creditrisk monitor[®]

FRANCESCA'S HOLDINGS BANKRUPTCY CASE STUDY

FILED ON 12/03/2020

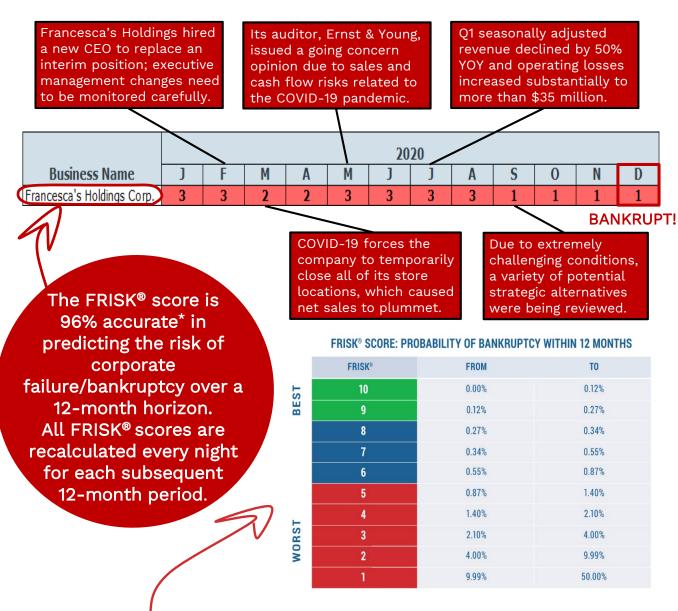


CreditRiskMonitor's warning of Francesca's Holdings Corp.'s ("Francesca's Holdings") bankruptcy risk was determined by a combination of factors:

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MONTHLY AVERAGE FRISK® SCORE

CreditRiskMonitor's FRISK® score had been warning of financial stress at Francesca's Holdings (OTC: FRANQ) for more than a year. The company ultimately filed for bankruptcy on Dec. 3, 2020.



While the risk of bankruptcy varies at each FRISK® score, 96% of public companies that eventually go bankrupt enter the FRISK® "red zone" prior to filing. A FRISK® score of 5 or less is an important warning sign.

^{*}FRISK® score accuracy of 96% is based on backtesting of U.S. public companies; results may vary by country.

THE FRISK® SCORE COMPONENTS

At the core of the CreditRiskMonitor® process is our 96% accurate FRISK® score, which indicates a company's level of financial stress on a scale of 1 to 10, based on the probability of bankruptcy over a 12-month horizon. When available, the FRISK® score incorporates a number of powerful risk indicators including:

A "Merton" type model using stock market capitalization and volatility Financial ratios, including those used in the Altman Z"-Score Model

Bond agency ratings from Moody's, Fitch, & DBRS Morningstar

Crowdsourced CreditRiskMonitor® Usage Data

<u>Crowdsourcing</u> has enhanced the accuracy and timeliness of the FRISK® score. We collect and analyze data patterns from thousands of CreditRiskMonitor® subscribers, including professionals from more than 35% of the Fortune 1000 and other large corporations worldwide.

The crowdsourcing advantage is even more powerful in our FRISK® score since many of the professionals who use our service are credit managers:

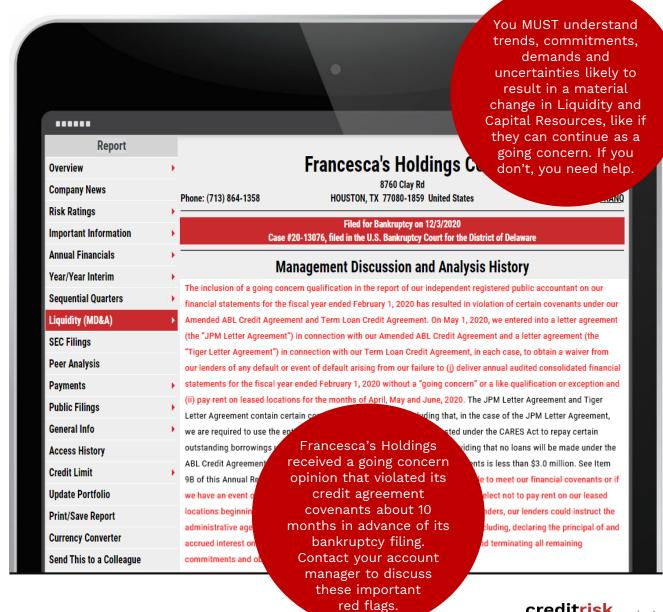
- Credit managers control one of the largest sources of working capital going into a company
- They are not held to the same "Fair Disclosure" restrictions that prevent non-disclosed information sharing on public companies
- Credit managers use a variety of non-public information sources such as their own company's management and sales representatives to be alerted to concerns in a public company's performance
- It is commonly known credit managers confidentially share information with other credit managers, thus collectively, their behavior helps to provide advanced insight to financial problems in public companies

