

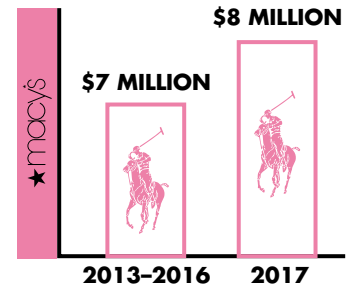


WHAT IS PINK PONY?

Launched in 2000, Pink Pony is Ralph Lauren Corporation's initiative in the fight against cancer. Our mission is to reduce disparities in cancer care and seek to ensure that treatment is available for everyone at an earlier, more curable stage.

Since 2013, Macy's has raised over seven million dollars for the Pink Pony Fund of The Polo Ralph Lauren Foundation.

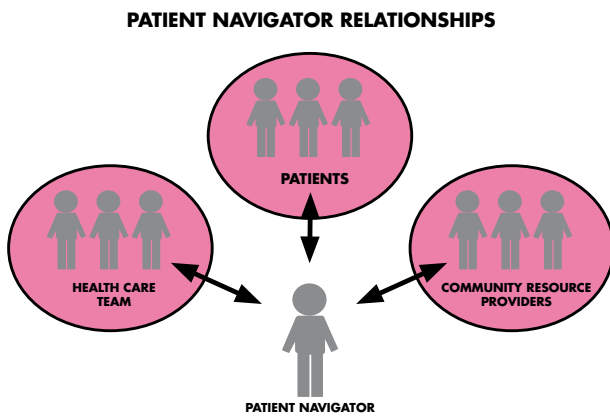
With your help, we hope to reach eight million dollars in 2017!



HOW DOES THE PINK PONY FUND WORK?

In the US, grants are made to many hospitals and cancer centers from coast to coast. Two examples include the Ralph Lauren Center for Cancer Care and the Harold P. Freeman Patient Navigation Institute.

Founded in 2003, the Ralph Lauren Center for Cancer Care is located in Harlem and has cared for over 100,000 patients from all five New York City boroughs. When patients arrive at the Ralph Lauren Center, they are each matched with two patient navigators who provide one-on-one guidance and work to eliminate financial, communication, medical system, and personal barriers to timely care.



Patient navigators who work at important organizations like the Ralph Lauren Center and Susan G. Komen are trained using Dr. Harold Freeman's exceptional model for patient navigation. Over the past 10 years, the Harold P. Freeman Patient Navigation Institute has trained more than 4,000 patient navigators from 44 states and seven countries. In the past two years, with support from Pink Pony, the Institute has trained 750 patient navigators.

Together with our partners, we recognize that better care means earlier diagnoses, better outcomes, and an improved quality of life for millions of women and men around the world.

WHAT ARE THE LATEST INITIATIVES?

In 2016, with support from Pink Pony, researchers and clinicians at The University of Chicago developed an innovative and powerful new approach to MRI screening for breast cancer: ultrafast dynamic contrast-enhanced MRI. This method uses very fast imaging and quantitative data analysis to significantly enhance diagnostic accuracy, detecting breast cancer at an earlier stage when therapy is very effective.



THE UNIVERSITY OF CHICAGO MEDICINE

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