



## COVID-19 Oversold Candidates

Mar 23, 2020

This report highlights 20 companies in the Likefolio coverage universe that are off significantly from February highs, and have strong consumer demand. Some are set to take advantage of the COVID-19 crisis, while others are poised to bounce back quickly once it resolves.

### Companies listed:

Wayfair (W)

Crocs (CROX)

Planet Fitness (PLNT)

Five Below (FIVE)

Wendy's (WEN)

Hasbro (HAS)

Big Lots (BIG)

AB Inbev (BUD)

Yeti (YETI)

Roku (ROKU)

Lovesac (LOVE)

Etsy (ETSY)

Deere (DE)

Nvidia (NVDA)

Peleton (PTON)

CVS (CVS)

Dollar Tree (DLTR)

Altria (MO)

Target (TGT)

Amazon (AMZN)

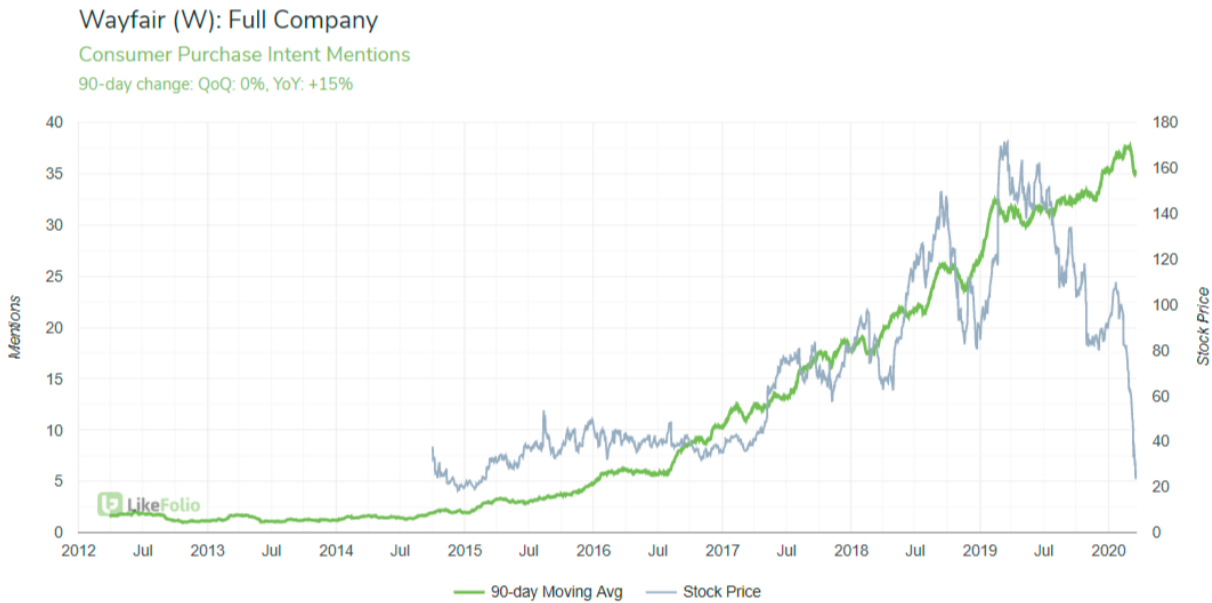
Direct any questions to [Landon@Likefolio.com](mailto:Landon@Likefolio.com)

## Wayfair (W)

Heavily dependent on China supply chain. If that can stabilize, consumer demand is ready to pour back in.

Stock off from Feb highs: -73%

Purchase Intent YoY: +15%

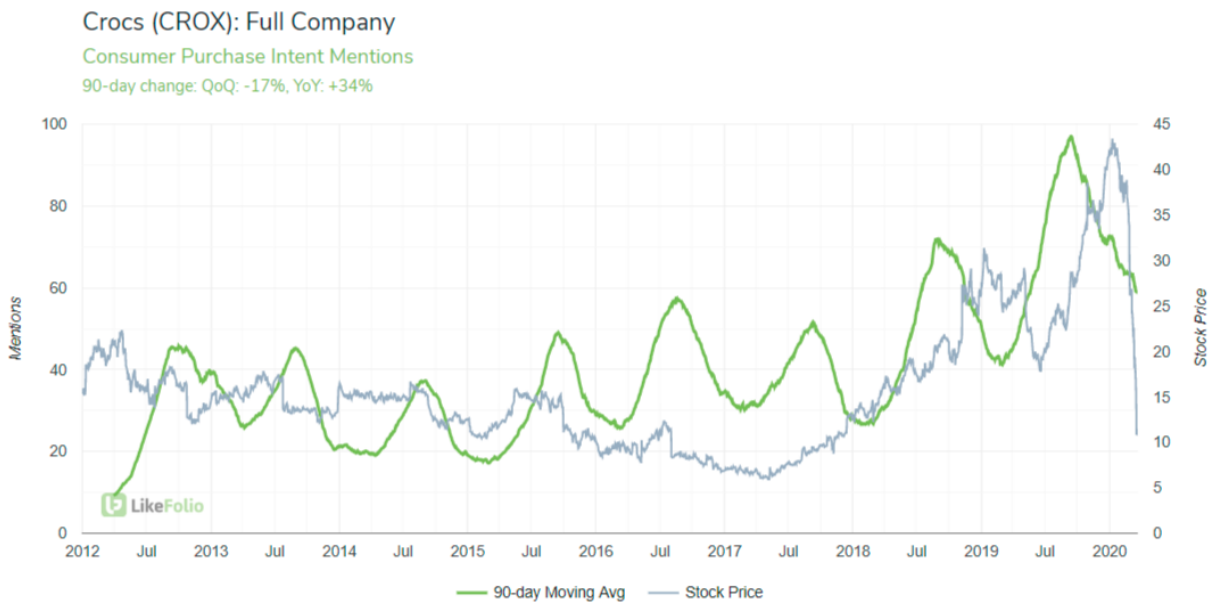


## Crocs (CROX)

Extremely strong purchase intent growth, pointing to their best summer yet in 2020.

