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# Abercrombie & Fitch

NEW YORK

**INVESTOR PRESENTATION**

2013 FIRST QUARTER

# SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995

A&F cautions that any forward-looking statements (as such term is defined in the Private Securities Litigation Reform Act of 1995) contained in this presentation or made by management or spokespeople of A&F involve risks and uncertainties and are subject to change based on various important factors, many of which may be beyond the Company's control. Words such as "estimate," "project," "plan," "believe," "expect," "anticipate," "intend," and similar expressions may identify forward-looking statements. Except as may be required by applicable law, we assume no obligation to publicly update or revise our forward-looking statements. The factors included in the disclosure under the heading "FORWARD-LOOKING STATEMENTS AND RISK FACTORS" in "ITEM 1A. RISK FACTORS" of A&F's Annual Report on Form 10-K for the fiscal year ended February 2, 2013, in some cases have affected and in the future could affect the Company's financial performance and could cause actual results for the 2013 fiscal year and beyond to differ materially from those expressed or implied in any of the forward-looking statements included in this presentation or otherwise made by management.

## OTHER INFORMATION

All dollar and share amounts are in 000's unless otherwise stated. Sub-totals and totals may not foot due to rounding.

Due to the fifty-third week in fiscal 2012, first quarter comparable sales are compared to the thirteen week period ended May 5, 2012.

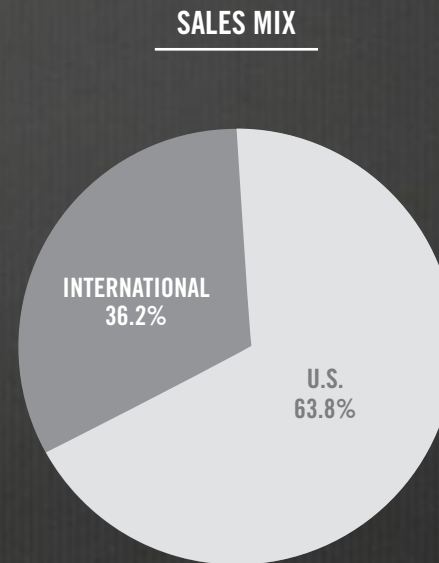
The Company changed its method of accounting for inventory from the retail method to the cost method effective February 2, 2013. Prior year figures have been restated to reflect the cost method of accounting for inventory.

# Q1 P&L SUMMARY

	UNAUDITED		UNAUDITED (RESTATED)	
	2013	% OF NET SALES	2012	% OF NET SALES
NET SALES	\$838,769	100.0%	\$921,218	100.0%
GROSS PROFIT	553,166	65.9%	541,092	58.7%
OPERATING EXPENSE	567,905	67.7%	572,621	62.2%
OTHER OPERATING INCOME, NET	(818)	-0.1%	(2,584)	-0.3%
OPERATING LOSS	(13,921)	-1.7%	(28,945)	-3.1%
INTEREST EXPENSE, NET	1,628	0.2%	1,089	0.1%
LOSS BEFORE TAXES	(15,549)	-1.9%	(30,034)	-3.3%
TAX BENEFIT	(8,346)	-1.0%	(8,729)	-0.9%
NET LOSS	\$ (7,203)	-0.9%	\$ (21,305)	-2.3%
NET LOSS PER BASIC & DILUTED SHARE	\$ (0.09)		\$ (0.25)	
BASIC & DILUTED WEIGHTED- AVERAGE SHARES OUTSTANDING	78,324		84,593	

# Q1 COMPARABLE SALES

	<u>Q1</u>
<b>TOTAL COMPANY*</b>	<b>- 15%</b>
<b>BY SEGMENT:</b>	
<b>U.S. STORES</b>	<b>- 15%</b>
<b>INTERNATIONAL STORES</b>	<b>- 20%</b>
<b>DTC</b>	<b>- 6%</b>
<b>BY BRAND*:</b>	
<b>ABERCROMBIE &amp; FITCH</b>	<b>- 13%</b>
<b>abercrombie kids</b>	<b>- 5%</b>
<b>HOLLISTER CO.</b>	<b>- 18%</b>



\* Includes comparable store and DTC sales

# SALES CONTRIBUTION

	FIRST QUARTER	CHANGE CONTRIBUTION %
2012 NET SALES	\$921,218	
CALENDAR SHIFT <sup>(1)</sup>	(734)	-0.1%
FOREIGN EXCHANGE IMPACT <sup>(2)</sup>	(5,089)	-0.6%
COMPARABLE STORES	(125, 421)	-13.6%
DTC	(7,973)	-0.9%
NON-COMPARABLE STORES, NET <sup>(3)</sup>	56,768	6.2%
2013 NET SALES	\$838,769	-8.9%

<sup>(1)</sup> Represents the impact of adjusting the prior year comparable sales base to reflect the calendar shift caused by the 53rd week in fiscal 2012

<sup>(2)</sup> Represents the impact of converting prior year sales at current year rates

<sup>(3)</sup> New stores, net of closures; plus net effect of third party sell-off revenue

# OPERATING EXPENSE

FIRST QUARTER	2013	% OF NET SALES	2012	% OF NET SALES	△bps <sup>(3)</sup>
STORE OCCUPANCY <sup>(1)</sup>	\$189,795	22.6%	\$179,252	19.5%	310
ALL OTHER <sup>(2)</sup>	259,330	30.9%	276,480	30.0%	90
STORES AND DISTRIBUTION	449,125	53.5%	455,732	49.5%	400
MARKETING, GENERAL & ADMINISTRATIVE	118,780	14.2%	116,889	12.7%	150
TOTAL	\$567,905	67.7%	\$572,621	62.2%	550

