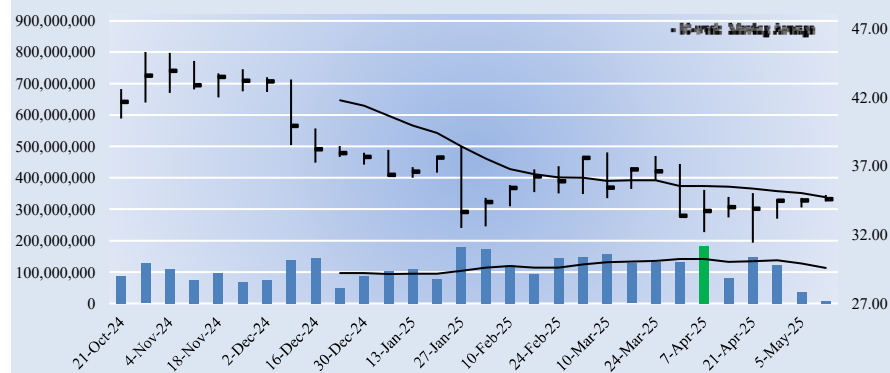


Comcast CMCSA FAIRLY VALUED**Buying Index™****3****Value Rating**

Economic Castle	Estimated Fair Value	Fair Value Range	Investment Style	Sector	Industry
Attractive	\$42.00	\$34.00 - \$50.00	LARGE-CAP VALUE	Telecom Services	Telecom Services - diversified

Comcast's broadband business and its theme park operations are cash cows for the firm while its video streaming service Peacock is a source of longer-term upside. Its net debt load is enormous, however.

Stock Chart (weekly)

The week with the highest trading volume out of the last 30 weeks was a week of heavy selling, or distribution (red bar).

Company Vitals

Market Cap (USD)	\$135,477
Avg Weekly Vol (30 wks)	111,433
30-week Range (USD)	31.44 - 45.31
Valuentum Sector	Telecom Services
5-week Return	3.6%
13-week Return	-1.9%
30-week Return	-17.6%
Dividend Yield %	3.8%
Dividends per Share	1.32
Forward Dividend Payout Ratio	30.3%
Est. Normal Diluted EPS	4.09
P/E on Est. Normal Diluted EPS	8.5
Est. Normal EBITDA	40,353
Forward EV/EBITDA	5.5
EV/Est. Normal EBITDA	5.6
Forward Revenue Growth (5-yr)	1.4%
Forward EPS Growth (5-yr)	-4.4%

NMF = Not Meaningful; Est. = Estimated; FY = Fiscal Year

Returns Summary

3-year Historical Average

Return on Equity	14.3%
Return on Assets	4.5%
ROIC, with goodwill	12.1%
ROIC, without goodwill	17.4%

ROIC = Return on Invested Capital; NMF = Not Meaningful

Leverage, Coverage, and Liquidity

In Millions of USD

Total Debt	97,193
Net Debt	89,871
Total Debt/EBITDA	2.6
Net Debt/EBITDA	2.4
EBITDA/Interest	9.2
Current Ratio	0.7
Quick Ratio	0.5

NMF = Not Meaningful

Investment Highlights

• Comcast is a global media company that presents its operations in the following six business segments: Cable Communications, Cable Networks, Broadcast Television, Filmed Entertainment, Theme Parks, and Sky. In 2018, Comcast acquired Sky for ~\$39 billion. Comcast was founded in 1963 and is headquartered in Philadelphia, Pennsylvania.

• The company's cable offering, Comcast Cable, is one of the U.S.' largest provider of video, high-speed Internet, voice and security and automation services to residential customers under the Xfinity brand. We like the scale and cash-rich nature of its cable operations.

• Comcast has a good combination of strong free cash flow generation and manageable financial leverage. We expect the firm's free cash flow margin to average about 13.2% in coming years. Total debt-to-EBITDA was 2.6 last year, while debt-to-book capitalization stood at 53.2%. Comcast has a robust share buyback program.

• Comcast launched its own video streaming service, Peacock, that became available to all U.S. households in July 2020. Peacock is how Comcast is pushing its subsidiary NBCUniversal deeper into the video streaming space. Peacock has a lower-cost ad-supported service and a modestly-priced premium package.

• Cord cutting remains a major concern for all cable providers, and Comcast may be feeling the brunt of the pressure after putting up solid results in recent years. Comcast is leaning on its Peacock service to offset those headwinds.

Structure of the Media (CATV) Industry

The media (cable TV) industry generates revenue primarily from monthly subscription fees and by selling advertising time. Participants provide video, Internet and voice services, operate cable networks, and may also manage other entertainment businesses. Though barriers to entry are high, firms face competition from a broad range of companies and ongoing threats from higher programming/content costs. The strong, recurring cash flow stream that large subscriber bases provide is quite attractive, but more recently a secular trend towards cord cutting and increased competition from Internet-based entertainment distribution services has impacted subscriber numbers. Still, we're neutral on the group.

Investment Considerations

DCF Valuation	FAIRLY VALUED
Relative Valuation	NEUTRAL
ValueCreation™	EXCELLENT
ValueRisk™	LOW
ValueTrend™	NEGATIVE
Cash Flow Generation	STRONG
Financial Leverage	MEDIUM
Growth	MODEST
Technical Evaluation	BEARISH
Relative Strength	NEUTRAL
Money Flow Index (MFI)	NEUTRAL
Upside/Downside Volume (U/D)	BULLISH
Near-term Technical Resistance, 10-wk MA	35.00

DCF = Discounted Cash Flow; MFI, U/D = Please see glossary. MA = Moving Average

Business Quality

ValueCreation™

ValueRisk™	Very Poor	Poor	Good	Excellent
Low				
Medium				
High				
Very High				

Firms that generate economic profits with little operating variability score near the top right of the matrix.

Relative Valuation

	Forward P/E	PEG	Price / FV
American Tower	20.9	2.7	102.6%
AT&T	12.1	1.2	92.9%
Crown Castle	14.0	0.8	99.1%
Verizon	9.3	9.1	95.6%
Peer Median	13.0	2.0	97.4%
Comcast	7.9	NMF	82.3%

Price / FV = Current Stock Price divided by Estimated Fair Value

Financial Summary

	Actual	Projected
Fiscal Year End:	Dec-23	Dec-24
Revenue	121,572	123,731
Revenue, YoY%	0.1%	1.8%
Operating Income	23,313	23,298
Operating Margin %	19.2%	18.8%
Net Income	15,388	16,192
Net Income Margin %	12.7%	13.1%
Diluted EPS	3.71	4.14
Diluted EPS, YoY %	206.0%	11.7%
Free Cash Flow (CFO-capex)	16,122	15,376
Free Cash Flow Margin %	13.3%	12.4%

In Millions of USD (except for per share items)

Comcast CMCSA FAIRLY VALUED**Buying Index™****3****Value Rating**

Economic Castle	Estimated Fair Value	Fair Value Range
Attractive	\$42.00	\$34.00 - \$50.00

Investment Style	Sector	Industry
LARGE-CAP VALUE	Telecom Services	Telecom Services - diversified

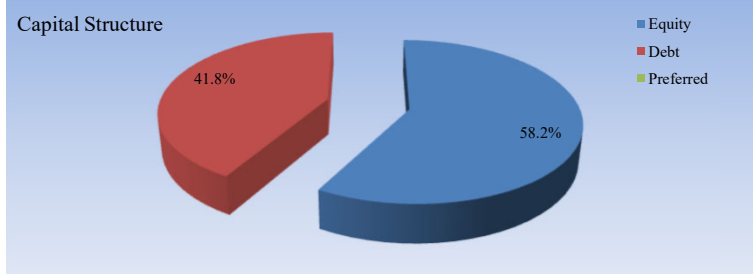
Economic Profit Analysis**ValueCreation™****EXCELLENT**

The best measure of a firm's ability to create value for shareholders is expressed by comparing its return on invested capital (ROIC) with its weighted average cost of capital (WACC). The gap or difference between ROIC and WACC is called the firm's economic profit spread. Comcast's 3-year historical return on invested capital (without goodwill) is 17.4%, which is above the estimate of its cost of capital of 9%. As such, we assign the firm a ValueCreation™ rating of EXCELLENT. In the chart to the right, we show the probable path of ROIC in the years ahead based on the estimated volatility of key drivers behind the measure. The solid grey line reflects the most likely outcome, in our opinion, and represents the scenario that results in our fair value estimate. Its future economic returns warrant an attractive Economic Castle rating.

ROIC - WACC Spread, 3-year historical average	8.4%
ROIC - WACC Spread, 5-year projected average	8.7%
These spreads equal the firm's annual average ROIC (excluding goodwill) less its WACC.	

ValueTrend™**NEGATIVE**

Comcast receives a ValueTrend™ rating of NEGATIVE, which is based on the company's trailing three-year performance. The firm's ROIC (excluding goodwill) fell to 15.2% last year from its trailing 3-year average of 17.4%. We expect ROIC (excluding goodwill) to be in the ballpark of about 16% by the end of our discrete forecast period, with downside risk to about 12% over that time period.

Weighted Average Cost of Capital (WACC)**Cost of Equity**

Risk Free Rate Assumption	4.3%
Fundamental Beta (ERP multiplier)	1.2
Estimated Equity Risk Premium	6.5%
Cost of Equity Assumption	11.8%

After-tax Cost of Debt

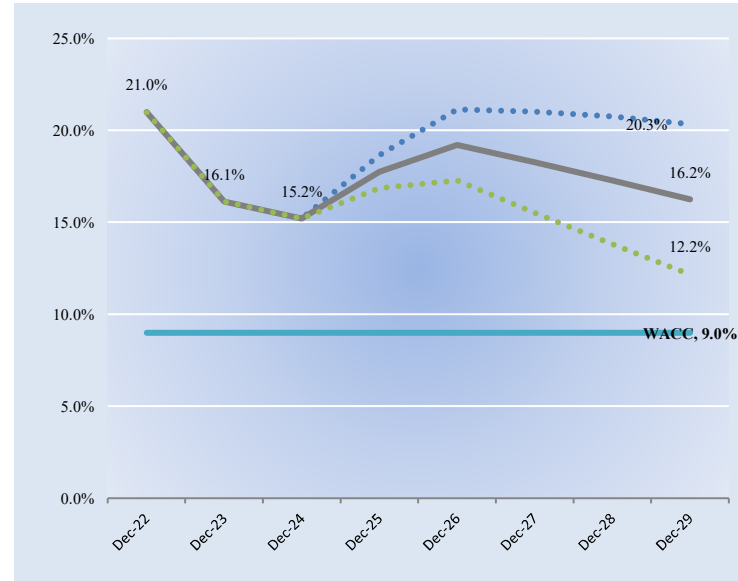
Risk Free Rate Assumption	4.3%
Synthetic Credit Spread	3.00%
Cost of Debt Assumption	7.3%
Cash Tax Rate Assumption	25.0%
After-tax Cost of Debt Assumption	5.5%

Cost of Preferred Stock

Preferred Dividends	0
Value of Preferred Stock	0
Cost of Preferred Assumption	NA

Weighted Average Cost of Capital (WACC)**9.0%**

ERP = Equity Risk Premium

Return on Invested Capital (ROIC)

The graph above shows the firm's ROIC (excluding goodwill) compared with historical averages and its WACC.

