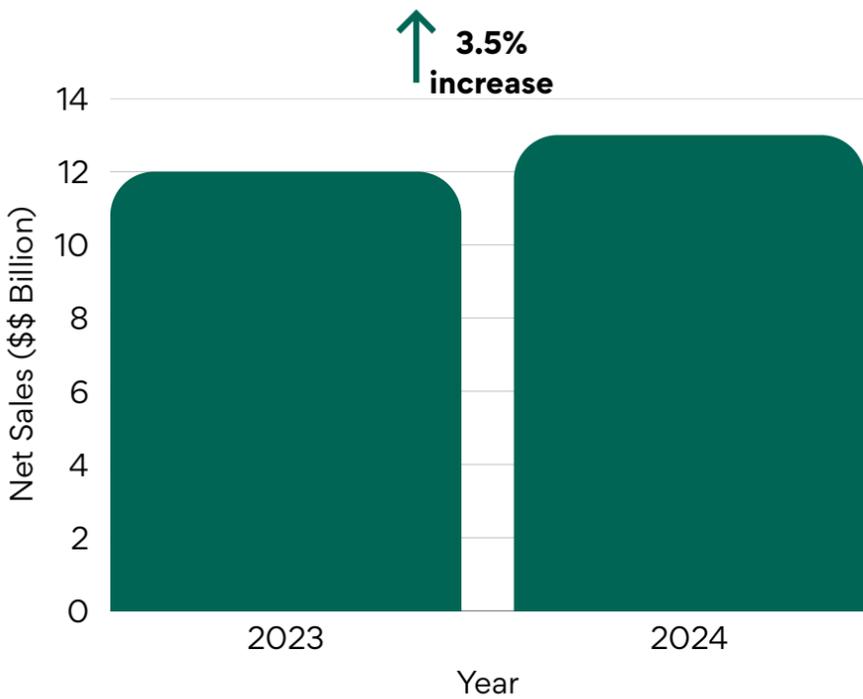


THE GROWTH OF DICK'S SPORTING GOODS: DRIVING SPORTS RETAIL

America's largest sporting goods retailer continues to grow through record sales, innovative store concepts, and strong customer loyalty.

FISCAL 2024 VS FISCAL 2023



LOYALTY MEMBERS



We served a growing base of more than

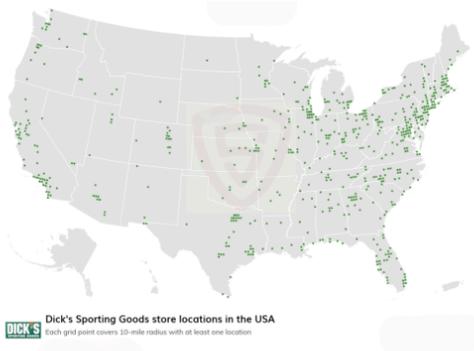
25 million

active ScoreCard members who accounted for approximately

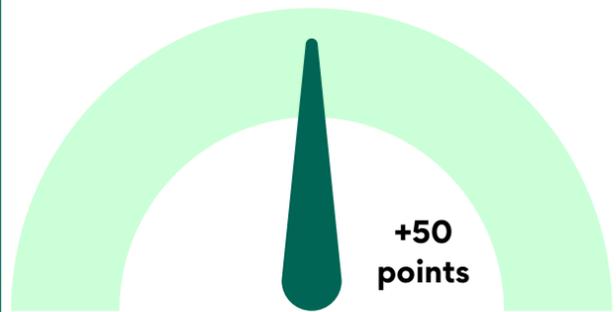
75% of our sales

STORES NATIONWIDE

As of 2025... there are **723 DICK'S Sporting Goods** locations across all of the U.S.



MARKETSHARE



Gained significant market share, gaining approximately

50 BPS

collectively driven by improved performance in our priority product categories

REPOSITIONING OUR PORTFOLIO



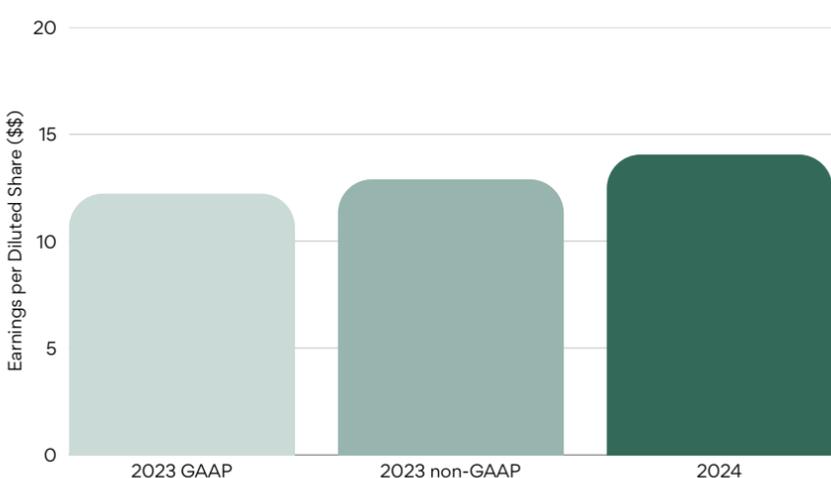
We added **7 House of Sport** locations in 2024, with plans to open approximately **16 additional stores in 2025**

Added **15 Field House** locations during 2024 and plan to open **18 additional stores in 2025**



With **24 Golf Galaxy Performance Centers** to date, we plan to open **14 locations in 2025**

GROWTH TRAJECTORY



Our diluted EPS reached

\$14.05

marking a significant **15%** jump over 2023 GAAP results and a **9% increase** on a non-GAAP basis

STRATEGIC NOTE

This infographic communicates its objective by presenting the business growth, including sales and expansion, that Dicks Sporting Goods is facing, all while doing so in a visually engaging, easy-to-understand format. It follows the color scheme, tone, vocabulary, and data pulled from the 2024 Annual Report shared by Dick's Sporting Goods. It simplifies complex data and information through concise text, icons, graphic elements, and structured sections. This consistency reinforces brand recognition while simultaneously ensuring the information being presented is cohesive and relevant.