

VALUE LINE INVESTMENT EDUCATION



Smart research. Smarter investing.™

How to Read a Value Line Report

In order to make the best use of Value Line products, you'll want to understand our research reports and put them in context. This guide was designed to help you do just that. Referring to this guide will assist you in using our services as forecasters of relative stock price performance as well as a source of interpretive analysis and historical information that will assist you in spotting trends.

I: GETTING STARTED

As a subscriber, you will receive three parts of *The Value Line Investment Survey*® each week. Part 1 is the *Summary & Index*, Part 2 is *Selection & Opinion* and Part 3 is *Ratings & Reports*. Below we will describe each section and discuss some of the ways to use them.

Part 1 – Summary & Index

We will start with the *Summary & Index*. The front cover contains a Table of Contents, three important market statistics, and a list of all the industries we follow in alphabetical order with their current industry rank shown next to the name. The page number is to the right. The market statistics are found in three boxes. The first box (A) has the median of estimated price/earnings ratios of all stocks with earnings covered in *The Value Line Investment Survey* (approximately 1,700). The second box (B) shows the median of estimated dividend yields (total dividends expected to be paid in the next 12 months divided by the recent price) of all dividend-paying stocks in *The Value Line Investment Survey*. The third box (C) contains the estimated median price appreciation

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Summary & Index

potential 3 to 5 years into the future for the approximately 1,700 stocks in *The Value Line Investment Survey*, based on Value Line's hypothesized economic environment 3 to 5 years hence. A fairly good picture emerges of how the Value Line universe is evaluated.

What's more, *The Value Line Investment Survey* comprises approximately 90% of the market capitalization of all equities traded in U.S. markets, and therefore represents the stock market as a whole quite well.

These screens are a good starting point for anyone seeking investment ideas or help in forming a strategy. The screens are also useful for investors looking for a list of stocks relevant to their specific strategies.

Selection & Opinion (S&O) contains Value Line's weekly economic and stock market commentary and investment ideas, along with one or more pages of research highlighting specific stocks or industries, and a variety of pertinent economic and stock market statistics. It also includes four model stock portfolios (Stocks with Above-Average Year-Ahead Price Potential, Stocks for Income and Potential Price Appreciation, Stocks with Long-Term Price- Growth Potential, and Stocks with Above-Average Dividend Yields). The *Selection & Opinion* provides valuable investment ideas and a good understanding of Value Line's outlook for the stock market and economy. In addition, Value Line posts market commentary at least twice each business day at www.valueline.com.

Every week subscribers receive a new Issue of *Ratings & Reports* containing approximately 130 company reports grouped by industry, and a smaller number of industry reports. The industry reports precede the reports on the companies in that same industry. Over the course of three months, revised reports on all approximately 1,700 companies and nearly 100 industries are issued.

II: PLANNING AN INVESTMENT STRATEGY

When planning an investment strategy, it is important to consider a number of factors, including such aspects as your age, current financial situation, and risk tolerance. Of course, there are myriad other considerations, and our tools will help investors make well informed decisions when picking securities.

We have created a guide called *Planning an Investment Strategy* that you may wish to read before taking any portfolio action. As a quick summary, you should diversify your portfolio both across asset classes (e.g., stocks, bonds, and foreign securities) and within asset classes (i.e., owning a variety of stocks and bonds).

In addition, you do not have to manage every portion of your portfolio. Instead, you might hire someone else to handle the components that you do not have the desire or experience to oversee. For example, you could buy a diversified fixed-income mutual fund for the bond portion of your portfolio, while maintaining a collection of stocks yourself. The right mix of “outsourcing” and personal direction is an individual decision, but in the end you should create a portfolio that offers good returns at a level of risk you can tolerate.

Again, we encourage you to take the time to read through the *Planning an Investment Strategy* guide so that you can start your portfolio on a solid foundation.

III: CREATING A LIST OF STOCKS FOR FURTHER RESEARCH

Once you have decided on your portfolio approach, you will begin selecting securities. There are many ways to use *The Value Line Investment Survey* to find the equities most appropriate for your goals. We include a number of stock screens in the back of each *Summary & Index* to assist our readers in narrowing the universe of stocks for further consideration.

