

FIVE BELOW



INVESTOR PRESENTATION - MAR 2023

FORWARD LOOKING STATEMENTS



Forward-Looking Statements:

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 related to disruption to the global supply chain, risks related to the Company's strategy and expansion plans, risks 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 inflation and increasing commodity prices, risks related to potential systemic failure of the banking system in the United States or globally, 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.

OUR STORY... READ ON!



about five BELOW

OUR UNIQUE experience

OUR POWERFUL STORE MODEL

THE NUMBERS

**OUR VISION FOR GROWTH:
TRIPLE-DOUBLE**

five BELOW is a UNIQUE INVESTMENT OPPORTUNITY



-  **CURATED “WOW” ASSORTMENT THAT flexes across 8 WORLDS**
-  **INCREDIBLE VALUE WITH a FUN, DIFFERENTIATED STORE EXPERIENCE**
-  **LEADING NEW STORE MODEL: < 1 YEAR PAYBACK**
ALLOWS FOR SELF-FUNDED GROWTH & NO DEBT
-  **SIGNIFICANT WHITE SPACE:**
> 3,500 U.S. LOCATIONS BY 2030
-  **GROWING SCALE WITH EXPANDING MARGINS**

**about
five
Below.**

**CHECK IT
OUT!**

THE
PURPOSE-DRIVEN VALUE RETAILER
FOR TWEENS + TEENS AND BEYOND



five BELOW®

KNOWS Life is WAY 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!

five BELOW DNA: OUR DEEPLY HELD VALUES AND BELIEFS



VALUES & BEHAVIORS.

WOW OUR CUSTOMERS.

the customer is everything. every decision we make begins and ends with them in mind. we do more than they expect and create an awesome experience they won't find anywhere else.

UNLEASH YOUR PASSION.

five below is like a team of unstoppable superheroes. everyone's unique backgrounds and experiences blend together to form one incredible team that "bleeds five below blue". we're all pumped about what we do and all empowered to make a difference.

HOLD THE PENNY HOSTAGE.

we're on a mission to make everything as close to free as it can be for teens and tweens. when we pile up the pennies, we're able to wow our customers with the most incredible must-haves and gotta-gets for \$5 and below.

ACHIEVE THE IMPOSSIBLE.

we are five below; a one-of-a-kind experience! with our gutsy attitude and relentless drive to be better, we accomplish what others wouldn't even think about trying. we take risks and win or lose as a team. integrity always rules and coasting is never, ever an option.

WORK HARD, HAVE FUN, BUILD A CAREER.

anywhere you see the five below name something awesome is going on. people are succeeding, accomplishing impossible things, taking control of their future, helping their community, throwing a party or making friends. face it, being the best is hard work, but all work and no play is not ok, so we live a little.



OUR HEART & SOUL

purpose • beliefs • values & behaviors

ENVIRONMENTAL

SOCIAL

GOVERNANCE

For more information please click [here](#).

TREND-RIGHT “WOW” PRODUCTS AT GREAT VALUE ACROSS 8 AWESOME WORLDS



TECH.



PARTY.



STYLE.



NEW & NOW.

ROOM.

five BELOW

UNLIMITED POSSIBILITIES DRIVEN BY THE NEWEST, COOLEST STUFF



"CRAZE" TRENDS



LICENSED TRENDS & BRANDS



ON-TREND ASSORTMENT (RELEVANCY)



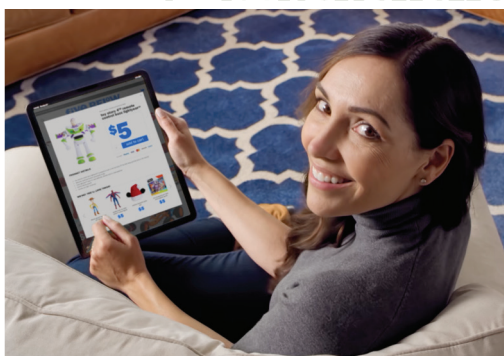
Tween & Teen-FOCUSED WITH BROAD CUSTOMER appeal



Gen Z
8-14 yr olds
(Girls & Boys)



