

# **Investing Like a Stock Superstar: A Fundamental & Technical Approach for Identifying Promising Growth Stocks**

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## ***Stock Superstar***

Definition:

An investor with a systematic approach to investing who has outperformed the market over the long term.



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## AAII Guru Screens

AAII | AAI

AAII has developed 42 different stock selection strategies based on the investment philosophies of such investing "gurus" as Warren Buffett, Benjamin Graham, Kenneth Fischer and William O'Neil.

Performance Data as of 8/31/2020

Performance Characteristics Grades

Ordered By: Risk Index

Excel Print

|   | Guru Strategy                                                     | Guru              | Factors ? |   |   |   |    |   |   |   |   |          | Annual Price Gain (%) |       |       |       |      |      | Risk Index |
|---|-------------------------------------------------------------------|-------------------|-----------|---|---|---|----|---|---|---|---|----------|-----------------------|-------|-------|-------|------|------|------------|
|   |                                                                   |                   | V         | G | M | S | EE | Y | Q | I | O | 2020 YTD | 1 Yr                  | 3 Yr  | 5 Yr  | 10 Yr | Inc. |      |            |
| ☆ | <a href="#">O'Shaughnessy Tiny Titans Screen</a>                  | Jim O'Shaughnessy | V         |   | M | S |    |   |   |   |   | -2.6     | 26.9                  | 16.5  | 11.9  | 13.4  | 21.1 | 1.94 |            |
| ☆ | <a href="#">O'Neil's CAN SLIM Revised 3rd Edition Screen</a>      | William O'Neil    |           | G | M |   |    |   |   |   |   | 13.8     | -8.8                  | 10.9  | 15.7  | 22.7  | 18.6 | 1.93 |            |
| ★ | <a href="#">O'Neil's CAN SLIM Screen</a>                          | William O'Neil    |           | G | M |   |    |   |   |   |   | 5.5      | 5.5                   | -8.5  | -2.2  | 6.3   | 17.8 | 1.81 |            |
| ☆ | <a href="#">Stock Market Winners Screen</a>                       | Marc Reinganum    | V         | G | M |   |    |   |   |   |   | -29.2    | -22.1                 | -1.9  | 6.9   | 14.9  | 17.4 | 1.40 |            |
| ☆ | <a href="#">Driehaus Revised Screen</a>                           | Richard Driehaus  |           | G | M | S | EE |   |   |   |   | -34.9    | -21.4                 | -11.3 | 3.5   | 11.3  | 16.3 | 2.22 |            |
| ☆ | <a href="#">Graham-Enterprising Investor Revised</a>              | Benjamin Graham   | V         |   |   |   |    |   | Y | Q | I | -9.5     | 25.9                  | -0.1  | -0.6  | 5.5   | 16.2 | 1.77 |            |
| ☆ | <a href="#">O'Shaughnessy Small Cap Growth &amp; Value Screen</a> | Jim O'Shaughnessy | V         |   | M | S |    |   |   |   |   | -15.6    | -8.3                  | 0.9   | 4.0   | 12.0  | 14.6 | 1.55 |            |
| ★ | <a href="#">Dreman With Est Revisions Screen</a>                  | David Dreman      | V         | G |   |   | EE |   |   |   |   | 2.8      | 4.7                   | 7.5   | 8.8   | 15.8  | 14.4 | 1.48 |            |
| ☆ | <a href="#">Piotroski High F-Score Screen</a>                     | Joseph Piotroski  | V         |   |   |   |    |   | Q |   |   | -36.0    | -33.0                 | -30.7 | -18.9 | 0.9   | 14.1 | 2.11 |            |
| ☆ | <a href="#">O'Neil's CAN SLIM No Float Screen</a>                 | William O'Neil    |           | G | M |   |    |   |   |   |   | 6.2      | 13.3                  | 4.8   | 9.0   | 11.4  | 14.0 | 1.35 |            |

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AAII | AAIL

aaai.com/stocks/screens/76#passingcompanies

## Passing Companies

### Stocks That Currently Pass The O'Neil's CAN SLIM Screening Model

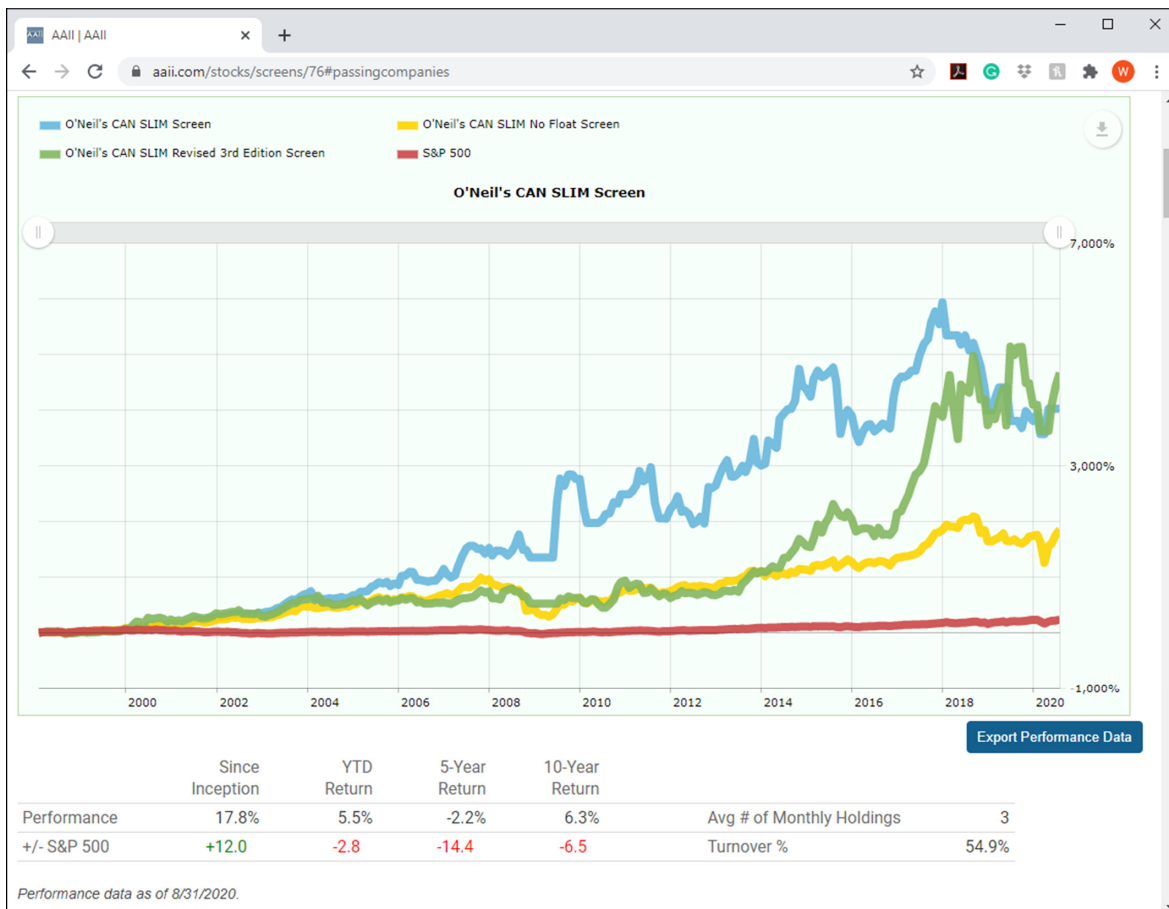
Passing companies as of 9/11/2020. Companies are ranked by Relative Strength 52wk (d)

