
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

April 24, 2019
Date of Report (Date of earliest event reported)

lululemon athletica inc.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

001-33608
(Commission
File Number)

20-3842867
(IRS Employer
Identification No.)

1818 Cornwall Avenue
Vancouver, British Columbia
Canada, V6J 1C7
(Address of principal executive offices, including Zip Code)

Registrant's telephone number, including area code: (604) 732-6124

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On April 24, 2019, lululemon athletica inc. (the “Company”) issued a press release in connection with its analyst day on April 24, 2019. A copy of the Company's press release is attached as Exhibit 99.1 to this current report.

The Company used the materials attached hereto as Exhibit 99.2 in connection with its analyst day on April 24, 2019, and intends to use them from time to time. It will also post the presentation materials on its company website at www.lululemon.com.

Item 9.01. Financial Statements and Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release, dated April 24, 2019
99.2	lululemon materials in connection with April 24, 2019 analyst day

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

lululemon athletica inc.

Dated: April 24, 2019

/s/ PATRICK J. GUIDO

Patrick J. Guido

Chief Financial Officer

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release, dated April 24, 2019
99.2	lululemon materials in connection with April 24, 2019 analyst day



LULULEMON UNVEILS "POWER OF THREE" STRATEGIC PLAN TO ACCELERATE GROWTH

Five-year growth plan aims to "double men's, double digital, and quadruple international" revenues

NEW YORK - (April 24, 2019) - Building upon a year of considerable growth in 2018 and having already delivered on several of its key 2020 goals, the Company is meeting with investors and analysts today to outline its growth strategy for the next five years. The Company plans to fuel growth through its Power of Three strategic plan to drive product innovation, create integrated Omni guest experiences, and to expand deeper in key markets around the world.

The growth strategy includes a plan to double men's and digital revenues, and to quadruple international revenues. The Company's core women's business and its agile store formats in North America will also remain focus areas and are expected to generate revenue growth in the low double digits annually for the next five years.

"We're ready to build upon our success and embark on the next phase of growth at lululemon to realize the full potential of our brand," said CEO Calvin McDonald. "We believe lululemon has a unique opportunity to push beyond traditional expectations to develop innovative products and become a fully experiential brand that creates compelling experiences for guests who want to completely live into the sweatlife."

The Power of Three strategic plan also includes contributions from new product categories and offerings, such as its membership program which is currently in pilot, as the Company further leverages its position as an experiential brand for guests across channels.

Power of Three Growth Strategy

The Company's three priorities to drive revenue growth over the next five years are:

- **Product innovation** - The Company expects to more than double the size of its men's revenues by 2023. In addition, its plans call for continued expansion in the women's and accessories businesses. Both existing and new product categories are planned to grow, with lines supporting yoga, running and training. The Company also plans to continue its product collaborations, expand its popular Office/Travel/Commute category, and pursue new opportunities, such as selfcare.
- **Omni guest experiences** - The Company expects to more than double its digital revenues by 2023. The Company will focus on offering an integrated guest experience across channels which are intended to inspire, provoke and celebrate guests who live a healthy and mindful lifestyle across multiple experiences - such as events, dynamic new store formats, and its innovative membership program that fosters connections among guests.
- **Market expansion** - The Company plans to quadruple its international revenues by 2023. The Company's recent success in its international markets demonstrates that the sweatlife translates across cultures and geographies and presents considerable growth potential for the brand. Expanding across China, as well as the APAC and EMEA regions, will be continued areas of focus for the Company. The Company also believes that considerable growth potential remains in both the U.S. and Canada and it plans to leverage its agile store formats, digital experience, and community connection.

A Truly Experiential Brand

The Company also is sharing its vision -- *to be the experiential brand that ignites a community of people living the sweatlife through sweat, grow and connect* -- which it believes speaks to guests who want flexibility and choice as they lead a healthy, mindful lifestyle.

"lululemon is purpose-driven and is positioned well to continue to inspire guests living the sweatlife across multiple experiences," McDonald added. "We believe we are operating from a position of strength as we invest in creating dynamic experiential moments for our communities to connect and come together."



The Company created and hosted more than 4,000 local events last year and demonstrated success with larger-scale experiences such as the SeaWheeze half-marathon in Vancouver and 10K runs in Edmonton and Toronto. The Company's run clubs and yoga partnerships have long been a staple of the Company's community-based foundations and success.

To embody its experiential brand ambitions, the Company announced it will open a 25,000 square-foot experiential store in Lincoln Park in Chicago in July 2019, complete with yoga studios, meditation space, healthy juice and food, and areas for community gatherings.

Financial Plan

In addition to more than doubling men's and digital, and quadrupling international revenues, other key financial drivers of the Company's Power of Three strategic plan include the following:

- Total annual revenue growth in the low teens for the next five years;
- Modest gross margin expansion annually;
- Modest SG&A leverage annually;
- Operating income growth to exceed revenue growth annually;
- EPS growth to equal or exceed operating income growth annually;
- Annual capital expenditures of 6-8% of revenues; and
- Annual square footage growth in the low double-digits.

"Our new five-year strategic plan reflects the potential we see across several areas of our business. The three main growth pillars are consistent with our prior plan, and we will continue to grow our core business while expanding into new categories to drive earnings growth and shareholder return." said PJ Guido, the Company's Chief Financial Officer.

Speaking to investors today at the Company's first analyst day in five years are: Calvin McDonald, Chief Executive Officer; Sun Choe, Chief Product Officer; Celeste Burgoyne, EVP of Americas and Global Guest Innovation; Stuart Haselden, Chief Operating Officer and EVP, International; and PJ Guido, Chief Financial Officer.

Conference Call Information

The presentations will be broadcast live over the internet beginning at 9:30 AM ET and can be accessed and viewed on the investor relations section of Company's website, www.lululemon.com. Those interested in listening to the call are invited to dial 1-800-319-4610 or 1-604-638-5340, if internationally, approximately 10 minutes prior to the start.

About lululemon athletica inc.

lululemon athletica inc. (NASDAQ:LULU) is a healthy lifestyle inspired athletic apparel company for yoga, running, training, and most other sweaty pursuits, creating transformational products and experiences which enable people to live a life they love. Setting the bar in technical fabrics and functional designs, lululemon works with yogis and athletes in local communities for continuous research and product feedback. For more information, visit www.lululemon.com.

Forward-Looking Statements:

This press release includes estimates, projections, statements relating to our business plans, objectives, and expected operating results that are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. In many cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "outlook," "believes," "intends," "estimates," "predicts," "potential" or the negative of these terms or other comparable terminology. These forward-looking statements also include our guidance and outlook statements. These statements are based on management's current expectations but they involve a number of risks and uncertainties. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of risks and uncertainties, which include, without limitation: our ability to maintain the value and reputation of our brand; the acceptability of our products to our guests; our highly competitive market and increasing competition; our reliance on and limited control over third-party suppliers to provide fabrics for and to produce our products; an economic downturn or economic uncertainty in our key markets; increasing product



costs and decreasing selling prices; our ability to anticipate consumer preferences and successfully develop and introduce new, innovative and updated products; our ability to accurately forecast guest demand for our products; our ability to safeguard against security breaches with respect to our information technology systems; any material disruption of our information systems; our ability to have technology-based systems function effectively and grow our e-commerce business globally; changes in consumer shopping preferences and shifts in distribution channels; the fluctuating costs of raw materials; our ability to expand internationally in light of our limited operating experience and limited brand recognition in new international markets; our ability to deliver our products to the market and to meet guest expectations if we have problems with our distribution system; imitation by our competitors; our ability to protect our intellectual property rights; changes in tax laws or unanticipated tax liabilities; our ability to source our merchandise profitably or at all if new trade restrictions are imposed or existing trade restrictions become more burdensome; our ability to manage our growth and the increased complexity of our business effectively; our ability to cancel store leases if an existing or new store is not profitable; increasing labor costs and other factors associated with the production of our products in South and South East Asia; the operations of many of our suppliers are subject to international and other risks; our ability to successfully open new store locations in a timely manner; our ability to comply with trade and other regulations; the service of our senior management; seasonality; fluctuations in foreign currency exchange rates; conflicting trademarks and the prevention of sale of certain products; our exposure to various types of litigation; actions of activist stockholders; anti-takeover provisions in our certificate of incorporation and bylaws; and other risks and uncertainties set out in filings made from time to time with the United States Securities and Exchange Commission and available at www.sec.gov, including, without limitation, our most recent reports on Form 10-K and Form 10-Q. You are urged to consider these factors carefully in evaluating the forward-looking statements contained herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by these cautionary statements. The forward-looking statements made herein speak only as of the date of this press release and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances, except as may be required by law.

Investor Contact:

lululemon athletica inc.
Howard Tubin
1-604-732-6124

or

ICR, Inc.
Joseph Teklits/Caitlin Churchill
1-203-682-8200

Media Contact:

lululemon athletica inc.
Erin Hankinson
1-604-732-6124

or

Brunswick Group
Blake Sonnenshein
1-212-333-3810



Please stand by...
Analyst Day will start shortly



Analyst Day 2019



Howard Tubin

Vice President of Investor Relations





Forward-Looking Statements:

This presentation includes estimates, projections, statements relating to our business plans, objectives, and expected operating results that are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. In many cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "outlook," "believes," "intends," "estimates," "predicts," "potential" or the negative of these terms or other comparable terminology. These forward-looking statements also include our guidance and outlook statements. These statements are based on management's current expectations but they involve a number of risks and uncertainties. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of risks and uncertainties, which include, without limitation: our ability to maintain the value and reputation of our brand; the acceptability of our products to our guests; our highly competitive market and increasing competition; our reliance on and limited control over third-party suppliers to provide fabrics for and to produce our products; an economic downturn or economic uncertainty in our key markets; increasing product costs and decreasing selling prices; our ability to anticipate consumer preferences and successfully develop and introduce new, innovative and updated products; our ability to accurately forecast guest demand for our products; our ability to safeguard against security breaches with respect to our information technology systems; any material disruption of our information systems; our ability to have technology-based systems function effectively and grow our e-commerce business globally; changes in consumer shopping preferences and shifts in distribution channels; the fluctuating costs of raw materials; our ability to expand internationally in light of our limited operating experience and limited brand recognition in new international markets; our ability to deliver our products to the market and to meet guest expectations if we have problems with our distribution system; imitation by our competitors; our ability to protect our intellectual property rights; changes in tax laws or unanticipated tax liabilities; our ability to source our merchandise profitably or at all if new trade restrictions are imposed or existing trade restrictions become more burdensome; our ability to manage our growth and the increased complexity of our business effectively; our ability to cancel store leases if an existing or new store is not profitable; increasing labor costs and other factors associated with the production of our products in South and South East Asia; the operations of many of our suppliers are subject to international and other risks; our ability to successfully open new store locations in a timely manner; our ability to comply with trade and other regulations; the service of our senior management; seasonality; fluctuations in foreign currency exchange rates; conflicting trademarks and the prevention of sale of certain products; our exposure to various types of litigation; actions of activist stockholders; anti-takeover provisions in our certificate of incorporation and bylaws; and other risks and uncertainties set out in filings made from time to time with the United States Securities and Exchange Commission and available at www.sec.gov, including, without limitation, our most recent reports on Form 10-K and Form 10-Q. You are urged to consider these factors carefully in evaluating the forward-looking statements contained herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by these cautionary statements. The forward-looking statements made herein speak only as of the date of this press release and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances, except as may be required by law.



Welcome



Today's agenda

9:35 am



10:30 am



11:00 am



11:30 am



12:00 pm

LUNCH

1:30 pm



1:50 pm



2:20 pm





video

Sizzle reel of 2018 financial results



Calvin McDonald

Chief Executive Officer





Immersing
myself in
lululemon





The strengths of lululemon... ...and the opportunities ahead

Product innovation



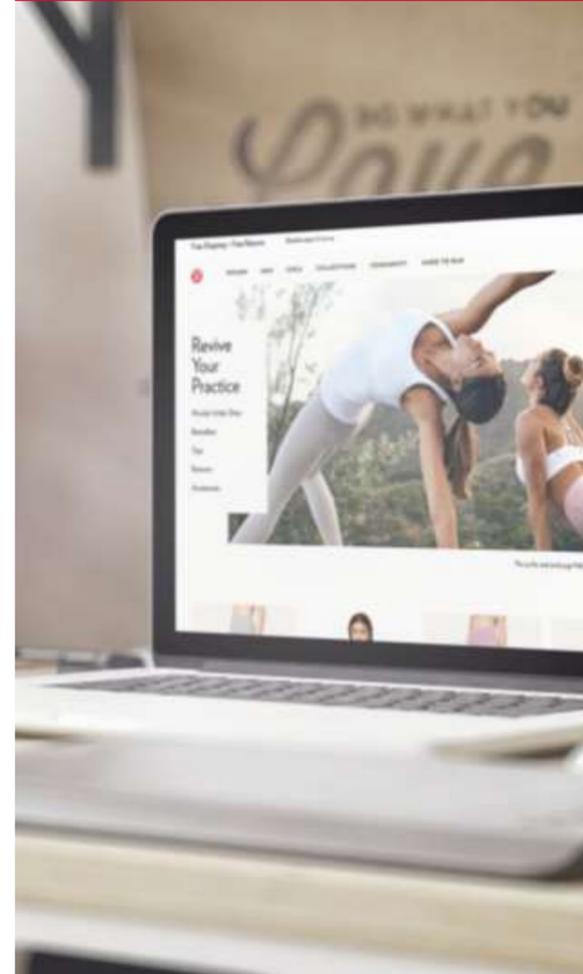
Guest relationship



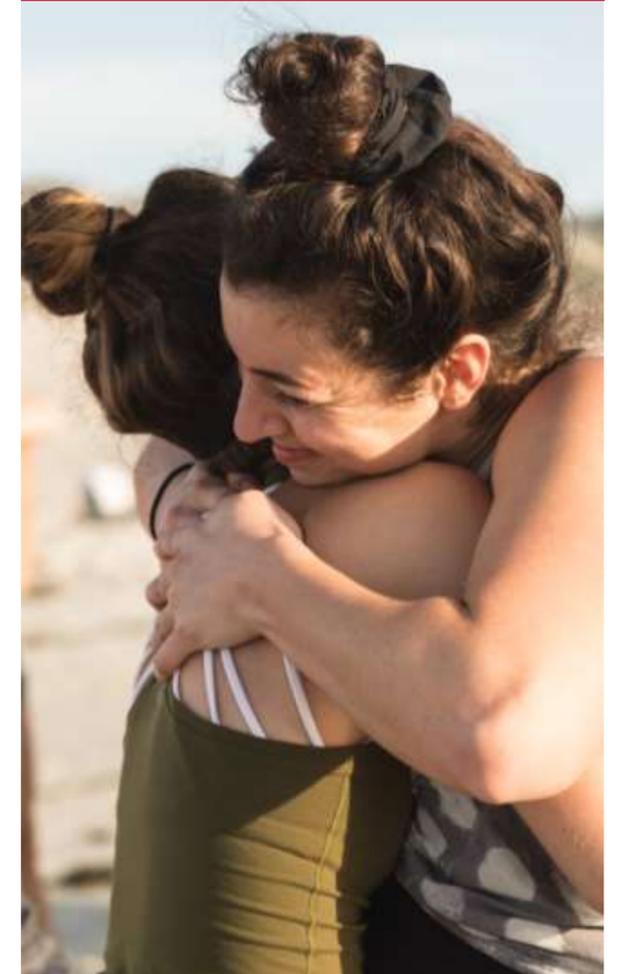
Brand loyalty



Channel agility



People and culture





The strengths of lululemon... ...and the opportunities ahead

Product innovation

Leverage
pants

Flow and
breadth

Complete
assortment

Market trend

Consumers choose versatile products that enable them to live the life they want



The strengths of lululemon... ...and the opportunities ahead

Guest relationship



Expand
share of
wallet

Maximize
our
influencers

Global
community

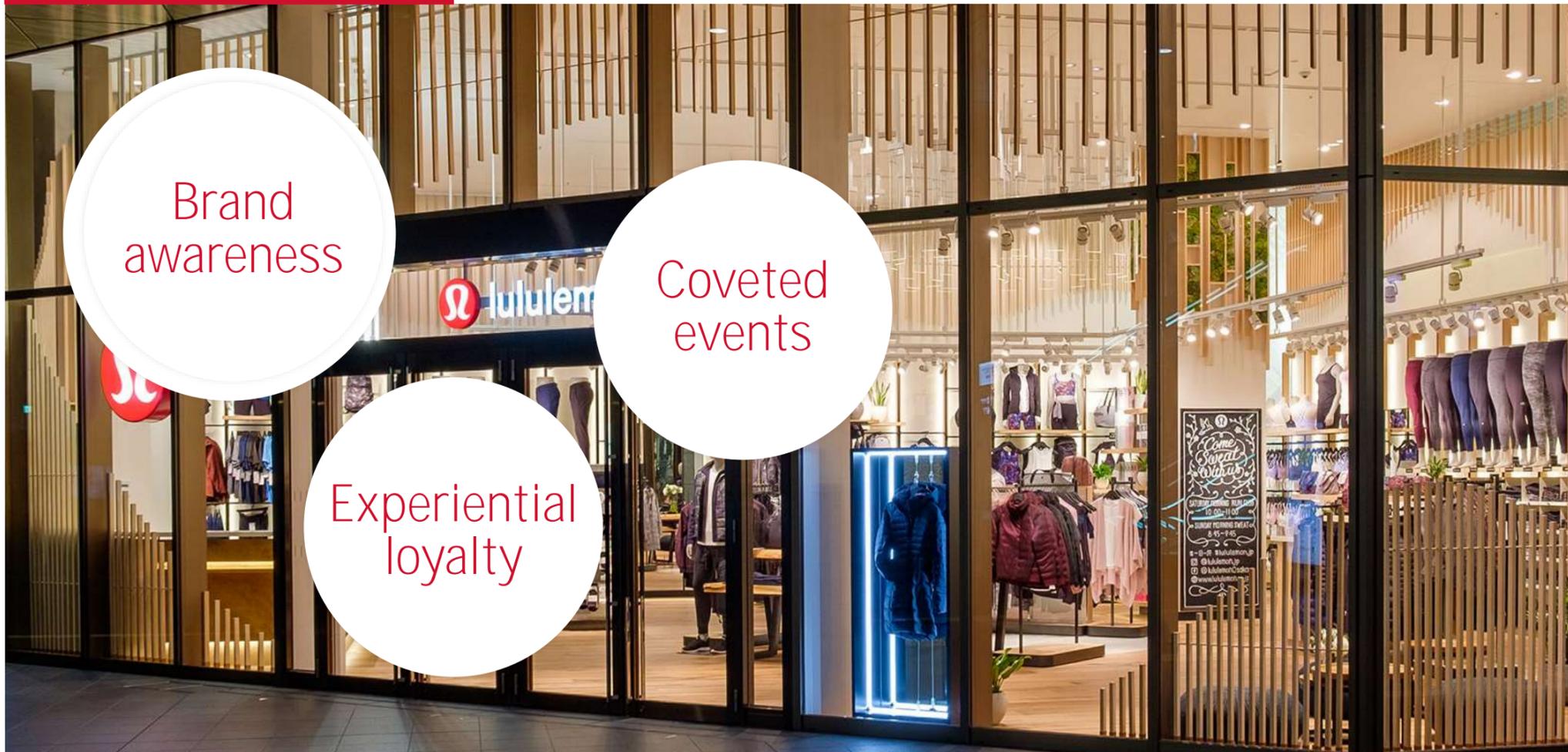
Market trend

Consumers want
to participate in
communities with
people who share
their passions



The strengths of lululemon... ...and the opportunities ahead

Brand loyalty



Market trend

Consumers respond to experiences that foster and enable human connections



The strengths of lululemon... ...and the opportunities ahead

Channel agility

Right size

China

Digital ecosystem



Market trend

Consumers expect convenient digital solutions that create personalized experiences



The strengths of lululemon... ...and the opportunities ahead

People and culture



Market trend

Consumers engage with authentic, purpose-driven brands with strong values



The strengths of lululemon...

...and the opportunities ahead

Product innovation



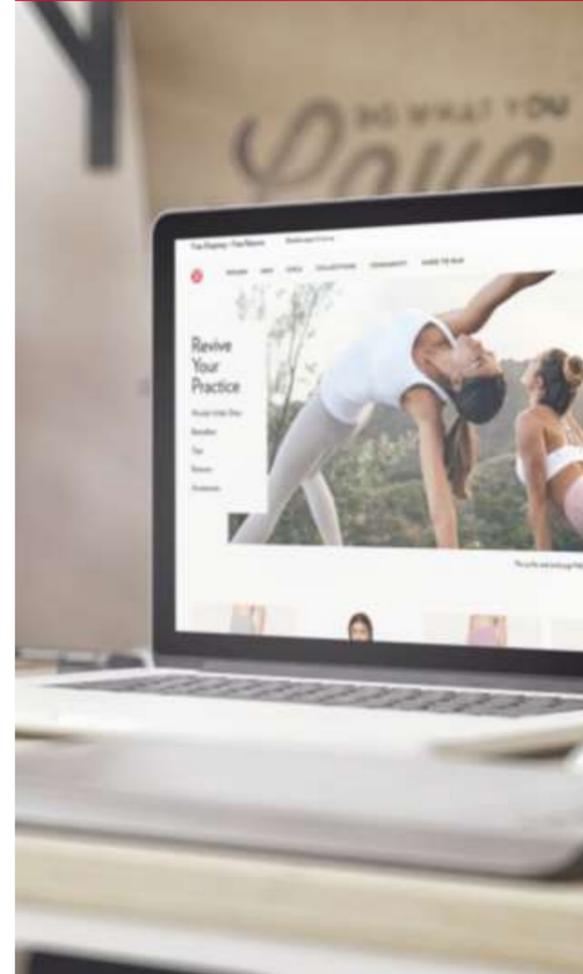
Guest relationship



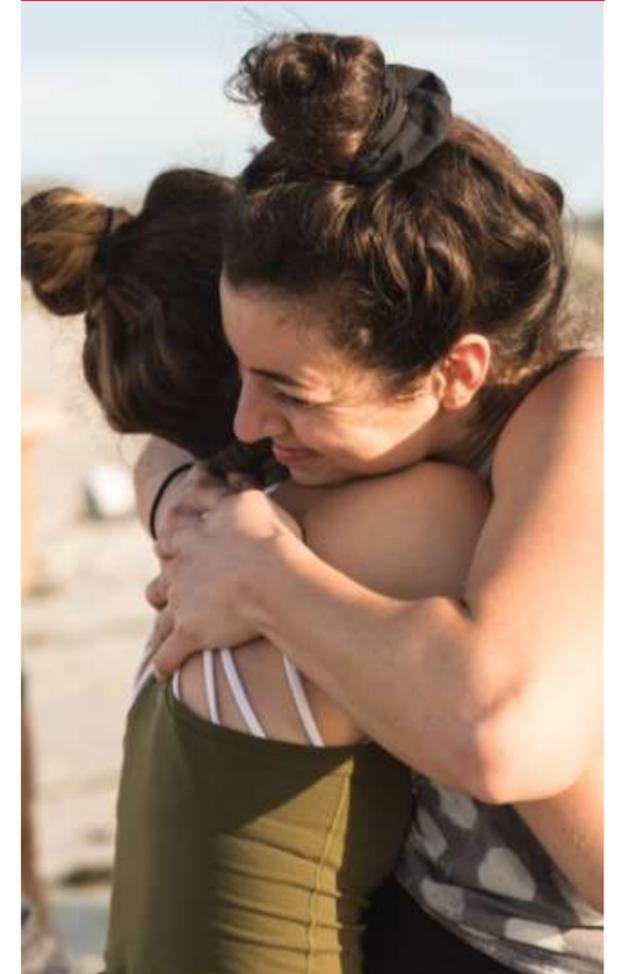
Brand loyalty



Channel agility



People and culture





The strengths of lululemon...

