

Stitch Fix (NASDAQ: SFIX)

Consumer Discretionary - Retail

Struggling to find style?

March 16th, 2021

Stitch Fix is an online personal styling service in the United Stated and United Kingdom. Through algorithms and data science, it creates recommendations for users to personalize clothing items considering style, budget and size. Founded in 2011 by Katrina Lake, it was originally catered to women but has expanded to serve a wide range of customers.

Thesis

The clothing and accessories industry is very competitive, but Stitch Fix has focused on a niche business idea which has proven to have little competition, due to its replication difficulty. Sitch Fix doesn't need to compete with large retailers - instead, they use large retailers to offer their services. Although Stitch Fix has been struggling from the impacts of the pandemic, their large amounts of cash at hand should serve as a comfort for investors. We believe Stitch Fix will thrive through continued international expansion and they will have a strong bounce back from the past two years.

Drivers

Stitch Fix is driven by online sales and thanks to the pandemic, many customers have turned to online shopping. This continued trend of wanting to shop in the comfort of home rather than malls will help Stitch Fix to gain a sustainable competitive advantage since their entire business is built around that idea. Stitch Fix's ability to offer a wide variety of clothing brands as well as its own allows them to be attractive to all customers while capitalizing on fashion choices.

Valuation

We recommend a **BUY** rating for Stitch Fix, Inc. by using a Discounted Cash Flow Analysis and a Comparable Company Analysis. After weighing both methods at a 60% - 40% split, we have arrived at a target price of \$22.1.. We believe the market has been too harsh, with lots of potential.

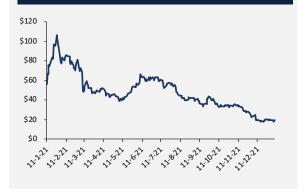
Analyst: Adib Vahedi, BCom. '24 contact@westpeakresearch.com

Equity Research	US
Price Target	\$ 24.00
Rating	Buy
Share Price (Jan. 8 Close)	CAD\$ 12.5
Total Return	50.5%

Key Statistics	
52 Week H/L	\$82.18/\$10.82
Market Capitalization	\$2.07B
Average Daily Trading Volume	2.64M
Net Debt	\$147M
Enterprise Value	\$5.8B
Net Debt/EBITDA	3.5x
Diluted Shares Outstanding	\$83.3M
Free Float	95%
Dividend Yield	0%

WestPeak's Fo	orecast		
	<u>2018E</u>	<u>2019E</u>	<u>2020E</u>
Revenue	\$1.58B	\$1.71B	\$2.10B
EBITDA	\$37.8M	\$(29)M	\$9.7M
Net Income	\$36.9M	\$(47)M	\$(9)M
EPS	\$0.37	\$(0.66)	\$(0.08)
P/E	5.0x	10.0x	15.0x
EV/EBITDA	5.0x	10.0x	15.0x

1-Year Price Performance

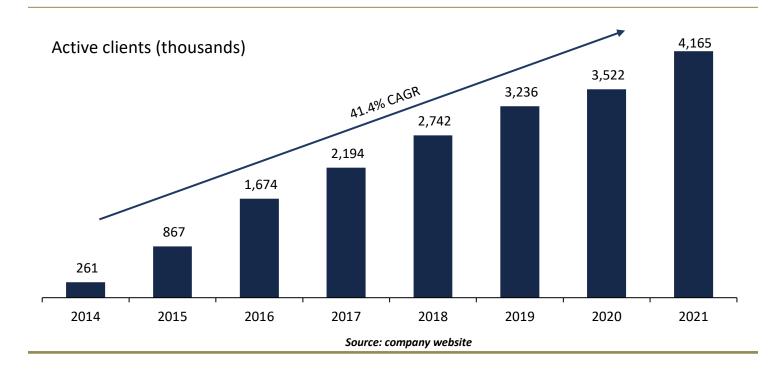




Business Overview/Fundamentals

Company Overview

Stitch Fix ("SFIX") is a leading personal styling service founded in Cambridge, Massachusetts. Since 2011, Stitch Fix has grown to offer over 100 brands to 4.2 million clients to help evolve their personal style, while saving time and ultimately looking great. Stitch Fix sells a range of apparel, shoes, and accessories which are hand-picked based on customers answers to their styling survey. It offers denim, dresses, blouses, skirts, shoes, jewelry, and handbags for men, women, and kids under the Stich Fix brand through its website and mobile applications. Stitch Fix generates revenue through clothing sales from brands, as well as their own private label. Additionally, revenue is collected from a \$20 styling fee, a subscription service, and a newly launched marketplace, Shops Your Looks. By expanding to accommodate all different people, and expanding to new ventures, Stich Fix continues to keep itself ahead of competitors. SFIX had a net revenue per active client of \$505 representing a year-over-year increase of 3.9%.



Growth Strategies

Personalization

Stitch Fix has grown to offer customers not only third-party brands but also over 8 of their own in-house brands to perfectly match their clients' styles. These brands, with the data science to fit your style and personal stylists for every client allows Stitch Fix to deliver products to over 4.2 million clients, which have grown to include women, maternity, petite, men, plus,



as well as kids. Stitch Fix's ability to grow and provide services to all types of individuals has given them a reach into all retail markets.

Growing Innovation

Stitch Fix allows customers to receive a "Fix" whenever they want, for a \$20 styling fee, covering the stylist's expertise and time, but it gets credited toward anything you buy. Furthermore, they offer free shipping and returns with the choice of either getting regular deliveries or no subscription. Recently, Stitch Fix launched their new app "Shop Your Looks" which allows clients to discover and shop personalized outfits built around previously kept items, without waiting for their next Fix. Shop Your Looks can be found both on mobile and desktop, where customers will find an experience designed just for them with an assortment of items recommended with their own individual style, fit, and size preferences in mind. These individual looks refresh throughout the day, so clients can regularly check back for new style and outfit inspiration.

Market Opportunity

In 2020, the U.S. and U.K Apparel, Footwear and Accessories market totalled \$343 billion, with \$127 billion of that being online sales (37%). Euromonitor International predicts the market will grow to \$472 billion by 2025, with \$220 billion being online sales (46.6%). This estimated growth would give the total market a 6.6% CAGR from 2020-2025 and online sales an 11.6% CAGR within the same time period. These numbers show the evident growing interest of customers wanting to shop from the comfort of their home, an opportunity which Stitch Fix is in the prime position to capitalize on.

Industry Analysis

Stitch Fix is a part of the fast-growing e-commerce business. With the pandemic having forced people to work from home, people have become accustomed to staying in the comfort of their home. This trend led to individuals making an increasing number of purchases away from stores, due to its convenience and ease. According to Insider, US retail ecommerce sales are expected to grow 13.7% in 2021, reaching \$908.7 billion in 2021. Prior to the pandemic, we expected sales would grow just 12.8%. Adobe surveys found that 9% of U.S. consumers and 15% of United Kingdom consumers said they had never purchased anything online before March 2020. It's a new audience for e-commerce, with consumers who are likely to stay. U.S. consumers spent \$78 billion online in March, up 49% year-over-year, the highest growth since July 2020.





