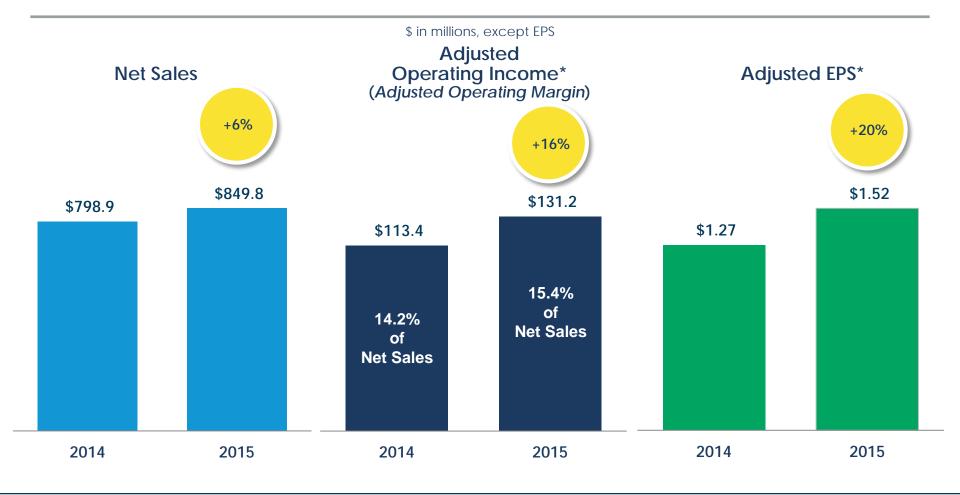
# carter's, inc.

Third Quarter 2015 Business Update

October 29, 2015

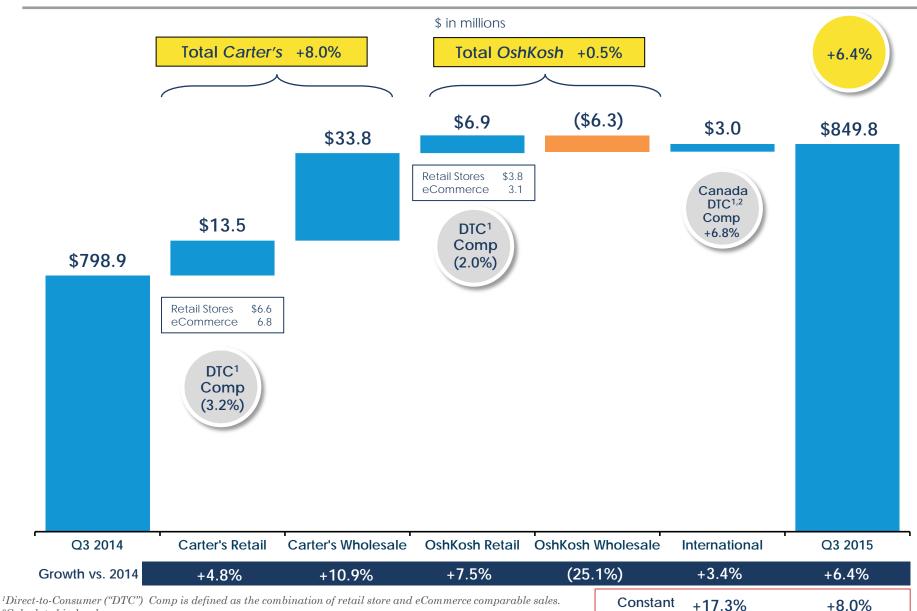
### Third Quarter 2015 Highlights





- Net sales growth +6% driven by Carter's Wholesale and U.S. Direct-to-Consumer businesses
  - Constant currency growth +8% (\$12.7 million unfavorable FX impact)
- Adjusted EPS growth of 20%

#### Third Quarter 2015 Net Sales



Currency

<sup>2</sup>Calculated in local currency.

Note: Results may not be additive due to rounding.

