



SAFE HARBOR STATEMENT

Forward Looking Statements

This presentation contains or may contain forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to statements relating to the Company's strategic initiatives and adjusted net income per diluted share. Forward-looking statements typically are identified by use of terms such as "may," "will," "should," "plan," "project," "expect," "anticipate," "estimate" and similar words, although some forward-looking statements are expressed differently. These forward-looking statements are based upon the Company's current expectations and assumptions and are subject to various risks and uncertainties that could cause actual results and performance to differ materially. Some of these risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, including in the "Risk Factors" section of its annual report on Form 10-K for the fiscal year ended January 30, 2021. Included among the risks and uncertainties that could cause actual results and performance to differ materially are the risk that the Company will be unsuccessful in gauging fashion trends and changing consumer preferences, the risks resulting from the highly competitive nature of the Company's business and its dependence on consumer spending patterns, which may be affected by changes in economic conditions, the risks related to the COVID-19 pandemic, including the impact of the COVID-19 pandemic on our business or the economy in general (including decreased customer traffic, schools adopting remote and hybrid learning models, closures of businesses and other activities causing decreased demand for our products and negative impacts on our customers' spending patterns due to decreased income or actual or perceived wealth, and the impact of the CARES Act and other legislation related to the COVID-19 pandemic, and any changes to the CARES Act or such other legislation), the risk that the Company's strategic initiatives to increase sales and margin are delayed or do not result in anticipated improvements, the risk of delays, interruptions and disruptions in the Company's global supply chain, including resulting from COVID-19 or other disease outbreaks, or foreign sources of supply in less developed countries, more politically unstable countries, or countries where vendors fail to comply with industry standards or ethical business practices, including the use of forced, indentured or child labor; the risk that the cost of raw materials or energy prices will increase beyond current expectations or that the Company is unable to offset cost increases through value engineering or price increases, various types of litigation, including class action litigations brought under consumer protection, employment, and privacy and information security laws and regulations, the imposition of regulations affecting the importation of foreign-produced merchandise, including duties and tariffs, and the uncertainty of weather patterns. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date they were made. The Company undertakes no obligation to release publicly any revisions to these forward-looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

COMPANY OVERVIEW

About Our Business

- **#1 pure play** children's specialty apparel retailer in North America, offering apparel, footwear, and accessories for children sizes 0-18
- Strength of design, merchandising, and sourcing teams produces a superior product offering
- Experienced and talented management team, with an average tenure of over seven years, focused on execution and operational excellence
- Strong brand awareness and market share leader in specialty apparel children's retail

Size and Scale of Our Operations¹

708 stores in the United States, Canada and Puerto Rico

Growing e-commerce presence in the U.S. and Canada representing approximately **53%**

of sales in fiscal 2020 and approximately **43%** of sales for year-to-date fiscal 2021

208 international points of distribution in **17** countries



¹ As of July 31, 2021

INVESTMENT HIGHLIGHTS

Realizing the benefits of a multi-year business transformation strategy

How We Serve Our Customer

- Consistently **deliver trend-right product** with an **attractive value proposition** leveraging **deep knowledge** of core customer behavior
- Areas of focus: 1) **customer insights**, 2) **customer strategy** and 3) **digital delivery**, including optimizing our omni-channel capabilities and scaling our digital platform
- Focus on **continuing to acquire and retain omni-channel customers** through our leading digital customer experience
- Drive **customer engagement**, **revenue**, and **profitability** through **high participation rate** in loyalty program and private label credit card program

Store Portfolio

- Accelerated fleet optimization initiatives – as of July 31, 2021 **closed 491 stores since 2013**, and approximately **81 additional store closures** targeted in fiscal 2021
- After these closures, we are planning for **a steady state annual digital penetration of approximately 50%** and expect approximately **75%** of our total revenues to be generated **outside of our mall stores** in fiscal 2022



STRATEGIC INITIATIVES: THE PATH AHEAD

The pandemic has accelerated our long-standing transformation strategy by approximately five years with respect to digital transformation and fleet optimization

1

OUR #1 PRIORITY REMAINS SUPERIOR PRODUCT

- Our market share position, consistent styling, and strong value proposition give us confidence that our brand will thrive in all economic environments

2

SCALING DIGITAL TRANSFORMATION

- Supported by accelerated investments from fiscal 2017 to 2020, we achieved one of the highest digital penetrations in the retail industry at 53% of revenue for fiscal 2020, delivering our long-term steady state annual digital penetration goal of 50%
- We are implementing key initiatives to scale and optimize our infrastructure to support increased digital traffic given the continued rapid shift in our customers' shopping patterns to online shopping, a shift that has been accelerated by the COVID-19 pandemic

3

ACCELERATING FLEET OPTIMIZATION

- A decade-long strategic focus to achieve optimum flexibility in our lease terms is enabling us to significantly and strategically accelerate store closures without financial penalty to address the accelerated consolidation of the brick and mortar channel accelerated by the pandemic
- The Company ended the quarter with 708 stores and square footage of 3.4 million, a decrease of 13.7% compared to the prior year
- This initiative is greatly reducing our reliance on our brick and mortar channel and we expect our mall-based store portfolio to represent less than 25% of revenue entering fiscal 2022