The screens are updated weekly and cover a broad range of investment options, including Conservative Stocks, Highest Yielding Stocks, and Stocks with Highest 3- to 5-Year Appreciation Potential. A description of the screens is provided

if the title of a screen is not self-explanatory. There are, of course, many more screens than the ones listed here, which are available in the back of the *Summary & Index*. Regardless, this approach will provide you with a more focused and shorter list of companies to research.

For those who want more advice than a static screen, we have also created four model portfolios: Portfolio I (Stocks with Above-Average Year-Ahead Price Potential), Portfolio II (Stocks for Income and Potential Price Appreciation), Portfolio III (Stocks with Long-Term Price Growth Potential), and Portfolio IV (Stocks with Above-Average Dividend Yields). These portfolios are overseen by Value Line analysts and are updated weekly in *Selection & Opinion*. A fifth model portfolio (The Value Line \$5–\$15 Portfolio) is also provided via weekly email. These portfolios offer another convenient starting point for selecting stocks for inclusion in your portfolio.

On an ongoing basis, we provide stock screens and Stock Highlights in *Selection & Opinion*. The screens go beyond those included weekly in the *Summary & Index* and often provide a different or unique investment approach. The Stock Highlights offer a more in-depth review of companies that we believe merit a second look. These features are critical in providing new and interesting investment ideas down the road.

IV: RESEARCHING A STOCK USING THE VALUE LINE PAGE

A sample Value Line report is included at the back of this guide. The numbers below reference back to the sample page.

To start studying a stock, we suggest that you concentrate on various features found on every company page of *Ratings & Reports*. Begin by using the Timeliness™, Safety™ and Technical ranks that appear in the upper left corner of each page (item 1). Next, look at the analyst’s commentary in the bottom half of each report (item 13). Then review our various forecasts for financial data. Estimated financial data is shown on the right side (bold italic print) of the Statistical Array (item 12). Growth rates are in the Annual Rates box (item 17). A stock’s Target Price Range is on the right-hand side of the graph (item 10), and 3- to 5-year stock price Projections are in the projections box (item 19).

Finally, review the historical financial data appearing in the left side of the Statistical Array (item 18). Illustrations and more details follow.

Value Line Ranks

(see item 1 on the sample page)

Timeliness

TIMELINESS	3	Lowered 3/11/16
SAFETY	1	Raised 2/13/09
TECHNICAL	4	Lowered 10/21/16
BETA	1.00	(1.00 = Market)

Sample Ranks Box

The Timeliness rank is Value Line's projection of the expected price performance of a stock for the coming six to 12 months relative to our approximately 1,700 stock universe. Stocks ranked 1 (Highest) or 2 (Above Average) are likely to outperform the Value Line universe over time. Stocks ranked 3 are likely to be average performers. And those ranked 4 (Below Average) or 5 (Lowest) are expected to underperform.

At any one time, there are 100 stocks ranked 1; 300 ranked 2; approximately 900 ranked 3; 300 ranked 4; and 100 ranked 5.

Safety

The Safety rank is a measure of the total risk of one stock compared to all others in our approximately 1,700 stock universe. As with the Timeliness rank, Value Line ranks each stock from 1 (Highest) to 5 (Lowest). However, unlike the Timeliness rank, the number of stocks in each category from 1 to 5 may vary. The Safety rank is derived from two measurements (weighted equally) found in the Ratings box, on the lower right hand corner of each page (item 14): a Company's Financial Strength and a Stock's Price Stability. Financial Strength is a measure of a company's financial condition, and is reported on a scale of A++ (Highest) to C (Lowest). The largest companies with the strongest balance sheets often earn the highest scores. Price Stability is based on a ranking of the standard deviation (a measure of volatility) of weekly percent changes in the stock price over the last five years, and is reported on a scale of 100 (Highest) to 5 (Lowest) in increments of 5. Generally speaking, stocks with Safety ranks of 1 or 2 are most suitable for conservative investors.

Company's Financial Strength	A++
Stock's Price Stability	85
Price Growth Persistence	100
Earnings Predictability	100

Sample Financial/Stock Price Data

A stock's Price Growth Persistence and a company's Earnings Predictability are also included in the Ratings box. They do not factor into the Safety rank, but are useful statistics, nonetheless. Price Growth Persistence is a measure of the consistency of relative stock price growth over the past 10 years. Earnings Predictability is a measure of the reliability of an earnings forecast.