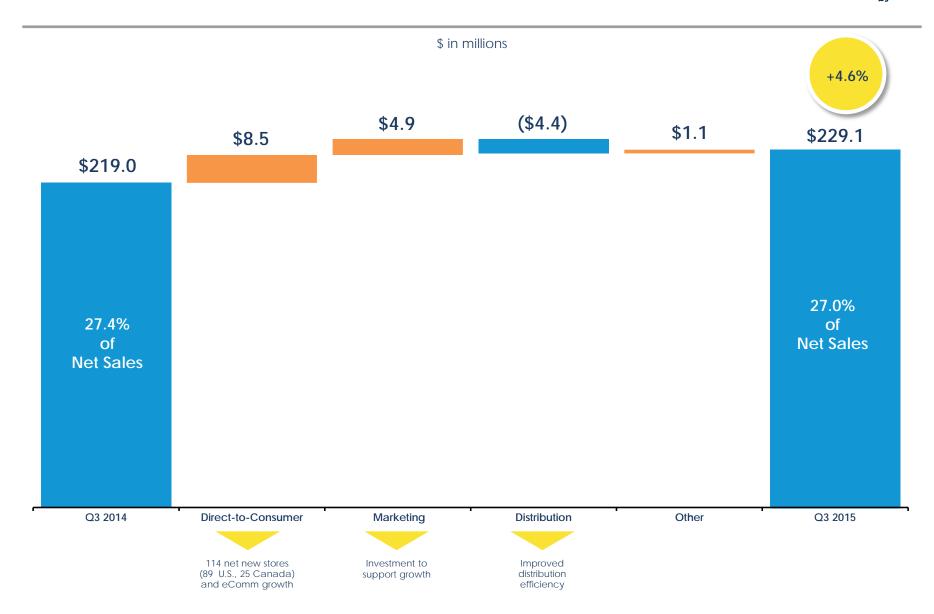
carter's OSHKOSH

\$	in millions, exc	ept EPS			
	Q3 2015	% of Sales	Q3 2014	% of Sales	Increase / (Decrease)
Net sales	\$849.8		\$798.9		6%
Gross profit	347.5	40.9%	321.2	40.2%	8%
Adjusted SG&A*	229.1	27.0%	219.0	27.4%	5%
Royaltyincome	(12.7)	(1.5%)	(11.2)	(1.4%)	13%
Adjusted operating income*	131.2	15.4%	113.4	14.2%	16%
Interest and other, net	6.2	0.7%	8.1	1.0%	(24%)
Incometaxes	45.1	5.3%	37.4	4.7%	20%
Adjusted net income*	\$79.9	9.4%	\$67.9	8.5%	18%
Adjusted diluted EPS*	\$1.52		\$1.27		20%
Weighted average shares outstanding	52.2		52.8		(1%)
Adjusted EBITDA*	\$145.6	17.1%	\$125.3	15.7%	16%

\* Results are stated on an adjusted basis; see reconciliation to GAAP on pages 32, 33, 36. Note: Results may not be additive due to rounding.

## Third Quarter 2015 Adjusted SG&A\*

carter's OSHKOSH



\*Results are stated on an adjusted basis; see reconciliation to GAAP on page 33. Note: Results may not be additive due to rounding.



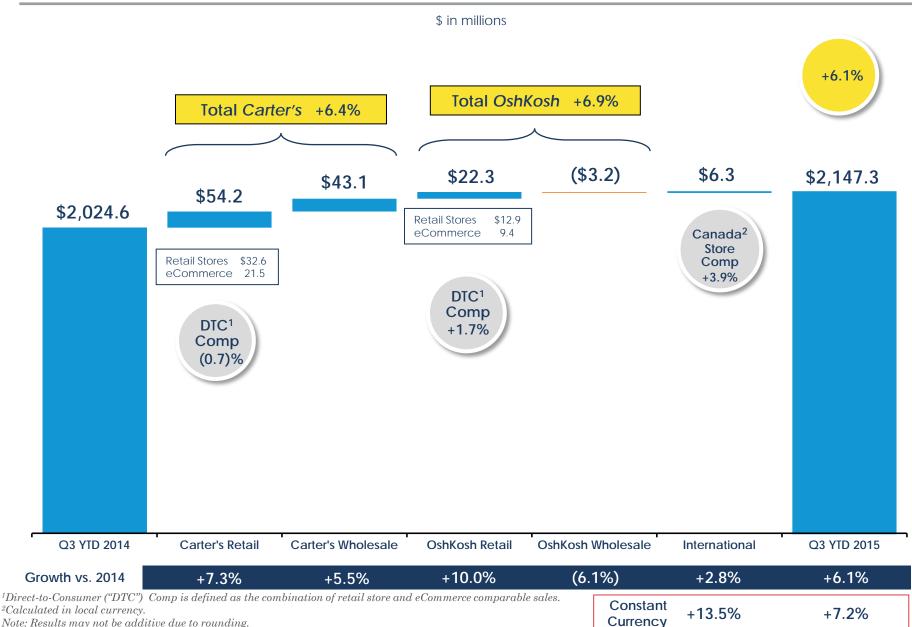
#### \$ in millions, except EPS

	First Three Quarters 2015	% of Sales	First Three Quarters 2014	% of Sales	Increase / (Decrease)
Net sales	\$2,147.3		\$2,024.6		6%
Gross profit	894.5	41.7%	827.4	40.9%	8%
Adjusted SG&A*	643.3	30.0%	614.3	30.3%	5%
Royaltyincome	(32.7)	(1.5%)	(29.3)	(1.4%)	12%
Adjusted operating income*	283.9	13.2%	242.4	12.0%	17%
Interest and other, net	19.6	0.9%	22.0	1.1%	(11%)
Incometaxes	93.8	4.4%	79.4	3.9%	18%
Adjusted net income*	\$170.4	7.9%	\$140.9	7.0%	21%
Adjusted diluted EPS*	\$3.22		\$2.61		23%
Weighted average shares outstanding	52.5		53.3		(1%)
Adjusted EBITDA*	\$328.7	15.3%	\$282.6	14.0%	16%

