

# Free Cash Flow as a Proven Measurement of Quality



# A Source for Growing Wealth

- 1 The goal of most investors is to achieve **financial security**. High free cash flow is an indicator of a company's financial strength.
- 2 **Positive free cash flow** indicates a company is generating more cash than it needs to run the business and can invest in growth opportunities.
- 3 Companies generating **high free cash flow yields** have the ability to grow dividends over time and potentially produce better earnings.
- 4 Using strategies that are **constantly re-evaluating and rebalancing** is the key to owning quality companies generating high free cash flow.

P/E (Price to Earnings) ratio is share price divided by the last twelve months earnings per share.

<sup>(1)</sup>Includes multiples based on forecast operating income and net income.

<sup>(2)</sup>EBITDA - Earnings before interest, taxes, depreciation, and amortization.

<sup>(3)</sup>Includes multiples based on free cash flow to equity and free cash flow to firm.

<sup>(4)</sup>Includes multiples based on trailing operating income and net income.

<sup>(5)</sup>Pinto, J., Robinson, T., and John D. Stowe, 2015, CFA Institute.

## Understanding the Terms

### Free Cash Flow

**Free cash flow** is the cash remaining after a company has paid:



Expenses



Interest



Taxes



Long-Term Investments

Free cash flow can be used to:



Buy back stock



Pay dividends



Participate in mergers/  
acquisitions



Pay down debt



Grow dividends



Invest internally, in R&D  
for instance

### Free Cash Flow Yield

**Free cash  
flow yield =  
(FCFY)**

**Free Cash Flow**

**Enterprise Value**

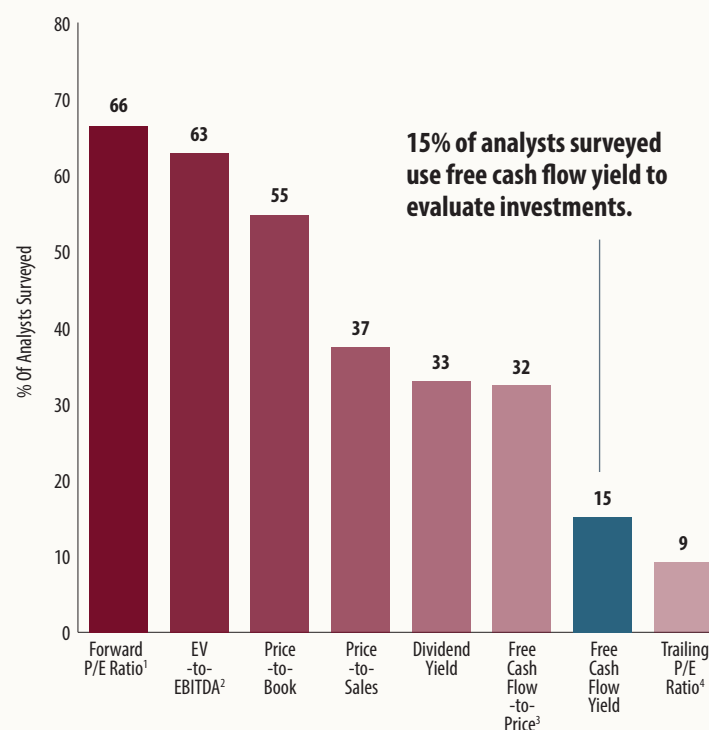
*(Market Cap + Debt - Cash)*

**Free cash flow yield can determine an investor's payback period:**

Higher free cash flow yield = shorter payback period

FCFY	1%	2%	5%	10%
Years to pay back all debt and equity holders	100 Years	50 Years	20 Years	10 Years

