


KO has outperformed the S\&P 500 by $21.7 \%$ in the past year.

KO has outperformed its sector by $9.0 \%$ in the past year.

The Consumer Defensive sector has outperformed the market by $12.7 \%$ in the past year.

## ANALYST CONSENSUS


Value
Score
68

## Growth

Score
87

Value Score: Our value score looks at EV/EBITDA, P/E, P/S, P/TB (Price/Tangible Book) and EPS Predictability. P/S and P/TB are compared within a sector. Other metrics are compared across all stocks

Growth Score: Our growth score looks at the 5 year history and the forward estimates for EBITDA, Sales, and EPS growth, ranking the best companies across all stocks.

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Quality Score: Our quality score compares profitability and balance sheet metrics to find high quality companies using ROIC, Net Margin, Gross Margin, Interest Coverage, and Debt / Equity metrics.

Sentiment Score: Our sentiment score finds stocks in favor by analyzing Short Interest, returns in key periods over the last year, Price vs. 52-wk High, Days Since 52 -wk High and MACD signals.

## BUSINESS SUMMARY

Coca-Cola is the largest nonalcoholic beverage entity in the world, owning and marketing some of the leading carbonated beverage brands, such as Coke, Fanta, and Sprite, as well as nonsparkling brands, such as Minute Maid, Georgia Coffee, Costa, and Glaceau. Operationally, the firm focuses its manufacturing efforts early in the supply chain, making the concentrate (or beverage bases) for its drinks that are then processed and distributed by its network of more than 100 bottlers. Concentrate operations represent roughly $85 \%$ of the company's unit case volume. The firm generates most of its revenue internationally, with countries like Mexico, Brazil, and Japan being key markets outside of the U.S.

Employees 79,000
Homepage www.coca-colacompany.com
Headquarters Atlanta, GA

VALUATION SUMMARY

|  | KO | Industry | S\&P 500 |
| :---: | :---: | :---: | :---: |
| Value Score | 68 | 53 | 75 |
| Price / Earnings | 27.1 | 27.7 | 20.4 |
| Price / Sales | 6.3 | 3.4 | 2.3 |
| Price / Free Cash Flow | 25.3 | 28.0 | 20.7 |
| Price / Book | 11.2 | 6.4 | 4.1 |
| Price / Tangible Book | - | - | 100+ |
| EV / EBITDA | 20.7 | 18.4 | 17.2 |
| EPS Predict. Pctl. | 85 | 66 | 70 |
| Piotroski F Score | 6 | 6 | 8 |
| 5-Year P/E Range | 18.9 | 1 | 100+ |
| 5-Year P/B Range | 8.2 |  | 13.8 |
| 5-Year P/S Range | 4.8 |  | 7.7 |

GROWTH SUMMARY


PEERS ANALYSIS SUMMARY

| Ticker | Company | Cap (\$M USD | P/E | Div. <br> Yield | 1M <br> Return | 1Y <br> Return | Margin of Safety | Value Score | Growth <br> Score | Quality Score |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PG | Procter \& Gamble | \$329,866 | 23.8 | 2.6\% | -7.8\% | -1.8\% | -10\% | 69 | 84 | 93 |
| KO | Coca-Cola | \$257,488 | 27.1 | 3.0\% | -7.8\% | 10.8\% | -10\% | 68 | 87 | 90 |
| PEP | PepsiCo | \$231,981 | 25.1 | 2.8\% | -6.8\% | 10.3\% | -10\% | 69 | 76 | 86 |
| TGT | Target | \$75,524 | 18.6 | 2.6\% | -8.9\% | -32.3\% | -19\% | 80 | 76 | 78 |
| KDP | Keurig Dr Pepper | \$52,636 | 24.5 | 2.2\% | -7.3\% | 6.9\% | 1\% | 69 | 92 | 82 |
| MNST | Monster Beverage | \$45,965 | 38.2 | - | -5.5\% | -9.0\% | 2\% | 65 | 94 | 85 |
| CCEP | Coca-Cola Europa... | \$21,541 | 15.4 | 4.6\% | -14.7\% | -17.7\% | 34\% | 61 | 97 | 74 |
| CO... | Coca-Cola Femsa | \$13,445 | 16.0 | - | 2.9\% | 11.9\% | - | 86 | - | 81 |
| EM... | Arca Continental | \$11,826 | 15.7 | 6.4\% | -3.3\% | 13.6\% | 33\% | 87 | 91 | 83 |
| YKLTF | Yakult Honsha Co | \$8,253 | 22.3 | 1.2\% | 0.0\% | 13.8\% | - | 83 | 78 | 91 |
| CELH | Celsius Holdings | \$7,617 | 100+ | - | 1.1\% | 4.6\% | - | 46 | 95 | 90 |
| ITOEF | ITO EN | \$5,495 | 63.7 | 0.7\% | 0.0\% | -25.1\% | -5\% | 68 | 61 | 75 |

