COACH, INC. NYSE-COH		R P	ecent Rice	33.3′	P/E Ratio	o <b>16.</b> '	7 (Traili Media		RELATIVE P/E RATIO		9 div'd Yld	0.9	)% V	/ALUE		
FIMELINESS 1 Raised 10/30/09	High: Low:	3.7 2.0	5.3 2.5	8.9 4.3	20.4 7.3	28.8 16.9	36.8 24.5	45.0 25.2	54.0 29.2	37.6 13.2	35.5 11.4				Price	
SAFETY 3 New 2/15/02 LEGENDS							20	20.2	20.2					2012	2013	
TECHNICAL 3 Raised 11/6/09	ce Strength															
BETA 1.25 (1.00 = Market) 2-for-1 split 10/03							) for 1		, <sup>111</sup> 11111							
2012-14 PROJECTIONS Options: Yes Ann'I Total Shaded area: prio							2-for-1 ♥			ш <sup>і</sup> І,						40
Igh 65 (+95%) 19%	egan 12/07				2-fc		н. Ц. П.									+30 +25
.ow 45 (+35%) 9%						լ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,										-20
D J F M A M J J A					<u> </u>						hl.					-15
DBuy 0 0 1 2 0 0 0 1   ptions 0				2-for-1			••••••••		•••••••							<u> </u>
Sell 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			1			•••••••		•		••••••••			% TO	T. RETUR	N 9/09	-7.5
nstitutional Decisions 402008 102009 202009 Percent 30 -			_ اللا		•••••••	1				1.11.11111				THIS STOCK	VL ARITH. INDEX	
Buy 229 196 252 shares 20 -			₽₽		ddd.od	ա հա							1 yr. 3 yr.	32.2 -3.8	12.6 5.1	F
lld's(000) 283427 269612 279352													5 yr.	56.0	36.4	
Coach, Inc. was founded in 1941 as a	1999	2000	2001		2003	2004	2005	2006	2007	2008	2009	2010		JE LINE PU	JB., INC.	
haker of leather handbags. It was acquired y Sara Lee in 1985. 7,380,000 shares were		1.96 .22	1.76	2.01	2.60 .48	3.48 .80	4.52	5.71 1.51	7.01	9.45 2.50	10.16 2.34	10.90 2.50	Sales pe	er sh A low"per s	h	15. 3.:
ssued to the public at \$16.00 a share in Oc-		.14	.19	.24	.40	.68	1.00	1.27	1.69	2.00	1.91	2.05		s per sh <sup>A</sup>		2.
bber, 2000. The transaction was led by												.30	Div'ds D	ecl'd per	sh	
Goldman Sachs & Co., Morgan Stanley Dean Witter, and Prudential Securities. Sara		.76	.42	.73	1.17	2.06	2.73	3.21	5.13	4.50	5.33	6.30		lue per sh		8.
ee subsequently distributed the remaining		280.21	349.49	357.81 22.1	366.02 21.4	379.24 26.5	378.43 25.8	369.83 26.2	372.52	336.73 17.7	318.01 11.3	310.00		n Shs Out i'l P/E Rat	•	275. 2(
tock to shareholders.			.96	1.21	1.22	1.40	1.37	1.41	1.31	1.07	.80		-	P/E Ratio		1.