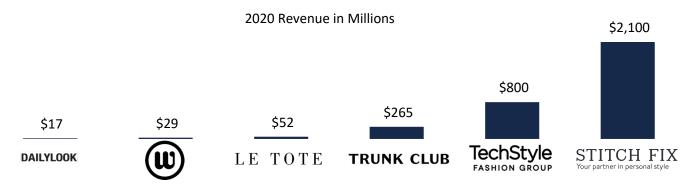


Source: company website



Competitors

SFIX is the leading online personal styling service, with main competitors being Wantable, DAILY LOOK, Le Tote, Trunk Club and Techstyle Fashion Group. Stitch Fix maintains a superior market share by offering options for all body types, and all demographics while competitors only offer option for a select few. Additionally, Le Tote and DAILY LOOK only offer their services through subscriptions, while Stich Fix does not require a subscription. Stitch Fix has the cheapest styling fee of all competitors, with Wantable matching their price of \$20. With a \$20-\$600 price range of clothing, Stitch Fix serves clients who are both looking for affordable and high-end clothing, while having the second most affordable range of clothing, with Le Tote offering a range from \$14-\$100. Competitors price range of clothing only go up to \$300, half of what Stitch Fix offers.



Source: company websites

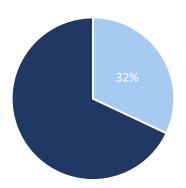
ESG

Sustainable materials

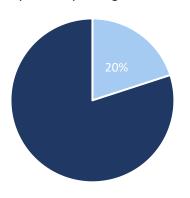
Stitch Fix plans to source 100% of the main materials in their private label products more sustainably than conventional alternatives by 2025. In 2021, they reached 47% of their total goal. Stitch Fix offers a range of products made with materials that use fewer chemicals, less water and that reduce waste. At least 30% of the materials in each product must be more sustainable than the conventional alternative to be categorized as "sustainable". Sitch Fix is a member of the Better Cotton Initiative to help make global cotton production better for workers and the environment. Additionally, they use recycled polyester, which repurposes waste from a variety of sources like plastic bottles and fiber discards. As members of the CanopyStyle initiative, Stitch Fix pledges that their viscose will be verified free of endangered forests by 2022. In 2021, Stitch Fix became members of the Sustainable Apparel Coalition (SAC), joining "over 250 leading companies, associations, non-profits and academic institutions working to reduce environmental impact and promote social justice throughout the global value chain."



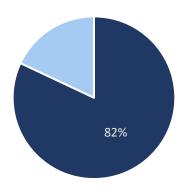
Better Cotton goal reached



Recycled Polyester goal reached



Sustainable Viscose goal reached



Source: company website

Vendors

Stitch Fix's vendor relationships are based on shared ethics. Through their Vendor Code of Conduct, their vendors are committed to minimizing their environmental impact and providing working conditions that uphold local labor laws as well as international standards on worker and human rights. To ensure these ethics are met, Stitch Fix holds vendors accountable for transparency and integrity, to do so, vendors must provide Stitch Fix and designated third-party representatives access to workers, accurate and complete records, and factory work areas, when requested, with or without advance notice. Additionally, the Vendor Code of Conduct hold categories for Laws, Minimum Working Age, Forced Labour, Migrant Workers, Non-Discriminatory Hiring practices, Coercion and Harassment to name a few.

Board Diversity

SFIX has a diverse board with a wide range of expertise and knowledge, including Bill Gurley, who has been consistently on the Forbes Midas List and is considered one of technology's op dealmakers. CEO of Vail Resorts Inc. Kristen Lynch is also on the board, known for driving Vail's growth by bringing data, analytics and personalized marketing that enabled efficiency and scale. They are joined by Mikkel Svane, entrepreneur and CEO of Zendesk, Sharon Mccollam, CEO of Albertsons companies Inc., Marka Hansen former President of Gap and Banana Republic, and Neal Mohan, Chief Product Officer at YouTube.

Catalysts

Unparalleled Growth

As seen under the Industry Analysis, Stich Fix is in a market with few independent competitors. Large competitors include Nordstrom's Trunk Club and Amazon's Prime Wardrobe, but they've all struggled to take off. Stitch Fix on the other hand has grown to have revenues almost 8x larger than Trunk Club and almost 3x larger than its closest competitors. Stitch Fix has achieved this feat all while only operating in two countries. Already being the largest competitor in the market, Stitch Fix has a large opportunity for expansion to other countries throughout Europe and North America.



Share buyback

Stitch Fix recently informed that it's board has authorized a share repurchase program wherein the retailer can buyback up to \$150 million of the Class A common stock (roughly 7% of float). This move demonstrates strength in SFIX's strategy, value proposition and growth potential. Repurchases will be funded by Stitch Fix's cash and cash equivalents or future cash flow. As of Oct 30, 2021, Stitch Fix has \$400.5 million of cash, cash equivalents, and marketable securities. SFIX generated \$141.7 million cash from operating activities during first quarter fiscal 2022. Also, SFIX reported a free cash flow of \$125.3 million for the same period.

Inclusive

Stitch Fix remains on track with its efforts to boost assortments and improve client experience. Management is steadily expanding its assortments to include more affordable products across categories. SFIX currently sits as the second most affordable range of clothing when looking at competitors but also offers high-end clothing, which competitors lack. It is on track to significantly transform its business in several areas, including the expansion of Shop to the existing client base, the launch and scale of Fix Preview, and investments in systems and people.

Management

Elizabeth Spaulding - Chief Executive Officer

Elizabeth Spaulding is CEO at Stitch Fix. She joined the company as President in 2020 to focus on driving the next phase of the company's growth, including direct-buy capabilities and international expansion efforts. Prior to Stitch Fix, Spaulding was Global Head and Founder of the Digital Practice at Bain & Company, where she was a partner and served on the Board of Directors. During her tenure at Bain, she supported clients in digital transformations, with a particular focus on consumer and tech sectors, and led the firm's efforts to continually evolve and grow new capabilities through partnerships and M&A. She additionally supported Bain's pro bono and social impact efforts, a passion she brings to Stitch Fix. Spaulding received her MBA, as an Arjay Miller Scholar, from the Stanford Graduate School of Business, and a BAS in Industrial Engineering and French from Stanford University. Elizabeth is on the board of Prealize Health (formerly Cardinal Analytx), a machine learning start-up in the healthcare sector, focused on getting better care sooner to patients and founded by two Stanford professors.





Dan Jedda – Chief Financial Officer

Dan Jedda is the Chief Financial Officer of Stitch Fix and has been with the company since 2020. Prior to joining Stitch Fix, Dan spent 15 years at Amazon, where he last served as a Vice President/CFO of Digital, Advertising and Corporate Development Finance. Prior to his tenure at Amazon, Dan worked in Consumer Finance supporting Media, Softlines, and Consumables as a Controller for Toshiba America. He also spent several years at Honeywell and ADC Telecommunications in various business finance roles, Treasury, and Internal Audit. Dan is a CPA/CMA and received an MBA from the University of Minnesota.



