

## Molson Coors Beverage(TAP)

**\$47.04** (As of 11/24/20)

Price Target (6-12 Months): **\$49.00**

Long Term: 6-12 Months

**Zacks Recommendation:**

**Neutral**

(Since: 10/26/20)

Prior Recommendation: Outperform

Short Term: 1-3 Months

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

**2-Buy**

Zacks Style Scores:

VGM:C

Value: B

Growth: D

Momentum: D

### Summary

Shares of Molson Coors outpaced the industry in the past three months. The stock got a boost from top and bottom line beat in third-quarter 2020. This marked the company's fifth straight earnings surprise and second consecutive sales beat. Earnings benefited from favorable net pricing in the United States and Canada, cost savings, and lower MG&A expenses. Moreover, it is on track with its revitalization plan by streamlining the organization and reinvesting resources into its brands and capabilities. It is focused on building strength of its iconic core brands, growing above-premium portfolio, expanding beyond beer and investing in capabilities to drive top line growth. However, sales declined year over year on unfavorable channel mix across major markets and soft financial volume owing to on-premise restrictions due to the pandemic

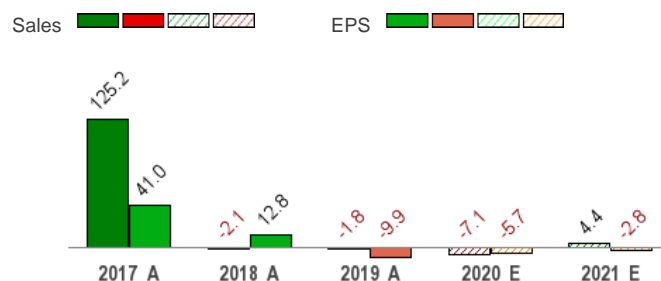
### Price, Consensus & Surprise



### Data Overview

52-Week High-Low	<b>\$61.94 - \$32.11</b>
20-Day Average Volume (Shares)	<b>3,315,185</b>
Market Cap	<b>\$19.1 B</b>
Year-To-Date Price Change	<b>-12.7%</b>
Beta	<b>0.94</b>
Dividend / Dividend Yield	<b>\$0.00 / 0.0%</b>
Industry	<b>Beverages - Alcohol</b>
Zacks Industry Rank	<b>Top 22% (55 out of 254)</b>

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



Last EPS Surprise	<b>55.8%</b>
Last Sales Surprise	<b>2.5%</b>
EPS F1 Estimate 4-Week Change	<b>16.6%</b>
Expected Report Date	<b>02/10/2021</b>
Earnings ESP	<b>2.4%</b>
P/E TTM	<b>10.4</b>
P/E F1	<b>11.0</b>
PEG F1	<b>2.5</b>
P/S TTM	<b>1.6</b>

### Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	2,213 E	2,724 E	2,723 E	2,468 E	10,258 E
2020	2,103 A	2,503 A	2,753 A	2,426 E	9,830 E
2019	2,303 A	2,948 A	2,842 A	2,486 A	10,579 A

### EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$0.35 E	\$1.26 E	\$1.51 E	\$0.79 E	\$4.16 E
2020	\$0.35 A	\$1.55 A	\$1.62 A	\$0.77 E	\$4.28 E
2019	\$0.52 A	\$1.52 A	\$1.48 A	\$1.02 A	\$4.54 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 11/24/2020. The reports text is as of 11/25/2020.

## Overview

Molson Coors Beverage Company, previously known as Molson Coors Brewing Company, was formed by the merger of Molson Inc. and Adolph Coors Co. in February 2005. This global manufacturer and seller of beer and other beverage products has an impressive diverse portfolio of owned and partner brands.

These brands include global priority brands such as Blue Moon, Miller Lite, CoorsBanquet, Coors Light, Miller Genuine Draft and Staropramen; as well as regional champion brands like Carling, Molson Canadian. The company also boasts some other major country-specific brands, along with craft and specialty beers, namely, Creemore Springs, Henry's Hard, Cobra, Doom Bar and Leinenkugel's.

Molson Coors crafts high-quality, innovative products with an aim of delighting the world's beer drinkers, thus targeting to become the first choice for its consumers. The company's brands are designed to resonate well with consumer tastes and preferences, styles and prices. Its largest markets are the United States, Canada and Europe.

