

# Baird 2018 Global Consumer, Technology & Services Conference



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June 7, 2018

# Safe Harbor Statement

The Company claims the protection of the safe-harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995.

The information in this presentation contains certain forward-looking statements. These statements discuss, among other things, expectations with respect to sales, earnings, store growth, capital expenses, margins, debt, payment of dividends and stock repurchases. These forward-looking statements are based on estimates, projections, beliefs and assumptions, and may be affected by risks or uncertainties including, but not limited to, competition, product demand, economic conditions, the ability to open new stores, the effectiveness of merchandising and marketing initiatives, the ability to realize operational efficiencies, inflation, consumer debt levels, governmental approvals, ability to hire and retain qualified employees, weather, etc. The Company intends these forward-looking statements to speak only as of the time of the presentation and does not undertake any obligation to update or revise them after the date hereof or as more information becomes available.

Actual results may differ materially from anticipated results described in these forward-looking statements. As a result, all of the forward-looking statements made are qualified by these cautionary statements and those contained in the Risk Factors section of the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission.



# 80 Years and Going Strong

2018



TSC  
TRACTOR  
SUPPLY CO.

# The Largest Rural Lifestyle Retailer



**Tractor Supply is Unlike Most Retailers: We Serve a Lifestyle**



# Significant Opportunities for Long-Term Growth



## Driving Profitable Growth

- Comparable Store Sales
- Tractor Supply Store Growth
- Petsense Store Growth
- Online Growth

## Building Customer-Centric Engagement



- Personalization
- Relationship Marketing
- Supporting the Lifestyle



## Offering Relevant Products & Services

- Product Assortment
- In-Store Experience
- Services

## Enhancing Our Core & Foundational Capabilities

- Leverage Analytics
- In-Store Experience
- Online Enhancements
- Supply Chain Efficiencies & Infrastructure



Committed to Achieving Financial Targets



# Q & A