




Buckle

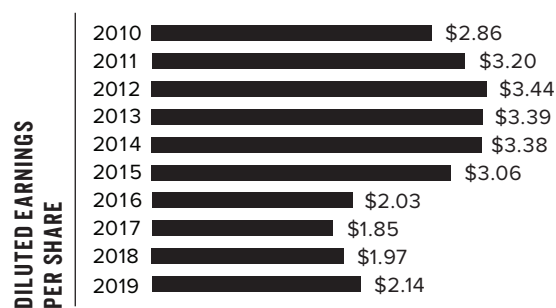
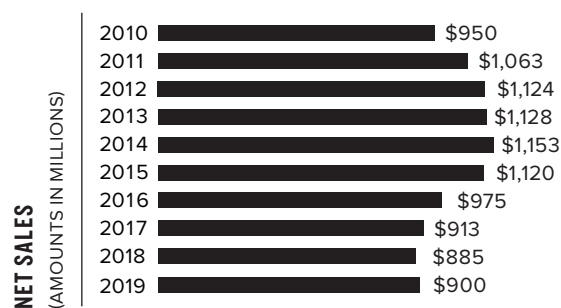
ANNUAL REPORT 2019

FINANCIAL HIGHLIGHTS

(dollar amounts in thousands except per share amounts and selected operating data)

Buckle 	FEBRUARY 1, 2020	FEBRUARY 2, 2019	FEBRUARY 3, 2018 (a)
INCOME STATEMENT DATA			
NET SALES	\$ 900,254	\$ 885,496	\$ 913,380
INCOME BEFORE INCOME TAXES	\$ 137,707	\$ 126,644	\$ 139,485
PROVISION FOR INCOME TAXES	\$ 33,278	\$ 31,036	\$ 49,778
NET INCOME	\$ 104,429	\$ 95,608	\$ 89,707
DILUTED EARNINGS PER SHARE	\$ 2.14	\$ 1.97	\$ 1.85
NET INCOME AS A PERCENTAGE OF NET SALES	11.6%	10.8%	9.8%
BALANCE SHEET DATA			
WORKING CAPITAL	\$ 206,189	\$ 280,214	\$ 262,678
LONG-TERM INVESTMENTS	\$ 15,863	\$ 18,745	\$ 21,453
TOTAL ASSETS	\$ 867,890	\$ 527,302	\$ 538,116
LONG-TERM DEBT	\$ —	\$ —	\$ —
STOCKHOLDERS' EQUITY	\$ 389,148	\$ 393,877	\$ 391,248
SELECTED OPERATING DATA			
NUMBER OF STORES OPEN AT YEAR END	448	450	457
AVERAGE SALES PER SQUARE FOOT	\$ 341	\$ 334	\$ 344
AVERAGE SALES PER STORE (000'S)	\$ 1,763	\$ 1,715	\$ 1,761
COMPARABLE STORE SALES CHANGE	2.2%	(0.9)%	(7.2)%

(a) Consists of 53 weeks.



DEAR SHAREHOLDERS:

As 2019 came to a close, we were achieving renewed momentum. Our teams came together to drive new initiatives, innovation, and growth. Our merchandising teams delivered fashion-right product, reintroduced tried-and-true favorites, and capitalized on market direction while growing our core denim business. Our store teammates continued to evolve in their presentations and outreach, providing each guest with the best possible shopping experience. Our technology investments focused on enhancing the guest experience through omni-channel initiatives while streamlining operational efficiencies. Marketing brought a renewed focus on the guest, with data-driven growth and retention strategies wrapped in compelling and creative campaigns. This momentum resulted in 2.2% same-store sales growth for the year, merchandise margin expansion, and strong operating margins at 14.6%. We ended the year with \$249 million in cash and investments and clean inventory levels, leaving us well positioned moving into 2020.

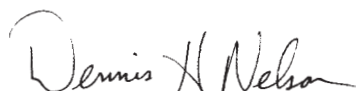
Our momentum continued through February 2020, posting 6.3% same-store sales growth to start the new year. Then the COVID-19 pandemic resulted in disruption of an unparalleled scale, with communities, businesses, and the economy struggling to adjust. These challenges have made it anything but business as usual for Buckle. Closing our brick and mortar stores indefinitely and temporarily furloughing the majority of our teammates were two of the most difficult decisions I have been faced with in my 50 years with the Company. These necessary but agonizing decisions were made not only to protect the health and well-being of our guests, teammates, and communities, but to facilitate Buckle's success for the next 50 years.

Buckle's success has always been rooted in teamwork and collaboration, and I could not be more proud of the way our teammates and valued business partners have responded to this rapidly changing environment. Through shared sacrifice, we are dedicated to ensuring that Buckle maintains financial security and flexibility – for both the Company and its teammates – in order to emerge from this pandemic with the strength necessary to capitalize on the opportunities we are confident lie ahead.

Together, we entered 2020 with optimism, enthusiasm, and discipline. And it is this passion and perseverance that keep us excited about what we, a unified team of over 7,000 dedicated teammates, can accomplish beyond the prevalent challenges of today. This is what makes us strong; this is what makes us Buckle. I have never been more proud of our people, our culture, and our brand.

We will get through this, together.

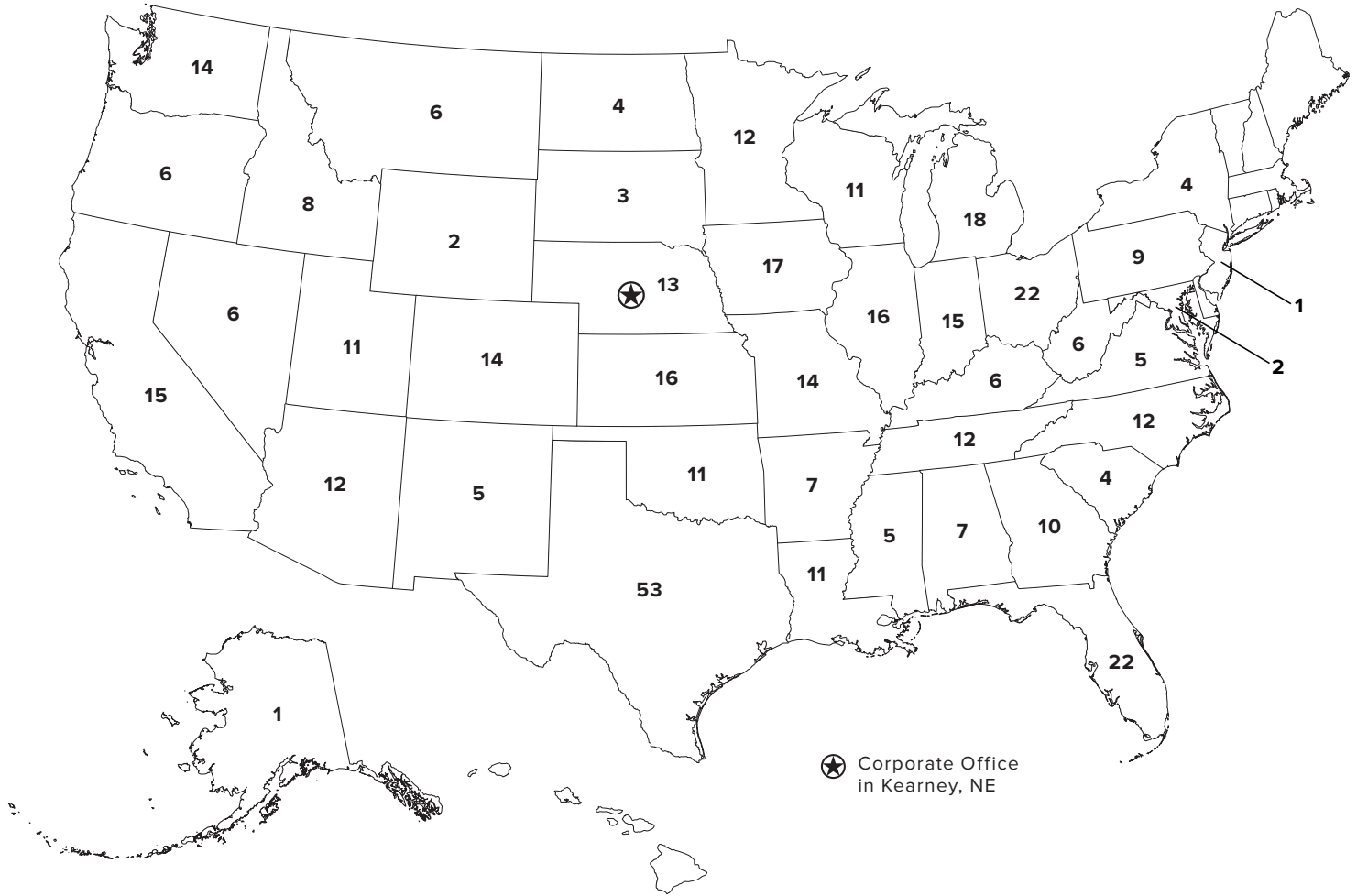
Sincerely,

A handwritten signature in black ink that reads "Dennis H. Nelson". The signature is written in a cursive, flowing style.

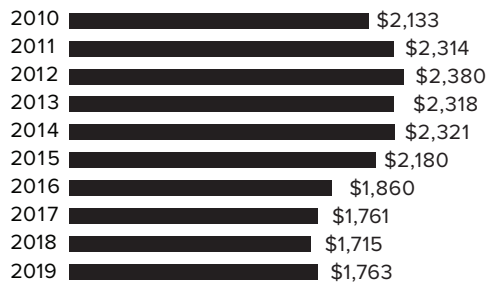
Dennis H. Nelson
President and Chief Executive Officer

448 STORES IN 42 STATES

During 2019, we completed two store openings, five full store remodels, and strategically closed four stores to end the year with 448 stores in 42 states.



AVERAGE SALES PER STORE
(AMOUNTS IN THOUSANDS)



AVERAGE SALES PER SQUARE FOOT



**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 10-K

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Fiscal Year Ended **February 1, 2020**

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Transition Period from _____ to _____

Commission File Number: 001-12951

THE BUCKLE, INC.

(Exact name of Registrant as specified in its charter)

Nebraska

47-0366193

(State or other jurisdiction of incorporation or organization)

(I.R.S. Employer Identification No.)

2407 West 24th Street, Kearney, Nebraska 68845-4915

(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: **(308) 236-8491**

Securities registered pursuant to Section 12(b) of the Act:

<u>Title of each class</u>	<u>Trading Symbol(s)</u>	<u>Name of Each Exchange on Which Registered</u>
Common Stock, \$.01 par value	BKE	New York Stock Exchange

Securities registered pursuant to Section 12(g) of the Act: None

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes No

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or 15(d) of the Act. Yes No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the Registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for a shorter period that the registrant was required to submit such files). Yes No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. (See definition of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act). Check one.

Large accelerated filer; Accelerated filer; Non-accelerated filer; Smaller Reporting Company; Emerging Growth Company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Act). Yes No

The aggregate market value (based on the closing price of the New York Stock Exchange) of the common stock of the registrant held by non-affiliates of the registrant was \$554,715,851 on August 3, 2019. For purposes of this response, executive officers and directors are deemed to be the affiliates of the Registrant and the holdings by non-affiliates was computed as 28,229,814 shares.

The number of shares outstanding of the Registrant's Common Stock, as of March 27, 2020, was 49,408,181.

DOCUMENTS INCORPORATED BY REFERENCE

Portions of the definitive Proxy Statement for the registrant's 2020 Annual Meeting of Shareholders are incorporated by reference in Part III.

THE BUCKLE, INC.
FORM 10-K
February 1, 2020

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PART I

ITEM 1 - BUSINESS

The Buckle, Inc. (the "Company") is a retailer of medium to better-priced casual apparel, footwear, and accessories for fashion-conscious young men and women. As of February 1, 2020, the Company operated 448 retail stores in 42 states throughout the United States under the names "Buckle" and "The Buckle." The Company markets a wide selection of mostly brand name casual apparel including denims, other casual bottoms, tops, sportswear, outerwear, accessories, and footwear. The Company emphasizes personalized attention to its customers and provides customer services such as free hemming, free gift-packaging, easy layaways, the Buckle private label credit card, and a guest loyalty program. Most stores are located in regional shopping malls and lifestyle centers, and this is the Company's strategy for future expansion. The majority of the Company's central office functions, including purchasing, pricing, accounting, advertising, and distribution, are controlled from its headquarters and distribution center in Kearney, Nebraska. The Company's men's buying team is located in Overland Park, Kansas.

Incorporated in Nebraska in 1948, the Company commenced business under the name Mills Clothing, Inc., a conventional men's clothing store with only one location. In 1967, a second store, under the trade name Brass Buckle, was purchased. In the early 1970s, the store image changed to that of a jeans store with a wide selection of denims and shirts. The first branch store was opened in Columbus, Nebraska, in 1976. In 1977, the Company began selling young women's apparel and opened its first mall store. The Company changed its corporate name to The Buckle, Inc. on April 23, 1991 and has experienced significant growth since that time, operating 448 stores in 42 states at the end of fiscal 2019. All references herein to fiscal 2019 refer to the 52-week period ended February 1, 2020. Fiscal 2018 refers to the 52-week period ended February 2, 2019 and fiscal 2017 refers to the 53-week period ended February 3, 2018. All references herein to the "Company", "Buckle", "we", "us", or similar terms refer to The Buckle, Inc. and its subsidiary.

The Company's principal executive offices are located at 2407 West 24th Street, Kearney, Nebraska 68845. The Company's telephone number is (308) 236-8491. The Company publishes its corporate web site at www.buckle.com.

Available Information

The Company's annual reports on Form 10-K, along with all other reports and amendments filed with or furnished to the Securities and Exchange Commission, are publicly available free of charge on the Investor Information section of the Company's website at www.buckle.com as soon as reasonably practicable after the Company files such materials with, or furnishes them to, the Securities and Exchange Commission. The Company's corporate governance policies, ethics code, and Board of Directors' committee charters are also posted within this section of the website. The information on the Company's website is not part of this or any other report The Buckle, Inc. files with, or furnishes to, the Securities and Exchange Commission.

Marketing and Merchandising

The Company's marketing and merchandising strategy is designed to create customer loyalty by offering a wide selection of key brand name and private label merchandise and providing a broad range of value-added services. The Company believes it provides a unique specialty apparel store experience with merchandise designed to appeal to the fashion-conscious 15 to 30-year old. The merchandise mix includes denims, casual bottoms, tops, sportswear, outerwear, accessories, and footwear. Denim is a significant contributor to total sales (40.7% of fiscal 2019 net sales) and is a key to the Company's merchandising strategy. The Company believes it attracts customers with its wide selection of branded and private label denim and a wide variety of fits, finishes, and styles. Tops are also significant contributors to total sales (32.2% of fiscal 2019 net sales). The Company strives to provide a continually changing selection of the latest casual fashions.

The percentage of net sales over the past three fiscal years of the Company's major product lines are set forth in the following table:

Merchandise Group	Fiscal Years Ended		
	February 1, 2020	February 2, 2019	February 3, 2018
Denims	40.7%	41.0%	41.5%
Tops (including sweaters)	32.2	32.8	32.3
Accessories	8.9	8.8	9.1
Footwear	8.0	6.7	6.1
Sportswear/fashions	5.5	6.0	6.2
Outerwear	2.0	2.1	2.0
Casual bottoms	1.1	1.2	1.3
Other	1.6	1.4	1.5
Total	100.0%	100.0%	100.0%

Brand name merchandise accounted for approximately 61% of the Company's sales during fiscal 2019. The remaining balance is comprised of private label merchandise from exclusive brands including BKE, Buckle Black, Red by BKE, Daytrip denim, Gimmicks, Gilded Intent, FITZ + EDDI, Willow & Root denim, Outpost Makers, Departwest, Reclaim, Nova Industries, and Veece. The Company's merchandisers continually work with manufacturers and vendors to produce brand name merchandise, the majority of which they believe is exclusive in terms of color, style, and fit. While the brands offered by the Company change to meet current customer preferences, the Company currently offers denims from brands such as Miss Me, Rock Revival, KanCan, Bridge by GLY, Flying Monkey, Levi's, and Wrangler. Other key brands include Hurley, Billabong, Affliction, American Fighter, Howitzer, Oakley, Fox, Obey, RVCA, Salvage, 7 Diamonds, Nixon, Free People, White Crow, Salt Life, Corral, Reef, Kustom, Timberland, SOREL, Hey Dude, Steve Madden, SAXX, Stance, Ray-Ban, Wanakome, Champion, Fossil, and G-Shock. The Company expects that brand name merchandise will continue to constitute the majority of sales.

Management believes the Company provides a unique store environment by maintaining a high level of personalized service and by offering a wide selection of fashionable, quality merchandise. The Company believes it is essential to create an enjoyable shopping environment and, in order to fulfill this mission, it employs highly motivated employees who provide personal attention to customers. Each salesperson is educated to help create a complete look for the customer by helping them find the best fits and showing merchandise as coordinating outfits. The Company also incorporates specialized services such as free hemming, free gift-packaging, layaways, a guest loyalty program, the Buckle private label credit card, personalized stylist services, and a special order system that allows stores to obtain specifically requested merchandise from other Company stores or from the Company's online order fulfillment center. Customers are encouraged to use the Company's layaway plan, which allows customers to make a partial payment on merchandise that is then held by the store until the balance is paid. For the past three fiscal years, an average of between approximately 0.8% to 2.7% of net sales have been made on a layaway basis, which is recorded as revenue upon delivery of the merchandise to the customer.

Merchandising and pricing decisions are made centrally; however, the Company's distribution system allows for variation in the mix of merchandise distributed to each store. This allows individual store inventories to be tailored to reflect differences in customer buying patterns at various locations. In addition, to ensure a continually fresh look in its stores, the Company ships new merchandise daily to most stores. The Company also has a transfer program that shifts certain merchandise to locations where it is selling best. This distribution and transfer system helps to maintain customer satisfaction by providing in-stock popular items and reducing the need to markdown slow-moving merchandise at a particular location. The Company believes the reduced markdowns justify the incremental distribution costs associated with the transfer system. The Company does not hold store-wide off-price sales at any time.

The Company continually evaluates its store design as part of the overall shopping experience and feels its current design continues to be well received by both guests and developers. This store design contains warm wood fixtures and floors, real brick finishes, and an appealing ceiling and lighting layout that creates a comfortable environment for the guest to shop. The Company has been able to modify the store design for specialized venues including lifestyle centers and larger mall fronts. The signature Buckle-B icon is used throughout the store on fixtures, graphic images, and print materials to reinforce the brand identity. To enhance selling and product presentation, the Company continues to update the fixtures in its stores. New tables and fixtures have been added to the Company's signature store design in each of the last several fiscal years. The new tables and fixtures were also rolled out to certain existing stores to update their looks as well.

