

The Kroger Co. (KR)

Consumer Defensive / Grocery Stores · New York Stock Exchange

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

LAST CLOSE \$63.63 2026-10-16	MARKET CAP \$37.6B VOLUME 6.5M	52-WK HIGH \$76.58 52-WK LOW \$54.15	TRAILING PE 34.4 P/S 0.25	GROSS MARGIN 23.1% NET MARGIN 0.7%	ROE 17% ROIC 5%	PIOTROSKI 7/9 ALTMAN Z 4.4	1-YR RETURN -7.1% 5-YR RETURN +217.5%
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The Kroger Co. functions as a significant retail entity throughout the United States, encompassing a varied collection of store formats. Its operations include integrated food and drug stores, which stock a broad range of products from natural and organic sections to pharmacies, general merchandise, pet centers, fresh seafood, and organic produce. The company also runs multi-department stores that broaden their offerings to include apparel, home fashion and furnishings, outdoor living goods, electronics, automotive products, and toys. Furthermore, Kroger's marketplace stores blend comprehensive grocery services, pharmacies, health and beauty care, and perishable items with general merchandise such as clothing and household goods. Its price impact warehouse stores, on the other hand, concentrate on providing groceries, health and beauty essentials, meat, dairy, baked goods, and fresh produce at competitive prices. Beyond its retail presence, Kroger is involved in manufacturing and processing food products, which it then sells through its own supermarkets and online platforms. The company also operates 1,613 fuel centers, selling fuel to customers. As of January 29, 2022, The Kroger Co. managed 2,726 supermarkets, operating under numerous brand names across 35 states and the District of Columbia. Established in 1883, the company is headquartered in Cincinnati, Ohio.

SECTOR Consumer Defensive INDUSTRY Grocery Stores EXCHANGE NYSE MARKET CAP \$37.6B EMPLOYEES 403,000 (SEC-filed) CEO Gregory S. Foran
IPO 1977-01-02 COUNTRY US
1014 Vine Street, Cincinnati, OH 45202 · Tel 513 762 4000 · [thekrogerco.com](https://www.thekrogerco.com)

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

39 / 100

Street mean \$72.00 (7 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

ROUTINE SELLING — LOW SIGNAL

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

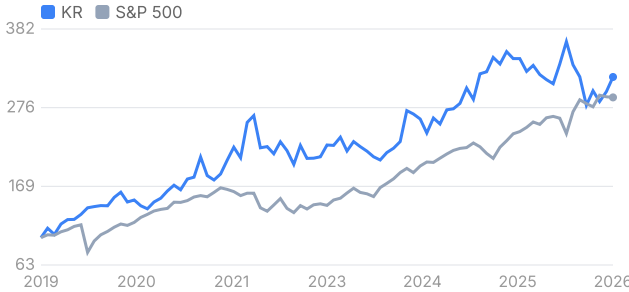
2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · KR -7.1% · S&P 500 +15.9% · spread -23.0pp



7 Years vs S&P 500 · KR +217.5% · S&P 500 +189.9% · spread +27.6pp



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

39
OF 100

Score Breakdown

Profitability	24/100
Growth	23/100
Momentum	56/100
Quality	43/100
Earnings Quality	77/100
Balance Sheet	24/100
Value	43/100
Risk (safety)	100/100
Overall	39.1/100

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
ACI	33
SFM	54
EL	54
KVUE	62
ADM	54
KMB	53
KR	39

IS Score Trend — quarterly



14 quarters, 23 Q1 to 26 Q2. Peak 60 in 23 Q1, latest 39 — -21 since. Dropped below the 55 line in 24 Q4, at 51. Fell in 3 of the last 4 quarters. Dashed line marks 40 on the 0-100 scale.

4 TWO READINGS

business vs price

BUSINESS QUALITY

39 / 100

IS Score **39.1** / 100 · -20.9 from peak of 60

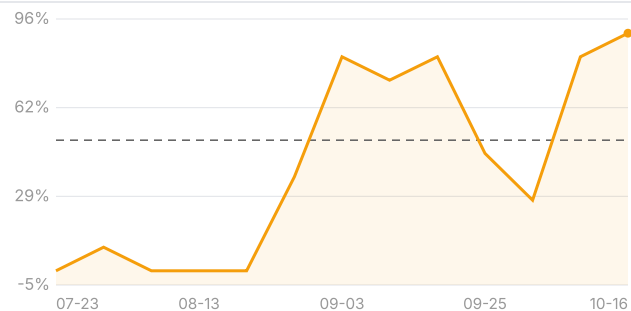


Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

BULLISH

Technical Score **88** / 100 · Power +77 · 21 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.

These two disagree — business quality 39, price structure 88 out of 100, so the price reads better than the business does. We publish the disagreement rather than resolving it: they answer different questions, and the gap between them is information, not an error.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 55 and holds two consecutive quarters	now 39.1	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 35 → 42 → 42 → 39	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 1,402 → now 1,322	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

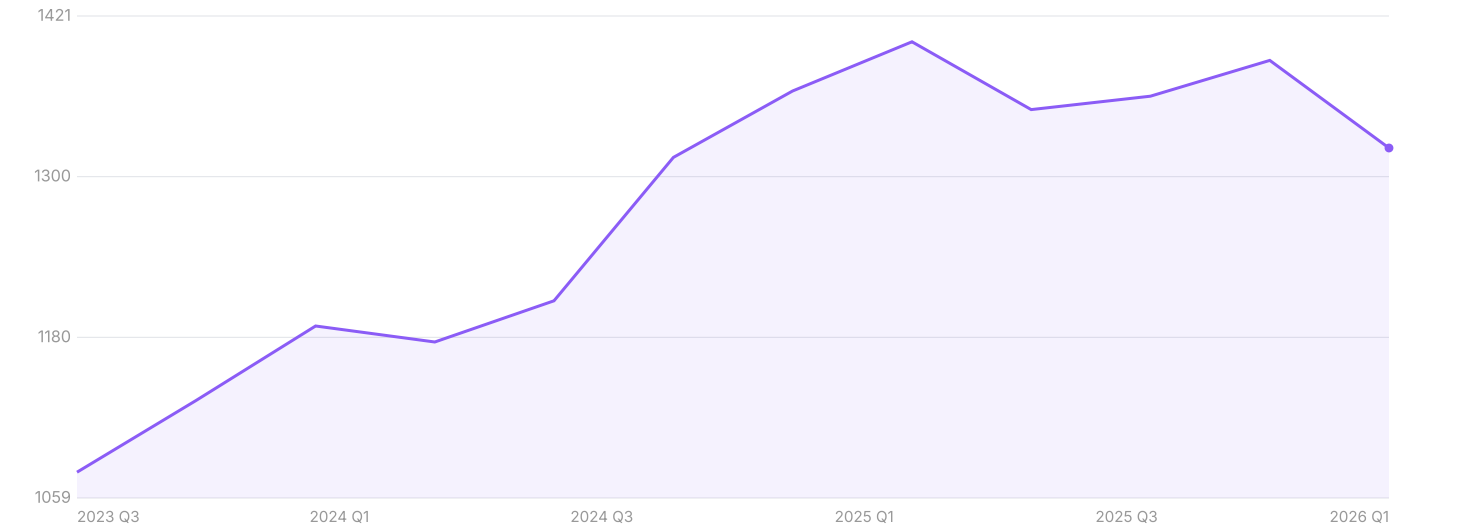
SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 9 buys 2026-09-11	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1111 up / 859 down net +252 funds	INSTITUTIONS ADDED (13F) -66 managers opening or increasing		

