



2024 Analyst & Investor Conference

DECEMBER 11, 2024

Forward-looking statements



This presentation includes “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Statements including words such as “believe”, “expect”, “anticipate”, “plan”, “desire”, “project”, “estimate”, “intend”, “will”, “should”, “could”, “would”, “may”, “strategy”, “potential”, “opportunity”, “outlook”, “scenario”, “guidance”, and similar expressions are forward-looking statements. Forward-looking statements involve, among other things, expectations, projections, and assumptions about future financial and operating results, objectives (including objectives related to environmental and social matters), business outlook, priorities, sales growth, shareholder value, capital expenditures, cash flows, the housing market, the home improvement industry, demand for products and services including customer acceptance of new offerings and initiatives, macroeconomic conditions and consumer spending, share repurchases, and Lowe's strategic initiatives, including those relating to acquisitions and dispositions and the impact of such transactions on our strategic and operational plans and financial results. Such statements involve risks and uncertainties, and we can give no assurance that they will prove to be correct. Actual results may differ materially from those expressed or implied in such statements.

A wide variety of potential risks, uncertainties, and other factors could materially affect our ability to achieve the results either expressed or implied by these forward-looking statements including, but not limited to, changes in general economic conditions, such as volatility and/or lack of liquidity from time to time in U.S. and world financial markets and the consequent reduced availability and/or higher cost of borrowing to Lowe's and its customers, slower rates of growth in real disposable personal income that could affect the rate of growth in consumer spending, inflation and its impacts on discretionary spending and on our costs, shortages, and other disruptions in the labor supply, interest rate and currency fluctuations, home price appreciation or decreasing housing turnover, age of housing stock, the availability of consumer credit and of mortgage financing, trade policy changes or additional tariffs, outbreaks of pandemics, fluctuations in fuel and energy costs, inflation or deflation of commodity prices, natural disasters, geopolitical or armed conflicts, acts of both domestic and international terrorism, and other factors that can negatively affect our customers.

Investors and others should carefully consider the foregoing factors and other uncertainties, risks and potential events including, but not limited to, those described in “Item 1A - Risk Factors” in our most recent Annual Report on Form 10-K and as may be updated from time to time in Item 1A in our quarterly reports on Form 10-Q or other subsequent filings with the Securities and Exchange Commission. All such forward-looking statements speak only as of the date they are made, and we do not undertake any obligation to update these statements other than as required by law.



