Five Below wants you to “let go & have fun!” Have you done that lately? With over $1.5 billion in annual sales, Five Below (NASDAQ: FIVE) is one of the fastest growing retailers in the WORLD, not to mention the ONLY tween and teen dedicated retailer in the U.S. We have over 800 stores in 36 states with 1,750 more to come + our online shop at fivebelow.com. Our products come to life in an amazing experience of 8 unique worlds: Style, Room, Play, Tech, Create, Party, Candy and New&Now. And the best part? It’s the coolest & trendiest stuff out there all for $5 and below. Convinced to let go & have fun with us yet? Hold on! There’s more! We’re also testing out something REALLY new called JustWow! @ five below. Okay, now are you convinced? Go visit a store!

**The Deets**
- **Founded in:** 2002 in Wayne, PA by David Schlessinger & Tom Vellios
- **Store count:** Over 800 stores in 36 states with 1,750 more to come!
- **Average store size:** 8,500 square feet
- **Sales:** 2016 sales hit $1B. $1.3B in 2017. 1.5B in 2018 and guiding to ~1.8B in 2019.
- **Publicly traded:** NASDAQ: FIVE

**What’s Trending RN?**
(We’re always finding the newest & coolest stuff!)
Spalding®, Sour Patch®, Bluetooth®, L.O.L. Surprise!™, JoJo Siwa™, Lego®, Hershey®, Marvel®, Disney®, & Fortnite™

**The Rumors Are True! Here’s What They’re Saying!**
“Five Below is a wonderland of things no one needs. It’s also one of the most successful retailers in America.” – Taylor Telford of The Washington Post

“Many retailers are closing stores. Five Below Inc. can’t seem to open them fast enough.” – Suzanne Kapner of The Wall Street Journal

“Five Below is the kind of regional to national story that investors like... They are expanding from less than 800 stores, mostly in the Northeast, to over 2,500 stores across the country.” – Jim Cramer of Mad Money

**What Makes Us So Cool & Unique & Fun & Amazing &…?**
Well, lots! We could go on & on but here’s the short ’n sweet version:
Five Below is a store of unlimited possibilities where teens & tweens are free to let go & have fun: – and get hands-on in a treasure hunt style shopping experience, where they’ll always find the coolest stuff for $5 or less to make them smile big and say “YES!” Where else does this happen? Only @FiveBelow!

**Giving Back**
Giving back is always an amazing thing to do. Since 2006 through customer donations and fundraising, Five Below has collected and donated more than $19 million to Alex’s Lemonade Stand®, St. Jude Children’s Research Hospital®, Toys for Tots® and other non-profits. We’re pumped to raise even MORE in the years to come. We know we can do it! And with the Best. Customers. Ever. Giving can be unstoppable.
five BELOW at a glance

trendiest, newest & coolest brands + products in the world!

reaching millions with the fastest growing retailer for kids!

target audience: gen z (8-14)
(2 million + kids shop our stores per month!)
millenial/gen x parent (24-44)

over 800 stores in 36 states with 1,750 more to come!

leading high growth retailer with consistent performance and 13 years of incredible sales increases.