



Return Mail Processing Center  
PO Box 6336  
Portland, OR 97228-6336

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<<Date>>

## Notice of Data Breach

Dear <<Name1>>:

Five Below, Inc. (“Five Below”) understands the importance of protecting the payment card information of our customers. We are writing to inform you of a recent incident that may have involved that information. This letter explains the incident, measures we have taken, and steps you can take in response.

### What Happened?

Our security team learned of suspicious activity on our website on January 11, 2019. We immediately began an investigation with the assistance of a leading computer security firm. On January 17, 2019, the investigation identified the potential for unauthorized access to payment card data. Purchases made in our stores were not affected by this incident.

### What Information Was Involved?

Findings from the investigation suggest that certain of our customers’ payment card information, including name, address, payment card number, expiration date, and card security code (CVV), may have been obtained by an unauthorized third party. We believe the incident only involved customers who entered information on our website’s checkout page between November 13, 2018 and January 11, 2019. We are notifying you because you placed or attempted an order on [www.fivebelow.com](http://www.fivebelow.com) during that time using a payment card ending in <<Last 4 Card #>>.

### What We Are Doing.

We take the security of our customers’ personal information very seriously. To help prevent a similar incident from occurring in the future we have further enhanced the security measures for our website. In addition, we are working with the payment card networks so that banks that issue payment cards can be made aware.

### What You Can Do.

We encourage you to closely review your payment card statements for any unauthorized charges. You should immediately report any such charges to the bank that issued your card because payment card network rules generally provide that cardholders are not responsible for unauthorized charges that are timely reported. The phone number to call is usually on the back of your payment card.

As a precaution, we have secured the services of Experian to offer you a complimentary one-year membership of Experian’s® IdentityWorks<sup>SM</sup>. This product provides you with identity detection and resolution of identity theft services. For more information on IdentityWorks<sup>SM</sup>, including instructions on how to activate your complimentary one-year membership, as well as some additional steps you can take to protect yourself, please see the pages that follow this letter.

**For More Information.**

If you have any questions, please call 877-363-7794, Monday through Friday, from 9:00 a.m. to 9:00 p.m. Eastern Time.

Sincerely,

A handwritten signature in black ink, appearing to read 'DM', followed by a long horizontal line extending to the right.

David Makuen  
Executive Vice President, E-Commerce

## ACTIVATE YOUR 12 MONTH EXPERIAN IDENTITYWORKS MEMBERSHIP

If you believe there was fraudulent use of your information and would like to discuss how you may be able to resolve those issues, please reach out to an Experian agent at 877-288-8057. If, after discussing your situation with an agent, it is determined that Identity Restoration support is needed, then an Experian Identity Restoration agent is available to work with you to investigate and resolve each incident of fraud that occurred (including, as appropriate, helping you with contacting credit grantors to dispute charges and close accounts; assisting you in placing a freeze on your credit file with the three major credit bureaus; and assisting you with contacting government agencies to help restore your identity to its proper condition).

Please note that this Identity Restoration support is available to you for one year from the date of this letter and does not require any action on your part at this time. The Terms and Conditions for this offer are located at [www.ExperianIDWorks.com/restoration](http://www.ExperianIDWorks.com/restoration). You will also find self-help tips and information about identity protection at this site.

To activate your membership and start monitoring your personal information please follow the steps below:

This product provides you with Internet surveillance, and identity theft insurance at no cost to you upon enrollment.

- Ensure that you enroll by: <<Enrollment Date>> (Your code will not work after this date.)
- Visit the Experian IdentityWorks website to enroll: <https://www.experianidworks.com/identity>
- Provide your activation code: <<Activation Code>>

If you have questions about the product, need assistance with identity restoration or would like an alternative to enrolling in Experian IdentityWorks online, please contact Experian's customer care team at 877-288-8057 by <<Enrollment Date>>. Be prepared to provide engagement number <<Engagement #>> as proof of eligibility for the identity restoration services by Experian.

A credit card is **not** required for enrollment in Experian IdentityWorks.

You can contact Experian **immediately** regarding any fraud issues, and have access to the following features once you enroll in Experian IdentityWorks:

- **Internet Surveillance:** Technology searches the web, chat rooms & bulletin boards 24/7 to identify trading or selling of your personal information on the Dark Web.
- **Identity Restoration:** Identity Restoration specialists are immediately available to help you address credit and non-credit related fraud.
- **Experian IdentityWorks ExtendCARE™:** You receive the same high-level of Identity Restoration support even after your Experian IdentityWorks membership has expired.
- **Up to \$1 Million Identity Theft Insurance\*:** Provides coverage for certain costs and unauthorized electronic fund transfers.

### ADDITIONAL STEPS YOU CAN TAKE

We remind you it is always advisable to be vigilant for incidents of fraud or identity theft by reviewing your account statements and free credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

*Experian*, PO Box 2002, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742  
*TransUnion*, PO Box 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800  
*Equifax*, PO Box 740241, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111

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\* Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records. Contact information for the Federal Trade Commission is as follows:

*Federal Trade Commission*, Consumer Response Center, 600 Pennsylvania Avenue NW, Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)