



# Q3 2017 EARNINGS CONFERENCE CALL

November 9, 2017



## **FORWARD-LOOKING STATEMENTS**

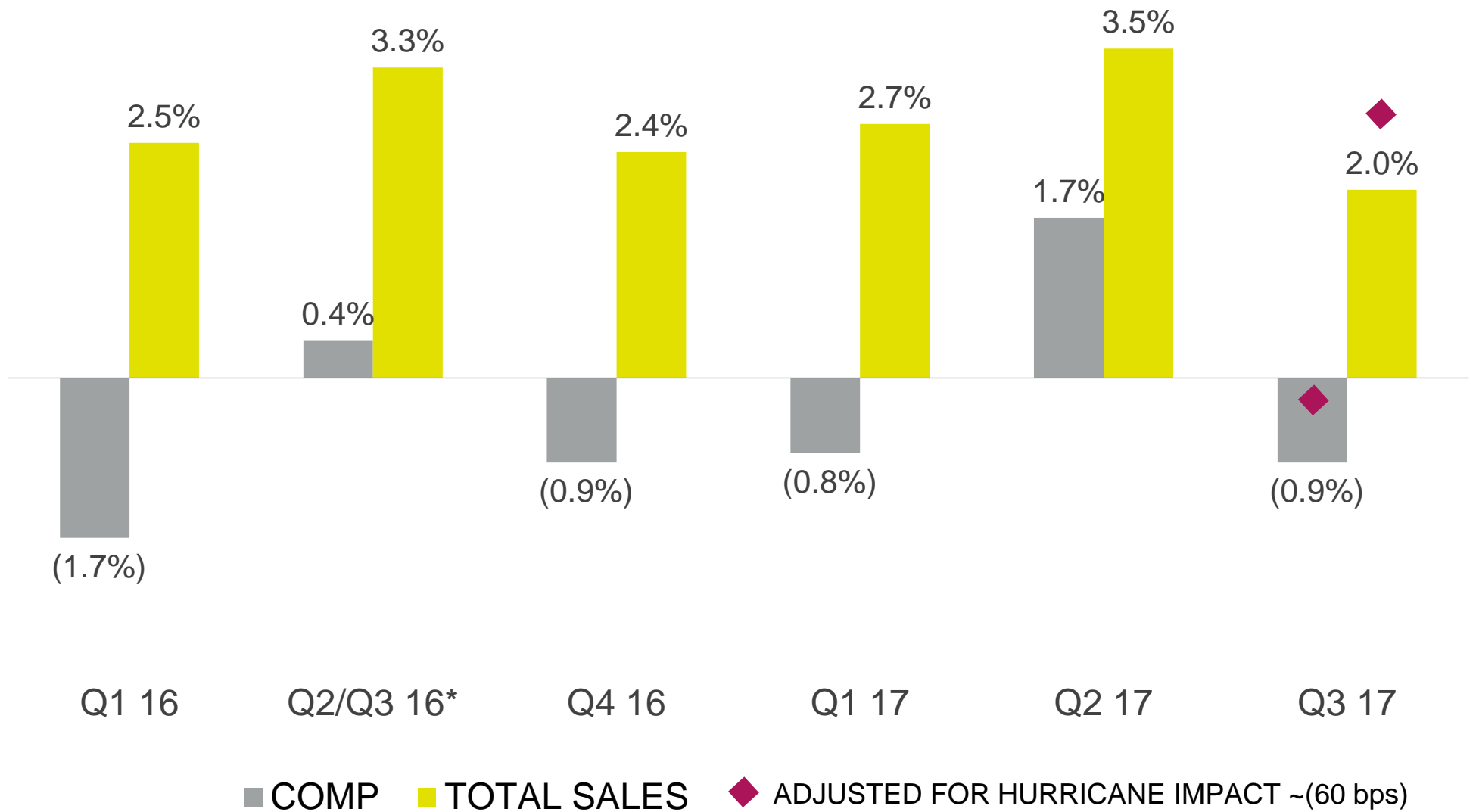
This presentation contains statements that are forward looking. These statements are based upon current expectations and assumptions that are subject to risks and uncertainties. We may not achieve the results projected in these forward-looking statements, and our actual results could materially differ because of factors discussed in this conference call, in the comments made during this presentation, and in the risk factors section of our Form 10-K, Form 10-Qs, and other reports and filings with the Securities and Exchange Commission. The Company undertakes no obligation to update or revise any forward-looking statement to reflect subsequent events, new information or future circumstances.



