

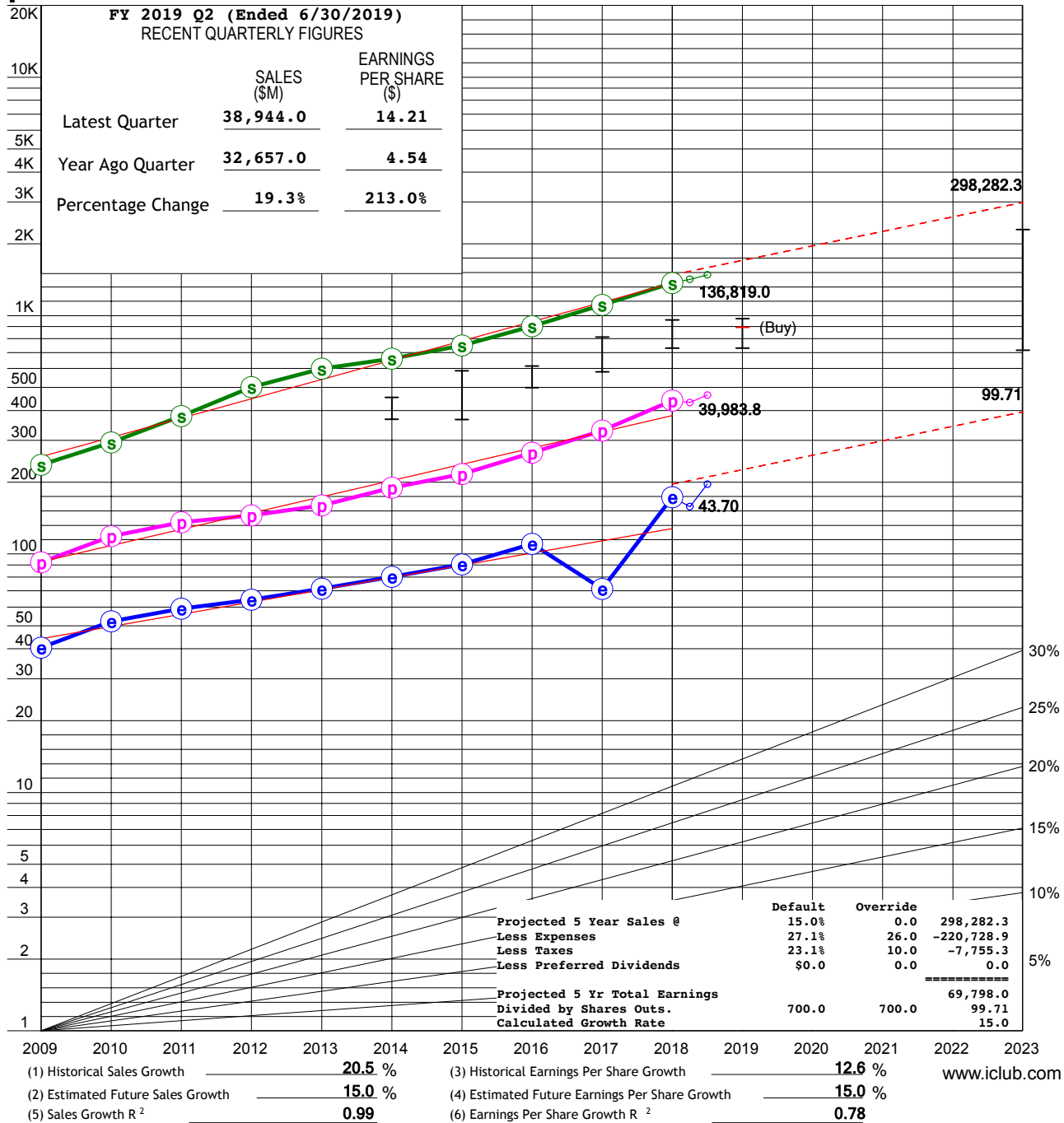


# Stock Selection Guide

Company	GOOGLE INC	Price Date	08/09/19
Study by	jah	Data Date	08/09/19
Sector	Technology	Last Judgment	08/11/19
Industry	Internet Content & Infor	Data Source	BI
Preferred(\$M)	0.0	Reference	
Diluted(M Shares)	700.0	% Insiders	2.9
Total Debt(\$M)	4,074.0	% Institutions	48.1
% Tot Debt to Tot Cap	2.3	Quality	