...and the opportunities ahead

Product innovation



Versatility

Guest relationship



Community

Brand loyalty



Experiences

Channel agility



Digital solutions

People and culture



Purpose-driven brand



Total
revenue growth
24%

GAAP
EPS growth
90%*
Adjusted EPS growth
48%*

Revenue
\$3.3B

Ecomm comp
45%

Our amazing 2018

* Please see page 121 for a reconciliation of non-GAAP financial metrics.

Analyst Day 2019



Delivering on our
2020 plan early,
looking boldly
into our future





We are in the
early innings of
our full potential





Our Vision

Be the experiential brand that ignites
a community of people living the sweatlife
through sweat, grow and connect



Sweat

The physical challenge that pushes us past our boundaries



Grow

The practice
of personal
development
and becoming
our best selves



Connect

Creating bonds
with others to
build something
bigger than we
can alone





#thesweatlife



#thesweatlife

This is lululemon



video

Our Vision



Our Vision

Be the experiential brand that ignites
a community of people living the sweatlife
through sweat, grow and connect





—
The greater
opportunity of
the *sweatlife*



—

The greater opportunity of the *sweatlife*





—

The greater opportunity of the *sweatlife*

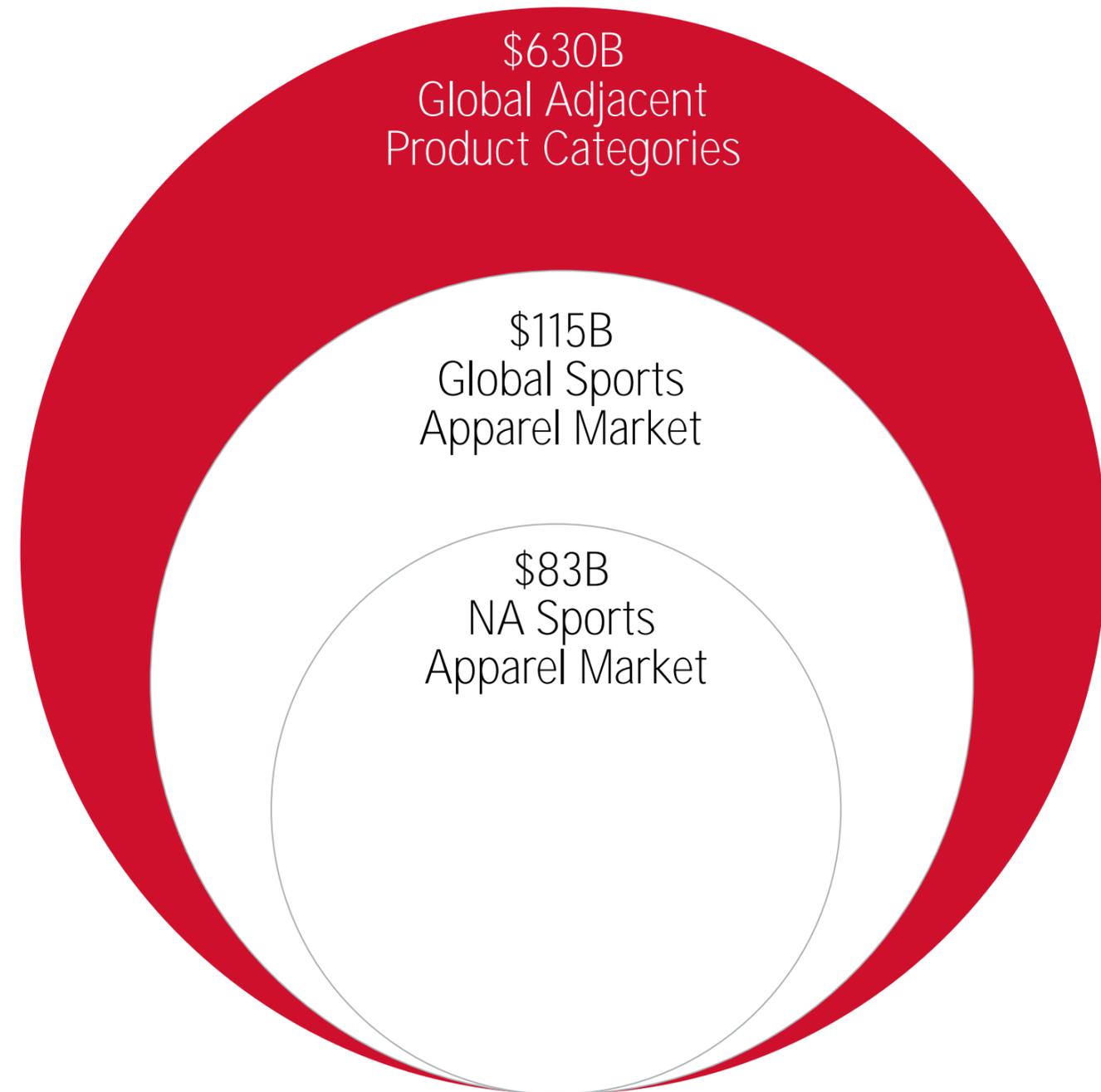




—

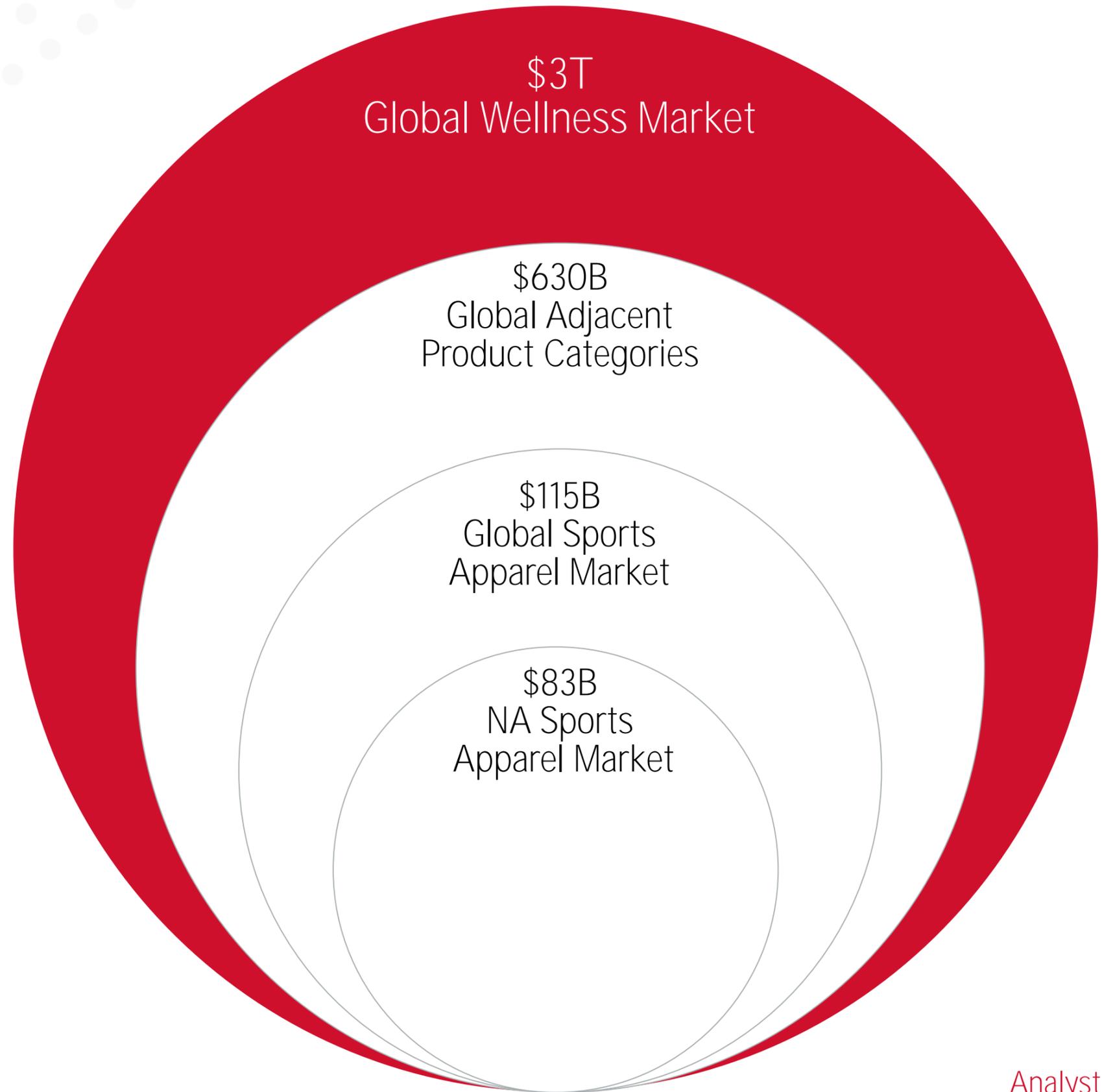
The greater opportunity of the *sweatlife*

Source: personal care + beauty market AND sports footwear combined;
personal care + beauty market global alone is \$500B – Euromonitor





