

# 1.800.FLOWERS.COM, INC.

NASDAQ Symbol: FLWS



## Multi-Brand, Omni-Channel Gift Leader

1-800-FLOWERS.COM is a leading provider of gourmet food and floral gifts for all occasions with a broad range of truly original gifts designed to help our customers express themselves perfectly.

### Delivering Smiles, Driving Growth. Always Innovating.

1-800-FLOWERS.COM and its brands have always been on the leading edge of innovation. An example is the creation of the world's first "of the month" gift club – the iconic Harry & David® Fruit-of-the-Month Club®. Other pioneering accomplishments include being the first company to adopt an 800 telephone number as its name, the first merchant to conduct a transaction on AOL, and the floral industry's first mobile commerce gift center. Today, the innovations continue with truly original product ideas such as the "Fabulous Feline" collection of floral cats and many other unique products designed to deliver smiles.

In fiscal 2016, 1-800-FLOWERS.COM also adopted several exciting new technologies that are driving "Conversational Commerce" – including "Bots" for Facebook Messenger that interact with customers using natural language, as well as the ability for customers to place orders using voice commands via Amazon Alexa. In addition, the Company introduced "Gwyn" (Gifts When You Need) – an online personal gift concierge built on artificial intelligence and powered by IBM Watson.



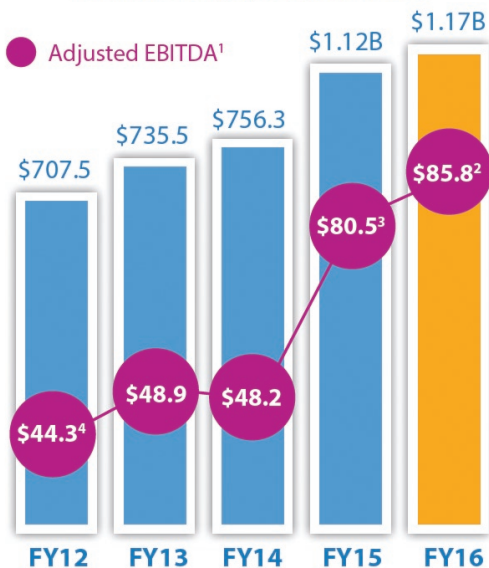
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\*List is for informational purposes only.  
1-800-FLOWERS.COM does not endorse any  
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## Total Revenues

(From Continuing Operations In Millions)



(1) Excluding stock-based compensation.

(2) Adjusted EBITDA for fiscal 2016 excludes one-time costs for severance and integration of Harry & David, as well as the settlement of litigation.

(3) Pro forma for comparability: Includes Harry & David's fiscal 2015 first quarter loss in order to present comparable full-year results: Adjusted EBITDA for fiscal 2015 excludes one-time costs associated with the acquisition and integration of Harry & David and the impact of the Fannie May warehouse fire in November 2014; Fiscal 2015 Adjusted EBITDA as reported was \$95.3MM.

(4) Fiscal 2012 EBITDA was adjusted to exclude a gain on the sale of Fannie May stores.

# Setting FLWS Apart: A Growth Investment

- A gift industry leader with revenues of \$1.17 Billion in fiscal 2016
- Three key business segments:
  - **Gourmet Food & Gift Baskets** – a leading player in this highly fragmented >\$22 billion\* category with both organic and acquisition growth opportunities;
  - **Consumer Floral, 1-800-Flowers.com** – category leader with powerful brand equity and significant customer traffic and database;
  - **BloomNet Wire Service** – growing market share as leading innovator with strong margins
- Multi-brand website: enhancing customer behavior metrics including increased retention, frequency and lifetime value
- Proven ability to leverage robust business platform to reduce operating expense ratio
- Strong balance sheet; Strong free cash flow
- Category leader in fast growing Mobile and Social channels and early mover in new “Conversational Commerce” innovations
- Experienced and focused management team, aligned with shareholders

(\*Packaged Facts, Food Gifting 4th edition, 5/14)

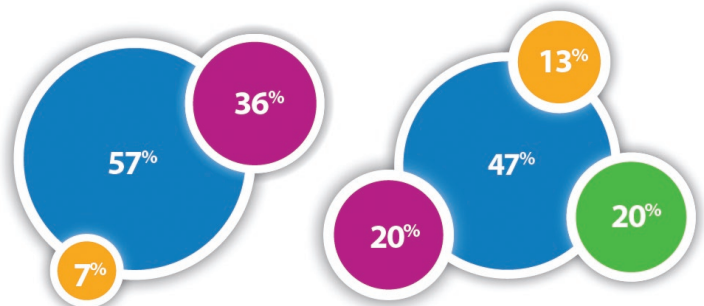
## FY16 % Revenues

### by Category

- Gourmet Food & Gift Baskets
- Consumer Floral
- BloomNet® Wire Service

### by Season

- July – September (Fiscal 1st Quarter)
- October – December (Fiscal 2nd Quarter)
- January – March (Fiscal 3rd Quarter)
- April – June (Fiscal 4th Quarter)



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For further information, visit the Investors section at [www.1800flowersinc.com](http://www.1800flowersinc.com)

Regarding Forward-Looking Statements:

This fact sheet may include forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied herein.

Please refer to our various SEC filings for a more detailed discussion of these risks.