\* Results are stated on an adjusted basis; see reconciliation to GAAP on pages 34 – 36. Note: Results may not be additive due to rounding.

## Q3 YTD 2015 Net Sales





Note: Results may not be additive due to rounding.

## Q3 YTD 2015 Business Segment Performance

carter's O<u>SHKOSH</u> Bigosh

φ II I I IIIIO I IS	\$	in	mil	lions
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	r	Vet Sales		-	ted Operat come (Loss)	Adjusted Operating Margin*			
	2015	2014	\$ Growth	2015	2014	\$ Growth	2015	2014	
Carter's Wholesale (a)	\$825	\$781	\$43	\$172	\$133	\$39	20.9%	17.1%	
Carter's Retail (b)	800	745	54	135	138	(3)	16.8%	18.5%	
Total Carter's	1,624	1,527	97	307	271	36	18.9%	17.8%	
OshKosh Wholesale	49	52	(3)	10	5	5	19.8%	9.8%	
OshKosh Retail (b)	245	223	22	3	(1)	4	1.4%	(0.4%)	
Total OshKosh	294	275	19	13	4	9	4.5%	1.5%	
International (c)(d)	229	223	6	33	28	4	14.3%	12.8%	
Total before corporate expenses	2,147	2,025	123	353	304	49	16.4%	15.0%	
Corporate expenses (d)				(69)	(61)	(8)	(3.2%)	(3.0%)	
Total (d)	\$2,147	\$2,025	\$123	\$284	\$242	\$41	13.2%	12.0%	

(a) Includes U.S. wholesale sales of Carter's, Child of Mine, Just One You, and Precious Firsts.

(b) Includes U.S. retail stores and eCommerce results.

(c) Includes international retail, eCommerce and wholesale sales. Adjusted operating income includes international licensing income.

(d) See reconciliation of reported (GAAP) results to adjusted results.

\* Results are stated on an adjusted basis; see reconciliation to GAAP on page 35. Note: Results may not be additive due to rounding.

#### Balance Sheet and Cash Flow



	\$ in millio	ns										
Balance Sheet	Cash Accounts Receivable Inventory	counts Receivable 247 232 - Facility size increased to \$500 - support future growth - Financial terms & covenants										
(at Q3 end)	Accounts Payable Long-Term Debt	174 585	117 586	<ul> <li>partially offset by business growth</li> <li>\$29 million in share repurchase in Q3; \$78 million Q3 YTD</li> <li>Ending share count (2%) vs. LY</li> </ul>								
					nillion remains u ations as of Q3	3 end		iu milioi	ר			
		2015	2014	2015	Shares		verage Price		Total			
	Operating Cash Flow	\$146	\$25	Q1 Q2	157,900 346,325	\$	89.43 100.40		4,120,944 4,772,589			
Cash Flow (Q3 YTD)	Capital Expenditures	(77)	(84)	Q2 Q3	290,800	\$ \$	100.40		4,772,589 9,445,203			
	Free Cash Flow <sup>1</sup>	\$69	(\$59)	Q4 QTD YTD	113,163 908,188	\$ \$	90.10 97.49		0,196,509 8,535,245			
				<ul> <li>Dividend page</li> </ul>	yment of \$11	milli	on in Q3	(\$0.22	/share)			

- \$35 million cash dividends paid Q3 YTD

 Free cash flow<sup>1</sup> increase reflects favorable movements in net working capital and higher earnings

## Business Segment Performance

RINKS

## Third Quarter Business Segment Performance\*

carter's OSHKOSH Bigosh

	\$ in millions														
		Net Sales			-		Operati e (Loss)*		Adjusted Operating Margin*						
	2015	2014	\$ Growth	2	2015		2015 2014		2014		15 2014		\$ owth	2015	2014
Carter's Wholesale (a)	\$ 344	\$ 310	\$ 34	\$	74	\$	56	\$	19	21.6%	18.0%				
Carter's Retail (b)	295	281	13		52		55		(3)	17.5%	19.4%				
Total Carter's	638	591	47		126		110		16	19.7%	18.6%				
OshKosh Wholesale	19	25	(6)		4		2		2	23.9%	8.9%				
OshKosh Retail (b)	98	91	7		6		5		1	6.3%	5.8%				
Total OshKosh	117	117	1		11		8		3	9.1%	6.5%				
International (c)(d)	94	91	3		18		16		2	19.3%	18.0%				
Total before corporate expenses	850	799	51		155		134		21	18.2%	16.8%				
Corporate expenses (d) Total (d)	\$ 850	\$ 799	\$ 51	\$	(24) 131	\$	(21) 113	\$	(3) 18	(2.8%) 15.4%	(2.6%) 14.2%				

(a) Includes U.S. wholesale sales of Carter's, Child of Mine, Just One You, and Precious Firsts.

