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WELCOME TO CHICO'S FAS 2014 ANALYST EVENT



Safe Harbor Statement

Our discussion this morning includes forward-looking statements which are subject to and protected by the Safe Harbor statement. These forward looking statements are subject to a number of factors and uncertainties that could cause actual results to differ materially. The company does not undertake to publicly update or revise its forward-looking statements, even if experience or future changes make it clear that projected results, expressed, or implied by such statements, will not be realized.

Chico's FAS Management



- Dave Dyer, CEO
- Cinny Murray, Chico's Brand President
- Donna Noce, White House | Black Market's Brand President
- Todd Vogensen, CFO
- Jeff Gaul, SVP Real Estate
- Bill Bine, VP International Operations



Agenda

- Prepared Remarks
 - Dave Dyer, Cinny Murray, Donna Noce, Todd Vogensen
- Opportunity for Q&A
- Depart for Yorkdale WH|BM
 - Refreshment station / Boxed lunch
- Yorkdale WH|BM tour
- Jeff Gaul presents on bus ride from Yorkdale to Square One
- Square One Chico's tour
- Depart for Airport

Chico's FAS

Well Positioned for Long-term



- Loyal Customer Base
- Omni-channel Capabilities
- Merchandise Extensions



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Analyst Meeting

September 2014

Dave Dyer, CEO

Chico's FAS is a cultivator of brands serving the lifestyle needs of fashion-savvy women 35 years and older.





Chico's FAS

FY 2014 YTD Financial Performance

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Chico's FAS – Omni-channel



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Phases of Omni-channel Investment

1. Infrastructure
2. Store Technology
3. Customer Engagement

Infrastructure

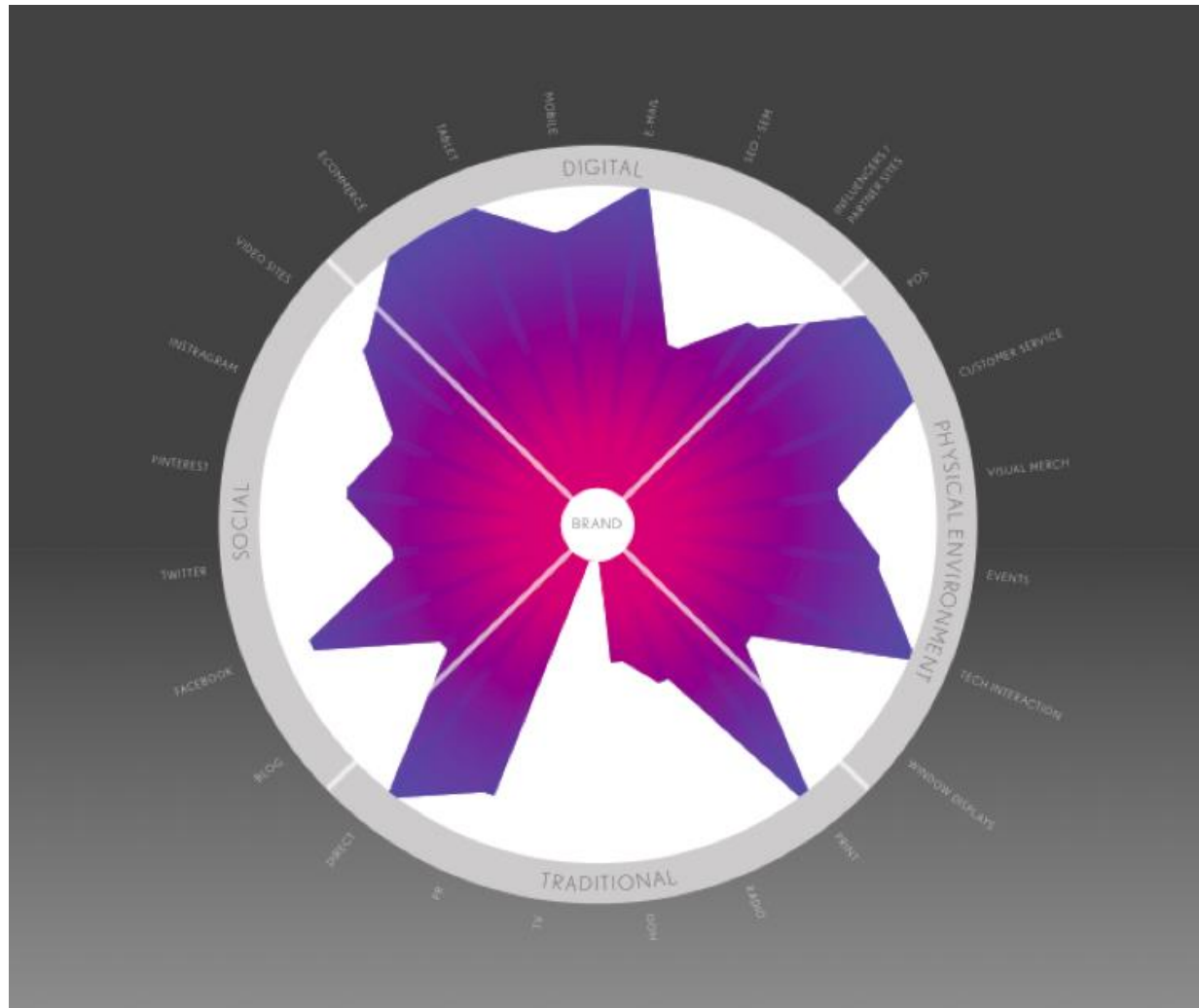


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Infrastructure



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Store Technology



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Store Technology

Cash Wrap Point of Sale

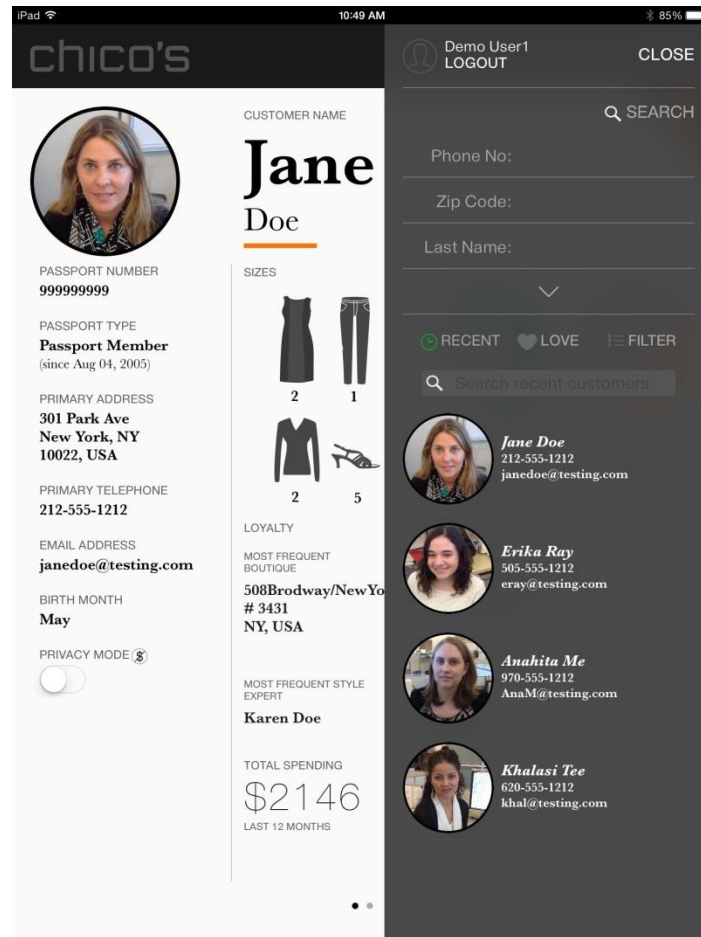
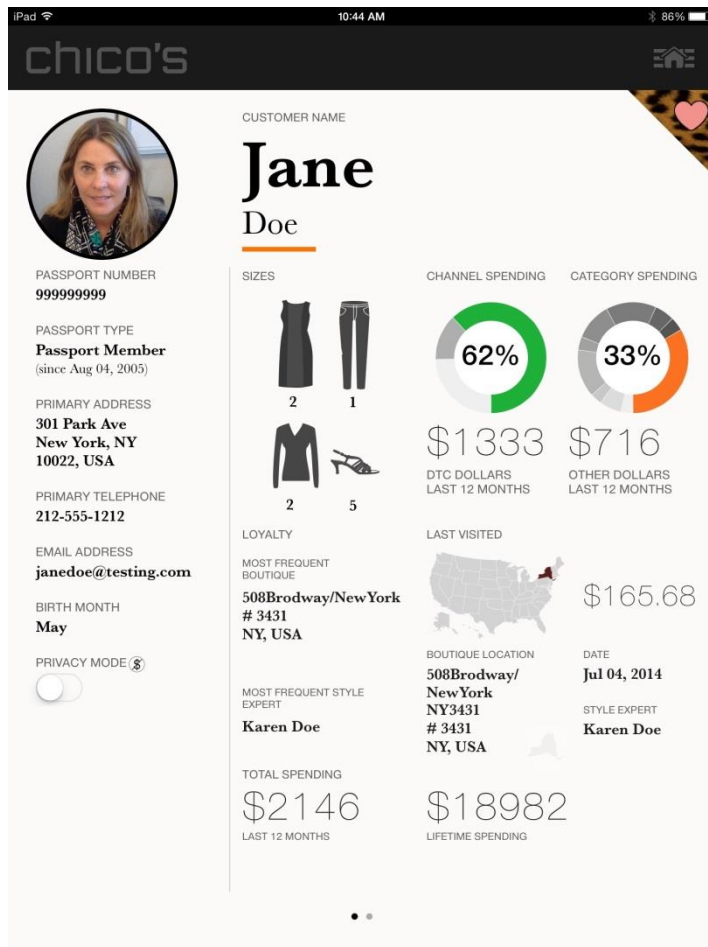


