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Abercrombie & Fitch

NEW YORK

2011 Investor Day

Tuesday, April 5th

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Agenda

9:30	Video & Welcome - Mike
	Logistics for the day - Eric
9:45	Opening Remarks - Jonathan
10:15 - 12:45	Panel Presentations and Q&A
12:45	Lunch
1:30	Q&A
2:30	Concluding Remarks - Eric
2:45 – 3:30	Optional DC Tour



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Mike Jeffries – Chairman & Chief Executive Officer

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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 of A&F involve risks and uncertainties and are subject to change based on various 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 29, 2011, in some cases have affected and in the future could affect the Company's financial performance and could cause actual results for the 2011 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.



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Jonathan Ramsden – EVP & CFO

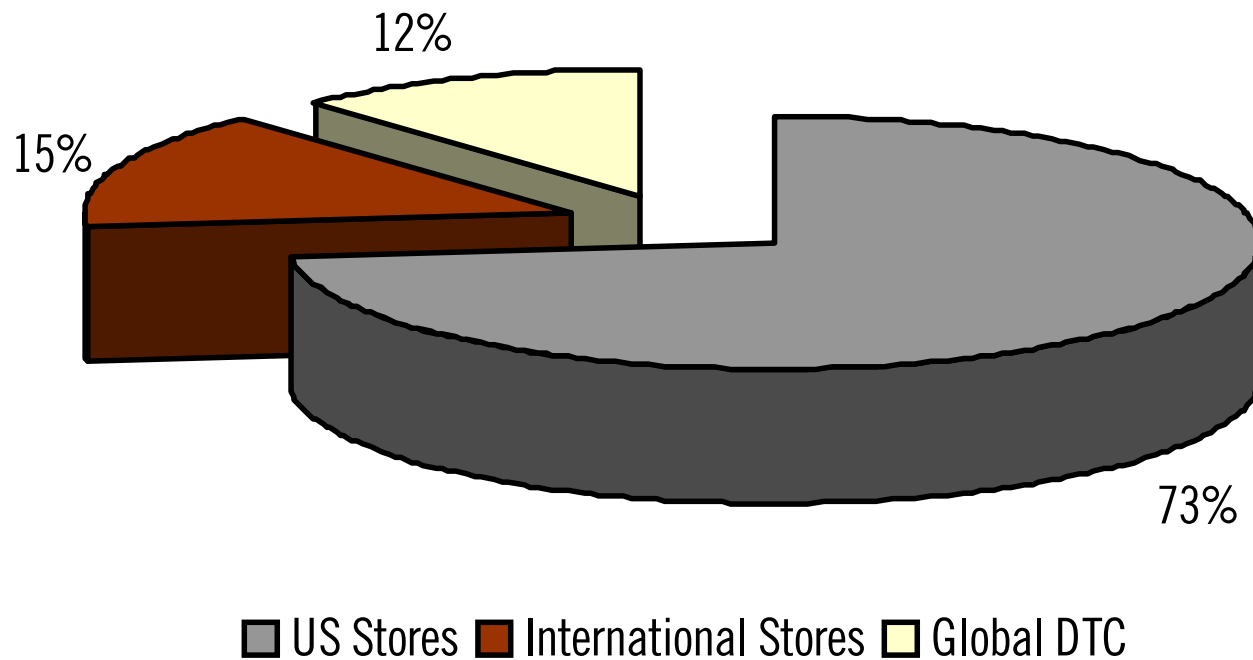
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Global Sales Composition - 2010



Growth Drivers

- A&F International Flagships
- Hollister Europe
- Direct to Consumer
- US Store Productivity
- Other



