

INVESTOR PRESENTATION | MARCH 2022

EVERY SEASON STARTS AT



CAUTIONARY STATEMENT RELATING TO FORWARD LOOKING INFORMATION

This investor presentation contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to risks and uncertainties and change based on various important factors, many of which may be beyond the Company's control. The Company's future performance and actual results may differ materially from those expressed or implied in such forward-looking statements. Forward-looking statements include statements regarding, among other things, the Company's future performance, including its 2022 outlook for earnings and sales and growth potential; capital expenditures; and share repurchases and dividends.

Factors that could cause actual results to differ materially from those expressed or implied in any forward-looking statements include, but are not limited to: the impact on our business, operations and financial results due to the duration and scope of the COVID-19 pandemic, including the potential impact due to disruptions in our and our vendors' supply chains and due to restrictions imposed by federal, state, and local governments in response to increases in the number of COVID-19 cases in areas in which we operate; the impact an economic downturn, inflationary pressures, and supply chain constraints resulting from the COVID-19 pandemic or otherwise might have on our business and the effectiveness of stimulus payments and other measures to mitigate such impact; changes in consumer discretionary spending; the extent to which changes in consumer demand due to the COVID-19 pandemic will continue and whether new trends will emerge after the impact of the COVID-19 pandemic subsides; investments in omni-channel growth not producing the anticipated benefits within the expected time-frame or at all; risks relating to vertical brands and new retail concepts; investments in business transformation initiatives not producing the anticipated benefits within the expected time-frame or at all; the amount devoted to strategic investments and the timing and success of those investments; inventory turn; changes in the competitive market and competition amongst retailers, including an increase in promotional activity; changes in consumer demand or shopping patterns and the ability to identify new trends and have the right trending products in stores and online; changes in existing tax, labor, foreign trade and other laws and regulations, including those imposing new taxes, surcharges, or tariffs; limitations on the availability of attractive retail store sites; unauthorized disclosure of sensitive or confidential customer information; website downtime, disruptions or other problems with the eCommerce platform, including interruptions, delays or downtime caused by high volumes of users or transactions, deficiencies in design or implementation, or platform enhancements; disruptions or other problems with information systems; increasing direct competition from vendors, and increasing product costs due to various reasons, including foreign trade issues, currency exchange rate fluctuations, and increasing prices for raw materials due to inflation; the loss of key personnel, including Edward W. Stack, Executive Chairman, or Lauren Hobart, President and Chief Executive Officer; developments with sports leagues, professional athletes or sports superstars, including disruptions and cancellations due to COVID-19; weather-related disruptions and seasonality of the Company's business; and risks associated with being a controlled company.

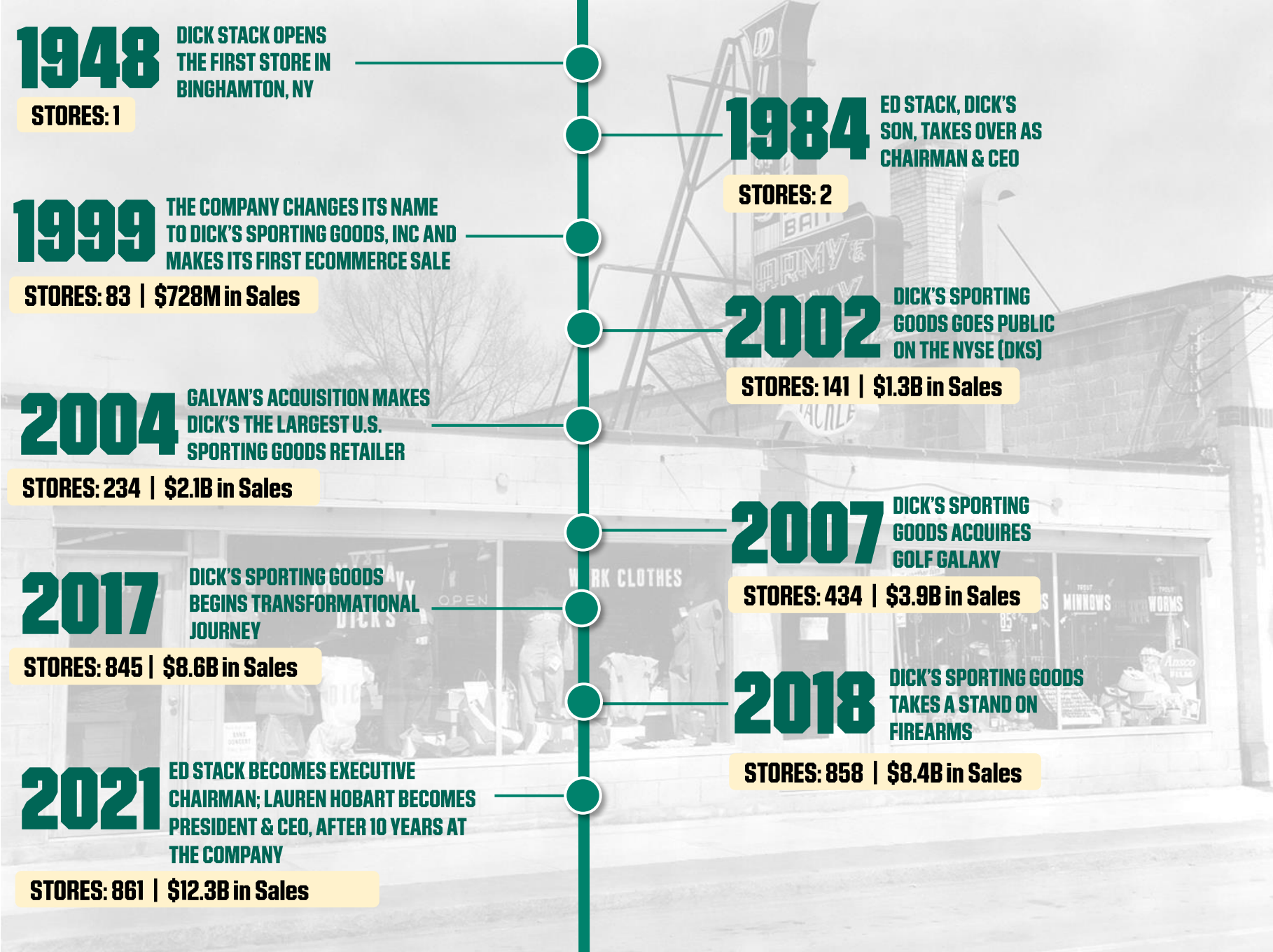
For additional information on these and other factors that could affect the Company's actual results, see the risk factors set forth in the Company's filings with the Securities and Exchange Commission ("SEC"), including the most recent Annual Report filed with the SEC on March 24, 2021 and our Quarterly Report filed with the SEC on November 23, 2021. The Company disclaims and does not undertake any obligation to update or revise any forward-looking statement in this presentation, except as required by applicable law or regulation. Forward-looking statements included in this presentation are made as of the date of this presentation.

NON-GAAP FINANCIAL MEASURES

In addition to reporting the Company's financial results in accordance with generally accepted accounting principles ("GAAP"), the Company reports certain financial results that differ from what is reported under GAAP. These non-GAAP financial measures include consolidated non-GAAP net income, non-GAAP earnings per diluted share, non-GAAP income before income taxes, non-GAAP diluted shares outstanding, and net capital expenditures, which management believes provides investors with useful supplemental information to evaluate the Company's ongoing operations and to compare with past and future periods. Management believes that adjusting interest expense and share dilution related to the convertible senior notes and convertible note hedge is useful to investors because it provides a more complete view of the economics of the transaction. Management also uses certain non-GAAP measures internally for forecasting, budgeting, and measuring its operating performance. These measures should be viewed as supplementing, and not as an alternative or substitute for, the Company's financial results prepared in accordance with GAAP. The methods used by the Company to calculate its non-GAAP financial measures may differ significantly from methods used by other companies to compute similar measures. As a result, any non-GAAP financial measures presented herein may not be comparable to similar measures provided by other companies. A reconciliation of the Company's non-GAAP measures to the most directly comparable GAAP financial measures are provided below and on the Company's website at [investors.DICKS.com](https://investors.dicks.com).

