

Abercrombie & Fitch (Parent Company)

6301 Fitch Path New Albany, OH 43054

Phone: (614) 283-6500

Segment: Specialty Soft

URL: www.abercrombie.com

Industry: Apparel Stores

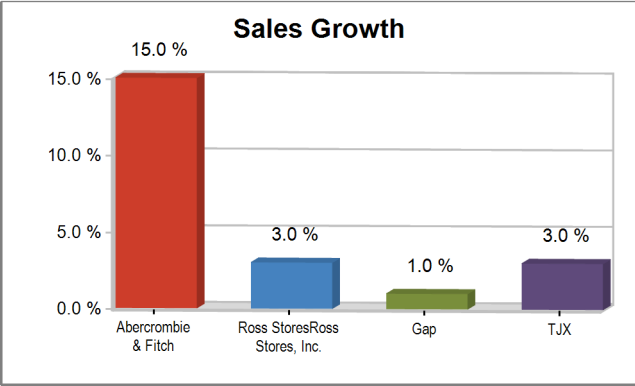
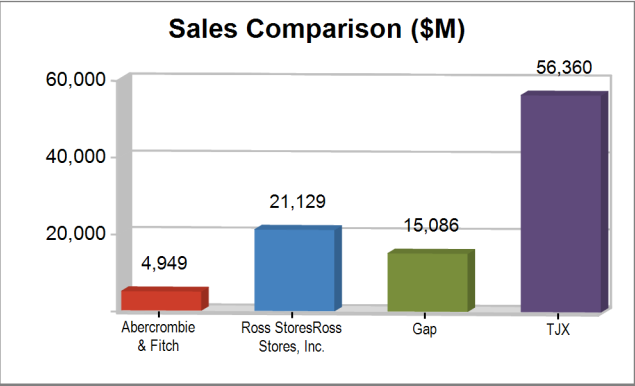
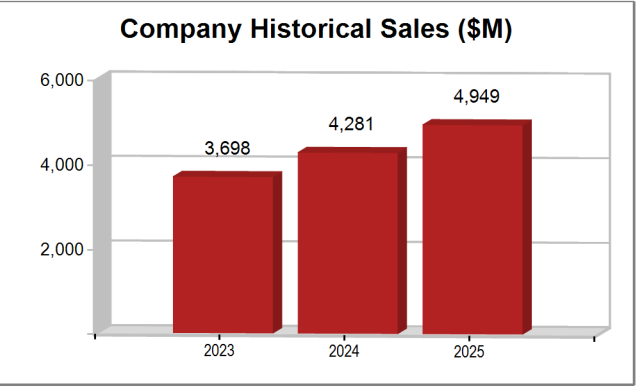
Sales: \$4,948,587,000

Stock Symbol: ANF

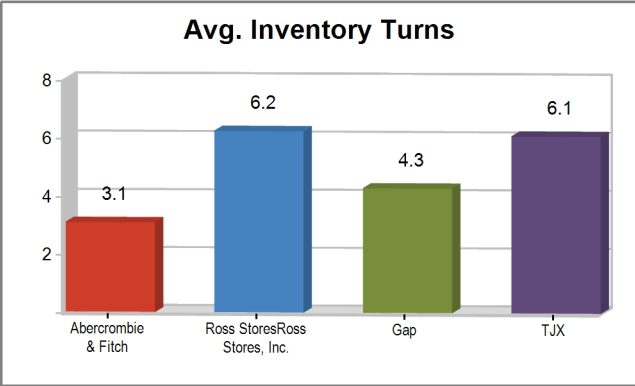
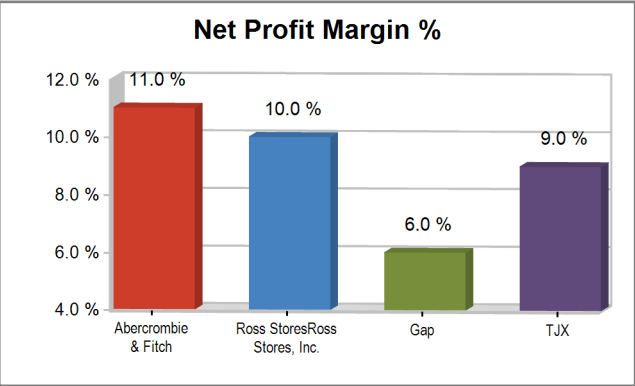
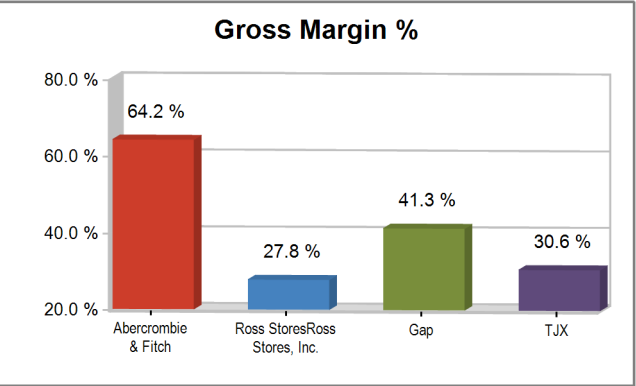
Total Locations: 858