Minesh Shah - Chief Operations Officer

Minesh is Chief Operations Officer at Stitch Fix, where he is responsible for scaling the company's operations while consistently delivering delightful client experiences. His areas of focus include Styling, Client Experience, Warehouse Operations, Logistics and IT. Prior to Stitch Fix, Minesh has spent the majority of his career in high-growth, consumer-driven companies -- focusing on operations, customer experience, omnichannel programs and marketing. Most recently, Minesh led Delivery Operations at Tesla, rapidly scaling post-manufacturing infrastructure while delivering great post-purchase experiences. Prior to Tesla, Minesh was a leader in Global E-commerce at Uniqlo and spent 10 years at Walmart.com.



Compensation

Elizabeth Spaulding

For FY 2021, Spaulding's total compensation was \$8,818,130, a 41.2% decrease from the year before when she first stepped into the position. Of her \$8,818,130 compensation, \$600,720 was base salary (6.8% of total compensation), \$2,385,659 were stock awards (27% of total), \$5,566,551 were option awards (63% of total) and \$265,200 were non-equity incentive plan compensations (3% of total)

Dan Jedda

For FY 2021, Jedda's total compensation was \$15,270,035, as he just stepped into the position. Of his \$15,270,035 compensation, \$317,688 was base salary (2.1% of total compensation), \$7,279,438 were stock awards (48% of total), \$7,279,410 were option awards (48% of total) and \$143,499 were non-equity incentive plan compensations (0.9% of total).

Shareholder Base, Liquidity, Market Depth

Shareholder Base



Stitch Fix has 83.3M shares outstanding and a free float of 79.0M shares, rendering a 95% free float. Stitch Fix's shareholder base primarily consists of Institutional investors, making up 62%, while Individual investors make up 17% and Hedge Fund Managers 10%.

Holder	Common Stock Equivalent Held	% Of CSO	Market Value (USD in mm)	Insider (Y/N)
Working Capital Management Pte Ltd	11,088,374	10.192	210.9	N
Lake, Katrina M. (Founder)	9,580,102	8.805	182.2	Υ
Baseline Ventures Associates, LLC	6,563,089	6.032	124.8	N
The Vanguard Group, Inc.	6,372,783	5.857	121.2	N
Jackson Square Partners, LLC	5,793,617	5.325	110.2	N
BlackRock, Inc. (NYSE:BLK)	5,390,497	4.955	102.5	N
Anderson, Steven (Director)	5,312,455	4.883	101.0	Υ
Benchmark	4,587,821	4.217	87.3	N
Morgan Stanley Inc.	4,298,303	3.951	81.8	N
Spyglass Capital Management LLC	4,081,829	3.752	77.6	N
Top 10 Shareholder Base	63,068,870	57.969	1,199.5	

Source: Capital IQ

Liquidity

The average trading volume from the past year (Jan 9, 2021 to Jan 9, 2022) is 2,542,046 shares. We believe the liquidity risk for Sitch Fix, Inc. is not significant.



Valuation

Discounted Cash Flow Assumptions

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Revenue

Revenue was projected based on the customer growth rate and the net revenue per active client of Stitch Fix in the previous quarters, as the main source of income for Stitch Fix is the number of customers they have using their personalized services. From this growth, conservative numbers were taken as we believe their large increase in customer base will slowly decrease.

COGS & SG&A

We predicted COGS and SG&A would remain constant at 55% and 41%. These numbers are calculated by taking the average of the past five years and we do not expect any significant changes in the future.

Effective Tax Rate

We predicted a constant 30% tax rate based on historical numbers.

WACC

The weighted average cost of capital (WACC) is calculated to be 7.2%. This is calculated by using a risk-free rate of 1.5%, an expected market return of 8.0%, a beta of 0.88, a pre-tax cost of debt of 1.4%, and an effective tax rate of 30.0%.

Terminal EV/EBITDA Multiple

Given Stich Fix's impressive growth, we decided upon a 9.0x terminal EV/EBITDA exit multiple. We believe this assumption will accurately depict Stitch Fix's future, given their history and future expansion mindset.

Comparable Company Analysis

Considering Stitch Fix's unique business nature there are no direct competitors which are currently publicly traded. Therefore, we decided to use the businesses parent companies for our analysis. We chose Nordstrom, who currently own Trunk Club. Additionally, we chose The Gap and Target, who have their own subscription services and would be competing for market power with Stitch Fix.

Nordstrom Inc.

Nordstrom, Inc., is a fashion retailer, that provides apparels, shoes, beauty, accessories, and home goods for women, men, young adults, and children. It offers a range of brand name and private label merchandise through various channels, such as Nordstrom branded stores and online. Nordstrom acquired Trunk Club in 2014 for \$350 million but has been struggling with the service ever since, closing all Trunk Club stores in late 2020 relocating into nearby department stores. As of March 02, 2021, it operated 358 stores in the U.S. and Canada, including 100 Nordstrom stores, 249 Nordstrom Rack stores, 2 clearance stores, and 7 Nordstrom Local service hubs. The company was founded in 1901 and is headquartered in Seattle, Washington.

Target Corp.

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Target Corporation operates as a general merchandise retailer in the United States. The company offers food assortments, including perishables, dry grocery, dairy, and frozen items; apparel, accessories, home décor products, electronics, toys, seasonal offerings, food, and other merchandise; and beauty and household essentials. It also provides in-store amenities, such as Target Café, Target Optical, Starbucks, and other food service offerings. The company sells its products through its stores; and digital channels, including Target.com. As of January 30, 2021, the company operated approximately 1,897 stores. Target Corporation was founded in 1902 and is headquartered in Minneapolis, Minnesota.

The Gap Inc.

The Gap, Inc. operates as an apparel retail company. The company offers apparel, accessories, and personal care products for men, women, and children under the Old Navy, Gap, Banana Republic, Athleta, Intermix, and Janie and Jack brands. Its products include denim, tees, fleece, and khakis; eyewear, jewelry, shoes, handbags, and fragrances; and fitness and lifestyle products for use in yoga, training, sports, travel, and everyday activities for women and girls. The company offers its products through company-operated stores, franchise stores, Websites, third-party arrangements, and catalogs. It has franchise agreements with unaffiliated franchisees to operate Old Navy, Gap, Athleta, and Banana Republic stores and websites in Asia, Europe, Latin America, the Middle East, and Africa. Gap launched the Outfit Box subscription clothing service in 2017 but halted the service in 2018. As of March 04, 2021, the company had 3,100 company-operated stores and 615 franchise stores. It also provides its products through e-commerce sites. The Gap, Inc. was founded in 1969 and is headquartered in San Francisco, California.

Recommendation

With our projection and understanding of Stitch Fix, Inc. and the online retail subscription industry, we believe the company is in stable condition. We initiate a **BUY** rating on Stitch Fix, Inc. due to its future growth potential, specifically with their new Shop platform. We believe the Shop platform as well as potential for international growth will help the company achieve significant success. With the help of the executive's strategy building and restructuring to expand their customer base, Stitch Fix is expected to have stable performance and fully recover from their loss in the past two pandemic years. We decided on using a 70% - 30% split through our discounted cash flow and comparable companies analysis due to Stitch Fix's lack of relevant competitors. We determined a target price of \$18.8, an expected return of 50.5% given the current share price of \$12.5 and recommend a **BUY** rating on Stitch Fix.

Risks

Small Global Footprint

Stitch Fix currently only serves customers from the US or UK, heavily limiting its potential market reach. Stitch Fix's international launch is not cheap. Having launched in the UK in 2019, Stitch Fix had to prepare for new market entry, hiring talent for its merchandising, styling, and customer service. With the management team indicating approximately \$12 million of selling, general, and administrative expenses would be dedicated to the UK expansion in 2019. Stitch Fix has been extremely slow in internationally expanding their services, having only expanded to the UK in 2019 despite being founded 11 years ago.

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International Sourcing

There is a significant portion of Stitch Fix's products that they purchased is manufactured abroad, and their merchandise is manufactured by suppliers worldwide. Thus, there is a risk to their supply chain. Trade restrictions, and customs restrictions, will adversely impact the company's financial condition and operations. As well as currency exchange rate fluctuation, political instability would impact their profitability. This risk is hard to minimize and prevent unless Stitch Fix chose another merchandise sourcing. It is hard to predict how the risk would impact the company due to all the uncertainty.

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Appendix 1: Summary Page

alla				Sur	nma	ry Pa	ge								
		#VALUE!													
(Figures in mm USD)	FY2016	FY2017	FY2018	FY2019	FY2020	Q1-2021	Q2-2021	Q3-2021	Q4-2021	FY2021	FY2022	FY2023	FY2024	FY2025	FY2026
Income Statement															
Revenue	730.3	977.1	1,226.5	1,577.6	1,711.7	490.4	504.1	535.6	571.2	2,101.3	2,521.5	3,025.8	3,631.0	4,357.2	5,228.6
EBITDA	64.8		64.3	37.8	(29.0)		(26.1)	(2.3)		9.7	113.5	136.2	163.4	196.1	235.3
Net Income Earnings Per Share	33.2 \$ 1.19			36.9 \$ 0.36	(67.1) \$ (0.66)	9.5 \$ 0.09	(21.0) \$ (0.20)	(18.8) \$ (0.18)	21.5 \$ 0.19	(8.9) \$ (0.08)	28.3 \$ 0.25	52.6 \$ 0.46	89.8 \$ 0.78	124.5 \$ 1.08	158.8 \$ 1.38
Cash Flow Statement															
Capital Expenditures Acquisitions	(15.2 (15.2				(30.2) (30.2)	(6.0) (6.0)	(7.9) (7.9)	(9.8) (9.8)		(35.3) (35.3)				-	-
Divestitures	-	´ `- ´	-	-	-	-	-	-	`- '	-	-	-	-	-	-
Dividend Payment	-						-								
Dividend Per Share	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dividend Payout to Earnings Dividend Payout to Core FCF	-						:	-						•	-
Dividend Yield	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Balance Sheet															
Current Assets	91.5	197.8	417.0	482.4	466.3	597.4	539.3	495.4	521.8	521.8	1,123.0	1,268.4	1,460.1	1,682.9	1,945.9
Non-Current Assets	-	59.4	64.6	133.7	303.1	282.8	316.7	338.3	297.3	297.3	290.8	257.1	235.2	222.3	215.5
Assets Current Liabilities	91.5 73.5		481.6 142.2	616.1 182.6	769.4 212.2	880.2 295.1	856.0 274.7	833.7 264.2	819.1 228.3	819.1 228.3	1,413.8 798.3	1,525.5 857.5	1,695.3 937.5	1,905.2 1,022.9	2,161.4 1,120.3
Non-Current Liabilities	18.0		24.3	37.4	156.2	156.6	147.8	140.1	130.0	130.0	130.0		130.0	130.0	1,120.3
Liabilities Charachalders I Freeite	91.5		166.5	220.1	368.4	451.6	422.5	404.3	358.3	358.3	928.3	987.5	1,067.5	1,152.9	1,250.3
Shareholders' Equity	•	104.1	315.1	396.0	401.0	428.6	433.5	429.4	460.8	460.8	489.2	541.7	631.5	756.0	914.8
Cash Debt	91.5	110.6	297.5	170.9	143.5	200.3	140.0	124.7	129.8	129.8	397.0	424.8	468.1	512.7	562.0
Net Debt	(91.5	(110.6)	(297.5)	(170.9)	(143.5)	(200.3)	(140.0)	(124.7)	(129.8)	(129.8)	(397.0)	(424.8)	(468.1)	(512.7)	(562.0
Minority Interests	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Debt/EBITDA	n/a	n/a	n/a	n/a	4.9 x					n/a	n/a	n/a	n/a	n/a	n/a
Operating Metrics															
Return on Equity (ROE)															
Return on Assets (ROA) Return on Invested Capital (ROIC)															
Valuation Metrics															
											,				
Stock Price (High) Stock Price (Low)	-	\$ 30.07 \$ 14.48		\$ 37.72 \$ 16.55	\$ 72.24 \$ 10.90	\$ 113.76 \$ 44.06	\$ 69.20 \$ 37.59	\$ 63.73 \$ 33.20	\$ 41.68 \$ 17.47	\$ 113.76 \$ 17.47	\$ 13.85 \$ 13.85		\$ 13.85 \$ 13.85		\$ 13.85 \$ 13.85
Stock Price (Average)	#DIV/0!	\$ 22.28		\$ 27.14	\$ 41.57	\$ 78.91	\$ 53.40	\$ 48.47	\$ 29.58		\$ 13.85		\$ 13.85		\$ 13.85
Diluted Shares Outstanding (Average) Market Capitalization (Average)	27.9 #DIV/0!	25.0 556.3	81.3 2,783.7	103.7 2,812.7	102.4 4,256.1	109.5 8,638.9	105.5 5,635.5	106.7 5,171.0	115.4 3,414.1	109.3 7,171.0	115.4 1,598.8	115.4 1,598.8	115.4 1,598.8	115.4 1,598.8	115.4 1,598.8
Enterprise Value (Average)	#DIV/0!	445.7	2,486.2	2,641.7	4,112.6	8,438.5	5,495.5	5,046.3	3,284.3	7,171.0	1,201.8	1,174.0	1,130.7	1,086.1	1,036.8
P/E	#DIV/0!	n/a	62.0 x	76.3 x	n/a					n/a	56.5 x	30.4 x	17.8 x	12.8 x	10.1 x
EV/EBITDA	#DIV/0!	21.8 x	38.7 x	69.8 x	n/a					728.3 x	10.6 x	8.6 x	6.9 x	5.5 x	4.4 x
FCF Yield to Market Capitalization FCF Yield to Enterprise Value	#DIV/0! #DIV/0!	-1.8% -2.3%	1.4% 1.5%	0.5% 0.5%	-1.8% -1.9%					-1.4% -1.4%	18.2% 24.2%	4.5% 6.1%	7.5% 10.6%	9.4% 13.9%	11.6% 17.8%
·	"2.170.	2.070	1.070	0.070	1.070						24.270	0.170	10.070	10.0%	17.0%
Free Cash Flow															
EBIT	61.2			23.5	(51.7)		(40.4)			(63.4)	39.6		127.5		226.1
Tax Expense D&A	(28.0			6.1 14.3	(19.4) 22.6		(18.8) 14.2	(4.5) 21.9		(52.2) 73.0	12.1 73.8		38.5 35.9		68.1 9.2
Capital Expenditures	(15.2				(30.2)		(7.9)		(11.6)	(35.3)	-	-	-	-	-
Changes in NWC Unlevered Free Cash Flow	21.5	(10.1)	37.9	13.1	(78.6)	(46.7)	(52.8)	(16.6)	(19.5) 18.7	(19.5) (97.4)	165.1 290.7		(82.4) 119.4		(118.7 184.7
Valuation Summary															
	\$ 13.85 \$ 15.00														
Total Return	8.3%														
Recommendation	BUY														
DCF Valuation															
	\$ 29.08														
Exit Multiple Implied Price	\$ 21.11														
Exit Multiple Implied Price Comps Valuation Comps - EV/EBITDA Implied Price															

