

Williams-Sonoma, Inc. (WSM)

Consumer Cyclical / Specialty Retail · New York Stock Exchange

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

LAST CLOSE \$250.16 2026-10-16	MARKET CAP \$29.5B VOLUME 1.8M	52-WK HIGH \$255.33 52-WK LOW \$165.51	TRAILING PE 25.3 P/S 3.68	GROSS MARGIN 47.2% NET MARGIN 14.7%	ROE 58% ROIC 30%	PIOTROSKI 6/9 ALTMAN Z 8.2	1-YR RETURN +33.8% 5-YR RETURN +778.5%
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Williams-Sonoma, Inc. (WSM) functions as a specialized, multi-channel retailer offering a diverse array of products for the home. Its flagship Williams Sonoma brand is renowned for cooking, dining, and entertaining essentials, such as cookware, culinary tools, small appliances, flatware, dinnerware, barware, outdoor furnishings, and an extensive collection of cookbooks. This brand also provides home furnishings and decorative accents. The popular Pottery Barn brand features furniture, bedding, lighting, rugs, table linens, and decorative items. Targeting younger demographics, Pottery Barn Kids offers children's accessories, while Pottery Barn Teen caters to adolescents with products ranging from organic bedding to versatile, multi-purpose furniture. Furthermore, West Elm contributes a selection of stylish home decor to the company's portfolio. Complementing these are Rejuvenation, specializing in historically inspired, made-to-order lighting, hardware, furniture, and home accents, and Mark and Graham, which provides personalized accessories for women and men, travel goods, entertaining and bar essentials, home decor, and seasonal merchandise. The company also maintains an innovative 3-D imaging and augmented reality platform for the broader home furnishings and decor sector. Williams-Sonoma distributes its products through a robust omni-channel strategy, encompassing e-commerce platforms, direct-mail catalogs, and physical retail locations. The company boasts a significant retail footprint with 544 company-owned stores, including 502 across 41 U.S. states, Washington D.C., and Puerto Rico, alongside 20 in Canada, 19 in Australia, and 3 in the United Kingdom. An additional 139 franchised stores operate internationally, and the company extends its reach through e-commerce websites in countries like those in the Middle East, the Philippines, Mexico, South Korea, and India. Established in 1956, Williams-Sonoma, Inc. is headquartered in San Francisco, California.

SECTOR Consumer Cyclical INDUSTRY Specialty Retail EXCHANGE NYSE MARKET CAP \$29.5B EMPLOYEES 19,800 (SEC-filed) CEO Laura J. Alber IPO 1983-07-07
COUNTRY US
3250 Van Ness Avenue, San Francisco, CA 94109 · Tel 415 421 7900 · williams-sonomainc.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

70 / 100

Street mean **\$255.15** (13 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

ROUTINE SELLING — LOW SIGNAL

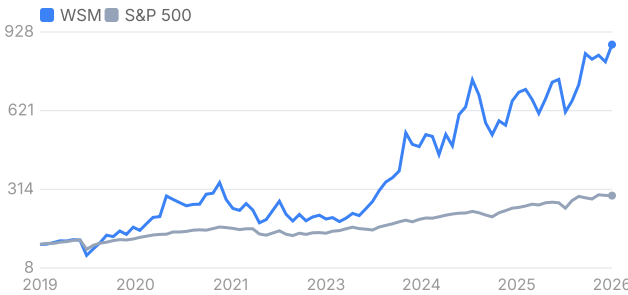
\$37M sold / 6 mo, zero open-market buys

2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **WSM +33.8%** · **S&P 500 +15.9%** · spread **+17.9pp**

7 Years vs S&P 500 · **WSM +778.5%** · **S&P 500 +189.9%** · spread **+588.7pp**



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3 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE

70

OF 100

Score Breakdown

Profitability	83/100
Growth	50/100
Momentum	75/100
Quality	83/100
Earnings Quality	82/100
Balance Sheet	81/100
Value	42/100
Risk (safety)	100/100
Overall	70.1/100

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
CPNG	22
CASY	61
ULTA	62
BBY	65
TSCO	48
AZO	51
WSM	70

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

70 / 100

IS Score 70.1 / 100 · +0.0 from peak of 70

Quarter	Business Quality
23 Q1	58
23 Q2	61
23 Q3	63
23 Q4	68
24 Q1	69
24 Q2	68
24 Q3	65
24 Q4	60
25 Q1	62
25 Q2	61
25 Q3	63
25 Q4	65
26 Q1	70

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 · 22 of 22 indicator votes bullish

Date	Price Structure
07-23	44%
08-13	105%
09-03	44%
09-25	74%
10-16	105%

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 70 and price structure at 88 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 70.1	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 64 → 62 → 64 → 70	the direction matters more than the level
Technical vote share back above 50%	now 100%	price structure no longer broken
Institutional holder count rises two quarters running	peak 1,008 → now 1,008	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.

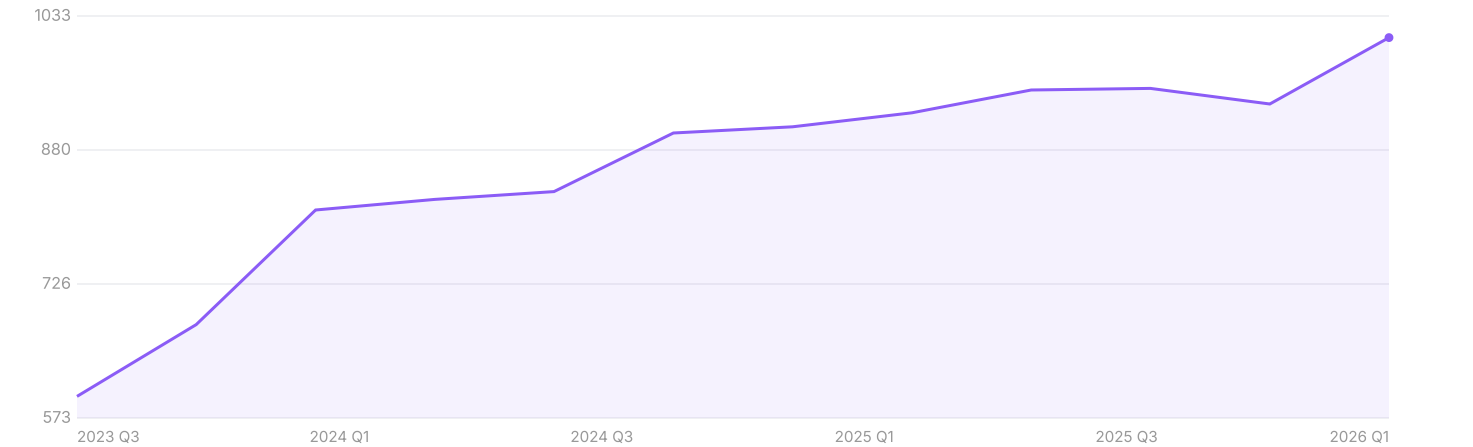
6 SMART MONEY CONFLUENCE EDGE · disclosure sources

SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 2 buys 2026-10-08	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1198 up / 961 down net +237 funds	INSTITUTIONS ADDED (13F) 76 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 1,008 · latest 1,008 (+0 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%	GUARD
2026 Q2	1,008	114.0M	\$26.4B	96.8%	
2026 Q1	932	111.9M	\$20.3B	95.1%	
2025 Q4	950	113.4M	\$20.1B	96.3%	
2025 Q3	948	112.4M	\$21.8B	95.5%	
2025 Q2	922	114.4M	\$18.6B	97.1%	
2025 Q1	906	114.9M	\$18.1B	97.6%	
2024 Q4	899	117.2M	\$21.6B	99.5%	
2024 Q3	832	122.6M	\$18.9B	104.1%	ex - outlier 91.0%
2024 Q2	823	124.9M	\$17.3B	106.1%	ex - outlier 99.6%
2024 Q1	811	124.4M	\$19.5B	105.6%	
2023 Q4	680	126.3M	\$12.7B	107.2%	
2023 Q3	598	131.2M	\$10.1B	111.4%	

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

Why 2024-09 reads 104.13%. Institutions cannot hold more of a company than exists. The reported 122.6M shares exceed the 117.8M outstanding, and a single filer accounts for the excess: **BlackRock, Inc.** reports 15,414,607 shares, which alone would be 13.1% of the company. Excluding that filing, ownership is 91.0%. We publish both figures. 13F filings are due 45 days after quarter end and amendments keep arriving after that, so the newest quarter is provisional by construction - this is what an unsettled quarter looks like.