POTENTIAL DILUTIVE IMPACT OF CONVERTIBLE SENIOR NOTES DUE 2025 AND CALL SPREAD

As previously announced on April 17, 2020, the Company closed on the issuance and sale of its 3.25% Convertible Senior Notes due 2025 (the "Notes") and the privately negotiated convertible note hedge transactions entered into in connection with the issuance of the Notes (the "Convertible Note Hedge Transactions"). At that time, the Company provided an illustrative table of the potential dilutive impact of the Notes and the Convertible Note Hedge Transactions at the initial conversion rate, assuming various hypothetical quarterly average market prices of the Company's common stock. The initial conversion rate has since been adjusted pursuant to the terms of the Notes and Convertible Note Hedge Transactions to account for cash dividends. The Company has provided an updated illustration of the potential dilutive impact using the adjusted conversion rate and its adoption of ASU 2020-06 that may be found on the Company's website at <https://investors.dicks.com/investor-relations>.



OUR BELIEF

We believe sports make people better.

OUR COMMON PURPOSE

We create **confidence** and **excitement** by personally equipping all athletes to achieve their dreams.

OUR MISSION

We create an inclusive environment where passionate, skilled and diverse **TEAMMATES** thrive.

We create and build leading brands that serve and inspire **ATHLETES**.

We make a lasting impact on **COMMUNITIES** through sport.

We deliver **SHAREHOLDER** value through growth and relentless improvement.

OUR VALUES

Together with our Foundation, we have provided over **\$150M** in grants and sponsorships supporting youth athletes through our **Sports Matter** program.

We advocate for **safer communities** and common-sense gun reform and **lead by example** through our firearms policies.

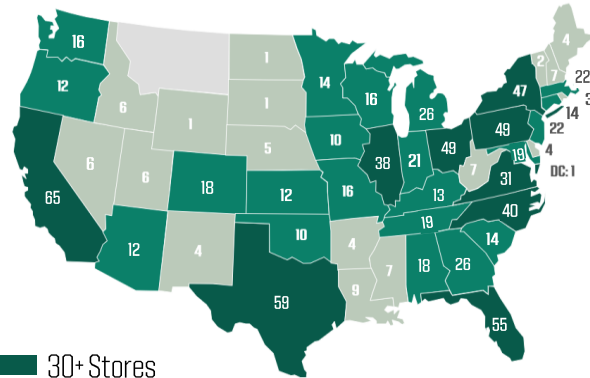
DICK'S SPORTING GOODS SNAPSHOT (NYSE: DKS)

NATIONAL FOOTPRINT

861 TOTAL STORES
IN 47 STATES

DICK'S Sporting
Goods: 730

Specialty Concept
Stores: 131



■ <10 Stores ■ 10-29 Stores ■ 30+ Stores

OMNI-CHANNEL IMPACT

140M+
TOTAL ATHLETES
IN DATABASE

70% of eCommerce sales
fulfilled by stores

50%+ Mobile penetration of
eCommerce Sales

8M New athletes in 2021

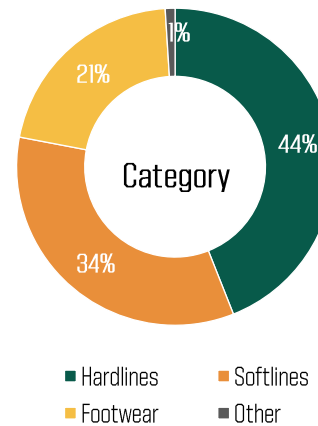
20M+ Active ScoreCard
Members

**Nearly
Two-thirds** of U.S. population
captured by our store
trade areas

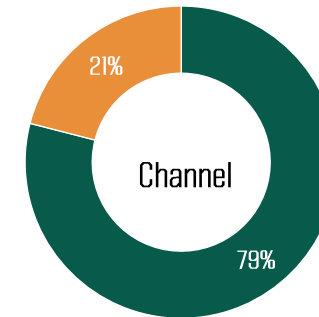
FY21 FINANCIAL HIGHLIGHTS

		YoY Δ
Same Store Sales	-	+26.5%
Net Sales	\$12.29B	+28.3%
Non-GAAP Gross Profit Margin ¹	38.33%	650 bps
Non-GAAP EBT ¹	\$2.03B	+176.2%
Non-GAAP EBT Margin ¹	16.47%	882 bps
Non-GAAP EPS ¹	\$15.70	+156.5%

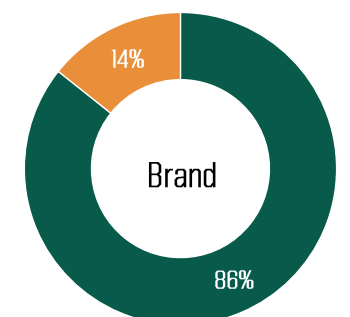
FY21 SALES BREAKDOWN



■ Hardlines ■ Softlines ■ Footwear
■ Other



■ Brick & Mortar ■ eCommerce



■ National Brands ■ Vertical Brands

¹ Non-GAAP financial measures. Refer to Appendix for a reconciliation of non-GAAP financial measures.

WE HAVE A TALENTED AND EXPERIENCED LEADERSHIP TEAM



ED STACK
Executive Chairman
1984



LAUREN HOBART
President & CEO
2011



NAVDEEP GUPTA
EVP – Chief Financial Officer
2017



LEE BELITSKY
EVP
1997



DON GERMANO
EVP – Stores
2017



VLAD RAK
EVP – Chief Technology
Officer
2020



NINA BARJESTEH
SVP – Vertical Brands
2018



VINCENT CORNO
SVP – Real Estate &
Construction
2021



GEORGE GIACOBBE
SVP – Supply Chain
1999



CARRIE GUFFEY
SVP – Merchandising
Softlines
2002



JOHN HAYES III
SVP – General Counsel
& Secretary
2015



PETER LAND
SVP – Chief
Communications &
Sustainability Officer
2020



JULIE LODGE-JARRETT
SVP – Chief People &
Purpose Officer
2020



STEVE MILLER
SVP – Strategy, eCommerce
& Analytics
2019



JOE PIETROPOLA
SVP – eCommerce
2002



ED PLUMMER
SVP – Chief Marketing
Officer
2010



TONI ROELLER
SVP – In-store Environment,
Visual Merchandising &
House of Sport
2014



TODD SPALETTA
SVP – President, Public
Lands
2020



WILL SWISHER
SVP – Planning, Allocation &
Replenishment and
Merchandising Hardlines
1999

WE ARE A GROWTH COMPANY

MARKET OPPORTUNITY

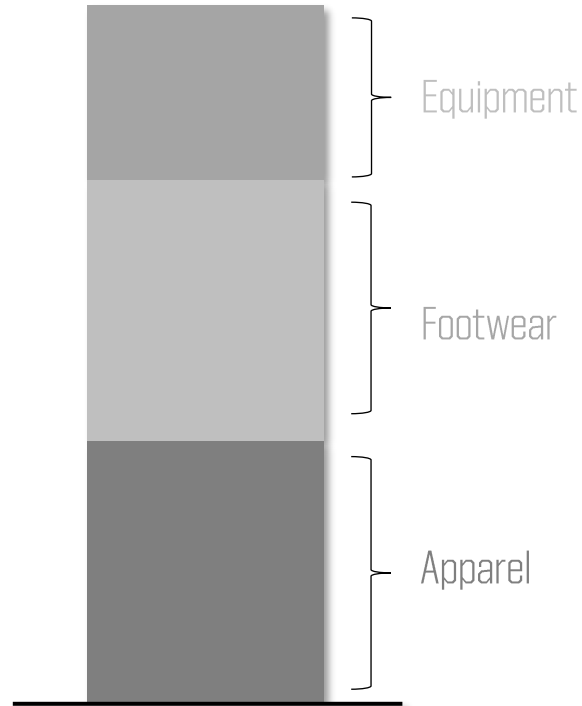
HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