Print Excel

| Company Name      | Ticker | Exchange | EPS Cont-Growth from Q5 to Q1 | EPS Cont-Growth from Q6 to Q2 | EPS Growth Est | EPS Cont-Growth 5yr | Float  | Shares Average Q1 | % Rank-Rel Strength 52 week | Price as % of 52 Week High | Institutional shareholders | Institutional Ownership % |
|-------------------|--------|----------|-------------------------------|-------------------------------|----------------|---------------------|--------|-------------------|-----------------------------|----------------------------|----------------------------|---------------------------|
| Merchants Bancorp | MBIN   | M        | 155.1                         | 115.1                         | 0.0            | 76.0                | 13.246 | 28.7              | 80                          | 92.0                       | 136                        | 22.4                      |

Source: AAIL's Stock Investor and Refinitiv. Note: blank values in fields represent "na"

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AAII | AAIL
aaai.com/stocks/screens/76#learnhow

## Learn How To Do It

### Invest Using The O'Neil's CAN SLIM Screening Model

**At a Glance**

Guru  
William O'Neil

Factors  
Momentum, Growth

YTD Performance  
5.5%

5-Year Performance  
-2.2%

Performance Since Inception  
17.8%

Performance data  
as of 8/31/2020

How to implement William O'Neil's revised CAN SLIM approach to screen for fast-growing stocks.

O'Neil's CAN SLIM Screen represents AAIL's interpretation of the investment approach and is not determined by the original strategist. The list of passing companies represents a hypothetical portfolio, which is used to track the screen's performance on a chart.

Investment approaches are often classified as either "value-based" or "growth-based" strategies that focus on fundamental company characteristics. But not all approaches fit easily into these definitions.

William J. O'Neil devised one interesting approach that combines both fundamental and technical factors.

O'Neil began his career on Wall Street and eventually founded an investment research firm, William O'Neil & Co., which publishes, among other things, Daily Graphs (a daily chart service), and Investor's Business Daily (a daily financial newspaper). The latter publication was started in 1983 and was designed by O'Neil to provide more investment information than was contained in the current daily financial newspapers. As a result, Investor's Business Daily includes information that pertains to his investment approach in its daily stock price tables.

O'Neil discusses his approach in "[How to Make Money in Stocks: A Winning System in Good Times and Bad](#)" (published by McGraw-Hill; \$10.95), which is now in its second edition. This book serves as the primary source for this screen.

#### CAN SLIM: The Philosophy

William O'Neil is a strong believer in the sustained long-term growth of the American economy due to the freedoms and opportunities available, which he says have made the U.S. a "prime success model" worldwide and a leader in high-growth, innovative entrepreneurial companies. The ultimate goal of investing in stocks, he believes, is to participate in that long-term growth.

With that basic outlook in mind, O'Neil starts with the entire universe of stocks—those listed on the major

## Featured Stock Superstar: William O'Neil

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# William O'Neil's Story

- Started his career as a stockbroker in 1958
- In 1963, O'Neil bought a seat on the NYSE (the youngest at the time ever to do so) and founded William O'Neil Co.
  - The company developed the first computerized daily securities database
- In 1972, Daily Graphs was created by O'Neil as a printed book of stock charts delivered weekly to subscribers (now called MarketSmith)
- Pioneered the use of historical precedent to analyze equities in tandem with fundamental and technical analysis
- O'Neil identified seven basic factors that occurred over and over again and in 1971, he summarized, adapted, and published his findings as "The Model Book of Greatest Stock Market Winners"
  - The approach eventually became known as CAN SLIM
- Realizing the need to deliver his time-sensitive information ahead of the competition, in 1973 O'Neil founded O'Neil Data Systems, a high-speed printing facility that pioneered the field of database publishing using state-of-the-art computer technology
- In 1984, O'Neil designed and launched Investor's Daily (later renamed Investor's Business Daily)
- Author of the book "How to Make Money in Stocks: A Winning System in Good Times or Bad," which is in its fourth edition

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## The 3 "Big Rocks" of CAN SLIM

- Big Rock #1
  - Only buy stocks when the market is in an uptrend
  - Take defensive action as a downtrend begins
- Big Rock #2
  - Focus on companies with big earnings growth and a new, innovative product or service
- Big Rock #3
  - Buy stocks being heavily bought by institutional investors
  - Avoid stocks institutional investors are heavily selling

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## The CAN SLIM Concept

- To find tomorrow's big winners, look for stocks with the same traits *past winners* had just *before* their big price runs
- To know when it's time to sell, look for the same warning signs these past winners flashed when they eventually topped and began to decline

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## Studying History to Identify Future Winning Stocks

- O'Neil studies the biggest winners of all time to identify the common traits they have *before* they make their big price moves
  - Each letter of his CAN SLIM approach stands for one of these traits
- O'Neil also studies what happens to leading stocks *after* they've had a big run and found that they often flash similar warnings signs as they top and begin to decline

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## 3 “BIG ROCKS” OF CAN SLIM INVESTING & 7 TRAITS OF WINNING STOCKS

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### Big Rock #1

- Only buy stocks in a market uptrend & take defensive action as a downturn begins
- **M: Market Direction**
  - The “M” in CAN SLIM stands for market direction
    - Stay in sync with the direction of the overall market—Nasdaq composite, S&P 500 index, etc.
  - Although it is the last letter, it is the starting point when buying and selling stocks
  - History shows that 3 of 4 stocks follow the direction of the overall market—up and down
  - O’Neil is a strong believer in learning to read stock charts

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## Identifying Changes in Market Trend

- Learn to identify the two main signals of a shift in market direction
  - “Follow-through days” and “distribution days”

