## carter's, inc.

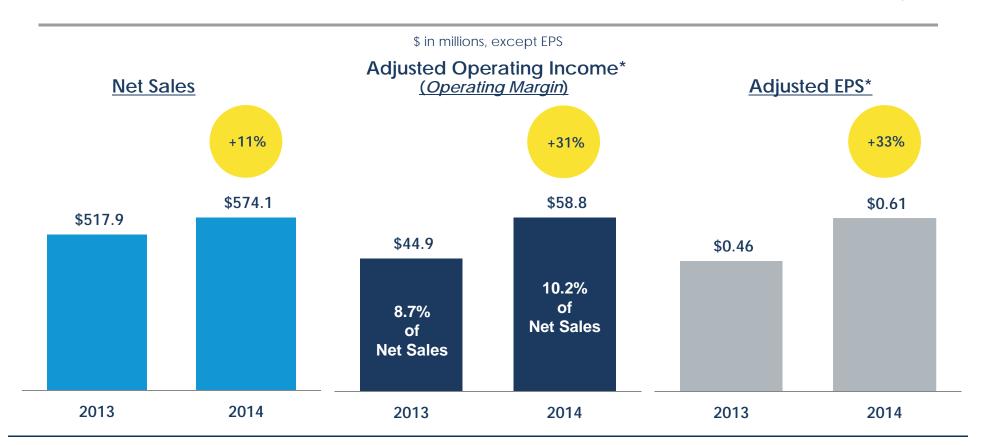
## Second Quarter 2014

Business Update

. . . . . . .

July 24, 2014

#### Second Quarter 2014 Highlights\*



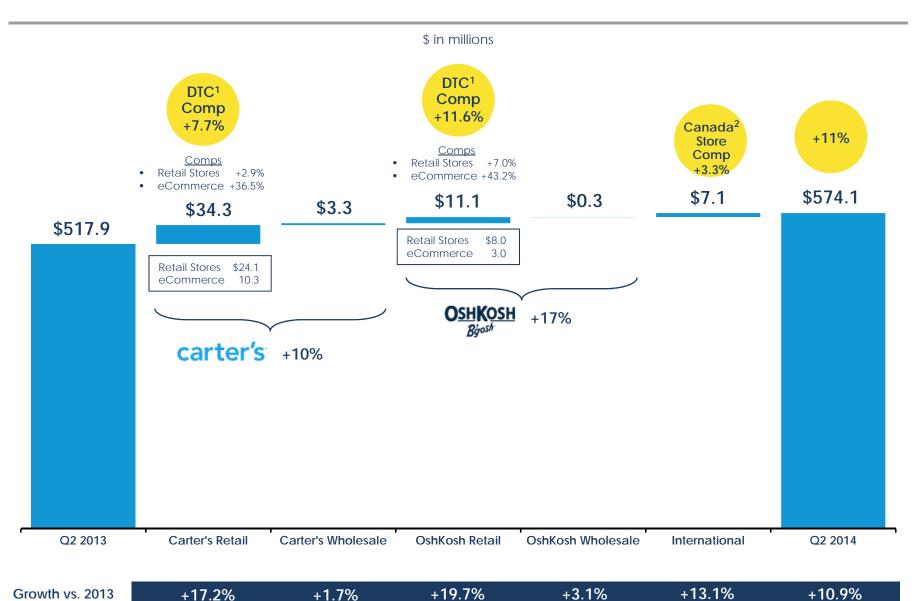
- Strong sales growth (+11%) with growth in all segments
  - U.S. +11%
    - *Carter's* +10%
    - OshKosh +17%
  - International +13% (constant currency +18%)
- · Earnings growth vs. LY driven by strong sales and expense leverage

carter's

OSHKOSH

#### Second Quarter 2014 Net Sales





<sup>1</sup>Direct-to-Consumer ("DTC") Comparable sales is defined as the combination of retail store and eCommerce comparable sales.

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

Note: Results may not be additive due to rounding.