Marketing and Advertising

In fiscal 2019, the Company spent \$11.4 million, or 1.3% of net sales, on integrated, targeted seasonal marketing campaigns, digital marketing efforts, and in-store point-of-sale materials. A coordinated effort to amplify value and relevance through brand image, voice, and experience is presented in store window displays and merchandising presentations throughout the store, on digital commerce platforms, and at off-site activities to enhance and differentiate the Company brand's image. Promotions such as sweepstakes, gift with purchase offers, and special events are offered to enhance the guest's shopping experience. Seasonal guides, featuring current fashion trends and product selection, are distributed in the stores, at special events, and in new markets. Buckle partners with key merchandise vendors on joint advertising and promotional opportunities that expand the marketing reach and position Buckle as the first-choice for these specialty branded fashions.

The Company also offers programs to build and strengthen its relationship with loyal guests. Two different programs work to achieve these goals. In fiscal 2016, the Company phased out its previous frequent shopper program (the Buckle Primo Card) and replaced it with an improved electronic loyalty program called Buckle Guest Loyalty. Both the former Buckle Primo Card and the new Buckle Guest Loyalty program are available to all guests who elect to participate and the rewards structure for both programs is similar. In addition, private label credit card guests receive even more benefits when they use their Buckle Card. The B-Rewards incentive program rewards loyal cardholders with a B-Rewards gift card at the end of each rewards period and invites them back into the store. The Company extends other exclusive benefits to active Buckle cardholders such as special bonus B-Rewards periods, targeted mailings, and exclusive gift with purchase offers. The Company provides special Buckle Black and Buckle Exclusive cardholder programs for its most loyal Buckle Card guests. Buckle Black cardholders must purchase at least \$500 annually and Buckle Exclusive cardholders must spend at least \$1,000 annually. These guests receive exclusively designed cards and enjoy additional benefits including free ground shipping on special orders and online purchases, as well as extended B-Reward redemption periods. The Buckle Card marketing program is partially funded by Comenity Bank, a third-party bank that owns the Buckle Card accounts.

The Company publishes a corporate web site at www.buckle.com. The Company's web site serves as a portal to enhance, influence and help its valued guests through their decision journey, and to reach a growing online audience. Buckle.com is an e-Commerce enabled channel with an interactive, informative, and brand building environment where guests can shop, discover, learn, engage, and seek information, as well as search for career opportunities and read the Company's latest financial news. The Company also maintains an opt-in email database. Targeted email campaigns are deployed informing guests of the latest promotions and product offerings. Paid-search, organic-search, and affiliate marketing programs are managed to increase online and in-store traffic. Buckle's online store was launched April 26, 1999 as a marketing tool, to extend the Company's brand beyond the physical locations. The Company launched a completely redesigned Buckle.com on a new e-Commerce platform on June 8, 2016. The new site provided several updates and enhancements designed to improve both the performance of the site and the overall shopping experience.

Store Operations

The Company has an Executive Vice President of Stores, a Vice President of Sales, an Associate Vice President of Sales, 2 Directors of Sales, 4 Regional Managers, 21 District Managers, and 88 Area Managers. Certain district managers and all area managers also serve as manager of their home base store. In general, each store has 1 manager, 1 or 2 assistant managers, 1 to 3 additional full-time salespeople, and up to 20 part-time salespeople. Most stores have peak levels of staff during the back-to-school and Christmas seasons. Almost every location also employs an alterations person.

The Company places great importance on educating quality personnel. In addition to sharing career opportunities with current Buckle employees, the Company also recruits interns and management trainees from college campuses. A majority of the Company's store managers, all of its area and district managers, and most of its executive management team are former salespeople, including President and CEO, Dennis H. Nelson, and Chairman, Daniel J. Hirschfeld. Recognizing talent and promoting managers from within allows the Company to build a strong foundation for management.

Store managers receive compensation in the form of a base salary and incentive bonuses. District and area managers also receive added incentives based upon the performance of stores in their district/area. Store managers perform sales training for new employees at the store level.

The Company has established a comprehensive program stressing the prevention and control of shrinkage losses. Steps taken to reduce shrinkage include monitoring returns, cash refunds, voids, inappropriate discounts, and employee sales. The Company also has electronic article surveillance systems in all of the Company's stores as well as surveillance camera systems in approximately 99% of the stores. As a result, the Company achieved a merchandise shrinkage rate of 0.6% of net sales in fiscal year 2019, 0.5% of net sales in fiscal year 2018, and 0.6% in fiscal year 2017.

The average store is approximately 5,150 square feet (of which the Company estimates an average of approximately 80% is selling space), and stores range in size from 1,937 square feet to 9,000 square feet.

Purchasing and Distribution

The Company has an experienced buying team. The buying team is led by the Vice President of Women's Merchandising and Senior Vice President of Men's Merchandising, who have over 55 years of combined experience with the Company. The experience and leadership within the buying team contributes significantly to the Company's success by enabling the buying team to react quickly to changes in fashion and by providing extensive knowledge of sources for both branded and private label goods.

The Company purchases products from manufacturers within the United States as well as from agents who source goods from foreign manufacturers. The Company's merchandising team shops and monitors fashion to stay abreast of the latest trends. The Company continually monitors styles, quality, and delivery schedules. The Company has not experienced any material difficulties with merchandise manufactured in foreign countries. The Company does not have long-term or exclusive contracts with any brand name manufacturer, private label manufacturer, or supplier. The Company plans its private label production with private label vendors three to six months in advance of product delivery. The Company requires its vendors to sign and adhere to its Code of Conduct and Standards of Engagement, which addresses adherence to legal requirements regarding employment practices and health, safety, and environmental regulations.

In fiscal 2019, Axis Denim (which produces private label denim for the Company) accounted for 16.2% of net sales and Miss Me/Rock Revival accounted for 13.1% of the Company's net sales. No other vendor accounted for more than 10% of the Company's net sales. Other current significant vendors include KanCan, Bridge by GLY, Flying Monkey, Levi's, Wrangler, Hurley, Billabong, Affliction, American Fighter, Howitzer, Oakley, Fox, Obey, RVCA, Salvage, 7 Diamonds, Nixon, Free People, White Crow, Salt Life, Corral, Reef, Kustom, Timberland, SOREL, Hey Dude, Steve Madden, SAXX, Stance, Ray-Ban, Wanakome, Champion, Fossil, and G-Shock. The Company continually strives to offer brands that are currently popular with its customers and, therefore, the Company's suppliers and purchases from specific vendors may vary significantly from year to year.

Buckle stores generally carry the same merchandise, with quantity and seasonal variations based upon historical sales data, climate, and perceived local customer demand. The Company uses a centralized receiving and distribution center located in Kearney, Nebraska. Merchandise is received daily in Kearney where it is sorted, tagged with bar-coded tickets (unless the vendor UPC code is used or the merchandise is pre-ticketed), and packaged for distribution to individual stores primarily via FedEx. The Company's goal is to ship the majority of its merchandise out to the stores within one to two business days of receipt. This system allows stores to receive new merchandise almost daily, creating excitement within the store and providing customers with a reason to shop often.

The Company has developed an effective system for tracking merchandise from the time it is checked in at the Company's distribution center until it arrives at the stores and is sold to a customer. The system's function is to ensure that store shipments are delivered accurately and promptly, to account for inventory, and to assist in allocating merchandise among stores. Management can track, on a daily basis, which merchandise is selling at specific locations and direct transfers of merchandise from one store to another as necessary. This allows stores to carry a reduced inventory while at the same time satisfying customer demand.

To reduce inter-store shipping costs and provide timely restocking of in-season merchandise, the Company warehouses a portion of initial shipments for later distribution. Sales reports are then used to replenish, on a basis of one to three times each week, those stores that are experiencing the greatest success selling specific styles, colors, and sizes of merchandise. This system is also designed to prevent an over-crowded look in the stores at the beginning of a season.

During fiscal 2010, the Company completed construction of a new 240,000 square foot distribution center in Kearney, Nebraska. The Company transitioned to the new distribution center in September 2010 and the new facility is currently the Company's only operating store distribution center. The Company also owns two additional facilities as part of its home office campus in Kearney, Nebraska (one of which was completed during the first quarter of fiscal 2015). These facilities serve as the Company's corporate headquarters and house its online fulfillment and customer service center.

Store Locations and Expansion Strategies

As of March 27, 2020, the Company operated 446 stores in 42 states. The existing stores are in 3 downtown locations, 16 strip centers, 56 lifestyle centers, and 371 shopping malls. The Company anticipates opening three new stores in fiscal 2020. The following table lists the location of existing stores as of March 27, 2020:

Location of Stores					
State	Number of Stores	State	Number of Stores	State	Number of Stores
Alabama	7	Maryland	2	Oregon	6
Alaska	1	Michigan	18	Pennsylvania	9
Arizona	12	Minnesota	12	South Carolina	4
Arkansas	7	Mississippi	5	South Dakota	3
California	15	Missouri	14	Tennessee	12
Colorado	14	Montana	6	Texas	53
Florida	22	Nebraska	13	Utah	11
Georgia	10	Nevada	5	Virginia	4
Idaho	8	New Jersey	1	Washington	14
Illinois	16	New Mexico	5	West Virginia	6
Indiana	15	New York	4	Wisconsin	11
Iowa	17	North Carolina	12	Wyoming	2
Kansas	16	North Dakota	4	Total	446
Kentucky	6	Ohio	22		
Louisiana	11	Oklahoma	11		

Over the past ten years, Buckle has grown its number of stores from 401 at the beginning of fiscal 2010 to 448 at the end of fiscal 2019. The Company intends to open new stores only when management believes there is a reasonable expectation of satisfactory results.

The following table sets forth information regarding store openings and closings from the beginning of fiscal 2010 through the end of fiscal 2019:

Total Number of Stores Per Year				
Fiscal Year	Open at start of year	Opened in Current Year	Closed in Current Year	Open at end of year
2010	401	21	2	420
2011	420	13	2	431
2012	431	10	1	440
2013	440	13	3	450
2014	450	16	6	460
2015	460	9	1	468
2016	468	5	6	467
2017	467	2	12	457
2018	457	—	7	450
2019	450	2	4	448

The Company's criteria used when considering a particular location for expansion include:

- Market area, including proximity to existing markets to capitalize on name recognition;
- Trade area population (number, average age, and college population);
- Economic vitality of market area;
- Mall location, anchor tenants, tenant mix, and average sales per square foot;
- Available location within a mall, square footage, storefront width, and facility of using the current store design;
- Availability of experienced management personnel for the market;
- Cost of rent, including minimum rent, common area, and extra charges;
- Estimated construction costs, including landlord charge backs and tenant allowances.

The Company generally seeks sites of 4,250 to 5,000 square feet for its stores. The projected cost of opening a store is approximately \$1.0 million, including construction costs of approximately \$0.8 million (prior to any construction allowance received) and inventory costs of approximately \$0.2 million, net of accounts payable.

The Company anticipates opening three new stores during fiscal 2020 and expects to complete approximately four full remodels. Year-to-date through March 27, 2020, the Company has closed two stores in fiscal 2020 with no other specific store closings currently planned for the remainder of the year. The construction costs for a full remodel are comparable to those of a new store. The Company also plans to complete several smaller store remodeling projects during fiscal 2020. The Company anticipates capital spending of approximately \$7.0 to \$10.0 million during fiscal 2020, which includes primarily planned store projects and technology investments.

The Company's ability to expand in the future will depend, in part, on general business conditions, the ability to find suitable malls with acceptable sites on satisfactory terms, and the readiness of trained store managers. There can be no assurance that the Company's future expansion plans will be fulfilled in whole or in part, or that leases for potential new sites will be obtained on terms favorable to the Company.

Management Information Systems

The Company's management information systems ("MIS") and electronic data processing systems ("EDP") consist of a full range of retail, financial, and merchandising systems, including purchasing, inventory distribution and control, sales reporting, accounts payable, and merchandise management.

The system includes PC based point-of-sale ("POS") registers in each store. The registers trickle transactions to a central server using a virtual private network for collection of comprehensive data, including complete item-level sales information and employee time clocking. The transactions are then swept into the central computer (IBM iSeries). Price updates are sent daily for the price lookup ("PLU") file maintained within the POS registers.

Each weekday morning, the Company initiates an electronic "sweep" of the individual store bank accounts to the Company's primary concentration account. This allows the Company to meet its obligations and invest cash on a timely basis.

Management monitors the performance of each of its stores on a continual basis. Daily information is used to evaluate inventory, determine markdowns, analyze profitability, and assist management in the scheduling and compensation of employees.

The PLU system allows management to control merchandise pricing centrally, permitting faster and more accurate processing of sales at the store and the monitoring of specific inventory items to confirm that centralized pricing decisions are carried out in each of the stores. Management is able to direct all price changes, including promotional, clearance, and markdowns on a central basis and estimate the financial impact of such changes.

The virtual private network for communication with the stores also supports the Company's intranet site. The intranet allows stores to view various types of information from the corporate office. Stores also have access to a variety of tools such as a product search with pictures, product availability, special order functions, inventory management, scheduling, performance tracking, printable forms, links to transmit various requests and information to the corporate office, training videos, email, and information/guidelines from each of the departments at the corporate office. The Company's network is also structured so that it can support additional functionality such as digital video monitoring and digital music content programming at each store location.

The Company is committed to the ongoing review of its MIS and EDP systems to maintain productive, timely information and effective controls. This review includes testing of new products and systems to ensure that the Company is aware of technological developments. Most important, continual feedback is sought from every level of the Company to ensure that information provided is pertinent to all aspects of the Company's operations.

Employees

As of February 1, 2020, the Company had approximately 7,000 employees - approximately 2,800 of whom were full-time. The Company has an experienced management team and most of the management team, from store managers through senior management, began work for the Company on the sales floor. The Company experiences high turnover of store and distribution center employees, primarily due to the number of part-time employees. However, the Company has not experienced significant difficulty in hiring qualified personnel. Of the total employees, approximately 840 are employed at the corporate headquarters and in the distribution center. None of the Company's employees are represented by a union. Management believes that employee relations are good.

Competition

The men's and women's apparel industries are highly competitive with fashion, selection, quality, price, location, store environment, and service being the principal competitive factors. While the Company believes it is able to compete favorably with other merchandisers, including department stores and specialty retailers, with respect to each of these factors, the Company believes it competes mainly on the basis of customer service and merchandise selection.

In the men's merchandise area, the Company competes primarily with specialty retailers such as Abercrombie & Fitch, American Eagle Outfitters, Dick's Sporting Goods, Gap, H&M, Hollister, Pacific Sunwear, Scheels, Tilly's, Urban Outfitters, and Zumiez. The men's market also competes with certain department stores, such as Dillards, Macy's, Nordstrom, and certain local or regional department stores and small specialty stores, as well as with mail order and internet retailers.

In the women's merchandise area, the Company competes primarily with specialty retailers such as Abercrombie & Fitch, Altar'd State, American Eagle Outfitters, Express, Forever 21, Francesca's, Gap, H&M, Hollister, Maurices, Pacific Sunwear, Scheels, Tilly's, Urban Outfitters, and Zumiez. The women's market also competes with department stores, such as Dillards, Macy's, Nordstrom, and certain local or regional department stores and small specialty stores, as well as with mail order and internet retailers.

Many of the Company's competitors are considerably larger and have substantially greater financial, marketing, and other resources than the Company, and there is no assurance that the Company will be able to compete successfully with them in the future. Furthermore, while the Company believes it competes effectively for favorable site locations and lease terms, competition for prime locations within a mall is intense.

Seasonality

The Company's business is seasonal, with the holiday season (from approximately November 15 to December 30) and the back-to-school season (from approximately July 15 to September 1) historically contributing the greatest volume of net sales. For fiscal years 2019, 2018, and 2017, the holiday and back-to-school seasons accounted for approximately 35% of the Company's fiscal year net sales.

Trademarks

"BUCKLE", "THE BUCKLE", "BUCKLE BLACK", "BKE", "BKE BOUTIQUE", "BKE SOLE", "DAYTRIP", "RECLAIM", "B BELIEVES", "GIMMICKS", "BKE RED", "BEST BRANDS. FAVORITE JEANS.", "BKE SPORT", "BKE RESERVE", "BUCKLE BELIEVES", "FADE BY BKE", "SOLELY BLACK BY BKE", "FITZ + EDDI", "BUCKLE SELECT", "IN THESE BLUES", "POETIC REBEL", "UNTAMED SOUL", "WILLOW & ROOT", "TWIN & STARK", "INDIE SPIRIT DESIGNS", "BKE CORE", "GILDED INTENT", "#BUCKLEDOUT", "QUINN & COPPER", "LEGACY COLLECTION BY BKE", "SWEET HARMONY BY BUCKLE", "DAYTRIP REFINED", "WHEREVER YOU WANDER BY BUCKLE", "RED BY BKE", "#INTHESEBLUES", "J.B. HOLT", "OUTPOST MAKERS", "DEPARTWEST", "STONE REFINERY", "stylized G", "GREHY", "NOVA INDUSTRIES", "SAY YOU WILL", "BRILL BOUTIQUE" and "B" icon are federally registered trademarks of the Company. The Company also owns trademarks for certain product designs. The Company believes the strength of its trademarks is of considerable value to its business, and its trademarks are important to its marketing efforts. The Company intends to protect and promote its trademarks as management deems appropriate.

Executive Officers of the Company

The Executive Officers of the Company are listed below, together with brief accounts of their experience and certain other information.

Daniel J. Hirschfeld, age 78. Mr. Hirschfeld is Chairman of the Board of the Company. He has served as Chairman of the Board since April 19, 1991. Prior to that time, Mr. Hirschfeld served as President and Chief Executive Officer. Mr. Hirschfeld has been involved in all aspects of the Company's business, including the development of the Company's management information systems.

Dennis H. Nelson, age 70. Mr. Nelson is President and Chief Executive Officer and a Director of the Company. He has held the titles of President and Director since April 19, 1991. Mr. Nelson was elected Chief Executive Officer on March 17, 1997. Mr. Nelson began his career with the Company in 1970 as a part-time salesman while he was attending Kearney State College (now the University of Nebraska - Kearney). While attending college, he became involved in merchandising and sales supervision for the Company. Upon graduation from college in 1973, Mr. Nelson became a full-time employee of the Company and he has worked in all phases of the Company's operations since that date. Prior to his election as President and Chief Operating Officer on April 19, 1991, Mr. Nelson performed all of the functions normally associated with those positions.

Thomas B. Heacock, age 42. Mr. Heacock is Senior Vice President of Finance, Treasurer, Chief Financial Officer, and a Director of the Company. He was elected a Director on December 4, 2017. Mr. Heacock was appointed Senior Vice President of Finance, Treasurer, and Chief Financial Officer effective February 4, 2018, after having served as Vice President of Finance, Treasurer, and Chief Financial Officer upon his appointment as Chief Financial Officer on July 20, 2017. He has been employed by the Company since October 2003 and served as Vice President of Finance, Treasurer, and Corporate Controller prior to his appointment as Chief Financial Officer. Prior to joining the Company, he was employed by Ernst & Young, LLP. Mr. Heacock is the son-in-law of Dennis H. Nelson, who serves as President and Chief Executive Officer and a Director of The Buckle, Inc.

