

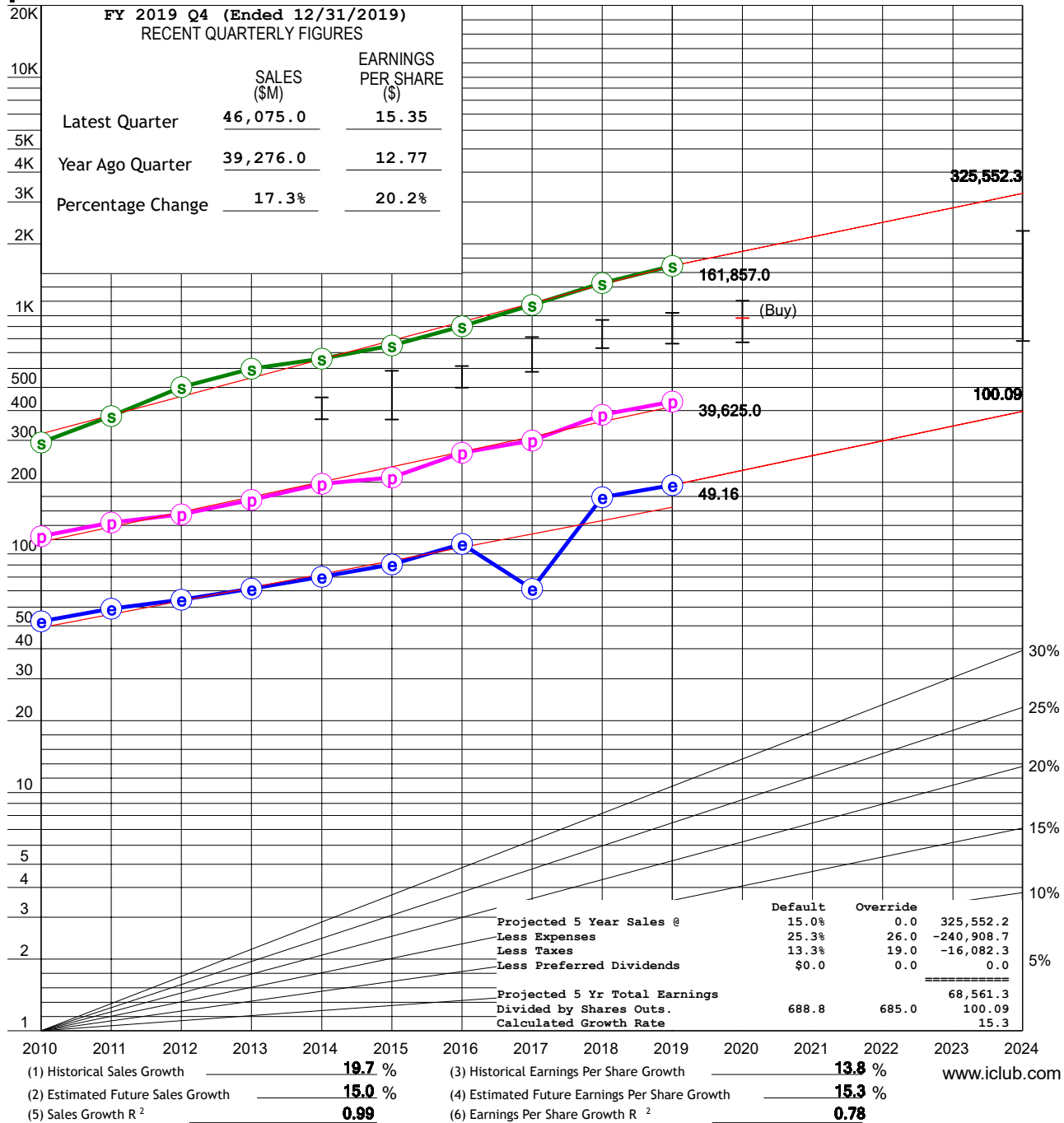


# Stock Selection Guide

Company	GOOGLE INC	Price Date	03/06/20
Study by	jah	Data Date	03/06/20
Sector	Communication Services	Last Judgment	03/09/20
Industry	Internet Content & Infor	Data Source	StkCntrl
Preferred(\$M)	0.0	Reference	
Diluted(M Shares)	688.8	% Insiders	3.0
Total Debt(\$M)	15,967.0	% Institutions	22.4
% Tot Debt to Tot Cap	7.6	Quality	3.2 (Take Stock)