Stock off from Feb highs: -73%

Purchase Intent YoY: +34%



## Planet Fitness (PLNT)

Was on its way to higher highs this New Year's cycle. Once gyms can re-open, expect business to boom.

Stock off from Feb highs: -61%

Purchase Intent YoY: +31%

### Planet Fitness (PLNT): Full Company

Consumer Purchase Intent Mentions

90-day change: QoQ: +78%, YoY: +31%



## Five Below (FIVE)

Purchase Intent just off all-time highs. Discount retailer shows extremely high happiness and should do well in either a recovery or recession.

Stock off from Feb highs: -56%

Purchase Intent YoY: +37%

### Five Below (FIVE): Full Company

Consumer Purchase Intent Mentions

90-day change: QoQ: -9%, YoY: +37%



## Wendy's (WEN)

Purchase Intent has been growing steadily for 2 years. Stock being cut in half does not seem justified.

Stock off from Feb highs: -54%

Purchase Intent YoY: +16%

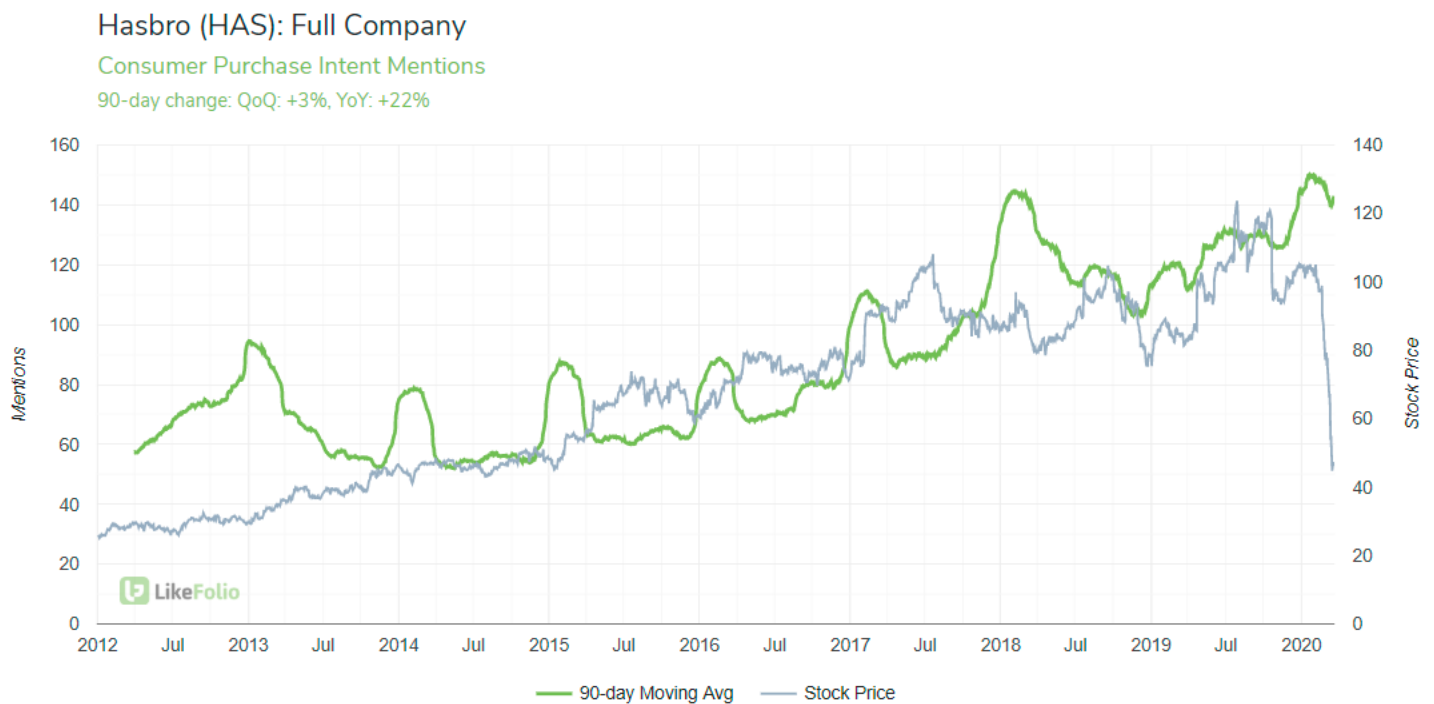


## Hasbro (HAS)

Supply chain is a major concern, but demand for products is booming. If supply is solved, HAS will bounce.

