



URBAN OUTFITTERS, INC.

ANNUAL MEETING
of
SHAREHOLDERS

MAY 28, 2013

“THE FOLLOWING DISCUSSIONS MAY INCLUDE FORWARD-LOOKING STATEMENTS. PLEASE NOTE THAT THE ACTUAL RESULTS MAY DIFFER MATERIALLY FROM THOSE STATEMENTS. ADDITIONAL INFORMATION CONCERNING FACTORS THAT COULD CAUSE ACTUAL RESULTS TO DIFFER MATERIALLY FROM PROJECTED RESULTS IS CONTAINED IN THE COMPANY’S FILINGS WITH THE SECURITIES AND EXCHANGE COMMISSION.”

AGENDA

- Call To Order and Introductions
- New Business
- Business Review
- Closing and Adjournment

INTRODUCTIONS

CURRENT DIRECTORS

Edward N. Antoian

Scott A. Belair

Harry S. Cherken, Jr.

Joel S. Lawson III

Robert H. Strouse

Richard A. Hayne

INTRODUCTIONS

DIRECTORS FOR ELECTION:

Scott A. Belair

Robert H. Strouse

Margaret A. Hayne

INTRODUCTIONS

MEETING ASSISTANTS

Glen Bodzy

Company Secretary and Judge of Elections

Felix Orihuela

American Stock Transfer & Trust Company, LLC

Robert McNeill

Audit Partner, Deloitte & Touche, LLP

NEW BUSINESS

- Mailing and Notice of Presence and Quorum
- Election of Directors
- Re-approval of Performance Goals in 2008
Stock Incentive Plan
- Amendment of Amended and Restated
Articles of Incorporation
- Ratify: Appointment of Deloitte & Touche, LLP
- Shareholder Proposals

