

**UR
BN**

URBAN OUTFITTERS INC.

SAFE HARBOR STATEMENT

The following discussions may include forward looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Please note that actual financial results of the Company for the periods being discussed may differ materially from the financial results projected or implied in the forward-looking statements. Additional information concerning factors that could cause actual financial results to differ materially from projected results is contained in the Company's Annual Report of Form 10K and in other documents filed by the Company with the Securities and Exchange Commission. The Company disclaims any intent or obligation to update forward looking statements.

OVERVIEW

THE BRANDS

HISTORICAL
PERFORMANCE

COMPANY GOALS

CURRENT AND FUTURE
INITIATIVES

THE
BRANDS

URBAN OUTFITTERS

ANTHROPOLOGIE

FREE PEOPLE

TERRAIN

LEIFSDOTTIR



THREE BRANDS ALL CHANNELS

1 . . . BRICK & MORTAR

2 . . . DIRECT TO CONSUMER

3 . . . WHOLESALE

STORE DIFFERENTIATION

BOUTIQUE-LIKE ENVIRONMENT

- **EACH STORE** is designed **INDEPENDENTLY**.
- **EACH STORE** has a **VISUAL TEAM** to keep the store **DIFFERENT**.

THIRD PARTY BRANDS
WITH OUR OWN BRANDS

HOME AND APARTMENT
PRODUCTS WITH APPAREL

BROAD & SHALLOW
RATHER THAN
NARROW & DEEP

STORE COUNT

SCARCITY = VALUE

YE JANUARY 31,	02	09	PROJECTED 10	FULL PENETRATION*
URBAN OUTFITTERS	49	125	141	200
URBAN EUROPE	3	17	21	50
ANTHROPOLOGIE	31	121	137	250
ANTHROPOLOGIE EUROPE	0	0	1	50
FREE PEOPLE	0	30	38	200
TERRAIN	0	1	1	50
TOTAL	80	294	338	800

*Estimate includes North American
and European markets only.

