

Visa Inc. (V)

\$195.37 (As of 09/23/20)

Price Target (6-12 Months): **\$205.00**

Long Term: 6-12 Months

Zacks Recommendation:
Neutral

(Since: 10/01/18)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

3-Hold

Zacks Style Scores:

VGM:F

Value: D

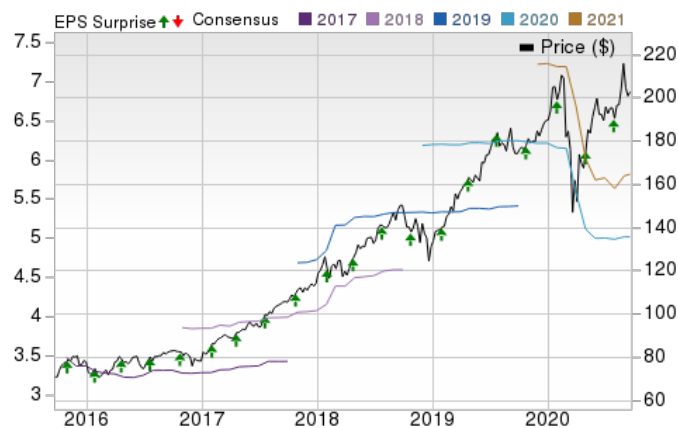
Growth: D

Momentum: C

Summary

Shares of Visa have outperformed the industry in a year's time. Numerous acquisitions and alliances plus technology upgrades paved the way for long-term growth and consistently drove revenues. Shift in payments to new methods such as mobile, cards, online and via wearables bodes well for the long haul. The acquisition of Visa Europe is a growth strategy as well. Its strong balance sheet enables it to make acquisitions and fund capital expenditure. Its strong cash position enables effective capital deployment measures for its shareholders. Also, Visa's second-quarter earnings beat estimates. However, high operating expenses owing to personnel-related costs put operating margins under pressure. Ramped-up client initiatives will dent the top line. It is likely to see a slowdown in cross-border business due to the coronavirus outbreak.

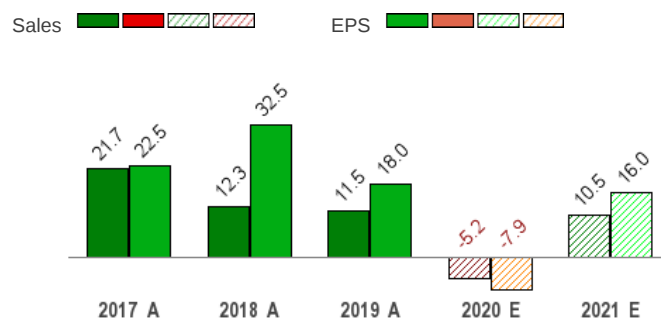
Price, Consensus & Surprise



Data Overview

52-Week High-Low	\$217.35 - \$133.93
20-Day Average Volume (Shares)	8,337,617
Market Cap	\$389.6 B
Year-To-Date Price Change	6.7%
Beta	0.90
Dividend / Dividend Yield	\$1.20 / 0.6%
Industry	Financial Transaction Services
Zacks Industry Rank	Top 27% (67 out of 251)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	3.9%
Last Sales Surprise	0.6%
EPS F1 Estimate 4-Week Change	0.0%
Expected Report Date	10/22/2020
Earnings ESP	-0.5%
P/E TTM	37.3
P/E F1	39.0
PEG F1	2.4
P/S TTM	17.0

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021	5,737 E	5,953 E	6,031 E	6,418 E	24,070 E
2020	6,054 A	5,854 A	4,837 A	5,032 E	21,780 E
2019	5,506 A	5,494 A	5,840 A	6,137 A	22,977 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021	\$1.34 E	\$1.43 E	\$1.47 E	\$1.58 E	\$5.81 E
2020	\$1.46 A	\$1.39 A	\$1.06 A	\$1.10 E	\$5.01 E
2019	\$1.30 A	\$1.31 A	\$1.37 A	\$1.47 A	\$5.44 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 09/23/2020. The reports text is as of 09/24/2020.

Overview

Incorporated in 2007 as a Delaware stock corporation and headquartered in San Francisco, CA, Visa Inc. operates retail electronic payments network worldwide. The company went public in March 2008 via an initial public offering (IPO).

