

Decker Outdoor Corporation Report – January 31, 2025

These charts tell a heck of a story about Equity Risk Sciences and the market in general. Our system at Equity Risk Sciences dates back to the 80s. We rate over 15,000 companies on every trading day for over 35 years.

When an investor is considering trusting an advisor who says, “I like XYZ stock”, it would be prudent if the investor would ask the advisor, “You like XYZ stock today. What did you say about it on 4/19/2022? What did you say about it on 8/4/2019? What did you say on 7/17/2011?” Pick random days and ask your advisor what rating he gave the stock on that day. This is how you know if the advisor is serious: they keep track of their wins and losses, and the magnitude of profit and loss from each of their recommendations.

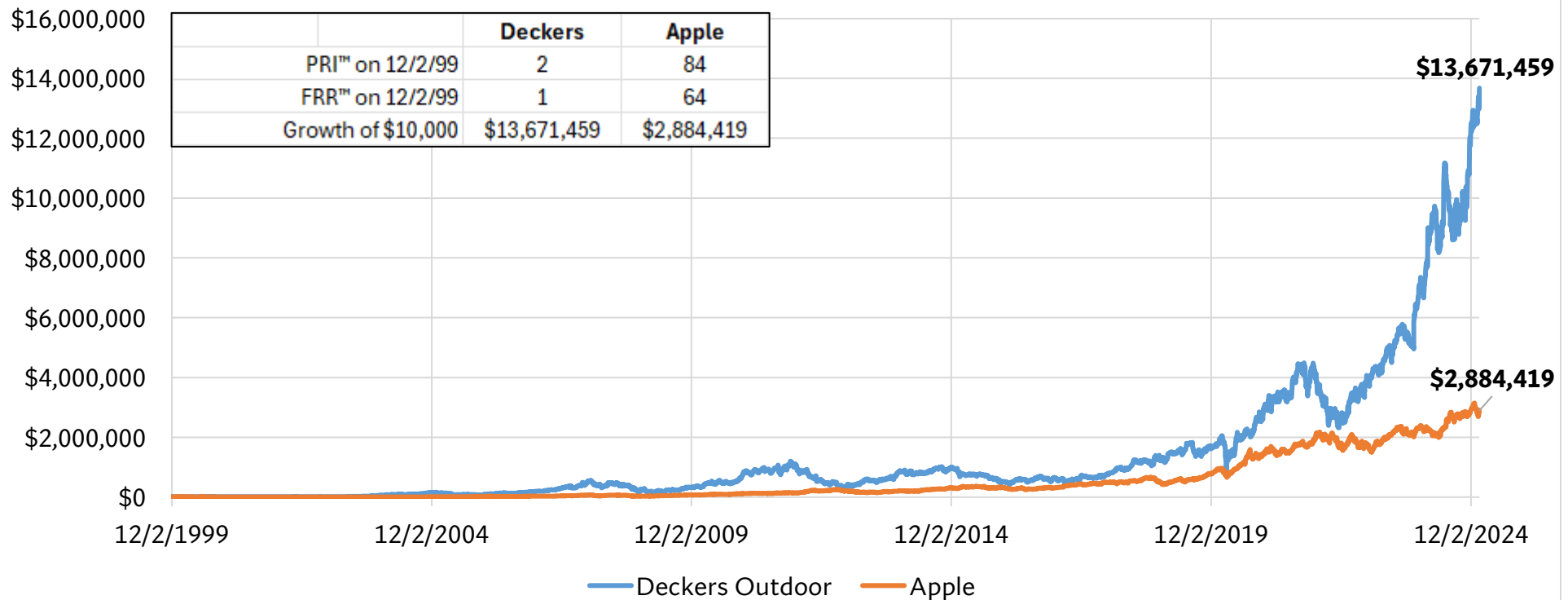
ERS’s technology allows a user to identify what rating we gave every stock over the last 40 years that every stock that we had data for. You can see in the case of **DECK**, which is down 20% today, that our **PRI™** rating on it was a very risky 89, and our **FRR™** rating was a high-risk 76.