\$ in millions, except EPS											
	Q2 2014	% of Sales	Q2 2013	% of Sales	Increase / (Decrease)						
Net sales	\$574.1		\$517.9		11%						
Gross profit	245.5	42.8%	220.2	42.5%	11%						
Adjusted SG&A*	194.8	33.9%	182.9	35.3%	7%						
Royaltyincome	(8.2)	(1.4%)	(7.5)	(1.4%)	9%						
Adjusted operating income*	58.8	10.2%	44.9	8.7%	31%						
Interest and other, net	6.6	1.1%	1.6	0.3%	312%						
Incometaxes	19.1	3.3%	15.6	3.0%	23%						
Adjusted net income*	\$33.1	5.8%	\$27.7	5.3%	20%						
Adjusted diluted EPS*	\$0.61		\$0.46		33%						
Weighted average shares outstanding	53.3		59.2		(10%)						
Adjusted EBITDA*	\$73.0	12.7%	\$55.5	10.7%	32%						

\* Results are stated on an adjusted basis; see reconciliation to GAAP on pages 28 & 32. Note: Results may not be additive due to rounding.

carter's OSHKOSH Rigosh



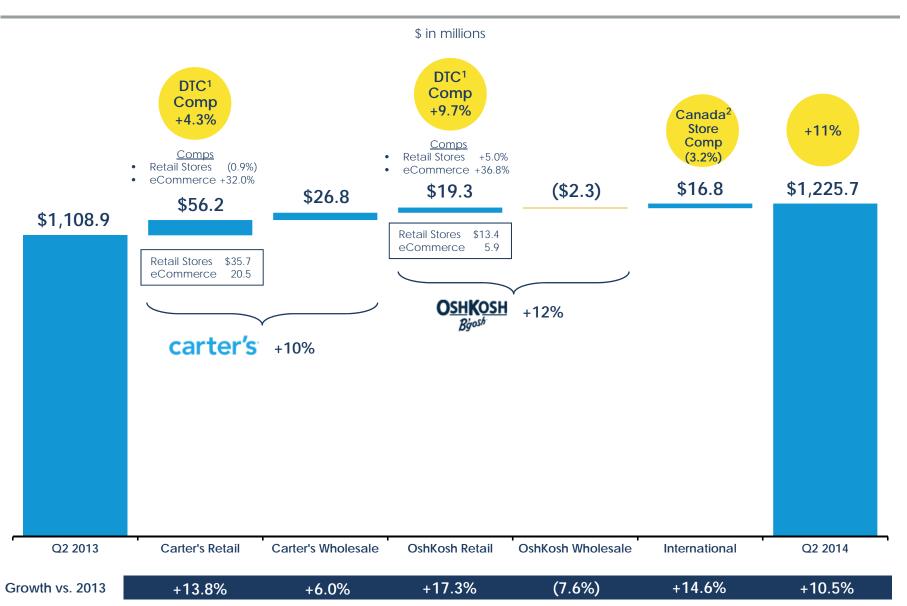
\*Results are stated on an adjusted basis; see reconciliation to GAAP on page 28. Note: Results may not be additive due to rounding.



\$ in millions, except EPS											
Not color	First Two Quarters 2014	% of Sales	First Two Quarters 2013	% of Sales	Increase / (Decrease)						
Net sales Gross profit	\$1,225.7 506.2	41.3%	\$1,108.9 463.3	41.8%	11% 9%						
Adjusted SG&A*	395.4	32.3%	358.8	32.4%	9 <i>%</i> 10%						
Royalty income	(18.1)	(1.5%)	(16.7)	(1.5%)	8%						
Adjusted operating income*	128.9	10.5%	121.3	10.9%	6%						
Interest and other, net	13.9	1.1%	3.3	0.3%	326%						
Incometaxes	42.0	3.4%	42.6	3.8%	(1%)						
Adjusted net income*	\$73.0	6.0%	\$75.4	6.8%	(3%)						
Adjusted diluted EPS*	\$1.35		\$1.26		7%						
Weighted average shares outstanding	53.5		59.2		(10%)						
Adjusted EBITDA*	\$157.3	12.8%	\$142.3	12.8%	11%						

\* Results are stated on an adjusted basis; see reconciliation to GAAP on pages 30 & 32. Note: Results may not be additive due to rounding.





<sup>1</sup> Direct-to-Consumer ("DTC") Comparable sales is defined as the combination of retail store and eCommerce comparable sales.

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

Note: Results may not be additive due to rounding.