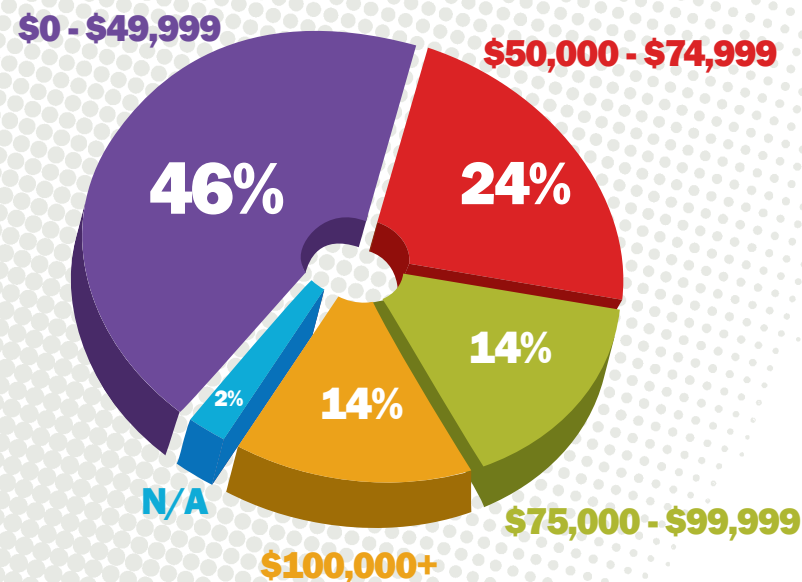
TARGET CUSTOMERS



Millennial / Gen X
24-44 yr olds
(Parents)



average HOUSEHOLD income*



*December '22 third-party consumer study

**OUR
UNiQue
exPeRience.**



an amazing, FUN eXPERIENCE

NO ONE ELSE DOES
WHAT WE DO IN A
9,500 SQ. FT. STORE!



unique & engaging
in-store experience
like a treasure hunt!

fun & dynamic with
friendly “wow crew”
& upbeat music

easy-to-navigate
with vibrant signs &
low sightlines across
the store

iconic fixtures that
encourage interaction
with products

products are extreme
\$1-\$5 value, plus some
incredible finds that
go beyond \$5!



OUR CUSTOMERS 🥰 US BECAUSE WE'RE STILL THE STORE!



Instagram

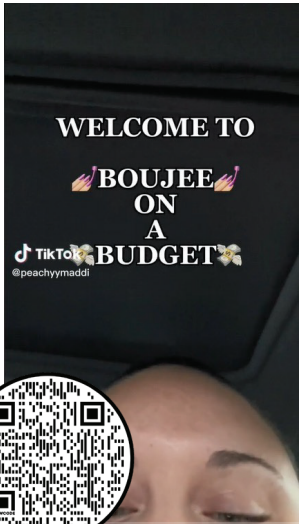


Singer Walker Hayes
28K Engagements
450K Views



32K Engagements

TikTok



466K Engagements
3.1M Views!

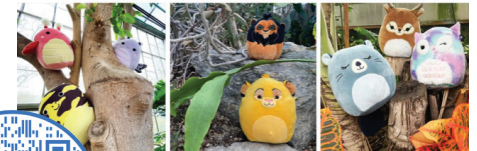


83K Engagements
500K Views!

Facebook

five BELOW Five Below ✓
3d ·

📌 SUNDAY SQUISHDAY IS TOMORROW! 📌 see any faces that you recognize? 🐾 grow your #SquishmallowsSquad & shop our new #... See more



74 comments 42 shares

scan to see more customer ❤️



OUR POWERFUL STORE MODEL.



WHERE
THE ACTION
IS!

PROVEN SUCCESS ACROSS DIVERSE MARKETS



URBAN



SUBURBAN



SEMI-RURAL



- **Fifth Ave**
(New York City DMA*)

- **New York, NY**
- **Los Angeles, CA**
- **Miami, FL**



- **Pasadena, TX**
(Houston DMA*)

- **Redlands, CA**
- **Roseville, MI**
- **Greensboro, NC**



- **Lake City, FL**
(Jacksonville DMA*)

- **London, KY**
- **Tupelo, MS**
- **San Angelo, TX**

*designated market area

- **currently lease all store locations**
- **prototype 9,500 sq. ft. per store**
- **majority 10-year initial terms with options to extend**

