



NEWS RELEASE

Kohl's Makes Gifting Easy, Joyful, and Affordable This Holiday Season

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MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- Kohl's (NYSE: KSS) is focusing on what matters most to customers this season: making gift-giving easier and more meaningful. Featuring beloved national and only-at-Kohl's brands, thoughtful curations, and inspiring shopping tools both in-store and online, Kohl's is the destination for everyone on your list — with great gifts at great prices, throughout the holiday season.

"We know our customers are looking for gifts that feel special without stretching their budget," said Nick Jones, Kohl's chief merchandising officer. "That's why this year, we've curated an impactful assortment that offers the quality, value, and variety families can trust from Kohl's, across everything from cozy sleepwear and fleece to hosting essentials, the hottest beauty items, and top toys."

Gifts to Love, Prices to Celebrate

Kohl's has shoppers covered for every gifting and holiday moment this year with quality, on-trend, affordable gifts that fit every budget. Kohl's brings together customer-loved only-at-Kohl's brands like LC Lauren Conrad, FLX and Sonoma Goods for Life alongside new names like Bearpaw and Bobby Flay, and national favorites like Nike, Levi's, adidas, and Under Armour for a balanced assortment of products they'll love.

With **more coupon-eligible brands** this season, it's even easier to maximize value at Kohl's. Plus, **Kohl's 4-Day Cyber Days savings event** kicked off a full season of holiday promotions, as deals will roll out weekly throughout the holiday season.

Shoppers will find deeper assortments across their favorite brands and items, offering more color and size options at wallet-friendly prices – like sweaters starting at \$14.99. Kohl's has also tailored its dress assortment, offering a

refined selection of the top trending styles for every holiday occasion. For cozy holiday moments, Kohl's has pajamas starting at \$9.99, and The Big One throw blankets starting at \$9.99.

Popular gifts like jewelry and beauty are also made easy with boxed jewelry and watch sets, trending Sephora gift sets, and viral beauty advent calendars. For the kids or kids at heart, Kohl's toy assortment has gifts starting at just \$4.99, and favorites from trusted brands like Barbie, LEGO®, Hot Wheels, and Bluey, plus popular holiday picks like the Tonies Toniebox and Lego Botanicals.

Those looking to make their homes holiday-ready will find a more prominent in-store Kohl's Tree Farm featuring an assortment of trees, ornaments, lights, inflatables, and seasonal decor.

Oh, What Fun It Is To Find

Kohl's makes shopping feel simple and fun with organized gift guides, price-based gifting collections, and easy-to-navigate experiences online and in-store. Plus, customers can shop with confidence at Kohl's this holiday season with an **extended holiday return policy**, and free returns in-store to make gift-giving even easier.

"We want gifting to feel easier, more joyful, and more fun for families," said Christie Raymond, Kohl's chief marketing officer. "Whether customers are shopping early, looking for inspiration, or want help organizing their lists – our gift solutions and digital experiences will help bring that to life."

- **Kohl's Mom is Back!** - Following her debut earlier this year, **Ellie Kemper** returns as Kohl's Mom for the holiday season to help shoppers navigate every "present predicament" – from tricky gift lifts to last-minute surprises – with humor and practicality.
- **Gift Finding Made Easy:** Kohl's is rolling out the red ribbon this season to spotlight great gifts at lovable prices with festive ribbon displays and vibrant color treatments that draw attention to quality products and bring the magic of gifting to life. Plus, **Kohl's Top Gift List** highlights must-have items across categories, featured with "Top Gift Pick" badging at the Holiday Gift Shop on Kohls.com. Shoppers can also browse curated gift ideas by price — with options under \$10, \$15, \$25, and \$50 — and find gift ideas for him, her, or kids.
- **Unwrap More Ways to Win:** In November, Kohl's will launch Kohl's Holiday Quest, a new holiday game featuring new ways to win every day during the season, and a grand prize of \$100,000. During Black Friday and throughout December, shoppers will find even more ways to earn Kohl's Cash and win prizes.
- **Love It, List It:** New this holiday season, the **"My List" feature** on Kohls.com and the Kohl's App, makes shopping easier and more personal. Customers can tap the heart icon on any product to build a personalized shopping list, rename and organize their picks, or share their list with friends and family.

Delivering Holiday Joy

Kohl's is spreading holiday cheer by gifting \$1,000 grants to nonprofits nationwide to help purchase gifts and essential items for the individuals they serve through the Kohl's Cares® Shopping Grant program, funded by the Kohl's Cares Goods For Good™ merchandise program. New this year, Kohl's has teamed up with Mattel for a special Kohl's Cares collection in celebration of Mattel's 80th anniversary, featuring toys and books — including Hot Wheels®, Fisher-Price® and Polly Pocket® — all priced under \$10 and available in-store and online at **Kohls.com**.

Kohl's stores will be closed on Thanksgiving Day so associates can enjoy time with loved ones, and will re-open on Black Friday.

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, digital shopping features, and seasonal partnerships. 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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