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Offering everyone a piece of the American spirit—one handshake at a time.

Supplemental Financial Presentation
May 2026

Important Information

Forward-Looking Statements

This presentation contains forward-looking statements that are subject to risks and uncertainties. All statements other than statements of historical fact included in this presentation are forward-looking statements. Forward-looking statements refer to Boot Barn Holdings, Inc.'s (the "Company," "Boot Barn," "BOOT," "we," "us," and "our") current expectations and projections relating to, by way of example and without limitation, the Company's financial condition, liquidity, profitability, results of operations, margins, plans, objectives, strategies, future performance, business, and industry. You can identify forward-looking statements by the fact that they generally do not relate strictly to historical or current facts. These statements may include words such as "anticipate", "estimate", "expect", "project", "plan", "intend", "believe", "may", "might", "will", "could", "should", "can have", "likely", "outlook", and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events, but not all forward-looking statements contain these identifying words. These forward-looking statements are based on assumptions that the Company's management has made in light of their industry experience and on their perceptions of historical trends, current conditions, expected future developments and other factors that they believe are appropriate under the circumstances. As you consider this presentation, you should understand that these statements are not guarantees of performance or results. They involve risks, uncertainties (some of which are beyond the Company's control), and assumptions. These risks, uncertainties, and assumptions include, but are not limited to, the following: decreases in consumer spending due to declines in consumer confidence, local economic conditions, or changes in consumer preferences; the impact that import tariffs and other trade restrictions imposed by the U.S., or other countries have had, and may continue to have, on our product costs and changes to U.S. or other countries' trade policies and tariff and import/export regulations; the Company's ability to effectively execute on its growth strategy; and the Company's failure to maintain and enhance its strong brand image, to compete effectively, to maintain good relationships with its key suppliers, and to improve and expand its exclusive product offerings. The Company discusses the foregoing risks and other risks in greater detail under the heading "Risk factors" in the periodic reports filed by the Company with the Securities and Exchange Commission. Although the Company believes that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect the Company's actual financial results and cause them to differ materially from those anticipated in the forward-looking statements. Because of these factors, the Company cautions that you should not place undue reliance on any of these forward-looking statements. New risks and uncertainties arise from time to time, and it is impossible for the Company to predict those events or how they may affect the Company. Further, any forward-looking statement speaks only as of the date on which it is made. Except as required by law, the Company does not intend to update or revise the forward-looking statements in this presentation after the date of this presentation.

Industry and Market Information

Statements in this presentation concerning our industry and the markets in which we operate, including our general expectations and competitive position, business opportunity and market size, growth and share, are based on information from independent industry organizations and other third-party sources, data from our internal research, and management estimates. Management estimates are derived from publicly available information and the information and data referred to above and are based on assumptions and calculations made by us based upon our interpretation of such information and data. The information and data referred to above are imprecise and may prove to be inaccurate because the information cannot always be verified with complete certainty due to the limitations on the availability and reliability of raw data, the voluntary nature of the data gathering process, and other limitations and uncertainties. As a result, please be aware that the data and statistical information in this presentation may differ from information provided by our competitors or from information found in current or future studies conducted by market research institutes, consultancy firms, or independent sources.

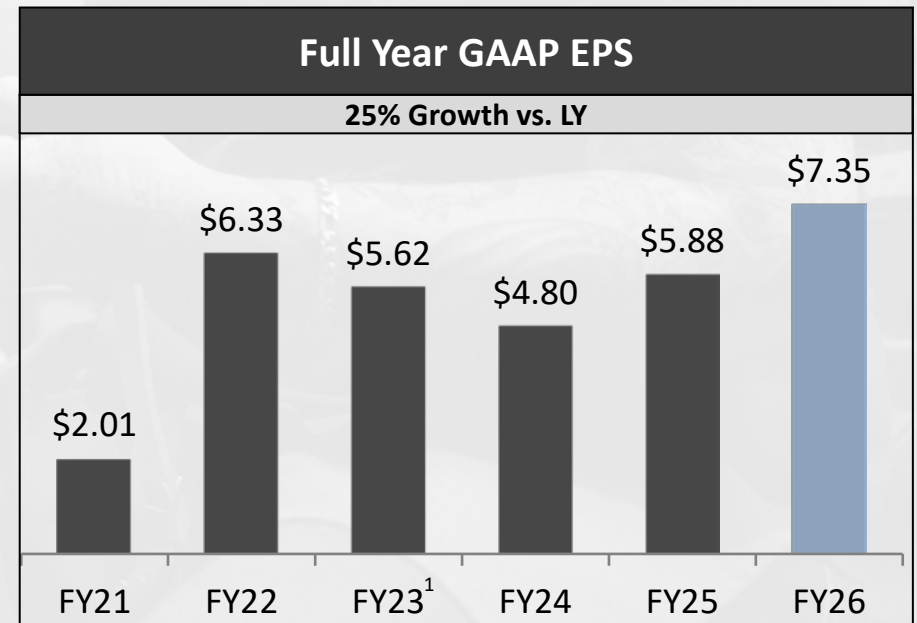
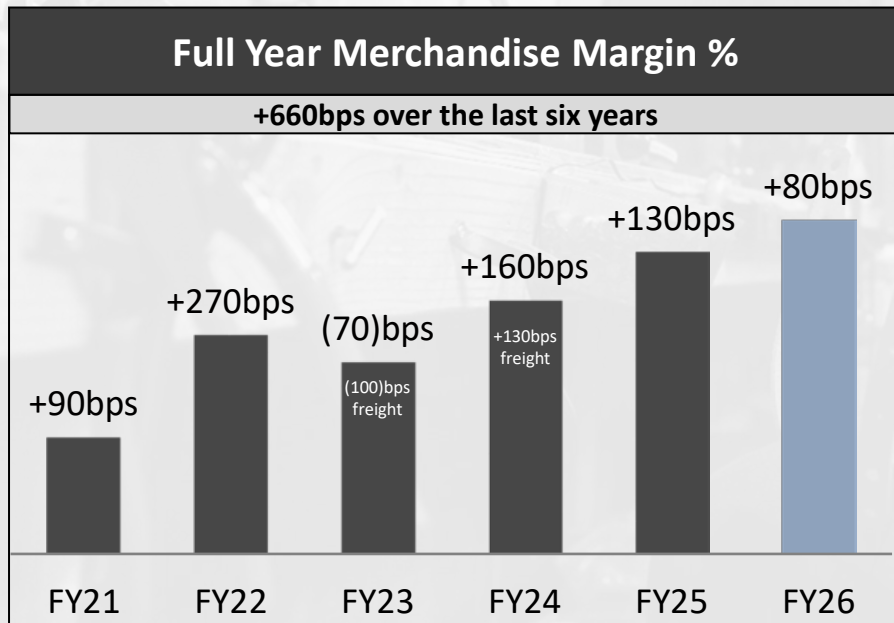
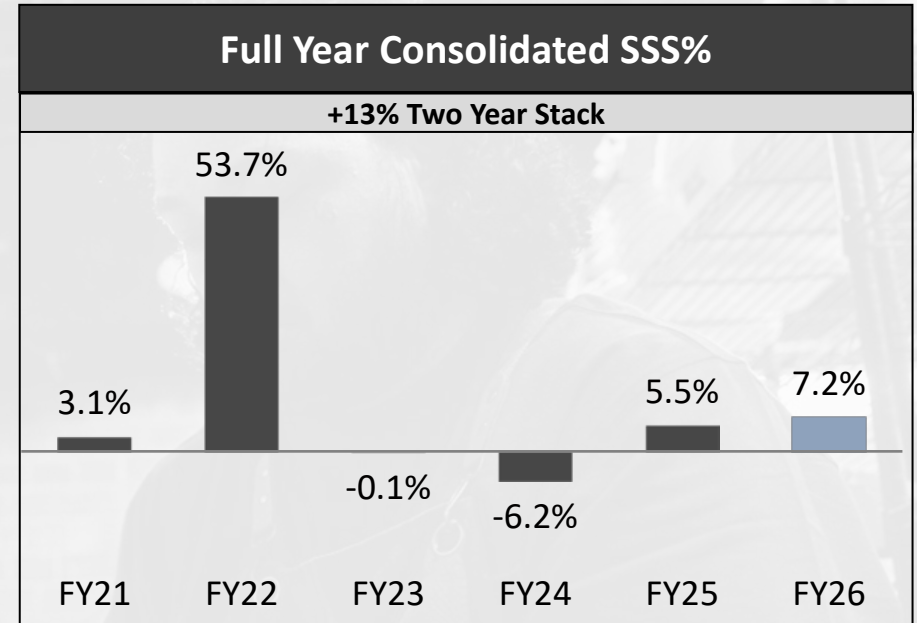
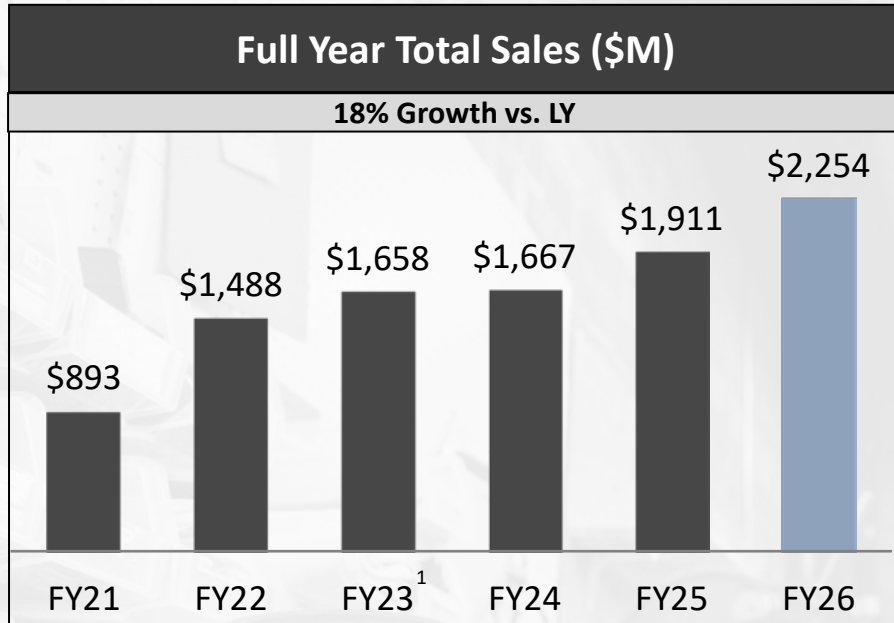
Recent Developments

Our business and opportunities for growth depend on consumer discretionary spending, and as such, our results are particularly sensitive to economic conditions and consumer confidence. Inflation, changes to U.S. or other countries' trade policies and tariff and import/export regulations, and other challenges affecting the global economy could impact our operations and will depend on future developments, which are uncertain. These and other effects make it more challenging for us to estimate the future performance of our business, particularly over the near-to-medium term. For further discussion of the uncertainties and business risks affecting the Company, see the sections captioned "Risk factors" in our periodic reports filed with the Securities and Exchange Commission.