Stock off from Feb highs: -56%

Purchase Intent YoY: +22%

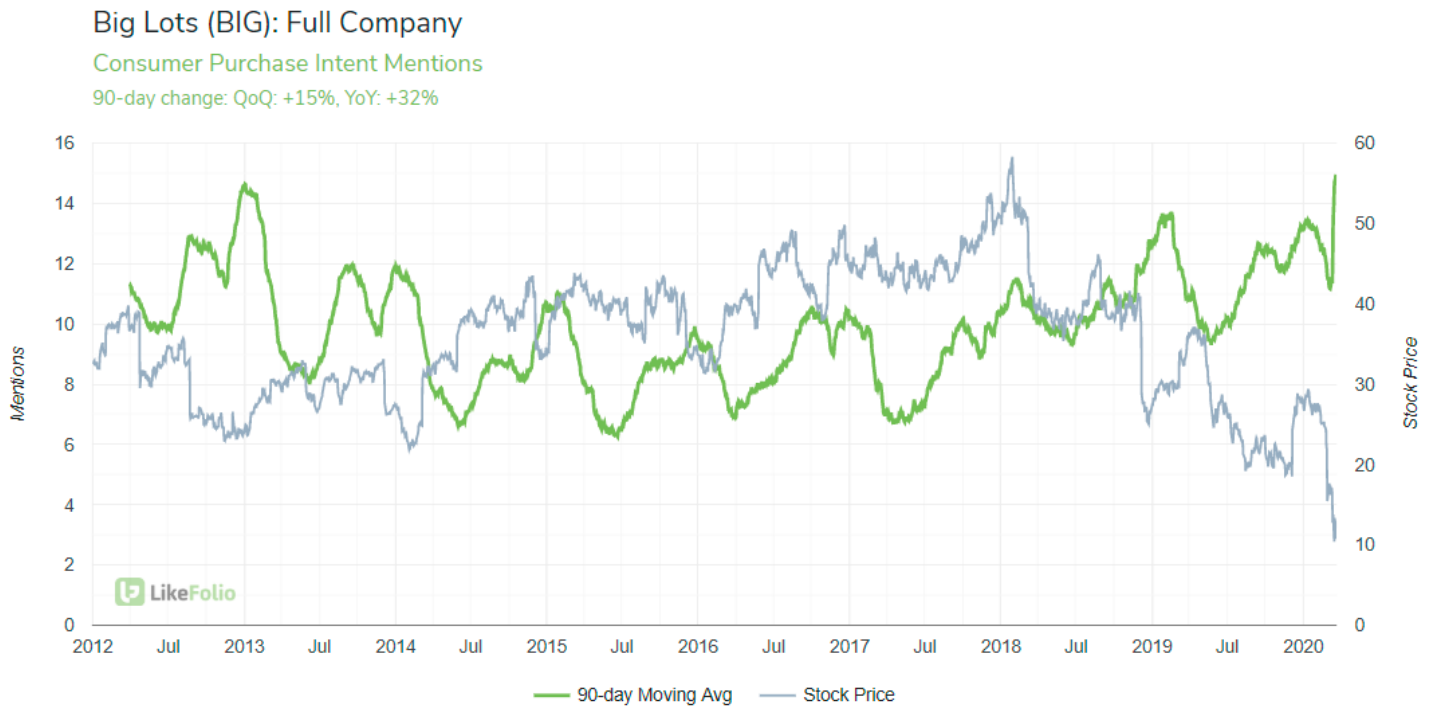


## Big Lots (BIG)

Supply chain is the killer here. But demand is there, and could increase with a depressed economy.

