

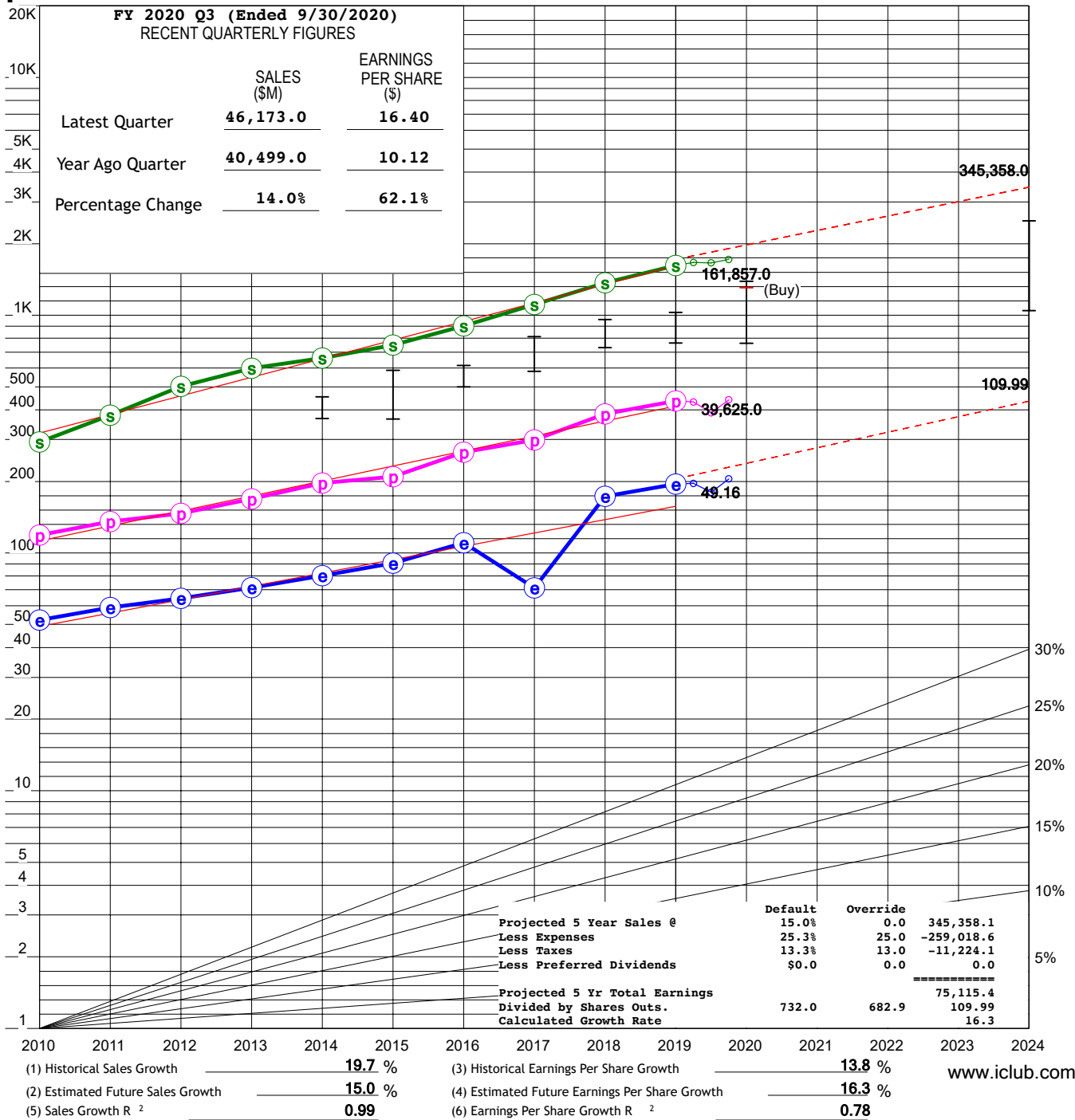


# Stock Selection Guide

Company	GOOGLE INC	Price Date	01/18/21
Study by	jah	Data Date	01/18/21
Sector	Communication Services	Last Judgment	01/19/21
Industry	Internet Content & Infor	Data Source	BI
Preferred(\$M)	0.0	Reference	
Diluted(M Shares)	732.0	% Insiders	5.9
Total Debt(\$M)	26,421.0	% Institutions	28.3
% Tot Debt to Tot Cap	12.1	Quality	

## 1 Growth Analysis

NAS: GOOG



## 2 QUALITY ANALYSIS

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

01/18/21

	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	<b>DOWN</b>
<b>B</b> % ROE (Beginning Yr)		NMF	NMF	NMF	NMF	15.7	16.5	9.3	19.3	20.1	16.2	<b>UP</b>
<b>C</b> % 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	<b>UP</b>

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

CURRENT PRICE (P/E) **1,736.19 (33.5)** 52-WEEK HIGH (P/E) **1,847.20 (35.7)** 52-WEEK LOW (P/E) **1,013.54 (19.6)**

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	<del>31.2</del> 26.1		PROJECTED P/E RATIO	28.9		TTM EPS		51.75
CURRENT P/E RATIO	33.5		PEG RATIO	1.8		FTM EPS		60.17
RELATIVE VALUE	<del>107.5%</del> 128.6%		PROJ. RELATIVE VALUE	<del>92.6%</del> 110.8%		AVG TTM + FTM EPS		55.96

## 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 **109.99** = Forecast High Price \$ **3,310.7**

### 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 = \$ **1,389.0**

### C PRICE RANGES

Forecast High Price **3,310.7** - Estimated Low Price **1,389.0** = Range **1,921.7** 25% of Range = **480.4**

BUY (Lower 25% of Range) = **1,389.0** to **1,869.4**  
 MAYBE (Middle 50% of Range) = **1,869.4** to **2,830.3**  
 SELL (Upper 25% of Range) = **2,830.3** to **3,310.7**

Current Price **1,736.19** is in the **Buy** Range

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

(Forecast High Price **3,310.7** - Current Price **1,736.19**) ÷ (Current Price **1,736.19** - Estimated Low Price **1,389.0**) = **4.5** To 1

## 5 TOTAL RETURN ANALYSIS

### A CURRENT YIELD

Present Full Year's Dividend \$ **0.000** ÷ Current Price of Stock \$ **1,736.19** = **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 **13.8** % = Compound Annual Total Return **13.8** %

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

Average Yield **0.0** % + Annual Appreciation **10.5** % = Projected Average Total Return **10.5** %