



DICK'S SPORTING GOODS

- BY SANGITA DASGUPTA

STOCK TICKER: DKS

RECOMMENDATION: 2-BUY

INTRINSIC VALUE: \$ 221

1-YEAR PRICE TARGET: \$ 215

3-YEAR PRICE TARGET: \$ 272



EXECUTIVE SUMMARY



Industry	Other Entertainment Retail	►	52 Week Low/High	\$ 176 / \$ 255
Sector	Consumer Retail	►	Upside/Downside	14.1%
Market Cap (in millions)	20,967.87	►	TTM P/E	15.5x
Current price	\$ 194.47	►	TTM EV/EBITDA	9.5x
Intrinsic (Target) Value	\$ 221.37	►	EV/Sales	1.3 x

COMPANY OVERVIEW



1948

STORES: 1

DICK STACK OPENS
THE FIRST STORE IN
BINGHAMTON, NY

1999

STORES: 83 | \$728M in Sales

THE COMPANY CHANGES ITS NAME
TO DICK'S SPORTING GOODS, INC AND
MAKES ITS FIRST ECOMMERCE SALE

2004

STORES: 234 | \$2.1B in Sales

GALYAN'S ACQUISITION MAKES
DICK'S THE LARGEST U.S.
SPORTING GOODS RETAILER

2017

STORES: 845 | \$8.6B in Sales

DICK'S SPORTING GOODS
BEGINS TRANSFORMATIONAL
JOURNEY

2023

STORES: 855 | \$13.0B in Sales

DICK'S SPORTING GOODS
CELEBRATES ITS 75TH
ANNIVERSARY

1984

STORES: 2

ED STACK, DICK'S
SON, TAKES OVER AS
CHAIRMAN & CEO

2002

STORES: 141 | \$1.3B in Sales

DICK'S SPORTING
GOODS GOES PUBLIC
ON THE NYSE (DKS)

2007

STORES: 434 | \$3.9B in Sales

DICK'S SPORTING
GOODS ACQUIRES
GOLF GALAXY

2018

STORES: 858 | \$8.4B in Sales

DICK'S SPORTING GOODS
TAKES A STAND ON
FIREARMS

2024

STORES: 856 | \$13.4B in Sales

DICK'S SPORTING GOODS DELIVERS RECORD
SALES OF \$13.4 BILLION AND OPENS SEVEN
ADDITIONAL HOUSE OF SPORT LOCATIONS

BELIEF

We believe sports have the power to change lives.

COMMON PURPOSE

We create confidence and excitement
by inspiring, supporting, and personally equipping all
athletes to achieve their dreams.

MISSION

We create an inclusive environment
where passionate, skilled and diverse
TEAMMATES thrive.

We create and build leading brands that
serve and inspire ATHLETES.

We make a lasting impact on
COMMUNITIES through sport.

We deliver SHAREHOLDER value
through growth and relentless improvement.

VALUES

Together with our Foundation, we have provided
over \$190 million in grants and sponsorships
supporting youth athletes in our communities.

We advocate for safer communities and
common-sense gun reform and lead by example
through our firearms policies.

LEADERSHIP TEAM



ED STACK
Executive Chairman
1984



LAUREN HOBART
President & CEO
2011



NAVDEEP GUPTA
EVP – Chief Financial Officer
2017



CHAD KESSLER
EVP – Vertical Brands
2022



JULIE LODGE-JARRETT
EVP – Chief People &
Purpose Officer
2020



VLAD RAK
EVP – Chief Technology
Officer
2020



RAY SLIVA
EVP – Stores
2023



SAMEER AHUJA
President, GameChanger,
SVP – DICK'S Sporting Goods
2017



ELIZABETH BARAN
SVP – General Counsel &
Corporate Secretary
2010



VINCENT CORNO
SVP – Real Estate
2021



CARRIE GUFFEY
SVP – Softlines
Merchandising
2002



RUDY HERNANDEZ
SVP – Stores
2024



DENISE KARKOS
SVP – Chief eCommerce
Officer
2023



DAVID PROGAR
SVP – Hardlines
Merchandising
2007



TONI ROELLER
SVP – In-Store Environment,
Visual Merchandising &
House of Sport
2014



EMILY SILVER
SVP – Chief Marketing &
Athlete Experience Officer
2023



TODD SPALETTA
President, Outdoor Group,
SVP – DICK'S Sporting
Goods
2020



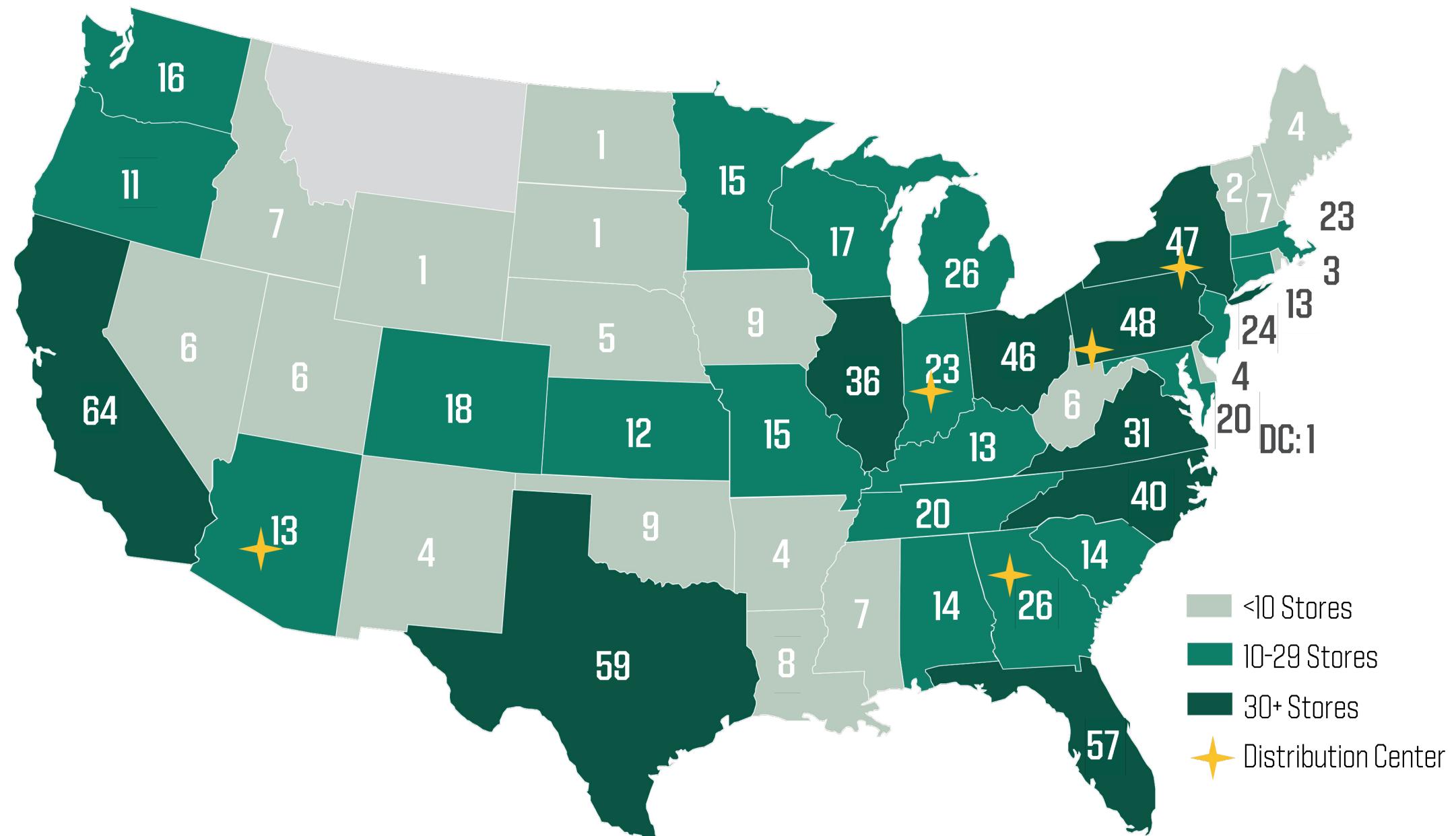
WILL SWISHER
SVP – Planning, Allocation &
Replenishment, Pricing and
Value Chain
1999



SEAN WHITEHOUSE
SVP – Supply Chain
2022

NATIONAL FOOTPRINT

NATIONAL FOOTPRINT



856 Total Stores
in 47 states and DC

DICK'S Sporting Goods: **678**
House of Sport: **19**
DICK'S Field House: **26**
Specialty Concept Stores: **133**

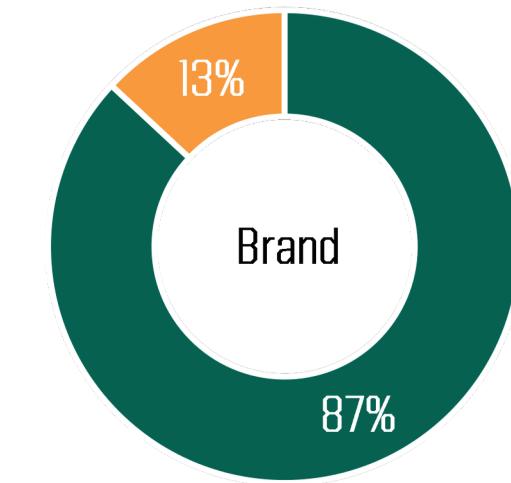
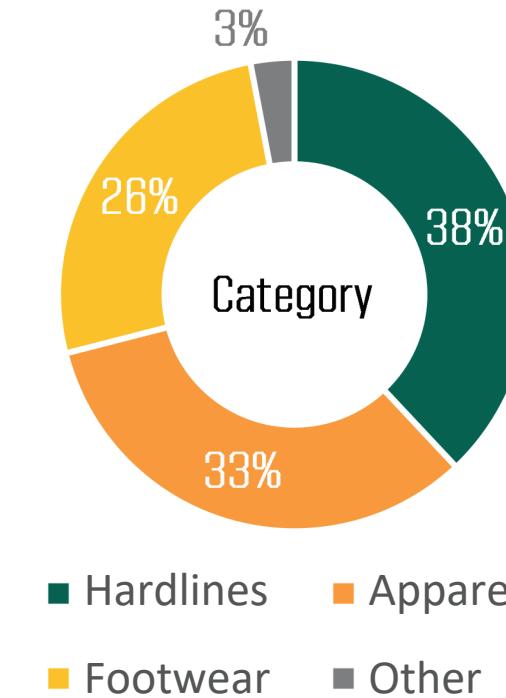
5 Distribution Centers²
supporting robust omnichannel operations

DICK'S SPORTING GOODS SNAPSHOT

FY24 FINANCIAL HIGHLIGHTS

	<u>FY24</u>	<u>YoY Δ2</u>
Comparable Sales	5.2%	
Net Sales Non-GAAP	\$13.44B	+3.5%
Gross Margin Non-GAAP	35.90%	+89 bps
EBT	\$1.52B	+8.3%
Non-GAAP EBT Margin	11.30%	+49 bps
Non-GAAP EPS	\$14.05	+8.8%

FY24 SALES BREAK DOWN



■ National Brands ■ Vertical Brands

OMNICHANNEL IMPACT

~80% of eCommerce sales fulfilled by stores

70%+ Mobile penetration of eCommerce Sales

Nearly Two-thirds of U.S. population captured by the store trade areas

Over 25M Active ScoreCard Members

Q4 2024 FINANCIAL PERFORMANCE

“Our fourth quarter was an exceptionally strong finish to another great year. With a 6.4% Q4 comp we delivered the largest sales quarter in Company history. For the full year, our comps increased 5.2%, we drove meaningful EBT margin expansion, and we gained significant market share. I'd like to thank all our teammates for their hard work and unwavering dedication to our business – at DICK'S, it's our people who make us great, and this strong performance is a direct result of their efforts.”

- Lauren Hobart, President and Chief Executive Officer

\$3.89B

NET SALES

Largest sales quarter in the history of the company

+6.4%

COMPARABLE SALES^{1,2}

On top of a +2.9% increase in Q4 2023 and a +5.3% increase in Q4 2022

10.2%

EBT MARGIN

Compared to non-GAAP EBT margin of 11.03% in Q4 2023³

\$3.62

DILUTED EPS

Compared to non-GAAP diluted EPS of \$3.85 in Q4 2023³, which included \$0.19 for the 53rd week

¹ Beginning in fiscal 2024, we revised our method for calculating comparable sales to include GameChanger revenue. Fiscal 2023 information has been revised to reflect this change for comparability purposes; fiscal 2022 information presented does not reflect the change in methodology. See additional details as furnished in Exhibit 99.2 of the Company's Current Report on Form 8-K, filed with the SEC on March 14, 2024.

² Due to the 53rd week in fiscal 2023, there is a one-week shift in the fiscal 2024 calendar compared to the prior year, which unfavorably impacted net sales comparisons for the fourth quarter by approximately \$30 million, or approximately \$0.10 per diluted share. The impact of the calendar shift was neutral on a full year basis. Comparable sales for fiscal 2024 are calculated by shifting the prior year period by one week to compare similar calendar weeks.

6 MONTHS UPDATE



Earnings

Q3 2024
EPS: \$2.75
EBT MARGIN: 11.8%
REVENUE: \$3.10 Billion

Q4 2024:
EPS: \$3.62
EBT MARGIN: 10.2%
REVENUE: \$3.89 Billion

Strategies

Footwear strategy focuses on high-impact marketing

Minimal exposure to Mexico, Canada, diversified away from China for apparel

Inventory levels deliberate to support sales growth
clearance levels at historic lows ensuring margin expansion

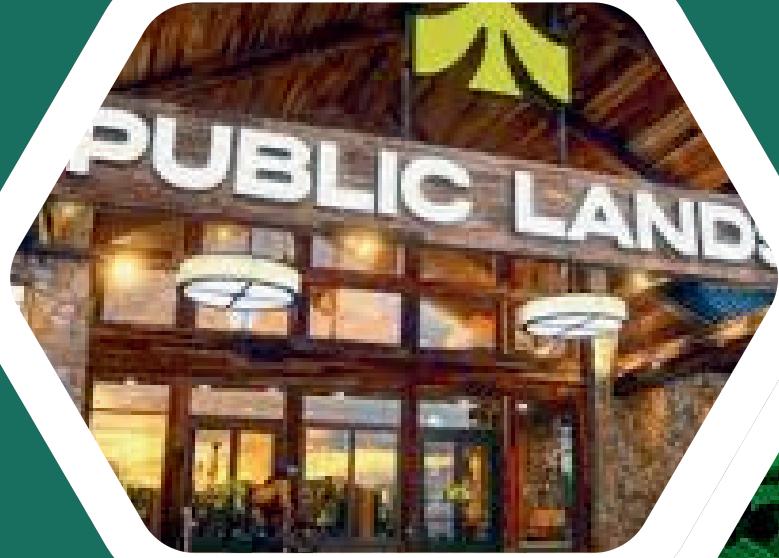
Collaborations / Partnership

Team USA and LA28 announced an exclusive partnership that designates DICK'S as the Official Sporting Goods Retail Provider.

