### **Business Description**

Alphabet Inc is a provider of internet content products and portals. Its suite of brands includes Search, Android, YouTube, Apps, Maps & Ads.

Alphabet is a holding company with Google, the Internet media giant, as a wholly owned subsidiary. Google generates 99% of Alphabet revenue, of which more than 85% is from online ads. Google's other revenue is from sales of apps and content on Google Play, YouTube Red and cloud service fees, and other licensing revenue. Alphabet's moonshot investments are in its other bets segment, where it bets on smart homes (Nest), technology to enhance health (Verily), faster Internet access to homes (Google Fiber), self-driving cars (Waymo), and more.

### High Fisher growth score

Switch to: Phil Fisher Growth Companies ▼		0	New C	hecl	dist
Checklist Items / Related Parameters	Worst		Neutral		Best
Does the company have the products or services with sufficient market potential to make possible a sizable increase in sales for at least several years?	0	0	0	•	
Does the management have a determination to continue to develop products or processes that will still further increase total sales potentials when the growth potentials of currently attractive product lines have largely been exploited?	0	0	0	•	0
How effective are the company's research and development efforts in relation to its size?	0	0	0	•	
Does the company have an above average sales organization?				•	
Does the company have a worthwhile profit margin?  Gross Margin % Operating Margin % Net Margin %	0	0	0	•	0
What is the company doing to maintain or improve profit margins?  Gross Margin % Operating Margin % Net Margin %	0	0	0	•	
Does the company have outstanding labor and personnel relations?				•	
Does the company have outstanding executive relations?	0			•	0
Does the company have depth to its management?	0			•	
How good are the company's cost analysis and accounting controls?			•		
Are there other aspects of the business, somewhat peculiar to the industry involved, which will give the investor important clues as to how outstanding the company may be in relation to its competition?	0	0	0	•	0
Does the company have a short range or long range outlook in regards to profits?	0		0	•	
. In the foreseeable future, will the growth of the company require sufficient equity financing so that the larger number of shares then outstanding will largely cancel the existing stockholders' benefit from this anticipated growth?	0	0	0	•	0
10-Year Share Buyback Rate 5-Year Share Buyback Rate 3-Year Average Share Buyback Ratio 1-Year Share Buyback Rate					
Does the management talk freely to investors about its affairs when things are going well but "clam up†when troubles and disappointments occur?				•	
Does the company have a management of unquestionable integrity?				•	
Checked: 15 / 15 -	Total S	core	3.9	) /	5

## Fair default checklist score

#### Personalized Checklist

Switch to: Default Checklist			(	New C	Chec	klist
Checklist Items / Related Parameters		Worst		Neutral		Best
Within your circle of competence?					•	
Macro economic environment favorable?		0			•	
High quality business?		0			•	
Enough margin of safety with stocks?		0		•		
Gurus are buying?				•		
Insiders are buying?		•				
Management capable and shareholder friendly?		0			•	
Catalyst for stock price to appreciate?					•	0
Your level of confidence with the research?					•	
New item	Choose Parameters	Ad	d			

# Fine guru checklist score

Checklist Items / Related Parameters						
Checklist Items / Related Parameters  Do I understand the business?	Worst		Neutral	•	Best	
What is the economic moat that protects the company so it can sell the same or a				•		
similar product five or ten years from today?				•		
s this a fast-changing industry?				•		
Does the company have a diversified customer base?				•		
s this an asset-light business?				•		
s it a cyclical business?				•		
Revenue Operating Income						
Does the company still have room to grow?		$\bigcirc$		•		
Has the company been consistently profitable over the past ten years, through good imes and bad?				•	0	
Does the company have a stable double-digit operating margin?  Gross Margin % Net Margin % Operating Margin %				•		
Does the company have a higher margin than competitors?				•		
Does the company have a return on investment capital of 15% percent or higher over the past decade?	0	0	0	•	0	
las the company been consistently growing its revenue and earnings at double ligits?	0	0	0	•	0	
Does the company have a strong balance sheet?						
Equity-to-Asset Debt-to-Asset Current Portion of Long-Term Debt Long-Term Debt & Capital Lease Obligation				•		
Do company executives own decent shares of stock of the company?			•			
How are the executives paid compared with other similarly sized companies?			•			
Are insiders buying?	•		0			
s the stock valuation reasonable as measured by intrinsic value, or P/E ratio?			•			
How is the current valuation relative to historical range?			•			
How did the company's stock price fare during the previous recessions?	0		•			
How much confidence do I have in my research?			0	•	0	

