

**UR
BN**

URBAN OUTFITTERS INC.

SAFE HARBOR STATEMENT

The following discussions may include forward looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Please note that actual financial results of the Company for the periods being discussed may differ materially from the financial results projected or implied in the forward-looking statements. Additional information concerning factors that could cause actual financial results to differ materially from projected results is contained in the Company's Annual Report of Form 10K and in other documents filed by the Company with the Securities and Exchange Commission. The Company disclaims any intent or obligation to update forward looking statements.

OVERVIEW

THE BRANDS

HISTORICAL
PERFORMANCE

COMPANY GOALS

CURRENT AND FUTURE
INITIATIVES

THE
BRANDS

URBAN OUTFITTERS

ANTHROPOLOGIE

FREE PEOPLE

TERRAIN

LEIFSDOTTIR



THREE BRANDS ALL CHANNELS

1 . . . BRICK & MORTAR

2 . . . DIRECT TO CONSUMER

3 . . . WHOLESALE

STORE DIFFERENTIATION

BOUTIQUE-LIKE ENVIRONMENT

- **EACH STORE** is designed **INDEPENDENTLY**.
- **EACH STORE** has a **VISUAL TEAM** to keep the store **DIFFERENT**.

THIRD PARTY BRANDS
WITH OUR OWN BRANDS

HOME AND APARTMENT
PRODUCTS WITH APPAREL

BROAD & SHALLOW
RATHER THAN
NARROW & DEEP

STORE COUNT

SCARCITY = VALUE

YE JANUARY 31,	02	09	PROJECTED 10	FULL PENETRATION*
URBAN OUTFITTERS	49	125	141	200
URBAN EUROPE	3	17	21	50
ANTHROPOLOGIE	31	121	137	250
ANTHROPOLOGIE EUROPE	0	0	1	50
FREE PEOPLE	0	30	38	200
TERRAIN	0	1	1	50
TOTAL	80	294	338	800

*Estimate includes North American
and European markets only.