## PROFITABILITY SUMMARY

|  | KO | Industry | S\&P $\mathbf{5 0 0}$ |
| :--- | ---: | ---: | ---: |
| Quality Score | $\mathbf{9 0}$ | $\mathbf{6 3}$ | $\mathbf{7 7}$ |
| Gross Margin | $58.9 \%$ | $49.9 \%$ | $30.2 \%$ |
| Operating Margin | $28.1 \%$ | $16.0 \%$ | $14.8 \%$ |
| Net Margin | $23.2 \%$ | $12.2 \%$ | $11.8 \%$ |
| Return on Assets | $10.3 \%$ | $9.8 \%$ | $8.7 \%$ |
| Return on Equity | $41.6 \%$ | $39.4 \%$ | $35.2 \%$ |
| ROIC | $15.9 \%$ | $16.9 \%$ | $20.1 \%$ |

## RETURNS SUMMARY

|  | KO | Industry | S\&P 500 | Dividend Adjusted Return | Sep 16, 2021 - Sep 16, 2022 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sentiment Score | 86 | 46 | 54 | KO 59.79 (+10.0\%) |  |  |
| 5-Day Return | -3.8\% | -3.4\% | -4.4\% | EMA 5062.55 (+15.1\%) | EMA 15061.77 (+13.6\%) |  |
| 1-Month Return | -7.8\% | -6.9\% | -9.7\% |  | $\sim^{\prime \prime}$ | 20.0\% |
| YTD Return | 2.8\% | -2.4\% | -17.8\% |  | - $\sim_{\sim}$ |  |
| 1-Year Return | 10.8\% | 4.5\% | -11.8\% | N | F |  |
| 3-Year Return | 21.2\% | 16.3\% | 36.2\% | N |  |  |
| 5-Year Return | 51.3\% | 36.9\% | 68.9\% |  |  | 0.0\% |
| Beta 1-Year | 0.46 | 0.44 | 0.99 | Non |  | -5.1\% |


| DIVIDEND |  |  | DEBT \& EQUITY |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  | KO |  | Industry |  | Current Ratio |

## ANALYST REVISIONS

| Current Quarter EPS |  |
| :--- | ---: |
| \# Up Last 30 days | 0.00 |
| \# Down Last 30 days | 0.00 |
| Mean Estimate | 0.48 |
| \% Change (30 Days) | - |


| Next Quarter EPS |  |
| :--- | ---: |
| \# Up Last 30 days | 0.00 |
| \# Down Last 30 days | 0.00 |
| Mean Estimate | 0.64 |
| \% Change (30 Days) | - |

## MEAN ESTIMATE TREND

|  | Cur Qtr | Next Qtr | Cur Year | Next Year |
| :--- | ---: | ---: | ---: | ---: |
| Latest | $\$ 0.64$ | $\$ 0.48$ | $\$ 2.46$ | $\$ 2.60$ |
| 30 Days Ago | $\$ 0.64$ | $\$ 0.48$ | $\$ 2.46$ | $\$ 2.60$ |
| 90 Days Ago | $\$ 0.66$ | $\$ 0.49$ | $\$ 2.47$ | $\$ 2.65$ |
| \% Change (90 Days) | $-3.0 \%$ | $-2.0 \%$ | $-0.4 \%$ | $-1.9 \%$ |

## EARNINGS SURPRISES

Earnings surprise is the difference between a company's announced earnings and the average analyst estimated value. Surprises typically causes the stock price to jump and are often followed by more of the same surprise type.

