The LongFellow Investor Report

Stock Challenges

PAR 11.4 - 16.4 EPSR2 > 0.90 Select Series Expanded + RV 75.0 - 110.0 Sorted by PTP Trend not Down 1 to 10 Year **EPS R Squared** Month 1 Use Due Diligence Historical Historical 2016 2017 2016 5/5/2017 Rev Sales EPS SLS EPS Cur Cur Avg Size Grwth Grwth R^2 R^2 R^2 Div Yld% PE PE LTM YE YTD Cur. Buv High Low LTM Pr% Pr % m Price UP to Ticker Name RV PAR Price Price Price Price ACE NKE NIKE INC L 12.2 U 0.97 0.94 0.720 1.3% 23.0 22.5 97.8 11.9 68.19 47.25 -20.9% 52.90 1.98 12.5 50.83 53.95 58.66 7.9 6.14 B 12.4 **0.98** 0.000 0.0% 21.8 23.0 **105.5 13.0** 292.84 225.12 -13.7% 262.27 -3.65 278.41 **-9.23 B** 252.70 ORLY O REILLY AUTO L 25.8 U 0.89 15.4 292.72 NIC INC S 18.9 U 0.97 **0.99 0.320 1.5%** 32.5 24.9 76.6 15.2 25.90 14.48 -17.2% 24.10 **-11.00** 18.8 23.90 **-10.25 B** 21.45 25.01 **EGOV 15.9** 819.54 681.01 -13.9% **AZO** AUTOZONE INC L 6.5 19.9 **U** 0.99 **0.99** 0.000 0.0% 16.0 16.6 **103.8 11.5** 724.98 -2.7112.9 789.79 **-10.70 B** 705.31 789.46 TRACTOR SUPP L **0.96 0.960 1.5%** 25.5 19.2 75.3 12.0 97.25 61.50 -36.3% 73.67 **-15.91** 13.3 75.81 **-18.28 B** 61.95 67.66 **TSCO** 11.1 24.1 **E** 1.00



Report Headers Legend

Rev Size = Based on Sales Revenue Size-Bl values RV = Relative Value of Current PE to Average PE LTM PR% = Last 2 or 3 Months Price % Growth Sales Grwth = Sales Growth Historical PAR = 5 yr Projected Average Return ACE= Analyst Consensus Estimate of EPS Growth EPS Grwth = EPS Growth Historical TR = 5 yr Projected Total Return YE Price = Year End Price of Previous Year YTD Pr %= Year to Date Price increase since 01/01/xx Trend PTP = Trend of Pre-tax Profit Up, Down, Even HIgh/Low Price Last Year Sales R^2 = Sales Trend Line Predictability PCT = Cur. Price is % of last years HIgh Price Rec = Recommendation Buy, Hold, Sell EPS R^2 = EPS Trend Line Predictability LTM Price = Last Two Months Price ADR = America Depository Receipt, Country Initials

Because of Rounding 6 decimals a boundary figure may appear in either of 2 colors

3. Compare PTP (Pre Tax Profit) for 5. Check Company with Buy 1. Look for RV,PAR,TR Columns to be Dark Blue. individual stock to the Industry reccomendation to PTP Trend. 2. Sales ^2 in upper.90's should If Down this may be an 4. Compare % of Debt to Capitalization) indicate good trend lines. indication of the Barbed Wire for individual stock to the Industry Fence, DO NOT PROCEED! **PAR** 14.9 Plus % 20.0% .97 to 1.00 R ^2 80.0% 60.0% Large Revenue 12.0 to 14.8 40.0% Mid Revenue 0.0% .90 to 0.96 40.0% 10.0 to 11.9 40.0% **Small Revenue** 20.0% 1 less than .90 0.0% < 10.0 0.0% 5 Companies **Total Return** 20 Plus 0.0% 14.9 to 19.9 5 100.0% **Relative** 60.0% Value 85.0 to 110.0 10.0 to 14.8 0.0% < 10.0 0.0% 40.0% 70.0 to 84.9 %Debt to Cap 33% or Less 40.0% 110.01 to 115. 0.0% 33.01 to 40.0 0.0% Market knows something that we don't 40.01 Plus 20.0% 0.0% < 70.0 <= Zero 40.0% > 115.0 0.0% Null 0.0% 40 Plus: Money goes to the Banks not to You. Compare to Industry