

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 November 12, 2014 to discuss the Company's financial condition and results of operations as of and for the 13 and 39 weeks ended November 1, 2014. 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 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 non-GAAP financial measures 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.

Cash flow from operating activities, net of cash used in investing activities

	39 Weeks Ended November 1 2014	39 Weeks Ended November 2 2013	<u>Decrease</u>
Most comparable GAAP measure:			
Net cash provided by operating activities	<u>\$ 777</u>	<u>\$ 819</u>	
Non-GAAP measure:			
Net cash provided by operating activities	\$ 777	\$ 819	
Net cash used by investing activities	<u>(596)</u>	<u>(541)</u>	
Net cash flow from operating activities, net of cash used in investing activities	<u>\$ 181</u>	<u>\$ 278</u>	<u>\$ (97)</u>

Management believes cash flow from operating activities, net of cash used in investing activities is a useful measure in evaluating the Company's ability to generate cash from operations after giving effect to cash used by investing activities. Management believes that excluding cash flows from financing activities from the calculation of this measure is particularly useful where the amounts of such items are not consistent in the periods presented.

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Adjusted comparable sales

	13 Weeks Ended November 1 2014	13 Weeks Ended November 2 2013	2 Year Compound Average 13 Weeks Ended November 1 2014
Increase (decrease) in comparable sales (Note 1)	<u>(1.4)%</u>	<u>3.5%</u>	<u>1.0%</u>
Impact of growth in comparable sales of departments licensed to third parties (Note 2)	<u>0.7%</u>	<u>1.1%</u>	<u>0.9%</u>
Increase (decrease) in comparable sales including the impact of growth in comparable sales of departments licensed to third parties	<u>(0.7)%</u>	<u>4.6%</u>	<u>1.9%</u>

Guidance Range

	13 Weeks Ended January 31 2015	26 Weeks Ended January 31 2015
Increase in comparable sales (Note 1)	<u>1.8% to 2.8%</u>	<u>0.5% to 1.1%</u>
Impact of growth in comparable sales of departments licensed to third parties (Note 2)	<u>0.2%</u>	<u>0.4%</u>
Increase in comparable sales including the impact of growth in comparable sales of departments licensed to third parties	<u>2.0% to 3.0%</u>	<u>0.9% to 1.5%</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 net Internet sales, excluding commissions from departments licensed to third parties.

(2) Represents the impact on comparable sales 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. 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.

(3) See the cautionary statements set forth under the caption "Looking Ahead" in the press release and in the documents referred to therein for important information regarding the risks and uncertainties associated with forward-looking statements. Amounts shown for the guidance range of increase in comparable sales, impact of growth in comparable sales of departments licensed to third parties, and increase in comparable sales growth including the impact of growth in comparable sales of departments licensed to third parties supersedes any previously disclosed guidance.

Macy's, Inc. believes that providing changes in comparable sales including 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 (e.g. the conversion in 2013 of most of the Company's previously owned athletic footwear business to licensed Finish Line shops).