Kari G. Smith, age 56. Ms. Smith is Executive Vice President of Stores and a Director of the Company. She was elected a Director effective February 4, 2018 and was appointed Executive Vice President of Stores on February 13, 2014, after having served as Vice President of Sales since May 2001. Ms. Smith joined the Company in May 1978 as a part-time salesperson. Later she became store manager in Great Bend, Kansas and then began working with other stores as an area manager. Ms. Smith has continued to develop her involvement with the sales management team, helping with manager meetings and the development of new store managers, as well as providing support for store managers, area managers, and district managers.

Brett P. Milkie, age 60. Mr. Milkie is Senior Vice President of Leasing. He was appointed to this position on March 6, 2014, after having served as Vice President of Leasing since May 1996. Mr. Milkie was a leasing agent for a national retail mall developer for 6 years prior to joining the Company in January 1992 as Director of Leasing.

Robert M. Carlberg, age 56. Mr. Carlberg is Senior Vice President of Men's Merchandising. He was appointed to this position on March 6, 2014, after having served as Vice President of Men's Merchandising since December 2006. Mr. Carlberg started with the Company as a salesperson and also worked as a store manager and as an area and district leader while being involved and traveling with the men's merchandising team. He has been full-time with the merchandising team since January 2001.

Michelle Hoffman, age 58. Ms. Hoffman is Vice President of Sales. She was appointed to this position on March 6, 2014. Ms. Hoffman has been employed by the Company since 1979 and has served in various roles of increasing responsibility on the sales team since that time; including salesperson, Store Manager, District Manager, and most recently Regional Manager since 2008.

Kelli D. Molczyk, age 41. Ms. Molczyk is Vice President of Women's Merchandising. She was appointed to this position on December 8, 2014. Ms. Molczyk has been employed by the Company since 1999 and has served in various roles on the women's merchandising team since that time, including most recently as Divisional Merchandise Manager.

Diane L. Applegate, age 55. Ms. Applegate is Vice President of Supply Chain and Merchandising Operations. She was appointed to this position on December 8, 2014. Ms. Applegate has been employed by the Company since 1983 and has served in various roles of increasing responsibility on the merchandise operations and e-commerce teams, including as Director of Merchandise Operations since 2000.

Brady M. Fritz, age 40. Ms. Fritz is General Counsel and Corporate Secretary. She was appointed to this position on December 10, 2018. Ms. Fritz was hired by the Company on December 10, 2018 after having served Cargill Incorporated for over 10 years in several roles of increasing responsibility, including most recently as Global Legal Operations Leader and Senior Attorney. Prior to joining Cargill Incorporated, Ms. Fritz began her career at Scudder Law Firm in Lincoln, Nebraska.

ITEM 1A - RISK FACTORS

Cautionary Statement Pursuant to the Private Securities Litigation Reform Act of 1995 and Risk Factors

Certain statements herein, including anticipated store openings, trends in or expectations regarding the Company's revenue and net earnings growth, comparable store sales growth, cash flow requirements, and capital expenditures, all constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements are based on currently available operating, financial, and competitive information and are subject to various risks and uncertainties. Actual future results and trends may differ materially depending on a variety of factors, including, but not limited to, changes in product mix, changes in fashion trends and/or pricing, competitive factors, general economic conditions, economic conditions in the retail apparel industry, successful execution of internal performance and expansion plans, and other risks detailed herein and in The Buckle, Inc.'s other filings with the Securities and Exchange Commission.

A forward-looking statement is neither a prediction nor a guarantee of future events or circumstances, and those future events or circumstances may not occur. Users should not place undue reliance on the forward-looking statements, which are accurate only as of the date of this report. The Company is under no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. In management's judgment, the following are material risk factors:

Dependence on Merchandising/Fashion Sensitivity. The Company's success is largely dependent upon its ability to gauge the fashion tastes of its customers and to provide merchandise that satisfies customer demand in a timely manner. The Company's failure to anticipate, identify, or react appropriately and timely to changes in fashion trends would reduce the Company's net sales and profitability. Misjudgments or unanticipated fashion changes could have a negative impact on the Company's image with its customers, which would also reduce the Company's net sales and profitability.

Dependence on Private Label Merchandise. Sales from private label merchandise accounted for approximately 39.0% of net sales for fiscal 2019 and 37.5% for fiscal 2018. The Company may increase or decrease the percentage of net sales from private label merchandise in the future. The Company's private label products generally earn a higher margin than branded products. Thus, reductions in the private label mix would decrease the Company's merchandise margins and, as a result, reduce net earnings.

Fluctuations in Comparable Store Net Sales Results. The Company's comparable store net sales results have fluctuated in the past and are expected to continue to fluctuate in the future. A variety of factors affect comparable store sales results, including changes in fashion trends, changes in the Company's merchandise mix, calendar shifts of holiday periods, actions by competitors, weather conditions, and general economic conditions. As a result of these or other factors, the Company's future comparable store sales could decrease, reducing overall net sales and profitability.

Ability to Continue Expansion and Management of Growth. The Company's growth depends on its ability to open and operate stores on a profitable basis and management's ability to manage planned expansion. During fiscal 2020, the Company plans to open three new stores. Potential future expansion is dependent upon factors such as the ability to locate and obtain favorable store sites, negotiate acceptable lease terms, obtain necessary merchandise, and hire and train qualified management and other employees. There may be factors outside of the Company's control that affect the ability to expand, including general economic conditions. There is no assurance that the Company will be able to achieve its planned expansion or that future expansion will be profitable. If the Company fails to achieve store growth, there would be less growth in the Company's net sales from new stores and less growth in profitability. If the Company opens unprofitable store locations, there could be a reduction in net earnings, even with the resulting growth in the Company's net sales.

Ability to Adjust to Changes in Shopping Center Traffic and Consumer Trends Related to E-Commerce Shopping. Shopping patterns have been evolving rapidly, along with consumers' ability to shop whenever and wherever they choose. These changing dynamics and increased competition from online retailers have adversely impacted shopping center traffic in many malls. The Company's ability to compete effectively in the future is dependent on its ability to continue to profitably manage both its in-store and e-commerce businesses. The Company considers its unique merchandise selection and its outstanding customer service to be key differentiators. The Company continues to invest in its e-commerce website and other digital initiatives to drive traffic to both its stores and buckle.com. The Company also continues to expand its omni-channel capabilities to satisfy its guests however they choose to shop. There can, however, be no assurance that the Company will be able to successfully integrate both channels and compete successfully with other retailers. The Company's inability to profitably adapt to changing consumer preferences would cause a decrease in the Company's net sales and net earnings.

Reliance on Key Personnel. The continued success of the Company is dependent to a significant degree on the continued service of key personnel, including senior management. The loss of a member of senior management could create additional expense in covering their position as well as cause a reduction in net sales, thus reducing net earnings. The Company's success in the future will also be dependent upon the Company's ability to attract and retain qualified personnel. The Company's failure to attract and retain qualified personnel could negatively impact net sales, could create additional operating expenses, and could reduce overall profitability for the Company.

Dependence on a Single Distribution Facility and Third-Party Carriers. The distribution function for all of the Company's stores is handled from a single facility in Kearney, Nebraska. Any significant interruption in the operation of the distribution facility due to natural disasters, system failures, or other unforeseen causes would impede the distribution of merchandise to the stores, causing a decline in store inventory, a reduction in store sales, and a reduction in Company profitability. Interruptions in service by common carriers could also delay shipment of goods to Company store locations. Additionally, there can be no assurance that the current facilities will be adequate to support future growth.

Reliance on Foreign Sources of Production. The Company purchases a portion of its private label merchandise through sourcing agents in foreign markets. In addition, some of the Company's domestic vendors manufacture goods overseas. The Company does not have any long-term merchandise supply contracts and its imports are subject to existing or potential duties, tariffs, and quotas. The Company faces a variety of risks associated with doing business overseas including competition for facilities and quotas, political instability, possible new legislation relating to imports that could limit the quantity of merchandise that may be imported, imposition of tariffs, duties, taxes, and other charges on imports, and local business practice and political issues which may result in adverse publicity. The Company's inability to rely on foreign sources of production due to these or other causes could reduce the amount of inventory the Company is able to purchase, hold up the timing on the receipt of new merchandise, and reduce merchandise margins if comparable inventory is purchased from branded sources. Any or all of these changes would cause a decrease in the Company's net sales and net earnings.

Fluctuations in Tax Obligations and Effective Tax Rate. The Company records tax expense based on its estimates of future payments. At any one time, multiple tax years are subject to audit by various taxing authorities. There can be no assurance as to the outcome of any current or potential future audits and their impact on the tax owed by the Company. In addition, the Company's effective tax rate may be materially impacted by changes in tax laws and regulations in the jurisdictions where it operates. Future tax law changes could materially impact the Company's effective tax rate and, therefore, its net earnings.

Dependence upon Maintaining Sales and Profit Growth in the Highly Competitive Retail Apparel Industry. The specialty retail industry is highly competitive. The Company competes primarily on the basis of fashion, selection, quality, price, location, service, and store environment. The Company faces a variety of competitive challenges, including:

- Anticipating and responding timely to changing customer demands and preferences;
- Effectively marketing both branded and private label merchandise to consumers in several diverse market segments and maintaining favorable brand recognition;
- Providing unique, high-quality merchandise in styles, colors, and sizes that appeal to consumers;
- Sourcing merchandise efficiently;
- Competitively pricing merchandise and creating customer perception of value;
- Monitoring increased labor costs, including increases in health care benefits and worker's compensation and unemployment insurance costs.

There is no assurance that the Company will be able to compete successfully in the future.

Reliance on Consumer Spending Trends. The continued success of the Company depends, in part, upon numerous factors that impact the levels of individual disposable income and thus, consumer spending. Factors include the political environment, economic conditions, employment, consumer debt, interest rates, inflation, and consumer confidence. A decline in consumer spending, for any reason, could have an adverse effect on the Company's net sales, gross profits, and results from operations.

Modifications and/or Upgrades to Information Technology Systems May Disrupt Operations. The Company relies upon its various information systems to manage its operations and regularly evaluates its information technology in order for management to identify investment opportunities for maintaining, modifying, upgrading, or replacing these systems. There are inherent risks associated with replacing or changing these systems. Any delays, errors in capturing data, or difficulties in transitioning to these or other new systems, or in integrating these systems with the Company's current systems, or any other disruptions affecting the Company's information systems, could have a material adverse impact on the Company's business.

Reliance on Increasingly Complex Information Systems for Management of Distribution, Sales, and Other Functions. If the Company's information systems fail to perform these functions adequately or if the Company experiences an interruption in their operation, including a breach in cyber-security, its business and results of operations could suffer. All of the Company's major operations, including distribution, sales, and accounting, are dependent upon the Company's complex information systems. The Company's information systems are vulnerable to damage or interruption from:

- Earthquake, fire, flood, tornado, and other natural disasters;
- Power loss, computer systems failure, internet and telecommunications or data network failure;
- Hackers, computer viruses, software bugs, or glitches.

Any damage or significant disruption in the operation of such systems, or the failure of the Company's information systems to perform as expected, could disrupt the Company's business, result in decreased sales, increased overhead costs, excess inventory, or product shortages and otherwise adversely affect the Company's operations, financial performance, and financial condition.

Unauthorized Access to, or Accidental Disclosure of, Consumer Personally-Identifiable Information that the Company Collects May Result in Significant Expenses and Negatively Impact the Company's Reputation and Business. As part of the Company's normal operations, it receives and maintains confidential information about customers, employees, and other third parties. The Company employs systems and websites that allow for the secure storage and transmission of proprietary or confidential information regarding customers, employees, job applicants, and others, including credit card information and personally-identifiable information. Despite safeguards and security processes and protections, the Company's computer systems may be susceptible to electronic or physical computer break-ins, viruses, and other disruptions and security breaches. Additionally, the Company may not have the resources or technical sophistication to anticipate or prevent rapidly evolving types of cyber-attacks. Attacks may be targeted at the Company, its customers, or others who have entrusted the Company with information. Actual or anticipated attacks may cause the Company to incur increasing costs, including costs to deploy additional personnel and protection technologies, train employees, and engage third-party experts and consultants. Advances in computer capabilities, new technological discoveries, or other developments may result in the technology used to protect transaction or other data being breached or compromised. In addition, data and security breaches can also occur as a result of non-technical issues, including intentional or inadvertent breach by employees or by persons with whom the Company has commercial relationships that result in the unauthorized release of personal or confidential information. Any perceived or actual unauthorized disclosure of personally-identifiable information regarding visitors to the Company's websites or otherwise, whether through a breach of the Company's network by an unauthorized party, employee theft, misuse, or error, or otherwise, could harm the Company's reputation, impair the Company's ability to attract and retain customers, or subject the Company to claims or litigation arising from damages suffered by consumers, and adversely affect the Company's operations, financial performance, and financial condition.

Interest Rate Risk. The Company is exposed to market risk related to interest rate risk on the cash and investments in interest-bearing securities. These investments have carrying values that are subject to interest rate changes that could impact earnings to the extent that the Company did not hold the investments to maturity. If there are changes in interest rates, those changes would also affect the investment income the Company earns on its cash and investments. For each one-quarter percent decline in the interest/dividend rate earned on cash and investments, the Company's net income would decrease approximately \$0.5 million or less than \$0.01 per share. This amount could vary based upon the number of shares of the Company's stock outstanding and the level of cash and investments held by the Company.

Impact to the Operations of The Company's Facilities and Retail Stores Resulting from the Recent Outbreak of the Novel Coronavirus ("COVID-19") or Other Global Pandemics. The Company currently has a concentration of facilities in Kearney, Nebraska, including its corporate office, distribution center, and online fulfillment center. The Company also has an office in Overland Park, Kansas for its men's buying team. The Company is dependent on the successful operation of these facilities to sustain its operations, including the operation of its online business at buckle.com and its 446 stores in 42 states across the United States.

The recent outbreak of COVID-19 poses public health risks that have reached epidemic or global pandemic proportions. This outbreak could directly threaten the health of the Company's employees, vendors, and customers. The operation of all of the Company's facilities is critically dependent on the employees who staff these locations. In addition, federal and state governments have imposed restrictions ranging from limitations on public interaction to mandatory quarantine in affected areas. Any events that threaten the operation of the Company's facilities or retail stores, including the recent outbreak of COVID-19, could have a material adverse effect on the Company's business. This coupled with the potential reduction in consumer spending could materially impact the Company's financial condition and results of operations. Further, these events may also limit the ability of the Company's vendors/manufacturers to operate, which would limit or delay the receipt of new merchandise.

Subsequent to the end of the fiscal year, the Company announced that it was indefinitely closing all of its brick and mortar stores effective March 18, 2020 in response to the global COVID-19 pandemic. The Company also announced that it was furloughing the majority of its store and corporate office teammates effective April 5, 2020. The Company cannot reasonably estimate the length or severity of this pandemic, but expects that it will have a material adverse impact on the Company's consolidated financial position, consolidated results of operations, and consolidated cash flows in fiscal 2020.

The Company cautions that the risk factors described above could cause actual results to vary materially from those anticipated in any forward-looking statements made by or on behalf of the Company. Management cannot assess the impact of each factor on the Company's business or the extent to which any factor, or combination of factors, may cause actual results to vary from those contained in forward-looking statements.

ITEM 1B - UNRESOLVED STAFF COMMENTS

None.

ITEM 2 - PROPERTIES

All of the store locations operated by the Company are leased facilities. Most of the Company's stores have lease terms of approximately ten years and generally do not contain renewal options. In the past, the Company has not experienced problems renewing its leases, although no assurance can be given that the Company can renew existing leases on favorable terms. The Company seeks to negotiate extensions on leases for stores undergoing remodeling to provide terms of approximately ten years after completion of remodeling. Consent of the landlord generally is required to remodel or change the name under which the Company does business. The Company has not experienced problems in obtaining such consent in the past. Most leases provide for a fixed minimum rental cost plus an additional rental cost based upon a set percentage of sales beyond a specified breakpoint, plus common area and other charges. The current terms of the Company's leases for stores open as of February 1, 2020, including automatic renewal options, expiring on or before January 31st of each year is as follows:

Year	Number of Expiring Leases
2021	104
2022	83
2023	64
2024	59
2025	57
2026	29
2027	41
2028 and later	11
Total	448

The corporate headquarters and online fulfillment center for the Company are located within a facility purchased by the Company in 1988, which is located in Kearney, Nebraska. The building currently provides approximately 261,200 square feet of space, which includes approximately 82,200 square feet related to the Company's 2005 addition. The Company also owns a 40,000 square foot building with warehouse and office space near the corporate headquarters. The Company acquired the lease on the land the building is built upon. The lease is currently in the fourth of ten five-year renewal options, which expires on October 31, 2021. During fiscal 2010, the Company completed construction of a new 240,000 square foot distribution center in Kearney, Nebraska. The Company transitioned to the new distribution center in September 2010 and the new facility is currently the Company's only operating store distribution center. In fiscal 2015, the Company completed construction of a new office building as a part of its home office campus in Kearney, Nebraska. The new building provides 80,000 square feet of additional office space, which was necessary to support the Company's growth.

ITEM 3 - LEGAL PROCEEDINGS

From time to time, the Company is involved in litigation relating to claims arising out of its operations in the normal course of business. As of the date of this Form 10-K, the Company was not engaged in legal proceedings that are expected, individually or in the aggregate, to have a material effect on the Company.

ITEM 4 - MINE SAFETY DISCLOSURES

Not applicable.

PART II

ITEM 5 - MARKET FOR REGISTRANT'S COMMON EQUITY, RELATED SHAREHOLDER MATTERS, AND ISSUER PURCHASES OF EQUITY SECURITIES

The Company's common stock trades on the New York Stock Exchange under the symbol BKE.

Dividend Payments

During fiscal 2017, the Company paid cash dividends of \$0.25 per share in each of the four quarters and also paid a special cash dividend of \$1.75 per share in the fourth quarter. During fiscal 2018, the Company paid cash dividends of \$0.25 per share in each of the four quarters and also paid a special cash dividend of \$1.00 per share in the fourth quarter. During fiscal 2019, cash dividends were \$0.25 per share in each of the first three quarters and \$0.30 per share in the fourth quarter. The Company also paid a special cash dividend of \$1.25 per share in the fourth quarter of fiscal 2019. As announced on March 24, 2020, at its quarterly meeting on March 23, 2020, the Company's Board of Director's suspended the Company's quarterly cash dividend in order to maintain the Company's cash position and give it financial flexibility given the uncertainty regarding the potential length and severity of the global COVID-19 pandemic as well as the potential impact to the Company.