Read more in Credit Research Foundation's quarterly journal article, "Assessing Public Company Financial Risk by Crowdsourcing the Research of Credit Professionals"

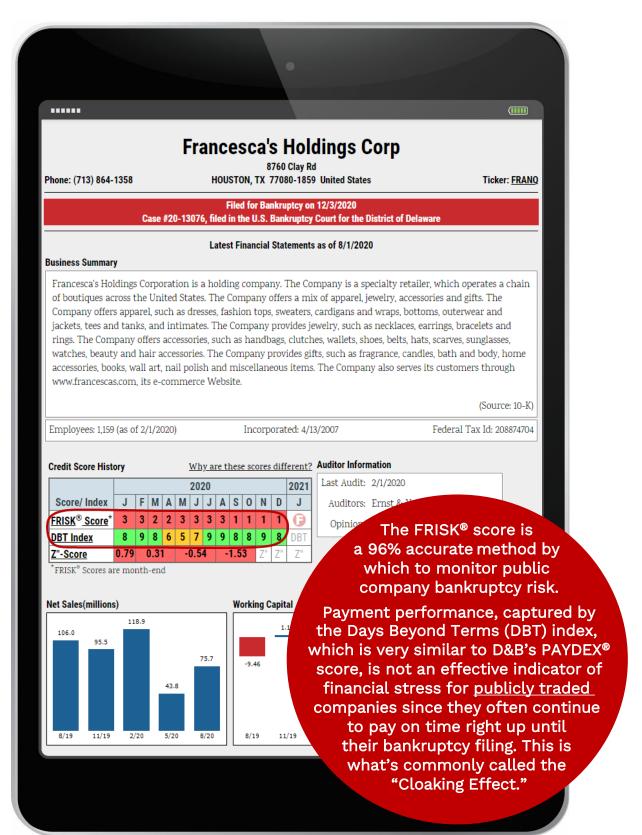
DO NOT MISS THIS - MANAGEMENT DISCUSSION AND ANALYSIS (MD&A)

Making misleading or fraudulent statements in an MD&A is against the law and Sarbanes-Oxley subjects CEOs and CFOs to heavy fines or even jail time for doing so. A vital feature of the CreditRiskMonitor service is the ability to quickly access a Company's Management Discussion and Analysis (MD&A) history. Let it sink in: there are no two people in the world with better knowledge of a company's liquidity risk than the CEO and CFO. More than any credit manager. More than any trade group. And they're personally liable if they're lying.

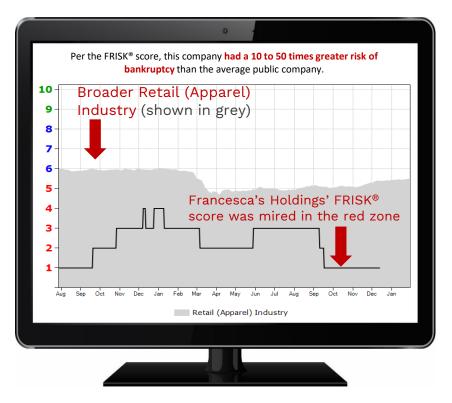
According to the Financial Accounting Standards Board (FASB), "MD&A should provide a balanced presentation that includes both positive and negative information about the topics discussed."