—
The greater
opportunity of
the *sweatlife*





Our five-year growth plan





Financial summary

Next five years 2018 - 2023

Revenue
growth
(CAGR)
Low teens

Gross margin
expansion
(Annual)
Modest
expansion

SG&A
leverage
(Annual)
Modest
leverage

EPS
growth
> Revenue
growth

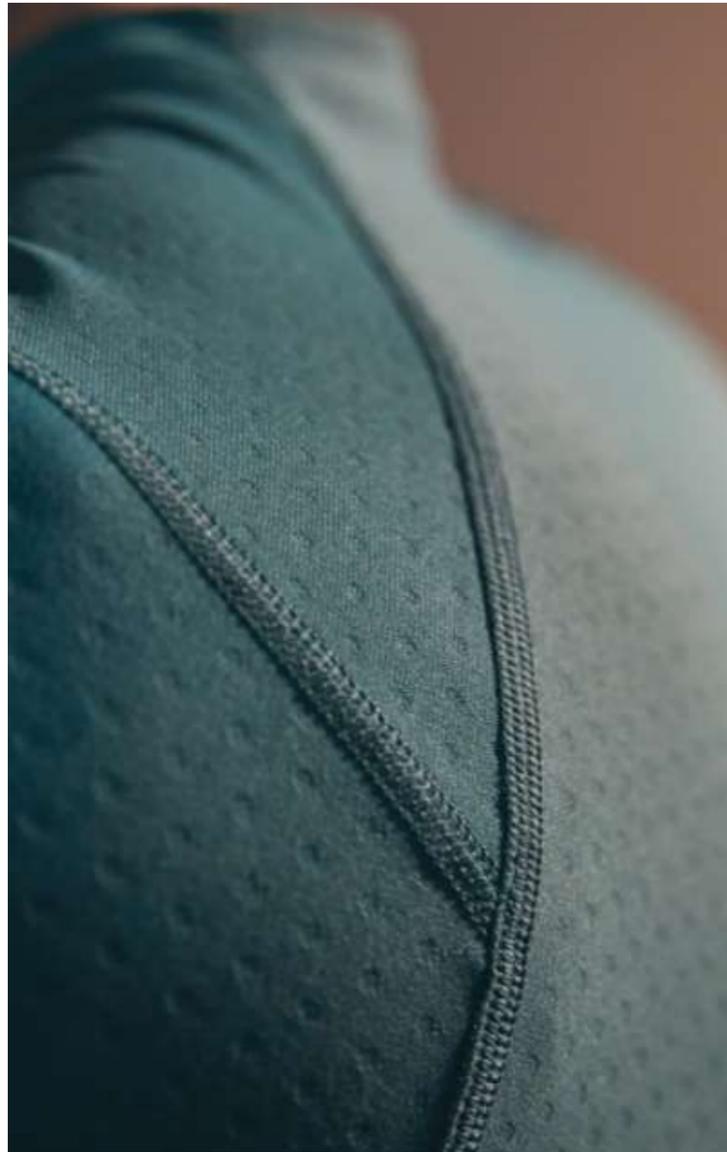


The Power of Three

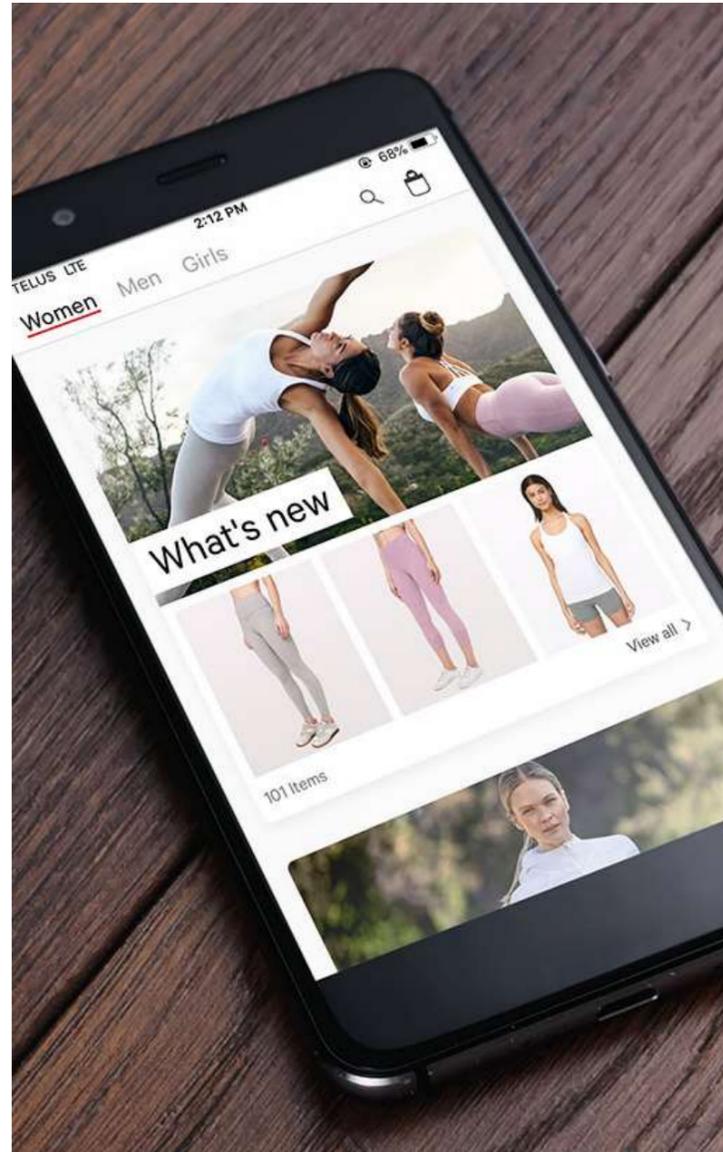




The Power of Three



Innovative products



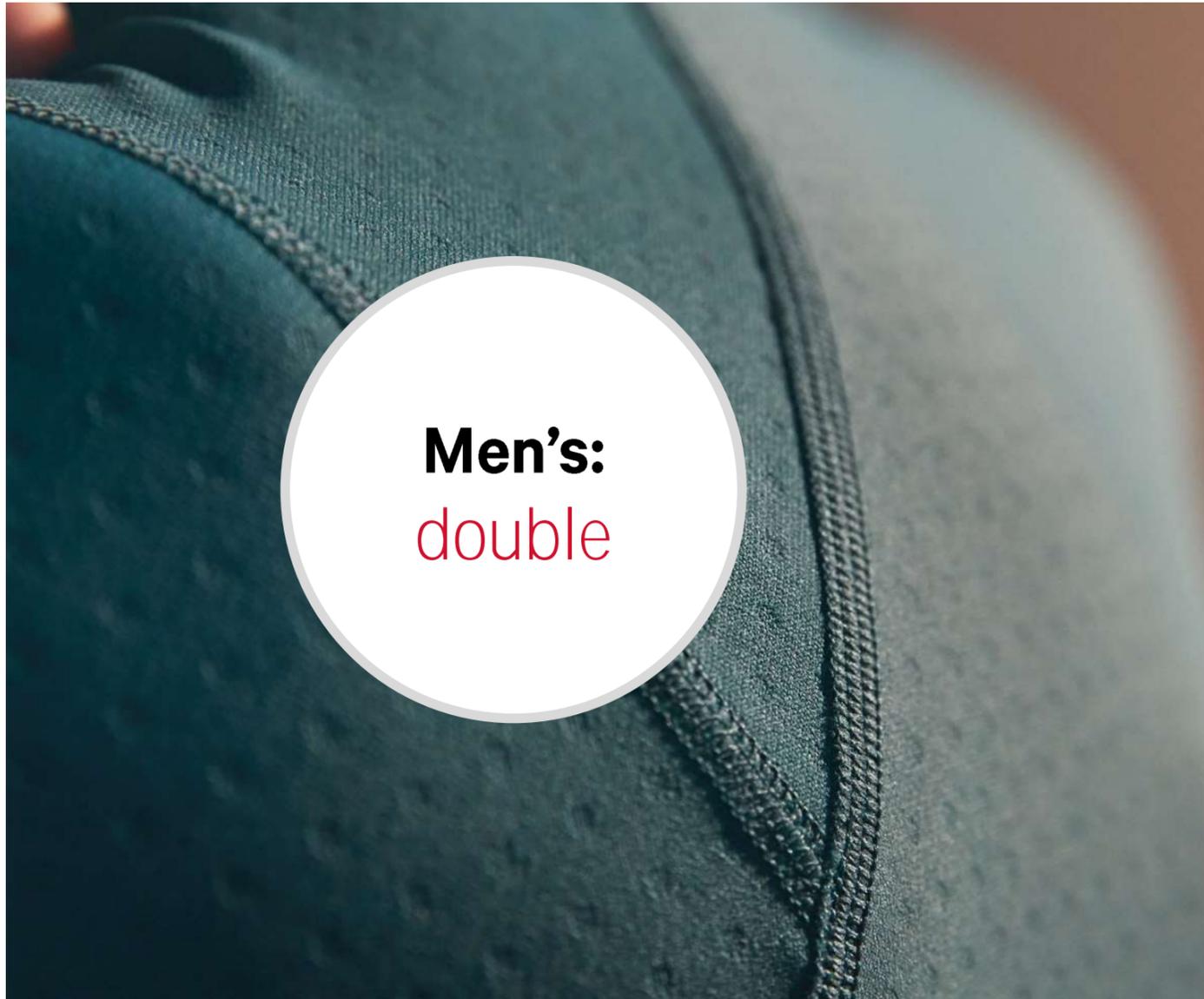
Omni guest experiences



Expand markets

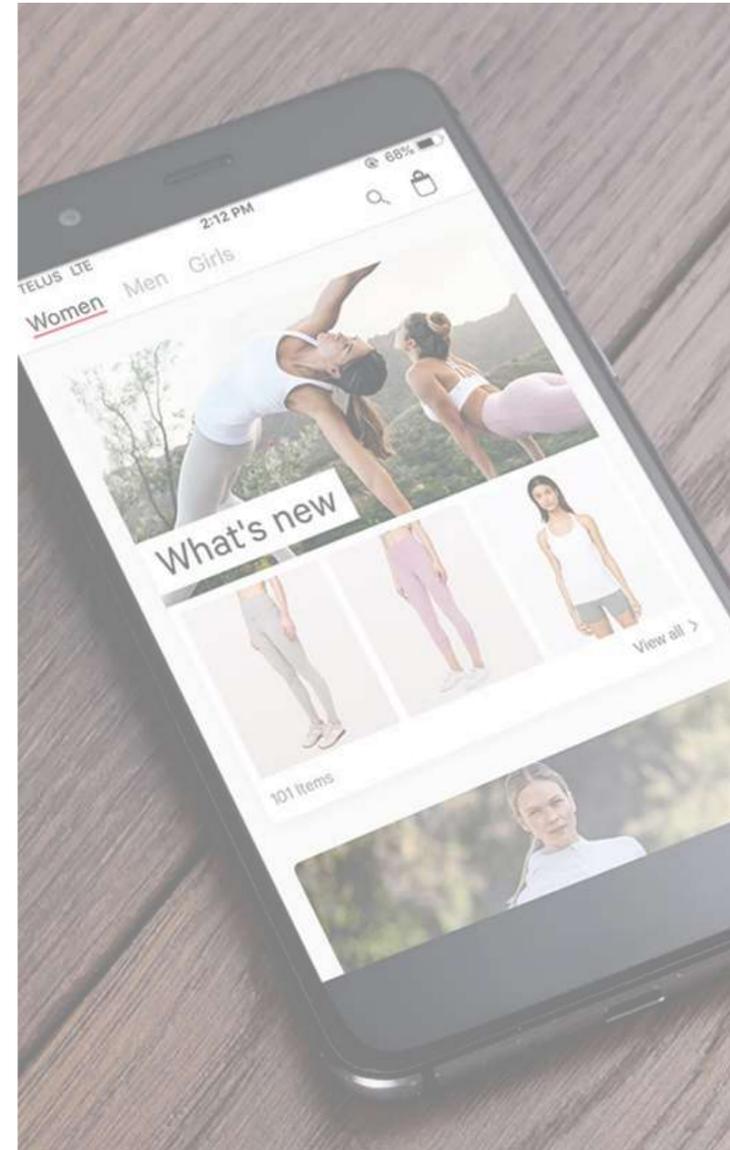


The Power of Three

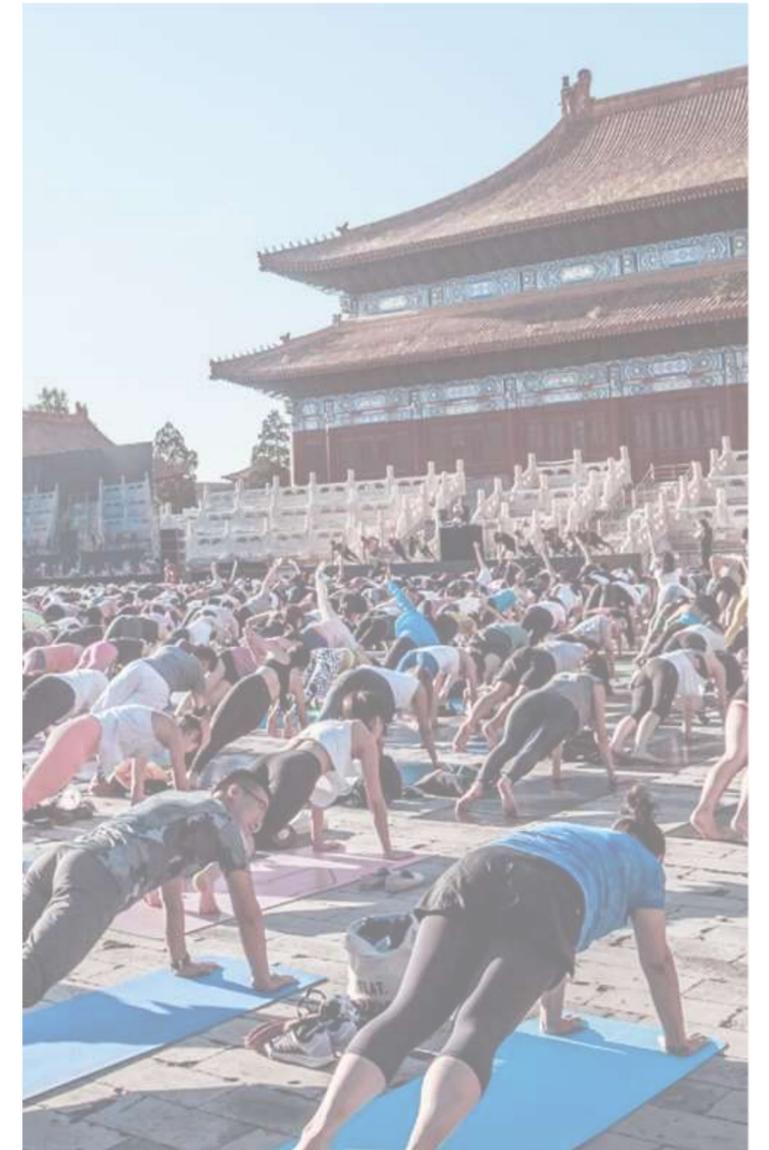


Men's:
double

Innovative products



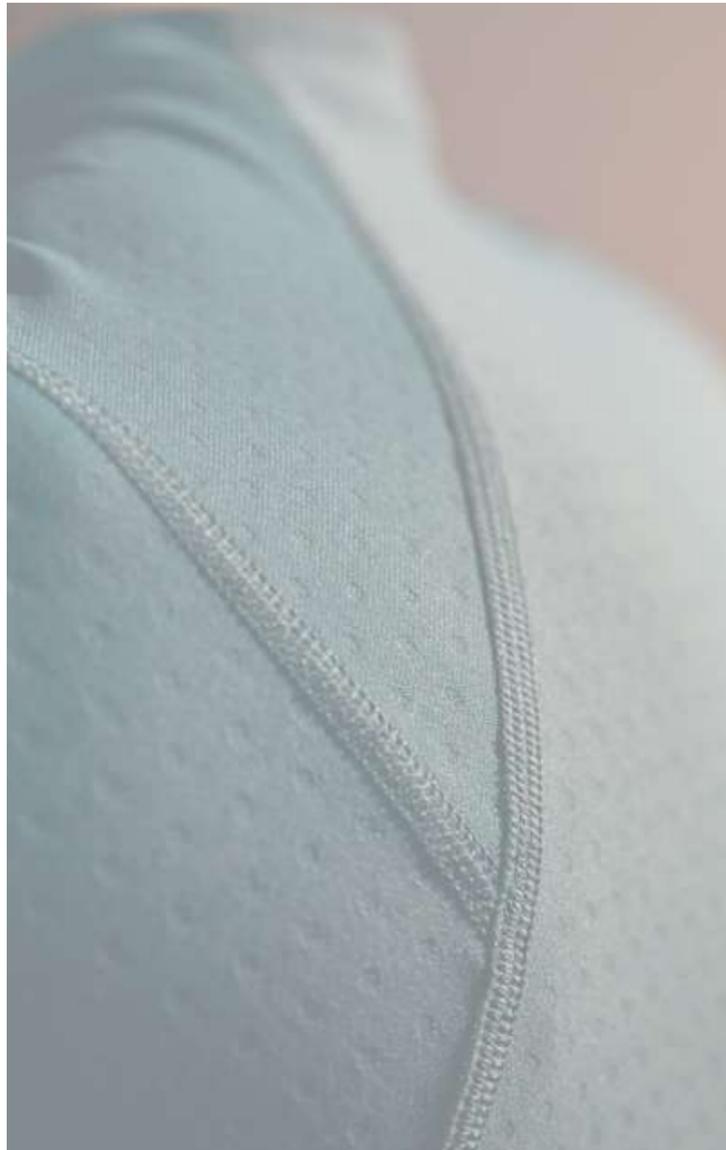
Omni guest experiences



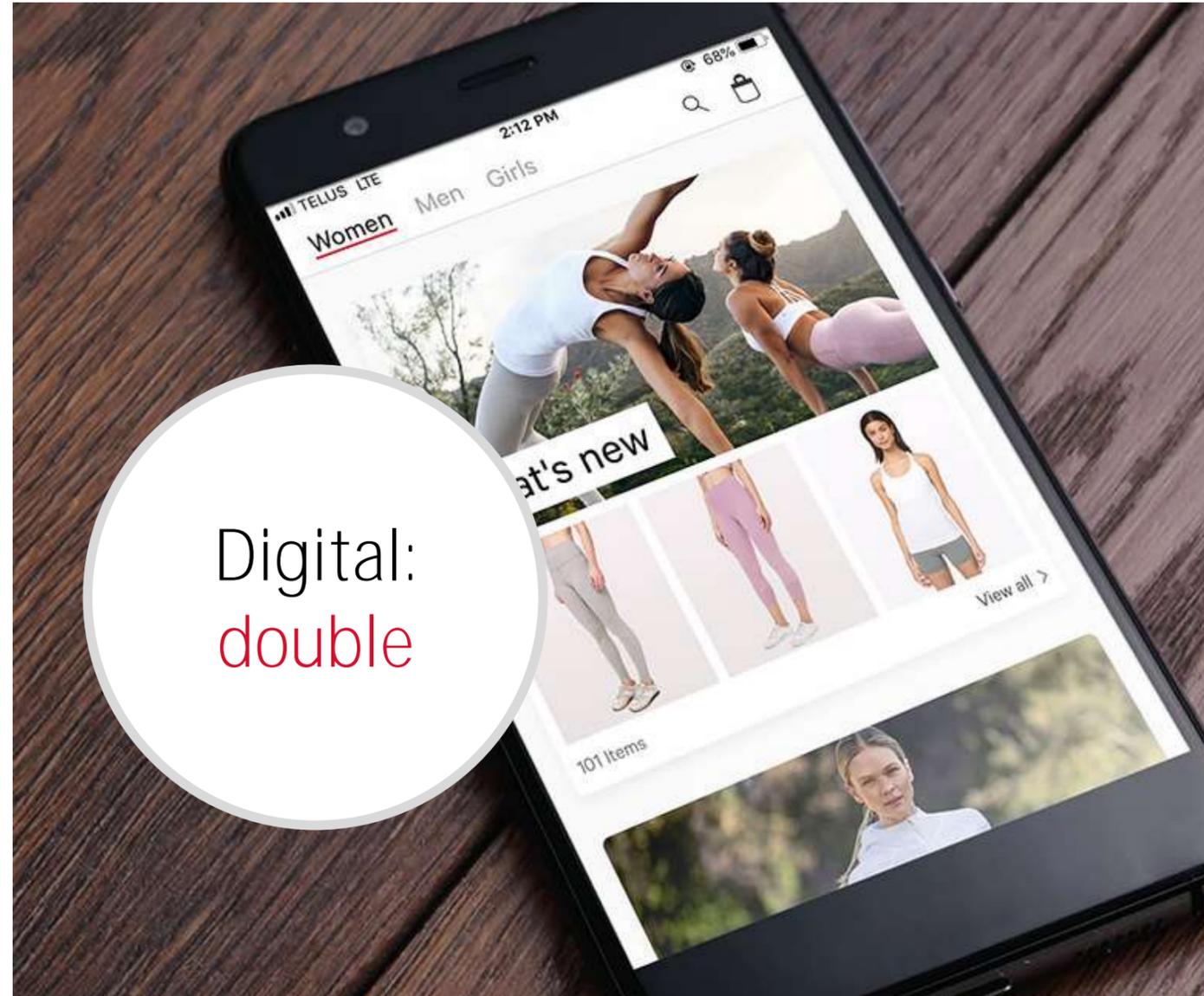
Expand markets



The Power of Three

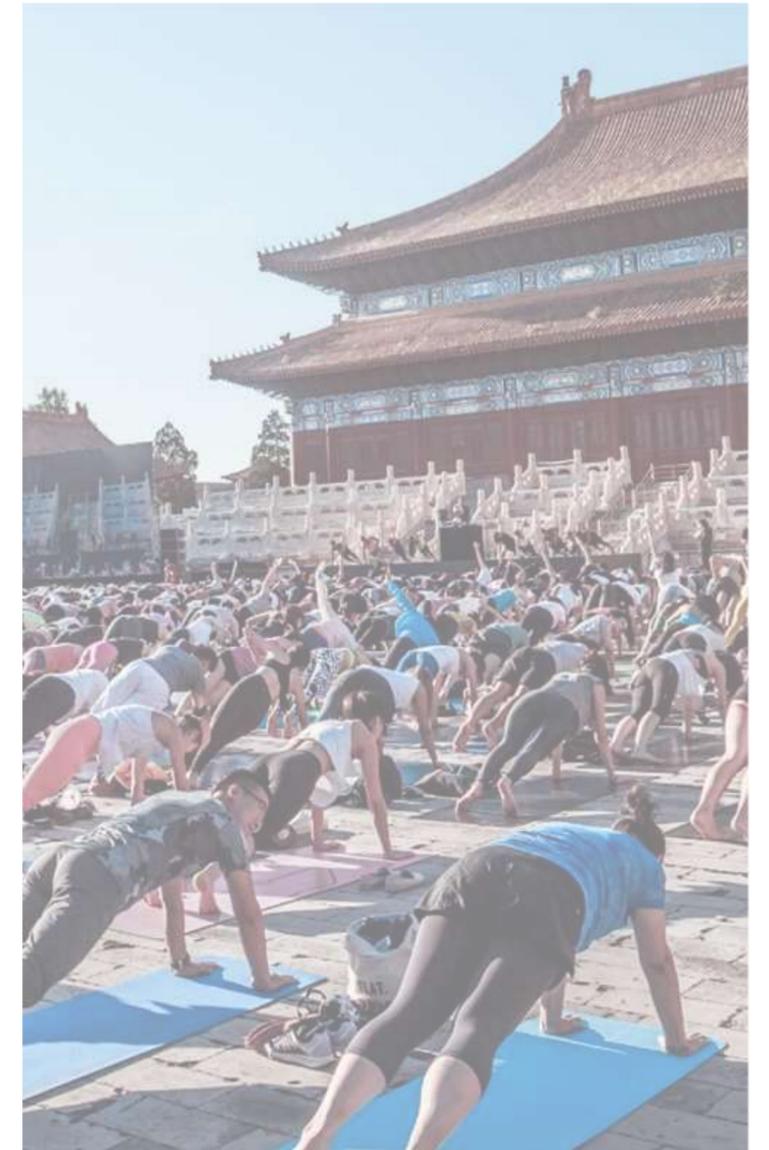


Innovative products



Digital:
double

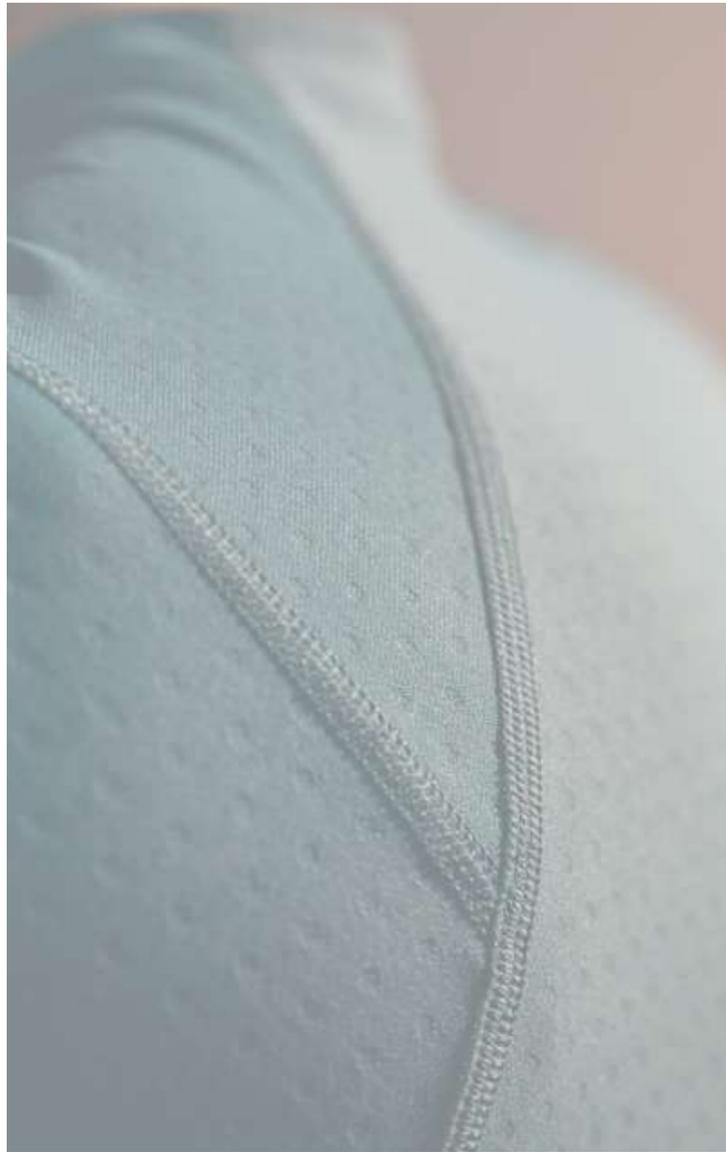
Omni guest experiences



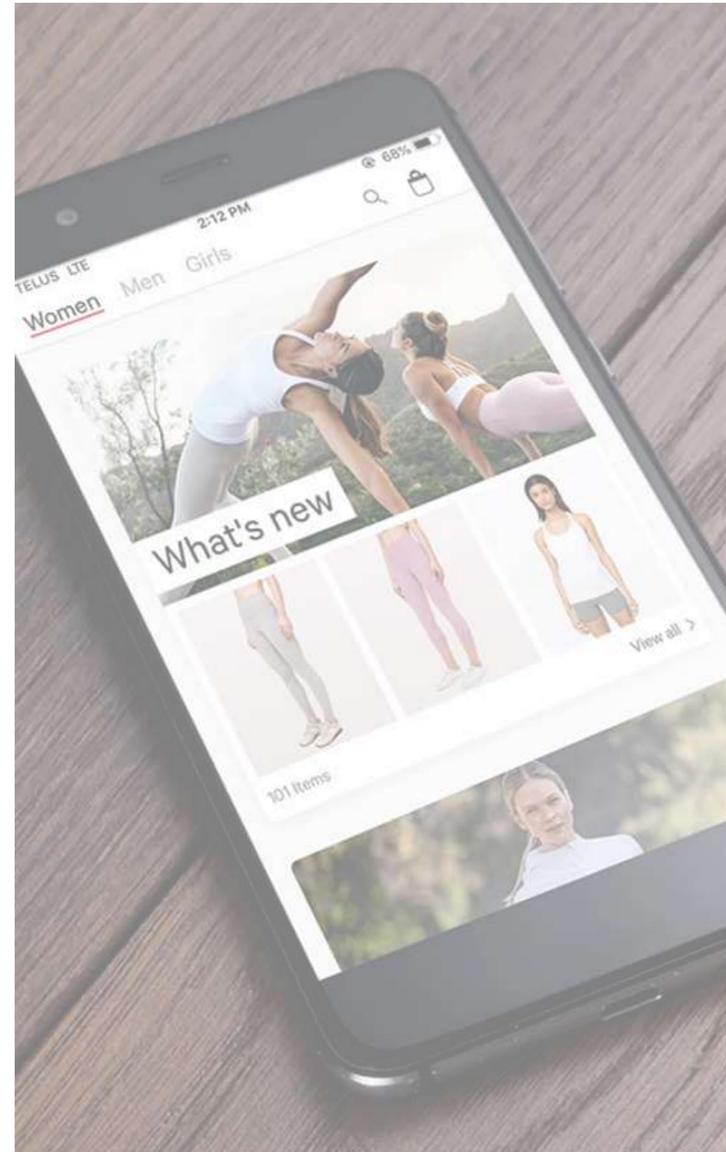
Expand markets



The Power of Three



Innovative products



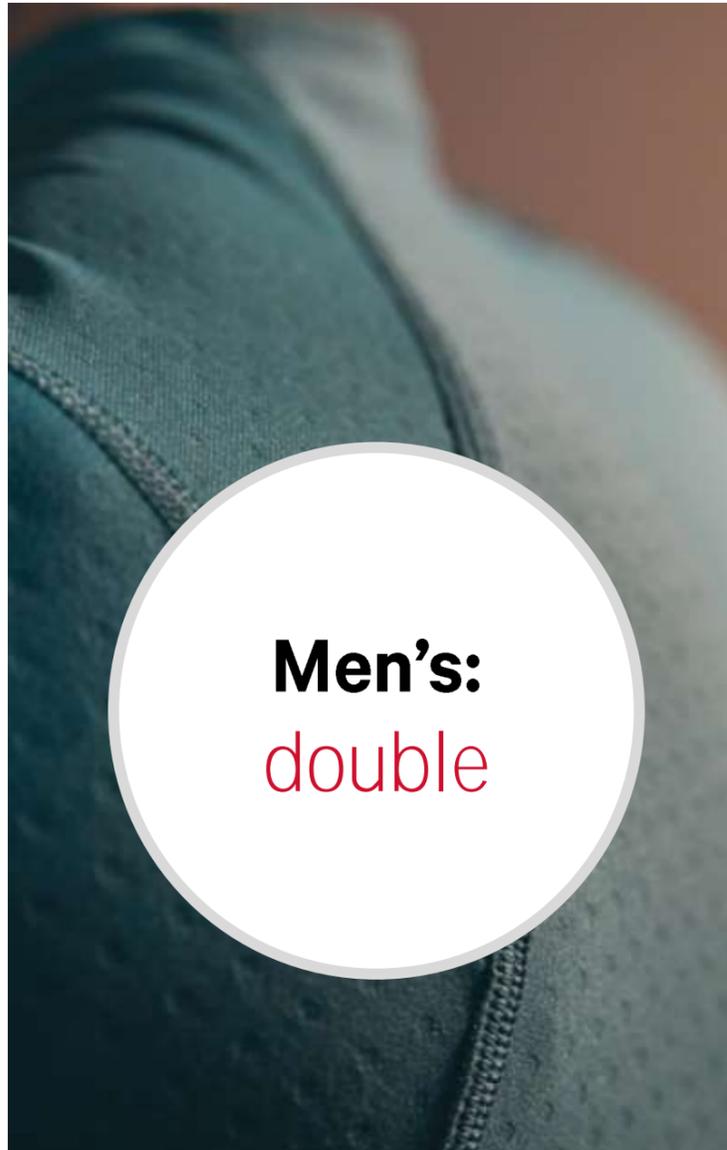
Omni guest experiences



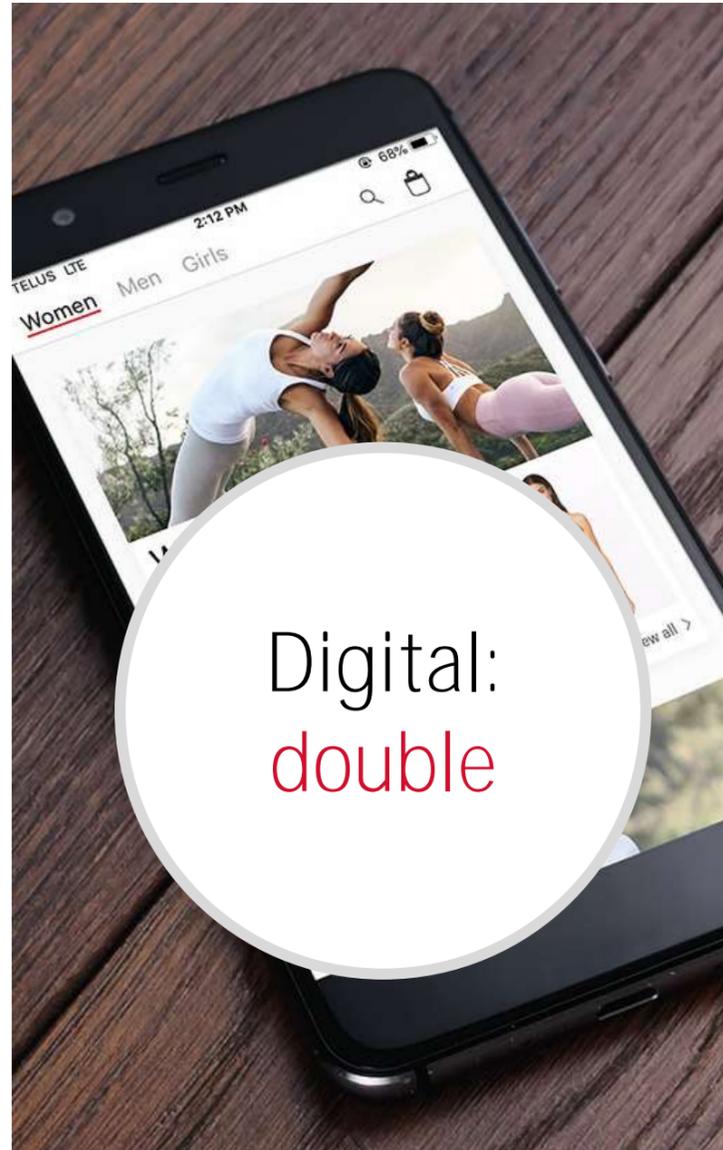
Expand markets



The Power of Three



Innovative products



Omni guest experiences



Expand markets



The Power of Three Looking at the next five years...

