

**lululemon**  **athletica**

**Vancouver Real Estate Forum**

**May 2010**





# Company History

- ❑ 1998: Founded to address a void in women's athletic apparel market
- ❑ 2000: First Canadian store opened
- ❑ 2003: First U.S. store opened
- ❑ 2005: Private Equity investment
- ❑ 2007: IPO in July
- ❑ 2008: Christine Day appointed CEO in June





# Our Guests

Target Guest - 32 year old female

Core Guest - 38 to 42 year old female

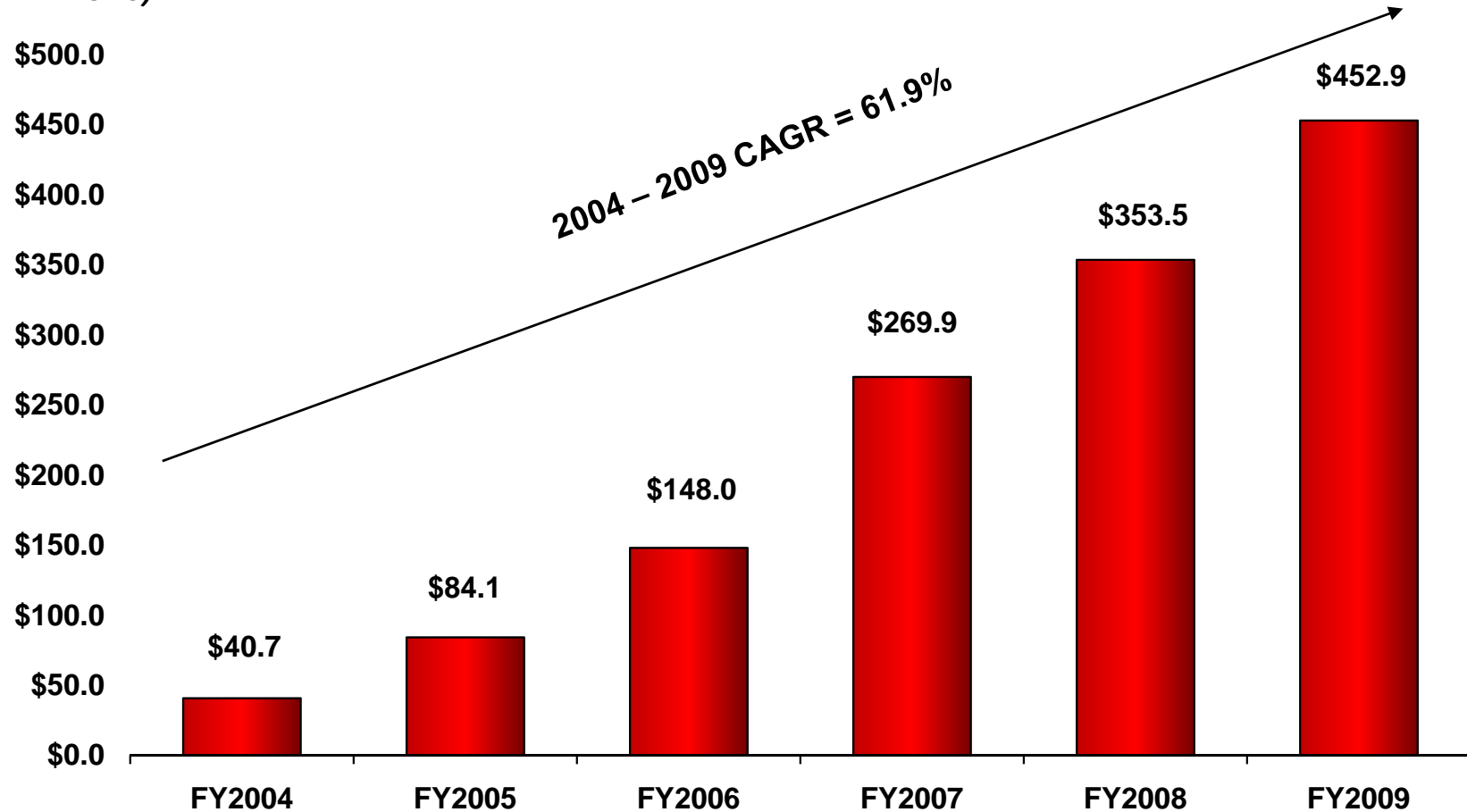
Bandwidth Guest - 15 - 65 year old female





