

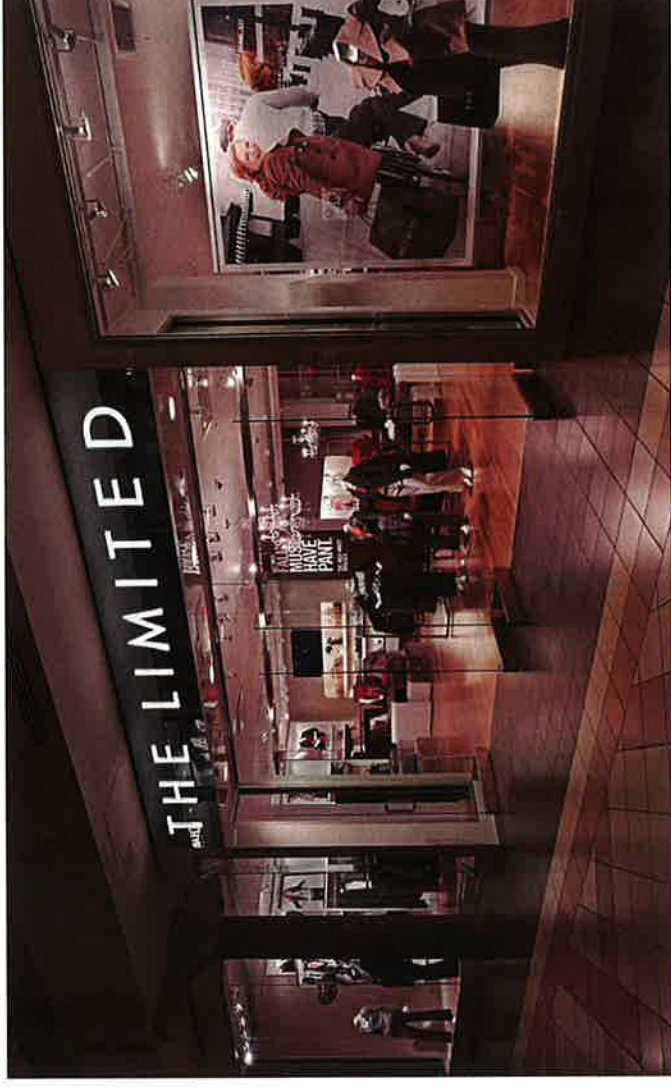
THE LIMITED

THE LIMITED

INTRODUCTION

THE LIMITED

- Specialty apparel retailer based in Columbus, Ohio
- Long legacy – founded in 1963
- Acquired by Sun Capital Partners, Inc. – private investment firm in Boca Raton, Florida in August 2007
- 256 mall-based locations (4000-5000 sq. ft.)
- thelimited.com – ecommerce launched in 2008



BUSINESS OVERVIEW

THE LIMITED

- Sustained profit since 2009

- New Stores

- 256 Total Stores
- Opened 20 in 2012
- Opening 12 in 2013

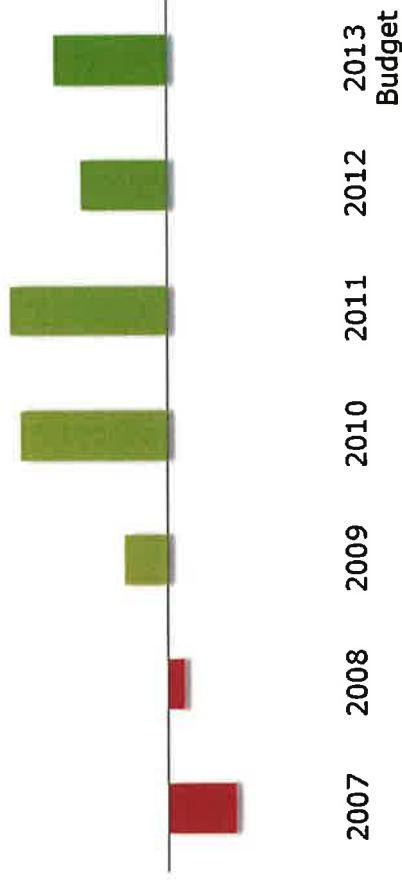
- Ecomm Growth

- \$70 million since 2008

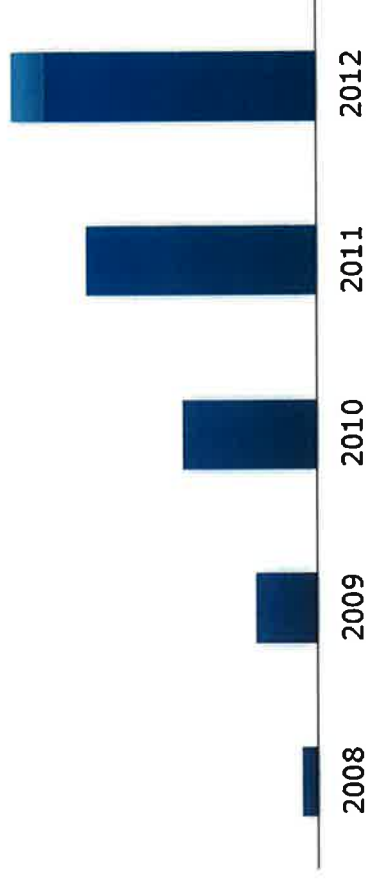
- Outlet Channel

- Opened 2 in 2012
- Opening 5 in 2013
- Designating 30 value-tier stores

The Limited Profitability



E-commerce Merchandise Sales



THE LIMITED CUSTOMER

THE LIMITED

The Limited specializes in runway inspired, on-trend fashion for the modern woman aged 25-35 with an emphasis on work attire.



