BofA SECURITIES ***

Kohl's

New initiatives working but we expect continued challenges in the core

Reiterate Rating: UNDERPERFORM | PO: 22.00 USD | Price: 25.36 USD

Comp guidance looks optimistic

We reiterate our Underperform given the lack of certainty on rebuilding sales amidst intensifying competition and credit pressures. 4Q EPS of \$1.67 beat our est of \$1.08 on better comps and GM; comps declined 4.3% (vs our est -5%). November comps were the weakest (due partly to warmer weather), December comps were flat, and January was negative as Kohl's(KSS) lapped elevated clearance. Mgmt introduced F24 guidance for sales down 1% to up 1%, comps 0-2%, op margin 3.6-4.1% (-25bp yy at midpoint), and EPS of \$2.10-2.70. 1Q comps are expected to be at the low end of the FY guide, but we are less optimistic on the acceleration and model 1Q comp -2%. We are lowering our F24/F25 EPS ests by 5%/11% to \$1.93/\$1.97 and we maintain our PO of \$22, 4x EV/EBITDA 2025 (vs 3x 2024 prior) to reflect peer multiple expansion.

We see risk to the credit line; model F24 -16%

Other revenues (mostly credit) declined 17% vs 2019 in 4Q (up 1% yy but includes 53rd wk). Mgmt expects Other revenue to be down mid-teens in F24 (-MSD in 1H), contemplative of rising delinquencies and potential impacts from the recent CFPB late fee ruling in 2H. The co-brand card is expected to generate \$250-300mn in annual credit revenue, serving as a key offset to the regulatory change in 2025. KSS has 700k cardholders and mgmt expects to get to 5mn in F24.

Sephora momentum continues; other initiatives underway

Sephora generated over \$1.4bn in sales during F23 (8% of sales) and comps for the 2021/2022 shops were over 25%. There are now 910 Sephora shops (860 large, 50 small format), and the company plans to open an additional 140 small format in 2024, with a rollout to the rest of the chain in 2025. The company secured an exclusive license agreement with Babies R US and will open 200 shops in Fall of 2024 (roughly 1500 sqft); we think this initiative, along with continued enhancements in gifting, impulse, and home will support growth, but we expect the core businesses will continue to be a drag.

GM benefits offset by SG&A deleverage

Mgmt guides F24 GM +40-50bp on continued inventory management, lower freight, and simplified value strategies, and expects to stay above 37% moving forward (ended F23 at 36.7%). Inventory was down 10% and mgmt expects levels -MSD for F24. We model SG&A dollars -1% (fewer Sephora openings) but 40bp of deleverage on a -1% comp.

Estimates (Jan) (US\$)	2023A	2024A	2025E	2026E	2027E
EPS	(0.16)	2.85	1.93	1.97	2.07
EPS Change (YoY)	NM	NM	-32.3%	2.1%	5.1%
Consensus EPS (Bloomberg)			2.67	3.13	NA
DPS	1.97	1.98	1.00	1.00	1.00
Valuation (Jan)					
P/E	NM	8.9x	13.1x	12.9x	12.3x
Dividend Yield	7.8%	7.8%	3.9%	3.9%	3.9%
EV / EBITDA*	4.5x	3.2x	3.5x	3.6x	3.6x
Free Cash Flow Yield*	-16.6%	18.1%	15.2%	15.0%	14.6%
* For full definitions of <i>iQmethod</i> ^{≤M} measures, see page 5.					

BofA Securities does and seeks to do business with issuers covered in its research reports. As a result, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making their investment decision.

Refer to important disclosures on page 6 to 8. Analyst Certification on page 4. Price
Objective Basis/Risk on page 4.

Timestamp: 13 March 2024 12:01AM EDT

13 March 2024

Equity

Key Changes		
(US\$)	Previous	Current
2025E Rev (m)	16,052.3	16,284.4
2026E Rev (m)	15,756.6	15,984.5
2027E Rev (m)	NA	15,690.1
2025E EPS	2.03	1.93
2026E EPS	2.22	1.97
2027E EPS	NA	2.07