# Fair Peter Lynch Fast growth score

Switch to: Peter Lynch Fast Grower ▼		0	New C	hecl	klist
Checklist Items / Related Parameters	Worst		Neutral		Bes
Do I understand the business? Is this a simple business?				•	
Does the company have a diversified customer base?	0		0	•	
Does the company still have room to grow? Is the company has duplicated its successes in more than one city or town to prove that expansion will work?	0	0	0	•	0
Does the company have meaningful profit margin (10% or higher)?				•	
Gross Margin % Operating Margin % Net Margin %					
Does the company have a higher margin than competitors?				•	
Gross Margin % Operating Margin % Net Margin %					
Does the company have a stable margin or even increasing margin?				•	
Gross Margin % Operating Margin % Net Margin %					
Is the growth speeding up? Is the earnings growth to date consistent?				•	
Sales (M) Book Value per Share Predictability Rank					
How did the company's business fared during previous recessions?			•		
Sales (M) EPS					
How did the company's stock price fared during the previous recessions?			•		
Peter Lynch Chart					
Is the balance sheet strong?				•	
Financial Strength Current Ratio Cash-to-Debt Debt-to-Equity					
Is the product that's supposed to enrich the company is a major part of the company候s business?	$\circ$			•	0
What is the growth rate? 20% to 25% is the optimum rate					
Sales (M) Book Value per Share				•	
Is the stock selling at a P/E ratio at or near growth rate?					
PE Ratio EV-to-EBIT EV-to-EBITDA		•		$\odot$	
P/E ratio, high or low relative to historical value? The lower, the better					
PE Ratio			•		
P/E ratio relative to similar companies? The lower, the better					
PE Ratio	$\circ$		•	$\bigcirc$	
The percentage of Institutional ownership. The lower the better	0			•	
Are insiders buying?	•	0			0
Company buying back shares?	(0)				
10-Year Share Buyback Rate 5-Year Share Buyback Rate 3-Year Average Share Buyback Ratio					

# Low volatility for low Options premium

		T INC CAP S															<b>Bid</b> 1,002		<b>Ask</b> 1,002.67	Size 1x1	Volume 1.08m
Op		<b>igh Low</b> ,016.10 996.2	<b>Close</b> 21 1,010.17	<b>52 Week P</b> 752.90 - 1,													<b>Curre</b> 15.04		IV Change -1.61%		eek HV 5 - 690.00%
N			Dec17						Jan18	Fe	b18	Mar18	Apr18	Jun18	Sep18	Jan19	Jur	119 🗸	Jan20		
	Bid	Ask	Last	Mark Change	Bid Size	Ask Size	Delta	Implied Volatility	Open Interest	Volume	<b>◆</b> ► Strikes	Bid	Ask	Last	Mark Change	Bid Size	Ask Size	Delta	Implied Volatility	Open Interest	Volume
					Call					Ja	n20 (774 da	iys)				Put					
•	155.50	160.50	162.58	-3.50	1	1	0.6235	23.43%	3	0	980	99.50	103.90	103.70	+3.75	10	10	-0.3864	21.71%	16	5
•	153.50	158.00	153.50	-3.25	10	10	0.6179	23.45%	0	0	985	<b>101.50</b>	106.00	101.50	+3.55	10	10	-0.3929	21.62%	0	0
•	151.00	155.50	175.00	-3.25	10	10	0.6122	23.42%	10	0	990	<b>104.00</b>	108.40	88.20	+3.70	10	10	-0.3994	21.61%	3	0
•	148.00	153.00	148.00	-3.50	2	2	0.6064	23.34%	0	0	995	■ 106.00	110.90	106.50	+3.45	2	10	-0.4060	21.55%	0	0
•	145.50	150.50	147.50	-3.00	2	2	0.6007	23.30%	71	8	1000	<b>108.50</b>	113.00	101.20	+3.50	10	10	-0.4126	21.50%	7	0
	143.60	148.00	160.00	-3.20	10	10	0.5950	23.31%	3	0	1005	<b>111.00</b>	115.50	95.10	+3.75	10	10	-0.4192	21.47%	1	0
	141.00	146.00	142.00	-3.00	1	10	0.5893	23.30%	0	0	1010	<b>113.50</b>	118.00	109.60	+3.75	10	10	-0.4258	21.44%	0	0
•	139.00	143.50	149.00	-2.75	1	19	0.5837	23.29%	2	0	1015	<b>116.10</b>	120.50	113.00	+3.80	2	10	-0.4325	21.41%	1	0
	136.60	140.80	147.50	-2.05	1	18	0.5778	23.22%	14	0	1020	<b>118.50</b>	123.00	118.50	+4.00	10	10	-0.4392	21.36%	0	0
•	134.00	138.40	152.32	-2.55	10	10	0.5720	23.16%	23	0	1025	<b>121.00</b>	125.50	114.80	+3.75	10	10	-0.4459	21.32%	1	0

