

VS&Co
VICTORIA'S SECRET & CO.



WHO WE ARE

Victoria's Secret & Co. is comprised of two market-leading intimate apparel brands, Victoria's Secret and PINK.

The Victoria's Secret brand is a global leader in intimate apparel, renowned for its innovative, fashion-inspired collections including signature bras, panties, lingerie, casual sleepwear, swim, lounge and sport, as well as award-winning prestige fragrances and body care. Victoria's Secret is a timeless staple for sexy, glamorous and affordable luxury for women around the world.

PINK is a lifestyle brand for young women providing fun, vibrant collections and heritage pieces, including apparel, loungewear, activewear, bras, panties, accessories, beauty and more. PINK's vibrant colors, playful designs and enduring commitment to community help customers feel supported, confident and stylish every day.

ABOUT US

We have a powerful presence in 1,417 retail stores worldwide, engaging customers through three key distribution channels:

North American Stores[^] – 790 VS/PINK stores across the U.S. and Canada.

Digital[^] – Our digital channel includes sales derived from our websites and mobile applications.

International Stores[^] – We have 627 international stores in nearly 70 countries. In addition to the full assortment Victoria's Secret & PINK stores, we operate smaller travel concept stores.

[^]data as of fiscal year end 2025



Profile of our ICONIC Lifestyle Brands



VICTORIA'S
SECRET

Independent, Confident &
Stylish

Sexy, Glamorous, and
Luxurious

Flagship brand, offering modern,
fashion-inspired lingerie, bras,
beauty, sleepwear and
accessories

- Stores range from 6,000-12,000 GSF
- 60'-90' minimum frontage
- www.victoriasecret.com

Target Age:

25-44

18-24

PINK

Carefree, Fun-loving &
Trendy

Bold, Playful, and
Irreverent

Lifestyle brand for young women,
including apparel, loungewear,
activewear, bras, panties,
accessories, and beauty

- Stores range from 3,500-6,000 GSF
- 40' minimum frontage
- www.vspink.com



We are THE Largest Specialty Intimates Retailer – in the WORLD!

#1

BRA BRAND in the World *

1B+

GLOBAL Beauty Sales

#1

Fragrance in America –
BOMBSHELL *

#43M

LOYALTY MEMBERS
in North America



#2

Highest Followed Brand
on IG *

145+M

SOCIAL MEDIA Followers

500M+

Annual WEBSITE Visits

33%

of Sales through
E-COMMERCE

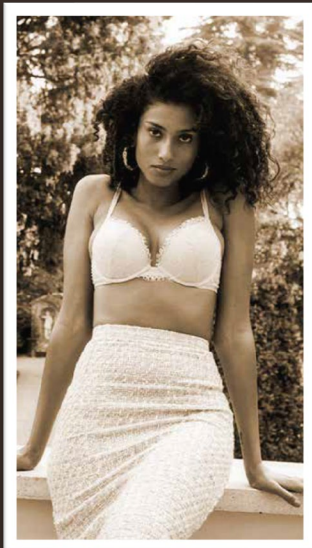
VS&Co
VICTORIA'S SECRET & CO.

* According to third party data

We are the BEST at BRAS



SEXY



Dream

2

Bras Sold EVERY Second!

148K+

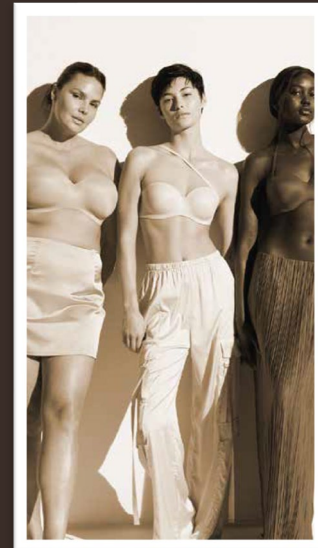
Bras Sold EVERY Day!

1M+

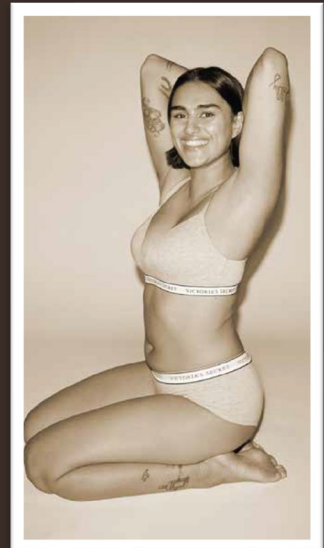
Bras Sold EVERY Week!

54M+

Bras Sold Last Year!



