

ModernGraham Valuation

Company Name:

Booking Holdings Inc.

Company Ticker BKNG

Date of Analysis

4/1/2018



Stage 1: Is this company suitable for the Defensive Investor or the Enterprising Investor?

Defensive Investor; must pass 6 out of the following 7 tests.

1. Adequate Size of the Enterprise	Market Cap > \$2Bil	\$100,459,103,900	Pass
2. Sufficiently Strong Financial Condition	Current Ratio > 2	2.58	Pass
3. Earnings Stability	Positive EPS for 10 years prior		Pass
4. Dividend Record	Dividend Payments for 10 years prior		Fail
	Increase of 33% in EPS in past 10 years using 3 year averages at beginning and end	320.73%	Pass
5. Earnings Growth	PEmg < 20	35.79	Fail
6. Moderate PEmg Ratio	PB Ratio < 2.5 OR PB*PEmg < 50	9.17	Fail
7. Moderate Price to Assets			

Enterprising Investor; must pass 4 out of the following 5 tests, or be suitable for the Defensive Investor.

1. Sufficiently Strong Financial Condition	Current Ratio > 1.5	2.58	Pass
2. Sufficiently Strong Financial Condition	Debt to NCA < 1.1	1.59	Fail
3. Earnings Stability	Positive EPS for 5 years prior		Pass
4. Dividend Record	Currently Pays Dividend		Fail
5. Earnings Growth	EPSmg greater than 5 years ago Score		Pass

Suitability

Defensive	No
Enterprising	No

Stage 2: Determination of Intrinsic Value

EPSmg	\$58.13
MG Growth Estimate	10.78%
MG Value	\$1,747.21
MG Value based on 3% Growth	\$842.89
MG Value based on 0% Growth	\$494.11
Market Implied Growth Rate	13.64%

MG Opinion

Current Price	\$2,080.39
% of Intrinsic Value	119.07%
Opinion	Overvalued
MG Grade	D

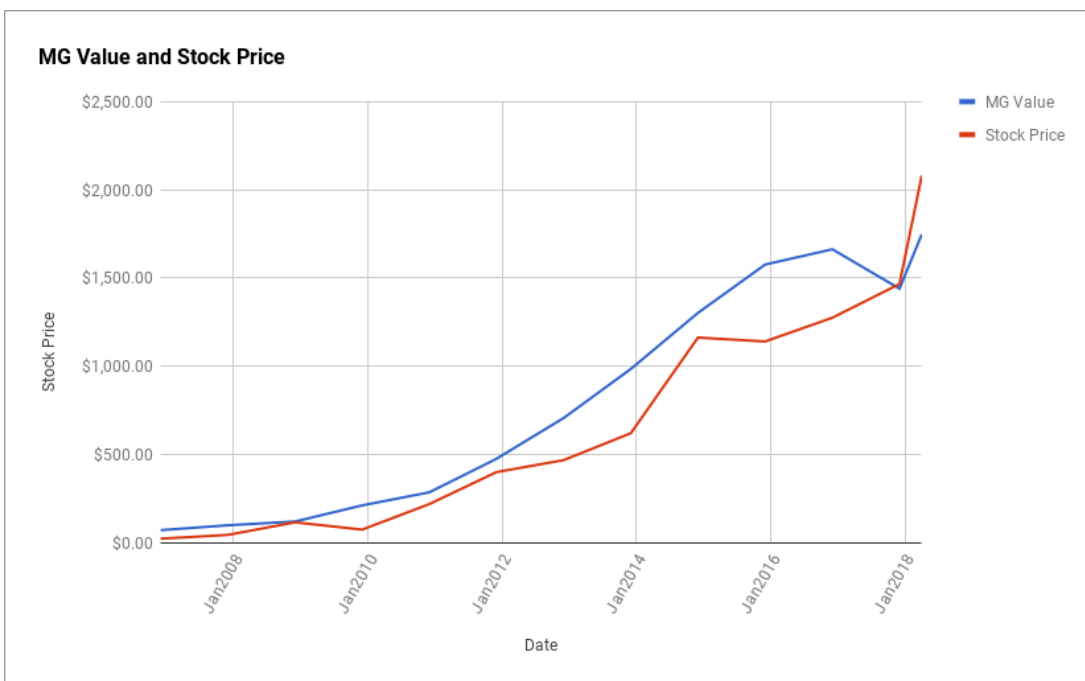
Stage 3: Information for Further Research