TYLER – OUR BRAND EDIT POINT

THE LIMITED

Brand Words

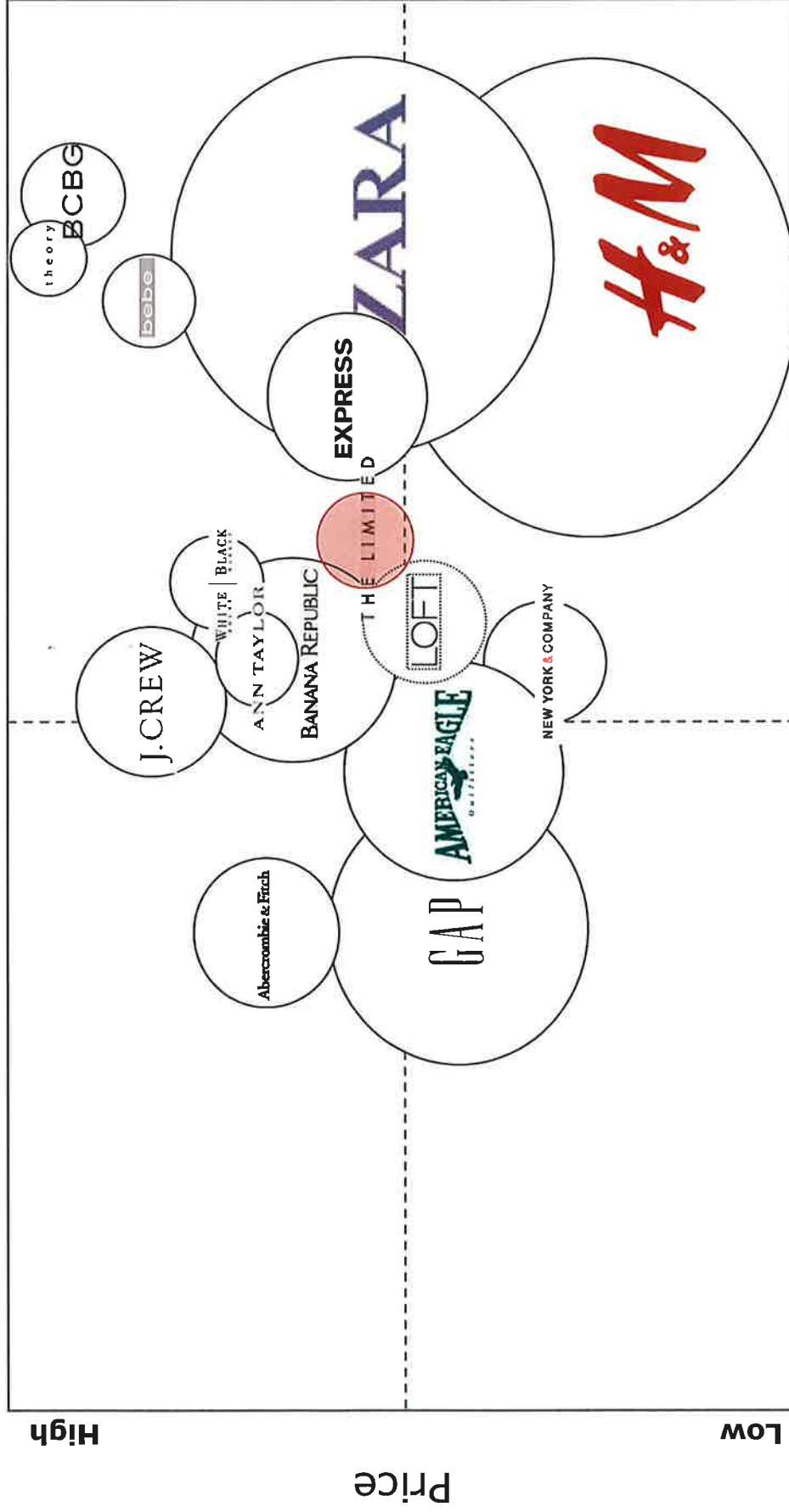
- Approachable
- Passionate
- On-the-go
- Captivating
- Confident
- Modern

AGE 25 - 35



COMPETITIVE POSITIONING

THE LIMITED



High Price Low Price

Basic Fashion Sensibility Fashion Forward

YOUR PERSONAL SUCCESS

THE LIMITED

For you, it's not about a job. Nor simply about a career. It's about growing, learning and building.

It's about making your own personal impact in the world and fulfilling your potential, each and every day.

About making your dreams real, through hard work and persistence.

And about being all you can be, looking great every step of the way.

That is what The Limited is about.

Your personal success.

CATEGORY PENETRATION (LDP\$)

THE LIMITED