Full Year Fiscal 2026 Highlights

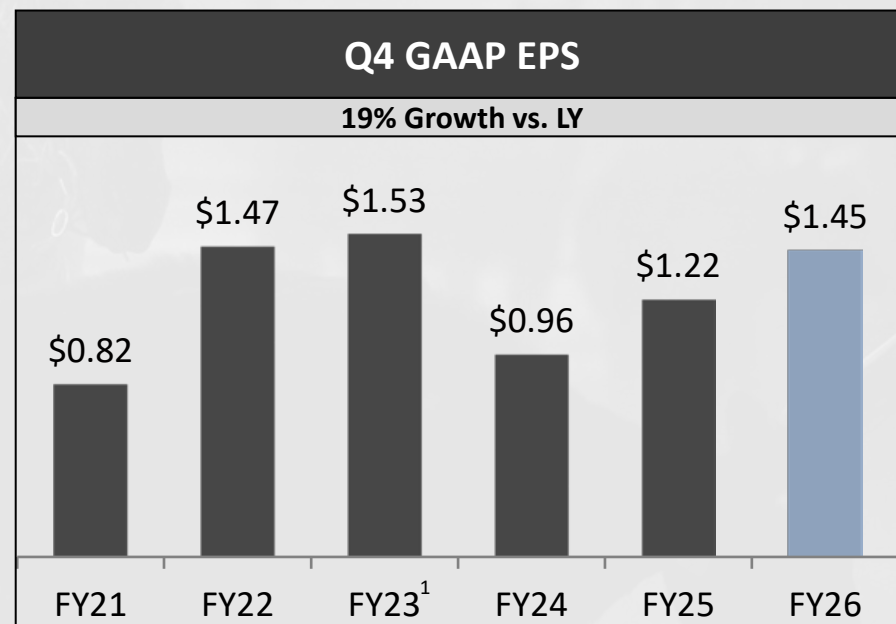
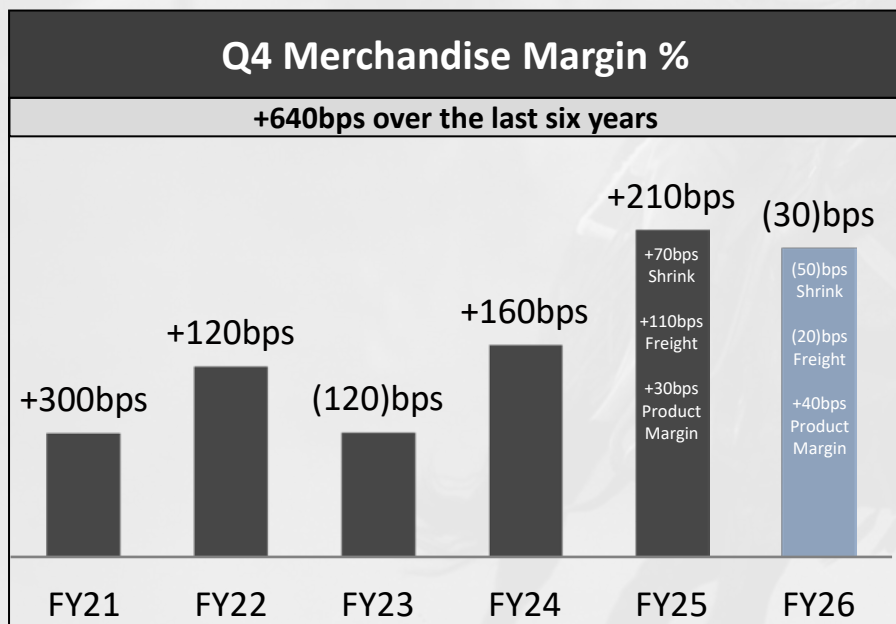
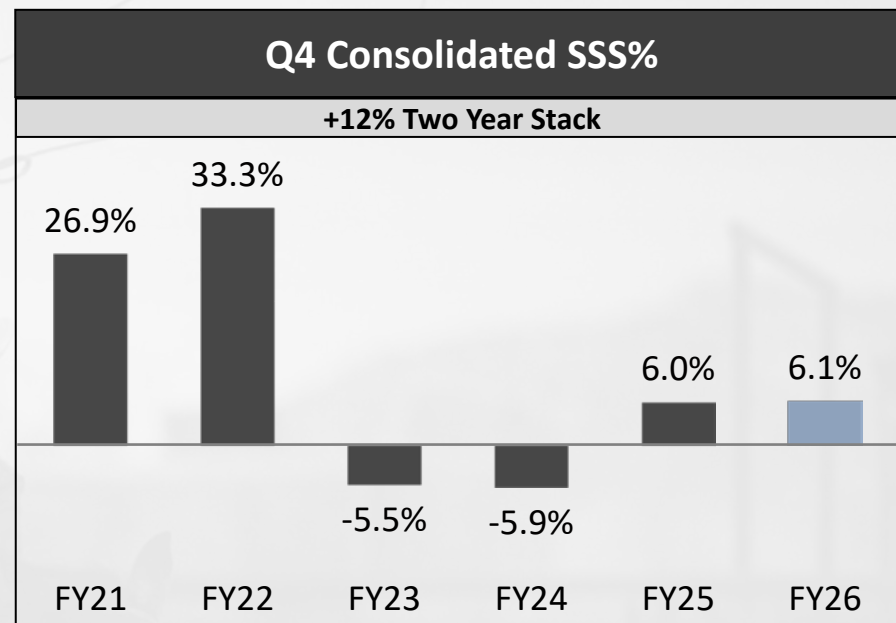
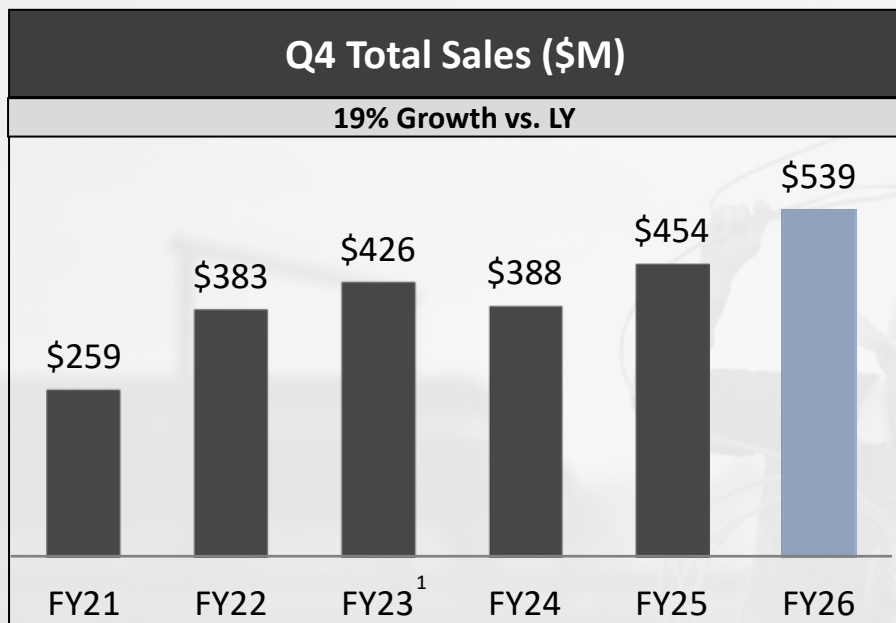
Full Year	FY26	FY25	FY26 Highlights
Total Net Sales Consolidated SSS% Store SSS% E-commerce SSS% Total Net Sales Growth % New Store Openings	\$2,254 7.2% 6.2% 15.3% 18% 80	\$1,911 5.5% 5.0% 9.7% 15% 60	<ul style="list-style-type: none"> • Over \$2 billion in sales. • +18% total sales growth. • +7.2% SSS. • 80 new stores opened. • 539 stores at year end.
Merchandise Margin %	\$1,147 50.9%	\$957 50.1%	<ul style="list-style-type: none"> • +80bps merchandise margin increase. • +220bps exclusive brands penetration increase. • 40.8% exclusive brands penetration.
Gross Profit %	\$858 38.1%	\$717 37.5%	<ul style="list-style-type: none"> • +60bps gross profit leverage.
SG&A %	\$559 24.8%	\$478 25.0%	<ul style="list-style-type: none"> • +20bps SG&A leverage.
Income from Operations %	\$299 13.3%	\$239 12.5%	<ul style="list-style-type: none"> • +\$60M increase. • +25% growth. • +80bps leverage.
GAAP Earnings per Diluted Share	\$7.35	\$5.88	<ul style="list-style-type: none"> • +\$1.47 EPS increase. • +25% growth. • \$50M shares repurchased.

Full Year Fiscal 2026 Results



¹Fiscal 2023 was a 53-week year. Management estimates the 53rd week contributed \$28.3M in sales and approximately \$0.16 of earnings per diluted share.