(b) Includes U.S. retail stores and eCommerce results.

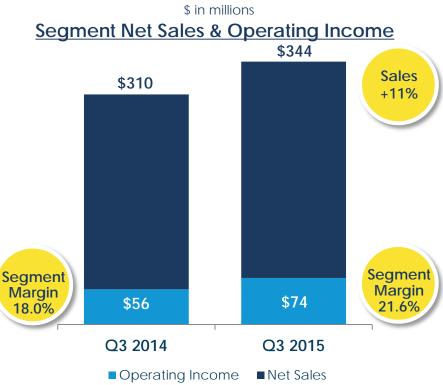
(c) Includes international retail, eCommerce and wholesale sales. Adjusted operating income includes international licensing income.

(d) See reconciliation of reported (GAAP) results to adjusted results.

\* Results are stated on an adjusted basis; see reconciliation to GAAP on page 33. Note: Results may not be additive due to rounding.







- Net sales growth reflects new playwear initiative and increased demand, in part due to timing of fall product orders
- Segment operating margin increase reflects improved price realization, lower product costs, and distribution efficiencies
- 2015 full-year net sales outlook: low-single digit growth vs. 2014 (YOY growth affected by 53<sup>rd</sup> week)
- Spring 2016 bookings planned up mid-single digits vs. 2015

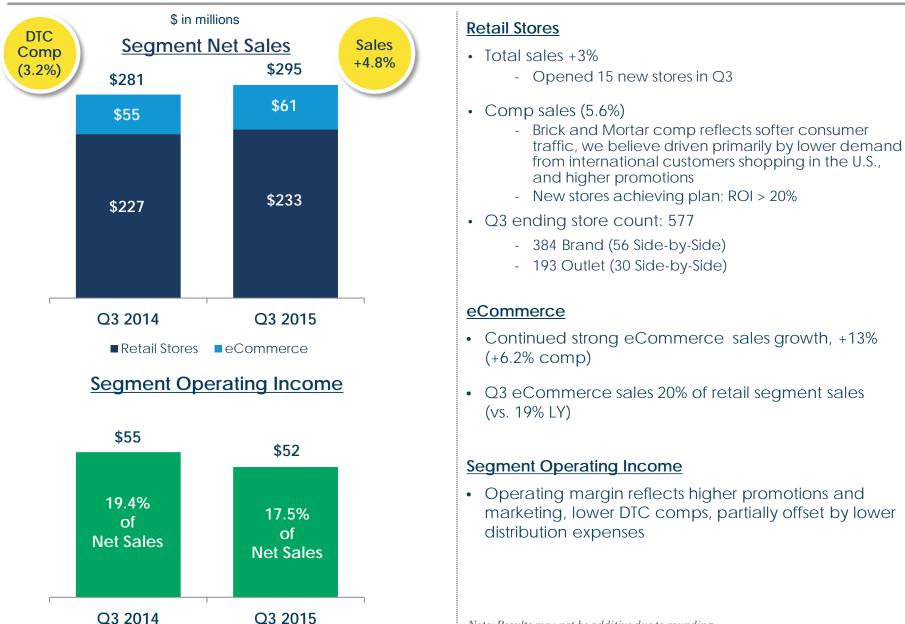
### Carter's Wholesale – Kohl's Playwear Shop





## Third Quarter Highlights - Carter's Retail





Note: Results may not be additive due to rounding.

#### We Believe the Stronger U.S. Dollar and Lower International Consumer Traffic Have Negatively Affected Our Business

carter's OSHKOSH Bigoshi

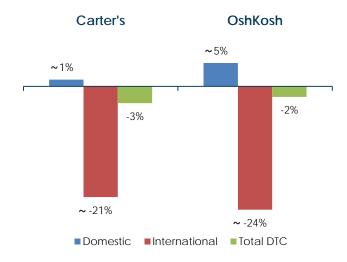
## The USD has appreciated against a number of foreign currencies...

