

# Tjekliste til aktieanalyse

Version 2.2

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Basis	
Company / Ticker	_____
Analysis date	_____
Updated on	_____
Stock price	_____

Investment case	
<b>Why</b> is this a good case? - What / who triggered my interest? - Why now?	_____ _____ _____ _____ _____ _____ _____ _____ _____ _____

Who are <b>large/majority owners</b> ?	Companies, families, funds? _____ _____ Guru investors? _____ _____
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<b>Insider ownership</b> - Is there an "owner operator"? - At what price range? - Whats the trend?	<b>Positions:</b> Executive: _____ _____  <b>Changes:</b>   Board of Directors: _____ _____ _____
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Is the stock <b>shorted</b> and if yes how much? - Morningstar and Barrons - What is the trend?	<b>Short ratio:</b> _____ <b>Short interest change:</b> _____ Comment: _____ _____
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Financials	
Is <b>revenue/sales</b> stable and growing? - Normal = 4-6 % p.a. - High growth = +10% p.a	Current: _____ 5 year avg. growth: _____ 10 year avg. growth: _____ Trend/comment: _____ _____

How does current <b>earnings</b> compare to 5/10y avg and is it steadily growing? - Does EPS need to be "normalized"? - Cyclical industry?	Current:
	5 year avg. growth:
	10 year avg. growth:
	Trend/comment:

How does <b>operating margin</b> compare to 5y/10y avg?	Current:
	5 year avg. growth:
	10 year avg. growth:
	Trend/comment:

What is the <b>market consensus EPS estimate</b> ? - Analyst guidance	Avg.:	Low:	High:
	Yahoo Finance:		
	Barron's:		
	Trend/comment:		

How does TTM <b>Cash flow</b> compare to 5/10y avg.?	<b>FCF</b> Current:
	5 year avg. growth:
	10 year avg. growth:
	Trend/comment:

How does TTM <b>ROIC</b> compare to 5/10y avg and is it steadily growing?	Current:
	5 year avg.:
	10 year avg.:
	Trend/comment:

What is the <b>cost of capital</b> ?	<b>WACC</b> estimate:
	Analysts WACC estimate (e.g. Morningstar):
	WACC exceed ROIC?
	Trend/Comment:

How much <b>leverage</b> does the business carry and is it decreasing?	<b>Current Debt-to-Equity:</b>	<b>Current ratio:</b>
	5 year change:	
	10 year change:	
	When does the debt mature?	
	Trend/comment:	

How stable is <b>divident / buyback yield</b> and has it been steadily increasing?	<b>Divident yield:</b>	<b>Buyback:</b>
	Current distribution:	
	Divident payout ratio:	
	5y AVG.:	
	Trend:	
	Are divident policy and buy backs intelligent timing wise (management allocation skill):	

**Valuation**

<b>Relative value</b>	<b>Relative to own history:</b>		
	- EV/S current:	5y avg.:	Price if EV/S is 5y AVG:
	- EV/EBIT current:	5y avg.:	Price if EV/EBIT is 5y AVG
	- ROIC current:	5y avg.:	10y avg.:
	- Is it maintainable - why?		
	- Why high/low? Trend? Comments:		
	<b>Primary competitor:</b>		
	- Revenue and EPS growth:		
	- ROIC / ROE:		
	- EV/S:		
- EV/EBIT:			
- Why high/low in comparison? Comments:			

What is the <b>private transaction price</b> of similar businesses in the industry?	Any know <b>transaction/acquisition</b> prices in the industry?
	- Typically there's a "control premium" to buy the whole company, e.g. 20-30% above the unaffected share price
	Any <b>offers</b> made in the industry?
	If so, how was the <b>market sentiment</b> in that period (correct for bullish/bearish versus today)?

What is the <b>DCF intrinsic value</b> ? - Model the basic scenarios  - Discount rate = 10-12% (depending on debt level)	<b>EPS</b> -Trailing 12m:	5 year avg.:	Baseline used:
	<b>Discount rate</b> used (typically WACC):		
	<b>Terminal Growth</b> (typically 2.5%)		
	Fair value <b>Uncertainty</b> (i.e. "analyzability" - big revenue / EPS swing last 10 years)?		