Technical

The Technical rank is primarily a predictor of a stock's short term (three to six months) relative price change. It is based on a proprietary model which examines 10 relative price trends for a particular stock over different periods in the past year. It also takes into account the price volatility of each stock. The Technical rank ranges from 1 (Highest) to 5 (Lowest) as well. At any one time, about 100 stocks are ranked 1; 300 ranked 2; 900 ranked 3; 300 ranked 4; and 100 ranked 5.

Beta

Beta is a measure of the volatility of a stock relative to the overall stock market and is calculated by Value Line. A Beta of 1.00 suggests that a stock will move up and down roughly in lock-step with the market, so that a 3% increase or fall in the broader market would likely be accompanied by a similar percentage move in the stock. A Beta higher than 1.00 means a stock tends to be more volatile than the market, while a Beta lower than 1.00 suggests the stock's price fluctuations will be more muted in relationship to the broader market.

Industry Timeliness

Value Line also publishes ranks which show the expected performance of each industry, relative to the other. These ranks are updated weekly and published on the front cover and on page 24 of the *Summary & Index*. They also appear at the top of each Industry Report in *Ratings & Reports*.

Analyst's Commentary

Many readers think our commentary (item 13) is the most important section of the page. In the commentary, the analyst discusses his/her expectations for the company, and individual stock, over the near and long term. There are times when the raw numbers don't tell the full story. The analyst uses the commentary to explain the forecast. The commentary is also particularly useful when a trend is shifting, or a change is about to occur. As an example, a stock may have a below average Timeliness rank but the analyst thinks earnings could turn around in the future. In this case, the analyst may use this section to explain why he/she thinks conditions are likely to get better, thus giving the subscriber more insight into what is happening and why.

Will The Walt Disney Company's growth begin to moderate this year?

The media conglomerate got off to a sluggish start in fiscal 2017 (year ended September 30th). In fact, the company experienced softness in all of its categories, save for its Parks & Resorts segment. In all, share earnings decreased 10%, to \$1.55, for the December period, on a 3% revenue decline. That said, some of the soft comparisons may be due to the tremendous gains Disney experienced in the year-ago period, spurred by the box office success of *Star Wars Episode VII*. And we imagine the tailwinds from the *Jedi* franchise and *Frozen* merchandising will continue to subsidize, but the reboot of *Beauty and the Beast*, and a strong summer movie slate may offset some of that decline in the back half of the year. Even so, we look for the top and bottom lines to eke out 2%-3% gains for fiscal 2017. On the other hand, we think the pace will pick up again next year, and share net will climb 5%-10%, on a 3%-5% revenue advance.

The company is strategically investing in its business. Indeed, Disney has been bolstering its core brands and con-

tent. Over the last few years, the company has expanded its Parks & Resorts segment, opening Shanghai Disney, and will likely further expand its international and domestic theme parks in the coming months. Too, we imagine the company will focus on technological innovation, especially to support its Media Networks division. Disney plans to launch a new *ESPN* streaming service, with the help of its BAMTech partnership, and we would not be surprised if the company concentrated on strengthening its mobile capabilities or multiplatform opportunities to capture cord-cutting viewers. Meanwhile, the board will likely also use funds to improve shareholder returns through stock repurchases and dividends.

These quality shares are fairly valued at this juncture. Although DIS stock has trended up nicely over the past few months, it is ranked to perform in tandem with the broader market averages in the year ahead. Furthermore, much of the good news we anticipate from the mature company out to 2020-2022 is already baked into the recent quotation.

Orly Seidman

May 5, 2017

*Sample Analyst's Commentary
(Also see item 13 on the sample page)*

Value Line Financial Data

The Statistical Array in the center of the report (where most of the numbers are), Value Line provides both financial projections (item 12) and historical data (item 18).

Financial Estimates

Our analysts carefully review each company's past performance, then focus on market dynamics and industry trends in their analysis. Many will derive the numbers in the Array (item 12) and Quarterly Projections (item 16) from carefully curated data maintained for each company stock. Forward-looking estimates are presented in bold italics.

