# Amazon.com, Inc.



P.O. Box 81226, Symbol AMZN

Seattle, WA 98108 Exchange NASD

(206) 266-1000 Prev Close \$16.350

# Report Highlights

Wall Street evaluates the Large Internet Retailers as being among the least attractive groups in the Technology sector.

Analysts consensus rating for the stock of Amazon.Com as a "Hold".

Income for the Large Internet Retailers in 2002, based on current estimates, are expected to fall below the rate of growth anticipated for the broad market.

Analysts forecast losses for Amazon.Com will decline from 2001's loss of \$1.53 per share to a loss of \$0.19 in 2002.

# Inside...

Overview Price History	1
Relative Price Performance 52-Week Price History	2
Industry Group Summary	_
Key Statistics Comparison	3
Group Profit Forecast	3
Investment Attractiveness	
Sector	4
Group	4
Company	4
Twelve Month Overview	5
Bulls and Bears	5
Wall Street Earnings Estimates	
Group	6
Increases and Decreases	6
Company	7
Quarterly Earnings History	7
Contributing Analysts—Annual	8
Estimates by Recommendation	8
Contributing Analysts—Quarterly	9

companies and shareholders may have a position in the securities discussed herein.

Financial Highlights by Quarter	
Revenues	10
Profit Margin	10
Net Income	10
Earnings Per Share	10
Income Statement Analysis	
10-Year Income Statement	11
Ratio Analysis	11
Trend Charts	11
Cash Flow Analysis	
10-Year Operating Activities	12
Ratio Analysis	12
Trend Charts	12
Balance Sheet Analysis	
10-Year History	13
Ratio Analysis	13
Trend Charts	13

A glossary of terms and abbreviations used in this report is available at http://www.multex.com/mdg/glossary99.htm

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March 9, 2002

# EVIEN NESTMENT

## **Description**

Amazon.com, Inc. is a Website where customers can find and discover anything they may want to buy online. The Company lists millions of unique items in categories such as books, music, DVDs, videos, consumer electronics, toys, camera and photo items, software, computer and video games, tools and hardware, lawn and patio items, kitchen products, and wireless products. Through its Amazon Marketplace, Auctions and zShops services, any business or individual can sell virtually anything to the Company's approximately 30 million cumulative customers, and with Amazon.com Payments, sellers can accept credit card transactions. In addition to its U.S.-based Website, www.amazon.com, the Company operates four internationally focused Websites: www.amazon.co.uk, www.amazon.de, www.amazon.fr and www.amazon.co.jp. The Company also operates the Internet Movie Database (www.imdb.com), a comprehensive and authoritative source of information on movies and entertainment titles, and cast and crewmembers.

## **Analysts' Consensus Opinions**

	# of <u>Ratings</u>	% of <u>Total</u>	1 Mo. <u>Prior</u>	3 Mo. <u>Prior</u>
Buy	0	0	0	0
Buy/Hold	9	47	10	8
Hold	7	36	6	7
Weak Hold	0	0	0	0
Sell	0	0	0	2
No Opinion	3	15	3	2
	19	100	19	19

## Consensus Earnings Forecast (03/09/02)

#### **Multex Consensus Estimates**

	FY2001	2002	2003
Earnings Per Share (\$)	-1.53A	-0.19	0.00
Price-Earnings Ratio	NM	NM	N/A
Next Qtr (Mar) EPS (\$)	-0.63A	-0.09	-0.05

Actual EPS is "as reported" and may reflect one-time charges FISCAL YEAR ENDS December 31 NM = Calculated Value is Not Meaningful

## Firms Offering Coverage

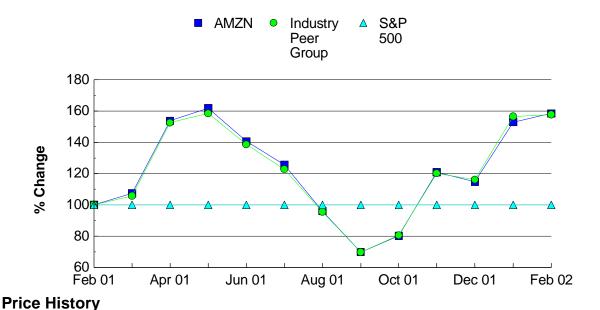
ABN AMRO Incorporated Bear Stearns & Co. Inc. CIBC World Markets Credit Suisse First Boston Deutsche Banc Alex. Brown **Enskilda Securities** Goldman Sachs Research J.P. Morgan Securities Legg Mason Wood Walker, Inc. Lehman Brothers Equity Merrill Lynch Morgan Stanley Prudential Securities-Equity RBC Capital Markets (United Robertson Stephens Salomon Smith Barney SoundView Technology U.S. Bancorp Piper Jaffray Wells Fargo Securities, LLC WR Hambrecht + Co.