DICK'S will also serve as an Official Supporter of Team USA for Paris 2024, Milano Cortina 2026, and LA28

BRANDS

- ▶ GOLF GALAXY
- ▶ PUBLIC LANDS
- ▶ GOING GOING GONE!
- ▶ HOUSE OF SPORTS
- ▶ GAME CHANGER



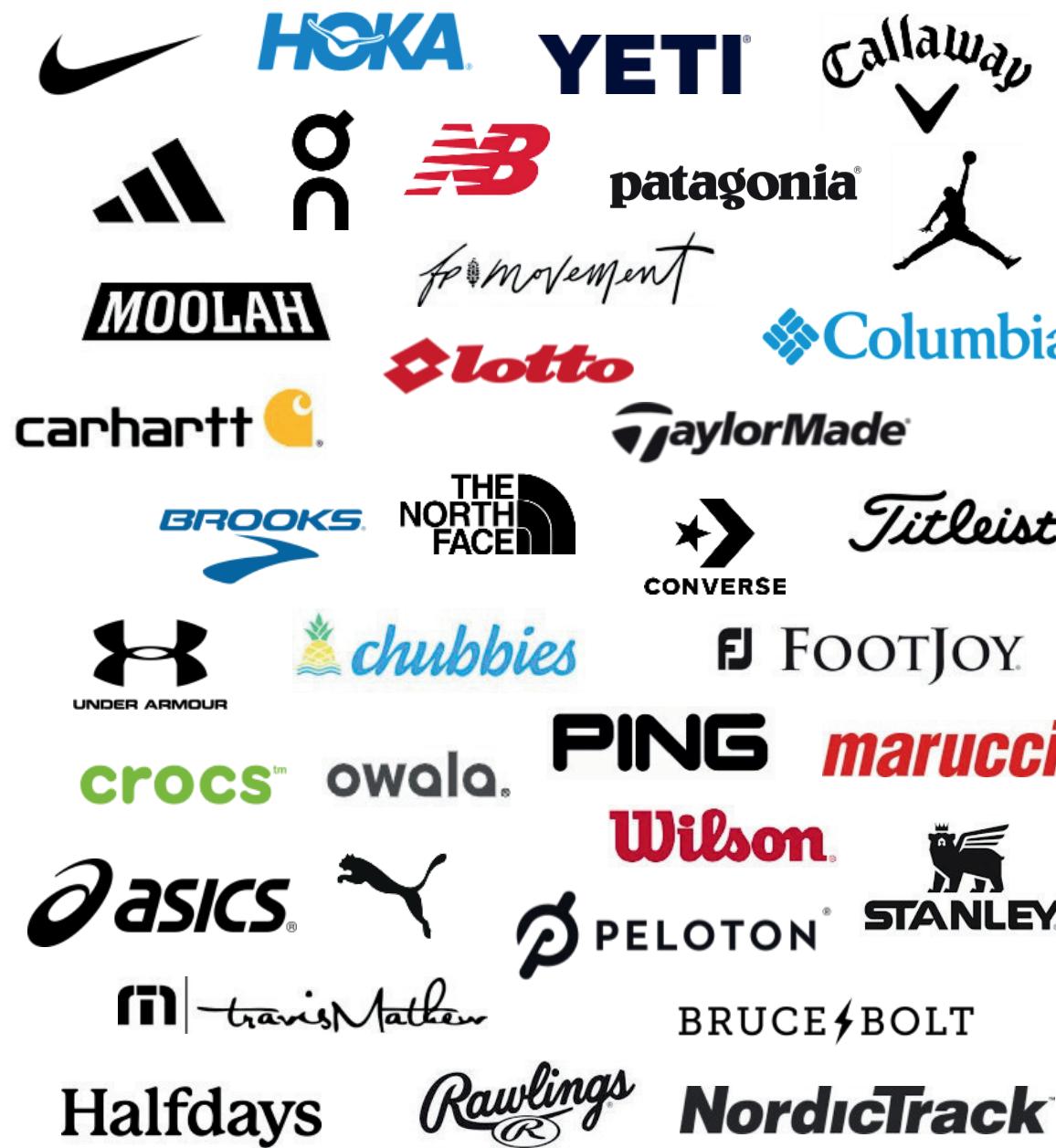
PRODUCT STRATEGY

DEEPENING BRAND
RELATIONSHIPS AND
DIFFERENTIATED
PRODUCT

MARKET
OPPORTUNITY

ROBUST FINANCIAL
PERFORMANCE
& PROFILE

STRONG PARTNERSHIPS WITH
INDUSTRY LEADING BRANDS



APPROXIMATELY 80% OF ACTIVE ATHLETES LOOK TO DICK'S FOR A MULTI-BRANDED EXPERIENCE

POWERHOUSE VERTICAL BRAND
ASSORTMENT



COMPETITORS OVERVIEW



FOOT LOCKER, INC.



