



KOHL'S

Fact Book

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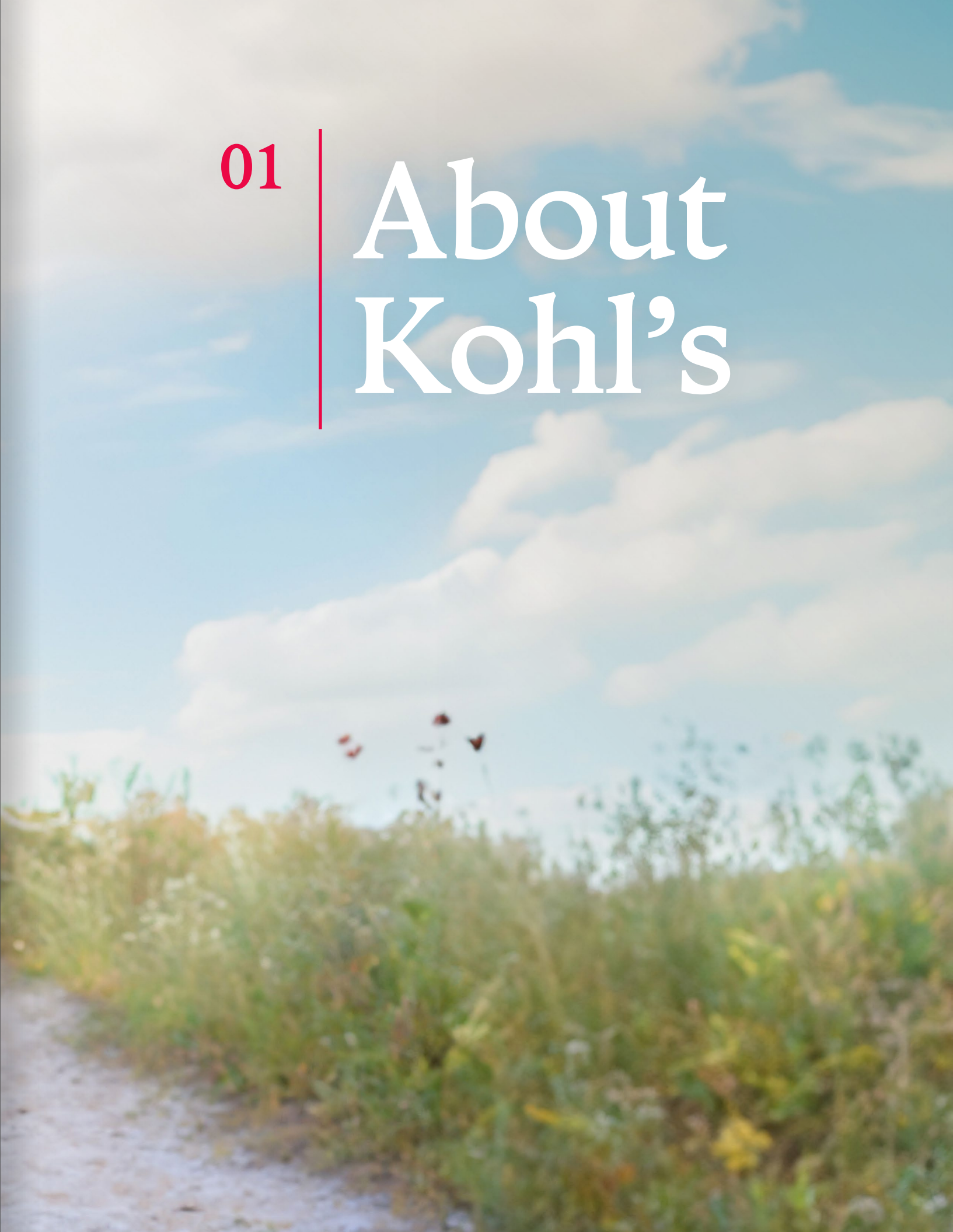
Cautionary Statement Regarding Forward-Looking Information

This document contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Words such as "believes," "anticipates," "plans," "may," "intends," "will," "should," "expects" and similar expressions are intended to identify forward-looking statements. Forward-looking statements are based on management's then current views and assumptions and, as a result, are subject to certain risks and uncertainties, which could cause the Company's actual results to differ materially from those projected. These risks and uncertainties include, but are not limited to, risks described more fully in Item 1A in the Company's Annual Report on Form 10-K, which are expressly incorporated herein by reference, and other factors as may periodically be described in the Company's filings with the SEC. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.



01

About Kohl's



About Kohl's



Kohl's is a leading omnichannel retailer with more than 1,100 stores in 49 states

Kohl's business is built on a solid foundation of more than 60 million customers, a balanced brand portfolio, industry-leading loyalty and Kohl's Card programs, a convenient and accessible nationwide store footprint, and extensive digital business on [Kohls.com](https://www.kohls.com) and the Kohl's mobile app.

Kohl's strategy is focused on delivering long-term shareholder value through driving improved sales and profitability. Key strategic focus areas for the company include: enhancing the customer experience, accelerating and simplifying Kohl's value strategies, managing inventory and expenses with discipline, and strengthening the balance sheet.