Assessment of Company Dividend Strategy**Key Strengths**

The strength of Comcast's dividend comes from the cash-rich nature of its cable business, which boasts adjusted EBITDA margins in the low-40% range. The Cable Communications segment accounts for roughly three quarters of the company's adjusted EBITDA, and its robust free cash flow generation allows the firm the ability to handle the large debt load that resides on its balance sheet. The company's high-speed Internet operations help mitigate some of the risk that is associated with the cord-cutting movement, as does its video streaming service Peacock. We're keeping a close eye on Comcast's debt load, which weighs on its Dividend Cushion ratio.

Potential Weaknesses

The single biggest threat to Comcast's dividend coverage on a forward-looking basis is its bloated balance sheet as Comcast has an enormous total debt load. The firm's stable cash flow profile makes that burden manageable, though should Comcast stumble operationally, problems would quickly arise. During the past three years, Comcast's free cash flow has averaged \$15.7 billion, better than its annual run-rate cash dividends paid of \$4.5-\$5 billion. This free cash flow coverage provides the basis for why we think Comcast will continue to raise its dividend in coming years.

Note: Valuentum may provide an adjusted ROIC measure to better reflect the economic substance of a company's operations, as in the case of companies with negative invested capital.

Comcast CMCSA FAIRLY VALUED

Economic Castle
Attractive

Estimated Fair Value
\$42.00

Fair Value Range
\$34.00 - \$50.00

Buying Index™ 3

Value Rating



Investment Style
LARGE-CAP VALUE

Sector
Telecom Services

Industry
Telecom Services - diversified

Growth Analysis

Revenue Growth

MODEST

		Last Fiscal Year Revenue	3-year Historical CAGR	5-year Projected CAGR
Comcast	USD	123,731	2.1%	1.4%
American Tower	USD	10,127	2.7%	4.0%
AT&T	USD	122,336	-3.0%	1.5%
Crown Castle	USD	6,981	6.1%	-0.9%
Verizon	USD	134,788	0.3%	1.3%
Peer Median			1.5%	1.4%
Industry Median			2.4%	1.5%

Comcast's revenue expansion has been greater than the median of its peer group but has trailed that of its industry group during the past three years. We expect the firm's pace of revenue growth to fall below the median of both its peer group and industry group during the next five years. Our growth assessment of each firm is based on the firm's 5-year forward revenue CAGR. Comcast's future pace of revenue growth is MODEST, in our opinion.

EBITDA Growth

		Last Fiscal Year EBITDA	3-year Historical CAGR	5-year Projected CAGR
Comcast	USD	38,100	3.2%	-0.8%
American Tower	USD	6,637	4.1%	5.0%
AT&T	USD	43,954	-4.0%	3.1%
Crown Castle	USD	4,197	10.0%	1.1%
Verizon	USD	48,791	-2.6%	0.5%
Peer Median			0.7%	2.1%
Industry Median			3.7%	2.1%

Comcast's EBITDA expansion has been greater than that of its peer group but has trailed that of its industry group during the past three years. We expect the firm's pace of EBITDA growth to fall below that of both its peer group and industry group during the next five years. American Tower sports the highest expected EBITDA growth rate among peers.

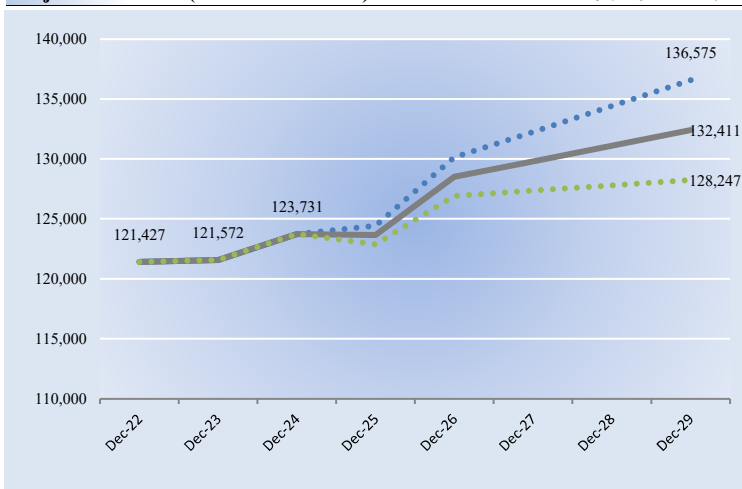
Net Income Growth

		Last Fiscal Year Net Income	3-year Historical CAGR	5-year Projected CAGR
Comcast	USD	16,192	4.6%	-4.1%
American Tower	USD	4,934	-4.2%	14.0%
AT&T	USD	10,948	-18.3%	12.6%
Crown Castle	USD	3,277	12.5%	5.3%
Verizon	USD	17,506	-7.4%	1.2%
Peer Median			-5.8%	9.0%
Industry Median			0.2%	9.0%

Comcast's net income expansion has been greater than that of both its peer group and industry group during the past three years. We expect the firm's pace of net income growth to fall below that of both its peer group and industry group during the next five years. American Tower sports the highest expected net income growth rate among peers.

Projected Revenue (in millions of USD)

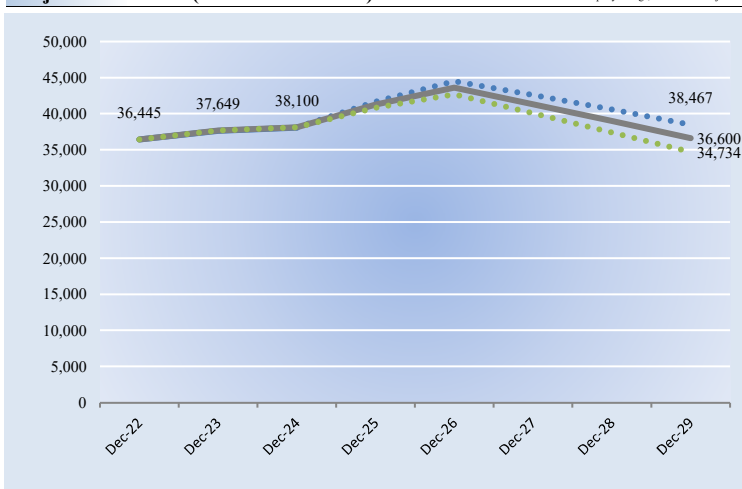
Source: Company Filings, Valuentum Projections



In the chart above, we show our baseline forecast for revenue as well as potential upside and downside cases.

Projected EBITDA (in millions of USD)

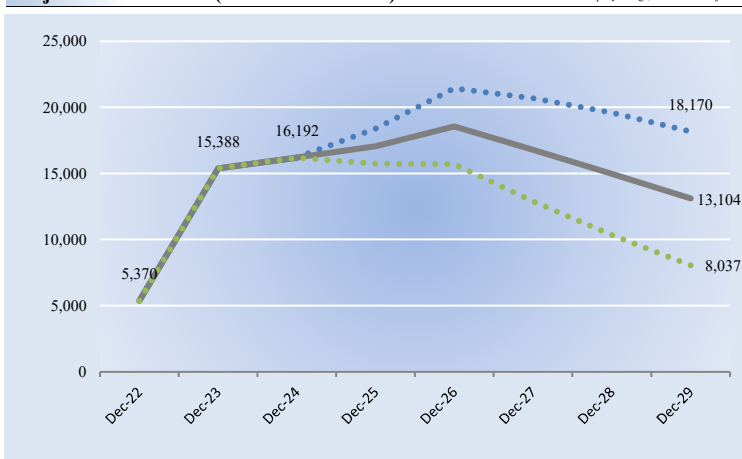
Source: Company Filings, Valuentum Projections



In the chart above, we show our baseline forecast for EBITDA as well as potential upside and downside cases.

Projected Net Income (in millions of USD)

Source: Company Filings, Valuentum Projections



In the chart above, we show our baseline forecast for net income as well as potential upside and downside cases.

Comcast CMCSA FAIRLY VALUED

Economic Castle
Attractive

Estimated Fair Value
\$42.00

Fair Value Range
\$34.00 - \$50.00

Buying Index™ 3

Value Rating

Investment Style
LARGE-CAP VALUE

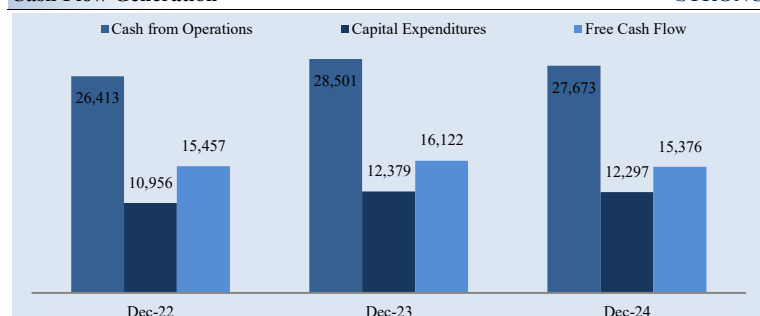
Sector
Telecom Services

Industry
Telecom Services - diversified

Cash Flow and Financial Leverage Analysis

Cash Flow Generation

STRONG



The bars above show the firms operating cash flow, capital expenditures, and free cash flow, respectively.

Firms that generate a free cash flow margin (free cash flow divided by total revenue) above 5% are usually considered cash cows. Comcast's free cash flow margin has averaged about 12.8% during the past 3 years. As such, we think the firm's cash flow generation is relatively **STRONG**. The free cash flow measure shown above is derived by taking cash flow from operations less capital expenditures and differs from enterprise free cash flow (FCFF), which we use in deriving our fair value estimate for the company. For more information on the differences between these two measures, please visit our website at Valuentum.com. At Comcast, cash flow from operations increased about 5% from levels registered two years ago, while capital expenditures expanded about 12% over the same time period.