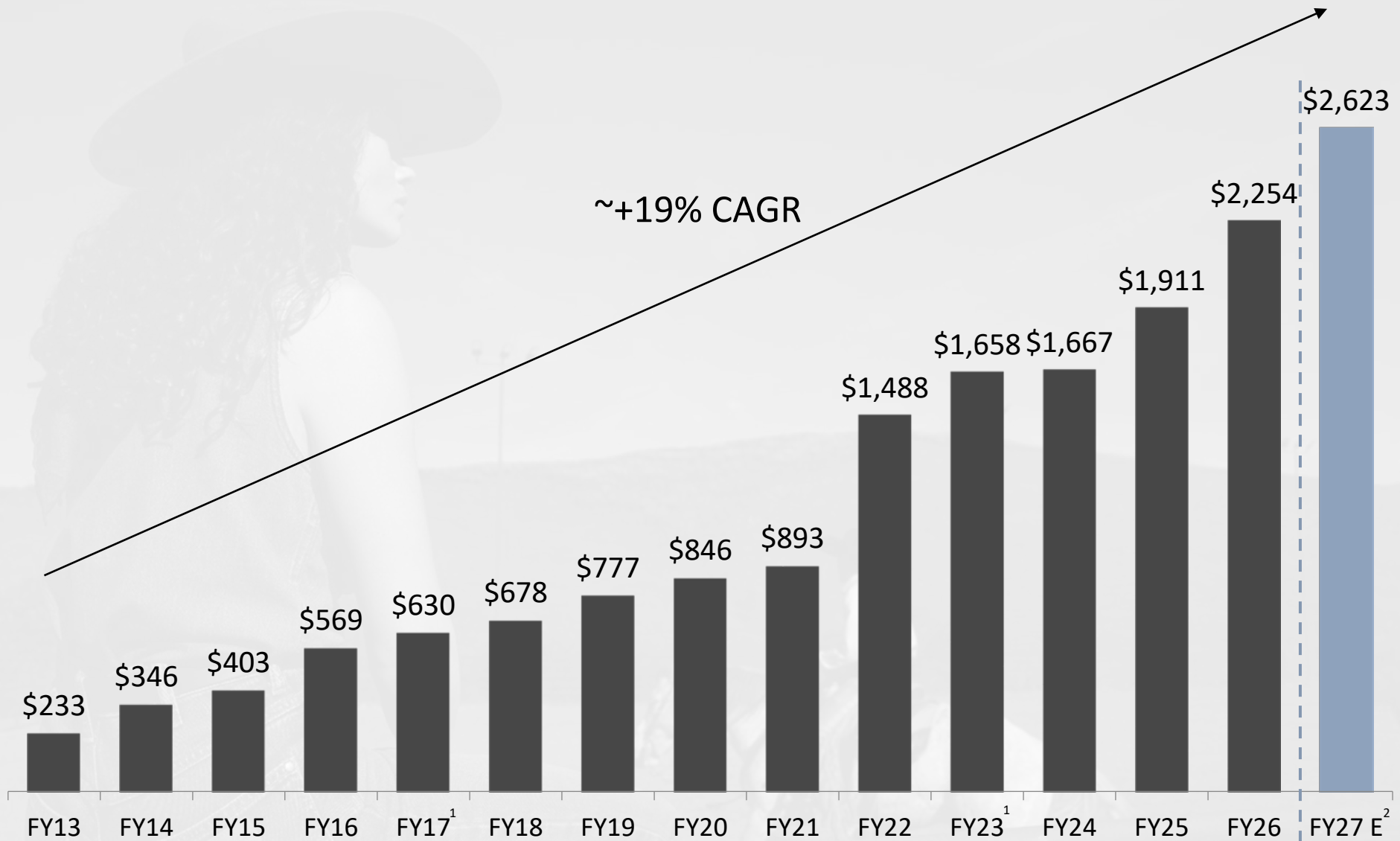
Q4 Fiscal 2026 Results



¹Q4 Fiscal 2023 was a 14-week quarter as a result of the 53rd week in Fiscal 2023. Management estimates the 14th week of Q4 Fiscal 2023 contributed \$28.3M in sales and approximately \$0.16 of earnings per diluted share.

Strong Sales Growth

Total Sales (\$M)



Total Sales Growth	38%	48%	16%	41%	11%	8%	15%	9%	6%	67%	11%	1%	15%	18%	16%
SSS% Growth	11.9%	6.7%	7.3%	(0.1)%	0.3%	5.2%	10.0%	5.0%	3.1%	53.7%	(0.1)%	(6.2)%	5.5%	7.2%	4.0%

¹Fiscal 2017 and Fiscal 2023 were 53-week years.

²Reflects the high end of the Company's guidance range provided on its fourth quarter earnings call held on May 14, 2026.

Strategic Initiatives Update



1 New Stores

2 Same Store Sales

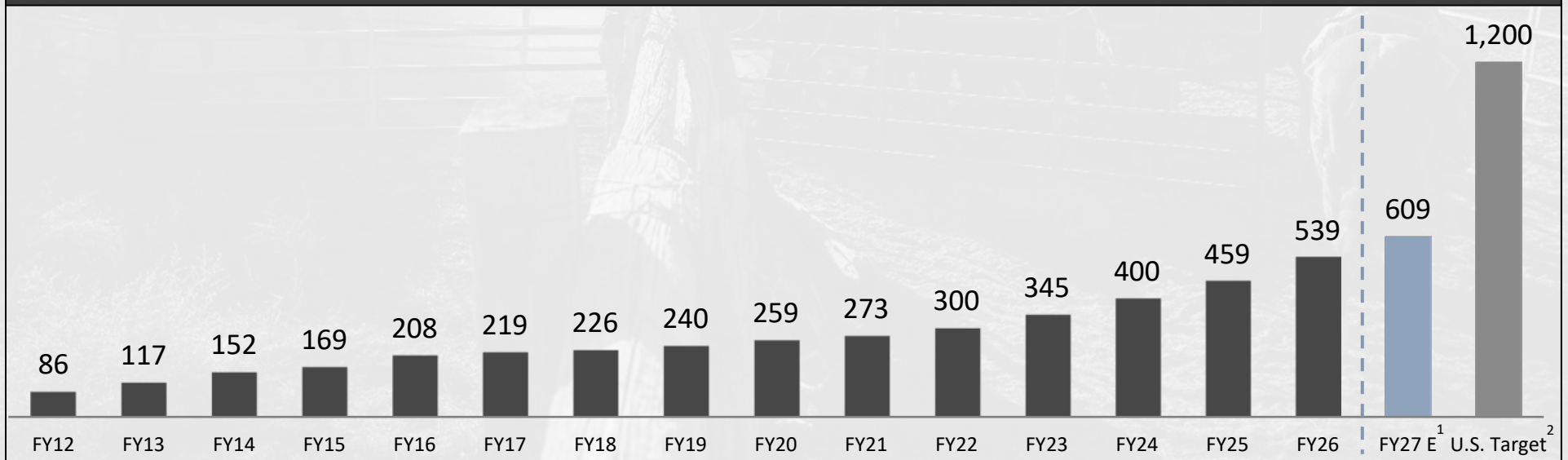
3 Omni-Channel

4 Merchandise Margin & Exclusive Brands

① New Store Economics

Metrics	Target
Selling Square Feet	~12,000
Year 1 Net Sales	~\$3.2M
Net Capital Investment	~\$0.9M
Net Inventory Investment	~\$0.8M
Total Net Investment	~\$1.7M
Year 1 Cash on Cash Return	~53%
Payback Period	~1.8 years

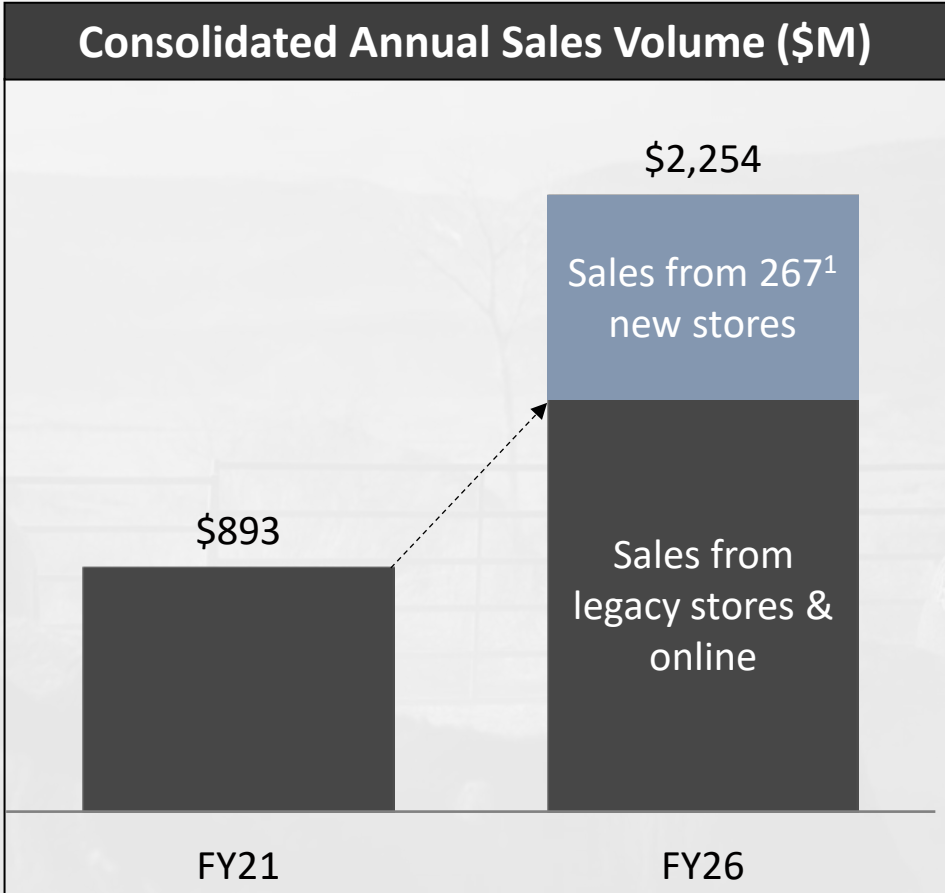
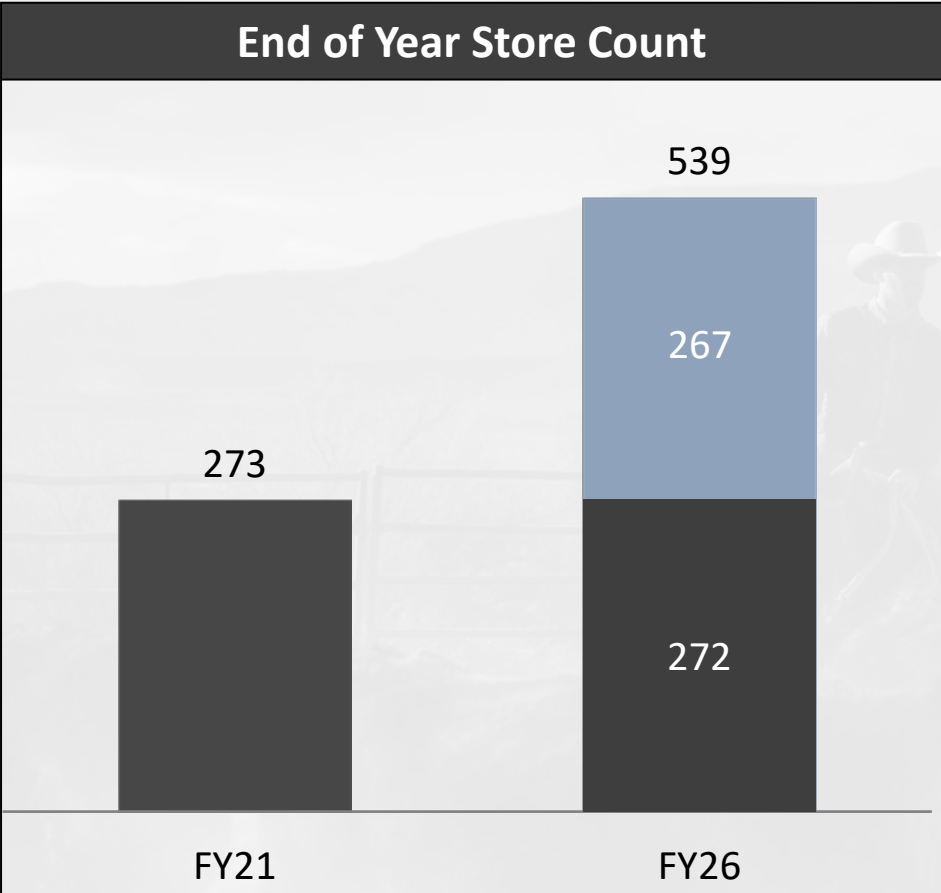
Annual Store Count