SUPERIOR PRODUCT

Highly talented design, merchandising, and sourcing teams are core strengths, delivering a superior product offering

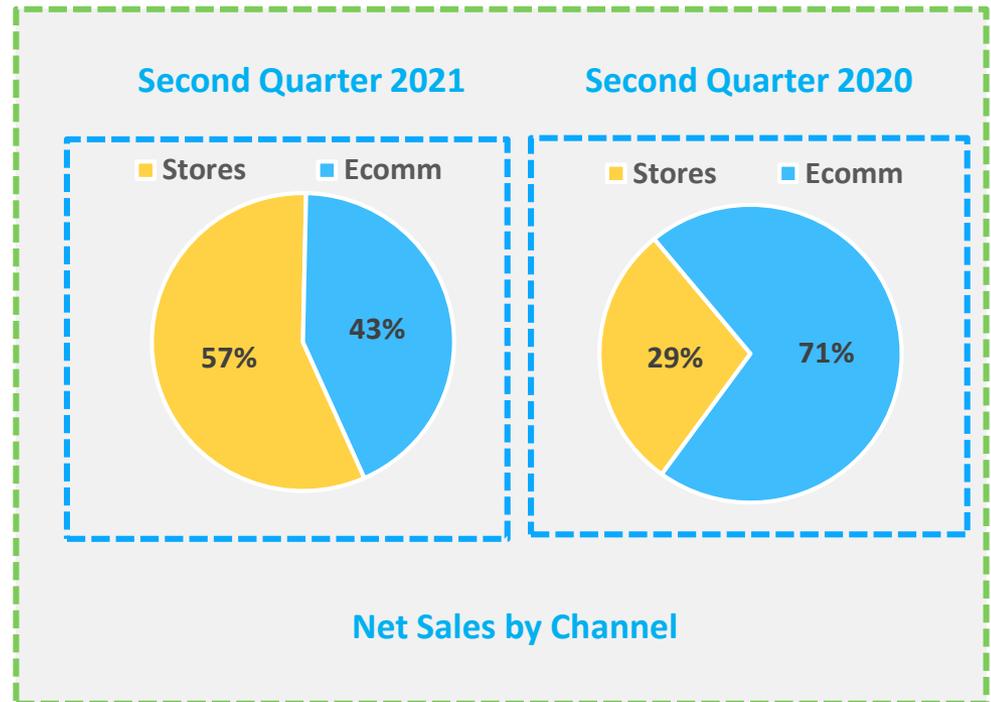
- Consistently strong customer response to differentiated product offering in all economic environments
- Trend-right and age-appropriate assortments
- Better able to service our customer by being in stock in key styles and sizes
- Balancing fashion and fashion basics with more frequent, wear now deliveries
- Relaunched the iconic Gymboree brand in February 2020 to better serve the needs of moms looking for elevated, playful collections for “bow-to-toe” outfitting



DIGITAL TRANSFORMATION

Our long-standing digital transformation strategy enabled us to quickly and effectively address the impacts of the COVID-19 pandemic