Company Comments and Comparisons:

Abercrombie & Fitch Co. (NYSE: ANF) is a leading, global specialty retailer of apparel and accessories for men, women and kids through five renowned brands. The iconic Abercrombie & Fitch brand was born in 1892 and aims to make every day feel as exceptional as the start of a long weekend. abercrombie kids sees the world through kids’ eyes, where play is life and every day is an opportunity to be anything and better anything. The Hollister brand believes in liberating the spirit of an endless summer inside everyone and making teens feel celebrated and comfortable in their own skin. Gilly Hicks, offering intimates, loungewear and sleepwear, is designed to invite everyone to embrace who they are underneath it all. Social Tourist, the creative vision of Hollister and social media personalities, Dixie and Charli D’Amelio, offers trend forward apparel that allows teens to experiment with their style, while exploring the duality of who they are both on social media and in real life.



(click on the charts for more detail if necessary)

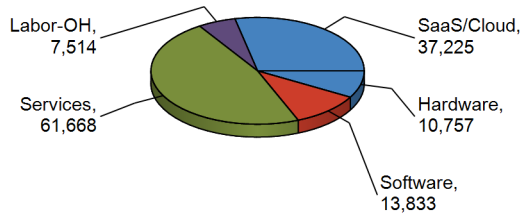


Estimated IT Spend

The following IT Spend estimates are based on industry estimates for the market segment in which this retailer operates. These figures ARE NOT the result of direct interviews with this retailer as to their IT Spend, they are only estimates based on industry surveys and other publicly available information. Please use as estimates only for an average year.

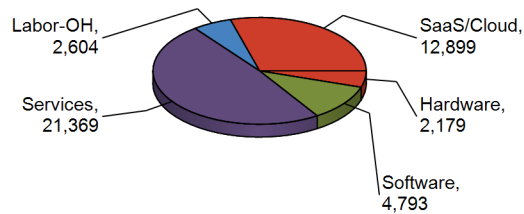
Total IT Spend (\$Thousands): 130,996

Total IT Spend (\$ Thousands)



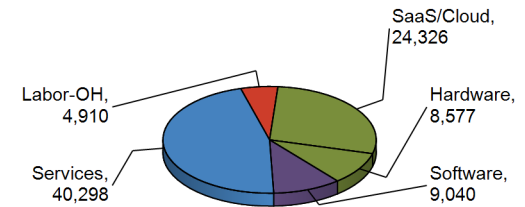
Capitalized IT Spend (\$Thousands): 43,845

Capitalized IT Spend (\$ Thousands)



Expensed IT Spend (\$Thousands): 87,151

Expensed IT Spend (\$ Thousands)



Hardware Spend Categories

Category	\$
Infrastructure	6,115,597
Store Systems	3,212,431
Enterprise Collaboration	1,973
Merch/SC Mgt.	1,408,488
BI	4,066
Sales & Mktg	3,049
Enterprise Acc. Fin, and HR	3,108
Enterprise App Dev	3,049
Commerce	2,033
Legal & Real Estate	3,049

Software Spend

Category	\$
Infrastructure	4,161,628
Store Systems	4,080,593
Merch/SC Mgt.	1,839,358
Enterprise Collaboration	240,105
Enterprise Acc. Fin, and HR	259,313
BI	989,234
Enterprise App Dev	123,654
Sales & Mktg	803,753
Commerce	1,273,639
Legal & Real Estate	61,827

Services Spend

Category	\$
Infrastructure	19,834,588
Store Systems	13,252,753
Enterprise Acc. Fin, and HR	769,449
Enterprise App Dev	257,420
Enterprise Collaboration	698,581
Merch/SC Mgt.	7,043,329
Commerce	14,272,479
BI	3,039,130
Sales & Mktg	2,326,056
Legal & Real Estate	173,960

Source: IHL WorldView

Company is a Segment Leader in the Following Technologies:

Based on analysis of the Sophia system in the retailer's primary segment as well as other industry surveys, the company is considered a leader in the following technologies:

- Supply Chain Management Software
- Inventory Management
- Vendor Management
- CRM/Loyalty
- Production Management

Company is Likely to Invest in the Following Technologies in the Next Two Years:

Based on analysis of the Sophia system of publicly available data in the retailer's primary segment as well as other industry surveys, the company is considered behind others in their segment and likely to make investments in the following technologies in the next two years:

- Business Intelligence
- ERP
- Inventory Management
- Merchandise Planning
- POS Base Unit
- POS Software
- Supply Chain Management Software
- Warehouse Management

Key Vendors Who Have a Heavy Installation Footprint (and Likely Technology Influence) in Company:

- IBM
- Infor Global Solutions
- Microsoft
- Oracle
- RPE Solutions
- Toshiba Global Commerce Solutions
- Ultimate Kronos Group

Hardware Systems: Checkout Systems

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>First Use</i>
EFT Credit Card or Signature Capture	VeriFone Unknown	6/14/2016
Handheld Scanner/Terminal-POS	Honeywell Unknown	6/14/2016
Handheld Scanner/Terminal-POS	Zebra Technologies Unknown	11/23/2017
POS	Toshiba Global Commerce Solutions Unkno	2/15/2019
Scanner/Scale	Datalogic Unknown	6/23/2017
Scanner/Scale	Honeywell Unknown	5/12/2018

Home Office Systems

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>First Use</i>
RFID Printer/Encoder	Zebra Technologies Unknown	6/5/2025
RFID Tags	Resource Label Group Mid South-RFID tags	6/12/2025
WAN Communications	Zebra Technologies Unknown	7/26/2016

Store Level Systems

<i>System Name</i>	<i>Mfg. and Model Description</i>	<i>First Use</i>
Bar Code Printer	Honeywell PC42E-T Thermal Transfer Barco	6/5/2025
Bar Code Printer	Paxar Unknown	5/17/2018
Bar Code Printer	Zebra Technologies TLP 2824 Plus	6/5/2025
Bar Code Printer	Zebra Technologies Unknown	7/26/2016
Cash Management	Tidel Tidel Series 4 System	11/15/2016
CCTV	Sentry Technology Unknown	4/15/2017
Loss Prevention	Johnson Controls ADT Microwave (80 stores	4/15/2017
Loss Prevention	Johnson Controls ADT Ultra*Max (170 store	4/15/2017
Mobile POS	Apple iPad - Various Models	9/15/2016
Traffic Counter	Johnson Controls ShopperTrak Unknown	1/24/2017
Traffic Counter	SenSource Unknown	6/15/2018

Software Systems: Distribution & Supply Chain

Software	Vendor	Package Name	First Use
Category Management	Internal	Unknown	7/5/2017
Financials	ToolsGroup	JustEnough Financial Planning	9/23/2017
Forecasting	American Software	Logility-Demand Chain Voyager	9/8/2020
Forecasting	SAS	Forecast Server	3/15/2018
Fulfillment	Radial	Radial Fulfillment	1/26/2013
Inventory Management	Oracle	Advanced Inventory Planning (Ret	3/12/2025
Inventory Management	Oracle	Unknown	3/15/2017
Inventory Management	ToolsGroup	JustEnough Inventory Planning	9/12/2022
Inventory Management	ToolsGroup	Unknown	9/19/2023
Labeling	Paxar	ComplyLine	7/7/2012
Logistics Management	Oracle	Unknown	3/15/2017
Logistics Management	Postmates	Unknown	11/30/2021
Merchandise Allocation	American Software	Logility-Advanced Allocation Appl	7/8/2019
Merchandise Allocation	Oracle	Allocation	1/25/2017
Merchandise Planning	American Software	Logility-Advanced Merchandising Pl	7/8/2019
Merchandise Planning	Oracle	Oracle Retail Merchandising	9/3/2018
Merchandise Planning	ToolsGroup	JustEnough Assortment Planning-It	9/23/2017
Order Management	Oracle	Order Management	3/23/2021
Product Lifecycle Management	Centric Software	Centric PLM and Centric Visual B	6/11/2024
Product Lifecycle Management	E2Open	Amber Road ecVision Suite	9/20/2012
Product Lifecycle Management	Gerber Technology	PLM	9/18/2013
Production Management	Centric Software	Centric Visual Boards	12/11/2024
Purchasing	Oracle	Sourcing	4/18/2017
Purchasing	SAP	Ariba Sourcing	4/18/2017
Replenishment	ToolsGroup	JustEnough Order Planning & Repl	12/11/2024
Returns Optimization	Returnalyze	InsightFinderAi	6/12/2025
Supply Chain Management	BluJay Solutions	Kewill Unknown	7/7/2012
Supply Chain Management	E2Open	Amber Road ecVision XpressCom	4/23/2021
Supply Chain Management	GXO Logistics	Unknown	12/11/2024
Supply Chain Management	Infor Global Solutions	GT Nexus-Cloud Supply Chain Dat	12/11/2024
Supply Chain Management	OpenText GXS	GXS - Shipper Solution	5/14/2018
Supply Chain Management	Oracle	Unknown	3/15/2017

Transportation Management	AFMS	Unknown	3/20/2014
Vendor Management	Perfect Commerce	Xpress Messenger	7/7/2012
Vendor Management	ProcessUnity	ProcessUnity Vendor Risk Manage	12/31/2016
Vendor Management	ProcessUnity	ProcessUnity's Vendor Risk Manag	6/5/2025
Vendor Management	ProcessUnity	Vendor Risk Management VRM	12/31/2016
Warehouse Management	Oracle	Unknown	3/15/2017

