

1-800.FLOWERS.COM, INC.

Investor Presentation



Safe Harbor Statement

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements represent the Company's current expectations or beliefs concerning future events and can generally be identified using statements that include words such as "estimate," "expects," "project," "believe," "anticipate," "intend," "plan," "foresee," "forecast," "likely," "will," "target" or similar words or phrases. These forward-looking statements are subject to risks, uncertainties, and other factors, many of which are outside of the Company's control, which could cause actual results to differ materially from the results expressed or implied in the forward-looking statements, including, but not limited to, statements regarding the Company's ability to achieve its expected results for the fiscal-year 2021 fourth quarter and full year as well as its guidance for revenue growth in its fiscal 2022 full year; the impact of the COVID-19 pandemic on the Company; its ability to successfully integrate acquired businesses and assets; its ability to cost-effectively acquire and retain customers; the outcome of contingencies, including legal proceedings in the normal course of business; its ability to compete against existing and new competitors; its ability to manage expenses associated with sales and marketing and necessary general and administrative and technology investments; its ability to reduce promotional activities and achieve more efficient marketing programs; and general consumer sentiment and economic conditions that may affect levels of discretionary customer purchases of the Company's products. Reconciliations for forward looking figures would require unreasonable efforts at this time because of the uncertainty and variability of the nature and amount of certain components of various necessary GAAP components, including for example those related to compensation, tax items, amortization or others that may arise during the year, and the Company's management believes such reconciliations would imply a degree of precision that would be confusing or misleading to investors. The lack of such reconciling information should be considered when assessing the impact of such disclosures. The Company undertakes no obligation to publicly update any of the forward-looking statements, whether because of new information, future events or otherwise, made in this release or in any of its SEC filings. Consequently, you should not consider any such list to be a complete set of all potential risks and uncertainties. For a more detailed description of these and other risk factors, refer to the Company's SEC filings, including the Company's Annual Reports on Form 10-K and its Quarterly Reports on Form 10-Q. A Reconciliation of Adjusted EBITDA to appropriate GAAP measures is available at the Investor Relations section of the Company's website at www.1800flowers.com as part of the Company's tables attached to its quarterly filings with the SEC on forms 10Q and 10K as well as its quarterly results press releases.)

Uniquely Positioned to Drive Shareholder Value

- Scalable e-commerce platform
- Sustainable competitive differentiation
- > 40-year history of innovation
- Large addressable market

Vision and Mission

Vision: To Inspire More Human Expression,
Connection and Celebration

Mission: Deliver Smiles

>\$2B

Total Revenue*

>\$200M

Adjusted EBITDA*

>\$100M

Free Cash Flow*

Scalable E-commerce Platform Built for Growth

- Exclusive mix of brands and products to solve consumers' gifting needs
- Advanced technology stack
- Focused customer engagement drives customer file growth, increased loyalty, increased multi-category/multi-brand purchases
- Cross-brand merchandising and marketing
- Unique combination of virtual and vertically integrated businesses with leverageable assets in manufacturing, distribution and logistics