Issuer Purchases of Equity Securities

The following table sets forth information concerning purchases made by the Company of its common stock for each of the months in the fiscal quarter ended February 1, 2020:

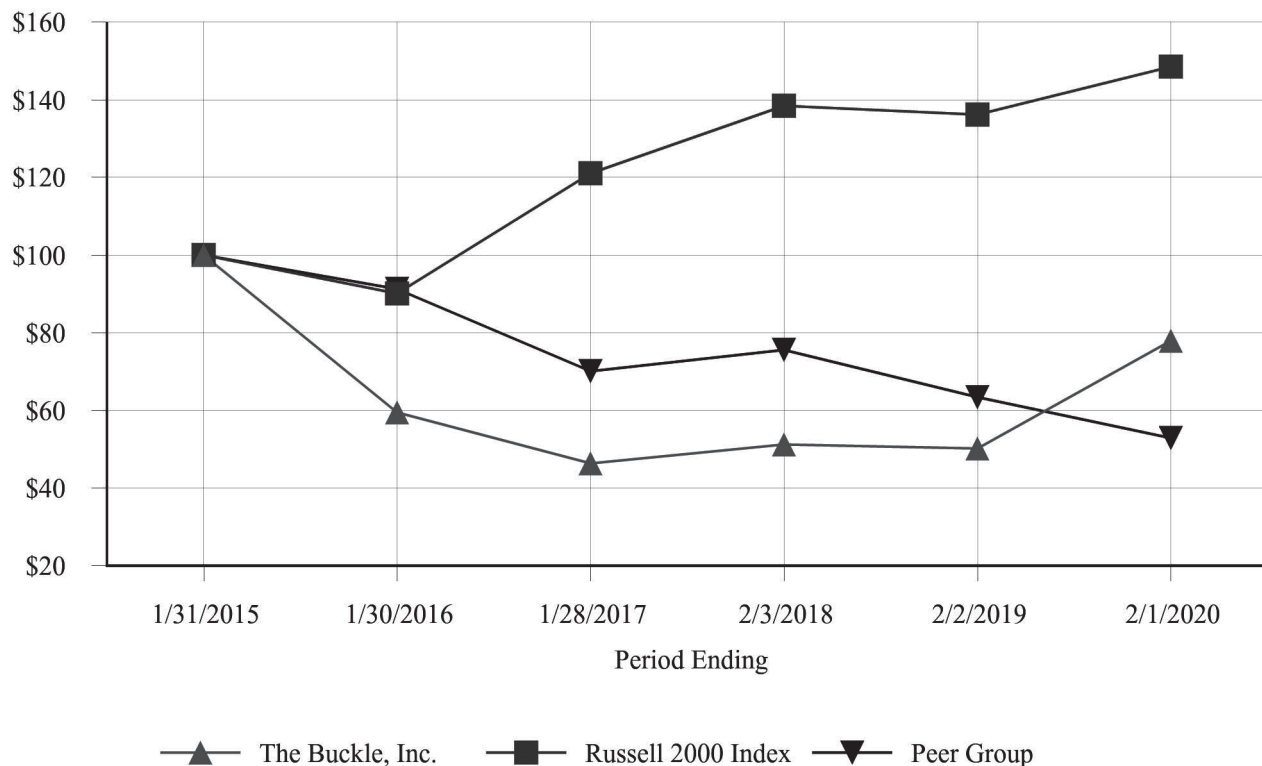
	Total Number of Shares Purchased	Average Price Paid Per Share	Total Number of Shares Purchased as Part of Publicly Announced Plans	Approximate Number of Shares Yet To Be Purchased Under Publicly Announced Plans
Nov. 3, 2019 to Nov. 30, 2019	—	—	—	435,655
Dec. 1, 2019 to Jan. 4, 2020	—	—	—	435,655
Jan. 5, 2020 to Feb. 1, 2020	—	—	—	435,655
Total	—	—	—	

The Board of Directors authorized a 1,000,000 share repurchase plan on November 20, 2008. The Company has 435,655 shares remaining to complete this authorization.

Stock Price Performance Graph

The graph below compares the cumulative total return on common shares of the Company for the last five fiscal years with the cumulative total return on the Russell 2000 Stock Index and a peer group of Retail Trade Stocks:

**Comparison of 5 Year Cumulative Total Return
Assumes Initial Investment of \$100
February 2020**



Total Return Analysis

	<u>1/31/2015</u>	<u>1/30/2016</u>	<u>1/28/2017</u>	<u>2/3/2018</u>	<u>2/2/2019</u>	<u>2/1/2020</u>
The Buckle, Inc.	\$ 100.00	\$ 59.51	\$ 46.34	\$ 51.20	\$ 50.20	\$ 77.92
Russell 2000 Index	100.00	90.08	121.06	138.48	136.22	148.50
Peer Group	100.00	91.25	70.11	75.62	63.39	52.90

The Peer Group included in the above performance graph includes the following retail company stocks: AEO, ANF, GPS, LB, TLYS, URBN, ZUMZ, EXPR, GES, ASNA, and GCO.

The following table lists the Company's quarterly market range for fiscal years 2019, 2018, and 2017, as reported by the New York Stock Exchange:

Quarter	Fiscal Years Ended					
	February 1, 2020		February 2, 2019		February 3, 2018	
	High	Low	High	Low	High	Low
First	\$ 19.92	\$ 16.85	\$ 24.00	\$ 17.80	\$ 21.85	\$ 16.00
Second	21.16	14.81	28.80	22.05	20.40	16.05
Third	22.26	16.85	29.65	18.03	17.50	13.50
Fourth	28.52	21.10	22.80	17.03	25.11	16.05

The number of record holders of the Company's common stock as of March 27, 2020 was 450. Based upon information from the principal market makers, the Company believes there are more than 20,000 beneficial owners. The closing price of the Company's common stock on March 27, 2020 was \$15.26.

Additional information required by this item appears in the Notes to Consolidated Financial Statements contained herein under Footnote K "Stock-Based Compensation" and is incorporated by reference.

ITEM 6 - SELECTED FINANCIAL DATA

SELECTED FINANCIAL DATA					
(Amounts in Thousands Except Share, Per Share Amounts, and Selected Operating Data)					
Fiscal Years Ended					
	February 1, 2020	February 2, 2019	February 3, 2018 (d)	January 28, 2017	January 30, 2016
Income Statement Data					
Net sales	\$ 900,254	\$ 885,496	\$ 913,380	\$ 974,873	\$ 1,119,616
Cost of sales (including buying, distribution, and occupancy costs)	522,780	519,423	533,357	577,705	638,215
Gross profit	377,474	366,073	380,023	397,168	481,401
Selling expenses	204,480	202,032	206,068	205,933	212,531
General and administrative expenses	41,497	43,113	39,877	38,475	39,282
Income from operations	131,497	120,928	134,078	152,760	229,588
Other income, net	6,210	5,716	5,407	3,511	5,236
Income before income taxes	137,707	126,644	139,485	156,271	234,824
Provision for income taxes	33,278	31,036	49,778	58,310	87,541
Net income	\$ 104,429	\$ 95,608	\$ 89,707	\$ 97,961	\$ 147,283
Basic earnings per share	\$ 2.15	\$ 1.97	\$ 1.86	\$ 2.04	\$ 3.06
Diluted earnings per share	\$ 2.14	\$ 1.97	\$ 1.85	\$ 2.03	\$ 3.06
Dividends declared per share (a)	\$ 2.30	\$ 2.00	\$ 2.75	\$ 1.75	\$ 1.94
Selected Operating Data					
Stores open at end of period	448	450	457	467	468
Average sales per square foot	\$ 341	\$ 334	\$ 344	\$ 370	\$ 430
Average sales per store (000's)	\$ 1,763	\$ 1,715	\$ 1,761	\$ 1,860	\$ 2,180
Comparable store sales change (b)	2.2%	(0.9)%	(7.2)%	(13.5)%	(4.4)%
Balance Sheet Data (c)					
Working capital	\$ 206,189	\$ 280,214	\$ 262,678	\$ 287,841	\$ 255,271
Long-term investments	\$ 15,863	\$ 18,745	\$ 21,453	\$ 18,092	\$ 33,826
Total assets	\$ 867,890	\$ 527,302	\$ 538,116	\$ 579,847	\$ 572,773
Long-term debt	\$ —	\$ —	\$ —	\$ —	\$ —
Stockholders' equity	\$ 389,148	\$ 393,877	\$ 391,248	\$ 430,539	\$ 412,643

- (a) During fiscal 2015, cash dividends were \$0.23 per share in each of the first three quarters and \$0.25 per share in the fourth quarter. The Company also paid a special cash dividend of \$1.00 per share in the fourth quarter of fiscal 2015. During fiscal 2016, cash dividends were \$0.25 per share in each of the four quarters. The Company also paid a special cash dividend of \$0.75 per share in the fourth quarter of fiscal 2016. During fiscal 2017, cash dividends were \$0.25 per share in each of the four quarters. The Company also paid a special cash dividend of \$1.75 per share in the fourth quarter of fiscal 2017. During fiscal 2018, cash dividends were \$0.25 per share in each of the four quarters. The Company also paid a special cash dividend of \$1.00 per share in the fourth quarter of fiscal 2018. During fiscal 2019, cash dividends were \$0.25 per share in each of the first three quarters and \$0.30 per share in the fourth quarter. The Company also paid a special cash dividend of \$1.25 per share in the fourth quarter of fiscal 2019.
- (b) Stores are deemed to be comparable stores if they were open in the prior year on the first day of the fiscal period presented. Stores which have been remodeled, expanded, and/or relocated, but would otherwise be included as comparable stores, are not excluded from the comparable store sales calculation. Online sales are included in comparable store sales.
- (c) At the end of the period.
- (d) Consists of 53 weeks.

ITEM 7 - MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following discussion should be read in conjunction with the consolidated financial statements and notes thereto of the Company included in this Form 10-K. The following is management's discussion and analysis of certain significant factors which have affected the Company's financial condition and results of operations during the periods included in the accompanying consolidated financial statements included in this Form 10-K.

EXECUTIVE OVERVIEW

Company management considers the following items to be key performance indicators in evaluating Company performance.

Comparable Store Sales – Stores are deemed to be comparable stores if they were open in the prior year on the first day of the fiscal period being presented. Stores which have been remodeled, expanded, and/or relocated, but would otherwise be included as comparable stores, are not excluded from the comparable store sales calculation. Online sales are included in comparable store sales. Management considers comparable store sales to be an important indicator of current Company performance, helping leverage certain fixed costs when results are positive. Negative comparable store sales results could reduce net sales and have a negative impact on operating leverage, thus reducing net earnings.

Net Merchandise Margins – Management evaluates the components of merchandise margin including initial markup and the amount of markdowns during a period. Any inability to obtain acceptable levels of initial markups or any significant increase in the Company's use of markdowns could have an adverse effect on the Company's gross margin and results of operations.

Operating Margin – Operating margin is a good indicator for management of the Company's success. Operating margin can be positively or negatively affected by comparable store sales, merchandise margins, occupancy costs, and the Company's ability to control operating costs.

Cash Flow and Liquidity (working capital) – Management reviews current cash and short-term investments along with cash flow from operating, investing, and financing activities to determine the Company's short-term cash needs for operations and expansion. The Company believes that existing cash, short-term investments, and cash flow from operations will be sufficient to fund current and long-term anticipated capital expenditures and working capital requirements for the next several years.

RESULTS OF OPERATIONS

The following table sets forth certain financial data expressed as a percentage of net sales and the percentage change in the dollar amount of such items compared to the prior period:

	Percentage of Net Sales For Fiscal Years Ended			Percentage Increase (Decrease)	
	February 1, 2020	February 2, 2019	February 3, 2018	Fiscal Year 2018 to 2019	Fiscal Year 2017 to 2018
Net sales	100.0%	100.0%	100.0%	1.7 %	(3.1)%
Cost of sales (including buying, distribution, and occupancy costs)	58.1%	58.7%	58.4%	0.6 %	(2.6)%
Gross profit	41.9%	41.3%	41.6%	3.1 %	(3.7)%
Selling expenses	22.7%	22.8%	22.5%	1.2 %	(2.0)%
General and administrative expenses	4.6%	4.9%	4.4%	(3.7)%	8.1 %
Income from operations	14.6%	13.6%	14.7%	8.7 %	(9.8)%
Other income, net	0.7%	0.7%	0.6%	8.6 %	5.7 %
Income before income taxes	15.3%	14.3%	15.3%	8.7 %	(9.2)%
Provision for income taxes	3.7%	3.5%	5.5%	7.2 %	(37.7)%
Net income	11.6%	10.8%	9.8%	9.2 %	6.6 %

Fiscal 2019 Compared to Fiscal 2018

Net sales for the 52-week fiscal year ended February 1, 2020, increased 1.7% to \$900.3 million from net sales of \$885.5 million for the 52-week fiscal year ended February 2, 2019. Comparable store net sales for the 52-week fiscal year increased 2.2% from comparable store net sales for the prior year 52-week period ended February 2, 2019. The comparable store sales increase was primarily attributable to a 2.7% increase in the number of transactions and a 2.1% increase in the average number of units sold per transaction, partially offset by a 2.4% reduction in the average retail price per piece of merchandise sold. Total net sales for the year were also impacted by the closing of 7 stores during fiscal 2018 and by the opening of 2 news stores and closure of 4 stores during fiscal 2019. Online sales for the fiscal year increased 6.9% to \$110.8 million for the 52-week fiscal year ended February 1, 2020 compared to \$103.7 million for the 52-week fiscal year ended February 2, 2019. Average sales per square foot for fiscal 2019 increased 2.0% from \$334 to \$341. Total square footage as of February 1, 2020 was 2.320 million compared to 2.335 million as of February 2, 2019.

The Company's average retail price per piece of merchandise sold decreased \$1.10, or 2.4%, during fiscal 2019 compared to fiscal 2018. This \$1.10 decrease was primarily attributable to the following changes (with their corresponding effect on the overall average price per piece): a 1.9% reduction in average denim price points (-\$0.35), a 8.0% reduction in average accessories price points (-\$0.34), a 5.5% reduction in average footwear price points (-\$0.20), and a reduction in average price points for certain other merchandise categories (-\$0.21). These changes are primarily a reflection of merchandise shifts in terms of brands and product styles, fabrics, details, and finishes.

Gross profit after buying, distribution, and occupancy costs increased from \$366.1 million in fiscal 2018 to \$377.5 million in fiscal 2019. As a percentage of net sales, gross profit was 41.9% in fiscal 2019 compared to 41.3% in fiscal 2018. The increase was attributable to an improvement in merchandise margins (0.40%, as a percentage of net sales) and a reduction in occupancy, buying, and distribution expenses (0.20%, as a percentage of net sales). Merchandise shrinkage was 0.6% of net sales for fiscal 2019 compared to 0.5% of net sales for fiscal 2018.

Selling expenses increased from \$202.0 million in fiscal 2018 to \$204.5 million in fiscal 2019. As a percentage of net sales, selling expenses decreased from 22.8% in fiscal 2018 to 22.7% in fiscal 2019. The decrease was primarily attributable to a reduction in store compensation expense (0.15%, as a percentage of net sales), partially offset by increases in online fulfillment and certain other selling expenses (0.05%, as a percentage of net sales).

General and administrative expenses decreased from \$43.1 million in fiscal 2018 to \$41.5 million in fiscal 2019. As a percentage of net sales, general and administrative expenses decreased from 4.9% in fiscal 2018 to 4.6% in fiscal 2019. The decrease was driven by reductions (as a percentage of net sales) across several expense categories.

As a result of the above changes, the Company's income from operations increased from \$120.9 million for fiscal 2018 to \$131.5 million for fiscal 2019. Income from operations was 14.6% as a percentage of net sales in fiscal 2019 compared to 13.6% as a percentage of net sales in fiscal 2018.

Other income was \$6.2 million in fiscal 2019 compared to \$5.7 million in fiscal 2018. The Company's other income is derived primarily from investment income related to the Company's cash and investments.

Income tax expense as a percentage of pre-tax income was 24.2% in fiscal 2019 and 24.5% in fiscal 2018, bringing net income to \$104.4 million in fiscal 2019 versus \$95.6 million in fiscal 2018.

Fiscal 2018 Compared to Fiscal 2017

Net sales for the 52-week fiscal year ended February 2, 2019, decreased 3.1% to \$885.5 million from net sales of \$913.4 million for the 53-week fiscal year ended February 3, 2018. Comparable store net sales for the 52-week fiscal year decreased 0.9% from comparable store net sales for the prior year 52-week period ended February 3, 2018. The comparable store sales decline was primarily attributable to a 0.4% reduction in the number of transactions at comparable stores during the year and a 2.6% reduction in the average retail price per piece of merchandise sold, which were partially offset by a 2.1% increase in the average number of units sold per transaction. Total net sales for the year were also impacted by the closing of 12 stores during fiscal 2017 and 7 stores during fiscal 2018, partially offset by the inclusion of a full year of operating results for the 2 new stores opened during fiscal 2017. Additionally, fiscal 2017 included an extra week of sales due to the fact that 2017 was a 53-week fiscal year while 2018 was a 52-week fiscal year. Online sales for the fiscal year increased 5.6% to \$103.7 million for the 52-week fiscal year ended February 2, 2019 compared to \$98.2 million for the 53-week fiscal year ended February 3, 2018. Compared to the 52-week period ended February 3, 2018, however, online sales for the fiscal year were up 7.5%. Average sales per square foot for fiscal 2018 decreased 2.8% from \$344 to \$334. Total square footage as of February 2, 2019 was 2.335 million compared to 2.367 million as of February 3, 2018.

The Company's average retail price per piece of merchandise sold decreased \$1.21, or 2.6%, during fiscal 2018 compared to fiscal 2017. This \$1.21 decrease was primarily attributable to the following changes (with their corresponding effect on the overall average price per piece): a 4.2% reduction in average denim price points (-\$0.83), a 2.3% reduction in average knit shirt price points (-\$0.25), a 5.5% reduction in average woven shirt price points (-\$0.19), and a reduction in average price points for certain other merchandise categories (-\$0.19); which were partially offset by a shift in the merchandise mix (\$0.25). These changes are primarily a reflection of merchandise shifts in terms of brands and product styles, fabrics, details, and finishes.

Gross profit after buying, distribution, and occupancy costs decreased from \$380.0 million in fiscal 2017 to \$366.1 million in fiscal 2018. As a percentage of net sales, gross profit was 41.3% in fiscal 2018 compared to 41.6% in fiscal 2017. The decrease was attributable to deleveraged occupancy, buying, and distribution expenses (0.30%, as a percentage of net sales). Merchandise margins for the year were flat and merchandise shrinkage was 0.5% of net sales for fiscal 2018 compared to 0.6% of net sales for fiscal 2017.