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 1,402 · latest 1,322 (-80 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	1,322	528.9M	\$28.7B	87.3%
2026 Q1	1,388	524.5M	\$37.6B	86.5%
2025 Q4	1,361	536.6M	\$33.1B	88.5%
2025 Q3	1,351	544.6M	\$36.3B	89.9%
2025 Q2	1,402	559.1M	\$39.7B	92.3%
2025 Q1	1,365	572.4M	\$38.4B	94.5%
2024 Q4	1,315	586.3M	\$35.5B	96.8%
2024 Q3	1,207	579.0M	\$32.8B	95.5%
2024 Q2	1,176	578.7M	\$30.3B	95.5%
2024 Q1	1,188	581.1M	\$32.6B	95.9%
2023 Q4	1,132	582.0M	\$27.1B	96.0%
2023 Q3	1,078	583.4M	\$26.7B	96.3%

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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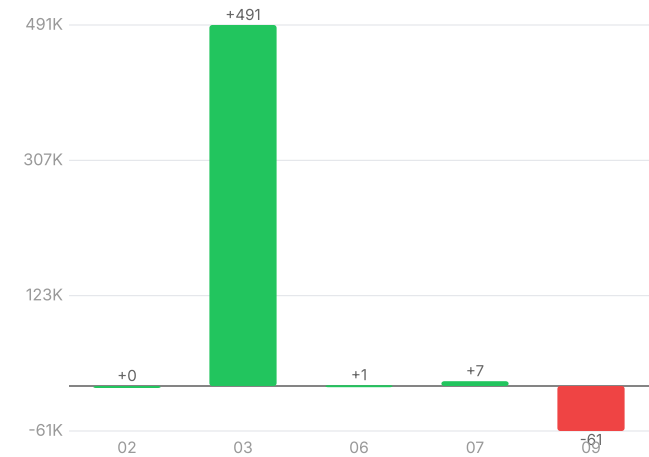
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Demartino Emilee F.	Executive Vice President	2026-09-25	A-Award	12,769	—	12,769
Shaffer Megan N.	Group Vice President	2026-09-25	TAX W/H	269	\$0.02M	31,938
Vincent George H.	Executive Vice President	2026-09-25	TAX W/H	1,677	\$0.10M	17,982
Adcock Mary Ellen	Executive Vice President	2026-09-18	EXERCISE	37,960	\$1.33M	237,288
Adcock Mary Ellen	Executive Vice President	2026-09-18	EXERCISE	10,846	\$0.42M	248,134
Adcock Mary Ellen	Executive Vice President	2026-09-18	SELL	37,960	\$2.31M	210,174
Adcock Mary Ellen	Executive Vice President	2026-09-18	SELL	10,846	\$0.66M	199,328
Adcock Mary Ellen	Executive Vice President	2026-09-18	SELL	24,095	\$1.46M	175,233

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	4	102,901	\$6.2M	Counted
M — Exercises (paired A/D)	2	48,806	\$1.7M	None — mechanics
F — Tax withholding	52	107,616	\$8.0M	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	\$6.2M 4 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
2025-07-16	Moore Clyde R	3,810	\$0.3M
2025-07-11	Moore Clyde R	26,814	\$1.9M
2025-04-03	Mcmullen W Rodney	283,461	\$19.9M
2025-04-02	Mcmullen W Rodney	91,400	\$6.2M
Trailing 12 mo	0 filings	—	\$0M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-05-12	SCHEDULE 13G	STATE STREET CORPORATION	5.00%	30.5M sh
2026-04-30	SCHEDULE 13G	Vanguard Capital Management	6.90%	42.4M sh
2026-04-29	SCHEDULE 13G	Vanguard Portfolio Management	5.18%	31.9M sh
2026-03-27	SCHEDULE 13G/A	The Vanguard Group	—	exit/reporting change

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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	2026-09-11	2026-10-09
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-04	2026-10-09
David Taylor	House	BUY	\$1,001 - \$15,000	2026-07-24	2026-08-07
John Boozman	Senate	BUY	\$1,001 - \$15,000	2026-02-26	2026-03-06
Jerry Moran	Senate	SELL	\$1,001 - \$15,000	2023-12-14	2024-01-17
Jerry Moran	Senate	SELL	\$1,001 - \$15,000	2023-12-14	2024-01-17
HOUSE 12-MO 34 trades 19 purchases		SENATE 12-MO 1 trades 1 purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13 INSTITUTIONAL OWNERSHIP & 13F FLOW				live 13F data
13F FILERS (LAST COMPLETE Q) 1,388	13F SHARES 524M 86.5% of shares out	NEW / CLOSED 181 / 132 positions, QoQ	INCREASED / REDUCED 466 / 562 positions, QoQ	
PUT/CALL (13F) 0.91 option positions	FREE FLOAT 99.7% 589M sh			

2.8 · Largest Reporting 13F Managers

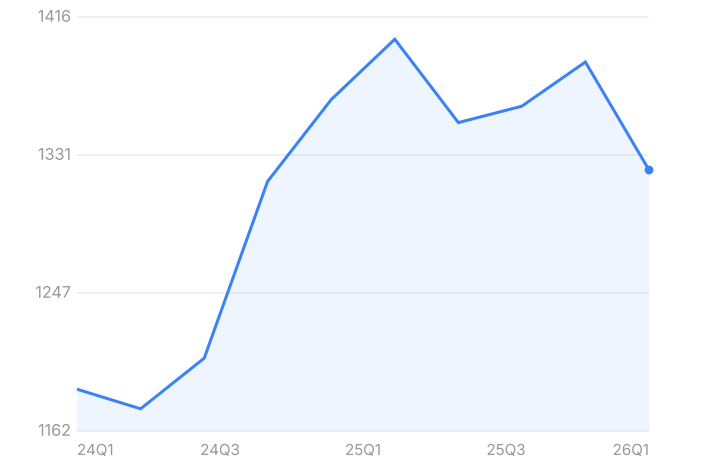
MANAGER	SHARES	VALUE
Birch Hill Investment Advisors Llc	742,371	\$44M
Fjarde Ap - Fonden /Fourth Swedish N	523,742	\$31M
Wealth Enhancement Advisory Servic	429,924	\$26M
Valley Wealth Managers, Inc.	386,667	\$23M
Assenagon Asset Management S.A.	313,777	\$18M
Asr Vermogensbeheer N.V.	215,372	\$13M

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

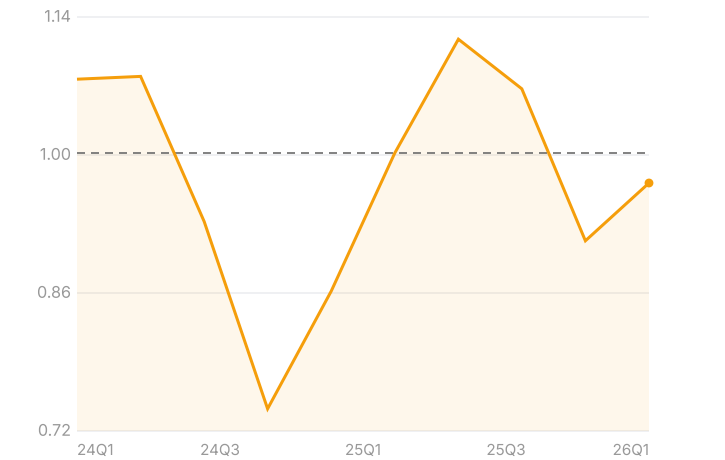
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.0%	\$1.1B
VTSAX	0.0%	\$1.1B
VTI	0.0%	\$1.1B
VSMPX	0.0%	\$1.1B
VOO	0.0%	\$819M
VFINX	0.0%	\$819M