Lorraine Hutchinson, CFA

Research Analyst BofAS +1 646 855 0951

lorraine.hutchinson@bofa.com

Melanie Nuñez

Research Analyst BofAS +1 646 855 2279 melanie.nunez@bofa.com

Stock Data

Price	25.36 USD
Price Objective	22.00 USD
Date Established	26-Sep-2023
Investment Opinion	C-3-8
52-Week Range	17.68 USD - 29.65 USD
Mrkt Val (mn) / Shares Out	3,271 USD / 129.0
(mn)	
Free Float	97.5%
Average Daily Value (mn)	128.90 USD
BofA Ticker / Exchange	KSS / NYS
Bloomberg / Reuters	KSS US / KSS.N
ROE (2025E)	5.4%
Net Dbt to Eqty (Jan-2024A)	39.7%
ESGMeter™	High

ESGMeter is not indicative of a company's future stock price performance and is not an investment recommendation or rating. ESGMeter is independent of BofA Global Research's equity investment rating, volatility risk rating, income rating, and price objective for that company. For full details, refer to "BofA ESGMeter Methodology".

GM: gross margin

MSD: mid single digit

iQprofile[™] Kohl's

(US\$ Millions)	2023A	2024A	2025E	2026E	2027
Return on Capital Employed	1.0%	5.2%	3.8%	3.7%	3.7%
Return on Equity	-0.5%	8.3%	5.4%	5.3%	5.49
Operating Margin	1.4%	4.3%	3.7%	3.7%	3.79
Free Cash Flow	(544)	591	498	492	47
Qmethod SM – Quality of Earnings*					
(US\$ Millions)	2023A	2024A	2025E	2026E	2027
Cash Realization Ratio	NM	3.7x	4.5x	4.4x	4.1
Asset Replacement Ratio	1.0x	0.8x	0.6x	0.6x	0.7
Tax Rate	67.2%	15.0%	23.0%	23.0%	23.09
Net Debt-to-Equity Ratio	49.0%	39.7%	28.6%	18.5%	9.49
Interest Cover	0.8x	2.1x	1.9x	2.0x	2.1
ncome Statement Data (Jan)					
(US\$ Millions)	2023A	2024A	2025E	2026E	2027
Sales	17,161	16,586	16,284	15,985	15,690
% Change	-7.1%	-3.4%	-1.8%	-1.8%	-1.89
Gross Profit	5,704	6,088	6,052	5,940	5,83
% Change	-18.9%	6.7%	-0.6%	-1.8%	-1.89
EBITDA	1,054	1,466	1,364	1,324	1,29
% Change	-58.1%	39.1%	-7.0%	-3.0%	-2.19
Net Interest & Other Income	(304)	(344)	(320)	(301)	(284
Net Income (Adjusted)	(19)	317	215	220	23
% Change	NM	NM	-32.2%	2.3%	5.19
Free Cash Flow Data (Jan)					
(US\$ Millions)	2023A	2024A	2025E	2026E	
(US\$ Millions) Net Income from Cont Operations (GAAP)	(19)	317	215	220	23
(US\$ Millions) Net Income from Cont Operations (GAAP) Depreciation & Amortization	(19) 808	317 749	215 765	220 737	23 71
(US\$ Millions) Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital	(19) 808 (589)	317 749 (30)	215 765 (65)	220 737 (48)	23 71 N
(US\$ Millions) Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge	(19) 808 (589) (84)	317 749 (30) (8)	215 765 (65) 0	220 737 (48) 0	23 71 N
(US\$ Millions) Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net	(19) 808 (589) (84) 166	317 749 (30) (8) 140	215 765 (65) 0 60	220 737 (48) 0 60	23 71 N N
(US\$ Millions) Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure	(19) 808 (589) (84) 166 (826)	317 749 (30) (8) 140 (577)	215 765 (65) 0 60 (477)	220 737 (48) 0 60 (477)	23 71 N N 1 (477
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow	(19) 808 (589) (84) 166 (826)	317 749 (30) (8) 140 (577) 591	215 765 (65) 0 60 (477) 498	220 737 (48) 0 60 (477) 492	23 71 N N 1 (477
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change	(19) 808 (589) (84) 166 (826) -544	317 749 (30) (8) 140 (577) 591	215 765 (65) 0 60 (477) 498 - 15.7%	220 737 (48) 0 60 (477) 492 -1.2%	23 71 N N 1 (477 47
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase	(19) 808 (589) (84) 166 (826) -544 NM (658)	317 749 (30) (8) 140 (577) 591 NM 0	215 765 (65) 0 60 (477) 498 - 15.7%	220 737 (48) 0 60 (477) 492 - 1.2%	23 71 N N 1 (477 47 - 2.7 9
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change	(19) 808 (589) (84) 166 (826) -544	317 749 (30) (8) 140 (577) 591	215 765 (65) 0 60 (477) 498 - 15.7%	220 737 (48) 0 60 (477) 492 -1.2%	2027 23 71: N/ N/ N/ 1: (477 479 (112
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid	(19) 808 (589) (84) 166 (826) -544 NM (658) (239)	317 749 (30) (8) 140 (577) 591 NM 0 (220)	215 765 (65) 0 60 (477) 498 - 15.7% 0 (112)	220 737 (48) 0 60 (477) 492 - 1.2% 0 (112)	23 71: N/ N/ 1: (477 47 9 - 2.79
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt Balance Sheet Data (Jan)	(19) 808 (589) (84) 166 (826) -544 NM (658) (239) 85	317 749 (30) (8) 140 (577) 591 NM 0 (220) (268)	215 765 (65) 0 60 (477) 498 -15.7% 0 (112) 533	220 737 (48) 0 60 (477) 492 -1.2% 0 (112) (591)	23 71 N N 1 (477 47 ' -2.79
