

Scotts Miracle-Gro(SMG)

\$230.53 (As of 03/24/21)

Price Target (6-12 Months): **\$242.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 11/16/20)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

2-Buy

Zacks Style Scores:

VGM:D

Value: D

Growth: C

Momentum: F

Summary

Earnings estimates for Scotts Miracle-Gro for the fiscal second quarter have been increasing over the past month. The company is expected to benefit from synergies of the Sunlight Supply acquisition. The buyout provides it with modern and cost-efficient supply chain. Moreover, the company's prospects in 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. It is witnessing strong sales in this unit. Moreover, the company is gaining from the new line of organic plant food products. It has also outperformed the industry over a year. However, the company's high marketing expenses are exerting pressure on its margins. Higher capital expenditure, rising debt and stretched valuation are other concerns.

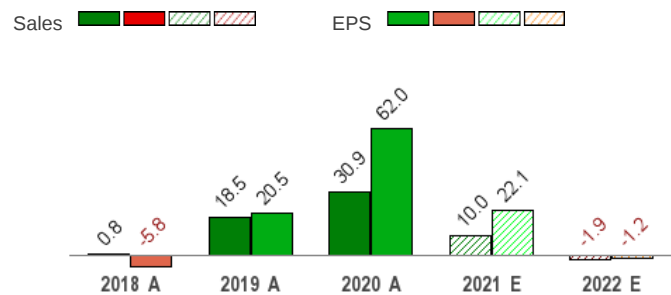
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$250.00 - \$90.63
20-Day Average Volume (Shares)	470,243
Market Cap	\$12.8 B
Year-To-Date Price Change	15.8%
Beta	1.16
Dividend / Dividend Yield	\$2.48 / 1.1%
Industry	Fertilizers
Zacks Industry Rank	Top 10% (26 out of 254)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	153.4%
Last Sales Surprise	21.5%
EPS F1 Estimate 4-Week Change	-2.3%
Expected Report Date	05/05/2021
Earnings ESP	4.6%

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2022	716 E	1,621 E	1,404 E	772 E	4,459 E
2021	749 A	1,728 E	1,393 E	677 E	4,547 E
2020	366 A	1,383 A	1,493 A	890 A	4,132 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2022	-\$0.47 E	\$5.61 E	\$3.85 E	-\$0.02 E	\$8.73 E
2021	\$0.39 A	\$5.50 E	\$3.38 E	-\$0.42 E	\$8.84 E
2020	-\$1.12 A	\$4.50 A	\$3.80 A	\$0.06 A	\$7.24 A

*Quarterly figures may not add up to annual.

P/E TTM	26.4
P/E F1	26.1
PEG F1	NA
P/S TTM	2.8

The data in the charts and tables, including the Zacks Consensus EPS and sales estimates, is as of 03/24/2021. The report's text and the analyst-provided price target are as of 03/25/2021.

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.

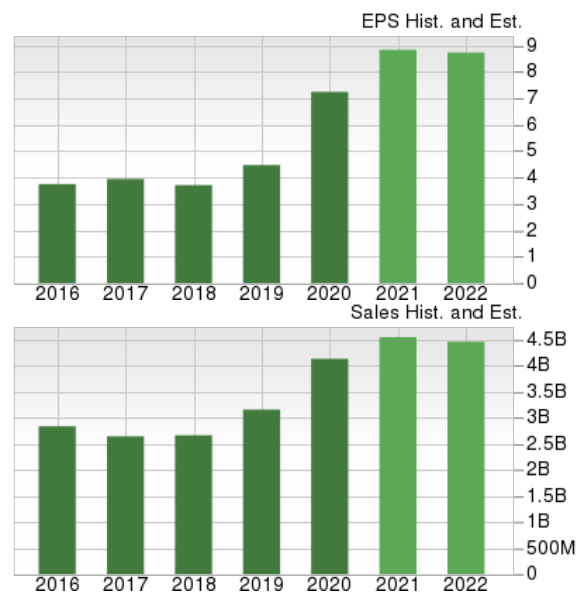
Scotts Miracle-Gro's operations are mainly focused on three reportable business segments — U.S. Consumer, Hawthorne and Other.

U.S. Consumer (68% of Fiscal 2020 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 (26%) – 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 (6%) – 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.



Reasons To Buy:

- ▲ Scotts Miracle-Gro has outperformed the industry it belongs to in the past year. The company's shares have gained 122.3% in this period against the industry's 95.2% rise. 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. Further, Scotts Miracle-Gro projects adjusted earnings for fiscal 2021 between \$8 and \$8.40, higher than \$7.24 in fiscal 2020.
- ▲ 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 Hawthorne segment surged 223% year over year in the last reported quarter while sales climbed 71%. This marked the fourth consecutive quarter in which the company recorded sales growth of at least 60%. The company now anticipates Hawthorne's sales to grow 20-30% in full-year fiscal 2021. The guidance for 2021 suggests Hawthorne revenues for 2021 of at least \$1.2 billion. The company's prospects for the hydroponic products also 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.
- ▲ Scotts Miracle-Gro is witnessing solid growth in its U.S. Consumer division, which has seen its sales climb 147% year over year in the most recent quarter. The company is also 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. The company also completed its deal with Bonnie Plants and has a 50% equity stake in that company. This deal strengthens its commitment towards the category of lawn and category which is expected to be critical for the future success of the company.