#### Balance Sheet and Cash Flow



	\$ in mill	ions				
	Cash	2014 \$207.9	<u>2013</u> \$312.1	<ul> <li>Strong liquidity         <ul> <li>\$208 million cash on hand</li> <li>\$181 million revolver availability</li> </ul> </li> </ul>		
	Accounts Receivable	133.9	133.3	Inventory increase of +25% reflects business growth, supply chain initiatives, and higher product costs		
Balance Sheet (at Q2 end)	Inventory	538.2	429.2	<ul> <li>Units +17% vs. Q2 2013</li> <li>\$35 million of inventory increase driven by early receipts</li> </ul>		
(at O2 end)an one ofAccounts Payable164.2Long-term debt586.0186.0	to mitigate potential West Coast port strike - Inventory increase consistent with our prior forecast					
	Long-term debt	586.0	186.0	<ul> <li>Significant share repurchase in quarter (\$34 million)</li> </ul>		
				<ul> <li>Ending share count -10% vs. LY</li> <li>\$216 million remains under current \$300 million authorization</li> <li>Open market purchases:<sup>1</sup></li> </ul>		
	Operating Cash Flow	2014 \$33.1	<u>2013</u> \$69.8	Dividend payment of \$10 million in Q2 (\$0.19/share)     \$20 million cash dividends paid YTD		
Cash Flow (Q2 YTD)	Capital Expenditures	(61.3)	(70.6)	Average 2014 Shares Price Total		
	Free Cash Flow	(\$28.2)	(\$0.8)	<b>Q2</b> 477,551 \$72.10 \$34,431,415		
				First Half499,151\$72.2836,079,843		
				<b>Q3 QTD</b> 212,448 \$69.15 14,691,197		
				<b>YTD</b> 711,599 \$71.35 \$50,771,041		

 Operating cash flow \$37 million lower vs. LY reflecting increased inventory commitments, higher products costs, and timing of inventory purchases / payments





#### \$ in millions

		Net Sales		-	sted Oper come (Los	-	Adjusted Operating Margin*		
	2014	2013	\$ Growth	2014	2013	\$ Growth	2014	2013	
Carter's Wholesale (a)	\$200	\$197	\$3	\$31	\$32	(\$1)	15.4%	16.1%	
Carter's Retail (b)	234	199	34	40	33	7	17.2%	16.7%	
Total Carter's	\$434	\$396	\$38	\$71	\$65	\$6	16.4%	16.4%	
OshKosh Wholesale	\$12	\$11	\$0	\$1	\$1	\$0	7.4%	7.5%	
OshKosh Retail (b)	68	56	11	(2)	(6)	5	(2.5%)	(11.3%)	
Total OshKosh	\$79	\$68	\$11	(\$1)	(\$6)	\$5	(1.1%)	(8.1%)	
International (c)(d)	\$61	\$54	\$7	\$8	\$8	\$0	13.1%	14.2%	
Total before corporate expenses	\$574	\$518	\$56	\$78	\$67	\$11	13.6%	13.0%	
Corporate expenses (d)				(\$19)	(\$22)	\$3	(3.4%)	(4.3%)	
Total (d)	\$574	\$518	\$56	\$59	\$45	\$14	10.2%	8.7%	

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

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

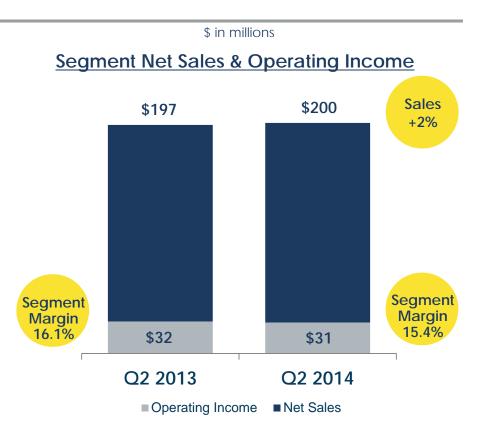
(c) Includes international retail, eCommerce and wholesale sales. Adjusted operating income includes international licensing income.

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

<sup>\*</sup> Results are stated on an adjusted basis; see reconciliation to GAAP on page 28. Note: Results may not be additive due to rounding.