Selling expenses decreased from \$206.1 million in fiscal 2017 to \$202.0 million in fiscal 2018. Selling expenses as a percentage of net sales increased from 22.5% in fiscal 2017 to 22.8% in fiscal 2018. The increase was primarily attributable to an increase in store compensation expense (0.60%, as a percentage of net sales), partially offset by reductions across certain other selling expenses (0.30%, as a percentage of net sales).

General and administrative expenses increased from \$39.9 million in fiscal 2017 to \$43.1 million in fiscal 2018. As a percentage of net sales, general and administrative expenses increased from 4.4% in fiscal 2017 to 4.9% in fiscal 2018. The increase was primarily attributable to increased information technology investments, both in terms of increased home office payroll as well as spending for other strategic initiatives (0.65%, as a percentage of net sales), partially offset by a reduction in professional and consulting fees (0.15%, as a percentage of net sales).

As a result of the above changes, the Company's income from operations decreased from \$134.1 million for fiscal 2017 to \$120.9 million for fiscal 2018. Income from operations was 13.6% as a percentage of net sales in fiscal 2018 compared to 14.7% as a percentage of net sales in fiscal 2017.

Other income was \$5.7 million in fiscal 2018 compared to \$5.4 million in fiscal 2017. The Company's other income is derived primarily from investment income related to the Company's cash and investments.

Income tax expense as a percentage of pre-tax income was 24.5% in fiscal 2018 and 35.7% in fiscal 2017, bringing net income to \$95.6 million in fiscal 2018 versus \$89.7 million in fiscal 2017.

LIQUIDITY AND CAPITAL RESOURCES

As of February 1, 2020, the Company had working capital of \$206.2 million, including \$221.0 million of cash and cash equivalents and \$12.5 million of short-term investments. The Company's cash receipts are generated from retail sales and from investment income, and the Company's primary ongoing cash requirements are for inventory, payroll, occupancy costs, dividend payments, new store expansion, remodeling, and other capital expenditures. Historically, the Company's primary source of working capital has been cash flow from operations. During fiscal 2019, 2018, and 2017 the Company's cash flow from operations was \$130.7 million, \$108.7 million, and \$119.7 million, respectively. Changes in operating cash flow between each of the three years is primarily a function of changes in net income, along with changes in inventory and accounts payable based on the timing and amount of merchandise purchased in each respective period. Operating cash flow was also impacted by the timing of certain other payments, including rent and income taxes.

During fiscal 2019, 2018, and 2017, the Company invested \$6.4 million, \$8.3 million, and \$12.5 million, respectively, in new store construction, store renovation, and store technology upgrades. The Company spent \$0.9 million, \$1.7 million, and \$1.0 million in fiscal 2019, 2018, and 2017, respectively, in capital expenditures for the corporate headquarters and distribution facility.

During fiscal 2020, the Company anticipates opening 3 new stores and completing approximately 4 store remodels and/or relocations. Management estimates that total capital expenditures during fiscal 2020 will be approximately \$7.0 to \$10.0 million, which includes primarily planned store projects and technology investments. The Company believes that existing cash and cash equivalents, investments, and cash flow from operations will be sufficient to fund current and long-term anticipated capital expenditures and working capital requirements for the next several years. The Company has had a consistent record of generating positive cash flow each year and, as of February 1, 2020, had total cash and investments of \$249.4 million, including \$15.9 million of long-term investments. The Company does not currently have plans for any merger or acquisition, and has fairly consistent plans for store projects. Based upon past results and current plans, management does not anticipate any large swings in the Company's need for cash in the upcoming years.

Future conditions, however, may reduce the availability of funds based upon factors such as a decrease in demand for the Company's product, change in product mix, competitive factors, and general economic conditions as well as other risks and uncertainties which would reduce the Company's sales, net profitability, and cash flows. Also, the Company's acceleration in store openings and/or remodels, or entering into a merger, acquisition, or other financial related transaction could reduce the amount of cash available for further capital expenditures and working capital requirements.

As further disclosed in Footnote O of the Consolidated Financial Statements, subsequent to the end of the fiscal year the Company announced that it was indefinitely closing all of its brick and mortar stores effective March 18, 2020 in response to the global COVID-19 pandemic. The Company also announced that it was furloughing the majority of its store and corporate office teammates effective April 5, 2020. The Company cannot reasonably estimate the length or severity of this pandemic, but expects that it will have a material adverse impact on the Company's consolidated financial position, consolidated results of operations, and consolidated cash flows in fiscal 2020.

The Company has available an unsecured line of credit of \$25.0 million with Wells Fargo Bank, N.A. for operating needs and letters of credit. The line of credit agreement has an expiration date of July 31, 2021 and provides that \$10.0 million of the \$25.0 million line is available for letters of credit. Borrowings under the line of credit provide for interest to be paid at a rate based on LIBOR. The Company has, from time to time, borrowed against these lines of credit. There were no borrowings during fiscal 2019, 2018, and 2017. The Company had no bank borrowings as of February 1, 2020 and was in compliance with the terms and conditions of the line of credit agreement.

Dividend payments - During fiscal 2019, the Company paid total cash dividends of \$112.9 million as follows: \$0.25 per share in each of the first three quarters, \$0.30 per share in the fourth quarter, and a special cash dividend of \$1.25 per share in the fourth quarter. During fiscal 2018, the Company paid total cash dividends of \$97.7 million as follows: \$0.25 per share in each of the four quarters and a special cash dividend of \$1.00 per share in the fourth quarter. During fiscal 2017, the Company paid total cash dividends of \$133.9 million as follows: \$0.25 per share in each of the four quarters and a special cash dividend of \$1.75 per share in the fourth quarter. As announced on March 24, 2020, at its quarterly meeting on March 23, 2020, the Company's Board of Director's suspended the Company's quarterly cash dividend in order to maintain the Company's cash position and give it financial flexibility given the uncertainty regarding the potential length and severity of the global COVID-19 pandemic as well as the potential impact to the Company.

Stock repurchase plan - During fiscal 2019, the Company repurchased 4,552 shares of its common stock at an average price of \$14.92 per share. The Company did not repurchase any of shares of its common stock during fiscal 2018 or fiscal 2017. As of February 1, 2020, 435,655 shares remained available under the Company's current 1,000,000 share repurchase plan that was approved by the Board of Directors on November 20, 2008.

CRITICAL ACCOUNTING POLICIES AND ESTIMATES

Management's Discussion and Analysis of Financial Condition and Results of Operations are based upon The Buckle, Inc.'s consolidated financial statements, which have been prepared in accordance with accounting principles generally accepted in the United States of America. The preparation of these consolidated financial statements requires that management make estimates and judgments that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the financial statement date, and the reported amounts of sales and expenses during the reporting period. The Company regularly evaluates its estimates, including those related to inventory, investments, incentive bonuses, and income taxes. Management bases its estimates on past experience and on various other factors that are thought to be reasonable under the circumstances, the results of which form the basis for making judgments about the carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates under different assumptions or conditions. Management believes that the estimates and judgments used in preparing these consolidated financial statements were the most appropriate at that time. Presented below are those critical accounting policies that management believes require subjective and/or complex judgments that could potentially affect reported results of operations.

1. **Revenue Recognition.** Retail store sales are recorded, net of expected returns, upon the purchase of merchandise by customers. Online sales are recorded, net of expected returns, when the merchandise is tendered for delivery to the common carrier. Shipping fees charged to customers are included in revenue and shipping costs are included in selling expenses. The Company recognizes revenue from sales made under its layaway program upon delivery of the merchandise to the customer. Revenue is not recorded when gift cards and gift certificates are sold, but rather when a card or certificate is redeemed for merchandise. A current liability for unredeemed gift cards and certificates is recorded at the time the card or certificate is purchased. The liability recorded for unredeemed gift certificates and gift cards was \$15.3 million and \$16.6 million as of February 1, 2020 and February 2, 2019, respectively. Gift card and gift certificate breakage is recognized as revenue in proportion to the redemption pattern of customers by applying an estimated breakage rate. The estimated breakage rate is based on historical issuance and redemption patterns and is re-assessed by the Company on a regular basis. Sales tax collected from customers is excluded from revenue and is included as part of "accrued store operating expenses" on the Company's consolidated balance sheets.

The Company establishes a liability for estimated merchandise returns, based upon the historical average sales return percentage, that is recognized at the transaction value. The Company also recognizes a return asset and a corresponding adjustment to cost of sales for the Company's right to recover returned merchandise, which is measured at the estimated carrying value, less any expected recovery costs. Customer returns could potentially exceed the historical average, thus reducing future net sales results and potentially reducing future net earnings. The accrued liability for reserve for sales returns was \$2.3 million as of February 1, 2020 and \$2.2 million as of February 2, 2019.

The Company's Guest Loyalty program allows participating guests to earn points for every qualifying purchase, which (after achievement of certain point thresholds) are redeemable as a discount off a future purchase. Reported revenue is net of both current period reward redemptions and accruals for estimated future rewards earned under the Guest Loyalty program. A liability has been recorded for future rewards based on the Company's estimate of how many earned points will turn into rewards and ultimately be redeemed prior to expiration. As of February 1, 2020 and February 2, 2019, \$9.6 million and \$10.9 million was included in "accrued store operating expenses" as a liability for estimated future rewards.

Through partnership with Comenity Bank, the Company offers a private label credit card ("PLCC"). Customers with a PLCC are enrolled in our B-Rewards incentive program and earn points for every qualifying purchase on their card. At the end of each rewards period, customers who have exceeded a minimum point threshold receive a reward to be redeemed on a future purchase. The B-Rewards program also provides other discount and promotional opportunities to cardholders on a routine basis. Reported revenue is net of both current period reward redemptions, current period discounts and promotions, and accruals for estimated future rewards earned under the B-Rewards program. A liability has been recorded for future rewards based on the Company's estimate of how many earned points will turn into rewards and ultimately be redeemed prior to expiration, which is included in "gift certificates redeemable" on the Company's consolidated balance sheets.

2. **Inventory.** Inventory is valued at the lower of cost or net realizable value. Cost is determined using an average cost method that approximates the first-in, first-out (FIFO) method. Management makes adjustments to inventory and cost of goods sold, based upon estimates, to account for merchandise obsolescence and markdowns that could affect net realizable value, based on assumptions using calculations applied to current inventory levels within each different markdown level. Management also reviews the levels of inventory in each markdown group and the overall aging of the inventory versus the estimated future demand for such product and the current market conditions. Such judgments could vary significantly from actual results, either favorably or unfavorably, due to fluctuations in future economic conditions, industry trends, consumer demand, and the competitive retail environment. Such changes in market conditions could negatively impact the sale of markdown inventory, causing further markdowns or inventory obsolescence, resulting in increased cost of goods sold from write-offs and reducing the Company's net earnings. The adjustment to inventory for markdowns and/or obsolescence was \$12.2 million as of February 1, 2020 and \$10.6 million as of February 2, 2019. The Company is not aware of any events, conditions, or changes in demand or price that would indicate that its inventory valuation may not be materially accurate at this time.
3. **Income Taxes.** The Company records a deferred tax asset and liability for expected future tax consequences resulting from temporary differences between financial reporting and tax bases of assets and liabilities. The Company considers future taxable income and ongoing tax planning in assessing the value of its deferred tax assets. If the Company determines that it is more than likely that these assets will not be realized, the Company would reduce the value of these assets to their expected realizable value, thereby decreasing net income. Estimating the value of these assets is based upon the Company's judgment. If the Company subsequently determined that the deferred tax assets, which had been written down, would be realized in the future, such value would be increased. Adjustment would be made to increase net income in the period such determination was made.
4. **Leases.** Effective February 3, 2019, the Company adopted Financial Accounting Standards Board ("FASB") Accounting Standards Update ("ASU") 2016-02, Leases (Topic 842). As a result of the adoption of the standard, the Company recognized net right-of-use ("ROU") assets and lease liabilities of approximately \$362.6 million and \$389.8 million, respectively, as of February 3, 2019 based on the present value of the total fixed payments for retail store and corporate office operating leases. Refer to Footnote A, Summary of Significant Accounting Policies, and Footnote D, Leases, for further details.
5. **Investments.** Investments classified as short-term investments include securities with a maturity of greater than three months and less than one year. Available-for-sale securities are reported at fair value, with unrealized gains and losses excluded from earnings and reported as a separate component of stockholders' equity (net of the effect of income taxes), using the specific identification method, until they are sold. Held-to-maturity securities are reported at amortized cost. Trading securities are reported at fair value, with unrealized gains and losses included in earnings, using the specific identification method.

OFF-BALANCE SHEET ARRANGEMENTS, CONTRACTUAL OBLIGATIONS, AND COMMERCIAL COMMITMENTS

As referenced in the table below, the Company has contractual obligations and commercial commitments that may affect the financial condition of the Company. Based on management's review of the terms and conditions of its contractual obligations and commercial commitments, there is no known trend, demand, commitment, event, or uncertainty that is reasonably likely to occur which would have a material effect on the Company's financial condition, results of operations, or cash flows.

In addition, the commercial obligations and commitments made by the Company are customary transactions which are similar to those of other comparable retail companies.

The following table identifies the material obligations and commitments as of February 1, 2020:

Contractual obligations (dollar amounts in thousands):	Payments Due by Period				
	Total	Less than 1 year	1-3 years	4-5 years	After 5 years
Purchase obligations	\$ 13,497	\$ 5,035	\$ 6,483	\$ 1,642	\$ 337
Deferred compensation	15,863	—	—	—	15,863
Operating lease payments ^(a)	417,459	100,016	157,939	104,113	55,391
Total contractual obligations	\$ 446,819	\$ 105,051	\$ 164,422	\$ 105,755	\$ 71,591

^(a) See Footnote D of the Consolidated Financial Statements.

The Company has available an unsecured line of credit of \$25.0 million, which is excluded from the preceding table. The line of credit agreement has an expiration date of July 31, 2021 and provides that \$10.0 million of the \$25.0 million line of credit is available for letters of credit. Certain merchandise purchase orders require that the Company open letters of credit. When the Company takes possession of the merchandise, it releases payment on the letters of credit. The amounts of outstanding letters of credit reported reflect the open letters of credit on merchandise ordered, but not yet received or funded. The Company believes it has sufficient credit available to open letters of credit for merchandise purchases. There were no bank borrowings during fiscal 2019, 2018, and 2017. The Company had outstanding letters of credit totaling \$1.5 million and \$2.0 million as of February 1, 2020 and February 2, 2019, respectively. The Company has no other off-balance sheet arrangements.

RELATED PARTY TRANSACTIONS

Included in other assets is a note receivable of \$1.3 million as of both February 1, 2020 and February 2, 2019, from a life insurance trust fund controlled by the Company's Chairman. The note was created over three years, beginning in July 1994, when the Company paid life insurance premiums of \$0.2 million each year for the Chairman on a personal policy. The note accrues interest at 5% of the principal balance per year and is to be paid from the life insurance proceeds. The note is secured by a life insurance policy on the Chairman.

RECENTLY ISSUED ACCOUNTING PRONOUNCEMENTS

Recently issued accounting pronouncements are disclosed in Footnote A of the Consolidated Financial Statements.

FORWARD LOOKING STATEMENTS

Information in this report, other than historical information, may be considered to be forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 (the "1995 Act"). Such statements are made in good faith by the Company pursuant to the safe-harbor provisions of the 1995 Act. In connection with these safe-harbor provisions, this management's discussion and analysis contains certain forward-looking statements, which reflect management's current views and estimates of future economic conditions, Company performance, and financial results. The statements are based on many assumptions and factors that could cause future results to differ materially. Such factors include, but are not limited to, changes in product mix, changes in fashion trends, competitive factors, and general economic conditions, economic conditions in the retail apparel industry, as well as other risks and uncertainties inherent in the Company's business and the retail industry in general. Any changes in these factors could result in significantly different results for the Company. The Company further cautions that the forward-looking information contained herein is not exhaustive or exclusive. The Company does not undertake to update any forward-looking statements, which may be made from time to time by or on behalf of the Company.

ITEM 7A – QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

Interest Rate Risk - The Company is exposed to market risk related to interest rate risk on the cash and investments in interest-bearing securities. These investments have carrying values that are subject to interest rate changes that could impact earnings to the extent that the Company did not hold the investments to maturity. If there are changes in interest rates, those changes would also affect the investment income the Company earns on its cash and investments. For each one-quarter percent decline in the interest/dividend rate earned on cash and investments, the Company's net income would decrease approximately \$0.5 million, or less than \$0.01 per share. This amount could vary based upon the number of shares of the Company's stock outstanding and the level of cash and investments held by the Company.

ITEM 8 - FINANCIAL STATEMENTS AND SUPPLEMENTARY DATA

REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

To the stockholders and the Board of Directors of The Buckle, Inc.

Opinion on the Financial Statements

We have audited the accompanying consolidated balance sheets of The Buckle, Inc. and subsidiary (the "Company") as of February 1, 2020 and February 2, 2019, the related consolidated statements of income, comprehensive income, stockholders' equity, and cash flows, for each of the three fiscal years in the period ended February 1, 2020, and the related notes and the schedule listed in the Index at Item 15 (collectively referred to as the "financial statements"). In our opinion, the financial statements present fairly, in all material respects, the financial position of the Company as of February 1, 2020 and February 2, 2019, and the results of its operations and its cash flows for each of the three fiscal years in the period ended February 1, 2020, in conformity with accounting principles generally accepted in the United States of America.

We have also audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States) (PCAOB), the Company's internal control over financial reporting as of February 1, 2020 based on criteria established in *Internal Control - Integrated Framework (2013)* issued by the Committee of Sponsoring Organizations of the Treadway Commission and our report dated April 1, 2020, expressed an unqualified opinion on the Company's internal control over financial reporting.

Change in Accounting Principle

As discussed in Note A to the financial statements, effective February 3, 2019, the Company adopted Financial Accounting Standards Board Accounting Standards Update No. 2016-02, *Leases (Topic 842)*.

Basis for Opinion

These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the Company's financial statements based on our audits. We are a public accounting firm registered with the PCAOB and are required to be independent with respect to the Company in accordance with the U.S. federal securities laws and the applicable rules and regulations of the Securities and Exchange Commission and the PCAOB.

We conducted our audits in accordance with the standards of the PCAOB. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether due to error or fraud. Our audits included performing procedures to assess the risks of material misstatement of the financial statements, whether due to error or fraud, and performing procedures that respond to those risks. Such procedures included examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements. Our audits also included evaluating the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audits provide a reasonable basis for our opinion.

/s/ Deloitte & Touche LLP

Omaha, Nebraska
April 1, 2020

We have served as the Company's auditor since 1990.

THE BUCKLE, INC.