<sup>(1)</sup> Includes rent, other landlord charges, utilities, depreciation and other occupancy expense

<sup>(2)</sup> Includes selling payroll, store management and support, other store expense, DTC, and distribution center costs

<sup>(3)</sup> Rounded based on reported percentages



# Q1 ANALYSIS

	2013 OPERATING		2012 OPERATING	
	SALES	INCOME	SALES	INCOME (RESTATED)
<b>U.S. STORES<sup>(1)</sup></b>	\$448,616	\$39,824 8.9%	\$543,881	\$43,157 7.9%
<b>INTERNATIONAL STORES<sup>(2)</sup></b>	257,434	56,990 22.1%	229,108	60,611 26.5%
<b>DIRECT TO CONSUMER</b>	132,719	56,183 42.3%	148,229	45,297 30.6%
<b>MARKETING, GENERAL AND ADMINISTRATIVE EXPENSES</b>	-	(118,780)	-	(116,889)
<b>STORE PRE-OPENING COSTS<sup>(2)</sup></b>	-	(6,053)	-	(14,404)
<b>ALL OTHER, NET<sup>(3)</sup></b>	-	(42,086)	-	(46,718)
<b>TOTAL</b>	<b>\$838,769</b>	<b>(\$13,921)</b>	<b>\$921,218</b>	<b>(\$28,945)</b>

<sup>(1)</sup> Operating Income for U.S. Stores and International Stores is reported on an aggregate four-wall basis, and excludes pre-opening costs.

<sup>(2)</sup> Store Pre-Opening Costs include pre-opening rent, payroll, travel and other expenses.

<sup>(3)</sup> All Other includes Store Management & Support, DC Expenses, and Other Operating Expense, Net.

# SHARE REPURCHASES

	FY 2013			FY 2012		
	SHARES REPURCHASED	COST	AVERAGE COST	SHARES REPURCHASED	COST	AVERAGE COST
FIRST QUARTER	349.7	\$16,305	\$46.63	3,300.0	\$161,215	\$48.85
SECOND QUARTER	-	-	-	-	-	-
THIRD QUARTER	-	-	-	3,025.2	\$104,283	\$34.47
FOURTH QUARTER	-	-	-	1,222.7	\$56,166	\$45.94
TOTAL	349.7	\$16,305	\$46.63	7,547.9	\$321,664	\$42.62



# INTERNATIONAL HOLLISTER STORE COUNT - CUMULATIVE

	YEAR END						Q1 END
HOLLISTER	2007	2008	2009	2010	2011	2012	2013
CANADA	3	6	6	9	12	12	12
UK		3	10	19	26	29	31
GERMANY			1	4	11	17	18
ITALY			1	3	5	8	8
SPAIN				3	8	12	12
IRELAND					1	1	1
SWEDEN					2	3	3
HONG KONG					1	2	2
BELGIUM					2	2	2
FRANCE					4	7	8
AUSTRIA					3	6	6
CHINA					2	4	4
S. KOREA						2	2
NETHERLANDS						1	1
POLAND						1	1
AUSTRALIA							1
TOTAL	3	9	18	38	77	107	112



# Q1 INTERNATIONAL STORE OPENINGS

BRAND	CENTER	CITY	DATE
HOLLISTER	NICETOILE	NICE, FRANCE	2/14/13
HOLLISTER	TRINITY LEEDS	LEEDS, GREAT BRITAIN	3/21/13
HOLLISTER	HOFSTATT	MUNICH, GERMANY	4/25/13
HOLLISTER / GILLY HICKS OUTLET	FREEPORT BRAINTREE	BRAINTREE, GREAT BRITAIN	4/25/13
HOLLISTER	DONCASTER	MELBOURNE, AUSTRALIA	4/27/13



# 2013 GUIDANCE UPDATES

## FULL YEAR:

SLIGHTLY NEGATIVE COMPARABLE SALES FOR THE BALANCE OF THE YEAR

FULL YEAR DILUTED EPS IN THE RANGE OF \$3.15 - \$3.25

FULL YEAR CAPITAL EXPENDITURES OF APPROXIMATELY \$200 MILLION

FULL YEAR TAX RATE IN THE RANGE OF 33.0% TO 34.0%

## SECOND QUARTER:

DILUTED EPS OF \$0.28 TO \$0.33



# Q1 STORE COUNT ACTIVITY

ALL BRANDS*	TOTAL	U.S.	CANADA	EUROPE	ASIA
START OF Q1 2013	1,051	912	19	108	12
OPENINGS	6	-	-	5	1
CLOSINGS	(4)	(3)	(1)	-	-
END OF Q1 2013	1,053	909	18	113	13

## ABERCROMBIE & FITCH

START OF Q1 2013	285	266	4	11	4
OPENINGS	-	-	-	-	-
CLOSINGS	(2)	(2)	-	-	-
END OF Q1 2013	283	264	4	11	4

## abercrombie kids

START OF Q1 2013	150	144	3	3	-
OPENINGS	-	-	-	-	-
CLOSINGS	(1)	-	(1)	-	-
END OF Q1 2013	149	144	2	3	-

## HOLLISTER CO.

START OF Q1 2013	589	482	12	87	8
OPENINGS	5	-	-	4	1
CLOSINGS	(1)	(1)	-	-	-
END OF Q1 2013	593	481	12	91	9

\* End of Q1 2013 includes 28 Gilly Hicks stores, 20 in the U.S. and eight in Europe.

\* Asia includes Australia