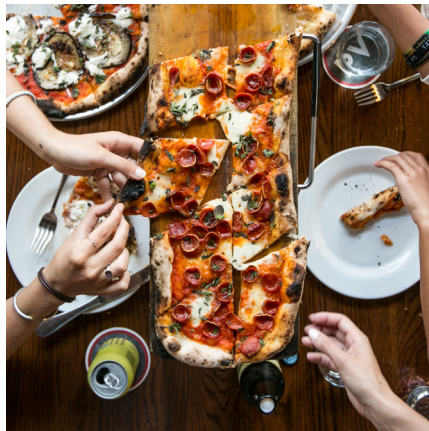


# Urban Outfitters, Inc.

## FY'19 Q3 RESULTS





# Key Financial Highlights

|  | Three Months Ended<br>October 31, 2018 | Three Months Ended<br>October 31, 2017 |
|--|--|--|
| <b>URBN Net Sales Change</b>                 | <b>9.0%</b>                            | <b>3.5%</b>                            |
| <b>Gross Profit*</b>                         | <b>34.7%</b>                           | <b>33.4%</b>                           |
| <b>Selling, General and Admin. Expenses*</b> | <b>24.8%</b>                           | <b>25.2%</b>                           |
| <b>Income from Operations*</b>               | <b>9.9%</b>                            | <b>8.2%</b>                            |
| <b>Earnings Per Diluted Share</b>            | <b>\$ 0.70</b>                         | <b>\$ 0.41</b>                         |

*\*expressed as a percent of net sales*



# Key Sales Performance Indicators

(change vs. prior year comparable period)

Three Months Ended  
October 31, 2018

Three Months Ended  
October 31, 2017

## Retail Segment Comparable Net Sales Change:

### URBN

Urban Outfitters

8%

1%

Anthropologie Group

7%

flat

Free People

8%

2%

12%

4%

### URBN Metric Changes

#### Store Channel

AUR

up

down

UPT

up

down

Transactions

down

down

#### Digital Channel

Sessions

up

up

Conversion Rate

up

up

AOV

up

down

## Wholesale Segment Net Sales Change:

12%

9%



# Income Statement Summary

(in millions, except per share data)  
(unaudited)

|                                      | Three Months Ended<br>October 31, 2018 | Three Months Ended<br>October 31, 2017 |
|--------------------------------------|--|--|
| Net Sales                            | \$ 973.5                               | \$ 892.8                               |
| Cost of Sales                        | <u>635.8</u>                           | <u>595.1</u>                           |
| Gross Profit                         | 337.7                                  | 297.7                                  |
| Selling, General and Admin. Expenses | <u>241.3</u>                           | <u>224.8</u>                           |
| Income from Operations               | 96.4                                   | 72.9                                   |
| Other Income (Expense), Net          | <u>1.2</u>                             | <u>(0.9)</u>                           |
| Income Before Income Taxes           | 97.6                                   | 72.0                                   |
| Income Tax Expense                   | <u>20.1</u>                            | <u>26.9</u>                            |
| Net Income                           | <u>\$ 77.5</u>                         | <u>\$ 45.1</u>                         |
| Diluted Share Count                  | 110.3                                  | 110.1                                  |
| EPS (Diluted)                        | \$ 0.70                                | \$ 0.41                                |



# Balance Sheet Summary

(\$ in millions)  
(unaudited)

