

Q4 & FY 2020 HIGHLIGHTS

Another Record Quarter Driven By Excellent Execution and Focus on Safety



Lbrands

Performance exceeded expectations at both Bath & Body Works and Victoria's Secret

- First priority continues to be our associates' and customers' safety
- Delivered better than expected sales and margin rates at both Bath & Body Works and Victoria's Secret
- Enhanced merchandising, effective selling execution and improved inventory management resulted in significant increases in average unit retails and merchandise margin rate
- Completed majority of lease negotiations resulting in rent relief

2020	EARNINGS PER SHARE	OPERATING INCOME INCREASE	OPERATING INCOME RATE
Q4	\$3.03 <i>\$1.88 prior year</i>	↑ 58%	26.4% <i>Increase of 930 bps</i>
FULL YEAR	\$3.46 <i>\$2.29 prior year</i>	↑ 47%	15.3% <i>Increase of 580 bps</i>
	TOTAL COMPS INCREASE	TOTAL SALES INCREASE/DECREASE	GROSS MARGIN RATE
Q4	↑ 10%	↑ 2.4%	47.9% <i>Increase of 900 bps</i>
FULL YEAR	↑ 21%	↓ 8.3%	40.9% <i>Increase of 450 bps</i>

Bath & Body Works®

Delivered Record Sales & Profit Results in Q4

\$487.2M
TOTAL SALES INCREASE

↑ 22%
TOTAL COMPS INCREASE

\$913.7M
OPERATING INCOME
\$663.7M prior year / +38%

↑ 9%
STORE COMPS INCREASE

↑ 74%
DIRECT CHANNEL SALES INCREASE

33.6%
OPERATING INCOME RATE
Increase of 380 bps



VICTORIA'S SECRET

Continued to Improve Victoria's Secret Performance in Q4

↓ 3%
TOTAL COMPS DECREASE

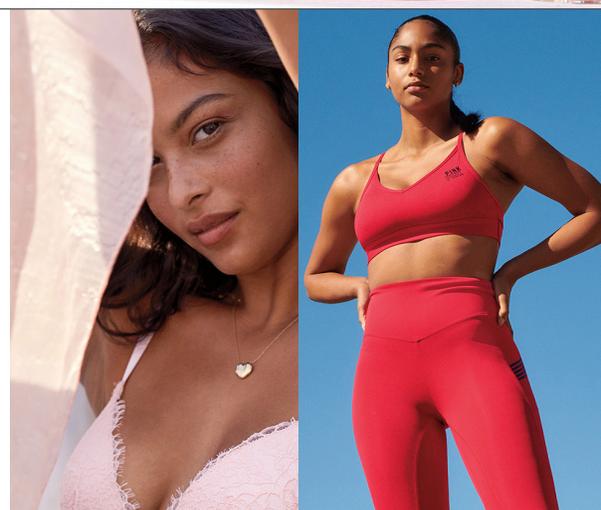
\$403.4M
OPERATING INCOME
\$193.6M prior year / +108%

↑ 1,100 bps
GROSS MARGIN RATE

↑ 75%
DOLLARS PER FOOTSTEP IN STORES

19.2%
OPERATING INCOME RATE
Increase of 1,140 bps

↑ 33%
DIRECT CHANNEL SALES INCREASE



ANDREW MESLOW
L BRANDS CEO

“Following on our record third quarter results, the exceptional efforts and execution of our team enabled us to deliver another record performance in the fourth quarter. We experienced consistent strength at Bath & Body Works along with continued significant improvement in performance at Victoria's Secret. Looking forward, we remain focused on our strategy to deliver compelling merchandise and experiences to our customers while maintaining a safe environment. At the same time, we continue to move ahead in our plans to separate our two businesses. As a result of the collective initiatives underway, the company is well positioned to continue driving value for our shareholders.”

FY 2021 OUTLOOK

- Given continued uncertainty in environment, as well as impending separation of Bath & Body Works and Victoria's Secret businesses, targeted to occur in August, we are not providing earnings guidance for the full year 2021.
- Forecasting Q1 earnings per share between \$0.35 and \$0.45, which represents substantial growth compared to last year when stores were closed for the majority of the quarter.

Any forward-looking statements made in this infographic are subject to the safe harbor statement found in L Brands' SEC filings and press releases. The Company's fourth quarter 2020 earnings release and related financial information are available on its website, www.LB.com. Also available on the website is an investor presentation. All of the results included in this infographic are adjusted results and exclude the significant items as described in the fourth quarter 2020 press release.