

Deckers Outdoor Corporation (DECK)

Consumer Cyclical / Apparel - Footwear & Accessories · New York Stock Exchange



EQUITY FACTSHEET

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE	MARKET CAP	52-WK HIGH	TRAILING PE	GROSS MARGIN	ROE	PIOTROSKI	1-YR RETURN
\$85.71	\$11.7B	\$122.29	12.1	57.8%	41%	7/9	-13.5%
2026-10-16	VOLUME	52-WK LOW	P/S	NET MARGIN	ROIC	ALTMAN Z	5-YR RETURN
	2.7M	\$77.20	2.11	18.4%	34%	8.3	+274.1%

Deckers Outdoor Corporation, operating with its subsidiaries, is a global enterprise dedicated to the creation, promotion, and distribution of footwear, apparel, and accessories. Its product lines serve both casual everyday needs and specialized high-performance activities. The company manages a portfolio of prominent brands: Under the UGG label, it offers premium footwear, clothing, and related items. Teva is known for its range of sandals, shoes, and boots. Sanuk provides comfortable, relaxed casual shoes and sandals. For the athletic segment, particularly ultra-runners and other athletes, Hoka supplies specialized footwear and apparel. Lastly, Koolaburra features fashionable casual footwear, often incorporating plush materials. Deckers employs a multi-faceted sales approach. Its products are available through wholesale channels, including major department stores, independent outdoor and action sports retailers, large national retail chains, and various third-party online platforms. Concurrently, the company engages directly with consumers via its own network of physical retail outlets and e-commerce websites. Globally, Deckers extends its reach across the United States, Europe, Asia-Pacific, Canada, and Latin America, leveraging a broad network of distributors and retailers. As of March 31, 2022, its direct-to-consumer footprint included 149 retail locations worldwide, comprising 75 concept stores and 74 outlet stores. Established in 1973, Deckers Outdoor Corporation maintains its corporate headquarters in Goleta, California.

SECTOR Consumer Cyclical INDUSTRY Apparel - Footwear & Accessories EXCHANGE NYSE MARKET CAP \$11.7B EMPLOYEES 6,000 (SEC-filed) CEO Stefano Caroti
IPO 1993-10-15 COUNTRY US
250 Coromar Drive, Goleta, CA 93117 · Tel 805 967 7611 · [deckers.com](https://www.deckers.com)

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

73 / 100

Street mean **\$113.25** (8 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

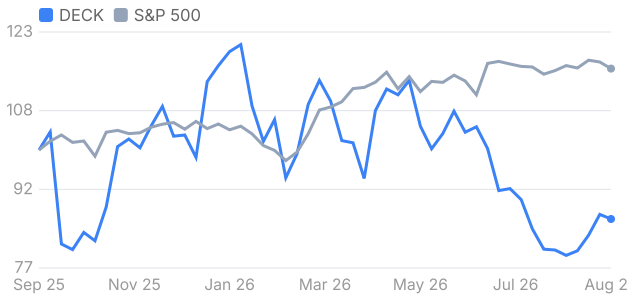
COMP-PLAN ACTIVITY ONLY

exercises and tax withholding only

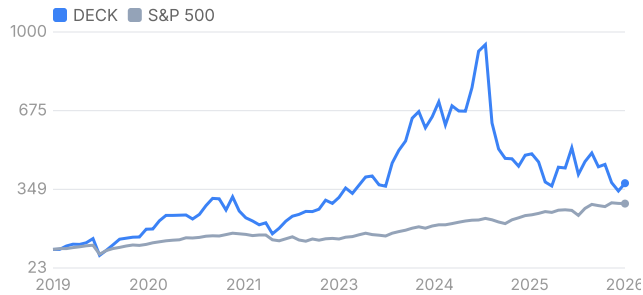
2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **DECK -13.5%** · **S&P 500 +15.9%** · spread **-29.3pp**



7 Years vs S&P 500 · **DECK +274.1%** · **S&P 500 +189.9%** · spread **+84.2pp**



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

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3 INSIDERSTREET SCORE live IS factor model

INSIDERSTREET
SCORE
73
OF 100

Score Breakdown

Profitability	76/100
Growth	51/100
Momentum	74/100
Quality	85/100
Earnings Quality	82/100
Balance Sheet	95/100
Value	65/100
Risk (safety)	100/100
Overall	73.2/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
CROX	70
SHOO	71
NKE	50
CPRI	53
WWW	69
BWA	60
DECK	73

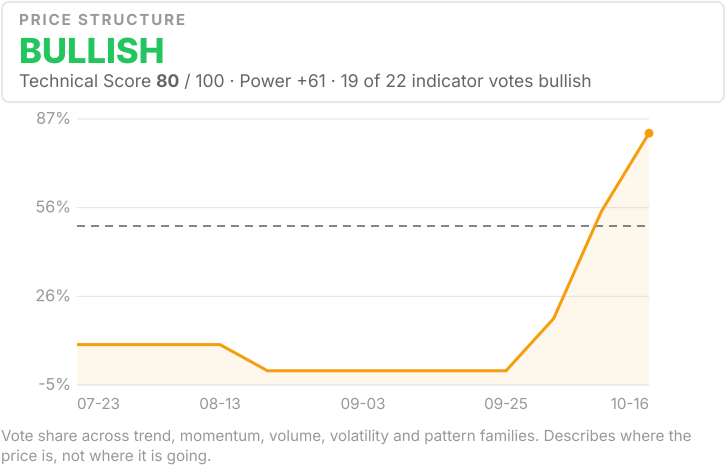
IS Score Trend — quarterly



4 TWO READINGS business vs price



Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.



Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

Both readings sit above the midpoint — business quality at 73 and price structure at 80 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

5 WHAT WOULD CHANGE OUR MIND falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 73.2	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 76 → 72 → 73 → 73	the direction matters more than the level
Technical vote share back above 50%	now 82%	price structure no longer broken
Institutional holder count rises two quarters running	peak 945 → now 866	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

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This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

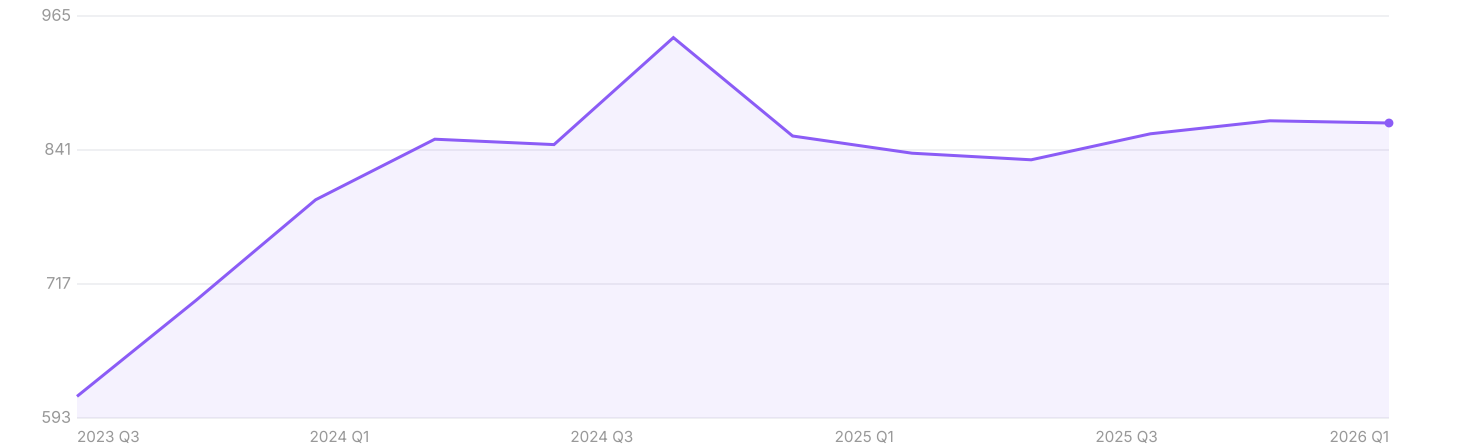
6 SMART MONEY CONFLUENCE EDGE · disclosure sources

SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 1 buys 2026-09-25	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1010 up / 952 down net +58 funds	INSTITUTIONS ADDED (13F) -2 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND 13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 945 · latest 866 (-79 from peak).

