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Supplemental Financial Presentation
October 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.

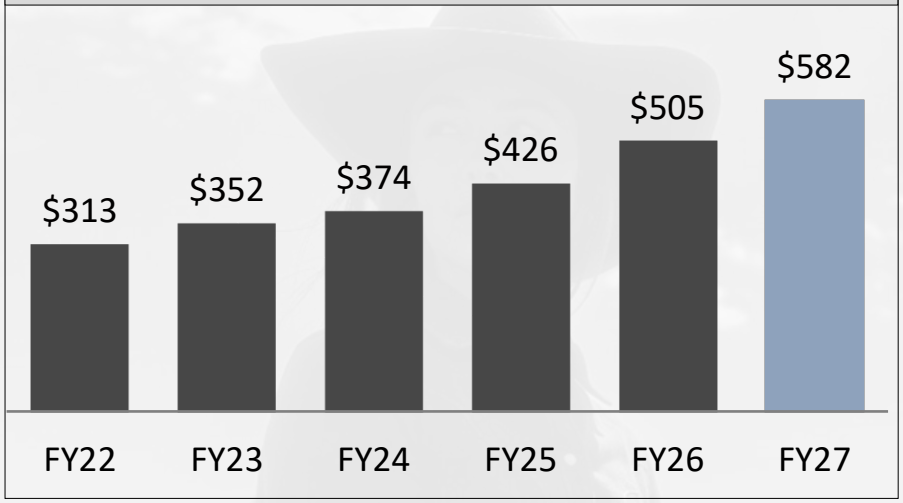
Recent Developments

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.

Q2 Fiscal 2027 Results

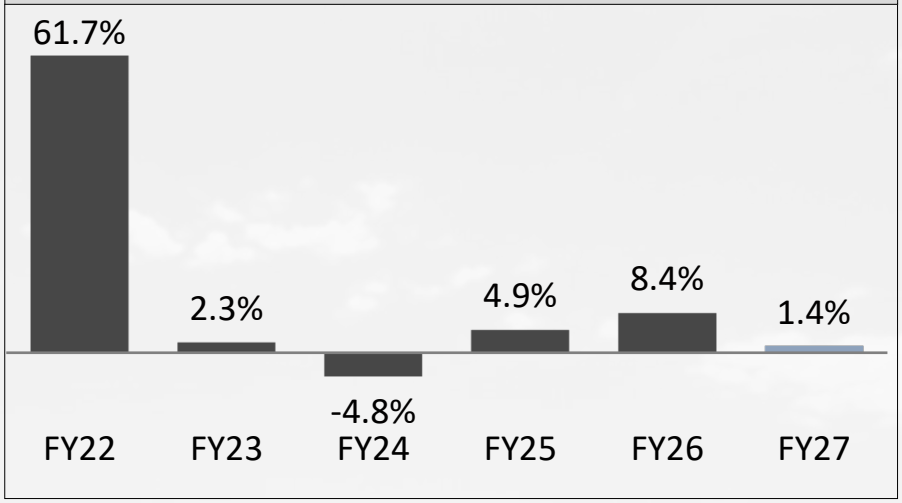
Q2 Total Sales ($M)

15% Total Sales Growth vs. LY



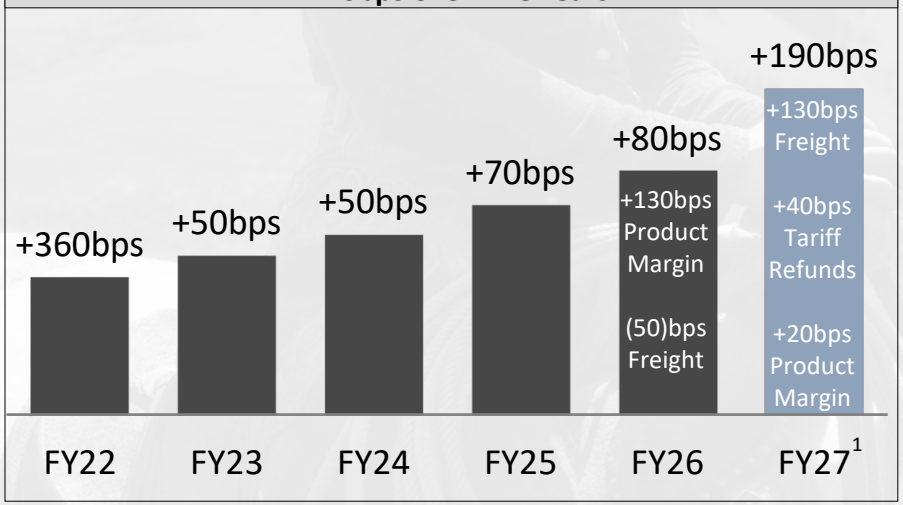
Q2 Consolidated SSS%

10% Two-Year Stack



Q2 Merchandise Margin %

+440bps over Five Years[1]



Q2 EPS

26% Growth vs. LY[2]



[1]Included in merchandise margin is an estimated 40 basis point benefit due to tariff refunds, worth $2.2M.
[2]Included in net income per diluted share is an estimated $0.05 benefit due to tariff refunds.

