

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 10-Q

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

FOR THE QUARTERLY PERIOD ENDED AUGUST 2, 2025

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Commission file number 000-51300

**ZUMIEZ INC.**

(Exact name of registrant as specified in its charter)

Washington  
(State or other jurisdiction of  
incorporation or organization)

91-1040022  
(I.R.S. Employer  
Identification No.)

4001 204<sup>th</sup> Street SW, Lynnwood, WA 98036  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (425) 551-1500

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock	ZUMZ	Nasdaq Global Select

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit such files). Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See definition of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer  Accelerated filer   
Non-accelerated filer  Smaller reporting company   
Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).  Yes  No

At August 30, 2025, there were 17,153,529 shares outstanding of common stock.

**ZUMIEZ INC.**  
**FORM 10-Q**  
**TABLE OF CONTENTS**

Part I.	Financial Information	
Item 1.	Condensed Consolidated Financial Statements	
	<a href="#">Condensed Consolidated Balance Sheets at August 2, 2025 (unaudited) and February 1, 2025</a>	3
	<a href="#">Unaudited Condensed Consolidated Statements of Loss for the three and six months ended August 2, 2025 and August 3, 2024</a>	4
	<a href="#">Unaudited Condensed Consolidated Statements of Comprehensive Income (loss) for the three and six months ended August 2, 2025 and August 3, 2024</a>	5
	<a href="#">Unaudited Condensed Consolidated Statements of Changes in Shareholders' Equity for the three and six months ended August 2, 2025 and August 3, 2024</a>	6
	<a href="#">Unaudited Condensed Consolidated Statements of Cash Flows for the six months ended August 2, 2025 and August 3, 2024</a>	7
	<a href="#">Notes to Condensed Consolidated Financial Statements</a>	8
Item 2.	<a href="#">Management's Discussion and Analysis of Financial Condition and Results of Operations</a>	18
Item 3.	<a href="#">Quantitative and Qualitative Disclosures About Market Risk</a>	32
Item 4.	<a href="#">Controls and Procedures</a>	32
Part II.	<a href="#">Other Information</a>	
Item 1.	<a href="#">Legal Proceedings</a>	33
Item 1A.	<a href="#">Risk Factors</a>	33
Item 2.	<a href="#">Unregistered Sales of Equity Securities and Use of Proceeds</a>	33
Item 3.	<a href="#">Defaults Upon Senior Securities</a>	33
Item 4.	<a href="#">Mine Safety Disclosures</a>	33
Item 5.	<a href="#">Other Information</a>	33
Item 6.	<a href="#">Exhibits</a>	34
	<a href="#">Signature</a>	35

**ZUMIEZ INC.**  
**CONDENSED CONSOLIDATED BALANCE SHEETS**  
(In thousands)

	August 2, 2025 (Unaudited)	February 1, 2025
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	\$ 78,804	\$ 112,668
Marketable securities	27,936	34,890
Receivables	22,042	12,825
Inventories	157,722	146,648
Prepaid expenses and other current assets	14,258	15,354
<b>Total current assets</b>	<b>300,762</b>	<b>322,385</b>
Fixed assets, net	77,756	80,178
Operating lease right-of-use assets	193,809	183,235
Goodwill	15,334	15,258
Intangible assets, net	14,853	13,577
Deferred tax assets, net	8,781	8,684
Other long-term assets	12,093	11,564
<b>Total long-term assets</b>	<b>322,626</b>	<b>312,496</b>
<b>Total assets</b>	<b>\$ 623,388</b>	<b>\$ 634,881</b>
<b>Liabilities and Shareholders' Equity</b>		
<b>Current liabilities</b>		
Trade accounts payable	\$ 69,181	\$ 49,389
Accrued payroll and payroll taxes	21,443	21,962
Operating lease liabilities	55,608	56,009
Other current liabilities	24,777	28,154
<b>Total current liabilities</b>	<b>171,009</b>	<b>155,514</b>
Long-term operating lease liabilities	153,115	143,812
Other long-term liabilities	6,827	6,578
<b>Total long-term liabilities</b>	<b>159,942</b>	<b>150,390</b>
<b>Total liabilities</b>	<b>330,951</b>	<b>305,904</b>
Commitments and contingencies (Note 5)		
<b>Shareholders' equity</b>		
Preferred stock, no par value, 20,000 shares authorized; none issued and outstanding	—	—
Common stock, no par value, 50,000 shares authorized; 17,221 shares issued and outstanding at August 2, 2025 and 19,159 shares issued and outstanding at February 1, 2025	207,388	203,581
Accumulated other comprehensive loss	(15,684)	(23,778)
Retained earnings	100,733	149,174
<b>Total shareholders' equity</b>	<b>292,437</b>	<b>328,977</b>
<b>Total liabilities and shareholders' equity</b>	<b>\$ 623,388</b>	<b>\$ 634,881</b>

See accompanying notes to condensed consolidated financial statements.

**ZUMIEZ INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF LOSS**  
(In thousands, except per share amounts)  
(Unaudited)

	Three Months Ended		Six Months Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Net sales	\$ 214,275	\$ 210,179	\$ 398,618	\$ 387,567
Cost of goods sold	138,257	138,385	267,285	263,874
<b>Gross profit</b>	<b>76,018</b>	<b>71,794</b>	<b>131,333</b>	<b>123,693</b>
Selling, general and administrative expenses	75,911	72,187	151,098	144,240
<b>Operating profit (loss)</b>	<b>107</b>	<b>(393)</b>	<b>(19,765)</b>	<b>(20,547)</b>
Interest income, net	753	1,128	3,008	2,449
Other income (expense), net	52	(179)	1,895	(946)
<b>Profit (loss), before income taxes</b>	<b>912</b>	<b>556</b>	<b>(14,862)</b>	<b>(19,044)</b>
Provision for (benefit from) income taxes	1,914	1,403	471	(1,417)
<b>Net loss</b>	<b>\$ (1,002)</b>	<b>\$ (847)</b>	<b>\$ (15,333)</b>	<b>\$ (17,627)</b>
Basic loss per share	\$ (0.06)	\$ (0.04)	\$ (0.88)	\$ (0.91)
Diluted loss per share	\$ (0.06)	\$ (0.04)	\$ (0.88)	\$ (0.91)
Weighted average shares used in computation of loss per share				
Basic	16,698	19,284	17,403	19,375
Diluted	16,698	19,284	17,403	19,375

See accompanying notes to condensed consolidated financial statements.

**ZUMIEZ INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME (LOSS)**  
(In thousands)  
(Unaudited)

	Three Months Ended		Six Months Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Net loss	\$ (1,002)	\$ (847)	\$ (15,333)	\$ (17,627)
Other comprehensive income (loss), net of tax:				
Foreign currency translation	880	184	7,494	(712)
Net change in fair value of marketable debt securities	182	997	600	895
Other comprehensive income	1,062	1,181	8,094	183
<b>Comprehensive income (loss)</b>	<b>\$ 60</b>	<b>\$ 334</b>	<b>\$ (7,239)</b>	<b>\$ (17,444)</b>

See accompanying notes to condensed consolidated financial statements.

**ZUMIEZ INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF CHANGES IN SHAREHOLDERS' EQUITY**  
(In thousands)  
(Unaudited)

	Common Stock		Accumulated Other Comprehensive Loss	Retained Earnings	Total
	Shares	Amount			
<b>Balance at May 3, 2025</b>	17,770	\$ 205,595	\$ (16,746)	\$ 109,629	\$ 298,478
Net loss	—	—	—	(1,002)	(1,002)
Other comprehensive income, net	—	—	1,062	—	1,062
Issuance and exercise of stock-based awards	48	—	—	—	—
Stock-based compensation expense	—	1,793	—	—	1,793
Repurchase of common stock	(597)	—	—	(7,894)	(7,894)
<b>Balance at August 2, 2025</b>	<u>17,221</u>	<u>\$ 207,388</u>	<u>\$ (15,684)</u>	<u>\$ 100,733</u>	<u>\$ 292,437</u>

	Common Stock		Accumulated Other Comprehensive Loss	Retained Earnings	Total
	Shares	Amount			
<b>Balance at May 4, 2024</b>	20,318	\$ 198,047	\$ (20,025)	\$ 159,313	\$ 337,335
Net loss	—	—	—	(847)	(847)
Other comprehensive income, net	—	—	1,181	—	1,181
Issuance and exercise of stock-based awards	(13)	(2)	—	—	(2)
Stock-based compensation expense	—	1,718	—	—	1,718
Repurchase of common stock	(945)	—	—	(19,581)	(19,581)
<b>Balance at August 3, 2024</b>	<u>19,360</u>	<u>\$ 199,763</u>	<u>\$ (18,844)</u>	<u>\$ 138,885</u>	<u>\$ 319,804</u>

	Common Stock		Accumulated Other Comprehensive Loss	Retained Earnings	Total
	Shares	Amount			
<b>Balance at February 1, 2025</b>	19,159	\$ 203,581	\$ (23,778)	\$ 149,174	\$ 328,977
Net loss	—	—	—	(15,333)	(15,333)
Other comprehensive income, net	—	—	8,094	—	8,094
Issuance and exercise of stock-based awards	467	186	—	—	186
Stock-based compensation expense	—	3,621	—	—	3,621
Repurchase of common stock	(2,405)	—	—	(33,108)	(33,108)
<b>Balance at August 2, 2025</b>	<u>17,221</u>	<u>\$ 207,388</u>	<u>\$ (15,684)</u>	<u>\$ 100,733</u>	<u>\$ 292,437</u>

	Common Stock		Accumulated Other Comprehensive Loss	Retained Earnings	Total
	Shares	Amount			
<b>Balance at February 3, 2024</b>	19,833	\$ 196,144	\$ (19,027)	\$ 176,093	\$ 353,210
Net loss	—	—	—	(17,627)	(17,627)
Other comprehensive income, net	—	—	183	—	183
Issuance and exercise of stock-based awards	472	228	—	—	228
Stock-based compensation expense	—	3,391	—	—	3,391
Repurchase of common stock	(945)	—	—	(19,581)	(19,581)
<b>Balance at August 3, 2024</b>	<u>19,360</u>	<u>\$ 199,763</u>	<u>\$ (18,844)</u>	<u>\$ 138,885</u>	<u>\$ 319,804</u>

See accompanying notes to condensed consolidated financial statements.

**ZUMIEZ INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS**  
(In thousands)  
(Unaudited)

	Six Months Ended	
	August 2, 2025	August 3, 2024
<b>Cash flows from operating activities:</b>		
Net loss	\$ (15,333)	\$ (17,627)
Adjustments to reconcile net loss to net cash used in operating activities:		
Depreciation, amortization and accretion	10,707	11,052
Noncash lease expense	31,452	32,169
Deferred taxes	(81)	(1,688)
Stock-based compensation expense	3,621	3,391
Impairment of long-lived assets	777	298
Other	(693)	949
Changes in operating assets and liabilities:		
Receivables	(6,768)	(7,067)
Inventories	(7,540)	(30,665)
Prepaid expenses and other assets	(1,836)	(937)
Trade accounts payable	18,682	34,650
Accrued payroll and payroll taxes	(1,070)	2,102
Income taxes payable	(4,775)	(1,346)
Operating lease liabilities	(35,065)	(36,817)
Other liabilities	(1,579)	(3,886)
<b>Net cash used in operating activities</b>	<b>(9,501)</b>	<b>(15,422)</b>
<b>Cash flows from investing activities:</b>		
Additions to fixed assets	(5,317)	(6,266)
Purchases of marketable securities	(8,044)	(1,967)
Sales and maturities of marketable securities and other investments	16,881	24,145
<b>Net cash provided by investing activities</b>	<b>3,520</b>	<b>15,912</b>
<b>Cash flows from financing activities:</b>		
Proceeds from revolving credit facilities	—	3,220
Payments on revolving credit facilities	—	(3,220)
Proceeds from the issuance and exercise of stock-based awards	377	357
Payments for tax withholdings on equity awards	(192)	(130)
Repurchase of common stock, including taxes	(32,682)	(19,581)
<b>Net cash used in financing activities</b>	<b>(32,497)</b>	<b>(19,354)</b>
<b>Effect of exchange rate changes on cash, cash equivalents, and restricted cash</b>	<b>1,614</b>	<b>(213)</b>
<b>Net decrease in cash, cash equivalents, and restricted cash</b>	<b>(36,864)</b>	<b>(19,077)</b>
<b>Cash, cash equivalents, and restricted cash, beginning of period</b>	<b>121,529</b>	<b>94,284</b>
<b>Cash, cash equivalents, and restricted cash, end of period</b>	<b>\$ 84,665</b>	<b>\$ 75,207</b>
<b>Supplemental disclosure on cash flow information:</b>		
Cash paid during the period for income taxes	\$ 5,452	\$ 1,805
Accrual for purchases of fixed assets	1,180	3,326
Accrual for repurchase of common stock	426	479

See accompanying notes to condensed consolidated financial statements.

