

## Hardlines Monthly: Consumer Indicators Continue to Improve, Inflation Watch

The outlook for consumer spending in 2021 remains largely positive, in our view. At a macro level, numerous key indicators continue to improve (particularly with respect to consumer confidence, housing, and employment) and we believe vaccination progress, dissipating pandemic fears, easing mask requirements, and the continued reopening of the country support a positive outlook for the economy. Looking ahead, we see risk to some Hardlines names in 2H21 and 2022 due to tougher comparisons, inflationary pressure, and our expectation for “stay at home” spending to lose share to “experiences” due to the “nesting” unwind, which we believe will unfold later this year.

### Key Investment Points

**Recent Notable Callouts.** There are several leading indicators to watch, in our view: 1) Housing turnover and home price appreciation accelerated, and continue to post positive results (Home Improvement, Furniture, and Furnishings); 2) consumer confidence improved further in June, following gains in recent months, as consumers’ assessment of current conditions improved again, as well as short-term optimism rebounding; 3) the Food at Home CPI increased y/y (+0.7% in May), marking the 47<sup>th</sup> consecutive increase (a potential positive for Dollar Stores and Food Retailers); 4) interest rates remain low, which should support housing and big-ticket purchase activity; 5) the personal savings rate decreased, but remains significantly high at 12.4%, which remains supportive of pent-up demand and spending potential; and 6) many input costs (including labor, steel, foam inputs, petrochemicals, and transportation) are rising, which implies continued inflationary pressure in 2021.

**Housing Turnover Accelerated.** Housing turnover and home prices, which are leading indicators of home-related spending, accelerated in May and have remained in meaningfully positive territory for the last 11 months. Housing turnover accelerated to +39.4% y/y in May from +34.6% y/y in April. The increase was driven by a 44.6% increase in existing home sales, as well as a 9.2% increase in new home sales (to a SAAR of 769K). Notably, the supply of existing homes remains tight, though it has eased slightly on a y/y basis (down 20.6% y/y to 1.23M, but up 7.0% sequentially). In April (the most recently available data), the Case-Shiller 10-city composite index was up 14.4% y/y (vs. up 12.9% y/y for March).

### Consumer/Retail Hardlines

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Stock Implications ▲ Positive, ▼ Negative, — Neutral						
Company	Stock	Rating	Target	Price	Mkt Cap.	
▲ ACCO Brands Corporation	ACCO	OW	\$12.00	\$8.79	\$835.9M	
▲ Home Depot, Inc. (The)	HD	SW	NA	\$321.54	\$345,655.5M	
▲ Lowe's Companies, Inc.	LOW	SW	NA	\$195.82	\$140,990.4M	
▲ PROG Holdings, Inc.	PRG	OW	\$70.00	\$47.84	\$3,265.6M	
▲ Rent-A-Center, Inc.	RCII	OW	\$75.00	\$54.25	\$3,689.0M	
▲ The Aaron's Company, Inc.	AAN	SW	NA	\$32.17	\$1,123.3M	

For analyst certification and important disclosures, please refer to the Disclosure Appendix.

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**Job Growth Below Expectations.** Job growth was positive in May for the fifth consecutive month. Non-farm payrolls increased by 559K in May, which was below the consensus of a 650K increase. As of May, non-farm employment is down by 7.6M, or 5.0%, from its pre-pandemic level in February 2020. Notable job gains in leisure and hospitality (+292K) with the bulk of 186K coming in restaurants and bars, and public and private education (+144k) with the benefits of reopening, and healthcare and social assistance (+46k), were partially offset by losses in construction (-20K). April NFP was revised up to +278K from +266K, and March NFP was revised up to +785K from +770K. This compares to an average decline of 785K in 2020, average growth of 168K in 2019, and 193K in 2018. The unemployment rate decreased 30 bps m/m to 5.8% in May (vs. consensus of 5.9%). Average weekly earnings were down 2.4% y/y in May, due to a 3.0% decrease in average real hourly earnings, partially offset by a 0.6% increase in working hours. On a m/m basis, real wages decreased 0.2%, while working hours remained flat at 34.9.

**Consumer Confidence Increased.** Consumer confidence is one of the most important leading/coincident indicators of high-ticket spending, which improved further in June, following gains in each of the previous four months. The index stood at 127.3 in June, up from the upwardly revised 120.0 (from 117.2) in May, and marked the highest level since March 2020 when the pandemic hit. The Present Situation Index increased to 157.7 from 148.7, suggesting economic growth has strengthened further in 2Q. The Expectations Index improved to 107.0 in June from 100.9 in May as consumers' short-term optimism rebounded, buoyed by expectations that business conditions and their own financial prospects will continue improving in the months ahead. While short-term inflation expectations increased, consumer spending activity is expected to remain robust and support economic growth in the short term, evidenced by an increase in the proportion of consumers planning to purchase homes, automobiles, and major appliances. Vacation intentions also rose, reflecting a continued increase in spending on services.

**Gasoline Prices Increased.** At current levels, we estimate gasoline prices should be a headwind for consumers in 3Q21 and 2021. For the June month, gasoline prices were up 42.2% y/y and up 2.1% m/m. Considering the current price of gas, we estimate the average American will spend \$572 more in 2021 vs. 2020. For 2020, we estimate the average American spent \$323 less vs. 2019. This compares to savings of \$92 in 2019 vs. 2018, \$275 of increased spending in 2018 vs. 2017, and \$213 increased spending in 2017 vs. 2016. Looking ahead, consumers are on pace to spend \$170 more in 3Q21 vs. 3Q20 (following \$193 of increased spending in 2Q21 vs. 2Q20, \$33 of increased spending in 1Q21 vs. 1Q20, \$82 of savings in 4Q20 vs. 4Q19, \$88 of savings in 3Q20 vs. 3Q19, \$159 of savings in 2Q20 vs. 2Q19, \$7 of increased spending in 1Q20 vs. 1Q19, \$6 of savings in 4Q19 vs. 4Q18, \$35 of savings in 3Q19 vs. 3Q18, \$10 of savings in 2Q19 vs. 2Q18, and \$41 savings in 1Q19 vs. 1Q18).

This report includes the following items: valuation, stock price returns, consensus EPS trends, short interest, comp trends, commodity price trends, and economic data.

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# COMPARATIVE VALUATION (AS OF 6/30/2021)

		Market Data			Valuation						Growth			
		Price	Market	Enterprise	Price to Earnings		EV to EBITDA		Price to Sales		EPS		Sales	
Company	Ticker	6/30/2021	Cap (\$ mm)	Value (\$ mm)	2021E	2022E	2021E	2022E	2021E	2022E	2021E	2022E	2021E	2022E
Consumer Electronics														
Best Buy	BBY	\$114.98	29,515	26,531	13.9x	13.6x	7.4x	7.5x	0.6x	0.6x	12%	3%	4%	-1%
GameStop	GME	\$214.14	14,133	13,487	--	563.5x	236.6x	95.6x	2.5x	2.4x	n/a	n/a	12%	2%
Mean			21,824	20,009	13.9x	288.5x	122.0x	51.6x	1.5x	1.5x	12%	3%	8%	0%
Home Furnishings														
Bed Bath & Beyond	BBBY	\$33.29	3,554	3,610	22.7x	15.8x	7.0x	6.0x	0.4x	0.4x	n/a	43%	-12%	0%
At Home Group	HOME	\$36.84	2,562	2,721	20.3x	17.9x	9.8x	8.5x	1.4x	1.2x	-33%	13%	8%	10%
Williams-Sonoma	WSM	\$159.65	12,530	11,890	13.6x	14.0x	8.7x	8.8x	1.6x	1.6x	31%	-3%	13%	1%
Container Store Group	TCS	\$13.04	678	826	11.9x	12.7x	6.1x	6.5x	0.7x	0.7x	263%	-6%	6%	5%
Mean			4,831	4,762	17.1x	15.1x	7.9x	7.5x	1.0x	1.0x	87%	12%	4%	4%
Furniture														
Ethan Allen	ETH	\$27.60	701	592	12.3x	11.3x	6.6x	6.2x	1.0x	0.9x	461%	9%	16%	9%
Haverty's	HVT	\$42.76	862	652	11.0x	10.6x	5.7x	5.5x	0.9x	0.9x	24%	4%	25%	2%
La-Z-Boy	LZB	\$37.04	1,713	1,301	14.8x	12.6x	7.0x	6.1x	1.0x	0.8x	18%	18%	1%	20%
Restoration Hardware	RH	\$679.00	21,192	22,084	29.9x	27.0x	21.9x	19.8x	5.8x	5.4x	101%	11%	28%	8%
Lovesac	LOVE	\$79.79	1,282	1,217	94.6x	47.5x	45.4x	29.5x	3.0x	2.4x	-13%	99%	36%	24%
Mean			5,150	5,169	32.5x	21.8x	17.3x	13.4x	2.3x	2.1x	118%	28%	21%	13%
Home Improvement														
Central Garden and Pet	CENTA	\$48.30	2,664	3,603	18.5x	16.2x	12.3x	11.4x	0.8x	0.8x	15%	14%	17%	4%
The Home Depot	HD	\$318.89	342,807	372,020	22.5x	21.4x	15.6x	15.2x	2.4x	2.3x	6%	5%	9%	2%
Lowe's	LOW	\$193.97	139,658	156,210	17.7x	16.3x	12.3x	11.9x	1.5x	1.5x	12%	8%	2%	2%
Tractor Supply	TSCO	\$186.06	21,811	21,683	25.2x	24.0x	15.6x	15.1x	1.9x	1.8x	-2%	5%	10%	3%
Floor & Décor	FND	\$105.70	11,320	11,164	46.0x	38.9x	24.5x	20.6x	3.5x	2.9x	22%	18%	33%	20%
Lumber Liquidators	LL	\$21.10	623	516	15.6x	14.9x	7.1x	5.9x	0.5x	0.5x	-43%	5%	8%	4%
Scotts Miracle	SMG	\$191.92	10,959	13,480	20.8x	20.5x	15.3x	15.4x	2.3x	2.3x	32%	1%	17%	0%
Spectrum Brands Holding	SPB	\$85.04	3,648	5,928	13.6x	13.3x	9.0x	8.9x	0.8x	0.8x	130%	2%	15%	-1%
Leslie's	LESL	\$27.49	5,135	5,843	35.8x	33.0x	23.5x	21.3x	4.0x	3.7x	114%	8%	16%	7%
Pool Corporation	POOL	\$458.66	18,734	19,141	37.0x	34.6x	26.4x	25.0x	3.8x	3.6x	35%	7%	27%	5%
Tile Shop	TTS	\$8.05	411	375	--	--	--	--	--	--	--	--	--	--
Mean			50,707	55,451	25.3x	23.3x	16.2x	15.1x	2.1x	2.0x	32%	7%	15%	5%
Mattress														
Sleep Number	SNBR	\$109.95	2,919	3,231	16.3x	15.5x	11.2x	10.5x	1.3x	1.2x	38%	5%	20%	6%
Tempur-Pedic	TPX	\$39.19	8,234	9,803	14.2x	12.4x	9.8x	9.0x	1.8x	1.7x	53%	15%	26%	8%
Purple Innovation	PRPL	\$26.41	1,806	1,745	30.8x	21.8x	19.3x	13.7x	2.2x	1.7x	n/a	41%	28%	25%
Leggett & Platt	LEG	\$51.81	7,062	8,732	19.0x	17.0x	11.9x	11.0x	1.4x	1.4x	44%	12%	15%	4%
Casper Sleep	CSPR	\$8.24	336	338	--	--	--	19.7x	0.6x	0.5x	n/a	n/a	23%	16%
Mean			4,071	4,770	20.1x	16.7x	13.1x	12.8x	1.4x	1.3x	45%	18%	22%	12%
Office Products														
ACCO Brands	ACCO	\$8.63	821	1,950	7.1x	5.7x	6.7x	5.9x	0.4x	0.4x	57%	23%	18%	4%
Office Depot	ODP	\$48.01	2,545	2,159	11.1x	10.6x	4.0x	3.9x	0.3x	0.3x	381%	5%	-4%	-1%
Mean			1,683	2,054	9.1x	8.2x	5.4x	4.9x	0.3x	0.3x	219%	14%	7%	2%
Rent-to-Own														
Aaron's	AAN	\$31.99	1,117	1,056	11.2x	11.3x	5.3x	5.3x	0.6x	0.6x	62%	-1%	1%	-2%
PROG Holdings Inc	PRG	\$48.13	3,285	3,184	12.1x	10.9x	8.2x	7.3x	1.2x	1.0x	27%	11%	12%	16%
Conn's	CONN	\$25.50	762	1,248	8.7x	10.5x	6.2x	6.7x	0.5x	0.5x	12215%	-17%	9%	9%
Rent-A-Center	RCII	\$53.07	3,518	4,728	9.4x	8.3x	7.6x	6.2x	0.8x	0.7x	34%	13%	61%	14%
Mean		38.29	2,171	2,554	10.3x	10.2x	6.8x	6.4x	0.8x	0.7x	3085%	1%	21%	9%
Dollar and Discount														
Big Lots	BIG	\$66.01	2,379	1,798	9.8x	9.7x	3.9x	4.1x	0.4x	0.4x	-8%	1%	-1%	1%
Dollar General	DG	\$216.39	51,999	55,441	21.2x	19.3x	14.3x	13.3x	1.5x	1.4x	-4%	10%	1%	8%
Dollar Tree	DLTR	\$99.50	23,323	25,077	16.6x	14.6x	9.4x	8.8x	0.9x	0.8x	-9%	14%	3%	5%
Five Below	FIVE	\$193.27	10,876	10,493	40.6x	34.6x	23.7x	20.1x	3.9x	3.3x	103%	17%	42%	18%
Ollie's Bargain Outlet	OLLI	\$84.13	5,563	5,091	29.0x	25.7x	17.7x	15.6x	3.0x	2.6x	-21%	13%	4%	13%
Mean			18,828	19,580	9.8x	9.7x	13.8x	12.4x	0.4x	0.4x	12%	11%	-1%	1%
Auto Parts														
Advance Auto Parts	AAP	\$205.14	13,560	13,713	18.8x	16.8x	11.3x	10.2x	1.3x	1.2x	33%	12%	5%	3%
AutoZone	AZO	\$1,492.22	33,597	37,890	16.9x	16.3x	11.9x	12.1x	2.4x	2.4x	18%	4%	12%	0%
O'Reilly Automotive	ORLY	\$566.21	40,209	43,723	21.9x	20.4x	15.5x	15.1x	3.3x	3.2x	10%	7%	5%	4%
Mean			29,122	31,775	19.2x	17.9x	12.9x	12.5x	2.3x	2.3x	20%	8%	7%	2%
Specialty														
Gap	GPS	\$33.65	12,955	12,632	19.2x	15.4x	7.7x	6.7x	0.8x	0.7x	n/a	25%	24%	3%
Ross Stores	ROST	\$124.00	44,066	41,213	28.6x	23.4x	16.4x	14.3x	2.4x	2.3x	453%	22%	45%	8%
Burlington Stores	BURL	\$321.99	21,906	22,460	36.4x	31.2x	20.8x	18.0x	2.5x	2.3x	n/a	16%	55%	8%
Nordstrom	JWN	\$36.57	5,796	8,966	30.3x	15.8x	7.9x	6.5x	0.4x	0.4x	n/a	91%	28%	5%
TJX	TJX	\$67.42	82,355	78,914	26.1x	21.4x	14.8x	12.8x	1.8x	1.7x	408%	22%	43%	7%
Macy's	M	\$18.96	6,041	9,095	8.8x	9.1x	4.4x	4.6x	0.3x	0.3x	n/a	-4%	22%	0%
Ulta Beauty	ULTA	\$345.77	19,423	18,475	28.6x	24.8x	15.9x	14.5x	2.5x	2.3x	160%	15%	27%	7%
Urban Outfitters	URBN	\$41.22	4,094	3,565	15.6x	14.8x	7.6x	7.4x	0.9x	0.9x	2208%	5%	27%	5%
Mean			24,579	24,415	24.2x	19.5x	12.0x	10.6x	1.4x	1.3x	807%	24%	34%	6%
Mass														
Amazon	AMZN	\$3,440.16	1,764,802	1,741,486	61.6x	47.6x	22.8x	18.3x	3.6x	3.0x	-10%	29%	27%	19%
Costco	COST	\$395.67	175,728	172,189	37.4x	34.5x	20.8x	19.2x	0.9x	0.9x	4%	8%	15%	7%
Target	TGT	\$241.74	121,692	126,558	19.7x	19.9x	11.8x	11.9x	1.2x	1.2x	24%	-1%	9%	2%
Wal-Mart	WMT	\$141.02	398,946	424,544	23.6x	22.5x	11.9x	11.7x	0.7x	0.7x	-23%	5%	-1%	3%
Mean			615,292	616,194	35.6x	31.1x	16.8x	15.3x	1.6x	1.4x	-1%	10%	12%	8%

Note: Current valuation based on consensus estimates.

Note: Highlighted area represents companies under coverage by KBCM Hardlines team.

Note: Long-term earnings growth pulled from Thomson Reuters.

Source: Thomson Reuters, company reports, KeyBanc Capital Markets Inc.