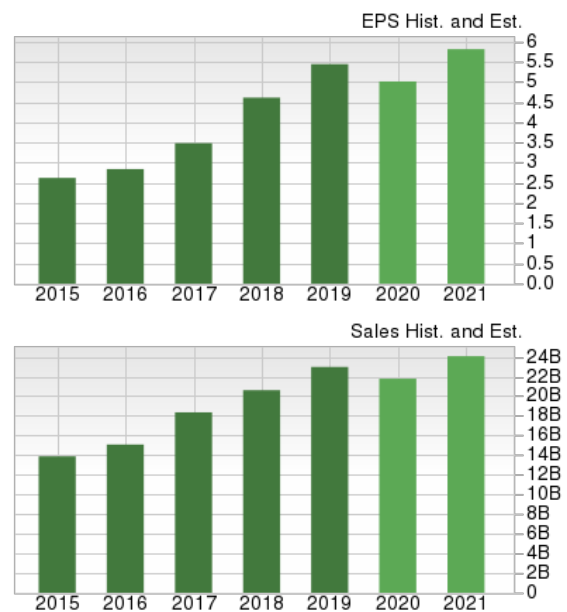
Though Visa has evolved and grown over the course of the last six decades:

- It provides transaction processing services (primarily authorization, clearing and settlement) to financial institutions and merchant clients through VisaNet, its global processing platform.
- It offers a wide range of Visa-branded payment products, which its financial institution clients would develop and offer core business solutions, credit, debit, prepaid and cash access programs for account holders (individuals, businesses and government entities).
- It provides other value-added services to its clients including fraud and risk management, debit issuer processing, loyalty services, dispute management, digital services like tokenization as well as consulting and analytics.
- It manages and promotes its brands to the benefit of its clients and partners through advertising, promotional and sponsorship initiatives with the Olympic Games, FIFA and the National Football League among others.

In recent years, the company has evolved its organization to accelerate the migration of digital payments across new channels including ecommerce, mobile and wearables.

- The company has adopted new digital payment and security technologies, such as contactless and tokenization.
- It has accelerated the pace of change in digital payments by making application programming interfaces (APIs) available in an effort to increase access to its network, products and services, offering innovation opportunities at its 10 global innovation network locations and building partnerships with new players, such as financial technology companies, commonly known as fintechs.

The primary revenue segments are: **Service revenues** (36% of gross revenues in fiscal 2019), **Data Processing revenues** (34%), **International Transaction revenues** (25%) and **Other revenues** (5%).



Source: Zacks Investment Research

Reasons To Buy:

- ▲ **Share Price Movement:** Visa's shares have outperformed its industry, in a year's time. Given the company's robust fundamentals, share price is expected to perform well in the coming quarters.
- ▲ **Consistent Revenue Growth:** Revenues have been growing consistently over the years witnessing 10-year CAGR (2009-2019) of 12.8%. In the first three quarters of fiscal 2020, the same was, however, down 1% year over year. We believe that the company will get back its revenue growth in the coming quarters on the back of its strong market position and attractive core business that continues to be driven by new deals, renewed agreements, accretive acquisitions, increasing spending via cards, shift to digital form of payments and expansion of service offerings. Though the COVID-19 will likely create some pressure on the revenues, the metric should maintain its rising trend once normalcy returns.
- ▲ **Visa Europe Acquisition Delivering Strong Value:** Visa acquired Visa Europe in June 2016. Reuniting with Visa Europe was one of its most important long-term growth strategies. The company expects to gain a competitive edge from a robust business model and increased scale with the acquisition of Visa Europe as it projects Europe to be a \$3.3 trillion payments market and high growth region in the future. The deal has been accretive to the company, having contributed to its top line by bolstering payments volume, cross-border volume and processed transactions.
- ▲ **Inorganic Growth:** For Visa, mergers and acquisitions, partnerships, and minority investments are some of the ways to achieve growth. These moves have helped the company to maintain its leading position in the payment network space with 50% more payments volume than its closest competitor, Mastercard. Recently, Visa has acquired Earthport, Payworks, Verifi, and the ticketing and token services business of Rambus. These acquisitions and investments will accelerate its progress and extend the boundaries of its capabilities and network. The company is on track to acquire Plaid, which will be closed by the end of 2020.
- ▲ **Technological Innovations:** Visa continues to invest in technology to further boost its already leading position in the payments market and to minimize the impact of fraud, and protect consumer and merchant information. One of the main purviews of Visa is to ensure security of payments as these move from physical to digital environments. VisaNet, Visa Token Service, Visa Direct, and Visa Checkout are some of the platforms that have been developed by the company in the recent years to advance its digital platform. The company is also pushing technologies, including contactless and scan-to-pay, tap-to-pay, and secure remote commerce, which should be the main modes of payment in the near future. With only 15% of global payments occurring digitally, Visa has a huge runway for growth in the emerging payments industry in the years to come.
- ▲ **Strong Balance Sheet Position:** Visa enjoys a strong cash and available-for-sale investment position along with strong free cash flow. Its strong balance sheet enables it to make acquisition and fund capital expenditure that drives long-term growth. Backed by its strong cash position, the company remains committed to boost shareholders' value. Visa has increased its dividend each year since 2009, with the latest being a 20% hike in October 2019.
- ▲ **Strong Solvency Position:** Visa's total debt is 50% of its total equity, down from 48.2% as of Sep 30, 2019 and lower than the industry average of 61.5%. Though its long-term debt as of Jun 30, 2020 was \$17.88 billion, lower than its cash and cash equivalents \$13.89 billion, it has ample liquidity with access to the commercial paper market on favorable terms, and a \$5-billion revolver credit facility that remains undrawn. Thus, the company is well-equipped with sufficient resources to service its indebtedness. Also, its interest coverage ratio of 30.42 is substantially higher than its industry average of 17.97 and further improved 33.2 from its last-quarter level. Thus, the company's solvency status looks impressive.