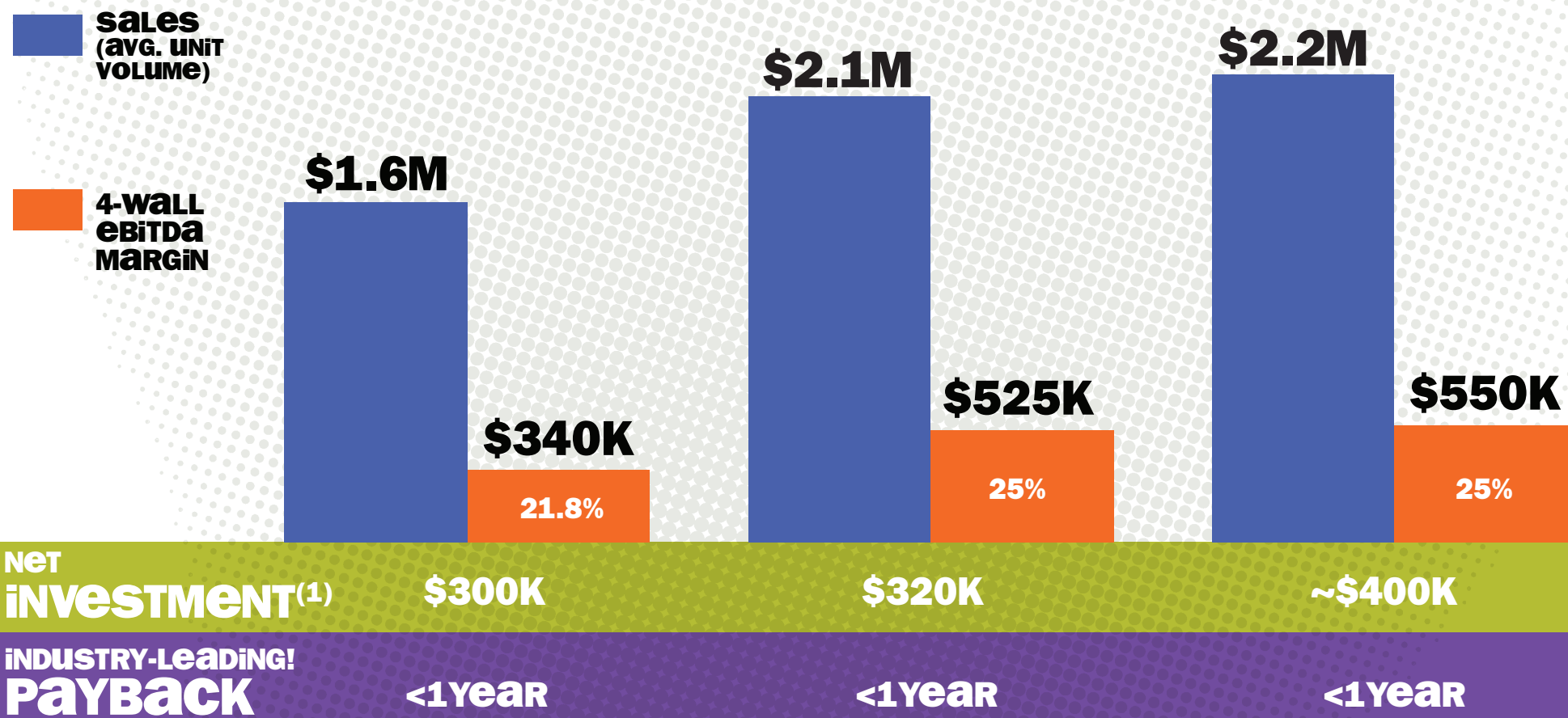
NEW STORE MODEL & PERFORMANCE



2012
(@iPO MODEL)

2016-2018 actual
PRE-PANDEMIC (AVG)