Why 2024-06 reads 106.06%. Institutions cannot hold more of a company than exists. The reported 124.9M shares exceed the 117.8M outstanding, and a single filer accounts for the excess: **BlackRock Inc.** reports 7,659,794 shares against 6,773,016 the prior quarter, a 1x jump, which alone would be 6.5% of the company. Excluding that filing, ownership is 99.6%. We publish both figures. 13F filings are due 45 days after quarter end and amendments keep arriving after that, so the newest quarter is provisional by construction - this is what an unsettled quarter looks like.

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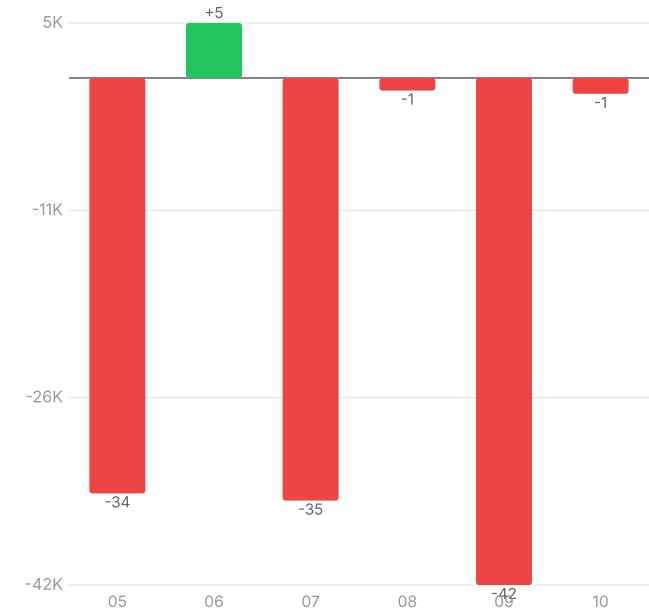
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Finucane Anne A.	director	2026-10-16	SELL	780	\$0.20M	9,418
Finucane Anne A.	director	2026-10-16	SELL	14	\$0.00M	9,404
Yearout Karalyn	EVP CHIEF TALENT OFFICER	2026-10-09	SELL	522	\$0.12M	19,673
Howie Jeffrey	EVP CHIEF FINANCIAL OFFICER	2026-09-16	SELL	585	\$0.13M	36,598
Howie Jeffrey	EVP CHIEF FINANCIAL OFFICER	2026-09-16	SELL	403	\$0.09M	36,195
Howie Jeffrey	EVP CHIEF FINANCIAL OFFICER	2026-09-16	SELL	202	\$0.04M	35,993
Howie Jeffrey	EVP CHIEF FINANCIAL OFFICER	2026-09-16	SELL	362	\$0.08M	35,631
Howie Jeffrey	EVP CHIEF FINANCIAL OFFICER	2026-09-16	SELL	420	\$0.09M	35,211

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	50	183,887	\$36.9M	Counted
M — Exercises (paired A/D)	33	142,536	—	None — mechanics
F — Tax withholding	31	298,823	\$53.5M	None — compensation
G — Gifts	1	2,103	—	None
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 Routine Selling — Low Signal	OPEN-MARKET SELLS \$36.9M 50 txns / 6 mo	OPEN-MARKET BUYS \$0.0M 0 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
2026-10-16	Anne Finucane	794	\$0.2M
2026-10-09	Karalyn Yearout	522	\$0.1M
2026-09-16	Jeffrey E. Howie	3,045	\$0.7M
2026-09-16	Laura Alber	35,000	\$7.7M
Trailing 12 mo	23 filings	480,819	\$96M

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11 13D / 13G STAKESCOND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-08-07	SCHEDULE 13G	STATE STREET CORPORATION	5.00%	5.9M sh
2026-06-02	SCHEDULE 13G/A	Aristotle Capital Management, LLC	9.36%	11.1M sh
2026-05-12	SCHEDULE 13G	STATE STREET CORPORATION	4.90%	5.8M sh
2026-04-30	SCHEDULE 13G	Vanguard Capital Management	7.51%	8.9M sh

12 CONGRESSIONAL TRADINGEDGE · STOCK Act

MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
Rick Larsen	House	BUY	\$1,001 - \$15,000	2026-10-08	2026-10-13
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-05-01	2026-06-11
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-01-13	2026-02-10

HOUSE 12-MO 3 trades 3 purchases	SENATE 12-MO 0 trades None purchases	COVERAGE STOCK Act filings 30-45 day disclosure lag	
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13 INSTITUTIONAL OWNERSHIP & 13F FLOWlive 13F data

13F FILERS (LAST COMPLETE Q) 932	13F SHARES 112M 95.1% of shares out	NEW / CLOSED 102 / 105 positions, QoQ	INCREASED / REDUCED 317 / 371 positions, QoQ
PUT/CALL (13F) 0.90 option positions	FREE FLOAT 98.7% 116M sh		

2.8 · Largest Reporting 13F Managers

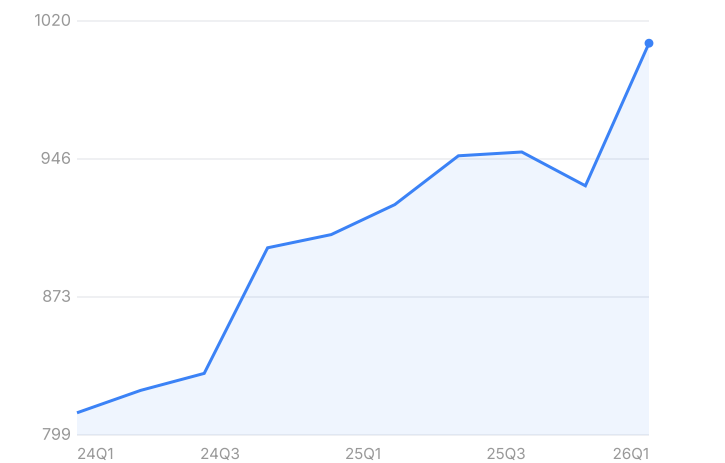
MANAGER	SHARES	VALUE
Congress Asset Management Co	143,631	\$33M
Mcrae Capital Management Inc	102,575	\$23M
Wealth Enhancement Advisory Servic	93,906	\$22M
Thomas Story & Son Llc	69,391	\$16M
Jgp Wealth Management, Llc	60,870	\$14M
Fjarde Ap-Fonden /Fourth Swedish N	47,146	\$11M

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

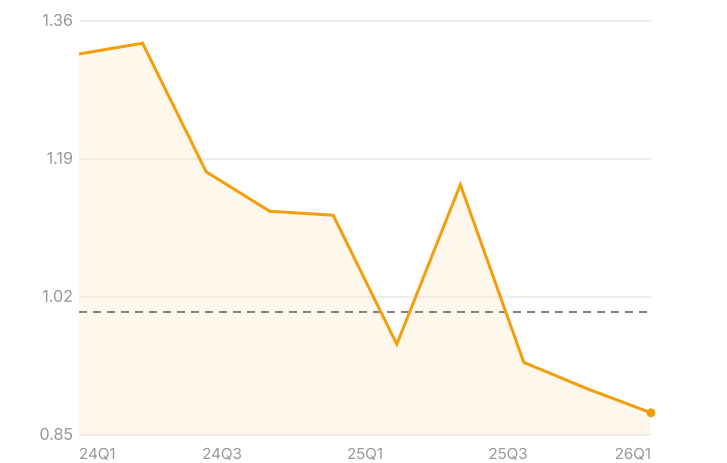
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.0%	\$850M
VTI	0.0%	\$850M
VSMPX	0.0%	\$850M
VTSAX	0.0%	\$850M
VFINX	0.0%	\$705M
VFIAX	0.0%	\$705M