	YOY Change	e vs. USD	B / (W)
	Q2	Q3	Q3 vs. Q2
Russian Ruble	-33%	-43%	-10%
Ukrainian Hryvnia	-45%	-42%	2%
Brazilian Real	-27%	-36%	-9%
Mexican Peso	-15%	-20%	-5%
Canadian Dollar	-11%	-17%	-6%



## ...contributing to, we believe, declines in traffic from international customers to our U.S. retail stores and website

#### Estimated Q3 U.S. DTC Comp Sales By Customer Type



- International and domestic customer comp sales estimates derived from credit card transaction and other data
- · Meaningful year-over-year decline in international customer sales mix in Q3
  - International demand estimated to be ~16% of total U.S. DTC sales in 2015 vs. ~21% in 2014
- Most significant sources of international comp sales decline:

#### Comments

#### Retail Stores

#### eCommerce China

- CanadaBrazil
- RussiaVenezuela
- Mexico
- Brazil
- International demand on our U.S. website represented ~30% of total U.S. eCommerce demand in Q3 this year vs. ~40% in Q3 last year

### Carter's Direct Marketing





extra 25% off coupon free shipping on \$50+

SIGN UP AT carters.com/rewards

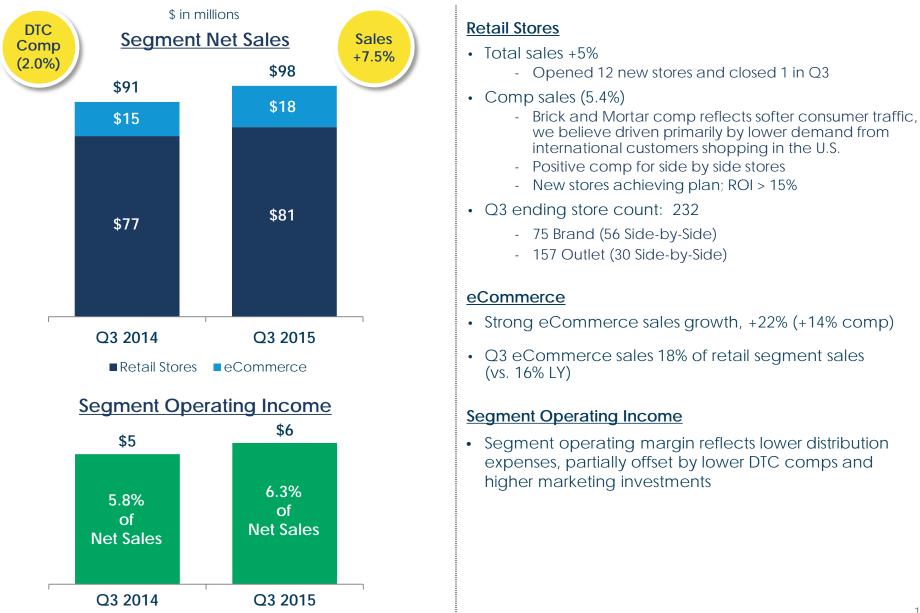
### Carter's Direct Marketing





## Third Quarter Highlights – OshKosh Retail





Note: Results may not be additive due to rounding.

#### OshKosh Direct Marketing



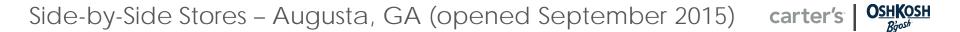


#### OshKosh Direct Marketing





BASEBALL CAPS SALE \$12 inf,tod,4-6x,7-12, MSRP\* \$20







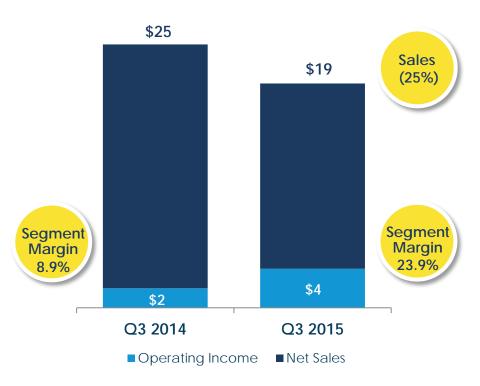
### Third Quarter Highlights – OshKosh Wholesale