COMPANY REPORT DETAIL



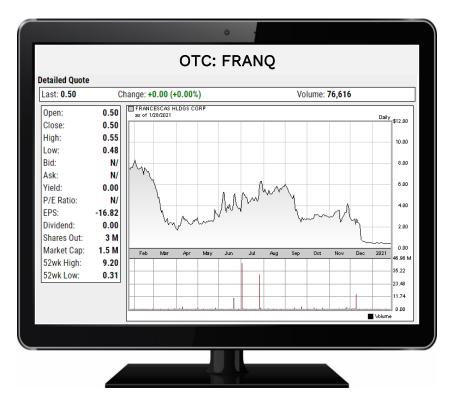
FRISK® DEEP DIVE



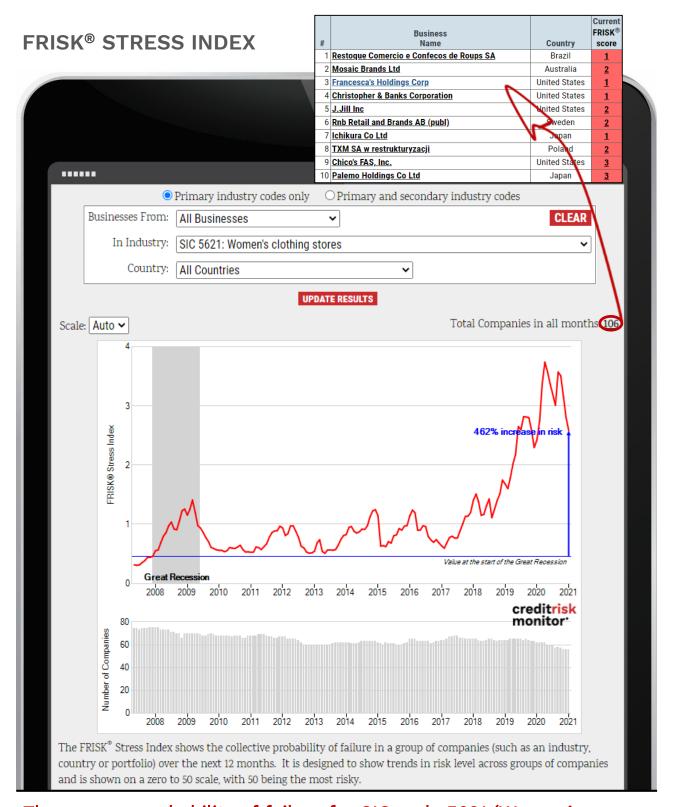
The FRISK® score relative to the broader Retail (Apparel) industry raised an additional red flag signaling heightened risk relative to peers, as well...

MAKING IMMEDIATE ATTENTION REQUIRED.

ADJUSTED MARKET CAP VOLATILITY



One of the inputs of the FRISK® score is a company's market cap volatility, adjusted for dividends, over the course of a year. Incorporating this information allows us to capture the "wisdom of markets" on a daily basis. This ensures our subscribers are getting the most up to date view of the risks they face since stocks tend to be more liquid and faster moving than bond prices and ratings.



The average probability of failure for SIC code 5621 (Women's clothing stores) has increased 462% since 2007. Francesca's Holdings was among the weakest names in the industry as evidenced by its FRISK® score of 1.

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PEER ANALYSIS ON ALTERNATE SUPPLIERS AND CUSTOMERS



Francesca's Holdings demonstrated bottom quartile ranking in key financial ratios (shown in red) versus its industry peers.