Annual growth %      EPS:      DCF:      Fair value (-20% margin):

1) **Base case:**

2) **Worst realistic case:**

3) **Best realistic case:**

20% margin of safety compared with current market price?

What are analysts 'fair value' estimate?

Morningstar:

Value Investors Club:

Others, eg. Seeking Alpha:

What is the **liquidation value** of the business?

- i.e. price in case of bankruptcy / ie. what will non-preferred shareholders get?

- Primarily relevant in case of deep value / distressed companies

Simple / Proxy: **Price to tangible book value** (negative = no money to shareholders):

**Advanced / full calculation:**

1) Sum of balance sheet "Fixed Assets" + "Current Assets":  
(put an estimated % recovery value on each line)

2) Subtract "Total liabilities" (typically 100% value on each line):

4) Subtract any amount due to "Preferred shareholders":

5) Result: If negative = no to money to shareholders

Liquidation value / share: Liquidation value / number of basic shares outstanding:

### Business & Moat

What are the **key products/services**?

- What is the outlook 3-5 years ahead?

**Segments** (i.e. Product / services):

**Geography** (sales/region)

**Going forward** - How are they positioned to capture market share?

What is the **general prospects** and average growth in the industry or sector for the next 10 years?

- See annual reports  
- Management presentations  
- Competitors annual reports

**Macro trends:**

**Industry trends:**

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What are the **competitive advantages** for the company?  
- i.e. barriers for competitors

Competitive advantage #1: **Cost Leadership** (*The low cost producer in its industry?*)  
- E.g. economies of scale, proprietary technology, access to raw materials or HR

- Does ROIC or ROE indicate sustained competitive advantage in the past?

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Competitive advantage #2: **Differentiation** (*Uniqueness of the product/service in its industry?*):  
- Is the price premium greater than the cost of differentiation (otherwise not sustainable)?

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Competitive scope: **Focus** (i.e. scope) - Two variants:  
- Cost focus: Firm seeks a *cost* advantage in its target *segment* within an industry  
- Differentiation focus: Firm seeks *differentiation* in its *segment* within an industry

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Is the product/service subject to being **substituted** by a new technology or changing consumer taste?

- i.e. no matter the competition?

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What are the **key operating indicators**?

- Inventory, R&D to sales etc. (can typically be found in annual reports and management presentations)

- How well is the company performing in relation to peers?

	<b>This company:</b>	<b>Competitor 1:</b>	<b>Competitor 2:</b>
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Key indicators:

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Trend/Comment:

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**Risks:** What primary internal/external events would make the prize decrease significantly?

What are the most critical risks mention in the annual report?

- **Supplier concentration** (one above 20% of CAPEX):
- **Customer concentration** (one above 10% revenue)
- **Financial** risks (Debt, currency, liquidity)
- **Regulatory/Compliance** (Competition, privacy)
- **Geopolitical** (Supply chain, subsidiaries, tax)
- **Operational** (Cyber security, employee or systems error, disasters)
- **Reputational** (Safety, negative reviews, employee morale)

**Management**

How capable is management?

- CEO/CFO/COO Track record
- Personal commitment / "skin in the game"

**CEO:**

**CFO:**

**Others** (CTO, BoD)



- All else being equal
- i.e. what is the tactical plan?

When should the stock be **sold** or partly sold?

**Technical:** What does **price momentum** indicate?

- Based on "time-series" i.e. "absolute" momentum (stock's own performance)
- Ref. W. Gray, Quantitative Momentum (p. 80ff and 120ff)

- Example: Momentum Quality:

Stock ABC generic momentum = 50% (0.5).  
 Of 252 trading days 35% are negative, 1% are flat and 64% positive.  
 Result:  $+1 * [0.35 - 0.64] = -0.29$

**Generic Momentum** (i.e. "pure" absolute price performance of stock)

- Data: Stock price performance *each month, last 12 months*, skipping latest month.
- Calculate step 1: % net return each month as decimal (e.g. 10.5% = 0.105) + 1
- Calculate step 2: Multiply all months (12) - 1 = Momentum in %

**Momentum Quality** (i.e. "information discreteness" or ID - the lower score the better)

- Rationale: Many incremental price changes better than few large
- Data: Latest 252 trading days: % negative and % positive trading days
- Calculation step 1: % negative - % positive trading days
- Calculation step 2: Multiply results with [generic momentum %]

### Notes