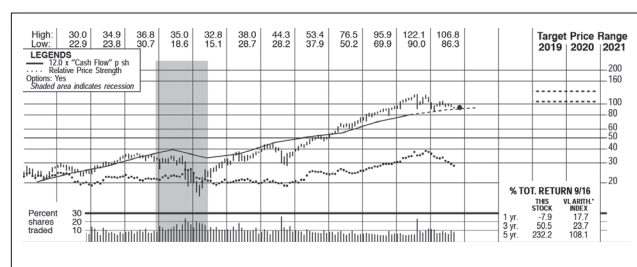
2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435	2436	2437	2438	2439	2440	2441	2442	2443	2444	2445	2446	2447	2448	2449	2450	2451	2452	2453	2454	2455	2456	2457	2458	2459	2460	2461	2462	2463	2464	2465	2466	2467	2468	2469	2470	2471	2472	2473	2474	2475	2476	2477	2478	2479	2480	2481	2482	2483	2484	2485	2486	2487	2488	2489	2490	2491	2492	2493	2494	2495	2496	2497	2498	2499	2500	2501	2502	2503	2504	2505	2506	2507	2508	2509	2510	2511	2512	2513	2514	2515	2516	2517	2518	2519	2520	2521	2522	2523	2524	2525	2526	2527	2528	2529	2530	2531	2532	2533	2534	2535	2536	2537	2538	2539	2540	2541	2542	2543	2544	2545	2546	2547	2548	2549	2550	2551	2552	2553	2554	2555	2556	2557	2558	2559	2560	2561	2562	2563	2564	2565	2566	2567	2568	2569	2570	2571	2572	2573	2574	2575	2576	2577	2578	2579	2580	2581	2582	2583	2584	2585	2586	2587	2588	2589	2590	2591	2592	2593	2594	2595	2596	2597	2598	2599	2600	2601	2602	2603	2604	2605	2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616	2617	2618	2619	2620	2621	2622	2623	2624	2625	2626	2627	2628	2629	2630	2631	2632	2633	2634	2635	2636	2637	2638	2639	2640	2641	2642	2643	2644	2645	2646	2647	2648	2649	2650	2651	2652	2653	2654	2655	2656	2657	2658	2659	2660	2661	2662	2663	2664	2665	2666	2667	2668	2669	2670	2671	2672	2673	2674	2675	2676	2677	2678	2679	2680	2681	2682	2683	2684	2685	2686	2687	2688	2689	2690	2691	2692	2693	2694	2695	2696	2697	2698	2699	2700	2701	2702	2703	2704	2705	2706	2707	2708	2709	2710	2711	2712	2713	2714	2715	2716	2717	2718	2719	2720	2721	2722	2723	2724	2725	2726	2727	2728	2729	2730	2731	2732	2733	2734	2735	2736	2737	2738	2739	2740	2741	2742	2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756	2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828	2829	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840	2841	2842	2843	2844	2845	2846	2847	2848	2849	2850	2851	2852	2853	2854	2855	2856	2857	2858	2859	2860	2861	2862	2863	2864	2865	2866	2867	2868	2869	2870	2871	2872	2873	2874	2875	2876	2877	2878	2879	2880	2881	2882	2883	2884	2885	2886	2887	2888	2889	2890	2891	2892	2893	2894	2895	2896	2897	2898	2899	2900	2901	2902	2903	2904	2905	2906	2907	2908	2909	2910	2911	2912	2913	2914	2915	2916	2917	2918	2919	2920	2921	2922	2923	2924	2925	2926	2927	2928	2929	2930	2931	2932	2933	2934	2935	2936	2937	2938	2939	2940	2941	2942	2943	2944	2945	2946	2947	2948	2949	2950	2951	2952	2953	2954	2955	2956	2957	2958	2959	2960	2961	2962	2963	2964	2965	2966	2967	2968	2969	2970	2971	2972	2973	2974	2975	2976	2977	2978	2979	2980	2981	2982	2983	2984	2985	2986	2987	2988	2989	2990	2991	2992	2993	2994	2995	2996	2997	2998	2999	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Target Price Range and 3- to 5-year Projections

In the upper right-hand section of our Price chart/graph is the 3- to 5-year Target Price Range (item 10). The range is based on our earnings projection for that period, multiplied by the estimated price/earnings ratio in the Statistical Array. The width of the high-low range depends on the stock's Safety rank. A stock with a high Safety rank has a narrower range, one with a low rank, a wider one.

In the left hand column of each report, we include our 3- to 5-year Target Price Range (item 19) projections. There you can see the potential high and low average prices we forecast, the percentage price changes we project, and the expected compound annual total returns (price appreciation plus dividend growth). To make these calculations, analysts compare the expected prices for the next three to five years (as shown in the Target Price Range and Projections box) with the recent quotation shown at the top of the report (item 5).