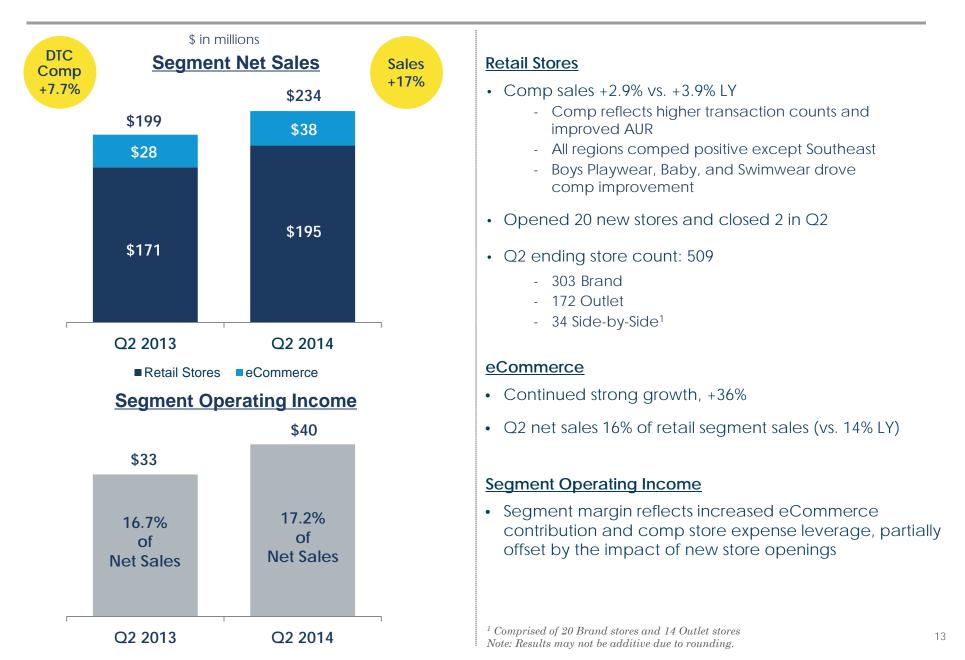
- Net sales largely in line with our forecast
- Segment margin reflects impact of higher product costs
- Spring 2014 over-the-counter selling at top accounts up modestly with improved AURs
- 2014 full-year net sales outlook: low single-digit growth
- Spring 2015 seasonal bookings planned comparable to 2014





