

## j2 Global Inc. (JCOM)

**\$83.05** (As of 04/29/20)

Price Target (6-12 Months): **\$87.00**

Long Term: 6-12 Months

**Zacks Recommendation:**

**Neutral**

(Since: 07/08/19)

Prior Recommendation: Outperform

Short Term: 1-3 Months

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

**3-Hold**

Zacks Style Scores:

VGM:A

Value: B

Growth: B

Momentum: B

### Summary

j2 Global is benefiting from solid performance of cloud services and digital media business segments. Cloud services is gaining from increasing fixed-recurring subscription revenues. The company's effort to strengthen its speedtest intelligence service is driving subscription revenues. An expanding subscriber base for Humble Bundle is a positive. Acquisitions are also strengthening the company's footprint in service areas like cybersecurity and data protection. However, margins are likely to be under pressure as revenues from the Digital Media segment increase the top-line mix. Adjusted EBITDA is likely to be hurt by acquisition related spending and investments on financial and information security systems as well as Humble Publishing. Shares have underperformed the industry on a year-to-date basis.

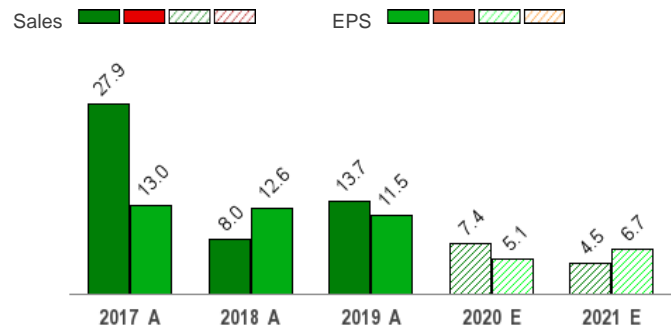
### Price, Consensus & Surprise



### Data Overview

52 Week High-Low	<b>\$104.57 - \$58.00</b>
20 Day Average Volume (sh)	<b>425,314</b>
Market Cap	<b>\$4.0 B</b>
YTD Price Change	<b>-11.4%</b>
Beta	<b>0.78</b>
Dividend / Div Yld	<b>\$0.00 / 0.0%</b>
Industry	<b><a href="#">Internet - Software</a></b>
Zacks Industry Rank	<b>Top 15% (38 out of 253)</b>

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



Last EPS Surprise	<b>0.4%</b>
Last Sales Surprise	<b>3.7%</b>
EPS F1 Est- 4 week change	<b>-1.0%</b>
Expected Report Date	<b>05/11/2020</b>
Earnings ESP	<b>-2.3%</b>

### Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	348 E	368 E	392 E	447 E	1,540 E
2020	333 E	346 E	368 E	427 E	1,474 E
2019	300 A	322 A	344 A	406 A	1,372 A

### EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$1.60 E	\$1.77 E	\$2.00 E	\$2.57 E	\$7.94 E
2020	\$1.42 E	\$1.62 E	\$1.82 E	\$2.50 E	\$7.44 E
2019	\$1.40 A	\$1.60 A	\$1.70 A	\$2.38 A	\$7.08 A

\*Quarterly figures may not add up to annual.

P/E TTM	<b>11.7</b>
P/E F1	<b>11.2</b>
PEG F1	<b>1.4</b>
P/S TTM	<b>3.0</b>

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 04/29/2020. The reports text is as of 04/30/2020.

## Overview

Incorporated in 2014, Los Angeles-based j2 Global Inc. provides Internet services. The company reported revenues of \$1.37 billion in 2019. j2 Global reports primarily in two business segments: Cloud Services and Digital Media.

Cloud Services accounted for 48.2% of total revenues in 2019. The company generates most of the revenues from fixed subscriptions.

Through this segment the company offers fax, voice, backup, security and email marketing services. The reportable sub-segments are Fax & Email Marketing and Voice, Backup, & Security.

j2 Global's eFax is a leading brand in the global online fax market. Moreover, through the Campaigner brand, it provides email marketing solution to small, medium and large businesses.