Unique Mix of Brands to Meet Customer Gifting Needs

Harry & David®



PERSONALIZATION™
— MALL —



Cheryl's
cookies



THE
POPCORN
FACTORY

simply
CHOCOLATE



SINCE 1893
STOCK YARDS
WORLD'S FINEST STEAKS & CHOPS

bloomnet
#betterwithbloomnet



napco

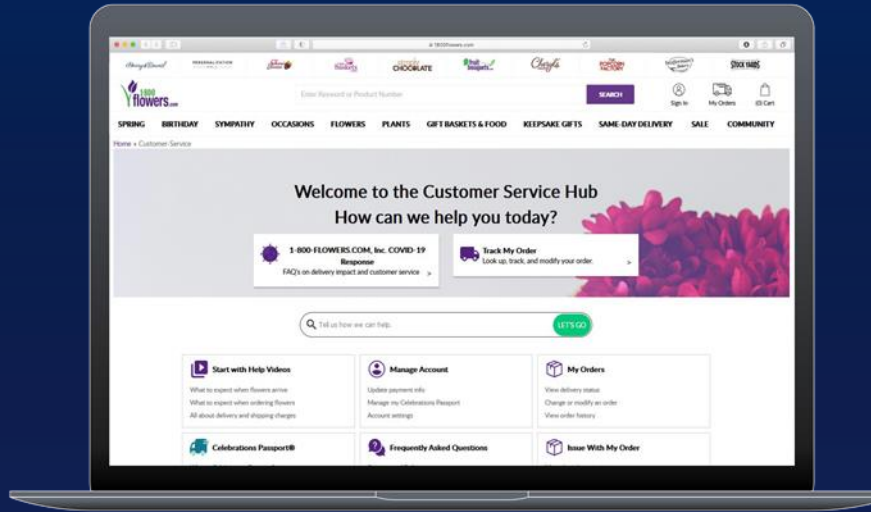
Advanced Technology Stack

We Have Built a Culture of Innovation

- “Headless” E-commerce Platform
 - Cloud-based, micro-services driven platform
 - Significantly enhanced performance, flexibility and scalability
- Enhanced Search Capabilities
 - Deployed Product Information Management and Elastic Search
 - Enhanced cross-brand merchandising
- New Enterprise B2B Platform
 - Expanded range of capabilities and integration with corporate customers
 - Focus on helping corporate customers stay connected with remote employees and clients
- SmartGift™
 - Provides the ability to send gifts without needing a recipient address
 - All we need is an email address or mobile-phone number