B O D Y



SIGNATURE

VICTORIA'S SECRET GLOBAL REAL ESTATE

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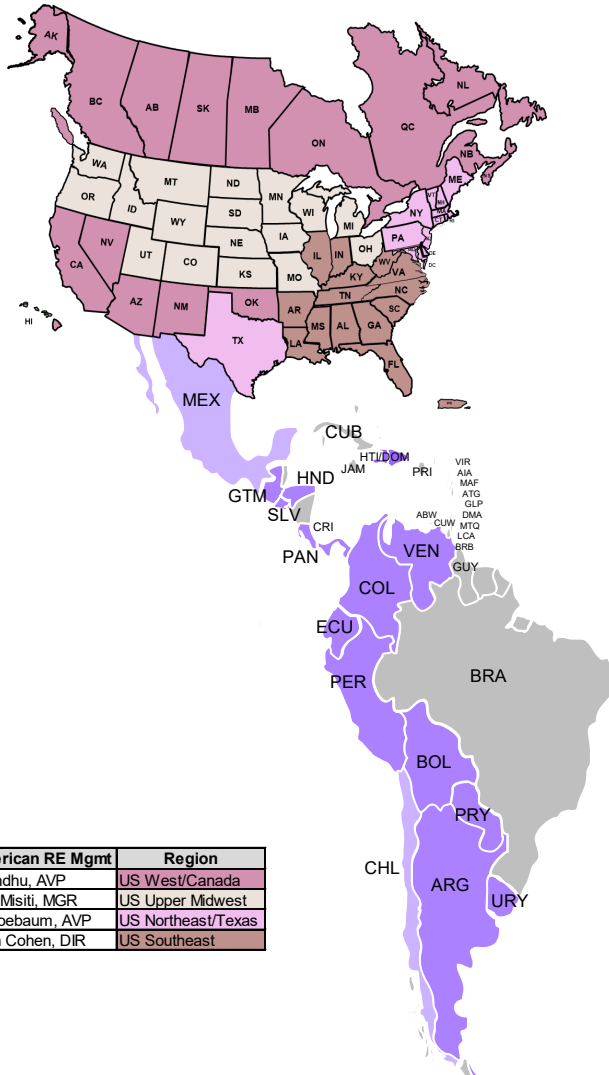
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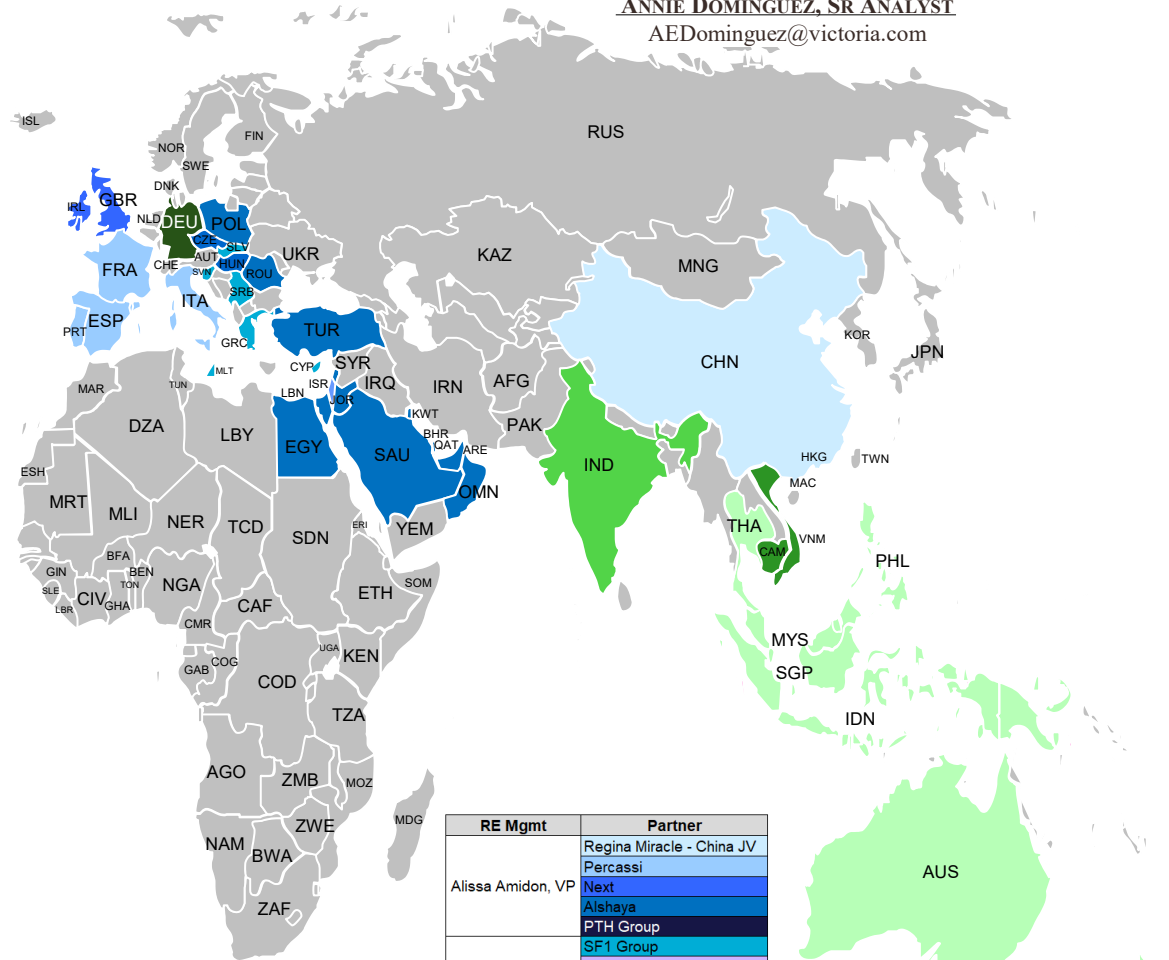
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Mike Bloebaum, AVP	US Northeast/Texas
Hannah Cohen, DIR	US Southeast