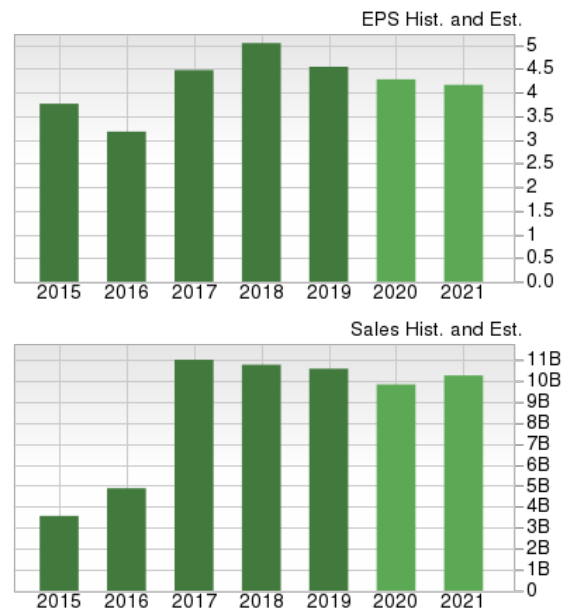
Impressively, Molson Coors remains well on track with its First Choice plan. This strategy aims at solidifying and preimmunizing portfolio, enhancing customer relations and generating significant profits from international businesses via enhanced capability, productivity and continued cost savings.

Furthermore, Molson Coors operates through MillerCoors LLC (U.S. segment), operating in the United States ("U.S."); Molson Coors Canada (Canada segment), operating in Canada; Molson Coors Europe (Europe segment), operating in Bulgaria, Croatia, Czech Republic, Hungary, Montenegro, the Republic of Ireland, Romania, Serbia, the United Kingdom and other European countries; and Molson Coors International (International segment), operating in various other countries.

### Segment Performance

**North America:** The North America business unit includes operations in the United States, Canada and corporate center. The segment contributed nearly 82% to its net sales in third-quarter 2020.

**Europe:** The Europe unit operates as a stand-alone segment, including Africa and the Asia Pacific regions. The segment contributed nearly 18% to the company's net sales in third-quarter 2020.



Source: Zacks Investment Research

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## Reasons To Buy:

▲ **Solid Q3 Results Aid Stock:** Shares of Molson Coors gained 25.5% in the past three months, compared with the industry's 14.6% growth. The stock particularly got a boost from top and bottom line beat in third-quarter 2020. This marked the company's fifth straight quarter of bottom line beat, while top line surpassed the Zacks Consensus Estimate for the second consecutive quarter. Moreover, adjusted earnings improved year over year, while sales declined. Despite a year-over-year sales decline and lower financial volume, the company's earnings benefited from favorable net pricing in the United States and Canada, cost savings, and lower marketing, general and administrative (MG&A) expenses. Moreover, underlying EBITDA rose 1.4% year over year, with a 0.5% growth in constant currency. Additionally, net sales per hectoliter increased 2.1% on a brand volume basis.

Molson Coors is on track with its revitalization plan focused on achieving sustainable top-line growth by streamlining the organization and reinvesting resources into its brands and capabilities.

▲ **Shipment Recovery Cushions North America Sales:** Despite volume declines, sales for the Molson Coors' North America business were partly aided by improved year over year shipment timing in the United States. Notably, the shipment recovery in the United States in the third quarter led to a reduction in the year to date under-shipment position, due to aluminum can supply constraints. Notably, shipments in the United States were down 3.9% in the third quarter, reflecting a sequential improvement from 6.5% decline in the second quarter. Moreover, net sales per hectoliter, on a brand volume basis, in the North America rose 3.6% on favorable brand and package mix in the United States as well as higher net pricing in the United States and Canada. The company expects domestic shipments in the United States to exceed brand volume trends in the fourth quarter, driven by efforts to build distributor inventories for the rest of 2020.

