

## Alphabet Inc. (GOOGL)

**\$1,475.97** (As of 02/06/20)

Price Target (6-12 Months): **\$1,550.00**

Long Term: 6-12 Months

**Zacks Recommendation:**
**Neutral**

(Since: 02/15/19)

Prior Recommendation: Outperform

Short Term: 1-3 Months

**Zacks Rank:** (1-5)

**3-Hold**

Zacks Style Scores:

VGM:C

Value: C

Growth: A

Momentum: F

### Summary

Alphabet reported weak fourth-quarter earnings due to declining search advertising growth and lower-than-expected YouTube sales. Also, heavy investment in cloud computing and hardware businesses negatively impacted the results. However, Google's robust mobile search is a positive. Its strong focus on innovation of AI techniques and the home automation space should aid business growth in the long term. Notably, it has agreed to acquire Fitbit for roughly \$2.1 billion. This deal will likely help the company to accelerate innovation in the wearables category. Markedly, the stock has outperformed the industry in the past year. However, the company's growing expenses, litigation issues and competition might hurt profitability

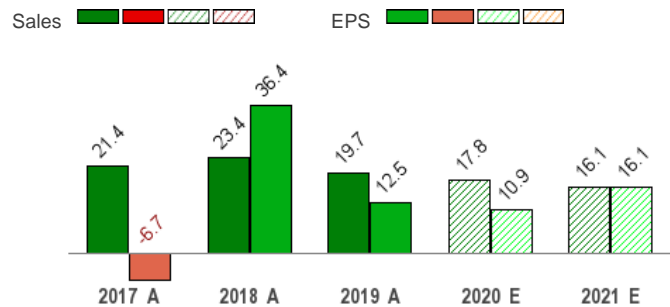
### Price, Consensus & Surprise



### Data Overview

52 Week High-Low	\$1,500.58 - \$1,027.03
20 Day Average Volume (sh)	1,788,878
Market Cap	\$1,018.0 B
YTD Price Change	10.2%
Beta	1.02
Dividend / Div Yld	\$0.00 / 0.0%
Industry	<a href="#">Internet - Services</a>
Zacks Industry Rank	Bottom 37% (160 out of 255)

### Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	20.3%
Last Sales Surprise	-2.3%
EPS F1 Est- 4 week change	-0.3%
Expected Report Date	05/04/2020
Earnings ESP	0.0%
P/E TTM	28.6
P/E F1	27.1
PEG F1	1.6
P/S TTM	6.3

### Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	41,354 E	43,248 E	44,708 E	50,331 E	180,227 E
2020	34,992 E	37,349 E	38,794 E	44,041 E	155,260 E
2019	29,479 A	31,706 A	33,009 A	37,574 A	131,768 A

### EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$14.53 E	\$15.61 E	\$15.95 E	\$16.62 E	\$63.28 E
2020	\$12.18 E	\$13.39 E	\$13.93 E	\$14.62 E	\$54.50 E
2019	\$11.90 A	\$14.21 A	\$10.12 A	\$15.35 A	\$49.16 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 02/06/2020. The reports text is as of 02/07/2020.

## Overview

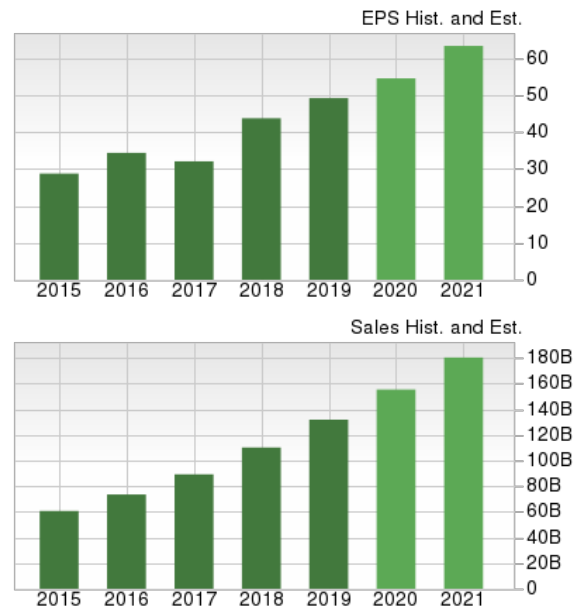
Mountain View, California-based Alphabet Inc. was founded in 1998 by Larry Page and Sergey Brin. The company is in the business of providing target-based advertisements on the web.

