

The LongFellow Investor Report

Stock Challenges

Sorted by Sector, Industry, PAR

Select Series Expanded +

EPSR2 > 0.90  
Trend not Down

PAR 11.1 - 16.1  
RV 75.0 - 110.0

Use Due Diligence

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgin	Trend PTP	SLS R^2	EPS R^2	%Debt to Cap	Cur Div	Cur Div %	Avg PE	Cur PE	RV	PAR	TR	REC Tck	Cur. Price	Buy UP to	
<b>Industry</b> 62 <b>Footwear &amp; Accessories</b>							<b>Sector</b> 3 <b>Consumer Cyclical</b>													
NKE	NIKE INC	L	7.9	12.2	13.2	UP	0.97	0.94	21.6%	0.720	1.3%	23.0	23.1	100.4	12.2	15.6	B	NKE	55.41	61.47
<b>Companies</b>	<b>1</b>		7.9	12.2	13.2		0.97	0.94	21.6%	0.720	1.3%	23.0	23.1	100.4	12.2	15.6				
<b>Industry</b> 145 <b>Specialty Retail</b>							<b>Sector</b> 3 <b>Consumer Cyclical</b>													
ORLY	O REILLY AUTOMO	L	12.4	25.8	17.1	UP	0.89	0.98	50.0%	0.000	0.0%	21.8	22.6	103.7	12.4	16.2	B	ORLY	248.15	279.46
TSCO	TRACTOR SUPPLY	L	11.1	24.1	10.0	EVEN	1.00	0.96	29.9%	0.960	1.6%	25.5	19.2	75.3	12.0	16.1	B	TSCO	61.91	67.66
<b>Companies</b>	<b>2</b>		11.8	24.9	13.6		0.94	0.97	39.9%	0.480	0.8%	23.7	20.9	89.5	12.2	16.2				

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## Report Headers Legend

Rev Size = Based on Sales Revenue Size-BI value

SP Qlty = Standard Poors Quality

Date of Data = Date of Last Update

Sales Grwth = Sales Growth

EPS Grwth = EPS Growth

Profit Mrgn = Pre-tax Profit Margin

Trend PTP = Trend of Pre-tax Profit

Sales R^2 = Sales Trend Line Predictability

EPS R^2 = EPS Trend Line Predictability

%Debt to Cap = % of Debt to Capitalization

RV = Relative Value of Current PE to Average PE

PAR = 5 yr Projected Average Return

TR = 5 yr Total Return

Rec = Recommendation

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

1. Look for RV,PAR,TR Columns to be Dark Blue.

2. Sales ^2 in upper.90's should indicate good trend lines.

3. Compare PTP (Pre Tax Profit) for individual stock to the Industry

4. Compare % of Debt to Capitalization) for individual stock to the Industry

5. Check Company with Buy recommendation to PTP Trend. If Down this may be an indication of the Barbed Wire Fence. DO NOT PROCEED!

R ^2	Color	Range	Count	Percentage
	Blue	.97 to 1.00	1	33.3%
	Green	.90 to 0.96	2	66.7%
	Orange	less than .90	0	0.0%

Relative Value	Color	Range	Count	Percentage
	Blue	85.0 to 110.0	2	66.7%
	Green	70.0 to 84.9	1	33.3%
	Orange	110.01 to 115.	0	0.0%

Market knows something that we don't

Color	Range	Count	Percentage
Blue	< 70.0	0	0.0%
Green	> 115.0	0	0.0%

Large Revenue	3	#####
Mid Revenue	0	0.0%
Small Revenue	0	0.0%
Companies	3	

PAR	Color	Range	Count	Percentage
	Blue	14.9 Plus %	0	0.0%
	Green	12.0 to 14.8	3	#####
	Orange	10.0 to 11.9	0	0.0%
	Orange	< 10.0	0	0.0%
Total Return	Color	Range	Count	Percentage
	Blue	20 Plus	0	0.0%
	Green	14.9 to 19.9	3	#####
	Orange	10.0 to 14.8	0	0.0%
	Orange	< 10.0	0	0.0%
%Debt to Ca	Color	Range	Count	Percentage
	Blue	33% or Less	2	66.7%
	Green	33.01 to 40.0	0	0.0%
	Orange	40.01 Plus	1	33.3%
	Orange	<= Zero	0	0.0%
	Orange	Null	0	0.0%

40 Plus: Money goes to the Banks not to You. Compare to Industry