Stock off from Feb highs: -56%

Purchase Intent YoY: +32%

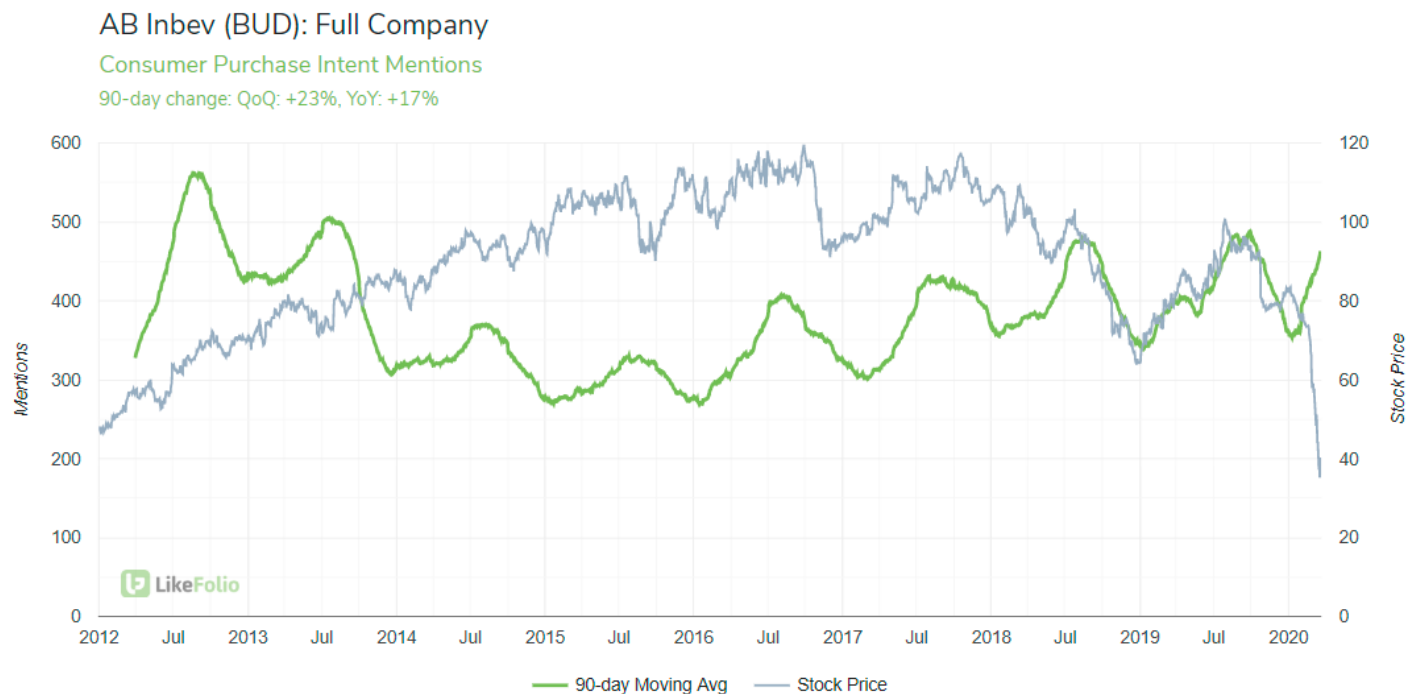


## AB Inbev (BUD)

Demand is beginning to surge. Quarantine could help that. Plus, this is a recession-proof industry. Safe bet.

Stock off from Feb highs: -47%

Purchase Intent YoY: +17%



## Yeti (YETI)

Supply chain concerns, but demand has been ramping back up since IPO, and will spike in summer. If normalcy returns by summer, this could seem like insanely cheap prices for this stock.

Stock off from Feb highs: -67%  
Purchase Intent YoY: +36%

### YETI (YETI): Full Company

Consumer Purchase Intent Mentions

90-day change: QoQ: +4%, YoY: +36%



## Roku (ROKU)

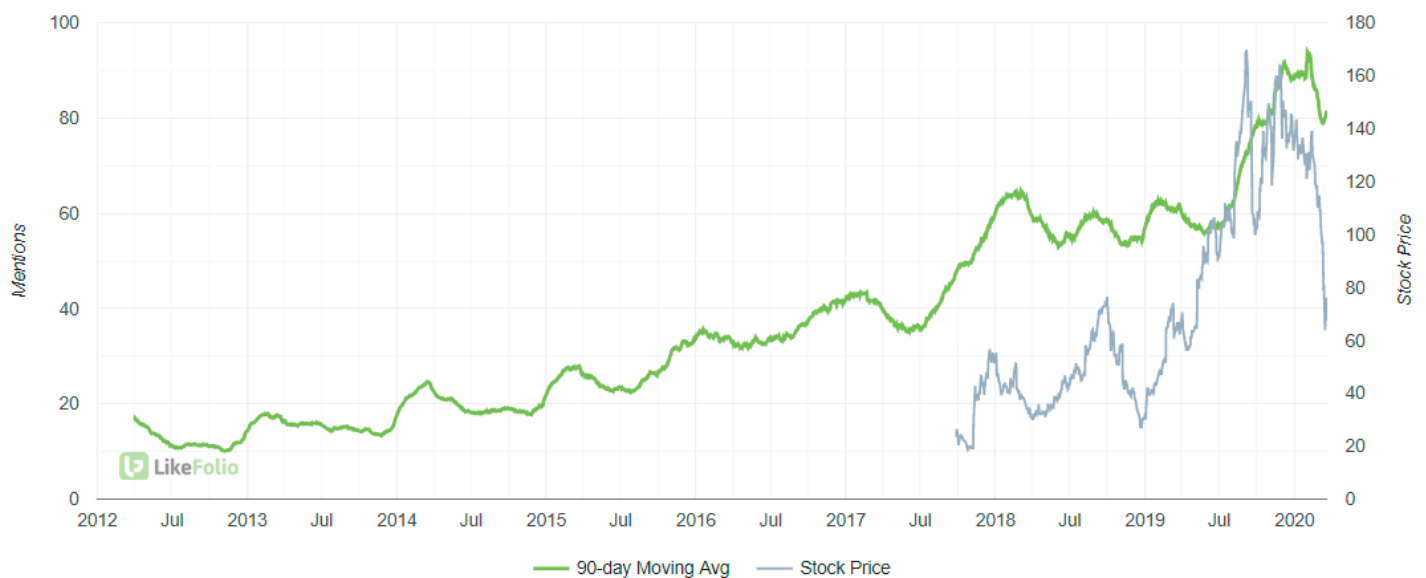
Winner in the cord cutting movement. Demand growing, and can only be helped by quarantine.

Stock off from Feb highs: -45%  
Purchase Intent YoY: +34%

### Roku (ROKU): Full Company

Consumer Purchase Intent Mentions

90-day change: QoQ: -8%, YoY: +34%



## Lovesac (LOVE)

Low sample size on purchase intent, but data is strong. Fundamentals may be a concern, but demand isn't.