When an advisor tells you to buy something, you should be asking the questions: “How much do you expect it to appreciate? And what evidence do you have that it will appreciate that much?”. Then you should ask the probability of it falling 10%, 20%, 40% or 80%. Ask for a statistical analysis of how he drew his conclusions. If he just says, “I think it's going up because I like it,” I think you can find a more sophisticated advisor than that type. And if he says, “This stock can't go down; everybody on Wall Street likes it,” you should get him some hay and consider him a sheep. Then take your money elsewhere.

ERS is in the business of helping advisors use science for the benefit of their clients. With science, we can help advisors reduce, avoid and prevent losses. As our example of **DECK** shows, ERS knows how to identify companies which are safe to buy, and which the data indicates have a high statistical probability of rising significantly.

Growth of \$10,000 - Decker vs Apple

12/2/1999 to 1/30/2025



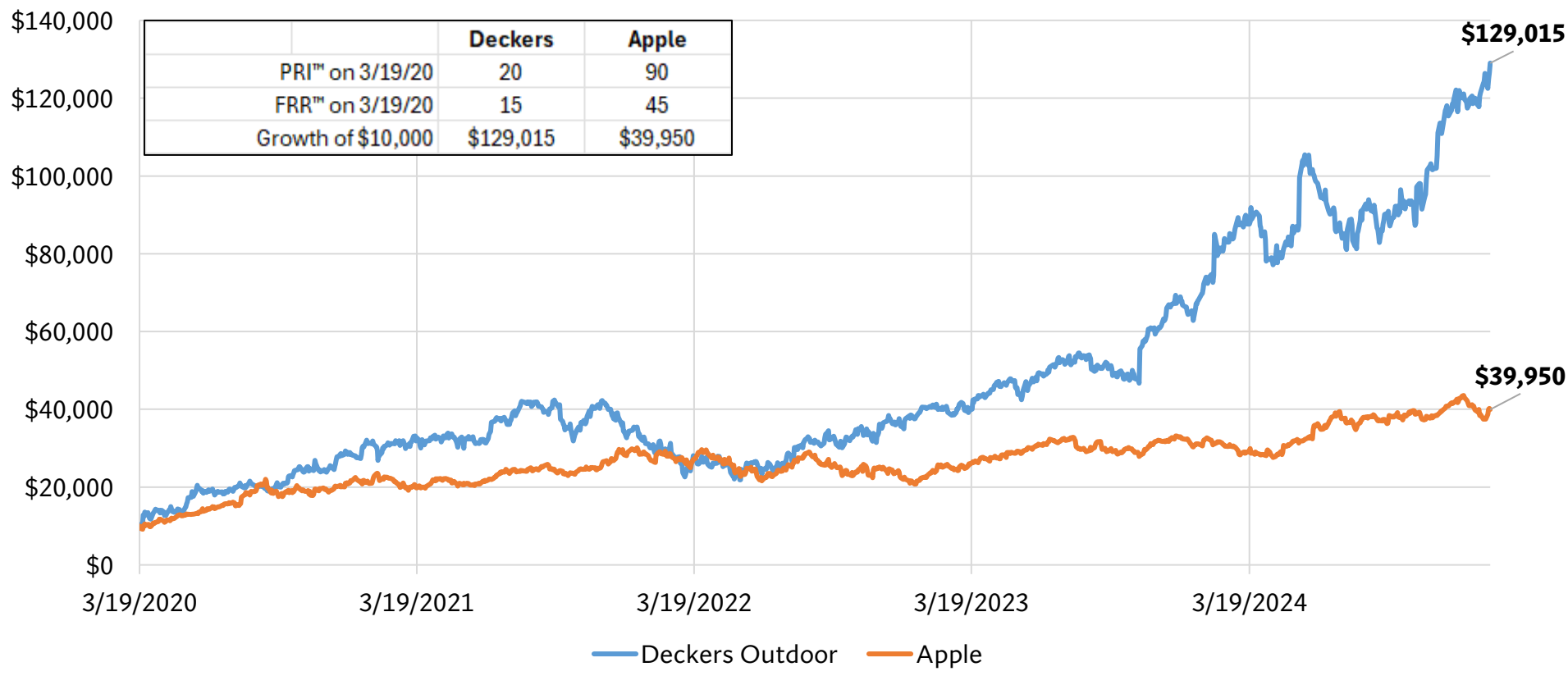
You can also see the first date we rated it most highly for fiduciaries to buy it was 12/2/1999, when the stock was \$0.16. The chart you're looking at shows what a \$10,000 investment in **DECK** would have grown to from 12/2/99 to 1/30/25, and what an equivalent investment in Apple on 12/2/99 would have grown to. \$10,000 invested in Apple became \$2.9 million, a very successful investment. But \$10,000 invested in **Deckers** became \$13.7 million.

