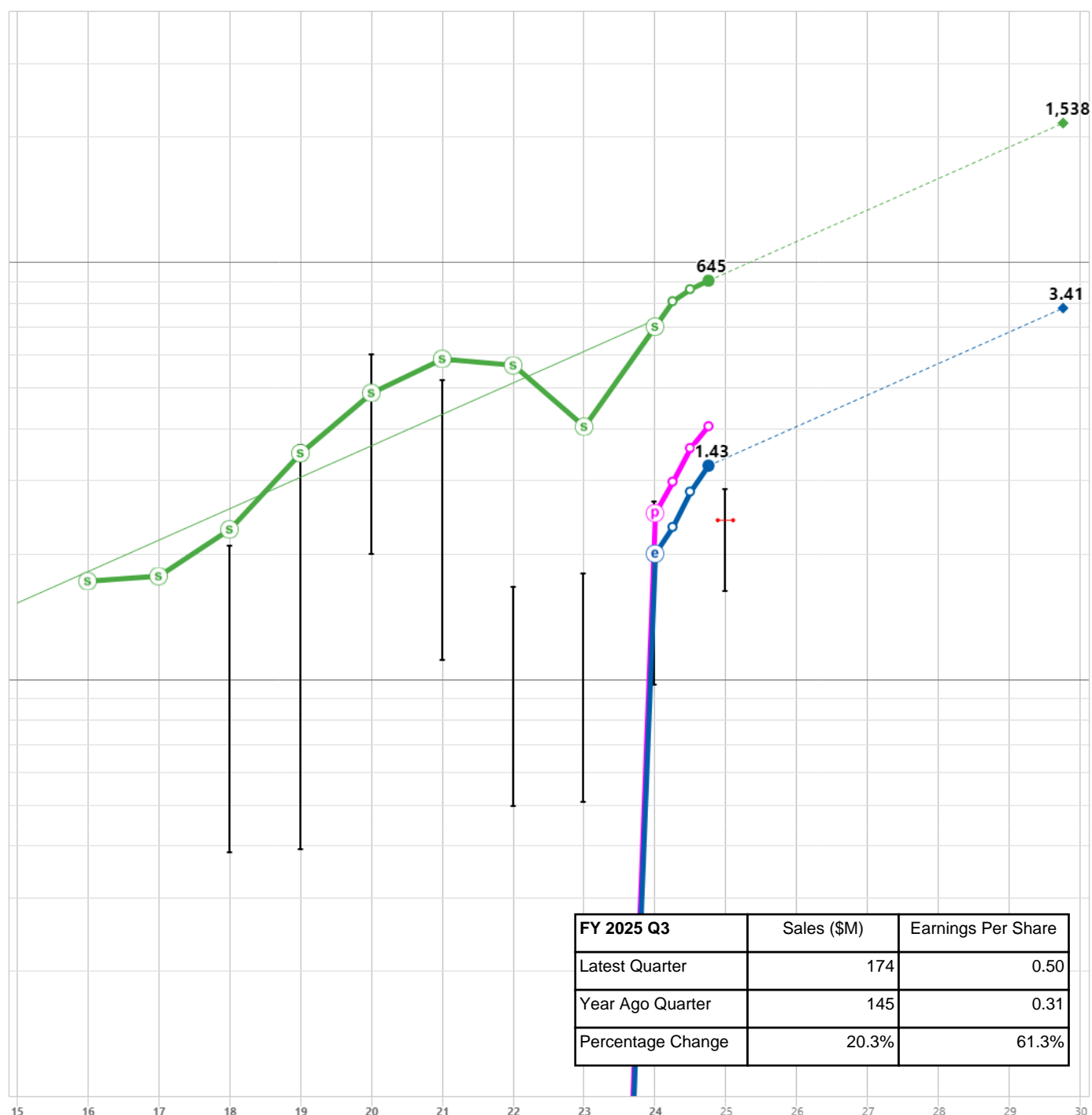


Stock Selection Guide

Company	EverQuote			Date	01/02/26	
Prepared by	DETLOFF			Data taken from	BI Stock Data	
Where traded	NAS		Industry	Internet Content & Information		
Capitalization ---	Outstanding Amounts			Reference		
Preferred (\$M)	0.0		% Insiders	% Institution		
Common (M Shares)	37.7		10.2	36.6		
Debt (\$M)	2.9	% to Tot Cap	1.6	% Pot Dil	4.2	