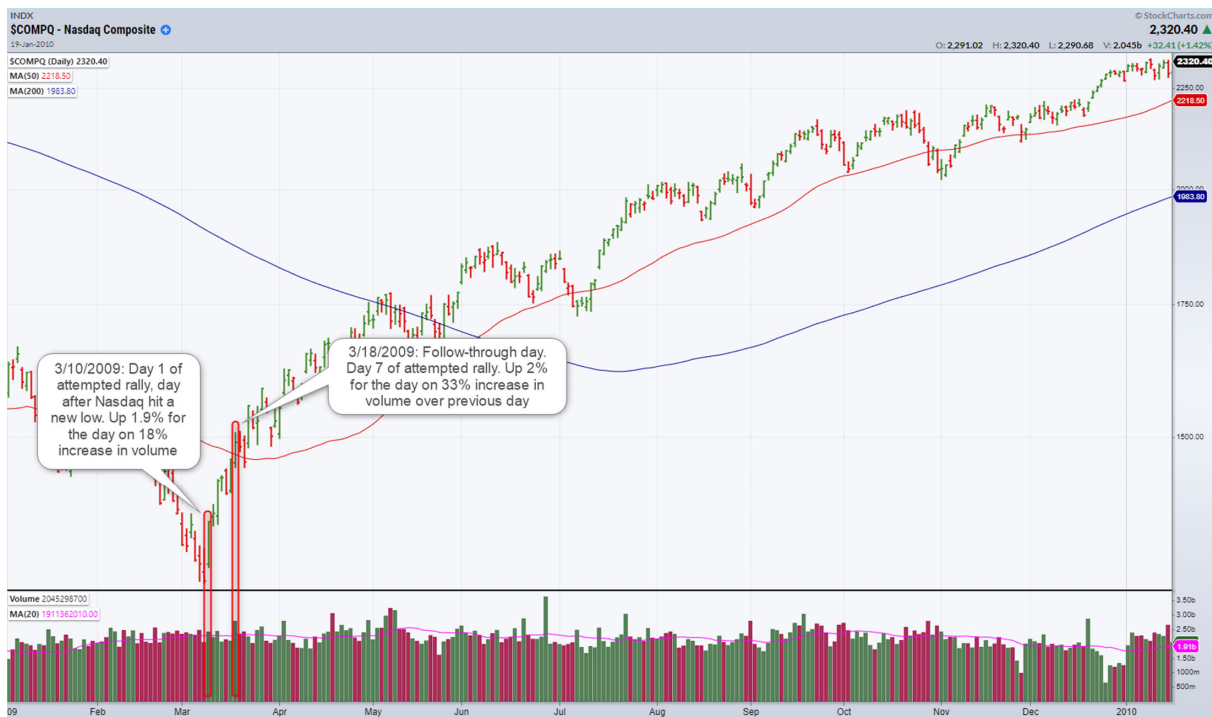
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# Start of a New Uptrend

- New Low: Look for a new low in one of the major market indexes—Nasdaq, S&P 500, etc.—when the market is in a downtrend.
- Attempted Rally: After hitting a new low, look for a day when the index closes higher on above-average trading volume (day 1 of *attempted rally*).
- Follow-Through Day: Confirmation that a new uptrend has started
  - Typically occurs sometime after day 4 of attempted rally, with many occurring on days 4–7
  - The index makes a big one-day price gain, usually 1.5% or more, on heavier volume



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# Sign of Weakening Market

- All uptrends eventually end
  - Distribution days—days of heavy selling—alert you that a shift may be taking place
- Distribution day is when the market closes down 0.2% or more on increasing or above-average volume
  - Flat, heavy-volume days are also considered distribution days
- An increase in the number of distribution days signals that institutional owners are selling more aggressively
- 4 or 5 distribution days over a few weeks is an indication that the uptrend is failing



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## Big Rock #2

- Focus on companies with big earnings growth & a new, innovative product or service
  - Big, accelerating earnings growth is O'Neil's #1 factor to look for in a stock
- **C: Current quarterly EPS**
- **A: Annual EPS**
- **N: New company, product/service, industry trend or management**

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## C: Current Quarterly EPS

- Earnings should be strong and accelerating in recent quarters
- Confirming elements that the company can sustain that growth
  - Solid sales growth
  - High ROE
  - Industry-leading profit margins

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## A: Annual EPS

- To help make sure the current quarterly growth isn't a fluke, also look for strong *annual* earnings over the last 4 to 5 years

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## What About P/E Ratios?

- Value investors will probably notice no mention of valuation metrics such as the price-earnings (P/E) ratio among the CAN SLIM traits
- O'Neil's studies showed that P/Es are not an important factor in a stock's movement
- O'Neil's research indicates that focusing on P/E will cause you to miss the big winners

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## **N: New Company, Product/Service, Industry Trend or Management**

- Focus on companies with something “new”
  - An innovative product or service in high demand
  - A new CEO
  - A game-changing industry trend
- New (or near) new high price
  - Stock should be near to or making a new high in price after undergoing a price correction and consolidation

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## **Big Rock #3**

- Buy stocks being heavily bought by institutional investors & avoid those they're heavily selling
  - Institutional investors are primarily mutual funds, but also hedge funds, banks, pension funds, insurance companies and other large institutions
  - “Ride their coattails”
- **S: Supply & demand**
- **L: Leader or laggard**
- **I: Institutional sponsorship**

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## S: Supply & Demand

- At key buy point, the best stocks will have *above-average* increases in volume
  - This shows that fund managers and other professional investors are heavily buying the stock

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## L: Leader or Laggard

- Focus on the top-rated stocks in the top-rated industries
- A stock becomes a true leader by showing strong earnings and innovation *AND* by being the clear leader in a top-rated industry group (where institutions are investing their money)

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## I: Institutional Sponsorship

- “Institutional sponsorship” refers to ownership of a stock by large institutions, primary mutual funds
  - The primary drivers of the overall market and individual stock prices
- Look for an increasing number of funds owning a stock
- Ownership by a few top-rated fund managers with a record of outperforming the market

*"It's key to buy the better stocks mutual funds buy and avoid ones they may be selling on a heavy basis." —O'Neil*



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## When to Sell

- O'Neil believes that the stock price will reflect changes in fundamentals long before a company reports them
- When *buying* a stock, focus on both fundamentals and the chart action
- When *selling*, focus on the chart action
- Decelerating YoY EPS growth over multiple quarters is O'Neil's primary *fundamental* sell rule



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## Offensive Selling: Lock in Your Profits

- Sell *most* stocks if they rise 20% to 25% above a proper buy point
- If a stock rises *over 20% within 3 weeks* from a proper buy point, hold the stock at least 8 weeks
  - Only apply 8-week rule to stocks breaking out of a base pattern

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## Defensive Selling: Cut Losses Short & Protect Gains

- Start taking defensive action when uptrend is under pressure or enters a correction
- Sell if a stock drops 7% to 8% below what you pay for it
- Sell following biggest single-day decline since start of stock's run on heaviest volume in months
- Sharp drop below 50-day moving average on heaviest volume in months
- Sharp drop—and close—below 10-week moving average line on heavy volume

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# Use Charts for Buying & Selling

*"Just as doctors would be irresponsible not to use X-rays on their patients, investors are just plain foolish if they don't learn to interpret the price and volume patterns found on stock charts." —O'Neil*

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## Why Use Charts?

- By using charts, you can see what big institutional investors are doing, since they ultimately determine the fate of stocks
- Charts show you what is really going on with a stock
  - Are fund managers buying or selling?
  - Are institutional investors supporting a stock and buying on the dips?
    - Or are they heading for the exit in increasing numbers?

