

Chain Restaurant Earnings Call Scoring

product of: Pacific Management Consulting Group

Symbol	Name	Factor 1: Prior Results Disclosure (1.0 to 5.0)	Factor 2: Future View Disclosure (1.0 to 5.0)	Factor 3: Overall Call Tone (1.0 to 5.0)	Factor 4: Company Q&A response (1.0 to 5.0)	Factor 5: Analyst Question Quality (1.0 to 5.0)	Total: Call Scoring Points
<u>Fine Dining:</u>							
MRT	Morton's						
RUTH	Ruth Chris						
<u>Casual Dining:</u>							
BBRG	Bravo Brio						
BJRI	BJ's						
BWLD	Buffalo Wild Wings						
CAKE	Cheesecake						
DIN	Dine Equity						
DRI	Darden						
EAT	Brinker						
PFCB	PF Chang's						
RT	Ruby Tuesday						
RRGB	Red Robin						
TXRH	Texas Roadhouse						
<u>QSR:</u>							
DPZ	Domino's						
JACK	Jack in the Box						
MCD	McDonald's						
PZZA	Papa Johns						
SONC	Sonic						
WEN	Wendy's						
YUM	YUM						
<u>Quick Casual:</u>							
CMG	Chipotle						
PNRA	Panera						
<u>Family:</u>							
DENN	Denny's						
CEC	Chuck E. Cheese						
<u>Coffee/Snack/Retail</u>							
DNKN	Dunkin Brands						
JMBA	Jamba						
SBUX	Starbucks						
THI	Time Horton's						

Purpose: to assess the visual optics and audio display of chain restaurant earnings calls. All scoring simply as result of company.

and earnings call observations, no more complex analysis intended or implied.

Definitions:

Prior Results Disclosure: display and discussion of driving business influences

Future View Outlook: depth and logic behind future expectations

Overall call tone: cooperation, balance, overall experience management

Company Q&A: company answering the questions posed

Analyst Question Quality: depth and significance of analyst Q

highest score: represents better disclosure, better call tone, most on topic

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