



## **Zumiez Inc. Safe Harbor Statement**

### **Under the Private Securities Litigation Reform Act of 1995**

Our presentation includes, and our response to various questions may include, forward-looking statements about the Company's revenues and earnings and about our future plans and objectives. Any such statements are subject to risks and uncertainties that could cause the actual results and the implementation of the Company's plans and operations to vary materially. These risks are discussed in the Company's latest annual and quarterly reports on Form 10-K and 10-Q as filed with the Securities and Exchange Commission and available at [www.sec.gov](http://www.sec.gov).



## Zumiez - An Attractive & Unique Lifestyle Retailer

- Global specialty retailer of lifestyle apparel, footwear, equipment and accessories
- Well-defined brand position focusing on the 12-24 year old demographic with customers equally split between the 15-18 year old and 18-22 year old groups
- Unique, broad and relevant selection of emerging, growth and trending brands and styles
- Distinctive culture and integrated marketing based on a passion for the lifestyle
- 690 total stores; 654 in North America and 36 internationally; primarily mall based
- Omni-channel platforms operating under Zumiez (US and Canada), Blue Tomato (Europe) and Fast Times (Australia) trade names.



# Video



# The Zumiez Competitive Advantage

## *Unique Culture and Unique Brand*

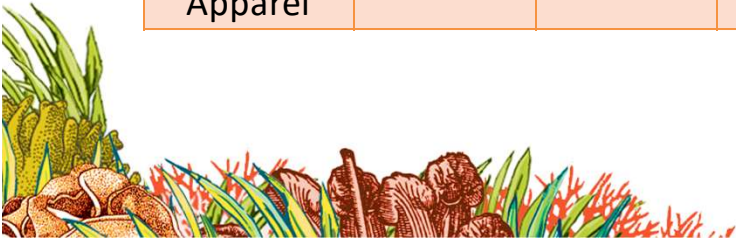
- **CULTURE** – Empowered employees passionate for lifestyle; supportive organization that embraces competition and rewards success
- **GROWTH** – Provide opportunity; attract, retain and promote high quality employees; all regional and district managers started in our stores
- **UNIQUENESS**– Trend-right assortment of apparel, footwear, accessories and hard goods with a best-in-class sales team
- **ZUMIEZ UNIVERSITY** - Intense focus on employee and management training; prioritize sales and leadership



## Distinctive merchandise mix led by men's apparel, accessories, and footwear

Product Category	2016 Sales Mix	2015 Sales Mix	2014 Sales Mix	2013 Sales Mix
Men's Apparel	37%	34%	34%	34%
Accessories	20%	20%	20%	19%
Footwear	18%	19%	19%	22%
Hardgoods	12%	14%	14%	12%
Junior's Apparel	13%	13%	13%	13%

- Extensive merchandise mix drives sales as trends move across and within categories
- In 2016 we launched over 100 new brands which is consistent with each of the last five years and how we expect to bring uniqueness to the business going forward
- No third party brand represented over 7.3% of sales in 2016; brands continue to move in and out of top 20 in annual sales
- Strategic use of private label merchandise



## **Deep-rooted Culture and Distinctive Customer Experience**

- Attract employees who identify with the lifestyle
- Provide a unique customer experience through passion for the lifestyle
- Comprehensive training with focus on sales and leadership
- Empower sales leadership to make educated business decisions
- Competitive; reward for success; promote from within

