



FEATURED OPTIONS RADAR REPORT



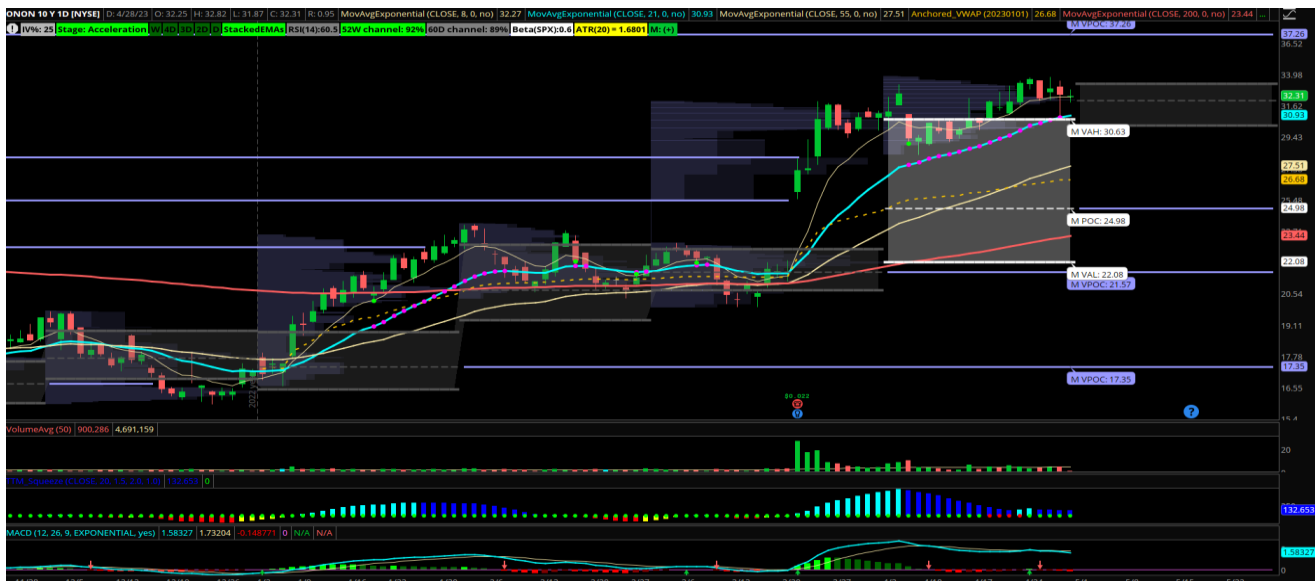
Strong Growth Consumer Apparel Name Sees Bulls Look for Continuation

Ticker/Price: ONON (\$32.25)

Analysis:

On Holdings (ONON) on 4/18 saw a buyer of 500 January 2025 \$45 calls for \$5.80 and this follows strong bullish flow mostly since the large earnings gap higher last month and continued post earnings drift move. ON 4/6 a buyer of 2100 January \$50 calls bought at \$1.20 while July \$40 calls and October \$27.50 ITM calls bought as well. Over 2000 May \$30 calls also accumulated and still holding in OI while 5500 January \$22.50 short puts sold at \$3.70 still holding. Shares have been strong as stated since the blowout report in mid-March taking the stock from 22 to 32 quickly and a big breakout overall on the weekly chart clearly yearly value area resistance in the process above 24.50. The stock has a clear path to 36.50 now overhead as the VPOC from 2021 with potential to get to 40 later this year on follow through. The \$10.3B company trades at 51x earnings, 9.4x sales, FCF yield at 1.0% while revenue expected to grow +51% in FY23 and growth estimated at a strong +32% in FY24. On Holding is a Switzerland-based company active in athletic sports accessories industry. The Company provides footwear and sports apparel and is engaged in developing and distributing performance sports products, through independent retailers and global distributors. ONON registered decent Q4 earnings last month, with its upbeat FY23 revenue forecast being the spark that sent its shares running higher. Younger generations could be starting to view established giants in the athletic apparel space, like Nike and Adidas, as stale relative to up-and-coming players like DECK and ONON, which offer a fresh take on the increasingly popular athletic market. Average analyst target is \$34. Piper raised its target to \$37 and keeps an Overweight rating saying Disney World footwear check points to particularly strong consumer adoption of On Running shoes. The firm says On's share among Disney guests highlights the company's lifestyle opportunity, while run store checks underpin increasing credibility in performance. Piper is encouraged by strength within both the company's performance and lifestyle businesses. UBS raised its target to \$39 and keeps a Buy as they expect On to deliver a 34% 5-year sales CAGR and a 43% 5-year EPS CAGR. Short interest is at 9.8%. Hedge fund ownership rose 125%.

Hawk Vision:



Hawk's Perspective: ONON is a growth name with a high valuation but warranted and the chart has momentum which is how to play these names as too many will stay short. Likely can buy dips to 8 EMA for move to 36-40 coming.

Confidence Ranking: \$\$