Store Systems

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>First Use</i>
Analytics	Oracle	MICROS - XBR	9/24/2018
Credit Processing	Accel/Exchange Network	Unknown	6/12/2013
Credit Processing	Alliance Data Systems	Credit Cards	9/14/2013
Credit Processing	Fifth Third Bank	Unknown	9/14/2013
EDI	SPS Commerce	EDI Services	4/15/2017
Labor Scheduling	Ultimate Kronos Group	Kronos Timelink	6/27/2019
Labor Scheduling	Ultimate Kronos Group	Kronos WORKFORCE TIMEKEE	6/27/2019
Loss Prevention/Sales Audit	Accertify	Interceptas	3/23/2011
Loss Prevention/Sales Audit	Agilence	Agilence Retail 20/20	4/25/2023
Loss Prevention/Sales Audit	Oracle	MICROS - XBR	5/14/2018
Loss Prevention/Sales Audit	Profitect	Unknown	9/1/2014
Loss Prevention/Sales Audit	Zebra Technologies	Zebra Prescriptive Analytics	11/18/2022
Mobile Payment	Paypal	PayPal Mobile Express Checkout	5/25/2012
Mobile POS	Infor Global Solutions	Starmount Connect	3/11/2019
Mobile POS	Infor Global Solutions	Starmount Engage	3/11/2019
POS	Oracle	Oracle Retail Point of Service	6/16/2023
POS	Oracle	Oracle RPOS	9/8/2019
Returns Processing	ReturnQueen	ReturnQueen App	5/14/2025
Signage/Ticketing	Newgistics	Unknown	7/1/2011
Time & Attendance	Ultimate Kronos Group	Kronos Timelink	6/27/2019
Time & Attendance	Ultimate Kronos Group	Kronos WORKFORCE TIMEKEE	6/27/2019
Time & Attendance	Ultimate Kronos Group	Workforce Timekeeper V5	6/27/2015
Traffic Counting Systems	Axper	Vision II	3/1/2021
Traffic Counting Systems	IRISYS	Queue Management System	2/23/2014
Traffic Counting Systems	SenSource	Unknown	1/7/2011
Workforce Management	Ultimate Kronos Group	Kronos Timelink	6/5/2025
Workforce Management	Ultimate Kronos Group	Kronos WORKFORCE TIMEKEE	6/27/2019

Sales & Service

Software	Vendor	Package Name	First Use
Credit Processing	Klarna	Pay in 4	10/24/2019
CRM/Loyalty	Kustomer	unknown	11/1/2021
CRM/Loyalty	Oracle	Unknown	9/30/2019
Loss Prevention/Sales Audit	LexisNexis Risk Solutions	Emailage EmailRisk Score	12/12/2018
Marketing Automation	Adobe	Marketing Automation - Marketing	7/28/2023
Marketing Automation	Adobe	Marketing Automation - Omniture	6/5/2023
Marketing Automation	Adobe	Marketing Automation - Omniture	8/14/2023
Sales/Marketing	Oracle	ATG (Oracle)	3/12/2025
Web Advertising	DemDex	Audience Targeting	8/14/2023
Web Advertising	DemDex	Multi-Channel	8/14/2023
Web Advertising	DoubleClick	Unknown	2/1/2023
Web Advertising	Facebook	Retargeting / Remarketing - Custo	11/15/2023
Web Advertising	Google	DoubleClick Bid Manager	9/9/2016
Web Advertising	Impact	Affiliate Programs	4/2/2023
Web Advertising	Impact	Fraud Prevention	4/2/2023
Web Advertising	Richrelevance	Apps	8/14/2023
Web Advertising	Richrelevance	Audience Targeting - Unknown	8/14/2023
Web Advertising	Richrelevance	Dynamic Creative Optimization -	8/14/2023
Web Advertising	Teads	Unknown	11/2/2021
Web Advertising	Toutiao	Unknown	8/14/2023

Commerce

Software	Vendor	Package Name	First Use
Artificial Intelligence	Syrup Tech	AI Forecast & Planning	4/26/2024
Artificial Intelligence	Voila	AI social commerce platform	7/26/2023
B2C Ecommerce	Delivery Solutions	Unknown	7/24/2022
B2C Ecommerce	Gophr	Unknown	7/24/2022
B2C Ecommerce	IBM	Enterprise - HCL Websphere Com	10/16/2023
B2C Ecommerce	Postmates	Delivery Service	11/30/2021
B2C Ecommerce	Shipt	Same-day Delivery	11/30/2021
B2C Ecommerce	Stuart	last mile delivery	9/10/2022
Cloud Computing	RedHat	OpenShift	12/11/2024