13F Filers Holding WSM — quarterly



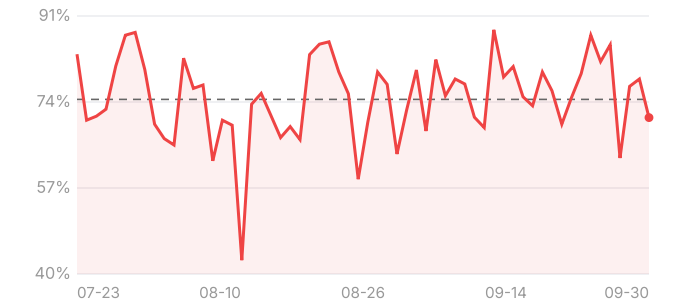
Institutional Put/Call — quarterly



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14 SHORT VOLUME — DAILY, 60 SESSIONS

EDGE · live FINRA feed

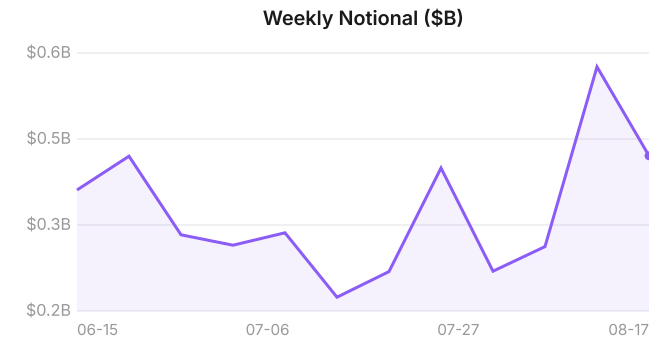


Daily short-sale volume as % of volume reported in FINRA's short-sale file — a flow measure, not short interest; dashed = 50-day average.

LATEST SESSION 71.0% 2026-10-15	20-DAY AVG 77.1% 50-day 74.7%	TREND Rising 20d vs 50d	BY MARKET CENTER Q: 72% · N: 51% · B: 92% latest session
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15 DARK POOL ACTIVITY

EDGE · live ATS data

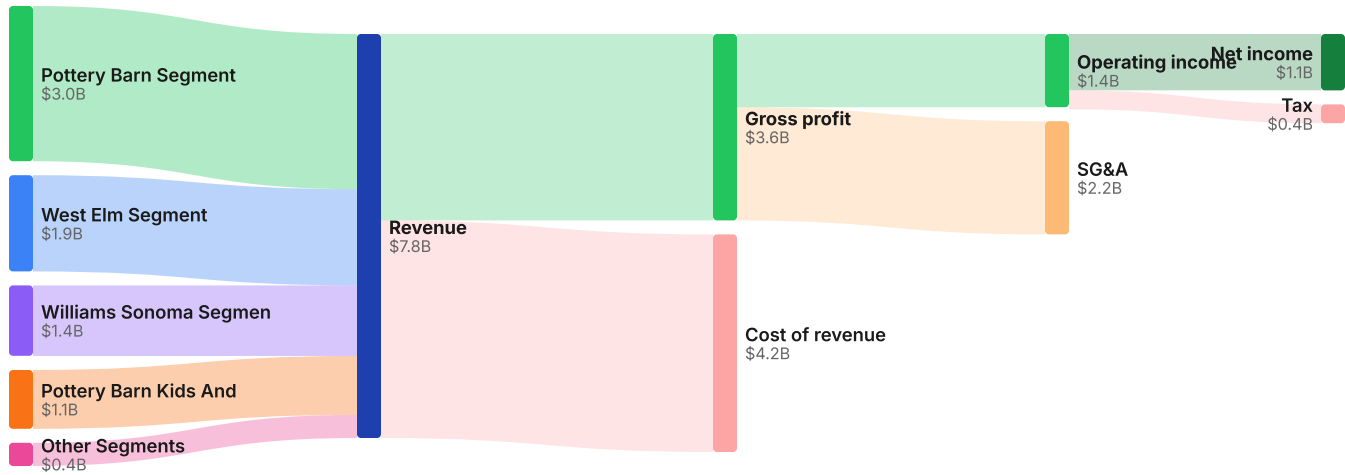


Where WSM Trades in the Dark

ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	1.2M	26 sh
Ubsa Ubs Ats	0.9M	34 sh
Ebxi Level Ats	0.8M	17 sh
Sgmt Sigma X2	0.6M	25 sh
Mlix Instinct X	0.5M	39 sh
Mspl Ms Pool (Ats- 4)	0.5M	136 sh

16 REVENUE FLOW — FY2025

live segmentation + income data



Where a dollar of Williams-Sonoma, Inc. revenue goes. All values FY2025 filings, live.

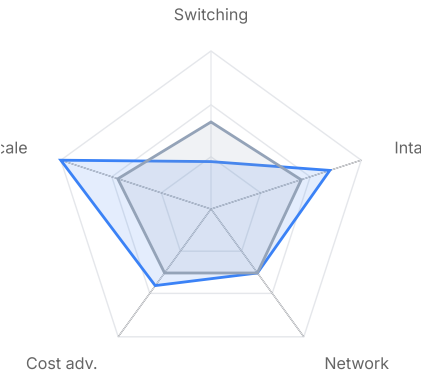
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17 MOAT & COMPETITIVE POSITION

LIVE MODEL · 62/100 NARROW

Moat score 62/100 — Narrow; primary source Efficient Scale.

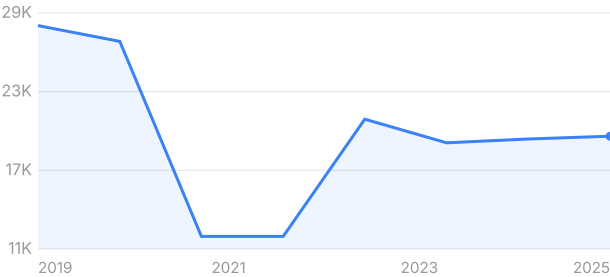


■ WSM (live moat model)

■ Peer median: CPNG · CASH · ULTA · BBY · TSCO

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

3.8 · Employees (SEC filings)



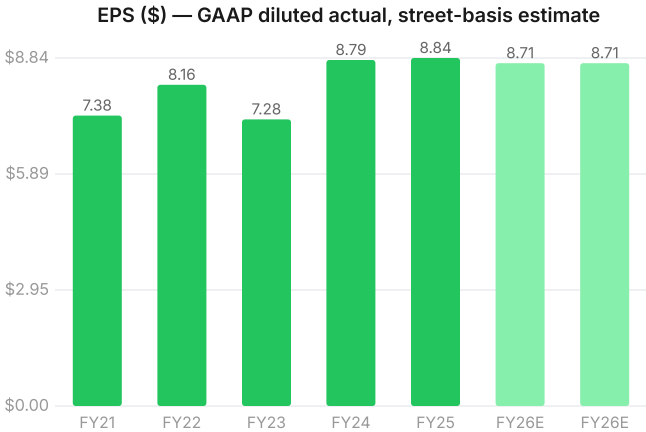
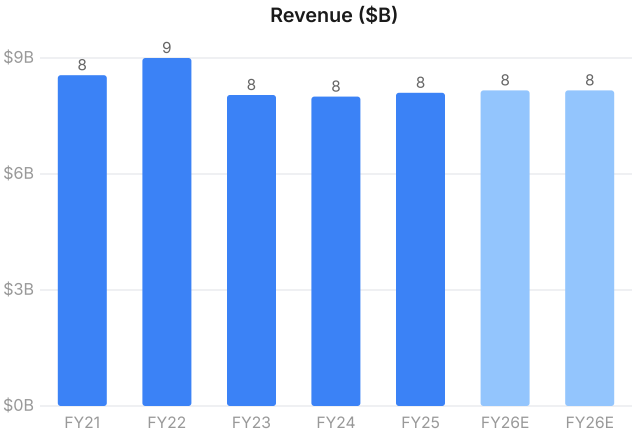
18 CORPORATE INFORMATION — KEY OFFICERS