**ZUMIEZ INC.**  
**NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS**  
**(Unaudited)**

**1. Nature of Business and Basis of Presentation**

**Nature of Business**—Zumiez Inc., including its wholly owned subsidiaries, (the “Company,” “we,” “us,” “its” and “our”) is a leading specialty retailer of apparel, footwear, accessories and hardgoods for young men and women who want to express their individuality through the fashion, music, art and culture of action sports, streetwear, and other unique lifestyles. We operate under the names Zumiez, Blue Tomato and Fast Times. We operate ecommerce websites at zumiez.com, zumiez.ca, blue-tomato.com and fasttimes.com.au. At August 2, 2025, we operated 731 stores; 571 in the United States (“U.S.”), 86 in Europe, 46 in Canada, and 28 in Australia.

**Fiscal Year**—We use a fiscal calendar widely used by the retail industry that results in a fiscal year consisting of a 52- or 53-week period ending on the Saturday closest to January 31. Each fiscal year consists of four 13-week quarters, with an extra week added to the fourth quarter every five or six years. The three months ended August 2, 2025 and August 3, 2024 were 13-week periods. The six months ended August 2, 2025 and August 3, 2024 were 26-week periods.

**Basis of Presentation**—The accompanying unaudited condensed consolidated financial statements have been prepared in accordance with generally accepted accounting principles in the United States (“U.S. GAAP”) for interim financial information and pursuant to the rules and regulations of the Securities and Exchange Commission (“SEC”) for interim financial reporting. Accordingly, they do not include all of the information and footnotes required by U.S. GAAP for complete financial statements. The unaudited condensed consolidated financial statements include the accounts of Zumiez Inc. and its wholly-owned subsidiaries. All significant intercompany transactions and balances are eliminated in consolidation.

In our opinion, the unaudited condensed consolidated financial statements contain all adjustments, consisting of normal recurring adjustments, necessary for a fair presentation of the condensed consolidated balance sheets, operating results and cash flows for the periods presented.

The financial data at February 1, 2025 is derived from audited consolidated financial statements, which are included in our Annual Report on Form 10-K for the year ended February 1, 2025, and should be read in conjunction with the audited consolidated financial statements and notes thereto. Interim results are not necessarily indicative of results for the full fiscal year due to seasonality and other factors.

**Use of Estimates**—The preparation of financial statements in conformity with U.S. GAAP requires estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the condensed consolidated financial statements as well as the reported amounts of revenues and expenses during the reporting period. These estimates can also affect supplemental information disclosed by us, including information about contingencies, risk and financial condition. Actual results could differ from these estimates and assumptions.

**Restricted Cash**—Cash and cash equivalents that are restricted as to withdrawal or use under the terms of certain contractual agreements are recorded as restricted cash in other current assets and other long-term assets on our condensed consolidated balance sheets. The following table provides a reconciliation of cash, cash equivalents, and restricted cash reported within the condensed consolidated balance sheets that sum to the total of the same such amounts shown in the condensed consolidated statement of cash flows (in thousands):

	<u>August 2, 2025</u>	<u>February 1, 2025</u>
Cash and cash equivalents	\$ 78,804	\$ 112,668
Restricted cash included in other current assets and other long-term assets	5,861	8,861
Total cash, cash equivalents, and restricted cash as shown in the statement of cash flows	<u>\$ 84,665</u>	<u>\$ 121,529</u>

As of August 2, 2025, all restricted cash were included in other long-term assets amounted to \$5.9 million. As of February 1, 2025, restricted cash in other current assets and other long-term assets amounted to \$3.6 million and \$5.3 million, respectively. Restricted cash represents amounts held as insurance collateral and collateral for bank guarantees on certain store operating leases.

**Recent Accounting Standards**—We review recent account pronouncements on a quarterly basis and have excluded discussion of those that are not applicable and those that we determined did not have, or are not expected to have, a material impact on the condensed consolidated financial statements.

In November 2024, the FASB issued Accounting Standards Update ("ASU") 2024-03, Comprehensive Income (Topic 220): Disaggregation of Income Statement Expenses, which requires additional disclosure of the nature of expenses included in the income statement in response to longstanding requests from investors for more information about an entity's expenses. The new standard requires disclosures about specific types of expenses included in the expense captions presented on the face of the income statement as well as disclosures about selling expenses. In January 2025, FASB issued ASU 2025-01, which revises the effective date of ASU 2024-03 to clarify that all public business entities are required to adopt the guidance in annual reporting periods beginning after December 15, 2026, and interim periods within annual reporting periods beginning after December 15, 2027. Early adoption of ASU 2024-03 is permitted. The Company is currently evaluating the effect that the new ASU will have on its disclosures.

In December 2023, the FASB issued ASU No. 2023-09, Improvements to Income Tax Disclosures (Topic 740). The ASU requires disaggregated information about a reporting entity's effective tax rate reconciliation as well as additional information on income taxes paid. The ASU is effective on a prospective basis for annual periods beginning after December 15, 2024. Early adoption is also permitted for annual financial statements that have not yet been issued or made available for issuance. This ASU will result in the required additional disclosures being included in our consolidated financial statements, once adopted. The Company will adopt ASU 2023-09 and include relevant disclosures in our annual report on Form 10-K for the fiscal year 2025.

**Recent Tax Legislation**—On July 4, 2025, the One Big Beautiful Bill Act (the "Act") was enacted in the United States. The Act makes permanent certain provisions of the Tax Cuts and Jobs Act, including 100% bonus depreciation, immediate expensing of domestic research costs, and modifies the international tax framework. The legislation contains multiple effective dates, with some provisions effective in 2025, and others phased in through 2027. The Company has evaluated the effects of the Act on its income tax provision. While enactment did not have a material impact on our annual effective tax rate, we expect our current and future U.S. cash tax liabilities to decrease. The ultimate impact may differ from our current estimates due to changes in the results of our operations, the issuance of regulatory guidance, or additional legislative changes.

## 2. Revenue

The following table disaggregates net sales by geographic region (in thousands):

	<u>Three Months Ended</u>		<u>Six Months Ended</u>	
	<u>August 2, 2025</u>	<u>August 3, 2024</u>	<u>August 2, 2025</u>	<u>August 3, 2024</u>
United States	\$ 169,079	\$ 166,186	\$ 309,120	\$ 300,057
Europe	28,923	28,320	58,215	57,890
Canada	11,011	10,148	20,703	18,974
Australia	5,262	5,525	10,580	10,646
Net sales	<u>\$ 214,275</u>	<u>\$ 210,179</u>	<u>\$ 398,618</u>	<u>\$ 387,567</u>

Net sales for the three months ended August 2, 2025, included a \$1.7 million increase due to the change in foreign exchange rates, which consisted of a \$1.8 million increase in Europe partially offset by a \$0.1 million decrease in Australia. Net sales for the six months ended August 2, 2025, included a \$1.2 million increase due to the change in foreign exchange rates, which consisted of a \$2.0 million increase in Europe, partially offset by a \$0.5 million and \$0.3 million decrease in Canada and Australia, respectively.

Our contract liabilities include deferred revenue related to our customer loyalty program and gift cards. The current liability for gift cards was \$2.7 million at August 2, 2025 and \$3.6 million at February 1, 2025, respectively. Deferred revenue related to our STASH loyalty program was \$1.1 million at August 2, 2025 and February 1, 2025.

### 3. Cash, Cash Equivalents and Marketable Securities

The following tables summarize the estimated fair value of our cash, cash equivalents and marketable securities and the gross unrealized holding gains and losses (in thousands):

	August 2, 2025			
	Amortized Cost	Gross Unrealized Holding Gains	Gross Unrealized Holding Losses	Estimated Fair Value
Cash and cash equivalents:				
Cash	\$ 48,131	\$ —	\$ —	\$ 48,131
Money market funds	5,896	—	—	5,896
U.S. treasury and government agency securities	8,847	1	—	8,848
Corporate debt securities	15,929	—	—	15,929
<b>Total cash and cash equivalents</b>	<b>78,803</b>	<b>1</b>	<b>—</b>	<b>78,804</b>
Marketable securities:				
U.S. treasury and government agency securities	13,343	—	(1,887)	11,456
Corporate debt securities	2,997	—	(39)	2,958
Certificate of deposits	13,522	—	—	13,522
<b>Total marketable securities</b>	<b>\$ 29,862</b>	<b>\$ —</b>	<b>\$ (1,926)</b>	<b>\$ 27,936</b>
	February 1, 2025			
	Amortized Cost	Gross Unrealized Holding Gains	Gross Unrealized Holding Losses	Estimated Fair Value
Cash and cash equivalents:				
Cash	\$ 43,907	\$ —	\$ —	\$ 43,907
Money market funds	27,791	—	—	27,791
Treasury and agency securities	13,913	2	—	13,915
Corporate debt securities	27,055	—	—	27,055
<b>Total cash and cash equivalents</b>	<b>112,666</b>	<b>2</b>	<b>—</b>	<b>112,668</b>
Marketable securities:				
U.S. treasury and government agency securities	14,729	—	(2,642)	12,087
Corporate debt securities	6,499	—	(88)	6,411
Certificates of deposit	16,392	—	—	16,392
<b>Total marketable securities</b>	<b>\$ 37,620</b>	<b>\$ —</b>	<b>\$ (2,730)</b>	<b>\$ 34,890</b>

All of our marketable securities have an effective maturity date or weighted average life of five years or less at the time of purchase and may be liquidated, at our discretion, prior to maturity.

The following tables summarize the gross unrealized holding losses and fair value for investments in an unrealized loss position, and the length of time that individual securities have been in a continuous loss position (in thousands):

	August 2, 2025					
	Less Than 12 Months		12 Months or Greater		Total	
	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses
Marketable securities:						
U.S. treasury and government agency securities	\$ 139	\$ (6)	\$ 11,317	\$ (1,881)	\$ 11,456	\$ (1,887)
Corporate debt securities	—	—	1,959	(39)	1,959	(39)
Total marketable securities	\$ 139	\$ (6)	\$ 13,276	\$ (1,920)	\$ 13,415	\$ (1,926)

	February 1, 2025					
	Less Than 12 Months		12 Months or Greater		Total	
	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses	Fair Value	Unrealized Losses
Marketable securities:						
U.S. treasury and government agency securities	\$ —	\$ —	\$ 12,088	\$ (2,642)	\$ 12,088	\$ (2,642)
Corporate debt securities	—	—	5,410	(88)	5,410	(88)
Total marketable securities	\$ —	\$ —	\$ 17,498	\$ (2,730)	\$ 17,498	\$ (2,730)

#### 4. Leases

At August 2, 2025, we had operating leases for our retail stores, certain distribution and fulfillment facilities, vehicles and equipment. Our remaining lease terms vary from under one month to eleven years, with varying renewal and termination options.

The following table presents components of lease expense (in thousands):

	Three Months Ended		Six Months Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Operating lease expense	\$ 19,267	\$ 20,174	\$ 35,783	\$ 36,812
Variable lease expense	1,689	1,256	5,995	4,633
Total lease expense (1)	\$ 20,956	\$ 21,430	\$ 41,778	\$ 41,445

- (1) Total lease expense includes short-term lease expense and sublease income which is immaterial to the Company. Total lease expense does not include right-of-use asset impairment charges, common area maintenance charges and other non-lease components.

Supplemental cash flow information related to leases is as follows (in thousands):

	Six Months Ended	
	August 2, 2025	August 3, 2024
Cash paid for amounts included in the measurement of lease liabilities:		
Operating cash flows from operating leases	\$ (35,065)	\$ (36,817)
Right-of-use assets obtained in exchange for new operating lease liabilities	23,985	46,978

Weighted-average remaining lease term and discount rate were as follows:

	August 2, 2025	August 3, 2024
Weighted-average remaining lease term	4.7	4.8
Weighted-average discount rate	4.8%	4.3%

At August 2, 2025, the maturities of our operating leases liabilities are as follows (in thousands):

Fiscal 2025	\$	32,912
Fiscal 2026		60,619
Fiscal 2027		48,190
Fiscal 2028		29,439
Fiscal 2029		19,940
Fiscal 2030		15,600
Thereafter		27,710
Total minimum lease payments		234,410
Less: interest		(25,687)
Present value of lease obligations		208,723
Less: current portion		(55,608)
Long-term lease obligations (1)	\$	153,115

(1) Amounts in the table do not include contingent rent, common area maintenance charges and other non-lease components.

