



Your Vision. Our Focus.

MKM PARTNERS

Quantitative Survey Group | QSG

Custom Data Driven Research Solutions...Proprietary Surveys...Comprehensive Analytics

Consumer



Recent/Current Consumer Case Study: LULU

- In collaboration with Roxanne Meyer, Senior Analyst, Softlines Retail
- 1,000 LULU shoppers – U.S. and Canada
- Quarterly deployment schedule (began Sep '15)
- Key takeaways
 - Consistently strong current and future purchase intentions; driven by improved styles, quality and fit
 - Elevated brand position relative to competitors, including relatively newer brands such as Fabletics, Athleta etc.
 - Uptick in men's adoption
- Our survey work is viewed by Roxanne as an integral input to her LULU (Buy, \$314.03, \$446 PT)* investment thesis
 - Proprietary data points translate into robust value-added reports that differentiate her work from peers
 - Roxanne's work and use of survey results to inform her rating of LULU has regularly been highlighted on Barrons.com: <https://www.barrons.com/articles/lululemon-stock-forecast-price-target-increased-51591627841>

*As of 03/24/21