# STOCK PRICE RETURNS (AS OF 6/30/2021)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	YTD 2021	June	Last Week
BBY	7.0%	-46.6%	40.4%	-13.1%	-31.8%	-49.3%	236.5%	-2.3%	-20.9%	42.0%	60.5%	-22.7%	65.8%	13.7%	15.2%	-1.1%	3.4%
GME	125.4%	-65.1%	1.3%	4.3%	5.5%	4.0%	96.3%	-31.4%	-17.0%	-9.9%	-28.9%	-29.7%	-51.8%	209.9%	1036.6%	-3.5%	-2.4%
CE Avg.	66.2%	-55.9%	20.8%	-4.4%	-13.2%	-22.7%	166.4%	-16.8%	-19.0%	16.1%	15.8%	-26.2%	7.0%	111.8%	525.9%	-2.3%	0.5%
BBBY	-22.9%	-13.5%	51.9%	27.3%	17.9%	-3.6%	43.6%	-5.1%	-36.7%	-15.8%	-45.9%	-48.5%	52.8%	2.7%	87.4%	18.9%	13.6%
HOME	-	-	-	-	-	-	-	-	-	-	107.7%	-38.6%	-70.5%	181.1%	138.3%	-1.9%	0.2%
WSM	-17.6%	-69.7%	164.4%	71.8%	7.9%	13.7%	33.2%	29.9%	-22.8%	-17.2%	6.8%	-2.4%	45.6%	38.7%	56.8%	-5.8%	1.2%
KIRK	-80.5%	170.4%	555.5%	-19.2%	-5.2%	-20.4%	123.5%	-0.1%	-35.0%	7.0%	-22.9%	-20.4%	-87.0%	1341.9%	28.0%	-11.0%	0.7%
TCS	-	-	-	-	-	-	-	-59.0%	-57.1%	-22.6%	-25.4%	0.6%	-11.5%	126.1%	36.7%	-3.8%	3.5%
HF Avg.	-40.3%	29.1%	257.2%	26.6%	6.9%	-3.4%	66.8%	-8.6%	-37.9%	-12.1%	4.1%	-21.9%	-14.1%	338.1%	69.4%	-0.7%	3.8%
ETH	-21.1%	-49.6%	-6.6%	49.1%	18.5%	8.4%	18.3%	1.8%	-10.2%	32.5%	-22.4%	-37.8%	14.2%	6.0%	39.8%	-4.4%	1.1%
HVT	-39.3%	3.8%	47.2%	-5.5%	-15.4%	48.5%	91.9%	-26.6%	-2.6%	15.7%	-4.4%	-13.1%	7.3%	46.8%	54.5%	-6.9%	5.0%
LZB	-33.2%	-72.6%	339.2%	-5.4%	31.9%	18.9%	119.1%	-13.4%	-9.0%	27.1%	0.5%	-11.2%	13.6%	26.6%	-7.0%	-10.2%	-2.2%
RH	n/a	n/a	n/a	n/a	n/a	-	99.5%	42.7%	-17.2%	-61.4%	180.8%	39.0%	78.2%	109.6%	51.7%	5.9%	-0.9%
LOVE	-	-	-	-	-	-	-	-	-	-	-	-	-30.0%	168.5%	85.2%	-3.9%	14.8%
Furniture Avg.	-31.2%	-39.5%	126.6%	12.8%	11.7%	25.3%	82.2%	1.1%	-9.8%	3.5%	38.6%	-5.8%	16.7%	71.5%	44.8%	-3.9%	3.5%
CENTA	-	10.1%	68.5%	-0.6%	-15.8%	25.8%	-35.5%	41.5%	42.4%	127.2%	22.0%	-17.1%	-6.0%	23.7%	32.9%	-4.3%	-1.0%
HD	-32.9%	-14.6%	25.7%	21.2%	19.9%	47.1%	33.1%	27.5%	26.0%	1.4%	41.4%	-9.3%	27.1%	21.6%	20.1%	0.0%	2.3%
LOW	-27.4%	-4.9%	8.7%	7.2%	1.2%	40.0%	39.5%	38.8%	10.5%	30.7%	-0.6%	29.7%	34.0%	20.8%	20.8%	-0.4%	1.5%
TSCO	-19.6%	0.6%	46.6%	83.1%	44.7%	26.0%	75.6%	1.6%	8.5%	-11.3%	-1.4%	11.6%	12.0%	50.4%	32.4%	2.4%	3.7%
FND	-	-	-	-	-	-	-	-	-	-	-	-46.8%	96.2%	82.7%	13.8%	7.5%	5.8%
LL	-	17.5%	153.8%	-7.1%	-29.1%	199.2%	94.8%	-36.6%	-73.8%	-9.3%	99.4%	2.6%	214.6%	-31.4%	-31.4%	-7.4%	0.7%
SMG	-27.6%	-20.6%	32.3%	29.2%	-8.0%	-5.7%	41.2%	3.6%	3.5%	48.1%	12.0%	-42.6%	72.8%	93.1%	-3.6%	-11.7%	0.1%
SPB	4.6%	-17.6%	16.4%	-11.8%	-35.2%	91.8%	54.1%	19.5%	-4.2%	14.7%	8.9%	-59.8%	52.2%	22.8%	7.7%	-4.3%	3.6%
LESL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-0.9%	1.6%
POOL	-49.4%	-9.4%	6.2%	18.1%	33.5%	40.6%	37.4%	9.1%	27.3%	29.2%	24.3%	14.7%	42.9%	75.4%	23.1%	5.1%	0.8%
TTS	-	-	-	-	0.5%	72.6%	7.4%	-50.9%	84.7%	19.2%	-50.9%	-42.9%	-69.2%	154.4%	87.2%	3.2%	-7.3%
Hi Avg.	-25.4%	-4.9%	44.8%	17.4%	1.3%	59.7%	38.6%	6.1%	13.9%	23.6%	20.7%	-26.3%	26.0%	77.3%	18.4%	-1.4%	1.1%
SNBR	-59.7%	-96.4%	2508.0%	40.0%	137.6%	20.7%	-19.4%	28.2%	-20.8%	5.7%	66.2%	-15.6%	55.2%	66.2%	34.3%	-1.4%	1.9%
TPX	26.9%	-72.7%	233.3%	69.5%	31.1%	-40.1%	71.4%	1.8%	28.3%	-3.1%	-8.2%	-34.0%	110.3%	24.1%	45.1%	1.8%	4.7%
PRPL	-	-	-	-	-	-	-	-	0.4%	1.1%	-41.4%	47.9%	278.2%	-19.8%	-19.8%	-7.4%	-4.2%
LEG	-27.0%	-12.9%	34.3%	11.6%	1.2%	18.1%	13.7%	37.7%	-1.4%	16.3%	-2.4%	-24.9%	41.8%	-12.8%	17.0%	-5.9%	2.5%
CSPR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34.0%	-9.7%	-6.2%
Mattress Avg.	-19.9%	-60.7%	925.2%	40.4%	56.6%	-0.4%	21.9%	22.5%	2.0%	4.8%	14.2%	-29.0%	63.8%	88.9%	22.1%	-4.5%	-0.3%
ACCO	-39.4%	-78.5%	111.0%	17.0%	13.3%	-23.9%	-8.4%	34.1%	-20.9%	83.0%	-6.5%	-44.4%	38.1%	-9.7%	2.1%	-5.3%	2.7%
ODP	-63.6%	-78.6%	116.4%	-16.3%	-60.2%	52.6%	61.3%	62.1%	-34.2%	-19.9%	-21.7%	-27.1%	6.2%	6.9%	63.9%	9.8%	2.6%
Office Avg.	-51.5%	-78.5%	113.7%	0.4%	-23.5%	14.3%	26.4%	48.1%	-27.5%	31.6%	-14.1%	-35.8%	22.1%	-1.4%	33.0%	2.2%	2.7%
AAN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68.7%	-11.1%	-4.0%
PRG	-34.6%	27.2%	2.5%	35.9%	30.8%	6.0%	4.0%	4.0%	-26.8%	42.9%	24.6%	5.5%	35.8%	11.3%	-10.7%	-8.7%	-0.2%
CONN	-26.5%	-50.4%	-31.1%	-9.4%	137.2%	176.2%	156.7%	-76.2%	25.6%	-46.1%	181.0%	-46.9%	-34.3%	-5.6%	118.1%	10.0%	-2.6%
RCII	-50.8%	21.6%	0.4%	82.2%	14.6%	-7.1%	-3.0%	8.9%	-58.8%	-24.8%	-1.3%	45.9%	78.1%	32.8%	38.6%	-14.1%	1.5%
Rent-to-Own Avg.	-37.3%	-0.6%	-9.4%	36.2%	60.9%	58.4%	52.6%	-21.1%	-20.0%	-9.4%	68.1%	1.5%	26.5%	12.8%	53.7%	-6.0%	-1.3%
BIG	-30.2%	-9.4%	100.0%	5.1%	-24.6%	13.5%	23.9%	-3.7%	30.3%	11.8%	11.8%	-48.5%	-0.7%	49.5%	53.8%	8.3%	-0.6%
DG	n/a	n/a	n/a	36.7%	7.2%	36.8%	17.2%	1.7%	3.1%	25.6%	25.6%	16.2%	44.3%	34.8%	2.9%	6.6%	1.1%
DLTR	-13.9%	60.8%	15.9%	74.2%	-2.4%	39.1%	24.7%	9.7%	-0.1%	39.0%	39.0%	-15.8%	4.1%	14.9%	-7.9%	2.1%	-2.0%
FIVE	n/a	n/a	n/a	n/a	n/a	34.8%	-5.5%	-21.4%	24.5%	66.0%	66.0%	54.3%	25.0%	36.9%	10.5%	5.0%	-1.2%
QLLI	n/a	n/a	n/a	n/a	-	-	-	-	67.3%	87.2%	87.2%	24.9%	-1.8%	25.2%	2.9%	-2.7%	-0.3%
Dollar and Discount	-22.1%	25.7%	57.9%	38.7%	-6.6%	31.0%	15.1%	-3.4%	25.0%	45.9%	45.9%	6.2%	14.2%	32.2%	12.4%	3.9%	-0.6%
AAP	6.8%	-11.4%	20.3%	63.4%	5.3%	3.9%	53.0%	43.9%	-5.5%	12.4%	-41.1%	57.9%	1.7%	-1.7%	30.2%	8.1%	2.2%
AZO	3.8%	16.3%	13.3%	72.4%	19.2%	9.1%	34.8%	29.5%	19.8%	6.5%	-9.9%	17.8%	42.1%	-0.5%	25.9%	6.1%	3.4%
ORLY	1.2%	-5.2%	24.0%	58.5%	32.3%	11.8%	43.9%	49.7%	31.6%	9.9%	-13.6%	43.1%	27.3%	3.3%	25.1%	5.8%	3.0%
Auto Avg.	3.9%	-0.1%	19.2%	64.8%	18.9%	8.3%	43.9%	41.0%	15.3%	9.6%	-21.5%	39.6%	23.7%	0.4%	27.1%	6.7%	2.9%
GPS	9.1%	-37.1%	56.5%	5.7%	-16.2%	67.3%	25.9%	7.8%	-41.3%	-9.1%	51.8%	-24.4%	-31.4%	14.2%	66.7%	0.6%	2.2%
ROST	-12.7%	16.3%	43.7%	48.1%	50.3%	13.8%	38.5%	25.8%	14.2%	21.9%	22.3%	3.7%	39.9%	5.5%	1.0%	-1.9%	2.6%
BURL	-	-	-	-	-	-	-	47.7%	-9.2%	97.6%	45.2%	32.2%	40.2%	14.7%	23.1%	-0.4%	2.3%
JWN	-25.6%	-63.8%	182.3%	12.8%	17.3%	7.6%	15.5%	28.5%	-32.8%	-3.8%	-1.1%	-1.6%	-12.2%	-23.7%	17.2%	9.0%	4.0%
PRTY	-	-	-	-	-	-	-	-	-	10.0%	-1.8%	-28.5%	-76.6%	162.8%	51.7%	1.1%	-5.4%
TJX	0.7%	-28.4%	77.7%	21.5%	45.4%	31.5%	50.1%	7.6%	3.4%	6.0%	1.8%	17.0%	36.5%	11.8%	-1.3%	-0.2%	2.4%
M	-32.2%	-60.0%	61.9%	51.0%	27.2%	21.3%	36.9%	23.1%	-46.8%	2.4%	-29.7%	18.2%	-42.9%	-33.8%	68.5%	3.7%	1.0%
ULTA	-	-51.7%	119.3%	87.2%	90.9%	51.4%	-1.8%	32.4%	44.7%	37.8%	-12.3%	9.5%	3.4%	13.4%	20.4%	0.1%	1.3%
URBN	18.4%	-45.0%	133.6%	2.3%	-23.0%	42.8%	-5.7%	-5.3%	-35.2%	25.2%	23.1%	-5.3%	-16.4%	-7.8%	61.0%	5.3%	2.9%
Specialty Avg.	-7.0%	-38.5%	96.4%	32.6%	27.4%	33.7%	22.8%	20.9%	-12.9%	22.2%	12.6%	6.2%	2.1%	-0.7%	32.1%	2.0%	2.3%
AMZN	134.8%	-44.6%	162.3%	33.8%	-3.8%	44.9%	59.0%	-22.2%	117.8%	10.9%	56.0%	28.4%	23.0%	76.3%	5.6%	6.7%	-1.8%
COST	31.9%	-24.7%	12.7%	22.0%	15.4%	18.5%	20.5%	19.1%	17.7%	-0.9%	20.9%	9.5%	44.3%	31.5%	5.0%	4.6%	0.9%
TGT	-12.4%	-30.9%	40.1%	24.3%	-14.8%	15.5%	6.9%	20.0%	-4.3%	-0.5%	-9.7%	1.3%	94.0%	37.7%	36.9%	6.5%	1.9%
WMT	2.9%	17.9%	-4.7%	0.9%	10.8%	14.2%	15.3%	9.1%	-28.6%	12.8%	42.9%	-5.7%	27.6%	21.3%	-2.2%	-0.7%	3.7%
Mass Avg.	39.3%	-20.6%	52.6%	20.3%	1.9%	23.3%	25.4%	6.5%	25.6%	5.6%	27.5%	8.4%	47.2%	41.7%	11.4%	4.3%	1.2%
Hardlines Avg.	-25.6%	-25.3%	207.0%	30.9%	22.3%	21.6%	48.4%	5.9%	0.9%	18.3%	35.9%	-10.4%	28.0%	46.4%	35.3%	-1.0%	1.0%

Note: Results presented cannot and should not be taken as an indicator of future performance.

Note: Highlighted area represents companies under coverage by KBCM Hardlines team.

Source: Thomson Reuters and KeyBanc Capital Markets Inc.

## CHANGE IN CONSENSUS ESTIMATES (AS OF 6/30/2021)

	Current Year Estimate			Current Quarter Estimate	
	vs. Last Year	vs. 3 Mo Ago	vs. 1 Mo Ago	vs. 3 Mo Ago	vs. 1 Mo Ago
<b><u>Consumer Electronics</u></b>					
BBY	34.1%	14.1%	1.5%	27.4%	0.2%
GME	n/a	n/a	n/a	n/a	n/a
<b>CE Average</b>	<b>34.1%</b>	<b>14.1%</b>	<b>1.5%</b>	<b>27.4%</b>	<b>0.2%</b>
<b><u>Home Furnishings</u></b>					
BBBY	n/a	12.0%	-0.5%	4.2%	-0.3%
HOME	437.0%	13.8%	9.4%	8.1%	6.8%
WSM	141.7%	22.7%	1.1%	16.6%	0.5%
TCS	180.0%	24.2%	0.0%	160.0%	0.0%
<b>HF Average</b>	<b>252.9%</b>	<b>18.2%</b>	<b>2.5%</b>	<b>47.3%</b>	<b>1.7%</b>
<b><u>Furniture</u></b>					
ETH	505.4%	31.0%	4.5%	145.3%	30.0%
HVT	305.8%	64.2%	-0.6%	57.7%	-7.3%
LZB	35.0%	-0.6%	-0.6%	0.3%	4.0%
RH	67.5%	8.7%	7.8%	9.7%	8.4%
LOVE	n/a	220.8%	96.1%	n/a	n/a
<b>HF Average</b>	<b>228.4%</b>	<b>64.8%</b>	<b>21.5%</b>	<b>53.3%</b>	<b>8.8%</b>
<b><u>Home Improvement</u></b>					
CENT	47.1%	13.1%	0.0%	-8.9%	1.0%
HD	27.4%	11.5%	0.2%	10.9%	0.0%
LOW	49.8%	12.8%	0.4%	11.1%	0.0%
TSCO	29.7%	9.7%	0.1%	10.2%	0.4%
FND	79.0%	19.3%	0.7%	34.6%	2.3%
LL	210.6%	5.7%	-3.8%	-1.7%	-0.6%
SMG	47.6%	4.9%	-0.4%	2.5%	0.0%
SPB	99.9%	9.1%	1.1%	-1.7%	5.0%
LESL	n/a	29.4%	6.9%	13.7%	7.9%
POOL	73.0%	31.2%	0.2%	21.1%	0.3%
TTS	n/a	n/a	n/a	n/a	n/a
<b>HI Average</b>	<b>73.8%</b>	<b>14.7%</b>	<b>0.5%</b>	<b>9.2%</b>	<b>1.6%</b>
<b><u>Mattress</u></b>					
SNBR	202.7%	10.7%	0.0%	126.9%	3.5%
TPX	116.7%	13.8%	1.1%	35.8%	4.6%
PRPL	40.2%	-0.5%	-15.3%	-9.0%	-15.8%
LEG	28.1%	10.3%	0.0%	8.5%	0.0%
CSPR	n/a	n/a	n/a	n/a	n/a
<b>Mattress Average</b>	<b>96.9%</b>	<b>8.6%</b>	<b>-3.6%</b>	<b>40.5%</b>	<b>-1.9%</b>
<b><u>Office Products</u></b>					
ACCO	4.8%	8.9%	0.0%	31.6%	0.0%
ODP	-84.7%	18.1%	0.0%	-4.1%	0.0%
<b>Office Products Average</b>	<b>-39.9%</b>	<b>13.5%</b>	<b>0.0%</b>	<b>13.7%</b>	<b>0.0%</b>
<b><u>Rent-to-Own</u></b>					
AAN	n/a	43.9%	1.1%	27.9%	1.9%
PRG	-0.8%	10.0%	0.8%	-6.6%	0.4%
CONN	189.7%	78.0%	69.8%	22.0%	6.1%
RCII	115.7%	6.8%	0.1%	7.6%	0.3%
<b>Rent-to-Own Average</b>	<b>101.5%</b>	<b>34.7%</b>	<b>17.9%</b>	<b>12.7%</b>	<b>2.2%</b>
<b><u>Dollar and Discount</u></b>					
BIG	35.9%	19.3%	2.7%	6.2%	5.7%
DG	15.3%	7.6%	0.1%	2.0%	0.1%
DLTR	6.5%	-3.1%	-0.5%	-11.7%	-0.9%
FIVE	30.4%	13.0%	12.8%	54.7%	55.3%
OLLI	4.9%	6.8%	0.6%	2.1%	-0.1%
<b>Discount Average</b>	<b>18.6%</b>	<b>8.7%</b>	<b>3.2%</b>	<b>10.7%</b>	<b>12.0%</b>
<b><u>Auto Parts</u></b>					
AAP	28.8%	11.3%	5.8%	11.6%	9.0%
AZO	27.8%	12.0%	0.2%	7.5%	-0.9%
ORLY	30.1%	9.2%	0.1%	11.7%	0.5%
<b>Auto Parts Average</b>	<b>28.9%</b>	<b>10.8%</b>	<b>2.1%</b>	<b>10.3%</b>	<b>2.9%</b>
<b><u>Specialty</u></b>					
GPS	79.0%	32.9%	-0.4%	-3.0%	-0.4%
ROST	-0.2%	6.2%	0.4%	-9.4%	-0.2%
BURL	21.2%	26.8%	4.5%	16.4%	0.5%
JWN	-32.3%	11.0%	4.6%	-1.8%	1.3%
TJX	0.8%	13.1%	-0.2%	18.2%	-0.6%
M	247.1%	211.4%	1.7%	n/a	0.0%
ULTA	8.3%	24.7%	3.7%	15.7%	0.2%
URBN	96.1%	57.6%	1.2%	70.6%	0.0%
<b>Specialty Average</b>	<b>50.3%</b>	<b>55.4%</b>	<b>1.7%</b>	<b>15.2%</b>	<b>0.1%</b>
<b><u>Mass</u></b>					
AMZN	49.8%	17.3%	0.2%	12.9%	0.0%
COST	14.3%	6.1%	0.2%	2.8%	0.3%
TGT	80.4%	40.6%	0.5%	39.4%	0.1%
WMT	9.8%	10.9%	0.0%	6.8%	0.1%
<b>Mass Average</b>	<b>38.6%</b>	<b>18.7%</b>	<b>0.2%</b>	<b>15.5%</b>	<b>0.1%</b>
<b>TOTAL AVERAGE</b>	<b>80.2%</b>	<b>23.7%</b>	<b>2.5%</b>	<b>21.1%</b>	<b>2.6%</b>

Note: Highlighted area represents companies under coverage by KBCM Hardlines team.

Source: Thomson Reuters and KeyBanc Capital Markets Inc.