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt Balance Sheet Data (Jan) (US\$ Millions)	(19) 808 (589) (84) 166 (826) -544 NM (658) (239) 85	317 749 (30) (8) 140 (577) 591 NM 0 (220) (268)	215 765 (65) 0 60 (477) 498 - 15.7% 0 (112) 533	220 737 (48) 0 60 (477) 492 - 1.2% 0 (112) (591)	23 71 N N 1 (477 47 9 -2.79 (112
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt Balance Sheet Data (Jan) (US\$ Millions) Cash & Equivalents	(19) 808 (589) (84) 166 (826) -544 NM (658) (239) 85	317 749 (30) (8) 140 (577) 591 NM 0 (220) (268)	215 765 (65) 0 60 (477) 498 -15.7% 0 (112) 533	220 737 (48) 0 60 (477) 492 -1.2% 0 (112) (591)	23 71 N N 1. (477 47 9 -2.79 (112
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt Balance Sheet Data (Jan) (US\$ Millions) Cash & Equivalents Trade Receivables	(19) 808 (589) (84) 166 (826) -544 NM (658) (239) 85	317 749 (30) (8) 140 (577) 591 NM 0 (220) (268) 2024A 183 0	215 765 (65) 0 60 (477) 498 -15.7% 0 (112) 533 2025E 1,102 0	220 737 (48) 0 60 (477) 492 -1.2% 0 (112) (591) 2026E 892 0	23 71 N N 1 (477 47 ' -2.79 (112
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Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt Balance Sheet Data (Jan) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Total Assets Short-Term Debt Other Current Liabilities	(19) 808 (589) (84) 166 (826) -544 NM (658) (239) 85 2023A 153 0 5,887 7,926 379 14,345 360 2,550	317 749 (30) (8) 140 (577) 591 NM 0 (220) (268) 2024A 183 0 5,726 7,720 380 14,009 92 2,335	215 765 (65) 0 60 (477) 498 -15.7% 0 (112) 533 2025E 1,102 0 5,732 7,432 380 14,647 625 2,276	220 737 (48) 0 60 (477) 492 -1.2% 0 (112) (591) 2026E 892 0 5,738 7,172 380 14,182 500 2,234	23 71 N N 1 (477 47 -2.79 (112 2027 1,26 5,74 6,93 38 14,32 50 2,19
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt Balance Sheet Data (Jan) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Short-Term Debt Other Current Liabilities Long-Term Debt	(19) 808 (589) (84) 166 (826) -544 NM (658) (239) 85 2023A 153 0 5,887 7,926 379 14,345 360 2,550 1,637	317 749 (30) (8) 140 (577) 591 NM 0 (220) (268) 2024A 183 0 5,726 7,720 380 14,009 92 2,335 1,638	215 765 (65) 0 60 (477) 498 -15.7% 0 (112) 533 2025E 1,102 0 5,732 7,432 380 14,647 625 2,276 1,638	220 737 (48) 0 60 (477) 492 -1.2% 0 (112) (591) 2026E 892 0 5,738 7,172 380 14,182 500 2,234 1,172	23 71 N N 1 (477 47 -2.79 (112 2027 1,26 5,74 6,93 38 14,32 50 2,19
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt Balance Sheet Data (Jan) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Short-Term Debt Other Current Liabilities Long-Term Debt Other Non-Current Liabilities	(19) 808 (589) (84) 166 (826) -544 NM (658) (239) 85 2023A 153 0 5,887 7,926 379 14,345 360 2,550 1,637 466	317 749 (30) (8) 140 (577) 591 NM 0 (220) (268) 2024A 183 0 5,726 7,720 380 14,009 92 2,335 1,638 405	215 765 (65) 0 60 (477) 498 -15.7% 0 (112) 533 2025E 1,102 0 5,732 7,432 380 14,647 625 2,276 1,638 405	220 737 (48) 0 60 (477) 492 -1.2% 0 (112) (591) 2026E 892 0 5,738 7,172 380 14,182 500 2,234 1,172 405	23 711 Ni Ni 1 (477 47' -2.79 (112 2027 1,26 5,74 6,93 38 14,32 50 2,19 1,17
Net Income from Cont Operations (GAAP) Depreciation & Amortization Change in Working Capital Deferred Taxation Charge Other Adjustments, Net Capital Expenditure Free Cash Flow % Change Share / Issue Repurchase Cost of Dividends Paid Change in Debt Balance Sheet Data (Jan) (US\$ Millions) Cash & Equivalents Trade Receivables Other Current Assets Property, Plant & Equipment Other Non-Current Assets Short-Term Debt Other Current Liabilities Long-Term Debt	(19) 808 (589) (84) 166 (826) -544 NM (658) (239) 85 2023A 153 0 5,887 7,926 379 14,345 360 2,550 1,637	317 749 (30) (8) 140 (577) 591 NM 0 (220) (268) 2024A 183 0 5,726 7,720 380 14,009 92 2,335 1,638	215 765 (65) 0 60 (477) 498 -15.7% 0 (112) 533 2025E 1,102 0 5,732 7,432 380 14,647 625 2,276 1,638	220 737 (48) 0 60 (477) 492 -1.2% 0 (112) (591) 2026E 892 0 5,738 7,172 380 14,182 500 2,234 1,172	23 71: N/ N/ 1: (477 47 9 - 2.79

