

MANAGEMENT MEETING

OCT 22, 2019



NORDSTROM

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 event, 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.

ANNE BRAMMAN

CHIEF FINANCIAL OFFICER



AGENDA

TOPICS

BUSINESS OVERVIEW

MARKET STRATEGY

NORDSTROM NYC FLAGSHIP

Q&A

SPEAKERS

Erik Nordstrom
Co-President

Ken Worzel
Chief Operating Officer

Pete Nordstrom
Co-President

All



ERIK NORDSTROM

CO-PRESIDENT

OUR PURPOSE & CUSTOMER STRATEGY

WE STRIVE TO MAKE OUR CUSTOMERS...

FEEL GOOD



&

LOOK THEIR BEST



OUR PURPOSE & CUSTOMER STRATEGY

WE STRIVE TO MAKE OUR CUSTOMERS...

FEEL GOOD



SERVICE &
EXPERIENCE

&

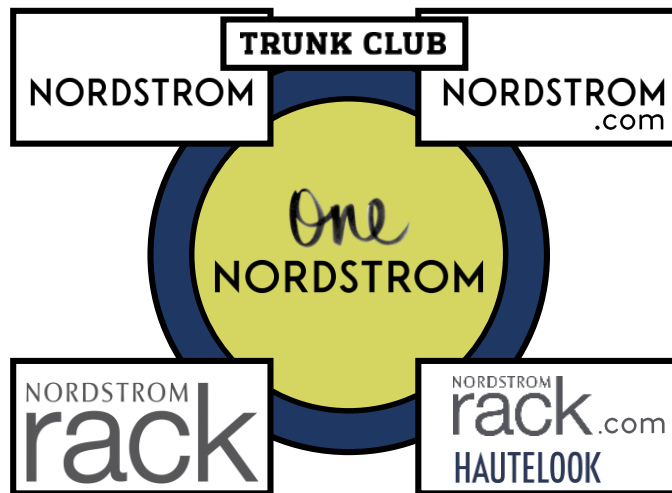
LOOK THEIR BEST



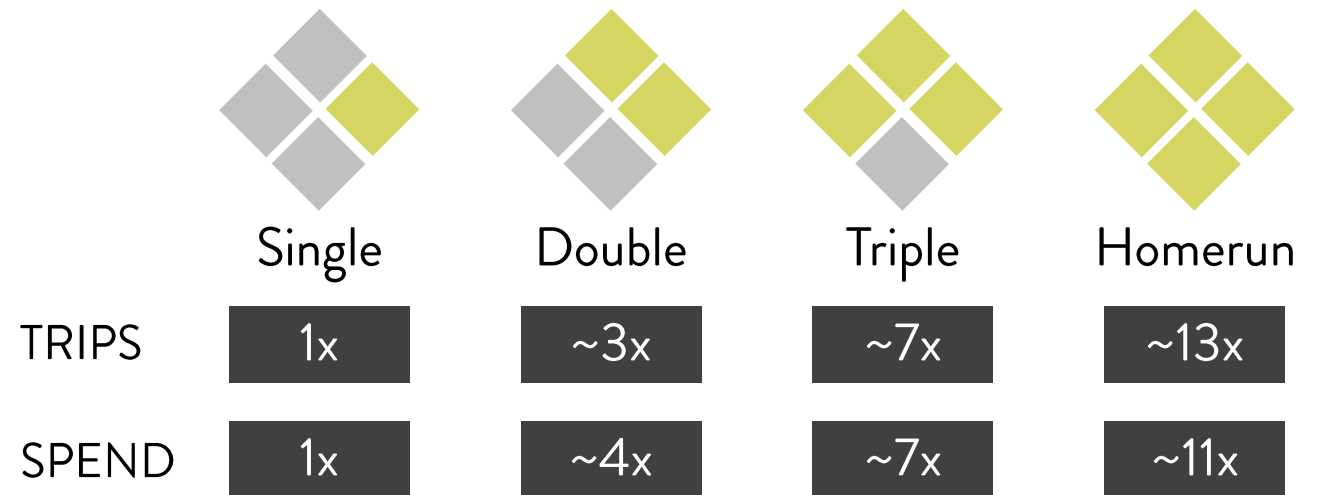
FASHION
AUTHORITY

UNIQUE BUSINESS MODEL

OUR FOUR BOX OFFER

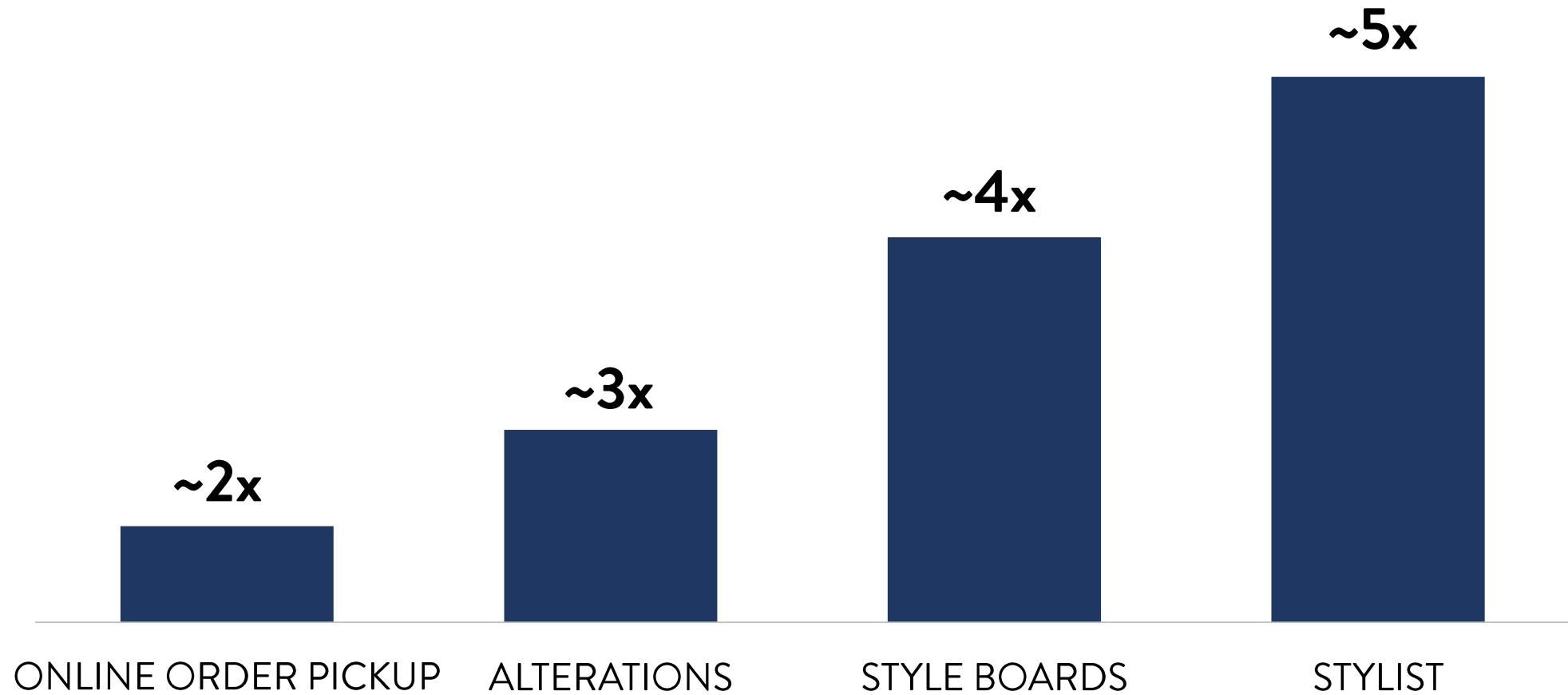


PER CUSTOMER IMPACT BY CHANNELS SHOPPED



DRIVING ENGAGEMENT THROUGH SERVICES

INCREMENTAL CUSTOMER SPEND



KEN WORZEL

CHIEF OPERATING OFFICER



OUR MARKET STRATEGY



SERVING CUSTOMERS ON THEIR TERMS

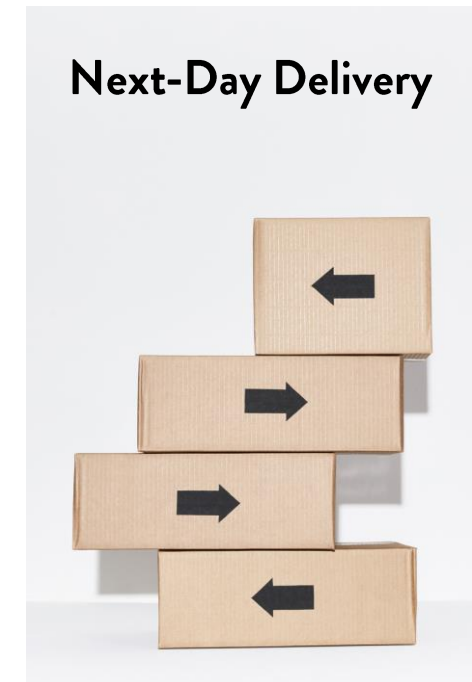
EXPANDED MARKET INVENTORY

What the customer wants...