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.

Reasons To Sell:

- ▼ The company's high Selling, General and Administrative (SG&A) expenses are a concern. Its SG&A climbed 31% year over year in the first-quarter fiscal 2021. The increase was due to marketing expenses. The company is planning to further increase its marketing spend for fiscal 2021. As such, higher expenses may exert pressure on its margins.
- ▼ Increased capital expenditure target for fiscal 2021 and higher compensation on a year over year basis may affect the company's ability to generate free cash flows. Also, higher commodity costs are a concern.
- ▼ The company's high debt level is another matter of concern. At the end of the fiscal first quarter, the company's long-term debt rose around 0.5% year over year to \$1,979.8 million and also increased from \$1,455.1 million at the end of the sequentially prior 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 18.97 while its industry's trailing 12-month EV/EBITDA multiple is lower at 14.09. As such, investors might not want to pay more for the stock at present.

High SG&A expenses and increased investments in Hawthorne is likely to exert pressure on margins. Higher capital expenditure and stretched valuation are other concerns.

Last Earnings Report

Scotts Miracle-Gro Tops Q1 Earnings and Sales Estimates

Scotts Miracle-Gro reported net income from continuing operations of \$25.2 million or 43 cents per share in first-quarter fiscal 2021 (ended Jan 2, 2021) against a net loss of \$71.3 million or \$1.28 per share in the year-ago quarter.

The company has historically reported a loss during its first quarter thanks to the seasonal nature of the lawn and garden industry. The 2021 results signify the first time it has reported a first-quarter profit.

Barring one-time items, adjusted earnings per share (EPS) were 39 cents per share, up 134.8% year over year. The figure topped the Zacks Consensus Estimate of a loss of 73 cents.

Net sales surged 104.6% year over year to \$748.6 million and beat the consensus mark of \$616 million.

Company-wide gross margin rate (as adjusted) was 26.7% compared with 14.9% in the year-ago quarter.

These results are primarily driven by strong retailer support in the U.S. Consumer segment and continued momentum in the Hawthorne segment.

Segment Details

In the first quarter, net sales in the U.S. Consumer division increased 147% year over year to \$408.2 million. The segment reported profits of \$45.3 million against a loss of \$40.1 million in the prior-year quarter.

Net sales in the Hawthorne segment rose 71% year over year to \$309.4 million in the reported quarter. The segment's profits skyrocketed 223% year over year to \$40.4 million.

Net sales in the Other segment increased 58% year over year to \$31 million. The segment reported no profit or loss in the quarter compared with a loss of \$3.5 million in the prior-year quarter.

Balance Sheet

At the end of first quarter, the company had cash and cash equivalents of \$21.5 million, down 21.5% year over year. Long-term debt was \$1,979.8 million, up 0.5% year over year.

Outlook

The company expects sale growth of 1-6% in fiscal 2021 compared with 0-5% expected earlier. Sales guidance in the Hawthorne segment was raised to 20-30% from 15-20% expected previously. U.S. Consumer sales guidance has been reaffirmed at 0 to -5%.

The adjusted EPS guidance of \$8.00-\$8.40 is reaffirmed as well. The company stated that it now expects SG&A to drop 3-8% from 2020 levels, compared with the previous estimate of a 6-11% year-over-year decline.

The adjusted gross margin rate is now projected to decline 125-175 basis points (bps) year-over-year. This updated guidance for gross margin rate compares with the previously anticipated decline of 50 bps.

Quarter Ending 12/2020

Report Date	Feb 03, 2021
Sales Surprise	21.53%
EPS Surprise	153.42%
Quarterly EPS	0.39
Annual EPS (TTM)	8.75

Recent News

ScottsMiracle-Gro Updates Outlook for U.S. Consumer Unit

ScottsMiracle-Gro, on **Mar 1, 2021**, announced that it now expects to report positive growth in its U.S. Consumer segment for fiscal 2021, which suggests an increase from its earlier sales guidance of flat to- 5%.

With the projected growth in the U.S. Consumer segment, the company anticipates to surpass its current earnings guidance of \$8.00-\$8.40 per share on an adjusted basis. The company expects to provide specific updated ranges for sales and earnings per share (EPS) later this spring.

The company's shipments are well ahead of previous year's base as retailers prepare for the peak of the lawn and garden season. The consumer purchases of the company products at the largest retailers have increased 25% percent year-to-date.

Valuation

Scotts Miracle-Gro's shares are up 122.3% over the trailing 12-month period. Over the past year, the Zacks Fertilizers industry and the Zacks Basic Materials sector are up 95.2% and 75%, respectively.