Surprise Summary (Last 12 Quarters)

| Surprise Type | Amount | Percent |
| :--- | ---: | ---: |
| Positive Quarters (> 2\%) | 11 | $91.7 \%$ |
| Negative Quarters (< 2\%) | 0 | - |
| In-Line Quarters (within 2\%) | 1 | $8.3 \%$ |

Surprise Detail (Last 6 Quarters)

| Surprise <br> Type | Announce <br> Date | Period End <br> Date | Actual <br> EPS | Est. <br> EPS | Surprise <br> (\%) |
| :--- | :---: | :---: | ---: | ---: | ---: |
| Positive | $07 / 26 / 22$ | $06 / 30 / 22$ | $\$ 0.70$ | $\$ 0.67$ | $4.0 \%$ |
| Positive | $04 / 25 / 22$ | $03 / 31 / 22$ | $\$ 0.64$ | $\$ 0.58$ | $11.1 \%$ |
| Positive | $02 / 10 / 22$ | $12 / 31 / 21$ | $\$ 0.45$ | $\$ 0.40$ | $12.5 \%$ |
| Positive | $10 / 27 / 21$ | $09 / 30 / 21$ | $\$ 0.65$ | $\$ 0.58$ | $12.1 \%$ |
| Positive | $07 / 21 / 21$ | $06 / 30 / 21$ | $\$ 0.68$ | $\$ 0.57$ | $19.3 \%$ |
| Positive | $04 / 19 / 21$ | $03 / 31 / 21$ | $\$ 0.55$ | $\$ 0.50$ | $10.0 \%$ |

## RISK

|  | KO | Industry | S\&P 500 |
| :--- | ---: | ---: | ---: |
| Best Monthly Return (5Y) | $13.2 \%$ | $10.9 \%$ | $17.9 \%$ |
| Worst Monthly Return (5Y) | $-20.9 \%$ | $-16.8 \%$ | $-16.4 \%$ |
| Beta 1-Year | 0.46 | 0.44 | 0.99 |
| Volatility 1-Year | 0.19 | 0.14 | 0.21 |
| Volatility 1Y Pctl. | 17 | - | - |
| Max Drawdown 1-Year | $-10.8 \%$ | $-14.9 \%$ | $-23.5 \%$ |
| Max Drawdown 3-Year | $-37.5 \%$ | $-34.2 \%$ | $-33.9 \%$ |
| Max Drawdown 5-Year | $-37.5 \%$ | $-38.6 \%$ | $-33.9 \%$ |

## SEASONALITY

Ten-Year Seasonal Performance vs the S\&P 500


## 5-YEAR RELATIVE PERFORMANCE VS S\&P 500

Relative to the S\&P 500 baseline, KO has underperformed the S\&P 500 by $-18.5 \%$ in the past 5 Years.

KO has outperformed its sector by $4.6 \%$ in the past 5 Years.

The Consumer Defensive sector has underperformed the market by $-23.1 \%$ in the past 5 Years.

Dividend Adjusted Return Sep 15, 2017 - Sep 16, 2022


Ratings scores are relative to industry groups. They compare key metrics to rank stocks vs. their competitors. For example, higher growth than peers will score high even when the absolute growth is below the market average.


| Financial Strength vs Peers |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Ticker | Company | Financial Strength <br> Rating vs. Peers | Debt / <br> Equity | Interest <br> Coverage | Quick <br> Ratio | Intangibles \% | Solvency <br> Ratio | Short \% <br> of Float |
| CELH | Celsius Holdings | $\mathbf{9 1}$ | 0.0 | $1,949.8$ | 1.3 | $8.0 \%$ | $19 \%$ | $11.9 \%$ |
| MNST | Monster Beverage | $\mathbf{8 5}$ | 0.0 | - | 3.5 | $32.3 \%$ | $117 \%$ | $1.7 \%$ |
| KDP | Keurig Dr Pepper | $\mathbf{7 4}$ | 0.5 | 5.6 | 0.4 | $85.4 \%$ | $15 \%$ | $1.5 \%$ |
| KO | Coca-Cola | $\mathbf{6 2}$ | 1.8 | 16.6 | 0.9 | $36.4 \%$ | $19 \%$ | $0.6 \%$ |
| CCEP | Coca-Cola Europacific | $\mathbf{5 0}$ | 1.7 | 11.9 | 0.8 | $57.1 \%$ | $12 \%$ | - |