FAST PICKUP & DELIVERY OPTIONS

When and where the customer wants it!



*Represents expanded view of merchandise selection across the Los Angeles market

SCALING IN LA

INCREASING ENGAGEMENT & INVENTORY EFFICIENCIES



+150 bps

Customers shopping across two channels outpacing other markets



2x

Online order pickup sales penetration vs. other markets



8 days

Merchandise returns coming back faster

EXPANDING PRESENCE IN NYC

OPEN OCTOBER 24
NORDSTROM
57TH & BROADWAY



ALTERATIONS



Map showing Nordstrom store locations in NYC:

- NORDSTROM LOCAL UPPER EAST SIDE (79TH ST)
- NORDSTROM NYC 57TH & BROADWAY
- TRUNK CLUB A NORDSTROM COMPANY 457 MADISON AVE
- NORDSTROM RACK 31ST & 6TH
- NORDSTROM LOCAL WEST VILLAGE (GREENWICH ST)
- NORDSTROM RACK UNION SQUARE (14TH ST)



STYLING



NEXT-DAY DELIVERY

NORDSTROM LOCAL NYC



**Online Order
Pickup &
Returns**

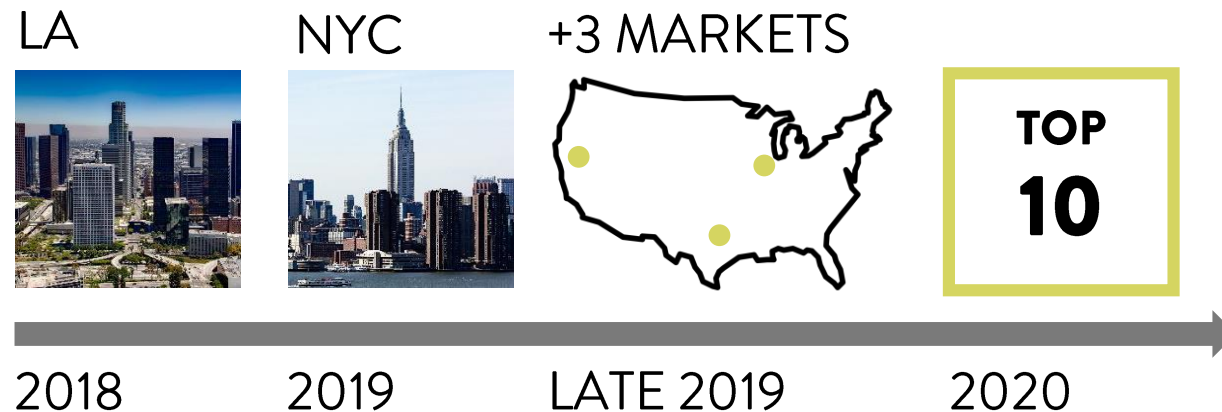
Alterations

Styling

EXPANDING PRESENCE IN TOP MARKETS

OUR TOP 10 MARKETS MAKE UP 60% OF OUR SALES

MARKET STRATEGY EXPANSION



FINANCIAL UPSIDE

- Gain market share faster
- Leverage working capital
- Grow top and bottom-line faster in top markets vs. other markets

PETE NORDSTROM

CO-PRESIDENT



NORDSTROM NYC

OPENING
OCTOBER 24

NORDSTROM

BROADWAY

1776 Broadway
11th Floor
10014

Broadway

102697

COMPELLING SERVICES & EXPERIENCES

SERVICE OFFERINGS



24/7 Order Pickup



Same-Day & Next-Day Delivery



On-Site Tailoring



Beauty Haven

7 FOOD & BEVERAGE OFFERINGS



DIGITALLY CONNECTED STORE



BREADTH OF MERCHANDISE OFFERING





Q&A

Have questions? Text them in!

Start by sending **NORD** to **37607**
followed by your question.