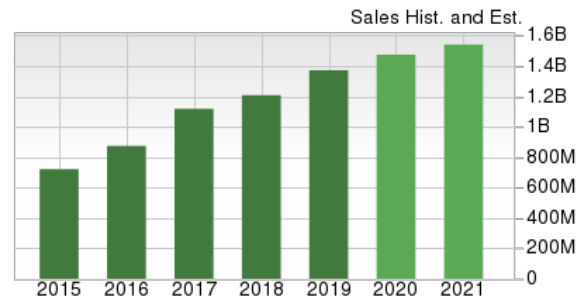
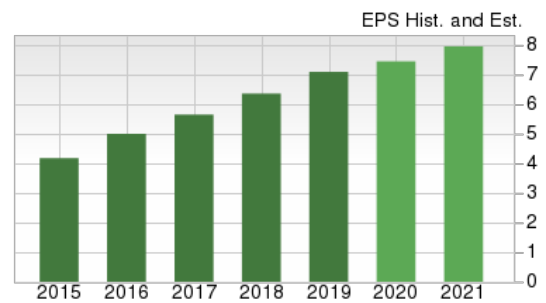
Voice includes eVoice, Line 2 and Onebox services. The eVoice service is a virtual phone system that provides on-demand voice communications services. Line2 is a cloud phone service. Onebox service includes a virtual phone system, hosted email, online fax, audio conferencing and web conferencing.

j2 Global offers backup service through KeepItSafe, LiveDrive, LiveVault and SugarSync brands. KeepItSafe provides online backup and disaster recovery solutions for businesses. LiveDrive offers online backup and sync storage features for professionals and individuals. LiveVault provides cloud backup and recovery services. Sugar Sync provides online file backup, synchronization and sharing of documents, photos, music and movies across all devices, irrespective of the operating system or device platform.

Security solutions are offered through VIPRE, FuseMail and Excel Micro brands. VIPRE offers endpoint, email security and threat intelligence for real-time malware analysis. FuseMail offers email security, email archiving and hosted email. Excel Micro is a cloud security distributor that offers security solutions to retailers.

Digital Media accounted for 51.8% of revenues in 2019. The segment operates a portfolio of web properties and apps, including IGN, Mashable, PC Mag, Humble Bundle, Speed test, Offers, Black Friday, AskMen, MedPage Today, Everyday Health and What to Expect, among others.

The company generates revenues from advertising, commissions on sales attributed to clicks to online merchants, business-to-business leads to IT vendors, licensing fees and subscription services.



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## Reasons To Buy:

- ▲ j2 Global's top-line grew 13.6% in 2019 that surpassed management's expectation by \$40 million. The company expects 2020 revenues between \$1.47 billion and \$1.51 billion, up 7-10% from 2019. j2 Global expects digital media to grow around 10% at the midpoint, while Cloud Services at around 5%. Gaming, broadband, B2B, parenting & pregnancy and everyday health professional are major growth drivers for the digital media segment. Cloud Services is expected to benefit from the company's growing privacy (projected to grow double-digit) and corporate tax (expected to be up 10%) businesses.
- ▲ j2 Global's growth-by-acquisition policy holds promise. Notably, it acquired 11 companies in 2018 and 12 in 2019. The company completed four important transactions — iContact, IPVanish, BabyCenter and Spiceworks — in 2019. Strategic acquisitions have expanded the company's customer base, provided access to new markets and widened product line-up. Acquisitions is one of the factors aiding Voice, Martech, and Security businesses that are growing rapidly. Ekahau and Castle Connolly acquisitions strengthen the company's position in the digital media space. The integration of Ekahau's software with Speedtest consumer application benefits the enterprises and customers in getting a better Wi-fi connection. Ekahau is expected to grow more than 30% in 2020. Moreover, acquisitions like Down detector and Mosaic bolstered its speed testing platform. These are expected to eventually drive subscription revenues in the long haul.
- ▲ j2 Global's Ookla speed testing platform, which is a data-as-a-service (DaaS) platform, has significant growth prospect due to its growing popularity globally. Ookla's data subscription service, Speedtest Intelligence, experienced higher renewal rates in 2019. The company expects to launch Speedtest VPN in collaboration with IPVanish in the near future. The beta launch of the solution has showed promising results. Additionally, the company's improving expertise in 5G, Internet of Things (IoT) and smart city analytics that j2 Global aims to capitalize in the long run.
- ▲ Expanding subscriber base for Humble Bundle is a positive. Humble Bundle business is a consumer subscription business, where users get access to a bundle of games at a steep discount and can be played at any time. The company is becoming one of the largest publishers of Indie titles in the industry and expects to have about 40 games (including 20 launches) in its library by the end of 2020. Moreover, the company's focus on developing the Humble Publishing business is expected to boost the top line. Additionally, the upcoming launch of gaming consoles is expected to benefit the IGN segment in the long haul.