At August 2, 2025, we do not have operating leases that were contractually executed, but had not yet commenced.

## 5. Commitments and Contingencies

**Purchase Commitments**—At August 2, 2025, we had outstanding purchase orders to acquire merchandise from vendors of \$199.6 million. We have an option to cancel these commitments with no notice prior to shipment, except for certain private label and international purchase orders in which we are obligated to repay contractual amounts upon cancellation.

**Litigation**—We are involved from time to time in claims, proceedings and litigation arising in the ordinary course of business. We have made accruals with respect to these matters, where appropriate, which are reflected in our condensed consolidated financial statements. For some matters, the amount of liability is not probable, or the amount cannot be reasonably estimated and therefore accruals have not been made. We may enter into discussions regarding settlement of these matters, and may enter into settlement agreements, if we believe settlement is in the best interest of our shareholders.

On October 14, 2022, former employee Seana Neihart filed a representative action under California’s Private Attorneys General Act, California Labor Code section 2698 et seq (“PAGA”), against us. An answer to the complaint was filed on December 8, 2022. A first amended complaint was filed on February 8, 2023 adding Jessica King as a plaintiff. The lawsuit alleges a series of wage and hour violations under California’s Labor Code. After mediation on April 18, 2025, the parties have reached a settlement in principle in the amount of \$2,890,000 that is subject to preliminary and final court approval. The parties anticipate that a motion seeking preliminary approval of the settlement will be filed in the next 45 to 60 days.

**Insurance Reserves**—We use a combination of third-party insurance and self-insurance for a number of risk management activities including workers’ compensation, general liability and employee-related health care benefits. We maintain reserves for our self-insured losses, which are estimated based on historical claims experience and actuarial and other assumptions. The self-insurance reserve at August 2, 2025 and February 1, 2025 was \$1.7 million and \$1.5 million, respectively.

## 6. Revolving Credit Facilities and Debt

On December 20, 2024, we entered into a credit agreement with PNC Bank, National Association (the “bank”). The Credit Agreement provides for a revolving credit facility of up to \$25 million (the “credit facility”) and is available for general corporate purpose. This Credit Facility also provides for the issuances of standby letters of credit in an amount not to exceed \$17.5 million, commercial letters of credit in an amount not to exceed \$10 million and borrowings in foreign currency with a borrowing sublimit not to exceed \$15 million in equivalent U.S. dollars. The amount of borrowing available at any time under the Credit Facility is reduced by the amount of standby and commercial letters of credit outstanding at that time. This credit facility replaced our previously maintained agreement with Wells Fargo Bank, N.A. which we terminated on May 3, 2024.

The new Credit Facility is secured by cash and marketable securities that are in an account held and monitored by the Bank. The value of this collateral must always be greater than or equal to the new Credit Facility commitment amount of \$25 million.

Amounts borrowed under the new Credit Facility bear interest at the rate of SOFR plus 1.00% per annum. The Credit Agreement does not provide for any financial covenants but does include standard and customary covenants consistent with credit facilities of this nature. The new Credit Facility does not carry any ongoing or unused balance fees. The Credit Facility will mature on December 20, 2025.

We had open commercial letters of credit outstanding of less than \$0.2 million at August 2, 2025, and no open commercial letters of credit outstanding at February 1, 2025. We had \$3.2 million, and \$2.7 million in issued, but undrawn, standby letters of credit backed by restricted cash deposits and marketable securities at the bank as of August 2, 2025 and February 1, 2025 respectively.

## 7. Fair Value Measurements

We apply the following fair value hierarchy, which prioritizes the inputs used to measure fair value into three levels and bases the categorization within the hierarchy upon the lowest level of input that is available and significant to the fair value measurement:

- Level 1— Quoted prices in active markets for identical assets or liabilities;
- Level 2— Quoted prices for similar assets or liabilities in active markets or inputs that are observable; and
- Level 3— Inputs that are unobservable.

The following tables summarize assets measured at fair value on a recurring basis (in thousands):

	August 2, 2025		
	Level 1	Level 2	Level 3
<b>Cash equivalents:</b>			
Money market funds	\$ 5,896	\$ —	\$ —
U.S. treasury and government agency securities	—	8,848	—
Corporate debt securities	—	15,929	—
<b>Marketable securities:</b>			
U.S. treasury and government agency securities	—	11,456	—
Corporate debt securities	—	2,958	—
Certificates of deposit	—	13,522	—
<b>Other long-term assets:</b>			
Money market funds	5,861	—	—
<b>Total</b>	<b>\$ 11,757</b>	<b>\$ 52,713</b>	<b>\$ —</b>

	February 1, 2025		
	Level 1	Level 2	Level 3
<b>Cash equivalents:</b>			
Money market funds	\$ 27,791	\$ —	\$ —
U.S. treasury and government agency securities	—	13,915	—
Corporate debt securities	—	27,055	—
<b>Marketable securities:</b>			
U.S. treasury and government agency securities	—	12,087	—
Corporate debt securities	—	6,411	—
Certificates of deposit	—	16,392	—
<b>Other current and long-term assets:</b>			
Money market funds	8,861	—	—
<b>Total</b>	<b>\$ 36,652</b>	<b>\$ 75,860</b>	<b>\$ —</b>

The Level 2 marketable securities include U.S treasury and government agency securities, corporate debt securities, state and local municipal securities and variable-rate demand notes. Fair values are based on quoted market prices for similar assets or liabilities or determined using inputs that use readily observable market data that are actively quoted and can be validated through external sources, including third-party pricing services, brokers, and market transactions. We review the pricing techniques and methodologies of the independent pricing service for Level 2 investments and believe that its policies adequately consider market activity, either based on specific transactions for the security valued or based on modeling of securities with similar credit quality, duration, yield, and structure that were recently traded. We monitor security-specific valuation trends and we make inquiries with the pricing service about material changes or the absence of expected changes to understand the underlying factors and inputs and to validate the reasonableness of the pricing.

Assets and liabilities recognized or disclosed at fair value on the consolidated financial statements on a nonrecurring basis include items such as fixed assets, operating lease right-of-use-assets, goodwill, other intangible assets, and other assets. These assets are measured at fair value if determined to be impaired.

During the three months ended August 2, 2025, we recognized \$0.3 million impairment losses related to fixed assets, and \$0.1 million for three months ended August 3, 2024. During the six months ended August 2, 2025, we recognized \$0.5 million in impairment losses related to fixed assets, and \$0.2 million for the six months ended August 3, 2024.

During the three months ended August 2, 2025, we recognized no impairment losses related to operating lease right-of-use assets and \$ 0.1 million for the three months ended August 3, 2024. During the six months ended August 2, 2025, we recognized \$0.3 million in impairment losses related to operating lease right-of-use assets, and \$0.1 million for the six months ended August 3, 2024.

## 8. Stockholders' Equity

**Share Repurchase**—On March 12, 2025, Zumiez Inc. approved the repurchase of up to an aggregate of \$25 million of its Common Stock which was completed in the first quarter of the fiscal year.

On June 4, 2025, Zumiez Inc. approved the repurchase of up to an aggregate of \$15 million of its Common Stock (the “Repurchase Program”). The repurchases will be made from time to time on the open market at prevailing market prices. The Repurchase Program is expected to continue through June 30, 2026, unless the time period is extended or shortened by the Board of Directors. As of August 2, 2025, there remains \$7.2 million available to repurchase common stock under the share Repurchase Program.

The following table summarizes our common stock repurchase activity (in thousands, except per share amount):

	Three Months Ended		Six Months Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Number of shares repurchased	597	945	2,405	945
Average price per share of repurchased shares (with commission)	\$ 13.10	\$ 20.55	\$ 13.64	\$ 20.55
Total cost of shares repurchased	\$ 7,816	\$ 19,421	\$ 32,816	\$ 19,421

**Accumulated Other Comprehensive Loss** —The components of accumulated other comprehensive loss and the adjustments to other comprehensive income (loss) for amounts reclassified from accumulated other comprehensive loss into net loss are as follows (in thousands):

	Foreign currency translation adjustments (3)	Net change in fair value of marketable debt securities	Accumulated other comprehensive losses
<b>Three months ended August 2, 2025:</b>			
Balance at May 3, 2025	\$ (15,121)	\$ (1,625)	\$ (16,746)
Other comprehensive income, net (1)	880	182	1,062
Balance at August 2, 2025	<u>\$ (14,241)</u>	<u>\$ (1,443)</u>	<u>\$ (15,684)</u>
<b>Three months ended August 3, 2024:</b>			
Balance at May 4, 2024	\$ (17,042)	\$ (2,983)	\$ (20,025)
Other comprehensive income, net (1)	184	997	\$ 1,181
Balance at August 3, 2024	<u>\$ (16,858)</u>	<u>\$ (1,986)</u>	<u>\$ (18,844)</u>
<b>Six months ended August 2, 2025:</b>			
Balance at February 1, 2025	\$ (21,735)	\$ (2,043)	\$ (23,778)
Other comprehensive income, net (2)	7,494	600	8,094
Balance at August 2, 2025	<u>\$ (14,241)</u>	<u>\$ (1,443)</u>	<u>\$ (15,684)</u>
<b>Six months ended August 3, 2024:</b>			
Balance at February 3, 2024	\$ (16,146)	\$ (2,881)	\$ (19,027)
Other comprehensive income (loss), net (2)	(712)	895	\$ 183
Balance at August 3, 2024	<u>\$ (16,858)</u>	<u>\$ (1,986)</u>	<u>\$ (18,844)</u>

- (1) Other comprehensive income before reclassifications was \$0.2 million, net of taxes for net unrealized losses on marketable securities for the three months ended August 2, 2025. Other comprehensive income before reclassifications was \$0.1 million, net of taxes for net unrealized losses on marketable for the three months ended August 3, 2024. There were no net unrealized losses, net of taxes, reclassified from accumulated other comprehensive loss for the three months ended August 2, 2025 and August 3, 2024, respectively.
- (2) Other comprehensive income before reclassifications was \$0.6 million, net of taxes for net unrealized losses on marketable securities for the six months ended August 2, 2025. Other comprehensive income before reclassifications was \$0.9 million, net of taxes for net unrealized losses on marketable securities for the six months ended August 3, 2024. There were no net unrealized losses, net of taxes, reclassified from accumulated other comprehensive loss for the six months ended August 2, 2025 and August 3, 2024, respectively.
- (3) Foreign currency translation adjustments are not adjusted for income taxes as they relate to permanent investments in our international subsidiaries.

## 9. Equity Awards

We maintain several equity incentive plans under which we may grant incentive stock options, non-qualified stock options, stock bonuses, restricted stock awards, restricted stock units and stock appreciation rights to employees (including officers), non-employee directors and consultants.

We account for stock-based compensation by recording the estimated fair value of stock-based awards granted as compensation expense over the vesting period, net of estimated forfeitures. Stock-based compensation expense is attributed to earnings using a straight-line method. We estimate forfeitures of stock-based awards based on historical experience and expected future activity.

The fair value of restricted stock awards and units is measured based on the closing price of our common stock on the date of grant. The fair value of stock option grants is estimated on the date of grant using the Black-Scholes option pricing model.

Total stock-based compensation expense is recognized on our condensed consolidated statements of loss as follows (in thousands):

	Three Months Ended		Six Months Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Selling, general and administrative expenses	1,406	1,348	2,860	2,651
Cost of goods sold	\$ 387	\$ 370	\$ 761	\$ 740
Total stock-based compensation expense	\$ 1,793	\$ 1,718	\$ 3,621	\$ 3,391

At August 2, 2025, there was a \$13.1 million of total unrecognized compensation cost related to unvested stock options, restricted stock awards and restricted stock units. This cost has a weighted-average remaining recognition period of 1.3 years.

The following table summarizes restricted stock awards and restricted stock units, collectively defined as “restricted equity awards” (in thousands, except grant date weighted-average fair value):

	Restricted Stock Awards/Units	Grant Date Weighted-Average Fair Value	Intrinsic Value
Outstanding at February 1, 2025	728	\$18.19	
Granted	489	\$14.35	
Vested	(263)	\$20.81	
Forfeited	(28)	\$15.88	
Outstanding at August 2, 2025	926	\$15.54	\$12,301

We had 0.6 million stock options outstanding at August 2, 2025 with a grant date weighted average exercise price of \$19.28 and 0.4 million stock options outstanding at February 1, 2025 with a grant date weighted average exercise price of \$21.24.