19,800 employees

OFFICER	TITLE
Laura J. Alber	President, Chief Executive Officer & Director
Jeffrey E. Howie	Executive Vice President & Chief Financial Officer
Karalyn Yearout	Executive Vice President & Chief Talent Officer
David Randolph King	Executive Vice President, General Counsel & Secretary

19 REVENUE & EPS — HISTORY AND ESTIMATES

live consensus

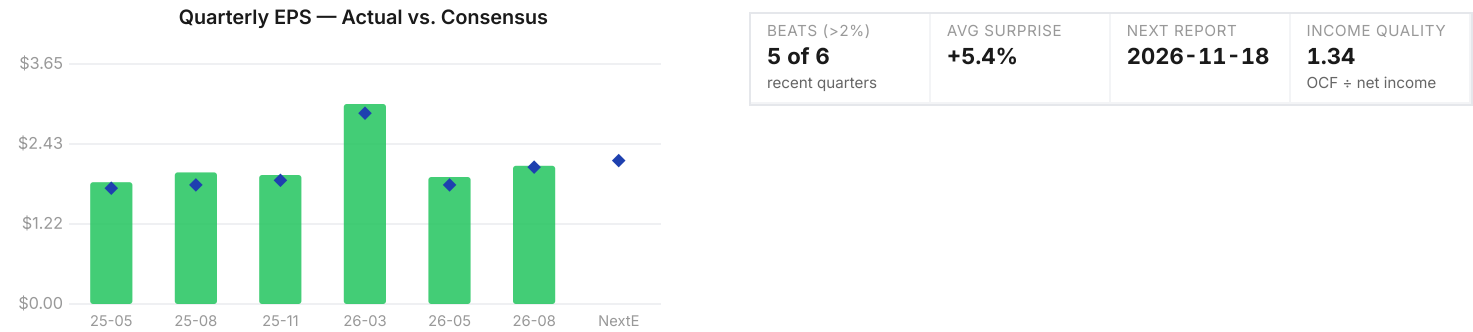


Actual bars are GAAP diluted EPS from the filed income statement; the lighter forward bars are street-basis consensus. The two are different measures and are not comparable quarter to quarter.

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20 ESTIMATE VS. ACTUAL & SURPRISES

live data



21 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

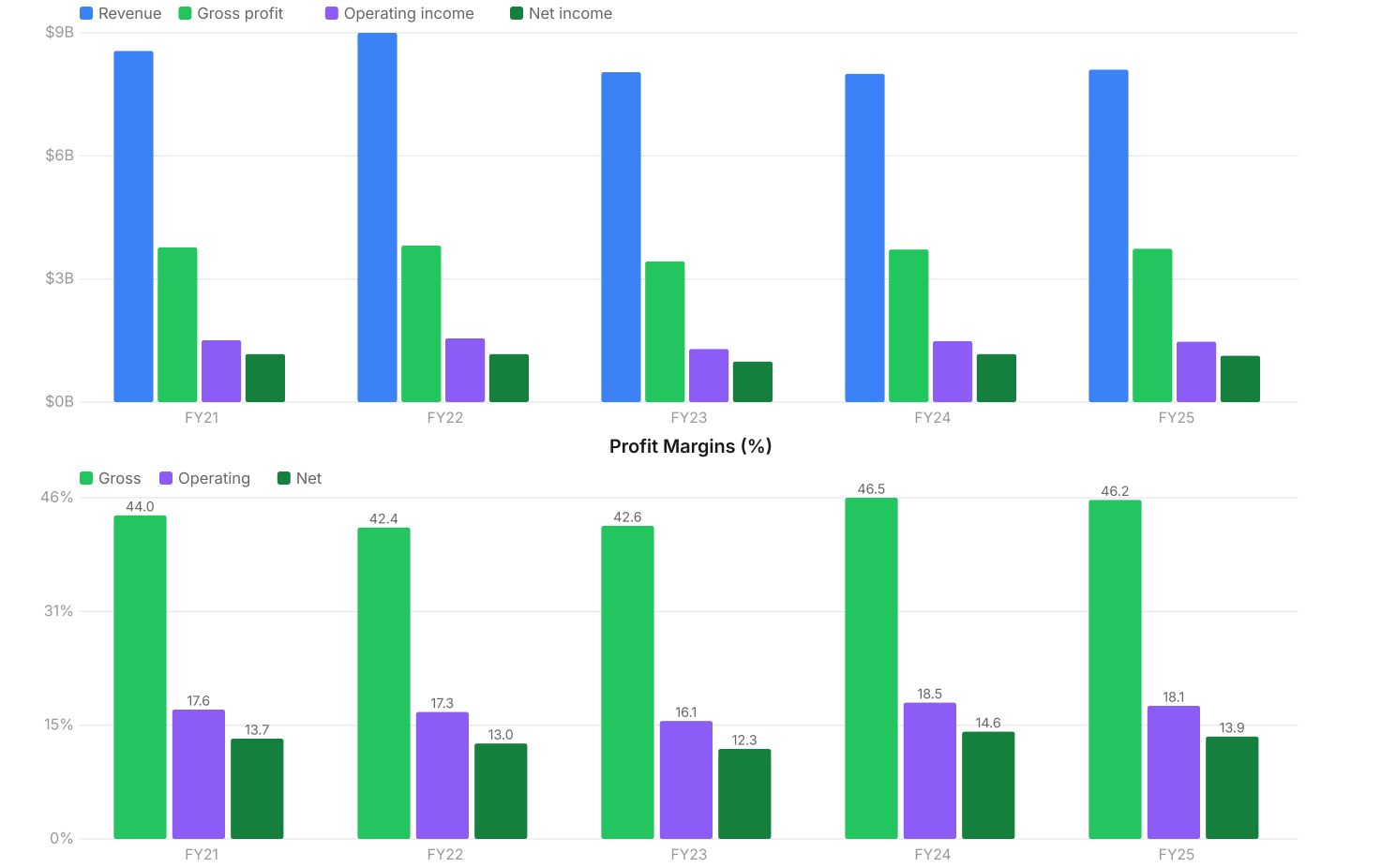
BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement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

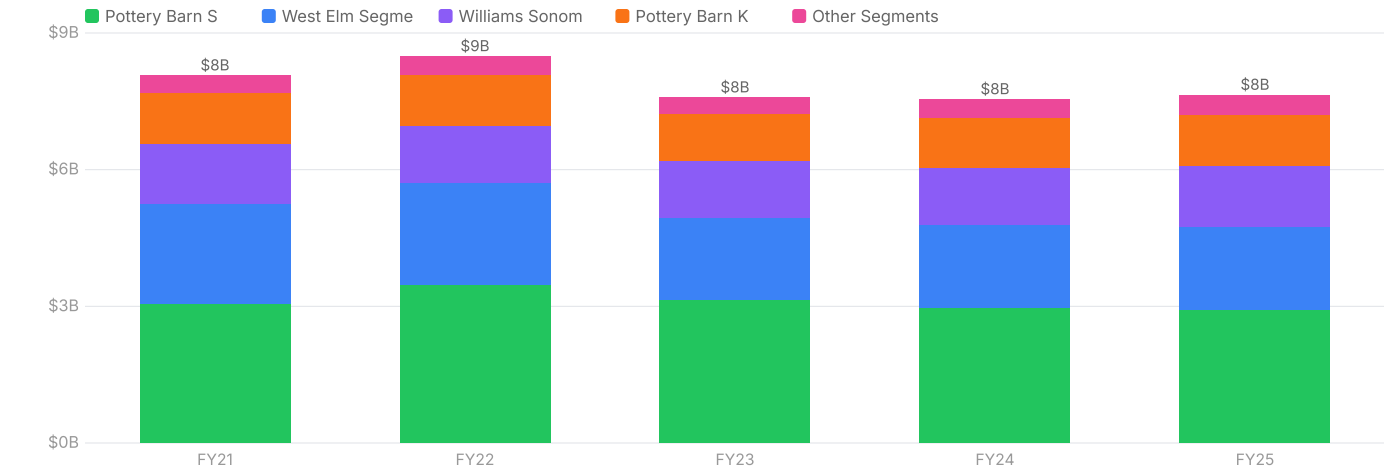
INCOME TRENDS — 5 YEAR

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	+21.6%	+5.2%	-10.6%	-0.5%	+1.2%
Gross profit	+37.8%	+1.3%	-10.2%	+8.4%	+0.6%
Operating income	+59.6%	+3.1%	-17.0%	+14.9%	-1.0%
Net income	+65.5%	+0.1%	-15.8%	+18.5%	-3.3%

