

LAST CLOSE	MARKET CAP	52-WK HIGH	TRAILING PE	GROSS MARGIN	ROE	PIOTROSKI	1-YR RETURN
\$134.43	\$29.7B	\$158.23	17.4	31.2%	20%	7/9	+29.4%
2026-10-16	VOLUME	52-WK LOW	P/S	NET MARGIN	ROIC	ALTMAN Z	5-YR RETURN
	2.3M	\$95.11	0.68	3.9%	7%	2.7	+6.7%

Dollar General Corporation is a prominent discount retail chain that offers a wide array of merchandise across the southern, southwestern, Midwestern, and eastern regions of the United States. Its extensive product assortment primarily features consumable items. This includes household essentials such as paper products, cleaning supplies, and laundry detergents; a wide array of food options, ranging from shelf-stable groceries like cereals, pasta, canned goods, condiments, and baking ingredients, to fresh and refrigerated perishables such as milk, eggs, bread, and frozen foods, as well as alcoholic beverages like beer and wine. The selection further encompasses popular snacks (candies, cookies, crackers, and carbonated drinks), health and beauty aids (over-the-counter medications, personal care items, cosmetics, dental, and foot care products), pet food and supplies, and tobacco products. Beyond consumables, Dollar General offers seasonal merchandise, which includes holiday decorations, toys, electronics, greeting cards, stationery, prepaid phone services and accessories, gardening tools, hardware, automotive items, and home office supplies. Customers can also find various home goods, from kitchenware and small appliances to lighting, storage solutions, frames, candles, craft materials, and soft furnishings for the kitchen, bed, and bath. Lastly, the company stocks a selection of apparel, featuring everyday clothing for infants, children, women, and men, along with socks, underwear, disposable diapers, shoes, and accessories. As of February 25, 2022, Dollar General operated an impressive 18,190 stores spread across 47 U.S. states. Originally established in 1939 as J.L. Turner & Son, Inc., the company adopted its current name, Dollar General Corporation, in 1968. Its corporate headquarters are situated in Goodlettsville, Tennessee.

SECTOR Consumer Defensive INDUSTRY Discount Stores EXCHANGE NYSE MARKET CAP \$29.7B EMPLOYEES 194,000 (SEC-filed) CEO Todd J. Vasos

IPO 2009-11-13 COUNTRY US

100 Mission Ridge, Goodlettsville, TN 37072 · Tel 615 855 4000 · dollargeneral.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

58 / 100

Street mean **\$145.22** (9 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

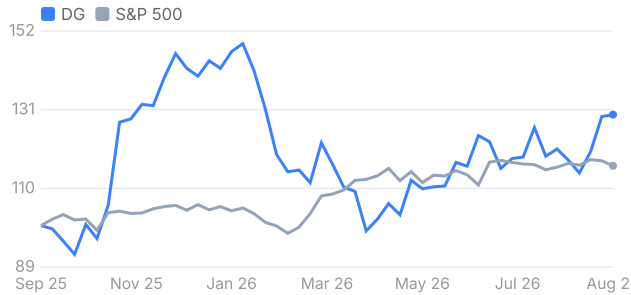
ROUTINE SELLING — LOW SIGNAL

\$1M sold / 6 mo, zero open-market buys

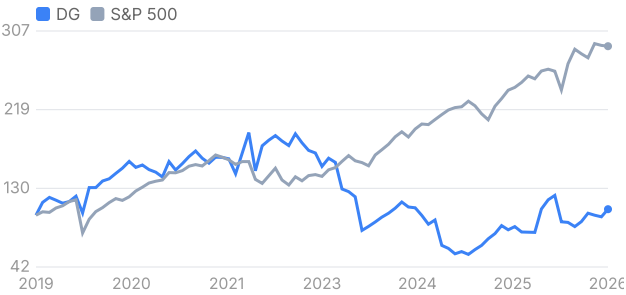
2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **DG +29.4%** · **S&P 500 +15.9%** · spread **+13.5pp**



7 Years vs S&P 500 · **DG +6.7%** · **S&P 500 +189.9%** · spread **-183.2pp**



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

58

OF 100

Score Breakdown

Profitability	39/100
Growth	61/100
Momentum	88/100
Quality	65/100
Earnings Quality	83/100
Balance Sheet	46/100
Value	58/100
Risk (safety)	65/100
Overall	58.3/100

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
DLTR	60
BJ	55
TGT	62
OLLI	70
PSMT	52
K	58
DG	58

IS Score Trend — quarterly



14 quarters, 23 Q1 to 26 Q2. Peak 58 in 26 Q2, latest 58 — +0 since. Fell in 0 of the last 4 quarters. Dashed line marks 40 on the 0-100 scale.

4 TWO READINGS

business vs price

BUSINESS QUALITY

58 / 100

IS Score **58.3** / 100 · +0.0 from peak of 58

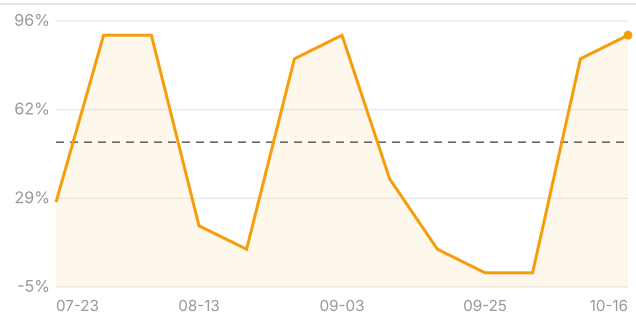


Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

BULLISH

Technical Score **83** / 100 · Power +66 · 20 of 22 indicator votes bullish



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 58 and price structure at 83 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 58.3	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 50 → 58 → 58 → 58	the direction matters more than the level
Technical vote share back above 50%	now 91%	price structure no longer broken
Institutional holder count rises two quarters running	peak 1,173 → now 1,136	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.

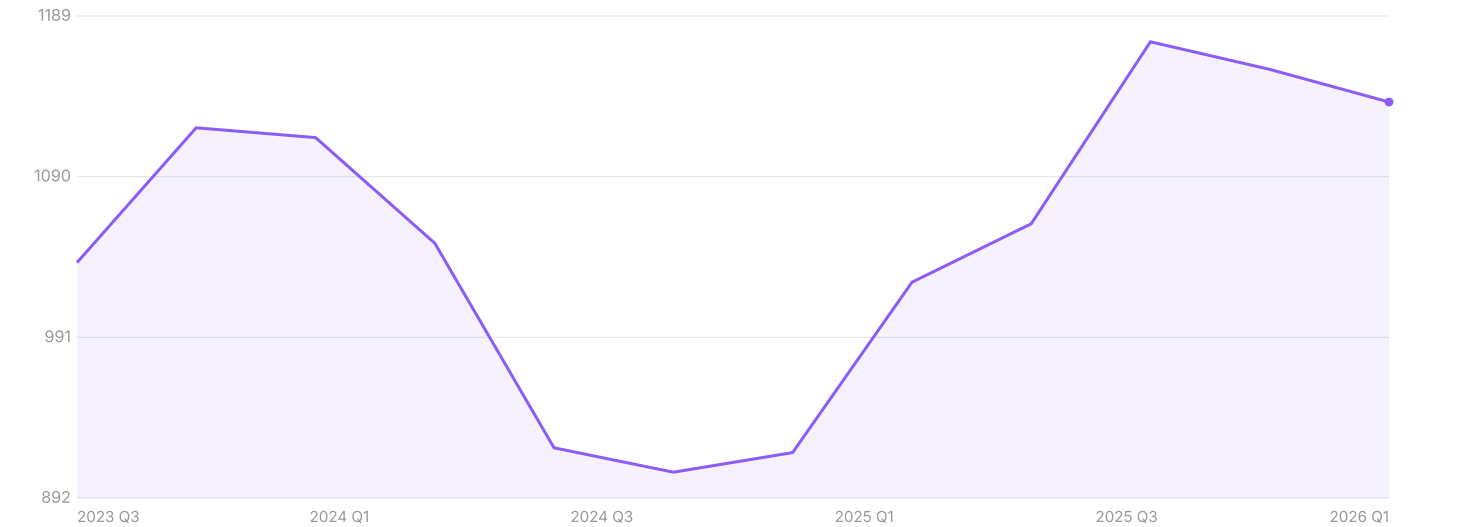
6 SMART MONEY CONFLUENCE EDGE · disclosure sources