Symbol: EVER

1 VISUAL ANALYSIS of Sales, Earnings, and Price



(1) Historical Sales Growth

19.0%

(3) Historical Earnings Per Share Growth

57.1%

(2) Estimated Future Sales Growth

19.0%

(4) Estimated Future Earnings Per Share Growth

19.0%

2 EVALUATING Management

EverQuote

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Last 5 Year Avg.
% Pre-tax Profit on Sales		-0.7%	-4.0%	-8.4%	-2.9%	-3.2%	-5.2%	-6.0%	-17.6%	6.8%	-5.0%
% Earned on Equity				-163.1%	-15.3%	-17.2%	-23.3%	-23.4%	-64.3%	26.7%	-20.3%
% Debt To Capital		-19.0%	-10.0%	0.0%	0.0%	13.1%	8.8%	5.7%	2.6%	2.6%	6.6%

3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

CURRENT PRICE 25.43 (01/02/26)

52-WEEK HIGH 30.03

52-WEEK LOW 17.20

	A	B	C	D	E	F	G	H
Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield
	High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100
2020	63.4	21.0	-0.41	NMF	NMF	0.00	0.0	0.0
2021	55.0	11.7	-0.67	NMF	NMF	0.00	0.0	0.0
2022	17.6	5.2	-0.77	NMF	NMF	0.00	0.0	0.0
2023	18.9	5.4	-1.54	NMF	NMF	0.00	0.0	0.0
2024	28.1	10.2	0.88	31.9	11.6	0.00	0.0	0.0
AVERAGE		10.7		31.9	11.6		0.0	
CURRENT/TTM			1.43	21.0	12.0	0.00	0.0	
AVERAGE PRICE EARNINGS RATIO: 21.8					CURRENT PRICE EARNINGS RATIO: 17.8			

4 EVALUATING RISK and REWARD over the next 5 years

Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.

A HIGH PRICE - NEXT 5 YEARS

Avg. High P/E 17.0 X Estimate High Earnings/Share 3.41 = Forecasted High Price \$ 58.0

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 12.0 X Estimate Low Earnings/Share 1.43 = Forecasted Low Price \$ 17.2

(b) Avg. Low Price of Last 5 Years 10.7

(c) Recent Market Low Price 5.4

(d) Price Dividend Will Support $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{0.00}{0.00\%} = 0.0$

Selected Forecasted Low Price \$ 16.0

C ZONING using 25%-50%-25%

Forecasted High Price 58.0 Minus Forecasted Low Price 16.0 = 42.0 Range. 25% of Range 10.5

Buy Zone 16.0 to 26.5

Hold Zone 26.5 to 47.5

Sell Zone 47.5 to 58.0

Present Market Price of 25.43 is in the **BUY** Zone

D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Current Price}}{\text{Current Price} - \text{Low Price}} = \frac{58.0 - 25.43}{25.43 - 16.0} = \frac{32.54}{9.43} = 3.5$ To 1

E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)

$\frac{\text{High Price} - \text{Current Price}}{\text{Current Price}} = \frac{58.0 - 25.43}{25.43} = 2.2796 \times 100 = 227.96 - 100 = 128.0$ % Appreciation

5 5-YEAR POTENTIAL

This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

A $\frac{\text{Indicated Annual Dividend}}{\text{Current Price}} = \frac{0.00}{25.43} = 0.0000 = 0.0\%$ Current Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{0.0\%}{17.00} = 0.0\%$

AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{0.0\%}{14.50} = 0.0\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 17.9 %
Average Yield 0.0 %
Annualized Rate of Return 17.9 %

COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 14.2 %
Average Yield 0.0 %
Annualized Rate of Return 14.2 %

