

NORDSTROM INVESTOR EVENT 2021: A PIVOT TO MARKET SHARE CAPTURE AND PROFITABLE GROWTH

CLOSER TO YOU

UNLOCKING THE FULL POTENTIAL OF OUR DIGITAL-FIRST PLATFORM

Deeper Insights | More Choices | New Customers | Better Service



WIN IN OUR MOST
IMPORTANT MARKETS

NORDSTROM
rack

BROADEN THE REACH OF
NORDSTROM RACK



INCREASE DIGITAL
VELOCITY



LOW SINGLE-DIGIT
REVENUE GROWTH

From 2019 Levels



EBIT MARGIN
ABOVE 6%



LOW TEENS
ROIC



\$1B+ OPERATING
CASH FLOW

NORDSTROM