

Scotts Miracle-Gro(SMG)

\$154.91 (As of 10/30/20)

Price Target (6-12 Months): **\$172.00**

Long Term: 6-12 Months

Zacks Recommendation:

Outperform

(Since: 04/05/20)

Prior Recommendation: Neutral

Short Term: 1-3 Months

Zacks Rank: (1-5)

1-Strong Buy

Zacks Style Scores:

VGM:C

Value: D

Growth: A

Momentum: D

Summary

Annual earnings estimates for Scotts Miracle-Gro have moved up over the past month. The company is expected to benefit from the synergies of the Sunlight Supply acquisition. The buyout provides Scotts Miracle-Gro with modern and cost-efficient supply chain in the hydroponic industry. Also, the company's prospects for the hydroponic products appear bright in the long term. The company is likely to gain from long-term prospects and cost-saving opportunities associated with the Hawthorne division. Moreover, Scotts Miracle-Gro is likely to gain from the new line of organic plant food products. The company is witnessing strong growth in its GroundClear and Performance Organics product lines. The company's effort to reduce debt is encouraging. It has also outperformed the industry it belongs to in the past year.

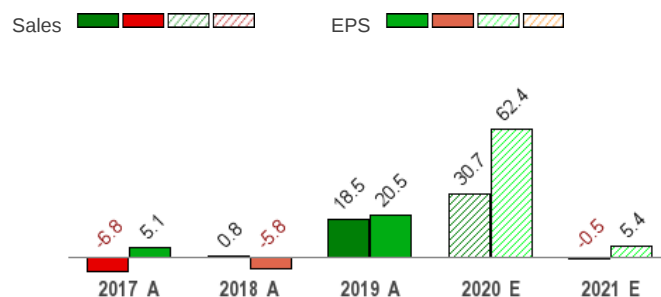
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$176.08 - \$76.50
20-Day Average Volume (Shares)	266,228
Market Cap	\$8.4 B
Year-To-Date Price Change	41.3%
Beta	1.08
Dividend / Dividend Yield	\$2.48 / 1.7%
Industry	Fertilizers
Zacks Industry Rank	Bottom 12% (217 out of 248)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	13.4%
Last Sales Surprise	12.8%
EPS F1 Estimate 4-Week Change	1.3%
Expected Report Date	11/04/2020
Earnings ESP	-42.9%

P/E TTM	23.9
P/E F1	20.3
PEG F1	1.9
P/S TTM	2.2

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	455 E	1,471 E	1,434 E	775 E	4,104 E
2020	366 A	1,383 A	1,493 A	885 E	4,126 E
2019	298 A	1,190 A	1,170 A	498 A	3,156 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	-\$1.04 E	\$5.06 E	\$4.09 E	-\$0.34 E	\$7.65 E
2020	-\$1.12 A	\$4.50 A	\$3.80 A	\$0.07 E	\$7.26 E
2019	-\$1.39 A	\$3.64 A	\$3.11 A	-\$0.91 A	\$4.47 A

*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 10/30/2020. The reports text is as of 11/02/2020.

Overview

Based in Marysville, OH, The Scotts Miracle-Gro Company is a leading producer and marketer of branded garden and consumer lawn products. The company makes, markets and sells garden and lawn products in various categories including Lawn Care, Gardening and Landscape, Hydroponics, Controls and Marketing Agreement.

The company's products are marketed under some of the most recognized brand names in North America like Scotts and Turf Builder lawn and grass seed products, LiquaFeed and Osmocote gardening and landscape products.

In the United Kingdom, some of its major brands are Miracle-Gro plant fertilizers, EverGreen lawn fertilizers, Weedol and Pathclear herbicides and Levington gardening and landscape products.

