



Carter's FY 2019 Business Report

Carter's Sales Report

FY 2019

단위 : million \$

BRAND	FY	Net Sales	YoY change %	Indicated quarter ended date (*52-weeks period)
Carter's	FY 14	\$2,894	-	-
	FY 15	\$3,014	4.1%	2-Jan-16
	FY 16	\$3,199	6.1%	31-Dec-16
	FY 17	\$3,401	6.3%	30-Dec-17
	FY 18	\$3,462	1.8%	29-Dec-18
	FY 19	\$3,519	1.6%	28-Dec-19

2019 Q1-Q4

단위 : million \$

BRAND	SEASON	2018 Net Sales	2019 Net Sales	change %	Q ended date (*13-weeks period)
Carter's	Q1 19	\$756	\$741	-2.0%	30-Mar-19
	Q2 19	\$696	\$734	5.5%	29-Jun-19
	Q3 19	\$924	\$943	2.1%	28-Sep-19
	Q4 19	\$1,086	\$1,101	1.4%	28-Dec-19



Financial Results

- 31st consecutive year of sales growth: +2% vs. 2018
- Record adjusted EPS, \$6.46, +3% vs. 2018
- Record operating cash flow (\$387 million) and free cash flow (\$326 million)¹
- Returned \$287 million to shareholders (share repurchases & dividends)

Highlights

- Increased #1 market share position in both the U.S. and Canada²
- Carter's #1 online share of children's apparel in the U.S.²
- 13th consecutive year of positive U.S. Retail comparable sales
- Strengthened U.S. omni-channel capabilities
- Continued strong growth in eCommerce channel
- Achieved record sales with top 4 accounts in U.S. Wholesale; strong performance of exclusive brands at Target, Walmart, and Amazon
- Good progress with Carter's Age-Up (sizes 4 – 14) initiative
- Significantly reduced exposure to China tariffs
- Opened 35 net new stores in North America³

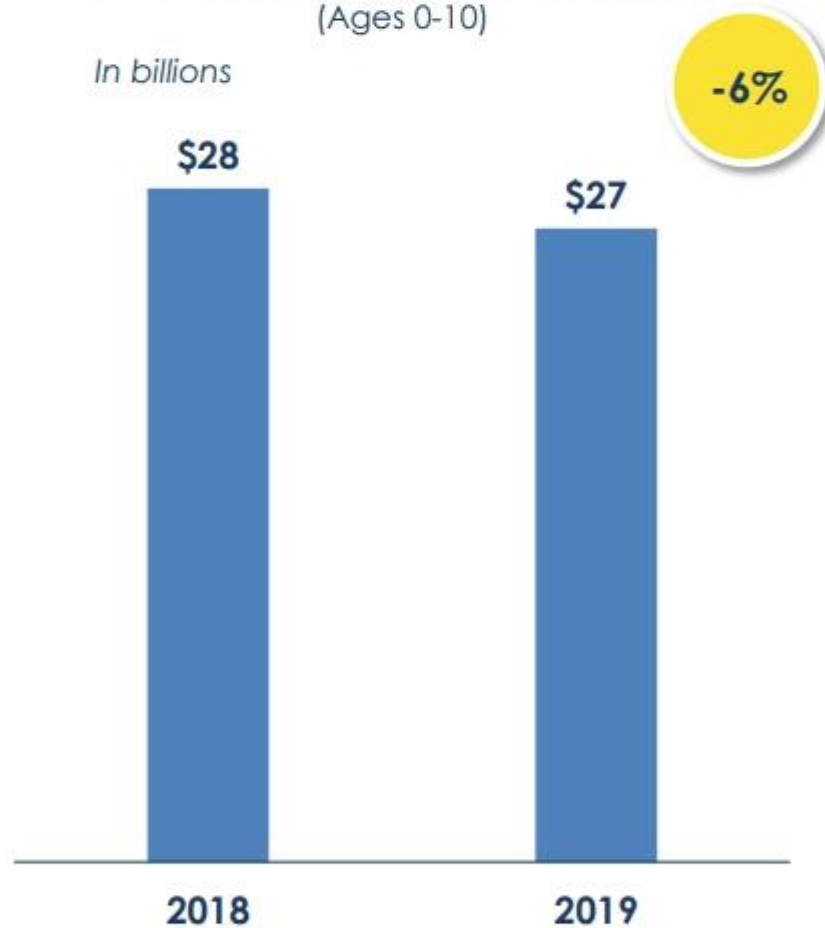
¹ Non-GAAP measure. ² The NPD Group/Consumer Tracking Service, 12 months-ending December 2019, ages 0-10 children's apparel. Please see our annual report on form 10-K for fiscal 2019 for further information. ³ See store count reconciliation in appendix.