Stock off from Feb highs: -45%

Purchase Intent YoY: +28%

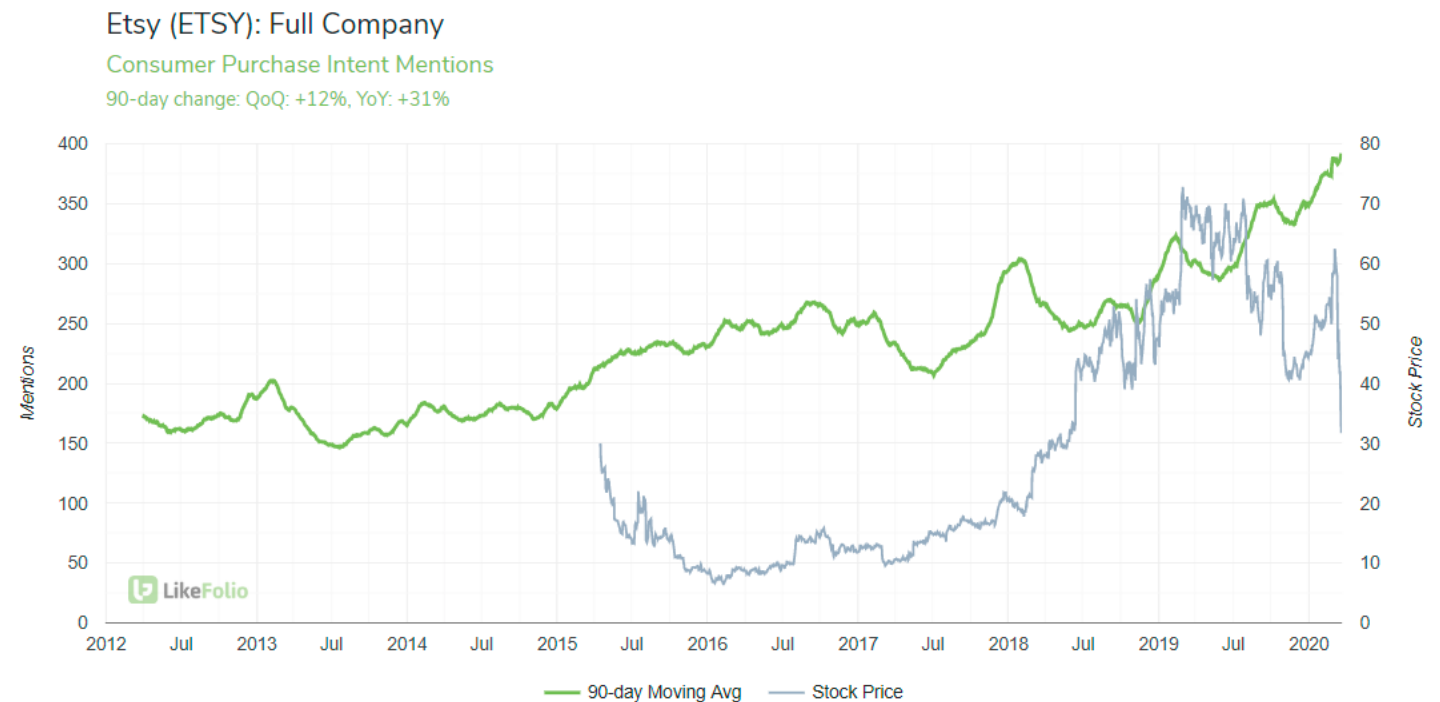


## Etsy (ETSY)

Purchase Intent off the charts. Could be bolstered by more people trying their hand as providers in tough times. Long term, Etsy looks extremely strong and shares look to be on sale.

