



# 2024 Analyst & Investor Conference

DECEMBER 11, 2024





# Forward-looking statements



This presentation includes “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Statements including words such as “believe”, “expect”, “anticipate”, “plan”, “desire”, “project”, “estimate”, “intend”, “will”, “should”, “could”, “would”, “may”, “strategy”, “potential”, “opportunity”, “outlook”, “scenario”, “guidance”, and similar expressions are forward-looking statements. Forward-looking statements involve, among other things, expectations, projections, and assumptions about future financial and operating results, objectives (including objectives related to environmental and social matters), business outlook, priorities, sales growth, shareholder value, capital expenditures, cash flows, the housing market, the home improvement industry, demand for products and services including customer acceptance of new offerings and initiatives, macroeconomic conditions and consumer spending, share repurchases, and Lowe's strategic initiatives, including those relating to acquisitions and dispositions and the impact of such transactions on our strategic and operational plans and financial results. Such statements involve risks and uncertainties, and we can give no assurance that they will prove to be correct. Actual results may differ materially from those expressed or implied in such statements.

A wide variety of potential risks, uncertainties, and other factors could materially affect our ability to achieve the results either expressed or implied by these forward-looking statements including, but not limited to, changes in general economic conditions, such as volatility and/or lack of liquidity from time to time in U.S. and world financial markets and the consequent reduced availability and/or higher cost of borrowing to Lowe's and its customers, slower rates of growth in real disposable personal income that could affect the rate of growth in consumer spending, inflation and its impacts on discretionary spending and on our costs, shortages, and other disruptions in the labor supply, interest rate and currency fluctuations, home price appreciation or decreasing housing turnover, age of housing stock, the availability of consumer credit and of mortgage financing, trade policy changes or additional tariffs, outbreaks of pandemics, fluctuations in fuel and energy costs, inflation or deflation of commodity prices, natural disasters, geopolitical or armed conflicts, acts of both domestic and international terrorism, and other factors that can negatively affect our customers.

Investors and others should carefully consider the foregoing factors and other uncertainties, risks and potential events including, but not limited to, those described in “Item 1A - Risk Factors” in our most recent Annual Report on Form 10-K and as may be updated from time to time in Item 1A in our quarterly reports on Form 10-Q or other subsequent filings with the Securities and Exchange Commission. All such forward-looking statements speak only as of the date they are made, and we do not undertake any obligation to update these statements other than as required by law.



# Marketing

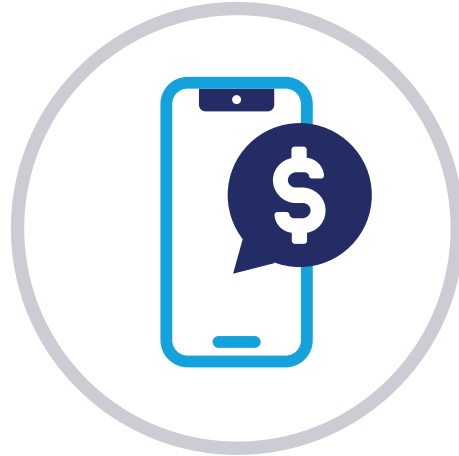
JEN WILSON, SENIOR VICE PRESIDENT, CHIEF MARKETING OFFICER

# Total Home Strategy 2025

CAPTURING MARKET SHARE ACROSS DIY AND PRO



Drive  
**Pro penetration**



Accelerate  
**online sales**



Expand  
**home services**



Create a  
**loyalty ecosystem**



Increase  
**space productivity**

Helping to solve problems and fulfill dreams for the home

# My Lowe's Rewards

MORE VALUE AND MORE REASONS TO SHOP LOWE'S



## Loyalty designed for DIY

Earn rewards and enjoy member-only perks



## Another level of rewards with MLR Credit Card

5% off every day on eligible purchases

# My Lowe's Pro Rewards

RELAUNCHING WITH A SIMPLIFIED PROGRAM TO ACCELERATE ADOPTION



## Designed for the small-to-medium Pro



Single currency & intuitive  
customer experience



Easier and faster for Pros to  
earn rewards and redeem them

# Member-only deals

SPECIAL PRICING AND KEY SELLING EVENTS



mylowe's  
Rewards  
WEEK

**Members save \$50**

on Bosch 18V 4-tool combo kit.\*

\*Loyalty program subject to Terms & Conditions. Details at [Lowe.com/Terms](https://Lowe.com/Terms). Subject to change.

[Shop Now](#)

Sponsored

LOWE'S  
Labor  
DAY

MyLowe's Rewards  
member only

DOORBUSTERS

Members save  
**\$300** now  
\$996

ColdWash top-load  
washer and dryer



mylowe's  
Rewards



GE APPLIANCES

Valid 8/29-9/2. Program subject to Terms & Conditions. Details at [Lowe.com/Terms](https://Lowe.com/Terms). Subject to change.

