional capabilities and support all of our various Ecommerce Channels.

Industry leading Mobile Penetration

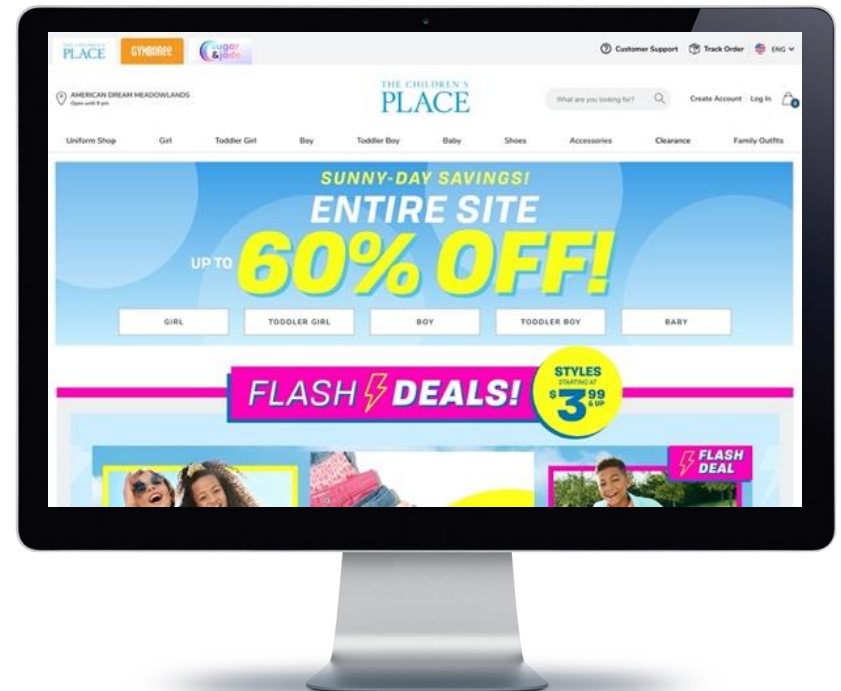
- Mobile continues to drive **strong penetration**, with Mobile + Mobile App accounting for **73%** of total transactions in Q1 2022.

Significant Mobile App Adoption and Engagement

- +76% increase in Mobile App user base in the trailing 12 months

+82%
INCREASE IN MOBILE
APP 5 STAR RATINGS

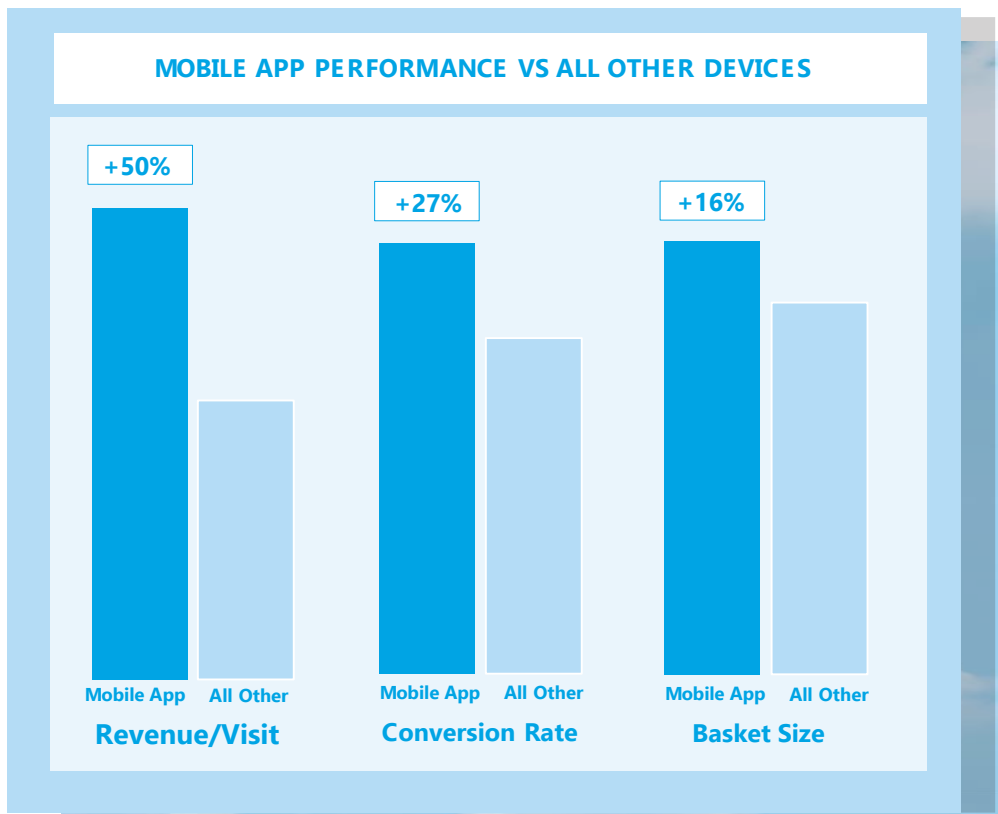
+93%
PRODUCT REVIEWS
vs. INDUSTRY
AVERAGE