Content Management/Delivery	Adobe	Enterprise - Experience Manager	4/2/2023
Content Management/Delivery	Akamai Technologies	Edge Delivery Network - Edge	10/8/2023
Content Management/Delivery	Akamai Technologies	Global Host	10/5/2023
Content Management/Delivery	Amazon Services	S3	9/17/2024
Content Management/Delivery	Asana	Unknown	6/1/2022
Content Management/Delivery	CloudFlare	Unknown	6/18/2024
Content Management/Delivery	Fastly	CDN	8/14/2023
Content Management/Delivery	Google	Edge Delivery Network - Google C	7/16/2024
Content Management/Delivery	Jetpack Ads	Site Accelerator	5/10/2023
Content Management/Delivery	ProcessUnity	Vendor Risk Management	6/5/2025
Content Management/Delivery	Unknown	Content Delivery Network	12/14/2023
Content Management/Delivery	Wordpress	Blog	5/10/2023
Credit Processing	Adyen	Payment - Payment - Payment	7/18/2023
Credit Processing	Amazon Services	Checkout Buttons - Payments	7/18/2023
Credit Processing	Amazon Services	Donation - Payments	7/18/2023
Credit Processing	Amazon Services	Payments Processor - Payments	7/18/2023
Credit Processing	American Express	Payment Acceptance	7/18/2023
Credit Processing	Apple	Payment Acceptance - Apple Pay	7/18/2023
Credit Processing	ConvergePay	Unknown	7/18/2023
Credit Processing	Euro	Currency	4/1/2023
Credit Processing	Google	Payments Processor - Pay	7/18/2023
Credit Processing	Israeli New Shekel	Currency	5/14/2024
Credit Processing	Klarna	Checkout	8/14/2023
Credit Processing	Klarna	Checkout Buttons	2/21/2025
Credit Processing	Klarna	Pay Later	2/21/2025
Credit Processing	Klarna	Payments Processor	2/21/2025
Credit Processing	Mastercard	Payment Acceptance	7/18/2023
Credit Processing	Paypal	Payment Acceptance	7/18/2023
Credit Processing	Paysafe	Payments Processor	7/18/2023
Credit Processing	Pound Sterling	Currency	5/25/2023
Credit Processing	Signifyd	Unknown	8/14/2023
Credit Processing	South Korean Won	Currency	2/27/2025
Credit Processing	UnionPay	Payment Acceptance	7/18/2023
Credit Processing	Venmo	Payment Acceptance	7/18/2023
Credit Processing	VISA	Payment Acceptance	7/18/2023

Framework	Adobe	ColdFusion	6/23/2017
Loss Prevention/Sales Audit	ProcessUnity	Unknown	12/11/2024
Mobile Commerce	Internal	Share2Pay	11/3/2022
Mobile Commerce	Uber	Unknown	11/30/2021
Mobile Commerce	Venmo	PayShare	8/15/2018
Product Lifecycle Management	Centric Software	Centric PLM	12/11/2024
Web A/V Media	TikTok Embed	Unknown	8/14/2023
Web Hosting	Akamai Technologies	US hosting - Hosted	11/21/2023
Web Hosting	Amazon Services	Cloud Hosting - AWS Global Acce	9/19/2023
Web Hosting	Amazon Services	Cloud Hosting - Unknown	4/19/2022
Web Hosting	Amazon Services	Cloud PaaS - Unknown	4/19/2022
Web Hosting	Amazon Services	Ireland Region	8/12/2024
Web Hosting	Amazon Services	US hosting - Oregon Region	12/22/2024
Web Hosting	Amazon Services	US hosting - Virginia Region	5/20/2023
Web Hosting	Automattic	Cloud PaaS	5/10/2023
Web Hosting	Automattic	US hosting	5/10/2023
Web Hosting	CloudFlare	Cloud Hosting - Hosting	3/21/2023
Web Hosting	CloudFlare	Cloud PaaS - Hosting	3/21/2023
Web Hosting	CloudFlare	US hosting - Hosting	3/21/2023
Web Hosting	CloudFlare	US hosting - Network Error Loggin	10/9/2024
Web Hosting	Edgio	US hosting	6/15/2021
Web Hosting	Fastly	US hosting - Hosting	11/14/2023
Web Hosting	Fastly Load Balancer	US hosting	11/14/2023
Web Hosting	Google	Cloud Hosting - Cloud	7/16/2024
Web Hosting	Google	Cloud PaaS	7/16/2024
Web Hosting	Google	Indian hosting	7/16/2024
Web Hosting	Google	Indian hosting - Cloud	7/16/2024
Web Hosting	Google	Indian hosting - Google Cloud Glo	7/16/2024
Web Hosting	GTT Communications	US hosting	12/11/2024
Web Hosting	Linode	US hosting	6/16/2024
Web Hosting	Linode	VPS Hosting	6/16/2024
Web Hosting	Microsoft	Canadian hosting	10/14/2024
Web Hosting	Microsoft	Canadian hosting - Azure	10/14/2024
Web Hosting	Microsoft	Cloud Hosting - Azure	10/14/2024
Web Hosting	Microsoft	Cloud PaaS - Azure	10/14/2024