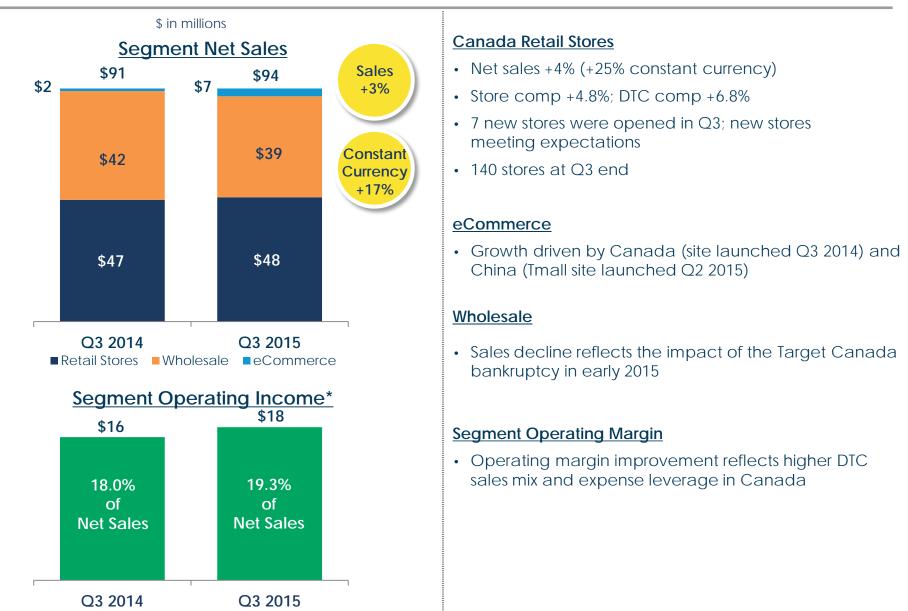
#### \$ in millions

#### Segment Net Sales & Operating Income



- Sales decline reflects lower shipments to off-price channel
   and lower seasonal bookings
- Operating margin increase reflects stronger product margins
- 2015 full-year net sales expected to be down 12%





\* Results are stated on an adjusted basis; see reconciliation to GAAP on page 33. Note: Results may not be additive due to rounding. China Tmall





















- Opened September 2015
- Partner operates 8 stores
   in Australia





carter's OSHKOSH

- Opened September 2015
- Partner operates ~150 locations in Indonesia, including 23 free standing stores

## Outlook



Q4 2015	<ul> <li>Net sales decline of approximately (2%) <ul> <li>Growth of approximately 3% on 52 week basis</li> </ul> </li> <li>Adjusted EPS of approximately \$1.22 to \$1.30 (vs. \$1.32 LY) <ul> <li>Change of approximately (4%) to +2% on 52 week basis</li> </ul> </li> </ul>
	Net sales increase of approximately 4%. Growth
Fiscal Year	<ul> <li>impacted by: <ul> <li>Unfavorable exchange rates</li> <li>53<sup>rd</sup> week comparison (53 weeks in fiscal 2014 vs. 52 in fiscal 2015)</li> <li>Early 2015 West Coast port delays</li> </ul> </li> <li>Adjusted EPS growth of approximately 13% to 15% (vs. \$3.93 LY)</li> </ul>
2015	<ul> <li>New retail stores: <ul> <li>Carter's ~67</li> <li>OshKosh ~48</li> <li>Canada ~23</li> </ul> </li> <li>Operating Cash Flow approximately \$275 to \$300 million</li> </ul>
	<ul> <li>CapEx approximately \$120 million</li> </ul>



# thank you.

# appendix



	Fiscal Qua	arter Ended
	October 3, 2015	September 27, 2014
Weighted-average number of common and common equivalent shares outstanding:		
Basic number of common shares outstanding	51,740,523	52,356,122
Dilutive effect of equity awards	507,815	470,842
Diluted number of common and common equivalent shares outstanding	52,248,338	52,826,964

	Fiscal Quarter Ended											
	As	reported or	n a GAA		As adjusted (a)							
\$ in thousands, except EPS		tober 3, 2015	Septe	ember 27, 2014		tober 3, 2015	Sept	tember 27, 2014				
Basic net income per common share: Net income Income allocated to participating securities	\$	79,326 (675)	\$	65,886 (887)	\$	79,925 (680)	\$	67,933 (914)				
Net income available to common shareholders	\$	78,651	\$	64,999	\$	79,244	\$	67,019				
Basic net income per common share		\$1.52		\$1.24		\$1.53		\$1.28				
Diluted net income per common share: Net income Income allocated to participating securities Net income available to common shareholders	\$	79,326 (670) 78,657	\$	65,886 (880) 65,006	\$	\$79,925 (675) 79,250	\$	\$67,933 (908) 67,026				
Diluted net income per common share		\$1.51		\$1.23		\$1.52		\$1.27				

(a) In addition to the results provided in this earnings release in accordance with GAAP, the Company has provided adjusted, non-GAAP financial measurements that present the information above excluding \$0.6 million and \$2.0 million in after-tax expenses from these results for the fiscal quarters ended October 3, 2015 and September 27, 2014, respectively.

Note: Results may not be additive due to rounding.

