

KeyCorp (KEY)

\$20.33 (As of 04/08/21)

Price Target (6-12 Months): **\$21.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 03/08/21)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:B

Value: B

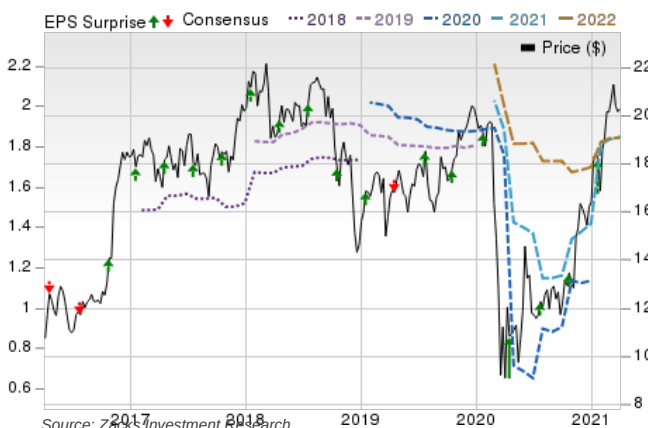
Growth: D

Momentum: A

Summary

Shares of KeyCorp have outperformed the industry over the past six months. The company's earnings surpassed the Zacks Consensus Estimate in each of the trailing four quarters. Its inorganic growth initiatives, efforts to improve fee income, and robust loans and deposit balances are expected to continue aiding growth in the quarters ahead. Moreover, its efficient capital deployment activities indicate a solid liquidity position, through which it is expected to continue to enhance shareholder value. However, pressure on margins due to near-zero interest rates remains a major concern. Moreover, persistently increasing expenses (mainly due to acquisitions and technological upgrades), are expected to hurt the bottom line to an extent. Further, the company's exposure to risky loan portfolios makes us apprehensive about its growth prospects.

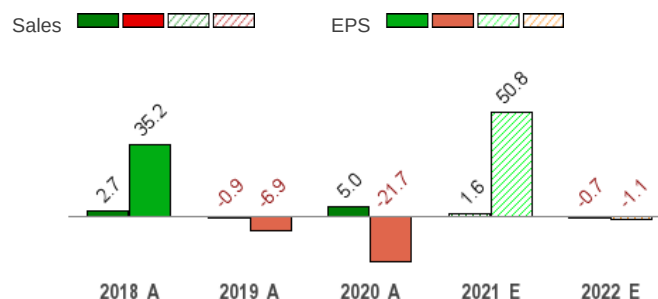
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$21.81 - \$9.05
20-Day Average Volume (Shares)	11,499,658
Market Cap	\$19.7 B
Year-To-Date Price Change	25.2%
Beta	1.56
Dividend / Dividend Yield	\$0.74 / 3.6%
Industry	Banks - Major Regional
Zacks Industry Rank	Top 43% (108 out of 253)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	30.2%
Last Sales Surprise	7.3%
EPS F1 Estimate 4-Week Change	3.5%
Expected Report Date	04/20/2021
Earnings ESP	-0.1%

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2022	1,657 E	1,674 E	1,689 E	1,725 E	6,747 E
2021	1,699 E	1,691 E	1,677 E	1,707 E	6,793 E
2020	1,458 A	1,710 A	1,681 A	1,837 A	6,686 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2022	\$0.45 E	\$0.45 E	\$0.44 E	\$0.45 E	\$1.88 E
2021	\$0.49 E	\$0.48 E	\$0.47 E	\$0.47 E	\$1.90 E
2020	\$0.12 A	\$0.16 A	\$0.41 A	\$0.56 A	\$1.26 A

*Quarterly figures may not add up to annual.

P/E TTM	16.4
P/E F1	10.8
PEG F1	NA
P/S TTM	2.7

The data in the charts and tables, including the Zacks Consensus EPS and sales estimates, is as of 04/08/2021. The report's text and the analyst-provided price target are as of 04/09/2021.

Overview

Cleveland, OH-based KeyCorp provides a wide range of products and services, such as commercial and retail banking, commercial leasing, investment management, consumer finance as well as investment banking products in 15 states through a network of more than 1,000 branches.

