


WW BULLISH ALERT

*December 21,
2022*



Jaqueline S., -55lbs 



Claire T., -53lbs 

Bullish Opportunity Alert: **WW**

Actionable Trade Idea

Buy WW International (WW) up to \$4/share**

We believe this stock could gain by more than 100% within the next two years.

**ON ALL TRADES, it is important to use proper risk management to correctly allocate and protect your capital.

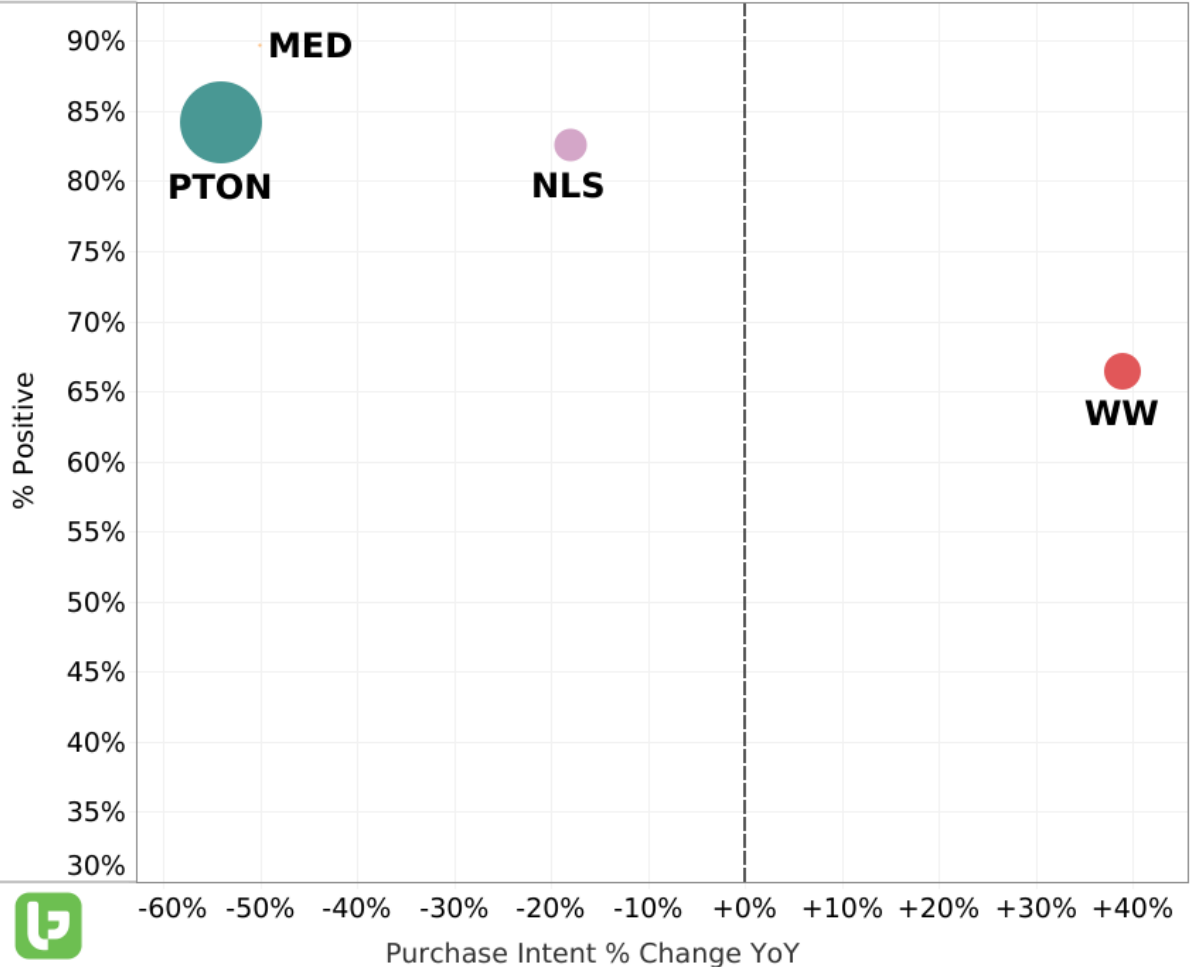


Competitive Analysis

- The LikeFolio Outlier Grid reveals potential opportunities, by comparing Purchase Intent growth (x axis) against Consumer Happiness (y axis). Tomorrow's big winners are often found in the top right quadrant, which constitutes ideal bullish positioning.
- WW is outperforming other weight management services and home fitness companies in terms of consumer demand while maintaining high levels of happiness.
- Purchase Intent mentions are up +39% YoY on a near-term basis, an encouraging development ahead of the key New Year's resolution period.