## 1 Growth Analysis

NAS: GOOG



## 2 QUALITY ANALYSIS

Company **GOOGLE INC** (GOOG)

03/06/20

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	5 YEAR AVG.	TREND UP / DOWN
<b>A</b> % Pre-tax Profit on Sales	36.8	32.5	26.6	25.6	27.1	25.4	26.8	24.5	25.5	24.5	25.3	DOWN
<b>B</b> % ROE (Beginning Yr)	NMF	NMF	NMF	NMF	NMF	15.7	16.5	9.3	19.3	20.1	16.2	UP
<b>C</b> % LT Debt to Equity	0.0	0.0	0.0	0.0	5.3	4.5	2.9	2.5	2.3	8.1	4.1	UP

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

CURRENT PRICE (P/E) **1,298.41 (26.4)** 52-WEEK HIGH (P/E) **1,532.11 (31.2)** 52-WEEK LOW (P/E) **1,025.00 (20.8)**

	Fiscal Year	High Price	Low Price	EPS	High P/E	Low P/E	Dividend	% Payout	% High Yield	
1	2015	780.0	486.2	22.84	34.2	21.3	0.000	0.0	0.0	
2	2016	816.7	663.1	27.85	29.3	23.8	0.000	0.0	0.0	
3	2017	1,078.5	771.8	18.00	<del>59.9</del>	<del>42.9</del>	0.000	0.0	0.0	
4	2018	1,273.9	970.1	43.70	29.2	22.2	0.000	0.0	0.0	
5	2019	1,365.0	1,014.1	49.16	27.8	20.6	0.000	0.0	0.0	
6	AVERAGE		781.1		30.1	22.0		0.0		
AVERAGE P/E RATIO		<del>31.2</del>	26.1	PROJECTED P/E RATIO		22.9	TTM EPS		49.18	
CURRENT P/E RATIO		26.4		PEG RATIO		1.5	FTM EPS		56.69	
RELATIVE VALUE		<del>84.8%</del>	101.3%	PROJ. RELATIVE VALUE		<del>73.5%</del>	87.9%	AVG TTM + FTM EPS		52.94

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

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

Selected High P/E **30.1** X Estimated High Earnings/Share **100.09** = Forecast High Price \$ **3,012.7**

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

(a) Sel. Low P/E **22.0** (as adj.) X Estimated Low Earnings/Share **49.16** = \$ **1,081.5**

(b) Average 5-Year Low Price = **781.1**

(c) Recent Severe Low Price = **970.1**

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

Selected Estimated Low Price = \$ **1,038.7**

### C PRICE RANGES

Forecast High Price **3,012.7** - Estimated Low Price **1,038.7** = Range **1,974.0** 25% of Range = **493.5**

BUY (Lower 25% of Range) = **1,038.7** to **1,532.2**

MAYBE (Middle 50% of Range) = **1,532.2** to **2,519.2**

SELL (Upper 25% of Range) = **2,519.2** to **3,012.7**

Current Price **1,298.41** is in the **Buy** Range

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

(Forecast High Price **3,012.7** - Current Price **1,298.41**) ÷ (Current Price **1,298.41** - Estimated Low Price **1,038.7**) = **6.6** To 1

## 5 TOTAL RETURN ANALYSIS

### A CURRENT YIELD

Present Full Year's Dividend \$ **0.000** ÷ Current Price of Stock \$ **1,298.41** = **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 **30.1** = Avg. Yield **0.0**

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

Avg. % Payout **0.0** ÷ Forecast Avg P/E **26.1** = Avg. Yield **0.0**

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

Average Yield **0.0** % + Annual Appreciation **18.3** % = Compound Annual Total Return **18.3** %

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

Average Yield **0.0** % + Annual Appreciation **15.0** % = Projected Average Total Return **15.0** %

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