



Genesco

ICR

JANUARY 2025



LITTLE BURGUNDY

schuh

JOHNSTON & MURPHY



Genesco BRANDS GROUP

Sizzle Video

Strong Holiday Performance

Total
Comparable
Sales
Increased

+10%

- Stores +6%
- Digital +20%

JOURNEYS

+14%

schuh

+3%

**JOHNSTON
& MURPHY**

-1%

Reaffirms Full
Year Outlook
EPS

\$0.80 to \$1.00

Comparable sales results are for the 8-weeks ended December 28, 2024





Retail Platform

Powerful Portfolio of Leading Footwear Brands

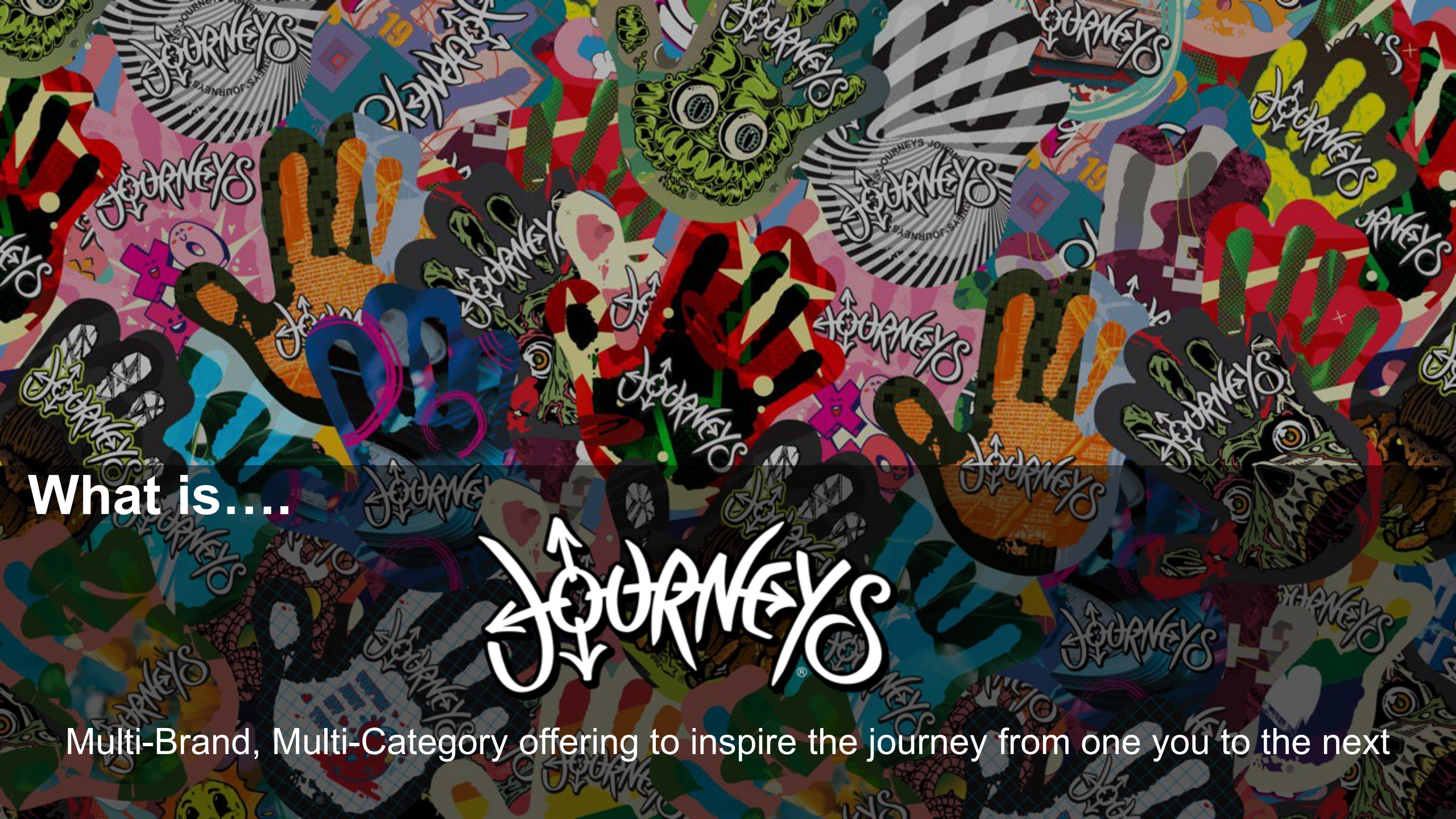
Be the destination for our consumers' favorite fashion footwear



JOHNSTON & MURPHY



Branded Platform



What is....

JOURNEYS

Multi-Brand, Multi-Category offering to inspire the journey from one you to the next

Unique Consumer Positioning Style-Led Not Sneaker Head

There is white space in the market for Journeys to expand its reach with teen female consumers:



MUZA FILM TX 2021 FS



Expand Consumer Segmentation

Sharpen our consumer focus targeting three consumer segments reaching a wider teen audience.