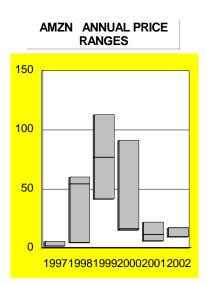
## **Peer Group Companies**

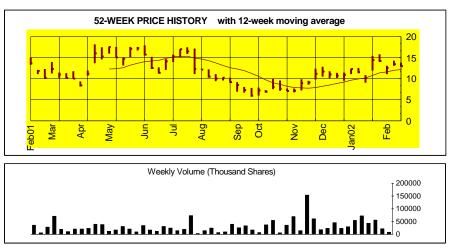
AMZN Amazon.com, Inc. BNBN barnesandnoble.com

## **Twelve Month Relative Performance**

Amazon.Com's shares during the last year have provided a most exceptional 59.82% return for investors. With this outstanding return the stock has furnished a better performance than either the S&P 500 index or the Large Internet Retailers peer group. During this time period, the S&P 500 market average declined 27.72% while the Large Internet Retailers group price average rose 36.48%. The reckoning of this activity was a return from the shares that is 8755 basis points higher than the market and 2334 basis points higher than the group average.







## **Key Stock Statistics**

	Amazon.com, Inc.	<u>Large Internet</u> <u>Retailers</u>	<u>S&amp;P 500</u>
Current P/E	NM	NM	
12 Month High P/E	NM	NM	
12 Month Low P/E	NM	NM	
Year End (Dec) P/E	NM	NM	
Current Price / 2001 Actual EPS	- NM	NM	
Current Price / 2002 Est. EPS	NM	NM	
Current Price / 2003 Est. EPS	_ <b>-</b>	-	
Beta	3.49	2.91	
Common Shares Outstanding (000)	373,291	268,119	
Market Capitalization (000)	6,103,308	3,183,641	
Current Yield (%)	0.00	0.00	

NM = Calculated Value is Not Meaningful

## **Group Outlook**

Wall Street forecasts indicate losses for the group will grow in both 2002 and 2003. Earnings of the S&P 500 are expected to decline approximately 100.00% in 2002. At this time there is no S&P 500 estimate for the year 2003. The Large Internet Retailers have seen no earnings growth (The growth rate is equal to "0" percent) in the last three years. Wall Street forecasts indicate losses for the group will grow in both 2002 and 2003. Earnings of the S&P 500 are expected to decline approximately 100.00% in 2002. At this time there is no S&P 500 estimate for the year 2003.

		Cur Yr	Nxt Yr	Cur Yr	% of	Next Yr	% of
Company Name	<u>Year</u>	Est.	Est.	<b>Profit</b>	<u>Group</u>	<b>Profit</b>	<u>Group</u>
Amazon.com, Inc. barnesandnoble.com	2002 2002	-0.19 -0.57	0.00	-\$71.149 -\$92.879		\$0.000 -	0.00
TOTALS (\$Mil)				-\$164.028	100.00	\$0.000	100.00

# Sector: Technology

The Sector text is not available for this ticker at the present time.

# **Industry Group:** Large Internet Retailers

The Industry Group text is not available for this ticker at the present time.

# Company: Amazon.com, Inc.

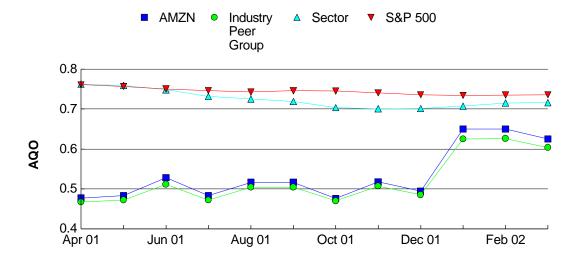
The Company text is not available for this ticker at the present time.