Innovation is in Our DNA

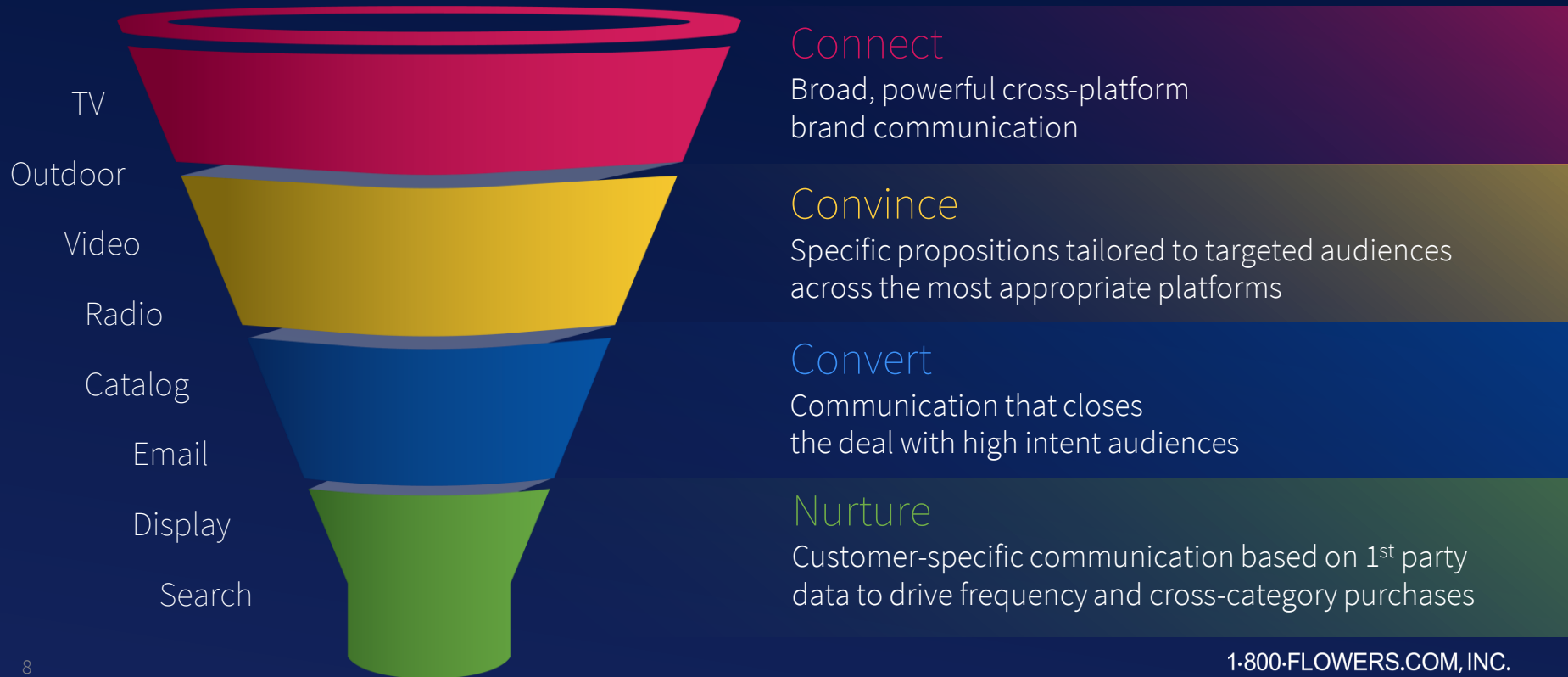
Elevating customer-care interactions



- Convenience and Accessibility:
 - Allow customers to choose the option and channel that fits their needs- Live Agent, Chatbot or Self-Service.
- Automation:
 - Personalized conversational experience with AI-powered Virtual Assistant (Text & Voice) that has specific skills such as understanding, reasoning, and learning and can adapt on the fly
- Self-Service:
 - Empowering customers with self-service tools such as order tracking, order modifications, replacements and cancellations

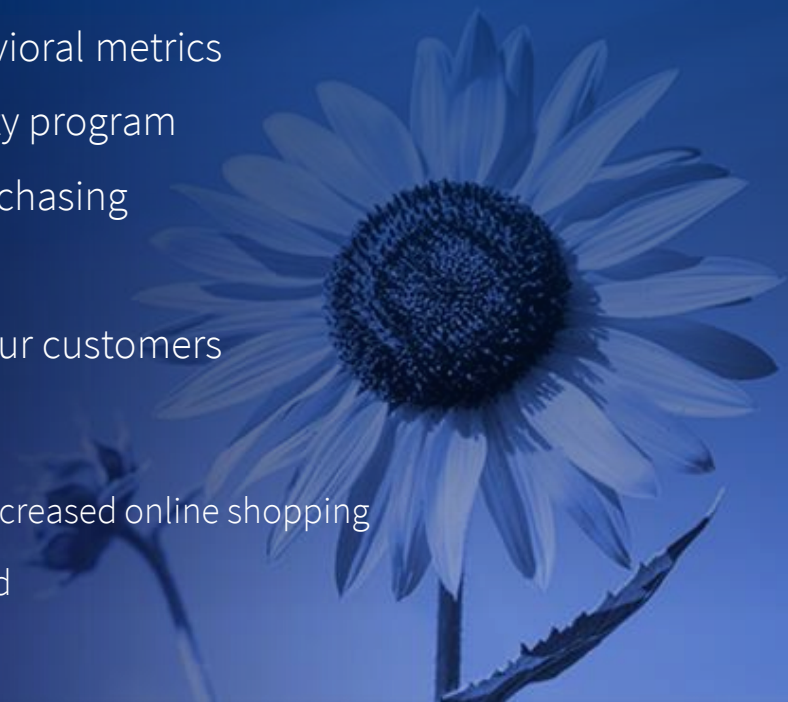
Focus on Customer Engagement

Digital Marketing Experience and Expertise



Sustainable Growth

- Significant customer file growth and strong behavioral metrics
- Strong growth in our Celebrations Passport loyalty program
- Strong growth in multi-category, multi-brand purchasing
- Strong growth in everyday occasions
- Expanded product offerings: more solutions for our customers
- Macro consumer/market trends:
 - “Seismic” shift of consumer purchasing habits to increased online shopping
 - Shift in sentiments: increased importance and need for more human connection and expression



Expanding Our Opportunities

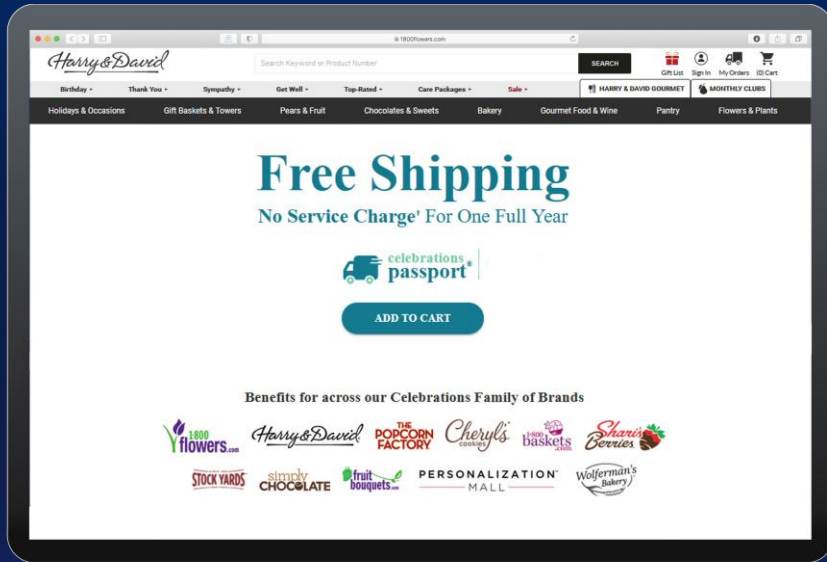
Customer File: Strong Growth and Behaviors