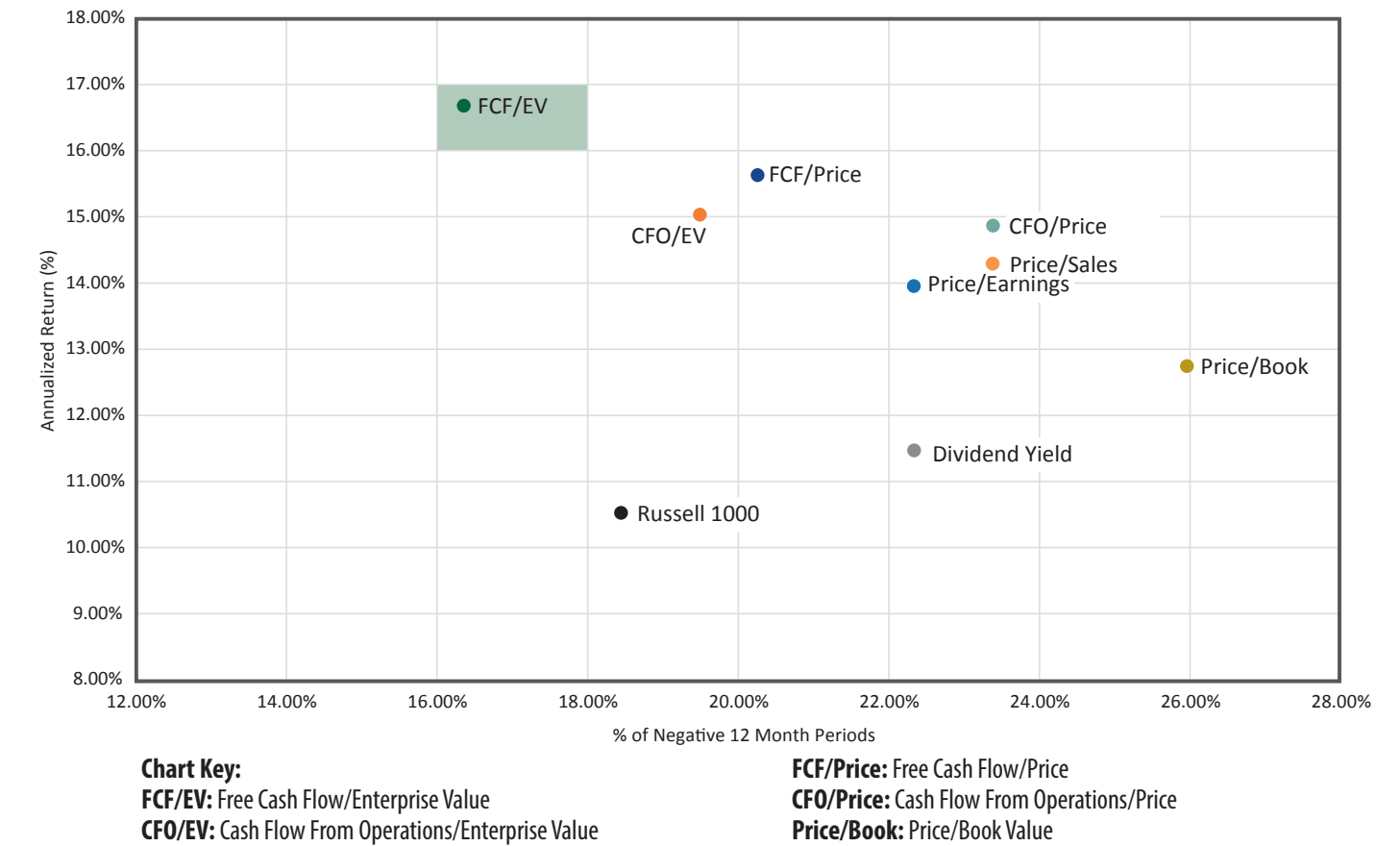
### "Equity Valuation: A Survey of Professional Practice."<sup>5</sup>



# Free Cash Flow Yield Is an Important Valuation Metric

In the chart below, free cash flow yield has the highest return with the fewest periods of negative trailing twelve month returns.