You might wonder why you never heard of **DECK** before. There are 15,000 stocks we cover; **DECK** is just one of them. We have hundreds of examples. What's perhaps most notable is our technology identified that **DECK**, although small, was still suitable for a fiduciary to invest in, because its financial condition and its trends were so demonstrably positive.

When **DECK** was rated on 12/2/99, it had a profoundly low **PRI™** rating of 2 and an even lower **FRR™** rating of 1. Our analysis indicated it was extremely responsible for fiduciaries to buy it, even though it was a low-priced stock. An advisor might say "I wouldn't have bothered with buying a stock like that with a \$27 million market cap," but he would have missed the opportunity of his life when **DECK** grew almost 5 times more than Apple from 12/2/99 to 1/30/25.

Growth of \$10,000 - Decker vs Apple

3/19/2020 to 1/30/2025

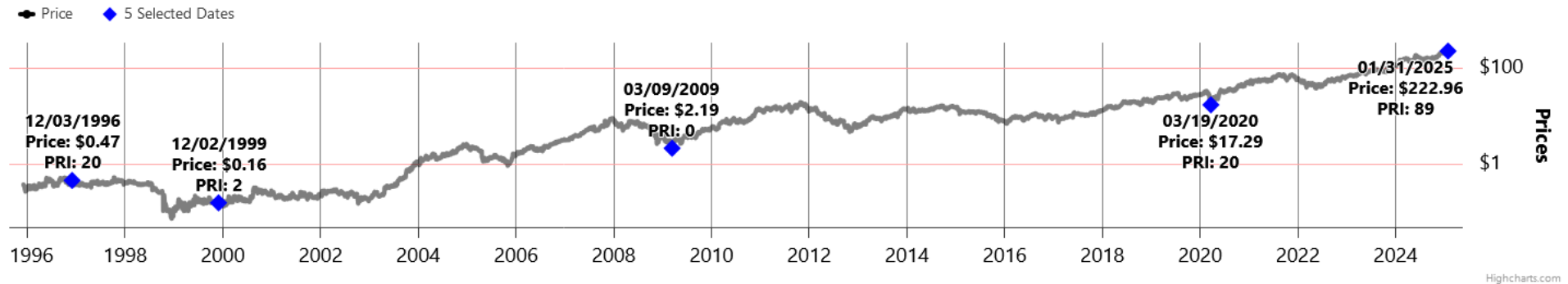


Many advisors say they would not have bought a penny stock like **DECK** in 1999. Well, there was another opportunity to buy **DECK** when it had very safe risk ratings on 3/19/20. On 3/19/20, advisors could have bought Apple, one of the most-held stocks at the time with a market cap over \$1 trillion. Alternatively, they could have bought **DECK**, which had a respectable market cap of \$2.9 billion. It was no longer a penny stock, having grown 100-fold from 1999.

On 3/19/20, our data said **DECK** was still highly suitable for fiduciaries. Its **PRI™** rating was a low-risk 20, and its **FRI™** had improved from a medium 34 to a low-risk 11, identifying it as an extremely safe, well-conditioned company. And the bottom line for fiduciaries was that **DECK** had an **FRR™** rating of 15, which was a very favorable rating.

