

## Mattel, Inc. (MAT)

\$20.46 (Stock Price as of 12/18/2025)

Price Target (6-12 Months): **\$22.00** 

Long Term: 6-12 Months Zacks Recommendation: Neutral
(Since: 04/15/25)

Prior Recommendation: Outperform

Short Term: 1-3 Months Zacks Rank: (1-5) Zacks Style Scores: VGM: D

Value: B Growth: F Momentum: C

## **Summary**

Mattel is likely to benefit from the Optimizing for Profitable Growth program and strong demand for Hot Wheels. This and initiatives toward capturing the full value of its IPs and transforming itself into a high-performing toy company bode well. Mattel is capitalizing on partner-driven innovation to reinforce its competitive position and unlock incremental revenue streams. However, tariff exposure, challenging macroeconomic environment, and cash flow strains remain concerns. Although management expects improvement in the second half, continued trade friction may impact holiday-season sell-through and lead to demand volatility. Earnings estimates for 2026 have declined in the past 60 days, depicting analyst concern regarding the stock's growth potential. Shares of Mattel have underperformed the industry in the past year.

# Price, Consensus & Surprise<sup>(1)</sup>



#### **Data Overview**

P/S TTM

| 52 Week High-Low           | \$22.07 - \$13.95           |
|----------------------------|-----------------------------|
| 20 Day Average Volume (sh) | 3,772,013                   |
| Market Cap                 | \$6.4 B                     |
| YTD Price Change           | 15.4%                       |
| Beta                       | 0.70                        |
| Dividend / Div Yld         | \$0.00 / 0.0%               |
| Industry                   | Toys - Games - Hobbies      |
| Zacks Industry Rank        | Bottom 10% (219 out of 243) |

## Sales and EPS Growth Rates (Y/Y %)(1)



| Last EPS Surprise         | -15.2%     |
|---------------------------|------------|
| Last Sales Surprise       | -4.1%      |
| EPS F1 Est- 4 week change | 0.0%       |
| Expected Report Date      | 02/03/2026 |
| Earnings ESP              | 0.0%       |
|                           |            |
| P/E TTM                   | 14.6       |
| P/E F1                    | 16.4       |
| PEG F1                    | 17.8       |

|      | Q1    | Q2      | Q3      | Q4      | Annuai <sup>*</sup> |
|------|-------|---------|---------|---------|---------------------|
| 2026 |       |         |         |         | 5,618 E             |
| 2025 | 827 A | 1,019 A | 1,736 A | 1,846 E | 5,428 E             |
| 2024 | 810 A | 1,080 A | 1,844 A | 1,646 A | 5,380 A             |
|      |       |         |         |         |                     |

## **EPS Estimates**<sup>(1)</sup>

|      | Q1      | Q2     | Q3     | Q4     | Annual* |
|------|---------|--------|--------|--------|---------|
| 2026 |         |        |        |        | 1.65 E  |
| 2025 | -0.03 A | 0.19 A | 0.89 A | 0.50 E | 1.55 E  |
| 2024 | -0.05 A | 0.19 A | 1.14 A | 0.35 A | 1.62 A  |

<sup>\*</sup>Quarterly figures may not add up to annual.

1.2

<sup>(1)</sup> The data in the charts and tables, including the Zacks Consensus EPS and sales estimates, is as of 12/18/2025.

<sup>(2)</sup> The report's text and the price target are as of 12/01/2025.

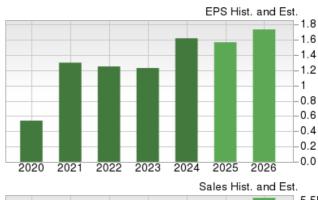
### **Overview**

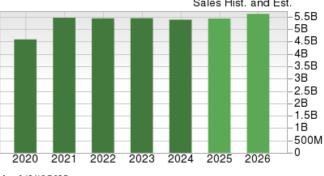
Headquartered in El Segundo, CA, Mattel Inc. is the world's largest manufacturer of toys. The company's products are sold directly to retailers and wholesalers in most European, Latin American and Asian countries as well as in Australia, Canada and New Zealand through the Mattel Girls & Boys Brands, Fisher-Price Brands, American Girl Brands, and Construction and Arts & Crafts Brands. The products are sold through agents as well as distributors in countries where Mattel has no direct presence.