#### Second Quarter 2014 Highlights – *Carter's* Retail





### Brooklyn, NY





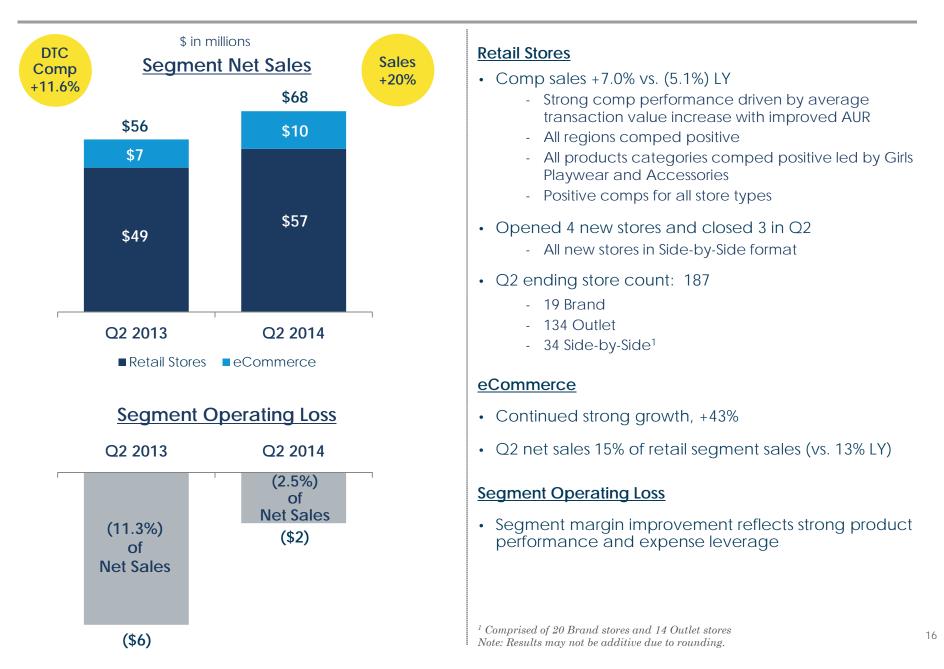
### Jackson Heights, NY





#### Second Quarter 2014 Highlights – OshKosh Retail





#### Atlanta, GA









El Paso, TX





### Second Quarter 2014 Highlights – *OshKosh* Wholesale



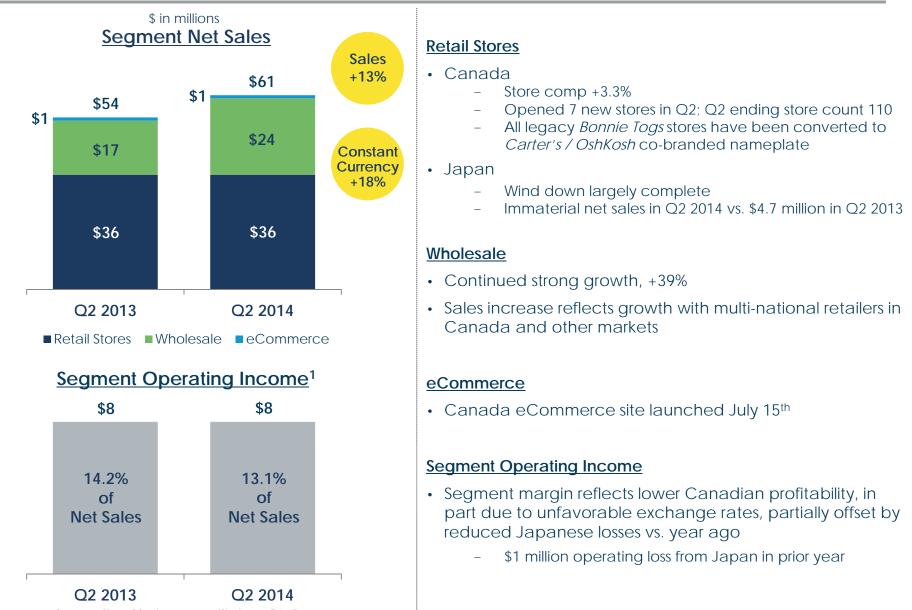


- Net sales in line with forecast
- Segment margin comparable to LY
- Continued focus on profitability and brand presentation
- Spring 2015 bookings planned down high single-digits



#### Second Quarter 2014 Highlights – International





<sup>&</sup>lt;sup>1</sup> Results are stated on an adjusted basis; see reconciliation to GAAP on pages 28. Note: Results may not be additive due to rounding.

Canada eCommerce Launch – *www.cartersoshkosh.ca* carter's



OSHKOSH Bigosh



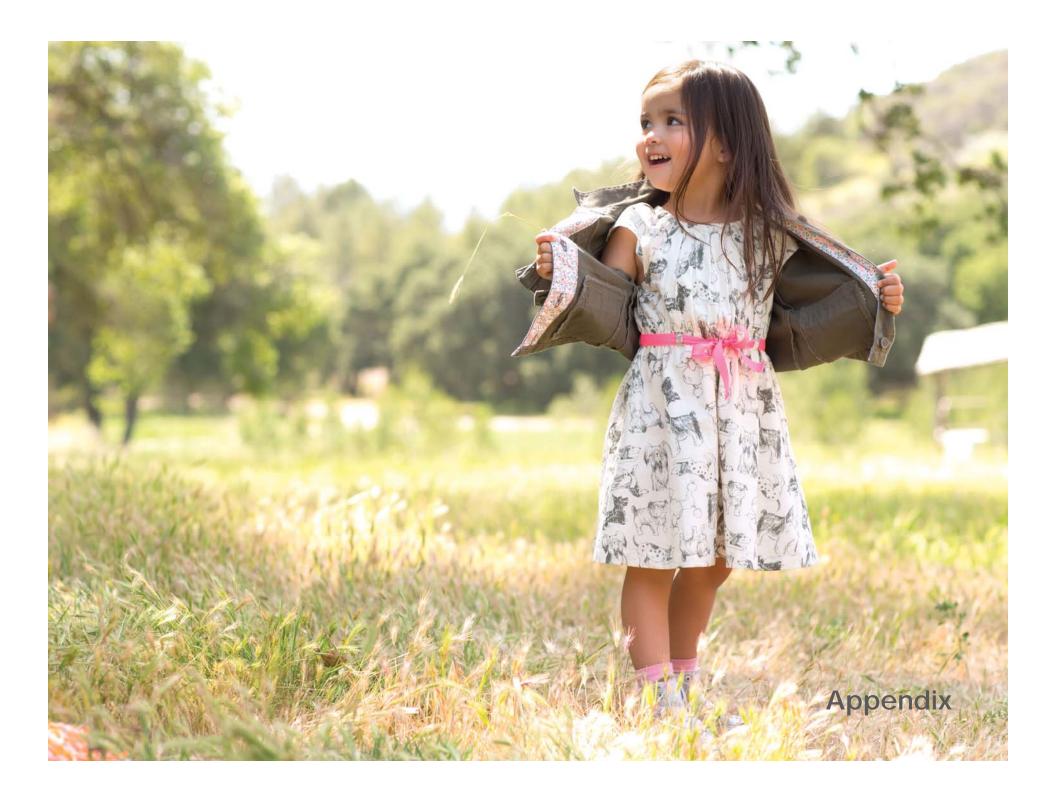




Q3 2014	<ul> <li>Net sales growth of approximately 4% to 6%</li> <li>Adjusted EPS growth of approximately 7% to 10% (vs. \$1.12 LY)</li> </ul>	
	Net sales growth of approximately 8% to 10%	
	Raising earnings outlook	
	- Adjusted EPS growth of approximately 14% to 16% (vs. \$3.37 LY)	
	- Previous guidance: 12% to 15% growth	
Fiscal Year 2014	New retail store openings:	
	- Carter's 60	
	- OshKosh 24 - Canada 22	
	Operating Cash Flow \$225 to \$250 million	
	CapEx \$100 to \$110 million	