WE ARE THE LARGEST U.S. SPORTING GOODS RETAILER WITH GROWTH OPPORTUNITY AHEAD

Total Addressable Market

\$120B



SOURCE: 2020 SGI Annual Apparel, Equipment, and Footwear reports

8%

Largest among sporting goods retailers

Market Share¹

INCREASED FROM 7% IN 2019

¹DKS FY20 net sales / \$120B Total Addressable Market

We have gained considerable market share in key categories including:

Athletic Apparel, Footwear, Team Sports and Golf

**WE ARE A
GROWTH
COMPANY**

**MARKET
OPPORTUNITY**

**HOW WE
WILL WIN**

**ROBUST FINANCIAL
PERFORMANCE
& PROFILE**

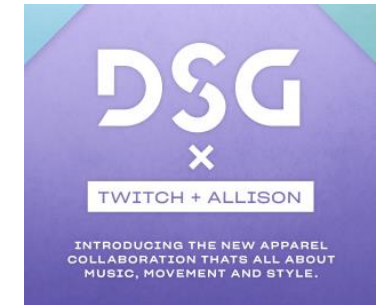
OUR SUCCESS IS THE RESULT OF A DELIBERATE MULTI-YEAR TRANSFORMATIONAL JOURNEY

VIRTUALLY NOTHING ABOUT OUR BUSINESS IS THE SAME AS IT WAS FIVE YEARS AGO

PRODUCT



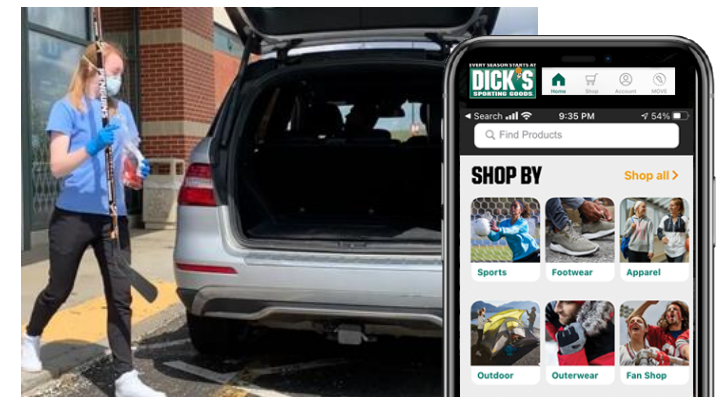
MARKETING



PEOPLE



OMNI-CHANNEL



STRENGTHENING AND EVOLVING OUR BASE

MARKET
OPPORTUNITY

HOW WE
WILL WIN

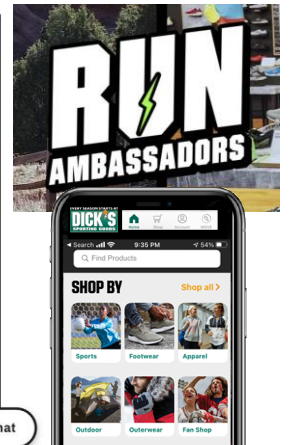
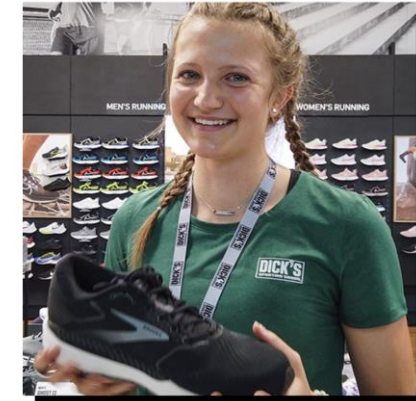
ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE ARE REIMAGINING THE ATHLETE EXPERIENCE AT DICK'S

VISUAL PRESENTATION



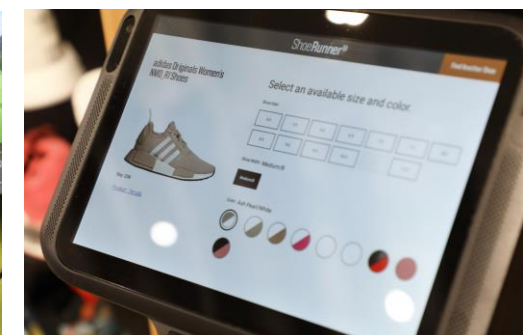
ENHANCED SERVICE



HOW TO BUY RUNNING SHOES

Chat

IN-STORE TECHNOLOGY



WE ARE CREATING THE FUTURE OF RETAIL THROUGH HOUSE OF SPORT

STRENGTHENING AND EVOLVING OUR BASE

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

BUILT ON FOUR PILLARS:

- EXPERIENCE
- SERVICE
- COMMUNITY
- PRODUCT



"I was blown away at the store's [House of Sport's] unique service model, interactive sport experience and enhanced showcasing of product, which creates a true destination for consumers and will alter future expectations at retail."

- John Donahoe, President and CEO of NIKE, Inc.
NIKE, Inc. Q2 2022 Earnings Call – 12/20/2021

STRENGTHENING AND EVOLVING OUR BASE

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE RE-ENGINEERED GOLF GALAXY & LAUNCHED GOLF GALAXY PERFORMANCE CENTER

INVESTED IN
TRACKMAN TECHNOLOGY



ELEVATED IN-STORE
SERVICE MODEL



REDESIGNED IN-STORE EXPERIENCE IN OUR GOLF GALAXY
PERFORMANCE CENTER PROTOTYPE



WE LAUNCHED PUBLIC LANDS, A COMPLETE OUTDOOR OMNI-CHANNEL RETAIL CONCEPT

INCUBATING AND GROWING NEW CONCEPTS

MARKET
OPPORTUNITY

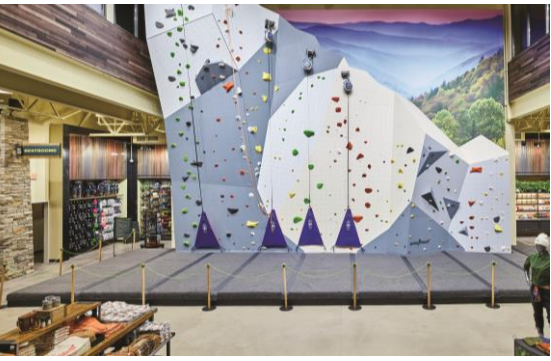
HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE



KEY FEATURES

- Serves the outdoor athlete in areas like hike, bike, paddle, and camp
- Experiential elements including a climbing wall
- Expert teammates provide equipment services and lead community events



INCUBATING AND GROWING NEW CONCEPTS

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE ARE UNITING YOUTH SPORTS COMMUNITIES WITH GAMECHANGER

GameChanger is a technology company that builds powerful products for youth sports teams and communities

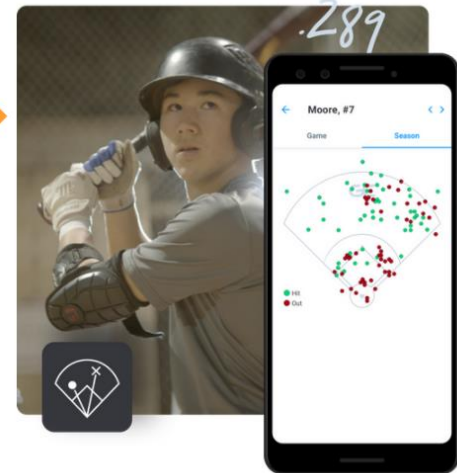
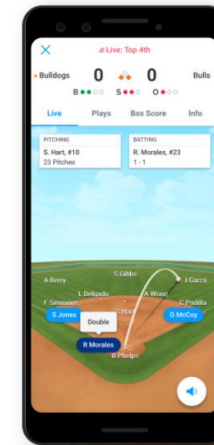
Stream. Score. Connect.

