



Kohl's Corporation (KSS)

Updated November 22nd, 2023, by Josh Arnold

Key Metrics

Current Price:	\$23	5 Year CAGR Estimate:	9.9%	Market Cap:	\$2.7 B
Fair Value Price:	\$22	5 Year Growth Estimate:	4.0%	Ex-Dividend Date:	12/05/2023
% Fair Value:	104%	5 Year Valuation Multiple Estimate:	-0.8%	Dividend Payment Date:	12/20/2023
Dividend Yield:	8.7%	5 Year Price Target	\$27	Years Of Dividend Growth:	2
Dividend Risk Score:	F	Retirement Suitability Score:	C	Rating:	Hold

Overview & Current Events

Wisconsin-based retailer Kohl's traces its roots back to a single store: Kohl's Department Store in 1962. Since then, it has grown into a leader in the space – offering women's, men's and children's apparel, housewares, accessories, and footwear in more than 1,100 stores in 49 states. The \$2.7 billion market capitalization company should generate more than \$16 billion in sales this year.

Kohl's posted third quarter earnings on November 21st, 2023, and results were mixed. Earnings-per-share came to 53 cents, which was 14 cents ahead of expectations. However, revenue was very weak, declining more than 11% year-over-year to \$3.8 billion, and missing consensus by \$150 million.

Gross margins were 38.9% of revenue, up 158 basis points year-over-year. SG&A costs were up 1.9% as well, but 235 basis points higher as a percentage of revenue. That meant operating income was lower, falling 82 basis points as a percentage of revenue. On a dollar basis, operating income fell from \$200 million to \$157 million.

Guidance is now for a net sales decrease of 2.8% to 4.0%, which is worse than the prior -2% to -4%. We've moved our estimate to \$2.45 in earnings-per-share after Q3 results, as guidance from the management team was largely similar to the prior range.

Growth on a Per-Share Basis

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2028
EPS	\$4.05	\$4.24	\$3.46	\$3.11	\$4.19	\$5.60	\$4.86	(\$1.21)	\$7.33	(\$0.15)	\$2.45	\$2.98
DPS	\$1.40	\$1.56	\$1.80	\$2.00	\$2.20	\$2.44	\$2.68	\$0.70	\$1.00	\$2.00	\$2.00	\$2.00
Shares¹	211	201	186	174	168	165	154	154	134	110	100	85

From 2007 through 2018, Kohl's was able to grow earnings-per-share by about 4.7% annually. However, it should be noted that this was driven by the company's extensive share repurchase program. Over that period the share count was nearly halved, a reduction rate of -5.6% per annum. After a sizable uptick in earnings in 2018 (in large part due to a lower tax rate), Kohl's produced a -13% decline in 2019, and earnings declined enormously in 2020 to a sizable loss. We saw the same sort of thing in 2022.

With the share repurchase program back on, and in a big way, we've reduced our share count forecast accordingly. Fears of struggling margins have proven to be right, as 2022 was awful from a margin perspective. We note that 2021's earnings has the potential to be the top for some time. We forecast earnings-per-share at \$2.45 this year as the company is seeing weakened demand come to fruition, and significant margin headwinds. Kohl's capital return program is back in terms of being a sizable draw for the stock. We believe the dividend will remain at its current level of \$2 per share annually for the foreseeable future. We note the sizable reduction in the share count makes it easier for Kohl's to raise the dividend per share, as the number of shares receiving the dividend declines.

¹ Share count in millions

Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.



