



INVESTOR PRESENTATION

2016 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 January 30, 2016 in some cases have affected, and in the future could affect, the company's financial performance and could cause actual results for the 2016 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

The following presentation includes certain adjusted non-GAAP financial measures. Additional details about non-GAAP financial measures and a reconciliation of GAAP financial measures to non-GAAP financial measures is included in the news release issued by the company on May 26, 2016, which is available in the "Investors" section of the company's website, located at www.abercrombie.com. As used in the presentation, "GAAP" refers to accounting principles generally accepted in the United States of America.

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

Net loss and net loss per share financial measures included herein are attributable to Abercrombie & Fitch Co., excluding net income attributable to noncontrolling interests.

Q1 P&L SUMMARY

	2016	% OF NET SALES	2015*	% OF NET SALES
NET SALES	\$685,483	100.0%	\$709,422	100.0%
GROSS PROFIT	425,721	62.1%	438,410	61.8%
OPERATING EXPENSE	483,565	70.5%	492,713	69.5%
OTHER OPERATING INCOME, NET	(2,933)	-0.4%	(1,960)	-0.3%
OPERATING LOSS	(54,911)	-8.0%	(52,343)	-7.4%
INTEREST EXPENSE, NET	4,506	0.7%	4,639	0.7%
LOSS BEFORE TAXES	(59,417)	-8.7%	(56,982)	-8.0%
TAX BENEFIT	(20,787)	-3.0%	(19,808)	-2.8%
NET LOSS	\$(39,587)	-5.8%	\$(37,174)	-5.2%
NET LOSS PER SHARE				
BASIC	\$(0.59)		\$(0.53)	
DILUTED	\$(0.59)		\$(0.53)	
WEIGHTED-AVERAGE SHARES OUTSTANDING				
BASIC	67,625		69,510	
DILUTED	67,625		69,510	

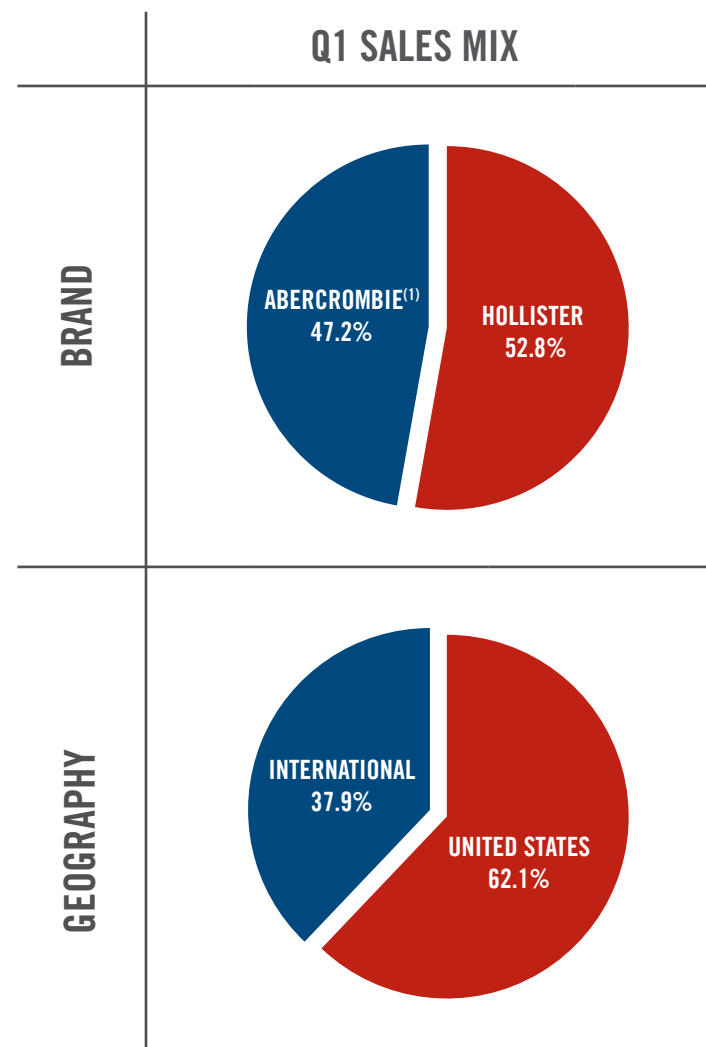
* The Q1 P&L Summary for 2015 is presented on an adjusted non-GAAP basis, and excludes the effect of certain items set out on page 4.

EXCLUDED ITEMS (PRE-TAX)

	Q1 2016	Q1 2015
INVENTORY WRITE-DOWN	\$—	\$26,861
ASSET IMPAIRMENT, LEASE TERMINATION AND STORE CLOSURE CHARGES	—	10,112
PROFIT IMPROVEMENT INITIATIVE	—	2,479
GILLY HICKS RESTRUCTURING BENEFIT	—	(1,598)
TOTAL	\$—	\$37,854

Q1 2016 SALES

COMPARABLE SALES*	Q1
TOTAL COMPANY	(4)%
BRAND:	
ABERCROMBIE ⁽¹⁾	(8)%
HOLLISTER	0%
GEOGRAPHY:	
UNITED STATES	(2)%
INTERNATIONAL	(7)%



* Comparable sales are calculated on a constant currency basis. Sales include store and DTC sales.

⁽¹⁾ Abercrombie includes the company's Abercrombie & Fitch and abercrombie kids brands.