BUSINESS

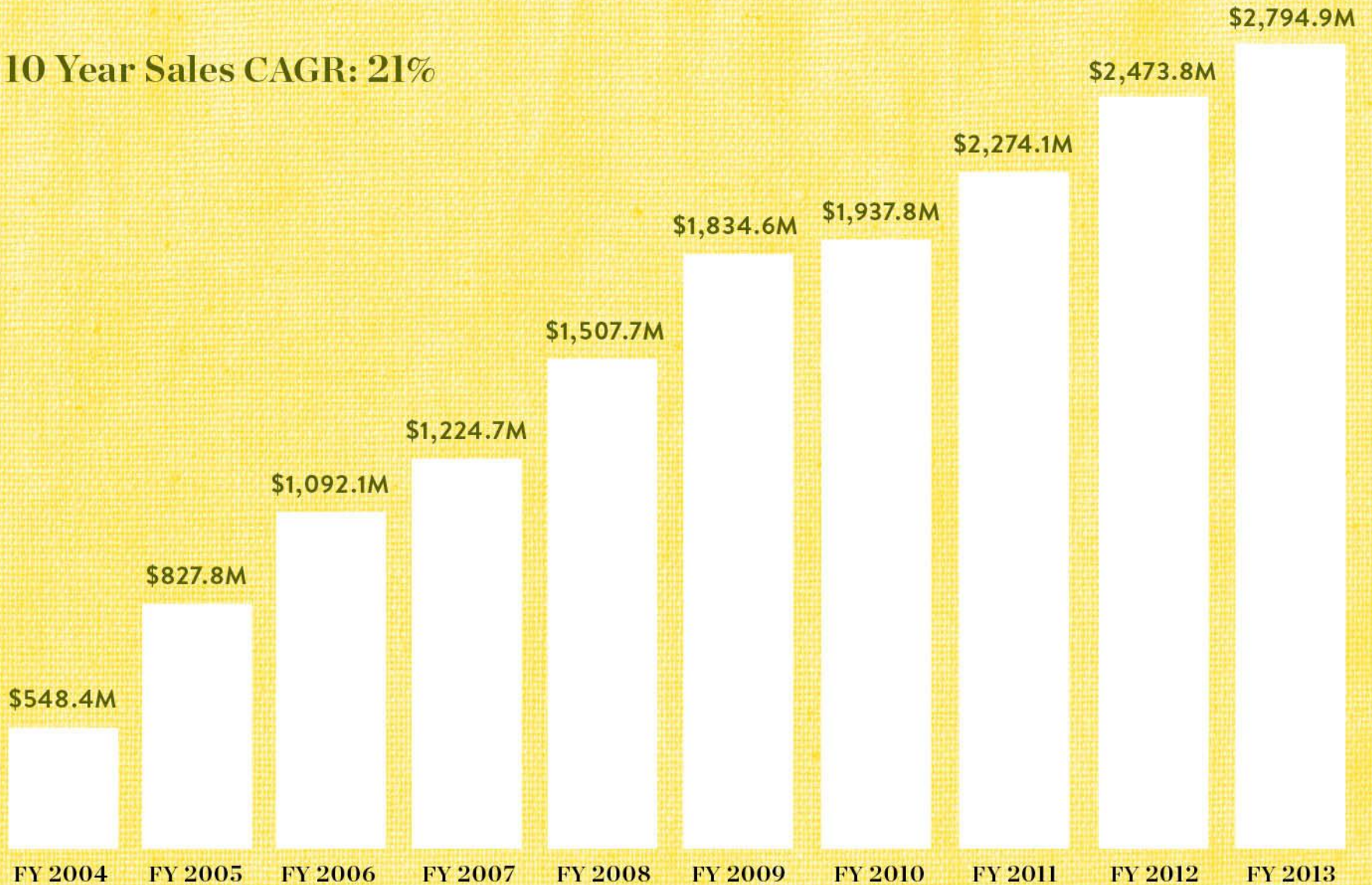
REVIEW

FY13 HIGHLIGHTS

- \$2.8 billion in Total Sales (+13%)
- \$663 million in Direct to Consumer Sales (+31%)
- 47 New Stores opened, including 13 International
- \$149 million in Wholesale Sales (+12%)
- Gross Margin improved by 210 bps
- Operating Profit increased 31% to \$374M