Company Sector

Retailing-Broadline/Department Stores

Company Description

Kohl's Corp. operates family-oriented department stores offering moderately priced apparel, footwear, accessories, and home goods. The company is based in Wisconsin, and its stores are heavily concentrated in the Midwest and East.

Investment Rationale

Our rating on Kohl's is Underperform. We remain cautious on margin sustainability and disappointed with market share losses, and expect macro pressure to weigh on consumer demand.

Stock Data

Average Daily Volume 5,082,685

Quarterly Earnings Estimates

	2024	2025
Q1	0.13A	-0.16E
Q2	0.52A	0.56E
Q3	0.53A	0.41E
04	1.67A	1.11E



* For full definitions of \emph{IQ} method $^{\text{SM}}$ measures, see page 5.

Exhibit 1: KSS Income Statement4Q EPS of \$1.67 beat our est of \$1.08 on better comps and GM.

					FY	1Q24	2Q24	3Q24	4Q24	FY	1Q25	2Q25	3Q25	4Q25	FY	1Q26	2Q26	3Q26	4Q26	FY
Kohl's	1Q23	2Q23	3Q23	4Q23	2023	E	E	E	E	2024E	E	E	E	E	2025E	E	E	E	E	2026E
Income Statement	Apr	Jul	Oct	Jan		Apr	Jul	Oct	Jan		Apr	Jul	Oct	Jan		Apr	Jul	Oct	Jan	
Net Sales	\$3,355.0	\$3,678.0	\$3,843.0		\$16,586.0	\$3,291.1	\$3,607.9	\$3,846.7	\$5,538.7	\$16,284.4	\$3,230.5	\$3,541.5	\$3,775.8	\$5,436.7	\$15,984.5	\$3,171.0	\$3,476.3	\$3,706.3	\$5,336.6	\$15,690.1
Credit revenue	216.0	217.0	211.0	246.0	\$890.0	205.2	206.2	160.4	179.6	\$751.3	184.7	195.8	208.5	233.5	\$822.4	203.1	215.4	229.3	256.8	\$904.7
COGS	<u>2,047.0</u>	<u>2,242.0</u>	2,349.0	3,860.0	10,498.0	<u>1,991.6</u>	<u>2,181.3</u>	2,343.5	<u>3,716.5</u>	10,232.9	<u>1,954.9</u>	<u>2,141.1</u>	<u>2,300.4</u>	3,648.1	10,044.4	<u>1,918.9</u>	<u>2,101.7</u>	<u>2,258.0</u>	<u>3,580.9</u>	<u>9,859.4</u>
Gross Profit	1,308.0	1,436.0	1,494.0	1,850.0	6,088.0	1,299.5	1,426.7	1,503.1	1,822.2	6,051.5	1,275.6	1,400.4	1,475.4	1,788.6	5,940.1	1,252.1	1,374.6	1,448.3	1,755.7	5,830.7
SG&A (including pre-opening expense)	1,238.0	1,304.0	1,360.0	1,610.0	5,512.0	1,250.4	1,277.9	1,332.8	1,577.8	5,438.9	1,250.4	1,277.9	1,332.8	1,577.8	5,438.9	1,250.4	1,277.9	1,332.8	1,577.8	5,438.9
Depreciation & Amortization	188.0	186.0	188.0	187.0	749.0	194.7	193.1	190.5	186.8	765.1	187.4	185.9	183.6	180.2	737.2	180.9	179.5	177.4	174.2	712.0
Operating Income	98.0	163.0	157.0	299.0	717.0	59.7	161.9	140.2	237.1	598.9	22.5	132.4	167.5	264.1	586.5	24.0	132.6	167.4	260.5	584.5
