



EDS Analytics Platform
Contact Us for a Demo and a Trial
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Idea to Insight - So Much Data, How Do I Integrate It All!

Limited Brands (LB) - Improve Relevance, Accuracy and Free Up Valuable Research Time

More data makes for better decisions, but how do you use it efficiently and not drown under the weight of it... or worse, pay attention to the wrong information. This is why fundamental funds, such as Point 72, Coatue, Citadel, Maverick, and others are spending millions on quants and engineers.....to tame the data, improve efficiency and get a research advantage. The EDS Analytics Platform achieves the same result, streamlining your process by **integrating internal data, financial data & any alternative data, together with your fundamenal perspective.....in one dashboard, creating deep insights, in less time.**

Limited Brands (LB), has long been a leading retailer, but over the past few years, alternative data, together with a deep fundamental understanding have been key inputs to understanding its stock price.

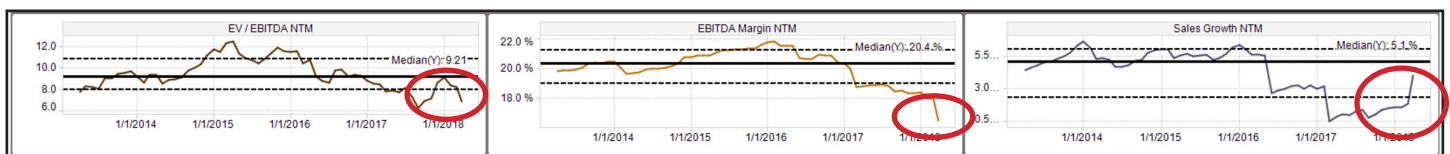


Figure 1. LB valuation and margins are at multi-year lows, likely meaning the investment community is expecting weak trends to continue. However, we can clearly see sales growth has been moving up.....**you have a lot of ideas, where does LB fit within your philosophy and how do I prioritize my research?**

EDS IS CUSTOMIZED TO YOUR FUND PROVIDING THE HIGHEST QUALITY IDEAS THAT MATCH YOUR PHILOSOPHY

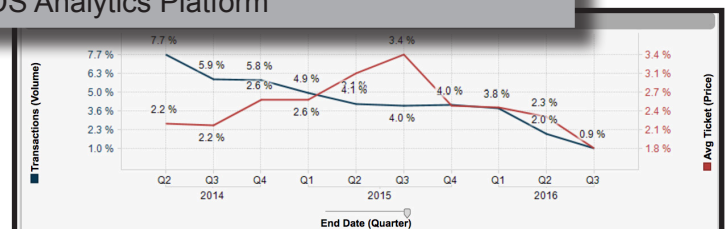
Ticker	Name	Mkt Cap (USD)	Price (local)	MY FUND Rank	Valuation	Profitability	Growth	Quality	Sentiment	Credit Card Sales	...	Confidence
LB-USA	L Brands, Inc.	10,558M	37.9	2.3	1.5	1.8	4.3	2.0	4.0	1.0	...	1.0

Figure 2. We start with the EDS dashboard, which ranks and customizes the entire universe according to your unique investment style, helping streamline and filter the world down to the stocks you care about - market factors you customize, integration of all of your **internal** data (mgt confidence, price targets) and **external data** (alt data, mkt data, etc.). You determine the metrics, factors and how each is weighted.

Ticker	Growth Score	EBITDA Growth NTM		EPS Growth NTM		Sales Growth NTM	
		Current Value	X-Sectional	Current Value	X-Sectional	Current Value	X-Sectional
AAN-USA	2.0	10.32%	2	26.76%	2	10.76%	2
AAP-USA	3.7	3.83%	4	21.56%	2	0.51%	5
ABQ-USA	4.0	0.08%	5	15.80%	3	1.31%	4
AEO-USA	3.0	5.95%	3	21.26%	2	2.73%	4
AN-USA	3.7	0.45%	5	22.17%	2	1.05%	4
ANF-USA	3.3	0.73%	4	24.75%	2	1.59%	4
AZO-USA	3.7	2.37%	4	14.59%	3	3.74%	4
BBBY-USA	5.0	-13.94%	5	-7.91%	5	-1.70%	5
BBY-USA	4.7	-0.56%	5	11.34%	4	-0.78%	5
BKE-USA	5.0	-15.79%	5	0.75%	5	-7.36%	5
BURL-USA							

The entire equity universe, and all the metrics, fully customized and ranked according to you.....

You pay a lot for alternative data - go deeper and get the most out of it with the EDS Analytics Platform



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If the working investment thesis is:

- Sales are starting to grow again and EBITDA Margins are stable.

Before you spend time researching the idea, what is the upside? And how can you be as **accurate** as possible with your forecast?

Today's "Comp Sheets" are outdated, often relying on excel or GICs classifications....thus, you may **NOT be Comparing to the Right Peers**. At EDS, for Limited Brands, we can customize & compare high margin retailers, with low sales growth across the entire retailing sector in just a few clicks, adding efficiency and better accuracy to your investment process.

