

Activision Blizzard (ATVI)

\$85.94 (As of 12/14/20)

Price Target (6-12 Months): **\$90.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 10/30/20)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:D

Value: D

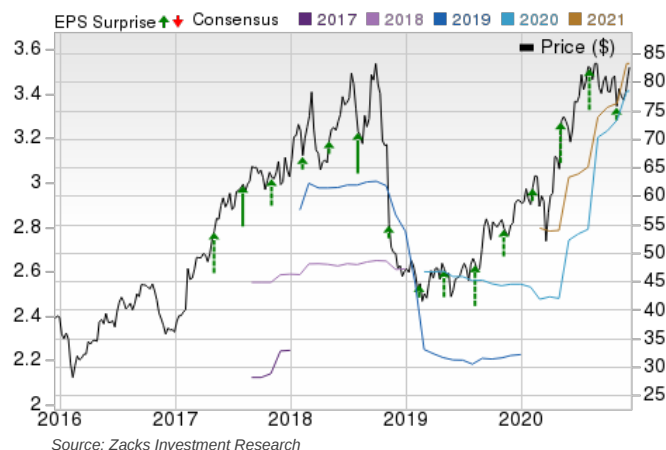
Growth: B

Momentum: F

Summary

Activision's top line is expected to benefit from an expanding user base of *Call of Duty* (COD), *Hearthstone*, *World of Warcraft* and King's franchises. This is expected to boost in-games spending, thereby driving net bookings and top-line growth in the near term. Markedly, the COD franchise has enjoyed an 80% year-over-year rise in net bookings so far in 2020, and a 40% increase in total units sold. Moreover, more than 200 million people have played a title in the series so far this year, a new all-time record. Additionally, the success of *World of Warcraft: Shadowlands*, which has become the fastest-selling PC game, is a key catalyst. Notably, Activision shares have outperformed the industry year to date. However, stiff competition from the likes of Electronic Arts and Take Two Interactive is a headwind.

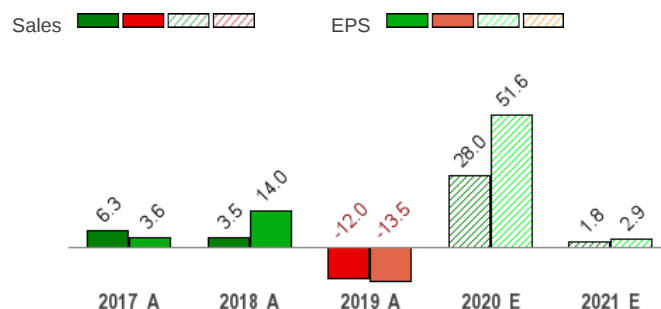
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$87.73 - \$50.51
20-Day Average Volume (Shares)	6,847,217
Market Cap	\$66.4 B
Year-To-Date Price Change	44.6%
Beta	0.68
Dividend / Dividend Yield	\$0.41 / 0.5%
Industry	Toys - Games - Hobbies
Zacks Industry Rank	Top 21% (54 out of 254)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	10.9%
Last Sales Surprise	4.2%
EPS F1 Estimate 4-Week Change	-1.3%
Expected Report Date	02/04/2021
Earnings ESP	2.4%
P/E TTM	24.6
P/E F1	25.2
PEG F1	2.5
P/S TTM	8.7

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	1,653 E	1,949 E	1,854 E	2,928 E	8,323 E
2020	1,522 A	2,078 A	1,767 A	2,806 E	8,176 E
2019	1,258 A	1,207 A	1,214 A	2,708 A	6,388 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.65 E	\$0.82 E	\$0.75 E	\$1.30 E	\$3.51 E
2020	\$0.58 A	\$0.97 A	\$0.71 A	\$1.17 E	\$3.41 E
2019	\$0.31 A	\$0.38 A	\$0.32 A	\$1.23 A	\$2.25 A

*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 12/14/2020. The reports text is as of 12/15/2020.

Overview

Activision Blizzard, Inc. is a leading developer and publisher of console, online and mobile games. The company's *Call of Duty* is one of the most popular gaming franchises globally. Its *Overwatch League* can be considered a pioneer of the esports concept.

Activision Blizzard benefited from the shift to digital download format. The company's policy of updating games all the year round increased revenue visibility and stability.

Moreover, the acquisition of King Digital in 2016 fortified Activision's footprint in the mobile genre. King's *Candy Crush* was the top-grossing franchise in U.S. app stores during 2019.

Activision reported revenues of \$6.49 billion in 2019. International revenues accounted for 48.5% of revenues.

The Santa Monica, CA-based company operates under three major segments and incorporates studio, media networks and distribution businesses under the "Others" segment.

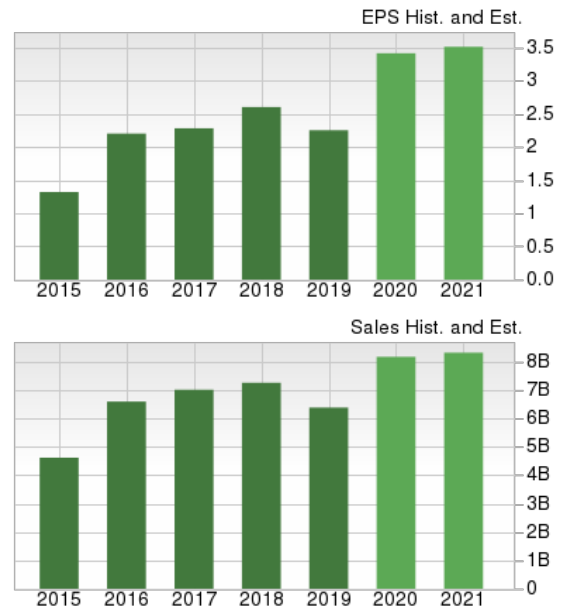
Activision creates and publishes games for consoles, desktops, mobile and tablet. Franchises under this segment include *Call of Duty*, *Crash* and *Spyro*. The segment generated revenues of \$2.22 billion and accounted for almost 37.2% of 2019 revenues.