Valuation Metrics (12 Month Rolling) 12/31/1991 - 12/31/2024

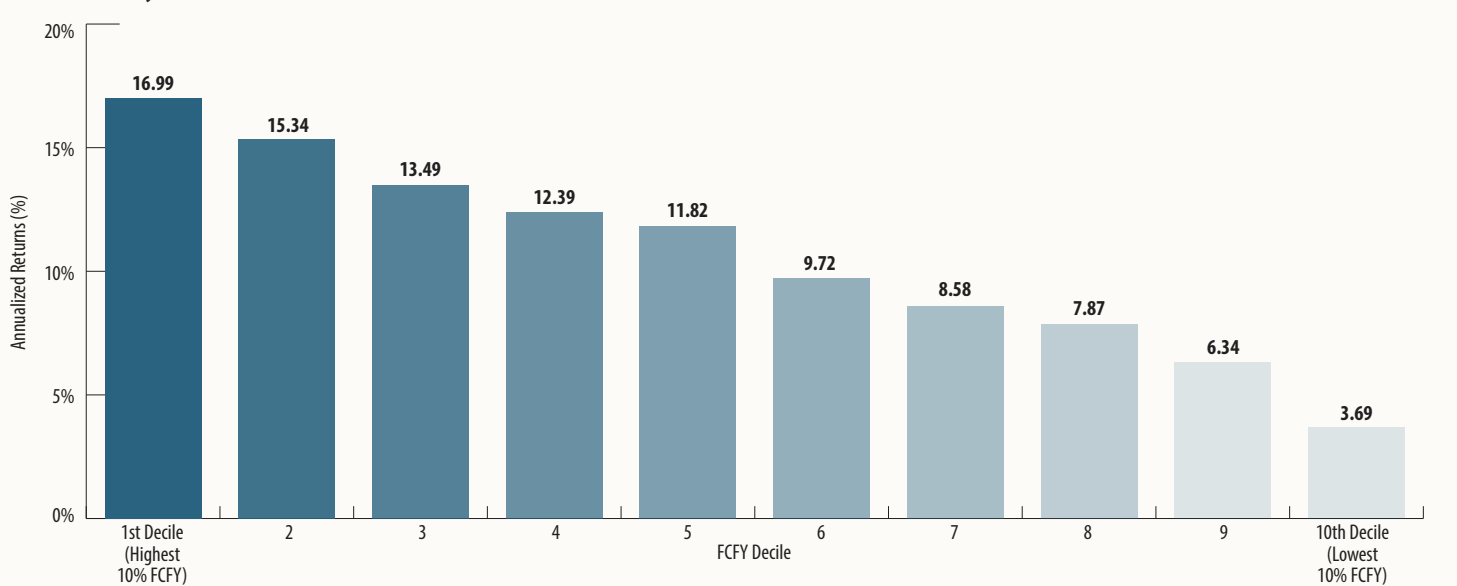


Source: Pacer Advisors, FactSet. Data calculated based on the top 100 companies in the Russell 1000 Index excluding financials for each valuation metric.

## Free Cash Flow Yield Outperforms Over Time

In the chart below, companies with the highest FCFY (1st Decile) outperform companies with the lowest FCFY (10th Decile) over time.

Russell 1000 by Free Cash Flow Yield 12/31/1991 - 12/31/2024



Source: Pacer Advisors, FactSet. Data is composed of the Russell 1000 Index excluding financials. Each decile is composed of approximately 85 stocks (10%) based on free cash flow yield, equally weighted.

The strategies discussed are for educational purposes and are not a recommendation, offer or solicitation to buy or sell any securities or to adopt any investment strategy. There is no guarantee that any strategy will be effective.

# Pacer Advisors, Inc.

500 Chesterfield Parkway, Malvern PA 19355

877-337-0500 ▪ [paceradvisors.com](http://paceradvisors.com)



**Before investing you should carefully consider the strategy's investment objectives, risks, charges, and expenses.**

**Weighted average market cap** is the sum of each company's weight multiplied by its market cap.

**Russell 1000 Value Index** is a market-capitalization weighted index representing approximately 1000 large- and mid cap value stocks in the Russell 3000 Index.

**Russell 1000 Index** is a market-capitalization weighted index representing the top 1000 large-cap stocks in the Russell 3000 Index.

**P/E ratio** a fundamental measure commonly used to determine if an investment is valued appropriately. Each holding's P/E is the latest closing price divided by the latest fiscal year's earnings per share. Negative P/E ratios are excluded from this calculation.

**Dividend yield** is the weighted average of each underlying holdings' dividend yield. There is no guarantee dividends will be paid.

**Upside/Downside capture** Upside/downside capture ratio shows you whether a given fund has outperformed--gained more or lost less than--a broad market benchmark during periods of market strength and weakness.

Frank Russell Company ("Russell") is the source and owner of the trademarks, service marks and copyrights related to the Russell Indexes. Russell® is a trademark of Frank Russell Company. Neither Russell nor its licensors accept any liability for any errors or omissions in the Russell Indexes and / or Russell ratings or underlying data and no party may rely on any Russell Indexes and / or Russell ratings and / or underlying data contained in this communication. No further distribution of Russell Data is permitted without Russell's express written consent. Russell does not promote, sponsor or endorse the content of this communication.

The Russell 1000 Value Index (the "Index") is a trademark of Frank Russell Company ("Russell") and has been licensed for use by Index Design Group, LLC ("IDG"). The Pacer US Cash Cows 100 Strategy is not in any way sponsored, endorsed, sold or promoted by Russell or the London Stock Exchange Group companies ("LSEG") (together the "Licensor Parties") and none of the Licensor Parties make any claim, prediction, warranty or representation whatsoever, expressly or impliedly, either as to (i) the results to be obtained from the use of the Index (upon which the Pacer US Cash Cows 100 Strategy is based), (ii) the figure at which the Index is said to stand at any particular time on any particular day or otherwise, or (iii) the suitability of the Index for the purpose to which it is being put in connection with the Pacer US Cash Cows 100 Strategy. None of the Licensor Parties have provided or will provide any financial or investment advice or recommendation in relation to the Index to IDG or to its clients. The Index is calculated by Russell or its agent. None of the Licensor Parties shall be (a) liable (whether in negligence or otherwise) to any person for any error in the Index or (b) under any obligation to advise any person of any error therein.

Cash Cows Index® is a registered trademark of Index Design Group, LLC.

© 2025, Pacer Advisors, Inc., All rights reserved.

**NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED**