



THE
FUTURE OF



CITITRENDS

FORWARD-LOOKING STATEMENTS

All statements other than historical facts contained in this presentation, including statements regarding the Company's future financial results and position, business policy and plans, objectives and expectations of management for future operations and capital allocation expectations, are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995 that are subject to material risks and uncertainties. The words "believe," "may," "could," "plans," "estimate," "expects," "continue," "anticipate," "intend," "expect," "upcoming," "trend" and similar expressions, as they relate to the Company, are intended to identify forward-looking statements, although not all forward-looking statements contain such language. Statements with respect to earnings, sales or new store guidance are forward-looking statements. Investors are cautioned that any such forward-looking statements are subject to the finalization of the Company's quarter-end financial and accounting procedures, are not guarantees of future performance or results, and are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. Actual results or developments may differ materially from those included in the forward-looking statements as a result of various factors which are discussed in our Annual Reports and Quarterly Reports on Forms 10-K and 10-Q, respectively, and any amendments thereto, filed with the Securities and Exchange Commission. These risks and uncertainties include, but are not limited to, uncertainties relating to general economic conditions, including inflation, energy and fuel costs, unemployment levels, and any deterioration whether caused by acts of war, terrorism, political or social unrest (including any resulting store closures, damage or loss of inventory); or other factors; changes in market interest rates and market levels of wages; the imposition of new taxes on imports, new tariffs and changes in existing tariff rates;

the imposition of new trade restrictions and changes in existing trade restrictions; impacts of natural disasters such as hurricanes; uncertainty and economic impact of pandemics, epidemics or other public health emergencies; transportation and distribution delays or interruptions; changes in freight rates; the Company's ability to attract and retain workers; the Company's ability to negotiate effectively the cost and purchase of merchandise inventory risks due to shifts in market demand and to manage inventory shrinkage; the Company's ability to gauge fashion trends and changing consumer preferences; consumer confidence and changes in consumer spending patterns; competition within the industry; competition in our markets; the duration and extent of any economic stimulus programs; changes in product mix; interruptions in suppliers' businesses; risks related to cybersecurity, data privacy and intellectual property; temporary changes in demand due to weather patterns; seasonality of the Company's business; the results of pending or threatened litigation; delays associated with building, remodeling, opening and operating new stores; and delays associated with building, and opening or expanding new or existing distribution centers. Any forward-looking statements by the Company, with respect to guidance, the repurchase of shares pursuant to a share repurchase program, or otherwise, are intended to speak only as of the date such statements are made. Except as required by applicable law, including the securities laws of the United States and the rules and regulations of the Securities and Exchange Commission, the Company does not undertake to publicly update any forward-looking statements in this presentation or with respect to matters described herein, whether as a result of any new information, future events or otherwise.

LEADERSHIP

KEN SEIPEL
CHAIRMAN & CEO

JCPenney



Gabe's

TARGET

West Marine

Experienced retail turnaround CEO

Track record of significant value creation

Fortune 100 retailers & Private Equity

Individually a ~8% shareholder

Compensation fully aligned with shareholders

BOARD
OF DIRECTORS

Retail turnaround expertise

Merchandising and Product expertise

Brand and marketing expertise

Supply chain and procurement expertise

Capital allocation and M&A expertise

Corporate governance and incentive alignment

CITI TRENDS OVERVIEW

Off Price Retailer

Apparel, Shoes and Home

African-American focus

~\$800 million in FY25 sales

590 Stores

~12K avg. sq. ft.