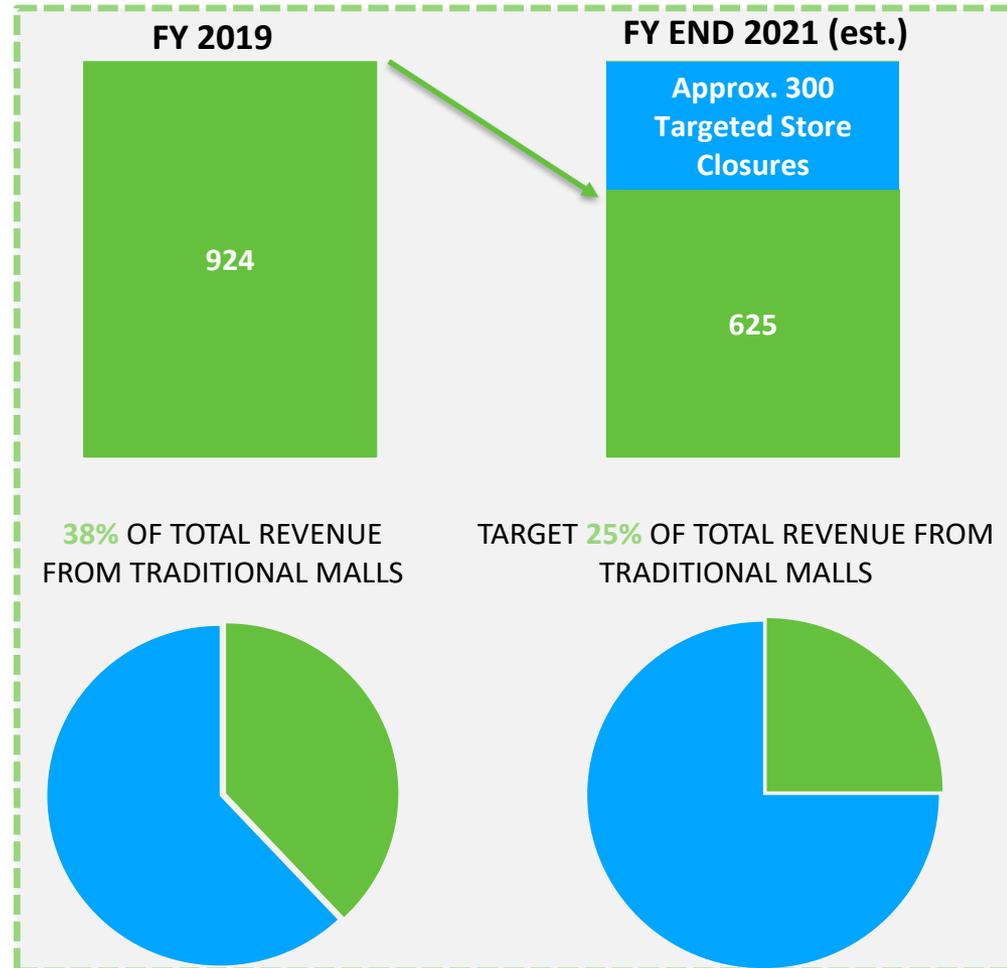
- The pre-existing conditions in our industry – **the shift to online shopping and the consolidation of brick and mortar stores** – have been in place for some time
- The continued impact of COVID-19 has **resulted in further acceleration of the shift to digital**, putting pressure on the already-stressed brick and mortar channel, **resulting in accelerated store closures**
- **The strategic decision to invest \$50M in 2017-2019 to accelerate our digital transformation** and build from scratch our omni-channel capabilities provided us with the platform and infrastructure **to operate at a high level during the pandemic** with the ability to handle the surge in digital demand and order fulfillment



STORE FLEET OPTIMIZATION

Our strong transfer rate for permanently closed stores reinforces our decision to close 300 stores in 2020 and 2021

- Our sales transfer rate increased from 20% in fiscal 2019 to approximately **30%** in fiscal 2020 and has remained at that level in fiscal 2021
- **271 store closures** from 2013 to 2019, **220 additional stores** since the onset of the pandemic, including **42** in the first half of fiscal 2021, and targeting approximately **81 additional closures** in the remainder of fiscal 2021
- Average lease term of less than **2 years**
- Lease flexibility gave us the opportunity to strategically **secure rent abatements for 2020 and rent reductions** going forward



SECOND QUARTER ADJUSTED 2021 RESULTS

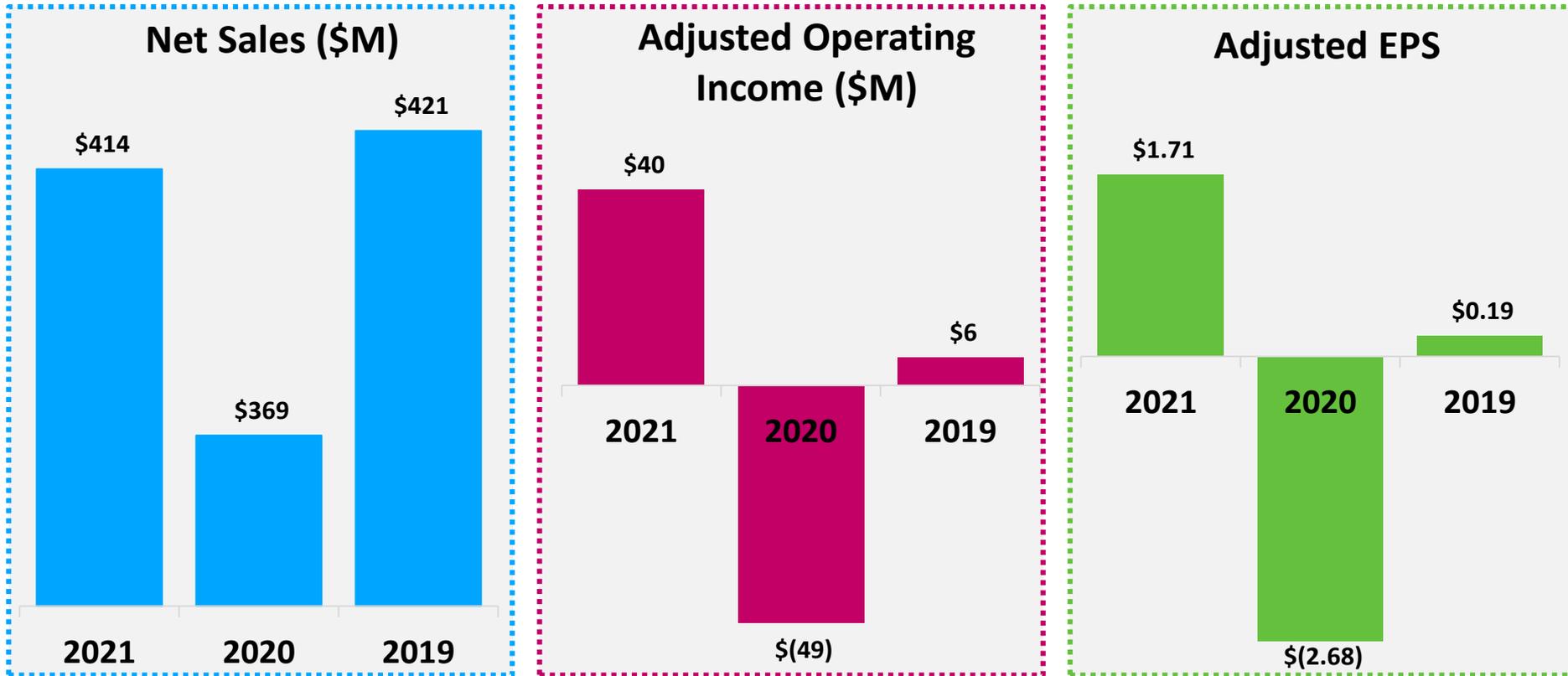
Our operating results reflect adjusted gross margin, operating margin, and EPS all at record levels. Our record results were primarily driven by significantly higher merchandise margins in both our digital and stores channels as a result of strategic pricing and promotional changes, lower occupancy expenses, and leverage of fixed expenses resulting from the increase in net sales. Comparable retail sales were 14.1% for the quarter.