## SHORT INTEREST (AS OF 6/30/2021)

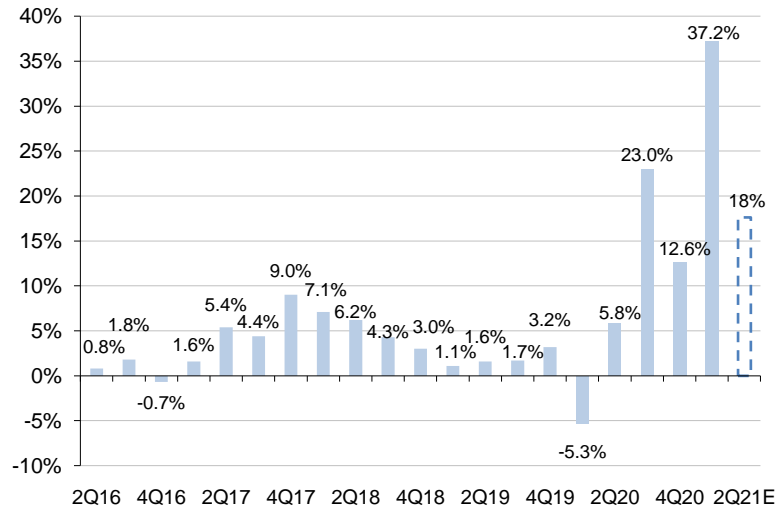
Stock	Short Interest		
	Short Interest	As % of Float	Days to Cover
BBBY	20,440,725	19.5%	1.9
KIRK	2,439,832	18.3%	3.9
GME	9,670,734	16.6%	1.2
SNBR	3,729,797	16.0%	8.8
OLLI	9,054,190	16.0%	10.0
JWN	17,473,499	15.8%	5.9
RH	2,866,502	15.2%	3.7
LOVE	1,864,449	14.7%	11.4
BIG	4,624,118	14.3%	5.6
HVT	2,178,641	14.2%	8.1
TCS	4,249,483	13.9%	6.9
M	43,114,392	13.8%	3.0
ANF	6,970,404	11.5%	4.1
CONN	1,340,780	8.7%	2.6
WSM	6,144,396	8.3%	5.9
URBN	4,802,632	8.0%	2.4
ODP	4,085,605	7.7%	9.4
GPS	14,895,206	7.4%	2.6
ETH	1,358,044	6.0%	4.0
PRTY	6,069,336	5.8%	5.8
PRPL	3,640,799	5.5%	2.2
TSCO	6,163,897	5.4%	6.7
LL	1,449,540	5.2%	3.9
FIVE	2,829,160	5.2%	4.7
HOME	3,229,800	5.0%	1.3
AAP	3,188,062	4.9%	3.9
LZB	2,076,775	4.7%	3.6
LEG	6,106,135	4.6%	8.1
TPX	8,149,041	4.1%	4.7
PRG	2,386,451	3.6%	5.3
ULTA	1,836,308	3.5%	7.0
ACCO	3,085,180	3.4%	6.0
BBY	7,362,346	3.3%	3.3
DLTR	6,241,273	2.7%	2.0
RCII	1,514,508	2.3%	1.4
AZO	474,991	2.2%	2.4
AAN	732,535	2.1%	2.1
DG	4,893,961	2.1%	2.6
FND	2,044,386	2.0%	8.2
TGT	9,229,907	1.9%	3.1
ORLY	1,213,270	1.8%	2.5
CENTA	639,324	1.6%	2.4
LOW	9,051,212	1.3%	2.4
AMZN	4,752,347	1.1%	1.5
WMT	15,501,522	1.1%	2.0
HD	11,015,172	1.0%	2.7
COST	4,239,412	1.0%	5.7
TJX	10,840,361	0.9%	5.8

*Note: Highlighted area represents companies under coverage by KBCM Hardlines team.  
Source: Thomson Reuters, Bloomberg, and KeyBanc Capital Markets Inc.*



## SECTOR SALES TRENDS

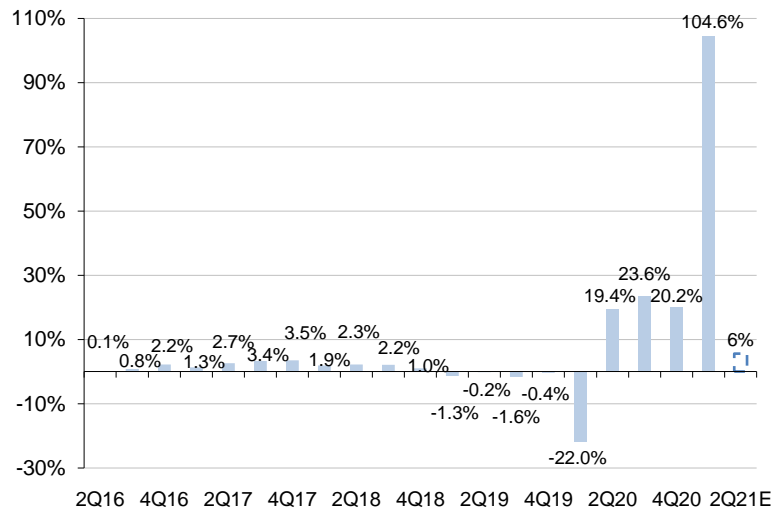
**Consumer Electronics Sector Average Comps**



*Note: Includes BBY.*

*Source: Company reports and KeyBanc Capital Markets Inc.*

**Home Furnishings Sector Average Comps**

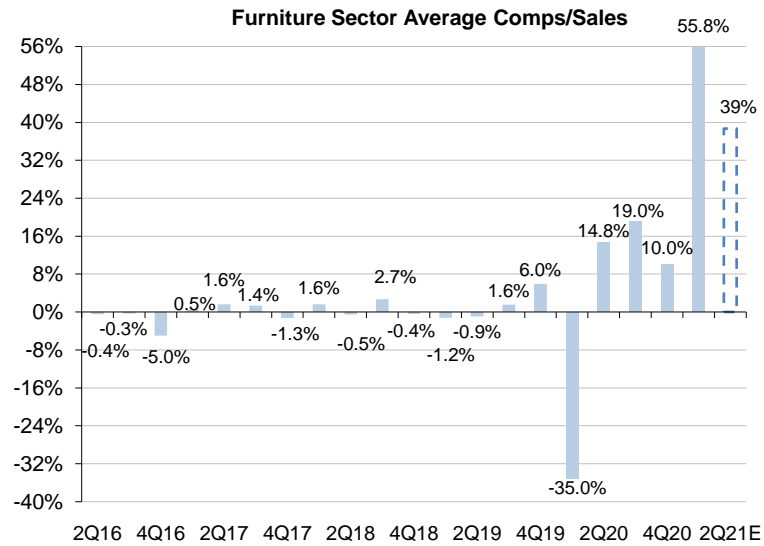


*Note: Includes BBBY, HOME, and WSM. Simple average weighting.*

*Comparable brand revenue used for WSM beginning in 2012.*

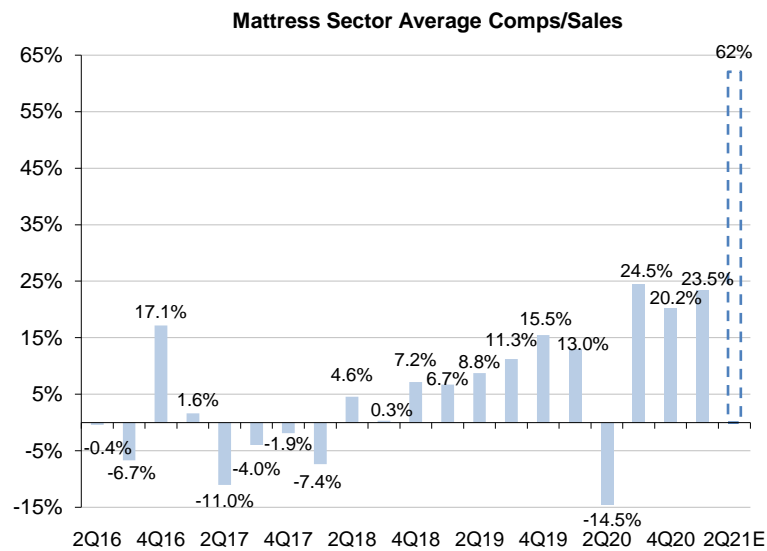
*Source: Company reports and KeyBanc Capital Markets Inc.*





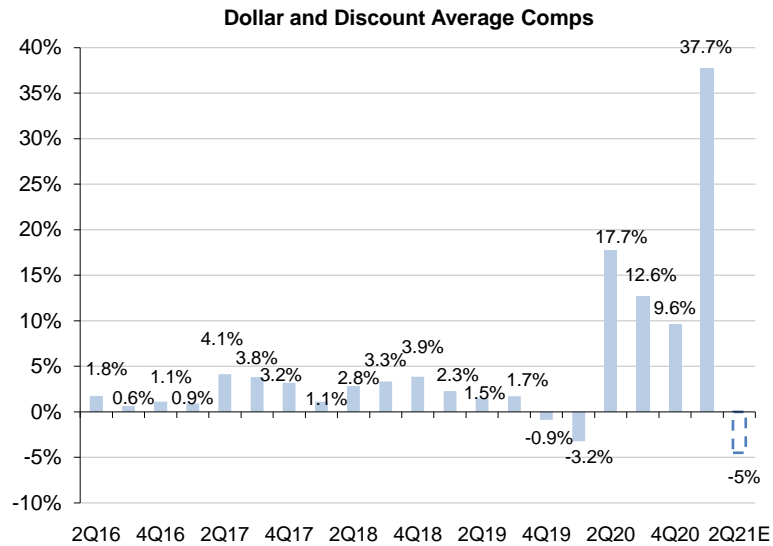
*Note: Includes ETH, HVT, LZB, and RH. Simple average weighting. Written comps used for ETH and LZB.*

*Source: Company reports and KeyBanc Capital Markets Inc.*

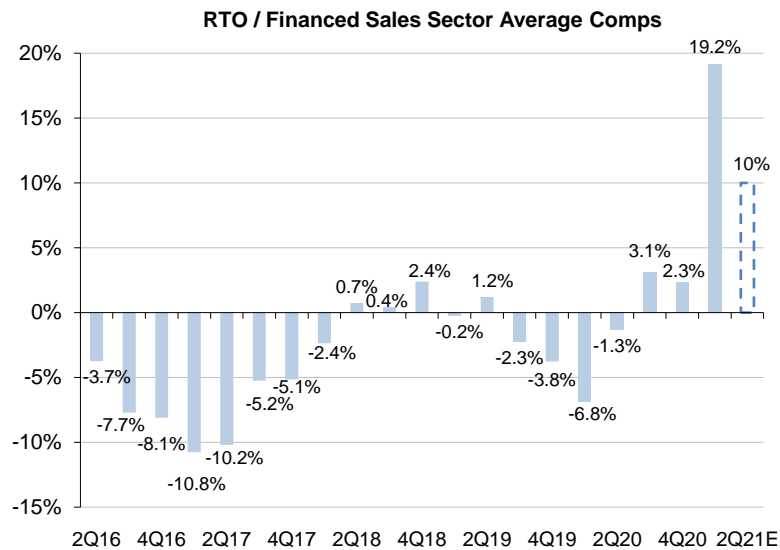


*Note: Includes SNBR and TPX. Simple average weighting. Sales growth used for TPX, which does not have comps.*

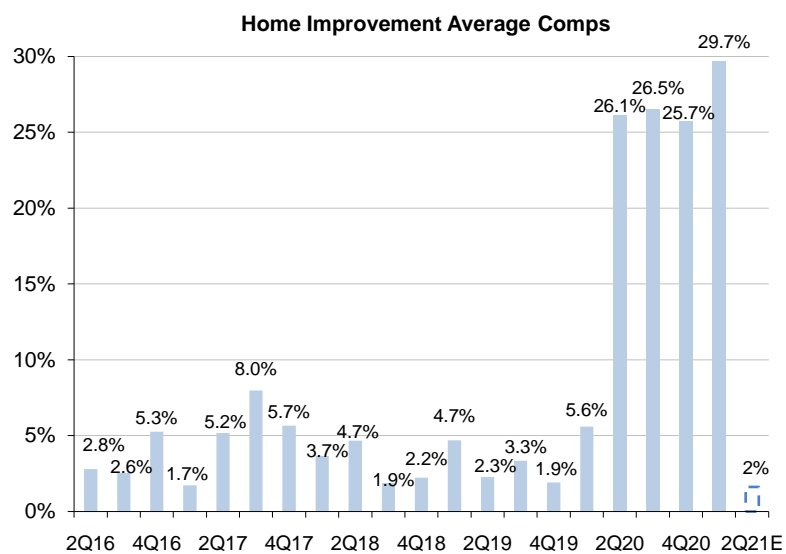
*Source: Company reports and KeyBanc Capital Markets Inc.*



*Note: Includes BIG, DG, DLTR, FIVE, and OLLI. Simple average weighting.  
Source: Company reports and KeyBanc Capital Markets Inc.*



*Note: Includes AAN, CONN, and RCII. Simple average weighting.  
Source: Company reports and KeyBanc Capital Markets Inc.*



*Note: Includes CENTA, HD, LOW, and TSCO. Simple average weighting.  
 Organic sales growth used for CENT, which does not have comps.  
 Source: Company reports and KeyBanc Capital Markets Inc.*

### Consumer Electronics Comparable Store Sales

	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21E
BBY	0.6%	3.8%	0.8%	-1.7%	-0.1%	0.8%	1.8%	-0.7%	1.6%	5.4%	4.4%	9.0%	7.1%	6.2%	4.3%	3.0%	1.1%	1.6%	1.7%	3.2%	-5.3%	5.8%	23.0%	12.6%	37.2%	18%

Note: Simple average weighting. Quarters are defined as those closest to matching the calendar year.

Source: Company reports and KeyBanc Capital Markets Inc.

### Home Furnishings Comparable Store Sales

	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21E
BBBY	2.2%	0.7%	-0.4%	1.7%	-0.5%	-1.2%	-1.4%	0.4%	-2.0%	-2.6%	-0.3%	-0.6%	-0.6%	-0.6%	-1.8%	-1.4%	-6.6%	-6.7%	-8.3%	-5.6%	n/a	5.5%	2.4%	4.0%	86.0%	3%
HOME	3.8%	3.5%	1.2%	6.4%	1.9%	0.9%	4.2%	7.1%	5.8%	7.8%	7.1%	5.7%	0.9%	2.8%	5.2%	2.1%	-0.8%	-0.4%	-2.0%	-3.1%	-46.5%	42.3%	44.1%	30.8%	187.3%	-5%
WSM	4.6%	6.3%	4.5%	0.8%	4.5%	0.6%	-0.4%	-0.9%	0.1%	2.8%	3.3%	5.4%	5.5%	4.6%	3.1%	2.4%	3.5%	6.5%	5.5%	7.6%	2.6%	10.5%	24.4%	25.7%	40.4%	19%
HF Average	3.5%	3.5%	1.8%	3.0%	2.0%	0.1%	0.8%	2.2%	1.3%	2.7%	3.4%	3.5%	1.9%	2.3%	2.2%	1.0%	-1.3%	-0.2%	-1.6%	-0.4%	-22.0%	19.4%	23.6%	20.2%	104.6%	6%

Note: Simple average weighting. Quarters are defined as those closest to matching the calendar year. Comparable brand revenue used for WSM beginning in 2012.

Source: Company reports and KeyBanc Capital Markets Inc.

### Furniture Comparable Store Sales

	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21E
ETH	-0.4%	10.4%	-9.8%	14.6%	5.5%	-0.6%	8.0%	-4.5%	-10.9%	-1.0%	0.5%	-6.2%	2.6%	-11.4%	-0.2%	-4.2%	0.4%	-5.2%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	85%
HVT	3.8%	4.8%	3.0%	-0.9%	0.9%	3.8%	1.2%	2.5%	1.6%	-0.2%	-2.9%	-3.5%	-1.1%	1.3%	2.6%	-1.6%	-4.7%	-2.3%	-0.4%	1.4%	n/a	n/a	4.0%	13.7%	11.5%	n/a
LZB	0.5%	5.3%	3.6%	-1.8%	2.2%	-1.9%	-4.4%	0.0%	2.4%	0.7%	1.9%	2.6%	3.9%	3.1%	4.4%	-0.7%	0.8%	4.7%	3.5%	10.5%	-35.0%	14.8%	34.0%	6.3%	100.0%	20%
RH	15.0%	16.0%	7.0%	9.0%	4.0%	-3.0%	-6.0%	-18.0%	9.0%	7.0%	6.0%	2.0%	1.0%	5.0%	4.0%	5.0%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	11%
Furniture Average	4.7%	9.1%	1.0%	5.2%	3.2%	-0.4%	-0.3%	-5.0%	0.5%	1.6%	1.4%	-1.3%	1.6%	-0.5%	2.7%	-0.4%	-1.2%	-0.9%	1.6%	6.0%	-35.0%	14.8%	19.0%	10.0%	55.8%	39%

Note: Simple average weighting. Quarters are defined as those closest to matching the calendar year. Written comps used for ETH and LZB.

Source: Company reports and KeyBanc Capital Markets Inc.

### Mattress Comparable Store Sales/Sales

	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21E
SNBR	22.0%	13.0%	11.0%	-30.0%	-4.0%	-6.0%	-8.0%	34.0%	3.0%	-4.0%	5.0%	12.0%	-3.0%	9.0%	0.0%	10.0%	5.0%	8.0%	10.0%	2.0%	7.0%	-21.0%	11.0%	19.0%	20.0%	50%
TPX	5.4%	6.9%	6.4%	2.9%	-2.5%	5.2%	-5.4%	0.3%	0.2%	-18.0%	-12.9%	-15.8%	-11.7%	0.1%	0.6%	4.3%	8.4%	9.5%	12.5%	28.9%	19.0%	-8.0%	37.9%	21.3%	26.9%	74%
Mattress Average	13.7%	10.0%	8.7%	-13.6%	-3.3%	-0.4%	-6.7%	17.1%	1.6%	-11.0%	-4.0%	-1.9%	-7.4%	4.6%	0.3%	7.2%	6.7%	8.8%	11.3%	15.5%	13.0%	-14.5%	24.5%	20.2%	23.5%	62%

Note: Simple average weighting. Quarters are defined as those closest to matching the calendar year. Sales growth used for TPX, which does not have comps.

Source: Company reports and KeyBanc Capital Markets Inc.

### Dollar and Discount Store Sales

	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21E
BIG	1.6%	2.8%	2.6%	0.7%	3.0%	0.3%	0.0%	0.3%	-0.9%	1.8%	1.0%	-0.1%	-3.0%	1.6%	3.4%	3.1%	1.5%	1.2%	-0.1%	-0.9%	10.3%	31.3%	17.8%	7.9%	11.3%	-12%
DG	3.7%	2.8%	2.3%	2.2%	2.2%	0.7%	-0.1%	1.0%	0.7%	2.6%	4.3%	3.3%	2.1%	3.7%	2.8%	4.0%	3.8%	4.0%	4.6%	3.2%	21.7%	18.8%	12.2%	12.7%	-4.6%	-6%
DLTR	3.4%	2.7%	2.1%	1.7%	2.3%	1.2%	1.7%	1.2%	0.5%	2.4%	3.2%	2.4%	1.4%	1.8%	1.0%	2.4%	2.2%	2.4%	2.5%	0.4%	7.0%	7.2%	5.1%	4.9%	0.8%	1%
FIVE	1.7%	3.0%	4.8%	3.6%	4.9%	3.1%	-0.2%	1.0%	2.6%	9.3%	8.5%	5.9%	3.2%	2.7%	4.8%	4.4%	3.1%	1.4%	2.9%	-2.2%	-51.8%	-12.2%	12.8%	13.8%	162.0%	25%
OLLI	8.8%	7.8%	3.2%	5.0%	6.0%	3.5%	1.8%	2.0%	1.7%	4.5%	2.1%	4.4%	1.9%	4.4%	4.6%	5.4%	0.8%	-1.7%	-1.4%	-4.9%	-3.3%	43.3%	15.3%	8.8%	18.8%	-30%
Dollar and Discount Average	3.8%	3.8%	3.0%	2.6%	3.7%	1.8%	0.6%	1.1%	0.9%	4.1%	3.8%	3.2%	1.1%	2.8%	3.3%	3.9%	2.3%	1.5%	1.7%	-0.9%	-3.2%	17.7%	12.6%	9.6%	37.7%	-5%

Note: Simple average weighting. Quarters are defined as those closest to matching the calendar year.

Source: Company reports and KeyBanc Capital Markets Inc.

### Rent-to-Own / Financed Sales Comparable Store Sales

	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21E
AAN	-3.8%	-4.4%	-4.1%	-3.4%	-2.1%	-1.2%	-4.6%	-5.8%	-9.3%	-8.1%	-5.6%	-5.4%	-4.4%	-1.8%	0.0%	-0.5%	0.7%	0.1%	-2.9%	0.4%	-4.6%	1.4%	7.3%	3.4%	14.8%	8%
CONN	-4.3%	3.1%	0.0%	-1.7%	-3.4%	-5.1%	-10.1%	-8.9%	-15.2%	-15.1%	-7.0%	-8.0%	-3.5%	0.3%	-4.4%	-1.4%	-8.2%	-2.3%	-8.4%	-13.3%	-17.6%	-13.2%	-10.9%	-10.1%	19.4%	10%
RCII	8.0%	7.5%	5.2%	1.7%	-2.5%	-4.9%	-8.4%	-9.6%	-7.8%	-7.4%	-3.1%	-2.0%	0.8%	3.7%	5.7%	9.1%	6.8%	5.8%	4.5%	1.6%	1.7%	7.8%	12.9%	13.7%	23.4%	12%
RTO / Fin Sales Average	0.0%	2.1%	0.4%	-1.1%	-2.7%	-3.7%	-7.7%	-8.1%	-10.8%	-10.2%	-5.2%	-5.1%	-2.4%	0.7%	0.4%	2.4%	-0.2%	1.2%	-2.3%	-3.8%	-6.8%	-1.3%	3.1%	2.3%	19.2%	10%

Note: Simple average weighting. Quarters are defined as those closest to matching the calendar year.