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Store Technology

iPad – Customer Book Application



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Store Technology

Tech Table



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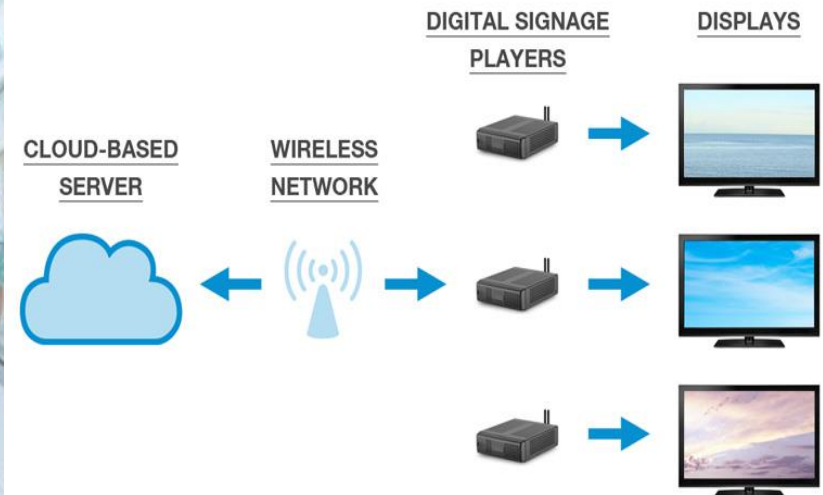
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Store Technology

Digital Signage



DIGITAL SIGNAGE SYSTEM



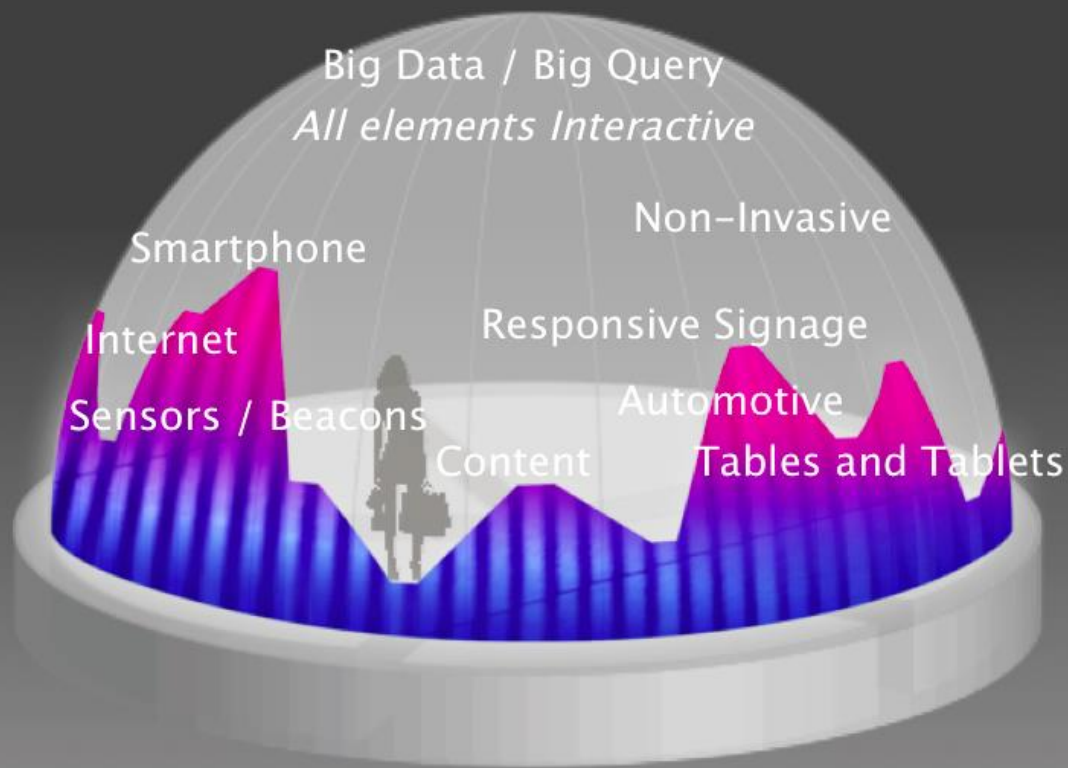
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Customer Engagement

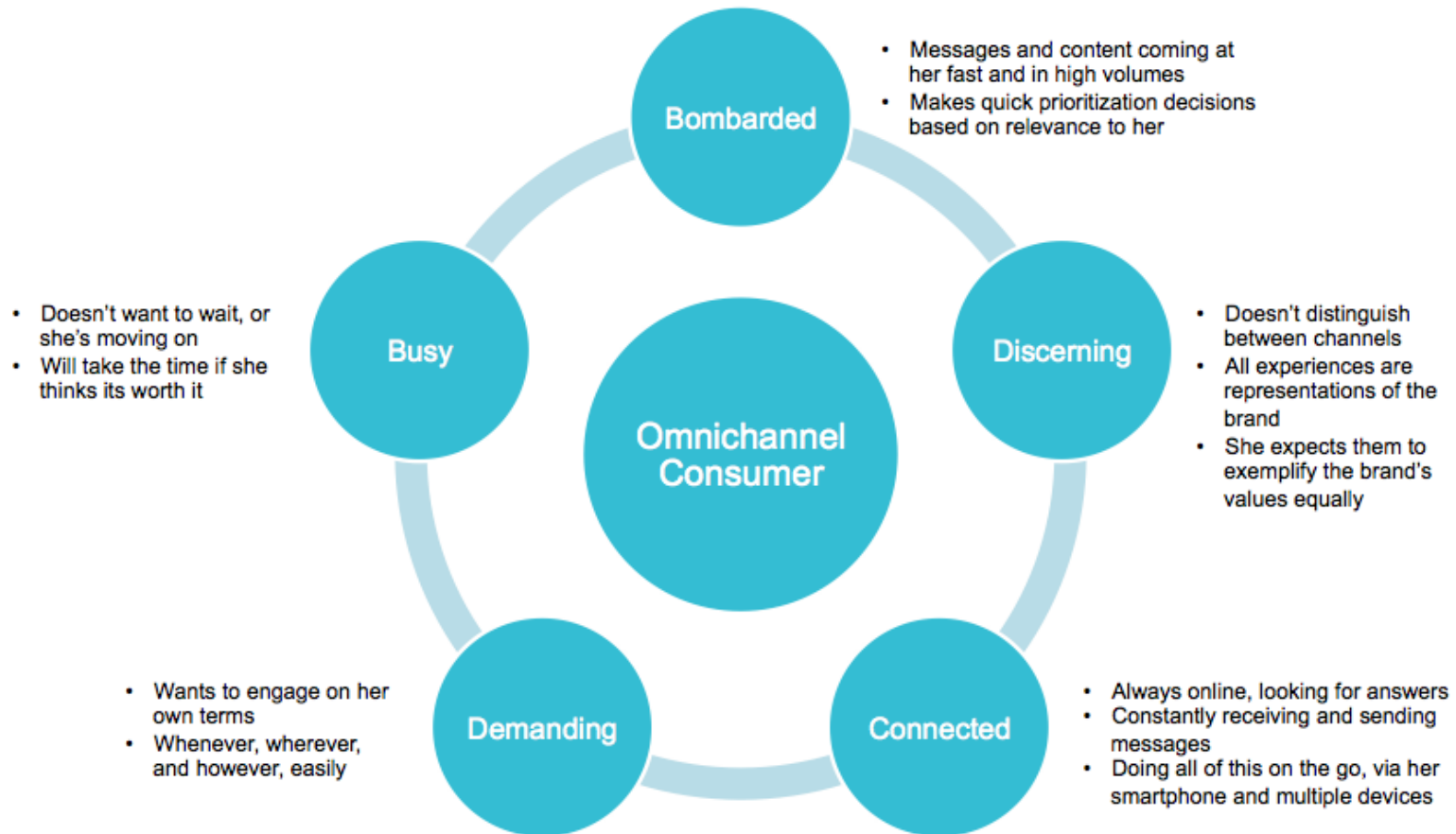
The creation of the “Spherical” Interface is the only way to....create a theatre of retail



