# Macy's, Inc. First Quarter 2023 Earnings Presentation 

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## Safe Harbor Statement

All statements in this presentation that are not statements of historical fact are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements are based upon the current beliefs and expectations of Macy's management and are subject to significant risks and uncertainties. Actual results could differ materially from those expressed in or implied by the forward-looking statements contained in this presentation because of a variety of factors, including Macy's ability to successfully implement its Polaris strategy, including the ability to realize the anticipated benefits within the expected time frame or at all, conditions to, or changes in the timing of proposed real estate and other transactions, prevailing interest rates and non-recurring charges, the effect of potential changes to trade policies, store closings, competitive pressures from specialty stores, general merchandise stores, off-price and discount stores, manufacturers' outlets, the Internet and catalogs and general consumer spending levels, including the impact of the availability and level of consumer debt, possible systems failures and/or security breaches, the potential for the incurrence of charges in connection with the impairment of intangible assets, including goodwill, Macy's reliance on foreign sources of production, including risks related to the disruption of imports by labor disputes, regional or global health pandemics, and regional political and economic conditions, the effect of weather, inflation, labor shortages, the amount and timing of future dividends and share repurchases, our ability to execute on our strategies and achieve expectations related to environmental, social, and governance matters, and other factors identified in documents filed by the company with the Securities and Exchange Commission, including under the captions "Forward-Looking Statements" and "Risk Factors" in the Company's Annual Report on Form 10-K for the year ended January 28, 2023. Macy's disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

This presentation includes non-GAAP financial measures that exclude the impact of certain financial statement items. Additional important information regarding these non-GAAP financial measures as well as others used in the earnings release can be found on the Investors section of our website and in the appendix of this presentation.
"During the first quarter, we delivered a solid beat on our gross margin rate and bottom line expectations enabled by our disciplined teams, strength of our inventory management and operational efficiencies. We planned the year assuming that the economic health of the consumer would be challenged, but starting in late March, demand trends weakened further in our discretionary categories.

We have moved quickly to take the appropriate actions to meet current consumer demand and manage our expenses. Our revised guidance reflects incremental clearance markdowns to address excess spring seasonal merchandise in the second quarter, along with adjustments to the category composition and inventory levels in the back half of the year. Supported by our solid foundation of financial health, we remain focused on strengthening our core business and advancing our five growth vectors - which we believe will drive sustainable and profitable sales growth in the future."

Jeff Gennette | Chairman and CEO of Macy's, Inc.

1Q23 Financial Results
In millions, except per share figures and percentages


## Net Sales

\$4,982
$\downarrow 6.8 \%$ from 1Q22
Net sales were below expectations driven by macroeconomic pressures that had a more pronounced impact on discretionary spending than anticipated.

Digital penetration of net sales was $32 \%$, down 1 ppt vs 1022

## Comparable owned sales change

$-7.9 \%$
Versus $+12.8 \%$ from 1 Q22

Comparable owned plus licensed ( $\mathrm{O}+\mathrm{L}$ ) sales change
-7.2\%
Versus $+12.4 \%$ from 1Q22

Other Revenue
$\$ 191$
$\downarrow 12.0 \%$ from 1022
3.8\%
of net sales
$\downarrow 30$ bps from 1 Q22
Beginning in the first quarter, the companyis reclassing Credit Card Revenue Net and Macy's Media Network Net Revenue to Other Revenue.

## Credit Card Revenue Net \$162 <br> $\downarrow 15.2 \%$ from 1Q22 3.3\% of net sales <br> $\downarrow 30$ bps from 1Q22

Decline driven by the impact of higher bad debt within the portfolio. Proprietary Card penetration rate of $43.6 \%,+50$ bps vs 1 Q22.

Macy's Media Network Revenue Net \$29

个 $11.5 \%$ from 1Q22
0.6\%
of net sales
$\uparrow 10 \mathrm{bps}$ from 1Q22
Growth driven by double-digit increase in campaign count vs 1Q22

## 1Q23 Financial Results (continued) <br> In millions, except per share figures and percentages

Gross Margin (GM)
\$1,994
$\downarrow 5.8 \%$ from 1 Q22

GM Rate
40.0\%
of net sales
$\uparrow 40$ bps from 1Q22

## Earnings Before Interest, Taxes,

 Depreciation \& Amortization (EBITDA)\$466
$\downarrow 31.1 \%$ from 1 Q22
EBITDA Rate
9.0\%
of total revenue
$\downarrow 310$ bps from 1Q22

## Adjusted EBITDA

\$468
$\downarrow 31.6 \%$ from 1 Q22
Adjusted EBITDA Rate
9.0\%
of total revenue
$\downarrow 330$ bps from 1 Q22

Diluted Earnings Per Share (EPS)
$\$ 0.56$
$\downarrow 42.9 \%$ from 1 Q22

Adjusted Diluted EPS
$\$ 0.56$
$\downarrow 48.1 \%$ from 1 Q22

Impacted by flow-through of changes in other revenue, gross margin and SG\&A expense.

