NEWS RELEASE

Kohl’s Brings Holiday Magic to Life for Customers with Top Gifts, Incredible Savings, and New Ways to Shop

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- Customers can easily discover the season’s must-have brands and products, curated to make gift-finding effortless for everyone on their list
- Shoppers will step into The North Kohl’s through an engaging new campaign that brings whimsy and ease to the shopping experience
- Expanded options with Klarna, Uber Eats, Instacart, and DoorDash offer customers greater payment and delivery flexibility all season long

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- Kohl’s (NYSE: KSS) is stepping into the holiday season as the go-to destination for families looking for great gifts, trusted value, style, and an easy shopping experience. By combining curated gift collections, deeper inventory behind the season's most sought-after products, and enhanced in-store and digital experiences, Kohl’s is making holiday shopping fun, convenient, and rewarding on every visit.

“Every family wants to create magical holiday moments, and our customers are being very intentional about making every dollar and every moment count this season,” said Arianne Parisi, Kohl’s chief customer officer. “That is why we’ve focused on making Kohl’s the easiest choice for families. We’ve brought together a compelling product assortment, clear, dependable value, and total shopping convenience to ensure every customer can shop with confidence this holiday.”

The North Kohl's Brings Holiday Magic to Life for Customers

The holiday season comes to life with The North Kohl’s, an integrated marketing campaign designed to deliver the magic of the holidays to customers across stores, digital, and media. Built around the festive moments families plan

for most, The North Kohl's delivers a warm, imaginative way for customers to find great gifts and dependable value wherever they shop. The campaign shines a spotlight on key seasonal themes around cozy, style, home, and gifting. These moments come to life through curated storytelling hubs—like Cozy Corner, Style Square, and Hosting Headquarters—and family-friendly activities in store throughout the season.

Unbeatable Style, Value, and New Gifts Across Every Category

To help families make the most of the season on any budget, Kohl's offers clear $5 to $20 pricing tiers and stocking stuffers starting at $4.99 across departments. Shoppers will also discover a refreshed in-store Holiday Gift Shop where nearly half the assortment is brand new and the majority of items are under $15.

- Apparel: Kohl's is simplifying holiday outfit planning with new head-to-toe mannequin displays and streamlined presentations across Nike, Levi's, and By Kohl's brands like LC Lauren Conrad, Sonoma Goods for Life, Nine West, SO, Little Co. by Lauren Conrad, Simply Vera Vera Wang, Apt. 9, and more. Shoppers will discover festive party wear, cozy sweaters, and active fleece from FLX, Tek Gear, and Nike, along with collections from Disney and The Grinch. Plus, Jammies For Your Families will return in all stores.
- Toys: A one-stop destination for every budget, featuring top gifts starting at $4.99 and dedicated in-store Toy Towers stocked with popular gifts under $10. Highlights include an expanded selection of more than 1,000 LEGO® sets, plus trending products from Squishies, Tonies, Pokémon, Disney, PAW Patrol, Spider-Man, and more.
- Sephora at Kohl's: Delivering incredible value with more than 2,000 prestige beauty items under $30, including $25-and-under Sephora Collection gift sets. Customers will discover fresh brand arrivals across all categories, such as Khloé Kardashian, Givenchy, Crown Affair, and Topicals, as well as expansions from Kayali and Jo Malone. And, just in time for the holidays, MAC is now in all stores. In addition, more than 400 festive gift sets, curated new in-store displays, and new fragrance towers make gift discovery effortless.
- Home: Designed to make seasonal decorating and entertaining easy, with holiday decor starting at $9.99 alongside expanded Disney and Peanuts licensed collections offering unique items designed exclusively for Kohl's. Customers can explore kitchen innovations from Shark, Ninja, KitchenAid, Martha Stewart, and more. Dedicated Hosting HQ destinations bring small electrics, tabletop, and festive accents together in one easy-to-shop location.
- Jewelry, Accessories, and Footwear: Delivering the perfect finishing touches and easy stocking stuffers, featuring expanded cold-weather essentials, plush slippers, and cozy boots from Sonoma Goods for Life, SO, and Bearpaw. Plus, Kohl's is expanding fine jewelry to more stores, elevating the fashion jewelry experience, and offering boxed jewelry gifts perfect for holiday gifting.

Holiday Shopping, Made Simple

Kohl's is giving shoppers complete confidence and flexibility this season, combining AI-powered gift discovery with fast, flexible payment and delivery options that fit seamlessly into their schedules.

- New Digital Tools: Customers shopping on **Kohls.com** and in the Kohl's app can explore curated digital gift guides and tap into an AI-powered shopping assistant to help find the perfect items for even the trickiest person on their holiday list this year.
- New Ways to Pay: Kohl's recently launched Klarna's flexible payment options at checkout, providing customers with more ways to pay this holiday.
- New Same-Day Delivery Options: Kohl's now offers same-day delivery across Kohl's and Sephora at Kohl's through **DoorDash** and **Instacart**, with nationwide Uber Eats delivery rolling out this November.
- Free In-Store Pickup: Customers can buy **online and pick up in store** with most orders ready in two hours through Christmas Eve.
- Extended Holiday Returns: Customers can shop for gifts with confidence, knowing Kohl's has extended its **returns policy** to offer free in-store returns through Jan. 31, 2027, on items purchased from Oct. 4 - Dec. 30.

Spreading Holiday Joy Through Giving

To make the holidays brighter for families nationwide, Kohl's is awarding more than $850,000 in grants to 600 local nonprofits through the Kohl's Cares® Shopping Grant program, helping organizations purchase essential items for the individuals they serve. This initiative is powered by the **Kohl's Cares Goods For Good®** merchandise program, featuring books and plush from the Nutcracker®, The Grinch®, and Elf® this holiday, with all items priced under $10 and 100% of the net profit donated to communities.

Kohl's stores will once again be closed on Thanksgiving and Christmas Day so associates can enjoy time with loved ones.

For more Kohl's news and to stay up to date on all the holiday happenings at Kohl's, visit **Corporate.Kohls.com.**

Cautionary Statement Regarding Forward-Looking Information

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding Kohl's holiday strategy, product assortments, inventory depth, digital shopping features, and payment and delivery partnerships, and community initiatives. Words such as "believes," "anticipates," "plans," "may," "intends," "will," "should," "expects," and similar expressions are intended to identify forward-looking statements. Forward-looking statements are based on the then current views and assumptions of Kohl's management and, as a result, are subject to certain risks and uncertainties that could cause the Company's actual results to differ materially from those projected. These risks and uncertainties include, but

are not limited to: risks associated with customer demand and promotional effectiveness during the holiday season; competitive pressures; supply chain and inventory challenges; customer acceptance of products and digital features; consumer spending behavior amid broader economic conditions; and those described more fully in Item 1A of Kohl's most recent Annual Report on Form 10-K, in subsequent Quarterly Reports on Form 10-Q, and in other filings with the Securities and Exchange Commission, which are expressly incorporated herein by reference. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer built on a foundation that combines great brands, incredible value and convenience for our customers. Kohl's is uniquely positioned to deliver against its long-term strategy and its purpose to take care of families' realest moments. Kohl's serves millions of families in its more than 1,100 stores in 49 states, online at Kohls.com, and through the Kohl's App. With a large national footprint, Kohl's is committed to making a positive impact in the communities it serves. For a list of store locations or to shop online, visit Kohls.com. For more information about Kohl's impact in the community or how to join our winning team, visit **Corporate.Kohls.com**.

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