Appendix 2: Discounted Cash Flow Analysis

name.						D	iscou	nted	Cash	Flov	v Ana	alysis	6										
	F#\/ALLIEL ?	#\/^!!!E!	#\/ALLIEI	#VALUE! #	+\/A E	#\/ALUEI	#\/ALUEL	#\/A E	F _{#V/ALLIEL} F	#\/ALLIEL F .	#\/A E	#\/ALLIEI	#\/ALLIEI	F#\/ALLIEL	#\/^!!!E!	#\/^ E	21 07 2021	21 07 2021	#\/A E	#\/ALLIEL	#VALUEL	#\/\\\	#\/A E
(Figures in mm USD)	FY2016	FY2017	FY2018		22-2019		Q4-2019						FY2020					FY2021	FY2022			FY2025	FY2026
WACC Calculations																							
Free Cash Flow																							
EBIT	61.2	12.8	53.7	10.9	15.4	(4.6)	1.8	23.5	0.2	8.5	(46.1)	(14.3)	(51.7)	(19.5)	(40.4)	(24.2)	20.7	(63.4)	39.6	74.3	127.5	177.0	226.
Less: Tax expense	(28.0)	(13.4)	(9.8)	(1.7)	(5.1)	9.8	3.1	6.1	(1.2)	1.5	11.3	(31.1)	(19.4)	(28.1)	(18.8)	(4.5)	(0.8)	(52.2)	12.1	22.5	38.5	53.3	68.
Add: Depreciation and amortization	3.5	7.7	10.5	3.2	6.5	10.2	(5.5)	14.3	4.7	10.3	16.3	22.6	22.6	7.0	14.2	21.9	29.9	73.0	73.8	61.9	35.9	19.1	9.2
Less: Capital expenditures	(15.2)	(17.1)	(16.6)	(7.0)	(4.9)	(12.6)	(6.3)	(30.8)	(7.5)	(3.9)	(7.2)	(11.6)	(30.2)	(6.0)	(7.9)	(9.8)	(11.6)	(35.3)	-	-	-	- 1	-
Less: Change in net working capital	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(19.5)	(19.5)	165.1	(86.7)	(82.4)	(98.9)	
Unlevered Free Cash Flow	21.5	(10.1)	37.9	5.3	11.9	2.8	(6.9)	13.1	(3.8)	16.4	(25.6)	(34.3)	(78.6)	(46.7)	(52.8)	(16.6)	18.7	(97.4)	290.7	72.0	119.4	150.5	184.7
Discount factor																	0.25	0.25	1.25	2.25	3.25	4.25	5.25
Present Value of Unlevered Free Cash Flow														-	-	-	18.4	18.4	277.2	61.7	95.5	112.3	128.7
Discounted Cash Flow Valuations																							
Perpetuity Growth Method		ı						Frit	Multiple Meth	nod								I			WACC		
Perpetuity Growth Rate	2.0%	ı	Terminal E	V/EBITDA Mu	Itiple										10.0 x			ľ	8.20%	7.70%	7.20%	6.70%	6.209
PV sum of unlevered FCF	693.8	ı	PV sum o	f unlevered FC	F										693.8		- f)	1.00%	\$ 21.60	\$ 23.17	\$ 24.99	\$ 27.14	
Terminal value	2,559		Terminal v	/alue											1639.104		Perpetuity Growth Rate	1.50%	\$ 22.78	\$ 24.57	\$ 26.68	\$ 29.19	\$ 32.24
Enterprise Value	3,253	l	Enterprise	Value											2,332.9		pet Æ	2.00%	\$ 24.16	\$ 26.22	\$ 28.68	\$ 31.67	\$ 35.38
Add: Cash	129.8		Add: Cash	h											129.8		Per row	2.50%	\$ 25.78	\$ 28.19	\$ 31.12	\$ 34.75	\$ 39.37
Less: Debt	25.7		Less: Deb	ot											25.7		5	3.00%	\$ 27.71	\$ 30.58	\$ 34.14	\$ 38.66	\$ 44.60
Less: Other EV adjustments			Less: Oth	er EV adjustm	ents										-	-							
Equity Value	3,357		Equity Val	ue											2,437.0						WACC		
Shares outstanding	115.4		Shares or	utstanding											115.4				8.20%	7.70%	7.20%	6.70%	6.20%
Implied Share Price	\$ 29.08		Implied Sh	are Price	_		_		_					:	\$ 21.11	J		8.0 x	\$ 17.54	\$ 17.88	\$ 18.22	\$ 18.57	\$ 18.94
																	ina l TDA ole	9.0 x	\$ 18.89	\$ 19.26	\$ 19.64	\$ 20.02	\$ 20.43
Current Price	\$ 13.85	Ī	Current Price	ce										;	\$ 13.85		Termi EV/EBI Multip	10.0 x	\$ 20.24	\$ 20.64	\$ 21.05	\$ 21.47	\$ 21.91
Implied Price	\$ 29.08		Implied Pri	ice											\$ 21.11		Te Wu	11.0 x	\$ 21.58	\$ 22.02	\$ 22.47	\$ 22.93	\$ 23.40
Total Return	110.0%	1	Total Retur	rn											52.4%			12.0 x	\$ 22.93	\$ 23.40	\$ 23.88	\$ 24.38	\$ 24.88



