

### Corporate Media Analysis Report

Corporate financial analysis of lululemon's third-quarter results yielded both positive and negative sentiment in business media, with some outlets focusing on its growth in quarter three and others honing in on dismal forecasts for the fourth quarter. Wedbush analyst Tom Nikic had a positive outlook on the company's future, saying "I think there was a lot to like in the earnings print. Their Q4 guidance, they insinuated on the call that it's very, very conservative. They're very happy with their performance over the Black Friday and Thanksgiving weekend. All in, they just seem to have a lot of momentum in their business." Tom's commentary on the results suggest that he is happy with the brand's performance and that its fourth-quarter projections are "conservative," meaning he thinks it will surpass them and overall have continued success in its business model. Financial analysts at Stifel are also optimistic, saying "We view the (fourth quarter) outlook as conservative and encourage investors to use any weakness in shares as a buying opportunity. Considering the growing contribution of international (outside North America now 22% of revenue) and impressive growth trajectory, we think the market is underappreciating the growth contribution and potential." This quote focused on the brand's success and growth as well, even saying the brand's stock is being underappreciated considering its potential.

The [CNBC](#) analysis of the company's quarter-three earnings was negative, as the headline reads "lululemon shares fall as retailer gives tepid holiday outlook despite strong start to shopping season." In specifically mentioning its "tepid" fourth-quarter outlook, it negatively talked about the brand's projections for the fourth quarter. While the article did mention positive sides of the earnings report like lululemon's sales rising 19% from the previous year, most of the sentiment expressed was negative. Another example is the article stating lululemon's holiday sales were shy of analyst expectations and that its shares dropped 3% in extended trading.

[Reuters'](#) commentary on lululemon's quarter-three earnings report was also negative in nature, its headline reading "lululemon's bleak holiday-quarter targets overshadow strong Q3." While the article does recognize the brand having a strong third quarter, the company's expected fourth-quarter earnings falling below analyst projections apparently overshadowed its growth in quarter three. The article also

commented that the brand gave off a “cautious tone,” which resulted in shares declining by 2%. Reuters also compared to the brand’s “choppy holiday quarter” to other notable brands like Walmart and Best Buy, stating that this is a negative industry trend at large.

[Investopedia](#) had a different outlook on the brand’s earnings for quarter three, giving a more positive outlook on its stock changes, saying it hit a “record high” after its earnings surpassed estimates. In the key takeaways of the article, the business media outlet also remains very positive about the brand, stating how Black Friday was the brand’s biggest sales day in the company’s history and how the company will add \$1 billion to its stock repurchase program to buy back shares from the market. These highlights painted the brand in a very good light in addition to numerical highlights about a higher earnings per share and revenue than expected. The article barely mentions the brand’s quarter-four outlook missing projections and overall remained very steadfast in the brand’s financial accomplishments.

A very high-profile business media outlet, [Forbes](#), also discussed lululemon’s stock and quarter-three results pretty positively, leading with the brand’s 57% rise in stock value since the beginning of 2023. The outlet alternatively said the brand could see “modest declines long term,” but reinforced optimism in the brand’s improving stock and rise in revenue in international markets and North America. The only other negative sentiment expressed in the article was about lululemon’s fourth-quarter projections being lower than expected, but even then, Forbes said this is due to economic uncertainty due to inflation and supply chain issues. The article concludes positively in stating the brand is on track for its goal to double its annual revenue from 2021 to 2026.

[BNN Bloomberg’s](#) outlook on lululemon’s financial performance was also positive, the headline reading “lululemon shares hit all-time high after earnings.” The article leads with analysts remaining optimistic about the brand, even in spite of potential future economic challenges. The author quotes several analysts at Citi and other financial institutions to illustrate why lululemon is still a “buy,” meaning they still recommend shareholders buy the brand’s stock because of its financial success thus far. Citing the closing inventory gap, sales growth and increase in market share, the business outlet remains confident about lululemon’s positive position in the market.