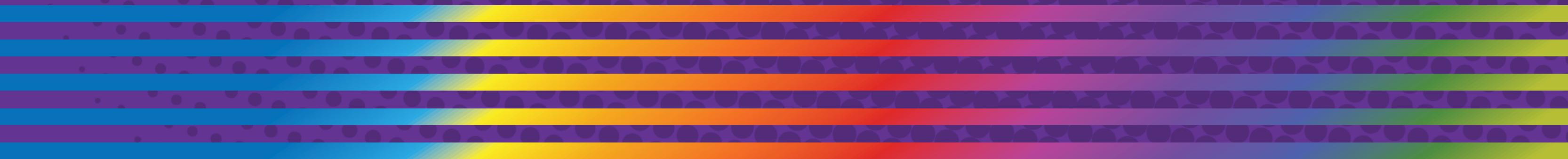


five
BEL®W





five BELOW
INVESTOR DAY 2022

IGNITE THE VISION!





CHRISTIANE PELZ

VICE PRESIDENT

**INVESTOR RELATIONS &
TREASURY**

5B SINCE 2016



five BELOW®

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welcome

Q4 & FY 2021 EARNINGS

**Q1 & FY 2022
GUIDANCE**

GROWTH VISION

q&a

LUNCH / STORE TOUR

FORWARD-LOOKING STATEMENT

This news release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 as contained in Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, which reflect management's current views and estimates regarding the Company's industry, business strategy, goals and expectations concerning its market position, future operations, margins, profitability, capital expenditures, liquidity and capital resources, store count potential and other financial and operating information. Investors can identify these statements by the fact that they use words such as "anticipate," "assume," "believe," "continue," "could," "estimate," "expect," "intend," "may," "plan," "potential," "predict," "project," "future" and similar terms and phrases. The Company cannot assure investors that future developments affecting the Company will be those that it has anticipated. Actual results may differ materially from these expectations due to risks and uncertainties associated with the COVID-19 pandemic (including closures of our stores, adverse impacts on our sales and operations, future impairment charges and the risk of global recession, and the impact of government regulation), risks related to disruption to the global supply chain, risks related to the Company's strategy and expansion plans, risk related to disruptions in our information technology systems and our ability to maintain and upgrade those systems, risks related to the inability to successfully implement our online retail operations, risks related to cyberattacks or other cyber incidents, risks related to our ability to select, obtain, distribute and market merchandise profitably, risks related to our reliance on merchandise manufactured outside of the United States, the availability of suitable new store locations and the dependence on the volume of traffic to our stores, risks related to changes in consumer preferences and economic conditions, risks related to increased operating costs, including wage rates, risks related to extreme weather, pandemic outbreaks (in addition to COVID-19), global political events, war, terrorism or civil unrest (including any resulting store closures, damage, or loss of inventory), risks related to leasing, owning or building distribution centers, risks related to our ability to successfully manage inventory balance and inventory shrinkage, quality or safety concerns about the Company's merchandise, increased competition from other retailers including online retailers, risks related to the seasonality of our business, risks related to our ability to protect our brand name and other intellectual property, risks related to customers' payment methods, risks related to domestic and foreign trade restrictions including duties and tariffs affecting our domestic and foreign suppliers and increasing our costs, including, among others, the direct and indirect impact of current and potential tariffs imposed and proposed by the United States on foreign imports, risks associated with the restrictions imposed by our indebtedness on our current and future operations, the impact of changes in tax legislation and accounting standards and risks associated with leasing substantial amounts of space. For further details and a discussion of these risks and uncertainties, see the Company's periodic reports, including the annual report on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K, filed with or furnished to the Securities and Exchange Commission and available at www.sec.gov. If one or more of these risks or uncertainties materialize, or if any of the Company's assumptions prove incorrect, the Company's actual results may vary in material respects from those projected in these forward-looking statements. Any forward-looking statement made by the Company in this news release speaks only as of the date on which the Company makes it. Factors or events that could cause the Company's actual results to differ may emerge from time to time, and it is not possible for the Company to predict all of them. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws.



JOEL ANDERSON

**PRESIDENT &
CHIEF EXECUTIVE OFFICER
5B SINCE 2014**



fiVe BELoW®

20 YEARS AGO
FIRST STORE IN
PHILLY METRO



OCT 2002



THEN + NOW

- **UNIQUE CONCEPT**
- **INCREDIBLE VALUE**
- **FUN, TREASURE-HUNT EXPERIENCE**
- **FOR TEENS & TWEENS**
- **THE YES! STORE**

five BELOW®



10 YEARS AGO
CELEBRATED IPO



JULY 2012

2011

\$297m sales
\$26m OP INCOME
9% OP margin
192 STORES

2021

~10X
~15X
~+400BPS
~6X

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welcome

Q4 & FY 2021 EARNINGS

**Q1 & FY 2022
GUIDANCE**

GROWTH VISION

q&a

LUNCH / STORE TOUR



KEN BULL

**CHIEF FINANCIAL OFFICER
5B SINCE 2005**



DRIVING FY'21 RECORD PERFORMANCE

**OPENED
171 NEW STORES**
1,190 at FYE

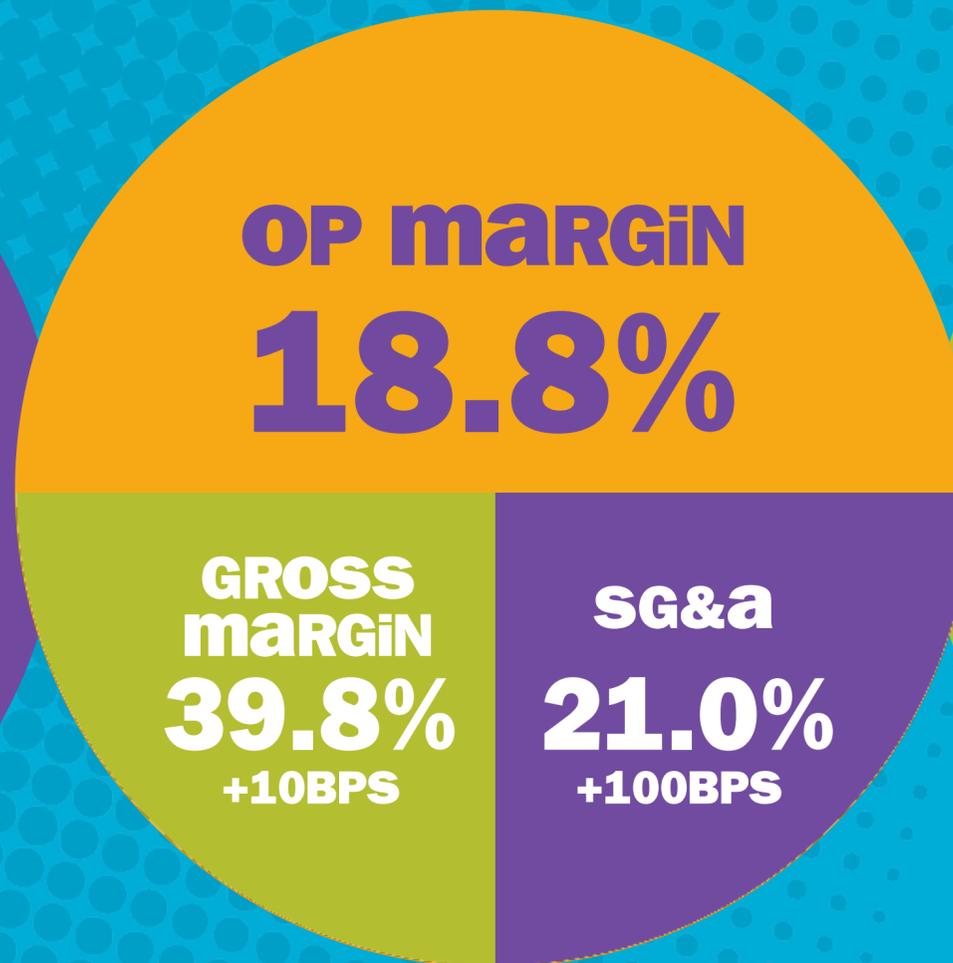
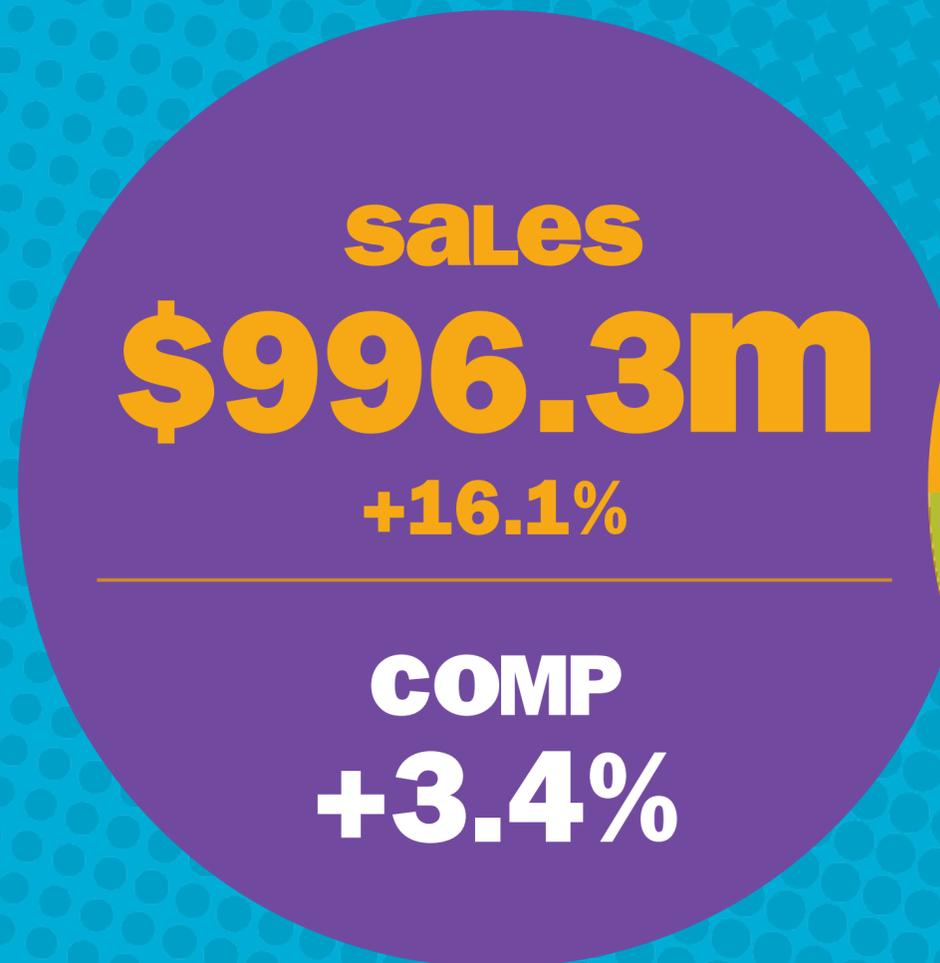
"S" TRENDS
SQUISH, SENSORY,
SLIME LICKER