▲ **Revitalization Plan:** Molson Coors is on track with its revitalization plan focused on achieving sustainable top-line growth by streamlining the organization and reinvesting resources into its brands and capabilities. The company intends to invest in iconic brands and growth opportunities in the above-premium beer space; expand in adjacencies and beyond beer, without hampering the support for its existing large brands; and creating digital competencies for commercial functions, supply-chain-related system capabilities and employees. To facilitate these investments, it plans to generate savings of nearly \$150 million by simplifying structure. The company is building on the strength of its iconic core brands. Year to date, Coors Light and Miller Lite grew 6% and 9.5%, respectively, in the U.S. off-premise channel. Per Nielsen, it has expanded the combined U.S. segment share for Coors Light and Miller Lite for 24 straight quarters (or six consecutive years). Moreover, it aims to stabilize share gains for its biggest brands in the total beer category. In Europe, the national champion brands witnessed considerable sequential improvement in volume trend, owing to the phased reopening of on-premise with restrictions. It has been aggressively growing its above premium portfolio and also expanding beyond beer categories. Additionally, Molson Coors is investing to expand the production capacity of hard seltzer by more than 400% and Blue Moon LightSky by nearly 400% to support continued growth. The hard seltzer capacity expansion is expected to be completed by the end of 2020. It also commissioned a sleek can production line, with a capacity to produce 750 million cans per year. During the pandemic, it improved online sales in the United States by 200% through the three-tier structure. Moreover, it is now creating new e-commerce and direct-to-consumer channels for its Canada business.

▲ **Premiumization & Innovation:** Molson Coors is one of the largest brewers in the world and boasts a strong portfolio of well-established brands. The company remains committed to growing its market share through innovation and premiumization. With a view to accelerate portfolio premiumization, the company has been aggressively growing its above premium portfolio in the past few years. The above-premium products constituted the major portion of its U.S. portfolio in the third quarter. In 2020, Blue Moon LightSky became the top-selling new beer in the United States and Blue Moon witnessed the largest growth in the off-premise among all craft brands, per Nielsen. Moreover, its joint venture with Yuengling will bring its iconic beers westward of the United States for the first time. To further grow its portfolio, it acquired Atwater Brewing, launched Coors Seltzer at the end of August and entered an exclusive agreement with Coca-Cola to manufacture, market and distribute Topo Chico Hard Seltzer in the United States by the first half of 2021. Notably, the company's seltzer portfolio is witnessing robust growth with Vizzy Hard Seltzer rising to the 8th spot on the Nielsen growth charts for 2020 and Coors Seltzer becoming the #1 beer brand in the segment since its launch. The company expects to capture double-digit share of the U.S. seltzer market by the end of 2021, having the most complete seltzer portfolio

While growing the seltzer portfolio is a key part of its "beyond beer" approach, the company is on track with expansion into various other lines. Notably, Truss — its Canadian cannabis joint venture — has become a market leader in the ready-to-drink cannabis market, with an estimated share of over 50% in key markets like Quebec. Also, the company recently launched a new line of non-alcoholic beverages in partnership with LA Libations LLC and Vyne Botanicals hop water in Canada. It also has in place a distribution deal for La Colombes line up of ready-to-drink coffees in off-premise channels. Moreover, it expects its emerging drug division to become \$1 billion business, in revenue terms, in three years time.

▲ **Financial Flexibility:** Molson Coors is committed to maintaining its balance sheet strength, by efficiently deleveraging debt levels and investing in its business using cash flows and cost savings. The company's long term debt of \$7,129.5 million as of Sep 30, 2020, reflected a decline of 11.7% sequentially. Its debt-to-capitalization ratio of 0.38 represents a sequential improvement from 0.40 as of Jun 30, 2020. Moreover, the company is taking proactive measures to ensure continuity of business and adequate liquidity, amid the coronavirus crisis. To preserve liquidity and cash position, it renegotiated the bank covenants to ease potential short-term liquidity constraints and suspended dividend payable for the rest of 2020. Notably, the company has favorably amended its existing \$1.5 billion revolving credit facility agreement and added £300 million of incremental borrowing capacity through a commercial paper facility for the U.K. business. In the third quarter, it repaid £500 of its debt due using a combination of cash and commercial paper. As of the quarter end, it reduced net debt position by just over \$1.2 billion since the beginning of the revitalization program. As of Oct 29, 2020, the company had \$1.4 billion under its U.S. facility and the full £300 million under the UK facility of available capacity. Additionally, the company is implementing cost-cutting measures to maintain financial stability, including reducing discretionary spend and marketing investments as well as capital expenditures by \$200 million.