Interest Expense/(Income)	84.0	<u>89.0</u>	<u>89.0</u>	82.0	344.0	82.3	80.3	<u>80.6</u>	<u>76.6</u>	<u>319.6</u>	<u>79.8</u>	75.3	75.7	69.8	300.7	<u>73.6</u>	<u>71.6</u>	<u>71.6</u>	<u>67.6</u>	284.2
Pretax Income	14.0	74.0	68.0	217.0	373.0	(22.6)	81.6	59.6	160.6	279.3	(57.3)	57.1	91.8	194.2	285.8	(49.5)	61.1	95.8	192.9	300.2
Taxes	0.0	16.0	9.0	31.0	56.0	(5.2)	18.8	13.7	36.9	64.2	(13.2)	13.1	21.1	44.7	65.7	(11.4)	14.0	22.0	44.4	69.1
Tax Rate	0.0%	21.6%	13.2%	14.3%	15.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%	23.0%
Net Income	\$14.0	\$58.0	\$59.0	\$186.0	\$317.0	(\$17.4)	\$62.8	\$45.9	\$123.7	\$215.0	(\$44.1)	\$44.0	\$70.7	\$149.6	\$220.1	(\$38.1)	\$47.0	\$73.8	\$148.5	\$231.2
	\$0.13	\$0.52	\$0.53	\$1.67	\$2.85	(\$0.16)	\$0.56	\$0.41	\$1.11	\$1.93	(\$0.39)	\$0.39	\$0.63	\$1.34	\$1.97	(\$38.1)	\$0.42	\$0.66	\$1.33	\$2.07
Earnings per Share Diluted Shares Outs.	111.0	111.0	111.0	111.4	111.1	112.0	111.4	111.4	111.4	111.5	112.0	111.4	111.4	111.4	111.5	112.0	111.4	111.4	111.4	111.5
Margins:	111.0	111.0	111.0	111.4	111.1	112.0	111.4	111.4	111.4	111.5	112.0	111.4	111.4	111.4	111.5	112.0	111.4	111.4	111.4	111.5
Gross margin	39.0%	39.0%	38.9%	32.4%	36.7%	39.5%	39.5%	39.1%	32.9%	37.2%	39.5%	39.5%	39.1%	32.9%	37.2%	39.5%	39.5%	39.1%	32.9%	37.2%
SG&A expense	34.7%	33.5%	33.5%	27.0%	31.5%	35.8%	33.5%	33.3%	27.6%	31.9%	36.6%	34.2%	33.5%	27.8%	32.4%	37.1%	34.6%	33.9%	28.2%	32.8%
Depreciation	5.6%	5.1%	4.9%	3.3%	4.5%	5.9%	5.4%	5.0%	3.4%	4.7%	5.8%	5.3%	4.9%	3.3%	4.6%	5.7%	5.2%	4.8%	3.3%	4.5%
Operating income	2.9%	4.4%	4.1%	5.2%	4.3%	1.8%	4.5%	3.6%	4.3%	3.7%	0.7%	3.7%	4.4%	4.9%	3.7%	0.8%	3.8%	4.5%	4.9%	3.7%
KSS calc OI	2.7%	4.2%	3.9%	5.0%	4.1%	1.7%	4.2%	3.5%	4.1%	3.5%	0.7%	3.5%	4.2%	4.7%	3.5%	0.7%	3.6%	4.3%	4.7%	3.5%
Y/Y Growth:										3.85%										
				-	-	-														
EPS Growth	16.2%	-52.8%	-34.8%	167.3%	1924.7%	223.1%	8.0%	-22.4%	-33.5%	-32.4%	153.7%	-30.0%	53.9%	20.9%	2.3%	-13.5%	7.0%	4.4%	-0.7%	5.1%
BP Gross Margin	64	(59)	159	935	347	50	50	20	50	46	0	0	0	0	0	0	0	0	0	0
BP GM vs 2019	219	21	255	(29)	99	269	71	275	21	145										
SG&A dollar growth	-4.3%	1.6%	1.9%	-4.0%	-1.3%	1.0%	-2.0%	-2.0%	-2.0%	-1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BP SG&A Margin	(14)	209	236	(83)	67	109	3	(29)	56	39	85	69	19	23	43	45	42	41	38	41
BP SG&A Margin vs. 2019	347	483	287	153	298															
BP D&A	(16)	(28)	(9)	(19)	(19)	31	29	6	10	18	(11)	(10)	(9)	(6)	(9)	(10)	(9)	(8)	(5)	(7)
BP Operating Margin	56	(245)	(85)	1047	289	(111)	5	(44)	(95)	(65)	(112)	(75)	79	58	(1)	6	8	8	2	6

