



Balfour Capital Group Ollie's Bargain Outlet Holdings, Inc.

Ollie's is an extreme-value/closeout retailer that buys brand-name overstocks, package changes, discontinued lines and liquidations, then sells them at steep discounts across a broad mix (home, consumables, books & toys, seasonal, flooring, etc.). The "treasure-hunt" format and its Ollie's Army loyalty program are core to traffic and repeat purchases.

1. Top 5 Competitors

- Dollar General (DG) – value general merchandise; heavy overlap in rural and value segments.
 - Dollar Tree / Family Dollar (DLTR) – national dollar chain competing on consumables and seasonal.
 - Five Below (FIVE) – discount variety/impulse (particularly for younger shoppers).
 - Ross Stores (ROST) – off-price treasure-hunt model in softlines/home.
 - TJX (TJX: T.J. Maxx/Marshalls/HomeGoods) – the largest off-price operator.
- (Ollie's also benefits from real-estate and customer spillover from struggling rivals like Big Lots.)

2. Largest Institutional Shareholders

- FMR LLC (Fidelity) ~13.1%
- Vanguard Group ~9.5%
- BlackRock ~8.7%
- Kayne Anderson Rudnick ~7.3%
- Wasatch Advisors ~6.6%
- (plus Invesco, SSGA, etc.)

3. Management Team

- Eric van der Valk – President & Chief Executive Officer (since Feb 2025)
- John W. Swygert – Executive Chairman (former CEO)
- Robert F. Helm – EVP & Chief Financial Officer
- Christopher Zender – EVP & Chief Operating Officer
- James J. Comitale – SVP, General Counsel
- Larry Kraus – SVP & Chief Information Officer



Balfour Capital Group Ollie's Bargain Outlet Holdings, Inc.

4. Revenue

FY2024 (year ended Feb 1, 2025): \$2.272B net sales (vs. \$2.103B in FY2023). Stores at year-end: 559; comps +2.8%.

5. Institutions with Buy Recommendations:

- JPMorgan (upgrade to Overweight; price target raised previously)
- Citigroup (upgrade to Buy, PT ~\$133)
- RBC Capital Markets (Outperform, PT raised multiple times)
- Truist Securities (Buy, PT raised)

(Other coverage includes UBS—Neutral, Wells Fargo—Equal Weight, Morgan Stanley—Equal-Weight, Jefferies—recent Hold.)

6. Analyst Sentiment Summary

Recent aggregates indicate “Moderate Buy/Buy” with ~13 analyst sample and average 12-mo PT around \$141–\$143 (range roughly \$130–\$159).

7. Insider Buying and Selling (Last 24 Months)

- Pattern: Predominantly option exercises with concurrent tax-withholding sales; limited open-market buying observed.
- Notables (2024–2025):
- CFO Robert Helm – reported sales in Mar–Apr 2025 tied to awards/exercises; one open-market sale disclosed Mar 24, 2025.
- CEO Eric van der Valk, COO Christopher Zender, SVP Kevin McLain, CIO Larry Kraus, GC James Comitale – multiple grants/exercises/tax withholdings around Mar–Apr 2025.
- Totals: MarketBeat tallies 218k shares sold by insiders over the past 24 months (\$22M value).