Additionally, KeyCorp's bank, KeyBank National Association, its registered investment advisor, and its trust company subsidiaries offer personal and corporate trust services, personal financial services, access to mutual funds, cash management services, investment banking and capital markets products as well as international banking services.

KeyCorp operates through the following three business segments:

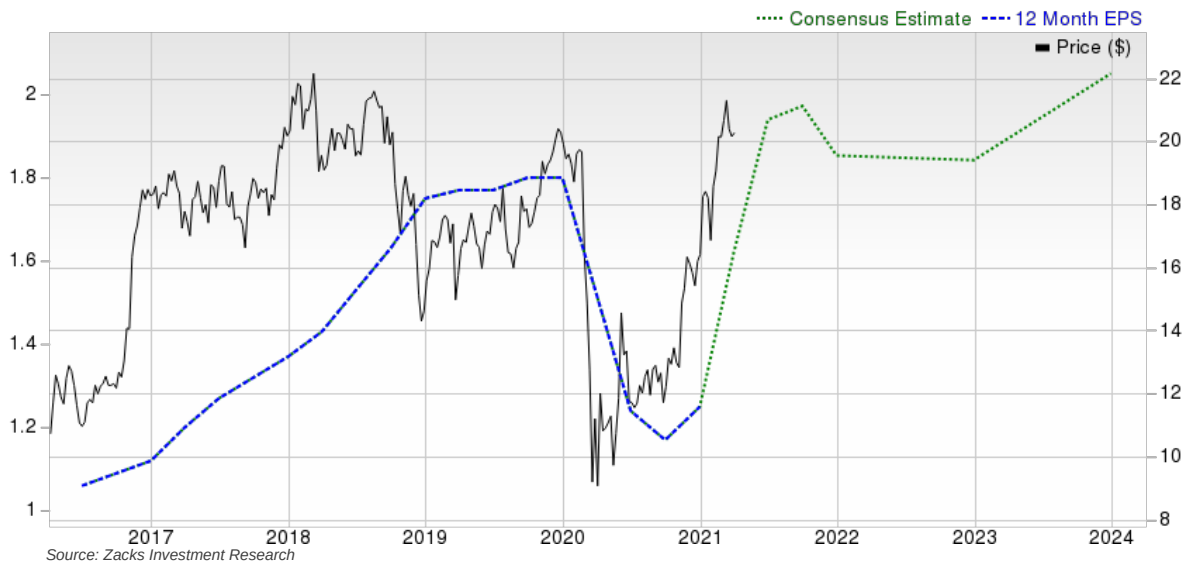
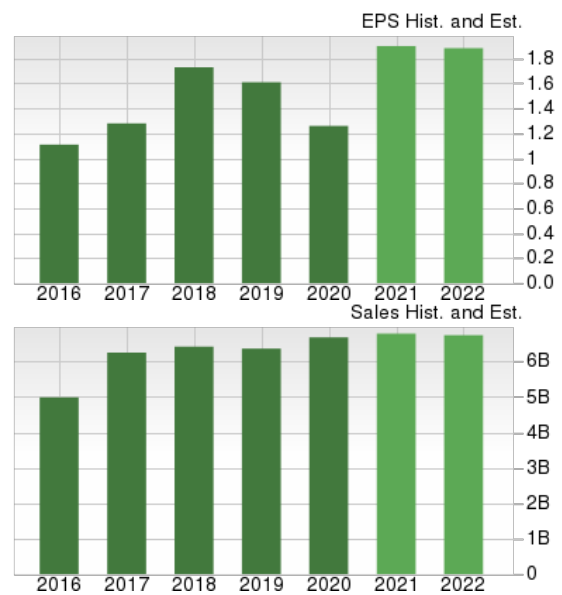
Consumer Bank (51.2% of total revenues in 2020) serves consumers and small to mid-sized businesses by offering a variety of deposit, investment as well as lending and wealth management products and services. The segment also purchases retail auto sales contracts. These products and services are provided through a 15-state branch network.

Commercial Bank (47.7%) is a full-service corporate and investment bank, focused largely on serving the needs of middle market clients. The segment offers a wide-range of products to its clients, including syndicated finance, debt and equity capital markets, commercial payments, equipment finance, commercial mortgage banking, derivatives, foreign exchange, financial advisory and public finance.

