

Baird Retail Earnings Scorecard



CY Q4 2017 Reporting Period – As of March 29, 2018

(\$ in millions)

Company	Report Date	Consensus			Reported			Beat (Miss)			Share Performance	
		Comps	Sales	EPS	Comps	Sales	EPS	Comps	Sales %	EPS %	LTM	Since Rpt
Select Softline Companies												
Abercrombie & Fitch Co. Class A	03/07/2018	7.7%	\$1,157.7	\$1.10	9.0%	\$1,193.2	\$1.38	1.3%	3.1%	25.4%	97.1%	13.4%
Aritzia, Inc.	01/10/2018	4.9%	168.7	0.20	6.3%	163.1	0.21	1.4%	(3.4%)	4.3%	(23.2%)	(3.8%)
Boot Barn Holdings, Inc.	01/31/2018	5.2%	225.0	0.46	5.2%	224.7	0.46	0.0%	(0.1%)	0.1%	78.7%	1.1%
Buckle, Inc.	03/16/2018	(3.2%)	281.2	0.72	(3.2%)	281.2	0.87	0.0%	(0.0%)	21.4%	19.1%	21.4%
Burlington Stores, Inc.	03/08/2018	3.1%	1,884.0	2.10	5.9%	1,936.8	2.17	2.8%	2.8%	3.3%	37.0%	14.7%
Canada Goose Holdings, Inc.	02/08/2018	N/A	193.7	0.38	N/A	211.0	0.46	-	8.9%	21.0%	102.7%	(12.3%)
Duluth Holdings, Inc. Class B	03/20/2018	N/A	208.7	0.54	N/A	217.8	0.55	-	4.4%	1.5%	(14.4%)	(0.6%)
Express, Inc.	03/14/2018	(1.9%)	686.8	0.32	(1.0%)	693.8	0.34	0.9%	1.0%	5.2%	(22.2%)	(3.2%)
Francesca's Holdings Corporation	03/27/2018	(15.5%)	137.8	0.19	(15.0%)	138.5	0.20	0.5%	0.5%	3.1%	(70.6%)	0.0%
Gap, Inc.	03/01/2018	1.6%	4,671.6	0.58	5.0%	4,778.0	0.61	3.4%	2.3%	4.4%	26.2%	(1.6%)
L Brands, Inc.	02/28/2018	2.0%	4,823.0	2.05	2.0%	4,823.1	2.11	0.0%	0.0%	3.2%	(20.9%)	(20.7%)
Lululemon Athletica Inc	03/27/2018	8.8%	912.4	1.27	12.0%	928.8	1.33	3.2%	1.8%	5.0%	34.4%	13.2%
Michael Kors Holdings Ltd	02/07/2018	(6.0%)	1,381.4	1.29	(3.2%)	1,440.1	1.77	2.8%	4.2%	36.8%	62.2%	(5.1%)
Stitch Fix, Inc. Class A	03/12/2018	N/A	291.3	0.06	N/A	295.9	0.02	-	1.6%	(65.9%)	N/A	(15.9%)
Urban Outfitters, Inc.	03/06/2018	4.0%	1,089.1	0.63	4.0%	1,089.1	0.69	0.0%	0.0%	9.1%	51.4%	(0.1%)
Vera Bradley, Inc.	03/14/2018	(4.1%)	130.0	0.32	(4.6%)	132.0	0.33	(0.5%)	1.5%	3.7%	14.5%	3.0%
Zumiez Inc.	03/15/2018	7.1%	301.7	0.90	7.5%	308.2	0.80	0.4%	2.2%	(10.6%)	31.0%	19.5%
Median – 100.0% Reporting								0.7%	1.6%	4.3%	28.6%	(0.1%)
Select Hardline / Specialty Companies												
At Home Group, Inc.	03/22/2018	4.2%	\$286.2	\$0.35	5.7%	\$293.7	\$0.50	1.5%	2.6%	41.1%	107.0%	21.1%
DAVIDsTEA, Inc.	04/12/2018	N/A	65.7	0.21	N/A	TBD	TBD	-	-	-	(53.7%)	TBD
Five Below, Inc.	03/21/2018	6.0%	502.7	1.16	5.9%	504.8	1.18	(0.1%)	0.4%	1.7%	65.3%	9.2%
Ollie's Bargain Outlet Holdings Inc	04/04/2018	N/A	349.9	0.49	N/A	TBD	TBD	-	-	-	81.6%	TBD
Party City Holdco, Inc.	03/09/2018	(1.0%)	782.1	0.80	(1.4%)	789.6	0.81	(0.4%)	1.0%	1.5%	8.3%	7.2%
RH	03/27/2018	7.0%	672.4	1.56	2.0%	670.3	1.69	(5.0%)	(0.3%)	8.6%	118.1%	26.5%
Sally Beauty Holdings, Inc.	02/08/2018	(1.3%)	990.0	0.42	(2.2%)	995.0	0.41	(0.9%)	0.5%	(2.9%)	(19.0%)	4.8%
Sportsman's Warehouse Holdings, Inc.	03/28/2018	(5.5%)	241.7	0.27	(4.5%)	243.2	0.20	1.0%	0.6%	(24.9%)	(12.8%)	(1.4%)
The Container Store Group, Inc.	02/06/2018	1.3%	227.6	0.13	(0.2%)	223.0	0.11	(1.5%)	(2.0%)	(15.4%)	23.6%	14.5%
Tile Shop Holdings, Inc.	02/21/2018	2.0%	84.1	0.05	(4.9%)	78.6	(0.05)	(6.9%)	(6.6%)	N/A	(67.9%)	(29.0%)
Ulta Beauty Inc	03/15/2018	9.0%	1,941.2	2.78	8.8%	1,937.6	3.40	(0.2%)	(0.2%)	22.1%	(27.9%)	(0.9%)
Vitamin Shoppe, Inc.	02/27/2018	(7.1%)	269.3	(0.16)	(4.6%)	268.8	(0.17)	2.5%	(0.2%)	N/A	(78.5%)	1.2%
Wayfair, Inc. Class A	02/22/2018	N/A	1,363.0	(0.53)	N/A	1,439.0	(0.58)	-	5.6%	N/A	67.8%	(29.4%)
Median – 83.3% Reporting								(0.3%)	0.1%	1.6%	(2.2%)	6.0%
Total Median – 93.1% Reporting								0.2%	0.6%	3.7%	21.4%	1.1%