SITE CONVERGENCE SCORE 1 of 4 top 66% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 0 buys none disclosed	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1022 up / 794 down net +228 funds			

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 1,173 · latest 1,136 (~37 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	1,136	217.2M	\$24.6B	98.5%
2026 Q1	1,156	217.5M	\$25.3B	98.6%
2025 Q4	1,173	216.2M	\$28.2B	98.0%
2025 Q3	1,061	209.8M	\$21.4B	95.1%
2025 Q2	1,025	205.4M	\$23.2B	93.1%
2025 Q1	920	207.7M	\$18.0B	94.1%
2024 Q4	908	206.6M	\$15.1B	93.7%
2024 Q3	923	204.2M	\$15.3B	92.6%
2024 Q2	1,049	205.2M	\$24.0B	93.0%
2024 Q1	1,114	203.9M	\$28.4B	92.4%
2023 Q4	1,120	203.1M	\$25.0B	92.1%
2023 Q3	1,037	197.0M	\$19.9B	89.3%

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.

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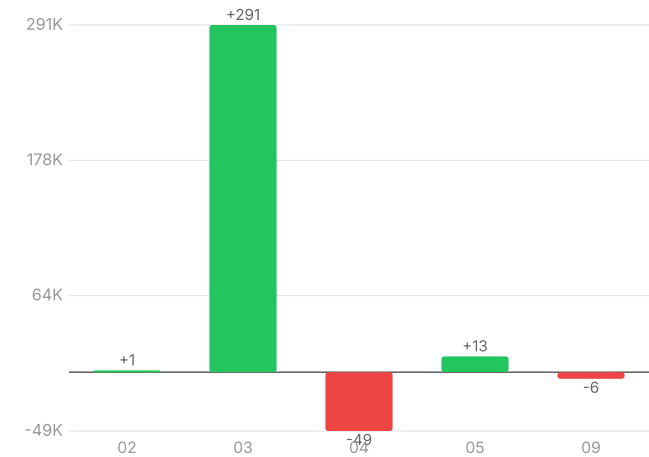
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Reardon Kathleen A	EVP & Chief People Officer	2026-09-03	SELL	5,578	\$0.73M	61,071
Hicks Gregory H	director	2026-05-28	A-Award	1,647	—	1,647
Sandler Debra A.	director	2026-05-28	A-Award	1,647	—	8,622
Sandler Debra A.	director	2026-05-28	D-Return	0	\$0.00M	8,622
Rowland David P	director	2026-05-28	A-Award	1,647	—	7,848
Mcguire Timothy I	director	2026-05-28	A-Award	1,647	—	17,100
Mcguire Timothy I	director	2026-05-28	D-Return	0	\$0.00M	17,100
Chadwick Ana Maria	director	2026-05-28	A-Award	1,647	—	6,911

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	1	5,578	\$0.7M	Counted
M — Exercises (paired A/D)	1	2,691	\$0.2M	None — mechanics
F — Tax withholding	9	51,263	\$6.1M	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
Routine Selling — Low Signal	\$0.7M 1 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
2025-12-19	Bryan D Wheeler	9,776	\$1.3M
2025-12-18	Steven Deckard	17,850	\$2.4M
2025-12-16	Roderick West	2,282	\$0.3M
2025-12-16	Rhonda M Taylor	7,500	\$1.0M
Trailing 12 mo	9 filings	81,711	\$11M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-08-07	SCHEDULE 13G	STATE STREET CORPORATION	4.90%	10.7M sh
2026-04-29	SCHEDULE 13G	Vanguard Capital Management	7.51%	16.5M sh
2026-03-26	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change
2026-02-09	SCHEDULE 13G	STATE STREET CORPORATION	5.00%	11.0M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-01-29	2026-02-10
Dan Newhouse	House	SELL	\$1,001 - \$15,000	2025-12-11	2026-01-16
Daniel Milton Newhouse	House	SELL	\$1,001 - \$15,000	2025-12-11	2026-01-15
Tommy Tuberville	Senate	SELL	\$50,001 - \$100,000	2021-01-04	2021-07-23
Tommy Tuberville	Senate	SELL	\$50,001 - \$100,000	2021-01-04	2021-07-22
Thomas Hawley Tuberville	Senate	SELL	\$50,001 - \$100,000	2021-01-04	2021-07-22
HOUSE 12-MO 4 trades 0 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) 1,156	13F SHARES 218M 98.6% of shares out	NEW / CLOSED 140 / 139 positions, QoQ	INCREASED / REDUCED 465 / 379 positions, QoQ	
PUT/CALL (13F) 1.03 option positions	FREE FLOAT 99.1% 219M sh			

2.8 · Largest Reporting 13F Managers

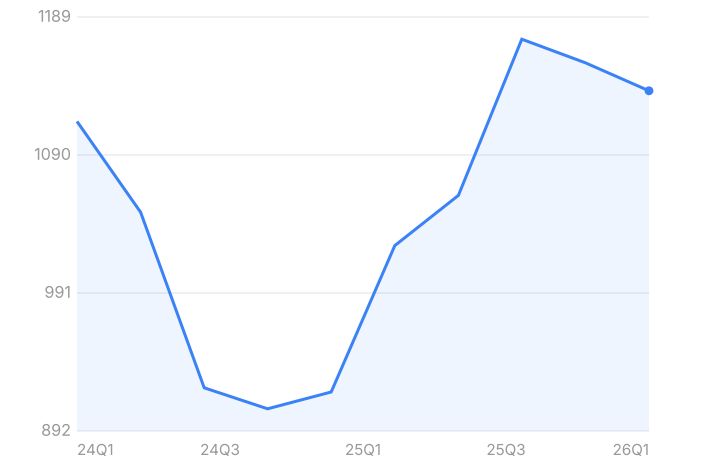
MANAGER	SHARES	VALUE
Border To Coast Pensions Partnersh	470,586	\$56M
Fort Washington Investment Advisor	291,059	\$35M
Zwj Investment Counsel Inc	166,892	\$20M
Wealth Enhancement Advisory Servic	124,559	\$14M
Banque Pictet & Cie Sa	122,324	\$15M
Equitable Trust Co	103,505	\$12M

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

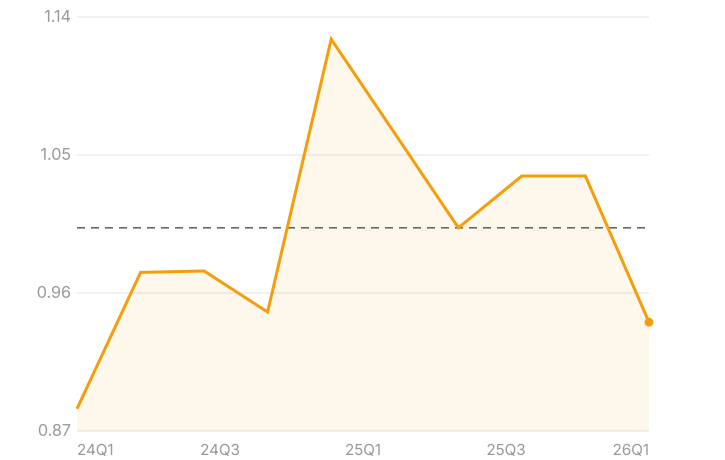
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.0%	\$839M
VTSAX	0.0%	\$839M
VTI	0.0%	\$839M
VSMPX	0.0%	\$839M
VFIAX	0.0%	\$693M
VOO	0.0%	\$693M

