

COMPANY NOTE | EQUITY RESEARCH | March 18, 2022

Consumer: DTC & Disruptors Company Update

# The Lovesac Company | Love - \$44.63 - NYSE | Buy

| Stock Da   | ta      |         |         |  |  |  |  |  |  |  |
|--|---------|---------|---------|--|--|--|--|--|--|--|
| 52-Week Low - High \$35.07 - \$95.51 Shares Out. (mil) 15.12 Mkt. Cap.(mil) \$674.94 3-Mo. Avg. Vol. 326,419 12-Mo.Price Target \$115.00 Cash (mil) \$47.9 Tot. Debt (mil) \$0.0 |         |         |         |  |  |  |  |  |  |  |
| Revenue (\$ millions)  |         |         |         |  |  |  |  |  |  |  |
| Yr Jan   | —2022E— | —2023E— | —2024E— |  |  |  |  |  |  |  |
|  |         | Curr    | Curr    |  |  |  |  |  |  |  |
| 1Q   | 82.9A   | 104.8E  | NA      |  |  |  |  |  |  |  |
| 2Q   | 102.4A  | 126.0E  | NA      |  |  |  |  |  |  |  |
| 3Q   | 116.7A  | 151.0E  | NA      |  |  |  |  |  |  |  |
| 4Q   | 175.3E  | 227.4E  | NA      |  |  |  |  |  |  |  |
| YEAR   | 477.3E  | 609.2E  | 720.2E  |  |  |  |  |  |  |  |
| EBITDA   | EBITDA  |         |         |  |  |  |  |  |  |  |
| Yr Jan   | —2022E— | —2023E— | —2024E— |  |  |  |  |  |  |  |
|  |         | Curr    | Curr    |  |  |  |  |  |  |  |
| 1Q   | 5.3A    | (0.5)E  | NA      |  |  |  |  |  |  |  |
| 2Q   | 12.4A   | 7.0E    | NA      |  |  |  |  |  |  |  |
| 3Q   | 5.8A    | 13.0E   | NA      |  |  |  |  |  |  |  |
| 4Q   | 12.7E   | 27.2E   | NA      |  |  |  |  |  |  |  |
| YEAR   | 36.2E   | 46.8E   | 61.7E   |  |  |  |  |  |  |  |
| EPS\$  |         |         |         |  |  |  |  |  |  |  |
| Yr Jan   | —2022E— | —2023E— | —2024E— |  |  |  |  |  |  |  |
|  |         | Curr    | Curr    |  |  |  |  |  |  |  |
| 1Q   | 0.13A   | (0.23)E | NA      |  |  |  |  |  |  |  |
| 2Q   | 0.52A   | 0.24E   | NA      |  |  |  |  |  |  |  |
| 3Q   | 0.17A   | 0.58E   | NA      |  |  |  |  |  |  |  |
| 4Q   | 0.57E   | 1.39E   | NA      |  |  |  |  |  |  |  |
| YEAR   | 1.35E   | 2.00E   | 2.82E   |  |  |  |  |  |  |  |
| P/E  | 33.1x   | 22.3x   | 15.8x   |  |  |  |  |  |  |  |



# **LOVE: ROTH Conference Takeaways**

We hosted Lovesac Founder and CEO Shawn Nelson for a fireside chat at the 34th Annual ROTH Conference. Our three key takeaways: (1) Lovesac growth momentum appears to be sustaining into F2023 despite some of the macro headwinds on perceived "stay-at-home" categories like furniture; (2) Stealthtech product performance is likely quite healthy and should drive tailwinds to growth ahead; and (3) recent marketing efficiency gains may be sustainable as word-of-mouth picks up as a key source of traffic.

- (1) Lovesac growth momentum appears to be sustaining into F2023 despite some of the macro headwinds on perceived "stay-at-home" categories like furniture. While certain home goods players have showed signs of slowing in the recent quarter (either demand or supply-chain related challenges), we do not believe Lovesac has seen significant challenges on either the demand or supply chain front, and as a result, remain comfortable with our forecasted revenue for 4FQ and F2023 (we are roughly inline with consensus forecasts on both metrics).
- (2) Stealthtech product performance is likely quite healthy and should drive tailwinds to growth ahead. Management noted the product launch continues to proceed on plan with healthy attach rates to regular Sactional products. While management is understandably guarded with respect to Stealthtech performance, we note our recent store checks suggest strong performance for Stealthtech which may be more additive to AOVs than we had initially expected (anecdotally we are hearing of larger systems and faster-than-expected sales). Our initial base case assumption was a ~10% attach rate and AOVs of ~\$3k on top of a Sactional AOV in the ~\$4k range. This should have driven MSD-HSD percentage growth in AOVs on an annual basis. However, assuming higher AOVs and a higher attach rate could drive AOV growth into the teens on a percentage basis. This is not yet factored into our model, but is becoming a more likely scenario heading into F2023.
- (3) Recent marketing efficiency gains may be sustainable as word-of-mouth picks up as a key source of traffic. CEO Shawn Nelson noted word-of-mouth as the most important source of customer traffic for Lovesac, which suggests marketing efficiency gains made in 3FQ (-110bps of YoY leverage) could be sustainable going forward. We note we are not modeling an improvement in marketing efficiency in F2023 (we are forecasting \$85mn in marketing, 14.0% of sales, +50bps vs. our 13.5% estimate in F2022). A 50bps improvement vs. our base case 14.0% forecast would drive ~\$3mn in incremental EBITDA.

