



# lululemon athletica





# Forward-looking statements

This presentation contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that involve risks, uncertainties and assumptions, such as statements regarding our future financial condition or results of operations, our prospects and strategies for future growth, the development and introduction of new products, and the implementation of our marketing and branding strategies. In many cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "outlook," "believes," "intends," "estimates," "predicts," "potential" or the negative of these terms or other comparable terminology. These forward-looking statements are based on management's current expectations but they involve a number of risks and uncertainties. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of risks and uncertainties, which include, without limitation: an economic downturn or economic uncertainty in our key markets; increasing product costs and decreasing selling prices; our inability to anticipate consumer preferences and successfully develop and introduce new, innovative and updated products; our inability to accurately forecast customer demand for our products; our inability to manage our growth and the increased complexity of our business effectively; the fluctuating costs of raw materials; our reliance on and limited control over third-party suppliers to provide fabrics for and to produce our products; our highly competitive market and increasing competition; an unforeseen disruption of our information systems; our inability to deliver our products to the market and to meet customer expectations due to problems with our distribution system; our inability to cancel store leases if an existing or new store is not profitable; increasing labor costs and other factors associated with the production of our products in China; our inability to successfully open new store locations in a timely manner; our failure to maintain the value and reputation of our brand; our failure to comply with trade and other regulations; our competitors manufacturing and selling products based on our fabrics and manufacturing technology at lower prices than we can; our failure to protect our intellectual property rights; and other risk factors detailed in our Annual Report on Form 10-K for the fiscal year ended January 29, 2012, filed with the Securities and Exchange Commission and available at [www.sec.gov](http://www.sec.gov). You are urged to consider these factors carefully in evaluating the forward-looking statements contained herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by these cautionary statements. The forward-looking statements made herein speak only as of the date of this presentation and the company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.



# Guidance Update

	Previous Q4 2013	Updated Q4 2013
Revenue	\$535M - \$540M	\$513M - \$518M
Store Comp	Flat	low to mid single digits negative
Combined Comp	8%	low single digits positive
EPS	\$0.78 - \$0.80	\$0.71 - \$0.73

	Previous FY 2013	Updated Q4 2013
Revenue	\$1,605M - \$1,610M	\$1,583M - \$1,588M
Comp	+4%	+3%
Combined Comp	+10%	+8%
EPS	\$1.94 - \$1.96	\$1.87 - \$1.89



## 2013 in review



what doesn't kill you makes you stronger...



## 2013 learnings and wins

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Progress made on implementing best in class quality assurance

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Key operational wins - line busting & back-back of house

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Any PR is good PR

 **NOT!**

# LOYALTY:

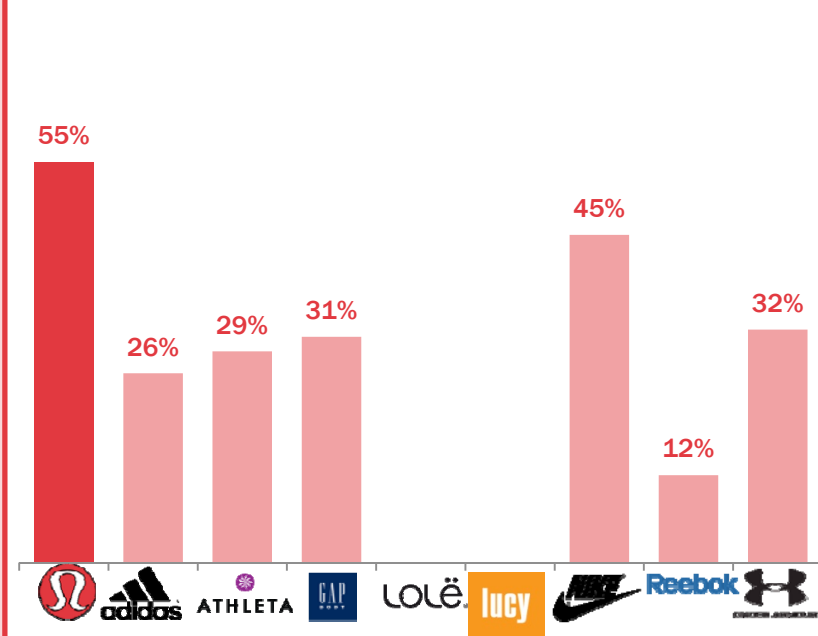
## Ability to Win the “Hearts” of Current Customers

(% of Current Purchasers Who Consider Brand their Favorite)

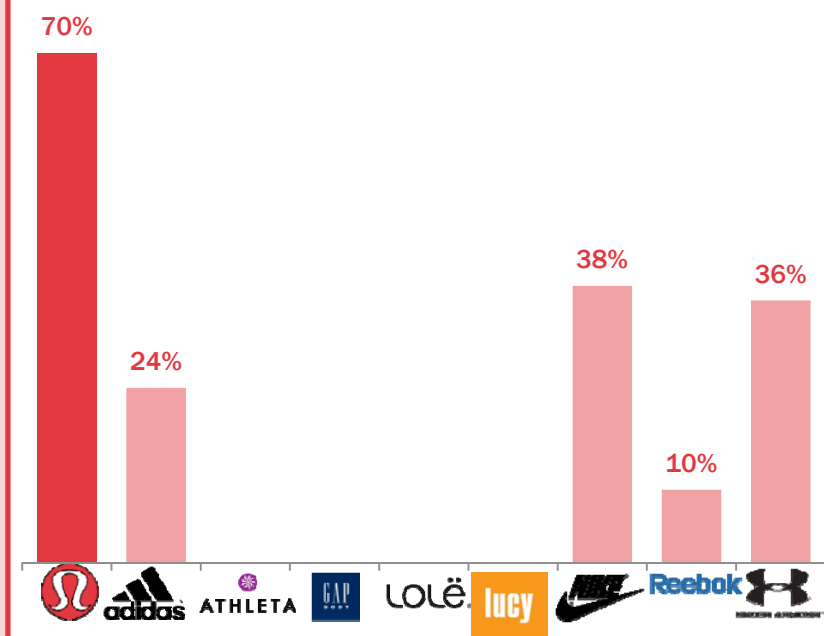
*Among 25-35 Year Olds*



### U.S. Markets



### Canada Markets



Brands not shown if base < 50





# product essence

tara poseley  
chief product officer  
lululemon