QUICK STATS

24M+ Games Scored

1.7M+ Teams

6M+ Hours of Content



Named to Fast Company's annual list of the World's 50 Most Innovative Companies for 2022

INCUBATING AND GROWING NEW CONCEPTS

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE ARE OPTIMIZING OUR CLEARANCE STRATEGY AND SERVING THE VALUE ATHLETE

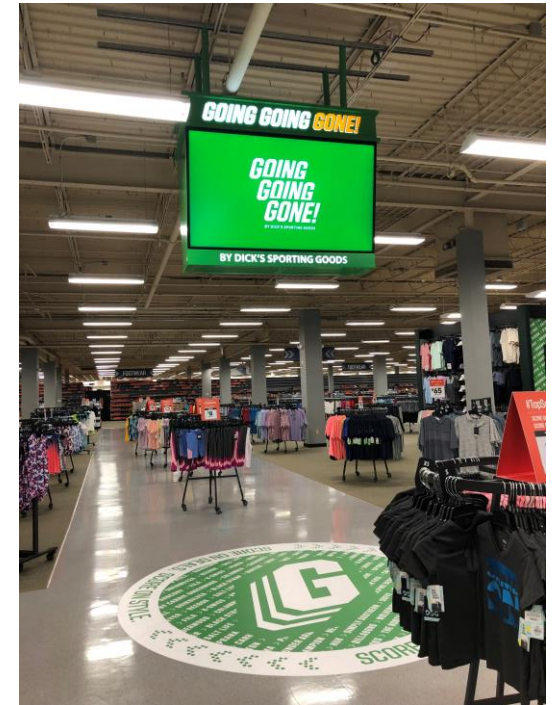
GOING GOING GONE!



KEY FEATURES

Meaningfully improves clearance optimization

Consolidates clearance inventory and allows for eCommerce selling opportunity



DEEPENING BRAND RELATIONSHIPS AND DIFFERENTIATED PRODUCT

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE HAVE A POWERFUL PRODUCT STRATEGY

STRONG PARTNERSHIPS WITH INDUSTRY LEADING BRANDS



GROWING VERTICAL BRAND ASSORTMENT



DEEPENING BRAND RELATIONSHIPS AND DIFFERENTIATED PRODUCT

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

DICK'S SPORTING GOODS

WE HAVE A GROUNDBREAKING NEW PARTNERSHIP WITH NIKE

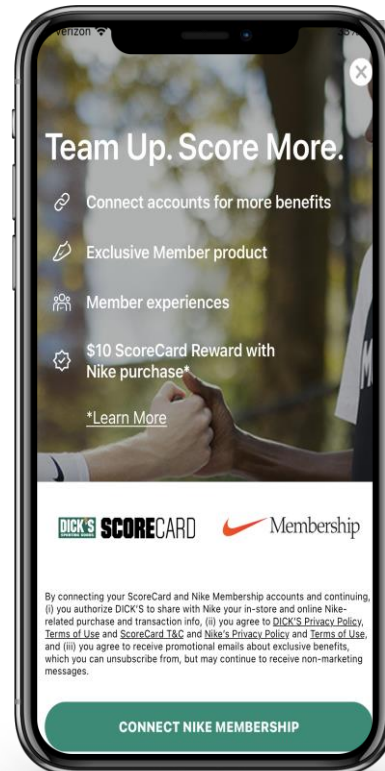
DICK'S
SPORTING GOODS

SCORECARD



Membership

TWO MEMBERSHIPS. ONE CONNECTION. MAXIMUM BENEFITS.



TOGETHER WE WILL:

Embrace our collective strengths and capabilities to expand our reach and better serve our athletes

Create an unmatched experience for our connected athletes

Deepen the DICK'S and NIKE relationship and build upon our long, successful history

DEEPENING BRAND RELATIONSHIPS AND DIFFERENTIATED PRODUCT

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

OUR ACCESS TO PREMIUM PRODUCT IS BETTER THAN EVER



OVER THE PAST FIVE YEARS, WE HAVE TRANSFORMED OUR FOOTWEAR ASSORTMENT THROUGH ENHANCED ACCESS TO HIGH-HEAT PRODUCT, DRIVING HIGHER SALES AND PROFITABILITY



AWARDED FOOTWEAR NEWS RETAILER OF THE YEAR IN 2019 AND 2021

DEEPENING BRAND RELATIONSHIPS AND DIFFERENTIATED PRODUCT

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE ARE ELEVATING OUR VERTICAL BRANDS

14% Vertical Brand
sales to total in
2021

INCREASED ~200 BPS SINCE 2017

600 to 800 bps Higher margin than
national brands

\$1.7B Combined sales in 2021,
making vertical brands our
second largest vendor

VERTICAL BRANDS ARE OUR
NUMBER ONE VENDOR IN:

- ▶ GOLF
- ▶ TEAM SPORTS
- ▶ FITNESS
- ▶ OUTDOOR EQUIPMENT



BRAND SEGMENTATION
ADDRESSES WHITESPACE
OPPORTUNITY

DSG

LARGEST
VERTICAL BRAND

CALIA

2ND LARGEST
WOMEN'S APPAREL
BRAND
(BEHIND NIKE)

VRST

NEW PREMIUM
MEN'S APPAREL
BRAND

WORLD-CLASS OMNI-CHANNEL OPERATING MODEL

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE HAVE AN ATHLETE-CENTRIC AND NIMBLE OMNI-CHANNEL OPERATING MODEL

WE SERVE THE ATHLETE WHENEVER, WHEREVER, AND HOWEVER THEY WANT...



Shop In Person at
Our 800+ Stores



One-Hour In-Store or
Curbside Pickup



Ship-from-Store or
From Fulfillment Center

AND INVEST IN TECHNOLOGY TO ENHANCE FULFILLMENT CAPABILITIES AND DRIVE PROFITABILITY

1

Strategic delivery partnerships with FedEx and Instacart

2

Shipping with robotics in our Conklin, NY fulfillment center

3

Store technology and training to improve BOPIS/Curbside efficiency





WORLD-CLASS OMNI-CHANNEL OPERATING MODEL

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

STORES ARE THE HUB OF OUR OMNI-CHANNEL ECOSYSTEM

FULFILLMENT

90%+

of sales enabled by
stores¹

70%

of online orders fulfilled
through store network^{1,2}

POWERFUL, INTEGRATED EXPERIENCE

65%

of sales from omni-channel athletes¹

INCREASED ~500 BPS SINCE 2019



Omni-channel
athletes are our
most valuable,
spending **2x+** single-
channel athletes

¹For FY21

²Includes ship from store, Curbside Pickup and BOPIS



WORLD-CLASS OMNI-CHANNEL OPERATING MODEL

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

SERVICE AND PRODUCT EXPERTISE ARE KEY DIFFERENTIATORS IN STORE

OUR STORES ARE A DESTINATION FOR...

