Q3 2017 EARNINGS CONFERENCE CALL

November 9, 2017
FORWARD-LOOKING STATEMENTS

This presentation contains statements that are forward looking. These statements are based upon current expectations and assumptions that are subject to risks and uncertainties. We may not achieve the results projected in these forward-looking statements, and our actual results could materially differ because of factors discussed in this conference call, in the comments made during this presentation, and in the risk factors section of our Form 10-K, Form 10-Qs, and other reports and filings with the Securities and Exchange Commission. The Company undertakes no obligation to update or revise any forward-looking statement to reflect subsequent events, new information or future circumstances.
BLAKE NORDSTROM
CO-PRESIDENT
NORDSTROM

SALES TRENDS

<table>
<thead>
<tr>
<th></th>
<th>Q1 16</th>
<th>Q2/Q3 16*</th>
<th>Q4 16</th>
<th>Q1 17</th>
<th>Q2 17</th>
<th>Q3 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP</td>
<td>(1.7%)</td>
<td>(0.9%)</td>
<td>(0.8%)</td>
<td>(1.7%)</td>
<td>(0.9%)</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>2.5%</td>
<td>3.3%</td>
<td>2.4%</td>
<td>2.7%</td>
<td>3.5%</td>
<td>2.0%</td>
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<tr>
<td>SALES</td>
<td></td>
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| ADJUSTED FOR HURRICANE IMPACT ~(60 bps)
FULL-PRICE AND OFF-PRICE SALES

*Nordstrom, Nordstrom.com, and Trunk Club*

Q1 16: 0.8%, 11.8%
Q2/Q3 16*: 0.9%, 11.2%
Q4 16: 2.2%, 10.1%
Q1 17: 1.1%, 10.7%
Q2 17: 1.7%, 8.7%
Q3 17: 1.9%, 9.8%

Q1 16: 2.7%, 4.6%
Q2 16: 3.9%, 5.3%
Q3 16: 4.3%
Q4 16: 4.3%
Q1 17: 2.3%
Q2 17: 3.1%
Q3 17: 0.8%

* Q2 and Q3 2016 combined to remove the impact of the Anniversary Sale event shift
Full-price includes Nordstrom U.S. and Canada full-line stores, Nordstrom.com, and Trunk Club

ADJUSTED FOR HURRICANE IMPACT
## Differentiated and Seamless Experience

### Innovation
- Nordstrom Local

### Brand Partnerships
- Limited Distribution Brands
  - Good American
  - Bonobos
  - Canada Goose
  - J.Crew
  - Charlotte Tilbury
  - Treasure & Bond x Something Navy

### Market Presence
- Century City
  - Los Angeles, CA (relocation)
- University Towne Center
  - San Diego, CA (relocation)
- Sherway Gardens
  - Toronto, Canada
- 11 New Racks in Fall
  + 1 relocation
HOLIDAY FOCUS

- Gift-giving destination
- Inspirational product
- Convenient services
ANNE BRAMMAN
CHIEF FINANCIAL OFFICER
EBIT MARGIN

- Q3 2016
  - Impact of Hurricanes
  - Occupancy (New Stores)
  - SG&A (Technology, Supply Chain)
  - Credit EBIT

- Q3 2017
  - Trunk Club Impairment (570 bps)
  - 1.6%
  - 5.9%
DRIVING LOYALTY

ACTIVE REWARDS CUSTOMERS (M)

NOW EVERYONE CAN EARN A $20 NOTE

Active Rewards customers: shopped JWN over the last 12 months

Q1 2017: 8.6
Q2 2017: 9.4
Q3 2017: 9.9

51% OF SALES

2012: 3.3
2013: 3.8
2014: 4.3
2015: 4.7
2016: 7.8

36%
STRONG MARKET POSITIONING

- Healthy financial position
- Physical and digital presence is a competitive advantage
- Favorable economics of omni-channel model
## FY 2017 OUTLOOK

<table>
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<tr>
<th></th>
<th>PRIOR</th>
<th>CURRENT</th>
<th>ESTIMATED HURRICANE IMPACT (Q3 + Q4)</th>
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</thead>
<tbody>
<tr>
<td>TOTAL SALES</td>
<td>~ 4%</td>
<td>~ 4%</td>
<td>($26M)</td>
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<tr>
<td>COMP SALES</td>
<td>~ FLAT</td>
<td>~ FLAT</td>
<td>(none)</td>
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<tr>
<td>RETAIL EBIT</td>
<td>$790M to $840M</td>
<td>$755M to $785M</td>
<td>($17M)</td>
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<tr>
<td>CREDIT EBIT</td>
<td>~ $145M</td>
<td>~ $165M</td>
<td>($0.06)</td>
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<tr>
<td>EPS</td>
<td>$2.85 TO $3.00</td>
<td>$2.85 TO $2.95</td>
<td>(none)</td>
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See earnings release for assumptions related to fiscal 2017 outlook
Q&A
## INVESTMENT HIGHLIGHTS
**DIFFERENTIATED AND SEAMLESS CUSTOMER EXPERIENCE**

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<th>HIGHLIGHTS</th>
<th>SUCCESS MEASURES</th>
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| Innovative **omni-channel leader** with robust e-commerce platform and high-quality store portfolio in top North American markets, consisting of 123 full-line stores and 232 Nordstrom Racks* | - Nearly 25% online penetration in 2016  
- $3B+ e-commerce business, 20%+ CAGR over past 3 years  
- Sales productivity of ~$500/sq. ft. in 2016  
- Stores generating positive cash flow |
| Maintaining **relevance** with existing and new customers | - Increasing customer count  
- Maintaining average customer age  
- Over 50% of sales from Nordstrom Rewards loyalty customers* |
| **Curated product offering** supported by strategic brand partnerships | - Strong regular-price selling trends  
- Growing limited distribution product of highly sought-after brands such as Good American, Bonobos, Canada Goose, J. Crew, and Charlotte Tilbury |
| **Industry-leading growth** through economic cycles | - Record sales of $14.5B in 2016  
- 6% CAGR over past 3 years |
| **Solid balance sheet** with healthy cash flow generation | - Consistently generated $1B+ annual operating cash flow  
- Maintained solid investment grade rating |

*NORDSTROM  
*as of end of Q3 2017 (Nordstrom full-line stores include Nordstrom Local)