13F Filers Holding DG — quarterly



Institutional Put/Call — quarterly

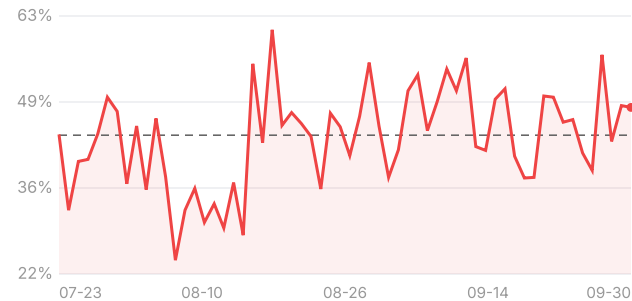


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14 SHORT VOLUME — DAILY, 60 SESSIONS

EDGE · live FINRA feed

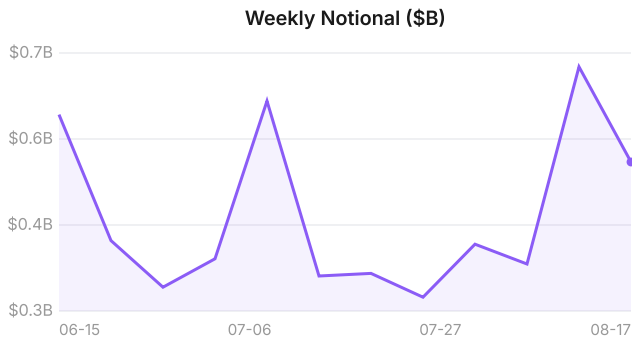


Daily short-sale volume as % of volume reported in FINRA's short-sale file — a flow measure, not short interest; dashed = 50-day average.

LATEST SESSION 48.3% 2026-10-15	20-DAY AVG 46.5% 50-day 44.0%	TREND Rising 20d vs 50d	BY MARKET CENTER Q: 48% · N: 50% · B: 35% latest session
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15 DARK POOL ACTIVITY

EDGE · live ATS data

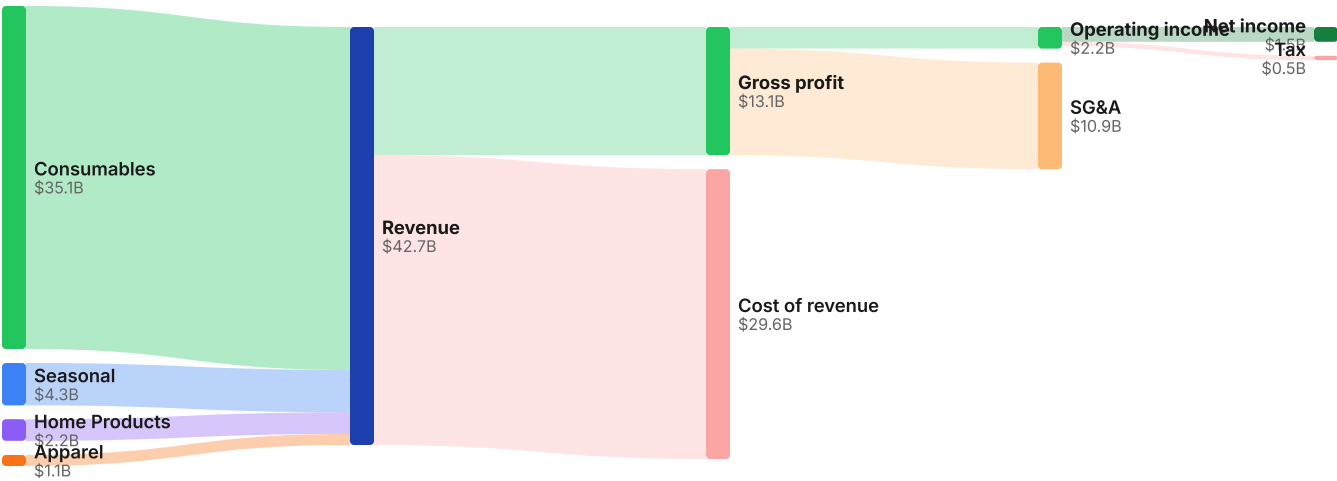


Where DG Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	2.6M	40 sh
Ebxl Level Ats	2.1M	29 sh
Ubsa Ubs Ats	2.1M	43 sh
Sgmt Sigma X2	1.8M	41 sh
Mspl Ms Pool (Ats- 4)	1.4M	146 sh
Mstx Ms Trajectory Cross (Ats- 1)	1.3M	31 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



Where a dollar of Dollar General Corporation revenue goes. All values FY2025 filings, live.

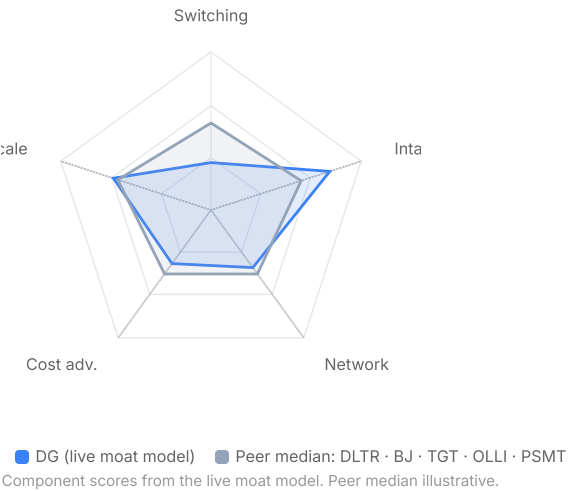
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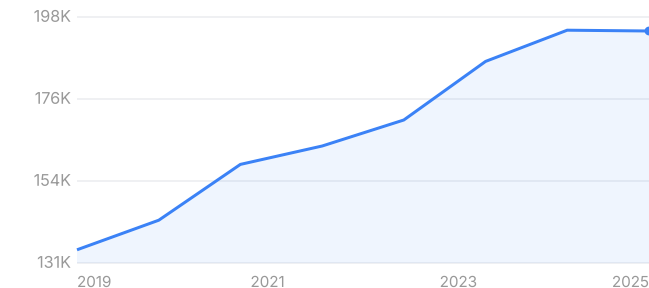
17 MOAT & COMPETITIVE POSITION

LIVE MODEL · 52/100 WEAK

Moat score 52/100 — Weak; primary source Intangible Assets.



