

Printed: 05/05/08 12:51 PM Prepared by: CRMIC Using The Investor's Toolkit

|  | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | LAST 5 | TREND |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  | YEAR AVG. | UP | DOWN |
| $\mathrm{A}$ <br> \% Pre-tax Profit on Sales (Net Before Taxes $\div$ Sales) | 17.5 | 11.7 | 14.6 | 15.6 | 17.4 | 18.0 | 19.7 | 20.9 | 21.4 | 23.2 | 20.6 | UP |  |
| B \% Earned on Equity (E/S $\div$ Book Value) | 22.5 | 23.7 | 25.2 | 25.0 | 23.3 | 20.7 | 20.9 | 21.8 | 19.7 | 18.3 | 20.3 |  | DOWN |

3 PRICE-EARNINGS HISTORY as an indicator of the future
This shows how stock prices have fluctuated with earnings and dividends. It is a building block for translating earnings into future stock prices.


Proj. P/E [22.31] Based on Next 4 qtr. EPS [2.72] Current P/E Based on Last 4 qtr. EPS [2.40] EVALUATING RISK and REWARD over the next 5 years
Assuming one recession and one business boom every 5 years, calculations are made of how high and how low the stock might sell. The upside-downside ratio is the key to evaluating risk and reward.
A HIGH PRICE -- NEXT 5 YEARS

$$
\text { Avg. High P/E } 34.1 \quad 27.0 \quad \text { X Estimate High Earnings/Share }
$$

4.52 $=$ Forecast High Price \$ $\qquad$
122.0

PEG=165

B LOW PRICE -- NEXT 5 YEARS
(a) Avg. Low P/E $\quad 22.0$

X Estimated Low Earnings/Share
2.40
2.40
-
$=\$$ $\qquad$ 52.8
(b) Avg. Low Price of Last 5 Years = 40.9
(c) Recent Severe Market Low Price = 39.8
(d) Price Dividend Will Support
$\frac{\text { Present Divd. }}{\text { High Yield (H) }}$ $\qquad$ $=$ $\qquad$ $=\$$ $\qquad$
C ZONING
122. 0 High Forecast Price Minus $\qquad$ Low Forecast Price Equals 80.0 Range. $1 / 3$ of Range $=$ $\qquad$
(4CD)
(4C2) Lower $1 / 3=$

| 42.0 |  |
| :---: | :---: |
|  | 62.0 |
| 102.0 |  | to $\qquad$ (Buy) Note: Ranges changed to 25\%/50\%/25\%

(4C3) Middle $1 / 3=$
(4C4) Upper $1 / 3=$ 60.780
to 122.0
(Maybe)
(4A1) (Sell)
Present Market Price of $\qquad$ is in the
Buy
uy
Range

D UP-SIDE DOWN-SIDE RATIO (Potential Gain vs. Risk of Loss)

| High Price (4A1) | 122.0 | Minus Present Price |  | 60.780 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 60.780 |  |  | 42.0 | 61.2 | = | 3.3 | To 1 |
| Present Price | 60.780 | Minus Low Price | (4B1) | 42.0 | 18.8 |  | (4D) |  |


| High Price (4A1) | 122.0 | Minus Present Price |  | 60.780 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 60.780 |  |  | 420 | 61.2 | $=$ | 3.3 | To 1 |
| Present Price | 60.780 | Minus Low Price | (4B1) | 42.0 | 18.8 |  | (4D) |  |

(4D)
(4A1)

E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)


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