Growth-by-acquisition policy and strong demand for Ookla platform as well as Humble Bundle service are key catalysts.

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## Reasons To Sell:

- ▼ j2 Global faces significant pricing pressure in the display market as programmatic CPMs are generally lower. Margins are expected to remain under pressure in 2020, as revenue contribution from the lower margin Digital Media segment increases in the top-line mix. Additionally, top-line growth continues to get negatively impacted by sluggishness in the data backup business.
- ▼ Margins are expected to remain under pressure due to higher expenses related to Spiceworks and BabyCenter, which were unprofitable during their acquisition, investments related to Humble Publishing, and lower margins from the backup business. Moreover, continuing investments in financial and information security systems are expected to hurt profitability in 2020. EBITDA is expected to grow 5-8%, almost 200 basis points (bps) lower than revenues.
- ▼ Moreover, increasing competition from social media companies like Facebook, which attract a major chunk of advertiser's budget, is hurting j2 Global's growth prospects.
- ▼ j2 Global is a leveraged company. Total long-term debt of the company as of Dec 31, 2019, stood at \$1.45 billion. Meanwhile, the company had approximately \$575.6 million in cash and investments.

Pricing pressure, sluggish data backup business, increasing operating expenses and stiff competition raise concerns.

## Last Earnings Report

### j2 Global Q4 Earnings Beat Estimates, Revenues Up Y/Y

j2 Global reported fourth-quarter 2019 adjusted earnings of \$2.38 per share, beating the Zacks Consensus Estimate by 0.4% and growing 12.8% year over year.

Revenues were up 17.2% year over year to \$405.6 million, comfortably surpassing the consensus mark by 3.7%.

Average monthly revenue per customer decreased 9.9% to \$13.96. Cancel rate was 2.4%, up from 2.1% reported in the year-ago quarter.

Quarter Ending **12/2019**

Report Date	Feb 10, 2020
Sales Surprise	<b>3.68%</b>
EPS Surprise	<b>0.42%</b>
Quarterly EPS	<b>2.38</b>
Annual EPS (TTM)	<b>7.08</b>

### Top-Line Details

Revenues from Cloud Services (41.7% of revenues) increased 14.3% from the year-ago quarter to \$169.3 million.

Subscriber revenues (99.9% of Cloud Services revenues) rose 14.3% year over year to \$169.1 million, driven by 18% growth in fixed subscriber revenues (84.7% of Subscriber revenues). Variable subscriber revenues (15.3% of Subscriber revenues) declined 2.6% year over year to \$25.9. Other licenses revenues (0.1% of Cloud Services revenues) decreased 4.4% to \$0.2 million in the reported quarter.

Moreover, DID-based revenues edged down 0.3% to \$96.7 million. Non-DID revenues surged 42.1% year over year to \$72.6 million.

Digital Media revenues (58.3% of revenues) were \$236.3 million, up 19.4% year over year.

At the end of the reported quarter, j2 Global had 4,036 Cloud Services customers compared with 3,165 at the end of the year-ago quarter.