## 10. Loss per Share, Basic and Diluted

The following table sets forth the computation of basic and diluted loss per share (in thousands, except per share amounts):

	Three Months Ended		Six Months Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Net loss	\$ (1,002)	\$ (847)	\$ (15,333)	\$ (17,627)
Weighted average common shares for basic loss per share:	16,698	19,284	17,403	19,375
Dilutive effect of stock options and restricted stock	—	—	—	—
Weighted average common shares for diluted loss per share:	16,698	19,284	17,403	19,375
Basic loss per share	\$ (0.06)	\$ (0.04)	\$ (0.88)	\$ (0.91)
Diluted loss per share	\$ (0.06)	\$ (0.04)	\$ (0.88)	\$ (0.91)

There were 0.8 million and 0.6 million anti-dilutive common shares related to stock-based awards for the three months ended August 2, 2025 and August 3, 2024, respectively. There were 0.7 million anti-dilutive common shares related to stock-based awards for the six months ended August 2, 2025 and August 3, 2024.

## 11. Segment Reporting

We identify our operating segments according to how our business activities are managed and evaluated. As of August 2, 2025, our operating segments included our United States operations, Canadian operations, European operations, and Australian operations. Our operating segments have been aggregated and are reported as one reportable segment based on the similar nature of products sold, production, merchandising and distribution processes involved, target customers and economic characteristics. We continually monitor and review our segment reporting structure in accordance with authoritative guidance to determine whether any changes have occurred that would impact our reportable segments.

We identified our CEO as our CODM as the CEO allocates resources and evaluates the performance of our operating segments based on our key performance indicators as outlined in Part I Item 2 of this Form 10-Q.

The CODM uses these measures to monitor trends in year over year performance comparisons, sequential quarter performance comparisons, compare actual results to forecasts and to make investment decisions.

The following table is a summary of significant segment expenses and results of operations:

	Three Months Ended		Six Months Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Net sales	\$ 214,275	\$ 210,179	\$ 398,618	\$ 387,567
Product COGS (1)	90,219	89,780	170,895	167,379
Other COGS (2)	48,038	48,605	96,390	96,495
<b>Gross profit</b>	<b>76,018</b>	<b>71,794</b>	<b>131,333</b>	<b>123,693</b>
Store SG&A (3)	53,994	53,781	105,721	104,981
Corporate SG&A (4)	21,917	18,406	45,377	39,259
<b>Operating profit (loss)</b>	<b>\$ 107</b>	<b>\$ (393)</b>	<b>\$ (19,765)</b>	<b>\$ (20,547)</b>

- (1) Product COGS consists of branded merchandise costs and our private label merchandise costs including design, sourcing, importing, and inbound freight costs.
- (2) Other COGS consists of buying, occupancy, ecommerce fulfillment, distribution and warehousing costs (including associated depreciation) freight costs for store merchandise transfers, inventory shrinkage and impairment of operating lease right-of-use-assets.
- (3) Store SG&A consists of store personnel wages and benefits, freight costs for merchandise shipments from the distribution centers to the stores, store supplies, store depreciation, the cost of our website and supporting teams, and other costs allocated to the operations of our stores.
- (4) Corporate SG&A consists of administrative staff wages and benefits, information technology expenses, depreciation on fixed assets at the home office, facility expenses, impairment costs, training expenses, advertising and marketing costs.

## **Item 2: MANAGEMENT’S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS**

*The following discussion and analysis of our financial condition and results of operations should be read in conjunction with our condensed consolidated financial statements and related notes included elsewhere in this document. This discussion contains forward-looking statements that involve risks and uncertainties. Our actual results could differ materially from those anticipated in these forward-looking statements as a result of certain factors, including those discussed in “Item 1A Risk Factors” in our Form 10-K filed with the SEC on March 13, 2025 and in this Form 10-Q.*

*Forward-looking statements relate to our expectations for future events and future financial performance. Generally, the words “anticipates,” “expects,” “intends,” “may,” “should,” “plans,” “believes,” “predicts,” “potential,” “continue” and similar expressions identify forward-looking statements.*

*Forward-looking statements involve risks and uncertainties, and future events and circumstances could differ significantly from those anticipated in the forward-looking statements. These statements are only predictions. Actual events or results may differ materially. Factors which could affect our financial results are described below under the heading “Risk Factors” and in “Item 1A Risk Factors” of our Form 10-K referred to in the preceding paragraph. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements. Moreover, neither we nor any other person assume responsibility for the accuracy and completeness of the forward-looking statements. We undertake no duty to update any of the forward-looking statements after the date of this report to conform such statements to actual results or to changes in our expectations.*

*Fiscal 2025 is the 52-week period ending January 31, 2026. Fiscal 2024 was the 52-week period ending February 1, 2025. The first six months of fiscal 2025 was the 26-week period ended August 2, 2025. The first six months of fiscal 2024 was the 26-week period ended August 3, 2024.*

*“Zumiez,” the “Company,” “we,” “us,” “its,” “our” and similar references refer to Zumiez Inc. and its wholly-owned subsidiaries.*

### **General**

Net sales constitute gross sales (net of actual and estimated returns and deductions for promotions) and shipping revenue. Net sales include our store sales and our ecommerce sales. We record the sale of gift cards as a current liability and recognize revenue when a customer redeems a gift card. Additionally, the portion of gift cards that will not be redeemed (“gift card breakage”) is recognized based on our historical redemption rate in proportion to the pattern of rights exercised by the customer.

We report “comparable sales” based on net sales beginning on the first anniversary of the first day of operation of a new store or ecommerce business. We operate a sales strategy that integrates our stores with our ecommerce platform. There is significant interaction between our store sales and our ecommerce sales channels and we believe that they are utilized in tandem to serve our customers. Therefore, our comparable sales also include our ecommerce sales. Changes in our comparable sales between two periods are based on net sales of store or ecommerce businesses which were in operation during both of the two periods being compared and, if a store or ecommerce business is included in the calculation of comparable sales for only a portion of one of the two periods being compared, then that store or ecommerce business is included in the calculation for only the comparable portion of the other period. Any increase or decrease less than 25% in square footage of an existing comparable store, including remodels and relocations within the same mall, or temporary closures less than seven days does not eliminate that store from inclusion in the calculation of comparable sales. Any store or ecommerce business that we acquire will be included in the calculation of comparable sales after the first anniversary of the acquisition date. Current year foreign exchange rates are applied to both current year and prior year comparable sales to achieve a consistent basis for comparison. There may be variations in the way in which some of our competitors and other apparel retailers calculate comparable sales. As a result, data herein regarding our comparable sales may not be comparable to similar data made available by our competitors or other retailers.

Cost of goods sold consists of branded merchandise costs and our private label merchandise costs including design, sourcing, importing and inbound freight costs. Our cost of goods sold also includes shrinkage, buying, occupancy, distribution and warehousing costs (including associated depreciation) and freight costs for store merchandise transfers. This may not be comparable to the way in which our competitors or other retailers compute their cost of goods sold. Cash consideration received from vendors is reported as a reduction of cost of goods sold if the inventory has sold, a reduction of the carrying value of the inventory if the inventory is still on hand, or a reduction of selling, general and administrative expense if the amounts are reimbursements of specific, incremental and identifiable costs of selling the vendors’ products.

With respect to the freight component of our ecommerce sales, amounts billed to our customers are included in net sales and the related freight cost is charged to cost of goods sold.

Selling, general and administrative expenses consist primarily of store personnel wages and benefits, administrative staff and infrastructure expenses, freight costs for merchandise shipments from the distribution centers to the stores, store supplies, depreciation on fixed assets at our home office and stores, facility expenses, training expenses and advertising and marketing costs. Credit card fees, insurance, public company expenses, legal expenses, incentive compensation, stock-based compensation and other miscellaneous operating costs are also included in selling, general and administrative expenses. This may not be comparable to the way in which our competitors or other retailers compute their selling, general and administrative expenses.

### Key Performance Indicators

Our management evaluates the following items, which we consider key performance indicators, in assessing our performance:

*Net sales.* Net sales constitute gross sales, net of sales returns and deductions for promotions, and shipping revenue. Net sales includes comparable sales and new store sales for all our store and ecommerce businesses. We consider net sales to be an important indicator of our current performance. Net sales results are important to achieve leveraging of our costs, including store payroll and store occupancy. Net sales also have a direct impact on our operating profit, cash and working capital.

*Gross profit.* Gross profit measures whether we are optimizing the price and inventory levels of our merchandise. Gross profit is the difference between net sales and cost of goods sold. Any inability to obtain acceptable levels of initial markups or any significant increase in our use of markdowns could have an adverse effect on our gross profit and results of operations.

*Operating profit.* We view operating profit as a key indicator of our success. Operating profit is the difference between gross profit and selling, general and administrative expenses. The key drivers of operating profit are net sales, gross profit, our ability to control selling, general and administrative expenses and our level of capital expenditures affecting depreciation expense.

*Diluted earnings per share.* Diluted earnings per share is based on the weighted average number of common shares and common share equivalents outstanding during the period. We view diluted earnings per share as a key indicator of our success in increasing shareholder value.

### Trends and Uncertainties Affecting Our Results and Comparability

We have been, and we expect to continue to be affected by a number of factors that may cause actual results to differ from our historical results or current expectations. These factors include the impact of foreign currency rates; changes in laws, including U.S. tax law changes; fluctuations in variable costs, and changes in general economic conditions in the markets in which we operate. Additionally, we have experienced increased costs during 2024 and 2025. Our ability to raise our selling prices depends on market conditions and there may be periods during which we are unable to fully recover increases in our costs or experience an adverse impact on demand due to pricing actions. We believe higher consumer price inflation has resulted in reduced consumer confidence and consumer spending which negatively impacted our sales during fiscal 2024 and the first six months of fiscal 2025.

### Results of Operations

The following table presents selected items on the condensed consolidated statements of loss as a percent of net sales:

	Three Months Ended		Six Months Ended	
	August 2, 2025	August 3, 2024	August 2, 2025	August 3, 2024
Net sales	100.0 %	100.0 %	100.0 %	100.0 %
Cost of goods sold	64.5	65.8	67.1	68.1
Gross profit	35.5	34.2	32.9	31.9
Selling, general and administrative expenses	35.4	34.4	37.9	37.2
Operating profit (loss)	0.1	(0.2)	(5.0)	(5.3)
Interest and other income, net	0.3	0.5	1.3	0.4
Profit (loss) before income taxes	0.4	0.3	(3.7)	(4.9)
Provision for (benefit from) income taxes	0.9	0.7	0.1	(0.4)
Net loss	(0.5) %	(0.4) %	(3.8) %	(4.5) %

## **Three Months (13 weeks) Ended August 2, 2025 Compared With Three Months (13 weeks) Ended August 3, 2024**

### ***Net Sales***

Net sales were \$214.3 million for the three months ended August 2, 2025 compared to \$210.2 million for the three months ended August 3, 2024, an increase of \$4.1 million, or 1.9%. The increase in sales was primarily driven by a 2.5% increase in comparable sales, partially offset by the net closure of 19 stores subsequent to August 3, 2024. By region, North America sales increased \$3.8 million or 2.1% and other international sales (which consists of Europe and Australia sales) increased \$0.3 million or 1.0% for the three months ended August 2, 2025 compared to the three months ended August 3, 2024. Excluding the impact of changes in foreign exchange rates, North America sales increased \$3.8 million or 2.1% and other international sales decreased \$1.4 million or 4.2% for the three months ended August 2, 2025 compared to the three months ended August 3, 2024.

Comparable sales increased 2.5% (reflecting a 4.2% increase in North America and a 5.5% decrease in other international) for the three months ended August 2, 2025, driven by an increase in dollars per transaction partially offset by a decrease in transactions. Dollars per transaction increased due to an increase in average unit retail partially offset by decrease in units per transaction. By category, comparable sales were primarily driven by increases in women's clothing, hardgoods, and accessories, partially offset by decrease in men's clothing and footwear .

### ***Gross Profit***

Gross profit was \$76.0 million for the three months ended August 2, 2025 compared to \$71.8 million for the three months ended August 3, 2024, an increase of \$4.2 million, or 5.9%. As a percent of net sales, gross profit increased 130 basis points for the three months ended August 2, 2025 to 35.5%. The increase was driven by 60 basis points of benefit in store occupancy costs related to both leverage on higher sales and closure of underperforming stores, 60 basis points of improvement in product margin (defined as net sales minus cost of goods sold excluding shrinkage, buying, occupancy, distribution and warehousing costs and freight costs for store merchandise transfers).