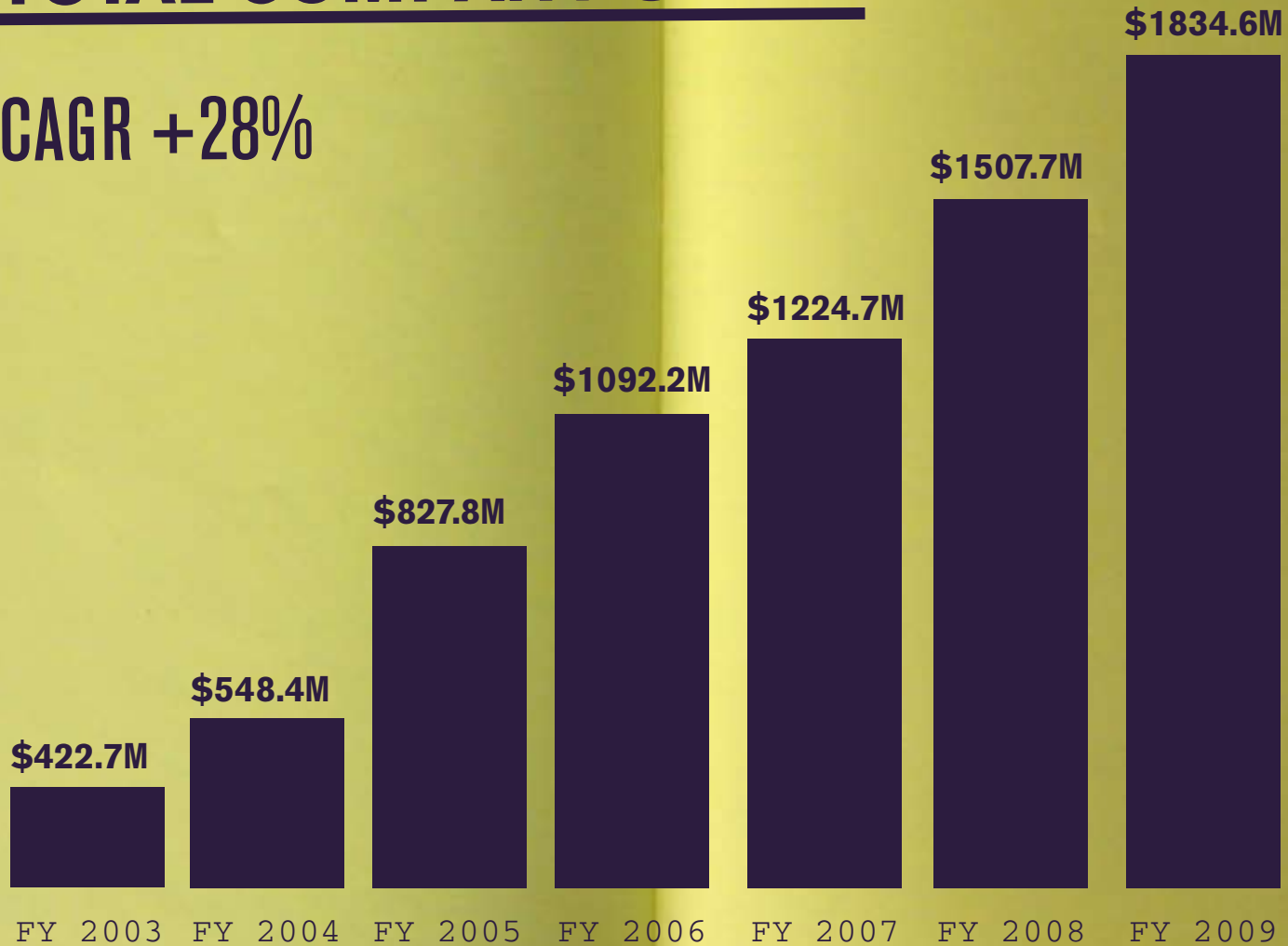
CAGR +21%

FY 2009
FULL YEAR

PERFORMANCE

TOTAL COMPANY SALES

CAGR +28%



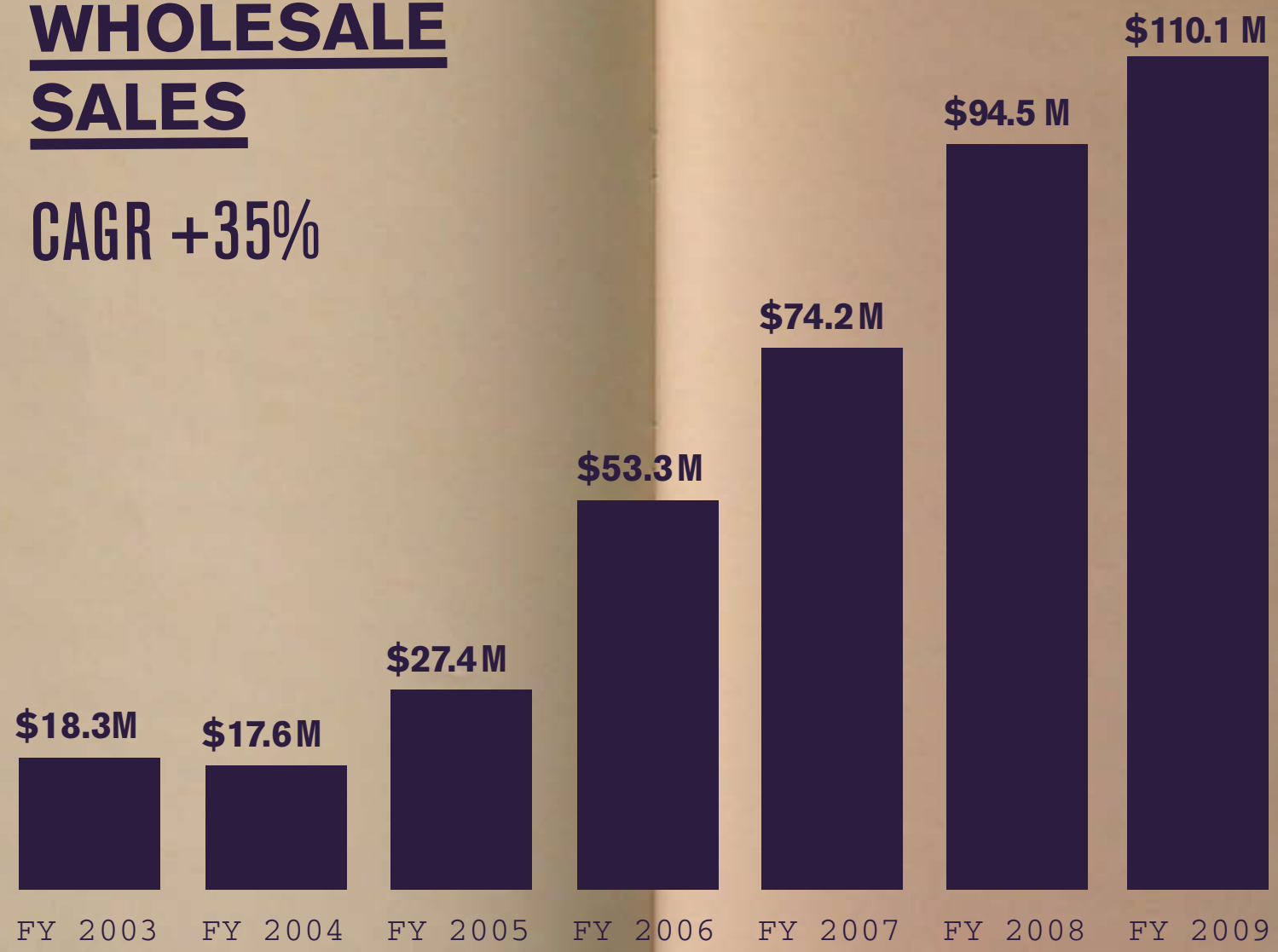
DIRECT-TO-CONSUMER SALES

CAGR +43%



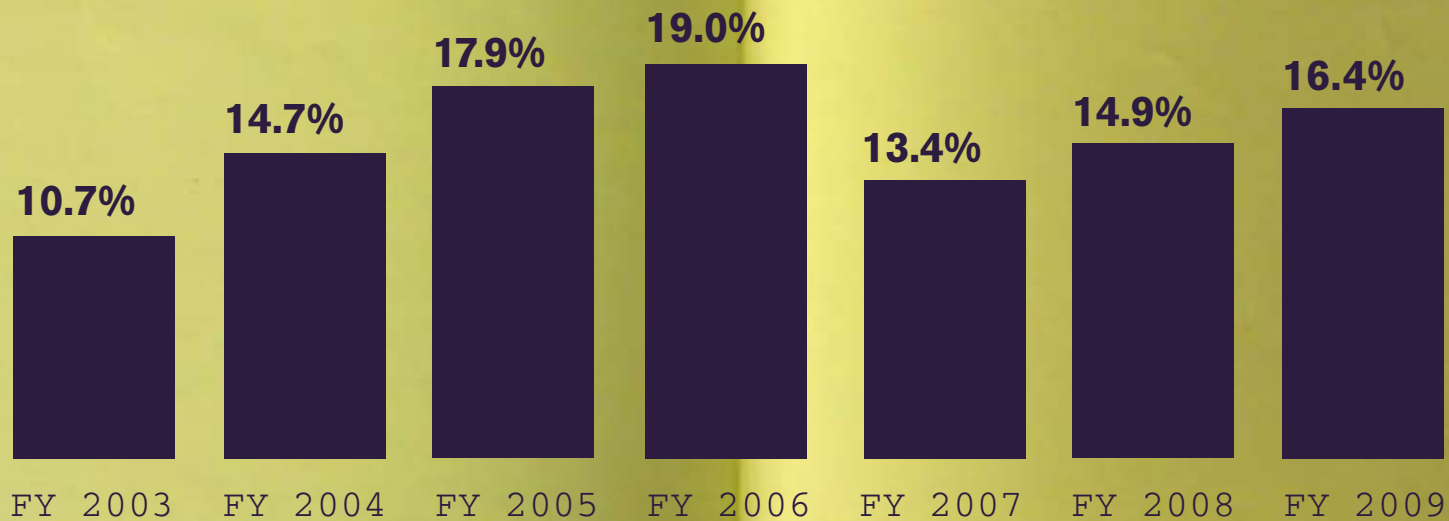
WHOLESALE SALES