Mattel's portfolio of global brands has vast intellectual property potential. The brands and products are widely classified as Power Brands and Toy Box.

The company's Power Brands include Barbie, Hot Wheels, Fisher-Price, Thomas & Friends, and American Girl.

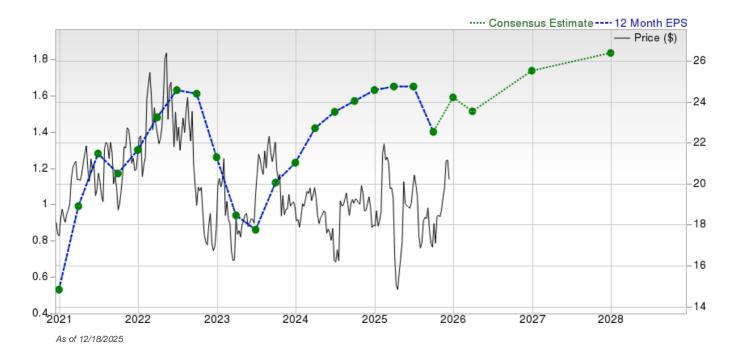
Toy Box includes new and innovative products as well as time-tested classics from Mattel-owned and licensed entertainment properties. Under Toy Box, Mattel has owned brands such as MEGA, Polly Pocket, Uno, Enchantimals, Fireman Sam and Matchbox. The company's partner brands include Disney (CARS, Mickey Mouse Clubhouse), WWE Wrestling, Nickelodeon (Shimmer and Shine, Blaze, and the Monster Machines), Warner Bros. Consumer Products (DC Comics — Batman, DC Comics Superhero Girls), NBCUniversal (Jurassic World, and Fast and Furious), and Mojang (Minecraft).





As of 12/18/2025

The company's operating segments are separately managed business units, consisting of North America (58.9% of total net sales in 2024), which includes the United States and Canada; and International (41.1%). The North America and International segments sell products under the Mattel Girls & Boys Brands, Fisher-Price Brands and Construction and Arts & Crafts Brands categories. In the first quarter of 2024, Mattel's American Girl business was integrated into the North America operating segment.



### **Reasons To Buy:**

▲ Increased Focus on Key Brands: Mattel is intensifying its focus on its core franchises — Barbie, Hot Wheels, Fisher-Price and American Girl — to strengthen brand equity and long-term growth. The company's new brand-centric structure is designed to unify marketing, product development and entertainment initiatives, ensuring consistent global execution. Hot Wheels remained a top performer, advancing 6% in the third quarter, while American Girl delivered its fourth consecutive period of growth. Although Barbie experienced softer demand, management anticipates improvement driven by innovation, expanded segmentation and

Increased focus on key brands, cost-control efforts and IP-driven strategy to drive growth.

renewed cultural engagement. This heightened emphasis on flagship brands reinforces Mattel's strategy to build enduring franchises that drive profitability and sustained shareholder value.

▲ Licensing Partnership to Drive Growth: Mattel continues to strengthen its position as a global partner of choice through a series of strategic licensing agreements designed to expand its brand portfolio and fuel future growth. During the quarter, the company secured global licensing rights for Netflix's KPop Demon Hunters franchise, marking a significant addition to its entertainment-led product strategy. The agreement covers a full range of merchandise — including dolls, action figures, collectibles, playsets and accessories — along with collaborations with co-brands. Collector presales are set to begin in late 2025 through Mattel Creations, with broader retail distribution expected in early 2026, aligning with the property's global launch window.

This partnership underscores Mattel's ability to translate high-profile entertainment content into consumer products that resonate across demographics and geographies. By aligning with one of Netflix's most-watched properties, the company is positioned to capture sustained merchandise demand while reinforcing its expertise in managing high-value intellectual properties.

