

First Quarter Highlights

Performance demonstrates the success of our Acceleration Program and the power of our brands

ACHIEVED 2-YEAR
REVENUE GROWTH OF

9%

REFLECTING 8 POINT IMPROVEMENT
VS. PRIOR QUARTER

IN NORTH AMERICA,
RECRUITED OVER

1.6 million

NEW CUSTOMERS ACROSS
DIRECT CHANNELS

DROVE GLOBAL DIGITAL
SALES APPROXIMATELY

50%

ABOVE 1Q21 AND 275%
ABOVE PRE-PANDEMIC LEVELS

GROSS MARGIN
EXPANDED BY

140 bps

VS. 1Q21 AND 460 BPS
VS. PRE-PANDEMIC LEVELS

MAINLAND CHINA
REVENUE INCREASED

25%

VS. 1Q21 AND ABOUT 65%
VS. PRE-PANDEMIC LEVELS

OPERATING MARGIN
EXPANDED BY

120 bps

VS. 1Q21 AND BY 840 BPS
VS. PRE-PANDEMIC LEVELS

Non-GAAP Financials. See <http://www.tapestry.com/investors> for reconciliation.

“Our first quarter results and the momentum we’re delivering are evidence that our strategy is working. We’ve radically transformed our company, realizing material operating margin improvements, while fueling investments in key growth areas of our business. We are well-positioned to capture market share at structurally higher operating margin in the years to come, creating significant value for all our stakeholders.”

Joanne
Crevoiserat,
CEO

Acceleration Program 1Q highlights



Recruited over **1.6 MILLION NEW CUSTOMERS** across channels in North America, representing an increase of more than 20% versus prior year, with growth in stores and online



Drove **HIGHER REPEAT TRANSACTIONS** and continued to **REACTIVATE LAPSED CUSTOMERS ACROSS BRANDS** through a sharpened focus on the consumer



Realized **LOW DOUBLE-DIGIT REVENUE GAINS** with Chinese consumers globally compared to pre-pandemic levels, representing a sequential improvement from the prior quarter



INCREASED GLOBAL AUR ACROSS COACH, KATE SPADE AND STUART WEITZMAN, reflecting strong brand momentum and successful structural changes to lessen promotional activity and improve assortment productivity



ADVANCED DIGITAL CAPABILITIES through significant investments in the channel, including in talent, to **IMPROVE THE CUSTOMER EXPERIENCE AND DRIVE CONVERSION**, resulting in a sequential acceleration in revenue trends on a two-year basis

This presentation contains certain “forward-looking statements” based on management’s current expectations. Forward-looking statements include, but are not limited to statements which can be identified by the use of forward-looking terminology such as “may,” “will,” “can,” “should,” “expect,” “intend,” “estimate,” “continue,” “project,” “guidance,” “forecast,” “outlook,” “anticipate,” “moving,” “leveraging,” “capitalizing,” “developing,” “drive,” “targeting,” “assume,” “plan,” “build,” “pursue,” “maintain,” “on track,” “well positioned to,” “look forward to,” “to acquire,” “achieve,” “focus,” “strategic vision,” “growth opportunities,” “Acceleration Program,” “we are accelerating” or comparable terms, and similar or other references to future periods. Statements herein regarding our business and growth strategies; our plans, objectives, goals, beliefs, future events, business conditions, results of operations and financial position; and our business outlook and business trends are forward-looking statements.

Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements due to a number of important factors. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following:

- the impact of the Covid-19 pandemic, including impacts on our supply chain due to temporary closures of our manufacturing partners and shipping and fulfillment constraints;
- the ability to control costs and successfully execute our growth strategies and our Acceleration Program;
- the impact of economic conditions;
- the ability to anticipate consumer preferences and retain the value of our brands, including our ability to execute on our e-commerce and digital strategies;
- the risks associated with operating in international markets and global sourcing activities;
- the ability to achieve intended benefits, cost savings and synergies from acquisitions;
- the risk of cybersecurity threats and privacy or data security breaches;
- the impact of pending and potential future legal proceedings; and,
- the impact of legislation.

Please refer to the Company’s latest Annual Report on Form 10-K, Quarterly Report on Form 10-Q and its other filings with the Securities and Exchange Commission for a complete list of risks and important factors.

We assume no obligation to revise or update any such forward-looking statements for any reason, except as required by law.

The Company reports information in accordance with U.S. Generally Accepted Accounting Principles (“GAAP”). The Company’s management does not, nor does it suggest that investors should, consider non-GAAP financial measures in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. Further, the non-GAAP measures utilized by the Company may be unique to the Company, as they may be different from non-GAAP measures used by other companies. The financial information presented has been presented both including and excluding the effect of certain items impacting comparability related to the Acceleration Program in the first quarter of fiscal 2022 and fiscal 2021 and the CARES Act Tax Impact in fiscal 2021.

Management utilizes these non-GAAP measures to conduct and evaluate its business during its regular review of operating results for the periods affected and to make decisions about Company resources and performance. The Company believes presenting these non-GAAP measures, which exclude items that are not comparable from period to period, is useful to investors and others in evaluating the Company’s ongoing operating and financial results in a manner that is consistent with management’s evaluation of business performance and understanding how such results compare with the Company’s historical performance.