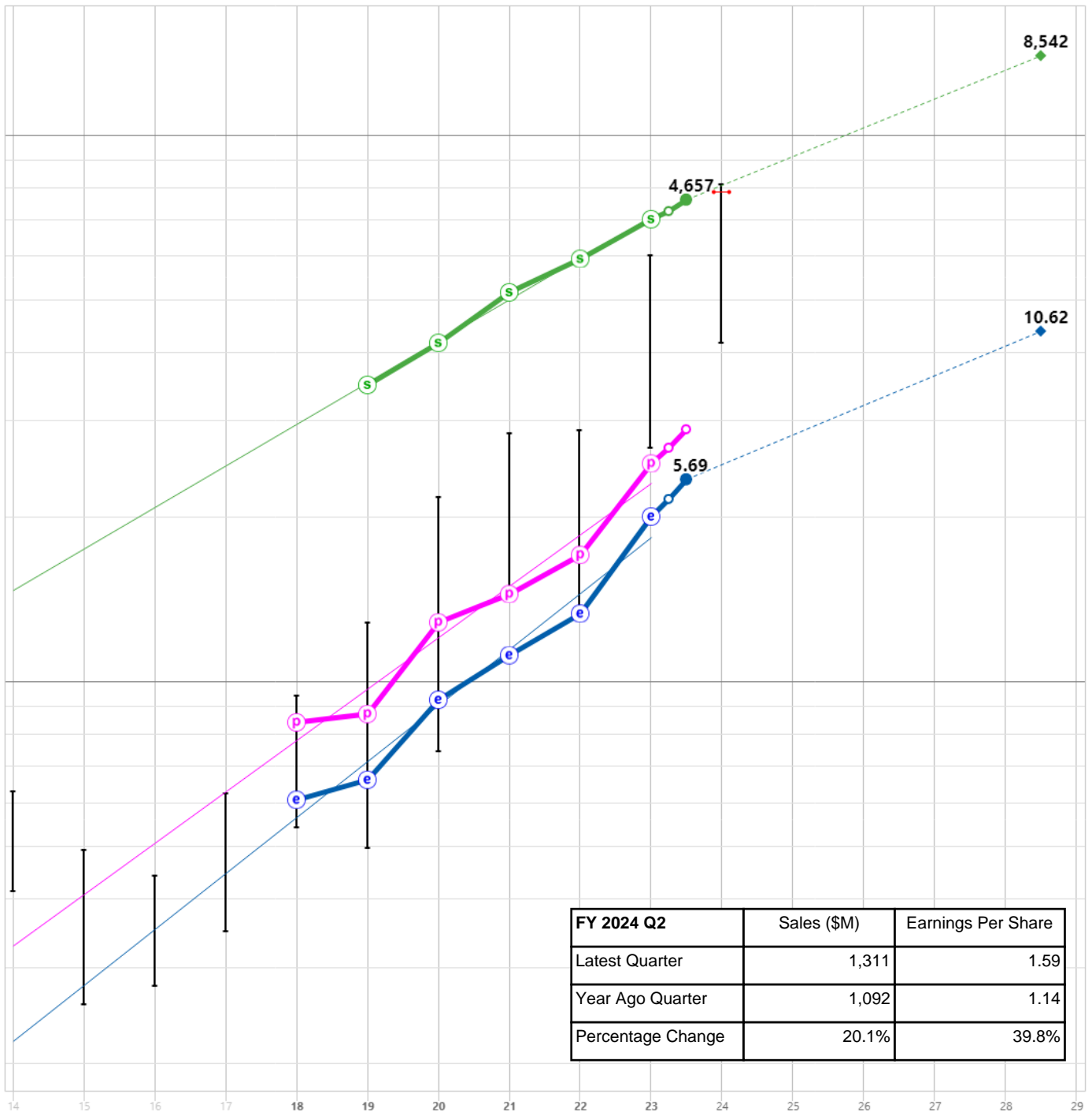


Stock Selection Guide

Company	Deckers Outdoor		Date	01/06/25	
Prepared by	DETLOFF		Data taken from	BI Stock Data	
Where traded	NYS		Industry	Footwear & Accessories	
Capitalization --- Outstanding Amounts	Reference				
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	152.8	1.9	68.4		
Debt (\$M)	258.6	% to Tot Cap	10.4	% Pot Dil	0.4