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Customer Engagement

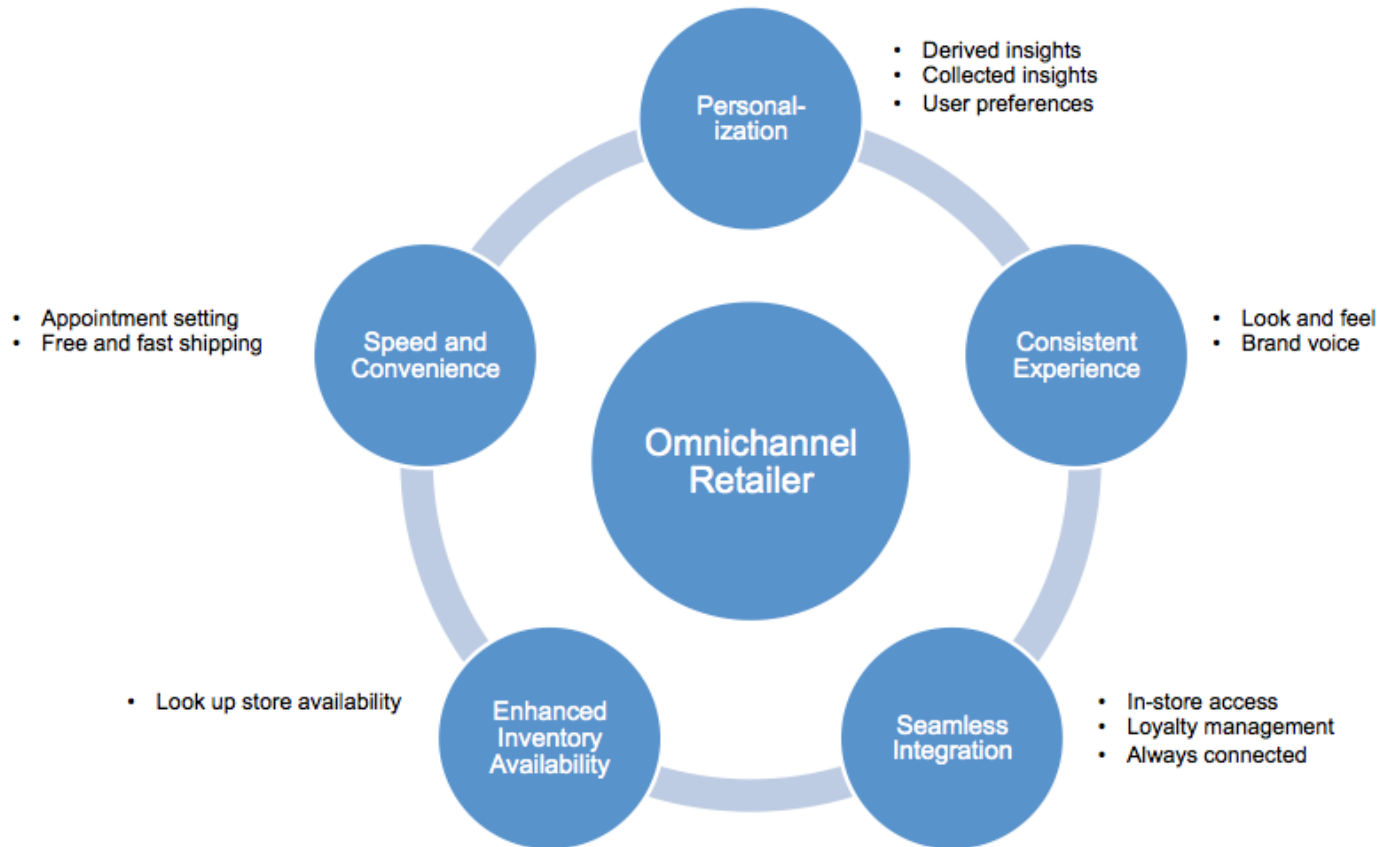


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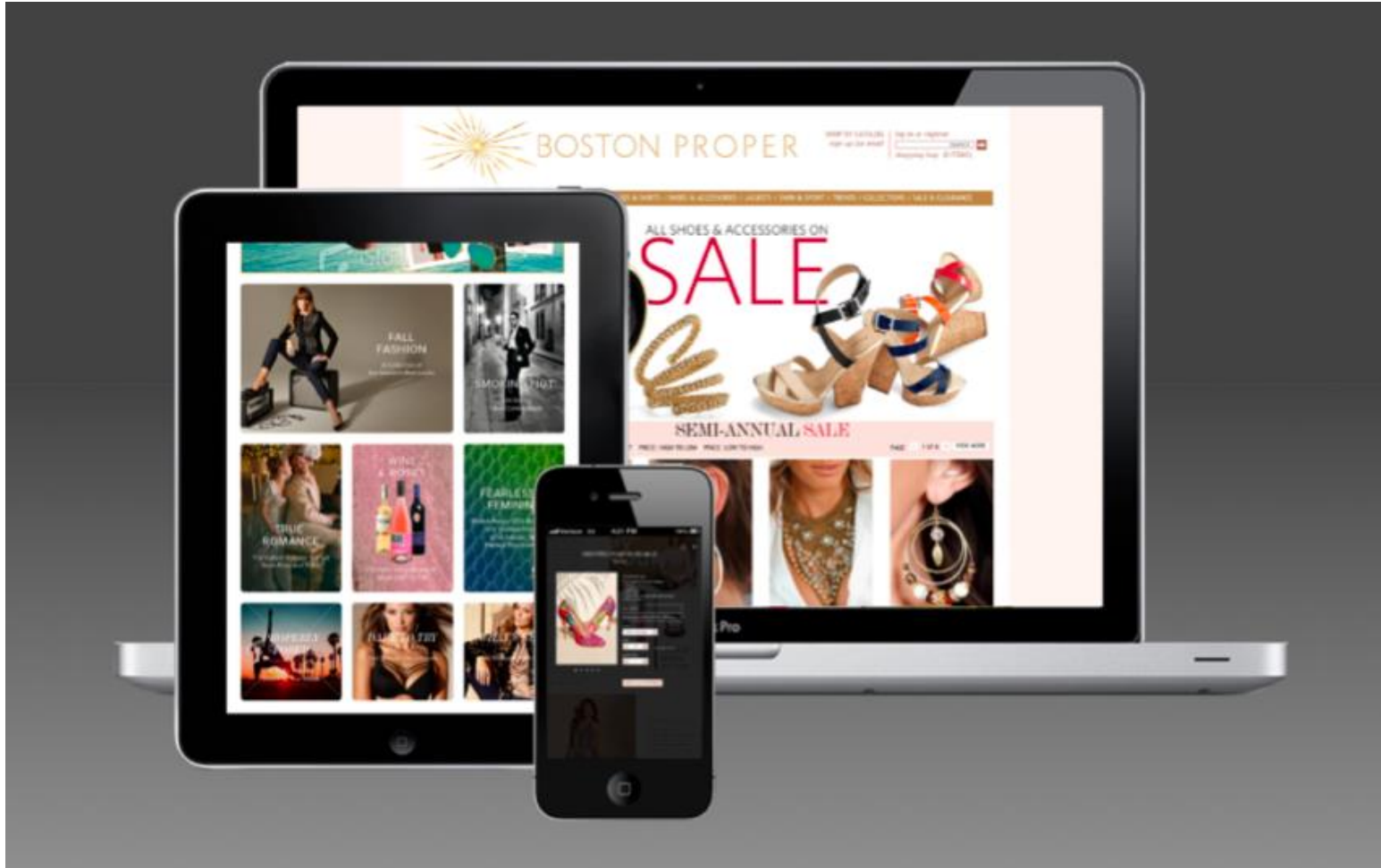
Customer Engagement