Kohl's will continue to deliver a differentiated omnichannel experience that is easy and inviting, no matter how our customers want to shop.

Supporting the company's strategic efforts, Kohl's will continue to foster a workplace culture of agility, accountability and experimentation while also continuing its efforts on diversity, equity and inclusion, and environmental, social and corporate governance (ESG) stewardship. Throughout our history, Kohl's and Kohl's Cares have given more than \$845 million to nonprofits across the country to support family health and wellness.



\$17B+
total revenue



1,100+
stores



\$845M+
to communities



60M+
customers

1962

First Kohl's opens in Brookfield, Wis. and Kohl's Charge launches



1992

Initial Public Offering, Kohl's Begins Trading on NYSE

2000

Kohl's Cares charitable program launches



2001

Kohls.com launches

2004

Kohl's Cash introduced



1000 KOHL'S STORES

2008

1,000th Kohl's store opened



2011

1st dividend



2015

In Store Pickup and Ship From Store available in all Kohl's stores

2019

Amazon Returns launches in all Kohl's locations



KOHL'S Rewards

2020

Kohl's Rewards loyalty program launches

2021

Sephora at Kohl's launches in stores and on Kohls.com



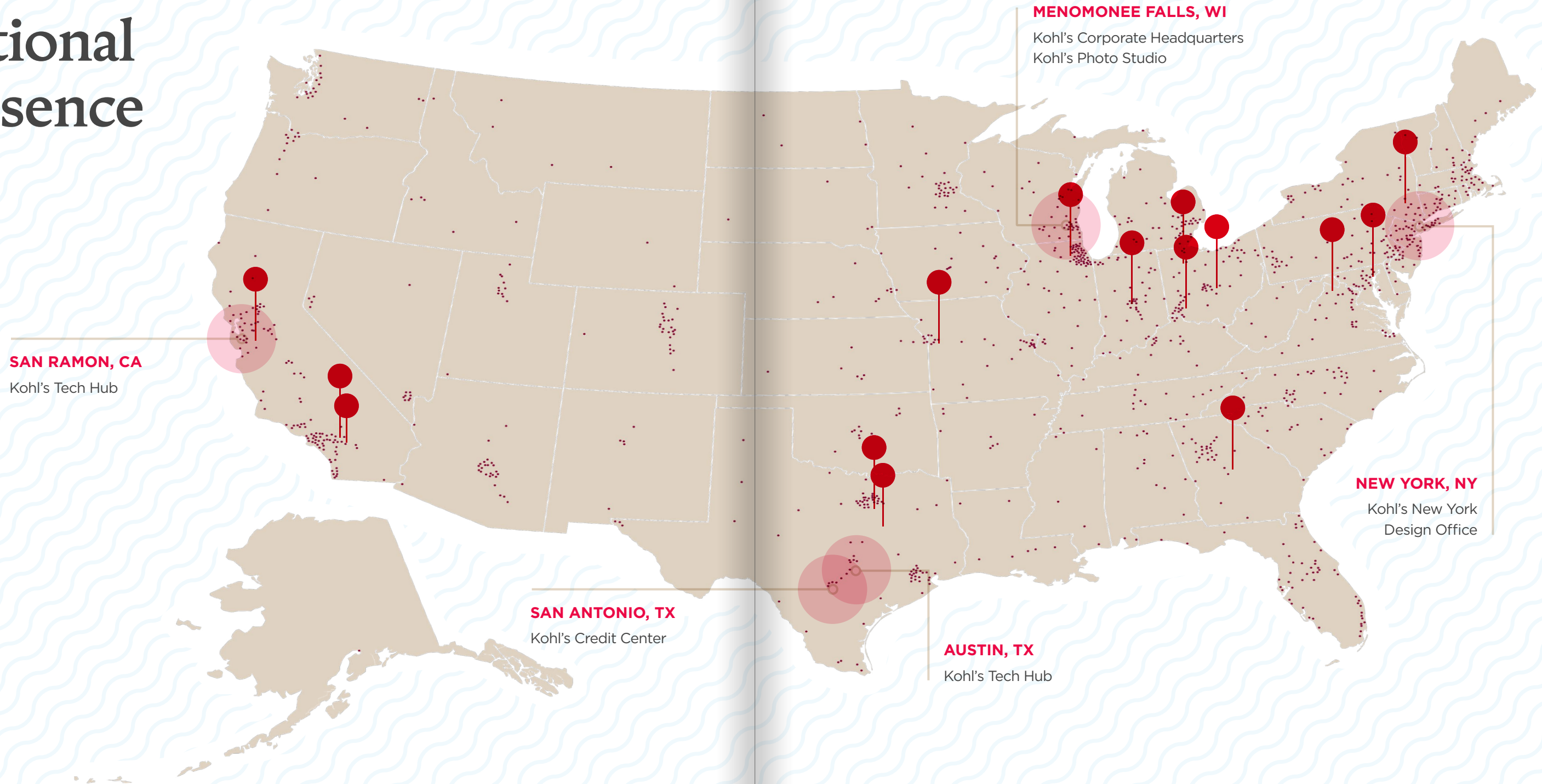
02

National Footprint



Kohl's has a Solid & Profitable National Presence

- Distribution and Fulfillment Centers
- Stores



Kohl's Locations by State



STATE	KOHL'S STORES	DISTRIBUTION & FULFILLMENT CENTERS
Alaska	1	
Alabama	14	
Arkansas	8	
Arizona	26	
California	117	3
Colorado	24	
Connecticut	20	
Delaware	5	
Florida	50	
Georgia	33	1
Iowa	18	
Idaho	6	
Illinois	66	1
Indiana	42	1
Kansas	12	
Kentucky	18	
Louisiana	7	