13F Filers Holding KR — quarterly



Institutional Put/Call — quarterly

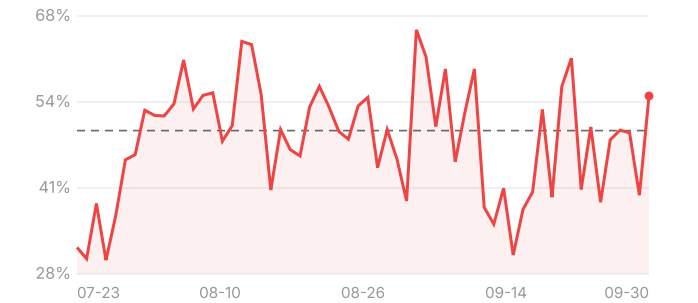


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14 SHORT VOLUME — DAILY, 60 SESSIONS

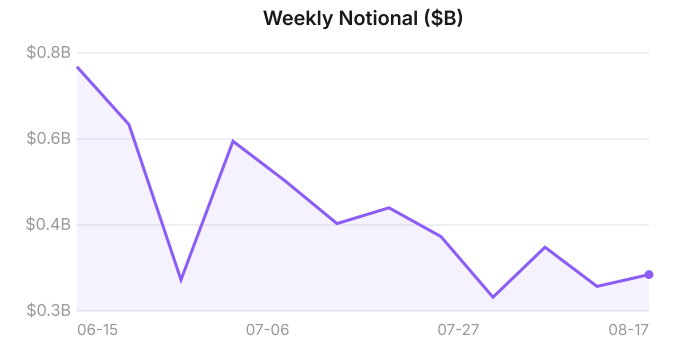
EDGE · live FINRA feed



LATEST SESSION 55.3% 2026-10-15	20-DAY AVG 46.0% 50-day 49.9%	TREND Falling 20d vs 50d	BY MARKET CENTER Q: 55% · N: 61% · B: 48% latest session
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15 DARK POOL ACTIVITY

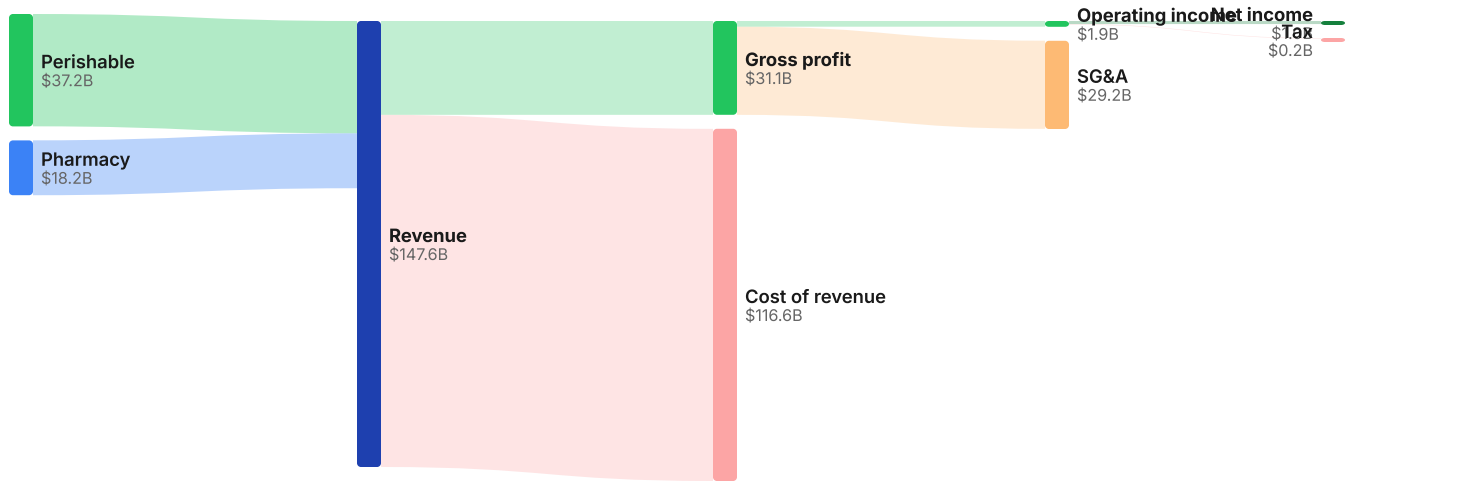
EDGE · live ATS data



Where KR Trades in the Dark		
ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	5.7M	60 sh
Ubsa Ubs Ats	4.6M	60 sh
Ebxi Level Ats	4.3M	36 sh
Mstx Ms Trajectory Cross (Ats-1)	3.4M	71 sh
Sgmt Sigma X2	2.5M	64 sh
Pure Purestream	2.2M	37 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



Where a dollar of The Kroger Co. revenue goes. All values FY2025 filings, live.

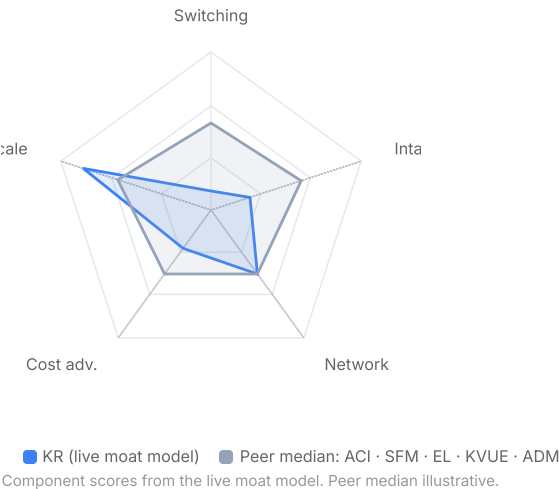
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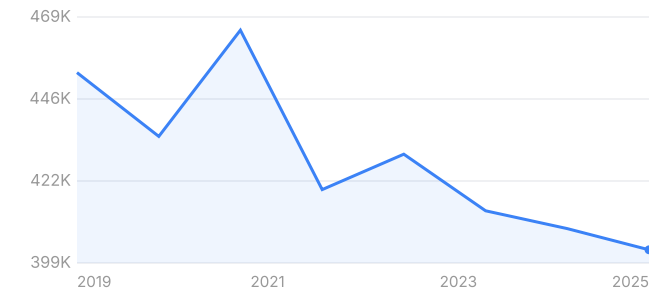
17 MOAT & COMPETITIVE POSITION

LIVE MODEL · 36/100 NONE

Moat score 36/100 — None; primary source Efficient Scale.