Men's:
double

Digital:
double

International:
quadruple

Revenue
growth
(CAGR)
Low teens

Gross margin
expansion
(Annual)
Modest
expansion

SG&A
leverage
(Annual)
Modest
leverage

EPS
growth
> Revenue
growth

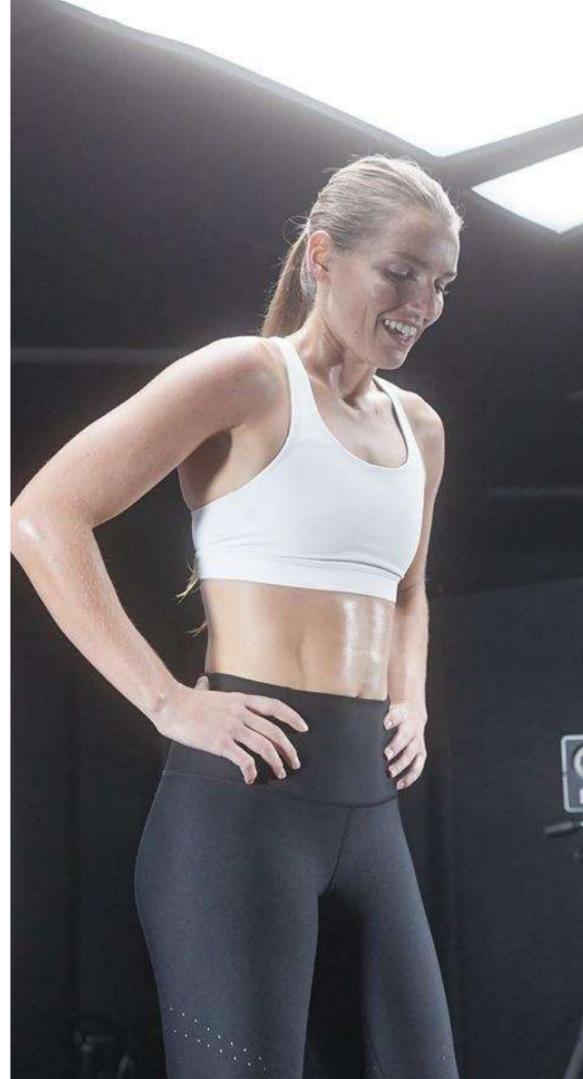


We're just getting started..

Powerful momentum



Whitespace innovations



Great storytellers



Winning on talent



The full potential of lululemon



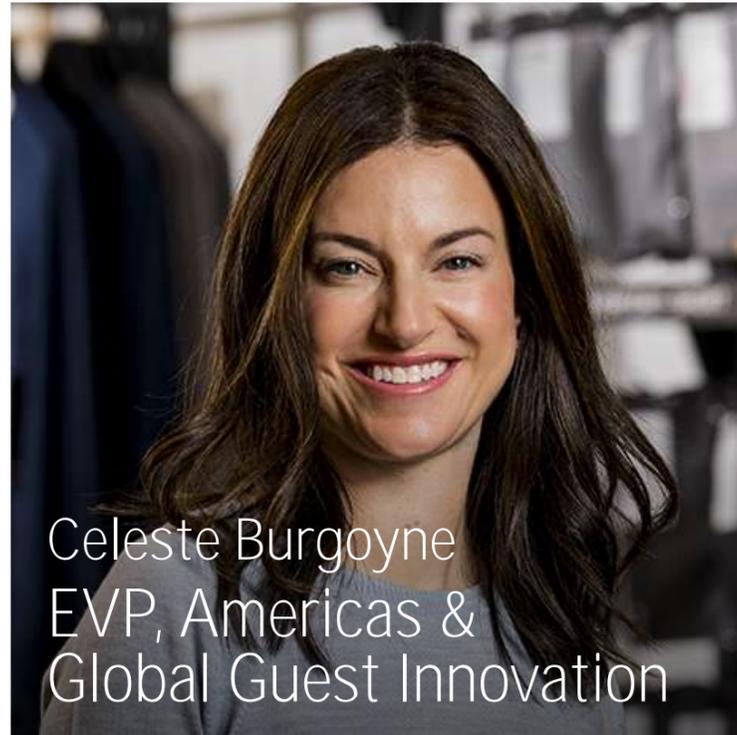


Leadership team





Today's agenda





Q & A







video

Science of Feel



Sun Choe

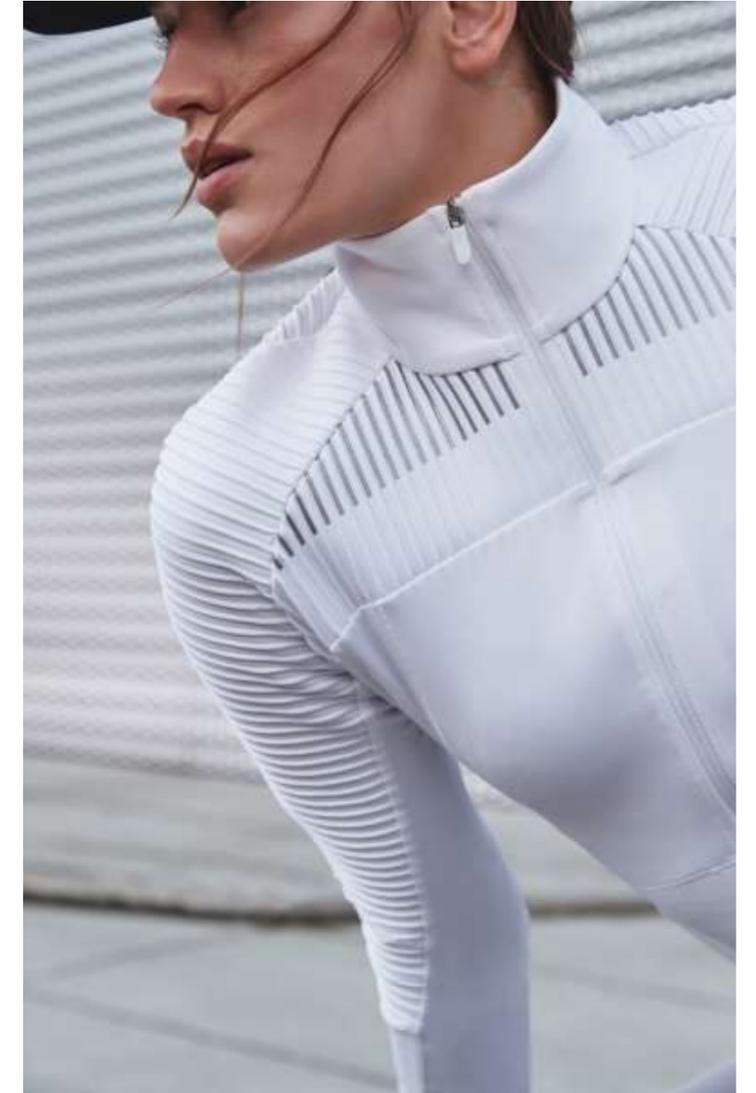
Chief Product Officer





Innovating through Science of Feel

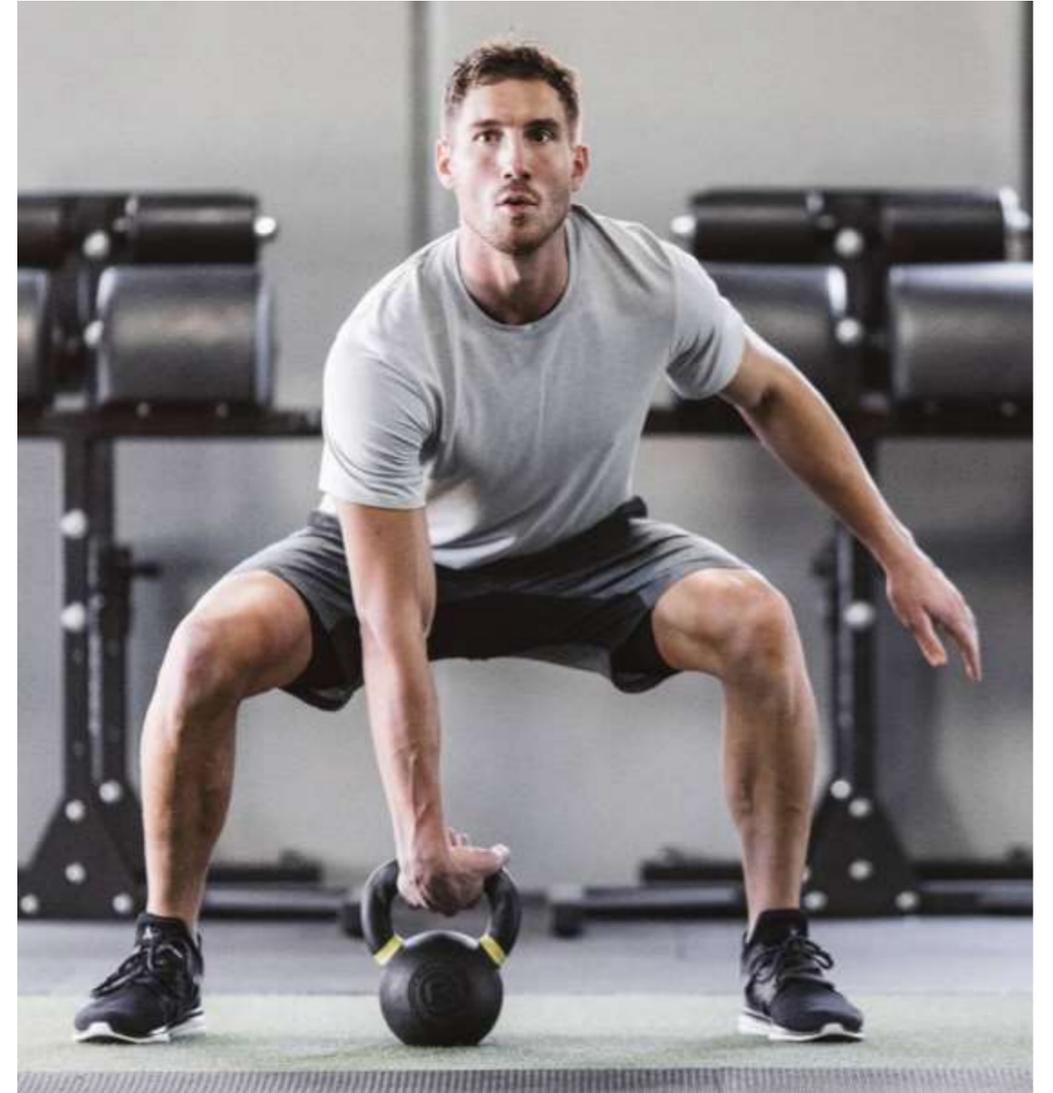
Delivering new sensory experiences for our guests





Infusing Science of Feel to serve guests living the sweatlife

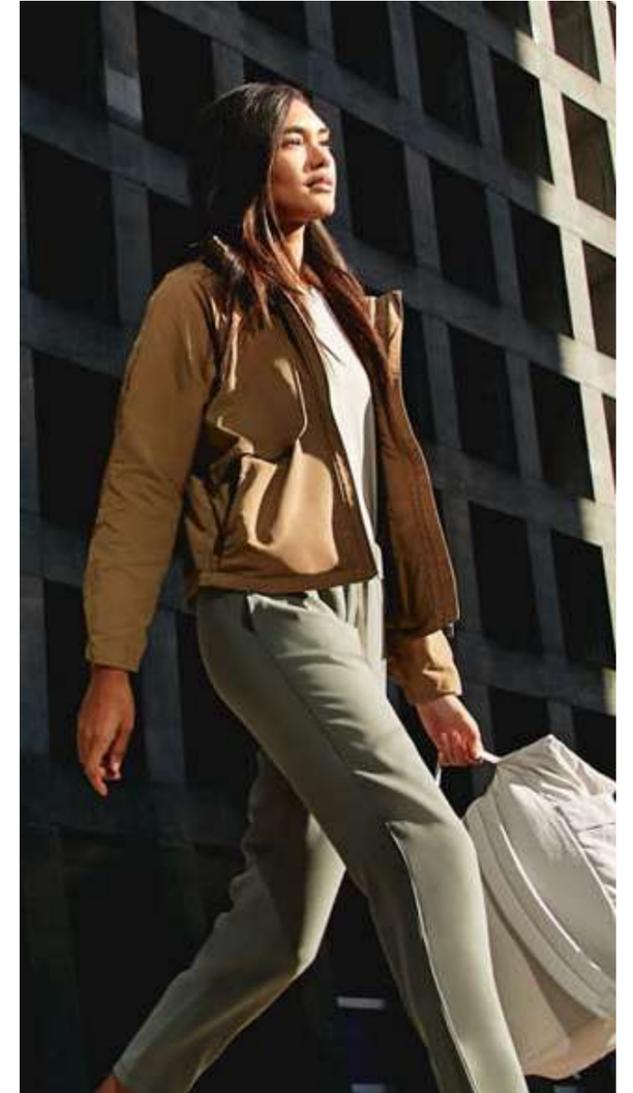
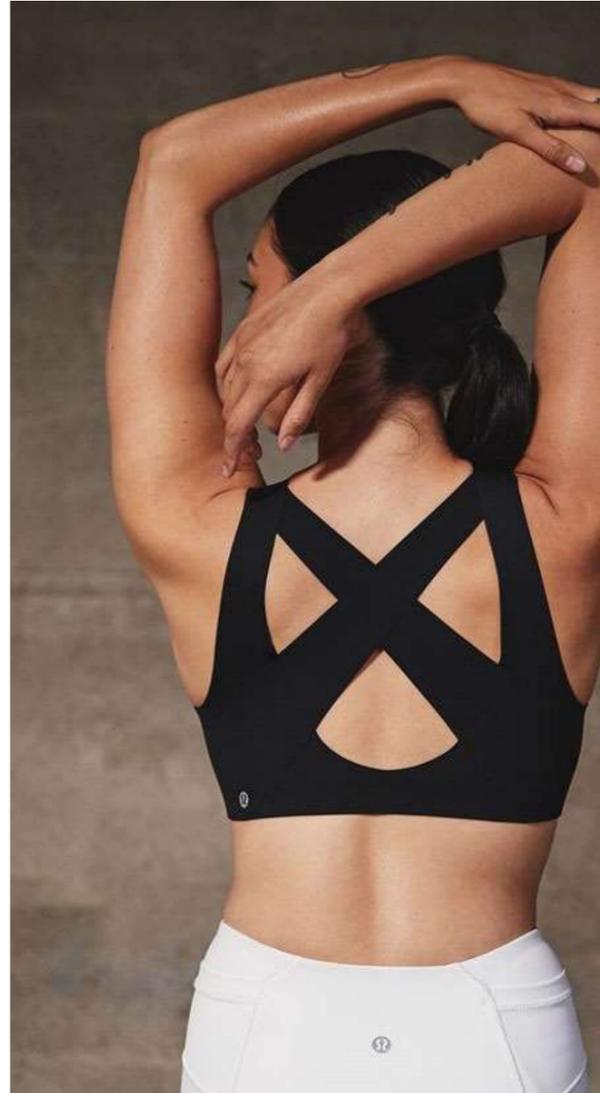
Expand beyond yoga





Leveraging category expansion in women's

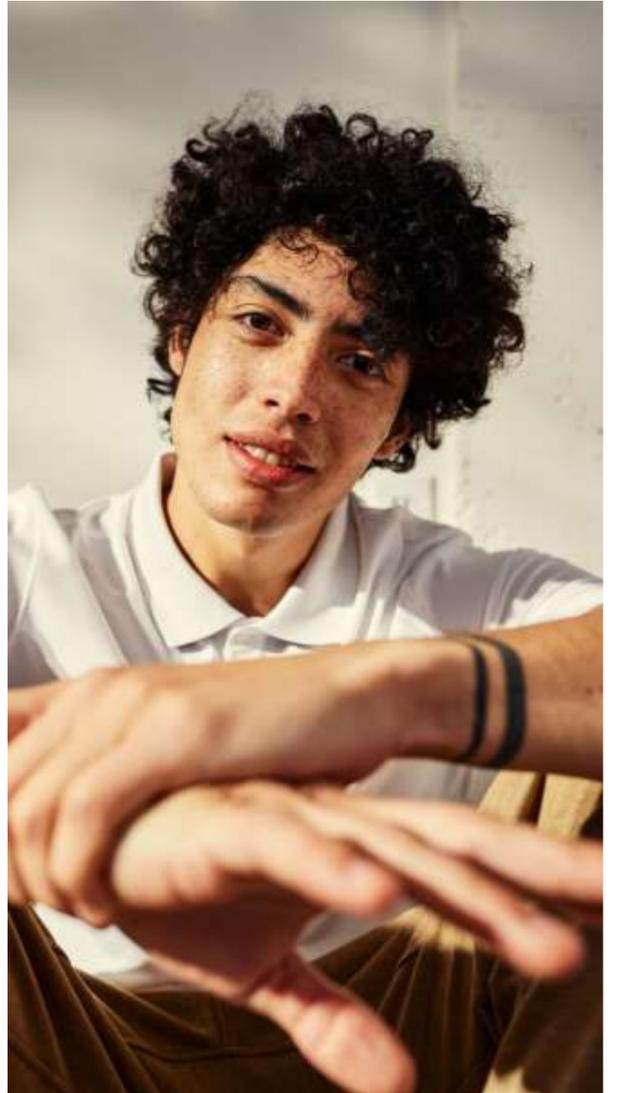
Grow share of wallet by solving unmet needs for our guests