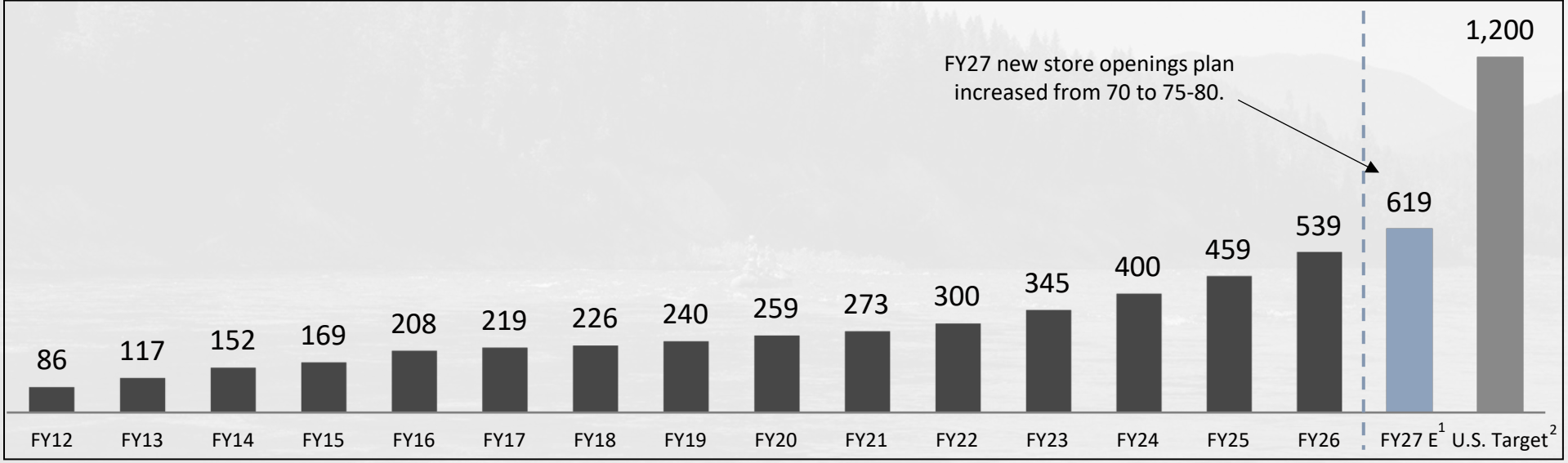
Strategic Initiatives Update

1. **New Stores**
2. **Same Store Sales**
3. **Omni-Channel**
4. **Merchandise Margin & Exclusive Brands**

① New Store Economics

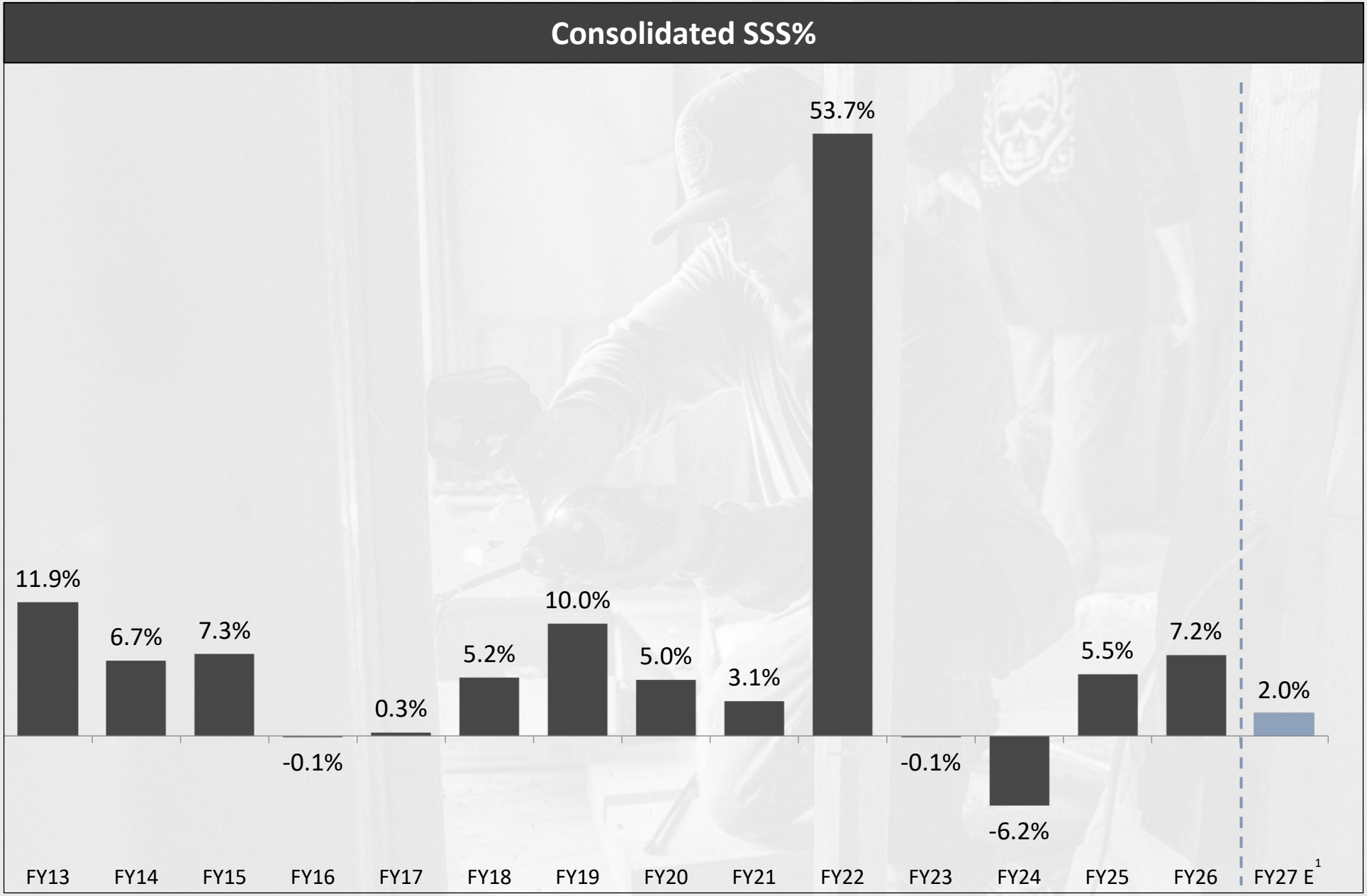
Metrics	Target
Selling Square Feet	~12,000
Year 1 Net Sales	~$3.2M
Net Capital Investment	~$0.9M
Net Inventory Investment	~$0.8M
Total Net Investment	~$1.7M
Year 1 Cash on Cash Return	~53%
Payback Period	~1.8 years