3.8 · Employees (SEC filings)



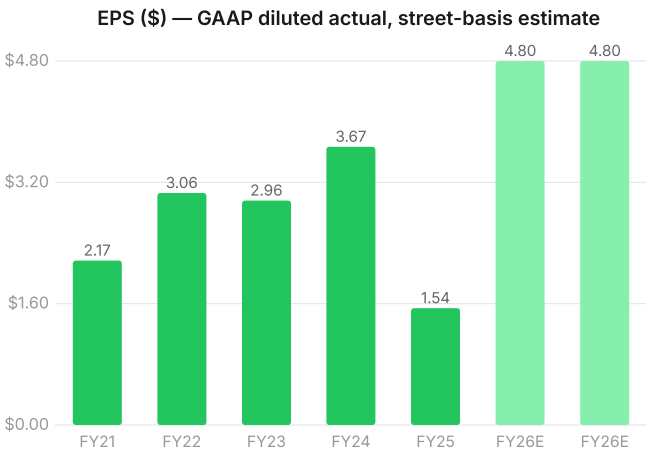
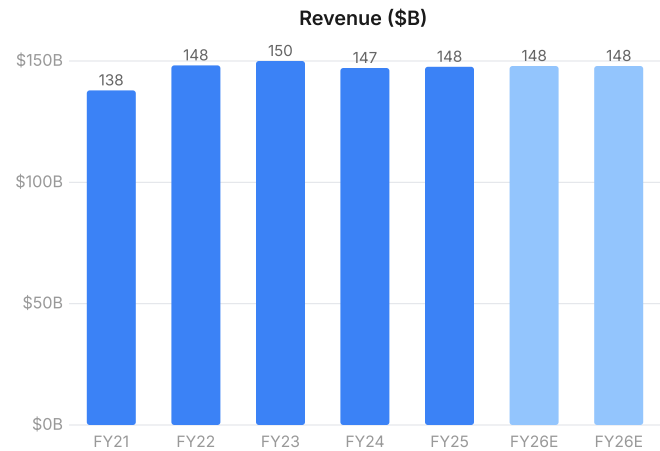
18 CORPORATE INFORMATION — KEY OFFICERS

403,000 employees

OFFICER	TITLE
Ronald L. Sargent	Non-Executive Chairman
David John Christopher Kennerley	Executive Vice President & Chief Financial Officer
Timothy A. Massa	Executive VP & Chief Associate Experience Officer
Yael Cosset	Executive Vice President & Chief Digital Officer

19 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus



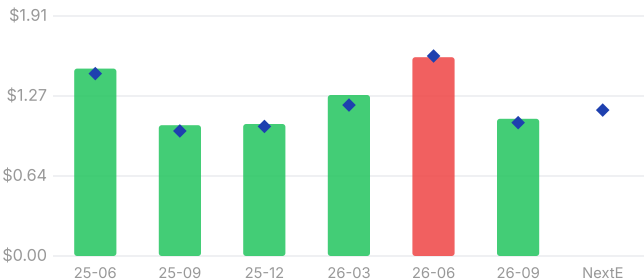
Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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20 ESTIMATE VS. ACTUAL & SURPRISES

live data

Quarterly EPS — Actual vs. Consensus



BEATS (>2%)
4 of 6
recent quarters

AVG SURPRISE
+3.0%

NEXT REPORT
2026-12-03

INCOME QUALITY
6.08
OCF + net income

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 —%

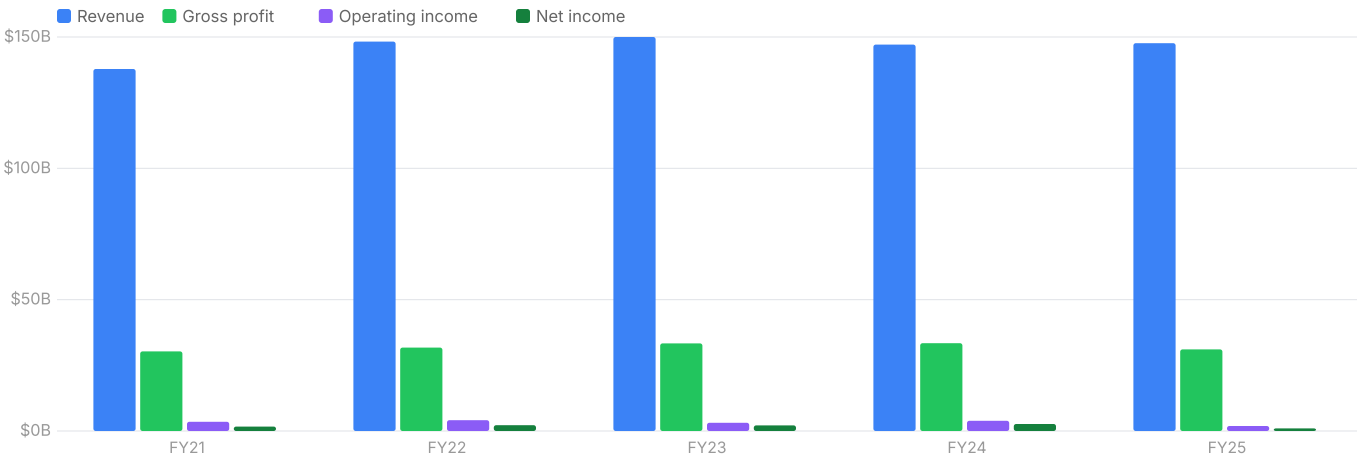
SURPRISE TREND
—
last 4 vs prior 4

PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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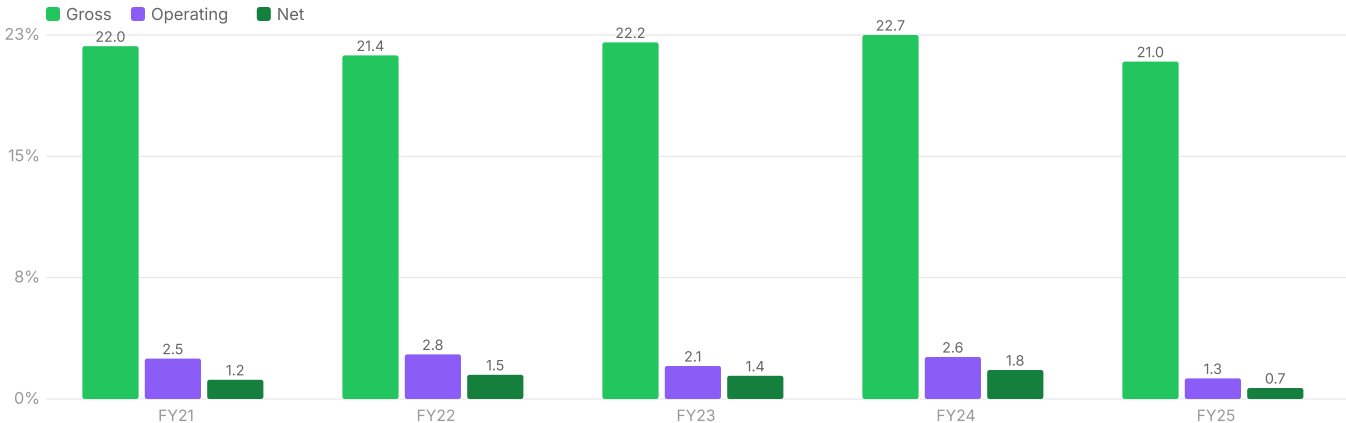
Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