Inventory
-7\%
from 1Q22

Inventory Turnover ${ }^{1}$
$-2 \%$
from 1 Q22

## Capital Allocation Highlights

Year-to-date free cash flow outflow of \$166M \& trailing twelve months free cash flow inflow of \$231M

- Cash flow from operating activities of $\$ 105 \mathrm{M}$
- Capital expenditures of \$296M
- Primarily focused on digital \& technology investments, data \& analytics, supply chain modernization and omni-channel capabilities

Year-to-date dividend payments of \$45M

Year-to-date stock buybacks under open-ended share repurchase authorization of \$25M


## Five Growth Vectors

## Macy's Private Brand Reimagination

Designed to drive customer loyalty, be a differentiator for the business, complement our national brands matrix and benefit gross margin.

- In 1Q23, reimagined INC women's and Club Room men's outperformed respective broader apparel segments at Macy's.


## Small-Format Off-Mall Locations

Play an integral role in supporting omnichannel ecosystem. Testing and learning in 2023, potentially accelerating openings in 2024.

- In 1Q23, stores opened more than one full fiscal year achieved positive comparable O+L sales.
- 4 Macy's small format locations planned to open in 2023, with 8 locations currently open.
- 1 Bloomie's location planned to open in 2023, with 2 locations currently open.


## Digital Marketplace

Extending our category offering with no inventory risk to deliver the best experience for customers and sellers.

- In 1Q23, Macy's added 450 brands, bringing total to $\sim 950$.
- $90 \%$ of marketplace customers cross-shopped other categories in 1Q23.
- GMV increased $\sim 50 \%$ compared to 4Q22.
- Launching Bloomingdale's Marketplace in early Fall 2023.


## Luxury

Attracting and retaining luxury customer at Bloomingdale's, Bluemercury, and luxury beauty customer at Macy's.

- To further satisfy customers, teams across nameplates attract sought-after brands by leveraging distinctive marketing.


## Personalized Offers and Communications

Opportunity to build loyalty, grow customer lifetime value and protect margins by creating tailored and intimate customer experiences.

- Leaned into personalization of customer offer within typical event structure. Tests, based on predictive behavioral models, allow the company to show different customers various value propositions by level of discount and category of offer.

Targeting sustainable annual net sales and comparable owned-plus-licensed sales growth* beginning in FY24 Growth vectors were contemplated in long-term low-single-digit annual sales CAGR goal provided in 4Q21


## 

## Net Sales

$-7.7 \%$
Versus 1Q22

Comparable O+L Sales
$-7.9 \%$
Versus 1Q22

## Customer Highlights ${ }^{1}$

$\sim 42.2 \mathrm{M} \sim 29.8 \mathrm{M}$
active customers ${ }^{1}$
~70\%
of Macy's comp O+L sales were made up by Star Rewards members

## Digital Performance

467M digital visits
Conversion rate of $3.73 \%$
1.4M customer downloaded the Macy's app

夫macýs backstage
Store-within-store comparable O+L sales performed better than full-line locations by 150 bps
Visitors who cross-shopped both the full-line and respective store-within-store location account for $\mathbf{1 8 \%}$ of the locations' customers ${ }^{2}$
Expect to open 9 more stores-within-stores in 2023 in addition to 301 existing store-within-store locations


## blomingdale's 1023 Highights



Appeals to a more value-conscious luxury customer
Comparable $\mathrm{O}+\mathrm{L}$ sales continued to outperform in 1 Q 23


## bluemercury' ${ }^{10233 \text { Highighhs }}$

Net Sales
+4.4\%
Versus 1Q22

Comparable Sales
$+4.3 \%$
Versus 1Q22

Top Categories
Skincare
Color

Customer Highlights ${ }^{1}$
~676k
active customers ${ }^{1}$
~83\%
Of total Bluemercury sales were made up by loyalty customers

## Additional Highlights

Launching The Cache Volume II, the latest iteration of its incubator platform that curates the latest undiscovered, emerging and cutting-edge brands.