Source: Company filings and reports, BofA Global Research estimates

BofA GLOBAL RESEARCH

Price objective basis & risk

Kohl's (KSS)

Our \$22 PO is based on 4x F25 EV/EBITDA estimate (in-line with peers), which we think is a reasonable valuation for a secularly challenged retailer.

Upside risks to our PO: Kohl's can better control its inventory and avoid elevated markdowns, continues its dividend at the same level, and sees a strong contribution from the Sephora partnership.

Downside risks to our PO are a drop-off in consumer spending, further cost pressures, a failure to generate incremental sales from key traffic-driving initiatives, credit income dropping more significantly

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US - Softline Retailing and Dept Stores Coverage Cluster

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	Amer Sports Inc	AS	AS US	Lorraine Hutchinson, CFA
	Bath & Body Works Inc	BBWI	BBWI US	Lorraine Hutchinson, CFA
	Burlington Stores	BURL	BURL US	Lorraine Hutchinson, CFA
	Crocs, Inc.	CROX	CROX US	Christopher Nardone
	Deckers Outdoor Corp	DECK	DECK US	Christopher Nardone
	European Wax Center	EWCZ	EWCZ US	Lorraine Hutchinson, CFA
	lululemon athletica Inc	LULU	LULU US	Lorraine Hutchinson, CFA
	Oddity Tech	ODD	ODD US	Lorraine Hutchinson, CFA
	PVH Corp	PVH	PVH US	Christopher Nardone
	Ralph Lauren	RL	RL US	Christopher Nardone
	Ross Stores Inc	ROST	ROST US	Lorraine Hutchinson, CFA
	Tapestry Inc.	TPR	TPR US	Lorraine Hutchinson, CFA
	TJX Companies	TJX	TJX US	Lorraine Hutchinson, CFA
	Urban Outfitters	ÚRBN	ÚRBN US	Lorraine Hutchinson, CFA
NEUTRAL				
	American Eagle	AEO	AEO US	Christopher Nardone
	Birkenstock	BIRK	BIRK US	Lorraine Hutchinson, CFA
	FIGS, Inc.	FIGS	FIGS US	Alice Xiao
	Foot Locker	FL	FL US	Lorraine Hutchinson, CFA
	Levi Strauss & Co.	LEVI	LEVI US	Christopher Nardone
	Nike	NKE	NKE US	Lorraine Hutchinson, CFA
	Signet Jewelers	SIG	SIG US	Lorraine Hutchinson, CFA
	Skechers USA Inc	SKX	SKX US	Christopher Nardone
	Ulta Beauty	ULTA	ULTA US	Lorraine Hutchinson, CFA
	Under Armour Inc	UAA	UAA US	Lorraine Hutchinson, CFA
UNDERPERFORM				,
	Aritzia	YATZ	ATZ CN	Alice Xiao
	Aritzia	ATZAF	ATZAF US	Alice Xiao
	Carter's Inc	CRI	CRIUS	Christopher Nardone
	Gap Inc.	GPS	GPS US	Lorraine Hutchinson, CFA
	Kohl's	KSS	KSS US	Lorraine Hutchinson, CFA
	Nordstrom	JWN	JWN US	Lorraine Hutchinson, CFA
	Revolve	RVLV	RVLV US	Alice Xiao
	V F Corp	VFC	VFC US	Lorraine Hutchinson, CFA
	Victoria's Secret & Co	VSCO	VSCO US	Alice Xiao
	FICEGRAL DECICE OX CO	¥3CO	V 3CO 03	/ mcc / mao