Other Segments (1.1%) consists of Corporate Treasury, Community Development, Principal Investing unit and a diverse range of exit portfolios.

In 2016, KeyCorp acquired First Niagara Financial Group. In 2017, it acquired HelloWallet and Cain Brothers & Company, LLC. In 2018, it sold Key Insurance & Benefits Services, Inc. In 2019, the company acquired Laurel Road Bank's digital lending business. In March 2021, it acquired data analytics-driven consultancy firm, AQN Strategies LLC.

As of Dec 31, 2020, KeyCorp had \$170.3 billion in total assets, \$101.2 billion in total loans, deposits of \$135.3 billion and shareholders' equity of \$18 billion.



Reasons To Buy:

- ▲ KeyCorp has been witnessing solid organic growth over the past several years. Though tax-equivalent revenues declined in 2019, the same witnessed a compound annual growth rate (CAGR) of 2.1% over the last four years (2017-2020). During the same period, loans witnessed a CAGR of 5.4% and deposits saw a CAGR of 8.7%. Decent growth in loans and deposit balances, along with the company's efforts to strengthen fee income are expected to keep supporting top-line growth in the upcoming quarters.
- ▲ KeyCorp's inorganic growth efforts also seem impressive. In March, it acquired data analytics-driven consultancy firm, AQN Strategies LLC. In 2019, the company acquired Laurel Road Bank's digital lending operation. Earlier, in 2017, it acquired Cain Brothers and HelloWallet, while in 2016, the company acquired First Niagara. These efforts bode well for the future and are expected to enhance profitability and market share. In fact, KeyCorp is expected to continue with opportunistic buyouts, which will likely help diversify revenue sources.
- ▲ KeyCorp has a robust balance sheet. As of Dec 31, 2020, the company had total debt worth \$14.7 billion, up 7.1% sequentially. Its cash and due from banks totaled \$1.1 billion as of the same date. Nevertheless, its fourth-quarter 2020 times-interest-earned ratio of 6.1 reflects improvement on a sequential basis. While its total debt to total capital of 43.3% at the end of the fourth quarter increased from the prior quarter, KeyCorp's earnings strength indicates that it will likely continue to be able to meet debt obligations in the near term even if the economic situation worsens.
- ▲ Amid the coronavirus-induced economic slowdown, the Federal Reserve had restricted dividends and share repurchases by major banks with an aim to conserve liquidity last year. Nonetheless, following the second round of stress test, these restrictions were removed to some extent. Thus, KeyCorp announced a new share buyback plan worth up to \$900 million shares for the first three quarters of 2021, while maintaining dividend payment at 18.5 cents per share. Thus, driven by a strong capital position and earnings strength, the company is expected to sustain efficient capital deployments in the future.
- ▲ Shares of KeyCorp have outperformed the industry over the past six months. Moreover, the company's earnings estimates for 2021 have been revised 2.2% upward over the past seven days. Further, the stock seems undervalued than the broader industry. Its current price-book and price-earnings (F1) ratios are below the respective industry averages. The stock has a Value Score of B. Therefore, given the strength in fundamentals and positive estimate revisions, the stock has decent upside potential left.

KeyCorp remains well-poised to benefit from improvement in loans and deposit balances, and a robust balance sheet. Moreover, its inorganic growth strategy is likely to continue supporting financials.

Reasons To Sell:

- ▼ After slashing interest rates thrice in 2019, the Federal Reserve cut rates to near-zero in March 2020 in order to support the U.S. economy from the coronavirus-induced slowdown. Amid lower rates, KeyCorp's net interest margin (NIM) from continuing operations has been witnessing a declining trend over the past few years - 2.77% in 2020, 3.04% in 2019, and 3.17% in both 2018 and 2017. A similar trend is expected to persist in the near term as the central bank has signaled no rate hike anytime soon.
- ▼ KeyCorp has been witnessing a persistent rise in expenses over the past few years. While expenses declined in 2018 and 2019, driven by the company's \$200 million cost-reduction program, the same witnessed a six-year (2015-2020) CAGR of 7.7%. The rise was mainly due to higher personal costs. The company's investment in franchise, technological upgrades and inorganic growth strategy are likely to keep costs elevated in the near term.
- ▼ KeyCorp has substantial exposure to residential prime loans and commercial real estate loans. As of Dec 31, 2020, the company's exposure to these loan portfolios was 32.9% of total loans. Though there has been an improvement in the housing sector over the past few years, if there is significant deterioration in the real estate prices, it will likely create troubles for the company.
- ▼ KeyCorp's trailing 12-month return on equity (ROE) undercuts its growth potential. The company's ROE of 8.09% compares unfavorably with 14.86% for the S&P 500, reflecting that it is less efficient in using shareholders' funds.