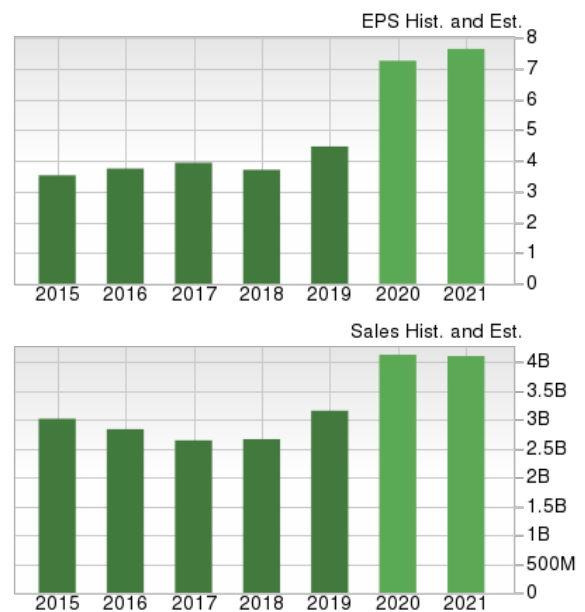
Scotts Miracle-Gro's operations are mainly focused on three reportable business segments — U.S. Consumer, Hawthorne and Other.

U.S. Consumer (72% of Fiscal 2019 Sales) – The division consists of consumer garden and lawn business located in the United States. The lawn care products include lawn fertilizers, grass seed products along with lawn-related pest, weed and disease control products. The landscape and gardening category enable consumers to grow vegetable and flower gardens and beautify landscape. It includes complete array water-soluble plant foods.

Hawthorne (21%) – The segment consists of urban, indoor and hydroponic gardening business. The hydroponic category enables consumers to grow flowers, plants as well as vegetables in an urban and indoor environment using very little or no soil.

Other (7%) – This division consists of consumer lawn and garden business in regions other than the United States and the products are sold to commercial nurseries, greenhouses and other professional customers.

In June 2018, the company's Hawthorne division acquired all the assets along with certain liabilities of Sunlight Supply, Inc and subsidiaries. Notably, Sunlight Supply is the largest distributor of hydroponic products in the United States. The buyout strengthens the Scotts Miracle-Gro's Hawthorne segment.



Source: Zacks Investment Research

Reasons To Buy:

- ▲ Scotts Miracle-Gro has outperformed the industry it belongs to in the past year. The company's shares have gained 50.1% in this period against the industry's 9.7% decline. The company should gain from the synergies of the Sunlight Supply acquisition. The buyout creates unique competitive advantages for the company's Hawthorne division. The acquisition provides the company with most modern and cost-efficient supply chain in the hydroponic industry that will benefit its retail customers and end-consumers. As a result of the acquisition, the company expects year-over-year improvement in adjusted earnings per share as well as growth in total sales and gross margin. Moreover, net sales in the Hawthorne segment surged 95% in fiscal 2019, partly driven by the favorable impact of Sunlight Supply buyout. Further, Scotts Miracle-Gro now projects adjusted earnings for fiscal 2020 between \$6.65 and \$6.85, higher than \$5.65-\$5.85 expected earlier.
- ▲ Scotts Miracle-Gro is likely to benefit from the continued long-term prospects and cost savings opportunities associated with its Hawthorne division. In third-quarter fiscal 2018, the company announced the launch of an initiative called Project Catalyst. The project is a company-wide restructuring effort to reduce operating costs throughout the Hawthorne, U.S. Consumer and Other units. Also, profitability in the U.S. Consumer and Hawthorne segment rose 14% and 145% year over year, respectively, in the last reported quarter. Notably, revenues in the Hawthorne segment surged 72% year over year in the fiscal third quarter. The company now anticipates Hawthorne's sales to grow 55-60% in fiscal 2020, up from 45-50% expected earlier.
- ▲ The company's prospects for the hydroponic products remain bright in the long-term. It is a leading provider of nutrients, lighting and other materials that are used in the hydroponic growing segment. Also, it is one of the world's leading marketers of indoor and hydroponic growing products. The company remains bullish on the long-term prospects for the division's strong leadership position. The company also believes that there will be growth and investment in the business. The company is focused on bringing new products to the market in the consumer segment. Also, it is likely to gain from legally authorized cannabis production as the cannabis industry grows in the United States and Canada.
- ▲ The company is likely to gain from its new line of organic plant food and growing media products — Miracle-Gro Performance Organics. This is the first organic product line that delivers performance at par with synthetic products. The company believes that Performance Organics will be a major new product and has the potential to transform the gardening industry category. The company is also expected to add new consumers into the space. It is witnessing strong growth in its GroundClear and Performance Organics product lines. Notably, Performance Organics delivered sales of nearly \$40 million in the first year (fiscal 2019). It also helped to drive a 6% improvement in the consumer purchases of the company's branded soils. The company expects the momentum to continue in fiscal 2020. Notably, the Ortho weed control products rose around 5% in the last reported quarter, driven by the GroundClear that continues to boost its market share position in the non-selective weed control space.
- ▲ The company's effort to reduce debt is encouraging. At the end of the fiscal third quarter, its long-term debt fell around 3% year over year to \$1,516 million and declined from \$2,114 million in the sequentially prior quarter. Also, its total debt-to-total capital ratio stood at 0.63 as of Jun 30, 2020, sequentially lower than 0.75 at the end of the prior quarter. As such, the company appears to have a lower default risk.

