

# American Eagle

## Focused on driving operating leverage in **'24**

Reiterate Rating: NEUTRAL | PO: 21.00 USD | Price: 21.27 USD

## Increasing ests on strong holiday results

AEO announced 4QTD sales (through 12/30) is up 8%, with American Eagle (AE) tracking up high single digits and Aerie up low teens. Coinciding with the better than expected holiday results, mgmt increased its 4Q sales outlook to +LDD (prev +HSD), which includes a 4ppt impact from the 53<sup>rd</sup> week. Operating profit is now expected to be \$130mn (prev \$105-115mn) as higher sales are modestly offset by higher SG&A. Momentum has continued into early January. We are increasing our 4Q23E/F24E EPS by \$0.07/\$0.12 respectively to \$0.50/\$1.58 to reflect higher sales and margins.

## Holiday strength broad based

We expect to hear more detailed results on holiday results during the company's 4Q EPS call, but growth seems relatively balanced across categories at both brands. At AE, we sense women's is doing better than men's and bottoms is doing well overall. At Aerie, bodysuits and bras have had success QTD; we expect continued momentum in the Offline business (roughly 1/3 of Aerie sales). The ability to chase in a more normalized supply chain environment and cleaner inventory levels has helped both brands in 2H23.

## Mgmt remains confident in '24 margin levers

We met with CFO Mike Mathias at the ICR conference. The main takeaway from our meeting was that the company remains confident in expanding gross margins and leveraging operating expenses in F24, in a LSD sales growth environment. Margin drivers include lower cotton costs and various cost savings initiatives, some of which we expect to hear more on in coming quarters. We think the SG&A control remains a prove it story. We expect incentive comp pressure in 1H24 and potential relief in 2H as mgmt expects to leverage this line item in '24.

## **Reiterate Neutral rating**

We remain Neutral rated and see a balanced risk/reward with the stock trading at 5.7x EV/EBITDA (13.4x P/E). It is clear to us that both brands have underlying momentum but think the jury is still out on whether sales trends at both brands can continue at the current pace beyond F23 in an uncertain macro backdrop. We are increasing our PO to \$21 (from \$18), now based on 5.5x 2024E EV/EBITDA (prev 5x) to our higher estimates and a rerating in market multiples.

Estimates (Jan) (US\$)	2022A	2023A	2024E	2025E	2026E
EPS	1.89	0.96	1.41	1.58	1.72
GAAP EPS	2.03	0.58	1.26	1.54	1.68
EPS Change (YoY)	NM	-49.2%	46.9%	12.1%	8.9%
Consensus EPS (Bloomberg)			1.34	1.48	1.56
DPS	0.55	0.32	0.42	0.49	0.48
Valuation (Jan)					
P/E	11.3x	22.2x	15.1x	13.5x	12.4x
GAAP P/E	10.5x	36.7x	16.9x	13.8x	12.7x
Dividend Yield	2.6%	1.5%	2.0%	2.3%	2.3%
EV / EBITDA*	5.7x	9.2x	7.4x	6.7x	6.2x
Free Cash Flow Yield*	1.8%	3.7%	9.7%	9.0%	9.8%
* For full definitions of <i>IQ</i> method <sup>SM</sup> measures, see page 4.					

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Timestamp: 10 January 2024 12:01AM EST

### 10 January 2024

#### Equity

Key Changes		
(US\$)	Previous	Current
Price Obj.	18.00	21.00
2024E Rev (m)	5,207.3	5,266.1
2025E Rev (m)	5,330.3	5,390.2
2026E Rev (m)	5,529.9	5,591.2
2024E EPS	1.34	1.41
2025E EPS	1.46	1.58
2026E EPS	1.60	1.72
2024E DPS	0.40	0.42

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#### Stock Data

Price	21.27 USD
Price Objective	21.00 USD
Date Established	10-Jan-2024
Investment Opinion	C-2-7
52-Week Range	9.95 USD - 21.66 USD
Mrkt Val (mn) / Shares Out	3,892 USD / 183.0
(mn)	
Free Float	91.7%
Average Daily Value (mn)	107.08 USD
BofA Ticker / Exchange	AEO / NYS
Bloomberg / Reuters	AEO US / AEO.N
ROE (2024E)	16.3%
Net Dbt to Eqty (Jan-2023A)	-10.5%
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