### Operating Details

Adjusted gross margin expanded 30 basis points (bps) on a year-over-year basis to 84.3%. Cloud Services' adjusted gross margin shrank 190 bps to 32.8%. Digital Media adjusted gross margin expanded 220 bps to 51.5%.

Adjusted sales & marketing, general & administrative and research, development & engineering expenses flared up 20.3%, 22.4% and 23%, respectively, on a year-over-year basis.

Adjusted EBITDA margin shrank 110 bps to 43.5%. Cloud Services adjusted EBITDA margin contracted 200 bps on a year-over-year basis. However, Digital Media adjusted EBITDA margin expanded 120 bps.

Adjusted operating margin descended 100 bps to 40.3%. While Cloud Services adjusted operating margin contracted 200 bps on a year-over-year basis, Digital Media operating margin expanded 100 bps.

### Balance Sheet and Cash Flow

As of Dec 31, 2019, j2 Global had approximately \$575.6 million in cash and cash equivalents compared with \$94.6 million as of Sep 30.

Long-term debt, as of Dec 31, was \$1.45 billion, higher than \$1.15 billion as of Sep 30.

Free cash flow was \$82.1 million compared with \$80.5 million in the prior quarter.

### 2020 Guidance

j2 Global expects revenues between \$1.47 billion and \$1.51 billion for 2020.

Additionally, the company continues to expect adjusted EBITDA of \$575-\$595 million.

Adjusted earnings are anticipated between \$7.36 and \$7.66 per share.

For the Cloud Services segment, revenue growth is expected to be roughly 5% year over year. Adjusted EBITDA margin is expected to be unchanged at approximately 50%.

For the Digital Media segment, revenue growth is expected to be more than 10% year over year. Adjusted EBITDA margin is expected to be approximately 34%.

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## Recent News

On Apr 7, j2 Global announced that it completed two acquisitions — Migraine Again (certain assets) and SRFax (certain assets) — in the first quarter of 2020.

On Jan 4, j2 Global announced that it completed two acquisitions — FES IQ (certain assets) and Buffered VPN (certain assets) — in the fourth quarter of 2019.

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## Valuation

Shares of j2 Global are down 11.9% in the year-to-date period and 4.9% over the trailing 12-month period. Stocks in the Zacks sub-industry are up 10.1%, while the Zacks Computer & Technology sector is down 1.9% in the year-to-date period. Over the past year, the Zacks sub-industry is and the sector are up 0.7% and 6.9%, respectively.

The S&P 500 index is down 8.8% in the year-to-date period but up 0.2% in the past year.

The stock is currently trading at 2.44X forward 12-month sales, which compares to 5.85X for the Zacks sub-industry, 3.32X for the Zacks sector and 3.16X for the S&P 500 index.

Over the past five years, the stock has traded as high as 5.01X and as low as 2.14X, with a 5-year median of 3.35X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$87 price target reflects 2.85X forward 12-month sales.

The table below shows summary valuation data for JCOM

Valuation Multiples - JCOM					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	2.71	6.21	3.35	3.21
	5-Year High	5.01	15.62	3.59	3.44
	5-Year Low	2.05	3.07	2.32	2.54
	5-Year Median	3.34	5.27	3.09	3.01
P/B TTM	Current	3.09	6.69	4.43	3.78
	5-Year High	4.72	8.23	5.38	4.55
	5-Year Low	2.34	2.3	3.16	2.84
	5-Year Median	3.92	5.18	4.29	3.64
EV/Sales TTM	Current	3.38	6.88	3.76	2.83
	5-Year High	6.29	11.57	4.44	3.45
	5-Year Low	2.67	3.05	2.58	2.16
	5-Year Median	4.3	6.02	3.57	2.82

As of 04/29/2020

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## Industry Analysis Zacks Industry Rank: Top 15% (38 out of 253)



## Top Peers

Company (Ticker)	Rec	Rank
Amazon.com, Inc. (AMZN)	Neutral	3
Alibaba Group Holding Limited (BABA)	Neutral	3
Ceridian HCM Holding Inc. (CDAY)	Neutral	3
Facebook, Inc. (FB)	Neutral	3
Alphabet Inc. (GOOGL)	Neutral	4
MercadoLibre, Inc. (MELI)	Neutral	3
Snap Inc. (SNAP)	Neutral	3
Twitter, Inc. (TWTR)	Neutral	4

