















## COMPANY OVERVIEW

FOURTH QUARTER FISCAL 2022 RESULTS









Strong Portfolio of Brands
Serving Newborn to Tween



# #1 PURE-PLAY CHILDREN'S SPECIALTY APPAREL RETAILER IN NORTH AMERICA

\$1.7B in Annual Revenue\*

**48%** Digital Penetration

**613** Stores in the U.S. and Canada\*

Less than 30% of Revenue from Traditional Malls

**220** International points of distribution\*

Accelerated Amazon
Opportunity











<sup>&</sup>lt;sup>\*</sup> As of January 28, 2023



- Strong brand awareness and market share leader in children's specialty apparel retail
- Strength of design, merchandising, and sourcing teams delivers an on-trend superior product offering, with a strong value proposition, across our portfolio of brands
- Industry-leading digital penetration, with focus on mobilefirst enabled transactions and optimizing interactions with our customers through enhanced brand marketing and targeting.
- Customer centric Omni-channel focus, supported by digital delivery, and driven by customer insights and strategy
- Experienced and talented management team, with an average tenure of over seven years, focused on execution and operational excellence







		% of		% of		% of		s. 21 Decrease)		s. 19 (Decrease)
	Q4 2022	Sales	Q4 2021	Sales	Q4 2019	Sales	%	BPS	<u></u> %	BPS
Net Sales	\$456		\$508		\$513		-10%		-11%	
Gross Profit	80	17.5%	194	38.2%	167	32.5%	-59%	(2,070)	-52%	(1,500)
SG&A	129	28.2%	119	23.4%	113	22.0%	8%	480	14%	620
Depreciation	12	2.7%	14	2.7%	19	3.7%	-11%	0	-36%	(100)
Operating Income	(61)	-13.4%	61	12.1%	35	6.8%	-200%	(2,550)	-275%	(2,020)
Interest	5	1.1%	2	0.4%	1	0.2%	175%	70	415%	90
Income Before Taxes	(66)	-14.5%	59	11.7%	34	6.6%	-211%	(2,620)	-295%	(2,110)
Income Tax	(18)		15		6		-220%		-427%	
Net Income	(\$48)	-10.5%	\$44	8.7%	\$28	5.5%	-208%	(1,920)	-269%	(1,600)
Diluted EPS	(\$3.87)		\$3.02		\$1.85		-228%		-309%	
Shares	12		15		15		-15%		-18%	
EBITDA	(\$49)	-10.7%	\$75	14.7%	\$54	10.5%	-165%	(2,540)	-191%	(2,120)

#### Net Sales -10.2% to last year, -12.8% on comp basis:

- Impact of slowdown in consumer demand, resulting from the unprecedented inflation impacting our customer
- Increased promotional activity across the sector
- Lapping enhanced child tax credit and record holiday in 2021
- Impact of permanent store closures

#### Operating margin -13.4%, - 2,550 bps to last year and -2,030 bps to 2019:

- Lower merchandise margins, due to AUR pressure resulting from an increase in promotional activity across the sector
- Higher domestic supply chain costs and inbound transportation costs due to global supply chain disruptions
- Fixed costs de-leverage on lower net sales

<sup>\*</sup>Adjusted measures are non-GAAP and exclude expenses and income which we believe are not indicative of the performance of the core business. A reconciliation of GAAP and non-GAAP measures is provided in the Company's earnings releases which are available at <a href="http://investor.childrensplace.com">http://investor.childrensplace.com</a>.

<sup>\*\*</sup> Our comparable retail sales do not exclude temporarily closed stores impacted by the COVID-19 pandemic.



