

INVESTOR FACT SHEET

As of January 31, 2020



GENERAL

- A Fortune® 50 company and the world's second largest home improvement retailer
- Operate or service more than 2,220 home improvement and hardware stores
 - › 1,728 Lowe's Home Improvement stores across the U.S.
 - › 249 stores in Canada including 212 corporate-owned stores from RONA acquisition
 - » Additionally, we serve 237 dealer-owned stores
- Approximately 208 million square feet of retail selling space
- Approximately 18 million customers served each week
- Employs approximately 200,000 full-time and 120,000 part-time people
- Headquartered in Mooresville, NC

HISTORY

- Founded in 1946 in North Wilkesboro, NC
- Incorporated in North Carolina in 1952 and publicly held since 1961
- Listed on the New York Stock Exchange—ticker symbol "LOW"
- Reached one million customers served annually in 1964
- First 100,000 square foot store opened in 1990
- First regional distribution center opened in North Vernon, IN in 1994
- Launched first Lowe's web site in 1995
- Fortified our presence in Canada with acquisition of RONA in 2016



CUSTOMERS

We serve retail and professional (Pro) customers.

- Retail customers include individual homeowners and renters who complete a wide array of projects and vary along the spectrum of do-it-yourself (DIY) and do-it-for-me (DIFM)
- Pro customers shop at Lowe's to support their business activities and represent approximately 20–25% of total sales. Pro customers consist of two broad categories:
 - › Maintenance, Repair and Operations (MRO)—Customers whose business activities include property management as well as the operations and maintenance functions of business, retail, industrial, government, schools and non-profit organizations
 - › Construction Trades—Customers whose business activities are associated with construction, repair/remodeling, or specialty trades (i.e., electrician, plumber, etc.)

MARKET AND COMPETITION

- Lowe's is classified within the Building Material and Garden Equipment and Supplies Dealers Subsector (444) of the Retail Trade Sector of the North American Industry Classification System (NAICS)
- However, NAICS 444 represents roughly half of what Lowe's considers as the total market for its products and services
 - › Many home improvement products are sold by retailers who are not included in NAICS 444 (i.e., mass retailers, home furnishings stores, and online retailers, as well as wholesalers that provide home-related products and services to homeowners, businesses, and the government)
 - › Conversely, Lowe's does not sell some products included within NAICS 444 (i.e., some farm supplies)

PRODUCTS

We offer a complete line of products for maintenance, repair, remodeling, and decorating, including the following categories:

| | | | |
|------------|-----------------|-----------------------------|-----------------------------|
| Appliances | Kitchens & Bath | Lumber & Building Materials | Rough Plumbing & Electrical |
| Décor | Lawn & Garden | Millwork | Seasonal & Outdoor Living |
| Flooring | Lighting | Paint | Tools |
| Hardware | | | |

A typical Lowe's home improvement store stocks approximately 35,000 items, with hundreds of thousands of additional items available through our Special Order Sales system, [Lowe's.com](https://www.lowes.com), [Lowe'sForPros.com](https://www.lowesforpros.com), and [Lowe's.ca](https://www.lowes.ca).

BRANDS

- A wide selection of national brand-name merchandise
- Complemented by our selection of private brands, including the following:

| | | |
|-----------------------------------|--------------------------------------|---|
| allen+roth® home décor products | Kobalt® tools | Severe Weather & Max® building supplies |
| Holiday Living® seasonal products | Portfolio® lighting products | Style Selections® home improvement products |
| Moxie® cleaning products | Project Source® basic value products | Top Choice® lumber products |
| Harbor Breeze® ceiling fans | Reliablit® doors and windows | Utilitech® electrical and utility products |

SERVICES

We provide services that address customer needs through various steps in the home improvement process. These services include:

Installed Sales:

Installation services provided through independent contractors, primarily in Appliances, Flooring, Kitchens & Bath, Lumber & Building Materials and Millwork

- › Project managers supervise programs for customers on behalf of Lowe's

Extended Protection Plans:

Offered in Appliances, Kitchens & Bath, Fashion Fixtures, Millwork, Rough Plumbing & Electrical, Seasonal & Outdoor Living, Tools, and Hardware to provide customers with product protection that enhances or extends the manufacturer's warranty

In-Warranty and Out-of-Warranty Repair Services:

Offered for Major Appliances, Outdoor Power Equipment, Tools, Grills, Fireplaces, Air Conditioners, Water Heaters, and other eligible products through our stores or in the home through Lowe's Authorized Service Repair Network

OMNI-CHANNEL RETAILING

Serving customers how they want to be served.

In-store:

- 1,792 Lowe's branded home improvement stores
 - › Generally open seven days per week and average approximately 112,000 square feet of retail selling space
- 185 RONA stores
 - › Stores operate under various complementary formats that address target customers and occasions

Online:

- 24/7 shopping experience through Lowes.com, Lowes.ca, LowesForPros.com, and mobile applications
- Online product information, customer ratings and reviews, online buying guides, and how-to videos and other information

- In-store pickup as well as home delivery and parcel shipment
- Accounts for approximately 5% of total sales

On-site:

- Specialists meet with Pro customers in their work places or at job sites and leverage stores within the area to ensure customer needs for products and resources are met
- Project specialists meet with customers in their homes to design, plan, and manage their home improvement projects

Contact centers:

- Direct phone sales and customer support
- Located in Wilkesboro, NC, Albuquerque, NM, and Indianapolis, IN

SUPPLY CHAIN

We ship approximately 75% of the total dollar amount of stock merchandise purchased through Lowe's distribution network, while the remaining portion is shipped directly to stores from vendors.

- Regional Distribution Centers, "RDCs"—15 highly automated facilities in the U.S. used to efficiently and effectively move product from vendors to stores. Products are received from vendors, stored and picked or cross-docked, and then shipped to retail locations or directly to customers. We also operate one Direct Fulfillment Center "DFC" which allows for an expansion of our online assortment and more efficient parcel shipping.
- We own and operate 7 distribution centers, including four lumber yards, to serve our Canadian market.
- We operate coastal holding facilities, transload facilities, appliance distribution centers, and flatbed distribution centers "FDCs." The FDCs distribute merchandise that requires special handling due to size or type of packaging such as lumber, boards, panel products, pipe, siding, ladders, and building materials.
- We also operate bulk distribution centers (BDC) to handle appliances and other big and bulky product and cross-dock terminals (XDT) to fulfill final mile box truck deliveries.

