



NEWS RELEASE

Kohl's Celebrates Life's Real Moments with New Brand Platform, "Where Families Come First"

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- Kohl's debuts brand refresh anchored in the authenticity of the everyday moments that make life beautiful
- Shoppers will receive instant Kohl's Cash coupons in-store from September 6-8 during the Kohl's Cash Ultimate Giveaway event*, plus three days of deals and 20% off qualifying purchases with coupon**

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- **Kohl's** (NYSE: KSS) today unveiled its new brand platform, "Where Families Come First," which celebrates families of all kinds and embraces the real, messy and beautiful moments together. Kohl's has been serving millions of families for more than 60 years, playing a part in major life moments and the everyday. With its new platform, unmatched value and enhanced product assortment, Kohl's is further positioning itself as the destination for families, bringing forward all of the company's offerings for life's milestones, both big and small.

"Kohl's has always been committed to families by providing the product they want at a great value. With our new platform, we have an opportunity to emotionally connect with new and existing customers, including families in all of their forms, and get them excited about the changes we're making," said Christie Raymond, Kohl's chief marketing officer. "Today's family is inundated with images of perfection across media channels, so we wanted to flip the script and bring authenticity to our marketing and storytelling that shows real moments."

The Real Look of Family

Kohl's is celebrating all of the real moments that families go through behind the highlight reel. In contrast to perfectionism, Kohl's is bringing everyday moments to the forefront of its marketing channels to showcase candid moments that celebrate the shared experiences that make life unique and meaningful. This fall, Kohl's new platform will come to life through its campaign, "When Life Gets Real, Start Here."

Across Kohl's digital and print media, video, and social media, customers will see authentic and unfiltered moments through product storytelling such as home decor for your first time living alone, dinnerware for when the entire family stops by, and waffle irons for making memories with your grandkids, highlighting how Kohl's offerings are made for real-life moments. Kohl's will also collaborate with long-time celebrity brand partners to compile product curations that spotlight the Kohl's products they use and love in their everyday lives managing careers and families.

The campaign features broadcast spots that showcase relatable moments that make up the family journey. From heated sibling ping pong matches to middle-of-the-night wakeups with a new baby, the collection of moments celebrates the shared experiences that make life unique and meaningful. Set to "Home" by Good Neighbours, the advertisements will run across a wide range of channels, including TV, digital, video, social, and Kohls.com.

As part of connecting with and showcasing real families, Kohl's is asking shoppers to share how Kohl's is there for their real family moments by using #KohlsFinds or @kohls for the chance to be featured on Kohl's social media channels.

Kohl's is the Destination for Families

'Where Families Come First' furthers Kohl's commitment to putting customers' needs at the center of everything we do. With our offerings including apparel for the whole family, Sephora at Kohl's, an expansive home assortment, Babies"R"Us, and pet gear, Kohl's has everything families need for the everyday and all of life's exciting firsts. To position itself for the newest generation of families while engaging with its core customers, the new brand platform will showcase Kohl's offerings in a way that resonates and connects with a broad range of families.

Real Savings for Real Life

Kohl's will continue to offer value across its assortment, amplified by the opportunity to earn and redeem Kohl's Cash coupons throughout the year. To celebrate the launch of its new platform, Kohl's is inviting customers to stores nationwide for the Kohl's Cash Ultimate Giveaway event. From September 6 - September 8, Kohl's will give away millions in instant Kohl's Cash coupons. Shoppers will receive instant Kohl's Cash coupons valid for their qualifying purchase, redeemable the same day, while supplies last*. On top of the giveaway event, customers will find three days of deals in-store and online plus 20% off their qualifying purchase with coupon**. In addition to Kohl's Cash earn and redeem periods, shoppers can earn **Kohl's Rewards** daily through the retailer's free loyalty program and even more value with a **Kohl's Card**.

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. 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 management’s then current views and assumptions and, as a result, are subject to certain risks and uncertainties, which could cause the Company’s actual results to differ materially from those projected. These risks and uncertainties include, but are not limited to, risks described more fully in Item 1A in the Company’s Annual Report on Form 10-K, which are expressly incorporated herein by reference, and other factors as may periodically be described in the Company’s filings with the SEC. 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.

*PROMOTIONAL KOHL’S CASH® REDEEMABLE SAME DAY AND IN STORE ONLY FOR ONE TRANSACTION. Kohl’s Cash® is not legal tender. No cash back. PROMOTIONAL KOHL’S CASH® REDEEM: Can be redeemed for one transaction during the stated redeem window with any other coupon; any unused amount will be forfeited. Limit of 1 per transaction. KOHL’S CASH® AND OTHER DOLLAR-OFF COUPONS WILL BE APPLIED PRIOR TO PERCENT-OFF TOTAL PURCHASE COUPONS. Kohl’s Cash® may not be redeemed on (1) Sephora at Kohl’s merchandise; (2) Kohl’s Cares® cause merchandise or other charitable items; (3) Gift Cards; (4) price adjustments; (5) payments to a Kohl’s credit card or any third-party charge account; or (6) any services or fees, including taxes and shipping. RETURN VALUE OF MERCHANDISE PURCHASED WITH THIS PROMOTIONAL KOHL’S CASH® WILL BE SUBJECT TO ADJUSTMENT. RETURN KOHL’S CASH WILL NOT BE ISSUED UPON RETURN OF MERCHANDISE OR CANCELLATION OF ORDER. Nontransferable. See associate for details.

**Present coupon in-store or enter code on Kohls.com. Refer to the specific offers for terms and exclusions or ask an associate for details.

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Source: Kohl’s