|   | October 31, 2018 | October 31, 2017 |
|---|------------------|------------------|
| <b>Assets</b>                                     |                  |                  |
| Cash and Cash Equivalents                         | \$ 329           | \$ 235           |
| Marketable Securities                             | 237              | 93               |
| Accounts Receivable, Net                          | 91               | 78               |
| Inventory   | 452              | 450              |
| Other Current Assets                              | 140              | 111              |
| <b>Total Current Assets</b>                       | <b>1,249</b>     | <b>967</b>       |
| Property and Equipment, Net                       | 809              | 829              |
| Marketable Securities                             | 36               | 41               |
| Other Assets                                      | 103              | 116              |
| <b>Total Assets</b>                               | <b>\$ 2,197</b>  | <b>\$ 1,953</b>  |
| <b>Liabilities and Shareholders' Equity</b>       |                  |                  |
| Accounts Payable                                  | \$ 192           | \$ 209           |
| Other Current Liabilities                         | 263              | 214              |
| <b>Total Current Liabilities</b>                  | <b>455</b>       | <b>423</b>       |
| Long-Term Debt                                    | -                | -                |
| Deferred Rent and Other Liabilities               | 281              | 245              |
| <b>Total Liabilities</b>                          | <b>736</b>       | <b>668</b>       |
| <b>Total Shareholders' Equity</b>                 | <b>1,461</b>     | <b>1,285</b>     |
| <b>Total Liabilities and Shareholders' Equity</b> | <b>\$ 2,197</b>  | <b>\$ 1,953</b>  |



# Inventory Data

(\$ in millions)  
(unaudited)

|                                 | <u>October 31, 2018</u> |
|---------------------------------|-------------------------|
| <b>URBN Inventory</b>           | <b>\$ 452</b>           |
| <b>% Change from Prior Year</b> | <b>0.4%</b>             |

## Retail Segment Comparable Inventory at Cost

|                            | <u>October 31, 2018</u> |
|----------------------------|-------------------------|
| <b>URBN</b>                | <b>flat</b>             |
| <b>Urban Outfitters</b>    | <b>2%</b>               |
| <b>Anthropologie Group</b> | <b>-3%</b>              |
| <b>Free People</b>         | <b>5%</b>               |



# Global Retail Stores Summary

|                                   | Q1–Q3 FY'19                          |               |                                      |  | Projected Q4 FY'19                   |                       |   |
|-----------------------------------|--------------------------------------|---------------|--------------------------------------|--|--------------------------------------|-----------------------|---|
|                                   | Open as of<br>January 31, 2018       | Openings      | Closings                             | Open as of<br>October 31, 2018                 | Projected<br>Openings                | Projected<br>Closings | Projected<br>Open as of<br>January 31, 2019 |
| Urban Outfitters NA               | 198                                  | 1             | –                                    | 199  | –                                    | 4                     | 195   |
| Urban Outfitters EU               | 47                                   | 3             | 1                                    | 49   | 1                                    | –                     | 50  |
| <b>Total Urban Outfitters</b>     | <b>245</b>                           | <b>4</b>      | <b>1</b>                             | <b>248</b>                                     | <b>1</b>                             | <b>4</b>              | <b>245</b>                                  |
| Anthropologie Group NA            | 216                                  | 3             | 2                                    | 217  | –                                    | 2                     | 215   |
| Anthropologie Group EU            | 10                                   | 1             | –                                    | 11   | –                                    | –                     | 11  |
| <b>Total Anthropologie Group</b>  | <b>226</b>                           | <b>4</b>      | <b>2</b>                             | <b>228</b>                                     | <b>–</b>                             | <b>1</b>              | <b>226</b>                                  |
| Free People NA                    | 132                                  | 3             | 1                                    | 134  | 1                                    | 2                     | 133   |
| Free People EU                    | –                                    | –             | –                                    | –  | 2                                    | –                     | 2   |
| <b>Total Free People</b>          | <b>132</b>                           | <b>3</b>      | <b>1</b>                             | <b>134</b>                                     | <b>3</b>                             | <b>2</b>              | <b>135</b>                                  |
| <b>Food &amp; Beverage</b>        | <b>10</b>                            | <b>3</b>      | <b>–</b>                             | <b>13</b>                                      | <b>–</b>                             | <b>–</b>              | <b>13</b>                                   |
| <b>Total Company-Owned Stores</b> | <b>613</b>                           | <b>14</b>     | <b>4</b>                             | <b>623</b>                                     | <b>4</b>                             | <b>8</b>              | <b>619</b>                                  |
| <b>Franchisee-Owned Stores</b>    | <b>–</b>                             | <b>3</b>      | <b>–</b>                             | <b>3</b>                                       | <b>1</b>                             | <b>–</b>              | <b>4</b>                                    |
| <b>Total URBN</b>                 | <b>613</b>                           | <b>17</b>     | <b>4</b>                             | <b>626</b>                                     | <b>5</b>                             | <b>8</b>              | <b>623</b>                                  |
|                                   | Selling SF as of<br>January 31, 2018 | Net<br>Change | Selling SF as of<br>October 31, 2018 | Projected Selling SF<br>as of January 31, 2019 | Projected FY'19<br>Selling SF Growth |                       |   |
| <i>(Selling SF in thousands)</i>  |                                      |               |                                      |  |                                      |                       |   |
| Urban Outfitters                  | 2,205                                | 17            | 2,222                                | 2,202  | flat                                 |                       |   |
| Anthropologie Group               | 1,733                                | 61            | 1,794                                | 1,774  | 2%                                   |                       |   |
| Free People                       | 287                                  | 10            | 297                                  | 300  | 5%                                   |                       |   |
| <b>URBN</b>                       | <b>4,225</b>                         | <b>88</b>     | <b>4,313</b>                         | <b>4,276</b>                                   | <b>1%</b>                            |                       |   |