Products and services involve the provision of web-based information through own and hosted (network) websites. Revenues come from ads served alongside, with the company's page ranking and text-matching technology and infrastructure facilitating the process.

Beginning fourth quarter, Alphabet disaggregated revenue segments on a more detailed basis, including Search, YouTube ads and Cloud. In 2019, Alphabet generated 83% revenues from advertising, 6% from Google cloud and 10% from other Alphabet revenues. The Other Bets segment contributed 1% to revenues.

Search, including general, personalized and advanced search is the primary revenue earner. The company's AdWords program helps advertisers create ads and the AdSense program helps their distribution by Google Network websites. AdMob technology has been incorporated into AdWords, which helped the extension of ad campaigns onto AdMob's mobile network. Google mobile allows search by voice, sight, or location. Additionally, through Google Local, it delivers local information about shops, restaurants, parks and landmarks for 80 million places all over the world on its services for mobile. Google also offers display ads. The YouTube Preferred plan and TrueView ad formats are gaining importance.

Alphabet has created a number of platforms including Android; the Chrome OS and browser; Google Play; Google Drive; Google Wallet and Google TV. The Enterprise business includes apps like Gmail, Google Docs, Google Calendar, and Google Sites. Other offerings include Google Search Appliance, Google Site Search and Google Commerce Search. The company operates in more than 50 countries worldwide and supplements the sales force with online channels.



