INVESTOR PRESENTATION | SEPTEMBER 2024

DICK'S

CAUTIONARY STATEMENT RELATING TO FORWARD LOOKING INFORMATION

This investor presentation contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified as those that may predict, forecast, indicate or imply future results or performance and by forward-looking words such as “believe”, “anticipate”, “expect”, “estimate”, “predict”, “intend”, “plan”, “project”, “goal”, “will”, “will be”, “will continue”, “will result”, “could”, “may”, “might” or any variations of such words or other words with similar meanings. These statements are subject to risks and uncertainties and change based on various important factors, many of which may be beyond the Company’s control. The Company’s future performance and actual results may differ materially from those expressed or implied in such forward-looking statements. Forward-looking statements should not be relied upon by investors as a prediction of actual results. Forward-looking statements include statements regarding, among other things, the Company’s future performance and growth opportunities, including our 2024 guidance, comp sales, earnings per share and SG&A leverage; our plans and ability to gain market share; the increase in House of Sport, Golf Galaxy, Golf Galaxy Performance Center, Field House locations and repositioning of our real estate portfolio; the addition of premium full-service footwear decks in our stores; our access to premium product, including our industry leading brands and our vertical brands; our data and technology investments and the impact that they have on our teammate and athlete experiences as well as engagement; statements regarding our understanding of the recent cybersecurity event and its potential impacts; GameChanger target revenue; our ability to return significant capital to shareholders through share repurchases and the expected increased dividend; our culture and common purpose goals; and investment in our long-term growth strategies.

Factors that could cause actual results to differ materially from those expressed or implied in any forward-looking statements include, but are not limited to uncertain macroeconomic conditions, including inflation, elevated interest rates and recessionary pressures, adverse changes in consumer disposable income, reinstatement of student loan payments, consumer confidence and perception of economic conditions, including the instability in the banking sector, geopolitical conflicts (including the conflicts in Ukraine and the Middle East) and the threat or outbreak of further conflicts, terrorism or public unrest; changes in consumer discretionary spending; changes in the competitive market and competition amongst retailers and increasing direct competition from vendors; fluctuations in product costs and availability; international risks and costs, including foreign trade issues, currency exchange rate fluctuations, shipment delays and supply chain disruptions and political instability; changes in consumer demand for products in certain categories or shopping patterns and the ability to identify new trends and have the right trending products in stores and online; our investments in vertical brand offerings and new specialty concept stores; our investments in GameChanger, our sports technology platform; reputational harm or negative reactions from customers, vendors and stockholders regarding Company policy changes or advocacy efforts related to social and political issues; investments in strategic plans and initiatives not producing the anticipated benefits within the expected time-frame or at all; an ability to execute our real estate strategy, ability to grow our House of Sport, next generation DICK’S stores, and Golf Galaxy Performance Centers, and risks associated with the brick and mortar retail store model; risks related to our distribution and fulfillment network; unauthorized disclosure of sensitive or confidential customer information or disruptions or other problems with our information systems, including our eCommerce platform; our ability to hire and retain quality teammates, including store managers and sales associates, and adequately respond to teammate organizing efforts; increasing labor costs, labor shortages or the loss of key personnel; weather-related risks and seasonality of certain categories of the Company's operations; organized retail crime and our ability to protect against inventory shrink; the ability of suppliers, distributors and manufacturers to provide us with sufficient quantities of quality product in a timely fashion; changes in existing tax, labor, foreign trade and other laws and regulations, including those imposing new taxes, surcharges, and tariffs, and compliance with such laws and regulations; product safety and labeling concerns; various types of litigation and other claims and sufficient insurance with respect thereto; our ability to protect our intellectual property rights or claims of infringement by third parties; the performance of professional sports teams and other factors relating to professional sports leagues and key athletes; and the availability of adequate capital; the issuance of quarterly cash dividends and our repurchase activity, if any; and obligations and other provisions related to our indebtedness.

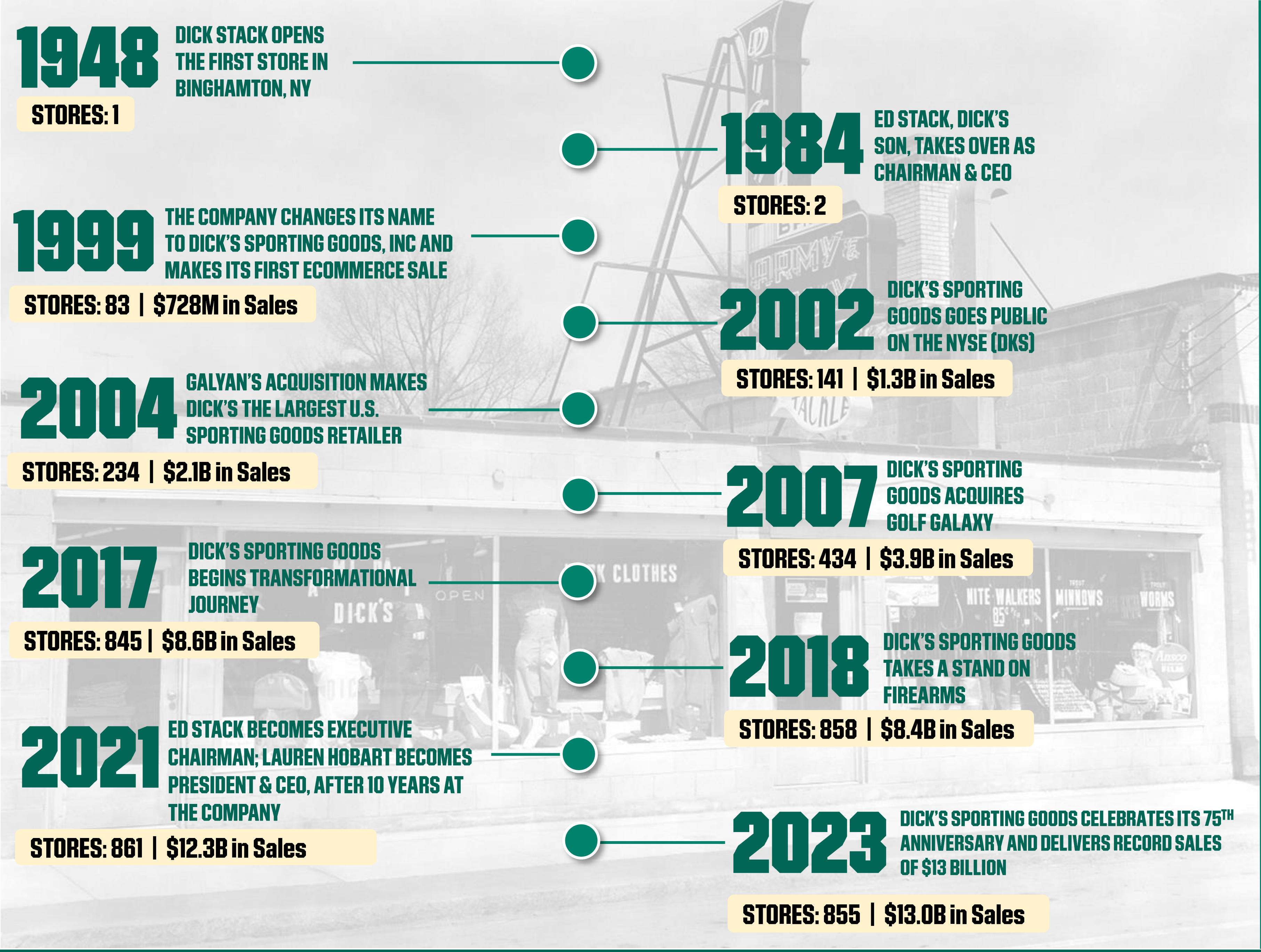
For additional information on these and other factors that could affect the Company's actual results, see the risk factors set forth in the Company's filings with the Securities and Exchange Commission ("SEC"), including the most recent Annual Report filed with the SEC on March 28, 2024. The Company disclaims and does not undertake any obligation to update or revise any forward-looking statement in this presentation, except as required by applicable law or regulation. Forward-looking statements included in this presentation are made as of the date of this presentation.

NON-GAAP FINANCIAL MEASURES

In addition to reporting the Company's financial results in accordance with generally accepted accounting principles ("GAAP"), the Company reports certain financial results that differ from what is reported under GAAP. These non-GAAP financial measures include non-GAAP gross margin, non-GAAP EBT, non-GAAP EBT margin, non-GAAP net income, non-GAAP earnings per diluted share, non-GAAP diluted shares outstanding, net capital expenditures and fiscal 2023 net sales adjusted for the 53rd week, which management believes provides investors with useful supplemental information to evaluate the Company’s ongoing operations and to compare with past and future periods. Furthermore, management believes that adjustments related to its deferred compensation plans enables investors to better understand its selling, general and administrative expense trends excluding non-cash changes in our deferred compensation plan investment fair values from market fluctuations that are offset within other income. Additionally, management believes that adjustments related to its Convertible Senior Notes and convertible bond hedge provided a more complete view of the economics of the instruments upon future conversion. Management also uses these non-GAAP measures internally for forecasting, budgeting, and measuring its operating performance. These measures should be viewed as supplementing, and not as an alternative or substitute for, the Company's financial results prepared in accordance with GAAP. The methods used by the Company to calculate its non-GAAP financial measures may differ significantly from methods used by other companies to compute similar measures. As a result, any non-GAAP financial measures presented herein may not be comparable to similar measures provided by other companies. A reconciliation of the Company's non-GAAP measures to the most directly comparable GAAP financial measures are provided below and on the Company's website at investors.DICKS.com.

ADDITIONAL NOTE

2023 was a 53-week year. The extra week during fiscal 2023 generated $170 million of net sales and earnings per diluted share of $0.19. Full year 2023 comparable sales calculations are presented on a 52-week basis.



1948 DICK STACK OPENS THE FIRST STORE IN BINGHAMTON, NY

STORES: 1

1984 ED STACK, DICK'S SON, TAKES OVER AS CHAIRMAN & CEO

STORES: 2

1999 THE COMPANY CHANGES ITS NAME TO DICK'S SPORTING GOODS, INC AND MAKES ITS FIRST ECOMMERCE SALE

STORES: 83 | $728M in Sales

2002 DICK'S SPORTING GOODS GOES PUBLIC ON THE NYSE (DKS)

STORES: 141 | $1.3B in Sales

2004 GALYAN'S ACQUISITION MAKES DICK'S THE LARGEST U.S. SPORTING GOODS RETAILER

STORES: 234 | $2.1B in Sales

2007 DICK'S SPORTING GOODS ACQUIRES GOLF GALAXY

STORES: 434 | $3.9B in Sales

2017 DICK'S SPORTING GOODS BEGINS TRANSFORMATIONAL JOURNEY

STORES: 845 | $8.6B in Sales

2018 DICK'S SPORTING GOODS TAKES A STAND ON FIREARMS

STORES: 858 | $8.4B in Sales

2021 ED STACK BECOMES EXECUTIVE CHAIRMAN; LAUREN HOBART BECOMES PRESIDENT & CEO, AFTER 10 YEARS AT THE COMPANY

STORES: 861 | $12.3B in Sales

2023 DICK'S SPORTING GOODS CELEBRATES ITS 75TH ANNIVERSARY AND DELIVERS RECORD SALES OF $13 BILLION

STORES: 855 | $13.0B in Sales

OUR BELIEF

We believe sports have the power to change lives.

OUR COMMON PURPOSE

We create **confidence** and **excitement** by inspiring, supporting, and personally equipping all athletes to achieve their dreams.

OUR MISSION

We create an inclusive environment where passionate, skilled and diverse **TEAMMATES** thrive.

We create and build leading brands that serve and inspire **ATHLETES**.

We make a lasting impact on **COMMUNITIES** through sport.

We deliver **SHAREHOLDER** value through growth and relentless improvement.

OUR VALUES

Together with our Foundation, we have provided over **$190 million** in grants and sponsorships supporting youth athletes in our communities.

We advocate for **safer communities** and common-sense gun reform and **lead by example** through our firearms policies.

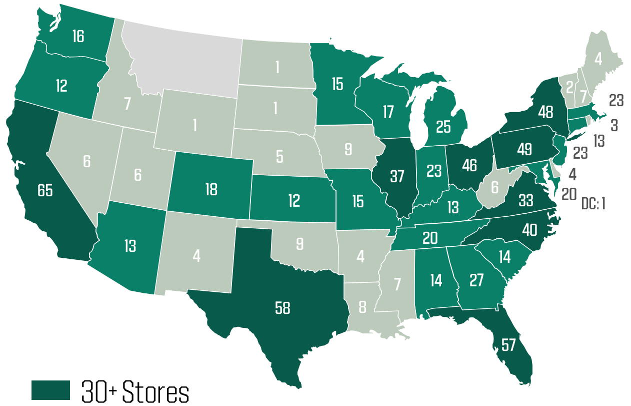
DICK'S SPORTING GOODS SNAPSHOT (NYSE: DKS)

NATIONAL FOOTPRINT

861 TOTAL STORES in 47 states and DC

DICK'S Sporting Goods: 725

Specialty Concept Stores: 136



<10 Stores | 10-29 Stores | 30+ Stores

FY23 FINANCIAL HIGHLIGHTS[1]

	FY23	YoY Δ
Comparable Sales[2] (52-week basis)	2.6%	
Net Sales	$12.98B	+5.0%
Non-GAAP Gross Margin[3]	35.01%	+36 bps
Non-GAAP EBT[3]	$1.40B	-0.8%
Non-GAAP EBT Margin[3]	10.80%	-63 bps
Non-GAAP EPS[3]	$12.91	+7.2%

[1] 2023 was a 53-week year. The extra week during fiscal 2023 generated $170 million of net sales and earnings per diluted share of $0.19. Full year 2023 comparable sales calculations are presented on a 52-week basis.
[2] Beginning in fiscal 2024, we revised our method for calculating comparable sales to include GameChanger revenue. Prior year information has been revised to reflect this change for comparability purposes. See additional details as furnished in Exhibit 99.2 of the Company's Current Report on Form 8-K, filed with the SEC on March 14, 2024.
[3] Represents a non-GAAP financial measure. See the appendix for a reconciliation of this measure to the most directly comparable GAAP measure.

