

Lululemon Athletica Inc. (LULU)

Consumer Cyclical / Apparel - Retail · NASDAQ Global Select

InsiderStreet
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
\$97.10	\$11.2B	\$225.98	8.0	56.1%	30%	6/9	-41.0%
2026-10-16	VOLUME	52-WK LOW	P/S	NET MARGIN	ROIC	ALTMAN Z	5-YR RETURN
	3.4M	\$90.38	1.01	12.8%	20%	4.9	-46.0%

Lululemon Athletica Inc., alongside its subsidiaries, specializes in the design, global distribution, and retail of athletic apparel and accessories for both women and men. Its business operations are structured into two main divisions: company-owned retail establishments and direct-to-consumer sales. The firm's offerings encompass a range of clothing such as pants, shorts, tops, and jackets, all crafted for promoting a healthy lifestyle and facilitating athletic endeavors. These activities span yoga, running, training, and other physically demanding pursuits. Beyond apparel, Lululemon also supplies fitness-related accessories and a selection of footwear. Customers can acquire Lululemon products through numerous channels. These include a global network of corporate-managed stores, outlet locations, and seasonal warehouse sales. The company also sells through an interactive digital workout platform and via wholesale partnerships with entities like yoga studios, health clubs, and fitness centers. Further sales occur through temporary pop-up shops, as well as various licensing and supply agreements. A significant portion of sales is conducted directly with consumers through dedicated mobile applications and its primary e-commerce website, lululemon.com. By January 30, 2022, Lululemon boasted 574 stores operating under its brand name across numerous international markets. These markets span the United States, Canada, the People's Republic of China, Australia, the United Kingdom, Japan, New Zealand, Germany, South Korea, Singapore, France, Malaysia, Sweden, Ireland, the Netherlands, Norway, and Switzerland. Founded in 1998, Lululemon Athletica Inc. maintains its corporate base in Vancouver, Canada.

SECTOR Consumer Cyclical INDUSTRY Apparel - Retail EXCHANGE NASDAQ MARKET CAP \$11.2B EMPLOYEES 39,000 (SEC-filed) CEO Heidi O'Neill IPO 2007-07-27
COUNTRY CA
1818 Cornwall Avenue, Vancouver, BC V6J 1C7 · Tel 16047326124 · corporate.lululemon.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

63 / 100

Street mean **\$99.50** (10 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

NET BUYING

\$2.0M open-market purchases vs \$0.1M sales / 6 mo

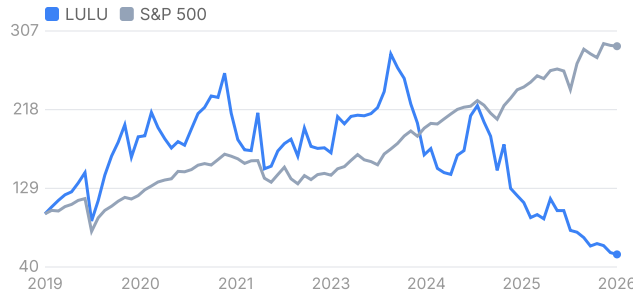
2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **LULU -41.0%** · **S&P 500 +15.9%** · spread **-56.9pp**



7 Years vs S&P 500 · **LULU -46.0%** · **S&P 500 +189.9%** · spread **-235.8pp**



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

63

OF 100

Score Breakdown

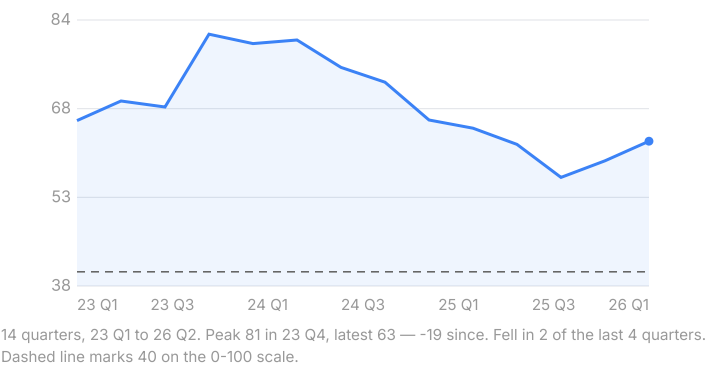
Profitability	78/100
Growth	28/100
Momentum	59/100
Quality	81/100
Earnings Quality	84/100
Balance Sheet	87/100
Value	75/100
Risk (safety)	100/100
Overall	62.6/100

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
GAP	65
BURL	63
URBN	65
VSCO	56
ANF	68
BOOT	68
LULU	63

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

63 / 100

IS Score 62.6 / 100 · -18.5 from peak of 81

Quarter	Business Quality
23 Q1	63
23 Q2	68
23 Q3	72
23 Q4	81
24 Q1	78
24 Q2	75
24 Q3	70
24 Q4	65
25 Q1	62
25 Q2	58
25 Q3	55
25 Q4	58
26 Q1	63

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

PRICE STRUCTURE

NEUTRAL

Technical Score 46 / 100 · Power -7 · 11 of 22 indicator votes bullish

Date	Price Structure
07-23	46
08-13	87
09-03	26
09-25	26
10-16	46

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 63, price structure 46 out of 100, so the business reads better than the price 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 75 and holds two consecutive quarters	now 62.6	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 62 → 56 → 59 → 63	the direction matters more than the level
Technical vote share back above 50%	now 55%	price structure no longer broken
Institutional holder count rises two quarters running	peak 1,235 → now 856	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.

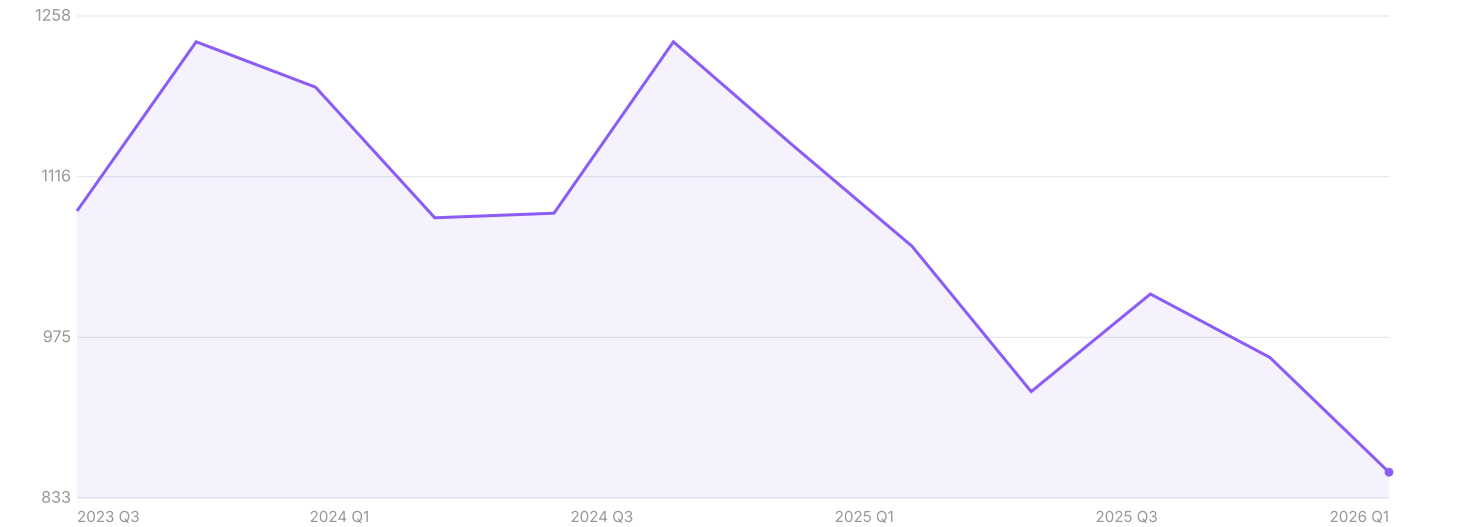
6 SMART MONEY CONFLUENCE EDGE · disclosure sources