Blizzard publishes games particularly for the PC format. It also maintains a proprietary online gaming service, Blizzard Battle.net, which facilitates digital distribution of Blizzard content and selected Activision content, online social connectivity, and the creation of user-generated content. The *Overwatch League* comes under this segment. The segment generated revenues of \$1.72 billion and accounted for 28.8% of revenues.

King operates as an independent unit. The segment generated revenues of \$2.03 billion and accounted for 34% of revenues.

The Other division includes Activision Blizzard Studios that makes original film and television content based on the company's huge IP library. The segment also consists of Activision Blizzard Distribution business.

Activision faces stiff competition from the likes of Electronic Arts, Nintendo, Zynga and Tencent in the video gaming space.



Source: Zacks Investment Research

Reasons To Buy:

- ▲ Activision popularity is primarily driven by its well-known franchises, which will continue to fuel top-line growth. *Call of Duty* is one of the biggest growth drivers for the company. The game has been the top-selling console franchise for Activision in 10 of the last 11 years. The latest title, *Call of Duty: Modern Warfare* has sold more units than *Call of Duty: Black Ops 4*. Activision stated that it will make frequent content updates to *Call of Duty* and expand the franchise's presence across platforms and geographies. *Call of Duty: Warzone* was launched on Mar 10, 2020 and the update has attracted more than 75 million players to date. *Call of Duty Mobile*, launched in October 2019, continues to play an important part in driving user base. The success of *World of Warcraft Classic* also indicates an expanding portfolio, which will benefit the company's top line in the long haul.
- ▲ Compared with the physical platform, digital games are more profitable due to minimum packaging cost. This cost effectiveness will help publishers to use the digital format to keep a popular franchise running profitably over a longer period of time. Notably, Digital revenues contributed 76% of total revenues in 2019. Additionally, Activision has been trying to adopt an all year-round model instead of a launch-based model in which majority earnings and profits are derived in the first week to boost engagement. This bodes well for long-term performance.
- ▲ King's dominance in the lucrative mobile gaming arena has improved Activision's prospects. Per Newzoo, by 2022, more than 50% of game market revenues will come from mobile games. Notably, King's *Candy Crush* remained the top-grossing franchise in U.S. app stores in 2019. Moreover, *Candy Crush Saga* was the top-grossing title in U.S. app stores in 2019, per data from App Annie, cited by Activision. King continues to emphasize on growing *Candy Crush's* reach and monetize the game by providing exciting in-game content. Solid growth in advertising net bookings in the second-quarter, despite coronavirus-led disruption on ad spending is very much encouraging. King's innovative pipeline of games is a key catalyst.
- ▲ Activision Blizzard has long been eyeing the lucrative esports market. With continued increases in viewership, corporate sponsorships and growing media coverage, esports is here to stay. Newzoo expects the esports industry to generate revenues of \$1.8 billion by 2022. The company is ramping up investments in esports, live services and other tools to boost user engagement. In the first quarter of 2020, the *Call of Duty League* was launched with 12 city-based teams and YouTube as Activision's new broadcasting partner for esports leagues and events. Additionally, the *Overwatch League* successfully moved to online play and remote production during the second-quarter due to the coronavirus outbreak.
- ▲ Activision's strong liquidity makes the stock attractive to investors. As of Sep 30, 2020, cash and cash equivalents were \$7.42 billion compared with \$6.34 billion as of Jun 30, 2020. Long-term debt as of Sep 30, 2020 was \$3.60 billion compared with \$2.68 billion as Jun 30. On a trailing-12 month basis, free cash flow increased 8% to \$1.94 billion..

Activision's enviable IP, innovative gaming pipeline, strength in digital business and foray into e-sports bodes well for long-term growth.

Reasons To Sell:

- ▼ Video games are hit driven. Though Activision has a powerful line-up of games that can be repeatedly upgraded, there is no assurance that a particular game will be a hit. The video game business is highly cyclical and heavily dependent on time-to-time upgrade/introduction of new game software and hardware systems. Activision's costs are likely to shoot up in the near term as the company is trying to deliver popular franchises quickly than expected to aid top-line results.
- ▼ Activision's dependence on handful of its franchises namely *Call of Duty*, *World of Warcraft*, *Overwatch* and King Digital's *Candy Crush* that make up more than 70% of its revenues remains a concern. Underperformance of any title is bound to negatively impact revenues. Moreover, Blizzard's revenues and monthly active users (MAUs) in 2019 decreased due to the lack of major game releases
- ▼ The video game publishing industry is intensely competitive. Activision faces stiff competition from the likes of Electronic Arts, Nintendo, Zynga and Tencent. The resultant pressure could tell on margins and also lead to market share losses. On the other hand, continued investment in the digital market may also hurt its profitability in the near term.