KOHL'S

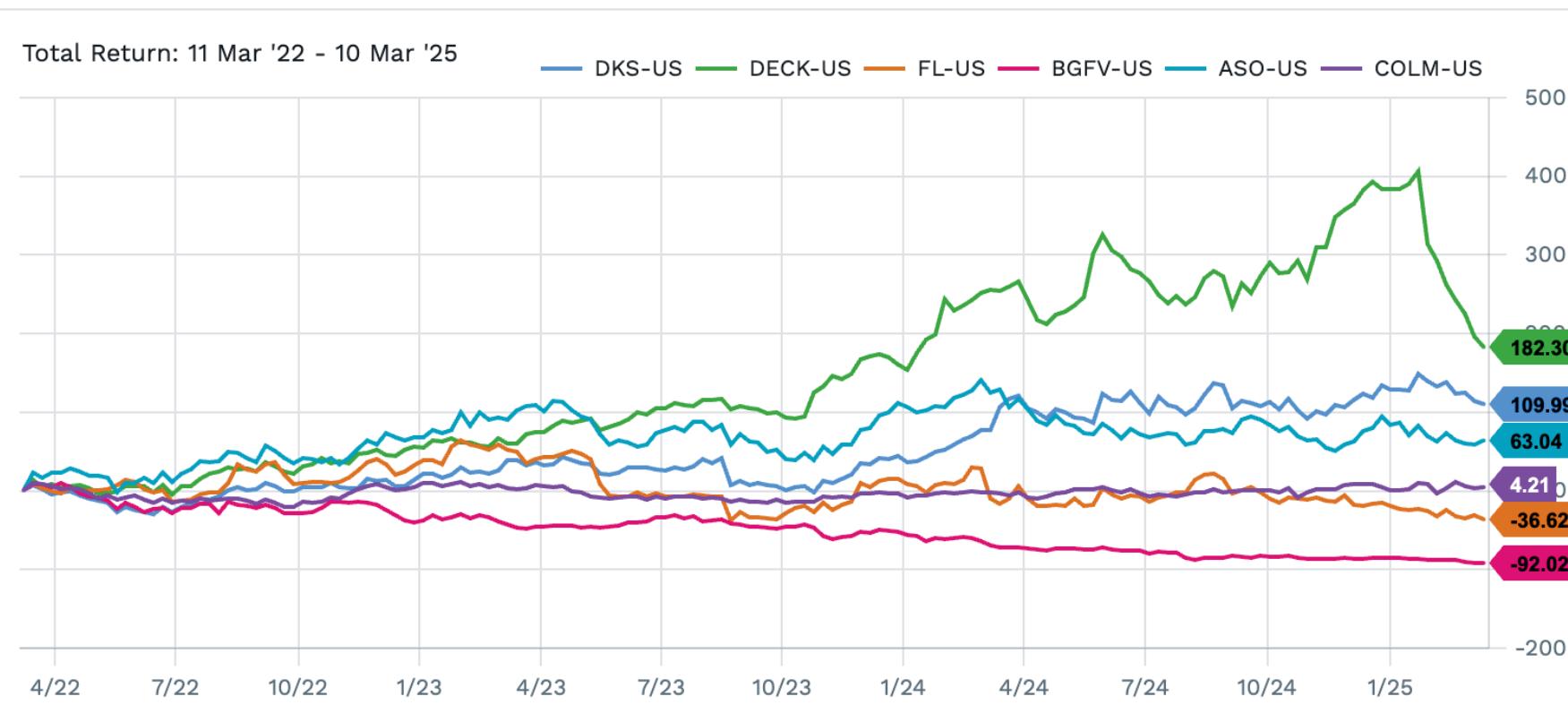


m SIGMA
SPORTS UNITED

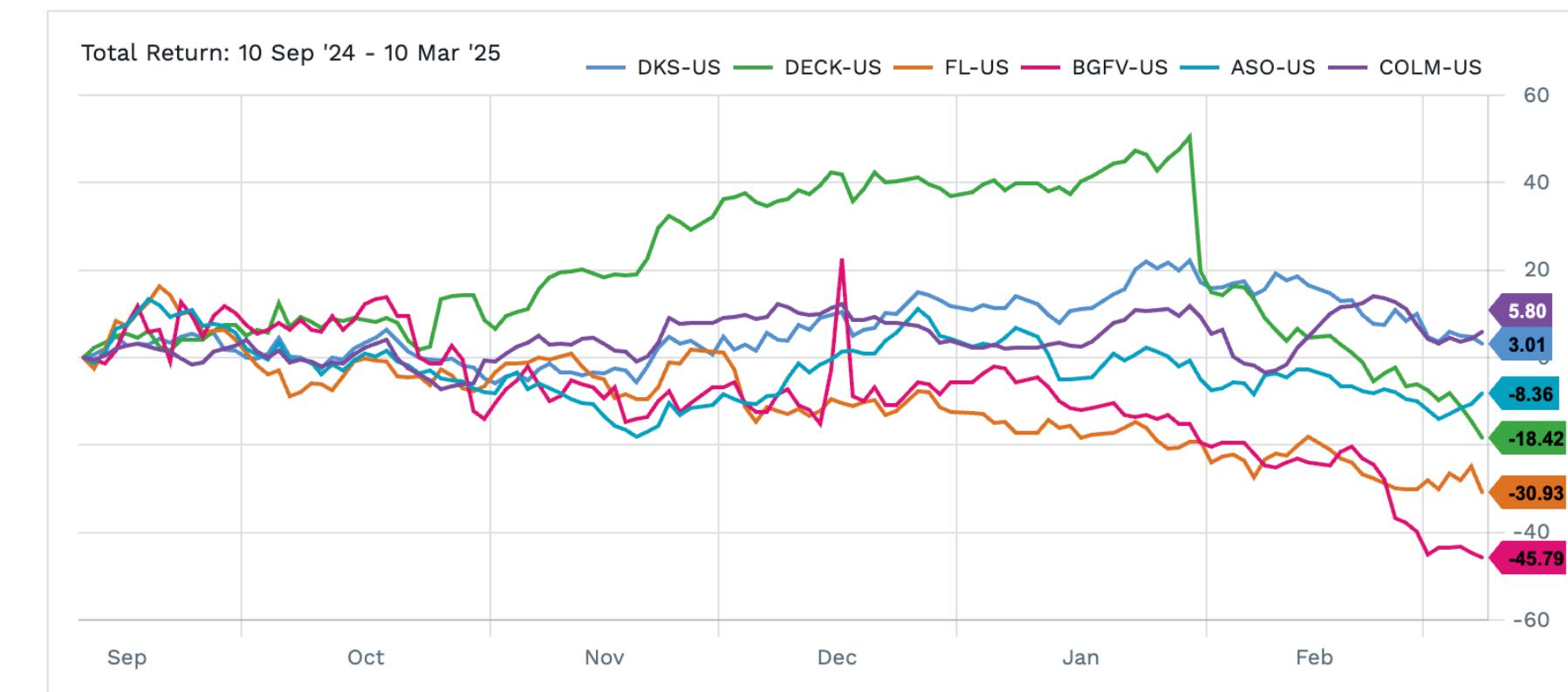


Comps Return Analysis

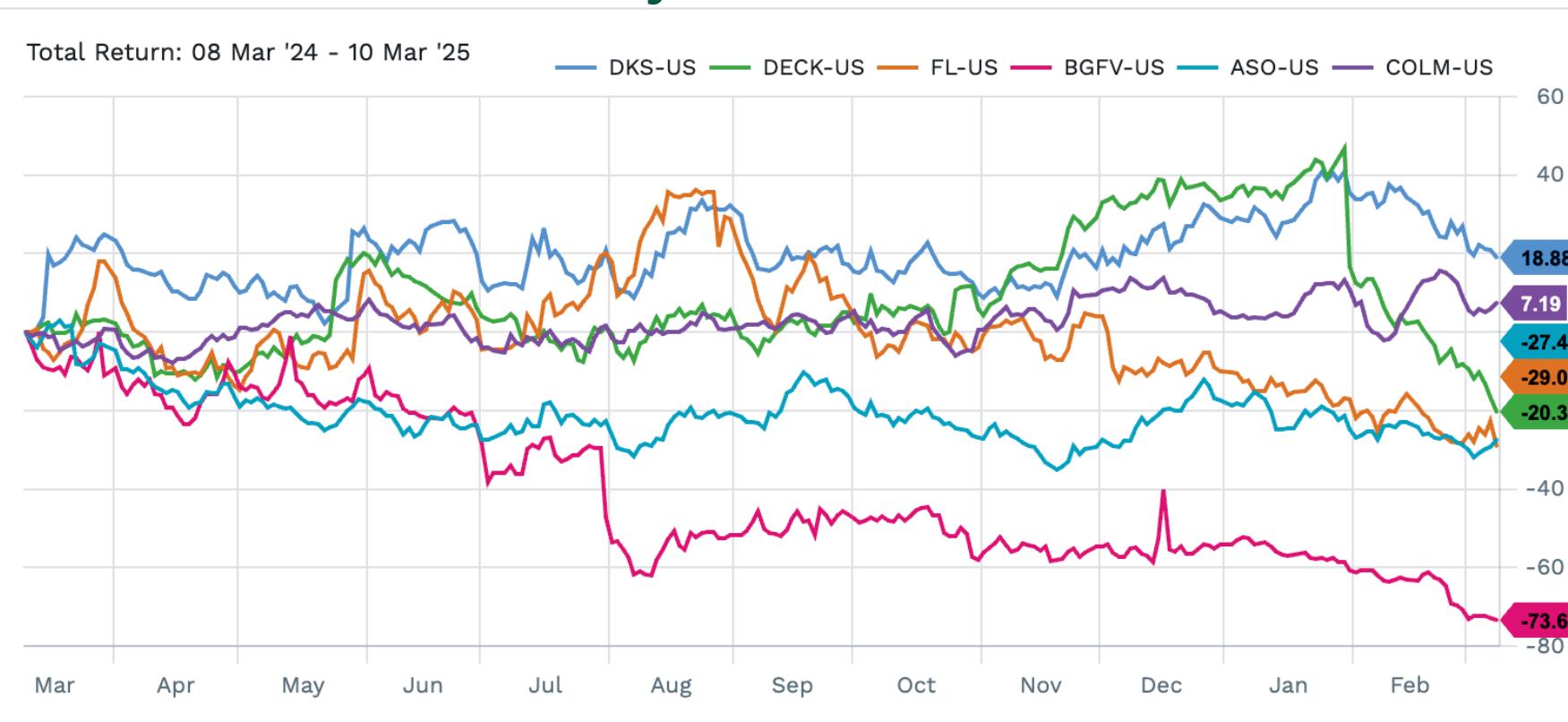
Last 3 years



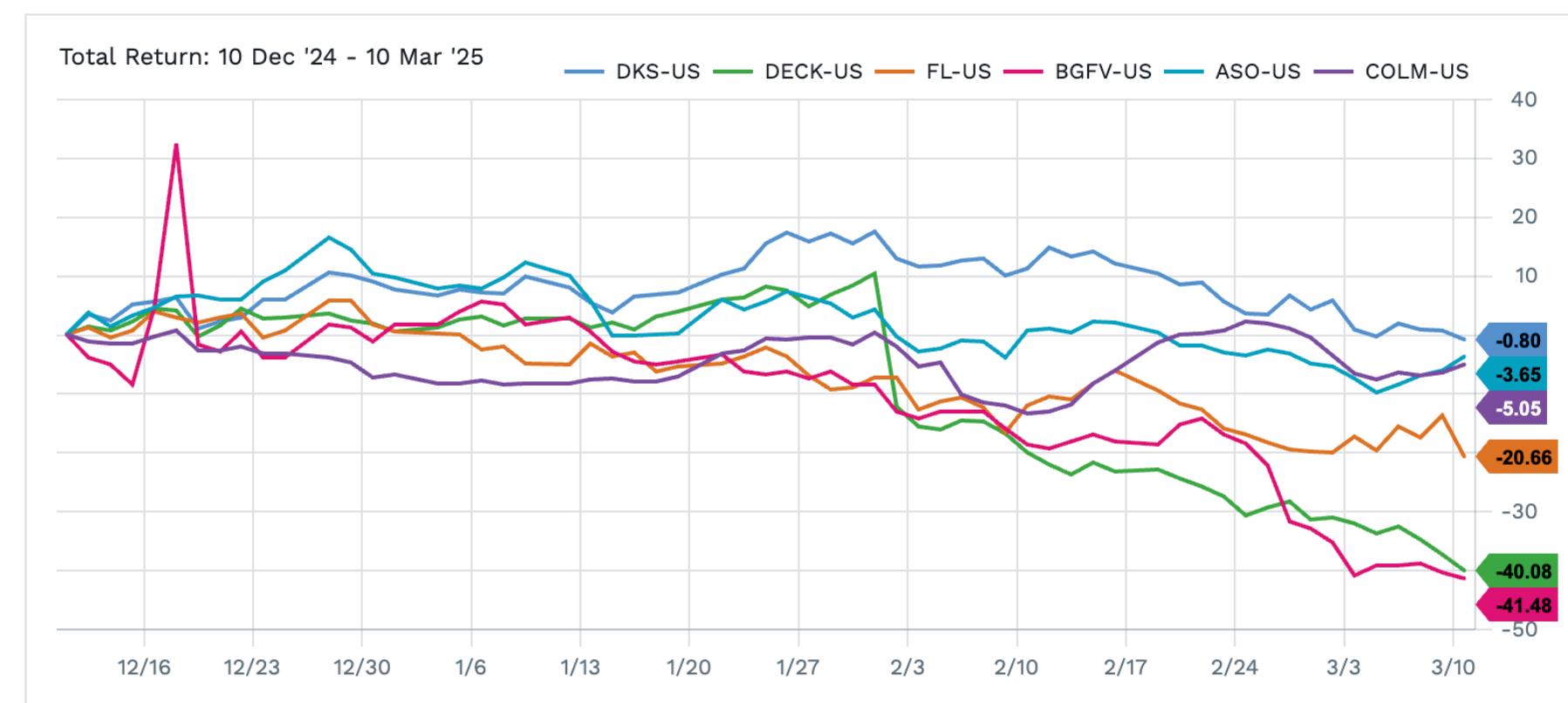
Last 6 months



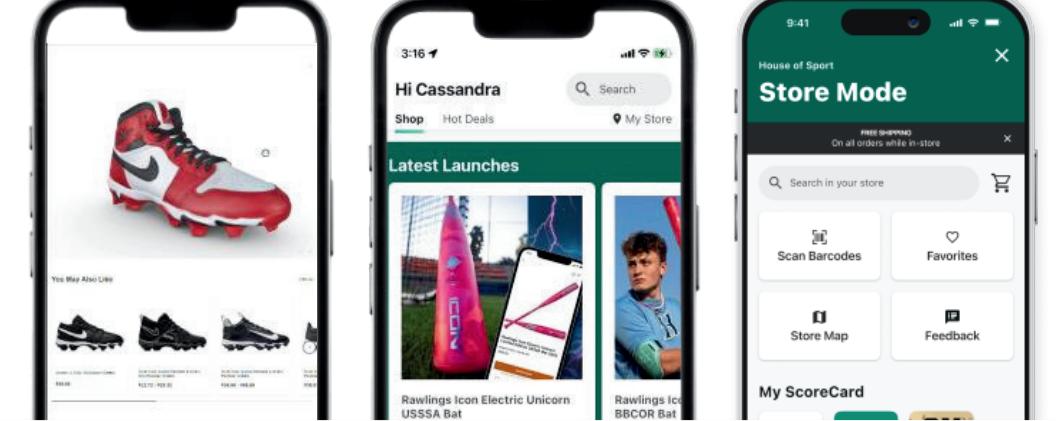
Last 1 years



Last 3 months



INVESTMENT THESIS : BUY



Repositioning Real Estate & Store Portfolio



Driving Continued Strong Growth



Accelerating eCommerce Business

REPOSITIONING REAL ESTATE & STORE PORTFOLIO

- HOUSE OF SPORTS : Ended FY24 with 19 locations, plan on opening approx 16 additional in FY25
- 50K SQ FT DICK'S STORE : Ended FY24 with 26 locations, plan on opening approx 18 additional in FY25
- GOLF GALAXY : Ended FY24 with 109 locations, including 24 Performance Centers and plan on opening approx 14 additional in FY25

STRONG GROWTH

- Vertical Brand Sales in 2024 : \$1.7 billion (13%)
- NET SALES expected to increase from \$13.6B to \$13.9B
- COMP SALES expected to increase from 1.0% to 3.0%
- EPS expected to increase from 1.0% to 3.0%

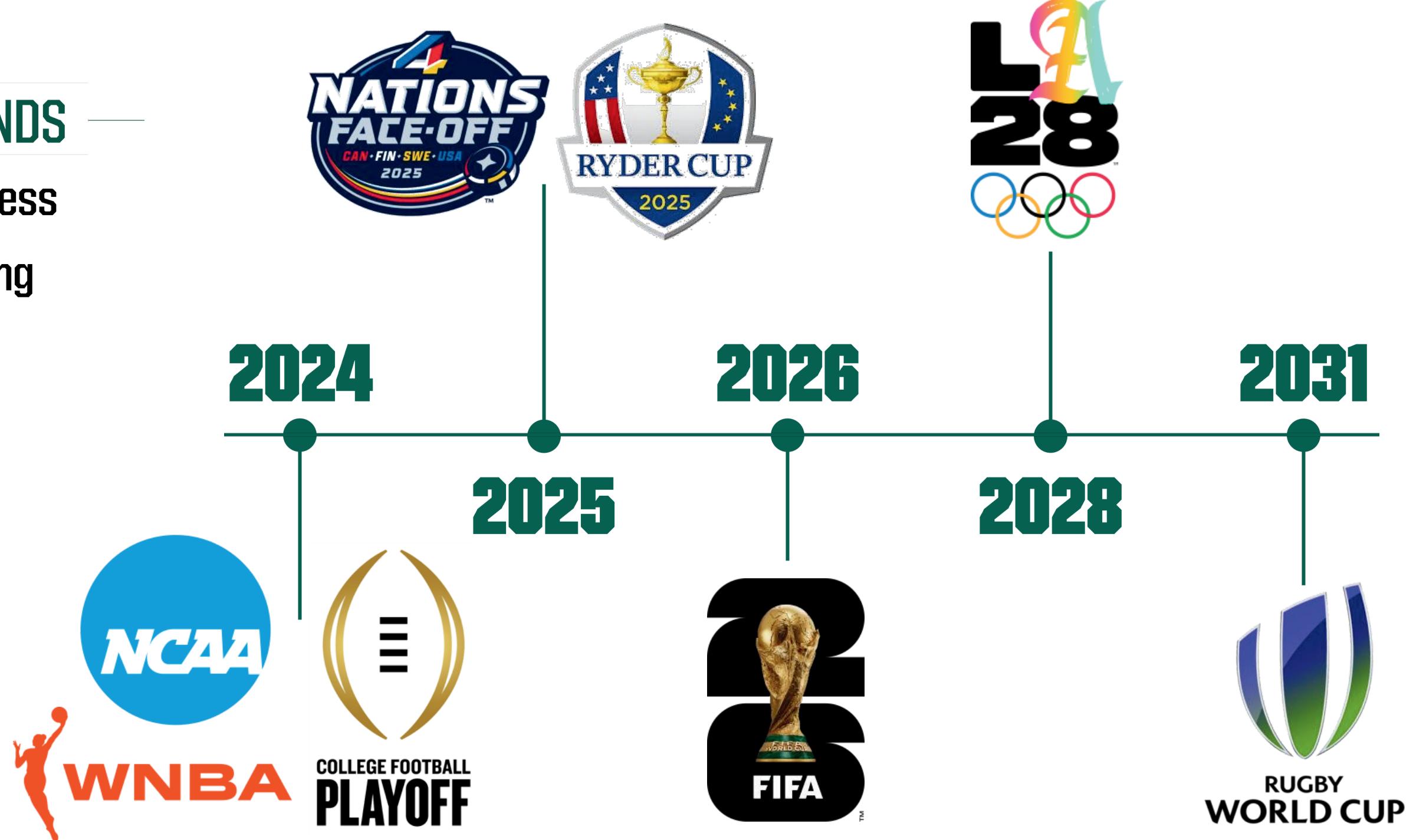
ACCELERATING eCOMMERCE BUSINESS

- Over 65% of FY24 Sales came from omnichannel athletes
- Unified Inventory System : RFID to drive efficient operations
- \$140 Billion of total addressable market
- 1 Hour Curbside Pickup & Same-Day Delivery
- DKS leverages data analytics to personalize offers and recommendations [Investments in AI and machine learning]

STRENGTH AND MOMENTUM IN THE U.S. SPORTS INDUSTRY

KEY SPORTS GROWTH DRIVER TRENDS

- Increased emphasis on health and wellness
- Rising interest in women's sports, posting record-breaking numbers
- Enhanced social media platforms transforming fan interactions
- Elevated viewing experiences from technology and generative AI
- Larger media rights deals and rise of streaming services



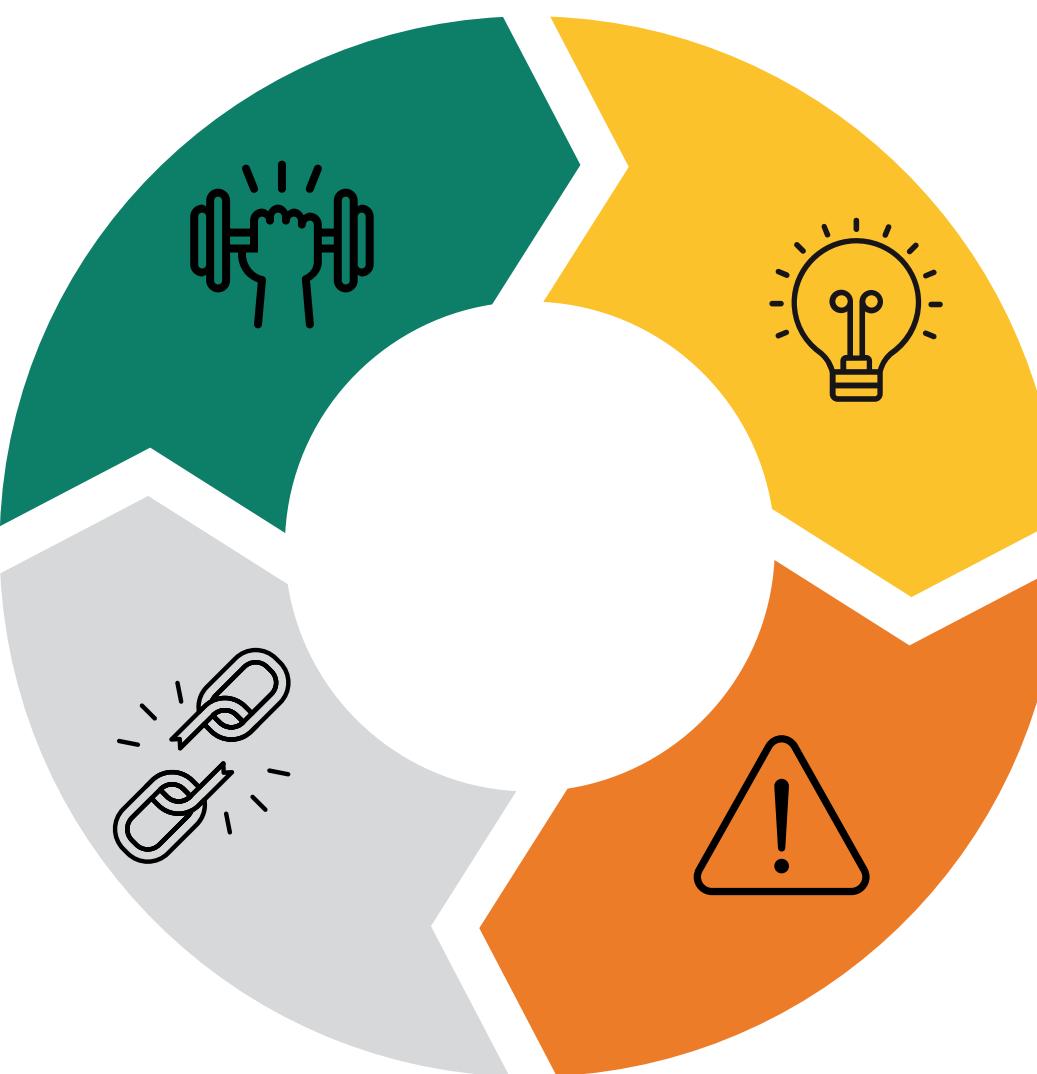
SWOT ANALYSIS

STRENGTH

A Diverse Portfolio of Sports Brands
Premium Footwear Offerings
Customer Experience Focus.

WEAKNESS

Competitive Landscape
Dependence on Discretionary Spending



OPPORTUNITY

Increasing popularity of private labels
Growing e-commerce segment
Market Expansion

THREAT

Economic Uncertainty
Regulatory Risks

RISK TO THESIS

- **Macroeconomic Risks**

Inflation Impact: Rising costs of products, overheads, and wages could reduce margins

Fluctuations in **interest rates** may affect their cash flow and financial stability

Consumer discretionary spending is vulnerable to economic downturns

- **Operational Risks**

Inventory Shrinkage: Higher-than-normal inventory shrink rates will impact merchandise margins.

Vertical Brand Risks: Provide better margins but also come with higher development costs, product recalls, and changing consumer preferences.

Supply Chain Risks: Disruption in supplier relationships, shipping delays, or geopolitical tensions may limit product availability or increase costs.

- **Product Safety Compliance**: Failure to meet safety and labeling standards can result in reputational damage, legal costs, and regulatory penalties.

- **Seasonal Risk**: Heavily rely on seasonal demand, especially for winter gear, athletic apparel, and sports equipment.

