



The Buckle, Inc.

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### **THE BUCKLE, INC. REPORTS JULY 2020 NET SALES**

**KEARNEY, NE** -- The Buckle, Inc. (NYSE: BKE) announced today that total net sales for the 4-week fiscal month ended August 1, 2020 increased 3.8 percent to \$70.0 million from net sales of \$67.5 million for the prior year 4-week fiscal month ended August 3, 2019.

Net sales for the 13-week fiscal quarter ended August 1, 2020 increased 6.0 percent to \$216.0 million from net sales of \$203.8 million for the prior year 13-week fiscal quarter ended August 3, 2019. Online sales for the quarter increased 99.0 percent to \$46.0 million for the 13-week period ended August 1, 2020, compared to net sales of \$23.1 million for the 13-week period ended August 3, 2019.

Net sales for the 26-week fiscal period ended August 1, 2020 decreased 18.2 percent to \$331.4 million from net sales of \$405.1 million for the prior year 26-week fiscal period ended August 3, 2019. Online sales for the year-to-date period increased 64.3 percent to \$78.1 million for the 26-week period ended August 1, 2020, compared to net sales of \$47.5 million for the 26-week period ended August 3, 2019.

As previously announced, Buckle temporarily closed all brick and mortar stores due to the COVID-19 pandemic beginning March 18, 2020. The Company began the process of reopening certain stores the week of April 26, 2020, following state and local reopening guidelines. As of August 1, 2020, 431 of Buckle's 446 stores were open. Of the 15 stores which were closed, 2 have not yet reopened due to damage sustained during the closure period. The remaining 13 stores are located in California and had previously reopened but were subsequently closed again during the month in accordance with state guidelines. The Company's online store has remained open without interruption. As a result of the store closures, the Company plans to only report total net sales each month and does not plan to separately report comparable store sales during this time. Further, the Company will not provide additional commentary through its recorded monthly sales narrative during this time. The Company will continue to evaluate the appropriate time to resume its regular monthly sales reporting as normal business operations resume.

The Company will announce second quarter earnings the morning of Friday, August 21, 2020. Management will hold a conference call at 10:00 a.m. EDT on August 21, 2020 to discuss results for the quarter. To participate in the call, please call (877) 226-8216 for domestic calls or (409) 207-6983 for international calls and reference the conference code 9361957. A replay of the call will be available for a two-week period beginning August 21, 2020 at 1:00 p.m. EDT by calling (866) 207-1041 for domestic calls or (402) 970-0847 for international calls and entering the conference code 2314297.

## **About Buckle**

Offering a unique mix of high-quality, on-trend apparel, accessories, and footwear, Buckle caters to fashion-conscious young men and women. Known as a denim destination, each store carries a wide selection of fits, styles, and finishes from leading denim brands, including the Company's exclusive brand, BKE. Headquartered in Kearney, Nebraska, Buckle currently operates 446 retail stores in 42 states, which includes the opening of one new store in Ridgeland, Mississippi and the closing of one store during fiscal July. The Company operated 449 stores in 42 states as of August 6, 2019.

**SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995:** All forward-looking statements made by the Company 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. The Company does not undertake to publicly update or revise any forward-looking statements even if experience or future changes make it clear that any projected results expressed or implied therein will not be realized.

News releases and other information about The Buckle, Inc., can be  
found on the Internet at [www.buckle.com](http://www.buckle.com)

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