Quarter	Holders	13F Shares	Value	Reported Own%	Guard
2026 Q2	866	134.9M	\$13.2B	97.6%	
2026 Q1	868	133.2M	\$13.2B	96.3%	
2025 Q4	856	135.5M	\$13.9B	98.0%	
2025 Q3	832	148.6M	\$13.9B	107.5%	ex - outlier 92.7%
2025 Q2	838	146.1M	\$14.8B	105.6%	ex - outlier 89.4%
2025 Q1	854	149.8M	\$16.6B	108.3%	
2024 Q4	945	142.8M	\$28.6B	103.3%	
2024 Q3	846	147.8M	\$23.3B	106.9%	
2024 Q2	851	147.3M	\$23.5B	106.5%	
2024 Q1	795	149.9M	\$23.3B	108.4%	
2023 Q4	702	152.6M	\$16.6B	110.4%	
2023 Q3	613	154.2M	\$13.1B	111.5%	

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

Why 2025-09 reads 107.47%. Institutions cannot hold more of a company than exists. The reported 148.6M shares exceed the 138.3M outstanding, and a single filer accounts for the excess: FMR LLC reports 20,451,735 shares against 22,415,305 the prior quarter, a 1x jump, which alone would be 14.8% of the company. Excluding that filing, ownership is 92.7%. We publish both figures. 13F filings are due 45 days after quarter end and amendments keep arriving after that, so the newest quarter is provisional by construction - this is what an unsettled quarter looks like.

Why 2025-06 reads 105.64%. Institutions cannot hold more of a company than exists. The reported 146.1M shares exceed the 138.3M outstanding, and a single filer accounts for the excess: FMR LLC reports 22,415,305 shares against 22,766,026 the prior quarter, a 1x jump, which alone would be 16.2% of the company. Excluding that filing, ownership is 89.4%. We publish both figures. 13F filings are due 45 days after quarter end and amendments keep arriving after that, so the newest quarter is provisional by construction - this is what an unsettled quarter looks like.

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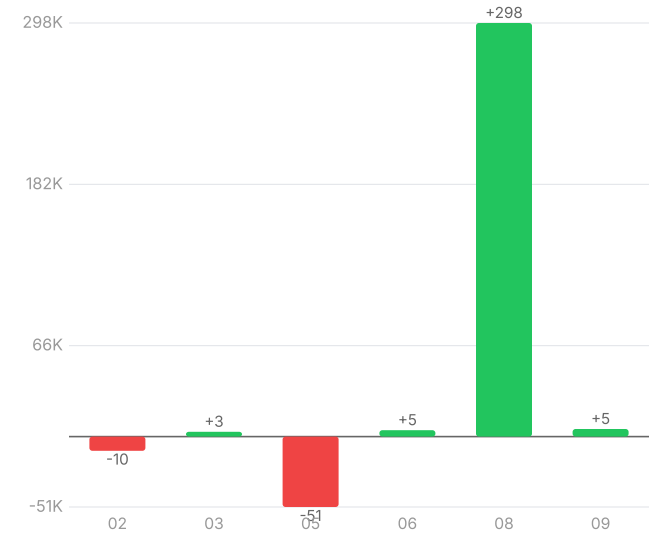
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Figueroe Juan R	director	2026-09-01	A-Award	535	—	14,640
Grismer Patrick J	director	2026-09-01	A-Award	535	—	2,033
Burwick David A	director	2026-09-01	A-Award	535	—	14,615
Ibrahim Maha Saleh	director	2026-09-01	A-Award	816	—	13,870
Luis Victor	director	2026-09-01	A-Award	914	—	20,043
Stewart Bonita C.	director	2026-09-01	A-Award	535	—	43,638
Shanahan Lauri M	director	2026-09-01	A-Award	535	—	26,368
Chan Nelson	director	2026-09-01	A-Award	535	—	63,846

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
F — Tax withholding	15	73,404	—	None — compensation
P — Open-market purchases	0	0	\$0	Counted — none occurred

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL	OPEN-MARKET SELLS	OPEN-MARKET BUYS	CLUSTER
Comp-Plan Activity Only	\$0.0M 0 txns / 6 mo	\$0.0M 0 txns / 6 mo	None active 3+ insiders / 21 days

10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-02-13	Shanahan Lauri M	4,682	\$0.5M
2026-02-13	Robin Elise Spring-Green	347	\$0.0M
2026-02-12	Anne T Spangenberg Tr Dtd 8/16/19	4,063	\$0.5M
2025-10-31	Ogbechie Angela	1,460	\$0.1M
Trailing 12 mo	5 filings	10,852	\$1M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-05-06	SCHEDULE 13G/A	Abigail P. Johnson	4.30%	6.1M sh
2026-04-29	SCHEDULE 13G	Vanguard Capital Management	7.50%	10.6M sh
2026-03-26	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change
2026-01-08	SCHEDULE 13G/A	Abigail P. Johnson	6.90%	10.1M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-25	2026-10-09
Gilbert Cisneros	House	SELL	\$1,001 - \$15,000	2026-09-18	2026-10-13
Gilbert Cisneros	House	SELL	\$1,001 - \$15,000	2026-09-18	2026-10-12
Tommy Tuberville	Senate	SELL	\$1,001 - \$15,000	2024-05-03	2024-06-14
Tommy Tuberville	Senate	SELL	\$1,001 - \$15,000	2024-05-03	2024-06-13
Thomas Hawley Tuberville	Senate	SELL	\$1,001 - \$15,000	2024-05-03	2024-06-13
HOUSE 12-MO 18 trades 13 purchases		SENATE 12-MO 0 trades None purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 868	13F SHARES 133M 96.3% of shares out	NEW / CLOSED 138 / 107 positions, QoQ	INCREASED / REDUCED 371 / 270 positions, QoQ	
PUT/CALL (13F) 1.04 option positions	FREE FLOAT 99.0% 135M sh			

2.8 · Largest Reporting 13F Managers

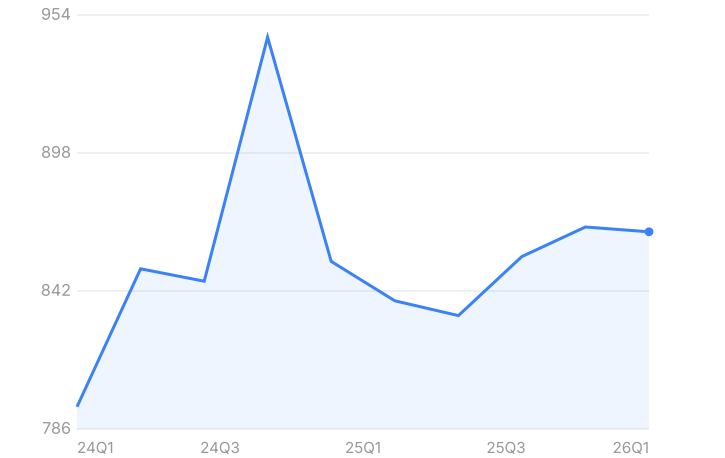
MANAGER	SHARES	VALUE
Assenagon Asset Management S.A.	300,358	\$23M
Wealth Enhancement Advisory Servic	83,538	\$6M
Fjarde Ap-Fonden /Fourth Swedish N	66,469	\$5M
Y-Intercept	63,559	\$5M
Cx Institutional	62,990	\$5M
Czech National Bank	39,128	\$3M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

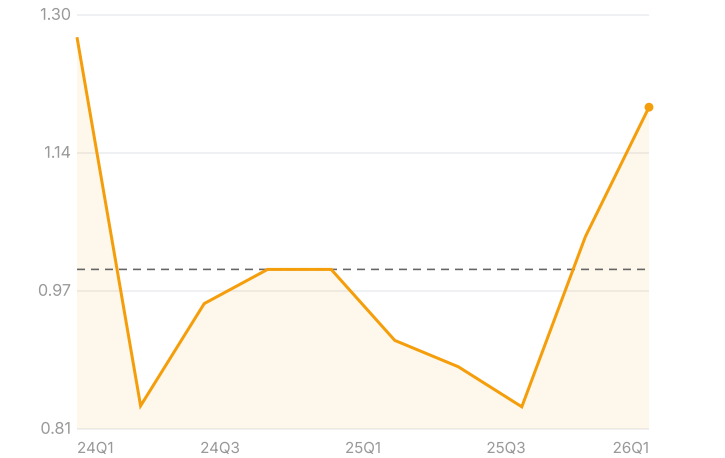
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.0%	\$337M
VTI	0.0%	\$337M
VTSAX	0.0%	\$337M
VSMPX	0.0%	\$337M
VFFSX	0.0%	\$279M
VFIAX	0.0%	\$279M

