

Nielsen Holdings (NLSN)

\$25.30 (As of 06/16/21)

Price Target (6-12 Months): **\$27.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 02/08/21)

Prior Recommendation: Underperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:B

Value: A

Growth: D

Momentum: B

Summary

Nielsen's ongoing focus on operational efficiency is driving the company's growth. We believe the company's consistent investment in the product portfolio and growing client adoption are expected to continue aiding business growth. Positive contributions from acquisitions are also driving the company's growth. Moreover, strong organic revenue growth prospect for 2021 is encouraging. Notably, the stock has outperformed the industry it belongs to on a year-to-date basis. However, the company's ongoing investments in technology and infrastructure remain risks for margin expansion. Mounting competition in the digital space poses a major threat to its market position. Also, a challenging environment due to the COVID-19 global pandemic and currency headwinds remain concerns.

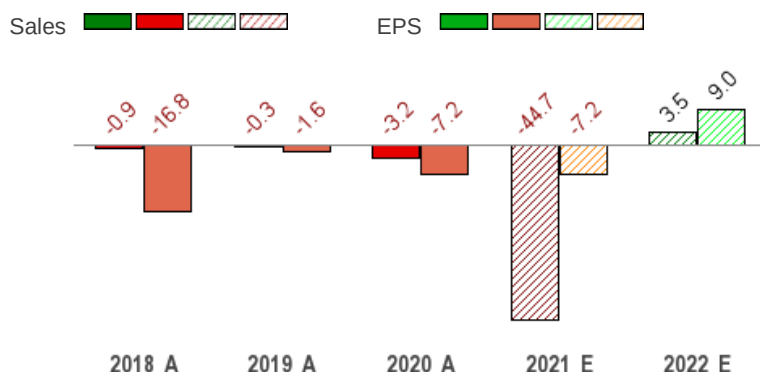
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$28.42 - \$13.13
20-Day Average Volume (Shares)	2,754,170
Market Cap	\$9.1 B
Year-To-Date Price Change	21.2%
Beta	1.46
Dividend / Dividend Yield	\$0.24 / 0.9%
Industry	Business - Information Services
Zacks Industry Rank	Bottom 31% (173 out of 252)

Sales and EPS Growth Rates (Y/Y %)



Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2022	882 E	891 E	894 E	916 E	3,602 E
2021	863 A	854 E	868 E	899 E	3,481 E
2020	1,559 A	1,496 A	1,563 A	1,672 A	6,290 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2022	\$0.43 E	\$0.40 E	\$0.41 E	\$0.42 E	\$1.69 E
2021	\$0.47 A	\$0.38 E	\$0.36 E	\$0.36 E	\$1.55 E
2020	\$0.29 A	\$0.41 A	\$0.43 A	\$0.53 A	\$1.67 A

*Quarterly figures may not add up to annual.

Last EPS Surprise	46.9%
Last Sales Surprise	2.4%
EPS F1 Estimate 4-Week Change	0.0%
Expected Report Date	08/04/2021
Earnings ESP	0.0%
P/E TTM	13.8
P/E F1	16.3
PEG F1	1.3
P/S TTM	1.6

The data in the charts and tables, including the Zacks Consensus EPS and sales estimates, is as of 06/16/2021. The report's text and the

analyst-provided price target are as of 06/17/2021.

Overview

Nielsen N.V. formerly Nielsen Holdings NV, has its headquarters in the Netherlands and New York City. Nielsen is a leading global information and audience measurement company that offers information and analysis about consumers and consumer behavior to organizations.

