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LIFETIME HOAN CORP  
Form 8-K  
April 29, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934

Date of Report (Date of the earliest event reported) April 29, 2004

Lifetime Hoan Corporation  
(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction of incorporation)

1-19254  
(Commission File Number)

11-2682486  
(IRS Employer Identification No.)

One Merrick Avenue, Westbury, New York  
(Address of principal executive offices)

11590  
(Zip Code)

Registrant's telephone number, including area code: (516)683-6000

N/A  
(Former name or former address, if changed since last report)

Item 7. Financial Statements and Exhibits

c) Exhibits

99 - Press Release, dated April 29, 2004

Item 12. Results of Operation and Financial Condition

On April 29, 2004, Lifetime Hoan Corporation ("the Company") issued a press release setting forth the Company's first-quarter 2004 earnings. A copy of the Company's press release is attached hereto as Exhibit 99 and hereby incorporated by reference.

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### Signature

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Lifetime Hoan Corporation

By: /s/ Robert McNally  
Robert McNally  
Vice President of Finance and  
Chief Financial Officer

Date: April 29, 2004

EXHIBIT 99

LIFETIME HOAN REPORTS 53% INCREASE IN FIRST-QUARTER NET SALES; RAISES 2004 GUIDANCE

WESTBURY, N.Y., April 29, 2004 -- LIFETIME HOAN CORPORATION (NASDAQ NM: LCUT), a leading designer, marketer and distributor of housewares, today announced results for the first quarter ended March 31, 2004.

For the first quarter of 2004, net sales increased 53% to \$37.1 million from \$24.3 million in the same period of the prior year. The Company reported net income of \$345,000, or \$0.03 per diluted share, compared to a net loss of \$602,000, or \$0.06 per diluted share, for the same period in 2003.

Jeffrey Siegel, president and chief executive officer, commented, "The first quarter of 2004 was another period of strong growth for Lifetime Hoan. The impressive increase in the Company's net sales was fueled principally by growth of our lines of KitchenAid(R) branded products. Since we launched our KitchenAid program in 2001, it has gained strength every year, and 2004 is already showing a continuation of that very positive trend.

"Lifetime's business is driven by exciting new products, innovative designs and great brands. One of the reasons we expect 2004 to be a very successful year is that we plan to launch more new lines than ever before in our history. Among the additions we have already announced is KitchenAid(R) branded kitchen cutlery, which is scheduled to roll out in the third quarter. Another important contribution will come from our expansion of the CasaModa(R) line, which is focused on the growing market for casual home entertainment. In fact, we plan to introduce new products in every major category in our business during the year."

Lifetime Hoan noted that first-quarter 2004 sales attributable to the :USE(R) - Tools for Civilization(R) and Gemco Ware, Inc. businesses the Company acquired in the

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fourth quarter of 2003 totaled \$1.5 million. Without the USE and Gemco sales, Lifetime's net sales for the period would have increased 46.5% over last year's same quarter.

The Company raised its net sales guidance for 2004 to approximately \$195-\$205 million from \$190-\$200 million. It also raised its earnings per share estimate for 2004 to approximately \$0.98-\$1.13 from \$0.95-\$1.10.

Lifetime Hoan has scheduled a conference call Thursday, April 29 at 11:00 a.m. Eastern time to discuss first-quarter-2004 results and additional matters. The dial-in number for the call is (706) 634-1218. A replay of the call will also be available through Thursday, May 6, and can be accessed by dialing (706) 645-9291, conference ID #6684178. A live webcast of the call will be broadcast at the Company's web site, [www.lifetime.hoan.com](http://www.lifetime.hoan.com). For those who cannot listen to the live broadcast, an audio replay of the call will also be available on the site.

Lifetime Hoan Corporation is a leading designer, marketer and distributor of household cutlery, kitchenware, cutting boards, pantryware and bakeware, marketing its products under various trade names including Farberware(R) and Hoffritz(R). Lifetime Hoan's KitchenAid branded products are designed, manufactured and marketed under a license with Whirlpool Corporation. The Company's Cuisinart branded products are designed, manufactured and marketed under a license with Cuisinart. Through the use of various brand names, Lifetime Hoan's products are distributed through almost every major retailer in the U.S.

