

## FLASH NOTICE

### Consumer Discretionary Sector Update: Target Rallies Post Earnings

#### MARKET UPDATE:

- Target Corp Q1 profit of \$1.21 per share significantly beats analysts' expectations of a profit of 91 cents per share.
- Following disappointing results from Macy's Inc and other large retailers, Target's earnings highlighted the successful implementation of its turnaround strategy and restored investor optimism, proving it isn't another brick-and-mortar casualty to the likes of Amazon.com.

#### INSIGHTS FROM BUZZ:

- Following a disastrous Q4 earnings report, Target's stock plunged 15%. The company announced a turn-around strategy and investors took notice. Despite the plunge, sentiment turned notably **BULLISH** during March & April 2017.
- Don't count Target out yet. It's clear that traditional retailers are losing ground to the digital prowess of Amazon.com but Target has a loyal following and now has **positive investor sentiment** on its side.
- Target's below market price/earnings ratio, together with a dividend yield over 4%, support investors' view of the company as a **deep value stock with upside potential**.

#### Sentiment insights indicate additional upside for Target Corp.

Target Corp - Sentiment Insights & Stock Price



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