#### Fair or a little overvalued



### Valuation & Return



### Strong financial and profitability and growth, with warnings



### Warning Signs

» GOOG's Warning Signs

SEVERE Operating Margin %: Declined

GOOD Interest Coverage: Comfortable

MEDIUM Price: Close to 10-year high

SEVERE Asset Growth: faster than revenue growth
GOOD Revenue per Share: Consistent growth
MEDIUM PS Ratio: Close to 5-year high

### Reasonable ratios

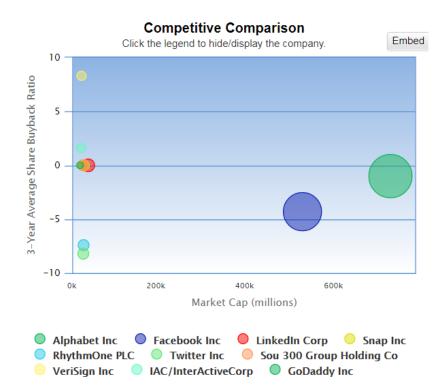
### Ratios

		vs industry	vs history
PE Ratio	34.28		
PE Ratio without NRI	34.28		
Price-to-Owner-Earnings	38.56		
PB Ratio	4.53		
PS Ratio	7.20		
Price-to-Free-Cash-Flow	30.96		
Price-to-Operating-Cash- Flow	20.75		
EV-to-EBIT	23.37		
EV-to-EBITDA	18.68		
EV-to-Revenue	5.84		
PEG Ratio	2.50		
Shiller PE Ratio	55.56		
Current Ratio	5.77		
Quick Ratio	5.73		
Days Inventory	3.95		
Days Sales Outstanding	53.37		
Days Payable	23.25		

## No buyback in history

### **Buy Back**





## Strong free cash flow

Financials (Next Earnings Date: 2018-01-26)