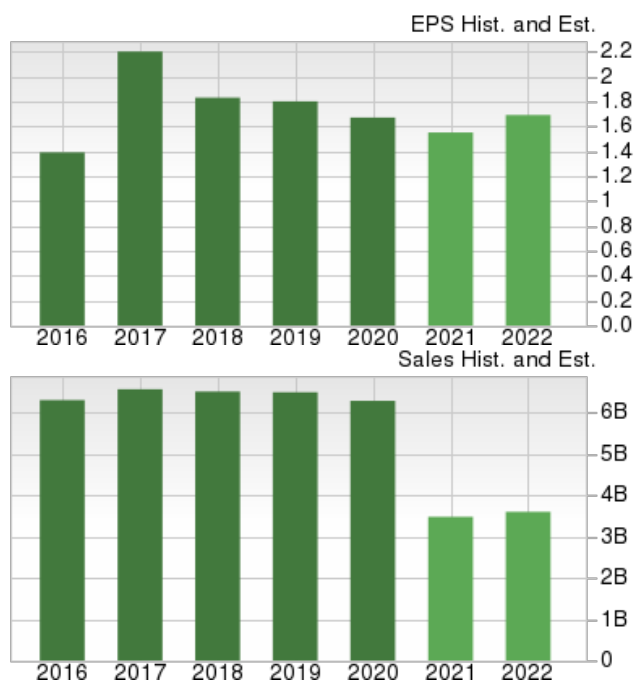
It analyzes what consumers watch and how it impacts their buying behavior, locally as well as globally. Nielsen's clients include media, advertising and consumer packaged goods companies all over the world. The company operates in two segments: Nielsen Global Media and Nielsen Global Connect.

Global Media: This segment is comprised of Audience Measurement and Plan / Optimize. The company offers listening data, analytics and viewership to the media and advertising industries via this segment. Further, it helps these companies to establish the value of their advertising inventory and maximize the value of their content. Nielsen generated \$3.4 billion of revenues from this segment in 2020, which accounted for 53.4% of the total revenues.

Global Connect: This segment is comprised of Measure and Predict / Activate. It offers analytical services and tracking and scan data via its measurement services to the consumer packaged goods companies. Further, the segment helps these companies to measure their market share and track sales transactions per month in their retail outlets. The company generated \$2.9 billion of revenues from this segment in 2020 which contributed 46.6% to the total revenues.

As part of the ongoing strategic review plan, the company has decided to separate Global Media and Global Connect businesses into two independent, publicly-traded companies - the Global Media business and the Global Connect business.

The company has many direct and indirect competitors in all markets around the world including GfK, Ipsos, Kantar and local companies in individual countries. It also faces competition in the United States and globally from companies that provide panel-based internet measurement services such as comScore, providers of site-centric Web analytics solutions, including IBM Digital Analytics, Google, Adobe and WebTrends. Other competitors include companies that measure consumer generated media on the internet such as Twelvelfold and Visible Technologies.



Reasons To Buy:

- ▲ Nielsen has a **dominant position in the U.S. television market**. It is the leading and primary provider of audience measurement information and analytics for TV in the country. As new technologies enable video viewing online, both content providers and advertisers are looking for a known and trusted source to compare performance and reach. Since they have traditionally relied on Nielsen for TV, it positions the company very strongly to cater to this trend.
- ▲ Management believes that the key to sustained growth is through expansion into **emerging markets**. The company will continue to benefit from positive demographic trends and ongoing investments in coverage and penetration. The main reason for this is the growth of the middle class in these emerging markets namely Brazil, Russia, India and China. Additionally, retail trade in these markets is quickly evolving from small, local formats into larger, more modern ones with the installation of electronic point of sale terminals. Nielsen's measurement methodologies help consumer packaged goods companies, retailers and media companies to harness the growing consumer buying power of the local consumers in a more effective way. Given the increasing middle class population and the rapid modernization of the retail trade in these regions, there is a significant long-term opportunity for the company.
- ▲ Nielsen has **strong prospects in China**, where the e-Commerce market is growing at a double-digit rate. Nielsen has signed many deals with Alibaba, giving its clients a better understanding of the highly-competitive Chinese e-Commerce space. Recently, Nielsen announced the launch of its Digital Ad Ratings solution in China in collaboration with Tencent, which is one of the largest and most-used Internet service portals in the country with more than 800 million active user accounts. The deal will allow Nielsen to offer mobile data from Tencent's huge user base to advertisers, publishers and agencies in China. Therefore, by collaborating with the largest players in the region, Nielsen has good growth opportunity in China. Moreover, with these Internet companies enjoying a tremendous control over the total retail experience, Nielsen's is poised well to grow over the long term.