Web Hosting	Telecom Argentina	Argentinian hosting	2/27/2025
Web Hosting	Verizon	US hosting	8/23/2023
Web Hosting	Wordpress	Belgian hosting - Hosting	5/10/2023
Web Nameserver	Akamai Technologies	DNS	8/1/2023
Web Nameserver	Amazon Services	Enterprise DNS - Route 53	9/21/2021
Web Nameserver	DNSSEC	Unknown	8/20/2024
Web Nameserver	Heroku DNS	Unknown	11/2/2024
Web Nameserver	Microsoft	Azure Traffic Manager	10/15/2024
Web Server	Stylitics	Unknown	3/22/2023

Data Warehouse

<i>Software</i>	<i>Vendor</i>	<i>Package Name</i>	<i>First Use</i>
Business Intelligence	IBM	Netezza Corporation	9/15/2018
Business Intelligence	IBM	Unknown	9/15/2018
Business Intelligence	Microsoft	Microsoft Power BI	4/6/2023
Business Intelligence	Microstrategy	Microstrategy 8	7/7/2017
Business Intelligence	Oracle	Retail Release 13	9/24/2018
Business Intelligence	Teradata	Unknown	7/7/2012
Cloud Computing	Microsoft	Azure	4/6/2023
Data Center Operations	Oracle	Unknown	9/30/2019
Data Mapping/Integration	Informatica	Unknown	4/6/2023
Data Warehouse	IBM	DB2	5/13/2018
Data Warehouse	IBM	Netezza Corporation	5/13/2018
Data Warehouse	Snowflake	Snowflake Data Cloud	4/6/2023
Data Warehouse	Teradata	Unknown	7/7/2012
Database	IBM	DB2	6/5/2017
Database	Vmware	Virtual Server	12/11/2024
Reporting	Microstrategy	Microstrategy 8	7/7/2017
Web Analytics	Adobe	A/B Testing - Omniture Test and T	8/14/2023
Web Analytics	Adobe	A/B Testing - Target Standard	8/14/2023
Web Analytics	Adobe	Adobe Target v2.x	8/14/2023
Web Analytics	Adobe	Audience Measurement - Marketin	7/28/2023
Web Analytics	Adobe	Audience Measurement - Omniture	8/14/2023
Web Analytics	Adobe	Conversion Optimization - Omniture	8/14/2023

Web Analytics	Adobe	Personalization - Omniture Test an	8/14/2023
Web Analytics	Adobe	Product Recommendations - Omnit	8/14/2023
Web Analytics	Akamai Page Integrity Manager	Fraud Prevention	8/14/2023
Web Analytics	Akamai Technologies	Application Performance - mPulse	7/26/2023
Web Analytics	Branch	Unknown	4/2/2023
Web Analytics	Certona	Product Recommendations	12/14/2023
Web Analytics	CleverTap	Audience Measurement	12/14/2021
Web Analytics	CleverTap	Conversion Optimization	12/14/2021
Web Analytics	Duel	Unknown	5/14/2024
Web Analytics	Dynatrace	Application Performance	11/2/2021
Web Analytics	Dynatrace	Application Performance - Dynatra	8/14/2023
Web Analytics	Dynatrace	Application Performance - Web M	11/20/2024
Web Analytics	Dynatrace OneAgent	Error Tracking	10/14/2024
Web Analytics	Facebook	Pixel	11/2/2021
Web Analytics	Facebook	Signal	8/14/2023
Web Analytics	Fastly	Application Performance	11/14/2023
Web Analytics	Google	Application Performance - Analytic	1/3/2023
Web Analytics	Google	Audience Measurement - Analytics	1/3/2023
Web Analytics	Google	Global Site Tag	8/14/2023
Web Analytics	Google	Visitor Count Tracking - Analytics	1/3/2023
Web Analytics	LaunchDarkly	Unknown	8/14/2023
Web Analytics	Loggly	Application Performance	8/14/2023
Web Analytics	Namogoo	Fraud Prevention	8/14/2023
Web Analytics	New Relic	Application Performance	9/21/2021
Web Analytics	Pingdom	Application Performance - RUM	7/18/2023
Web Analytics	Pinterest	Conversion Tracking - Conversion	8/14/2023
Web Analytics	PostHog	Unknown	2/6/2025
Web Analytics	Quantum Metric	Conversion Optimization	11/2/2021
Web Analytics	Quantum Metric	Site Optimization	11/2/2021
Web Analytics	Signal	Advertiser Tracking	5/11/2023
Web Analytics	Signal	Tag Management	5/11/2023
Web Analytics	SpyCloud	Fraud Prevention	9/22/2023
Web Analytics	ThreatMetrix	Fraud Prevention	8/14/2023
Web Analytics	TikTok	Conversion Optimization - Convers	8/14/2023
Web Analytics	TikTok	Conversion Tracking - Conversion	8/14/2023