STATE	KOHL'S STORES	DISTRIBUTION & FULFILLMENT CENTERS
Massachusetts	26	
Maryland	23	1
Maine	5	
Michigan	46	
Minnesota	28	
Missouri	27	1
Mississippi	5	
Montana	4	
North Carolina	31	
North Dakota	4	
Nebraska	8	
New Hampshire	11	
New Jersey	38	
New Mexico	4	
Nevada	13	
New York	50	1
Ohio	59	3

STATE	KOHL'S STORES	DISTRIBUTION & FULFILLMENT CENTERS
Oklahoma	11	
Oregon	11	
Pennsylvania	51	
Rhode Island	4	
South Carolina	17	
South Dakota	4	
Tennessee	20	
Texas	89	2
Utah	12	
Virginia	31	
Vermont	2	1
Washington	21	
Wisconsin	42	
West Virginia	8	
Wyoming	2	
TOTAL	1,174	15

03

Brand Portfolio



Brand Portfolio

Kohl's offers an inspiring shopping experience that provides newness for customers every time they shop.

We're focused on offering fresh products, styles and categories for the whole family throughout the year, helping shoppers find exactly what they need and want.

APPAREL

Kohl's is a leading destination for casual, dress, active, outdoor apparel and accessories. The company offers well-known national brands such as Levi's, Nike, Under Armour, Carter's, Tommy Hilfiger and Eddie Bauer, and our only-at-Kohl's brands such as Nine West, Draper James, Sonoma Goods for Life, Apt. 9, Jumping Beans, LC Lauren Conrad, Simply Vera Vera Wang, Tek Gear and FLX.

FLX



LC LAUREN CONRAD

SONOMA
GOODS FOR LIFE



Eddie Bauer



HOME

Kohl's offers an expansive Home assortment across multiple categories, including bedding, bath, kitchen and dining, electronics, floor care, and more. The company recently broadened its assortment to include more options within wall art, glassware and ceramic home decor, barware, botanicals and lighting. Kohl's Home assortment includes trusted national brands like Shark, Ninja, Koolaburra by Ugg, and Serta, and only-at-Kohl's brands like Sonoma Goods for Life and The Big One.

BEAUTY

In 2023, Sephora at Kohl's sales exceeded \$1.4 billion, with strong growth experienced in both large and small format shops. There is now a Sephora presence in more than 900 Kohl's stores, and we are working with Sephora to expand to the remainder of Kohl's stores by 2025.

Great Product From Top Brands Across Categories

WOMEN'S



MEN'S



CHILDREN'S



ACCESSORIES



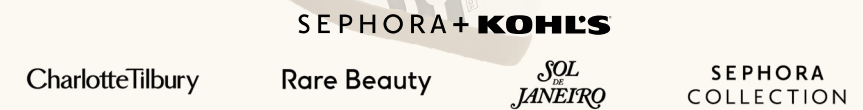
HOME



FOOTWEAR



BEAUTY





04

Loyalty & Value

Kohl's Industry-Leading Loyalty Program is a Key Value Differentiator



KOHL'S CASH

A customer favorite, Kohl's Cash offers even deeper savings opportunities on top brands at Kohl's. During designated Kohl's Cash earn periods, customers will earn a \$10 Kohl's Cash coupon for every \$50 spent on qualifying purchases in-store and on [Kohls.com](https://www.kohls.com). Customers earn Kohl's Cash regardless of how they pay for their purchases.

KOHL'S CARD

Our private label credit card, Kohl's Card, is core to our value offering. Perfect for customers looking for the deepest value with more opportunities to save throughout the year, Kohl's Card enables consumers to have expanded buying power and offers cardholders access to exclusive offers and online payment services. Kohl's also introduced a co-branded card in 2023, expanding the addressable market by reaching a broader customer base and offering greater payment flexibility.



KOHL'S
Rewards

KOHL'S REWARDS

Kohl's Rewards has more than 35 million members and offers customers the opportunity to earn 7.5% Kohl's Cash rewards when customers use a Kohl's Card or 5% any other way they pay, as well as personalized deals and perks throughout the year, and a special birthday gift. Customers also have the opportunity to earn Kohl's Rewards and Sephora Beauty Insider points on Sephora purchases online or in-store.