In addition, Mattel renewed its multiyear global licensing agreement with Disney for the Disney Princess and Frozen franchises. This renewal further consolidates the company's standing as a trusted collaborator for the world's leading entertainment companies. Together, these partnerships not only expand Mattel's content-driven product pipeline but also enhance its long-term visibility into revenue generation from licensed categories.

Management emphasized that licensing remains a critical pillar of Mattel's growth framework, complementing its owned IP portfolio. These alliances support diversification across content, collectibles and consumer engagement platforms — positioning the company to capitalize on global entertainment trends and sustain profitable growth into 2026 and beyond.

▲ Strong Entertainment Strategy: Mattel continues to strengthen its position as an intellectual property-driven entertainment company by expanding beyond traditional toys into high-value content, digital gaming and franchise development. The company's entertainment strategy centers on transforming its globally recognized brands into multi-platform experiences that enhance brand equity and generate incremental revenue streams.

During the quarter, Mattel Studios made significant progress in developing its film and television slate, signaling deeper integration between toy and entertainment operations. The company announced two premium live-action scripted series — one based on Shani, Mattel's first stand-alone Black fashion doll line, in partnership with Amazon, MGM Studios, and another based on the Magic 8-Ball franchise, directed by M. Night Shyamalan and written by Glee creator Brad Falchuk. These projects reflect Mattel's focus on storytelling that extends the cultural relevance of its brands and diversifies its content portfolio.

Mattel also continues to expand its film initiatives through strategic collaborations with leading studios. The live-action Polly Pocket movie is being co-developed with Reese Witherspoon's Hello Sunshine and Amazon MGM Studios, starring Lily Collins. Additional projects in development include Masters of the Universe and Matchbox feature films, as well as content tied to upcoming global releases like Toy Story and Moana. These partnerships enhance Mattel's visibility within the entertainment ecosystem and reinforce its role as a trusted creative collaborator for major studios.

- ▲ Expanding IP-Driven Brand Portfolio: The company's strategy to leverage its intellectual property base remains a powerful growth engine. Mattel is advancing its global franchise portfolio with successful launches such as Mattel Brick Shop and the Hot Wheels Speed Snap Track System. American Girl achieved its fourth consecutive quarter of growth, supported by strong omnichannel execution. Additionally, the company secured global licensing rights for Netflix's KPop Demon Hunters and renewed its multiyear agreement with Disney for the Disney Princess and Frozen franchises reinforcing its position as a preferred partner for major entertainment studios. These initiatives strengthen brand relevance and open new monetization opportunities across retail, content and consumer products.
- ▲ Focus on AI and Digital Initiatives Bode Well: Mattel's deepening focus on technology and digital engagement underscores its commitment to evolving beyond traditional toy manufacturing. The company's collaboration with OpenAI aims to embed artificial intelligence across operations, product innovation and storytelling, enabling more immersive and data-driven play experiences. At the same time, Mattel is advancing its digital gaming ambitions, with its first self-published titles slated for 2026 and several additional projects in development. These initiatives position Mattel to capture new, higher-margin opportunities within the fast-growing digital entertainment ecosystem.
- ▲ Cost Control & Other Efforts to Drive Growth: Mattel continued to emphasize disciplined cost control and operational efficiency to drive growth amid a challenging trade environment. The company's "Optimizing for Profitable Growth" initiative yielded \$23 million in cost savings during the third quarter and \$65 million year to date, keeping it on pace to achieve \$80 million in annual savings and \$200 million in total savings by 2026. These efficiencies, coupled with lower SG&A expenses and reduced compensation costs, helped partially offset pressures from tariffs, inflation and unfavorable currency impacts on margins. Management underscored its commitment to maintaining a strong balance sheet and disciplined capital allocation, highlighted by \$202 million in share repurchases during the quarter and a target of \$600 million for the full year. Through strategic cost management, streamlined operations and continued reinvestment in high-performing brands, Mattel aims to

| strengthen profitability while sustaining long-term growth momentum. |
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#### **Reasons To Sell:**

■ U.S. Tariffs Pose Concerns: Mattel faces less than \$100 million in tariff-related costs for 2025, with the majority of the impact expected to materialize in the second half as inventory flows through. Management has implemented mitigating measures such as selective pricing actions, supply chain efficiencies and cost-control initiatives to offset the headwinds. However, margins remain at risk, with the company anticipating a normalized gross margin of around 50% for the year — slightly below earlier levels — reflecting ongoing tariff and inflation pressures.