INCOME TRENDS — 5 YEAR

live financials

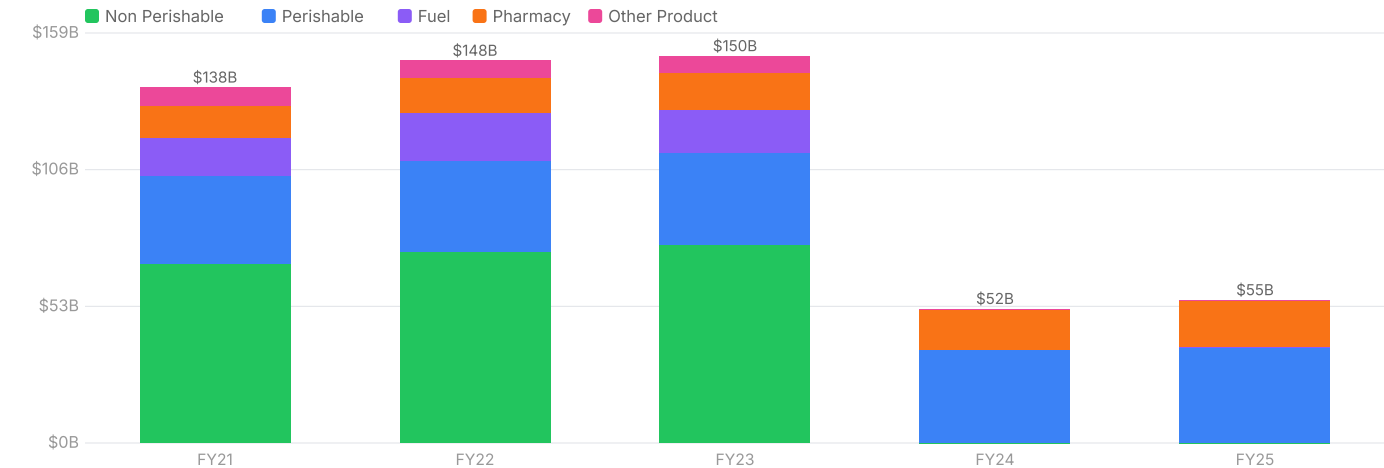


Profit Margins (%)



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+4.1%	+7.5%	+1.2%	-1.9%	+0.4%
Gross profit	-1.8%	+4.7%	+5.0%	+0.1%	-7.0%
Operating income	+25.1%	+18.7%	-25.0%	+24.3%	-50.9%
Net income	-36.0%	+35.6%	-3.6%	+23.2%	-61.9%

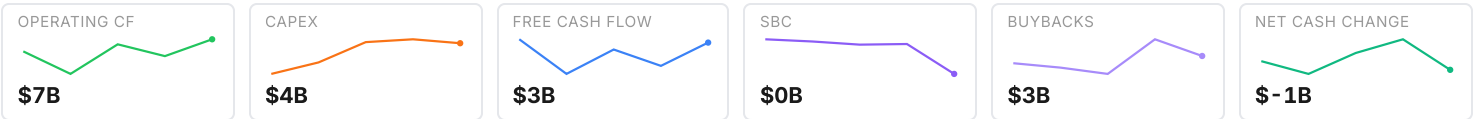
22 INCOME STATEMENT — FULL

live financials

\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	137.9	148.3	150.0	147.1	147.6	
Cost of revenue	107.5	116.5	116.7	113.7	116.6	
Gross profit	30.3	31.8	33.4	33.4	31.1	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	0.8	0.8	0.9	0.9	29.2	
Operating income	3.5	4.1	3.1	3.8	1.9	
EBITDA	6.1	7.0	7.0	7.6	5.8	
D&A	3.4	3.6	3.8	3.8	3.9	
Pretax income	2.1	2.9	2.8	3.3	1.2	
Income tax	0.4	0.7	0.7	0.7	0.2	
Net income	1.7	2.2	2.2	2.7	1.0	
Diluted EPS (\$)	2.17	3.06	2.96	3.67	1.54	
Diluted shares (M)	754	727	725	720	655	

CASH FLOW TRENDS

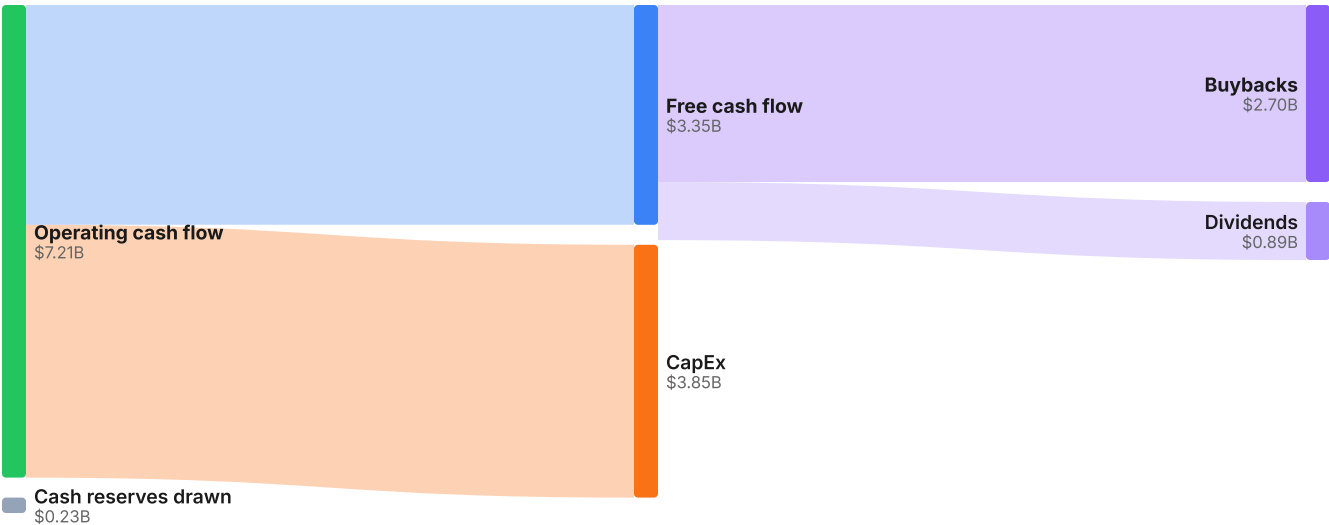
live data



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WHERE THE CASH WENT — FY2025