| <u>Adjusted Results</u> | <u>Q2 2021*</u> | | <u>Q2 2020*</u> | | <u>B/(W)</u> |
|-------------------------|-----------------|----------------|-----------------|----------------|---------------|
| | <u>\$</u> | <u>% Sales</u> | <u>\$</u> | <u>% Sales</u> | |
| Net Sales | \$413.9 | | \$368.9 | | 12.2% |
| Gross Profit | 168.1 | 40.6% | 69.8 | 18.9% | 2,168 Bps |
| SG&A | 114.1 | 27.6% | 103.5 | 28.1% | 48 Bps |
| Depreciation | <u>13.9</u> | <u>3.3%</u> | <u>15.5</u> | <u>4.2%</u> | <u>86 Bps</u> |
| Op Income | 40.1 | 9.7% | (49.2) | (13.3%) | 2,302 Bps |
| Income Tax | <u>9.7</u> | <u>27.3%</u> | <u>(12.5)</u> | <u>24.2%</u> | |
| Net Income | 25.7 | 6.2% | (39.3) | (10.6%) | 1,687 Bps |
| Shares | 15.1 | | 14.6 | | |
| EPS | \$1.71 | | (\$2.68) | | |

*Adjusted measures are non-GAAP and exclude expenses and income which we believe are not indicative of the performance of the core business. A reconciliation of GAAP and non-GAAP measures is provided in the Company's earnings releases which are available at <http://investor.childrensplace.com>.

** Our comparable retail sales do not exclude any temporarily closed stores, impacted by the COVID-19 pandemic. Please refer to the Company's Quarterly Report on Form 10Q for the first quarter ended May 1, 2021 filed with the U.S. Securities and Exchange Commission for additional details.

SECOND QUARTER 2021 RESULTS



- **Net Sales** decreased slightly versus our pre-COVID Q2 2019 net sales, despite having 265, or 28%, fewer stores, a 10% reduction in mall operating hours, and half of our Canadian stores closed for two thirds of the quarter.
- **Adjusted Operating Income** was driven by significant double-digit increases in AUR and ADS, as well as lower occupancy expenses.
- **Adjusted EPS** was \$1.71, an increase of \$4.39, over the comparable quarter last year.