¹Represents the Company's guidance to open a total of 70 new stores in Fiscal 2027, as provided on its fourth quarter earnings call held on May 14, 2026.

²Represents the Company's estimated U.S. store count potential of 1,200 stores, based on internal analysis and a third-party study, as provided on its second quarter Fiscal 2026 earnings call held on October 29, 2025.

① New Stores Sales Growth



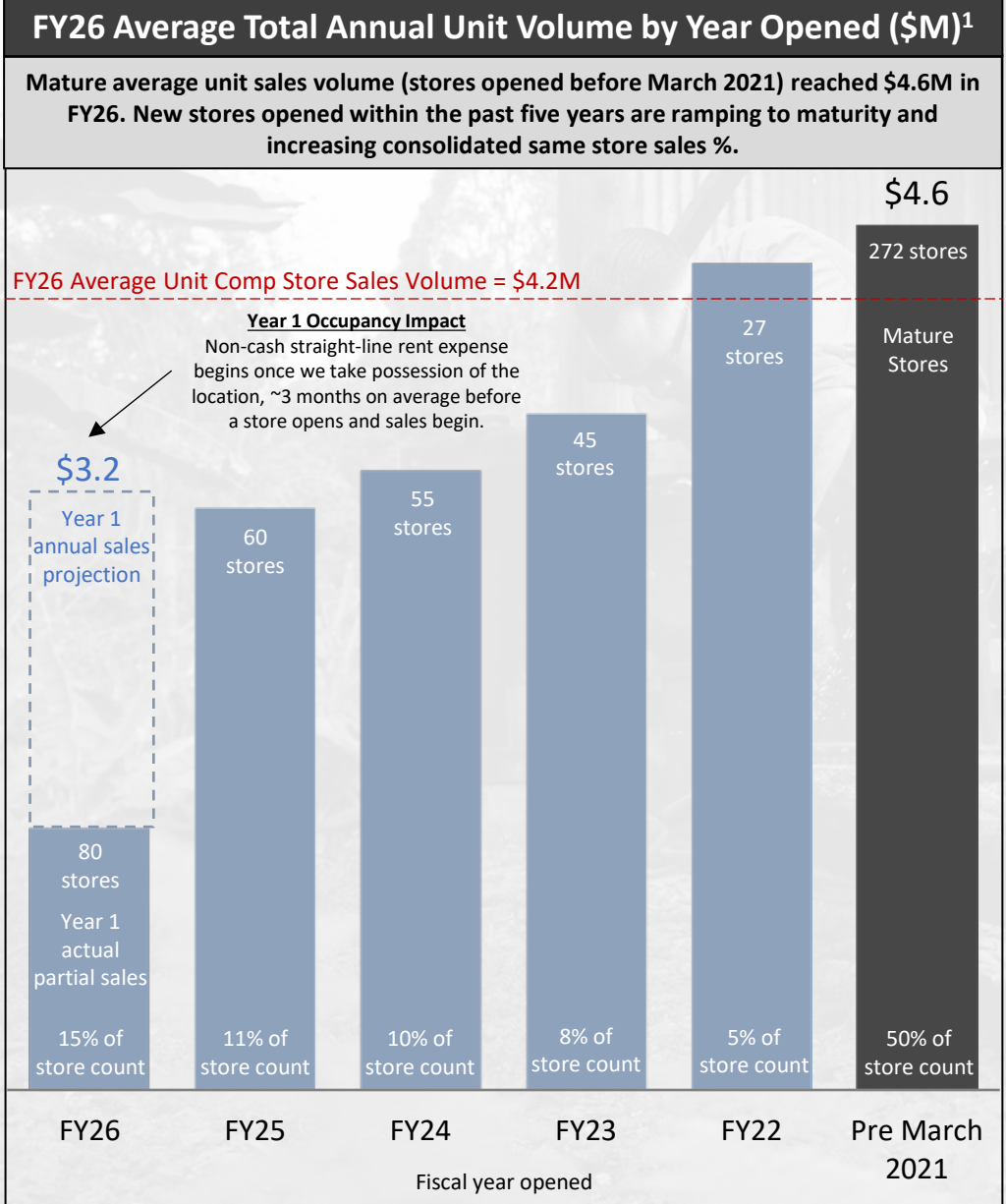
- Mature Stores
- New stores opened in Fiscal 2022 through Fiscal 2026

¹Includes 80 stores opened in Fiscal 2026 that have not been open a full fiscal year.

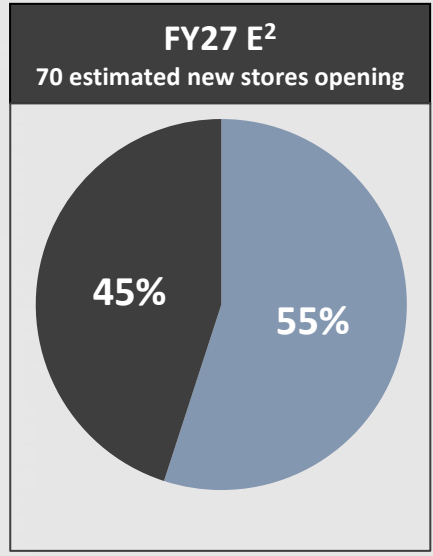
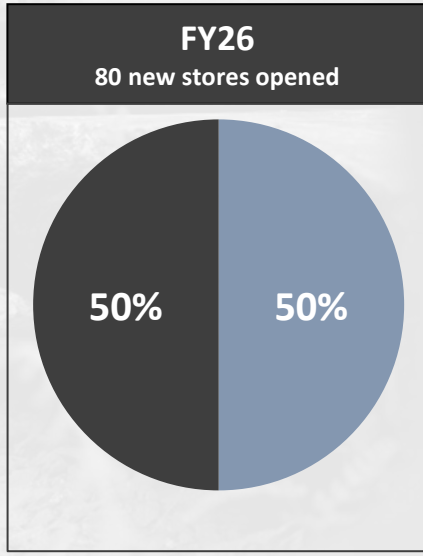
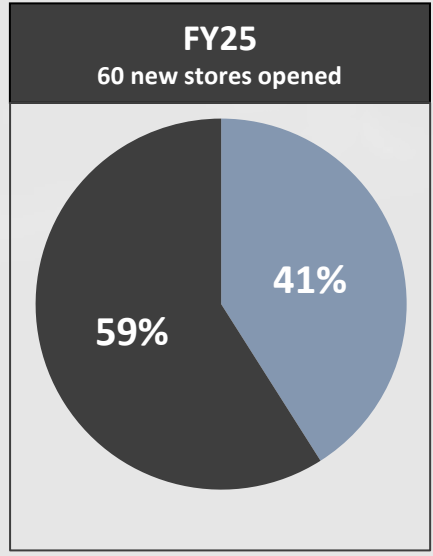
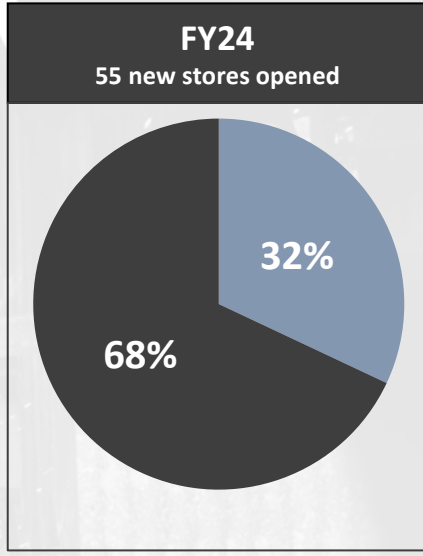
② New Store Sales & Occupancy

In Fiscal 2026, new stores opened within the past five years added approximately 150 basis points to consolidated same store sales %.

Store growth has resulted in fewer stores at sales maturity and higher occupancy cost as a % of sales. Average occupancy cost per store is relatively consistent across years.



