



URBAN OUTFITTERS, INC.

ANNUAL MEETING  
*of*  
SHAREHOLDERS

MAY 27, 2014

**“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**
- **Shareholder Questions**
- **Closing and Adjournment**

# INTRODUCTIONS

## BRAND LEADERS

**David W. McCreight**, *CEO, Anthropologie Group*

**Margaret A. Hayne**, *President, Free People Brand & CCO, UBRN*

**Tedford G. Marlow**, *CEO, Urban Outfitters Group*

**Wendy B. McDevitt**, *President, Terrain*

# INTRODUCTIONS

## SHARED SERVICE LEADERS

**Frank J. Conforti**, *Chief Financial Officer*

**Calvin B. Hollinger**, *Chief Administrative Officer*

**Matthew A. Kaness**, *Chief Strategy Officer*

**Barbara A. Rozsas**, *Chief Sourcing Officer*

**Glen A. Bodzy**, *General Counsel, Company Secretary & Judge of Elections*

## INTRODUCTIONS

### OUTSIDE MEETING ASSISTANTS

**Robert J. McNeill**

*Audit Partner, Deloitte & Touche, LLP*

**Stanley Siekierski**

*American Stock and Transfer & Trust Company, LLC*

# INTRODUCTIONS

## CURRENT DIRECTORS

**Edward N. Antoian**

**Scott A. Belair**

**Harry S. Cherken, Jr.**

**Margaret A. Hayne**

**Joel S. Lawson III**

**Robert H. Strouse**

**Richard A. Hayne**

# NEW BUSINESS



## NEW BUSINESS

- **Mailing and Notice of Presence and Quorum**

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- **Election of Directors**

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- **Advisory Vote on Executive Compensation**
- **Shareholder Proposals**

# BUSINESS REVIEW

## FY14 FINANCIAL HIGHLIGHTS

- **\$3.1 billion in Total Sales, +10%**
- **Total Retail Segment Comp, +6%**
- **35 New Stores opened, including 8 International**
- **\$178 million in Wholesale Sales, +20%**
- **Gross Margin improved by 70 bps**
- **Operating Profit increased 14% to \$427M**
- **EPS Growth of 17% to \$1.89 per diluted share**