## Reasons To Buy:

- ▲ Alphabet is showing **increased appetite in the Home Assistant space**. The company made its foray into this market in 2016 with the launch of Google Home. Google Home performs an array of tasks such as playing music, reading books, managing calendars, answering queries, searching places, calling over cabs, controlling smart home devices and so on. It runs on Google's new voice assistant. As voice is being seen as the next big thing in computer interaction, these products could help Google expand its revenue going forward. As per Gartner, 3.3% of global households are expected to adopt a VPA-enabled wireless speaker by 2020. The strong growth projection for the personal assistant market is a key growth catalyst for Google. As a booming future is being predicted for the home assistant market, Google's home assistant devices could quite well add to their top and bottom-line figures going forward.
- ▲ Google has entered into a definitive agreement to acquire wearable fitness company Fitbit for roughly \$2.1 billion. The move ramps up competition in the wearables space. Google has substantially invested in artificial intelligence. Fitbit, with 28 million users worldwide, is likely to be a very good fit for Google. Also, the Fitbit acquisition gives Google a bridge to the \$3 trillion health care market. The buyout expands Google's presence in the lucrative health care market, as it can provide valuable insights to medical professionals about broader health trends.
- ▲ Alphabet focuses on **innovation**, launching products and services for multiple industries. The development and enhancements of its search technology over time has created win-win situations wherein buyers, sellers and the public at large were benefited. The success of this strategy led to very strong growth since inception. But Google has continued to adapt and change on the strength of its technological prowess. Not only did it take the mobile market transition in its stride, but it also started developing machine learning and artificial intelligence for a time in the future when the intricacies of human behavior would require even more accurate patterns. As a result, it was able to turn over some search functions to its AI systems. Because Alphabet generates significant cash from operations and also holds a huge cash balance, management has the flexibility to pursue growth in any area that exhibits true potential. This flexibility, along with its technological prowess allowed it to pursue opportunities in different markets until it became necessary to restructure itself into a conglomerate. Some of the innovations outside the core search business include technology for high-speed Internet (its Fiber and Balloon initiatives), healthcare (partnership with Johnson & Johnson for the development of surgical robots), genomics (studying aspects of human genes to develop cancer cures), self-driving cars (partnership with Ford), drones, glass and others. We believe that the company has the financial muscle to overcome any short-term adverse conditions to continue pursuing these initiatives.
- ▲ Google has been growing rapidly in this **fast-growing highly-competitive cloud market**. The company has signed many partnerships and has been opening data centers to extend its cloud footprint worldwide. Alphabet and Cisco announced a partnership per which the duo will deliver an open hybrid cloud solution. The solution will enable usage and management of applications and services across on-premises setups and the Google Cloud Platform. Google has also partnered with Nutanix for hybrid cloud computing. Nutanix provides an enterprise cloud platform, which converges silos of server, virtualization and storage into an integrated solution and connects to public cloud services. These partnerships will help Google to keep its position in the computing race.
- ▲ The **Google search** engine is advanced, simple and adaptable, all at once. This is the main reason for its leading search market share. A January 2020 global desktop search market share report from netmarketshare.com stated that Google had 74.1% of market share, followed by 12.7% for Baidu, 7.9% for Bing and 3.6% for Yahoo. In mobile, Google was even more dominant than Baidu and Bing with a 94.9% share of the search market globally. Market leader Alphabet has held its own despite concerted efforts by competitors to grab share. Google is the dominant search engine in Canada, Latin America and most Asia/Pacific countries. It is also the dominant search engine in Europe, with leading market shares in the U.K., France, Germany and Spain. Alphabet's increasing push into wearables and Google Now are positives for search revenue growth.
- ▲ Although the desktop was the most popular computing device in the past, **mobile search** is now equally if not more popular. That is because there is a growing tendency among users to look for information at the exact time the need arises, whether it's about a cup of coffee or a new home. The plethora of mobile Internet devices that are making their way to the market is making it easier on the device front. And Alphabet is helping the process with initiatives like its Mobile Friendly algorithm change, product listings, flight search, Google Now and the Chrome browser. Alphabet's opportunity lies in consumers and enterprises choosing mobile over desktops and the billions of new users entering the market, especially in the emerging regions. While it's blocking by the Chinese government pushed search market share to local player Baidu, it's also true that the growing number of local players is resulting in stiff competition in China, eating into their individual profits.
- ▲ Alphabet has a number of **mobile initiatives**. First, it is leveraging its Android OS not just to build search market share but also to drive sales of apps and digital products through Google Play. The company continues to bring improvements with each version of the OS, at the same time spurring app development. When Alphabet's strategy took off, there were only a few Android apps, while the Apple ecosystem was enormous. And today, its Android OS is used by more than a billion Android device owners across the world (according to Alphabet) and its app support is bigger than Apple's. Google search and some other apps remain highly popular on even non-Android devices. Its app support continues to drive Chromebook sales growth from all leading device makers into enterprise, academic and other markets. Second, it is also taking steps to improve advertising tools by facilitating the linking of search results with apps as well as deep linking between apps. Alphabet's Enhanced Campaigns program that ties advertising campaigns across mobile and desktop platforms has been a positive for advertisers' ROI. Mobile app indexing (now at over 100 billion) and the Mobile Friendly algorithm change will improve user experience and thus drive the next phase of revenue growth. Third, in China, which remains a problem country for U.S. tech players, Alphabet is wooing Chinese app makers to monetize through Google Play. Fourth, Alphabet's acquisition of AdMob, which has the technology to create, serve and analyze mobile advertisement formats is contributing to the company's growth and monetization in the mobile segment. Fifth, users are increasingly viewing media on mobile devices, and Alphabet is making the most of the trend with YouTube enhancements for users and advertisers that are helping revenue growth on mobile devices. At the same time, the continued improvement in the quality of mobile displays makes ads more effective. While growing from a very small base, digital product sales on Android devices are gaining momentum.
- ▲ Online and mobile video consumption is soaring and Alphabet remains strongly positioned here with the **YouTube platform**. In its race to

Google has shown good execution to date. Its search market share is a big positive, which along with its focus on innovation, strategic acquisitions and Android OS should continue to generate strong cash flows.