Stock off from Feb highs: -45%

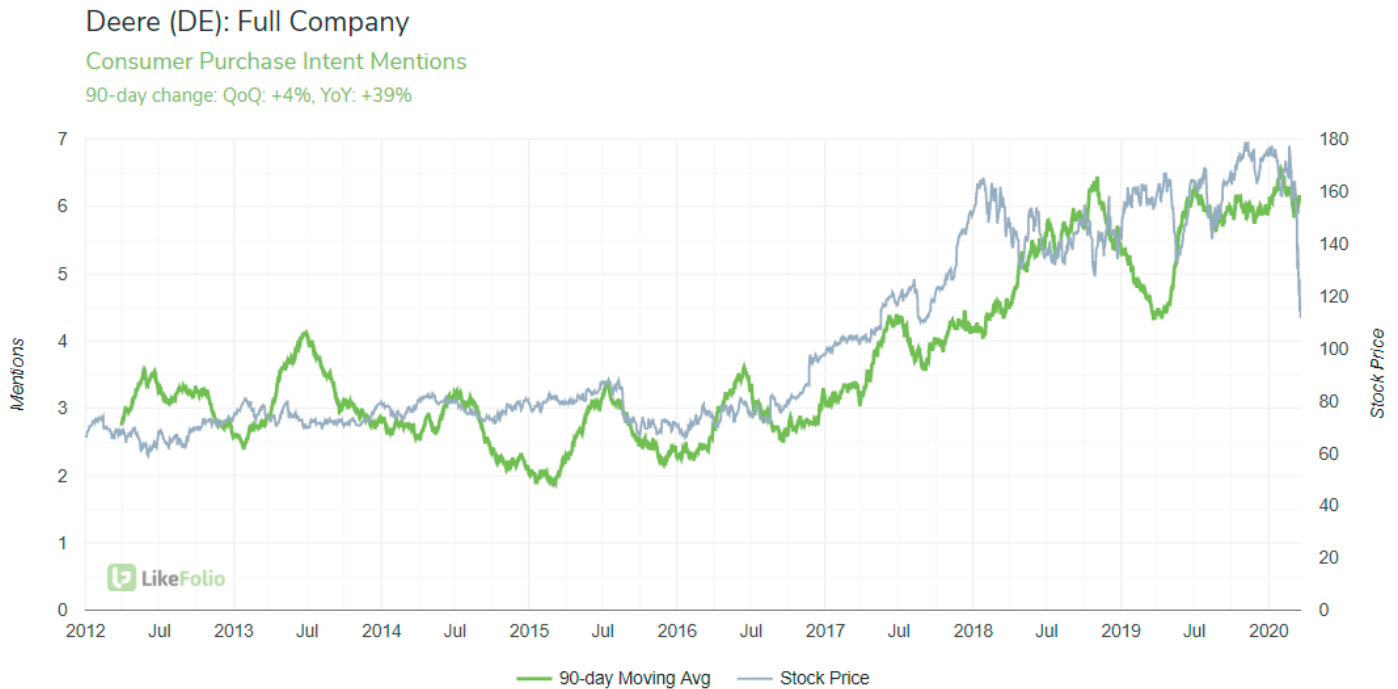
Purchase Intent YoY: +31%



## Deere (DE)

Keep in mind that our data mostly focuses on the consumer segment. It looks as strong as ever currently. If COVID clears up before doing long-term economic damage, DE could bounce back quickly.

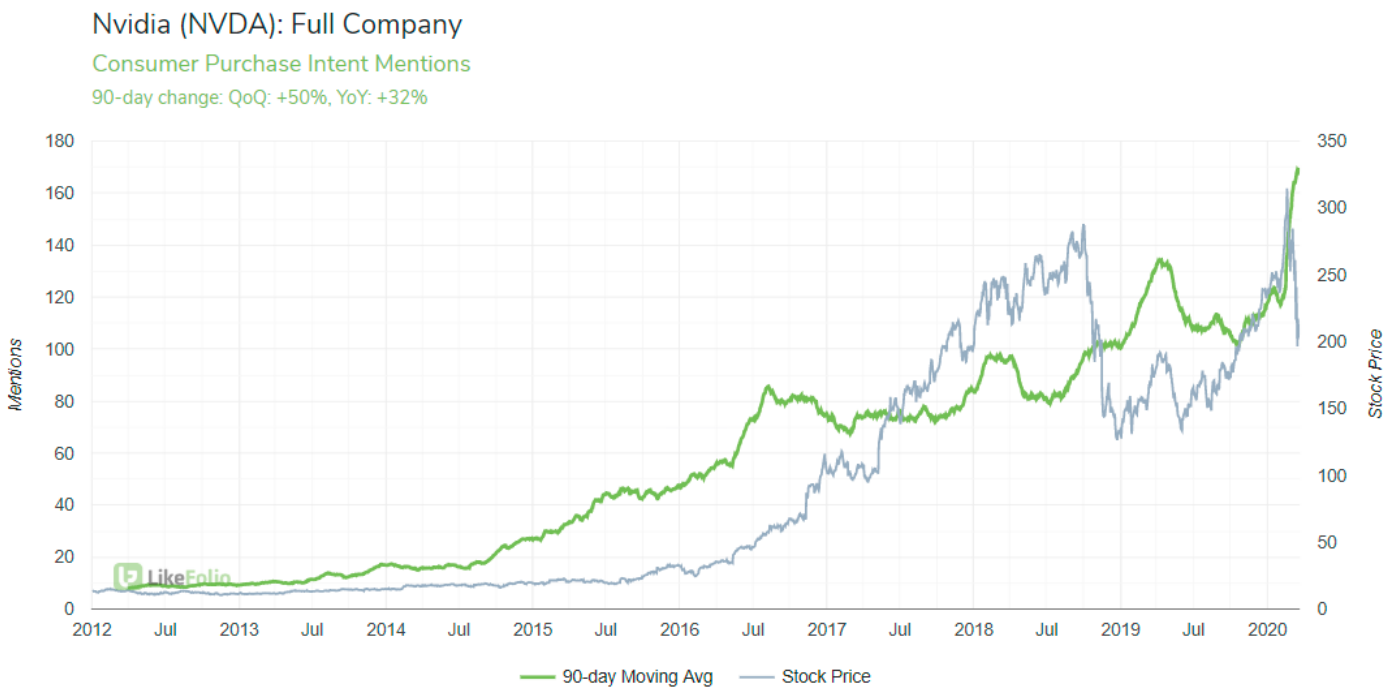
Stock off from Feb highs: -37%  
Purchase Intent YoY: +39%



## Nvidia (NVDA)

Demand is surging from tech advances and gaming increases, which is only set to grow with quarantine.