FINANCIALS



Income Statement								
	Fiscal Year End February 3					(All figures in Billion)		
	2020A	2021A	2022A	2023A	2024A	2025E	2026F	2027F
Net sales	\$8,751	\$9,584	\$12,293	\$12,368	\$12,984	\$13,499	\$14,120	\$14,842
Sales Growth	9.52%	28.27%	0.61%	4.98%	3.97%	4.60%	5.11%	
3-year Revenue CAGR				1.84%				3.21%
Consensus Sales Growth					2.54%	4.22%	4.16%	
Cost of Goods Sold	6,183	6,510	7,581	8,083	8,439	8,829	9,234	9,706
COGS Margin	70.66%	67.93%	61.67%	65.35%	64.99%	65.40%	65.40%	65.40%
Gross Profit	2,568	3,074	4,712	4,285	4,546	4,671	4,885	5,135
Gross Profit Margin	29.34%	32.07%	38.33%	34.65%	35.01%	34.60%	34.60%	34.60%
SG&A Expenses	2,120	2,147	2,649	2,776	3,131			
Other operating expenses	-	-	-	1	-			
Total Operating Expense	2,120	2,147	2,649	2,777	3,131	3,143	3,288	3,456
Operating Expense Margin	24.23%	22.40%	21.55%	22.45%	24.12%	23.28%	23.28%	23.28%
Operating Income (EBIT)	447	927	2,063	1,508	1,414	1,528	1,598	1,680
EBIT Margin	5.11%	9.68%	16.78%	12.20%	10.89%	11.32%	11.32%	11.32%
Interest expense	17	49	58	95	58	55	55	55
Other Expense	22	166	11	29	38			
EBT	408	712	1,994	1,384	1,318	1,473	1,543	1,625
Income Tax Expense (Provision)	110	181	475	341	272	303	318	335
Tax Rate	26.93%	25.47%	23.80%	24.60%	20.60%	20.60%	20.60%	20.60%
Net Income	297	530	1,520	1,043	1,047	1,169	1,225	1,290
Net Income Margin	3.39%	5.53%	12.36%	8.43%	8.06%	8.66%	8.68%	8.69%
# Diluted Shares (in millions)	89.1	92.6	109.6	99.3	85.9	84	83	82
Change in Share Count		3.6	16.9	(10.3)	(13.3)	(1.5)	(1.5)	(1.4)
Earnings Per Share (diluted)	3.33	5.72	13.87	10.51	12.18	13.85	14.77	15.81
Consensus EPS (adj)						13.91	14.83	15.91
Consensus EPS (GAAP)						13.92	14.82	15.91
EPS Growth	71.6%	142.5%	-24.3%	15.9%		13.7%	6.7%	7.1%

	Drivers							
	2020A	2021A	2022A	2023A	2024A	2025E	2026F	2027F
Depreciation and Amortization	270	290	323	366	394	398	416	437
<i>Depreciation/Net Sales</i>	3.1%	3.0%	2.6%	3.0%	3.0%	2.9%	2.9%	2.9%
Capital Expenditures	219	224	354	407	587	607	635	668
<i>Capital Ex/Revenue</i>	2.5%	2.3%	2.9%	3.3%	4.5%	4.5%	4.5%	4.5%
Net Working Capital	1,104	802	1,169	1,584	1,533			
Change in NWC		(302)	366	416	(52)	202	212	158
Change in NWC as % of Revenue		-3.15%	2.98%	3.36%	-0.40%	1.50%	1.50%	1.06%
Debt	2,677	2,677	4,030	3,658	3,771	3,363	3,363	3,363
Net Debt	2,608	1,019	1,387	1,734	1,970	1,562	1,562	1,562
Net Debt/EBITDA	3.6x	0.8x	0.6x	0.9x	1.1x	0.8x	0.8x	0.7x
Interest Expense as % of Net Debt	0.63%	1.83%	1.44%	2.60%	1.54%	1.64%	1.64%	1.64%
Simple Free Cash Flow Calculation								
	2020A	2021A	2022A	2023A	2024A	2025E	2026F	2027F
EBITDA	\$718	\$1,217	\$2,385	\$1,874	\$1,808	\$1,925	\$2,014	\$2,117
<i>EBITDA Margin</i>	8.20%	12.70%	19.40%	15.15%	13.93%	14.26%	14.26%	14.26%
<i>Consensus EBITDA(adj)</i>						1,886	2,008	2,057
Simple Free Cash Flow	362	1,010	1,117	585	923	746	782	890
<i>Simple Free Cash Flow per Share</i>	4.06	10.90	10.19	5.89	10.74	8.83	9.43	10.92
<i>Simple Free Cash Growth</i>		179.3%	10.6%	-47.6%	57.8%	-19.2%	4.9%	13.8%
<i>Consensus Simple Free Cash Flow</i>						10.12	11.88	13.65

Unlevered Free Cash Flow Calculation								
	2020A	2021A	2022A	2023A	2024A	2025E	2026F	2027F
EBIT	447	927	2,063	1,508	1,414	1,528	1,598	1,680
Plus: D&A	270	290	323	366	394	398	416	437
Less: Capital Expenditures	(219)	(224)	(354)	(407)	(587)	(607)	(635)	(668)
Less: Increases in NWC	-	302	(366)	(416)	52	(202)	(212)	(158)
Less: Taxes	(121)	(236)	(491)	(371)	(291)	(315)	(329)	(346)
Cash Flow to the Firm	379	1,059	1,175	680	981	801	837	945

Share Price Calculation								
<i>Discount Rate (WACC)</i>	8.17%							
PV of Cash Flow to the Firm						740	716	747
Sum of PV of Cash Flow to Firm							2,202	

Terminal Value	Exit Multiple	PV of TV	PV of TV	MV	Shares	MV / Shares	Return Profile
2024 EV / EBITDA	12.8x	27,094	21,407	19,022	86	221.37	14.1%

Valuation Summary							
Value		221.37					
Current Price		194.00					
Implied Upside (Downside)		14.1%					

Financial Comparables

Financial Comparables														
Company	Ticker	Market	Enterprise	Revenue	EPS							Net	Debt / EBITDA	Debt / Com Eq
		Cap	Value	Revenue	Growth	Growth	Pretax	ROA	ROE	ROC	18%	1.58		
Dick's Sporting Goods	DKS	18,193	18,219	9%	6%	13%	11%	12%	43%	Yes	Yes	1.58	146%	
Greater than Median?				Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Academy Sports and Outdoors, Inc.	ASO	3,452	3,642	12%	1%	-30%	10%	9%	24%	13%	2.11	91%		
Big 5 Sporting Goods Corporation	BGFV	24	33	-4%	13%	0%	-7%	-11%	-33%	-16%	-7.99	170%		
Deckers Outdoor Corporation	DECK	20,771	18,530	18%	20%	19%	25%	26%	40%	37%	-1.62	10%		
Columbia Sportswear Company	COLM	4,725	3,909	2%	-3%	15%	9%	8%	12%	10%	-1.14	25%		
Foot Locker, Inc.	FL	1,772	1,853	0.2%	-0.1%	-5%	-7%	-6%	-14%	-8%	7.71	99%		
Minimum		24	33	-4%	-3%	-30%	-7%	-11%	-33%	-16%	-8.0	10%		
First Quartile		1,772	1,853	0%	0%	-5%	-7%	-6%	-14%	-8%	-1.6	25%		
Median		3,452	3,642	2%	1%	0%	9%	8%	12%	10%	-1.1	91%		
Mean		6,149	5,593	6%	6%	0%	6%	5%	6%	7%	-0.2	79%		
Third Quartile		4,725	3,909	12%	13%	15%	10%	9%	24%	13%	2.1	99%		
Maximum		20,771	18,530	18%	20%	19%	25%	26%	40%	37%	7.7	170%		

Valuations

Financial Comparables

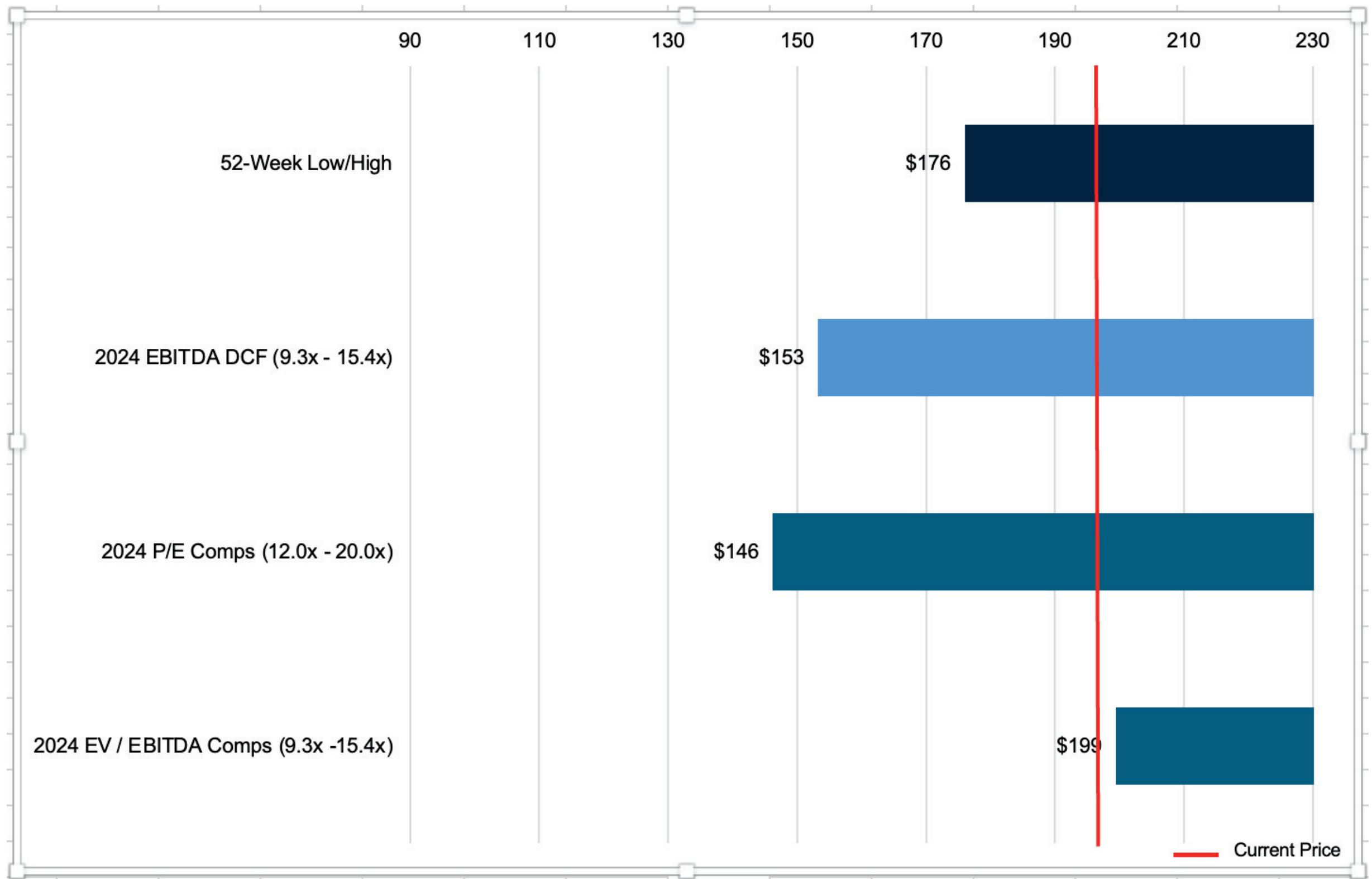
Company	Ticker	Market Cap	Enterprise Value	TTM		FY1		TTM		TTM	
				Price / Earnings	Price / Earnings	Price / Sales	EV / Sales	Price / Book	EV / EBITDA	FY1 EV / EBITDA	
Dick's Sporting Goods	DKS	18,193	18,219	15.5x	15.5x	1.3x	1.3x	5.7x	9.5x	9.64	
Greater than Median?				Yes	No	Yes	Yes	Yes	Yes	Yes	
Academy Sports and Outdoors, Inc.	ASO	3,452	3,642	7.9x	8.1x	.6x	.6x	1.7x	5.2x	5.2x	
Big 5 Sporting Goods Corporation	BGFV	24	33	-.4x	N/A	.0x	.1x	.1x	N/A	N/A	
Deckers Outdoor Corporation	DECK	20,771	18,530	22.1x	23.0x	4.2x	3.8x	7.9x	15.1x	15.7x	
Columbia Sportswear Company	COLM	4,725	3,909	21.8x	21.0x	1.5x	1.1x	2.7x	12.1x	9.7x	
Foot Locker, Inc.	FL	1,772	1,853	-4.0x	12.3x	.2x	.3x	.6x	5.5x	4.4x	
Minimum		24	33	-4.04x	8.12x	.03x	.05x	.14x	5.19x	4.36x	
First Quartile		1,772	1,853	-.36x	11.26x	.21x	.25x	.60x	5.39x	4.98x	
Median		3,452	3,642	7.88x	16.63x	.57x	.60x	1.74x	8.79x	7.46x	
Mean		6,149	5,593	9.47x	16.09x	1.30x	1.17x	2.60x	9.47x	8.75x	
Third Quartile		4,725	3,909	21.80x	21.46x	1.46x	1.14x	2.67x	12.87x	11.23x	
Maximum		20,771	18,530	22.09x	22.98x	4.21x	3.81x	7.85x	15.11x	15.72x	

SENSITIVITY ANALYSIS

Shares Underpriced and Overpriced

	7.0x	8.0x	9.0x	10.0x	11.0x	12.0x	13.0x
6.0%	\$118.09	\$138.77	\$159.46	\$180.14	\$200.82	\$221.50	\$242.19
7.0%	\$113.57	\$133.68	\$153.79	\$173.89	\$194.00	\$214.11	\$234.22
8.0%	\$109.21	\$128.77	\$148.32	\$167.88	\$187.43	\$206.98	\$226.54
9.0%	\$105.01	\$124.03	\$143.05	\$162.07	\$181.09	\$200.12	\$219.14
10.0%	\$100.95	\$119.46	\$137.97	\$156.48	\$174.98	\$193.49	\$212.00
11.0%	\$97.04	\$115.05	\$133.07	\$151.08	\$169.09	\$187.10	\$205.11
12.0%	\$93.27	\$110.80	\$128.33	\$145.87	\$163.40	\$180.93	\$198.47