OMNICHANNEL IMPACT

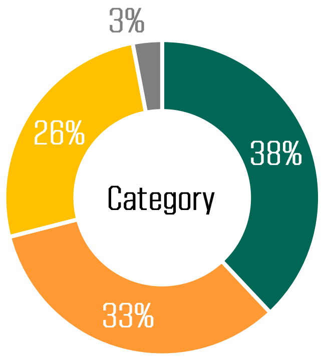
~80% of eCommerce sales fulfilled by stores

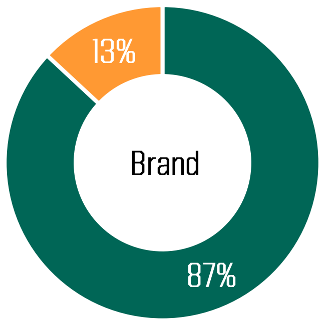
70%+ Mobile penetration of eCommerce Sales

Nearly Two-thirds of U.S. population captured by our store trade areas

Over 25M Active ScoreCard Members

FY23 SALES BREAKDOWN





Hardlines | Apparel | Footwear | Other

National Brands | Vertical Brands

WE HAVE A TALENTED AND EXPERIENCED LEADERSHIP TEAM

ED STACK
Executive Chairman
1984

LAUREN HOBART
President & CEO
2011

NAVDEEP GUPTA
EVP – Chief Financial Officer
2017

CHAD KESSLER
EVP – Vertical Brands
2022

JULIE LODGE-JARRETT
EVP – Chief People & Purpose Officer
2020

VLAD RAK
EVP – Chief Technology Officer
2020

RAY SLIVA
EVP – Stores
2023

SAMEER AHUJA
President, GameChanger, SVP – DICK'S Sporting Goods
2017

ELIZABETH BARAN
SVP – General Counsel & Corporate Secretary
2010

VINCENT CORNO
SVP – Real Estate
2021

CARRIE GUFFEY
SVP – Softlines Merchandising
2002

RUDY HERNANDEZ
SVP – Stores
2024

DENISE KARKOS
SVP – Chief eCommerce Officer
2023

DAVID PROGAR
SVP – Hardlines Merchandising
2007

TONI ROELLER
SVP – In-Store Environment, Visual Merchandising & House of Sport
2014

EMILY SILVER
SVP – Chief Marketing & Athlete Experience Officer
2023

TODD SPALETTO
President, Outdoor Group, SVP – DICK'S Sporting Goods
2020

WILL SWISHER
SVP – Planning, Allocation & Replenishment, Pricing and Value Chain
1999

SEAN WHITEHOUSE
SVP – Supply Chain
2022

WE ARE A GROWTH COMPANY

MARKET OPPORTUNITY

HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

WE ARE THE LARGEST U.S. OMNICHANNEL SPORTS RETAILER WITH GROWTH AHEAD

~$140B

TOTAL ADDRESSABLE MARKET[1]

Across Footwear, Apparel and Hardlines

~8.5%

Largest among sporting goods retailers

MARKET SHARE[1]

INCREASED ~50 BPS FROM ~8% IN 2022

We gained significant market share over the last year, collectively driven by our priority categories:

Footwear, Athletic Apparel, Team Sports, and Golf

[1]DKS 2023 net sales excluding categories with limited market data / ~$140B Total Addressable Market.
Source: Circana and Proprietary Data.

WE ARE A GROWTH COMPANY

MARKET OPPORTUNITY

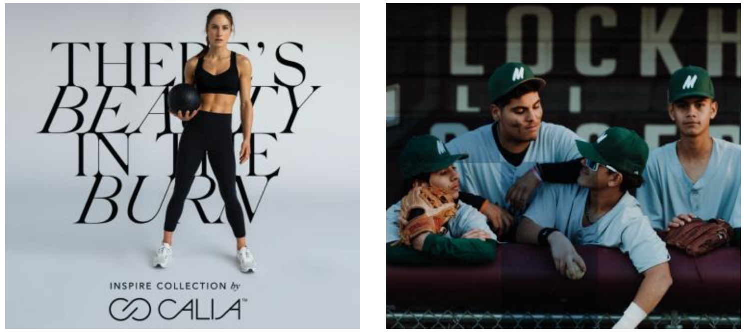
HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

WE ARE ACTIVELY CREATING OUR FUTURE THROUGH FOUR STRATEGIC PILLARS

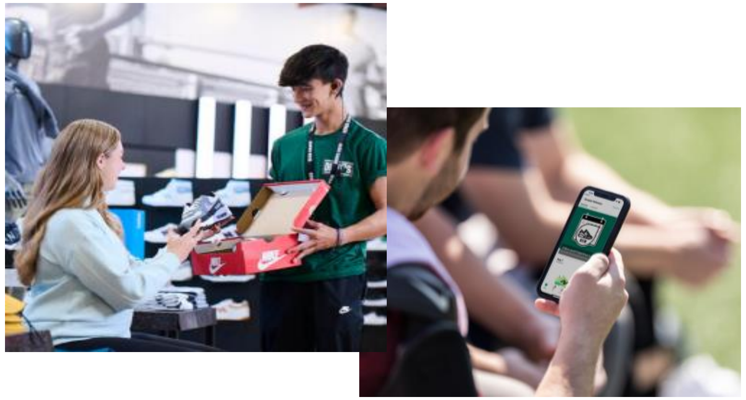
DIFFERENTIATED PRODUCT

BRAND ENGAGEMENT



TEAMMATE EXPERIENCE

ATHLETE EXPERIENCE



STRENGTHENING AND EVOLVING OUR BASE

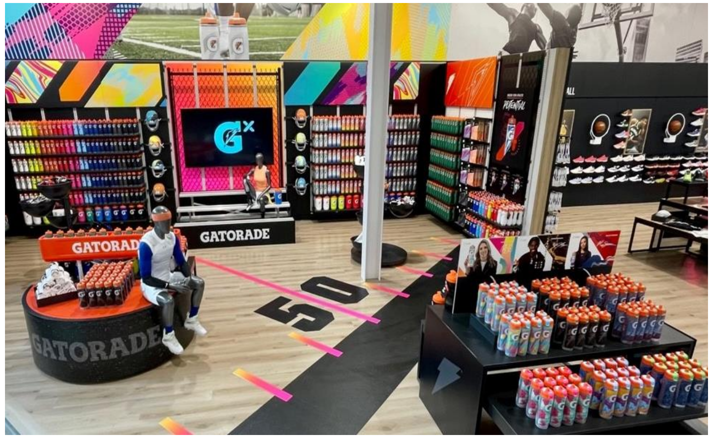
MARKET OPPORTUNITY

HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

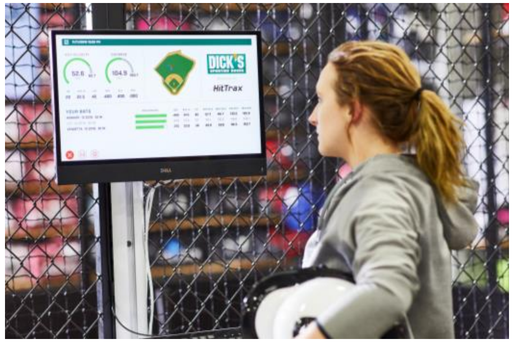
WE ARE REIMAGINING THE ATHLETE EXPERIENCE AT DICK'S

VISUAL PRESENTATION



ENHANCED SERVICE

IN-STORE TECHNOLOGY



STRENGTHENING AND EVOLVING OUR BASE

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE ARE CREATING THE FUTURE OF RETAIL THROUGH HOUSE OF SPORT

EXPERIENCE HOUSE OF SPORT THROUGH OUR LATEST VIDEO FOUND HERE

HOUSE OF SPORT IS BUILT ON FOUR PILLARS:

- Experience
- Service
- Community
- Product

We ended 2023 with 12 locations, and plan to open eight additional in 2024, including two that opened in Q1

We plan to have as many as 75 to 100 House of Sport locations by 2027

"I've toured with Ed Stack his new store that's opened at Ross Park Mall in Pittsburgh, **unbelievable, right?** I also visited their store up in Rochester at East View Mall. We have a number of properties under discussion with them in our existing portfolio, **but candidly love to do eight to 10, if not more.** These things aren't cheap, they cost money, but they do, in my opinion, bring additional regular traffic for what they try to do. **I think it's one of the best concepts I've seen.**"

Jack Hsieh, President & CEO of Macerich Co.
(Macerich Co. Q1 2024 Earnings Call - 04/30/2024)

"I was blown away at the store's [House of Sport's] **unique service model, interactive sport experience**, and **enhanced showcasing of product**, which creates a true destination for consumers and **will alter future expectations at retail.**"

John Donahoe, President and CEO of NIKE, Inc.
(NIKE, Inc. Q2 2022 Earnings Call - 12/20/2021)

STRENGTHENING AND EVOLVING OUR BASE

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE ARE REVOLUTIONIZING OUR MOST TYPICAL 50K SQ FT DICK'S STORE ("DICK'S FIELD HOUSE")

"Our newest DICK'S concepts, DICK'S House of Sport and our next generation 50,000 square foot DICK'S store, are yielding powerful results. We haven't seen growth opportunities like these since we went public in the early 2000s."

Ed Stack, Executive Chairman (DICK'S Q2 2023 Earnings Release, 8/22/2023)

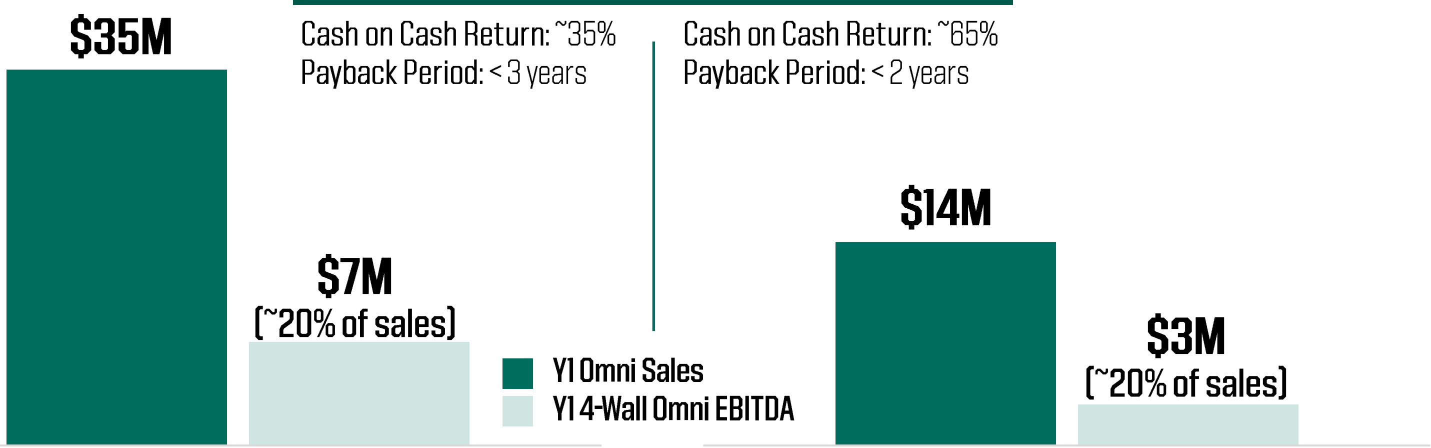
- Our DICK'S Field House concept is inspired by House of Sport with a similar elevated assortment, service model, premium experiences and enhanced visual expressions
- We ended 2023 with 11 locations, and plan to open 15 additional in 2024, including two that opened in Q1 and four that opened in Q2

STRENGTHENING AND EVOLVING OUR BASE

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE EXPECT OUR INVESTMENTS IN HOUSE OF SPORT AND NEXT GENERATION 50K SQ FT DICK'S STORES ("DICK'S FIELD HOUSE") TO GENERATE STRONG RETURNS

DICK'S HOUSE OF SPORT ~120,000 sq ft	DICK'S FIELD HOUSE ~50,000 sq ft
Returns[1]	
Cash on Cash Return: ~35%	Cash on Cash Return: ~65%
Payback Period: < 3 years	Payback Period: < 2 years



Investment Summary

	House of Sport	DICK'S Field House
Net CapEx	$11.5M	$2.5M
Net Inventory	$3.5M	$1.5M
Pre-Opening	$3.5M	$0.5M

[1] Return metrics based on traditional lease deal structure and may vary based on financing method
Sales figures are gross (i.e., before any expected cannibalization on other existing stores)
House of Sport Gross CapEx is $26.5M; Next Generation 50K (DICK'S Field House) Gross CapEx is $8.5M

WE RE-ENGINEERED GOLF GALAXY & LAUNCHED GOLF GALAXY PERFORMANCE CENTER

WE ENDED 2023 WITH 104 GOLF GALAXY LOCATIONS, INCLUDING 14 PERFORMANCE CENTERS.
BY 2027, WE EXPECT TO HAVE APPROXIMATELY 40 TO 50 GOLF GALAXY PERFORMANCE CENTERS.

INVESTED IN TRACKMAN TECHNOLOGY

ELEVATED IN-STORE SERVICE MODEL

REDESIGNED IN-STORE EXPERIENCE

STRENGTHENING AND EVOLVING OUR BASE

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE ARE BUILDING THE FIRST AND BEST PLACE TO EXPERIENCE YOUTH SPORTS

GAMECHANGER IS THE PREMIER LIVE STREAMING, SCORING AND STATISTICS MOBILE APP FOR YOUTH SPORTS, AND A LEADER IN THE MULTIBILLION-DOLLAR SPORTS TECHNOLOGY MARKET

FY23 AT A GLANCE

Over 35%	Revenue CAGR since 2017
7M	Games Covered
Over 1M	Teams Created
3.1M	Hours of Video
110M	Automatic Highlight Clips Created
	Official multi-year partner of MLB to grow diamond sports

THE OPERATING SYSTEM OF YOUTH SPORTS

Video Streaming & Automatic Highlight Clips

Scorekeeping

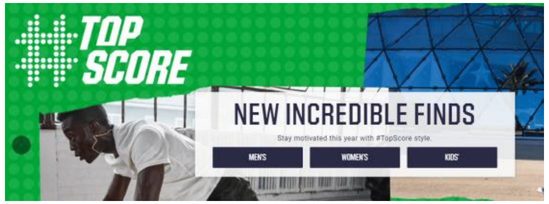
Team Management

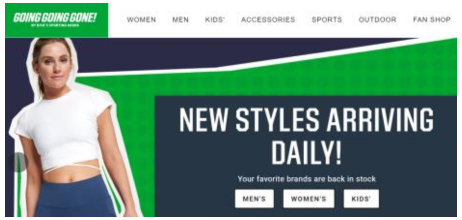
AS A RECURRING REVENUE, SOFTWARE-AS-A-SERVICE PLATFORM, GAMECHANGER IS TARGETING $100M OF SALES IN 2024

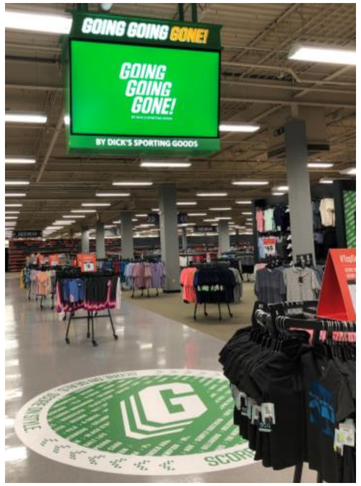
INCUBATING AND GROWING NEW CONCEPTS

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE ARE OPTIMIZING OUR CLEARANCE STRATEGY AND SERVING THE VALUE ATHLETE







- We ended 2023 with 17 Going, Going, Gone! and 36 Warehouse Sale stores
- Going, Going, Gone! and Warehouse Sale stores meaningfully improve clearance optimization
- Consolidates clearance inventory and allows for omnichannel sales opportunity

DEEPENING BRAND RELATIONSHIPS AND DIFFERENTIATED PRODUCT

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE HAVE A POWERFUL PRODUCT STRATEGY