Annual Store Count



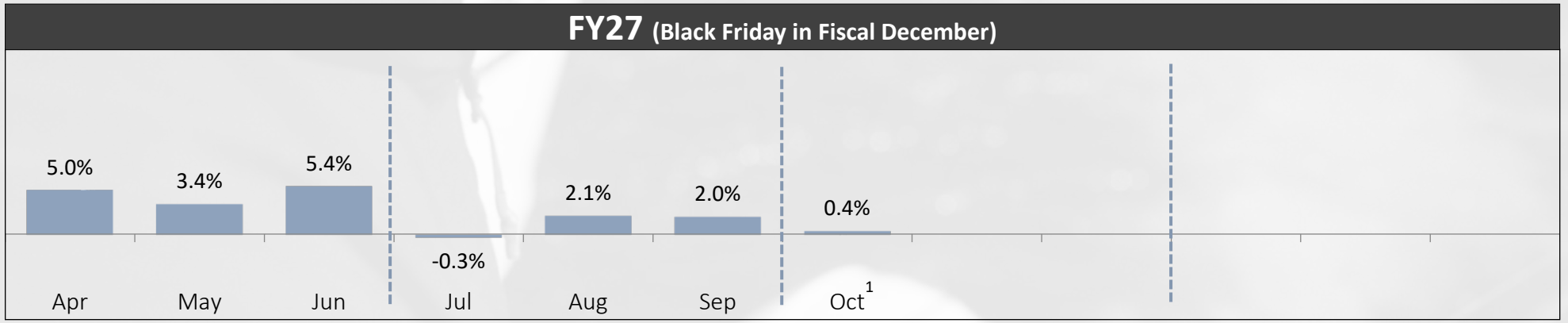
[1]Represents the Company's guidance to open a total of 75 to 80 new stores in Fiscal 2027, as provided on its second quarter earnings call held on October 28, 2026.
[2]Represents the Company's estimated U.S. store count potential of 1,200 stores, based on internal analysis and a third-party study, as provided on its second quarter Fiscal 2026 earnings call held on October 29, 2025.

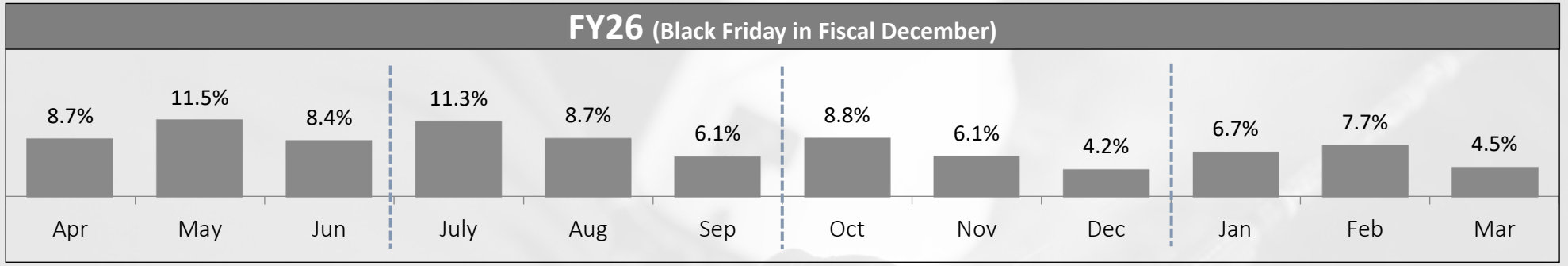
② Annual Same Store Sales Growth

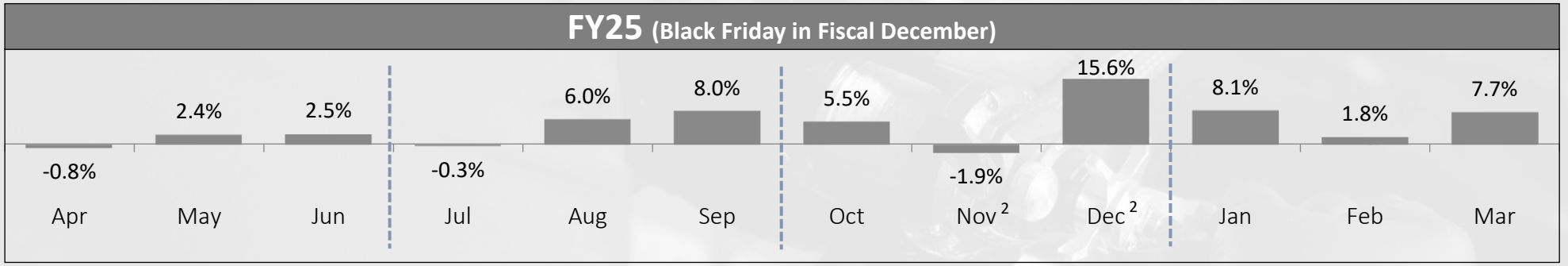


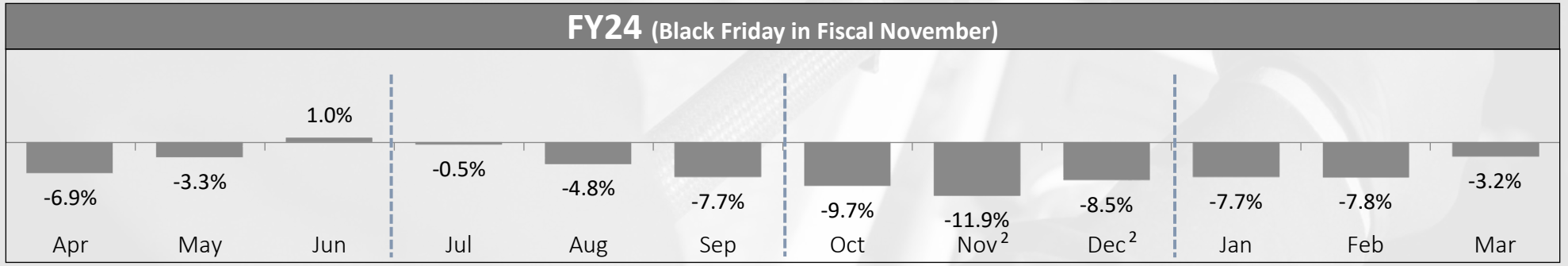
[1]Reflects the high end of the Company's guidance range provided on its second quarter earnings call held on October 28, 2026.