		% of		% of		% of		rs. 21 (Decrease)	22 vs Increase/(	s. 19 Decrease)
	FY 2022	Sales	FY 2021	Sales	FY 2019	Sales	<u></u> %	BPS	%	BPS
Net Sales	\$1,708		\$1,915		\$1,871		-11%		-9%	
Gross Profit	514	30.1%	796	41.6%	655	35.0%	-35%	(1,150)	-22%	(490)
SG&A	456	26.7%	452	23.6%	472	25.2%	1%	310	-4%	150
Depreciation	51	3.0%	56	2.9%	72	3.8%	-9%	10	-29%	(80)
Operating Income	7	0.4%	289	15.1%	111	6.0%	-98%	(1,470)	-94%	(560)
Interest	13	0.8%	15_	0.8%	8	0.4%	-11%	0	67%	40
Income Before Taxes	(6)	-0.4%	274	14.3%	103	5.5%	-102%	(1,470)	-106%	(590)
Income Tax	(5)		75		19		-107%		-127%	
Net Income	(\$1)	-0.1%	\$199	10.4%	\$84	4.5%	-101%	(1,050)	-101%	(460)
Diluted EPS	(\$0.08)		\$13.40		\$5.36		-101%		-101%	
Shares	13		15		16		-12%		-17%	
EBITDA	\$58	3.4%	\$345	18.0%	\$183	9.8%	-83%	(1,460)	-68%	(640)

#### Net Sales -10.8% to last year, -11.7% on comp basis:

- Lapping the COVID-19 government stimulus relief programs last year
- Impact of slowdown in consumer demand, resulting from the unprecedented inflation impacting our customer
- Increased promotional activity across the sector
- Impact of permanent store closures

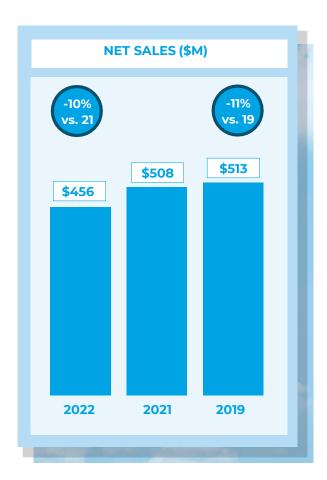
#### Operating margin 0.4%, - 1,470 bps to last year and -560 bps to 2019:

- Lower merchandise margins, due to AUR pressure resulting from an increase in promotional activity across the sector
- Higher domestic supply chain costs and inbound transportation costs due to global supply chain disruptions
- Fixed costs de-leverage on lower net sales

<sup>\*</sup>Adjusted measures are non-GAAP and exclude expenses and income which we believe are not indicative of the performance of the core business. A reconciliation of GAAP and non-GAAP measures is provided in the Company's earnings releases which are available at <a href="http://investor.childrensplace.com">http://investor.childrensplace.com</a>.

<sup>\*\*</sup> Our comparable retail sales do not exclude temporarily closed stores impacted by the COVID-19 pandemic.



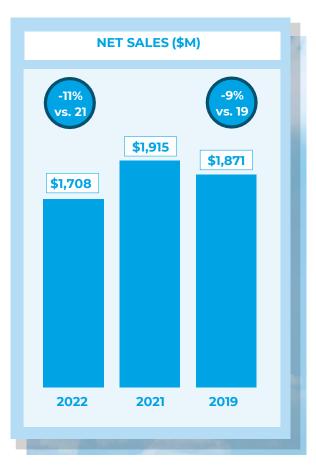


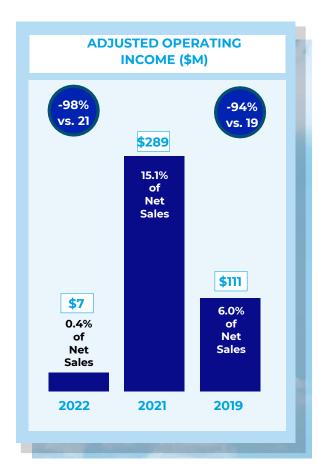




- **Net Sales decreased 10% versus last year**, driven by the impact of a slowdown in consumer demand resulting from the unprecedented inflation impacting our customer, an increase in promotional activity across the sector, lapping the impact of the enhanced child tax credit and a record holiday in 2021, and the impact of permanent store closures.
- Adjusted Operating Income (Loss) was -2,550 basis points versus last year, driven by lower merchandise margins, due to AUR pressure resulting from a slowdown in consumer demand and an increase in promotional activity across the sector, higher domestic supply chain and inbound transportation costs, and the deleverage of fixed expenses resulting from the decline in net sales.
- Adjusted Earnings (Loss) per Share was (\$3.87), versus \$3.02 in 2021 and \$1.85 in 2019