Growing assortment in High-Tech Beauty through partnerships with Higher Dose, Nood and Solawave.



## FY23 Guidance (on a 53 -week basis unless otherwise noted)

|  | FY23 Guidance (as of 6/1/2023) | FY23 Guidance (as of 3/2/2023) |
| :---: | :---: | :---: |
| Net sales | \$22.8 billion to $\$ 23.2$ billion | \$23.7 billion to \$24.2 billion |
| Comparable Owned + Licensed sales <br> (on a 52 -week basis) | Approximately down 7.5\% to down 6\% from 2022 | Approximately down 4\% to down 2\% from 2022 |
| Digital sales | Approximately one-third of net sales | Approximately $32 \%$ to $34 \%$ of net sales |
| Other revenues | Approximately 3.6\% of net sales (credit card revenues accounting for approximately $82 \% 83 \%$ of other revenues) | Approximately $3.7 \%$ of net sales (credit card revenues accounting for approximately $84 \%$ of other revenues) |
| Gross margin rate | Approximately 38.0\% to 38.5\% | Approximately $38.7 \%$ to $39.2 \%$ |
| SG\&A expense rate | Approximately $34.5 \%$ to $35.5 \%$ of total revenue Approximately $36.7 \%$ to $36.8 \%$ of net sales | Approximately $35 \%$ of total revenue Approximately $36.3 \%$ of net sales |
| Asset sale gains | Between \$60 million and \$75 million | Between $\$ 60$ million and $\$ 75$ million |
| Benefit plan income | Approximately \$13 million | Approximately \$12 million |
| Depreciation and amortization | Approximately $\$ 900$ million | Approximately $\$ 910$ million |
| Adjusted EBITDA margin | Approximately $8.8 \%$ to $9.4 \%$ of total revenue Approximately $9.1 \%$ to $9.7 \%$ of net sales | Approximately $10.0 \%$ to $10.4 \%$ of total revenue Approximately $10.3 \%$ to $10.8 \%$ of net sales |
| Interest expense, net | Approximately \$165 million | Approximately \$165 million |
| Adjusted tax rate | Approximately $24.5 \%$ | Approximately $24.5 \%$ |
| Diluted shares outstanding * | Approximately 282 million | Approximately 282 million |
| Adjusted diluted EPS* | \$2.70 to \$3.20 | \$3.67 to \$4.11 |
| Capital expenditures | Approximately \$950 million | Approximately \$1 billion |

- Gross Margin and SG\&A guidance includes an incremental $\$ 200$ million of cost savings; $\sim 30 \%$ savings in Gross Margin, remainder in SG\&A. The savings will build as the year progresses with a small portion already recognized in 1Q23. Estimated 2024 savings are to be between $\$ 300$ million and $\$ 350$ million.
- Adjusted EPS guidance includes $\sim \$ 0.12$ impact due to a higher annual shortage rate than previously anticipated.


## 2Q23 Guidance

2Q23 Guidance (as of $6 / 1 / 2023$ )

| Net sales | $\$ 5.0$ billion to $\$ 5.1$ billion |
| ---: | :---: |
| Gross margin rate | Down no more than 100 basis points vs 2Q22 |
| Adjusted diluted EPS | $\$ 0.10$ to $\$ 0.15$ |
| Inventories | Approximately down low to mid-single digits to last year on a |
| percentage basis |  |

- The second quarter includes clearance markdowns to address remaining first-quarter seasonal inventory and May receipts that were unable to be adjusted in time to align with the company's updated sales expectations.
- These markdown actions are to ensure a clean inventory position entering the third quarter.
- The second quarter is expected to be the only year-over-year quarterly gross margin rate deterioration in 2023.