STRONG PARTNERSHIPS WITH INDUSTRY LEADING BRANDS

HOKA, YETI, Callaway, adidas, On, NB, patagonia, Jordan, MOOLAH, fp movement, Columbia, carhartt, lotto, TaylorMade, BROOKS, THE NORTH FACE, Titleist, UNDER ARMOUR, chubbies, FOOTJOY, crocs, owala, PING, marucci, Wilson, asics, PUMA, PELOTON, STANLEY, TravisMathew, BRUCE BOLT, Halfdays, Rawlings, NordicTrack

POWERHOUSE VERTICAL BRAND ASSORTMENT

DSG, CALIA, VRST, QUEST, Alpine Design EST. 1962 / BOULDER, CO, FITNESS GEAR, MAXFLI, TOP FLITE, Walter Hagen, ETHOS, NISHIKI, Tommy Armour, Monarch PICKLEBALL

APPROXIMATELY 80% OF ACTIVE ATHLETES LOOK TO DICK'S FOR A MULTI-BRANDED EXPERIENCE

DEEPENING BRAND RELATIONSHIPS AND DIFFERENTIATED PRODUCT

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

OUR ACCESS TO PREMIUM PRODUCT IS BETTER THAN EVER

We have transformed our assortment through enhanced access to narrowly distributed product, driving higher sales and profitability

We will continue to add **premium full-service footwear decks** in 2024, taking this elevated athlete experience to nearly **90%** of our DICK'S locations

DEEPENING BRAND RELATIONSHIPS AND DIFFERENTIATED PRODUCT

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE HAVE CREATED POWERHOUSE VERTICAL BRANDS

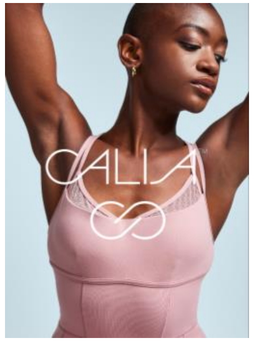
13% Vertical Brand sales to total in 2023

600 to 800 bps Higher margin than national brands

$1.6B Combined sales in 2023, making vertical brands our second largest vendor

VERTICAL BRANDS ARE OUR NUMBER ONE VENDOR IN:

- GOLF
- TEAM SPORTS
- FITNESS

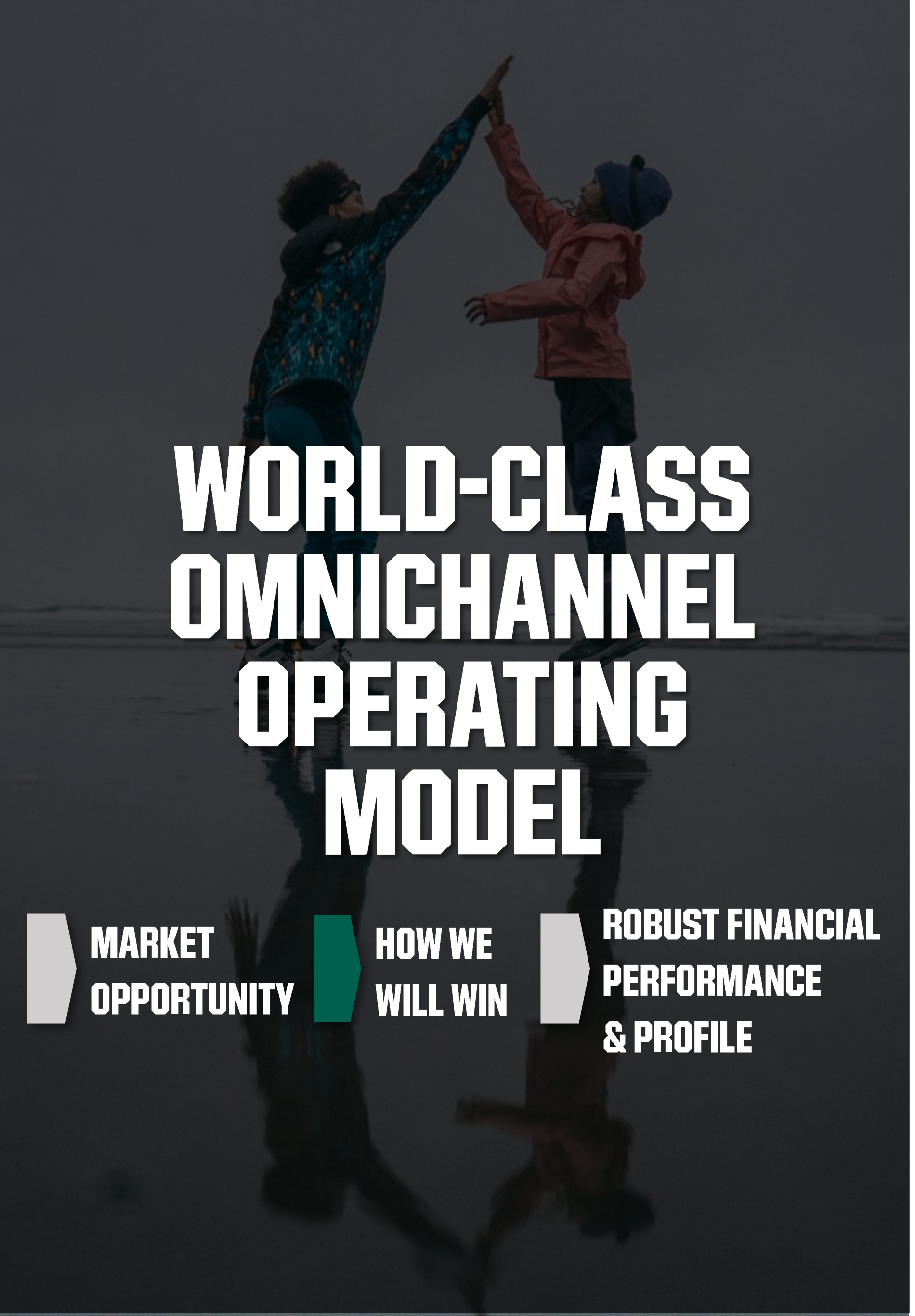


BRAND SEGMENTATION ADDRESSES WHITESPACE OPPORTUNITY

DSG — Largest vertical brand

CALIA — 2ND largest Women's apparel brand (behind Nike)

VRST — Premium Men's apparel brand



WORLD-CLASS OMNICHANNEL OPERATING MODEL

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE HAVE AN ATHLETE-CENTRIC AND NIMBLE OMNICHANNEL OPERATING MODEL

WE SERVE THE ATHLETE WHENEVER, WHEREVER, AND HOWEVER THEY WANT…

DICK'S

Shop In Person at Our 800+ Stores

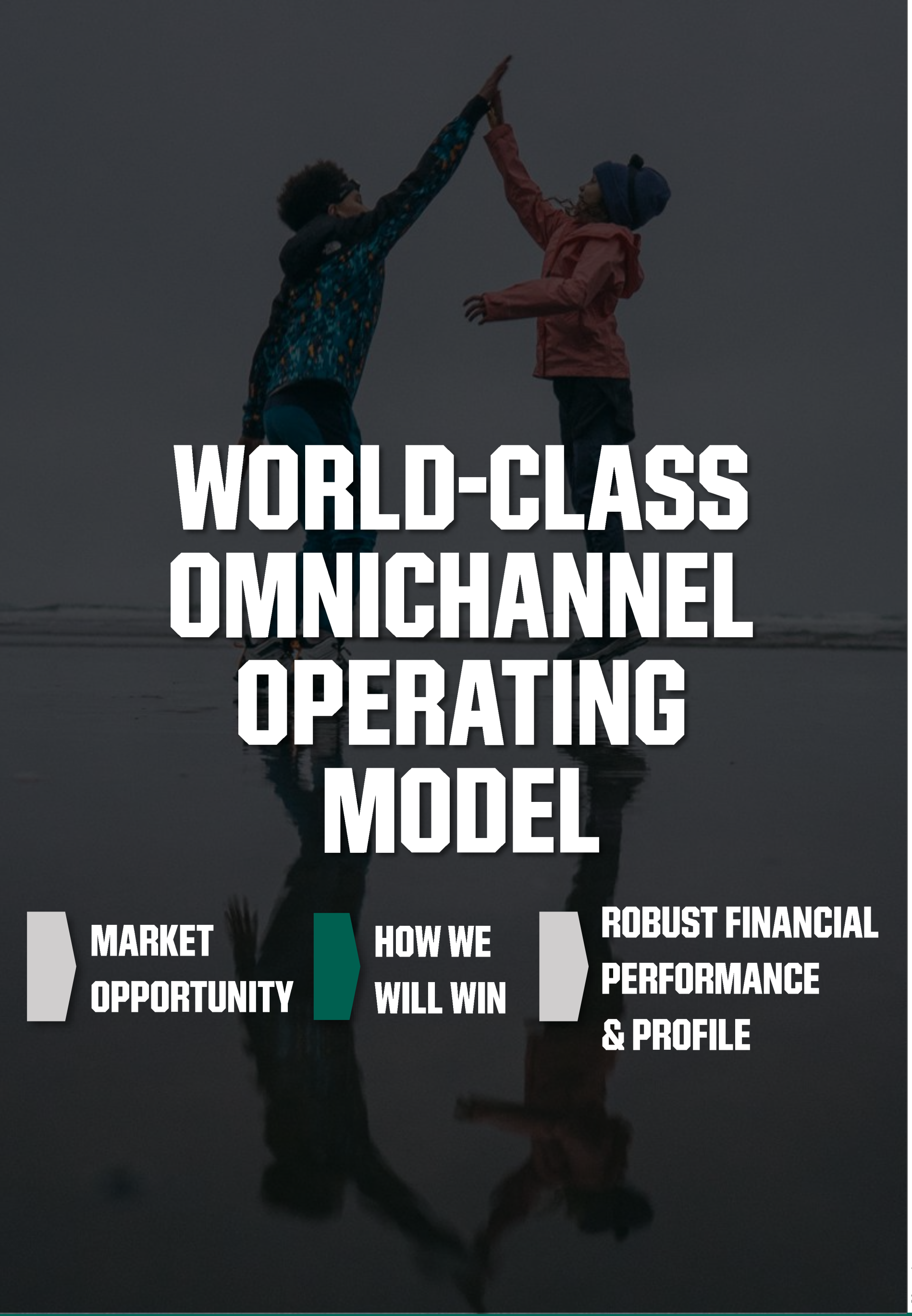
One-Hour In-Store or Curbside Pickup

DICK'S

Traditional Delivery or Same-Day Delivery Options

…LEVERAGING OUR TECHNOLOGY, OPERATIONS, AND FOOTPRINT TO DRIVE PROFITABILITY

1. Store fulfillment strategy capitalizes on our proximity to our athletes
2. Competitive delivery speed via FedEx and DoorDash and promise date accuracy instills confidence
3. Highly automated, robotics-enabled fulfillment center enables flexible, efficient order routing



WORLD-CLASS OMNICHANNEL OPERATING MODEL

MARKET OPPORTUNITY

HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

STORES ARE THE HUB OF OUR OMNICHANNEL ECOSYSTEM

FULFILLMENT

90%+

of sales enabled by stores in FY23

~80%

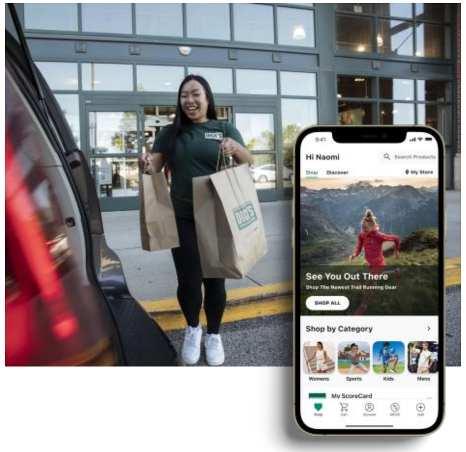
of online orders fulfilled through store network in FY23[2]

POWERFUL, INTEGRATED EXPERIENCE

Over 65%

of FY23 sales from omnichannel athletes[1]

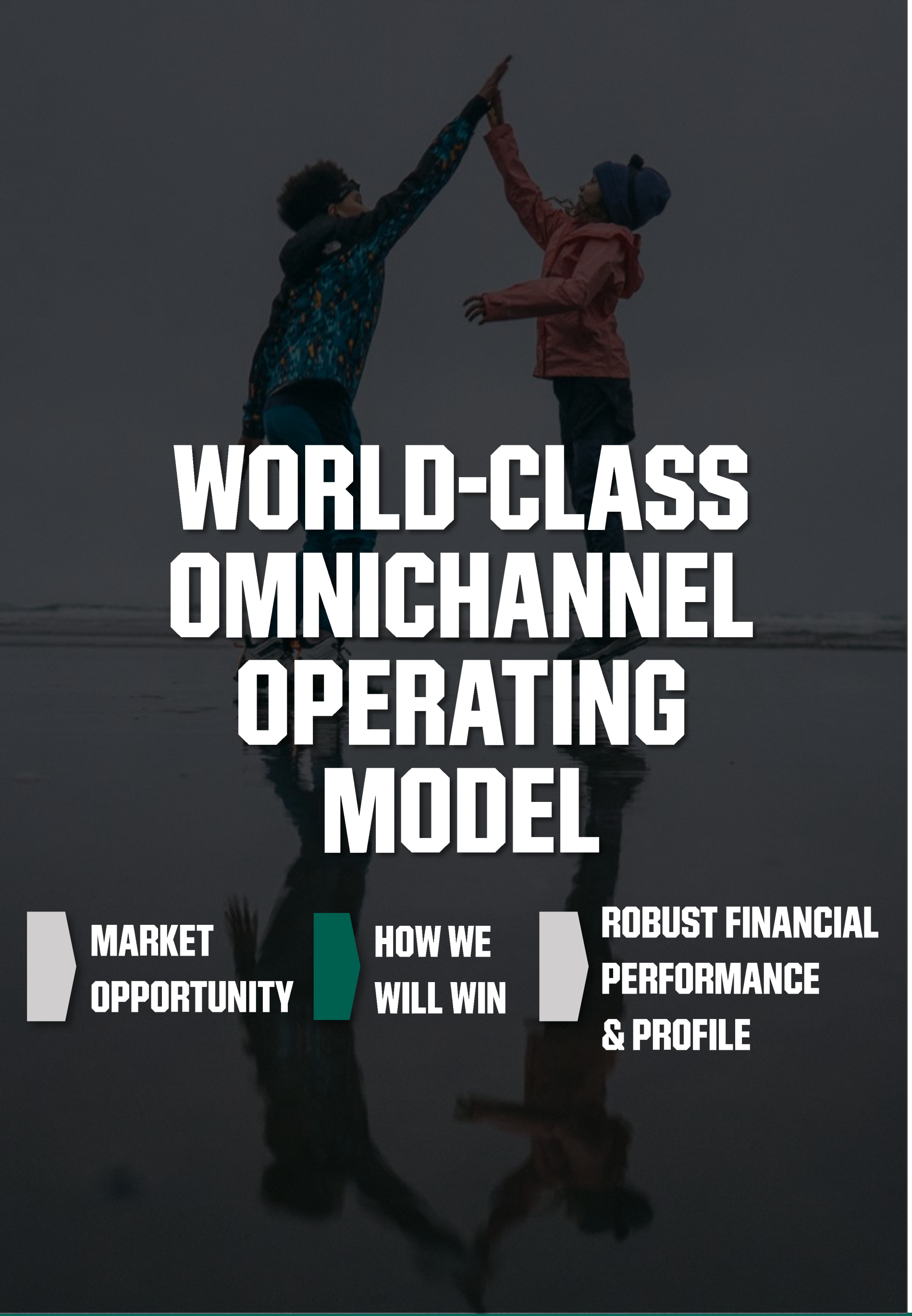
INCREASED OVER 500 BPS SINCE 2019



Omnichannel athletes are our most valuable, spending 2x+ single-channel athletes

[1]Omnichannel athletes represent athletes who have purchased in both brick-and-mortar stores and online.