- **Net Sales decreased 11% versus last year**, driven by lapping the COVID-19 stimulus relief program last year, the impact of a slowdown in consumer demand resulting from the unprecedented inflation impacting our customer, an increase in promotional activity across the sector, and the impact of permanent store closures.
- Adjusted Operating Income was -1,470 basis points versus last year, driven by lower merchandise margins, due to AUR pressure resulting from a slowdown in consumer demand and an increase in promotional activity across the sector, higher domestic supply chain and inbound transportation costs, and the deleverage of fixed expenses resulting from the decline in net sales.
- Adjusted Earnings per Share was (\$0.08), versus \$13.40 in 2021 and \$5.36 in 2019



BALANCE SHEET	2022	2021
Cash	\$17	\$55
Accounts Receivable	50	22
Inventory	448	429
Revolver	287	175
Accounts Payable	177	184
Term Loan	50	50

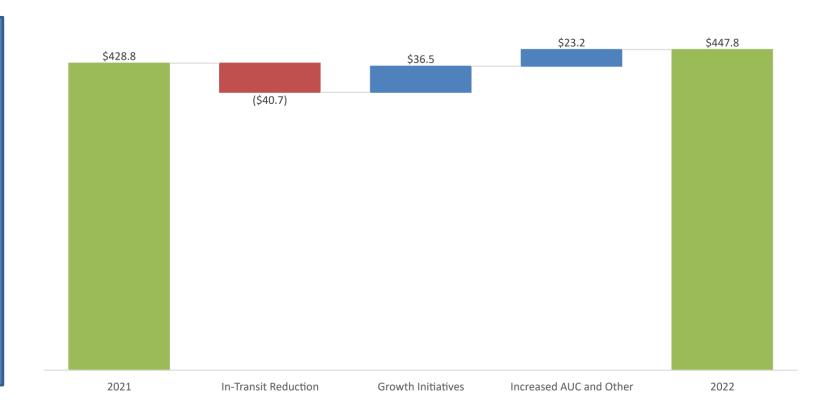
CASH FLOW	2022	2021
<b>Operating Cash Flow</b>	(\$8)	\$133
Capital Expenditures	(46)	(29)
Free Cash Flow	(\$54)	\$104
Share Repurchases	\$95	\$84

- Cash and short-term investments of \$17 million versus \$55 million last year with \$287 million outstanding on our Revolver, compared to \$175 million outstanding last year
- Inventory increased 4%, with 12% of our inventory in-transit
- Accounts Payable decreased 4%, resulting from timing of merchandise receipts