### ***Selling, General and Administrative Expenses***

Selling, general and administrative (“SG&A”) expense was \$75.9 million for the three months ended August 2, 2025 compared to \$72.2 million for the three months ended August 3, 2024, an increase of \$3.7 million, or 5.2%. SG&A expenses as a percent of net sales increased 100 basis points for the three months ended August 2, 2025 to 35.4%. The increase was driven by a 40 basis point increase in corporate costs, a 30 basis point increase due to a higher than anticipated litigation settlement, 20 basis point increase in annual incentive compensation, a 20 basis point increase in store wages, a 20 basis point increase in non-store wages, and a 30 basis point increase related to numerous smaller changes to impairment costs, training and other corporate costs partially offset by a 60 basis point decrease in store costs not tied to wages.

### ***Net Loss***

Net loss for the three months ended August 2, 2025 was \$1.0 million, or \$0.06 loss per diluted share, compared with net loss of \$0.8 million, or \$0.04 loss per diluted share, for the three months ended August 3, 2024. Our effective income tax rate for the three months ended August 2, 2025 was a 210.0% provision for income taxes compared to a 252.5% provision for income taxes for the three months ended August 3, 2024. The decrease in effective income tax rate was primarily due to the allocation of losses across the jurisdictions that we operate.

## **Six Months (26 weeks) Ended August 2, 2025 Compared With Six Months (26 weeks) Ended August 3, 2024**

### ***Net Sales***

Net sales were \$398.6 million for the six months ended August 2, 2025, compared to \$387.6 million for the six months ended August 3, 2024, an increase of \$11.1 million, or 2.9%. The increase in sales was primarily driven by a 3.9% increase in comparable sales, partially offset by the net closure of 19 stores subsequent to August 3, 2024. By region, North America sales increased \$10.8 million or 3.3% and other international sales (which consists of Europe and Australia sales) increased \$0.3 million or 0.4% and for the six months ended August 2, 2025, compared to the six months ended August 3, 2024. Excluding the impact of changes in foreign exchange rates, North America sales increased \$11.2 million or 3.5% and other international sales decreased \$1.4 million or 2.1% for the six months ended August 2, 2025 compared to the six months ended August 3, 2024.

Comparable sales increased 3.9% (reflecting a 5.6% increase in North America and a 3.9% decrease in other international) for the six months ended August 2, 2025, driven by an increase in dollars per transaction that was offset by a decrease in transactions. Dollars per transaction increased due to an increase in average unit retail partially offset by decrease in units per transaction. By category, comparable sales were primarily driven by an increase in women's clothing, men's clothing, accessories and hardgoods, partially offset by a decrease in footwear.

### ***Gross Profit***

Gross profit was \$131.3 million for the six months ended August 2, 2025, compared to \$123.7 million for the six months ended August 3, 2024, an increase of \$7.6 million, or 6.2%. As a percent of net sales, gross profit increased 100 basis points for the six months ended August 2, 2025, to 32.9%. The increase was primarily driven by a 60 basis point benefit in store occupancy costs related to both leverage on higher sales and closure of underperforming stores, a 30 basis point improvement in product margin and 10 basis point benefit related to distribution center and logistics costs tied to higher sales.

### ***Selling, General and Administrative Expenses***

Selling, general and administrative expenses were \$151.1 million for the six months ended August 2, 2025, compared to \$144.2 million for the six months ended August 3, 2024, an increase of \$6.9 million, or 4.8%. SG&A expenses as a percent of net sales increased 70 basis points for the six months ended August 2, 2025, to 37.9%. The increase was primarily driven by a 90 basis point increase due to \$3.6 million of litigation settlements, 30 basis points related to numerous smaller increases to annual incentive compensation, impairment costs and corporate costs partially offset by a 60 basis point benefit in store costs not tied to wages.

### ***Net Loss***

Net loss for the six months ended August 2, 2025, was \$15.3 million, or \$0.88 loss per diluted share, compared with net loss of \$17.6 million, or \$0.91 loss per diluted share, for the six months ended August 3, 2024. Our effective income tax rate for the six months ended August 2, 2025, was a 3.2% provision for income taxes compared to 7.4% benefit from income taxes for the six months ended August 3, 2024. The increase in effective income tax rate was primarily due to the allocation of losses across the jurisdictions that we operate.

### ***Liquidity and Capital Resources***

Our primary uses of cash are for operational expenditures, inventory purchases and capital investments, including new stores, store remodels, store relocations, store fixtures and ongoing infrastructure improvements. Additionally, we may use cash for the repurchase of our common stock. Historically, our main source of liquidity has been cash flows from operations.

The significant components of our working capital are inventories and liquid assets such as cash, cash equivalents, current marketable securities and receivables, reduced by accounts payable, accrued payroll and accrued expenses. Our working capital position benefits from the fact that we generally collect cash from sales to customers the same day or within several days of the related sale, while we typically have longer payment terms with our vendors.

Our capital requirements include construction and fixture costs related to the opening of new stores and remodel and relocation expenditures for existing stores. Future capital requirements will depend on many factors, including the pace of new store openings, the availability of suitable locations for new stores and the nature of arrangements negotiated with landlords. Our net investment to open a new store has varied significantly in the past due to a number of factors, including the geographic location and size of the new store, and is likely to vary significantly in the future.

During fiscal 2025, we expect to spend approximately \$11.0 million to \$13.0 million on capital expenditures, a majority of which will relate to leasehold improvements and fixtures for the approximately 6 new stores we are planning to open in fiscal 2025 and remodels or relocations of existing stores. There can be no assurance that the number of stores that we actually open in fiscal 2025 will not be different from the number of stores we plan to open, or that actual fiscal 2025 capital expenditures will not differ from our expectations.

### ***Operating Activities***

Net cash used in operating activities decreased by \$5.9 million to \$9.5 million used in operating activities for the six months ended August 2, 2025 from \$15.4 million used in operating activities for the six months ended August 3, 2024. Net cash used in operating activities was \$9.5 million for the six months ended August 2, 2025 related to \$39.9 million in unfavorable changes in our operating assets and liabilities and a \$15.3 million net loss, excluding \$45.7 million of noncash charges included within net loss for the period. Net cash used in operating activities was \$15.4 million for the six months ended August 3, 2024 related to \$44.0 million in unfavorable changes in our operating assets and liabilities and a \$17.6 million net loss, excluding \$46.2 million of noncash charges included within net loss for the period. Our operating cash flows primarily result from cash received from our customers, offset by cash payments we make for inventory, employee compensation, store occupancy expenses and other operational expenditures. Cash received from our customers generally corresponds to our net sales. Because our customers primarily use credit cards or cash to buy from us, our receivables from customers settle quickly. Historically, changes to our operating cash flows have been driven primarily by changes in operating income, which is impacted by changes to non-cash items such as depreciation, amortization and accretion, deferred taxes, and changes to the components of working capital.

### ***Investing Activities***

Net cash provided by investing activities was \$3.5 million for the six months ended August 2, 2025 related to \$8.8 million in sales, net of purchases, of marketable securities, and \$5.3 million of capital expenditures primarily for new store openings, and relocations. Net cash provided by investing activities was \$15.9 million for the six months ended August 3, 2024, related to \$22.2 million in sales, net of purchases, of marketable securities, partially offset by \$6.3 million of capital expenditures primarily for new store openings, existing store remodels or relocation.

### ***Financing Activities***

Net cash used in financing activities for the six months ended August 2, 2025 was \$32.5 million, related \$32.7 million used in the repurchase of common stock and \$0.2 million in payments for tax withholding obligations upon vesting of restricted stock partially offset by \$0.4 million in proceeds from the issuance and exercise of stock-based awards. Net cash used in financing activities for the six months ended August 3, 2024 was \$19.4 million, related \$19.6 million used in the repurchase of common stock and \$0.2 million in payments for tax withholding obligations upon vesting of restricted stock partially offset by \$0.4 million in proceeds from the issuance and exercise of stock-based awards.

### ***Sources of Liquidity***

Our most significant sources of liquidity continue to be funds generated by operating activities and available cash, cash equivalents and current marketable securities. We expect these sources of liquidity will be sufficient to meet our foreseeable cash requirements for operations and planned capital expenditures for at least the next twelve months. Beyond this time frame, if cash flows from operations are not sufficient to meet our capital requirements, then we will be required to obtain additional equity or debt financing in the future. However, there can be no assurance that equity or debt financing will be available to us when we need it or, if available, that the terms will be satisfactory to us and not dilutive to our then-current shareholders.

On December 20, 2024, we entered into a credit agreement with PNC Bank, National Association (the “bank”). The Credit Agreement provides for a revolving credit facility of up to \$25 million (the “credit facility”) and is available for general corporate purpose. This Credit Facility also provides for the issuances of standby letters of credit in an amount not to exceed \$17.5 million, commercial letters of credit in an amount not to exceed \$10 million and borrowings in foreign currency with a borrowing sublimit not to exceed \$15 million in equivalent U.S. dollars. The amount of borrowing available at any time under the Credit Facility is reduced by the amount of standby and commercial letters of credit outstanding at that time. This credit facility replaced our previously maintained agreement with Wells Fargo Bank, N.A. which we terminated on May 3, 2024.

The new Credit Facility is secured by cash and marketable securities that are in an account held and monitored by the Bank. The value of this collateral must always be greater than or equal to the new Credit Facility commitment amount of \$25 million. Amounts borrowed under the new Credit Facility bear interest at the rate of SOFR plus 1.00% per annum. The Credit Agreement does not

provide for any financial covenants but does include standard and customary covenants consistent with credit facilities of this nature. The new Credit Facility does not carry any ongoing or unused balance fees. The Credit Facility will mature on December 20, 2025.

We had open commercial letters of credit outstanding of less than \$0.2 million at August 2, 2025, and no open commercial letters of credit outstanding at February 1, 2025. We had \$3.2 million, and \$2.7 million in issued, but undrawn, standby letters of credit backed by restricted cash deposits and marketable securities at the bank as of August 2, 2025 and February 1, 2025 respectively.

At August 2, 2025, we did not have any “off-balance sheet arrangements” as defined in relevant SEC regulations that are reasonably likely to have a current or future effect on our financial condition, results of operation, liquidity, capital expenditures or capital resources.

### **Critical Accounting Estimates**

Our condensed consolidated financial statements are prepared in accordance with U.S. GAAP. In connection with the preparation of our condensed consolidated financial statements, we are required to make assumptions and estimates about future events and apply judgments that affect the reported amounts of assets, liabilities, revenue, expenses and the related disclosures. We base our assumptions, estimates and judgments on historical experience, current trends and other factors that we believe to be relevant at the time our condensed consolidated financial statements are prepared. On a regular basis, we review the accounting policies, assumptions, estimates and judgments to ensure that our condensed consolidated financial statements are presented fairly and in accordance with U.S. GAAP. However, because future events and their effects cannot be determined with certainty, actual results could differ from our assumptions and estimates, and such differences could be material.

There have been no significant changes to our critical accounting estimates as discussed in our Annual Report on Form 10-K for the fiscal year ended February 1, 2025.

## **Risk Factors**

*Investing in our securities involves a high degree of risk. The following risk factors, issues and uncertainties should be considered in evaluating our future prospects. In particular, keep these risk factors in mind when you read “forward-looking” statements elsewhere in this report. Forward-looking statements relate to our expectations for future events and time periods. Generally, the words “anticipates,” “expects,” “intends,” “may,” “should,” “plans,” “believes,” “predicts,” “potential,” “continue” and similar expressions identify forward-looking statements. Forward-looking statements involve risks and uncertainties, and future events and circumstances could differ significantly from those anticipated in the forward-looking statements. Any of the following risks could harm our business, operating results or financial condition and could result in a complete loss of your investment. Additional risks and uncertainties that are not yet identified or that we currently think are immaterial may also harm our business and financial condition in the future.*

***U.S. and global economic and political uncertainty, coupled with cyclical economic trends in retailing, could have a material adverse effect on our results of operations.***

Our retail market historically has been subject to substantial cyclical volatility. As the U.S. and global economic and political conditions change, the trends in discretionary consumer spending become unpredictable and discretionary consumer spending could be reduced due to uncertainties about the future. This includes rising geopolitical tensions and U.S. policies related to global trade and tariffs. The deterioration of economic relations between countries, such as changes in or terminations of existing trade agreements, or the imposition of tariffs (including recent U.S. tariffs imposed or threatened to be imposed on Canada, Mexico, and other countries, and any retaliatory actions taken by such countries) or otherwise, could impact our profitability or otherwise have an adverse effect on our business. Economic and consumer confidence can also be affected by a variety of factors, including housing prices, unemployment rates and inflation. When disposable income decreases or discretionary consumer spending is reduced due to a decline in consumer confidence, purchases of apparel and related products may decline. A deterioration in macroeconomic conditions or consumer confidence or uncertainty in the U.S. and global economies and political environment could have a material adverse impact on our results of operations and financial position. In addition, government shutdowns or the risk of government shutdowns as well as the impact or expected impact of elections, both in the U.S. and in other markets where we operate could have a material adverse impact on our results of operations and financial position.