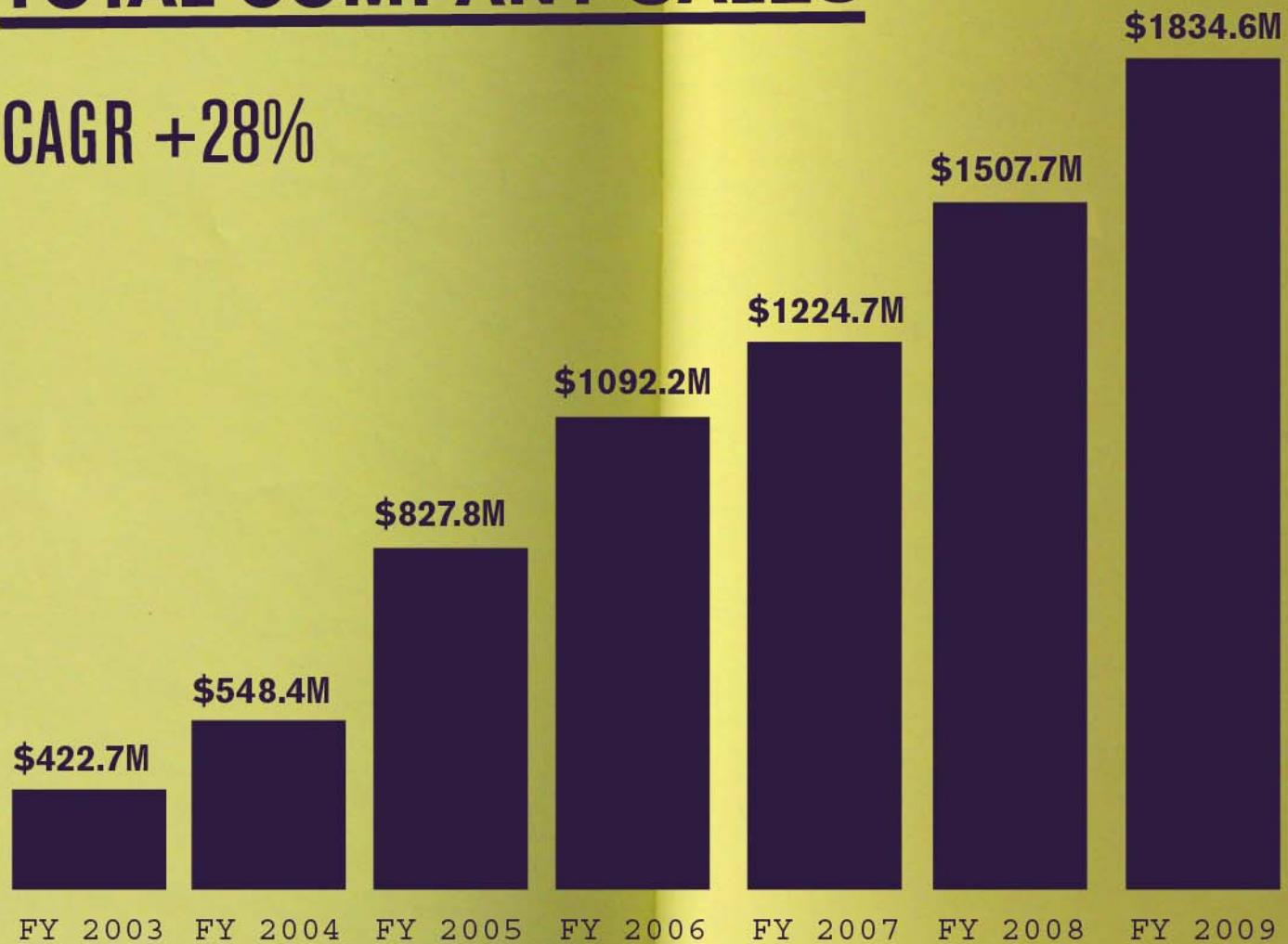
CAGR +21%

FY 2009
FULL YEAR

PERFORMANCE

TOTAL COMPANY SALES

CAGR +28%



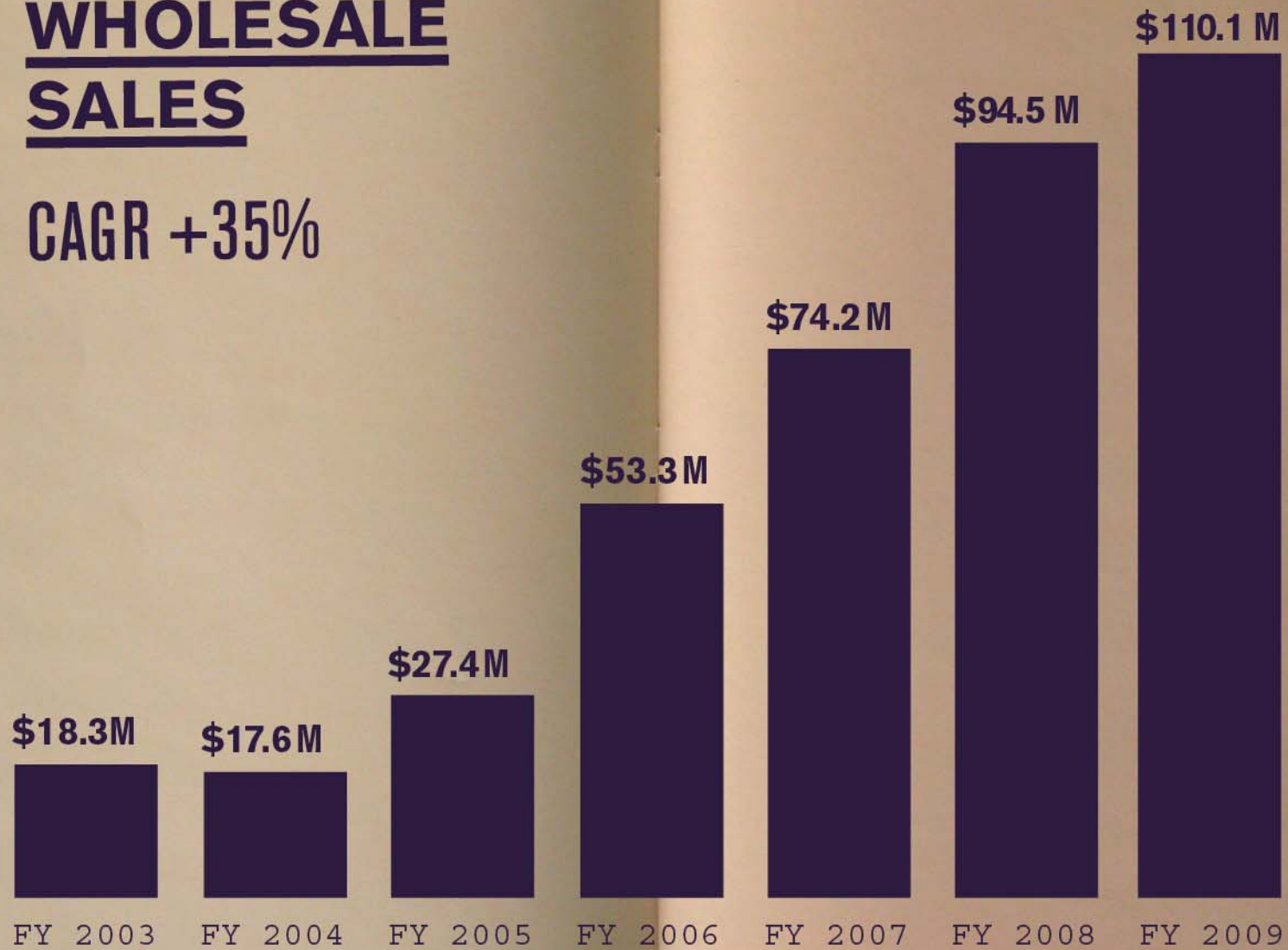
DIRECT-TO-CONSUMER SALES

CAGR +43%



