

Market consensus - SportShoes (SPS)

Consensus recommendation: Neutral

Distribution of financial analysts' recommendations

Vente (2)		Neutre (8)								Achat (3)		

Current context

- SportShoes is a large and reputable company in the Clothing and Footware (C&F) sector. Due to its high reputation in fair-trade active wear, the company has enjoyed continual growth in the last few years and a consequent increase in its stock price. Beyond SportShoes's excellent financial performance, investors are increasingly attentive to social and sustainability initiatives.
- Today SportShoes will announce its profits for the last year. The market consensus expects an annual profit of €640 million.
- There is speculation that SportShoes may announce a donation to the International Paralympic Committee (IPC) to encourage athletes' performance in the Paralympic Games. This rumor is plausible, as some of SportShoes's competitors have also announced their willingness to donate to the sport event.

Last recommendations

- Fashion Fund: neutral recommendation with target profits at €640 m and target price at €100
- GS: buy recommendation with target profits at €685 mn and target price at €107
- BERD AM: sell recommendation with target profits at €595 mn and target price at €93

Relation between expected profits and expected market price of SportShoes stocks based on the market consensus.

Profits announced by SportShoes (in M€)	Stock price (in €)
560	88
600	94
640	100
680	104
720	108