

OUR JOURNEY & COMMITMENT

We are transforming our business at ascena. Together, we are focused on becoming a collective of healthy, thriving brands that are loved by our customers. Whether it's through reinvigorating our brands, products, and experiences; developing top-tier capabilities that enable us to function better, faster, and more cost efficiently; or creating new growth opportunities, we are evolving with the ever-changing needs of our customer while remaining committed to our core purpose—providing all women and girls with fashion and inspiration for living confidently every day. Our customer is at the heart of everything we do. Across our brands, we are working to meet her expectations in every interaction she has with us.

Today, our customers and associates expect us to do more than sell clothes. In addition to providing inclusive fashion—for every age and size, wherever she is, and however she wants to shop—she expects us to drive positive change for the women and girls we serve. This is why Responsibility is a key strategic initiative in our transformation plan and we are setting new goals to honor our commitment to her and our future.

Together with our associates, customers and partners, and collectively through our brands, we have raised and donated \$125 million in support of women and girls globally since 2005¹ and have delivered meaningful impact to inspire leadership and opportunity, strengthening communities, and promoting health and well-being. Looking ahead, we are taking critical steps to continue our Responsibility journey and build on the strong foundation established by our brands, customers and associates.

We are committed to doubling our impact in support of women and girls and the causes they care about. Importantly, our goal is to raise and contribute \$250 million by 2025.

WE BELIEVE THAT CARING FOR WOMEN ACROSS THE WORLD, AND PROVIDING OPPORTUNITIES TO LEAD, GIVE BACK, AND LIVE WELL, WILL LEAD TO A BETTER FUTURE NOT JUST FOR US, BUT FOR OUR ASSOCIATES, COMMUNITIES, AND CUSTOMERS.

And, with her at the heart of us, we can make a positive impact in the lives of women and girls around the world.



DAVID JAFFE

Chairman and CEO,
ascena retail group inc.