Appendix 3: Comparable Companies Analysis

EAR					Com	parabl	e Com	pany Ai	nalysis							
(Figures in mm USD)							E\	//EBITDA Multiple	8						P/E Multiple	
Company	Ticker	Equity Value	Enterprise Value	2021A EBITDA	2022E EBITDA	2023E EBITDA	2021A EV/EBITDA	2022E EV/EBITDA	2023E EV/EBITDA	202 Diluted		2022E Diluted EPS	023E ted EPS	2018A P/E	2019E P/E	2020E P
Nordstrom Inc.	(NYSE: JWN)	3,695.8	8,321.8	1,003.0	1,104.1	1,233.2	8.3 x	7.5 x	6.7 x		0.1	\$ 1.31	\$ 2.04	386.7 x	17.7 x	11.
Macy's Inc.	(NYSE: M)	7,883.6	14,092.6	2,260.0	3,091.3	2,630.6	6.2 x	4.6 x	5.4 x		2.7	\$ 4.86	\$ 4.07	9.8 x	5.4 x	6
The Gap Inc.	(NYSE: GPS)	6,766.0	12,083.0	1,331.0	1,380.9	1,595.5	9.1 x	8.7 x	7.6 x		1.3	\$ 1.35	\$ 2.05	13.7 x	13.4 x	8
Aritzia Inc.	(TSX: ATZ)	6,399.8	6,609.3	274.0	300.0	343.4	24.1 x	22.0 x	19.2 x		1.2	\$ 1.43	\$ 1.65	48.1 x	40.4 x	35.
Stitch Fix Inc.	(NASDAQ: SFIX)	2,069.4	1,927.2	9.7	113.5	136.2	199.3 x	17.0 x	14.2 x		(0.1)	\$ 0.25	\$ 0.46	(234.8 x)	77.6 x	41
Median								8.1 x	7.2 x						15.6 x	10
Mean								10.7 x	9.7 x						19.2 x	1
High								22.0 x	19.2 x	_					40.4 x	3
Low								4.6 x	5.4 x						5.4 x	(
								EV/EDITO A L	and the state of the state of						P/E Impli	
Madian								EV/EBITDA In								
Median								\$ 9.80							\$ 3.81	
Mean								\$ 12.49							\$ 4.71	
High								\$ 24.29							\$ 9.90	
Low								\$ 6.06	\$ 8.01						\$ 1.33	\$

STRUGGLING TO FIND STYLE?



Appendix 4: Income Statement

ASSES.							Оре	eratir	ng Mo	odel									
	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	31-07-2021	31-07-2021	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!
(Figures in mm USD)	FY2016	FY2017	FY2018	FY2019	FY2020	Q1-2021	Q2-2021	Q3-2021	Q4-2021	FY2021	Q1-2022	Q2-2022	Q3-2022	Q4-2022	FY2022	FY2023	FY2024	FY2025	FY2026
Income Statement																			
										_									
Revenue	730.313	977.139	1,226.51	1,577.56	1,711.73	490.423	504.087	535.589		2,101.26	588.508	604.904	642.707	685.391	2,521.51	3,025.81	3,630.97	4,357.17	5,228.60
cogs	407.064	542.718	690.483	874.429	957.523	270.972	287.744	289.199	305.707	1,153.62	320.737	329.673	350.275	373.538	1,374.22	1,649.07	1,978.88	2,374.66	2,849.59
Gross Profit	323.249	434.421	536.022	703.129	754.210	219.451	216.343	246.390	265.452	947.636	267.771	275.232	292.432	311.853	1,147.29	1,376.74	1,652.09	1,982.51	2,379.01
															_				
SG&A	255.477	395.126	482.456	665.303	783.257	232.023	242.488	248.676	214.781	937.968	241.288	248.011	263.510	281.010	1,033.82	1,240.58	1,488.70	1,786.44	2,143.73
Remeasurement of preferred stock warrant liability	3.019	18.881	(10.685)							-	-	-	-	-	-	-	-	-	-
										-	-	-	-	-	-	-	-	-	-
EBITDA	64.753	20.414	64.251	37.826	(29.047)	(12.572)	(26.145)	(2.286)	50.671	9.668	26.483	27.221	28.922	30.843	113.47	136.16	163.39	196.07	235.29
D&A	3.544	7.655	10.542	14.331	22.617	6.961	14.206	21.933	29.929	73.029	19.913	19.071	18.026	16.812	73.82	61.88	35.94	19.08	9.17
EBIT	61.209	12.759	53.709	23.495	(51.664)	(19.533)	(40.351)	(24.219)	20.742	(63.361)	6.570	8.150	10.896	14.030	39.65	74.28	127.45	177.00	226.12
Interest Expense				(5.791)	(5.535)	(1.161)	(0.642)	(0.444)	(0.363)	(2.610)	(0.600)	(0.600)	(0.600)	(0.600)	(2.40)	(2.40)	(2.40)	(2.40)	(2.40)
Other Expenses (Income)	(0.013)	(0.042)	(1.004)	(1.535)	1.593	0.205	0.107	(0.395)	0.449	0.366	0.400	0.400	0.400	0.400	1.60	1.60	1.60	1.60	1.60
EBT	61.222	12.801	54.713	30.821	(47.722)	(18.577)	(39.816)	(23.380)	20.656	(61.117)	6.770	8.350	11.096	14.230	40.45	75.08	128.25	177.80	226.92
					, ,	, ,	, ,	` ′		, ,									
Income Tax	28.041	13.395	9.813	(6.060)	19.395	(28.118)	(18.777)	(4.534)	(0.812)	(52.241)	2.031	2.505	3.329	4.269	12.13	22.52	38.48	53.34	68.07
Net income	33.181	(0.594)	44.900	36.881	(67.117)	9.541	(21.039)	(18.846)	21.468	(8.876)	4.739	5.845	7.767	9.961	28.31	52.56	89.78	124.46	158.84
					,		,	,											
Shares Outstanding, Basic	2.773	24.974	75.948	100.013	102.383	104.135	105.545	106.696	107.527	105.976	107.527	107.527	107.527	107.527	107.527	107.527	107.527	107.527	107.527
Shares Outstanding, Diluted	27.883	24.974	81.288	103.654	102.383	109,477	105.545	106,696	115.439	109.289	115.439	115.439	115,439	115.439	115,439	115.439	115.439	115,439	115.439
	2.1000	_,,,,,,	2200						5. 100		3. 100	110.100	. 10: 100			. 70. 100		. 10. 100	. 70. 100
Earnings Per Share, Basic	11.966	(0.024)	0.591	0.369	(0.656)	0.092	(0.199)	(0.177)	0.200	(0.084)	0.044	0.054	0.072	0.093	0.263	0.489	0.835	1.157	1.477
Earnings Per Share, Diluted	1.190	(0.024)	0.552	0.356	(0.656)	0.087	(0.199)	(0.177)	0.186	(0.081)	0.041	0.051	0.067	0.086	0.245	0.455	0.778	1.078	1.376
Earlings For Onare, Direct	1.150	(0.024)	0.552	0.550	(0.000)	0.007	(0.199)	(0.177)	J. 100	(0.001)	3.041	0.031	0.007	0.000	0.243	0.433	0.776	1.076	1.370

STITCH FIX (SFIX) STRUGGLING TO FIND STYLE?