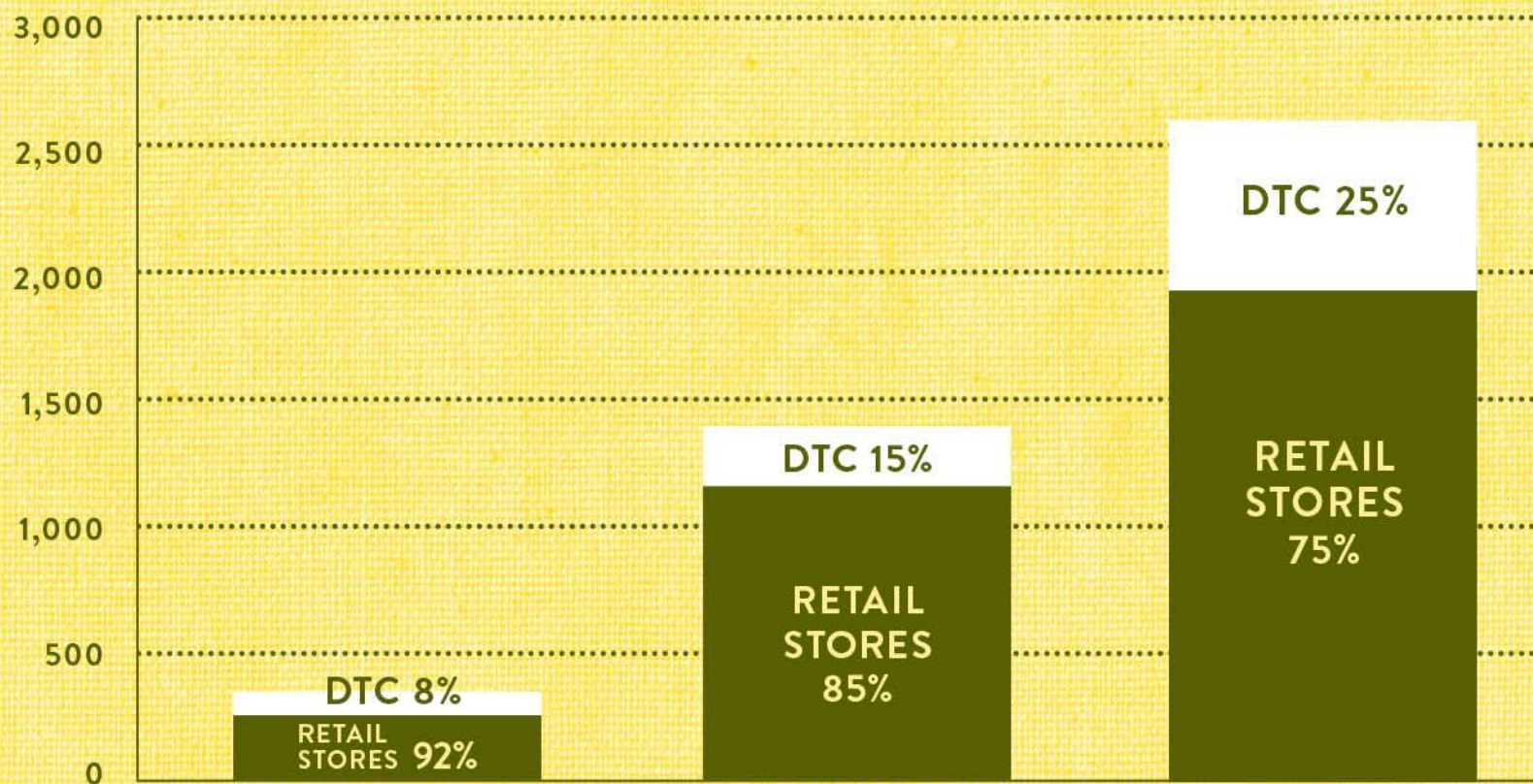
TOTAL COMPANY SALES

10 Year Sales CAGR: 21%



RETAIL SEGMENT CHANNEL MIX

Net Sales, \$ Millions



URBN
Retail Segment

FY 2003

\$405

FY 2008