2022
CURRENT MODEL

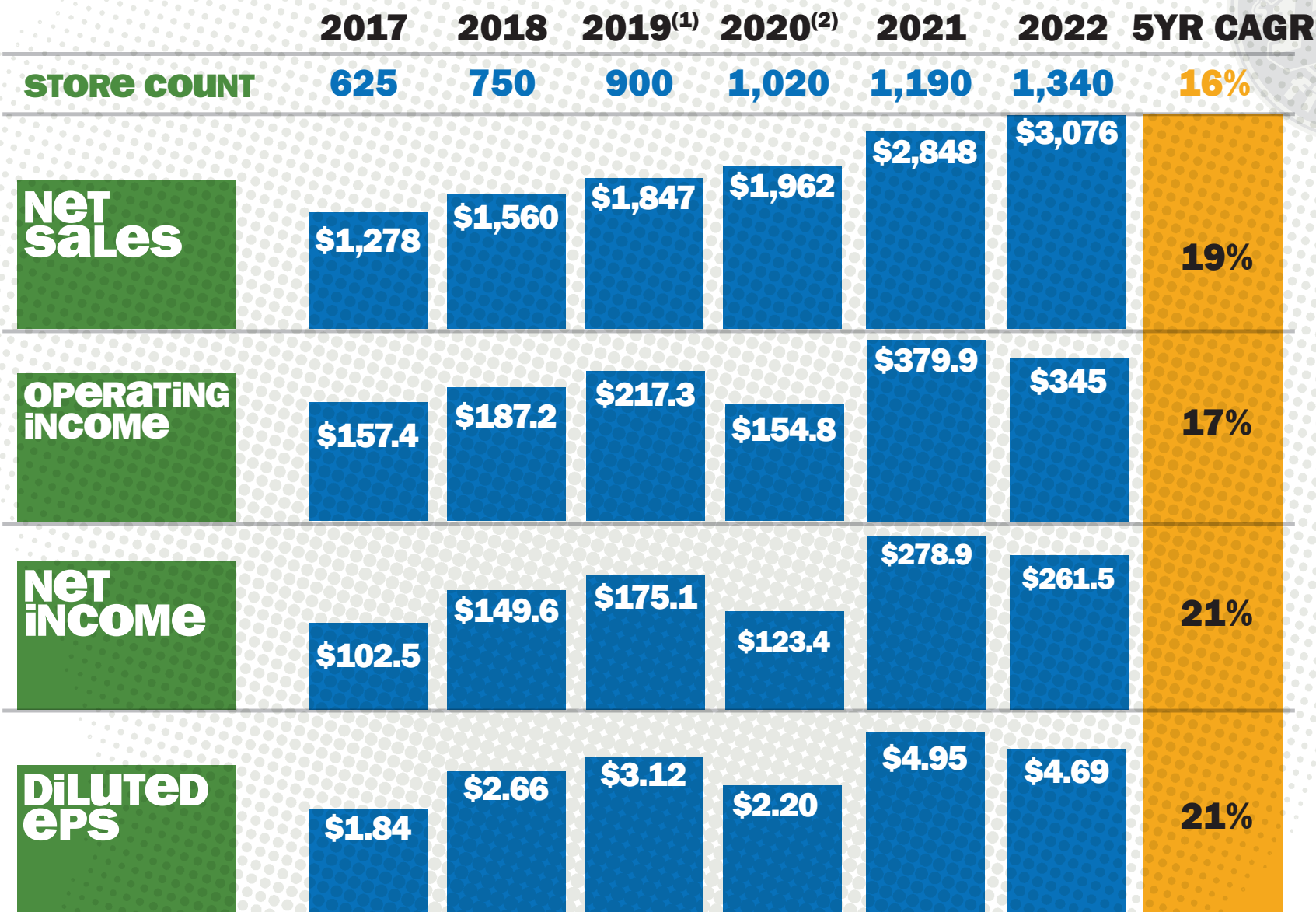


(1) includes net capex, inventories net of payables and pre-opening expenses.

THE NUMBERS.

WE'RE ALL
ABOUT
RESULTS!

DISCIPLINED AND PROFITABLE GROWTH



dollars in millions.