CONSOLIDATED BALANCE SHEETS
(Amounts in Thousands Except Share and Per Share Amounts)

ASSETS	February 1, 2020	February 2, 2019
CURRENT ASSETS:		
Cash and cash equivalents	\$ 220,969	\$ 168,471
Short-term investments (Notes B and C)	12,532	51,546
Receivables	3,136	7,089
Inventory	121,258	125,190
Prepaid expenses and other assets	20,935	18,136
Total current assets	<u>378,830</u>	<u>370,432</u>
PROPERTY AND EQUIPMENT (Note E)	452,205	452,187
Less accumulated depreciation and amortization	<u>(338,357)</u>	<u>(321,505)</u>
	113,848	130,682
OPERATING LEASE RIGHT-OF-USE ASSETS (Note D)	350,088	—
LONG-TERM INVESTMENTS (Notes B and C)	15,863	18,745
OTHER ASSETS (Notes G and H)	9,261	7,443
Total assets	<u>\$ 867,890</u>	<u>\$ 527,302</u>
LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES:		
Accounts payable	\$ 26,491	\$ 29,008
Accrued employee compensation	22,929	21,452
Accrued store operating expenses	17,837	17,982
Gift certificates redeemable	15,319	16,634
Current portion of operating lease liabilities (Note D)	87,314	—
Income taxes payable (Note G)	2,751	5,142
Total current liabilities	<u>172,641</u>	<u>90,218</u>
DEFERRED COMPENSATION (Note J)	15,863	13,978
NON-CURRENT OPERATING LEASE LIABILITIES (Note D)	290,238	—
DEFERRED RENT LIABILITY	—	29,229
Total liabilities	<u>478,742</u>	<u>133,425</u>
COMMITMENTS (Notes F and I)		
STOCKHOLDERS' EQUITY (Note K):		
Common stock, authorized 100,000,000 shares of \$.01 par value; 49,205,681 and 49,017,395 shares issued and outstanding at February 1, 2020 and February 2, 2019, respectively	492	490
Additional paid-in capital	152,258	148,564
Retained earnings	236,398	244,823
Total stockholders' equity	<u>389,148</u>	<u>393,877</u>
Total liabilities and stockholders' equity	<u>\$ 867,890</u>	<u>\$ 527,302</u>

See notes to consolidated financial statements.

THE BUCKLE, INC.

CONSOLIDATED STATEMENTS OF INCOME
(Amounts in Thousands Except Per Share Amounts)

	Fiscal Years Ended		
	February 1, 2020	February 2, 2019	February 3, 2018
SALES, Net of returns and allowances	\$ 900,254	\$ 885,496	\$ 913,380
COST OF SALES (Including buying, distribution, and occupancy costs)	522,780	519,423	533,357
Gross profit	377,474	366,073	380,023
OPERATING EXPENSES:			
Selling	204,480	202,032	206,068
General and administrative	41,497	43,113	39,877
	245,977	245,145	245,945
INCOME FROM OPERATIONS	131,497	120,928	134,078
OTHER INCOME, Net	6,210	5,716	5,407
INCOME BEFORE INCOME TAXES	137,707	126,644	139,485
PROVISION FOR INCOME TAXES (Note G)	33,278	31,036	49,778
NET INCOME	<u>\$ 104,429</u>	<u>\$ 95,608</u>	<u>\$ 89,707</u>
EARNINGS PER SHARE (Note L):			
Basic	<u>\$ 2.15</u>	<u>\$ 1.97</u>	<u>\$ 1.86</u>
Diluted	<u>\$ 2.14</u>	<u>\$ 1.97</u>	<u>\$ 1.85</u>

See notes to consolidated financial statements.

THE BUCKLE, INC.

CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME
(Amounts in Thousands)

	Fiscal Years Ended		
	February 1, 2020	February 2, 2019	February 3, 2018
NET INCOME	\$ 104,429	\$ 95,608	\$ 89,707
OTHER COMPREHENSIVE INCOME, NET OF TAX:			
Change in unrealized loss on investments, net of tax of \$0, \$31, and \$17, respectively	—	89	(7)
Other comprehensive income	—	89	(7)
COMPREHENSIVE INCOME	\$ 104,429	\$ 95,697	\$ 89,700

See notes to consolidated financial statements.

THE BUCKLE, INC.

CONSOLIDATED STATEMENTS OF STOCKHOLDERS' EQUITY
(Amounts in Thousands Except Share and Per Share Amounts)

	Number of Shares	Common Stock	Additional Paid-in Capital	Retained Earnings	Accumulated Other Comprehensive Loss	Total
BALANCE, January 28, 2017	48,622,780	\$ 486	\$ 139,398	\$ 290,737	\$ (82)	\$ 430,539
Net income	—	—	—	89,707	—	89,707
Dividends paid on common stock, (\$2.75 per share)	—	—	—	(133,874)	—	(133,874)
Issuance of non-vested stock, net of forfeitures	193,390	2	(2)	—	—	—
Amortization of non-vested stock grants, net of forfeitures	—	—	4,883	—	—	4,883
Change in unrealized loss on investments, net of tax	—	—	—	—	(7)	(7)
BALANCE, February 3, 2018	48,816,170	\$ 488	\$ 144,279	\$ 246,570	\$ (89)	\$ 391,248
Net income	—	—	—	95,608	—	95,608
Dividends paid on common stock, (\$2.00 per share)	—	—	—	(97,744)	—	(97,744)
Issuance of non-vested stock, net of forfeitures	201,225	2	(2)	—	—	—
Amortization of non-vested stock grants, net of forfeitures	—	—	4,287	—	—	4,287
Change in unrealized loss on investments, net of tax	—	—	—	—	89	89
Cumulative effect of change in accounting upon adoption of ASC Topic 606	—	—	—	389	—	389
BALANCE, February 2, 2019	49,017,395	\$ 490	\$ 148,564	\$ 244,823	\$ —	\$ 393,877
Net income	—	—	—	104,429	—	104,429
Dividends paid on common stock, (\$2.30 per share)	—	—	—	(112,854)	—	(112,854)
Issuance of non-vested stock, net of forfeitures	192,838	2	(2)	—	—	—
Amortization of non-vested stock grants, net of forfeitures	—	—	3,764	—	—	3,764
Common stock purchased and retired	(4,552)	—	(68)	—	—	(68)
BALANCE, February 1, 2020	49,205,681	\$ 492	\$ 152,258	\$ 236,398	\$ —	\$ 389,148

See notes to consolidated financial statements.

THE BUCKLE, INC.

CONSOLIDATED STATEMENTS OF CASH FLOWS
(Amounts in Thousands)

	Fiscal Years Ended		
	February 1, 2020	February 2, 2019	February 3, 2018
CASH FLOWS FROM OPERATING ACTIVITIES:			
Net income	\$ 104,429	\$ 95,608	\$ 89,707
Adjustments to reconcile net income to net cash flows from operating activities:			
Depreciation and amortization	23,789	26,848	30,745
Amortization of non-vested stock grants, net of forfeitures	3,764	4,287	4,883
Deferred income taxes	(1,986)	(1,099)	(340)
Other	504	1,925	1,628
Changes in operating assets and liabilities:			
Receivables	815	(550)	(413)
Inventory	3,932	(7,487)	7,687
Prepaid expenses and other assets	(2,799)	(66)	(12,047)
Accounts payable	(2,667)	276	4,584
Accrued employee compensation	1,477	(855)	(4,599)
Accrued store operating expenses	(1,108)	2,336	951
Gift certificates redeemable	(1,315)	(1,568)	(2,997)
Income taxes payable	747	(5,173)	1,662
Other assets and liabilities	1,083	(5,755)	(1,730)
Net cash flows from operating activities	<u>130,665</u>	<u>108,727</u>	<u>119,721</u>
CASH FLOWS FROM INVESTING ACTIVITIES:			
Purchases of property and equipment	(7,322)	(10,021)	(13,462)
Proceeds from sale of property and equipment	13	150	263
Change in other assets	168	158	92
Purchases of investments	(25,629)	(74,215)	(56,631)
Proceeds from sales/maturities of investments	<u>67,525</u>	<u>76,330</u>	<u>52,441</u>
Net cash flows from investing activities	<u>34,755</u>	<u>(7,598)</u>	<u>(17,297)</u>
CASH FLOWS FROM FINANCING ACTIVITIES:			
Purchases of common stock	(68)	—	—
Payment of dividends	<u>(112,854)</u>	<u>(97,744)</u>	<u>(133,874)</u>
Net cash flows from financing activities	<u>(112,922)</u>	<u>(97,744)</u>	<u>(133,874)</u>
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	52,498	3,385	(31,450)
CASH AND CASH EQUIVALENTS, Beginning of year	<u>168,471</u>	<u>165,086</u>	<u>196,536</u>
CASH AND CASH EQUIVALENTS, End of year	<u>\$ 220,969</u>	<u>\$ 168,471</u>	<u>\$ 165,086</u>

See notes to consolidated financial statements.

THE BUCKLE, INC.
NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
(Dollar Amounts in Thousands Except Share and Per Share Amounts)

A. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Fiscal Year - The Buckle, Inc. (the "Company") has its fiscal year end on the Saturday nearest January 31. All references in these consolidated financial statements to fiscal years are to the calendar year in which the fiscal year begins. Fiscal 2019 represents the 52-week period ended February 1, 2020, fiscal 2018 represents the 52-week period ended February 2, 2019, and fiscal 2017 represents the 53-week period ended February 3, 2018.

Nature of Operations - The Company is a retailer of medium to better-priced casual apparel, footwear, and accessories for fashion-conscious young men and women. The Company operates its business as one reportable segment and sells its merchandise through its retail stores and e-Commerce platform. The Company operated 448 stores located in 42 states throughout the United States as of February 1, 2020.

During fiscal 2019, the Company opened 2 new stores, substantially remodeled 5 stores, and closed 4 stores. During fiscal 2018, the Company did not open any new stores, substantially remodeled 6 stores, and closed 7 stores. During fiscal 2017, the Company opened 2 new stores, substantially remodeled 8 stores, and closed 12 stores.

Principles of Consolidation - The consolidated financial statements include the accounts of The Buckle, Inc. and its wholly-owned subsidiary. All intercompany accounts and transactions have been eliminated in consolidation.

Revenue Recognition - Retail store sales are recorded, net of expected returns, upon the purchase of merchandise by customers. Online sales are recorded, net of expected returns, when the merchandise is tendered for delivery to the common carrier. Shipping fees charged to customers are included in revenue and shipping costs are included in selling expenses. The Company recognizes revenue from sales made under its layaway program upon delivery of the merchandise to the customer. Revenue is not recorded when gift cards and gift certificates are sold, but rather when a card or certificate is redeemed for merchandise. A current liability for unredeemed gift cards and certificates is recorded at the time the card or certificate is purchased. The liability recorded for unredeemed gift certificates and gift cards was \$15,319 and \$16,634 as of February 1, 2020 and February 2, 2019, respectively. Gift card and gift certificate breakage is recognized as revenue in proportion to the redemption pattern of customers by applying an estimated breakage rate. The estimated breakage rate is based on historical issuance and redemption patterns and is re-assessed by the Company on a regular basis. Sales tax collected from customers is excluded from revenue and is included as part of "accrued store operating expenses" on the Company's consolidated balance sheets.

The Company establishes a liability for estimated merchandise returns, based upon the historical average sales return percentage, that is recognized at the transaction value. The Company also recognizes a return asset and a corresponding adjustment to cost of sales for the Company's right to recover returned merchandise, which is measured at the estimated carrying value, less any expected recovery costs. The accrued liability for reserve for sales returns was \$2,257 as of February 1, 2020 and \$2,182 as of February 2, 2019.

The Company's Guest Loyalty program allows participating guests to earn points for every qualifying purchase, which (after achievement of certain point thresholds) are redeemable as a discount off a future purchase. Reported revenue is net of both current period reward redemptions and accruals for estimated future rewards earned under the Guest Loyalty program. A liability has been recorded for future rewards based on the Company's estimate of how many earned points will turn into rewards and ultimately be redeemed prior to expiration. As of February 1, 2020 and February 2, 2019, \$9,615 and \$10,910 was included in "accrued store operating expenses" as a liability for estimated future rewards.

Through partnership with Comenity Bank, the Company offers a private label credit card ("PLCC"). Customers with a PLCC are enrolled in our B-Rewards incentive program and earn points for every qualifying purchase on their card. At the end of each rewards period, customers who have exceeded a minimum point threshold receive a reward to be redeemed on a future purchase. The B-Rewards program also provides other discount and promotional opportunities to cardholders on a routine basis. Reported revenue is net of both current period reward redemptions, current period discounts and promotions, and accruals for estimated future rewards earned under the B-Rewards program. A liability has been recorded for future rewards based on the Company's estimate of how many earned points will turn into rewards and ultimately be redeemed prior to expiration, which is included in "gift certificates redeemable" on the Company's consolidated balance sheets.

Cash and Cash Equivalents - The Company considers all debt instruments with an original maturity of three months or less when purchased to be cash equivalents.

Investments - Investments classified as short-term investments include securities with a maturity of greater than three months and less than one year. Available-for-sale securities are reported at fair value, with unrealized gains and losses excluded from earnings and reported as a separate component of stockholders' equity (net of the effect of income taxes), using the specific identification method, until they are sold. Held-to-maturity securities are carried at amortized cost. Trading securities are reported at fair value, with unrealized gains and losses included in earnings, using the specific identification method.

Inventory - Inventory is valued at the lower of cost or net realizable value. Cost is determined using an average cost method that approximates the first-in, first-out (FIFO) method. Management makes adjustments to inventory and cost of goods sold, based upon estimates, to account for merchandise obsolescence and markdowns that could affect net realizable value, based on assumptions using calculations applied to current inventory levels within each different markdown level. Management also reviews the levels of inventory in each markdown group and the overall aging of the inventory versus the estimated future demand for such product and the current market conditions. The adjustment to inventory for markdowns and/or obsolescence reduced the Company's inventory valuation by \$12,178 and \$10,586 as of February 1, 2020 and February 2, 2019, respectively.

Property and Equipment - Property and equipment are stated on the basis of historical cost. Depreciation is provided using a combination of accelerated and straight-line methods based upon the estimated useful lives of the assets. The majority of property and equipment have useful lives of five to ten years with the exception of buildings, which have estimated useful lives of 31.5 to 39 years. Leasehold improvements are stated on the basis of historical cost and are amortized over the shorter of the life of the lease or the estimated economic life of the assets. When circumstances indicate the carrying values of long-lived assets may be impaired, an evaluation is performed on current net book value amounts. Judgments made by the Company related to the expected useful lives of property and equipment and the ability to realize cash flows in excess of carrying amounts of such assets are affected by factors such as changes in economic conditions and changes in operating performance. As the Company assesses the expected cash flows and carrying amounts of long-lived assets, adjustments are made to such carrying values.

Pre-Opening Expenses - Costs related to opening new stores are expensed as incurred.

Advertising Costs - Advertising costs are expensed as incurred and were \$11,406, \$10,661, and \$18,075 for fiscal years 2019, 2018, and 2017, respectively.

Health Care Costs - The Company is self-funded for health and dental claims up to \$200 per individual per plan year. The Company's plan covers eligible employees, and management makes estimates at period end to record a reserve for unpaid claims based upon historical claims information. The accrued liability as a reserve for unpaid health care claims was \$685 and \$890 as of February 1, 2020 and February 2, 2019, respectively.

Leases - The Company adopted Financial Accounting Standards Board ("FASB") Accounting Standards Update ("ASU") 2016-02, Leases (Topic 842) effective February 3, 2019. For fiscal years ending prior to this date, the Company followed the guidance for leases under FASB Accounting Standards Codification ("ASC") Topic 840, Leases. See Recently Issued Accounting Pronouncements below and Footnote D, Leases, for further details.

Other Income - The Company's other income is derived primarily from interest and dividends received on cash and investments.

Income Taxes - The Company records a deferred tax asset and liability for expected future tax consequences resulting from temporary differences between financial reporting and tax bases of assets and liabilities. The Company considers future taxable income and ongoing tax planning in assessing the value of its deferred tax assets. If the Company determines that it is more than likely that these assets will not be realized, the Company would reduce the value of these assets to their expected realizable value, thereby decreasing net income. If the Company subsequently determined that the deferred tax assets, which had been written down, would be realized in the future, such value would be increased, thus increasing net income in the period such determination was made. The Company records tax benefits only for tax positions that are more than likely to be sustained upon examination by tax authorities. The amount recognized is measured as the largest amount of benefit that is greater than 50% likely to be realized upon ultimate settlement. Unrecognized tax benefits are tax benefits claimed in the Company's tax returns that do not meet these recognition and measurement standards.

Financial Instruments and Credit Risk Concentrations - Financial instruments, which potentially subject the Company to concentrations of credit risk, are primarily cash, investments, and accounts receivable. The Company's investments are primarily in tax-free municipal bonds, corporate bonds, or U.S. Treasury securities with short-term maturities. The majority of the Company's cash and cash equivalents are held by Wells Fargo Bank, N.A. This amount, as well as cash and investments held by certain other financial institutions, exceeds federally insured limits.

Concentrations of credit risk with respect to accounts receivable are limited due to the nature of the Company's receivables, which include primarily employee receivables that can be offset against future compensation. The Company's financial instruments have a fair value approximating the carrying value.

Earnings Per Share - Basic earnings per share data are based on the weighted average outstanding common shares during the period. Diluted earnings per share data are based on the weighted average outstanding common shares and the effect of all dilutive potential common shares.

Use of Estimates - The preparation of consolidated financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of certain assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

Recently Issued Accounting Pronouncements - In February 2016, the FASB issued Accounting Standards Update ("ASU") 2016-02, Leases (Topic 842), which superseded the requirements in ASC Topic 840, Leases. The new standard establishes a right-of-use ("ROU") model that requires a lessee to record a ROU asset and a lease liability on the balance sheet for all leases with terms longer than 12 months. Leases are classified as either finance or operating, with classification affecting the pattern of expense recognition in the income statement.

The Company adopted Topic 842 on February 3, 2019, using the optional transition method. Under this transition method, the prior period comparative information has not been adjusted and continues to be reported under Topic 840. The Company has elected to apply the "practical expedient package," which permits it to not reassess previous conclusions around lease identification, lease classification, and initial direct costs. Topic 842 also provides a practical expedient to not separate lease and non-lease components for new leases as well as existing leases through transition, which the Company has elected to apply for each class of underlying assets. The Company did not elect the use of the hindsight practical expedient. Further, the Company has made an accounting policy election to exclude short-term leases from the recognition requirements.

As a result of the adoption of the standard, the Company recognized net ROU assets and operating lease liabilities of approximately \$362,589 and \$389,849, respectively, as of February 3, 2019 based on the present value of the total fixed payments for retail store and corporate office operating leases. These payments were discounted using the Company's incremental borrowing rate which was determined based on information available at the commencement date, including lease term. The adoption of Topic 842 did not have a material impact on the Company's results of operations for the fifty-two week period ended February 1, 2020. See Footnote D, Leases, for further details.