[2]Includes ship from store, Curbside Pickup and BOPIS.



WORLD-CLASS OMNICHANNEL OPERATING MODEL

MARKET OPPORTUNITY

HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

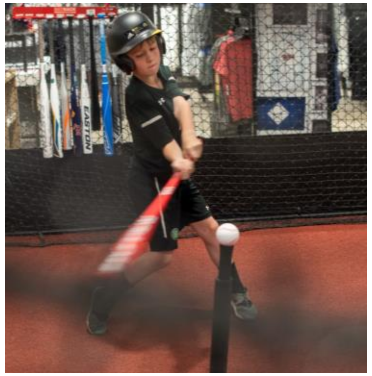
SERVICE AND PRODUCT EXPERTISE ARE KEY DIFFERENTIATORS IN STORE

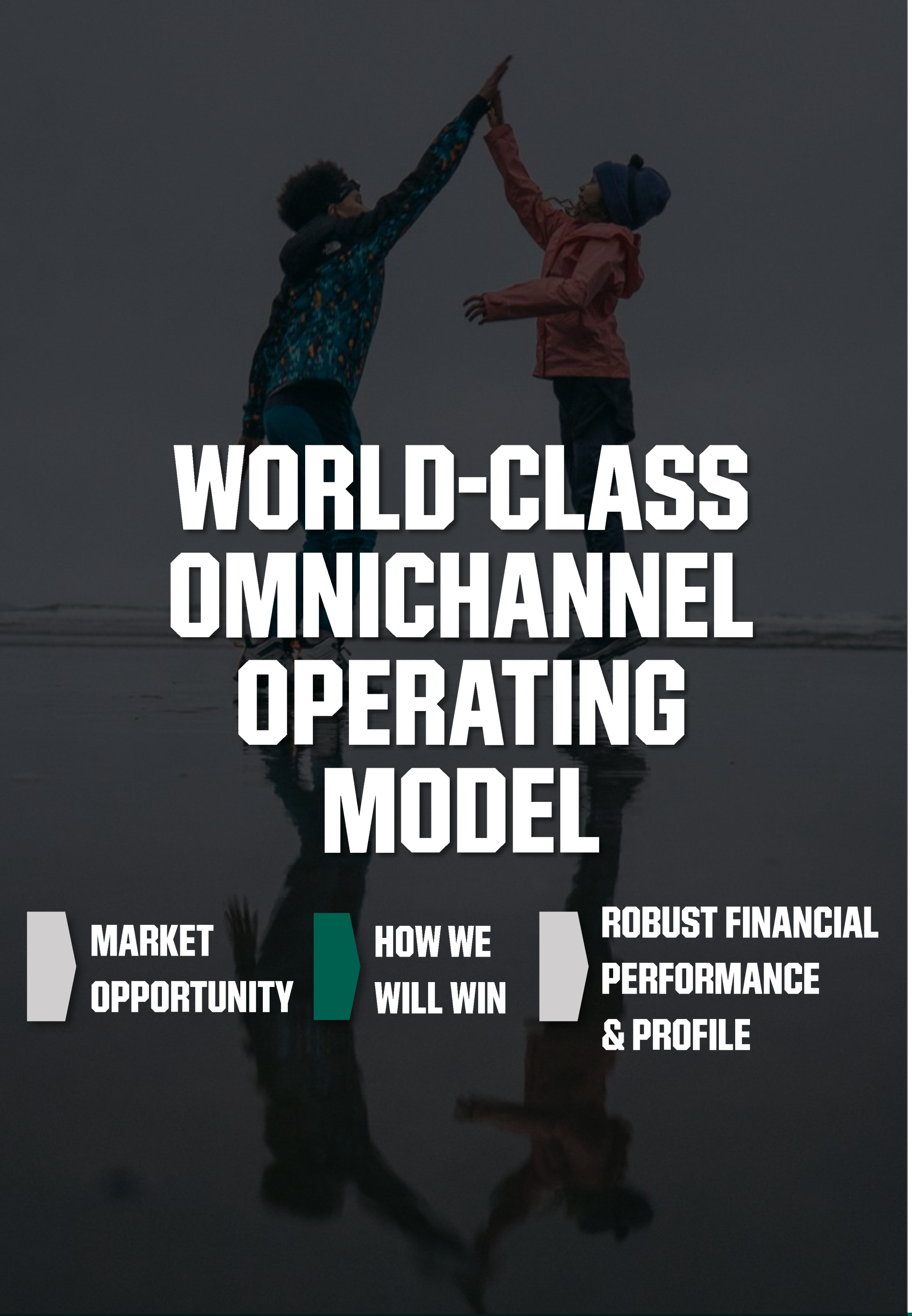
PRODUCT TRIAL & EXPERIENCE

- Trial product through golf simulators, multi-sport cages, House of Cleats, Premium Full-Service Footwear decks, soccer shops and outdoor fields/ice rinks (in select markets)
- Fast, reliable equipment services keep athletes coming back

TEAMMATE EXPERTISE

- Passionate teammates with category expertise provide thoughtful service and recommendations
- Teammates use their expertise to outfit athletes from head-to-toe with everything needed to create confidence and excitement





WORLD-CLASS OMNICHANNEL OPERATING MODEL

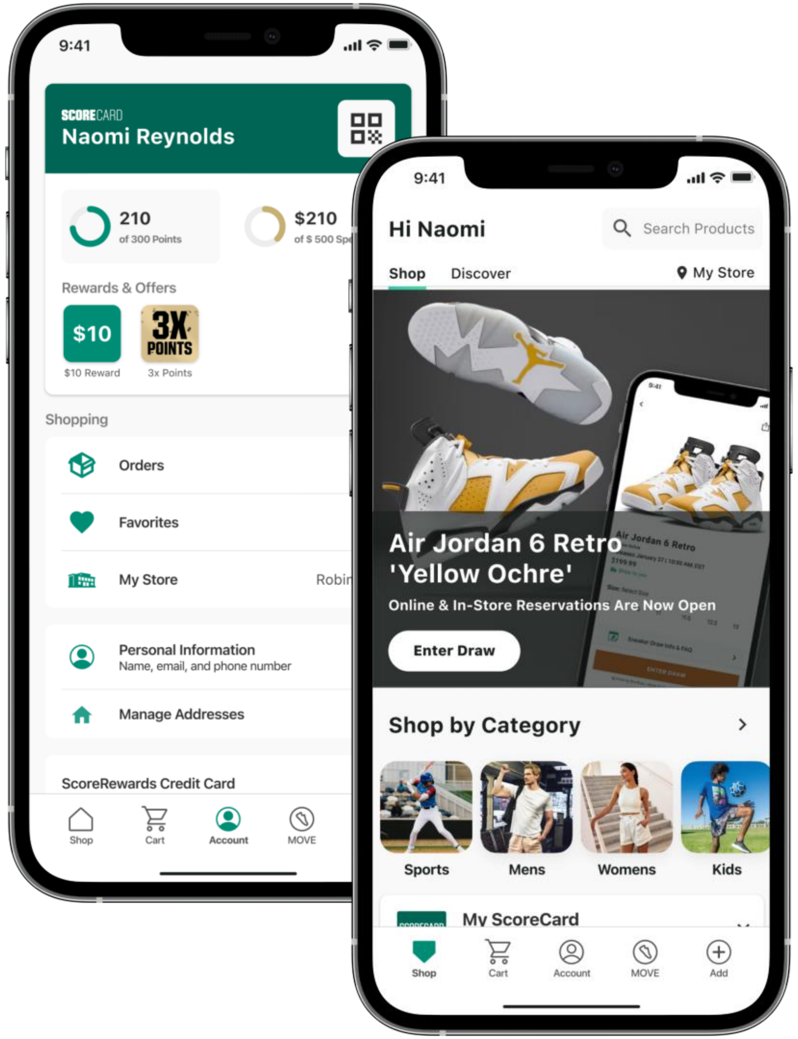
MARKET OPPORTUNITY

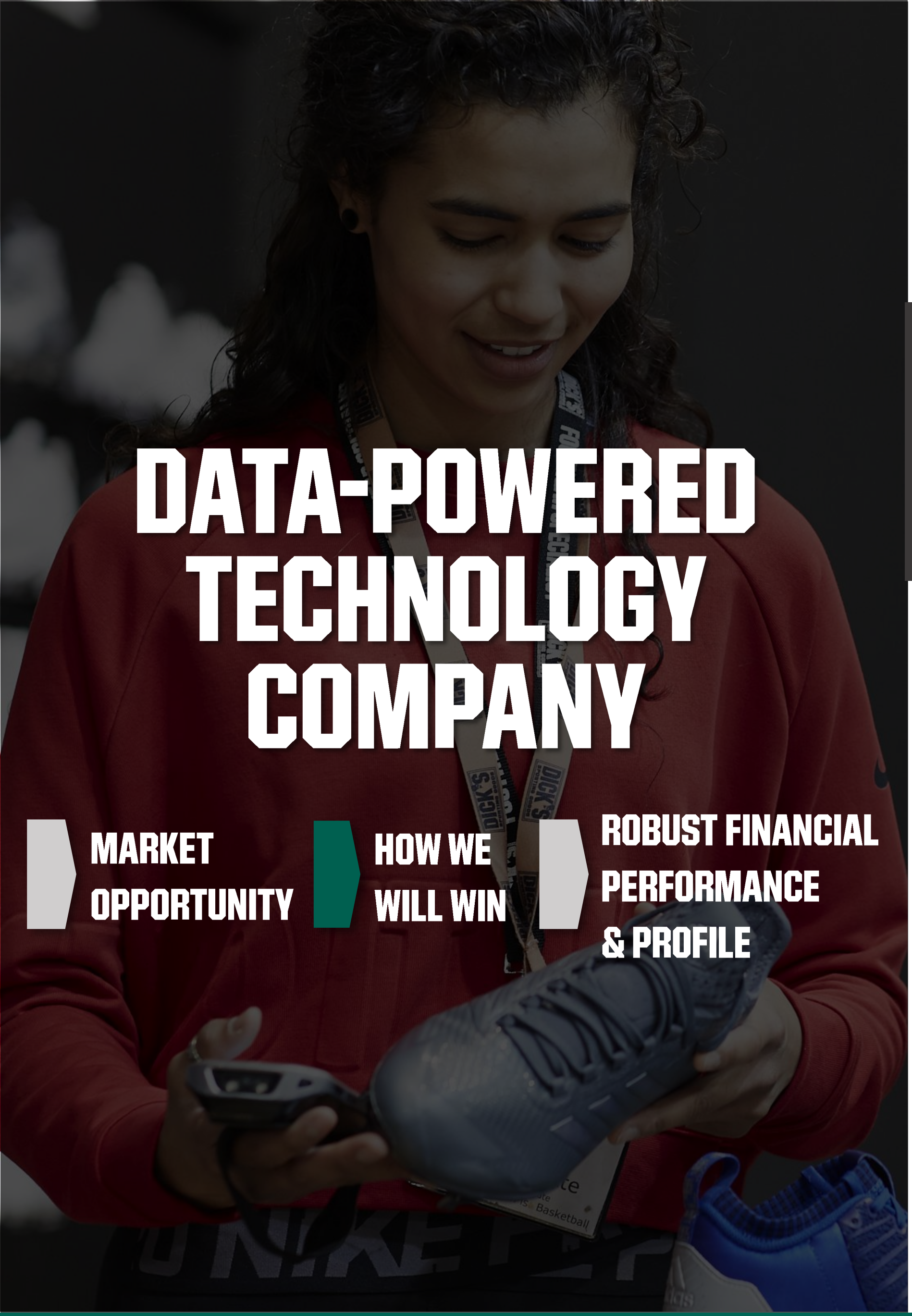
HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

WE HAVE A ROBUST DIGITAL EXPERIENCE THAT IS CONTINUALLY TRANSFORMING

1. Multibillion dollar and growing eCommerce business with profitability in-line with total company EBT margin
2. Leading-edge website with enhanced performance and testing
3. Improved fulfillment capabilities, with faster shipping, same-day delivery, and sustained adoption of curbside & in-store pickup
4. Significant mobile app growth with a focus on loyalty and exclusive product launches





OUR ATHLETE DATABASE AND LOYALTY PROGRAM ARE POWERFUL ASSETS

WE ARE LEVERAGING OUR ROBUST ATHLETE DATABASE TO **BUILD 1:1 RELATIONSHIPS** ACROSS CHANNELS

SCORECARD

25M+ Athletes

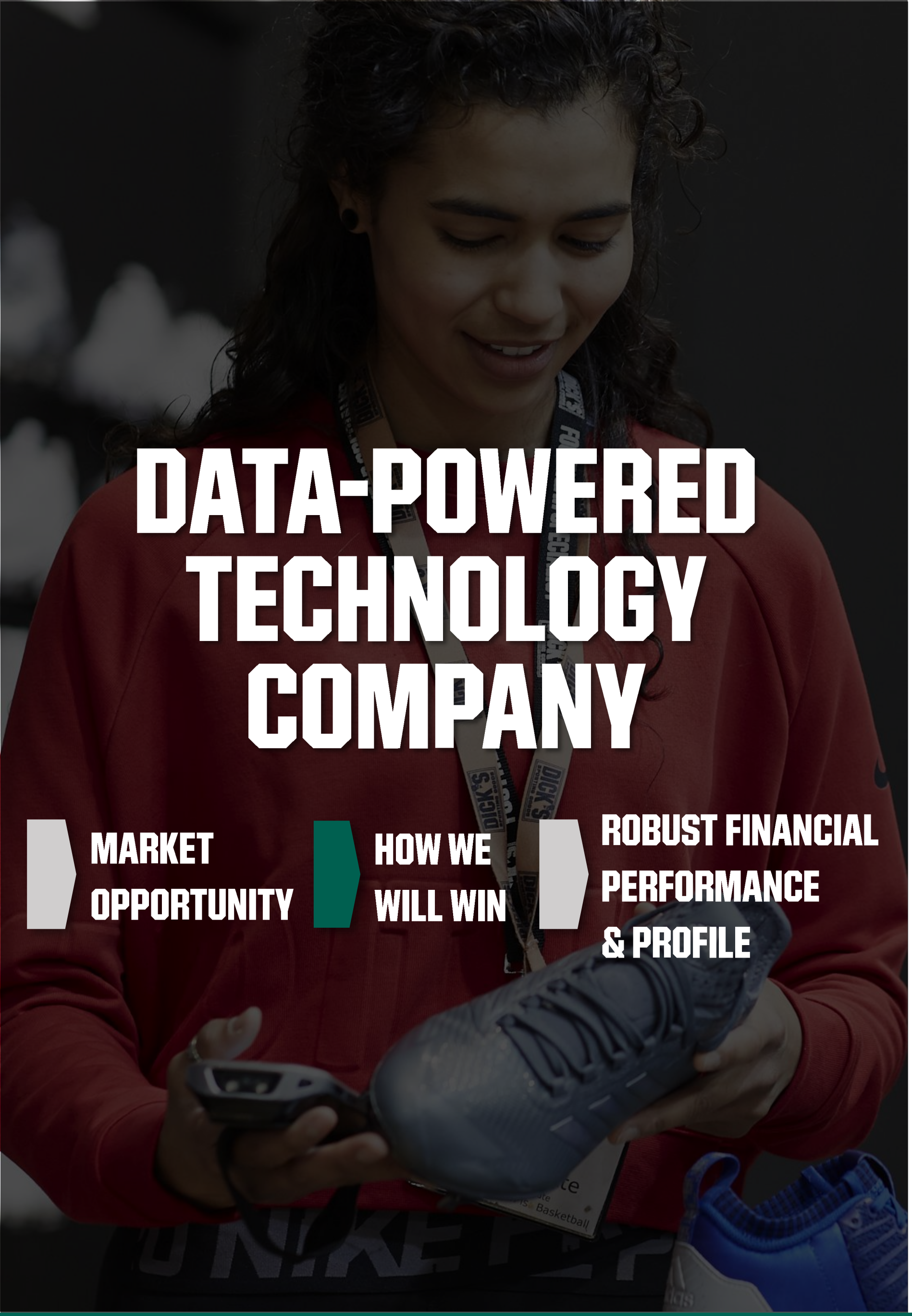
70%+ Of Sales

SCORECARD GOLD

7M+ Athletes[1]

45%+ Of Sales[1]

[1]GOLD members included in ScoreCard counts.
Data as of year-end 2023.



