

ANALYST DAY FACT SHEET

DICK'S

SPORTING GOODS

VISION

WE BUILD LEADING BRANDS THAT **SERVE AND INSPIRE ATHLETES** AND OUTDOOR ENTHUSIASTS AROUND THE WORLD TO ACHIEVE THEIR PERSONAL BEST.

WE **CREATE VALUE** FOR OUR SHAREHOLDERS THROUGH THE RELENTLESS IMPROVEMENT OF EVERYTHING WE DO.

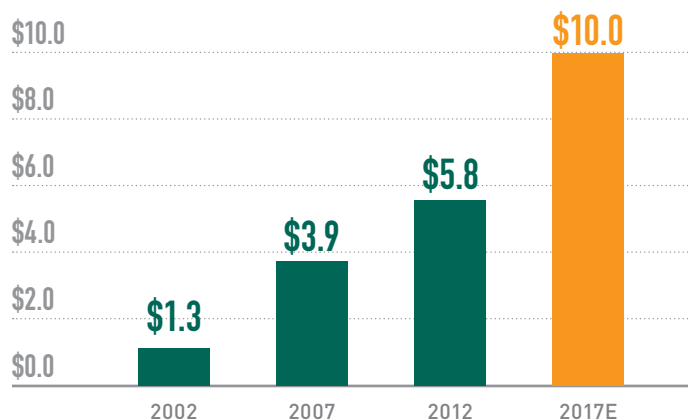
WE MAKE A LASTING **IMPACT** IN OUR **COMMUNITIES** THROUGH SPORT.

5-YEAR GOALS

- ✓ Increase sales from approximately \$6 billion to \$10 billion (11% CAGR)
FROM FY 2012 TO FY 2017
- ✓ Expand operating margin by 150 bps from 9.0% to 10.5%
FROM FY 2012 TO FY 2017
- ✓ Internally control eCommerce and grow eCommerce sales to approximately \$1.1 billion
BY END OF 2017
- ✓ Grow our DICK'S Sporting Goods store base to over 800 stores
BY END OF FY 2017
- ✓ Goals are based on organic growth and do not depend on M&A

\$10B IN SALES BY END OF FY 2017

(in \$B)



Note: 2012 included a 53rd week.

LEADING GROWING FOCUSED DRIVEN



INTERNALLY CONTROLLED eCommerce – ROADMAP

PHASE 1 – 2014

- Re-platform Golf Galaxy to an in-sourced multi-store eCommerce platform

PHASE 2 – 2015

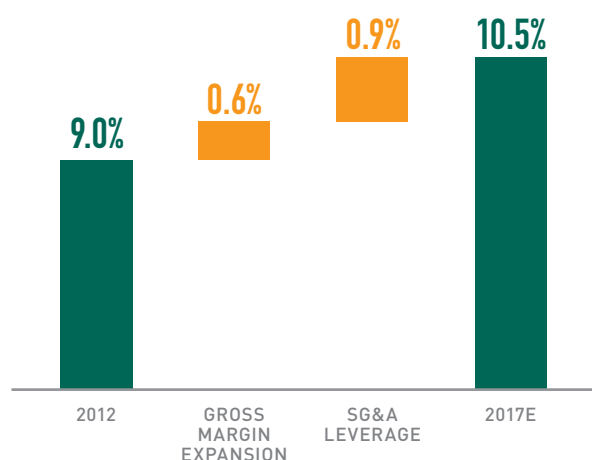
- Continue to enhance core website features
- Integrate omni-channel website capabilities
- Stand up additional business chains on eCommerce platform

PHASE 3 – 2016/2017

- Continue to launch new functionality to differentiate
- Re-Launch DSG
- Implement additional core systems to support and enhance the eCommerce customer experience

GOAL OF 10.5% OPERATING MARGIN

BY END OF FY 2017

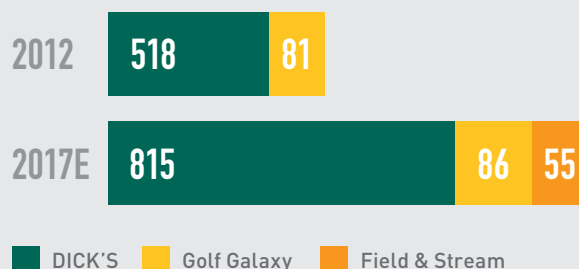


EXPANDING GROSS MARGIN AND THE CONTINUED LEVERAGE OF SG&A COSTS WILL DRIVE OPERATING MARGIN TO 10.5%

CAPITAL DEPLOYMENT THROUGH END OF FY 2017

- ✓ Approximately \$1.8 billion in Capex to support growth
- ✓ Up to \$1.0 billion in share repurchases
- ✓ Quarterly dividends
- ✓ All capital deployment expected to be funded by cash from operations

STORE GROWTH THROUGH END OF FY 2017



EVERY SEASON STARTS AT



Forward-Looking Statement Cautionary Note: This information includes forward-looking statements (as such term is defined in the Private Securities Litigation Reform Act of 1995) and involves risks and uncertainties, and are subject to change based on various important factors that may be beyond our control. Factors that could affect our financial performance and actual results to differ materially from those expressed or implied in any forward-looking statements include economic and financial uncertainties that may cause a decline in consumer spending, general economic and business conditions in the specialty retail or sporting goods industry, competition in the sporting goods industry and changes in consumer demand. Forward-looking statements should not be relied upon by investors as a prediction of actual results. Forward-looking statements include our 5-year goals. Known and unknown risks and uncertainties are more fully described in the Company's Annual Report on Form 10-K for the year ended February 2, 2013, as filed with the Securities and Exchange Commission (the "SEC") on March 22, 2013 and in other reports filed with the SEC.

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