# **VALUATION**

- Our \$115 price target applies a 3.0x EV/sales multiple to our F2023 revenue estimate.
- Impediments to our price target include a deeper-than-expected or more-protracted economic downturn stemming from the COVID-19 pandemic, the potential for supply chain challenges, and the departure of members of the senior management team.

#### RISKS

- Lovesac faces competition from other "sit and sleep" brands, department stores, and a variety of retailers. Increased competition within the space could lead to higher marketing expenses and the loss of or inability to capture market share.
- The company is highly dependent upon marketing and awareness investments to drive traffic. If Lovesac experiences muted traffic revenue growth could be affected.
- Lovesac's growth relies upon a high conversion rate from traffic across channels. Failure to maintain a high conversion rate could negatively impact results.
- The company depends upon its ability to open new showrooms and/or enter new retail partner doors. Lackluster showroom openings or delayed entrance into new retail partner doors could negatively affect results.
- The company relies on the efforts of senior management; the departure of key members could negatively affect results.
- The company's sales and profitability are seasonally skewed towards the fiscal fourth quarter as is Lovesac's profitability when applicable. As such inclement weather or the disruption of holiday trends could negatively impact the business.
- The company may not be able to adequately protect its intellectual property and patent portfolio.

# COMPANY DESCRIPTION

The Lovesac Company designs, markets, and sells modular couches (Sactionals), beanbag chairs (Sacs), and related accessories through an omni-channel approach that includes more than 90 showrooms, its own website (lovesac.com), and pop-up/shop-in-shops within large retailers like Costco, Macy's, and Best Buy. The company's core Sactional product is a patent-protected, modular "couch-in-a-box" that is easily shippable, reconfigurable, and designed with sustainable materials. Lovesac uses third party manufacturers based in the US (California, Texas, North Carolina), China (Shanghai, Hangzhou, Jiaxing, among others), and Vietnam (Ho Chi Minh City) while a network of third party logistics providers and common carriers deliver its products to consumers. Lovesac completed its initial public offering in June 2018 at \$16 per share. The company was founded in 1988 and is based in Stamford, Connecticut.

| The Lovesac Company (LOVE) s millions, except per share data)   |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    | Matt<br>H Capital<br>nkoranda@ | Partr   |
|---|--------------------------|----------------|------------------|-----------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------------------|--------------------|--------------------|--------------------|-------------------|-----------------------|--------------------|--------------------------------|---------|
| scal Year End ~1/31   |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                | 275.2   |
| ICOME STATEMENT   | F2018A                   | F2019A         | F2020A           |                 |                   | 3FQ21A             |                    |                    | 1FQ22A             |                    |                   |                    |                    | 1FQ23E             |                   |                       | 4FQ23E             | F2023E                         | F20     |
| .0.1  | Feb-18                   | Feb-19         | Feb-20           | May-20          | Aug-20            | Nov-20             | Jan-21             | Jan-21             | May-21             | Aug-21             | Nov-21            | Jan-22             | Jan-22             | May-22             | Aug-22            | Nov-22                | Jan-23             | Jan-23                         | Ja      |
| et Sales<br>Consensus (as of 03/17)                             | 101.8                    | 165.9          | 233.4            | 54.4            | 61.9              | 74.7               | 129.7              | 320.7              | 82.9               | 102.4              | 116.7             | 175.3<br>175.4     | 477.3<br>477.4     | 104.8<br>108.0     | 126.0<br>130.6    | 151.0<br><i>148.5</i> | 227.4<br>220.7     | 609.2<br>607.3                 | 72<br>7 |
| ost of Goods Sold (COGS)  | 44.6                     | 75.0           | 116.7            | 27.1            | 30.9              | 33.4               | 54.6               | 146.0              | 36.8               | 43.4               | 58.1              | 91.7               | 230.0              | 57.1               | 64.9              | 74.9                  | 110.2              | 307.1                          | 35      |
| Gross Profit  | 57.2                     | 90.9           | 116.7            | 27.3            | 31.1              | 41.3               | 75.1               | 174.8              | 46.1               | 59.0               | 58.6              | 83.6               | 247.3              | 47.6               | 61.1              | 76.1                  | 117.3              | 302.2                          | 36      |
|   |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
| elling, General & Administrative (SG&A)                         | 50.7                     | 76.4           | 98.1             | 25.8            | 23.4              | 25.9               | 36.2               | 111.4              | 30.7               | 35.4               | 38.1              | 47.0               | 151.2              | 33.0               | 37.0              | 43.0                  | 61.0               | 174.0                          | 20      |
| arketing  | 9.2                      | 18.4           | 29.2             | 8.2             | 7.2               | 11.0               | 15.6               | 41.9               | 10.7               | 13.0               | 15.8              | 25.0               | 64.5               | 16.0               | 18.0              | 21.0                  | 30.0               | 85.0                           | 10      |
| epreciation and Amortization                                    | 2.4                      | 3.1            | 5.2              | 1.6             | 1.5               | 1.9                | 1.6                | 6.6                | 2.4                | 1.6                | 1.7               | 1.7                | 7.5                | 2.1                | 2.1               | 2.1                   | 2.1                | 8.2                            |         |
| perating expenses   | 62.3                     | 97.9           | 132.5            | 35.7            | 32.1              | 38.8               | 53.4               | 159.9              | 43.8               | 50.0               | 55.6              | 73.7               | 223.2              | 51.1               | 57.1              | 66.1                  | 93.1               | 267.2                          | 31      |
| DIT   | (F.O)                    | (7.0)          | (45.0)           | (0.4)           | (4.0)             | 0.5                | 04.0               | 440                | 0.0                | 0.0                | 0.0               | 0.0                | 04.4               | (0.4)              |                   | 40.4                  | 04.0               | 05.0                           |         |
| BIT   | (5.0)                    | (7.0)          | (15.8)           | (8.4)           | (1.0)             | 2.5                | 21.8               | 14.9               | 2.3                | 9.0                | 3.0               | 9.8                | 24.1               | (3.4)              | 4.1               | 10.1                  | 24.2               | 35.0                           | 4       |
| et Interest Income (Expense)                                    | (0.4)                    | 0.4            | 0.6              | 0.1             | (0.0)             | (0.0)              | (0.0)              | (0.1)              | (0.0)              | (0.0)              | (0.0)             | (0.0)              | (0.2)              | (0.0)              | (0.0)             | (0.0)                 | (0.0)              | (0.1)                          |         |
| BT  | (5.5)                    | (6.7)          | (15.2)           | (8.3)           | (1.1)             | 2.5                | 21.7               | 14.8               | 2.2                | 9.0                | 2.9               | 9.8                | 23.9               | (3.4)              | 4.1               | 10.0                  | 24.2               | 34.8                           |         |
|   | (5.5)                    | (0.7)          | (13.2)           | (0.5)           | (1.1)             | 2.5                | 21.7               | 14.0               | 2.2                | 3.0                | 2.3               | 3.0                | 25.5               | (3.4)              | 4.1               | 10.0                  | 24.2               | 34.0                           |         |
| axes  | 0.0                      | 0.0            | 0.0              | 0.0             | 0.0               | 0.0                | 0.0                | 0.1                | 0.2                | 0.5                | 0.2               | 0.0                | 0.8                | 0.0                | 0.0               | 0.0                   | 0.0                | 0.0                            |         |
| et Income, reported   | (5.5)                    | (6.7)          | (15.2)           | (8.3)           | (1.1)             | 2.5                | 21.7               | 14.7               | 2.1                | 8.4                | 2.8               | 9.8                | 23.1               | (3.4)              | 4.1               | 10.0                  | 24.2               | 34.8                           |         |
| EPS. GAAP   | (\$1.12)                 | (\$3.28)       | (\$1.07)         | (\$0.58)        | (\$0.08)          | \$0.16             | \$1.37             | \$0.96             | \$0.13             | \$0.52             | \$0.17            | \$0.57             | \$1.35             | (\$0.23)           | \$0.24            | \$0.58                | \$1.39             | \$2.00                         | \$      |
| EPS, adjusted   | (\$0.27)                 | (\$0.19)       | (\$1.04)         | (\$0.58)        | (\$0.08)          | \$0.16             | \$1.37             | \$0.96             | \$0.13             | \$0.52             | \$0.17            | \$0.57             | \$1.35             | (\$0.23)           | \$0.24            | \$0.58                | \$1.39             | \$2.00                         | \$      |