SITE CONVERGENCE SCORE 2 of 4 top 13% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 0 buys none disclosed	INSIDER BUYS (180D) 1 \$0.5M
ETF FUNDS (30D) 551 up / 405 down net +146 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 1,235 · latest 856 (-379 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	856	84.7M	\$9.5B	75.0%
2026 Q1	957	84.9M	\$12.9B	75.2%
2025 Q4	1,013	89.5M	\$18.4B	79.3%
2025 Q3	927	84.7M	\$14.9B	75.0%
2025 Q2	1,055	95.6M	\$22.2B	84.7%
2025 Q1	1,144	105.1M	\$28.0B	93.0%
2024 Q4	1,235	102.3M	\$36.8B	90.6%
2024 Q3	1,084	100.4M	\$26.0B	88.9%
2024 Q2	1,080	109.6M	\$30.1B	97.0%
2024 Q1	1,195	105.7M	\$40.1B	93.6%
2023 Q4	1,235	107.8M	\$53.7B	95.5%
2023 Q3	1,086	106.1M	\$39.3B	94.0%

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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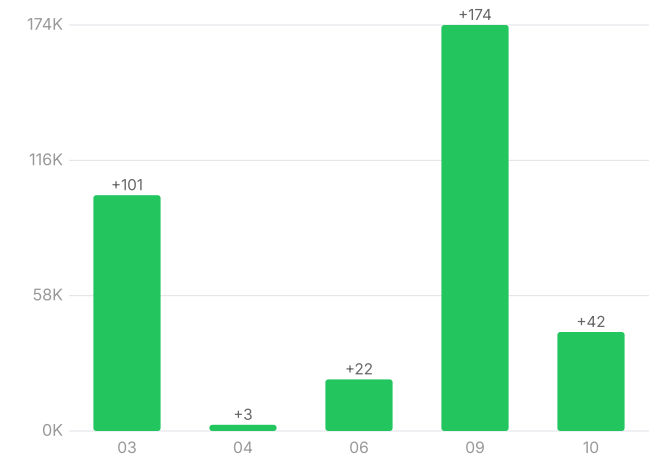
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Frank Meghan	Chief Financial Officer	2026-10-09	A-Award	42,328	—	74,292
O'Neill Heidi	director, CEO	2026-09-09	A-Award	28,079	—	28,079
O'Neill Heidi	director, CEO	2026-09-09	A-Award	40,223	\$4.01M	40,223
O'Neill Heidi	director, CEO	2026-09-09	A-Award	105,295	\$10.50M	105,295
Maurer Marc	director	2026-06-25	A-Award	1,606	—	1,606
Gentile Laura	director	2026-06-25	A-Award	1,606	—	2,606
Mahe Isabel	director	2026-06-25	A-Award	1,606	—	4,125
Mcneill Jon	director	2026-06-25	A-Award	1,606	—	10,928

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	1	622	\$0.1M	Counted
P — Open-market purchases	3	13,640	\$2.0M	Counted
M — Exercises (paired A/D)	3	12,200	—	None — mechanics
F — Tax withholding	14	8,687	\$1.3M	None — compensation

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL Net Buying	OPEN-MARKET SELLS \$0.1M 1 txns / 6 mo	OPEN-MARKET BUYS \$2.0M 3 txns / 6 mo	CLUSTER None active 3+ insiders / 21 days
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10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-04-08	Nicole Neuburger	622	\$0.1M
2025-12-30	Meghan Frank	2,658	\$0.6M
2025-12-16	Celeste Burgoyne	13,511	\$2.8M
2025-09-30	Nicole Neuburger	615	\$0.1M
Trailing 12 mo	4 filings	17,406	\$4M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-09-03	SCHEDULE 13D/A	Dennis J. Wilson	8.60%	9.6M sh
2026-09-03	SCHEDULE 13D/A	LIPO Investments (USA), Inc.	3.10%	3.4M sh
2026-09-03	SCHEDULE 13D/A	Low Tide Properties Ltd.	0.20%	0.2M sh
2026-09-03	SCHEDULE 13D/A	House of Wilson Ltd.	—	exit/reporting change

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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	2026-09-25	2026-10-09
Ro Khanna	House	SELL	\$1,001 - \$15,000	2026-09-04	2026-10-09
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-04-13	2026-05-13
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 14 trades 6 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) 957	13F SHARES 85M 75.2% of shares out	NEW / CLOSED 151 / 188 positions, QoQ	INCREASED / REDUCED 322 / 354 positions, QoQ	
PUT/CALL (13F) 0.92 option positions	FREE FLOAT 87.8% 102M sh			

2.8 · Largest Reporting 13F Managers

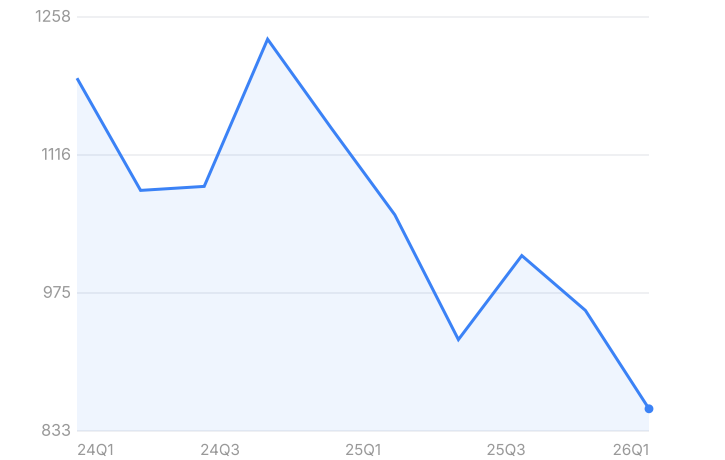
MANAGER	SHARES	VALUE
Assenagon Asset Management S.A.	161,483	\$16M
Vontobel Holding Ltd.	37,864	\$4M
Td Waterhouse Canada Inc.	35,042	\$3M
Czech National Bank	30,017	\$3M
Silverleaf Capital Partners, Llc	28,800	\$3M
Resonant Capital Advisors, Llc	17,556	\$2M

