



NEWS RELEASE

Shop Early, Save Big: Kohl's Black Friday Savings Start Now

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- New Kohl's Holiday Quest* offers shoppers opportunities to win every day, with more than \$1 million in prizes, including \$100,000 cash grand prize
- Kohl's expands Black Friday Week to seven days of savings; stores open Friday, Nov. 28, at 5 a.m.**
- On Black Friday, the first 200 customers in stores nationwide will instantly win up to \$100 Kohl's Cash*, and have the chance to win \$10,000 in cash***

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- Kohl's (NYSE: KSS) today is kicking off a month full of holiday savings for customers — starting with its Black Friday Early Access event, Nov. 7–9, and wrapping up with its extended Black Friday Week event from Nov. 23 - Nov. 29. From can't-miss deals on gifts for the whole family to plenty of ways to earn coveted Kohl's Cash®, shoppers can count on Kohl's for all their holiday needs. Adding to the excitement, the all-new **Kohl's Holiday Quest** kicks off today and invites everyone to play to win daily prizes and a chance at the \$100,000 grand prize*.

"At Kohl's, we're focused on delivering unmatched value and experiences that make holiday shopping easier and more rewarding for our customers," said Christie Raymond, Kohl's chief marketing officer. "With incredible savings through our Black Friday events, opportunities to earn and redeem Kohl's Cash, and engaging experiences like Kohl's Holiday Quest, we're helping families stretch their budgets further and find more joy in every moment of the season."

Introducing Kohl's Holiday Quest with Ways to Win Every Day and More than \$1M in Prizes

Kohl's is bringing extra cheer to the season with the launch of **Kohl's Holiday Quest**, an interactive, digital experience giving everyone a chance to win every day through Dec. 25. Starting today, customers can sign up and

play daily for chances to win Kohl's Cash or entries into the \$100,000 grand prize sweepstakes. Customers can also earn bonus entries into the sweepstakes by scanning the bar code on their Kohl's receipts.

Throughout the season, the Kohl's Holiday Quest will offer even bigger prizes during major shopping moments. During the Black Friday Early Access event, 250 lucky shoppers will win \$50 in Kohl's Cash each day, then from Nov. 23 - Dec. 1, 500 customers will win \$100 Kohl's Cash every day***. With more than \$1 million in prizes up for grabs, Kohl's Holiday Quest makes holiday shopping more rewarding and more fun than ever before*.

Black Friday Savings Start Now with Three-Day Early Access Event (Nov. 7-9)

Kohl's Black Friday Early Access event starts today, Nov. 7, through Sun. Nov. 9, with incredible deals on must-have gifts, holiday decor, and everyday essentials. Plus, shoppers can take 15% off their qualifying purchase with a coupon***, and earn \$15 Kohl's Cash+ for every \$50 spent only today, Nov. 7, and \$10 for every \$50 spent on Nov. 8-9. Customers can shop confidently at Kohl's with an **extended holiday return policy** and free in-store returns, making holiday shopping simple and convenient.

A few of the great deals customers can shop on select styles include:

- Up to 50% off holiday decor
- 50% off kitchen electrics, floorcare, and cookware
- Up to 50% off beauty
- \$14.99 sweaters for women and juniors
- Up to 50% off pajamas for the family
- 30% off LEGO® building sets
- 65% off luggage
- Up to 50% off boots for the family
- 40% off Fitbit and Garmin smartwatches

Extended Black Friday Week, Plus Giveaways and More (Nov. 23-29)

Kohl's also unveiled an early look at its **Black Friday Week event**, expanded to seven days of deals this year, beginning Sunday, Nov. 23 - Saturday, Nov. 29. During the event, shoppers can also take 15% off qualifying purchases***, and earn \$15 in Kohl's Cash for every \$50 spent+. Limited-time doorbusters from Thursday, Nov. 27, through Saturday, Nov. 29, offer even more savings on go-to gifts for the whole family, and on Nov. 29 only, shoppers can take an additional \$10 off a \$50 qualifying purchase***.

Then on Black Friday, Nov. 28, Kohl's is giving shoppers another reason to start their day at Kohl's — the first 200

customers in each store nationwide will instantly receive \$5 - \$100 in Kohl's Cash⁺, while supplies last, with ten of those lucky customers nationwide winning \$10,000 cash^{***}.

Kohl's will be closed on Thanksgiving Day, but deals and doorbusters will be available on **Kohls.com**. Stores will open on Friday, Nov. 28, at 5 a.m.^{**}.

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

⁺Kohl's Cash[®] terms and exclusions apply. Not valid on Sephora at Kohl's. Earn amount of Kohl's Cash[®] is approximate and may vary if additional coupons are applied to the purchase transaction. See coupon or ask an associate for details.

^{*}NO PURCHASE NECESSARY. Legal residents of the 50 U.S. (D.C.) 18 years or older. Ends 12/25/25. To enter and for [Official Rules](#), including odds, free method of entry, and prize details, visit **www.kohlsholidayquest.com**. Void where prohibited.

^{**}Store hours may vary by location. See Kohls.com 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.

⁺PROMOTIONAL KOHL'S CASH[®] REDEEMABLE IN STORE ONLY FOR ONE TRANSACTION SAME DAY OF RECEIPT
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.

^{****}NO PURCHASE NECESSARY. Open only to legal residents of 50 US/DC, 18+. Sweepstakes starts 11/28/25 and ends 12/1/25. Cards are distributed in-person on a first-come, first-served basis starting at store opening on 11/28/25, and only while supplies last. Limit 1 card/Sweepstakes entry per person. Enter Sweepstakes code online by 11:59 pm ET on 12/1/25. Kohl's Cash[®] must be redeemed in-store today. Kohl's Cash[®] value varies between \$5 and \$100. Subject to Official Rules & Offer T&Cs.

***PROMOTIONAL KOHL'S CASH® REDEEMABLE IN STORE OR ONLINE 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.

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 promotional strategy, Black Friday and Holiday Quest events, seasonal marketing initiatives, customer engagement, and omnichannel shopping experiences. Words such as "will," "believes," "anticipates," "plans," "may," "intends," "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 Kohl's actual results to differ materially from those projected. These risks and uncertainties include, but are not limited to: changes in consumer spending or preferences; promotional effectiveness and execution; omnichannel operations, technology, or platform performance; competitive pressures during the holiday season; 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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