In 2019 We Strengthened Our #1 Share Position in the U.S. **carter's**

U.S. Children's Apparel Market

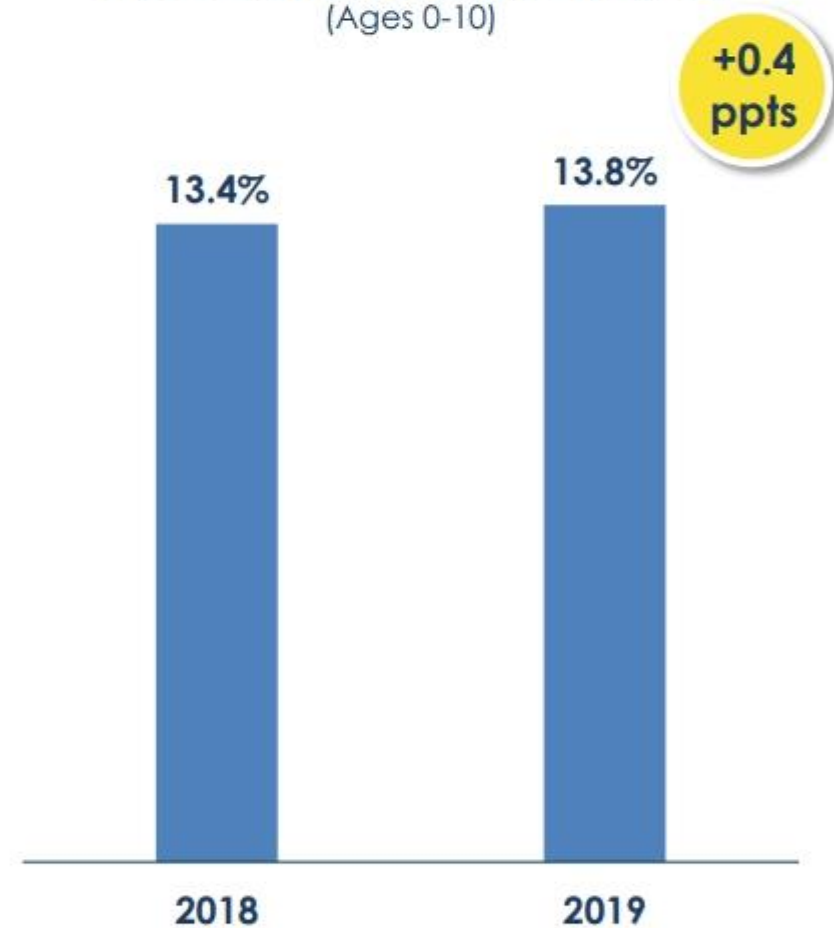
(Ages 0-10)

In billions



Carter's, Inc. U.S. Market Share

(Ages 0-10)