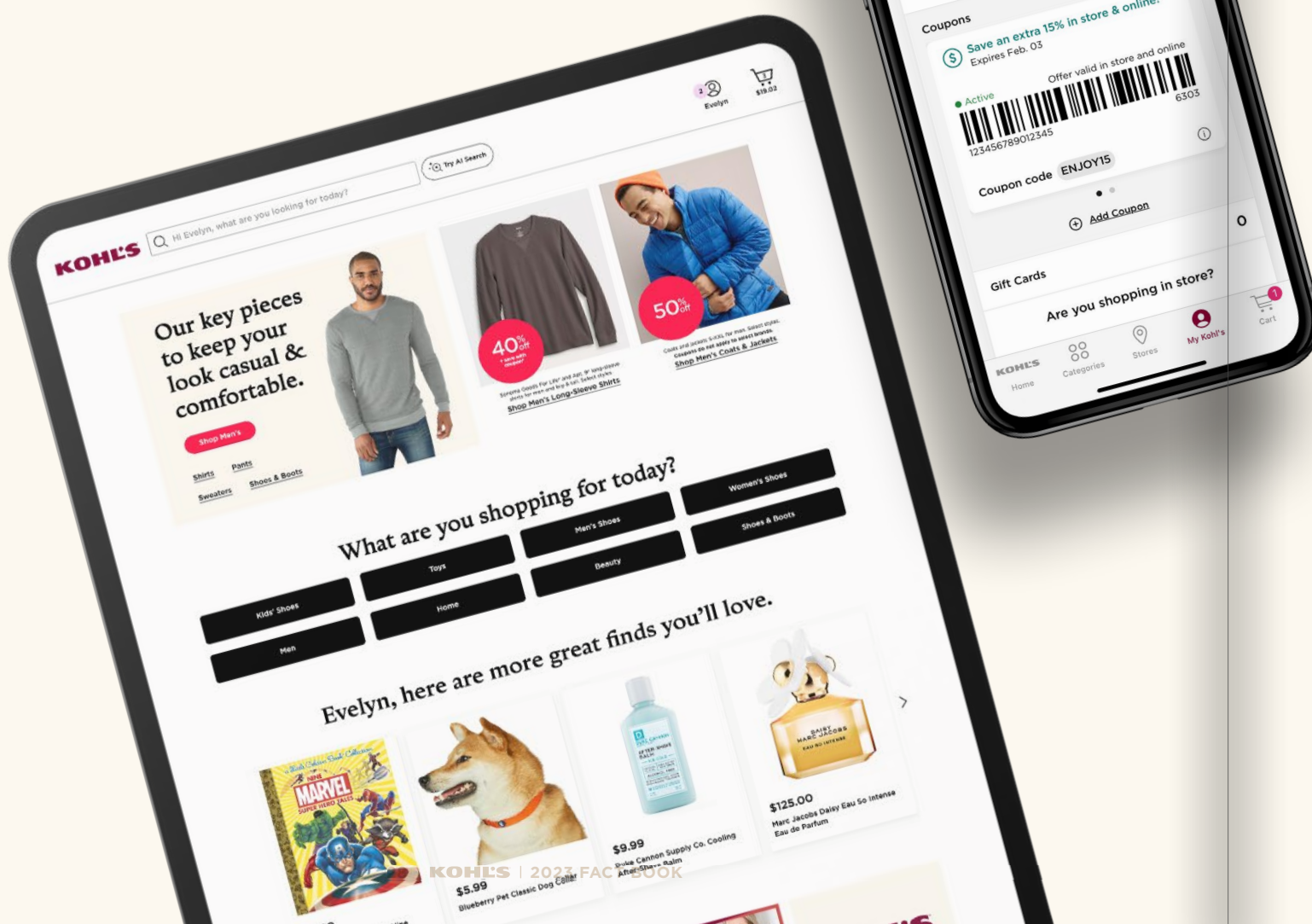
05

Customer Experience



Kohl's Offers a Convenient Omnichannel Experience

Our customers love to shop at Kohl's in various ways — in our stores nationwide, on Kohls.com and through the Kohl's App — and we pride ourselves on delivering a best-in-class experience to all our customers regardless of how or where they shop. Kohl's continues to find opportunities to enhance the omnichannel experience by combining the convenience of our digital platform with the tremendous reach of our store network.



STORE EXPERIENCE

Kohl's is enhancing the total store experience to serve today's family better. We are refreshing the look and feel of the store environment by expanding and repositioning our gifting assortment, simplifying our in-store signage and graphics, consolidating the customer checkout area, improving our overall merchandising, and empowering our stores to capitalize on opportunities to drive sales in their local markets.

KOHL'S.COM

Kohls.com offers customers convenient access to shopping at Kohl's whenever and wherever they want. We continue to invest in elevating the digital experience to make shopping at Kohls.com easier and more engaging than ever before.

KOHL'S APP & DIGITAL WALLET

The Kohl's App, with 20 million active users, features the option to scan and store Kohl's Cash coupons and savings offers and easily manage and redeem Rewards and Kohl's gift cards all within a single point of access in the digital wallet. Kohl's App and digital wallet eliminate the need for our customers to carry physical coupons and cards, allowing for a seamless checkout process.