WW: Weight Loss Demand is Gaining

Purchase Intent vs. Sentiment, 30-day Moving Average



Consumer Demand:

- WW Purchase Intent — consumer mentions of becoming a Weight Watchers member — are trending higher despite macro concerns about a slowdown in discretionary spending.
- Promotional offers such as ‘3 months free plus a free Bluetooth scale’ appear to be incentivizing consumers to begin their 2023 weight loss journeys earlier.
- Interest in the Premium Plan, which include access to coach-led Workshops, is on the rise.

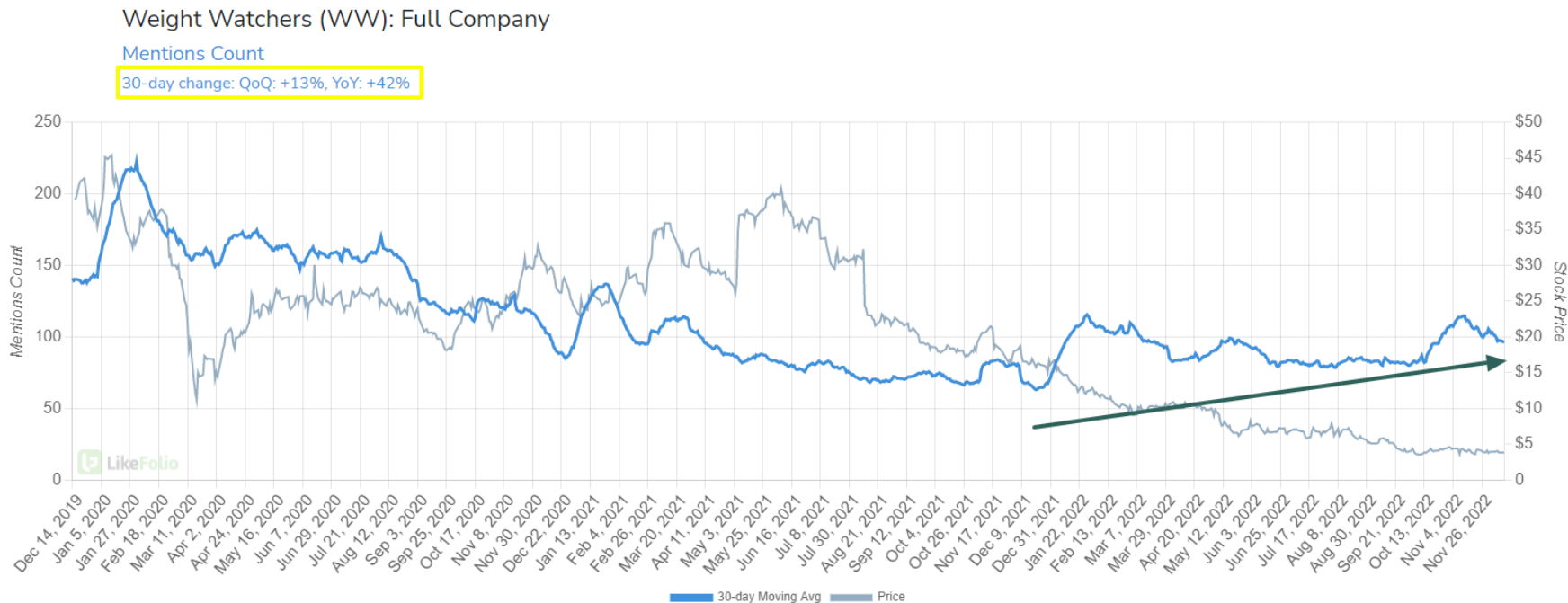
WW: Freebies, Workshops Draw Interest



Consumer Demand:

- Comprehensive WW demand is up +42% YoY and on pace to exceed the seasonally strong Q1 period in 22Q4.
- **The power of social networking is gaining momentum. A community of like-minded individuals encourage and support each other on weight loss goals.**
- An August 2022 [study](#) found that WW members lose 2x more weight than those who adopt a DIY approach.