Stock off from Feb highs: -35%  
Purchase Intent YoY: +32%

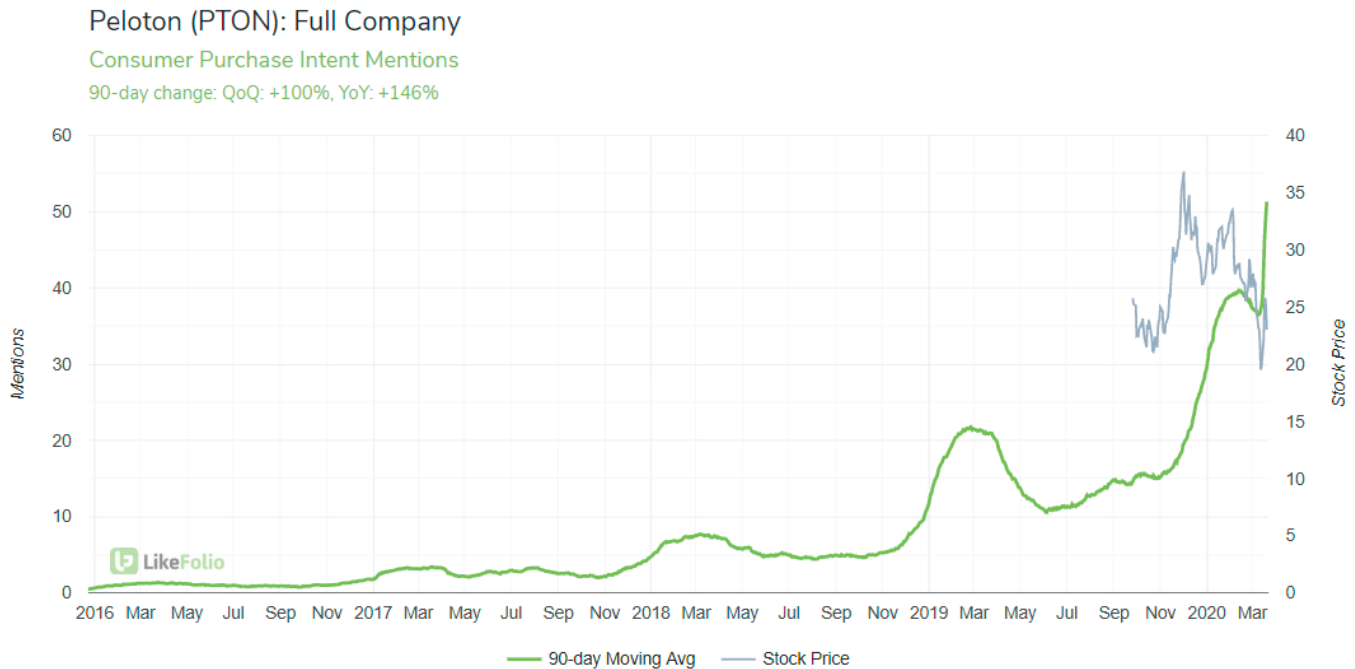




## Peloton (PTON)

Quarantine is excellent timing for Peloton, whose app (and bike) helps people work out at home. Bike is expensive and may get hurt from a recession, but App is affordable. Smart company will take advantage.

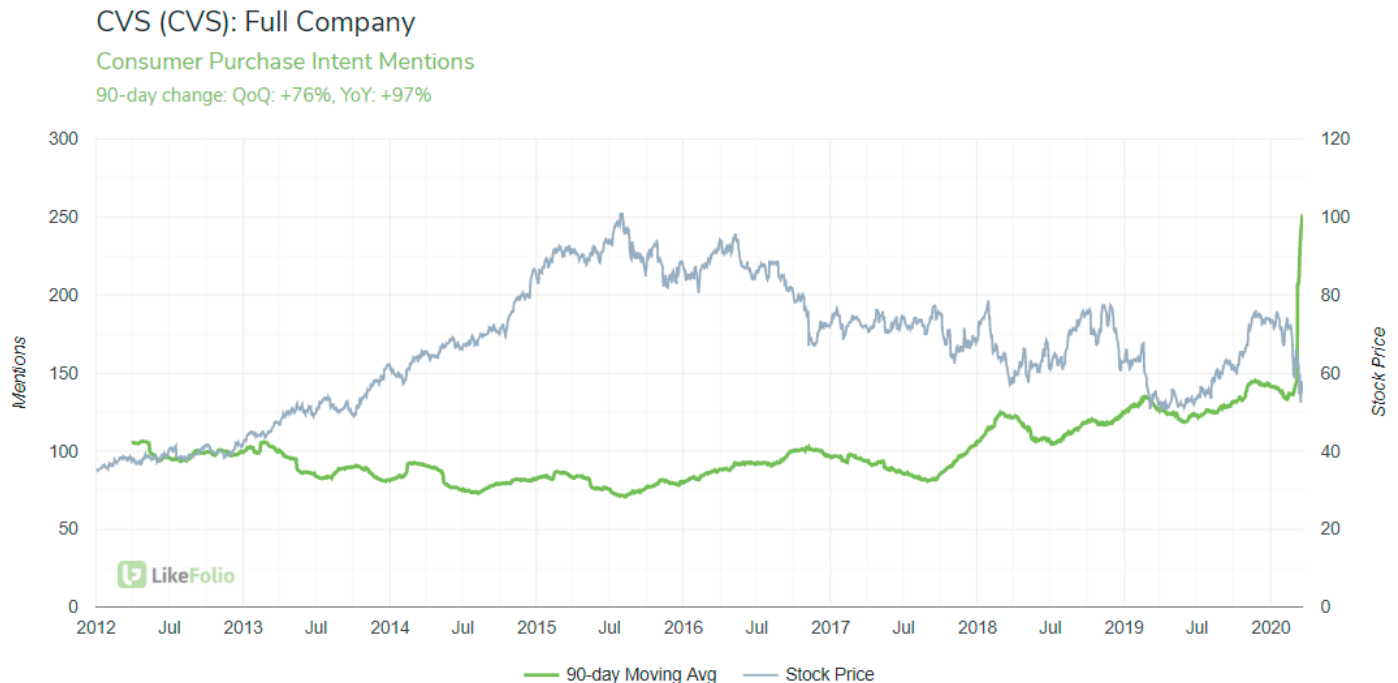
Stock off from Feb highs: -31%  
Purchase Intent YoY: +146%