② Consolidated SSS% by Month





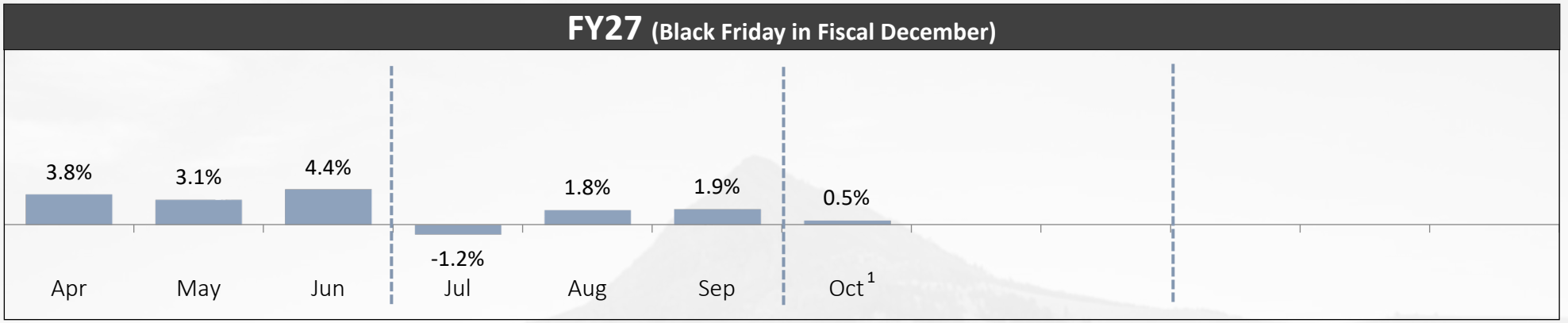


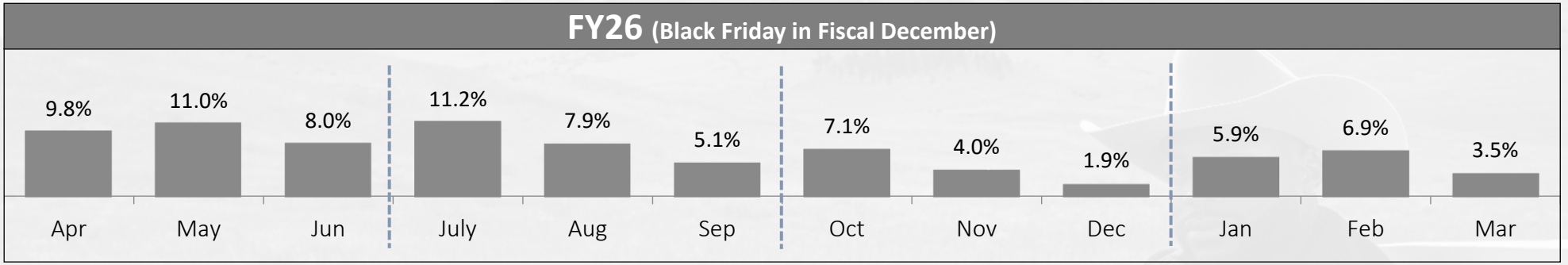


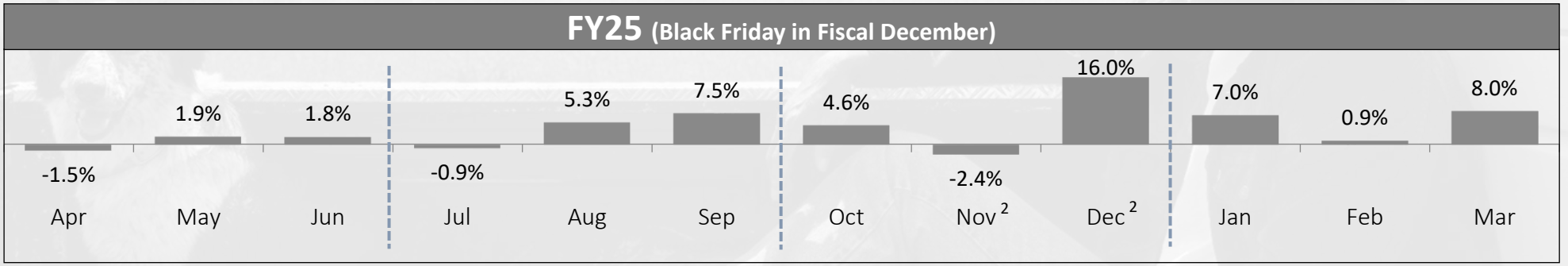
[1]Represents preliminary consolidated same store sales for the four weeks of October Fiscal 2027.
[2]Thanksgiving and Black Friday shifted from November Fiscal 2024 into December Fiscal 2025.