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Customer Engagement



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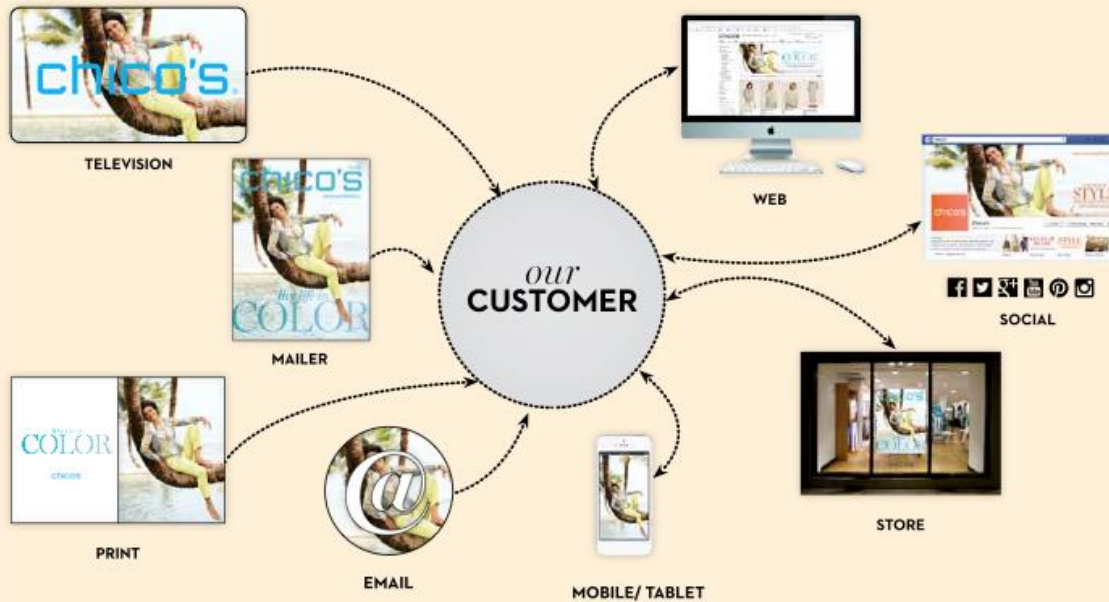
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Customer Engagement

Omni-Channel Leadership

Compelling fashion where, when and how she wants it.



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**Analyst Meeting
September 2014**

**Cinny Murray
Chico's Brand President**

As of: 9/12/2014 1:29 PM



Opening

Good morning:

Today I am going to cover 3 key points:

1. Update on our business YTD.
2. Share my thoughts on the changing landscape for an apparel shopper.
3. Growth plans for the Chico's Brand.



Our Mission

Chico's celebrates women who love to express their unique style, and inspires them to feel confident and beautiful through exceptional personal service and expert style advice.



Our Business

2014 Results:

- Flat comp
- Profitable business model that generates strong cash flow
- Customer browse space shifted
- Future Growth Strategies
 - Product launches
 - Coordinated future touch points between digital, stores and tablets
 - International



New Category: Retreat



- Extension to Zenergy franchise
- Spring 2014 launched 229 stores
- Fall 2014 in 478 stores
- Addresses customer lifestyle shift



New Category: Shoes

- Online initiative
- Testing in 25 boutiques
Fall 2014
- Future growth from
iPad selling



New Category: Golf



- Extension to Zenergy franchise
- 400 stores
- Completed first tournament sponsorship, Patty Berg Memorial
- Leverage TV for new customer acquisition



New Category: Swim



- Online initiative
- Swim – 80%
- Cover-ups – 20%
- Future growth from iPad selling



New Category: Petites



- Online initiative
- Offered in 18% of missy styles
- Strength is in bottoms
- Testing in Canada



New Category: The Knit Kit



- Introduced in all boutiques Spring 2014
- Addressed options for working customers
- Will be expanded in Spring 2015



What's Working: Pants



- Growing “So Slimming” Franchise
- Expanded to “So Lifting”, currently in both pants and denim
- Two TV spots for 2014
 - Legging
 - Knit pants



Our Marketing - Pants

Union
New York

Chico's
"Pants"

CICH6913000H

:15

STEREO MIX

7/31/14

© 2014 Chico's



Our Marketing - Leggings

Union
New York



Chico's
"Leggings"
CICH6813000H
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STEREO MIX
7/31/14

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What's Working: Woven Tops



- Strongest Spring business
- Double-digit comp
- Driven by
 - Basics
 - Fashion
 - Print



What's Working: Knit Tops



- Strong Spring 2014 business
- Drove mid-single digit comp
- Working
 - Prints
 - Fashion
 - Updated basics



Key Initiative For Fall: Jackets



- Focus: Fall 2014 Statement Jackets
 - Pieced
 - Duster
 - Print
 - Vests



Our Marketing – Statement Jackets

Union
New York

Chico's
"Statement Jackets"

CICH6613000H

:30

STEREO MIX

8/4/14

© 2014 Chico's



Key Initiative For Fall: Sweaters



- Key category for Fall
- Focus
 - Novelty
 - Fashion
 - Gift giving

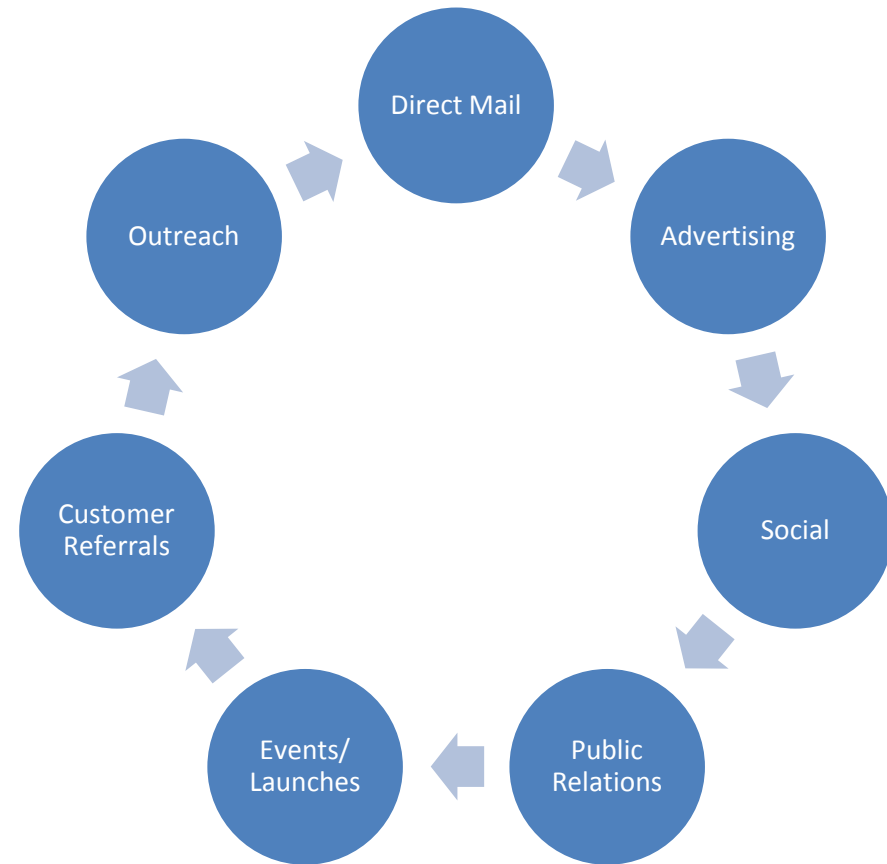


Chico's Customer Performance

- Customer file is at an all time high
- Growth is being generated in all customer segments
 - Existing customers high-single digit
 - Reactivated high-single digit
 - New mid-single digit
- Chico's customers remain the most loyal and engaged in the industry
 - Retention rate industry leading
 - Outside research results showed we are an industry leader
- Coordinated efforts between selling channels and iPad to strengthen customer relationships and drive sales



Our Marketing



- 360 approach
- Customer strategy
 - Targeted and customized communication
 - Data and analytics play a major role
 - Increase digital/social investment
 - Expand brand awareness through TV, which now includes Hispanic and golf
 - Strengthen lifestyle connection through travel
 - Established initiatives to increase outreach and localization efforts