\$14 million in capital returned to shareholders in Q4 2022







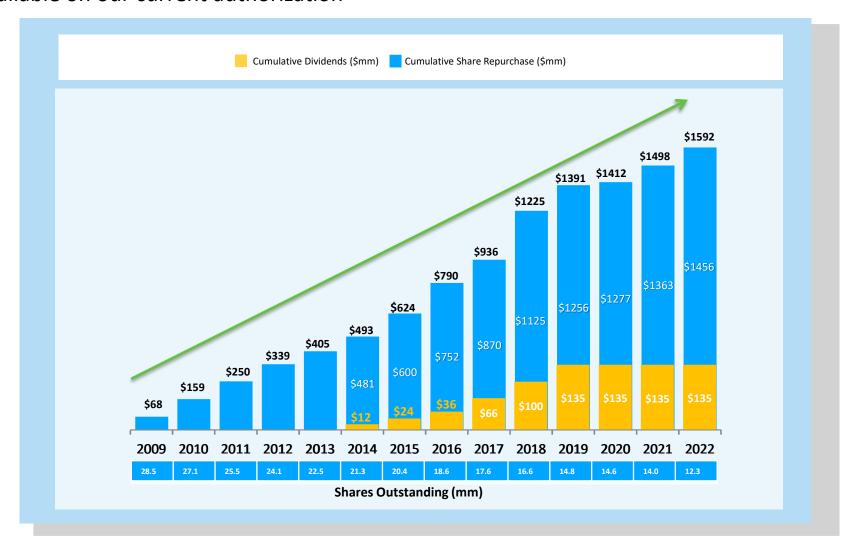
# Actions Taken to Manage Inventory

- Took liquidation action to address high-cost inventory in Q4, exceeding our inventory guidance of up high single digits (inventory +4% Y/Y)
- Seasonal inventories well positioned, with fall and holiday carryover units and cost down double-digits to LY
- Basics inventory represents over 50% of our on-hand inventory, supporting several key categories with little to no markdown risk in a volatile demand environment
- Disciplined approach to 2023 inventory buys, particularly in the front half of the year when cotton is still high
- Inventories anticipated to moderate and experience Y/Y declines throughout 2023



#### Consistent track record returning excess cash to shareholders

• \$14 million of share repurchases in Q4, representing 372 thousand shares, with \$164 million available on our current authorization





#### **Our outlook reflects:**

- Double digit operating margin in back half of year fueled by decrease in cotton & supply chain costs and sequential improvement in operating loss from Q1 to Q2
- Low single digit increases in AUR
- Strong growth in our Wholesale channel with Amazon
- Lower occupancy expenses, resulting from favorable lease negotiations, permanent store closures, and lower variable expenses
- Significant marketing investments

MASTER
8 8

\$ in millions	2023	2022	2021
FIRST QUARTER	Guidance	(% vs. 2022)	(% vs. 2021)
Net Sales	\$335 - \$345	<b>\$362</b> -8% to -5%	\$435 -23% to -21%
Adjusted Operating Income	(6.5%) to (8.0%)	<b>5.7%</b> -1,220 to -1,370	<b>16.2%</b> -2,125 to -2,325
Adjusted Diluted EPS	(\$1.60) to (\$1.90)	<b>\$1.05</b> -253% to -282%	<b>\$3.25</b> -140% to -149%

\$ in millions	2023	2022	2021
FULL YEAR	Guidance	(% vs. 2022)	(% vs. 2021)
Net Sales	\$1,620 - \$1,660	<b>\$1,708</b>	\$1,915
		-5% to -3%	-15% to -13%
Adjusted	3.5% to 4.0%	0.4%	15.1%
Operating Income		309 to 359	-1,107 to -1,157
Adjusted	\$2.50 to \$3.00	(\$0.08)	\$13.40
Diluted EPS		3,081% to 3,677%	-78% to -81%



## The pandemic accelerated our long-standing transformation strategy by approximately five years with respect to digital transformation and fleet optimization

#### 1 OUR #1 PRIORITY REMAINS SUPERIOR PRODUCT

- Our market share position, consistent styling, and strong value proposition give us confidence that our brands can thrive in all economic environments
- 2 SCALING DIGITAL TRANSFORMATION
  - Supported by accelerated investments from fiscal 2017 to 2019, we achieved industry-leading digital penetration at 48% of revenue for fiscal 2022
  - We are implementing key initiatives to scale and optimize our infrastructure to support increased digital traffic given the continued rapid shift in our customers' shopping patterns to online shopping, in particular digital transactions using a mobile device which represented 77 percent of our digital transactions in fiscal 2022, a shift that has been accelerated by the COVID-19 pandemic
  - ACCELERATING FLEET OPTIMIZATION
    - A long-term strategic focus on optimum lease term flexibility enabled us to significantly and strategically accelerate store closures, without financial penalty, to address the pandemic-driven and accelerated consolidation of the brick and mortar channel and structurally reset our occupancy expenses
    - The Company ended the quarter with 613 stores and square footage of 2.9 million, a square footage decrease of 10% compared to the prior year and a decrease of 33% since the onset of the pandemic
    - Our fleet optimization initiative has greatly reduced our reliance on our brick and mortar channel and our mall-based store portfolio represented less than 30% of revenue for fiscal 2022
    - By the end of fiscal 2023, we will have substantially completed our optimized fleet of 500 doors