LDD: low double digits

HSD: high single digits

LSD: low single digits

# **iQ**profile<sup>™</sup> American Eagle

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iQmethod <sup>™</sup> – Bus Performance*					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026E
Return on Capital Employed	16.4%	6.9%	9.7%	10.7%	10.7%
Return on Equity	27.5%	13.0%	16.3%	16.2%	15.6%
Operating Margin Free Cash Flow	12.0% 70	5.4% 146	6.9% 377	7.9% 350	8.4% 383
rree Casii riow	70	140	3//	330	363
iQmethod <sup>™</sup> – Quality of Earnings*					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026E
Cash Realization Ratio	0.8x	2.1x	2.0x	1.8x	1.7x
Asset Replacement Ratio	1.4x	1.3x	0.7x	0.9x	1.0x
Tax Rate	25.0%	28.0%	28.0%	27.5%	27.5%
Net Debt-to-Equity Ratio	-6.6%	-10.5%	-24.9%	-33.9%	-41.7%
Interest Cover	37.4x	24.6x	NA	NM	NM
Income Statement Data (Jan)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026E
Sales	5,011	4,990	5.266	5,390	5.591
% Change	33.3%	-0.4%	5.5%	2.4%	3.7%
Gross Profit	1,992	1,745	2,023	2,104	2,182
% Change	73.5%	-12.4%	15.9%	4.0%	3.7%
EBITDA	770	476	592	655	705
% Change	350.5%	-38.1%	24.2%	10.8%	7.5%
Net Interest & Other Income	(16)	(11)	1	0	0
Net Income (Adjusted)	390	197	279	317	350
% Change	NM	-49.5%	41.5%	13.8%	10.3%
Free Cash Flow Data (Jan) (US\$ Millions)	2022A	2023A	2024E	2025E	2026E
Net Income from Cont Operations (GAAP)	440	186	264	310	342
Depreciation & Amortization	167	207	226	228	232
Change in Working Capital	0	0	0	0	0
Deferred Taxation Charge	(13)	31	14	0	0
Other Adjustments, Net	(291)	(18)	39	28	32
Capital Expenditure	(234)	(260)	(167)	(216)	(224)
Free Cash Flow	70	146	377	350	383
% Change	-6.3%	109.0%	158.4%	-7.1%	9.4%
Share / Issue Repurchase	(24)	(210)	(10)	0	0
Cost of Dividends Paid	(114)	(65)	(83)	(98)	(98)
Change in Debt	0	(136)	3	0	0
Balance Sheet Data (Jan)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026E
Cash & Equivalents	435	170	457	710	996
Trade Receivables	287	242	256	262	272
Other Current Assets	675	688	648	675	704
Property, Plant & Equipment	728	782	728	716	707
Other Non-Current Assets	1,661	1,539	1,425	1,425	1,425
Total Assets	3,787	3,421	3,513	3,787	4,103
Short-Term Debt	0	0	0	0	0
Other Current Liabilities	843	769	737	745	762
Long-Term Debt	341	2	2	2	0
Other Non-Current Liabilities	1,179	1,044	951	952	955
Total Liabilities	2,363	1,815	1,691	1,699	1,717
Total Equity	1,424	1,599	1,823	2,088	2,386
Total Equity & Liabilities	3,787	3,414	3,513	3,787	4,103
* For full definitions of iOmethod SM measures, see page 4					

## **Company Sector**

Retailing-Specialty

## **Company Description**

American Eagle Outfitters is a retailer of high-quality clothing for 15-25 year old shoppers. The first American Eagle store opened in 1977 and the brand expanded into Canada in 2001. In 2006, the company rolled out its intimates sub-brand, Aerie.

#### **Investment Rationale**

We view the risk/reward as balanced as recent improvements in sales trends, particularly at Aerie, are offset by continued near term pressure on SG&A.

#### **Stock Data**

Average Daily Volume

5,034,407

## **Quarterly Earnings Estimates**

	2023	2024
Q1	0.16A	0.17A
Q2	0.04A	0.25A
Q3	0.42A	0.49A
Q4	0.37A	0.50E



\* For full definitions of  $\emph{IQ}\textit{method}^{\,\text{SM}}$  measures, see page 4.

## Price objective basis & risk

## American Eagle (AEO)

Our \$21 price objective is based on 5.5x our 2024E EV/EBITDA, in line with mall based retailers and the stock's historical average given a similar sales growth outlook as peers. We expect Aerie growth will remain strong given its unique niche and remain more concerned about the sustainability of American Eagle's recent trends if the promotional environment heats up across the industry.

Upside risks to our price objective are better comp growth at Aerie brand driving margin expansion, a faster than expected recovery at American Eagle, and an improvement in SG&A spend as a percentage of sales.

Downside risks are a more promotional environment than expected and a slower turn around at American Eagle and Aerie.

## **Analyst Certification**

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**US - Softline Retailing and Dept Stores Coverage Cluster** 

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	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	URBN	URBN US	Lorraine Hutchinson, CFA
	Victoria's Secret & Co	VSCO	VSCO US	Alice Xiao
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
	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	CRI US	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



### **US - Softline Retailing and Dept Stores Coverage Cluster**

Investment rating Company BofA Ticker Bloomberg symbol Analyst

## **Q**method <sup>™</sup> 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 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	
FV / FBITDA	Enterprise Value	Basic FBIT + Depreciation + Amortization

Monethod Shis the set of BofA Global Research standard measures that serve to maintain global consistency under three broad headings. Business Performance, Quality of Earnings, and validations. The key features of iQmethod are: A consistently structured, detailed, and transparent methodology. Guidelines to maximize the effectiveness of the comparative valuation process, and to identify some common pitfalls.

Modatabase\* is our real-time global research database that is sourced directly from our equity analysts' earnings models and includes forecasted as well as historical data for income statements, balance sheets, and cash flow statements for companies covered by BofA Global Research.

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#### American Eagle (AEO) 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%

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Investment rating	Total return expectation (within 12-month period of date of initial rating)	Ratings dispersion guidelines for coverage cluster <sup>R2</sup>
Buy	≥ 10%	≤ 70%

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> 0%

N/A

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Neutral

Underperform

< 30%

≥ 20%

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