Doubling our men's business in the next five years

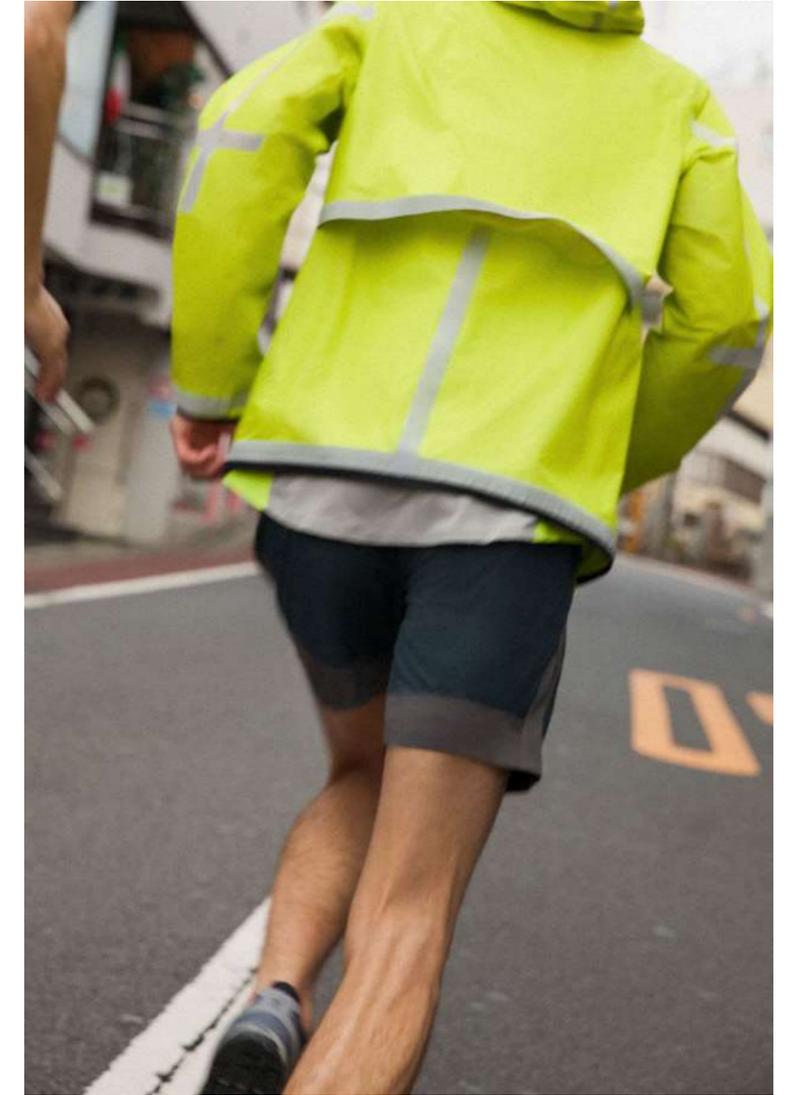
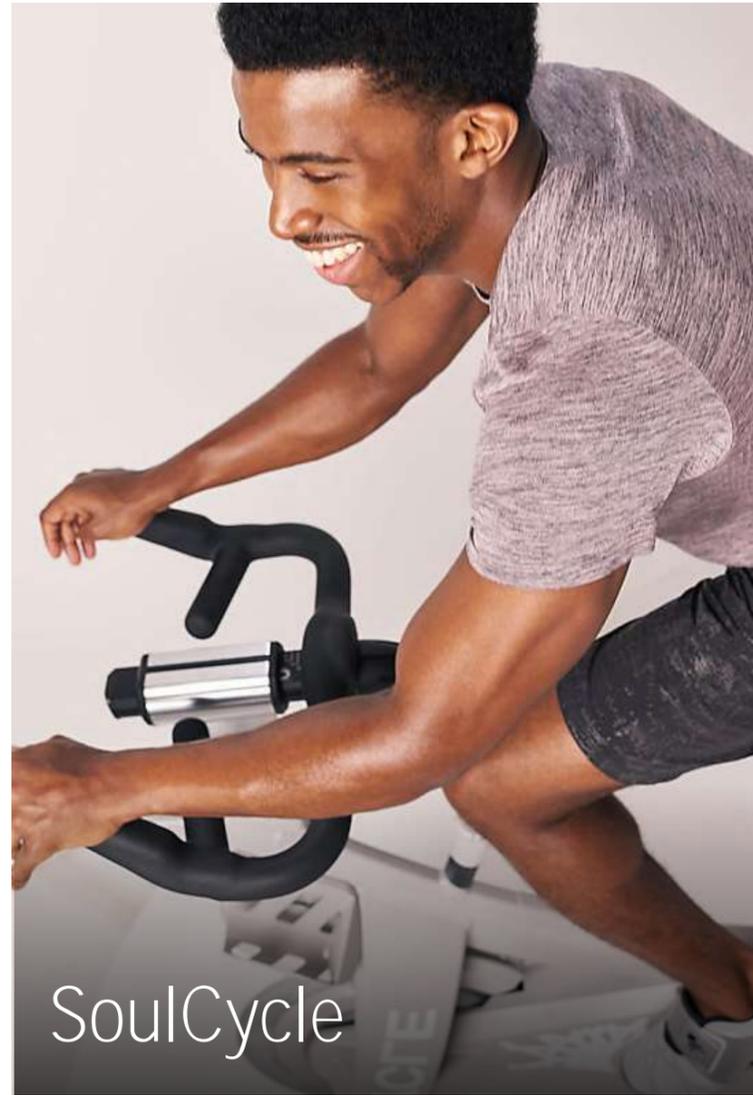
Continue to extend reach into men's, with categories for mindful athletes