13F Filers Holding DECK — quarterly



Institutional Put/Call — quarterly

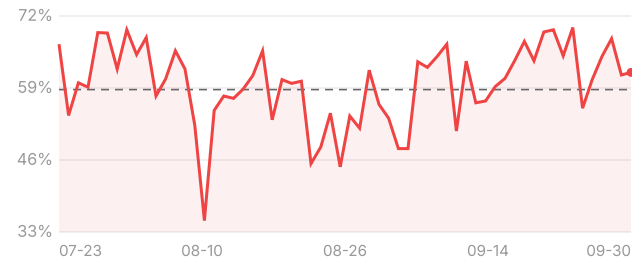


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14 SHORT VOLUME — DAILY, 60 SESSIONS

EDGE · live FINRA feed

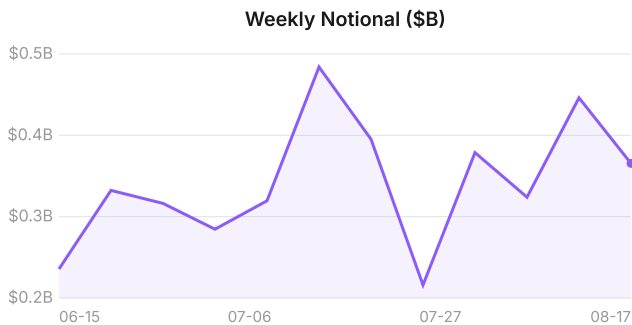


Daily short-sale volume as % of volume reported in FINRA's short-sale file — a flow measure, not short interest; dashed = 50-day average.

LATEST SESSION 62.3% 2026-10-15	20-DAY AVG 63.2% 50-day 59.2%	TREND Rising 20d vs 50d	BY MARKET CENTER Q: 62% · N: 85% · B: 27% latest session
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15 DARK POOL ACTIVITY

EDGE · live ATS data

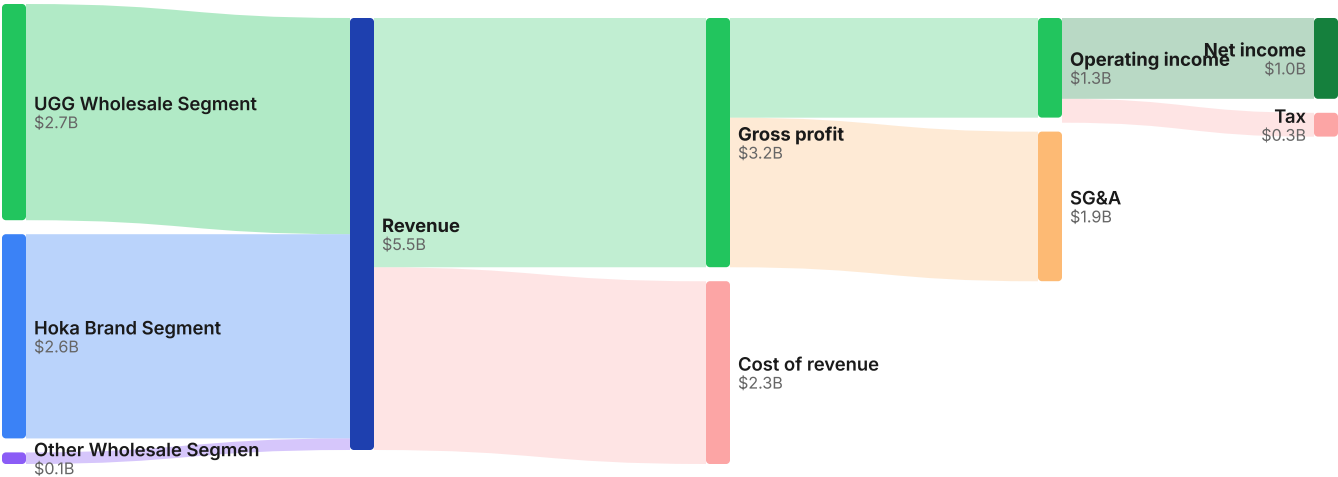


Where DECK Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	2.6M	40 sh
Ubsa Ubs Ats	2.5M	49 sh
Ebxl Level Ats	2.1M	29 sh
Mstx Ms Trajectory Cross (Ats-1)	1.8M	44 sh
Sgmt Sigma X2	1.7M	41 sh
Pure Purestream	1.3M	35 sh

16 REVENUE FLOW — FY2026

live segmentation + income data



Where a dollar of Deckers Outdoor Corporation revenue goes. All values FY2026 filings, live.

17 GEOGRAPHIC REVENUE

live segmentation

REGION	REVENUE	SHARE
UNITED STATES	\$3.2B	58%
Non-US	\$2.3B	42%

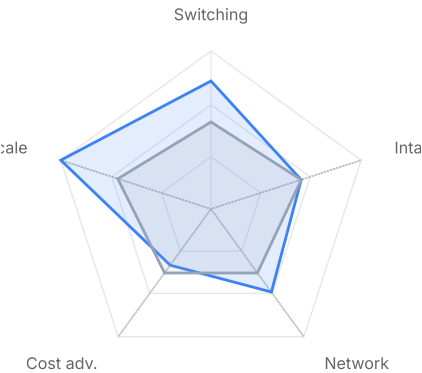
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18 MOAT & COMPETITIVE POSITION

LIVE MODEL · 69/100 NARROW

Moat score 69/100 — Narrow; primary source Efficient Scale.



DECK (live moat model)

Peer median: CROX · SHOO · NKE · CPRI · WWW

Component scores from the live moat model. Peer median illustrative.

3.8 · Employees (SEC filings)



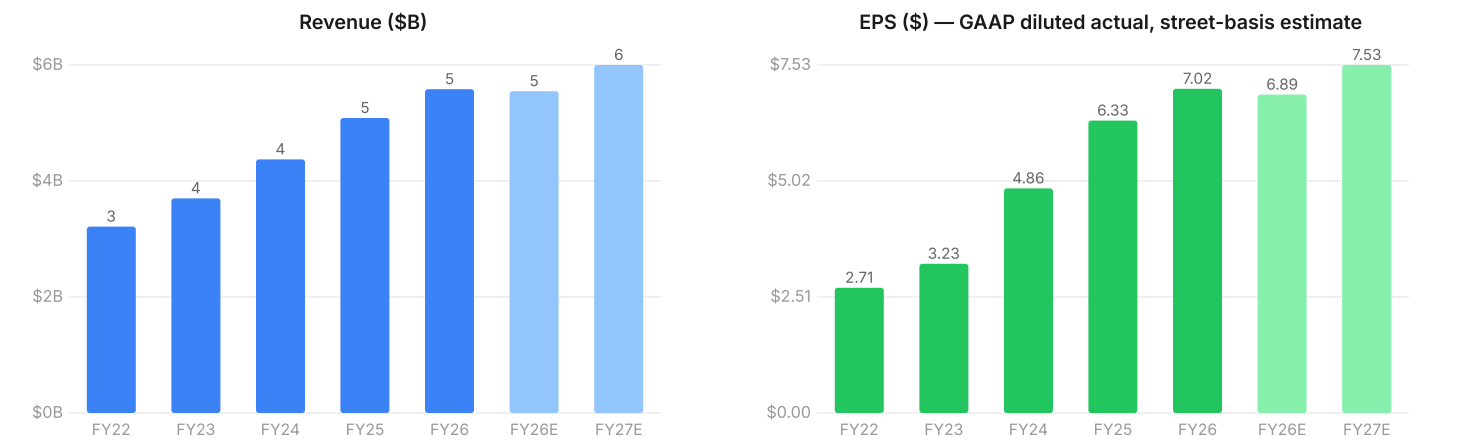
19 CORPORATE INFORMATION — KEY OFFICERS

6,000 employees

OFFICER	TITLE
Stefano Caroti	Chief Executive Officer, President & Director
Steven J. Fasching	Chief Financial Officer
Anne Spangenberg	President of UGG
Robin Green	President of HOKA