In times when there is a decline in disposable income and consumer confidence, there could be a trend to consumers seeking more inexpensive or value-oriented merchandise. As a retailer that sells a substantial majority of branded merchandise, this could disproportionately impact us more than vertically integrated private label retailers or we may be forced to rely on promotional sales to compete in our market which could have a material adverse effect on our financial position.

***Failure to anticipate, identify and respond to changing fashion trends, customer preferences and other fashion-related factors could have a material adverse effect on us.***

Customer tastes and fashion trends in our market are volatile and tend to change rapidly. Our success depends on our ability to effectively anticipate, identify and respond to changing fashion tastes and consumer preferences, and to translate market trends into appropriate, saleable product offerings in a timely manner. If we are unable to successfully anticipate, identify or respond to changing styles or trends and misjudge the market for our products or any new product lines, including adequately anticipating the correct mix and trends of our private label merchandise, our sales may be lower than predicted and we may be faced with a substantial amount of unsold inventory or missed opportunities. In response to such a situation, we may be forced to rely on markdowns or promotional sales to dispose of excess or slow-moving inventory, which could have a material adverse effect on our results of operations.

***We may be unable to compete favorably in the highly competitive retail industry, and if we lose customers to our competitors, our sales could decrease.***

The teenage and young adult retail apparel, footwear, accessories and hardgoods industry is highly competitive. We compete with other retailers for vendors, teenage and young adult customers, suitable store locations, qualified store associates, management personnel, online marketing content, social media engagement and ecommerce traffic. Some of our competitors are larger than we are and have substantially greater financial and marketing resources, including advanced ecommerce market capabilities. Additionally, some of our competitors may offer more options for free and/or expedited shipping for ecommerce sales. Direct competition with these and other retailers may increase significantly in the future, which could require us, among other things, to lower our prices and could result in the loss of our customers. Current and increased competition could have a material adverse effect on our business, results of operations and financial condition.

***A decrease in consumer traffic could cause our sales to be less than expected.***

We depend heavily on generating customer traffic to our stores and websites. This includes locating many of our stores in prominent locations within successful shopping malls. Sales at these stores are derived, in part, from the volume of traffic in those malls. Our

stores benefit from the ability of a mall's "anchor" tenants, generally large department stores and other area attractions, to generate consumer traffic in the vicinity of our stores and the continuing popularity of malls as shopping destinations. In addition, some malls that were in prominent locations when we opened our stores may cease to be viewed as prominent. If this trend continues or if the popularity of mall shopping continues to decline generally among our customers, our sales may decline, which would impact our results of operations. These risks may include circumstances that are not within our control, such as changes in fair market rent. Furthermore, we depend on generating increased traffic to our ecommerce business and converting that traffic into sales. This requires us to achieve expected results from our marketing and social media campaigns, accuracy of data analytics, reliability of our website, network, and transaction processing and a high-quality online customer experience. Our sales volume and customer traffic in our stores and on our websites generally could be adversely affected by, among other things, economic downturns, competition from other ecommerce retailers, non-mall retailers and other malls, increases in gasoline prices, fluctuations in exchange rates in border or tourism-oriented locations and the closing or decline in popularity of other stores in the malls in which we are located. Also, geopolitical events, including the threat of terrorism, or widespread health emergencies, such as COVID-19 and other communicable diseases, viruses, or pandemics, could cause people to avoid our stores in shopping malls and alter consumer trends. An uncertain economic outlook or continued bankruptcies of mall-based retailers could curtail new shopping mall development, decrease shopping mall and ecommerce traffic, reduce the number of hours that shopping mall operators keep their shopping malls open or force them to cease operations entirely. A reduction in consumer traffic to our stores or websites could have a material adverse effect on our business, results of operations and financial condition.

***Most of our merchandise is produced by foreign manufacturers; therefore, the availability, quality and costs of our merchandise may be negatively affected by risks associated with international trade and other international conditions, including the implementation of increased tariffs or other restrictions placed on foreign imports.***

Most of our merchandise is produced by manufacturers around the world, including China. Some of these facilities are located in regions that may be affected by natural disasters, public health concerns, or emergencies, such as COVID-19 and other communicable diseases or viruses, political instability or other conditions that could cause a disruption in trade. Also, our business could be adversely affected by disruptions in the supply chain, such as strikes, work stoppages, or port closures.

Most of our merchandise is imported and is subject to duties, indirect taxes, quotas and non-tariff trade barriers, any of which may limit the quantity of products that we may import into the U.S. and other countries or may impact the cost of such products. The current U.S. presidential administration has implemented tariffs and has signaled that it may implement additional or increased tariffs, other trade restrictions, or may alter trade agreements between the U.S. and Canada, China, the European Union and Mexico, among others. Such actions include limiting trade and/or imposing tariffs on imports from such countries. Tariffs have the potential to significantly raise the cost of our merchandise. In such a case, there can be no assurance that we will be able to shift manufacturing and supply agreements to non-impacted countries to reduce the effects of tariffs. As a result, we may suffer margin erosion or be required to raise our prices, which may result in the loss of customers, negatively impact our results of operations, or otherwise harm our business.

***Our North America growth strategy depends on our ability to grow customer engagement in our current markets, which could strain our resources and cause the performance of our existing business to suffer.***

Our North America growth largely depends on our ability to optimize our customer engagement. We intend to continue to open new stores in future years, while remodeling a portion of our existing store base such that we have the optimum number of stores in any given trade area. The growth strategy may present competitive, merchandising, hiring and distribution challenges that are different from those currently encountered. In addition, it will place increased demands on our operational, managerial and administrative resources. These increased demands could cause us to operate our business less effectively, which in turn could cause deterioration in the financial performance of our individual stores and our overall business. In addition, successful execution of our growth strategy may require that we obtain additional financing, and we may not be able to obtain that financing on acceptable terms or at all.

***Our plans for international expansion include risks that could have a negative impact on our results of operations.***

We plan to continue to open new stores in the European and Australian markets. We may continue to expand internationally into other markets, either organically or through additional acquisitions. International markets may have different competitive conditions, consumer tastes and discretionary spending patterns than our existing North America market. The expansion strategy may present competitive, merchandising, hiring and distribution challenges that are different from those currently encountered. In addition, it will place increased demands on our operational, managerial and administrative resources. As a result, operations in international markets may be less successful than our operations in the North America. Additionally, consumers in international markets may not be familiar with us or the brands we sell, and we may need to build brand awareness in the markets. Furthermore, we have limited experience with the legal and regulatory environments and market practices in new international markets and cannot guarantee that we will be able to penetrate or successfully operate in these new international markets. We also expect to incur additional costs in complying

with applicable foreign laws and regulations as they pertain to both our products and our operations. Accordingly, for the reasons noted above, our plans for international expansion include risks that could have a negative impact on our results of operations.

***Failure to successfully integrate any businesses that we acquire could have an adverse impact on our results of operations and financial performance.***

We may, from time to time, acquire businesses, such as our acquisition of Blue Tomato and Fast Times. We may experience difficulties in integrating any businesses we may acquire, including their stores, websites, facilities, personnel, financial systems, distribution, operations and general operating procedures, and any such acquisitions may also result in the diversion of our capital and our management's attention from other business issues and opportunities. If we experience difficulties in integrating acquisitions or if such acquisitions do not provide the benefits that we expect to receive, we could experience increased costs and other operating inefficiencies, which could have an adverse effect on our results of operations and overall financial performance.

***Our sales and inventory levels fluctuate on a seasonal basis. Accordingly, our quarterly results of operations are volatile and may fluctuate significantly.***

Our quarterly results of operations have fluctuated significantly in the past and can be expected to continue to fluctuate significantly in the future. Our sales and profitability are typically disproportionately higher in the third and fourth fiscal quarters of each fiscal year due to increased sales during the back-to-school and winter holiday shopping seasons. Sales during these periods cannot be used as an accurate indicator of annual results. As a result of this seasonality, any factors negatively affecting us during the last half of the year, including unfavorable economic conditions, adverse weather or our ability to acquire seasonal merchandise inventory, could have a material adverse effect on our financial condition and results of operations for the entire year. In addition, in order to prepare for the back-to-school and winter holiday shopping seasons, we must order and keep in stock significantly more merchandise than we carry during other times of the year. Any unanticipated decrease in demand for our products during these peak shopping seasons could require us to sell excess inventory at a substantial markdown, which could have a material adverse effect on our business, results of operations and financial condition.

Our quarterly results of operations are affected by a variety of other factors, including calendar shifts of holiday or seasonal periods, timing of promotional events, general economic conditions, and numerous other items set forth on these risk factors.

***Pandemics and other health crises, including COVID-19, could affect our business, financial condition and results of operations in many respects.***

The emergence, severity, magnitude and duration of global or regional health crises are uncertain and difficult to predict. A pandemic, such as COVID-19, could affect certain business operations, demand for our products and services, in-stock positions, costs of doing business, availability of labor, access to inventory, supply chain operations, our ability to predict future performance, exposure to litigation, and our financial performance, among other things. Other factors and uncertainties include, but are not limited to:

- the severity and duration of pandemics;
- evolving macroeconomic factors, including general economic uncertainty, unemployment rates, and recessionary pressures;
- changes in labor markets affecting us and our suppliers;
- unknown consequences on our business performance and initiatives stemming from the substantial investment of time and other resources to the pandemic response;
- the pace of post-pandemic recovery;
- the long-term impact of the pandemic on our business, including consumer behaviors; and
- disruption and volatility within the financial and credit markets.

***We rely on information systems and technology in our operations and our growth plans and any material failure, inadequacy interruption, or security failure of that technology could adversely affect our ability to effectively operate and grow our business and could adversely affect our financial results.***

If our information technology systems, including hardware and software, do not work effectively, this could adversely impact our ability to operate and manage our business, including the promptness and accuracy of our transaction processing, financial accounting and reporting and our ability to properly forecast operating results and cash requirements. Additionally, we rely on third-party service

providers for certain information systems functions. If a service provider fails to provide the data quality, communications, capacity or services we require, the failure could interrupt our services and could have a material adverse effect on our business, financial condition and results of operations. Any failure, inadequacy, or interruption of our technology systems could harm our ability to effectively operate and grow our business and could adversely affect our financial results. In addition, the technologies and artificial intelligence tools that we incorporate into certain aspects of our operations may not generate the intended efficiencies and may impact our business results. Specifically artificial intelligence tools could have the potential to be deficient, inaccurate, or biased and if we fail to adopt and oversee the use of artificial intelligence in a thoughtful and strategic manner, it could harm our financial performance. To better manage, operate and grow our business, we may need to continue to invest in and improve our information technology systems, and in doing so could incur substantial additional expenses that could impact our financial results. In addition, remediation of any problems with our information technology systems could result in significant, unplanned expenses.

***If we fail to meet the requirements to adequately maintain the privacy and security of personal data and business information, we may be subjected to adverse publicity, litigation, and significant expenses.***

Information systems are susceptible to an increasing threat of continually evolving cybersecurity risks. Similar to many other retail companies, we expect to continue to experience cyber attacks, including phishing, social engineering, and other attempts to breach, or gain unauthorized access to our systems and databases. To date, these attacks have not had a material impact on our operations, but we cannot provide assurance that they will not have an impact in the future. Unauthorized access, theft, use, destruction, or other compromises are becoming increasingly sophisticated and may occur through a variety of methods. The rapid evolution and increased adoption of artificial intelligence technologies by attackers may intensify our cybersecurity risks. If we fail to maintain or adequately maintain security systems, devices, and activity monitoring to prevent unauthorized access to our network, systems and databases containing confidential, proprietary and personally identifiable information, we may be subject to additional risk of adverse publicity, litigation or significant expense. Nevertheless, if unauthorized parties gain access to our networks, systems, or databases, they may be able to steal, publish, delete or modify confidential information. In such circumstances, we could be held liable to our customers or other parties or be subject to regulatory or other actions for breaching privacy rules and we may be exposed to reputation damage and loss of customers' trust and business. This could result in costly investigations and litigation, civil or criminal penalties and adverse publicity that could adversely affect our financial condition, results of operations and reputation. Actual or anticipated attacks may cause us to incur increasing costs, including costs to deploy additional resources, train employees and engage third parties. Further, the regulatory environment surrounding information security, cybersecurity and privacy is increasingly demanding. If we are unable to comply with the new and changing security standards, we may be subject to fines, restrictions, and financial exposure, which could adversely affect our retail operations.