cash Sankey, live data



Balance Sheet — Full

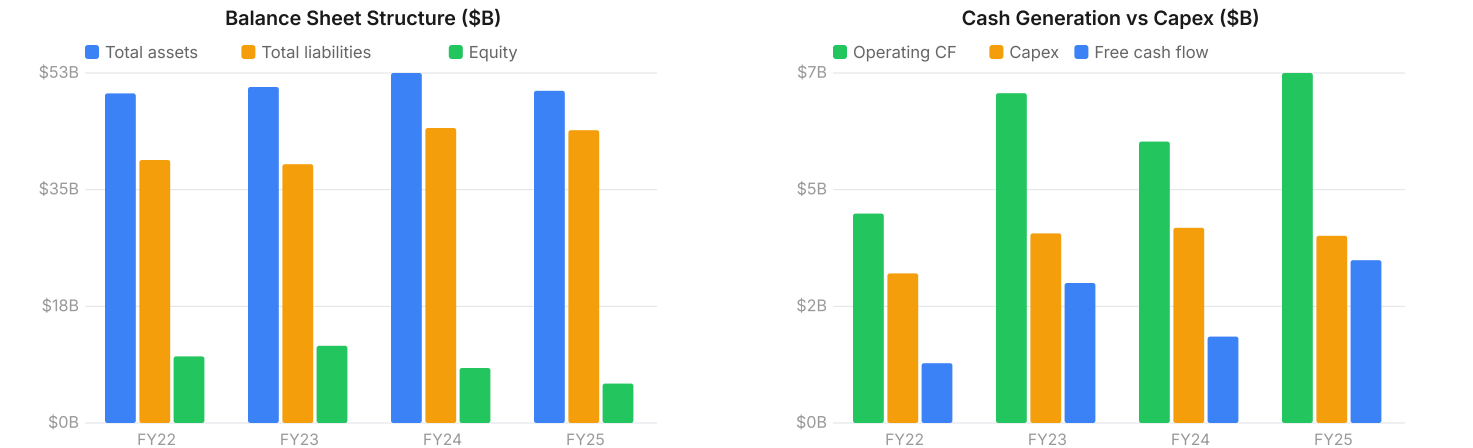
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	1.0	1.9	4.0	3.3	
ST investments	1.1	1.2	1.3	1.2	
Receivables (net)	2.2	2.1	2.2	2.2	
Total current assets	12.7	12.9	15.3	14.5	
PP&E (net)	31.4	31.9	32.5	30.9	
Goodwill + intangibles	3.8	3.8	3.5	3.4	
Total assets	49.5	50.5	52.6	49.9	
Accounts payable	10.2	10.4	10.1	10.5	
Short-term debt	1.2	0.0	0.1	2.4	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	17.2	16.1	15.9	18.1	
Long-term debt	10.1	10.2	15.8	15.8	
Total liabilities	39.5	38.9	44.3	44.0	
Shareholders' equity	10.0	11.6	8.3	5.9	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	2.2	2.1	2.7	1.0	
D&A	3.6	3.8	3.8	3.9	
Stock-based compensation	0.2	0.2	0.2	0.0	
Working capital change	(3.4)	0.8	(1.0)	(0.4)	
Operating cash flow	4.3	6.8	5.8	7.2	
Capital expenditures	(3.1)	(3.9)	(4.0)	(3.9)	
Investing cash flow	(3.0)	(3.8)	(3.2)	(3.9)	
Buybacks	(1.0)	(0.1)	(5.2)	(2.7)	
Dividends paid	(0.7)	(0.8)	(0.9)	(0.9)	
Debt issuance / (repay)	(0.6)	(1.3)	5.6	(0.5)	
Financing cash flow	(2.3)	(2.2)	(0.5)	(4.0)	
Free cash flow	1.2	2.9	1.8	3.4	

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23 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	14.7%	23.0%	20.0%	26.8%	14.3%	17%	
ROA	3.0%	4.5%	4.3%	5.2%	2.0%	2.2%	
ROIC	7.6%	11.3%	8.5%	10.9%	6.2%	5.0%	
Gross margin	22.0%	21.4%	22.2%	22.7%	21.0%	23.1%	
Operating margin	2.5%	2.8%	2.1%	2.6%	1.3%	1.4%	
Net margin	1.2%	1.5%	1.4%	1.8%	0.7%	0.7%	
EBITDA margin	4.4%	4.7%	4.7%	5.2%	3.9%	3.7%	
FCF margin	1.7%	1.0%	1.9%	1.2%	2.4%	—	
VALUATION							
P/E	20.59	13.64	14.80	15.78	38.84	34.4	
P/B	3.13	3.04	2.76	5.07	6.65	6.6	
P/S	0.23	0.21	0.21	0.29	0.27	0.25	
P/FCF	13.42	21.48	11.11	23.52	11.18	16.5	
EV/EBITDA	8.62	6.95	6.86	8.09	10.59	11.1	
EV/Revenue	0.37	0.33	0.32	0.42	0.40	0.4	
Earnings yield	4.9%	7.3%	6.8%	6.3%	2.6%	2.81%	
FCF yield	7.5%	4.7%	9.0%	4.3%	8.9%	6.05%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	0.75	0.74	0.81	0.96	0.80	0.70	
Quick ratio	0.33	0.30	0.36	0.52	0.42	0.31	
Debt / equity	2.16	2.03	1.66	3.03	4.16	4.14	
Debt / assets	41.6%	41.2%	38.1%	47.7%	49.4%	48.8%	
Net debt / EBITDA	3.21	2.60	2.30	2.59	3.57	4.32	
Interest coverage	4.45	6.31	7.31	8.26	2.61	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	2.61	3.01	3.00	2.85	2.88	3.02	
Receivables turnover	74.07	73.00	68.67	67.94	67.31	68.3	
DSO (days)	5	5	5	5	5	5	
DPO (days)	27	27	32	33	33	34	
Cash conversion cycle	5	0	-4	-5	-5	-6	
GROWTH (YoY)							
Revenue growth	-2.5%	16.4%	1.2%	-1.9%	0.4%	—	
Net income growth	-51.9%	55.5%	-3.3%	23.2%	-61.9%	—	
EPS growth	-49.5%	59.5%	-3.4%	28.3%	-57.9%	—	
FCF growth	-40.9%	-35.7%	103.1%	-38.0%	97.4%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	1.94	3.09	2.98	3.83	1.61	1.79	
Book value / share	12.72	13.87	16.02	11.90	9.41	9.65	
Revenue / share	171.37	204.78	206.95	211.38	233.98	246.41	
FCF / share	2.97	1.96	3.98	2.57	5.59	3.75	
Cash / share	3.91	2.96	4.27	7.57	7.26	2.77	
SHAREHOLDER RETURN & SCORES							
Buyback yield	5.3%	3.3%	0.2%	12.3%	6.8%	10.93%	
Altman Z-Score	3.78	4.30	4.35	4.35	3.53	4.4	
Piotroski F-Score	5	7	7	7	6	7/9	
Beneish M-Score	-2.66	-2.54	-2.97	-2.79	-3.10	-7.84	

24 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	7 / 9	Strong		
Altman Z-Score	4.4	Safe (>2.99)	Safe	
Income quality	6.08	Cash-backed	OCF ÷ net income	
Beneish M-Score	-7.84	Non-manipulator	vs -2.22 threshold	

25 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.81	Revenue stability	0.66
Interest burden		0.67	Earnings stability	0.02
Operating margin		1.3%	Earnings persistence	0.50
Asset turnover		2.90×	Revenue CAGR 3y	0.3%
Financial leverage		6.82×	EPS CAGR 3y	-7.7%
= ROE		14%	FCF CAGR 3y	-7.1%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 10.93%	DIVIDEND YIELD 2.26%	TOTAL SHAREHOLDER RETURN 13.36% cash yield	SBC / REVENUE 0.0% 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
ACI	\$6.4B	-436.3	-2%	0.3%	+2.6%	5/9	-31.3%
SFM	\$6.1B	12.4	35%	5.6%	+7.2%	5/9	-52.7%
EL	\$37.9B	205.0	5%	-3.2%	+5.1%	7/9	+8.4%
KVUE	\$36.3B	21.7	16%	11.5%	+1.8%	8/9	+35.7%
ADM	\$39.8B	22.6	8%	4.0%	-0.8%	6/9	—
KMB	\$35.1B	18.0	129%	8.2%	-12.3%	7/9	—
SY	\$40.4B	22.4	78%	2.5%	+3.9%	7/9	—
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

44 Analysts

Str Sell (0) Sell (6) Hold (17) Buy (21) Str Buy (0)

MEAN TARGET (QTR) \$72.00 7 targets	TARGET VS. PRICE +13.2% last-quarter mean	NEXT REPORT 2026-12-03 street \$1.16
--	--	---

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$147.97B	\$148.94B / \$147.44B	\$4.80	\$4.85 / \$4.76	16
FY2026	\$147.97B	\$148.94B / \$147.44B	\$4.80	\$4.85 / \$4.76	13
FY2027	\$150.83B	\$152.02B / \$149.49B	\$5.19	\$5.25 / \$5.15	13