QUARTERLY PERFORMANCE RATIOS

Operating and net losses in all but one of the last five fiscal quarters

Poor interest coverage ratio & poor free cash flow

Performance Ratios - Sequential Quarters

(Thousands of U.S	5. Dollars)
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	•	,			
Period Ended	13 weeks 8/1/2020	13 weeks 5/2/2020	13 weeks 2/1/2020	13 weeks 11/2/2019	13 weeks 8/3/2019
Net Sales \$	\$75,723	\$43,753	\$118,936	\$95,503	\$105,972
% change	73.07%	-63.21%	24.54%	-9.88%	21.63%
Gross Margin \$	\$13,270	(\$2,871)	\$41,188	\$37,518	\$40,503
% change	562.21%	-106.97%	9.78%	-7.37%	33.55%
% of sales	17.52%	-6.56%	34.63%	39.28%	38.22%
change as % of incremental sales	50.49%	n/m	15.66%	n/m	53.99%
SG&A \$	\$26,018	\$24,951	\$42,359	\$40,401	\$39,124
% change	4.28%	-41.10%	4.85%	3.26%	-2.18%
% of sales	34.36%	57.03%	35.62%	42.30%	36.92%
change as % of incremental sales	3.34%	n/m	8.36%	n/m	-4.62%
Operating margin \$	(\$12,748)	(\$35,294)	(\$11,486)	(\$4,239)	\$1,379
% change	63.88%	-207.28%	-170.96%	-407.40%	114.27%
% of sales	-16.84%	-80.67%	-9.66%	-4.44%	1.30%
change as % of incremental sales	70.52%	n/m	-30.93%	n/m	58.61%
EBITDA \$	(\$8,566)	(\$30,468)	(\$6,677)	\$1,032	\$7,173
% change	71.89%	-356.31%	-747.00%	-85.61%	290.32%
% of sales	-11.31%	-69.64%	-5.61%	1.08%	6.77%
change as % of incremental sales	68.51%	n/m	-32.90%	n/m	58.06%
EBIT \$	(\$12,723)	(\$35,235)	(\$11,429)	(\$4,346)	\$1,638
% change	63.89%	-208.29%	-162.98%	-365.32%	117.14%
% of sales	-16.80%	-80.53%	-9.61%	-4.55%	1.55%
change as % of incremental sales	70.42%	n/m	-30.23%	n/m	59.38%
Pre-tax income \$	(\$13,180)	(\$35,664)	(\$11,914)	(\$4,740)	\$1,486
% change	63.04%	-199.35%	-151.35%	-418.98%	115.28%
% of sales	-17.41%	-81.51%	-10.02%	-4.96%	1.40%
change as % of incremental sales	70.33%	n/m	-30.61%	n/m	59.49%
Net income (loss) \$ % change	(\$17,160) -11.85%	(\$15,342) -32.85%	(\$11,548) -124.89%	(\$5,135)	\$1,812 117.85%
% of sales	-22.66%	-35.07%	-9.71%	-5.38%	1.71%
change as % of incremental sales	-5.69%	n/m	-27.37%	n/m	63.46%
Tax expense \$	\$3,980	(\$9,622)	(\$366)	\$395	(\$326)
Effective tax rate	-30.20%	26.98%	3.07%	-8.33%	-21.94%
Depreciation expense \$	\$4,157	\$4,767	\$4,752	\$5,378	\$5,535
% of sales	5.49%	10.90%	4.00%	5.63%	5.22%
% of capital expenses	496.06%	991.06%	1,532.90%	-7,367.12%	732.14%
% of PP&E, net (annualized)	7.01%	7.57%	6.99%	7.47%	7.51%
Capital expenditures \$	\$838	\$481	\$310	(\$73)	\$756
% change	74.22%	55.16%	524.66%	-109.66%	-71.10%
% of PP&E, net (annualized)	1.41%	0.76%	0.46%	-0.10%	1.03%
% of working capital (annualized)	-11.28%	-10.80%	-17.56%	7.06%	-24.30%
Interest coverage ratio	(18.74)	(71.02)	(13.77)	2.62	47.19
% change	73.61%	-415.88%	-625.60%	-94.45%	316.61%
Free cash flow \$	\$7,779	(\$8,515)	\$6,730	(\$9,518)	\$4,644
% change	191.36%	-226.52%	170.71%	-304.95%	275.84%
Source:	10-Q	10-Q	10-K	10-Q	10-Q
	9/15/2020	7/28/2020	5/1/2020	12/11/2019	9/10/2019

QUARTERLY LEVERAGE RATIOS

Shareholders' equity experienced rapid and incessant deterioration over the last five

Short-term debt increased from zero to 100% of total debt, indicative of potential covenant violations

Leverage Ratios - Sequential Quarters (Thousands of U.S. Dollars)