33 States

Neighborhood locations

~ \$45 million EBITDA in 2027



JOY to
YOUR
world

SPEND less,
SHINE more

APPAREL, ACCESSORIES AND HOME
FOR THE WHOLE FAMILY

DIFFERENTIATED COMPETITIVE POSITION

High Performing “Off-Price” Retail Sector

Focused on Urban sense of Style, Price and Trend

High Frequency Loyal Customers

Neighborhood Store locations

Strong Balance Sheet

Tangible path for shareholder value growth



HIGH PERFORMING OFF-PRICE SECTOR

Supply Chain Disruptions

High turning inventory

Treasure Hunt environment

Scarcity creates frequency

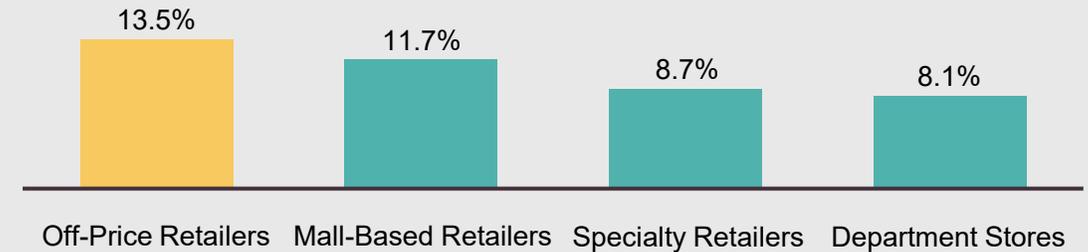
Everyday pricing / exceptional values

Flexibility to adapt

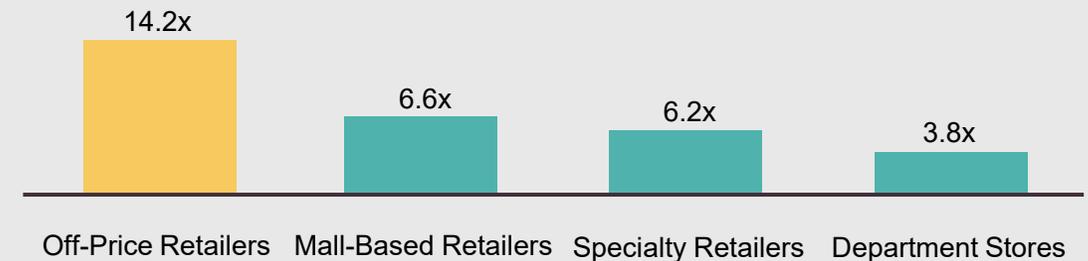
CY2025E – CY2027E Revenue CAGR