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## 3 Basic Concepts of Chart Reading

- What's the trend?
- Always check price *and* volume
- Is the stock finding support or hitting resistance?

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## What's the Trend?

- Which direction is the stock heading in right now?
  - Uptrend
  - Sideways
  - Downtrend
- Look at both daily and weekly charts
  - Weekly charts show longer-term trends
  - Daily charts help pinpoint specific entry and exit points
- Stocks hitting new lows tend to go lower, and stocks hitting new highs tend to go higher

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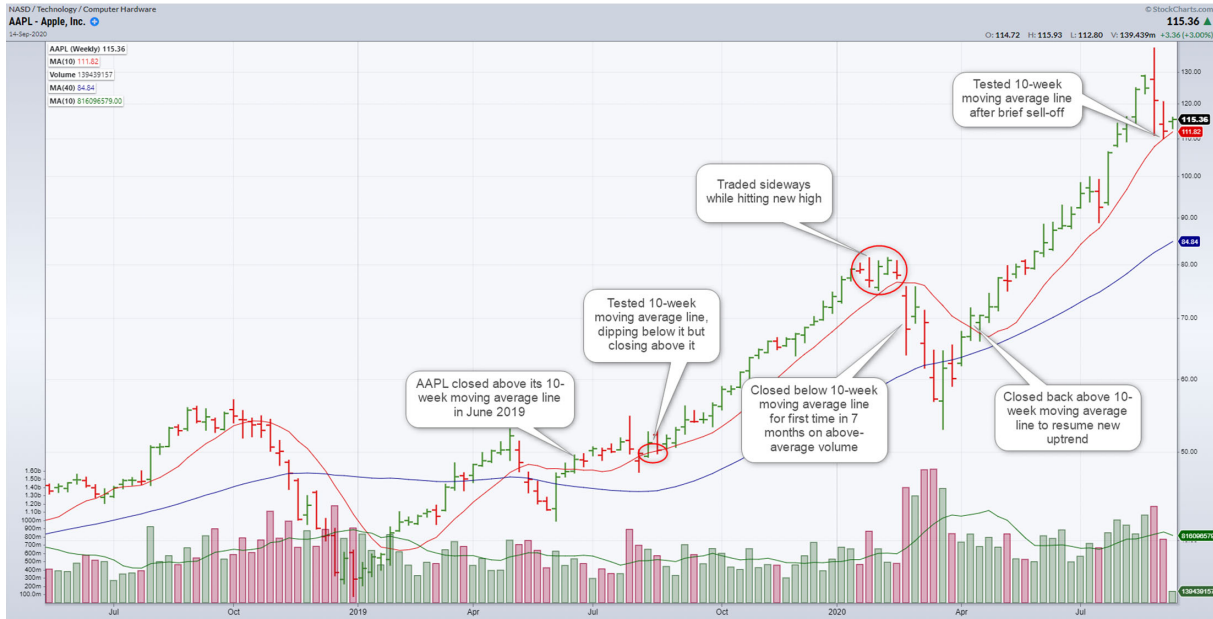
## Always Check Price *and* Volume

- Combining price and volume shows you what institutional investors are up to
- Track the changes in volume as the share price changes
  - Changes in volume tell you how serious the buying or selling of institutional investors really is

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## 10-Week or 50-Day Moving Averages

- Watch price behavior around moving averages
  - 10-week line on weekly chart and 50-day line on daily chart
- Support: Institutional investors protect their positions when price pulls back to or dips below the moving average line; volume tends to be light on the pullback and strong on the rebound
- Sell-Off: Stock fails to find support at benchmark lines and falls below them on heavy volume



## Support & Resistance at Specific Price Points

- Also look for support and resistance at certain price areas
- As always, pay attention to relationship between price and volume
- Often, a former support (resistance) area becomes new resistance (support) if price breaks below (above) that area



### 3 Chart Patterns to Look For

- Cup-With-Handle
  - Looks like a teacup viewed from the side
- Double Bottom
  - Looks like a lopsided “W”
- Flat Base
  - Period of sideways trading to “digest” earlier gains
  - Often occurs *after* a stock forms a cup-with-handle or double bottom

# Cup-With-Handle

- Forms after a prior uptrend of 30% or more
- The bottom of the pattern represents a 15% to 30% retracement of previous high
- The base forms over a period of at least 7 weeks, but can last several months
- The handle
  - Volume in handle should be below average
  - 10% to 12% retracement from high of right side of cup
  - Should form in upper half of base
  - Peak of handle should be within 15% of high of left side of cup
- Buy within \$0.10 of peak in the handle (prior resistance)
  - Buy up to 5% above breakout
- Volume on day of breakout should be at least 40% to 50% above average
- <https://www.aaii.com/journal/article/the-cup-with-handle-pattern>



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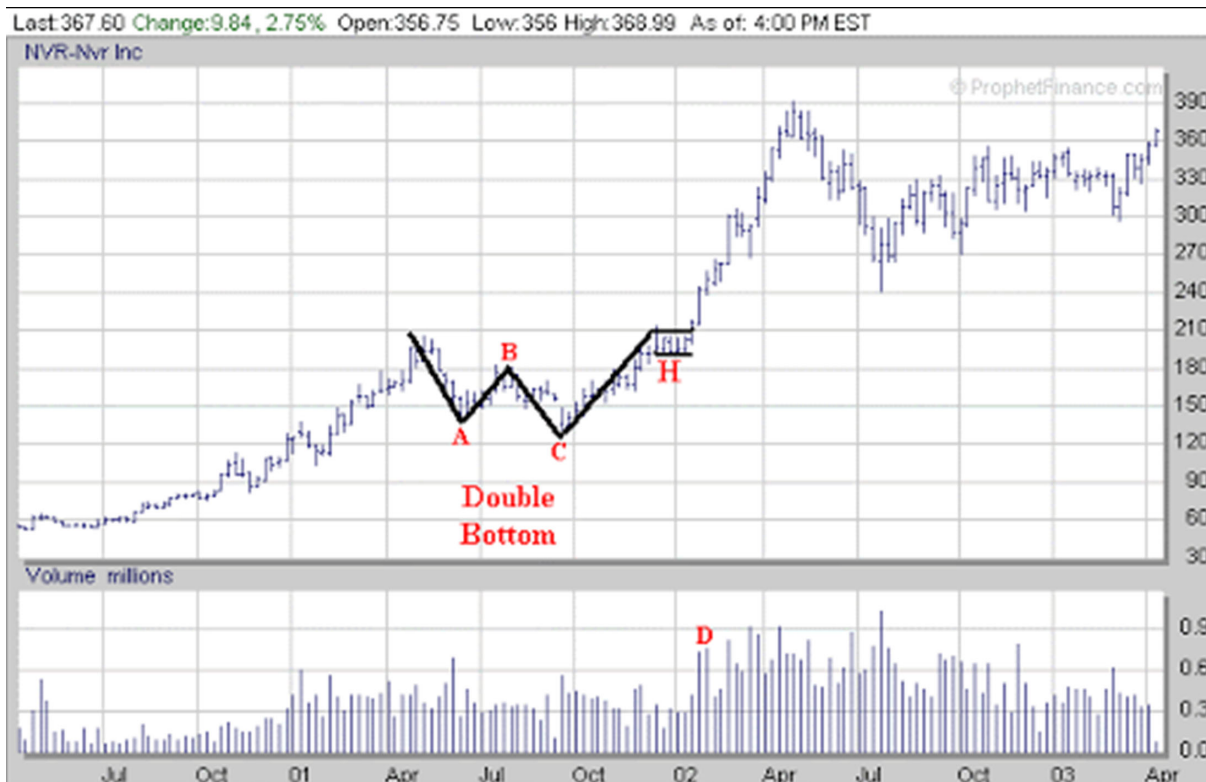