Pressure on margins due to near-zero rates is likely to hamper KeyCorp's top-line growth. Also, elevated expenses (mainly due to acquisitions and technological upgrades) will hurt profitability.

Last Earnings Report

KeyCorp's Q4 Earnings Beat, Revenues & Expenses Rise Y/Y

KeyCorp's fourth-quarter 2020 earnings of 56 cents per share surpassed the Zacks Consensus Estimate of 43 cents. Also, the figure was 24.4% higher than the prior-year quarter number.

Results for the reported quarter benefited from a rise in revenues, robust loan and deposit balances, and drastically lower provisions. However, lower rates and a rise in operating expenses were the undermining factors.

Net income from continuing operations attributable to common shareholders was \$549 million, up 25.1% year over year.

For 2020, earnings per share of \$1.26 surpassed the Zacks Consensus Estimate of \$1.14 per share. However, the figure was 21.7% lower than the prior year's reported number. Net income from continuing operations was \$1.22 billion, down 24.1% year over year.

Quarter Ending 12/2020

Report Date	Jan 21, 2021
Sales Surprise	7.34%
EPS Surprise	30.23%
Quarterly EPS	0.56
Annual EPS (TTM)	1.25

Revenues Improve & Expenses Increase

Total revenues in the reported quarter grew 12.7% year over year to \$1.84 billion. Also, the figure surpassed the Zacks Consensus Estimate of \$1.71 billion.

For the year, total revenues of \$6.69 billion increased 5% year over year. The figure surpassed the Zacks Consensus Estimate of \$6.58 billion.

Quarterly tax-equivalent net interest income (NII) increased 5.7% year over year to \$1.04 billion. The rise was attributed to higher earning asset balances and loan fees, partially offset by lower NIM.

Taxable-equivalent NIM from continuing operations decreased 28 basis points (bps) to 2.70%.

Non-interest income was \$802 million, increasing 23.2% year over year. The rise was due to an increase in almost all fee income components except for service charges on deposit accounts, corporate services income and corporate-owned life insurance income.

Non-interest expenses rose 15.1% to \$1.13 billion. The increase was due to a rise in all cost components except for net occupancy expenses and costs related to intangible asset amortization.

At the fourth quarter end, average total deposits were \$135.72 billion, up marginally from the prior quarter. Average total loans were \$101.71 billion, down 3.1% on a sequential basis.

Credit Quality: Mixed Bag

Net loan charge-offs, as a percentage of average loans, increased 11 bps year over year to 0.53%. Allowance for loan and lease losses was \$1.63 billion, surging 80.7%. Further, non-performing assets, as a percentage of period-end portfolio loans, other real estate owned properties assets and other non-performing assets were 0.92%, up 17 bps. However, provision for credit losses fell 81.7% year over year to \$20 million.

Capital Ratios Mixed

KeyCorp's tangible common equity to tangible assets ratio was 7.9% as of Dec 31, 2020, down from 8.6% in the corresponding period of 2019. Also, Tier 1 risk-based capital ratio was 11.1%, up from 10.9% in the prior-year quarter.

2021 Outlook

Management expects average loan balances to be stable compared to 2020. Deposits are expected to increase by low single digits.

Tax-equivalent NII (including ongoing participation in paycheck protection program (PPP) is expected to be in line with the 2020 level. The company expects non-interest income to be up by low-single digits.

Expenses are likely to decline by low-single digits. The company plans to consolidate approximately 7% of branches by this year end.

Net charge-offs (NCOs) to average loans are expected to be in the 50-60 bps range.