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

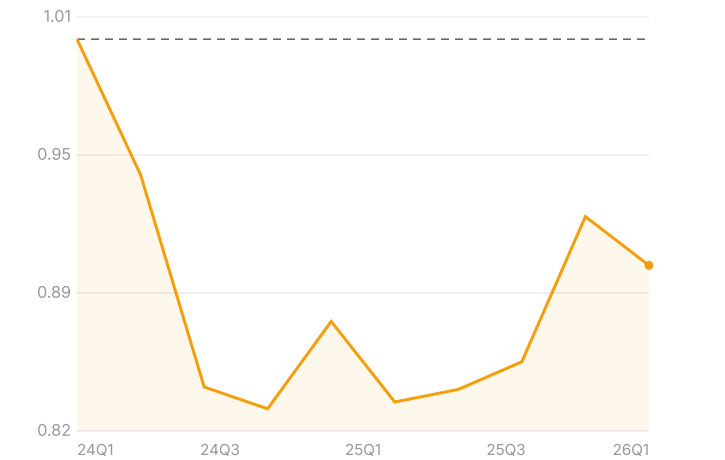
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.0%	\$314M
VTSAX	0.0%	\$314M
VSMPX	0.0%	\$314M
VTI	0.0%	\$314M
VOO	0.0%	\$264M
VFFSX	0.0%	\$264M

13F Filers Holding LULU — quarterly



Institutional Put/Call — quarterly



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14 SHORT VOLUME — DAILY, 60 SESSIONS

EDGE · live FINRA feed

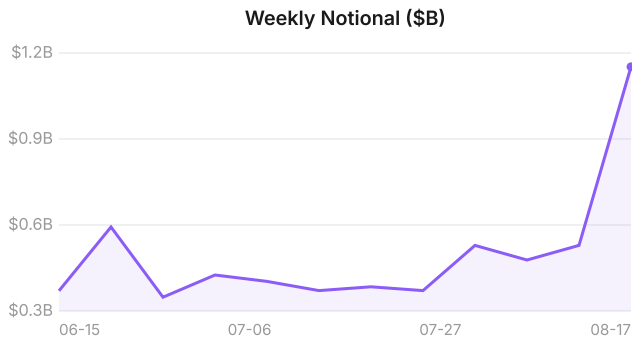


Daily short-sale volume as % of volume reported in FINRA's short-sale file — a flow measure, not short interest; dashed = 50-day average.

LATEST SESSION 44.2% 2026-10-15	20-DAY AVG 56.2% 50-day 54.8%	TREND Rising 20d vs 50d	BY MARKET CENTER Q: 45% · N: 39% · B: 21% latest session
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15 DARK POOL ACTIVITY

EDGE · live ATS data

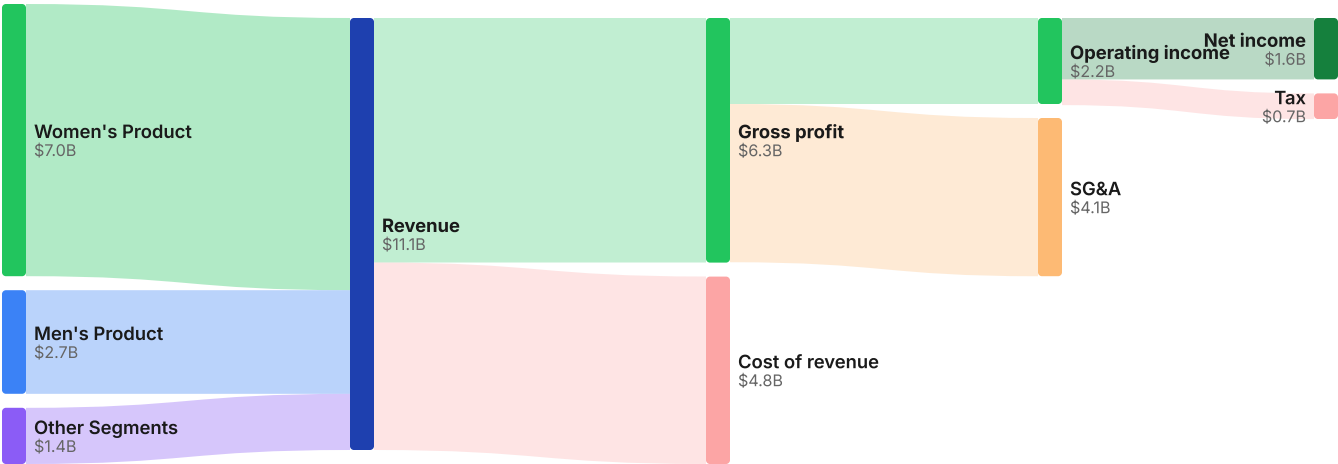


Where LULU Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Ubsa Ubs Ats	2.1M	36 sh
Incr Intelligent Cross Llc	2.0M	30 sh
Sgmt Sigma X2	1.4M	32 sh
Mstx Ms Trajectory Cross (Ats-1)	1.1M	24 sh
Ebxl Level Ats	1.1M	20 sh
Mlix Instinct X	1.0M	46 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



Where a dollar of Lululemon Athletica Inc. revenue goes. All values FY2025 filings, live.

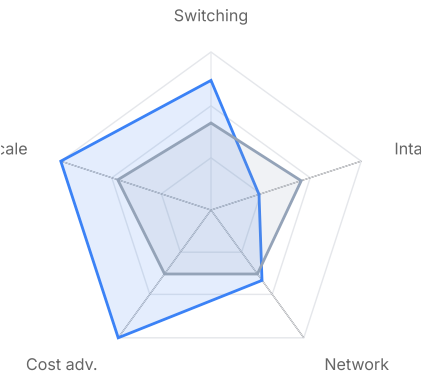
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17 GEOGRAPHIC REVENUE		live segmentation
REGION	REVENUE	SHARE
UNITED STATES	\$6.3B	48%
CHINA	\$3.7B	28%
CANADA	\$1.4B	11%
Outside Of North America	\$1.3B	10%
Hong Kong SAR, Taiwan, and Macau SAR	\$199M	2%
MEXICO	\$95M	1%

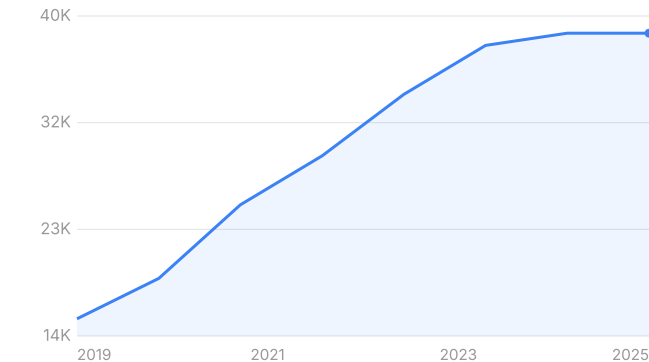
18 MOAT & COMPETITIVE POSITION	LIVE MODEL · 72/100 WIDE
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Moat score 72/100 — Wide; primary source Cost Advantage.