PRODUCT TRIAL & EXPERIENCE

Try product through Premium Full-Service Footwear decks, HitTrax batting cages, soccer shops and golf simulators

Fast, reliable equipment services gear up any athlete for their game

EXPERTISE FROM TRUSTED ADVISORS

Passionate teammates with category expertise serve as Trusted Advisors, providing thoughtful service and recommendations

Teammates use their expertise to guide head-to-toe merchandising, outfitting athletes with the hottest styles of the season



WORLD-CLASS OMNI-CHANNEL OPERATING MODEL

MARKET
OPPORTUNITY

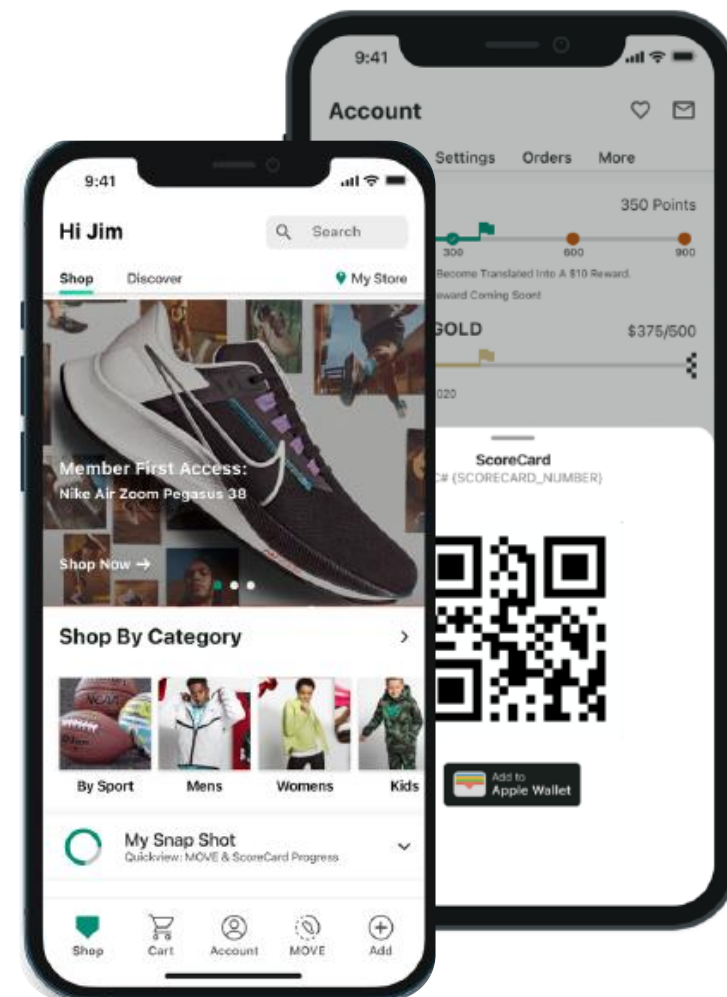
HOW WE
WILL WIN

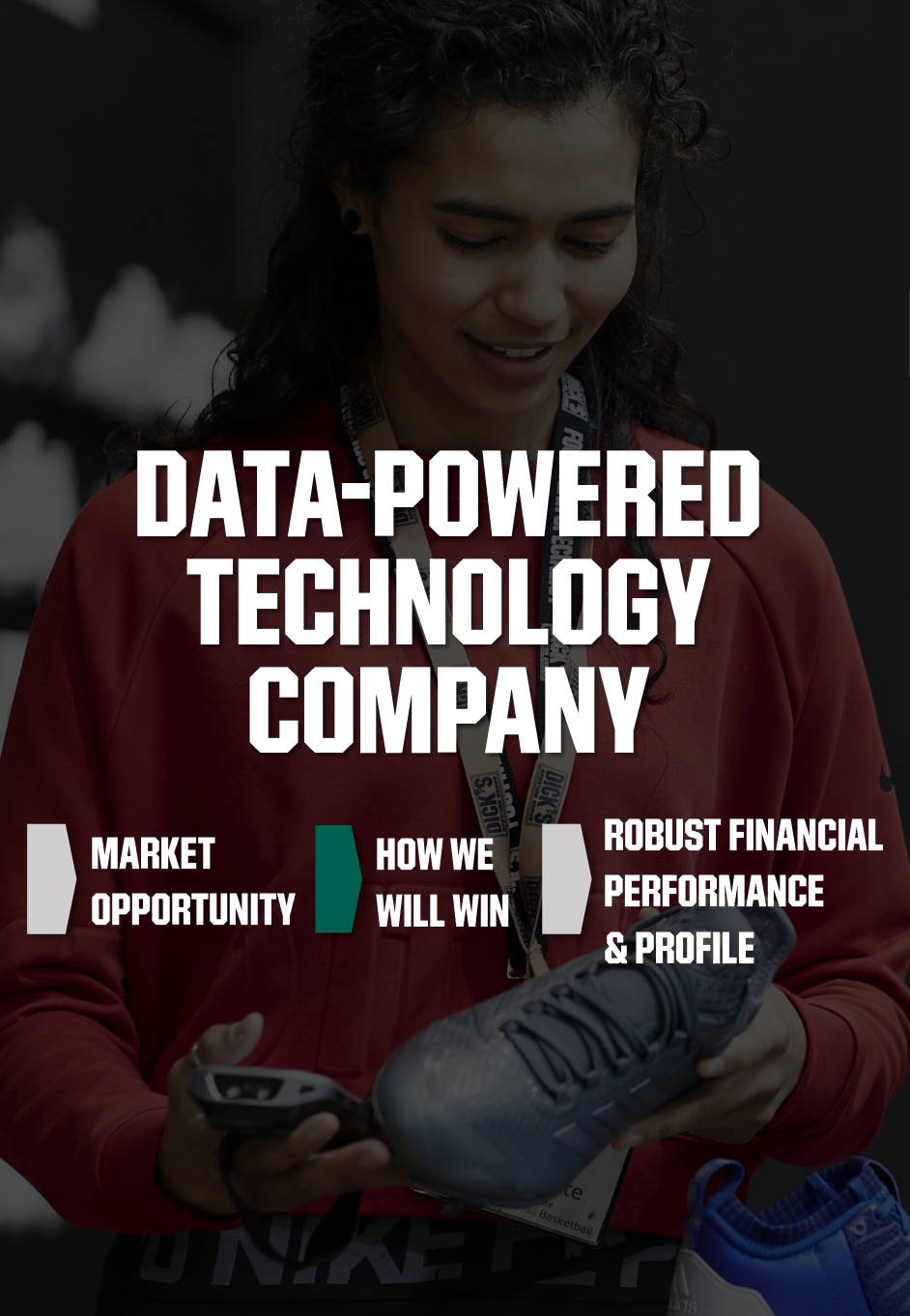
ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE HAVE A ROBUST DIGITAL EXPERIENCE

WE HAVE TRANSFORMED OUR ONLINE PRESENCE, LEADING TO...