The company's strong position in the U.S. TV measurement market, continuous expansion into emerging markets, strategic acquisitions and strong prospects in China should drive growth.

Reasons To Sell:

- ▼ Nielsen operates in a highly **competitive** segment of the technology and media industry. There have been many technological developments in the past which have threatened the company's position. This technology evolution includes set-top boxes, Internet TV, scan-based retail data, and e-Commerce, which provide alternative means to measure TV viewing habits. Moreover, now-a-days people watch programs over their computers or other electronic devices. As a result, content providers and advertisers are keen to get comparative data regarding how does a digital campaign do with respect to TV. Therefore, Nielsen must change its measurement methods to account for changing viewing habits and also bring in innovative measurement techniques to give a better comparative data. Though Nielsen's measurement techniques are the industry standard in traditional TV, it is not so in digital TV yet. On the other hand, other digital measurement companies like comScore and WPP, which are dominant in the digital space, are making all efforts to achieve census data in TV. However, the company is striving to improve its digital traction by expanding Nielsen Digital Ad Ratings to include smartphone measurement. This will provide their clients with a complete view of their digital audience across computer, tablets and smartphones.
- ▼ Nielsen derives a major portion of its revenues from outside the U.S. This exposes the company to **foreign currency translation impacts** and poses a threat to its growth. The company also faces other risks like local legislation, monetary devaluation, exchange control restrictions and unstable political conditions, which may hamper revenue growth and impact the financial position of the company.
- ▼ The **balance sheet remains highly leveraged**. As of Mar 31, 2021, net debt balance was \$5.55 billion. Net debt leverage ratio was 3.77X at the end of first quarter. The high financial leverage could pose a potential risk for Nielsen to meet interest and principal obligations, making it a bit risky to invest in this company.

Nielsen operates in a highly competitive segment of the technology and media industry. Its high exposure to foreign currency headwinds, weakness in Europe and high debt level remain headwinds.

Last Earnings Report

Nielsen Q1 Earnings Lag Estimates, Revenues Up Y/Y

Nielsen Holdings reported first-quarter 2021 adjusted earnings of 29 cents per share, which lagged the Zacks Consensus Estimate by 9.4% but surged 81.3% year over year.

Total revenues were \$863 million up 2.5% year over year and beat the consensus estimate by 2.4%. On a constant-currency (cc) basis, revenues increased 2.5% year over year.

Markedly, on Mar 5, Nielsen completed the divestiture of the Global Connect business for \$2.4 billion in net proceeds, which resulted in a \$542-million preliminary gain on sale, net of taxes.

Quarter Details

Audience Measurement revenues increased 2.8% year over year to \$632 million. Outcomes/Connect revenues were \$231 million, up 1.8% year over year.

Adjusted EBITDA was \$388 million, up 19% year over year. Adjusted EBITDA margin expanded 620 basis points (bps) to 45%.

Nielsen's selling, general and administrative expenses were \$206 million, increasing 2% year over year.

Operating income was \$253 million, up 43% year over year.

Balance Sheet & Cash Flow

As of Mar 31, 2021, cash and cash equivalent balance was \$1.19 billion, up from \$500 million on Dec 31, 2020.

Moreover, as of Mar 31, 2021, gross debt was \$6.75 billion, resulting in net debt (gross debt less cash and cash equivalents) of \$5.55 billion and a net debt leverage ratio of 3.77x.

2021 Guidance

For 2021, revenues are expected to increase in the range of 2-3%. Organic revenues are expected to increase in the range of 3.5-4.5%.

Adjusted EBITDA is anticipated in the range of \$1.470-\$1.490 billion. Meanwhile, adjusted EBITDA margin is expected within 42.25-42.5%.

Further, adjusted earnings are expected between \$1.47 and \$1.58 per share.

Additionally, Nielsen expects free cash flow in the range of \$595-\$645 million.

