

EST. 1892

# Abercrombie & Fitch

NEW YORK

**JEFFERIES 2013 GLOBAL CONSUMER CONFERENCE**

**JUNE 18, 2013**

# 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 fiscal 2013 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.

# STRATEGIC OBJECTIVE

LEVERAGE THE INTERNATIONAL APPEAL OF OUR ICONIC BRANDS  
TO BUILD A HIGHLY PROFITABLE, SUSTAINABLE, GLOBAL BUSINESS

EST. 1892  
**Abercrombie  
& Fitch**  
NEW YORK

EST. 1892  
**abercrombie**  
KIDS

**GILLY HICKS**  
SYDNEY

PACIFIC MERCHANTS  
  
**HOLLISTER**  
CALIFORNIA  
1922

# Q1 P&L SUMMARY

	2013	2012 (RESTATED)	% Δ
<b>NET SALES</b>	\$838,769	\$921,218	-9.0%
<b>GROSS PROFIT</b>	553,166	541,092	2.2%
GROSS PROFIT RATE	65.9%	58.7%	
<b>OPERATING EXPENSE</b>	567,087	570,037	-0.5%
<b>OPERATING LOSS</b>	(13,921)	(28,945)	
OPERATING MARGIN	-1.7%	-3.1%	
<b>NET LOSS</b>	\$ (7,203)	\$ (21,305)	
<b>NET LOSS PER BASIC &amp; DILUTED SHARE</b>	\$ (0.09)	\$ (0.25)	
<b>BASIC &amp; DILUTED WEIGHTED- AVERAGE SHARES OUTSTANDING</b>	78,324	84,593	-7.4%

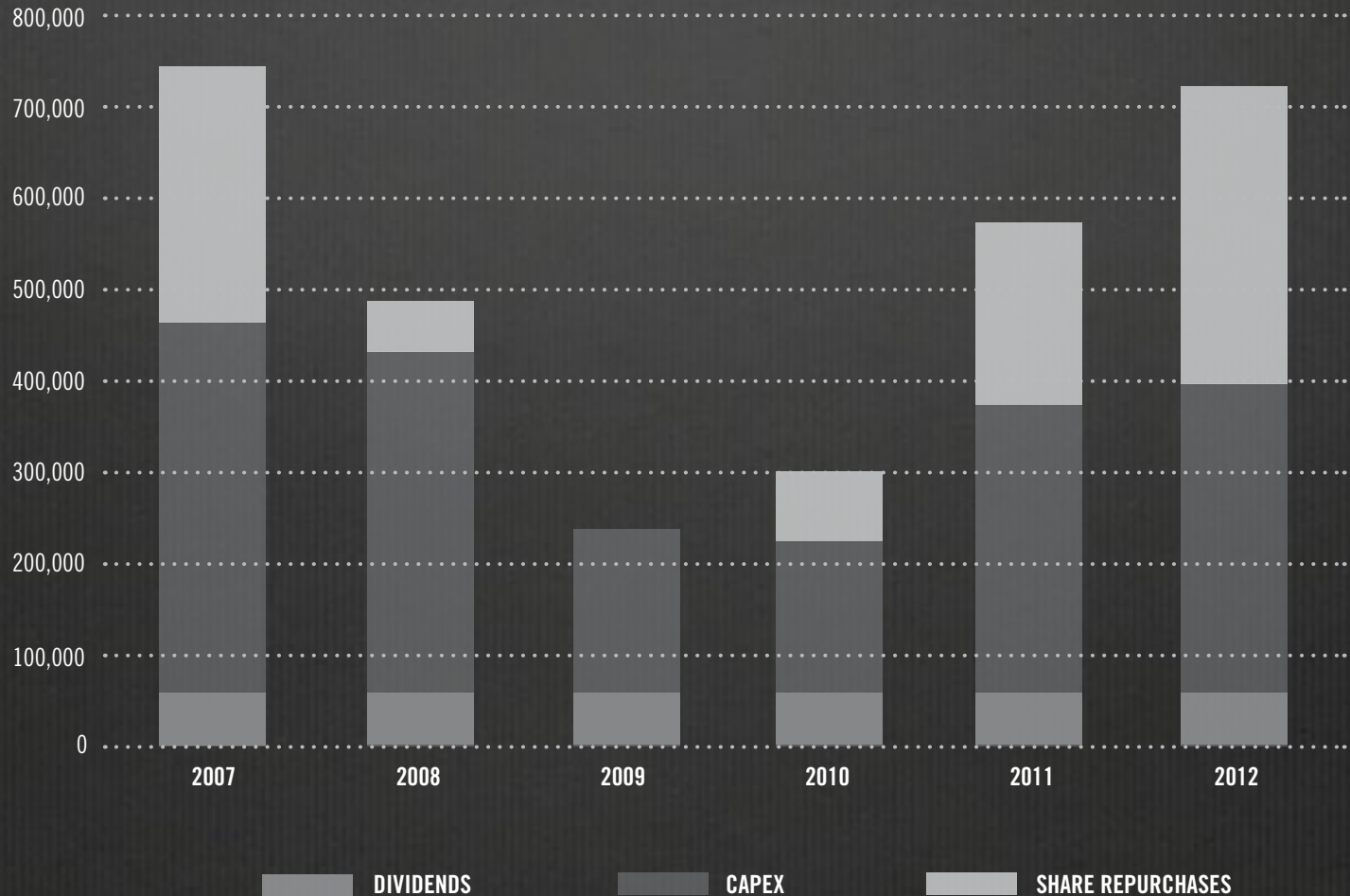
# INTERNATIONAL HOLLISTER STORE COUNT - CUMULATIVE

	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





# CAPITAL ALLOCATION HISTORY



# STRATEGIC CROSS FUNCTIONAL INITIATIVES

## PROCESS EFFICIENCY & ROI

1. GENERAL NON-MERCHANDISE
2. MARKETING
3. SUPPLY CHAIN
4. MERCHANDISE PLANNING & ALLOCATION
5. HOME OFFICE
6. STORE OPERATIONS
7. REAL ESTATE / CONSTRUCTION

AUR

LONG-RANGE PLAN



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