Appendix 5: Cash Flow Statement

Appendix 3. cash flow statem																			
							Оре	eratin	ıg Mc	del									
			·	·	·	· · .			l		#VALUE!		#\/\\\		F				
(Figures in mm USD)	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!			#VALUE! Q3-2021	31-07-2021 Q4-2021	FY2021	#VALUE!	#VALUE! Q2-2022	#VALUE! Q3-2022	#VALUE! Q4-2022	#VALUE! FY2022	#VALUE!	#VALUE!	#VALUE!	#VALUE!
Cash Flow Statement						4, 2, 2, 2, 2		4, 2, 2, 2, 2	4, 202		4		4,0 - 1,0 - 1	4, 2022					
Operating Activities																			
Net income	33.181	(0.594)	44.900	36.881	(67.117)	9.541	(21.039)	(18.846)	21.468	(8.876)	4.739	5.845	7.767	9.961	28.312	52.556	89.778	124.458	158.841
Depreciation and amortization	3.544	7.655	10.542	14.331	22.617	6.961	14.206	21.933	29.929	73.029	19.913	19.071	18.026	16.812	73.822	61.882	35.939	19.075	9.171
Deferred Income taxes	(5.869)	(6.728)	6.588	(8.203)	22.880	-	-	-		-					-				
Remeasurement of preferred stock warrant liability	3.019	18.881	(10.685)	-	-	-	-	-		-									
Inventory reserves	5.941	3.591	1.916	7.974	8.828	(1.343)	5.962	1.803		6.422					-				
Compensation expense related to certain stock sales by cur	4.810	9.699	-	-	-	-	-	-		-									
Stock-based compensation expense	1.850	3.545	15.403	35.256	67.530	19.925	24.759	28.802		73.486					-				
Excess tax benefit related to stock-based compensation exp	(0.063)	(0.062)	-	-	-	-	-	-		-					-				
Loss on disposal of property and equipment	-	-	0.155	-	-	-	-	-		-					-				
Inventory	(26.509)	(26.375)	(19.416)	(41.233)	(15.222)	(30.665)	(31.359)	(34.957)		(96.981)					-				
Prepaid expenses and other assets	(9.504)	(7.596)	(17.307)	(15.783)	(0.148)	(28.299)	30.823	(6.431)		(3.907)									
Accounts payable	10.192	7.841	35.502	10.774	(5.520)	44.609	(33.348)	(14.743)		(3.482)									
Accrued liabilities	10.904	17.748	(3.595)	22.856	8.297	32.237	6.526	2.151		40.914									
Deferred Revenue	1.574	2.719	1.720	3.325	1.054	1.906	(0.022)	5.029		6.913									
Gift card liability	1.530	1.993	1.624	0.825	1.357	(0.271)	3.669	2.018	1.313	1.313									
Other liabilities	10.516	6.307	4.831	12.491	3.580	2.712	2.311	(1.073)	(9.082)	(9.082)									
Cash Flow Before Working Capital	45.116	38.624	72.178	79.494	48.136	57.313	2.488	(14.314)	43.628	79.749	24.652	24.916	25.793	26.774	102.134	114.438	125.717	143.533	168.012
Accounts receivable											-	-	-	-	F	-	-		-
Inventories									3.334	3.334	83.999	(3.575)	(8.241)	(9.305)	62.879	(109.938)	(131.925)	(158.310)	(189.973)
Prepaid expenses					_		-		6.350	6.350	(13.635)	(1.787)	(4.120)	(4.653)	_	(7.746)	(16.491)	(19.789)	(23.747)
Accounts payable					_	-			(9.599)	(9.599)	41.966	3.217	7.417	8.375	60.975	13.942	29.683	35.620	42.744
Accrued liabilities		_		_	_	-	-		(19.631)	(19.631)	42.214	3,935	9.073	10.244	65,466	17.055	36,310	43.572	52.286
Net CFO	45.116	38.624	72.178	79.494	48.136	57.313	2.488	(14.314)	24.082	60.203	179.196	26.706	29.921	31.435	267.258	27.751	43.294	44.626	49.323
Investing Activities																			
Capital expenditures	(15.238)	(17.130)	(16.565)	(30.825)	(30.207)	(5.985)	(7.909)	(9.796)	(11.566)	(35.256)		_	_	_					
Divestitures	(10.200)	(17.130)	(10.505)	(30.023)	(50.207)	(3.303)	(1.505)	(3.730)	(11.500)	(55.250)					F				
Purchase of securities available for sale				(285.205)	(248.318)	(41.307)	(71.339)	(36.353)	(24.727)										
Sale of securities available for sale		-		10.596	36.587	16.193	13.124	44.546	30.638										
Maturities of securities avilable for sale				80.250	171.477	32.800	57.639	42.560	10.575										
Net CFI	(15.238)	(17.130)	(16.565)	(225.184)	(70.461)	1.701	(8.485)	40.957	4.920	(35.256)									
Financing Activities															,				
Dividends paid	-	-	-	-	-	-	-		- 1	-	-	-	-	-	-	-	-	-	-
Proceeds from initial public offering	-	-	129.046	-	-	-	-	-		-					-				
Procceds from the exercise of stock options	0.436	2.346	5.788	13.693	12.078	5.106	15.433	2.202		22.741									
Excess tax benefit related to stock-based compensation	0.063	0.062	-	13.061	-	-	-	-		-					-				
Repurchase of Class B common stock	-	(3.557)	(0.039)	-	1.550	-	-			-					-				
Payment of deferred offering costs	-	(1.879)	-	-	-	-	-	-		-					-				
Payment for tax witholding related to vesting of restricted sto	-	0.654	(3.500)	(6.748)	(12.819)	(7.002)	(17.114)	(17.914)		(42.030)					-				
Issuance costs on revolving credit facility	-	-	-	-	(0.694)	-	-	-		-					-				
Net CFF	0.499	(2.374)	131.295	20.006	0.115	(1.896)	(1.681)	(15.712)	-	(19.289)	-	-	•	•	•	•	•	•	-
FX effect	_					-	_												
Net Change in Cash Balance	30.377	19.120	186.908	(125.684)	(22.210)	57.118	(7.678)	10.931	29.002	5.658	179.196	26.706	29.921	31.435	267.258	27.751	43.294	44.626	49.323
Beginning Cash Balance	61.111	91.488	110.608	297.516	170.932	143.455	200.346	140.031	124.737	143.455	129.785	308.981	335.687	365.608	129.785	397.043	424.794	468.089	512.714
Ending Cash Balance	91.488	110.608	297.516	170.932	143.455	200.346	140.031	124.737	129.785	129.785	308.981	335.687	365.608	397.043	397.043	424.794	468.089	512.714	562.037

STITCH FIX (SFIX) STRUGGLING TO FIND STYLE?



