





FORWARD LOOKING STATEMENTS

This presentation contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks, uncertainties and assumptions, such as statements regarding our progress toward achieving \$4 billion in revenue in 2020, our future financial condition or results of operations, our prospects and strategies for future growth and our guidance and outlook. In many cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “expects,” “plans,” “anticipates,” “outlook,” “believes,” “intends,” “estimates,” “predicts,” “potential” or the negative of these terms or other comparable terminology. These statements are based on management’s current expectations but they involve a number of risks and uncertainties, which include changes in tax laws, such as U.S. tax reform enacted in December 2017, or unanticipated tax liabilities, that could cause actual results and the timing of events to differ materially from those anticipated, as well as other risks and uncertainties which include (but are not limited to):

- our ability to maintain the value and reputation of our brand;
- the acceptability of our products to our guests;
- our highly competitive market and increasing competition;
- our reliance on and limited control over third-party suppliers to provide fabrics for and to produce our products;
- an economic downturn or economic uncertainty in our key markets;
- increasing product costs and decreasing selling prices;
- our ability to anticipate consumer preferences and successfully develop and introduce new, innovative and updated products;
- our ability to accurately forecast guest demand for our products;
- our ability to safeguard against and respond to cyber security breaches;
- our ability to expand internationally and to grow our e-commerce business globally
- the fluctuating costs of raw materials;
- our ability to manage our growth and the increased complexity of our business effectively;
- our ability to source our merchandise profitably or at all if new trade restrictions are imposed or existing trade restrictions become more burdensome;
- increasing labor costs and other factors associated with the production of our products in South and South East Asia;
- the operations of many of our suppliers are subject to international and other risks;
- fluctuations in foreign currency exchange rates;
- our exposure to various types of litigation; and
- other risks and uncertainties included in our filings made from time to time with the United States SEC (and available at www.sec.gov), including our most recent reports on Form 10-K and Form 10-Q.

We urge you to consider these factors carefully in evaluating the forward-looking statements contained in this presentation and we caution you not to place undue reliance on those statements. The forward-looking statements included in this presentation speak only as of the date of this presentation and we do not plan to publicly update these statements to reflect subsequent events or circumstances, except as may be required by law.