20 REVENUE & EPS — HISTORY AND ESTIMATES

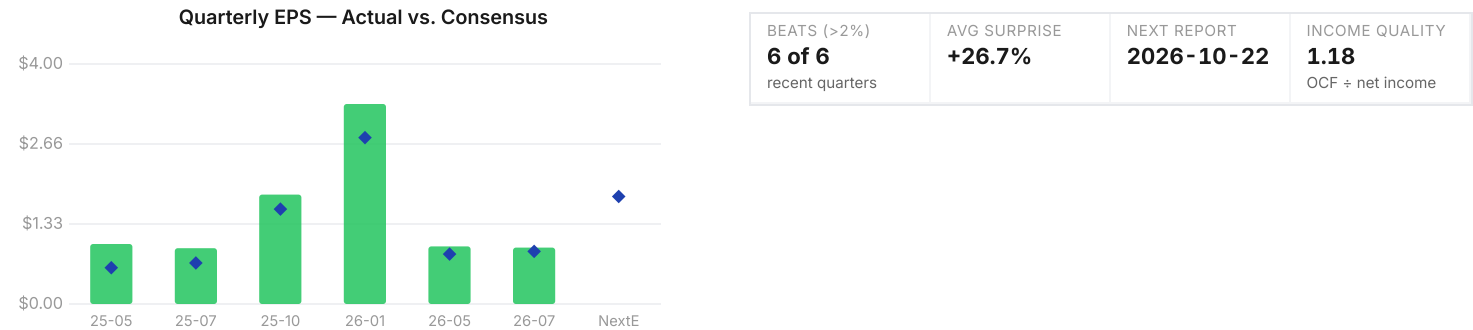
live consensus



Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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21 ESTIMATE VS. ACTUAL & SURPRISES live data

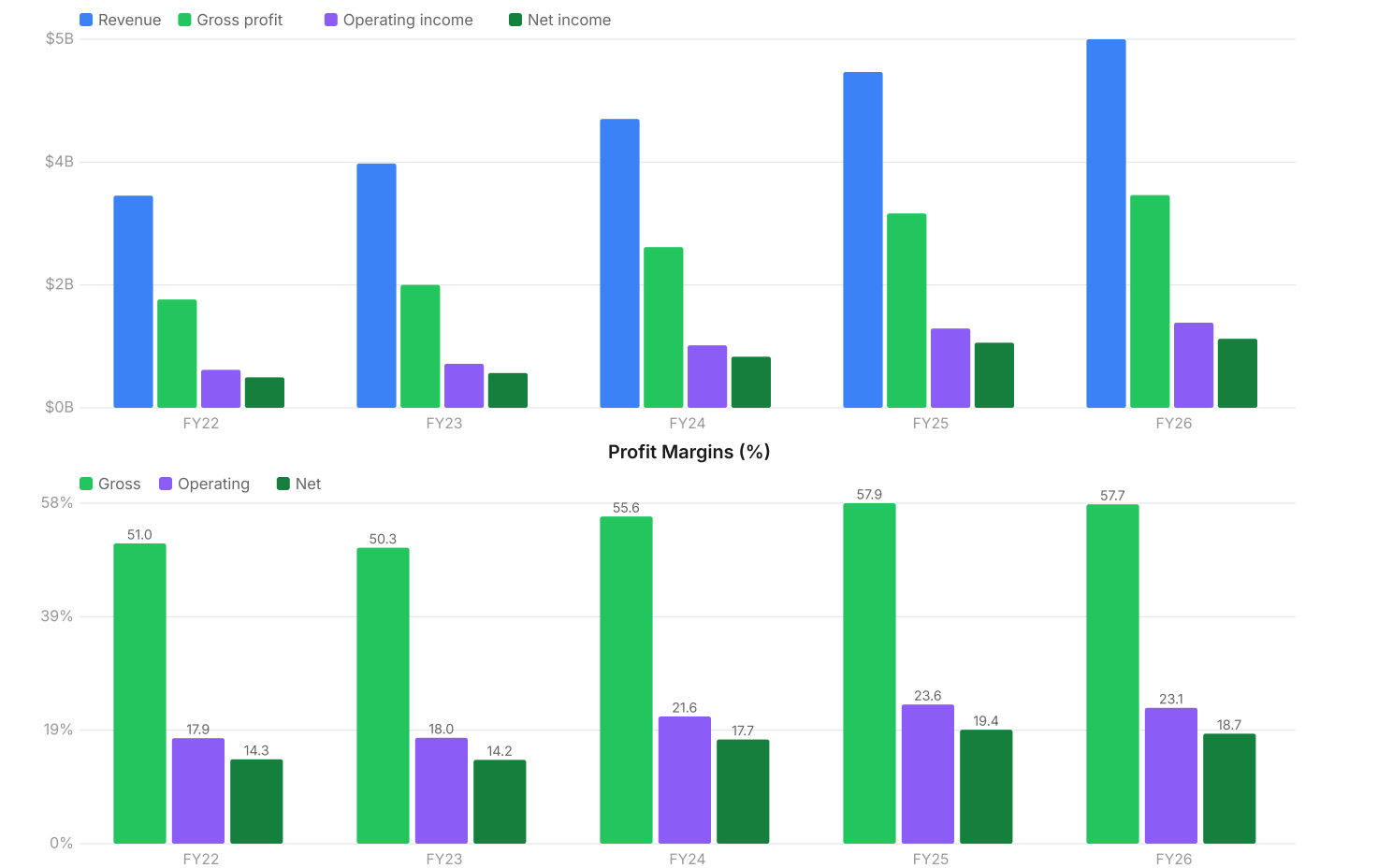


22 REPORTED VS. CONSENSUS — FULL HISTORY 0 quarters · live data

BEAT RATE —% 0 of 0 quarters		CURRENT STREAK 0 longest 0		AVG EPS SURPRISE —% median —%		SURPRISE TREND — last 4 vs prior 4	
PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE	

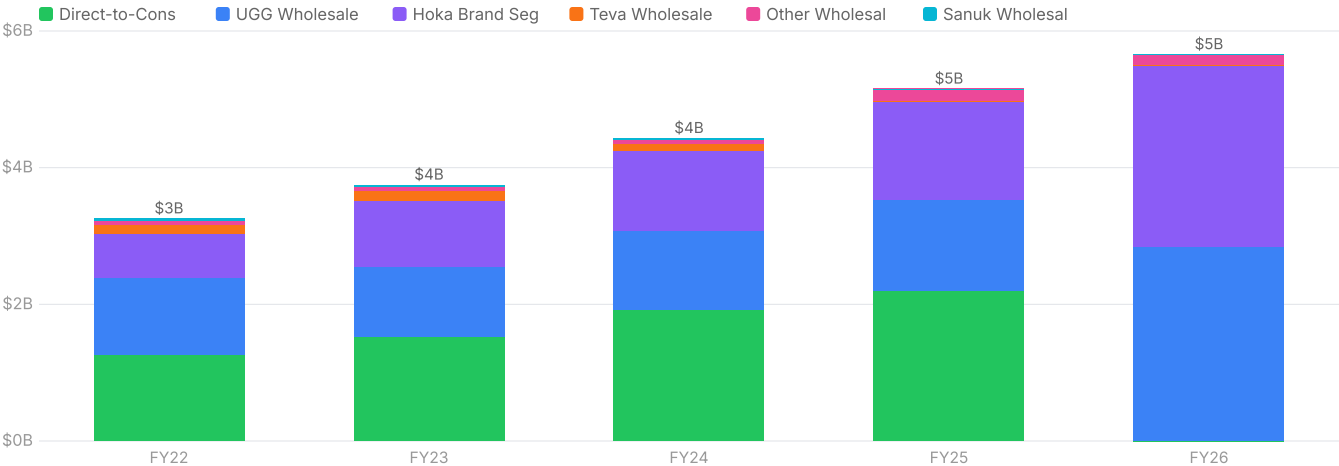
Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

INCOME TRENDS — 5 YEAR live financials



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY22	FY23	FY24	FY25	FY26
Revenue	+23.8%	+15.1%	+18.2%	+16.3%	+9.8%
Gross profit	+17.0%	+13.5%	+30.7%	+21.0%	+9.4%
Operating income	+12.0%	+15.6%	+42.1%	+27.1%	+7.1%
Net income	+18.1%	+14.4%	+47.0%	+27.2%	+6.0%