■ LULU (live moat model)
■ Peer median: GAP · BURL · URBN · VSCO · ANF
Component scores from the live moat model. Peer median illustrative.

3.8 · Employees (SEC filings)

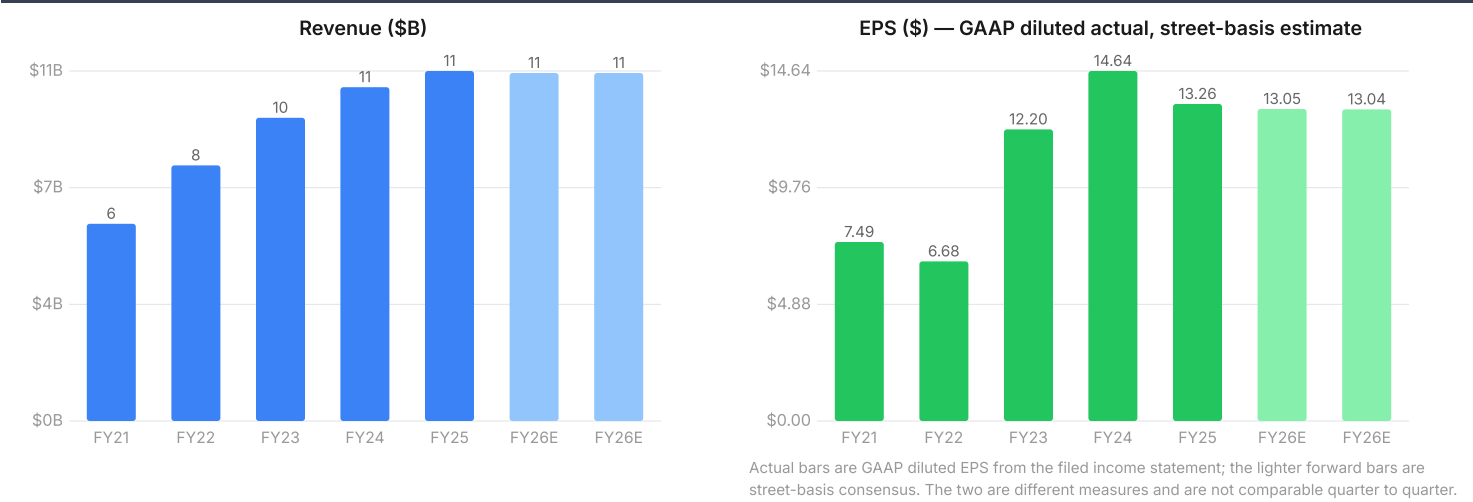


19 CORPORATE INFORMATION — KEY OFFICERS		39,000 employees
OFFICER	TITLE	
Heidi L. O'Neill	Chief Executive Officer & Director	
Andre Maestrini	President & Chief Commercial Officer	
Meghan Frank	Chief Financial Officer	
Nicole Neuburger	Chief Brand & Product Activation Officer	

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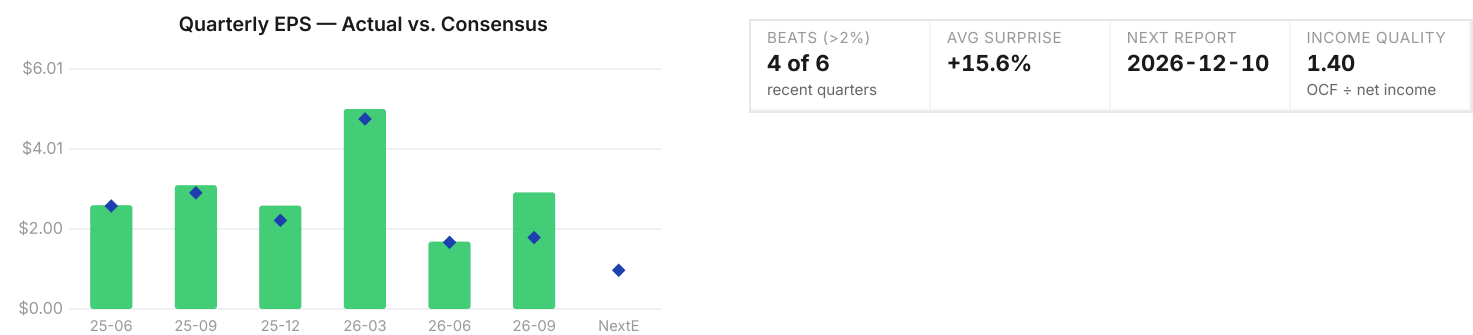
20 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus



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

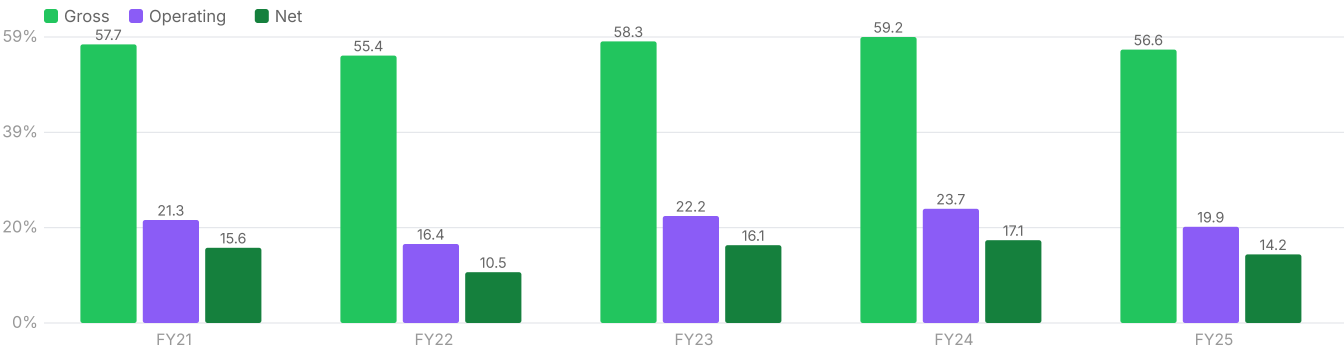


Lululemon Athletica Inc. (LULU)