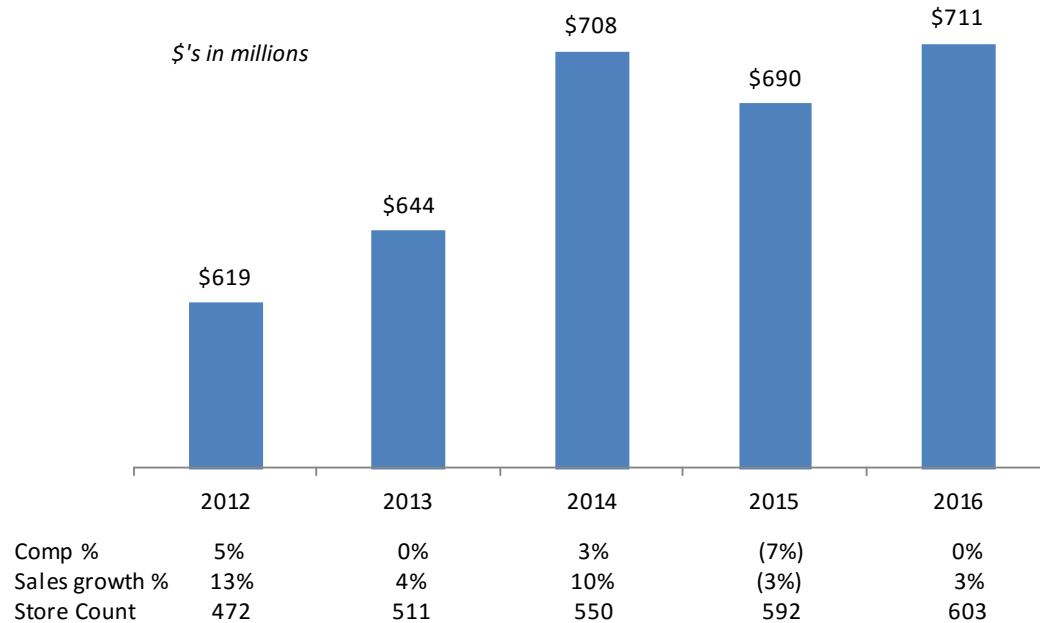


# Strategy

- Drive comparable sales gains through full-price/full-margin selling strategies
- Open productive new stores in markets where we are under-penetrated
- Optimize store footprint and omni-channel presence with a focus on trade-area sales and profitability.
- Localized, integrated selling platform across all channels through which our customer wants to interact with us
- Strategy focused on empowering the consumer and sales teams to maximize returns



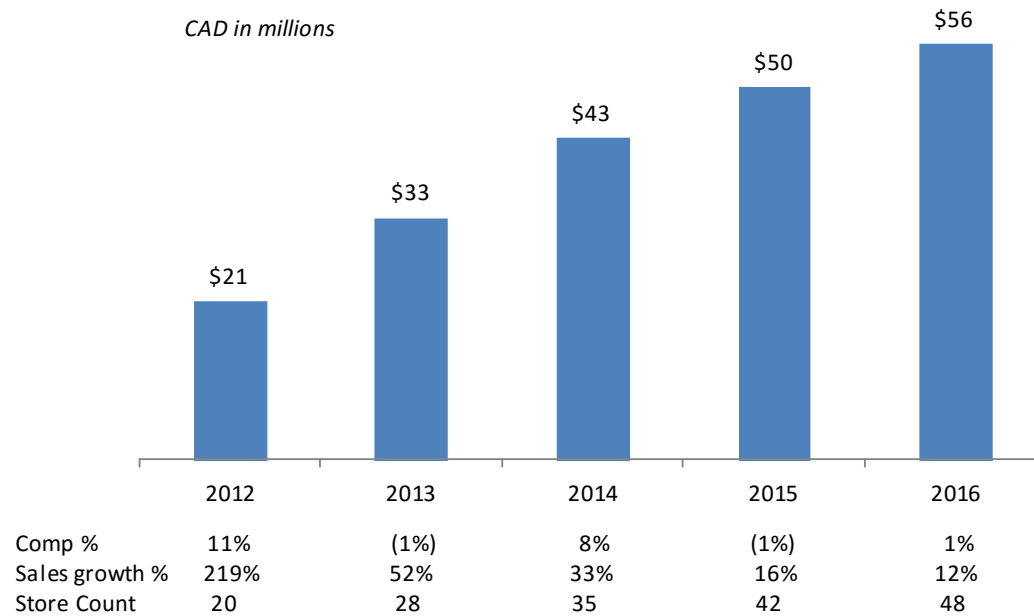
# US Business



- Omni-channel capabilities rolled-out nationwide providing customers with a seamless selling experience
- Fully localized fulfillment (delivery from stores) decreasing 'click to deliver' times and localizing the sales experience
- Rolling out our customer engagement suite across the country in 2017 giving us new ways to engage with and learn about customers as well as providing operational efficiencies