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8/1/2020	5/2/2020	2/1/2020	11/2/2019	8/3/2019
\$12,146	\$14,041	\$8,936	\$18,904	\$10,000
-13.50%	57.13%	-52.73%	89.04%	0.00%
\$14,348	\$31,395	\$46,526	\$57,940	\$62,977
-54.30%	-32.52%	-19.70%	-8.00%	3.00%
0.85	0.45	0.19	0.33	0.16
89.29%	132.80%	-41.13%	105.48%	-2.87%
\$14,348	\$31,395	\$46,526	\$57,940	\$62,977
-54.30%	-32.52%	-19.70%	-8.00%	3.00%
0.85	0.45	0.19	0.33	0.16
89.29%	132.80%	-41.13%	105.48%	-2.87%
\$308,448	\$323,211	\$328,608	\$373,781	\$368,016
-4.57%	-1.64%	-12.09%	1.57%	-0.63%
0.04	0.04	0.03	0.05	0.03
-9.22%	59.56%	-46.25%	86.03%	0.74%
\$308,448	\$323,211	\$328,608	\$373,781	\$368,016
-4.57%	-1.64%	-12.09%	1.57%	-0.63%
\$12,146	\$14,041	\$8,936	n/a	n/a
-13.50%	57.13%	n/a	n/a	n/a
100.00%	100.00%	100.00%	n/a	n/a
-31.05%	-69.18%	-58.34%	n/a	n/a
55.12%	-18.58%	n/a	n/a	n/a
\$294,100	\$291,816	\$282,082	\$315,841	\$305,039
0.78%	3.45%	-10.69%	3.54%	-1.35%
20.50	9.30	6.06	5.45	4.84
120.52%	53.31%	11.22%	12.54%	-4.21%
20.50	9.30	6.06	5.45	4.84
120.52%	53.31%	11.22%	12.54%	-4.21%
n/a	n/a	n/a	4.58	0.35
	n/a	n/a	1,214.06%	n/a
	9	10-K	10-Q	10-Q
Total liabi	lities 🥄	5/1/2020	12/11/2019	9/10/2019
	8/1/2020 \$12,146 -13.50% \$14,348 -54.30% 0.85 89.29% \$14,348 -54.30% 0.85 89.29% \$308,448 -4.57% 0.04 -9.22% \$308,448 -4.57% \$12,146 -13.50% 100.00% -31.05% 55.12% \$294,100 0.78% 20.50 120.52% n/a	8/1/2020 5/2/2020 \$12,146 \$14,041 -13.50% 57.13% \$14,348 \$31,395 -54.30% -32.52% 0.85 0.45 89.29% 132.80% \$14,348 \$31,395 -54.30% -32.52% 0.85 0.45 89.29% 132.80% \$308,448 \$323,211 -4.57% -1.64% 0.04 0.04 -9.22% 59.56% \$308,448 \$323,211 -4.57% -1.64% \$12,146 \$14,041 -13.50% 57.13% 100.00% 100.00% -31.05% -69.18% 55.12% -18.58% \$294,100 \$291,816 0.78% 3.45% 20.50 9.30 120.52% 53.31% n/a n/a	\$12,146 \$14,041 \$8,936 -13.50% 57.13% -52.73% \$14,348 \$31,395 \$46,526 -54.30% -32.52% -19.70% 0.85 0.45 0.19 89.29% 132.80% -41.13% \$14,348 \$31,395 \$46,526 -54.30% -32.52% -19.70% 0.85 0.45 0.19 89.29% 132.80% -41.13% \$308,448 \$323,211 \$328,608 -4.57% -1.64% -12.09% 0.04 0.04 0.03 -9.22% 59.56% -46.25% \$308,448 \$323,211 \$328,608 -4.57% -1.64% -12.09% 0.04 0.04 0.03 -9.22% 59.56% -46.25% \$308,448 \$323,211 \$328,608 -4.57% -1.64% -12.09% \$12,146 \$14,041 \$8,936 -13.50% 57.13% n/a 100.00% 100.00% 100.00% -31.05% -69.18% -58.34% 55.12% -18.58% n/a \$294,100 \$291,816 \$282,082 0.78% 3.45% -10.69% 20.50 9.30 6.06 120.52% 53.31% 11.22% n/a n/a n/a n/a	8/1/2020 5/2/2020 2/1/2020 11/2/2019 \$12,146 \$14,041 \$8,936 \$18,904 -13.50% 57.13% -52.73% 89.04% \$14,348 \$31,395 \$46,526 \$57,940 -54.30% -32.52% -19.70% -8.00% 0.85 0.45 0.19 0.33 89.29% 132.80% -41.13% 105.48% \$14,348 \$31,395 \$46,526 \$57,940 -54.30% -32.52% -19.70% -8.00% 0.85 0.45 0.19 0.33 89.29% 132.80% -41.13% 105.48% \$308,448 \$323,211 \$328,608 \$373,781 -4.57% -1.64% -12.09% 1.57% 0.04 0.04 0.03 0.05 -9.22% 59.56% -46.25% 86.03% \$308,448 \$323,211 \$328,608 \$373,781 -4.57% -1.64% -12.09% 1.57% \$12,146 \$14,041