| Dividends vs Peers |  |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Ticker | Company <br> Rating vs. Peer | Div. Yield | TTM <br> Yield | Price | Div. <br> Per Share | Consecutive Div. <br> Growth Years | Payout <br> Ratio |  |  |
| CCEP | Coca-Cola Europacific | $\mathbf{8 1}$ | $4.6 \%$ | $4.1 \%$ | $\$ 47.15$ | $\$ 2.18$ | 1 | $63.8 \%$ |  |
| KDP | Keurig Dr Pepper | $\mathbf{5 6}$ | $2.2 \%$ | $2.0 \%$ | $\$ 37.17$ | $\$ 0.80$ | 1 | $48.7 \%$ |  |
| KO | Coca-Cola | $\mathbf{4 4}$ |  | $3.0 \%$ | $2.9 \%$ | $\$ 59.54$ | $\$ 1.76$ | $10+$ | $77.8 \%$ |
| CELH | Celsius Holdings |  | - | - | - | $\$ 100.70$ | - | 0 | - |
| MNST | Monster Beverage |  | - | - | - | $\$ 87.24$ | - | 0 | - |


| Momentum vs Peers |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ticker | Company | Momentum Rating vs. Peer: | 1M Return | 3M Return | 6M Return | YTD Return | 1 Y Return | $\begin{gathered} \text { Beta } \\ 1 \mathrm{Y} \end{gathered}$ | $\begin{gathered} \text { Volatility } \\ 1 \mathrm{Y} \end{gathered}$ | Price vs 52-wk High (\%) |
| CELH | Celsius Holdings | 98 | 1.1\% | 86.7\% | 102.1\% | 35.0\% | 4.6\% | 2.32 | 0.83 | 85.2\% |
| KDP | Keurig Dr Pepper | 83 | -7.3\% | 8.5\% | 0.2\% | 2.4\% | 6.9\% | 0.45 | 0.20 | 90.0\% |
| KO | Coca-Cola | 77 | -7.8\% | 1.5\% | 1.6\% | 2.8\% | 10.8\% | 0.46 | 0.19 | 88.6\% |
| MNST | Monster Beverage | 77 | -5.5\% | -0.7\% | 13.0\% | -9.2\% | -9.0\% | 0.85 | 0.28 | 87.4\% |
| CCEP | Coca-Cola Europacific | 52 | -14.7\% | -5.1\% | -3.1\% | -14.7\% | -17.7\% | 0.87 | 0.32 | 78.8\% |

## DIVIDEND DETAIL



| CALENDAR YEAR DIVIDEND HISTORY |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Year | Date | Pay Date | Text | Amount |
| 2022 Dividends |  |  |  | \$1.32 |
|  | 09/15/22 | 10/03/22 | Regular | \$0.44 |
|  | 06/14/22 | 07/01/22 | Regular | \$0.44 |
|  | 03/14/22 | 04/01/22 | Regular | \$0.44 |
| 2021 Dividends |  |  |  | \$1.68 |
|  | 11/30/21 | 12/15/21 | Regular | \$0.42 |
|  | 09/14/21 | 10/01/21 | Regular | \$0.42 |
|  | 06/14/21 | 07/01/21 | Regular | \$0.42 |
|  | 03/12/21 | 04/01/21 | Regular | \$0.42 |
| 2020 Dividends |  |  |  | \$1.64 |
|  | 11/30/20 | 12/15/20 | Regular | \$0.41 |
|  | 09/14/20 | 10/01/20 | Regular | \$0.41 |
|  | 06/12/20 | 07/01/20 | Regular | \$0.41 |
|  | 03/13/20 | 04/01/20 | Regular | \$0.41 |
| 2019 Dividends |  |  |  | \$1.60 |
|  | 11/29/19 | 12/16/19 | Regular | \$0.40 |
|  | 09/13/19 | 10/01/19 | Regular | \$0.40 |
|  | 06/13/19 | 07/01/19 | Regular | \$0.40 |
|  | 03/14/19 | 04/01/19 | Regular | \$0.40 |
| 2018 Dividends |  |  |  | \$1.56 |
|  | 11/29/18 | 12/14/18 | Regular | \$0.39 |
|  | 09/13/18 | 10/01/18 | Regular | \$0.39 |
|  | 06/14/18 | 07/02/18 | Regular | \$0.39 |
|  | 03/14/18 | 04/02/18 | Regular | \$0.39 |