Source: Company reports and KeyBanc Capital Markets Inc.

### Home Improvement Comparable Store Sales

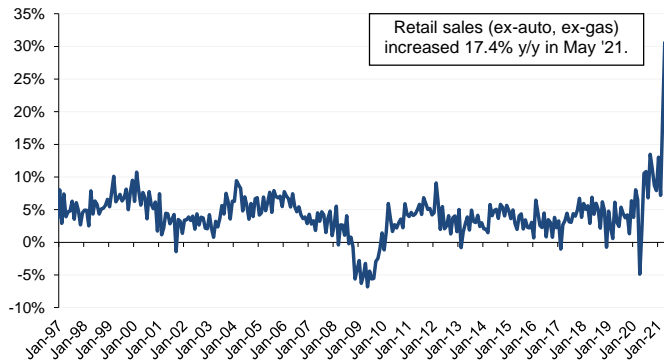
	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21E
CENTA	7.8%	3.2%	5.0%	2.6%	7.0%	1.7%	7.7%	11.7%	7.0%	6.1%	-0.1%	-3.9%	-1.7%	7.8%	0.6%	4.6%	-0.2%	0.5%	16.5%	25.0%	23.0%	23.2%	23.2%	23.2%	23.2%	-2%
HD	6.1%	4.2%	5.1%	7.1%	6.5%	4.7%	5.5%	5.8%	5.5%	6.3%	7.9%	7.5%	4.2%	8.0%	4.8%	3.2%	2.5%	3.0%	3.6%	5.2%	6.4%	23.4%	24.1%	24.5%	31.0%	5%
LOW	5.2%	4.3%	4.6%	5.2%	7.3%	2.0%	2.7%	5.1%	1.9%	4.5%	5.7%	4.1%	0.6%	5.2%	1.5%	1.7%	3.5%	2.3%	2.2%	2.5%	11.2%	34.2%	30.1%	28.1%	25.9%	-2%
TSCO	5.7%	5.6%	2.9%	-1.4%	4.9%	-0.5%	-0.6%	3.1%	-2.2%	2.2%	6.6%	4.0%	3.7%	5.6%	5.1%	5.7%	5.0%	3.2%	2.9%	0.1%	4.3%	30.5%	26.8%	27.3%	38.6%	5%
HI Average	5.7%	4.7%	4.2%	4.7%	5.5%	2.8%	2.6%	5.3%	1.7%	5.2%	8.0%	5.7%	3.7%	4.7%	1.9%	2.2%	4.7%	2.3%	3.3%	1.9%	5.6%	26.1%	26.5%	25.7%	29.7%	2%

Note: Simple average weighting. Quarters are defined as those closest to matching the calendar year. Organic sales growth used for CENT, which does not have comps.

Source: Company reports and KeyBanc Capital Markets Inc.

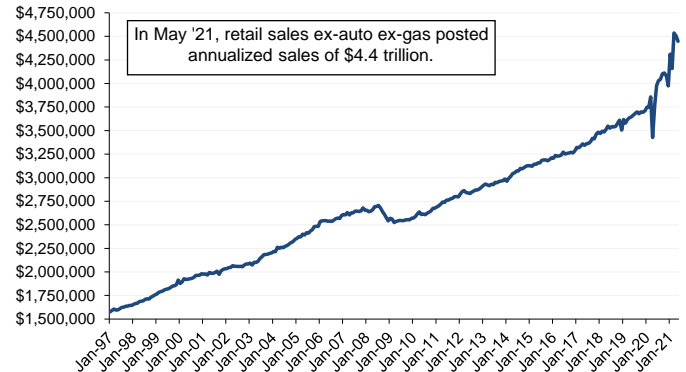
## CENSUS BUREAU RETAIL SALES BY SECTOR

**Retail Sales Ex-Auto, Ex-Gas**  
Growth y/y



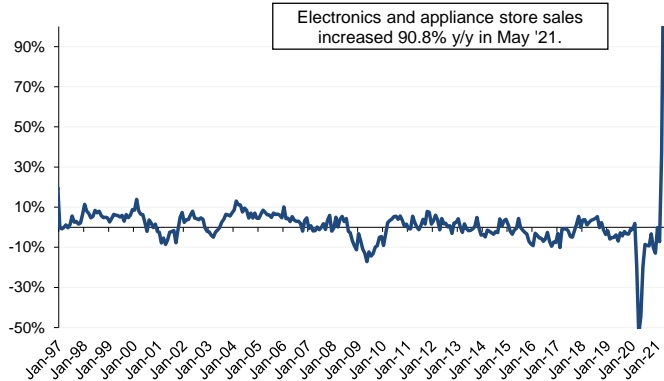
Source: The Census Bureau and KeyBanc Capital Markets Inc.

**Retail Sales Ex-Auto, Ex Gas**  
Seasonally adjusted annual rate



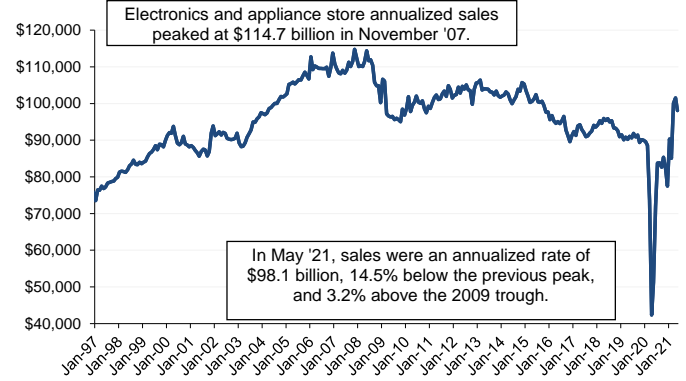
Source: The Census Bureau and KeyBanc Capital Markets Inc.

**Consumer Electronics and Appliance Retail Sales**  
Growth y/y



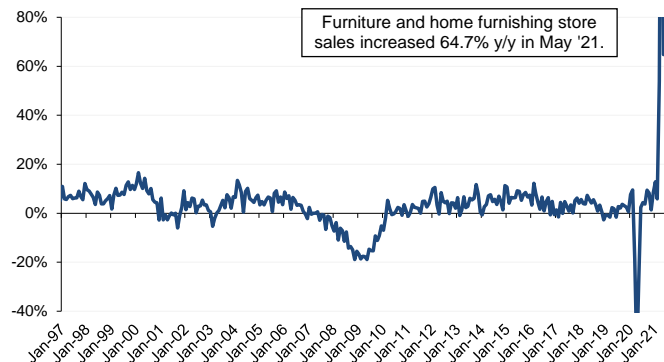
Note: Apr '20 and Apr '21 are not displayed to scale for comparison.  
Source: The Census Bureau and KeyBanc Capital Markets Inc.

**Consumer Electronics and Appliance Retail Sales**  
Seasonally adjusted annual rate



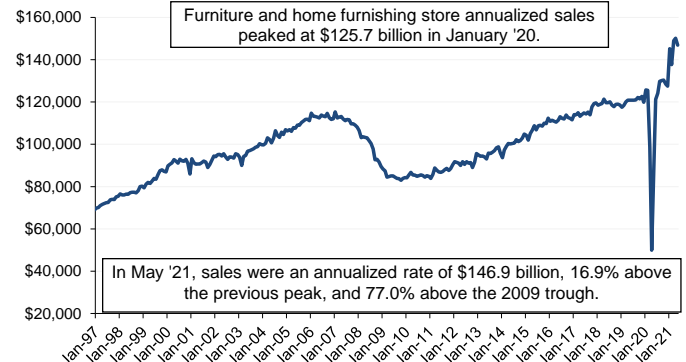
Source: The Census Bureau and KeyBanc Capital Markets Inc.

**Furniture and Home Furnishings Retail Sales**  
Growth y/y



Note: Apr '20 and Apr '21 are not displayed to scale for comparison.  
Source: The Census Bureau and KeyBanc Capital Markets Inc.

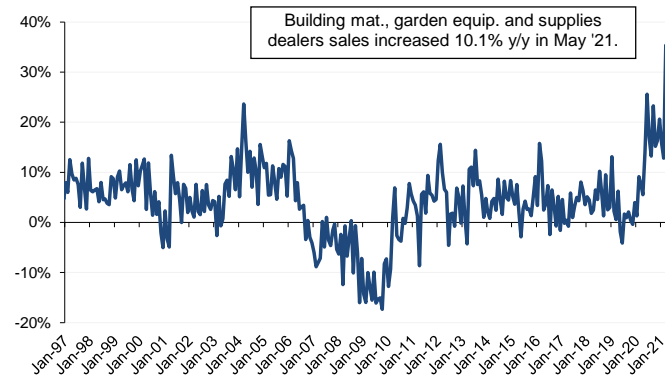
**Furniture and Home Furnishings Retail Sales**  
Seasonally adjusted annual rate



Source: The Census Bureau and KeyBanc Capital Markets Inc.

## Building Materials, Garden Equipment, and Supplies Retail Sales

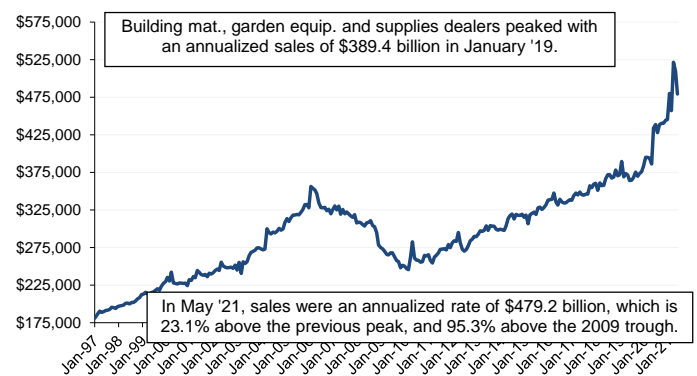
Growth y/y



Source: The Census Bureau and KeyBanc Capital Markets Inc.

## Building Materials, Garden Equipment, and Supplies Retail Sales

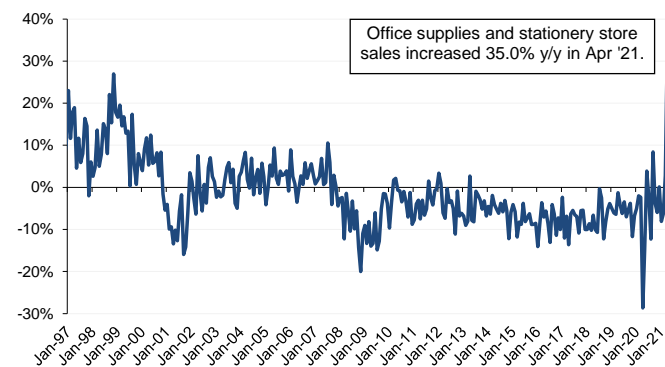
Seasonally adjusted annual rate



Source: The Census Bureau and KeyBanc Capital Markets Inc.

## Office Supplies and Stationery Retail Sales

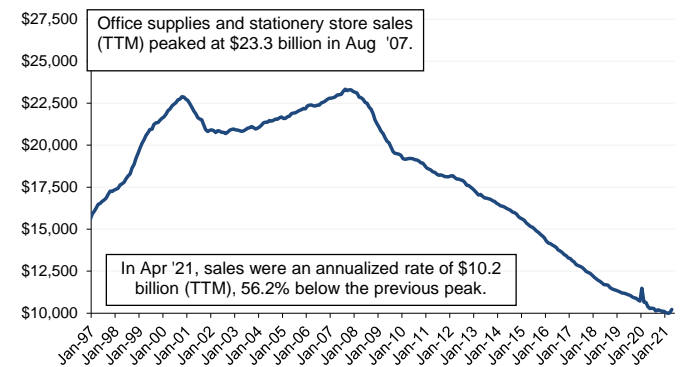
Growth y/y



Source: The Census Bureau and KeyBanc Capital Markets Inc.

## Office Supplies and Stationery Retail Sales

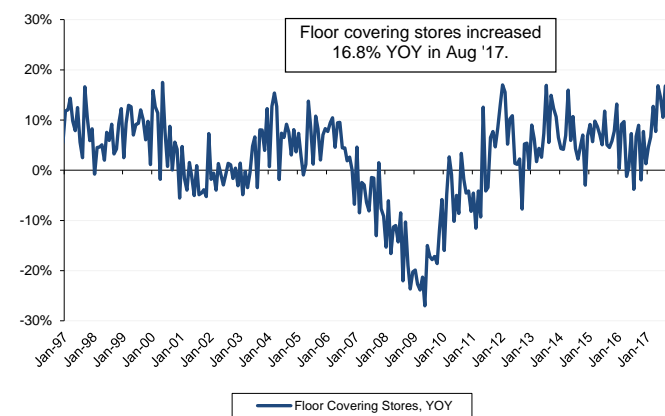
Seasonally adjusted annual rate



Source: The Census Bureau and KeyBanc Capital Markets Inc.

## Floor Covering Retail Sales

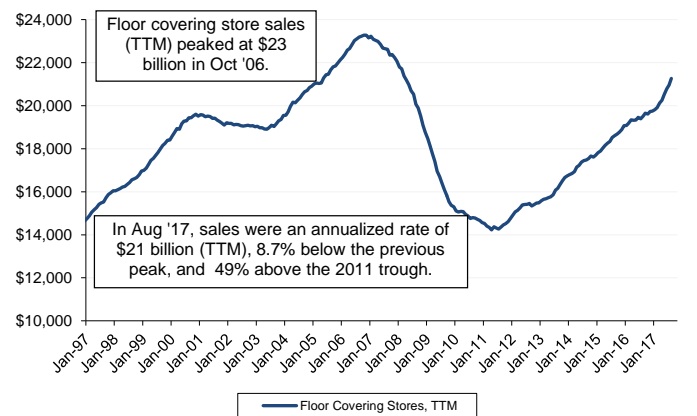
Growth y/y



Source: The Census Bureau and KeyBanc Capital Markets Inc.

## Floor Covering Retail Sales

Seasonally adjusted annual rate



Source: The Census Bureau and KeyBanc Capital Markets Inc.

## Census Bureau Retail Sales

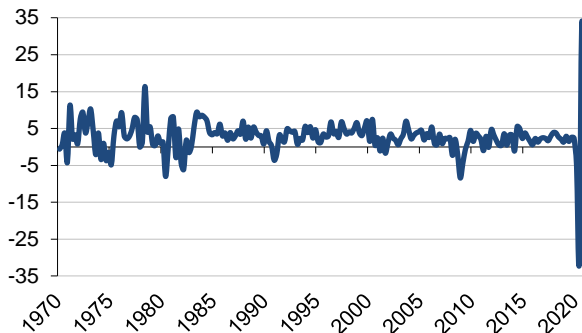
	<u>M/M Seasonally Adjusted (Advance)</u>	<u>Y/Y Unadjusted (Advance)</u>	<u>Y/Y Unadjusted (Advance)</u>				<u>Y/Y Unadjusted</u>	
	Retail sales and food services excl motor vehicle and parts	Retail sales and food services excl motor vehicle and parts	Furniture and home furnishings stores	Electronics and appliance stores	Building mat. and garden equip. and supplies dealers	Nonstore retailers	Floor covering stores	Office supplies and stationery stores
January 2015	-1.0%	2.2%	10.7%	1.4%	5.2%	4.1%	8.8%	-4.1%
February 2015	0.2%	1.2%	4.1%	-1.9%	3.6%	7.6%	5.2%	-5.8%
March 2015	0.8%	2.1%	6.4%	-3.5%	7.5%	9.5%	9.1%	-11.8%
April 2015	0.0%	0.7%	6.3%	-1.4%	2.1%	9.0%	8.2%	-8.2%
May 2015	0.8%	0.4%	6.4%	-0.6%	-2.9%	5.8%	6.5%	-8.8%
June 2015	0.2%	2.5%	9.2%	4.3%	2.7%	9.4%	4.7%	-3.8%
July 2015	0.8%	2.7%	8.9%	-0.2%	4.3%	9.0%	11.8%	-8.1%
August 2015	-0.1%	0.3%	5.2%	-1.4%	2.6%	6.9%	5.4%	-7.3%
September 2015	-0.6%	1.0%	7.7%	-2.5%	2.7%	7.3%	5.5%	-6.3%
October 2015	-0.2%	0.5%	8.5%	-3.4%	1.3%	5.0%	7.4%	-8.8%
November 2015	0.2%	0.4%	6.6%	-7.0%	5.1%	8.9%	10.3%	-8.8%
December 2015	0.6%	2.3%	7.4%	-8.3%	9.1%	6.5%	16.8%	-8.5%
January 2016	-0.7%	0.5%	3.4%	-9.2%	3.4%	3.3%	4.7%	-14.1%
February 2016	0.6%	5.3%	12.2%	-3.0%	15.8%	7.8%	14.6%	-8.5%
March 2016	0.1%	3.0%	8.1%	-4.0%	12.3%	6.7%	15.7%	-3.6%
April 2016	0.4%	2.3%	4.6%	-5.3%	2.5%	6.3%	4.4%	-7.1%
May 2016	0.5%	1.1%	1.6%	-5.5%	3.7%	13.8%	6.3%	-5.6%
June 2016	1.1%	3.2%	6.6%	-7.0%	7.4%	11.3%	13.1%	-8.7%
July 2016	-0.6%	0.2%	0.9%	-5.9%	-2.4%	5.1%	0.9%	-13.1%
August 2016	0.1%	2.2%	4.7%	-2.6%	6.5%	14.7%	11.1%	-4.1%
September 2016	0.5%	3.4%	6.3%	-7.0%	3.4%	9.3%	12.3%	-6.4%
October 2016	0.4%	1.3%	-0.6%	-9.5%	-0.7%	7.3%	-0.2%	-11.4%
November 2016	0.0%	4.3%	4.9%	-7.3%	5.2%	14.0%	7.8%	-7.3%
December 2016	0.8%	3.3%	-0.6%	-7.7%	-1.6%	9.4%	-0.5%	-10.0%
January 2017	1.5%	4.9%	1.3%	-3.1%	4.6%	13.6%	0.1%	-2.4%
February 2017	0.0%	1.2%	-1.5%	-10.2%	-0.2%	6.6%	0.5%	-12.0%
March 2017	0.3%	4.8%	4.4%	-0.9%	0.4%	13.1%	12.8%	-6.9%
April 2017	0.4%	4.3%	-0.1%	-0.8%	-0.8%	9.3%	7.7%	-13.6%
May 2017	-0.7%	4.8%	4.8%	-0.7%	5.9%	14.3%	16.8%	-6.3%
June 2017	0.2%	3.6%	2.9%	-1.9%	1.0%	11.3%	14.6%	-5.5%
July 2017	0.0%	3.0%	0.9%	-4.6%	3.3%	12.8%	10.5%	-6.6%
August 2017	0.8%	4.9%	3.4%	-4.9%	5.0%	12.4%	16.8%	-6.9%
September 2017	1.4%	4.8%	0.1%	-1.6%	4.3%	8.9%	n/a	-10.9%
October 2017	0.0%	5.1%	5.1%	1.6%	8.0%	12.8%	n/a	-5.5%
November 2017	1.5%	6.9%	6.2%	5.4%	6.4%	15.5%	n/a	-5.5%
December 2017	0.7%	4.4%	4.0%	-0.1%	3.5%	10.8%	n/a	-10.0%
January 2018	-0.2%	5.7%	5.6%	3.6%	5.1%	15.7%	n/a	-10.0%
February 2018	0.7%	5.1%	3.9%	3.8%	4.5%	12.8%	n/a	-8.7%
March 2018	-0.2%	5.8%	3.8%	1.1%	1.8%	10.1%	n/a	-10.2%
April 2018	0.3%	3.4%	7.3%	2.4%	2.5%	15.5%	n/a	-6.6%
May 2018	1.3%	7.7%	5.6%	3.4%	6.5%	12.7%	n/a	-10.1%
June 2018	-0.2%	6.1%	4.2%	3.8%	4.6%	8.3%	n/a	-10.7%
July 2018	0.7%	7.6%	5.5%	4.3%	10.2%	15.4%	n/a	-0.3%
August 2018	0.1%	6.9%	3.6%	5.3%	5.8%	11.4%	n/a	-2.5%
September 2018	-0.3%	3.1%	0.9%	-0.2%	1.3%	9.6%	n/a	-12.3%
October 2018	1.3%	6.9%	3.3%	2.3%	9.5%	16.3%	n/a	-8.2%
November 2018	0.0%	5.0%	0.6%	-1.4%	2.5%	13.5%	n/a	-5.1%
December 2018	-2.8%	-0.6%	-2.7%	-3.6%	3.0%	-0.7%	n/a	-3.8%
January 2019	2.1%	3.5%	-0.7%	-1.8%	13.1%	10.2%	n/a	-5.0%
February 2019	-0.2%	2.0%	-0.8%	-5.9%	2.3%	11.4%	n/a	-6.1%
March 2019	1.2%	1.2%	-1.6%	-5.1%	0.5%	6.4%	n/a	-6.4%
April 2019	0.8%	5.9%	2.3%	-5.1%	6.2%	12.6%	n/a	-1.3%
May 2019	0.3%	3.3%	1.8%	-3.9%	-1.9%	13.7%	n/a	-4.2%
June 2019	0.4%	2.1%	-1.6%	-6.9%	-4.1%	13.5%	n/a	-6.2%
July 2019	0.7%	4.5%	2.7%	-2.8%	1.7%	16.8%	n/a	-3.5%
August 2019	0.1%	3.7%	2.1%	-4.4%	0.9%	12.5%	n/a	-7.0%
September 2019	-0.3%	3.2%	3.7%	-2.2%	2.1%	14.8%	n/a	-5.4%
October 2019	0.5%	3.4%	3.1%	-3.3%	0.4%	13.1%	n/a	-3.8%
November 2019	-0.2%	1.8%	2.5%	-3.4%	-0.4%	3.1%	n/a	-11.7%
December 2019	0.7%	6.2%	0.6%	-1.1%	4.0%	22.8%	n/a	-6.8%
January 2020	0.7%	5.0%	7.6%	-1.2%	1.3%	6.6%	n/a	-5.0%
February 2020	-0.4%	7.9%	9.5%	1.9%	9.1%	8.7%	n/a	-2.0%
March 2020	-4.3%	-1.9%	-18.6%	-19.1%	7.5%	14.3%	n/a	-2.4%
April 2020	-15.1%	-16.3%	-58.5%	-53.2%	5.5%	23.5%	n/a	-28.7%
May 2020	12.1%	-8.1%	-28.6%	-44.4%	13.9%	23.6%	n/a	-14.6%
June 2020	8.7%	1.9%	2.4%	-19.7%	25.6%	29.4%	n/a	3.9%
July 2020	2.0%	3.3%	4.3%	-8.6%	17.0%	26.5%	n/a	-2.5%
August 2020	0.9%	0.5%	3.8%	-9.0%	13.2%	24.3%	n/a	-12.3%
September 2020	1.6%	6.2%	9.4%	-9.3%	23.3%	28.3%	n/a	8.4%
October 2020	0.1%	4.8%	8.2%	-3.3%	15.2%	24.8%	n/a	-3.7%
November 2020	-1.2%	2.1%	1.4%	-10.2%	16.3%	28.0%	n/a	-6.0%
December 2020	-2.1%	2.3%	8.4%	-12.9%	20.6%	17.2%	n/a	0.1%
January 2021	8.3%	6.7%	12.8%	-0.2%	15.8%	26.4%	n/a	-8.1%
February 2021	-2.7%	1.9%	5.8%	-7.2%	12.8%	25.9%	n/a	-6.4%
March 2021	9.8%	22.8%	53.8%	37.2%	35.4%	31.9%	n/a	2.8%
April 2021	0.0%	42.6%	203.8%	140.7%	31.4%	16.0%	n/a	35.0%
May 2021	-0.7%	26.0%	64.7%	90.8%	10.1%	8.2%	n/a	n/a
3 Mo Avg	3.0%	30.5%	107.5%	89.6%	25.6%	18.7%	n/a	10.5%
1 Yr Avg	2.1%	10.1%	31.6%	15.7%	19.7%	23.9%	n/a	-0.3%
3 Yr Avg	0.6%	5.1%	8.9%	1.0%	9.3%	16.3%	n/a	-4.5%
5 Yr Avg	0.5%	4.7%	6.7%	-0.3%	6.9%	14.5%	8.3%	-5.9%