**UPGRADED ALL CHANNELS WITH SALESFORCE
COMMERCE CLOUD**

Mobile App Adoption continues to drive significant business results

- **73% of e-commerce sales** are now taking place on a mobile device.
- App customers are driving a **+16% increase in AOV** and **+50% Revenue per visit** vs. Non-App customers.
- 76% increase in Mobile App downloads over last year
- The growth of our mobile app adoption and usage, across our brands, further exemplifies our success in **cultivating customer loyalty, brand accessibility and ease of checkout**. In Q1, **98% of App transactions** were made by **loyalty** members, and, **40% of Mobile App transactions** through private label credit card holders.

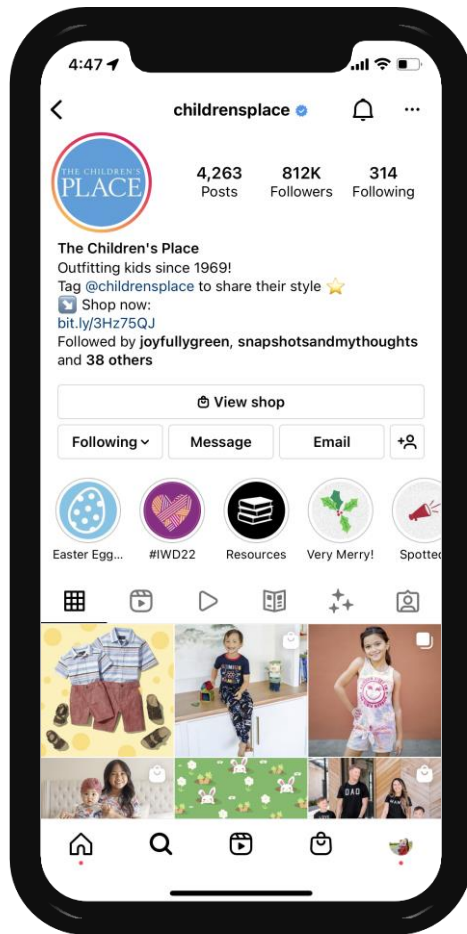




SOCIAL MEDIA

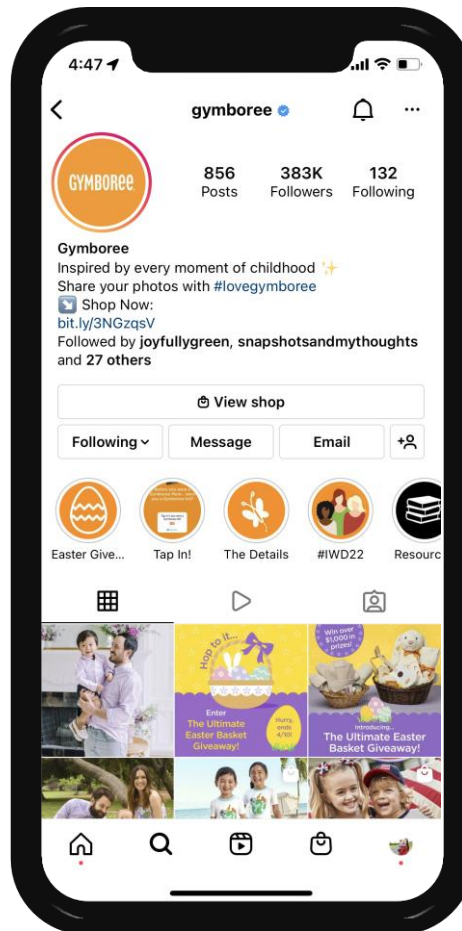
#1 SOCIAL SHARE-OF-VOICE AMONG CHILDREN'S RETAIL BRANDS

Significant social follower growth of 40% versus Q4 and increasing engagement rates and follower interactions demonstrate the strong brand health and equity of each of our 3 Brands.