FOOTBALL ANALYSIS



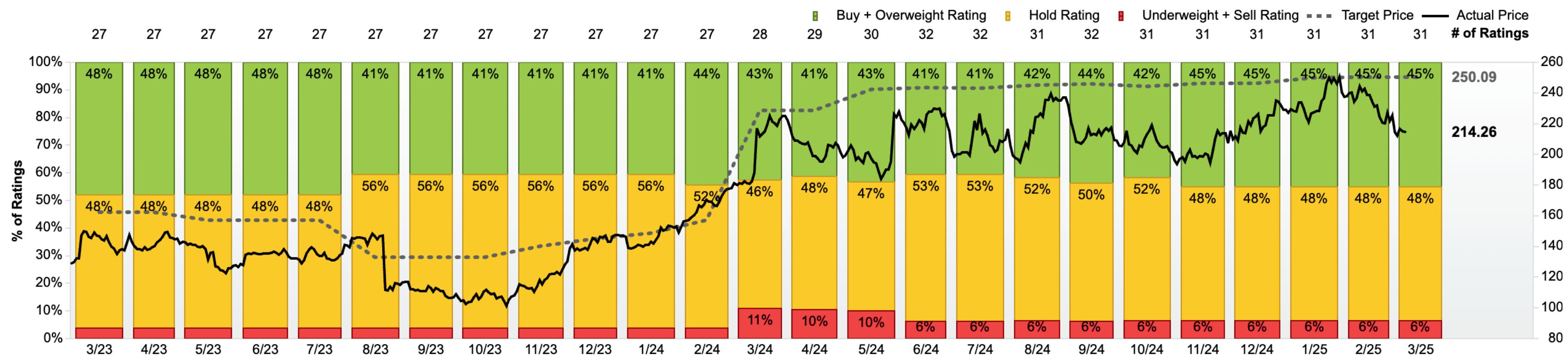
QUESTIONS



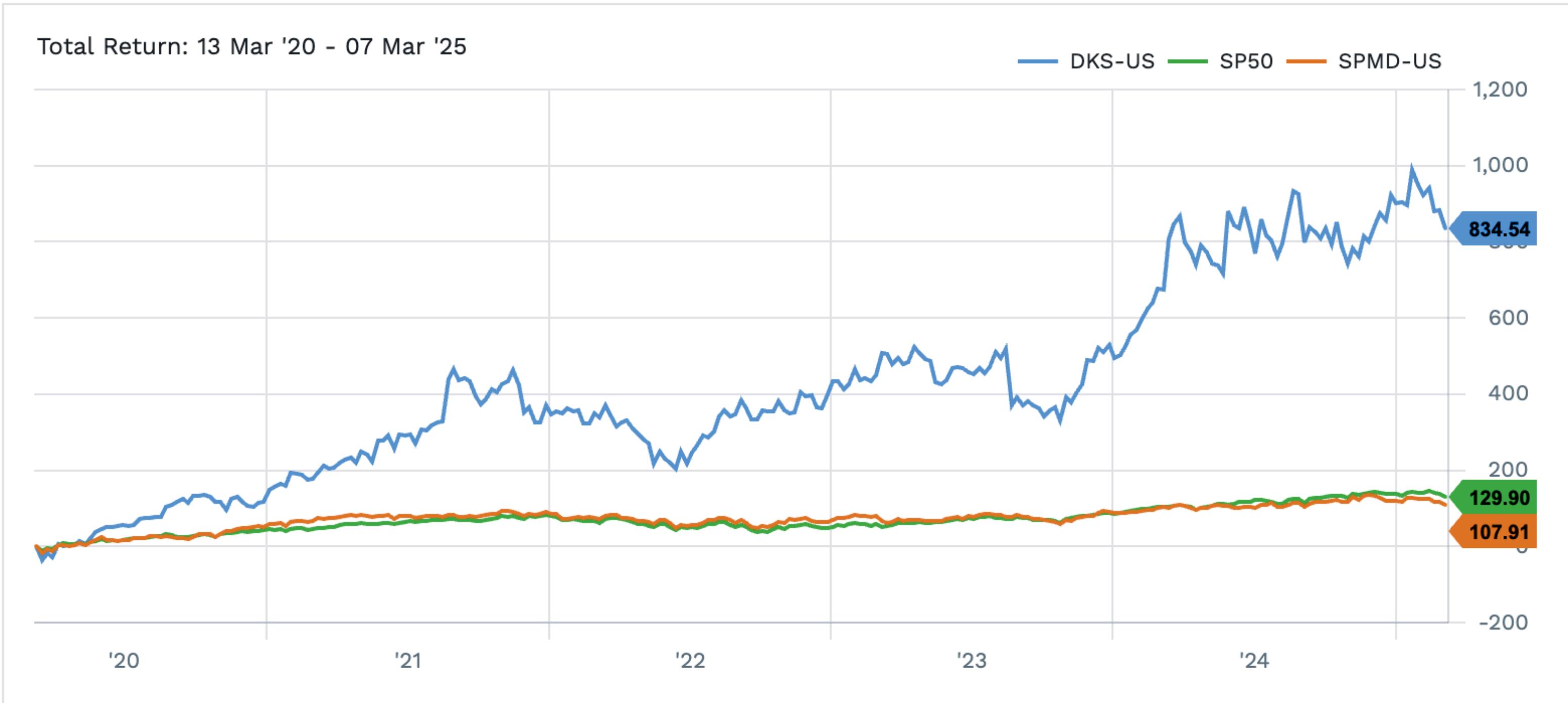
APPENDIX



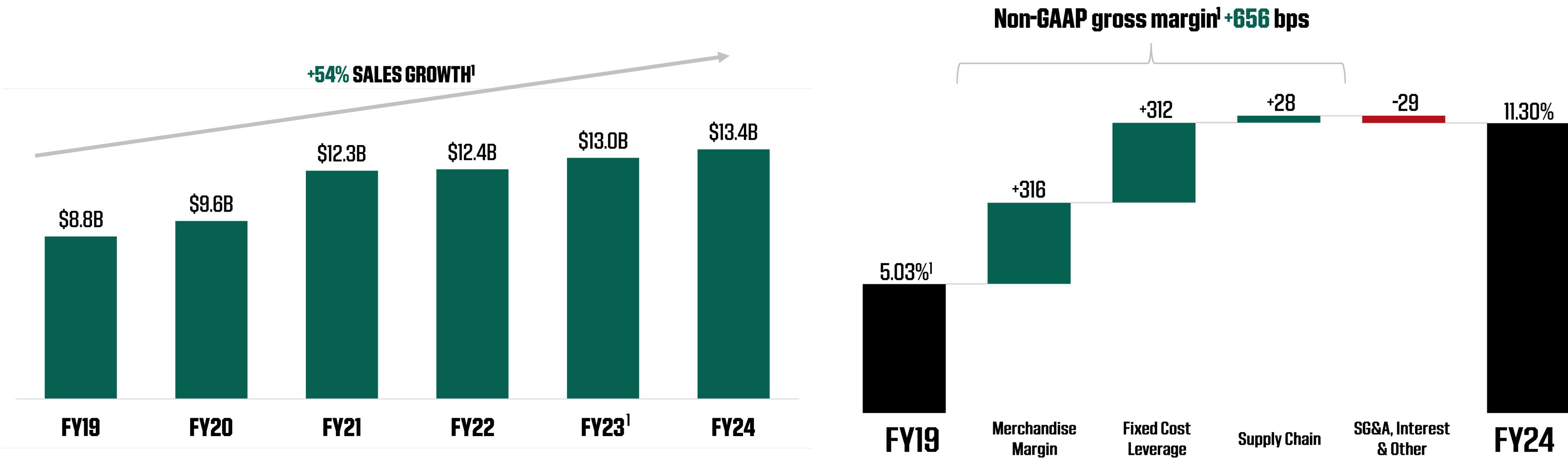
Targets and Ratings



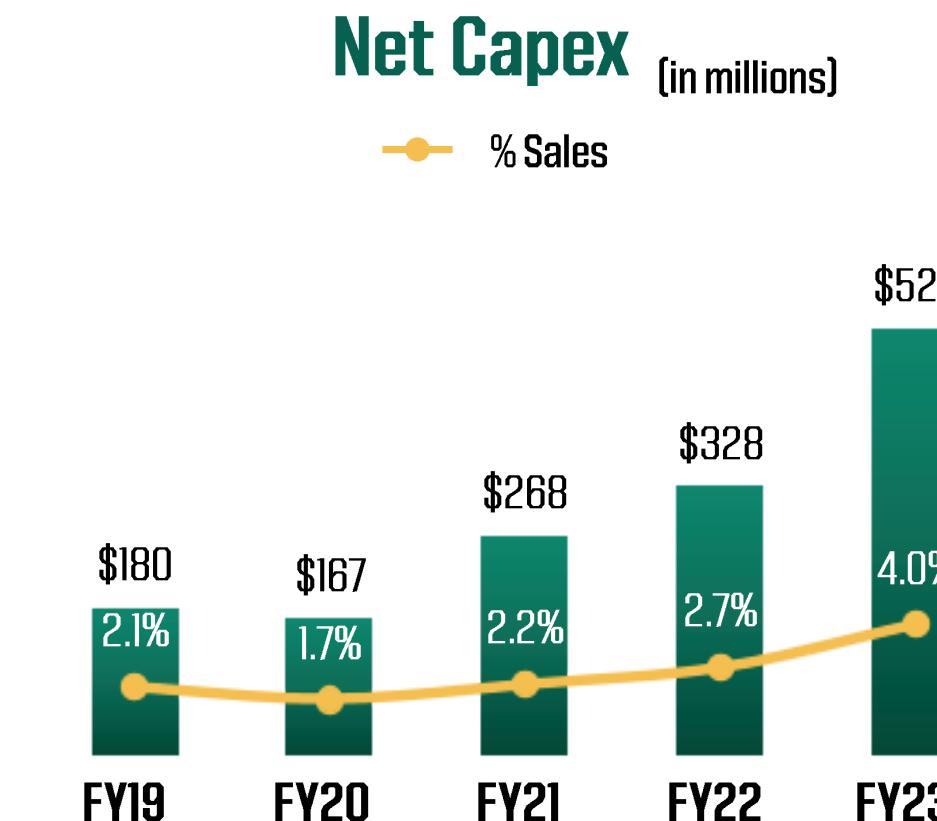
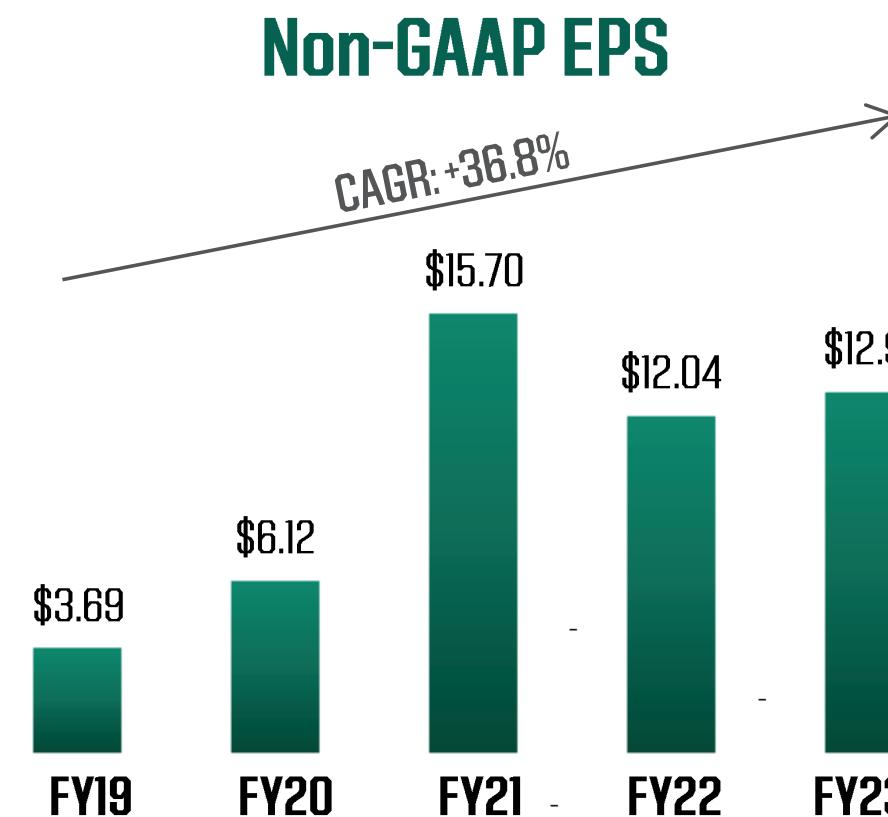
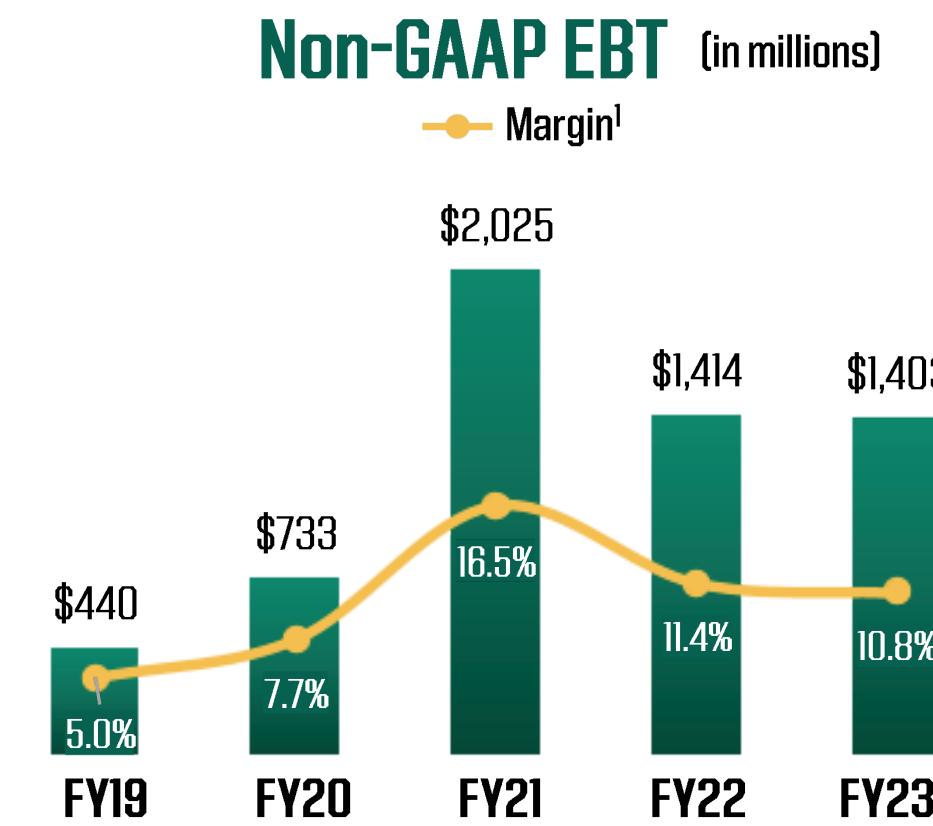
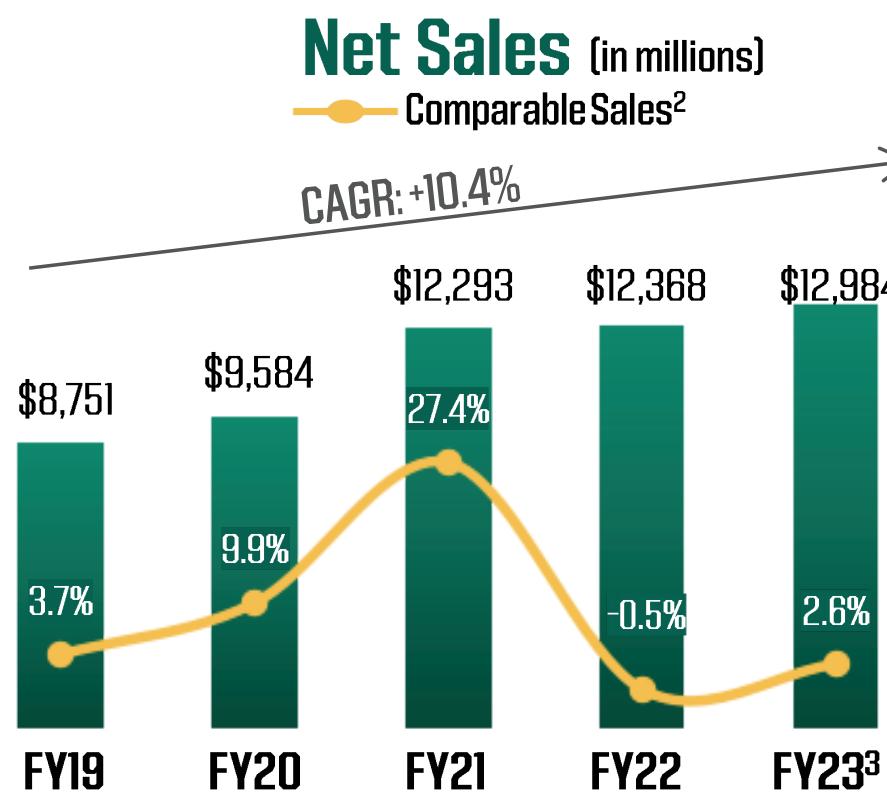
Return Analysis