# Net Revenue Growth

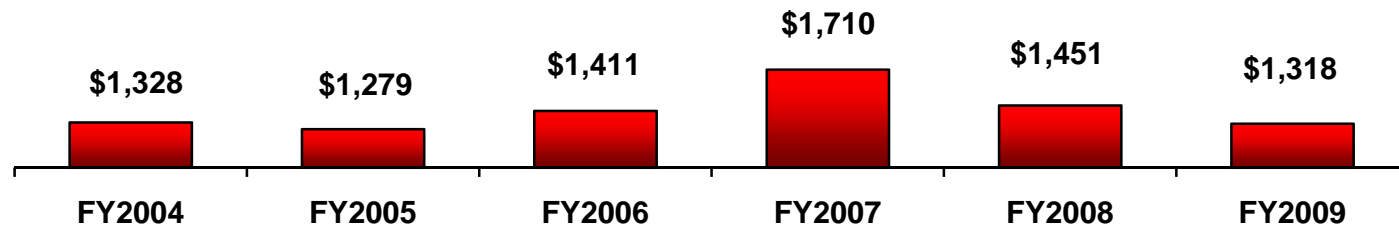
(\$ in millions)



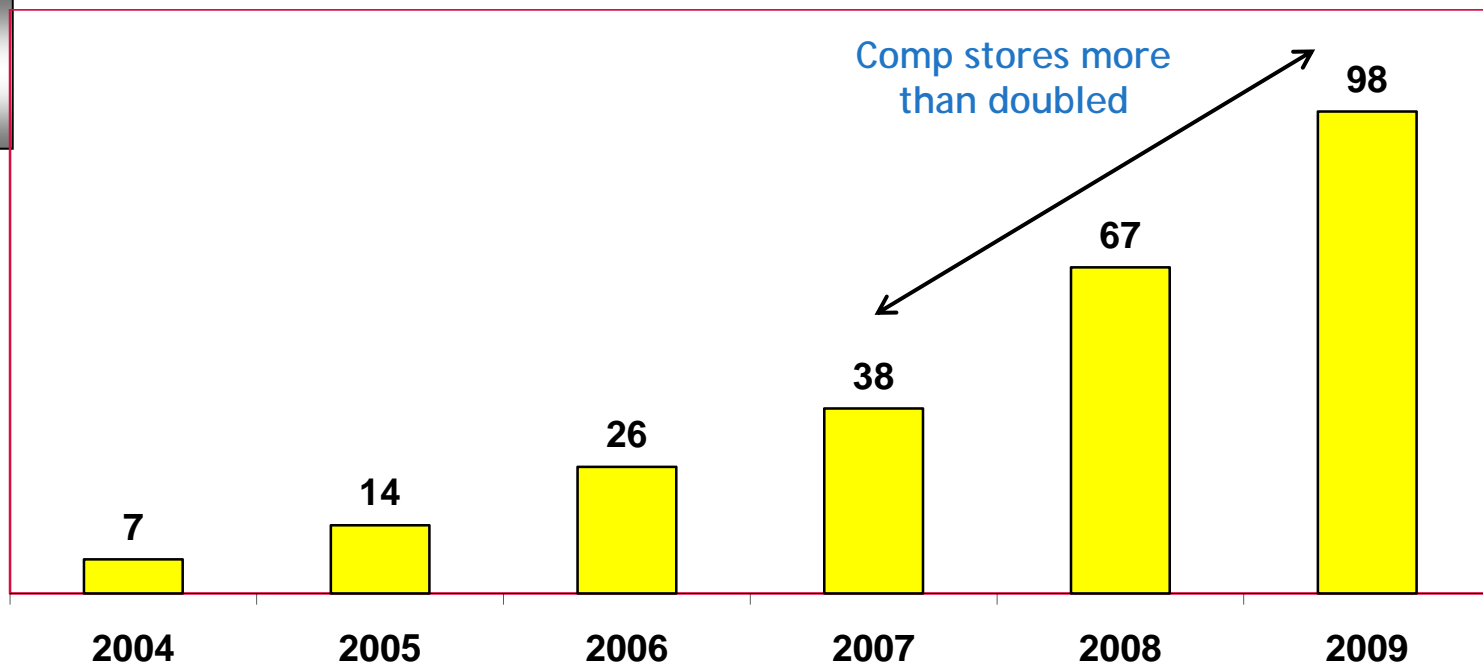


# Comp. Base Sales per Square Foot

Sales Per Square Foot<sup>(1)(2)</sup>



# Stores in comp base



(1) Represents constant dollar comps;  
(2) Sales Per Square Foot represents LTM performance.