The S&P 500 index is up 50.8% in the past year.

The stock is currently trading at 26.69X forward 12-month earnings, which compares to 21.31X for the Zacks sub-industry, 10.37X for the Zacks sector and 22.13X for the S&P 500 index.

Over the past five years, the stock has traded as high as 28.74X and as low as 13.73X, with a 5-year median of 20.36X.

Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$242 price target reflects 28.01X 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	26.69	21.31	10.37	22.13
	5-Year High	28.74	40.88	21.08	23.8
	5-Year Low	13.73	14.76	10.23	15.3
	5-Year Median	20.36	21.31	13.16	17.9
EV/EBITDA TTM	Current	18.97	14.09	9.38	17.38
	5-Year High	30.3	21.97	18.46	17.68
	5-Year Low	10.85	6.04	6.47	9.62
	5-Year Median	15.51	10.6	9.67	13.33
P/B TTM	Current	18.91	1.7	2.49	6.6
	5-Year High	20.13	2.14	3.09	6.71
	5-Year Low	5.05	0.65	1.22	3.83
	5-Year Median	8.68	1.42	2.26	4.97

As of 03/24/2021

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Top 10% (26 out of 254)



Top Peers

Company (Ticker)	Rec	Rank
Spectrum Brands Holdings Inc. (SPB)	Outperform	2
Aurora Cannabis Inc. (ACB)	Neutral	3
Aphria Inc. (APHA)	Neutral	3
Central Garden & Pet 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)	Neutral	-	-	Neutral	Neutral	Outperform
Zacks Rank (Short Term)	2	-	-	2	2	2
VGM Score	D	-	-	B	C	C
Market Cap	12.84 B	9.60 B	28.51 B	2.90 B	63.89 B	3.47 B
# of Analysts	4	4	13	3	2	2
Dividend Yield	1.08%	0.28%	1.41%	0.00%	1.91%	2.07%
Value Score	D	-	-	B	C	B
Cash/Price	0.00	0.05	0.06	0.21	0.03	0.06
EV/EBITDA	21.61	11.52	15.86	12.05	NA	11.95
PEG F1	NA	2.51	2.30	NA	NA	NA
P/B	18.91	1.32	3.82	2.67	5.42	2.40
P/CF	25.39	9.25	15.83	15.94	13.27	9.65
P/E F1	26.08	21.53	21.27	25.07	21.33	15.02
P/S TTM	2.84	1.49	3.23	1.04	NA	0.82
Earnings Yield	3.83%	4.65%	4.64%	3.99%	4.69%	6.65%
Debt/Equity	2.92	0.43	0.67	0.73	1.07	1.72
Cash Flow (\$/share)	9.08	3.25	6.78	3.30	1.35	8.43
Growth Score	C	-	-	B	B	C
Historical EPS Growth (3-5 Years)	12.54%	1.19%	9.32%	12.65%	NA	NA
Projected EPS Growth (F1/F0)	22.06%	60.86%	14.55%	-7.08%	0.00%	32.07%
Current Cash Flow Growth	48.46%	-7.21%	0.61%	24.71%	-53.26%	-25.49%
Historical Cash Flow Growth (3-5 Years)	11.93%	-2.12%	7.32%	20.10%	9.00%	55.21%
Current Ratio	1.59	1.57	1.39	3.51	0.77	1.77
Debt/Capital	74.46%	31.00%	41.42%	42.06%	51.67%	63.22%
Net Margin	10.71%	5.89%	10.59%	4.66%	NA	4.85%
Return on Equity	62.42%	4.59%	14.75%	13.61%	NA	19.43%
Sales/Assets	1.17	0.44	0.51	1.22	NA	0.82
Projected Sales Growth (F1/F0)	10.05%	13.25%	6.95%	5.32%	4.08%	8.95%
Momentum Score	F	-	-	F	D	D
Daily Price Change	0.90%	-0.04%	0.03%	1.50%	-2.13%	-0.16%
1-Week Price Change	4.97%	0.00%	-0.30%	-0.43%	1.94%	2.73%
4-Week Price Change	4.61%	-6.94%	0.23%	13.06%	5.29%	0.79%
12-Week Price Change	17.32%	28.71%	7.22%	39.03%	-1.54%	5.36%
52-Week Price Change	132.48%	109.20%	61.36%	103.60%	29.85%	123.98%
20-Day Average Volume (Shares)	470,243	56,456	2,433,322	89,578	801,535	374,876
EPS F1 Estimate 1-Week Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	-2.34%	5.10%	0.00%	0.00%	5.66%	-0.82%
EPS F1 Estimate 12-Week Change	3.70%	21.89%	2.13%	1.45%	7.01%	9.10%
EPS Q1 Estimate Monthly Change	0.41%	2.27%	0.00%	0.00%	NA	-5.26%

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	C
Momentum Score	F
VGM Score	D

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.