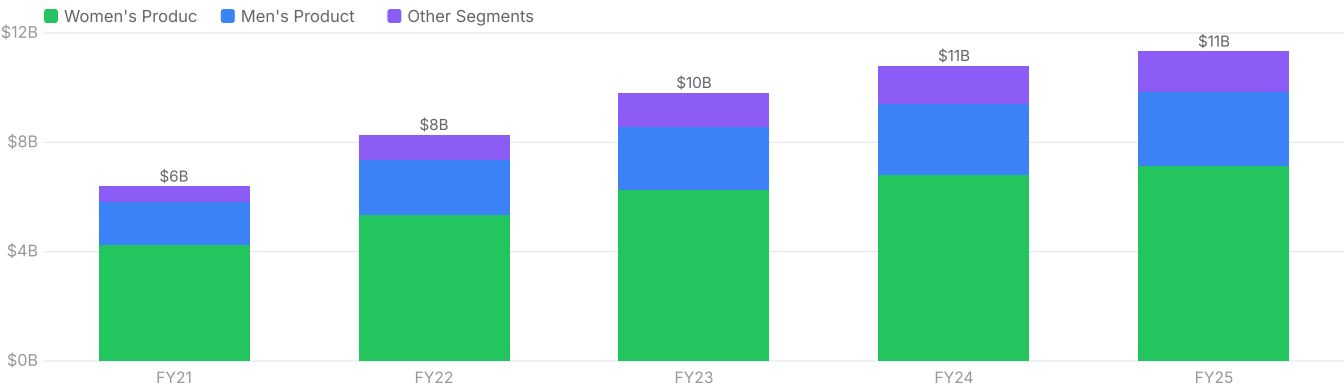
Consumer Cyclical / Apparel - Retail

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Profit Margins (%)



Revenue by Segment — Stacked



Live segmentation data.

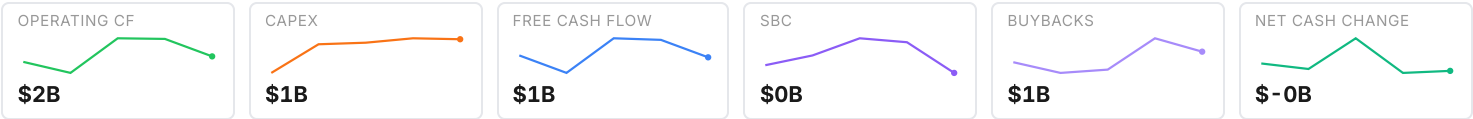
YoY Growth Heatmap — Income Lines

YOY GROWTH	FY21	FY22	FY23	FY24	FY25
Revenue	+42.1%	+29.6%	+18.6%	+10.1%	+4.9%
Gross profit	+46.5%	+24.5%	+24.9%	+11.8%	+0.2%
Operating income	+62.6%	-0.4%	+60.5%	+17.5%	-11.8%
Net income	+65.6%	-12.4%	+81.4%	+17.1%	-13.0%

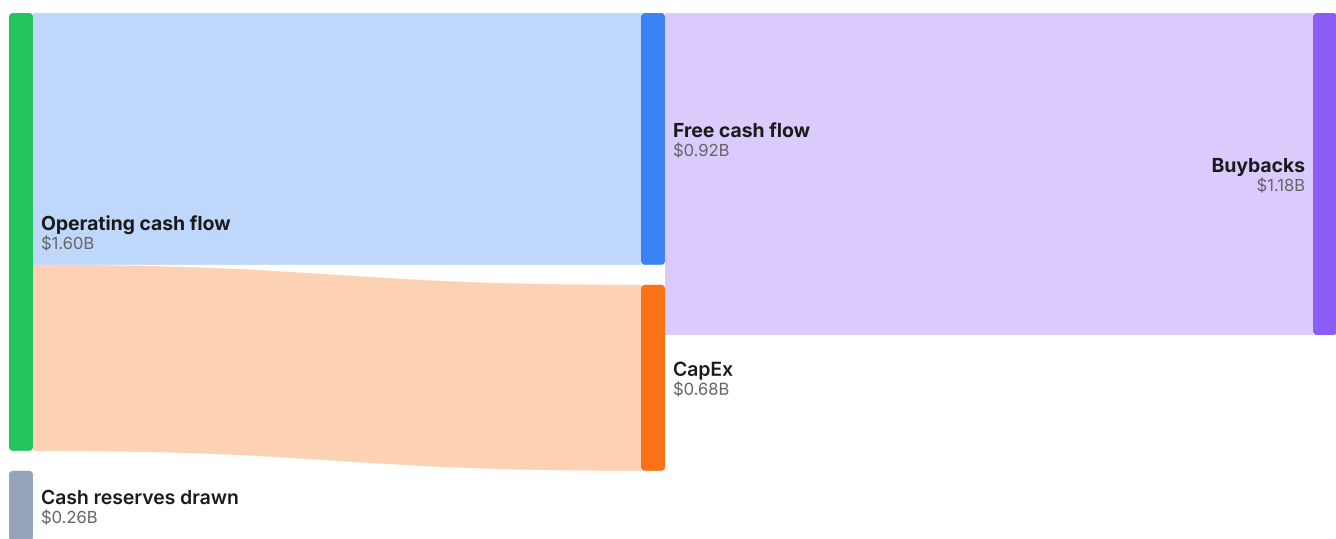
23 INCOME STATEMENT — FULL						live financials
\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	6.3	8.1	9.6	10.6	11.1	
Cost of revenue	2.6	3.6	4.0	4.3	4.8	
Gross profit	3.6	4.5	5.6	6.3	6.3	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	2.2	2.8	3.4	3.8	4.1	
Operating income	1.3	1.3	2.1	2.5	2.2	
EBITDA	1.6	2.0	2.6	3.0	2.7	
D&A	0.2	0.3	0.4	0.4	0.5	
Pretax income	1.3	1.3	2.2	2.6	2.2	
Income tax	0.4	0.5	0.6	0.8	0.7	
Net income	1.0	0.9	1.6	1.8	1.6	
Diluted EPS (\$)	7.49	6.68	12.20	14.64	13.26	
Diluted shares (M)	130	128	127	124	119	