- Large and growing customer file
 - >12 million 1-year active customers
 - Attractive demographics and behaviors (repeat rate, retention, LTV)
- Strong, double-digit growth in new customers
- Increasing frequency from existing customers who represent ~60% of revenue
- Double-digit growth in multi-product category/ multi-brand purchasing from new and existing customers

Celebrations Passport

Increasing Customer Loyalty



- More than 1 million members with a double-digit growth rate
- Free shipping/no service charge across our portfolio of brands
- Enhance customer behavior:
 - Significantly increased frequency, annual spend and retention
- Maximizing lifetime value of customers

Multi-Category/Multi-Brand Purchasing

Cross-Brand Merchandising and Marketing



- Extending 1-800-Flowers.com's everyday-gifting leadership to Gourmet Food & Gift Baskets brands
- Expanding personalization capabilities for everyday occasions
- Solve for more of our customers' year-round gifting and celebratory needs

Powerful Capabilities

Unique Manufacturing, Distribution, Logistics

- Vertical integration where appropriate
- Investing in automation for growth



More than 750,000 pear and peach trees in the Harry & David orchards located in Oregon's Rogue Valley



Industry-leading array of personalization technologies (PersonalizationMall.com fiber laser platform)

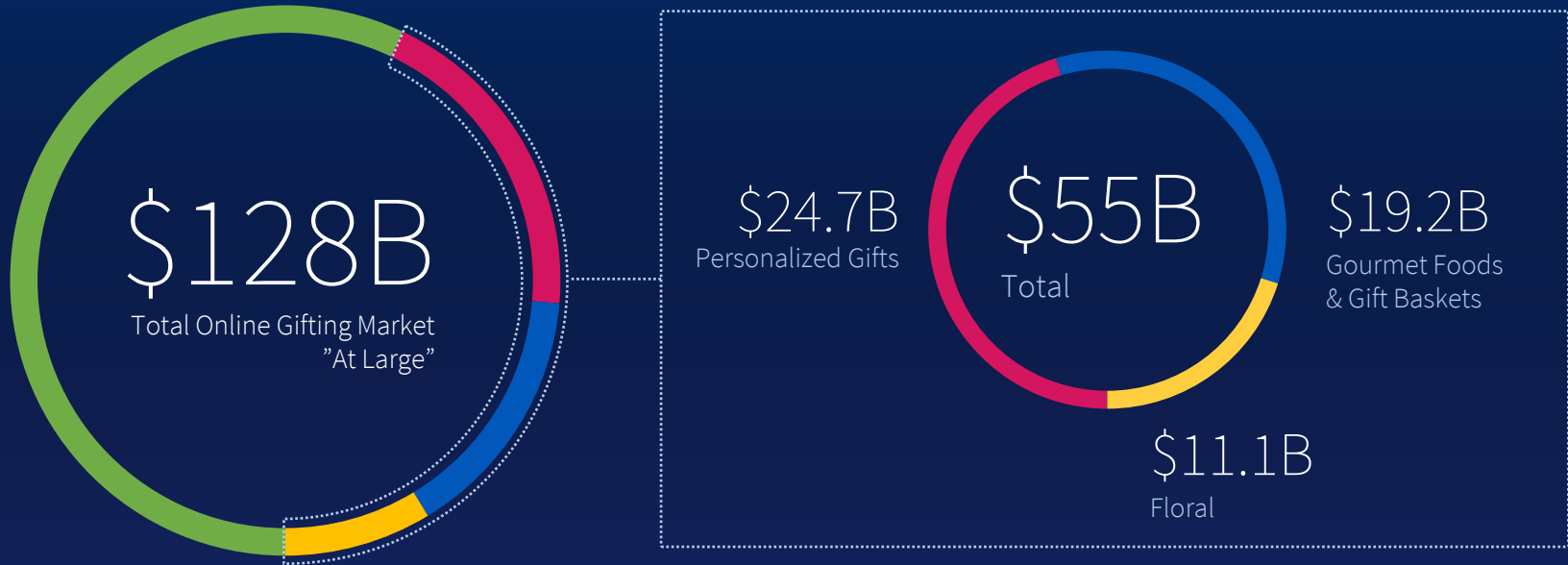


Expanding our warehouse and fulfillment footprint to bring product closer to our customers (new Atlanta DC)