Store Mix – New/Ramping vs. Mature

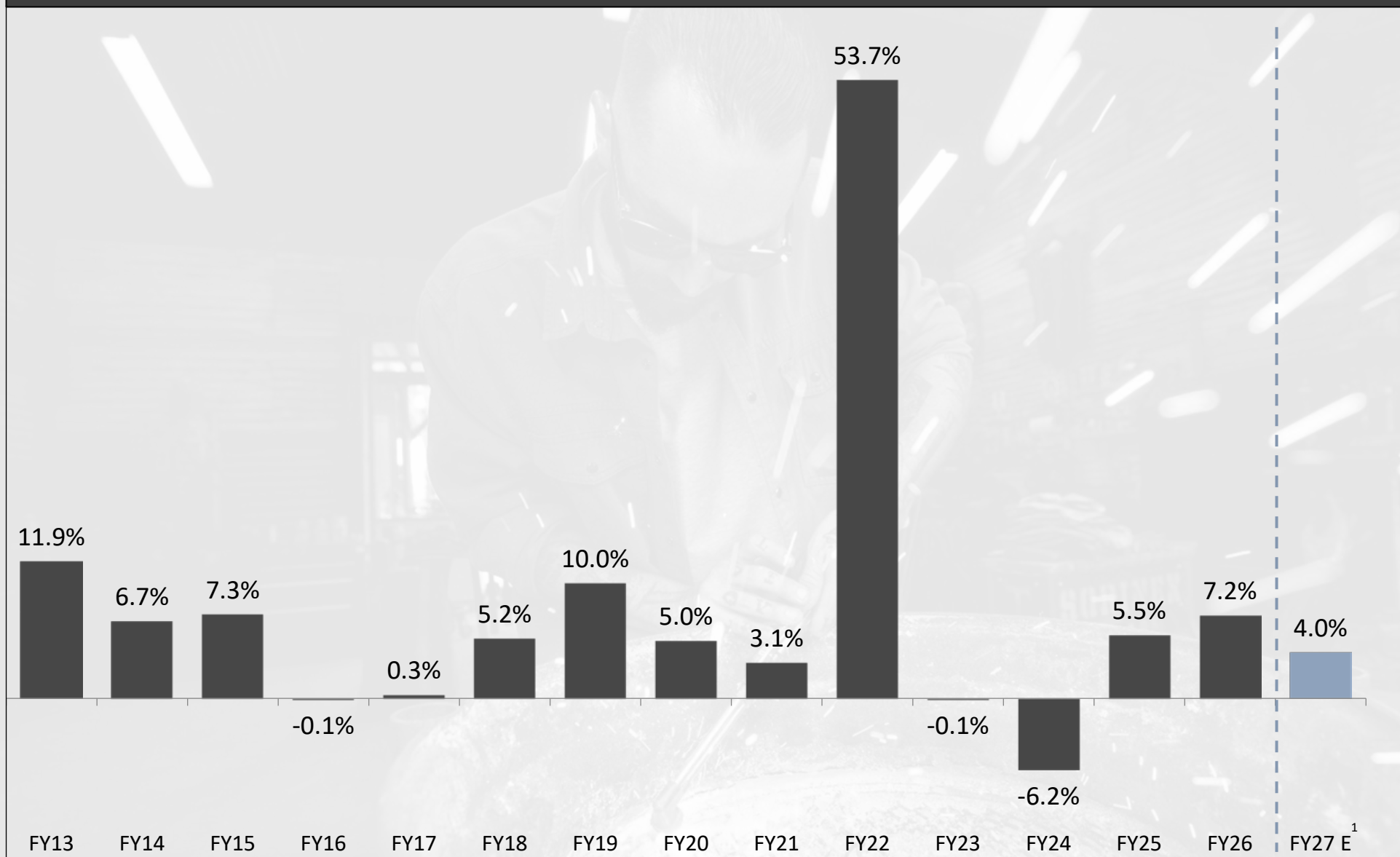


Mature Stores
 New / Ramping Stores

¹Represents Fiscal 2026 average unit sales volume per store by year opened.
²Represents the Company's guidance to open a total of 70 new stores in Fiscal 2027, as provided on its fourth quarter earnings call held on May 14, 2026.

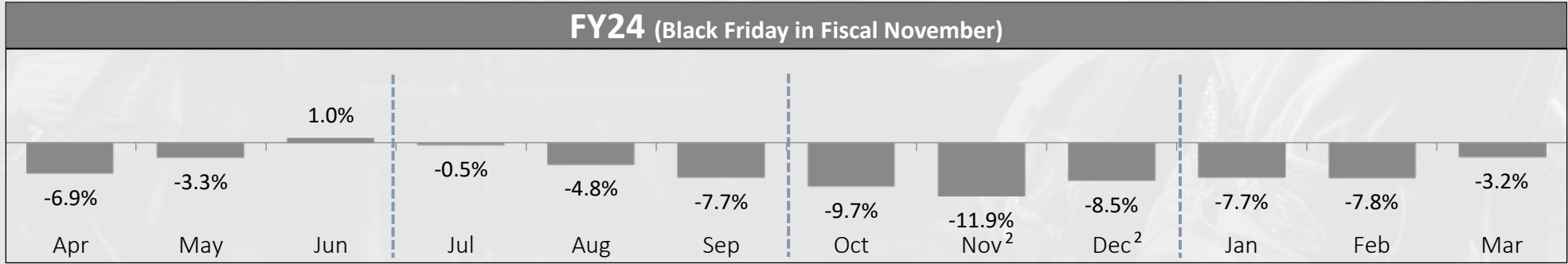
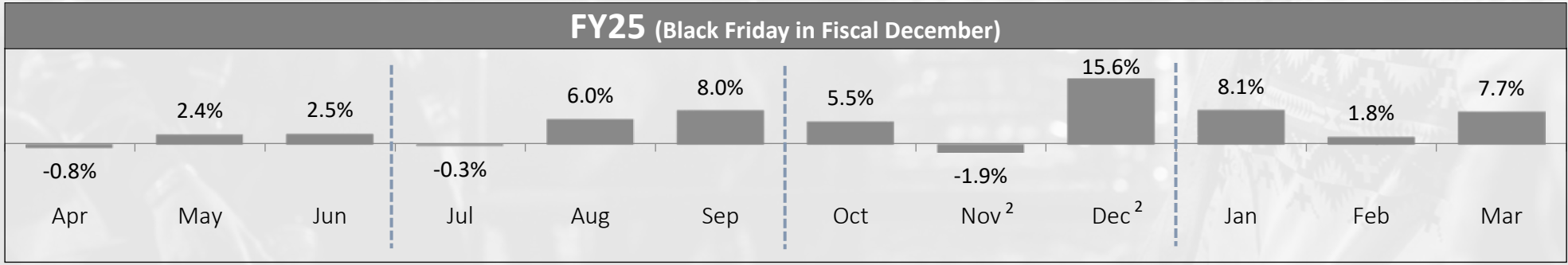
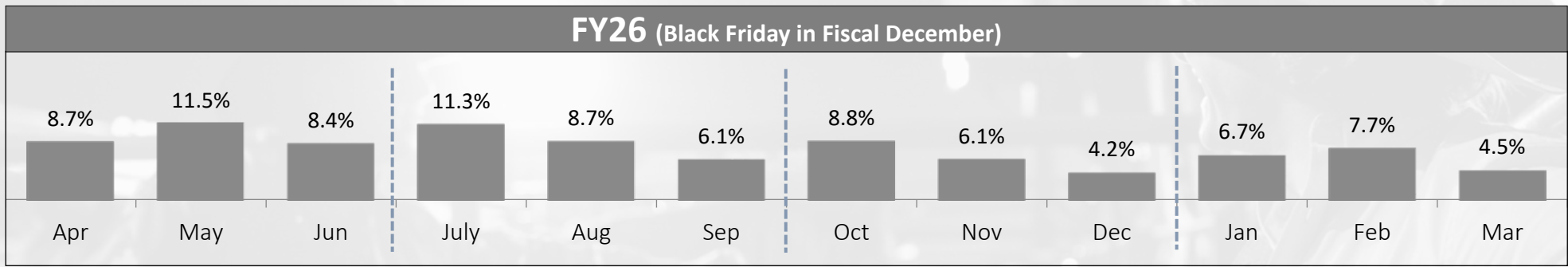
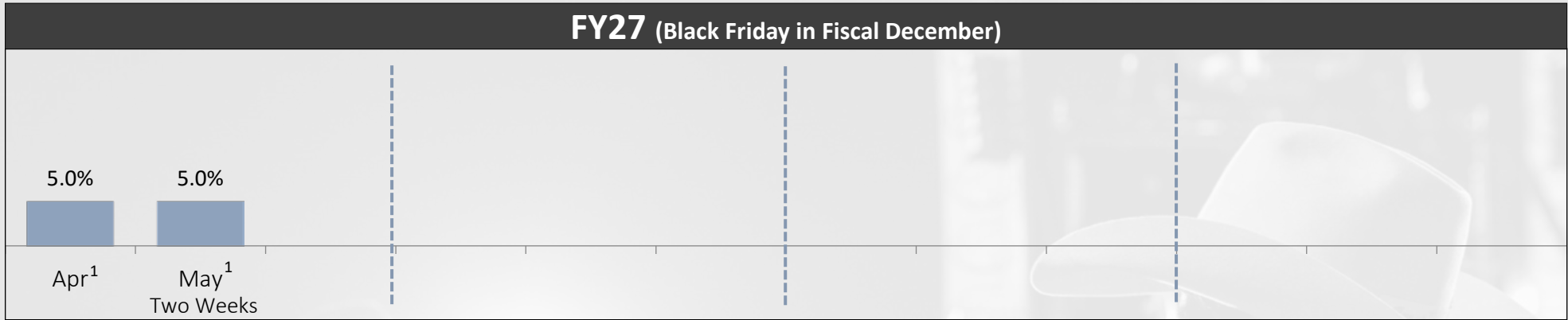
② Annual Same Store Sales Growth

Consolidated SSS%



¹Reflects the high end of the Company's guidance range provided on its fourth quarter earnings call held on May 14, 2026.

② Consolidated SSS% by Month



¹Represents preliminary consolidated same store sales for April and the first two weeks of May Fiscal 2027.

