

eBay Inc. (EBAY)

\$53.55 (As of 10/27/20)

Price Target (6-12 Months): **\$46.00**

Long Term: 6-12 Months

Zacks Recommendation: Underperform

(Since: 10/27/20)

Prior Recommendation: Neutral

Short Term: 1-3 Months

Zacks Rank: (1-5)
5-Strong Sell

Zacks Style Scores:

VGM: C

Value: C

Growth: B

Momentum: F

Summary

eBay is being impacted by increasing competition from Amazon, Alibaba and other smaller players. Further, higher expenses and a highly leveraged balance sheet are overhangs. Notably, the stock has underperformed its industry on a year-to-date basis. However, eBay benefits from solid Marketplace growth. This is accelerating the gross merchandise volume. Further, strong momentum across managed payments offerings is a positive. These offerings deliver better shopping experience which is aiding eBay's customer momentum. Solid global active customer base and international expansion efforts are tailwinds. Stable cash flows, low capital intensity and disciplined capital management are other positives. Further, booming e-commerce space owing to coronavirus pandemic is likely to continue benefiting eBay's Marketplace business.

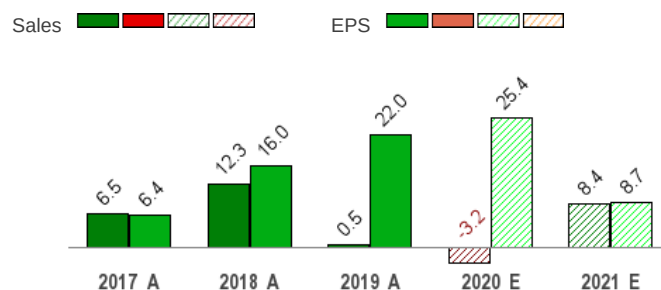
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$61.06 - \$26.02
20-Day Average Volume (Shares)	6,884,769
Market Cap	\$37.5 B
Year-To-Date Price Change	48.3%
Beta	1.33
Dividend / Dividend Yield	\$0.64 / 1.2%
Industry	Internet - Commerce
Zacks Industry Rank	Top 45% (115 out of 254)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	2.9%
Last Sales Surprise	2.5%
EPS F1 Estimate 4-Week Change	-0.0%
Expected Report Date	10/28/2020
Earnings ESP	-9.3%

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	2,631 E	2,864 E	2,847 E	3,058 E	11,329 E
2020	2,374 A	2,865 A	2,660 E	2,758 E	10,455 E
2019	2,643 A	2,687 A	2,649 A	2,821 A	10,800 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.92 E	\$0.97 E	\$0.94 E	\$1.02 E	\$3.86 E
2020	\$0.77 A	\$1.08 A	\$0.84 E	\$0.87 E	\$3.55 E
2019	\$0.67 A	\$0.68 A	\$0.67 A	\$0.81 A	\$2.83 A

*Quarterly figures may not add up to annual.

P/E TTM	16.1
P/E F1	15.1
PEG F1	1.6
P/S TTM	3.5

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 10/27/2020. The reports text is as of 10/28/2020.

Overview

eBay operates as an online shopping site that allows visitors to browse through available products listed for sale or auction through each company's online storefront.

Over the years, the company has evolved from a relatively small community user-based auction site to a worldwide commercial behemoth store.

The company is well positioned in the online marketplace space. Since the separation from Paypal in 2015, its marketplace business continues to be the key growth driver for eBay.

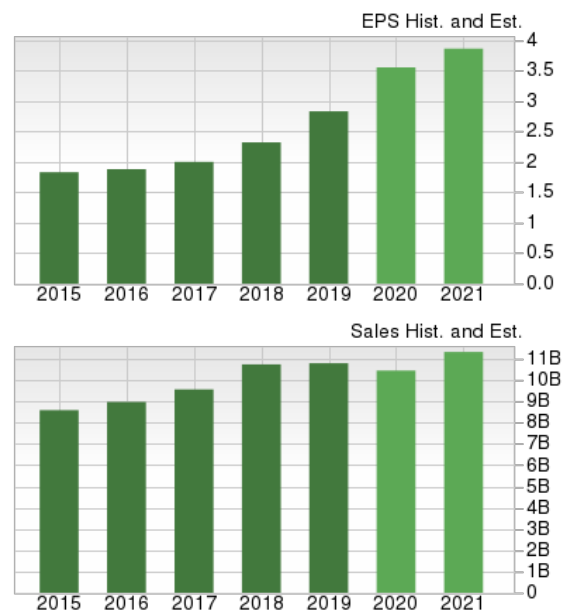
eBay's structured data initiatives to better understand, organize and leverage inventory on its site for delivering more personalized user experiences continues to drive gross merchandise volume (GMV) growth.