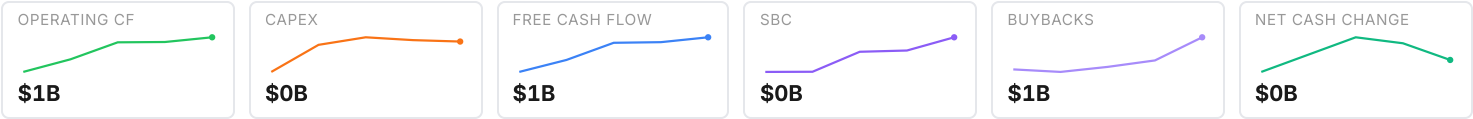
23 INCOME STATEMENT — FULL

live financials

\$B · FY ENDS	FY22	FY23	FY24	FY25	FY26	TREND
Revenue	3.2	3.6	4.3	5.0	5.5	
Cost of revenue	1.5	1.8	1.9	2.1	2.3	
Gross profit	1.6	1.8	2.4	2.9	3.2	
R&D expense	0.0	0.0	0.0	0.1	0.0	
SG&A expense	1.0	1.2	1.5	1.6	1.9	
Operating income	0.6	0.7	0.9	1.2	1.3	
EBITDA	0.6	0.7	1.0	1.3	1.4	
D&A	0.0	0.0	0.1	0.1	0.1	
Pretax income	0.6	0.7	1.0	1.2	1.3	
Income tax	0.1	0.1	0.2	0.3	0.3	
Net income	0.5	0.5	0.8	1.0	1.0	
Diluted EPS (\$)	2.71	3.23	4.86	6.33	7.02	
Diluted shares (M)	167	160	156	153	146	

CASH FLOW TRENDS

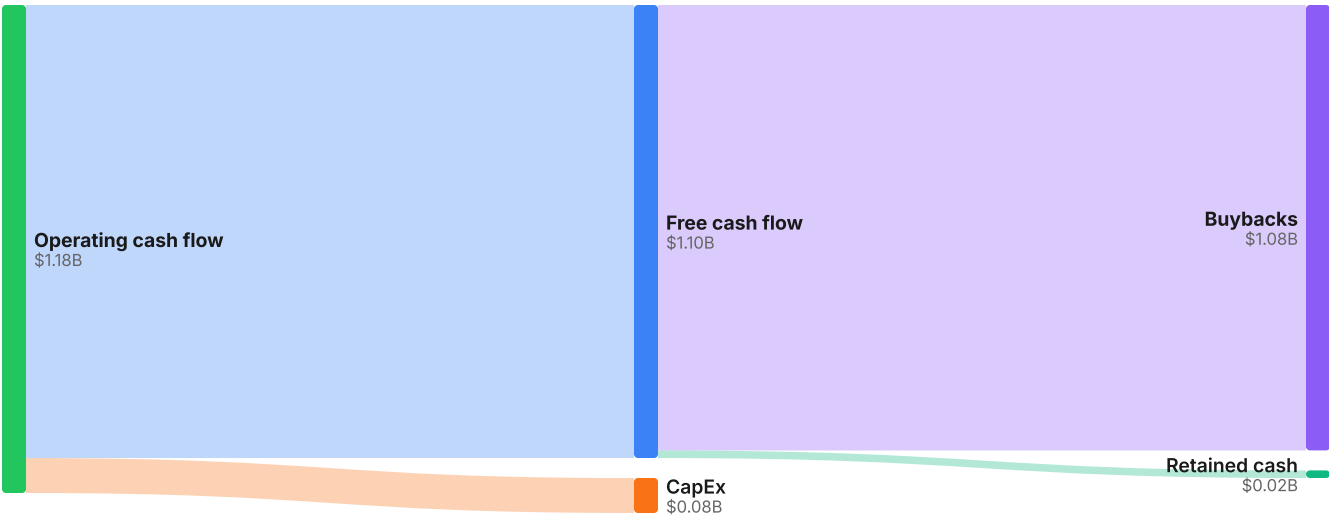
live data



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WHERE THE CASH WENT — FY2026

cash Sankey, live data



Balance Sheet — Full

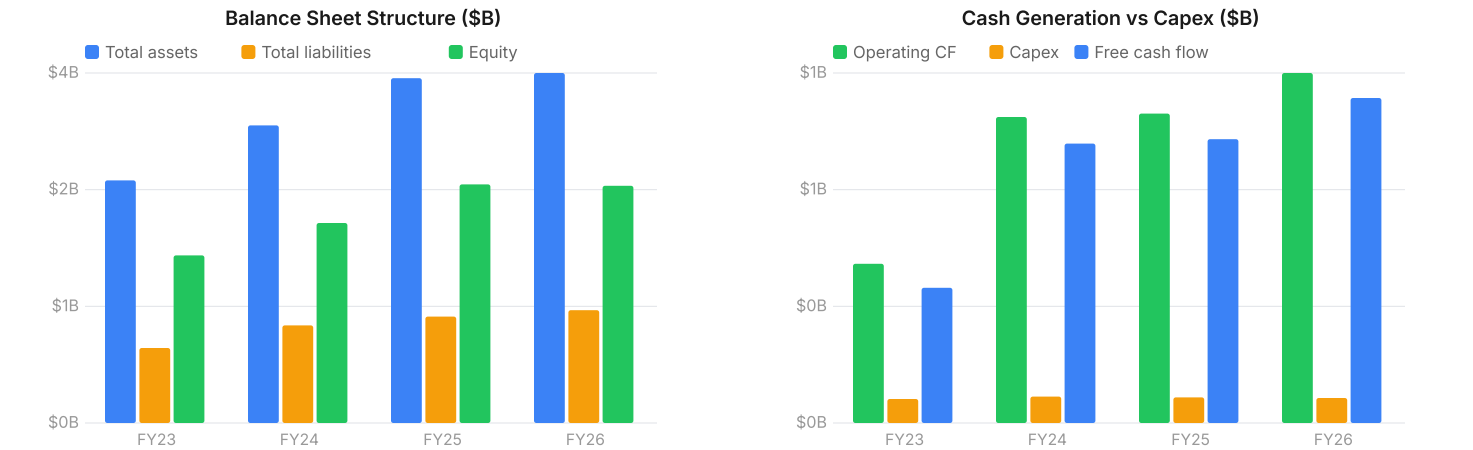
\$B	FY23	FY24	FY25	FY26	
Cash & equivalents	1.0	1.5	1.9	1.9	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	0.3	0.4	0.4	0.3	
Total current assets	1.9	2.4	2.9	2.9	
PP&E (net)	0.5	0.5	0.6	0.7	
Goodwill + intangibles	0.1	0.0	0.0	0.0	
Total assets	2.6	3.1	3.6	3.7	
Accounts payable	0.3	0.4	0.4	0.4	
Short-term debt	0.0	0.0	0.0	0.0	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	0.5	0.7	0.8	0.8	
Long-term debt	0.0	0.0	0.0	0.0	
Total liabilities	0.8	1.0	1.1	1.2	
Shareholders' equity	1.8	2.1	2.5	2.5	

Cash Flow Statement — Full

\$B	FY23	FY24	FY25	FY26	
Net income	0.5	0.8	1.0	1.0	
D&A	0.0	0.1	0.1	0.1	
Stock-based compensation	0.0	0.0	0.0	0.0	
Working capital change	(0.1)	0.2	(0.0)	(0.0)	
Operating cash flow	0.5	1.0	1.0	1.2	
Capital expenditures	(0.1)	(0.1)	(0.1)	(0.1)	
Investing cash flow	(0.1)	(0.1)	(0.1)	(0.1)	
Buybacks	(0.3)	(0.4)	(0.6)	(1.1)	
Dividends paid	0.0	0.0	0.0	0.0	
Debt issuance / (repay)	(0.0)	0.0	0.0	0.0	
Financing cash flow	(0.3)	(0.4)	(0.6)	(1.1)	
Free cash flow	0.5	0.9	1.0	1.1	