Tariff exposure, a challenging macroeconomic environment and cash flow strains remain headwinds.

The tariff environment has also disrupted retailer behavior, prompting a shift from direct import to domestic shipping, which delayed revenue recognition and weighed on quarterly performance. These trade-related dynamics, coupled with weaker U.S. ordering patterns, contributed to a 6% decline in net sales and softness across core categories. While Mattel expects stronger sell-through in the fourth quarter supported by healthy consumer demand and restocking activity, prolonged tariff uncertainty could pressure near-term profitability and inventory cycles.

- ▼ Dependence on Flagship Brands: Mattel's performance remains heavily reliant on core franchises such as Barbie, Hot Wheels and Fisher-Price. The Barbie brand experienced a 12% decline in gross billings during the quarter, primarily due to post-movie normalization and category softness. Although management anticipates a rebound through innovation and adult collector demand, a slower recovery could limit top-line acceleration and brand momentum into 2026.
- ▼ Cash Flow Strains: In the third quarter of 2025, inventory levels rose 12% year over year to \$827 million, reflecting tariff-related costs and U.S. retailers' domestic ordering shift. While management deems inventory quality strong, higher working capital requirements may pressure short-term cash flow if consumer demand or retailer restocking trends weaken. Continued investment in entertainment, gaming and technology initiatives also elevates capital intensity and execution risk.
- ▼ Traditional Toys and Age Compression Mar Top Line: Toy manufacturers have to battle a broad array of alternative modes of entertainment, including video games, MP3 players, tablets, smartphones and other electronic devices. Mattel's revenues have been under some pressure over the past few quarters due to lower demand for games as children are opting for electronic versions of games on smartphones and tablets. Another factor affecting demand for these brands is age compression. Kids are growing up and moving on much faster than they used to and also get bored easily. For instance, demand for some toys that were preferred by kids aged 3 to 9 years previously has narrowed down to the band of 3 to 6 years. This is tapering the demand for toys, thereby hurting revenues.
- ▼ Currency Headwinds: Mattel has a considerable international presence and is therefore highly vulnerable to fluctuations in exchange rates. Foreign exchange translation has been hurting the revenues and profits of the company over the past few quarters. If the U.S. dollar gains strength against other currencies, this might hurt revenues going forward.

### **Last Earnings Report**

# Mattel Q3 Earnings and Revenues Lag Estimates

Mattel reported lower-than-expected third-quarter 2025 results, with both earnings and revenues missing the Zacks Consensus Estimate. The top line and bottom line also fell year over year from the prior-year quarter's figure.

Mattel delivered a soft performance in the third quarter, likely impacted by global trade dynamics, shifting retailer ordering patterns across the industry, and ongoing uncertainty surrounding tariff conditions. Key segments such as Barbie and Fisher-Price continued to face

| FY Quarter Ending       | 12/31/2024   |
|-------------------------|--------------|
| Earnings Reporting Date | Oct 21, 2025 |
| Sales Surprise          | -4.06%       |
| EPS Surprise            | -15.24%      |
| Quarterly EPS           | 0.89         |
| Annual EPS (TTM)        | 1.40         |

headwinds, resulting in lower gross billings. Despite these challenges, point-of-sale (POS) momentum remains positive both in the U.S. and international markets. The company has reiterated its full-year guidance for 2025.