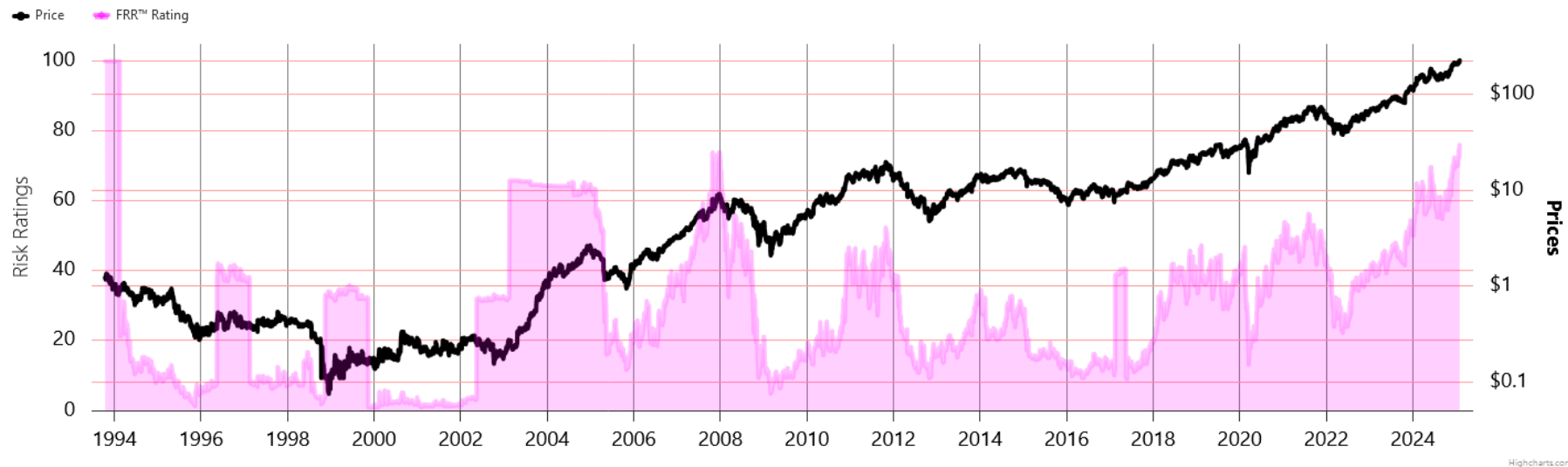
Had you invested in Apple on that day, \$10,000 became \$39,950. But if you had invested in **DECK** on that day, \$10,000 became \$129,000. You made more than three times more than Apple by buying **DECK**, which was highly rated at that time.

Deckers Outdoor Corp (DECK) - 12/3/1995 to 1/31/2025



Deckers Outdoor Corp - 12/03/1996		Deckers Outdoor Corp - 12/02/1999		Deckers Outdoor Corp - 03/09/2009		Deckers Outdoor Corp - 03/19/2020		Deckers Outdoor Corp - 01/31/2025	
Price: \$0.47		Price: \$0.16		Price: \$2.19		Price: \$17.29		Price: \$222.96	
These ratings range from 0 (best) to 100 (worst).		These ratings range from 0 (best) to 100 (worst).		These ratings range from 0 (best) to 100 (worst).		These ratings range from 0 (best) to 100 (worst).		These ratings range from 0 (best) to 100 (worst).	
PRI™ Rating: 20		PRI™ Rating: 2		PRI™ Rating: 0		PRI™ Rating: 20		PRI™ Rating: 89	
FRI™ Rating: 47		FRI™ Rating: 34		FRI™ Rating: 11		FRI™ Rating: 11		FRI™ Rating: 7	
ERI™ Rating: 35		ERI™ Rating: 20		ERI™ Rating: 8		ERI™ Rating: 15		ERI™ Rating: 44	
FRR™ Rating: 40		FRR™ Rating: 1		FRR™ Rating: 5		FRR™ Rating: 15		FRR™ Rating: 76	
Metric V1: 27		Metric V1: 16		Metric V1: 0		Metric V1: 35		Metric V1: 100	
These ratings range from 150 (best) to -250 (worst).		These ratings range from 150 (best) to -250 (worst).		These ratings range from 150 (best) to -250 (worst).		These ratings range from 150 (best) to -250 (worst).		These ratings range from 150 (best) to -250 (worst).	
eLiquidity™ Rating: 63		eLiquidity™ Rating: 67		eLiquidity™ Rating: 111		eLiquidity™ Rating: 92		eLiquidity™ Rating: 106	
eStrength™ Rating: 100		eStrength™ Rating: 110		eStrength™ Rating: 116		eStrength™ Rating: 109		eStrength™ Rating: 120	
eDurability™ Rating: -43		eDurability™ Rating: 23		eDurability™ Rating: 123		eDurability™ Rating: 22		eDurability™ Rating: 104	
eValuation™ Rating: 92		eValuation™ Rating: 70		eValuation™ Rating: 148		eValuation™ Rating: 117		eValuation™ Rating: -89	
FRR™ (v2) Rating: 40		FRR™ (v2) Rating: 58		FRR™ (v2) Rating: 121		FRR™ (v2) Rating: 74		FRR™ (v2) Rating: 73	
Metric	Value	Metric	Value	Metric	Value	Metric	Value	Metric	Value
Price	\$0.47	Price	\$0.16	Price	\$2.19	Price	\$17.29	Price	\$222.96
Market Cap	\$79	Market Cap	\$27	Market Cap	\$517	Market Cap	\$2,904	Market Cap	\$33,873