Kohl's Offers a Convenient Omnichannel Experience

Offering More Convenience to Customers

Store Pickup

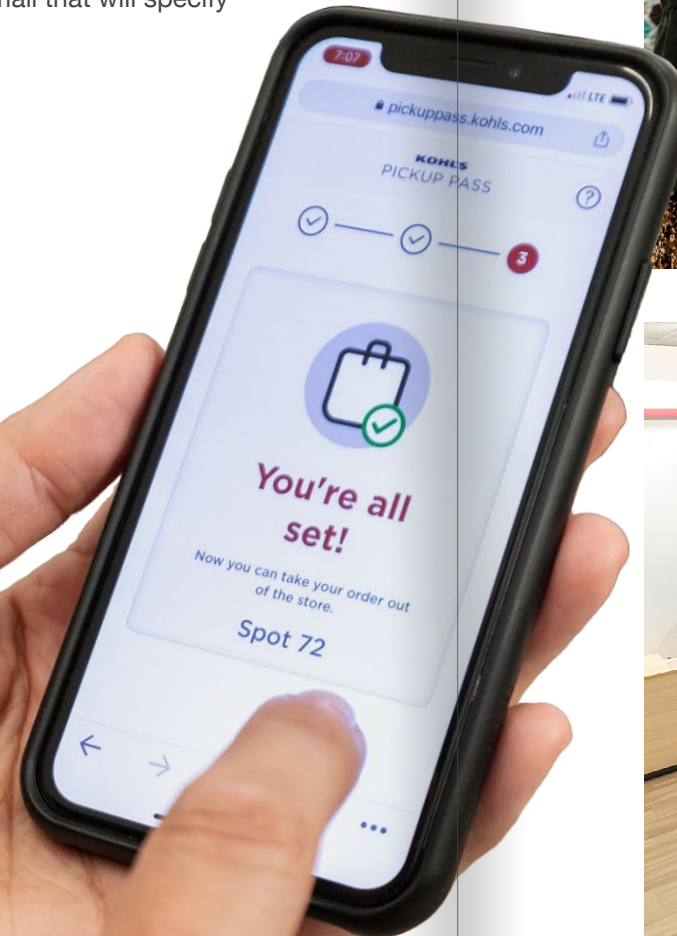
Kohl's offers customers shopping [Kohls.com](https://www.kohls.com) and the Kohl's App the opportunity to pick up their purchases for free at their favorite local store – allowing them to get the products they need even faster. Shoppers who select “In-Store Pickup” for their online order will receive a “Ready for Pickup” email that will specify where the order can be found inside the store.

Buy Online, Ship to Store

Kohl's buy online, ship to store capability offers customers shopping [Kohls.com](https://www.kohls.com) and the Kohl's App the option to have their purchase shipped to their local Kohl's store for free. Buy online, ship to store significantly broadens the assortment available to our customers for free pick up in the store, complements our existing buy online, pick up in-store platform and helps drive customers into our stores.

Amazon Returns at Kohl's

Customers can use Amazon Returns at Kohl's, available at our more than 1,100 stores nationwide, to return eligible Amazon items. It's free, convenient and available to everyone.





05

Kohl's Cares

Kohl's Cares

We believe that to live our values, we must care for the people in our communities, workplace and the planet.

Our values guide our associate relations, philanthropic work, environmental sustainability efforts, and partnerships. Additional information about our Kohl's Cares initiatives can be found on our [Investor page](#) and our [annual report on ESG progress](#).

SUSTAINABILITY

Healthy communities start with a healthy environment. We believe incorporating responsible solutions in the way we do business will help to build better futures for families. With such a large retail footprint, we believe we have a responsibility to make a positive impact on the planet. Our sustainability strategy is guided by leveraging business practices and decisions that enhance the objectives of the United Nations Sustainable Development Goals.

DIVERSITY, EQUITY & INCLUSION

Understanding and embracing differences for Kohl's associates, customers, and communities is not just the right thing to do; it is critical in creating an inclusive workplace and brand experience and driving long-term business success. We are committed to our Diversity, Equity & Inclusion (DEI) strategy focused on Our People, Our Customers and Our Community, and our mission to empower more families through diversity, equity and inclusion.



Kohl's Fosters a Best-in-Class Workplace

WORKPLACE

Kohl's is committed to creating a healthy and safe workplace for our associates. We seek out talent that shares our values and strive to support their journey toward fulfillment at work, at home and within our communities.

PHILANTHROPY

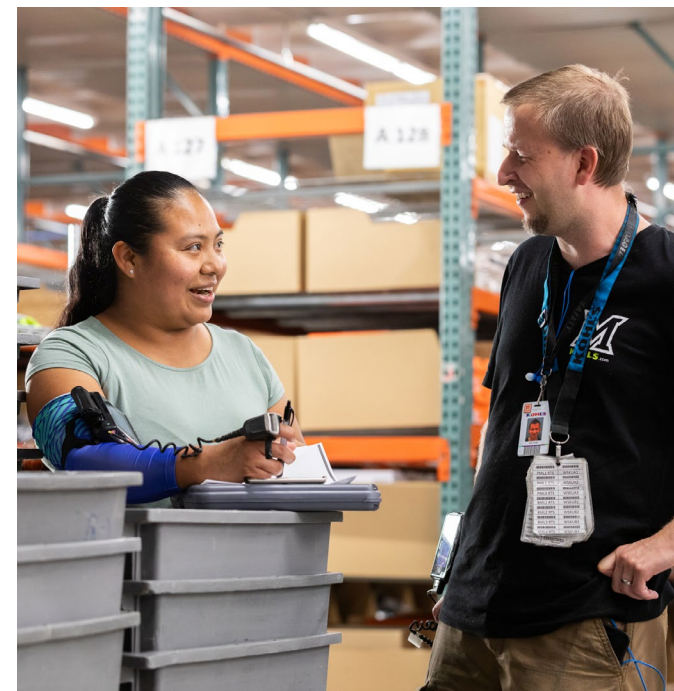
Kohl's believes healthy communities help support healthy families, so we give back to our communities with grants, resources, talent and time. We continue to work to strengthen our long-standing philanthropic commitment to family health and wellness in the communities we serve.