CAGR +35%



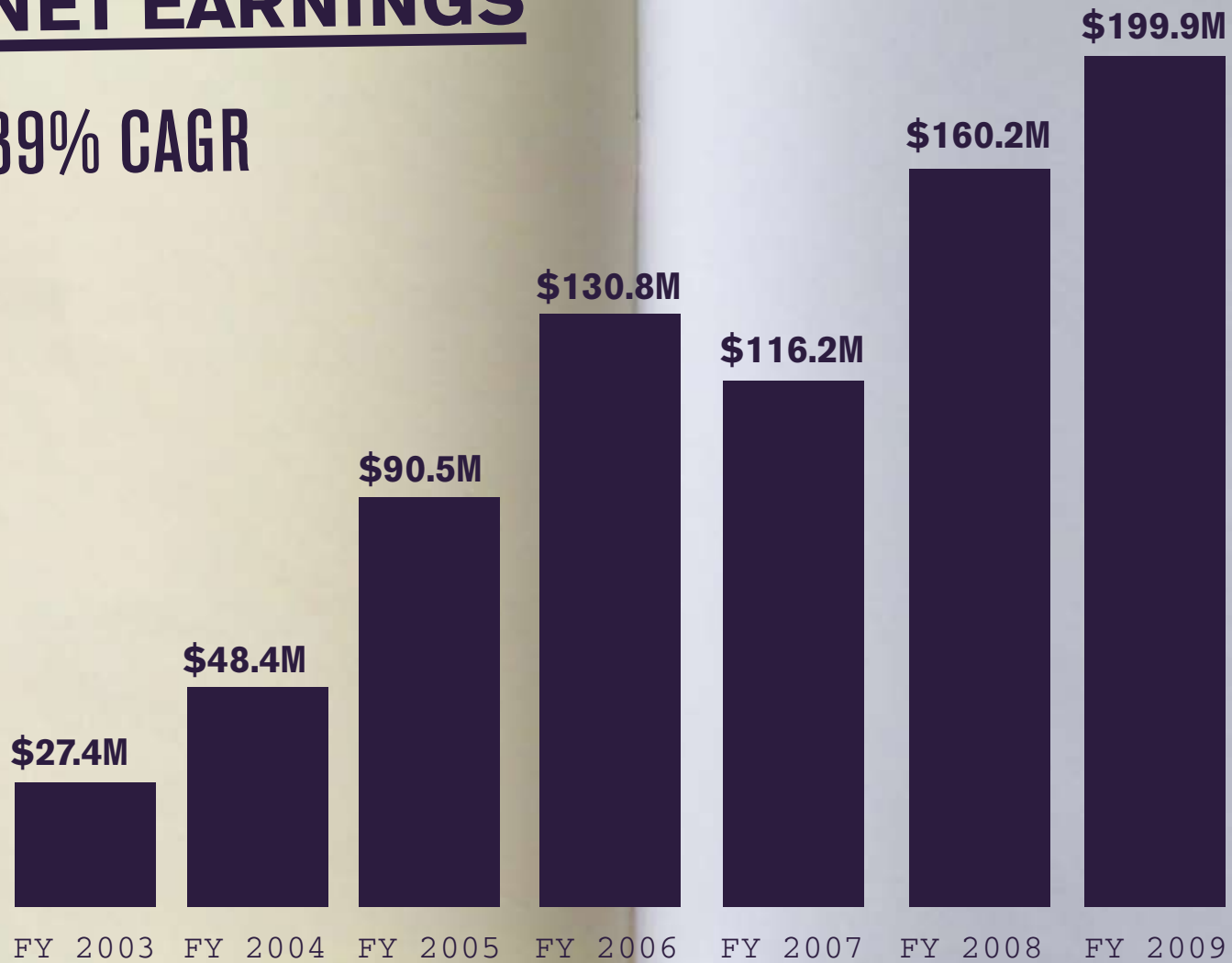
OPERATING MARGINS

% OF NET SALES



NET EARNINGS

39% CAGR



Q1
FY 2010
PERFORMANCE

Q1 FY 2010 PERFORMANCE

TOTAL
SALES . . . -2%

COMP
SALES . . . -9.6%

EARN
INGS . . . -27%

Q1 FY 2010
NEW STORES

	OPENED
URBAN OUTFITTERS	1
ANTHROPOLOGIE	2
FREE PEOPLE	2
TERRAIN	0
TOTAL	5 NEW STORES

Q1 FY 2010
STORE COUNT

	JULY 31 2009	FULL PENETRATION*
URBAN OUTFITTERS-NA	126	200
-EU	17	50
ANTHROPOLOGIE-NA	123	300
-EU	0	50
FREE PEOPLE	32	200
TERRAIN	1	50
TOTAL	299	800