Source: The Census Bureau and KeyBanc Capital Markets Inc.



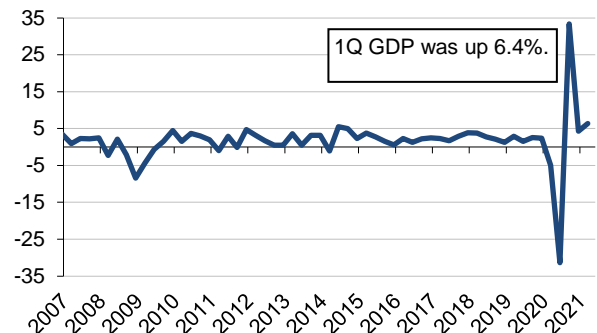
## ECONOMIC DATA

**Sequential Change in GDP (%)**



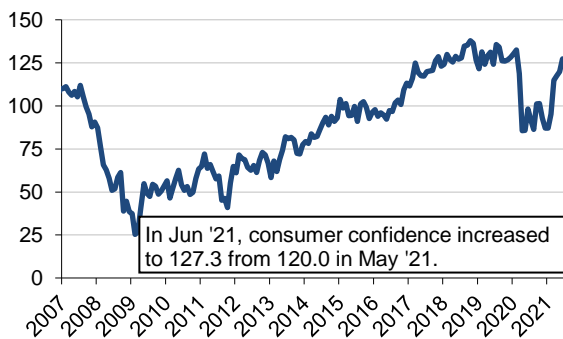
Source: Bureau of Economic Analysis and KeyBanc Capital Markets Inc.

**Sequential Change in GDP (%)**



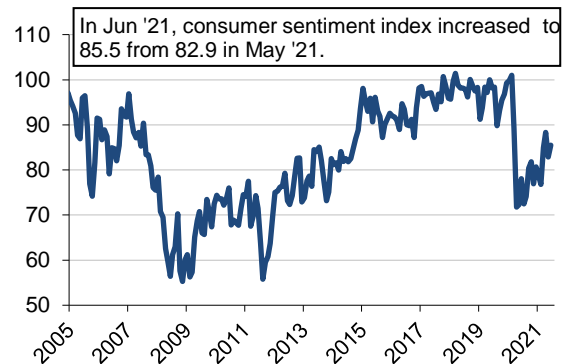
Source: Bureau of Economic Analysis and KeyBanc Capital Markets Inc.

**Conference Board Consumer Confidence Index (CCI)**



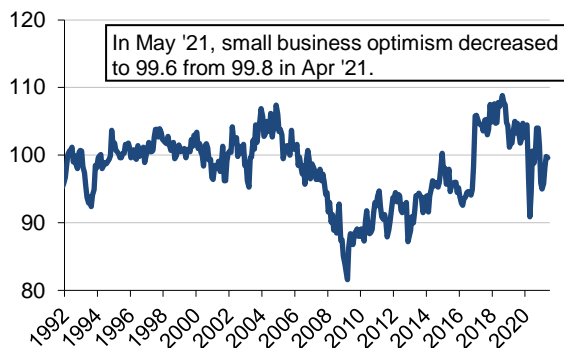
Source: Conference Board and KeyBanc Capital Markets Inc.

**University of Michigan Consumer Sentiment Index (MCSI)**



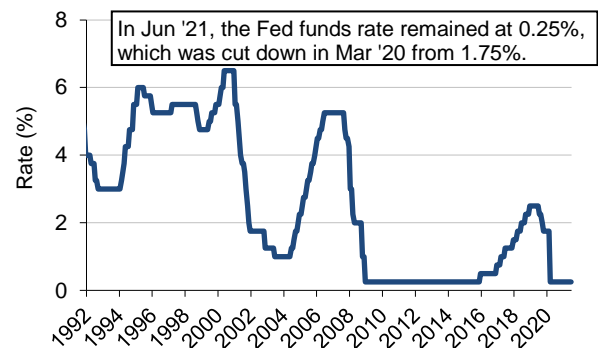
Source: University of Michigan and KeyBanc Capital Markets Inc.

**Small Business Optimism**



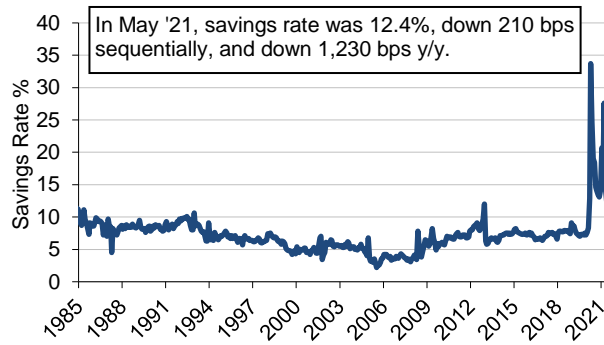
Source: Federal Reserve and KeyBanc Capital Markets Inc.

**Federal Funds Rate**



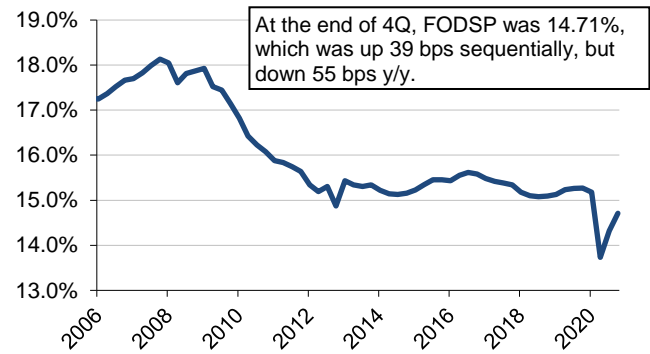
Source: Federal Reserve and KeyBanc Capital Markets Inc.

### Savings Rate



Source: Bureau of Economic Analysis and KeyBanc Capital Markets Inc.

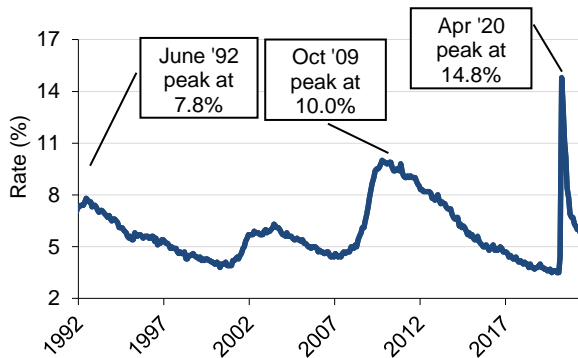
### Household Financial Obligations (% of Disposable Income)



Source: FRB of St. Louis, KeyBanc Capital Markets Inc.

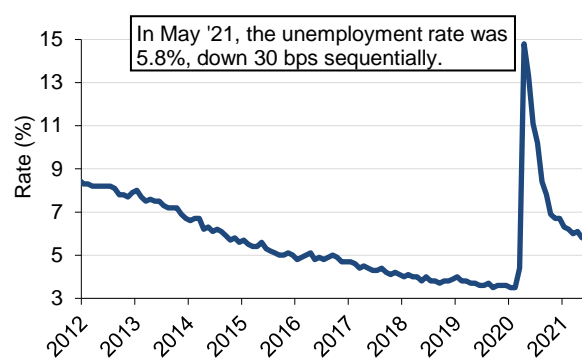
## EMPLOYMENT DATA

### Unemployment Rate



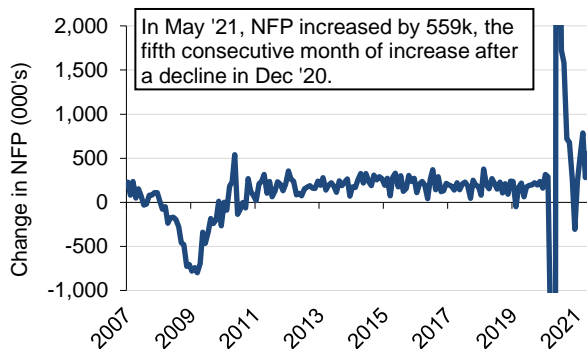
Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.

### Unemployment Rate



Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.

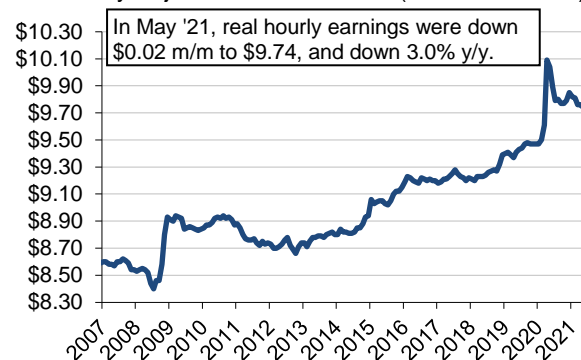
### Non-Farm Payroll Changes



Note: Mar '20-Jun '20 is not displayed to scale for comparison purpose.  
Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.

### Average Hourly Wages

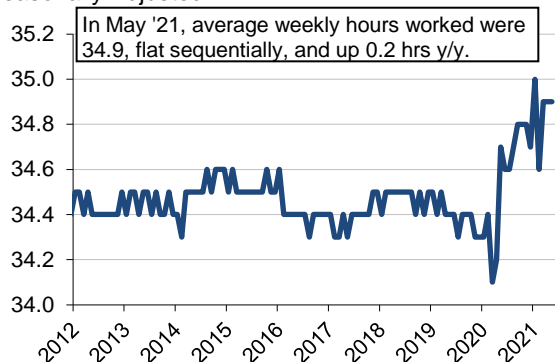
Seasonally Adjusted in Real Dollars (Indexed to 1982)



Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.

### Hours Worked

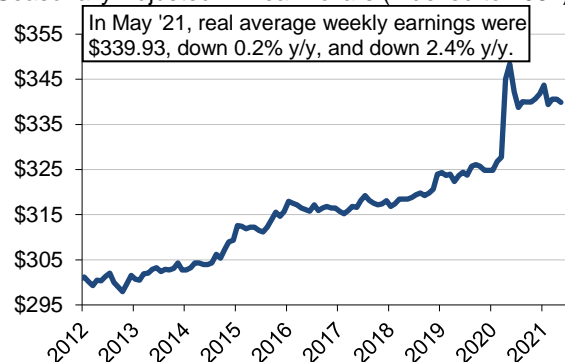
Seasonally Adjusted



Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.

### Average Earnings

Seasonally Adjusted in Real Dollars (Indexed to 1982)

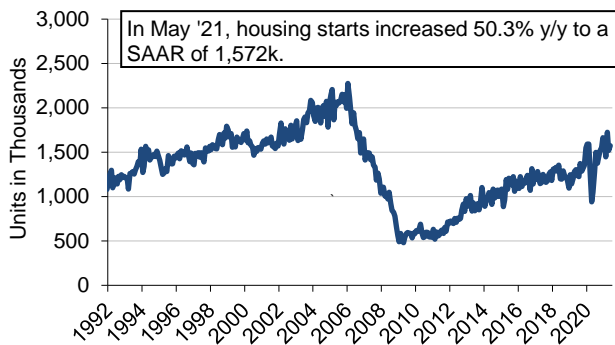


Note: Real average hourly earnings multiplied by average weekly hours worked.

Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.

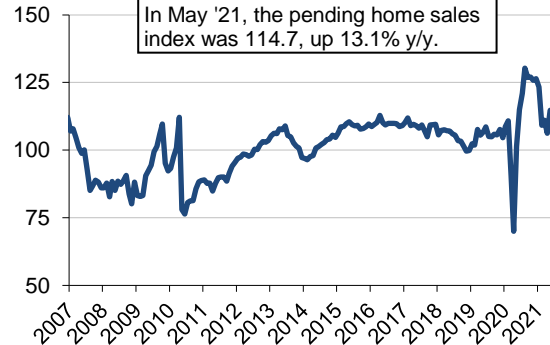
## HOUSING DATA

### Housing Starts



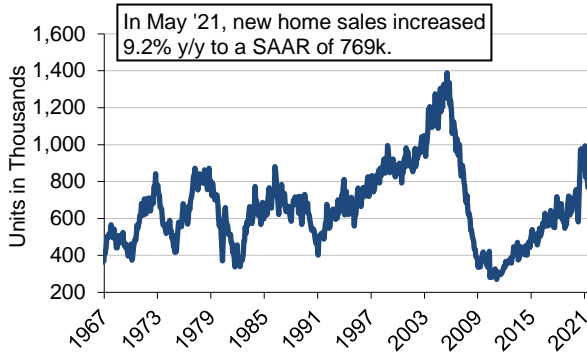
Source: The Census Bureau, U.S. Department of Housing and Urban Development, and KeyBank Capital Markets Inc.

### Pending Home Sales Index



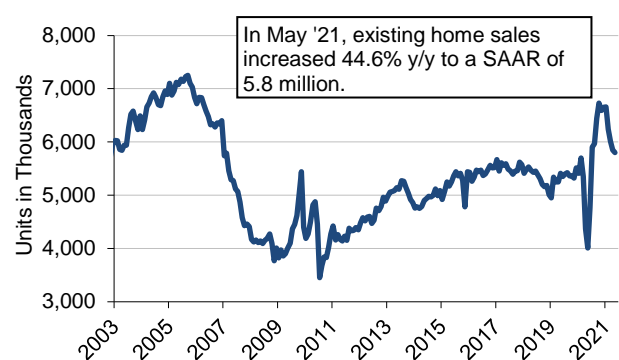
Source: National Association of Realtors and KeyBank Capital Markets Inc.

### New Home Sales



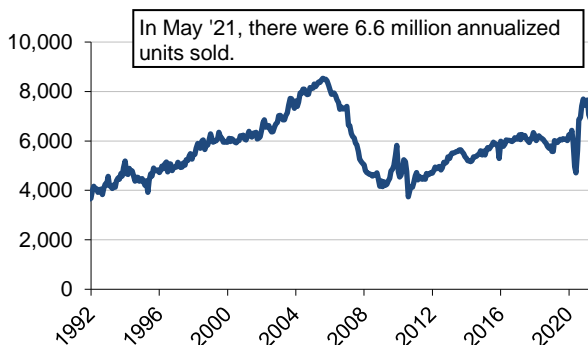
Source: The Census Bureau, U.S. Department of Housing and Urban Development, and KeyBank Capital Markets Inc.

### Existing Home Sales



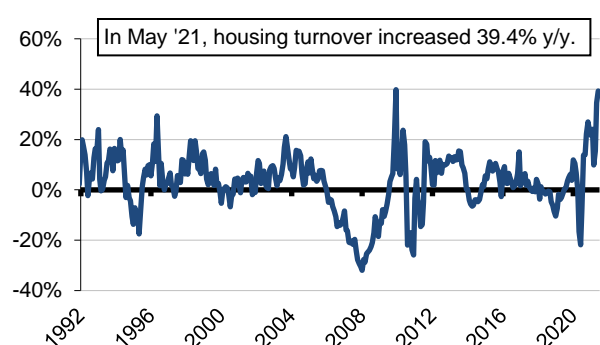
Source: National Association of Realtors and KeyBank Capital Markets Inc.

### Monthly Total New and Existing Home Sales



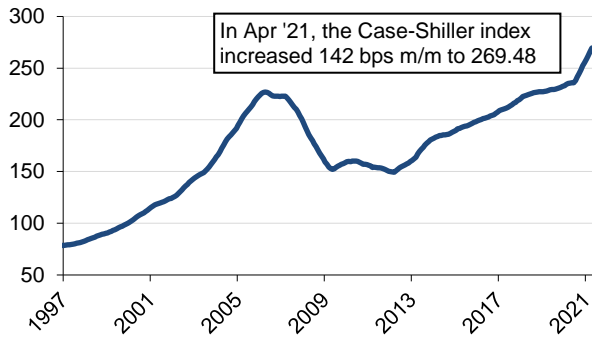
Source: National Association of Realtors, The Census Bureau, U.S. Department of Housing and Urban Development, and KeyBank Capital Markets Inc.