#### » GOOG's 30-Y Financials

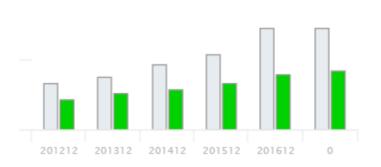
201412

Revenue & Net Income



Cash & Debt

Operating Cash Flow & Free Cash Flow



Operating Cash Flow & Net Income

### more sold than bought

Guru	Date	Trades 🛊	Impact to Portfolio	Price Range * (?)	Current Price	Change from Average	Current Shares	
Dodge & Cox	2017-09-30	Reduce -0.61%	0.02%	\$898.7 - \$980.34	\$ 1010.17	9%	3,239,665	.lı
PRIMECAP Management	2017-09-30	Reduce -0.94%	0.02%	\$898.7 - \$980.34	\$ 1010.17	9%	2,315,553	alt
Chris Davis	2017-09-30	Reduce -3.57%	0.17%	\$898.7 - \$980.34	\$ 1010.17	9%	1,148,225	.lı
Ruane Cunniff	2017-09-30	Add 87.33%	3.24%	\$898.7 - \$980.34	\$ 1010.17	9%	828,631	.lt
Pioneer Investments	2017-09-30	Add 4.94%	0.12%	\$898.7 - \$980.34	\$ 1010.17	9%	794,443	.lt
Mason Hawkins	2017-09-30	Reduce -5.82%	0.45%	\$898.7 - \$980.34	\$ 1010.17	9%	722,664	ılı.
David Tepper	2017-09-30	Reduce -2.91%	0.23%	\$898.7 - \$980.34	\$ 1010.17	9%	568,000	ılı.
Jeremy Grantham	2017-09-30	Reduce -11.93%	0.31%	\$898.7 - \$980.34	\$ 1010.17	9%	452,740	.lt
Frank Sands	2017-09-30	Reduce -42.45%	0.89%	\$898.7 - \$980.34	\$ 1010.17	9%	440,204	ılı.
Lee Ainslie	2017-09-30	Add 33.84%	1.35%	\$898.7 - \$980.34	\$ 1010.17	9%	438,263	ılı.
First Pacific Advisors	2017-09-30	Reduce -1.26%	0.03%	\$898.7 - \$980.34	\$ 1010.17	9%	289,981	ılı.
Ken Fisher	2017-09-30	Reduce -2.06%	0.01%	\$898.7 - \$980.34	\$ 1010.17	9%	244,086	ılı
First Eagle Investment	2017-09-30	Add 3.43%	0.02%	\$898.7 - \$980.34	\$ 1010.17	9%	242,541	ılı.
Mairs and Power	2017-09-30	Add 43.56%	0.61%	\$898.7 - \$980.34	\$ 1010.17	9%	173,758	ılı
Manning & Napier Advisors, Inc	2017-09-30	Reduce -5.53%	0.07%	\$898.7 - \$980.34	\$ 1010.17	9%	144,755	.lı
Tweedy Browne	2017-09-30	Reduce -0.31%	0.01%	\$898.7 - \$980.34	\$ 1010.17	9%	126,185	ılı.
Tom Gayner	2017-09-30	Add 11.49%	0.19%	\$898.7 - \$980.34	\$ 1010.17	9%	97,031	ılı.
Wallace Weitz	2017-09-30	Reduce -0.16%	0.01%	\$898.7 - \$980.34	\$ 1010.17	9%	95,904	.dt
Charles de Vaulx	2017-09-30	Reduce -1.40%	0.01%	\$898.7 - \$980.34	\$ 1010.17	9%	45,026	.di
Julian Robertson	2017-09-30	Add 16.84%	0.87%	\$898.7 - \$980.34	\$ 1010.17	9%	34,973	.di
Ron Baron	2017-09-30	Add 0.36%		\$898.7 - \$980.34	\$ 1010.17	9%	26,172	.di
John Burbank	2017-09-30	Reduce -7.63%	0.25%	\$898.7 - \$980.34	\$ 1010.17	9%	24,277	.lt
Steven Cohen	2017-09-30	Reduce -85.36%	0.61%	\$898.7 - \$980.34	\$ 1010.17	9%	20,339	.lt
David Rolfe	2017-09-30	Reduce -17.72%	0.11%	\$898.7 - \$980.34	\$ 1010.17	9%	18,754	.dt
Caxton Associates	2017-09-30	Add 7.14%	0.03%	\$898.7 - \$980.34	\$ 1010.17	9%	15,000	alt