CY2025E EBITDA Margin %



Enterprise Value / NTM EBITDA



PRODUCT STRATEGY

STYLE that sees you, PRICES that amaze you & TRENDS that tell your story

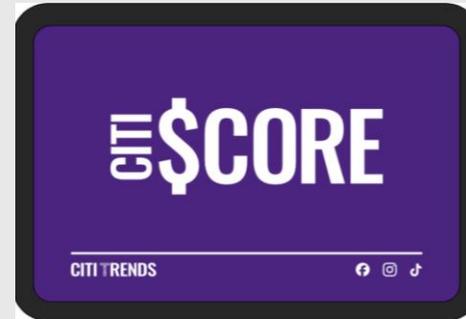
1. Balanced 3-tier assortments

Opening price points to emphasize value

Core “better” products with focus on brands and selection

Growth opportunity in “best” with better branded trends at great prices

2. Extreme value deals – the “treasure in the treasure hunt”



EXTREMELY LOYAL CUSTOMER BASE

AFRICAN-AMERICAN CUSTOMER

Average age ~40 years

Multi-generational
families

High shopping
frequency

All levels of
income

Most Frequent: \$75K - \$150K
Large Base: \$50K - \$75K





VALUE IS
NOT JUST PRICE

CITITRENDS VALUE =

**STYLES THAT SEE YOU +
PRICES THAT AMAZE YOU +