Deckers Outdoor Corp (DECK) - 1/30/1985 to 1/30/2025 (7,895 Days)



**40-Year Study,
1-Year Hold**
(1/31/85 to 1/31/25)

V1™	# of Days	Avg 1-Yr Return	Prob. Of Gain
A+	25	50.2%	100%
A	1405	2.9%	49%
B	2252	43.1%	69%
C	2955	44.4%	72%
D	909	66.3%	49%
E	0	0%	—
F	85	-28.1%	0%
Total	7631	38.2%	63%

**40-Year Study,
5-Year Hold**
(1/31/15 to 1/31/25)

V1™	# of Days	Avg 5-Yr Return	Prob. Of Gain
A+	25	1267.5%	100%
A	1405	400.7%	56%
B	2182	234.7%	85%
C	2163	513.2%	75%
D	765	485.1%	88%
E	0	0%	—
F	85	-87.7%	0%
Total	6625	389.5%	75%

**40-Year Study,
10-Year Hold**
(1/31/85 to 1/31/25)

V1™	# of Days	Avg 10-Yr Return	Prob. Of Gain
A+	25	3432.5%	100%
A	1385	2704.1%	100%
B	1506	581.6%	100%
C	1596	1027.7%	100%
D	765	971.6%	100%
E	0	0%	—
F	85	-0.7%	46%
Total	5362	1322.3%	99%

On March 19, 2020, Apple's **Price Risk Indicator™ (PRI™)** was 90—a high risk rating. Now, just because a stock is risky doesn't mean it won't go up, but if it has low risk, you can have confidence that it will statistically *probably* go up. And when it's suitable for a fiduciary, that's even better. You can sleep at night knowing that if the economy goes into a depression, your investments are positioned wisely.

On that day, **DECK's Fiduciary Risk Rating™ (FRR™)** was 15, whereas Apple's was 45. We weren't saying Apple would go out of business—not at all. However, when comparing these two companies, we would have clearly identified for advisors that the one with greater opportunity was a \$3 billion company called **Deckers**, not the trillion-dollar giant named Apple.

How many companies go up tenfold from a trillion-dollar market cap? So far, **zero**. But plenty of companies with a \$3 billion valuation have grown to \$30 billion. Therefore, the action that makes the most sense is to buy the one with greater opportunity *and* lower risk. That's exactly what our system would have informed you.

We are incredibly proud of our technology. We have **hundreds** of examples just like this. While we are still a little-known company, **you can invest in us now**. If you are a fiduciary, a registered Series 65 or 7 professional, you have the opportunity to buy stock in our company **before we go public**.

Give me a call—we would love to show you how our proprietary data science and artificial intelligence can help you **thrive, succeed, and grow fabulously**.