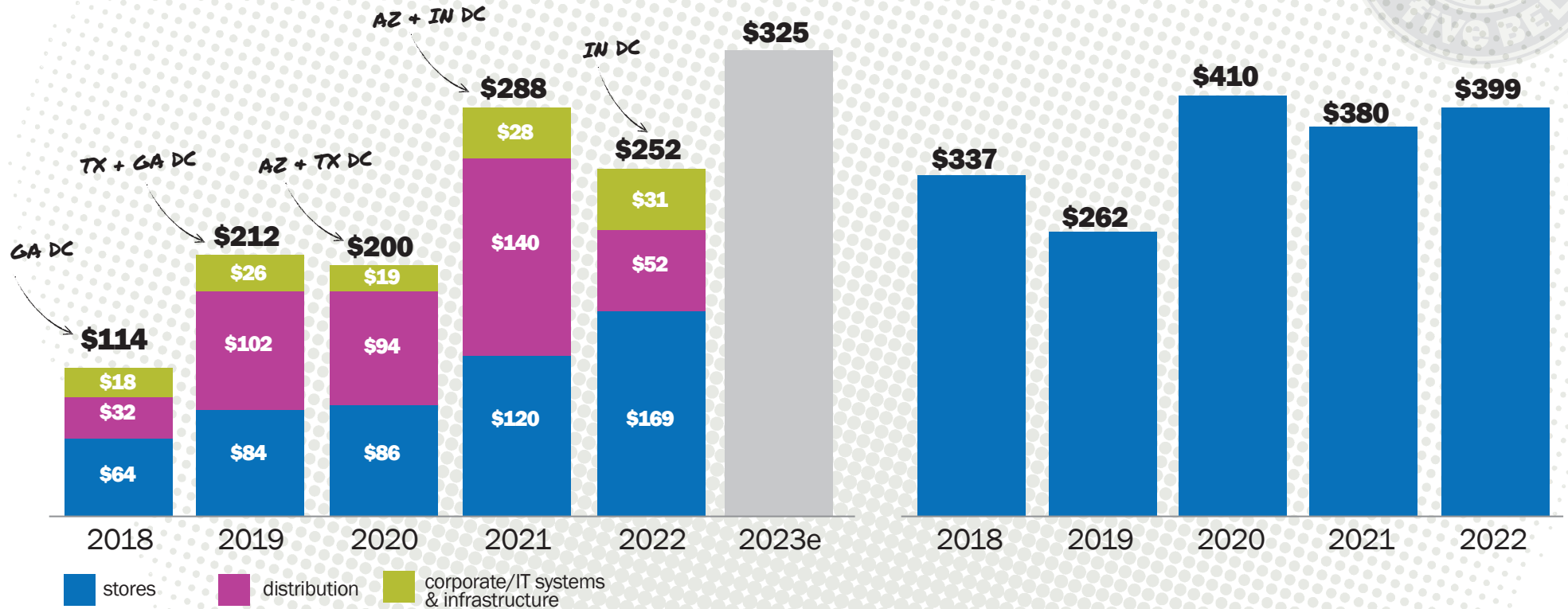
(1) 2019 was impacted by six fewer shopping days between Thanksgiving and Christmas.

(2) 2020 was impacted by temporary store closures due to the COVID-19 pandemic.

STRONG BUSINESS MODEL DRIVES SELF-FUNDED GROWTH

capex⁽¹⁾

STRONG CASH POSITION⁽²⁾



- modest capital expenditures for stores
- \$100M share repurchase authorization
- debt free balance sheet
- \$225M line of credit & room to increase

dollars in millions.

(1) gross capital expenditures, excluding tenant allowances.

(2) cash and short-term investments at EOY.

OUR ViSiON FOR GROWTH.

FUTURE'S
SO
BRIGHT...

ViSiON FOR GROwTH



five BELOW

**3X
2X**

**TRIPLE
DOUBLE!**

TRIPLE
U.S. STORE BASE

FROM 1,200
TO 3,500+
BY 2030

SALES = DOUBLE
EPS = DOUBLE

DOUBLE
TOP LINE & BOTTOM LINE

FIVE PILLARS TO achieve TRIPLE-DOUBLE GROWTH



scale UP!

STORE expansion

expand our reach
with fiVE BEL®W
anywhere!

STORE POTENTIAL

accelerate comp stores
growth & achieve
FIVEBEYOND
everywhere!