@ANTI-HERO



Independent
Heritage Journeys consumer
Self-expression

Hold

@STYLECHASER



What's cool & fashionable
More mainstream
Later trend adopters

Accelerate

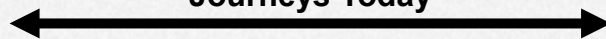
@DYNAMICEXPLORER



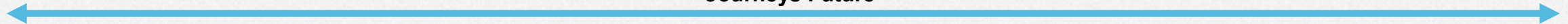
Many different styles
What's new & next
Seeks latest trend

Validate

Journeys Today

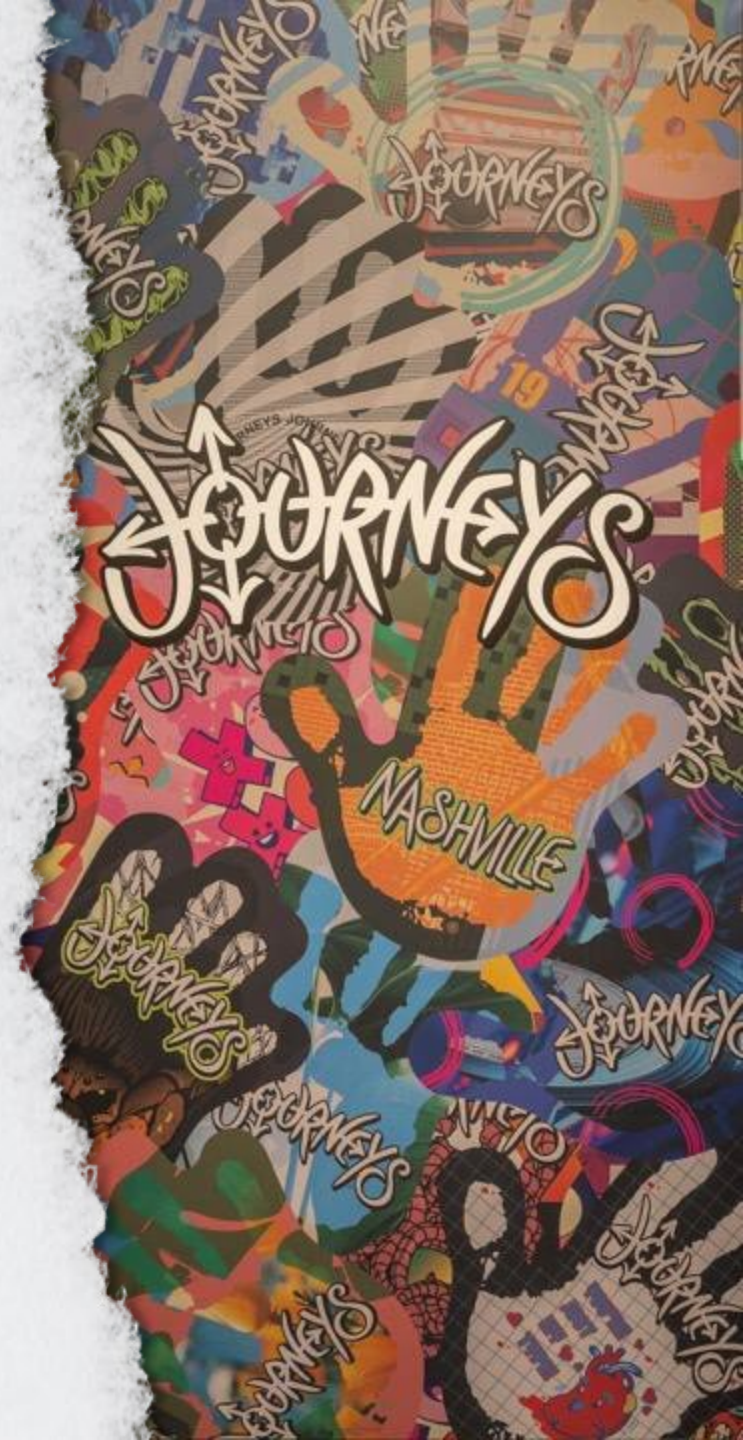


Journeys Future



Key Strategies

1. Diversify Our Footwear Leadership
2. Invest In Our Journeys Brand
3. Elevate Our Customer Experience



Diversify our Footwear Leadership



Evolve the assortment to position Journeys as a leading footwear destination & create sustainable growth.

- Long term strategic partnership with power brands to create leadership, flexibility, differentiation, and scale
- Build athletic as third pillar of assortment with casual & canvas
- Elevate women's - market leadership
- Drive ASP growth through outpaced premium product growth
- Establish incubation strategy for new brand and new model launches

Invest In Our Journeys Brand



Reenergize the Journeys brand, making it the ultimate destination for discovery to reach and excite more consumers

FROM  **TO**

House of brands

Branded house

Singular focus on Anti-Hero

Expanded segmentation

Over reliance on tactical marketing

More balanced, full funnel and brand approach

Product only campaigns

Product AND brand

Minimal use of social media

Double down on social

Elevate our Customer Experience

Refreshed concept that fuels discovery



Remodels



New Stores



Expansions



Closures

4.0: Journeys Next Generation Store Concept



JYS 4.0 Video



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