



««THAT'S A RECORD! WE OPENED 27 NEW NORDSTROM RACK STORES IN 2014—THE MOST WE'VE EVER OPENED IN ONE YEAR.



»» **THE RACK GOES ONLINE** SHOPPING GENIUSES CAN NOW CONTINUE THEIR STYLE SEARCH AT NORDSTROMRACK.COM, WHERE CUSTOMERS CAN EASILY CHOOSE HOW THEY SHOP BOTH HAUTELOOK AND NORDSTROM RACK.

our engagement with customers. In 2014, we added more than 1 million new Rewards accounts, a 15% increase from the previous year. We want to give customers more choices with our loyalty program, and our goal is to provide an integrated multi-tender program in all stores and online later this year. We know our Rewards members are many of our most loyal and best customers. So growing these relationships by offering programs that appeal to more customers will be beneficial in the long term.

CONCLUSION

Our strategy is based on the customer and will remain so. Customers' expectations of speed, convenience, personalization and mobile are increasing. As we continue on our journey, we recognize it's imperative for us to invest for the future and find ways to make our stores more

convenient and our online experience richer. We believe we are well positioned to deliver a great experience for our customers—no matter how they choose to shop with Nordstrom.

Blake W. Nordstrom

President, Nordstrom, Inc.

Peter E. Nordstrom

President of Merchandising, Nordstrom, Inc.

Erik B. Nordstrom

President of Nordstrom.com, Nordstrom, Inc.

“
*I don't think I could've
received better news today.
Nordstrom Rack has now
launched online!*
”

OUR CUSTOMER, JOANNA D.