Mattel is advancing strategic initiatives to address current challenges and drive growth. The company has adopted a brand-centric organizational structure, integrating marketing to strengthen global brand management. It launched two strong-performing lines: Mattel Brick Shop (building sets) and Hot Wheels Speed Snap Track System (vehicles). And maintaining strong collaboration with its retail partners to navigate the current trade environment.

Mattel achieved notable international growth, continued momentum across its entertainment slate, and a collaboration with OpenAl. Strong performance in Action Figures and Hot Wheels, along with ongoing share repurchases, underscores the company's brand strength and consumer demand. Supported by a solid balance sheet, strategic licensing partnerships, and an expanding portfolio, Mattel remains confident in delivering long-term shareholder value for the remainder of 2025.

## Mattel's Q3 Earnings & Sales Discussion

MAT reported an adjusted EPS of 89 cents, missing the Zacks Consensus Estimate of \$1.05 per share. It reported an adjusted EPS of \$1.14 in the prior-year quarter.

Net sales amounted to \$1.74 billion, missing the consensus estimate of \$1.81 billion by 4.1%. The top line declined 6% on a reported basis and was down 7% on a constant currency (cc) basis year over year.

Net sales in the North America segment declined 12% year over year on a reported basis and at cc. The International segment's net sales increased 3% year over year on a reported basis, but were flat at cc.

In the North America segment, gross billings declined 11% (as reported and 10% at cc) year over year. This downside was attributed to a fall in Dolls, Infant, Toddler and Preschool as well as vehicles.

Gross billings in the International segment increased 5% year over year on a reported basis and up 2% at cc. The uptick was primarily driven by a rise in gross billings in the EMEA and Asia Pacific regions.

# **MAT's Category-Wise Worldwide Sales**

Mattel, through its subsidiaries, sells a broad range of toys. These items are grouped under different categories: Dolls, Infant, Toddler and Preschool, Vehicles and Action Figures, Building Sets, Games and Other.

Worldwide gross billings by Mattel Power Brands declined 4% year over year on a reported basis and 5% at cc to \$1.97 billion. The gross billings for Barbie witnessed a fall of 17% year over year on a reported basis and 18% at cc.

Gross billings for Hot Wheels increased 8% on a reported basis and 6% at cc, year over year. On the other hand, gross billings for Fisher-Price declined 19% on a reported basis and 20% at cc year over year. Gross billings at Other increased 2% on a reported basis, year over year.

# Mattel's Q3 Operating Results

During the third quarter, Mattel's adjusted gross margin was 50.2%, down 290 basis points year over year. The decrease was primarily attributed to unfavorable foreign exchange impacts, inflationary pressures, increased tariff costs, and higher sales adjustments. These factors were partially offset by ongoing cost-saving initiatives.

Adjusted EBITDA during the quarter was \$466.1 million compared with \$584.4 million in the prior-year quarter.

## **Balance Sheet of MAT**

As of Sept. 30, 2025, MAT's cash and cash equivalents were \$691.9 million compared with \$723.5 million as of Sept. 30, 2024. Total inventories at the end of the quarter were \$826.6 million compared with \$737.2 million in the prior-year quarter.

Long-term debt (as of Sept. 30, 2025) was \$1.73 billion compared with \$2.33 billion as of Sept. 30, 2024. Shareholders' equity was \$2.26 billion at the end of the quarter.

## Mattel 2025 Guidance

For the year 2025, Mattel is still expecting net sales growth in the range of 1% to 3%. Adjusted EPS are projected to be in the range of \$1.54 to \$1.66 compared with \$1.62 reported in fiscal 2024.

Adjusted gross margin is expected to be approximately 50%, down from 50.9% reported in fiscal 2024.

Adjusted operating income is anticipated between \$700 - \$750 million compared with \$738 million reported last year.

### **Valuation**

Mattel's shares are up 19.2% in the year-to-date period, and 11.6% over the trailing 12-month period. Stocks in the Zacks sub-industry are up 26.3%, and the Zacks Consumer Discretionary sector is up 1.3% in the year-to-date period. Over the past year, the Zacks sub-industry is up 14%, but the sector is down 2.9%.