Carter's Continues to Lead in Consumer Engagement in Social Media

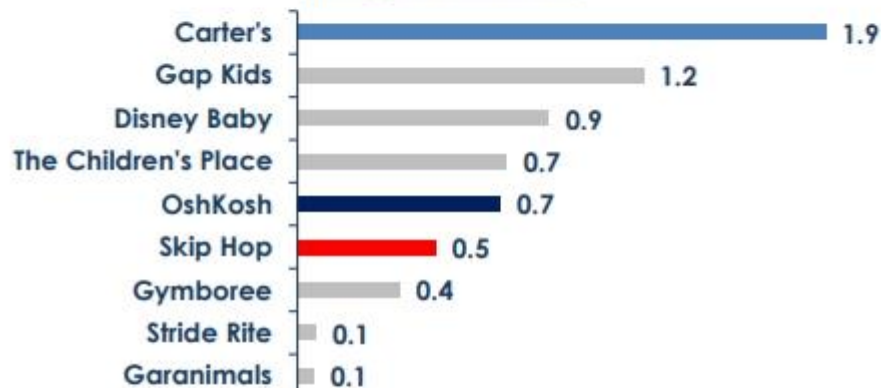


Our Brands Have a Strong Consumer Following on Instagram and Facebook¹

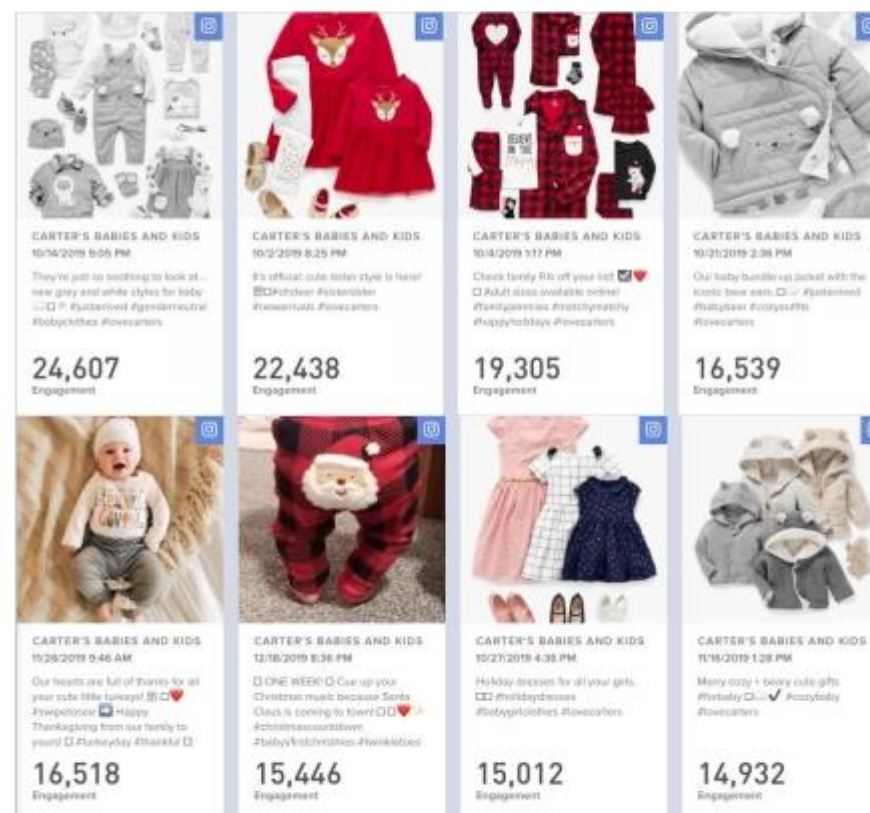
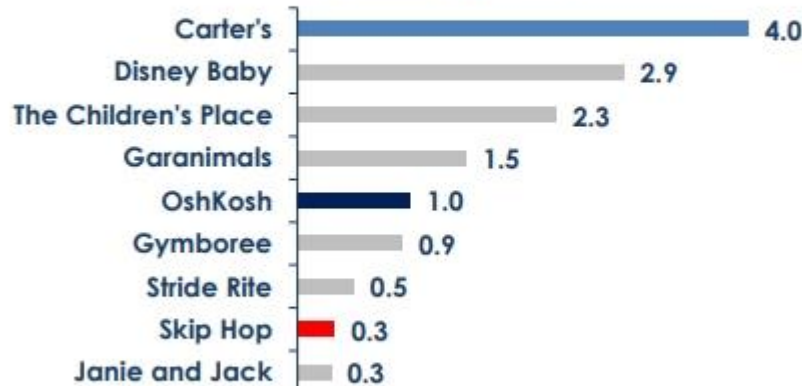
Carter's Earned 23 of the Top 25 Most Engaged Posts Among Peers on Instagram in Q4²

