

# -The Mighty Value Pandas-

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# **Corporate Profile**

- BKE is a leading retailer of medium to better—priced casual apparel, footwear and accessories for fashion—conscious young men and women.
- The Company currently operates over 431 stores in 43 states, under the names Buckle and The Buckle.
- The Company emphasizes personalized attention to its guests (customers) and provides individual customer services such as free alterations, free gift—wrapping, layaways and a frequent shopper program.
- Buckle Screen-printing is a full–service solution offering a broad selection of promotional merchandise to outside athletic teams, organizations, clubs and individuals.

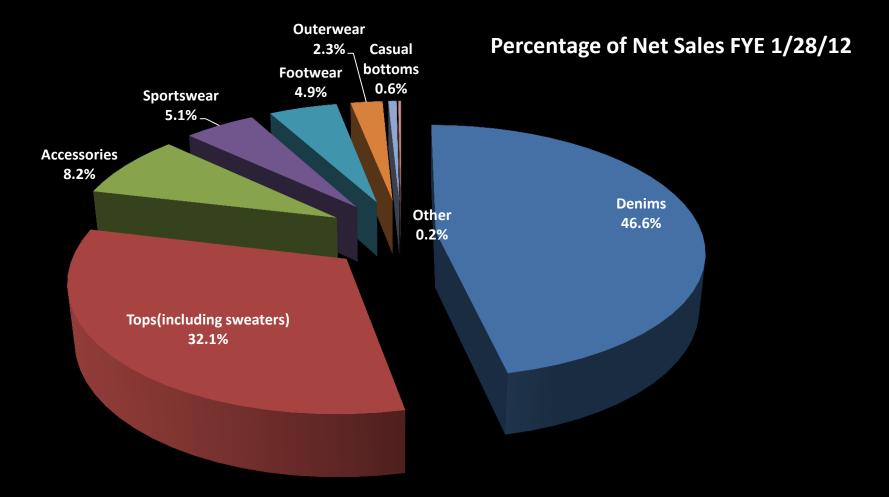
# **Buckle History:**

- 1948 Buckle began as a men's clothing store in Kearney, Nebraska founded by David Hirschfeld
- 1977 The company introduced women's apparel
- 1991 The company changed its' name in to The Buckle
- 1992 The company went public on the NASDAQ and traded as BKLE
- 1997 The Buckle moved to the New York Stock Exchange where it now trades under the symbol BKE
- 2011 Reconstructed online venture

# **Mission Statement:**

 We continually strive to achieve the goal of providing the most enjoyable shopping experience possible for our guests. In order to achieve that goal, we must provide high quality products at the best value to our guests in the most equitable manner.

# **BKE's Major Product Lines**



Merchandising Mix: 40% Men's & 60% Women's

# Brands





# Marketing/Advertising

- Target Market: 15-30 yr. olds
- Wide selection of Merchandise
- Value-added services
  - Free hemming
  - Free gift-wrapping
  - Easy layaways
  - Buckle credit card
  - Frequent Shopper Program

# Operations

- Management promoted within the company
- 8600 employees, 2300 full time
- Each Store:
  - 1 Manager
  - 1 or 2 Assistant Managers
  - 1-3 Full-Time Salespeople
  - Up to 20 Part-time Salespeople
- Average store size: 5,000 sq feet
- Prevention of Theft:
  - Electronic Article Surveillance
  - Camera Surveillance (99% of stores)

# The Shopping Experience

- Mall based Store
- Store Design
- Continued Modifications
- Buckle.com
  - Products are available online.



# Purchasing/Distribution

- Experienced purchasing team
- No long-term contracts
- Central Distribution Center in Kearney, Nebraska- 240,000 sq. ft
- Online Fulfillment Center- 200,000 sq. ft
- Most stores receive merchandise daily
- Computerized tracking system

## **Store Locations**



• Increased from 295 stores at the beginning of 2002

# Main Competitors

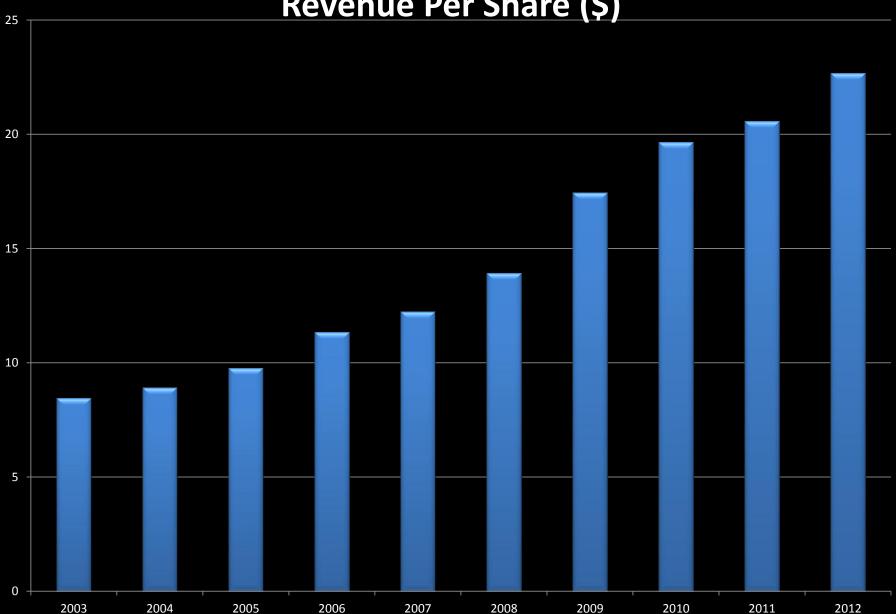
	Buckle	Abercrombie& Fitch	American Eagle Outfitters	Gap Inc.
Market Cap	2.8B	3.76B	4.07B	15.15B
Revenues	1.10B	4.37B	3.43B	15.21B
Gross Margin	0.5	0.61	0.37	0.38
Operating Margin	0.23	0.06	0.1	0.11
Net Income	159.03M	109.59M	206.11M	1.00B
P/E	13.3	36.59	21.47	15.45
PEG	1.45	0.92	1.07	1.49

