

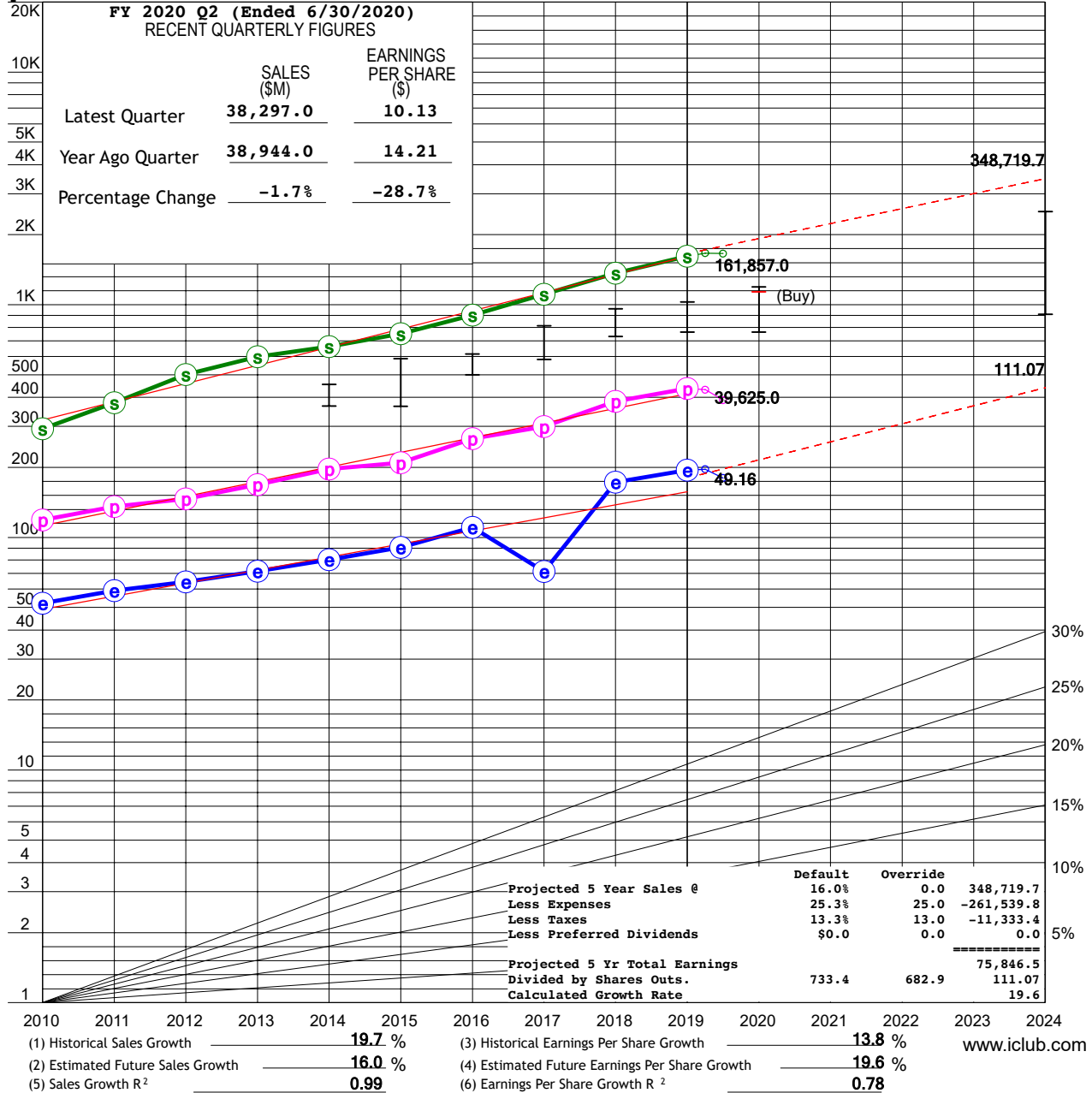


Stock Selection Guide

Company	GOOGLE INC	Price Date	08/14/20
Study by	jah	Data Date	08/14/20
Sector	Communication Services	Last Judgment	08/15/20
Industry	Internet Content & Infor	Data Source	BI
Preferred(\$M)	0.0	Reference	
Diluted(M Shares)	733.4	% Insiders	3.0
Total Debt(\$M)	16,143.0	% Institutions	25.8
% Tot Debt to Tot Cap	7.7	Quality	

1 Growth Analysis

NAS: GOOG



2 QUALITY ANALYSIS

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

08/14/20

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	5 YEAR AVG.	TREND UP / DOWN
A % 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 % ROE (Beginning Yr)		NMF	NMF	NMF	NMF	15.7	16.5	9.3	19.3	20.1	16.2	UP
C % LT Debt to Equity	0.0	0.0	0.0	0.0	3.2	1.7	2.9	2.5	2.3	7.5	3.4	UP

3 PRICE, PRICE/EARNINGS RATIO and DIVIDEND ANALYSIS

CURRENT PRICE (P/E) **1,507.73 (33.2)** 52-WEEK HIGH (P/E) **1,586.99 (34.9)** 52-WEEK LOW (P/E) **1,013.54 (22.3)**

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	59.9	42.9	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	31.2 26.1		PROJECTED P/E RATIO		27.7	TTM EPS		45.47
CURRENT P/E RATIO	33.2		PEG RATIO		1.4	FTM EPS		54.36
RELATIVE VALUE	106.6% 127.4%		PROJ. RELATIVE VALUE		89.0% 106.5%	AVG TTM + FTM EPS		49.92

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 **111.07** = Forecast High Price \$ **3,343.2**

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 = \$ **1,206.2**

C PRICE RANGES

Forecast High Price **3,343.2** - Estimated Low Price **1,206.2** = Range **2,137.0** 25% of Range = **534.3**

BUY (Lower 25% of Range) = **1,206.2** to **1,740.5**

MAYBE (Middle 50% of Range) = **1,740.5** to **2,808.9**

SELL (Upper 25% of Range) = **2,808.9** to **3,343.2**

Current Price **1,507.73** is in the **Buy** Range

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

(Forecast High Price **3,343.2** - Current Price **1,507.73**) ÷ (Current Price **1,507.73** - Estimated Low Price **1,206.2**) = **6.1** To 1

5 TOTAL RETURN ANALYSIS

A CURRENT YIELD

Present Full Year's Dividend \$ **0.000** ÷ Current Price of Stock \$ **1,507.73** = **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 **17.3** % = Compound Annual Total Return **17.3** %

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

Average Yield **0.0** % + Annual Appreciation **13.9** % = Projected Average Total Return **13.9** %

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