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|  |  | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | $\begin{gathered} \text { LAST } 5 \\ \text { YEAR AVG. } \end{gathered}$ | TREND |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | UP |  |  |  |  |  |  |  |  |  |  | DOWN |
| A | \% Pre-tax Profit on Sales (Net Before Taxes $\div$ Sales) |  | 12.4 | 13.5 | 13.6 | 14.1 | 14.0 | 15.1 | 15.1 | 18.6 | 24.9 | 29.1 | 20.5 | UP |  |
| B | \% Earned on Equity ( $\mathrm{E} / \mathrm{S} \div$ Book Value) | 24.3 | 12.5 | 15.1 | 16.6 | 15.2 | 18.1 | 14.3 | 15.2 | 18.2 | 19.5 | 17.0 | UP |  |

3 PRICE-EARNINGS HISTORY as an indicator of the future


Proj. P/E [16.19] Based on Next 4 qtr. EPS [2.56]
Current P/E Based on Last 4 qtr. EPS [2.29]
EVALUATING RISK and REWARD over the next 5 years
PEG=151
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) | 88.9 | Minus Present Price |  | 41.520 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Present Price |  | 41.520 | Minus Low Price | (4B1) | 35.0 | $\begin{gathered} 47.4 \\ \hline 6.5 \end{gathered}$ |

$\qquad$
7.3
(4D)
E PRICE TARGET (Note: This shows the potential market price appreciation over the next five years in simple interest terms.)


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