Symbol: DECK

1 VISUAL ANALYSIS of Sales, Earnings, and Price



- | | | | |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth | 19.1% | (3) Historical Earnings Per Share Growth | 26.6% |
| (2) Estimated Future Sales Growth | 12.9% | (4) Estimated Future Earnings Per Share Growth | 13.3% |

2 EVALUATING Management

Deckers Outdoor

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Last 5 Year Avg.
% Pre-tax Profit on Sales	12.2%	8.4%	-0.4%	11.6%	16.3%	16.0%	19.7%	17.9%	18.4%	22.8%	19.0%
% Earned on Equity	15.0%	11.6%	0.6%	10.6%	25.3%	24.0%	24.7%	28.0%	28.7%	35.5%	28.2%
% Debt To Capital	4.0%	9.4%	3.3%	3.3%	2.9%	20.6%	13.4%	12.6%	12.2%	11.2%	14.0%

3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

CURRENT PRICE 208.47 (01/06/25)

52-WEEK HIGH 214.70

52-WEEK LOW 110.00

	A	B	C	D	E	F	G	H
Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield
	High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100
2019	33.9	13.1	1.60	21.1	8.2	0.00	0.0	0.0
2020	57.5	19.7	2.25	25.6	8.8	0.00	0.0	0.0
2021	75.2	38.6	2.71	27.8	14.3	0.00	0.0	0.0
2022	76.3	35.5	3.23	23.6	11.0	0.00	0.0	0.0
2023	159.4	70.7	4.86	32.8	14.6	0.00	0.0	0.0
AVERAGE		35.5		26.2	13.3		0.0	
CURRENT/TTM			5.69	37.8	19.3	0.00	0.0	
AVERAGE PRICE EARNINGS RATIO: 19.7					CURRENT PRICE EARNINGS RATIO: 36.7			

4 EVALUATING RISK and REWARD over the next 5 years

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 32.8 X Estimate High Earnings/Share 10.62 = Forecasted High Price \$ 348.3

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 13.3 X Estimate Low Earnings/Share 5.69 = Forecasted Low Price \$ 75.7

(b) Avg. Low Price of Last 5 Years 35.5

(c) Recent Market Low Price 35.5

(d) Price Dividend Will Support $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{0.00}{0.00\%} = 0.0$

Selected Forecasted Low Price \$ 162.0

C ZONING using 25%-50%-25%

Forecasted High Price 348.3 Minus Forecasted Low Price 162.0 = 186.3 Range. 25% of Range 46.6

Buy Zone 162.0 to 208.6

Hold Zone 208.6 to 301.8

Sell Zone 301.8 to 348.3

Present Market Price of 208.47 is in the **BUY** Zone

D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price } 348.3 - \text{Current Price } 208.47}{\text{Current Price } 208.47} = \frac{139.87}{208.47} = 3.0$ To 1

E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price } 348.3}{\text{Current Price } 208.47} = 1.6709 \times 100 = 167.09 - 100 = 67.1$ % Appreciation

5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

A $\frac{\text{Indicated Annual Dividend } 0.00}{\text{Current Price } 208.47} = 0.0000 = 0.0\%$ Current Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout } 0.0\%}{\text{Forecast High PE } 32.80} = 0.0\%$

AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout } 0.0\%}{\text{Forecast Average PE } 23.05} = 0.0\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 10.8 %
Average Yield 0.0 %
Annualized Rate of Return 10.8 %

COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 3.3 %
Average Yield 0.0 %
Annualized Rate of Return 3.3 %