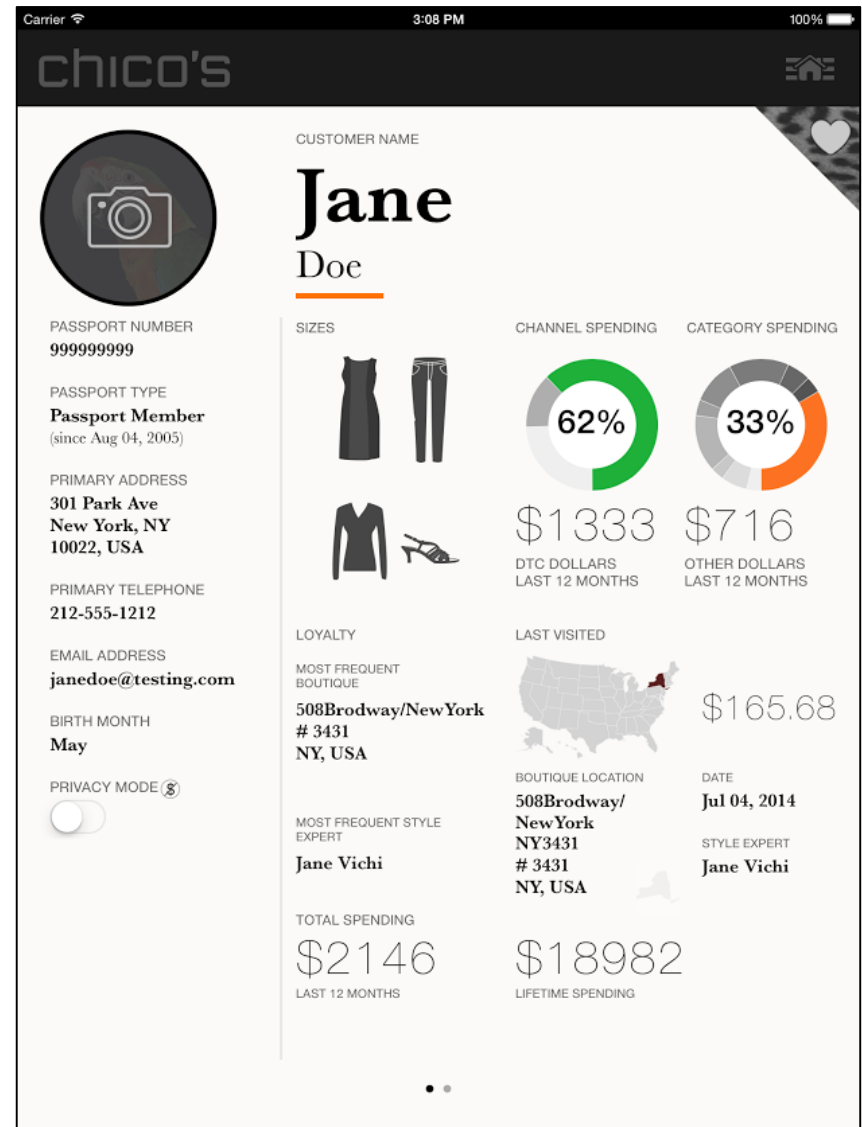
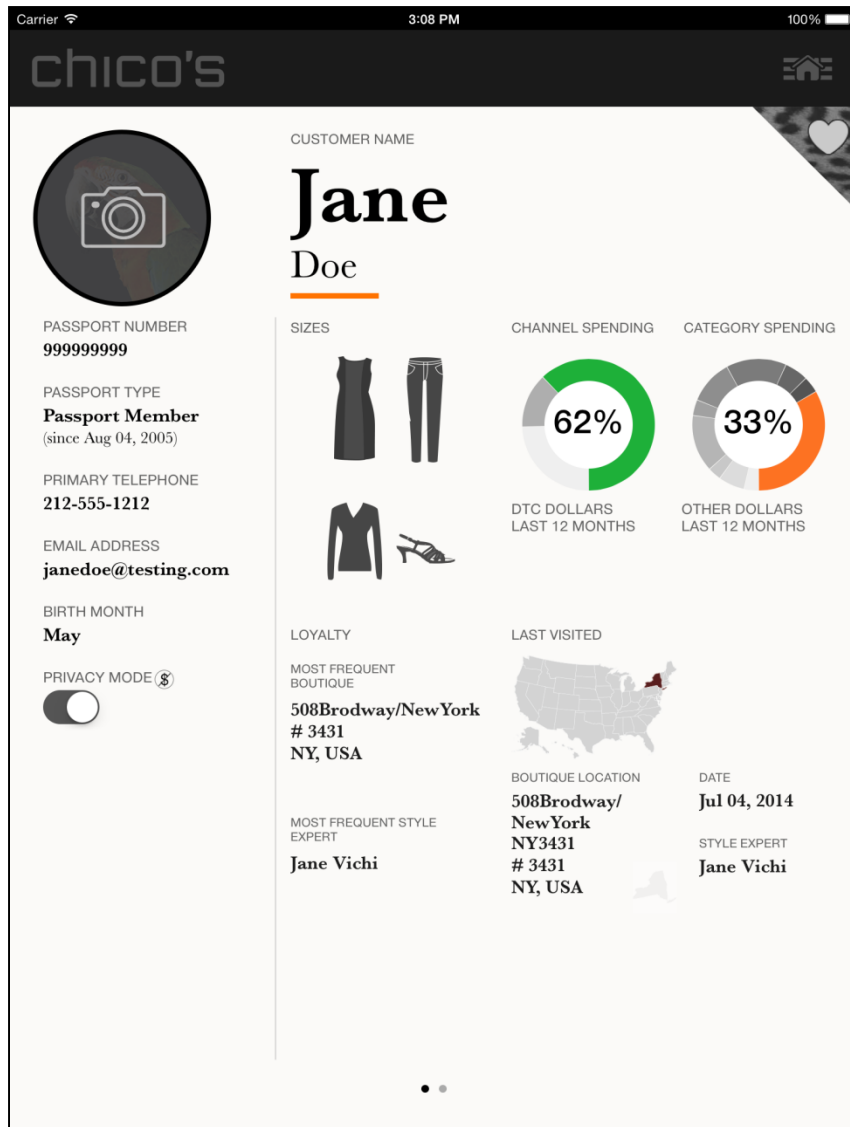


Our Operational Focus: iPad

- Convert paper customer books to digital format
- Drive incremental appointment sales and ADS by expanding associates visibility of customer's category of loyalty
- Drive incremental volume by introducing the full breadth of assortment on Chicos.com
- Utilize Chicos.com to personalize the sale through use of web features such as ratings and reviews, product videos and on-figure photos
- Utilize Gmail to build customer relationships and support personalization



Our Operational Focus: iPad



International: Mexico

Shop in Shop



Store Details:

- 2 stores
- 6 shop in shops
- Mexico City and Villahermosa
- New store design

Boutique



International: Ontario



Store Openings:

- Square One: August 22
- Upper Canada: August 26
- Mapleview: August 29
- Launch Outlets: March 2015



Closing

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Inspires women to embrace femininity as a source of strength

Analyst Meeting

September 2014

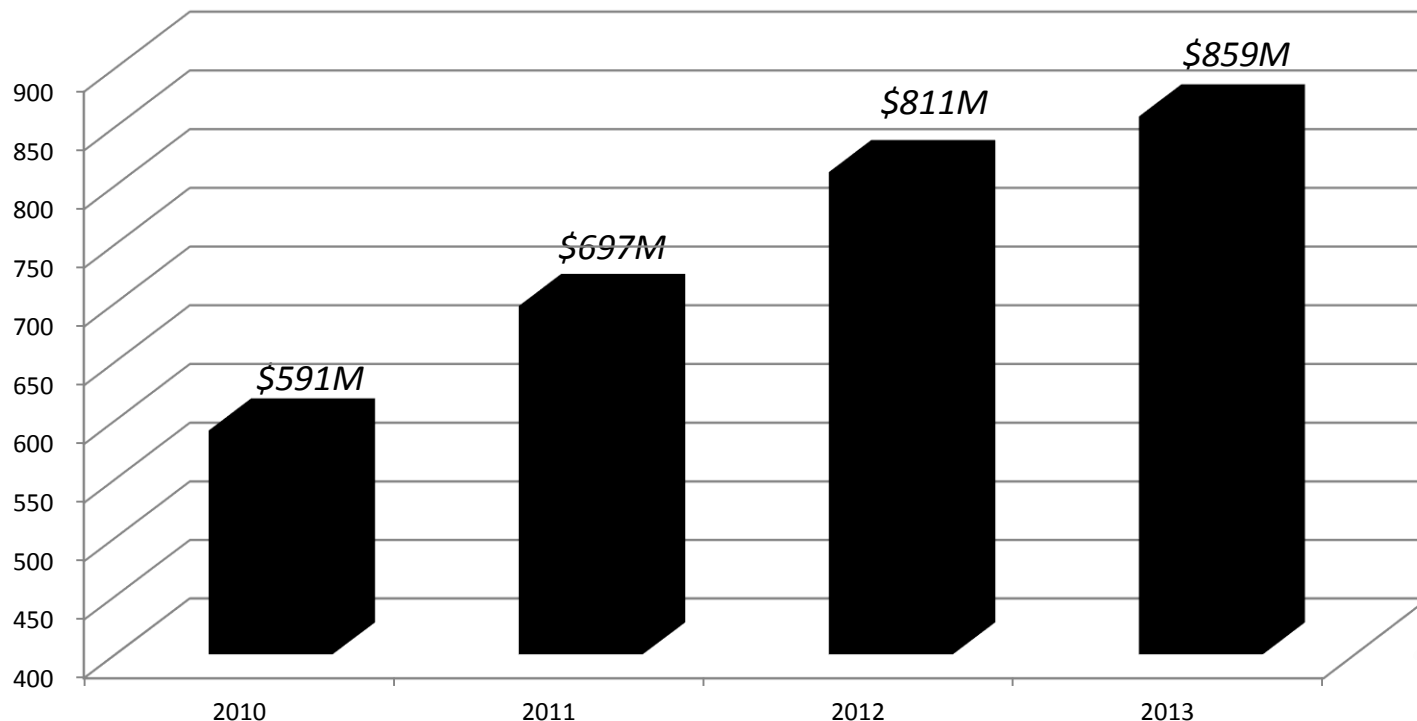
Donna Noce, WH/BM Brand President

WH|BM Brand Growth

WH|BM Sales have grown at a 4 year compound annual growth rate (CAGR) of 13%, driven by strong growth across all channels (Comp Sales CAGR +7%)