Activision's dependence on a few franchises is concerning. Plus, hit driven and competitive nature of video game industry may negatively impact the company's growth.

Last Earnings Report

Activision Q3 Earnings Up Y/Y on Solid Top-Line Growth

Activision Blizzard's third-quarter 2020 non-GAAP earnings of 88 cents per share jumped 66% year over year.

Consolidated revenues surged 55.9% year over year to \$1.72 billion. Adjusting for net effect from the recognition of deferred revenues and elimination of intersegment revenues, total revenues jumped 52.4% to \$1.95 billion.

The Zacks Consensus Estimate for earnings and revenues was pegged at 64 cents per share and \$1.70 billion, respectively.

For the quarter ended Sep 30, 2020, overall Monthly Active Users (MAUs) were 390 million compared with 316 million as of Sep 30, 2019.

Activision Blizzard's net bookings increased 45.6% year over year to \$1.77 billion. Net bookings from digital channels were \$1.61 billion, up 65.1% year over year.

Notably, in-game net bookings were \$1.20 billion, up 76.6% year over year.

Quarter Details

Product sales (20.9% of revenues) were \$408 million, up 56.9% year over year. Subscription, licensing and other revenues (79.1% of revenues) increased 51.3% to \$1.55 billion.

Based on distribution channels, Activision Blizzard reported retail-channel sales of \$117 million, up 25.8% year over year. Moreover, digital online revenues of \$1.75 billion were up 72.9% from the year-ago quarter. However, other revenues declined 52% year over year to \$84 million.

Further, on the basis of platforms, revenues from mobile and ancillary (33.8% of revenues) rose 25.9% year over year to \$661 million. Additionally, PC revenues (26.3% of revenues) jumped 50.7% year over year to \$514 million. Moreover, revenues from console (35.6% of revenues) surged 188.4% year over year to \$695 million.

On a geographic basis, revenues from the Americas (57.7% of revenues) soared 72.1% year over year to \$1.13 billion. Europe, the Middle East and Africa revenues (30.3% of revenues) were up 30.3% year over year to \$589 million. Moreover, revenues from Asia Pacific (12.2% of revenues) increased 36% year over year to \$238 million.

Activision (44.9% of revenues) revenues surged 270% year over year to \$773 million. The division had 111 million MAUs as of Sep 30, 2020 compared with 36 million as of Sep 30, 2019.

The segment's top-line growth benefited from strong adoption of *Call of Duty: Modern Warfare* and *Warzone* titles.

Blizzard (23.9% of revenues) revenues of \$411 million increased 4.3% from the year-ago quarter. Blizzard had 30 million MAUs as of Sep 30, 2020 compared with 33 million as of Sep 30, 2019.

Strong demand for *World of Warcraft* and *Hearthstone* drove segment revenues. Hours played in *Hearthstone* grew year over year in the reported quarter. *Overwatch* hit 10 million MAUs in the quarter under review.

King's (31.2% of revenues) revenues of \$536 million increased 7.2% year over year. MAUs were 249 million as of Sep 30, 2020, compared with 247 million as of Sep 30, 2019.

Candy Crush franchise MAUs grew year over year. *Candy Crush* was once again the top-grossing franchise in the U.S. app stores.

The *Farm Heroes* and *Bubble Witch* franchises also grew net bookings year over year.

Advertising net bookings grew double-digit year over year.

Product development expense increased 29.1% year over year to \$262 million. Sales & marketing expenses were \$233 million, up 29.4% year over year.

However, general & administrative expenses decreased 6.3% year over year to \$148 million.

Total costs & expenses on a non-GAAP basis increased 18.1% year over year to \$1.10 billion in the reported quarter.

On a non-GAAP basis, operating income was \$856 million, up 143.2% year over year.

Balance Sheet & Cash Flow

As of Sep 30, 2020, cash and cash equivalents were \$7.42 billion compared with \$6.34 billion as of Jun 30, 2020.

Long-term debt as of Sep 30, 2020 was \$3.60 billion compared with \$2.68 billion as Jun 30.

Quarter Ending	09/2020
Report Date	Oct 29, 2020
Sales Surprise	4.20%
EPS Surprise	10.94%
Quarterly EPS	0.71
Annual EPS (TTM)	3.49

Operating cash flow declined 37% year over year to \$196 million. Free cash flow fell 37% year over year to \$172 million.

On a trailing-12 month basis, free cash flow increased 8% to \$1.94 billion.

Guidance

For fourth-quarter 2020, Activision Blizzard expects non-GAAP revenues of \$2 billion and earnings of 63 cents per share. Net bookings are expected to be \$2.73 billion.

For 2020, Activision Blizzard anticipates non-GAAP revenues of \$7.68 billion (up from previous guidance of \$7.28 billion) and earnings of \$3.08 per share (up from previous guidance of \$2.87). Net bookings are expected to be \$8.10 billion.

Recent News

On Dec 8, Activision announced that newly released *World of Warcraft: Shadowlands* has become the fastest-selling PC game. Since its launch on Nov 23, the company has sold 3.7 million units of the game globally, setting a new all-time record.

On Dec 4, Activision revealed that the *Call of Duty* franchise's net bookings have surpassed \$3 billion over the past year. Markedly, the COD franchise has enjoyed an 80% year-over-year rise in net bookings so far in 2020, and a 40% increase in total units sold. Moreover, more than 200 million people have played a title in the series so far this year, a new all-time record.