Appendix 6: Balance Sheet

							Оре	eratir	ng Mo	del									
	#VALUE!	31-07-2021	31-07-2021	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!	#VALUE!							
(Figures in mm USD)	FY2016	FY2017	FY2018	FY2019	FY2020	Q1-2021	Q2-2021	Q3-2021	Q4-2021	FY2021	Q1-2022	Q2-2022	Q3-2022	Q4-2022	FY2022	FY2023	FY2024	FY2025	FY2026
Balance Sheet																			
Current Assets															_				
Cash and cash equivalents	91.488	110.608	297.516	170.932	143.455	200.346	140.031	124.737	129.785	129.785	308.981	335.687	365.608	397.043	397.043	424.794	468.089	512.714	562.037
Accounts receivable									-										
Inventories		67.592	85.092	118.216	124.816	156.786	182.422	215.628	212.294	212.294	128.295	131.869	140.110	149.415	549.689	659.627	791.552	949.863	1,139.835
Prepaid expenses and other current assets		19.312	34.148	49.980	55.002	52.322	49.911	56.862	50.512	50.512	64.147	65.935	70.055	74.708	74.708	82.453	98.944	118.733	142.479
Restricted cash		0.250	0.250						-		-	-	-	-			-	-	-
Short-term investments				143.276	143.037	187.979	166.957	98.189	101.546	101.546	101.546	101.546	101.546	101.546	101.546	101.546	101.546	101.546	101.546
Income tax receivable									27.667	27.667									
Account									-		-	-	-	-	-	-	-	-	-
Total Current Assets	91.488	197.762	417.006	482.404	466.310	597.433	539.321	495.416	521.804	521.804	602.969	635.037	677.319	722.712	1,122.985	1,268.42	1,460.13	1,682.86	1,945.90
Non-Current Assets															_				
Property and equipment		26.733	34.169	54.888	70.369	71.275	73.576	80.800	86.959	86.959	99.168	93.733	87.424	80.447	80.447	46.721	24.798	11.922	5.136
Deferred tax assets		19.991	14.107	22.175	0.333				-		-	-	-	-		-	-	-	-
Restricted cash, net of current portion		9.100	12.600						-		-	-	-	-		-	-	-	-
Other long-term assets		3.619	3.703	3.227	4.705	34.363	5.543	5.025	5.732	5.732	5.732	5.732	5.732	5.732	5.732	5.732	5.732	5.732	5.732
Long-term investments				53.372	95.097	41.592	62.395	79.621	59.035	59.035	59.035	59.035	59.035	59.035	59.035	59.035	59.035	59.035	59.035
Operating lease right-of-use assets					132.615	135.561	130.291	124.275	118.565	118.565	118.565	118.565	118.565	118.565	118.565	118.565	118.565	118.565	118.565
Federal income tax receivable							44.896	48.584	27.054	27.054	27.054	27.054	27.054	27.054	27.054	27.054	27.054	27.054	27.054
Total Non-Current Assets	-	59.443	64.579	133.662	303.119	282.791	316.701	338.305	297.345	297.345	309.554	304.119	297.810	290.833	290.833	257.107	235.184	222.308	215.522
Total Assets	91.488	257.205	481.585	616.066	769.429	880.224	856.022	833.721	819.149	819.149	912.523	939.156	975.129	1,013.544	1,413.82	1,525.53	1,695.32	1,905.16	2,161.42
Current Liabilities																			
Accounts payable	42,000	44.238	79.782	90.883	85.177	129.547	96.788	83.098	73.499	73.499	115.465	118.682	126.099	134.474	134.474	148.416	178.099	213.719	256.463
Accrued liabilities	30.000	46.363	43.037	69.734	77.590	110.800	116.647	118.659	99.028	99.028	141.242	145.177	154.250	164.494	164.494	181.549	217.858	261.430	313.716
Preferred stock warrant liability	00.000	26.679	40.001	00.704	77.000	110.000	110.041	110.000	-	00.020	-	-	-	-	-	-	211.000	-	
Gift card liability	1.500	5.190	6.814	7.233	8.590	8.319	12.259	10.608	9.903	9.903	9.903	9.903	9.903	9.903	9.903	9.903	9.903	9.903	9.903
Deferred revenue		7.150	8.870	11.997	13.059	14.963	14.953	19.985	18.154	18.154	18.154	18.154	18.154	18.154	18.154	18.154	18.154	18.154	18.154
Operating lease liabilities			0.070		24.333	25.531	25.718	25.668	25.702	25.702	32.184	45.820	57.537	67.372	471.318	499,474	513,491	519.690	522.075
Other current liabilities		4.298	3.729	2.784	3.406	5.902	8.344	6.176	2.027	2.027	02.101	10.020	01.001	01.012	., ., ., .,		0.00	0.0000	022.070
Total Current Liabilities	73,500	133,918	142.232	182.631	212.155	295.062	274.709	264.194	228,313	228.313	316.948	337.736	365.942	394.396	798.342	857,496	937.505	1.022.896	1,120.311
																		.,	.,
Non-Current Liabilities																			
Long-term debt									-		-		-				_	_	_
Deferred rent, net of current portion	11.000	11.781	15.288	24.439					-		-	_	-	_			_	_	_
Other long-term liabilities	6.988	7.423	8.993	12.996	16.062	16.277	13.438	12.223	8.364	8.364	8.364	8.364	8.364	8.364	8.364	8.364	8.364	8.364	8.364
Operating lease liabilities, net of current portion					140.175	140.298	134.341	127.922	121.623	121.623	121.623	121.623	121.623	121.623	121.623	121.623	121.623	121.623	121.623
Total Non-Current Liabilities	17.988	19.204	24.281	37.435	156.237	156.575	147.779	140.145	129.987	129.987	129.987	129.987	129.987	129.987	129.987	129.987	129.987	129.987	129.987
Total Liabilities	91.488	153.122	166.513	220.066	368.392	451.637	422.488	404.339	358.300	358.300	446.935	467.723	495.929	524.383	928.329	987.483	1,067.49	1,152.88	1,250.30
Shareholders' Equity																			
Common stock		0.001	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002	0.002
Additional paid-in capital		27.002	235.312	279.511	348.750	367.760	392.205	406.891	416.755	416.755	416.755	416.755	416.755	416.755	416.755	416.755	416.755	416.755	416.755
Retained earnings (accumulated deficit)		34.858	79.758	116.674	49.557	59.098	38.059	19.213	40.681	40.681	45.420	51.265	59.032	68.993	68.993	121.549	211.327	335.785	494.626
Treasury stock		42.222							-		-	-	-	-				-	
Accumulated other comprehensive income (loss)				(0.187)	2.728	1.727	3.268	3.276	3.411	3.411	3.411	3.411	3.411	3.411	3.411	3.411	3.411	3.411	3.411
Accumulated other complementative income (1033)																			
Total Shareholders' Equity		104.083	315.072	396.000	401.037	428.587	433.534	429.382	460.849	460.849	465.588	471.43	479.20	489.16	489.16	541.72	631.49	755.95	914.79
		104.083	315.072												_			_	914.79