## Highly talented design, merchandising, and sourcing teams are core strengths, delivering a superior product offering

- Consistently strong customer response to differentiated product offering in all economic environments
- Trend-right and age-appropriate assortments and brands
- Better able to service our customer by being in stock in key basic styles and sizes
- Balancing fashion and fashion basics with more frequent, wear now deliveries
- Relaunched the iconic Gymboree brand in February 2020 to better serve the needs of moms looking for elevated, playful collections for "bow-to-toe" outfitting
- Launched Sugar & Jade in November 2021, a new online tween fashion brand that targets opportunities in our total addressable market
- Launched PJ Place in October 2022, where the new sleepwear lifestyle brand capitalizes on The Children's Place leadership position in children's sleepwear and expands into adults, targeting Millennial and Gen Z audiences

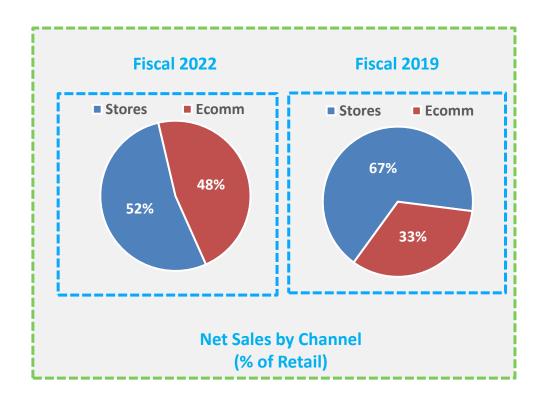






### Our long-standing digital transformation strategy enabled us to achieve an industry-leading digital penetration since the onset of the pandemic

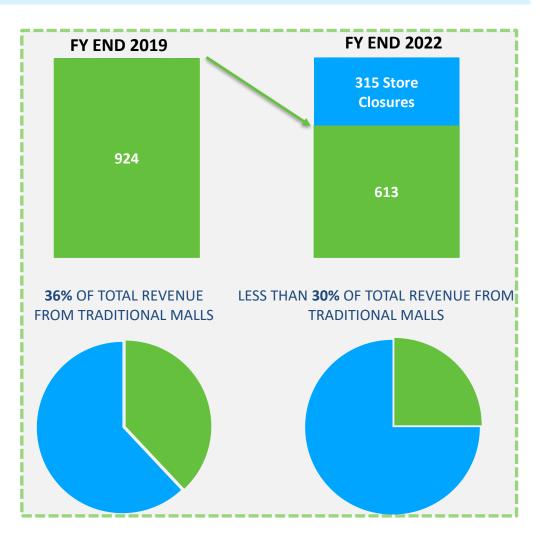
- The pre-existing conditions in our industry the shift to online shopping and the consolidation of brick and mortar stores – have been in place for some time
- The continued impact of COVID-19 has resulted in further acceleration of the shift to digital, putting pressure on the already-stressed brick and mortar channel, resulting in an opportunity to strategically accelerate store closures
- The strategic decision to invest \$50M in 2017-2019 to accelerate our digital transformation and build our omni-channel capabilities from the ground up, provided us with the platform and infrastructure to operate at a high level during the pandemic with the ability to handle the surge in digital demand and associated order fulfillment





#### Our strong transfer rate for permanently closed stores reinforces our decision to strategically accelerate store closures post-pandemic

- Accelerated our fleet optimization by 5
  years since the onset of the pandemic,
  resulting in a structural reset of our
  occupancy expenses and significantly more
  profitable store fleet
- Our sales transfer rate increased from 20% in fiscal 2019 to approximately 30% in fiscal 2020 and has further increased to approximately 32% in fiscal 2022
- 315 store closures since the onset of the pandemic, including 59 in fiscal 2022, and targeting approximately 100 additional closures in 2023 and beyond. Nearly 600 store closures since the fleet optimization initiative was announced in 2013, with that optimization substantially complete by the end of 2023
- Average lease term of less than 2 years, with over 75% of our portfolio coming due for lease action through the end of fiscal 2023