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CASH FLOW TRENDS live data



WHERE THE CASH WENT — FY2025 cash Sankey, live data



Balance Sheet — Full

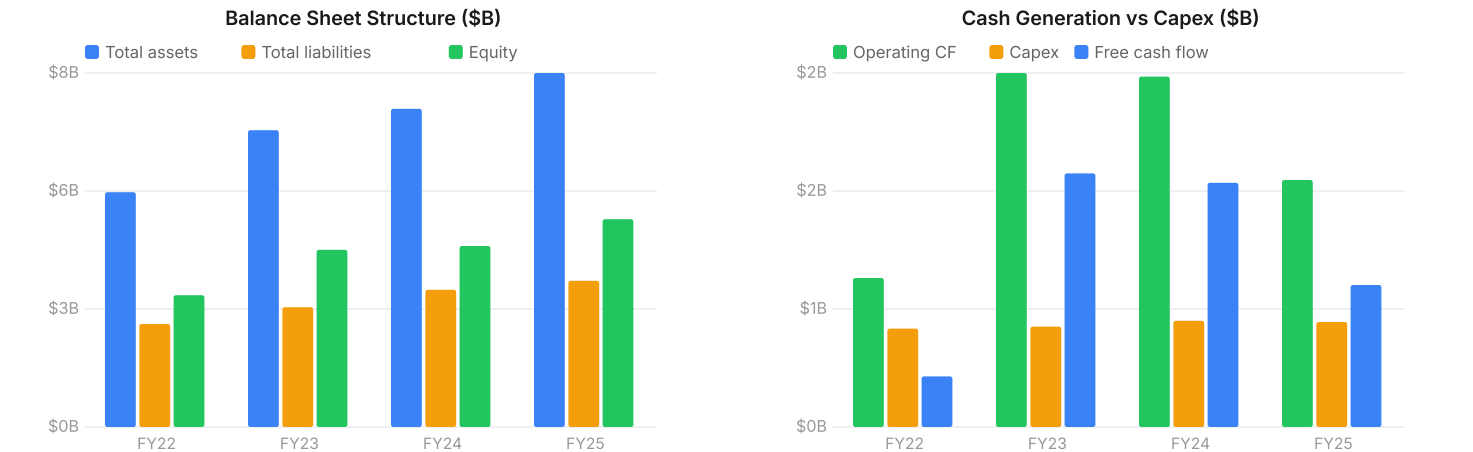
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	1.2	2.2	2.0	1.8	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	0.3	0.3	0.3	0.2	
Total current assets	3.2	4.1	4.0	4.3	
PP&E (net)	2.2	2.8	3.2	3.7	
Goodwill + intangibles	0.0	0.0	0.2	0.2	
Total assets	5.6	7.1	7.6	8.5	
Accounts payable	0.2	0.3	0.3	0.3	
Short-term debt	0.0	0.0	0.0	0.3	
Deferred revenue	0.3	0.3	0.3	0.3	
Total current liabilities	1.5	1.6	1.8	1.9	
Long-term debt	0.0	0.0	0.0	0.0	
Total liabilities	2.5	2.9	3.3	3.5	
Shareholders' equity	3.1	4.2	4.3	5.0	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	0.9	1.6	1.8	1.6	
D&A	0.3	0.4	0.4	0.5	
Stock-based compensation	0.1	0.1	0.1	0.1	
Working capital change	(0.7)	0.2	(0.1)	(0.4)	
Operating cash flow	1.0	2.3	2.3	1.6	
Capital expenditures	(0.6)	(0.7)	(0.7)	(0.7)	
Investing cash flow	(0.6)	(0.7)	(0.8)	(0.7)	
Buybacks	(0.4)	(0.6)	(1.6)	(1.2)	
Dividends paid	0.0	0.0	0.0	0.0	
Debt issuance / (repay)	0.0	0.0	0.0	0.0	
Financing cash flow	(0.5)	(0.5)	(1.7)	(1.2)	
Free cash flow	0.3	1.6	1.6	0.9	

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24 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	36.8%	29.0%	42.0%	42.4%	34.0%	30%	
ROA	21.4%	16.2%	24.4%	24.7%	19.7%	16.7%	
ROIC	41.3%	27.8%	44.8%	45.1%	31.4%	19.7%	
Gross margin	57.7%	55.4%	58.3%	59.2%	56.6%	56.1%	
Operating margin	21.3%	16.4%	22.2%	23.7%	19.9%	17.8%	
Net margin	15.6%	10.5%	16.1%	17.1%	14.2%	12.8%	
EBITDA margin	25.6%	24.9%	26.9%	27.9%	24.6%	23.1%	
FCF margin	15.9%	4.0%	17.1%	15.0%	8.3%	—	
VALUATION							
P/E	41.95	46.48	39.03	27.82	13.16	8.0	
P/B	14.93	12.62	14.30	11.68	4.19	2.3	
P/S	6.54	4.90	6.29	4.77	1.87	1.01	
P/FCF	41.13	121.19	36.80	31.88	22.54	8.3	
EV/EBITDA	25.35	19.65	23.07	16.96	7.61	4.7	
EV/Revenue	6.48	4.89	6.20	4.73	1.87	1.1	
Earnings yield	2.4%	2.2%	2.6%	3.6%	7.6%	12.93%	
FCF yield	2.4%	0.8%	2.7%	3.1%	4.4%	12.04%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	1.86	2.12	2.49	2.16	2.26	2.19	
Quick ratio	1.17	1.15	1.68	1.38	1.36	1.24	
Debt / equity	0.32	0.34	0.33	0.36	0.36	0.45	
Debt / assets	17.8%	19.1%	19.8%	20.7%	21.3%	25.2%	
Net debt / EBITDA	-0.24	-0.04	-0.33	-0.14	-0.00	0.29	
Interest coverage	—	—	—	—	—	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	1.37	1.54	1.51	1.44	1.38	1.31	
Receivables turnover	89.76	77.28	74.66	86.45	71.44	64.8	
DSO (days)	4	5	5	4	5	6	
DPO (days)	32	23	24	26	23	26	
Cash conversion cycle	83	103	107	95	101	108	
GROWTH (YoY)							
Revenue growth	42.1%	29.6%	18.6%	10.1%	4.9%	—	
Net income growth	65.6%	-12.4%	81.4%	17.1%	-13.0%	—	
EPS growth	67.5%	-11.2%	83.1%	21.6%	-10.9%	—	
FCF growth	73.2%	-67.0%	401.6%	-3.7%	-41.8%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	7.53	6.69	12.25	14.89	13.26	12.56	
Book value / share	21.16	24.64	33.43	35.47	41.67	42.44	
Revenue / share	48.31	63.46	75.99	86.86	93.25	98.27	
FCF / share	7.68	2.56	12.99	12.99	7.74	12.00	
Cash / share	9.73	9.04	17.73	16.28	15.18	12.31	
SHAREHOLDER RETURN & SCORES							
Buyback yield	2.0%	1.1%	0.9%	3.2%	5.7%	8.72%	
Altman Z-Score	14.33	13.25	16.26	12.81	6.84	4.9	
Piotroski F-Score	7	6	8	7	5	6/9	
Beneish M-Score	-1.64	-2.28	-3.03	-2.43	-2.70	-2.56	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	6 / 9	Middling		
Altman Z-Score	4.9	Safe (>2.99)	Safe	
Income quality	1.40	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.56	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.71	Revenue stability	0.94
Interest burden		1.00	Earnings stability	0.64
Operating margin		18.2%	Earnings persistence	0.92
Asset turnover		1.39×	Revenue CAGR 3y	7.9%
Financial leverage		1.74×	EPS CAGR 3y	16.6%
= ROE		31%	FCF CAGR 3y	11.8%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 8.72%	DIVIDEND YIELD 0.00% none paid	TOTAL SHAREHOLDER RETURN 8.69% cash yield	SBC / REVENUE 0.4% 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
GAP	\$8.1B	6.8	34%	13.7%	+1.1%	8/9	+15.4%
BURL	\$16.5B	23.6	41%	6.1%	+11.0%	7/9	-4.4%
URBN	\$7.4B	13.3	21%	14.5%	+11.0%	9/9	+30.0%
VSCO	\$7.3B	40.9	29%	3.1%	+8.6%	8/9	+364.3%
ANF	\$6.5B	12.9	41%	14.5%	+4.7%	6/9	—
BOOT	\$3.7B	15.3	19%	11.8%	+17.6%	7/9	—
AEO	\$3.0B	9.0	20%	9.7%	+8.2%	7/9	—
BKE	\$2.4B	10.6	46%	13.9%	+6.2%	6/9	—