Cash Flow from Operations

		Last Fiscal Year CFO	3-year Historical CAGR	5-year Projected CAGR
Comcast	USD	27,673	-1.7%	-1.1%
American Tower	USD	5,291	3.2%	6.6%
AT&T	USD	38,771	-2.6%	1.4%
Crown Castle	USD	3,126	0.8%	4.2%
Verizon	USD	36,912	-2.3%	0.6%
Peer Median			-0.7%	2.8%
Industry Median			-0.5%	5.4%

Comcast's cash flow from operations expansion has trailed both that of its peer group and its industry group during the past three years. We expect the firm's pace of cash flow from operations growth to fall below that of both its peer group and industry group during the next five years. American Tower sports the highest expected cash flow from operations growth rate among peers.

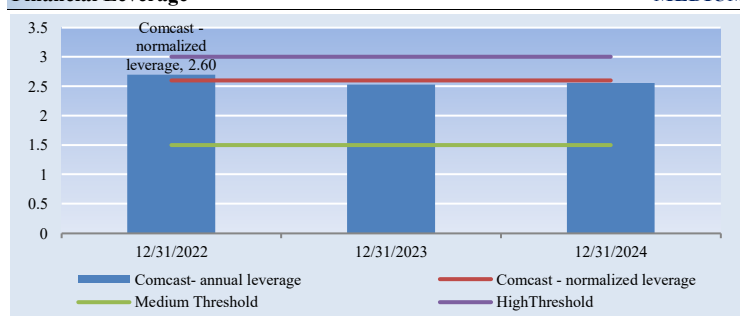
Free Cash Flow (CFO-capital expenditures)

		Last Fiscal Year FCF	3-year Historical CAGR	5-year Projected CAGR
Comcast	USD	15,376	-6.8%	-1.1%
American Tower	USD	3,701	2.4%	8.9%
AT&T	USD	18,508	-11.2%	-0.3%
Crown Castle	USD	1,702	6.0%	6.2%
Verizon	USD	19,822	1.0%	-7.0%
Peer Median			1.7%	3.0%
Industry Median			1.7%	7.6%

Comcast's free cash flow expansion has trailed both that of its peer group and its industry group during the past three years. We expect the firm's pace of free cash flow growth to fall below that of both its peer group and industry group during the next five years. American Tower sports the highest expected free cash flow growth rate among peers.

Financial Leverage

MEDIUM

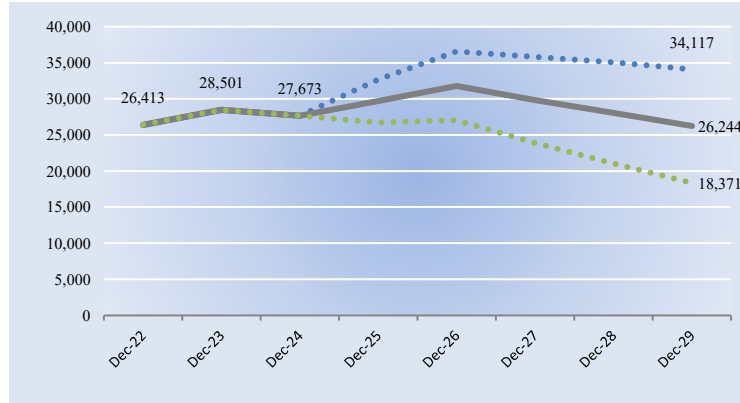


The bars above show the firm's annual debt-to-EBITDA. The red line shows the firm's normalized measure.

Firms that exhibit high leverage tend to be more risky than firms with relatively low debt loads, all else equal. We measure financial leverage by taking a firm's current total debt load and dividing it by the firm's trailing average 3-year annual EBITDA. Firms that are over 3 for this metric, we rate as having high leverage. Companies that have less than 1.5 turns of leverage (or a measure below 1.5), we rate as having low leverage. Comcast's normalized debt-to-EBITDA measure of about 2.6 puts it in the **MEDIUM** camp.

Projected Operating Cash Flow (in millions of USD)

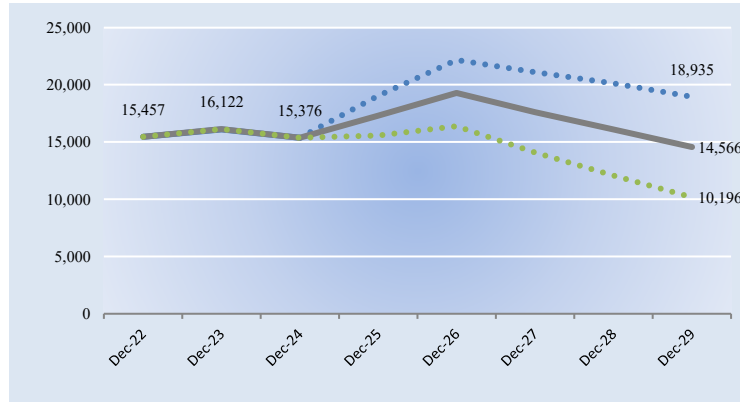
Source: Company Filings, Valuentum Projections



In the chart above, we show our baseline forecast for CFO as well as potential upside and downside cases.

Projected Free Cash Flow (in millions of USD)

Source: Company Filings, Valuentum Projections



In the chart above, we show our baseline forecast for free cash flow as well as potential upside and downside cases.

Comcast CMCSA

FAIRLY VALUED

Valuentum

Buying Index™

3

Valuentum

Value Rating

Economic Castle	Estimated Fair Value	Fair Value Range	Investment Style	Sector	Industry
Attractive	\$42.00	\$34.00 - \$50.00	LARGE-CAP VALUE	Telecom Services	Telecom Services - diversified

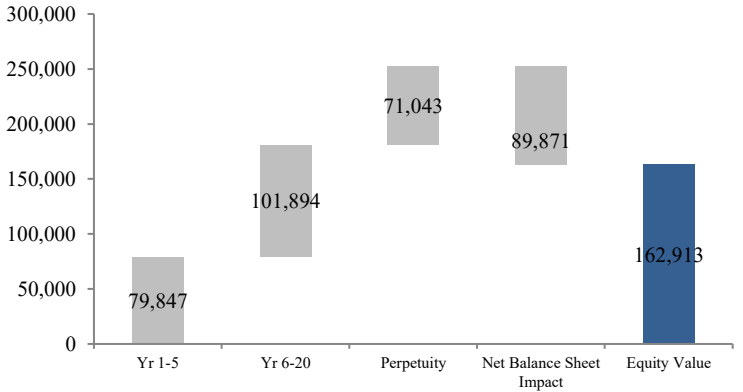
Valuation Analysis

Valuation Assumptions

In Millions of USD (except for per share items)	5-year Projections	
Revenue CAGR %	1.4%	
Avg. EBIT Margin %	19.5%	
Avg. Cash Tax Rate %	25.0%	
Earnings Before Interest CAGR %	-0.5%	
Earnings Per Share CAGR %	-4.4%	
Free Cash Flow to the Firm CAGR %	4.9%	
Earnings before interest = Net operating profits less adjusted taxes	Long-term Projections	
Phase II --> III FCFF CAGR %	1.7% (II)	3% (III)
Cost of Equity %	11.8%	
After-tax Cost of Debt %	5.1%	
Discount Rate (WACC) %	9.0%	
Synthetic credit spread = 3%	Results	
Phase I Present Value	79,847	
Phase II Present Value	101,894	
Phase III Present Value	71,043	
Total Firm Value	252,784	
Net Balance Sheet Impact	-89,871	
Total Equity Value	162,913	
Diluted Shares Outstanding	3,917.8	
Fair Value per Share	\$42.00	

Valuation Breakdown

In the chart below, we show the build up to our estimate of total enterprise value for Comcast and the break down to the firm's total equity value, which we estimate to be about 162.91USD billion. The present value of the enterprise free cash flows generated during each phase of our model and the net balance sheet impact is displayed. We divide total equity value by diluted shares outstanding to arrive at our \$42 per share fair value estimate.



In Millions of USD

DCF Valuation Summary

We think Comcast is worth \$42 per share with a fair value range of \$34.00 - \$50.00. The margin of safety around our fair value estimate is driven by the firm's LOW ValueRisk™ rating, which is derived from an evaluation of the historical volatility of key valuation drivers and a future assessment of them. Our near-term operating forecasts, including revenue and earnings, do not differ much from consensus estimates or management guidance. Our model reflects a compound annual revenue growth rate of 1.4% during the next five years, a pace that is lower than the firm's 3-year historical compound annual growth rate of 2.1%. Our model reflects a 5-year projected average operating margin of 19.5%, which is above Comcast's trailing 3-year average. Beyond year 5, we assume free cash flow will grow at an annual rate of 1.7% for the next 15 years and 3% in perpetuity. For Comcast, we use a 9% weighted average cost of capital to discount future free cash flows.

Enterprise Free Cash Flow

	Fiscal Year End:	12/31/2022	12/31/2023	12/31/2024
Earnings before Interest		29,732	22,026	20,540
+ Depreciation		8,724	8,854	8,730
- Capital Expenditures		10,956	12,379	12,297
- Change in Working Capital		933	-2,513	3,572
- Acquisitions		-1,985	-661	-771
Enterprise Free Cash Flow (FCFF)		28,552	21,675	14,172

In Millions of USD

Our future forecasts for key valuation drivers result in a future free enterprise cash flow stream. Above, we show how we calculate enterprise free cash flow and the historical performance of the metric for Comcast. Over the next five years, we expect the firm's enterprise free cash flow to expand at about a 5% compound annual growth rate. During years 6 through 20, we expect the measure to grow at a 1.7% rate. Beyond year 20 (in perpetuity), we grow the firm's free cash flow at inflation (3%).

Source: Company Filings, Valuentum Projections

Company Metrics versus Peer and Industry Medians

Company Name	Valuentum Buying Index™	Forward Price-to-Earnings	P/E on Est. Normal Diluted EPS	Price/Earnings-to-Growth (PEG), 5-year	Forward EV/EBITDA	EV/Est. Normal EBITDA	5-year Forward Earnings per Share CAGR	3-year Hist Avg ROIC, without goodwill	Dividend Yield %	Stock Price / Fair Value Estimate
Comcast	3	7.9	8.5	NMF	5.5	5.6	-4.4%	17.4%	3.8%	82.3%
American Tower	6	20.9	29.9	2.7	22.0	18.2	3.8%	11.1%	3.0%	102.6%
AT&T	7	12.1	10.6	1.2	6.8	6.5	14.2%	12.5%	4.3%	92.9%
Crown Castle	6	14.0	28.3	0.8	17.9	16.1	2.7%	10.1%	6.8%	99.1%
Verizon	7	9.3	9.4	9.1	6.4	6.4	1.2%	9.7%	6.2%	95.6%
Peer Median	6.5	13.0	19.5	2.0	12.4	11.3	3.2%	10.6%	5.2%	97.4%
Industry Median	6.0	13.0	14.2	1.6	9.4	9.1	3.2%	10.6%	3.4%	97.2%

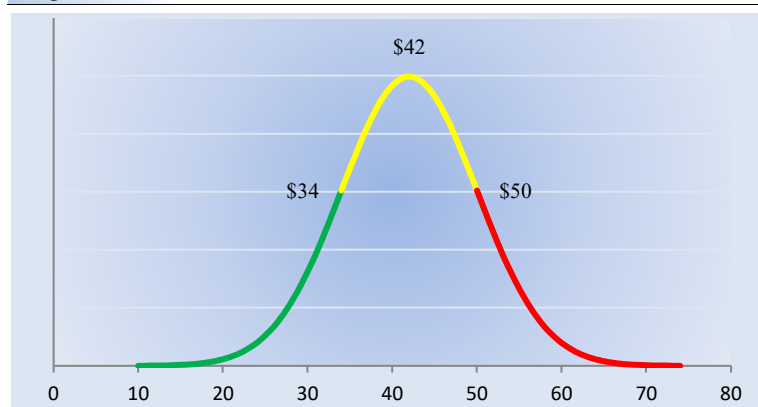
View back of report for a full list of industry constituents covered by Valuentum. VBI: Valuentum's ranking for the attractiveness of this investment at the date of the report.



