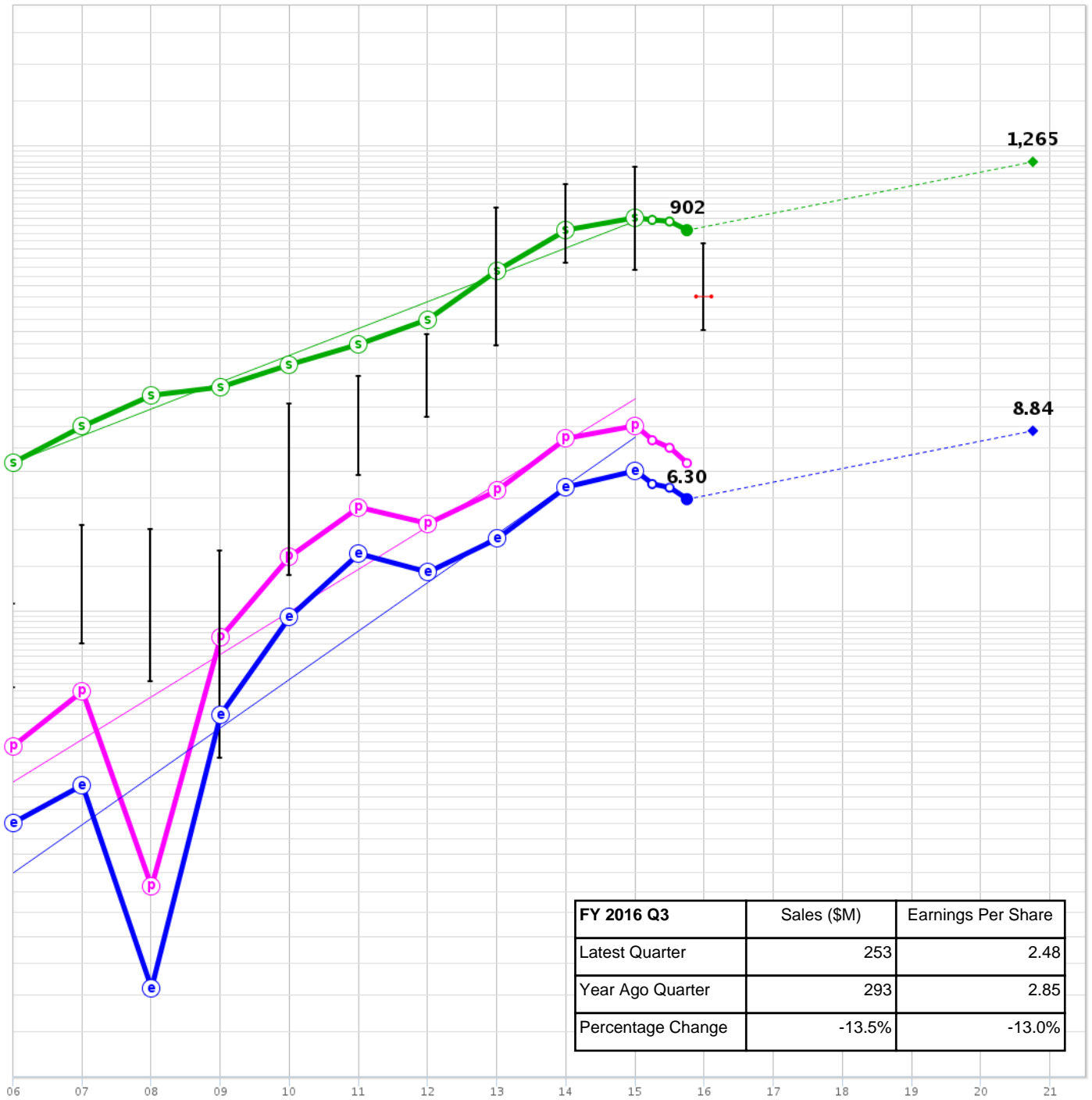


Company	Boston Beer Co		Date	11/15/16	
Prepared by	BILLMYER		Data taken from	BI Stock Data	
Where traded	NYS	Industry	Beverages - Brewers		
Capitalization --- Outstanding Amounts	Reference				
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	12.6	1.1	67.7		
Debt (\$M)	0.5	% to Tot Cap	0.1	% Pot Dil	2.1