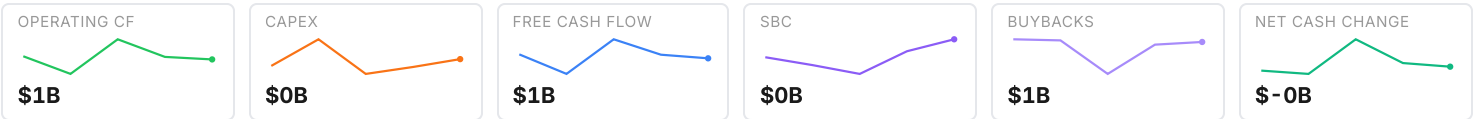
22 INCOME STATEMENT — FULL

live financials

\$B · FY ENDS	FY21	FY22	FY23	FY24	FY25	TREND
Revenue	8.2	8.7	7.8	7.7	7.8	
Cost of revenue	4.6	5.0	4.4	4.1	4.2	
Gross profit	3.6	3.7	3.3	3.6	3.6	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	2.2	2.2	2.1	2.2	2.2	
Operating income	1.5	1.5	1.2	1.4	1.4	
EBITDA	1.6	1.7	1.5	1.7	1.6	
D&A	0.2	0.2	0.2	0.2	0.2	
Pretax income	1.5	1.5	1.3	1.5	1.5	
Income tax	0.3	0.4	0.3	0.4	0.4	
Net income	1.1	1.1	0.9	1.1	1.1	
Diluted EPS (\$)	7.38	8.16	7.28	8.79	8.84	
Diluted shares (M)	153	138	131	128	123	

CASH FLOW TRENDS

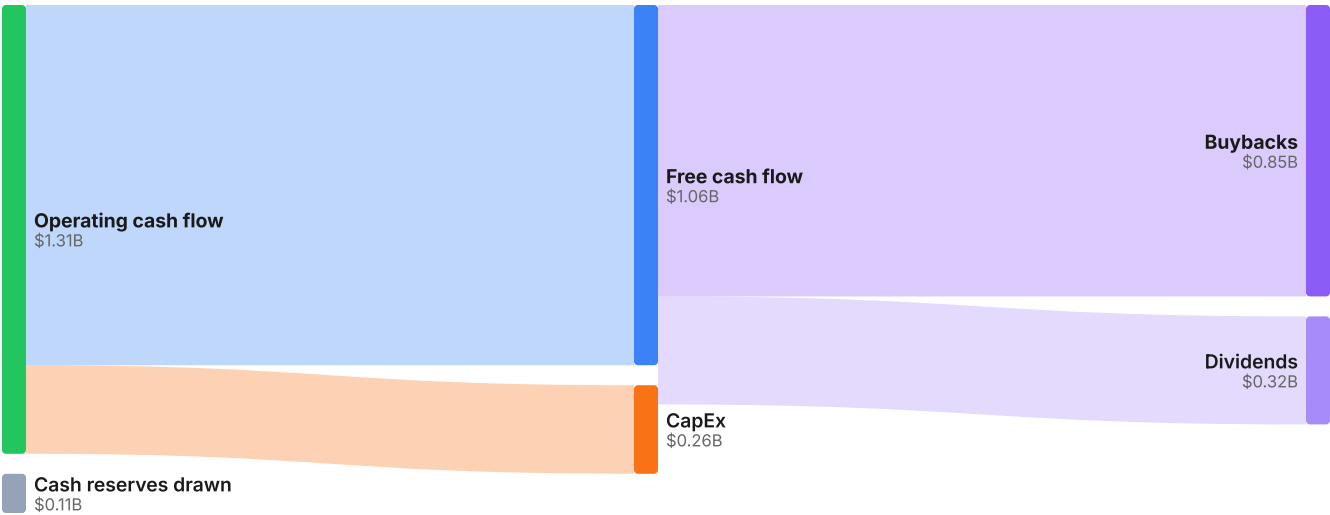
live data



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WHERE THE CASH WENT — FY2025

cash Sankey, live data



Balance Sheet — Full

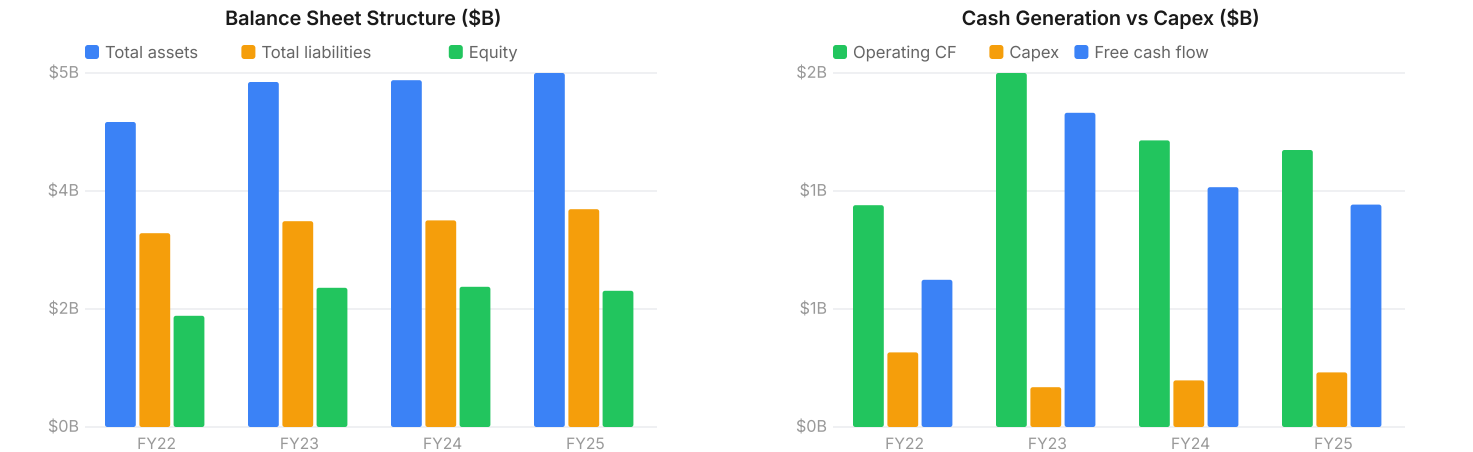
\$B	FY22	FY23	FY24	FY25	
Cash & equivalents	0.4	1.3	1.2	1.0	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	0.1	0.1	0.1	0.1	
Total current assets	2.0	2.7	2.8	2.7	
PP&E (net)	2.4	2.2	2.2	2.4	
Goodwill + intangibles	0.1	0.1	0.1	0.1	
Total assets	4.7	5.3	5.3	5.4	
Accounts payable	0.5	0.6	0.6	0.6	
Short-term debt	0.0	0.0	0.0	0.2	
Deferred revenue	0.5	0.6	0.6	0.6	
Total current liabilities	1.6	1.9	1.9	2.0	
Long-term debt	0.0	0.0	0.0	0.0	
Total liabilities	3.0	3.1	3.2	3.3	
Shareholders' equity	1.7	2.1	2.1	2.1	

Cash Flow Statement — Full

\$B	FY22	FY23	FY24	FY25	
Net income	1.1	0.9	1.1	1.1	
D&A	0.2	0.2	0.2	0.2	
Stock-based compensation	0.1	0.1	0.1	0.1	
Working capital change	(0.6)	0.2	(0.3)	(0.4)	
Operating cash flow	1.1	1.7	1.4	1.3	
Capital expenditures	(0.4)	(0.2)	(0.2)	(0.3)	
Investing cash flow	(0.4)	(0.2)	(0.2)	(0.3)	
Buybacks	(0.9)	(0.3)	(0.8)	(0.9)	
Dividends paid	(0.2)	(0.2)	(0.3)	(0.3)	
Debt issuance / (repay)	0.0	0.0	0.0	0.0	
Financing cash flow	(1.2)	(0.6)	(1.2)	(1.3)	
Free cash flow	0.7	1.5	1.1	1.1	

