

For Immediate Release: August 31, 2017
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The Buckle, Inc. Press Release Narrative for 8/31/2017

Our August 31, 2017 press release reported that comparable store sales, for stores open at least one full year, for the four-week period ending August 26, 2017, were down 7.9 percent in comparison to the prior year four-week period ending August 27, 2016. Total net sales for the four-week fiscal month were down 7.9 percent to \$80.3 million compared to net sales of \$87.2 million in the prior year four-week fiscal month.

On the men's side of the business, total sales for the four-week fiscal period ending August 26, 2017 were down approximately 3.0 percent in comparison to the prior year four-week fiscal period ending August 27, 2016. The men's business represented approximately 51.0 percent of total sales for the month versus approximately 48.5 percent in the prior year fiscal August. For the fiscal month, overall price points on the men's side of the business were down approximately 6.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ending August 26, 2017 were down approximately 13.5 percent in comparison to the prior year four-week fiscal period ending August 27, 2016. The women's business represented approximately 49.0 percent of total sales for the month versus approximately 51.5 percent in the prior year fiscal August. For the fiscal month, overall price points on the women's side of the business were down approximately 7.5 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 10.0 percent in comparison to the prior year fiscal August, while footwear sales were down approximately 2.5 percent. These two categories accounted for approximately 8.5 percent and 5.0 percent, respectively, of the current fiscal August net sales. This compares with approximately 9.0 percent and 5.0 percent for each of these categories for the same period a year ago. Average accessory price points were up slightly and average footwear price points were down about 1.5 percent for the fiscal month.

For the fiscal month, UPT's increased 1.5 percent while the average transaction value decreased approximately 5.5 percent, compared to the prior year fiscal August.

Buckle currently operates 463 retail stores in 44 states compared to 470 stores in 44 states as of August 31, 2016.

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.