美学





#### Second Quarter 2014 Reconciliation of Net Income Allocable to Common Shareholders



	Fiscal Quart	er Ended
	June 28,	June 29
	2014	2013
Weighted-average number of common and common equivalent shares outstanding:		
Basic number of common shares outstanding	52,836,070	58,567,558
Dilutive effect of equity awards	455,116	588,622
Diluted number of common and common equivalent shares outstanding	53,291,186	59,156,180

	Fiscal Quarter Ended								
	As reported on a	a GAAP Basis	As adjusted (a)						
\$ in thousands, except EPS	June 28, 2014	June 29, 2013	June 28, 2014	June 29, 2013					
Basic net income per common share:	2014			2010					
Net income	\$25,897	\$19,673	\$33,120	\$27,668					
Income allocated to participating securities	(345)	(265)	(443)	(375)					
Net income available to common shareholders	\$25,552	\$19,408	\$32,677	\$27,293					
Basic net income per common share	\$0.48	\$0.33	\$0.62	\$0.47					
Diluted net income per common share:									
Net income	\$25,897	\$19,673	\$33,120	\$27,668					
Income allocated to participating securities	(343)	(263)	(440)	(372)					
Net income available to common shareholders	\$25,554	\$19,410	\$32,680	\$27,296					
Diluted net income per common share	\$0.48	\$0.33	\$0.61	\$0.46					

(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 \$7.2 million and \$8.0 million in after-tax net expenses from these results for the second fiscal quarters of 2014 and 2013, respectively.

# Second Quarter 2014 Reconciliation of Reported to Adjusted Earnings



\$ in millions, except EPS

							Segment Reporting				
Second Quarter of Fiscal 2014	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)	\$206.3	35.9%	\$47.3	8.2%	\$25.9	\$0.48	\$7.1	11.6%	(\$30.0)	(5.2%)	
Amortization of H.W. Carter and Sons tradenames	(5.6)		5.6		3.5	0.07	-		5.6		
Office consolidation costs (a)	(4.6)		4.6		2.9	0.05	-		4.6		
Japan retail operations exit	(0.9)		0.9		0.6	0.01	0.9		-		
Closure of distribution facility in Hogansville, GA	(0.3)		0.3		0.2	0.00	-		0.3		
	(11.5)		11.5		7.2	0.13	0.9		10.6		
As adjusted	\$194.8	33.9%	\$58.8	10.2%	\$33.1	\$0.61	\$8.0	13.1%	(\$19.4)	(3.4%)	

							Segment Reporting			
Second Quarter of Fiscal 2013	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)	\$195.0	37.7%	\$32.7	6.3%	\$19.7	\$0.33	\$6.7	12.4%	(\$33.5)	(6.5%)
Office consolidation costs <i>(a)</i> Revaluation of contingent consideration <i>(b)</i> Closure of distribution facility in Hogansville, GA	(10.2) (1.0) (1.0) (12.1)		10.2 1.0 <u>1.0</u> 12.1		6.4 1.0 0.6 8.0	0.10 0.02 0.01 0.13	- 1.0 - 1.0		10.2 - 1.0 11.2	
As adjusted	\$182.9	35.3%	\$44.9	8.7%	\$27.7	\$0.46	\$7.6	14.2%	(\$22.3)	(4.3%)

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

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



	First Two Fiscal Q	uarters Ended
	First Two Fiscal 0 June 28, 2014 53,004,264 478,426 53,482,690	June 29,
	2014	2013
Weighted-average number of common and common equivalent shares outstanding:		
Basic number of common shares outstanding	53,004,264	58,519,286
Dilutive effect of equity awards	478,426	648,072
Diluted number of common and common equivalent shares outstanding	53,482,690	59,167,358