Investors whose primary goal is long-term price appreciation should study the 3- to 5-year projections carefully and choose stocks with above-average capital gains potential. For comparative purposes, you can find the Estimated Median Price Appreciation Potential for all approximately 1,700 stocks on the front page of the *Summary & Index*.



Sample Target Price Range

V: EXAMINING A VALUE LINE PAGE IN MORE DETAIL

In the following section, we are going to examine a Value Line page, with the objectives of interpreting the array of statistical data presented and weighing the data and the accompanying comment against your needs. We have chosen a report on The Walt Disney Company, a multinational mass-media and entertainment conglomerate and member of the Dow Jones Industrial Average.

Putting Data in Perspective

Looking at the top of the page, we can see that Disney's stock price in May 2017 was \$115.18 a share (item 5 on the sample page). By itself, the stock price means very little. In the line below the price, annual high and low prices for each year from 2006 through 2017 are indicated. Below the high and low annual prices is a price chart (graph) that shows monthly price ranges for essentially the same period, along with other useful information that we will discuss below.

At the current quotation, is the stock undervalued, overvalued or fairly valued? The fact that the "cash flow" line is below the price of the stock indicates that it appears to be slightly overvalued.

Price-Earnings Ratio — This is probably the most widely used measure of stock valuation. Value Line shows a variety of P/E ratios on every company page, as discussed below:

The P/E ratio on the very top of the Value Line page (item 6) is calculated by dividing the recent price of the stock by its 12-month earnings (including one quarter of actual earnings plus three quarters of estimated earnings).

The Relative P/E ratio (item 8) compares the P/E of one stock with the median of estimated P/E ratios of all stocks under Value Line review. As such, a relative P/E of more than 1 indicates that a stock's P/E ratio is currently higher than that of the Value Line universe.

The Trailing P/E ratio (item 7) is calculated by dividing the recent stock price by the past 12 months of actual (reported) earnings. This figure is often reported in newspapers and financial web sites.

The Median P/E ratio (item 7) is the average annual P/E ratio of a stock over the past 10 years, with certain statistical adjustments made for unusually low or high ratios.

The Average Annual P/E ratio (items 12 and 18) is calculated by dividing the average price for each year by the actual reported earnings for the same year and is shown in the Statistical Array.

The Relative (Annual) P/E ratio (items 12 and 18) is calculated by dividing the Average Annual P/E of a stock with the Average Annual P/E of all stocks under Value Line review in the same year.

To gauge the significance of the stock's recent value, the reader should look at the price in relation to a variety of data. As far as P/Es are concerned, the current P/E ratio and relative P/E ratio for Disney's stock, are below those of most stocks in the Value Line universe.

Low P/E ratios may mean that the stock is underpriced, unless there are factors indicating that there will be a significant decline in the company's fundamentals. Is this the case with Disney? Probably not, since management has been very vigilant in its efforts to maximize returns from its businesses, and the Value Line analyst is expecting continued profit growth over the next three to five years. Disney's relative P/E ratio of 0.97 (item 8), a lower valuation than found in the average stock followed by Value Line, likely reflects the fact that the company's upward earnings trend over the past 15 years has recently moderated.

The Dividend Yield (item 9) shows the expected return from cash dividends on the stock over the next 12 months, as a percentage of the recent price. Disney's yield of 1.4% is below the median of all dividend-paying stocks in the Value Line universe. (The median is shown each week on the cover of the *Summary & Index* section.) We also see that the company has changed its dividend policy and now pays dividends semi-annually. Value Line's analyst thinks that Disney stock dividends will increase over the next ten years. Many investors view regular increases in a dividend very positively.

The Price Chart

Next, look at Disney's price chart (or graph) at the top of the report (item 11). The first thing one should note is the price history, shown by the small vertical bars in the center of the graph, which show the high and low monthly prices for the stock (adjusted for any subsequent stock splits or dividends). Looking at the bars, you can see that the stock price climbed to new highs in 2015, gave back some of these gains in 2016, but has gained ground since.

Now review the Cash Flow line, the solid line running from 2005 through the middle of 2016 (more fully described below). The dashed line from mid-2016 to mid-2018, which is an extension of the Cash Flow line, is Value Line's projection of the line for those years. For most of the past

12 years, Disney's stock has traded within reach of the Cash Flow line.