Technology

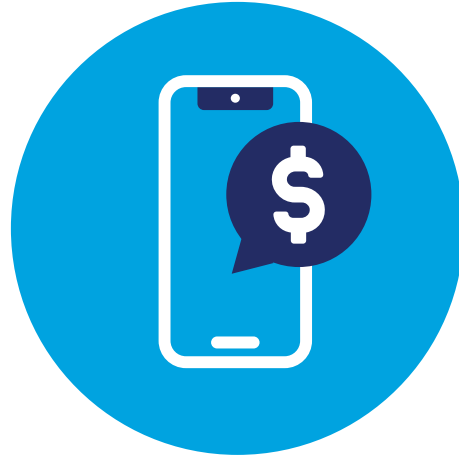
SEEMANTINI GODBOLE, CHIEF DIGITAL & INFORMATION OFFICER

Total Home Strategy 2025

CAPTURING MARKET SHARE ACROSS DIY AND PRO



Drive
Pro penetration



Accelerate
online sales



Expand
home services



Create a
**loyalty
ecosystem**



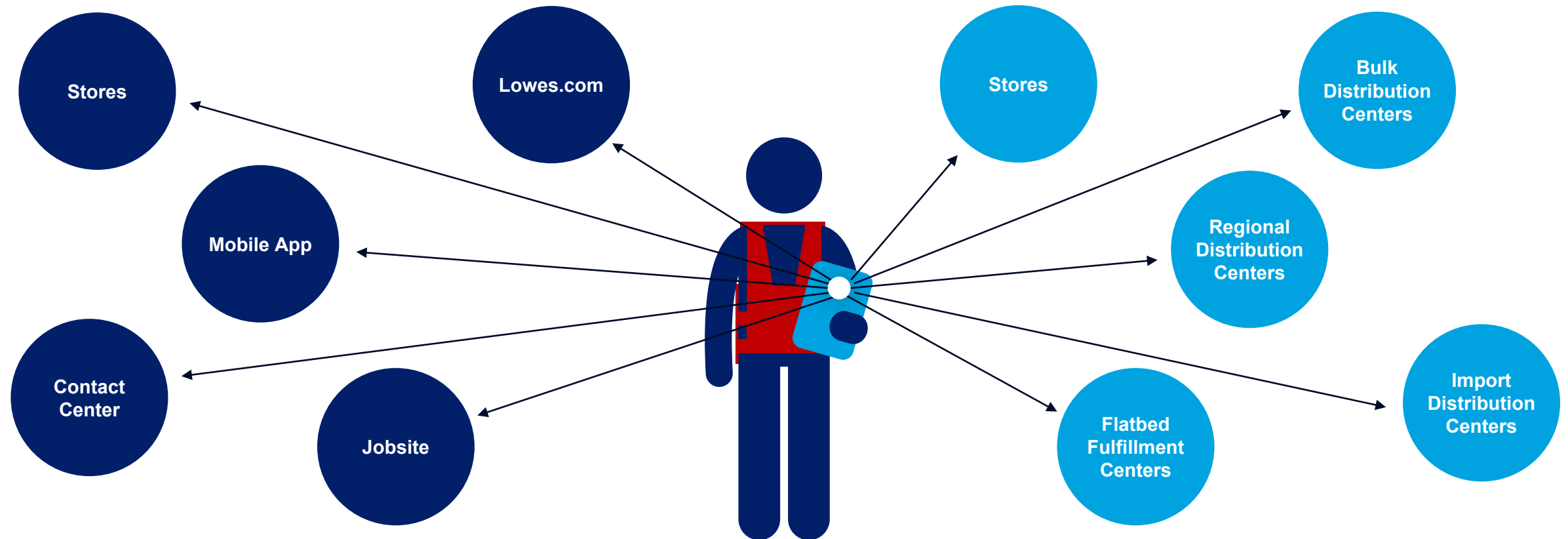
Increase
**space
productivity**

Helping to solve problems and fulfill dreams for the home

Tech transformation, 2018-24



MODERNIZED TECH PLATFORMS TO CREATE INTEGRATED OMNICHANNEL SHOPPING EXPERIENCE



A single view of our customer, regardless of which channel(s) they use

A single view of our inventory, regardless of where it is

New omnichannel network



Omnichannel Network

Single source for items, prices, promotions, inventory, sourcing, delivery, customers and orders

Supporting consistent customer experience across **all channels**

IN STORE

Associate
terminals

Mobile
smart
device

ONLINE

Lowe's.com

Lowe's app

OTHER

Contact
center

Jobsite

Designed for compatibility with leading AI-powered large language models,
creating agility to rapidly deploy enhancements