**PRODUCT,
EXPERIENCE &
SUPPLY CHAIN**
FIVE BEYOND, ASSISTED
CHECKOUT, ARIZONA DC

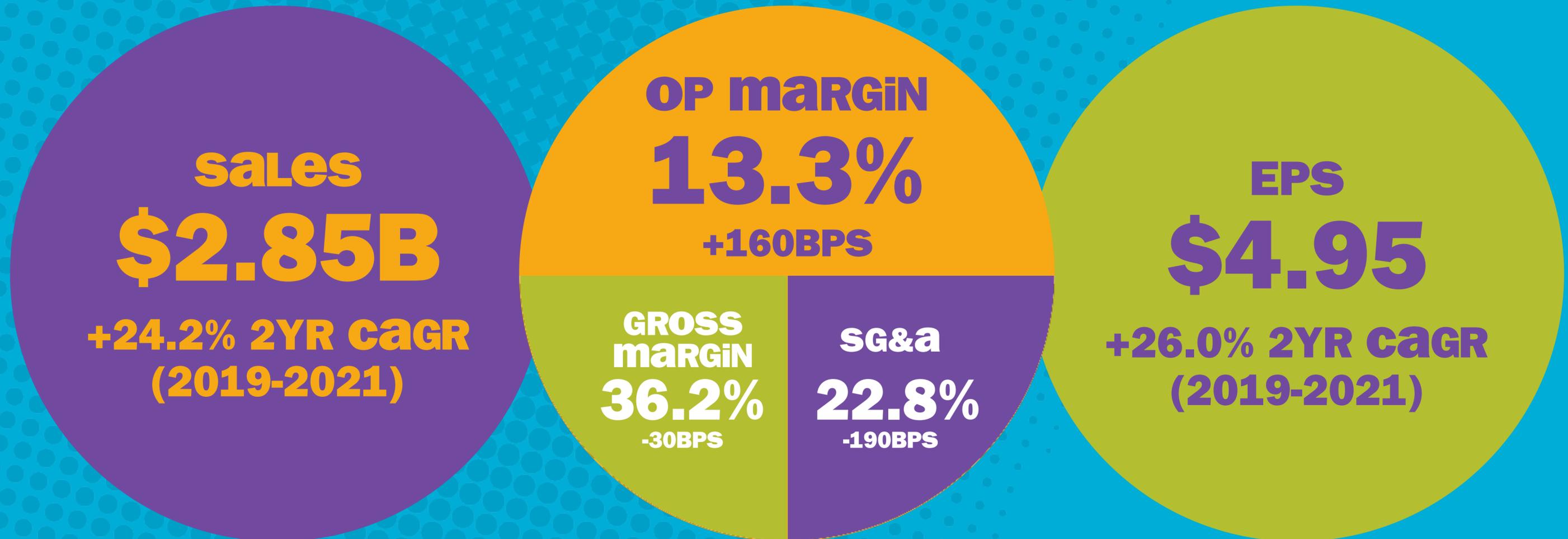


Q4'21 RESULTS

VS. LY



RECORD SALES & PROFITABILITY IN FY'21 VS. 2019



fy'21 RESULTS

TOTAL STORES

1,190

**15% CaGR
(2019-2021)**

INVENTORY

+6%

PER STORE VS. 2019

cash

\$380M

capex

\$288M

agenda

welcome

Q4 & FY 2021 EARNINGS

**Q1 & FY 2022
GUIDANCE**

GROWTH ViSiON

q&a

LUNCH / STORE TOUR

fiVE BEL°W 20/20 ViSiON

2020

20%

20%+

**20%
SALES GROWTH**

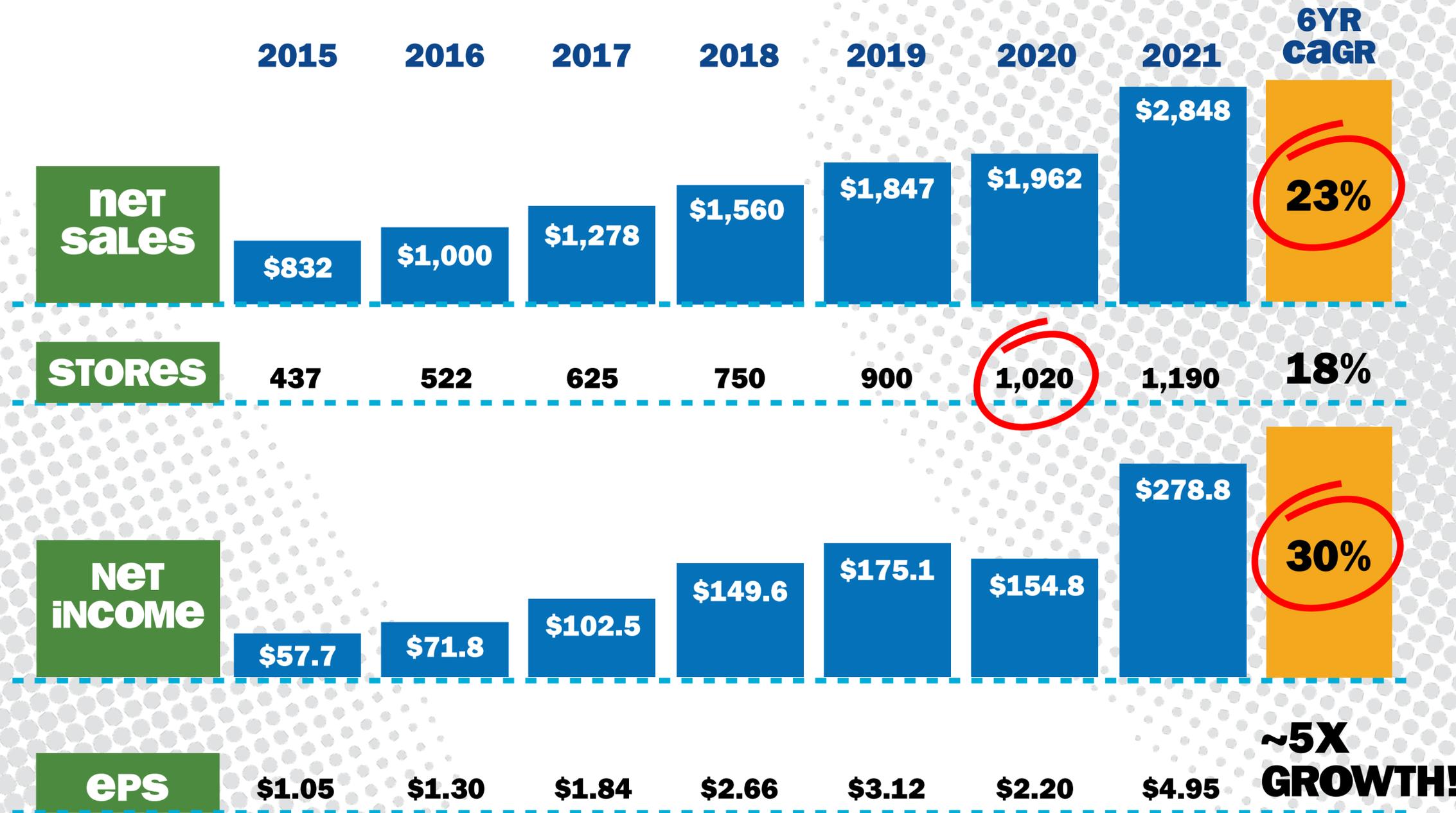
**20%+
NET INCOME GROWTH**

LEVERAGE!

**OUR #1
PRIORITY!**

1,000 STORES

DISCIPLINED & PROFITABLE GROWTH





JOEL ANDERSON
PRESIDENT & CEO
5B SINCE 2014



KEN BULL
CHIEF FINANCIAL OFFICER
5B SINCE 2005



GEORGE HILL
CHIEF RETAIL OFFICER
5B SINCE 2017



ERIC SPECTER
CHIEF ADMINISTRATIVE
OFFICER
5B SINCE 2014



MICHAEL ROMANKO
CHIEF MERCHANDISING
OFFICER
5B SINCE 2015



JUDY WERTHAUSER
CHIEF EXPERIENCE
OFFICER
5B SINCE 2019

LEADERSHIP **AVERAGE 30+ YEARS IN RETAIL**



AARON BOOKMAN
SVP
FINANCE
5B SINCE 2012



IDALIA FARRAJOTA
SVP
MERCHANDISING
5B SINCE 2019



JUAN GALARRAGA
SVP
RETAIL OPERATIONS
5B SINCE 2020



ANDY KUNSELMAN
SVP
GLOBAL SOURCING &
PRODUCT DEVELOPMENT
5B SINCE 2022



RON MASCIAANTONIO
SVP
GENERAL COUNSEL &
NEW BUSINESS DEVELOPMENT
5B SINCE 2018



TOD MOREHEAD
SVP
MERCHANDISING
5B SINCE 2019



RICH TANNENBAUM
SVP
GLOBAL SUPPLY CHAIN
5B SINCE 2019



KRISCHELLE TENNESSEN
SVP
HUMAN RESOURCES
5B SINCE 2019



EYA YERKES
SVP
PLANNING & ALLOCATIONS
5B SINCE 2016



FELIPE ZARDO
SVP
DIGITAL
5B SINCE 2020

LEADERSHIP AVERAGE 25+ YEARS IN RETAIL

fiVE BELoW®

knows life is waaay better
when you're free to

LET GO & HAVE FUN

in an **AMAZING EXPERIENCE**

filled with

UNLIMITED POSSIBILITIES

priced so low
you can always say

YES!

to
the

NEWEST, COOLEST STUFF!



ENVIRONMENT:

- Sold +5M Low-Cost, Reusable Bags in 2021
- LED Lighting in ~100% of Chain

SOCIAL:

- Highly Engaged Crew
- Strong Community Giving

GOVERNANCE:

- 10 Highly Experienced Board Members
 - 30% Female
 - 20% Represent Ethnic Minorities

VISION FOR GROWTH



TRIPLE
DOUBLE!