ESTIMATE INCLUDES NORTH AMERICAN AND EUROPEAN MARKETS ONLY*

TOTAL COMPANY SALES Q1 FY 2010

FY 2009



FY 2010



Q1 FY 2010 OPERATING MARGINS

% OF NET SALES

16.0%



FY 2009

12.0%



FY 2010

Q1 FY 2010
SELLING, GENERAL +
ADMINISTRATIVE
EXPENSE

	FY 2009	FY 2010
EXPENSE \$	95.7	97.2
% TO SALES	24.3%	25.3%

INCREASE/
DECREASE
TO LY

1.5%

Q1 FY 2010 NET EARNINGS

\$42.6M



FY 2009

\$30.8M



FY 2010

GOALS

GOALS

- **GROW SALES, 20+%/YR**
- **DELIVER 20+%
OPERATING MARGINS**
- **BUILD SHARED SERVICE
CAPACITY TO SUPPORT
BRANDS**
- **REDUCE EFFECTIVE
TAX RATE**

INITIATIVE:

GROW SALES THROUGH
EXISTING BUSINESSES

**OPEN NEW
STORES**

• 35–38 in FY 10

**DELIVER
POSITIVE
COMPS**

**GROW DIRECT
TO CONSUMER
BUSINESS**

**GROW
WHOLESALE
BUSINESS**

INITIATIVE:

GROW SALES THROUGH
NEW CONCEPTS

TERRAIN

- GARDEN CENTER
- FIRST STORE OPENED IN PA
APRIL 2008

LEIFSDOTTIR

- WHOLESALE BRAND
- 100 DOORS
- DEPT. STORES, BOUTIQUES,
ANTHROPOLOGIE
- POTENTIALLY A RETAIL CONCEPT

**SPACE
15TWENTY**

- LIFESTYLE CENTER IN LOS ANGELES
- TARGETED AT URBAN CUSTOMER
- URBN IS THE LANDLORD

OTHER

- PROBABLY WILL HAVE 2-3 OTHER
RETAIL CONCEPTS
- WILL BE SELF FUNDED
- COULD JUMP START ONE WITH A
SMALL ACQUISITION

INITIATIVE:
OPERATING MARGINS

GROW INITIAL MARGINS

- CONCEPT TO MARKET
- INVEST IN DESIGN AND MERCHANT TALENT FOR OWN BRANDS

REDUCE MARKDOWNS

- CONCEPT TO MARKET
- SOLID INVENTORY MANAGEMENT

LEVERAGE OCCUPANCY

- CONTINUE TO CONTROL STORE FIT-OUT COSTS

LEVERAGE SG&A FOR FY10

- REACTION STARTED LAST SUMMER
- BUDGET LOWER SALES COMPS
- REDUCE LEVERAGE POINT FROM 4%

FUTURE INITIATIVES:

BUILD SHARED SERVICE CAPACITY

CONCEPT TO MARKET

- Calendar compression
- Logistics changes for speed and cost
- Evaluation of tax impact

CRM

- Gather and utilize the new customer database
- Launch Anthropologie Loyalty program

DC

- Expand capacity in PA DC
- Authobagger in Direct DC
- Manual pick for single item orders
- Multiple orders per chute on tilt tray

REAL ESTATE

- Extend deal pipeline
- Optimize selection of retail format and retail sites
- Leverage in-house architectural design and development resources

IT

- Assortment planning

FUTURE INITIATIVES:

ADVANTAGEOUS COMPANY

CHARACTERISTICS DURING RECESSIONS

GOOD OPERATING MODEL

- Can realize earnings and generate cash in spite of sales challenges

STRONG BALANCE SHEET

- Year end cash of \$521 million with no debt

DIFFERENTIATED CONCEPTS

- Each brand is distinctive in its space

AGGRESSIVE MANAGEMENT

- Takes advantage of opportunities created by a soft economy

FUTURE INITIATIVES:

ADVANTAGEOUS COMPANY CHARACTERISTICS DURING RECESSIONS

OPPERTUNITY FOR STORE GROWTH

- ONLY 299 OF THE POTENTIAL 800 ARE OPEN
- REAL ESTATE IS AVAILABLE DUE TO SMALL NUMBER OF STORES AND DESIRABILITY AS A TENANT
- CONCEPTS WORK IN ALL VENUES: REGIONAL MALLS, LIFESTYLE MALLS, LIFE STYLE CENTERS, METRO, FREE STANDING AND COLLEGE CAMPUS LOCATIONS

NIMBLE AND RESPONSIVE COMPANY

- RECESSION PLANNING BEGAN LAST SUMMER
- POTENTIAL INVENTORY PLAN REDUCTIONS WERE DISCUSSED WITH VENDORS SOME TIME AGO

STRONG VENDOR PARTNERSHIPS

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