The S&P 500 index is up 19% in the year-to-date period and 16.3% in the past year.

The stock is currently trading at 1.17X forward 12-month sales, which compares to 1.14X for the Zacks sub-industry, 2.38X for the Zacks sector and 5.33X for the S&P 500 index.

Over the past five years, the stock has traded as high as 1.58X and as low as 0.86X, with a 5-year median of 1.21X. Our Neutral recommendation indicates that the stock will perform in line with the market. Our \$22 price target reflects 1.21X forward 12-month sales.

The table below shows the summary valuation data for MAT.

| Valuation Multiples - MAT |               |       |              |        |         |  |
|---------------------------|---------------|-------|--------------|--------|---------|--|
|                           |               | Stock | Sub-Industry | Sector | S&P 500 |  |
|                           | Current       | 1.17  | 1.14         | 2.38   | 5.33    |  |
| P/S F12M                  | 5-Year High   | 1.58  | 2.21         | 3.51   | 5.5     |  |
|                           | 5-Year Low    | 0.86  | 1.14         | 1.7    | 3.83    |  |
|                           | 5-Year Median | 1.21  | 1.45         | 2.32   | 5.04    |  |
|                           | Current       | 2.9   | 4.4          | 3.42   | 8.52    |  |
| P/B TTM                   | 5-Year High   | 15.85 | 10.02        | 5.61   | 9.16    |  |
|                           | 5-Year Low    | 2.21  | 2.91         | 2.5    | 6.6     |  |
|                           | 5-Year Median | 3.33  | 4.26         | 3.58   | 8.04    |  |
|                           | Current       | 9.73  | 7.83         | 10.31  | 18.65   |  |
| EV/EBITDA TTM             | 5-Year High   | 24.77 | 18.84        | 17.54  | 22.4    |  |
|                           | 5-Year Low    | 5.88  | 6.02         | 8.11   | 13.87   |  |
|                           | 5-Year Median | 9.04  | 9.4          | 10.34  | 17.95   |  |

As of 11/28/2025

Source: Zacks Investment Research

# Industry Analysis<sup>(1)</sup> Zacks Industry Rank: Bottom 10% (219 out of 243)

#### ····· Industry Price — Price 110 - .... Industry 40\_\_\_\_ 2021

# Top Peers (1)

| Company (Ticker)           | Rec          | Rank |
|----------------------------|--------------|------|
| Hasbro, Inc. (HAS)         | Neutral      | 3    |
| JAKKS Pacific, Inc. (JAKK) | Underperform | 5    |
| Blue Hat Interactive(BHAT) | NA           |      |
| Big Tree Group Inc. (BIGG) | NA           |      |
| iEntertainment Netwo(IENT) | NA           |      |
| Interplay Entertainm(IPLY) | NA           |      |
| Majic Wheels Inc. (MJWL)   | NA           |      |
| Silverstar Holdings(SSTRF) | NA           |      |

