

Macy's, Inc.**Reconciliation of GAAP to non-GAAP Financial Measures**

(Dollars in millions)

The following information relates to, and should be read in conjunction with, a conference call hosted by the management of Macy's, Inc. on August 12, 2015 to discuss the Company's financial condition and results of operations as of and for the 13 and 26 weeks ended August 1, 2015. An audio archive of the conference call and the text of the related press release can be accessed at www.macysinc.com/ir/.

The Company reports its financial results in accordance with generally accepted accounting principles (GAAP). However, management believes that certain non-GAAP financial measures provide users of the Company's financial information with additional useful information in evaluating operating performance. See the tables below for supplemental financial data and corresponding reconciliations to the most directly comparable GAAP financial measures. These non-GAAP financial measures should be viewed as supplementing, and not as an alternative or substitute for, the Company's financial results prepared in accordance with GAAP. Certain of the items that may be excluded or included in this non-GAAP financial measure may be significant items that could impact the Company's financial position, results of operations and cash flows and should therefore be considered in assessing the Company's actual financial condition and performance. Additionally, the amounts received by the Company on account of sales of departments licensed to third parties are limited to commissions received on such sales. The methods used by the Company to calculate its non-GAAP financial measures may differ significantly from methods used by other companies to compute similar measures. As a result, any non-GAAP financial measures presented herein may not be comparable to similar measures provided by other companies.

Changes in Comparable Sales

| | 13 Weeks Ended August 1, 2015 | 26 Weeks Ended August 1, 2015 |
|--|--|--|
| Decrease in comparable sales on an owned basis (Note 1) | <u>(2.1)%</u> | <u>(1.4)%</u> |
| Impact of growth in comparable sales of departments licensed to third parties (Note 2) | <u>0.6%</u> | <u>0.6%</u> |
| Decrease in comparable sales on an owned plus licensed basis | <u>(1.5)%</u> | <u>(0.8)%</u> |

Notes:

(1) Represents the period-to-period change in net sales from stores in operation throughout the year presented and the immediately preceding year and all online sales, excluding commissions from departments licensed to third parties.

(2) Represents the impact of including the sales of departments licensed to third parties occurring in stores in operation throughout the year presented and the immediately preceding year and via the Internet in the calculation of comparable sales. The Company licenses third parties to operate certain departments in its stores and online and receives commissions from these third parties based on a percentage of their net sales. In its financial statements prepared in conformity with GAAP, the Company includes these commissions (rather than sales of the departments licensed to third parties) in its net sales. The Company does not, however, include any amounts in respect of licensed department sales (or any commissions earned on such sales) in its comparable sales in accordance with GAAP (i.e., on an owned basis). The Company believes that the amounts of commissions earned on sales of departments licensed to third parties are not material to its results of operations for the periods presented.

Macy's, Inc. believes that providing changes in comparable sales on an owned plus licensed basis, which includes the impact of growth in comparable sales of departments licensed to third parties, supplementally to its results of operations calculated in accordance with GAAP assists in evaluating the Company's ability to generate sales growth, whether through owned businesses or departments licensed to third parties, on a comparable basis, and in evaluating the impact of changes in the manner in which certain departments are operated.

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Changes in Comparable Sales

| | 2 Year CAGR 13 Weeks Ended May 2, 2015 | 2 Year CAGR 13 Weeks Ended August 1, 2015 |
|--|---|--|
| Increase (decrease) in comparable sales on an owned basis (Note 1) | <u>(1.1)%</u> | <u>0.6%</u> |
| Impact of growth in comparable sales of departments licensed to third parties (Note 2) | <u>0.7%</u> | <u>0.6%</u> |
| Increase (decrease) in comparable sales on an owned plus licensed basis | <u>(0.4)%</u> | <u>1.2%</u> |

Notes:

(1) Represents the period-to-period change in net sales from stores in operation throughout all periods included in the calculation and all online sales, excluding commissions from departments licensed to third parties.

(2) Represents the impact of including the sales of departments licensed to third parties occurring in stores in operation throughout all periods included in the calculation and via the Internet in the calculation of comparable sales. The Company licenses third parties to operate certain departments in its stores and online and receives commissions from these third parties based on a percentage of their net sales. In its financial statements prepared in conformity with GAAP, the Company includes these commissions (rather than sales of the departments licensed to third parties) in its net sales. The Company does not, however, include any amounts in respect of licensed department sales (or any commissions earned on such sales) in its comparable sales in accordance with GAAP (i.e., on an owned basis). The Company believes that the amounts of commissions earned on sales of departments licensed to third parties are not material to its results of operations for the periods presented.

Macy's, Inc. believes that providing changes in 2 year compound average growth rate comparable sales on an owned plus licensed basis, which includes the impact of growth in comparable sales of departments licensed to third parties, supplementally to its results of operations calculated in accordance with GAAP assists in evaluating the Company's ability to generate sales growth, whether through owned businesses or departments licensed to third parties, on a comparable basis, and in evaluating the impact of changes in the manner in which certain departments are operated.