# **Group Recommendation Summary**

Company	Cur AQO	#opn	В	ВН	Н	WH	S	NA	#chg		Mo-3 AQO
Amazon.com, Inc. barnesandnoble.com	0.63 0.40	19	0	9	7	0	0	3	1	0.65 0.40	 
Totals	0.40	21	0	9	8	0	0	4	1	0.64	 

## **Twelve Month Overview**

The Overview is not available for AMZN at the present time.



# **Peer Group Bulls and Bears**

There is no Bullish Analysts coverage for companies in the AMZN peer group.

There is no Bearish Analysts coverage for companies in the AMZN peer group.

# **Group: Large Internet Retailers**

The Wall Street Group Estimates text is not available for AMZN at the present time.

# **Current Year Earnings Estimate Trends**

#### **Increases**

	Cur			3 Months	3 Month	Next		3 Months	3 Month
Company	Year	Year	Previous	Ago	Change	Year	Previous	Ago	Change
There were no Increases	for this no	riod							

## There were no Increases for this period.

#### **Decreases**

	Cur			3 Months	3 Month	next		3 Months	3 MOUTH
Company	Year	Year	Previous	Ago	Change	Year	Previous	Ago	Change
There were no Decreases	for this pe	eriod.							

## **No Net Change**

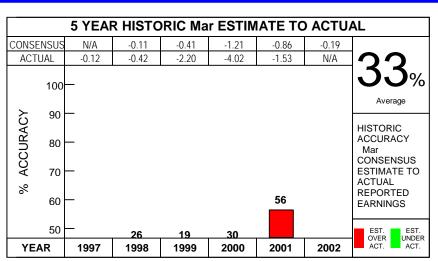
	Cur			3 Months	3 Month	Next		3 Months	3 Month
Company	Year	Year	Previous	Ago	Change	Year	Previous	Ago	Change
Amazon.Com	02\$	-0.19	\$-0.19	\$-0.29	35.30%	\$0.00	\$0.00	\$-	-%
barnesandnoble.com	02\$	-0.57	\$-0.57	\$-0.60	5.00%	\$-	\$-	\$-	-%

## **Company: Annual Estimates**

Company Annual Estimates text is not available for this ticker at the present time.

## **Analysts' Annual Consensus Earnings Estimates**

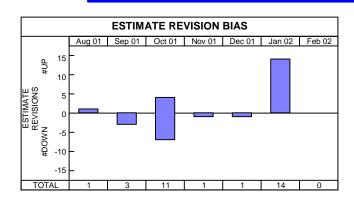
<u>FY</u>	<u>Avg.</u>	# of Chgs <u>In Mo</u>	% <u>Chg</u>
2002			
Feb.	-0.19	0	0%
Jan.	-0.19	14	-44%
Dec.	-0.34	1	-1%
Nov.	-0.34	1	4%
Oct.	-0.33	11	8%
Sept.	-0.31	3	4%
Aug.	-0.29	1	4%
2003			
Feb.	0.00	0	-100%
Jan.	0.00	1	-102%
Dec.	-0.15	1	173%
Nov.	-0.06	0	0%
Oct.	-0.06	1	-58%
Sept.	-0.13	0	%
Aug.			



Actual EPS is "as reported" and may reflect one-time charges

#### **Current Estimates**

# **Quarterly Earnings History**



2002 Q2 Q3 Q4 Q1 Consensus **Estimates** -0.09 -0.10 -0.10 0.10 **Prior Year** -0.63 -0.47-0.46 0.01

# **Company: Quarterly Estimates**

Company Quarterly Estimates text is not available for this ticker at the present time.

