

# Dick's Sporting Goods

# F4Q Preview: Card data implies ticket offset traffic weakness

Reiterate Rating: NEUTRAL | PO: 190.00 USD | Price: 182.17 USD

#### F4Q: Card data implies deceleration in same-store sales

DKS is expected to report 4Q results on Thursday, March  $14^{th}$ . We are modeling 4Q EPS of \$3.27 (vs. consensus \$3.35) and same-store sales of -1.0% (vs. consensus 1.1%). Bloomberg Second Measure credit and debit card data (99% correlated with DKS reported same-store sales) implies a deceleration in F4Q same-store sales, in-line with our expectations, as weaker transactions were partly offset by a sequential improvement in ticket (see Exhibit 4 and Exhibit 5). DKS observed sales remains flattish 1Q QTD (through 2/25) at (5.0%) vs. (4.9%) observed in 4Q.

#### **Expect gross margin expansion on easier comparisons**

We see 4Q gross margin in-line with our 34.0% which is up ~160bps vs. last year given our expectations for 1) some increase in merchandise margins against a 640bps decline last year as DKS laps easy comps from elevated clearance activity on delayed apparel receipts (see Exhibit 6) and 2) still moderating freight costs. While we expect 4Q was more competitive than 3Q, we believe DKS was not overly promotional and well positioned with premium brand allocations especially in \$100+\$ footwear including HOKA, On, and Jordan.

#### Maintain Neutral and raise PO to \$190

We maintain our Neutral rating as we believe risks of big ticket weakness (see YETI report) are offset by DKS efforts to streamline cost structure, obtain highly allocated merchandise, and optimize promos. We raise our PO to \$190 (was \$165), based on 14x (up vs. 12x given rising peer multiples) our F26E EPS, near the high end of DKS' 5-year historical multiple range of 6-15x.

Estimates (Jan) (US\$)	2022A	2023A	2024E	2025E	2026E
EPS	15.69	12.18	12.50	12.50	13.35
GAAP EPS	15.47	12.18	11.96	12.50	13.35
EPS Change (YoY)	159.3%	-22.4%	2.6%	0%	6.8%
Consensus EPS (Bloomberg)			12.43	12.88	13.81
DPS	6.13	1.86	4.00	4.17	4.20
Valuation (Jan)					
P/E	11.6x	15.0x	14.6x	14.6x	13.6x
GAAP P/E	11.8x	15.0x	15.2x	14.6x	13.6x
Dividend Yield	3.4%	1.0%	2.2%	2.3%	2.3%
EV / EBITDA*	7.5x	9.7x	10.7x	10.4x	10.0x
Free Cash Flow Yield*	8.4%	2.3%	5.6%	3.3%	4.2%
* For full definitions of <i>IQ</i> method <sup>SM</sup> measures, see page 8.					

#### 08 March 2024

#### Equity

Key Changes		
(US\$)	Previous	Current
Price Obj.	165.00	190.00

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#### Stock Data

Price	182.17 USD
Price Objective	190.00 USD
Date Established	8-Mar-2024
Investment Opinion	C-2-7
52-Week Range	100.98 USD - 190.12 USD
Mrkt Val (mn) / Shares Out	15,663 USD / 86.0
(mn)	
Free Float	96.5%
Average Daily Value (mn)	167.87 USD
BofA Ticker / Exchange	DKS / NYS
Bloomberg / Reuters	DKS US / DKS.N
ROE (2024E)	37.2%
Net Dbt to Eqty (Jan-2023A)	90.3%
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".

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Refer to important disclosures on page 9 to 11. Analyst Certification on page 7. Price
Objective Basis/Risk on page 7.