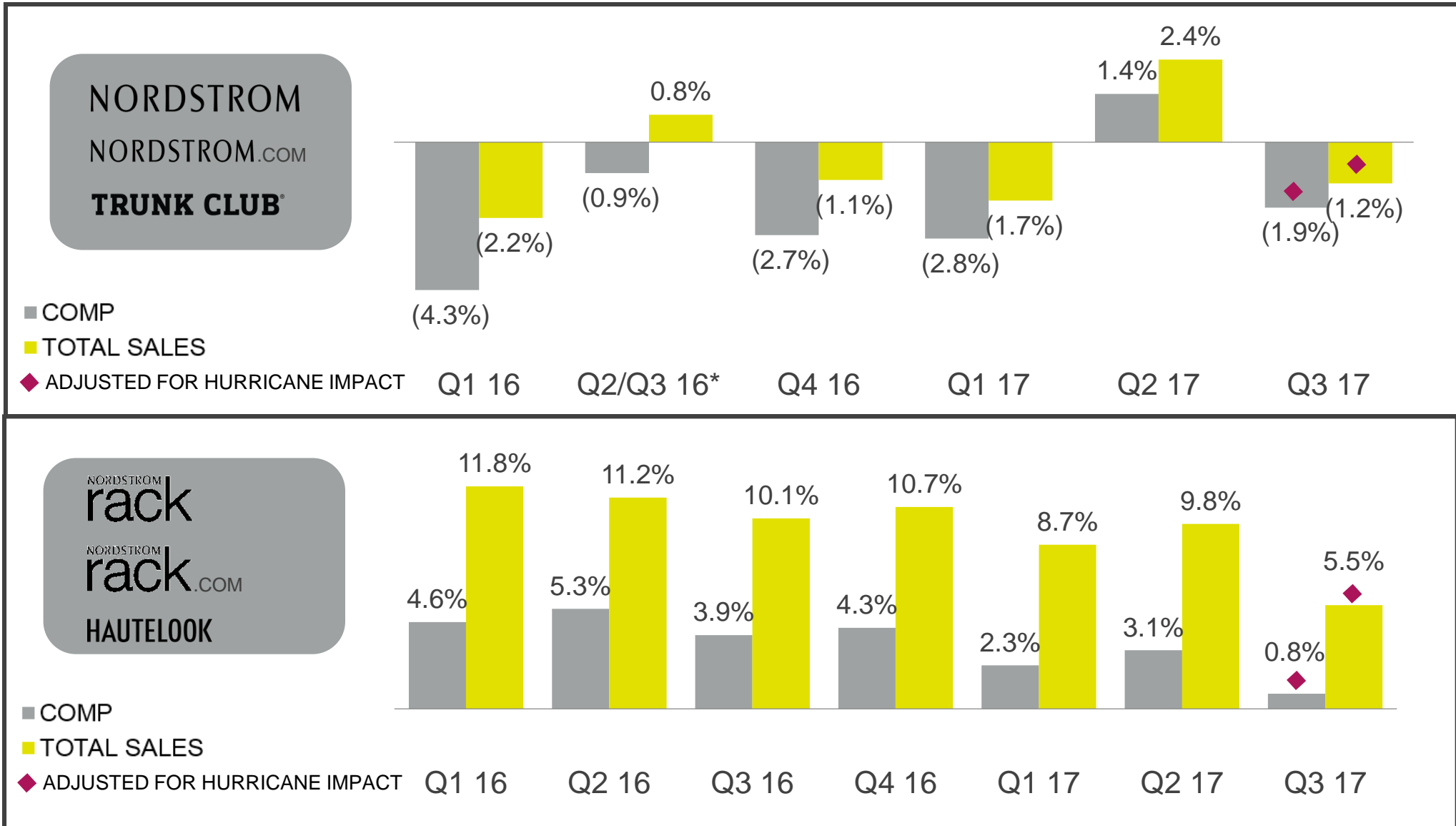
# **BLAKE NORDSTROM**

CO-PRESIDENT

# SALES TRENDS



# FULL-PRICE AND OFF-PRICE SALES



\* Q2 and Q3 2016 combined to remove the impact of the Anniversary Sale event shift  
Full-price includes Nordstrom U.S. and Canada full-line stores, Nordstrom.com, and Trunk Club