In August 2018, the FASB issued ASU 2018-13, Fair Value Measurement (Topic 820): Disclosure Framework - Changes to Disclosure Requirements for Fair Value Measurement, which modifies the disclosure requirements on fair value investments. The amendments are effective for all entities for annual and interim periods in fiscal years beginning after December 15, 2019. The Company will adopt this ASU in fiscal 2020 and does not expect a material impact from the adoption to its Consolidated Financial Statements.

Supplemental Cash Flow Information - The Company had non-cash investing activities during fiscal years 2019, 2018, and 2017 of \$(150), \$(38), and \$276, respectively. The non-cash investing activity relates to the change in the balance of unpaid purchases of property, plant, and equipment included in accounts payable as of the end of the year. The liability for unpaid purchases of property, plant, and equipment included in accounts payable was \$559, \$409, and \$371 as of February 1, 2020, February 2, 2019, and February 3, 2018, respectively. Amounts reported as unpaid purchases are recorded as cash outflows from investing activities for purchases of property, plant, and equipment in the consolidated statement of cash flows in the period they are paid.

Additional cash flow information for the Company includes cash paid for income taxes during fiscal years 2019, 2018, and 2017 of \$34,516, \$37,309, and \$48,456, respectively.

B. INVESTMENTS

The following is a summary of investments as of February 1, 2020:

	Amortized Cost or Par Value	Gross Unrealized Gains	Gross Unrealized Losses	Other-than- Temporary Impairment	Estimated Fair Value
Held-to-Maturity Securities:					
State and municipal bonds	\$ 12,532	\$ 13	\$ (1)	\$ —	\$ 12,544
Trading Securities:					
Mutual funds	\$ 14,563	\$ 1,300	\$ —	\$ —	\$ 15,863

The following is a summary of investments as of February 2, 2019:

	Amortized Cost or Par Value	Gross Unrealized Gains	Gross Unrealized Losses	Other-than- Temporary Impairment	Estimated Fair Value
Held-to-Maturity Securities:					
State and municipal bonds	\$ 56,313	\$ 65	\$ (7)	\$ —	\$ 56,371
Trading Securities:					
Mutual funds	\$ 13,364	\$ 614	\$ —	\$ —	\$ 13,978

The amortized cost and fair value of debt securities by contractual maturity as of February 1, 2020 is as follows:

	Amortized Cost	Fair Value
Held-to-Maturity Securities		
Less than 1 year	\$ 12,532	\$ 12,544
1 - 5 years	—	—
Total	\$ 12,532	\$ 12,544

As of February 1, 2020, all of the Company's investments in held-to-maturity securities are classified in short-term investments. As of February 2, 2019, \$4,767 of held-to-maturity securities are classified in long-term investments. Trading securities are held in a Rabbi Trust, intended to fund the Company's deferred compensation plan, and are classified in long-term investments.

C. FAIR VALUE MEASUREMENTS

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. Financial assets and liabilities measured and reported at fair value are classified and disclosed in one of the following categories:

- Level 1 – Quoted market prices in active markets for identical assets or liabilities. Short-term and long-term investments with active markets or known redemption values are reported at fair value utilizing Level 1 inputs.
- Level 2 – Observable market-based inputs (either directly or indirectly) such as quoted prices for similar assets or liabilities, quoted prices in markets that are not active, or other inputs that are observable or inputs that are corroborated by market data.
- Level 3 – Unobservable inputs that are not corroborated by market data and are projections, estimates, or interpretations that are supported by little or no market activity and are significant to the fair value of the assets.

As of February 1, 2020 and February 2, 2019, the Company held certain assets that are required to be measured at fair value on a recurring basis including its investments in trading securities.

The Company's financial assets measured at fair value on a recurring basis are as follows:

	Fair Value Measurements at Reporting Date Using			Total
	Quoted Prices in Active Markets for Identical Assets (Level 1)	Significant Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)	
	February 1, 2020			
Trading securities (including mutual funds)	15,863	—	—	15,863

	Fair Value Measurements at Reporting Date Using			Total
	Quoted Prices in Active Markets for Identical Assets (Level 1)	Significant Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)	
	February 2, 2019			
Trading securities (including mutual funds)	13,978	—	—	13,978

Securities included in Level 1 represent securities which have publicly traded quoted prices. There were no transfers of securities between Levels 1, 2, or 3 during the fiscal years ended February 1, 2020 or February 2, 2019. The Company's policy is to recognize transfers in and transfers out as of the beginning of the reporting period in which the transfer occurred.

The carrying value of cash equivalents approximates fair value due to the low level of risk these assets present and their relatively liquid nature, particularly given their short maturities. The Company also holds certain financial instruments that are not carried at fair value on the consolidated balance sheets, including held-to-maturity securities. Held-to-maturity securities consist primarily of state and municipal bonds. The fair values of these debt securities are based on quoted market prices and yields for the same or similar securities, which the Company determined to be Level 2 inputs. As of February 1, 2020, the fair value of held-to-maturity securities was \$12,544 compared to the carrying amount of \$12,532. As of February 2, 2019, the fair value of held-to-maturity securities was \$56,371 compared to the carrying amount of \$56,313.

The carrying values of receivables, accounts payable, accrued expenses, and other current liabilities approximates fair value because of their short-term nature. From time to time, the Company measures certain assets at fair value on a non-recurring basis, specifically long-lived assets evaluated for impairment. These are typically store specific assets, which are reviewed for impairment when circumstances indicate impairment may exist due to the questionable recoverability of the carrying values of long-lived assets. If expected future cash flows related to a store's assets are less than their carrying value, an impairment loss would be recognized for the difference between the carrying value and the estimated fair value of the store's assets. The fair value of the store's assets is estimated utilizing an income-based approach based on the expected cash flows over the remaining life of the store's lease. The amount of impairment related to long-lived assets was immaterial for all periods presented.

D. LEASES

The Company's lease portfolio is primarily comprised of leases for retail store locations. The Company also leases certain equipment and corporate office space. Store leases for new stores typically have an initial term of 10 years, with options to renew for an additional 1 to 5 years. The exercise of lease renewal options is at the Company's sole discretion and is included in the lease term for calculations of its right-of-use assets and liabilities when it is reasonably certain that the Company plans to renew these leases. Certain store lease agreements include rental payments based on a percentage of retail sales over contractual levels and others include rental payments adjusted periodically for inflation. Lease agreements do not contain any residual value guarantees, material restrictive covenants, or options to purchase the leased property.

As part of the Company's adoption of Topic 842, as previously discussed in Footnote A, the Company elected to apply the practical expedient to account for lease components (e.g. fixed payments for rent, insurance, and real estate taxes) and nonlease components (e.g. fixed payments for common area maintenance) together as a single component for all underlying asset classes. Additionally, the Company elected as an accounting policy to exclude short-term leases from the recognition requirements.

Lease expense is included in cost of sales in the consolidated statements of income. The components of total lease cost are as follows:

	Fiscal Year Ended
	February 1, 2020
Operating lease cost	\$ 90,719
Variable lease cost ^(a)	31,312
Total lease cost	\$ 122,031

^(a) Includes variable payments related to both lease and non-lease components, such as contingent rent payments based on performance and payments related to taxes, insurance, and maintenance costs. Also includes payments related to short-term leases with periods of less than twelve months.

Supplemental cash flow information related to leases is as follows:

	Fiscal Year Ended
	February 1, 2020
Cash paid for amounts included in the measurement of lease liabilities:	
Operating cash flows from operating leases	\$ 91,671
Right-of-use assets obtained in exchange for new lease obligations:	
Operating leases	\$ 63,090

The Company uses its incremental borrowing rate as the discount rate to determine the present value of lease payments. As of February 1, 2020, the weighted-average remaining lease term was 5.2 years and the weighted-average discount rate was 3.9%.

The table below reconciles undiscounted future lease payments (e.g. fixed payments for rent, insurance, real estate taxes, and common area maintenance) for each of the next five fiscal years and the total of the remaining years to the operating lease liabilities recorded on the consolidated balance sheet as of February 1, 2020:

Fiscal Year	Operating Leases ^(a)
2020	\$ 100,016
2021	85,436
2022	72,503
2023	59,436
2024	44,677
Thereafter	55,391
Total lease payments	417,459
Less: Imputed interest	39,907
Total operating lease liability	\$ 377,552

^(a) Operating lease payments exclude \$1,355 of legally binding minimum lease payments for leases signed, but not yet commenced.

Under the previous lease accounting standard our future minimum rent payments for operating leases with remaining lease terms in excess of one year as of February 2, 2019 were as follows:

Fiscal Year	Minimum Rental Commitments
2019	\$ 66,303
2020	55,914
2021	45,908
2022	38,357
2023	31,528
Thereafter	49,249
Total minimum rental commitments	\$ 287,259

E. PROPERTY AND EQUIPMENT

	February 1, 2020	February 2, 2019
Land	\$ 2,491	\$ 2,491
Building and improvements	43,267	43,243
Office equipment	12,494	12,388
Transportation equipment	21,010	20,993
Leasehold improvements	166,539	167,023
Furniture and fixtures	176,150	176,389
Shipping/receiving equipment	29,325	29,266
Construction-in-progress	929	394
Total	\$ 452,205	\$ 452,187

F. FINANCING ARRANGEMENTS

The Company has available an unsecured line of credit of \$25,000 with Wells Fargo Bank, N.A. for operating needs and letters of credit. The line of credit agreement has an expiration date of July 31, 2021 and provides that \$10,000 of the \$25,000 line is available for letters of credit. Borrowings under the line of credit provide for interest to be paid at a rate based on LIBOR. The Company has, from time to time, borrowed against these lines of credit. There were no bank borrowings as of February 1, 2020 and February 2, 2019. There were no bank borrowings during fiscal 2019, 2018, and 2017. The Company had outstanding letters of credit totaling \$1,523 and \$1,986 as of February 1, 2020 and February 2, 2019, respectively.

G. INCOME TAXES

On December 22, 2017, the U.S. government enacted comprehensive tax legislation commonly referred to as the Tax Cuts and Jobs Act (the "Tax Act"). The Tax Act included many changes to the U.S. tax code including reducing the U.S. federal corporate tax rate from 35.0% to 21.0% effective January 1, 2018. This change reduced the Company's effective tax rate for the fiscal year ended February 3, 2018, based on the 21.0% rate being in effect for one month of the fiscal year, and then further reduced the Company's effective tax rate for the full fiscal years ended February 2, 2019 and February 1, 2020.

The provision for income taxes consists of:

	Fiscal Years Ended		
	February 1, 2020	February 2, 2019	February 3, 2018
Current income tax expense:			
Federal	\$ 29,660	\$ 27,278	\$ 46,158
State	5,604	4,857	3,960
Deferred income tax expense (benefit)	(1,986)	(1,099)	(340)
Total	\$ 33,278	\$ 31,036	\$ 49,778

Total income tax expense for the year varies from the amount which would be provided by applying the statutory income tax rate to earnings before income taxes. The primary reasons for this difference (expressed as a percent of pre-tax income) are as follows:

	Fiscal Years Ended		
	February 1, 2020	February 2, 2019	February 3, 2018
Statutory rate	21.0%	21.0%	33.7%
State income tax effect	3.2	3.0	1.9
Tax exempt interest income	(0.2)	(0.2)	(0.2)
Other	0.2	0.7	0.3
Effective tax rate	24.2%	24.5%	35.7%

Deferred income tax assets and liabilities are comprised of the following:

	February 1, 2020	February 2, 2019
Deferred income tax assets (liabilities):		
Inventory	\$ 4,877	\$ 4,439
Stock-based compensation	1,627	1,918
Accrued compensation	3,912	3,451
Accrued store operating costs	2,691	3,023
Realized and unrealized loss on securities	(312)	(147)
Gift certificates redeemable	986	1,135
Deferred rent liability	231	7,015
Property and equipment	(12,787)	(15,004)
Operating lease right-of-use assets	(84,021)	—
Operating lease liabilities	90,612	—
Net deferred income tax asset	\$ 7,816	\$ 5,830

As of February 1, 2020 and February 2, 2019, respectively, the net deferred income tax assets of \$7,816 and \$5,830 are classified in "other assets." There were no unrecognized tax benefits recorded in the Company's consolidated financial statements as of February 1, 2020 or February 2, 2019. Fiscal years 2016 through 2019 remain subject to potential federal examination. Additionally, fiscal years 2015 through 2019 are subject to potential examination by various state taxing authorities.

H. RELATED PARTY TRANSACTIONS

Included in other assets is a note receivable of \$1,335 as of February 1, 2020 and \$1,305 as of February 2, 2019, respectively, from a life insurance trust fund controlled by the Company's Chairman. The note was created over three years, beginning in July 1994, when the Company paid life insurance premiums of \$200 each year for the Chairman on a personal policy. The note accrues interest at 5% of the principal balance per year and is to be paid from the life insurance proceeds. The note is secured by a life insurance policy on the Chairman.

I. COMMITMENTS AND CONTINGENCIES

Litigation - From time to time, the Company is involved in litigation relating to claims arising out of its operations in the normal course of business. As of the date of these consolidated financial statements, the Company was not engaged in any legal proceedings that are expected, individually or in the aggregate, to have a material effect on the Company's consolidated results of operations and financial position.

J. EMPLOYEE BENEFITS

The Company has a 401(k) profit sharing plan covering all eligible employees who elect to participate. Contributions to the plan are based upon the amount of the employees' deferrals and the employer's discretionary matching formula. The Company may contribute to the plan at its discretion. The total expense under the profit sharing plan was \$1,738, \$1,624, and \$1,743 for fiscal years 2019, 2018, and 2017, respectively.

The Buckle, Inc. Deferred Compensation Plan covers the Company's executive officers. The plan is funded by participant contributions and a specified annual Company matching contribution not to exceed 6% of the participant's compensation. The Company's contributions were \$202, \$176, and \$183 for fiscal years 2019, 2018, and 2017, respectively.

K. STOCK-BASED COMPENSATION

The Company has several stock option plans which allow for granting of stock options to employees, executives, and directors. The Company has not granted any stock options since fiscal 2008 and there are currently no stock options outstanding. The Company also has a restricted stock plan that allows for the granting of non-vested shares of common stock to employees and executives and a restricted stock plan that allows for the granting of non-vested shares of common stock to non-employee directors. As of February 1, 2020, 868,853 shares were available for grant under the Company's various restricted stock plans, of which 841,292 shares were available for grant to executive officers.

Compensation expense was recognized during fiscal 2019, 2018, and 2017 for equity-based grants, based on the grant date fair value of the awards. The fair value of grants of non-vested common stock awards is the stock price on the date of grant.

Information regarding the impact of compensation expense related to grants of non-vested shares of common stock is as follows:

	Fiscal Years Ended		
	February 1, 2020	February 2, 2019	February 3, 2018
Stock-based compensation expense, before tax	\$ 3,764	\$ 4,287	\$ 4,883
Stock-based compensation expense, after tax	\$ 2,853	\$ 3,237	\$ 3,140

Non-vested shares of common stock granted during each of the past three fiscal years were granted pursuant to the Company's 2005 Restricted Stock Plan and the Company's 2008 Director Restricted Stock Plan. Shares granted under the 2005 Plan are typically "performance based" and vest over a period of four years, only upon certification by the Compensation Committee of the Board of Directors that the Company has achieved its pre-established performance targets for the fiscal year. Certain shares granted under the 2005 Plan, however, are "non-performance based" and vest over a period of four years without being subject to the achievement of performance targets. Shares granted under the 2008 Director Plan vest 25% on the date of grant and then in equal portions on each of the first three anniversaries of the date of grant.

A summary of the Company's stock-based compensation activity related to grants of non-vested shares of common stock for the fiscal year ended February 1, 2020 is as follows:

	Shares	Weighted Average Grant Date Fair Value
Non-Vested - beginning of year	503,173	\$ 20.67
Granted	371,750	17.40
Forfeited	(178,912)	19.46
Vested	(188,148)	21.96
Non-Vested - end of year	507,863	\$ 18.23

As of February 1, 2020, there was \$2,919 of unrecognized compensation expense related to grants of non-vested shares. It is expected that this expense will be recognized over a weighted average period of approximately 1.9 years. The total fair value of shares vested during fiscal 2019, 2018, and 2017 was \$4,329, \$3,046, and \$3,289 respectively. During the fiscal year ended February 1, 2020, 146,150 shares (representing one-half of the "performance based" shares granted during fiscal 2018 under the 2005 Restricted Stock Plan) were forfeited because the Company did not achieve all of the performance targets established for the fiscal 2018 grants.

L. EARNINGS PER SHARE

The following table provides a reconciliation between basic and diluted earnings per share:

	Fiscal Years Ended								
	February 1, 2020			February 2, 2019			February 3, 2018		
	Income	Weighted Average Shares (a)	Per Share Amount	Income	Weighted Average Shares (a)	Per Share Amount	Income	Weighted Average Shares (a)	Per Share Amount
Basic EPS	\$104,429	48,587	\$ 2.15	\$ 95,608	48,413	\$ 1.97	\$ 89,707	48,250	\$ 1.86
Effect of Dilutive Securities:									
Non-vested shares	—	226	(0.01)	—	201	—	—	123	(0.01)
Diluted EPS	\$104,429	48,813	\$ 2.14	\$ 95,608	48,614	\$ 1.97	\$ 89,707	48,373	\$ 1.85

(a) Shares in thousands.

M. REVENUES

The Company is a retailer of medium to better priced casual apparel, footwear, and accessories for fashion conscious young men and women. The Company operates its business as one reportable segment. The Company sells its merchandise through its retail stores and e-Commerce platform. The Company operated 448 stores located in 42 states throughout the United States as of February 1, 2020.

During fiscal years 2019, 2018, and 2017, online revenues accounted for 12.3%, 11.7%, and 10.7%, respectively, of the Company's net sales. No sales to an individual customer or country, other than the United States, accounted for more than 10.0% of net sales.