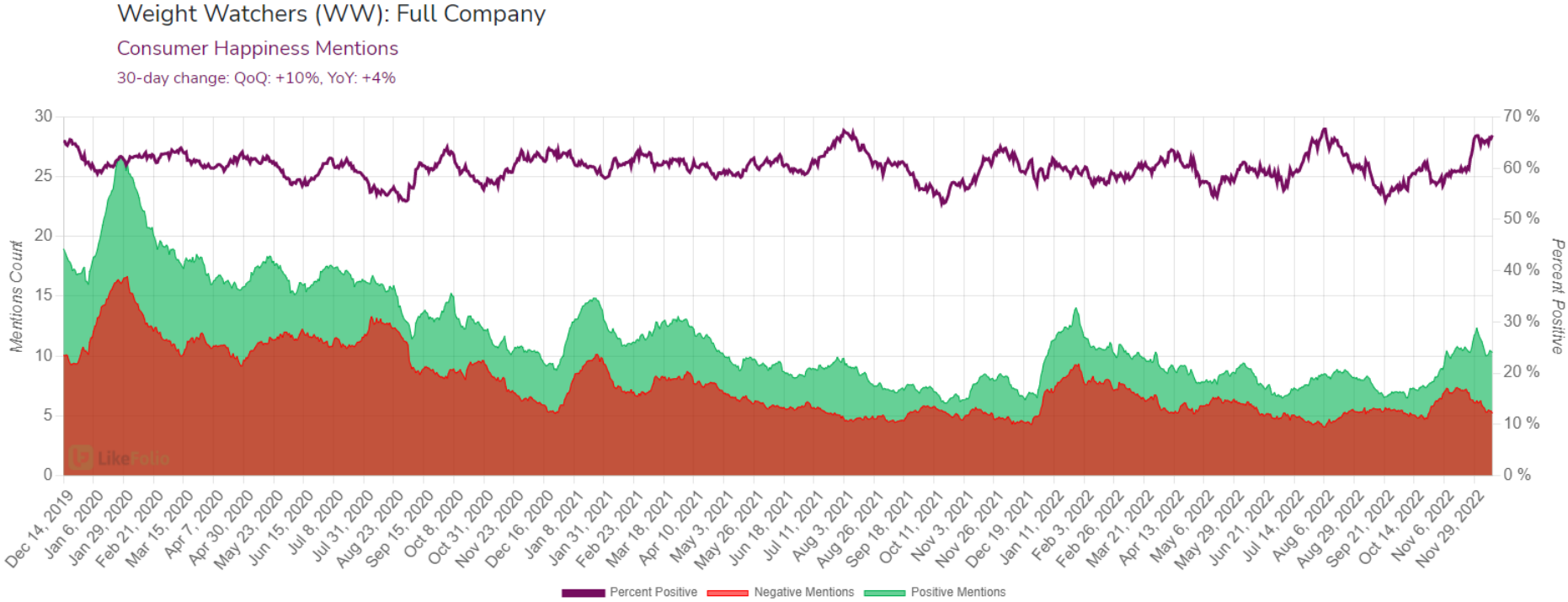
WW: Social Network Strategy is Working



Customer Happiness:

- Consumer Sentiment Mentions for WW are 66% positive over the past month, up +4% vs. the prior year.
- Long-time and new members alike are discussing WW's thousands of recipes, food taste, and personal weight loss accomplishments as part of their overall health and fitness goals.
- Consumers feel a sense of pride for reaching certain weight loss intervals when they receive their WW Milestone Charms.

WW: Happy About Being Healthy



WW: Inspiring Weight Loss Success



Steve Wright @stevewright64 · 11/20/22

@ww_us



Steve Wright @stevewright64 · 11/20/22

Giving thanks for finally being healthy.
I started being overweight in the second grade.
For three decades, I was 100 pounds overweight.
Now I eat healthy, exercise and am fit
...antravelandaccessibility.blogspot.com/2022/11/giving...
#Thanksgiving2022 #fit #healthy #weightloss #diet #exercise
#overweight #workout



MissRuthlessYEG
@Miss_Ruthless31

Meal Prep Day!!! @ww_us weight watchers mexican
Casserole and egg bites.. it's been 2 weeks back on it and
I'm down 8 pounds 100 pounds to go #weightloss
#weightwatchers #fatbegone #mealprep #bigchanges
#fatloss



2:34 PM · 11/6/22 · Twitter for Android



Paul Warner
@jediguybrarian

Today I have officially lost 20 lbs. since starting
#WeightWatchers in September.

Weight Tracker

-20 lbs
since start



12:53 PM · 12/11/22 · Twitter for iPhone



Adrie Therin ✨ Vtuber ✨ Twitch Affiliate ✨
@AdrieTherin

My @weightwatchers #10lbsdown charm arrived, now I'm
waiting on the 15lb to arrive. Let's see how low I can get.
#weightloss #weightwatchers