## **CONTRIBUTING ANALYSTS**

			Historical EPS Earnings Per Sh				Share E	hare Estimates		
			12/2001			FY1 12/2002			FY2 12/200	3
FIRM	ANALYST	OPINION	Actual	Est.	Est.	Confirm Date	Prior Est.	Est.	Confirm Date	Prior Est.
ABN AMRO Incorporated Bear Stearns & Co. Inc. CIBC World Markets Credit Suisse First Boston Deutsche Banc Alex. Brown	Han, Suk Fieler/Tessin Benedict, Peter Kiggen/Lee/Lazara Patel, Jeetil J	BUY/HOLD BUY/HOLD WATCHLIST BUY/HOLD BUY/HOLD	-1.53 -1.53 -1.53 -1.53 -1.53	n/a -0.59 n/a -0.61 -0.57	-0.23 -0.13 n/a -0.19 -0.17	01/23/02 01/23/02 n/a 03/05/02 03/08/02	-0.42 -0.23 n/a -0.17 -0.34	n/a n/a n/a n/a n/a n/a	n/a n/a n/a n/a n/a	n/a n/a n/a n/a n/a
Enskilda Securities J.P. Morgan Securities Legg Mason Wood Walker, Inc. Lehman Brothers Equity Merrill Lynch	Herdland/Sprinchorn Noglows, Paul Gustafson, Holly Becker, Holly Baldauf, Justin	NA NA BUY/HOLD HOLD HOLD	-1.53 -1.53 -1.53 -1.53 -1.53	n/a n/a -0.61 -0.60 -0.60	-0.19 n/a -0.22 -0.23 -0.19	02/20/02 n/a 01/23/02 03/08/02 03/06/02	n/a n/a n/a -0.33 n/a	-0.02 n/a 0.01 n/a n/a	02/20/02 n/a 01/23/02 n/a n/a	n/a n/a n/a n/a n/a
Morgan Stanley Prudential Securities-Equity RBC Capital Markets (United Robertson Stephens SoundView Technology	Meeker/Mahaney, Rowen/landwehr Sutton, George F. Levitan, Lauren Milne, Shawn	BUY/HOLD HOLD HOLD HOLD HOLD	-1.53 -1.53 -1.53 -1.53 -1.53	-0.61 n/a -0.58 -0.60 -0.60	-0.20 -0.19 -0.19 -0.24 -0.23	03/06/02 03/05/02 03/06/02 01/23/02 01/23/02	-0.29 n/a -0.29 -0.44 n/a	0.00 0.00 0.00 n/a 0.10	03/06/02 03/05/02 03/06/02 n/a 01/23/02	-0.16 n/a n/a n/a n/a
U.S. Bancorp Piper Jaffray Wells Fargo Securities, LLC WR Hambrecht + Co. (Withheld by Request) (Withheld by Request)	Rashtchy/Meyers, Rodgers, Allyson Koerber/Lehr (Withheld by Request) (Withheld by Request)	BUY/HOLD HOLD BUY/HOLD BUY/HOLD NA	-1.53 -1.53 -1.53 -1.53 -1.53	-0.57 -0.61 -0.61 -0.62 -0.60	-0.13 -0.20 -0.12 -0.20 -0.18	03/04/02 01/23/02 03/06/02 03/08/02 03/06/02	-0.23 n/a -0.24 -0.36 -0.20	0.07 -0.16 n/a n/a n/a	03/04/02 01/23/02 n/a n/a n/a	n/a n/a n/a n/a n/a

# **Annual Estimate By Recommendation**

	Buy	Buy/Hold	Hold	N/A	Weak Hold	Sell
2002						
Wtd. Average	-	- 0.18	- 0.20	- 0.18	-	-
Cons. Average	-	- 0.18	- 0.21	- 0.19	-	-
2003						
Wtd. Average	-	0.01	0.00	- 0.02	-	-
Cons. Average	-	0.03	- 0.02	- 0.02	-	-

Actual EPS is "as reported" and may reflect one-time charges

## **CONTRIBUTING ANALYSTS**

-0.21 -0.21 -0.21 -0.21 -0.21	1 2001 Il Est. n/a n/a n/a	QTR 2 2001  Actual Es  -0.16 n/a -0.16 n/a	t. Actu	n/a	QTR 4 Actual 0.09	2001 Est. n/a -	Est.	OTR 1 2002 Confirm Date	2 Prior Est.
-0.21 -0.21 -0.21 -0.21	n/a n/a	-0.16 n/a -0.16 n/a	-0.16	n/a					Prior Est.
-0.21 -0.21 -0.21	n/a	-0.16 n/a			0.09	n/a	Λ 1Λ		
-0.21	-0.22 n/a n/a n/a -0.22 n/a -0.22	-0.16 n/a -0.16 -0.2 -0.16 n/a	-0.16 -0.16 <u>-0.16</u> -0.16 -0.16 -0.16	n/a -0.27 n/a n/a n/a -0.21 n/a	0.09 0.09 0.09 0.09 0.09 0.09 0.09 0.09	-0.06 - -0.08 - -0.04 - n/a - -0.07 - n/a - -0.08 - n/a -	0.08 0.09 0.09 0.10 0.10 0.10 0.09 0.08	01/23/02 01/23/02 03/05/02 03/08/02 01/23/02 03/08/02 02/27/02 03/06/02 03/05/02 03/06/02	-0.12 -0.07 -0.06 -0.12 n/a -0.12 n/a -0.12 n/a n/a
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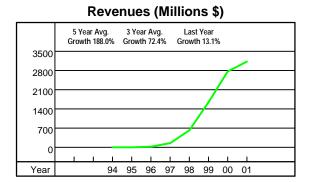
# **Historical Quarterly Estimate Summary**