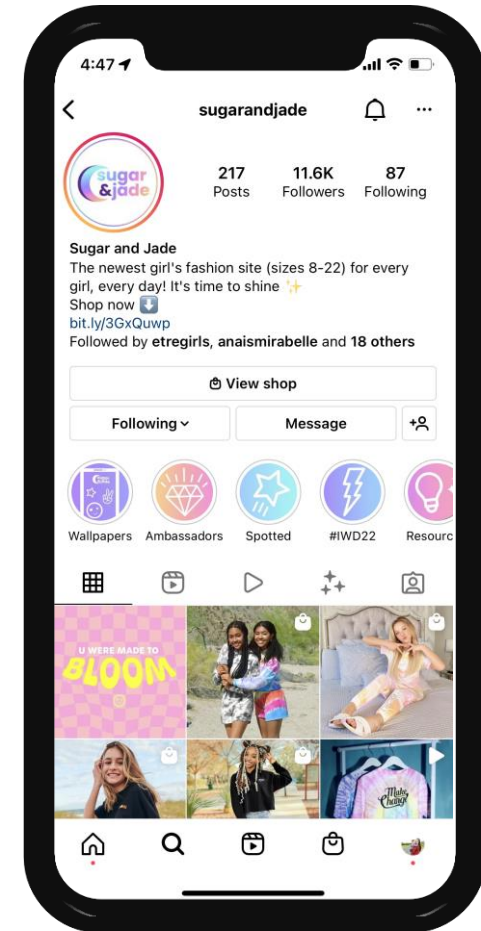
THE CHILDREN'S PLACE

- 66% Increase in Engagement Rate vs. Q4 21
 - #1 Social Share of Voice in Q1 FY22



GYMBOREE

- 45% Increase in Follower Count vs. Q4 21
- 70% Increase in Engagement Rate vs. Q4 21



SUGAR & JADE

- 48% Increase in Follower Count vs. Q4 21
- 13% Increase in Engagement Rate vs. Q4 21

VIRAL EASTER CAMPAIGN DROVE THOUSANDS OF SOCIAL INTERACTIONS IN 10 DAYS

Incredibly engaged social followers resulted in a **+410% increase in engagement rate** in the 10 day social Easter Campaign, where followers were prompted to 'find the hidden egg' in our in-feed and in-story slides

100%
Positive
Sentiment

Found it omg it was tricky 🍀🍀🍀❤️❤️❤️

So much fun!!! 🐰🐣

hope to win thank you for such amazing opportunity ❤️🐰

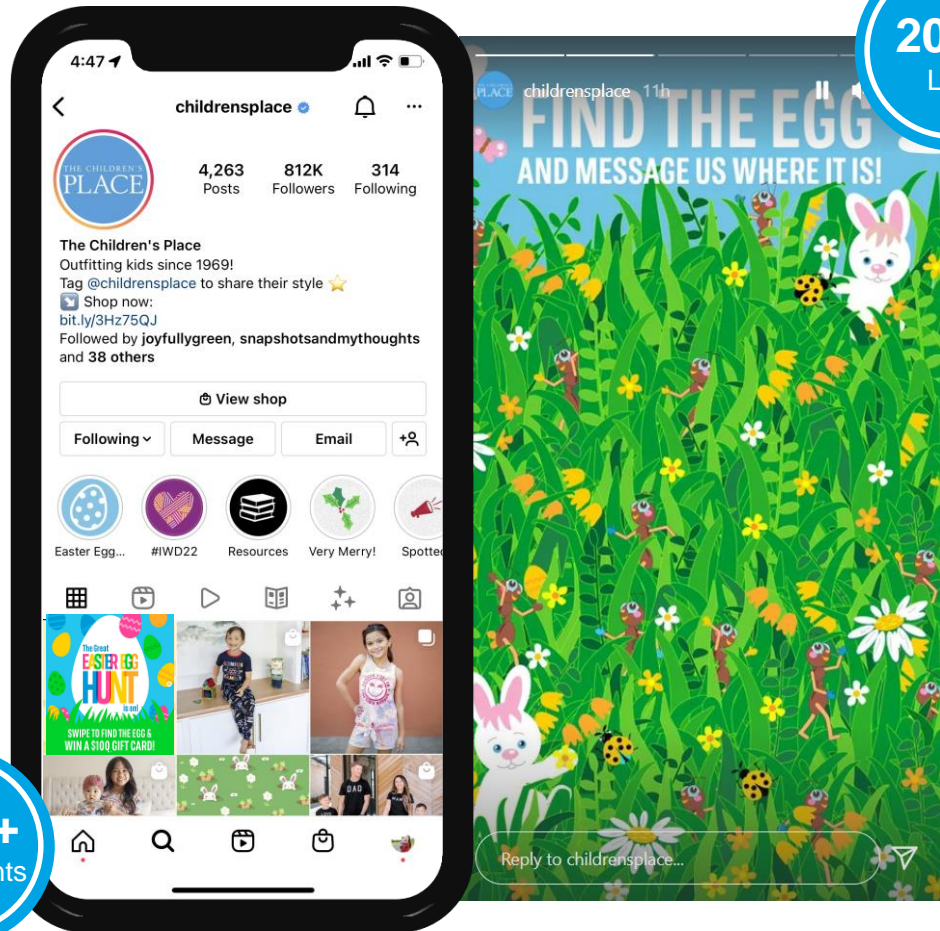
Found it! Ahhhh I've sent so many dms!