In millions

Instagram Followers



Facebook Followers



¹ Source: Instagram and Facebook as of 2/18/2020.

² Third party engagement scoring on Instagram October – December 2019. Peer set includes Carter's, OshKosh B'gosh, The Children's Place, Hanna Andersson & Gap Kids.

U.S. Retail – Providing Higher Service Levels to Consumers

carter's



- **Comprehensive omni-channel capabilities**
 - Buy online, ship to store
 - Buy online, pick up in store
 - Deliver from store
 - Endless aisle (access to full assortment from store)
- **Increasing customer utilization of omni-channel**
 - Drove estimated 1 million visits to our stores in 2019
 - Represented 15% of online orders in Q4 2019 (vs. 10% Q4 2018)
- **Consumer response to Carter's credit card program ahead of plan**

New Co-branded Store – Atlanta
(Opened November 2019)

carter's



Just One You – Exclusive Brand For Target

carter's



My store (closes at 11pm):
Smyrna

Registries & Lists Weekly Ad RedCard Gift Cards Find Stores Orders 0 More

Just One You made by carter's

Just One You made by carter's (459)

Adorable clothes & accessories
for preemie to toddler, made
exclusively for Target by Carter's.

just
one
you
made by
carter's



New for toddlers


Extended sizes are now available
for your growing kiddo.






Child of Mine – Exclusive Brand For Walmart

carter's



All Departments ▾ Search 


 NextDay delivery  Delivering to 30309



Explore newborn essentials,
toddlers' fashion, & more kids' styles.

[Shop baby girls'](#) [Shop baby boys'](#)

[Shop toddler girls'](#) [Shop toddler boys'](#)



Clothing, Shoes & Accessories | Women Men Kids & Baby Jewelry & Watches Premium Beauty Luggage & Travel Savings Trending

Clothing / Fashion Brands / Child of Mine by Carter's

Child of Mine by Carter's

1 - 48 of 329 products

Refine by | Price ▾ Top Brands ▾ Store Availability ▾

Sort by | Best Sellers ▾

Category

—

- Baby Unisex (0-24 Months)
- Baby Girls (0-24 Months)
- Toddler Girls (2T-5T)
- Baby Boys (0-24 Months)
- Toddler Boys (2T-5T)

Child of Mine by Carter's



Pajamas 0-5T



Baby Boy
0-24M



Baby Girl
0-24M



Toddler Boy
2T-5T



Toddler Girl
2T-5T



Coats & Outer-
wear...



Socks 0-12M



All Child of
Mine by...



Clearance

Simple Joys – Exclusive Brand For Amazon

carter's®

baby +
preemie - 24m

baby boy

baby girl

baby neutral

toddler +
2t - 5t

toddler boy

toddler girl

swimwear
3m - 5t

pajamas + more
newborn - 8

boys pajamas

girl pajamas

shoes + accessories

SLEEP AND PLAY
new! 2-way zipper
2-way zipper zips up from the feet to keep baby warm + snuggly during diaper changes

[See products](#)

simplejoys
by carter's™

Carter's Product Categories (vs Shinsung 2019 production categories)