2020 VISION - \$4B IN REVENUE

Men's

~25% vs. 19% Today

E-Commerce

~25% vs. 20% Today

International

~25% vs. 10% Today





MEN'S



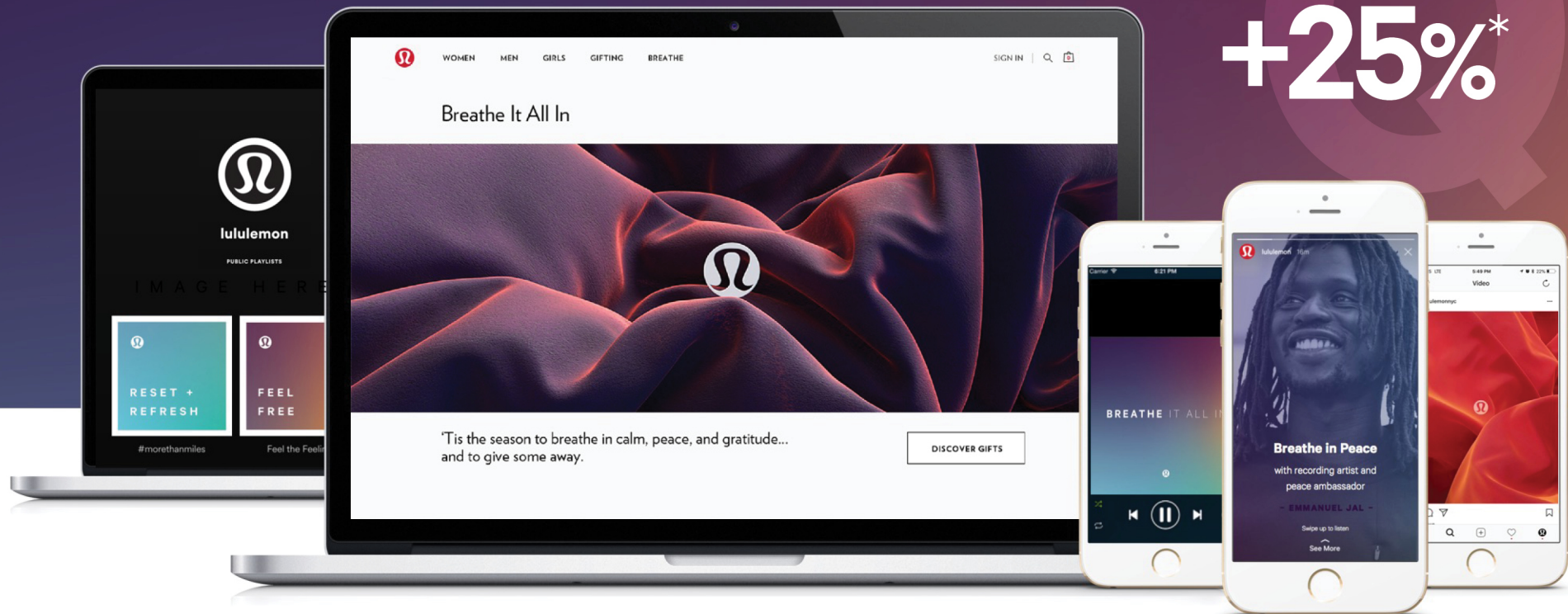
STRENGTH TO BE



First Global Men's Campaign
45 Million Impressions
Product Focus – ABC Franchise



DIGITAL



*Note: this slide contains non-GAAP measures. Please see the appendix for appropriate reconciliations.

INTERNATIONAL

Q3 EUROPE

~40%

Market Growth

Q3 ASIA

~100%

Market Growth

Q3 CHINA

~450%

Market Growth

EXPANDING OUR GLOBAL FOOTPRINT



Regent Street



Munich



Unroll China



NORTH AMERICA



AGILE STORE FORMATS



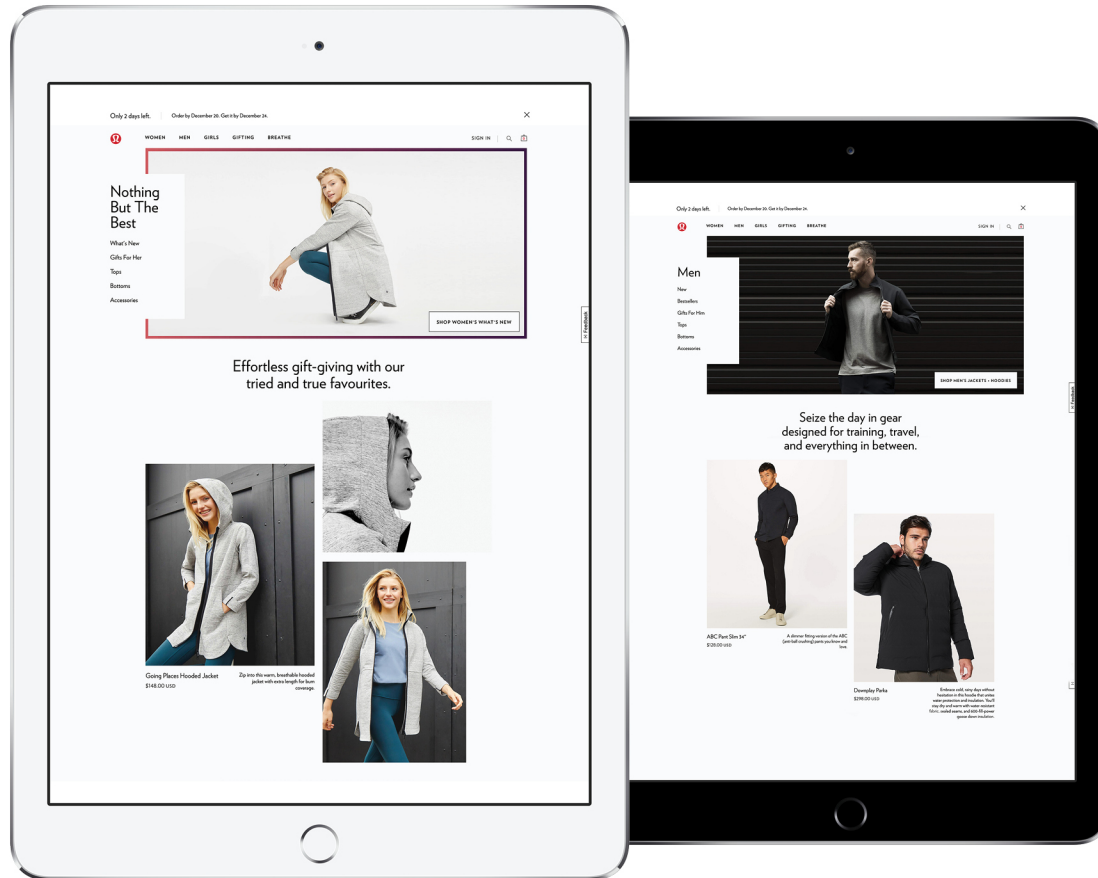
NYC

West 4th, Vancouver



Detroit

NEW SITE RELEASE



Accelerating Conversion

Enhanced Visuals

**Allows for Quicker Delivery
of New Content**

SINGULAR FOCUS ON OUR GUEST



COMMUNITY CONNECTION





FINANCIAL OVERVIEW

Q3 P & L SUMMARY

	Q3 2017	Q3 2016	YoY CHANGE
Revenue (Millions)	\$619.0	\$544.4	+14%
Adjusted Gross Profit (Millions)*	\$323.1	\$278.4	
Adjusted GM Rate*	52.2%	51.1%	+110bps
SG&A (Millions)	\$215.4	\$185.5	
SG&A Rate	34.8%	34.1%	+70 bps
Adjusted Operating Income*	\$107.8	\$93.0	
Adjusted Operating Margin*	17.4%	17.1%	+30bps
Adjusted EPS*	\$0.56	\$0.47	+19%
Store Comp (\$ Constant)*	+1%	+4%	
EComm Comp (\$ Constant)*	+25%	+16%	
Combined Comp (\$ Constant)*	+7%	+7%	

*Note: this slide contains non-GAAP measures. Please see the appendix for appropriate reconciliations.



