

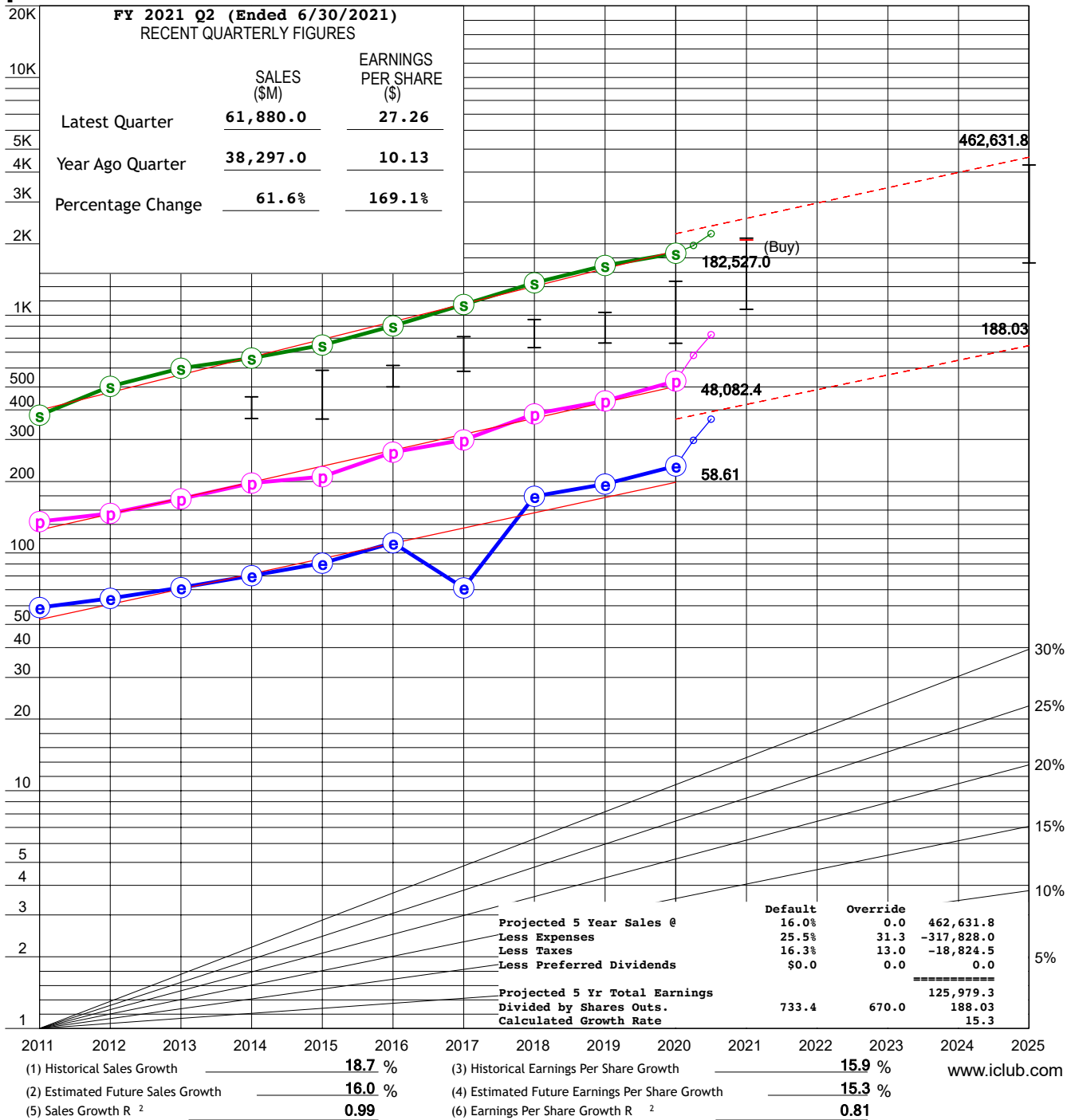


Stock Selection Guide

Company	GOOGLE INC	Price Date	08/11/21
Study by	jah	Data Date	08/11/21
Sector	Communication Services	Last Judgment	08/17/21
Industry	Internet Content & Infor	Data Source	BI
Preferred(\$M)	0.0	Reference	
Diluted(M Shares)	733.4	% Insiders	5.9
Total Debt(\$M)	27,984.0	% Institutions	35.9
% Tot Debt to Tot Cap	11.5	Quality	

1 Growth Analysis

NAS: GOOG



2 QUALITY ANALYSIS

Company **GOOGLE INC** (**GOOG**)