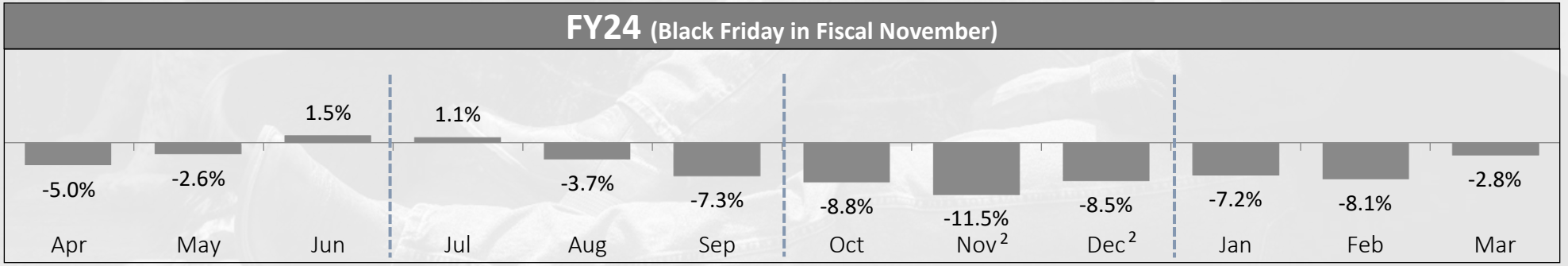
② Store SSS% by Month

Stores are ~91% of FY27 Q2 Sales





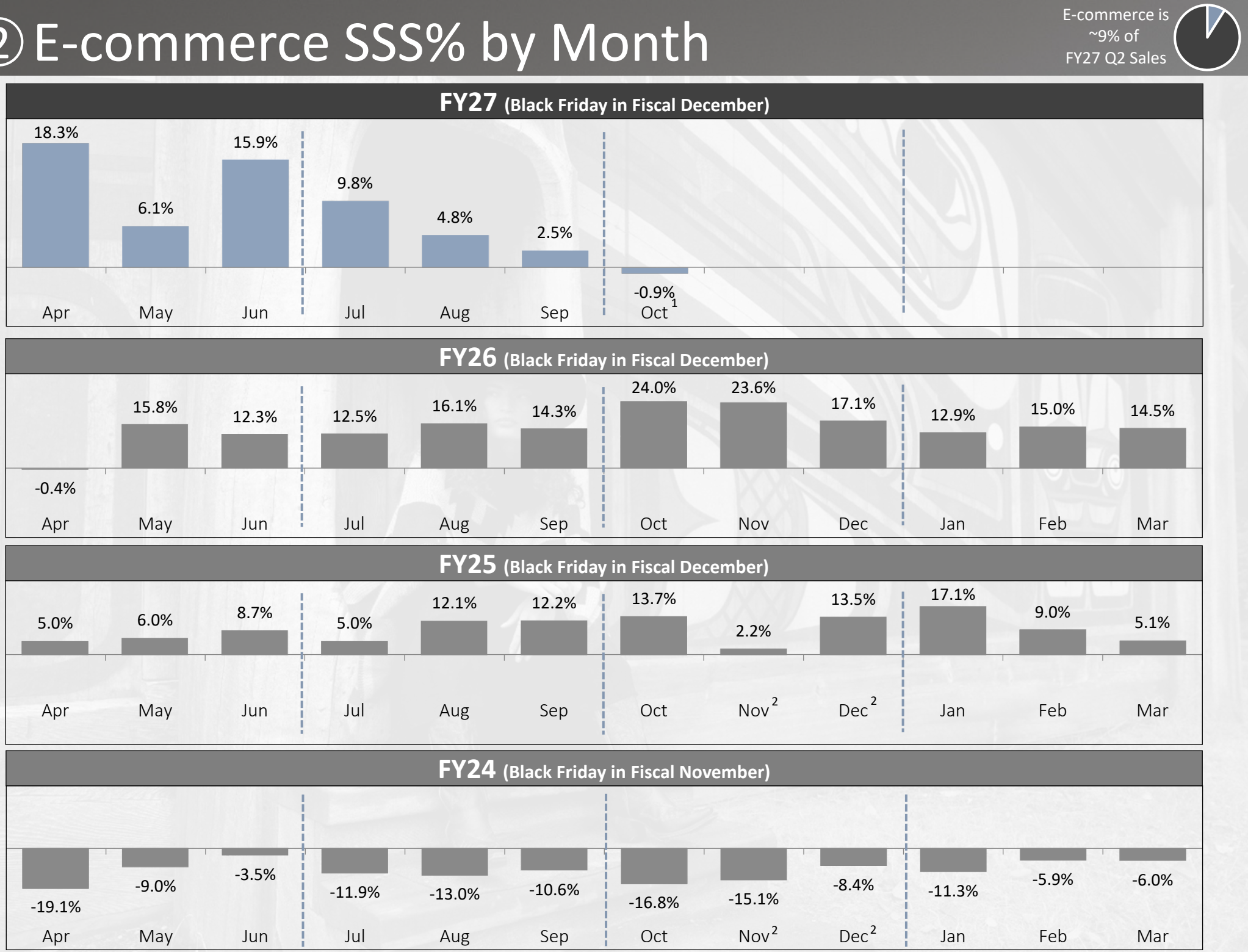




[1]Represents preliminary retail store same store sales for the four weeks of October Fiscal 2027.
[2]Thanksgiving and Black Friday shifted from November Fiscal 2024 into December Fiscal 2025.