Scotts Miracle-Gro should benefit from the synergies of the Sunlight Supply acquisition. The company should also gain from the long-term prospects and cost savings opportunities associated with its Hawthorne division.

Risks

- The company's high Selling, General and Administrative (SG&A) expenses are a concern. Its SG&A rose 11% year over year in fiscal 2019. The same surged 43% year over year in the fiscal third quarter. Also, the company expects variable compensation to be \$60-\$70 million higher year over year. The company is also aggressively investing in the Hawthorne unit, which is weighing on SG&A. As such, rising expenses may exert pressure on its margins.
 - Increased investments in supply chain, sales and marketing and other areas are expected to impact the company's margin rate in fiscal 2020. The company also expects margin rate to decline sequentially in the fiscal fourth quarter.
 - The company's stretched valuation is another concern. In case of Scotts Miracle-Gro, the trailing 12-month EV/EBITDA multiple (a preferred valuation metric for cyclical industries) is 15.62 while its industry's trailing 12-month EV/EBITDA multiple is lower at 9.22. As such, investors might not want to pay more for the stock at present.
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Last Earnings Report

Scotts Miracle-Gro's Q3 Earnings & Sales Top Estimates

Scotts Miracle-Gro reported net income from continuing operations of \$204.3 million or \$3.57 per share in third-quarter fiscal 2020 (ended Jun 27, 2020), up from \$178 million or \$3.15 per share in the year-ago quarter.

Barring one-time items, adjusted earnings per share (EPS) were \$3.80, up 22.2% year over year. The figure beat the Zacks Consensus Estimate of \$3.35.

Net sales rose 27.6% year over year to \$1,492.7 million and beat the consensus mark of \$1,323.6 million.

Company-wide gross margin rate (as adjusted) was 36.1% compared with 36.2% in the year-ago quarter.

Segment Details

In the fiscal third quarter, net sales in the U.S. Consumer division increased 21% year over year to \$1,075.8 million. Profitability in the unit increased 14% year over year to \$310.5 million.

Net sales in the Hawthorne segment rose 72% year over year to \$302.9 million in the reported quarter, driven by strong demand in almost all categories. The segment's profit surged 145% year over year to \$41.1 million.

Net sales in the Other segment increased 9% year over year to \$114 million. The segment's profitability rose 9% year over year to \$14.4 million in the quarter.

Balance Sheet

At the end of the fiscal third quarter, the company had cash and cash equivalents of \$48.3 million, up 32.7% year over year. Long-term debt was \$1,516 million, down 3% year over year.

Outlook

For fiscal 2020, the company revised its sales growth outlook.

In the U.S. Consumer unit, the company projects sales growth of 20-22% for the fiscal, up from 9-11% expected earlier. It now expects sales in the Hawthorne segment to rise 55-60% in fiscal 2020, up from 45-50% expected earlier.

Based on these assumptions, Scotts Miracle-Gro now projects adjusted EPS between \$6.65 and \$6.85 compared with earnings of \$5.65-\$5.85 expected earlier. Adjusted free cash flow is expected to be around \$400 million, up from the earlier projection of roughly \$350 million.