## Additional Business Metrics

## Store Count - As of April 29, 2023

|  | End of 1Q23 |  | Change in Locations from FY22 |
| :---: | :---: | :---: | :---: |
|  | Boxes | Locations |  |
| Macy's Department Stores | 495 | 441 | - |
| Macy's Furniture | 51 | 46 | - |
| Macy's Furniture Clearance | 1 | 1 | - |
| Freestanding Backstage | 9 | 9 | - |
| Macy's Small Format | 8 | 8 | - |
| Stores converted to Fullfilment Centers | 2 | 2 | - |
| Total Macy's | 566 | 507 | - |
| Bloomingdale's Department Stores | 34 | 32 | - |
| Bloomies | 2 | 2 | - |
| Bloomingdale's Furniture/Other | 1 | 1 | - |
| Bloomingdale's The Outlet | 20 | 20 | - |
| Total Bloomingdale's | 57 | 55 | - |
| Bluemercury | 158 | 158 | -2 |
| Total Macy's, Inc. | 781 | 720 | -2 |

[^0]
## Remaining Long-term Debt Maturities, as of April 29, 2023



[^1]

## Reconciliation of GAAP to Non-GAAP Financial Measures

The company reports its financial results in accordance with U.S. generally accepted accounting principles (GAAP).However, management believes that certain nonGAAP financial measures provide users of the company's financial information with additional useful information in evaluating operating performance. Management believes that providing supplemental changes in comparable sales on an owned plus licensed basis, which includes adjusting for the impact of comparable sales of departments licensed to third parties, assists in evaluating the company's ability to generate sales growth, whether through owned businesses or departments licensed to third parties, and in evaluating the impact of changes in the manner in which certain departments are operated. Earnings before interest, taxes, depreciation and amortization (EBITDA) is a non-GAAP financial measure which the company believes provides meaningful information about its operational efficiency by excluding the impact of changes in tax law and structure, debt levels and capital investment. In addition, management believes that excluding certain items from EBITDA, net income and diluted earnings per share that are not associated with the company's core operations and that may vary substantially in frequency and magnitude from period-toperiod provides useful supplemental measures that assist in evaluating the company's ability to generate earnings and to more readily compare these metrics between past and future periods. Management also believes free cash flow provides a better indication of the ongoing cash being generated that is ultimately available for both debt and equity holders as well as other investment opportunities. Unlike cash flow provided by operating activities, free cash flow includes the impact of capital expenditures, providing a more complete picture of cash generation. Free cash flow has certain limitations, including that it does not reflect adjustment for certain nondiscretionary cash flows such as mandatory debt repayments. The amount of mandatory versus discretionary expenditures can vary significantly between periods.

The Company does not provide reconciliations of the forward-looking non-GAAP measures of comparable owned plus licensed sales change, adjusted EBITDA and adjusted diluted earnings per share to the most directly comparable forward-looking GAAP measures because the timing and amount of excluded items are unreasonably difficult to fully and accurately estimate. For the same reasons, the Company is unable to address the probable significance of the unavailable information, which could be material to future results

Non-GAAP financial measures should be viewed as supplementing, and not as an alternative or substitute for, the company's financial results prepared in accordance with GAAP. Certain of the items that may be excluded or included in non-GAAP financial measures may be significant items that could impact the company's financial position, results of operations or cash flows and should therefore be considered in assessing the company's actual and future financial condition and performance. Additionally, the amounts received by the company on account of sales of departments licensed to third parties are limited to commissions received on such sales. 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.

## Changes in Comparable Sales - Macy's, Inc.

| Macy's, Inc. | Versus 13 weeks ended <br> April 30, 2022 | Versus 13 weeks ended <br> May 1, 2021 |
| :--- | ---: | ---: | ---: |
| Increase (decrease) in comparable sales on an owned basis (Note 1) | $(7.9 \%)$ | $12.8 \%$ |
| Impact of departments licensed to third parties (Note 2) | $0.7 \%$ | $(0.4 \%)$ |
| Increase (decrease) in comparable sales on an owned plus licensed basis | $(7.2 \%)$ | $12.4 \%$ |

## Notes:

i. Represents the period-to-period percentage change in net sales from stores in operation for both the entire 13 weeks ended April 29,2023 and April 30, 2022, as well as the period-to-period percentage change in net sales from stores in operation during the 13 weeks ended April 30, 2022 and the 13 weeks ended May 1, 2021. Such calculation includes all digital sales and excludes commissions from departments licensed to third parties. Stores impacted by a natural disaster or undergoing significant expansion or shrinkage remain in the comparable sales calculation unless the store, or material portion of the store, is closed for a significant period of time. Definitions and calculations of comparable sales may differ among companies in the retail industry.
ii. Represents the impact of including the sales of departments licensed to third parties occurring in stores in operation throug hout the year presented and the immediately preceding year and all online sales in the calculation of comparable sales. Macy's and Bloomingdale's license third parties to operate certain departments in their stores and online and receive commissions from these third parties based on a percentage of their net sales, while Bluemercury does not participate in licensed businesses. In its financial statements prepared in conformity with GAAP, the Company includes these commissions (rather than sales of the departments licensed to third parties) in its net sales. The Company does not, however, include any amounts in respect of licensed department sales (or any commissions earned on such sales) in its comparable sales in accordance with GAAP (i.e., on an owned basis). The amounts of commissions earned on sales of departments licensed to third parties are not material to its net sales for the periods presented.

