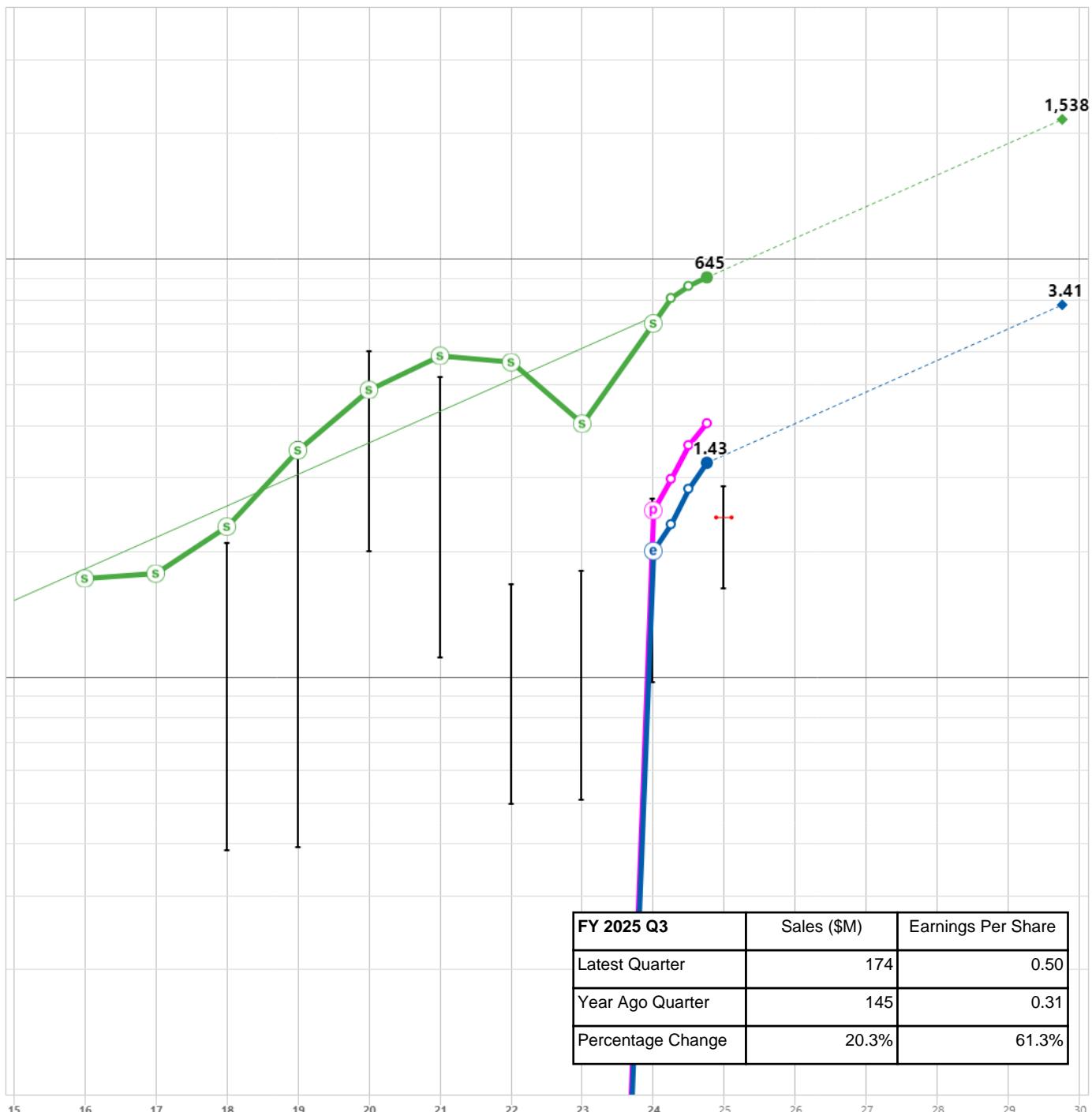


## Stock Selection Guide

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%  
 (2) Estimated Future Sales Growth 19.0%

(3) Historical Earnings Per Share Growth 57.1%  
 (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
<b>AVERAGE</b>		<b>10.7</b>		<b>31.9</b>	<b>11.6</b>		<b>0.0</b>	
CURRENT/TTM			1.43	21.0	12.0	0.00	0.0	
<b>AVERAGE PRICE EARNINGS RATIO: 21.8</b>				<b>CURRENT PRICE EARNINGS RATIO: 17.8</b>				

## 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)

High Price	58.0	Minus Current Price	25.43	=	32.54	
Current Price	25.43	Minus Low Price	16.0	=	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.)

High Price	58.0	=	2.2796	X 100 =	227.96	- 100 =	128.0 % Appreciation
Current Price	25.43						

## 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** Indicated Annual Dividend 0.00  
Current Price 25.43 = 0.0000 = 0.0 % Current Yield

**B AVERAGE YIELD - USING FORECAST HIGH P/E** **AVERAGE YIELD - USING FORECAST AVERAGE P/E**  
Avg. % Payout 0.0 % = 0.0 % Forecast High PE 17.00 = 0.0 % Forecast Average PE 14.50 = 0.0 %

**C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E** **COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E**

Annualized Appreciation	17.9 %	Annualized Appreciation	14.2 %
Average Yield	0.0 %	Average Yield	0.0 %
Annualized Rate of Return	17.9 %	Annualized Rate of Return	14.2 %

**Notes: EVER 1/3/26**

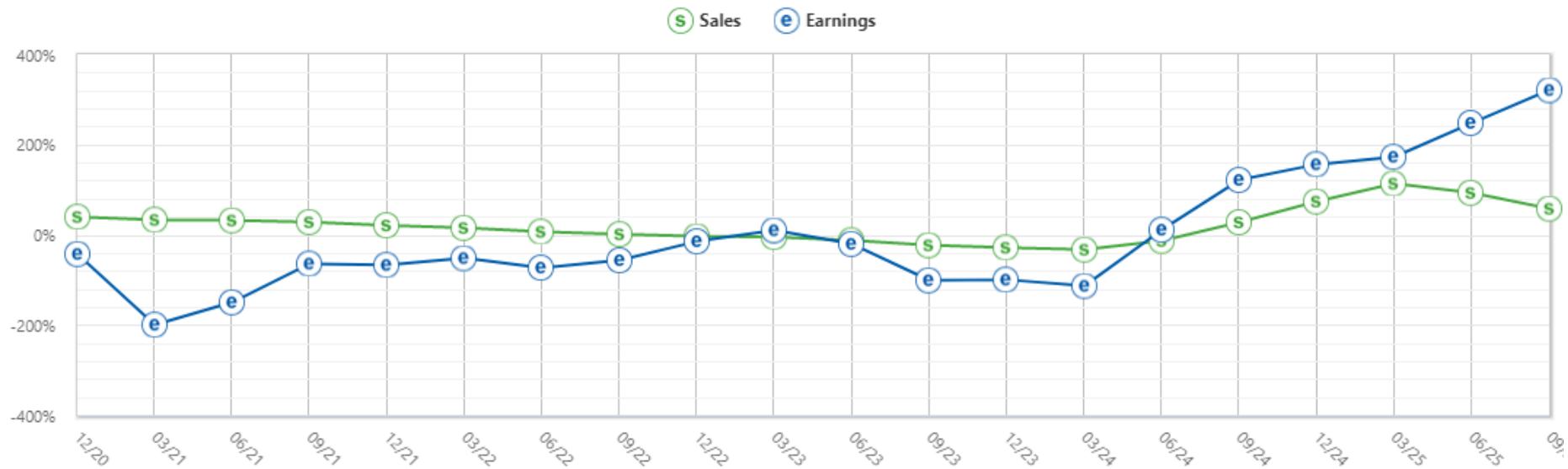
Date	Subject	Description	Type

**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



Period	Quarterly Data					Last 12 Months Data												%Change		
	EPS		Pre-Tax Profit			Sales		Income Tax Rate		EPS	Pre-Tax Profit			Sales	Income Tax		EPS	Pre-Tax Profit	Sales	
	\$	%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										