

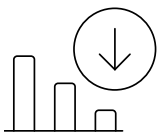
April 2-3, 2024

2024 Costco Virtual Event

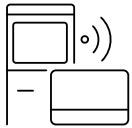
Costco in 2024: Navigating the unchanging club giant in the new world

Costco's historical success is showing signs of weakness as we emerge from the pandemic boom. At this year's Costco event, our subject-matter experts will analyze the strength and weaknesses of Costco's single-minded strategy in a turbulent retail world and help you plan for what's to come.

Key data/facts



Costco **experienced double-digit comparable-sales growth every quarter from Q4 2020 through Q4 2022**. But that streak is over. What has driven the last year of minimal gains and what does it mean for the future of the club channel's biggest retailer?



Sam's Club has been **winning Gen Z with digital innovations like Scan & Go**. Considering its digital lag, where does that leave Costco with the cohort expected to outearn millennials by the 2030s?

Though inflation is expected to slow in 2024, **shoppers are still holding their spending to the essentials**.



Can the club model win in the grocery-focused environment, and is Costco rising to the occasion?

You'll walk away from this event with:

- A 360-degree look at Costco's past and recent performance, including the macroeconomic and new shopper behaviors impacting their success, to help you define your 2024 strategy
- An understanding of how an aging, evolving member base and competition for loyalty will require a new playbook from Costco and its suppliers
- A clear road map for how you can help Costco catch up to its competitors in the digital realm

Presenters



Gina Logan
Principal Analyst,
Retail Insights



Chris Miles
Senior Analyst,
Retail Insights



Doug Hermanson
Principal Economist,
Retail Insights



David Marcotte
Senior Vice President,
Retail Insights



Julie Craig
Vice President,
Shopper Insights



Amar Singh
Senior Director,
Retail Insights



Anna Brennan
Senior Analyst,
Retail Insights



Michael Clayman
President,
HHC Publishing



Ross Cloyd
Director, Retail
Insights

Virtual Event

Listen live or consume later

Live:

Day 1 | 1:00-4:15 PM ET/10:00 AM-1:15 PM PT

Day 2 | 1:00-4:15 PM ET/10:00 AM-1:15 PM PT

Registration

Register today by emailing events@kantarc consulting.com or visiting our [event website](#).

Day 1: April 2

1:00-1:10 PM ET/10:00-10:10 AM PT

Welcome and introduction

Gina Logan, Principal Analyst, Retail Insights

1:10-1:45 PM ET/10:10-10:45 AM PT

Costco's unchanging strategy in a changing landscape

Gina Logan, Principal Analyst, Retail Insights

- Discover the secret sauce behind Costco's historical successes.
- Learn about the factors contributing to Costco's recent sales slowdown.
- Explore how Costco could navigate the new club environment.

1:45-2:15 PM ET/10:45-11:15 AM PT

Costco and the evolving retail landscape

Doug Hermanson, Principal Economist, Retail Insights

Julie Craig, Vice President, Shopper Insights

- Step back for a look at current macroeconomic conditions and the changes they have wrought on the retail industry.
- Understand how this environment has altered shopper behavior and expectations.
- See how Costco is (and isn't) meeting these new challenges.

2:15-2:30 PM ET/11:15-11:30 AM PT | **BREAK**

2:30-3:15 PM ET/11:30 AM-12:15 PM PT

Costco and the new member

Julie Craig, Vice President, Shopper Insights

- Look at Costco's member base and how "aging out" could hurt its bottom line.
- Study how Sam's Club is engaging Gen Z and what Costco could learn.
- Dive into how Costco could win or lose in the prolific world of loyalty programs.

3:15-4:00 PM ET/12:15-1:00 PM PT

Costco and the digital world

Anna Brennan, Senior Analyst, Retail Insights

- Evaluate Costco's digital strategy, including its recent gains and where it's still falling behind.
- Assess how lower barriers to entry have altered the competitive landscape.
- Gain an understanding of how you can help Costco level up its digital game.

4:00-4:15 PM ET/1:00-1:15 PM PT

Day 1 wrap-up

Gina Logan, Principal Analyst, Retail Insights

Day 2: April 3

1:00-1:10 PM ET/10:00-10:10 AM PT

Welcome and introduction

Gina Logan, Principal Analyst, Retail Insights

1:10-1:45 PM ET/10:10-10:45 AM PT

Costco and the category shift

Ross Cloyd, Director, Retail Insights

Christopher Miles, Senior Analyst, Retail Insights

- Analyze shoppers' purchasing shift from general merchandise to grocery.
- See how Sam's Club is pivoting to meet the moment.
- Learn how Costco's prototypical slow-and-steady approach could impact its success.

1:45-2:15 PM ET/10:45-11:15 AM PT

Costco and the world

David Marcotte, Senior Vice President, Retail Insights

Amar Singh, Senior Director, Retail Insights

- Survey Costco's international success and how it could be duplicated in the US.
- Analyze the pros and cons of Costco's relentless physical expansion.
- Find out about Costco's potential future around the globe.

2:15-2:30 PM ET/11:15-11:30 AM PT | **BREAK**

2:30-3:15 PM ET/11:30 AM-12:15 PM PT

Club channel strategies: Costco in context

Michael Clayman, President, HHC Publishing

3:15-4:00 PM ET/12:15-1:00 PM PT

Costco and you: Planning for 2024 and beyond

Gina Logan, Principal Analyst, Retail Insights

- Study the potential opportunities and pitfalls before Costco.
- Gain an understanding of how you should think about your future with Costco.
- Scope out how you can become an indispensable partner to Costco.

4:00-4:15 PM ET/1:00-1:15 PM PT

Event wrap-up

Gina Logan, Principal Analyst, Retail Insights