### Housing Turnover (% change y/y)



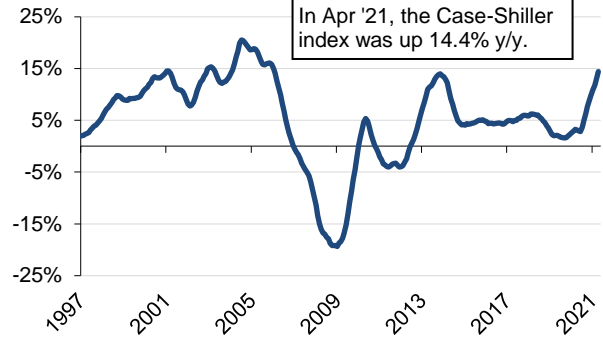
Source: National Association of Realtors, The Census Bureau, U.S. Department of Housing and Urban Development, and KeyBank Capital Markets Inc.

### Case-Shiller 10-City Composite



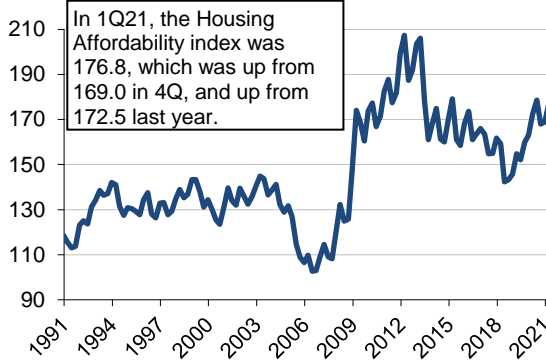
Source: S&P/Case-Shiller Home Price Index and KeyBank Capital Markets Inc.

### Case-Shiller 10-City Composite (% change y/y)



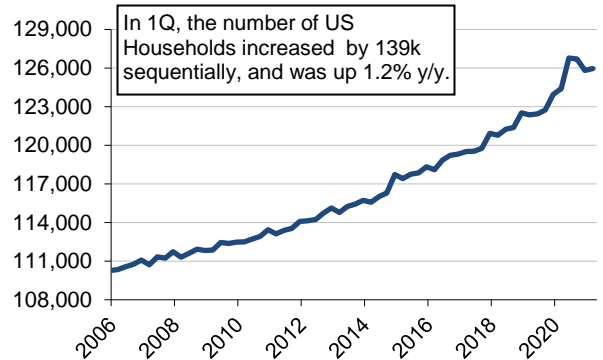
Source: S&P/Case-Shiller Home Price Index and KeyBank Capital Markets Inc.

### Housing Affordability Index



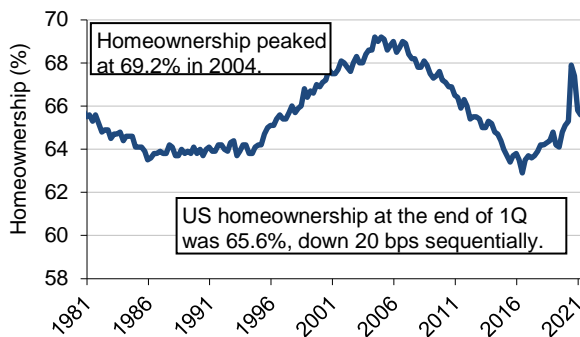
Source: National Association of Realtors and KeyBank Capital Markets Inc.

### Household Formation



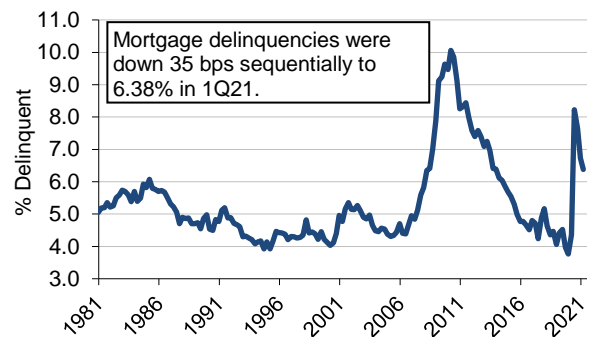
Source: The Census Bureau and KeyBank Capital Markets Inc.

### Homeownership Rate



Source: The Census Bureau and KeyBank Capital Markets Inc.

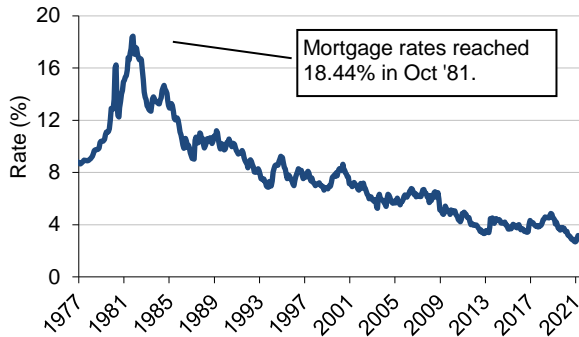
### Mortgage Delinquencies



Source: Mortgage Bankers Association and KeyBank Capital Markets Inc.

### 30-Year Fixed Rate Mortgages

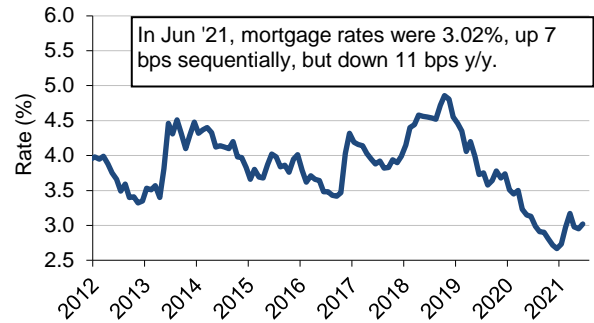
Since 1977



Source: FHLMC 30-Year Fixed Rate Survey Rate and KeyBanc Capital Markets Inc.

### 30-Year Fixed Rate Mortgages

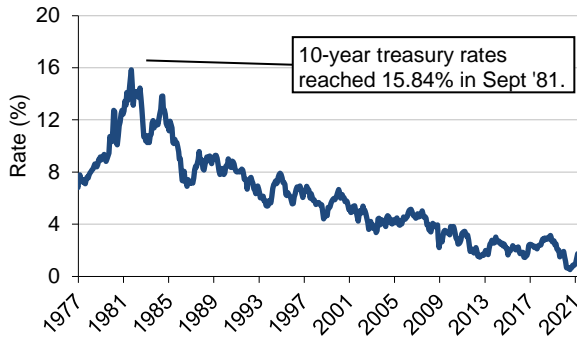
Since 2012



Source: FHLMC 30-Year Fixed Rate Survey Rate and KeyBanc Capital Markets Inc.

### 10-Year U.S. Treasury Rate

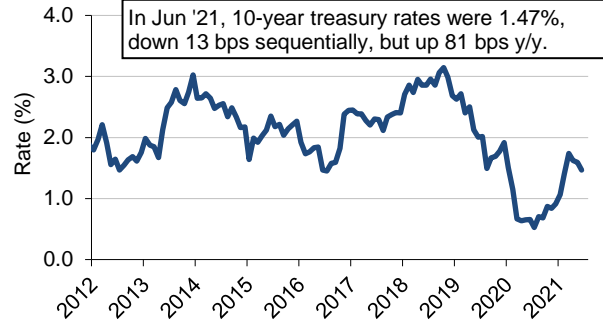
Since 1977



Source: Bloomberg and KeyBanc Capital Markets Inc.

### 10-Year U.S. Treasury Rate

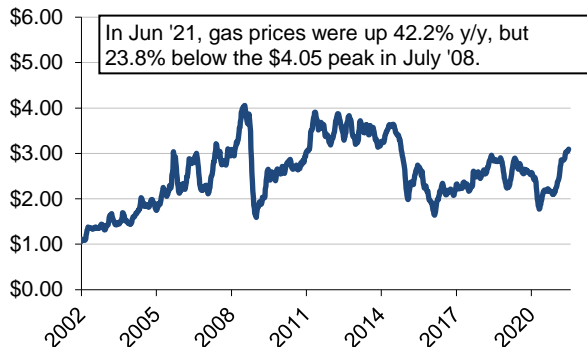
Since 2012



Source: Bloomberg and KeyBanc Capital Markets Inc.

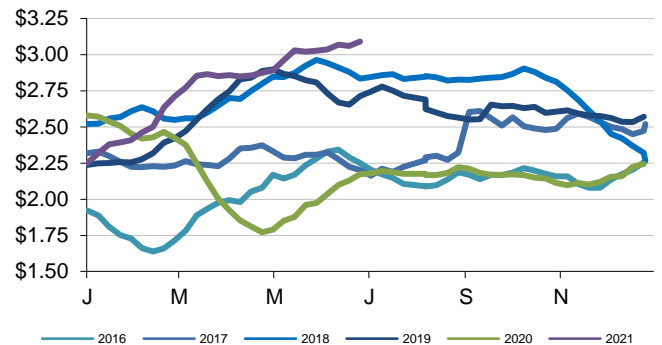
## INFLATION DATA

**Price/Gallon**  
Since 2002



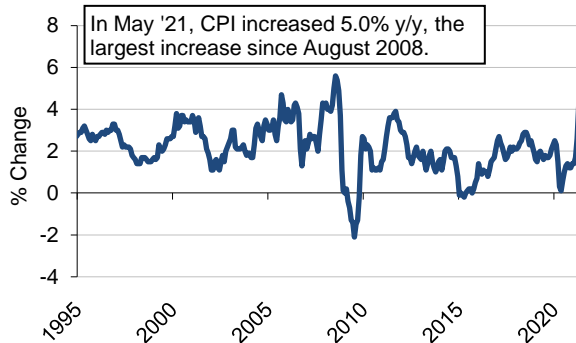
Source: EIA and KeyBanc Capital Markets Inc.

**Price/Gallon**  
Last five years



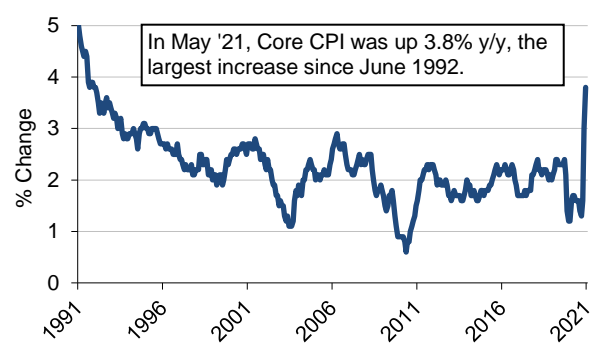
Source: EIA and KeyBanc Capital Markets Inc.

**CPI**  
Since 1992



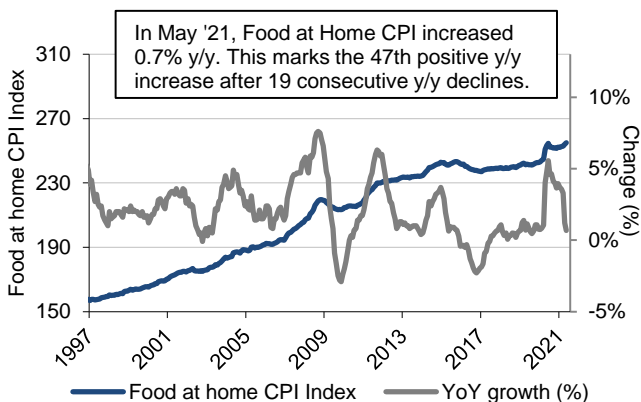
Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.

**Core CPI**  
Since 1992 (y/y)



Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.

**Food at Home CPI**



Source: Bureau of Labor Statistics and KeyBanc Capital Markets Inc.



## COMMODITY AND CHEMICAL PRICE TRENDS (AS OF 6/30/2021)

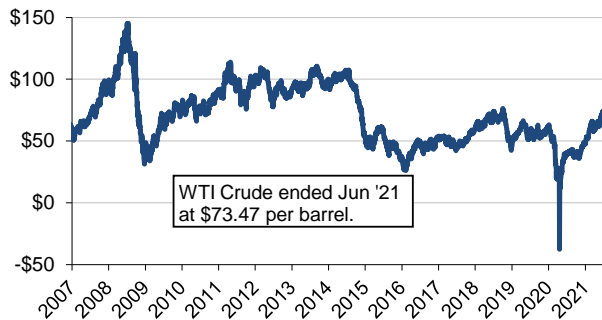
		Price	2015	2016	2017	2018	2019	1Q20	2Q20	3Q20	4Q20	2020	1Q21	2Q21	YTD	Last 3-Mo	June
Gold	\$ per troy ounce	\$1,770.11	-10%	9%	13%	-2%	18%	22%	26%	28%	25%	25%	8%	-1%	-7%	4%	-7%
Silver	\$ per troy ounce	\$26.13	-12%	15%	6%	-9%	15%	-8%	19%	37%	48%	48%	75%	43%	-1%	7%	-7%
Platinum	\$ per troy ounce	\$1,075.43	-26%	1%	3%	-14%	21%	-15%	-1%	1%	11%	11%	64%	30%	0%	-9%	-10%
Nickel	US cents per ton	\$18,212.00	-42%	13%	28%	-17%	32%	-11%	1%	-16%	19%	19%	40%	43%	10%	14%	1%
Copper	US cents per pound	\$429.65	-24%	17%	32%	-20%	6%	-24%	0%	18%	26%	26%	79%	58%	22%	8%	-8%
Corn	\$ per bushel	\$6.97	-6%	-2%	-5%	7%	10%	-1%	-22%	-5%	26%	26%	69%	116%	47%	26%	5%
Wheat	\$ per bushel	\$6.48	-29%	-21%	16%	23%	-4%	13%	-3%	26%	30%	30%	22%	43%	3%	7%	1%
Soybeans	\$ per bushel	\$14.65	-14%	14%	-6%	-9%	11%	4%	1%	15%	39%	39%	66%	67%	12%	1%	-6%
Sugar	US cents per pound	\$33.62	3%	14%	-8%	-6%	2%	-1%	1%	3%	10%	10%	17%	29%	18%	9%	-1%
Coffee	US cents per pound	\$149.60	-31%	14%	-1%	-23%	36%	20%	-15%	-2%	-11%	-11%	-5%	64%	32%	38%	1%
Milk	US cents per pound	\$16.91	-15%	28%	-11%	-10%	40%	8%	29%	7%	-18%	-18%	9%	-19%	7%	-4%	-11%
Feeder Cattle	US cents per pound	\$147.10	-27%	-17%	10%	-1%	-2%	-8%	-2%	0%	-2%	-2%	7%	14%	6%	5%	8%
Lean Hogs	US cents per pound	\$114.42	-35%	6%	10%	-21%	11%	-26%	-59%	42%	-1%	-1%	78%	301%	127%	16%	2%
Lumber	\$ per 1,000 board ft.	\$716.00	-22%	23%	42%	-26%	22%	-23%	15%	67%	115%	115%	262%	64%	-18%	-29%	-45%
Cotton	US cents per pound	\$81.40	5%	12%	10%	-11%	-5%	-36%	-4%	3%	14%	14%	66%	42%	11%	7%	4%
Natural Gas	\$ per MMBtu	\$3.72	-23%	59%	-4%	-10%	-34%	-37%	-29%	-31%	14%	14%	46%	117%	56%	49%	31%
Heating Oil	US cents per gallon	\$212.87	-40%	55%	22%	-19%	21%	-49%	-39%	-40%	-27%	-27%	75%	81%	44%	20%	4%
Ethanol	US cents per gallon	\$244.00	-18%	20%	-20%	-1%	8%	-38%	-16%	-7%	1%	1%	106%	72%	62%	25%	-2%
Propylene	\$ per pound	\$0.78	-47%	5%	57%	-22%	-20%	-28%	-25%	-6%	72%	72%	158%	219%	52%	30%	8%
Polypropylene	\$ per pound	\$88.00	-23%	-14%	38%	-8%	-12%	-6%	-19%	-5%	25%	25%	110%	98%	31%	-17%	0%
Benzene	\$ per gallon	\$304.90	-1%	28%	15%	-45%	47%	-47%	-50%	-45%	-7%	-7%	185%	123%	30%	-1%	-9%
Toluene	\$ per gallon	\$252.90	-8%	17%	2%	-17%	14%	-62%	-46%	-39%	-21%	-21%	156%	78%	37%	-1%	-10%

Source: Bloomberg and KeyBanc Capital Markets Inc.

	Chemicals			Steel		
	Crude (\$ / barrel)	MDI (\$ / ton)	TDI (\$ / ton)	Hot Rolled Coil (\$ / ton)	Wire Rod (\$ / ton)	Scrap (\$ / ton)
Peak (3-year)	\$76.41	\$5,611	\$5,633	\$1,741	\$1,065	\$463
2017 Average	\$50.81	\$3,206	\$3,965	\$623	\$572	\$278
2018 Average	\$64.95	\$4,468	\$5,348	\$833	\$744	\$329
2019 Average	\$57.02	\$4,462	\$2,950	\$601	\$684	\$256
2020 Average	\$39.24	\$4,235	\$2,341	\$586	\$621	\$249
Current	\$73.47	\$5,611	\$3,968	\$1,741	\$1,065	\$463
Year-over-Year	87%	40%	86%	280%	82%	112%
vs. peak (3-year)	-4%	0%	-30%	0%	0%	0%
vs. 2017 average	45%	75%	0%	179%	86%	66%
vs. 2018 average	13%	26%	-26%	109%	43%	41%
vs. 2019 average	29%	26%	35%	190%	56%	81%
vs. 2020 average	87%	33%	70%	197%	71%	85%

Source: Steel Business Briefing Ltd (SBB), Bloomberg, and KeyBanc Capital Markets Inc.

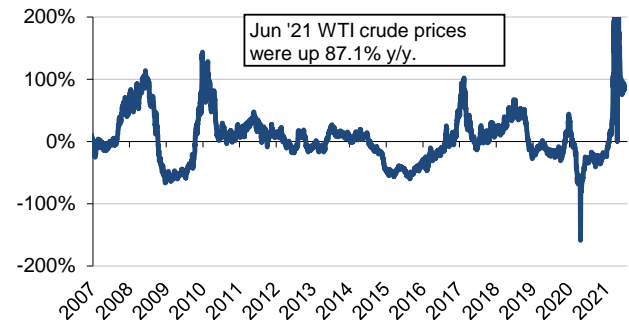
### WTI Crude



Note: USD per barrel.  
Source: Bloomberg and KeyBanc Capital Markets Inc.

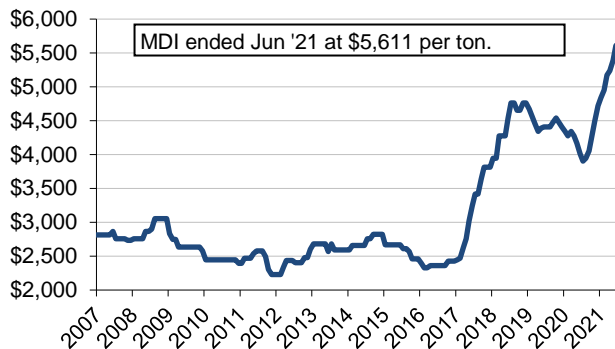
### WTI Crude

(% change y/y)



Note: Certain datapoints from Apr '21 are not displayed to scale for comparison purpose.  
Source: Bloomberg and KeyBanc Capital Markets Inc.

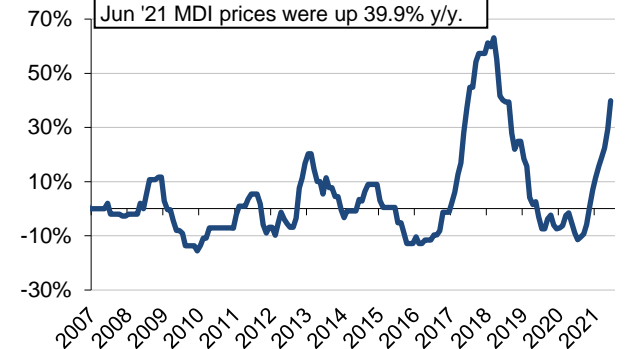
### Methylene diphenyl diisocyanate (MDI)



Note: USD per ton.  
Source: Tecnon OrbiChem and KeyBanc Capital Markets Inc.