In addition to the marketplace business, the company's advertising business has been doing well. Its focus on growing promoted listing fees (as part of the first-party advertising business) should continue to expand the company's growth.

Total net revenues were \$10.8 billion in 2019. The company's revenues are classified into two types, namely Net transaction revenues and Marketing services and other (MS&O) revenues, which generated 80% and 20% of total revenues, respectively, in 2019.

Net transaction revenues primarily include final value fees, feature fees, store subscription and other fees, often from sellers and buyers on Marketplace and StubHub platforms.

MS&O revenues consist of Marketplace, StubHub and Classifieds revenues, primarily from the sale of advertisements, classifieds fees, revenue sharing arrangements and first-party inventory programs.



Source: Zacks Investment Research

Reasons To Sell:

- ▼ E-commerce, with a large user base worldwide, has turned out to be a sweet spot with more and more companies jumping into the area and further intensifying the **competitive scenario**. eBay's core business faces tough competition from Amazon, Alibaba, Etsy and Facebook. Recently, Facebook rolled out Facebook Marketplace that allows users to buy and sell items within their local communities. Lack of appropriate counter strategies could be a matter of worry in the long run.
- ▼ eBay **dependence on Google** for driving traffic is a cause for worry in more ways than one. First, Google makes changes to its algorithms that at times affect traffic to its site. Second, Google is becoming more of a marketplace itself through its product listing ads and Buy buttons. And while eBay can compete for those, it could have the effect of increasing its costs, since the slots are limited and competition high. Moreover, Facebook is opening store fronts within its app, making it easier for consumers to purchase rather than through a separate eBay app, thus making deeper penetration much more difficult. eBay could have its own store there too, but this could ultimately raise costs again and impact its brand value.
- ▼ eBay also has a leveraged balance sheet. As of Jun 30, 2020, the company's net debt was \$3.4 billion which decreased from \$4.3 billion as of Mar 31, 2020. Further, the company's debt-to-total capital was 74.9% as of Jun 30, 2020 compared to 80.5% as of Mar 31, 2020. Although declining net debt balance and debt-to-capital ratio are positives, the presence of current debt worth \$516 million as of Jun 30, 2020 remains a major concern. Accumulating high debt levels might restrict sufficient cash flow generation which is needed to meet future debt obligations. Moreover, this may keep the company away from accessing the debt market and refinancing at suitable rates.

The increasing competition from e-commerce players like Amazon, Alibaba and other small players remain concerns. Also, integration risks, increasing investments and a weak global economy are overhangs.

Risks

- eBay is very well positioned to take advantage of the changing ways in which consumers shop. The company offers an **online marketplace** where any given day, there are millions of items across thousands of categories for sale. The retailers are now being wooed by the online platform with all kinds of tools to build an effective online business. Moreover, the divestiture of Enterprise is further helping eBay's management to focus on the core marketplace business.
 - eBay's **push into mobile** paves the way for continued growth in the future. Mobile commerce volumes have been growing rapidly in recent quarters helped by a number of mobile apps already available and several others (for specific shopping verticals) along the way. Despite the very strong growth in mobile users, their relatively low contribution to volumes is because of the fact that they are mainly a younger demographic, often located in various emerging markets. In order to revamp mobile experience, eBay is continuously redesigning its mobile apps for improving their speed and usability. The mobile platform also pushes up auction rates, since mobile alerts are particularly helpful in this regard and help a buyer to stay in contention for a longer period of time. eBay also united the mobile experience across platforms enabling a consistent user interface that is already resulting in faster product iteration.
 - As a strategy to defend its market share against growing competition, eBay keeps doors open for **technology partnership with offline peers**. We are optimistic about this move and believe that this can become one of the important growth drivers for eBay in the near future. E-commerce growth, increased smartphone usage and "24/7" shopping opportunity are believed to be the major growth drivers for eBay in the long term.
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Last Earnings Report