FROM 1,200
TO 3,500+
BY 2030

TRIPLE
U.S. STORE BASE

DOUBLE
TOP LINE &
BOTTOM LINE

SALES = DOUBLE
EPS = DOUBLE+
BY 2025

2025
IGNITE THE VISION!

iNNOVATION
PRODUCT
SUPPLY CHAIN
EXPERIENCE
GROWTH

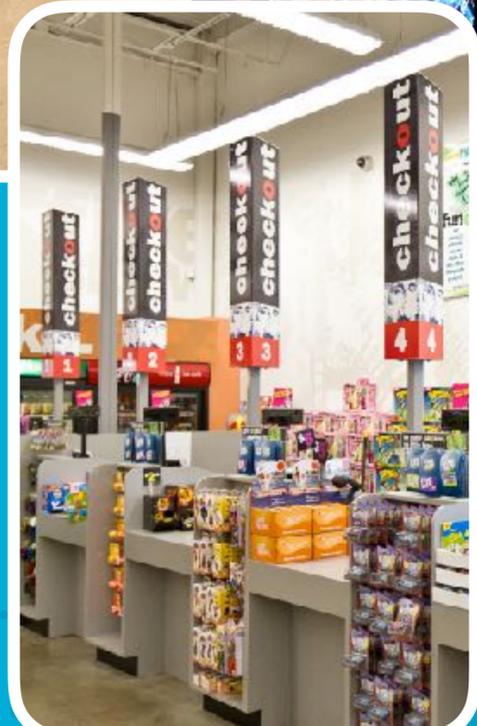
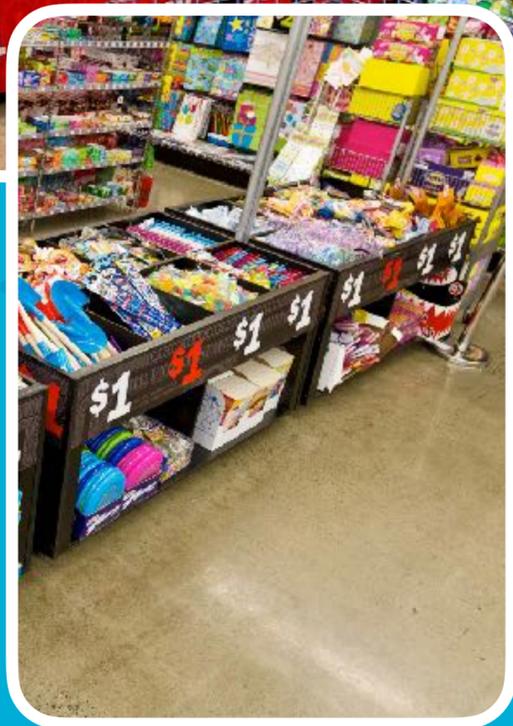
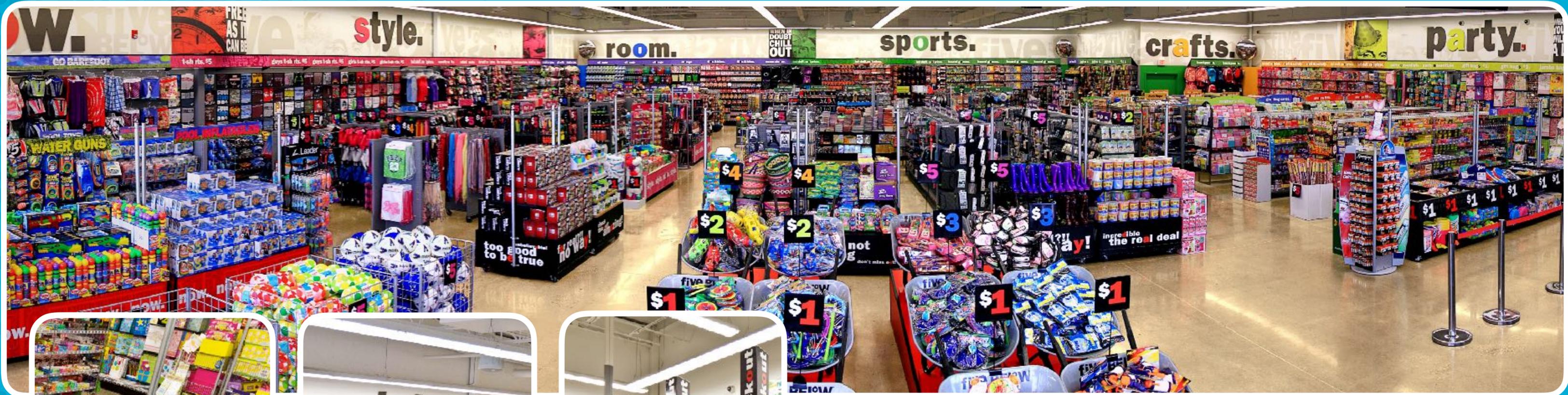




PROTOTYPE



EVOLVING OUR PROTOTYPE VINTAGE

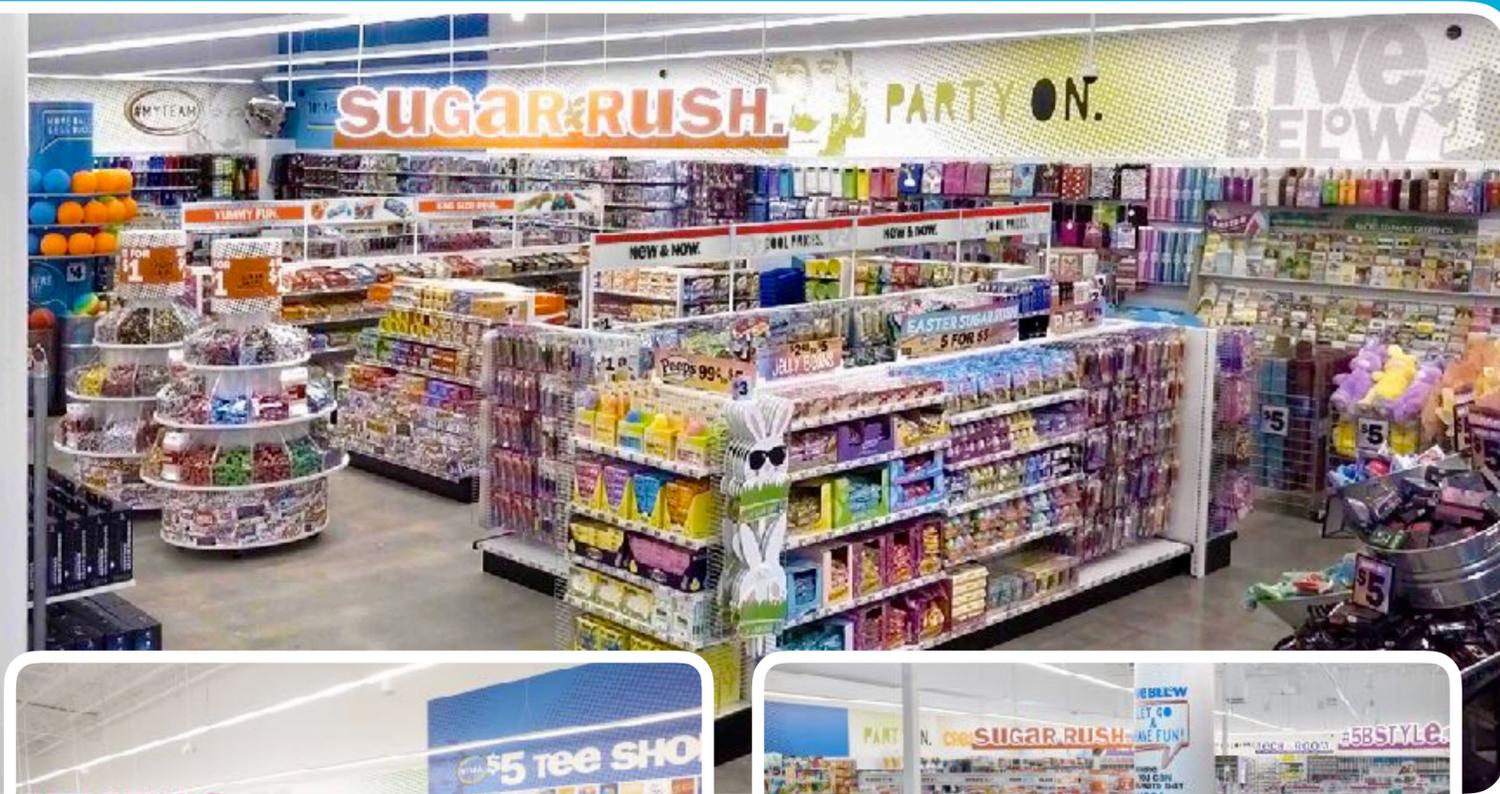
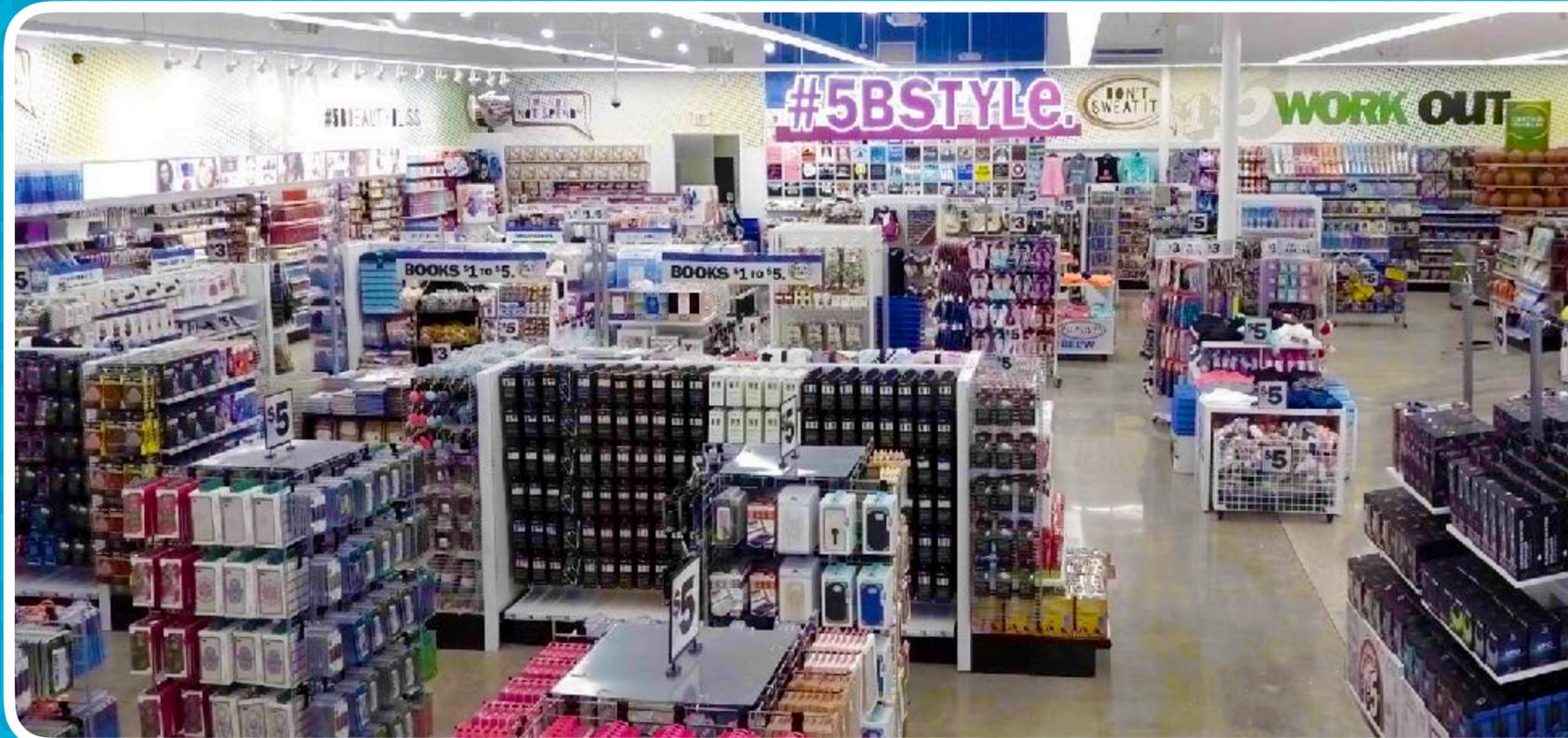