New AI framework

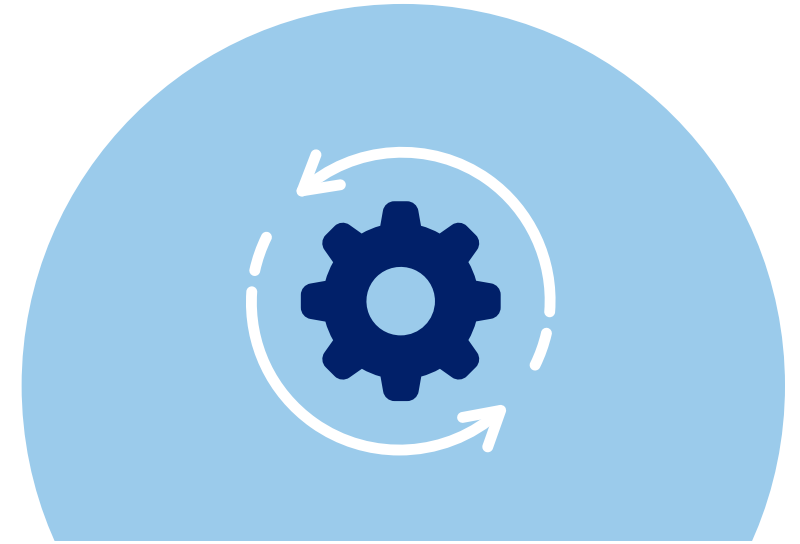
ENHANCING HOW WE SELL ... HOW WE SHOP ... AND HOW WE WORK



Sell



Shop



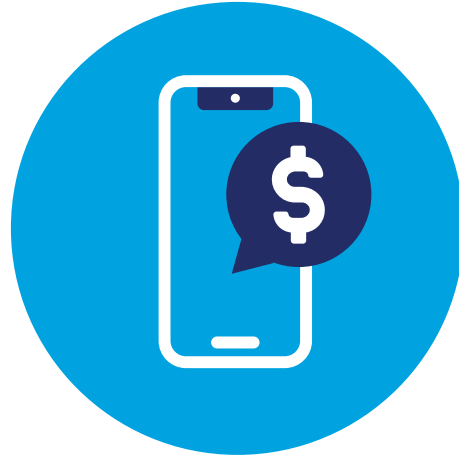
Work

Total Home Strategy 2025

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Style Your Space

AI DESIGN ASSISTANT



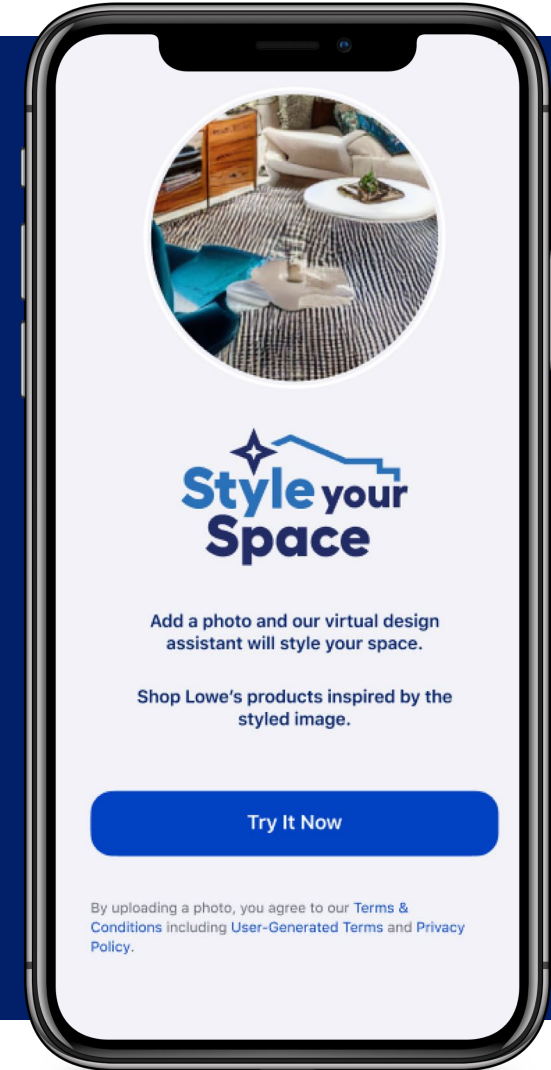
Personalized design recommendations



Variety of style options

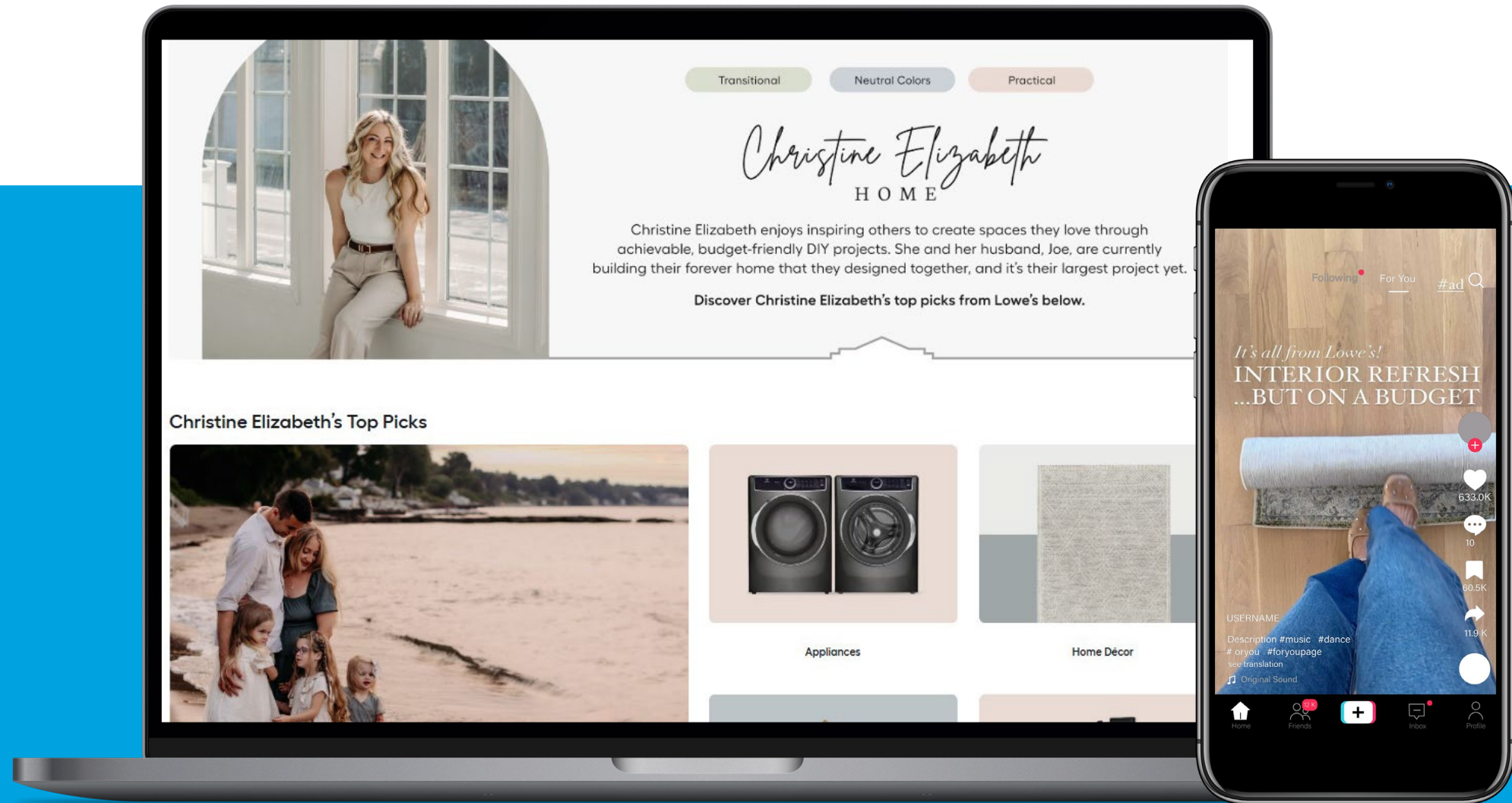


Shoppable directly in the app



Lowe's Creator storefronts

SOURCING DESIGN INSPIRATION FROM SOCIAL MEDIA INFLUENCERS



DIY project know-how available online



1,000+ HOW-TO VIDEOS AIMED AT HELPING DIY ... FROM BEGINNER TO ADVANCED

Troutman Lowe's
Open until 10 PM

Delivery to
28273

LOWE'S

Lowe's Credit Center Order Status Weekly Ad Lowe's PRO

Shop ▾ Savings ▾ Installations ▾ DIY & Ideas ▾

What are you looking for today?