Web Analytics	Userpilot	Personalization	4/9/2024
Web Analytics	WizRocket	Audience Measurement	4/9/2024
Web Analytics	WizRocket	Conversion Optimization	4/9/2024

Home Office Systems

Software	Vendor	Package Name	First Use
Analytics	Edited	Marketing Platform	12/11/2024
Analytics	First Insight	Unknown	3/7/2014
Analytics	IBM	Coremetrics	9/24/2018
Analytics	Mastercard	Applied Predictive Technologies U	7/19/2017
Analytics	SAS	Enterprise Miner	8/8/2017
Analytics	Tableau Software	Data Insight	12/11/2024
Analytics	Zebra Technologies	Zebra Prescriptive Analytics	11/18/2022
Business Process Management	Oracle	Unknown	9/30/2019
Business Process Management	True	True Live Network	1/5/2020
Call Center	Alpine Access	Unknown	11/30/2011
Communications	Cisco	IP Solutions	2/14/2013
HR/Benefits	Oracle	Unknown	3/15/2017
HR/Benefits	Ultimate Kronos Group	Kronos WORKFORCE TIMEKEE	6/27/2019
Middleware	HCL	WebSphere Commerce	5/13/2019
Traffic Counting Systems	IRISYS	Irisys Thermal People Counting	2/23/2014
Traffic Counting Systems	Johnson Controls	ShopperTrak Orbit	2/14/2013

Financial Systems

Software	Vendor	Package Name	First Use
ERP	Oracle	Unknown	3/15/2017
Financials	Oracle	Unknown	9/30/2019
Sales Tax Software	Vertex	Unknown	4/9/2017

Services:	Service Type	Service Vendor	Service Area	Contract Date
	Electronic Payment	Alliance Data Systems	Commerce	1/24/2012
	Mobile Marketing	Retail Me Not	Commerce	1/1/2013

Consulting Services	Oracle
Consulting Services	RPE Solutions
IT Services	Cisco
Supply Chain Management	RPE Solutions
Business Process Optimization	ProcessUnity
Hardware Maintenance	Internal
Network Services	GTT Communications
inStore Audio/Video	Pro-Motion
Network Services	Comm-Works

Consulting	10/15/2011
Consulting	10/15/2011
Consulting	12/11/2024
Distribution & Supply Chain	10/15/2011
Home Office Systems	12/31/2016
Home Office Systems	1/24/2012
Home Office Systems	12/11/2024
Sales & Service	1/24/2012
Store Systems	7/30/2021

Key Decision Makers:

Clicking a person's name will launch another window that searches LinkedIn in your network for updates on personnel and their career history

C-Level (excludes CFO, CIO, CMO)		IT (including CIO)		Operations (excludes CIO)	
Fran Horowitz	☐ Chief Executive Officer	Chris McFarland	☐ Chief Information Security Officer	Scott Lipesky	☐ Chief Operating Officer
Stephen Clough	☐ Creative Director	Samir Desai	☐ EVP, Chief Digital + Technology Officer	Krista Mobley	☐ Group Vice President, Store Operations
John Bureau	☐ Director Corporate Tech Services	Boppana Rao	☐ Head of Global Data and Integrations	Shane Berry	☐ Group VP Asset Protection
Lauren Rakay	☐ Director	Nicole Nelson	☐ SVP, Data & Analytics	Stephen Kididis	☐ Manager, Asset Protection
Abby Gerber	☐ Director, Copywriting	Craig Olman	☐ Head of Digital & Technology Talent Acquisition	Bonnie Rodgers	☐ Director of Stores
		Derek Colvin	☐ Head of Digital Product Management	Kim Wilson	☐ Director, IA Technology and Digital Risk
		Lauren Morr	☐ Senior Vice President, Digital Engineering & Architecture		
		Brandy Hansen	☐ VP of Technical Design		
		June DeFabio	☐ EVP of Global Strategy		
		Rachael Wagner	☐ Director Marketing Technology		
		Donnie Franzen	☐ Sr. Director, Digital, Omnichannel		
		Kevin Heffernan	☐ Information Security Director		
		Susan Santell	☐ Director Solutions Delivery, IT		
		Rebecca Chuha	☐ Senior Director IT, Digital, & Procurement Systems		
		Mohammed Rizwan	☐ Sr. Director, IT Digital Product Engineering		
		Amy Pedela	☐ Sr. Director IT Solutions Delivery		
		Todd Moyer	☐ Senior Director, IT		
		Jay Summerlot	☐ Senior Director IT - Systems Engineering		
		Eric Buxton	☐ Senior Director, Data & Analytics		
		Antonio Colicchio	☐ Senior Director, Customer Service and Automation		
		Patty Weinrick	☐ Director IT		
		Laurel Stanley	☐ Sr. Director, Digital Product Design		
		Karla Dixon	☐ Director Digital Decision Science		
		Wendi Earhart	☐ Staff Engineer 2		