On Nov 24, Activision Blizzard's Blizzard Entertainment announced the availability of *World of Warcraft: Shadowlands*.

On Nov 13, Activision Blizzard announced the launch of the highly-anticipated *Call of Duty: Black Ops Cold War*.

On Oct 22, Activision Blizzard announced that the expansion pack *Madness at the Darkmoon Faire* for Blizzard's smash-hit free-to-play digital card game, *Hearthstone* will be released on Nov 17.

On Oct 9, Activision Blizzard and IBM announced a multi-year partnership deal under which the latter becomes the official AI, cloud, and analytics sponsor of the *Overwatch League*.

On Oct 2, Activision announced the global launch of *Crash Bandicoot 4: It's About Time*, the first original adventure in the Crash Bandicoot franchise in more than ten years.

Moreover, Blizzard announced that *World of Warcraft: Shadowlands* will be released later this year instead at the end of October. However, Activision Blizzard does not expect the change to have a material impact on its financial results for the year 2020.

On Sep 4, Activision Blizzard announced the worldwide launch of its Tony Hawk's *Pro Skater* 1 and 2, a remaster of the first two successful titles in the iconic, billion-dollar Tony Hawk video game franchise.

Valuation

Activision shares are up 44.6% in the year-to-date period and 46.6% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Consumer Discretionary sector are up 31.8% and 11.5% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and the sector are up 33.7% and 13.3%, respectively.

The S&P 500 index is up 13.4% in the year-to-date period and 14.5% in the past year.

The stock is currently trading at 24.53X trailing 12-month earnings, which compares to 27.75X for the Zacks sub-industry, 34.44X for the Zacks sector and 22.56X for the S&P 500 index.

Over the past five years, the stock has traded as high as 31.76X and as low as 16.88X, with a 5-year median of 24.97X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$90 price target reflects 25.76X trailing 12-month earnings.

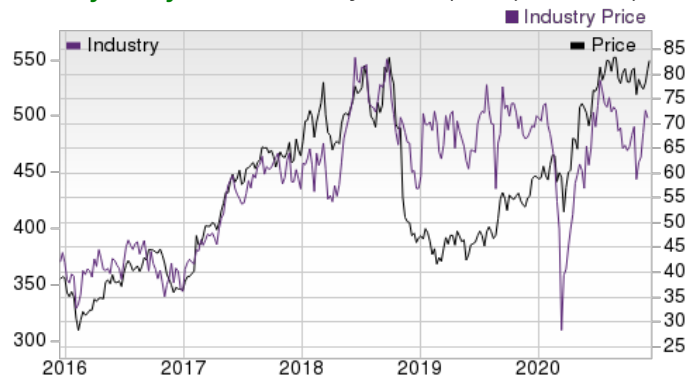
The table below shows summary valuation data for ATVI

Valuation Multiples - ATVI					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	24.53	27.75	34.44	22.56
	5-Year High	31.76	31.5	35.28	23.47
	5-Year Low	16.88	19.51	16.19	15.27
	5-Year Median	24.97	25.7	19.96	17.77
P/S F12M	Current	7.99	5.87	2.68	4.25
	5-Year High	9	6.16	2.9	4.29
	5-Year Low	3.46	3.5	1.7	3.17
	5-Year Median	6.19	4.96	2.5	3.68
P/B TTM	Current	4.62	4.57	3.77	6.21
	5-Year High	6.25	6.64	4.86	6.28
	5-Year Low	2.55	3.11	2.24	3.74
	5-Year Median	3.74	4.26	4.17	4.92

As of 12/14/2020

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Top 21% (54 out of 254)



Source: Zacks Investment Research

Top Peers

Company (Ticker)	Rec	Rank
Nintendo Co. (NTDOY)	Outperform	2
Electronic Arts Inc. (EA)	Neutral	4
Glu Mobile Inc. (GLUU)	Neutral	2
Hasbro, Inc. (HAS)	Neutral	3
JAKKS Pacific, Inc. (JAKK)	Neutral	2
Mattel, Inc. (MAT)	Neutral	2
TakeTwo Interactive Software, Inc. (TTWO)	Neutral	3
Zynga Inc. (ZNGA)	Neutral	3

The positions listed should not be deemed a recommendation to buy, hold or sell.