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

29 ANALYST CONSENSUS & ESTIMATES live consensus

Hold

71 Analysts

Str Sell (0)

Sell (7)

Hold (37)

Buy (27)

Str Buy (0)

MEAN TARGET (QTR)	TARGET VS. PRICE	NEXT REPORT
\$99.50 10 targets	+2.5% last-quarter mean	2026-12-10 street \$0.97

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$11.04B	\$11.07B / \$10.96B	\$13.05	\$13.15 / \$12.99	18
FY2026	\$11.04B	\$11.41B / \$10.91B	\$13.04	\$13.14 / \$12.98	20
FY2027	\$10.47B	\$11.03B / \$10.32B	\$9.61	\$9.72 / \$9.41	18

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

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Quarter	\$99.50	+2.5%	10
Last Year	\$140.16	+44.3%	32
All Time	\$346.26	+256.6%	160

Rolling mean of published targets vs. last close \$97.10. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

A+

DCF

ROE

ROA

DEBT/EQ

P/E

P/B

5/5

5/5

5/5

3/5

4/5

2/5

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

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31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set

LULU -41.0% vs S&P 500 +15.9% — spread -56.9pp



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

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.

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MOVING AVERAGE RIBBON & TREND

site technicals-tab chart, live indicator history



32 TECHNICAL POWER SCORE

EDGE · site engine · 46/100 composite

TECHNICAL VERDICT

NEUTRAL

Power Score - 7

11 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

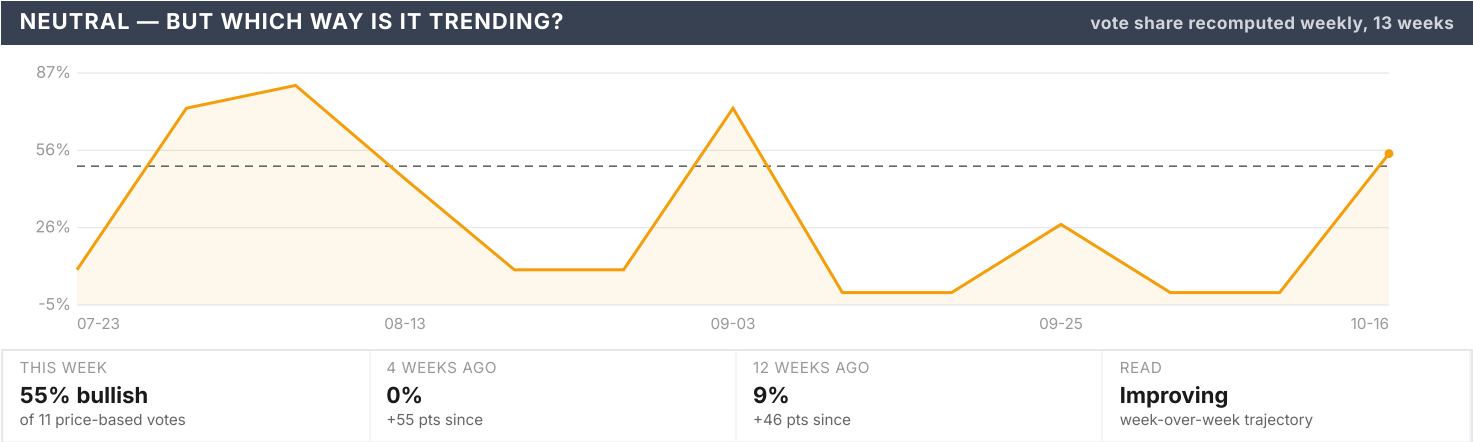
40

70

31

33

50



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INDICATOR VOTE GRID						11 bull / 11 bear	
● Price vs SMA 20	\$96.96	● Price vs SMA 50	\$106.74	● Price vs SMA 200	\$139.15		
● EMA 9/21 Cross	95.8/97.6	● SMA 50/200	Death	● ADX Direction	ADX 27		
● Supertrend	\$103	● Parabolic SAR	\$91	● SMA Slope	-0.050		
● RSI	46.0	● Stochastic K/D	56/43	● StochRSI K/D	79/70		
● Williams %R	-35	● CCI	25	● TSI vs Signal	-20.9		
● CMO	-8.0	● ROC	2.79%	● OBV Signal	Distrib		
● Chaikin MF	0.010	● MFI	47	● Force Index	-0M		
● Elder Ray Bull	3.07						

INDICATOR GAUGES

site technicals-tab style

46

RSI (14)

30 oversold · 70 overbought

55.9

Stochastic %K

vs %D 43

47.1

Money Flow

volume-weighted RSI

26.8

ADX

trend strength · <20 weak

34.7

Williams %R

inverted scale

33 KEY LEVELS & VOLATILITY				live indicator table	
LEVEL	VALUE	LEVEL	VALUE		
Pivot / R1 / R2	\$98.19 / \$101.30 / \$103.50	S1 / S2	\$95.99 / \$92.88		
Bollinger (20,2)	\$89.81 – \$104.12	Squeeze	Off		
52 - wk range	\$90.38 – \$225.98	Off 52 - wk high	-57.0%		
ATR (14)	\$3.71 (3.8%)	Historical vol	32.3%		

34 SEASONALITY — 19-YEAR AVERAGES												live model · win rates shown	
-1.8%	-1.9%	+5.6%	+5.6%	-1.6%	+0.8%	+2.4%	+2.1%	+2.2%	+1.6%	+2.7%	+4.8%		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
37%	53%	58%	56%	22%	50%	58%	53%	63%	47%	58%	63%		

Sample: 19 years — treat short histories as suggestive, not statistical.