Growth has been fueled by 3 primary levers:

- 1) Comp store growth through new business franchises: Workkit (2012), Instantly Slimming (2013), Perfect Form (2013)
- 2) Omni channel growth fueled through new customer acquisition and online exclusives
- 3) Store Openings (131 total: 93 Frontline, 38 Outlet)



2014 & Beyond

WH|BM continues to focus on growth as we move into the Fall season

2014 YTD Performance Recap:

- WHBM comps have been pressured, but improved Q1 into Q2
- Re-launch of Loyalty program has been well received by our customer; wins include migration into top tier, retention rates holding steady, and improved new customer assimilation
- Customer file is at an all time high and retention and reactivation rates have been increasing

Brand Goals:

- Attract new customers through expanded lifestyle offerings and relevant marketing and promotional cadence
- Retain loyal customers and increase the share of wallet
- Focus on the Omni customer experience
- International growth



Merchandise Initiatives

Merchandise focus will be on a more diversified price architecture, continued expansion of lifestyle, and innovative franchises



Diversifying Price Architecture

Our expanding breadth of lifestyle has allowed us to reach a broader customer base leading to a more diversified price architecture

- Spring 2014 was underpenetrated in the entry and mid tier price points.
- The brand is positioned with a balanced mix of good, better, best and lux



Lux Price Point is our highest price point focused on delivering couture / aspirational collections

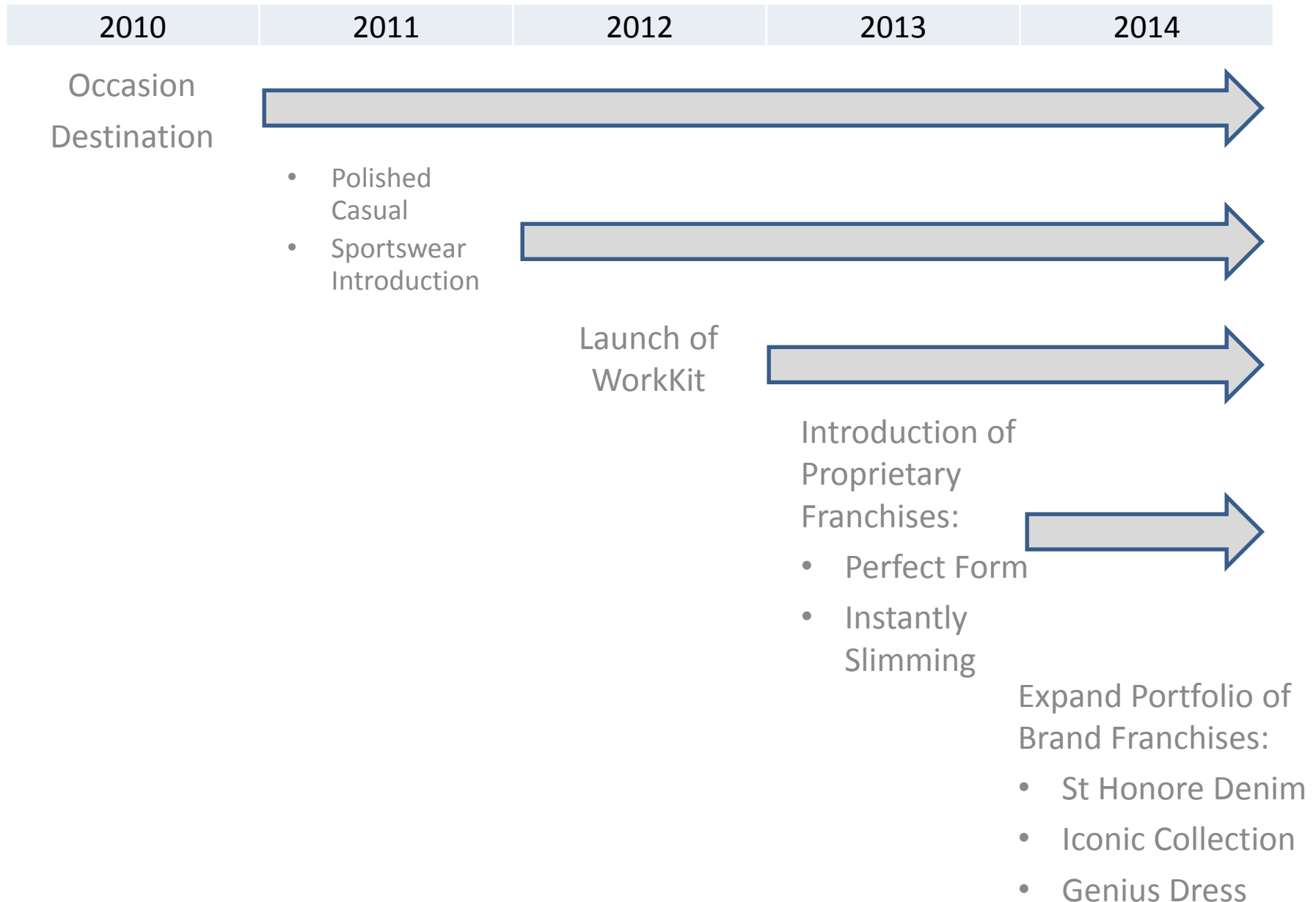
Best Price Point delivers couture like details at our historic price point

Better Price Point is our mid tier price point focused on delivering unique details at a great value

Good Price Point is our entry price point focused on delivering key foundational categories at an amazing value



Lifestyle Evolution



Lifestyle Evolution

WHBM has migrated from an occasion destination in 2010 to a multi-channel, multi faceted, international lifestyle brand



Workkit

- Launched in 2012
- Now the most recognized brand franchise
- Diversified product assortment that is relevant from the classroom to the boardroom



New Dresses

- Omni channel effort to gain market share and become the go to destination for dresses
- Online exclusives offer her 65% more options from casual to formal occasion
- Diversified the assortment with range of price points and lifestyle options
- Innovative Technology (Genius & Instantly Slimming)



New Dresses



St Honore - Denim

- Launched the new franchise in Spring 2014
- Highly successful launch and continuing success into Fall
- New fabrics, washes, and details
- Expanded fashion silhouettes
- Diverse price architecture starting at \$78



Iconic Collection

- Launched Fall 2014
- Strong branding franchises
- Both categories showing strong positive comp growth



Iconic Collection Video



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Iconic Collection Video

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Legging Studio

- Fall 2014 Campaign
- Reinforces the breadth of lifestyle and captures the “long over lean” trend of the fall season



Leggings Studio Video



Outerwear

- Fashion inner/outerwear assortment
- Range of lifestyles and price points

- New & Growing business
- Category builds into Q4
- Expanded in line assortment



Shoes & Accessories

- Elevating the details and quality
- Focused on collections that complete the outfit
- Fall investment in expanded boot assortment
- Online exclusives



Petites

- Launched small assortment of work in Spring 2013
- 2014 expanded the offering to 40% of the collection
- Highly successful in acquiring new customers
- Continuing to grow assortment in 2015



Our Customer

- The customer file is at an all time high, growing by ~50% over the last 4 years
- Customer growth is being generated in all customer segments, with material YTD gains in our most valuable segments
- The re-launch of the WH|BM loyalty program is driving increased engagement and spend in our best customer segment
- We continue to leverage our data in new ways to refine our targeting and communication with the end goal of increasing our relevancy
- The importance of our multi channel customer continues to increase as we strive to deliver a seamless customer experience irrespective of how, when, or where she shops us



The Experience

As technology becomes an increasingly important part of our customers life, we continue to evolve the customer experience through the enhancement of our website and advances in in-store technology



CARARRA DESIGN - MALL AT MILLENIA - ORLANDO, FL



STOREFRONT



CARARRA DESIGN - MALL AT MILLENIA - ORLANDO, FL



ENTRY



CARARRA DESIGN - MALL AT MILLENIA - ORLANDO, FL



INTERIOR



CARARRA DESIGN - MALL AT MILLENIA - ORLANDO, FL



INTERIOR



CARARRA DESIGN - MALL AT MILLENIA - ORLANDO, FL



TECH WALL



CARARRA DESIGN - MALL AT MILLENIA - ORLANDO, FL



VIP FITTING ROOM



The Experience

Beyond technology – the strength of brick and mortar continues to evolve
Relevance to geographic location, local communities, and the customer
preference.

RESORT CONCEPT - SANTA MONICA, CA



STOREFRONT

RESORT CONCEPT - SANTA MONICA, CA



INTERIOR



RESORT CONCEPT - SANTA MONICA, CA



INTERIOR



Marketing

The WH|BM marketing approach is evolving to break through the every day clutter, reaching our customer in a more relevant and targeted way

Direct Mail segmentation to speak to our customers in the most effective manner possible based on customer level insights gained from big data

Leverage TV to drive customer awareness and engagement by highlighting the breadth of our assortment and the launch of new collections:

- Testing regional intensification
- Testing Hispanic television

Digital marketing and social media continues to increase in importance and our penetration of spend continues to increase accordingly

Migrate single channel customers to multi channel customers



International

WH|BM International performance continues to exceed our expectations as we look to expand our store base beyond the Toronto market

Brand awareness has been strong with many of the customers having shopped the brand previously, and we are generating new customer growth as well with 2/3rds of customers new to the file.

