

| Metric                                       | neimanmarcus.com | saksfifthavenue.com | nordstrom.com | bloomingdales.com |
|----------------------------------------------|------------------|---------------------|---------------|-------------------|
| URL                                          | neimanmarcus.com | saksfifthavenue.com | nordstrom.com | bloomingdales.com |
| Company                                      | Neiman Marcus    | Saks Fifth Avenue   | Nordstrom     | Bloomingdale's    |
|                                              |                  |                     |               |                   |
| QuickLift Score                              | 52.7             | 56.5                | 57.1          | 58.7              |
| 2024 total \$B (360)                         | \$5.22           |                     | \$14.56       |                   |
| 2024 \$ Web \$B (360)                        | \$1.48           |                     | \$5.24        |                   |
| 2024 % web (C360)                            | 28.38%           |                     | 36.00%        |                   |
| AOV                                          | \$420.00         |                     | \$271.00      |                   |
| avg. AOV                                     | \$345.50         | \$345.50            | \$345.50      | \$345.50          |
| %gap average (AOV)                           | -17.74%          |                     | 27.49%        |                   |
| Conv %                                       | 1.70%            |                     | 4.10%         |                   |
| avg. Conv%                                   | 2.90%            | 2.90%               | 2.90%         | 2.90%             |
| %gap average (Conv %)                        | 70.59%           |                     | -29.27%       |                   |
| Visits MM                                    | 9.46             | 16.82               | 45.42         | 20.19             |
| Unique MM                                    | 5.26             | 7.95                | 19.23         | 7.67              |
| % Multi Visit                                | 44.35%           | 52.77%              | 57.66%        | 61.99%            |
| avg. multi visit                             | 54.19%           | 54.19%              | 54.19%        | 54.19%            |
| %gap average (% Multi Visit)                 | 22.19%           | 2.70%               | -6.01%        | -12.58%           |
| desk %                                       | 20.58%           | 19.20%              | 31.78%        | 26.96%            |
| mobile %                                     | 79.42%           | 80.80%              | 68.22%        | 73.04%            |
| New Visitors %                               | 65.55%           | 65.79%              | 56.74%        | 55.09%            |
| Return Visitors %                            | 34.45%           | 34.21%              | 43.26%        | 44.91%            |
| avg. return visits                           | 39.21%           | 39.21%              | 39.21%        | 39.21%            |
| %gap average (Return Visitors %)             | 13.81%           | 14.61%              | -9.37%        | -12.70%           |
| Bounce %                                     | 42.26%           | 40.30%              | 42.45%        | 38.02%            |
| avg. bounce                                  | 40.76%           | 40.76%              | 40.76%        | 40.76%            |
| %gap average (Bounce %)                      | 3.69%            | -1.12%              | 4.15%         | -6.72%            |
| Owned Visits %                               | 69.73%           | 71.62%              | 78.88%        | 72.89%            |
| avg Owned Visit %                            | 73.28%           | 73.28%              | 73.28%        | 73.28%            |
| %gap average (Owned Visits %)                | 5.09%            | 2.32%               | -7.10%        | 0.54%             |
| Owned Traffic Retention Index                | 63               | 67                  | 68            | 65                |
| avg. Owned Traffic Index                     | 65.75            | 65.75               | 65.75         | 65.75             |
| %gap average (Owned Traffic Retention Index) | 4.37%            | -1.87%              | -3.31%        | 1.15%             |
| Paid Visits %                                | 30.27%           | 28.38%              | 21.12%        | 27.11%            |
| Paid Traffic Retention Index                 | 75               | 60                  | 63            | 71                |
| avg. Paid Traffic Index                      | 67.25            | 67.25               | 67.25         | 67.25             |
| %gap average (Paid Traffic Retention Index)  | -10.33%          | 12.08%              | 6.75%         | -5.28%            |
| %gap leader (Paid Traffic Retention Index)   | 0.00%            | 25.00%              | 19.05%        | 5.63%             |
| \$ Per PPC Visit                             | \$0.95           | \$0.85              | \$0.88        | \$0.97            |
| \$ Per Retained PPC Visit                    | \$1.00           | \$1.20              | \$1.57        | \$1.05            |
| List MM                                      | 4.3              |                     | 10.7          | 7                 |
| Vol MM                                       | 321              |                     | 292.4         | 399.9             |
| Camps                                        | 236              |                     | 244           | 613               |
| Read %                                       | 5.17%            |                     | 9.17%         | 7.95%             |
| Del %                                        | 6.05%            |                     | 12.07%        | 8.20%             |
| Spam %                                       | 49.40%           |                     | 1.70%         | 4.60%             |
| % List/Campaign                              | 31.63%           |                     | 11.20%        | 9.32%             |
| Email/User/Day                               | 2.46             |                     | 0.9           | 1.88              |
| Email POWER Index                            | 1.12             |                     | 9.5           | 3.53              |
| avg. email POWER Index                       | 4.72             | 4.72                | 4.72          | 4.72              |
| %gap average (Email POWER Index)             | 321.13%          |                     | -50.35%       | 33.62%            |