## CVS (CVS)

Massive surge in purchase intent as people prepare for possible extended quarantine. They were doing fine before COVID, and are showing themselves to be a staple in the minds of the consumer.

Stock off from Feb highs: -26%  
Purchase Intent YoY: +97%



## Dollar Tree (DLTR)

Purchase intent was accelerating prior to COVID, and is now through the roof with both preparedness shopping and bargain hunters. They are set to do well with both fear-driven and price sensitive consumers.

Stock off from Feb highs: -19%

Purchase Intent YoY: +86%

### Dollar Tree (DLTR): Full Company

Consumer Purchase Intent Mentions

90-day change: QoQ: +39%, YoY: +86%



## Altria (MO)

Although JUUL is looking more like a bust due to health concerns, company-wide PI is at all time-highs. Investing in a recession-proof industry with addicted consumers is appealing at these prices.

Stock off from Feb highs: -27%

Purchase Intent YoY: +52%

### Altria (MO): Full Company

Consumer Purchase Intent Mentions

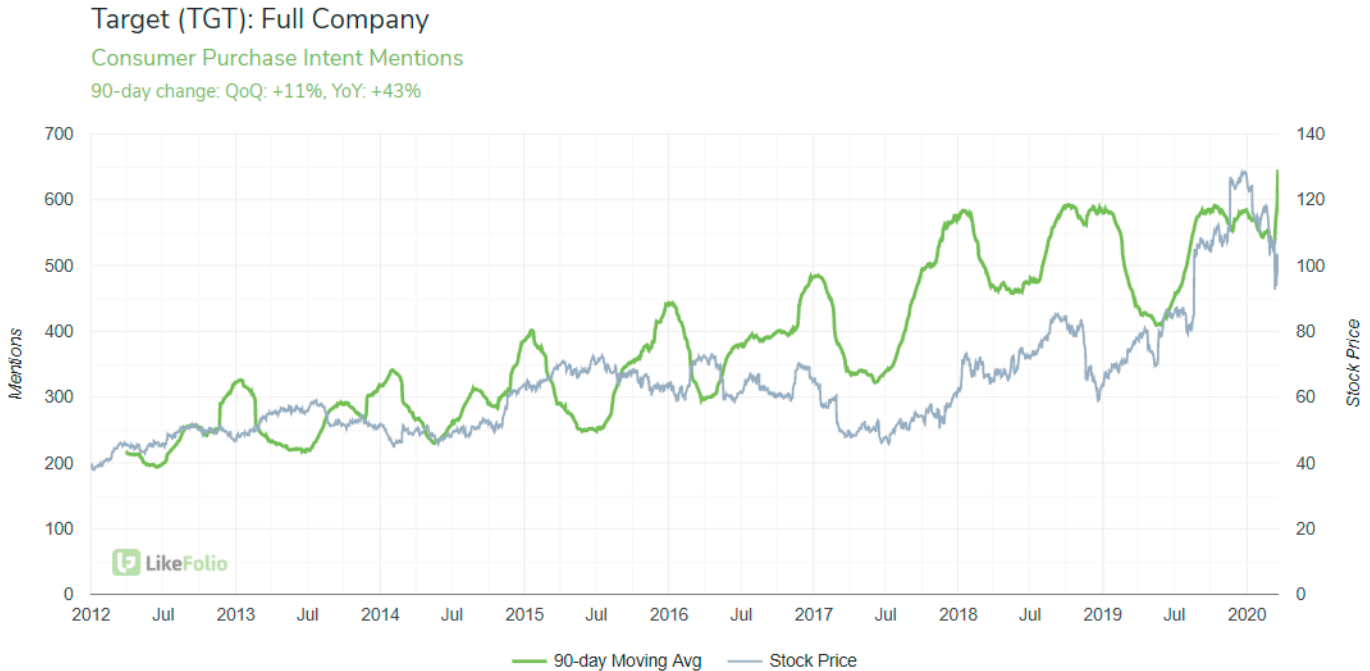
90-day change: QoQ: +11%, YoY: +52%



## Target (TGT)

PI was at all time highs prior to COVID, and Target is demonstrating that it is a go-to destination for stocking up. It appears oversold, even at only 18% off, when you compare to WMT, who is only down 4% from highs.

Stock off from Feb highs: -18%  
Purchase Intent YoY: +43%



## Amazon (AMZN)

Purchase intent now breaking all time highs as people stay in and order online. Similar to TGT, comparing the 15% sell off to WMT's 4% makes AMZN seem underpriced for a company who can clearly dominate.

Stock off from Feb highs: -15%  
Purchase Intent YoY: +41%

