

Q1: Quarterly Industry Update

AS OF March 31, 2020

cogent valuation
FINANCIAL OPINIONS

Online Women's Retail

INDUSTRY SUMMARY

COGENT VALUATION identified **Online Women's Retail** publicly traded companies, IPOs, and recent M&A transactions within the Online Women's Retail industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Over the last year since March 31, 2019, the median 52-week share price return of the Online Women's Retail industry was 55.1%. Between March 31, 2019 and March 31, 2020, the median EV/EBITDA multiple decreased from 13.6 to 8.2. Furthermore, the median price-to-earnings multiple decreased from 32.1 to 20.2 over the same period. The median revenue growth and EBITDA margins for the industry for the quarter were -1.3% and 6.8%, respectively.

Public Company Key Statistics

Median 52-Week
Return

55.1%

Median 3-Year CAGR
Return

-19.6%

Median EV/Revenue
Multiple

0.8x

Median EV/EBITDA
Multiple

8.2x

Median Price/Earnings
Multiple

20.2x

Median EV/Gross CF
Multiple

10.2x

Comparable Public Company Market Price Returns as of March 31, 2020

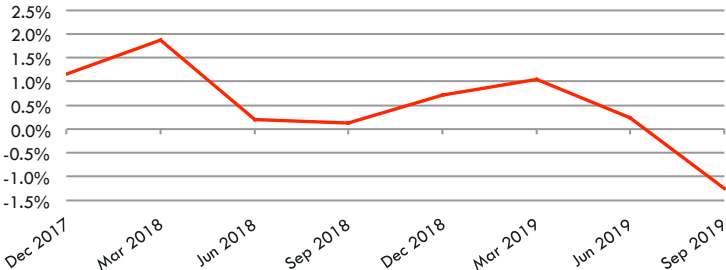
	2020	3 Month	1 Year	2 Year	3 Year	2019	2018	2017
Duluth Holdings Inc.	4.9%	4.9%	-23.5%	N/A	-29.7%	74.1%	N/A	N/A
Express, Inc.	-29.5%	-29.5%	-42.7%	-38.5%	-5.7%	-37.7%	17.6%	-21.3%
Francesca's Holdings Corporation	-34.3%	-34.3%	-52.3%	-22.4%	-59.5%	3.6%	4.3%	-9.2%
Jumei International Holding Limited	-0.7%	-0.7%	-50.4%	-45.8%	-41.7%	-44.7%	-33.5%	N/A
Nutrisystem, Inc.	-48.8%	-48.8%	88.3%	45.2%	51.8%	60.1%	10.7%	18.9%
Tilly's, Inc.	-23.4%	-23.4%	27.7%	27.6%	11.9%	98.9%	-31.6%	-15.4%
Vera Bradley, Inc.	-12.9%	-12.9%	-41.8%	-16.4%	3.9%	-25.6%	-22.7%	-15.2%
Vince Holding Corp.	44.6%	44.6%	-89.4%	-58.2%	-84.7%	-11.6%	-82.5%	-14.8%
Vipshop Holdings Limited	41.8%	41.8%	-40.1%	-27.7%	6.4%	-27.9%	-21.9%	133.5%
Median of Industry Public Companies	-12.9%	-12.9%	-41.8%	-25.0%	-5.7%	-11.6%	-22.3%	-14.8%

Multiple year periods are calculated as the average annual return.

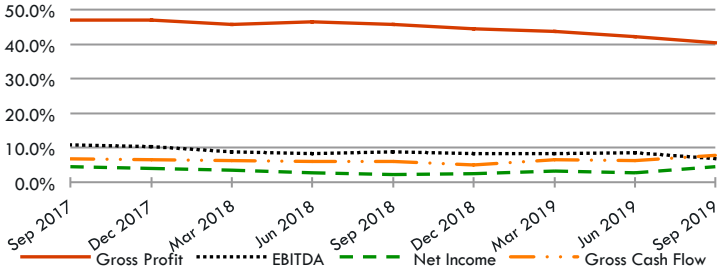
■ Highest Return
 ■ Lowest Return
 ■ Median Return

Industry Revenue Growth and Profit Margins for the Past Two Years

Median Quarterly Revenue Growth of All Online Women's Retail Companies



Median Gross Profit, EBITDA, Net Income, and Gross Cash Flow Margins



Public Company Median Multiples by Quarter

	3/31/20	12/31/19	9/30/19	6/30/19	3/31/19	12/31/18	9/30/18	6/30/18
EV/Revenues Multiple	0.8x	0.7x	0.6x	0.6x	0.5x	0.7x	0.7x	0.8x
EV/EBITDA Multiple	8.2x	6.8x	7.9x	9.5x	6.7x	7.8x	10.0x	12.1x
Price/Earnings Multiple	20.2x	27.5x	22.4x	28.4x	29.4x	21.0x	24.1x	25.3x
EV/Gross Cash Flows Multiple	10.2x	10.9x	7.3x	16.3x	11.7x	8.2x	8.5x	12.9x

■ Highest Multiple
 ■ Lowest Multiple
 ■ Median Multiple

Industry Initial Public Offerings—Online Women's Retail (dollars in millions, except share prices)

Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
1/20/20	SG Group Holdings Limited	\$0.74	8.0	\$5.9	\$5.8	\$0.2	\$20.5	\$3.2	\$2.3	\$3.3
1/15/20	Canada Goose Holdings Inc.	\$12.64	20.0	\$252.7	\$329.1	\$198.3	\$293.8	\$52.5	\$26.7	\$55.9
11/4/19	Clio Cosmetics Co., Ltd.	\$35.89	4.5	\$161.4	\$65.9	\$0.0	\$142.7	\$32.2	\$23.9	\$33.0
11/19/15	Duluth Holdings Inc.	\$12.00	6.7	\$80.0	\$74.4	\$12.7	\$261.2	\$27.8	\$15.6	\$30.0
5/16/14	Jumei International Holding Limited	\$22.00	11.1	\$395.1	N/A	N/A	N/A	N/A	N/A	N/A
11/21/13	Vince Holding Corp.	\$20.00	10.0	\$200.0	\$467.8	\$502.4	\$752.5	\$53.4	(\$52.1)	\$59.0
5/3/12	Tilly's, Inc.	\$15.50	8.0	\$124.0	\$140.8	\$4.6	\$400.6	\$50.6	\$20.8	\$65.7
3/22/12	Vipshop Holdings Limited	\$6.50	11.0	\$71.5	\$167.4	\$15.7	\$227.1	(\$105.1)	(\$107.3)	(\$103.7)
	Median of all IPOs	nm	nm	\$142.7	\$140.8	\$12.7	\$261.2	\$32.2	\$15.6	\$33.0

Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought
2/17/20	YOOX Net-A-Porter Group S.p.A.	Richemont Italia Holding Spa	\$3,691.7	100%
1/7/20	Blue Nile, Inc.	Bain Capital PE	\$496.7	100%
12/6/19	Megafash Pte Ltd	iFashion Group Pte. Ltd.	\$2.2	100%
11/3/19	21 Three Clothing Company Ltd	boohoo.com plc	\$4.2	100%
2/6/18	Shoebuy.com, Inc.	Jet.com, Inc.	\$70.0	100%
1/3/17	The Mountain Corporation	Gladstone Investment Corp.	\$4.2	100%
4/19/16	Shoebuy.com, Inc.	Oxford of South Carolina	\$70.0	100%
1/7/16	Gilt Groupe, Inc.	Hudson's Bay Company	\$0.0	100%
9/30/15	zulily, Inc.	QVC, Inc.	\$2,493.6	100%
7/13/15	Orchard Brands Corp.	Bluestem Brands, Inc.	\$410.0	100%
6/1/15	Karmaloop, Inc.	CapX Partners	\$13.0	100%
4/3/15	SkyMall, LLC	C&A Marketing Inc.	\$1.9	100%

■ USA
 ■ International
 ■ Highest
 ■ Lowest
 ■ Median

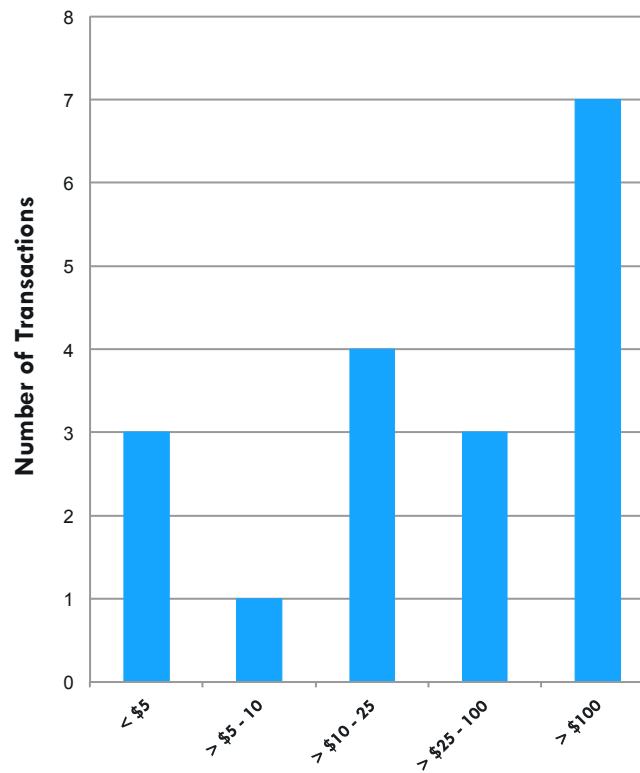
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Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

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Transaction Date	Target	Acquirer	Transaction Size	% Bought
3/31/15	MUSE & Co. Ltd.	Mixi, Inc.	\$14.7	94%
3/6/15	LogoSportswear, Inc.	Gladstone Investment Corp.	\$9.7	100%
12/12/14	Shoes.com, Inc.	Shoes.com Technologies	\$11.5	100%
9/5/14	Surfstitch Pty Ltd.	N/A	\$35.7	100%
8/5/14	M and M Direct Limited	BESTSELLER A/S	\$237.8	100%
7/11/14	Shoes.com, Inc.	Hardy Capital Partners	\$140.0	100%
6/30/14	Healthy Directions, LLC	Helen of Troy Limited	\$195.9	100%
	Median of the 18 M&A Transaction Targets		\$35.7	94%

Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)



Definitions of Financial Terms Used in this Quarterly Industry Update:

Enterprise Value (EV): Market Value of Equity + Market Value of Debt —Cash

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA): Referred to as operating profit or operating earnings.

Gross Cash Flows: Net Income + Depreciation and Amortization Expense

Latest Twelve Months (LTM): Financial information is as of the latest twelve months through the date of this Quarterly Industry Update.

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