FIRST HALF ADJUSTED 2021 RESULTS

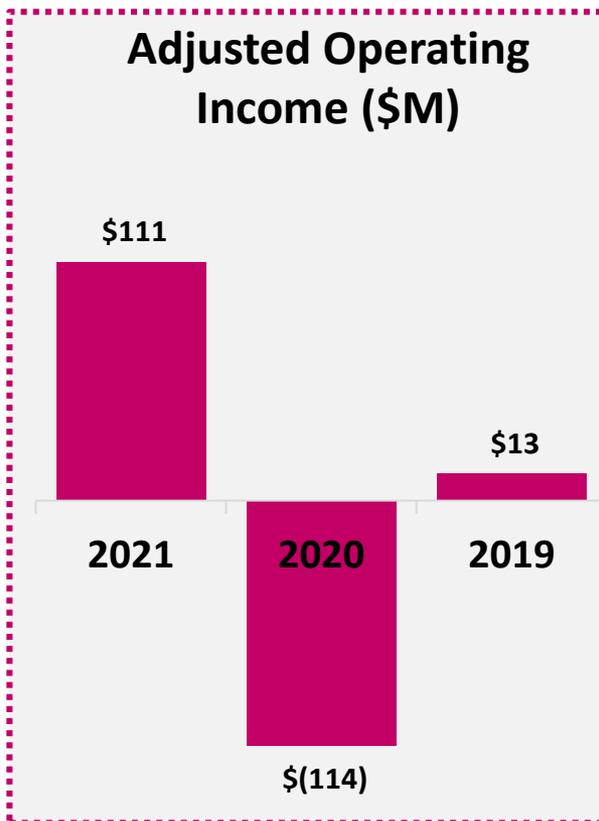
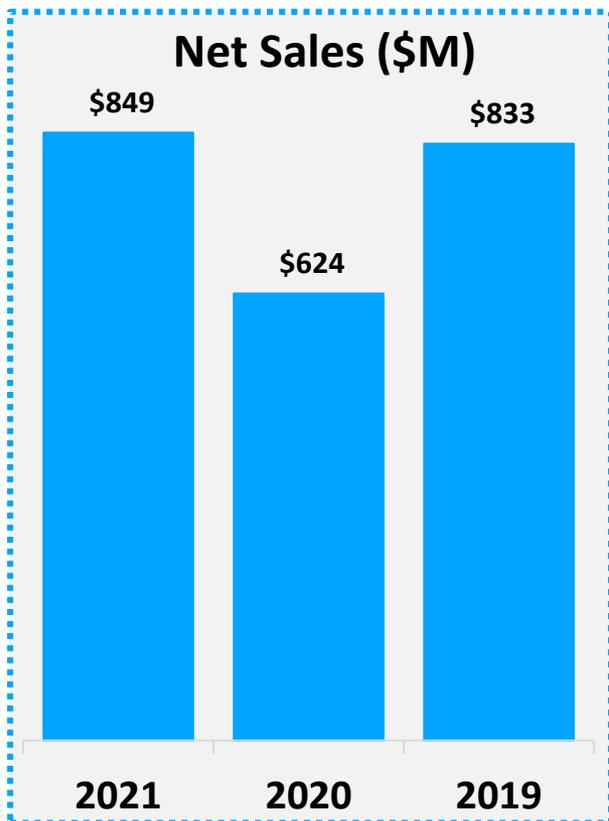
Our operating results reflect adjusted gross margin, operating margin, and EPS all at record levels. Our record results were primarily driven by significantly higher merchandise margins in both our digital and stores channels, lower occupancy expenses, and leverage of fixed expenses resulting from the increase in net sales. Comparable retail sales were 41.3% for the first half.

| <u>Adjusted Results</u> | <u>H1</u> <u>2021*</u> | <u>% Sales</u> | <u>H1</u> <u>2020*</u> | <u>% Sales</u> | <u>B/(W)</u> |
|-------------------------|---------------------------|----------------|---------------------------|----------------|----------------|
| Net Sales | \$849.3 | | \$624.1 | | 36.1% |
| Gross Profit | 357.3 | 42.1% | 115.1 | 18.4% | 2,362 Bps |
| SG&A | 218.3 | 25.7% | 195.9 | 31.4% | 570 Bps |
| Depreciation | <u>28.2</u> | <u>3.3%</u> | <u>33.3</u> | <u>5.3%</u> | <u>201 Bps</u> |
| Op Income | 110.8 | 13.1% | (114.1) | (18.3%) | 3,133 Bps |
| Income Tax | <u>27.3</u> | <u>26.8%</u> | <u>(30.6)</u> | <u>25.8%</u> | |
| Net Income | 74.5 | 8.8% | (88.0) | (14.1%) | 2,287 Bps |
| Shares | 15.0 | | 14.6 | | |
| EPS | \$4.95 | | (\$6.02) | | |

*Adjusted measures are non-GAAP and exclude expenses and income which we believe are not indicative of the performance of the core business. A reconciliation of GAAP and non-GAAP measures is provided in the Company's earnings releases which are available at <http://investor.childrensplace.com>.

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FIRST HALF 2021 RESULTS



- **Net Sales** increased versus our pre-COVID Q2 2019 net sales, despite having significantly fewer stores, a reduction in mall operating hours, and half of our Canadian stores closed for the majority of the first half. Our net sales were positively impacted by the unprecedented level of stimulus and enhanced child tax credit payments to our customers resulting from the government pandemic relief legislation.
- **Adjusted Operating Income** was driven by significantly higher merchandise margin in both our digital and stores channels, as well as lower occupancy expenses.
- **Adjusted EPS** was \$4.95, an increase of \$10.97, over the comparable period last year.