- INTRODUCED 2008
- “Racetrack” LAYOUT

- ~7,000 SQ FT
- ~30% OF CHAIN EOY'21

five BELOW

EVOLVING OUR PROTOTYPE fresh



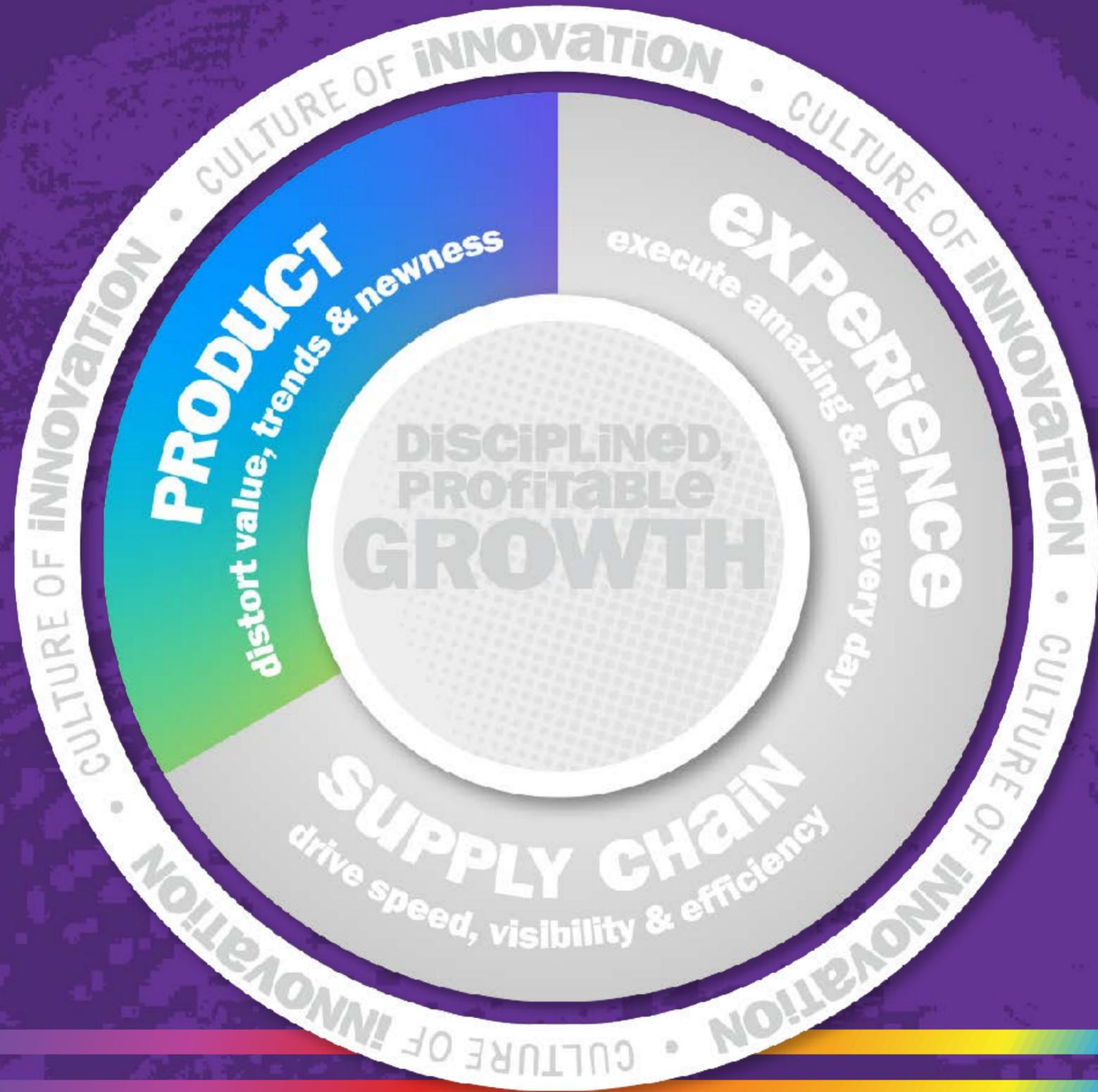
- INTRODUCED 2017
- “RUNWAY” LAYOUT
- “LET GO & HAVE FUN” ENVIRONMENT
- ~8,500 SQ FT
- ~40% OF CHAIN EOY'21

EVOLVING OUR PROTOTYPE BEYOND



- **INTRODUCED 2020**
- **“EASY-IN, STICKY-OUT” LAYOUT**
- **EXPANDED CUSTOMER VALUE - \$5+**
- **REIMAGINED CHECKOUT EXPERIENCE**
- **~9,000 SQ FT**
- **~30% OF CHAIN EOY'21**

five BELOW®





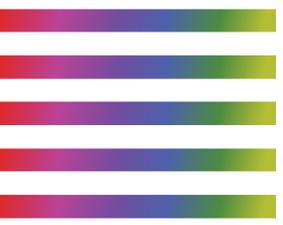
Michael ROMANKO

**Chief MERCHANDISING
Officer**

5B SINCE 2015



five BELOW®



OUR 8 WORLDS

→ **ENABLE RELEVANCY** → **DRIVE GROWTH**



celeBRATING RiTUALS of Life & miLESTONES of GROWiNG UP



EAR PIERCING

- Milestone Moment at an Incredible Value
- 150 Store Pilot in 2022



BALLOONS

- Make Celebrations Fun & Convenient
- 250 Store Pilot in 2022



ROOM

- Create Your Space/Makeover
- Seasonal Updates



FIRST CAR

- Personalize Your Car
- Steering Wheel Covers, LED Lights & More



PET

- Accessories for Pets of All Sizes
- More Wow for Furry Friends

REDUCING WASTE IN PACKAGING



TECH CABLE PACKAGING

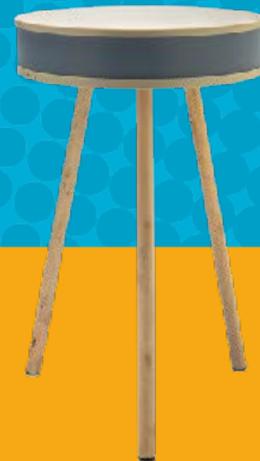
- 400K LBS. OF PAPER & PLASTIC SAVED/YEAR
- 30% OCEAN CONTAINER REDUCTION/YEAR
- PAPER POUCH 100% CURBSIDE RECYCLABLE
- \$1M+/YEAR SAVINGS IN FREIGHT & PACKAGING