# TOTAL COMPANY SALES

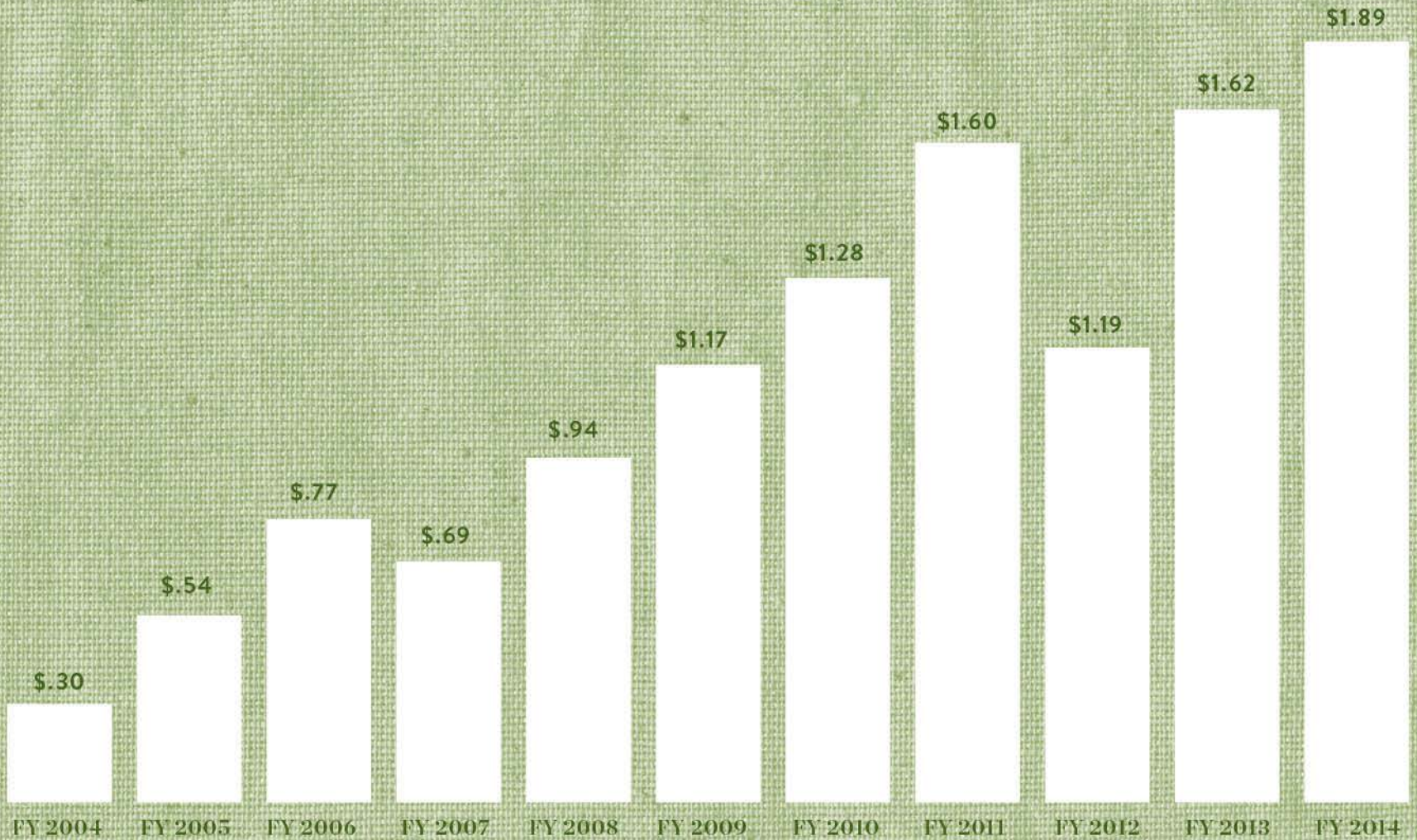
10 Year Sales CAGR: 18%





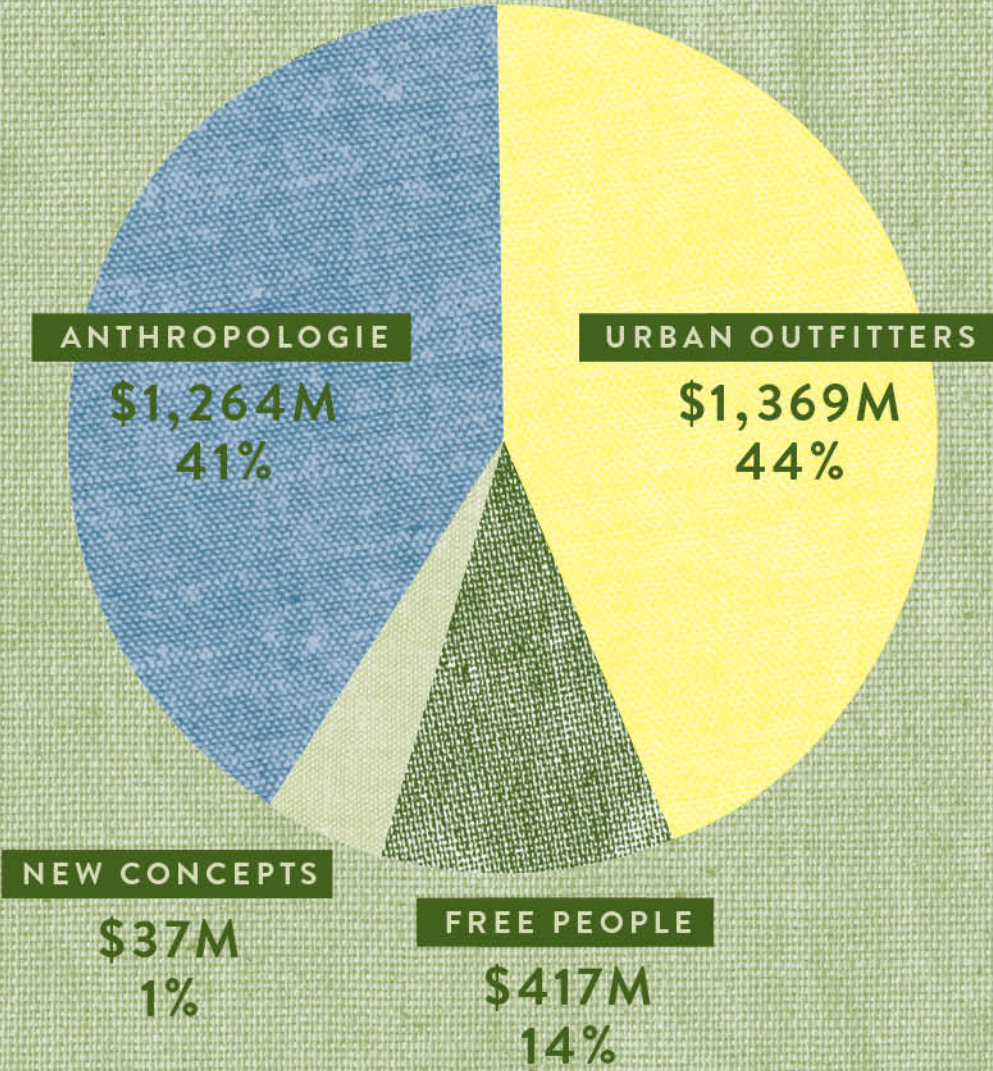
# EARNINGS PER SHARE

Earnings Per Share CAGR: 15%



# FY14 SALES BY BRAND

\$ Millions



# BRANDS

# ANTHROPOLOGIE

GROUP



ANTHROPOLOGIE  
GROUP



PRODUCT: IMPROVED EXECUTION

# ANTHROPOLOGIE GROUP



CATEGORY EXPANSION: PETITES • BHLDN

# free people

BUILDING A GLOBAL LIFESTYLE BRAND