# What drives their profits?

- Personalized attention to its guest and provides individual costumer services (free gift wraps etc.)
- Most stores are located in upscale malls across the country.
- An online store at Buckle.com.
- Markets a wide variety of well known brands: Ed Hardy, Billabong, Guess, Affliction Clothing, Diesel, Converse.

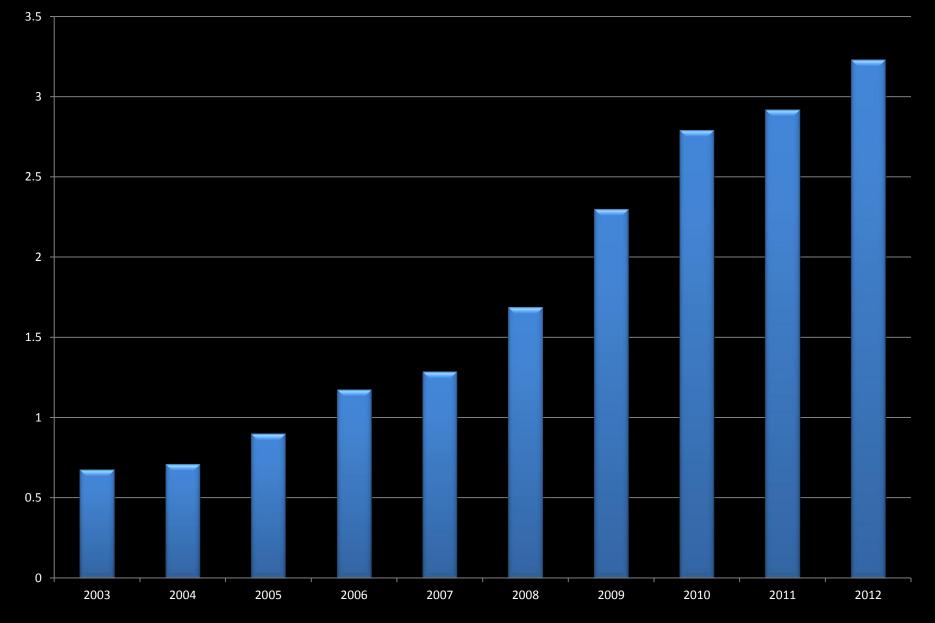
# Plans Going Forward

- Providing unique, high-quality merchandise in styles, colors, and sizes that appeal to consumers
- Effectively marketing both branded and private label merchandise to consumers in several diverse market segments and maintaining favorable brand recognition
- Anticipating and responding timely to changing customer demands and preferences
- Sourcing merchandise efficiently
- Competitively pricing merchandise and creating customer perception of value
- Monitoring increased labor costs, including increases in health care benefits and worker's compensation and unemployment insurance costs