GAAP tax rate is anticipated at 19%.

Long-Term Targets

The company expects to achieve cash efficiency ratio of 54-56%.

NCO rate is expected to be 40-60 bps.

Return on tangible common equity (ROTCE) is expected to be 16-19%.

Recent News

KeyCorp Boosts Digital Capabilities, Buys AQN Strategies - Mar 2, 2021

KeyCorp acquired data analytics-driven consultancy firm, AQN Strategies LLC. The acquisition is part of KeyCorp's efforts to employ data-driven approaches, which will help it in expanding its customer reach.

AQN's founder and managing partner, Ben Sabloff, has been named the head of analytics at KeyCorp. Sabloff is now responsible for leading the bank's customer-focused analytics strategies.

Ken Gavrity, the head of Payments & Analytics at KeyCorp, stated, "I am pleased to welcome Ben Sabloff and the AQN team to Key. Having worked with them over the past two years as a consultant to Key, I am excited to combine Key's unique platform and AQN's deep analytics expertise."

Gavrity added, "The dynamic nature of our industry and the vast amounts of data available from our increasing digital environment require a relentless focus on insights and experimentation to drive customer value and create great customer experiences."

Sabloff said, "We're very excited to join Key. We look forward to bringing our experience and our data-driven approach to drive strategies that will enable Key's targeted scale strategy across its vast customer base. I'm confident that our people and capabilities are a natural complement to the bank's strengths and strategy."

Dividend Update

On Jan 14, KeyCorp announced a quarterly cash dividend of 18.5 cents per share. The dividend was paid out on Mar 15 to shareholders of record as of Mar 2.

Valuation

KeyCorp's shares are up 23.8% in the year to date period and 69.2% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Finance sector are up 24.7% and 12.1% so far this year, respectively. Over the past year, the Zacks sub-industry and the sector are up 50.5% and 42%, respectively.

The S&P 500 index is up 9.2% in the year to date period and 49.3% in the past year.

The stock is currently trading at 10.99X forward 12 months earnings, which compares to 13.13X for the Zacks sub-industry, 17.11X for the Zacks sector and 22.86X for the S&P 500 index.

Over the past five years, the stock has traded as high as 16.70X and as low as 4.32X, with a 5-year median of 11.04X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$21 price target reflects 11.35X forward earnings.

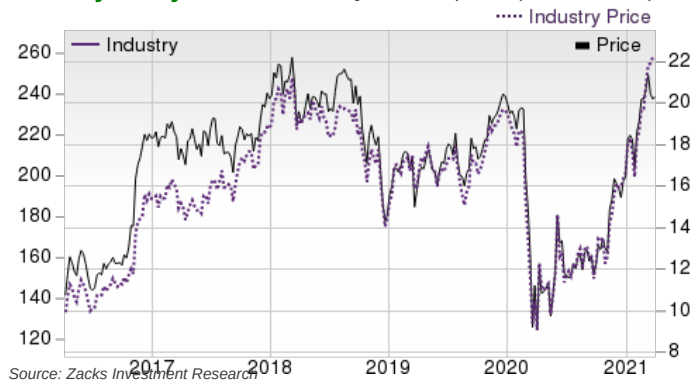
The table below shows summary valuation data for KEY

Valuation Multiples - KEY					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	10.99	13.13	17.11	22.86
	5-Year High	16.7	14.2	17.16	23.83
	5-Year Low	4.32	8.01	11.6	15.3
	5-Year Median	11.04	11.66	14.81	18
P/TB TTM	Current	1.5	2.25	3.63	17.37
	5-Year High	2.16	2.68	4.06	17.39
	5-Year Low	0.66	1.21	2.05	8.07
	5-Year Median	1.54	2.12	3.55	11.26
P/S F12M	Current	2.91	4.3	7.89	4.71
	5-Year High	4.07	4.59	7.89	4.71
	5-Year Low	1.21	2.39	5.03	3.21
	5-Year Median	2.79	3.62	6.16	3.71

As of 04/08/2021

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Top 43% (108 out of 253)