### Methylene diphenyl diisocyanate (MDI)

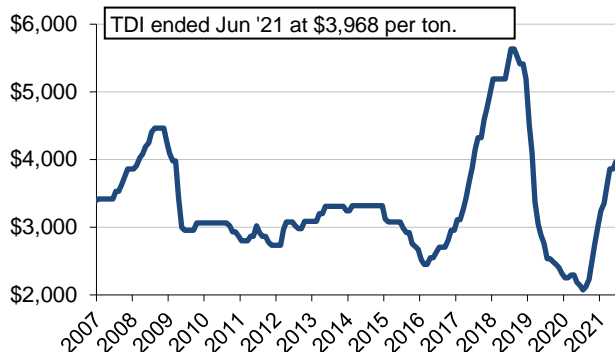
(% change y/y)



Note: USD per ton.  
Source: Tecnon OrbiChem and KeyBanc Capital Markets Inc.

### Toluene diisocyanate (TDI)

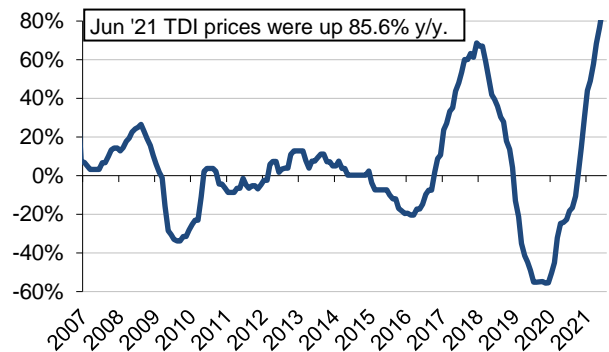
10 years



Note: USD per ton.  
Source: Tecnon OrbiChem and KeyBanc Capital Markets Inc.

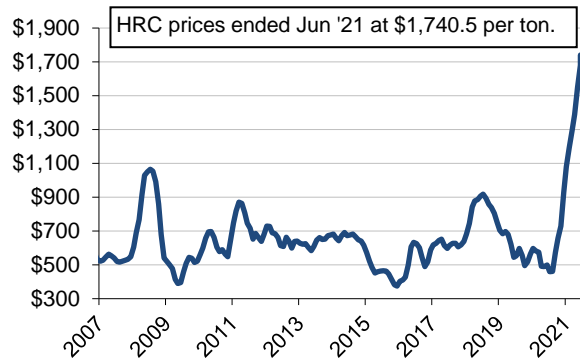
### Toluene diisocyanate (TDI)

(% change y/y)



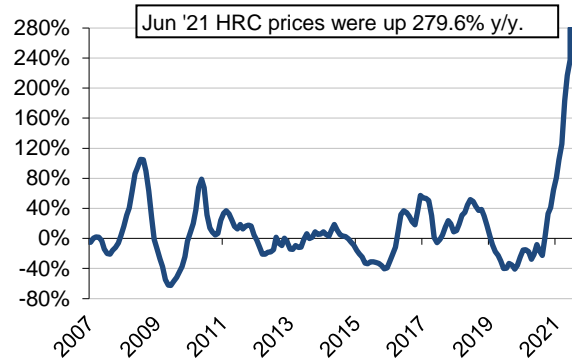
Note: USD per ton.  
Source: Tecnon OrbiChem and KeyBanc Capital Markets Inc.

### Steel: Flat Product / HRC Prices



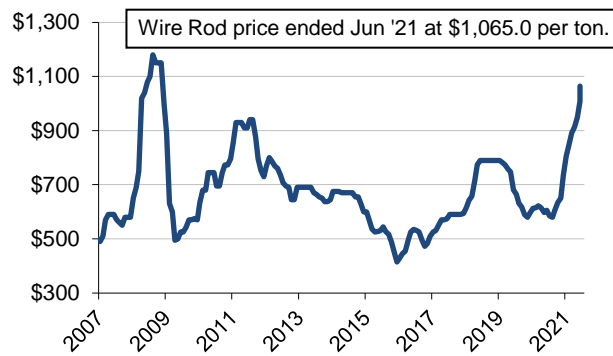
Note: USD per s.ton.  
Source: SBB and KeyBanc Capital Markets Inc.

### Steel: Flat Product / HRC Prices – Y/Y Growth



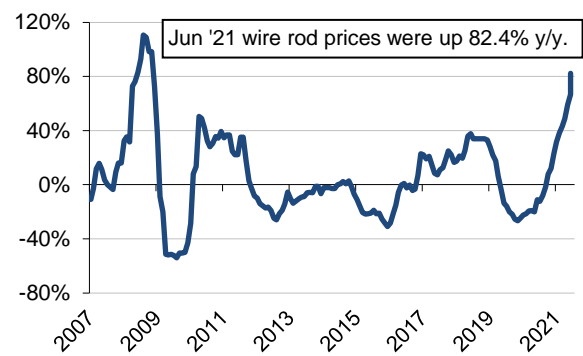
Note: USD per s.ton.  
Source: SBB and KeyBanc Capital Markets Inc.

### Steel: Long Product / Wire Rod Prices



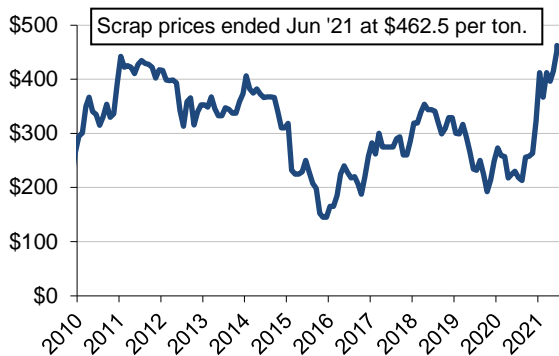
Note: USD per s.ton.  
Source: SBB and KeyBanc Capital Markets Inc.

### Steel: Long Product / Wire Rod Prices – Y/Y Growth



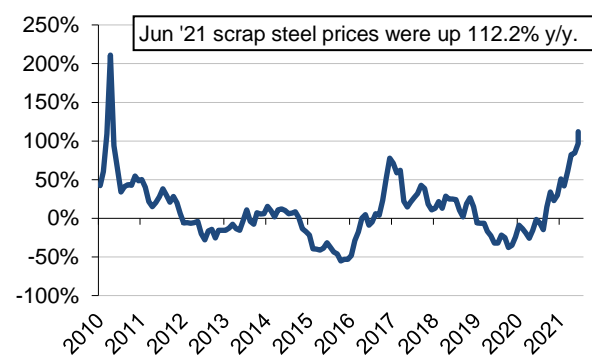
Note: USD per s.ton.  
Source: SBB and KeyBanc Capital Markets Inc.

### Steel: Scrap / HMS 1/2 Prices



Note: USD per l.ton.  
Source: SBB and KeyBanc Capital Markets Inc.

### Steel: Scrap / HMS 1/2 Prices – Y/Y Growth



Note: USD per l.ton.  
Source: SBB and KeyBanc Capital Markets Inc.

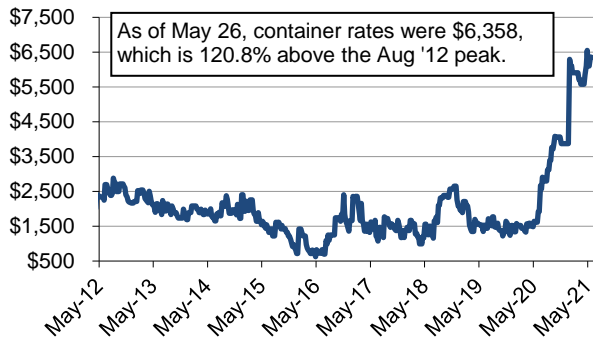
## FX TRENDS (AS OF 6/30/2021)

Calendar Qtr	AUD / USD		BRL / USD		CAD / USD		CNY / USD		EUR / USD		GBP / USD		MXN / USD	
	USD	y/y	USD	y/y	USD	y/y	USD	y/y	USD	y/y	USD	y/y	USD	y/y
1Q13	1.04	(2.0%)	0.50	(11.8%)	0.99	(1.8%)	0.16	1.3%	1.32	(0.7%)	1.54	(3.1%)	0.08	5.9%
2Q13	0.97	(4.3%)	0.47	(6.7%)	0.97	(1.9%)	0.16	3.2%	1.31	2.4%	1.53	(3.0%)	0.08	6.5%
3Q13	0.91	(12.8%)	0.44	(11.1%)	0.96	(4.5%)	0.16	3.4%	1.34	6.1%	1.56	(1.7%)	0.09	7.5%
4Q13	0.92	(11.9%)	0.43	(10.4%)	0.95	(5.7%)	0.16	2.5%	1.36	4.5%	1.63	1.2%	0.08	8.5%
1Q14	0.90	(13.2%)	0.43	(14.6%)	0.90	(8.4%)	0.16	1.2%	1.37	4.1%	1.66	7.8%	0.07	(8.5%)
2Q14	0.93	(3.6%)	0.45	(4.9%)	0.92	(4.7%)	0.16	(1.5%)	1.37	5.1%	1.69	10.4%	0.08	(8.1%)
3Q14	0.91	0.7%	0.43	(0.9%)	0.91	(5.6%)	0.16	(0.5%)	1.31	(2.2%)	1.66	6.0%	0.07	(12.8%)
4Q14	0.85	(7.3%)	0.39	(9.9%)	0.87	(7.7%)	0.16	(1.2%)	1.24	(9.4%)	1.57	(3.6%)	0.08	(10.4%)
1Q15	0.77	(14.0%)	0.35	(19.1%)	0.79	(12.3%)	0.16	(1.6%)	1.11	(19.1%)	1.51	(9.1%)	0.08	5.2%
2Q15	0.78	(17.0%)	0.32	(28.0%)	0.81	(12.3%)	0.16	0.6%	1.11	(19.0%)	1.55	(8.6%)	0.08	3.9%
3Q15	0.71	(21.7%)	0.27	(36.7%)	0.76	(16.6%)	0.16	(2.6%)	1.11	(14.7%)	1.54	(7.2%)	0.08	7.7%
4Q15	0.72	(15.0%)	0.26	(34.1%)	0.75	(14.8%)	0.16	(3.9%)	1.08	(12.5%)	1.51	(4.2%)	0.08	2.2%
1Q16	0.73	(5.6%)	0.26	(25.1%)	0.74	(6.3%)	0.15	(4.4%)	1.10	(0.4%)	1.42	(6.2%)	0.08	(0.8%)
2Q16	0.74	(4.2%)	0.29	(9.2%)	0.78	(4.0%)	0.15	(5.6%)	1.12	1.0%	1.41	(8.5%)	0.08	(3.3%)
3Q16	0.76	6.3%	0.31	12.5%	0.76	0.7%	0.15	(5.2%)	1.12	0.6%	1.31	(14.6%)	0.08	(4.5%)
4Q16	0.74	2.6%	0.31	19.0%	0.74	(0.0%)	0.15	(6.8%)	1.07	(1.1%)	1.24	(18.0%)	0.08	(0.6%)
1Q17	0.76	4.5%	0.32	23.4%	0.76	2.1%	0.15	(5.1%)	1.07	(3.2%)	1.25	(11.8%)	0.07	(4.0%)
2Q17	0.75	1.4%	0.31	5.4%	0.75	(3.8%)	0.15	(3.8%)	1.12	(0.4%)	1.30	(8.3%)	0.07	(11.3%)
3Q17	0.79	4.4%	0.32	3.2%	0.80	4.9%	0.15	0.1%	1.19	5.9%	1.32	0.5%	0.07	(15.2%)
4Q17	0.77	3.7%	0.30	(0.4%)	0.78	5.0%	0.15	4.3%	1.18	10.8%	1.34	8.7%	0.06	(19.1%)
1Q18	0.78	2.7%	0.31	(3.6%)	0.79	4.3%	0.16	9.2%	1.23	15.3%	1.40	11.9%	0.06	(18.3%)
2Q18	0.75	(0.5%)	0.27	(12.5%)	0.77	3.0%	0.15	5.8%	1.18	5.6%	1.34	3.6%	0.06	(16.3%)
3Q18	0.73	(8.1%)	0.25	(20.4%)	0.77	(3.9%)	0.15	(2.7%)	1.16	(1.9%)	1.30	(1.1%)	0.06	(13.0%)
4Q18	0.71	(6.9%)	0.26	(14.0%)	0.75	(4.3%)	0.14	(5.1%)	1.14	(4.1%)	1.28	(5.1%)	0.05	(13.0%)
1Q19	0.72	(8.6%)	0.27	(13.9%)	0.76	(4.1%)	0.15	(6.0%)	1.13	(7.9%)	1.31	(6.1%)	0.05	(14.9%)
2Q19	0.70	(6.7%)	0.26	(5.2%)	0.75	(2.6%)	0.15	(5.6%)	1.13	(4.8%)	1.28	(4.8%)	0.05	(13.4%)
3Q19	0.68	(6.9%)	0.25	(2.0%)	0.75	(2.0%)	0.14	(3.2%)	1.10	(5.5%)	1.22	(6.4%)	0.05	(5.9%)
4Q19	0.69	(3.6%)	0.24	(6.5%)	0.76	1.7%	0.14	(1.0%)	1.11	(2.1%)	1.30	2.2%	0.06	3.7%
1Q20	0.64	(9.9%)	0.22	(18.4%)	0.74	(2.5%)	0.14	(4.3%)	1.11	(2.6%)	1.28	(2.4%)	0.05	4.9%
2Q20	0.67	(4.4%)	0.18	(28.2%)	0.73	(3.2%)	0.14	(3.6%)	1.11	(1.4%)	1.24	(2.7%)	0.05	8.0%
3Q20	0.72	6.6%	0.18	(25.9%)	0.75	(0.1%)	0.15	2.8%	1.18	7.5%	1.31	7.6%	0.05	(0.9%)
4Q20	0.74	6.7%	0.18	(24.5%)	0.77	1.0%	0.15	6.3%	1.19	7.2%	1.33	2.1%	0.05	(6.6%)
1Q21	0.76	18.7%	0.18	(16.9%)	0.79	6.8%	0.15	8.0%	1.20	8.4%	1.38	7.7%	0.05	(5.7%)
2Q21	0.77	14.3%	0.19	4.4%	0.82	12.4%	0.16	10.2%	1.20	8.5%	1.40	12.1%	0.05	(1.7%)
<b>Spot Rate</b>	0.75	8.6%	0.20	10.0%	0.81	9.5%	0.15	9.4%	1.19	5.6%	1.38	11.5%	0.05	15.3%

Source: Thomson Reuters and KeyBanc Capital Markets Inc.

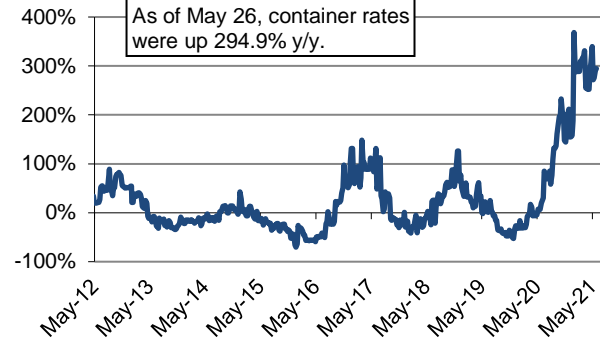
## CONTAINER RATE DATA

### Drewry Container Rate Benchmark



Source: Drewry Container Benchmark and KeyBanc Capital Markets Inc.

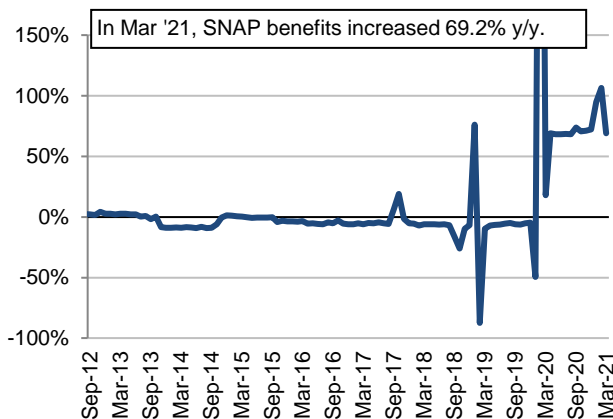
### Drewry Container Rate Benchmark (% change y/y)



Source: Drewry Container Benchmark and KeyBanc Capital Markets Inc.

## SNAP BENEFITS

### SNAP Benefits



Note: Feb '20 is not displayed to scale due to comparison purposes.  
Source: U.S. Department of Agriculture, Food and Nutrition Service – SNAP Monthly Data, and KeyBanc Capital Markets Inc

Please Note: Due to the partial federal government shutdown, most of the February 2019 SNAP benefits were issued early in order to ensure SNAP recipients would still receive SNAP benefits for the month of February 2019. As a result, January 2019 and February 2020 participation & benefits shows a significant increase m/m and y/y, and February 2019 and January 2020 shows significant decline y/y.

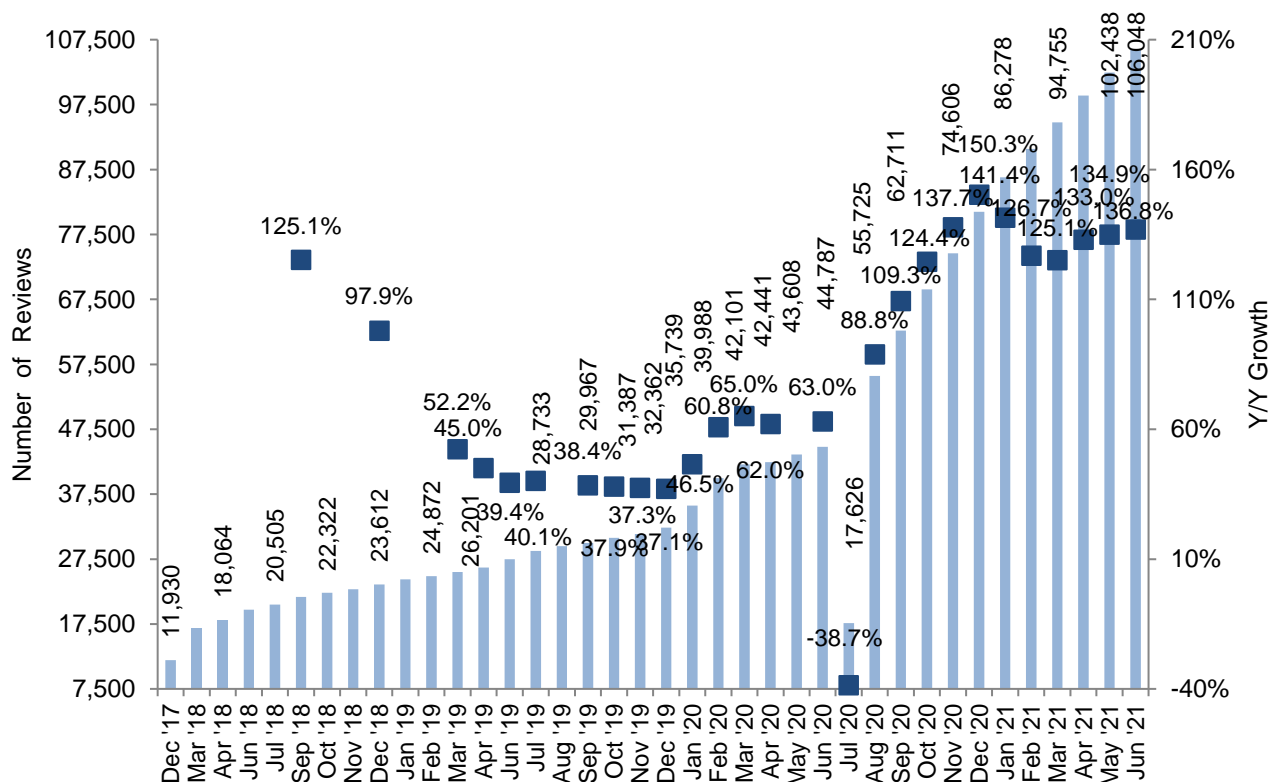
## MATTRESS INDUSTRY SHIPMENTS (QUARTERLY)