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24 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
PROFITABILITY							
ROE	30.3%	31.3%	39.2%	41.8%	40.9%	41%	
ROA	20.1%	21.1%	26.7%	28.5%	28.0%	26.2%	
ROIC	49.3%	49.2%	82.5%	101.7%	100.8%	33.7%	
Gross margin	51.0%	50.3%	55.6%	57.9%	57.7%	57.8%	
Operating margin	17.9%	18.0%	21.6%	23.6%	23.1%	22.7%	
Net margin	14.3%	14.2%	17.7%	19.4%	18.7%	18.4%	
EBITDA margin	19.4%	19.8%	24.2%	26.4%	25.7%	25.2%	
FCF margin	3.9%	12.6%	22.0%	19.2%	20.1%	—	
VALUATION							
P/E	16.58	23.05	31.95	17.67	13.83	12.1	
P/B	4.87	6.75	11.52	6.79	5.67	5.1	
P/S	2.38	3.28	5.66	3.42	2.59	2.11	
P/FCF	61.77	26.10	25.72	17.81	12.91	10.4	
EV/EBITDA	11.27	15.58	22.18	11.75	8.98	7.6	
EV/Revenue	2.18	3.08	5.37	3.10	2.31	1.9	
Earnings yield	6.0%	4.3%	3.1%	5.7%	7.2%	8.56%	
FCF yield	1.6%	3.8%	3.9%	5.6%	7.7%	9.58%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	3.23	3.84	3.39	3.72	3.54	2.75	
Quick ratio	2.30	2.77	2.73	3.07	2.94	1.99	
Debt / equity	0.14	0.14	0.13	0.11	0.15	0.21	
Debt / assets	9.5%	9.6%	8.5%	7.6%	10.2%	12.2%	
Net debt / EBITDA	-1.02	-1.02	-1.19	-1.23	-1.09	-0.81	
Interest coverage	201.82	194.52	382.80	354.51	525.25	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
EFFICIENCY							
Asset turnover	1.40	1.48	1.51	1.47	1.49	1.43	
Receivables turnover	11.65	11.49	13.66	15.01	16.26	14.4	
DSO (days)	31	32	27	24	22	25	
DPO (days)	66	60	62	69	63	114	
Cash conversion cycle	58	77	62	39	37	38	
GROWTH (YoY)							
Revenue growth	23.8%	15.1%	18.2%	16.3%	9.8%	—	
Net income growth	18.1%	14.4%	47.0%	27.2%	6.0%	—	
EPS growth	22.4%	18.2%	51.0%	28.9%	14.4%	—	
FCF growth	-78.5%	276.1%	106.8%	1.5%	14.5%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	2.75	3.25	4.91	6.33	7.24	7.34	
Book value / share	9.37	11.11	13.62	16.46	17.67	16.65	
Revenue / share	19.18	22.82	27.71	32.66	38.67	39.98	
FCF / share	0.74	2.87	6.10	6.28	7.75	8.08	
Cash / share	5.14	6.18	9.71	12.37	13.48	11.59	
SHAREHOLDER RETURN & SCORES							
Buyback yield	4.9%	2.7%	1.8%	3.3%	7.6%	8.94%	
Altman Z-Score	9.25	12.85	18.08	13.23	11.34	8.3	
Piotroski F-Score	6	8	8	9	7	7/9	
Beneish M-Score	-1.34	-2.58	-2.88	-2.40	-2.94	-2.70	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	7 / 9	Strong		
Altman Z-Score	8.3	Safe (>2.99)	Safe	
Income quality	1.18	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.70	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.77	Revenue stability	0.99
Interest burden		1.00	Earnings stability	0.92
Operating margin		23.8%	Earnings persistence	0.99
Asset turnover		1.43×	Revenue CAGR 3y	14.4%
Financial leverage		1.62×	EPS CAGR 3y	29.3%
= ROE		43%	FCF CAGR 3y	23.6%

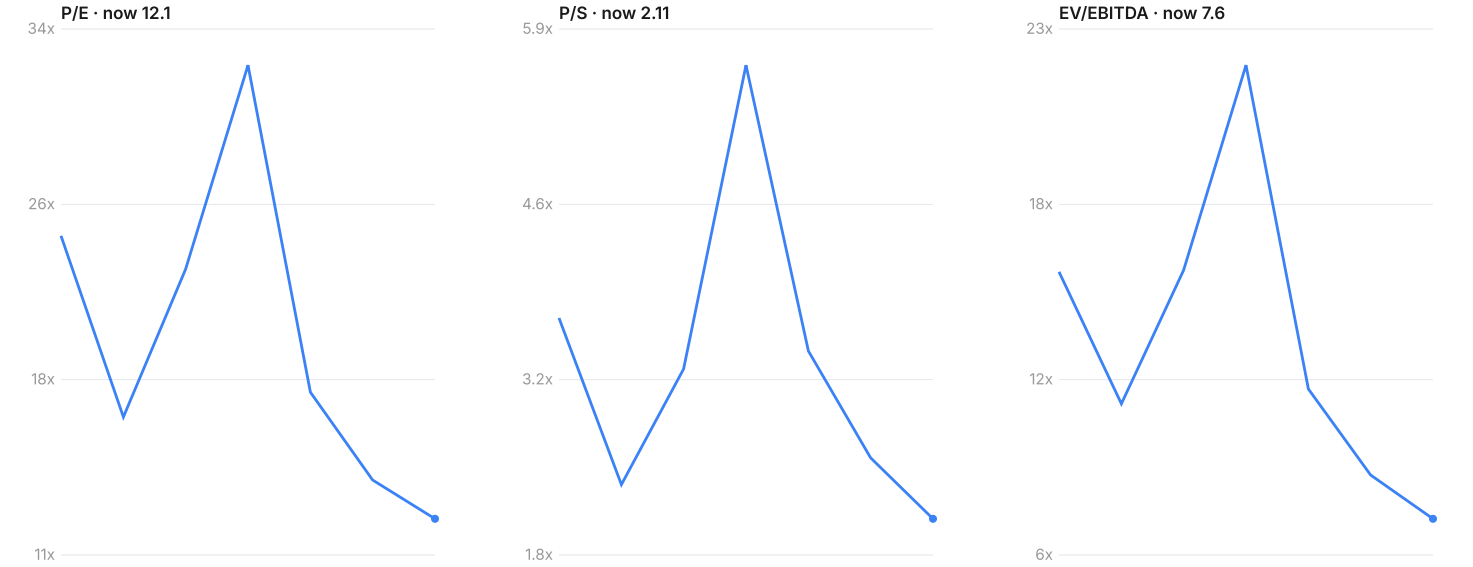
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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 8.94%	DIVIDEND YIELD 0.00% none paid	TOTAL SHAREHOLDER RETURN 8.94% cash yield	SBC / REVENUE 0.8% dilution pressure
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27 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



28 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
CROX	\$5.9B	10.6	42%	17.4%	-2.0%	6/9	+48.1%
SHOO	\$3.3B	22.4	16%	4.2%	+18.0%	7/9	+32.1%
NKE	\$55.1B	17.8	22%	6.3%	-1.2%	5/9	-44.1%
CPRI	\$1.8B	12.7	253%	9.0%	-11.4%	9/9	-22.9%
WWW	\$1.6B	15.2	27%	6.2%	+7.2%	7/9	—
BWA	\$11.8B	28.8	7%	7.6%	+2.2%	8/9	—
LULU	\$11.2B	8.0	31%	13.6%	+1.7%	5/9	—
SCI	\$11.1B	18.0	41%	11.3%	+2.9%	6/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

56 Analysts



MEAN TARGET (QTR) \$113.25 8 targets	TARGET VS. PRICE +32.1% last-quarter mean	NEXT REPORT 2026-10-22 street \$1.79
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CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$5.44B	\$5.47B / \$5.41B	\$6.89	\$7.02 / \$6.82	17
FY2027	\$5.88B	\$5.90B / \$5.84B	\$7.53	\$7.58 / \$7.46	18
FY2028	\$6.31B	\$6.45B / \$6.22B	\$8.34	\$8.62 / \$7.82	18

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30 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$122.50	+42.9%	2
Last Quarter	\$113.25	+32.1%	8
Last Year	\$117.25	+36.8%	44
All Time	\$169.19	+97.4%	91

Rolling mean of published targets vs. last close \$85.71. Aggregated from StreetInsider, Benzinga.