GROWING FIVE BEYOND



6FT
BASKETBALL
HOOP

Bluetooth
WIRELESS
SPEAKER
TABLE



ROBOTIC VACUUM

ITEMS ON A SHELF



STORE WITHIN A STORE

**DRIVES
EXPANSION OF
EXTREME VALUE**

- **REMODEL Lift – MID-SINGLE DIGITS**
- **~2X BASKET SIZE**
- **50% HIGHER UNITS PER TRANSACTION**

five BELOW®

DISRUPTIVE PRODUCT + DISTORTED VALUE

“CRAZE” TRENDS

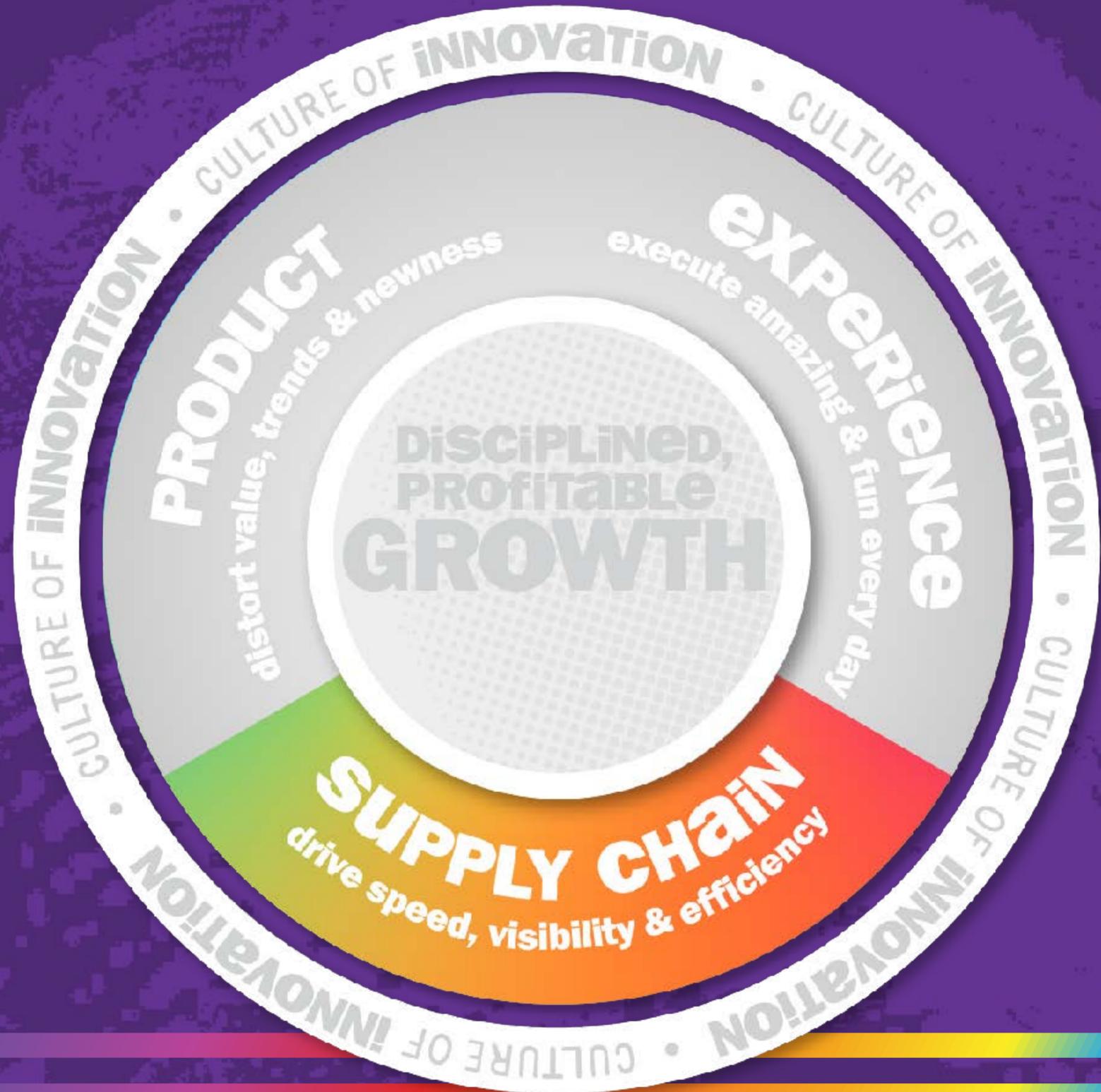


LICENSED TRENDS & BRANDS



RELEVANCY (ON-TREND STUFF)







ERIC SPECTER

**Chief ADMINISTRATIVE
Officer**

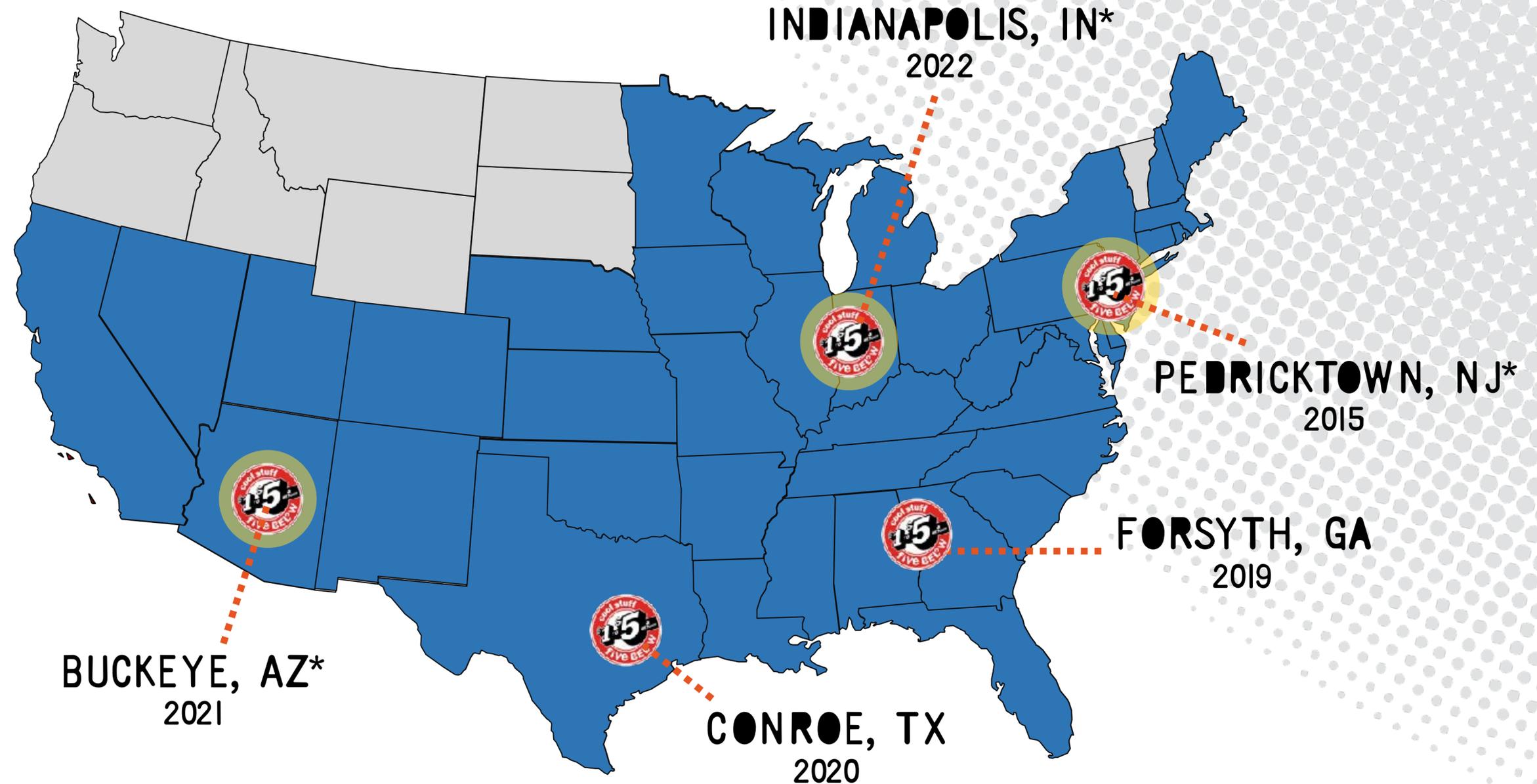
5B SINCE 2014



five BELOW®

GROWTH mode activated

- **5-NODE DC NETWORK**
- **Service ~100% DMAs WITHIN 1-2 DAYS**
- **E-COMMERCE FULFILLMENT IN 3 NODES**
- **DRIVES LEVERAGE & CONTROL**



*SUPPORTS E-COMMERCE

five BELOW

LEVERAGING SCALE

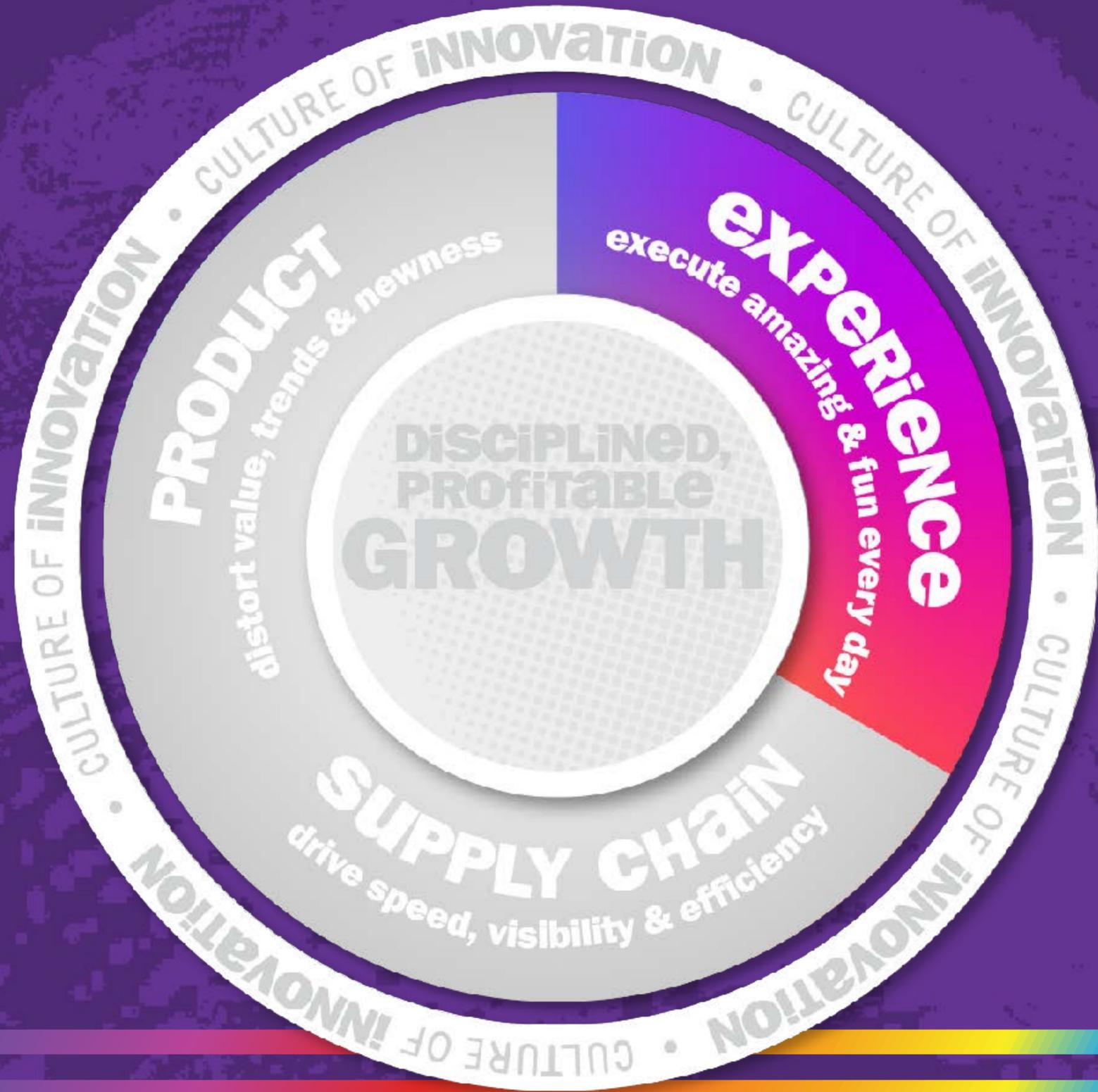
- **2,000+ STORE CAPACITY**
- **SHARED INVENTORY MODEL FOR RETAIL + e-COMMERCE**
- **GREATER EFFICIENCY, SPEED & ACCURACY**
- **STRONG VENDOR RELATIONSHIPS**
- **MULTI-YEAR OCEAN CONTAINER CONTRACTS**