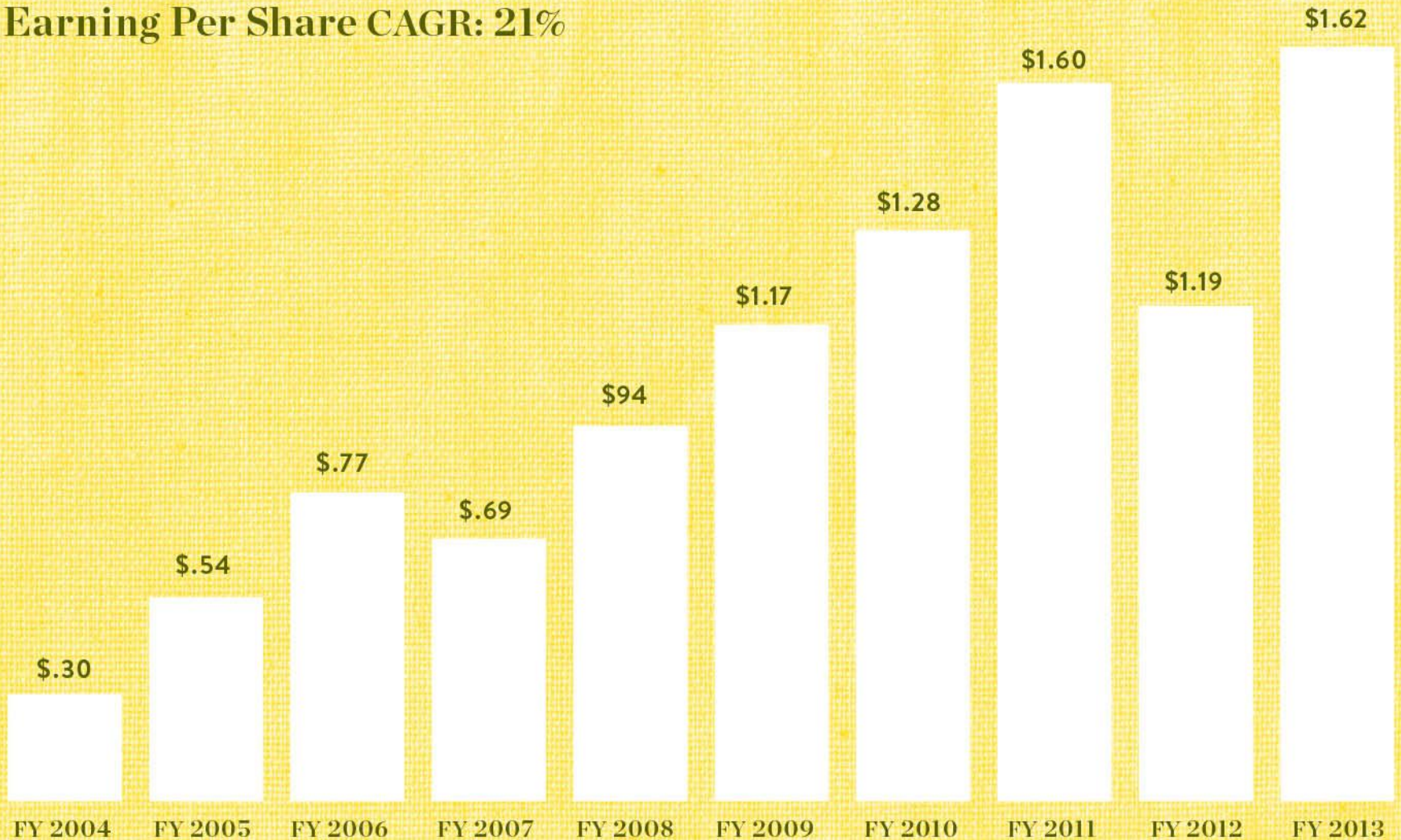
\$1,413

FY 2013

\$2,646

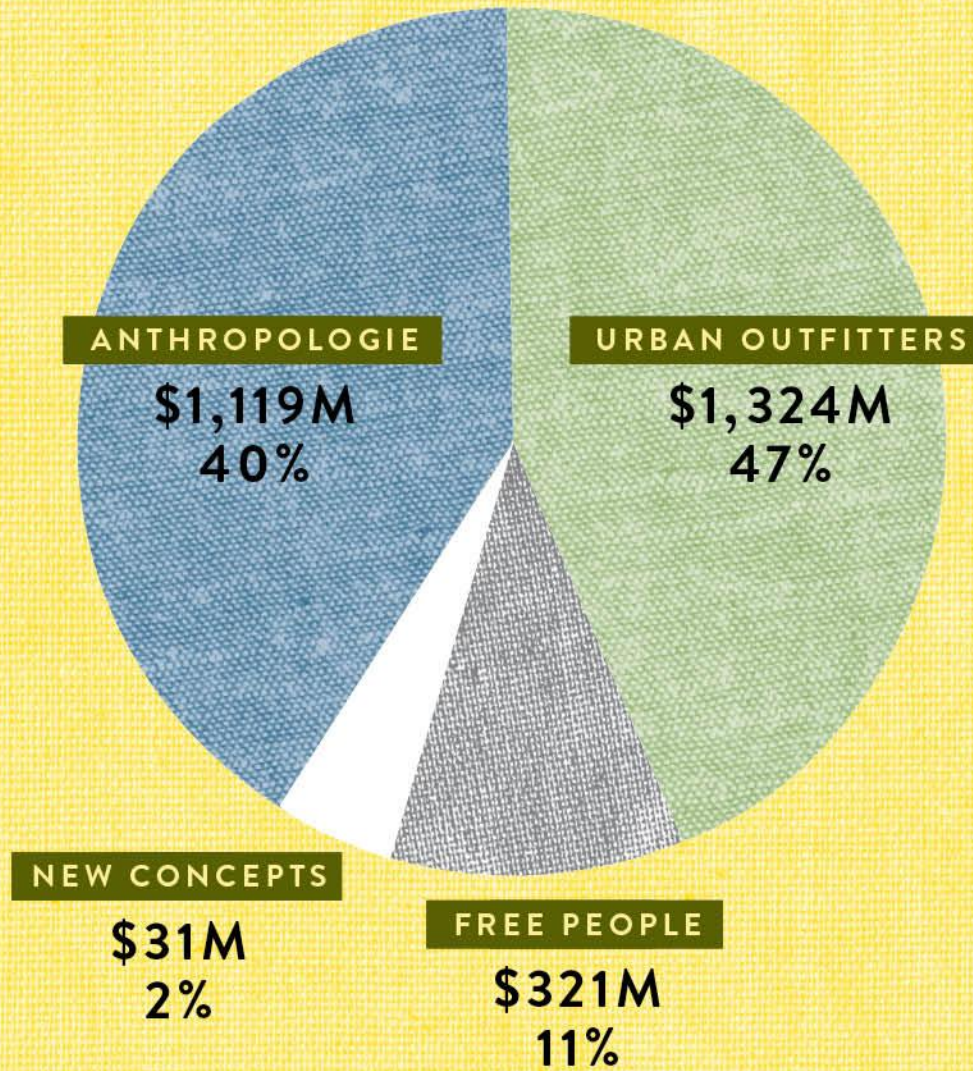
EARNINGS PER SHARE

Earning Per Share CAGR: 21%



FY13 SALES BY BRAND

\$ Million



STORES

NEW STORES OPENED

	<i>open as of</i> FEB. 1, 2012	<i>net openings</i> DURING FY13	<i>open as of</i> JAN. 31, 2013
Anthropologie	168	12	180
Free People	62	15	77
Urban Outfitters	197	18	215
BHLDN	1	1	2
Terrain	1	1	2
TOTAL	429	47	476