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23 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
PROFITABILITY							
ROE	67.9%	67.0%	49.6%	52.5%	51.5%	58%	
ROA	24.3%	24.3%	19.1%	21.2%	20.3%	21.4%	
ROIC	53.8%	40.5%	41.1%	47.3%	42.1%	30.1%	
Gross margin	44.0%	42.4%	42.6%	46.5%	46.2%	47.2%	
Operating margin	17.6%	17.3%	16.1%	18.5%	18.1%	19.2%	
Net margin	13.7%	13.0%	12.3%	14.6%	13.9%	14.7%	
EBITDA margin	20.0%	19.7%	19.1%	21.5%	21.1%	24.7%	
FCF margin	13.9%	8.1%	19.2%	14.8%	13.6%	—	
VALUATION							
P/E	10.04	7.64	12.91	23.35	22.75	25.3	
P/B	6.79	5.06	5.76	12.21	11.89	13.8	
P/S	1.37	0.99	1.58	3.39	3.17	3.68	
P/FCF	9.88	12.33	8.22	22.96	23.41	21.9	
EV/EBITDA	7.12	5.66	8.39	15.90	13.66	15.2	
EV/Revenue	1.42	1.12	1.60	3.41	3.23	3.7	
Earnings yield	10.0%	13.1%	7.7%	4.3%	4.4%	4.00%	
FCF yield	10.1%	8.1%	12.2%	4.4%	4.3%	4.57%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	1.31	1.24	1.45	1.44	1.39	1.45	
Quick ratio	0.61	0.35	0.78	0.74	0.64	0.68	
Debt / equity	0.77	0.85	0.65	0.63	0.70	0.71	
Debt / assets	27.8%	31.0%	26.4%	25.4%	26.9%	27.7%	
Net debt / EBITDA	0.26	0.63	0.09	0.08	0.24	0.25	
Interest coverage	729.11	—	—	—	—	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY21	FY22	FY23	FY24	FY25	TTM	TREND
EFFICIENCY							
Asset turnover	1.78	1.87	1.56	1.46	1.46	1.45	
Receivables turnover	59.88	70.13	64.97	64.10	63.86	54.7	
DSO (days)	6	5	6	6	6	7	
DPO (days)	46	41	46	55	56	61	
Cash conversion cycle	49	63	71	64	71	71	
GROWTH (YoY)							
Revenue growth	21.6%	5.2%	-10.6%	-0.5%	1.2%	—	
Net income growth	65.5%	0.1%	-15.8%	17.9%	-2.8%	—	
EPS growth	71.8%	13.2%	-13.1%	22.7%	0.6%	—	
FCF growth	3.6%	-39.0%	113.5%	-23.7%	-7.1%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	7.42	8.39	7.29	8.94	9.00	10.01	
Book value / share	10.96	12.66	16.33	17.11	17.21	18.18	
Revenue / share	54.29	64.54	59.49	61.58	64.52	67.98	
FCF / share	7.54	5.20	11.45	9.09	8.74	11.43	
Cash / share	5.60	2.73	9.69	9.69	8.43	8.74	
SHAREHOLDER RETURN & SCORES							
Buyback yield	8.0%	10.2%	2.6%	3.1%	3.4%	3.50%	
Altman Z-Score	5.58	5.11	5.19	7.92	7.34	8.2	
Piotroski F-Score	8	4	7	6	6	6/9	
Beneish M-Score	-2.80	-2.41	-3.11	-2.68	-2.63	-2.67	

24 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	6 / 9	Middling		
Altman Z-Score	8.2	Safe (>2.99)	Safe	
Income quality	1.34	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.67	Non-manipulator	vs -2.22 threshold	

25 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.75	Revenue stability	0.01
Interest burden		1.00	Earnings stability	0.28
Operating margin		19.7%	Earnings persistence	0.98
Asset turnover		1.49×	Revenue CAGR 3y	-1.1%
Financial leverage		2.50×	EPS CAGR 3y	9.9%
= ROE		55%	FCF CAGR 3y	7.4%

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 3.50%	DIVIDEND YIELD 1.18%	TOTAL SHAREHOLDER RETURN 4.74% cash yield	SBC / REVENUE 1.7% 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
CPNG	\$25.7B	-32.9	-20%	-6.4%	+9.9%	4/9	-54.7%
CASY	\$25.5B	33.0	20%	4.8%	+13.8%	7/9	+22.9%
ULTA	\$25.4B	21.5	46%	9.3%	+11.2%	5/9	+10.4%
BBY	\$19.4B	15.4	43%	3.2%	+1.4%	7/9	+24.2%
TSCO	\$17.3B	17.3	40%	7.9%	+4.0%	5/9	—
AZO	\$50.9B	20.0	-87%	14.1%	+7.4%	8/9	—
EBAY	\$53.5B	24.3	47%	17.5%	+14.7%	9/9	—
SE	\$57.4B	34.6	15%	5.7%	+43.1%	6/9	—

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

28 ANALYST CONSENSUS & ESTIMATES live consensus

Hold

56 Analysts

Str Sell (0) Sell (6) Hold (32) Buy (18) Str Buy (0)

MEAN TARGET (QTR) \$255.15 13 targets	TARGET VS. PRICE +2.0% last-quarter mean	NEXT REPORT 2026-11-18 street \$2.18
--	---	---

CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$7.87B	\$7.90B / \$7.81B	\$8.71	\$8.77 / \$8.66	14
FY2026	\$7.87B	\$7.90B / \$7.81B	\$8.71	\$8.77 / \$8.66	12
FY2027	\$8.15B	\$8.28B / \$8.04B	\$9.15	\$9.34 / \$8.93	14

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

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Quarter	\$255.15	+2.0%	13
Last Year	\$228.79	-8.5%	28
All Time	\$153.78	-38.5%	85

Rolling mean of published targets vs. last close \$250.16. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

B

DCF 2/5

ROE 5/5

ROA 5/5

DEBT/EQ 2/5

P/E 2/5

P/B 1/5

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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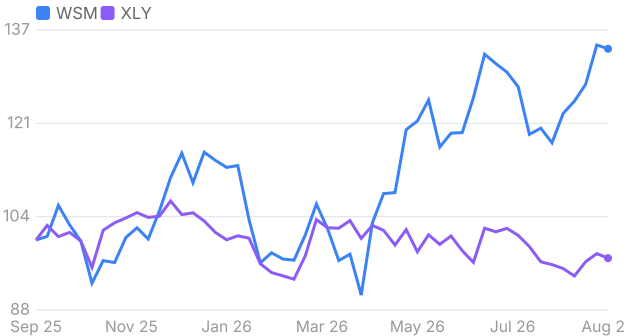
30 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set

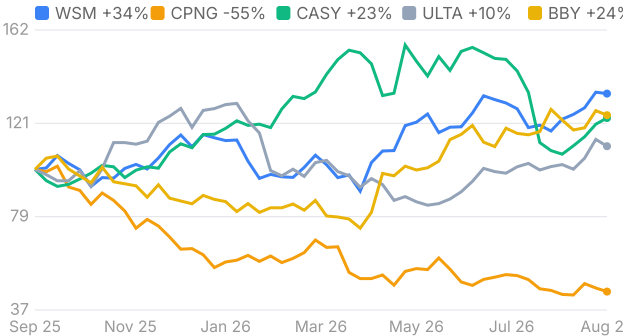
WSM +33.8% vs S&P 500 +15.9% — spread +17.9pp