Finally, note the **Relative Price Strength** line (item 4), the faint small dotted line, toward the bottom of the chart. This shows the relative performance of Disney stock versus the entire universe of Value Line stocks; when the Relative Price Strength line is rising, it means a stock is outperforming the universe. When it is falling, a stock is lagging the Value Line universe.

At the very bottom of the chart, we show monthly trading volume (item 11) as a percentage of total shares outstanding. The Legends box (item 2) in the upper left of the price chart contains, among other things, information on the cash flow multiple, a record of stock splits, and whether or not there are options traded.

The **Target Price Range** (item 10) in the upper right corner of the price chart indicates the Value Line forecast for the stock's price range over the 3- to 5-year period. This box should be viewed in conjunction with the Projections box (item 19) near the top left-hand corner of the page, which also gives our 3- to 5-year projections. For Disney, we expect the average price to hover between 110 and 135, which would be between -5% and 15% above the level in May 2017.

Just above the Projections box is a section containing the Value Line Timeliness, Safety, and Technical ranks, plus a Beta calculation (item 1). Disney's Beta of 1.00 reveals that this stock is likely to move in unison with the typical stock in the broader market. If you are looking for stability, a stock like Disney, with an average Beta, is a good option.

The "Cash Flow" Line

The price chart at the top of the Disney page contains, among other things, a monthly price history for the stock (the vertical bars) overlaid by a solid line that we call the "cash flow" line (sometimes also called the "Value Line") (item 3). To plot the line, we multiply cash flow per share (net income plus depreciation and amortization less preferred dividends divided by the number of shares outstanding at the end of the year) by a number (multiple) determined by our analyst — the multiple is noted in our graph legend (item 2). The goal is to create a line that closely matches the stock price history and will ultimately extend to our

projected 3- to 5-year Target Price Range. In the case of Disney, the “cash flow” multiple is now 12.0. (The multiple can, and often does, change over time.) Stocks tend to trade at or near their “Cash Flow” line.

Historical Results and Estimates

When available, our historical array includes per-share data dating back up to 17 years. The historical data (item 18) appear on the left side and are presented in regular type. We also project statistical data (item 12) for the current fiscal year, next fiscal year, as well as three to five years into the future. These projections are presented in bold italics.

Highlights from the Statistical Array (items 12 and 18):

Revenues per share (first line), or how much revenue the company generated from its operations, divided by its share count.

Cash flow per share (second line), as commonly used by analysts, is the sum of reported earnings plus depreciation, less any preferred dividends, calculated on a per-share basis. It is an indicator of a company’s internal cash-generating ability—the amount of cash it earns to expand or replace plant and equipment, to provide working capital, to pay dividends, or to repurchase stock. Disney’s cash flow per share has almost quadrupled since 2001.

Earnings per share (third line) are shown by Value Line as they were reported to stockholders, excluding nonrecurring items and adjusted for any subsequent stock splits or stock dividends. Value Line will usually use diluted earnings per share. This metric includes dilution (stemming from options or warrants, etc.) rather than relying on the weighted average of outstanding shares. Details, including nonrecurring items excluded from our earnings presentation are included in the footnotes section (item 15).

Disney’s, earnings per share increased steadily between 2002 and 2016.

Dividends Declared per share (fourth line). Directors of growth-oriented companies often prefer to pay small or “token” dividends, or none at all, so they can reinvest earnings in the business. Disney paid 25% of its earnings in dividends in 2016 and invested the remainder in the business; and the percentage is likely to increase slightly

to 28% over the next few years. The larger capitalization stocks followed by Value Line typically pay out 25%-30% of their net profits.

Capital Spending per share (fifth line) is the amount that a company spends on new plants and equipment, divided by its shares outstanding including funds used for acquisitions of other companies which most analysts do not use in their projected budgets.

Book Value per share (sixth line) is common shareholders’ equity determined on a per-share basis. It includes both tangible assets, like plant and receivables and inventories, as well as intangibles, like the value of patents or brand names, known as “goodwill.” Any significant intangibles will normally be indicated in a footnote (item 15). If all assets could be liquidated at the value stated on the company’s books, all liabilities such as accounts payable, taxes, and long-term debt paid, and all preferred stockholders compensated, the book value is what would be left for the common stockholders.

The number of **Common Shares Outstanding** (seventh line) is also listed in the Statistical Array. Sometimes net income rises, but earnings per share do not, because the number of shares outstanding has increased. This may happen because a company is issuing stock to pay for acquisitions or to fund internal growth. As a result, sales and profits may soar, while per-share sales and earnings lag. On the other hand, when cash-rich companies buy their own shares, earnings per share can rise even if net income is stable, or decreasing.