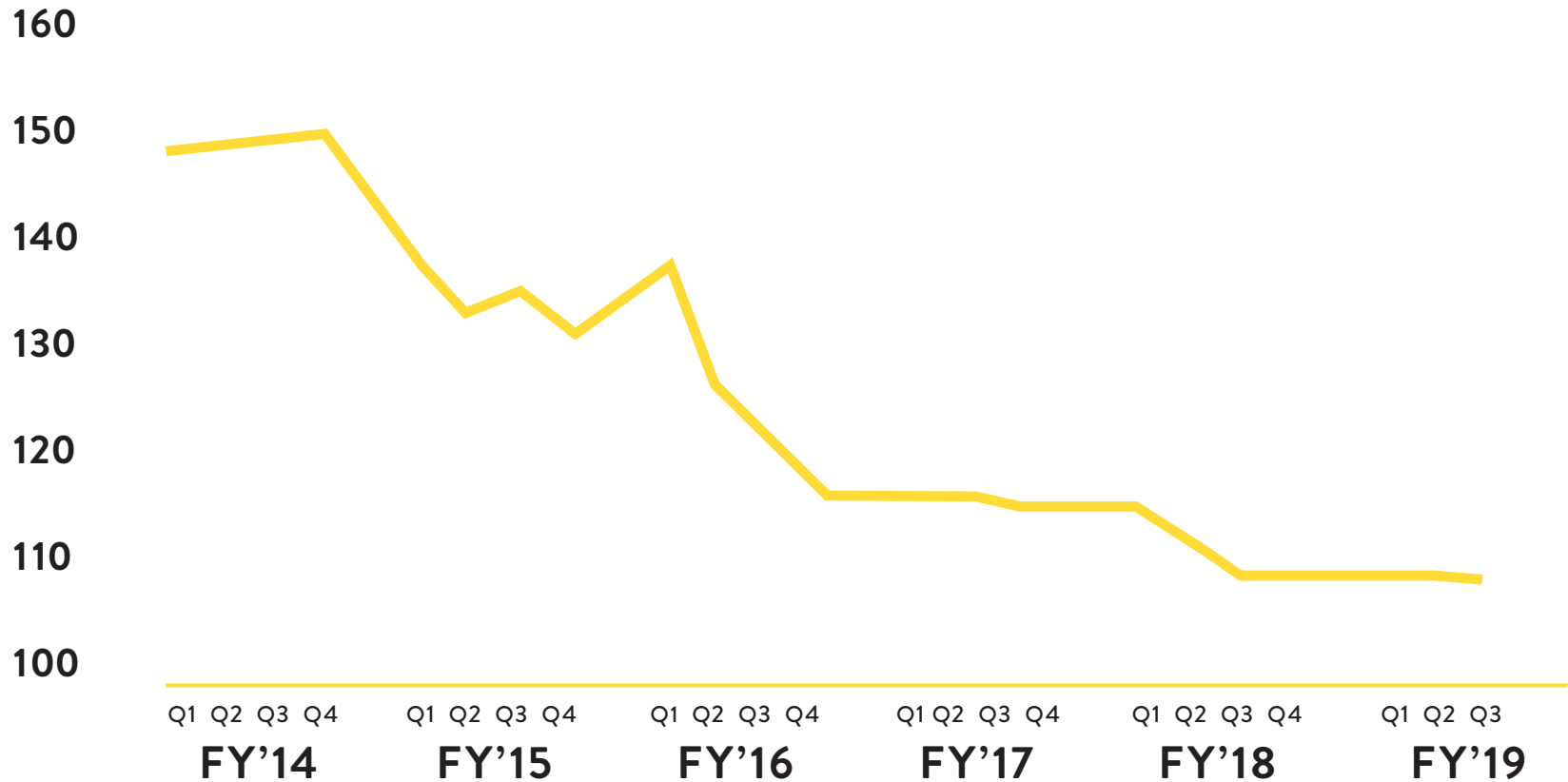
Selling SF includes both North American and European Stores, and excludes franchisee-owned stores