TRENDS THAT TELL YOUR STORY**

**TRUST-
CONNECTION**

**CULTURAL
CACHET
STYLE-PRICE-
TREND**

CITITRENDS

**SENSE OF
COMMUNITY**

NEIGHBORHOOD STORE LOCATION

STORE REMODELS AND REFRESHES

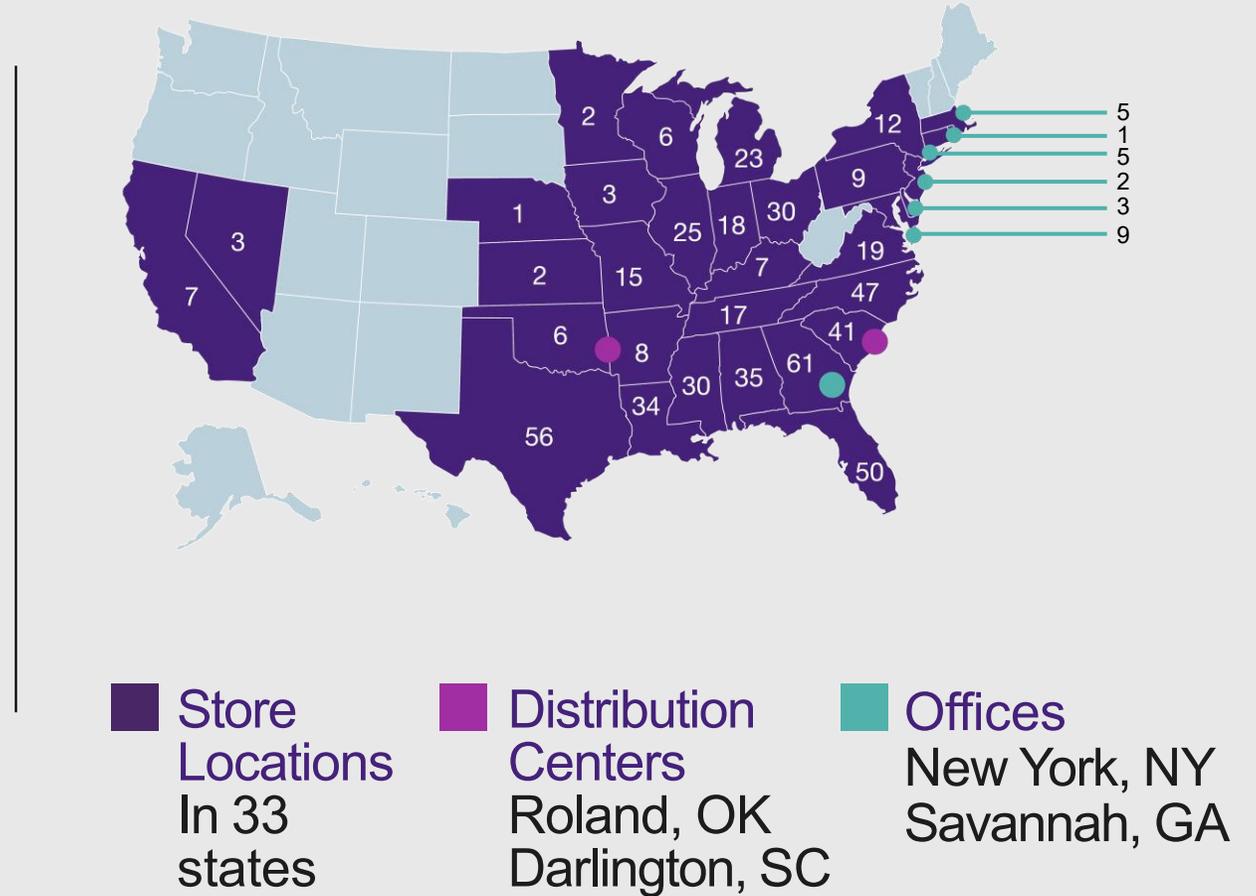
Priority on Higher Sales Stores

Sales lift generates return on investments

Component of MSA market share growth plans

Remodeling ~50 stores per year

STORE LOCATIONS BY STATE



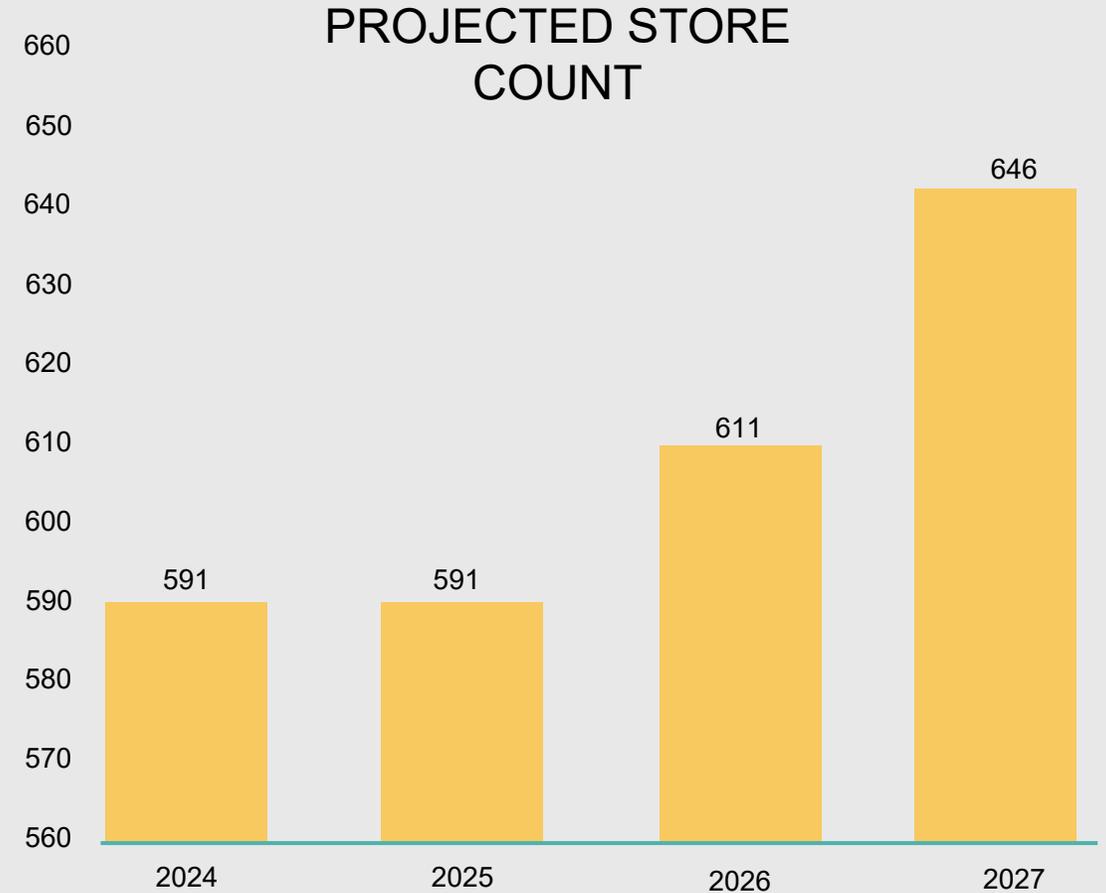
NEW NEIGHBORHOOD STORE GROWTH

NEW STORES

2026 ~25 New Stores

2027 & Beyond ~40 New Stores Annually

Growth Plans Existing Market Share Backfill
Select New Markets



Assumes ~5 store closures per year

NEW STORE DISCIPLINE

SUCCESSFUL NEW STORES

A.I. SITE SELECTION TOOL

- Trade Area
