

Haley Flanagan  
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Under Armour is a popular apparel and equipment manufacturer located in Baltimore, Md. The company originated when a football player from The University of Maryland wanted to create a shirt that helps to wick away perspiration from your skin. This was the beginning of Under Armour and the founder, Kevin Plank, has turned his idea for a simple shirt into an empire. Under Armour's main mission is to "make all athletes better through passion, design and the relentless pursuit of innovation." It does this with its invigorating and technologically advanced apparel and equipment. The company motivates athletes to do the best they can with phrases like, "I will" and "We must protect this house."

Recently, Under Armour has been making headlines-both positive and negative. The most recent is that Under Armour purchased the popular fitness application MapMyRun for \$150 million and plans to incorporate future apparel with this purchase. This positive news comes at a great time for Under Armour, because a few weeks ago the company released a Veterans Day uniform for Northwestern University that was deemed controversial. Some believed the distress of the American flag appeared as blood splatters and that these splatters were disrespectful toward Americans and veterans. Even though the third quarter reports for Under Armour are phenomenal with UA posting "27% higher third-quarter net income of \$73 million, compared with last year's \$57 million, with earnings per share rising to \$0.68, from \$0.54 per share a year ago," I noticed some drops in UA's stocks after the controversial reports.

*Oct. 22-28:*

The stock proved to be positive this week and I believe this correlated with the announcement of Under Armour's positive third quarter results.

<http://www.nasdaq.com/article/under-armour-q3-profit-up-boosts-revenue-outlook-20131024-00936>

*Oct. 29- Nov. 4:*

There was not a lot of news surround Under Armour this week, so its stock stayed relatively the same.

*Nov. 4-11:*

Under Armour paired with Northwestern University to create uniforms for the team to wear for Veteran's Day. The uniforms had distressed American flags that some claimed to look like blood splatter. The poor reviews resulted in the lowest stock price of the five weeks.

<http://www.usatoday.com/story/sports/ncaaf/2013/11/06/northwestern-bloody-uniforms-wounded-warrior/3452509/>

*Nov.12-18:*

Under Armour announced its new cold gear apparel line and its partnerships with winter Olympic athletes- Lindsey Vonn, Bobby Brown and Dominique Maltais. I think the promotion of the new partnerships- to promote the cold gear line- established the correlation between the winter Olympics and Under Armour. As a supporter of Team USA, I know that I would be more inclined to purchase Under Armour gear to support the team's Olympic efforts. As a result of this announcement, UA's stock was at one of its highest of the five weeks.

<http://www.bizjournals.com/baltimore/news/2013/11/12/under-armour-takes-to-denver-to-launch.html>

*Nov.19-23:*

Under Armour purchased the popular fitness application MapMyRun on Nov. 14. I think that this affected the stock last week, as well as this week. This is a very popular application that many people use to track how far of a distance they run or walk. As the news of the purchase became more popular throughout this week, I think that the stock slightly increased.

<http://www.forbes.com/sites/monteburke/2013/11/14/under-armour-with-first-ever-acquisition-enters-the-world-of-software/>

Nov.24- :

Under Armour is outfitting the National Lacrosse League, so I would expect stock to increase as the teams might invest and lacrosse players will be more inclined to purchase apparel and equipment from Under Armour.

<http://www.bizjournals.com/baltimore/news/2013/11/25/under-armour-national-lacrosse-league.html>

We will have to keep monitoring to see if stock prices change as new individual stores are opening and if there is any increase due to holiday shopping. Overall, when positive news on Under Armour comes out, its stock prices go up. When it gets criticized, the stock drops for a few days and goes right back up after. A stock in Under Armour is a pretty good investment in my opinion, because it does not vary by more than \$8.00 and that is only in extreme cases.

<b>Under Armour Stock Graph</b>			
	<b>Open</b>	<b>High</b>	<b>Low</b>
<b>Oct. 22</b>	83.23	83.98	79.98
<b>Oct. 29</b>	81.07	81.46	80.26
<b>Nov. 5</b>	80.19	80.28	76.35
<b>Nov. 12</b>	80.07	83.55	80.07
<b>Nov. 19</b>	79.98	81.03	79.11
<b>Nov.24</b>	80.48		