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## Kohl's Makes it Easy for Customers to Shop, Save and Find the Right Gift this Holiday Season

The holidays are an exciting yet busy time for our customers. But with amazing value, curated gift collections, and a truly inspiring shopping experience, we are making it easy for customers to shop, save and find the right gift at Kohl's.

"Kohl's delivers what customers want this holiday – we're easy to shop, we have the best gifts and our value is unbeatable," said Michelle Gass, Kohl's chief merchandising and customer officer. "We're delivering the most exciting gifts of the season, including top national brands like American Girl, Nike, Fitbit and more. We have great tools that make shopping easier and more personalized. The incredible savings opportunities Kohl's is famous for, like Kohl's Cash and Yes2You Rewards, will give customers the value they want for the holidays and can only find at Kohl's."

### Easy to Shop

Kohl's offers a seamless and personalized customer experience across all devices allowing customers to shop when and how it's most convenient to them.

- **Buy Online, Pick Up In Store / Ship from Store** – Kohl's [buy online, pick up in store](#) and ship from store capabilities provide even faster shipping times and more convenience for the time-strapped customer.
- **Kohl's App** – The [Kohl's app](#) features the option to scan and store [Kohl's gift cards](#), [Kohl's Cash](#) and savings offers and easily manage and redeem [Yes2You Rewards](#) points in the [digital wallet](#) for easy access at checkout. In addition to browsing and shopping by category, customers will experience [Store Tools](#), a store mode for the [Kohl's app](#) providing a more customized in-store shopping experience, and [Snap and Shop](#), which allows customers to take photos of products anywhere and find similar items at Kohl's.
- **Kohl's Pay**: Launched just in time for the holidays, customers can now use [Kohl's Pay](#), a mobile payment option which integrates the [Kohl's Charge](#) private label credit card into the [Kohl's app](#). Customers also have the added convenience of seamlessly applying their Kohl's offers, [Kohl's Cash](#) and [Yes2You Rewards](#) with a single transaction at checkout.
- **Mobile Payment Options**: Customers can pay quickly and easily when they add their [Kohl's Charge](#) to [Apple Pay](#), and simultaneously earn [Yes2You Rewards](#) points on purchases with one touch when their Yes2You pass is added to the [Apple Wallet](#). Additionally, Kohl's now offers [Masterpass](#), a fast, simple and secure digital payment experience online, in-store or in-app. Customers are also able to securely complete purchases across all digital channels with [Visa Checkout](#).

### Easy to Save

Kohl's has always stood for delivering outstanding value and the holiday season is the perfect time for customers to maximize their savings with Kohl's exclusives like [Kohl's Cash](#), [Kohl's Charge](#) and [Yes2You Rewards](#).

- **Kohl's Cash** – During [Kohl's Cash](#) promotions, all shoppers get \$10 [Kohl's Cash](#) for every \$50 spent in store or online, to use on a later date. But from Monday, November 21 through Saturday, November 26, customers will earn an amazing \$15 [Kohl's Cash](#) for every \$50 spent!
- **Yes2You Rewards** – [Yes2You Rewards](#) members earn one point for every dollar they spend, and receive a \$5 reward for every 100 points, no matter how they pay, with no limit on points earned and no cost to join.
- **Kohl's Charge** – [Kohl's charge](#) customers will save at least 25 percent on their first day's purchases when they open an account at stores nationwide.
- **Digital Wallet** – Located within the [Kohl's app](#), customers can use the [digital wallet](#) to store all of their promotions – from earned [Yes2You Rewards](#), to percentage off discounts to [Kohl's Cash](#) – in one easy place.



### Easy to Find the Right Gift

Kohl's is focused on delivering amazing, unexpected product to create exciting assortments that will give our customers what they want and need – especially during the holiday season.

- **Gifting Categories** – Customers will easily find the right gift with our designated gifting personas, including Fitness Fans, Dashing Dudes, Healthy Heroes, Holiday Hosts, Toy Techies, Winter Warriors, Beauty Queens, Bling Leaders, Holiday Hibernators, Cozy Crowd, Fan Girls / Fan Boys, Merry Makers, Pet Parents, Holiday Helpers, Style Seekers, Trendsetters, Avant Gardners, Favorite Foodies, and Jingle Belles, which will provide inspiration in store and online.
- **The Best Gift Ever** – Whether shopping for active and wellness products for the entire family, seeking out the season's hottest electronics and toys, or picking up the perfect item for your special someone, Kohl's will help you identify The Best Gift Ever with bright red bows throughout our stores and [Kohls.com](https://www.kohls.com).
- **New Must-Have Brands** – Kohl's will offer new and exclusive brands and products just in time for the holiday season, including American Girl, Star Wars, Trolls, Fisher-Price, Fitbit, KitchenAid, Simply Vera Vera Wang accessories embellished with Swarovski crystals, and more.

### Cautionary Statement Regarding Forward Looking Information

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to those described in Item 1A in Kohl's Annual Report on Form 10-K, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.