to equity increased from moderate to extremely elevated levels

QUARTERLY LIQUIDITY RATIOS AND RATES OF RETURN

Unstable working capital position	Liquidity Ratio	os - Seguen	tial Quarter	ca qui	Meager ash and ick ratios
		sands of U.S. Doll		•	
Period Ended	8/1/2020	5/2/2020	2/1/2020	11/2/2019	8/3/2019
Current assets \$	\$68,784	\$76,858	\$65,543	\$86,453	\$71,650
% change	-10.51%	17.26%	-24.19%	20.66%	4.78%
% of short-term debt	566.31%	547.38%	733.47%	n/a	n/a
Current liabilities \$	\$107,906	\$97,155	\$80,860	\$85,262	\$81,108
% change	11.07%	20.15%	-5.16%	5.12%	-3.23%
Working capital \$	(\$39,122)	(\$20,297)	(\$15,317)	\$1,191	(\$9,458)
% change	-92.75%	-32.51%	-1,386.06%	112.59%	38.72%
% of sales (annualized)	-12.92%	-11.60%	-3.22%	0.31%	-2.23%
Cash \$	\$20,204	\$14,324	\$17,839	\$21,154	\$21,962
% change	41.05%	-19.70%	-15.67%	-3.68%	25.77%
% of short-term debt	166.34%	102.02%	199.63%	n/a	n/a
Cash ratio	0.19	0.15	0.22	0.25	0.27
% change	27.00%	-33.18%	-11.08%	-8.38%	30.00%
Quick assets \$	\$36,892	\$38,361	\$21,582	\$26,446	\$29,949
% change	-3.83%	77.75%	-18.39%	-11.70%	19.59%
% of short-term debt	303.74%	273.21%	241.52%	n/a	n/a
Quick ratio	0.34	0.39	0.27	0.31	0.37
% change	-13.40%	47.92%	-13.96%	-15.98%	23.56%
Current ratio	0.64	0.79	0.81	1.01	0.88
% change	-19.43%	-2.41%	-20.06%	14.78%	8.27%
Source:	10-Q 9/15/2020	10-Q 7/28/2020	10-K 5/1/2020	10-Q 12/11/2019	10-Q 9/10/2019

Constantly poor returns					
on equity and assets	Rate of Return -	Sequentia			
Period Ended	13 weeks 8/1/2020	13 weeks 5/2/2020	13 weeks 2/1/2020	13 weeks 11/2/2019	13 weeks 8/3/2019
Return on equity	-54.66%	-32.98%	-19.93%	-8.15%	2.96%
% change	-65.76%	-65.45%	-144.44%	-375.15%	121.43%
Return on net tangible equity	-54.66%	-32.98%	-19.93%	-8.15%	2.96%
% change	-65.76%	-65.45%	-144.44%	-375.15%	121.43%
Return on total assets	-5.43%	-4.71%	-3.29%	-1.38%	0.49%
% change	-15.42%	-43.16%	-137.50%	-382.09%	112.66%
Return on tangible assets	-5.43%	-4.71%	-3.29%	-1.38%	0.49%
% change	-15.42%	-43.16%	-137.50%	-382.09%	112.66%
Source:	10-Q 9/15/2020	10-Q 7/28/2020	10-K 5/1/2020	10-Q 12/11/2019	10-Q 9/10/2019