# Shares Outstanding

(share count in millions)

## Ending Shares Outstanding



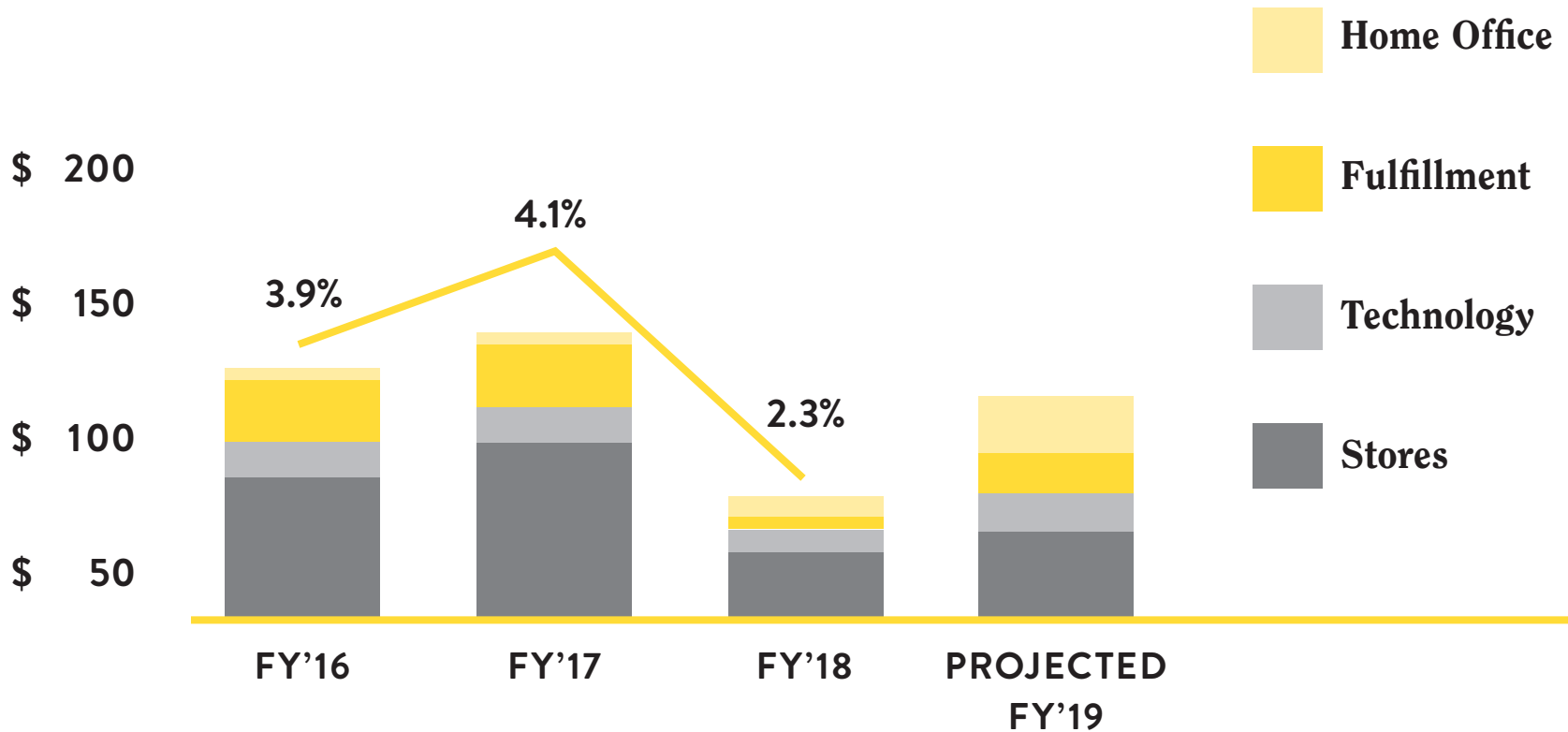




# Capital Spending

(\$ in millions)

## Net Capex % of Net Sales





# Global Store Count & Square Footage

(all data is as of the respective period ended)

(Selling SF in thousands)

|                             | UO    | AN    | FP  | URBN  |
|-----------------------------|-------|-------|-----|-------|
| <b>FY'16 Q1</b> Store Count | 238   | 208   | 106 | 552   |
| Selling SF                  | 2,150 | 1,533 | 166 | 3,849 |
| <b>Q2</b> Store Count       | 238   | 210   | 108 | 556   |
| Selling SF                  | 2,138 | 1,540 | 176 | 3,854 |
| <b>Q3</b> Store Count       | 240   | 214   | 112 | 566   |
| Selling SF                  | 2,156 | 1,567 | 190 | 3,913 |
| <b>Q4</b> Store Count       | 240   | 218   | 114 | 572   |
| Selling SF                  | 2,159 | 1,591 | 203 | 3,953 |

|                             | UO    | AN    | FP  | F&B | URBN  |
|-----------------------------|-------|-------|-----|-----|-------|
| <b>FY'18 Q1</b> Store Count | 242   | 225   | 130 | 12  | 609   |
| Selling SF                  | 2,174 | 1,720 | 271 | n/a | 4,165 |
| <b>Q2</b> Store Count       | 245   | 225   | 130 | 12  | 612   |
| Selling SF                  | 2,202 | 1,720 | 277 | n/a | 4,199 |
| <b>Q3</b> Store Count       | 245   | 227   | 132 | 12  | 616   |