Q1 OPERATING EXPENSE

	2016	% OF NET SALES	2015*	% OF NET SALES	Δ bps ⁽³⁾
STORE OCCUPANCY ⁽¹⁾	\$174,771	25.5%	\$181,131	25.5%	0
ALL OTHER ⁽²⁾	194,347	28.4%	205,819	29.0%	(60)
STORES AND DISTRIBUTION	369,118	53.8%	386,950	54.5%	(70)
MARKETING, GENERAL & ADMINISTRATIVE	114,447	16.7%	105,763	14.9%	180
TOTAL	\$483,565	70.5%	\$492,713	69.5%	100

* Q1 Operating Expense for fiscal 2015 is presented on an adjusted non-GAAP basis, and excludes the effect of certain items set out of page 4.

⁽¹⁾ Includes rent, other landlord charges, utilities, depreciation and other occupancy expense.

⁽²⁾ Includes selling payroll, store management and support, other store expense, direct-to-consumer expense, and distribution center costs.

⁽³⁾ Rounded based on reported percentages.

SHARE REPURCHASES

	FY 2016			FY 2015		
	SHARES REPURCHASED	COST	AVERAGE COST	SHARES REPURCHASED	COST	AVERAGE COST
Q1	—	—	—	—	—	—
Q2				—	—	—
Q3				2,460.5	\$50,029	20.33
Q4				—	—	—
FULL YEAR	—	—	—	2,460.5	\$50,029	\$20.33

Q1 STORE OPENINGS

	BRAND	CENTER	CITY	DATE
INTERNATIONAL	Hollister	Parc Central	Guangzhou, China	3/26/2016
	Hollister	Midrif City Centre	Dubai, UAE	4/14/2016
OUTLET	A&F	Leesburg Premium Outlets	Leesburg, VA	4/23/2016

Q1 STORE COUNT ACTIVITY

ALL BRANDS	TOTAL	U.S.	CANADA	EUROPE	REST OF WORLD ⁽³⁾
START OF Q1 2016	932	754	18	117	43
OPENINGS	3	1	—	—	2
CLOSINGS	(10)	(10)	—	—	—
END OF Q1 2016	925	745	18	117	45

ABERCROMBIE ⁽¹⁾

START OF Q1 2016	379	340	7	17	15
OPENINGS	1	1	—	—	—
CLOSINGS	(7)	(7)	—	—	—
END OF Q1 2016	373	334	7	17	15

HOLLISTER CO. ⁽²⁾

START OF Q1 2016	553	414	11	100	28
OPENINGS	2	—	—	—	2
CLOSINGS	(3)	(3)	—	—	—
END OF Q1 2016	552	411	11	100	30

⁽¹⁾ Abercrombie includes the company's Abercrombie & Fitch and abercrombie kids brands. Locations with abercrombie kids carveouts within Abercrombie & Fitch stores are represented as a single store count. Excludes one international franchise store as of April 30, 2016 and January 30, 2016.

⁽²⁾ Excludes two international franchise stores as of April 30, 2016 and January 30, 2016.

⁽³⁾ Includes 37 stores in Asia and 8 stores in the Middle East.

STRATEGIC INITIATIVES

**CUSTOMER
CENTRICITY**

**OPTIMIZE
BRAND REACH**

**COMPELLING
ASSORTMENTS**

**CONTINUOUS
PROFIT IMPROVEMENT**

**BRAND
POSITIONING**

**ORGANIZE
TO SUCCEED**

FULL YEAR OUTLOOK UPDATES*

FOR FISCAL 2016, WITH REFERENCES TO LAST YEAR BEING ON AN ADJUSTED NON-GAAP BASIS, THE COMPANY NOW EXPECTS:

- **COMPARABLE SALES TO REMAIN CHALLENGING IN THE SECOND QUARTER, BUT TO IMPROVE IN THE SECOND HALF OF THE YEAR**
- **ADVERSE EFFECTS FROM FOREIGN CURRENCY ON SALES OF APPROXIMATELY \$10 MILLION AND ON OPERATING INCOME OF APPROXIMATELY \$15 MILLION, INCLUDING THE YEAR-OVER-YEAR IMPACT FROM HEDGING**
- **A GROSS MARGIN RATE UP SLIGHTLY TO LAST YEAR'S RATE OF 61.9%, BUT DOWN MODESTLY IN THE SECOND QUARTER**
- **OPERATING EXPENSE DOLLARS TO BE APPROXIMATELY FLAT TO LAST YEAR, WITH INVESTMENTS IN MARKETING, STORE MANAGEMENT AND OMNICHANNEL OFFSET BY SAVINGS FROM EXPENSE REDUCTION EFFORTS. BASED ON THE TIMING OF THESE INVESTMENTS, THE COMPANY EXPECTS OPERATING EXPENSE DOLLARS IN THE SECOND QUARTER TO BE UP 2% TO 3% OVER LAST YEAR**
- **AN EFFECTIVE TAX RATE IN THE MID-TO-UPPER 30S**
- **A WEIGHTED AVERAGE DILUTED SHARE COUNT OF APPROXIMATELY 68 MILLION SHARES, EXCLUDING THE EFFECT OF POTENTIAL SHARE BUYBACKS**
- **CAPITAL EXPENDITURES IN THE RANGE OF \$150 MILLION TO \$175 MILLION**

* Excluded from the company's outlook are the effects of certain potential items, including, but not limited to, insurance recoveries, impairments and other items.

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Abercrombie
& Fitch

NEW YORK