Quarter Ending	03/2021
Report Date	May 06, 2021
Sales Surprise	2.40%
EPS Surprise	46.88%
Quarterly EPS	0.47
Annual EPS (TTM)	1.84

Recent News

On **Jun 15, 2021**, Nielsen collaborated with HIS Markit to incorporate automotive data of Polk Automotive Solutions provided by the latter into its audience and outcomes measurement solutions. The partnership will help advertisers gain a clear understanding of today's auto customers and help them make better marketing decisions to engage auto audiences.

On **May 25, 2021**, Nielsen's Gracenote broadened its international video metadata coverage for including Poland to serve the country's healthy appetite for entertainment content.

On **May 19, 2021**, Nielsen — in collaboration with Boston Globe Media Partners, LLC — launched a custom and proprietary cross-platform study to help the New England-based metro organization in strengthening its brand position and fostering better engagement among local communities.

On **Apr 29, 2021**, Nielsen introduced Podcast Ad Effectiveness+ for measuring the effectiveness of podcast advertising including brand lift and memorability across podcasting audiences.

On **Apr 12, 2021**, Nielsen launched its cloud-based campaign measurement tool namely Nielsen Market Lift. The company strives to help marketers in maximizing their return on investments with the new tool, which is well-equipped to deliver results quickly across a range of tactics, including markets, categories, media types and channels.

On **Mar 1, 2021**, Nielsen entered into an agreement to sell its Advanced Video Advertising (AVA) business to Roku. Further, Nielsen has formed a strategic alliance with Roku to integrate its ad and content measurement products into the latter's platform.

Valuation

Nielsen shares are up 21.2% in the year-to-date period and 67.7% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Business Services sector are up 6.7% and 0.6% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and the sector are up 2.7% and 0.9%, respectively

The S&P 500 index is up 13.2% in the year-to-date period and 37.7% in the past year.

The stock is currently trading at 15.7X forward 12-month earnings, which compares to 30.45X for the Zacks sub-industry, 30.35X for the Zacks sector and 21.71X for the S&P 500 index.

Over the past five years, the stock has traded as high as 19.03X and as low as 7.31X, with a 5-year median of 13.67X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$27 price target reflects 16.49X forward 12-month earnings.

The table below shows summary valuation data for NLSN

Valuation Multiples - NLSN					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	15.7	30.45	30.35	21.71
	5-Year High	19.03	30.77	30.59	23.83
	5-Year Low	7.31	19.64	19.03	15.31
	5-Year Median	13.67	23.44	22.11	18.05
P/S F12M	Current	2.56	8.97	5.47	4.7
	5-Year High	3.08	9.08	5.47	4.74
	5-Year Low	0.63	3.76	2.9	3.21
	5-Year Median	1.55	5.13	3.5	3.72
EV/EBITDA TTM	Current	6.95	21.08	15.2	17.34
	5-Year High	13.47	21.66	15.92	17.74
	5-Year Low	4.27	11.47	8.42	9.63
	5-Year Median	7.92	16.19	11.3	13.47

As of 06/16/2021

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Bottom 31% (173 out of 252)



Top Peers

Company (Ticker)	Rec	Rank
Black Knight Financial Services, Inc. (BKI)	Neutral	3
FactSet Research Systems Inc. (FDS)	Neutral	3
Netflix, Inc. (NFLX)	Neutral	3
Quotient Technology Inc. (QUOT)	Neutral	3
comScore, Inc. (SCOR)	Neutral	3
Triton International Limited (TRTN)	Neutral	2
TransUnion (TRU)	Neutral	2
The Trade Desk Inc. (TTD)	Neutral	3

