

First Cut Stock Study Report

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Fields will expand as you type.

Save file as FC<yyyymmdd><ticker>.doc (i.e. FC20200516AAPL.doc).

Create a PDF of the SSG (see instructions on last page).

Please return this completed form as a Word doc and the SSG in PDF format to:

FirstCut@betterinvesting.net

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Company Name:	Trade Desk	Ticker:	TTD
Date of Study:	19 Oct. 2025	Price:	\$49.98
Your Name:	Randy Carpenter		
Email address:	carpenter.randy@gmail.com	Consent to post email on web: Yes	
City:	Shakopee	State:	Mn
Chapter Name (if applicable):	Northern Lights		

Discuss why you consider this to be a high quality, growth company that should be investigated further. Please include comments on historical sales and EPS growth, pre-tax profit margin, return on equity, and debt.

Based on BetterInvesting principles, this company demonstrates characteristics of a high-quality growth opportunity that merits further investigation. Over the past five years, it has shown consistent, upward, growth in sales. For the second quarter ended June 30, 2025, TTD reported revenue of \$694 million, up about 19% year-over-year. Over trailing-12-months, revenue is reported at about \$2.68 billion, up ~23% from the prior year. The company currently has no debt.

Briefly describe how the company makes money:

The Trade Desk, Inc. operates as a technology company in the United States and internationally. The company offers a self-service cloud-based ad-buying platform that allows buyers to plan, manage, optimize, and measure data-driven digital advertising campaigns across various ad formats and channels, including video, display, audio, digital-out-of-home, native, and social on various devices, such as computers, mobile devices, televisions, and streaming devices. It provides data and other value-added services. The company serves advertising agencies, advertisers, and other service providers for agencies or advertisers. The Trade Desk, Inc. was incorporated in 2009 and is headquartered in Ventura, California.

Projected growth rate for sales: 12.0%**Why did you select this rate?**

I used the Value Line projection.

Discuss from where future growth will come.

TTD's future growth is expected to come from deeper penetration of its AI-driven Kokai platform, leadership in CTV and retail media, efficiency gains through OpenPath and Sincera, innovation with Deal Desk, expansion of objective measurement partnerships, and continued global scaling—all anchored by AI and transparency across the open internet.

Projected growth rate for earnings per share: 12.0%**Why did you select this rate?**

Value Line lists a EPS growth rate of 26.0% and the BI Preferred procedure calculated a value of 4.4%. I chose 12.0% to be conservative which is in line with the sales growth rate

Projected High P/E: 120**Why did you select this value?**

I removed 2021 and 2022 from the 5 year average high P/E ratio and it was still 211.0. I chose to go with 120 which is still very high and it's 2 times the current P/E value.

Projected Low P/E: 50**Why did you select this value?**

A projected low P/E ratio of 50 gives me a calculated low price of \$41.5 which is approximately the recent low value.

Projected Low Price: \$41.5

Why did you select this value?

50 times the low EPS(\$0.81) value gives \$41.5

At the current price, the stock is a (check one):

Buy

At the current price, the upside-downside ratio is: 14.8 to 1

Compound Annual Return – Using Forecast High P/E: 28.6%

Your final recommendation (check one):

Hold

Explain:

There is a lot of competition in this market. Including large players like Google, Amazon, Adobe, StackAdapt, and Quantcast. This is likely to put pressure on the sales and earnings for Trade Desk.

Instructions to Create PDF of SSG

If using **CoreSSG** or **SSGPlus**:

- Select **Print** from menu at top of page.
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- Click **Generate PDF** button.
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