Members like  
you get up to

**40% OFF**

storewide on  
**HUNDREDS**  
of items!

mylowe's  
Rewards  
WEEK

10/10 - 10/16

[Shop now](#)

\*Offer valid 10/10-10/16. Program subject to terms and conditions see [Lowe.com/Terms](https://Lowe.com/Terms) for details. Subject to change.

Reserve your

**FREE**  
member gift!\*

Your holiday ornament is waiting  
for you.

[Reserve today](#)



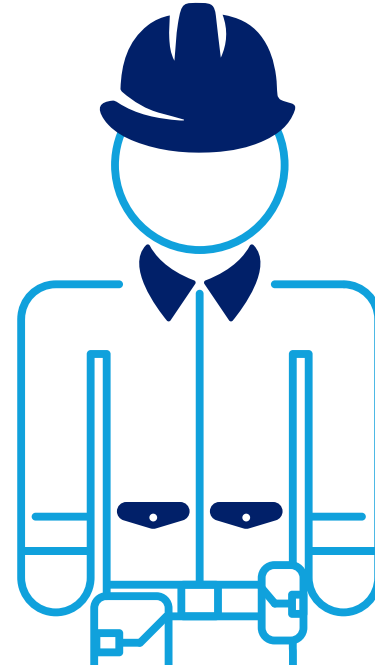
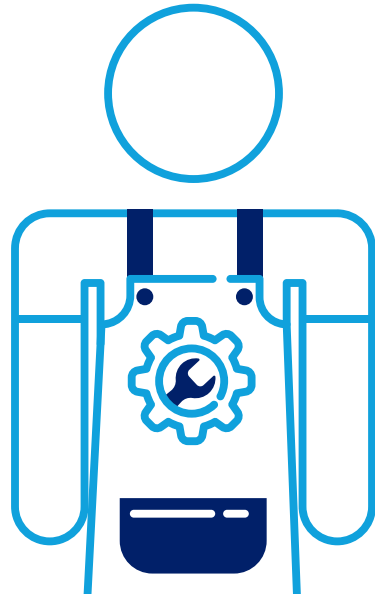
\*While supplies last. Ornament size is 3.75X3.2-in.

# High-performing data platform

LEVERAGING INSIGHTS FROM OUR LOYALTY PROGRAMS & CUSTOMER SHOPPING PATTERNS



Creating better connections with our DIY and Pro customers through a more relevant and tailored experience



... anticipating what they need next.



# Digital Home Platform



HELPING MY LOWES REWARDS MEMBERS MANAGE ROUTINE MAINTENANCE AND WARRANTIES



Customers often misplace warranties and product information



So we're automatically adding this information to their profile ...



... and providing them with maintenance reminders

# Reaching a broader customer base



TARGETED CAMPAIGNS ACROSS THE SPORTING WORLD

## Official home improvement retailer of the NFL

Score with the  
Lowe's app.

We've got the tools to help make the right calls every time.

[Download Now](#)



Exclusive

Buy a golf cart featuring your favorite team's logo.

[Shop All](#)



Don't just wear your team's colors — paint with them.

[Shop Now](#)



## Lionel Messi and Copa America

Join for FREE and SCORE with Messi x Lowe's!



Loyalty members can earn

**10x POINTS**  
the day after Messi makes an assist!



myLowe's Rewards MVPs



1. Not a member? Join for FREE today.
2. Activate your offer starting 6/20.
3. Watch Messi make an assist.
4. Shop the NEXT DAY and earn 10x points.\*
5. Earn even more MyLowe's Money or Bonus Points toward what you need.

\*Exclusions & more terms apply. Loyalty programs subject to Terms & Conditions. See Lowe's.com/terms for details. Subject to change.



# LOWE'S<sup>®</sup>

## MEDIA NETWORK

Advertising solutions that deliver growth.



Connecting our suppliers with a captive audience



Now leveraging consumer insights from My Lowe's Rewards



Reaching customers throughout shopping journey on Lowes.com, social media and other sites

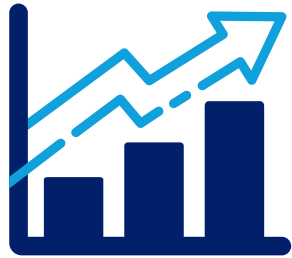


# Accelerating growth

WITH A MULTI-PRONGED APPROACH TO GROW LOWE'S MEDIA NETWORK



**Talented internal team with expertise in retail media and retail**



**Measurable and actionable results for our suppliers**



**Leveraging insights about consumer shopping patterns**



**LOWE'S MEDIA NETWORK**

Expanding to new channels like paid search, e-mail, in-store audio and larger placements on the Lowe's app



**Return on Ad Spend**

**+50%**

**in 2024**

# Marketing recap



New DIY  
loyalty program



Relaunching Pro  
loyalty program



Customer data  
platform powering  
insights, marketing  
& sales



Differentiated home  
improvement media  
solutions