

Zagg Inc. (ZAGG: OTCBB)

Company Information

Address:

3855 So. 500 W. Suite B
Salt Lake City, UT 84115-4279

Phone:

1.800.700.ZAGG (9244)

Website:

<http://www.zagg.com/>

Stock Information

Ticker:

ZAGG:OTCBB

Price:

\$1.47

Shares Outstanding:

19.14 million

Market Capitalization:

\$28.1 million

52 Week Range:

\$0.56 - \$1.60



Source: Bigcharts.com

5 THINGS YOU NEED TO KNOW ABOUT ZAGG INC.

1) The management team running Zagg Inc. is experienced and capable of growing the company

Taking a company public doesn't guarantee success.

A successful public company must have a management team with the experience and expertise to create value for shareholders. They must know how to establish and execute an economically viable business plan, build the brand and company image, organize and motivate employees, and do it in as timely and cost-efficient a manner as possible.

The management team running Zagg Inc. is capable of this. They are solid and have a history of success. Not only is the team experienced, but they are driven to grow the company and create shareholder value.

2) Zagg Inc. has a relatively low number of shares outstanding

Companies with a low number of shares outstanding are advantageous because shareholder value has not been diluted. Also, companies with low outstanding shares are often more explosive relative to companies with a large number of shares in the marketplace.

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A low number of shares outstanding means a tighter float and, consequently, a smaller marketplace for a stock. Since share prices are determined by supply and demand, a sudden increase in buying will likely overwhelm the number of sellers and result in an upward price surge.

3) Zagg Inc. has the right promotion

Being the world's greatest company means nothing if no one knows about it. A company needs to actively undertake investor relations and publicity campaigns to spread the word about their product or service.

Doing this not only brings exposure to the company, but it will inevitably bring in new investors and add liquidity to the stock – a very good thing.

An illiquid stock makes it difficult for investors to enter/exit positions quickly and invariably results in larger bid/ask spreads. Large bid/ask spreads translates into money out of your pocket because you aren't receiving optimal pricing.

Many microcap stocks suffer from a lack of liquidity. However, with investor relations and publicity programs in-place, Zagg Inc. is actively working to ensure a liquid environment for its stock.

4) Zagg Inc. has a relatively small market capitalization

If you multiply the price of the stock by the total number of shares outstanding, you get the company's market capitalization.

Zagg Inc. currently has a market capitalization under \$250 million which falls into category of microcap stocks.

Microcap stocks can be volatile. However, the potential upside is far greater than that of a larger company. That's because it is statistically easier for a small company to double or triple in size compared to a stock with a large market capitalization.

Therefore, the returns on microcap investments such as Zagg Inc. can be staggering.

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5) Zagg Inc. is still “under the radar” of Wall Street

A sound strategy for making money in the markets is to buy a rock-solid company while it is still ‘under the radar’ of Wall Street. By getting in before anyone else knows about the stock, you position yourself to ride any price appreciation as other investors discover the company’s potential.

Because Zagg Inc. trades on the OTCBB, the stock is not yet known to the vast majority of Wall Street’s big money players. As Zagg Inc. develops its business and increases marketing efforts, it could attract a larger following from Wall Street. And that could send the share price soaring.

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