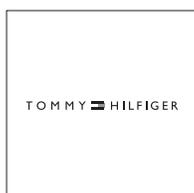


FY18

Tommy Hilfiger summary



The classic American cool style of *TOMMY HILFIGER* generated \$8.5 billion in 2018 global retail sales

BUSINESS STRATEGIES

Being consumer-centric and enhancing global brand relevance with marketing campaigns and consumer engagement initiatives designed to drive growth and reflect *TOMMY HILFIGER*'s accessible premium positioning and classic American cool aesthetic.

Driving category expansion within womenswear, accessories, denim, underwear, athletic apparel and men's tailored clothing.

Driving regional expansion, particularly in Asia Pacific.

Gaining greater control of the brand by acquiring licensed businesses to operate them directly.

Digitizing the complete brand experience, from our stores to our online offerings.

Evolving our supply chain to adapt more quickly to change.

Sharpening our processes and personalizing our customer relationships as we enhance our data capabilities.

BRAND OVERVIEW



HILFIGER COLLECTION

The pinnacle of the *TOMMY HILFIGER* product offerings, blending the brand's Americana heritage with contemporary influences and a playful fashion edge. The collection targets 25 to 40 year-old consumers.



TOMMY HILFIGER TAILORED

Targeting 25 to 40 year-old consumers, this line reflects the brand's American menswear. From structured suiting to casual weekend wear, classics are modernized with precision fit, premium fabrics, updated cuts, rich colors and luxe details executed with the *TOMMY HILFIGER* brand's signature twist.



TOMMY HILFIGER

Targeting 25 to 40 year-old consumers, our core line is globally recognized for bringing to life the brand's classic American cool spirit with a broad selection of designs across more than 25 categories, including men's, women's and children's sportswear, footwear and accessories.



TOMMY JEANS

Targeting 18 to 30 year-old denim-oriented consumers, this line focuses on premium denim separates, footwear, accessories and fragrance.



TOMMY SPORT

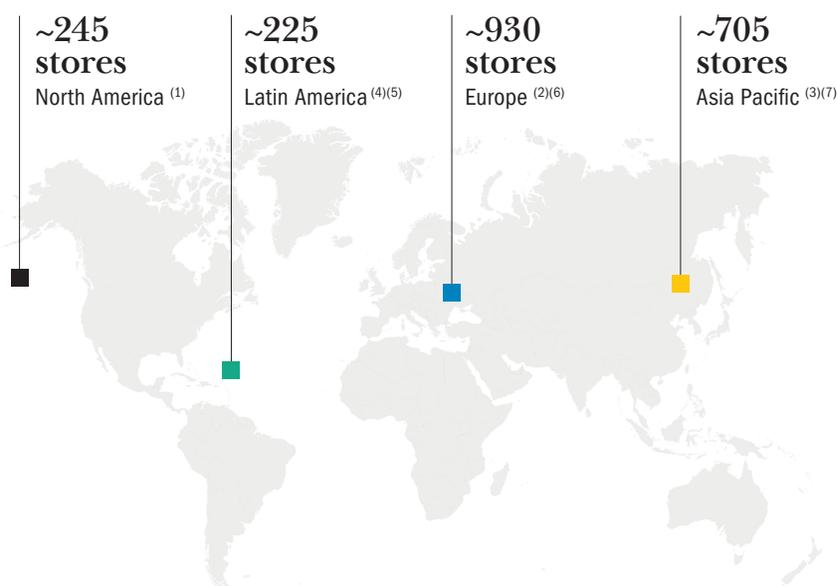
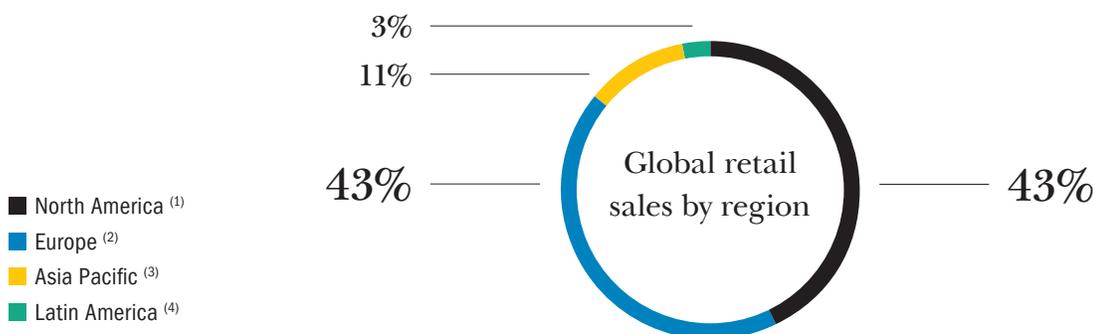
This line is engineered for performance and infused with the brand's bold red, white and blue heritage. Silhouettes evoke the classic American cool spirit of the *TOMMY HILFIGER* brand with unique details and functional features.