# DIFFERENTIATED AND SEAMLESS EXPERIENCE

## INNOVATION



RESERVE & TRY IN STORE



## BRAND PARTNERSHIPS



LIMITED DISTRIBUTION BRANDS



GOOD AMERICAN

**BONOBOS**

CANADA GOOSE®

J.CREW

Charlotte Tilbury

TREASURE & BOND X SOMETHING NAVY

## MARKET PRESENCE



**CENTURY CITY**

Los Angeles, CA (relocation)

**UNIVERSITY TOWNE CENTER**

San Diego, CA (relocation)

**SHERWAY GARDENS**

Toronto, Canada

**11 NEW RACKS IN FALL**

+ 1 relocation



# HOLIDAY FOCUS

- Gift-giving destination
- Inspirational product
- Convenient services



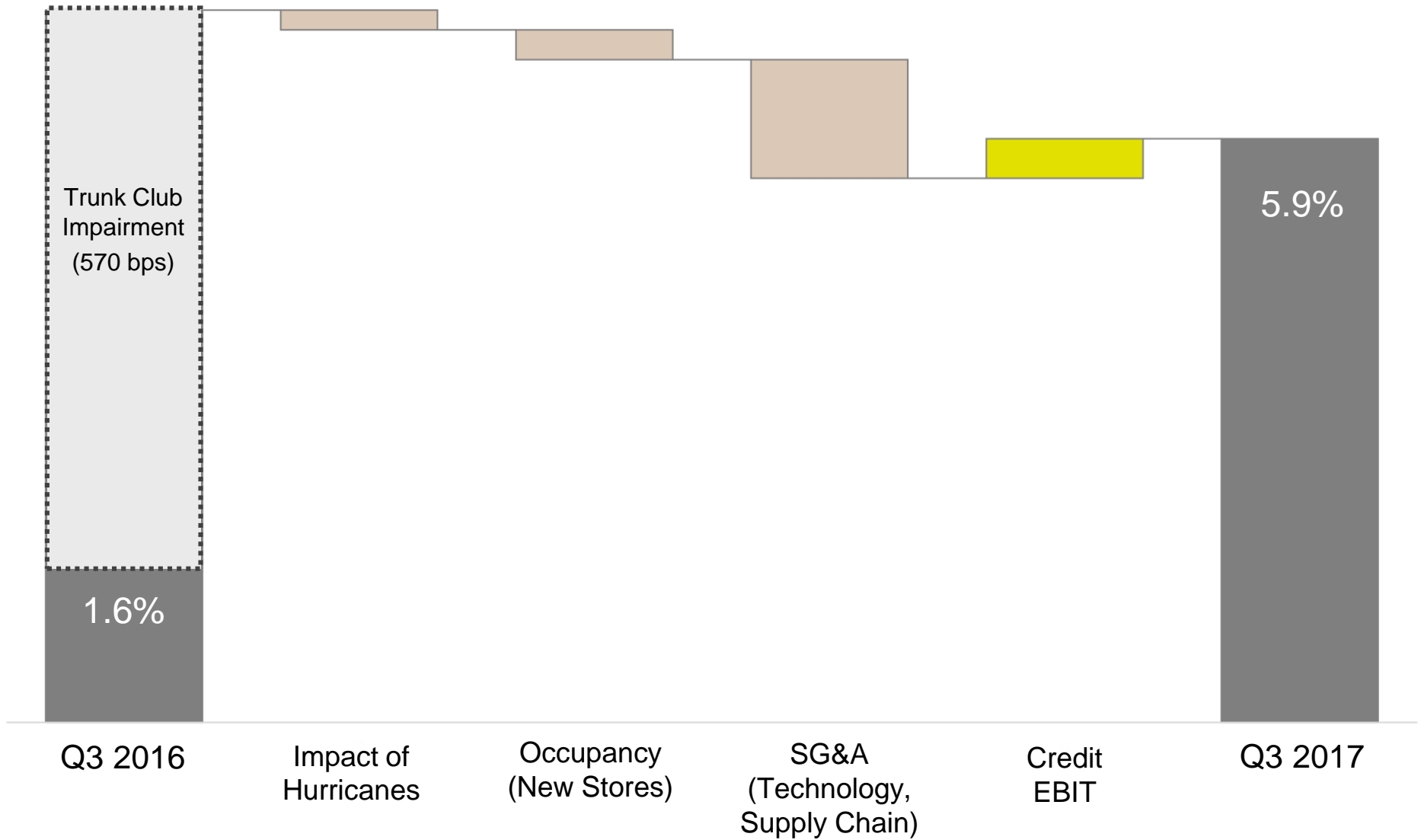


# **ANNE BRAMMAN**

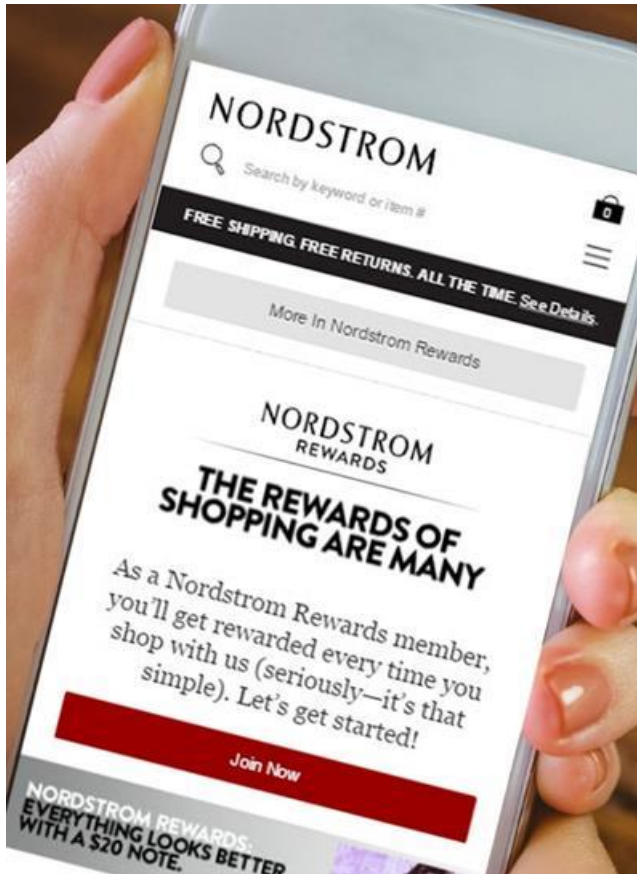
CHIEF FINANCIAL OFFICER



# EBIT MARGIN

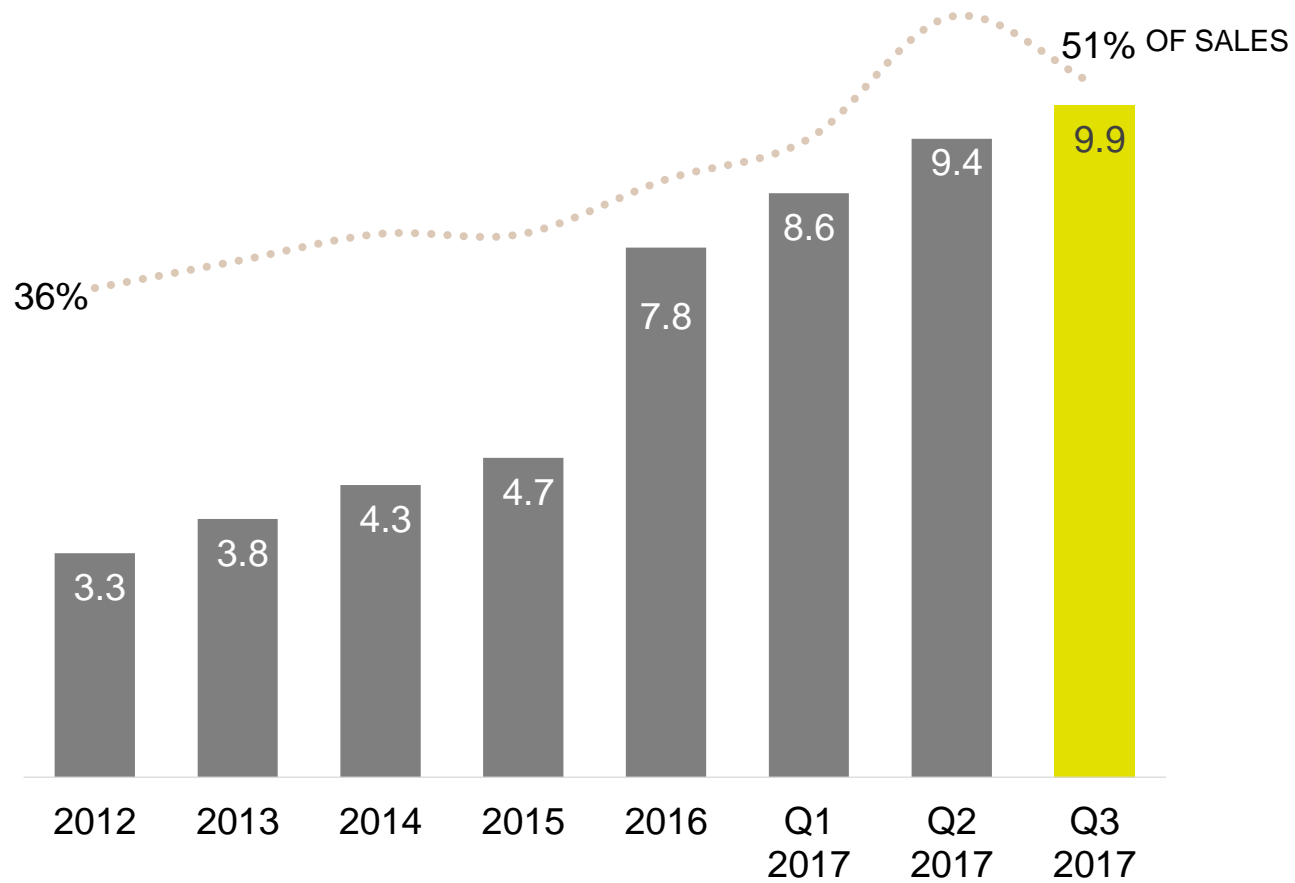


# DRIVING LOYALTY



**NOW EVERYONE CAN EARN A \$20 NOTE**

## ACTIVE REWARDS CUSTOMERS (M)




# STRONG MARKET POSITIONING

- Healthy financial position