3.8 · Employees (SEC filings)



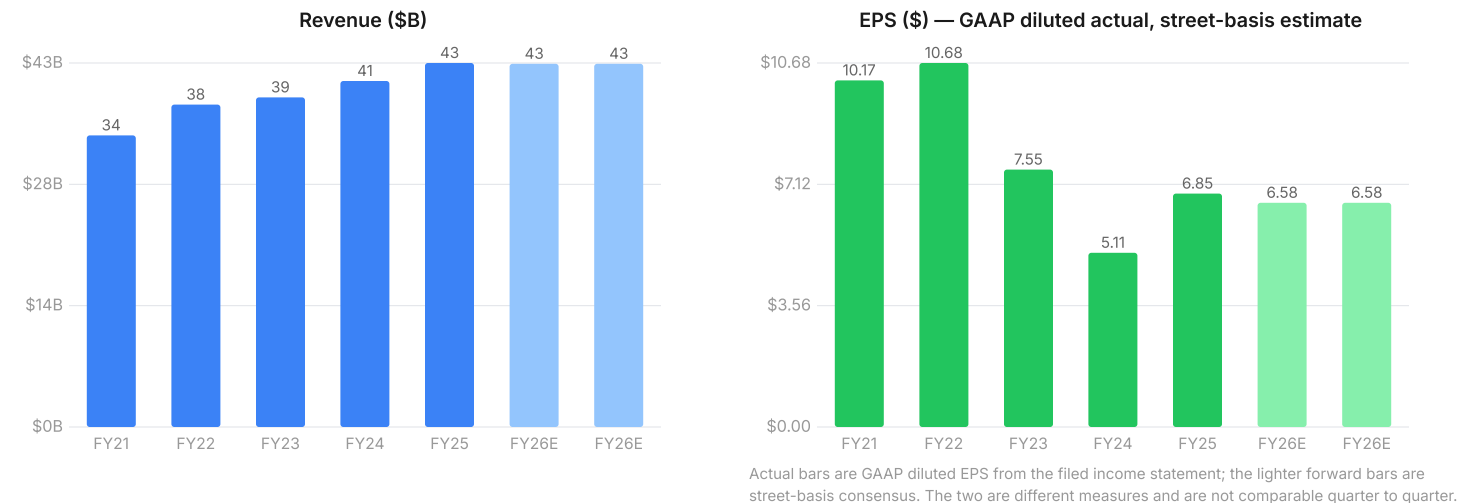
18 CORPORATE INFORMATION — KEY OFFICERS

194,000 employees

OFFICER	TITLE
Todd J. Vasos	Chief Executive Officer & Director
Emily C. Taylor	Chief Operating Officer
Rhonda Taylor	Executive Vice President & General Counsel
Carman R. Wenkoff	Executive Vice President & Chief Information Officer

19 REVENUE & EPS — HISTORY AND ESTIMATES

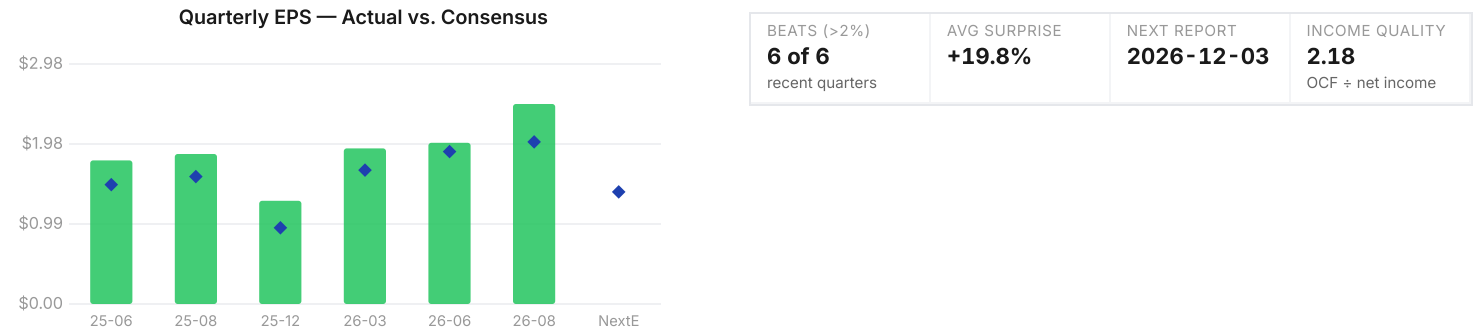
live consensus



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20 ESTIMATE VS. ACTUAL & SURPRISES

live data



21 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

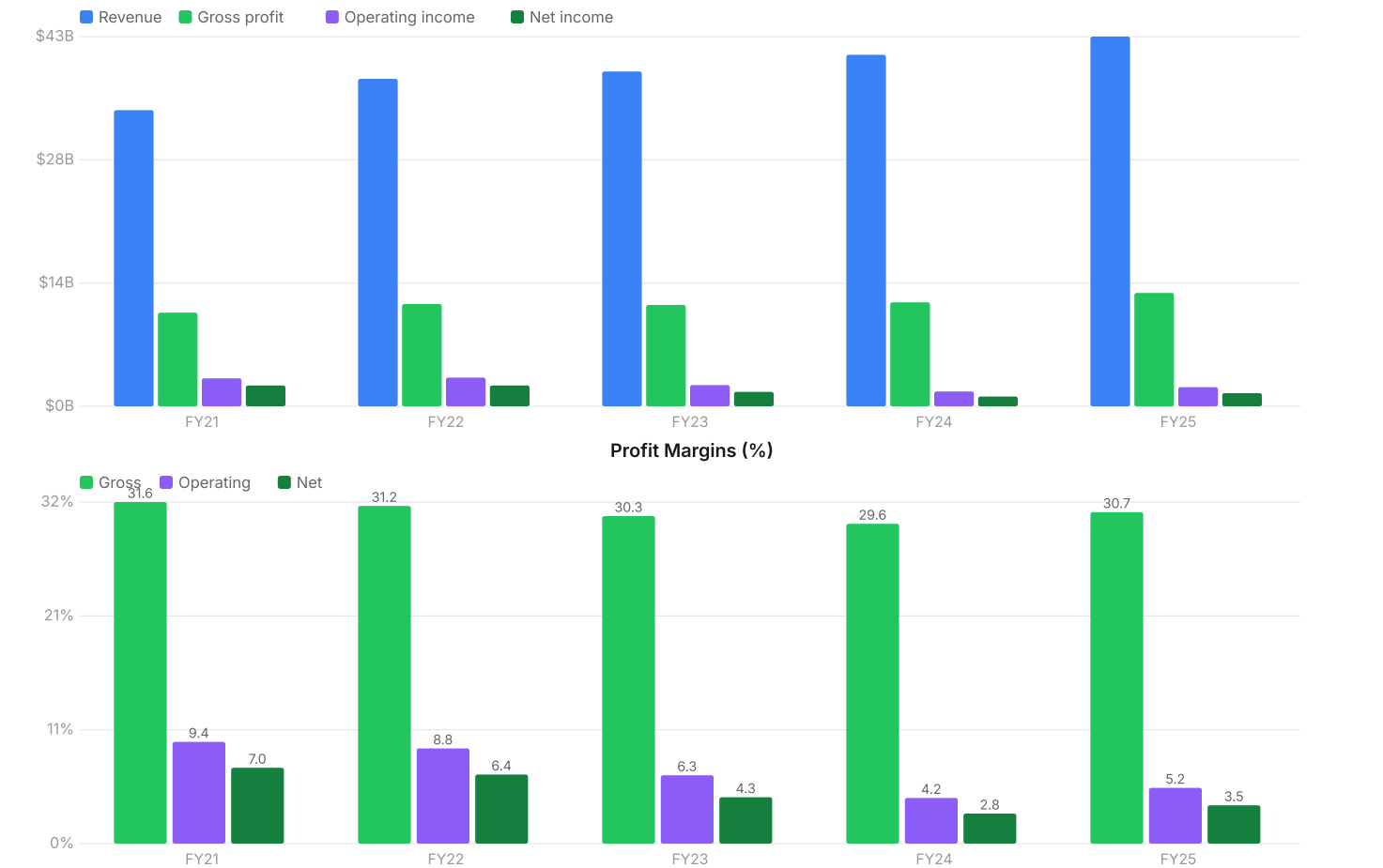
BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement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