Industry Comparison Industry: Internet - Software				Industry Peers		
	JCOM	X Industry	S&P 500	FB	GOOGL	TWTR
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	3	4	4
VGM Score	A	-	-	B	C	F
Market Cap	4.05 B	546.69 M	20.82 B	553.53 B	922.46 B	24.39 B
# of Analysts	5	4	14	12	12	9
Dividend Yield	0.00%	0.00%	2.07%	0.00%	0.00%	0.00%
Value Score	B	-	-	C	D	F
Cash/Price	0.16	0.13	0.06	0.10	0.14	0.29
EV/EBITDA	8.64	-0.13	12.12	16.63	15.90	18.85
PEG Ratio	1.37	2.80	2.51	1.36	1.95	2.31
Price/Book (P/B)	3.09	5.18	2.74	5.48	4.59	2.77
Price/Cash Flow (P/CF)	6.98	22.60	11.23	22.86	19.33	11.28
P/E (F1)	10.94	44.51	19.26	26.99	32.99	68.75
Price/Sales (P/S)	2.95	4.34	2.16	7.55	5.53	7.05
Earnings Yield	8.96%	0.64%	5.03%	3.71%	3.03%	1.45%
Debt/Equity	0.89	0.13	0.72	0.09	0.07	0.36
Cash Flow (\$/share)	11.90	-0.00	7.01	8.49	69.45	2.76
Growth Score	B	-	-	A	B	D
Hist. EPS Growth (3-5 yrs)	16.66%	16.66%	10.88%	53.35%	24.24%	NA
Proj. EPS Growth (F1/F0)	5.03%	-1.15%	-6.94%	11.91%	-17.23%	-80.92%
Curr. Cash Flow Growth	18.38%	1.44%	5.92%	-8.33%	12.62%	123.58%
Hist. Cash Flow Growth (3-5 yrs)	20.21%	18.18%	8.55%	38.21%	19.91%	55.36%
Current Ratio	1.06	1.48	1.23	4.40	3.37	9.15
Debt/Capital	47.09%	18.70%	43.90%	8.61%	6.83%	26.38%
Net Margin	15.95%	-16.16%	11.15%	28.57%	20.71%	42.37%
Return on Equity	28.61%	-13.19%	16.47%	22.15%	17.59%	4.87%
Sales/Assets	0.46	0.62	0.54	0.59	0.63	0.29
Proj. Sales Growth (F1/F0)	7.42%	8.44%	-1.52%	4.95%	3.23%	-5.93%
Momentum Score	B	-	-	C	C	F
Daily Price Chg	7.84%	2.18%	2.91%	6.17%	8.89%	7.99%
1 Week Price Chg	0.63%	0.33%	-1.74%	6.04%	-0.19%	7.64%
4 Week Price Chg	22.01%	21.41%	21.33%	21.67%	21.78%	33.32%
12 Week Price Chg	-15.05%	-11.07%	-16.28%	-7.58%	-7.18%	-6.89%
52 Week Price Chg	-3.91%	-16.63%	-7.57%	0.60%	14.39%	-20.87%
20 Day Average Volume	425,314	425,314	2,658,107	23,790,044	2,541,193	20,949,986
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	0.23%	-0.82%	0.00%
(F1) EPS Est 4 week change	-1.00%	-0.03%	-6.32%	-11.41%	-13.98%	-77.84%
(F1) EPS Est 12 week change	-0.20%	-15.06%	-12.93%	-22.58%	-25.95%	-86.78%
(Q1) EPS Est Mthly Chg	-1.75%	0.00%	-11.84%	-21.16%	-20.73%	-373.33%

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## 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 have an excellent 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.

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### 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	<b>B</b>
Growth Score	<b>B</b>
Momentum Score	<b>B</b>
VGM Score	<b>A</b>

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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