- Physical and digital presence is a competitive advantage
- Favorable economics of omni-channel model

# FY 2017 OUTLOOK

	PRIOR	CURRENT	ESTIMATED HURRICANE IMPACT (Q3 + Q4)
TOTAL SALES	~ 4%	~ 4%	(\$26M)
COMP SALES	~ FLAT	~ FLAT	
RETAIL EBIT	\$790M to \$840M	\$755M to \$785M	(\$17M)
CREDIT EBIT	~ \$145M	~ \$165M	
<b>EPS</b>	<b>\$2.85 TO \$3.00</b>	<b>\$2.85 TO \$2.95</b>	(\$0.06)

See earnings release for assumptions related to fiscal 2017 outlook



# Q&A

# INVESTMENT HIGHLIGHTS

## DIFFERENTIATED AND SEAMLESS CUSTOMER EXPERIENCE

### HIGHLIGHTS

Innovative omni-channel leader with robust e-commerce platform and high-quality store portfolio in top North American markets, consisting of 123 full-line stores and 232 Nordstrom Racks\*

Maintaining relevance with existing and new customers

Curated product offering supported by strategic brand partnerships

Industry-leading growth through economic cycles

Solid balance sheet with healthy cash flow generation

### SUCCESS MEASURES

- Nearly 25% online penetration in 2016
- \$3B+ e-commerce business, 20%+ CAGR over past 3 years
- Sales productivity of ~\$500/sq. ft. in 2016
- Stores generating positive cash flow
- Increasing customer count
- Maintaining average customer age
- Over 50% of sales from Nordstrom Rewards loyalty customers\*
- Strong regular-price selling trends
- Growing limited distribution product of highly sought-after brands such as Good American, Bonobos, Canada Goose, J. Crew, and Charlotte Tilbury
- Record sales of \$14.5B in 2016
- 6% CAGR over past 3 years
- Consistently generated \$1B+ annual operating cash flow
- Maintained solid investment grade rating