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target TV ad dollars, Alphabet allowed third-party (Nielsen and comScore) tagging of YouTube videos to determine the effectiveness of ads on YouTube versus ads shown on TV. The **Google Preferred program** pulls out the top 5% of the most engaging content on YouTube for advertisers. Alphabet has also promised to advertise this content itself in order to boost traffic. So Google Preferred is attracting spending on the platform. Mobile revenue on YouTube continues to grow and TrueView (where advertisers pay only when consumers see the ad) also continues to do well. Content ID, which helps control copyrighted material is up to 8,000 partners (400 million videos). **TrueView** ads are directly available through the DoubleClick programmatic suite and Internet delivered TV content was also enabled with technology from M Dialogue, a recent acquisition. ComScore numbers indicate that Alphabet is also the top online video content provider and also a major video ad property on U.S. desktops. Another area the company is working on is YouTube Originals where it is funding groups like AwesomenessTV and already-popular talent to make shows for YouTube. It has also brought in Susanne Daniels from MTV to head the effort. Alphabet's paid ad-free music streaming service has also taken off and the company has rebranded it as Google Play Music Key. Recently, it also announced the YouTube Red subscription service for those interested in listening ad-free, offline, or in the background. While the music streaming business is highly competitive, Alphabet's advantage could lie in the many Android devices currently on the market, the breadth of its content and huge customer base.

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## Reasons To Sell:

- ▼ Alphabet faces significant **litigation** all over the world as a result of its dominant position in search. Regulatory scrutiny continues to worsen with the competition commission issuing several statements of objections (which precedes judicial proceedings unless settled). Google's alleged wrong doing constitutes the leveraging of Android to unfairly promote its own search service with the compulsory pre-installation of its app bundle. They were fined last year by the EU for about \$2.8 billion over the company's unfair favoring of its own services.
- ▼ Alphabet is likely to see an **escalation in costs**. The company is targeting new technologies and markets, which generally require increased spending. Google has focused on sales and marketing (S&M expenses were around 9.5% of sales in 2015, going up to around 12% in each of the next five years). This greatly increased its brand value, indicating that it has captured mind share. Whether this will convert to revenue will be seen from the growth in its new device and digital sales. R&D has also increased steadily over the same time period as Google invests in future growth. Management has said however that the Other Bets segment, particularly Alphabet's Fiber initiative would require additional capex investments this year. If fixed costs increase without a corresponding increase in revenue, margins could continue to trend down, particularly since revenue growth has moderated in the last three years.
- ▼ There are also **some other margin pressures**. The most significant at the moment is related to currency, which continued to impact Alphabet's results in the last quarter despite the fact that it has a hedging program in place. Other pressures include fast-paced international growth, a growing volume of lower-priced YouTube clicks and the strength on the mobile platform.
- ▼ The growth of mobile search, especially through cell phones has created new opportunities for Alphabet. Google recently launched **Android Pay** which is an NFC-enabled payment system much like Apple Pay to process payments at a large number of retailers, as well as to buy apps and other goods online. Competition at the moment is mainly from Apple Pay and from rival payment systems from PayPal, Amazon, Samsung, Square, etc. Alphabet pioneered NFC technology in phones, but couldn't get a head start because of resistance from retailers at the time. Now that Apple Pay has something of a head start and considering that Apple is the one with the large base of affluent users, Alphabet's payment processing business may not have things easy. Since the market is evolving, there will be many changes and Alphabet could lose out at any point. Additionally, PayPal continues to do well in this segment, rapidly signing up both online and offline users. Operating as a separate company, PayPal is now more focused and competitive, further increasing competition for Alphabet's payment technology.
- ▼ Alphabet has made numerous attempts to build a position in the **social segment**. This is because social networking through websites, such as Facebook and Twitter are places where people are sharing a lot of personal information and preferences that may be used to develop more customized results and thereby enable better targeting of advertisements. The fact that people are spending more time on social networks means that they are spending less time on the browser. This tends to reduce traffic to Alphabet search services although Alphabet is still unparalleled in search. So far, Alphabet's attempts have all been flops, so social networks, particularly Facebook has really grown. Alphabet doesn't have a good social platform to boost the amount of location-based commerce it generates through mobile devices. Its latest effort Google+ had to be taken apart. As a result, its position in the display ad market continues to be eaten away by Facebook and other social networks. Google has been indexing tweets to bring a real time look and feel to the search engine results page, but whether it will take this a step further remains to be seen. Facebook's acquisition of LiveRail (video ad property with third largest audience reach in the U.S.) and video tools for advertisers are helping it take share.