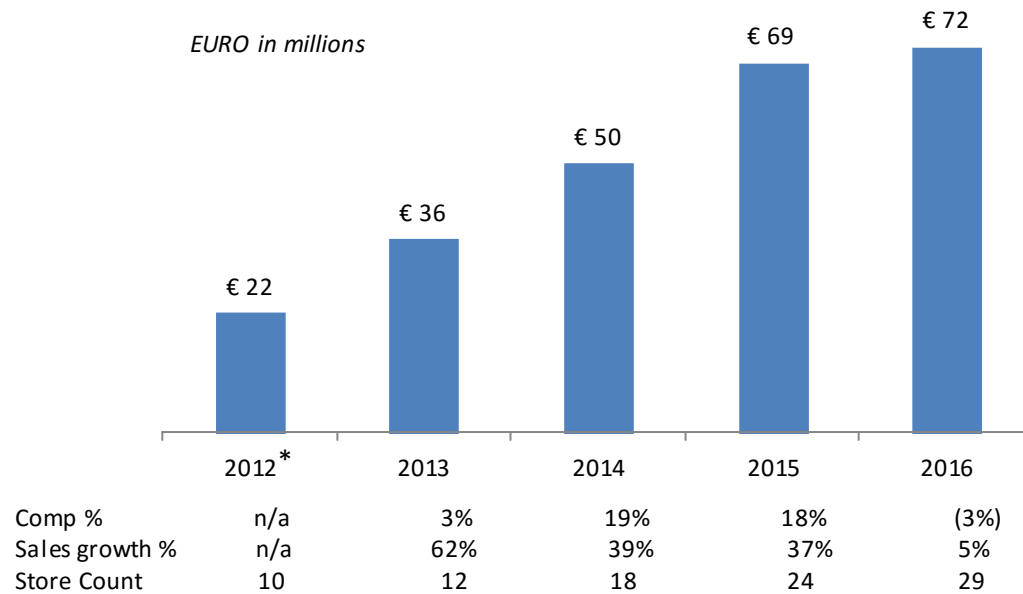
# Canadian Expansion



- Entered market organically with stores in 2011.
- Integrated back office and store operations with domestic business.
- Currently operating across seven provinces with the opportunity for approximately 60 stores.
- Recently launched omni-channel capabilities to better serve the customer.



