

**For Immediate Release:** August 5, 2021  
**Contact:** Thomas B. Heacock, Chief Financial Officer  
**The Buckle, Inc.**  
(308) 236-8491

**The Buckle, Inc. Press Release Narrative for 8/5/2021**

Due to the significant impact of the Company's closure of all brick and mortar stores as a result of the COVID-19 pandemic beginning March 18, 2020, all comparisons in this narrative will be against the same four-week period in fiscal 2019.

Our August 5, 2021 press release reported that net sales for the four-week period ended July 31, 2021, increased 38.8 percent to \$93.7 million compared to net sales of \$67.5 million in the four-week fiscal month ended August 3, 2019.

On the men's side of the business, total sales for the four-week fiscal period ended July 31, 2021 were up 40.0 percent in comparison to the four-week period ended August 3, 2019. The men's business represented approximately 54.5 percent of total sales for the month versus approximately 53.5 percent in July of fiscal 2019. Compared to fiscal 2019, overall price points on the men's side of the business were up approximately 1.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ended July 31, 2021 were up approximately 33.5 percent in comparison to the four-week period ended August 3, 2019. The women's business represented approximately 45.5 percent of total sales for the month versus approximately 46.5 percent in July of fiscal 2019. Compared to fiscal 2019, overall price points on the women's side of the business were up approximately 11.0 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were up approximately 49.0 percent in comparison to July of fiscal 2019, and footwear sales were up about 35.5 percent. These two categories accounted for approximately 10.0 percent and 7.0 percent, respectively, of the current fiscal July net sales. This compares with approximately 9.0 percent and 7.5 percent, respectively, for each in July of fiscal 2019. Average accessory price points were up approximately 12.0 percent and average footwear price points were up about 4.5 percent for the same comparison period.

For the month, UPT's were down approximately 5.0 percent while the average transaction value increased approximately 1.0 percent compared to July of fiscal 2019.

Buckle currently operates 442 retail stores in 42 states compared to 446 stores in 42 states as of August 5, 2020 and 449 stores in 42 states as of August 5, 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.