DATA-POWERED TECHNOLOGY COMPANY

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

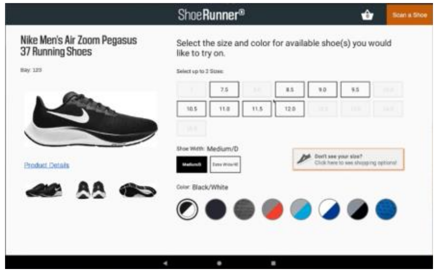
OUR DATA AND TECHNOLOGY ENABLES BETTER ATHLETE EXPERIENCES

IN-STORE TECHNOLOGY

To create better experiences and instill purchase confidence

TRACKMAN SIMULATOR

SHOERUNNER KIOSK



HITTRAX BATTING CAGE

AI & MACHINE LEARNING

To better serve our athletes

1. Improve our speed to athletes with optimized order routing
2. Tailored marketing offers and content in the channels our athletes prefer
3. Intelligence to improve in-stocks and merchandise availability

CULTURE AND COMMON PURPOSE

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

WE WIN BECAUSE OF OUR PEOPLE

83%
Recommend DICK'S Sporting Goods as a great place to work

+1,793 BPS to U.S. Retail Industry Average
SOURCE: Medallia 2024 reporting

50,000+ TEAMMATES NATIONWIDE

FOR FOUR YEARS IN A ROW, DICK'S HAS BEEN CERTIFIED AS A GREAT PLACE TO WORK
DICK'S HAS ALSO BEEN NAMED ONE OF FORTUNE'S BEST WORKPLACES IN RETAIL

CULTURE AND COMMON PURPOSE

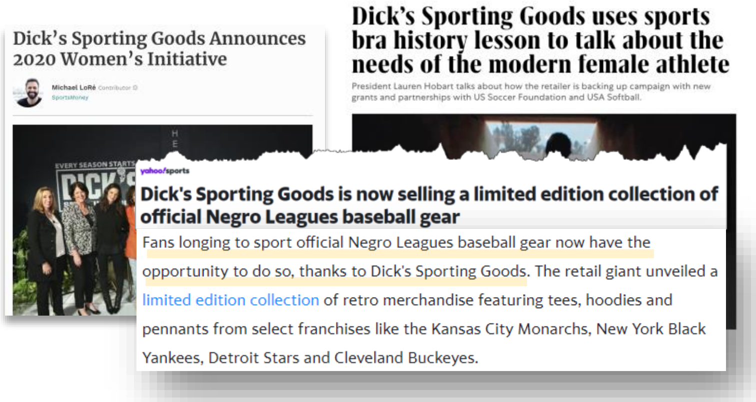
MARKET OPPORTUNITY

HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

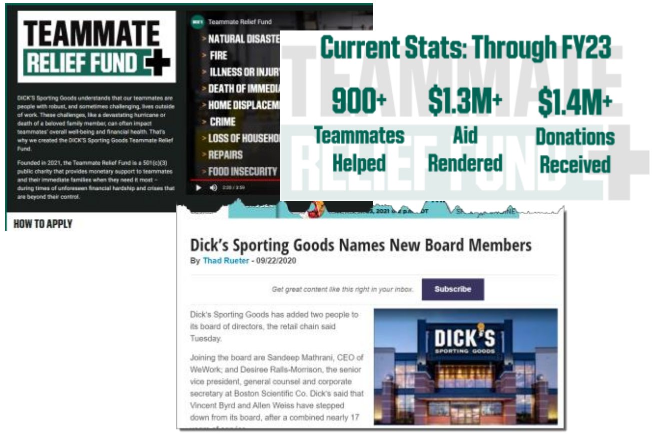
WE ALWAYS STRIVE TO DO THE RIGHT THING

OUR ATHLETES

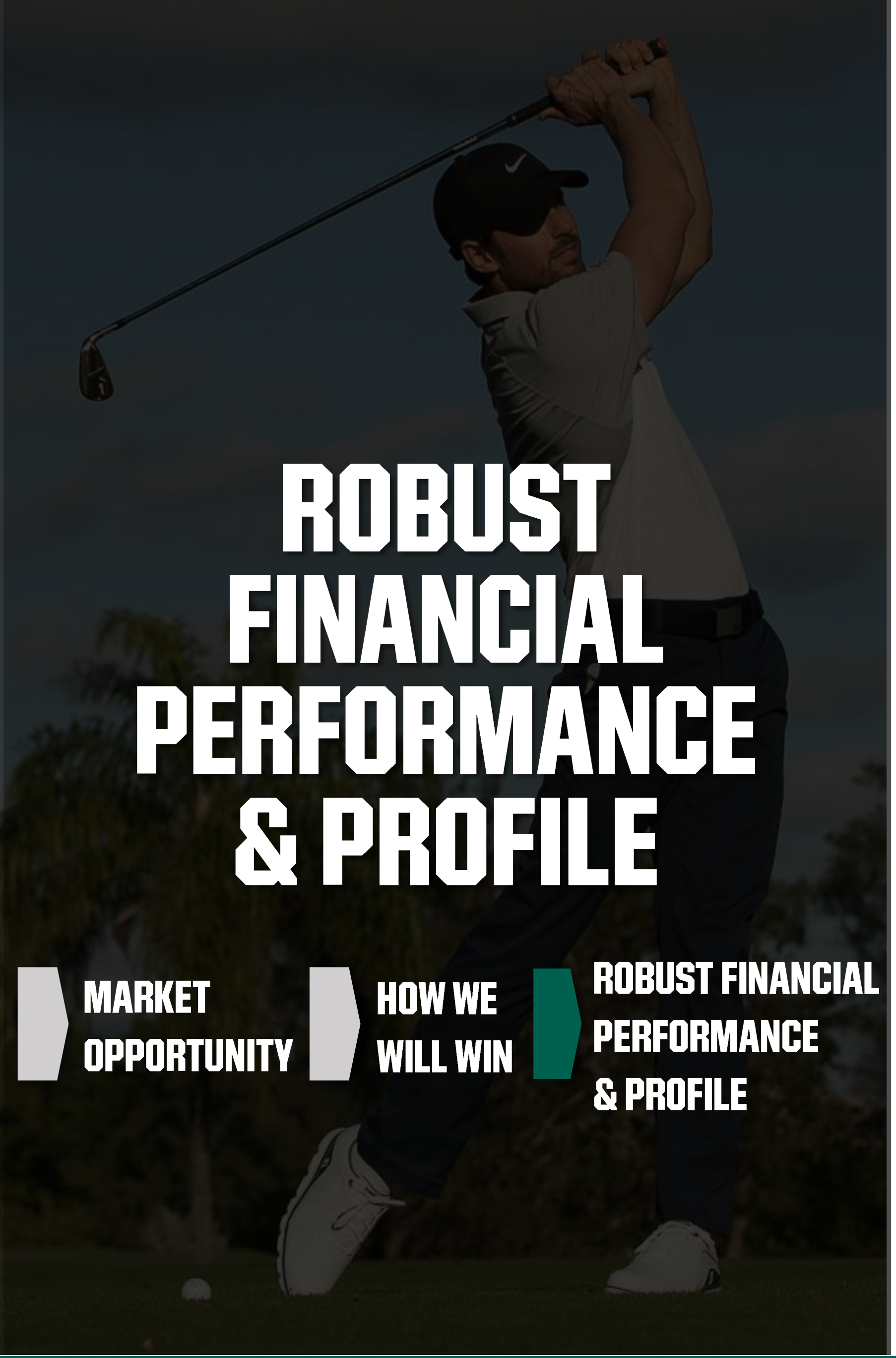


OUR COMMUNITIES

OUR BELIEFS



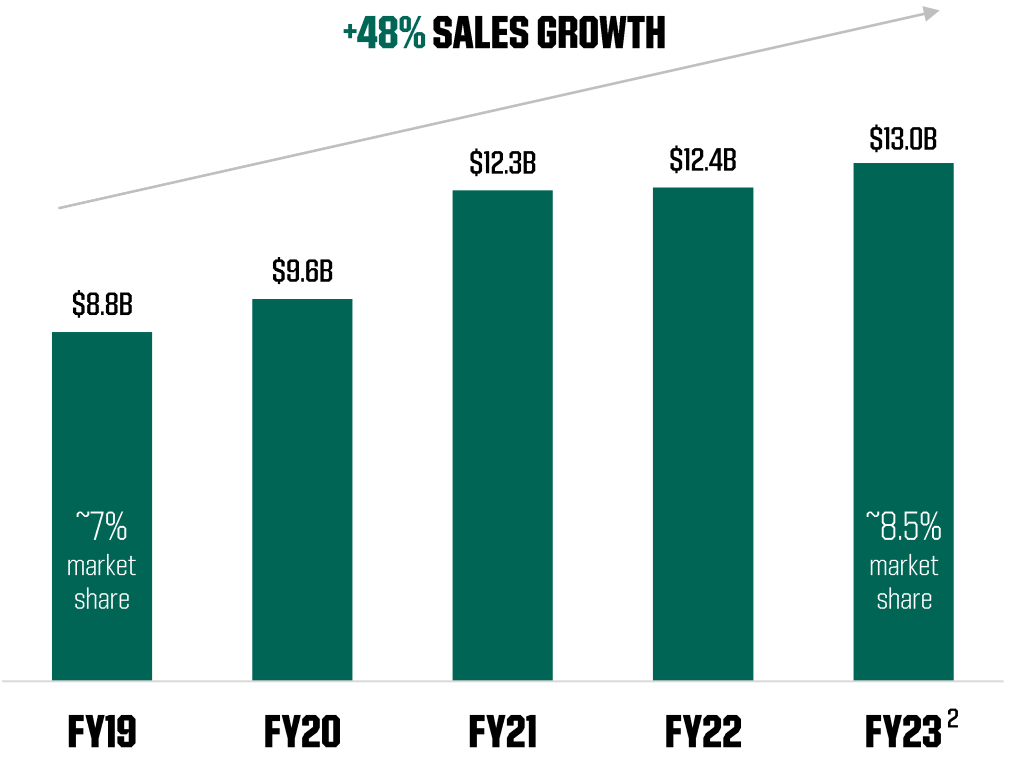
OUR ADVOCACY



ROBUST FINANCIAL PERFORMANCE & PROFILE

MARKET OPPORTUNITY | HOW WE WILL WIN | ROBUST FINANCIAL PERFORMANCE & PROFILE

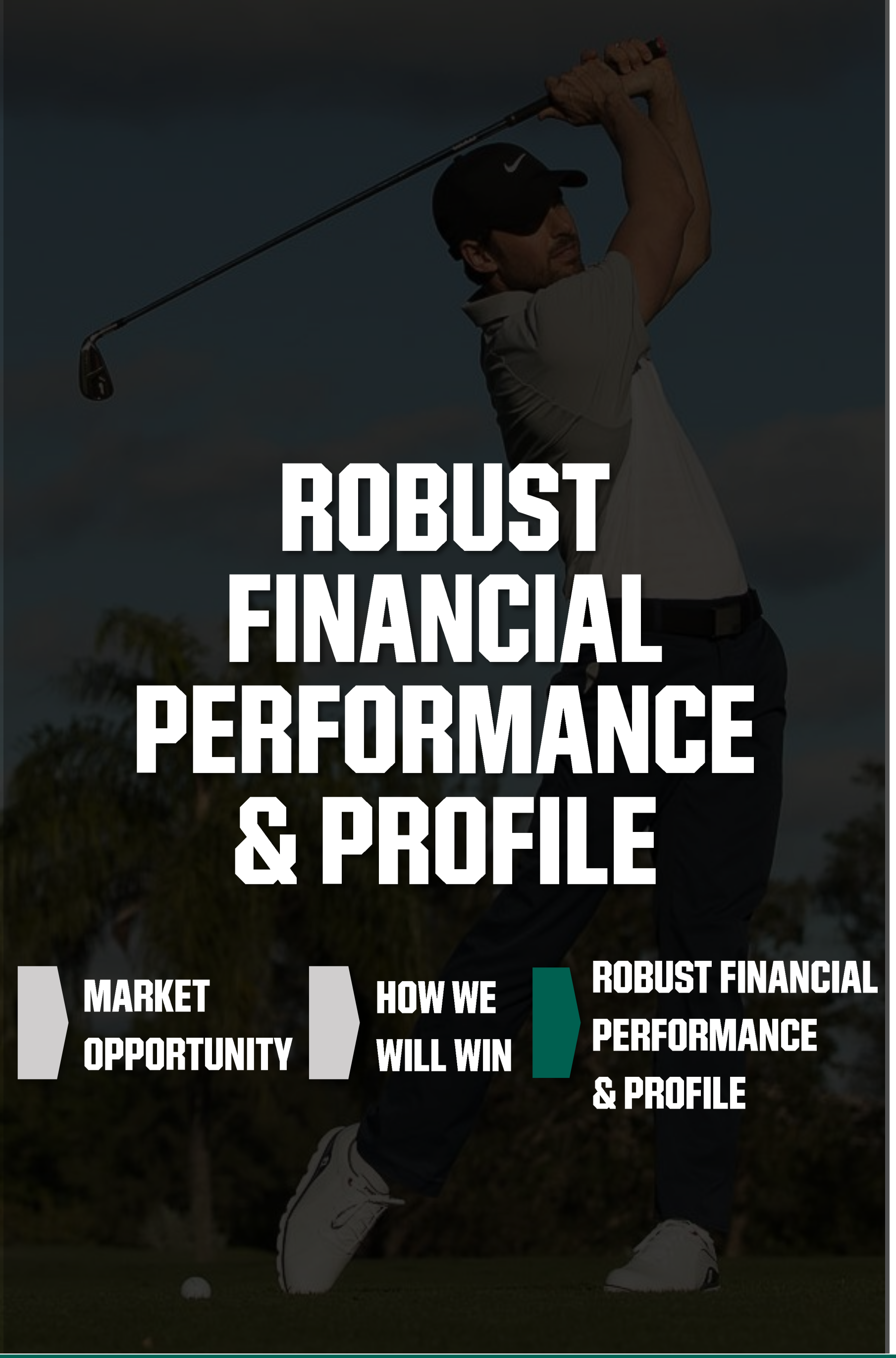
WE HAVE A STRUCTURALLY HIGHER SALES BASE VERSUS PRE-COVID



We have gained considerable **market share**, fueled by our priority categories

1. We delivered record sales of $13.0B in FY23, up +5% v. FY22
2. Since 2019, we have grown our sales +48% or $4.1B[1]
3. We are innovating within the omnichannel athlete experience, offering a differentiated product assortment, providing a best-in-class teammate experience and driving deep brand engagement

[1] Amount does not recalculate due to rounding
[2] 2023 was a 53-week year. The extra week during fiscal 2023 generated $170 million of net sales.