## Changes in Comparable Sales- Macy's and Bloomingdale's brands

| Macy's | Versus 13 weeks ended <br> April 30, 2022 |
| :--- | ---: |
| $(8.7 \%)$ |  |
| Decrease in comparable sales on an owned basis (Note 1) | $0.8 \%$ |
| Impact of departments licensed to third parties (Note 2) | $(7.9 \%)$ |
| Decrease in comparable sales on an owned plus licensed basis | Versus 13 weeks ended <br> April 30, 2022 |
| Bloomingdale's | $(3.9 \%)$ |
| Decrease in comparable sales on an owned basis (Note 1) | $(0.4 \%)$ |
| Impact of departments licensed to third parties (Note 2) | $(4.3 \%)$ |
| Decrease in comparable sales on an owned plus licensed basis |  |


| Millions, exceptpercentages | 13 weeks ended April 29, 2023 | 13 weeks ended April 30, 2022 |
| :---: | :---: | :---: |
| Most comparable GAAP measure: Net income | \$155 | \$286 |
| Total revenue | \$5,173 | \$5,565 |
| Net income as a percent to total revenue | 3.0\% | 5.1\% |
| Non-GAAP measure: Net income | 155 | 286 |
| Interestexpense, net | 37 | 47 |
| Losses on early retirement of debt | - | 31 |
| Federal, state and local income tax expense | 56 | 106 |
| Depreciation and amortization | 218 | 206 |
| Earnings before interest, taxes, depreciation and amortization | 466 | 676 |
| Impairment, restructuring and other costs | 2 | 8 |
| Adjusted EBITDA | \$468 | \$684 |
| Adjusted EBITDA as a percent to total revenue | 9.0\% | 12.3\% |

## Net Income, Excluding Certain Items

| Millions | 13 weeks ended April 29, 2023 | 13 weeks ended April 30, 2022 |
| :---: | :---: | :---: |
| Most comparable GAAP measure: Net income | \$155 | \$286 |
| Non-GAAP measure: <br> Net income | \$155 | \$286 |
| Impairment, restructuring and other costs | 2 | 8 |
| Losses on early retirement of debt | - | 31 |
| Income tax impact of certain items identified above | - | (10) |
| As adjusted to exclude certain items above | \$157 | \$315 |

## Diluted Earnings Per Share, Excluding Certain Items

|  | 13 weeks ended <br> April 29, 2023 | 13 weeks ended April 30, 2022 |
| :---: | :---: | :---: |
| Most comparable GAAP measure: |  |  |
| Diluted earnings per share | \$0.56 | \$0.98 |
| Non-GAAP measure: |  |  |
| Diluted earnings per share | \$0.56 | \$0.98 |
| Impairment, restructuring and other costs | - | 0.03 |
| Losses on early retirement of debt | - | 0.11 |
| Income tax impact of certain items identified above | - | (0.04) |
| As adjusted to exclude certain items above | \$0.56 | \$1.08 |

## Free Cash Flow

| Millions | 13 weeks ended <br> April 29, 2023 | Trailing Twelve Monthsended <br> April 29,2023 |
| :--- | ---: | ---: |
| Net cash provided by operating activities | $\mathbf{\$ 1 0 5}$ | $\mathbf{\$ 1 , 4 7 2}$ |
| Purchase of property and equipment | $(215)$ | $(932)$ |
| Capitalized software | $(81)$ | $(398)$ |
| Disposition of property and equipment | 25 | 89 |
| Free Cash Flow | $\$(166)$ | $\$ 231$ |


[^0]:    Notes:

    1. Using store locations combines multi-box stores into a single location provides a more accurate count of the store fleet
    2. Excluded in the count above is 301 Macy's Store Within Store Backstage locations located within Macy's stores
[^1]:    Notes:
    *\% represents weighted average interest rate
    ** All outstanding long-term debt is unsecured