Kohl's Corporation (KSS)

Updated November 22nd, 2023, by Josh Arnold

Valuation Analysis

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Now	2028
Avg. P/E	12.7	13.2	17.1	14.1	10.4	11.9	11.3	---	7.4	---	9.4	9.0
Avg. Yld.	2.7%	2.8%	3.1%	4.6%	5.1%	3.7%	4.9%	2.7%	1.9%	7.9%	8.7%	7.5%

Over the past decade, shares of Kohl's have routinely traded hands with an average multiple of nearly 13 times earnings. However, given weak 2022 results and disappointing 2023 guidance, along with declining valuations in the sector, we believe investors will be less willing to pay 13 times earnings or more in the near term. Our fair value estimate stands at 9 times earnings, which is lower than the current multiple of 9.4. The yield is currently 8.7%, and we expect it will decline as the dividend is flat, with a higher share price as earnings rise.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2028
Payout	34%	37%	52%	64%	64%	44%	55%	---	14%	---	82%	67%

We forecast the payout ratio to be 82% of earnings for this year given the level of earnings that we are currently expecting. With modest earnings gains projected from this year's base, the payout ratio should move lower assuming the company doesn't raise the dividend.

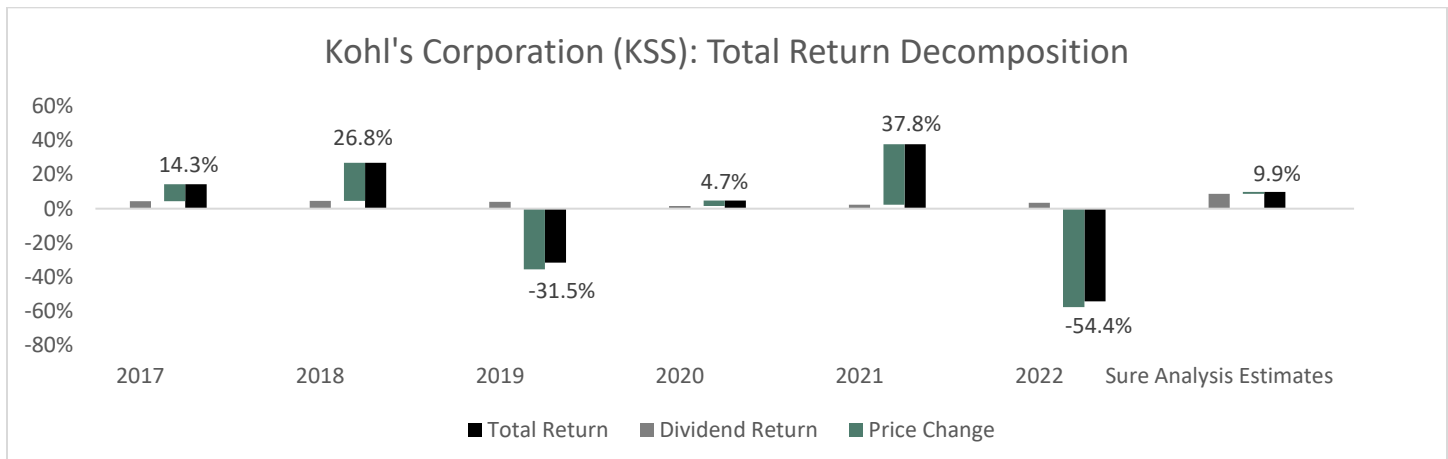
Compared to other retailers we believe Kohl's has a competitive advantage in the way of a well-entrenched store footprint outside of large malls, private-label brands, a large loyalty program, and an Amazon return service. This is offset somewhat by the competitive nature of the business, but it still allows Kohl's to stand out. This focus was a headwind during the COVID recession, but that appears to no longer be the case.

During the Great Recession Kohl's held up quite well, with earnings-per-share of \$3.39, \$2.89, and \$3.23 during the 2007 through 2009 period – representing a decline of just -15% when competitors were faring much worse. Damage was much worse in 2020 as Kohl's posted a sizable loss but the company's earnings recovered quickly.

Final Thoughts & Recommendation

Kohl's projected total returns now stand at 9.9% given updated earnings estimates, so the stock appears attractive still. Returns could be from the 8.7% yield, 0.8% valuation headwind, and 4% growth. We like that Kohl's has reinstated the dividend and share repurchases, but margins remain a significant headwind despite lower inventory balances. Given this, we're reiterating at a hold rating, noting that prospective returns are quite strong.