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# Double Bottom

- Forms after a prior uptrend of 30% or more
- The bottom of the pattern represents no more than a 40% retracement of previous high
- The base forms over a period of at least 7 weeks
- Peak in middle of "W" should form in upper half of base but below left-side peak
- Buy point is \$0.10 above peak in middle of "W"
- Buying range is up to 5% above peak in middle of "W"
- Volume on day of breakout should be at least 40% to 50% above average

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# Flat Base

- Forms after a prior uptrend of 30% or more
- The bottom of the pattern represents no more than a 15% retracement of previous high
- The base forms over a period of at least 5 weeks
- Buy point is \$0.10 above peak within the base
- Volume on day of breakout should be at least 40% to 50% above average



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## AAII's CAN SLIM Approach

*Based on criteria set out in the second edition of  
"How to Make Money in Stocks"*

- YoY EPS growth for latest fiscal quarter of at least 20%
- YoY EPS growth for latest fiscal quarter greater than YoY EPS growth for previous quarter
- Rising annual EPS for each of the last five fiscal years
- Average annual EPS growth of at least 25% over the last 5 years
- Price within 10% of 52-week high
- 52-week relative price performance versus S&P 500 ranks in the top 30% of all U.S.-listed stocks
- At least 5 institutional owners



PayPal Holdings Inc. (PYPL) is a technology platform and digital payments company that enables digital and mobile payments on behalf of consumers and merchants. The company's combined payment solutions include its PayPal, PayPal Credit, Braintree, Venmo, Xoom and Paydiant products. It operates a two-sided global technology platform that links its customers—merchants and consumers—around the globe to facilitate the processing of payment transactions. PayPal enables consumers to exchange funds with merchants using funding sources, which include bank account, PayPal account balance, PayPal Credit account, credit and debit card or other stored value products. It offers consumers person-to-person payment solutions through its PayPal website and mobile application, Venmo and Xoom.



# Brantree

A **PayPal** Service

 HYPERWALLET

A **PayPal** Service



# iZettle venmo

A **PayPal** Service

# xoom

A **PayPal** Service



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## C: Current Quarterly EPS

Stock Notebook #1 - Untitled

View

Overview

Multiples

Growth

Ratios

Valuations

Estimates

Fin - Qtr

Fin - Ann1

Paypal Holdings Inc (PYPL)

Price

\$194.600 (\$212.450-\$582.070)

Financial Information

Percent Change One Year Ago

|                                           |   | 06/30/2020 | 03/31/2020 | 12/31/2019 | 09/30/2019 |
|-------------------------------------------|---|------------|------------|------------|------------|
| INCOME STATEMENT                          |   |            |            |            |            |
| Sales                                     | % | 22.2       | 11.9       | 17.4       | 18.9       |
| Cost of Goods Sold                        | % | 15.4       | 19.8       | 17.5       | 19.9       |
| Gross Income                              | % | 30.3       | 2.1        | 17.3       | 17.6       |
| Depreciation and Amortization             | % | NA         | NA         | NA         | NA         |
| Research/Development                      | % | 30.6       | 18.4       | 93.1       | 98.1       |
| Interest Expense                          | % | 0.0        | 0.0        | 0.0        | 0.0        |
| Unusual Expenses/(Income)                 | % | NA         | -60.3      | -100.0     | -100.0     |
| Total Expenses                            | % | 19.7       | 16.9       | 14.7       | 15.3       |
| Gross Operating Income                    | % | 34.9       | -23.2      | 33.6       | 42.2       |
| Other Expenses/(Income)                   | % | -240.8     | 144.3      | 14.8       | 383.1      |
| Earnings Before Interest and Taxes (EBIT) | % | 91.1       | -59.4      | 26.2       | -7.6       |
| Interest Expense - non-operating          | % | 103.7      | 68.2       | 85.0       | 31.8       |
| Pretax Income                             | % | 90.8       | -63.3      | 24.5       | -9.2       |
| Income Taxes                              | % | 124.2      | 258.0      | 189.2      | -76.6      |
| Income After Taxes                        | % | 85.9       | -87.4      | -10.4      | 5.2        |
| Adjustments to Income                     | % | 0.0        | 0.0        | 0.0        | 0.0        |
| Income for Primary EPS                    | % | 85.9       | -87.4      | -10.4      | 5.2        |
| Nonrecurring items                        | % | NA         | NA         | -100.0     | NA         |
| Net Income                                | % | 85.9       | -87.4      | -13.2      | 6.0        |
| EPS (Basic)                               |   |            |            |            |            |
|                                           | % | 86.3       | -87.4      | -13.1      | 6.5        |
| EPS (Basic) - Continuing                  | % | 86.3       | -87.4      | -10.4      | 5.6        |
| EPS - Diluted                             | % | 86.4       | -87.3      | -12.7      | 6.9        |
| EPS - Diluted Continuing                  | % | 86.4       | -87.3      | -9.9       | 6.3        |
| EPS - Diluted Normalized                  | % | 91.6       | -87.2      | -13.7      | -6.5       |
| Dividends per Share (Total)               | % | 0.0        | 0.0        | 0.0        | 0.0        |

Stock Notebook #1 - Untitled

View

Overview

Multiples

Growth

Ratios

Valuations

Estimates

Fin - Qtr

Fin - Ann1

Custom

Charts

Paypal Holdings Inc (PYPL)

Price

\$194.600 (\$212.450-\$82.070)