② E-commerce SSS% by Month

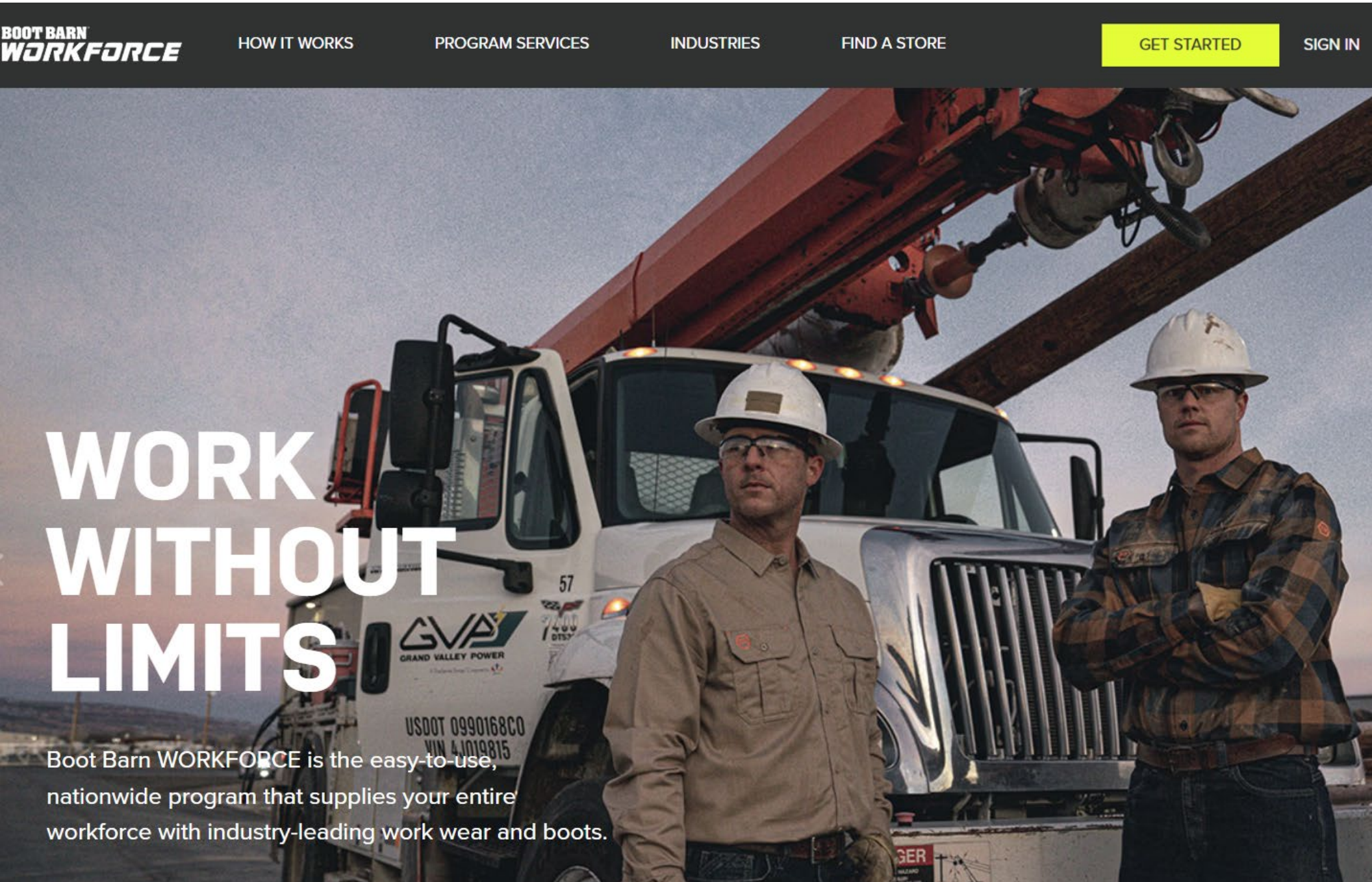
E-commerce is ~9% of FY27 Q2 Sales



[1]Represents preliminary e-commerce same store sales for the four weeks of October Fiscal 2027.
[2]Thanksgiving and Black Friday shifted from November Fiscal 2024 into December Fiscal 2025.

② B2B Relaunch

Now Live: BootBarnWorkforce.com



③ Omni-Channel Capabilities



Drive Store Traffic	Deliver Digital Experience in Stores
• Bring Long Tail to Stores • Ship to Store / BOPIS • Return in Store	• Mobile App • Range Finder (AI-enabled) • WHIP (endless aisle) • Cassidy (in-store consumer AI solution)
Fulfill Online Demand Efficiently	**Drive Online Profitability**
• DC Fulfillment • Store Fulfillment • Same Day Delivery	• Boot Barn retail price consistent across channels • Infrequent promotions • Profitable ROAS standard • Maximize clearance margin