***Significant fluctuations and volatility in the cost of raw materials, global labor, shipping and other costs related to the production of our merchandise may have a material adverse effect on our business, results of operations and financial conditions.***

Increases in the cost of raw materials, global labor costs, freight costs and other shipping costs in the production and transportation of our merchandise can result in higher costs for this merchandise. The costs for these products are affected by weather, consumer demand, government regulation, speculation on the commodities market and other factors that are generally unpredictable and beyond our control. Our gross profit and results of operations could be adversely affected to the extent that the selling prices of our products do not increase proportionately with the increases in the costs of raw materials. Increasing labor costs and oil-related product costs, such as manufacturing and transportation costs, could also adversely impact gross profit. Additionally, significant changes in the relationship between carrier capacity and shipper demand could increase transportation costs, which could also adversely impact gross profit.

***Fluctuations in foreign currency exchange rates could impact our financial condition and results of operations.***

We are exposed to foreign currency exchange rate risk with respect to our sales, profits, assets and liabilities denominated in currencies other than the U.S. dollar. As a result, the fluctuation in the value of the U.S. dollar against other currencies could have a material adverse effect on our results of operations, financial condition and cash flows. Upon translation, operating results may differ materially from expectations. As we continue to expand our international operations, our exposure to exchange rate fluctuations will increase. Tourism spending may be affected by changes in currency exchange rates, and as a result, sales at stores with higher tourism traffic may be adversely impacted by fluctuations in currency exchange rates. Further, although the prices charged by vendors for the merchandise we purchase are primarily denominated in U.S. dollars, a decline in the relative value of the U.S. dollar to foreign currencies could lead to increased merchandise costs, which could negatively affect our competitive position and our results of operations.

***Our business could be adversely affected by increased labor costs, including costs related to an increase in minimum wage and health care.***

Labor is one of the primary components in the cost of operating our business. Increased labor costs, whether due to competition, unionization, increased minimum wage, state unemployment rates, health care, mandated safety protocols, or other employee benefits costs may adversely impact our operating profit. A considerable amount of our store team members are paid at rates related to the federal or state minimum wage and any changes to the minimum wage rate may increase our operating expenses. Furthermore, inconsistent increases in state and or city minimum wage requirements limit our ability to increase prices across all markets and channels. Additionally, we are self-insured with respect to our health care coverage in the U.S. and do not purchase third party insurance for the health insurance benefits provided to employees with the exception of pre-defined stop loss coverage, which helps limit the cost of large claims. There is no assurance that future health care legislation will not adversely impact our results or operations.

Although none of our North America and Australia employees are currently covered by collective bargaining agreements, we cannot guarantee that they will not elect to be represented by labor unions in the future, which could increase our labor costs and could subject us to the risk of work stoppages and strikes. Any such failure to meet our staffing needs, any material increases in employee turnover rates, any increases in labor costs or any work stoppages, interruptions or strikes could have a material adverse effect on our business or results of operations.

***Our business could suffer if a manufacturer fails to use acceptable labor and environmental practices.***

We do not control our vendors or the manufacturers that produce the products we buy from them, nor do we control the labor and environmental practices of our vendors and these manufacturers. The violation of labor, safety, environmental and/or other laws and standards by any of our vendors or these manufacturers, or the divergence of the labor and environmental practices followed by any of our vendors or these manufacturers from those generally accepted as ethical in the U.S., could interrupt, or otherwise disrupt, the shipment of finished products to us or damage our reputation. Any of these, in turn, could have a material adverse effect on our reputation, financial condition and results of operations. In that regard, most of the products we sell are manufactured internationally, primarily in Asia, Mexico and Central America, which may increase the risk that the labor and environmental practices followed by the manufacturers of these products may differ from those considered acceptable in the U.S.

Additionally, our products are subject to regulation of, and regulatory standards set by various governmental authorities with respect to quality and safety. These regulations and standards may change from time to time. Our inability to comply on a timely basis with regulatory requirements could result in significant fines or penalties, which could adversely affect our reputation and sales. Issues with the quality and safety of merchandise we sell, regardless of our culpability, or customer concerns about such issues, could result in damage to our reputation, lost sales, uninsured product liability claims or losses, merchandise recalls and increased costs.

***If we fail to develop and maintain good relationships with vendors, or if a vendor is otherwise unable or unwilling to supply us with adequate quantities of their products at acceptable prices, our business and financial performance could suffer.***

Our business is dependent on developing and maintaining good relationships with a large number of vendors to provide our customers with an extensive selection of current and relevant brands. In addition to maintaining our large number of current vendor relationships, each year we are identifying, attracting and launching new vendors to provide a diverse and unique product assortment. We believe that we generally are able to obtain attractive pricing and terms from vendors because we are perceived as a desirable customer, and deterioration in our relationship with our vendors could have a material adverse effect on our business.

However, there can be no assurance that our current vendors or new vendors will provide us with an adequate supply or quality of products or acceptable pricing. Our vendors could discontinue selling to us, raise the prices they charge, sell through direct channels or allow their merchandise to be discounted by other retailers. There can be no assurance that we will be able to acquire desired merchandise in sufficient quantities on terms acceptable to us in the future. In addition, certain vendors sell their products directly to the retail market and therefore compete with us directly and other vendors may decide to do so in the future. There can be no assurance that such vendors will not decide to discontinue supplying their products to us, supply us only less popular or lower quality items, raise the prices they charge us or focus on selling their products directly.

In addition, a number of our vendors are smaller, less capitalized companies and are more likely to be impacted by unfavorable general economic and market conditions than larger and better capitalized companies. These smaller vendors may not have sufficient liquidity during economic downturns to properly fund their businesses and their ability to supply their products to us could be negatively impacted. Any inability to acquire suitable merchandise at acceptable prices, or the loss of one or more key vendors, could have a material adverse effect on our business, results of operations and financial condition.

***Our business is susceptible to weather conditions that are out of our control, including the potential risks of unpredictable weather patterns and any weather patterns associated with naturally occurring global climate change, and the resultant unseasonable weather could have a negative impact on our results of operations.***

Our business is susceptible to unseasonable weather conditions. For example, extended periods of unseasonably warm temperatures during the winter season or cool weather during the summer season (including any weather patterns associated with global warming and cooling) could render a portion of our inventory incompatible with those unseasonable conditions. These prolonged unseasonable weather conditions could have a material adverse effect on our business and results of operations.

***If we lose key executives or are unable to attract and retain the talent required for our business, our financial performance could suffer.***

Our performance depends largely on the efforts and abilities of our key executives. If we lose the services of one or more of our key executives, we may not be able to successfully manage our business or achieve our growth objectives. Furthermore, as our business grows, we will need to attract and retain additional qualified personnel in a timely manner and we may not be able to do so.

***Failure to meet our staffing needs could adversely affect our ability to implement our growth strategy and could have a material impact on our results of operations.***

Our success depends in part upon our ability to attract, motivate and retain a sufficient number of qualified employees who understand and appreciate our culture and brand and are able to adequately represent this culture. Qualified individuals of the requisite caliber, skills and number needed to fill these positions may be in short supply in some areas and the employee turnover rate in the retail industry is high. Our business depends on the ability to hire and retain qualified technical and support roles for procurement, distribution, ecommerce and back office functions. Competition for qualified employees in these areas could require us to pay higher wages to attract a sufficient number of suitable employees.

If we are unable to hire and retain store managers and store associates capable of consistently providing a high level of customer service, as demonstrated by their enthusiasm for our culture and knowledge of our merchandise, our ability to open new stores may be impaired and the performance of our existing and new stores could be materially adversely affected. We are also dependent upon temporary personnel to adequately staff our operations particularly during busy periods such as the back-to-school and winter holiday seasons. There can be no assurance that we will receive adequate assistance from our temporary personnel, or that there will be sufficient sources of temporary personnel. If we are unable to hire qualified temporary personnel, our results of operations could be adversely impacted.

***A decline in cash flows from operations could have a material adverse effect on our business and growth plans.***

We depend on cash flow from operations to fund our current operations and our growth strategy, including the payment of our operating leases, wages, store operation costs and other cash needs. If our business does not generate sufficient cash flow from operating activities, and sufficient funds are not otherwise available to us from borrowings under a credit facility or from other sources, we may not be able to pay our operating lease expenses, grow our business, respond to competitive challenges or fund our other liquidity and capital needs, which could have a material adverse effect on our business.

***Our business could suffer with the closure or disruption of our home office or our distribution centers.***

In the U.S., we rely on a single distribution center located in Corona, California to receive, store and distribute the vast majority of our merchandise to our domestic stores. Internationally, we operate a combined distribution and ecommerce fulfillment center located in Graz, Austria that supports our Blue Tomato ecommerce and store operations in Europe. We operate a distribution center located in Delta, British Columbia, Canada to distribute our merchandise to our Canadian stores. We operate a distribution and ecommerce fulfillment center located in Melbourne, Australia to distribute our merchandise to our Australian stores. Additionally, we are headquartered in Lynnwood, Washington. As a result, unforeseen events, including war, terrorism, other political instability or conflicts, riots, public health issues (including widespread/pandemic illnesses such as coronavirus and other communicable diseases or viruses), a natural disaster or other catastrophic event that affects one of the regions where we operate these centers or our home office could significantly disrupt our operations and have a material adverse effect on our business, results of operations and financial condition.

***The effects of war, acts of terrorism, threat of terrorism, or other types of mall violence, could adversely affect our business.***

Most of our stores are located in shopping malls. Any threat of terrorist attacks or actual terrorist events, or other types of mall violence, such as shootings or riots, could lead to lower consumer traffic in shopping malls. In addition, local authorities or mall management could close shopping malls in response to security concerns. Mall closures, as well as lower consumer traffic due to security concerns, could result in decreased sales. Additionally, the threat, escalation or commencement of war or other armed conflict elsewhere, could significantly diminish consumer spending, and result in decreased sales. Decreased sales could have a material adverse effect on our business, financial condition and results of operations.

***Our inability or failure to protect our intellectual property or our infringement of other's intellectual property could have a negative impact on our operating results.***

We believe that our trademarks and domain names are valuable assets that are critical to our success. The unauthorized use or other misappropriation of our trademarks or domain names could diminish the value of the Zumiez, Blue Tomato, or Fast Times brands, our store concepts, our private label brands or our goodwill and cause a decline in our net sales. Although we have secured or are in the process of securing protection for our trademarks and domain names in a number of countries outside of the U.S., there are certain countries where we do not currently have or where we do not currently intend to apply for protection for certain trademarks. Also, the efforts we have taken to protect our trademarks may not be sufficient or effective. Therefore, we may not be able to prevent other persons from using our trademarks or domain names outside of the U.S., which also could adversely affect our business. We are also subject to the risk that we may infringe on the intellectual property rights of third parties. Any infringement or other intellectual property claim made against us, whether or not it has merit, could be time-consuming, result in costly litigation, cause product delays or require us to pay royalties or license fees. As a result, any such claim could have a material adverse effect on our operating results.

***Our operations expose us to the risk of litigation, which could lead to significant potential liability and costs that could harm our business, financial condition or results of operations.***

We employ a substantial number of full-time and part-time employees, a majority of whom are employed at our store locations. As a result, we are subject to a large number of federal, state and foreign laws and regulations relating to employment. This creates a risk of potential claims that we have violated laws related to discrimination and harassment, health and safety, wage and hour laws, criminal activity, personal injury and other claims. We are also subject to other types of claims in the ordinary course of our business. Some or all of these claims may give rise to litigation, which could be time-consuming for our management team, costly and harmful to our business.

In addition, we are exposed to the risk of class action litigation. The costs of defense and the risk of loss in connection with class action suits are greater than in single-party litigation claims. Due to the costs of defending against such litigation, the size of judgments that may be awarded against us, and the loss of significant management time devoted to such litigation, we cannot provide assurance that such litigation will not disrupt our business or impact our financial results.

We are involved, from time to time, in litigation incidental to our business including complaints filed by investors. This litigation could result in substantial costs, and could divert management's attention and resources, which could harm our business. Risks associated with legal liability are often difficult to assess or quantify, and their existence and magnitude can remain unknown for significant periods of time.