# **iQ**profile<sup>™</sup> Dick's Sporting Goods

iQmethod <sup>™</sup> – Bus Performance*	20224	20224	20245	20255	2026-
(US\$ Millions)	2022A	2023A	2024E	2025E	2026E
Return on Capital Employed	24.8%	16.4%	14.6%	12.8%	12.1%
Return on Equity Operating Margin	69.5%	46.1%	37.2% 10.2%	28.4%	24.8%
Free Cash Flow	16.5% 1,316	12.1% 359	881	10.4% 523	10.6% 665
Tree Casifflow	1,510	333	001	323	003
i <b>Q</b> method <sup>™</sup> – <b>Quality of Earnings*</b>					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Cash Realization Ratio	1.1x	0.6x	1.3x	1.2x	1.3x
Asset Replacement Ratio	1.1x	1.0x	1.8x	2.2x	2.1x
Tax Rate	23.8%	24.6%	18.6%	22.0%	22.0%
Net Debt-to-Equity Ratio	88.8%	90.3%	51.0%	35.8%	21.7%
Interest Cover	NM	18.8x	NA	37.2x	32.3>
Income Statement Data (Jan)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Sales	12,293	12,368	12,819	12,949	13,272
% Change	28.3%	0.6%	3.6%	1.0%	2.5%
Gross Profit	4,712	4,285	4,468	4,569	4,698
% Change	54.5%	-9.1%	4.3%	2.3%	2.8%
EBITDA	2,325	1,794	1,622	1,667	1,740
% Change	127.5%	-22.9%	-9.5%	2.8%	4.4%
Net Interest & Other Income	(9)	(79)	8	(36)	(44)
Net Income (Adjusted)	1,543	1,065	1,075	1,022	1,065
% Change	181.1%	-30.9%	0.9%	-4.9%	4.2%
Free Cash Flow Data (Jan)					
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Net Income from Cont Operations (GAAP)	1,543	1,065	1,075	1,022	1,065
Depreciation & Amortization	290	300	310	320	330
Change in Working Capital	(207)	(713)	46	(120)	(31)
Deferred Taxation Charge	NA	NA	NA	NA	NA
Other Adjustments, Net	0	0	0	0	C
Capital Expenditure	(310)	(294)	(550)	(700)	(700)
Free Cash Flow	1,316	359	881	523	665
% Change	-0.8%	-72.7%	145.5%	-40.7%	27.3%
Share / Issue Repurchase	(1,178)	(479)	0	(2.41)	(225
Cost of Dividends Paid	(603)	(163)	(344)	(341)	(335)
Change in Debt	1,512	(390)	50	50	50
Balance Sheet Data (Jan)					2025
(US\$ Millions)	2022A	2023A	2024E	2025E	2026
Cash & Equivalents	2,643	1,924	2,612	2,944	3,424
Trade Receivables Other Current Assets	68	71	74	75	76
	2,395	2,968	2,939	3,163	3,254
Property, Plant & Equipment Other Non-Current Assets	1,320	1,313	1,553	1,932	2,302
Total Assets	2,615 <b>9,042</b>	2,716	2,734 <b>9,912</b>	2,765	2,798
Short-Term Debt	9,042	<b>8,992</b> 0	9,912	<b>10,879</b> 0	<b>11,854</b>
Other Current Liabilities	2,232	2,095 4,205	2,115 4,274	2,220 4,354	2,282 4,437
Long-Term Debt Other Non-Current Liabilities	4,510 198	4,205	4,274 268	4,354 368	4,437
Total Liabilities	6, <b>940</b>	6,468	6,656	6,942	7,187
Total Equity	2,102	6,468 2,525	3,256	3,937	7,187 4,667
Total Equity & Liabilities	9,042	8,992	9,912	10,879	11,854
	2.042	0,332	3,312	10,077	11,034

#### **Company Sector**

Leisure

#### **Company Description**

Dick's Sporting Goods, Inc is a full-line sporting goods retailer that offers a broad assortment of brand and private label sporting goods apparel, footwear, and equipment in a large box store format. The company also operates specialty standalone golf stores under the Golf Galaxy name and an Outdoor specialty store under the Field & Stream banner.

#### **Investment Rationale**

We rate DKS as Neutral, reflecting our outlook that near-term headwinds are partially offset by compelling valuation. We still see (1) improving footwear allocations from key vendors, (2) strong apparel momentum, led by exclusives, continued strength in key brands, and better segmented men's product, (3) strong omni-channel execution, and (4) strong momentum in higher-margin private label.

Stock	Data
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Average Daily Volume 921,522

#### **Quarterly Earnings Estimates**

	2023	2024
Q1	2.85A	3.40A
Q2	3.68A	2.82A
Q3	2.60A	2.85A
Q4	2.93A	3.27E



\* For full definitions of  $\emph{iQ}$  method  $^{\text{SM}}$  measures, see page 8.