eBay Surpasses Earnings and Revenue Estimates in Q2

eBay reported second-quarter 2020 non-GAAP earnings of \$1.08 per share, beating the Zacks Consensus Estimate by 2.8%. The bottom line also improved 63.6% year over year and 40.2% sequentially.

Net revenues of \$2.9 billion surpassed the Zacks Consensus Estimate of \$2.8 billion. The top line was up 18% and 21% from the prior-year quarter on reported and FX-neutral basis, respectively. Further, the figure surged 20.7% from the prior quarter.

Solid performance of Marketplace platform across all the major end-markets drove the top line. Further, accelerating gross merchandise volume (GMV) of the company contributed significantly to the performance.

Further, solid momentum across its managed payments offerings, which has processed \$4.7 billion of GMV for around 42,000 sellers since its launch till date, was a major positive.

Further, eBay's Promoted Listings delivered robust performance by generating revenues of \$196 million in the second quarter, up 120% from the year-ago quarter. This can be attributed to growing momentum across sellers.

Additionally, the company witnessed year-over-year growth of 5% in the active buyer number. The active buyer base totaled 182 million at the end of the second quarter.

Further, strong momentum across new customers was a tailwind. During the reported quarter, the company added 8 million new customers to its platform.

Stable cash flows, low capital intensity and disciplined capital management remain key catalysts. Further, strength across Marketplace platform courtesy of expanding buyer base and increasing traffic is a positive.

Further, the company's growing initiatives toward strengthening managed payments offerings remain major positives. Further, eBay remains optimistic regarding growth initiatives, which are based on enhancing seller experience by offering innovative seller tools and delivering better buyer experience by utilizing structured data.

Owing to shelter-in-place protocol on account of coronavirus, the company is witnessing solid growth in e-commerce space, which has been benefiting from its Marketplace business. This is likely to act as a tailwind in the third quarter as well.

In July, eBay signed a definitive agreement to sell its Classifieds business to AdeVinta. This move is likely to aid company's focus toward strengthening its Marketplace business further.

GMV Details

The company's total GMV of \$27.1 billion in the second quarter exhibited year-over-year growth of 26% and 29% on reported and FX-neutral basis, respectively. Further, the figure surpassed the Zacks Consensus Estimate of \$26.7 billion.

Notably, eBay's GMV is entirely generated by Marketplace platform after the sale of StubHub. Marketplace GMV is categorised into two parts:

U.S. GMV totaled \$10.5 billion, which accounted for 38.7% of total GMV, up 35% from the year-ago quarter.

International GMV was \$16.6 billion, which accounted for 61.3% of total GMV, grew 22% on a year-over-year basis.

Revenues in Detail

eBay's revenues are classified into two types:

Net Transaction: The company reported net transaction revenues of \$2.4 billion in the reported quarter, accounting for 85.4% of the total revenues. Further, the figure was up 30% from the year-ago quarter. Notably, net transaction revenues are completely generated by the Marketplace platform whose strong performance in the second quarter drove year-over-year growth.

Marketing Services and Other: eBay generated \$418 million of total marketing services and other revenues (14.6% of total revenues), which fell 22% from the year-ago quarter. This was due to sluggish performance of Marketplace that generated \$221 million of these revenues, down 18% year over year. Further, Classifieds comprised \$201 million revenues, down 26% year over year.

Operating Details

In the second quarter, eBay's gross margin was 79.1%, expanding 190 basis points (bps) year over year.

Operating expenses of \$1.4 billion contracted 360 bps as a percentage of net revenues from the year-ago quarter.

Non-GAAP operating margin was 34.3% in the second quarter, expanding 510 bps year over year.