YEAR OVER YEAR STATEMENT OF CASH FLOWS

Operating cash flow abstantially declined				st cor t	et losse eepene mpared he prioi year
ment of Cash Flows	- Year-over- (Thousands of I		andardize	d - Year N	year
Period Ended Cash Flows from Operating Activities:	26 weeks 8/1/2020	26 weeks 8/3/2019	26 weeks 8/4/2018	26 weeks 7/29/2017	26 weeks 7/30/2016
Net income	(\$32,502)	(\$8,337)	(\$3,431)	\$11,596	\$17,672
Depreciation/depletion	8,924	11,320	12,105	10,310	9,482
Deferred taxes	n/a	0	1,473	(497)	(1,315)
Non-cash Items	28,963	98	1,231	2,755	(708)
Changes in working capital	(4,802)	2,294	(442)	(15,710)	333
Total cash from operating activities	583	5,375	10,936	8,454	25,464
Cash Flows from Investing Activities:					
Capital expenditures	(1,319)	(3,372)	(14,436)	(12,890)	(11,149)
Other investing cash flow items, total	101	n/a	n/a	0	8
Total cash from investing activities	(1,218)	(3,372)	(14,436)	(12,890)	(11,141)
Cash Flows from Financing Activities:					
Financing cash flow items	0	(144)	(497)	(142)	6
Issuance/retirement of stock, net	n/a	0	(3,980)	(15,326)	(44,532)
Issuance/retirement of debt, net	3,000	0	n/a	n/a	n/a
Total cash from financing activities	3,000	(144)	(4,477)	(15,468)	(44,526)
Net change in cash	2,365	1,859	(7,977)	(19,904)	(30,203)
Net cash-beginning balance	17,839	20,103	31,331	53,202	56,224
Net cash-ending balance	\$20,204	\$21,962	\$23,354	\$33,298	\$26,021
Supplemental Disclosures:					
Cash interest paid	\$537	\$330	\$77	\$97	\$95
Cash taxes paid, supplemental	\$126	(\$8,601)	\$226	\$23,742	\$9,175
Source:	10-Q 9/15/2020	10-Q 9/10/2019	10-Q 9/12/2018	10-Q 9/6/2017	10-Q 9/7/2016

NEWS ALERTS: A TIMELINE OF CONCERNING NEWS ITEMS

Q2 2019 filing – operating and net losses sustained similar to the same year last year. Additionally, working capital shrank from \$29.4 million to only \$1 million, which indicated that liquidity was waning.						
12/12/2019	CRMZ News Service	Francesca's Holdings Corp – updated financials available				
pandemic and	that it would postpon	it would close all of its stores in response to the COVID-19 e the announcement of its fourth quarter and fully year gs results can often be an indication of financial stress.				
03/20/2020	Globe Newswire	Francesca's Provides A Business Update on COVID-19				
boutique emp	The Company indicated that it would temporarily furlough substantially all of its corporate and boutique employees, reduce salaries, suspense payment on all accounts payable for physical store locations, would defer rent, and limit investment spending.					
05/01/2020	Globe Newswire	Francesca's Reports Fourth Quarter and Fiscal Year 2019 Financial Results and Proves Update on COVID-19 Pandemic Response.				
In addition to the aforementioned Going Concern opinion, the Company indicated that comparable sales would decreased in the range of 11% to 16% and that gross margin pressures were expected to accelerate due to promotions in attempt to move through excess inventory. It was also stated that quarterly and annual guidance may not be provided in future periods.						
07/28/2020	Globe Newswire	Francesca's Proves Business Update and Second Quarter Outlook; Reports Final First Quarter Fiscal Year 2020 Financial Results				
The company announced its Chapter 11 bankruptcy filing. Some of its largest unsecured creditors included merchandise trade vendors and its landlords.						
12/03/2020	Globe Newswire	Francesca's Files Voluntary Chapter 11 to Implement Sale				

ABOUT THIS REPORT/CONTACT CREDITRISKMONITOR®



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CreditRiskMonitor® Bankruptcy Case Studies
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bankruptcies. Our case studies educate subscribers
about methods they can apply to assess bankruptcy
risk using CreditRiskMonitor's proprietary FRISK® score,
robust financial database and timely news alerts.

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