Third-Party Composite Rating

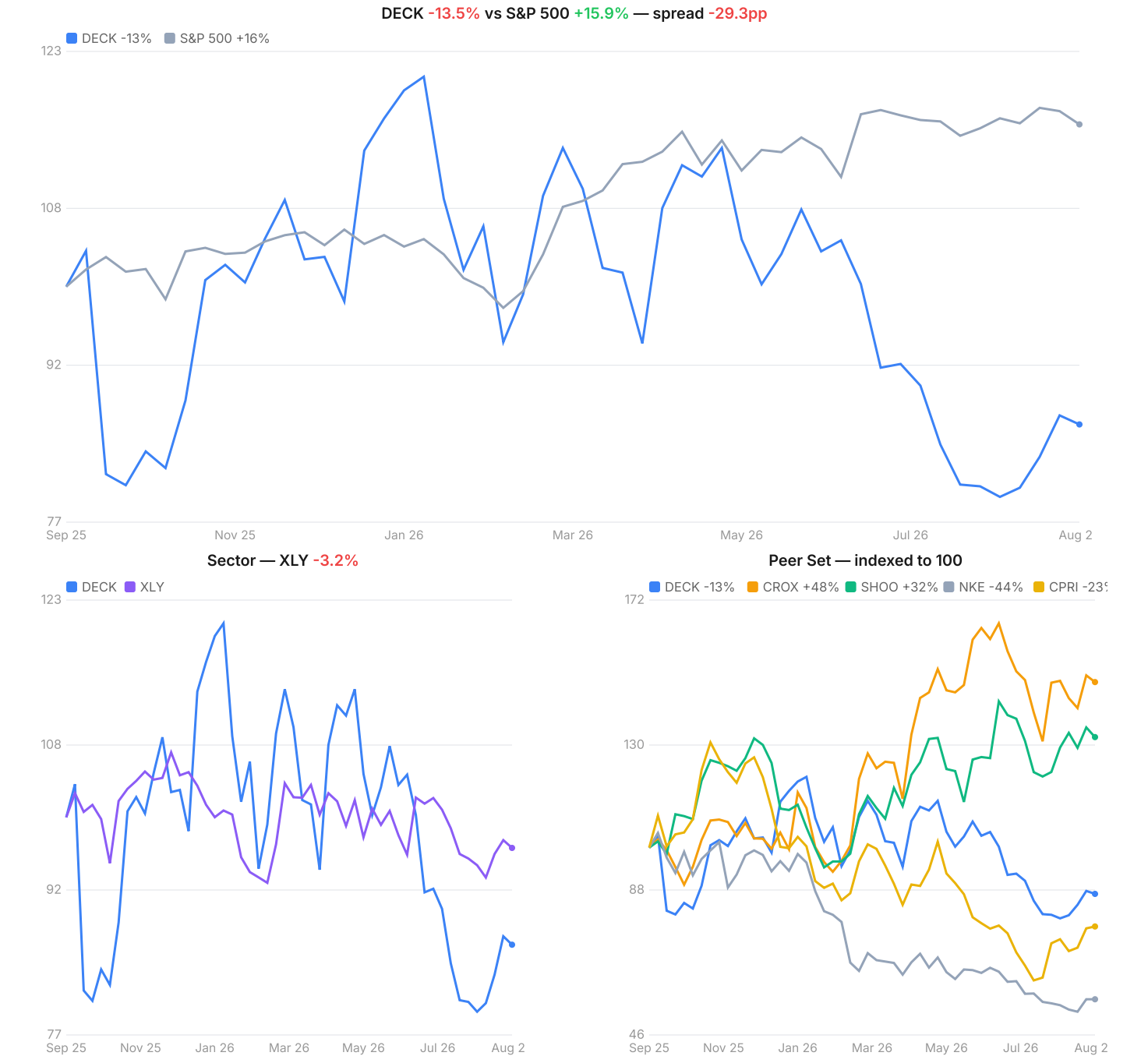
A

DCF5/5ROE5/5ROA5/5DEBT/EQ4/5P/E3/5P/B1/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON

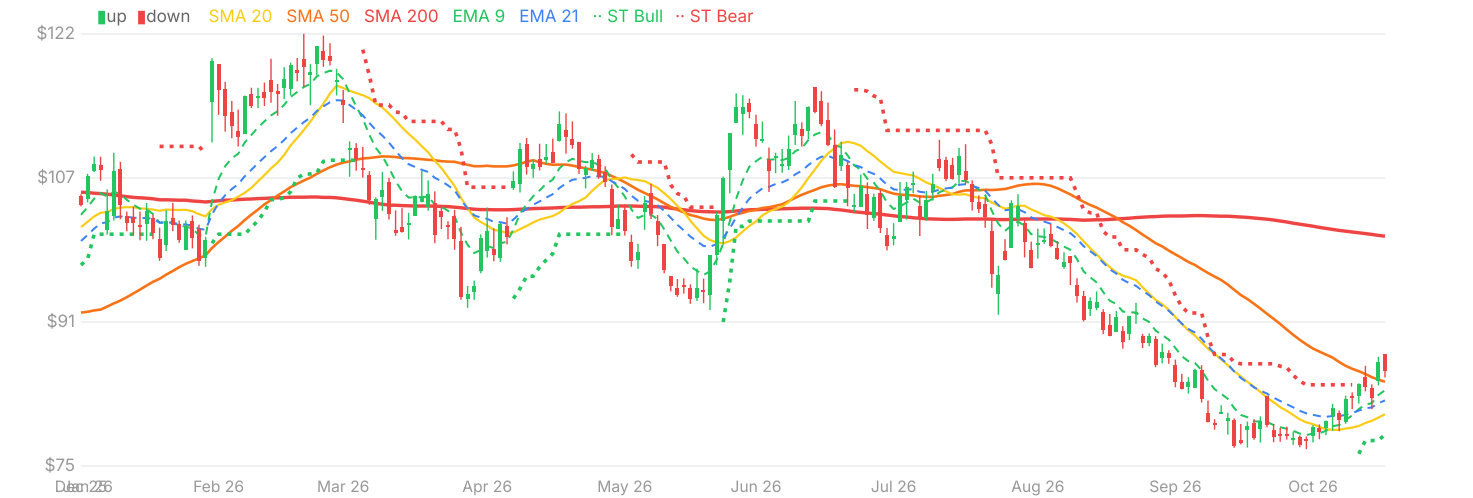
site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND

site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$81.00	+4.71	+5.81%	Above
SMA 50	\$84.53	+1.18	+1.40%	Above
SMA 200	\$100.33	-14.62	-14.57%	Below
EMA 9	\$83.61	+2.10	+2.51%	Above
EMA 21	\$82.51	+3.20	+3.88%	Above
EMA 50	\$85.56	+0.15	+0.18%	Above
EMA 200	\$97.35	-11.64	-11.96%	Below

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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32 TECHNICAL POWER SCORE