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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	\$76.00	+19.4%	2
Last Quarter	\$72.00	+13.2%	7
Last Year	\$73.13	+14.9%	32
All Time	\$62.85	-1.2%	81

Rolling mean of published targets vs. last close \$63.63. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

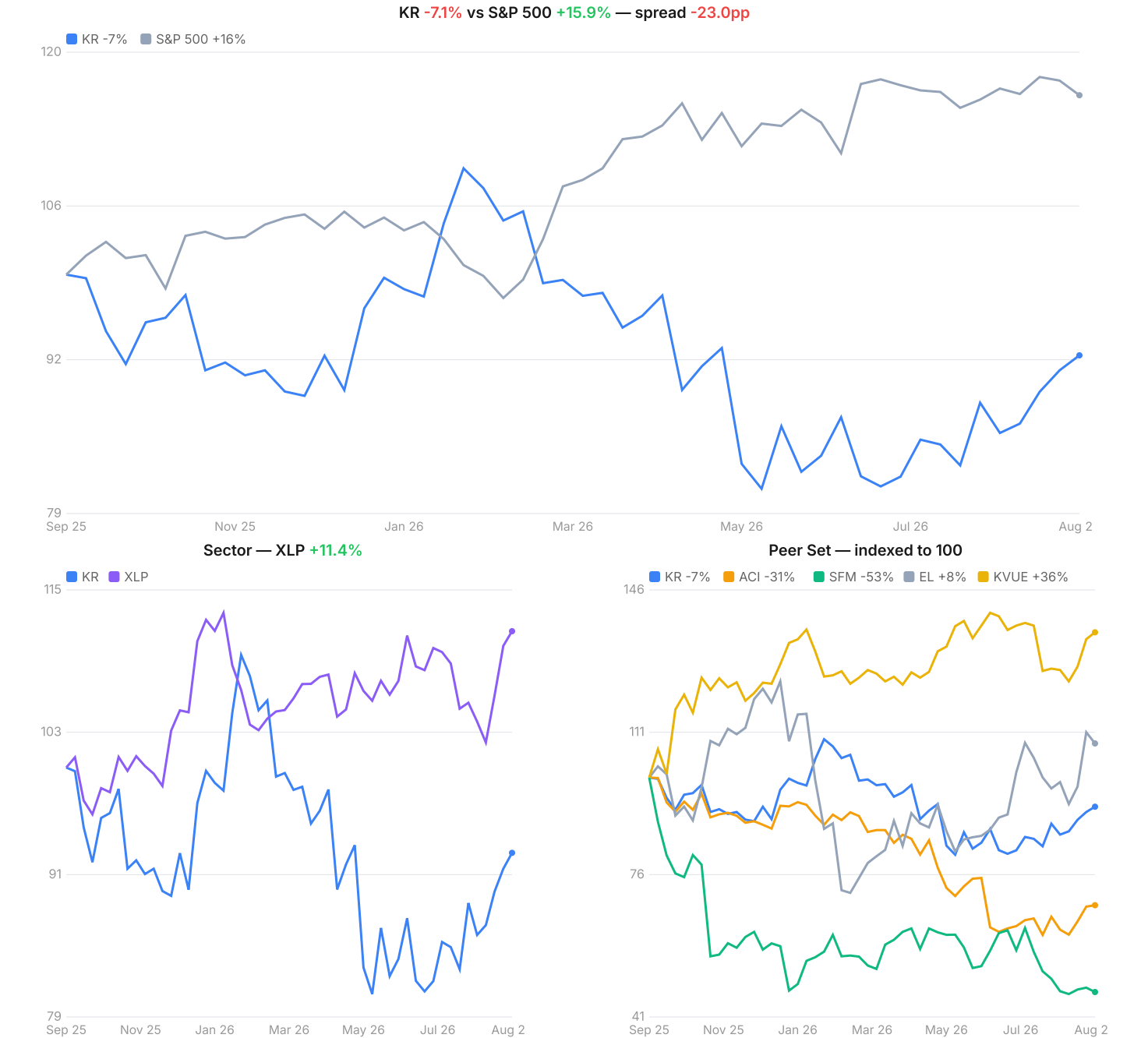
B-

DCF4/5ROE4/5ROA2/5DEBT/EQ1/5P/E2/5P/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.

30 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	\$60.17	+3.46	+5.75%	Above
SMA 50	\$58.79	+4.84	+8.23%	Above
SMA 200	\$63.35	+0.28	+0.44%	Above
EMA 9	\$61.83	+1.80	+2.91%	Above
EMA 21	\$60.64	+2.99	+4.93%	Above
EMA 50	\$59.72	+3.91	+6.55%	Above
EMA 200	\$61.99	+1.64	+2.65%	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 · 88/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +77

