

For Immediate Release: December 6, 2018
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The Buckle, Inc. Press Release Narrative for 12/6/2018

Our December 6, 2018 press release reported that comparable store sales, for stores open at least one full year, for the four-week period ended December 1, 2018, were down 0.6 percent in comparison to the prior year four-week period ended December 2, 2017. Total net sales for the four-week fiscal month increased 3.9 percent to \$81.3 million compared to net sales of \$78.3 million in the prior year four-week fiscal month ended November 25, 2017.

On the men's side of the business, total sales for the four-week fiscal period ended December 1, 2018 were up slightly in comparison to the prior year four-week period ended December 2, 2017. The men's business represented approximately 55.5 percent of total sales for the fiscal month versus approximately 53.5 percent in the prior year fiscal November. For the fiscal month, overall price points on the men's side of the business were down approximately 4.5 percent.

On the women's side of the business, total sales for the four-week fiscal period ended December 1, 2018 were down approximately 4.5 percent in comparison to the prior year four-week period ended December 2, 2017. The women's business represented approximately 44.5 percent of total sales for the month versus approximately 46.5 percent in the prior year fiscal November. For the fiscal month, overall price points on the women's side of the business were down about 6.5 percent.

Within the men's and women's categories combined, accessory sales for the fiscal month were down approximately 7.5 percent in comparison to the same four-week period a year ago, while footwear sales were up about 12.0 percent. These two categories accounted for approximately 8.0 percent and 7.0 percent, respectively, of the current fiscal November net sales. This compares with approximately 8.0 percent and 6.5 percent, respectively, for each in the prior year fiscal November. Average accessory price points were down approximately 8.5 percent and average footwear price points were up about 3.0 percent for the fiscal month.

For the month, UPT's increased approximately 3.0% and the average transaction value decreased about 1.0%, compared to the prior year four-week period ended December 2, 2017.

Buckle currently operates 453 retail stores in 43 states compared to 462 stores in 44 states as of December 6, 2017.

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.