how fun!! Good luck all

I think I got it ! so sent my guess

I spy an egg 🐣🐣

Tricky, tricky! Haha !



20K+
Likes

6.4K+
Comments

ROOTED IN AUTHENTICITY, EMERGING RELEVANCY AND DRIVING CONSISTENCY

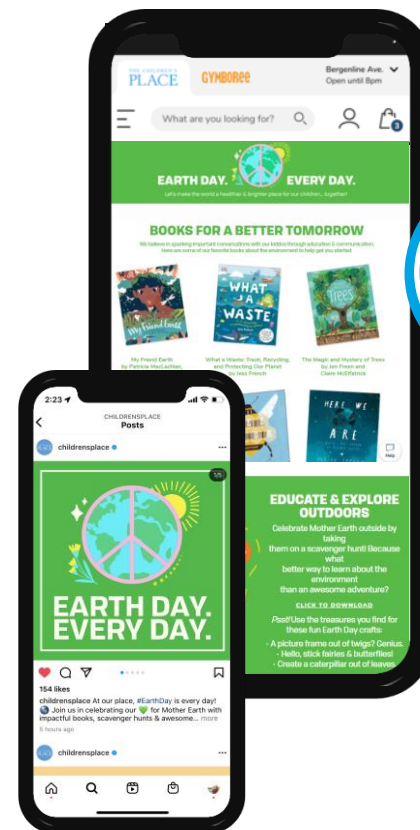
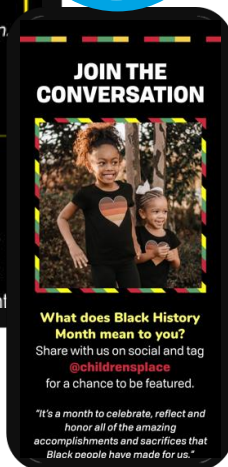
We believe we have a special responsibility to get involved and take a stand in cultural moments. **We believe in and strive to make a difference** – and **that starts with the conversations** we, collectively, have at home with our kids.

Our Black History Month, Women's History Month, International Women's Day and Earth Day campaigns have driven the **highest engaged brand and social campaign of the quarter**, driving over 1.5X more opens and clicks, and 30% higher social engagement than our average across our Family of Brands.

100%
Positive
Sentiment



300+
Social
Shares



800+
Likes

1K+
Comments

BRAND CAMPAIGN PARTNERSHIP WITH MANDY MOORE, SINGER/SONGWRITER & A LEADING NBC ACTRESS IN ITS' #1 DRAMA SERIES, AND DELIVERING GOOD SPREAD JOY THIS EASTER