- Primary Customers
- Empirical Data



FINANCIAL PROFORMA

- Sales Targets
- EBITDA Results
- Return on Investment

SITE EVALUATION

- Site Characteristics
- Deal Negotiation

STRONG BALANCE SHEET

Balance sheet is strong

~\$135M total liquidity

No debt

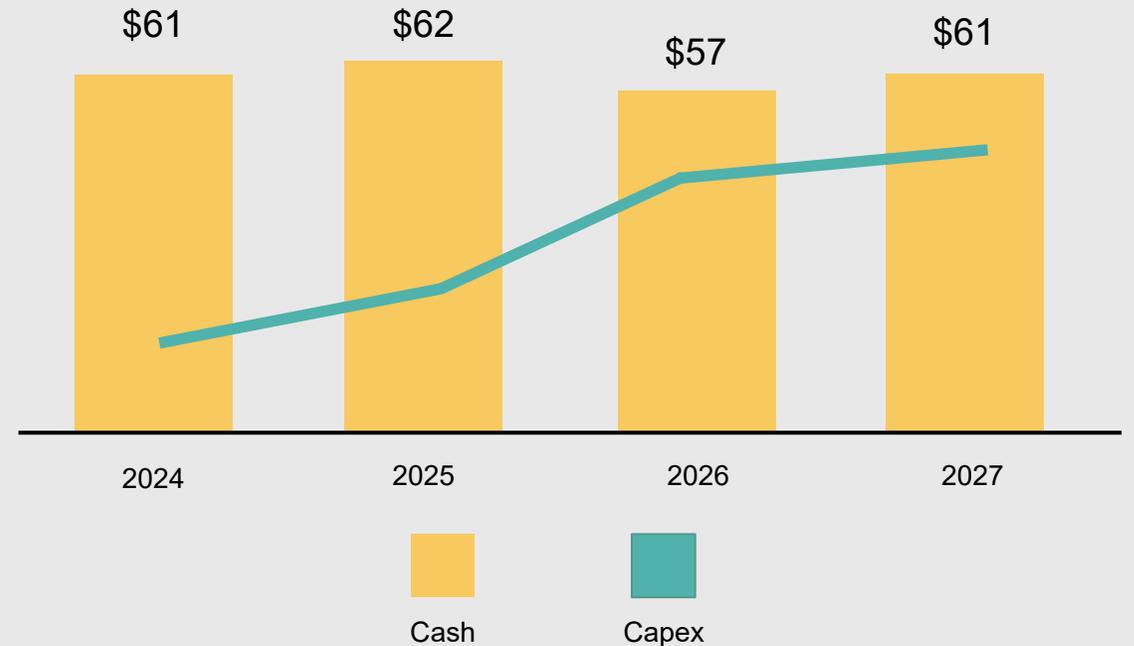
Capital allocation

~\$25M in 2025; ~\$45M in 2026
and 2027

Growth funded with cash

Liquidity creates flexibility to
pursue opportunities

CASH AND CAPEX BY YEAR (M's)



TANGIBLE PATH FOR SHAREHOLDER VALUE GROWTH

Strategy is actionable with specific initiatives and measurable results

METRIC	2027 TARGET	GROWTH
Sales	\$900M+	+\$150M
Gross Profit	42%	+400bps
SG&A Rate	37%	-200bps
EBITDA	\$45M+	+\$60M
EBITDA Margin	~5%	+7pts
Store Count	646	+55