Alphabet's diversification strategy involves significant investment in mobile, cloud, devices and digital goods. Growing competition and legal hassles are other headwinds.

## Last Earnings Report

### Alphabet Q4 Earnings Beat Estimates, Revenues Miss

Alphabet Inc.'s non-GAAP earnings of \$15.35 per share in fourth-quarter 2019 surpassed the Zacks Consensus Estimate of \$12.76. Also, earnings increased 51.7% sequentially and 20.2% year over year.

Net revenues — excluding total traffic acquisition cost or TAC (TAC is the portion of revenues shared with Google's partners, and amounts paid to distribution partners and others who direct traffic to the Google website) — came in at \$37.57 billion. The figure was up 13.8% sequentially and 18% year over year.

Net revenues missed the Zacks Consensus Estimate by 2.3% due to declining search advertising growth and lower-than-expected YouTube sales.

Notably, primary drivers of the Google business haven't changed. Yet, pricing remains under pressure, both on account of nagging FX concerns, and continued strength in mobile and TrueView.

Nonetheless, Google continues to enjoy strength in the mobile platform. Management is focused on driving mobile experiences and the company is well positioned to pick up strong intent-to-buy signals by studying mobile searches from the huge database. As a result, direct response marketers continue to show interest in it.

The company's Google Cloud recorded 53% year-over-year revenue growth in the quarter. It will continue to invest in this space.

YouTube remains a strong contributor to the company's growth. More than a thousand creators are currently engaged in the platform, bringing in a thousand subscribers every day. However, time and again it faces continuous pressure from advertisers to tighten controls on the fast-growing YouTube video service, in a bid to avoid adult or offensive content.

#### Numbers in Detail

##### Revenues

Gross total revenues of \$46.1 billion increased 13.8% sequentially and 17.3% year over year (up 19% in constant currency). The increase reflects strong demand for the company's search, video and web display ads.

##### Google Segment

The segment includes search, advertising, Play, hardware, and Cloud & Apps.

Beginning fourth quarter, Alphabet disaggregated its revenue segments on a more detailed basis, including Search, YouTube ads and Cloud.

Coming to the search business, revenues from Google-owned and partner sites grew 18.5% and 7.8% year over year, accounting for 69.2% and 13.1% of quarterly revenues, respectively. This resulted in a year-over-year increase of 16.7% in total advertising revenues.

Separately, YouTube grew 30.8% year over year to \$4.7 billion, accounting for 10.2% of quarterly revenues. Google other revenues — which consists of YouTube non-advertising revenues — were \$5.3 billion in the fourth quarter, up 10.3% year over year.

In addition, Google cloud grew 53% year over year to \$2.6 billion, accounting for 5.7% of quarterly revenues.

##### Other Bets Segment

Other Bets revenues were \$172 million, up 11% sequentially and 11.7% year over year, accounting for 0.4% of total fourth-quarter revenues.

Total traffic acquisition cost or TAC was up 13.5% sequentially and 14.3% year over year.

##### Operating Results

Per the press release, operating margin was 20%, up 100 basis points from the year-ago quarter.

Operating expenses were \$15.8 billion, up 20.2% from the year-ago quarter.

The increase in expenses was a result of heavy investment in the cloud-computing business, artificial intelligence and consumer hardware, among others.

##### Balance Sheet

At the end of the fourth quarter, Alphabet had a solid balance sheet, with cash & cash equivalents, and marketable securities of around \$119.7 billion, up from \$109.1 billion in the comparable prior-year period.