Units (thousands)	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21
Mattresses	3,831	3,735	3,935	3,504	3,710	3,552	3,654	3,442	3,459	3,458	3,640	3,085	3,119	3,096	3,397	3,152	2,973	2,844	3,565	3,152	3,146
Foundations	3,062	2,930	3,077	2,878	2,922	2,686	2,751	2,491	2,537	2,290	2,321	1,926	1,957	1,813	1,894	1,651	1,524	1,473	1,825	1,567	1,470
Total	6,893	6,666	7,012	6,383	6,632	6,238	6,405	5,933	5,996	5,748	5,962	5,011	5,076	4,909	5,291	4,803	4,497	4,317	5,390	4,719	4,615
<b>Average Unit Price</b>																					
Mattresses	\$346	\$371	\$368	\$372	\$367	\$383	\$388	\$389	\$371	\$381	\$388	\$396	\$408	\$405	\$406	\$425	\$415	\$353	\$429	\$448	\$454
Foundations	\$77	\$79	\$77	\$75	\$73	\$67	\$70	\$69	\$71	\$73	\$73	\$79	\$77	\$80	\$78	\$78	\$74	\$76	\$75	\$77	\$77
Total	\$226	\$243	\$240	\$238	\$237	\$247	\$252	\$255	\$244	\$258	\$265	\$274	\$280	\$285	\$289	\$306	\$301	\$258	\$310	\$324	\$334
<b>Dollars (millions)</b>																					
Mattresses	\$1,325	\$1,388	\$1,448	\$1,304	\$1,360	\$1,359	\$1,418	\$1,338	\$1,282	\$1,318	\$1,411	\$1,221	\$1,272	\$1,252	\$1,379	\$1,341	\$1,233	\$1,004	\$1,529	\$1,413	\$1,428
Foundations	\$235	\$232	\$236	\$216	\$215	\$179	\$194	\$172	\$180	\$166	\$169	\$151	\$151	\$145	\$148	\$130	\$119	\$110	\$139	\$118	\$114
Total	\$1,560	\$1,620	\$1,685	\$1,520	\$1,575	\$1,538	\$1,611	\$1,511	\$1,461	\$1,484	\$1,580	\$1,372	\$1,423	\$1,398	\$1,527	\$1,470	\$1,352	\$1,113	\$1,668	\$1,531	\$1,541
<b>Y/Y Change</b>																					
<b>Units</b>																					
Mattresses	2.0%	3.8%	-1.8%	4.7%	-3.1%	-4.9%	-7.1%	-1.8%	-6.8%	-2.6%	-0.4%	-10.4%	-9.8%	-10.5%	-6.7%	2.2%	-4.7%	-8.1%	4.9%	0.0%	5.8%
Foundations	-2.9%	-0.2%	-6.0%	4.8%	-4.6%	-8.3%	-10.6%	-13.4%	-13.2%	-14.8%	-15.6%	-22.7%	-22.9%	-20.8%	-18.4%	-14.3%	-22.1%	-18.8%	-3.6%	-5.1%	-3.6%
Total	-0.3%	2.0%	-3.7%	4.7%	-3.8%	-6.4%	-8.6%	-7.0%	-9.6%	-7.9%	-6.9%	-15.5%	-15.3%	-14.6%	-11.3%	-4.1%	-11.4%	-12.1%	1.9%	-1.7%	2.6%
<b>Average Unit Price</b>																					
Mattresses	0.1%	3.6%	0.9%	3.6%	6.0%	3.0%	5.4%	4.5%	1.1%	-0.4%	-0.1%	1.8%	10.1%	6.2%	4.7%	7.5%	1.7%	-12.9%	5.7%	5.4%	9.4%
Foundations	-2.8%	-2.7%	-3.4%	-6.4%	-4.3%	-15.9%	-8.4%	-8.0%	-3.6%	9.0%	3.2%	13.4%	8.7%	10.5%	7.9%	-0.1%	1.1%	-7.2%	-2.7%	-4.1%	-0.6%
Total	1.1%	3.8%	1.5%	2.0%	4.9%	1.5%	4.7%	6.9%	2.6%	4.7%	5.3%	7.5%	15.0%	10.3%	8.9%	11.8%	7.2%	-9.5%	7.2%	6.0%	11.1%
<b>Dollars</b>																					
Mattresses	2.1%	7.5%	-0.9%	8.4%	2.7%	-2.0%	-2.1%	2.7%	-5.8%	-3.1%	-0.5%	-8.8%	-0.7%	-5.0%	-2.3%	9.8%	-3.1%	-19.9%	10.9%	5.4%	15.8%
Foundations	-5.7%	-2.9%	-9.2%	-1.9%	-8.7%	-22.9%	-18.1%	-20.3%	-16.3%	-7.1%	-12.9%	-12.3%	-16.1%	-12.5%	-12.0%	-14.4%	-21.3%	-24.6%	-6.3%	-9.0%	-4.1%
Total	0.8%	5.9%	-2.2%	6.8%	0.9%	-5.0%	-4.4%	-0.6%	-7.2%	-3.5%	-2.0%	-9.2%	-2.6%	-5.8%	-3.4%	7.2%	-5.0%	-20.4%	9.3%	4.1%	14.0%

Source: ISPA and KeyBanc Capital Markets Inc.

## ONLINE REVIEWS – 12" ZINUS MEMORY FOAM QUEEN MATTRESS ON AMAZON

ZINUS – Number of Online Reviews on Amazon and Y/Y Increase



Source: Amazon.com and KeyBanc Capital Markets Inc.

## MATTRESS INDUSTRY SHIPMENTS (MONTHLY)

	Mattress Total			Specialty		Innerspring	
	Unit Shipments	Wholesale Dollars	Average Selling Price	Unit Shipments	Wholesale Dollars	Unit Shipments	Wholesale Dollars
January 2012	16.6%	30.3%	11.7%	50.5%	66.9%	12.7%	17.5%
February 2012	17.5%	29.0%	9.7%	55.1%	48.0%	13.3%	22.1%
March 2012	-4.9%	6.3%	11.8%	39.2%	39.3%	-9.9%	-6.2%
April 2012	6.6%	16.9%	9.7%	52.3%	38.7%	1.1%	8.4%
May 2012	11.2%	20.1%	8.0%	52.2%	37.2%	5.8%	12.6%
June 2012	0.5%	7.2%	6.6%	18.0%	9.4%	-2.0%	6.0%
July 2012	15.1%	17.5%	2.1%	34.4%	25.3%	12.6%	14.5%
August 2012	5.1%	9.3%	3.9%	17.9%	11.5%	3.4%	8.2%
September 2012	2.1%	7.9%	5.7%	27.1%	15.7%	-2.4%	3.1%
October 2012	12.9%	14.8%	1.6%	17.8%	4.9%	12.0%	20.5%
November 2012	10.2%	13.6%	3.1%	7.0%	-0.8%	10.9%	23.1%
December 2012	-5.0%	-3.9%	1.1%	2.9%	-4.9%	-6.2%	-3.4%
January 2013	1.3%	2.9%	1.6%	2.4%	-0.1%	1.1%	4.4%
February 2013	-7.8%	-4.5%	3.7%	5.2%	3.5%	-9.8%	-7.9%
March 2013	-2.0%	-2.4%	-0.3%	-12.8%	-15.6%	-0.1%	5.1%
April 2013	10.1%	10.1%	0.1%	-17.0%	-14.3%	15.0%	22.3%
May 2013	1.9%	4.5%	2.6%	-6.3%	-2.7%	3.4%	8.3%
June 2013	1.1%	5.7%	4.5%	-4.5%	1.2%	2.1%	7.9%
July 2013	4.6%	8.1%	3.4%	-17.2%	-5.2%	8.0%	13.8%
August 2013	3.5%	8.2%	4.6%	11.4%	5.5%	2.3%	9.5%
September 2013	-1.9%	1.8%	3.7%	-13.9%	-9.0%	0.9%	9.0%
October 2013	4.1%	5.8%	1.6%	-14.3%	-12.7%	7.4%	15.1%
November 2013	-2.6%	-0.3%	2.3%	-15.8%	-7.8%	-0.1%	3.6%
December 2013	3.9%	8.1%	4.0%	-4.0%	6.6%	5.3%	8.8%
January 2014	0.2%	0.9%	0.7%	-3.9%	-10.3%	0.9%	6.2%
February 2014	-3.7%	-0.5%	3.3%	-18.0%	-13.5%	-1.1%	5.9%
March 2014	5.0%	15.7%	10.1%	21.3%	29.5%	2.5%	9.4%
April 2014	-3.3%	4.5%	8.0%	11.6%	16.5%	-5.2%	0.2%
May 2014	0.0%	4.6%	4.6%	-14.1%	-2.5%	2.4%	8.0%
June 2014	4.6%	8.3%	3.6%	2.5%	7.9%	4.9%	8.4%
July 2014	5.3%	9.6%	4.1%	13.8%	10.7%	4.3%	9.2%
August 2014	-1.2%	1.4%	2.7%	-12.7%	-2.9%	0.6%	3.4%
September 2014	10.7%	17.0%	5.7%	11.2%	19.0%	10.6%	15.9%
October 2014	7.5%	10.4%	2.7%	8.9%	13.6%	7.3%	9.2%
November 2014	3.3%	3.7%	0.4%	-2.3%	-3.7%	4.2%	7.2%
December 2014	16.9%	27.4%	9.0%	25.6%	32.1%	15.5%	25.0%
January 2015	9.7%	13.6%	3.6%	-3.6%	1.9%	11.7%	18.3%
February 2015	10.5%	9.1%	-1.3%	3.7%	2.5%	11.5%	11.7%
March 2015	-0.4%	4.3%	4.7%	-12.9%	-11.1%	1.9%	12.5%
April 2015	5.6%	5.4%	-0.2%	-10.0%	-20.4%	8.0%	15.8%
May 2015	4.0%	6.0%	2.0%	8.0%	-5.5%	3.4%	11.0%
June 2015	10.6%	13.7%	2.8%	6.9%	-0.7%	11.2%	20.5%
July 2015	5.3%	6.7%	1.4%	12.6%	-3.8%	4.3%	10.5%
August 2015	0.3%	4.3%	3.9%	2.8%	-3.4%	0.0%	7.6%
September 2015	9.9%	14.7%	4.3%	8.8%	4.9%	10.1%	20.3%
October 2015	-2.0%	1.3%	3.3%	-2.0%	-17.9%	-2.0%	9.0%
November 2015	4.9%	7.0%	2.1%	-4.4%	-16.1%	6.2%	16.8%
December 2015	1.5%	-0.8%	-2.2%	-2.4%	-18.7%	2.2%	8.9%

Source: ISPA and KeyBanc Capital Markets Inc.



# GOOGLE TRENDS TERM DATA

Monthly Google Trends Term Data									
	Absolute Average			y/y Growth			y/y 3M Rolling Avg.		
	Mattress	Sofa	Flooring	Mattress	Sofa	Flooring	Mattress	Sofa	Flooring
January 2015	31	13	8	14.8%	8.3%	-11.1%	13.6%	11.9%	-14.3%
February 2015	34	9	6	9.7%	-25.0%	-33.3%	11.8%	-5.4%	-15.4%
March 2015	33	11	6	10.0%	-8.3%	-25.0%	11.4%	-8.3%	-23.1%
April 2015	30	12	8	11.1%	9.1%	14.3%	10.2%	-8.6%	-16.7%
May 2015	36	12	8	28.6%	20.0%	33.3%	16.5%	6.1%	4.8%
June 2015	31	9	9	3.3%	-25.0%	12.5%	14.1%	0.0%	19.0%
July 2015	38	11	9	-2.6%	-8.3%	0.0%	8.2%	-5.9%	13.0%
August 2015	40	15	9	2.6%	7.1%	12.5%	0.9%	-7.9%	8.0%
September 2015	33	17	7	10.0%	41.7%	-22.2%	2.8%	13.2%	-3.8%
October 2015	35	10	7	25.0%	-16.7%	40.0%	11.3%	10.5%	4.5%
November 2015	63	22	8	-1.6%	4.8%	0.0%	7.4%	8.9%	0.0%
December 2015	37	11	7	-5.1%	-15.4%	-12.5%	3.1%	-6.5%	4.8%
January 2016	38	16	9	22.6%	23.1%	12.5%	3.0%	4.3%	0.0%
February 2016	43	15	10	26.5%	66.7%	66.7%	13.5%	20.0%	18.2%
March 2016	37	14	9	12.1%	27.3%	50.0%	20.4%	36.4%	40.0%
April 2016	32	13	9	6.7%	8.3%	12.5%	15.5%	31.3%	40.0%
May 2016	38	17	10	5.6%	41.7%	25.0%	8.1%	25.7%	27.3%
June 2016	40	12	9	29.0%	33.3%	0.0%	13.4%	27.3%	12.0%
July 2016	45	15	10	18.4%	36.4%	11.1%	17.1%	37.5%	11.5%
August 2016	43	13	10	7.5%	-13.3%	11.1%	17.4%	14.3%	7.4%
September 2016	45	14	12	36.4%	-17.6%	71.4%	19.8%	-2.3%	28.0%
October 2016	38	13	9	8.6%	30.0%	28.6%	16.7%	-4.8%	34.8%
November 2016	85	24	11	34.9%	9.1%	37.5%	28.2%	4.1%	45.5%
December 2016	44	17	10	18.9%	54.5%	42.9%	23.7%	25.6%	36.4%
January 2017	44	17	11	15.8%	6.3%	22.2%	25.4%	18.4%	33.3%
February 2017	39	17	11	-9.3%	13.3%	10.0%	7.6%	21.4%	23.1%
March 2017	38	14	11	2.7%	0.0%	22.2%	2.5%	6.7%	17.9%
April 2017	36	13	10	12.5%	0.0%	11.1%	0.9%	4.8%	14.3%
May 2017	45	13	9	18.4%	-23.5%	-10.0%	11.2%	-9.1%	7.1%
June 2017	43	16	11	7.5%	33.3%	22.2%	12.7%	0.0%	7.1%
July 2017	55	19	13	22.2%	26.7%	30.0%	16.3%	9.1%	13.8%
August 2017	47	15	9	9.3%	15.4%	-10.0%	13.3%	25.0%	13.8%
September 2017	47	16	12	4.4%	14.3%	0.0%	12.0%	19.0%	6.3%
October 2017	39	16	13	2.6%	23.1%	44.4%	5.6%	17.5%	9.7%
November 2017	97	28	14	14.1%	16.7%	27.3%	8.9%	17.6%	21.9%
December 2017	43	17	8	-2.3%	0.0%	-20.0%	7.2%	13.0%	16.7%
January 2018	39	16	11	-11.4%	-5.9%	0.0%	3.5%	5.2%	3.1%
February 2018	47	15	11	20.5%	-11.8%	0.0%	1.6%	-5.9%	-6.3%
March 2018	41	13	11	7.9%	-7.1%	0.0%	5.0%	-8.3%	0.0%
April 2018	42	14	10	16.7%	7.7%	0.0%	15.0%	-4.5%	0.0%
May 2018	43	12	10	-4.4%	-7.7%	11.1%	5.9%	-2.5%	3.3%
June 2018	44	17	10	2.3%	6.3%	-9.1%	4.0%	2.4%	0.0%
July 2018	49	16	12	-10.9%	-15.8%	-7.7%	-4.9%	-6.3%	-3.0%
August 2018	53	13	11	12.8%	-13.3%	22.2%	0.7%	-8.0%	0.0%
September 2018	51	15	9	8.5%	-6.3%	-25.0%	2.7%	-12.0%	-5.9%
October 2018	43	12	11	10.3%	-25.0%	-15.4%	10.5%	-14.9%	-8.8%
November 2018	100	23	14	3.1%	-17.9%	0.0%	6.0%	-16.7%	-12.8%
December 2018	47	20	8	9.3%	17.6%	0.0%	6.1%	-9.8%	-5.7%
January 2019	36	15	11	-7.7%	-6.3%	0.0%	2.2%	-4.9%	0.0%
February 2019	38	13	12	-19.1%	-13.3%	9.1%	-6.2%	0.0%	3.3%
March 2019	40	15	11	-2.4%	15.4%	0.0%	-10.2%	-2.3%	3.0%
April 2019	37	10	9	-11.9%	-28.6%	-10.0%	-11.5%	-9.5%	0.0%
May 2019	51	13	8	18.6%	8.3%	-20.0%	1.6%	-2.6%	-9.7%
June 2019	43	13	11	-2.3%	-23.5%	10.0%	1.6%	-16.3%	-6.7%
July 2019	50	13	10	2.0%	-18.8%	-16.7%	5.9%	-13.3%	-9.4%
August 2019	49	15	9	-7.5%	15.4%	-18.2%	-2.7%	-10.9%	-9.1%
September 2019	43	13	9	-15.7%	-13.3%	0.0%	-7.2%	-6.8%	-12.5%
October 2019	45	15	9	4.7%	25.0%	-18.2%	-6.8%	7.5%	-12.9%
November 2019	95	24	12	-5.0%	4.3%	-14.3%	-5.7%	4.0%	-11.8%
December 2019	57	16	9	21.3%	-20.0%	12.5%	3.7%	0.0%	-9.1%
January 2020	41	12	9	13.9%	-20.0%	-18.2%	5.5%	-10.3%	-9.1%
February 2020	49	13	9	28.9%	0.0%	-25.0%	21.5%	-14.6%	-12.9%
March 2020	39	12	8	-2.5%	-20.0%	-27.3%	13.2%	-14.0%	-23.5%
April 2020	42	14	8	13.5%	40.0%	-11.1%	13.0%	2.6%	-21.9%
May 2020	56	19	10	9.8%	46.2%	25.0%	7.0%	18.4%	-7.1%
June 2020	57	17	11	32.6%	30.8%	0.0%	18.3%	38.9%	3.6%
July 2020	65	18	11	30.0%	38.5%	10.0%	23.6%	38.5%	10.3%
August 2020	56	19	11	14.3%	26.7%	22.2%	25.4%	31.7%	10.0%
September 2020	56	19	9	30.2%	46.2%	0.0%	24.6%	36.6%	10.7%
October 2020	55	17	11	22.2%	13.3%	22.2%	21.9%	27.9%	14.8%
November 2020	93	32	14	-2.1%	33.3%	16.7%	11.5%	30.8%	13.3%
December 2020	56	18	11	-1.8%	12.5%	22.2%	3.6%	21.8%	20.0%
January 2021	50	20	10	22.0%	66.7%	11.1%	3.1%	34.6%	16.7%
February 2021	53	16	10	8.2%	23.1%	11.1%	8.2%	31.7%	14.8%
March 2021	52	17	13	33.3%	41.7%	62.5%	20.2%	43.2%	26.9%
April 2021	56	18	13	33.3%	28.6%	62.5%	23.8%	30.8%	44.0%
May 2021	62	18	12	10.7%	-5.3%	20.0%	24.1%	17.8%	46.2%
June 2021	63	16	10	10.5%	-5.9%	-9.1%	16.8%	4.0%	20.7%

Source: Google and KeyBanc Capital Markets Inc.

## Disclosure Appendix

### Important Disclosures

Important disclosures for the companies mentioned in this report can be found at <https://key2.bluematrix.com/sellside/Disclosures.action>.

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Distribution of Ratings/IB Services Firmwide and by Sector									
KeyBanc Capital Markets					Consumer				
Rating	Count	Percent	IB Serv/Past 12 Mos.		Rating	Count	Percent	IB Serv/Past 12 Mos.	
			Count	Percent				Count	Percent
Overweight [OW]	337	53.83	92	27.30	Overweight [OW]	45	53.57	14	31.11
Sector Weight [SW]	281	44.89	62	22.06	Sector Weight [SW]	38	45.24	1	2.63
Underweight [UW]	8	1.28	0	0.00	Underweight [UW]	1	1.19	0	0.00

### Rating System

**Overweight** - We expect the stock to outperform the analyst's coverage sector over the coming 6-12 months.

**Sector Weight** - We expect the stock to perform in line with the analyst's coverage sector over the coming 6-12 months.

**Underweight** - We expect the stock to underperform the analyst's coverage sector over the coming 6-12 months.

## Disclosure Appendix (cont'd)

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Please refer to the analysts' recently published reports for company-specific valuation and risks.

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