PRODUCT & BRAND STRATEGY

relentlessly pursue
value, trends, wow
& newness

iNVENTORY OPTiMiZation

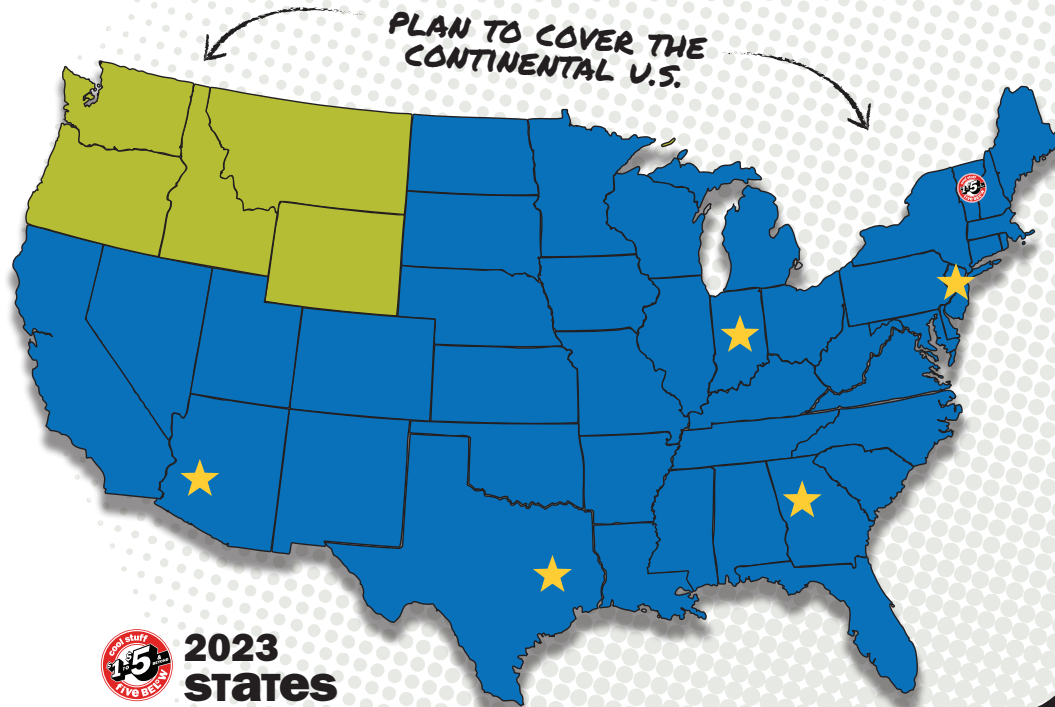
maximize inventory
as an asset to drive
sales & profit!

CRew iNNOVation

create amazing
experiences from crew
to customers!

POWERED BY: CUSTOMER RELEVANCY • TECHNOLOGY ENGINE • DATA & ANALYTICS

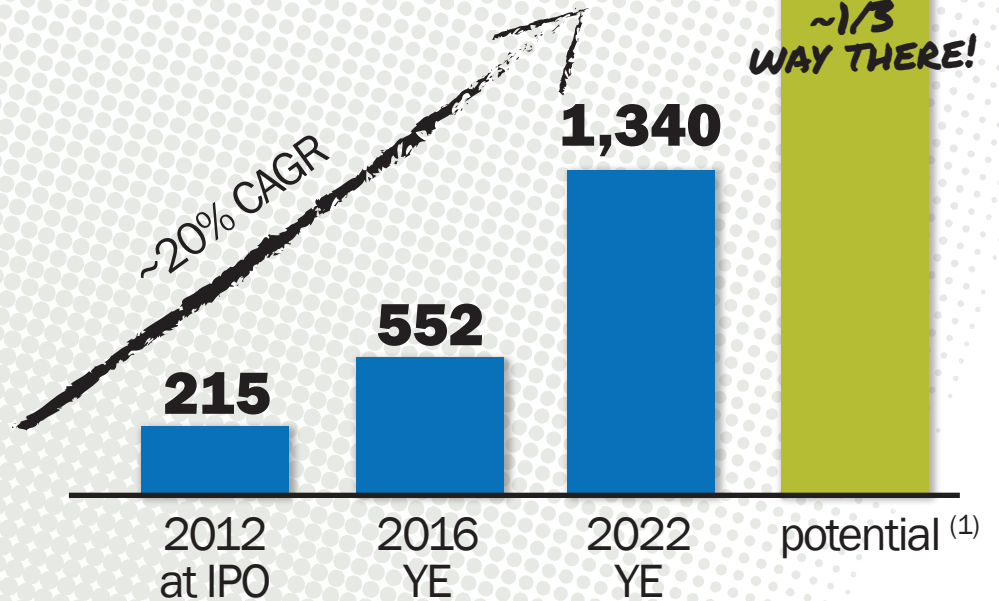
STORE EXPANSION **five below anywhere**



2023 states



Shipcenters in Conroe, TX, Forsyth, GA, Indianapolis, IN, Pedericktown, NJ and Buckeye, AZ



- **continued focus on densifying existing markets**
- **largest states planned to be CA, TX, FL, NY and PA**

(1) management's estimated store count potential in the U.S. based on third party study from 2022.

