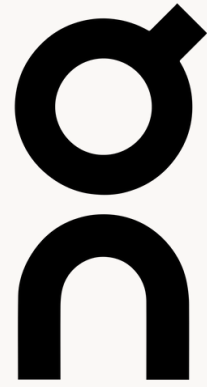


MARCH '23

WOMENS/MENS SHOES

ITEM MANIA!



ON RUNNING WAS OUR ITEM-MANIA ITEM FOR THE MONTH OF MARCH. WE SOLD **798** PAIRS OF ONS IN THE MONTH OF MARCH. THIS DROVE **\$121,601** IN SALES AND HELPED US IN GIVING US A **6.6%** INCREASE.

33% OF THE UNITS SOLD IN SHOES IN MARCH WERE ON RUNNING. ALL **4** TOP SELLERS ON VPNS WERE ON RP. ON RUNNING WAS **15.6%** OF OUR TOTAL MARCH BUSINESS + ONLY **8.6%** OF OUR INVENTORY.

A PAIR OF ONS IS AROUND **\$150** AND THEY COME IN **SEVERAL** COLORWAYS AND STYLES. OUR EMPLOYEES DID **OUTREACH** FOR NEW STYLES, COLORS, ETC. WE ALSO DID A **BINGO CONTEST** TO GET THE TEAM TO FURTHER RALLY BEHIND THE BRAND.

OUR EFFORTS IMPACT FUTURE BUSINESS BY DRIVING SALES THROUGH EXCEPTIONAL CUSTOMER SERVICE, PRODUCT KNOWLEDGE, TEAM-LEADING, WHICH IN TURN HELPS US BUILD CUSTOMER LOYALTY AND GREAT BUSINESS. THEY ALSO HELP THE TEAM FEEL CONFIDENT ABOUT THE PRODUCT THEY SELL AND TEACH THEM TO ADD MORE TO EACH PURCHASE.