| UPCOMING DIVIDEND |  |
| :--- | ---: |
| Ex-Dividend Date | $09 / 15 / 22$ |
| Payment Date | $10 / 03 / 22$ |
| Amount | Regular |
| Type |  |
|  | $\$ 0.44$ |
| DIVIDEND RATE | $\$ 1.76$ |
| Regular Dividend | $3.0 \%$ |
| Annual Dividend Rate | $\$ 1.74$ |
| Annual Dividend Yield | $2.9 \%$ |
| Trailing 12 Months Dividends |  |
| Trailing 12 Months Yield |  |
|  | $77.8 \%$ |
| STATISTICS | $128.5 \%$ |
| Payout Ratio | $10+$ |
| Dividend Coverage Ratio | $3.2 \%$ |
| Consecutive Growth Years | $3.5 \%$ |
| 3 Year Growth Rate | $5.6 \%$ |
| 5 Year Growth Rate |  |
| 10 Year Growth Rate |  |
|  |  |

## FINANCIAL STATEMENT SUMMARY

| USD in Millions | Chart | 2017 | 2018 | 2019 | 2020 | 2021 | TTM | CAGR |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| - Income Statement |  |  |  |  |  |  |  |  |
| Revenue | -n- | 36,212 | 34,300 | 37,266 | 33,014 | 38,655 | 41,322 | 2.8\% |
| Operating Income |  | 9,117 | 9,793 | 10,086 | 8,997 | 11,039 | 11,604 | 5.3\% |
| Net income | $1{ }^{1}$ | 1,248 | 6,434 | 8,920 | 7,747 | 9,771 | 9,571 | 54.1\% |
| Earnings per share diluted | $\square$ | \$0.29 | \$1.50 | \$2.07 | \$1.79 | \$2.25 | \$2.20 | 53.8\% |
| Average shares diluted |  | 4,324 | 4,299 | 4,314 | 4,323 | 4,340 | 4,351 | 0.1\% |
| P/E Ratio |  | 44.1 | 64.9 | 29.4 | 28.4 | 29.2 | 27.1 | -9.8\% |
| $\checkmark$ Balance Sheet |  |  |  |  |  |  |  |  |
| Cash |  | 20,675 | 16,115 | 11,175 | 10,914 | 12,625 | 11,619 | -11.5\% |
| Current assets |  | 36,545 | 24,930 | 20,411 | 19,240 | 22,545 | 23,141 | -9.2\% |
| Net Property, Plant and Equipm... | $\square$ | 8,203 | 9,598 | 10,838 | 10,777 | 9,920 | 9,462 | 3.1\% |
| Working Capital | $\square_{\text {- }}$ | 9,351 | -3,852 | -6,562 | 4,639 | 2,595 | 2,610 | -23.7\% |
| Net Debt | - | 27,010 | 28,099 | 31,588 | 31,879 | 30,136 | 30,282 | 2.5\% |
| Stockholders' Equity | - | 17,072 | 16,981 | 18,981 | 19,299 | 22,999 | 23,005 | 6.5\% |
| - Cash Flow --- - - |  |  |  |  |  |  |  |  |
| Operating Cash Flow |  | 7,041 | 7,627 | 10,471 | 9,844 | 12,625 | 11,646 | 11.3\% |
| Cap Ex |  | -1,750 | -1,548 | -2,054 | -1,177 | -1,367 | -1,404 | -4.6\% |
| Free Cash Flow |  | 5,291 | 6,079 | 8,417 | 8,667 | 11,258 | 10,242 | 15.1\% |
| Free Cash Flow per share |  | \$1.22 | \$1.41 | \$1.95 | \$2.00 | \$2.59 | \$2.35 | 14.9\% |
| $\checkmark$ Profitability |  |  |  |  |  |  |  |  |
| Operating Margin | - $\square^{\square}$ | 25.2\% | 28.6\% | 27.1\% | 27.3\% | 28.6\% | 28.1\% | 2.3\% |
| Return on Assets |  | 1.4\% | 7.7\% | 10.3\% | 8.9\% | 10.4\% | 10.3\% | 52.2\% |
| Return on Equity | - | 7.3\% | 37.9\% | 47.0\% | 40.1\% | 42.5\% | 41.6\% | 44.7\% |
| Return on Invested Capital | $\square$ | 2.0\% | 10.5\% | 15.0\% | 13.9\% | 16.9\% | 15.9\% | 54.9\% |
| $\checkmark$ Dividends |  |  |  |  |  |  |  |  |
| Dividends Per Share | $\square$ | \$1.48 | \$1.56 | \$1.60 | \$1.64 | \$1.68 | \$1.76 | 3.7\% |
| Dividend Yield |  | 3.2\% | 3.3\% | 2.9\% | 3.0\% | 2.8\% | 3.0\% | -1.9\% |
| Dividend Growth | -am | - | 5.4\% | 2.6\% | 2.5\% | 2.4\% | 6.0\% | 3.0\% |
| Dividend Coverage | $\cdots{ }^{+1}$ | 0.2x | 1.0x | 1.3 x | 1.1x | 1.3 x | 1.3 x | 49.1\% |

