



Balfour Capital Group Kohl's Corporation

Kohl's Corporation (ticker: KSS) is a prominent omnichannel retailer in the United States, operating over 1,100 stores across 49 states, as well as an online platform at Kohls.com and through the Kohl's App. The company offers a wide range of products, including clothing, footwear, bedding, home products, furniture, jewelry, beauty products, and accessories for women, men, and children. Kohl's aims to provide great brands, incredible value, and convenience to its customers.

1. Top 5 Competitors

Top 5 Competitors:

1. Walmart Inc.
2. Amazon.com Inc.
3. Target Corp.
4. The TJX Companies Inc.
5. Macy's Inc.

These companies compete with Kohl's in the retail sector, offering similar product assortments and targeting comparable customer demographics.

2. Largest Institutional Shareholders

As of the latest filings, the major institutional shareholders of Kohl's Corporation include:

- BlackRock, Inc.
- The Vanguard Group, Inc.
- UBS Asset Management AG
- Dimensional Fund Advisors LP
- T. Rowe Price Group, Inc.

These institutions hold significant stakes in the company, reflecting their investment positions.



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3. Management Team:

Kohl's executive leadership team includes:

- Ashley Buchanan – Chief Executive Officer
- Jill Timm – Chief Financial Officer
- Nick Jones – Chief Merchandising Officer
- Fred Hand – Senior Executive Vice President, Director of Stores
- Siobhán Mc Feeney – Chief Technology & Digital Officer
- Christie Raymond – Chief Marketing Officer
- Mari Steinmetz – Chief People Officer

This team is responsible for steering the company's strategic direction and operations.

4. Revenue

In the fiscal year ending February 1, 2025, Kohl's reported annual revenue of approximately \$16.22 billion, marking a 7.18% decrease from the previous year.

5. Institutions with Buy Recommendations:

As of the latest analyses, institutions such as UBS Group AG have shown significant investment in Kohl's Corporation, indicating a positive outlook on the company's stock.

6. Summary of Analyst Sentiment:

Analyst sentiment toward Kohl's Corporation has been cautious. For instance, Zacks Investment Research reported an average brokerage recommendation (ABR) of 3.79 on a scale where 1.0 indicates a Strong Buy and 5.0 a Strong Sell, suggesting a leaning toward a Hold or Sell stance.



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7. Insider Buying and Selling Over the Last 24 Months:

Over the past 24 months, insider transactions at Kohl's Corporation have included:

- Purchases: Insiders have purchased a total of 92,500 shares, amounting to approximately \$2,018,350.
- Sales: Insiders have sold a total of 20,194 shares, totaling approximately \$369,161.44.

These transactions provide insight into the confidence levels of the company's leadership regarding its future prospects.

Please note that financial markets are dynamic, and it's advisable to consult the latest reports and analyses for the most current information.