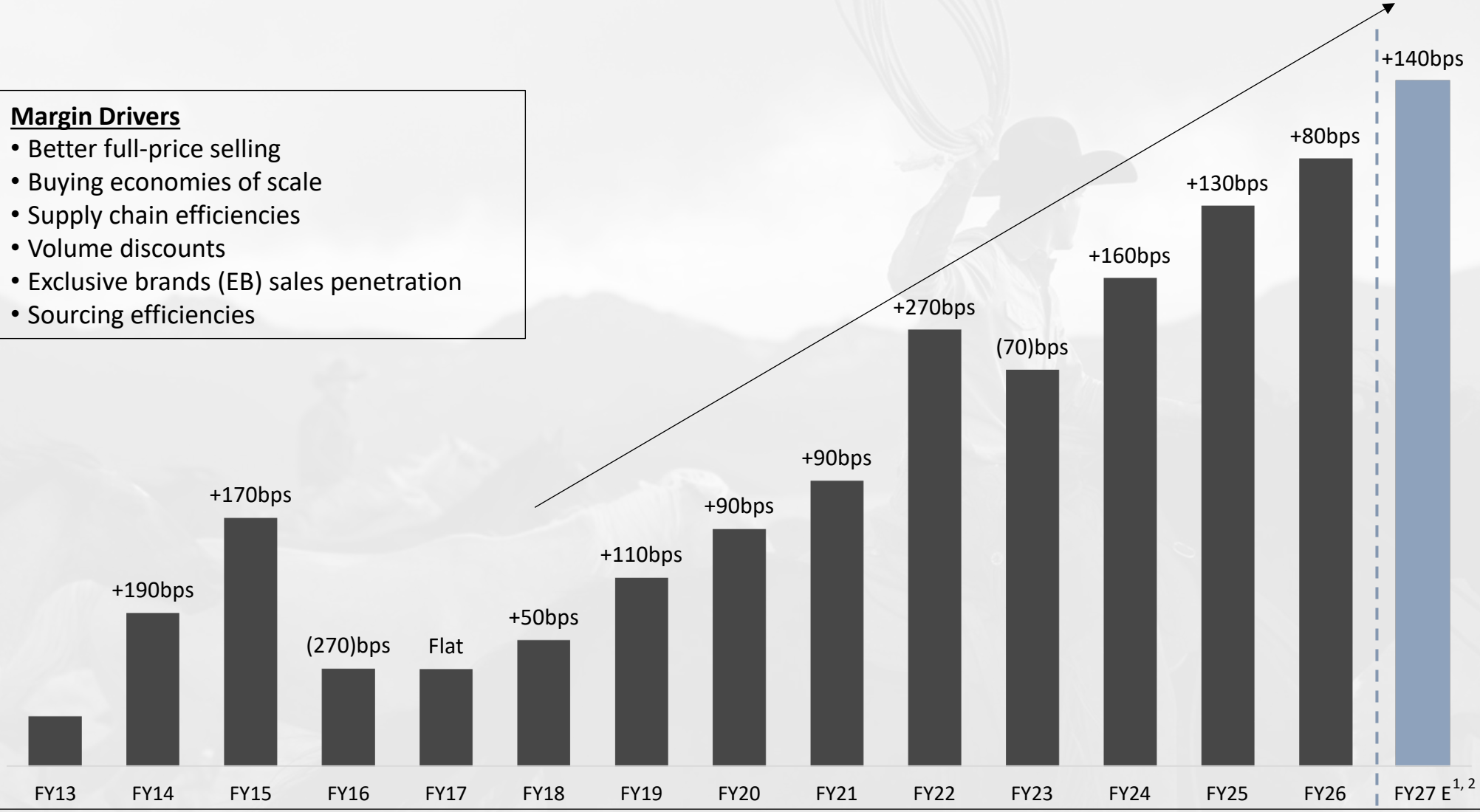
④ Merchandise Margin Growth

Annual Merchandise Margin Expansion (bps)

+1,050bps of margin expansion over 10 years.
~100bps of average annual margin expansion.

Margin Drivers

- Better full-price selling
- Buying economies of scale
- Supply chain efficiencies
- Volume discounts
- Exclusive brands (EB) sales penetration
- Sourcing efficiencies

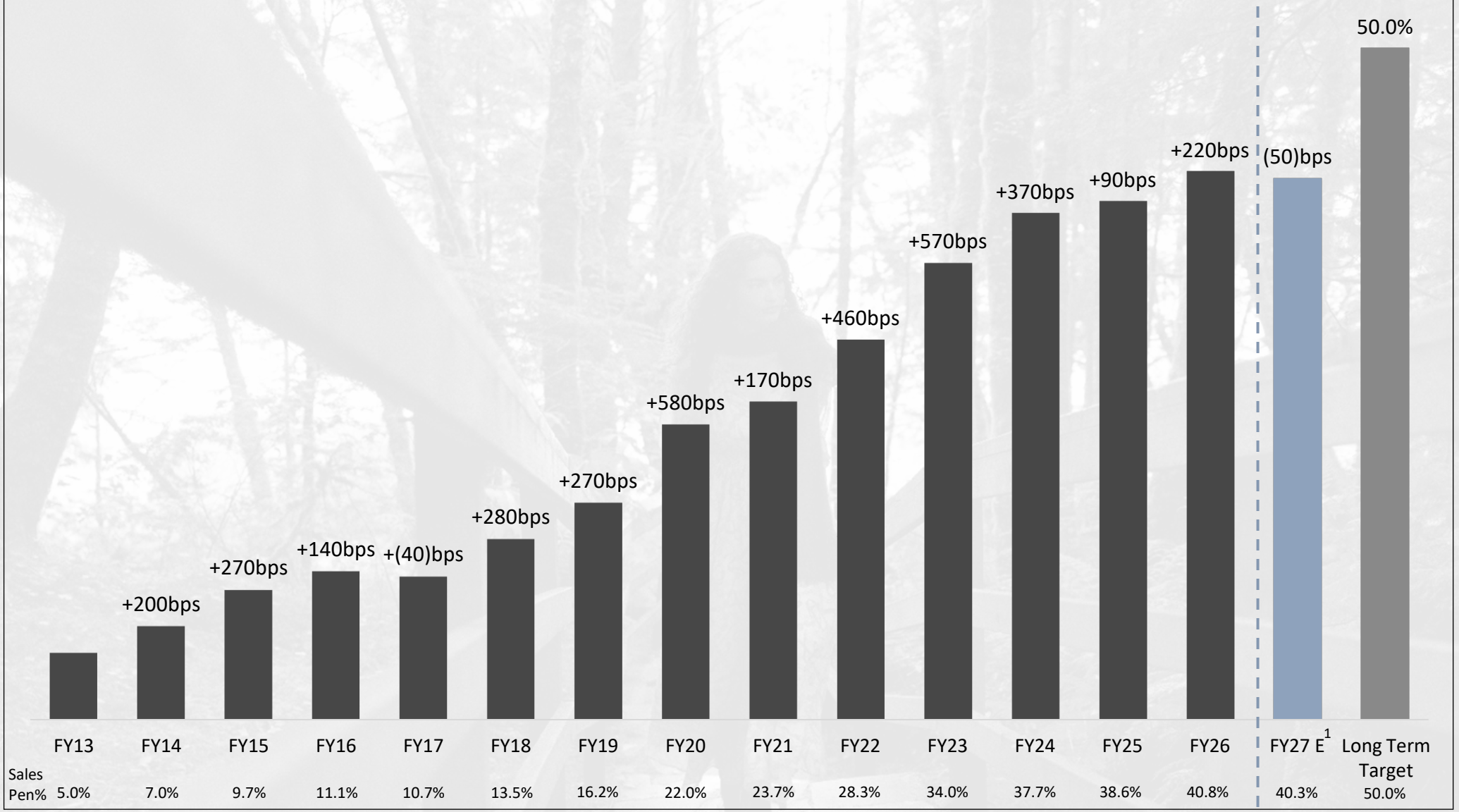


[1]Reflects the high end of the Company's guidance range provided on its second quarter earnings call held on October 28, 2026.
[2]Included in merchandise margin is an estimated 70 basis point benefit due to tariff refunds, worth approximately $17.6M.

