

For Immediate Release: February 6, 2020
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The Buckle, Inc. Press Release Narrative for 2/6/2020

Our February 6, 2020 press release reported that comparable store sales, for stores open at least one full year, for the four-week period ended February 1, 2020, increased 7.4 percent in comparison to the prior year four-week period ended February 2, 2019. Total net sales for the four-week fiscal month increased 3.2 percent to \$47.2 million compared to net sales of \$45.8 million in the prior year four-week fiscal month ended February 2, 2019.

On the men's side of the business, total sales for the four-week fiscal period ended February 1, 2020 were up approximately 4.0 percent in comparison to the prior year four-week period ended February 2, 2019. The men's business represented approximately 49.0 percent of total sales for the month versus approximately 50.0 percent in the prior year fiscal January. For the fiscal month, overall price points on the men's side of the business were down approximately 2.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ended February 1, 2020 were up approximately 8.0 percent in comparison to the prior year four-week period ended February 2, 2019. The women's business represented approximately 51.0 percent of total sales for the month versus approximately 50.0 percent in the prior year fiscal January. For the fiscal month, overall price points on the women's side of the business were down slightly.

Within the men's and women's categories combined, accessory sales for the fiscal month were up approximately 10.5 percent in comparison to the prior year fiscal January, and footwear sales were up about 36.5 percent. Each of these categories accounted for approximately 8.0 percent of the current fiscal January net sales. This compares with approximately 7.5 percent and 6.5 percent, respectively, for each in the prior year fiscal January. Average accessory price points were down approximately 4.5 percent and average footwear price points were down about 7.0 percent for the fiscal month.

For the month, UPT's remained flat and the average transaction value decreased approximately 0.5 percent compared to the prior year fiscal January.

Buckle currently operates 448 retail stores in 42 states compared to 450 stores in 42 states as of February 6, 2019.

It is our Company policy not to provide any guidance on current sales or to project results for the next quarter. Additionally, any forward-looking statements made during this commentary involve material risks and uncertainties and are subject to change based on factors which may be beyond the Company's control. Accordingly, the Company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. Such factors include, but are not limited to, those described in the Company's filings with the Securities and Exchange Commission.