- 1 **\$2.6B ECOMMERCE BUSINESS
WITH PROFITABILITY IN LINE WITH
TOTAL COMPANY EBT MARGIN**
- 2 **LEADING-EDGE WEBSITE WITH
FASTER TESTING & IMPLEMENTATION**
- 3 **SUSTAINED ATHLETE ADOPTION OF
CURBSIDE & IN-STORE PICKUP**
- 4 **RELAUNCHED MOBILE APP WITH
NEW FUNCTIONALITY AND
CURATED CONTENT**





DATA-POWERED TECHNOLOGY COMPANY

- MARKET OPPORTUNITY
- HOW WE WILL WIN
- ROBUST FINANCIAL PERFORMANCE & PROFILE

WE HAVE THE LARGEST DATABASE IN YOUTH SPORTS

ACQUIRED APPROXIMATELY **16.5M** NEW ATHLETES IN TWO YEARS



8.5M in 2020



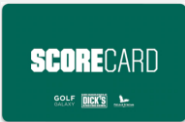
8M in 2021

140M+

Total Athletes
in database

80%+

Of Sales



20M+
Athletes

70%+
Of Sales



5M+
Athletes¹

40%+
Of Sales¹

Loyalty
Athletes

1.6X
Online spend

Non-Loyalty
Athletes

¹GOLD members included in Scorecard counts

DATA-POWERED TECHNOLOGY COMPANY

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

OUR DATA AND TECHNOLOGY ENABLES BETTER ATHLETE EXPERIENCES

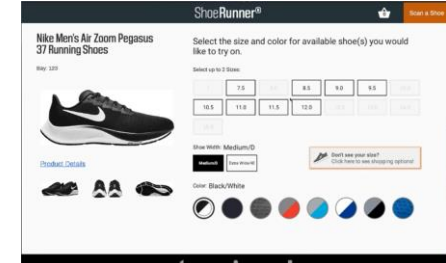
IN-STORE TECHNOLOGY

TO CREATE BETTER
EXPERIENCES AND INSTILL
PURCHASE CONFIDENCE

TRACKMAN SIMULATOR



SHOERUNNER KIOSK



HITTRAX BATTING CAGE



AI & MACHINE LEARNING

TO MAKE SMARTER
DECISIONS TO BETTER
SERVE OUR ATHLETES

- 1 Improve our speed to athletes with optimized order routing
- 2 Tailored marketing offers and content in the channels our athletes prefer
- 3 Intelligence to improve in-stocks and merchandise availability



CULTURE AND COMMON PURPOSE

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

WE WIN BECAUSE OF OUR PEOPLE AND CULTURE OF RECOGNITION

84%

2021 Teammate
Satisfaction Score

+732

BPS to Retail
Industry Average

SOURCE: Qualtrics 2020 reporting

The DICK'S Sporting Goods career experience is getting noticed and leaving people wanting more! See wh ...see more



Named one of Fortune's Best Workplaces in Retail for 2021



CULTURE AND COMMON PURPOSE

MARKET OPPORTUNITY

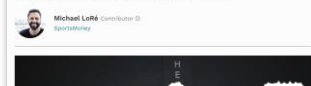
HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

WE ALWAYS STRIVE TO DO THE RIGHT THING

OUR ATHLETES

Dick's Sporting Goods Announces 2020 Women's Initiative



Dick's Sporting Goods uses sports bra history lesson to talk about the needs of the modern female athlete

President Lauren Hobart talks about how the retailer is backing up campaign with new grants and partnerships with US Soccer Foundation and USA Softball.



Dick's Sporting Goods is now selling a limited edition collection of official Negro Leagues baseball gear

Fans longing to sport official Negro Leagues baseball gear now have the opportunity to do so, thanks to Dick's Sporting Goods. The retail giant unveiled a limited edition collection of retro merchandise featuring tees, hoodies and pennants from select franchises like the Kansas City Monarchs, New York Black Yankees, Detroit Stars and Cleveland Buckeyes.

OUR BELIEFS

DICK'S Sporting Goods
138,709 followers
22h • Edited •

"We are proud to partner with Open to All and stand with other businesses so we can continue to strengthen our communities and create spaces where everyone feels safe, welcome and respected." -Lauren Hobart, DICK'S Sporting Goods President and CEO

#opentoall
#dsgrlife
<https://lnkd.in/g>

We #C

Dick's Sporting Goods Names New Board Members
By Thad Ruetter - 09/22/2020

Get great content like this right in your inbox. [Subscribe](#)

Dick's Sporting Goods has added two people to its board of directors, the retail chain said Tuesday.

Joining the board are Sandeep Mathrani, CEO of WeWork, and Deshaun Ralls-Morrison, the senior vice president, general counsel and corporate secretary at Boston Scientific Co. Dick's said that Vincent Byrd and Allen Weiss have stepped down from its board, after a combined nearly 17

As a proud partner of the Consc Retail Bag, we're thrilled to share its on its way to reducing the net bags. Congratulations to the 9th Challenge Winner! Selected for submissions, these reuse and re technologies and innovative materials alternatives to the single-use plastic bags are a more sustainable future for the more about each of the winners 3p4FePe

ELIMINATE SINGLE-USE, POINT-OF-SALE PLASTIC BAGS

IN ALL STORES BY 2025

OUR COMMUNITIES



OUR ADVOCACY



Read more about our efforts in our [2020 Purpose Playbook](#)

WE HAVE A STRUCTURALLY HIGHER EBT MARGIN VERSUS PRE-PANDEMIC

ROBUST FINANCIAL PERFORMANCE & PROFILE

MARKET OPPORTUNITY

HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

HIGHLY DIFFERENTIATED PRODUCT ASSORTMENT

- Expansion of exclusive and differentiated products from key vendor partners which are less susceptible to broader promotional pressures

MORE GRANULAR PROMOTIONS MANAGEMENT

- Enhanced data science capabilities and fewer promotions resulting from a significant reduction in print media and a corresponding shift to digital marketing and personalization

IMPROVED CLEARANCE STRATEGIES

- Driving higher margins on end-of-life product through new outlet stores (Going Going Gone! and DICK'S Warehouse Sale)

MERCHANDISE MIX BENEFITS

- Growth of vertical brands with margins 600 to 800 bps above national brands
- Significantly reduced hunt exposure with margins over 1,000 bps below the Company average

IMPROVED ECOMMERCE PROFITABILITY

- Fewer and more targeted promotions, better leverage of fixed costs and strong athlete adoption of curbside pickup and BOPIS
- eCommerce profitability now in-line with total Company EBT margin

LEASE RENEGOTIATION OPPORTUNITY

- Continued opportunities to reduce rent expense
- Approximately three-quarters of our DICK'S store leases are up for renewal over the next five years

LEVERAGE OF FIXED COSTS

- Significant leverage of fixed costs due to higher sales base

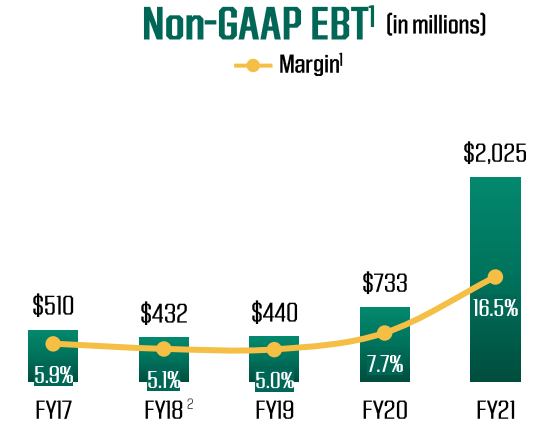
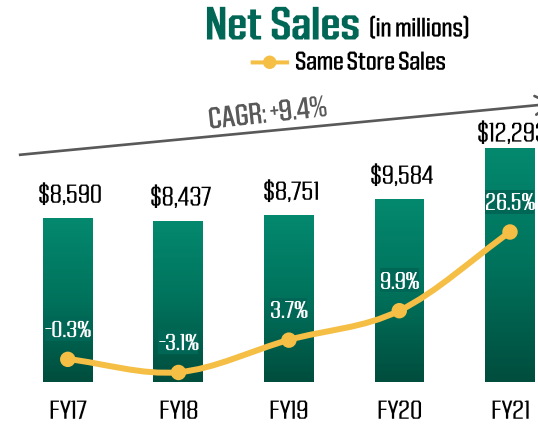
HISTORICAL FINANCIAL PERFORMANCE