WHOLESALE SALES

CAGR +35%



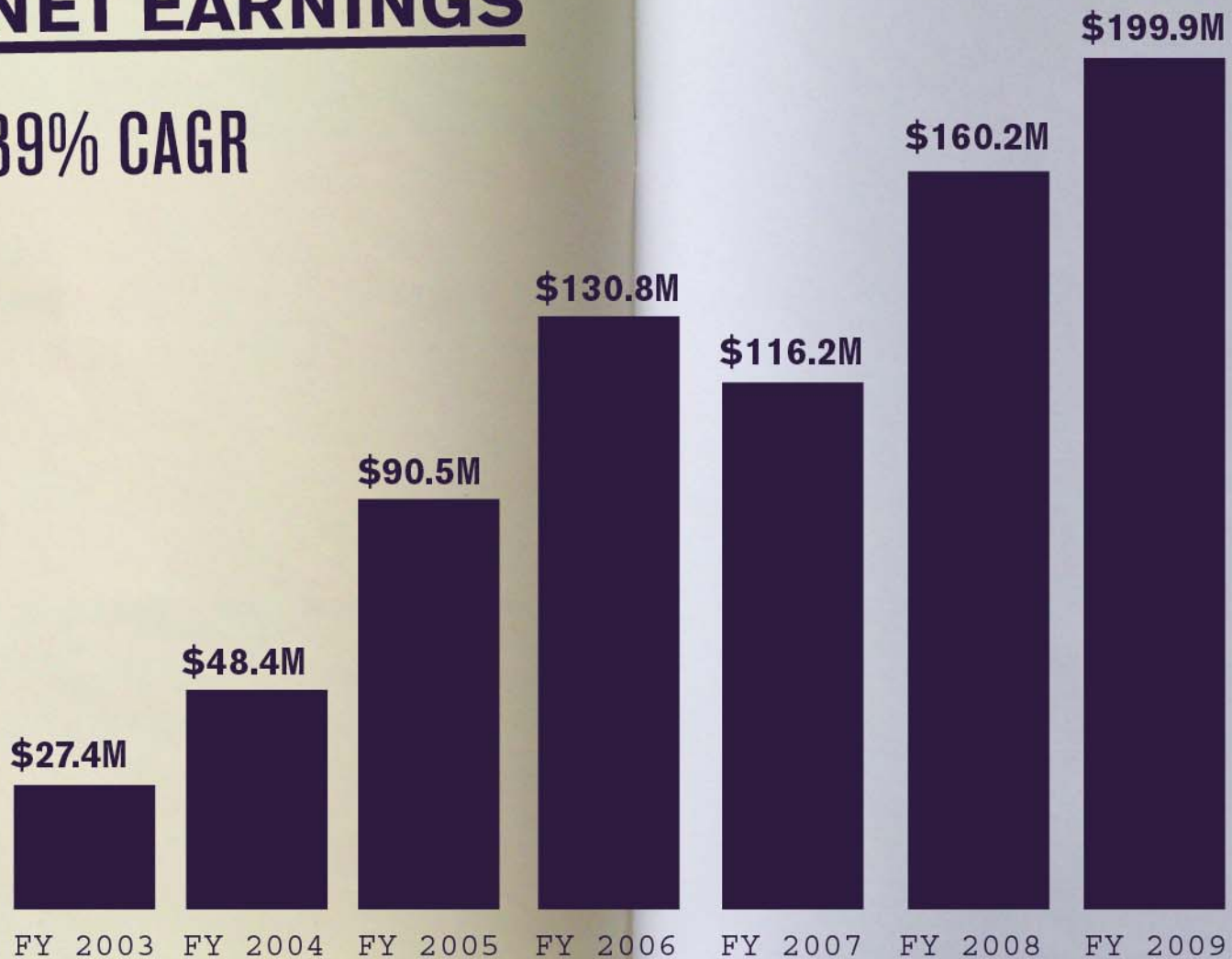
OPERATING MARGINS

% OF NET SALES



NET EARNINGS

39% CAGR



Q4
FY 2009
PERFORMANCE

Q4 FY 2009 PERFORMANCE

TOTAL
