

# **SOCIAL TOURIST<sup>LA</sup>**

## **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. Risks and uncertainties related to the duration and impact of the COVID-19 pandemic on the Company and the factors disclosed in "ITEM 1A. RISK FACTORS" of A&F's Annual Report on Form 10-K for the fiscal year ended January 30, 2021, in some cases have affected, and in the future could affect, the company's financial performance and could cause actual results for the 2021 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.



**SOCIAL  
TOURIST®**









# Social Tourist.

Sounds cool.  
What does it mean?

## **Social /'sōSHəl/**

1. How you portray yourself, connect & interact on the interwebs.
2. How you interact outside the world wide web, in real life, around your friends.

## **Tourist 'tōorəst/**

1. That surreal feeling you experience while traveling.
2. The process of trying out new identities to discover who you are.



***SOCIAL TOURIST*** <sup>LA</sup>®

**Unpacking life together.**

When it comes to this whole life thing, the journey is the destination. With all the ups & the downs, you need designated travel buddies to make the trip a hell of a lot more fun. 🤝 that's where we come in. Let's unpack this life together.





**WE EXIST TO  
HELP YOU FEEL  
CONNECTED TO  
THE WORLD,  
YOUR FRIENDS  
AND YOURSELF,  
WHEREVER YOU  
ARE.**





# The Curious Connector

Gen Z  
Gender Inclusive  
Global

Trend Forward  
Diverse  
Social  
Open Minded  
Experimental





# Brand Overview

*An exclusive, multi-year partnership between Abercrombie & Fitch Co. and the D'Amelio Sisters.*

- Announced: May 6, 2021
- Launches to Public: May 20, 2021
- Available at all Hollister stores globally, and at [SocialTourist.com](https://www.socialtourist.com)
- Brand features 4 distinct apparel lines: Gender inclusive items, trend pieces such as dresses and skirts, everyday essentials featuring premium basics, and swim
- Each collection will include limited edition items, with new product dropping approximately every month





**THANK YOU**

***SOCIAL  
TOURIST***®