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## Reasons To Sell:

- ▼ **Soft On-Premise Business Hurt Sales Growth:** Although Molson Coors' top line beat estimates in third-quarter 2020, it declined year over year. The year-over-year decline was mainly caused by an unfavorable channel mix across all major markets and a decline in financial volume due to on-premise restrictions from the pandemic. This was partly offset by higher net pricing in the United States and Canada as well as a positive brand and package mix in the United States. On a constant-currency basis, net sales fell 3.6%. North America net sales declined 1% on a reported basis and 0.8% in constant currency, driven by a decline in financial and brand volume, offset by improved year over year shipment timing in the United States. Net sales in Europe declined 12.2% on a reported basis and 15.3% in constant currency. The decline was attributed to lower volume and drop in net sales per hectoliter due to the closure of on-premise channel. While the company has been witnessing unprecedented strength of demand in the off-premise channel, this growth has not fully offset the on-premise losses.
- ▼ **Decline in Worldwide Volume:** Molson Coors' worldwide brand volume declined 5.2% to 23.4 million hectoliters and financial volume declined 5% to 23.8 million hectoliters. The declines in the worldwide brand and financial volumes were mainly attributed to the impacts of the pandemic-led on-premise restrictions and North America packaging material constraints, while shipment timing in North America remained favorable. These impacts were visible in both economy and premium segments. In North America, negative brand and channel mix in Canada due to the shift of volume from on-premise to off-premise impacted volumes. Particularly, in Europe, volumes were impacted by adverse geographic mix mainly related to its high-margin U.K. business that has greater exposure to the on-premise channel, which re-opened in the third quarter but with restrictions.
- ▼ **Uncertain View:** While Molson Coors began witnessing improved sequential trends in the on-premise channel in some markets, its U.K. business remains affected. It expects the pandemic related losses in on-premise to continue across all geographies and disproportionately in Europe. Moreover, it expects to continue witnessing supply chain constraints and package availability issues. Consequently, the company did not provide any financial view for 2020 and beyond. However, it predicts marketing expenses to increase in the fourth quarter to strengthen co-brand and support key innovations like Blue Moon Light Sky, Vizzy and Coors Slice in sync with additional supply coming online.
- ▼ **Macroeconomic Headwinds:** Sluggishness in the global economy, along with macroeconomic headwinds such as a rise in fuel and energy costs, unemployment levels and high household debts may negatively affect the discretionary spending of consumers, and consequently hamper the company's growth and profitability.

Molson Coors' worldwide brand and financial volumes declined due to the impacts of the pandemic-led on-premise restrictions and North America packaging material constraints.

## Last Earnings Report

### Molson Coors Q3 Earnings & Sales Beat Estimates

Molson Coors has reported third-quarter 2020 results, wherein earnings and sales beat estimates. Moreover, adjusted earnings improved year over year, while sales declined. The company did not provide any financial view for 2020 and beyond due to the uncertainties regarding the pandemic. However, it provided an update on its Revitalization Plan.

Molson Coors' underlying adjusted earnings of \$1.62 per share was up 9.5% year over year and beat the Zacks Consensus Estimate of \$1.04. Despite a year-over-year sales decline and lower financial volume, the company's earnings benefited from favorable net pricing in the United States and Canada, cost savings, and lower marketing, general and administrative (MG&A) expenses.

Underlying EBITDA rose 1.4% to \$712.5 million year over year. Further, underlying EBITDA improved 0.5% year over year in constant currency.

Net sales declined 3.1% to \$2,753.5 million but surpassed the Zacks Consensus Estimate of \$2,686 million. The year-over-year decline was mainly caused by an unfavorable channel mix across all major markets and a decline in financial volume due to on-premise restrictions from the pandemic. This was partly offset by higher net pricing in the United States and Canada as well as a positive brand and package mix in the United States. On a constant-currency basis, net sales fell 3.6%. Notably, net sales per hectoliter increased 2.1% on a brand volume basis.

However, Molson Coors' worldwide brand volume declined 5.2% to 23.4 million hectoliters and financial volume declined 5% to 23.8 million hectoliters. The declines in the worldwide brand and financial volumes were mainly attributed to the impacts of the pandemic-led on-premise restrictions and North America packaging material constraints, while shipment timing in North America remained favorable. These impacts were visible in both economy and premium segments.

### Segmental Details

Molson Coors operates through the following geographical segments.