Product offering has been well received with strong parallels to the customer shopping patterns experienced in the US

We are very proud to bring our Award winning store design to the Canadian market



Wrap Up

WH|BM is well positioned to gain increasing market share as we focus on delivering:

- Incremental new customers through expanding and balancing the price architecture and launching new collections that serve her different lifestyle needs
- Increased loyalty and share of wallet for our existing and best customer segments
- A seamless and relevant omni channel approach that surpasses our customers needs/expectations
- International Growth





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Todd Vogensen, CFO

Three Things



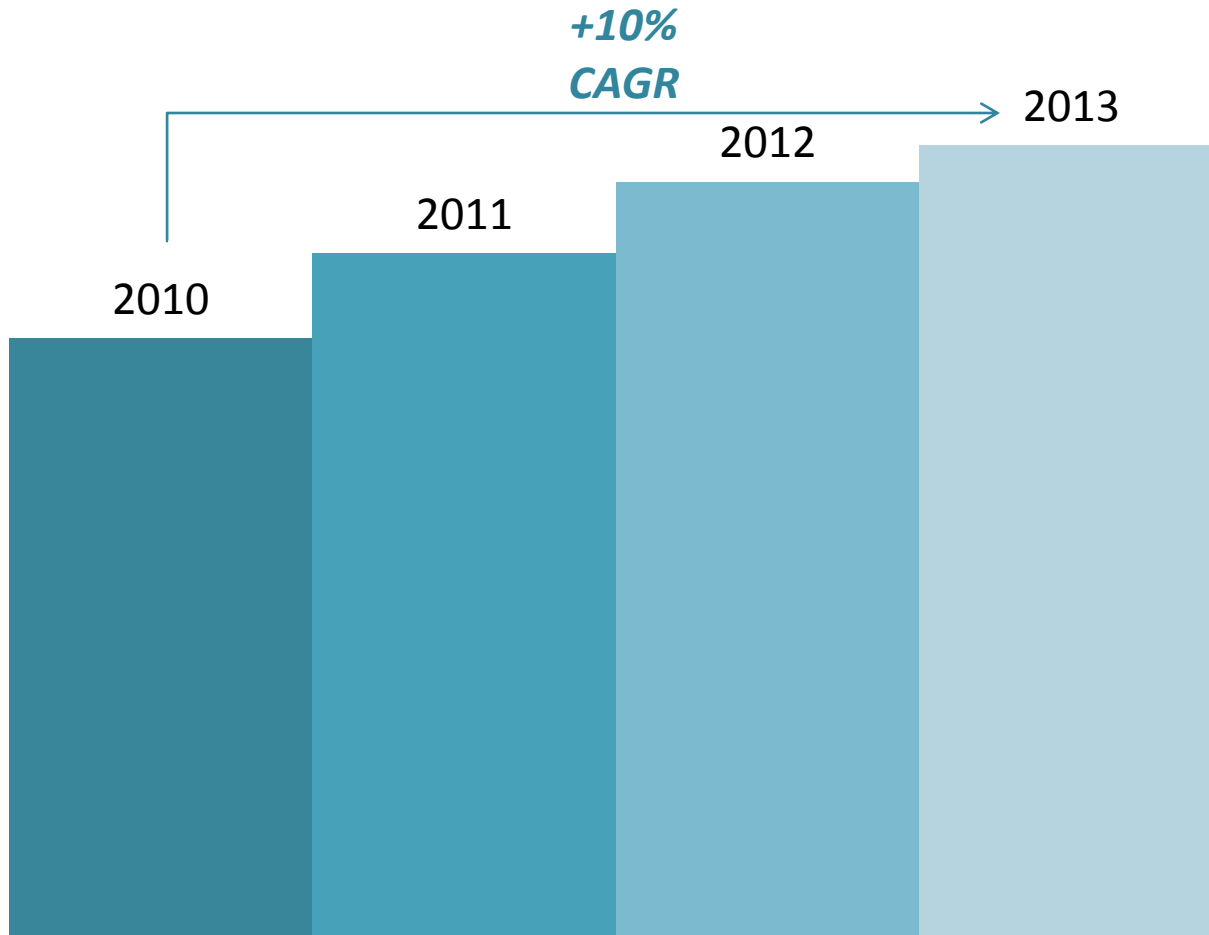
1. Our Customers
2. Our Use of Cash
3. Return To Double-Digit Operating Income

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Customers



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Social Interactions



Facebook fans
2.9 million



Twitter
followers
Up +200%



Pinterest
Most widely
utilized social
sharing button

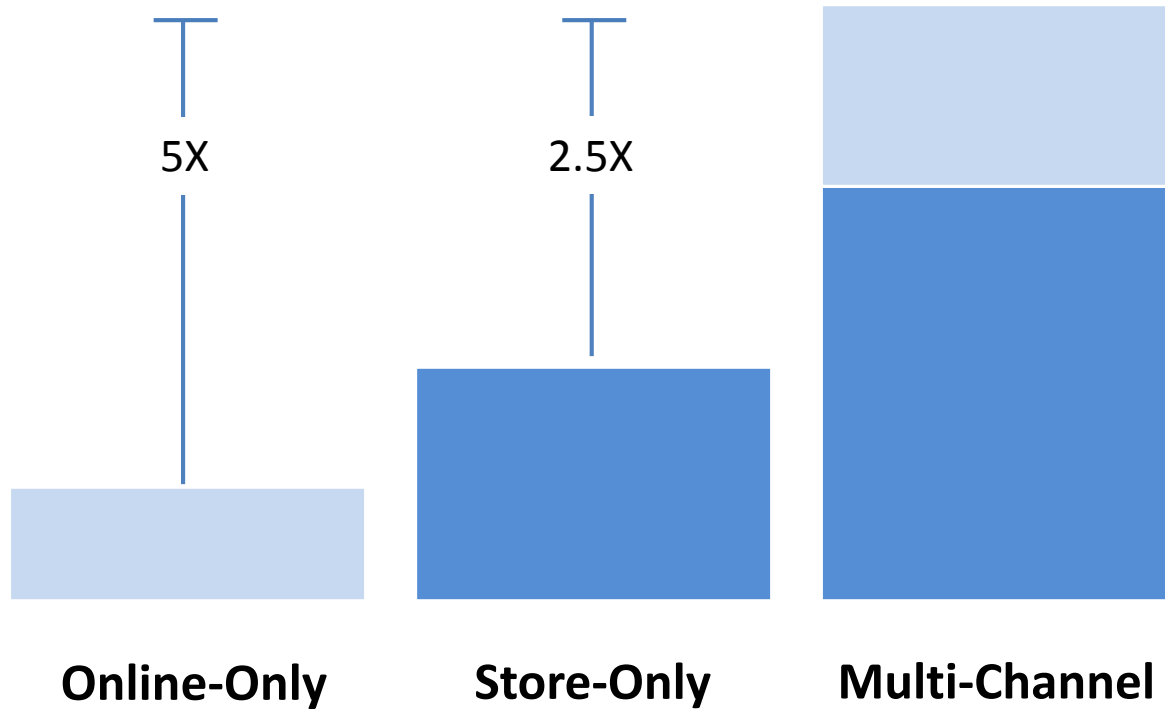
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Cross-Channel Purchasing