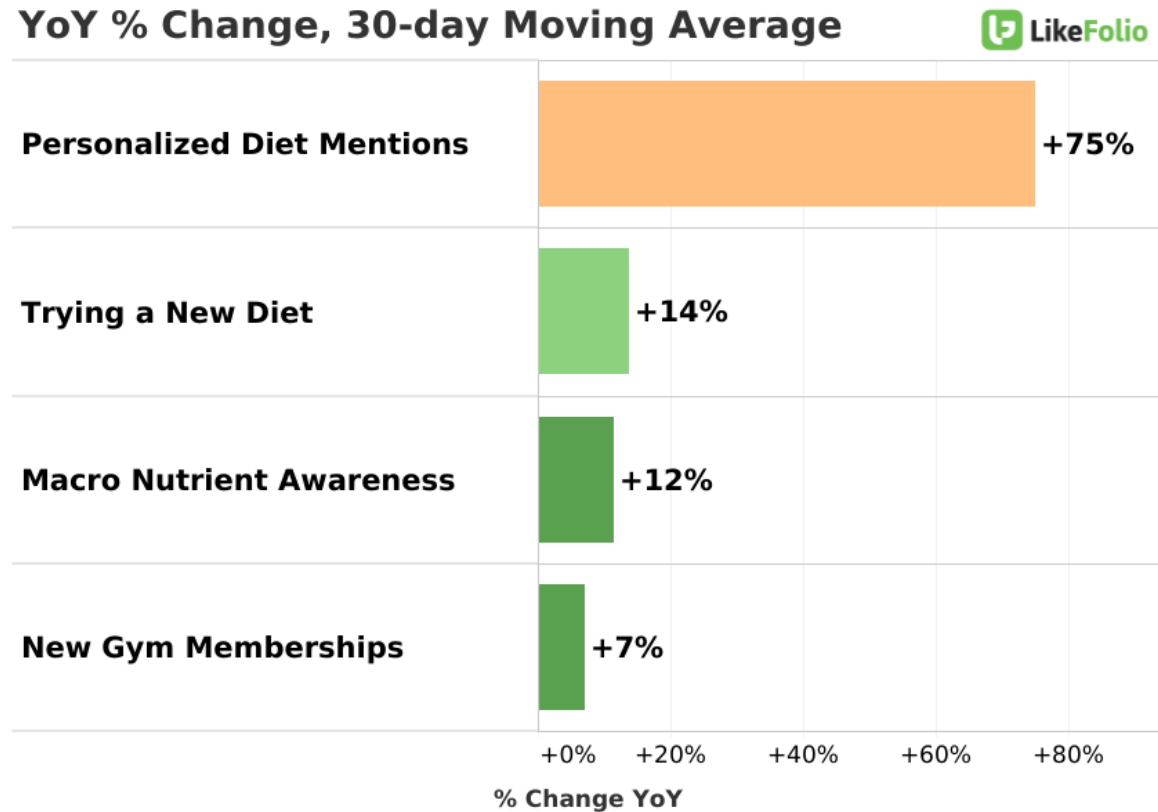


2:49 PM · 10/29/22 · Twitter for iPhone

Macro Tailwinds:

- Consumer mentions of Trying a New Diet are ticking up during the holidays, a good omen for the key New Year's resolution marketing push.
- People are seeking an alternative to fad diets and cookie cutter weight loss programs. Food plans that are tailored to a person's metabolism and goals are gaining favor with dieters.
- Consumers are more in tune with macro nutrient analysis and looking beyond simple calorie-based diets.

WW: Dieting + Personalization = Win



WW: The Bottom Line

- **The weight loss market could be in for some plus-sized performances** . Social media mentions around Trying a New Diet are ticking up in Q4 which suggests 1) Health and wellness trends that were accelerated by the pandemic continue to be important to consumers and 2) Weight loss management players are experiencing momentum heading into the all-important New Year's resolution season.
- **Brand recognition and social encouragement are attracting consumers to the WW platform.** WW's science-backed meal plans are generating healthy buzz among dieters. LikeFolio comprehensive demand and sentiment data are showing significant YoY improvement. Consumers are discussing weight loss achievements that are being made possible by WW's digital tools, expert coaches, and supportive online community.
- **A healthy focus on profitable growth** . WW's 3.8 million subscribers' figure is down from peak 2020 levels as are revenues amid a restructuring and pivot towards data-informed product development. However, as it evolves into a high-margin tech business, a large, global customer base and nearly 6 decades of industry leadership are a promising foundation for future profit growth. In the [Q3](#) earnings release, CEO Sima Sistani noted that the new strategy "is starting to yield positive results".
- **After hiring its new CEO in February 2022, WW recently [announced](#) that its CFO stepping down and that new Chief Data Officer and Chief People Officer roles are being created.** The ongoing leadership transition comes with uncertainty that will likely make the stock a 'show me' story in the coming quarters.

WW owns a global commercial weight management program based on a points system that helps dieters take the guesswork out of nutrition. It is aiming to harness the power of social networking by rolling out health-focused app tools that inspire a group of coach- and community- supported users. Based on the macro tailwinds around dieting, our proprietary consumer sentiment data, and the stock's low P/E, we see this as an opportunity to invest in a proven weight loss industry leader with improving turnaround potential.



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Past performance does not guarantee future results, and the likelihood of investment outcomes is hypothetical.





LikeFolio



You just tracked

Crispy tacos with coleslaw

1 Serving

Your progress report

-13lbs

since starting