Industry Comparison Industry: Toys - Games - Hobbies				Industry Peers		
	ATVI	X Industry	S&P 500	EA	HAS	MAT
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	4	3	2
VGM Score	D	-	-	D	B	D
Market Cap	66.42 B	9.02 B	25.65 B	39.87 B	12.35 B	5.69 B
# of Analysts	14	6.5	13	13	7	4
Dividend Yield	0.48%	0.00%	1.52%	0.49%	3.02%	0.00%
Value Score	D	-	-	D	B	D
Cash/Price	0.11	0.15	0.06	0.15	0.09	0.08
EV/EBITDA	28.99	20.65	14.36	20.65	16.62	28.15
PEG F1	2.51	2.11	2.76	2.16	2.81	NA
P/B	4.62	4.62	3.51	4.92	4.40	14.06
P/CF	30.62	30.62	13.61	25.63	14.38	40.99
P/E F1	25.37	25.20	21.62	25.20	25.14	44.46
P/S TTM	8.67	4.14	2.77	7.13	2.39	1.28
Earnings Yield	3.97%	3.97%	4.44%	3.97%	3.97%	2.26%
Debt/Equity	0.25	0.05	0.70	0.05	1.70	7.05
Cash Flow (\$/share)	2.81	2.34	6.94	5.37	6.27	0.40
Growth Score	B	-	-	D	B	B
Historical EPS Growth (3-5 Years)	14.00%	14.00%	9.69%	12.75%	-0.21%	NA
Projected EPS Growth (F1/F0)	51.56%	45.66%	1.00%	-4.57%	-12.15%	222.50%
Current Cash Flow Growth	-23.97%	-3.32%	5.22%	15.43%	-3.32%	-214.17%
Historical Cash Flow Growth (3-5 Years)	9.90%	6.23%	8.33%	7.26%	5.21%	-28.91%
Current Ratio	4.12	2.36	1.38	2.75	1.62	1.57
Debt/Capital	20.04%	4.69%	42.00%	4.69%	63.09%	87.58%
Net Margin	28.90%	10.77%	10.40%	23.51%	7.44%	-0.08%
Return on Equity	19.07%	18.53%	14.99%	17.85%	17.99%	30.41%
Sales/Assets	0.38	0.73	0.50	0.50	0.51	0.86
Projected Sales Growth (F1/F0)	28.02%	15.10%	0.30%	15.12%	15.10%	0.56%
Momentum Score	F	-	-	C	D	D
Daily Price Change	2.70%	0.00%	-0.76%	1.28%	1.25%	2.45%
1-Week Price Change	3.46%	3.10%	-1.29%	5.52%	-2.27%	3.10%
4-Week Price Change	10.98%	8.25%	0.17%	15.97%	-0.86%	13.79%
12-Week Price Change	5.56%	7.21%	16.05%	7.21%	18.46%	40.86%
52-Week Price Change	46.63%	16.61%	4.24%	30.10%	-11.88%	26.08%
20-Day Average Volume (Shares)	6,847,217	566,206	2,015,076	3,074,757	899,685	3,049,993
EPS F1 Estimate 1-Week Change	-0.03%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	-1.34%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 12-Week Change	7.32%	14.97%	3.94%	-2.84%	7.64%	353.45%
EPS Q1 Estimate Monthly Change	-0.20%	0.00%	0.00%	0.00%	0.00%	0.00%

Source: Zacks Investment Research

Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we maintain a balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	D
Growth Score	B
Momentum Score	F
VGM Score	D

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

Disclosures

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ZIR uses the following rating system for the securities it covers. **Outperform-** ZIR expects that the subject company will outperform the broader U.S. equities markets over the next six to twelve months. **Neutral-** ZIR expects that the company will perform in line with the broader U.S. equities markets over the next six to twelve months. **Underperform-** ZIR expects the company will underperform the broader U.S. equities markets over the next six to twelve months.

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Additional Disclosure

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Returns quoted represent past performance which is no guarantee of future results. Investment returns and principal value will fluctuate so that when shares are redeemed, they may be worth more or less than their original cost. Current performance may be higher or lower than the performance shown.

Investing involves risk; principal loss is possible. There is no guarantee that companies that can issue dividends will declare, continue to pay or increase dividends.

Glossary of Terms and Definitions

52-Week High-Low: The range of the highest and lowest prices at which a stock has traded during the past year. This range is determined based on the stock's daily closing price which may differ from the intra-day high or low. Many investors use it as a technical indicator to determine a stock's current value and future price movement. The idea here is that if price breaks out from the 52-week range, in either direction, the momentum may continue in the same direction.

20-Day Average Volume (Shares): The average number of shares of a company traded in a day over the last 20 days. It is a direct indication of a security's overall liquidity. The higher the average daily trading volume, the easier it is to enter or exit the stock at a desired price with more buyers and sellers being available.

Daily Price Change: This is the percentage difference between a trading day's closing price and the prior trading day's closing price. This item is updated at 9 p.m. EST each day.

1-Week Price Change: This is the percentage change in a stock's closing price over the last 5 trading days. This change reflects the collective buying and selling sentiment over the 1-week period.

A strong weekly price increase for the stock, especially when accompanied by increased volume, is an indication of it gaining momentum.

4-Week Price Change: This is the percentage change in a stock's closing price over the last 20 trading days or past 4 weeks. This is a medium-term price change metric and an indication of the stock gaining momentum.

12-Week Price Change: This is the percentage change of a stock's closing price over the last 60 trading days or past 12 weeks. Similar to 4-week price change, this is a medium-term price change metric. It shows whether a stock has been enjoying strong investor demand, or if it has been in consolidation, or distress over this period.

52-Week Price Change: This is the percentage change in a stock's closing price over the last 260 trading days or past 52 weeks. This long-term price change metric is a good reference point for investors. Some investors seek stocks with the best percentage price change over the last 52 weeks, expecting the momentum to continue.

Market Cap: The number of outstanding common shares of a company times its latest price per share. This figure represents a company's size, which indicates various characteristics, including price stability and risk, in which investors could be interested.

Year-To-Date Price Change: Change in a stock's daily closing price in the period of time beginning the first day of the current calendar year through to the previous trading day.

of Analysts: Number of EPS estimates used in calculating the current-quarter consensus. These estimates come from the brokerage analysts tracking this stock. However, the number of such analysts tracking this stock may not match the number of estimates, as all brokerage analysts may not come up with an estimate or provide it to us.

Beta: A measure of risk commonly used to compare the volatility of a stock to the overall market. The S&P 500 Index is the base for calculating beta and carries a value of 1. A stock with beta below 1 is less risky than the market as a whole. And a stock with beta above 1 is riskier.