Operating Divisions	Merchandise/Supply Chain	Marketing and PR
Jay Lessard ☐ Group Vice President - Global Real Estate Claudette Hunter ☐ Sr. Director of Global Regulatory Affairs Joe Frericks ☐ Group Vice President, Finance - Corporate Controller John Duffy ☐ Senior Director, Global Real Estate Strategy - Abercrombie & Fitch Brands Jordan Brodnik ☐ Senior Director, Global Real Estate	Jason Ambrose ☐ Vice President of Global Sourcing Steve Smieszek ☐ Group Vice President of Planning - Hollister Mens Kelly Hall ☐ Senior Vice President Merchandising & Visual, Hollister & Gilly Hicks Sunny Ruanphae ☐ Group Vice President of Visual Merchandising Larry Grischow ☐ Executive Vice President - Supply Chain & Procurement Kristen Kravitz ☐ Vice President, Supply Chain Todd Vallely ☐ Group Vice President - Global Distribution & Fulfillment Jason Kramer ☐ Director of Global Visual Merchandising Kylie Bentine ☐ Vice President, Brand Operations Martha Killam ☐ Vice President Of Merchandising Rachel Danziger ☐ Vice President of Merchandising - A&F Womens Billy Murray ☐ VP- Enterprise Business Solutions Joel Juday ☐ Vice President Planning, Global Promotions, Analytics, and Testing Chris McCann ☐ Vice President Planning & Inventory Management Erin Kamburowski ☐ Vice President of Global Store Concept & Design Jake Seymour ☐ Vice President of Merchandise Planning Melanie Tolleson ☐ Executive Vice President, Sourcing and Technical Design Allison Eckes ☐ Group Vice President Merchandise Planning Lennie Fuchs ☐ Director of Planning Ed Lundberg ☐ Procurement Director Corporate Services Daniel Gutnayer ☐ Sourcing Director Adrienne Snead ☐ Director of Sourcing Ashley Fr Lytle ☐ Senior Director- Abercrombie Brands Product Channel Merchandising	Carey Krug ☐ Chief Marketing Officer Joanna Ewing ☐ Global Vice President Creative Marketing Kate Wagner ☐ Vice President of Corporate Communications Megan Brophy ☐ Vice President Marketing, Abercrombie & Fitch and Hollister brands Whitney Kaczor ☐ Vice President, Audience Marketing & Technology Tony Bradley ☐ Vice President of Business Development Beau Gray ☐ Vice President - Experience & Digital Product Katie Adams ☐ Senior Marketing Director EMEA Sarah Everett ☐ Art Director, Hollister Marketing

	Craig Francis Seth Dixon Sofia Khan Tommy Johnson Sharon Steinfurth JT Rogers Tony Cerasi Dru Dominici Molly Kozar Lauren Stanko Ippolito Fusco Corby Ward	☐ Senior Director of Operations ☐ Director of Fulfillment Operations ☐ Senior Director, Merchandise Planning ☐ Director Of Merchandise Planning ☐ Senior Director of Allocation ☐ Director Of Merchandising ☐ Senior Director - Real Estate Accounting, Capital Asset Accounting, and Inventory Control ☐ Director of Merchandising, Corporate Development ☐ Senior Director Omni Location Planning ☐ Director Of Visual Merchandising ☐ Director Supply Chain ☐ Director, Supply Chain Engineering	
Finance and Investor Relations Sarah Martin Greg Henchel Anthony Braun Robert Ball Nate Eick Mohit Gupta	☐ Chief Audit Executive ☐ EVP, General Counsel and Secretary ☐ Vice President Finance ☐ Vice President Corporate Finance ☐ Vice President Corporate Finance ☐ Vice President of Investor Relations	HR and Legal Christopher Gassett Jay Rust Ronald Grzymkowski Grace Fudge Jim Bierbower Aubree Bi Jones Lyndon Dreven Monique Britton Tim McKinsey Erin Crotty Emily Savage	☐ Chief Ethics and Compliance Officer ☐ EVP, Global Human Resources ☐ SVP-HR ☐ Vice President of Global Inclusion & Diversity, Human Resources ☐ EVP, Human Resources ☐ Vice President, Human Resources ☐ Vice President, Strategy and Insights ☐ Vice President, Associate General Counsel ☐ Senior Director of HR Strategy and Operations ☐ Group Vice President - Human Resources ☐ Director of Social Strategy, Abercrombie & Fitch and Hollister brands
		Other Personnel Corey Robinson Nadeem Khokhar Lisa Lowman Dan Gilligan Steve Keyes Lauren Heidlebaugh Jillian Kmet	☐ Chief Product Officer, EVP ☐ Senior Director - Global Store Systems ☐ Senior Vice President of Design for Hollister and Social Tourist ☐ Vice President Men’s Design ☐ Vice President - Compensation & Benefits ☐ Director of Store Design ☐ Director of Stores

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