

For Immediate Release: October 8, 2020
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The Buckle, Inc. Press Release Narrative for 10/8/2020

Our October 8, 2020 press release reported that comparable store sales, for stores open at least one full year, for the five-week period ended October 3, 2020, increased 22.9 percent in comparison to the prior year five-week period ended October 5, 2019. Total net sales for the five-week fiscal month increased 22.7 percent to \$94.9 million compared to net sales of \$77.3 million in the prior year five-week fiscal month ended October 5, 2019.

On the men's side of the business, total sales for the five-week fiscal period ended October 3, 2020 were up 26.5 percent in comparison to the prior year five-week period ended October 5, 2019. The men's business represented approximately 51.0 percent of total sales for the month versus approximately 49.0 percent in the prior year fiscal September. For the fiscal month, overall price points on the men's side of the business were up approximately 1.0 percent.

On the women's side of the business, total sales for the five-week fiscal period ended October 3, 2020 were up approximately 17.5 percent in comparison to the prior year five-week period ended October 5, 2019. The women's business represented approximately 49.0 percent of total sales for the month versus approximately 51.0 percent in the prior year fiscal September. For the fiscal month, overall price points on the women's side of the business were up about 5.0 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were up approximately 20.5 percent in comparison to the prior year fiscal September, and footwear sales were up about 25.0 percent. Each of these two categories accounted for approximately 8.5 percent of the current fiscal September net sales. This compares with approximately 8.5 percent and 8.0 percent, respectively, for each of these categories for the same period in the prior year. Average accessory price points were up approximately 5.0 percent and average footwear price points were up about 0.5 percent for the fiscal month.

For the month, UPT's increased approximately 3.0 percent and the average transaction value increased approximately 6.0 percent compared to the prior year fiscal September.

Buckle currently operates 446 retail stores in 42 states compared to 449 stores in 42 states as of October 8, 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.