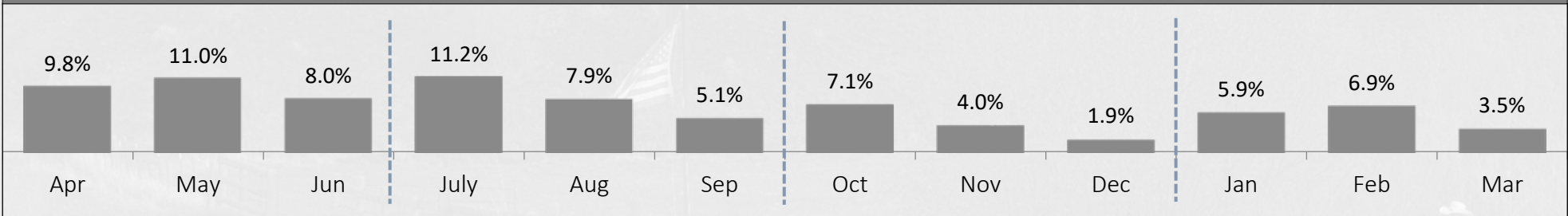
²Thanksgiving and Black Friday shifted from November Fiscal 2024 into December Fiscal 2025.

② Store SSS% by Month

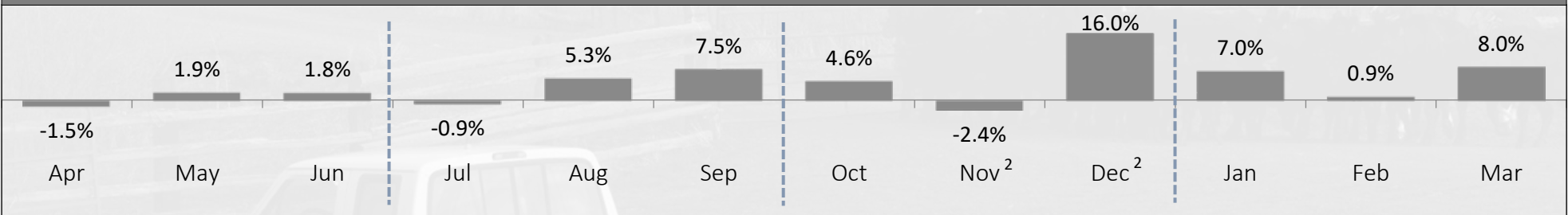
FY27 (Black Friday in Fiscal December)



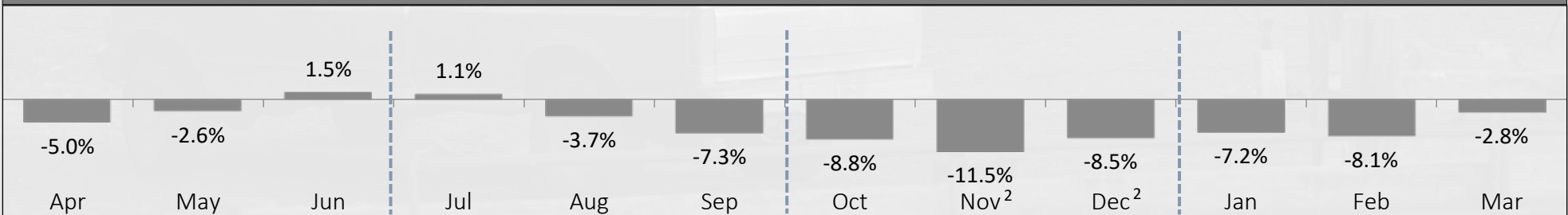
FY26 (Black Friday in Fiscal December)



FY25 (Black Friday in Fiscal December)



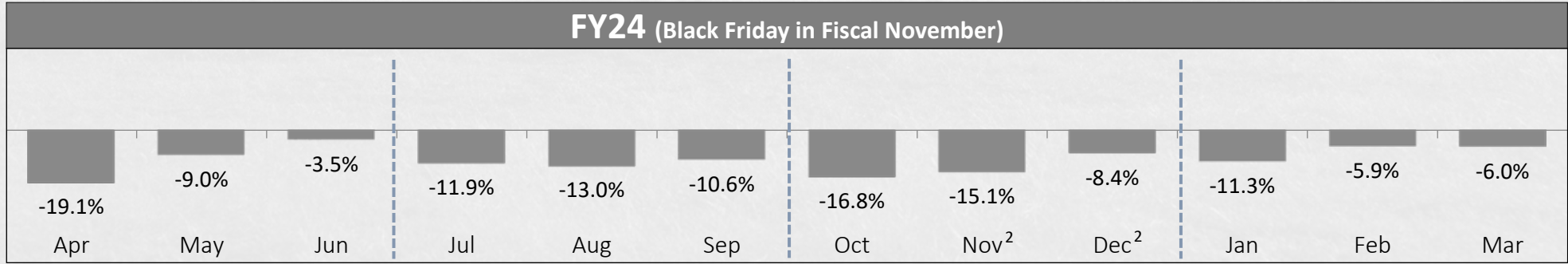
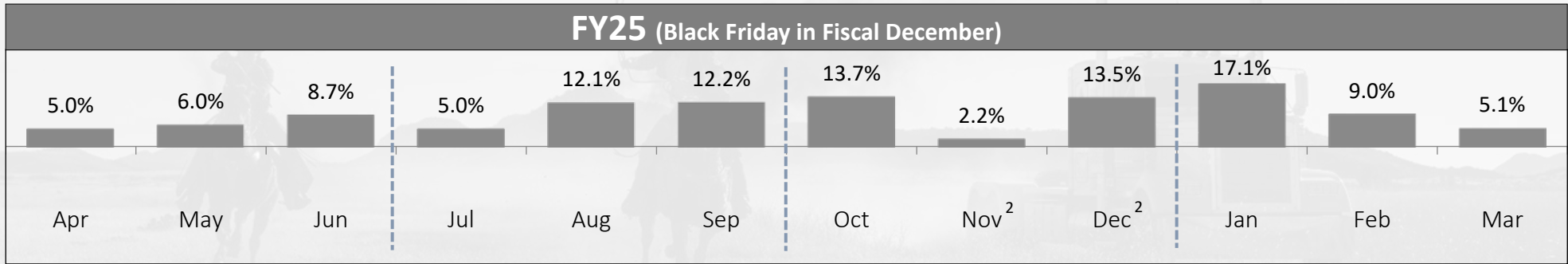
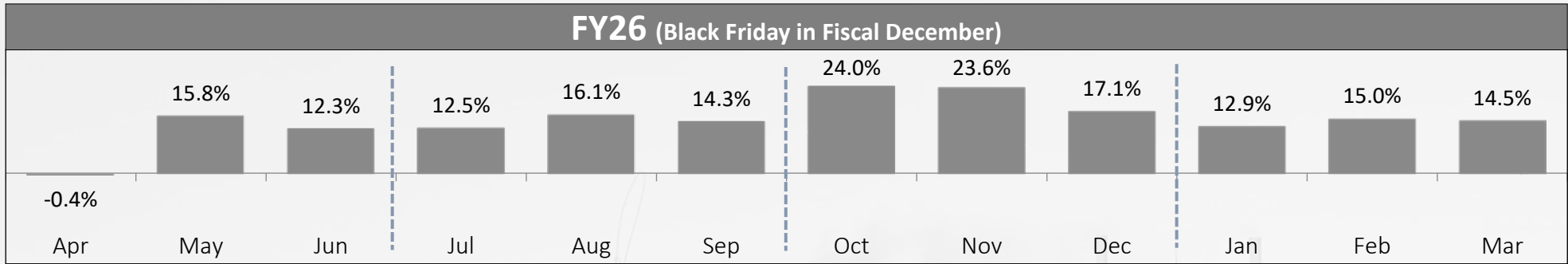
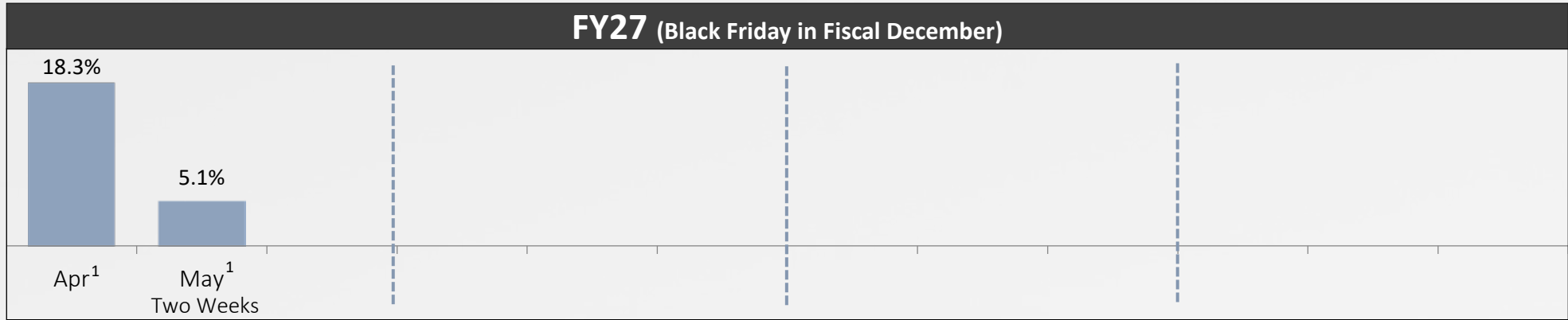
FY24 (Black Friday in Fiscal November)



¹Represents preliminary retail store same store sales for April and the first two weeks of May Fiscal 2027.

²Thanksgiving and Black Friday shifted from November Fiscal 2024 into December Fiscal 2025.

② E-commerce SSS% by Month



¹Represents preliminary e-commerce same store sales for April and the first two weeks of May Fiscal 2027.

²Thanksgiving and Black Friday shifted from November Fiscal 2024 into December Fiscal 2025.