Dividend: The portion of earnings a company is expected to distribute to its common shareholders in the next 12 months for each share they own. Dividends are usually paid quarterly. Dividend payments reflect positively on a company and help maintain investors' trust. Investors typically find dividend-paying stocks appealing because the dividend adds to any market price appreciation to result in higher return on investment (ROI). Moreover, a steady or increasing dividend payment provides investors a cushion in a down market.

Dividend Yield: The ratio of a company's annual dividend to its share price. The annual dividend used in the ratio is calculated based on the most recent dividend paid by the company. Dividend yield is an estimate of the dividend-only return from a stock in the next 12 months. Since dividend itself doesn't change frequently, dividend yield usually changes with a stock's price movement. As a result, often an unusually high dividend yield is a result of weak stock price.

S&P 500 Index: The Standard & Poor's 500 (S&P 500) Index is an unmanaged group of securities considered to be representative of the stock market in general. It is a market-capitalization-weighted index of stocks of the 500 largest U.S. companies. Each stock's weight in the index is proportionate to its market value.

Industry: One of the 250+ groups that Zacks classifies all stocks into based on the nature of business. These groups are termed as expanded (aka "X") industries and map to their respective (economic) sectors; Zacks has 16 sectors.

Zacks Industry Rank: The Zacks Industry Rank is determined by calculating the average Zacks Rank for all stocks in the industry and then assigning an ordinal rank to it. For example, an industry with an average Zacks Rank of 1.6 is better than an industry with an average Zacks Rank of 2.3. So, the industry with the better average Zacks Rank would get a better Zacks Industry Rank. If an industry has the best average Zacks Rank, it would be considered the top industry (1 out of 250+), which would place it at the top 1% of Zacks-ranked industries. Studies have shown that roughly half of a stock's price movement can be attributed to the industry group it belongs to. In fact, the top 50% of Zacks-ranked industries outperforms the bottom 50% by a factor of more than 2 to 1.

Last EPS Surprise: The percentage deviation of a company's last reported earnings per share from the Zacks Consensus Estimate. Companies with a positive earnings surprise are more likely to surprise again in the future (or miss again if they recently missed).

Last Sales Surprise: The percentage deviation of a company's last reported sales from the Zacks Consensus Estimate.

Expected Report Date: This is an estimated date of a company's next earnings release. The information originated or gathered by Zacks Investment Research from its information providers or publicly available sources is the basis of this estimate.

Earnings ESP: The Zacks Earnings ESP compares the Most Accurate Estimate to the Zacks Consensus Estimate for the yet-to-be reported quarter. The Most Accurate Estimate is the most recent version of the Zacks Consensus EPS Estimate. The idea here is that analysts revising their estimates closer to an earnings release have the latest information, which could potentially be more accurate than what they and others contributing to the consensus had predicted earlier. Thus, a positive or negative Earnings ESP reading theoretically indicates the likely deviation of the actual earnings from the consensus estimate. However, the model's predictive power is significant for positive ESP readings only. A positive Earnings ESP is a strong predictor of an earnings beat, particularly when combined with a Zacks Rank #1 (Strong Buy), #2 (Buy) or #3 (Hold). Our research shows that stocks with this combination produce a positive surprise nearly 70% of the time.

Periods:

TTM: Trailing 12 months. Using TTM figures is an effective way of analyzing the most-recent financial data in an annualized format that helps neutralize the effects of seasonality and other quarter-to-quarter variation.

F1: Current fiscal year. This period is used to analyze the estimates for the ongoing full fiscal year.

F2: Next fiscal year. This period is used to analyze the estimates for the next full fiscal year.

F12M: Forward 12 months. Using F12M figures is an effective way of analyzing the near-term (the following four unreported quarters) estimates in an annualized manner. Instead of typically representing estimates for the full fiscal year, which may not represent the nitty-gritty of each quarter, F12M figures suggest an all-inclusive annualized estimate for the following four quarters. The annualization helps neutralize the potential effects of seasonality and other quarter-to-quarter variations.

P/E Ratio: The price-to-earnings ratio measures a company's current market price per share relative to its earnings per share (EPS). Usually, the trailing-12-month (TTM) EPS, current-fiscal-year (F1) EPS estimate, or forward-12-month (F12M) EPS estimate is used as the denominator. In essence, this ratio shows what the market is willing to pay today for each dollar of EPS. In other words, this ratio gives a sense of what the relative value of the company is at the already reported level of earnings or at a future level of earnings.

It is one of the most widely-used multiples for determining the value of a company and helps comparing its valuation with that of a competitor, the industry group or a benchmark.

PEG Ratio: The price/earnings to growth ratio is a stock's P/E ratio using current fiscal year (F1) EPS estimate divided by its expected EPS growth rate over the coming 3 to 5 years. This ratio essentially determines a stock's value by factoring in the company's expected earnings growth and is thus believed to provide a more complete picture than just the P/E ratio, particularly for faster-growing companies.

P/S Ratio: The price-to-sales ratio is calculated as a company's current price per share divided by trailing 12 months (TTM) sales or revenues per share. This ratio shows what the market is willing to pay today for each dollar of TTM sales per share. The P/S ratio is at times the only valuation metric when the company has yet to become profitable.