The information herein contains certain forward-looking statements including statements concerning the Company's future prospects. These statements involve risks and uncertainties, including risks relating to general economic conditions and risks relating to the Company's operations, such as the risk of loss of major customers and risks relating to changes in demand for the Company's products, as detailed from time to time in the Company's filings with the Securities and Exchange Commission.

Tables to follow

COMPANY CONTACT:  
Robert McNally  
Chief Financial Officer  
(516) 683-6000

INVESTOR RELATIONS:  
Harriet Fried  
Lippert/Heilshorn &  
Associates, Inc.  
(212) 838-3777 or  
[hfried@lhai.com](mailto:hfried@lhai.com)

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### INCOME STATEMENT (in 000's, except per share data)

|                                                          | Three Months Ended<br>March 31,<br>(Unaudited) |              |            |
|----------------------------------------------------------|------------------------------------------------|--------------|------------|
|                                                          | 2004                                           | 2003         | % Increase |
| Net Sales                                                | \$37,129                                       | \$24,284     | 52.9%      |
| Cost of Sales                                            | 21,689                                         | 13,426       | 61.5%      |
| Distribution Expenses                                    | 5,181                                          | 4,454        | 16.3%      |
| SG&A                                                     | 9,574                                          | 7,321        | 30.8%      |
| <br>Income (Loss) from<br>Operations                     | <br>685                                        | <br>(917)    |            |
| Interest Expense                                         | 127                                            | 111          |            |
| Other Income                                             | (15)                                           | (17)         |            |
| <br>Income (Loss) Before<br>Taxes                        | <br>573                                        | <br>(1,011)  |            |
| Tax Provision (Benefit)                                  | 228                                            | (409)        |            |
| <br>Net Income (Loss)                                    | <br>\$345                                      | <br>(\$602)  |            |
| <br>Diluted Earnings (Loss)<br>Per Share from Net Income | <br>\$0.03                                     | <br>(\$0.06) |            |
| Weighted Average Shares                                  | 11,141                                         | 10,561       |            |

### LIFETIME HOAN CORPORATION CONDENSED CONSOLIDATED BALANCE SHEETS (in thousands)

|                                              | March 31,<br>2004<br>(Unaudited) | March 31,<br>2003<br>(Unaudited) |
|----------------------------------------------|----------------------------------|----------------------------------|
| ASSETS                                       |                                  |                                  |
| CURRENT ASSETS                               |                                  |                                  |
| Cash and cash equivalents                    | \$ 719                           | \$ 108                           |
| Accounts receivable, net                     | 22,579                           | 12,680                           |
| Merchandise inventories                      | 48,564                           | 42,763                           |
| Prepaid expenses and other<br>current assets | 7,357                            | 6,646                            |
| <br>TOTAL CURRENT ASSETS                     | <br>79,219                       | <br>62,197                       |
| <br>PROPERTY AND EQUIPMENT, net              | <br>20,200                       | <br>20,408                       |
| INTANGIBLES, net                             | 25,543                           | 23,855                           |
| OTHER ASSETS                                 | 2,093                            | 2,119                            |

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|                                      |            |            |
|--------------------------------------|------------|------------|
| TOTAL ASSETS                         | \$ 127,055 | \$ 108,579 |
| LIABILITIES AND STOCKHOLDERS' EQUITY |            |            |
| CURRENT LIABILITIES                  |            |            |
| Short-term borrowings                | \$ 13,000  | \$ 11,500  |
| Accounts payable and trade           |            |            |
| acceptances                          | 6,859      | 3,871      |
| Other current liabilities            | 16,281     | 13,752     |
| TOTAL CURRENT LIABILITIES            | 36,140     | 29,123     |
| DEFERRED RENT & OTHER LONG           |            |            |
| TERM LIABILITIES                     | 1,639      | 553        |
| DEFERRED INCOME TAX LIABILITIES      | 3,128      | 1,857      |
| STOCKHOLDERS' EQUITY                 | 86,148     | 77,046     |
| TOTAL LIABILITIES AND                |            |            |
| STOCKHOLDERS' EQUITY                 | \$ 127,055 | \$ 108,579 |