Notes: EVER 1/3/26

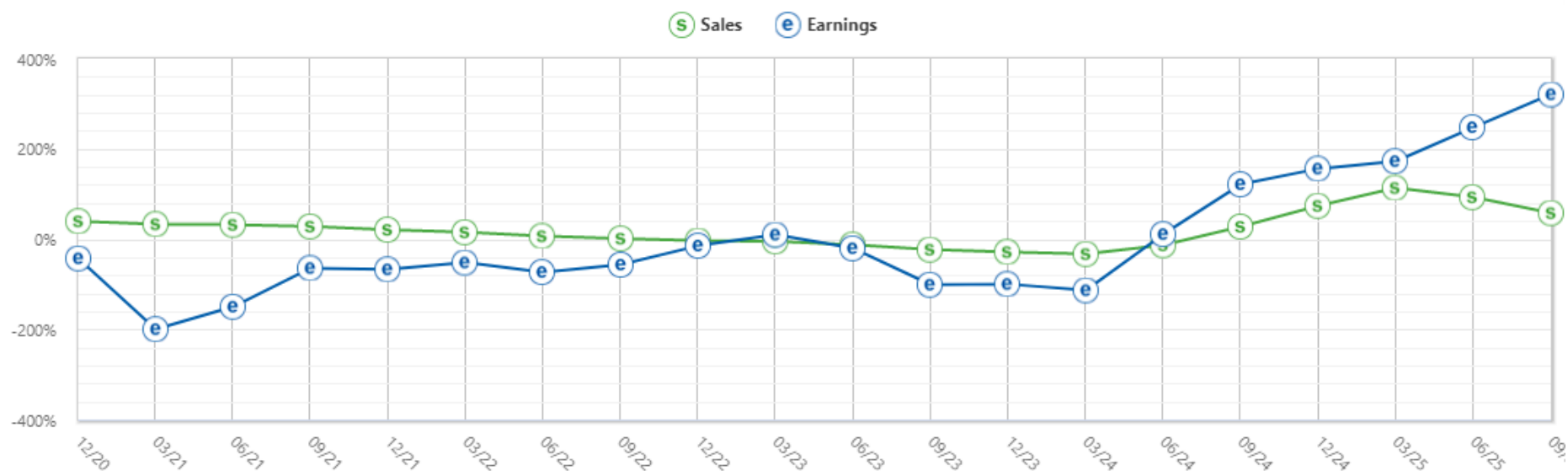
Date	Subject	Description	Type
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Study Audit: EVER 1/3/26

Review Advised	Category	Explanation
✓	Historical Sales Growth	Is this company's sales growth sufficiently consistent? R-Squared (5 yr): 0.07
✓	Historical Sales Growth	It appears that some historical data may be irrelevant for evaluating historical growth. Therefore, you may wish to remove some data as outliers. R-Squared (10 yr): 0.51
✓	Historical Earnings Growth	Is this company's earnings growth sufficiently consistent? R-Squared (5 yr): 0.50
✓	Historical Earnings Growth	It appears that some historical data may be irrelevant for forecasting future growth. Therefore, you may wish to eliminate some data as outliers. R-Squared (10 yr): 0.27
✓	% Return on Equity	Caution! The average return on equity for this company is below guidelines. % Return on Equity 5 Yr Avg: -20.3% % Return on Equity Guideline: 15.0%
✓	Future P/Es	Do you want to estimate the future low PE to exceed the average low? Average Low P/E Forecast: 12.0 Average Low P/E: 11.6

Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data



Quarterly Data									Last 12 Months Data								
Period	EPS		Pre-Tax Profit			Sales		Income Tax Rate	EPS	Pre-Tax Profit		Sales	Income Tax		%Change		
	\$	%Change	\$ Mil	%Sales	%Change	\$ Mil	%Change		\$	\$ Mil	%Sales		\$ Mil	%Rate	EPS	Pre-Tax Profit	Sales
09/25	0.50	61.3	18.5	10.6	50.9	173.9	20.3	-1.9	1.43	55.0	8.5	644.7	1.6	3.0	320.6	269.0	57.8
06/25	0.39	129.4	15.1	9.6	121.3	156.6	33.7	2.4	1.24	48.7	7.9	615.2	2.4	4.9	247.6	285.0	92.9
03/25	0.21	320.0	8.7	5.2	295.5	166.6	83.0	7.9	1.02	40.5	7.0	575.8	2.3	5.8	172.3	187.5	113.4
12/24	0.33	273.7	12.7	8.6	299.9	147.5	164.7	3.4	0.86	34.0	6.8	500.2	2.4	7.1	155.8	167.1	73.7
09/24	0.31	135.6	12.3	8.5	142.3	144.5	162.7	5.9	0.34	14.9	3.6	408.4	0.9	6.3	121.1	128.2	27.4
06/24	0.17	142.5	6.8	5.8	151.9	117.1	72.3	6.0	-0.84	-26.4	-8.3	318.9	-1.2	4.6	10.6	13.0	-13.5
03/24	0.05	162.5	2.2	2.4	197.8	91.1	-16.6	13.0	-1.41	-46.3	-17.2	269.8	-1.4	3.0	-113.6	-120.9	-33.0

Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data

Quarterly Data									Last 12 Months Data								
Period	EPS		Pre-Tax Profit			Sales		Income Tax Rate	EPS	Pre-Tax Profit		Sales	Income Tax		%Change		
	\$	%Change	\$ Mil	%Sales	%Change	\$ Mil	%Change		\$	\$ Mil	%Sales		\$ Mil	%Rate	EPS	Pre-Tax Profit	Sales
12/23	-0.19	26.9	-6.4	-11.4	25.0	55.7	-36.9	0.4	-1.54	-50.7	-17.6	287.9	1.7	-3.4	-100.0	-107.7	-28.8
09/23	-0.87	-335.0	-29.0	-52.7	-349.2	55.0	-46.7	-0.8	-1.61	-52.8	-16.5	320.5	1.9	-3.5	-101.3	-116.5	-23.3
06/23	-0.40	-233.3	-13.1	-19.3	-249.2	68.0	-33.3	-0.6	-0.94	-30.3	-8.2	368.7	1.0	-3.3	-20.5	-17.8	-12.7
03/23	-0.08	57.9	-2.2	-2.1	60.8	109.2	-1.3	-12.8	-0.66	-20.9	-5.2	402.7			9.6	12.2	-5.3
12/22	-0.26	10.3	-8.5	-9.6	-0.2	88.3	-13.5	0.0	-0.77	-24.4	-6.0	404.1			-14.9	-11.3	-3.4
09/22	-0.20	-11.1	-6.5	-6.2	17.1	103.2	-4.0	0.0	-0.80	-24.4	-5.8	417.9			-56.9	-41.6	1.0
06/22	-0.12	-71.4	-3.8	-3.7	-99.7	101.9	-3.0		-0.78	-25.7	-6.1	422.2			-73.3	-103.7	6.6
03/22	-0.19	-46.2	-5.7	-5.2	-50.4	110.7	6.6		-0.73	-23.9	-5.6	425.4			-52.1	-75.9	15.2
12/21	-0.29	-123.1	-8.5	-8.3	-125.1	102.1	4.9	0.0	-0.67	-21.9	-5.2	418.5			-67.5	-95.9	20.6
09/21	-0.18	-50.0	-7.8	-7.2	-144.4	107.6	19.5	32.3	-0.51	-17.2	-4.2	413.7			-64.5	-105.9	27.9
06/21	-0.07	30.0	-1.9	-1.8	33.0	105.1	34.2		-0.45	-12.6	-3.2	396.2			-150.0	-152.1	31.8
03/21	-0.13	-160.0	-3.8	-3.7	-163.6	103.8	27.6		-0.48	-13.6	-3.7	369.4			-200.0	-224.7	32.9
12/20	-0.13	-225.0	-3.8	-3.9	-303.4	97.3	31.8		-0.40	-11.2	-3.2	346.9			-42.9	-57.4	39.4
09/20	-0.12	-1,300.0	-3.2	-3.5	-1,940.5	90.0	34.1		-0.31	-8.4	-2.6	323.4			40.4	36.2	50.6
06/20	-0.10	-25.0	-2.8	-3.6	-42.2	78.3	40.7		-0.18	-5.0	-1.7	300.6			73.5	70.7	58.7
03/20	-0.05	70.6	-1.4	-1.8	67.1	81.4	55.8		-0.16	-4.2	-1.5	277.9			95.7	75.2	59.0
12/19	-0.04	85.7	-0.9	-1.3	86.5	73.8	85.5		-0.28	-7.1	-2.9	248.8			92.2	48.4	52.3
09/19	0.01	106.7	0.2	0.3	104.5	67.1	60.8		-0.52	-13.1	-6.1	214.8			81.2	-74.3	37.7
06/19	-0.08	97.4	-2.0	-3.5	-14.1	55.7	35.5		-0.68	-17.1	-9.0	189.4			74.3	-252.6	29.5
03/19	-0.17	-214.8	-4.4	-8.4	-230.0	52.2	28.2		-3.70	-16.8	-9.6	174.9			-1,204.5	-252.3	29.3
12/18	-0.28	-151.8	-6.9	-17.4	-960.5	39.8	22.9		-3.58	-13.8	-8.4	163.3			-1,241.4	-172.0	29.4
09/18	-0.15	-435.7	-3.8	-9.1	-235.5	41.7	30.1		-2.76	-7.5	-4.8	155.9					
06/18	-3.10	-2,400.0	-1.7	-4.2	-3.9	41.1	36.9		-2.64	-4.8	-3.3	146.3					
03/18	-0.05	28.0	-1.3	-3.3	17.9	40.7	28.3	0.0	0.34	-4.8	-3.5	135.2					
12/17	0.54		-0.7	-2.0		32.4											
09/17	-0.03		-1.1	-3.5		32.1											
06/17	-0.12		-1.7	-5.5		30.0											
03/17	-0.08		-1.6	-5.1		31.8		0.0									