## VALUATION \& PROFITABILITY HISTORY

| Date $\rightarrow$ |  | TTM | $\begin{aligned} & 1 \mathrm{Yr} \\ & \text { Ago } \end{aligned}$ | 2 Yrs. <br> Ago | 3 Yrs. Ago | 4 Yrs. Ago |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Price / Earnings | 1-- | 27.1 | 33.1 | 21.9 | 31.6 | 100+ |
| Price / Cash Flow | \|.-- | 22.2 | 21.9 | 21.4 | 24.6 | 28.3 |
| Price / Book | _1/4 | 11.2 | 11.7 | 12.0 | 12.7 | 10.0 |
| Price / Tangible B... |  | - | - | - | - | 75.5 |
| Price / Sales | III | 6.3 | 7.2 | 5.9 | 7.1 | 5.9 |
| EV / EBITDA | 1._- | 20.7 | 19.0 | 19.1 | 24.5 | 23.7 |
| Dividend Yield | In. | 3.0\% | 3.0\% | 3.2\% | 3.0\% | 3.4\% |
| Shareholder Yield | --- | 3.0\% | 2.9\% | 3.1\% | 2.9\% | 4.2\% |
| Gross Margin | Hens | 58.9\% | 60.6\% | 60.0\% | 62.1\% | 63.6\% |
| Net Margin | [\||| | 23.2\% | 22.2\% | 26.8\% | 21.4\% | 7.2\% |
| Return on Assets | [\||10 | 10.3\% | 9.0\% | 9.7\% | 7.8\% | 2.7\% |
| Return on Equity | -111 | 41.6\% | 36.3\% | 52.6\% | 38.7\% | 13.0\% |
| ROIC | [\||| | 15.9\% | 16.0\% | 14.5\% | 12.3\% | 5.0\% |

## WARNINGS

| Name | Severity | Details |
| :--- | :---: | :---: | :---: |
| GAAP Earnings vs. Pro Forma | Medium |  |
| The GAAP compliant earnings that the company filed with the SEC are less than the pro-forma earnings they announced to the |  |  |
| press. Pro-forma earnings can exclude special one-time charges but some distressed companies post these "one-time" charges |  |  |
| quarter after quarter. |  |  |

Negative Sales Growth Years Medium $\longmapsto \quad$ Number of Years: 8; Sales 1Y Chg (\%): 13.5\%

In the last decade this company has had several years with negative revenue growth. If the top-line sales are shrinking this company could be a value trap that looks inexpensive on some measures but never outperforms the market.

## REPORT TIPS

## Metric Definitions

Metric descriptions are available at stockrover.com/help/metrics/metric-overview

## Quantitative Scores

Our scores analytics is to offer our concise analysis of a stock in powerful, but easy to digest format. Each of the composite score metrics are designed to use the best available accounting practices as well as source data from SEC filings. The scores are computed for a company vs. the market as a whole.

## Fair Value

Fair value performs a forecasted discounted cash flow analysis of a company to determine the company's intrinsic value based on the expected future cash flows the company will produce. It basically determines what a company is worth based on how much cash flow it is expected to generate for you in the future, taking into account the time value of money and the predictability of those forecasted cash flows.

## Peers

Peer ratings are computed from raking companies in the same