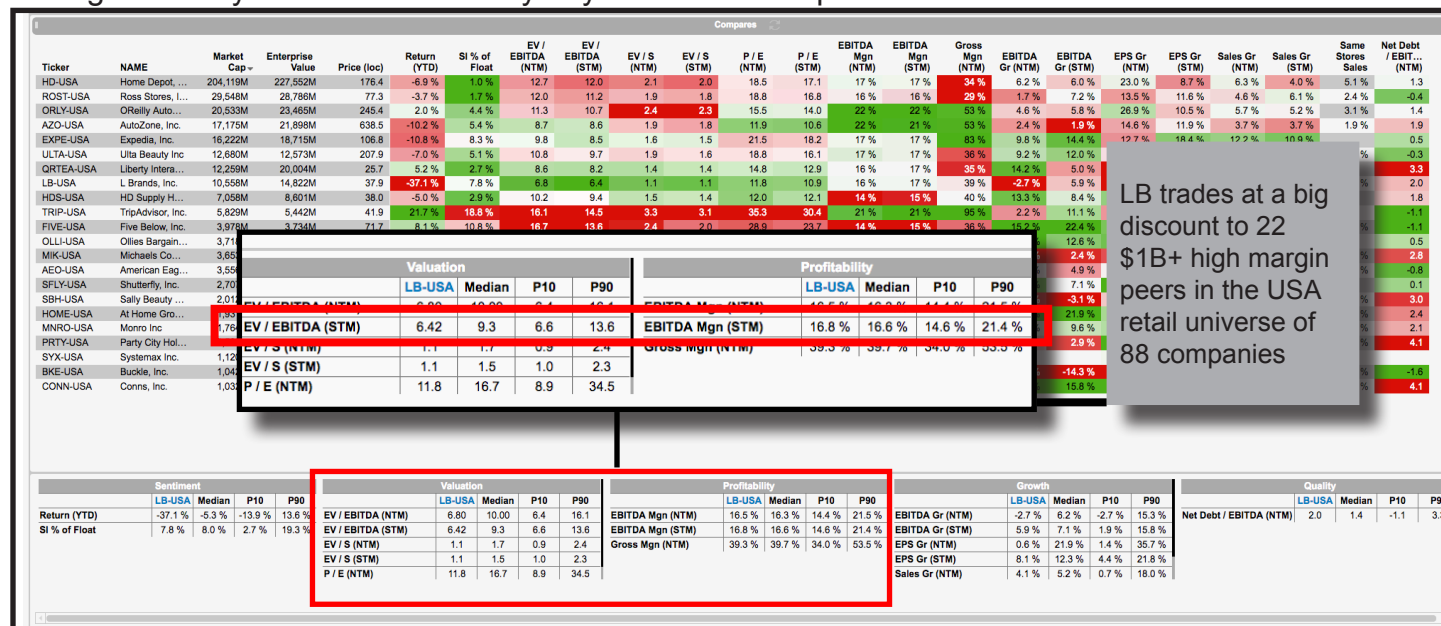


Figure 2. Other specialty retailers, with similar margins (16%) and growth (4-5%) are valued much higher, at over 9X EV/EBITDA, providing **significant upside to LB** if our thesis plays out.

What is our Alternative Data telling us other than LB will beat?

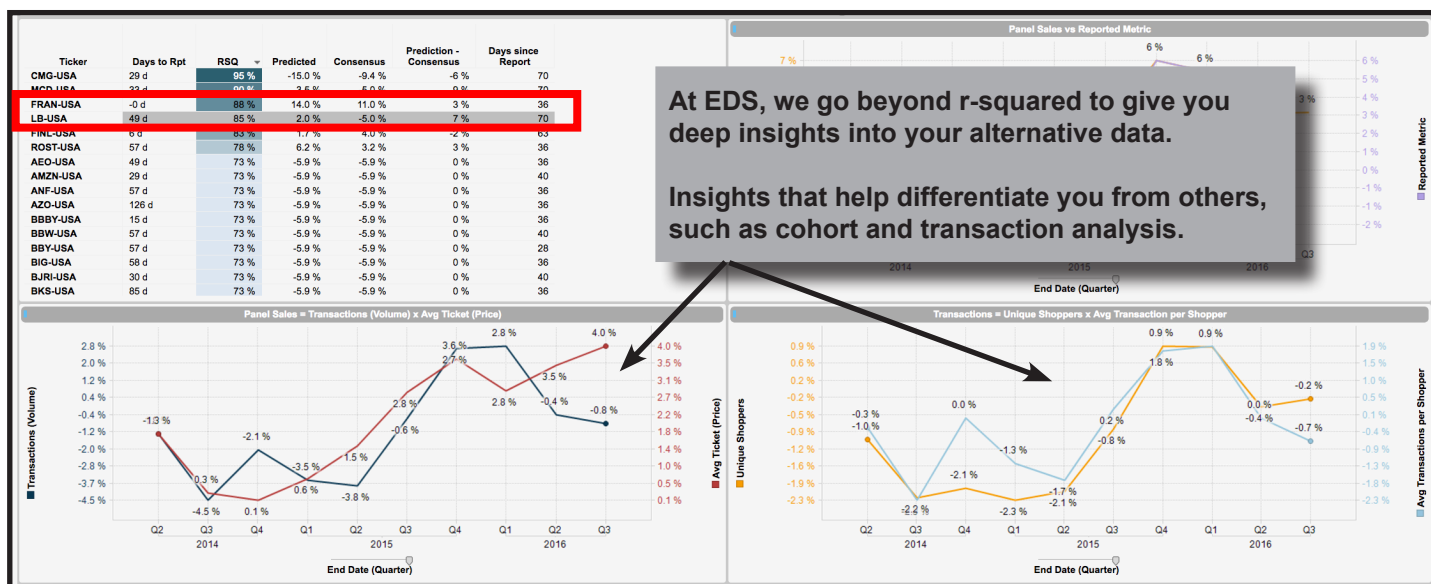


Figure 3. In this example, we can clearly see that, while overall transactions are down, the price per transaction is up significantly, so their strategy to move customers to higher priced products appears to be working. We can also see that they are attracting more shoppers as well, which could help future sales.