Balance Sheet and Cash Flow

Quarter Ending	06/2020
Report Date	Jul 28, 2020
Sales Surprise	2.49%
EPS Surprise	2.86%
Quarterly EPS	1.08
Annual EPS (TTM)	3.33

As of Jun 30, 2020, cash equivalents and short-term investments came in at \$5.3 billion, up from \$4.4billion as on Mar 31, 2020.

Further, eBay's balance sheet is highly leveraged with a long-term debt of \$8.2 billion at the end of the reported quarter compared with \$7.7 billion at the end of the last reported quarter.

The company generated \$964 million of cash from operating activities during the second quarter, down from \$702 million in the previous quarter.

The company's free cash flow stood at \$866million during the reported quarter.

Further, the company repurchased \$3 billion of shares and paid dividend of \$112 million in the second quarter.

Guidance

For third-quarter 2020, eBay expects net revenues within the range of \$2.64-\$2.71 billion.

Non-GAAP earnings are anticipated in the range of 81-87 cents.

For 2020, the company has raised guidance for net revenues from the range of \$9.56-\$9.76 billion to the band of \$10.56-\$10.75 billion.

The guidance for non-GAAP earnings per share has also been revised upward from \$3.00-\$3.10 to \$3.47-\$3.59.

Recent News

On **Sep 14, 2020**, ebay announced its intention to roll out more options of its managed payments offerings to France, Italy and Spain in first-quarter 2021. The company plans to introduce Apple Pay and Google Pay as payment options in addition to PayPal and credit card options, which are already available in these countries.

On **Jul 21, 2020**, eBay signed a definitive agreement to sell its Classifieds business to Adevinta. This move is likely to aid company's focus toward strengthening its Marketplace business further.

On **Apr 13, 2020**, eBay revealed about the appointment of Jamie Iannone as the Chief Executive Officer who was previously serving as the Chief Operating Officer of Walmart eCommerce.

On **Feb 13, 2020**, eBay completed the StubHub sale to viagogo for \$4.05 billion in cash. Notably, the company received net proceeds worth \$3.1 billion, thanks to which it expanded its share buyback plans for 2020 from \$1.5 billion to \$4.5 billion. Further, eBay revised the first-quarter 2020 non-GAAP earnings guidance upward from 70-73 cents per share to 72 -75 cents per share. However, it lowered the revenue guidance for same quarter from \$2.55-\$2.60 billion to \$2.31-\$2.36 billion.

Valuation

eBay shares are up 48.2% in the year-to-date period and 48.3% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Retail-Wholesale sector are up 62.5% and 24.6% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and the sector are up 78.5% and 34.5%, respectively.

The S&P 500 index is up 5.8% in the year-to-date period and 12.4% in the past year.

The stock is currently trading at 16.98X forward 12-month earnings, which compares to 51.55X for the Zacks sub-industry, 32.61X for the Zacks sector and 22.61X for the S&P 500 index.

Over the past five years, the stock has traded as high as 25.41X and as low as 10.05X, with a 5-year median of 16.98X. Our Underperform recommendation indicates that the stock will perform worse than the market. Our \$46 price target reflects 17.76X forward 12-month earnings.

The table below shows summary valuation data for EBAY

Valuation Multiples - EBAY					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	16.98	51.55	32.61	22.61
	5-Year High	25.41	56.89	33.99	23.47
	5-Year Low	10.05	24.71	19.09	15.27
	5-Year Median	16.98	42.44	23.59	17.68
P/S F12M	Current	3.39	4.93	1.34	4.16
	5-Year High	4.67	6	1.34	4.31
	5-Year Low	2.13	3.17	0.84	3.18
	5-Year Median	3.26	4.74	1.01	3.67
P/B TTM	Current	13.37	9.5	6.43	6.0
	5-Year High	17	11.22	6.47	6.2
	5-Year Low	2.99	4.9	3.7	3.75
	5-Year Median	5.07	8.05	5.06	4.89

As of 10/27/2020

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Top 45% (115 out of 254)