The following is information regarding the Company's major product lines, stated as a percentage of the Company's net sales:

Merchandise Group	Fiscal Years Ended		
	February 1, 2020	February 2, 2019	February 3, 2018
Denims	40.7%	41.0%	41.5%
Tops (including sweaters)	32.2	32.8	32.3
Accessories	8.9	8.8	9.1
Footwear	8.0	6.7	6.1
Sportswear/Fashions	5.5	6.0	6.2
Outerwear	2.0	2.1	2.0
Casual bottoms	1.1	1.2	1.3
Other	1.6	1.4	1.5
Total	100.0%	100.0%	100.0%

N. SELECTED QUARTERLY FINANCIAL DATA (UNAUDITED)

Selected unaudited quarterly financial information for fiscal 2019 and 2018 are as follows:

Fiscal 2019	Quarter			
	First	Second	Third	Fourth
Net sales	\$ 201,313	\$ 203,817	\$ 224,121	\$ 271,003
Gross profit	\$ 76,653	\$ 78,697	\$ 93,534	\$ 128,590
Net income	\$ 15,092	\$ 16,374	\$ 25,984	\$ 46,979
Basic earnings per share	\$ 0.31	\$ 0.34	\$ 0.54	\$ 0.96
Diluted earnings per share	\$ 0.31	\$ 0.34	\$ 0.53	\$ 0.96

Fiscal 2018	Quarter			
	First	Second	Third	Fourth
Net sales	\$ 204,897	\$ 201,080	\$ 215,107	\$ 264,412
Gross profit	\$ 79,691	\$ 78,931	\$ 86,157	\$ 121,294
Net income	\$ 18,338	\$ 15,659	\$ 20,476	\$ 41,135
Basic earnings per share	\$ 0.38	\$ 0.32	\$ 0.42	\$ 0.85
Diluted earnings per share	\$ 0.38	\$ 0.32	\$ 0.42	\$ 0.84

Basic and diluted shares outstanding are computed independently for each of the quarters presented and, therefore, may not sum to the totals for the year. Each of the quarters presented is a 13-week quarter.

O. SUBSEQUENT EVENTS

Subsequent to the end of the fiscal year, the Company announced that it was indefinitely closing all of its brick and mortar stores effective March 18, 2020 in response to the global COVID-19 pandemic. The Company also announced that it was furloughing the majority of its store and corporate office teammates effective April 5, 2020. The Company cannot reasonably estimate the length or severity of this pandemic, but expects that it will have a material adverse impact on the Company's consolidated financial position, consolidated results of operations, and consolidated cash flows in fiscal 2020.

Also subsequent to the end of the fiscal year, the Company announced that at its quarterly meeting of the Board of Directors, held on March 23, 2020, the Board suspended the Company's quarterly cash dividend in order to maintain the Company's cash position and give it financial flexibility given the uncertainty regarding the potential length and severity of the global COVID-19 pandemic as well as the potential impact to the Company.

ITEM 9 - CHANGES IN AND DISAGREEMENTS WITH ACCOUNTANTS ON ACCOUNTING AND FINANCIAL DISCLOSURE

None.

ITEM 9A – CONTROLS AND PROCEDURES

The Company maintains a system of disclosure controls and procedures that are designed to provide reasonable assurance that material information, which is required to be timely disclosed, is accumulated and communicated to management in a timely manner. An evaluation of the effectiveness of the design and operation of the Company's disclosure controls and procedures (as defined in Rules 13a-15(e) of the Securities Exchange Act of 1934 (the "Exchange Act")) was performed as of the end of the period covered by this report. This evaluation was performed under the supervision and with the participation of the Company's Chief Executive Officer and Chief Financial Officer. Based upon that evaluation, the Chief Executive Officer and Chief Financial Officer concluded that the Company's disclosure controls and procedures as of the end of the period covered by this report were effective to provide reasonable assurance that information required to be disclosed by the Company in the Company's reports that it files or submits under the Exchange Act is accumulated and communicated to management, including its Chief Executive Officer and Chief Financial Officer, as appropriate, to allow timely decisions regarding required disclosure and are effective to provide reasonable assurance that such information is recorded, processed, summarized, and reported within the time periods specified by the SEC's rules and forms.

Change in Internal Control Over Financial Reporting - There were no changes in the Company's internal control over financial reporting that occurred during the Company's last fiscal quarter that have materially affected, or are reasonably likely to materially affect, the Company's internal control over financial reporting.

Management's Report on Internal Control Over Financial Reporting - Management of the Company is responsible for establishing and maintaining adequate internal control over financial reporting as defined in Rules 13a-15(f) and 15d-15(f) under the Securities Exchange Act of 1934. The Company's internal control over financial reporting is designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with accounting principles generally accepted in the United State of America ("GAAP").

All internal control systems, no matter how well designed, have inherent limitations. Therefore, even those systems determined to be effective can provide only reasonable assurance with respect to financial statement preparation and presentation. Because of its inherent limitations, internal control over financial reporting may not prevent or detect misstatements.

Management has assessed the effectiveness of the Company's internal control over financial reporting as of February 1, 2020, based on the criteria set forth by the Committee of Sponsoring Organizations ("COSO") of the Treadway Commission in their *Internal Control-Integrated Framework (2013)*. In making its assessment of internal control over financial reporting, management has concluded that the Company's internal control over financial reporting was effective as of February 1, 2020.

The Company's independent registered public accounting firm, Deloitte & Touche LLP, has audited the effectiveness of the Company's internal control over financial reporting. Their report appears herein.

REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

To the stockholders and the Board of Directors of The Buckle, Inc.

Opinion on Internal Control over Financial Reporting

We have audited the internal control over financial reporting of The Buckle, Inc. and subsidiary (the "Company") as of February 1, 2020, based on criteria established in *Internal Control - Integrated Framework (2013)* issued by the Committee of Sponsoring Organizations of the Treadway Commission (COSO). In our opinion, the Company maintained, in all material respects, effective internal control over financial reporting as of February 1, 2020, based on criteria established in *Internal Control - Integrated Framework (2013)* issued by COSO.

We have also audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States) (PCAOB), the consolidated financial statements as of and for the fiscal year ended February 1, 2020, of the Company and our report dated April 1, 2020, expressed an unqualified opinion on those financial statements and included an explanatory paragraph regarding the Company's adoption of Financial Accounting Standards Board Accounting Standards Update No. 2016-02, *Leases (Topic 842)*.

Basis for Opinion

The Company's management is responsible for maintaining effective internal control over financial reporting and for its assessment of the effectiveness of internal control over financial reporting, included in the accompanying *Management's Report on Internal Control Over Financial Reporting*. Our responsibility is to express an opinion on the Company's internal control over financial reporting based on our audit. We are a public accounting firm registered with the PCAOB and are required to be independent with respect to the Company in accordance with the U.S. federal securities laws and the applicable rules and regulations of the Securities and Exchange Commission and the PCAOB.

We conducted our audit in accordance with the standards of the PCAOB. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether effective internal control over financial reporting was maintained in all material respects. Our audit included obtaining an understanding of internal control over financial reporting, assessing the risk that a material weakness exists, testing and evaluating the design and operating effectiveness of internal control based on the assessed risk, and performing such other procedures as we considered necessary in the circumstances. We believe that our audit provides a reasonable basis for our opinion.

Definition and Limitations of Internal Control over Financial Reporting

A company's internal control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Because of its inherent limitations, internal control over financial reporting may not prevent or detect misstatements. Also, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

/s/ Deloitte & Touche LLP

Omaha, Nebraska
April 1, 2020

ITEM 9B - OTHER INFORMATION

As required by Section 303A of the New York Stock Exchange's Corporate Governance Standards, the Company's Chief Executive Officer submitted a certification to the New York Stock Exchange in fiscal 2019 that he was not aware of any violation by the Company of the New York Stock Exchange's Corporate Governance Standards as of the date of the certification, June 27, 2019.

PART III

ITEM 10 - DIRECTORS, EXECUTIVE OFFICERS, AND CORPORATE GOVERNANCE

The information required by this item appears under the captions "Executive Officers of the Company" in this report and "Election of Directors" in the Company's Proxy Statement for its 2020 Annual Shareholders' Meeting and is incorporated by reference.

ITEM 11 - EXECUTIVE COMPENSATION

The information required by this item appears under the following captions in the Company's Proxy Statement for its 2020 Annual Shareholders' Meeting and is incorporated by reference: "Executive Compensation," "Director Compensation" (included under the "Election of Directors" section), and "Report of the Audit Committee."

ITEM 12 - SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT AND RELATED STOCKHOLDER MATTERS

The information required by this item appears under the captions "Beneficial Ownership of Common Stock" and "Election of Directors" in the Company's Proxy Statement for its 2020 Annual Shareholders' Meeting and in the Notes to Consolidated Financial Statements under Footnote K in this report and is incorporated by reference.

ITEM 13 - CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS AND DIRECTOR INDEPENDENCE

The information required by this item appears under the captions "Independence" and "Related Party Transactions" (included under the "Election of Directors" section) in the Company's Proxy Statement for its 2020 Annual Shareholders' Meeting and is incorporated by reference.

ITEM 14 - PRINCIPAL ACCOUNTANT FEES AND SERVICES

Information regarding the fees billed by our independent registered public accounting firm and the nature of services comprising the fees for each of the two most recent fiscal years is set forth under the caption "Ratification of Independent Registered Public Accounting Firm" in the Company's Proxy Statement for its 2020 Annual Shareholders' Meeting and is incorporated by reference.

PART IV

ITEM 15 - EXHIBITS AND FINANCIAL STATEMENT SCHEDULE

(a) Financial Statement Schedule

Valuation and Qualifying Account. See Schedule II included in this report.

All other schedules are omitted because they are not applicable or the required information is presented in the consolidated financial statements or notes thereto.

(b) Exhibits

See Index To Exhibits.

ITEM 16 - FORM 10-K SUMMARY

Not applicable.

SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

THE BUCKLE, INC.

Date: April 1, 2020

By: /s/ DENNIS H. NELSON
DENNIS H. NELSON,
President and CEO
(principal executive officer)

Date: April 1, 2020

By: /s/ THOMAS B. HEACOCK
THOMAS B. HEACOCK,
Senior Vice President of Finance, Treasurer,
and CFO (principal accounting officer)

Pursuant to the requirements of the Securities Exchange Act of 1934, this report has been signed by the following persons on behalf of the registrant and in the capacities indicated on the 1st day of April, 2020.

/s/ DANIEL J. HIRSCHFELD
Daniel J. Hirschfeld
Chairman of the Board and Director

/s/ BRUCE L. HOBERMAN
Bruce L. Hoberman
Director

/s/ DENNIS H. NELSON
Dennis H. Nelson
President and Chief Executive Officer
and Director

/s/ MICHAEL E. HUSS
Michael E. Huss
Director

/s/ THOMAS B. HEACOCK
Thomas B. Heacock
Sr. Vice President of Finance, Treasurer,
Chief Financial Officer, and Director

/s/ ANGIE J. KLEIN
Angie J. Klein
Director

/s/ KARI G. SMITH
Kari G. Smith
Executive Vice President of Stores
and Director

/s/ JOHN P. PEETZ, III
John P. Peetz, III
Director

/s/ HANK M. BOUNDS
Hank M. Bounds
Director

/s/ KAREN B. RHOADS
Karen B. Rhoads
Director

/s/ BILL L. FAIRFIELD
Bill L. Fairfield
Director

/s/ JAMES E. SHADA
James E. Shada
Director

SCHEDULE II - Valuation and Qualifying Accounts
(Amounts in Thousands)

	<u>Allowance for Doubtful Accounts</u>	<u>Reserve for Sales Returns</u>
Balance, January 28, 2017	\$ 4	\$ 669
Amounts charged to costs and expenses	952	—
Amounts charged to other accounts	—	87,389
Deductions	<u>(952)</u>	<u>(86,988)</u>
Balance, February 3, 2018	\$ 4	\$ 1,070
Amounts charged to costs and expenses	661	—
Amounts charged to other accounts	—	76,968
Deductions	<u>(661)</u>	<u>(75,856)</u>
Balance, February 2, 2019	\$ 4	\$ 2,182
Amounts charged to costs and expenses	472	—
Amounts charged to other accounts	—	62,878
Deductions	<u>(472)</u>	<u>(62,803)</u>
Balance, February 1, 2020	<u>\$ 4</u>	<u>\$ 2,257</u>

INDEX TO EXHIBITS

Exhibits	Page Number or Incorporation by Reference to
(3) Articles of Incorporation and By-Laws.	
(3.1) Articles of Incorporation of The Buckle, Inc. as amended	Exhibit 3.1 to Form 10-Q filed for the fiscal quarter ended July 29, 2017
(3.2) Amended and Restated By-Laws of The Buckle, Inc.	Exhibit 3.2 to Form 10-K filed for the fiscal year ended February 3, 2018
(4) Instruments defining the rights of security holders, including indentures	
(4.1) See Exhibits 3.1 and 3.2 for provisions of the Articles of Incorporation and Amended and Restated By-laws of the Registrant defining rights of holders of Common Stock of the registrant	
(4.2) Form of stock certificate for Common Stock	Exhibit 4.1 to Form S-1 No. 33-46294
(10) Material Contracts	
(10.1) Amended and Restated Non-Qualified Deferred Compensation Plan (*)	Exhibit 10.6 and 10.6.1 to Form 10-K filed for the fiscal year ended January 28, 2012
(10.2) Revolving Line of Credit Note and First Amendment to Credit Agreement, dated June 8, 2012 between The Buckle, Inc. and Buckle Brands, Inc. and Wells Fargo Bank, N.A. for a \$25.0 million line of credit	Exhibit 10.1 to Form 10-Q filed for the fiscal quarter ended July 28, 2012
(10.2.1) Revolving Line of Credit Note and Second Amendment to Credit Agreement, dated February 16, 2015 between The Buckle, Inc. and Buckle Brands, Inc. and Wells Fargo Bank, N.A. for a \$25.0 million line of credit	Exhibit 10.2.1 to Form 10-K filed for the fiscal year ended January 31, 2015
(10.2.2) Revolving Line of Credit Note and Third Amendment to Credit Agreement, dated June 30, 2017 between The Buckle, Inc. and Buckle Brands, Inc. and Wells Fargo Bank, N.A. for a \$25.0 million line of credit	Exhibit 10.1 to Form 10-Q filed for the fiscal quarter ended July 29, 2017
(10.2.3) Revolving Line of Credit Note and Fourth Amendment to Credit Agreement, dated July 26, 2019 between The Buckle, Inc. and Buckle Brands, Inc. and Wells Fargo Bank, N.A. for a \$25.0 million line of credit	Exhibit 10.1 to Form 10-Q filed for the fiscal quarter ended August 3, 2019
(10.3) 1993 Director Stock Option Plan Amended and Restated (*)	Exhibit B to Proxy Statement for Annual Meeting held June 2, 2006
(10.4) 1997 Executive Stock Option Plan (*)	Exhibit B to Proxy Statement for Annual Meeting held May 28, 1998
(10.5) 1998 Restricted Stock Plan (*)	Exhibit C to Proxy Statement for Annual Meeting held May 28, 1998
(10.6) 2005 Restricted Stock Plan Amended and Restated (*)	Exhibit B to Proxy Statement for Annual Meeting held May 31, 2013
(10.7) 2008 Director Restricted Stock Plan (*)	Exhibit B to Proxy Statement For Annual Meeting held May 28, 2008
(10.8) 2018 Management Incentive Plan (*)	Exhibit A to Proxy Statement for Annual Meeting held June 1, 2018
(10.9) 2019 Management Incentive Plan (*)	Exhibit A to Proxy Statement for Annual Meeting held June 3, 2019
(10.10) Summary of Named Executive Officer Compensation (*)	Incorporated by reference from the section titled "Executive Compensation and Other Information" in Proxy Statement for the 2020 Annual Meeting of Shareholders

Exhibits	Page Number or Incorporation by Reference to
(10.11) Summary of Non-Employee Director Compensation (*)	Incorporated by reference from the section titled "Director Compensation" in Proxy Statement for the 2020 Annual Meeting of Shareholders
(21) List of Subsidiaries	
(23) Consent of Deloitte & Touche LLP	
(31a) Certification Pursuant to Rule 13a-14(a) or 15d-14(a) Under the Securities Exchange Act of 1934, as Adopted Pursuant to Section 302 of the Sarbanes-Oxley Act of 2002.	
(31b) Certification Pursuant to Rule 13a-14(a) or 15d-14(a) Under the Securities Exchange Act of 1934, as Adopted Pursuant to Section 302 of the Sarbanes-Oxley Act of 2002.	
(32) Certifications Pursuant to 18 U.S.C. Section 1350, as Adopted Pursuant to Section 906 of the Sarbanes-Oxley Act of 2002.	
(101) Includes the following materials from The Buckle, Inc.'s Annual Report on Form 10-K for the fiscal year ended February 1, 2020, formatted in XBRL (eXtensible Business Reporting Language): (i) Consolidated Balance Sheets; (ii) Consolidated Statements of Income; (iii) Consolidated Statements of Comprehensive Income; (iv) Consolidated Statements of Stockholders' Equity; (v) Consolidated Statements of Cash Flows; and (vi) Notes to Consolidated Financial Statements, tagged as blocks of text and in detail.	

(*) Denotes management contract or compensatory plan or arrangement.

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CORPORATE INFORMATION

DATE FOUNDED
1948

NUMBER OF EMPLOYEES
7,000

STOCK TRANSFER AGENT AND REGISTRAR
Computershare Trust Company, N.A.
P.O. Box 43023
Providence, RI 02940-3023
(800) 884-4225

STOCK EXCHANGE LISTING
New York Stock Exchange
Trading Symbol: BKE

INDEPENDENT REGISTERED
PUBLIC ACCOUNTING FIRM
Deloitte & Touche LLP
Omaha, Nebraska

ANNUAL MEETING
The Annual Meeting of Shareholders is scheduled for
10:00 a.m. CDT Monday, June 1, 2020 in Kearney, Nebraska

FORM 10-K
A copy of the Form 10-K is available to shareholders
without charge upon written request to:
Thomas B. Heacock
Senior Vice President of Finance
The Buckle, Inc.
P.O. Box 1480
Kearney, Nebraska 68848-1480

BOARD OF DIRECTORS

DANIEL J. HIRSCHFELD
Chairman of the Board

DENNIS H. NELSON
President and Chief Executive Officer

THOMAS B. HEACOCK
Senior Vice President of Finance,
Treasurer, and Chief Financial Officer

KARI G. SMITH
Executive Vice President of Stores

HANK M. BOUNDS

BILL L. FAIRFIELD

BRUCE L. HOBERMAN

MICHAEL E. HUSS

ANGIE J. KLEIN

JOHN P. PEETZ, III

KAREN B. RHOADS

JAMES E. SHADA

EXECUTIVE OFFICERS

DENNIS H. NELSON
President and Chief Executive Officer

THOMAS B. HEACOCK
Senior Vice President of Finance,
Treasurer, and Chief Financial Officer

KARI G. SMITH
Executive Vice President of Stores

ROBERT M. CARLBERG
Senior Vice President of Men's Merchandising

BRETT P. MILKIE
Senior Vice President of Leasing

MICHELLE M. HOFFMAN
Vice President of Sales

KELLI D. MOLCZYK
Vice President of Women's Merchandising

DIANE L. APPLGATE
Vice President of Supply Chain
and Merchandising Operations

BRADY M. FRITZ
General Counsel and Corporate Secretary

BUCKLE CORPORATE OFFICE

2407 W. 24TH STREET • KEARNEY, NEBRASKA 68845

308.236.8491

WWW.BUCKLE.COM