# **F4Q Preview**

#### Exhibit 1: DKS F4Q24 (C4Q23) BofA vs. Consensus Analysis

Our F4Q24 EPS estimate of \$3.27 is below Bloomberg consensus of \$3.35

			Delta (BofA-	y/y % change
	BofA Est.	Consensus Est.	Consensus)	(BofA)
Net Sales	\$3,710.8	\$3,785.7	-\$74.9	3.2%
Same-store sales	-1.0%	1.1%	210bps	-630bps
EBIT	\$349.1	\$377.0	-\$27.9	2.4%
Adj. EPS	\$3.27	\$3.35	-\$0.08	11.6%
Gross Margin	34.0%	34.0%	==	160bps
Operating Margin	9.4%	10.0%	-60bps	-10bps

**Source:** Bloomberg, BofA Global Research; Note: \$mns, except per share data

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#### Exhibit 2: DKS F2025 (C2024) BofA vs. Consensus Analysis

Our F2025 EPS estimate of \$12.50 is below Bloomberg consensus of \$12.88

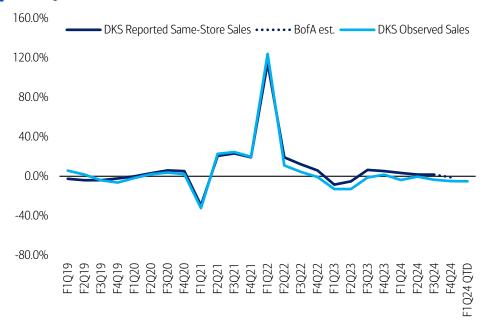
			Delta (BofA-	y/y % change
	BofA Est.	Consensus Est.	Consensus)	(BofA)
Net Sales	\$12,948.8	\$13,145.7	-\$196.9	1.0%
Same-store sales	0.9%	1.9%	-100bps	-60bps
EBIT	\$1,347.0	\$1,388.0	-\$41.0	2.7%
Adj. EPS	\$12.50	\$12.88	-\$0.38	
Gross Margin	35.3%	35.1%	20bps	40bps
Operating Margin	10.4%	10.6%	-20bps	20bps

**Source:** Bloomberg, BofA Global Research; Note: \$mns, except per share data

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#### Exhibit 3: DKS' observed sales decelerated in F4Q and remain flattish QTD

Bloomberg Second Measure credit and debit card data- Observed Sales

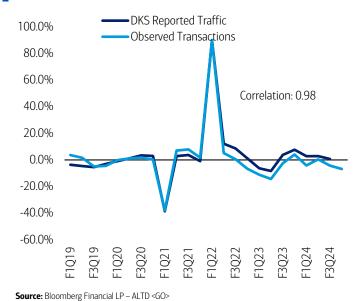


**Source:** Bloomberg Financial LP – ALTD <GO>, Company filings, BofA Global Research Estimates Note: Observed sales data tracks F4Q sales through 1/28 and F1Q QTD sales through 2/25



# Exhibit 4: Observed transactions decelerated further in F4Q

Bloomberg Second Measure credit and debit card data-Observed Transactions

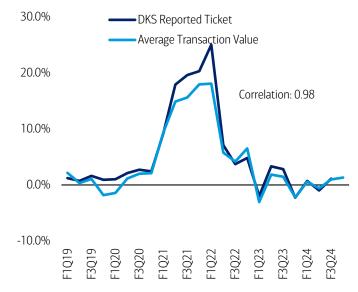


Note: Observed transactions data tracks DKS sales through 1/28

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#### Exhibit 5: ATV continued to show sequential improvement in F4Q

Bloomberg Second Measure credit and debit card data- Average Transaction Value (ATV)  $\,$ 



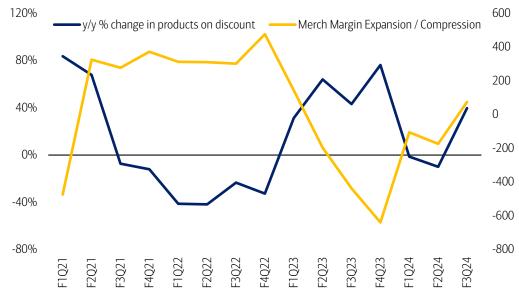
**Source:** Bloomberg Financial LP – ALTD <GO>