Visa continues to benefit from Visa Europe acquisition, increasing business volumes, investment in digital technology and a solid balance sheet.

Reasons To Sell:

- ▼ **Weakness in Cross Border Business:** The coronavirus outbreak is likely to impact Visa's cross-border e-commerce growth. Visa's cross-border volumes were negatively impacted by the coronavirus outbreak. International transaction revenues were down 12% in the first three quarters of fiscal 2020. We expect the company's cross border business to remain under pressure for the next few quarters.
- ▼ **Higher Client Incentives:** Visa has been facing increased client incentives, which are paid to financial institutions, merchants and strategic partners to build payments volumes, increase Visa's product acceptance, win merchant routing transactions over its network and drive innovation. The same was up 10.8% in the first three quarters of fiscal 2020 and formed 29% of total revenues. Increase in client incentives, which is a contra revenue item, will be a drag on the top line.
- ▼ **Foreign Exchange Headwinds:** Visa derives nearly half of its revenues from its international markets, which expose it to currency volatility. Currency volatility will likely remain a headwind. The company expects nearly 1% of negative impact on its revenues for fiscal 2020.
- ▼ **Increasing Operating Expenses:** Visa has been witnessing a flare-up in operating expenses over the last many quarters and the same is weighing on its operating margin expansion. Operating expenses in the first three quarters of fiscal 2020 were up 4%, primarily due to higher personnel-related expenses. The company undertook measures to control expenses to save margins. Cost-saving measures include scaling back hiring plan, redeploying existing resources to high-priority areas, reducing and re-implementing marketing spends, prioritizing projects to lower professional fees, and optimally using external resources.

Higher client incentives, increase in operating expenses, foreign exchange volatility remain some headwinds for Visa.

Last Earnings Report

Visa Q3 Earnings Beat Estimates

Visa Inc. reported third-quarter fiscal 2020 earnings of \$1.06 per share, which beat the Zacks Consensus Estimate by 3.92%. However, the bottom line declined 23% year over year.

Further, net operating revenues of \$4.8 billion surpassed the Zacks Consensus Estimate by 0.62%. Nevertheless, the top line fell 17% year over year.

Contraction in payments volume and processed transaction, and lower cross-border revenues primarily attributable to the COVID-19 pandemic has impacted the company's results. However, the top line was partially driven by decline in client incentives, which is a contra revenue item.

Quarter Ending 06/2020

Report Date	Jul 28, 2020
Sales Surprise	0.62%
EPS Surprise	3.92%
Quarterly EPS	1.06
Annual EPS (TTM)	5.38

Strong Financial Performance

On a constant-dollar basis, payments volume in the quarter was down 10% year over year. Processed transactions declined 13% from the prior-year quarter to 30.7 billion.