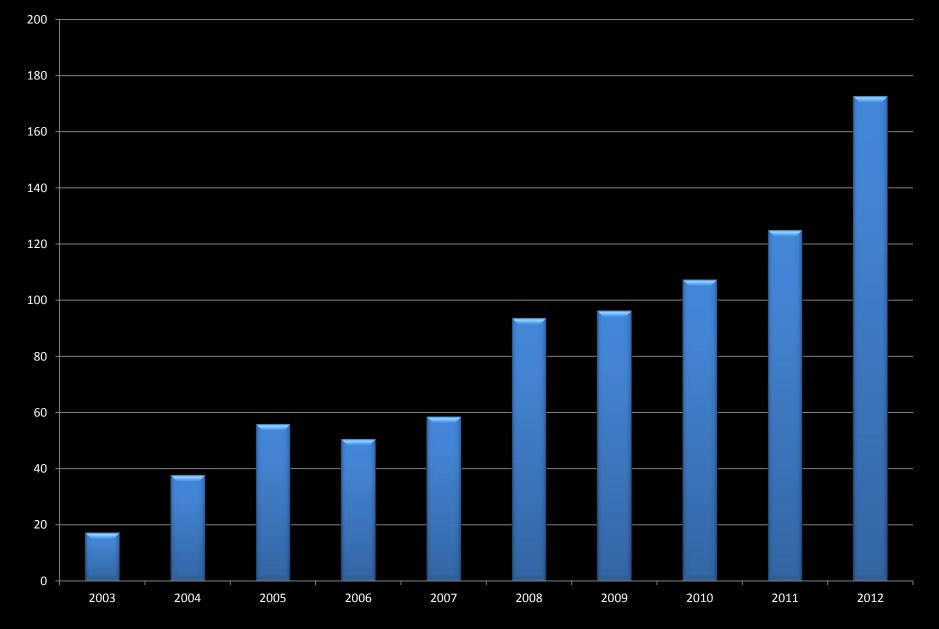


## **Revenue Per Share (\$)**

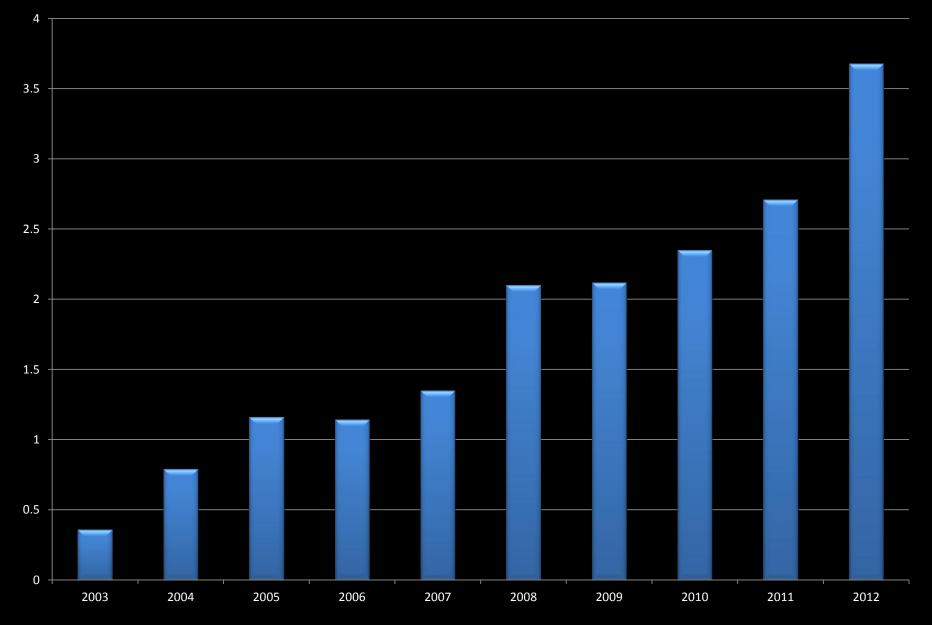
## EPS (\$)



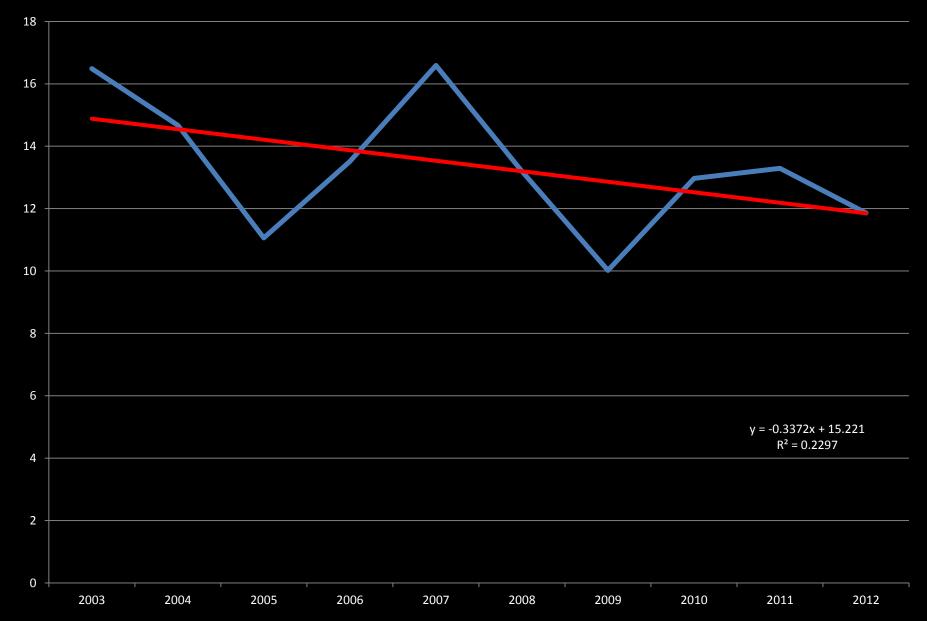
## Free Cash Flow (\$Mil)



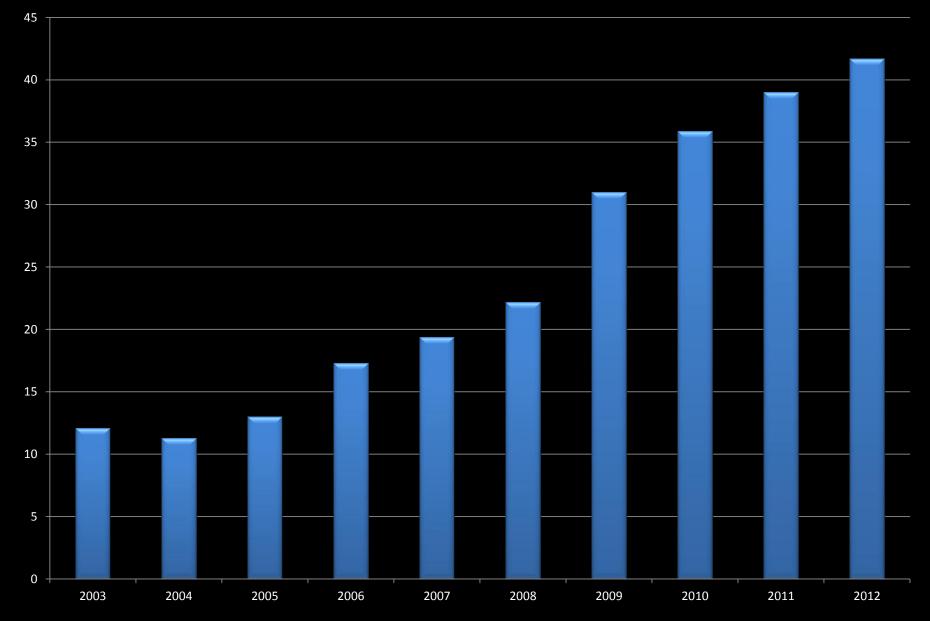
## FCF Per Share (\$)