EDGE · site engine · 80/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +61

19 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

80

91

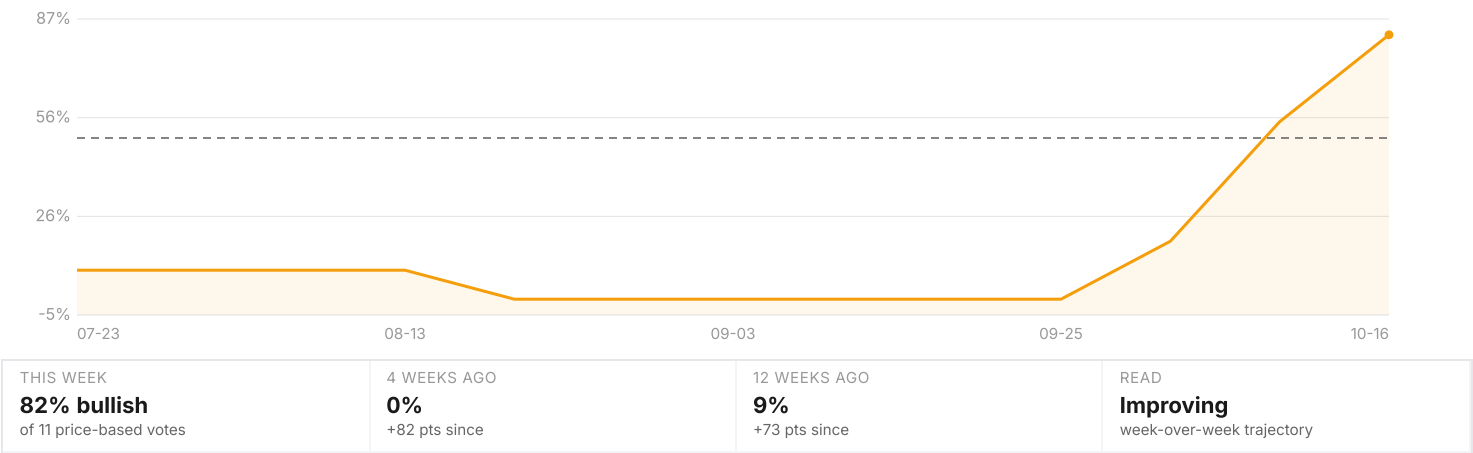
81

100

50

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



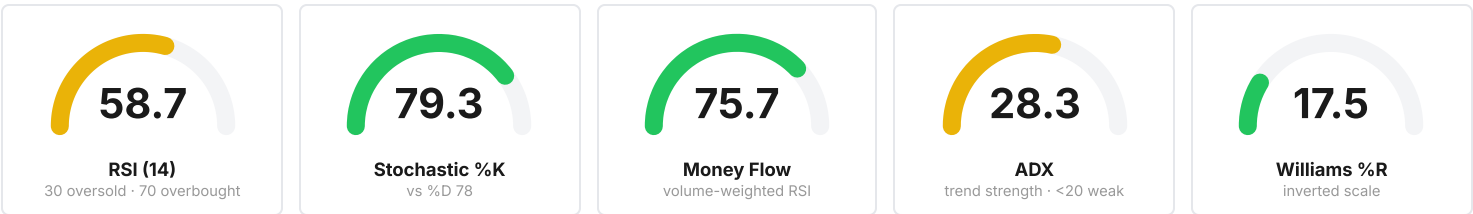
INDICATOR VOTE GRID

19 bull / 3 bear

● Price vs SMA 20	\$81.00	● Price vs SMA 50	\$84.53	● Price vs SMA 200	\$100.33
● EMA 9/21 Cross	83.6/82.5	● SMA 50/200	Death	● ADX Direction	ADX 28
● Supertrend	\$79	● Parabolic SAR	\$81	● SMA Slope	0.360
● RSI	58.7	● Stochastic K/D	79/78	● StochRSI K/D	89/90
● Williams %R	-18	● CCI	162	● TSI vs Signal	3.3
● CMO	17.5	● ROC	8.33%	● OBV Signal	Accum
● Chaikin MF	0.130	● MFI	76	● Force Index	2M
● Elder Ray Bull	5.01				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$85.98 / \$87.84 / \$89.09	S1 / S2	\$84.73 / \$82.87
Bollinger (20,2)	\$75.82 – \$86.18	Squeeze	Off
52-wk range	\$77.20 – \$122.29	Off 52-wk high	-29.9%
ATR (14)	\$2.47 (2.9%)	Historical vol	25.8%

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34

SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

-3.4%	+1.0%	+2.4%	+2.4%	+3.6%	+2.8%	+2.2%	+0.2%	+0.8%	+3.7%	+8.0%	+1.8%
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
50%	55%	62%	65%	45%	60%	60%	40%	55%	65%	75%	55%

Sample: 20 years — treat short histories as suggestive, not statistical.

35

RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	DECK	S&P 500
Weekly volatility (σ , 1y)	6.47%	1.83%
Best / worst week (1y)	+15.0% / -21.1%	—
Max drawdown (5y, monthly)	-63.9%	—
1-week VaR (95%)	-10.2%	—
Beta (5y)	1.15	1.00

36

EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

DECK EQUITY WEATHER (LIVE)

CLOUDY · +14

Trend

Momentum

Volume

Volatility

Breadth

+22

+50

+37

-60

-31

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

DOW THEORY

SPY / QQQ TSI

SECTOR STRENGTH

19.99

Confirmed Bearish

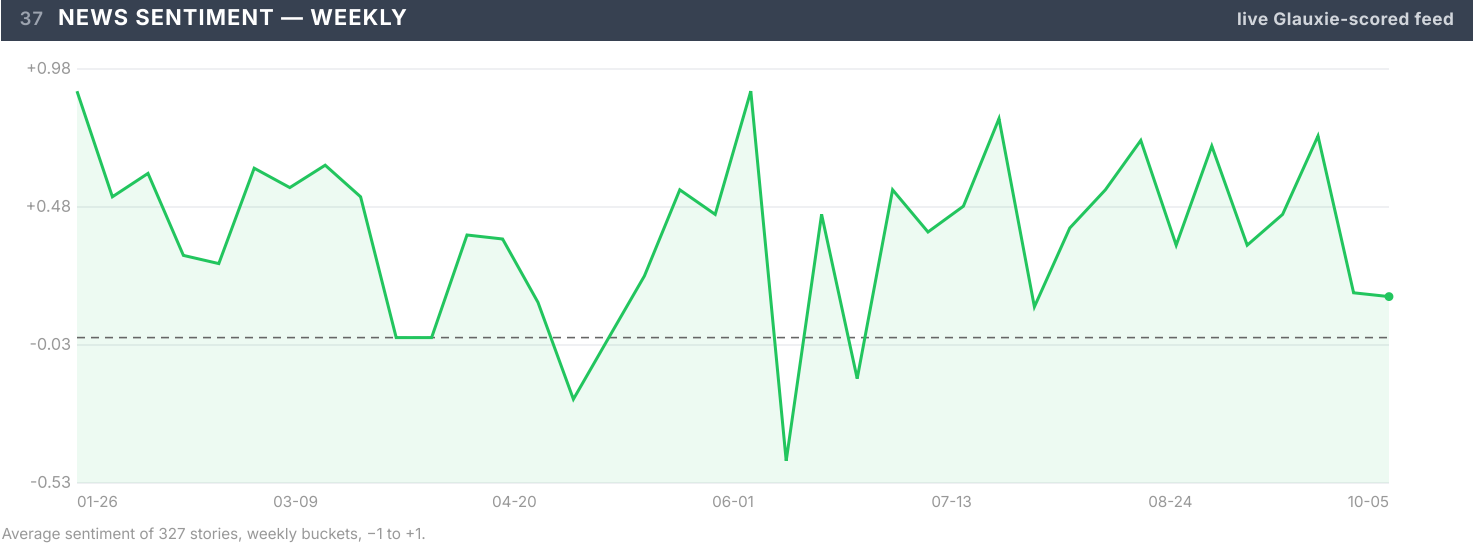
7.2 / 4.7

46/100

Normal

trend strength

breadth average



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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Cloudy

OVERALL +14.1 +28.2 vs industry	TREND +21.6 +28.1 vs industry	MOMENTUM +49.6 +58.9 vs industry	VOLUME +36.7 +35.2 vs industry
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READING	DECK	APPAREL - FOOTWEAR & ACCESSORIES N=238	CONSUMER CYCLICAL N=5,686	ALL US SYMBOLS N=70,435
Overall	+14.1	-14.1	-20.5	-20.5
Trend	+21.6	-6.5	-25.1	-21.3
Momentum	+49.6	-9.3	-15.0	-15.8
Volume	+36.7	+1.6	-10.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION

live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Stefano Caroti Chief Executive Officer and P	\$10.1M	89% equity+incentive
Steven J. Fasching Chief Financial Officer	\$4.6M	81% equity+incentive
Anne Spangenberg President of Fashion Lifest	\$4.2M	79% equity+incentive
Thomas Garcia Chief Administrative and Legal	\$3.2M	77% equity+incentive
Robin Spring-Green President of HOKA	\$2.5M	75% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	81
Social	72
Governance	56
Composite ESG	70



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-09-15	Shareholder Vote	5.07
2026-08-31	Material Agreement; Financial Obligation; Exhibits	1.01,2.03,9.01
2026-07-23	Earnings Release	2.02
2026-05-21	Earnings Release; Exhibits	2.02,9.01
2026-01-29	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01
2025-10-23	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01
2025-09-11	Submission of Matters to a Vote of Security Holders	5.07
2025-07-24	Results of Operations and Financial Condition; Regulation FD Disclosur	2.02,7.01,9.01

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42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

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44 DATA PROVENANCE FOR THIS REPORT

sources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2021 to 2026
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-10-29 to 2026-07-23
Analyst estimates	dim/forward_estimates	3 rows · 2026-03-31 to 2028-03-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	111 rows · 1998 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-08-17 to 2026-09-01
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	4 rows · 2026-01-08 to 2026-05-06
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.