SALES . . . +9%

COMP
SALES . . . -1%

Q4 FY 2009
NEW STORES

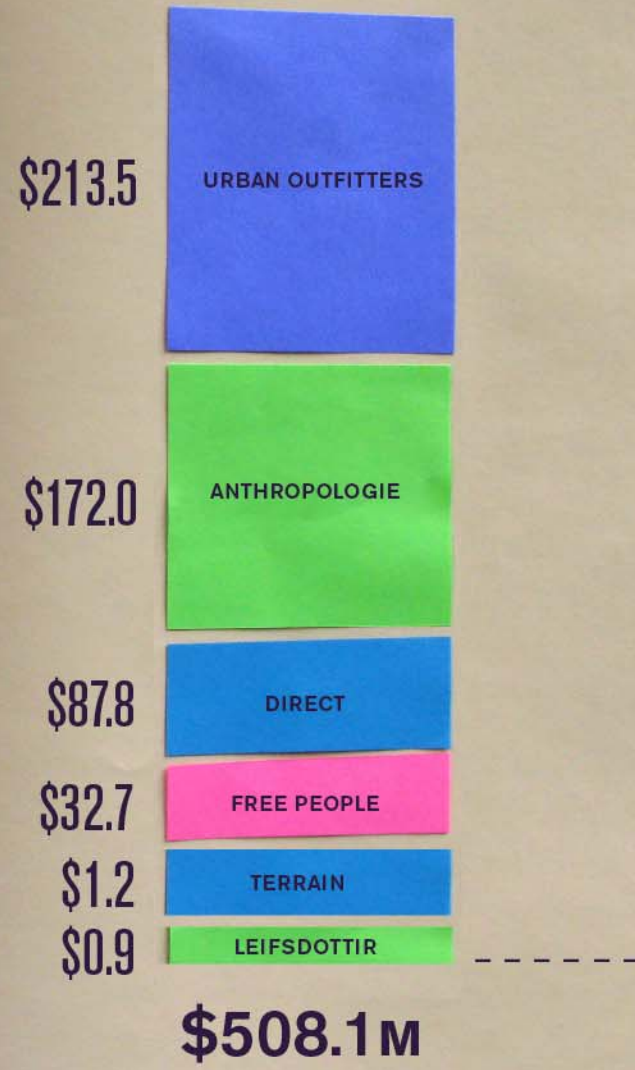
	OPENED
URBAN OUTFITTERS	2
ANTHROPOLOGIE	3
FREE PEOPLE	3
TERRAIN	0
TOTAL	8 NEW STORES