Top Peers

Company (Ticker)	Rec	Rank
Fifth Third Bancorp (FITB)	Outperform	2
The Bank of New York Mellon Corporation (BK)	Neutral	3
BankUnited, Inc. (BKU)	Neutral	3
Comerica Incorporated (CMA)	Neutral	3
M&T Bank Corporation (MTB)	Neutral	3
The PNC Financial Services Group, Inc (PNC)	Neutral	3
State Street Corporation (STT)	Neutral	3
Truist Financial Corporation (TFC)	Neutral	3

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

Industry Comparison Industry: Banks - Major Regional				Industry Peers		
	KEY	X Industry	S&P 500	FITB	MTB	PNC
Zacks Recommendation (Long Term)	Neutral	-	-	Outperform	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	2	3	3
VGM Score	B	-	-	D	C	B
Market Cap	19.72 B	42.09 B	29.78 B	27.30 B	19.83 B	75.58 B
# of Analysts	10	9	12	12	8	10
Dividend Yield	3.60%	2.63%	1.34%	2.81%	2.85%	2.58%
Value Score	B	-	-	C	C	B
Cash/Price	0.93	1.59	0.06	1.37	1.33	1.23
EV/EBITDA	8.68	-0.40	16.88	2.58	-0.45	3.64
PEG F1	NA	1.76	2.37	1.54	0.94	2.35
P/B	1.25	1.31	3.98	1.30	1.32	1.40
P/CF	13.79	12.60	16.79	12.60	11.64	16.92
P/E F1	10.96	13.44	21.91	12.67	12.56	16.46
P/S TTM	2.69	3.25	3.39	3.25	3.16	4.10
Earnings Yield	9.20%	7.44%	4.48%	7.89%	7.96%	6.08%
Debt/Equity	0.85	0.75	0.66	0.71	0.29	0.69
Cash Flow (\$/share)	1.47	5.24	6.78	3.03	13.13	10.52
Growth Score	D	-	-	F	D	C
Historical EPS Growth (3-5 Years)	6.94%	7.45%	9.39%	7.45%	11.83%	3.01%
Projected EPS Growth (F1/F0)	50.32%	44.60%	15.24%	40.36%	23.53%	-36.14%
Current Cash Flow Growth	-32.66%	-27.77%	0.61%	-16.46%	-24.48%	-33.29%
Historical Cash Flow Growth (3-5 Years)	4.49%	3.10%	7.37%	3.10%	6.06%	-3.01%
Current Ratio	0.91	0.85	1.39	0.91	1.06	0.88
Debt/Capital	43.26%	41.57%	41.26%	39.32%	21.30%	40.77%
Net Margin	17.58%	19.09%	10.59%	16.97%	21.54%	40.83%
Return on Equity	8.09%	8.09%	14.86%	8.06%	9.24%	5.98%
Sales/Assets	0.04	0.04	0.51	0.04	0.05	0.04
Projected Sales Growth (F1/F0)	0.74%	-0.65%	7.33%	-0.65%	0.88%	3.65%
Momentum Score	A	-	-	A	A	A
Daily Price Change	-1.02%	-0.30%	0.03%	-0.68%	-0.86%	-0.08%
1-Week Price Change	0.60%	-0.51%	0.35%	-1.20%	-1.27%	-1.26%
4-Week Price Change	-3.65%	0.67%	3.57%	0.34%	-1.74%	0.67%
12-Week Price Change	7.40%	9.88%	8.22%	17.21%	2.34%	10.28%
52-Week Price Change	69.28%	52.56%	51.47%	114.03%	33.21%	68.95%
20-Day Average Volume (Shares)	11,499,658	5,980,815	2,047,782	7,268,683	943,362	1,908,695
EPS F1 Estimate 1-Week Change	0.26%	0.55%	0.00%	0.55%	-0.45%	0.18%
EPS F1 Estimate 4-Week Change	3.54%	3.54%	0.00%	6.21%	1.56%	5.55%
EPS F1 Estimate 12-Week Change	20.86%	17.56%	2.24%	23.56%	14.15%	27.96%
EPS Q1 Estimate Monthly Change	3.04%	3.64%	0.00%	4.61%	1.22%	8.73%

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	B
Growth Score	D
Momentum Score	A
VGM Score	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.

Disclosures

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

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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 a 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.