Cash/Price Ratio: The cash-to-price ratio or Cash Yield is calculated as cash and marketable securities per share divided by the company's current share price. Like the earnings yield, which shows the anticipated yield (or return) on a stock from earnings for each dollar invested, the cash yield does the same, with cash being the source of return instead of earnings. For example, a cash/price ratio of 0.08 suggests a return of 8% or 8 cents for every \$1 investment.

EV/EBITDA Ratio: The EV/EBITDA ratio, also known as Enterprise Multiple, is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by EBITDA (earnings before interest, taxes, depreciation and amortization). Usually, trailing-12-month (TTM) or forward-12-month (F12M) EBITDA is used as the denominator.

EV/Sales Ratio: The enterprise value-to-sales ratio is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by annual sales. It is an expansion of the P/S valuation, which uses market value instead of enterprise value. The EV/Sales ratio is perceived as more accurate than P/S, in part, because the market capitalization does not take a company's debt into account when valuing it.

EV/CF Ratio: The enterprise value-to-cash flow ratio is calculated as a company's enterprise value (market capitalization + value of total long-term debt + book value of preferred shares - cash and marketable securities) divided by the trailing-12-month (TTM) operating cash flow. It's a measure of how long it would take to buy the entire business if you were able to use all the company's operating cash flow.

The EV/CF ratio is perceived as more accurate than the P/CF ratio, in part, because the market price does not take a company's debt into account when valuing it.

EV/FCF Ratio: The enterprise value-to-free cash flow metric compares a company's enterprise value to its trailing-12-month (TTM) free cash flow (FCF). This metric is very similar to the EV/CF ratio, but is considered a more exact measure owing to the fact that it uses free cash flow, which subtracts capital expenditures (CAPEX) from a company's total operating cash flow, thereby reflecting the actual cash flow available for funding growth activities and payments to shareholders.

P/EBITDA Ratio: The P/EBITDA ratio is calculated as a company's per share market value divided by EBITDA (earnings before interest, taxes, depreciation, and amortization). This metric is very similar to the EV/EBITDA ratio, but is considered a little less exact measure as it uses market price, which does not take a company's debt into account. However, since EBITDA is often considered a proxy for cash income, the metric is used as a measure of what the market is willing to pay today for each dollar of the company's cash profitability in the trailing 12 months (TTM) or forward 12 months (F12M).

P/B Ratio: The price-to-book ratio is calculated as a company's current price per share divided by its book value (total assets – liabilities – preferred stocks) per share. In short, the book value is how much a company is worth. In other words, it reflects the total value of a company's assets that its common shareholders would receive if it were to be liquidated. So, the P/B ratio indicates whether you're paying higher or lower than what would remain if the company went bankrupt immediately. Investors typically use this metric to determine how a company's stock price stacks up to its intrinsic value.

P/TB Ratio: The price-to-tangible-book value ratio is calculated as the per share market value of a company divided by the value of its tangible assets (total assets – liabilities – preferred stocks – intangible assets) per share. Tangible book value is the same thing as book value except it excludes the value of intangible assets to get a step closer to the baseline value of the company.

P/CF Ratio: The price-to-cash flow ratio measures a company's per share market price relative to its trailing-12-month (TTM) operating cash flow per share. This metric is used to determine whether a company is undervalued or overvalued relative to another stock, industry or sector. And like the P/E ratio, a lower number is typically considered better from the value perspective.

One of the reasons why P/CF ratio is often preferred over P/E ratio is the fact that operating cash flow adds back non-cash expenses such as depreciation and amortization to net income. This feature helps valuing stocks that have positive cash flow but are not profitable because of large noncash charges.

P/FCF Ratio: The price-to-free cash flow ratio is an extension of P/CF ratio, which uses trailing-12-month (TTM) free cash flow per share instead of operating cash flow per share. This metric is considered a more exact measure than P/CF ratio, as free cash flow subtracts capital expenditures (CAPEX) from a company's total operating cash flow, thereby reflecting the actual cash flow available for funding activities that generate additional revenues.

Earnings Yield: The earnings yield is calculated as current fiscal year (F1) EPS estimate divided by the company's current share price. The ratio, which is the inverse of the P/E ratio, measures the anticipated yield (or return) from earnings for each dollar invested in a stock today.

For example, earnings yield for a stock, which is trading at \$35 and expected to earn \$3 per share in the current fiscal year (F1), would be 0.0857 ($3/35 = 0.0857$) or 8.57%. In other words, for \$1 invested in the stock today, the yield from earnings is anticipated to be 8.57 cents.

Investors most commonly compare the earnings yield of a stock to that of a broad market index (such as the S&P 500) and prevailing interest rates, such as the current 10-year Treasury yield. Since bonds and stocks compete for investors' dollars, stock investors typically demand a higher yield for the extra risk they assume compared to investors of U.S. Treasury-backed securities that offer virtually risk-free returns. This additional return is referred to as the risk premium.

Debt/Equity Ratio: The debt-to-equity ratio is calculated as a company's total liabilities divided by its shareholder equity. This metric is used to gauge a company's financial leverage. In other words, it is a measure of the degree to which a company is financing its operations through debt versus its own funds. The higher the ratio, the higher the risk for shareholders.

However, this ratio is difficult to compare across industry groups where ideal amounts of debt vary. Some businesses are more capital intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-equity ratio should be compared with other companies in the same industry.