Q3 BALANCE SHEET SUMMARY

Cash &

\$650.1M

Cash Equivalents

Completed

\$100M

Repurchase Plan

No Debt

Authorized New

\$200M

Repurchase Plan

Inventory

+9%

in Total

Q 4 G U I D A N C E

UPDATED Q4 2017 GUIDANCE

\$905–915M

Revenue

+HSD%

Comps (\$ Constant)

\$1.25–\$1.27

Adjusted EPS*

PRIOR Q4 2017 GUIDANCE

\$870–885M

Revenue

+MSD%

Comps (\$ Constant)

\$1.19–\$1.22

Adjusted EPS*

Q4 2016 ACTUAL

\$789.9M

Revenue

+7%

Comps (\$ Constant)

\$1.00

Adjusted EPS*



THANK YOU

APPENDIX 1 – RECONCILIATION OF NON-GAAP FINANCIAL MEASURES

This presentation includes both GAAP and adjusted non-GAAP financial measures. Constant dollar changes in total comparable sales, comparable store sales, and digital sales are non-GAAP financial measures. A constant dollar basis assumes the average foreign exchange rates for the period remained constant with the average foreign exchange rates for the same period of the prior year. Adjusted gross margin, adjusted gross profit, adjusted operating income, adjusted operating margin, adjusted diluted earnings per share, and expected diluted adjusted earnings per share are also non-GAAP measures. They exclude the costs recognized in connection with the restructuring of our ivivva operations, its related tax effects, and certain discrete items related to our transfer pricing arrangements and taxes on repatriation of foreign earnings.

The presentation of this non-GAAP financial information is not intended to be considered in isolation or as a substitute to the financial information prepared and presented in accordance with GAAP. Please refer

to the non-GAAP reconciliation tables below for reconciliations between these non-GAAP measures and the most directly comparable GAAP measures.

This presentation should be read in conjunction with our third quarter earnings release which is available at <http://investor.lululemon.com/> and our quarterly report on Form 10-Q filed with the SEC on December 6, 2017 which is available at www.sec.gov.

We disclose material non-public information through one or more of the following channels: our investor relations website (<http://investor.lululemon.com/>), the social media channels identified on our investor relations website, press releases, SEC filings, public conference calls, and webcasts.

Constant dollar changes in total comparable sales, comparable store sales, and digital sales

The below changes in total comparable sales, comparable store sales, and digital sales are for Q3 2017 compared to Q3 2016.

	Total Comparable Sales	Comparable Store Sales	Digital Revenue
GAAP sales increase	8%	2%	26%
Adjustments due to foreign exchange rate changes	(1%)	(-1%)	(1%)
Increase in constant dollars	7%	1%	25%

The below changes in total comparable sales, comparable store sales, and digital sales are for Q3 2016 compared to Q3 2015.

	Total Comparable Sales	Comparable Store Sales	Digital Revenue
GAAP sales increase	7%	4%	16%
Adjustments due to foreign exchange rate changes	(0%)	(0%)	(0%)
Increase in constant dollars	7%	4%	16%

Total comparable sales combines comparable store sales and direct to consumer (or 'digital') sales. Comparable store sales reflects net revenue from company-operated stores that have been open for at least 12 months, or open for at least 12 months after being significantly expanded.

Adjusted financial measures

Q3 2017	Diluted EPS (\$)	Operating income (\$thousands)	Operating margin	Gross profit (\$thousands)	Gross margin
GAAP measure	\$0.43	\$85,588	13.8%	\$321,962	52.0%
ivivva restructuring costs	\$0.13	\$22,186	3.6%	\$1,178	0.2%
Adjusted non-GAAP measure	\$0.56	\$107,774	17.4	\$323,140	52.2%

	Q3 2016 Diluted EPS (\$)	Q3 2016 Diluted EPS (\$)
GAAP measure	\$0.50	\$0.99
Tax & related interest adjustments	\$(0.03)	\$(0.01)
Adjusted non-GAAP measure	\$0.47	\$1.00

Expected diluted EPS guidance	Q4 2017	FY 2017
GAAP measure	\$1.18 – \$1.21	\$2.20 – \$2.23
ivivva restructuring costs	\$0.01	\$0.25
Adjusted non-GAAP measure	\$1.19 – \$1.22	\$2.45 – \$2.48

Expected diluted EPS guidance - this guidance does not reflect the impact of the U.S. tax reform which was enacted on December 22, 2017.