***Failure to comply with federal, state, local or foreign laws and regulations, or changes in these laws and regulations, could have an adverse impact on our results of operations and financial performance.***

Our business is subject to a wide array of laws and regulations including those related to employment, trade, consumer protection, transportation, occupancy laws, health care, wage laws, employee health and safety, taxes, privacy, health information privacy, identify theft, customs, truth-in-advertising, securities laws, unsolicited commercial communication and environmental issues. Our policies, procedures and internal controls are designed to comply with foreign and domestic laws and regulations, such as those required by the Sarbanes-Oxley Act of 2002 and the U.S. Foreign Corrupt Practices Act. Although we have policies and procedures aimed at ensuring legal and regulatory compliance, our employees or vendors could take actions that violate these laws and regulations. Any violations of such laws or regulations could have an adverse effect on our reputation, results of operations, financial condition and cash flows. Furthermore, changes in the regulations, the imposition of additional regulations, or the enactment of any new legislation, particularly in the North America and International businesses, could adversely affect our results of operations or financial condition.

***Fluctuations in our tax obligations and effective tax rate may result in volatility in our operating results.***

We are subject to income taxes in many domestic and foreign jurisdictions. In addition, our products are subject to import and excise duties and/or sales, consumption or value-added taxes in many jurisdictions. We record tax expense based on our estimates of future

payments, which include reserves for estimates of probable settlements of domestic and foreign tax audits. At any one time, many tax years are subject to audit by various taxing jurisdictions. There can be no assurance as to the outcome of these audits which may have an adverse effect to our business. In addition, our effective tax rate may be materially impacted by changes in tax rates and duties, the mix and level of earnings or losses by taxing jurisdictions, or by changes to existing accounting rules or regulations. Changes to foreign or domestic tax laws could have a material impact on our financial condition, results of operations or cash flows.

***We may fail to meet analyst and investor expectations, which could cause the price of our stock to decline.***

Our common stock is traded publicly and various securities analysts and investors follow our financial results and issue reports on us. These reports include information about our historical financial results as well as the analysts' and investors' estimates of our future performance. The analysts' and investors' estimates are based upon their own independent opinions and can be different from our estimates or expectations. If our operating results are below the estimates or expectations of public market analysts and investors, our stock price could decline.

***The reduction of total outstanding shares through the execution of a share repurchase program of common stock may increase the risk that a group of shareholders could form a group to become a controlling shareholder.***

A share repurchase program may be conducted from time to time under authorization made by our Board of Directors. We do not have a controlling shareholder, nor are we aware of any shareholders that have formed a "group" (defined as when two or more persons agree to act together for the purposes of acquiring, holding, voting or otherwise disposing of the equity securities of an issuer). The reduction of total outstanding shares through the execution of a share repurchase program of common stock may increase the risk that a group of shareholders could form a group to become a controlling shareholder.

A controlling shareholder would have significant influence over, and may have the ability to control, matters requiring approval by our shareholders, including the election of directors and approval of mergers, consolidations, sales of assets, recapitalizations and amendments to our articles of incorporation. Furthermore, a controlling shareholder may take actions with which other shareholders do not agree, including actions that delay, defer or prevent a change of control of the company and that could cause the price that investors are willing to pay for the company's stock to decline.

***Increased scrutiny and changing expectations from stakeholders with respect to ESG matters may result in additional costs or risks.***

Companies across many industries are facing increasing scrutiny related to their environmental, social and governance practices. Our employees, customers, various types of investors, and other stakeholders are also increasingly focused on ESG practices and in recent years have placed increasing importance on the non-financial impacts. If our ESG practices do not meet stakeholder expectations, which continue to evolve, we may incur additional costs and our brand may be harmed.

Globally, a lack of harmonization and the rapid evolution in relation to ESG legal and regulatory reform across the jurisdictions in which we may operate may affect our future implementation of, and compliance with, ESG standards and requirements. Standards for tracking and reporting ESG matters are relatively new, have not been formalized and continue to evolve. Collecting, measuring, and reporting ESG information and metrics can be difficult and time consuming. In addition, our processes and controls may not comply with evolving standards for identifying, measuring and reporting ESG metrics, including ESG-related disclosures that may be required of public companies by the SEC and other regulators, and such standards may change over time, which could result in significant revisions to our current goals, reported progress in achieving such goals, or ability to achieve such goals in the future, and could cause us to undertake costly initiatives to satisfy such new criteria.

***We could incur charges due to impairment of goodwill, intangible assets and other long-term assets.***

We have recorded goodwill, which is the premium paid over the fair market value of the acquired tangible and intangible assets paid in an acquisition, as part of our prior year acquisitions. Goodwill and intangible assets, which consist of tradenames and trademarks, are tested for impairment annually or more frequently if events or changes in circumstances indicate that the asset might be impaired. Any event that impacts our results negatively could lead to impairment of these assets which could have negative impacts on our earnings. Long-term assets, primarily fixed assets and operating lease right-of-use assets, are also subject to testing for impairment if events or changes in circumstances indicate that the asset might be impaired. A significant amount of judgment is involved in our impairment assessment. If actual results fall short of our estimates and assumptions used in estimating revenue growth, future cash flows and asset fair values, we could incur further impairment charges for goodwill, intangible assets, or long-term assets, which could have an adverse effect on our results of operations.

**Item 3: Quantitative and Qualitative Disclosures About Market Risk**

Our market risk profile at August 2, 2025 has not significantly changed since February 1, 2025. Our market risk profile at February 1, 2025 is disclosed in our Annual Report on Form 10-K.

**Item 4: Controls and Procedures**

*Evaluation of Disclosure Controls and Procedures.* We carried out an evaluation, under the supervision and with the participation of our management, including our Chief Executive Officer ("CEO") and Chief Financial Officer ("CFO"), of the effectiveness of the design and operation of our disclosure controls and procedures (as defined in Securities Exchange Act Rule 13a-15(e)). Based on this evaluation, our CEO and CFO concluded that, as of August 2, 2025, our disclosure controls and procedures were effective.

*Changes in Internal Control over Financial Reporting.* There has been no change in our internal control over financial reporting (as defined in Securities Exchange Act Rule 13a-15(f)) during the three months ended August 2, 2025 that has materially affected, or is reasonably likely to materially affect, our internal control over financial reporting.

## PART II - OTHER INFORMATION

### Item 1. Legal Proceedings

We are involved from time to time in litigation incidental to our business. We are unable to predict the outcome of litigated cases. A court determination in any of litigation actions against us could result in significant liability and could have a material adverse effect on our business, results of operations or financial condition.

See Note 5 to the Notes to Condensed Consolidated Financial Statements found in Part I Item 1 of this Form 10-Q (listed under “Litigation” under Commitments and Contingencies).

### Item 1A. Risk Factors

Please refer to the Risk Factors set forth in Item 2 of Part I of this Form 10-Q as well as the risk factors previously disclosed in Item 1A of Part I of our Annual Report on Form 10-K for the year ended February 1, 2025. There have been no material changes in the risk factors set forth in our Annual Report on Form 10-K for the year ended February 1, 2025.

### Item 2. Unregistered Sales of Equity Securities and Use of Proceeds

Issuer purchases of common stock during the thirteen weeks ended August 2, 2025 are as set forth in the table below. Note that amounts below are in thousands except for price per share.

Period	Total Number of Shares Purchased	Average Price Paid per Share (with commission)	Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs (1)	Dollar Value of Shares that May Yet Be Repurchased Under the Plans or Programs (1)
May 4, 2025-May 31, 2025	—	\$ —	—	\$ —
June 1, 2025-July 5, 2025	397	\$ 12.66	397	\$ 9,973
July 6, 2025-August 2, 2025	200	\$ 13.96	200	\$ 7,184
Total	<u>597</u>		<u>597</u>	

- (1) On June 4, 2025, Zumiez Inc. approved the repurchase of up to an aggregate of \$15 million of its Common Stock (the “Repurchase Program”). The repurchases will be made from time to time on the open market at prevailing market prices. The Repurchase Program is expected to continue through June 30, 2026, unless the time period is extended or shortened by the Board of Directors.

### Item 3. Defaults Upon Senior Securities

None

### Item 4. Mine Safety Disclosures

Not applicable

### Item 5. Other Information

During the three months ended August 2, 2025, none of our directors or “officers” (as defined in Rule 16a-1(f) under the Exchange Act) adopted, modified or terminated a “Rule 10b5-1 trading arrangement” or “non-Rule 10b5-1 trading arrangement,” as each term is defined in Item 408(a) of SEC Regulation S-K.

## Item 6. Exhibits

<u>Exhibit No.</u>	<u>Description of Exhibits</u>
31.1	<a href="#"><u>Certification of the Principal Executive Officer pursuant to Rule 13a-14(a)/15d-14(a) of the Securities Exchange Act of 1934, as amended, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002.</u></a>
31.2	<a href="#"><u>Certification of the Principal Financial Officer pursuant to Rule 13a-14(a)/15d-14(a) of the Securities Exchange Act of 1934, as amended, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002.</u></a>
32.1	<a href="#"><u>Certifications of the Principal Executive Officer and Principal Financial Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, 18 U.S.C. Section 1350.</u></a>
101	<p>The following materials from Zumiez Inc.'s Quarterly Report on Form 10-Q for the quarterly period ended August 2, 2025, formatted in Inline XBRL (eXtensible Business Reporting Language):</p> <p>(i) Condensed Consolidated Balance Sheets at August 2, 2025 (unaudited) and February 1, 2025; (ii) Unaudited Condensed Consolidated Statements of Loss for the three and six months ended August 2, 2025 and August 3, 2024; (iii) Unaudited Condensed Consolidated Statements of Comprehensive Income (loss) for the three and six months ended August 2, 2025 and August 3, 2024; (iv) Unaudited Condensed Consolidated Statements of Changes in Shareholders' Equity for the three and six months ended August 2, 2025 and August 3, 2024; (v) Unaudited Condensed Consolidated Statements of Cash Flows for the six months ended August 2, 2025 and August 3, 2024; and (vi) Notes to Condensed Consolidated Financial Statements.</p>
104	The cover page for the Company's Quarterly Report on Form 10-Q has been formatted in Inline XBRL and contained in Exhibit 101

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ZUMIEZ INC.

Dated: September 4, 2025

By: /s/ Christopher C. Work

Christopher C. Work  
Chief Financial Officer  
(Principal Financial Officer and  
Principal Accounting Officer)

---

**CERTIFICATION PURSUANT TO  
RULE 13a-14(a), AS ADOPTED PURSUANT TO SECTION 302 OF THE SARBANES-OXLEY ACT OF 2002**

I, Richard M. Brooks, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Zumiez Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - a) designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - b) designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - c) evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - d) disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of registrant's board of directors (or persons performing the equivalent function):
  - a) all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - b) any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

/s/ Richard M. Brooks

Richard M. Brooks  
Chief Executive Officer and Director  
(Principal Executive Officer)

Dated: September 4, 2025

**CERTIFICATION PURSUANT TO  
RULE 13a-14(a), AS ADOPTED PURSUANT TO SECTION 302 OF THE SARBANES-OXLEY ACT OF 2002**

I, Christopher C. Work, certify that:

1. I have reviewed this quarterly report on Form 10-Q of Zumiez Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;
3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;
4. The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:
  - a) designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;
  - b) designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;
  - c) evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and
  - d) disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and
5. The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of registrant's board of directors (or persons performing the equivalent function):
  - a) all significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and
  - b) any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

/s/ Christopher C. Work

Christopher C. Work  
Chief Financial Officer

(Principal Financial Officer and Principal Accounting Officer)

Dated: September 4, 2025

**CERTIFICATIONS PURSUANT TO  
SECTION 906 OF THE SARBANES-OXLEY ACT OF 2002  
(18 U.S.C. SECTION 1350)**

In connection with the Quarterly Report of Zumiez Inc., a Washington corporation (the "Company"), on Form 10-Q for the three months ended August 2, 2025 as filed with the Securities and Exchange Commission (the "Report"), I, Richard M. Brooks, Principal Executive Officer of the Company and Christopher C. Work, Principal Financial Officer of the Company, certify, pursuant to § 906 of the Sarbanes-Oxley Act of 2002 (18 U.S.C. § 1350), that:

- (1) The Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and
- (2) The information contained in the Report fairly presents, in all material respects, the financial condition and result of operations of the Company.

/s/ Richard M. Brooks

Richard M. Brooks  
Chief Executive Officer and Director  
(Principal Executive Officer)

September 4, 2025

/s/ Christopher C. Work

Christopher C. Work  
Chief Financial Officer  
(Principal Financial Officer and Principal Accounting  
Officer)

September 4, 2025