**North America:** Its North America net sales dipped 1% to \$2,252.3 million on a reported basis and 0.8% in constant currency, driven by a decline in financial and brand volume, offset by improved year over year shipment timing in the United States. Notably, the shipment recovery in the United States in the third quarter has led to a reduction in the under-shipment position year to date due to aluminum can supply constraints. North America brand volume declined 5.2%, while financial volume fell 4%. The declines were attributed to restrictions in on-premise outlet operations as well as packaging concerns that led to declines in both economy and premium segments.

In the United States, brand volumes fell 5.3%, while domestic shipment was down 3.9%. In Canada and Latin America, brand volume declined 4.2% and 4.61%, respectively, in the quarter. The company expects domestic shipments in the United States to exceed brand volume trends in the fourth quarter, driven by efforts to build distributor inventories for the rest of the year.

Meanwhile, net sales per hectoliter, on a brand volume basis, rose 3.6% on favorable brand and package mix in the United States as well as higher net pricing in the United States and Canada, offset by negative brand and channel mix in Canada due to the shift of volume from on-premise to off-premise. Underlying EBITDA increased 2.3% on a reported basis to \$581.5 million and 2.5% on a constant-currency basis.

**Europe:** The segment's net sales on a reported basis declined 12.2% to \$504.1 million and 15.3% in constant currency. The net sales decline was attributed to lower volume and drop in net sales per hectoliter due to the closure of on-premise channel amid the pandemic. Net sales per hectoliter (brand volume basis) for the segment were down 5.9%, resulting from an unfavorable channel, brand and geographic mix.

The adverse geographic mix mainly related to its high-margin U.K. business that has greater exposure to the on-premise channel, which re-opened in the third quarter but with restrictions. The segment's financial volume fell 7.7% and brand volumes were down 5.4%. The segment reported underlying EBITDA of \$120.4 million, reflecting a decline of 5.1% on a reported basis and 8% in constant currency.

### Other Financial Updates

Molson Coors ended the third quarter with cash and cash equivalents of \$731.3 million, and total debt of \$8,371.6 million. This resulted in net debt of \$7,640.3 million at the end of the quarter. Notably, the company lowered net debt by \$874.0 million since Dec 31, 2019.

It had cash flow from operating activities of \$1,493.2 million for the nine months ended Sep 30, 2020, with an underlying free cash flow of \$1,160.3 million.

### Revitalization Plan Update

Molson Coors is on track with its revitalization plan aimed at streamlining the organization and reinvesting resources into its brands and capabilities. The company is building on the strength of its iconic core brands. It aims to move beyond these segment share gains to stabilize its biggest brands in the total beer category. Notably, Coors Light and Miller Lite have increased 6% and 9.5%, respectively, in the U.S. off-premise year to date. The combined U.S. segment share for Coors Light and Miller Lite has now grown for 24 consecutive quarters six straight years, per Nielsen. In Europe, the national champion brands witnessed significant volume trend improvement compared with the second quarter, owing to the phased reopening of on-premise with restrictions.

Additionally, it has been aggressively growing its above premium portfolio. Blue Moon LightSky has become the top-selling new beer in the United States in 2020, per Nielsen. The company announced the creation of a new joint venture with Yuengling to bring its iconic beers westward in the United States for the first time. To further grow its portfolio, it acquired Atwater Brewing, launched Coors Seltzer at the end of August and

Quarter Ending	09/2020
Report Date	Oct 29, 2020
Sales Surprise	2.47%
EPS Surprise	55.77%
Quarterly EPS	1.62
Annual EPS (TTM)	4.54

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entered an exclusive agreement with Coca-Cola to manufacture, market and distribute Topo Chico Hard Seltzer in the United States.

It is also on track to expand beyond the beer aisle through Truss — its Canadian cannabis joint venture, which has become a market leader in the ready-to-drink cannabis market, with an estimated share of over 50% in key markets like Quebec. Also, the company recently launched a new line of non-alcoholic beverages in partnership with LA Libations LLC.

Apart from this, Molson Coors is investing in capabilities to expand the production capacity of hard seltzer by more than 400% and Blue Moon LightSky by nearly 400% to support continued growth. The hard seltzer capacity expansion is expected to be completed by the end of 2020. It also commissioned a sleek can production line, with a capacity to produce 750 million cans per year. During the pandemic, it improved online sales in the United States by 200% through the three-tier structure. Moreover, it is now creating new e-commerce and direct-to-consumer channels for its Canada business.