APITAL STRUCTURE as of 9/26/09													Avg Ann	'l Div'd Yi	ield	1.0
otal Debt \$25.1 mill. Due in 5 Yrs \$25.0 mill.	507.8	548.9	616.1	719.4	953.2	1321.1	1710.4	2111.5	2612.5	3180.8	3230.5	3375	Sales (\$r	,		42
	59.8%	64.0%	68.4%	70.7%	74.2%	78.2%	80.0%	80.7%	80.5%	78.8%	75.7%	75.5%	Gross Ma	•		76.0
T Debt \$24.4 mill. LT Interest \$1.1 mill. (1% of Cap'l)	9.6%	14.3% 170	21.2%	22.6% 212	28.7% 232	36.9% 250	39.7% 275	39.3% 304	41.1% 352	40.2% 399	34.8% 441	33.5% 470	Operatin Number		с	34.0 5
eases, Uncapitalized: Ann'l rentals \$127.3 mill.	22.9	38.6	64.0	85.8	146.6	261.7	388.7	494.3	636.5	742.0	622.1	645	Net Profi			7
ension Assets-9/09 \$5.2 mill. Oblig. \$10.7 mill.	12.4%	30.6%	35.6%	35.5%	37.0%	37.5%	36.9%	38.0%	38.5%	39.0%	38.0%	37.0%	Income 1			40.0
ension Assets-9/09 \$5.2 min. Oblig. \$10.7 min.	4.5%	7.0%	10.4%	11.9%	15.4%	19.8%	22.7%	23.4%	24.4%	23.3% 934.8	19.3% 936.7	19.1%	Net Profi		•:II)	18.2
fd Stock None	3.8	54.1 3.7	47.1	128.2 3.6	287.0 3.5	523.7 3.4	443.6 3.3	632.7 3.1	2.9	934.0 2.6	930.7 25.1	1200 25.0	Working Long-Ter			15 I
common Stock 318,081,762 shs.	203.2	212.8	148.3	260.4	426.9	782.3	1032.8	1188.7	1910.4	1515.8	1696.0		Shr. Equ			22
is of 8/7/09 MARKET CAP: \$1.1 billion (Mid Cap)	11.1%	17.9%	42.8%	32.7%	34.1%	33.3%	37.5%	41.5%	33.3%	48.9%	36.2%	32.5%		n Total Ca	•	34.0
URRENT POSITION 2007 2008 9/26/09	11.3%	18.1% 18.1%	43.2% 43.2%	33.0% 33.0%	34.3% 34.3%	33.5% 33.5%	37.6% 37.6%	41.6%	33.3% 33.3%	49.0% 49.0%	36.7% 36.7%	33.0% 28.5%		n Shr. Eq I to Com I		34.0 28.5
(\$MILL.) cash Assets 1185.8 698.9 994.7												14%		s to Net P	· /	17
eceivables 107.8 106.7 105.1 iventory (Avg Cst) 291.2 345.5 337.5	BUSIN	ESS: Co	ach, Inc.	is a desi	gner, pr	oducer, a	and mark	teter of	cluding	111 facto	ory outlet	s). Direct	t-to-consu	umer chai	nnel acc	counte
Other <u>155.4</u> <u>234.6</u> <u>173.2</u>				erican clas									in fiscal			
Current Assets 1740.2 1385.7 1610.5   Accts Payable 109.3 134.7 94.20				gs, womer ather outer									interest ares (10/0			
bebt Due .2 .3 .7 Dther 298.5 315.9 437.5	sonal	planning	product	s. Also lic	censes	watches,	footwea	ir, and	CEO: L	ew Frank	fort. Inc	.: MD. A	dd.: 516	W. 34th	St., Ne	
230.5 310.5 437.5   Current Liab. 408.0 450.9 532.2				e. Operate									ternet: wv			
NNUAL RATES Past Past Est'd '07-'09				osture									in this			
f change (per sh) 10 Yrs. 5 Yrs. to '12-'14 Gales 27.0% 12.0%				handba last y									our gly. A			
Cash Flow" 33.5% 8.0%	figu	e of	\$0.44	in the	first	quar	rter (f	iscal	sume	r conf	idenc	e will	proba	bly re	main	ı sof
Dividends NMF				3rd), despi									uture, ught			
ook Value 30.5% 11.0%				headw									s ring			
iscal QUARTERLY SALES (\$ mill.) A Full	prici	ng sti	rategy	focus	ed on	incre	easing	the	durin	ng the	upcor	ming l	holida	y seas	ion. T	hus
Fiscal				erings					-	· .			surpa	ass la	ast y	ear
Tear ends Sep.Per Dec.Per Mar.Per Jun.Per Fiscal Year   2006 449.0 650.3 497.9 514.3 2111.5		l in m	nice (							and e <b>stock</b>			on a	roll .	It	ha
Tear Sep.Per Dec.Per Mar.Per Jun.Per Frear   2006 449.0 650.3 497.9 514.3 2111.5   2007 529.5 805.6 625.3 652.1 2612.5	\$300	) in p instr	umen							appro			20% si		ır Au	igus
Teads Sep.Per Dec.Per Mar.Per Jun.Per Fiscal Year   1006 449.0 650.3 497.9 514.3 2111.5   1007 529.5 805.6 625.3 652.1 2612.5   1008 676.7 978.1 744.5 781.5 3180.8	\$300 was	instr		ensive	alter	nativ										