Existing International Flagships



Existing and 2011 Confirmed International Flagships



Existing and 2011 Confirmed International Flagships



International A&F Flagships - Future



2012 Flagships - Hamburg - Alte Post Building



2012 Flagships - Hong Kong - The Pedder Building



International A&F Flagships - Future



Hollister Europe - Existing



29 Stores
4 Countries



Hollister Europe - Future



~185 Stores
15 Countries
 Represents country



Hollister Europe - Future

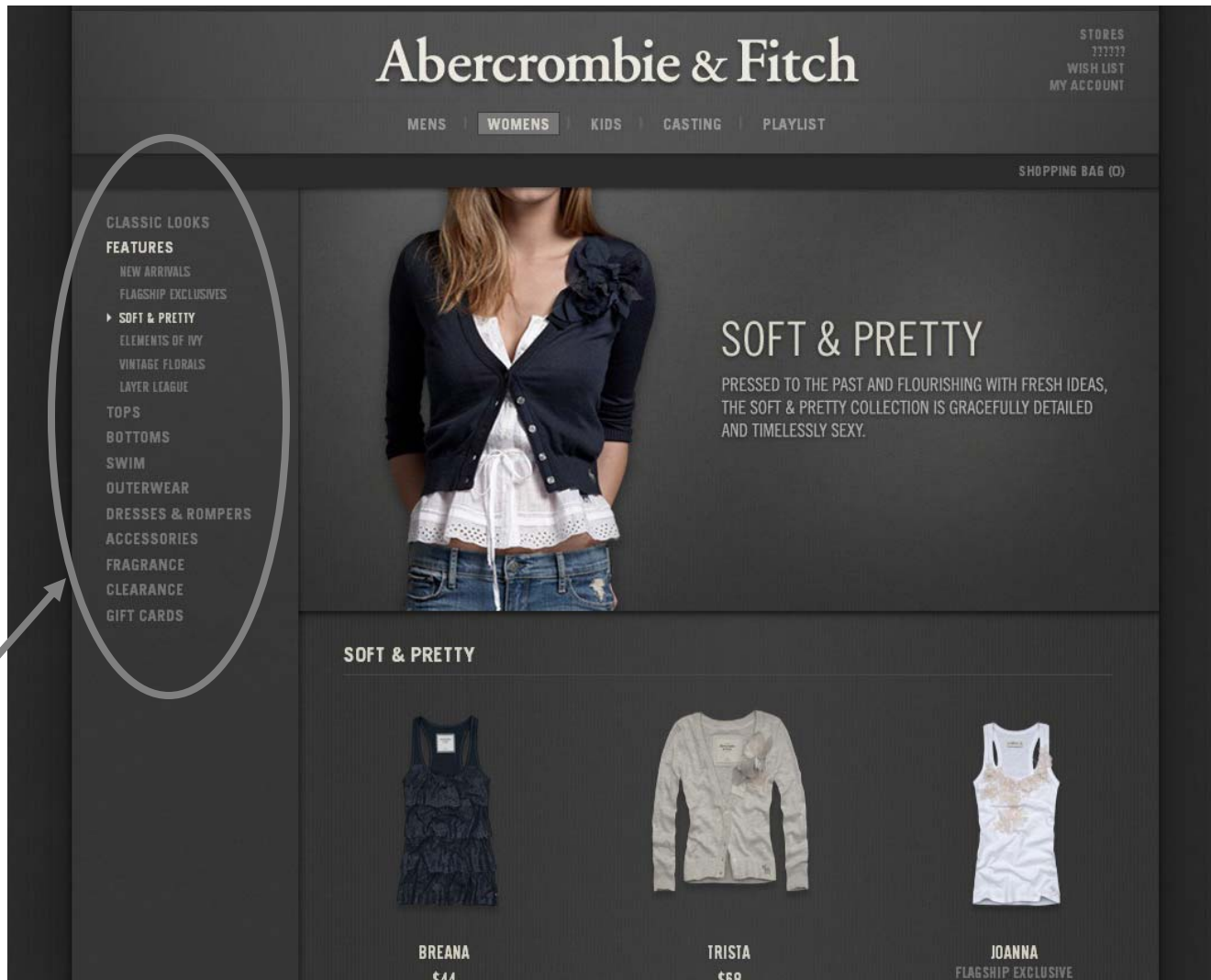


- ~185 Stores
- 15 Countries
-  Represents country