Sector

Technology

Industry

Online Services

|                     | Current | 12/31/2019 | 12/31/2018 | 12/31/2017 | 12/31/2016 | 12/31/2015 | 12/31/2014 | 12/31/2013 |
|---------------------|---------|------------|------------|------------|------------|------------|------------|------------|
| PROFITABILITY       |         |            |            |            |            |            |            |            |
| Gross Profit Margin |         |            |            |            |            |            |            |            |
| Company             | 44.9    | 44.9       | 46.0       | 45.1       | 47.4       | 51.0       | 52.6       | 51.1       |
| % Rank              | 54      | 55         | 57         | 59         | 59         | 63         |            |            |
| Sector              | 48.4    | 47.8       | 49.1       | 49.0       | 47.7       | 46.1       | 46.4       | 46.1       |
| Industry            | 52.6    | 53.0       | 55.0       | 58.6       | 54.8       | 59.5       | 62.2       | 62.4       |
| Operating Margin    |         |            |            |            |            |            |            |            |
| Company             | 14.8    | 15.3       | 14.2       | 16.2       | 14.6       | 15.8       | 15.8       | 16.2       |
| % Rank              | 71      | 69         | 66         | 69         | 66         | 68         |            |            |
| Sector              | -0.4    | -0.5       | 0.6        | 1.1        | 0.4        | 1.5        | 2.3        | 2.8        |
| Industry            | -5.3    | -8.8       | -7.6       | -9.1       | -9.2       | -9.2       | -8.3       | -3.1       |
| Net Profit Margin   |         |            |            |            |            |            |            |            |
| Company             | 13.4    | 13.8       | 13.3       | 13.7       | 12.9       | 13.3       | 5.2        | 14.2       |
| % Rank              | 78      | 76         | 73         | 75         | 75         | 76         |            |            |
| Sector              | -2.0    | -1.5       | -0.4       | -1.2       | -1.2       | -0.2       | 1.3        | 1.9        |
| Industry            | -5.9    | -9.1       | -5.9       | -8.2       | -11.6      | -11.9      | -0.8       | -1.6       |
| Return on Assets    |         |            |            |            |            |            |            |            |
| Company             | 4.7     | 5.2        | 4.9        | 4.9        | 4.5        | 4.8        | 2.0        | 5.4        |
| % Rank              | 81      | 78         | 74         | 73         | 74         | 74         |            |            |
| Sector              | -3.0    | -2.4       | -0.8       | -1.3       | -0.8       | -0.5       | 1.2        | 2.0        |
| Industry            | -8.0    | -11.0      | -7.0       | -6.6       | -6.5       | -7.9       | -4.9       | -1.5       |
| Return on Equity    |         |            |            |            |            |            |            |            |
| Company             | 15.4    | 15.2       | 13.1       | 11.7       | 9.8        | 11.2       | 5.4        | NA         |
| % Rank              | 76      | 72         | 65         | 62         | 59         | 61         |            |            |
| Sector              | 4.0     | 4.5        | 6.8        | 5.4        | 6.8        | 7.0        | 7.5        | 7.8        |
| Industry            | 3.7     | 7.7        | 15.6       | 8.7        | 10.6       | 12.0       | 17.4       | 15.1       |

4 stocks selected - ranked by % Rank-Rel Strength 52 week, descending

4 stocks selected - ranked by % Rank-Rel Strength 52 week, descending

| Stock Notebook #1 - Untitled |          |                 |        |        |            |           |           |            |        |
|------------------------------|----------|-----------------|--------|--------|------------|-----------|-----------|------------|--------|
| View                         | Overview | Multiples       | Growth | Ratios | Valuations | Estimates | Fin - Qtr | Fin - Annl | Custom |
| Paypal Holdings Inc (PYPL)   |          |                 |        |        |            |           |           |            |        |
| Technology                   | Industry | Online Services |        |        |            |           |           |            |        |
| 1 Year                       | 3 Year   | 5 Year          |        |        |            |           |           |            |        |
| Sales                        | 15.0     | 17.9            | 17.2   |        |            |           |           |            |        |
| Company                      | 71       | 73              | 78     |        |            |           |           |            |        |
| % Rank                       | 7.7      | 9.4             | 7.8    |        |            |           |           |            |        |
| Sector                       | 15.6     | 26.6            | 21.6   |        |            |           |           |            |        |
| Industry                     |          |                 |        |        |            |           |           |            |        |
| Gross Income                 | 12.3     | 15.8            | 13.6   |        |            |           |           |            |        |
| Company                      | 65       | 69              | 71     |        |            |           |           |            |        |
| % Rank                       | 9.6      | 9.3             | 7.7    |        |            |           |           |            |        |
| Sector                       | 16.7     | 23.5            | 21.3   |        |            |           |           |            |        |
| Industry                     |          |                 |        |        |            |           |           |            |        |
| Net Income                   | 19.5     | 20.6            | 42.5   |        |            |           |           |            |        |
| Company                      | 67       | 68              | 93     |        |            |           |           |            |        |
| % Rank                       | -4.0     | 1.7             | 1.1    |        |            |           |           |            |        |
| Sector                       | -1.9     | -4.7            | -2.2   |        |            |           |           |            |        |
| Industry                     |          |                 |        |        |            |           |           |            |        |
| EPS continuing               | 19.4     | 21.8            | 43.6   |        |            |           |           |            |        |
| Company                      | 63       | 65              | 91     |        |            |           |           |            |        |
| % Rank                       | 3.6      | 9.0             | 7.1    |        |            |           |           |            |        |
| Sector                       | 16.6     | 14.7            | 17.1   |        |            |           |           |            |        |
| Industry                     |          |                 |        |        |            |           |           |            |        |
| EPS (basic)                  | 20.6     | 21.8            | 43.6   |        |            |           |           |            |        |
| Company                      | 64       | 65              | 91     |        |            |           |           |            |        |
| % Rank                       | 3.5      | 9.6             | 8.1    |        |            |           |           |            |        |
| Sector                       | 12.6     | 15.9            | 15.9   |        |            |           |           |            |        |
| Industry                     |          |                 |        |        |            |           |           |            |        |
| EPS diluted continuing       | 19.9     | 21.6            | 43.2   |        |            |           |           |            |        |
| Company                      | 63       | 65              | 91     |        |            |           |           |            |        |
| % Rank                       | 3.9      | 9.2             | 7.1    |        |            |           |           |            |        |
| Sector                       | 16.9     | 15.2            | 17.1   |        |            |           |           |            |        |
| Industry                     |          |                 |        |        |            |           |           |            |        |

| Stock Notebook #1 - Untitled                                              |           |                |             |        |            |           |           |                                |        |  |  |  |  |  |  |  |  |  |
|---------------------------------------------------------------------------|-----------|----------------|-------------|--------|------------|-----------|-----------|--------------------------------|--------|--|--|--|--|--|--|--|--|--|
| View                                                                      | Overview  | Multiples      | Growth      | Ratios | Valuations | Estimates | Fin - Qtr | Fin - Annl                     | Charts |  |  |  |  |  |  |  |  |  |
| Paypal Holdings Inc (PYPL)                                                |           |                |             |        |            |           |           |                                |        |  |  |  |  |  |  |  |  |  |
|                                                                           |           |                |             |        |            |           | Price     | \$194.600 (\$212.450-\$82.070) |        |  |  |  |  |  |  |  |  |  |
| Total                                                                     | Per Share | Percent Change | Common Size |        |            |           |           |                                |        |  |  |  |  |  |  |  |  |  |
| Current 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 |           |                |             |        |            |           |           |                                |        |  |  |  |  |  |  |  |  |  |
| INCOME STATEMENT                                                          |           |                |             |        |            |           |           |                                |        |  |  |  |  |  |  |  |  |  |
| Sales                                                                     | %         | 8.1            | 15.0        | 18.0   | 20.8       | 17.2      | 15.2      | 19.3                           |        |  |  |  |  |  |  |  |  |  |
| Cost of Goods Sold                                                        | %         | 8.3            | 17.4        | 22.7   | 19.2       |           |           |                                |        |  |  |  |  |  |  |  |  |  |