Comcast CMCSA FAIRLY VALUED**Buying Index™****3****Value Rating**

Economic Castle Attractive	Estimated Fair Value \$42.00	Fair Value Range \$34.00 - \$50.00
--------------------------------------	--	--

Investment Style LARGE-CAP VALUE	Sector Telecom Services	Industry Telecom Services - diversified
--	-----------------------------------	---

Margin of Safety Analysis**Range of Potential Outcomes**

Our discounted cash flow process values each firm on the basis of the present value of all future free cash flows. Although we estimate the firm's fair value at about \$42 per share, every company has a range of probable fair values that's created by the uncertainty of key valuation drivers (like future revenue or earnings, for example). After all, if the future were known with certainty, we wouldn't see much volatility in the markets as stocks would trade precisely at their known fair values. Our ValueRisk™ rating sets the margin of safety or the fair value range we assign to each stock. In the graph above, we show this probable range of fair values for Comcast. We think the firm is attractive below \$34 per share (the green line), but quite expensive above \$50 per share (the red line). The prices that fall along the yellow line, which includes our fair value estimate, represent a reasonable valuation for the firm, in our opinion.

ValueRisk™**LOW**

Comcast receives a ValueRisk™ rating of LOW based of the historical volatility of key drivers of economic value creation. The fair value range sets the margin of safety around our fair value estimate of the firm's shares.

Revenue Volatility	2.5%
Gross Margin Volatility	4.3%
Earnings (EBI) Volatility	20.1%
Cash Flow (FCFF) Volatility	41.7%
Fair Value Range	20.0%

The Fair Value Range sets the premium or discount on our estimate of the firm's fair value.

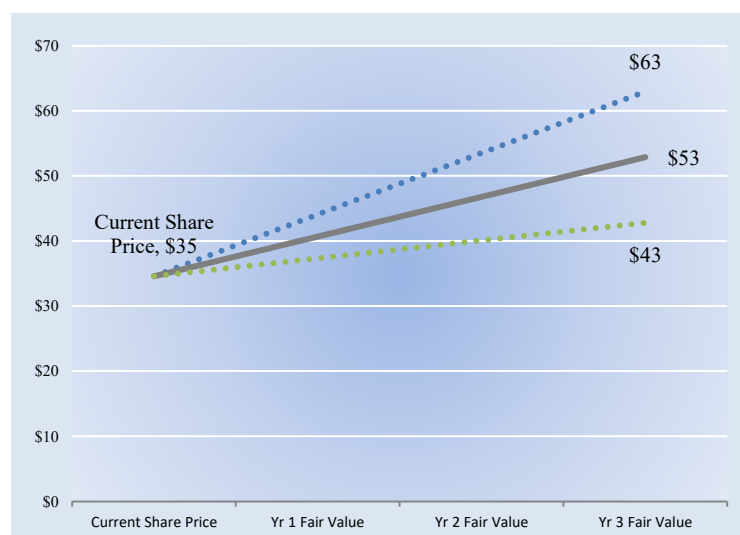
Upside and Downside Probabilities

Probability (fair value < \$0)	Less than 0.1%
Probability (fair value > 2x current share price)	0.03%

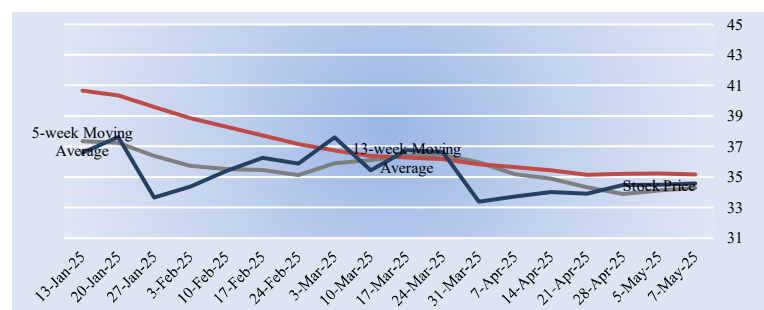
We strive to answer a few questions that investors often ask: 1) What are the chances of a total loss of investment in this company? and 2) What is the chance that the company is really worth twice what I paid for it? The probability (fair value < 0) strives to answer the first question. It indicates the chance that the firm may encounter insolvency based on the characteristics of its cash flow stream, capital structure, and risk profile. The probability (fair value > 2x current share price) strives to answer the second question. It is our best estimate of whether investors are participating in a half-off sale by buying the company's shares at current prices.

Future Path of Fair Value

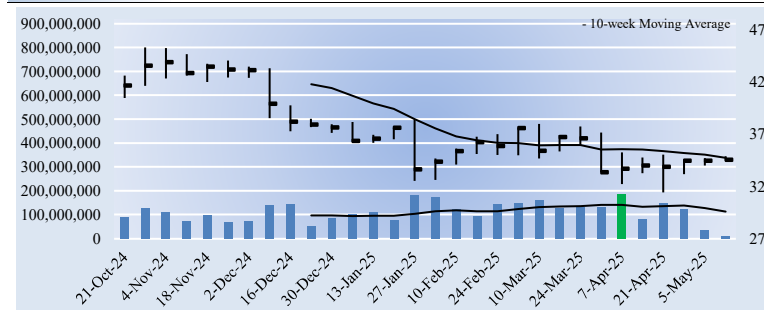
We estimate Comcast's fair value at this point in time to be about \$42 per share. As time passes, however, companies generate cash flow and pay out cash to shareholders in the form of dividends. The chart to the right compares the firm's current share price with the path of Comcast's expected equity value per share over the next three years, assuming our long-term projections prove accurate. The range between the resulting downside fair value and upside fair value in Year 3 represents our best estimate of the value of the firm's shares three years hence. This range of potential outcomes is also subject to change over time, should our views on the firm's future cash flow potential change. The expected fair value of \$53 per share in Year 3 represents our existing fair value per share of \$42 increased at an annual rate of the firm's cost of equity less its dividend yield. The upside and downside ranges are derived in the same way, but from the upper and lower bounds of our fair value estimate range.



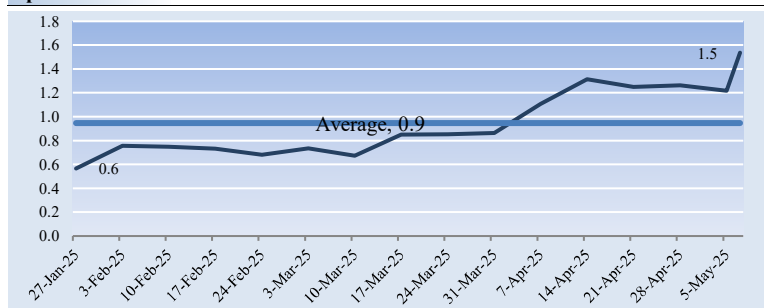
The graph above shows the expected future fair value of the firm's shares relative to its current stock price.

Comcast CMCSA FAIRLY VALUED**Economic Castle**
Attractive**Estimated Fair Value**
\$42.00**Fair Value Range**
\$34.00 - \$50.00**Buying Index™** 3**Value Rating****Investment Style**
LARGE-CAP VALUE**Sector**
Telecom Services**Industry**
Telecom Services - diversified**Technical Analysis****Technical Evaluation****BEARISH**

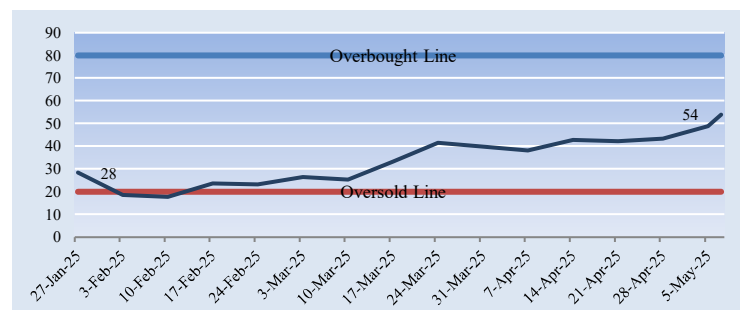
The firm's near-term moving average (5-week, grey line) and medium-term moving average (13-week, red line) are shown in the chart above. Typically, when a shorter-term moving average crosses a medium- or longer-term moving average from below, it represents a bullish signal. If the short-term moving average crosses from above, traders often view this as bearish. Comcast's 5-week moving average is below its 13-week measure, indicating a BEARISH trend. This activity further confirms the company's 30-week downtrend.

30-week Price and Volume Chart (weekly)

In the chart above, we pinpoint the heaviest accumulation or distribution week of the firm, determined by the week with the highest trading volume during the past 30 weeks. A heavy accumulation (buying) or distribution (selling) week often determines the future near-term direction of the firm's share price, as money managers continue to move in or out of the stock in the days and weeks ahead driving the stock up or down, respectively. For Comcast, the week with the highest trading volume out of the last 30 weeks was a week of heavy buying, or accumulation (green bar). Such market activity could indicate a reversal of a downtrend or further confirmation of the firm's uptrend.

Upside/Downside Volume**BULLISH**

The level and trend of the Upside/Downside (U/D) volume ratio reveals whether institutional participation has been bullish or bearish as of late. Comcast's U/D volume ratio of 1.5 is not only greater than 1 but also is better than its trailing average, indicating BULLISH institutional interest during the past several weeks.