Quarte	r Ending Date	Actual	ACE	Above Actual	Below Actual	Exact	Deviation
SEP	1998	-0.08	-0.08	0	2	3	0.00
DEC	1998	-0.07	-0.07	1	2	0	0.02
MAR	1999	-0.12	-0.13	1	7	0	0.02
JUN	1999	-0.26	-0.25	4	0	2	0.01
SEP	1999	-0.26	-0.29	0	13	1	0.03
DEC	1999	-0.55	-0.48	16	0	0	0.07
MAR	2000	-0.35	-0.36	3	12	5	0.02
JUN	2000	-0.33	-0.35	3	22	2	0.03
SEP	2000	-0.25	-0.32	0	22	3	0.07
DEC	2000	-0.25	-0.26	2	16	10	0.01
MAR	2001	-0.21	-0.24	0	21	0	0.03
JUN	2001	-0.16	-	-	-	-	-
SEP	2001	-0.16	-	-	-	-	-
DEC	2001	0.09	-	-	-	-	-

Actual EPS is "as reported" and may reflect one-time charges

#### Revenues (Millions \$)

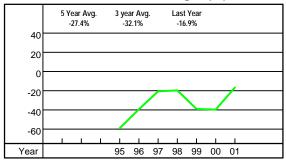
Year	Q1	Q2	Q3	Q4	Total
2001	700.356	667.625	639.281	1115.171	3122.433
2000	573.889	577.876	637.858	972.360	2761.983
1999	293.642	314.377	355.777	676.043	1639.839
1998	87.361	115.982	153.648	252.828	609.819
1997	16.005	27.855	37.887	66.040	147.787
1996	0.875	2.230	4.173	8.468	15.746
1995	-	-	-	-	0.511
1994	-	-	-	-	0.000



### After Tax Profit Margin (%)

Year	Q1	Q2	Q3	Q4	Total
2001	-30.05	-23.67	-25.79	0.62	-16.86
2000	-38.36	-35.77	-27.00	-52.20	-40.07
1999	-19.67	-40.85	-48.83	-41.91	-39.22
1998	-11.87	-19.47	-29.40	-17.21	-19.95
1997	-18.98	-27.02	-25.46	-16.37	-20.99
1996	-37.83	-34.40	-57.03	-27.15	-39.67
1995	-	-	-	-	-59.30
1994	-	-	-	-	-

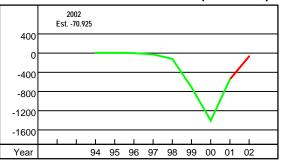
## After Tax Profit Margin (%)



### **Net Income Available to Common (Millions \$)**

Year	Q1	Q2	Q3	Q4	Total
2001	222 608	160 250	160.074	E 007	EEC 754
2001	-223.608	-168.359	-169.874	5.087	-556.754
2000	-308.425	-317.184	-240.524	-545.140	-1411.273
1999	-61.668	-138.008	-197.080	-323.212	-719.968
1998	-10.369	-22.579	-45.171	-46.427	-124.546
1997	-3.038	-7.527	-9.647	-10.808	-31.020
1996	-0.331	-0.767	-2.380	-2.299	-6.246
1995	-	-	-	-	-0.303
1994	-	-	-	-	-0.052

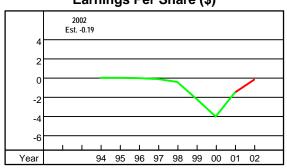
#### **Net Income Avail. to Common (Millions \$)**