Note: Average transaction value data tracks DKS sales through 1/28

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#### Exhibit 6: We expect to see improvement in merchandise margin in 4Q against 640bps decline last year

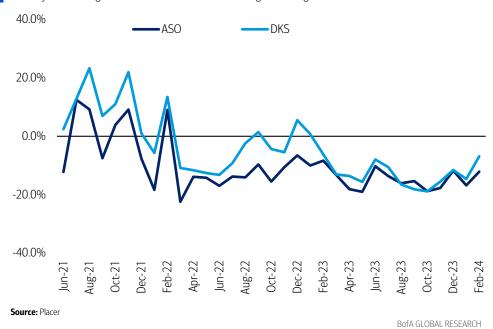
Quarterly Y/Y% change in DKS online apparel & footwear SKUs on discount vs. DKS merchandise expansion / compression (bps)



Source: Ascential, Company filings

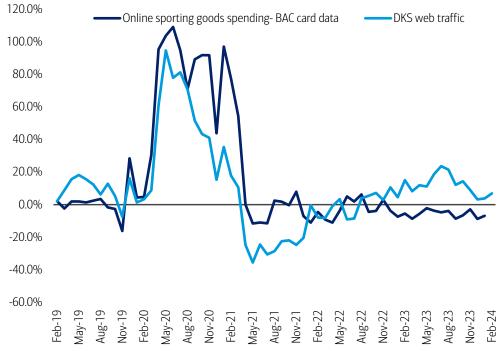
#### Exhibit 7: DKS foot traffic recovered in February after January dip

Monthly Y/Y% change in DKS & ASO foot traffic according to Placer geolocation data



# Exhibit 8: DKS web traffic accelerated in February and remains ahead of overall online sporting goods spending

Monthly Y/Y% change in DKS web traffic vs. Online spending at sporting goods stores per BAC card data



Source: BAC Internal data, SImilarWeb

#### **Exhibit 9: Mobile App Monthly Active Users (MAUs) in thousands**

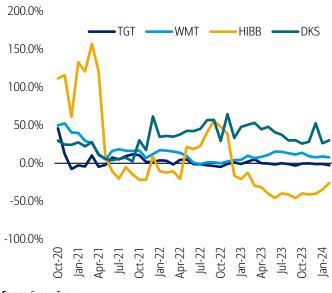
DKS has have seen an acceleration in MAUs, which peaked in December



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DKS MAUs accelerates y/y in February and continue to outpace peers

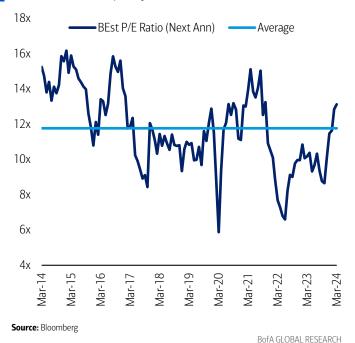


Source: Sensor Tower

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# Exhibit 11: DKS is trading at 13.1x Bloomberg Consensus C25 EPS, above its 10-yr historical avg multiple of 11.7x

DKS historical P/E multiple (2-yr)



# Exhibit 12: DKS is trading at 8.1x Bloomberg Consensus C25 EBITDA, above its 10-yr historical avg multiple of 5.7x

DKS historical EV/EBITDA multiple (2-yr)



### Price objective basis & risk

#### Dick's Sporting Goods (DKS)

Our PO of \$190 is based on 14x our F2026E EPS estimate of \$13.35 (near the high end of its 5-year historical multiple range of 6-15X) given DKS could see continued normalization of spending on categories that outperformed during COVID-19 (incl. Outdoor apparel & equipment, bicycles, etc.).

Downside risks to our PO are weakening of the macro environment and rising gas prices, potential secular headwinds in the golf category, weaker traffic trends, higher-than-expected cost pressures and the risk of a more competitive pricing environment.