| Consensus (as of 03/17)   |                          |                | , ,              |                 | · · · · ·         |                    |                    |                    |                    |                    |                   | \$0.54             | \$1.36             | (\$0.18)           | \$0.27            | \$0.56                | \$1.39             | \$2.00                         |         |
| g FD Common Shares  | 6.0                      | 10.5           | 14.3             | 14.5            | 14.5              | 15.6               | 15.8               | 15.3               | 16.1               | 16.1               | 16.1              | 17.2               | 17.1               | 15.2               | 17.3              | 17.3                  | 17.4               | 17.4                           |         |
| djusted for offerings, shares                                   | 13.4                     | 13.5           |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
|   |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
| BITDA RECONCILIATION  |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
| et income   | (5.5)                    | (6.7)          | (15.2)           | (8.3)           | (1.1)             | 2.5                | 21.7               | 14.7               | 2.1                | 8.4                | 2.8               | 9.8                | 23.1               | (3.4)              | 4.1               | 10.0                  | 24.2               | 34.8                           |         |
| nterest expense   | 0.4                      | (0.4)          | (0.6)            | (0.1)           | 0.0               | 0.0                | 0.0                | 0.1                | 0.0                | 0.0                | 0.0               | 0.0                | 0.2                | 0.0                | 0.0               | 0.0                   | 0.0                | 0.1                            |         |
| Taxes   | 0.0                      | 0.0            | 0.0              | 0.0             | 0.0               | 0.0                | 0.0                | 0.1                | 0.2                | 0.5                | 0.2               | 0.0                | 0.8                | 0.0                | 0.0               | 0.0                   | 0.0                | 0.0                            |         |
| D&A<br>BITDA  | 2.4<br>(2.7)             | 3.1            | 5.2<br>(10.6)    | 1.6             | 1.5<br><b>0.5</b> | 1.9<br><b>4.4</b>  | 1.6<br><b>23.3</b> | 6.6<br><b>21.5</b> | 2.4<br>4.7         | 1.6<br><b>10.6</b> | 1.7<br><b>4.7</b> | 1.7<br><b>11.6</b> | 7.5<br><b>31.5</b> | 2.1                | 2.1<br><b>6.1</b> | 2.1<br>12.1           | 2.1<br><b>26.3</b> | 8.2<br><b>43.2</b>             | -       |
| djustments (1)  | (2.7)                    | (3.9)<br>0.0   | 0.0              | (6.7)           | 0.5               | 4.4                | 23.3               | 21.5               | 4.7                | 10.0               | 4.7               | 11.0               | 31.5               | (1.4)              | 0.1               | 12.1                  | 20.3               | 43.2                           |         |
| Management fees   | 0.5                      | 1.2            | 0.6              | 0.1             | 0.1               | 0.1                | 0.1                | 0.5                | 0.0                | 0.0                | 0.0               | 0.0                | 0.0                | 0.0                | 0.0               | 0.0                   | 0.0                | 0.0                            |         |
| Deferred Rent   | 0.4                      | 0.5            | 0.7              | (0.0)           | 0.9               | 0.4                | 0.1                | 1.4                | 0.0                | 0.0                | 0.0               | 0.0                | 0.0                | 0.0                | 0.0               | 0.0                   | 0.0                | 0.0                            |         |
| Stock based compensation  | 1.0                      | 3.3            | 5.2              | 0.9             | 0.7               | 1.1                | 2.0                | 4.7                | 0.7                | 1.2                | 1.1               | 1.1                | 4.1                | 0.9                | 0.9               | 0.9                   | 0.9                | 3.6                            |         |
| Gain (loss) on disposal of PP&E                                 | 0.2                      | 0.3            | (0.2)            | 0.0             | 0.0               | 0.0                | 0.0                | 0.0                | 0.0                | 0.0                | 0.0               | 0.0                | 0.0                | 0.0                | 0.0               | 0.0                   | 0.0                | 0.0                            |         |
| Impairment of PP&E  |                          | 0.0            | 0.0              | 0.0             | 0.0               | 0.0                | 0.2                | 0.2                | 0.0                | 0.6                | 0.0               | 0.0                | 0.6                | 0.0                | 0.0               | 0.0                   | 0.0                | 0.0                            |         |
| Other non-recurring expenses                                    | 2.0                      | 2.0            | 0.5              | 0.0             | 0.0               | 0.0                | 0.0                | 0.0                | 0.0                | 0.0                | 0.0               | 0.0                | 0.0                | 0.0                | 0.0               | 0.0                   | 0.0                | 0.0                            |         |
| dj EBITDA   | 1.3                      | 3.4            | (3.7)            | (5.7)           | 2.2               | 6.0                | 25.9               | 28.3               | 5.3                | 12.4               | 5.8               | 12.7               | 36.2               | (0.5)              | 7.0               | 13.0                  | 27.2               | 46.8                           | _       |
| Consensus (as of 03/17)   |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   | 12.8               | 36.6               | 1.6                | 7.9               | 13.1                  | 26.6               | 48.9                           |         |
|   |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
| EGMENT INFORMATION  |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
| ales By Channel   | 700/                     | 000/           | 000/             | 000/            | 040/              | F00/               | F70/               | 400/               | F00/               | 040/               | 000/              | F70/               | F00/               | F00/               | 000/              | 000/                  | 500/               | 000/                           |         |
| Showrooms   | 76%                      | 68%            | 63%<br>24%       | 33%<br>55%      | 21%<br>74%        | 56%                | 57%                | 46%                | 59%                | 61%                | 60%               | 57%                | 59%<br>32%         | 59%                | 62%<br>29%        | 60%                   | 59%                | 60%                            |         |
| Internet<br>Other (Costco Roadshows / Shop-In-Shops)            | 19%<br>5%                | 20%<br>12%     | 13%              | 11%             | 74%<br>5%         | 34%<br>10%         | 38%<br>5%          | 47%<br>7%          | 30%<br>11%         | 29%<br>10%         | 30%<br>10%        | 37%<br>7%          | 32%<br>9%          | 31%<br>10%         | 10%               | 28%<br>12%            | 32%<br>9%          | 30%<br>10%                     |         |
| Other (Costco Hodoshows / Shop-in-Shops)                        | 376                      | 1270           | 13%              | 1176            | 376               | 10%                | 5 %                | 1 76               | 1176               | 1076               | 1076              | 1 70               | 976                | 1076               | 1076              | 1270                  | 3 /6               | 10%                            |         |