The company generated around \$14.4 billion cash from operations in the fourth quarter and spent \$6.1 billion on capex, netting a free cash flow of \$8.4 billion.

Quarter Ending **12/2019**

Report Date	Feb 03, 2020
Sales Surprise	-2.26%
EPS Surprise	20.30%
Quarterly EPS	15.35
Annual EPS (TTM)	51.58

## Recent News

On **Jan 15, 2020**, Alphabet's division Google decided to restrict third-party cookies in its Chrome web browser in a bid to address users' privacy concern.

On **Jan 8, 2020**, Alphabet's Google has reportedly been sued by Sonos, Inc. (SONO) for alleged patent infringement related to smart speaker technology. Reportedly, the suit has been filed both in federal Court of Los Angeles and the United States International Trade Commission.

On **Dec 13, 2019**, Alphabet's division Google introduced a software service, Transfer Service, in a bid to make data shifting to cloud easier and seamless is a testament to the same. The new service is a managed solution that aids in transfer of data from on-premise systems to the cloud without software customization or investing in an off-the-shelf solution. Notably, Transfer Service is currently in beta stage.

On **Dec 12, 2019**, Alphabet's self-driving project Waymo has acquired Latent Logic, a British AI company, in a bid to make its foray into the autonomous driving market of the U.K. and Europe. Notably, Latent Logic is a startup which spun out of Oxford University's computer science department. It specializes in a form of ML namely imitation learning that trains machines to perform actions similar to humans doing the same actions.

On **Nov 13, 2019**, Alphabet-owned Google announced that it will offer checking accounts to consumers from the next year. Under code name "Cache," the company partnered with Citigroup and Palo Alto-based Stanford Federal Credit Union to run the checking accounts. Cache will also take care of all financial and compliance activities related to the accounts.

On **Nov 1, 2019**, Google announced that it is going to acquire wearable fitness company Fitbit for roughly \$2.1 billion. The move ramps up competition in the wearables space as tech giants elbow for market share.

## Valuation

Alphabet shares are up 22.4% in the six-month period and 33.9% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Computer & Technology sector are up 14.5% and 18.4% in the six-month period, respectively. Over the past year, the Zacks sub-industry is up 7.6% and the sector is up 28.8%.

The S&P 500 index is up 13.8% in the six-month period and 22.1% in the past year.

The stock is currently trading at 26.4X forward 12-month earnings, which compares to 26.97X for the Zacks sub-industry, 22.62X for the Zacks sector and 19.09X for the S&P 500 index.

Over the past five years, the stock has traded as high as 33.78X and as low as 20.39X, with a 5-year median of 25.1X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$1,550 price target reflects 27.7X forward 12-month earnings.

The table below shows summary valuation data for GOOGL

Valuation Multiples - GOOGL					
		Stock	Sub-Industry	Sector	S&P 500
P/E F 12M	Current	26.4	26.97	22.62	19.09
	5-Year High	33.78	43.63	22.62	19.34
	5-Year Low	20.39	22.43	16.87	15.18
	5-Year Median	25.1	35.52	19.28	17.46
P/S F12M	Current	6.38	6.29	3.7	3.54
	5-Year High	8.54	14.71	3.7	3.54
	5-Year Low	5.18	5.34	2.3	2.54
	5-Year Median	6.62	10.13	3.02	3
EV/EBITDA TTM	Current	18.45	18.46	11.78	11.22
	5-Year High	20.46	35.94	12.58	12.82
	5-Year Low	12.24	10	7.67	8.49
	5-Year Median	16.8	24.73	10.43	10.29

As of 02/06/2020



## Industry Analysis Zacks Industry Rank: Bottom 37% (160 out of 255)



## Top Peers

Apple Inc. (AAPL)	Outperform
Microsoft Corporation (MSFT)	Outperform
Amazon.com, Inc. (AMZN)	Neutral
Alibaba Group Holding Limited (BABA)	Neutral
Baidu, Inc. (BIDU)	Neutral
Facebook, Inc. (FB)	Neutral
Yelp Inc. (YELP)	Neutral
Yandex N.V. (YNDX)	Neutral