#### **Analyst Certification**

I, Robert F. Ohmes, CFA, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

**US - Broadlines, Hardlines, Food Retailers & Leisure Coverage Cluster** 

Investment rating	Company	BofA Ticker	Bloomberg symbol	Analyst
BUY				
	Academy Sports + Outdoors	ASO	ASO US	Robert F. Ohmes, CFA
	Arhaus, Inc	ARHS	ARHS US	Robert F. Ohmes, CFA
	BJ's Wholesale Club Holdings	ВЈ	BJ US	Robert F. Ohmes, CFA
	Costco Wholesale Corporation	COST	COST US	Robert F. Ohmes, CFA
	Grocery Outlet Holding Corp.	GO	GO US	Robert F. Ohmes, CFA
	Harley-Davidson	HOG	HOG US	Alexander Perry
	Life Time	LTH	LTH US	Alexander Perry
	Mattel	MAT	MAT US	Alexander Perry
	Mister Car Wash	MCW	MCW US	Robert F. Ohmes, CFA
	O'Reilly Automotive, Inc.	ORLY	ORLY US	Robert F. Ohmes, CFA
	Planet Fitness, Inc.	PLNT	PLNT US	Alexander Perry
	Sprouts Farmers Market, Inc.	SFM	SFM US	Robert F. Ohmes, CFA
	Sysco Corporation	SYY	SYY US	Kendall Toscano
	Target Corp.	TGT	TGT US	Robert F. Ohmes, CFA
	The Kroger Co.	KR	KR US	Robert F. Ohmes, CFA
	Topgolf Callaway Brands Corp	MODG	MODG US	Alexander Perry
	Upbound Group Inc.	UPBD	UPBD US	Vicky Liu
	Walmart Inc	WMT	WMT US	Robert F. Ohmes, CFA
NEUTRAL				
	Dick's Sporting Goods	DKS	DKS US	Robert F. Ohmes, CFA
	Fox Factory Holding Corp	FOXF	FOXF US	Alexander Perry
	Hasbro	HAS	HAS US	Alexander Perry
	Williams-Sonoma	WSM	WSM US	Robert F. Ohmes, CFA
	Xponential Fitness	XPOF	XPOF US	Alexander Perry
	YETI Holdings, Inc.	YETI	YETI US	Robert F. Ohmes, CFA
UNDERPERFORM				
	Advance Auto Parts, Inc.	AAP	AAP US	Robert F. Ohmes, CFA
	Canada Goose Holdings Inc	YGOOS	GOOS CN	Alexander Perry
	Canada Goose Holdings Inc	GOOS	GOOS US	Alexander Perry
	Columbia Sportswear	COLM	COLM US	Alexander Perry
	Dollar General Corporation	DG	DG US	Robert F. Ohmes, CFA
	Dollar Tree, Inc.	DLTR	DLTR US	Robert F. Ohmes, CFA
	Hibbett Sports, Inc.	HIBB	HIBB US	Alexander Perry
	National Vision	EYE	EYE US	Robert F. Ohmes, CFA
	Tractor Supply Company	TSCO	TSCO US	Robert F. Ohmes, CFA



### *IQ*method<sup>™</sup> Measures Definitions

<b>Business Performance</b>	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 + Other LT Liabilities	Sales

EV / EBITDA Enterprise Value Basic EBIT + Depreciation + Amortization

\*\*Menethod 3\*\*\*is 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.

\*\*Redatabase\*\* 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.

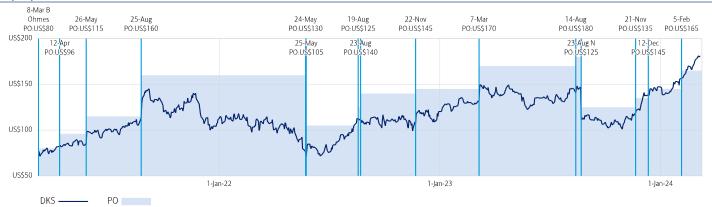
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### **Disclosures**

### **Important Disclosures**

#### Dick's (DKS) 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: Leisure Group (as of 31 Dec 2023)

Coverage Universe	Count	Percent	Inv. Banking Relationships R1	Count	Percent
Buy	16	55.17%	Buy	9	56.25%
Hold	7	24.14%	Hold	5	71.43%
Sell	6	20.69%	Sell	4	66.67%

#### 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<sup>R2</sup>

Buy	≥ 10%	≤ /0%
Neutral	≥ 0%	≤ 30%
Jnderperform	N/A	≥ 20%

Ratings dispersions may vary from time to time where BofA Global Research believes it better reflects the investment prospects of stocks in a Coverage Cluster.

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