

AMERICAN EAGLE

AMERICAN EAGLE EXPANDS IN INDIA WITH FIRST STORE OPENING IN KOLKATA

KOLKATA, September 18, 2021 – Under the license of Aditya Birla Fashion and Retail Limited, American Eagle Outfitters, Inc. (NYSE: AEO) launched their first American Eagle (AE) brand store in Kolkata, India. The store spans 1200 sq. ft. and is located in the city's top fashion destination, South City Mall.



American Eagle (AE) entered India in 2018 and currently operates 17 stores across NCR, Hyderabad, Pune, Chandigarh, Chennai, Mumbai, Bangalore and now Kolkata.

Commenting on the launch, Mr. Ashish Mukul, Brand Head, American Eagle, India said “American Eagle is an iconic global jeans brand. We believe a strong market like Kolkata offers tremendous potential and is a great starting point for our expansion plans in the East. With stores across Delhi NCR, Hyderabad, Pune, Chandigarh, Chennai, Mumbai and Bangalore, and now Kolkata, we have covered most of the top cities in the country. We are

confident that the brand will continue to strengthen our position in the youth centric lifestyle space and prove to be a fashion haven for today's millennials."

Customers will be able to shop the latest trends, along with American Eagle's (AE) inclusive denim collection; sizing will range from 24-35 for women and 29-38 for men. American Eagle (AE) is all about helping customers find their favorite fits; some of the season faves include:

- For him, the new Airflex+ Skinny and 360 Slim offer continual flexibility and comfort. Plaid shirts, polos and graphic logo tees provide him with versatile outfitting options.
- For her, there's a range of fashion jeans and comfort styles from the Mom Straight to the Super High-Waisted Flare, that all pair with a new assortment of smocked woven tops, comfy graphics and baby tees.
- The new denim collection also features the 'Real Good' denims, noting the style is made with the environment in mind and manufactured in a facility that meets AEO Inc.'s standards for water recycling and reduction.

To celebrate the launch, the store will have an array of exciting offers and activations, including having Ritabhari Chakraborty, the well-known Bengali actress, to officially open the new location.

The new collection is available at the Kolkata store, and shop 24/7 on AEO.in.

Store Address: American Eagle, Aditya Birla Fashion and Retail Ltd, S-102, 1st Floor, South City Mall, 375, Prince Anwar Shah Rd, South City Complex, Jadavpur, Kolkata, West Bengal 700068

Store Hours: 10:30 am to 10:30 pm

Store Contact No: 033-46044486

About American Eagle Outfitters, Inc

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China and Hong Kong, and ships to 82 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at more than 190 international locations operated by licensees in 24 countries. For more information, please visit www.ae.com.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), it is India's first

billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31st March, 2021).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast fashion store brand.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'

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