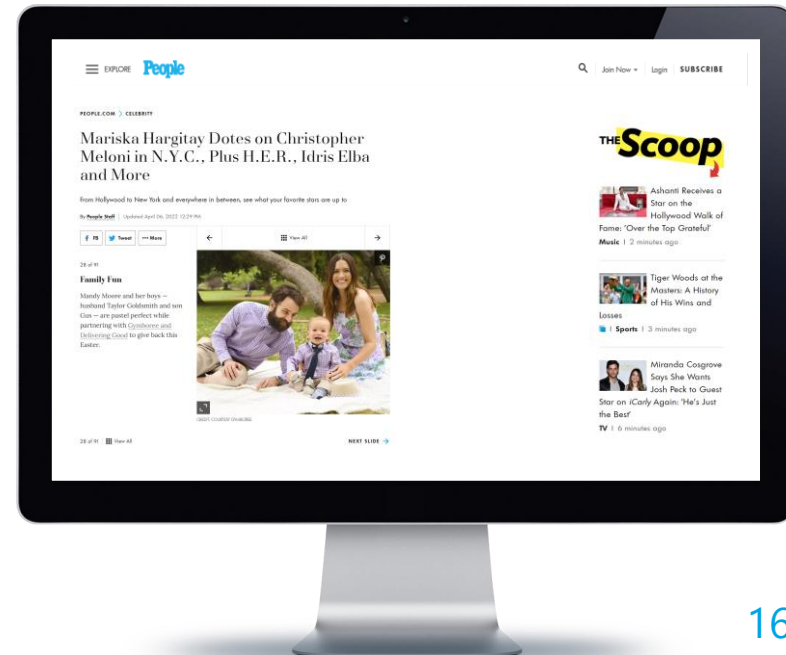
Generated greater brand awareness for the Gymboree brand through heart-felt brand campaign featuring top-tier celebrity, Mandy Moore, and longstanding partner, Delivering Good. This campaign drove 1.4B+ impressions, 30k social engagements and resulted in 100% positive customer sentiment.



1.4B+ Impressions

30K+ Social Engagements

100% Positive Sentiment



THE CHILDREN'S
PLACE

+

amazon



OUR BRAND STORE

The Children's Place Brand Store offers the Amazon customer an **immersive experience** where they can connect with the TCP brand and explore an enhanced product assortment in a dedicated setting.

- The Children's Place Brand Store
 - Brand store **followers and visits increased significantly** over Q1 of 2021
 - TCP marketing efforts drove conversion **+373% higher** than the category benchmark
 - TCP is **growing faster than 70% of the category**
 - TCP drove **53% new to brand customers** beating the category average by 320% in similar strategies





GYMBOREE®

Back to School 2022

amazon



GYMBOREE WILL LAUNCH ON AMAZON FOR BACK TO SCHOOL 2022!

- **ELEVATED BRAND PRESENCE** - Focused on telling the brand story through a **consistent and elevated experience across the entire Amazon ecosystem**
- **ROBUST ASSORTMENT** - Focused on a combination of highly **emotional iconic collections**, as combined with **more basic driven Uniform product**
- **ENHANCED ADVERTISING** - Built around **maximizing the brand's visibility** in high-impact placements, in order to engage and convert customers in the awareness, consideration, and purchase stages





SUMMER 2022 COLLECTIONS

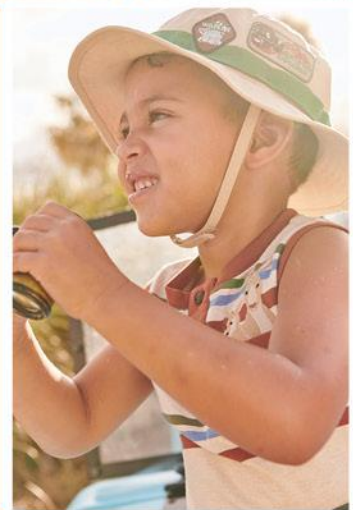


THE CHILDREN'S
PLACE
SUMMER 2022 COLLECTION





GYMBOREE®
SUMMER 2022 COLLECTION





sugar
&jade

SUMMER 2022 COLLECTION





ESG

ENVIRONMENTAL, SOCIAL & GOVERNANCE

FOCUS AREAS

We continue to measure and track progress against the **22 public goals** set across our ESG focus areas.

ENVIRONMENT



Climate + Energy: Reducing GHG emissions across our operations and global supply chain.



Raw Materials: Increasing the use of more sustainable materials in our products.



Water Stewardship: Working with vendors to reduce water consumption in manufacturing and processing.



Chemical Management: Supporting implementation of responsible chemical management and wastewater systems.



Waste: Diverting the amount of our waste sent to landfill.



Circularity: Helping to avert product and material disposal through reuse and recycling.