Quarter Ending	06/2020
Report Date	Jul 29, 2020
Sales Surprise	12.77%
EPS Surprise	13.43%
Quarterly EPS	3.80
Annual EPS (TTM)	6.27

Recent News

Scotts Miracle-Gro Issues Fiscal 2020 Update on Strong Demand

On **Sep 14, 2020**, Scotts Miracle-Gro provided an update for its fiscal 2020 view. The company expects net sales and adjusted earnings per share to surpass its prior guidance issued in July.

For fiscal 2020 (ending Sep 30, 2020), the company now projects adjusted earnings to be around \$7.25 compared with previous guidance of \$6.65-\$6.85. This is likely to be driven by company-wide sales growth of more than 30%.

Per Scotts Miracle-Gro, the momentum in the U.S. Consumer and Hawthorne segments is exceeding the company's expectations. Its key business drivers over the past six months have been highly engaged retailer support and strong consumer demand. The company expects the trend to continue into the first quarter of fiscal 2021. Further, it expects lower expenses to act as tailwind next year.

Scotts Miracle-Gro Introduces Venture Capital Fund

Scotts Miracle-Gro, on **Jun 25, 2020**, announced the launch of 1868 Ventures, which will focus on investments in controlled environment agriculture technologies, natural and organic alternatives for fertilizers and controls, plant genetics as well as sustainable products and packaging.

Per the company, the fund is part of its commitment to discover innovative approaches to address evolving needs of gardeners and professional growers. Further, investments will be targeted toward areas where Scotts Miracle-Gro may be a partner, a logical customer or can add value through expertise in product formulation and development, retail distribution, marketing and branding as well as indoor growing products.

The company also stated that the fund will be stage-agnostic. It will focus on early and growth stage companies that have demonstrated traction in the market and are generating revenues. Initially, the typical investments will be between \$0.25 million and \$2.5 million, including reserves for follow-on investments.

1868 Ventures will mainly pursue investments in companies that operate in North America. The investment efforts will be managed along with Touchdown Ventures, which specializes in corporate venture capital. Touchdown will work closely with Scotts Miracle-Gro's senior executives to operate the fund.

Valuation

Scotts Miracle-Gro's shares are up 41.8% in the year-to-date period and up 50.1% over the trailing 12-month period. Stocks in the Zacks Fertilizers industry and the Zacks Basic Materials sector are down 8.6% and 1% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and sector are down 9.7% and up 3.7%, respectively.

The S&P 500 index is up 1.6% in the year-to-date period and up 6.5% in the past year.

The stock is currently trading at 19.55X forward 12-month earnings, which compares to 19.93X for the Zacks sub-industry, 12.27X for the Zacks sector and 20.96X for the S&P 500 index.

Over the past five years, the stock has traded as high as 27.14X and as low as 13.73X, with a 5-year median of 19.9X.

Our Outperform recommendation indicates that the stock will perform better than the market. Our \$172 price target reflects 22.41X forward 12-month earnings per share.

The table below shows summary valuation data for SMG:

Valuation Multiples - SMG					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	19.55	19.93	12.27	20.96
	5-Year High	27.14	41	21.07	23.47
	5-Year Low	13.73	11.01	9.84	15.27
	5-Year Median	19.9	19.84	13.16	17.7
EV/EBITDA TTM	Current	15.62	9.22	7.5	14.27
	5-Year High	30.3	21.48	18.4	15.68
	5-Year Low	10.85	5.88	6.5	9.55
	5-Year Median	15.62	9.62	10.11	13.11
P/B TTM	Current	8.34	1.12	2.23	5.68
	5-Year High	18.03	2.03	3.07	6.2
	5-Year Low	5.05	0.62	1.23	3.75
	5-Year Median	8.18	1.35	2.21	4.91

As of 10/30/2020

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Bottom 12% (217 out of 248)