STRUCTURALLY HIGHER SALES BASE VERSUS PRE-COVID



HISTORICAL ANNUAL FINANCIAL PERFORMANCE

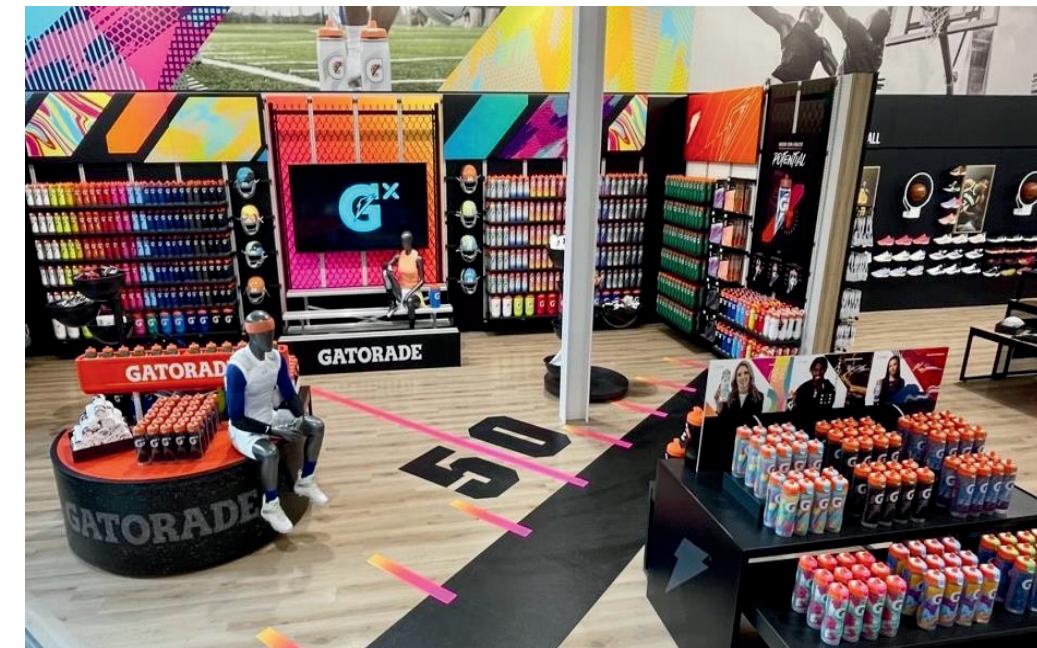




**STRENGTHENING
AND EVOLVING
BASE**

THE ATHLETE EXPERIENCE AT DICK'S

VISUAL PRESENTATION



ENHANCED SERVICE



IN-STORE TECHNOLOGY

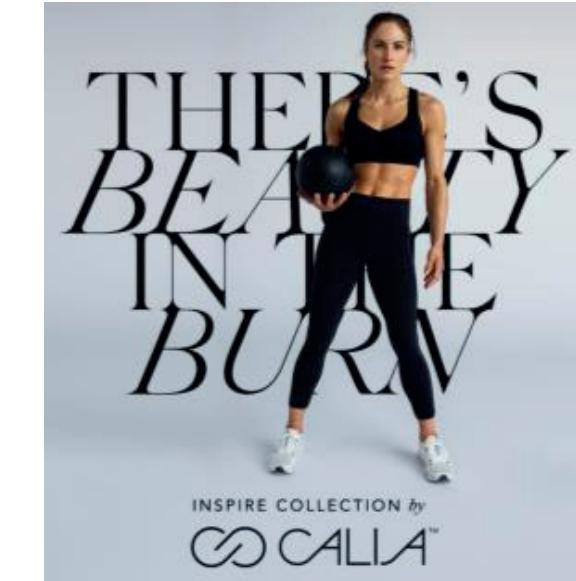


FOUR STRATEGIC PILLARS

DIFFERENTIATED PRODUCT



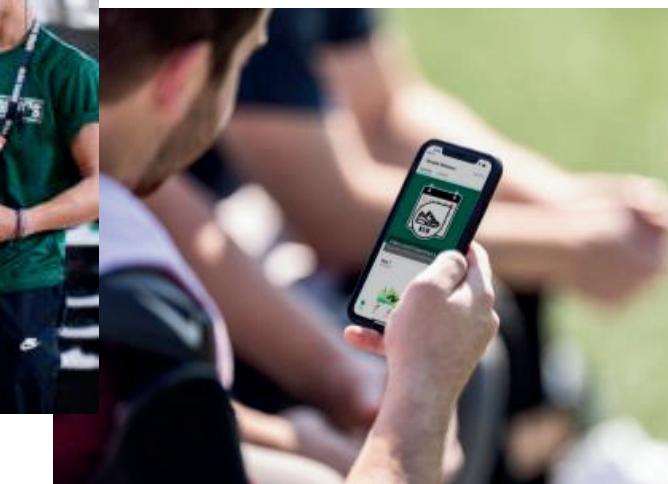
BRAND ENGAGEMENT



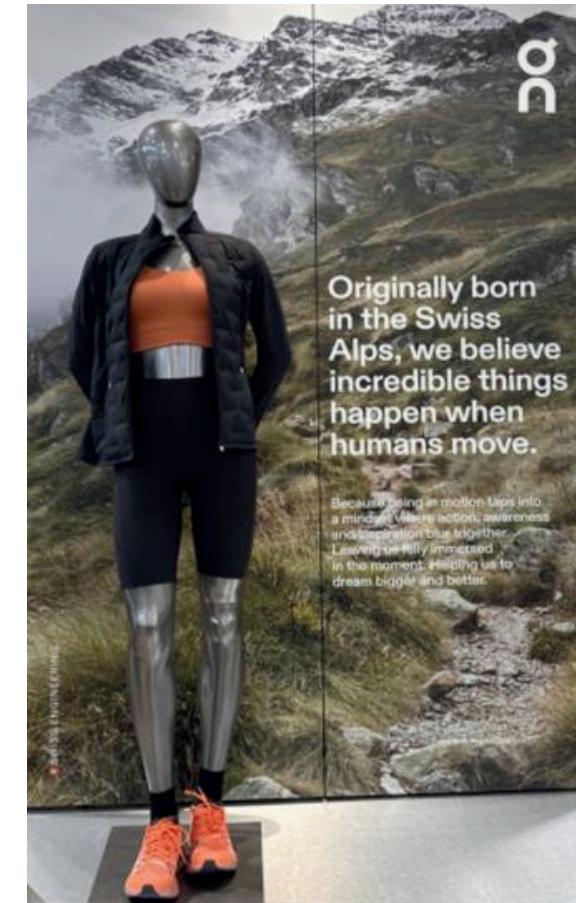
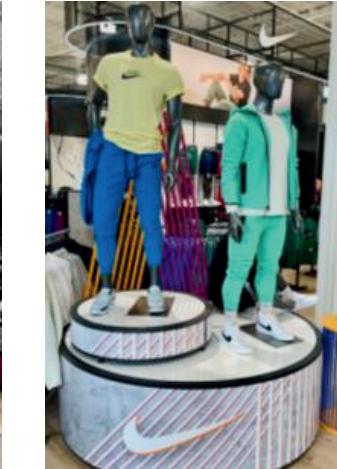
TEAMMATE EXPERIENCE



ATHLETE EXPERIENCE



ACCESS TO PREMIUM PRODUCT



CREATED POWERHOUSE VERTICAL BRANDS

13%

Vertical Brand sales to total in 2024

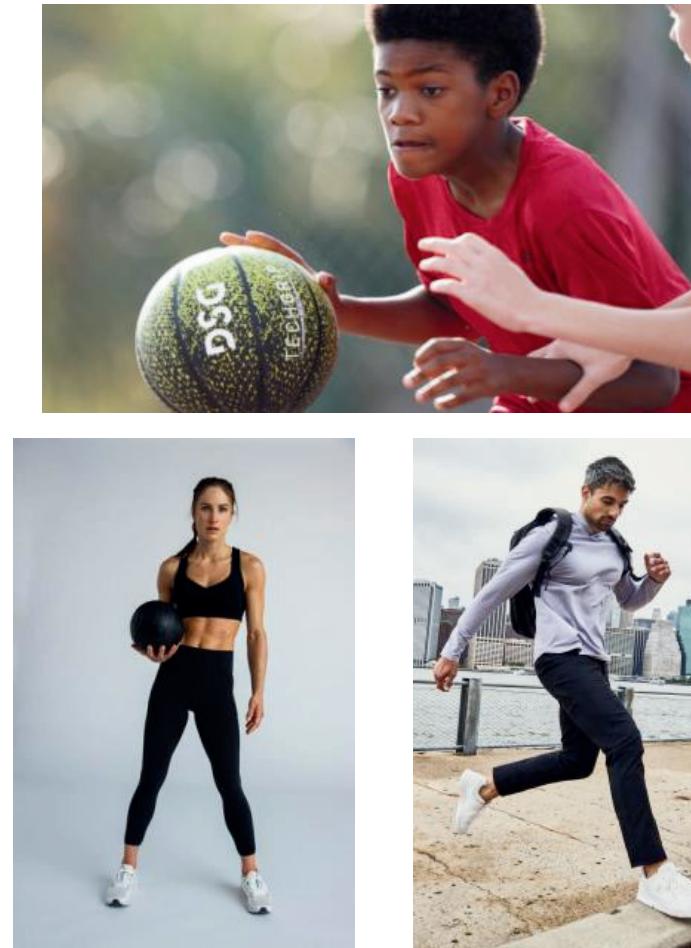
Vertical brands are our **number one or two vendor** in:
Accessories, Athletic Apparel, Fitness, Golf, and Team Sports

700 to 900 bps

Higher margin than national brands

\$1.7B

Combined sales in 2024, making vertical brands our **second largest vendor** (behind Nike)



BRAND SEGMENTATION ADDRESSES WHITESPACE OPPORTUNITY

DSG

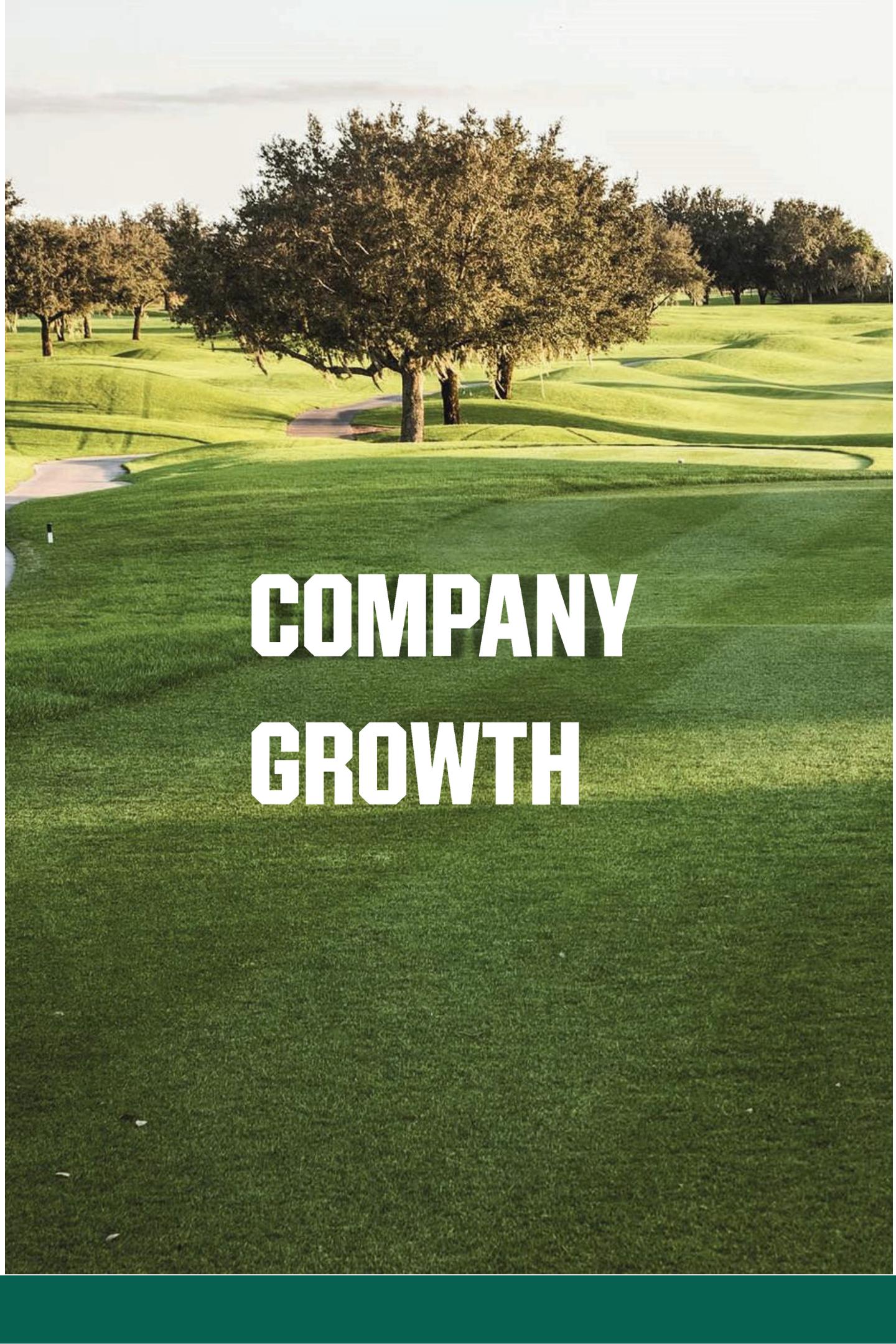
Largest vertical brand

CALIA

2nd largest Women's apparel brand (behind Nike)

VRST

Premium Men's apparel brand



U.S. OMNICHANNEL SPORTS RETAILER WITH GROWTH AHEAD

COMPANY
GROWTH

~\$140B

TOTAL ADDRESSABLE MARKET

Across Footwear, Apparel
and Hardlines

~8.5%

MARKET SHARE

Largest among
sporting goods
retailers

INCREASED ~50 BPS
FROM ~8% IN 2022

Footwear, Athletic Apparel,
Team Sports, and Golf

ATHLETE-CENTRIC AND NIMBLE OMNICHANNEL OPERATING MODEL

WE SERVE THE ATHLETE WHENEVER, WHEREVER, AND HOWEVER THEY WANT...