#### **Q4 FY22 DIGITAL PENETRATION 48%**

+11%

US Mobile App Basket Size vs Non-App Transactions **77%** 

US Mobile Transaction Penetration

+29%

US Mobile App Sales Penetration Growth YOY +9%

US Mobile App Sales Growth YOY

+15%

US Mobile App Unique Customers Growth YOY +32%

US Mobile App Traffic Growth YOY





#### THE CHILDREN'S PLACE, INC. BRANDS DOMINATE THE CATEGORY ACROSS SOCIAL MEDIA

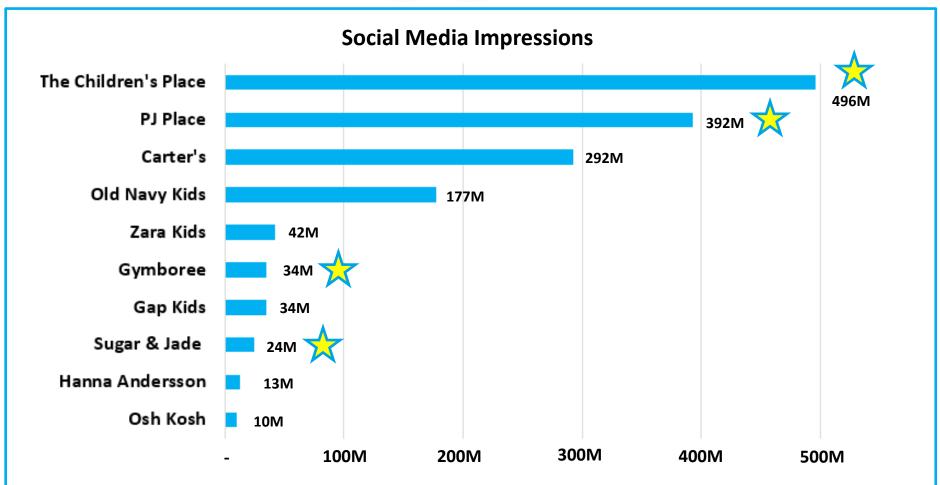
The Children's Place brands go viral in Q3-Q4 across Facebook, Instagram and YouTube totaling over 947M brand social media impressions, representing 62% of total social media impressions across the competitive landscape.







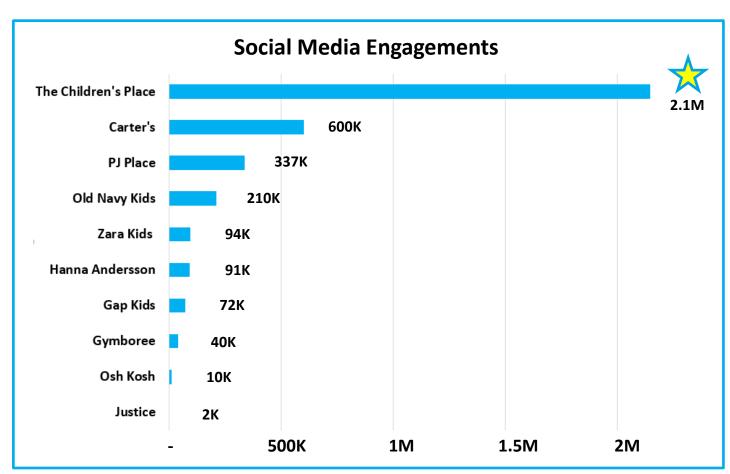


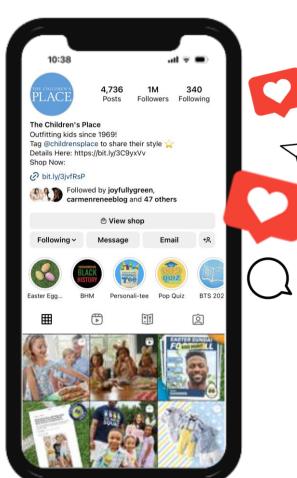




#### THE CHILDREN'S PLACE DRIVES STRONG ORGANIC SOCIAL INTERACTIONS

Significant and qualified organic social followership, with over one (1) million followers on Instagram and strong engagement, with over 2.1M social interactions demonstrating the power of our social footing across Facebook, Instagram, Twitter, and YouTube.





THE CHILDREN'S PLACE

Source: Instagram, Facebook, Twitter, YouTube (July – January) as of 1/28/23.



The Children's Place Holiday Sleepwear campaign affirmed the brand as the leader in holiday matching family sleepwear through the rich-photo and video content produced and syndicated across editorial, celebrity, influencer, social and shopper communities.