21 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

89

100

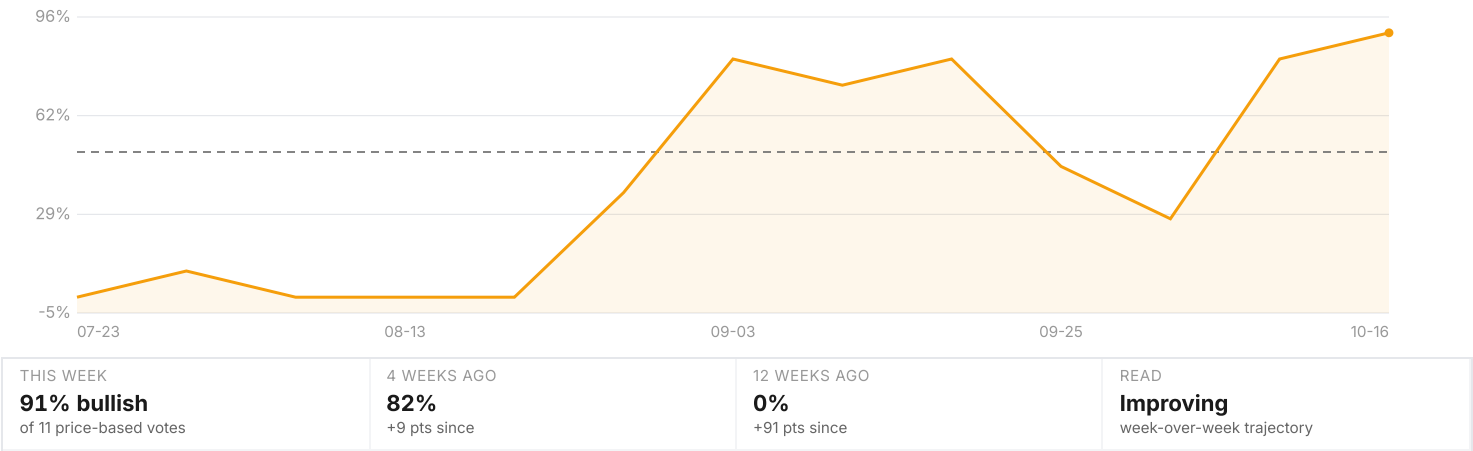
88

100

62

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



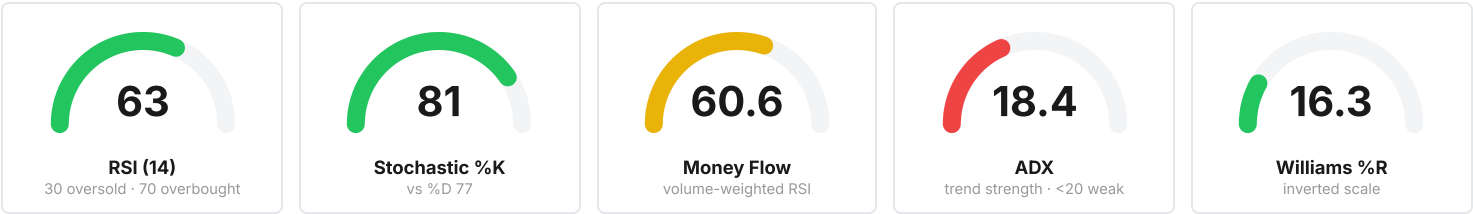
INDICATOR VOTE GRID

21 bull / 1 bear

● Price vs SMA 20	\$60.17	● Price vs SMA 50	\$58.79	● Price vs SMA 200	\$63.35
● EMA 9/21 Cross	61.8/60.6	● SMA 50/200	Death	● ADX Direction	ADX 18
● Supertrend	\$58	● Parabolic SAR	\$59	● SMA Slope	0.180
● RSI	63.0	● Stochastic K/D	81/77	● StochRSI K/D	89/79
● Williams %R	-16	● CCI	151	● TSI vs Signal	16.5
● CMO	25.9	● ROC	7.78%	● OBV Signal	Accum
● Chaikin MF	0.010	● MFI	61	● Force Index	3M
● Elder Ray Bull	3.19				

INDICATOR GAUGES

site technicals-tab style



32 KEY LEVELS & VOLATILITY

live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$63.37 / \$64.10 / \$65.50	S1 / S2	\$61.97 / \$61.24
Bollinger (20,2)	\$56.70 – \$63.64	Squeeze	Off
52-wk range	\$54.15 – \$76.58	Off 52-wk high	-16.9%
ATR (14)	\$1.64 (2.6%)	Historical vol	31.6%

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33 SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown

+0.1% Jan 45%	+1.8% Feb 60%	+3.8% Mar 67%	+0.8% Apr 65%	-1.1% May 40%	+0.3% Jun 60%	+1.1% Jul 50%	-0.5% Aug 45%	-0.9% Sep 40%	+2.6% Oct 70%	+4.3% Nov 75%	-0.1% Dec 50%
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Sample: 20 years — treat short histories as suggestive, not statistical.

34 RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	KR	S&P 500
Weekly volatility (σ , 1y)	3.90%	1.83%
Best / worst week (1y)	+8.1% / -10.9%	—
Max drawdown (5y, monthly)	-24.9%	—
1-week VaR (95%)	-7.5%	—
Beta (5y)	0.41	1.00

35 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine

KR EQUITY WEATHER (LIVE)

PARTLY CLOUDY · +21

Trend

Momentum

Volume

Volatility

Breadth

+43

+52

+30

-60

-22

MARKET REGIME (2026-10-16)

NEUTRAL

VIX

DOW THEORY

SPY / QQQ TSI

SECTOR STRENGTH

19.99

Confirmed Bearish

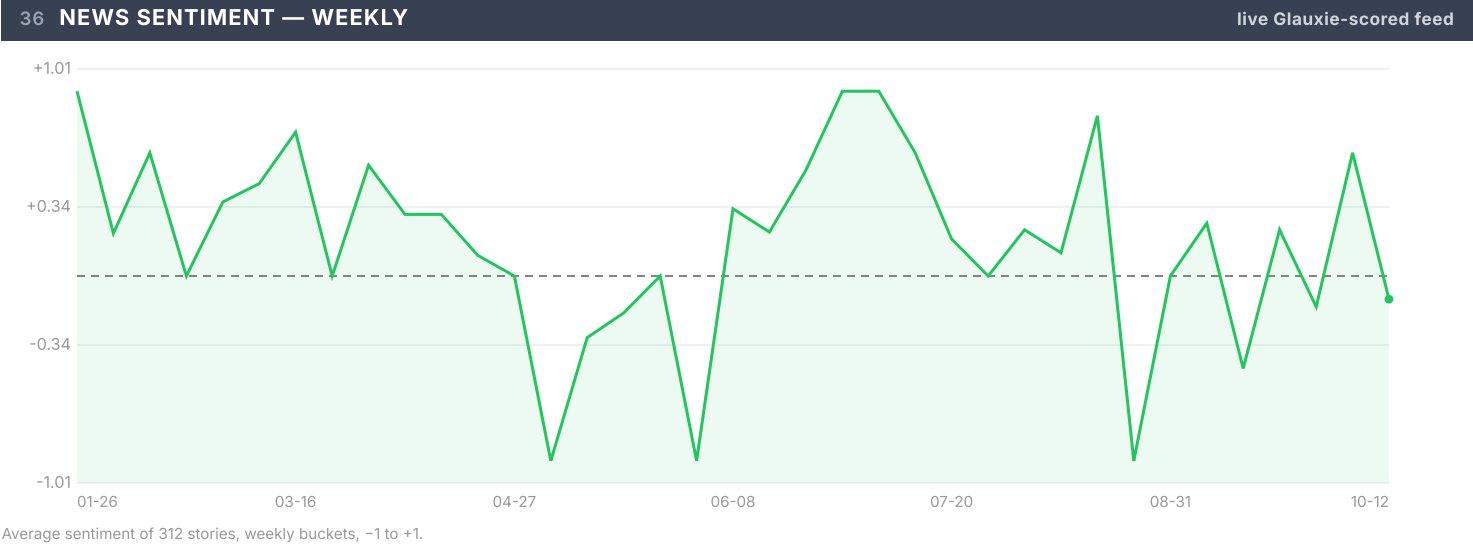
7.2 / 4.7

46/100

Normal

trend strength

breadth average



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37 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Partly Cloudy

OVERALL +20.8 +32.0 vs industry	TREND +43.2 +42.0 vs industry	MOMENTUM +52.3 +51.1 vs industry	VOLUME +29.8 +37.3 vs industry
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READING	KR	GROCERY STORES N=190	CONSUMER DEFENSIVE N=3,080	ALL US SYMBOLS N=70,435
Overall	+20.8	-11.2	-15.7	-20.5
Trend	+43.2	+1.2	-19.0	-21.3
Momentum	+52.3	+1.2	-6.2	-15.8
Volume	+29.8	-7.5	-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
Ronald L. Sargent Interim Chief Executive Of	\$14.0M	71% equity+incentive
David J.C. Kennerley Executive Vice Presiden	\$10.4M	75% equity+incentive
Yael Cosset Executive Vice President and Chi	\$7.2M	69% equity+incentive
Timothy A. Massa Executive Vice President an	\$6.6M	66% equity+incentive
Mary Ellen Adcock Executive Vice President a	\$6.0M	68% equity+incentive

39 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	64
Social	67
Governance	74
Composite ESG	68



40 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-10-05	Other Events; Exhibits	8.01,9.01
2026-09-11	Earnings Release; Exhibits	2.02,9.01
2026-09-11	Earnings Release; Exhibits	2.02,9.01
2026-09-02	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-07-01	Other Events	8.01
2026-06-26	Officer/Director Change; Shareholder Vote; Exhibits	5.02,5.07,9.01
2026-06-18	Earnings Release; Exhibits	2.02,9.01
2026-05-27	Officer/Director Change	5.02

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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 · 2020-09-11 to 2026-09-11
Analyst estimates	dim/forward_estimates	3 rows · 2026-01-31 to 2027-01-31
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	123 rows · 1995 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-09-01 to 2026-09-25
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	4 rows · 2026-03-27 to 2026-05-12
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.