



stellar, despite the negative background and awkward weather for outdoor," said Peel Hunt in a note to clients.

"The JD format is resonating with both sports brands and customers worldwide, and the US, for many the final frontier for JD, has started really well.

"Recent trading sounds like it has been impressive and there is yet another upgrade here.

"The shares have gone from strength to strength and we see no reason why this won't continue as the strength of the JD brand, its management and its general forward momentum show no sign of waning. It's a clear buy with a higher teen multiple appropriate."

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