ROBUST FINANCIAL PERFORMANCE & PROFILE

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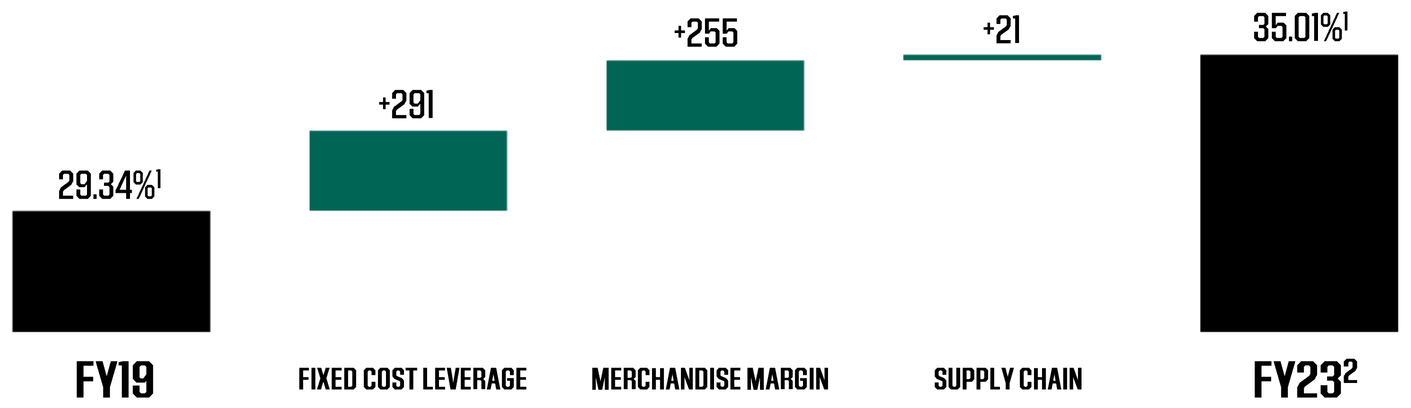
GROSS MARGIN HAS RE-BASELINED WELL ABOVE 2019

NON-GAAP GROSS MARGIN +567 BPS



DRIVERS OF GROSS MARGIN RE-BASELINE:

LEVERAGE OF FIXED COSTS

- Significant leverage of fixed costs due to structurally higher sales base

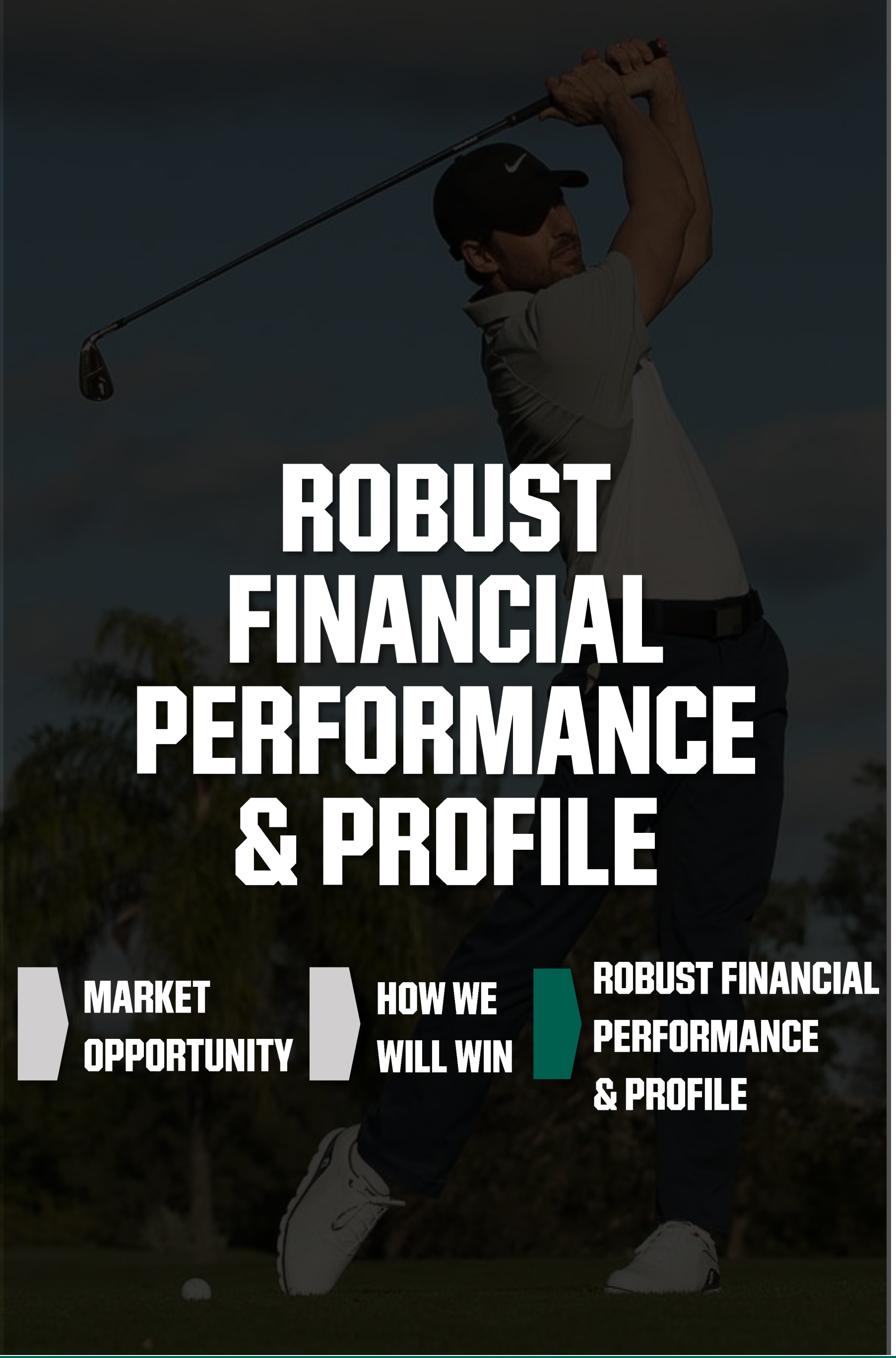
IMPROVED ECOMMERCE PROFITABILITY

- Fewer and more targeted promotions, better leverage of fixed costs and strong athlete adoption of curbside pickup and BOPIS

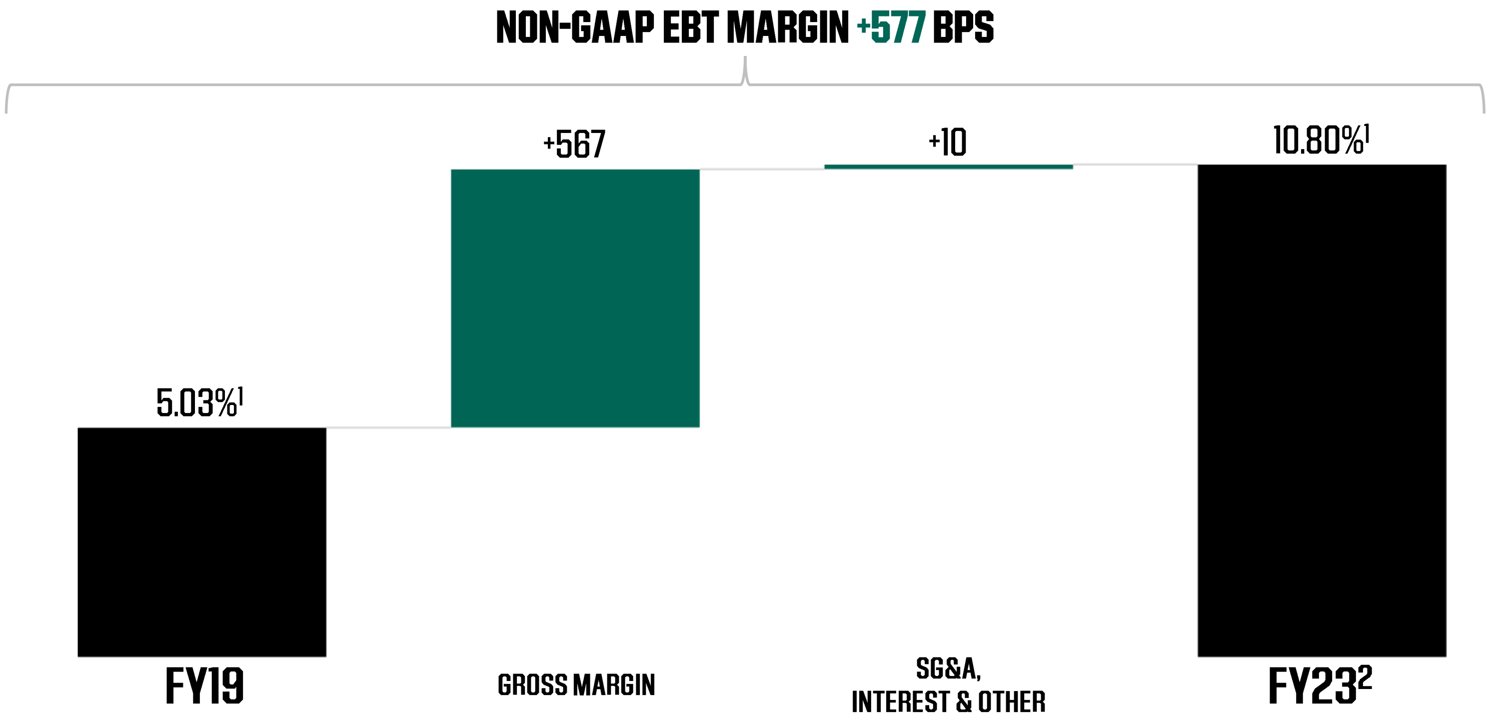
STRUCTURALLY HIGHER MERCHANDISE MARGIN

- **Highly Differentiated Product Assortment**: Expansion of exclusive and differentiated products which are less susceptible to broader promotional pressures
- **More Granular Pricing Management:** Enhanced data science capabilities and shifted to digital marketing from print media, resulting in optimized pricing and promotions
- **Merchandise Mix Benefit**: Exited the hunt business which had margins approximately 1,700 bps below the company average in 2019; Growing core vertical brands with margins 600 to 800 bps above national brands

[1]Represents a non-GAAP financial measure. See the appendix for a reconciliation of this measure to the most directly comparable GAAP measure.
[2]2023 was a 53-week year



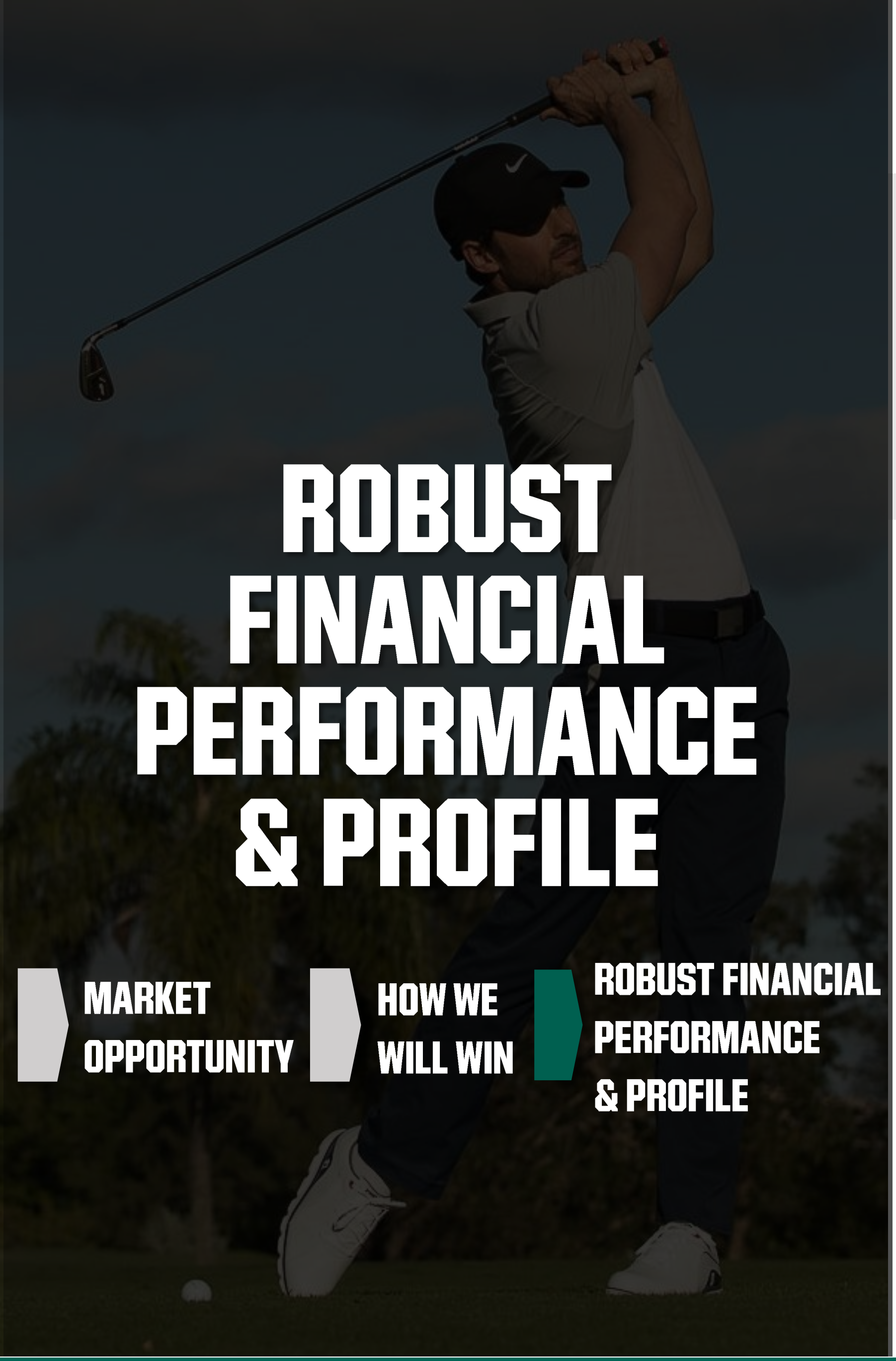
WE HAVE A STRUCTURALLY HIGHER EBT MARGIN VERSUS 2019



DRIVERS OF STRUCTURALLY HIGHER EBT MARGIN :

1. LEVERAGE OF FIXED COSTS
2. STRUCTURALLY HIGHER MERCHANDISE MARGIN
3. IMPROVED ECOMMERCE PROFITABILITY IN LINE WITH TOTAL COMPANY EBT MARGIN

[1]Represents a non-GAAP financial measure. See the appendix for a reconciliation of this measure to the most directly comparable GAAP measure.
[2]2023 was a 53-week year



ROBUST FINANCIAL PERFORMANCE & PROFILE

- MARKET OPPORTUNITY
- HOW WE WILL WIN
- ROBUST FINANCIAL PERFORMANCE & PROFILE

Q2 2024 FINANCIAL PERFORMANCE

"We delivered a very strong second quarter. Powered by our compelling omni-channel athlete experience, differentiated product assortment, best-in-class teammate experience and our ability to create deep engagement with the DICK'S brand, we are driving sustained top-line momentum and gaining market share. Our Q2 comps were driven by growth in average ticket and transactions, and with growth in sales, gross margin expansion and SG&A leverage, we delivered EBT margin of nearly 14%."