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## Recent News

### Molson Coors Divests Irwindale Brewery to Boost Efficiency – Nov 5, 2020

Molson Coors announced the completion of the sale of its brewery property in Irwindale, CA, to Irwindale Brew Yard, a subsidiary of Pabst Brewing Company, LLC. This will help the company streamline its operations to boost efficiency across its network and reinforce liquidity.

We note that the producer of Coors Light and Miller Lite informed in January that it will stop production at its 40-year-old facility by September. The company had transitioned the production from Irwindale to the breweries in Golden, Colo and Fort Worth, TX. According to the earlier-negotiated settlement agreement, Pabst Brewing had the option of buying the brewery for \$150 million.

### Molson Coors Adds Coca-Cola's Topo Chico to Its Seltzer Game – Sep 29, 2020

Molson Coors is making an all-out effort to expand its share in the fast-growing U.S. hard seltzer market. After the success of its Vizzy and Coors Seltzer hard seltzer brands, the company now signed an exclusive partnership with Coca-Cola to manufacture, market and distribute its Topo Chico hard seltzer in the United States. This not only marks Coca-Cola's entry into the U.S. alcoholic beverage space but also expands Molson Coors' hard seltzer portfolio. The companies expect to launch the Topo Chico hard seltzer across the United States in the first half of 2021.

Molson Coors plans to bring Topo Chico Hard Seltzer in four gluten-free alcohol base and natural flavors in the United States. These will include Tangy Lemon Lime, Exotic Pineapple, Strawberry Guava and Tropical Mango in 12-pack variety pack (slim can). The blend will contain purified sparkling water with minerals added for taste, inspired by Topo Chico sparkling mineral water, which has been popular with consumers and mixologists across the United States.

Molson Coors' national launch of Topo Chico will combine its marketing, sales and distribution expertise. The company plans to prioritize this unveiling in the markets where Topo Chico sparkling mineral water is already popular. It expects to carry out the initial production and packaging of the Topo Chico products through a third party.

Molson Coors' partnership with Coca-Cola is a major step toward its revitalization strategy wherein it dropped "Brewing Company" from its name earlier this year with the intention of expanding beyond the beer aisle. The company's strategy focuses on growing its above-premium brand portfolio and gaining a large share of the fast-growing hard seltzer market.

### Molson Coors Fortifies Brands, Signs JV With Yuengling – Sep 15, 2020

Molson Coors is leaving no stone unturned to expand its portfolio of brands and reach, which should also make good any loss suffered from the COVID-19 pandemic. In its latest move, the company formed a joint venture with Pennsylvania-based D.G. Yuengling & Son Inc. to expand the latter's brand reach to the West Coast. As part of the deal, the companies expect the Yuengling beer to be available in newer markets by the second half of 2021.

Yuengling beer is currently distributed on the East Coast of the United States, across 22 states and New England. The partnership with Molson Coors will help expand the footprint of brands like Yuengling Traditional Lager, Black & Tan, and Flight in other states in the West Coast of the United States.

To manage the joint venture, the companies have formed a six-member board of directors, consisting of three members from each company's family members and executives. Further, Yuengling will hold the chairmanship on the board. However, the companies are yet to name the leader of the new enterprise.

Notably, Yuengling is a family-owned business and will continue to operate as a separate entity from the joint venture with Molson Coors. As part of the deal, Molson Coors will offer some of its breweries to brew and pack under the guidance of Yuengling brewers. The beers will be distributed into new markets, using Molson Coors' large footprint, particularly in the Western United States.

As for Yuengling, the partnership is a great opportunity to expand its distribution footprint, while lending additional support for its existing markets. The company will benefit from the additional capacity provided by Molson Coors' breweries to assist in growth across new markets as well as existing ones. Further, it will build a customer base for the iconic beers from one of America's Oldest Brewery.

On the other hand, Molson Coors will gain from an expanded brand portfolio as well as increased exposure in Yuengling's existing markets. The deal keeps the company on track with its initiatives to fortify its core of American lagers. As part of the company's Revitalization plan announced last year, the company has undertaken several deals to expand in the non-alcoholic beverage space, explore the cannabis market and take a share of the fast-growing hard seltzer demand.