	First Two Fiscal Quarters Ended								
	As reported on	a GAAP Basis	As adjusted (a)						
\$ in thousands, except EPS	June 28, 2014	June 29, 2013	June 28, 2014	June 29, 2013					
Basic net income per common share: Net income	\$60,193	\$61,088	\$72,986	\$75,378					
Income allocated to participating securities Net income available to common shareholders	(812) \$59,381	(811) \$60,277	(989) \$71,997	(1,002) \$74,376					
Basic net income per common share	1.12	1.03	1.36	1.27					
Diluted net income per common share:	¢(0,102	¢(1,000	¢70.007	¢75 070					
Net income Income allocated to participating securities	\$60,193 (807)	\$61,088 (803)	\$72,986 (983)	\$75,378 (992)					
Net income available to common shareholders	\$59,386	\$60,285	\$72,003	\$74,386					
Diluted net income per common share	\$1.11	\$1.02	\$1.35	\$1.26					

(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 \$12.8 million and \$14.3 million in after-tax net expenses from these results for the first two fiscal quarters of 2014 and 2013, respectively.

# First Half 2014 Reconciliation of Reported to Adjusted Earnings



\$ in millions, except EPS

										Segment Reporting			
First Two 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)	\$507.2	41.4%	\$416.4	34.0%	\$108.9	8.9%	\$60.2	\$1.11	\$11.1	8.5%	(\$59.9)	(4.9%)	
Amortization of H.W. Carter and Sons tradenames	-		(11.9)		11.9		7.5	0.14	-		11.9		
Office consolidation costs (a)	-		(6.6)		6.6		4.2	0.08	-		6.6		
Revaluation of contingent consideration (b)	-		(0.5)		0.5		0.5	0.01	0.5		-		
Closure of distribution facility in Hogansville, GA	-		(0.6)		0.6		0.4	0.01	-		0.6		
Japan retail operations exit	(1.0)		(1.5)		0.5		0.3	0.01	0.5		-		
	(1.0)	-	(21.0)		20.0		12.8	0.24	0.9		19.1		
As a djusted	\$506.2	41.3%	\$395.4	32.3%	\$128.9	10.5%	\$73.0	\$1.35	\$12.0	9.1%	(\$40.7)	(3.3%)	

									Segment Reporting			
First Two Quarters of Fiscal 2013	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
Asreported (GAAP)	\$463.3	41.8%	\$380.4	34.3%	\$99.7	9.0%	\$61.1	\$1.02	\$10.9	9.6%	(\$58.7)	(5.3%)
Office consolidation costs (a)	-		(18.2)		18.2		11.4	0.19	-		18.2	
Revaluation of contingent consideration (b)	-		(1.9)		1.9		1.9	0.03	1.9		-	
Closure of distribution facility in Hogansville, GA	-		(0.6)		0.6		0.4	0.01	-		0.6	
Amortization of H.W. Carter and Sons tradenames	-		(1.0)		1.0		0.6	0.01	-		1.0	
	-	-	(21.6)		21.6		14.3	0.24	1.9		19.7	
As adjusted	\$463.3	41.8%	\$358.8	32.4%	\$121.3	10.9%	\$75.4	\$1.26	\$12.8	11.2%	(\$39.0)	(3.5%)

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

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



#### \$ in millions

				Adjus	ted Opera	Adjusted Operating		
		Net Sales		Inc	ome (Loss	Margin*		
			\$			\$		
	2014	2013	Growth	2014	2013	Growth	2014	2013
Carter's Wholesale (a)	\$472	\$445	\$26	\$78	\$82	(\$5)	16.5%	18.5%
Carter's Retail (b)	464	408	56	83	73	10	17.9%	17.9%
Total Carter's	\$936	\$853	\$83	\$161	\$155	\$5	17.2%	18.2%
OshKosh Wholesale	\$27	\$29	(\$2)	\$3	\$4	(\$1)	10.6%	12.7%
OshKosh Retail (b)	131	112	19	(6)	(12)	6	(4.7%)	(10.5%)
Tot al OshKosh	\$158	\$141	\$17	(\$3)	(\$8)	\$5	(2.1%)	(5.7%)
International (c)(d)	\$132	\$114	\$17	\$12	\$13	(\$1)	9.1%	11.2%
Total before corporate expenses	\$1,226	\$1,109	\$117	\$170	\$160	\$9	13.8%	14.5%
Corporate expenses (d)				(\$41)	(\$39)	(\$2)	(3.3%)	(3.5%)
Total (d)	\$1,226	\$1,109	\$117	\$129	\$121	\$8	10.5%	10.9%

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

(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.