- Lauren Hobart, President and Chief Executive Officer

$3.5B

NET SALES[1]

Increased +7.8% vs. Q2 2023 including the expected benefit from the calendar shift of approximately $95 million

+4.5%

COMPARABLE SALES[1,2]

Driven by increases in average ticket and transactions

13.9%

EBT MARGIN

Compared to 10.1% EBT margin in Q2 2023

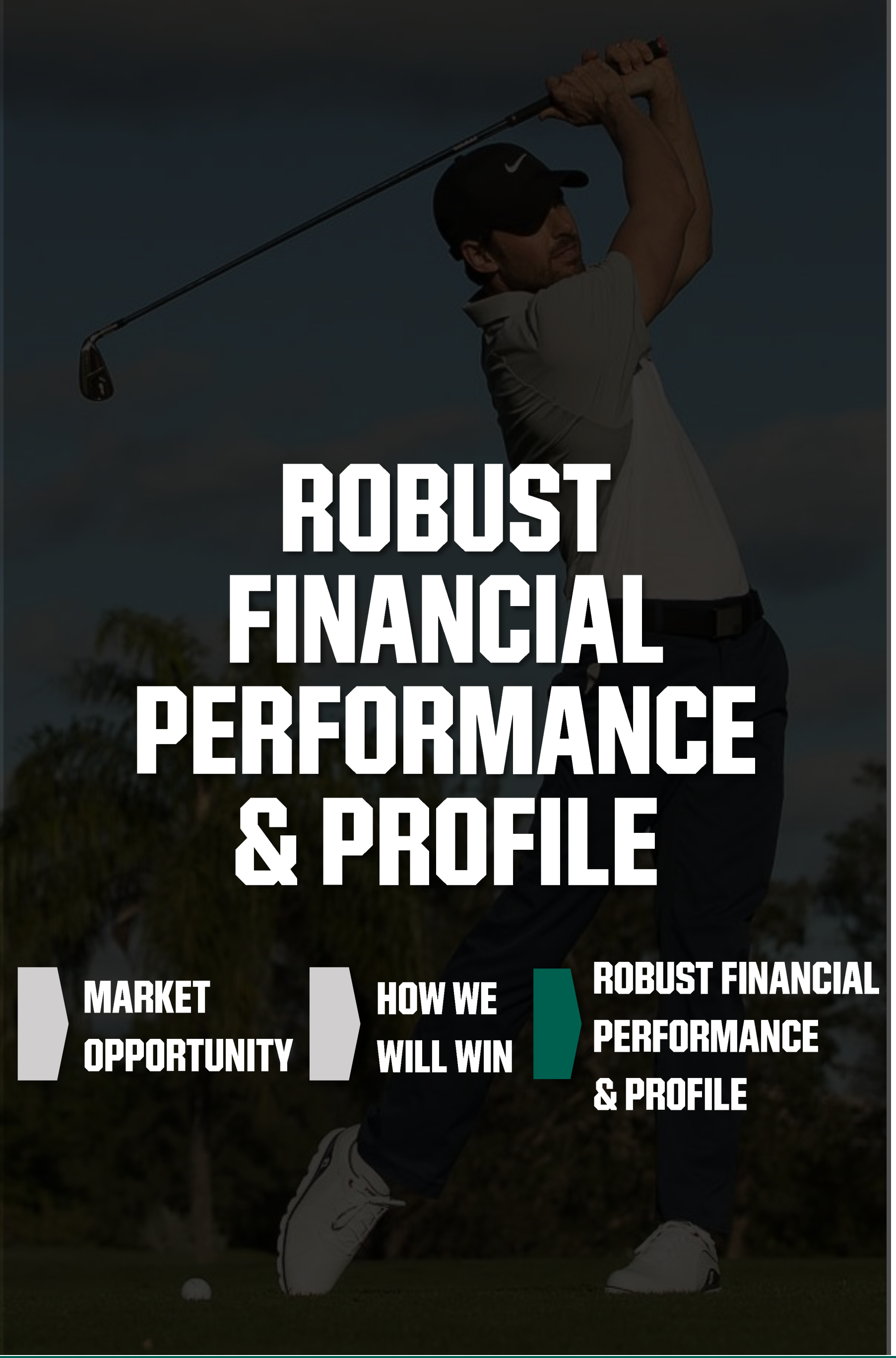
$4.37

DILUTED EPS[1]

Increased +55% vs. Q2 2023

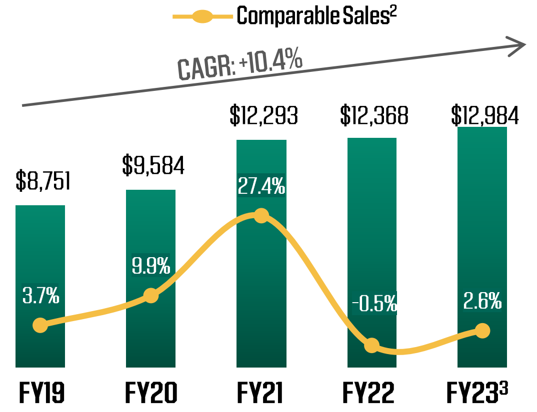
[1] Due to the 53rd week in fiscal 2023, there is a one-week shift in the fiscal 2024 calendar compared to the prior year, which favorably impacted net sales comparisons for the second quarter by approximately $95 million, or approximately $0.30 per diluted share. Comparable sales for fiscal 2024 are calculated by shifting the prior year period by one week to compare similar calendar weeks.

[2] Beginning in fiscal 2024, we revised our method for calculating comparable sales to include GameChanger revenue. Prior year information has been revised to reflect this change for comparability purposes. See additional details as furnished in Exhibit 99.2 of the Company's Current Report on Form 8-K, filed with the SEC on March 14, 2024.

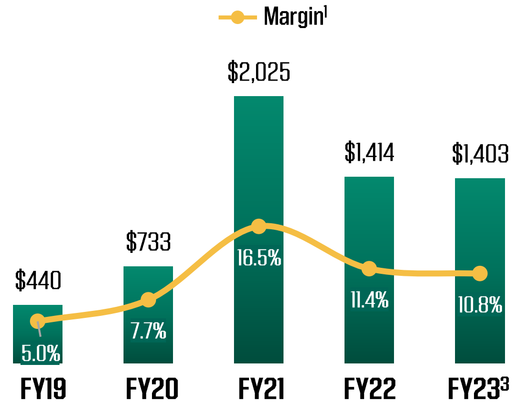


HISTORICAL ANNUAL FINANCIAL PERFORMANCE

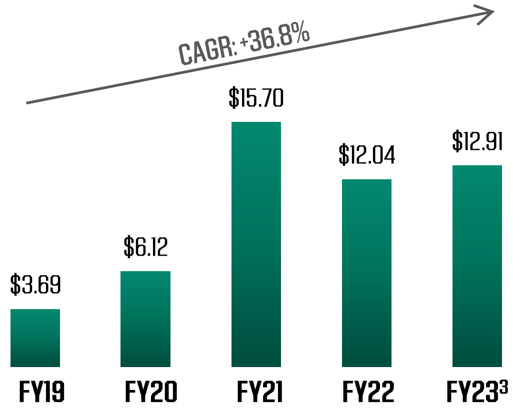
Net Sales (in millions)



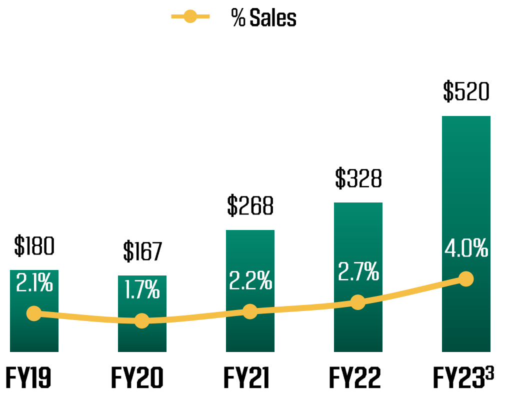
Non-GAAP EBT[1] (in millions)



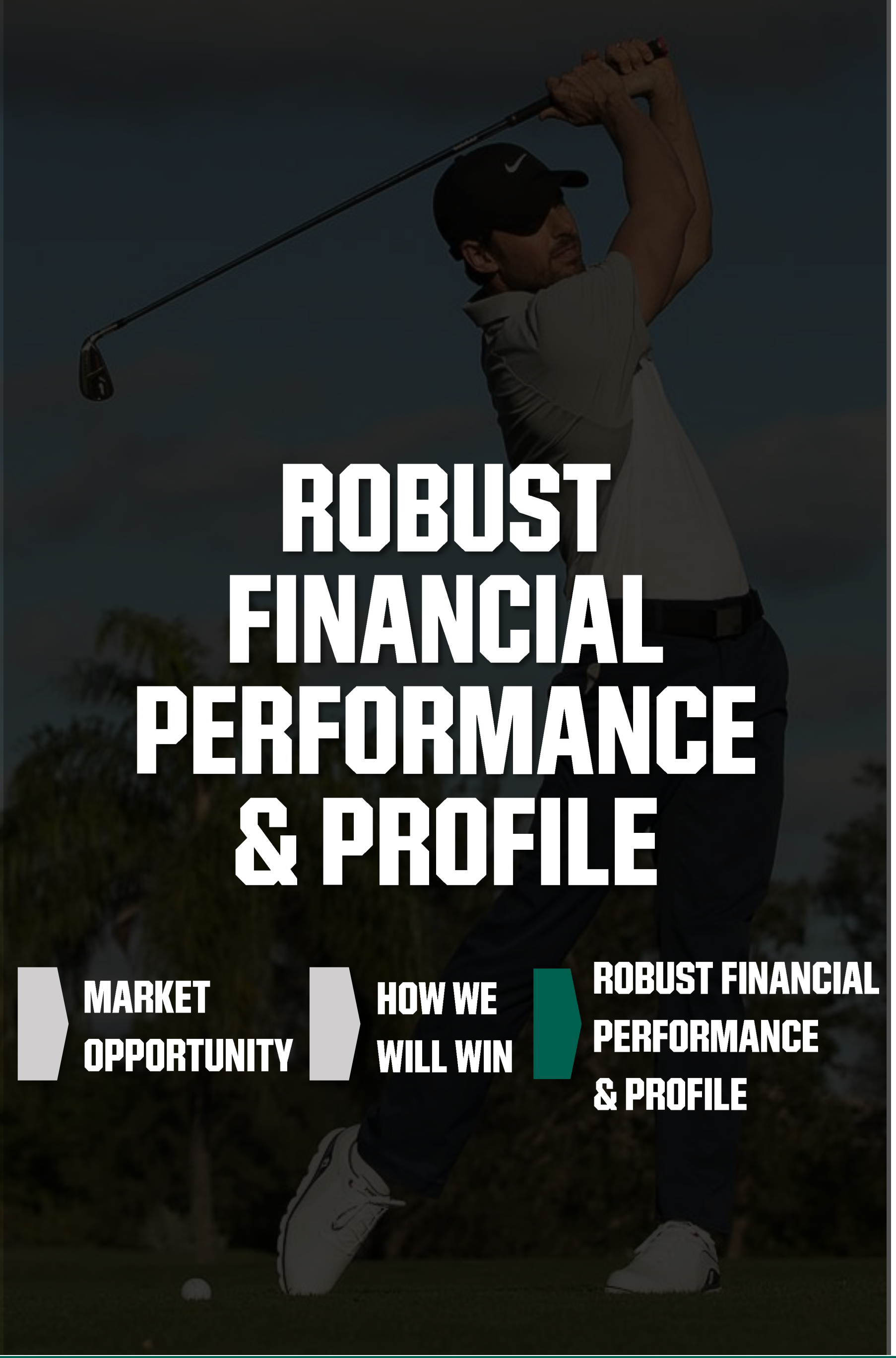
Non-GAAP EPS[1]



Net Capex[1] (in millions)



[1]Represents a non-GAAP financial measure. See the appendix for a reconciliation of this measure to the most directly comparable GAAP measure.
[2]Beginning in fiscal 2022, the Company revised its method for calculating comparable sales by including relocated store locations. Fiscal 2021 information was revised to reflect this change for comparability purposes. See additional details as furnished in Exhibit 99.2 of the Company's Form 8-K, which was filed with the SEC on March 8, 2022. Comparable sales information prior to fiscal 2021 has not been revised to reflect this change in methodology. Beginning in fiscal 2024, we revised our method for calculating comparable sales to include GameChanger revenue. Fiscal 2023 information has been revised to reflect this change for comparability purposes. See additional details as furnished in Exhibit 99.2 of the Company's Current Report on Form 8-K, filed with the SEC on March 14, 2024. Comparable sales information prior to fiscal 2023 has not been revised to reflect this change in methodology.
[3]2023 was a 53-week year. The extra week during fiscal 2023 generated $170 million of net sales and earnings per diluted share of $0.19. Full year 2023 comparable sales calculations are presented on a 52-week basis.



