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.

**FINANCIAL HISTORY**

<table>
<thead>
<tr>
<th>($) in millions</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue</td>
<td>$3,511</td>
<td>$3,893</td>
<td>$4,345</td>
</tr>
<tr>
<td>Revenue growth</td>
<td>+4%</td>
<td>+11%</td>
<td>+12%</td>
</tr>
<tr>
<td>EBIT*</td>
<td>$391</td>
<td>$502</td>
<td>$634</td>
</tr>
<tr>
<td>EBIT Margin*</td>
<td>11.1%</td>
<td>12.9%</td>
<td>14.6%</td>
</tr>
</tbody>
</table>

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

Visit us at pvh.com
**2018 GLOBAL RETAIL SALES OVERVIEW**

**Global retail sales by region**
- North America (1)
- Europe (2)
- Asia Pacific (3)
- Latin America (4)

**EBIT RECONCILIATIONS**

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>GAAP EBIT</th>
<th>Adjustments</th>
<th>Non-GAAP EBIT</th>
<th>Non-GAAP EBIT %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 (1) TOTAL TOMMY HILFIGER</td>
<td>$611</td>
<td>$(23)</td>
<td>$634</td>
<td>14.6%</td>
</tr>
<tr>
<td>2017 (2) TOTAL TOMMY HILFIGER</td>
<td>$318</td>
<td>$(184)</td>
<td>$502</td>
<td>12.9%</td>
</tr>
<tr>
<td>2016 (3) TOTAL TOMMY HILFIGER</td>
<td>$464</td>
<td>$73</td>
<td>$391</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

(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.

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**Digital commerce** (Owned & third party)

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~245 stores
- North America (1)

~225 stores
- Latin America (4)(5)

~930 stores
- Europe (2)(6)

~705 stores
- Asia Pacific (3)(7)

---

Digital commerce

---

3% 11% 43% 43%

---

North America (1)

---

~225 stores

---

~705 stores

---

~245 stores

---

~930 stores

---

North America (1)

---

Digital commerce

(Owned & third party)