FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| Washington, | D.C. | 20549 |
|-------------|------|-------|
|-------------|------|-------|

| STATEMENT C | OF CHANGES IN | BENEFICIAL | <b>OWNERSHIP</b> |
|-------------|---------------|------------|------------------|

| OMB APPROVAL             |       |  |  |  |  |  |  |  |
|--------------------------|-------|--|--|--|--|--|--|--|
| OMB Number: 3235-0287    |       |  |  |  |  |  |  |  |
| Estimated average burden |       |  |  |  |  |  |  |  |
| hours per response       | : 0.5 |  |  |  |  |  |  |  |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person* Smith Karen Marie     |  |         |                |   | 2. Issuer Name and Ticker or Trading Symbol CARTERS INC [ CRI ] |  |        |  |                 |                               |  |  |   | ationship of Report<br>k all applicable)<br>Director |   | 10% Ov   |         | wner          |            |
|--|--|---------|----------------|---|---|--|--------|--|-----------------|-------------------------------|--|--|---|--|---|--|---------|---------------|------------|
| (Last)<br>3438 PE.   | (Fir   | st) (N  | Middle)        | 00  | 3. Date of Earliest Transaction (Month/Day/Year) 02/27/2024     |  |        |  |                 |                               |  | X  | Officer (give title below)  EVP Supply Chain                  |  |   |  | specify |               |            |
|  |  |         |                |   | 4. If Amendment, Date of Original Filed (Month/Day/Year)        |  |        |  |                 |                               |  | 6. Individual or Joint/Group Filing (Check Applicab Line)  |   |  |   |  | .       |               |            |
| (Street) ATLAN   | ΓA GA  | . 2     | 0326           |   |   |  |        |  |                 |                               |  |  |   | X  | Form  | filed by On                                    | e Rep   | orting Person | on         |
| ———  | IA G   | 3       | 0320           |   |   |  |        |  |                 |                               |  |  |   |  | Form<br>Perso                                       |  | re tha  | n One Repo    | orting     |
| (City)   | (St  | ate) (Ž | Zip)           |   | Rule 10b5-1(c) Transaction Indication                           |  |        |  |                 |                               |  |  |   |  |   |  |         |               |            |
|  |  |         |                |   |   | Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. |        |  |                 |                               |  |  |   |  |   |  |         |               |            |
|  |  | Table   | I - No         | n-Deriva  | tive S  | Secui  | rities | Acq  | uired,          | Dis                           | posed of                                     | , or E   | Benefic   | ially  | / Own   | ed   |         |               |            |
| 1. Title of Security (Instr. 3)  2. Transact Date (Month/Date) |  |         | Execution Date |   | Date,   | Transaction Disposed C Code (Instr. 5)   |        | es Acquired (A) o<br>Of (D) (Instr. 3, 4   |                 | and Securi<br>Benefi<br>Owned |  | rities Feicially (E<br>d Following (I)   |   | n: Direct<br>or Indirect<br>nstr. 4)                 | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |  |         |               |            |
|  |  |         |                |   |   |  |        |  | Code            | v                             | Amount                                       | (A) (D)  | Pric  | e  | Transa  | Reported<br>Transaction(s)<br>(Instr. 3 and 4) |         |               | (Instr. 4) |
| Common Stock 02/2  |  |         | 02/27/2        | 2024  |   |  | F      |  | 646(1)          | D                             | \$80   | ).55   | .55 19,155 <sup>(2)</sup>                                     |  |   | D  |         |               |            |
|  | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |         |                |   |   |  |        |  |                 |                               |  |  |   |  |   |  |         |               |            |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)            | erivative Conversion Date Execution Date, ecurity or Exercise (Month/Day/Year) if any  |         |                | sansaction of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |   | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year)   |        | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Ins<br>3 and 4) |                 | Dei<br>Sed<br>(Ins            | Price of<br>erivative<br>ecurity<br>estr. 5) | 9. Number<br>derivative<br>Securities<br>Beneficiall<br>Owned<br>Following<br>Reported<br>Transactio<br>(Instr. 4) | Ownersh<br>Form:<br>y Direct (D<br>or Indirect<br>(I) (Instr. | Ownership  | Beneficial<br>Ownership<br>t (Instr. 4)             |  |         |               |            |
|  |  |         |                |   | Code  | v  | (A)    | (D)  | Date<br>Exercis | able                          | Expiration<br>Date                           | Title  | Amount<br>or<br>Number<br>of<br>Shares                        |  |   |  |         |               |            |

## **Explanation of Responses:**

- 1. The transaction reported in this Form 4 reflects withholding of shares of common stock to satisfy tax withholding obligations resulting from the vesting of restricted stock.
- 2. Some of these shares are restricted shares that are subject to either time-vesting or performance-based restrictions.

## Remarks:

/s/Derek Swanson, Attorney-

02/28/2024

in-Fact

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.