SOCIAL SUPPLY CHAIN MANAGEMENT

At Kohl's, the vendors we choose must live up to the standards defined in our Terms of Engagement. They must share our convictions, abide by our policies and operate according to our universally applied standards regarding ethics and fairness.

VALUES, ETHICS, HUMAN RIGHTS AND GOVERNANCE

Kohl's Cares efforts derive from our strong values. This is reflected in our Code of Ethics, Global Human Rights Policy, Business Partner Code of Conduct and Corporate Governance Guidelines.



Workforce Safety, Health & Well-Being

Feeling safe and secure is important to the total well-being of Kohl's associates and customers. We lead initiatives that ensure how we communicate, work and develop our product enables our associates to work and engage with customers in a safe environment.

PRODUCT SAFETY

We scrutinize our private brand products through our corporate testing program to ensure they meet our product safety and quality standards. We also conduct rigorous product testing at independent third-party laboratories. Our Product Integrity and Quality Assurance departments work tirelessly to deliver our customers a safe, quality product.

BUSINESS CONTINUITY, CRISIS MANAGEMENT & DISASTER PREPAREDNESS

We have a business continuity function dedicated to supporting the well-being of associates and customers in times of natural disaster, pandemic, civil unrest, active threats and other unplanned incidents. Our crisis management team also facilitates annual exercises to ensure disaster plans are comprehensive and resilient.



Financials

Since announcing our first dividend in 2011, we have distributed \$3.8B in dividends.

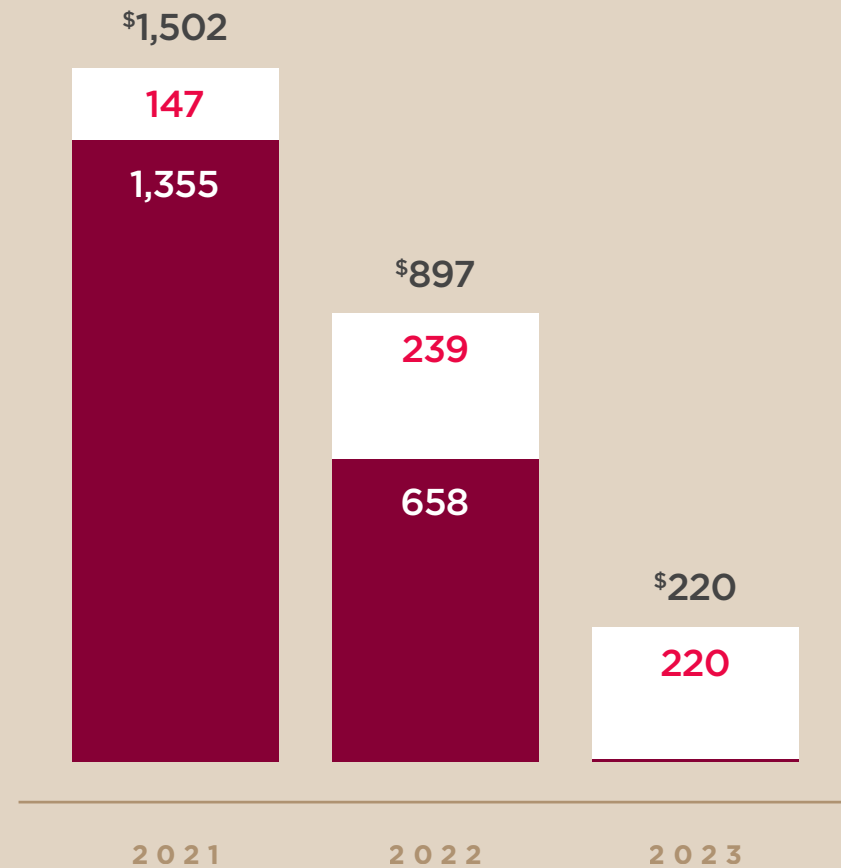
CAPITAL RETURNED TO SHAREHOLDERS (IN MILLIONS)

DIVIDENDS

Since announcing our first dividend in 2011, we have distributed \$3.8B in dividends

