DESIGNER BRANDS INC.

FY22 BRAND BUILDING SUCCESS

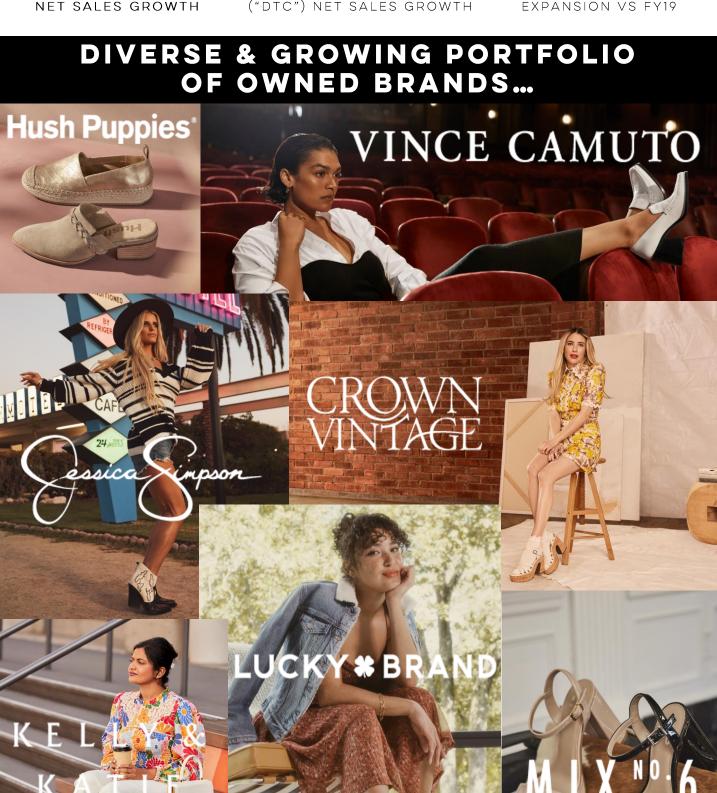
+32%

+35%

+400 BPS

FY22 OWNED BRAND NET SALES GROWTH FY22 DIRECT-TO-CONSUMER ("DTC") NET SALES GROWTH

FY22 GROSS MARGIN EXPANSION VS FY19



...RECENTLY AUGMENTED BY ACQUISITIONS OF ATHLETIC & ATHLEISURE BRANDS







CONTINUING TO REINFORCE OMNICHANNEL PRESENCE THROUGH E-COMMERCE

Pre-2019

Today









~30% OF OWNED BRAND SALES COME THROUGH E-COMMERCE DTC SITES

HEALTHY 2022 FOR TOTAL COMPANY

+4.4%

FY22 COMP SALES

FY22 REPORTED DILUTED EPS

\$1.85

ACHIEVED FY22 ADJ. DILUTED EPS AT TOP OF INITIAL GUIDANCE