

|  |  | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | LAST 5 YEAR AVG. | TREND |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1996 | 1997 | 1998 | 1999 | 2000 |  |  |  |  |  |  | UP | DOWN |
| A | \% Pre-tax Profit on Sales (Net Before Taxes $\div$ Sales) | 13.5 | 13.6 | 14.1 | 14.0 | 15.1 | 15.1 | 18.6 | 24.9 | 29.1 | 24.2 | 22.4 | UP |  |
|  | \% Earned on Equity (E/S $\div$ Book Value) | 12.5 | 15.1 | 16.6 | 15.2 | 18.1 | 14.3 | 15.2 | 18.2 | 19.5 | 18.5 | 17.1 | UP |  |

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. |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | RICE | 44.900 |  | GH THIS YEAR |  |  | YEAR | 30.640 |
| Year |  | A PRICE B |  | $\begin{gathered} \text { C } \\ \text { Earnings } \\ \text { Per } \\ \text { Share } \end{gathered}$ |  | $\underset{\text { Price Earnings Ratio }}{\text { E }}$ |  | F <br> Dividend <br> Per <br> Share | $\begin{gathered} \mathrm{G} \\ \text { \% Payout } \\ \mathrm{F} \div \mathrm{C} \times 100 \end{gathered}$ | H <br> \% High Yield $F \div B \times 100$ |
|  |  | HIGH | LOW |  |  | $\begin{aligned} & \mathrm{HIGH} \\ & \mathrm{~A} \div \mathrm{C} \end{aligned}$ | $\begin{aligned} & \text { LoW } \\ & B \div C \end{aligned}$ |  |  |  |
| 1 | 2001 | 43.8 | 23.0 | 0.77 |  | 57.3 | 30.1 | 0.040 | 5.2 | 0.2 |
| 2 | 2002 | 39.4 | 19.7 | 1.04 |  | 37.9 | 18.9 | 0.050 | 4.8 | 0.3 |
| 3 | 2003 | 39.1 | 20.2 | 1.50 |  | 26.1 | 13.5 | 0.060 | 4.0 | 0.3 |
| 4 | 2004 | 50.4 | 34.7 | 2.09 |  | 24.1 | 16.6 | 0.070 | 3.3 | 0.2 |
| 5 | 2005 | 53.4 | 30.6 | 2.27 |  | 23.5 | 13.5 | 0.080 | 3.5 | 0.3 |
| 6 | TOTAL |  | 128.2 |  |  | 111.6 | 62.5 |  | 20.8 |  |
| 7 | AVERAGE |  | 25.6 |  |  | 27.9 | 15.6 |  | 4.2 |  |
| 8 | AVERAGE PRICE EARNINGS RATIO |  |  | 21.8 | 9 | CURRENT PRICE EARNINGS RATIO 20.1 |  |  |  |  |
|  | Proj. P/E [17.82] Based on Ne EVALUATING RISK and REWARD o |  |  | qtr. next 5 y |  |  | Current P/E Based on |  | $\text { st } 4$ | EPS PEG |

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.


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

| High Price | (4A1) | 98.6 | Minus Present Price |  | 44.900 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Present Pric |  | 44.900 | Minus Low Price | (4B1) | 35.7 |

$\frac{53.7}{9.2}=\frac{5.8}{(4 \mathrm{D})}$ то 1

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


5-YEAR POTENTIAL This combines price appreciation with dividend yield to get an estimate of total return. It provides a standard for comparing income and growth stocks.

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13.0\%