Note: Growth vs. Fiscal 2024 results

CITI TRENDS PROGRESS

Repair Execute Optimize

Clarity

African American Customer

Three-tiered product assortment

Consistency

A.I. Product Allocation

Lower Mark-downs / Faster inventory turns

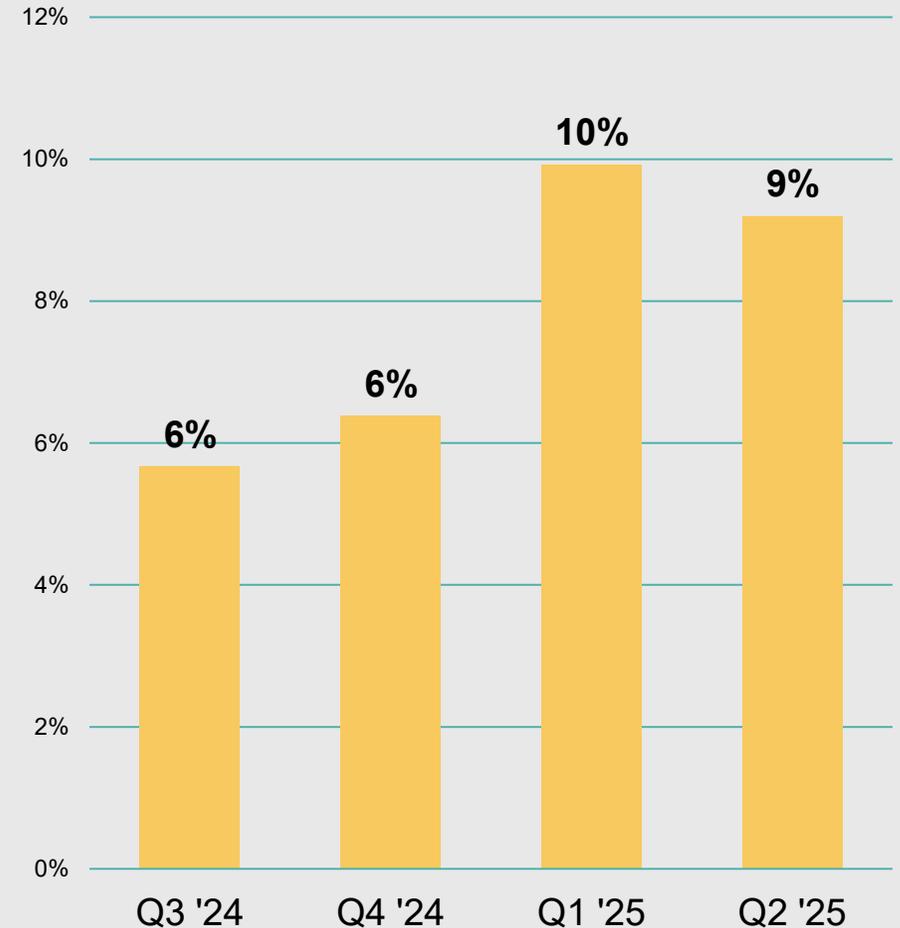
Best Practices

Focus

KPI Metrics

Compensation Aligned to Performance

COMP STORE SALES GROWTH



TANGIBLE PATH FOR SHAREHOLDER VALUE GROWTH

SALES GROWTH

Consistent 3-tiered product assortment

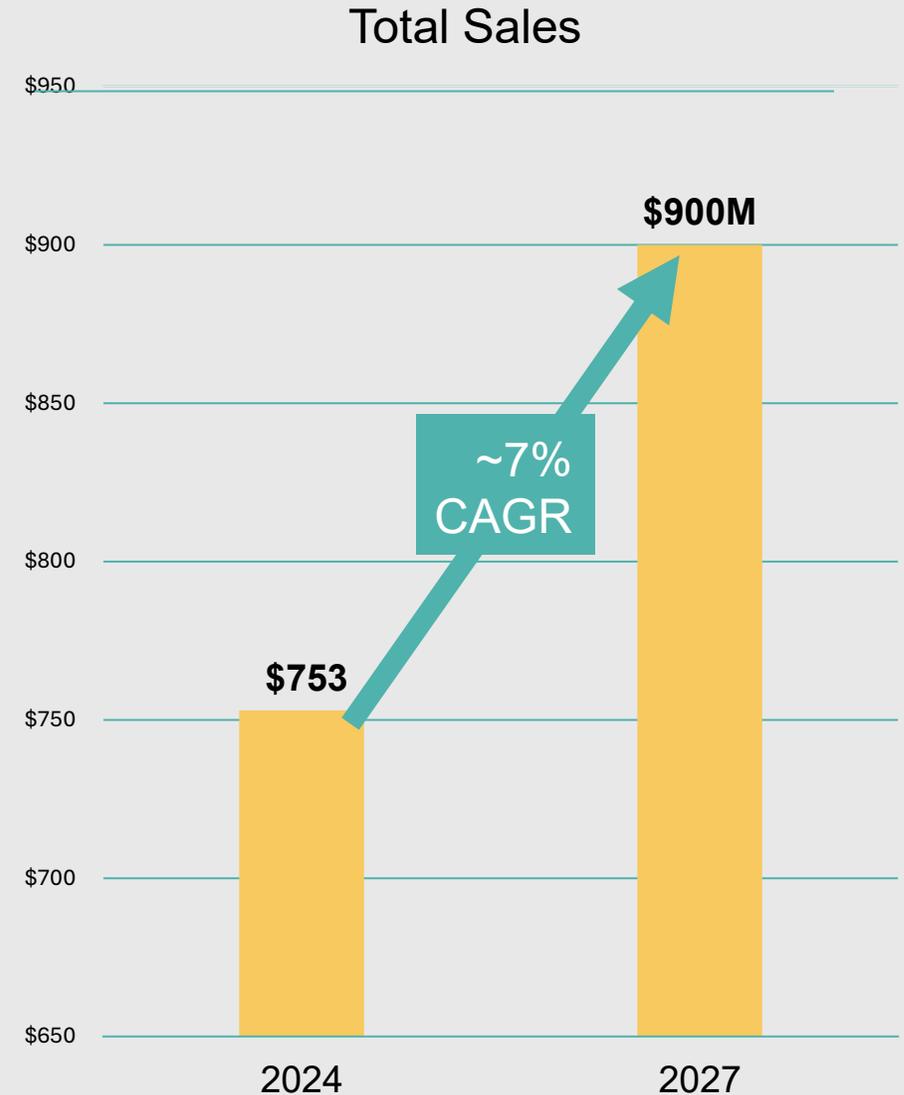
Off-Priced “treasure in the treasure hunt”