WE ARE COMMITTED TO RETURNING SIGNIFICANT CAPITAL TO SHAREHOLDERS

THROUGH OUR QUARTERLY DIVIDEND AND OPPORTUNISTIC SHARE REPURCHASES

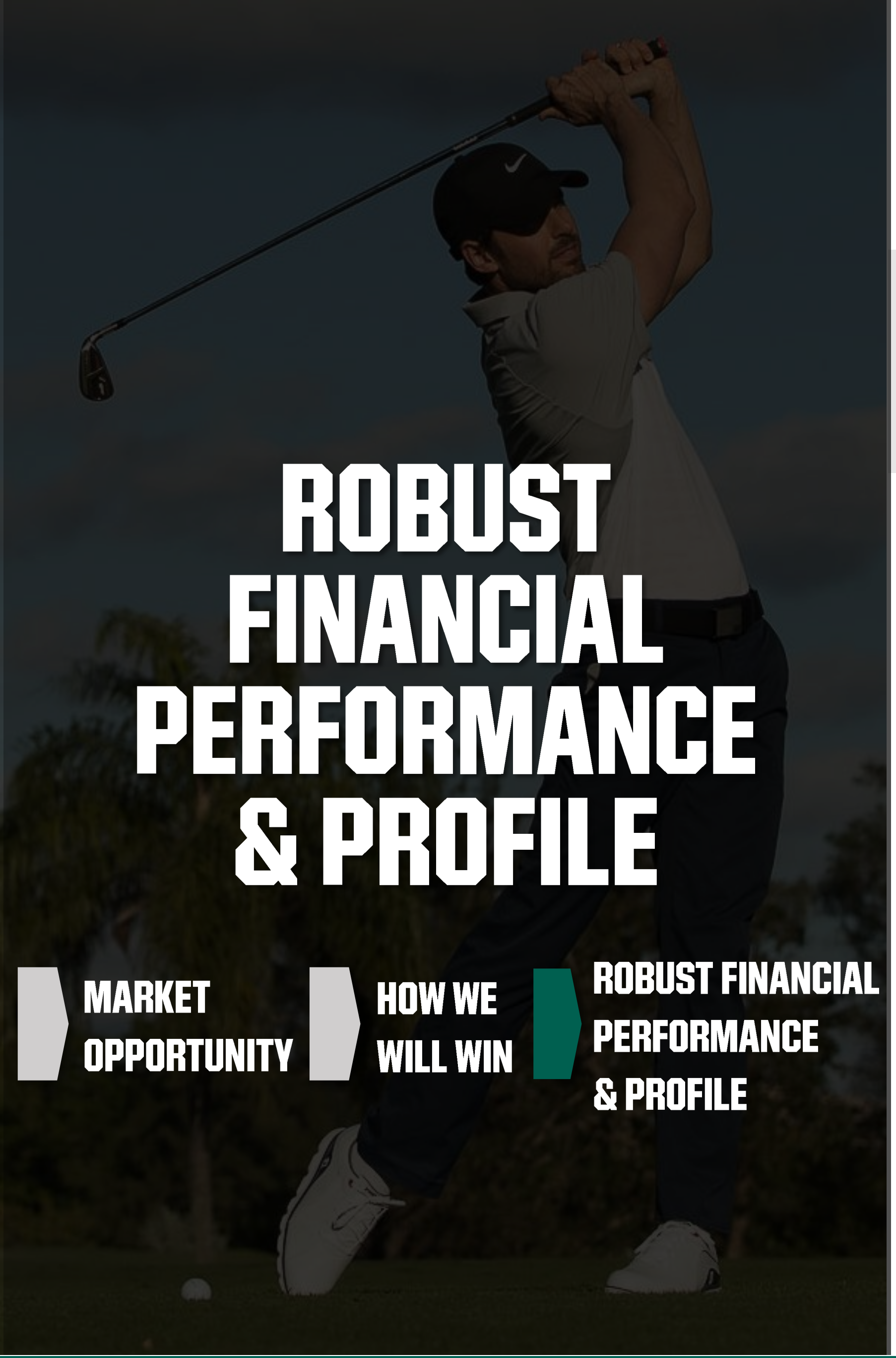
During 2023, we returned **$1.0 billion** to shareholders

1. Approximately $650 million of share repurchases
2. Approximately $350 million in dividends

Increased expected annualized dividend to **$4.40 per share**, an increase of **10%**, which marks the **tenth consecutive year** that our shareholders have benefited from a dividend increase

OVER THE PAST THREE YEARS, WE HAVE RETURNED NEARLY $3.4 BILLION TO SHAREHOLDERS

As a result of our **financial performance** and commitment to a **healthy balance sheet**, Moody's upgraded our credit rating from Baa3 to **Baa2** in August of 2024



2024 GUIDANCE

(as of 09/04/2024)

"Because of our strong Q2 performance and the confidence we have in our business, we are again raising our full year outlook."
- Lauren Hobart, President and Chief Executive Officer

NET SALES	COMP SALES	EPS
$13.1B to **$13.2B**	**+2.5%** to **+3.5%**	**$13.55** to **$13.90**
	Previously +2.0% to +3.0%	Previously $13.35 to $13.75

ADDITIONAL DETAIL

- Gross margin is expected to expand compared to 2023 non-GAAP results
- Based on the strength of our business, we are making strategic investments to drive long-term growth, and we expect SG&A expenses to deleverage modestly compared to 2023 non-GAAP results
- EBT margin is planned to be 11.2% at the mid-point
- Our guidance is based on approximately 83 million average diluted shares outstanding and an effective tax rate of approximately 23%
- Expect net capital expenditures of approximately $800 million
- Expect share repurchases of $300 million

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(dollars in thousands, except per share amounts)

	53 Weeks Ended February 3, 2024					
	Gross profit	Selling, general and administrative expenses	Other (income) expense	Income before income taxes	Net income [3]	Earnings per diluted share
GAAP Basis	$ 4,533,735	$ 3,204,108	$ (93,809)	$ 1,318,151	$ 1,046,519	$ 12.18
% of Net Sales	*34.92 %*	*24.68 %*	*(0.72)%*	*10.15 %*	*8.06 %*	
Business optimization charges [1]	11,984	(72,829)	—	84,813	62,762	
Deferred compensation plan adjustments [2]	—	(13,960)	13,960	—	—	
Non-GAAP Basis	$ 4,545,719	$ 3,117,319	$ (79,849)	$ 1,402,964	$ 1,109,281	$ 12.91
% of Net Sales	*35.01 %*	*24.01 %*	*(0.61)%*	*10.80 %*	*8.54 %*	

(1) Includes $46.1 million of non-cash impairments of store and intangible assets, $26.7 million of severance-related costs and a $12.0 million write-down of inventory.

(2) Includes non-cash changes in fair value of employee deferred compensation plan investments held in rabbi trusts.

(3) The provision for income taxes for non-GAAP adjustments was calculated at 26% which approximated the Company's blended tax rate.

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(dollars in thousands, except per share amounts)

	52 Weeks Ended January 28, 2023								
	Gross profit	Selling, general and administrative expenses	Other (income) expense	Income before income taxes	Net income [4]	After tax interest from Convertible Senior Notes [4]	Numerator used to compute earnings per diluted share	Weighted average diluted shares	Earnings per diluted share
GAAP Basis	$4,284,558	$ 2,805,462	$ (15,949)	$ 1,383,748	$ 1,043,138	$ 27,060	$ 1,070,198	99,274	$ 10.78
% of Net Sales	*34.64 %*	*22.68 %*	*(0.13)%*	*11.19 %*	*8.43 %*	*0.22 %*	*8.65 %*		
Convertible Senior Notes [1]	—	—	—	—	—	(27,060)	(27,060)	(10,792)	
Field & Stream exit charges [2]	740	(29,340)	—	30,080	22,259	—	22,259	—	
Deferred compensation plan adjustments [3]	—	14,609	(14,609)	—	—	—	—	—	
Non-GAAP Basis	$4,285,298	$ 2,790,731	$ (30,558)	$ 1,413,828	$1,065,397	$ —	$ 1,065,397	88,482	$ 12.04
% of Net Sales	*34.65 %*	*22.56 %*	*(0.25)%*	*11.43 %*	*8.61 %*	*— %*	*8.61 %*		

(1) Adjustment eliminates the impact of assumed share settlement of the Convertible Senior Notes as required by "the if-converted method" under GAAP. The Company retired its Convertible Senior Notes without dilutive effect, due to cash payments for principal, shares received from its convertible bond hedge and shares repurchased to offset share settlement of remaining $59.1 million principal during the 13 weeks ended April 29, 2023. Accordingly, the Company believes reflecting the notes as debt more closely represents the economics of the transaction.

(2) Field & Stream exit charges of $30.1 million included $28.5 million of non-cash impairments of store assets, $0.8 million of severance and a $0.7 million inventory write-down related to our closure of 12 Field & Stream stores in the fourth quarter of fiscal 2022.

(3) Includes non-cash changes in fair value of employee deferred compensation plan investments held in rabbi trusts.

(4) The provision for income taxes for non-GAAP adjustments was calculated at 26% which approximated the Company's blended tax rate.

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(dollars in thousands, except per share amounts)

	52 Weeks Ended January 29, 2022							
	Selling, general and administrative expenses	Income from operations	Interest expense	Other (income) expense	Income before income taxes	Net income [3]	Weighted average diluted shares	Earnings per diluted share
GAAP Basis	$ 2,664,083	$ 2,034,503	$ 57,839	$ (17,774)	$ 1,994,438	$ 1,519,871	109,578	$ 13.87
% of Net Sales	*21.67 %*	*16.55 %*	*0.47 %*	*(0.14)%*	*16.22 %*	*12.36 %*		
Convertible Senior Notes [1]	—	—	(30,794)	—	30,794	22,788	(11,332)	
Deferred compensation plan adjustments [2]	(17,070)	17,070	—	17,070	—	—	—	
Non-GAAP Basis	$ 2,647,013	$ 2,051,573	$ 27,045	$ (704)	$ 2,025,232	$ 1,542,659	98,246	$ 15.70
% of Net Sales	*21.53 %*	*16.69 %*	*0.22 %*	*(0.01)%*	*16.47 %*	*12.55 %*		

(1) Amortization of the non-cash debt discount on the Company's Convertible Senior Notes and diluted shares that are designed to be offset at settlement by shares delivered from the convertible note hedge purchased by the Company.

(2) Includes non-cash changes in fair value of employee deferred compensation plan investments held in rabbi trusts.

(3) The provision for income taxes for non-GAAP adjustments was calculated at 26%, which approximated the Company's blended tax rate.

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(dollars in thousands, except per share amounts)

	52 Weeks Ended January 30, 2021							
	Selling, general and administrative expenses	Income from operations	Interest expense	Other (income) expense	Income before income taxes	Net income [3]	Weighted average diluted shares	Earnings per diluted share
GAAP Basis	$ 2,298,534	$ 741,477	$ 48,812	$ (19,070)	$ 711,735	$ 530,251	92,639	$ 5.72
% of Net Sales	*23.98 %*	*7.74 %*	*0.51 %*	*(0.20)%*	*7.43 %*	*5.53 %*		
Convertible Senior Notes [1]	—	—	(21,581)	—	21,581	15,970	(3,460)	
Deferred compensation plan adjustments [2]	(16,594)	16,594	—	16,594	—	—	—	
Non-GAAP Basis	$ 2,281,940	$ 758,071	$ 27,231	$ (2,476)	$ 733,316	$ 546,221	89,179	$ 6.12
% of Net Sales	*23.81 %*	*7.91 %*	*0.28 %*	*(0.03)%*	*7.65 %*	*5.70 %*		

(1) Amortization of the non-cash debt discount on the Company's Convertible Senior Notes and diluted shares that are designed to be offset at settlement by shares delivered from the convertible note hedge purchased by the Company. This amount includes $1.1 million of amortization recognized in the fiscal quarter ended May 2, 2020.

(2) Includes non-cash changes in fair value of employee deferred compensation plan investments held in rabbi trusts.

(3) The provision for income taxes for non-GAAP adjustments was calculated at 26%, which approximated the Company's blended tax rate.

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(dollars in thousands, except per share amounts)

	52 Weeks Ended February 1, 2020							
	Gross profit	Selling, general and administrative expenses	Income from operations	Gain on sale of subsidiaries	Other (income) expense	Income before income taxes	Net income [5]	Earnings per diluted share
GAAP Basis	$ 2,554,558	$ 2,173,677	$ 375,613	$ (33,779)	$ (15,324)	$ 407,704	$ 297,462	$ 3.34
% of Net Sales	*29.19 %*	*24.84 %*	*4.29 %*	*(0.39)%*	*(0.18)%*	*4.66 %*	*3.40 %*	
Hunt restructuring charges [1]	13,135	(44,588)	57,723	—	—	57,723	50,072	
Gain on sale of subsidiaries [2]	—	—	—	33,779	—	(33,779)	(24,996)	
Non-cash asset impairments [3]	—	(15,253)	15,253	—	—	15,253	11,287	
Litigation contingency settlement [4]	—	6,411	(6,411)	—	—	(6,411)	(4,744)	
Deferred compensation plan adjustments [5]	—	(14,883)	14,883	—	14,883	—	—	
Non-GAAP Basis	$ 2,567,693	$ 2,105,364	$ 457,061	$ —	$ (441)	$ 440,490	$ 329,081	$ 3.69
% of Net Sales	*29.34 %*	*24.06 %*	*5.22 %*	*— %*	*— %*	*5.03 %*	*3.76 %*	

(1) Hunt restructuring charges of $57.7 million included $35.7 million of non-cash impairments of a trademark and store assets, a $13.1 million write-down of inventory and an $8.9 million charge related to our exit from eight Field & Stream stores in the third quarter, which were subleased to Sportsman's Warehouse.

(2) Gain on sale of Blue Sombrero and Affinity Sports subsidiaries.

(3) Non-cash impairment charges to reduce the carrying value of a corporate aircraft to its fair market value, which was subsequently sold.

(4) Favorable settlement of a previously accrued litigation contingency.

(5) Includes non-cash changes in fair value of employee deferred compensation plan investments held in rabbi trusts.

(6) Except for the impairment of the trademark, the provision for income taxes for non-GAAP adjustments was calculated at 26%, which approximated the Company's blended tax rate. The trademark impairment charge of $28.3 million was not deductible for tax purposes.

GAAP TO NON-GAAP RECONCILIATIONS

RECONCILIATION OF GROSS CAPITAL EXPENDITURES TO NET CAPITAL EXPENDITURES

(in thousands)

The following table represents a reconciliation of the Company's gross capital expenditures to its capital expenditures, net of construction allowances.

	Fiscal Year Ended				
	February 3, 2024	January 28, 2023	January 29, 2022	January 30, 2021	February 1, 2020
Gross capital expenditures	$ (587,426)	$ (364,075)	$ (308,261)	$ (224,027)	$ (217,461)
Construction allowances provided by landlords	67,061	36,100	40,195	56,713	37,959
Net capital expenditures	$ (520,365)	$ (327,975)	$ (268,066)	$ (167,314)	$ (179,502)

FISCAL 2023 NET SALES ADJUSTED FOR THE 53RD WEEK

(in thousands)

Net sales adjusted for the extra week during the 53 weeks ended February 3, 2024 is presented below to illustrate the impact of the extra week on reported net sales in comparison to reported results for the 52 weeks ended January 28, 2023.

	53 Weeks Ended February 3, 2024
Net sales	$ 12,984,399
Less: 53rd week net sales	(170,223)
Adjusted net sales	$ 12,814,176

ABOUT DICK'S SPORTING GOODS

About DICK'S Sporting Goods

DICK'S Sporting Goods (NYSE: DKS) creates confidence and excitement by inspiring, supporting and personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omnichannel retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Public Lands, Going Going Gone! and Warehouse Sale stores, online, and through the DICK'S mobile app. DICK'S also owns and operates DICK'S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile platform for live streaming, scheduling, communications and scorekeeping.

Driven by its belief that sports have the power to change lives, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving, sustainability efforts and employment opportunities can be found on dicks.com, investors.dicks.com, sportsmatter.org, dickssportinggoods.jobs and on Instagram, TikTok, Facebook and X.

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