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

Industry Comparison Industry: Business - Information Services				Industry Peers		
	NLSN	X Industry	S&P 500	FDS	NFLX	SCOR
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	3	3	3
VGM Score	B	-	-	D	B	B
Market Cap	9.07 B	11.64 B	29.96 B	12.36 B	218.34 B	354.21 M
# of Analysts	3	7	12	9	22	2
Dividend Yield	0.95%	0.18%	1.3%	1.00%	0.00%	0.00%
Value Score	A	-	-	C	D	B
Cash/Price	0.13	0.04	0.05	0.05	0.04	0.09
EV/EBITDA	9.22	22.35	17.13	22.89	15.10	7.84
PEG F1	1.28	3.09	2.12	3.67	1.45	NA
P/B	2.86	7.59	4.17	12.65	16.95	1.62
P/CF	5.70	23.28	17.46	23.81	15.94	77.03
P/E F1	16.05	30.87	21.27	29.33	47.23	NA
P/S TTM	1.62	7.71	3.46	8.04	8.27	0.99
Earnings Yield	6.13%	3.07%	4.62%	3.41%	2.12%	-13.21%
Debt/Equity	1.86	0.59	0.66	0.59	1.15	0.00
Cash Flow (\$/share)	4.44	3.81	6.83	13.71	30.90	0.06
Growth Score	D	-	-	C	A	B
Historical EPS Growth (3-5 Years)	-10.12%	15.54%	9.44%	14.34%	95.10%	NA
Projected EPS Growth (F1/F0)	-7.19%	11.41%	21.49%	2.39%	71.46%	14.18%
Current Cash Flow Growth	-32.77%	12.97%	0.86%	15.94%	22.32%	-109.25%
Historical Cash Flow Growth (3-5 Years)	0.91%	13.61%	7.28%	14.20%	30.02%	-43.62%
Current Ratio	1.28	1.53	1.39	3.20	1.27	0.59
Debt/Capital	65.00%	37.15%	41.51%	36.94%	53.56%	46.28%
Net Margin	10.46%	13.41%	11.95%	25.24%	14.24%	-20.18%
Return on Equity	25.28%	14.00%	16.48%	48.42%	34.47%	-29.01%
Sales/Assets	0.40	0.48	0.51	0.74	0.68	0.53
Projected Sales Growth (F1/F0)	-44.65%	8.63%	9.41%	5.84%	18.84%	4.36%
Momentum Score	B	-	-	F	A	C
Daily Price Change	-1.79%	-0.46%	-0.54%	-0.46%	0.10%	0.69%
1-Week Price Change	-3.29%	0.80%	0.10%	0.92%	-1.21%	-2.95%
4-Week Price Change	-6.95%	2.63%	2.62%	1.26%	0.97%	15.53%
12-Week Price Change	1.20%	1.59%	8.60%	1.59%	-5.45%	25.43%
52-Week Price Change	68.67%	19.20%	35.66%	8.79%	9.97%	38.05%
20-Day Average Volume (Shares)	2,754,170	130,895	1,734,994	130,895	2,967,572	599,924
EPS F1 Estimate 1-Week Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	0.00%	0.00%	0.05%	0.00%	0.44%	0.00%
EPS F1 Estimate 12-Week Change	3.78%	0.84%	3.39%	-0.46%	6.30%	-22.34%

Past performance is no guarantee of future results. Please see important disclosures and definitions at the end of this report.

EPS Q1 Estimate Monthly Change	0.00%	:	0.00%	0.00%	:	0.00%	-0.14%	0.00%
Source: Zacks Investment Research								

Zacks Stock Rating System

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

Zacks Recommendation

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

Zacks Rank

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

Zacks Style Scores

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

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

Value Score	A
Growth Score	D
Momentum Score	B
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.

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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 mediumterm 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 mostrecent dividend paid by the company. Dividend yield is an estimate of the dividend-only return from a stock in the next 12 months. Since dividend itself doesn't change frequently, dividend yield usually changes with a stock's price movement. As a result, often an unusually high dividend yield is a result of weak stock price.

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

proportionate to its market value.

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

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

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

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

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

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

Periods:

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

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

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

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

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

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

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

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

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

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

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

EV/CF Ratio: The enterprise value-to-cash flow ratio is calculated as a company's enterprise value (market capitalization + value of total long-

term debt + book value of preferred shares - cash and marketable securities) divided by the trailing-12-month (TTM) operating cash flow. It's a measure of how long it would take to buy the entire business if you were able to use all the company's operating cash flow.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

However, this ratio can vary widely from industry to industry, the ideal amount of required debt being different. Some businesses are more capital

intensive than others and typically require higher debt to finance their operations. So, a company's debt-to-capital ratio should be compared with the same for its industry.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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