US - Softline Retailing and Dept Stores Coverage Cluster

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
RSTR				
	Macy's	M	M US	Lorraine Hutchinson, CFA

Rmethod[™] Measures Definitions

Business Performance	Numerator	Denominator
Return On Capital Employed	NOPAT = (EBIT + Interest Income) \times (1 - Tax Rate) + Goodwill Amortization	Total Assets — Current Liabilities + ST Debt + Accumulated Goodwill
D	AL . I	Amortization
Return On Equity	Net Income	Shareholders' Equity
Operating Margin	Operating Profit	Sales
Earnings Growth	Expected 5 Year CAGR From Latest Actual	N/A
Free Cash Flow	Cash Flow From Operations — Total Capex	N/A
Quality of Earnings	Numerator	Denominator
Cash Realization Ratio	Cash Flow From Operations	Net Income
Asset Replacement Ratio	Capex	Depreciation
Tax Rate	Tax Charge	Pre-Tax Income
Net Debt-To-Equity Ratio	Net Debt = Total Debt — Cash & Equivalents	Total Equity
Interest Cover	EBIT	Interest Expense
Valuation Toolkit	Numerator	Denominator
Price / Earnings Ratio	Current Share Price	Diluted Earnings Per Share (Basis As Specified)
Price / Book Value	Current Share Price	Shareholders' Equity / Current Basic Shares
Dividend Yield	Annualised Declared Cash Dividend	Current Share Price
Free Cash Flow Yield	Cash Flow From Operations – Total Capex	Market Cap = Current Share Price × Current Basic Shares
Enterprise Value / Sales	EV = Current Share Price × Current Shares + Minority Equity + Net Debt +	Sales
,	Other LT Liabilities	
EV / EBITDA	Enterprise Value	Basic EBIT + Depreciation + Amortization

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Important Disclosures

Kohl's (KSS) Price Chart



B: Buy, N: Neutral, U: Underperform, PO: Price Objective, NA: No longer valid, NR: No Rating

The Investment Opinion System is contained at the end of the report under the heading "Fundamental Equity Opinion Key". Dark grey shading indicates the security is restricted with the opinion suspended. Medium grey shading indicates the security is under review with the opinion withdrawn. Light grey shading indicates the security is not covered. Chart is current as of a date no more than one trading day prior to the date of the report.

Equity Investment Rating Distribution: Retailing Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	96	57.83%	Buy	39	40.63%
Hold	32	19.28%	Hold	12	37.50%
Sell	38	22.89%	Sell	18	47.37%

Equity Investment Rating Distribution: Global Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	1895	53.62%	Buy	1083	57.15%
Hold	832	23.54%	Hold	454	54.57%
Sell	807	22.84%	Sell	383	47.46%

R1 Issuers that were investment banking clients of BofA Securities or one of its affiliates within the past 12 months. For purposes of this Investment Rating Distribution, the coverage universe includes only stocks. A stock rated Neutral is included as a Hold, and a stock rated Underperform is included as a Sell.

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Investment rating Total return expectation (within 12-month period of date of initial rating) Ratings dispersion guidelines for coverage cluster^{R2}

Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Inderperform	N/A	> 20%

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