# Third Quarter Reconciliation of Reported to Adjusted Earnings



Segment Reporting

#### \$ in millions, except EPS

Third Quarter of Fiscal 2015	Gross Margin	% of sales	SG&A	% of sales	Operating Income	% of sales	Net Income	Diluted EPS	International Operating Income	% of segment net sales	Corporate Operating Expenses	% of total net sales
As reported (GAAP)	\$347.5	40.9%	\$230.0	27.1%	\$130.2	15.3%	\$79.3	\$1.51	\$18.2	19.3%	(\$24.7)	(2.9%)
Amortization of acquired tradenames (a)	-		(1.0)		1.0		0.6	0.01	-		1.0	
As adjusted	\$347.5	40.9%	\$229.1	27.0%	\$131.2	15.4%	\$79.9	\$1.52	\$18.2	19.3%	(\$23.8)	(2.8%)

#### Segment Reporting

Third Quarter of Fiscal 2014	Gross Margin	% of sales	SG&A	% of sales	Operating Income	% of sales	Net Income	Diluted EPS	International Operating Income	% of segment net sales	Corporate Operating Expenses	% of total net sales
As reported (GAAP)	\$321.2	40.2%	\$221.9	27.8%	\$110.5	13.8%	<b>\$65.9</b>	\$1.23	\$15.9	17.4%	(\$23.2)	(2.9%)
Amortization of acquired tradenames (a)	-		(2.3)		2.3		1.4	0.03	-		2.3	
Revaluation of contingent consideration (b)	-		(0.4)		0.4		0.4	0.01	0.4		-	
Closure of distribution facility in Hogansville, GA	-		(0.2)		0.2		0.1	-	-		0.2	
	-		(2.9)		2.9		2.0	0.04	0.4		2.5	
As adjusted	\$321.2	40.2%	\$219.0	27.4%	\$113.4	14.2%	\$67.9	\$1.27	\$16.4	18.0%	(\$20.7)	(2.6%)

(a) Amortization of H.W. Carter and Sons tradenames acquired in 2013.

(b) Revaluation of contingent consideration liability associated with the Company's acquisition of Bonnie Togs in 2011.



	First Three Quarters		
	October 3, 2015	September 27, 2014	
Weighted-average number of common and common equivalent shares outstanding:			
Basic number of common shares outstanding	51,960,041	52,788,217	
Dilutive effect of equity awards	512,861	476,893	
Diluted number of common and common equivalent shares outstanding	52,472,902	53,265,110	

	First Three Quarters									
	A	s reported or	n a GA		(a)					
\$ in thousands, except EPS		ctober 3, 2015	September 27, 2014		October 3, 2015		Sep	tember 27, 2014		
Basic net income per common share: Net income Income allocated to participating securities	\$	165,223 (1,557)	\$	126,079 (1,706)	\$	170,443 (1,607)	\$	140,919 (1,910)		
Net income available to common shareholders	\$	163,666	\$	124,373	\$	168,836	\$	139,009		
Basic net income per common share		\$3.15		\$2.36		\$3.25		\$2.63		
Diluted net income per common share: Net income Income allocated to participating securities Net income available to common shareholders	\$	165,223 (1,545) 163,678	\$	126,079 (1,695) 124,384	\$	170,443 (1,595) 168,848	\$	140,919 (1,897) 139,022		
Diluted net income per common share		\$3.12		\$2.34		\$3.22		\$2.61		

(a) In addition to the results provided in this earnings release in accordance with GAAP, the Company has provided adjusted, non-GAAP financial measurements that present per share data excluding the adjustments discussed above. The Company has excluded \$5.2 million and \$14.8 million in after-tax net expenses from these results for the first three fiscal quarters of 2015 and 2014, respectively.

Note: Results may not be additive due to rounding.

## Q3 YTD 2015 Reconciliation of Reported to Adjusted Earnings



Segment Reporting

\$	in	millions,	except	FPS
Ψ		1111110113	CACOPI	

First Three Quarters of Fiscal 2015	Gross Margin	% of sales	SG&A	% of sales	Operating Income	% of sales	Net Income	Diluted EPS	International Operating Income	% of segment net sales	Corporate Operating Expenses	% of total net sales
As reported (GAAP)	\$894.5	41.7%	\$650.5	30.3%	\$276.7	12.9%	\$165.2	\$3.12	\$31.0	13.5%	(\$74.4)	(3.5%)
Amortization of tradenames (a) Revaluation of contingent consideration (c)	-		(5.3) (1.9) (7.2)		5.3 1.9 7.2		3.3 1.9 5.2	0.06 0.04 0.10	- 1.9 1.9		5.3  5.3	-
As adjusted	\$894.5	41.7%	\$643.3	30.0%	\$283.9	13.2%	\$170.4	\$3.22	\$32.9	14.3%	(\$69.2)	(3.2%)