STORE POTENTIAL FIVE BEYOND EVERYWHERE



**FAST + EASY
ASSOCIATE ASSISTED
SELF CHECKOUT**

**NEW EAR PIERCING +
BALLOON LAUNCHES!**



**BUY ONLINE,
PICK UP IN STORE!**

**EXTREME
VALUE**



PRODUCT & BRAND STRATEGY

value, trends & wow!



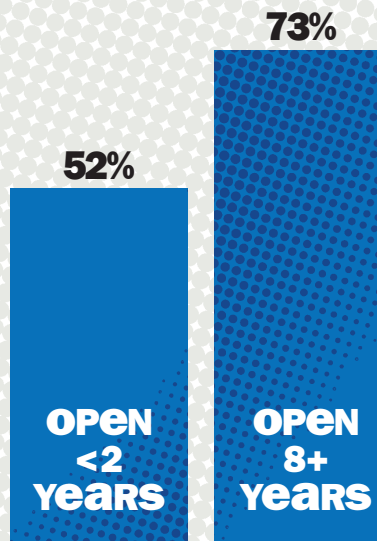
"S" TRENDS!



**FUN FOR
JUST a
BUCK**

**SURPRISE &
DELIGHT WITH
DISTORTED
VALUE!**

**BIG OPPORTUNITY
TO INCREASE
BRAND AWARENESS***



FIVE BEYOND

it's new, beyond \$5 and still
WAAAY BELOW THE REST!



*aided brand awareness. source: december 2022
third-party consumer study

iNVENTORY OPTiMiZatiON drive sales & profits



CREW INNOVATION create amazing experiences



in our stores



in our DCs



in our offices

THE WOWNOWN CREW!



CULTURE.

- bring our purpose of “let go & have fun” to life
- foster best-in-class environment and values
- live our values each & every day

TALENT.

- attain & retain top-tier leaders throughout the company
- build field organization for sustained growth

SCALE.

- evolve organizational structure to drive continued growth
- invest in systems & infrastructure

ALL OF THIS COMBINED MAKES UP THE AMAZING, INSPIRING, & DOWNRIGHT FUN FIVE BELOW DNA!

DISCIPLINED GROWTH LED BY EXPERIENCED LEADERSHIP



EXECUTIVE	ROLE	YEAR JOINED	EXPERIENCE
JOEL ANDERSON	President & Chief Executive Officer	2014	Walmart, Lenox, Toys 'R Us
KEN BULL	Chief Operating Officer	2005	Urban Outfitters, Eagle's Eye
KRISTY CHIPMAN	Chief Financial Officer & Treasurer	2023	Ruth's Chris, Orangetheory, Domino's, McDonald's
ERIC SPECTER	Chief Administrative Officer	2014	Ascena Retail Group, Charming Shoppes
MICHAEL ROMANKO	Chief Merchandising Officer	2015	Patriarch Partners, Toys "R" Us, Lenox, Linens N Things, Macy's
GEORGE HILL	Chief Retail Officer	2017	Dick's Sporting Goods, Office Depot, Home Depot
AMIT JHUNJHUNWALA	Chief Information Officer	2022	Adidas, Infosys

five BELOW is a UNIQUE INVESTMENT OPPORTUNITY



-  **CURATED “WOW” ASSORTMENT THAT flexes across 8 WORLDS**
-  **INCREDIBLE VALUE WITH a FUN, DIFFERENTIATED STORE EXPERIENCE**
-  **LEADING NEW STORE MODEL: < 1 YEAR PAYBACK**
ALLOWS FOR SELF-FUNDED GROWTH & NO DEBT
-  **SIGNIFICANT WHITE SPACE:**
> 3,500 U.S. LOCATIONS BY 2030
-  **GROWING SCALE WITH EXPANDING MARGINS**

LET GO &
HAVE FUN!



fivebelow.com