② Stagecoach Sponsorship & On-Site Events



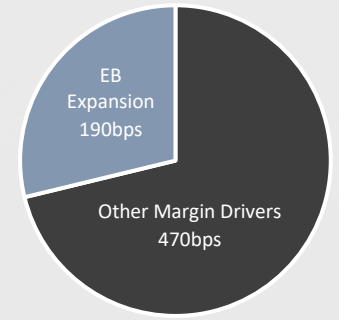
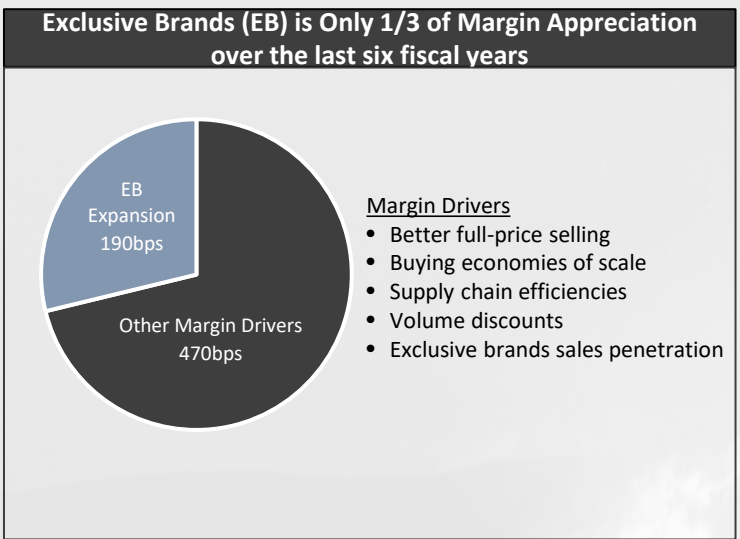
③ Omni-Channel Capabilities



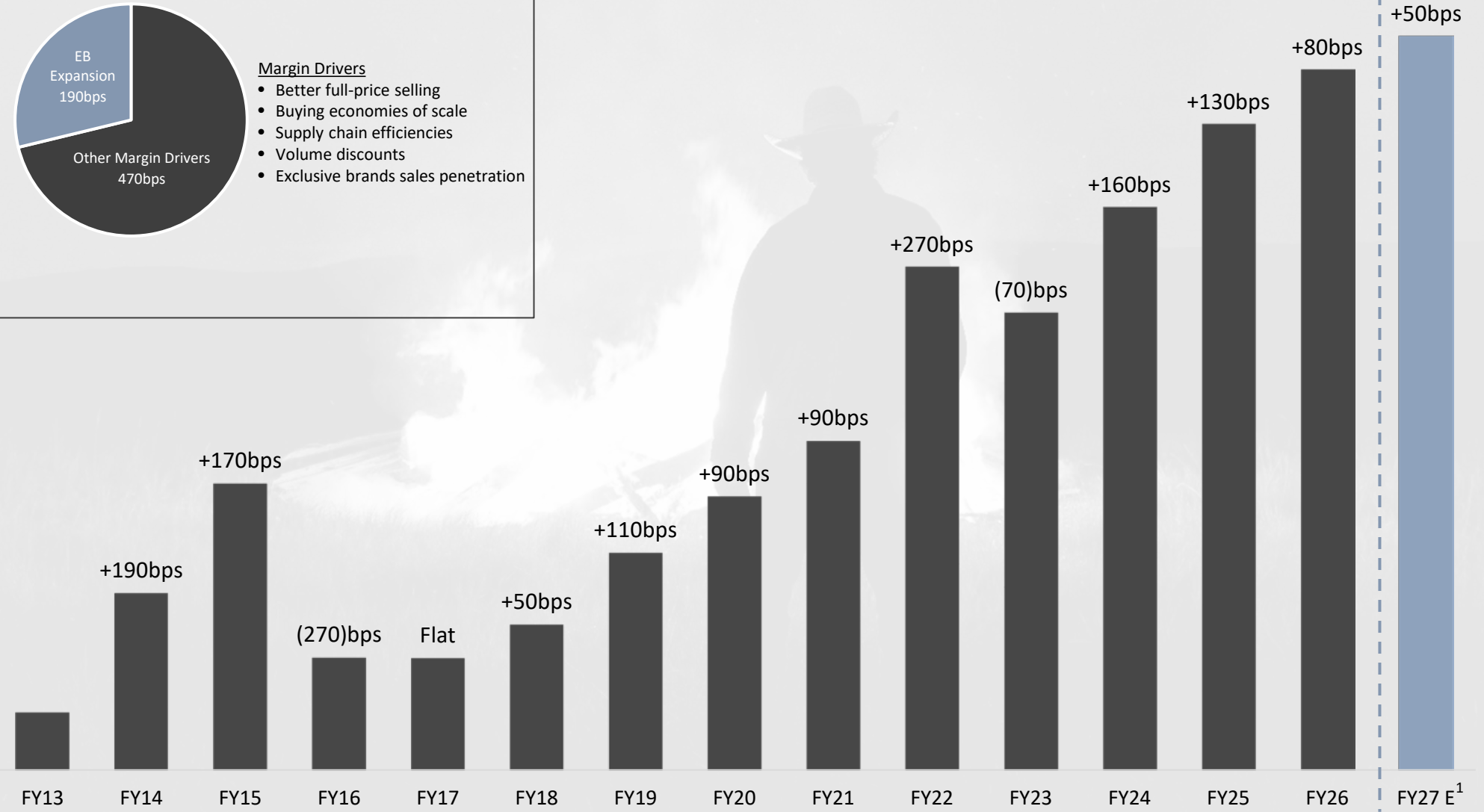
Drive Store Traffic	Deliver Digital Experience in Stores
<ul style="list-style-type: none">• Bring Long Tail to Stores• Ship to Store / BOPIS• Return in Store	<ul style="list-style-type: none">• Mobile App• Range Finder (AI-enabled)• WHIP (endless aisle)• Cassidy (piloting in-store consumer AI solution)
Fulfill Online Demand Efficiently	Drive Online Profitability
<ul style="list-style-type: none">• DC Fulfillment• Store Fulfillment• Same Day Delivery	<ul style="list-style-type: none">• Boot Barn retail price consistent across channels• Infrequent promotions• Profitable ROAS standard• Maximize clearance margin

④ Merchandise Margin Growth

Merchandise Margin %



- Margin Drivers**
- Better full-price selling
 - Buying economies of scale
 - Supply chain efficiencies
 - Volume discounts
 - Exclusive brands sales penetration

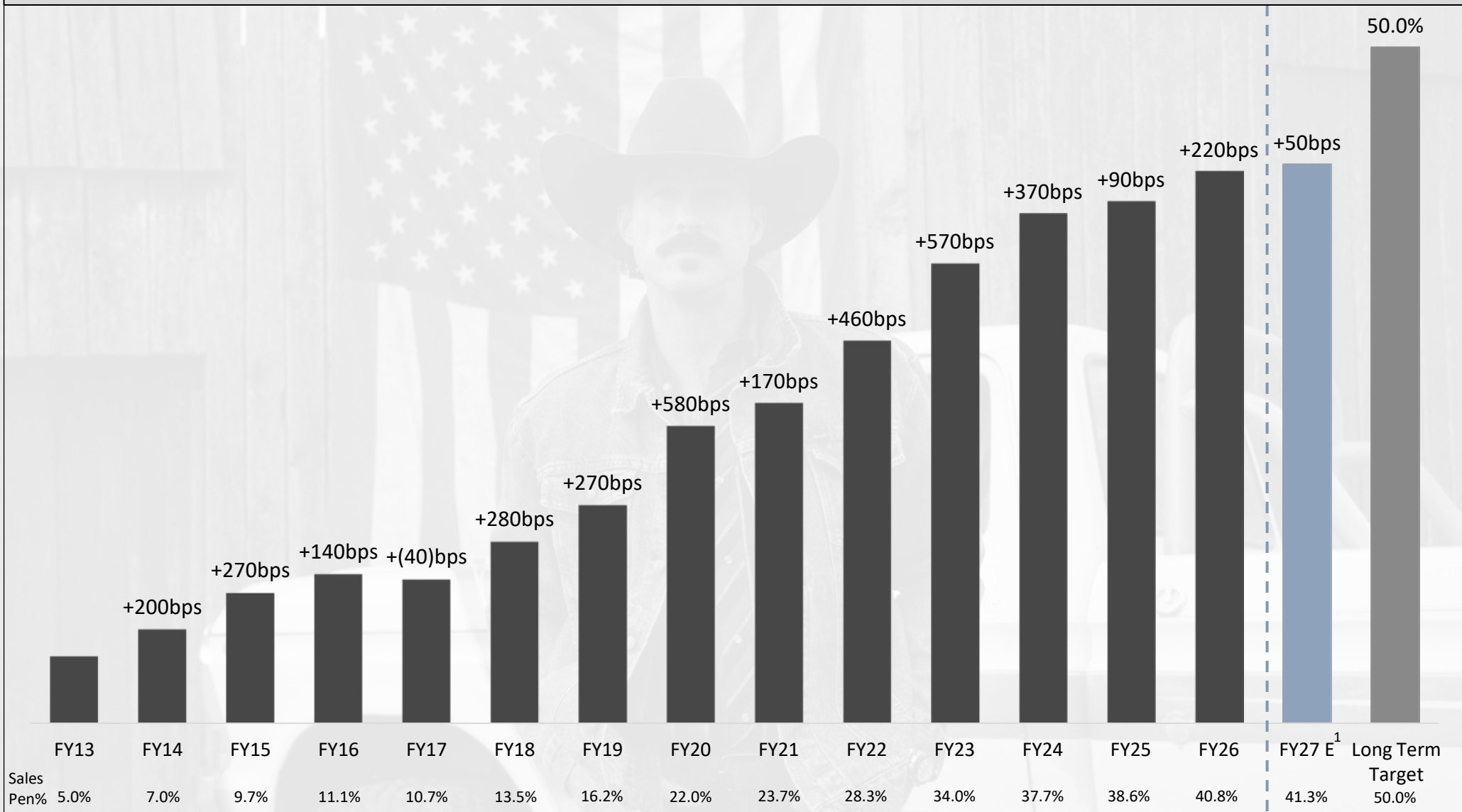


¹Reflects the high end of the Company's guidance range provided on its fourth quarter earnings call held on May 14, 2026.

④ Exclusive Brands Growth

Exclusive Brands Penetration %

Margin enhancement ~1,000bps vs. 3rd party brands
 Exclusive brands growth accounts for ~1/3 of margin appreciation



¹Reflects the high end of the Company's guidance range provided on its fourth quarter earnings call held on May 14, 2026.