Teads Sep.Per Dec.Per Mar.Per Jun.Per Fiscal Vear   2006 449.0 650.3 497.9 514.3 2111.5   2007 529.5 805.6 652.3 652.1 2612.5   2008 676.7 978.1 744.5 781.5 3180.8   2009 752.5 960.3 740.0 777.7 3230.5   2010 761.4 <b>993.6</b> 785 835 3375	\$300 was ting come	instr for les es to	ss exp discre	ensive etionar	y ite	ms. I	n all,	the	repor		is up			n 60%		
Tear Sep. Per Dec. Per Mar. Per Jun. Per Vear   2006 449.0 650.3 497.9 514.3 2111.5   2007 529.5 805.6 625.3 652.1 2612.5   2009 752.5 960.3 740.0 777.7 3230.5   2010 761.4 993.6 785 835 3375   iscal EANINGS PER SHARE AB Full Full Full	\$300 was ting come top l	instr for les es to ine in	ss exp discre creas	ensive etionar ed 1%	y ite to \$7	ms. I 61 mi	n all, llion,	the with	repor start	of the	is up year	. It is	now r	n 60% rankeo	11 (F	0
Tear Sep. Per Dec. Per Mar. Per Jun. Per Vear Fiscal   2006 449.0 650.3 497.9 514.3 2111.5   2007 529.5 805.6 625.3 652.1 2612.5   2008 676.7 978.1 744.5 781.5 3180.8   2009 752.5 960.3 740.0 777.7 3230.5   2010 761.4 993.6 785 835 3375   Eiscal EARNINGS PER SHARE ^ B Full Fiscal   Year Sep.Per Dec.Per Mar.Per Jun.Per Year	\$300 was ting come top l diree Ame	instr for les es to ine in ct-to-co rican	ss exp discre crease onsun sales	ensive etionar ed 1% ner sal s comp	y ite to \$7 es ris pariso	ms. I 61 mi sing 10 ons fe	n all, llion, 0%. N ell 19	the with orth 6, a	repor start est) f	of the or Tir	is up e year neline	: It is ess, du		n 60% rankeo the be	d 1 (F enefit	s w
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Bending Sep.Per Dec.Per Mar.Per Jun.Per Fiscal Year   006 449.0 650.3 497.9 514.3 2111.5   007 529.5 805.6 625.3 652.1 2612.5   008 676.7 978.1 744.5 781.5 3180.8   009 752.5 960.3 785 835 3375   iscal EARNINGS PER SHARE ^ B Full Fiscal Full   Year 3006 .24 .45 .28 .30 1.27   006 .24 .45 .28 .30 1.27 .39 .42 1.69   007 .31 .57 .39 .42 1.69 .46 .50 2.06	\$300 was ting come top I direc Ame mar expe	instr for les es to ine in ct-to-co rican ked in rience	ss exp discre orease onsun sales nprove ed in t	ensive etionar ed 1% ner sal s comp ement he Jur	y ite to \$7 es ris pariso from ne per	ms. I 61 mi sing 10 ons fe the 6 riod.	n all, llion, 0%. N ell 1% % deo	the with orth 6, a cline	repor start est) f envis  <b>opin</b>	of the for Tir ion fro <b>but s</b> r <b>ion.</b>	is up year neline om th <b>till h</b> Deepe	: It is ess, du e lowe <b>as ro</b> er pe	now r ue to t er pric om to enetrat	n 60% ranked the be cing fo <b>o run</b> tion i	d 1 (F enefit ormat <b>in o</b> nto	s w our Asi
Bep. Per Dec.Per Mar.Per Jun.Per Fiscal Vear   2006 449.0 650.3 497.9 514.3 2111.5   2007 529.5 805.6 625.3 652.1 2612.5   2008 676.7 978.1 744.5 781.5 3180.8   2009 752.5 960.3 740.0 777.7 3230.5   2010 761.4 <b>993.6</b> 785 835 3375   Vear Sep.Per Dec.Per Mar.Per Jun.Per Full Fiscal Freat Full Fiscal 2007 .31 .57 .39 .42 1.69   2008 .41 .69 .46 .50 2.06 2.06	\$300 was ting come top I direc Ame mar expe <b>Exp</b>	instr for les es to ine in ct-to-co rican ked in rience <b>ansio</b>	ss exp discre oreas onsun sales nprov ed in t	ensive tionar ed 1% ner sal comp ement	y ite to \$7 es ris pariso from te per <b>rem</b>	ms. I 61 mi sing 10 ons fe the 6 riod. <b>ains</b>	n all, llion, 0%. N ell 1% 6% dec <b>a cru</b>	the with orth 6, a cline <b>cial</b>	repor start est) f envis  opin and o	of the for Tir ion fro <b>but s</b> <b>ion.</b> other	is up year neline om th <b>till h</b> Deepo untap	: It is ess, du e lowe <b>as ro</b> er pe oped 1	now r ue to t er pric om to	n 60% canked the be cing fo <b>o run</b> tion i s ougl	d 1 (F enefit ormat <b>in o</b> nto ht to	s w our Asi cor