## 1 Growth Analysis

NAS: GOOG



## 2 QUALITY ANALYSIS

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

08/09/19

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	5 YEAR AVG.	TREND UP / DOWN
<b>A</b> % Pre-tax Profit on Sales	35.4	36.8	32.6	26.3	24.3	26.1	26.2	26.8	27.0	29.2	27.1	UP
<b>B</b> % ROE (Beginning Yr)							15.7	16.5	9.3	19.3	15.2	UP
<b>C</b> % LT Debt to Equity	0.0	0.0	0.0	0.0	0.0	3.2	1.7	2.9	2.5	2.3	2.5	DOWN

## 3 PRICE, PRICE/EARNINGS RATIO and DIVIDEND ANALYSIS

CURRENT PRICE (P/E) **1,188.01 (24.0)** 52-WEEK HIGH (P/E) **1,289.27 (26.0)** 52-WEEK LOW (P/E) **970.11 (19.6)**

Fiscal Year	High Price	Low Price	EPS	High P/E	Low P/E	Dividend	% Payout	% High Yield
1 <b>2014</b>	603.2	487.7	20.27	29.8	24.1	0.000	0.0	0.0
2 <b>2015</b>	780.0	486.2	22.84	34.2	21.3	0.000	0.0	0.0
3 <b>2016</b>	816.7	663.1	27.85	29.3	23.8	0.000	0.0	0.0
4 <b>2017</b>	1,078.5	771.8	18.00	<del>59.9</del>	<del>42.9</del>	0.000	0.0	0.0
5 <b>2018</b>	1,273.9	970.1	43.70	29.2	22.2	0.000	0.0	0.0
6 AVERAGE		675.8		30.6	22.8		0.0	
AVERAGE P/E RATIO	<del>31.7</del>	26.7	PROJECTED P/E RATIO	20.9	TTM EPS	49.54		
CURRENT P/E RATIO	24.0	PEG RATIO	1.4	FTM EPS	56.98			
RELATIVE VALUE	<del>75.7%</del>	89.9%	PROJ. RELATIVE VALUE	<del>65.8%</del>	78.1%	AVG TTM + FTM EPS	53.26	

## 4 EVALUATING REWARD and RISK over the next 5 years

### A FUTURE HIGH PRICE ANALYSIS -- NEXT 5 YEARS

Selected High P/E **30.6** X Estimated High Earnings/Share **99.71** = Forecast High Price \$ **3,051.1**

### B FUTURE LOW PRICE ANALYSIS -- NEXT 5 YEARS

(a) Sel. Low P/E **22.8** (as adj.) X Estimated Low Earnings/Share **43.70** = \$ **996.4**

(b) Average 5-Year Low Price = **675.8**

(c) Recent Severe Low Price = **771.8**

(d) Price Dividend Will Support = Present Divd. + High Yield = **0.00** + **0.000** = **0.0**

Selected Estimated Low Price = \$ **950.4**

### C PRICE RANGES

Forecast High Price **3,051.1** - Estimated Low Price **950.4** = Range **2,100.7** 25% of Range = **525.2**

BUY (Lower 25% of Range) = **950.4** to **1,475.6**

MAYBE (Middle 50% of Range) = **1,475.6** to **2,525.9**

SELL (Upper 25% of Range) = **2,525.9** to **3,051.1**

Current Price **1,188.01** is in the **Buy** Range

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

(Forecast High Price **3,051.1** - Current Price **1,188.01**) + (Current Price **1,188.01** - Estimated Low Price **950.4**) = **7.8** To 1

## 5 TOTAL RETURN ANALYSIS

### A CURRENT YIELD

Present Full Year's Dividend \$ **0.000** + Current Price of Stock \$ **1,188.01** = **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 **30.6** = Avg. Yield **0.0**

### AVERAGE YIELD - USING FORECAST AVERAGE P/E

Avg. % Payout **0.0** + Forecast Avg P/E **26.7** = Avg. Yield **0.0**

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

Average Yield **0.0** % + Annual Appreciation **20.8** % = Compound Annual Total Return **20.8** %

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

Average Yield **0.0** % + Annual Appreciation **17.5** % = Projected Average Total Return **17.5** %

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