Top Peers

Company (Ticker)	Rec	Rank
MercadoLibre, Inc. (MELI)	Outperform	1
Walmart Inc. (WMT)	Outperform	3
Amazon.com, Inc. (AMZN)	Neutral	3
Alibaba Group Holding Limited (BABA)	Neutral	2
Etsy, Inc. (ETSY)	Neutral	3
Facebook, Inc. (FB)	Neutral	3
Alphabet Inc. (GOOGL)	Neutral	2
JD.com, Inc. (JD)	Neutral	2

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

Industry Comparison Industry: Internet - Commerce				Industry Peers		
	EBAY	X Industry	S&P 500	AMZN	BABA	MELI
Zacks Recommendation (Long Term)	Underperform	-	-	Neutral	Neutral	Outperform
Zacks Rank (Short Term)	5	-	-	3	2	1
VGM Score	C	-	-	B	D	F
Market Cap	37.48 B	3.02 B	23.55 B	1,646.09 B	858.07 B	63.75 B
# of Analysts	11	3	13	17	7	4
Dividend Yield	1.20%	0.00%	1.68%	0.00%	0.00%	0.00%
Value Score	C	-	-	D	D	F
Cash/Price	0.14	0.10	0.07	0.04	0.07	0.06
EV/EBITDA	13.97	8.06	13.09	43.03	27.05	1,895.91
PEG F1	1.60	3.44	2.67	3.44	1.75	NA
P/B	12.91	6.19	3.35	22.33	6.19	35.26
P/CF	16.04	21.52	12.78	49.01	38.13	3,036,366.00
P/E F1	15.08	47.86	20.70	103.68	34.61	1,531.31
P/S TTM	3.50	2.43	2.55	5.12	11.04	22.71
Earnings Yield	6.63%	0.95%	4.54%	0.96%	2.89%	0.07%
Debt/Equity	2.81	0.13	0.70	0.45	0.13	0.34
Cash Flow (\$/share)	3.34	0.40	6.92	67.05	8.32	0.00
Growth Score	B	-	-	A	C	A
Historical EPS Growth (3-5 Years)	5.56%	7.86%	10.10%	97.34%	35.01%	-50.41%
Projected EPS Growth (F1/F0)	25.47%	22.50%	-1.78%	37.75%	22.52%	122.57%
Current Cash Flow Growth	8.64%	2.96%	5.49%	31.33%	41.50%	-99.77%
Historical Cash Flow Growth (3-5 Years)	-6.76%	11.28%	8.50%	49.26%	37.90%	-83.10%
Current Ratio	1.58	1.67	1.37	1.18	1.98	1.79
Debt/Capital	73.77%	21.92%	42.02%	31.00%	12.27%	28.19%
Net Margin	46.91%	-3.15%	10.41%	4.10%	31.96%	-5.89%
Return on Equity	77.65%	3.67%	14.92%	20.47%	14.13%	-3.46%
Sales/Assets	0.56	1.11	0.50	1.42	0.43	0.59
Projected Sales Growth (F1/F0)	-3.20%	0.00%	-0.46%	32.12%	35.81%	58.29%
Momentum Score	F	-	-	B	B	F
Daily Price Change	0.39%	0.00%	-1.23%	2.47%	3.35%	0.08%
1-Week Price Change	-3.65%	0.00%	0.01%	-2.09%	0.85%	3.21%
4-Week Price Change	1.71%	0.03%	1.76%	4.50%	14.52%	18.43%
12-Week Price Change	-4.94%	2.20%	1.86%	4.70%	20.95%	9.25%
52-Week Price Change	48.30%	48.30%	-0.11%	86.44%	79.29%	136.61%
20-Day Average Volume (Shares)	6,884,769	271,869	1,803,058	5,028,364	13,163,180	466,932
EPS F1 Estimate 1-Week Change	-0.01%	0.00%	0.00%	0.16%	0.18%	0.00%
EPS F1 Estimate 4-Week Change	-0.01%	0.00%	0.28%	0.23%	1.50%	101.81%
EPS F1 Estimate 12-Week Change	-0.15%	19.76%	3.06%	57.55%	9.86%	188.31%
EPS Q1 Estimate Monthly Change	-1.54%	0.00%	0.12%	0.57%	2.42%	62.96%

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	C
Growth Score	B
Momentum Score	F
VGM Score	C

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.

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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.