CONTROLLING OUR DESTINY

- **5B-OWNED DC NETWORK**
- **DIRECT IMPORTS INCREASING TO ~50%**
- **SOURCING DIVERSIFICATION**
- **BI-COASTAL CONSOLIDATION POINTS FOR DOMESTIC VENDORS**
- **PILOTING 5B-OWNED TRUCK FLEET**





JUDY WERTHAUSER

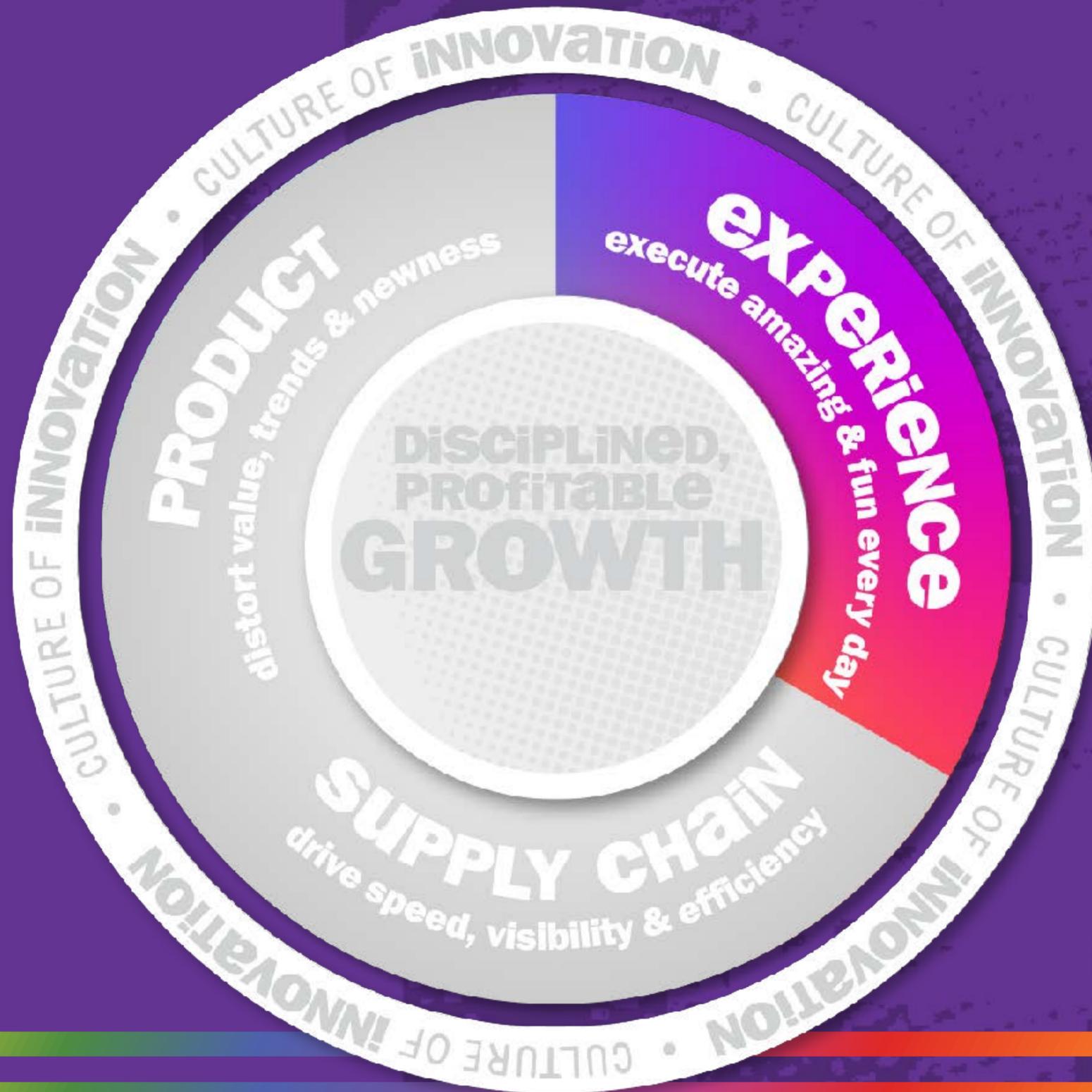
**Chief EXPERIENCE
Officer**
5B SINCE 2019



FELIPE ZARDO

SVP, DIGITAL
5B SINCE 2020

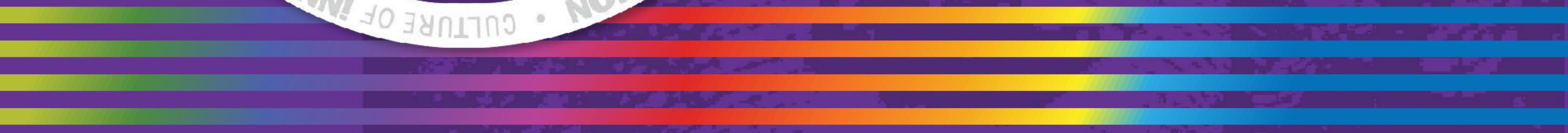




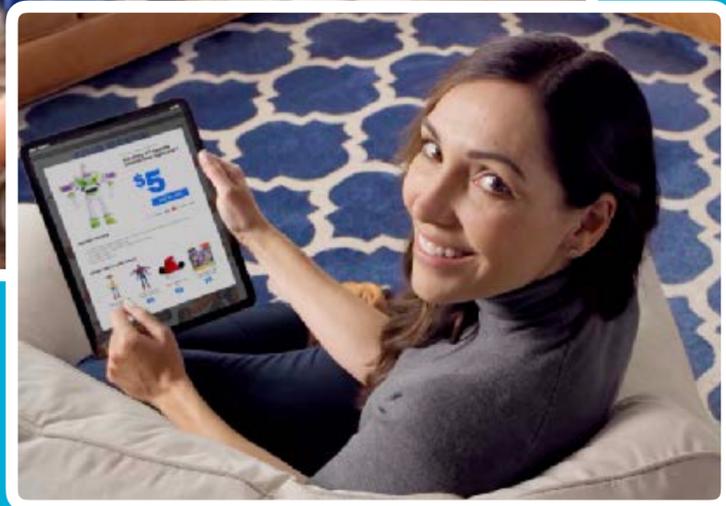
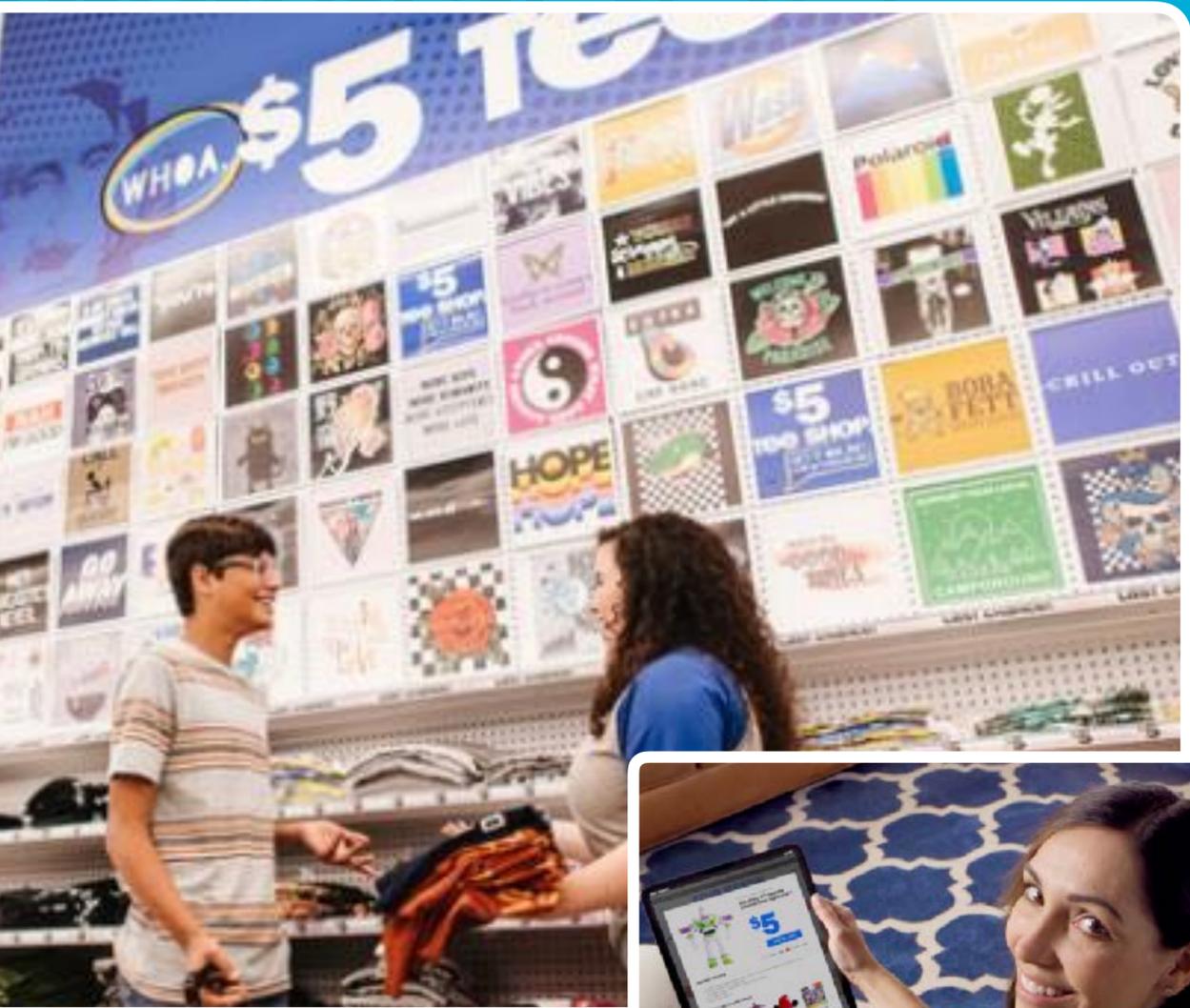
CUSTOMER