# FY14 SUCCESSES

GROWTH - 30% SALES INCREASE



## MERCHANDISING

*visually rich stores and website, highly differentiated experience*



## COMMUNITY

*FP Me, social channels, films, events, blogs*



## INTERNATIONAL

*London, Tokyo, Hong Kong*

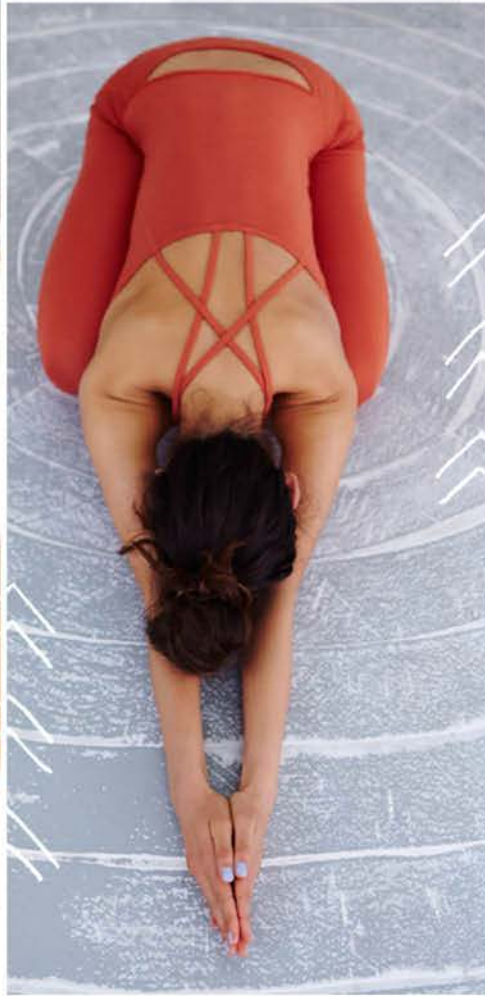


# PRODUCT INITIATIVES

## GOING FORWARD



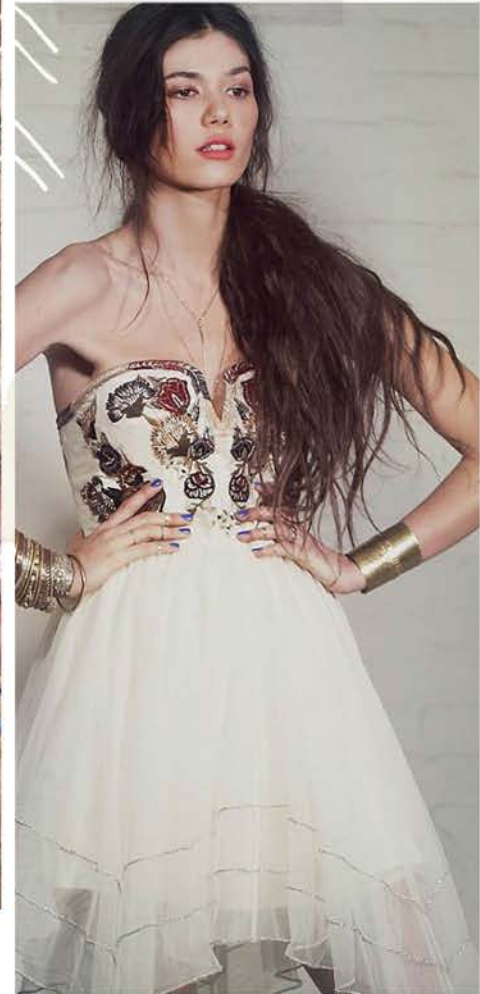
INTIMATES



MOVEMENT



SHOES



PARTY DRESSES