| Selling SF                  | 2,202 | 1,733 | 287 | n/a | 4,222 |
| <b>Q4</b> Store Count       | 245   | 226   | 132 | 10  | 613   |
| Selling SF                  | 2,205 | 1,733 | 287 | n/a | 4,225 |

|                             | UO    | AN    | FP  | URBN  |
|-----------------------------|-------|-------|-----|-------|
| <b>FY'17 Q1</b> Store Count | 239   | 218   | 117 | 574   |
| Selling SF                  | 2,151 | 1,610 | 213 | 3,974 |
| <b>Q2</b> Store Count       | 240   | 220   | 121 | 581   |
| Selling SF                  | 2,159 | 1,624 | 229 | 4,012 |
| <b>Q3</b> Store Count       | 242   | 226   | 124 | 592   |
| Selling SF                  | 2,191 | 1,689 | 244 | 4,124 |
| <b>Q4</b> Store Count       | 242   | 225   | 127 | 594   |
| Selling SF                  | 2,182 | 1,693 | 257 | 4,132 |

|                             | UO    | AN    | FP  | F&B | URBN  |
|-----------------------------|-------|-------|-----|-----|-------|
| <b>FY'19 Q1</b> Store Count | 246   | 226   | 134 | 10  | 616   |
| Selling SF                  | 2,208 | 1,733 | 291 | n/a | 4,232 |
| <b>Q2</b> Store Count       | 246   | 227   | 135 | 10  | 618   |
| Selling SF                  | 2,208 | 1,750 | 298 | n/a | 4,256 |
| <b>Q3</b> Store Count       | 248   | 228   | 134 | 13  | 623   |
| Selling SF                  | 2,222 | 1,794 | 297 | n/a | 4,313 |