Visa's cross-border volumes including transactions within Europe (which drives its international transaction revenues) plunged 37% year over year on a constant-dollar basis.

Service revenues remained flat year over year at \$2.4 billion on lower payments volume. On a year-over-year basis, data processing revenues declined 5% to \$2.5 billion and international transaction revenues plunged 44% to \$1.1 billion. Other revenues fell 8% year over year to \$314 million.

Client incentives of \$1.5 billion decreased 2% year over year.

Total operating expenses declined 5% year over year to \$1.8 billion, primarily due to lower marketing, and general and administrative expenses.

Interest expense increased 10.9% year over year to \$142 million.

Solid Balance Sheet

Cash and cash equivalents were \$13.9 billion as of Jun 30, 2020, up 77.3% from the level as of Sep 30, 2019.

Total assets were \$77.9 billion as of Jun 30, 2020, up 7.3% from the prior-year comparable period.

Share Buyback and Dividend Update

During the quarter, the company made share repurchases to the tune of \$0.9 billion.

On Jul 20, 2020, the company declared a quarterly cash dividend of 30 cents per share, payable Sep 1, 2020 to its shareholders of record as of Aug 14, 2020.

Developments During the Quarter

On Apr 2, 2020, Visa issued fixed-rate senior notes worth \$4 billion, the proceeds from which will be utilized for general corporate purposes.

Recent News

Visa Helps Prepare Small Businesses for the Holiday Buying Season – Sep 21, 2020

The company is introducing new programs and resources essential to small and micro business (SMB) recovery efforts. To prepare for this unprecedented holiday season, SMBs should be looking for ways to offset the impact of COVID-19 during the holidays. More than a quarter (26%) of SMBs are digitizing parts of their business in preparation for the holiday season. To enable these efforts, Visa Street Teams are going virtual to reach as many small businesses as possible.

Visa, Vipps Tie Up to Move Money Easily Via Mobile in Europe – Sep 4, 2020

Visa Inc. has partnered with Vipps, the leading digital wallet provider in Norway. Per this pact, Visa will be able to delve deep into mobile payments service in Europe.

Visa's clients and partners will be able to create their own digital wallets via Vipps digital platform. This will allow them to meet the growing demand for contactless, online and mobile payments.

Visa's (V) Smarter STIP to Make Payment Processing Better – Aug 26, 2020

Visa will be providing Smarter Stand-in Processing (STIP), a new solution that uses real-time artificial intelligence (AI). This enhanced service will help financial institutions manage transaction authorizations when disruptions occur.

The Smarter STIP will use deep learning to study the past transaction. Based on the same, the technology will provide informed decisions to issuers whether to approve or decline transactions when their systems go offline.

Valuation

Visa's shares are up 3.9% in the year to date period and 11.5% over the trailing 12-month period. Stocks in the Zacks sub-industry are up 3.5% but the Zacks Business Service sector is down 1.3% in the year-to-date period. Over the past year, the Zacks sub-industry and the sector is up 8.7% and 1.6%, respectively.

The S&P 500 index is up 2.9% in the year-to-date period and 11.5% in past year.

The stock is currently trading at 33.7x forward 12-month earnings, which compares to 30.71x for the Zacks sub-industry, 29.01x for the Zacks sector and 21.79x for the S&P 500 index.

Over the past five years, the stock has traded as high as 37.76x and as low as 20.76x with a 5-year median of 26.32x. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$205 price target reflects 35.39x forward earnings.

Valuation Multiples - V					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	33.7	30.71	29.01	21.79
	5-Year High	37.76	32.88	31.05	23.44
	5-Year Low	20.76	20.78	18.68	15.25
	5-Year Median	26.32	23.31	20.95	17.63
P/S F12M	Current	15.79	11.2	4.04	4.04
	5-Year High	17.67	11.89	4.3	4.29
	5-Year Low	8.86	7.19	3.05	3.11
	5-Year Median	11.7	8.79	3.6	3.66
P/B TTM	Current	12.56	7.79	4.74	5.7
	5-Year High	14.06	12.79	6.71	6.17
	5-Year Low	5.04	5.22	3.28	3.75
	5-Year Median	9.01	8.11	5.22	4.85