| ROFITABILITY RATIOS   |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
| Gross profit %  | 56.2%                    | 54.8%          | 50.0%            | 50.2%           | 50.1%             | 55.3%              | 57.9%              | 54.5%              | 55.6%              | 57.6%              | 50.2%             | 47.7%              | 51.8%              | 45.5%              | 48.5%             | 50.4%                 | 51.6%              | 49.6%                          | 5       |
| Consensus (as of 03/17)   |                          | 22 /0          | 22.270           |                 |                   |                    | 2270               | 2 /0               |                    |                    |                   | 48.3%              | 52.0%              | 48.3%              | 49.4%             | 51.0%                 | 51.4%              | 50.3%                          |         |
| SG&A %  | 49.8%                    | 46.1%          | 42.1%            | 47.5%           | 37.7%             | 34.7%              | 27.9%              | 34.7%              | 37.1%              | 34.5%              | 32.6%             | 26.8%              | 31.7%              | 31.5%              | 29.4%             | 28.5%                 | 26.8%              | 28.6%                          | 2       |
| Marketing %   |                          | 11.1%          | 12.5%            | 15.1%           | 11.6%             | 14.7%              | 12.0%              | 13.1%              | 12.9%              | 12.7%              | 13.6%             | 14.3%              | 13.5%              | 15.3%              | 14.3%             | 13.9%                 | 13.2%              | 14.0%                          | 1       |
| EBIT %  | -4.9%                    | -4.2%          | -6.8%            | -15.4%          | -1.7%             | 3.4%               | 16.8%              | 4.6%               | 2.7%               | 8.8%               | 2.5%              | 5.6%               | 5.0%               | -3.3%              | 3.3%              | 6.7%                  | 10.6%              | 5.7%                           |         |
| EBT %   | -5.4%                    | -4.0%          | -6.5%            | -15.3%          | -1.7%             | 3.3%               | 16.7%              | 4.6%               | 2.7%               | 8.7%               | 2.5%              | 5.6%               | 5.0%               | -3.3%              | 3.2%              | 6.6%                  | 10.6%              | 5.7%                           |         |
| Net %   | -5.4%                    | -4.0%          | -6.5%            | -15.4%          | -1.8%             | 3.3%               | 16.7%              | 4.6%               | 2.5%               | 8.2%               | 2.4%              | 5.6%               | 4.8%               | -3.3%              | 3.2%              | 6.6%                  | 10.6%              | 5.7%                           |         |
| Tax rate %  | -0.5%                    | -0.2%          | -0.3%            | -0.3%           | -3.1%             | 0.4%               | 0.1%               | 0.6%               | 6.9%               | 5.7%               | 5.9%              | 0.0%               | 3.5%               | 0.0%               | 0.0%              | 0.0%                  | 0.0%               | 0.0%                           |         |
| Adj. EBITDA %   | 1.3%                     | 2.0%           | -1.6%            | -10.5%          | 3.5%              | 8.0%               | 19.9%              | 8.8%               | 6.4%               | 12.1%              | 5.0%              | 7.2%               | 7.6%               | -0.4%              | 5.6%              | 8.6%                  | 11.9%              | 7.7%                           |         |
| DOMELL DATES (INC. STAT)  |                          |                |                  |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
| ROWTH RATES (INC STMT)  | 20.40/                   | 60.004         | 40.7%            | 20.00/          | 28.7%             | 43.5%              | 40.70/             | 97.40/             | 52.5%              | 65.4%              | EC 10/            | 25 00/             | 48.8%              | 06 40/             | 22 00/            | 20.40/                | 29.8%              | 27.6%                          | ١.      |
| Revenues<br>Cost of Sales                                       | 33.4%<br>28.7%           | 62.9%<br>68.2% | 40.7%<br>55.6%   | 32.8%<br>35.7%  | 28.7%             | 43.5%<br>29.4%     | 40.7%<br>16.0%     | 37.4%<br>25.1%     | 52.5%<br>36.0%     | 40.5%              | 56.1%<br>73.7%    | 35.2%<br>68.1%     | 48.8%<br>57.6%     | 26.4%<br>55.1%     | 23.0%<br>49.4%    | 29.4%<br>29.0%        | 29.8%              | 33.5%                          | 1       |
|   | 28.7%<br>37.2%           | 58.8%          | 28.4%            | 35.7%           | 29.5%<br>27.9%    | 29.4%<br>57.3%     | 16.0%<br>66.4%     | 49.8%              | 68.9%              | 40.5%<br>90.1%     | 73.7%<br>41.9%    | 11.2%              | 57.6%<br>41.5%     | 3.4%               | 49.4%<br>3.6%     | 29.0%                 | 40.3%              | 33.5%<br>22.2%                 | 2       |
| Prope Profit  | 37.2%                    | 58.8%<br>57.3% | 28.4%<br>35.3%   | 17.6%           | 9.8%              | 57.3%<br>17.1%     | 34.0%              | 49.8%<br>20.7%     | 68.9%<br>22.9%     | 90.1%<br>55.9%     | 41.9%             | 38.2%              | 41.5%<br>39.6%     | 16.5%              | 14.0%             | 29.9%<br>18.7%        | 40.3%<br>26.2%     | 19.7%                          | 1       |
|   |                          |                | 28.4%            | 8.3%            | 6.5%              | 6.0%               | 30.0%              | 13.5%              | 18.9%              | 51.3%              | 46.8%             | 29.9%              | 35.8%              | 7.4%               | 4.6%              | 12.9%                 | 29.8%              | 15.1%                          | 1       |
| Operating expenses  |                          |                |                  | 0.0/0           | 0.0/0             |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |
| Gross Profit  Decating expenses  GG&A  Decating Income          | 5.9%                     | 50.7%<br>39.8% |                  | -10 1%          | -79 n%            | -136 9%            | 308 4%             | -194 1%            | -126 Q%            | -967 5%            |                   |                    |                    |                    | -54 5%            | 238 8%                | 146 1%             |                                |         |
| Operating expenses<br>GG&A<br>Operating Income                  | 5.9%<br>-18.4%           | 39.8%          | 124.4%           | -10.1%<br>-8.4% | -79.0%<br>-77.5%  | -136.9%<br>-137.0% | 308.4%             | -194.1%<br>-194.1% | -126.9%<br>-126.5% | -967.5%<br>-935.2% | 17.3%<br>17.6%    | -54.8%<br>-54.9%   | 61.8%<br>61.8%     | -251.5%<br>-256.0% | -54.5%<br>-54.6%  | 238.8%                | 146.1%<br>146.6%   | 45.3%<br>45.3%                 | 4       |
| Operating expenses<br>IG&A<br>Operating Income<br>Pretax Income | 5.9%<br>-18.4%<br>-18.4% | 39.8%<br>39.8% | 124.4%<br>124.4% | -8.4%           | -77.5%            | -137.0%            | 299.4%             | -194.1%            | -126.5%            | -935.2%            | 17.6%             | -54.9%             | 61.8%              | -256.0%            | -54.6%            | 242.8%                | 146.6%             | 45.3%                          | 4       |
| Operating expenses<br>GG&A<br>Operating Income                  | 5.9%<br>-18.4%           | 39.8%          | 124.4%           |                 |                   |                    |                    |                    |                    |                    |                   |                    |                    |                    |                   |                       |                    |                                |         |