CATEGORIES	CATEGORIES	CATEGORIES	CATEGORIES
Shop All Toddler Girl	Shop All Kid Girl	Shop All Toddler Boy	Shop All Kid Boy
New Arrivals	New Arrivals	New Arrivals	New Arrivals
Pajamas	Pajamas	Pajamas	Pajamas
Sets	Sets	Sets	Sets
Dresses & Rompers	Dresses & Rompers	Tops	Tops
Tops	Tops	Graphic Tees	Graphic Tees
Graphic Tees	Graphic Tees	Pants	Pants
Leggings & Pants	Leggings & Pants	Shorts	Shorts
Shorts & Skirts	Shorts & Skirts	Sweaters & Hoodies	Sweaters & Hoodies
Sweaters & Hoodies	Sweaters & Hoodies	Jackets & Outerwear	Jackets & Outerwear
Jackets & Outerwear	Jackets & Outerwear	Swimwear	Swimwear
Swimwear	Swimwear	Shoes	Shoes
Shoes	Shoes	Socks & Underwear	Socks & Underwear
Socks & Underwear	Socks & Underwear	Accessories	Accessories
Accessories	Accessories		
CATEGORIES	CATEGORIES		
Shop All Baby Girl	Shop All Baby Boy		
New Arrivals	New Arrivals		
Pajamas	Pajamas		
Sets	Sets		
One Piece	One Piece		
Bodysuits	Bodysuits		
Dresses & Rompers	Tops		
Tops	Graphic Tees		
Graphic Tees	Pants		
Leggings & Pants	Shorts		
Shorts & Skirts	Sweaters & Hoodies		
Sweaters & Hoodies	Jackets & Outerwear		
Jackets & Outerwear	Swimwear		
Swimwear	Shoes		
Shoes	Socks		
Socks & Tights	Accessories		
Accessories			

Jersey Dress,
2pk dress, Jumpsuit

Tank, SS Tee, LS Tee,
Hooded LS Tee, Sweatshirt

Legging, 2pk Legging

Uniform Skirt

Mesh Shorts

Mesh Shorts

SS Sequin Tee

신성 커버 Category

Shinsung Production Categories _ 2018 vs 2019

Girls		2018	2018	2018		2019	2019	2019
		New born Girl	Toddler Girl	Big Girl		New born Girl	Toddler Girl	Big Girl
Top	Tank	-	O	-		-	-	O
	S/S Tee	O	O	-		-	-	O
	L/S Tee	O	O	O		-	O	O
	Hooded L/S Tee	-	-	O		-	-	O
	2pk Tee	O	O	-		-	O	-
	Sweatshirt	-	O	O		-	-	O
	Full Zip Hoodie	-	-	O		-	-	-
Bottom	Skirt	-	-	-		-	-	O
	Shorts	O	-	-		-	-	-
	Legging	-	-	-		-	-	O
	2pk Legging	-	-	-		-	-	O
	Jogger	-	-	O		-	-	-
Dresses & Romper	Jersey Dress	O	O	O		O	O	O
	Tulle Dress	-	-	O		-	O	-
	2pk Jersey Dress	-	-	O		O	-	O
	Romper	-	-	-		-	O	-
	Jumpsuit	-	-	-		-	-	O

Shinsung Production Categories _ 2018 vs 2019

Boys		2018	2018	2018		2019	2019	2019
		New born Boy	Toddler Boy	Big Boy		New born Boy	Toddler Boy	Big Boy
Top	Tank	-	-	-		-	-	-
	S/S Tee	-	-	-		-	-	O
	L/S Tee	-	-	-		-	-	-
	Hooded L/S Tee	-	-	-		-	-	-
	2pk Tee	-	-	-		-	-	-
	Jersey Polo	-	-	O		-	-	-
	Sweatshirt	O	-	O		-	-	-
	Full Zip Hoodie	-	-	O		-	-	-
Bottom	Mesh Shorts	-	-	-		-	O	O
	Terry Shorts	-	O	O		-	-	-
	Jogger	-	-	O		-	-	-