08/11/21

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	5 YEAR AVG.	TREND UP / DOWN
A % Pre-tax Profit on Sales	32.5	26.6	25.6	27.1	25.4	26.8	24.5	25.5	24.5	26.3	25.5	UP
B % ROE (Beginning Yr)		NMF	NMF	NMF	15.7	16.5	9.3	19.3	20.1	20.7	17.2	UP
C % LT Debt to Equity	0.0	0.0	0.0	3.2	1.7	2.9	2.5	2.3	7.5	10.8	5.2	UP

3 PRICE, PRICE/EARNINGS RATIO and DIVIDEND ANALYSIS

CURRENT PRICE (P/E) **2,753.79 (29.9)** 52-WEEK HIGH (P/E) **2,800.22 (30.4)** 52-WEEK LOW (P/E) **1,406.55 (15.2)**

Fiscal Year	High Price	Low Price	EPS	High P/E	Low P/E	Dividend	% Payout	% High Yield
1 2016	816.7	663.1	27.85	29.3	23.8	0.000	0.0	0.0
2 2017	1,078.5	771.8	18.00	59.9	42.9	0.000	0.0	0.0
3 2018	1,273.9	970.1	43.70	29.2	22.2	0.000	0.0	0.0
4 2019	1,365.0	1,014.1	49.16	27.8	20.6	0.000	0.0	0.0
5 2020	1,847.2	1,013.5	58.61	31.5	17.3	0.000	0.0	0.0
6 AVERAGE		886.5		29.5	21.0		0.0	
AVERAGE P/E RATIO	30.5 25.3		PROJECTED P/E RATIO		25.9	TTM EPS		92.25
CURRENT P/E RATIO	29.9		PEG RATIO		1.7	FTM EPS		106.37
RELATIVE VALUE	98.2% 118.4%		PROJ. RELATIVE VALUE		85.0% 99.8%	AVG TTM + FTM EPS		99.31

4 EVALUATING REWARD and RISK over the next 5 years

A FUTURE HIGH PRICE ANALYSIS -- NEXT 5 YEARS

Selected High P/E ~~29.5~~ 30.3 X Estimated High Earnings/Share **188.03** = Forecast High Price \$ **5,697.3**

B FUTURE LOW PRICE ANALYSIS -- NEXT 5 YEARS

(a) Sel. Low P/E ~~21.0~~ 21.6 (as adj.) X Estimated Low Earnings/Share **58.61** = \$ **1,266.0**
 (b) Average 5-Year Low Price = **886.5**
 (c) Recent Severe Low Price = **1,013.5**
 (d) Price Dividend Will Support = Present Divd. + High Yield = **0.00 + 0.000** = **0.0**
 Selected Estimated Low Price = \$ **2,203.0**

C PRICE RANGES

Forecast High Price **5,697.3** - Estimated Low Price **2,203.0** = Range **3,494.3** 25% of Range = **873.6**

BUY (Lower 25% of Range) = **2,203.0** to **3,076.6**
 MAYBE (Middle 50% of Range) = **3,076.6** to **4,823.7**
 SELL (Upper 25% of Range) = **4,823.7** to **5,697.3**

Current Price **2,753.79** is in the **Buy** Range

D UPSIDE/DOWNSIDE ANALYSIS (Potential Gain vs. Risk of Loss)

(Forecast High Price **5,697.3** - Current Price **2,753.79**) ÷ (Current Price **2,753.79** - Estimated Low Price **2,203.0**) = **5.3** To 1

5 TOTAL RETURN ANALYSIS

A CURRENT YIELD

Present Full Year's Dividend \$ **0.000** ÷ Current Price of Stock \$ **2,753.79** = **0.0** % Present Yield or % Returned on Purchase Price

B AVERAGE YIELD - USING FORECAST HIGH P/E

Avg. % Payout **0.0** ÷ Forecast High P/E **30.3** = Avg. Yield **0.0**

AVERAGE YIELD - USING FORECAST AVERAGE P/E

Avg. % Payout **0.0** ÷ Forecast Avg P/E **26.0** = Avg. Yield **0.0**

C % COMPOUND ANNUAL TOTAL RETURN - USING FORECAST HIGH P/E

Average Yield **0.0** % + Annual Appreciation **15.7** % = Compound Annual Total Return **15.7** %

D % PROJECTED AVERAGE RETURN - USING FORECAST AVERAGE P/E

Average Yield **0.0** % + Annual Appreciation **12.1** % = Projected Average Total Return **12.1** %