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The Estée Lauder Companies Inc. (ELC), founded in 1946 by Estée and Joseph Lauder, is one of the world's leading prestige beauty companies. The Company manufactures, markets, and sells high-quality skin care, makeup, fragrance, and hair care products through a portfolio of more than 20 luxury and prestige brands. ELC operates in approximately 150 countries and territories through wholesale partners, including department stores, specialty retailers, travel retail, e-commerce platforms, salons, and spas, while also selling directly to consumers through its own stores and brand websites. In fiscal year 2025, the Company generated \$14.32 billion in net sales. In February 2025, ELC introduced its "Beauty Remained" strategy, which focuses on accelerating innovation, expanding consumer reach, improving operational efficiency, and driving sustainable long-term growth.

1. Strong competitive position supported by a diversified prestige beauty brand portfolio.
 - The Estée Lauder Companies operates a portfolio of more than 20 luxury and prestige beauty brands, including Estée Lauder, Clinique, MAC, La Mer, Jo Malone London, and The Ordinary.
 - The company competes across multiple products categories, including skin care, makeup, fragrance, and hair care, allowing it to serve different consumer segments.
 - Its brand portfolio helps strengthen customer loyalty, reduce dependence on individual products, and maintain a competitive position in the global prestige beauty market.
2. Global presence and multi-channel distribution provide long-term growth opportunities.
 - ELC operates in approximately 150 countries and territories through wholesale partners, including department stores, specialty retailers, travel retail, e-commerce platforms, salons, and spas.
 - The company also sells directly to consumers through its own stores and brand websites, allowing it to expand digital sales channels and maintain closer relationships with customers.
 - The company's global reach provides opportunities to benefit from growth in international beauty markets.
3. Strategic initiatives may support future growth and operational improvement.
 - In February 2025, ELC introduced its "Beauty Reimagined" strategy, focusing on accelerating innovation, expanding consumer reach, improving operational efficiency, and supporting sustainable long-term growth.
 - The strategy aims to strengthen the company's competitiveness by investing in areas such as product innovation, consumer engagement, and business efficiency.
 - Successful execution of the strategy could help ELC improve profitability and recover growth momentum.
4. Recent decline in sales creates uncertainty regarding short-term growth.
 - ELC reported net sales of approximately \$14.3 billion in fiscal year 2025, compared with \$15.6 billion in fiscal year 2024 and \$15.9 billion in fiscal year 2023. (This represents an approximately 8% year-over-year decline from FY2024 to FY2025)
 - The decline was affected by challenges in certain markets and weaker consumer demand conditions.
 - Continued weakness in sales performance may pressure profitability and slow the company's recovery.
5. Increasing competition in the global beauty industry may pressure market share.
 - ELC operates in a highly competitive industry with major competitors including L'Oréal, Shiseido, and Coty.
 - Changing consumer preference requires continuous investment in product innovation, marketing, and digital engagement.
 - Failure to maintain brand relevance may negatively affect customer demand and competitive positioning.
6. International operations expose the company to regional and economic risks.
 - Although global operations provide growth opportunities, ELC is exposed to risks related to foreign currency fluctuations, economic conditions, and changes in consumer behavior across different regions.
 - The company's performance may be affected by slower growth in key

Annual Income Statement			(Unit: USD Million)		
(data: 10K)	FY 2022	FY 2023	FY 2024	FY 2025	2026F
Revenue (\$M)	17,740.00	15,910.00	15,608.00	14,326.00	
YoY		-10.32%	-2%	-8%	
COGS (\$M)	4,302	4,562	4,434	3,729	
COGS Rate	24%	29%	28%	26%	
Gross Margin (\$M)	13,438	11,348	11,174	10,597	
SG&A (\$M)	10,299	9,838	10,214	11,382	
EBIT (\$M)	3,139	1,510	960	-785	
YoY		-52%	-36%	-182%	
EBIT Rate	18%	9%	6%	-5%	
Earnings Before Tax (\$M)	3,072	1,399	736	-1,250	
Tax (\$M)	682.0	389.0	346.0	(142.0)	
Net Income (\$M)	2,457	1,121	614	-643	
Shareholder					
EPS (\$)	6.55	2.79	1.08	-3.15	

(data: 10K)		Coty	Inter Parfums	L'Oréal
PER	2025	16.20	21.40	28.50
PBR	2025	1.95	3.90	4.80
EV(Million)		10,850	4,120	215,400
Revenue(Million)	2025	6,118	1,318	44,800
Operating Income(Million)	2025	580	278	8,870
Core Business		Prestige & Consumer Beauty	Prestige Fragrance	Beauty & Cosmetic Consumer Products

Data source from respective peer companies' FY2024/FY2025 10-K filings on SEC EDGAR.