Stock Notebook #1 - Untitled

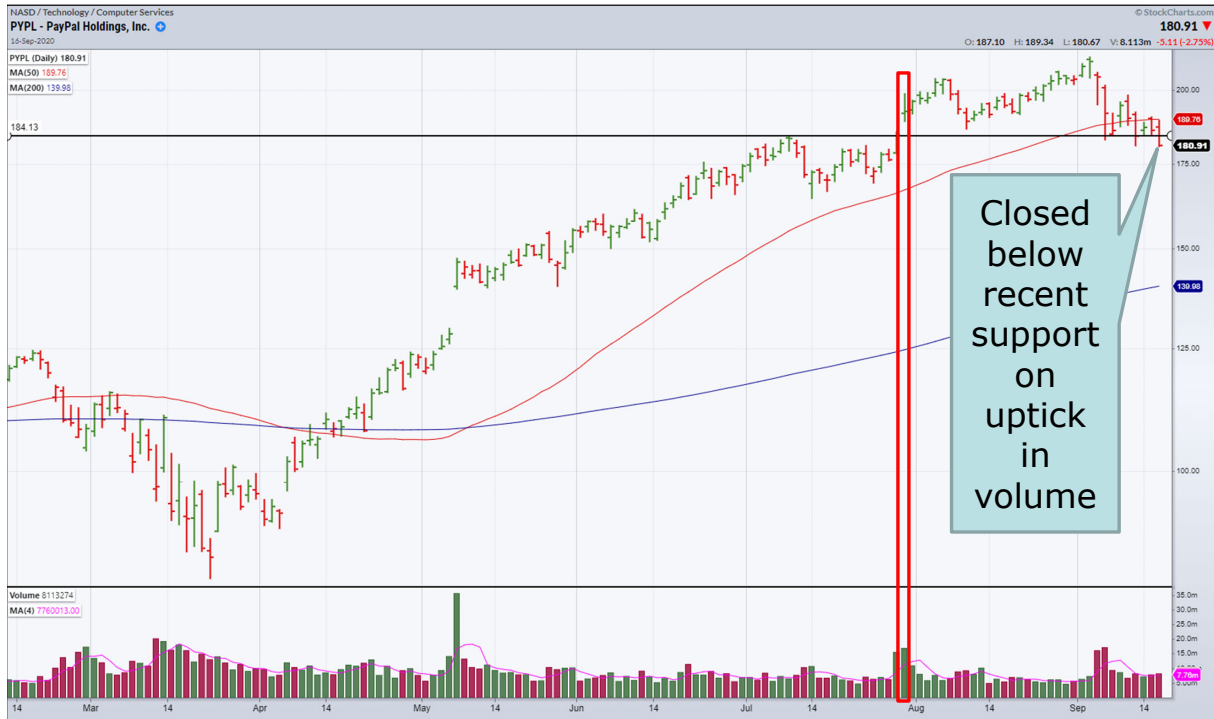
View Overview Multiples Growth Ratios Valuations Estimates Fin - Qtr Fin - Ann'l Custom Charts

Paypal Holdings Inc (PYPL) Price \$186.020 (\$212.450-\$82.070)

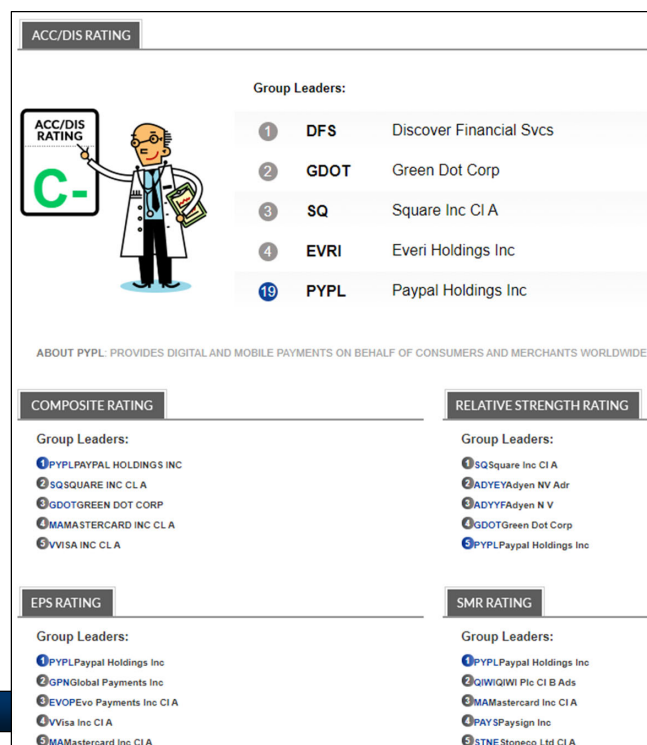
| Description      |                 | Prices | Share Statistics          |             |       | DRPs             |        |
|------------------|-----------------|--------|---------------------------|-------------|-------|------------------|--------|
| Share Info       | Index           | Rank   | Activity                  | Purchases   | Sales | % Owned          | Number |
| Shares Out. (M)  | 1173.000        |        | Institutions - Shares (K) | 64170       | 61406 | 86.6             | 2735   |
| Float (M)        | 1173.012        | 97     | Insiders - Shares (K)     | 57          | 278   | 0.1              |        |
| Market Cap (\$M) | 219487.6        | 100    | - Transactions            | 11          | 7     |                  |        |
| Beta             | 1.14            |        |                           |             |       |                  |        |
| Shares Per ADR   | NA              |        |                           |             |       |                  |        |
| Split Date       | NA              |        |                           |             |       |                  |        |
| Split Factor     | NA              |        |                           |             |       |                  |        |
|                  |                 |        | Relative Strength         | (S & P 500) | Rank  | Price Change (%) |        |
|                  |                 |        | 4 Week                    | -4.83       | 43    | -4.39            |        |
|                  |                 |        | 13 Week                   | 5.66        | 74    | 15.38            |        |
|                  |                 |        | 26 Week                   | 42.11       | 81    | 90.07            |        |
|                  |                 |        | 52 Week                   | 54.39       | 90    | 74.63            |        |
| Volume           | Avg. Shares (K) | Rank   |                           |             |       |                  |        |
| Daily            | 9369            | 97     |                           |             |       |                  |        |
| Monthly          | 161490          | 96     |                           |             |       |                  |        |