ROBUST FINANCIAL PERFORMANCE & PROFILE

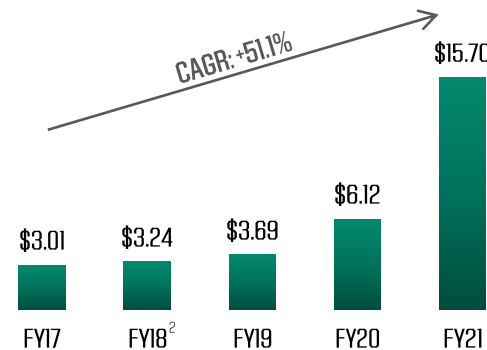
MARKET OPPORTUNITY

HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

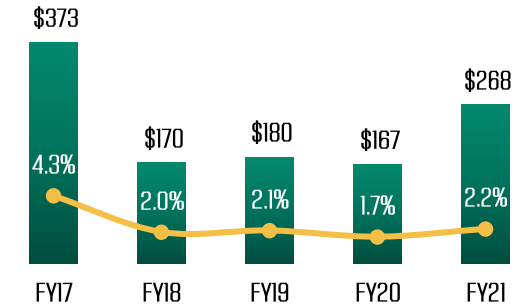


Non-GAAP EPS¹



Net Capex¹ (in millions)

— % Sales



Note: all years presented include 52 weeks, except for fiscal 2017 which includes 53 weeks

¹Non-GAAP financial measures. Refer to Appendix for a reconciliation of non-GAAP financial measures.

²FY18 did not include non-GAAP adjustments

ROBUST FINANCIAL PERFORMANCE & PROFILE

MARKET OPPORTUNITY

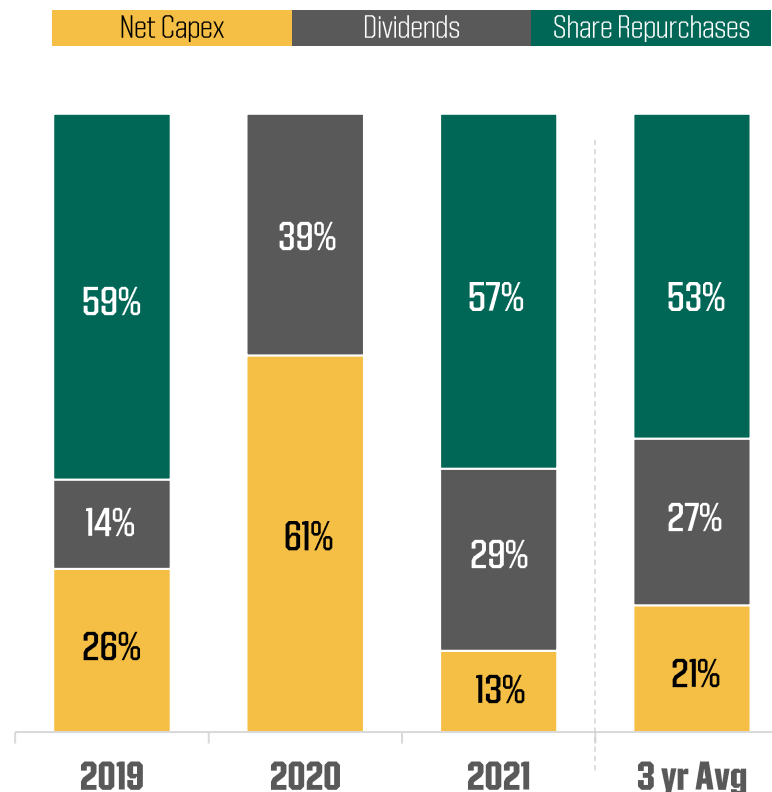
HOW WE WILL WIN

ROBUST FINANCIAL PERFORMANCE & PROFILE

STRATEGIC CAPITAL ALLOCATION AND STRONG LIQUIDITY PROFILE

Historical Use of Capital¹

Over Last 3 Years



¹Percentages may not total 100% due to rounding

Flexibility to Grow and Generate Returns for Shareholders

\$2.64B

Cash

as of 01/29/22

Following our \$1.5 billion investment grade debt issuance

\$1.6B

Unsecured Revolving Credit Facility

No outstanding borrowings (as of 01/29/22)

Returned Approximately \$1.8 Billion to Shareholders in FY21

- 1 Repurchased 10.8 million shares of stock for \$1.2 billion
- 2 Paid \$603 million in dividends, including a special dividend of \$5.50 per share



ROBUST FINANCIAL PERFORMANCE & PROFILE

MARKET
OPPORTUNITY

HOW WE
WILL WIN

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

2022 GUIDANCE

[as of 3/8/2022]

WE EXPECT 2022 TO BE A NEW FOUNDATION UPON WHICH
WE WILL BUILD IN THE YEARS AHEAD

Comp Sales

Low High
-4% to **0%**

EBT

Low High
\$1.43B to **\$1.60B**

Non-GAAP EPS¹

Low High
\$11.70 to **\$13.10**

¹Non-GAAP financial measure. Refer to Appendix for a reconciliation of non-GAAP financial measure.

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(in thousands, except per share amounts)

52 Weeks Ended January 29, 2022						
	Income from operations	Interest expense	Income before income taxes	Net income ⁽²⁾	Diluted shares outstanding during period	Earnings per diluted share
GAAP Basis	\$ 2,034,503	\$ 57,839	\$ 1,994,438	\$ 1,519,871	109,578	\$ 13.87
<i>% of Net Sales</i>	16.55%	0.47%	16.22%	12.36%		
Convertible senior notes ⁽¹⁾	-	(30,794)	30,794	22,788	(11,332)	
Non-GAAP Basis	\$ 2,034,503	\$ 27,045	\$ 2,025,232	\$ 1,542,659	98,246	\$ 15.70
<i>% of Net Sales</i>	16.55%	0.22%	16.47%	12.55%		

⁽¹⁾ Amortization of the non-cash debt discount on the Company's convertible senior notes and diluted shares that are designed to be offset at settlement by shares delivered from the convertible note hedge purchased by the Company.

⁽²⁾ The provision for income taxes for non-GAAP adjustments was calculated at 26%, which approximates the Company's blended tax rate.

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(in thousands, except per share amounts)

52 Weeks Ended January 30, 2021						
	Income from operations	Interest expense	Income before income taxes	Net income ⁽²⁾	Diluted shares outstanding during period	Earnings per diluted share
GAAP Basis	\$ 741,477	\$ 48,812	\$ 711,735	\$ 530,251	92,639	\$ 5.72
% of Net Sales	7.74%	0.51%	7.43%	5.53%		
Convertible senior notes ⁽¹⁾	-	(21,581)	21,581	15,970	(3,460)	
Non-GAAP Basis	\$ 741,477	\$ 27,231	\$ 733,316	\$ 546,221	89,179	\$ 6.12
% of Net Sales	7.74%	0.28%	7.65%	5.70%		

⁽¹⁾ Amortization of the non-cash debt discount on the Company's convertible senior notes and diluted shares that are designed to be offset at settlement by shares delivered from the convertible note hedge purchased by the Company. This amount includes \$1.1 million of amortization recognized in the fiscal quarter ended May 2, 2020.

⁽²⁾ The provision for income taxes for non-GAAP adjustments was calculated at 26%, which approximated the Company's blended tax rate.