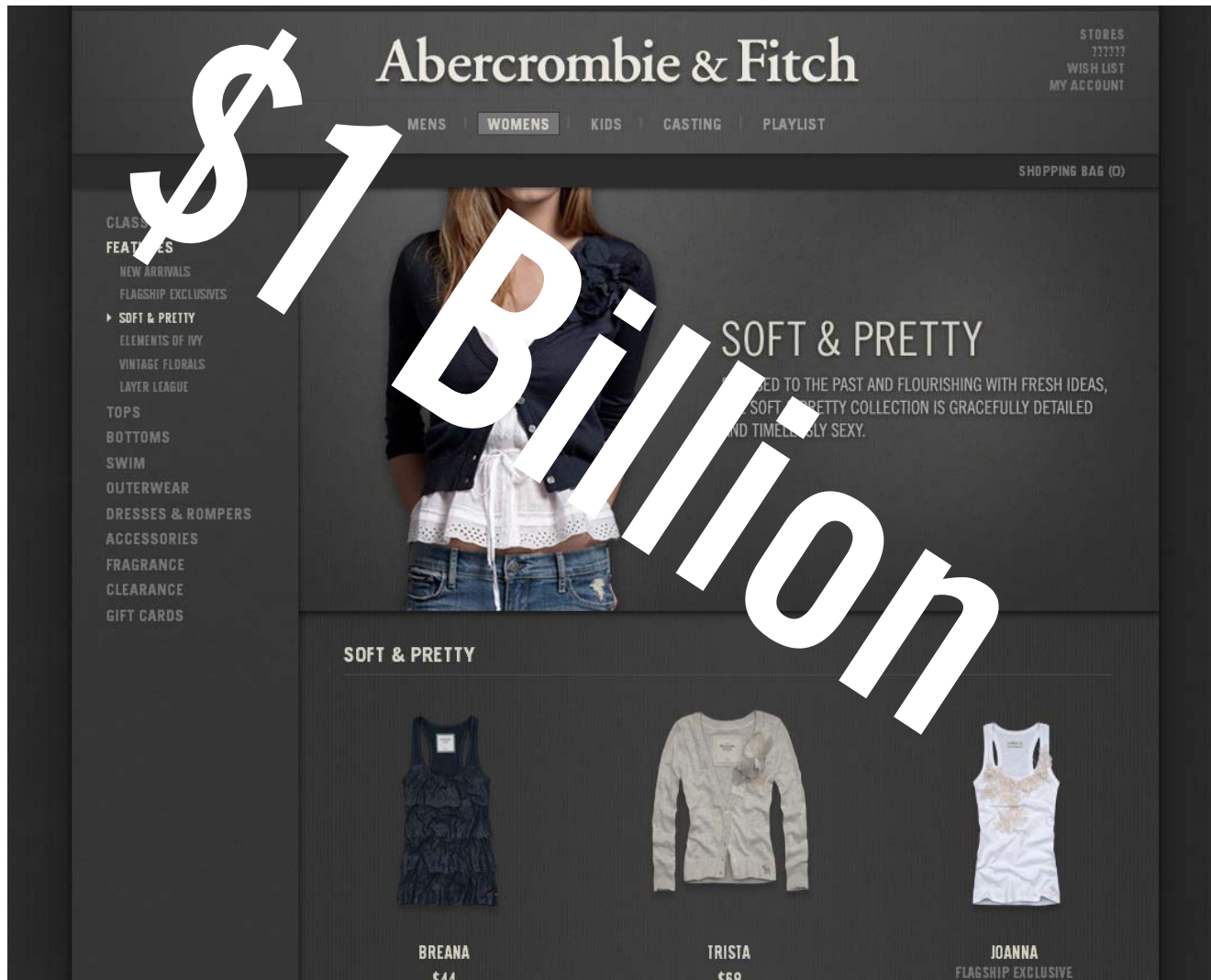
\$1.5 Billion

 Turkey

Direct To Consumer



Direct To Consumer



US Store Productivity

- Revised objective:

90% or greater of 2007 by 2012

Additional Growth Drivers

- Hollister Asia
- Southern Hemisphere
- Gilly Hicks



Hollister Asia



Southern Hemisphere



Gilly Hicks



2015 Sales Potential



Store 4-Wall Margins - 2010

International Stores	~35%
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US Stores	~20%
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2012 Objective

\$4.75 EPS



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