35 RISK INDICATORS			computed from live price history	
COMPUTED FROM LIVE WEEKLY PRICES		LULU	S&P 500	
Weekly volatility (σ , 1y)		6.15%	1.83%	
Best / worst week (1y)		+11.8% / -19.3%	—	
Max drawdown (5y, monthly)		-80.8%	—	
1 - week VaR (95%)		-12.2%	—	
Beta (5y)		0.86	1.00	

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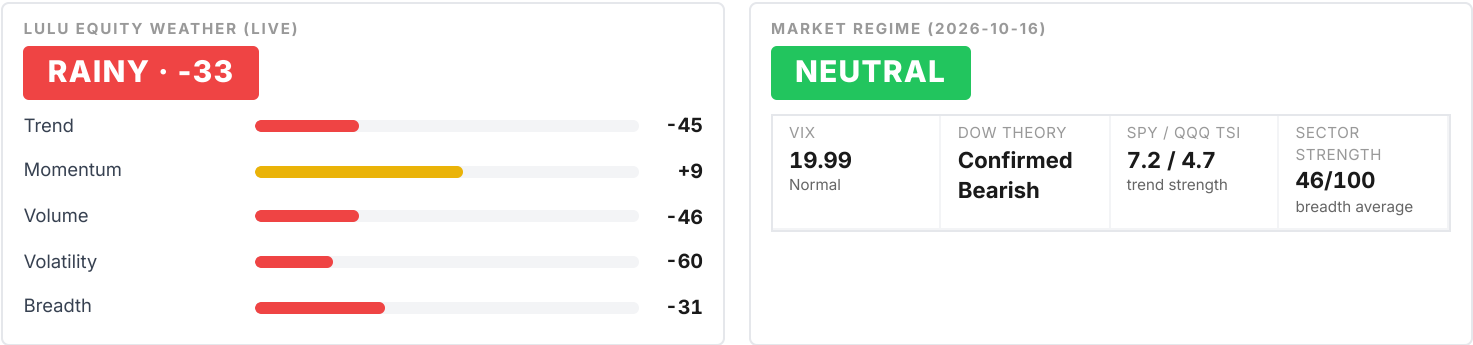
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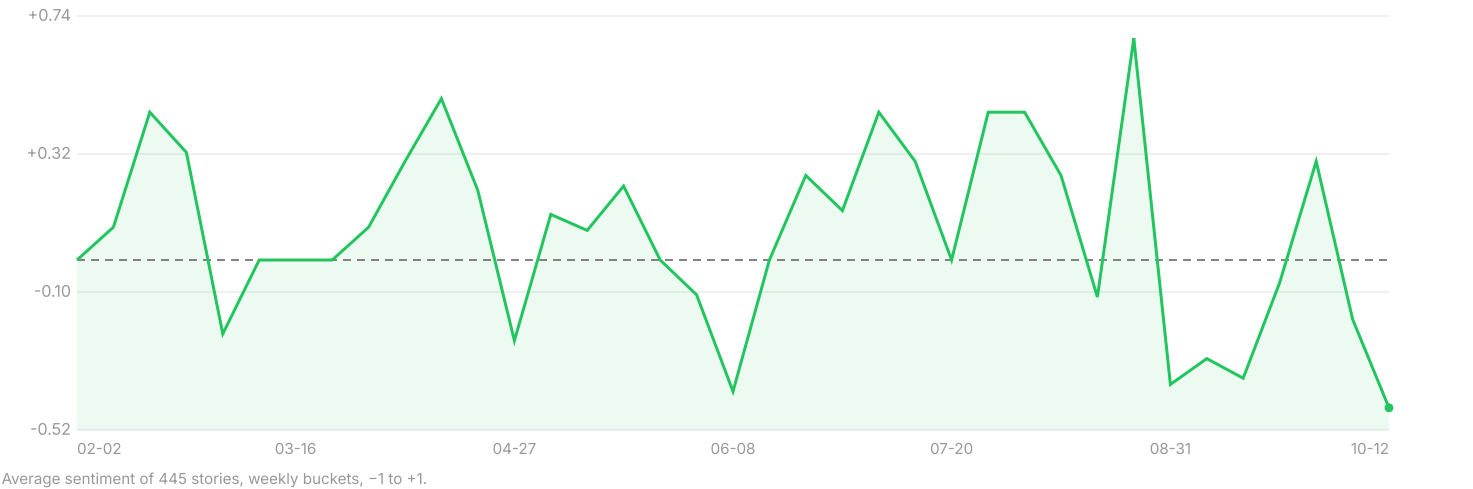
36 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine



37 NEWS SENTIMENT — WEEKLY

live Glauxie-scored feed



38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Rainy

OVERALL -32.9 -22.1 vs industry		TREND -45.5 -41.9 vs industry	MOMENTUM +8.7 +8.8 vs industry	VOLUME -46.3 -61.3 vs industry
READING	LULU	APPAREL - RETAIL N=181	CONSUMER CYCLICAL N=5,686	ALL US SYMBOLS N=70,435
Overall	-32.9	-10.7	-20.5	-20.5
Trend	-45.5	-3.5	-25.1	-21.3
Momentum	+8.7	-0.1	-15.0	-15.8
Volume	-46.3	+15.0	-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 · FY2024

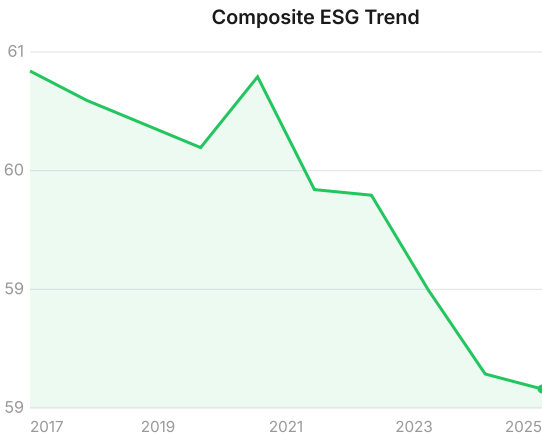
EXECUTIVE	TOTAL COMP	STRUCTURE
Calvin McDonald, Chief Executive Officer	\$14.6M	53% equity+incentive
Celeste Burgoyne, President, Americas and GI	\$5.6M	63% equity+incentive
Meghan Frank, Chief Financial Officer	\$4.4M	61% equity+incentive
Nicole Neuburger, Chief Brand & Product Acti	\$4.3M	61% equity+incentive

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40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	45
Social	62
Governance	68
Composite ESG	58



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-10-07	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-09-14	Officer/Director Change; Bylaws Amendment; Exhibits	5.02,5.03,9.01
2026-09-03	Earnings Release; Exhibits	2.02,9.01
2026-08-13	Other Events	8.01
2026-06-26	Officer/Director Change; Shareholder Vote	5.02,5.07
2026-06-04	Earnings Release; Exhibits	2.02,9.01
2026-05-27	Material Agreement; Regulation FD; Exhibits	1.01,7.01,9.01
2026-04-28	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01

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 · 2020 to 2025	
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-12-10 to 2026-09-03	
Analyst estimates	dim/forward_estimates	3 rows · 2026-02-01 to 2027-02-01	
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	77 rows · 2007 to 2026	
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-06-25 to 2026-10-09	
Proposed sales (Form 144)	edgar/form144	1 record	
Beneficial ownership (13D/G)	edgar/13dg	4 rows · 2026-09-03	
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.