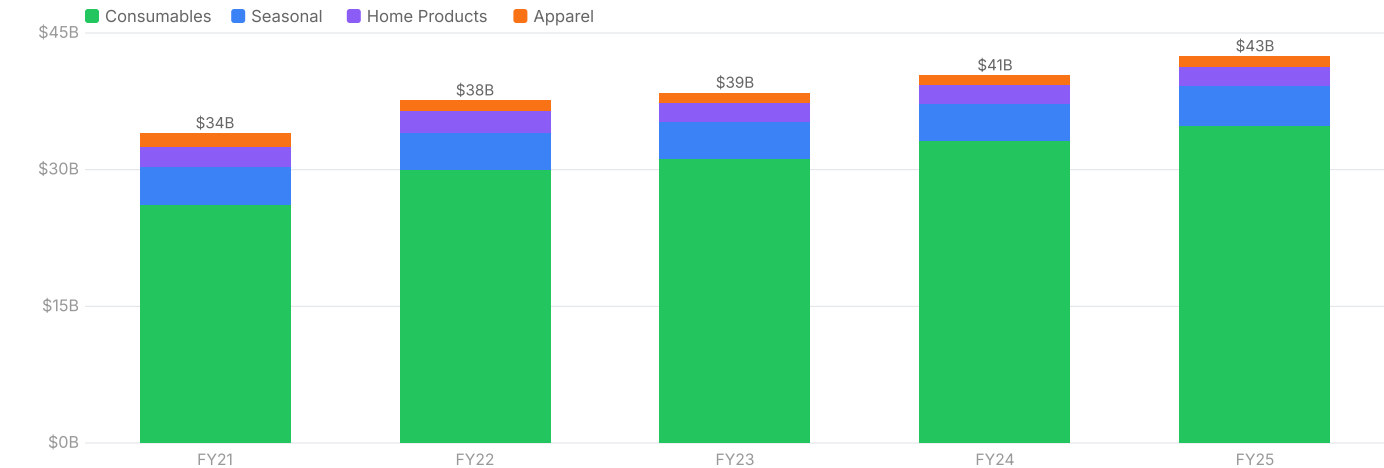
INCOME TRENDS — 5 YEAR

live financials



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+1.4%	+10.6%	+2.2%	+5.0%	+5.2%
Gross profit	+0.9%	+9.3%	-0.9%	+2.5%	+9.0%
Operating income	-9.4%	+3.3%	-26.5%	-29.9%	+28.6%
Net income	-9.6%	+0.7%	-31.2%	-32.3%	+34.4%

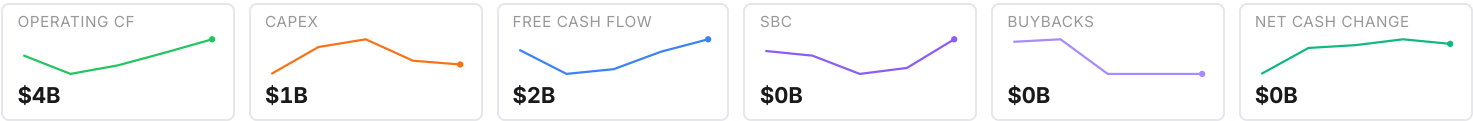
22 INCOME STATEMENT — FULL

live financials

\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	34.2	37.8	38.7	40.6	42.7	
Cost of revenue	23.4	26.0	27.0	28.6	29.6	
Gross profit	10.8	11.8	11.7	12.0	13.1	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	7.6	8.5	9.3	10.3	10.9	
Operating income	3.2	3.3	2.4	1.7	2.2	
EBITDA	3.9	4.1	3.3	2.7	3.2	
D&A	0.6	0.7	0.8	1.0	1.0	
Pretax income	3.1	3.1	2.1	1.4	2.0	
Income tax	0.7	0.7	0.5	0.3	0.5	
Net income	2.4	2.4	1.7	1.1	1.5	
Diluted EPS (\$)	10.17	10.68	7.55	5.11	6.85	
Diluted shares (M)	236	226	220	220	221	

CASH FLOW TRENDS

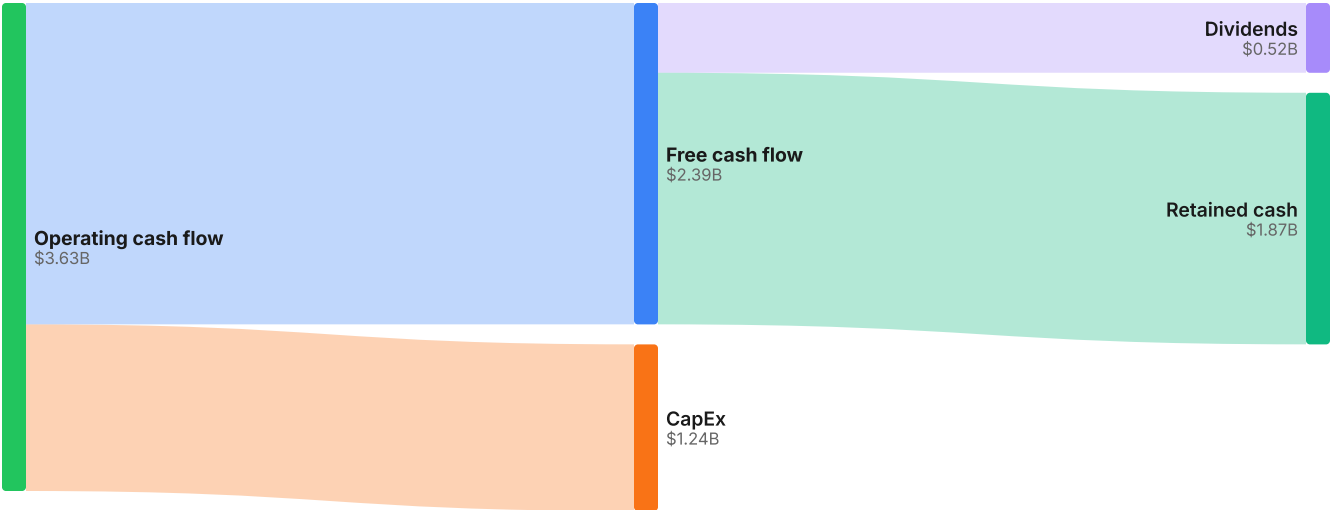
live data



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WHERE THE CASH WENT — FY2025

cash Sankey, live data



Balance Sheet — Full

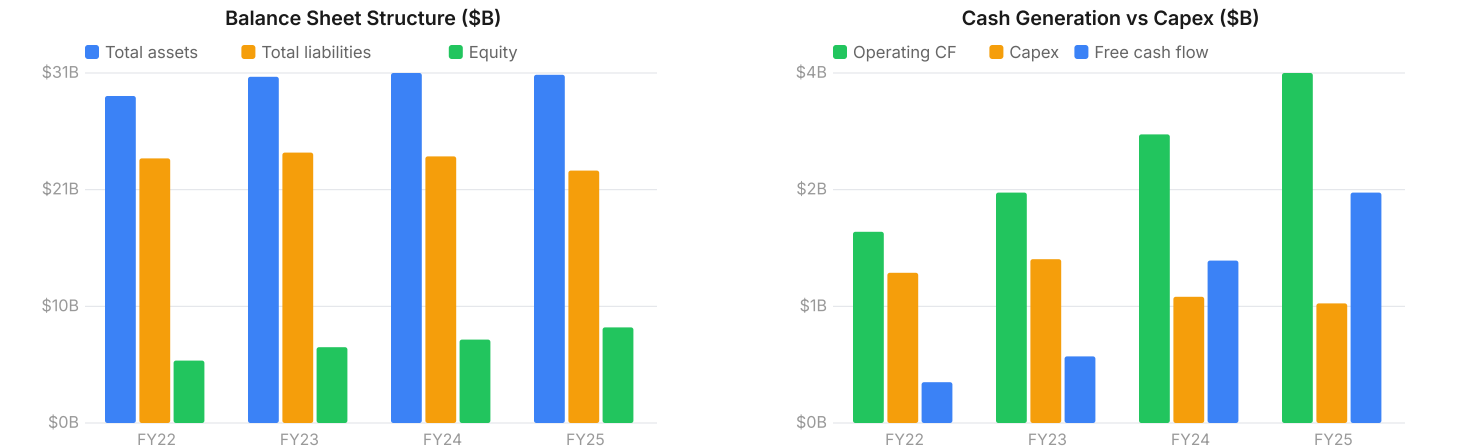
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	0.4	0.5	0.9	1.1	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	0.1	0.1	0.1	0.0	
Total current assets	7.6	8.0	8.2	7.9	
PP&E (net)	15.9	17.2	17.4	17.5	
Goodwill + intangibles	5.5	5.5	5.5	5.5	
Total assets	29.1	30.8	31.1	31.0	
Accounts payable	3.6	3.6	3.8	4.1	
Short-term debt	0.0	0.8	0.5	1.5	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	5.9	6.7	6.9	7.0	
Long-term debt	7.0	6.2	5.7	4.6	
Total liabilities	23.5	24.0	23.7	22.5	
Shareholders' equity	5.5	6.7	7.4	8.5	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	2.4	1.7	1.1	1.5	
D&A	0.7	0.8	1.0	1.0	
Stock-based compensation	0.1	0.1	0.1	0.1	
Working capital change	(2.0)	(0.3)	0.6	0.8	
Operating cash flow	2.0	2.4	3.0	3.6	
Capital expenditures	(1.6)	(1.7)	(1.3)	(1.2)	
Investing cash flow	(1.6)	(1.7)	(1.3)	(1.2)	
Buybacks	(2.7)	0.0	0.0	0.0	
Dividends paid	(0.5)	(0.5)	(0.5)	(0.5)	
Debt issuance / (repay)	1.4	1.5	(0.8)	(1.7)	
Financing cash flow	(0.4)	(0.5)	(1.3)	(2.2)	
Free cash flow	0.4	0.7	1.7	2.4	