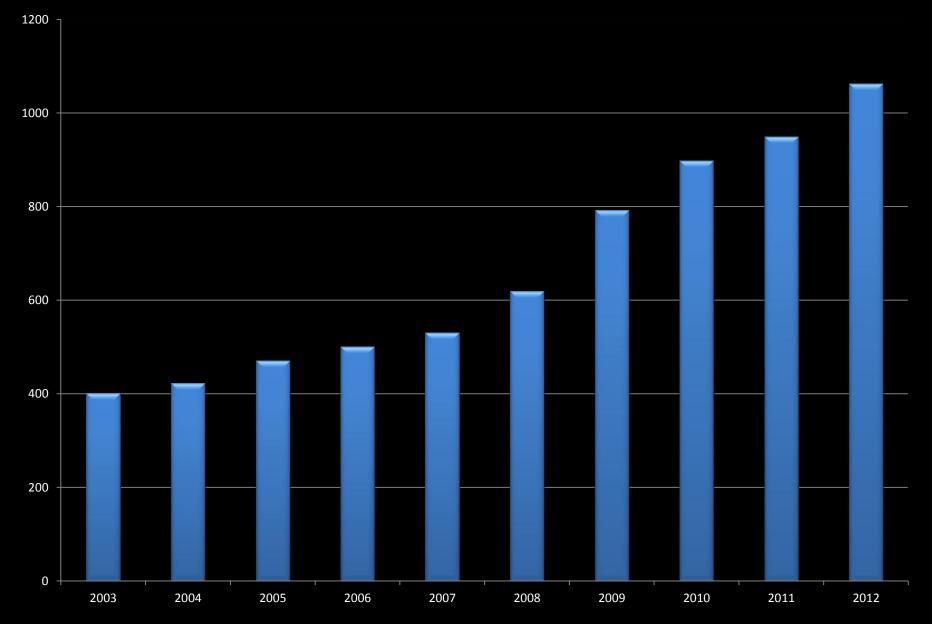
### **Price-to-Free-Cash-Flow ratio**



## ROE (%)



### Revenue

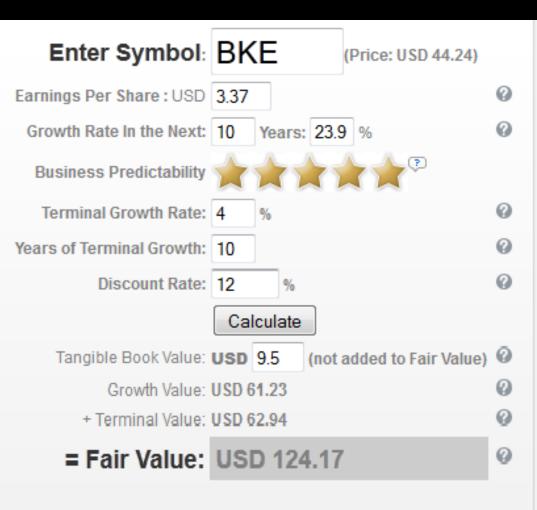


## **Discounted Cash Flow**

### Financial Data of Buckle, Inc.

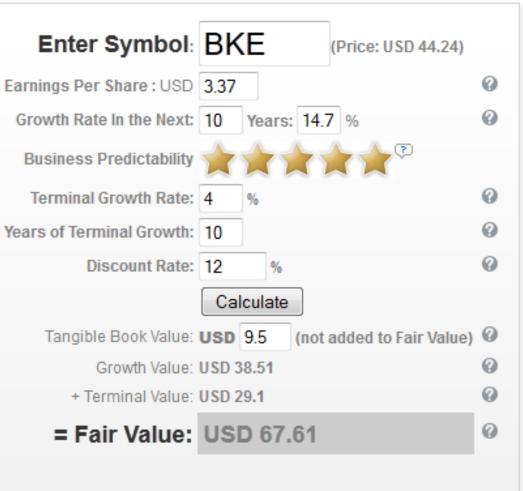
Annual Rates (per share)	10 yrs	5 yrs	12 months
Revenue Growth (%)	12.7	12.1	5.8
EBITDA Growth (%)	20.6	16.7	8.5
Earning Growth (%)	21.3	16.6	8.6
Free Cash Flow Growth (%)	23.9	14.7	29.3
Book Value Growth (%)	3.2	0.5	13

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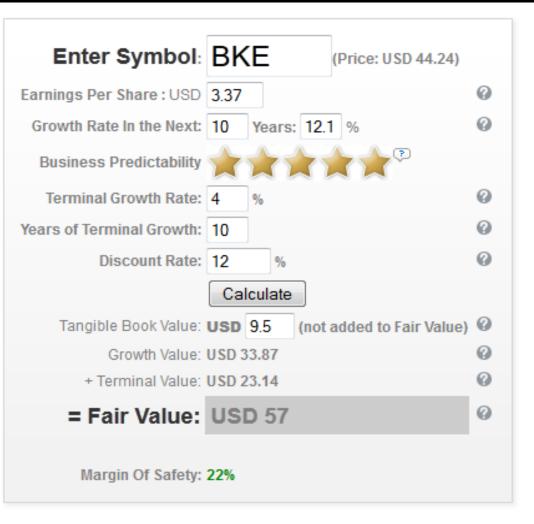
Margin Of Safety: 64%