CREW

COMMUNITY



CONNECTING WITH OUR CUSTOMER



**ANONYMOUS &
TRANSACTIONAL**



**INDIVIDUAL
CUSTOMER-LEVEL
DATA**

- **INVESTMENTS IN DATA & ANALYTICS UNLOCK DEEPER & RICHER INSIGHTS**
 - ▶ **CUSTOMER LIFETIME VALUE**
 - ▶ **CATEGORY & PRODUCT AFFINITIES**
 - ▶ **OMNICHANNEL BEHAVIOR**
 - ▶ **MARKETING EFFECTIVENESS**
- **LAUNCH LOYALTY PROGRAM BY 2025!**

five BELOW®

CREATING EXPERIENCES THAT WOW



GREATER CONVENIENCE Via ASSISTED SELF CHECKOUT

- ELIMINATES LINES
- MITIGATES WAGE RATE GROWTH
- FREES UP THE CREW TO DRIVE SALES
- CHAINWIDE BY 2025

five BELOW

CREATING EXPERIENCES THAT WOW



- **LEVERAGE DIGITAL TO UNLOCK GREATER REACH, ACCESS & CONVENIENCE**
- **OMNi CUSTOMERS:**
 - **HAVE HIGHER AFFINITY**
 - **LOWER CHURN**
 - **SPEND MORE**

- ▶ **SAME-DAY DELIVERY – 2021**
- ▶ **SHIP FROM STORE - 2022**
- ▶ **BOPIS ROLLOUT – 2022**

five BELOW®

ENGAGING OUR CREW



- 20,000+ CREW MEMBERS
- CREATING AN INCLUSIVE & ENGAGING CULTURE
- UNIQUE PURPOSE & VALUES
- TOP QUARTILE IN OVERALL SATISFACTION (GALLUP)



WOW OUR CUSTOMERS.

UNLEASH YOUR PASSION.

HOLD THE PENNY HOSTAGE.

ACHIEVE THE IMPOSSIBLE.

WORK HARD, HAVE FUN, BUILD A CAREER.

five BELOW®

LIVING OUR PURPOSE

five BELOW

knows life is waaay better when you're free to

LET GO & HAVE FUN

in an

AMAZING EXPERIENCE

filled with

UNLIMITED POSSIBILITIES

priced so low you can always say

YES!

to the

NEWEST, COOLEST STUFF!



Hope for Henry Charles

Jun 16, 2021 · 🌐

Such a sweetheart. ❤️

The night went pretty good, he was up a lot, but was able to settle pretty quickly each time. This morning he is talking more and even ate a little breakfast. He's very

Henry's really looking forward to getting out of here. He can't wait to go to the store called Five below. He is requesting "2 toys and 1 candy."

can't wait to go to the store called Five below. He is requesting "2 toys and 1 candy."

We are currently in the ICU. But potentially able to move upstairs to the floor either tonight or tomorrow.

Keep those prayers coming! ❤️



five BELOW

LIVING OUR PURPOSE

five BELOW

knows life is waaay better when you're free to

LET GO & HAVE FUN

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AMAZING EXPERIENCE

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UNLIMITED POSSIBILITIES

priced so low you can always say

YES!

to the

NEWEST, COOLEST STUFF!



Hope for Henry Charles
Sep 30, 2021 · 🌐

You guys, I'm so sorry I have not posted an update for so long! I know I need to be better about this.



Hope for Henry Charles
Sep 30, 2021 · 🌐

Following Henry's back surgery, Five Below contacted us after some of Henry's followers called in and shared his video from the hospital. They closed down their store and gave Henry a shopping experience of a lifetime! We couldn't believe how amazing they made this experience for him. 😭 Shout out to Five Below in St. Cloud-the one we frequent the most!

did not give us enough time to make it happen. 😭 But could you imagine him being the face of Five Below??? 🙏 Such a cool opportunity, that I wish could have worked



five BELOW

making an iMPACT iN OUR COMMUNITiES

- \$10M GOAL iN 2022
- ON OUR WAY TO RAISING \$40M SINCE 2012



five BELOW





GEORGE HILL

CHIEF RETAIL OFFICER
5B SINCE 2017



VISION FOR GROWTH

FROM 1,200
TO 3,500+
BY 2030

**10X MORE
STORES
THAN 2015!**

TRIPLE
OUR U.S. STORE BASE

DOUBLE
**TOP LINE &
BOTTOM LINE**

**SALES = DOUBLE
EPS = DOUBLE+
BY 2025**

**TRIPLE
DOUBLE!**

2025
IGNITE THE VISION!

five BELOW[®] ANYWHERE!

- GEOGRAPHICAL RELEVANCE & EXPANSION
- URBAN GROWTH OPPORTUNITIES
- DENSIFICATION
- SEMI-RURAL SURPRISES
- COMBINING PHYSICAL + DIGITAL