Net Current Asset Value (NCAV)	-\$103.90
Graham Number	\$654.27
PEmg	35.79
Current Ratio	2.58
PB Ratio	9.17
Current Dividend	\$0.00
Dividend Yield	0.00%
Number of Consecutive Years of Dividend Growth	0

Useful Links:

ModernGraham tagged articles	Morningstar
Google Finance	MSN Money
Yahoo Finance	Seeking Alpha
GuruFocus	SEC Filings

EPS History		EPSmg History	
Next Fiscal Year Estimate		Next Fiscal Year Estimate	
Dec2017	\$82.40	Dec2017	\$58.13
Dec2016	\$46.86	Dec2016	\$45.38
Dec2015	\$42.65	Dec2015	\$43.20
Dec2014	\$49.45	Dec2014	\$40.95
Dec2013	\$45.67	Dec2013	\$33.83
Dec2012	\$36.11	Dec2012	\$25.58
Dec2011	\$27.66	Dec2011	\$18.36
Dec2010	\$20.63	Dec2010	\$12.34
Dec2009	\$10.35	Dec2009	\$7.40
Dec2008	\$9.88	Dec2008	\$5.48
Dec2007	\$3.74	Dec2007	\$3.11
Dec2006	\$3.42	Dec2006	\$2.55
Dec2005	\$1.68	Dec2005	\$1.83
Dec2004	\$4.21	Dec2004	\$1.55
Dec2003	\$0.76	Dec2003	-\$0.64
Dec2002	\$0.27	Dec2002	-\$4.89
Dec2001	-\$0.57	Dec2001	-\$9.56
Dec2000	-\$0.48	Balance Sheet Information 12/1/2017	
Dec1999	-\$11.82	Total Current Assets	\$9,034,805,000
Dec1998	-\$47.39	Total Current Liabilities	\$3,497,868,000
	-\$8.46	Long-Term Debt	\$8,809,788,000
		Total Assets	\$25,451,263,000
		Intangible Assets	\$4,914,494,000
		Total Liabilities	\$14,190,665,000
		Shares Outstanding (Diluted Average)	49,624,000





Disclaimer:

This valuation is not investment advice. Anyone who is considering making an investment decision should speak to a registered investment advisor.

The author did not hold a position in any company mentioned in this article at the time of publication and had no intention of changing those holdings within the next 72 hours.

Recommended Reading:

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ModernGraham
posts about the
company

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[30 Companies in the Spotlight This Week – 5/23/15](#)
[Priceline Group Annual Valuation – 2015 \\$PCLN](#)
[27 Companies in the Spotlight This Week – 2/14/15](#)
[Priceline Group Inc. Quarterly Valuation – February 2015 \\$PCLN](#)

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[TripAdvisor Inc Valuation – March 2018 \\$TRIP](#)
[Expedia Inc Valuation – February 2017 \\$EXPE](#)
[Priceline Group Inc Valuation – July 2016 \\$PCLN](#)
[TripAdvisor Inc Valuation – June 2016 \\$TRIP](#)
[TripAdvisor Inc. Valuation – November 2015 Update \\$TRIP](#)
[Expedia Inc. Analysis – October 2015 Update \\$EXPE](#)
[Tripadvisor Stock Analysis – August 2015 Update \\$TRIP](#)
[Priceline Group Annual Valuation – 2015 \\$PCLN](#)
[Tripadvisor Inc. Quarterly Valuation – May 2015 \\$TRIP](#)
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