

# JUMP REPORT

EARNINGS REPORTING TARGET / TRAJECTORY ANALYSIS

**FOR IMMEDIATE RELEASE**

**UPDATED:** March 22, 2016

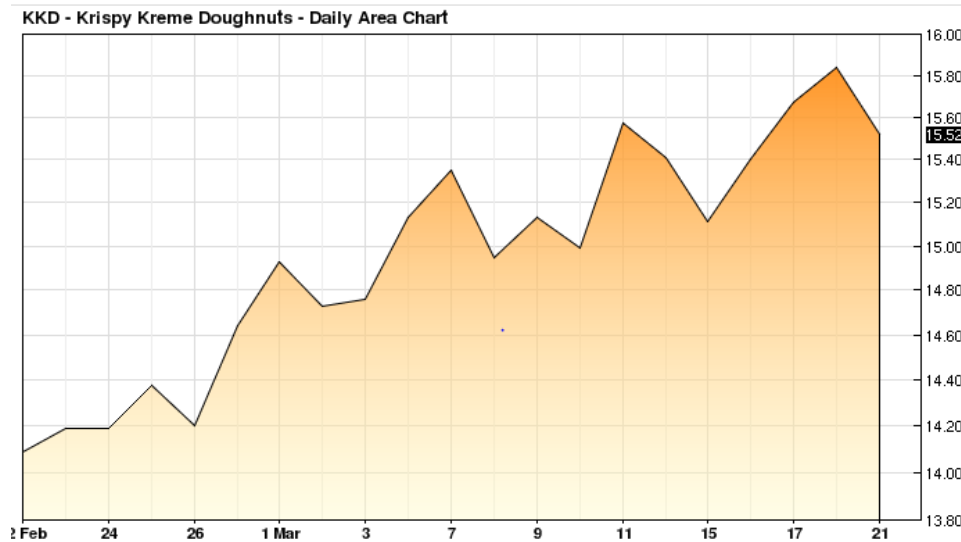
**Krispy Kreme Doughnuts Inc [KKD] (AMC)**

Scheduled for release March 22, 2016 (after market close)

Mattress Firm Holding Corp will be posting its Q416 quarterly earnings results. KKD is expected to post earnings of \$0.21 per share and revenue of \$135 million for the quarter. In the last quarter, company reported \$0.19 earnings per share for the quarter, meeting analysts' consensus estimate of \$0.19. KKD is up 14.4% over the last month and up 7.0% over the last 3 months. The stock price is down 21.9% over the last year.

Last 3 Quarters Jump Zone: 17.13%, -17.54%, 9.46%  
 Consensus Estimates: N/A (whisper) \$0.19 (estimize) \$0.19 (wall street)

**StockJumpers trajectory analysis – reveals a negative reaction to the release. The expectation is for increased revenue from international expansion efforts which may not meet along with weaker same store sales. We are short for the event.**



**STOCK PRICE/HISTORY:**

Trading Range (52wk)	12.90 – 21.00
Average Daily Volume	379.5K
Market Cap	978.3M
Beta	1.2
SJ Volatility Rank	4

**IMPORTANT:** This report has been published for informational and educational purposes only and does not constitute an offer to sell nor a solicitation of an offer to buy any security which may be referenced here or in our websites. StockJumpers is not an Investment Adviser and relies on the publisher's exemption as defined in Section 401(f) of the Uniform Securities Act, and provides no personal advice or recommendations. The services and published information contained herein is for non-commercial, educational use and display. Stockjumpers and any of its affiliates does not represent that the securities or services discussed are suitable for any investor. You should assume that StockJumpers and or its management has or will take a position in the stock, whether it is stated or not. You are further advised not to rely on any information contained in this report and associated websites in the process of making a fully informed investment decision. Trading is risky and you can lose your investment. For the complete risk disclosure and other legal information please review the full Terms of Use Agreement. <http://members.stockjumpers.com/agreement>.