The campaign featured a continued partnership with **Kevin Hart**, the iconic **Kardashian-Jenner** families, and **over 15 influencer families** and drove maximum awareness and reach, garnering **over 47.2B earned media impressions across 1K+ media placements**.



Launched a two-prong Holiday partnership with actress, singer, philanthropist, and mom, **Mandy Moore**, and her family. This continued collaboration included rich-photo and video content that captured her growing family in their last shoot as a family of three, preparing for life as a family of four. **The campaign drove over 17B earned media impressions**.

Additionally, the brand, in partnership with **Mandy Moore and Delivering Good**, hosted **philanthropic event** in Mandy's hometown, which included a warm Thanksgiving meal, with the families at Union Station Homeless Services in Pasadena, CA the week prior to Thanksgiving.





The Children's Place partnered with Kris Jenner, Khloe Kardashian and Kim Kardashian to give back to the residents of Alexandria House in Los Angeles, a transitional home for homeless women and their kids.

The Children's Place donated quality products to all residents and their families and the event was featured across celebrity social platforms and media placements.





**Gymboree unveiled ten (10) wardrobe closets** stocked with quality product essentials and personalized gifts. This philanthropic initiative was a continuation of the brands' partnership with **Mandy Moore** and **Delivering Good**.







Launched **PJ Place** in mid-October, targeting Millennial and Gen Z audiences, and furthering establishing **The Children's Place ownership of the sleepwear category**. In celebration of the launch we partnered with **Kris Jenner, Khloe Kardashian, Kevin Hart, Tyler Cameron, Claudia and Jackie Oshry, Daphne Oz**, and more to drive awareness, establish credibility, and increase our following.

The brand collaborated with **Kris Jenner on an over-the-top celebrity gifting** to drum up buzz around the launch. **Over 70 top tier celebrities and influencers shared across their social media platforms about the gifting**.

Additionally, we hosted a **virtual event with Kris Jenner and Khloe Kardashian** that highlighted the must-haves needed to throw the Ultimate PJ Party.







# amazon









#### **Q4 Results**

- Our Q4 Amazon Site Sales were up 120% versus Q4 of 2021 fueled by a 200% increase in traffic over last year.
  - This strong Q4 performance capped a strong end to a great year, with site sales +118 percent in Full year 2022 versus full year 2021 fueled by a 197 percent increase in traffic.
- For full year 2022 we saw an 80% increase in shoppers to 2021.

#### **Advertising**

Ad attributed sales for the quarter actualized at 47% of total sales, +29% to Q4 LY with a strong double digit average return on ad spend.

#### **Turkey 5 Promotion**

- We participated in the Turkey Five Thanksgiving Promotion in Q4, which resulted in the largest day of Amazon sales in our history – exceeding our Q2 Prime Day record.
  - During the five-day period the halo performance of the portfolio generated +197% to LY's T5 event.











#### **Q4 Results**

- The Gymboree brand launched on Amazon in the fall, and the business has consistently built since our launch and exceeded our expectations for 2022.
- Gymboree product detail page traffic was up 95% in Q4 compared to Q3
  - The Gymboree brand store saw a 135% increase in traffic in Q4 compared to Q3.
- Conversion increased 3% in Q4 compared to Q3.

#### **Advertising**

- The momentum we experienced in Q4 was partly fueled by an enhanced advertising strategy built around maximizing the brand's visibility in high-impact placements.
- Ad attributed sales for the quarter actualized at 36% of total sales with a strong return on ad spend signaling significant opportunity ahead to drive incremental sales through increased marketing investment.
  - Top performing Ads in Q4 featured Gymboree's 2023 Brand Ambassador Mandy Moore and Family!





**GYMBORee** 

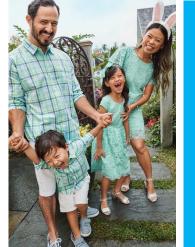












# THE CHILDREN'S PLACE

























## GYMBORee.

















































#### **Environment, Social & Governance**

We published our current ESG Report in October 2023 which details the 16 areas of focus included in our 2030 ESG roadmap

#### ENVIRONMENT



#### Climate & Energy:

Reducing GHG emissions across our operations and global supply chain



#### Raw Materials:

Increasing the use of more sustainable materials in our products.