TOTAL COMPANY SALES Q4 FY 2009

FY 2008

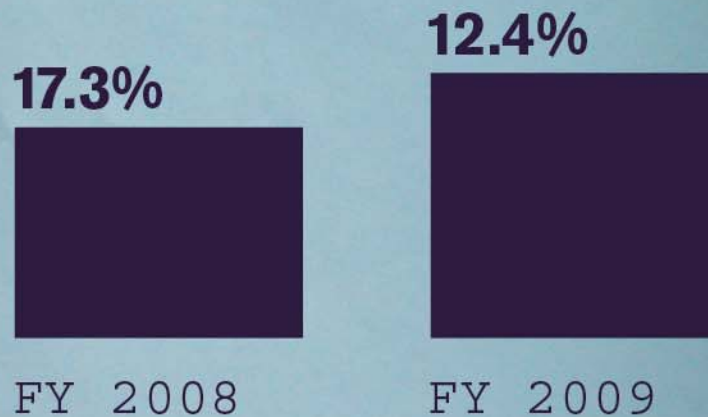


FY 2009



Q4 FY 2009
OPERATING
MARGINS

% OF NET SALES



Q3 FY 2009 NET EARNINGS

\$53.6M



FY 2008

\$41.1M



FY 2009

GOALS

LONG-TERM OBJECTIVES

- **GROW SALES, 20+%/YR**
- **GROW PROFIT FASTER
THAN SALES**
- **DELIVER 20+%
OPERATING MARGINS**

INITIATIVE:

GROW SALES THROUGH
EXISTING BUSINESSES

**OPEN NEW
STORES**

• 42-45 in FY 10

**DELIVER
POSITIVE
COMPS**

**GROW DIRECT
TO CONSUMER
BUSINESS**

**GROW
WHOLESALE
BUSINESS**

INITIATIVE:
GROW SALES THROUGH
NEW CONCEPTS

TERRAIN

- GARDEN CENTER
- FIRST STORE OPENED IN PA
APRIL 2008

LEIFSDOTTIR

- WHOLESALE BRAND
- 100 DOORS
- DEPT. STORES, BOUTIQUES,
ANTHROPOLOGIE
- POTENTIALLY A RETAIL CONCEPT

**OTHER NEW
CONCEPTS**

- PORTFOLIO OF NICHE BRANDS
- SELF FUNDED
- POTENTIAL SMALL ACQUISITION(S)

INITIATIVE:
OPERATING MARGINS

GROW INITIAL MARGINS

- CONCEPT TO MARKET
- INVEST IN DESIGN AND MERCHANT TALENT FOR OWN BRANDS

REDUCE MARKDOWNS

- CONCEPT TO MARKET
- SOLID INVENTORY MANAGEMENT

LEVERAGE OCCUPANCY

- CONTINUE TO CONTROL STORE FIT-OUT COSTS

LEVERAGE SG&A FOR FY10

- REACTION STARTED LAST SUMMER
- BUDGET LOWER SALES COMPS
- REDUCE LEVERAGE POINT FROM 4%

FUTURE INITIATIVES :

GROW SHARED SERVICE CAPACITY

TALENT

**CONCEPT
TO MARKET**

CRM + DATABASE

DC + FULFILLMENT

EUROPE

**REAL ESTATE +
DEVELOPMENT**

IT

COMPANY **STRENGTHS**

- **OPPORTUNITY FOR STORE GROWTH - NUMBER AND MULTIPLE VENUES**
- **OPPORTUNITY FOR MARGIN GROWTH**
- **STRONG BALANCE SHEET - \$521M IN CASH AT YEAR END WITH NO DEBT**
- **STRONG OPERATING MODEL - GENERATES EARNINGS AND CASH WITH SOFT SALES**
- **5 DIFFERENT CONCEPTS**
- **STRONG TEAM WITH UNIQUE HEADQUARTERS**
- **STRONG VENDOR PARTNERSHIP - MERCHANDISE AND OPERATIONS**

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