Extending our reach through collaborations and Lab

Designed to inspire and attract new and current guests





Continuing to build upon success in accessories

Demonstrating the elasticity of our brand





New category growth opportunities

Creating functional solves for the sweatlife







Celeste Burgoyne

EVP, Americas
& Global Guest Innovation





Growth runway remains strong in North America



\$1.9B

321
Stores*

\$2.9B

349
Stores*

2015

2018

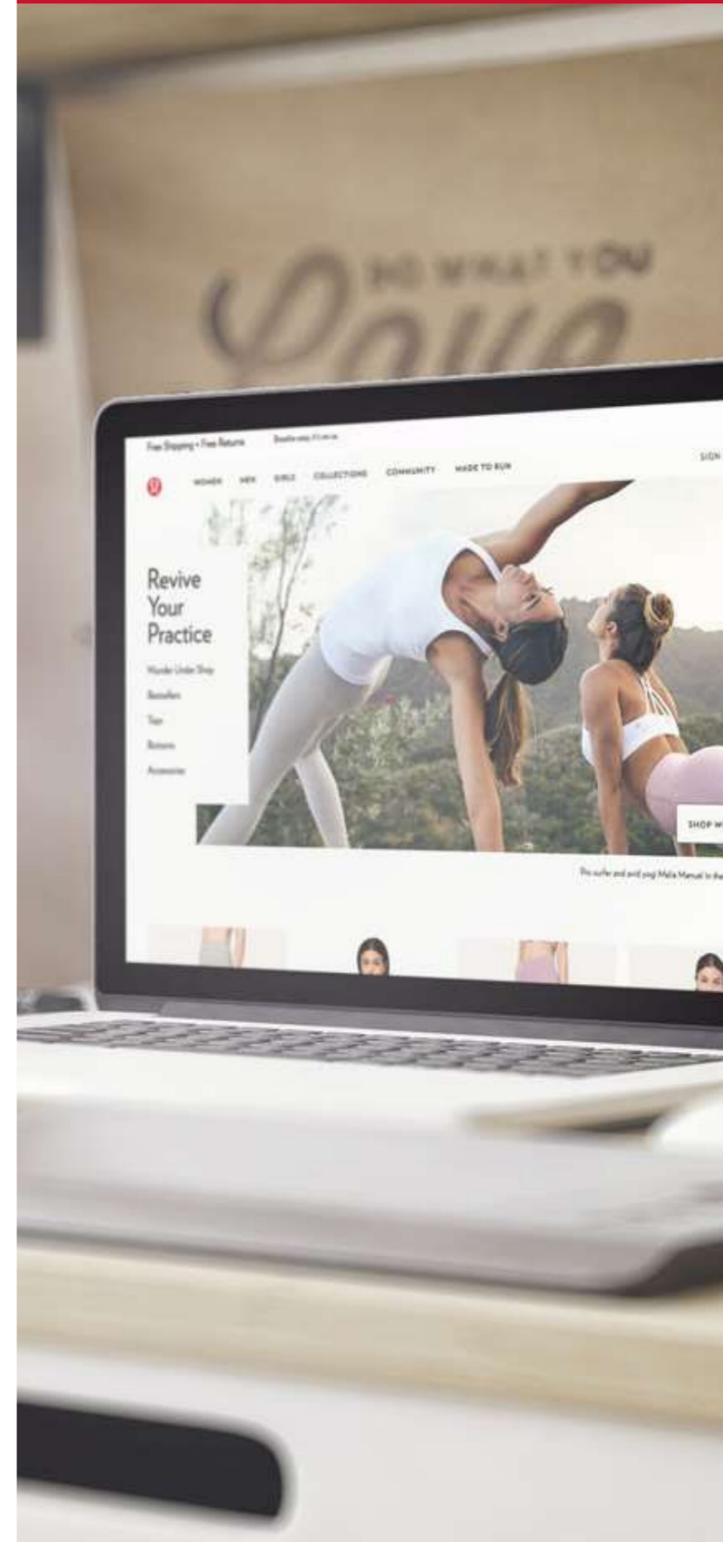
*company-operated lululemon stores



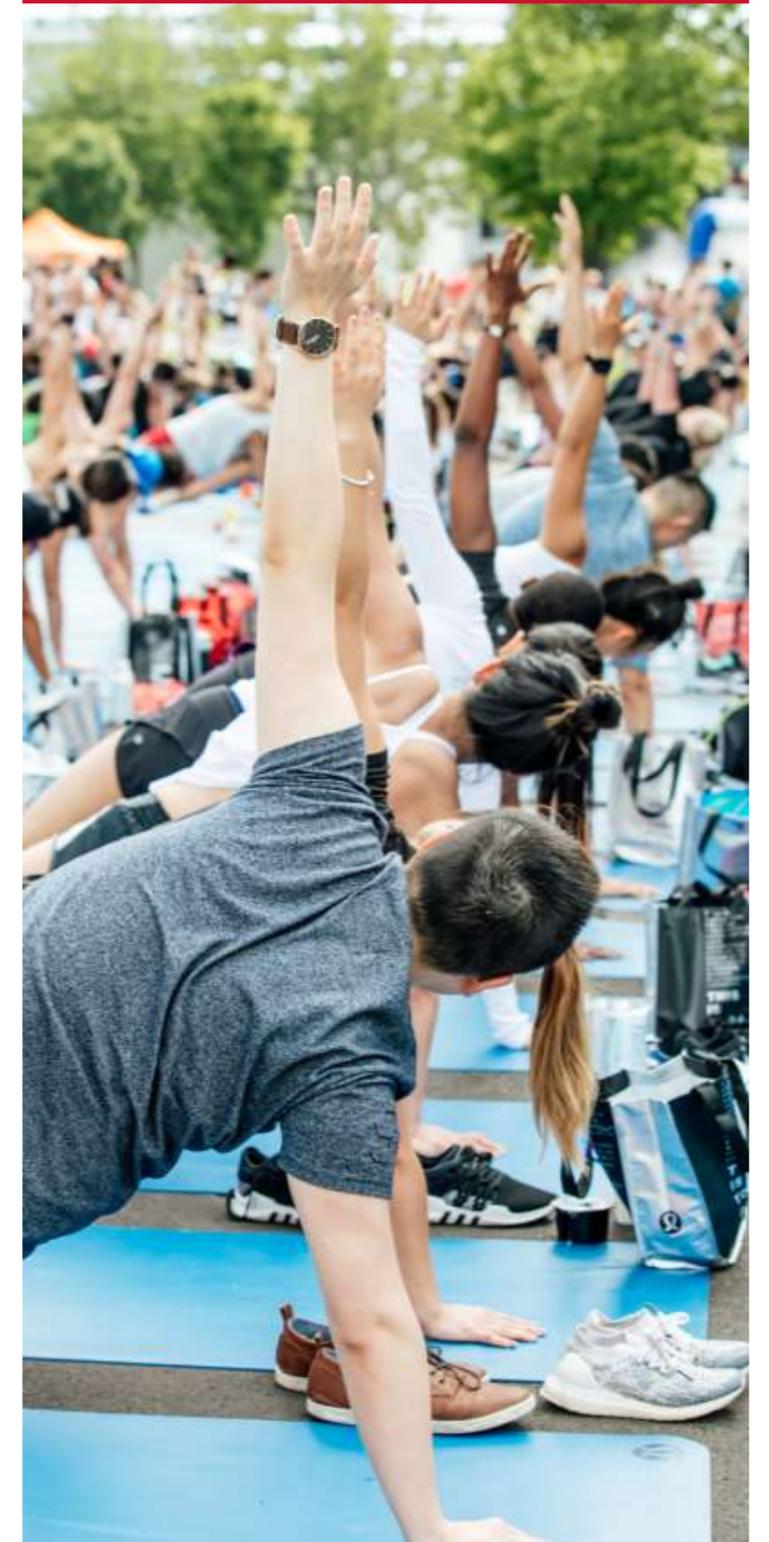
Physical



Digital



Community



—
Omni guest
experience



Our physical growth is fueled by our agile retail concepts



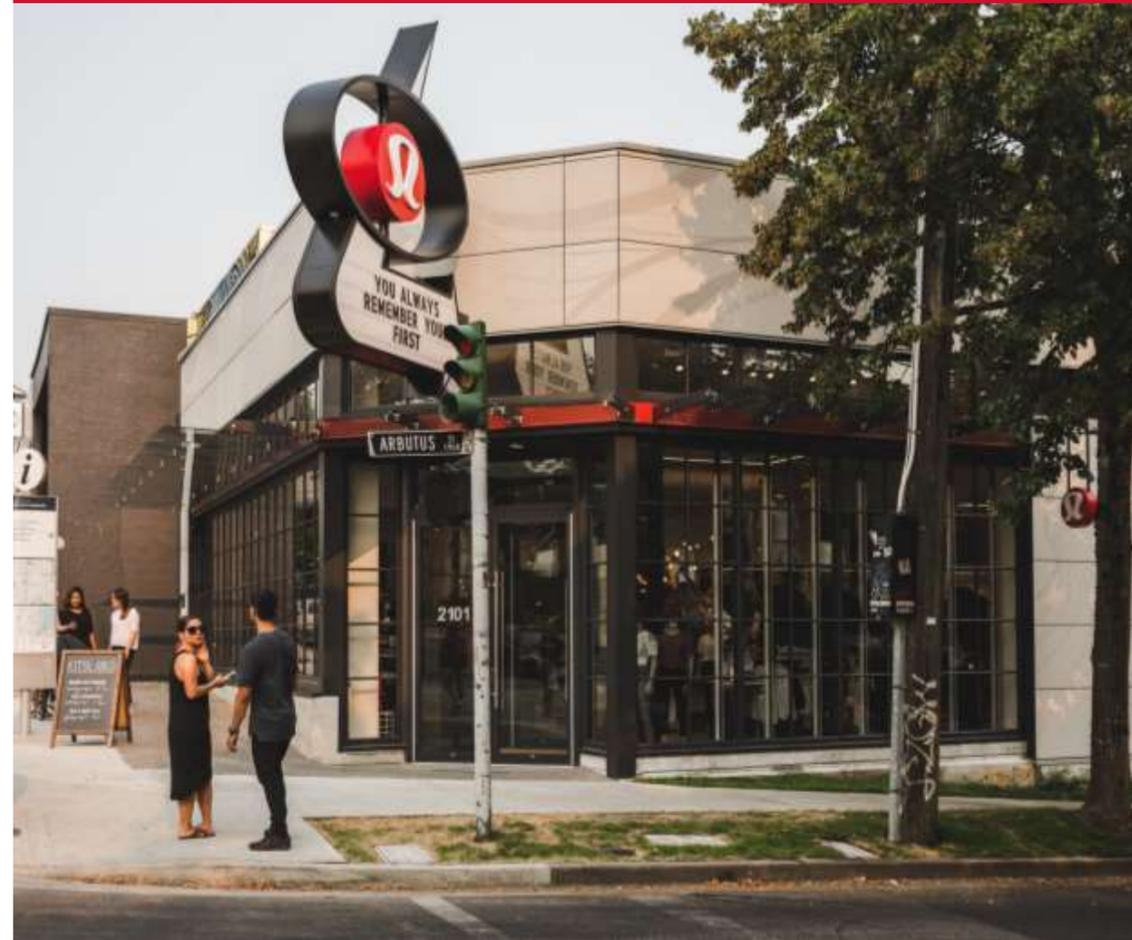


Our physical growth is fueled by our agile retail concepts

Seasonal



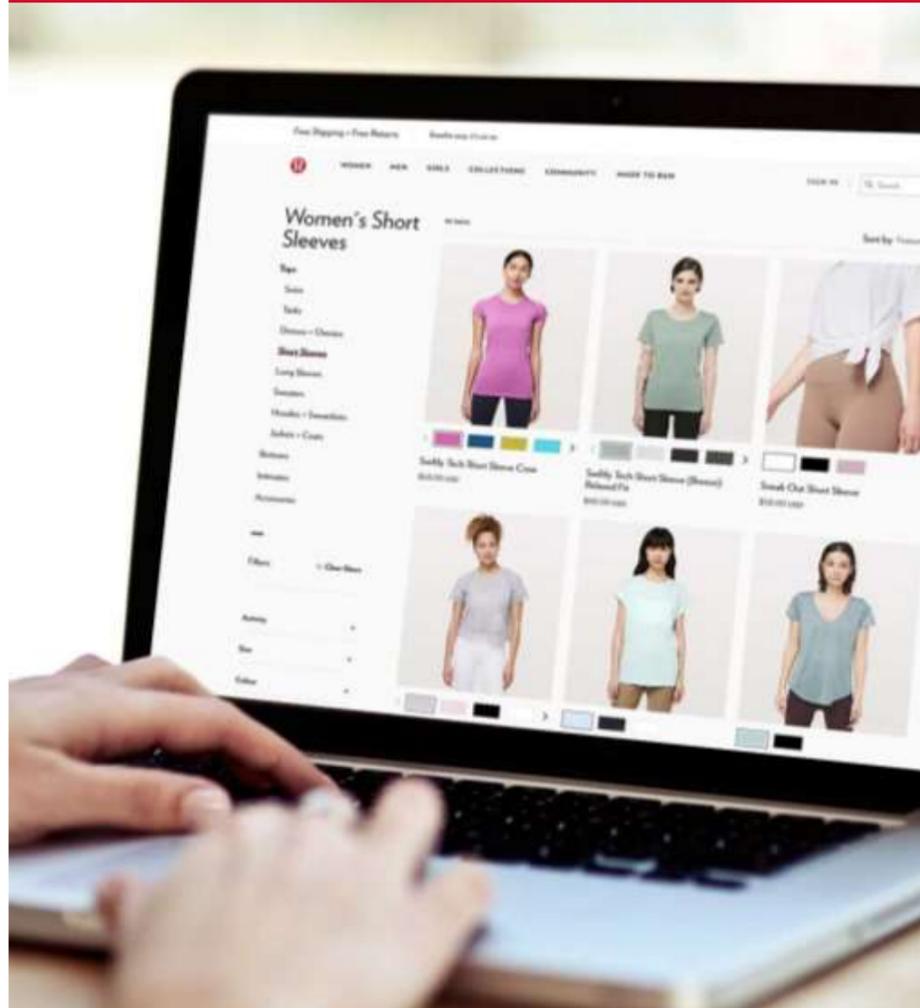
Co-located



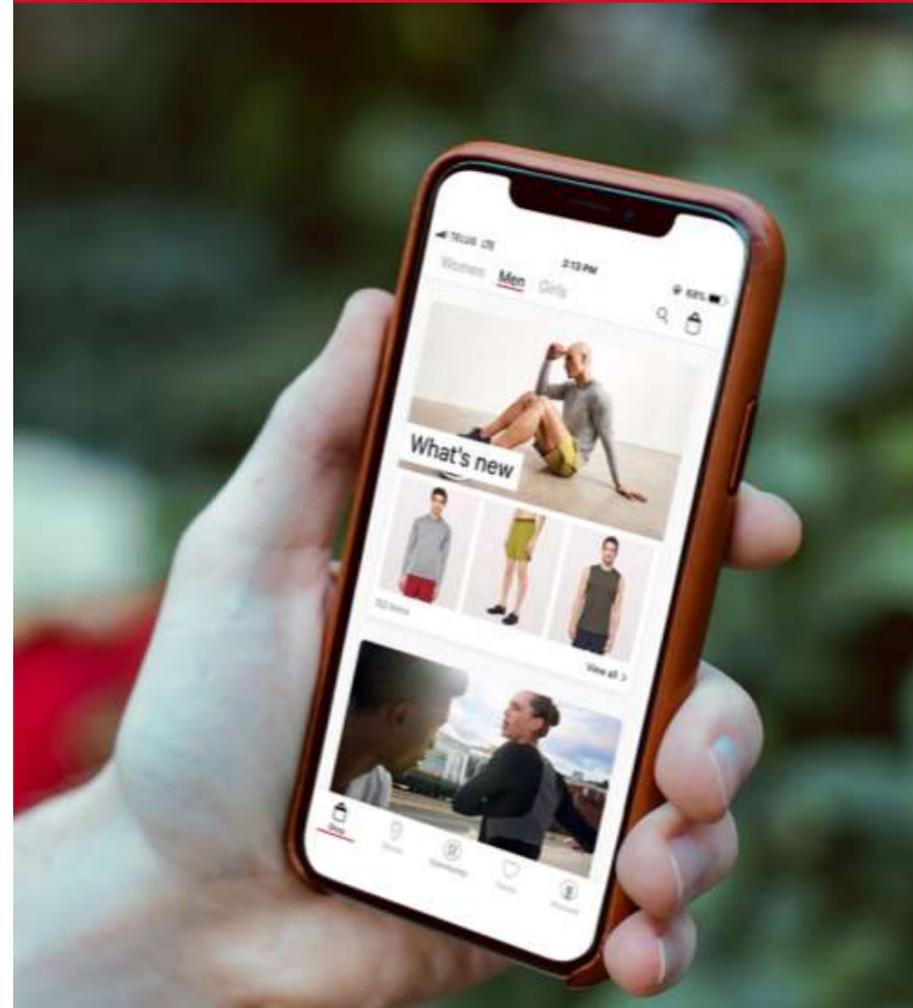


Doubling our digital growth

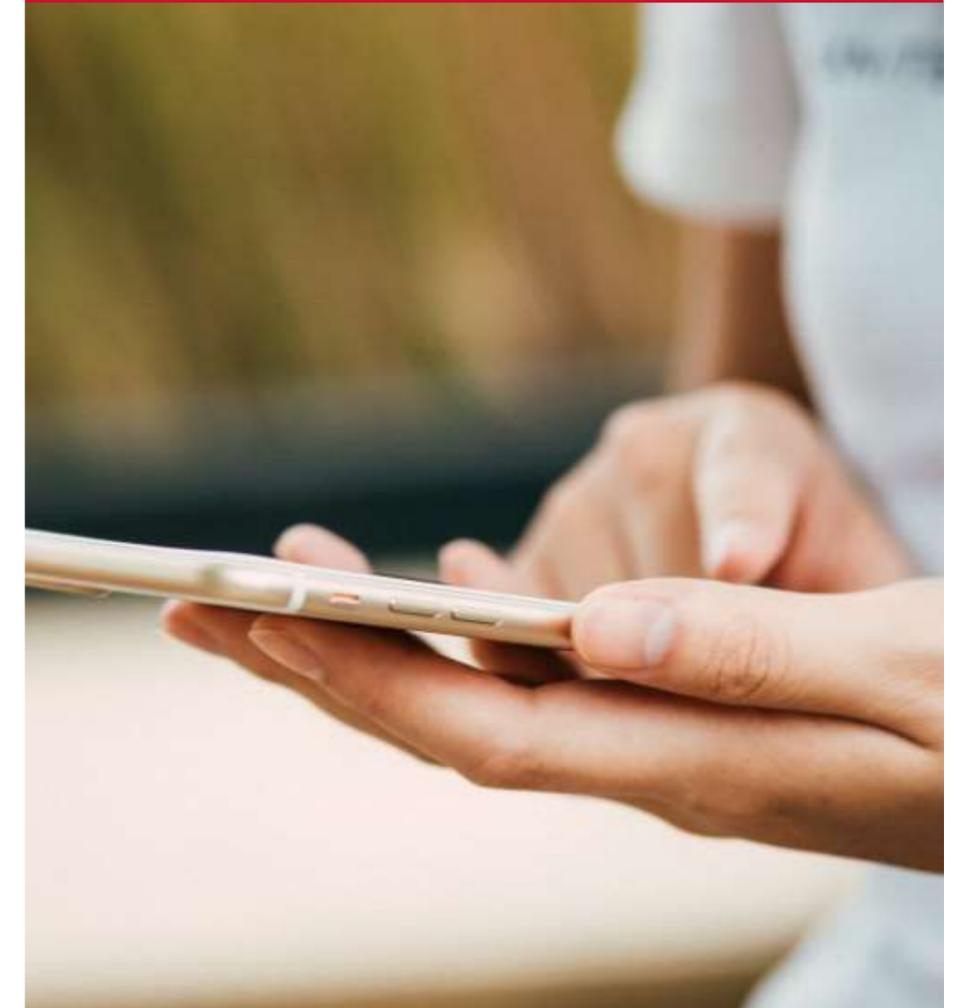
Core e-commerce experience



Growing the assortment



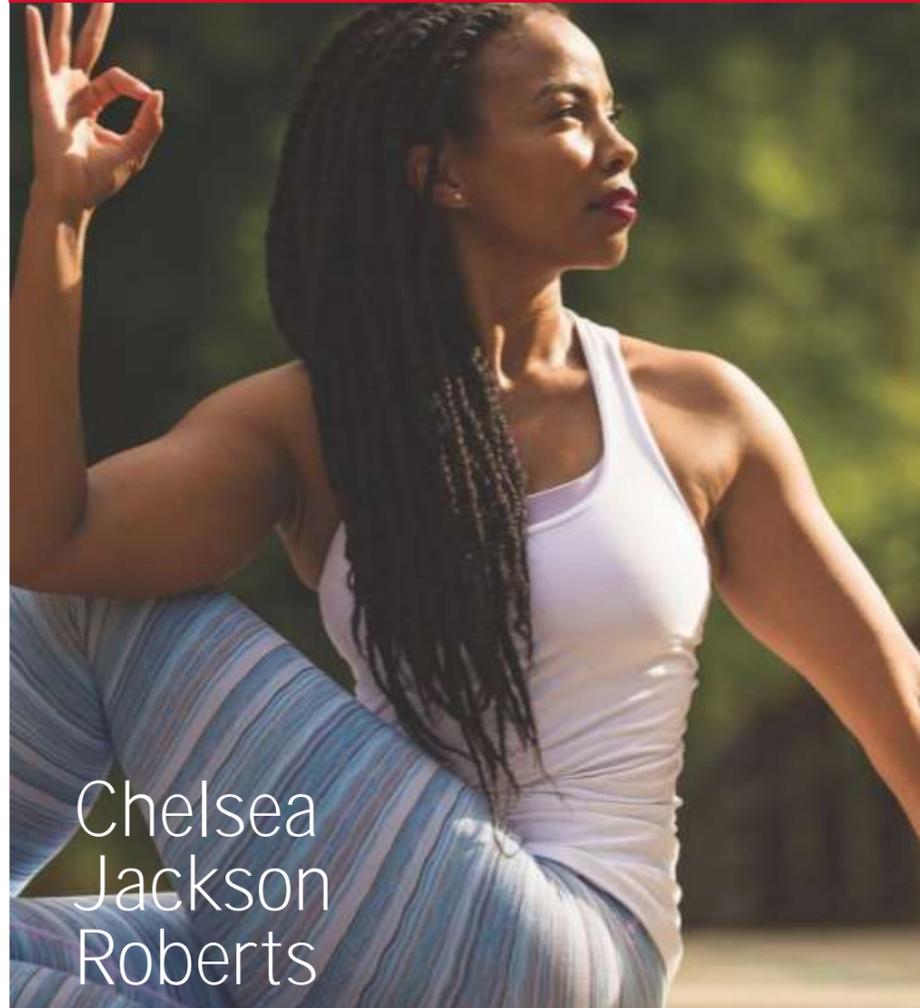
Transactional omni



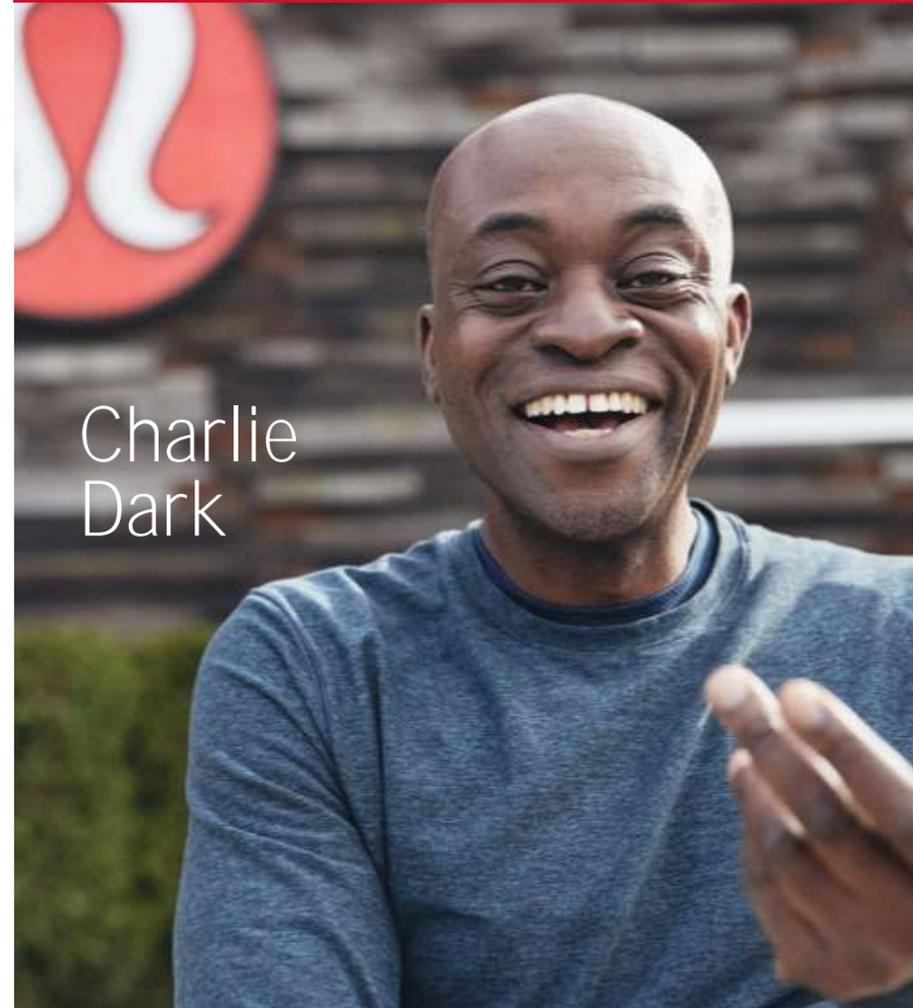


Community is at the heart of who we are

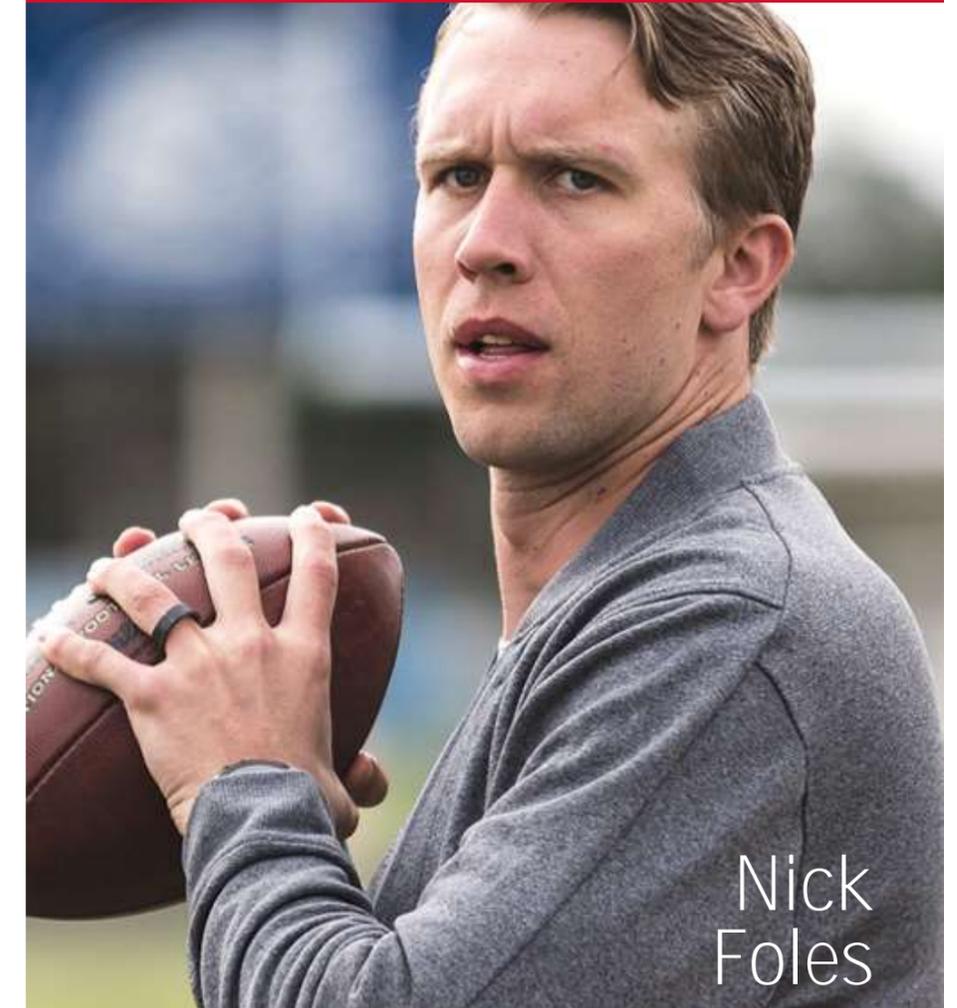
Global Yoga Ambassador



Global Run Ambassador



Global Elite Ambassador





Deepening our guest experience across channels





Membership



Experiential stores



Events



—
Pushing the boundaries with our omni guest experience



An experiential guest membership program



A truly unique experiential store environment



Creating experiential events across our communities



Our Vision

Be the experiential brand that ignites
a community of people living the sweatlife
through sweat, grow and connect







Stuart Haselden

COO & EVP, International





video

China Community

International

Global
Acceleration:
Reaching
Inflection

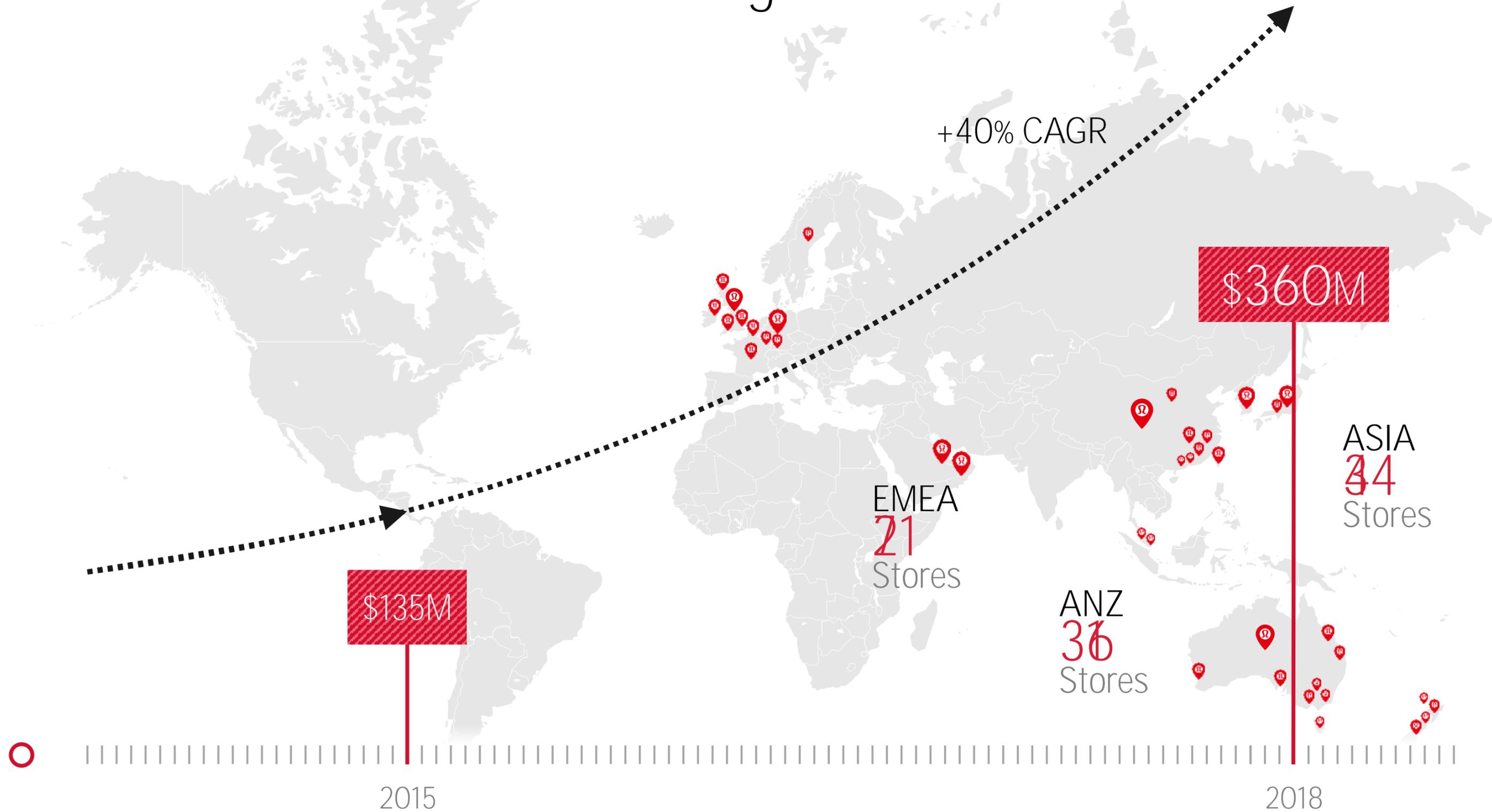
Balanced
Growth:
Region &
Channel

Emerging
Global Brand:
Growing
Awareness





Accelerating track record





Our ambitions

International market



\$115B* Sports apparel market

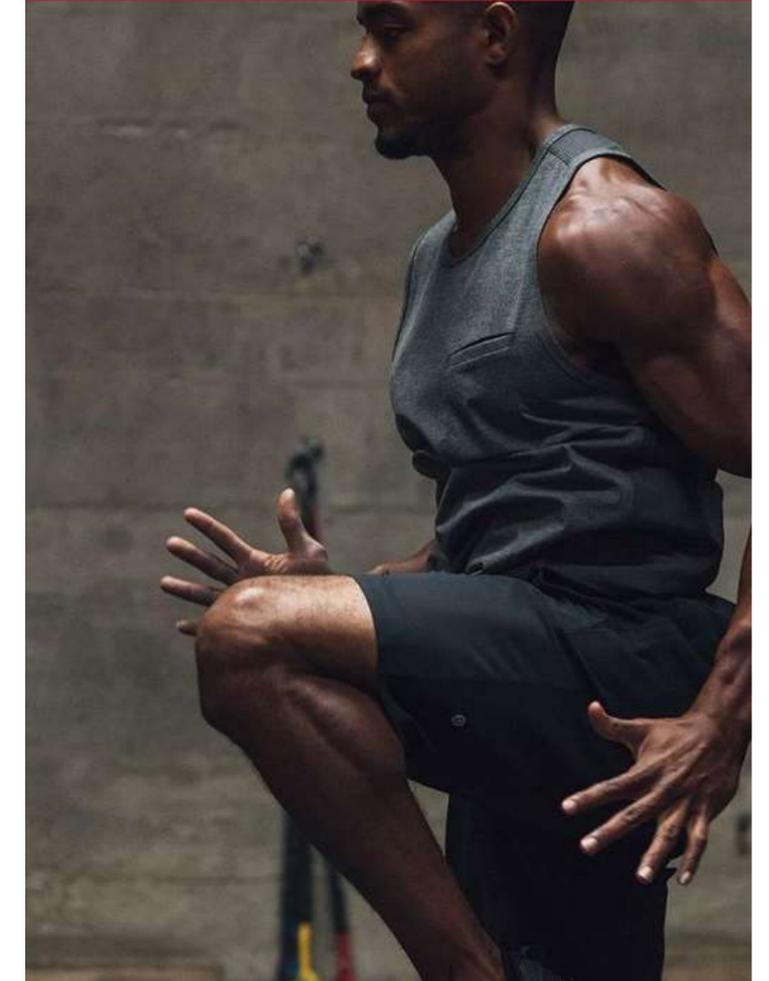
*Source: Euromonitor

Focus



- Key Geographies
- Omni-Channel Expansion
- Product Innovation
- Brand & Community Investments