BALANCE SHEET AND CASH FLOW

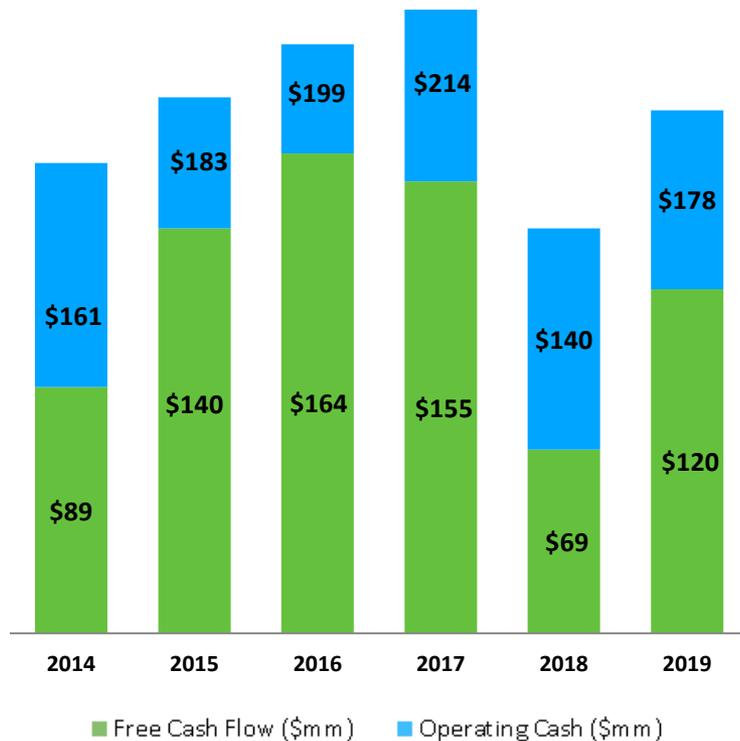
| BALANCE SHEET | Q2 2021 | Q2 2020 |
|---------------------|------------|------------|
| Cash & ST Invest | \$64 | \$36 |
| Accounts Receivable | 39 | 30 |
| Inventory | 461 | 381 |
| Revolver | 200 | 251 |
| Accounts Payable | 228 | 279 |
| Term Loan | 78 | 0 |

| CASH FLOW | Q2 2021 | Q2 2020 |
|----------------------|------------|------------|
| Operating Cash Flow | \$13 | (\$43) |
| Capital Expenditures | (7) | (9) |
| Free Cash Flow | \$6 | (\$52) |

- Delivered third consecutive quarter of **profitability** since the onset of the COVID-19 pandemic
- Cash and short term investments of **\$64 million** versus \$36 million last year with **\$200 million** outstanding on our Revolver, compared to \$251 million outstanding last year
- Inventory increased 21%. The increase is primarily due to the higher levels of back-to-school inventory
- Generated **\$13 million** in operating cash flow versus a use of \$43 million last year

CAPITAL ALLOCATION

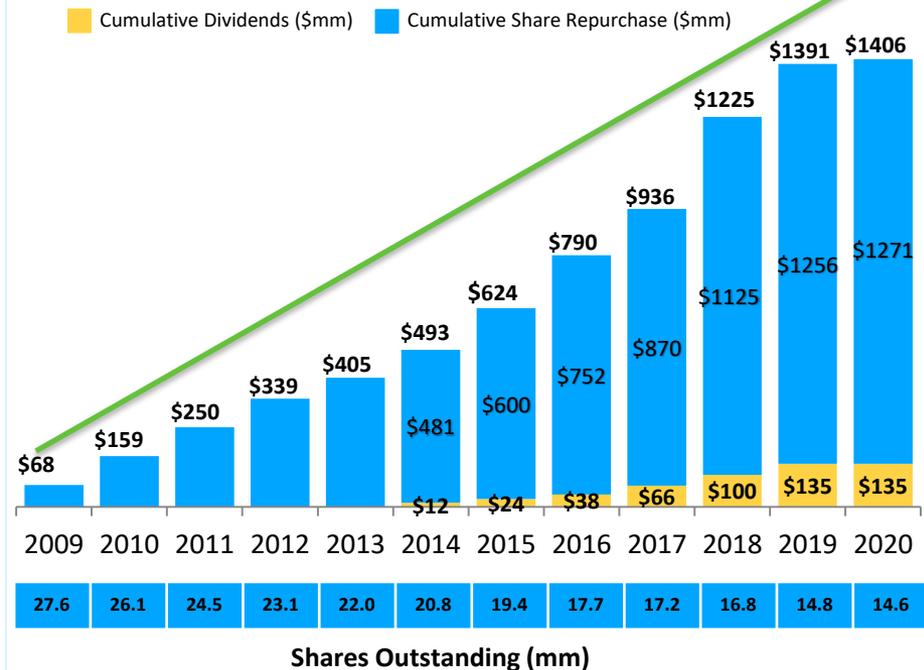
A historically strong cash flow and liquidity profile



2020 operating and free cash flows adversely impacted by the COVID-19 pandemic

Consistent track record of returning excess cash to shareholders

- Temporarily suspended payment of dividends and share repurchase program as a result of COVID-19 pandemic in Q1 2020.
- Repurchased **\$11 million** during the quarter, leaving us with **\$80 million** outstanding on our current authorization.
- We expect that our operating cash flows will provide us the opportunity to continue to return capital to our shareholders throughout the back half of fiscal 2021.