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23 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	37.1%	40.9%	27.0%	15.9%	19.0%	20%	
ROA	9.2%	8.7%	5.5%	3.6%	4.9%	5.3%	
ROIC	12.5%	11.3%	7.9%	5.6%	7.3%	7.0%	
Gross margin	31.6%	31.2%	30.3%	29.6%	30.7%	31.2%	
Operating margin	9.4%	8.8%	6.3%	4.2%	5.2%	5.6%	
Net margin	7.0%	6.4%	4.3%	2.8%	3.5%	3.9%	
EBITDA margin	11.3%	10.7%	8.5%	6.6%	7.6%	8.1%	
FCF margin	5.2%	1.1%	1.8%	4.2%	7.2%	—	
VALUATION							
P/E	18.53	19.86	17.30	13.65	20.99	17.4	
P/B	7.10	8.66	4.26	2.07	3.73	3.2	
P/S	1.30	1.27	0.74	0.38	0.74	0.68	
P/FCF	24.77	113.18	41.57	9.11	10.29	11.0	
EV/EBITDA	15.11	16.10	14.05	11.87	14.29	12.4	
EV/Revenue	1.71	1.72	1.20	0.79	1.08	1.0	
Earnings yield	5.4%	5.0%	5.8%	7.3%	4.8%	5.74%	
FCF yield	4.0%	0.9%	2.4%	11.0%	9.7%	9.11%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	1.05	1.29	1.19	1.19	1.13	1.21	
Quick ratio	0.12	0.14	0.15	0.21	0.22	0.31	
Debt / equity	2.28	3.19	2.68	2.36	1.85	1.68	
Debt / assets	54.1%	60.7%	58.7%	56.1%	50.8%	48.5%	
Net debt / EBITDA	3.60	4.26	5.33	6.15	4.50	3.99	
Interest coverage	20.46	15.75	7.49	6.25	9.52	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	1.31	1.37	1.29	1.31	1.38	1.36	
Receivables turnover	363.75	324.61	311.98	339.29	592.20	578.6	
DSO (days)	1	1	1	1	1	1	
DPO (days)	57	51	48	47	49	53	
Cash conversion cycle	28	37	46	41	32	27	
GROWTH (YoY)							
Revenue growth	1.4%	10.6%	2.2%	5.0%	5.2%	—	
Net income growth	-9.6%	0.7%	-31.2%	-32.3%	34.4%	—	
EPS growth	-4.6%	5.1%	-30.4%	-32.3%	33.6%	—	
FCF growth	-37.0%	-76.4%	63.1%	143.8%	82.9%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	10.32	10.85	7.55	5.11	6.83	7.72	
Book value / share	26.93	24.88	30.69	33.70	38.46	42.11	
Revenue / share	147.18	169.93	175.96	184.60	193.05	197.81	
FCF / share	7.72	1.90	3.15	7.66	13.93	12.24	
Cash / share	1.48	1.71	2.44	4.24	5.14	7.21	
SHAREHOLDER RETURN & SCORES							
Buyback yield	5.7%	5.7%	0.0%	0.0%	0.0%	—	
Altman Z-Score	3.18	3.05	2.41	2.08	2.70	2.7	
Piotroski F-Score	5	5	5	6	7	7/9	
Beneish M-Score	-2.47	-2.08	-2.68	-2.73	-3.71	-2.95	

24 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	7 / 9	Strong		
Altman Z-Score	2.7	Grey zone	Grey	
Income quality	2.18	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.95	Non-manipulator	vs -2.22 threshold	

25 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.76	Revenue stability	0.98
Interest burden		0.92	Earnings stability	0.69
Operating margin		5.6%	Earnings persistence	0.83
Asset turnover		1.37×	Revenue CAGR 3y	4.0%
Financial leverage		3.69×	EPS CAGR 3y	-7.9%
= ROE		20%	FCF CAGR 3y	206.8%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 0.00%	DIVIDEND YIELD 1.76%	TOTAL SHAREHOLDER RETURN 1.85% cash yield	SBC / REVENUE 0.3% dilution pressure
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26 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



27 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
DLTR	\$23.3B	15.1	46%	10.5%	-7.8%	8/9	+32.1%
BJ	\$13.0B	22.3	28%	2.8%	+9.1%	6/9	+10.7%
TGT	\$70.1B	15.9	26%	7.1%	+2.0%	6/9	+78.2%
OLLI	\$5.5B	20.7	15%	11.5%	+14.4%	7/9	-24.3%
PSMT	\$5.2B	32.6	12%	2.7%	+10.2%	4/9	—
K	\$29.0B	47.7	33%	9.5%	+18.3%	5/9	—
KHC	\$28.1B	-8.3	-9%	—	-1.6%	5/9	—
HSY	\$34.3B	23.1	33%	16.4%	+7.7%	6/9	—

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

28 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

52 Analysts



MEAN TARGET (QTR) \$145.22 9 targets	TARGET VS. PRICE +8.0% last-quarter mean	NEXT REPORT 2026-12-03 street \$1.39
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CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$42.62B	\$42.77B / \$42.52B	\$6.58	\$6.79 / \$6.45	25
FY2026	\$42.62B	\$42.77B / \$42.52B	\$6.58	\$6.79 / \$6.45	25
FY2027	\$44.52B	\$44.62B / \$44.47B	\$7.91	\$7.97 / \$7.81	23

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29 STREET TARGETS & THIRD-PARTY RATING live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$160.00	+19.0%	1
Last Quarter	\$145.22	+8.0%	9
Last Year	\$139.17	+3.5%	52
All Time	\$155.55	+15.7%	128

Rolling mean of published targets vs. last close \$134.43. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