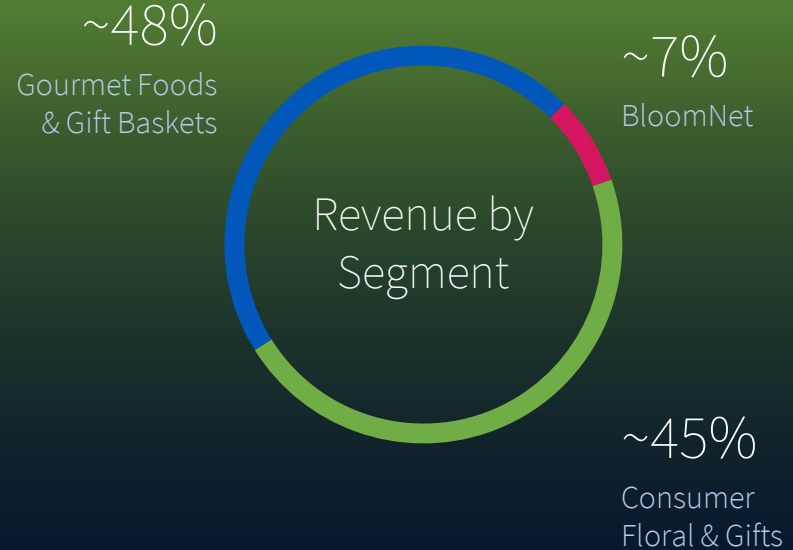
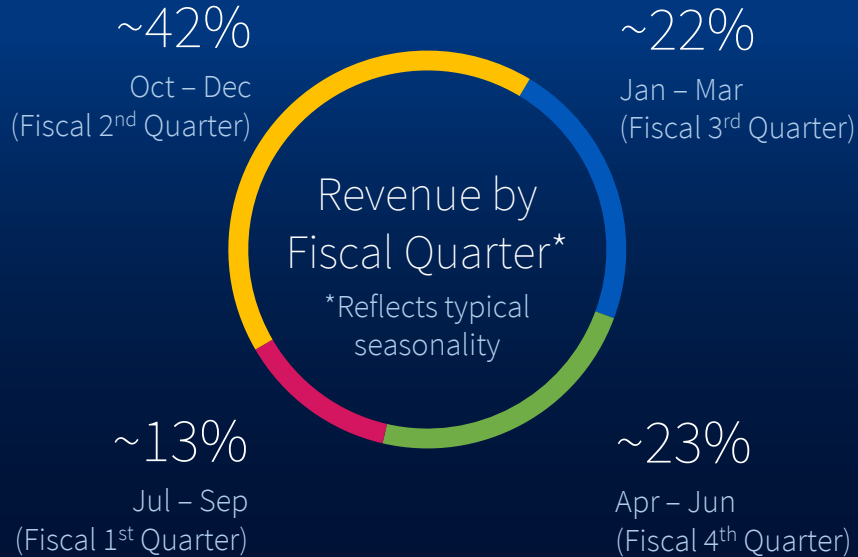