# Stock Selection Guide

Symbol: SAM

## 1 VISUAL ANALYSIS of Sales, Earnings, and Price



FY 2016 Q3	Sales (\$M)	Earnings Per Share
Latest Quarter	253	2.48
Year Ago Quarter	293	2.85
Percentage Change	-13.5%	-13.0%

- (1) Historical Sales Growth 14.2%
- (3) Historical Earnings Per Share Growth 27.1%
- (2) Estimated Future Sales Growth 7.0%
- (4) Estimated Future Earnings Per Share Growth 7.0%

## 2 EVALUATING Management

Boston Beer Co

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Last 5 Year Avg.
Pre-tax Profit on Sales	11.1%	12.2%	4.0%	13.1%	17.5%	20.2%	16.5%	15.2%	16.1%	16.1%	16.8%
% Earned on Equity	17.4%	16.3%	5.7%	17.9%	28.5%	35.8%	23.0%	23.5%	21.2%	18.8%	24.5%
% Debt To Capital	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.1%	0.1%	0.1%

## 3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

**CLOSING PRICE** 171.75 (11/15/16)

**HIGH THIS YEAR** 222.57

**LOW THIS YEAR** 145.30

	A	B	C	D	E	F	G	H
Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield
	High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100
2011	115.5	71.0	4.81	24.0	14.8	0.00	0.0	0.0
2012	142.5	94.2	4.39	32.5	21.5	0.00	0.0	0.0
2013	265.5	134.4	5.18	51.3	25.9	0.00	0.0	0.0
2014	299.0	202.8	6.69	44.7	30.3	0.00	0.0	0.0
2015	325.0	195.0	7.25	44.8	26.9	0.00	0.0	0.0
AVERAGE		139.5		33.7	20.7			
CURRENT/TTM			6.30					
AVERAGE PRICE EARNINGS RATIO: 27.2				CURRENT PRICE EARNINGS RATIO: 27.3				

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

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

### A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 27.2 X Estimate High Earnings/Share 8.84 = Forecasted High Price \$ 240.3

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 20.7 X Estimate Low Earnings/Share 7.25 = Forecasted Low Price \$ 150.1

(b) Avg. Low Price of Last 5 Years 139.5

(c) Recent Market Low Price 145.3

(d) Price Dividend Will Support  $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{0.00}{0.00\%} = 0.0$

Selected Forecasted Low Price \$ 137.4

### C ZONING using 25%-50%-25%

Forecasted High Price 240.3 Minus Forecasted Low Price 137.4 = 102.9 Range. 25% of Range 25.7

Buy Zone 137.4 to 163.1

Hold Zone 163.1 to 214.6

Sell Zone 214.6 to 240.3

Present Market Price of 171.75 is in the **HOLD** Zone

### D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price} - \text{Low Price}} = \frac{240.3 - 171.75}{171.75 - 137.4} = \frac{68.59}{34.35} = 2.0$  To 1

### E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price} - \text{Closing Price}}{\text{Closing Price}} = \frac{240.3 - 171.75}{171.75} = 1.3994$  X 100 = 139.94 - 100 = 39.9 % Appreciation

## 5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

**A**  $\frac{\text{Indicated Annual Dividend}}{\text{Closing Price}} = \frac{0.00}{171.75} = 0.0000 = 0.0\%$  Current Yield

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

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{0.0\%}{27.20} = 0.0\%$

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

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{0.0\%}{23.95} = 0.0\%$

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

Annualized Appreciation 7.0 %  
Average Yield 0.0 %  
Annualized Rate of Return 7.0 %

### COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 4.3 %  
Average Yield 0.0 %  
Annualized Rate of Return 4.3 %