Industry Comparison Industry: Internet - Services				Industry Peers		
	GOOGL Neutral	X Industry	S&P 500	AMZN Neutral	BIDU Neutral	YNDX Neutral
<b>VGM Score</b>	<b>C</b>	-	-	<b>B</b>	<b>C</b>	<b>B</b>
Market Cap	1,017.96 B	886.49 M	24.26 B	1,020.63 B	46.52 B	15.65 B
# of Analysts	15	2	13	13	3	4
Dividend Yield	0.00%	0.00%	1.75%	0.00%	0.00%	0.00%
<b>Value Score</b>	<b>C</b>	-	-	<b>D</b>	<b>C</b>	<b>C</b>
Cash/Price	0.12	0.15	0.04	0.06	0.45	0.09
EV/EBITDA	20.74	5.39	14.19	26.47	5.39	14.66
PEG Ratio	1.55	2.17	2.04	2.75	2.12	0.69
Price/Book (P/B)	5.05	2.97	3.31	16.45	1.98	4.67
Price/Cash Flow (P/CF)	21.29	21.14	13.70	30.58	9.12	31.06
P/E (F1)	27.08	27.88	19.17	74.37	15.37	25.60
Price/Sales (P/S)	6.29	2.85	2.67	3.64	3.04	6.29
Earnings Yield	3.69%	1.32%	5.22%	1.34%	6.50%	3.90%
Debt/Equity	0.07	0.09	0.71	0.38	0.35	0.04
Cash Flow (\$/share)	69.32	0.13	6.92	67.05	14.60	1.55
<b>Growth Score</b>	<b>A</b>	-	-	<b>A</b>	<b>F</b>	<b>A</b>
Hist. EPS Growth (3-5 yrs)	23.64%	23.67%	10.80%	110.19%	6.67%	8.59%
Proj. EPS Growth (F1/F0)	10.87%	20.43%	7.35%	19.81%	41.48%	47.94%
Curr. Cash Flow Growth	12.62%	-3.79%	10.12%	31.33%	10.46%	6.23%
Hist. Cash Flow Growth (3-5 yrs)	21.13%	16.08%	8.55%	49.26%	18.79%	-0.83%
Current Ratio	3.37	1.74	1.20	1.10	2.59	2.77
Debt/Capital	6.83%	9.94%	42.91%	27.39%	26.40%	9.16%
Net Margin	21.22%	-5.73%	11.79%	4.13%	-1.87%	10.94%
Return on Equity	18.66%	-4.28%	17.21%	21.07%	4.80%	12.22%
Sales/Assets	0.62	0.62	0.54	1.41	0.35	0.61
Proj. Sales Growth (F1/F0)	17.83%	14.45%	4.15%	19.18%	11.32%	30.46%
<b>Momentum Score</b>	<b>F</b>	-	-	<b>B</b>	<b>A</b>	<b>B</b>
Daily Price Chg	2.07%	0.00%	1.40%	0.51%	1.84%	-0.10%
1 Week Price Chg	-2.28%	-2.26%	-2.60%	7.90%	-4.95%	-1.26%
4 Week Price Chg	3.96%	-0.60%	1.96%	7.85%	-5.47%	8.22%
12 Week Price Chg	12.74%	4.21%	6.04%	16.85%	12.66%	39.47%
52 Week Price Chg	33.46%	-8.13%	16.68%	27.00%	-22.39%	45.93%
20 Day Average Volume	1,788,878	74,023	1,966,046	4,044,161	4,198,027	2,153,482
(F1) EPS Est 1 week change	-0.82%	0.00%	0.00%	0.58%	5.67%	0.00%
(F1) EPS Est 4 week change	-0.33%	0.00%	0.00%	5.10%	5.58%	0.94%
(F1) EPS Est 12 week change	-0.33%	-0.32%	-0.08%	3.82%	32.03%	0.94%
(Q1) EPS Est Mthly Chg	-1.17%	0.00%	0.00%	2.19%	5.00%	0.00%



## 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	A
Momentum Score	D
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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