My Lists Notifications Sign In Cart

Home / DIY Projects & Ideas / How-Tos

How-Tos

Showing 1 - 21 of 1209

Topics

AARP (1)

Accessible Home (13)

Animal & Pet Care (16)

Appliances (57)

Bathroom (79)

Bedroom (1)

Building Materials (10)

Building Supplies (70)

Ceiling Fans (3)

Cleaning (102)

Crafts (91)

Windows & Doors

How to Fix Screen Door

Lawn & Garden

How to Prepare Garden Beds for Winter

Storage & Organization

How to Change an Outdoor Light Fixture

WHAT DOES A
ROUTER
DO?

LOWE'S

HOW DO I USE
CAULK?

LOWE'S

Lowe's new online marketplace



LAUNCHING THE FIRST PRODUCT MARKETPLACE IN THE U.S. HOME IMPROVEMENT INDUSTRY



Launch with Lowe's

Join our marketplace as a verified seller to showcase products on Lowes.com and gain the exposure your business deserves.

Join Today



Benefits of the Lowe's Marketplace.

National Exposure

Reach millions of DIY and PRO customers across the US.

Brand Recognition

Increased recognition for your brand and products by partnering with one of the largest home improvement retailers.

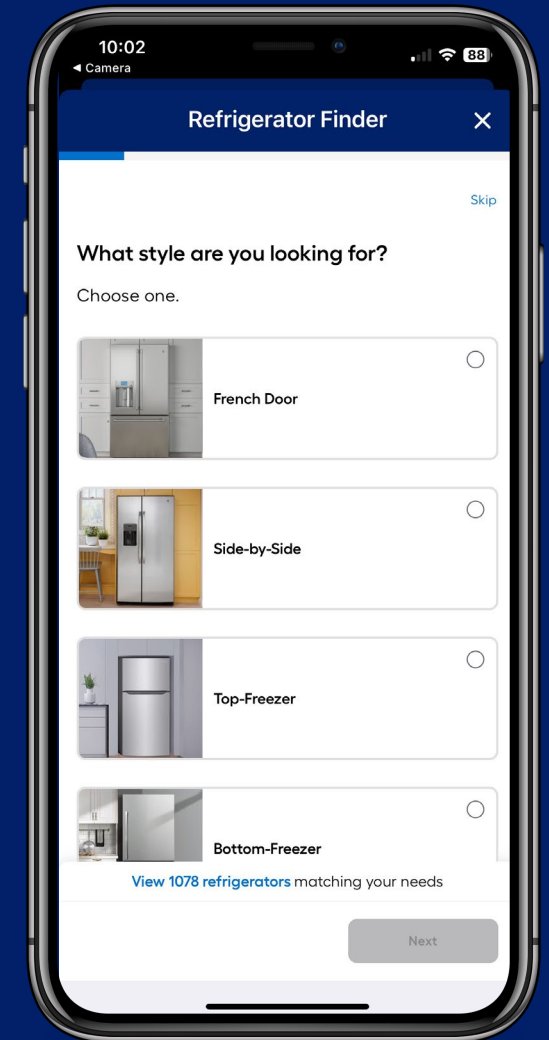
Enhanced omniselling capabilities

WIDER ASSORTMENT AVAILABLE ONLINE AND ON LOWE'S MARKETPLACE

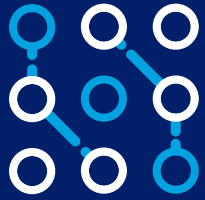


Guided selling

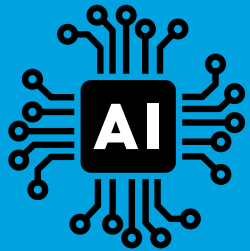
HELPING CUSTOMERS WALK THROUGH THE STEPS OF A COMPLEX PURCHASE



Technology recap



**Tech at center
of Total Home
Strategy 2025**



**New AI
framework**



**Launching
a marketplace**



**Grow
online sales**