Earling Sep.Per Dec.Per Mar.Per Jun.Per Fiscal Year   2006 449.0 650.3 497.9 514.3 2111.5   2007 529.5 805.6 625.3 652.1 2612.5   2008 676.7 978.1 744.5 781.5 3180.8   2009 752.5 960.3 740.0 777.7 3230.5   2010 761.4 993.6 785 835 3375   2010 761.4 993.6 785 835 3375   2010 761.4 993.6 785 835 3375   2010 761.4 993.6 785 835 3375   2010 761.4 993.6 785 835 3375   2026 24 45 .28 .30 1.27   2006 .24 .45 .28 .30 1.27   2007 .31 .57 .38 .43 1.91   2008 .41 .69 <t< td=""><td>\$300 was ting come top I direc Ame marl expe <b>Exp</b> <b>part</b> in Ja</td><td>instru- for les es to ine in ct-to-co- rican ked in rience <b>ansio</b> t <b>of tl</b> apan (</td><td>ss exp discrease onsum sales nproved in t <b>n ove</b> he <b>pl</b>a (sales</td><td>ensive etionar ed 1% her sal s comp ement he Jur erseas an. Wi there</td><td>y ite to \$7 es ris pariso from ne per <b>rem</b> th a impro</td><td>ms. I 61 mi sing 10 ons fe the 6 riod. <b>ains</b> strong oved 1</td><td>n all, llion, D%. N ell 19 % dec a cru g footp 1% in</td><td>the with orth 6, a cline <b>cial</b> orint a the</td><td>report start est) f envis  opin and o tinue Coacl</td><td>of the for Tir ion fro <b>but s</b> <b>ion.</b> other driv h out</td><td>is up year neline om th <b>till h</b> Deepo untap ing to 20</td><td>. It is ess, du le lowe as ro er pe oped 1 above 12-20</td><td>now r ue to t er pric om to netrat regions aver 14. A t</td><td>n 60% canked the be cing fo <b>o run</b> tion i s ougl cage g relativ</td><td>d 1 (F enefit ormat <b>in o</b> nto ht to gains vely c</td><td>s w our Asi cor fo</td></t<>	\$300 was ting come top I direc Ame marl expe <b>Exp</b> <b>part</b> in Ja	instru- for les es to ine in ct-to-co- rican ked in rience <b>ansio</b> t <b>of tl</b> apan (	ss exp discrease onsum sales nproved in t <b>n ove</b> he <b>pl</b> a (sales	ensive etionar ed 1% her sal s comp ement he Jur erseas an. Wi there	y ite to \$7 es ris pariso from ne per <b>rem</b> th a impro	ms. I 61 mi sing 10 ons fe the 6 riod. <b>ains</b> strong oved 1	n all, llion, D%. N ell 19 % dec a cru g footp 1% in	the with orth 6, a cline <b>cial</b> orint a the	report start est) f envis  opin and o tinue Coacl	of the for Tir ion fro <b>but s</b> <b>ion.</b> other driv h out	is up year neline om th <b>till h</b> Deepo untap ing to 20	. It is ess, du le lowe as ro er pe oped 1 above 12-20	now r ue to t er pric om to netrat regions aver 14. A t	n 60% canked the be cing fo <b>o run</b> tion i s ougl cage g relativ	d 1 (F enefit ormat <b>in o</b> nto ht to gains vely c	s w our Asi cor fo
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(B) Diluted egs. Includes the expensing of source of the stock options beginning in fiscal 2007. Reflects January. May not add due to rounding. (C) In mill., adj. for splits. (E) January. May not add due to rounding. (C) In mill., adj. for splits. (E) Store count only reflects North American retail 2009, Value Line Publishing, Inc. All rights reserved. Factual material is obtained from sources believed to be reliable and is provided without warranties of any kind. THE PUBLISHER IS NOT RESPONSIBLE FOR ANY ERRORS OR OMISSIONS HEREIN. This publication is strictly for subscriber's own, non-commercial, internal use. No part of it may be reproduced, resold, stored or transmitted in any printed, electronic or other form, or used for generating or marketing any printed or electronic publication, service or product.

Stock's Price Stability Price Growth Persistence 50 80 **Earnings Predictability** 80

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