| Industry Comparison <sup>(1)</sup> Industr | Industry Peers |            |           |           |              |
|--|----------------|------------|-----------|-----------|--------------|
|  | MAT            | X Industry | S&P 500   | HAS       | JAKI         |
| Zacks Recommendation (Long Term)           | Neutral        | -          | -         | Neutral   | Underperform |
| Zacks Rank (Short Term)                    | 3              | -          | -         | 3         | 5            |
| VGM Score                                  | D              | -          | -         | А         |              |
| Market Cap                                 | 6.36 B         | 189.21 M   | 38.81 B   | 11.51 B   | 189.21 N     |
| # of Analysts                              | 6              | 6          | 22        | 7         |              |
| Dividend Yield                             | 0.00%          | 0.00%      | 1.41%     | 3.41%     | 5.96%        |
| Value Score                                | В              | -          | -         | В         | С            |
| Cash/Price                                 | 0.11           | 0.15       | 0.04      | 0.05      | 0.1          |
| EV/EBITDA                                  | 7.50           | 3.15       | 14.58     | 16.14     | 3.1          |
| PEG Ratio                                  | 17.79          | 2.00       | 2.21      | 1.60      | N/           |
| Price/Book (P/B)                           | 2.81           | 1.58       | 3.30      | 26.52     | 0.74         |
| Price/Cash Flow (P/CF)                     | 8.60           | 5.57       | 15.05     | 14.76     | 4.39         |
| P/E (F1)                                   | 16.37          | 13.05      | 19.66     | 16.37     | 12.9         |
| Price/Sales (P/S)                          | 1.22           | 0.99       | 3.08      | 2.64      | 0.3          |
| Earnings Yield                             | 7.67%          | 7.67%      | 5.02%     | 6.11%     | 7.74%        |
| Debt/Equity                                | 0.77           | 0.01       | 0.57      | 7.65      | 0.0          |
| Cash Flow (\$/share)                       | 2.38           | 1.72       | 8.99      | 5.56      | 3.8          |
| Growth Score                               | F              | -          | -         | A         | F            |
| Hist. EPS Growth (3-5 yrs)                 | 11.02%         | -1.86%     | 8.16%     | -3.81%    | -1.86%       |
| Proj. EPS Growth (F1/F0)                   | -22.84%        | 5.14%      | 8.60%     | 24.94%    | -65.70%      |
| Curr. Cash Flow Growth                     | 20.28%         | -15.59%    | 6.75%     | -66.53%   | -22.13%      |
| Hist. Cash Flow Growth (3-5 yrs)           | 42.12%         | 20.86%     | 7.43%     | -0.41%    | 101.47%      |
| Current Ratio                              | 1.60           | 1.72       | 1.18      | 1.70      | 1.7          |
| Debt/Capital                               | 43.46%         | 10.44%     | 38.01%    | 88.44%    | 0.00%        |
| Net Margin                                 | 8.27%          | 1.06%      | 12.78%    | -12.81%   | 1.06%        |
| Return on Equity                           | 20.60%         | 20.60%     | 17.00%    | 82.17%    | 1.87%        |
| Sales/Assets                               | 0.82           | 1.29       | 0.53      | 0.76      | 1.29         |
| Proj. Sales Growth (F1/F0)                 | 1.60%          | 0.00%      | 5.79%     | 9.80%     | -14.60%      |
| Momentum Score                             | С              | -          | -         | В         | F            |
| Daily Price Chg                            | 0.59%          | 0.00%      | 0.79%     | 0.84%     | 1.94%        |
| 1 Week Price Chg                           | -4.44%         | -0.50%     | -1.83%    | 0.55%     | -0.60%       |
| 4 Week Price Chg                           | 7.68%          | 7.27%      | 3.61%     | 6.87%     | 11.86%       |
| 12 Week Price Chg                          | 22.81%         | -21.25%    | 2.57%     | 10.02%    | -7.29%       |
| 52 Week Price Chg                          | 14.88%         | -11.48%    | 15.47%    | 45.16%    | -34.34%      |
| 20 Day Average Volume                      | 3,772,013      | 98,057     | 2,770,348 | 1,731,158 | 84,74        |
| (F1) EPS Est 1 week change                 | 0.00%          | 0.00%      | 0.00%     | 0.00%     | 0.00%        |
| (F1) EPS Est 4 week change                 | 0.00%          | 0.00%      | 0.00%     | 0.00%     | -36.45%      |
| (F1) EPS Est 12 week change                | -2.89%         | -2.89%     | 0.69%     | 2.60%     | -68.81%      |
| (Q1) EPS Est Mthly Chg                     | 0.00%          | 0.00%      | 0.00%     | 0.00%     | 27.50%       |

### **Zacks Stock Rating System**

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

#### **Zacks Recommendation**

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

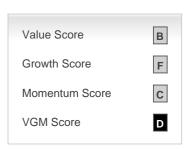
#### **Zacks Rank**

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

### **Zacks Style Scores**

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.



As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

#### **Disclosures**

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