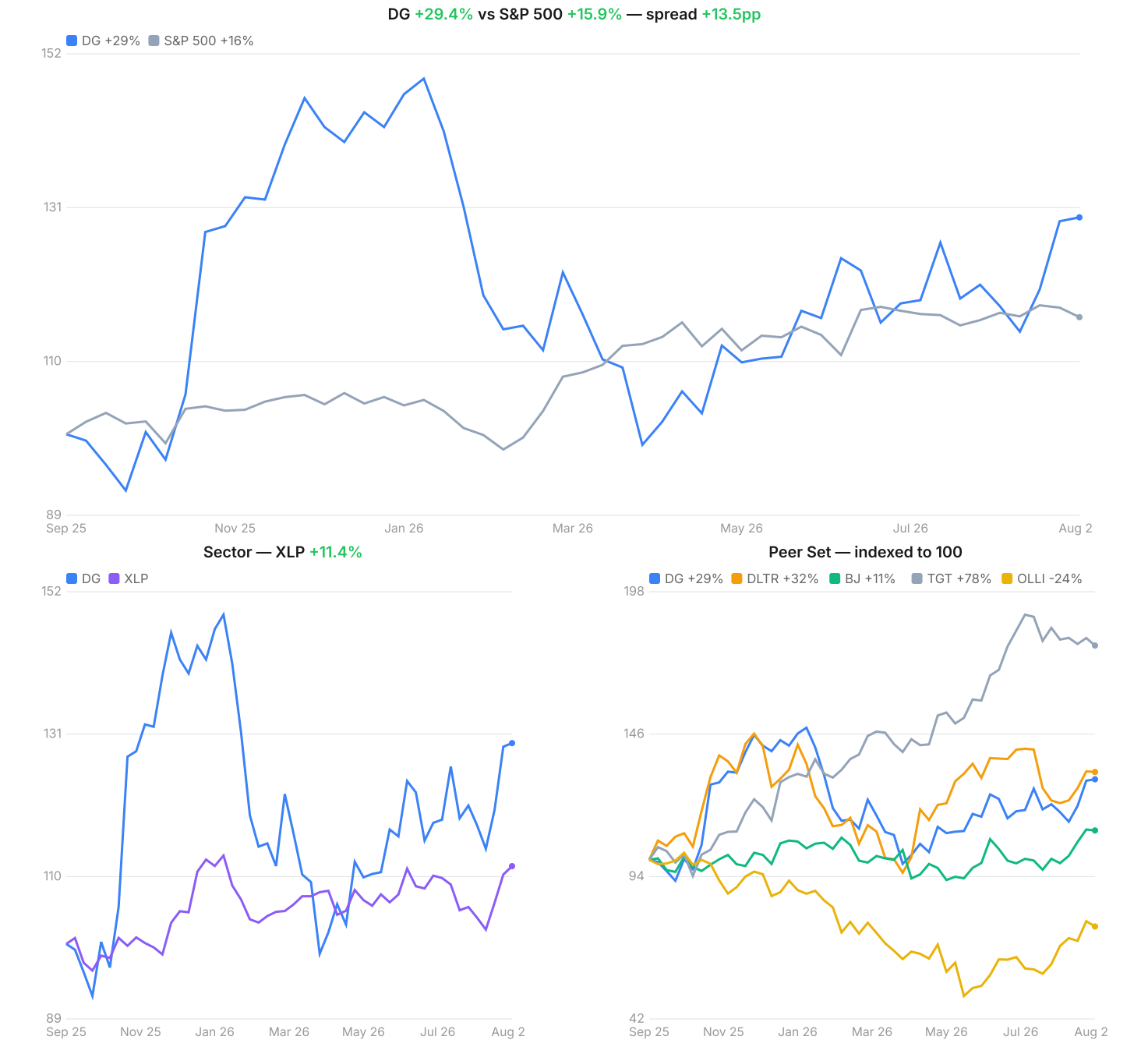
Third-Party Composite Rating

B+

DCF5/5ROE4/5ROA4/5DEBT/EQ1/5P/E3/5P/B2/5

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

30 PRICE PERFORMANCE — INDEXED, 12 MO live prices · benchmark + sector + peer set



All series indexed to 100 at the start of the window, adjusted closes.

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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	\$123.82	+10.61	+8.57%	Above
SMA 50	\$124.29	+10.14	+8.16%	Above
SMA 200	\$126.27	+8.16	+6.46%	Above
EMA 9	\$128.38	+6.05	+4.71%	Above
EMA 21	\$125.73	+8.70	+6.92%	Above
EMA 50	\$124.13	+10.30	+8.30%	Above
EMA 200	\$121.20	+13.23	+10.92%	Above

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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31 TECHNICAL POWER SCORE

EDGE · site engine · 83/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +66

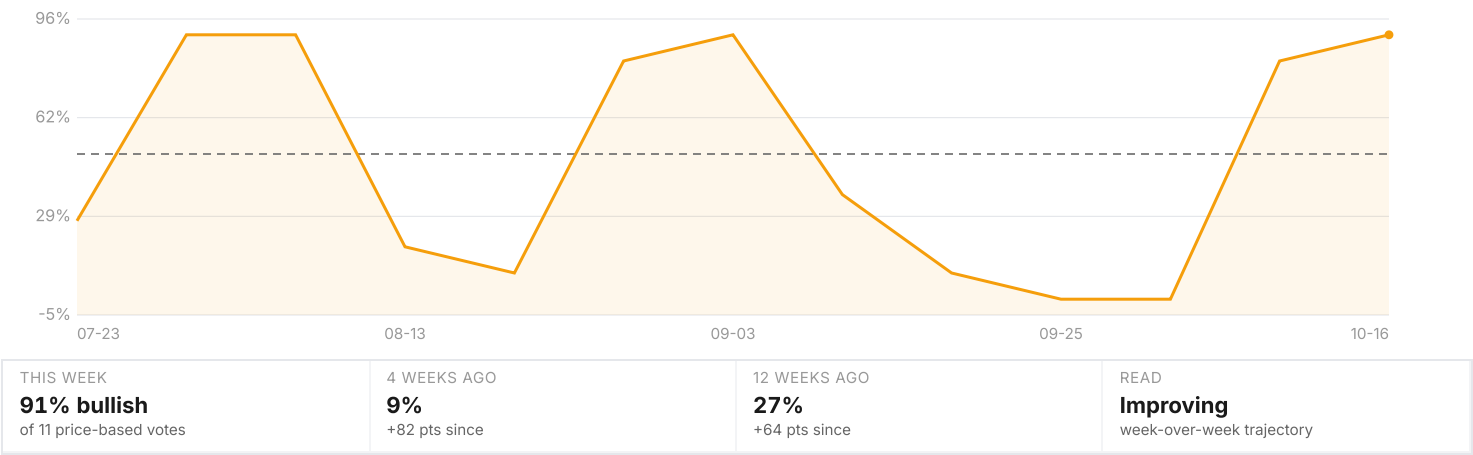
20 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%		89
Momentum 25%		100
Volume 20%		69
Volatility 10%		100
Patterns 15%		50

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



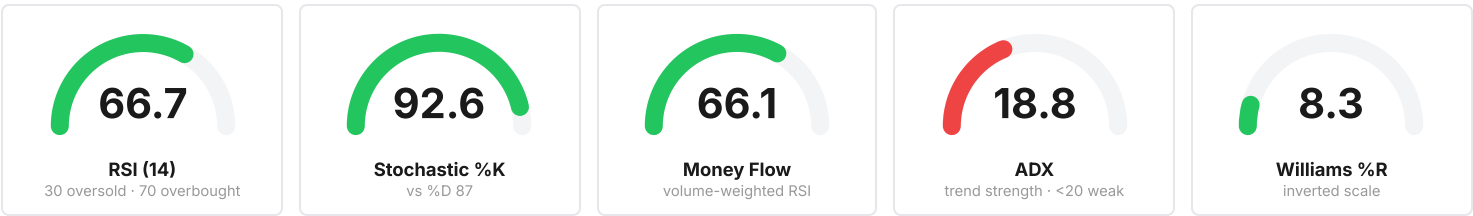
INDICATOR VOTE GRID

20 bull / 2 bear

● Price vs SMA 20	\$123.82	● Price vs SMA 50	\$124.29	● Price vs SMA 200	\$126.27
● EMA 9/21 Cross	128.4/125.7	● SMA 50/200	Death	● ADX Direction	ADX 19
● Supertrend	\$123	● Parabolic SAR	\$122	● SMA Slope	0.600
● RSI	66.7	● Stochastic K/D	93/87	● StochRSI K/D	100/93
● Williams %R	-8	● CCI	222	● TSI vs Signal	13.1
● CMO	33.4	● ROC	13.59%	● OBV Signal	Accum
● Chaikin MF	-0.140	● MFI	66	● Force Index	3M
● Elder Ray Bull	10.30				