SHARE REPURCHASES

We have reduced our share count by more than 60% since 2007



DOLLARS IN MILLIONS, EXCEPT EARNINGS PER SHARE	2021	2022	2023
Total Revenue	\$19,433	\$18,098	\$17,476
Y/Y change	21.8%	-6.9%	-3.4%
Gross margin rate	38.1%	33.2%	36.7%
SG&A	\$5,478	\$5,587	\$5,512
SG&A % of Revenue	28.2%	30.9%	31.5%
Operating Income ¹	\$1,680	\$246	\$717
Adj Net Income ¹	\$1,089	-\$19	\$317
Adj Diluted Earnings per Share ¹	\$7.33	-\$0.15	\$2.85
Dividends per Share	\$1.00	\$2.00	\$2.00
Total Assets	\$15,054	\$14,345	\$14,009
Inventory	\$3,067M	\$3,189M	\$2,880M
Long-Term Debt	\$1,910	\$1,912	\$1,638
Capital Expenditures	\$605	\$826	\$577

¹Adjusted Operating Income, Adjusted Net Income, and Adjusted Diluted Earnings per Share are non-GAAP financial Measures. For more information, please refer to our [2023 10-K filing](#) for the reconciliations.

Leadership



Tom Kingsbury
Chief Executive Officer, Kohl's

Tom Kingsbury, chief executive officer of Kohl's, is responsible for the company's growth, profitability, and strategic direction — overseeing its 1,170 store base, ecommerce business, and nearly 100,000 associates across the country.

As a leading omnichannel retailer, Kingsbury oversees the company's efforts in elevating Kohl's brand portfolio, continuing to grow Kohl's industry-leading loyalty program, and further advancing innovative partnerships with iconic powerful companies — such as Amazon and Sephora. As an accomplished retail veteran, Kingsbury is setting a new course for growth at Kohl's and is focused on four priorities: enhancing the customer experience, accelerating and simplifying Kohl's value proposition, managing inventory and expenses with discipline, and strengthening the balance sheet. Kingsbury is committed to maintaining a strong, purpose-driven culture at Kohl's.

Kingsbury has more than 40 years of retail industry experience — holding a variety of company and board leadership roles at Kohl's, Burlington Stores, Inc., and The May Department Stores Company. Kingsbury was appointed chief executive officer of Kohl's in February 2023 after being named interim chief executive officer in December 2022. He's served on Kohl's Board of Directors since 2021. Previously, he led Burlington Stores, Inc. as President and Chief Executive Officer from 2008 to 2019 and served on the Burlington Stores Board of Directors from 2008 to 2020, including as Chairman from 2014 to 2019 and as Executive Chairman from 2019 to 2020.



Jill Timm
Chief Financial Officer

Jill Timm, chief financial officer, is responsible for Kohl's financial planning and analysis, investor relations, financial reporting, accounting operations, tax, treasury, and corporate strategy.

Timm joined Kohl's in 1999, and has held a number of progressive leadership roles across several areas of finance, most recently having served as executive vice president of finance. Prior to joining Kohl's, Timm served as senior auditor at Arthur Andersen LLP. Timm has 25 years of finance and retail experience.



Nick Jones
Chief Merchandising Officer

Nick Jones, chief merchandising officer, is responsible for Kohl's overall merchandise strategy and all merchandising functions — including buying, omnichannel merchandising, product design and development, and product portfolio strategy.

A 30-year retail veteran, Jones joined Kohl's in March 2023 with extensive experience in merchandising, brand, retail, and leadership. Prior to Kohl's, he was CEO of Joules Group — a premium British lifestyle clothing brand. Jones also worked for ASDA/Walmart UK and Marks & Spencer, where he held a variety of business and merchandise leadership positions — including working in Home, Beauty, and Women's categories.



Fred Hand
Senior Executive Vice President,
Director of Stores

Fred Hand, senior executive vice president, director of stores, is responsible for Kohl's more than 1,100 stores, including the company's store operations, experience and design functions, real estate and property development, and purchasing, as well as its loss prevention team.

Prior to joining Kohl's in 2023, served as chief executive officer Tuesday Morning. Hand also held progressive leadership roles in stores at Burlington, including chief operating officer, as well as held various senior leadership positions in stores and visual merchandising at May Department Stores (then Macy's), and Filene's. Hand has more than 40 years of retail experience.



Siobhán Mc Feeney
Chief Technology & Digital Officer

Siobhán Mc Feeney, chief technology and digital officer, is responsible for all technology, information and digital platforms supporting Kohl's omnichannel business.

Mc Feeney joined Kohl's in 2020 as senior vice president, technology and was promoted to executive vice president, technology in 2022. Prior to Kohl's, she led innovation and strategy at Pivotal Software, Inc., as well as held technology and finance leadership roles at AAA Northern California. Mc Feeney also worked as an accountant at Deloitte and KPMG Ireland. Mc Feeney has more than 30 years of information technology and finance experience.



Christie Raymond
Chief Marketing Officer

Christie Raymond, chief marketing officer, is responsible for Kohl's marketing and customer service organizations – including the overall marketing strategy, brand and creative, media and personalization, credit and loyalty, customer insights and analytics, corporate communications, and philanthropic efforts.