Trend director for styles

Opportunity product categories

Big Men’s / Plus Sizes / Footwear

Extreme value Deals



TANGIBLE PATH FOR SHAREHOLDER VALUE GROWTH

GROSS PROFIT GROWTH

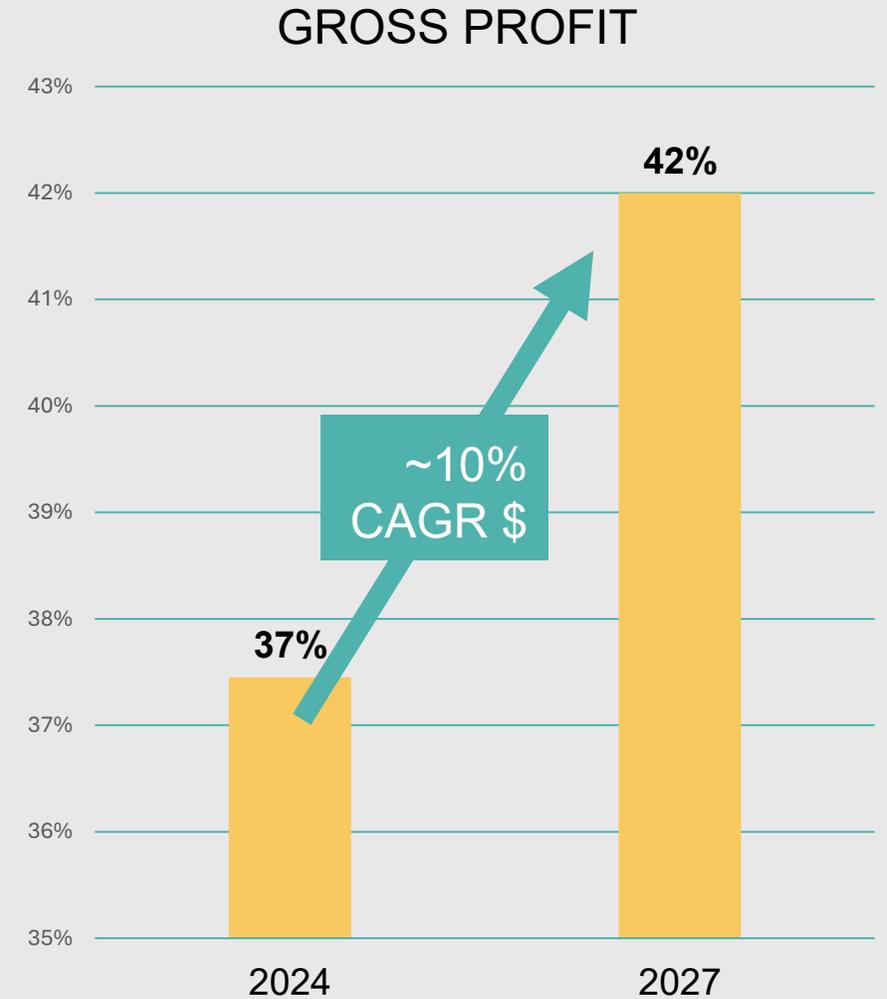
A.I. Product Planning and Allocation

Improved sell-through of product

Reduced mark-downs

Shrinkage Improvement Technology

Freight Efficiency