SOCIAL: PEOPLE



Workplace Health & Safety: Safeguarding our associates and customers.



Talent: Investing in the people that make our business possible.



Diversity, Equity & Inclusion: Building an inclusive environment where all people feel welcomed and valued.



Community: Supporting children and families in need.

SOCIAL: SUPPLY CHAIN



Supply Chain Compliance: Helping to improve the lives of third-party factory workers and protect their rights in the workplace.



Worker Well-Being: Moving beyond the factory walls to improve the well-being of workers and their families.

GOVERNANCE



Board Composition: Continuing Board refreshment, prioritizing diversity and relevant experience.



Board Oversight and Risk Management: Expanding Committee responsibilities to enhance oversight of ESG.



Ethics & Integrity: Operating in an ethical and responsible manner in all aspects of our business.



Cybersecurity & Privacy: Protecting the information we receive about our customers, associates and other third-party partners



RAW MATERIALS

In FY21, we sourced 67% of our cotton through Better Cotton and are on track to meet our 100% responsibly sourced cotton goal by 2025. An estimated 1.9 billion gallons of water were saved and more than 10,500 lbs of pesticides were avoided last year thanks to our sourcing of Better Cotton.



CHEMICAL MANAGEMENT

We joined ZDHC at the Contributor level in April 2022. ZDHC enables brands and retailers in the textile, apparel and footwear industries to implement sustainable chemical management best practices across the value chain. In partnership with our third-party vendor factories, we use ZDHC's guidelines, tools and platforms to advance towards zero discharge of hazardous chemicals.



WASTE

We have set a goal to divert 80% of the waste generated by our corporate headquarters, distribution centers and retail stores from landfill by 2025. As part of this commitment, we recently launched a campaign at headquarters to educate employees on our recycling program and actions they can take to support our waste diversion goal.



FORWARD LOOKING STATEMENTS

This presentation contains or may contain forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to statements relating to the Company's strategic initiatives and adjusted net income per diluted share. Forward-looking statements typically are identified by use of terms such as "may," "will," "should," "plan," "project," "expect," "anticipate," "estimate" and similar words, although some forward-looking statements are expressed differently. These forward-looking statements are based upon the Company's current expectations and assumptions and are subject to various risks and uncertainties that could cause actual results and performance to differ materially. Some of these risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, including in the "Risk Factors" section of its annual report on Form 10-K for the fiscal year ended January 29, 2022. Included among the risks and uncertainties that could cause actual results and performance to differ materially are the risk that the Company will be unsuccessful in gauging fashion trends and changing consumer preferences, the risks resulting from the highly competitive nature of the Company's business and its dependence on consumer spending patterns, which may be affected by changes in economic conditions, the risks related to the COVID-19 pandemic, including the impact of the COVID-19 pandemic on our business or the economy in general (including decreased customer traffic, schools adopting remote and hybrid learning models, closures of businesses and other activities causing decreased demand for our products and negative impacts on our customers' spending patterns due to decreased income or actual or perceived wealth, and the impact of legislation related to the COVID-19 pandemic, including any changes to such legislation), the risk that the Company's strategic initiatives to increase sales and margin are delayed or do not result in anticipated improvements, the risk of delays, interruptions and disruptions in the Company's global supply chain, including resulting from the COVID-19 pandemic or other disease outbreaks, foreign sources of supply in less developed countries, more politically unstable countries, or countries where vendors fail to comply with industry standards or ethical business practices, including the use of forced, indentured or child labor, the risk that the cost of raw materials or energy prices will increase beyond current expectations or that the Company is unable to offset cost increases through value engineering or price increases, various types of litigation, including class action litigations brought under consumer protection, employment, and privacy and information security laws and regulations, the imposition of regulations affecting the importation of foreign-produced merchandise, including duties and tariffs, and the uncertainty of weather patterns. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date they were made. The Company undertakes no obligation to release publicly any revisions to these forward-looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.



A photograph of three young girls standing in a grassy field under a bright, sunny sky. They are all smiling and laughing joyfully. The girl on the left is wearing a light green dress with a small floral pattern. The girl in the middle is wearing a bright yellow dress with a large floral pattern. The girl on the right is wearing a light pink dress with a large floral pattern. The sun is high in the sky, creating a lens flare effect. The background shows a line of trees and a clear blue sky with some light clouds.

THANK YOU