④ Exclusive Brands Growth

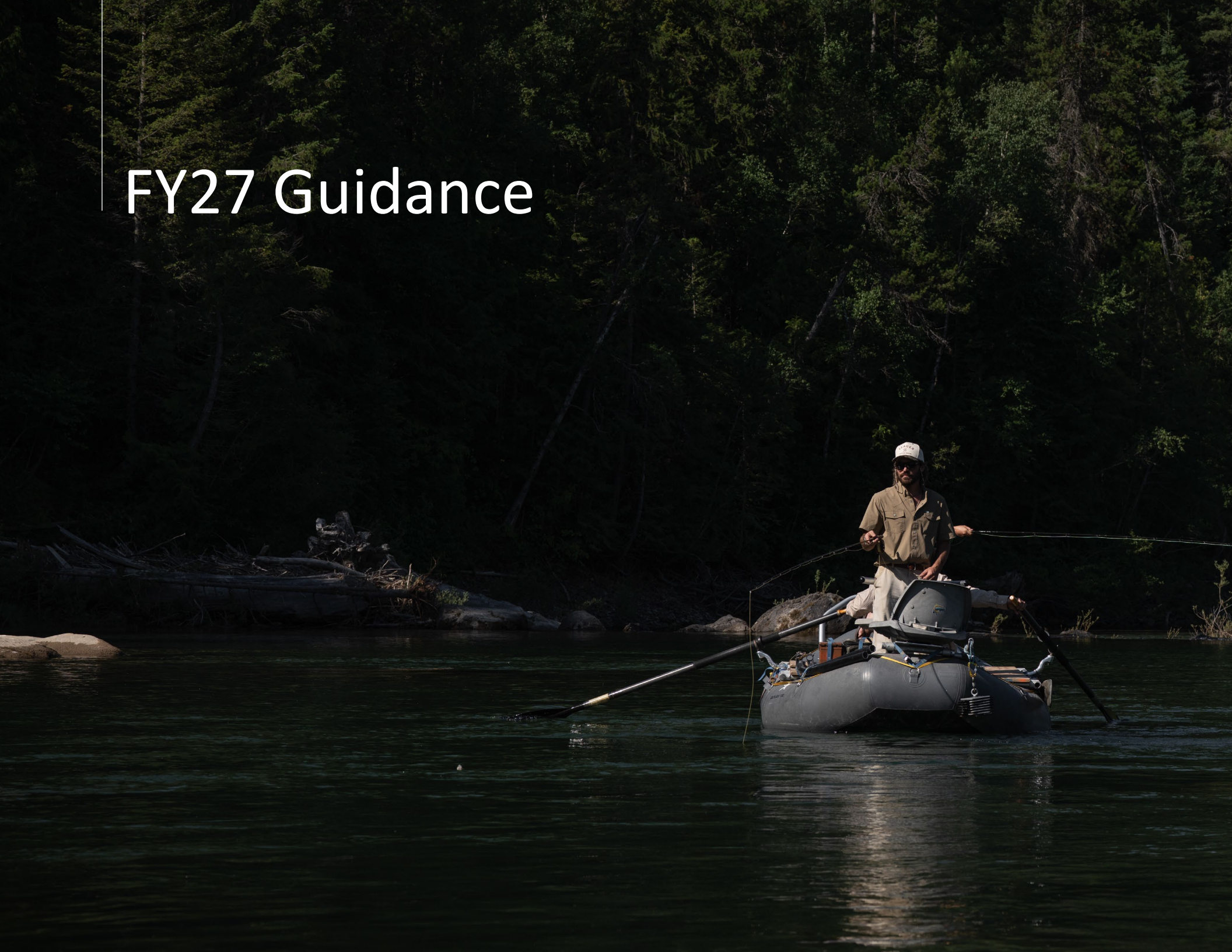
Exclusive Brands Penetration %

Margin enhancement ~1,000bps vs. 3rd party brands



[1]Reflects the high end of the Company's guidance range provided on its second quarter earnings call held on October 28, 2026.

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	$2,565 0.8% 0.5% 3.0% 14% 75-80	$2,593 2.0% 1.7% 4.0% 15% 75-80	

Merchandise Margin[1]
%
	$1,343
	52.3%
		$1,357
		52.3%
			• +140bps merchandise margin increase.
			  • +70bps tariff refunds, worth approximately $17.6M.
			  • +50bps product margin increase.
			  • +20bps freight improvement.

Gross Profit %	$985 38.4%	$999 38.5%	• +50bps gross profit leverage. • +70bps tariff refunds, worth approximately $17.6M.
SG&A %	$634 24.7%	$637 24.6%	• +20bps SG&A leverage.
Income from Operations %	$351 13.7%	$362 14.0%	• +70bps leverage. • +70bps tariff refunds, worth approximately $17.6M.
GAAP Earnings per Diluted Share	$8.72	$9.00	• +22% EPS growth compared to the prior year. • $0.45 benefit due to tariff refunds. • 25.7% tax rate for the remainder of the fiscal year. • $140M net capital expenditures.

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

Q3 Fiscal 2027 Financial Guidance

Q3 FY27 Financial Guidance	Low-End ($M)	High-End ($M)	Q3 FY26 ($M)	High-End Δ ($M)	High-End Guidance Comments vs. LY
Total Net Sales Consolidated SSS% Store SSS% E-commerce SSS% Total Net Sales Growth %	$785 (1.0)% (1.0)% (1.0)% 11%	$802 1.0% 1.0% 1.0% 14%	$706 5.7% 3.7% 19.6% 16%	$96	• ~20 new stores planned to open.

Merchandise Margin[1]
%
	$404
	51.5%
		$413
		51.5%
			$357
			50.6%
				$56
				+90bps
					• +90bps increase compared to the prior-year period consists of:
					  • +50bps product margin increase on top of +70bps product margin increase LY.
					  • +30bps freight improvement.
					  • +10bps tariff refunds worth approximately $0.7M.

Gross Profit %	$311 39.6%	$319 39.8%	$281 39.9%	$38 (10)bps	• (10)bps gross profit deleverage. • +10bps tariff refunds worth approximately $0.7M.
SG&A %	$187 23.9%	$189 23.6%	$166 23.6%	$23 Flat	
Income from Operations %	$123 15.7%	$130 16.2%	$115 16.3%	$15 (10)bps	• +13% growth compared to the prior-year-period. • (10)bps deleverage. • +10bps tariff refunds worth approximately $0.7M.
GAAP Earnings per Diluted Share	$3.03	$3.19	$2.79	$0.40	• +14% growth compared to the prior-year period. • $0.02 benefit due to tariff refunds.

[1]Merchandise 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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