2023 goal



>30% CAGR



Key geographies

China acceleration  Deep potential

76% of urban population exercises

vs 72% of Americans

772M online users

Worlds largest online population

400 millennials

More than population US + Canada



Omni guest innovation

Physical

Accelerating unit growth
Regionally tailored formats



Digital

Key investments
Regional digital marketing

Omni guest innovation

Technology investments
Cross-channel guest engagement





Product innovation

Asia fit

Better meeting guests needs
Unlocking regional demand



Regional exclusives

Leveraging local talent
New creative capabilities



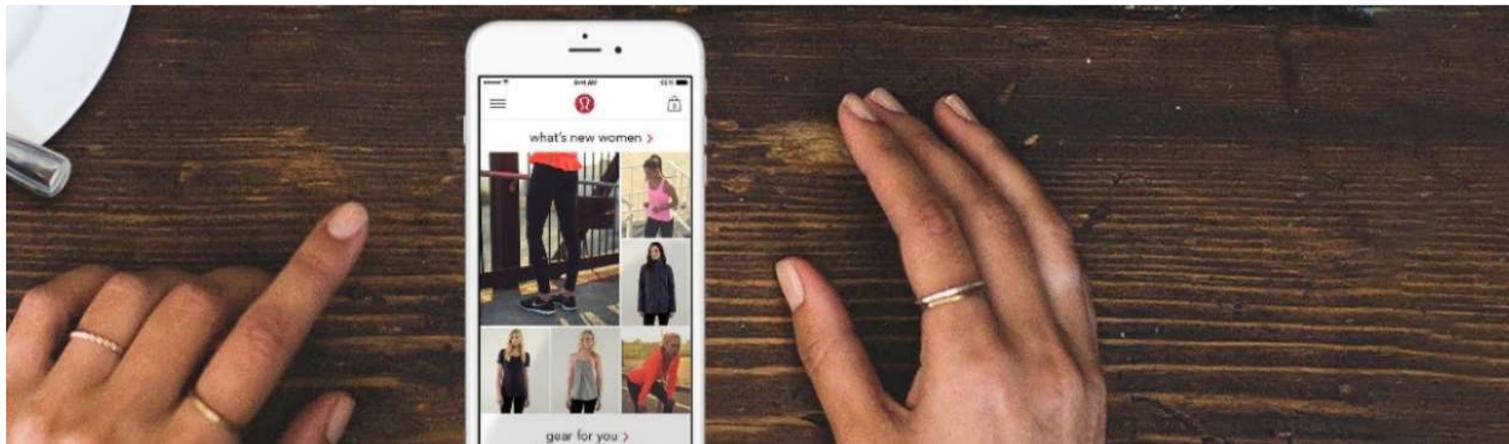
Omni guest experiences

Build community

Local community

Events

Ambassadors & Influencers



Amplify digitally

Social Media

Owned content & platforms

Digital investments

Enhanced engagement

CRM investments

Personalization

Acquisition & retention programs





—
2023 International

>30% CAGR



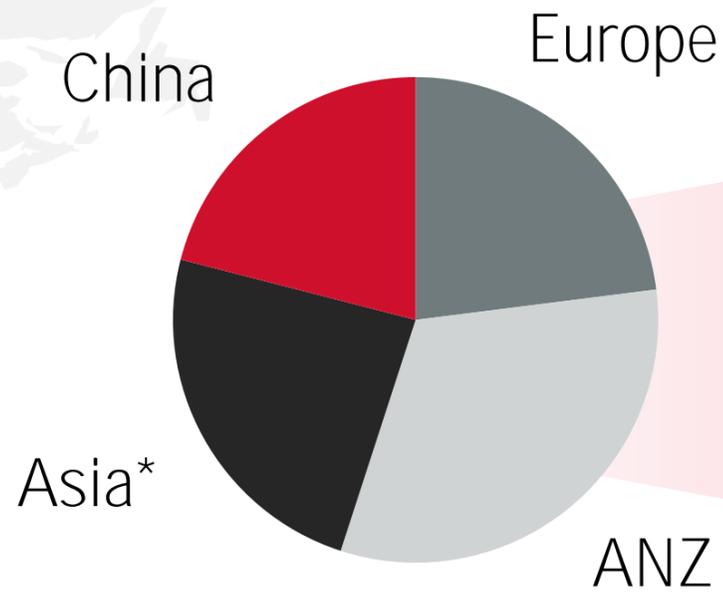
2023 targets: Region

2018 Revenue

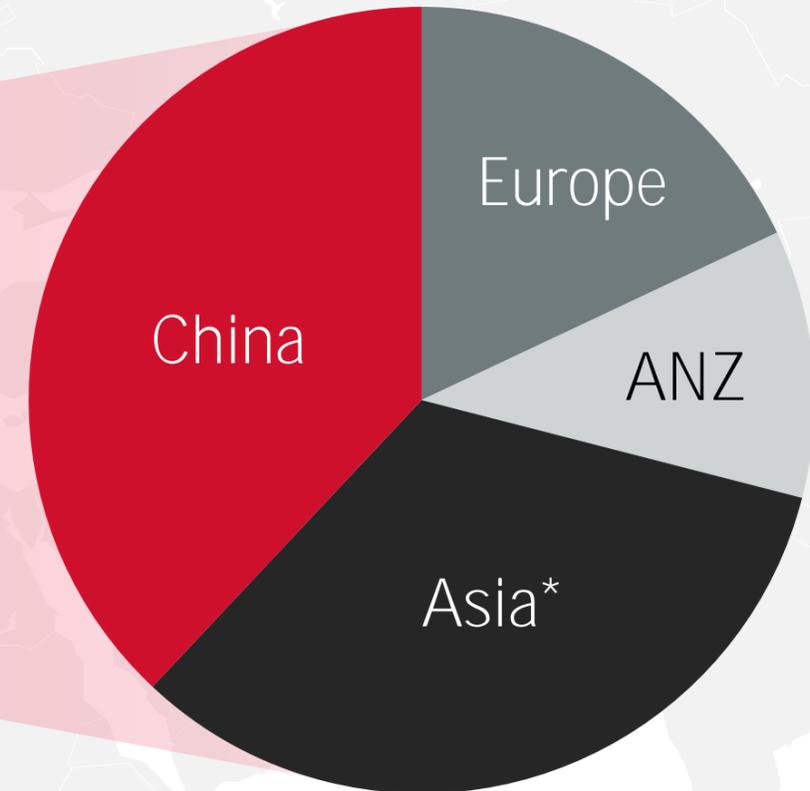
\$360M

2023 Revenue

4x increase



>30% CAGR



* Asia, excluding China



2023 targets: Channel

2018 Revenue

\$360M



Ecomm

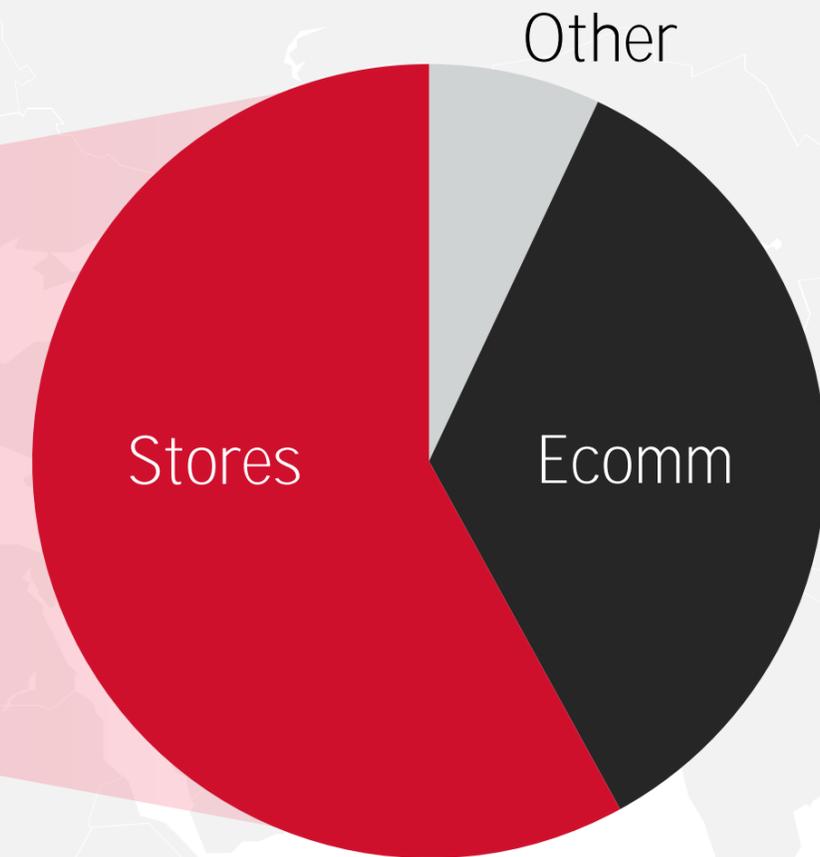
Other

Stores

>30% CAGR

2023 Revenue

4x increase



Other

Stores

Ecomm



Profitability

2018

2023

China

+

+

Asia
(Excluding China)