| The Lovesac Company (LOVE) (\$ millions, except per share data) Fiscal Year End ~1/31  |                                   |  |                                     |                                     |                                     |                                     |                                     |  |   |   |   |   |   |   |   |   | RO  | TH Capital  |   |
|--|-----------------------------------|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--|---|---|---|---|---|---|---|---|---|---|---|
| BALANCE SHEET  | F2018A                            | F2019A                                     | F2020A                              | 1FQ21A                              | 2FQ21A                              | 3FQ21A                              | 4FQ21A                              | F2021A                                     | 1FQ22A  | 2FQ22A  | 3FQ22A  | 4FQ22E  | F2022E  | 1FQ23E  | 2FQ23E  | 3FQ23E  | 4FQ23E  | F2023E  | F2024E  |
| Cash & Equivalents Trade Accounts Receivable, Net Merchandise Inventories, Net Prepaid Expenses and Other Current Assets Total Current Assets              | 9.2                               | 49.1                                       | 48.5                                | 45.5                                | 54.8                                | 47.7                                | 78.3                                | 78.3                                       | 65.7  | 68.5  | 47.9  | 76.3  | 76.3  | 73.5  | 79.4  | 71.5  | 102.5   | 102.5   | 134.9   |
|  | 2.8                               | 4.0  | 7.2                                 | 7.1                                 | 6.2                                 | 7.2                                 | 4.5                                 | 4.5  | 6.9   | 7.4   | 9.8   | 7.7   | 7.7   | 9.2   | 6.9   | 8.3   | 7.5   | 7.5   | 8.8   |
|  | 11.6                              | 26.2                                       | 36.4                                | 33.4                                | 41.0                                | 57.8                                | 50.4                                | 50.4                                       | 56.0  | 75.0  | 94.5  | 88.5  | 88.5  | 84.5  | 88.9  | 119.0   | 108.7   | 108.7   | 127.2   |
|  | 6.1                               | 5.9  | 8.8                                 | 5.9                                 | 5.7                                 | 10.9                                | 10.1                                | 10.1                                       | 11.6  | 10.6  | 11.4  | 11.4  | 11.4  | 11.4  | 11.4  | 11.4  | 11.4  | 11.4  | 11.4  |
|  | 29.7                              | 85.1                                       | 100.9                               | 91.9                                | 107.8                               | 123.5                               | 143.4                               | 143.4                                      | 140.2   | 161.4   | 163.6   | 183.9   | 183.9   | 178.6   | 186.6   | 210.2   | 230.0   | 230.0   | 282.3   |
| Property, Plant & Equipment, Net Operating lease right-of-use assets Goodwill Other Intangible Assets, Net Total Noncurrent Assets Total Assets            | 0.1<br>0.5<br>11.8<br><b>41.4</b> | 18.6<br>0.1<br>0.9<br>19.9<br><b>105.0</b> | 23.1<br>0.1<br>1.4<br>24.7<br>125.7 | 24.4<br>0.1<br>1.5<br>26.2<br>118.1 | 25.7<br>0.1<br>1.5<br>27.6<br>135.3 | 25.9<br>0.1<br>1.4<br>27.6<br>151.1 | 25.9<br>0.1<br>1.5<br>27.6<br>171.0 | 25.9<br>0.1<br>1.5<br>27.6<br><b>171.0</b> | 26.8<br>96.2<br>0.1<br>1.2<br>124.4<br><b>264.6</b> | 29.5<br>88.9<br>0.1<br>1.2<br>119.8<br><b>281.3</b> | 32.1<br>95.6<br>0.1<br>1.3<br>129.2<br><b>292.8</b> | 35.5<br>95.6<br>0.1<br>1.4<br>132.6<br><b>316.5</b> | 35.5<br>95.6<br>0.1<br>1.4<br>132.6<br><b>316.5</b> | 37.5<br>95.6<br>0.1<br>1.5<br>134.7<br><b>313.3</b> | 39.5<br>95.6<br>0.1<br>1.6<br>136.8<br><b>323.4</b> | 41.5<br>95.6<br>0.1<br>1.7<br>138.9<br><b>349.1</b> | 43.5<br>95.6<br>0.1<br>1.8<br>141.0<br><b>371.1</b> | 43.5<br>95.6<br>0.1<br>1.8<br>141.0<br><b>371.1</b> | 53.5<br>95.6<br>0.1<br>2.2<br>151.4<br><b>433.7</b> |
| Current Portion of Long-Term Debt  | 0.0                               | 0.0  | 0.0                                 | 0.0                                 | 0.0                                 | 0.0                                 | 0.0                                 | 0.0  | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   |
| Accounts Payable   | 12.7                              | 16.8                                       | 19.9                                | 17.4                                | 24.5                                | 25.2                                | 24.3                                | 24.3                                       | 17.7  | 25.9  | 25.4  | 38.2  | 38.2  | 37.6  | 42.7  | 57.5  | 54.3  | 54.3  | 63.6  |
| Total Current Liabilities  | 14.9                              | 24.6                                       | 32.4                                | 32.3                                | 48.0                                | 59.5                                | 56.3                                | 56.3                                       | 64.5  | 80.6  | 81.6  | 94.3  | 94.3  | 93.7  | 98.8  | 113.6   | 110.5   | 110.5   | 119.7   |
| Line of Credit Deferred Rent Total Noncurrent Liabilities Total Liabilities  | 0.0                               | 0.0  | 0.0                                 | 0.0                                 | 0.0                                 | 0.0                                 | 0.0                                 | 0.0  | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   |
|  | 1.1                               | 1.6  | 3.1                                 | 3.2                                 | 5.5                                 | 6.4                                 | 6.7                                 | 6.7  | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   |
|  | 1.1                               | 1.6  | 3.1                                 | 3.2                                 | 5.5                                 | 6.4                                 | 6.7                                 | 6.7  | 89.4  | 83.7  | 90.7  | 90.7  | 90.7  | 90.7  | 90.7  | 90.7  | 90.7  | 90.7  | 90.7  |
|  | <b>17.8</b>                       | <b>26.2</b>                                | <b>35.5</b>                         | 35.5                                | 53.5                                | <b>65.9</b>                         | <b>63.1</b>                         | <b>63.1</b>                                | <b>153.9</b>  | <b>164.3</b>  | <b>172.2</b>  | <b>185.0</b>  | <b>185.0</b>  | <b>184.4</b>  | <b>189.5</b>  | <b>204.3</b>  | <b>201.1</b>  | <b>201.1</b>  | <b>210.4</b>  |
| Total Stockholders' Equity   | 23.6                              | 78.8                                       | 90.2                                | 82.6                                | 81.8                                | 85.3                                | 107.9                               | 107.9                                      | 110.7   | 116.9   | 120.6   | 131.5   | 131.5   | 129.0   | 133.9   | 144.9   | 169.9   | 169.9   | 223.3   |
| BALANCE SHEET RATIOS Days of Inventory Days Sales Outstanding (DSOs) Days Payables Outstanding (DPOs) Cash Conversion Cycle                                | 97                                | 127  | 114                                 | 116                                 | 121                                 | 155                                 | 82                                  | 126  | 144   | 157   | 147   | 85  | 140   | 142   | 125   | 143   | 88  | 130   | 131   |
|  | 10                                | 9  | 11                                  | 12                                  | 9                                   | 9                                   | 3                                   | 5  | 8   | 7   | 8   | 4   | 6   | 8   | 5   | 5   | 3   | 4   | 4   |
|  | 106                               | 82   | 62                                  | 60                                  | 72                                  | 68                                  | 40                                  | 61   | 46  | 54  | 39  | 37  | 60  | 63  | 60  | 69  | 44  | 65  | 65  |
|  | 1                                 | 54   | 63                                  | 68                                  | 58                                  | 96                                  | 46                                  | 70   | 106   | 109   | 115   | 52  | 85  | 87  | 70  | 79  | 47  | 69  | 70  |