# Europe Expansion

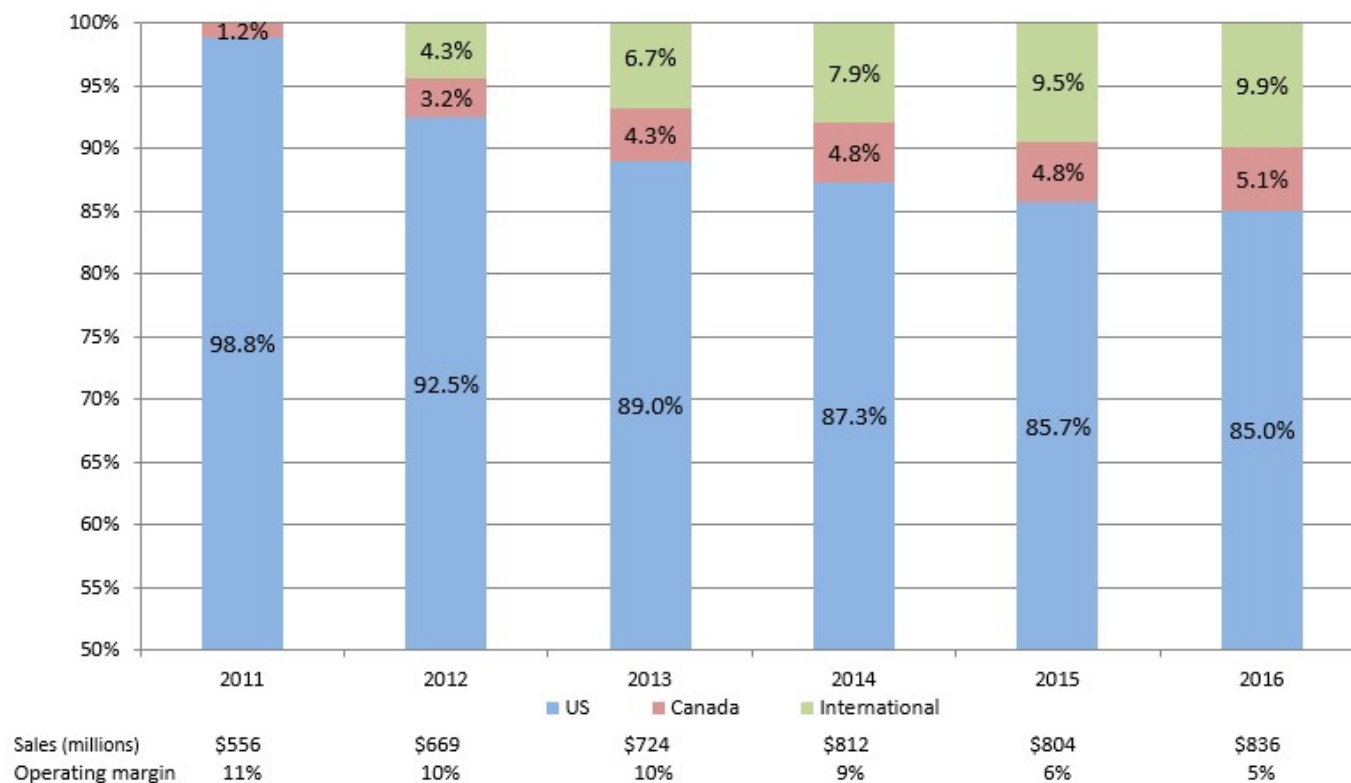


\* Partial Year. Transaction closed July 4, 2012

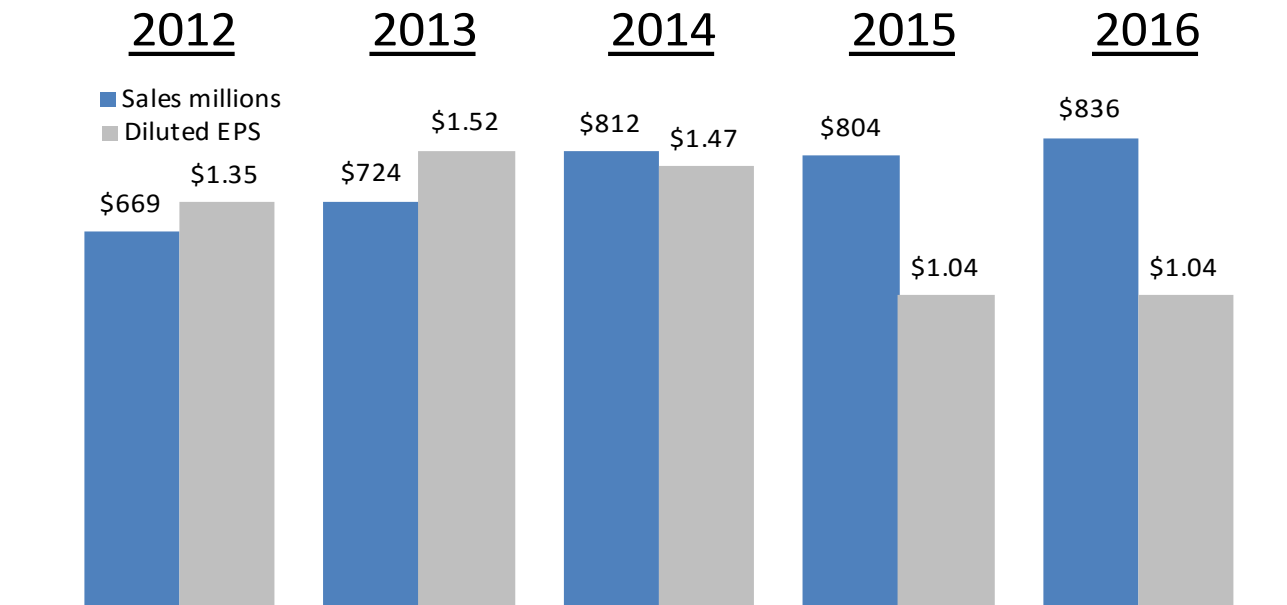
- 2012 Blue Tomato acquisition provides growth opportunity in European market with culturally aligned team.
- Operating stores in Germany, Austria and Switzerland with web presence in 14 different languages with web representing nearly 60% of sales in fiscal 2016.
- Established brand identity with significant growth opportunity in both ecommerce and stores across Europe.



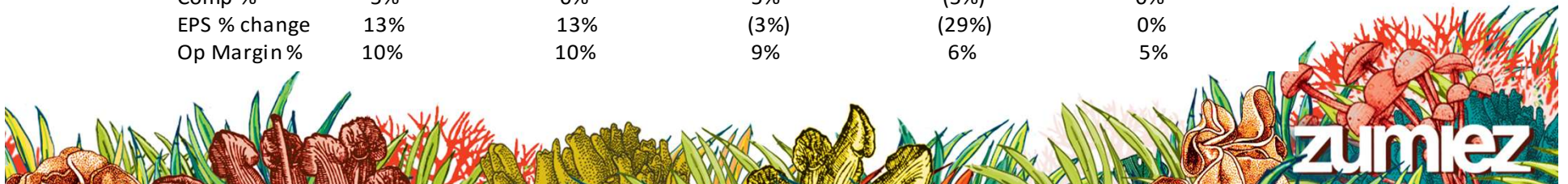
## Historical Sales Mix



# Historical results



Comp %	5%	0%	5%	(5%)	0%
EPS % change	13%	13%	(3%)	(29%)	0%
Op Margin %	10%	10%	9%	6%	5%



## **Focus - 2017 and beyond...**

- Drive same store sales gains through full-price/full-margin selling
- Strong focus on localization of all our sales channels and optimization of our business.
- Roll-out of our Customer engagement suite across the US enhancing our ability to service customers and creating operational efficiencies.
- Further integration of our omni-channel capability domestically and internationally
- Expect positive comparable sales growth in 2017 with increased YOY earnings.
- Continue to maximize our competitive advantages of Culture, Growth, Brand Experience and Zumiez University to provide long-term returns for our shareholders
- Focus on maintaining strong balance sheet and cash flow as the backbone for future growth