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Revenue Growth (%)	12.7	12.1	5.8
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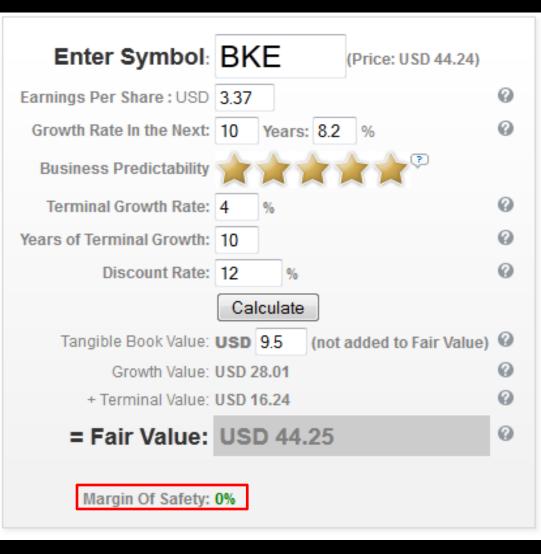


Margin Of Safety: 35%

Annual Rates (per share)	10 yrs	5 yrs	12 months
Revenue Growth (%)	12.7	12.1	5.8
EBITDA Growth (%)	20.6	16.7	8.5
Earning Growth (%)	21.3	16.6	8.6
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# Van Den Berg Metrics

Fiscal Period End	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
PE Ratio(ttm)	11.06	16.18	14.1	13.35	17.46	16.44	9.18	10.87	12.26	13.5
Price to Tangible Book	1.19	1.83	1.86	2.27	3.38	3.66	2.86	3.93	4.81	5.65
Price-to-Free-Cash- Flow ratio	16.49	14.67	11.06	13.51	16.59	13.2	10.02	12.97	13.29	11.86
PS Ratio	0.85	1.28	1.3	1.38	1.83	1.99	1.21	1.54		
EV-to-Revenue	0.51	0.95	0.89	1.03	1.54	1.73	0.99			
EV-to-EBITDA	3.54	6.39	5.08	5.46	8.09	7.99	4.26	5.5	6.32	6.9
EV-to-EBIT	4.5	8.32	6.6	6.76	10.36	9.76	4.83	6.19	7.22	7.85
Earnings Yield (Joel Greenblatt)	22.2	12	15.2	14.8	9.7	10.2	20.7	16.2	13.9	12.7
Forward Rate of Return	0	9.83	7.82	11.72	14.22	14.54	17.72			
Shiller PE Ratio	0	15.13	15.91	17.83	23.24	24.07	15.11	17.3	17	17.59

# Van Den Berg Metrics

	Best Value	Worst Value	Average	Current
PE Ratio(ttm)	9.18	17.46	13.44	13.4
Price to Tangible Book	1.19	5.65	3.144	4.77
Price-to-Free-Cash-Flow ratio	10.02	16.59	13.366	11.55
PS Ratio	0.85	1.99	1.504	1.94
EV-to-Revenue	0.51	1.75	1.236	1.72
EV-to-EBITDA	3.54	8.09	5.953	6.71
EV-to-EBIT	4.5	10.36	7.239	7.63
Earnings Yield (Joel Greenblatt)	22.2	9.7	14.76	13.1
Forward Rate of Return	20.49	7.82	13.46	16.22
Shiller PE Ratio	15.11	24.07	16.318	16.59

# Buffettology

Metric	Buckle	Buffett's Threshold	Meets Threshold?
<b>Gross Profit Margin</b>	44.09%	>40%	Yes
Net Profit Margin	14.25%	10-20%	Yes
Depreciation/ Gross Profit	8.36%	<10%	Yes
Interest/ Operating Income	0.00%	<15%	Yes
Current Ratio	2.91	>1	Yes
Long Term Debt/ Net Earnings	2.57 Years	<5 (<3 preferred)	Yes
SG&A Expenditures/ Gross Profit	49.57%	<30%	Νο
Capital Expenditures/ Net Profit	24.18%	<25%	Yes

# Buffettology, cont.

Metric	2007	2008	2009	2010	2011	2012
Net Revenue	\$55,730	\$75,250	\$104,000	\$127,303	\$134,682	\$151,456
Cash	\$151,000	\$167,000	\$182,000	\$158,000	\$139,000	\$197,000

(dollar amounts in thousands)

- No Treasury Stock on Balance Sheet
- No Preferred Stock
- No Defined-Benefit Pension Plan
- Free Cash Flow Yield: 8.19%
- Earnings Yield: 7.12%
- Return on Assets: 28.49%

