

# 1.800.FLOWERS.COM, INC.

NASDAQ Symbol: **FLWS**



Harry & David

1-800  
flowers.com

PERSONALIZATION  
MALL

MOOSE  
MUNCH  
PREMIUM POPCORN

Cheryl's  
cookies

Sharis  
Berries

THE  
POPCORN  
FACTORY

simply  
CHOCOLATE

1-800  
baskets  
.com

fruit  
bouquets.com

Wolferman's  
Bakery

SINCE 1893  
STOCK YARDS  
PREMIUM POPCORN

bloom.net  
#betterwithbloomnet

DESIGN PAC

napco

# 1.800.FLOWERS.COM, INC. Engaging Customers, Delivering Smiles

We've transformed our company, growing from a collection of specialty brands into an unparalleled e-commerce platform. We're dedicated to helping inspire our community of customers to give more, connect more, and build meaningful relationships. This means creating unique ways to help our customers engage with each other – and our company – well beyond the transactional process.

It means understanding and communicating the many ways our products and services help people build relationships, share with others, express themselves in meaningful ways and celebrate moments big and small. To do this in an authentic way – a way that truly resonates with our customers – it must reside with all of us and permeate every aspect of what we do.

Our customer-first strategy means we have a clear investment in the needs of our customers and that we are committed to consistently bringing them more value. In the process, we will deepen our connections and relationships with our customers, earning their emotional loyalty for our company and its family of brands.

## BUSINESS SEGMENTS

### Gourmet Foods & Gift Baskets: 45%

A leading player in a ~\$20 billion category with both organic and acquisition growth opportunities.

\*Source: Packaged Facts; Technavio, Arizton Advisory & Intelligence, 2017.

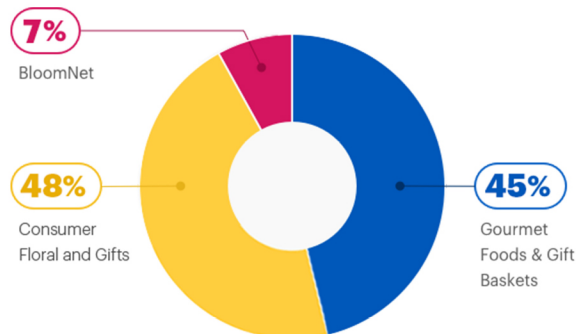
### Consumer Floral and Gifts: 48%

Expanding category leadership with powerful brand equity and significant customer traffic.

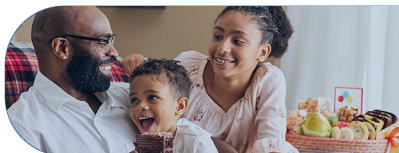
### BloomNet: 7%

Growing market share as leading innovator with strong margins.

## FY2022 % REVENUES (BY SEGMENT)



## OUR KEY STRATEGIC PRIORITIES



Become a trusted destination for expression and connection

Strengthen community relationships and loyalty through engagement and experiences



Evoke emotion through creative that communicates our brand voice

Deliver unparalleled experience through operational excellence



Foster an inclusive and innovative culture

## FY22 FINANCIAL HIGHLIGHTS

**\$2.2B**

Total Revenue

**\$29.6M**

Net Income

**\$99.0M**

Adjusted EBITDA

**\$0.45**  
EPS

**>12.0M**  
Customers

**>1.0M**  
Celebration  
Passport  
Members

## RESEARCH COVERAGE\*

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\*List is for informational purposes only. 1-800-FLOWERS.COM, Inc. does not endorse any opinions or forecasts made by research analysts.

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