Raymond joined Kohl's in 2017 as senior vice president, media and personalization and was promoted to executive vice president, customer engagement, analytics & insights in 2020. Prior to Kohl's, Raymond served in marketing, new business and strategic planning leadership roles at The Walt Disney Company and Aspen Club Technologies. Raymond has more than 15 years of marketing and retail experience.



Mari Steinmetz
Chief People Officer

Mari Steinmetz, chief people officer, is responsible for Kohl's overall vision and strategy for talent, culture and human resource efforts — including recruitment, development, associate relations, compensation and benefits, and culture.

Steinmetz joined Kohl's in 2010, and has held a number of progressive leadership roles across several areas of human resources, most recently having served as senior vice president of benefits, compensation, talent management, people analytics, and HR business partners. Prior to joining Kohl's, Steinmetz served in various leadership positions at Target supporting the stores and regional human resources functions. Steinmetz has more than 20 years of human resources and retail experience.



Michelle A. Banks
Chief Diversity,
Equity & Inclusion Officer

Michelle A. Banks, chief diversity, equity & inclusion officer, is responsible for leading Kohl's enterprise-wide diversity, equity and inclusion (DEI) efforts, including training and development, strategic initiatives across the business, and leadership of both the company's DEI Task Force and its DEI Council.

Banks joined Kohl's in 2010 and has held a number of progressive leadership roles within the stores organization, most recently having served as senior vice president, territory manager overseeing nearly 200 stores in the Southeast region. Prior to joining Kohl's, Banks served in store leadership roles with DSW Shoes, Gap, Marshall Fields, and Donna Karan. Banks has more than 30 years of retail experience.



Jennie Kent
Chief Legal Officer & Corporate Secretary

Jennie Kent, chief legal officer & corporate secretary, is responsible for all legal matters for the business, as well as risk, compliance and sustainability, and acts as secretary for the Kohl's Board of Directors.

Prior to joining Kohl's in 2023, Kent served in various legal leadership roles at Quad and Harley-Davidson Motor Company, both of which are publicly traded Milwaukee-based companies. Kent also previously worked as an Assistant U.S. Attorney for the Eastern District of Wisconsin and for the Milwaukee law firm Foley & Lardner. Kent has more than 25 years of legal experience.



Gregg Barta
Executive Vice President,
Supply Chain & Logistics

Gregg Barta, executive vice president, supply chain & logistics, is responsible for Kohl's supply chain and logistics network including digital fulfillment strategies, global transportation operations, logistics planning, vendor relations, and the company's field operations in distribution centers and e-commerce fulfillment centers.

Barta joined Kohl's in 2005, and has held a number of progressive leadership roles in supply chain and logistics, most recently having served as senior vice president of logistics. Prior to joining Kohl's, Barta served leadership roles at Accenture and Sears Holdings focused on supply chain strategy, transportation operations and logistics. Barta has more than 30 years of supply chain and retail experience.

Board of Directors



Wendy Arlin ^(a)
Former Executive Vice President
and Chief Financial Officer
Bath & Body Works, Inc.



Thomas Kingsbury ^{(c)(e)}
Chief Executive Officer
Kohl's



Michael J. Bender ^{(a)(b)(c)(d)(e)(f)}
Former President
and Chief Executive Officer
Eyemart Express, LLC



Robbin Mitchell ^{(a)(d)}
Senior Advisor
Boston Consulting Group



Yael Cosset ^{(a*)(e)}
Senior Vice President,
Chief Information Officer
The Kroger Co.



Jonas Prising ^{(b*)(e)}
Chairman and Chief Executive Officer
ManpowerGroup



Christine Day ^{(a)(b)}
Former Chief Executive Officer
The House of LR&C



John E. Schlifske ^{(c*)(d*)(e)}
Chairman and Chief Executive Officer
The Northwestern Mutual Life Insurance Company



H. Charles Floyd ^(b)
Senior Advisor to President
and Chief Executive Officer
of Hyatt Hotels Corporation



Adrienne Shapira ^{(c)(d)}
Former Managing Director
Eurazeo Brands



Adolfo Villagomez ^(a)
Chief Executive Officer
Progress Residential

(a) Audit Committee member
(b) Compensation Committee member
(c) Finance Committee member

(d) Nominating & ESG Committee member
(e) Executive Committee member
(f) Independent Chair

* Denotes Committee Chair

Company Information

EXCHANGE/SYMBOL

Kohl's Corporation common stock is traded on the New York Stock Exchange under the symbol KSS.

FORTUNE 500

Kohl's Corporation is a Fortune 500 company.

SIC CODE

5310

INDEPENDENT AUDITORS

Ernst & Young LLP
Milwaukee, Wisconsin

TRANSFER AGENT AND REGISTRAR

EQ Shareowner Services
P.O. Box 64854
St. Paul, MN 55164-0854
Phone: (800) 468-9716

CORPORATE HEADQUARTERS

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N56 W17000 Ridgewood Drive
Menomonee Falls, WI 53051
Phone: (262) 703-7000

OTHER INFORMATION

For quarterly earnings reports, our periodic filings with the SEC, upcoming events and other investor information, please visit our website at [Corporate.Kohls.com](https://www.kohls.com/corporate).

INVESTOR RELATIONS

Email: investor.relations@kohls.com