## **Earnings Per Share (\$)**

Year	Q1	Q2	Q3	Q4	Total
2001	-0.63	-0.47	-0.46	0.01	-1.53
2000	-0.90	-0.91	-0.68	-1.53	-4.02
1999	-0.20	-0.43	-0.59	-0.96	-2.20
1998	-0.04	-0.08	-0.15	-0.15	-0.42
1997	-0.01	-0.03	-0.04	-0.04	-0.12
1996	0.00	0.00	-0.01	-0.01	-0.03
1995	-	-	-	-	0.00
1994	-	-	-	-	0.00

#### Earnings Per Share (\$)



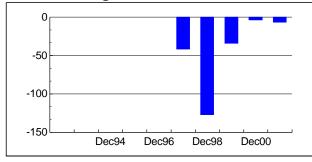
## **Income Statement Analysis**

	LTM								
	Dec01	Dec01	Dec00	Dec99	Dec98	Dec97	Dec96	Dec95	Dec94
Sales	3122.433	3122.433	2761.983	1639.839	609.819	147.787	15.746	0.511	0.000
Operating Inc., Bef. Depr	-226.587	-277.686	-541.062	-329.474	-54.649	-27.799	-6.147	-0.285	-0.047
Depreciation	134.571	134.571	322.818	276.281	54.406	4.796	0.296	0.019	0.005
Interest Expense	-139.232	-139.232	-130.921	-84.566	-26.639	-0.326	-0.005	0.000	0.000
Pretax Income	-526.427	-526.427	-1106.677	-643.199	-121.641	-31.020	-6.246	-0.303	-0.052
Net Income	-556.754	-556.754	-1411.273	-719.968	-124.546	-31.020	-6.246	-0.303	-0.052
Earnings Per Share-Excl	-1.54	-1.53	-4.02	-2.20	-0.42	-0.12	-0.03	0.00	0.00

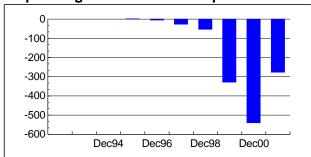
# **Ratio Analysis**

	LTM								
	Dec01	Dec01	Dec00	Dec99	Dec98	Dec97	Dec96	Dec95	Dec94
Price/Earnings	-	-7.08	-3.87	-34.56	-127.48	-42.19	-	-	-
Gross Margin (%)	25.58	25.58	23.74	17.72	21.92	19.50	21.97	19.96	-
Operating Margin (%)	-13.20	-16.86	-40.07	-39.22	-19.95	-20.99	-39.67	-59.30	-
let Margin (%)	-16.86	-16.86	-40.07	-39.22	-19.95	-20.99	-39.67	-59.30	-
eturn On Equity (%)	-	46.26	-	-355.52	-148.86	-193.96	-285.73	-	-
Return On Assets (%)	-33.17	-29.52	-61.35	-46.24	-31.20	-39.24	-133.53	-	-
eturn On Investments (%)	-63.32	-13.82	-34.44	-29.22	-20.37	-26.42	-133.53	-	-

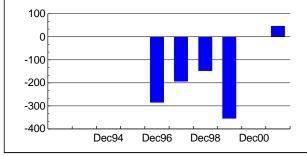
# Price/Earnings



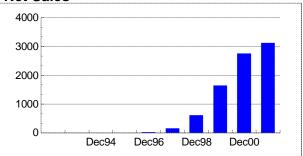
## **Operating Income Before Depreciation**



## Return on Equity (%)



#### **Net Sales**



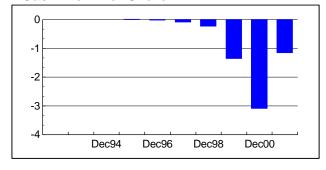
Cash	Flow	Analy	eie
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OPERATING ACTIVITIES	Dec01	Dec00	Dec99	Dec98	Dec97	Dec96	Dec95	Dec94
Income Before Extraordinary Items	-567.277	-1411.273	-719.968	-124.546	-31.020	-6.246	-0.303	-0.052
Depreciation and Amortization	134.571	322.818	276.281	54.406	4.796	0.296	0.019	0.005
Cash Flow	-432.706	-1088.455	-443.687	-70.140	-26.224	-5.950	-0.284	-0.047
Other Non-Cash Items	141.578	672.032	122.700	28.707	0.064	0.000	0.000	0.000
Working Capital Changes - DEC (Inc)	171.346	285.981	230.112	72.468	26.847	3.940	0.052	0.023
Cash Flow From Operating Activities	-119.782	-130.442	-90.875	31.035	0.687	-2.010	-0.232	-0.024
Capital Expenditures	-50.321	-134.758	-287.055	-28.333	-7.603	-1.335	-0.052	-0.028
Cash Dividends	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Free Cash Flow	-170.103	-265.200	-377.930	2.702	-6.916	-3.345	-0.284	-0.052