FINANCIAL HISTORY

(\$ in millions)	2016	2017	2018
Total revenue	\$3,511	\$3,893	\$4,345
Revenue growth	+4%	+11%	+12%
EBIT*	\$391	\$502	\$634
EBIT Margin*	11.1%	12.9%	14.6%

*EBIT figures exclude certain amounts that were deemed non-recurring or non-operational. See second page for GAAP to non-GAAP reconciliations.

2018 GLOBAL RETAIL SALES OVERVIEW



⁽¹⁾ Includes the U.S., Canada and Mexico. ⁽²⁾ Includes the Middle East and Africa. ⁽³⁾ Includes Australia and New Zealand. ⁽⁴⁾ Includes Central and South America and the Caribbean.
⁽⁵⁾ All locations are licensee stores. ⁽⁶⁾ Includes concession, franchisee and distributor locations. ⁽⁷⁾ Includes concession, franchisee and licensee locations.



Digital commerce
(Owned & third party)

EBIT RECONCILIATIONS

(\$ in millions)		GAAP EBIT	Adjustments	Non-GAAP EBIT	Non-GAAP EBIT %
2018 ⁽¹⁾	TOTAL TOMMY HILFIGER	\$611	\$(23)	\$634	14.6%
2017 ⁽²⁾	TOTAL TOMMY HILFIGER	\$318	\$(184)	\$502	12.9%
2016 ⁽³⁾	TOTAL TOMMY HILFIGER	\$464	\$73	\$391	11.1%

⁽¹⁾ Adjustments for 2018 represent the elimination of the costs incurred related to the acquisition of the 55% interest in TH Asia, Ltd. ("TH China"), our former joint venture for TOMMY HILFIGER in China, that we did not already own (the "TH China acquisition"), consisting of noncash amortization of short-lived assets.

⁽²⁾ Adjustments for 2017 represent the elimination of (i) the costs incurred related to the TH China acquisition, primarily consisting of noncash amortization of short-lived assets; (ii) the costs incurred in connection with agreements to restructure our supply chain relationship with Li & Fung Trading Limited ("Li & Fung"), under which we terminated our non-exclusive buying agency agreement with Li & Fung in 2017; (iii) the costs incurred in connection with the relocation of the Tommy Hilfiger office in New York, including noncash depreciation expense; and (iv) the costs incurred in connection with an amendment to Mr. Tommy Hilfiger's employment agreement pursuant to which we made a cash buyout of a portion of the future payments to Mr. Hilfiger.

⁽³⁾ Adjustments for 2016 represent the elimination of (i) the costs incurred in connection with the licensing to G-III Apparel Group, Ltd. of the Tommy Hilfiger womenswear wholesale business in the U.S. and Canada, which resulted in the discontinuation of our directly operated Tommy Hilfiger North America womenswear wholesale business in 2016; (ii) the costs incurred in connection with the early termination of the previous license agreement for the Tommy Hilfiger men's tailored clothing business in North America in order to consolidate under a different licensee our men's tailored businesses for all our brands in North America; (iii) the noncash gain recorded to write-up our equity investment in TH China to fair value in connection with the TH China acquisition; (iv) the one-time costs recorded on our equity investment in TH China prior to the TH China acquisition closing; (v) the costs incurred in connection with the TH China acquisition, primarily consisting of noncash valuation adjustments and amortization of short-lived assets; and (vi) the gain associated with a payment made to us to exit a TOMMY HILFIGER flagship store in Europe.