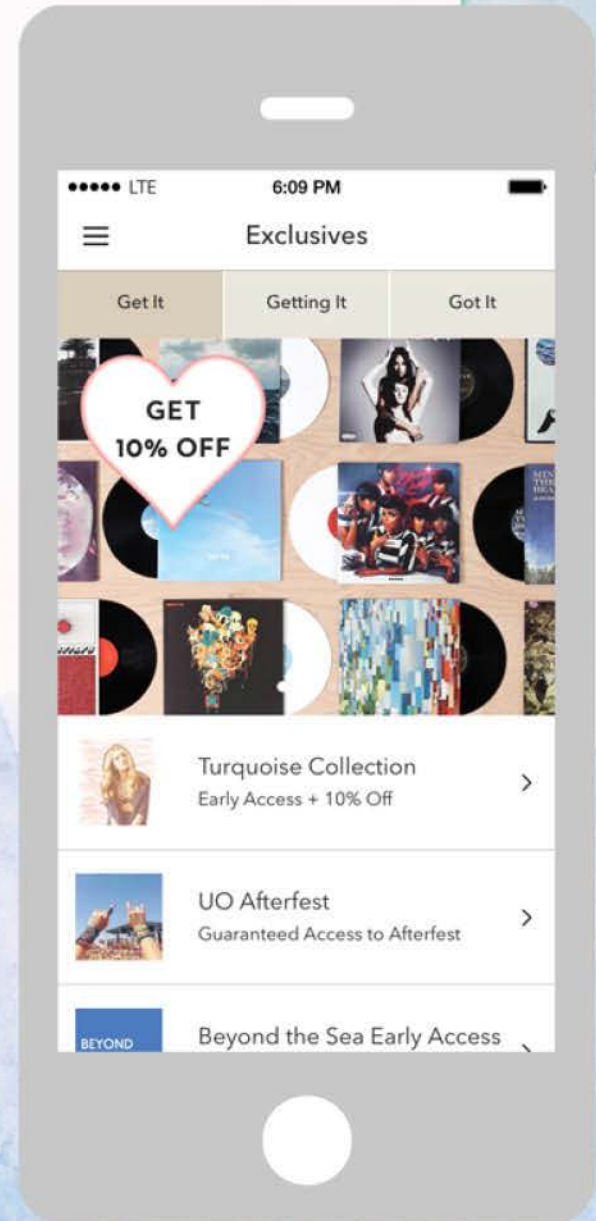
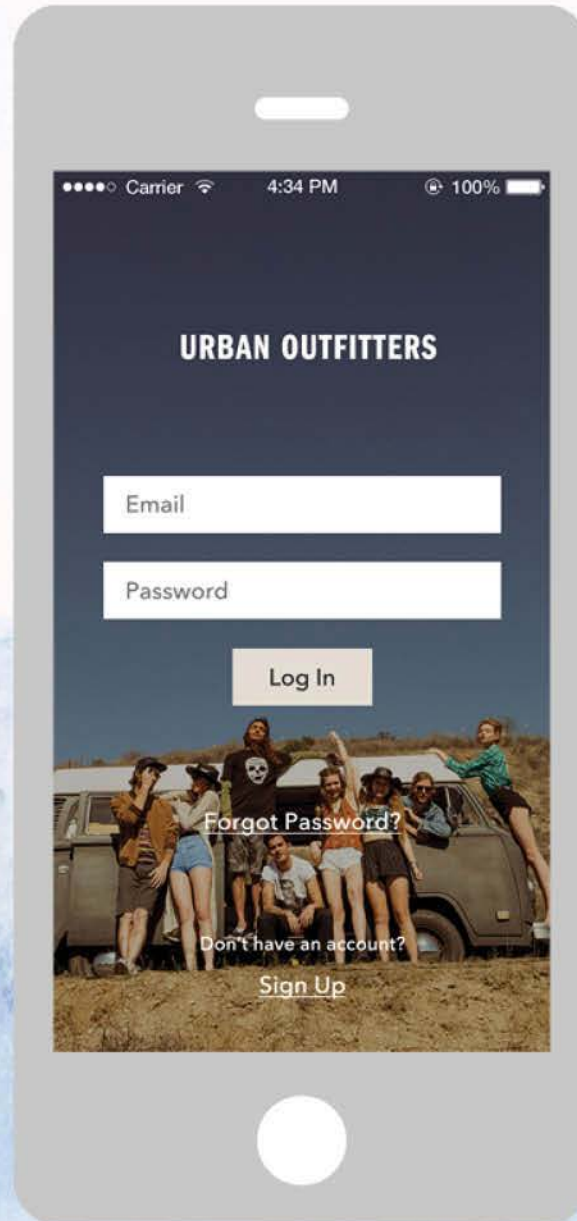
# URBAN OUTFITTERS



# FY14 Successes: Mobile



**URBAN ON**



FY14 Successes:  
International

*Galeries Lafayette*



*Amsterdam*



# FY15 Going Forward: Store Experience



*Space Ninety 8*

# FY15 Going Forward: Category Expansion



## CONCLUSION

**Deliver Top Line Growth  
in ways that are accretive  
to the bottom line.**