Money Flow Index (MFI)**NEUTRAL**

The Money Flow Index (MFI) is an oscillator that uses price and volume to measure buying and selling pressure. Chartists often look for overbought (above 80) and oversold (below 20) levels to warn of unsustainable near-term price extremes. Comcast's MFI of 54 is neutral, suggesting the firm's stock is neither overbought nor oversold at this time. However, a score over 50 tends to favor bulls. The MFI can also be used to gauge the strength or weakness of a firm's price trend. In Comcast's case, its stock price and money flow neither reveals a bullish nor bearish divergence, further supporting our neutral view on its money flow action.

Relative Price Strength**NEUTRAL**

A firm's relative price strength can be assessed over any number of time horizons. We show the firm's performance over the past 5 weeks, 13 weeks, and 30 weeks below. In arriving at our relative strength rating for each company, we assess the past 13 weeks, which includes the market's reaction to the firm's most recently reported quarter, where applicable, and other more recent economic events. During the past 13 weeks, Comcast's shares returned -1.9%, while the market benchmark returned -4.1%. We think Comcast's 13-week relative price performance is NEUTRAL.

5-week Company Performance	3.6%
5-week Market Benchmark Performance	-7.2%
5-week Relative Performance vs. Market Benchmark	10.8%
13-week Company Performance	-1.9%
13-week Market Benchmark Performance	-4.1%
13-week Relative Performance vs. Market Benchmark	2.2%
30-week Company Performance	-17.6%
30-week Market Benchmark Performance	0.6%
30-week Relative Performance vs. Market Benchmark	-18.2%

Timeliness Matrix™

Equity Valuation

Relative Strength	Overvalued	Fairly Valued	Undervalued
Strong			
Neutral			
Weak			

Firms that are undervalued and currently showing near-term pricing strength score near the top right of the matrix.

Companies that are undervalued and showing near-term relative price strength could represent timely buys, as the stock may be attractive to both value and momentum investors. A cross section of the firm's equity valuation and its relative share price strength is shown in the matrix above. We tend to prefer undervalued stocks that have strong pricing momentum, also called Valuentum stocks.

Comcast CMCSA FAIRLY VALUED**Buying Index™****3****Value Rating****Economic Castle**
Attractive**Estimated Fair Value**
\$42.00**Fair Value Range**
\$34.00 - \$50.00**Investment Style**
LARGE-CAP VALUE**Sector**
Telecom Services**Industry**
Telecom Services - diversified**Pro Forma Income Statement**

	----- Historical -----			----- Projected -----	
	Dec-22	Dec-23	Dec-24	Dec-25	Dec-26
In Millions of USD (except for per share items)					
Total Revenue	121,427	121,572	123,731	123,657	128,516
Cost of Goods Sold	38,213	36,762	37,026	35,835	36,885
Selling, General and Administrative Expenses	46,769	47,161	48,606	47,043	48,420
Other Operating Expenses	13,821	14,336	14,801	14,325	14,744
Operating Income	22,624	23,313	23,298	26,453	28,467
Unusual items	0	0	0	0	0
Operating Income, including unusual items	22,624	23,313	23,298	26,453	28,467
Interest Expense	(3,896)	(4,087)	(4,134)	(4,134)	(4,134)
Other Non-operating Income	(9,444)	1,251	(491)	0	0
Pre-tax Income	9,284	20,477	18,673	22,319	24,333
Income Taxes	4,359	5,371	2,796	5,580	6,083
Income after tax	4,925	15,106	15,877	16,739	18,250
Minority Interest and Equity Income	445	282	315	315	315
Net Income, excluding extra items	5,370	15,388	16,192	17,054	18,565
Income Available to Common, excluding extra items	5,370	15,388	16,192	17,054	18,565
Diluted Earnings per Share, excluding extra items	1.21	3.71	4.14	4.35	4.73
Diluted Weighted Shares Outstanding	4,430.0	4,148.0	3,908.0	3,917.8	3,927.6

Source: Company Filings, Xignite, Valuentum Projections, Seeking Alpha

Note: Pro forma data in discounted cash-flow valuation may reflect significant adjustments from GAAP accounting data, including cash (not effective) tax rates and other analytical adjustments on a backward-looking and forward-looking basis. No individual data, by itself, found in this report should be used to make any investment decision.

Comcast CMCSA FAIRLY VALUED**Buying Index™****3****Value Rating****Economic Castle**
Attractive**Estimated Fair Value**
\$42.00**Fair Value Range**
\$34.00 - \$50.00**Investment Style**
LARGE-CAP VALUE**Sector**
Telecom Services**Industry**
Telecom Services - diversified**Pro Forma Balance Sheet**

	----- Historical -----			----- Projected -----	
	Dec-22	Dec-23	Dec-24	Dec-25	Dec-26
In Millions of USD (except for per share items)					
Assets					
Total Cash (including marketable securities)	4,749	6,215	7,322	19,790	33,973
Inventory	0	0	0	0	0
Accounts Receivable	12,672	13,813	13,661	13,622	14,125
Other Current Assets	4,405	3,959	5,818	5,818	5,818
Total Current Assets	21,826	23,987	26,801	39,229	53,915
Gross Fixed Assets	118,382	124,172	127,572	139,992	152,536
(Accumulated Depreciation)	(56,900)	(58,700)	(59,500)	(68,225)	(77,292)
Net Property, Plant, and Equipment	61,482	65,472	68,072	71,767	75,244
Goodwill, Net	58,494	59,268	58,209	58,209	58,209
Intangibles, Net	88,673	87,232	84,964	78,892	72,820
Other Long-term Assets	26,800	28,852	28,165	28,165	28,165
Total Assets	257,275	264,811	266,211	276,263	288,353
Liabilities					
Accounts Payable	12,544	12,437	11,321	11,023	11,413
Other Current Liabilities	13,600	25,692	23,353	23,797	24,412
Current Portion of Long-term Debt	1,743	2,069	4,907	4,907	4,907
Total Current Liabilities	27,887	40,198	39,581	39,727	40,732
Long-term Debt	96,440	93,021	92,286	92,286	92,286
Other Long-term Liabilities	52,005	48,889	48,784	48,784	48,784
Total Liabilities	176,332	182,108	180,651	180,797	181,802
Preferred Stock	0	0	0	0	0
Shareholders' Equity					
Common Stock and Additional Paid in Capital	39,463	38,581	38,149	38,487	38,826
Retained Earnings	51,609	52,892	56,972	68,540	81,346
Other Equity	(10,129)	(8,770)	(9,561)	(11,561)	(13,621)
Total Shareholders' Equity	80,943	82,703	85,560	95,466	106,551
Total Liabilities and Shareholders' Equity	257,275	264,811	266,211	276,263	288,353

ce: Company Filings, Xignite, Valuentum Projections, Seeking Alpha

Note: Pro forma data in discounted cash-flow valuation may reflect significant adjustments from GAAP accounting data, including cash (not effective) tax rates and other analytical adjustments on a backward-looking and forward-looking basis. No individual data, by itself, found in this report should be used to make any investment decision.

Comcast CMCSA FAIRLY VALUED**Buying Index™****3****Value Rating**

Economic Castle Attractive	Estimated Fair Value \$42.00	Fair Value Range \$34.00 - \$50.00	Investment Style LARGE-CAP VALUE	Sector Telecom Services	Industry Telecom Services - diversified
--------------------------------------	--	--	--	-----------------------------------	---

Pro Forma Cash Flow Statement

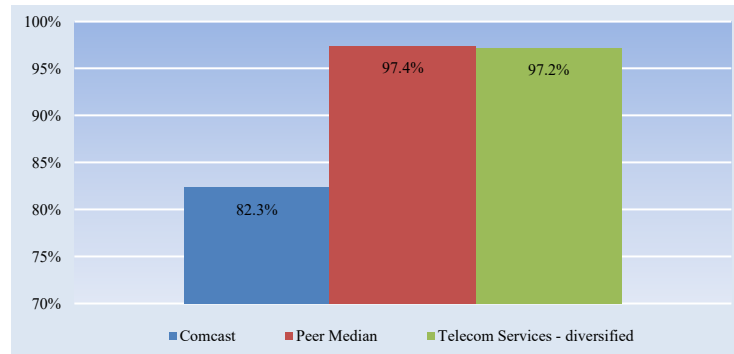
	----- Historical -----			----- Projected -----	
In Millions of USD (except for per share items)	Dec-22	Dec-23	Dec-24	Dec-25	Dec-26
Cash from Operations					
Net Income	5,370	15,388	16,192	16,739	18,250
Depreciation and Amortization	13,821	14,336	14,802	14,797	15,140
Deferred Income Taxes	0	0	0	0	0
Operating Gains Or Losses	7,222	(1,223)	(3,321)	(2,000)	(2,060)
Changes in Working Capital	0	0	0	185	503
Cash Flow from Operations	26,413	28,501	27,673	29,721	31,832
Cash from Investing					
Purchase of Property, Plant, Equipment	(10,956)	(12,379)	(12,297)	(12,420)	(12,544)
Other Investing Cash Flows	(3,184)	5,218	(3,373)	0	0
Cash Flow from Investing	(14,140)	(7,161)	(15,670)	(12,420)	(12,544)
Cash from Financing					
Issuance (Retirement) of Stock	(13,328)	(11,291)	(9,103)	338	339
Issuance (Retirement) of Debt	1,098	1,377	2,695	0	0
Dividends Paid	(4,741)	(4,766)	(4,814)	(5,171)	(5,444)
Other Financing Cash Flows	787	(5,170)	339	0	0
Cash Flow from Financing	(16,184)	(19,850)	(10,883)	(4,834)	(5,105)
Foreign Exchange	(86)	9	(26)	0	0
Net Change in Cash	(3,997)	1,499	1,094	12,468	14,183

ce: Company Filings, Xignite, Valuentum Projections, Seeking Alpha

Note: Pro forma data in discounted cash-flow valuation may reflect significant adjustments from GAAP accounting data, including cash (not effective) tax rates and other analytical adjustments on a backward-looking and forward-looking basis. No individual data, by itself, found in this report should be used to make any investment decision.

Comcast CMCSA FAIRLY VALUED**Buying Index™****3****Value Rating****Economic Castle**
Attractive**Estimated Fair Value**
\$42.00**Fair Value Range**
\$34.00 - \$50.00**Investment Style**
LARGE-CAP VALUE**Sector**
Telecom Services**Industry**
Telecom Services - diversified**Telecom Services - diversified****Telecom Services - diversified****FAIRLY VALUED**

We think the Telecom Services - diversified industry is fairly valued at this time. The industry's market cap is trading between 80% and 120% of our estimate of its fair value based on our DCF process. Although we use a firm-specific ValueRisk™ measure to determine whether a firm is undervalued or overvalued based on our DCF process, we consider an industry to be undervalued if it is trading below 80% of our estimate of its fair value and overvalued if it is trading at over 120% of our estimate of its fair value. We think these fair value ranges are appropriate given the diversification benefits of holding a basket of stocks. Although there may be individual opportunities within the Telecom Services - diversified industry, we don't find the industry as a whole attractive based solely on valuation.