2021 SECOND HALF OUTLOOK

Opportunities

- Fewer and more profitable stores
- Enhanced child tax credit payments
- Increased investment in brand marketing
- Launched new Amazon store front
- AfterPay partnership

Risks

- COVID Delta variant
- Inflation, including costs of raw materials and labor
- Late deliveries and factory delays
- Higher inbound transportation costs and capacity constraints



BACK-TO-SCHOOL MARKETING



BACK-TO-SCHOOL \$1M DOLLAR GIVEAWAY

Celebrate students' return to the classroom by giving away \$1,000 to 1,000 winners - \$1,000,000 total - and a \$1,000,000 back-to-school product donation to non-profit organization, Baby2Baby!

The Drew Barrymore Show partnered with the Brand to help spread awareness about the Company's charitable efforts. **Celebrity Ambassadors, Drew Barrymore and Hilary Duff** supported this message across their social channels.

| | | |
|--|-----------------------------------|-----------------------------------|
| 140M+ Earned Media Impressions | 45M+ Social Impressions | 100% Positive Sentiment |
|--|-----------------------------------|-----------------------------------|

"I'm even more happy to keep shopping here. Thank you for supporting families"



HALLOWEEN SHOP

- Launched our 2021 Halloween Shop featuring **over 15 Influencer Families**.
- Highest engaged social content to date.



GYMBOREE | BACK-TO-SCHOOL



GYMBOREE BACK-TO-SCHOOL FOLLOW YOUR ART CONTEST



Children inspire everything we do. Now is their chance to help create one of our future collections + win \$10,000!

HOW TO ENTER?
Ask your little one to create a mood board inspired by a theme they'd love to wear, then submit it!



WHAT'S THE PRIZE?
Five lucky winners will receive \$10,000 to use towards their education + we'll be featuring their ideas in future Gymboree collections!

ENTER NOW

NO PURCHASE NECESSARY. Legal residents of the 50 U.S. (D.C.), who are at least age majority in their state of residence. See Rules for all entry requirements and details at <http://gymboree.com/us/content/followyourartcontest>. 5 \$10,000 prizes. Void where prohibited.

- Launched the 'Follow Your Art' Contest that promotes **creativity, individuality, and imagination** from our superfan kids.
 - The contest, which launched on July 6th, will run through September 7th and five (5) lucky winners will win **\$10,000 each, plus, their art submission will help create one of the Company's future 2022 collections!**
 - We've received **hundreds of submissions** to-date, and continue to see positive sentiment across our social channels.
- "Awwww, wish adults could do this!"*
- "Kilemal Forme Your daughter should enter! She is an artist!"*

AMAZON BACK-TO-SCHOOL

Continued expansion of our partnership with Amazon, including a new store front launch and investments in brand marketing. Planning for continued momentum through the back half of 2021 and beyond

The Children's Place website homepage features a navigation bar with categories: HOME, UNIFORM PLACE, PALMAMAS, MULTIPACKS, DENIM SHOP, GIRL, BOY, TODDLER GIRL, TODDLER BOY, BABY GIRL, and HOME. The main content area includes several promotional banners:

- THE UNIFORM PLACE:** MULTIPACKS & MORE FOR EASY SCHOOL SHOPPING! (with images of children in school uniforms)
- SWEET DREAMS:** Get ready for bed in one, two, zzzzz! (with images of children in pajamas)
- MULTIPACKS:** Stock up on their favorite comfy essentials! (with images of clothing items)
- DENIM FOR DAYS:** Make Monday's 9L every month & every week! (with image of a child in denim)
- GIRL:** Promotional banner for girls' clothing.
- BOY:** Promotional banner for boys' clothing.
- TODDLER GIRL:** Promotional banner for toddler girls' clothing.
- TODDLER BOY:** Promotional banner for toddler boys' clothing.
- BABY GIRL:** Promotional banner for baby girls' clothing.
- BABY BOY:** Promotional banner for baby boys' clothing.

THE UNIFORM PLACE
MULTIPACKS & MORE FOR EASY SCHOOL SHOPPING!

The banner features a grid of images showing children in various school uniforms and clothing items, with labels for GIRL, BOY, TODDLER GIRL, and TODDLER BOY.

AFTERPAY LAUNCH

Buy now. Pay later!
afterpay

SCHOOL IS BACK!
STOCK UP ON EVERYTHING YOU NEED!
 From fun FIRST-DAY LOOKS to UNIFORM ESSENTIALS, SHOP BACK-TO-SCHOOL looks you'll love, all with Afterpay!

HOW DOES IT WORK? IT'S EASY!
 Choose **afterpay** at checkout, then pay in 4 interest-free** payments every two weeks.

SHOP NOW

HAPPY SCHOOL SHOPPING!