<sup>\*</sup> Results are stated on an adjusted basis; see reconciliation to GAAP on page 30. Note: Results may not be additive due to rounding.

### Reconciliation of Net Income to Adjusted EBITDA

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

	\$ in million	\$ in millions					
	Fiscal Quar	Fiscal Quarter Ended Two Fiscal Quarters Ended					
	June 28,	June 29,	June 28,	June 29,	June 28,		
	2014	2013	2014	2013	2014		
Net income	\$25.9	\$19.7	\$60.2	\$61.1	\$159.5		
Interest expense	6.9	1.3	13.8	2.5	24.7		
Interest income	(0.1)	(0.2)	(0.3)	(0.4)	(0.6)		
Tax expense	14.9	11.5	34.8	35.3	88.5		
Depreciation and amortization	20.0	13.5	41.6	25.9	84.1		
EBITDA	\$67.5	\$45.8	\$150.0	\$124.5	\$356.2		
Adjustments to EBITDA							
Office consolidation costs (a)	\$4.6	\$8.9	\$6.5	\$15.6	\$20.3		
Revaluation of contingent consideration $(b)$	-	1.0	0.5	1.9	1.4		
Facility related closures (c)	0.3	(0.2)	0.6	0.3	1.5		
Japan retail operations exit (d)	0.6	-	(0.4)	-	3.6		
Adjusted EBITDA	\$73.0	\$55.5	\$157.3	\$142.3	\$383.1		

(a) Costs associated with office consolidation including severance, relocation, and other charges. These amounts exclude costs related to accelerated depreciation as such amounts are included in the total of depreciation and amortization above.

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

(c) Costs related to the closure of a distribution facility located in Hogansville, GA, announced in the first quarter of fiscal 2012. These amounts exclude costs related to accelerated depreciation as such amounts are included in the total of depreciation and amortization above.

(d) Costs incurred to exit the Company's retail business in Japan. First two fiscal quarters and four fiscal quarters ended June 28, 2014 also reflect a favorable recovery of inventory. These amounts exclude costs related to accelerated depreciation as such amounts are included in the total of depreciation and amortization above.

Note: Results may not be additive due to rounding.



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 July 24, 2014, 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 the Company's future performance, including, without limitation, statements with respect to the Company's anticipated financial results for the third quarter of fiscal 2014 and fiscal year 2014, or any other future period, assessment of the Company's performance and financial position, and drivers of the Company's 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 should underlying assumptions prove incorrect, actual results may vary materially from those anticipated, estimated, or projected. Factors that could cause actual results to materially differ include the risks of: losing one or more major customers or vendors or financial difficulties for one or more of our major customers or vendors; the Company's products not being accepted in the marketplace; changes in consumer preference and fashion trends; negative publicity; the Company failing to protect its intellectual property; the breach of the Company's consumer databases, systems or processes; incurring costs in connection with cooperating with regulatory investigations and proceedings; increased leverage, not being able to repay its indebtedness and being subject to restrictions on operations by the Company's debt agreements; increased production costs; deflationary pricing pressures; decreases in the overall level of consumer spending; disruptions resulting from the Company's dependence on foreign supply sources; the Company's foreign supply sources not meeting the Company's quality standards or regulatory requirements; disruptions in the Company's supply chain, including distribution centers or in-sourcing capabilities or otherwise, and including the risk of slow-downs, disruptions or strikes in the event that a new agreement between the port through which we source substantially all of our products and International Longshore and Warehouse Union is not reached in a timely manner; the loss of the Company's principal product sourcing agent; increased competition in the baby and young children's apparel market; the Company being unable to identify new retail store locations or negotiate appropriate lease terms for the retail stores; the Company not adequately forecasting demand, which could, among other things, create significant levels of excess inventory; failure to achieve sales growth plans, cost savings, and other assumptions that support the carrying value of the Company's intangible assets; not attracting and retaining key individuals within the organization; failure to implement needed upgrades to the Company's information technology systems; disruptions resulting from the Company's transition of distribution functions to its new Braselton facility and not achieving planned efficiencies; being unsuccessful in expanding into international markets and failing to successfully manage legal, regulatory, political and economic risks of international operations, including maintaining compliance with worldwide anti-bribery laws; incurring substantial costs as a result of various claims or pending or threatened lawsuits; and the failure to declare future guarterly dividends. Many of these risks are further described in the most recently filed Quarterly Report on Form 10-Q and other reports filed with the Securities and Exchange Commission under the headings "Risk Factors" and "Forward-Looking Statements." All information is provided as of July 24, 2014. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.