Shop In Person at Our
800+ Stores



One-Hour In-Store or
Curbside Pickup



Industry-Leading Delivery Speed
including Same-Day Delivery

...LEVERAGING OUR TECHNOLOGY, OPERATIONS, AND FOOTPRINT TO DRIVE PROFITABILITY

1

Store fulfillment strategy capitalizes on our proximity to our athletes

2

Industry-leading delivery speed via FedEx and DoorDash and promise date accuracy instills confidence

3

Highly automated, robotics-enabled fulfillment center enables flexible, efficient order routing

STORES ARE THE HUB OF OUR OMNICHANNEL ECOSYSTEM

FULFILLMENT

90%+

of sales were enabled
by stores in FY24

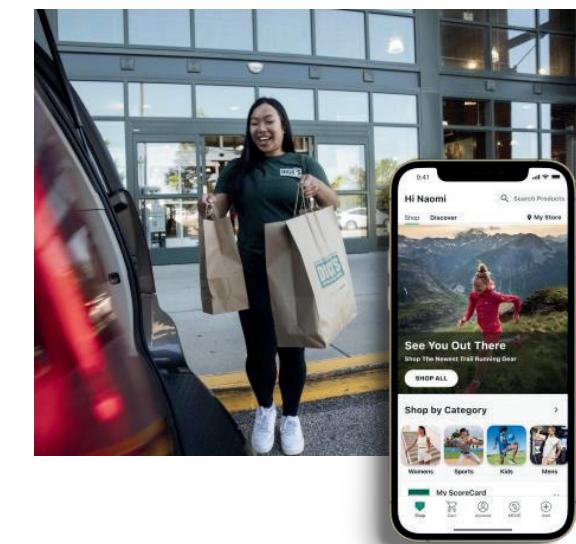
POWERFUL, INTEGRATED EXPERIENCE

Over 65%

of FY24 sales came from omnichannel athletes,
increase of + 600 bps since FY19

80%+

of online orders
fulfilled by stores in FY24



Omnichannel
athletes are our
most valuable,
spending 2x+ single
channel athletes

ATHLETE EXPERIENCE | LEADING YOUTH SPORTS TECH WITH GAMECHANGER

GameChanger is the premier live streaming, scoring and statistics mobile app for youth sports, and a leader in the multibillion-dollar sports technology market

FY24 AT A GLANCE

Over
\$100M Sales
+49% vs LY

²
9M Unique Active Users
+22% vs LY

Nearly
1.8M Average Daily Active Users (DAU)
+43% vs LY

Nearly
9M Games Covered
+22% vs LY

Over
1M Teams Created
+16% vs LY

Over
4.5M Hours of Livestreaming Video
+52 % vs LY

THE OPERATING SYSTEM OF YOUTH SPORTS

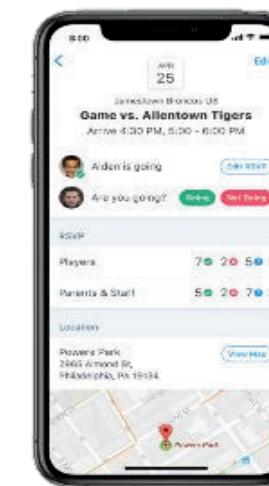
Video Streaming & Automatic Highlight Clips



Scorekeeping



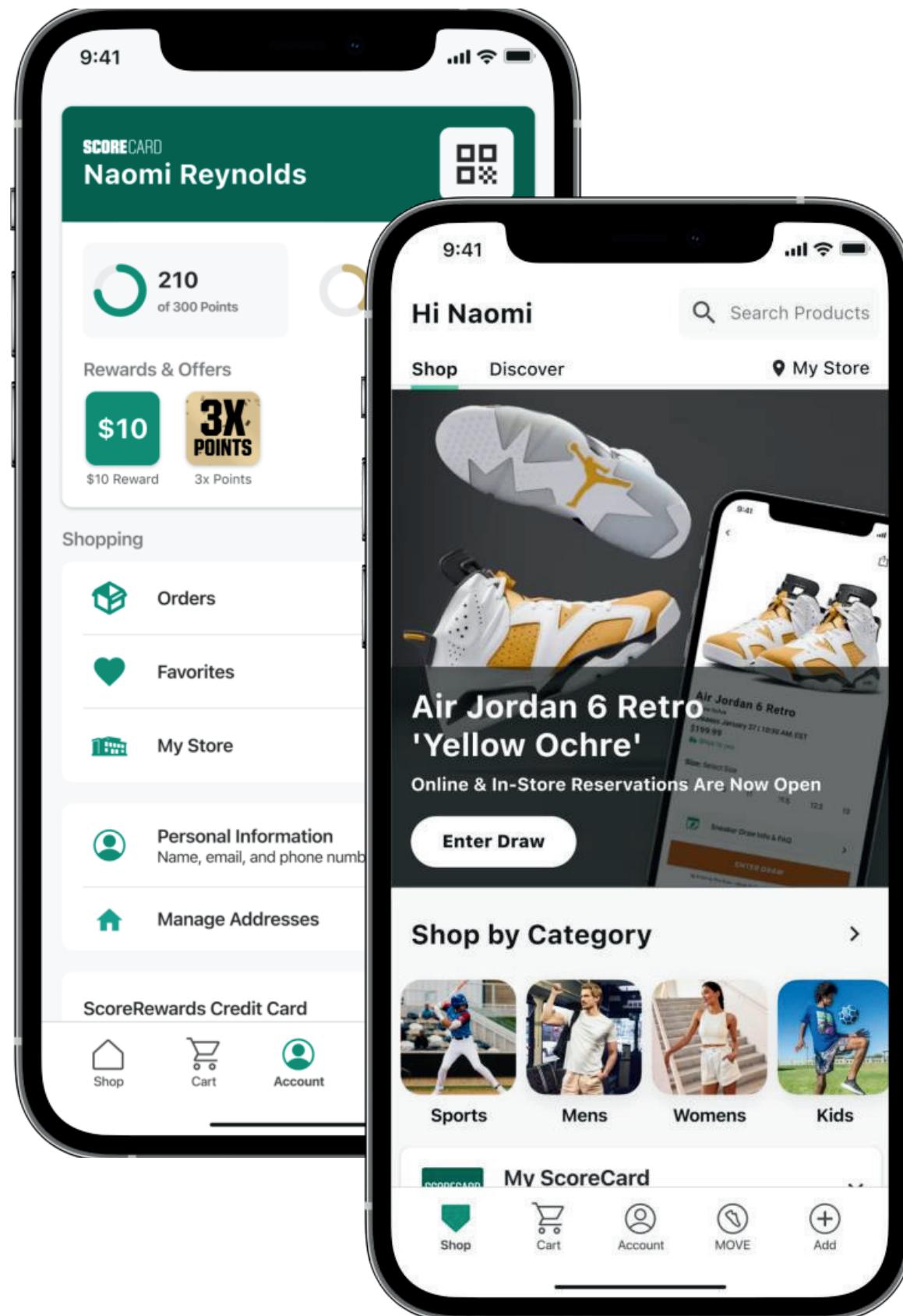
Team Management



40% revenue CAGR since 2017 and are targeting \$150M in revenue for 2025

A ROBUST DIGITAL EXPERIENCE THAT IS CONTINUALLY TRANSFORMING

- 1 Multibillion dollar and growing eCommerce business with profitability in-line with total company EBT margin
- 2 Leading-edge website with enhanced performance and testing
- 3 Improved fulfillment capabilities, with faster shipping, same-day delivery, and sustained adoption of curbside & in-store pickup
- 4 Significant mobile app growth with a focus on loyalty and exclusive product launches



LOYALTY PROGRAM

SCORECARD
25M+ Athletes **~75%** Of Sales

SCORECARD GOLD

7M+ Athletes **45%+** Of Sales

TECHNOLOGY ENABLES BETTER ATHLETE EXPERIENCES

IN-STORE TECHNOLOGY

To create better experiences and instill purchase confidence

AI & MACHINE LEARNING

To better serve our athletes

1

Improve our speed to athletes with optimized order routing

2

Tailored marketing offers and content in the channels our athletes prefer

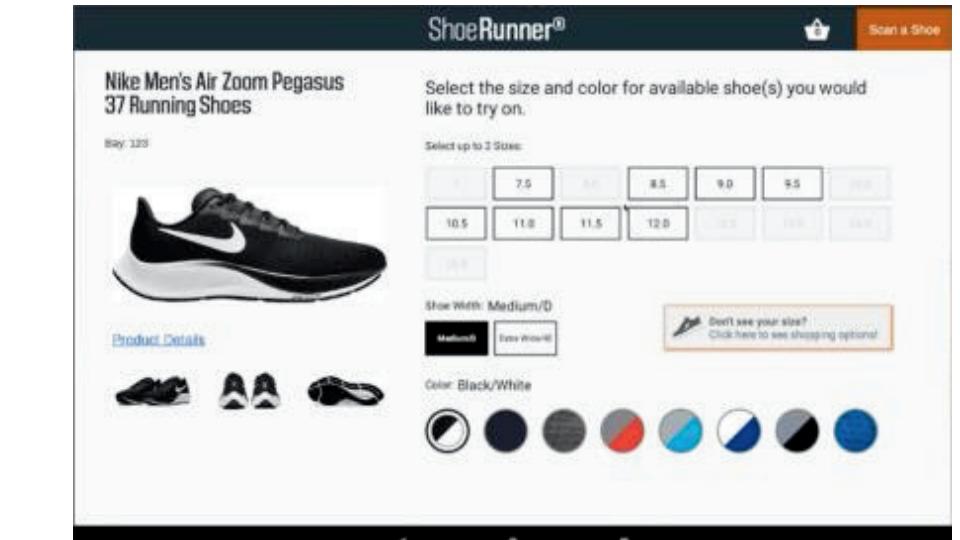
3

Intelligence to improve in-stocks and merchandise availability

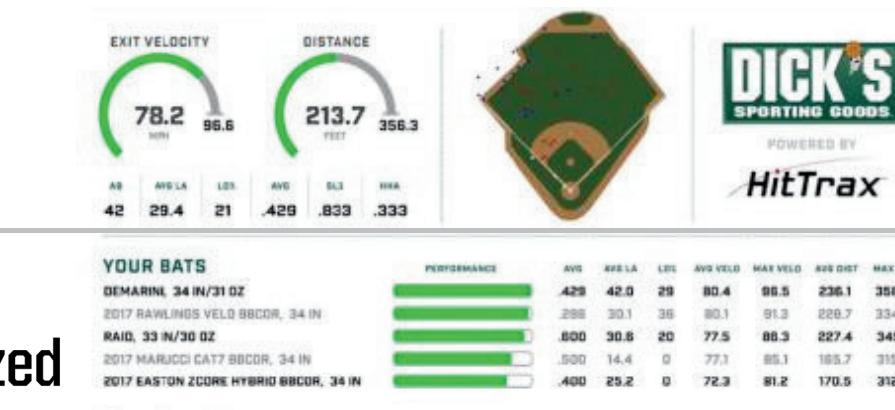
TRACKMAN SIMULATOR



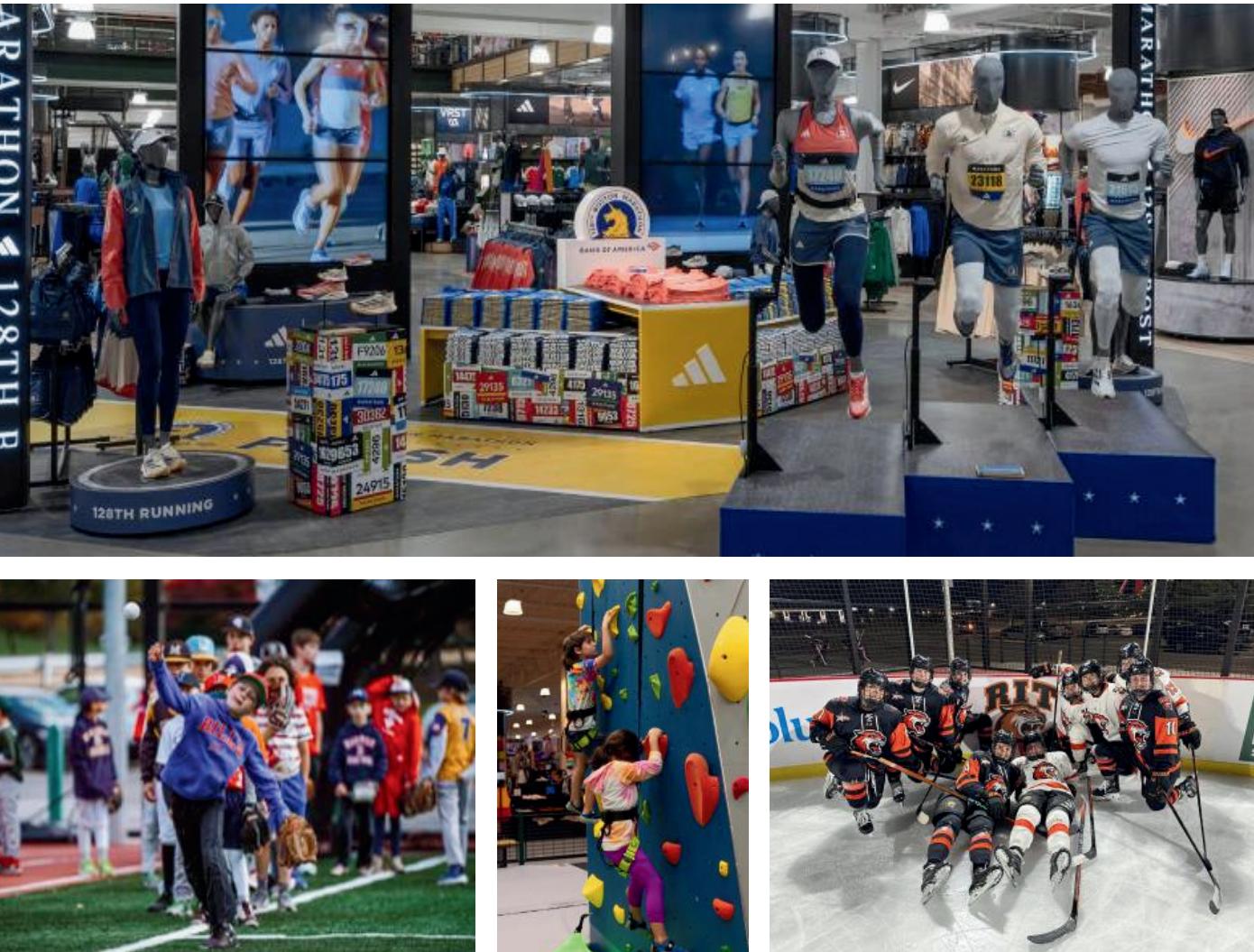
SHOERUNNER KIOSK



MULTI-SPORT CAGE



CREATING THE FUTURE OF RETAIL THROUGH HOUSE OF SPORT



HOUSE OF SPORT IS BUILT ON FOUR PILLARS:

- Experience
- Service
- Community
- Product

We ended FY24 with 19 locations, and plan to open approximately 16 additional in FY25

We plan to have as many as 75 to 100 House of Sport locations by 2027

"I've toured with Ed Stack his new store that's opened at Ross Park Mall in Pittsburgh, unbelievable, right?

I also visited their store up in Rochester at East View Mall. We have a number of properties under discussion with them in our existing portfolio, but candidly love to do eight to 10, if not more. [...]

I think it's one of the best concepts I've seen."

Jack Hsieh, President & CEO of Macerich Co.
(Macerich Co. Q1 2024 Earnings Call - 04/30/2024)

50K SQ FT DICK'S STORE ("DICK'S FIELD HOUSE")

"Our newest DICK'S concepts, DICK'S House of Sport and our next generation 50,000 square foot DICK'S store, are yielding powerful results. We haven't seen growth opportunities like these since we went public in the early 2000s."

Ed Stack, Executive Chairman [DICK'S Q2 2023 Earnings Release, 8/22/2023]



DICK's Field House concept is inspired by House of Sport with a similar elevated assortment, service model, premium experience and enhanced visual expressions

FY24 ended with 26 locations, and approximately 18 additional to open in FY25



INVESTMENTS IN HOUSE OF SPORT AND NEXT GENERATION 50K SQ FT DICK'S STORES ("DICK'S FIELD HOUSE") TO GENERATE STRONG RETURNS



HOUSE OF SPORT

~120,000 sq ft



DICK'S FIELD HOUSE

~50,000 sq ft

~\$35M

Returns¹

Cash on Cash Return: ~25%
Payback Period: <4 years

Cash on Cash Return: ~40%
Payback Period: ~2.5 years

~\$14M

~\$7M
(~20% of sales)

■ Y1 Omni Sales
■ Y1 4-Wall Omni EBITDA

~\$3M
(~20% of sales)

Investment Summary

Net CapEx: slightly over \$20M
(includes purchased deal structures)

Net Inventory: ~\$4M

Pre-Opening: ~\$3.5M

Net CapEx: ~\$4.5M

Net Inventory: ~\$2M

Pre-Opening: ~\$1M

¹ Return metrics include remodel, lease, and purchased deal structures.

