

# Q4: Quarterly Industry Update

AS OF December 31, 2020



## 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 December 31, 2019, the median 52-week share price return of the Online Women's Retail industry was 55.1%. Between December 31, 2019 and December 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 December 31, 2020

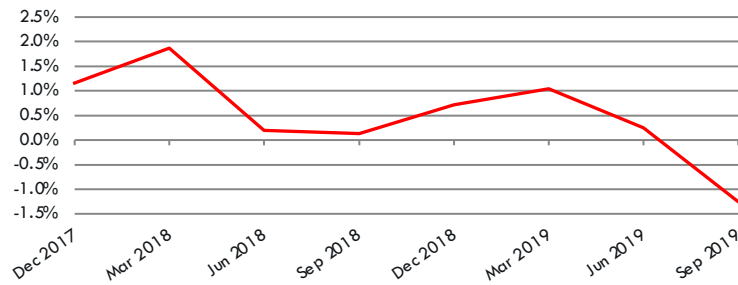
	2020	3 Month	1 Year	2 Year	3 Year	2019	2018	2017
Duluth Holdings Inc.	4.9%	4.9%	-23.5%	N/A	-29.7%	74.1%	N/A	N/A
Express, Inc.	-29.5%	-29.5%	-42.7%	-38.5%	-5.7%	-37.7%	17.6%	-21.3%
Francesca's Holdings Corporation	-34.3%	-34.3%	-52.3%	-22.4%	-59.5%	3.6%	4.3%	-9.2%
Jumei International Holding Limited	-0.7%	-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%
<b>Median of Industry Public Companies</b>	<b>-12.9%</b>	<b>-12.9%</b>	<b>-41.8%</b>	<b>-25.0%</b>	<b>-5.7%</b>	<b>-11.6%</b>	<b>-22.3%</b>	<b>-14.8%</b>

Multiple year periods are calculated as the average annual return.

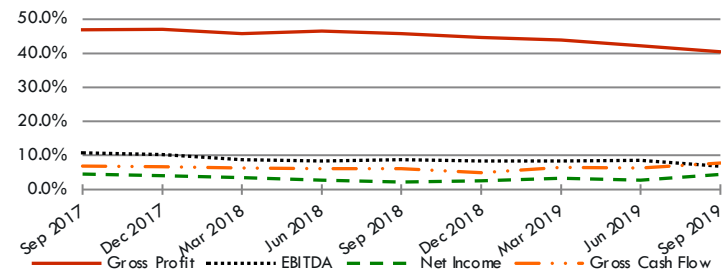
■ Highest Return
 ■ Lowest Return
 ■ Median Return

## 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

	12/31/20	9/30/20	6/30/20	3/31/19	12/31/19	9/30/19	6/30/19	3/31/19
<b>EV/Revenues Multiple</b>	0.8x	0.7x	0.6x	0.6x	0.5x	0.7x	0.7x	0.8x
<b>EV/EBITDA Multiple</b>	8.2x	6.8x	7.9x	9.5x	6.7x	7.8x	10.0x	12.1x
<b>Price/Earnings Multiple</b>	20.2x	27.5x	22.4x	28.4x	29.4x	21.0x	24.1x	25.3x
<b>EV/Gross Cash Flows Multiple</b>	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
12/20/20	<b>SG Group Holdings Limited</b>	\$0.74	8.0	\$5.9	\$5.8	\$0.2	\$20.5	\$3.2	\$2.3	\$3.3
11/15/20	<b>Canada Goose Holdings Inc.</b>	\$12.64	20.0	\$252.7	\$329.1	\$198.3	\$293.8	\$52.5	\$26.7	\$55.9
5/4/20	<b>Clio Cosmetics Co., Ltd.</b>	\$35.89	4.5	\$161.4	\$65.9	\$0.0	\$142.7	\$32.2	\$23.9	\$33.0
1/19/20	<b>Duluth Holdings Inc.</b>	\$12.00	6.7	\$80.0	\$74.4	\$12.7	\$261.2	\$27.8	\$15.6	\$30.0
5/16/19	<b>Jumei International Holding Limited</b>	\$22.00	11.1	\$395.1	N/A	N/A	N/A	N/A	N/A	N/A
11/21/18	<b>Vince Holding Corp.</b>	\$20.00	10.0	\$200.0	\$467.8	\$502.4	\$752.5	\$53.4	(\$52.1)	\$59.0
5/3/18	<b>Tilly's, Inc.</b>	\$15.50	8.0	\$124.0	\$140.8	\$4.6	\$400.6	\$50.6	\$20.8	\$65.7
3/22/18	<b>Vipshop Holdings Limited</b>	\$6.50	11.0	\$71.5	\$167.4	\$15.7	\$227.1	(\$105.1)	(\$107.3)	(\$103.7)
	<b>Median of all IPOs</b>	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
12/27/20	YOOX Net-A-Porter Group S.p.A.	Richemont Italia Holding Spa	\$3,691.7	100%
11/7/20	Blue Nile, Inc.	Bain Capital PE	\$496.7	100%
2/6/20	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

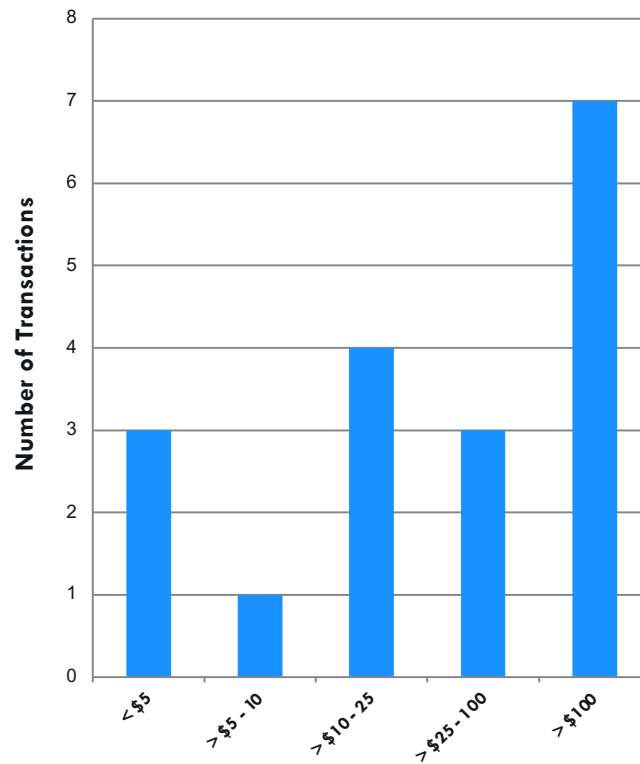
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## Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

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

## 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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