

# Q4 AND FULL YEAR 2017 SNAPSHOT

Q4 2017

2.6%

COMP SALES

FULL YEAR 2017

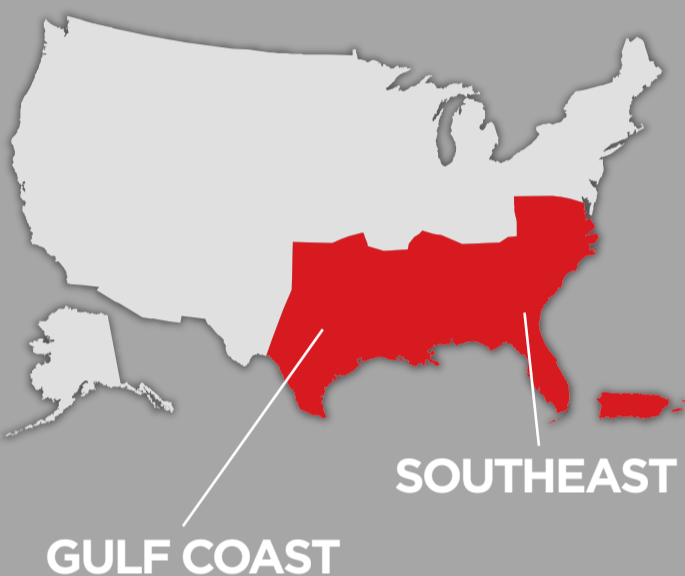
0.1%

\$0.57

ADJUSTED EPS\*

\$0.22

## Q4 BEST PERFORMING REGIONS



## NOTABLE FULL YEAR METRICS

>\$200M  
FREE CASH FLOW\*

REDUCED DEBT BY  
>\$600M

2ND CONSECUTIVE  
YEAR OF  
POSITIVE  
ADJUSTED  
EARNINGS

2016 2017

## Q4 KEY CATEGORIES THAT OUTPERFORMED COMPANY

FINE JEWELRY

HOME

SEPHORA

FOOTWEAR

HANDBAGS

SALON

## 2017 ADDITIONS & EXPANSIONS



SEPHORA INSIDE JCPENNEY  
70 new, 32 expanded  
642 total locations



SALON BY INSTYLE  
50 locations transformed  
162 total rebranded salons



TOY SHOPS  
All stores  
added >40% of toys, games and plushes to assortment in 2017



APPLIANCE SHOWROOMS  
100 locations added  
600 total

## 2017 OMNICHANNEL PROGRESS

JCPenney

80%  
store inventory  
available for free  
same-day pickup

JCP.COM

JCPenney

100%  
of  
stores equipped to  
fill online orders

JCPenney

40%  
of online  
orders are picked up  
in the store

123456

50%  
more SKUs  
online

TOTAL  
ONLINE  
TRAFFIC

60%  
originated  
from mobile  
in Q4