DIRECT-

TO-

CONSUMER

SELECTED STATISTICS

- 123 Ordering Countries
- Unique Visitors Grew by over 30%
- Conversion rate in the second half of FY13 improved by over 31 bps
- Mobile sales grew 153% driven by a 140% increase in mobile sessions
- Product Expansion Sales increased by over 50% in the second half of FY13

WHOLESALE



SHOPBOP



NORDSTROM



CUSP
BY NEWMAN MARCUS



free people

Wholesale

online look books

paris

Te quiero así.

El Palacio de Hierro

MYER

INTERNATIONAL LOCATIONS



Bloomingdales
59th street NYC



free people

Shop in Shop

Nordstrom
Seattle, Washington



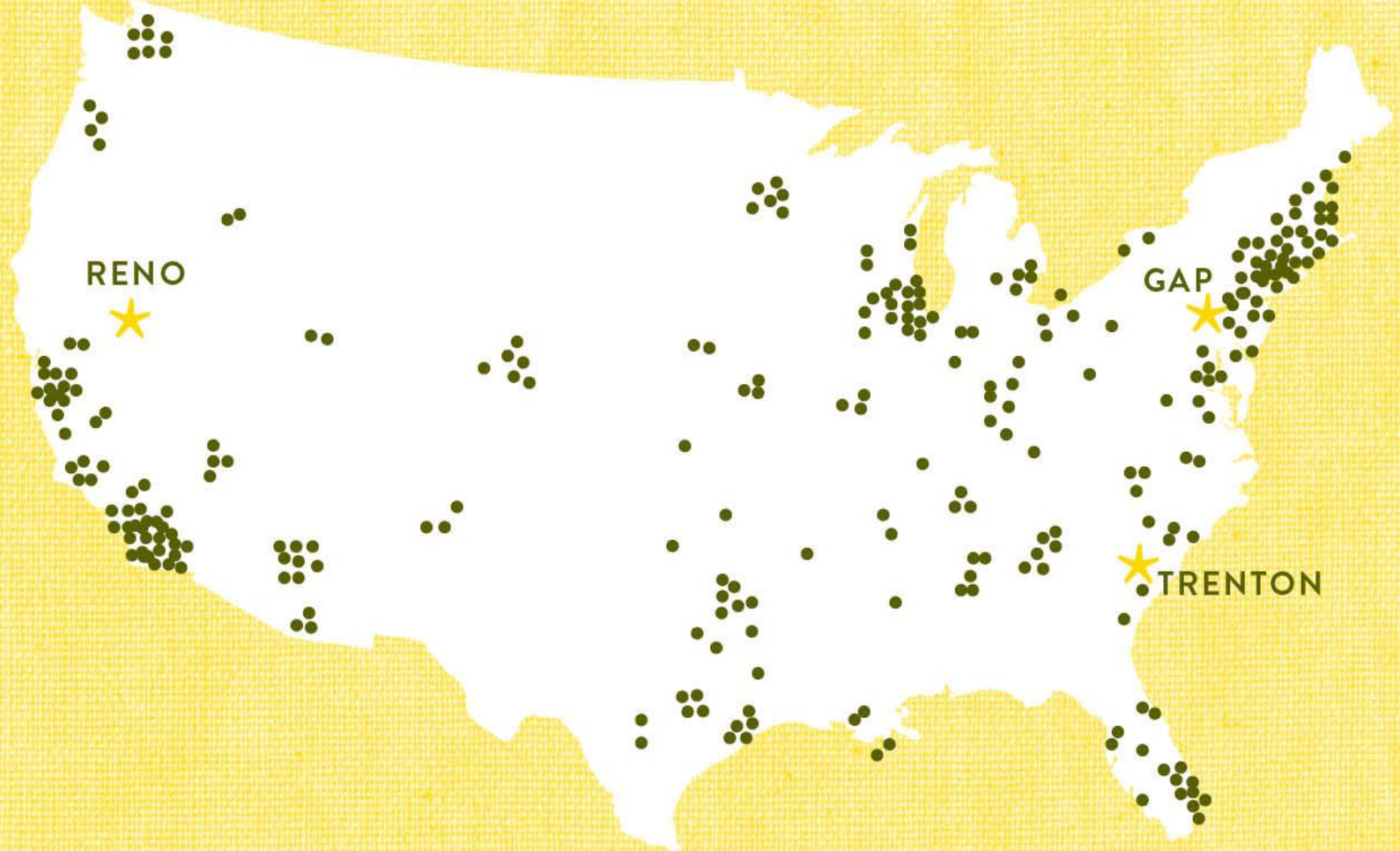


DISTRIBUTION AND FULFILLMENT

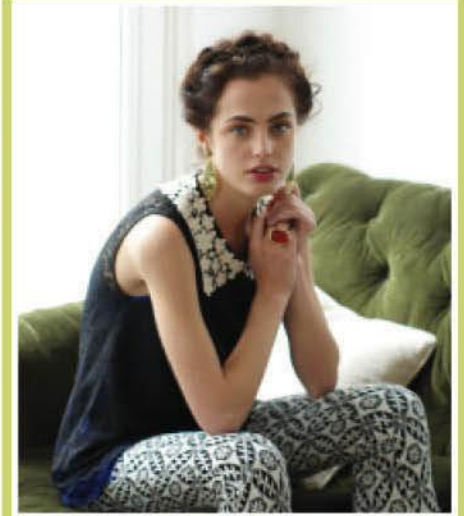
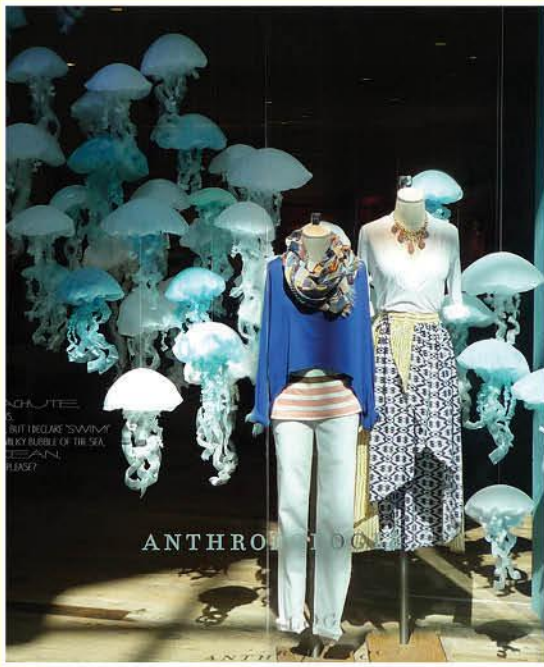