INDICATOR GAUGES

site technicals-tab style



32 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$133.96 / \$135.56 / \$137.23	S1 / S2	\$132.29 / \$130.69
Bollinger (20,2)	\$114.70 - \$132.93	Squeeze	Off
52-wk range	\$95.11 - \$158.23	Off 52-wk high	-15.0%
ATR (14)	\$3.95 (2.9%)	Historical vol	29.4%

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SEASONALITY — 17-YEAR AVERAGES

live model · win rates shown

-1.2% Jan 41%	+0.6% Feb 47%	+3.2% Mar 59%	+3.4% Apr 81%	+0.5% May 56%	+4.0% Jun 69%	-0.7% Jul 50%	-2.2% Aug 44%	-0.3% Sep 56%	+1.1% Oct 44%	+3.8% Nov 71%	+2.2% Dec 65%
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Sample: 17 years — treat short histories as suggestive, not statistical.

34

RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	DG	S&P 500
Weekly volatility (σ , 1y)	5.56%	1.83%
Best / worst week (1y)	+20.9% / -9.6%	—
Max drawdown (5y, monthly)	-71.0%	—
1-week VaR (95%)	-8.0%	—
Beta (5y)	0.23	1.00

35

EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

DG EQUITY WEATHER (LIVE)

PARTLY CLOUDY · +26

Trend

Momentum

Volume

Volatility

Breadth

+42

+69

+35

-60

-22

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

19.99

Normal

DOW THEORY

Confirmed

Bearish

SPY / QQQ TSI

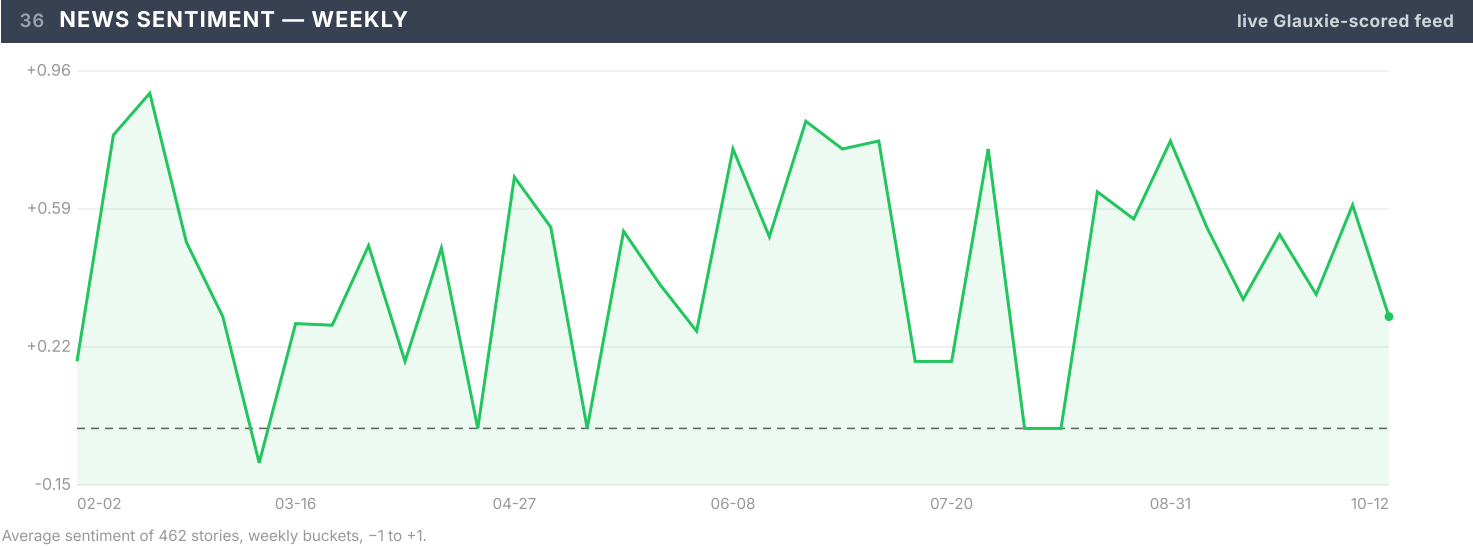
7.2 / 4.7

trend strength

SECTOR STRENGTH

46/100

breadth average



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37 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Partly Cloudy

OVERALL +25.5 +10.6 vs industry		TREND +41.6 +5.2 vs industry	MOMENTUM +68.9 +25.1 vs industry	VOLUME +35.2 +6.0 vs industry
READING	DG	DISCOUNT STORES N=55	CONSUMER DEFENSIVE N=3,080	ALL US SYMBOLS N=70,435
Overall	+25.5	+14.9	-15.7	-20.5
Trend	+41.6	+36.4	-19.0	-21.3
Momentum	+68.9	+43.9	-6.2	-15.8
Volume	+35.2	+29.2	-5.0	-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.

38 EXECUTIVE COMPENSATION

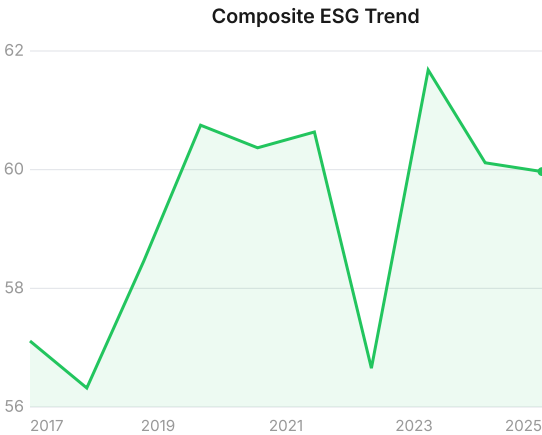
live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Todd J. Vasos, Chief Executive Officer	\$8.2M	74% equity+incentive
Emily C. Taylor, Chief Operating Officer	\$8.1M	88% equity+incentive
Steven R. Deckard, Former Executive Vice Pre	\$7.7M	66% equity+incentive
Rhonda M. Taylor, Executive Vice President &	\$7.6M	88% equity+incentive
Donny H. Lau, Executive Vice President & Chi	\$7.6M	85% equity+incentive

39 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	52
Social	63
Governance	68
Composite ESG	61



40 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-08-28	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-08-27	Earnings Release; Regulation FD; Exhibits	2.02,7.01,9.01
2026-06-02	Earnings Release; Shareholder Vote; Regulation FD; Exhibits	2.02,5.07,7.01,9.01
2026-03-24	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-03-12	Results of Operations and Financial Condition; Regulation FD Disclosur	2.02,7.01,9.01
2026-02-03	Departure/Election of Directors; Appointment of Officers; Regulation F	5.02,7.01,9.01
2025-12-04	Results of Operations and Financial Condition; Regulation FD Disclosur	2.02,7.01,9.01
2025-11-17	Departure/Election of Directors; Appointment of Officers; Financial St	5.02,9.01

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41 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.

42 DISCLOSURES

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43 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 · 2020 to 2025
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-12-03 to 2026-08-27
Analyst estimates	dim/forward_estimates	3 rows · 2026-01-30 to 2027-01-30
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	69 rows · 2007 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-05-28 to 2026-09-03
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	4 rows · 2026-02-09 to 2026-08-07
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.