④ Best in Class Exclusive Brands



FY27 Guidance



Full Year Fiscal 2027 Financial Guidance

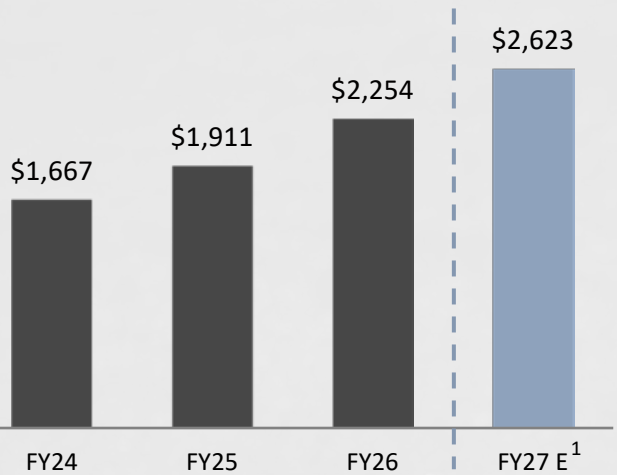
Full Year FY27 Financial Guidance	Low-End (\$M)	High-End (\$M)	High-End Guidance Comments vs. LY
Total Net Sales Consolidated SSS% Store SSS% E-commerce SSS% Total Net Sales Growth % New Store Openings	\$2,578 2.0% 1.0% 11.0% 14% 70	\$2,623 4.0% 3.0% 13.0% 16% 70	Originally 80 openings planned, but we accelerated 10 stores scheduled to open in Fiscal 2027 into Q4 Fiscal 2026.
Merchandise Margin¹ %	\$1,326 51.4%	\$1,349 51.4%	<ul style="list-style-type: none"> +50bps merchandise margin increase. <ul style="list-style-type: none"> Buying economies of scale. Moderated promotional activity. +10bps freight improvement. +50bps exclusive brands penetration increase.
Gross Profit %	\$971 37.7%	\$994 37.9%	<ul style="list-style-type: none"> (20)bps gross profit deleverage.
SG&A %	\$636 24.7%	\$641 24.4%	<ul style="list-style-type: none"> +40bps SG&A leverage. Marketing ~3% of sales.
Income from Operations %	\$335 13.0%	\$353 13.5%	<ul style="list-style-type: none"> +20bps leverage.
GAAP Earnings per Diluted Share	\$8.21	\$8.64	<ul style="list-style-type: none"> +18% EPS growth compared to the prior year. 25.7% tax rate. \$130M net capital expenditures.

¹Merchandise cost of goods sold includes the cost of merchandise, inbound and outbound freight, obsolescence and shrinkage provisions, supplier allowances, and inventory acquisition-related costs.

Full Year Fiscal 2027 Guidance

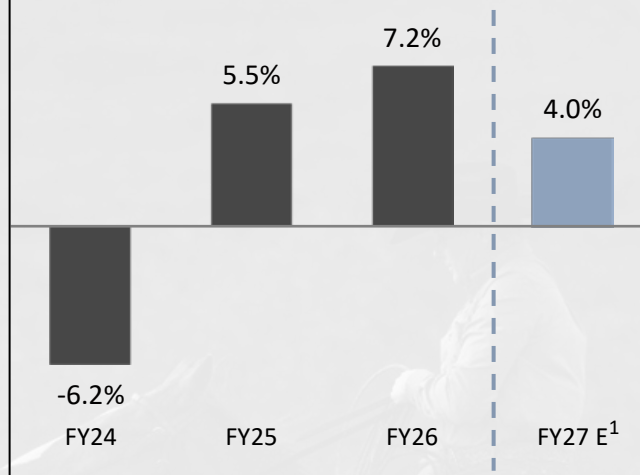
Total Sales (\$M)

16% Growth vs. LY



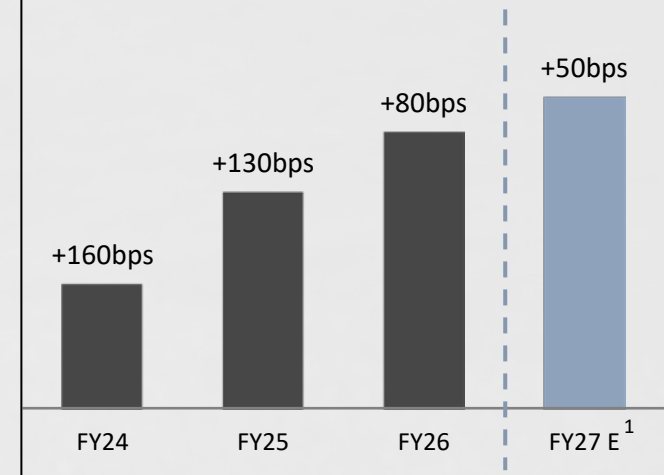
Consolidated SSS%

+11% Two Year Stack



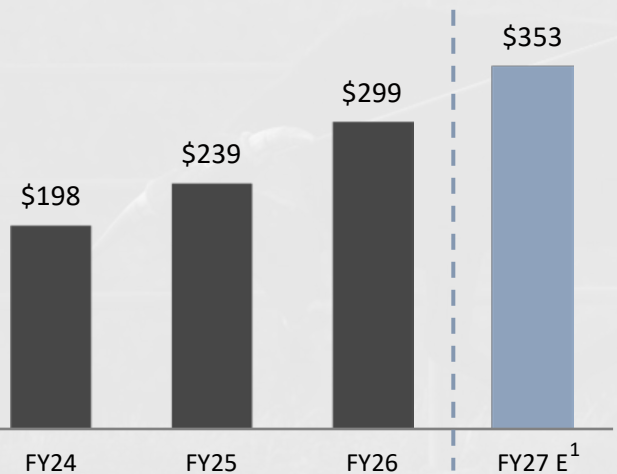
Merchandise Margin %

+420bps over the last four years



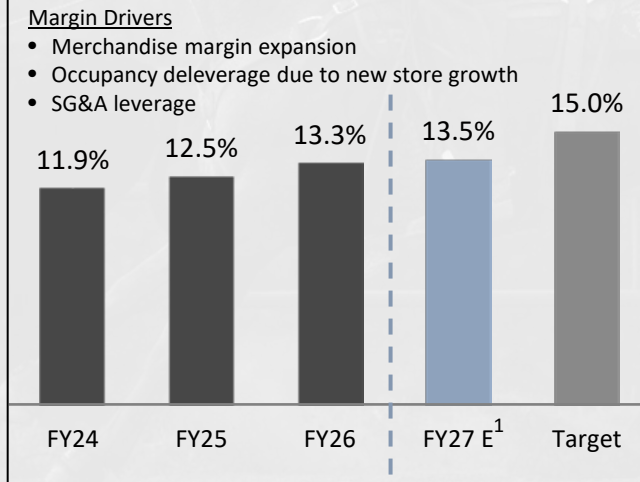
Income from Operations (\$M)

18% Growth vs. LY



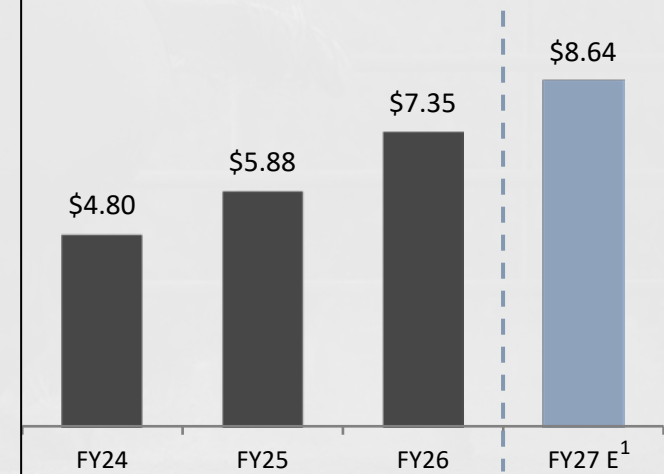
Income from Operations %

+20 bps Increase vs. LY



GAAP EPS

18% Growth vs. LY



¹Reflects the high end of the Company's guidance range provided on its fourth quarter earnings call held on May 14, 2026.

Q1 Fiscal 2027 Financial Guidance

We expect our Q1 Fiscal 2027 earnings to come in softer year over year, primarily due to an extremely strong Q1 in the prior year that creates a difficult comparison. Looking ahead, Q2 Fiscal 2027 earnings are expected to be in line with Q1 Fiscal 2027, resulting in strong year-over-year growth given last year's Q2 was comparatively smaller than Q1 versus typical historical cadence.

Q1 FY27 Financial Guidance	Low-End (\$M)	High-End (\$M)	Q1 FY26 (\$M)	High-End Δ (\$M)	High-End Guidance Comments vs. LY
Total Net Sales Consolidated SSS% Store SSS% E-commerce SSS%	\$574 2.0% 1.0% 12.0%	\$584 4.0% 3.0% 14.0%	\$504 9.4% 9.5% 9.3%	\$80	
Total Net Sales Growth %	14%	16%	19%		
Merchandise Margin¹ %	\$295 51.5%	\$300 51.5%	\$262 52.1%	\$38 (60)bps +120bps over two years	<ul style="list-style-type: none"> +180bps of merchandise margin growth in the prior-year period. (60)bps decrease compared to the prior-year period consists of: <ul style="list-style-type: none"> +10bps product margin. Q1 FY26 product margin +100bps vs. Q1 FY25. (70)bps freight. Q1 FY26 freight +70bps vs. Q1 FY25. Q1 guidance assumes the current run rate for freight, which is higher than Q1 FY26, but in line with Q4 FY26.
Gross Profit %	\$213 37.1%	\$218 37.3%	\$197 39.1%	\$21 (180)bps	<ul style="list-style-type: none"> 25 new stores planned to open in Q1 FY27. 14 new stores opened in Q1 FY26. We expect to have opened 91 new stores in the trailing twelve months at the end of Q1 FY27.
SG&A %	\$147 25.7%	\$149 25.5%	\$127 25.1%	\$22 (40)bps	<ul style="list-style-type: none"> Marketing timing between quarters, including new Stagecoach festival sponsorship in April. Higher grand opening expenses related to new store growth. Pre-opening store labor related to new store growth.
Income from Operations %	\$65 11.4%	\$69 11.9%	\$71 14.0%	\$(2) (210)bps	
GAAP Earnings per Diluted Share	\$1.62	\$1.71	\$1.74	\$(0.03)	

¹Merchandise cost of goods sold includes the cost of merchandise, inbound and outbound freight, obsolescence and shrinkage provisions, supplier allowances, and inventory acquisition-related costs.



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