The above bar chart reveals the price/fair value of the company, its peers, and the industry as a whole.

Shaded blue denotes that the firm has earned the highest rating for that respective category.

Company Name	Ticker	Market Cap (USD-mil)	Investment Style	DCF Valuation	Relative Valuation	ValueCreation™	ValueRisk™	ValueTrend™	Technicals	Relative Strength
American Tower	AMT	104,667	LARGE-CAP CORE	FAIRLY VALUED	UNATTRACTIVE	GOOD	LOW	POSITIVE	BULLISH	STRONG
AT&T	T	185,574	LARGE-CAP VALUE	FAIRLY VALUED	ATTRACTIVE	GOOD	LOW	NEGATIVE	BULLISH	STRONG
Comcast	CMCSA	135,477	LARGE-CAP VALUE	FAIRLY VALUED	NEUTRAL	EXCELLENT	LOW	NEGATIVE	BEARISH	NEUTRAL
Crown Castle	CCI	40,411	LARGE-CAP VALUE	FAIRLY VALUED	NEUTRAL	GOOD	MEDIUM	POSITIVE	VERY BULLISH	WEAK
Paramount Global	PARA	6,911	MID-CAP VALUE	FAIRLY VALUED	NEUTRAL	POOR	HIGH	POSITIVE	VERY BEARISH	WEAK
SBA Comm	SBAC	23,357	LARGE-CAP VALUE	FAIRLY VALUED	NEUTRAL	EXCELLENT	MEDIUM	POSITIVE	BULLISH	WEAK
T-Mobile	TMUS	303,331	MEGA-CAP CORE	FAIRLY VALUED	UNATTRACTIVE	POOR	MEDIUM	POSITIVE	BULLISH	STRONG
Verizon	VZ	185,770	LARGE-CAP VALUE	FAIRLY VALUED	ATTRACTIVE	GOOD	LOW	NEGATIVE	BULLISH	STRONG

Valuentum's Full Page Stock Report

A **DCF Valuation**
Shows whether the firm is undervalued, fairly valued, or overvalued based on our DCF process and by how much.

B **Valuentum Buying Index (VBI)**
Provides insight into the timeliness of an investment opportunity. We rank firms from 1 to 10 based on rigorous financial, valuation, and technical analysis. A 10 represents one of our top picks.

C **Valuentum Value Rating (VVR)**
Indicates whether we think a firm is undervalued, fairly valued, or overvalued on the basis of our DCF process.

D **Investment Considerations**
Evaluates firms on 12 different measures, from the firm's growth and cash flow generation to the stock's money flow index and upside/downside volume. We reveal technical support and resistance levels.

E **30-week Price and Volume Action**
Displays the last accumulation or distribution week of the stock and historical price and volume action.

F **Company Vitals**
Shows sector, industry and other relevant company information.

G **Normalized EPS and EBITDA**
Estimation of the firm's normalized earnings measures and the corresponding valuation multiples.

H **Business Quality**
Summary of the firm's ability to create value for shareholders compared with the underlying risk of its operations.

I **Investment Highlights**
Our opinion of the company, including analysis of its financial and technical strengths and weaknesses.

J **Relative Valuation**
Comparison of the firm's PE, PEG, and Price/FV ratios versus peers.

K **Financial Summary**
A summary of the proforma financial statements found in the extended report.

L **Returns Summary**
3-year averages of the firm's key return measures, including return on invested capital, with and without goodwill.

M **Leverage, Coverage, and Liquidity**
A snapshot of the company's financial health.

Valuentum Retail Equity Research Visit us at www.valuentum.com Ratings as of 26-Oct-2016 Data as of 17-Oct-2016

Apple AAPL UNDERVALUED **Buying Index™** **Value Rating**

Economic Castle Highest Rated Estimated Fair Value \$147.00 Fair Value Range \$121.00 - \$173.00 Investment Style MEGA-CAP VALUE Sector Information Technology Industry Computer Hardware

Apple is as much a brand as it is one of the most innovative companies.

Stock Chart (weekly)

The week with the highest trading volume out of the last 13 weeks was a week of heavy buying, or accumulation (green bar).

Company Vitals

Market Cap (USD)	\$675,472
Avg Weekly Vol (30 wks)	180,295
30-week Range (USD)	89.47 - 118.69
Valuentum Sector	Information Technology
5-week Return	1.2%
13-week Return	18.7%
30-week Return	10.0%
Dividend Yield %	2.0%
Dividends per Share	2.28
Forward Dividend Payout Ratio	27.3%
Est. Normal Diluted EPS	9.55
P/E on Est. Normal Diluted EPS	12.2
Est. Normal EBITDA	83,978
Forward EV/EBITDA	7.2
EV/Est. Normal EBITDA	6.4
Forward Revenue Growth (5-yr)	1.1%
Forward EPS Growth (5-yr)	3.1%

NDP = Not Meaningful, Est. = Estimated, FV = Fiscal Year

Returns Summary

	3-year Historical Average
Return on Equity	36.8%
Return on Assets	19.3%
ROIC, with goodwill	160.3%
ROIC, without goodwill	183.4%

ROIC = Return on Invested Capital, NDP = Not Meaningful

Leverage, Coverage, and Liquidity

	In Millions of USD
Total Debt	64,462
Net Debt	-141,204
Total Debt/EBITDA	0.8
Net Debt/EBITDA	NMF
EBITDA/Interest	112.5
Current Ratio	1.1
Quick Ratio	2.9

NDP = Not Meaningful

Investment Highlights

- Apple is as much a brand as it is one of the world's most innovative companies. The firm is no longer known for its iPods and personal computers, as the proliferation of the iPhone over the past several years has been a sight to behold. The company's execution remains top notch, and we expect it to continue to roll out innovative products in smartphones and wearable technology, its most recent major product launch.
- Criticism over the firm's dependence on sales of the iPhone gained momentum in fiscal 2016, as the second quarter of the fiscal year marked the first quarterly sales decline in 13 years. High levels of demand for the iPhone 7 and multiple safety issues at rival Samsung have eased concerns for the time being.
- Apple's rollout of future iterations of the iPhone should propel its fundamentals higher. Though we're not embedding another blockbuster hit in our model, we wouldn't be surprised if Apple delivers another one from its pipeline. Perhaps only a dream five years ago, the popularity of the new Apple Watch is now worth watching, though it has yet to catch fire in the eyes of consumers.
- Investors should pay close attention to the firm's gross margin, which is expected to fall to 37.5%-38% in fiscal 2016 from 40% in fiscal 2015. Pricing and cost pressures may be unavoidable. A slight step back in fiscal 2016 should not be a major concern to investors given Apple's massive cash position and impressive track record.
- Apple's cash hoard is more than some of the market capitalizations of the largest companies in the S&P 500. The company retains tremendous flexibility in this regard, and we continue to expect dividend increases and share buybacks.

Structure of the Computer Hardware Industry

The computer hardware space, which spans the personal computer to the iPhone and iPad, is highly competitive. The industry is characterized by frequent product introductions and rapid technological advances that can cause dramatic market share shifts. Though some firms benefit from a strong brand, participants often price aggressively, pressuring margins. Firms are also subject to potential component shortages/disruptions, which can punish performance. Obsolescence may be an eventuality for some, and services revenue has become critical for others. We're neutral on the space.

Investment Consideration

DCF Valuation	UNDERVALUED
Relative Valuation	UNATTRACTIVE
ValueCreation™	EXCELLENT
ValueRisk™	LOW
ValueTrend™	POSITIVE
Cash Flow Generation	STRONG
Financial Leverage	LOW
Growth	MODEST
Technical Evaluation	BULLISH
Relative Strength	STRONG
Money Flow Index (MFI)	NEUTRAL
Upside/Downside Volume (U/D)	BULLISH
Near-term Technical Support, 10-week MA	112.00

DCF = Discounted Cash Flow, MFI, U/D = Please see glossary; MA = Moving Average

Business Quality

	Very Poor	Poor	Good	Excellent
ValueRisk™				
Low				
Medium				
High				
Very High				

Firms that generate economic profits with little operating variability score near the top right of the matrix.

Relative Valuation

	Forward P/E	PEG	Price / FV
BlackBerry	-53.0	NMF	89.2%
Cray	49.4	0.9	77.3%
Hewlett-Packard	9.0	NMF	75.9%
IBM	11.7	2.6	97.6%
Peer Median	10.4	1.8	83.3%
Apple	14.0	2.0	79.3%

Price / FV = Current Stock Price / Estimated Fair Value

Financial Summary

	Actual	Projected	
	Sep-14	Sep-15	Sep-16
Revenue	182,795	233,715	215,485
Revenue, YoY %	7.0%	27.9%	-7.8%
Operating Income	52,503	71,230	63,313
Operating Margin %	28.7%	30.5%	29.4%
Net Income	39,510	53,394	48,329
Net Income Margin %	21.6%	22.8%	22.4%
Diluted EPS	6.45	9.22	8.34
Diluted EPS, YoY %	13.6%	42.8%	-9.5%
Free Cash Flow (CFO-capex)	49,900	69,778	47,138
Free Cash Flow Margin %	27.3%	29.9%	21.9%

In Millions of USD (except for per share items)

Valuentum

The information and data contained in this report is not represented or warranted to be timely, complete, accurate, or correct. This report is for informational purposes only and should not be considered a solicitation to buy or sell a security. Before acting on any information in this report, you should consider whether the information is suitable for your particular circumstances and, if necessary, seek professional advice. Assumptions, opinions, and estimates are based on our judgment as of the date of the report and are subject to change without notice. Valuentum is not responsible for any errors or omissions or for results obtained from the use of this report. Redistribution is prohibited without written permission. To license Valuentum research, contact us at valuentum@valuentum.com.