#### Water Stewardship:

Working with vendors to reduce water consumption in manufacturing and processing.



#### Chemical Management:

Supporting implementation of responsible chemical management and wastewater systems.



#### Waste:

Diverting the amount of our waste sent to landfill.



#### Circularity:

Helping to avert product and material disposal through reuse and recycling

#### SOCIAL



#### Workplace Health & Safety:

Safeguarding our associates and customers.



#### Talent:

Investing in the people that make our business possible.



#### Diversity, Equity & Inclusion:

Building an inclusive environment where all people feel welcome and valued.



#### Community:

Supporting children and families in need.



#### Supply Chain Compliance:

Helping to improve the lives of third-party factory workers and to protect their rights in the workplace.



#### Worker Well-Being:

Moving beyond the factory walls to improve the well-being of workers and their families.

#### GOVERNANCE



#### **Board Composition:**

Continuing Board refreshment, prioritizing diversity and relevant experience.



#### Board Oversight and Risk Management:

Expanding Committee responsibilities to enhance oversight of ESG.



#### Ethics & Integrity:

Operating in an ethical and responsible manner in all aspects of our business.



#### Cybersecurity & Privacy:

Protecting the information we receive about our customers, associates and other third-party partners.





#### **Highlights**

We continue to work on our 26 public commitments, including finishing work on our goals to be completed in 2023

#### **Environment**

- Join the ZDHC initiative and set timing for zero discharge of hazardous chemicals in our global supply chain by end of 2023
- 2. Implement systems to assess and improve compliance and traceability in our global supply chain by end of 2023
- 3. Complete a product end-of-life pilot program and set our circularity goals by end of 2023
- 4. Our top 20 denim and woven bottoms factories to meet the Higg FEM Level 1 sustainability rating in management systems for chemicals by end of 2023

#### Social

- 1. Implement third-party worker well-being programs with our top 25 global vendors impacting 140,000 workers in the global supply chain by end of 2023
- 100% of workers in third-party manufacturing factories transitioned from cash-based system to digital wage payments by end of 2023

#### **OUR INITIATIVE PARTNERS**



























#### **FORWARD LOOKING STATEMENTS**

This presentation contains or may contain forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to statements relating to the Company's strategic initiatives and adjusted net income per diluted share. Forward-looking statements typically are identified by use of terms such as "may," "will," "should," "plan," "project," "expect," "anticipate," "estimate" and similar words, although some forwardlooking statements are expressed differently. These forward-looking statements are based upon the Company's current expectations and assumptions and are subject to various risks and uncertainties that could cause actual results and performance to differ materially. Some of these risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, including in the "Risk Factors" section of its annual report on Form 10-K for the fiscal year ended January 29, 2022. Included among the risks and uncertainties that could cause actual results and performance to differ materially are the risk that the Company will be unsuccessful in gauging fashion trends and changing consumer preferences, the risks resulting from the highly competitive nature of the Company's business and its dependence on consumer spending patterns, which may be affected by changes in economic conditions (including inflation), the risks related to the COVID-19 pandemic, including the impact of the COVID-19 pandemic on our business or the economy in general, the risk that the Company's strategic initiatives to increase sales and margin are delayed or do not result in anticipated improvements, the risk of delays, interruptions and disruptions in the Company's global supply chain, including resulting from the COVID-19 pandemic or other disease outbreaks, foreign sources of supply in less developed countries, more politically unstable countries, or countries where vendors fail to comply with industry standards or ethical business practices, including the use of forced, indentured or child labor, the risk that the cost of raw materials or energy prices will increase beyond current expectations or that the Company is unable to offset cost increases through value engineering or price increases, various types of litigation, including class action litigations brought under consumer protection, employment, and privacy and information security laws and regulations, the imposition of regulations affecting the importation of foreign-produced merchandise, including duties and tariffs, and the uncertainty of weather patterns. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date they were made. The Company undertakes no obligation to release publicly any revisions to these forward-looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.