#### Segment Reporting

First Three Quarters of Fiscal 2014	Gross Margin	% of sales	SG&A	% of sales	Operating Income	% of sales	Net Income	Diluted EPS	International Operating Income	% of segment net sales	Corporate Operating Expenses	% of total net sales
As reported (GAAP)	\$828.4	40.9%	\$638.3	31.5%	\$219.3	10.8%	\$126.1	\$2.34	\$27.0	12.1%	(\$83.1)	(4.1%)
Office consolidation costs (b)	-		(6.6)		6.6		4.2	0.08	-		6.6	
Amortization of tradenames (a)	-		(14.2)		14.2		8.9	0.16	-		14.2	
Revaluation of contingent consideration (c)	-		(0.9)		0.9		0.9	0.02	0.9		-	
Japan exit costs (d)	(1.0)		(1.5)		0.5		0.3	0.01	0.5		-	
Closure of distribution facility in Hogansville, GA	-		(0.9)		0.9		0.6	0.01	-		0.9	
	(1.0)		(24.0)		23.0		14.8	0.27	1.4		21.6	-
As adjusted	\$827.4	40.9%	\$614.3	30.3%	\$242.4	12.0%	\$140.9	\$2.61	\$28.4	12.8%	(\$61.5)	(3.0%)

(a) Amortization of H.W. Carter and Sons tradenames acquired in 2013.

(b) Costs associated with the office consolidation including severance, relocation, accelerated depreciation, and other charges.

(c) Revaluation of contingent consideration liability associated with the Company's acquisition of Bonnie Togs in 2011.

(d) Costs incurred to wind-down the retail business in Japan.



\$ in millions									
	Fiscal qua	Four fiscal quarters ended							
	October 3,	September 27,	October 3,	September 27,	October 3,				
	2015	2014	2015	2014	2015				
Net income	\$79.3	\$65.9	\$165.2	\$126.1	\$233.8				
Interest expense	6.9	6.8	20.5	20.6	27.6				
Interest income	(0.1)	-	(0.4)	(0.3)	(0.5)				
Tax expense	44.7	36.5	91.9	71.2	128.9				
Depreciation and amortization (a)	14.8	15.4	49.6	57.0	67.5				
EBITDA	\$145.6	\$124.6	\$326.8	\$274.6	\$457.3				
Adjustments to EBITDA									
Office consolidation costs (b)(c)	\$ -	\$ -	\$ -	\$6.5	\$ -				
Revaluation of contingent consideration (d)	-	0.4	1.9	0.9	2.3				
Closure of distribution facility in Hogansville, GA (c)	-	0.2	-	0.9	0.1				
Japan retail operations exit (c)	-		-	(0.3)	0.1				
Adjusted EBITDA	\$145.6	\$125.3	\$328.7	\$282.6	\$459.8				

(a) Includes amortization of acquired tradenames.

(b) Costs associated with office consolidation including severance, relocation, and other charges.

(c) Amounts exclude costs related to accelerated depreciation as such amounts are included in the total of depreciation and amortization above.

(d) Revaluation of contingent consideration liability associated with the Company's 2011 acquisition of Bonnie Togs.

Results provided in this presentation are preliminary and unaudited. This presentation should be read in conjunction with the audio broadcast or transcript of the Company's earnings call, held on October 29, 2015, which is available at www.carters.com. Also, this presentation contains forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 relating to our future performance, including, without limitation, statements with respect to our anticipated financial results for the fourth quarter of fiscal 2015 and fiscal year 2015, or any other future period, assessment of our performance and financial position, and drivers of our sales and earnings growth. Such statements are based on current expectations only, and are subject to certain risks, uncertainties, and assumptions. Should one or more of these risks or uncertainties materialize or not materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, estimated, or projected. Certain of the risks and uncertainties that could cause actual results and performance to differ materially are described in our most recently filed Annual Report on Form 10-K and other reports filed with the Securities and Exchange Commission from time to time under the headings "Risk Factors" and "Forward-Looking Statements." Included among the risks and uncertainties that may impact future results are the risks of: losing one or more major customers, vendors, or licensees, due to competition, inadequate quality of our products, or otherwise; financial difficulties for one or more of our major customers, vendors, or licensees, or an overall decrease in consumer spending; our products not being accepted in the marketplace, due to quality concerns, changes in consumer preference and fashion trends, or otherwise; negative publicity, including as a result of product recalls or otherwise; failing to protect our intellectual property; a breach of our consumer databases, systems or processes; the risk of slow-downs, disruptions or strikes along our supply chain, including disruptions resulting from foreign supply sources, our distribution centers or in-sourcing capabilities; and unsuccessful expansion into international markets or failure to successfully manage legal, regulatory, political and economic risks of our existing international operations, including maintaining compliance with worldwide anti-bribery laws. All information is provided as of October 29, 2015. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

carter's