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(in thousands, except per share amounts)

52 Weeks Ended February 1, 2020								
	Gross profit	Selling, general and administrative expenses	Income from operations	Gain on sale of subsidiaries	Income before income taxes	Net income ⁽⁵⁾	Diluted shares outstanding during period	Earnings per diluted share
GAAP Basis	\$ 2,554,558	\$ 2,173,677	\$ 375,613	\$ (33,779)	\$ 407,704	\$ 297,462	89,066	\$ 3.34
% of Net Sales	29.19%	24.84%	4.29%	(0.39)%	4.66%	3.40%		
Hunt restructuring charges ⁽¹⁾	13,135	(44,588)	57,723	-	57,723	50,072		
Gain on sale of subsidiaries ⁽²⁾	-	-	-	33,779	(33,779)	(24,996)		
Non-cash asset impairments ⁽³⁾	-	(15,253)	15,253	-	15,253	11,287		
Litigation contingency settlement ⁽⁴⁾	-	6,411	(6,411)	-	(6,411)	(4,744)		
Non-GAAP Basis	\$ 2,567,693	\$ 2,120,247	\$ 442,178	\$ -	\$ 440,490	\$ 329,081	89,066	\$ 3.69
% of Net Sales	29.34%	24.23%	5.05%	- %	5.03%	3.76%		

⁽¹⁾ Hunt restructuring charges of \$57.7 million included \$35.7 million of non-cash impairments of a trademark and store assets, a \$13.1 million write-down of inventory and an \$8.9 million charge related to our exit from eight Field & Stream stores in the third quarter, which were subleased to Sportsman's Warehouse.

⁽²⁾ Gain on sale of Blue Sombrero and Affinity Sports subsidiaries.

⁽³⁾ Non-cash impairment charges to reduce the carrying value of a corporate aircraft to its fair market value, which was subsequently sold.

⁽⁴⁾ Favorable settlement of a previously accrued litigation contingency.

⁽⁵⁾ Except for the impairment of the trademark, the provision for income taxes for non-GAAP adjustments was calculated at 26%, which approximated the Company's blended tax rate. The trademark impairment charge of \$28.3 million was not deductible for tax purposes.

GAAP TO NON-GAAP RECONCILIATIONS

NON-GAAP NET INCOME AND EARNINGS PER SHARE RECONCILIATIONS

(in thousands, except per share amounts)

53 Weeks Ended February 3, 2018

	Cost of goods sold	Selling, general and administrative expenses	Pre-opening expenses	Other income	Income before income taxes	Net income ⁽⁸⁾	Diluted shares outstanding during period	Earnings per diluted share
GAAP Basis	\$ 6,101,412	\$ 1,982,363	\$ 29,123	\$ (31,810)	\$ 501,337	\$ 323,445	107,586	\$ 3.01
% of Net Sales	71.03%	23.08%	0.34%	(0.37)%	5.84%	3.77%		
Corporate restructuring charge ⁽¹⁾	-	(7,077)	-	-	7,077	4,388		
TSA conversion costs ⁽²⁾	-	-	(3,474)	-	3,474	2,154		
Contract termination payment ⁽³⁾	-	-	-	12,000	(12,000)	(12,000)		
Sales tax refund ⁽⁴⁾	-	-	-	8,104	(8,104)	(5,024)		
Loyalty program enhancement costs ⁽⁵⁾	(11,478)	-	-	-	11,478	7,231		
Litigation contingency ⁽⁶⁾	-	(6,592)	-	-	6,592	4,153		
Tax Act impact ⁽⁷⁾	-	-	-	-	-	(24)		
Non-GAAP Basis	\$ 6,089,934	\$ 1,968,694	\$ 25,649	\$ (11,706)	\$ 509,854	\$ 324,323	107,586	\$ 3.01
% of Net Sales	70.89%	22.92%	0.30%	(0.14)%	5.94%	3.78%		

⁽¹⁾ Severance, other employee-related costs and asset write-downs related to corporate restructuring.

⁽²⁾ Costs related to converting former TSA stores.

⁽³⁾ Contract termination payment. There was no related tax expense as the Company utilized net capital loss carryforwards that were previously subject to a valuation allowance.

⁽⁴⁾ Multi-year sales tax refund.

⁽⁵⁾ Transition costs incurred to enhance the Company's Scorecard loyalty program.

⁽⁶⁾ Costs related to a litigation contingency.

⁽⁷⁾ Change to blended tax rate for adjustments recorded prior to enactment of the Tax Act.

⁽⁸⁾ The provision for income taxes for non-GAAP adjustments was calculated at the Company's approximated blended tax rate, unless otherwise noted.

GAAP TO NON-GAAP RECONCILIATIONS

RECONCILIATION OF GROSS CAPITAL EXPENDITURES TO NET CAPITAL EXPENDITURES

(in thousands, except per share amounts)

Reconciliation of Gross Capital Expenditures to Net Capital Expenditures

(in thousands)

The following table represents a reconciliation of the Company's gross capital expenditures to its capital expenditures, net of tenant allowances.

	Fiscal Year Ended				
	January 29, 2022	January 30, 2021	February 1, 2020	February 2, 2019	February 3, 2018
Gross capital expenditures	\$ (308,261)	\$ (224,027)	\$ (217,461)	\$ (198,219)	\$ (474,347)
Construction allowances provided by landlords	40,195	56,713	37,959	27,730	101,712
Net capital expenditures	\$ (268,066)	\$ (167,314)	\$ (179,502)	\$ (170,489)	\$ (372,635)

GAAP TO NON-GAAP RECONCILIATIONS

RECONCILIATION OF NON-GAAP CONSOLIDATED NET INCOME AND EARNINGS PER DILUTED SHARE GUIDANCE

(in millions, except per share amounts)

52 Weeks Ended January 28, 2023										
Low End					High End					
	Net income	After tax interest from Convertible Senior Notes ⁽²⁾	Net income for earnings per diluted share	Weighted average diluted shares	Earnings per diluted share	Net income	After tax interest from Convertible Senior Notes ⁽²⁾	Net income for earnings per diluted share	Weighted average diluted shares	Earnings per diluted share
GAAP Basis	\$ 1,100	\$ 16	\$ 1,116	112	\$ 9.96	\$ 1,231	\$ 16	\$ 1,247	112	\$ 11.13
Convertible senior notes ⁽¹⁾	-	(16)	(16)	(18)		-	(16)	(16)	(18)	
Non-GAAP Basis	\$ 1,100	\$ -	\$ 1,100	94	\$ 11.70	\$ 1,231	\$ -	\$ 1,231	94	\$ 13.10

⁽¹⁾ Adjustment excludes dilutive impact of convertible notes due to the Company's intent to settle its principal in cash and shares to be delivered at settlement by the convertible note hedge. After-tax interest expense adjustment required by applying the if-converted method also excluded as management believes that reflecting convertible note holders as debt more closely reflects the economics of the transaction upon future settlement.

⁽²⁾ The provision for income taxes for non-GAAP adjustments was calculated at 26%, which approximates the Company's blended tax rate.

ABOUT DICK'S SPORTING GOODS

About DICK'S Sporting Goods

DICK'S Sporting Goods (NYSE: DKS) creates confidence and excitement by personally equipping all athletes to achieve their dreams. Founded in 1948 and headquartered in Pittsburgh, the leading omnichannel retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Field & Stream, Public Lands, Going Going Gone! and Warehouse Sale stores, online, and through the DICK'S mobile app. DICK'S also owns and operates DICK'S House of Sport and Golf Galaxy Performance Center, as well as GameChanger, a youth sports mobile app for scheduling, communications, live scorekeeping and video streaming.

Driven by its belief that sports make people better, DICK'S has been a longtime champion for youth sports and, together with its Foundation, has donated millions of dollars to support under-resourced teams and athletes through the Sports Matter program and other community-based initiatives. Additional information about DICK'S business, corporate giving, sustainability efforts and employment opportunities can be found on dicks.com, investors.dicks.com, sportsmatter.org, dickssportinggoods.jobs and on Facebook, Twitter and Instagram.

Contacts



Investor Relations

Nate Gilch, Senior Director of Investor Relations

DICK'S Sporting Goods, Inc.

investors@dcsq.com

(724) 273-3400

Media Relations

(724) 273-5552 or press@dcsq.com