

Baird Retail Earnings Scorecard



FY Q4 2016 Reporting Period – As of March 14, 2017

(\$ in millions)

Company	Report Date	Consensus			Reported			Beat (Miss)			Share Performance	
		Comps	Sales	EPS	Comps	Sales	EPS	Comps	Sales %	EPS %	LTM	Since Rpt
Select Softline Companies												
Abercrombie & Fitch Co. Class A	03/02/2017	(5.4%)	\$1,045.3	\$0.75	(5.0%)	\$1,036.4	\$0.71	0.4%	(0.9%)	(5.3%)	(64.1%)	(0.4%)
Aritzia, Inc.	01/09/2017	11.1%	186.0	0.21	15.2%	186.5	0.23	4.1%	0.2%	11.9%	N/A	(12.7%)
Boot Barn Holdings, Inc.	01/31/2017	0.3%	199.2	0.39	0.2%	199.4	0.39	(0.1%)	0.1%	(0.1%)	(9.5%)	(9.3%)
Buckle, Inc.	03/10/2017	(16.1%)	280.0	0.80	(16.1%)	280.0	0.74	0.0%	(0.0%)	(7.3%)	(42.7%)	9.2%
Burlington Stores, Inc.	03/02/2017	3.8%	1,659.6	1.73	4.6%	1,685.7	1.78	0.9%	1.6%	3.1%	72.6%	7.0%
Duluth Holdings, Inc. Class B	03/21/2017	N/A	164.3	0.34	TBD	TBD	TBD	-	-	-	2.0%	TBD
Express, Inc.	03/08/2017	(12.2%)	675.8	0.29	(13.0%)	678.8	0.29	(0.9%)	0.4%	1.5%	(54.7%)	(11.4%)
Francesca's Holdings Corporation	03/21/2017	0.0%	145.9	0.37	TBD	TBD	TBD	-	-	-	(15.2%)	TBD
Gap, Inc.	02/23/2017	2.0%	4,413.1	0.50	2.0%	4,429.0	0.51	0.0%	0.4%	1.5%	(21.4%)	(4.7%)
L Brands, Inc.	02/22/2017	0.0%	4,489.5	1.90	0.0%	4,489.5	2.03	0.0%	(0.0%)	7.0%	(41.9%)	(13.1%)
Lululemon Athletica Inc	03/30/2017	5.4%	783.6	1.01	TBD	TBD	TBD	-	-	-	(1.2%)	TBD
Michael Kors Holdings Ltd	02/07/2017	(5.1%)	1,363.7	1.63	(6.9%)	1,352.8	1.64	(1.8%)	(0.8%)	0.5%	(36.4%)	(9.9%)
Urban Outfitters, Inc.	03/07/2017	2.0%	1,030.2	0.56	2.0%	1,030.2	0.55	0.0%	0.0%	(2.3%)	(27.9%)	(7.1%)
Vera Bradley, Inc.	03/08/2017	(5.1%)	137.3	0.23	(9.5%)	134.8	0.28	(4.4%)	(1.8%)	21.7%	(53.3%)	(1.8%)
Vince Holding Corp.	04/03/2017	(16.8%)	74.0	(0.05)	TBD	TBD	TBD	-	-	-	(81.7%)	TBD
Zumiez Inc.	03/09/2017	4.9%	261.7	0.66	5.1%	263.6	0.74	0.3%	0.7%	12.5%	(7.1%)	(16.9%)
Median – 75.0% Reporting								0.0%	0.1%	1.5%	(27.9%)	(8.2%)
Select Hardline / Specialty Companies												
At Home Group, Inc.	03/28/2017	5.1%	\$229.2	\$0.26	TBD	TBD	TBD	-	-	-	N/A	TBD
DAVIDsTEA, Inc.	04/10/2017	(1.3%)	63.9	0.36	TBD	TBD	TBD	-	-	-	(39.4%)	TBD
Five Below, Inc.	03/22/2017	0.9%	387.6	0.89	TBD	TBD	TBD	-	-	-	(2.5%)	TBD
Ollie's Bargain Outlet Holdings Inc	03/28/2017	1.4%	280.0	0.35	TBD	TBD	TBD	-	-	-	47.2%	TBD
Party City Holdco, Inc.	03/09/2017	(3.1%)	759.0	0.74	(3.5%)	\$749.3	\$0.76	(0.4%)	(1.3%)	2.3%	7.7%	(0.4%)
RH	03/27/2017	(18.3%)	586.7	0.68	(18.0%)	586.7	0.68	0.3%	0.0%	0.0%	(16.2%)	TBD
Sally Beauty Holdings, Inc.	02/02/2017	1.5%	1,015.6	0.45	0.4%	999.6	0.39	(1.1%)	(1.6%)	(13.5%)	(34.5%)	(14.0%)
Sportsman's Warehouse Holdings, Inc.	03/23/2017	(1.3%)	228.5	0.27	TBD	TBD	TBD	-	-	-	(67.5%)	TBD
The Container Store Group, Inc.	02/07/2017	(2.5%)	217.7	0.11	(3.9%)	216.4	0.11	(1.4%)	(0.6%)	4.1%	(35.4%)	(15.3%)
Tile Shop Holdings, Inc.	02/14/2017	4.0%	78.6	0.09	3.1%	76.6	0.07	(0.9%)	(2.5%)	(25.7%)	31.4%	(8.2%)
Ulta Beauty Inc	03/09/2017	13.8%	1,542.6	2.14	16.6%	1,580.6	2.24	2.8%	2.5%	4.9%	48.9%	3.6%
Vitamin Shoppe, Inc.	03/01/2017	(1.8%)	311.4	0.39	(2.2%)	304.9	0.36	(0.4%)	(2.1%)	(8.1%)	(39.9%)	(12.0%)
Median – 58.3% Reporting								(0.4%)	(1.3%)	0.0%	(16.2%)	(10.1%)
Total Median – 67.9% Reporting								0.0%	(0.0%)	1.5%	(24.7%)	(8.8%)