### No insiders buy



Jeff Auxier 215 sh (New)
Ruane Cunniff 828,631 sh (+87.33%)
Zeke Ashton 4,150 sh (+48.21%)
Mairs and Power 173,758 sh (+43.56%)
Lee Ainslie 438,263 sh (+33.84%)
Julian Robertson 34,973 sh (+16.84%)
Tom Gayner 97,031 sh (+11.49%)
Tom Russo 2,665 sh (+7.89%)
Caxton Asociates 15,000 sh (+7.14%)
Pioneer Investments 794,443 sh (+4.94%)
First Eagle Investment 242,541 sh (+3.43%)
Ron Baron 26,172 sh (+0.36%)

| Steven Romick 220,881 sh (unchged) | Chase Coleman Sold Out Tweedy Browne Global Value 76,208 sh (unchged) Paul Tudor Jones Sold Out David Carlson 83,000 sh (unchged) | Alban Sold Out Robert Olstein 21,000 sh (unchged) | Wallace Weitz 95,904 sh (-0 Richard Snow 3,600 sh (unchged) | Tweedy Browne 126,185 sh Wohnish Pabrai 66,228 sh (unchged) | Dodge & Cox 3,239,665 sh (Mario Cibelli 2,300 sh (unchged) | PRIMECAP Management 2, |

Bill Nygren 651,000 sh (unchged)

GOOG Guru Trades in Q3 2017

Chase Coleman Sold Out John Paulson Sold Out Wallace Weitz 95,904 sh (-0.16%) Tweedy Browne 126,185 sh (-0.31%) Dodge & Cox 3,239,665 sh (-0.61%) PRIMECAP Management 2,315,553 sh (-0.94%) John Buckingham 387 sh (-1.02%) First Pacific Advisors 289,981 sh (-1.26%) Murray Stahl 8,500 sh (-1.40%) Charles de Vaulx 45,026 sh (-1.40%) Ken Fisher 244,086 sh (-2.06%) David Tepper 568,000 sh (-2.91%) Chris Davis 1,148,225 sh (-3.57%) Diamond Hill Capital 477 sh (-4.79%) Manning & Napier Advisors, Inc 144,755 sh (-5.53%) Mason Hawkins 722,664 sh (-5.82%) Mario Gabelli 7,260 sh (-5.84%) John Burbank 24,277 sh (-7.63%) David Winters 10,832 sh (-11.36%) Wintergreen Fund 10,832 sh (-11.36%) Jeremy Grantham 452,740 sh (-11.93%) David Rolfe 18,754 sh (-17.72%) Charles Brandes 8.634 sh (-28.02%) Frank Sands 440,204 sh (-42.45%) Steven Cohen 20,339 sh (-85.36%) Spiros Segalas 680,098 sh (-10.74%)

#### **More Statistics**

Revenue (TTM) (Mil) \$	104,596.00
EPS (TTM) \$	29.90
Beta	1.04
Short Percentage of Float	0.00%
52-Week Range \$	737.02 - 1062.38
Shares Outstanding (Mil)	694.80

### **Analyst Estimate**

Dividends per Share (\$)

	Dec17	Dec18	Dec19	Dec20
Revenue (Mil \$)	98,387	118,792	138,561	167,347
EPS (\$)	35.91	43.66	48.10	54.59
EPS without NRI (\$)	35.91	43.66	48.10	54.59
EPS Growth Rate (Future 3Y To 5Y Estimate)				19.56%

#### Piotroski F-Score Details

Piotroski F-Score: 5	5
Positive ROA	Y
Positive CFROA	Y
Higher ROA yoy	N
CFROA > ROA	Y
Lower Leverage yoy	Y
Higher Current Ratio yoy	N
Less Shares Outstanding yoy	N
Higher Gross Margin yoy	N
Higher Asset Turnover yoy	Y

# High growth rate

Annual Rates (per share)	10 yrs*	5 yrs*	12 months*
Revenue Growth (%)	20.90	17.00	21.80
EBITDA Growth (%)	18.90	13.70	14.80
Operating Income Growth (%)	17.50	12.50	11.70
EPS without NRI Growth (%)	18.20	12.00	9.40
Free Cash Flow Growth (%)	22.40	13.60	1.40
Book Value Growth (%)	22.10	17.50	16.20