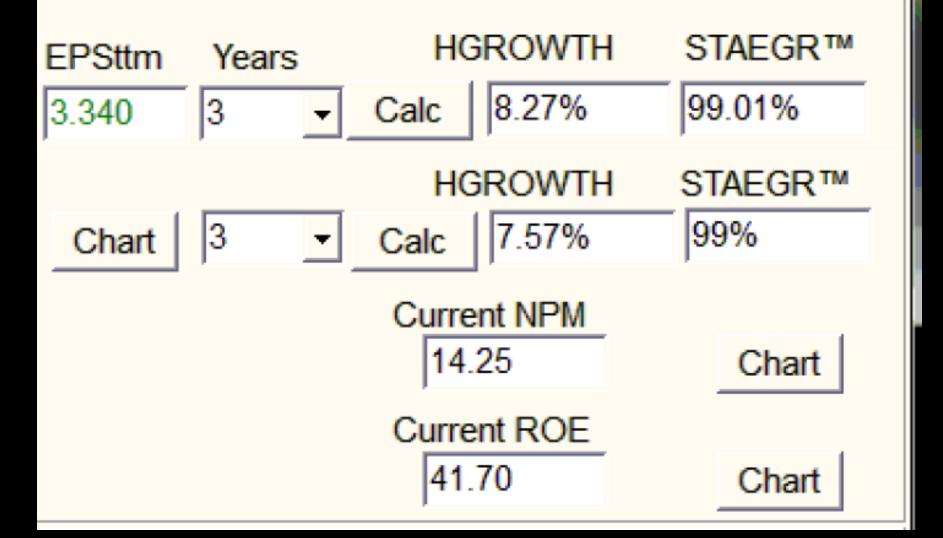
# Buffettology, cont.

Metric	With Special Dividend*	Without Special Dividend	Buffett's Threshold	Meets Threshold?
Return on Equity	41.71%	32.25%	>15%	Yes
Return on Capital	20.13%	17.64%	>15%	Yes
Dividend Payout Ratio	95%	25%	<60%	Yes/No
Dividend Yield	6.86%	1.80%		
Debt/Equity Ratio	0.46	0.36	<0.8	Yes

\*In the most recent fiscal year, Buckle paid a special dividend of \$2.25/share.

# **Conscious Investor 3-Year Default**

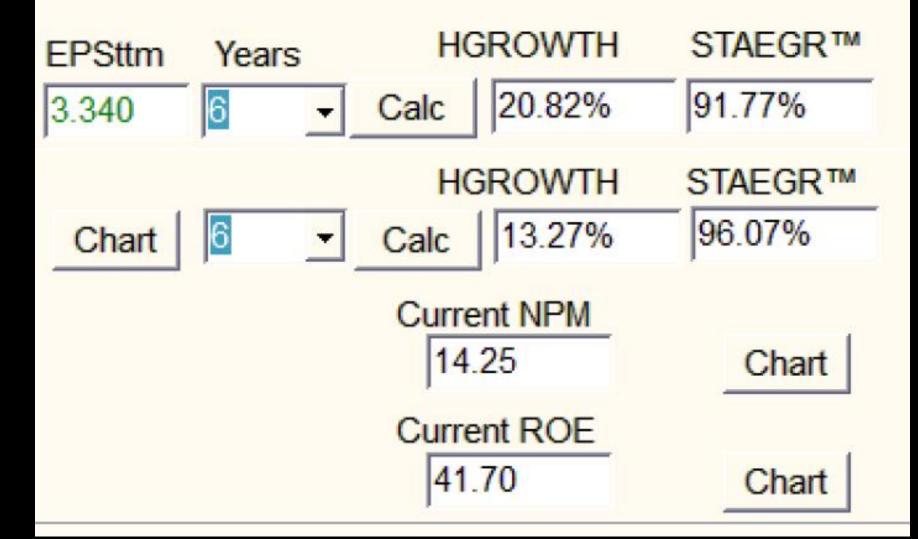
BKE Buckle	e, Incorporated				📕 🔽 Sy	mbol 🕴	🗟 Details	📇 Print	🕒 📴 Save In	nage	🖺 Save	🗄 Load	Default	Safety
Industry: Ap	parel Stores												Market: U	SA
				Earn	ings Per Sł	nare (EPS)								
1/03	1/04	1/05	1/06	1/07	1/08	1/09	1/10	1/11	1/12	EPSttm	Years	HGROV	VTH S	TAEGR™
0.650	0.690	0.860	1.130	1.240	1.630	2.240	2.730	2.860	3.200	3.340	3 🗸	Calc 8.27	% 9	9.01%
					Sales Per	Share						HGROV	VTH S	TAEGR™
8.478	8.756	9.662	11.528	12.022	13.855	17.162	19.367	20.154	22.410	Chart	3 🗸	Calc 7.57	7%	99%
				Net	Profit Marg	jin (NPM)						Current NF	м	
7.99	7.98	9.18	10.36	10.51	12.14	13.18	14.17	14.18	14.25			14.25		Chart
				Ret	urn on Equ	ity (ROE)						Current RC	DE	
12.10	11.30	13.00	17.30	19.40	22.20	31.00	35.90	39.00	41.70			41.70		Chart
				Price Earr	nings Ratio	(PE Ratio)				Currer	nt	Current P	c .	
17.40	16.60	16.50	18.20	19.70	17.90	19.90	14.30	14.10	15. <b>0</b> 0	15.49	High	13.30	E	Chart
10.70	10.00	12.90	11.30	12.00	12.30	6.10	7.50	8.00	10.60	10.88	Low	10.00		Chart
		,			Pr	ice		,		Curren	nt			
11.32	11.45	14.21	20.62	24.40	29.14	44.57	39.09	40.35	47.97	51.74	High	Current Pric	e	
6.99	6.90	11.11	12.72	14.84	20.03	13.57	20.54	23.00	33.97	36.33	Low	44.42		Chart
				1	Payout F	Ratio (PR)		52 week lov	w Price for this yea	ar II		Current F		
0	13	23	24	138	37	126	95	115	95			95%	<u> </u>	Chart
19	110	1		100	197	1120		Ino	100			10070		Unan
<ul> <li>Buy</li> <li>Inve</li> </ul>	nd Reinvestn y additional sh est at the rate	nent Strategy hares below	RETD® 15 Feb 2	EP PE	Sttm Sttm Ratio	14.42 3.340 11.65 3.27 %		current year Dividend Reinve Buy additiona Invest at the ote: PE and PR	estment Strate al shares rate below			Req Return EPSttm PE Ratio HGrowth Payout	10.0 3.340 11.65 8.27 108	% %
Investme	PE and PR R ent Period		years peryear	Pay Tax - dividend Tax - capital y	ds [	0 4% 0 4% 0 4%		restment Period		years	5	ividends apital gains	0 0 c with STF	%