### Molson Coors to Expand Non-Alcohol Line With 4 New Brands – Sep 9, 2020

Molson Coors Beverage Company is on track with its strategy of growing in new spaces beyond the beer aisle, with the launch of its non-alcoholic product line this fall. The company, which was earlier called Molson Coors Brewing Company, renamed itself as Molson Coors Beverage Company in January 2020 to more precisely present its intent to expand beyond beer and into other growth adjacencies.

Its proposed line of non-alcoholic brands will mark its first step to date in its intent of expanding as a beverage company. It will also be the company's first non-alcoholic innovation in partnership with L.A. Libations, wherein it acquired a minority stake in November 2019. In partnership with L.A. Libations, the company plans to launch four innovative non-alcoholic brands from its emerging growth division on the lines of health, wellness and social responsibility.

As part of its plan, the company is scheduled to launch the first set of the new brands called HUZAH in South California in September.



HUZZAH, which will be launched in the seltzer category, will be a pumped-up, full-flavored seltzer that will also include probiotics to support a healthy gut. Additionally, it will contain 3g or less of sugar per 12oz can and 15 calories or less. These will give it an edge over other seltzer brands in the market. The company plans to launch HUZZAH on the online platform, DrinkHuzzah.com, along with select retailers in South California. The brand will be launched in three flavors — Strawberry & Hibiscus, Juicy Pear, and Raspberry & Lemon.

Following the launch in fall, the company will expand its non-alcoholic portfolio through innovative product developments. Its upcoming innovation pipeline will include MadVine — a 100% plant-based diet soda with zero calories, sugar and artificial ingredients. The MadVine line will be monk fruit-infused with recognizable ingredients like bourbon vanilla, yuzu lemon and black cherry. This will be launched in three flavors — Clean Cola, Yuzu Lemon-Up and Dr. Stepper. The next in line will be Golden Wing, which is a grain-based milk alternative. The beverage will be made with top-quality barley and no additives, stabilizers or frothing agents, containing proteins and nutrients.

The company's fourth line of non-alcoholic products is likely to be a nootropic performance beverage, which will provide enhanced focus and nutrition. It will also provide improved performance, without the troubles linked to high-caffeinated drinks for gamers and developers. This product is not yet formally announced by the company.

The above product launch indicates that Molson Coors is set out to expand beyond the traditional beer product line, be it CBD and cannabis products, non-alcohol beverages, and wines or spirits. The company's partnership with L.A. Libations highlights its venture in the non-alcoholic beverage space. Moreover, it earlier launched non-alcoholic, cannabis-infused beverages through its joint venture with the HEXO Corp., for the Canada and Colorado markets. These launches clearly demonstrate the company's focus on gaining share in the non-alcoholic beverage space.

## Valuation

Molson Coors shares are down 12.7% in the year-to-date period and nearly 7.9% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Consumer Staples sector are down 8.6% and 1.7%, respectively, in the year-to-date period. Over the past year, the Zacks sub-industry is down 5.4% but the sector is up 0.9%.

The S&P 500 index is up 13.1% in the year-to-date period and 16.1% in the past year.

The stock is currently trading at 11.28X forward 12-month earnings, which compares to 26.51X for the Zacks sub-industry, 20.21X for the Zacks sector and 22.7X for the S&P 500 index.

Over the past five years, the stock has traded as high as 28.49X and as low as 8.81X, with a 5-year median of 13.65X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$49 price target reflects 11.75X forward 12-month earnings.

The table below shows summary valuation data for TAP

Valuation Multiples - TAP					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	11.28	26.51	20.21	22.7
	5-Year High	28.49	27.51	22.37	23.47
	5-Year Low	8.81	18.78	16.61	15.27
	5-Year Median	13.65	23.63	19.56	17.72
P/S F12M	Current	1.87	19.39	9.94	4.25
	5-Year High	5.69	20.68	11.16	4.3
	5-Year Low	0.71	13.06	8.14	3.17
	5-Year Median	1.42	17.2	9.9	3.67
EV/EBITDA TTM	Current	10.62	46.79	39.09	16.2
	5-Year High	18.68	55.01	45.72	16.2
	5-Year Low	6.04	28.34	27.71	9.54
	5-Year Median	10.37	44.51	39.02	13.12