Source: Zacks Investment Research

Top Peers

Company (Ticker)	Rec	Rank
Spectrum Brands Holdings Inc. (SPB)	Outperform	2
Aurora Cannabis Inc. (ACB)	Neutral	4
Aphria Inc. (APHA)	Neutral	3
Central GardenPet Company (CENT)	Neutral	2
Canopy Growth Corporation (CGC)	Neutral	3
Cronos Group Inc. (CRON)	Neutral	3
GW Pharmaceuticals PLC (GWPH)	Neutral	3
Reckitt Benckiser Group PLC (RBGLY)	Neutral	2

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

Industry Comparison Industry: Fertilizers				Industry Peers		
	SMG	X Industry	S&P 500	CENT	RBGLY	SPB
Zacks Recommendation (Long Term)	Outperform	-	-	Neutral	Neutral	Outperform
Zacks Rank (Short Term)	1	-	-	2	2	2
VGM Score	C	-	-	A	A	B
Market Cap	8.37 B	5.91 B	22.55 B	2.13 B	62.78 B	2.45 B
# of Analysts	4	4	14	3	2	3
Dividend Yield	1.65%	0.54%	1.68%	0.00%	1.94%	2.95%
Value Score	D	-	-	A	C	C
Cash/Price	0.01	0.08	0.07	0.22	0.05	0.18
EV/EBITDA	12.73	6.24	12.97	10.80	NA	12.58
PEG F1	1.92	3.10	2.59	NA	NA	0.71
P/B	8.30	1.02	3.30	2.01	5.04	1.77
P/CF	24.41	4.49	12.54	15.10	6.09	5.69
P/E F1	20.25	22.02	20.14	19.38	20.76	13.25
P/S TTM	2.24	0.81	2.51	0.83	NA	0.65
Earnings Yield	5.10%	4.11%	4.72%	5.16%	4.82%	7.54%
Debt/Equity	1.51	0.48	0.70	0.65	1.12	1.93
Cash Flow (\$/share)	6.15	3.66	6.92	2.58	2.90	9.99
Growth Score	A	-	-	A	A	B
Historical EPS Growth (3-5 Years)	7.37%	-2.52%	10.10%	15.07%	NA	NA
Projected EPS Growth (F1/F0)	5.30%	-21.63%	-1.80%	2.20%	-5.56%	19.04%
Current Cash Flow Growth	15.63%	6.78%	5.54%	-4.06%	178.96%	64.31%
Historical Cash Flow Growth (3-5 Years)	4.73%	-1.27%	8.50%	21.71%	29.42%	16.24%
Current Ratio	1.61	1.86	1.37	3.81	0.83	2.08
Debt/Capital	60.16%	34.32%	41.80%	39.56%	52.77%	65.90%
Net Margin	8.71%	4.08%	10.46%	4.28%	NA	-1.86%
Return on Equity	45.36%	4.26%	14.93%	11.16%	NA	11.34%
Sales/Assets	1.03	0.43	0.50	1.19	NA	0.74
Projected Sales Growth (F1/F0)	-0.04%	-4.93%	-0.40%	0.48%	10.00%	2.40%
Momentum Score	D	-	-	C	C	B
Daily Price Change	-3.98%	-0.09%	-0.27%	-1.47%	-1.12%	-1.11%
1-Week Price Change	-4.36%	-1.15%	0.01%	-2.90%	-3.86%	-3.07%
4-Week Price Change	-0.29%	-0.88%	-1.73%	-3.16%	-11.48%	-3.02%
12-Week Price Change	-4.28%	-8.60%	-1.45%	-9.31%	-13.05%	0.35%
52-Week Price Change	49.47%	-13.44%	-2.94%	29.78%	11.92%	13.26%
20-Day Average Volume (Shares)	266,228	71,702	1,805,578	57,555	620,077	284,757
EPS F1 Estimate 1-Week Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	1.32%	-3.87%	0.44%	0.84%	3.66%	1.90%
EPS F1 Estimate 12-Week Change	4.83%	2.40%	2.86%	15.08%	4.94%	21.97%
EPS Q1 Estimate Monthly Change	0.00%	-3.00%	0.26%	0.00%	NA	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	D
Growth Score	A
Momentum Score	D
VGM Score	C

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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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.