-	STRETD®		
current year	15 Feb 2013	Price	44.42
Dividend Reinvestment Strate	EPSttm	3.340	
Buy additional shares	PE Ratio	11.65	
Invest at the rate below	HGrowth	8.27 %	
Note: PE and PR Ratios are a	Payout	108 %	
Investment Period 5	∠ years	dividends capital gains	0 <sup>↑</sup> % 0 <sup>↑</sup> %
Calculate 15.22%	per year	Sync	with TARG

# 6-Year Default

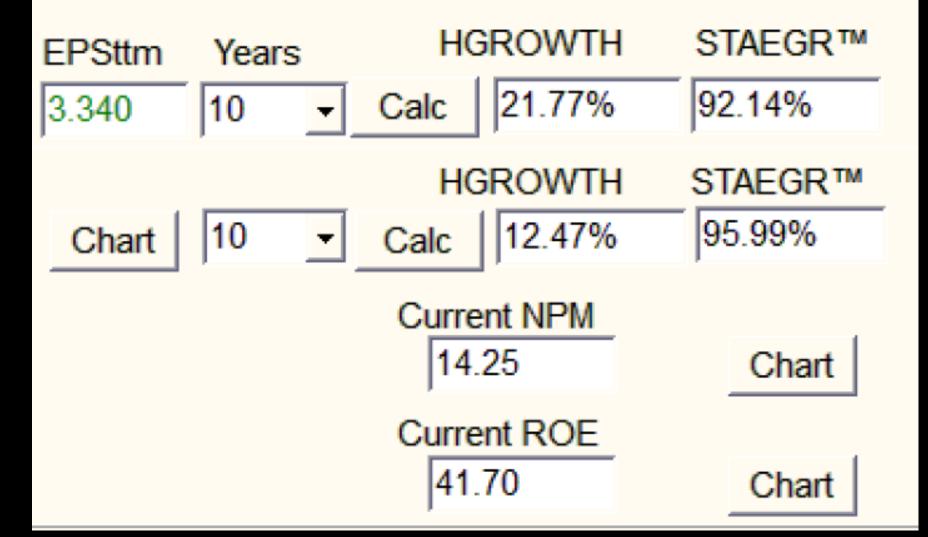
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Industry: J	Apparel Stores	;										'I	/arket: US	л
				Earn	ings Per Sl	nare (EPS)								
1/03	1/04	1/05	1/06	1/07	1/08	1/09	1/10	1/11	1/12	EPSttm \	/ears	HGROW		IAEGR™
0.650	0.690	0.860	1.130	1.240	1.630	2.240	2.730	2.860	3.200	3.340 6	•	Calc 20.82	2% 91	.77%
					Sales Per	Share						HGROW	TH ST	AEGR™
8.478	8.756	9.662	11.528	12.022	13.855	17.162	19.367	20.154	22.410	Chart 6	-	Calc 13.2	7% 96	5.07%
				Net	Profit Marg	jin (NPM)						Current NPI	N	
7.99	7.98	9.18	10.36	10.51	12.14	13.18	14.17	14.18	14.25	-		14.25		Chart
		-		Ret	urn on Equ	ity (ROE)				_		Current RO	E	
12.10	11.30	13.00	17.30	19.40	22.20	31.00	35.90	39.00	41.70			41.70		Chart
				Price Ear	nings Ratio	(PE Ratio)				Current		Current PE	-	
17.40	16.60	16.50	18.20	19.70	17.90	19.90	14.30	14.10	15.00	15.49	High	13.30	-	Chart
10.70	10.00	12.90	11.30	12.00	12.30	6.10	7.50	8.00	10.60	10.88	Low	110.00		Chart
Price										Current				
11.32	11.45	14.21	20.62	24.40	29.14	44.57	39.09	40.35	47.97	51.74	High	Gurrent Price	e	0.1
6.99	6.90	11.11	12.72	14.84	20.03	13.57	20.54	23.00	33.97	36.33	Low	44.42		Chart
-					Payout F	atio (PR)		,				Current Pl	२	
0	13	23	24	138	37	126	95	115	95	-		95%	_	Chart
,	,		RETD®		,	-		1						
Divic @ B @ Ir	rent year dend Reinvest Buy additional s nvest at the rat e: PE and PR I	ment Strategy shares te below	15 Feb 2	EP PE HG	Sttm 3 Ratio 1 irowth 2	14.42 3.340 11.65 20.82 %		current year Dividend Reinve Buy additiona Invest at the ote: PE and PR	estment Strate al shares rate below			Req Return EPSttm PE Ratio HGrowth Payout	10.0 3.340 11.65 20.82 108	% % %
Invest	ment Period		years	Tax - dividen Tax - capital		0 <mark>1</mark> % 0 1/%	In	vestment Period	d 5	Years		vidends apital gains	0 0	2% 2%
(	Calculate	28.57%	per year		Sync wit	h TARG		Calculate	\$96.90			Sync	with STR	ET



current year Dividend Reinvestment Strategy	ETD® 15 Feb 2013	Price EPSttm	44.42 3.340
Buy additional shares Invest at the rate below	PE Ratio	11.65	
	HGrowth	20.82 %	
Note: PE and PR Ratios are ave of	Payout	108 %	
Investment Period 5	years	dividends capital gains	0 • 3% 0 • 3%
Calculate 28.57%	per year	Sync	with TARG