TANGIBLE PATH FOR SHAREHOLDER VALUE GROWTH

EBITDA
GROWTH \$45M OR
 MORE

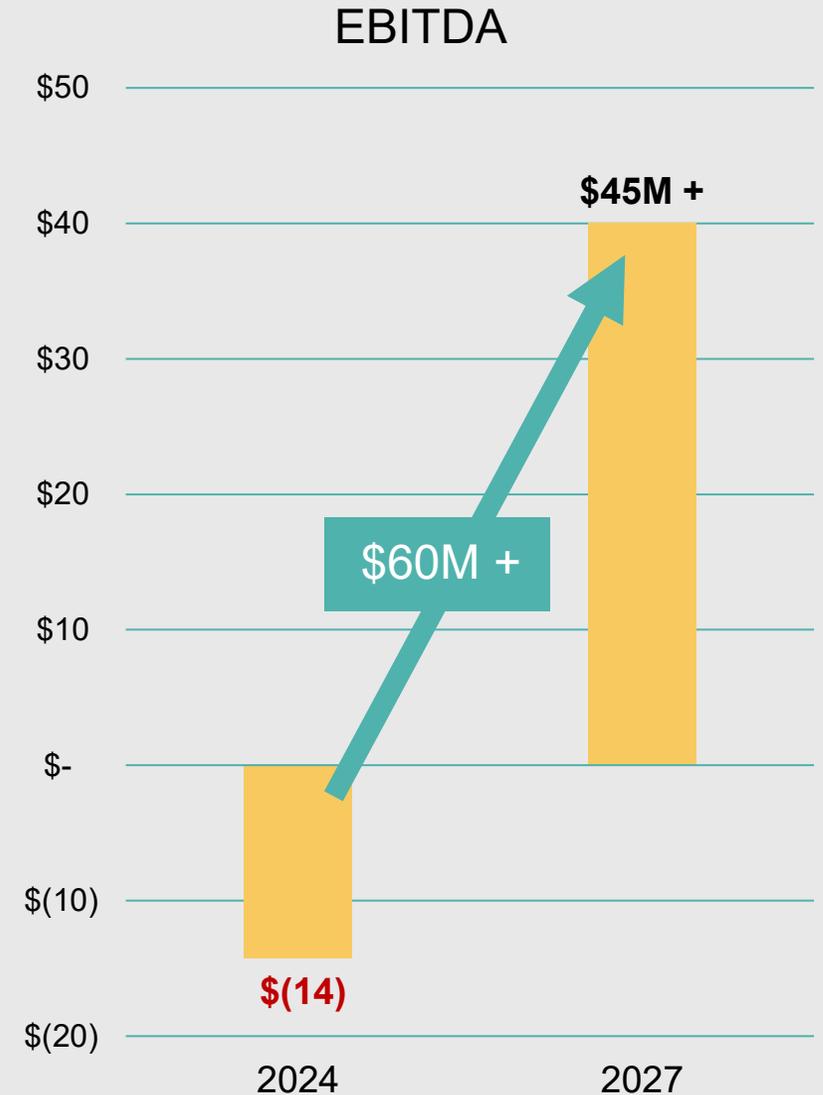
Consistent Sales Growth

Increased Gross Margin Rate

Leveraged SG&A on continued control

EBITDA growth to \$45M or more in 2027

Tangible actions for value creation





CITITRENDS VALUE =

**STYLES THAT SEE YOU +
PRICES THAT AMAZE YOU +
TRENDS THAT TELL YOUR STORY**