| Equity / Assets  | 57%                               | 75%  | 72%                                 | 70%                                 | 60%                                 | 56%                                 | 63%                                 | 63%  | 42%   | 42%   | 41%   | 42%   | 42%   | 41%   | 41%   | 41%   | 46%   | 46%   | 51%   |
| DuPont Analysis (ROE Deconstruction) Return On Sales (Profit Margin) Asset Turnover (Sales / Assets) Financial Leverage (Assets / Equity) Return On Equity | -5%                               | -4%  | -7%                                 | -15%                                | -2%                                 | 3%                                  | 17%                                 | 5%   | 2%  | 8%  | 2%  | 6%  | 5%  | -3%   | 3%  | 7%  | 11%   | 6%  | 7%  |
|  | 2.5x                              | 1.6x                                       | 1.9x                                | 1.8x                                | 1.8x                                | 2.0x                                | 3.1x                                | 1.9x                                       | 1.2x  | 1.5x  | 1.6x  | 2.3x  | 1.5x  | 1.3x  | 1.6x  | 1.8x  | 2.5x  | 1.6x  | 1.7x  |
|  | 1.8x                              | 1.3x                                       | 1.4x                                | 1.4x                                | 1.7x                                | 1.8x                                | 1.6x                                | 1.6x                                       | 2.4x  | 2.2x  | 2.2x  | 1.9x  |
|  | -23%                              | -9%  | -17%                                | -39%                                | -5%                                 | 12%                                 | 83%                                 | 14%  | 7%  | 29%   | 9%  | 31%   | 18%   | -10%  | 12%   | 28%   | 58%   | 20%   | 22%   |
| GROWTH RATES (BAL SHT) Accounts Receivable Inventories Accounts Payable  | 178%                              | 41%  | 82%                                 | 42%                                 | 12%                                 | -16%                                | -37%                                | -37%                                       | -3%   | 18%   | 35%   | 70%   | 70%   | 33%   | -6%   | -16%  | -3%   | -3%   | 17%   |
|  | 23%                               | 125%                                       | 39%                                 | 8%                                  | 1%                                  | 15%                                 | 39%                                 | 39%  | 67%   | 83%   | 64%   | 75%   | 75%   | 51%   | 18%   | 26%   | 23%   | 23%   | 17%   |
|  | 79%                               | 33%  | 18%                                 | -12%                                | 39%                                 | 33%                                 | 22%                                 | 22%  | 2%  | 6%  | 1%  | 57%   | 57%   | 112%  | 65%   | 126%  | 42%   | 42%   | 17%   |
| CASH FLOW STATEMENT  | F2018A                            | F2019A                                     | F2020A                              | 1FQ21A                              | 2FQ21A                              | 3FQ21A                              | 4FQ21A                              | F2021A                                     | 1FQ22A  | 2FQ22A  | 3FQ22A  | 4FQ22E  | F2022E  | 1FQ23E  | 2FQ23E  | 3FQ23E  | 4FQ23E  | F2023E  | F2024E  |
| Net Income   | (5.5)                             | (6.7)                                      | (15.2)                              | (8.3)                               | (1.1)                               | 2.5                                 | 21.7                                | 14.7                                       | 2.1   | 8.4   | 2.8   | 9.8   | 23.1  | (3.4)   | 4.1   | 10.0  | 24.2  | 34.8  | 49.7  |
| Depreciation   | 2.0                               | 2.9  | 4.9                                 | 1.6                                 | 1.5                                 | 1.6                                 | 1.5                                 | 6.1  | 2.0   | 1.5   | 1.6   | 1.6   | 6.8   | 2.0   | 2.0   | 2.0   | 2.0   | 8.0   | 8.0   |
| Amortization of Intangible Assets  | 0.2                               | 0.2  | 0.3                                 | 0.1                                 | 0.1                                 | 0.3                                 | 0.1                                 | 0.5  | 0.5   | 0.1   | 0.1   | 0.1   | 0.7   | 0.1   | 0.1   | 0.1   | 0.1   | 0.2   | 0.2   |
| Amortization of Deferred Financing Costs   | 0.1                               | 0.1  | 0.1                                 | 0.0                                 | 0.0                                 | 0.0                                 | 0.0                                 | 0.1  | 0.0   | 0.0   | 0.0   | 0.0   | 0.1   | 0.0   | 0.0   | 0.0   | 0.0   | 0.1   | 0.1   |
| Changes In Operating Assets & Liabilities  Net Cash from Operating Activities  | (1.1)                             | (7.7)                                      | (8.6)                               | 5.1                                 | 9.2                                 | (11.5)                              | 7.6                                 | 10.5                                       | (18.4)  | (6.7)   | (23.5)  | 21.0  | (27.7)  | 1.8   | 3.0   | (16.7)  | 8.0   | (3.9)   | (10.5)  |
|  | <b>(2.7)</b>                      | <b>(7.0)</b>                               | <b>(11.9)</b>                       | <b>(0.5)</b>                        | <b>12.6</b>                         | <b>(5.1)</b>                        | <b>33.6</b>                         | <b>40.5</b>                                | <b>(9.6)</b>  | <b>10.4</b>   | <b>(15.9)</b>                                       | <b>33.6</b>   | <b>18.4</b>   | <b>1.3</b>  | <b>10.1</b>   | (3.7)   | <b>35.2</b>   | <b>42.8</b>   | <b>51.1</b>   |
| Capital Expenditures Net Cash from Investing Activities  | (6.6)                             | (10.7)                                     | (9.5)                               | (2.1)                               | (2.8)                               | (1.8)                               | (1.7)                               | (8.4)                                      | (2.9)   | (4.2)   | (4.2)   | (5.0)   | (16.4)  | (4.0)   | (4.0)   | (4.0)   | (4.0)   | (16.0)  | (18.0)  |
|  | (6.8)                             | (11.4)                                     | (9.9)                               | (2.3)                               | (2.9)                               | (1.9)                               | <b>(1.9)</b>                        | (9.1)                                      | (3.1)   | (4.3)   | (4.5)   | <b>(5.2)</b>  | <b>(17.0)</b>                                       | (4.2)   | <b>(4.2)</b>  | <b>(4.2)</b>  | (4.2)   | <b>(16.6)</b>                                       | <b>(18.6)</b>                                       |
| Net Cash from Financing Activities   | 17.8                              | 58.3                                       | 21.3                                | (0.2)                               | (0.3)                               | (0.1)                               | (1.1)                               | (1.7)                                      | 0.1   | (3.3)   | (0.2)   | 0.0   | (3.5)   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   | 0.0   |
| Net Change in Cash   | 8.3                               | 39.9                                       | (0.5)                               | (3.1)                               | 9.4                                 | (7.2)                               | 30.7                                | 29.8                                       | (12.6)  | 2.7   | (20.6)  | 28.5  | (2.0)   | (2.8)   | 5.9   | (7.9)   | 31.0  | 26.2  | 32.5  |
| FREE CASH FLOW PER SHARE   | (\$1.56)                          | (\$1.69)                                   | (\$1.51)                            | (\$0.18)                            | \$0.68                              | (\$0.44)                            | \$2.01                              | \$2.10                                     | (\$0.78)  | \$0.38  | (\$1.26)  | \$1.67  | \$0.12  | (\$0.18)  | \$0.35  | (\$0.45)  | \$1.79  | \$1.54  | \$1.88  |