Total Return Breakdown by Year



[Click here to rate and review this research report. Your feedback is important to us.](#)

Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.



Kohl's Corporation (KSS)

Updated November 22nd, 2023, by Josh Arnold

Income Statement Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Revenue	19,031	19,023	19,204	19,681	20,229	19,974	19,974	15,955	19,433	18,098
Gross Profit	6,944	6,925	6,939	7,737	8,030	7,834	7,834	5,595	7,996	6,641
Gross Margin	36.5%	36.4%	36.1%	39.3%	39.7%	39.2%	39.2%	35.1%	41.1%	36.7%
SG&A Exp.	4,313	4,350	4,452	5,430	5,601	5,705	5,705	5,021	5,478	5,587
D&A Exp.	889	886	934	938	964	917	917	874	838	808
Operating Profit	1,742	1,689	1,553	1,369	1,465	1,212	1,212	(300)	1,680	246
Op. Margin	9.2%	8.9%	8.1%	7.0%	7.2%	6.1%	6.1%	-1.9%	8.6%	1.4%
Net Profit	889	867	673	556	801	691	691	(163)	938	(19)
Net Margin	4.7%	4.6%	3.5%	2.8%	4.0%	3.5%	3.5%	-1.0%	4.8%	-0.1%
Free Cash Flow	1,241	1,342	794	1,385	1,529	802	802	1,004	1,666	(544)
Income Tax	515	482	384	319	241	210	210	(383)	281	(39)

Balance Sheet Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Total Assets	14,357	14,333	13,606	13,574	13,389	12,469	14,555	15,337	15,054	14,345
Cash & Equivalents	971	1,407	707	1,074	1,308	934	723	2,271	1,587	153
Inventories	3,874	3,814	4,038	3,795	3,542	3,475	3,537	2,590	3,067	3,189
Total Liabilities	8,379	8,342	8,115	8,397	7,970	6,942	9,105	10,141	10,393	10,582
Accounts Payable	1,365	1,511	1,251	1,507	1,271	1,187	1,206	1,476	1,683	1,330
Long-Term Debt	2,792	2,780	2,792	2,795	2,797	1,861	1,856	2,451	1,910	1,997
Total Equity	5,978	5,991	5,491	5,177	5,419	5,527	5,450	5,196	4,661	3,763
LTD/E Ratio	0.47	0.46	0.51	0.54	0.52	0.34	0.34	0.47	0.41	0.53

Profitability & Per Share Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Return on Assets	6.3%	6.0%	4.8%	4.1%	5.9%	5.3%	5.1%	-1.1%	6.2%	-0.1%
Return on Equity	14.8%	14.5%	11.7%	10.4%	15.1%	12.6%	12.6%	-3.1%	19.0%	-0.5%
ROIC	10.3%	9.9%	7.9%	6.8%	9.9%	8.9%	9.4%	-2.2%	13.2%	-0.3%
Shares Out.	211	201	186	174	168	165	154	154	134	120
Revenue/Share	86.50	93.25	98.48	109.95	122.60	126.42	126.42	103.60	131.30	150.82
FCF/Share	5.64	6.58	4.07	7.74	9.27	5.08	5.08	6.52	11.26	-4.53

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

Disclaimer

Nothing presented herein is, or is intended to constitute, specific investment advice. Nothing in this research report should be construed as a recommendation to follow any investment strategy or allocation. Any forward-looking statements or forecasts are based on assumptions and actual results are expected to vary from any such statements or forecasts. No reliance should be placed on any such statements or forecasts when making any investment decision. While Sure Dividend has used reasonable efforts to obtain information from reliable sources, we make no representations or warranties as to the accuracy, reliability or completeness of third-party information presented herein. No guarantee of investment performance is being provided and no inference to the contrary should be made. There is a risk of loss from an investment in marketable securities. Past performance is not a guarantee of future performance.