Sector — XLY -3.2%



Peer Set — indexed to 100



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

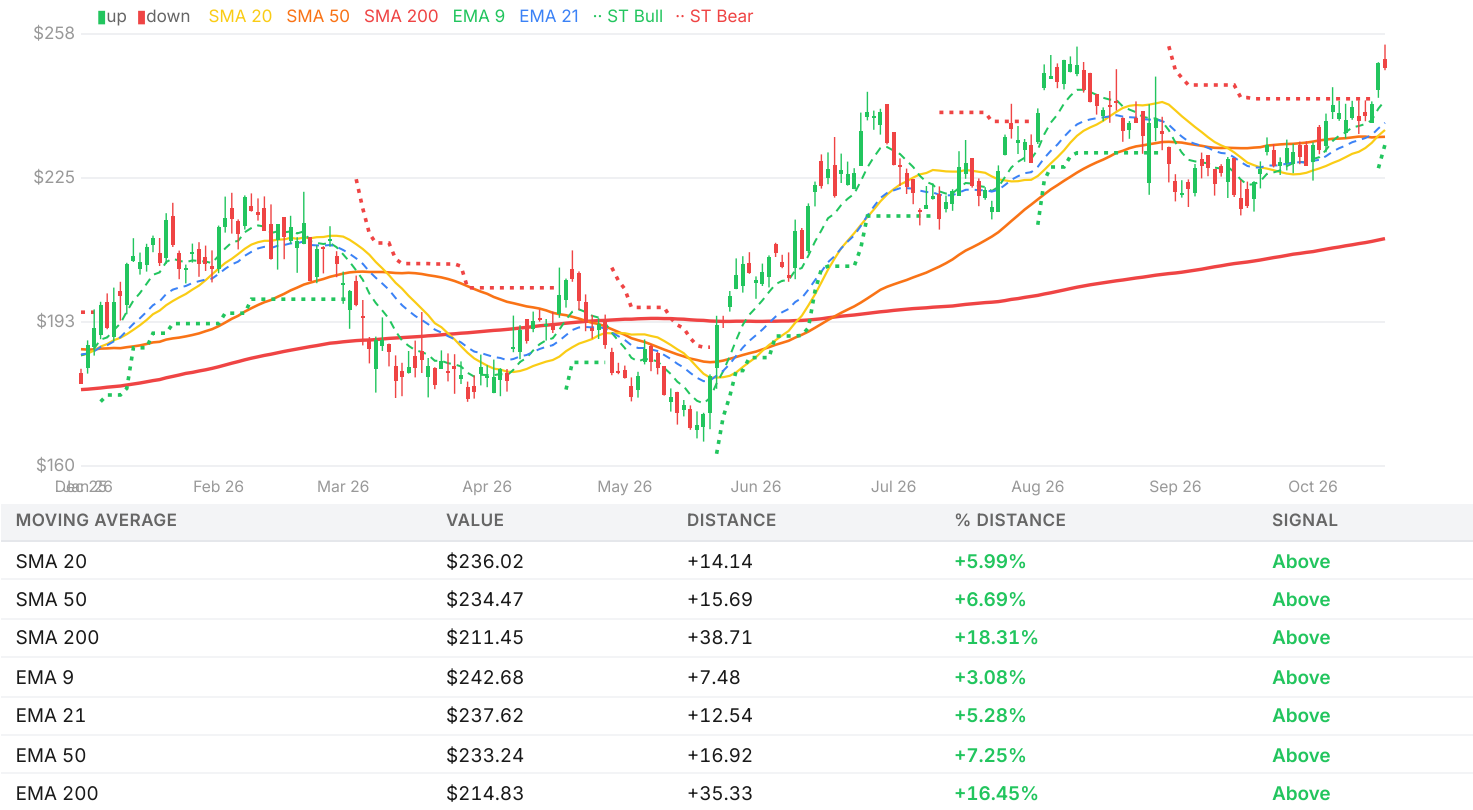


Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

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MOVING AVERAGE RIBBON & TREND

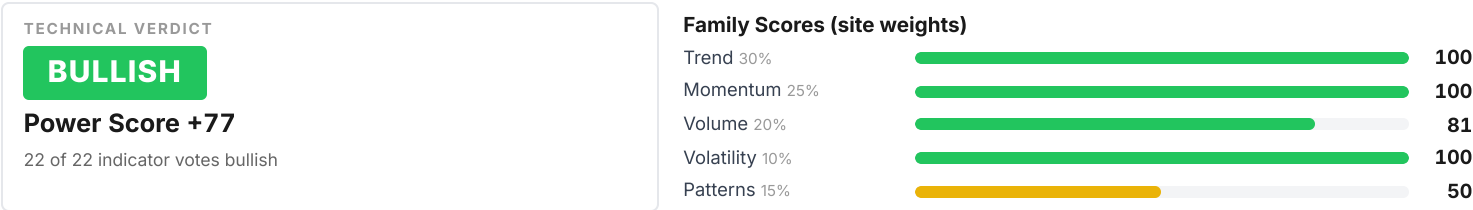
site technicals-tab chart, live indicator history



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

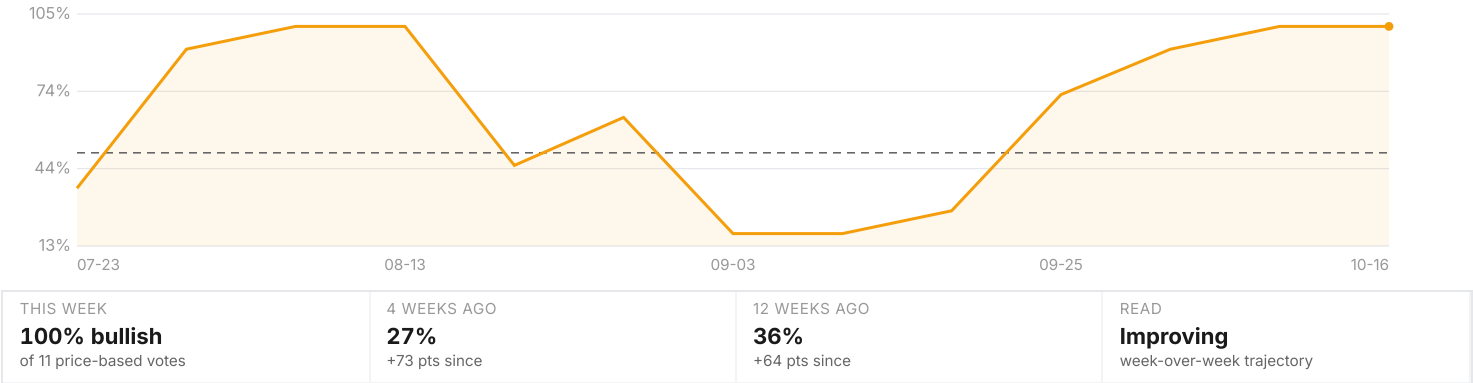
31 TECHNICAL POWER SCORE

EDGE · site engine · 88/100 composite



BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



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INDICATOR VOTE GRID				22 bull / 0 bear	
● Price vs SMA 20	\$236.02	● Price vs SMA 50	\$234.47	● Price vs SMA 200	\$211.45
● EMA 9/21 Cross	242.7/237.6	● SMA 50/200	Golden	● ADX Direction	ADX 13
● Supertrend	\$233	● Parabolic SAR	\$234	● SMA Slope	1.290
● RSI	66.9	● Stochastic K/D	88/81	● StochRSI K/D	91/81
● Williams %R	-17	● CCI	182	● TSI vs Signal	20.7
● CMO	33.8	● ROC	7.96%	● OBV Signal	Accum
● Chaikin MF	0.090	● MFI	71	● Force Index	3M
● Elder Ray Bull	17.71				

INDICATOR GAUGES					site technicals-tab style
66.9 RSI (14) 30 oversold · 70 overbought	87.9 Stochastic %K vs %D 81	70.8 Money Flow volume-weighted RSI	12.8 ADX trend strength · <20 weak	17.2 Williams %R inverted scale	

32 KEY LEVELS & VOLATILITY				live indicator table	
LEVEL	VALUE		LEVEL	VALUE	
Pivot / R1 / R2	\$248.64 / \$253.99 / \$256.71		S1 / S2	\$245.92 / \$240.57	
Bollinger (20,2)	\$222.31 – \$249.74		Squeeze	Off	
52 - wk range	\$165.51 – \$255.33		Off 52 - wk high	-2.1%	
ATR (14)	\$6.67 (2.7%)		Historical vol	24.2%	