RENO FULFILLMENT CENTER

PICK, PACK & SHIP



BRANDS



customer experience . product . digital . marketing . development



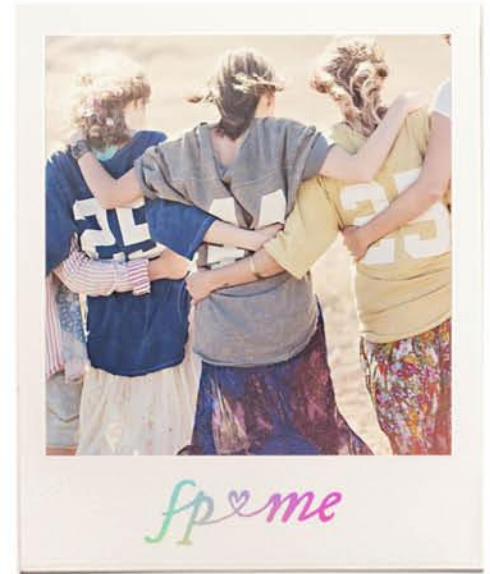
BUILDING A

free people

lifestyle brand









fp  *me*
social network





URBAN | OUTFITTERS



MOBILE

CUSTOMER ACQUISITION

RETENTION

LOYALTY



INTERNATIONAL

EXPERIENCE



LOOKING

AHEAD

FINANCIAL GOAL

Accelerate Top Line Growth
in ways that are accretive
to the bottom line

EXPANDING SHARE OF WALLET

Expanding Categories

Launching New Businesses

ATTRACTING MORE CUSTOMERS

Domestic Stores

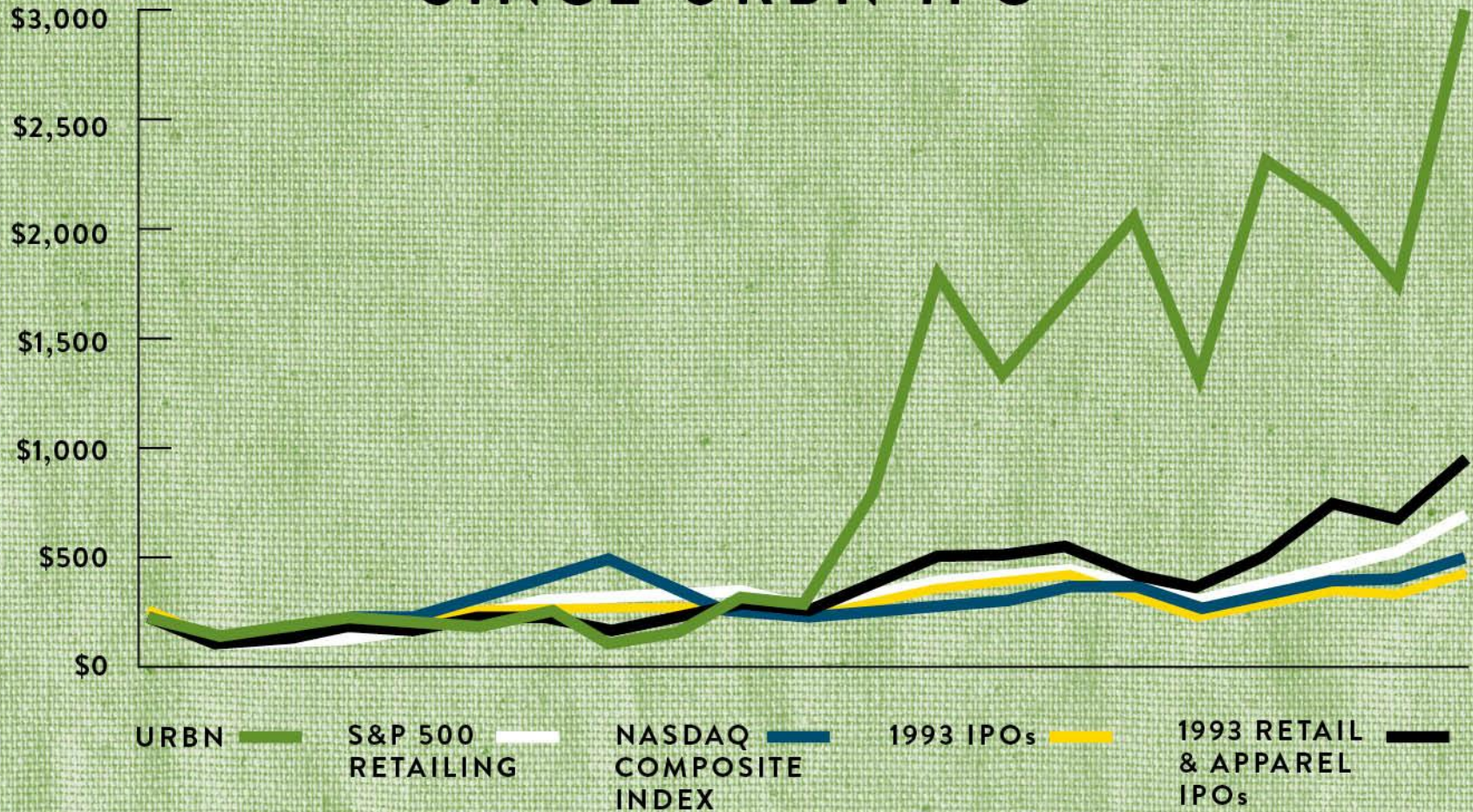
International Expansion

Digital Growth

20 YEARS AS A PUBLIC COMPANY



2,897% RETURN ON INVESTMENT SINCE URBN IPO



20 Year Revenue CAGR 20.1%

20 Year Operating Income CAGR 20.9%