# 10-Year Default

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Industry: App	arel Stores					_						1	larket: USA
				Earn	ings Per Sha	are (EPS)							
1/03	1/04	1/05	1/06	1/07	1/08	1/09	1/10	1/11	1/12	EPSttm	Years	HGROW	
0.650	0.690	0.860	1.130	1.240	1.630	2.240	2.730	2.860	3.200	3.340	10 -	Calc 21.77	92.14%
					Sales Per S	hare						HGROW	TH STAEGR™
8.478	8.756	9.662	11.528	12.022	13.855	17.162	19.367	20.154	22.410	Chart	10 -	Calc 12.47	% 95.99%
				Net	Profit Margi	n (NPM)						Current NPI	И
7.99	7.98	9.18	10.36	<b>10</b> .51	12.14	13.18	14.17	14.18	14.25			14.25	Chart
	_			Ret	urn on Equit	y (ROE)				_		Current RO	E
12.10	11.30	13.00	17.30	19.40	22.20	31.00	35.90	39.00	41.70			41.70	Chart
				Price Earr	nings Ratio (	PE Ratio)				Current	t	Current PE	
17.40	16.60	16.50	18.20	19.70	17.90	19.90	14.30	14.10	15. <b>0</b> 0	15.49	High	13.30	Chart
10.70	10.00	12.90	11.30	12.00	12.30	6.10	7.50	8.00	10.60	10.88	Low	10.00	Chart
-		-	-	•	Prie	e		-	-	Current	t	-	
11.32	11.45	14.21	20.62	24.40	29.14	44.57	39.09	40.35	47.97	51.74	High	Gurrent Price	
6.99	6.90	11.11	12.72	14.84	20.03	13.57	20.54	23.00	33.97	36.33	Low	44.42	Chart
					Payout Ra	tio (PR)						Current PF	ર
0	13	23	24	138	37	126	95	115	95			95%	Chart
		ST	RETD®						1	ARGD®			
current	t year		15 Feb	2013 Pri	ce 44	1.42	(	current year				Req Return	10.0 %
Dividen	nd Reinvestr	ment Strategy			Sttm 3	340		ividend Reinve		gy		EPSttm	3.340
Buy	additional s	hares				.65		Buy addition				PE Ratio	11.65
Investigation	st at the rat	e below			110000	.77 %		Invest at the	rate below			HGrowth	21.77 %
Note: P	E and PR F	Ratios are ave	e of 4 yrs		yout 10		No	te: PE and PR	Ratios are av	e of 4 yrs		Payout	108 %
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						<b>1</b>							0 5
Investmer	nt Period	5 🖠	years	Tax - dividen		<u></u>	Inv	estment Perio	d 5	years		vidends	
			_	Tax - capital	gains 0	<b>*</b>					Tax - ca	apital gains	0 %
Cal	culate	29.58%	per year		Sync with	IARG		Calculate	\$96 90			Sync	with STRET



	STRETD®		
current year	15 Feb 2013	Price	44.42
Dividend Reinvestment Stra	EPSttm	3.340	
Buy additional shares		PE Ratio	11.65
Invest at the rate below	HGrowth	21.77 %	
Note: PE and PR Ratios an	Payout	108 %	
Investment Period 5	years	dividends capital gains	0 *_% 0 *_%
Calculate 29.58%	per year	Sync	with TARG

# Safety

	STRETD®		
current year	15 Feb 2013	Price	44.42
Dividend Reinvestment Strat	EPSttm	3.340	
Buy additional shares Invest at the rate below		PE Ratio	11.14
<ul> <li>Invest at the rate below</li> </ul>	HGrowth	11.90 %	
Note: PE and PR Ratios are	ave of 4 yrs	Payout	95 %
Investment Period 5	∕ years	dividends	0 <b>*</b> % 0 <b>*</b> %
Calculate 17.21%	per year	Sync	with TARG

# Kill It

	STRE	etd®					,
current year		15 Feb 2013			е	44.42	
Dividend Reinvestn			EPS	Sttm	3.340		
Buy additional sl			PE F	Ratio	6	, 	
Invest at the rate	below		HGr	owth	8	%	
Note: PE and PR R	atios are ave of		Paye	out	95	%	
Investment Period		years	Tax - div Tax - ca		-	0 1	a 7
Calculate	6.69%	per year			Sync v	vith TARG	

# Kill It Again

		STRE	ETD®					
current year			15 Feb 2013 P			е	44.42	
	Dividend Reinves			EPS	Sttm	3.340		
	Buy additional				PEI	Ratio	5	
	Invest at the ra	ite below		HGr	owth	3	%	
	Note: PE and PR	Ratios are ave of	Payout			95	%	
In	vestment Period	5	years	Tax - di Tax - ca		-		]% ]%
	Calculate	0.79%	per year			Sync w	vith TARG	

## Recommendation

• Limit order at \$43.00