33 SEASONALITY — 20-YEAR AVERAGES												live model · win rates shown
+2.1%	+1.0%	+4.6%	+4.8%	+0.1%	-1.8%	+3.6%	+3.2%	+2.0%	-2.3%	+3.3%	-1.3%	
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
40%	65%	62%	60%	40%	45%	60%	55%	65%	35%	55%	35%	

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

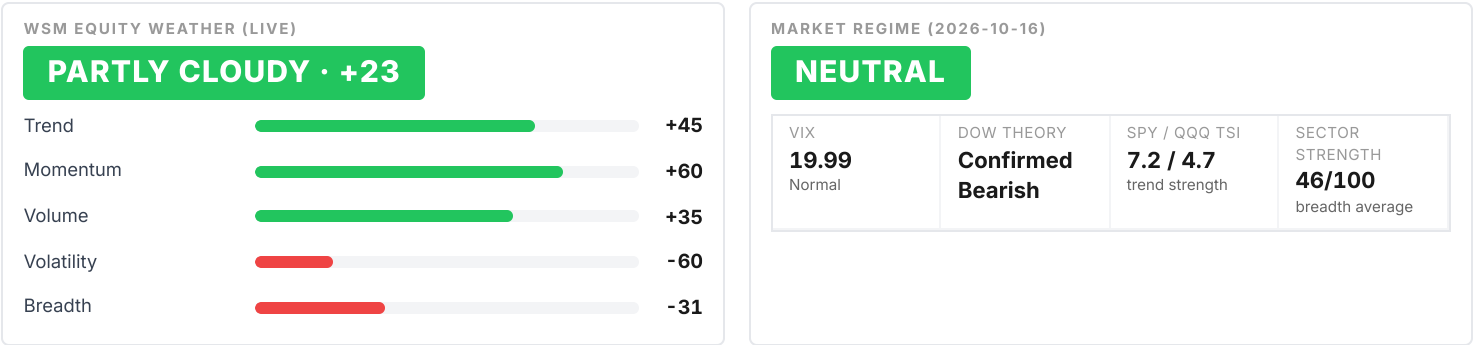
34 RISK INDICATORS			computed from live price history	
COMPUTED FROM LIVE WEEKLY PRICES		WSM	S&P 500	
Weekly volatility (σ , 1y)		4.69%	1.83%	
Best / worst week (1y)		+14.1% / -8.4%	—	
Max drawdown (5y, monthly)		-52.0%	—	
1 - week VaR (95%)		-7.4%	—	
Beta (5y)		1.46	1.00	

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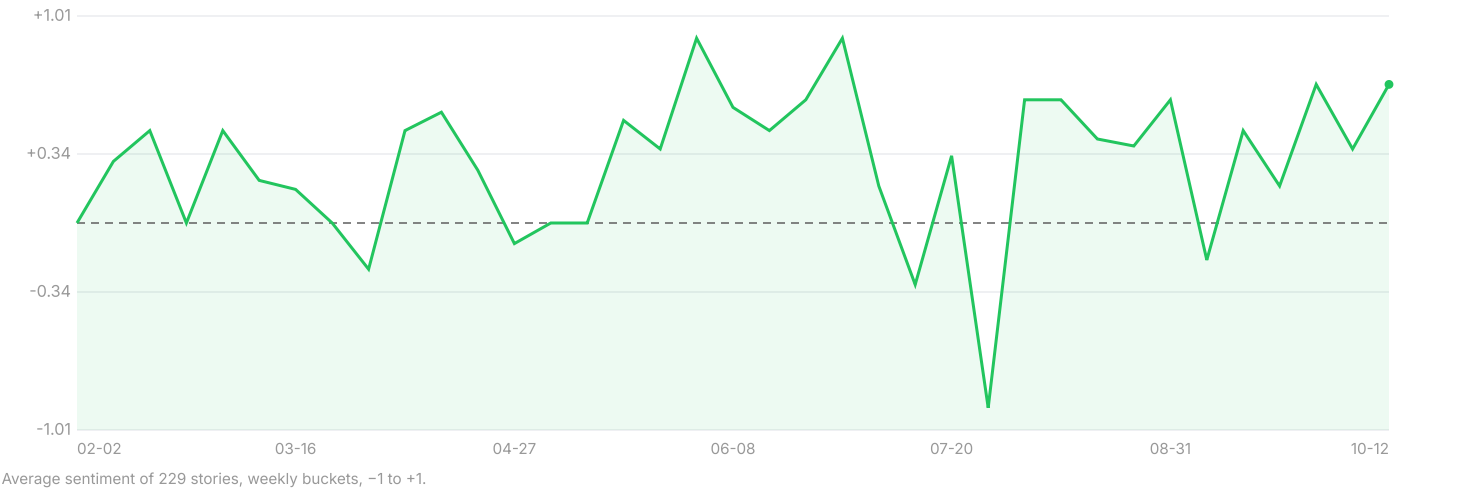
35 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine



36 NEWS SENTIMENT — WEEKLY

live Glauxie-scored feed



37 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Partly Cloudy

OVERALL +23.5 +36.2 vs industry		TREND +45.4 +49.9 vs industry	MOMENTUM +60.2 +68.3 vs industry	VOLUME +34.6 +29.1 vs industry
READING	WSM	SPECIALTY RETAIL N=631	CONSUMER CYCLICAL N=5,686	ALL US SYMBOLS N=70,435
Overall	+23.5	-12.8	-20.5	-20.5
Trend	+45.4	-4.5	-25.1	-21.3
Momentum	+60.2	-8.2	-15.0	-15.8
Volume	+34.6	+5.5	-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.

38 EXECUTIVE COMPENSATION

live proxy data · FY2025

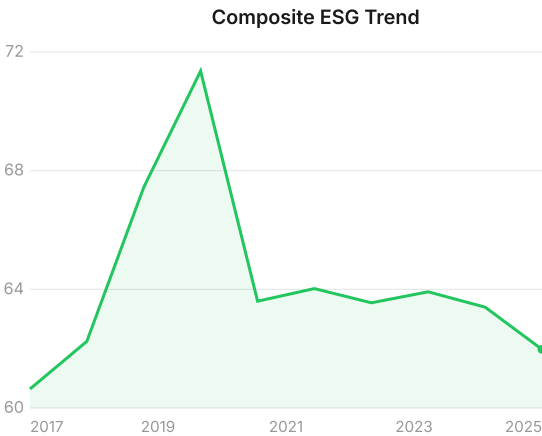
EXECUTIVE	TOTAL COMP	STRUCTURE
Laura Alber Director, President, and Chief E	\$33.3M	95% equity+incentive
Jeff Howie Executive Vice President, Chief F	\$7.8M	87% equity+incentive
Monica Bhargava President, Pottery Barn Bran	\$4.5M	80% equity+incentive
Karalyn Yearout Executive Vice President, Ch	\$4.4M	84% equity+incentive
David King Executive Vice President, General	\$4.2M	83% equity+incentive

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39 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	52
Social	75
Governance	71
Composite ESG	66



40 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-08-26	Earnings Release; Exhibits	2.02,9.01
2026-06-22	Shareholder Vote	5.07
2026-05-21	Earnings Release; Exhibits	2.02,9.01
2025-11-19	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01
2025-08-27	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01
2025-06-27	Entry into Material Definitive Agreement; Creation of Direct Financial	1.01,2.03
2025-06-13	Submission of Matters to a Vote of Security Holders	5.07
2025-05-22	Results of Operations and Financial Condition; Financial Statements an	2.02,9.01

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 · 2020-08-26 to 2026-08-26	
Analyst estimates	dim/forward_estimates	3 rows · 2026-01-31 to 2027-01-31	
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	114 rows · 1998 to 2026	
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-09-16 to 2026-10-16	
Proposed sales (Form 144)	edgar/form144	1 record	
Beneficial ownership (13D/G)	edgar/13dg	4 rows · 2026-04-30 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.