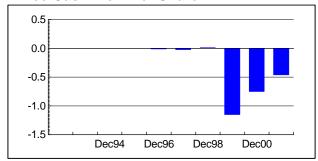
## **Ratio Analysis**

	Dec01	Dec00	Dec99	Dec98	Dec97	Dec96	Dec95	Dec94
Cash Flow Per Share	-1.16	-3.10	-1.36	-0.24	-0.10	-0.03	0.00	0.00
Free Cash Flow Per Share	-0.47	-0.76	-1.16	0.01	-0.03	-0.02	0.00	0.00
Cash Flow Margin	-13.86	-39.41	-27.06	-11.50	-17.74	-37.79	-55.58	-
Price/Cash Flow	-9.34	-5.02	-56.06	-225.92	-49.71	-	-	-
Closing Price	10.82	15.56	76.13	53.54	5.02	-	-	-

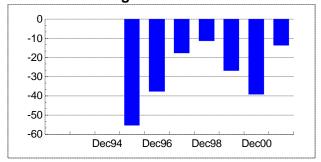
### **Cash Flow Per Share**



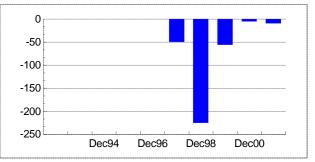
### Free Cash Flow Per Share



## **Cash Flow Margin**



#### Price/Cash Flow



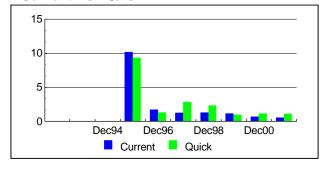
## **Balance Sheet Analysis**

	Dec01	Dec00	Dec99	Dec98	Dec97	Dec96	Dec95	Dec94
Assets-Total	1637.547	2135.169	2465.850	648.460	149.844	8.271	1.084	-
Cash and Equivalents	540.282	822.435	133.309	25.561	1.876	6.248	0.996	-
Common-Equity Total	-1440.000	-967.251	266.278	138.745	28.591	3.395	0.977	-
LT Debt-Total	2156.133	2127.464	1466.338	348.140	76.702	0.000	0.000	-
Liabilities-Total	3077.547	3102.420	2199.572	509.715	121.253	4.870	0.107	-
Stockholders' Equity	-1440.000	-967.251	266.278	138.745	28.591	3.401	0.977	-
Common Shares Out	373.218	357.140	345.155	318.534	289.818	190.803	174.663	-
Market Capitalization	4038.219	5558.170	26274.924	17054.947	1455.176	-	-	-

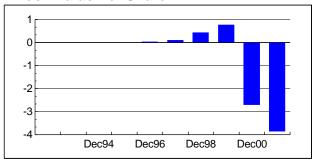
## **Ratio Analysis**

	Dec0°	Dec00	Dec99	Dec98	Dec97	Dec96	Dec95	Dec94
Book Value/Share	-3.86	-2.71	0.77	0.44	0.10	0.02	0.01	-
Current Ratio (%)	0.53	0.69	1.12	1.27	1.24	1.70	10.13	-
Quick Ratio (%)	1.08	1.13	0.96	2.31	2.81	1.28	9.31	-
Debt To Equity (%)	-1.50	-2.20	5.51	2.51	2.68	0.00	0.00	-

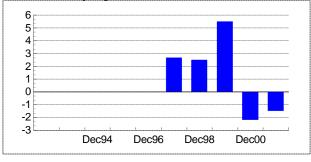
## **Current vs. Quick**



### **Book Value Per Share**



## **Debt to Equity**



## **Market Capitalization (Millions)**