Strong performance launch to date with:

- Double-digit penetration
- 50% increase in ADS over other tenders
- 100% Positive sentiment from customers

BUY NOW, PAY LATER!
afterpay

NEW FALL COLLECTIONS ARE HERE!

afterpay How it Works For Retailers Refer a Friend

Search brands, products and stores **Login Sign Up**

All Categories Top Deals Back-to-School New & Now Shop Small Biz Black Owned Businesses Most Popular Now in Stores

All Categories ▾ Kids

In-Store

Up to 60% off

The Children's Place PLACE

In-Store

Gymboree GYMBOREE

Old Navy

In-Store

Crocs crocs

Carter's carter's

ESG



Environment

We seek to positively impact the regions and environments affected by our business

| | |
|---|--|
| <p>GROW</p> <p>Use of more sustainable materials throughout our business</p> | <p>INITIATIVES</p> <ul style="list-style-type: none"> ✓ Transitioning from conventional to responsibly sourced fibers, such as Better Cotton. ✓ Moving to more sustainable inks, paints and finishes of product components, such as hardware and trims. ✓ Increasing the use of recycled paper sources in our product ticketing, labeling and packaging. |
| <p>REDUCE</p> <p>Water, chemicals and energy use across our value chain</p> | <p>INITIATIVES</p> <ul style="list-style-type: none"> ✓ Reducing energy use and associated greenhouse gas emissions in TCP's operations and global supply chain. ✓ Reducing water and chemical usage in the third party factories' processes used to make our product. <p>GOALS</p> <ul style="list-style-type: none"> ✓ We have set new fiscal 2023 water and chemical goals for vendors operating our top 20 denim and woven bottoms factories: 25% water reduction in manufacturing and washing operations and Higg FEM Level 1 sustainability rating in management systems for chemicals. |
| <p>DIVERT</p> <p>The amount of our waste sent to landfill</p> | <p>INITIATIVES</p> <ul style="list-style-type: none"> ✓ Analyzing the total amount of materials currently disposed of and recovered across our offices, retail stores and distribution center to set a waste stream baseline. ✓ Increasing the use of recycled packaging materials in our packaging. <p>HIGHLIGHT</p> <ul style="list-style-type: none"> ✓ Waste is a new initiative for the Company. In Q2, 2021, we completed an assessment of our waste diversion activities across our operations. |

Social

We invest in our associates, support the well-being of the people who make our product and give back through philanthropic activities

| | |
|---|--|
| <p>COMPLY</p> <p>Promote safe and fair work conditions in the supply chain</p> | <p>INITIATIVES</p> <ul style="list-style-type: none"> ✓ Promoting safe, healthy and legally compliant workplaces through monitoring and remediation. ✓ Being a positive force in seeking to prevent gender-based violence and harassment (GBVH) and forced labor practices. <p>HIGHLIGHT</p> <ul style="list-style-type: none"> ✓ In FY Q1 2021, we published our first comprehensive Human Rights Policy, which outlines our commitment to respect human rights in our community and our supply chain, and the ways in which we turn that commitment into action. |
| <p>DEVELOP</p> <p>Sponsorship of worker well-being programs at our third-party factories</p> | <p>INITIATIVES</p> <ul style="list-style-type: none"> ✓ Developing worker “soft” skills through personal development programs. ✓ Supporting worker gender equity through job growth opportunities within the workplace and industry. ✓ Promoting opportunities that drive community health, nutrition and other well-being projects. <p>GOALS</p> <ul style="list-style-type: none"> ✓ Since the launch of our initial worker well-being program in 2015, we estimate that The Children’s Place and its participating vendors have reached approximately 70,000 workers and by the end of fiscal 2023 we have a goal to sponsor the implementation of ongoing and recurring third-party worker well-being programs with our top 25 global vendors. |
| <p>GIVE</p> <p>Support children and families in need</p> | <p>INITIATIVES</p> <ul style="list-style-type: none"> ✓ Donating The Children’s Place product to non-profit organizations within North America. ✓ Encouraging our associates to give back to causes they are passionate about. ✓ Sponsoring impactful programs benefiting children, both locally and nationwide. <p>HIGHLIGHT</p> <ul style="list-style-type: none"> ✓ Over the last three years, the Company has donated new children’s clothing with a retail value of over \$60 million to its corporate charitable partners. |



Better Cotton Initiative

We are committed to growing the use of more sustainable materials throughout our business

- The Better Cotton Initiative aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.
- From February 1, 2020, to January 31, 2021, an estimated 1.9 billion gallons of water were saved thanks to our sourcing of Better Cotton.
- From February 1, 2020, to January 31, 2021, an estimated 10,000 lbs. of pesticides were avoided thanks to our sourcing of Better Cotton.
- Better Cotton is sourced via a system of Mass Balance.



'Murlidhar Furange, BCI Farmer from Maharashtra, India: *"In previous seasons it took four to five pesticide sprays to control pests, but with inclusion of sacrificial crops, my overall expenditure on pesticides has reduced substantially."*

By the end of fiscal 2025, The Children's Place has set a goal to achieve 75% responsible sourced cotton for the cotton fibers used in its apparel.

THANK YOU