Source: Company SEC filings and ROTH Capital Partners estimates

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Each box on the Rating and Price Target History chart above represents a date on which an analyst made a change to a rating or price target, except for the first box, which may only represent the first note written during the past three years. Distribution Ratings/IB Services shows the number of companies in each rating category from which Roth or an affiliate received compensation for investment banking services in the past 12 month.

## Distribution of IB Services Firmwide

IB Serv./Past 12 Mos. as of 03/18/22

| Rating            | Count | Percent | Count | Percent |
|-------------------|-------|---------|-------|---------|
| Buy [B]           | 348   | 82.86   | 234   | 67.24   |
| Neutral [N]       | 45    | 10.71   | 24    | 53.33   |
| Sell [S]          | 0     | 0.00    | 0     | 0       |
| Under Review [UR] | 27    | 6.43    | 17    | 62.96   |

Our rating system attempts to incorporate industry, company and/or overall market risk and volatility. Consequently, at any given point in time, our investment rating on a stock and its implied price movement may not correspond to the stated 12month price target.

Ratings System Definitions - ROTH employs a rating system based on the following:

Buy: A rating, which at the time it is instituted and or reiterated, that indicates an expectation of a total return of at least 10% over the next 12 months.

Neutral: A rating, which at the time it is instituted and or reiterated, that indicates an expectation of a total return between negative 10% and 10% over the next 12 months.

Sell: A rating, which at the time it is instituted and or reiterated, that indicates an expectation that the price will depreciate by more than 10% over the next 12 months.

Under Review [UR]: A rating, which at the time it is instituted and or reiterated, indicates the temporary removal of the prior rating, price target and estimates for the security. Prior rating, price target and estimates should no longer be relied upon for UR-rated securities.

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