Page 1

About Valuentum

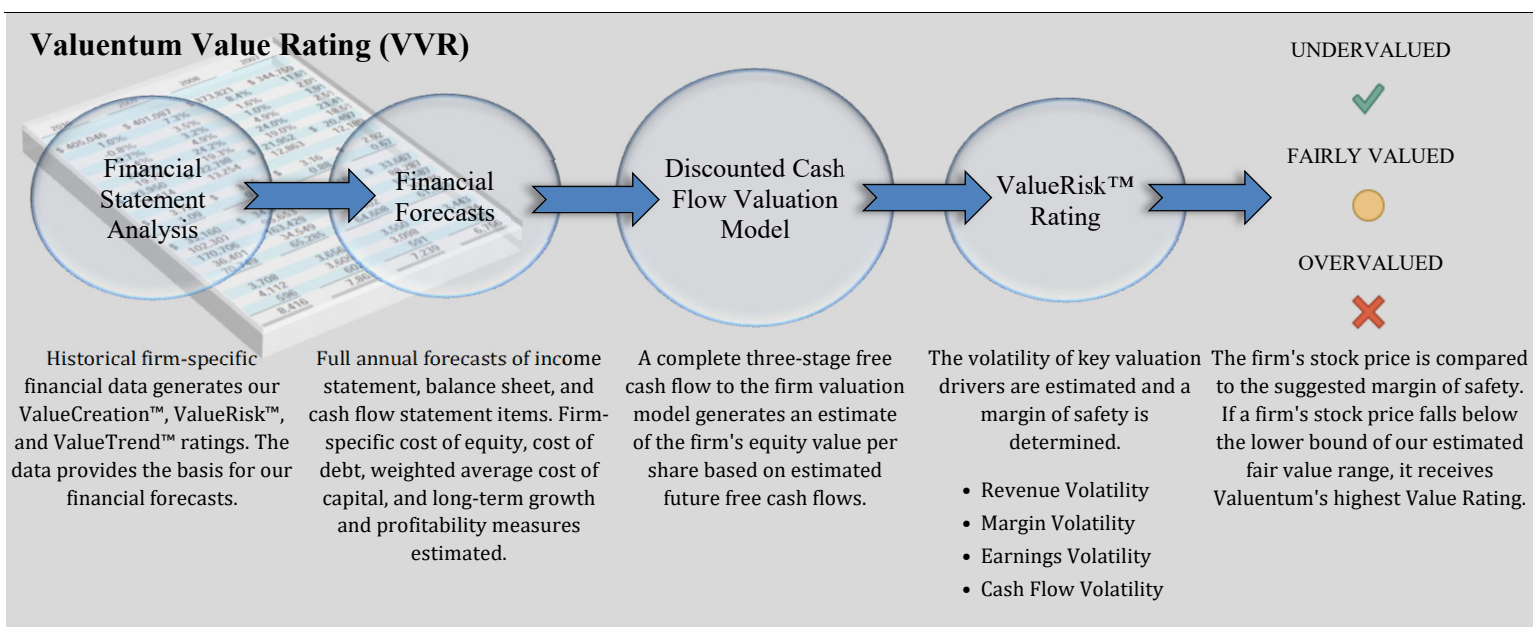
@Valuentum, we strive to stand out from the crowd. Most investment research publishers fall into a few camps, whether it be value, growth, income, momentum, chartist or some variant of the aforementioned. We think each in its own right holds merit, but we think the combination of these approaches can be even more powerful. After all, stock price movements aren't just driven by investors of the value or growth variety, but by all market participants. Therefore, we look at stocks from a variety of investment perspectives in order to better understand and identify ideas. We want to provide relevant information.

The core of our process is grounded in rigorous discounted cash flow analysis and incorporates the concept of a margin of safety. We offer a fair value estimate for each company and provide a relative valuation assessment in the context of a company's industry and closest peers. A cross section of our ValueCreation™ and ValueRisk™ ratings provides a financial assessment of a company's business quality, while our ValueTrend™ rating offers insight into the trajectory of a firm's economic profit creation. The Economic Castle rating measures the magnitude of future economic value generation, and the Dividend Cushion ratio assesses the financial capacity of a company to keep raising its dividend.

Our analysis doesn't stop there. We also offer a technical evaluation of the stock as well as other momentum indicators. We not only want to reveal to readers which firms may be undervalued, in our view, but we also want to provide readers with information to help them assess entry and exit points. Most research publishers focus on arriving at a target price or fair value estimate, but may fall short of providing a technical assessment to bolster buy and sell disciplines. We strive to go the distance and provide readers with answers--not half the story.

An explanation of our approach would not be complete if we didn't describe our ideal stock idea. We're looking for companies that are undervalued--both on a DCF basis and versus peers--have strong growth potential, have a solid track record of creating economic profits for shareholders with reasonable risk, are strong cash flow generators, have manageable financial leverage, and are currently showing bullish technical and momentum indicators. For dividend growth ideas, we look for companies that have both the capacity and willingness to keep raising the dividend.

Can such stock ideas exist? Subscribe to Valuentum to receive our best investment ideas and analysis on hundreds of stocks, dividends, ETFs and more.



Methodology for Picking Stocks - Valuentum Buying Index™ (VBI)

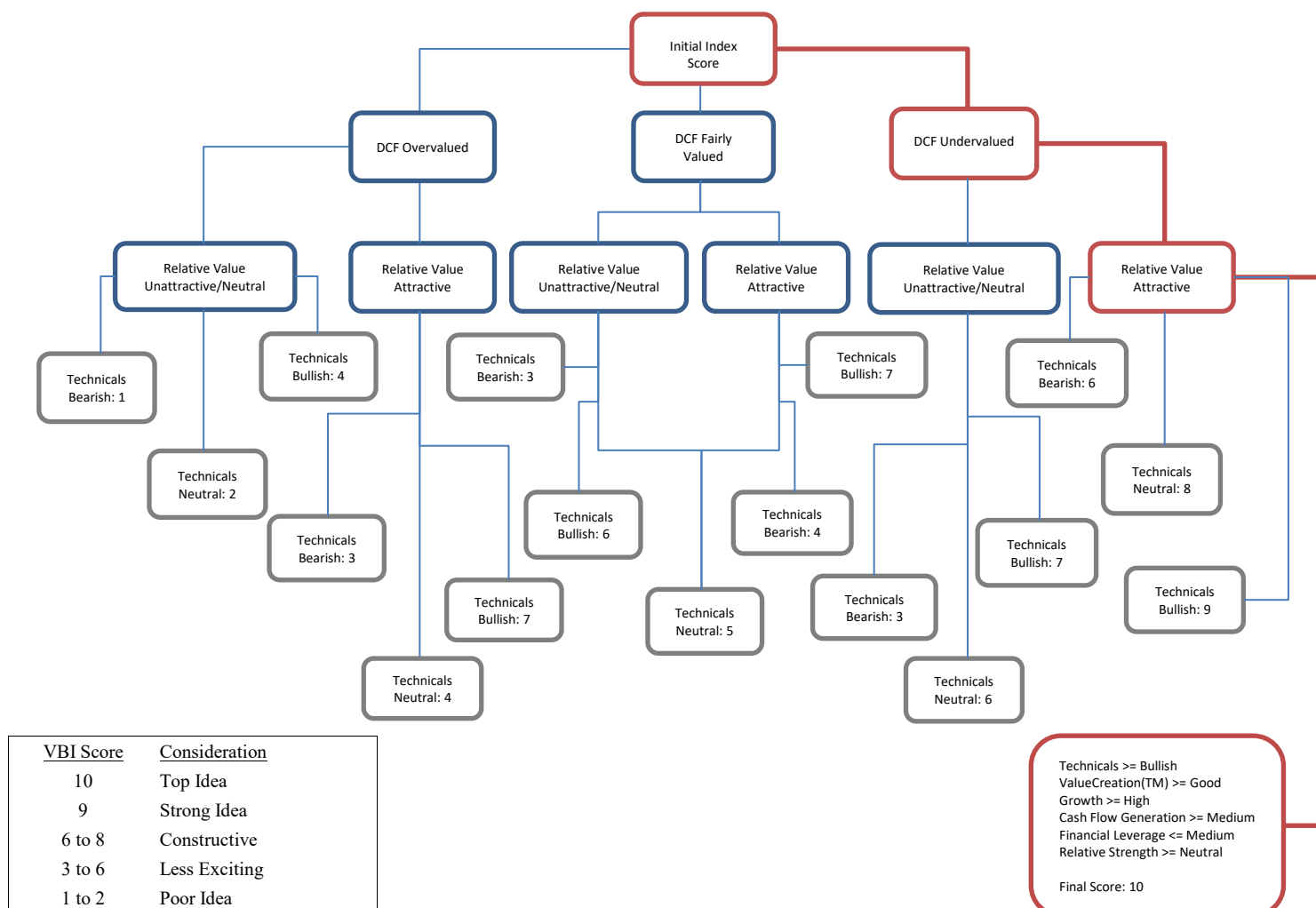
@Valuentum, we like to look at companies from a number of different perspectives. The Valuentum Buying Index (VBI) combines rigorous financial and valuation analysis with an evaluation of a stock's technicals to derive a rating between 1 and 10 for each company. The VBI places considerable emphasis on a company's discounted cash-flow (DCF) valuation, its relative valuation versus peers (both forward PE and PEG ratios), and its technicals in order to help readers assess entry and exit points on the most interesting ideas.

Let's follow the red line on the flow chart below to see how a company can score a 10, the best mark on the index. First, the company would need to be 'undervalued' on a DCF basis and 'attractive' on a relative

value basis. The stock would also have to be exhibiting 'bullish' technicals. The firm would need a ValueCreation™ rating of 'good' or 'excellent', exhibit 'high' or 'aggressive' growth prospects, and generate at least a 'medium' or 'neutral' assessment for cash flow generation, financial leverage, and relative price strength.

This is a tall order for any company. Stocks that don't make the cut for a 10 are ranked accordingly, with the least attractive stocks, in our opinion, garnering a rating of 1. Most of our coverage universe registers ratings between 3 and 7, but at any given time there could be large number of companies garnering either very high or very low scores, especially at market lows or tops, respectively.

The Best Ideas Newsletter portfolio puts the VBI into practice.



Glossary

Estimated Fair Value. This measure is our opinion of the fair equity value per share of the company. If our forecasts prove accurate, which may not always be the case, we may expect a firm's stock price to converge to this value within the next 3 years.

Fair Value Range. The fair value range represents an upper bound and lower bound, between which we would consider the firm to be fairly valued. The range considers our estimate of the firm's fair value and the margin of safety suggested by the volatility of key valuation drivers, including revenue, gross margin, earnings before interest, and enterprise free cash flow (the determinants behind our ValueRisk™ rating).

DCF Valuation. We opine on the firm's valuation based on our DCF process. Firms that are trading with an appropriate discount to our fair value estimate receive an UNDERVALUED rating. Firms that are trading within our fair value range receive a FAIRLY VALUED rating, while firms that are trading above the upper bound of our fair value range receive an OVERVALUED rating.

Relative Value. We compare the firm's forward price-to earnings (PE) ratio and its price/earnings-to-growth (PEG) ratio to that of its peers. If both measures fall below the peer median, the firm receives an ATTRACTIVE rating. If both are above the peer median, the firm receives an UNATTRACTIVE rating. Any other combination results in a NEUTRAL rating.