RE Mgmt	Partner
Alissa Amidon, VP	Regina Miracle - China JV
	Percassi
	Next
	Alshaya
Jeanette Mira, Mgr	PTH Group
	SF1 Group
	Grupo Axo
	Royal Canadian
Katie Fields, Mgr	Delta Galil
	Valiram
	Apparel Group
	Map
Intl Group	Travel Retail

VICTORIA'S
SECRET

Pink

VICTORIA'S SECRET NORTH AMERICAN REAL ESTATE

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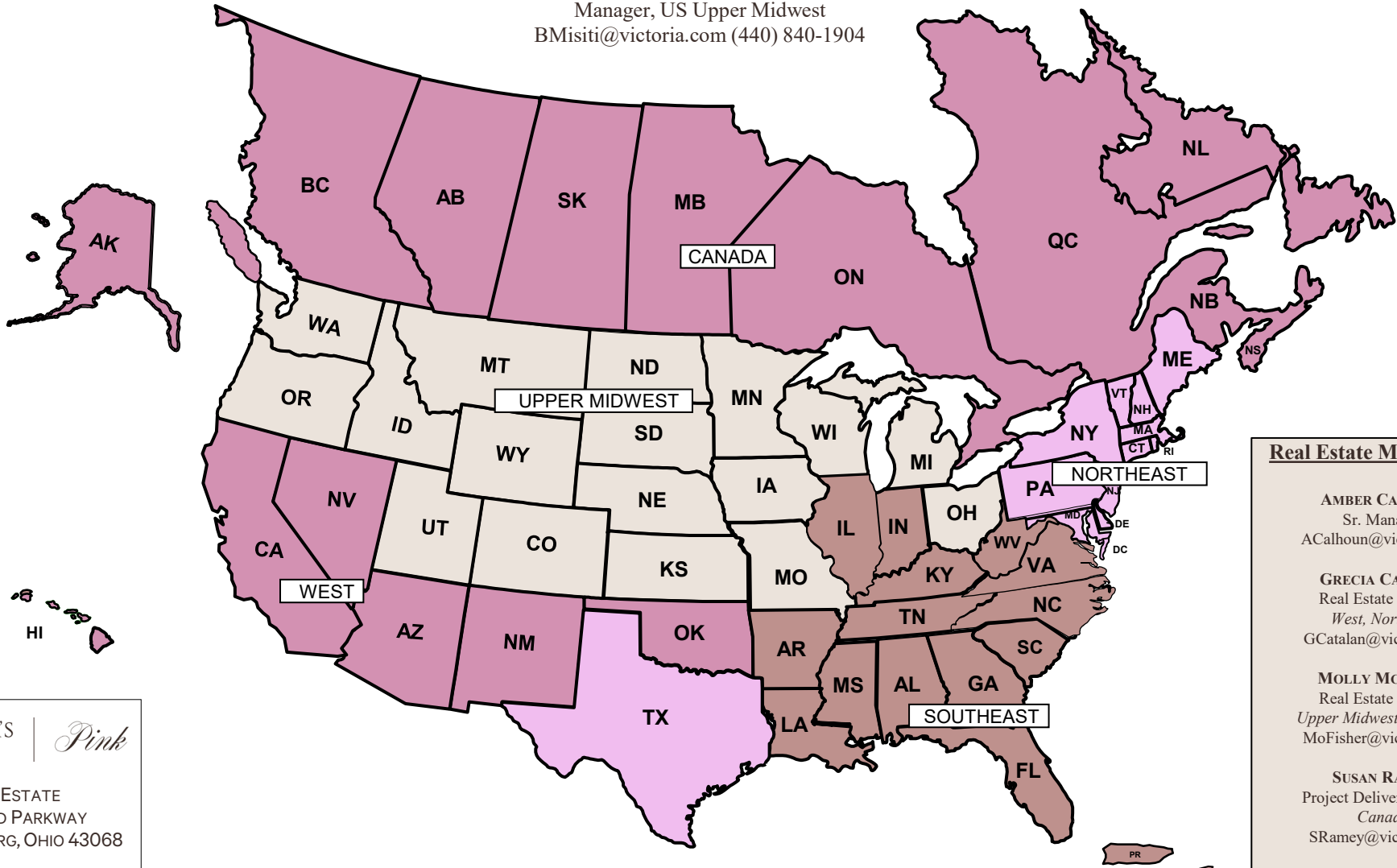
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VICTORIA'S
SECRET

Pink

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Beverly Center, CA



The Mall at Millenia, FL



Easton Town Center, OH



The Shops at Riverwalk, CA

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Town Sq Shopping Center, IN

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PINK





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