+

+

ANZ

+

+

Europe

-

+

10% - 15%
Total company earnings





Please stand by...
We are on a lunch break and
will be back at 1:15 ET





Enterprise fitness

Supply chain



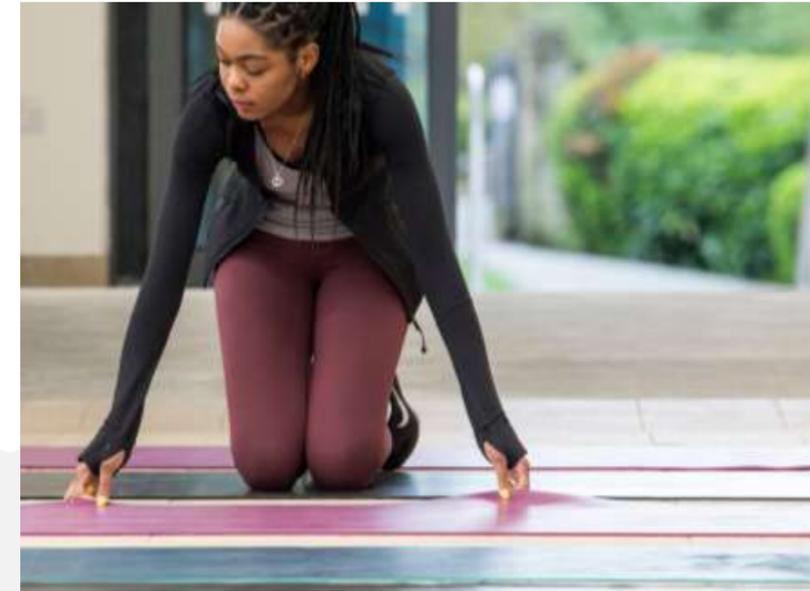
Technology



People processes



Cost structure



Ability to scale globally

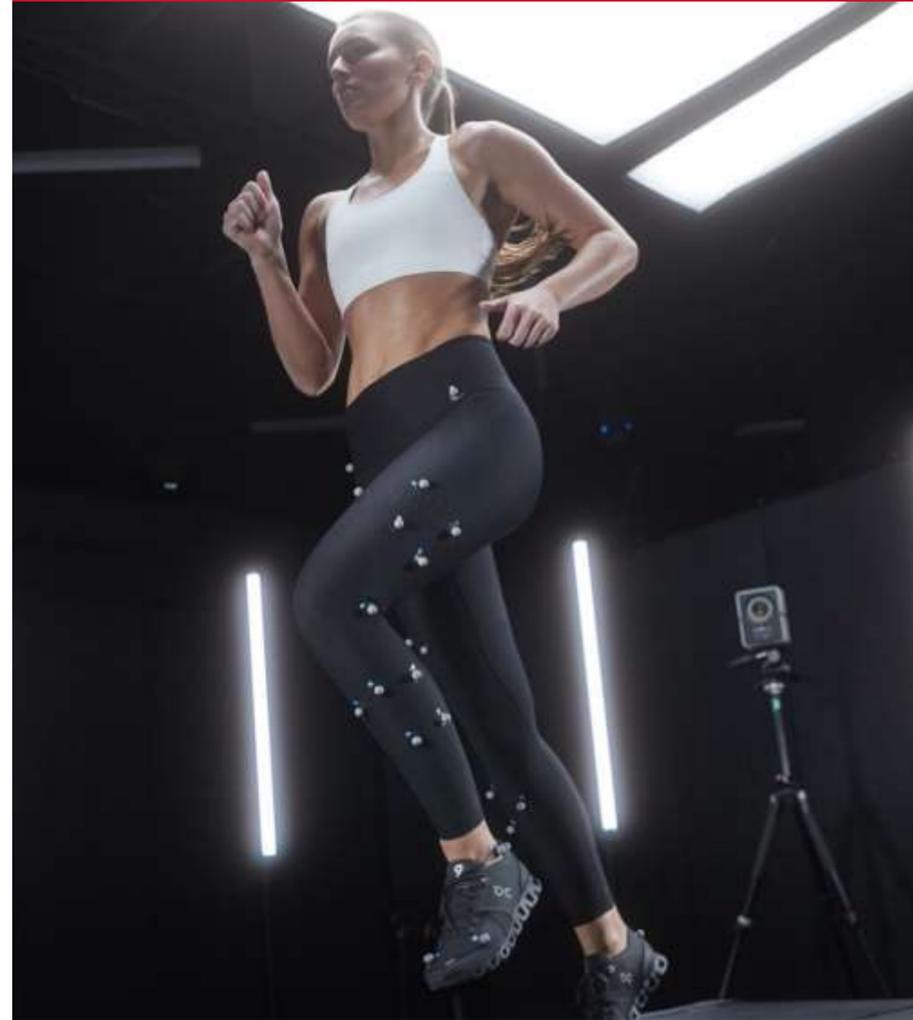


Enterprise fitness: Supply chain

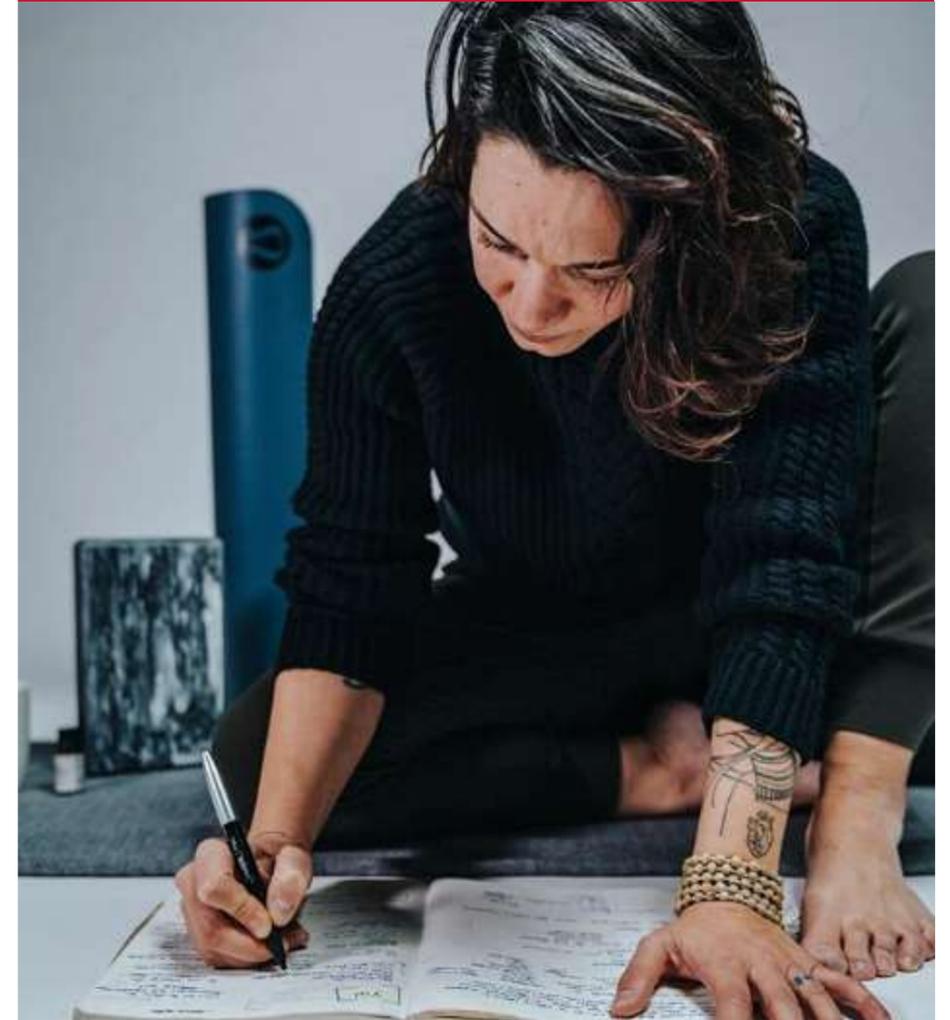
Cost



Speed



Flexibility





Enterprise fitness: Supply chain

2015
Gross margin
48.4%

680 bps
improvement

Sourcing efficiencies
Segmentation
Volume

2018
Gross margin
55.2%

Modest
improvement
annually

Segmentation
Volume
DC network efficiencies

2023
Gross margin
potential





Enterprise fitness: Technology

Channel



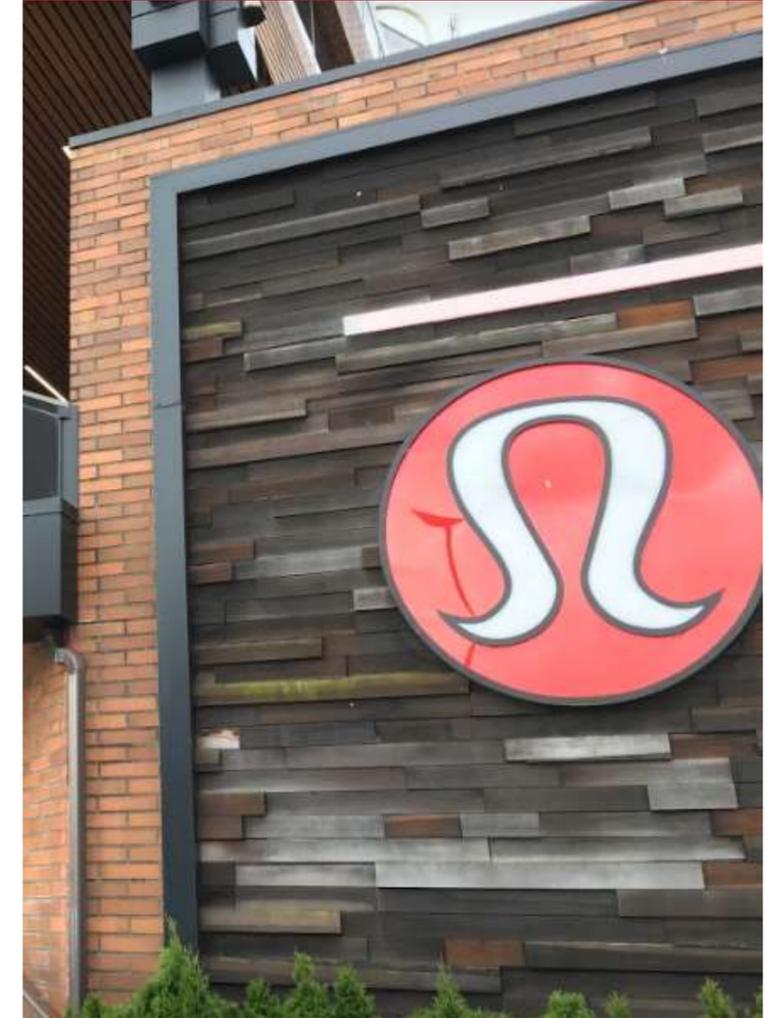
Product



Guest



Infrastructure





Enterprise fitness: People processes

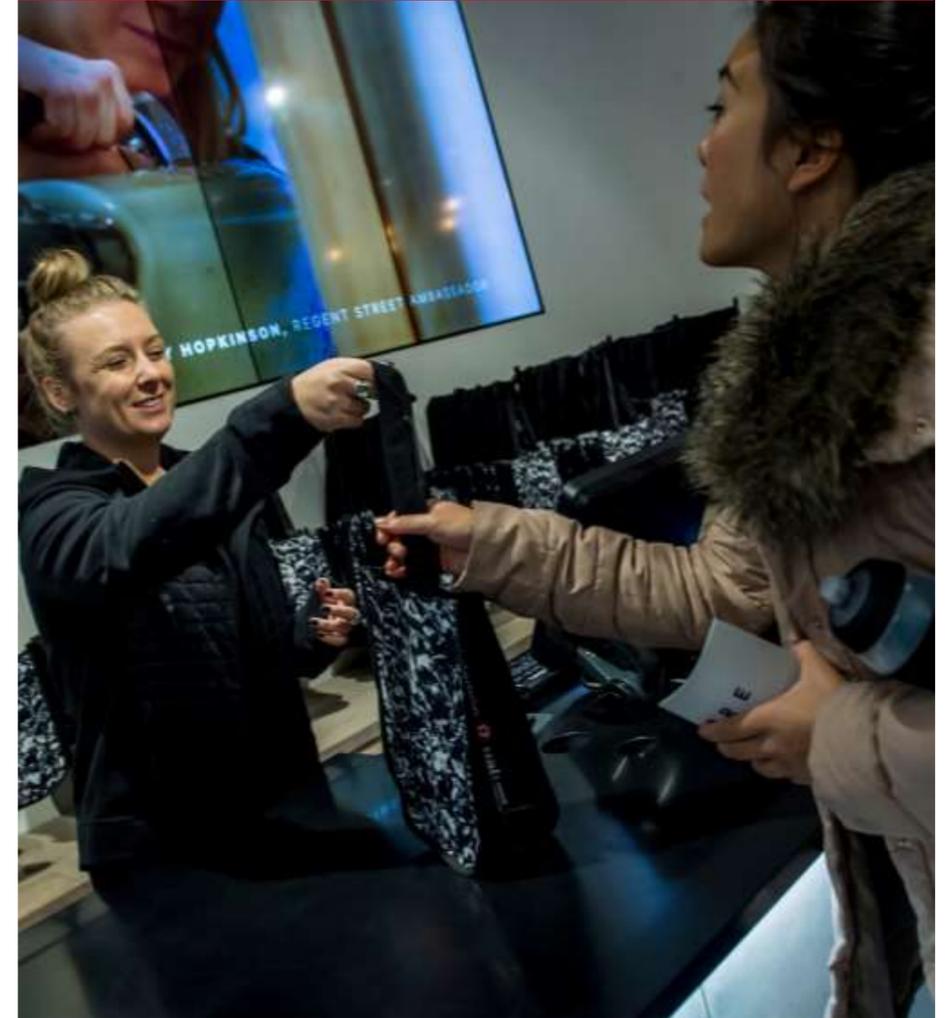
Organization structure planning



Talent management



Key people processes





Enterprise fitness

Modest SGA Leverage



Operational efficiencies



Indirect sourcing efficiencies



Overhead management



Investments for growth





PJ Guido

Financial Overview





Financial summary

Next five years 2018 - 2023

Revenue growth
(CAGR)
Low teens

Gross margin expansion
(Annual)
Modest expansion

SG&A leverage
(Annual)
Modest leverage

Operating income improvement
> Revenue growth



Financial summary

Next five years 2018 - 2023

EPS
growth
≥ **Operating**
income
growth

Capex
as % of sales
6-8%

Square
footage growth
(Annual)
Low Double
Digit



Powerful business model

Continuous innovation

Strong guest connection

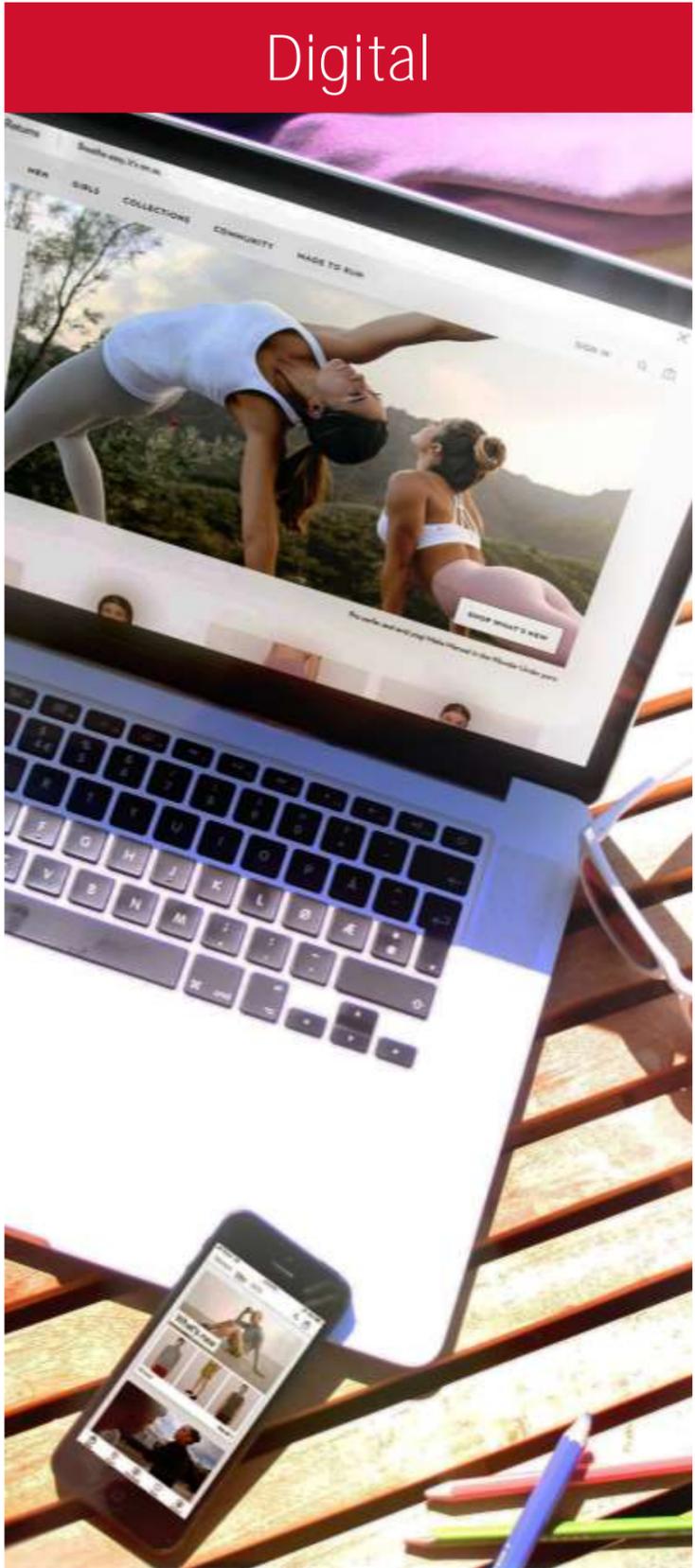
Multiple expansion opportunities

Financial flexibility





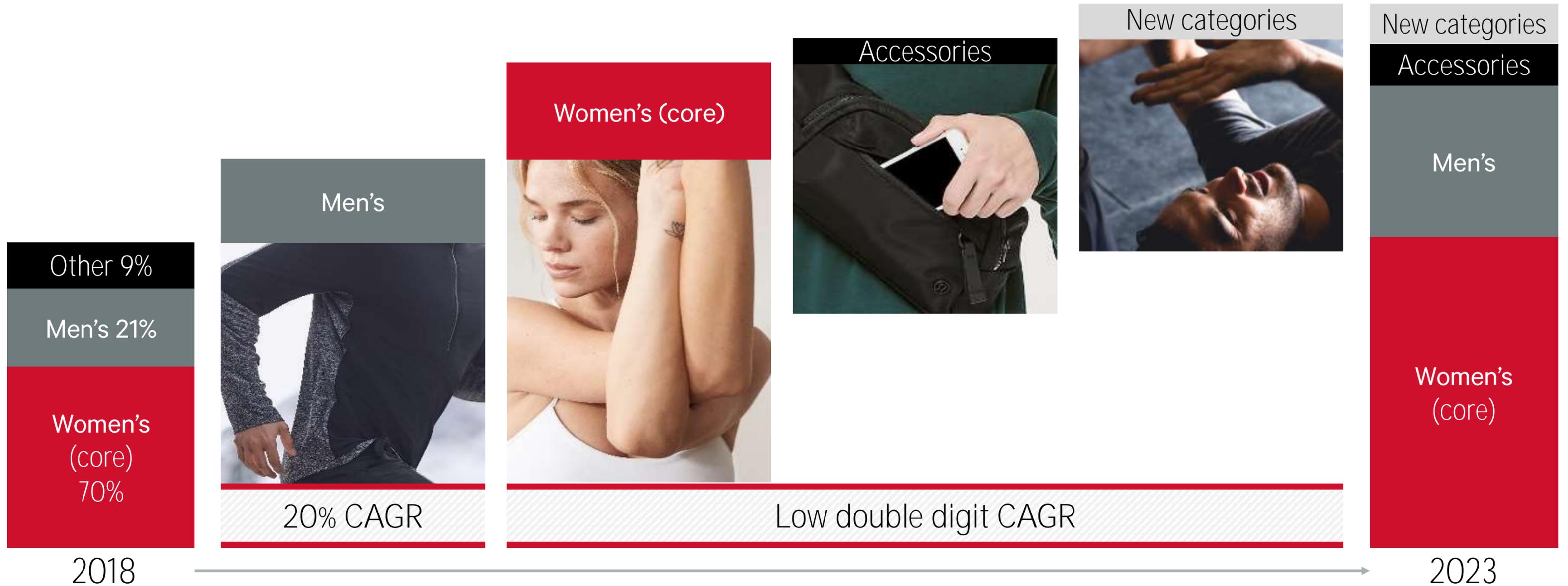
—
Key growth
drivers





Revenue growth **by product**

Untapped growth with continued strength in core



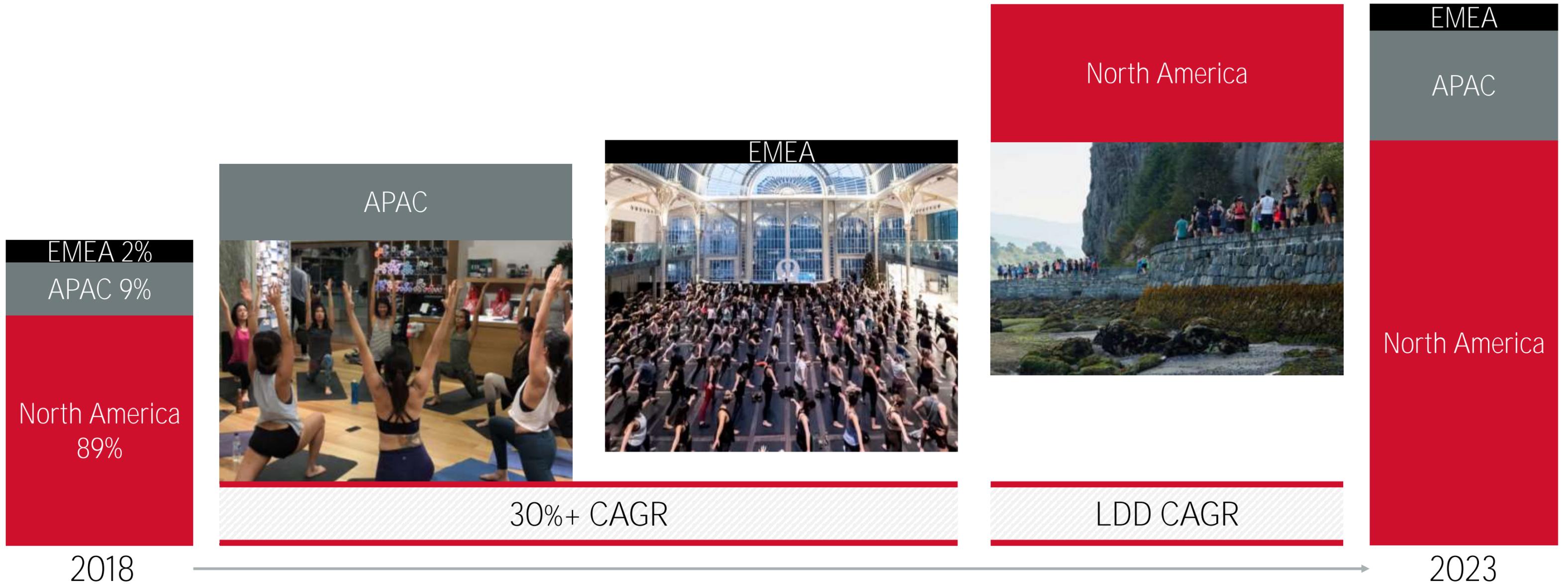
Note: New categories includes selfcare, footwear, membership, all other

Analyst Day 2019



Revenue growth **by region**

Brand resonating across the globe



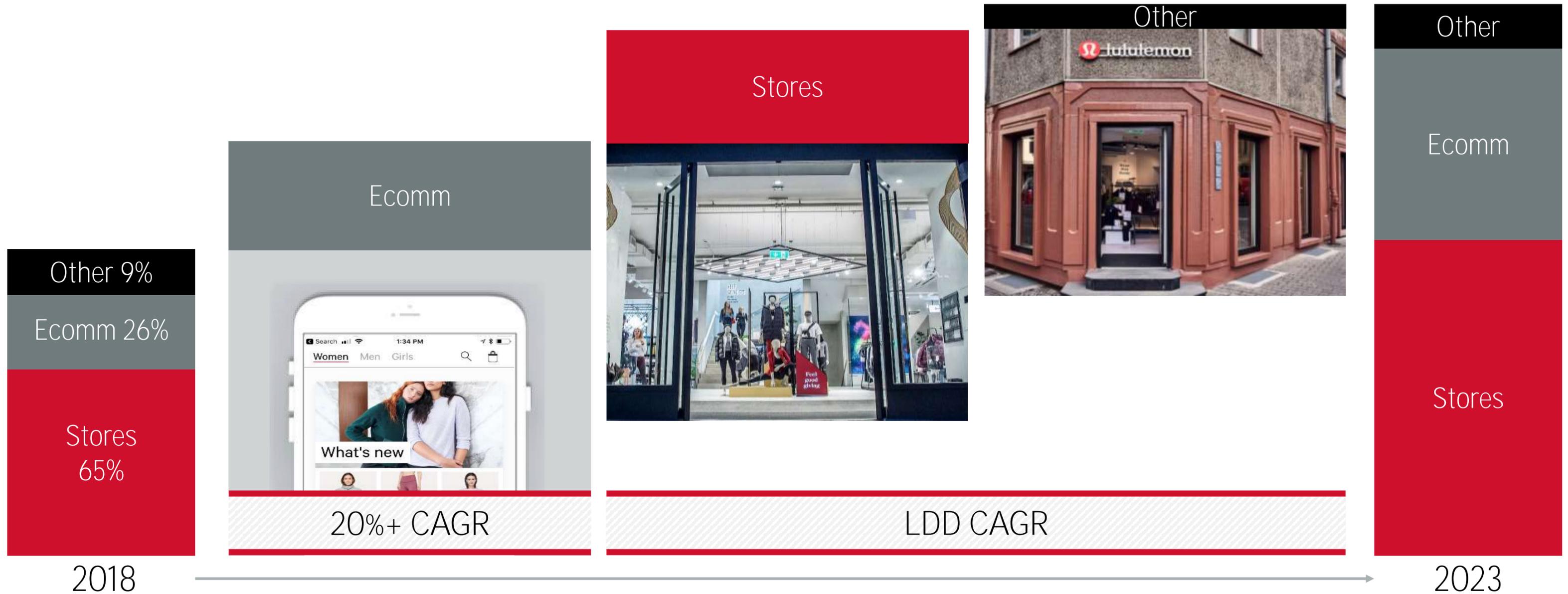
Note: APAC includes Australia and New Zealand

Analyst Day 2019



Revenue growth **by channel**

Balanced, seamless delivery of experience and assortment

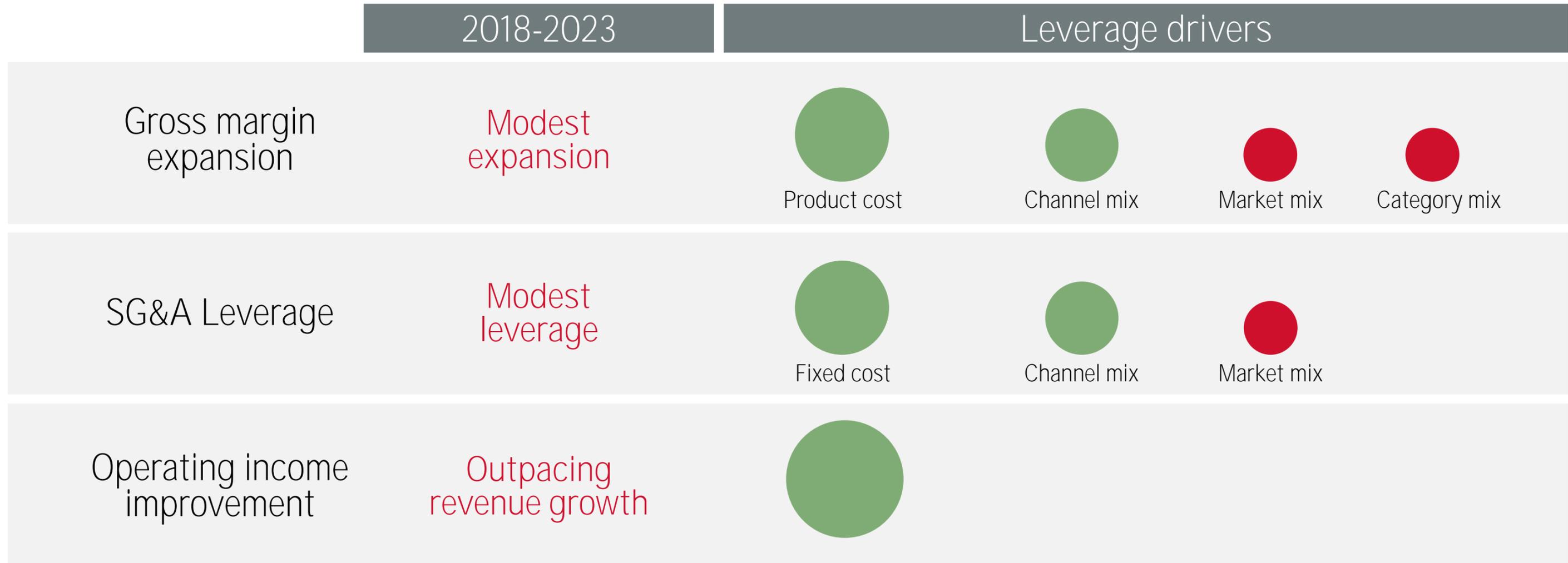


Note: Other includes seasonal stores, outlets and strategic sales

Analyst Day 2019



Margin expansion and increasing profitability

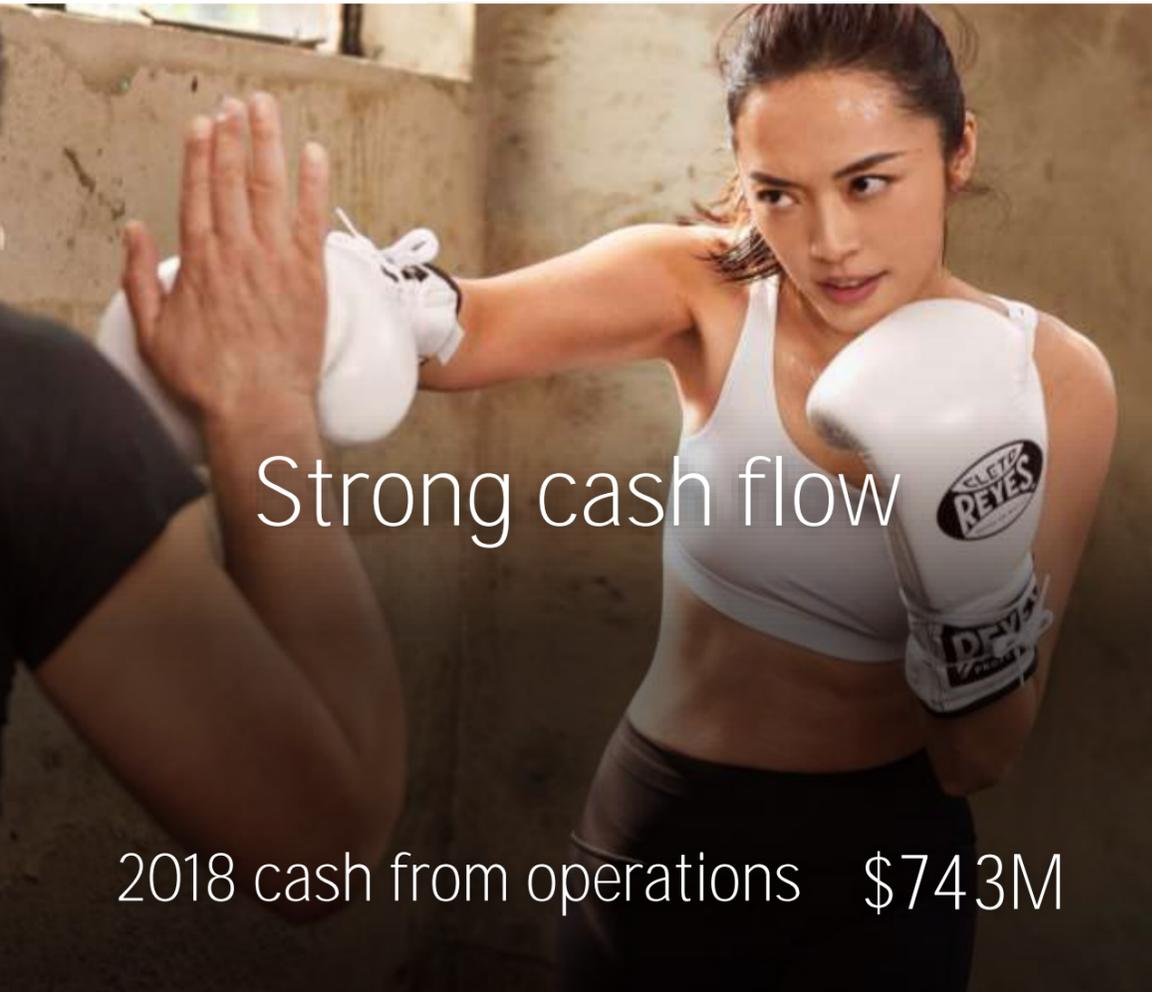




Capital allocation

Fueling the strategy

Priorities



Strong cash flow

2018 cash from operations \$743M



Expansion opportunities

Product Market

Guest Channel



Platforms and infrastructure

New stores
Renovations

Supply chain
IT systems



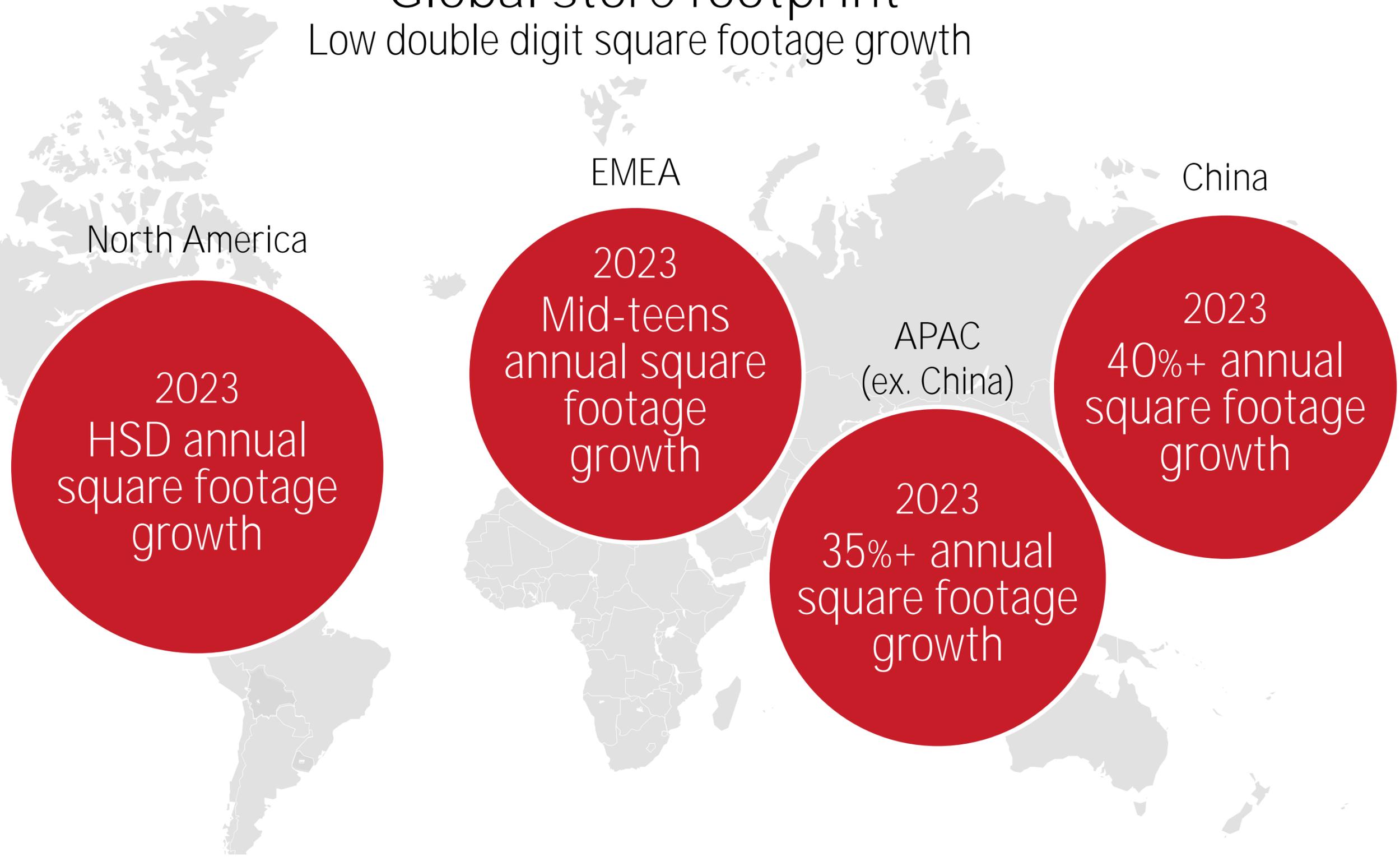
Share repurchase

2018 Share Repurchase \$598M
2019 YTD Repurchase \$164M



Global store footprint

Low double digit square footage growth





Compelling investment thesis







Q & A







Calvin McDonald

Chief Executive Officer



The full potential of lululemon





Our Vision

Be the experiential brand that ignites
a community of people living the sweatlife
through sweat, grow and connect







Thank you







Adjusted diluted earnings per share excludes the amounts recognized in connection with U.S. tax reform, the costs and related tax effects recognized in connection with the restructuring of our ivivva operations, and taxes on repatriation of foreign earnings. We believe this adjusted financial measure is useful to investors as the adjustments do not directly relate to our ongoing business operations and therefore do not contribute to a meaningful evaluation of the trend in our operating performance. Furthermore, we do not believe the adjustments are reflective of our expectations of our future operating performance and believe this non-GAAP measure is useful to investors because of its comparability to our historical information.

The presentation of this financial information is not intended to be considered in isolation or as a substitute for, or with greater prominence to, the financial information prepared and presented in accordance with GAAP.

Please refer to Notes 13 and 14 to the audited consolidated financial statements included in **Item 8 of Part II of the Company's report on Form 10-K** which was filed with the SEC on March 27, 2019 for further information on these adjustments.

Diluted earnings per share	Fiscal 2018	Fiscal 2017
GAAP measure	\$3.61	\$1.90
Tax on repatriation of earnings	0.18	-
U.S. tax reform	0.05	0.44
ivivva restructuring costs	-	0.25
Adjusted non-GAAP measure	\$3.84	\$2.59

Non-GAAP Financial Measures