As of 11/24/2020

Source: Zacks Investment Research



## Industry Analysis Zacks Industry Rank: Top 22% (55 out of 254)



## Top Peers

Company (Ticker)	Rec	Rank
BrownForman Corporation (BF.B)	Outperform	2
The Boston Beer Company, Inc. (SAM)	Outperform	1
Ambev S.A. (ABEV)	Neutral	3
AnheuserBusch InBev SANV (BUD)	Neutral	3
Carlsberg AS (CABGY)	Neutral	2
Diageo plc (DEO)	Neutral	3
Heineken NV (HEINY)	Neutral	3
Constellation Brands Inc (STZ)	Neutral	3

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

Industry Comparison Industry: Beverages - Alcohol				Industry Peers		
	TAP	X Industry	S&P 500	BUD	CABGY	HEINY
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	2	-	-	3	2	3
VGM Score	C	-	-	D	B	B
Market Cap	19.09 B	13.83 B	26.32 B	138.91 B	22.20 B	61.70 B
# of Analysts	6	1.5	14	3	2	3
Dividend Yield	0.00%	0.00%	1.46%	1.21%	1.36%	1.71%
Value Score	B	-	-	C	B	B
Cash/Price	0.04	0.04	0.07	0.00	0.05	0.08
EV/EBITDA	15.61	10.71	14.86	6.17	NA	NA
PEG F1	2.46	4.84	2.79	19.24	NA	25.15
P/B	1.39	3.25	3.68	2.03	3.63	57.95
P/CF	5.48	18.42	13.94	10.90	13.84	12.39
P/E F1	10.99	30.32	21.92	30.39	25.00	44.26
P/S TTM	1.59	2.40	2.87	2.93	NA	NA
Earnings Yield	9.10%	3.30%	4.33%	3.30%	4.00%	2.26%
Debt/Equity	0.52	0.52	0.70	NA	0.69	16.10
Cash Flow (\$/share)	8.59	1.59	6.93	6.32	2.17	4.32
Growth Score	D	-	-	F	B	B
Historical EPS Growth (3-5 Years)	7.31%	7.14%	9.72%	-10.88%	NA	NA
Projected EPS Growth (F1/F0)	-5.84%	3.18%	0.45%	-44.44%	-1.64%	-50.21%
Current Cash Flow Growth	-5.29%	-0.66%	5.29%	11.61%	7.49%	2.45%
Historical Cash Flow Growth (3-5 Years)	11.28%	4.16%	8.33%	0.84%	0.41%	5.02%
Current Ratio	0.61	1.81	1.38	1.17	0.67	0.86
Debt/Capital	34.10%	35.86%	41.99%	60.81%	40.76%	94.15%
Net Margin	4.86%	8.35%	10.44%	-1.57%	NA	NA
Return on Equity	7.35%	9.55%	14.99%	6.84%	NA	NA
Sales/Assets	0.42	0.49	0.50	0.41	NA	NA
Projected Sales Growth (F1/F0)	-7.08%	0.00%	0.23%	-12.31%	-10.22%	-11.33%
Momentum Score	D	-	-	B	D	F
Daily Price Change	6.59%	0.59%	1.91%	3.84%	0.69%	0.89%
1-Week Price Change	-1.31%	-0.07%	0.21%	-1.99%	-0.20%	-1.82%
4-Week Price Change	39.13%	13.11%	11.71%	24.69%	11.52%	13.96%
12-Week Price Change	27.10%	11.54%	11.69%	19.56%	9.01%	18.60%
52-Week Price Change	-7.87%	1.09%	6.61%	-12.85%	3.45%	2.88%
20-Day Average Volume (Shares)	3,315,185	34,299	2,311,168	2,377,240	77,528	132,872
EPS F1 Estimate 1-Week Change	0.00%	0.00%	0.00%	0.74%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	16.59%	1.11%	0.98%	18.67%	5.26%	-2.68%
EPS F1 Estimate 12-Week Change	16.01%	5.72%	3.48%	4.45%	7.14%	-3.59%
EPS Q1 Estimate Monthly Change	18.52%	1.70%	0.00%	20.24%	NA	NA

Source: Zacks Investment Research

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## Zacks Stock Rating System

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

### Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we 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.

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### Zacks Style Scores

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

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

Value Score	<b>B</b>
Growth Score	<b>D</b>
Momentum Score	<b>D</b>
VGM Score	<b>C</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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## Disclosures

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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.

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**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.

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**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.

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**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.