Average Annual Spend Per Customer



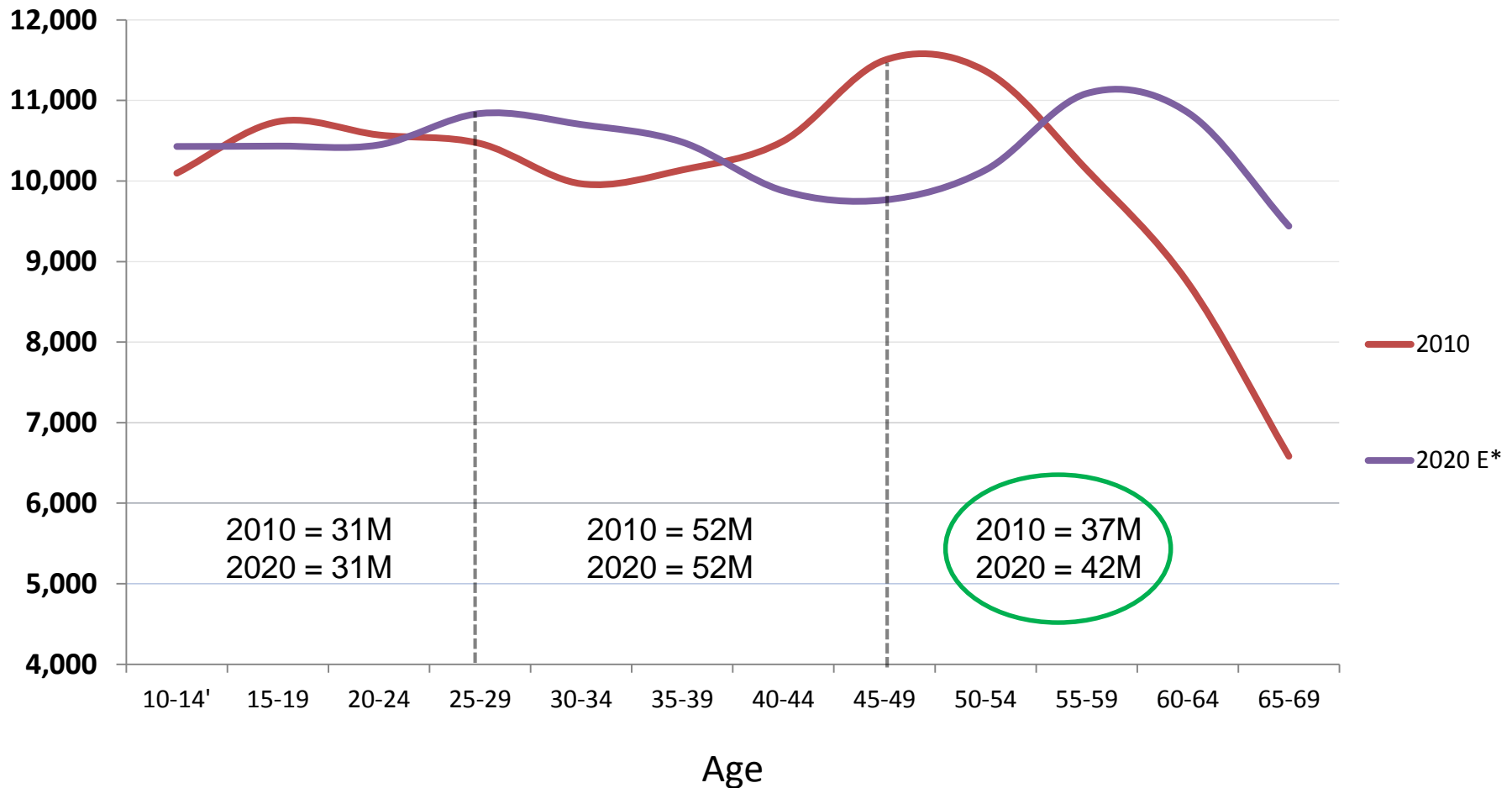
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Boomer Consumer



US Female Population (in 000's)





Balance Sheet Health

No Debt

Over \$208 Million In Cash

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Investment Philosophy



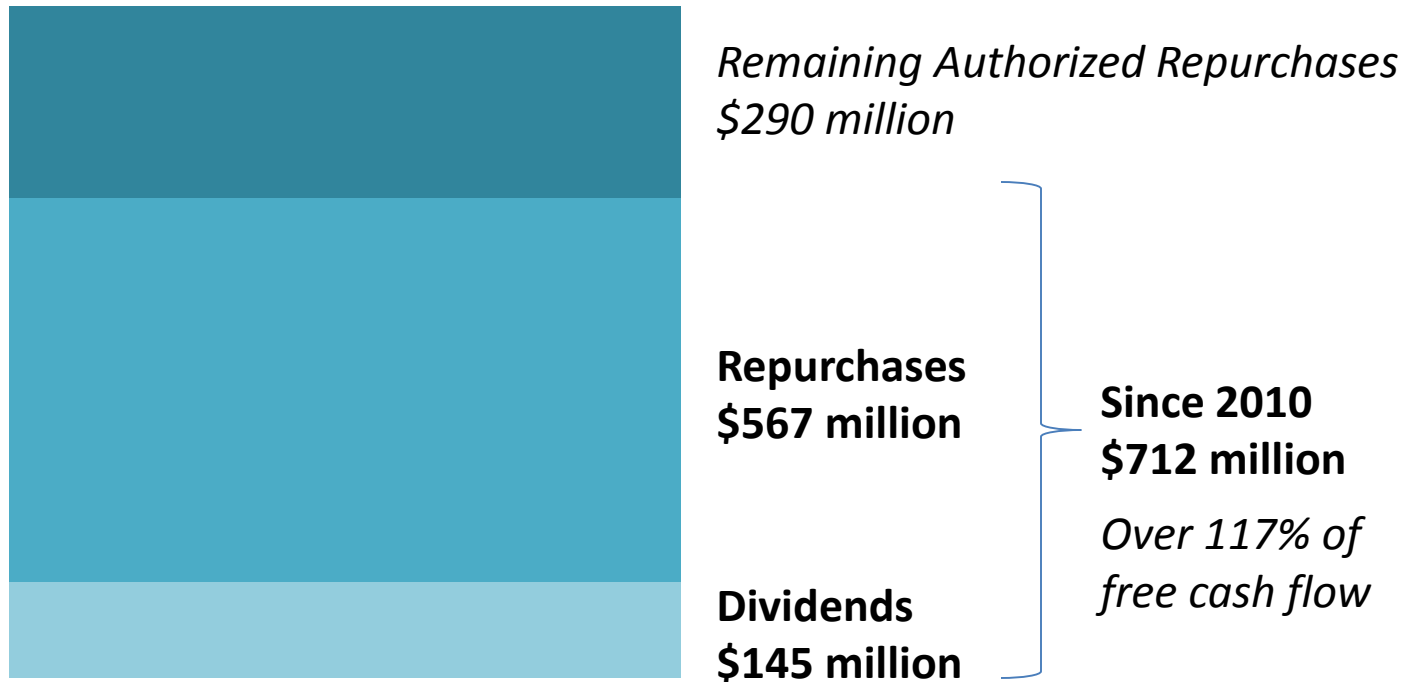
- Long-term growth is the priority
- Capital expenditures in-line with depreciation
- Invest in Omni-channel
- Moderated store openings
- Return excess cash to shareholders

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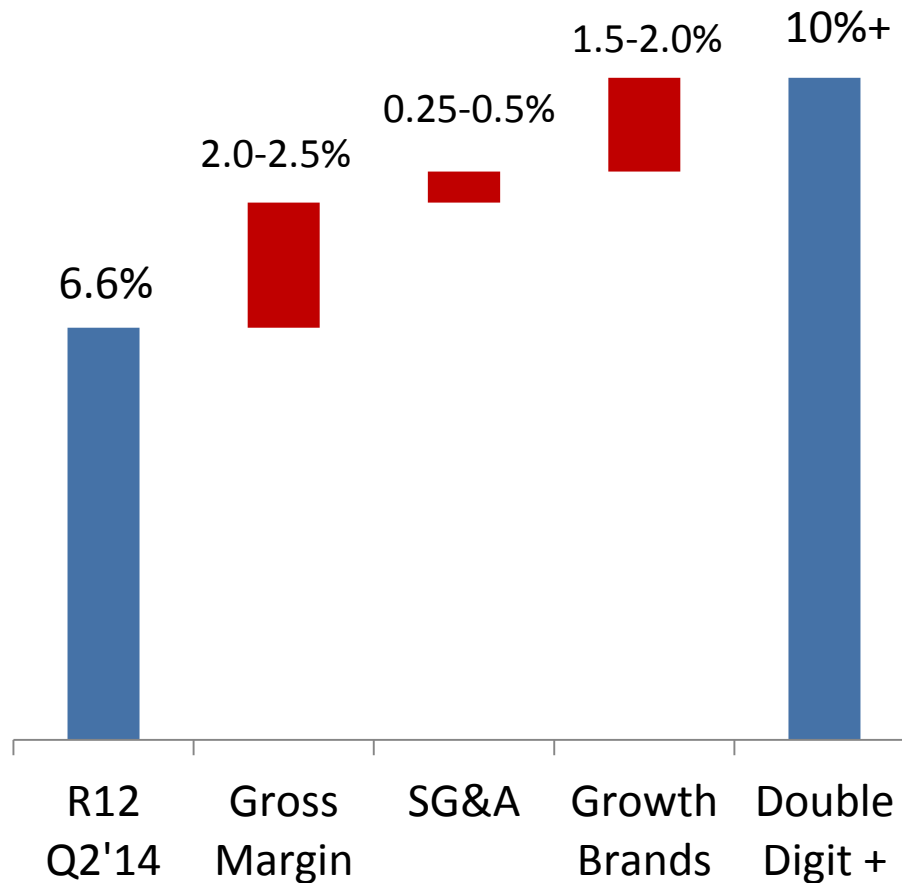
Dividends and Share Repurchases



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Path to Double-Digit Operating Income



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Well Positioned for Long-term

- Loyal Customer Base
- Omni-channel Capabilities
- Merchandise Extensions



Questions

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