

# Under Armour, Inc. (UA)



ROIC (Current): -1.70%



WACC: 9.80%



Net Profit Margin: 4%

## MOAT ANALYSIS & COMPETITIVE STRENGTHS

### INTANGIBLE ASSETS (Brand)



Possesses a strong global athletic brand identity known for performance apparel, footwear, and accessories, driven by innovation and high-profile athlete endorsements that create customer loyalty.

## ADDITIONAL KEY INSIGHTS



**Global Athletic Brand:** Recognized worldwide for performance gear and innovation in sportswear.



**Innovation & Performance Focus:** Continuously invests in R&D to develop advanced materials and technologies.



**Athlete Endorsements & Sponsorships:** Partnerships with top athletes and teams reinforce brand credibility and appeal.