Financial Information

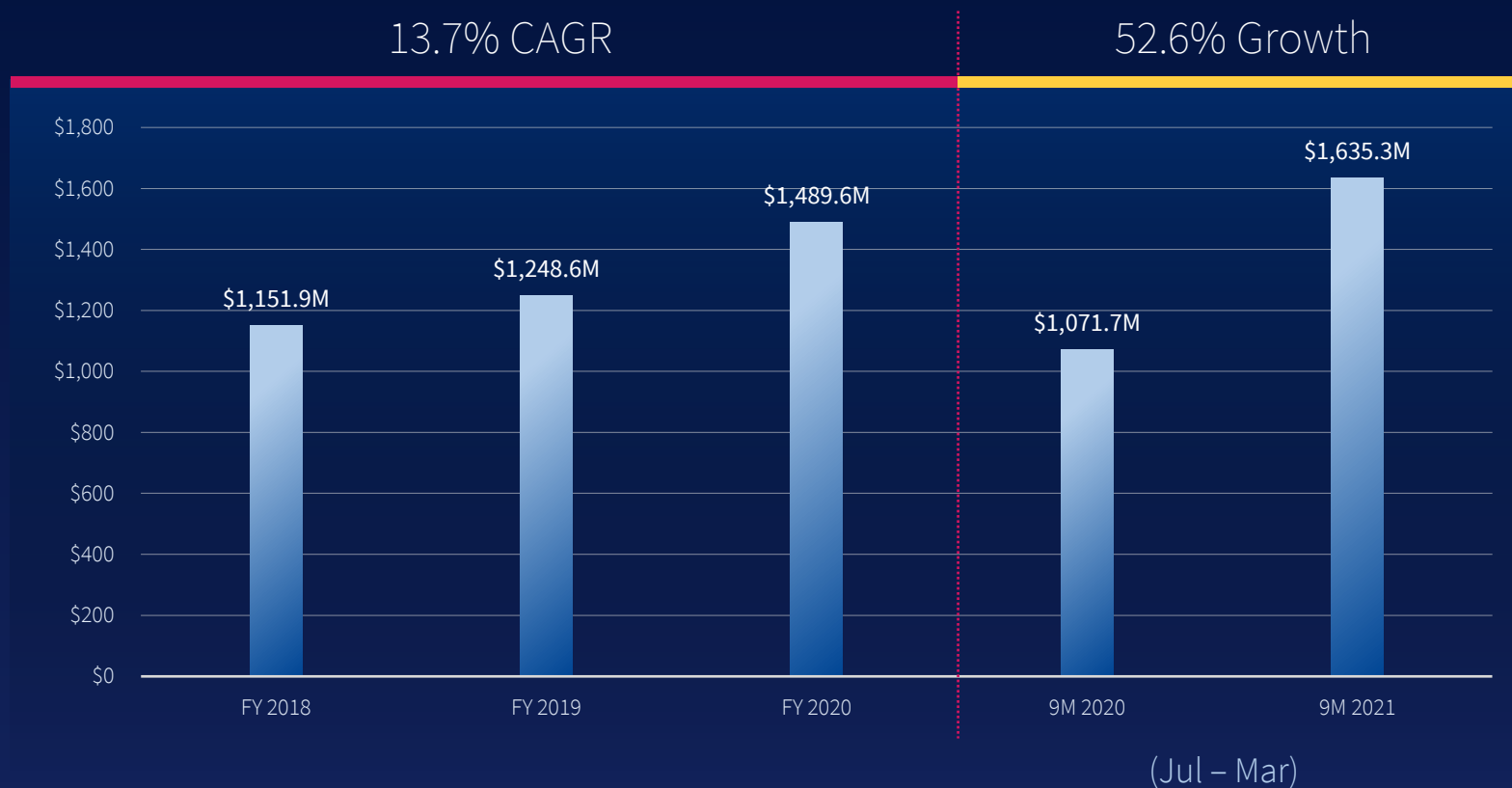
Leadership Positions In a Large and Growing Addressable Market