6172 stocks selected - ranked by Company name, ascending

# S: Supply & Demand



# L: Leader or Laggard



# I: Institutional Sponsorship

PayPal Holdings Inc (PYPL) Owns: [morningstar.com/stocks/xnas/pypl/ownership](#)

Ownership: Major Concentrated Buying Selling Funds Institutions

| Name                                     | Morningstar Rating | % Total Shares Held | % Total Assets | Trend Prev. 8 Qtrs | Current Shares | Change Amount |
|------------------------------------------|--------------------|---------------------|----------------|--------------------|----------------|---------------|
| Invesco QQQ Trust                        | ★★★★★              | 1.14                | 1.95           |                    | 13,455,353     | ↑ 49,350      |
| T. Rowe Price US Large-Cap Core Grwth Eq | ★★★★★              | 0.96                | 2.50           |                    | 11,311,097     | ↑ 875,500     |
| T. Rowe Price Blue Chip Growth           | ★★★★★              | 0.96                | 2.50           |                    | 11,311,097     | ↑ 875,500     |
| Fidelity® 500 Index                      | ★★★★★              | 0.89                | 0.85           |                    | 10,458,797     | ↓ 11,319      |
| Vanguard Institutional Index I           | ★★★★★              | 0.86                | 0.85           |                    | 10,134,477     | ↓ 114,550     |
| Fundsmith Equity I Acc                   | ★★★★★              | 0.84                | 4.66           |                    | 9,933,265      | ↓ 286,555     |
| Edgewood Growth Instl                    | ★★★★★              | 0.78                | 6.04           |                    | 9,177,102      | ↑ 412,703     |
| iShares Core S&P 500 ETF                 | ★★★★★              | 0.75                | 0.82           |                    | 8,879,884      | ↓ 22,688      |
| American Funds New Perspective A         | ★★★★★              | 0.68                | 1.40           |                    | 8,045,151      | ↑ 473,100     |
| Technology Select Sector SPDR® ETF       | ★★★★★              | 0.45                | 2.88           |                    | 5,315,382      | ↑ 41,031      |
| Vanguard Total Stock Mkt Idx Inv         | ★★★★★              | 2.84                | 0.72           |                    | 33,374,008     | ↓ 91,389      |
| Vanguard 500 Index Investor              | ★★★★               | 2.06                | 0.85           |                    | 24,213,609     | ↑ 146,216     |
| SPDR® S&P 500 ETF Trust                  | ★★★★               | 1.05                | 0.83           |                    | 12,384,021     | ↓ 74,235      |
| Vanguard Growth Index Investor           | ★★★★               | 0.79                | 1.43           |                    | 9,254,553      | ↓ 19,627      |
| Capital Group New Perspective Comp       | ★★★★               | 0.68                | 1.40           |                    | 8,045,151      | ↑ 473,100     |
| T. Rowe Price Growth Stock               | ★★★★               | 0.51                | 1.83           |                    | 6,038,034      | ↑ 311,500     |
| T. Rowe Price US Growth Stock Composite  | ★★★★               | 0.51                | 1.77           |                    | 6,038,034      | ↑ 311,500     |

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# M = Market Direction





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- O'Neil's CAN SLIM approach is the cornerstone for the Group 1 O'Neil portfolio & watchlist for the Stock Superstars Report (SSR)
- 10-stock portfolio & watchlist
- Stocks must meet criteria of AAI's CAN SLIM screening strategy
- Additional criteria for liquidity
- Qualitative vetting
- Quant-driven sell rules

## O'Neil Portfolio Watchlist

Group 1: O'Neil Portfolio

stocksUPERSTARS.com/oNeilportfolio.cfm?ct=ce4a1b4ab540ac8b51686a0e5097a4f93021da57b679e7094feb672f06f1586fd120704eab28fe42e5...

AAII.com Home Latest Superstars Portfolio Group 1 O'Neil Group 2 Dreman Group 3 O'Shaughnessy Group 4 Neff Monthly Report How To Subscriptions

### Group 1: William O'Neil Strategy

William O'Neil founded the stock brokerage firm William O'Neil & Co. and the business newspaper Investor's Business Daily. He is the author of How to Make Money in Stocks, where he introduced the CAN SLIM investment strategy. CAN SLIM represents the seven characteristics that top-performing stocks often share before making their biggest price gains.

O'NEIL STRATEGY

Portfolio Holdings Portfolio Analysis **Portfolio Watchlist** Portfolio News

Data as of 9/11/2020. Delayed up to 15 mins.

| Company                             | Ticker | Sector: Industry                                 | Watchlist Alert |           | Current Price | Price as % of 52 Week High | % Rank-Rel Strength 52 Week | Relative Strength From High | EPS Cont-Growth |         |       | EPS Increases 7yrs |
|-------------------------------------|--------|--------------------------------------------------|-----------------|-----------|---------------|----------------------------|-----------------------------|-----------------------------|-----------------|---------|-------|--------------------|
|                                     |        |                                                  | Date            | Price     |               |                            |                             |                             | YoY Q1          | YoY Q2  | 5Y    |                    |
| Esy Inc                             | ETSY   | Consumer Cyclical: Retailers - Department Stores | 09/11/2020      | \$110.770 | \$110.770     | 78.3%                      | 93%                         | na                          | 95.8%           | (59.8%) | 49.9% | 3                  |
| Paycom Software Inc                 | PVPL   | Technology: Online Services                      | 09/11/2020      | \$184.000 | \$184.000     | 86.6%                      | 90%                         | na                          | 86.2%           | (87.4%) | 43.6% | 5                  |
| Mortgage Homes Corp                 | MTH    | Consumer Cyclical: Homebuilding                  | 04/22/2020      | \$38.530  | \$99.500      | 93.0%                      | 86%                         | na                          | 81.6%           | 181.0%  | 12.4% | 4                  |
| Ollie's Bargain Outlet Holdings Inc | OLLI   | Consumer Cyclical: Retailers - Other Specialty   | 09/11/2020      | \$88.620  | \$88.620      | 78.7%                      | 85%                         | na                          | 285.0%          | (13.4%) | 31.9% | 6                  |
| Ubiquiti Inc                        | UHAL   | Technology: Communications & Networking          | 09/11/2020      | \$153.480 | \$153.480     | 76.8%                      | 82%                         | na                          | 43.9%           | 28.2%   | 31.6% | 4                  |

# Disclaimer

- AAI's superstar guru screens are inspired by their works and philosophies
- However, the various superstars were not involved in the creation of these screens and the passing companies do not necessarily reflect stocks they would invest in

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Contact me at [wayne@aaii.com](mailto:wayne@aaii.com)  
with questions or comments  
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  - Presented by Paul Merriman
- **Update on The AAII Way Project**
  - Wednesday, September 30, 7:30 p.m. (Central)
  - Presented by Charles Rotblut, *AAII Journal* Editor

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