Cash Flow (\$/share): Cash flow per share is calculated as operating cash flow (after-tax earnings + depreciation + other non-cash charges) divided by common shares outstanding. It is used by many investors as a measure of a company's financial strength. Since cash flow per share takes into consideration a company's ability to generate cash by adding back non-cash expenses, it is regarded by some as a more accurate measure of a company's financial situation than earnings per share, which could be artificially deflated.

Current Ratio: The current ratio or liquidity ratio is a company's current assets divided by its current liabilities. It measures a company's ability to pay short-term obligations. A current ratio that is in line with the industry average or slightly higher is generally considered acceptable. A current ratio that is lower than the industry average would indicate a higher risk of distress or default. A higher number is usually better. However, a very high current ratio compared to the industry average could be an indication of inefficient use of assets by management.

Debt/Capital Ratio: Debt-to-capital ratio is a company's total debt (interest-bearing debt + both short- and long-term liabilities) divided its total capital (interest-bearing debt + shareholders' equity). It is a measure of a company's financial leverage. All else being equal, the higher the debt-to-capital ratio, the riskier the stock.

However, this ratio can vary widely from industry to industry, the ideal amount of required debt being different. Some businesses are more capital intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-capital ratio should be compared with the same for its industry.

Net Margin: Net margin is calculated as net income divided by sales. It shows how much of each dollar in sales generated by a company translates into profit. For example, if a company's net margin is 15%, its net income is 15 cents for every \$1 of sales it makes.

A change in margin can reflect either a change in business conditions, or a company's cost controls, or both. If a company's expenses are growing faster than sales, its net margin will decline. However, different net margin rates are considered good for different industries, so it's better to compare net margin rates of companies in the same industry group.

Return on Equity: Return on equity (ROE) is calculated as trailing-12-month net income divided by trailing-12-month average shareholder equity (including reinvested earnings). This metric is considered a measure of how effectively management is using a company's assets to generate profits. For example, if a company's ROE is 10%, it creates 10 cents profits for every \$1 shareholder equity, which is basically the company's assets minus debt. A company's ROE deemed good or bad depends on what's normal for its peers or industry group.

Sales/Assets Ratio: The sales-to-assets ratio or asset utilization ratio or asset turnover ratio is calculated as a company's annual sales divided by average assets (average of assets at the beginning of the year and at the year's end). This metric helps investors understand how effectively a company is using its assets to generate sales. For example, a sales-to-assets ratio of 2.5 indicates that the company generated \$2.50 in sales for every \$1 of assets on its books.

The higher the sales-to-assets ratio, the better the company is performing. However, similar to many other ratios, the asset turnover ratio tends to be higher for companies in certain industries/sectors than in others. So, a company's sales-to-assets ratio should be compared with the same for its industry/sector.

Historical EPS Growth (3-5 Years): This is the average annual (trailing-12-month) EPS growth rate over the last 3-5 years. This metric helps investors see how a company's EPS has grown from a long-term perspective.

Note: There are many factors that can influence short-term numbers — a recession will reduce this number, while a recovery will inflate it. The longterm perspective helps smooth out short-term events.

Projected EPS Growth (F1/F0): This is the estimated EPS growth rate for the current financial year. It is calculated as the consensus estimate for the current fiscal year (F1) divided by the reported EPS for the last completed fiscal year (F0).

Current Cash Flow Growth: It measures the latest year-over-year change in operating cash flow. Cash flow growth tells an investor how quickly a company is generating inflows of cash from operations. A positive change in the cash flow is desired and shows that more 'cash' is coming in than going out.

Historical Cash Flow Growth (3-5 Years): This is the annualized change in cash flow over the last 3-5 years. The change in a longer period helps put the current reading into proper perspective. By looking at the rate, rather than the actual dollar value, the comparison across the industry and peers becomes easier.

Projected Sales Growth (F1/F0): This metric looks at the estimated sales growth for the current year. It is calculated as sales estimate for the current fiscal year (F1) divided by the reported sales for the last completed fiscal year (F0).

Like EPS growth, a higher rate is better for sales growth. A look at a company's projected sales growth instantly tells you what the outlook is for their products and services. However, different sales growth rates are considered good for different industries, so it's better to compare sales growth rates of companies in the same industry group.

EPS F1 Estimate 1-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past week. The change in a company's consensus EPS estimate (or earnings estimate revision) has proven to be strongly correlated with the near-term price movement of its shares. It is an integral part of the Zacks Rank.

If a stock's consensus EPS estimate is \$1.10 now versus \$1.00 a week ago, that will be reflected as a 10% upward revision. If, on the other hand, it went from \$1.00 to 90 cents, that would be a 10% downward revision.

EPS F1 Estimate 4-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past four weeks.

A stock's earnings estimate revision in a 1-week period is important. But it's more meaningful to look at the longer-term revision. And, of course, the 4-week change helps put the 1-week change into proper perspective.

EPS F1 Estimate 12-Week Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal year over the past 12 weeks.

This metric essentially shows how the consensus EPS estimate has changed over a period longer than 1 week or 4 weeks.

EPS Q1 Estimate Monthly Change: The percentage change in the Zacks Consensus EPS estimate for the current fiscal quarter over the past four weeks.

While the revision in consensus EPS estimate for the current fiscal year is strongly correlated with the near-term price movement of its shares, the estimate revision for the current fiscal quarter is an important metric as well, especially over the short term, and particularly as a stock approaches its earnings date. If a stock's Q1 EPS estimate decreases ahead of its earnings release, it's usually a negative sign, whereas an increase is a positive sign.