RE-ENGINEERED GOLF GALAXY AND LAUNCHED GOLF GALAXY PERFORMANCE CENTER

INVESTED IN TRACKMAN TECHNOLOGY



Golf Galaxy Performance Centers offer an **immersive experience** for golf enthusiasts of all levels

We ended FY24 with **109** Golf Galaxy locations, including **24** Performance Centers, and plan to open **approximately 14** additional Performance Centers in FY25

In 2024, rounds played in the U.S. hit a new **record high**, supporting our belief that golf is a **compelling long-term growth opportunity**

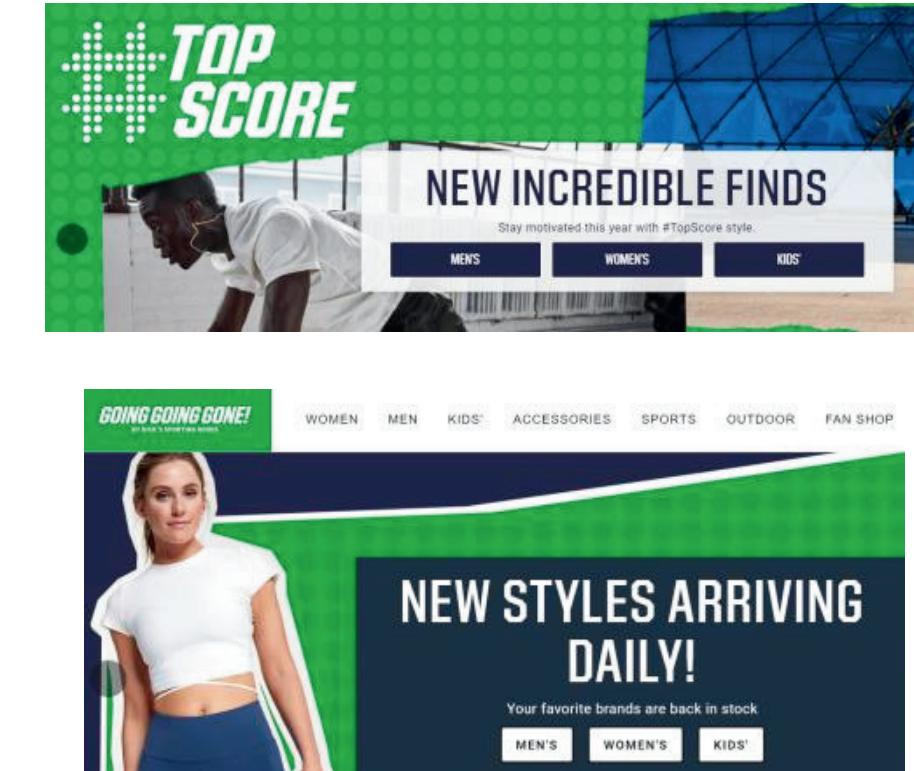
ELEVATED IN-STORE SERVICE MODEL



REDESIGNED IN-STORE EXPERIENCE



OPTIMIZING CLEARANCE STRATEGY SERVING THE VALUE ATHLETE



FY24 ended with 50 locations

VALUE CHAIN MEANINGFULLY IMPROVES
CLEARANCE OPTIMIZATION

CONSOLIDATES CLEARANCE INVENTORY
AND ALLOWS FOR OMNICHANNEL SALES
OPPORTUNITY



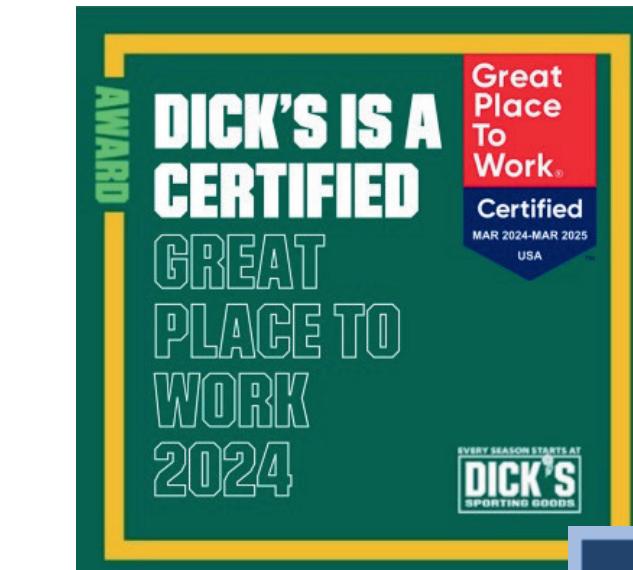
RECOGNITION



CULTURE AND COMMON PURPOSE

83%

Recommend DICK'S Sporting Goods as a great place to work



TEAMMATE RELIEF FUND

DICK'S Sporting Goods understands that our teammates are people with robust, and sometimes challenging, lives outside of work. These challenges, like a devastating hurricane or death of a beloved family member, can often impact teammates' overall well-being and financial health. That's why we created the DICK'S Sporting Goods Teammate Relief Fund.

Founded in 2021, the Teammate Relief Fund is a 501(c)(3) public charity that provides monetary support to teammates and their immediate families when they need it most - during times of unforeseen financial hardship and crises that are beyond their control.



+1,793

BPS to U.S. Retail Industry Average

SOURCE: Medallia 2024 reporting



WE'RE CELEBRATING
NATIONAL GIRLS AND WOMEN IN SPORTS DAY

Forbes 2024
AMERICA'S BEST EMPLOYERS FOR TECH WORKERS
POWERED BY STATISTA

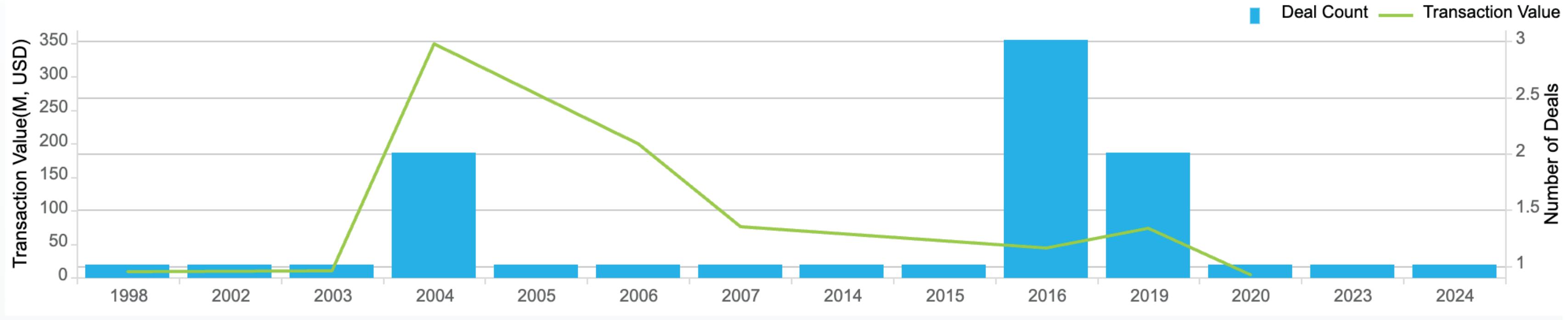
ONE TEAM WEDNESDAY

“
THE COMPANY CONTINUES TO FOCUS ON ITS PEOPLE AND LIVING UP TO ITS MISSION.
GLASSDOOR REVIEW



FOR FOUR YEARS IN A ROW, DICK'S HAS BEEN CERTIFIED AS A GREAT PLACE TO WORK

M&A DEALS



Announce Date	Close Date	Target	Acquirer	Deal Type	Transaction Value	EV/EBITDA	Role	Target Industry
25 Jan '24	25 Jan '24	F&S Media IP LLC	F&S Media Ip Llc/ Privat...	Acquisition / Mer...	-	-	Seller	Advertising/Market...
22 Feb '23	31 Mar '23	New Moosejaw LLC	Dick's Sporting Goods, Inc.	Acquisition / Mer...	-	-	Buyer	Wholesale Distribu...
24 Sep '20	08 Oct '20	Dicks Sporting Goods, In...	Sportsman's Warehouse ...	Acquisition / Mer...	4.5	-	Seller	Specialty Stores
28 Sep '19	11 Oct '19	Dicks Sporting Goods, In...	Sportsman's Warehouse ...	Acquisition / Mer...	28.7	-	Seller	Wholesale Distribu...
22 Aug '19	22 Aug '19	Dicks Sporting Goods, In...	SPay, Inc.	Acquisition / Mer...	45.0	-	Seller	Miscellaneous Co...
28 Nov '16	28 Nov '16	GameChanger Media, Inc.	Dick's Sporting Goods, Inc.	Acquisition / Mer...	-	-	Buyer	Recreational Prod...
02 Nov '16	02 Nov '16	Golfsmith International H...	Dick's Sporting Goods, Inc.	Acquisition / Mer...	44.0	-	Buyer	Specialty Stores
19 Aug '16	19 Aug '16	Affinity Sports LLC	Dick's Sporting Goods, Inc.	Acquisition / Mer...	-	-	Buyer	Media Conglomer...

2025 GUIDANCE AS OF 3/11/2025

"For 2025, our outlook reflects strong confidence in our strategies and operational strength while acknowledging the dynamic macroeconomic environment. With this in mind, we expect to drive continued comp growth, strategic expansion of our square footage, and improved gross margin. Leaning into our strategic pillars, we are investing in three exciting growth areas, each with significant potential: repositioning our real estate and store portfolio, driving continued strong growth in footwear, and accelerating our eCommerce business. With a clear strategy, a disciplined approach, and a commitment to innovation, we are well-positioned to drive sustained sales and profitability growth over the long-term and seize the significant market share opportunity ahead of us."

- Lauren Hobart, President and Chief Executive Officer

NET SALES
\$13.6B to **\$13.9B**



COMP SALES
+1.0% to **+3.0%**



EPS
\$13.80 to **\$14.40**



Cash Flow Statement

Dick's Sporting Goods, Inc. (DKS)

Cash Flow Statement

	2020A	2021A	2022A	2023A	2024A
Net Income	297	530	1,520	1,043	1,047
Deferred taxes & Investment tax credit	-1	-46	17	23	3
Depreciation, Depletion & amortization	270	290	323	366	394
Other funds	38	72	68	70	69
Funds from Operation	604	846	1,927	1,502	1,513
Changes in Working Capital	(200)	707	(326)	(580)	15
Cash Flow from Operating Activities	405	1,553	1,602	922	1,528
Capital Expenditures	(219)	(224)	(354)	(407)	(587)
Sale of Fixed Assets & Businesses	40	-	-	-	-
Other Cash Flow from Investing Activities	49	-	10	14	(27)
Cash Flow from Investing Activities	(129)	(224)	(344)	(393)	(615)
Cash dividends paid	(98)	(107)	(603)	(163)	(351)
Sale of Com & Prep stock	6	143	26	24	15
Repurchase of Com & Prep stock	(402)	-	(1,145)	(458)	(649)
Net short term debt	18	57	1,482	(89)	49
Net long term debt	167	172	(1)	(517)	(1)
Other funds	(10)	(4)	(33)	(44)	(99)
Cash Flow from Financing Activities	(320)	260	(272)	(1,248)	(1,036)
Effect of foreign currency translation	-	0.1	-	(0.2)	(0.1)
Net change in cash	(44)	1,589	985	(719)	(123)
Free Cash Flow	187	1,329	1,293	558	940
Free Cash Flow per Share	2	14	12	6	11
Free Cash Flow Yield (%)	5	21	10	4	7

Balance Sheet

	2019A	2020A	2021A	2022A	2023A
Assets					
Current Assets					
Cash & cash equivalents	69	1,658	2,643	1,924	1,801
Accounts receivable	59	60	70	79	119
Inventories	2,202	1,954	2,298	2,831	2,849
Other current assets	79	88	96	128	121
Total Current Assets	2,410	3,760	5,107	4,963	4,890
Non-Current Assets					
Buildings & improvements	323	328	332	355	405
Computer Software and Equipment	425	460	509	545	640
Other Propert, Plant, and Equipment	2,820	2,888	3,093	3,216	3,692
Operating Lease Right-of-Use Assets	2,314	2,150	2,045	2,138	2,257
Plant, Property & Equipment	5,882	5,826	5,979	6,255	6,995
Less: accumulated depreciation	2,152	2,376	2,614	2,803	3,099
Property, plant & equipment, net	3,730	3,450	3,365	3,451	3,896
Intangible Assets	341	336	333	306	303
Deferred Tax Assets	14	51	35	849	891
Other assets	134	156	203	230	186
Total Non-Current Assets	4,219	3,993	3,935	4,837	5,275
Total Assets	6,629	7,753	9,042	9,800	10,165

	Liabilities & Shareholder Equity				
Current Liabilities					
ST Debt & Curr. Portion LT Debt		423	473	480	547
Accounts Payable		1,002	1,258	1,281	1,206
Income Tax Payable		32	41	13	30
Other Current Liabilities		417	778	938	640
Accrued Payroll		203	-	-	219
Total Current Liabilities		2,076	2,550	2,713	2,641
Non-Current Liabilities					
Long-term debt		224	418	1,931	1,541
Capital and Operating Lease Obligations		2,453	2,259	2,099	2,118
Deferred Tax Liabilities		9		808	853
Deferred Income		100	126	151	133
Other long-term liabilities		34	60	47	34
Total Non-Current Liabilities		2,820	2,863	4,227	4,634
Total Liabilities		4,897	5,413	6,940	7,275
Common Equity		1,732	2,340	2,102	2,525
Total Shareholders' Equity		1,732	2,340	2,102	2,525
Total Equity		1,732	2,340	2,102	2,525
Total Liabilities and Shareholder Equity		6,629	7,753	9,042	9,800
					10,165

TARGET PRICE

Dick's Sporting Goods, Inc. (DKS)

1 Year Price Target

Needed Data	
Current Year	2024
2024 EV/EBITDA	9.6x
2024 P/E	15.5x
2025 EBITDA	\$1,925
2025 EPS	\$13.85
Net Debt	\$1,970
# Shares Outstanding	84

1-year Price Target Using EBITDA

2025 Enterprise Value	\$18,483
2025 Equity Value	\$16,513
2025 Projected Share Price	\$195.58

1-year Price Target Using EPS

2025 Projected Share Price	\$214.65
----------------------------	----------

1-Year Price Target - Blended

\$205.12

Dick's Sporting Goods, Inc. (DKS)

3 Year Price Target

Needed Data	
Current Year	2024
2025 EV/EBITDA	12.1x
2025 P/E	17.2x
2027 EBITDA	\$2,117
2027 EPS	\$15.82
Net Debt	\$1,970
# Shares Outstanding	82

3-year Price Target Using EBITDA

2027 Enterprise Value	\$25,612
2027 Equity Value	\$23,643
2027 Projected Share Price	\$289.99

3-year Price Target Using EPS

2027 Projected Share Price	\$272.11
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3-Year Price Target - Blended

\$281.05

SOURCES

IBIS

BLOOMBERG

10Q and 10K

MERGENT ONLINE

SELL-SIDE ANALYST REPORT

COMPANY EARNINGS CALLS

FACTSET

<https://www.dickssportinggoods.jobs/>

<https://investors.dicks.com/investors/>