As of 09/23/2020

Source: Zacks Investment Research

Industry Analysis Zacks Industry Rank: Top 27% (67 out of 251)



Source: Zacks Investment Research

Top Peers

Company (Ticker)	Rec	Rank
Alliance Data Systems Corporation (ADS)	Neutral	3
American Express Company (AXP)	Neutral	3
Diebold Nixdorf, Incorporated (DBD)	Neutral	3
Discover Financial Services (DFS)	Neutral	3
Fidelity National Information Services, Inc. (FIS)	Neutral	3
Fiserv, Inc. (FISV)	Neutral	3
Mastercard Incorporated (MA)	Neutral	3
The Western Union Company (WU)	Neutral	3

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

Industry Comparison Industry: Financial Transaction Services				Industry Peers		
	V	X Industry	S&P 500	ADS	FIS	MA
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Neutral
Zacks Rank (Short Term)	3	-	-	3	3	3
VGM Score	F	-	-	B	D	D
Market Cap	389.56 B	2.65 B	23.08 B	2.08 B	90.58 B	335.67 B
# of Analysts	17	5	13.5	10	15	16
Dividend Yield	0.60%	0.00%	1.7%	1.92%	0.96%	0.48%
Value Score	D	-	-	A	D	D
Cash/Price	0.05	0.08	0.07	2.24	0.01	0.04
EV/EBITDA	24.57	15.74	12.95	4.21	31.89	28.92
PEG F1	2.37	1.48	2.94	0.57	1.56	2.80
P/B	12.89	4.74	3.19	1.80	1.84	51.66
P/CF	30.40	14.29	12.56	1.78	17.98	35.17
P/E F1	39.00	25.90	21.07	7.13	26.63	50.63
P/S TTM	17.02	4.56	2.39	0.40	7.42	20.69
Earnings Yield	2.50%	3.76%	4.51%	14.02%	3.76%	1.97%
Debt/Equity	0.59	0.45	0.70	8.32	0.30	1.92
Cash Flow (\$/share)	6.60	2.39	6.93	24.48	8.13	9.53
Growth Score	D	-	-	F	C	C
Historical EPS Growth (3-5 Years)	20.82%	17.88%	10.41%	3.50%	16.96%	23.16%
Projected EPS Growth (F1/F0)	-7.90%	-5.05%	-4.56%	-63.53%	-2.13%	-14.76%
Current Cash Flow Growth	14.82%	13.06%	5.26%	-34.53%	57.47%	13.13%
Historical Cash Flow Growth (3-5 Years)	8.28%	14.80%	8.49%	0.58%	26.53%	15.42%
Current Ratio	1.55	1.28	1.35	1.81	0.71	1.95
Debt/Capital	33.48%	36.58%	42.95%	89.28%	23.27%	65.88%
Net Margin	51.37%	6.22%	10.25%	1.73%	0.25%	45.12%
Return on Equity	40.65%	16.87%	14.66%	42.34%	6.60%	129.52%
Sales/Assets	0.31	0.47	0.50	0.21	0.15	0.55
Projected Sales Growth (F1/F0)	-5.21%	-2.50%	-1.48%	-19.42%	22.18%	-7.72%
Momentum Score	C	-	-	B	C	B
Daily Price Change	1.58%	1.49%	0.59%	-3.24%	1.51%	2.28%
1-Week Price Change	0.96%	2.48%	0.79%	2.48%	1.68%	1.55%
4-Week Price Change	-3.62%	-5.79%	-3.10%	-5.07%	0.56%	-3.55%
12-Week Price Change	3.83%	3.55%	4.54%	-3.28%	9.02%	13.40%
52-Week Price Change	14.95%	2.84%	-0.53%	-65.57%	10.00%	23.68%
20-Day Average Volume (Shares)	8,337,617	455,460	2,077,549	945,049	2,926,665	3,709,223
EPS F1 Estimate 1-Week Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
EPS F1 Estimate 4-Week Change	0.00%	0.00%	0.00%	0.00%	0.21%	0.92%
EPS F1 Estimate 12-Week Change	0.28%	3.43%	4.08%	-22.66%	0.72%	2.78%
EPS Q1 Estimate Monthly Change	0.07%	0.00%	0.00%	6.73%	0.00%	0.53%

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	D
Momentum Score	C
VGM Score	F

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

Disclosures

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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 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.