URBAN 5TH AVE, NYC



SEMI-RURAL FLOWOOD, MS



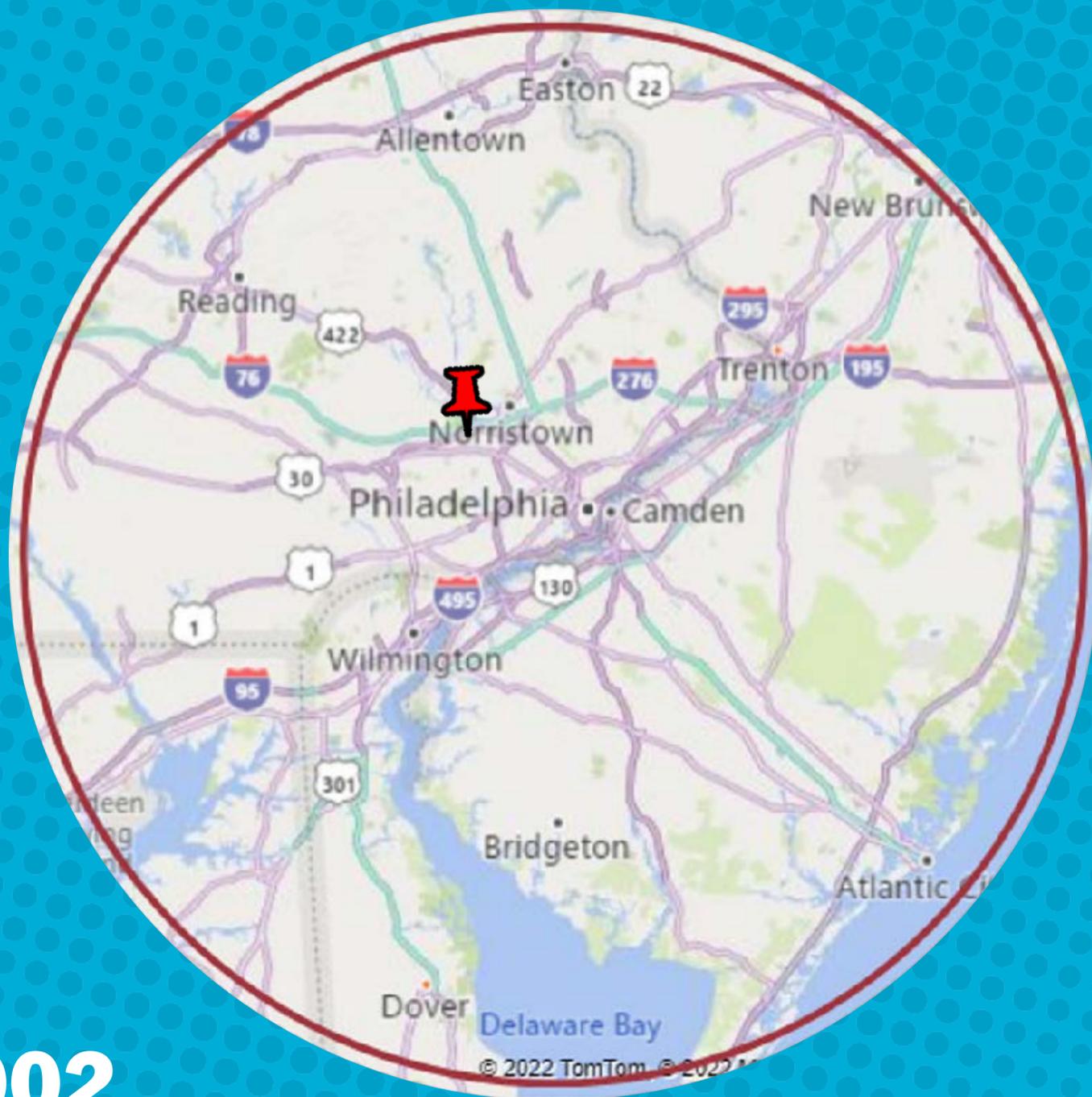
SUBURBAN DOLPHIN MALL, FL



SHIPCENTER BUCKEYE, AZ



DENSIFICATION IN OUR HOMETOWN OF PHILLY



2002

- **FIRST STORE IN WAYNE, PA**

2002

five BELOW®

DENSIFICATION IN OUR HOMETOWN OF PHILLY



2002

- **FIRST STORE** IN WAYNE, PA

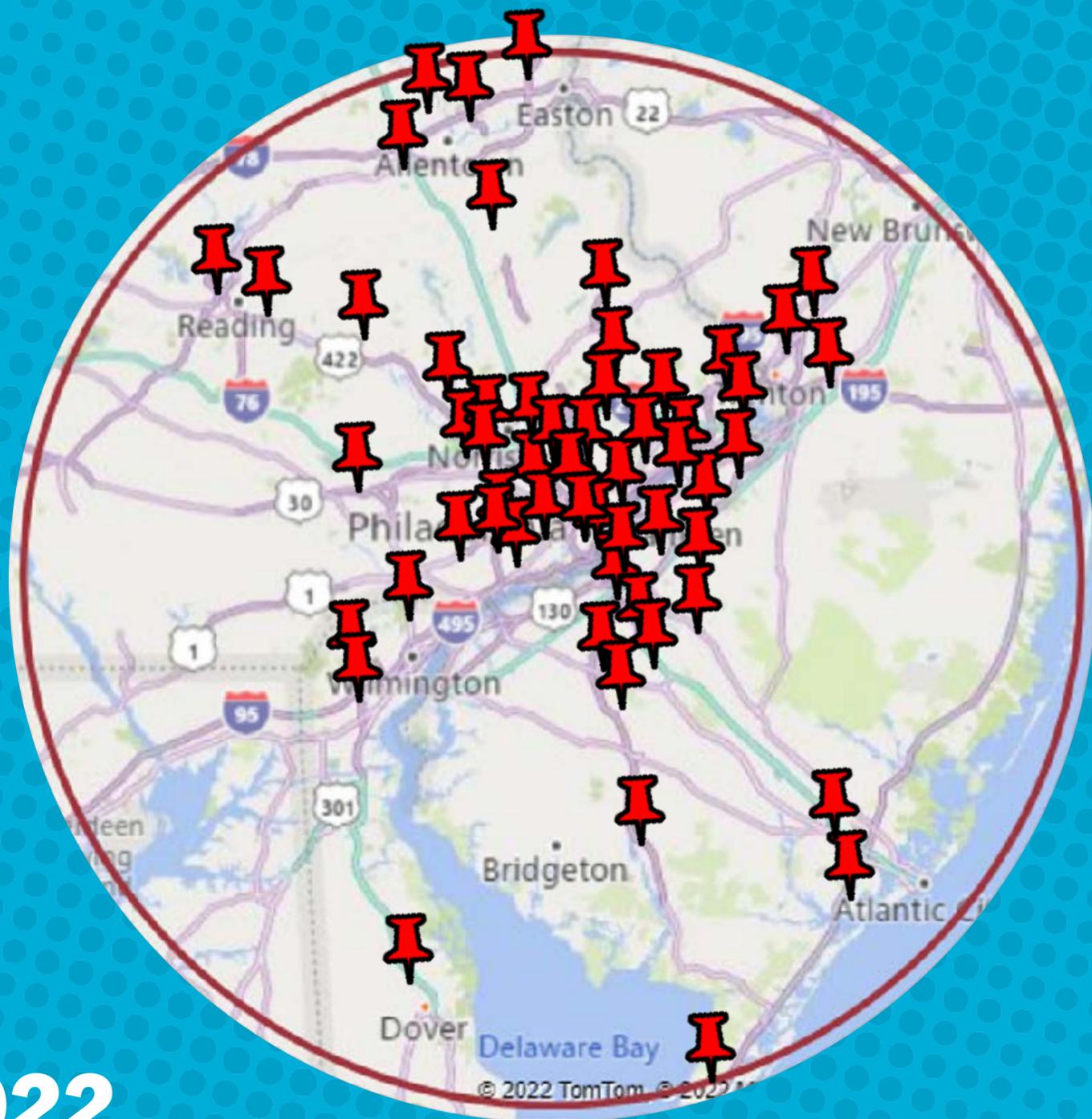
2012

- **30 STORES** IN PHILLY DMA

2012

five BELOW

DENSIFICATION IN OUR HOMETOWN OF PHILLY



2002

- **FIRST STORE** IN WAYNE, PA

2012

- **30 STORES** IN PHILLY DMA

2022

- **+60 STORES** IN PHILLY DMA

2022

five BELOW®

DENSIFICATION IN OUR HOMETOWN OF PHILLY



2002

- **FIRST STORE** IN WAYNE, PA

2012

- **30 STORES** IN PHILLY DMA

2022

- **+60 STORES** IN PHILLY DMA

BEYOND

- **ABILITY TO DOUBLE!**
OVER 120 STORE POTENTIAL

**THE
future**

five BELOW®

FIVE BEYOND EVERYWHERE!



- ✓ **Deliver 3-5% ANNUAL COMP 2023+**
- ✓ **80% of chain in BEYOND FORMAT BY 2025**
- ✓ **OPEN ~1,000 new STORES**
- ✓ **CONVERT ~750 STORES**

five BELOW®

VISION FOR GROWTH

FROM 1,200
TO 3,500+
BY 2030

**10X MORE
STORES
THAN 2015!**

TRIPLE
OUR U.S. STORE BASE

DOUBLE
**TOP LINE &
BOTTOM LINE**

**SALES = DOUBLE
EPS = DOUBLE+
BY 2025**

**TRIPLE
DOUBLE!**

2025
IGNITE THE VISION!

five BELOW

2025

3X

3X

TRIPLE

DOUBLE!

INNOVATION
never STANDING STILL

PRODUCT
celebrate RiTuALS of LiFe &
MiLESTONES of GROwiNg UP

SUPPLY CHAIN
CONTROL OUR OWN DESTINY

EXPERIENCE
COMMITMENT TO CONNECTING

GROWTH
accelerate -
STRONGER THAN EVER!

2025
IGNITE THE VISION!

agenda

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Q4 & FY 2021 EARNINGS

**Q1 & FY 2022
GUIDANCE**

GROWTH ViSiON

q&a

LUNCH / STORE TOUR

VISION FOR GROWTH

FROM 1,200
TO 3,500+
BY 2030

TRIPLE
OUR U.S. STORE BASE

SALES = **DOUBLE**
EPS = **DOUBLE+**
BY 2025

DOUBLE

OUR TOP LINE
\$5.6B IN SALES

2023-2025
17% Store CAGR +
3-5% Comp

OUR BOTTOM LINE
\$10 EPS

~14% Operating
Margin

TRIPLE
DOUBLE!

sales GROWTH

~17%
UNIT GROWTH
CaGR
(2023-2025)

+

3-5%
annual
COMP sales
GROWTH

=

~20%
CaGR
(2023-2025)

+75%
DRIVEN BY
NEW STORES

DRIVERS:



Five Beyond



e-Commerce



Lift from
Remodels

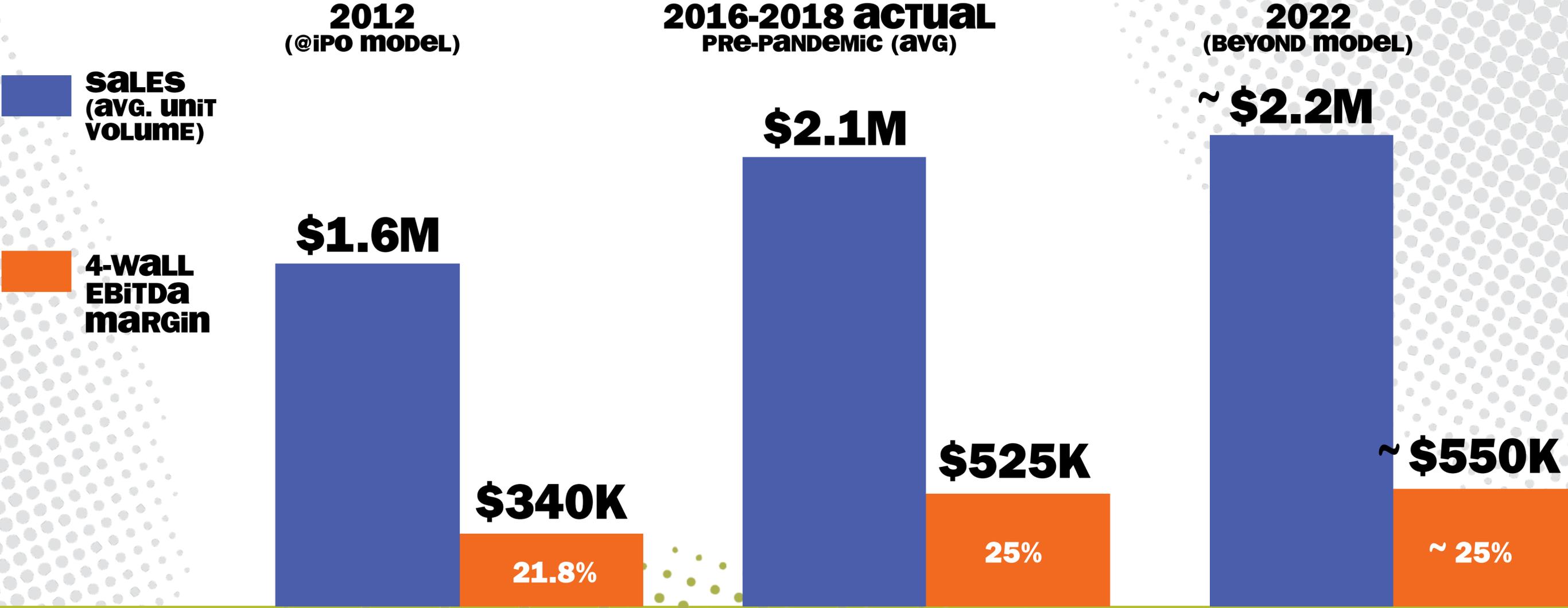


New Customers,
Brand Awareness &
Customer Data



Pricing

new STORE MODEL & PERFORMANCE



INVESTMENT

\$300K

\$320K

~\$400K

INDUSTRY-LEADING!
PAYBACK

<1Year

<1Year

<1Year

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Q4 & FY 2021 EARNINGS

**Q1 & FY 2022
GUIDANCE**

GROWTH VISION

q&a

LUNCH / STORE TOUR

Q1'22 GUIDANCE

sales
\$644M - \$658M

COMP
FLAT TO -2%

STORES
~35 new

OPERATING MARGIN
-400BPS
VS. LY

GROSS MARGIN
FIXED COST
DELEVERAGE

SG&a
FIXED COST
DELEVERAGE

EPS
\$0.54 - \$0.62

- **MOST DIFFICULT QUARTER IN 2022**
- **LAPPING STIMULUS PAYMENTS FROM LY**
- **KEY EASTER SELLING WEEKS AHEAD**

fy'22 GUIDANCE

sales

\$3.16B - \$3.26B

+10.9 - 14.4% VS. LY

**COMP
FLAT TO 3%**

STORES

~160 new

~1,350 TOTAL

+13.4% VS. LY

~65% OPEN IN H2

OPERATING MARGIN

12.7% MP

-60BPS VS. LY

**GROSS MARGIN
~FLAT**

**SG&a
MARKETING**

EPS

\$5.19 - \$5.70

- **UNIQUE YEAR**
- **LAPPING STIMULUS**
- **PANDEMIC-IMPACTED ENVIRONMENT**
- **STORES H2 WEIGHTED & PUSHED INTO 2023**
- **FUEL INFLATION**

five BELOW

2025

3X

3X

TRIPLE

DOUBLE!

innovation
never standing still

2025
IGNITE THE VISION!

PRODUCT
celebrate rituals of life &
milestones of growing up

SUPPLY CHAIN
control our own destiny

EXPERIENCE
commitment to connecting

GROWTH
accelerate -
stronger than ever!

five
BELLO®