ValueCreation™. This is a proprietary Valuentum measure. ValueCreation™ indicates the firm's historical track record in creating economic value for shareholders, taking the average difference between ROIC (without goodwill) and the firm's estimated WACC during the past three years. The firm's performance is measured along the scale of EXCELLENT, GOOD, POOR, and VERY POOR. Those firms with EXCELLENT ratings have a demonstrated track record of creating economic value, while those that register a VERY POOR mark have been destroying economic value.

ValueRisk™. This is a proprietary Valuentum measure. ValueRisk™ indicates the historical volatility of key valuation drivers, including revenue, gross margin, earnings before interest, and enterprise free cash flow. The standard deviation of each measure is calculated and scaled against last year's measure to arrive at a percentage deviation for each item. These percentage deviations are weighted equally to arrive at the corresponding fair value range for each stock, measured in percentage terms. The firm's performance is measured along the scale of LOW, MEDIUM, HIGH, and VERY HIGH. The ValueRisk™ rating for each firm also determines the fundamental beta of each firm along the following scale: LOW (0.85), MEDIUM (1), HIGH (1.15), VERY HIGH (1.3).

ValueTrend™. This is a proprietary Valuentum measure. ValueTrend™ indicates the trajectory of the firm's return on invested capital (ROIC). Firms that earned an ROIC last year that was greater than the 3-year average of the measure earn a POSITIVE rating. Firms that earned an ROIC last year that was less than the 3-year average of the measure earn a NEGATIVE rating.

Cash Flow Generation. Firms' cash flow generation capacity are measured along the scale of STRONG, MEDIUM, and WEAK. A firm with a 3-year historical free cash flow margin (free cash flow divided by sales) greater than 5% receives a STRONG rating, while firms earning less than 1% of sales as free cash flow receive a WEAK rating.

Financial Leverage. Based on the firm's normalized debt-to-EBITDA metric, we rank firms on the following scale: LOW, MEDIUM, and HIGH. Companies with a normalized debt-to-EBITDA ratio below 1.5 receive a LOW score, while those with a measure above 3 receive a HIGH score.

Upside/Downside Volume. Heavy volume on up days and lower volume on down days suggests that institutions are heavily participating in a stock's upward advance. We use the trailing 14-week average of upside and downside volume to calculate an informative ratio. We rank each firm's U/D volume ratio along the following scale: BULLISH, IMPROVING, DETERIORATING, and BEARISH.

Investment Style. Valuentum uses its own proprietary stock-classification system. Nano-cap: Less than \$50 million; Micro-cap: Between \$50 million and \$200 million; Small-cap: Between \$200 million and \$2 billion; Mid-cap: Between \$2 billion and \$10 billion; Large-cap: Between \$10 billion and \$200 billion; Mega-cap: Over \$200 billion. Blend: Firm's that we think are undervalued and exhibit high growth prospects (growth in excess of three times the rate of assumed inflation). Value: Firm's that we believe are undervalued, but do not exhibit high growth prospects. Growth: Firms that are not undervalued, in our opinion, but exhibit high growth prospects. Core: Firms that are neither undervalued nor exhibit high growth prospects.

Company Vitals. In this section, we list key financial information and the sector and industry that Valuentum assigns to the stock. The P/E-Growth (5-yr), or PEG ratio, divides the current share price by last year's earnings (EPS) and then divides that quotient by our estimate of the firm's 5-year EPS growth rate. The estimated normalized diluted EPS and estimated normalized EBITDA represent the five-year forward average of these measures used in our discounted cash flow model. The P/E on estimated normalized EPS divides the current share price by estimated normalized diluted EPS. The EV/estimated normalized EBITDA considers the current enterprise value of the company and divides it by estimated normalized EBITDA. EV is defined as the firm's market capitalization plus total debt, minority interest, preferred stock less cash and cash equivalents.

Business Quality Matrix. We compare the firm's ValueCreation™ and ValueRisk™ ratings. The box is an easy way for investors to quickly assess the business quality of a company. Firms that generate economic profits with little operating variability score near the top right of the matrix.

Timeliness Matrix. We compare the company's recent stock performance relative to the market benchmark with our assessment of its valuation. Firms that are experiencing near-term stock price outperformance and are undervalued by our estimate may represent timely buys.

Range of Potential Outcomes. The firm's margin of safety is shown in the graphic of a normal distribution. We consider a firm to be undervalued if its stock price falls along the green line and overvalued if the stock price falls along the red line. We consider the firm to be fairly valued if its stock price falls along the yellow line.

Return on Invested Capital. At Valuentum, we place considerable emphasis on return on invested capital (both with and without goodwill). The measure focuses on the return (earnings) the company is generating on its operating assets and is superior to return on equity and return on assets, which can be skewed by a firm's leverage or excess cash balance, respectively.

Technical Evaluation. We evaluate a firm's near-term and medium-term moving averages and money flow index (MFI) to assign each firm a rating along the following scale: VERY BULLISH, BULLISH, NEUTRAL, BEARISH, and VERY BEARISH.

Stock Price Relative Strength. We assess the performance of the company's stock during the past quarter, 13 weeks, relative to an ETF that mirrors the aggregate performance of constituents of the stock market. Firms are measured along the scale of STRONG, NEUTRAL, and WEAK. Companies that have outperformed the market index by more than 2.5% during this 13-week period receive a STRONG rating, while firms that trailed the market index by more than 2.5% during this 13-week period receive a WEAK rating.

Money Flow Index (MFI). The MFI is a technical indicator that measures buying and selling pressure based on both price and volume. Traders typically use this measure to identify potential reversals with overbought and oversold levels. We use a 14-week measure to rank firms along the following scale: EXTREMELY OVERBOUGHT (>90), OVERBOUGHT (80-90), NEUTRAL (20-80), OVERSOLD (10-20), EXTREMELY OVERSOLD (0-10).

Disclosures, Disclaimers & Additional Sources

To send us feedback or if you have any questions, please contact us at valuentum@valuentum.com. We're always looking for ways to better serve your investment needs and improve our research.

CMCSA Rating History	Price	Fair Value	VBI
7-May-25	\$34.58	\$42.00	3
5-Feb-25	\$33.60	\$45.00	6
15-Nov-24	\$43.18	\$45.00	6
29-Aug-24	\$39.79	\$46.00	6
4-Jun-24	\$39.35	\$48.00	3
15-Mar-24	\$42.77	\$47.00	3
22-Dec-23	\$44.00	\$47.00	6
22-Sep-23	\$45.30	\$48.00	5
13-Jan-23	\$38.93	\$42.00	6
12-Sep-22	\$35.45	\$47.00	3
11-Jan-22	\$51.14	\$50.00	7
18-Dec-20	\$50.90	\$46.00	6
11-Sep-20	\$44.67	\$45.00	6
4-Nov-19	\$43.89	\$42.00	3

Copyright (c) 2017 by Valuentum, Inc. All rights reserved.

No part of this publication may be reproduced in any form or by any means.

The information contained in this report is not represented or warranted to be accurate, correct, complete, or timely. This report is for informational purposes only and should not be considered a solicitation to buy or sell any security. No warranty or guarantee may be created or extended by sales or promotional materials, whether by email or in any other format. The securities or strategies mentioned herein may not be suitable for all types of investors. The information contained in this report does not constitute any advice, especially on the tax consequences of making any particular investment decision. This material is not intended for any specific type of investor and does not take into account an investor's particular investment objectives, financial situation or needs. This report is not intended as a recommendation of the security highlighted or any particular investment strategy. Before acting on any information found in this report, readers should consider whether such an investment is suitable for their particular circumstances, perform their own due-diligence, and if necessary, seek professional advice.

The sources of the data used in this report are believed by Valuentum to be reliable, but the data's accuracy, completeness or interpretation cannot be guaranteed. Assumptions, opinions, and estimates are based on our judgment as of the date of the report and are subject to change without notice. Valuentum is not responsible for any errors or omissions or for results obtained from the use of this report and accepts no liability for how readers may choose to utilize the content. In no event shall Valuentum be liable to any party for any direct, indirect, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees, or losses (including, without limitation, lost income or lost profits and opportunity costs) in connection with any use of the information contained in this document. Investors should consider this report as only a single factor in making their investment decision.

Valuentum is not a money manager, is not a registered investment advisor, and does not offer brokerage or investment banking services. Valuentum has not received any compensation from the company or companies highlighted in this report. Valuentum, its employees, independent contractors and affiliates may have long, short or derivative positions in the securities mentioned herein. Information and data in Valuentum's valuation models and analysis may not capture all subjective, qualitative influences such as changes in management, business and political trends, or legal and regulatory developments. Redistribution is prohibited without written permission. Readers should be aware that information in this work may have changed between when this work was written or created and when it is read. There is risk of substantial loss associated with investing in financial instruments.

Valuentum's company-specific forecasts used in its discounted cash flow model are rules-based. These rules reflect the experience and opinions of Valuentum's analyst team. Historical data used in our valuation model is provided by Xignite and from other publicly available sources including annual and quarterly regulatory filings. Stock price and volume data is provided by Xignite. No warranty is made regarding the accuracy of any data or any opinions. Valuentum's valuation model is based on sound academic principles, and other forecasts in the model such as inflation and the equity risk premium are based on long-term averages. The Valuentum proprietary automated text-generation system creates text that will vary by company and may often change for the same company upon subsequent updates.

Valuentum uses its own proprietary stock investment style and industry classification systems. Peer companies are selected based on the opinions of the Valuentum analyst team. Research reports and data are updated periodically, though Valuentum assumes no obligation to update its reports, opinions, or data following publication in any form or format. Performance assessment of Valuentum metrics, including the Valuentum Buying Index, is ongoing, and we intend to update investors periodically, though Valuentum assumes no obligation to do so. Not all information is available on all companies. There may be a lag before reports and data are updated for stock splits and stock dividends.

Past simulated performance, whether backtested or walk-forward or other, is not a guarantee of future results. For general information about Valuentum's products and services, please contact us at valuentum@valuentum.com or visit our website at www.valuentum.com.

The High Yield Dividend Newsletter portfolio, the Best Ideas Newsletter portfolio and Dividend Growth Newsletter portfolio are not real money portfolios. Any performance, including that in the Nelson Exclusive publication, is hypothetical and does not represent actual trading. Past performance is not a guarantee of future results.

Valuentum is an investment research publishing company.

Valuentum has not owned and does not own any shares of stocks mentioned on its website or in this report. President of Investment Research Brian Nelson does not own any shares of stocks mentioned on Valuentum's website or in this report. Majority share owner of Valuentum, Elizabeth Nelson, currently has exposure to HON in her retirement account.

If an independent contributor or employee mentions a stock he or she owns, we disclose it in the article/report that mentions the security. Please view individual articles on Valuentum's website for additional disclosures. Contact us to learn more about Valuentum's editorial policies.