Revenue Composition



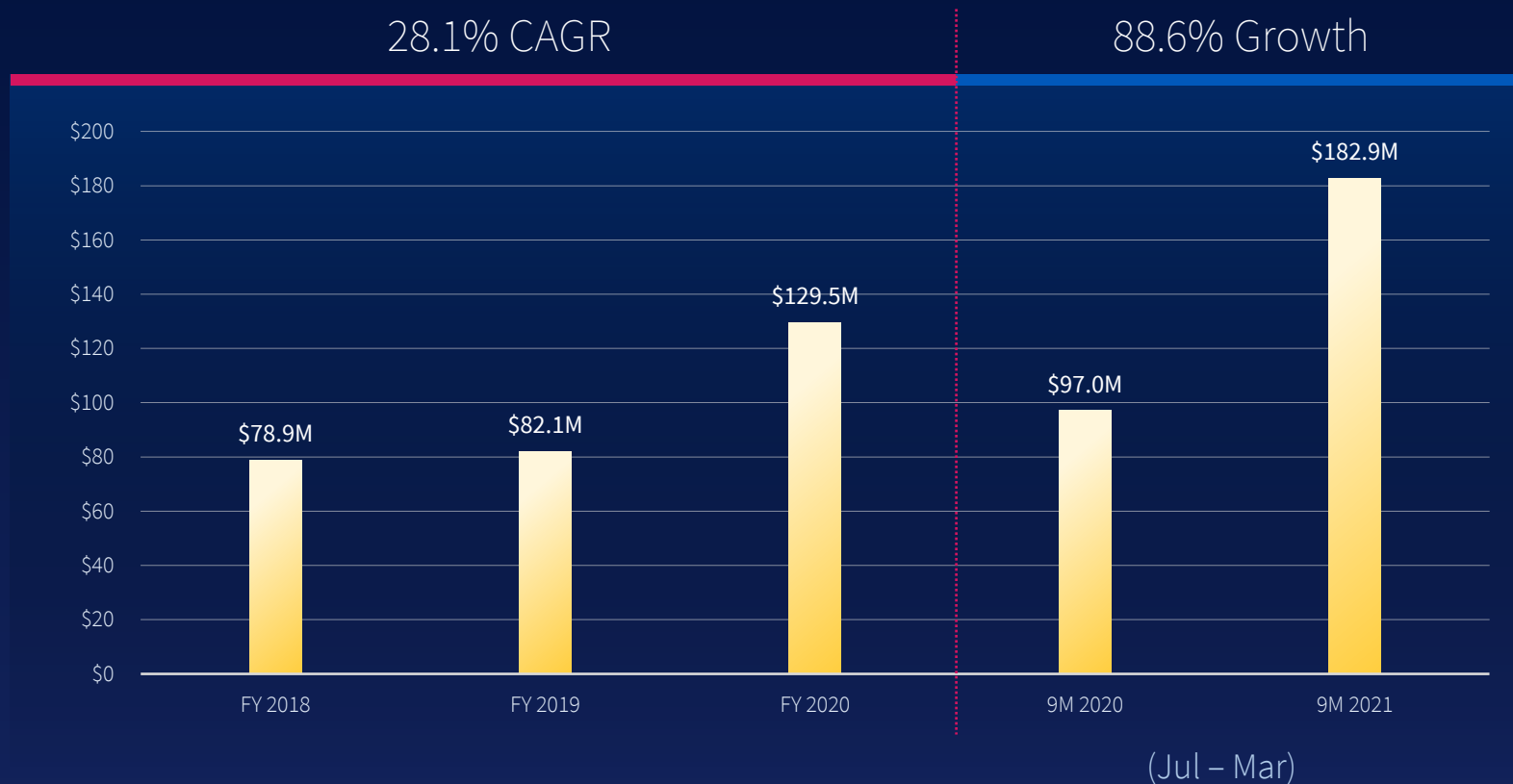
Revenue Growth



Adjusted EBITDA Growth

28.1% CAGR

88.6% Growth



Free Cash Flow Growth

104.5% CAGR



Growth Guidance

\$2.1B

Total Revenue*

\$208M–\$213M

Adjusted EBITDA*

\$1.75–\$1.80

EPS*

>\$100M

Free Cash Flow*

*Anticipate double-digit revenue growth
Continuing into FY21 Q4 and in FY22*

FLWS: An E-commerce Platform Built for Growth

- Market-leading positions in Gourmet Foods & Gift Baskets, Consumer Floral and Personalized gifts with a growing, all-star collection of trusted brands
- Highly scalable and leverageable operating platform
- Proven track record of implementing innovation to drive loyalty, engagement and purchase frequency
- Proven ability to identify, execute and integrate highly accretive acquisitions
- Large and rapidly growing customer file and Celebrations Passport loyalty program (with accelerating positive customer behavior trends)
- Strong balance sheet with growing cash flows and expanded access to capital

Appendix

- NASDAQ: FLWS
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- Phone: (516) 237-6131 / E-mail: invest@1800flowers.com
- Regarding guidance: Reconciliations for forward looking figures would require unreasonable efforts at this time because of the uncertainty and variability of the nature and amount of certain components of various necessary GAAP components, including for example those related to compensation, tax items, amortization or others that may arise during the year, and the Company's management believes such reconciliation would imply a degree of precision that would be confusing or misleading to investors. The lack of such reconciling information should be considered when assessing the impact of such disclosures.