

## OUR MISSION

Unlock the inner sneakerhead in everyone.

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## WHO ARE WE FOR

FASHION FORWARD EXPRESSIONISTS

—who wear sneakers for style

SNEAKER MAVENS

—who wear sneakers for status

ACTIVE ATHLETES

—who wear sneakers for stats

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## OUR POSITIONING

For the Sneaker Passionate who want to show up for every type of sneaker occasion, Foot Locker is the beating heart of all things sneaker. We welcome the world into experience the power of sneakers, because our STRIPERS + SELECTION not only boosts them up, but also connects them to CULTURE and COMMUNITY.

Sneakers are our culture.

A source of energy that sparks moments and influences sports and style.

At the center of it all, you'll find Foot Locker

And our iconic stripers. . .

Absorbing all the positivity generated by sneakers.

And pumping it back out into the world.

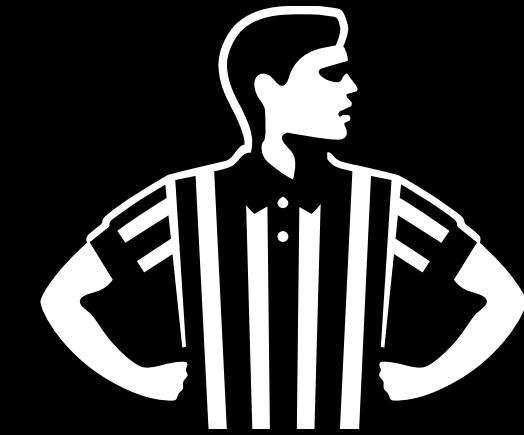
Engaged in communities. Boosting confidence. Showing up with a blend of passion, knowledge, and taste you can't get anywhere else.

Holding it down while hyping you up.

Now is the time to put the world on notice and show everyone that Foot Locker is. . .

## THE HEART OF SNEAKERS

## WHY WE CAN DELIVER



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## OUR PERSONALITY

Taking a page from our employees, we propel the positive in culture. Not in a saccharine way, but a hype one. Boosting people up at every touch point and opportunity.

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## OUR PARTNERSHIP APPROACH

We bring the Striper way to our brand partners by helping them get closer to their customers and culture through our community connections.