The **Average Annual P/E Ratio** (eighth line) shows Disney’s average annual P/E was at unusually high levels in 2001 and 2002 when entertainment stocks were in favor; it has narrowed considerably over the past 13 years.

The **Relative P/E Ratio** (ninth line) shows how the stock’s price-earnings ratio relates to those of all stocks in the Value Line universe. Disney’s relative P/E of 0.97 in May 2017 was below that of the typical stock in the Value Line universe. The Value Line analyst thinks it will be average in the 2020–2022 period.

The **Average Annual Dividend Yield** (10th line) is of special interest to income-oriented investors, many of whom are more concerned with a stock’s yield, rather than its

appreciation potential. Income-oriented investors should look for stocks with higher than average yields — shown each week in the center box of the front cover of the *Summary & Index*, but they should also look at dividend trends over time. Steady increases are attractive to many investors. Investors should also look carefully at a company's free cash flow to ensure that the company will be able to continue to pay the dividend. Disney recently changed its payment schedule from an annual to semi-annual one. The historical payment dates are included in the Footnotes (item 15). And dividends are recorded on the bottom left of the page (item 16).

Company Financial Data

The **Sales or Revenues** figure (11th line) a common measure given when referring to a company's size. Disney's revenues have grown significantly over the past several years.

The **Operating Margin** (12th line) indicates what percentage of sales is being converted into operating income. (Operating income is total sales minus the cost of goods sold and selling, general and administrative expenses. It is also referred to as EBITDA, or earnings before interest, taxes, depreciation, and amortization.) At Disney, this figure has increased steadily since 2009 and is poised to continue upward in 2017 and beyond.

Depreciation (13th line) is the reduction in the value of a company's assets. This figure reflects the aging of a company's plant and equipment.

Net Profit, or income, (14th line) is the amount the company earned after all expenses including taxes, excluding nonrecurring gains or losses and the results of discontinued operations. Disney's net profit has grown considerably since 2009.

Disney's **Income Tax Rate** (15th line) has bounced around from 37.2% in 2007 and the Value Line analyst thinks it will be 32.0% in the foreseeable future. Income tax rates will normally remain steady unless the federal tax rate changes in the U.S. or unless a company increases or decreases the percentage of business it does overseas, where tax rates differ.

Net Profit Margin (16th line) shows net income as a percentage of sales (or revenues). Here, the trend is the

most important thing, and rising margins are favorable. It is often worthwhile to compare the net margin with the operating margin. Usually the two metrics move in line with one another, though not always. Depreciation charges, interest expense, income taxes, and other costs are deducted from (and other income added to) operating income in the determination of net profit. Where there is a disparity in the trends of the net and operating margins, it may be worth taking a second look. (If depreciation, interest charges, or tax rates move sharply in any direction, there will be an impact on net profits, and it would be worthwhile to try to determine why the change occurred.)

We expect that Disney's net profit margin will increase nicely over the next three to five years.

Working Capital (17th line), the company's current assets less current liabilities, indicate the liquid assets available for running the business on a day-to-day basis. The higher a company's sales, the more working capital it typically has and needs. But we caution that a number of large companies with steady revenue streams no longer believe large amounts of working capital are necessary. In those cases, a negative working capital may be perfectly acceptable because a company can meet normal operating expenses from consistent cash receipts.

Long-term Debt (18th line) is debt obligations (excluding short-term debt due in the coming year). In the case of Disney, the amount is quite low relative to total capital.

Shareholders' Equity (19th line), also known as net worth, is the total stockholders' interest (preferred and common) in the company after all liabilities have been deducted from the total assets. All intangible assets such as goodwill, patents, and, sometimes, deferred charges are included in shareholders' equity — and often noted in the footnotes (item 15). Disney's equity has grown appreciably over the years, primarily from retained earnings.

Return on Total Capital (20th line) measures the percentage a company earns on its shareholders' equity and long-term debt obligations. When a company's return on total capital goes up, there should also be an increase in the return on shareholders' equity (see below). If not, it simply means

that the company is borrowing more and paying interest, but not earning more for the stockholders on their equity in the company's assets. Unless a company can earn more than the interest cost of its debt over time, the risk of borrowing is not worthwhile.

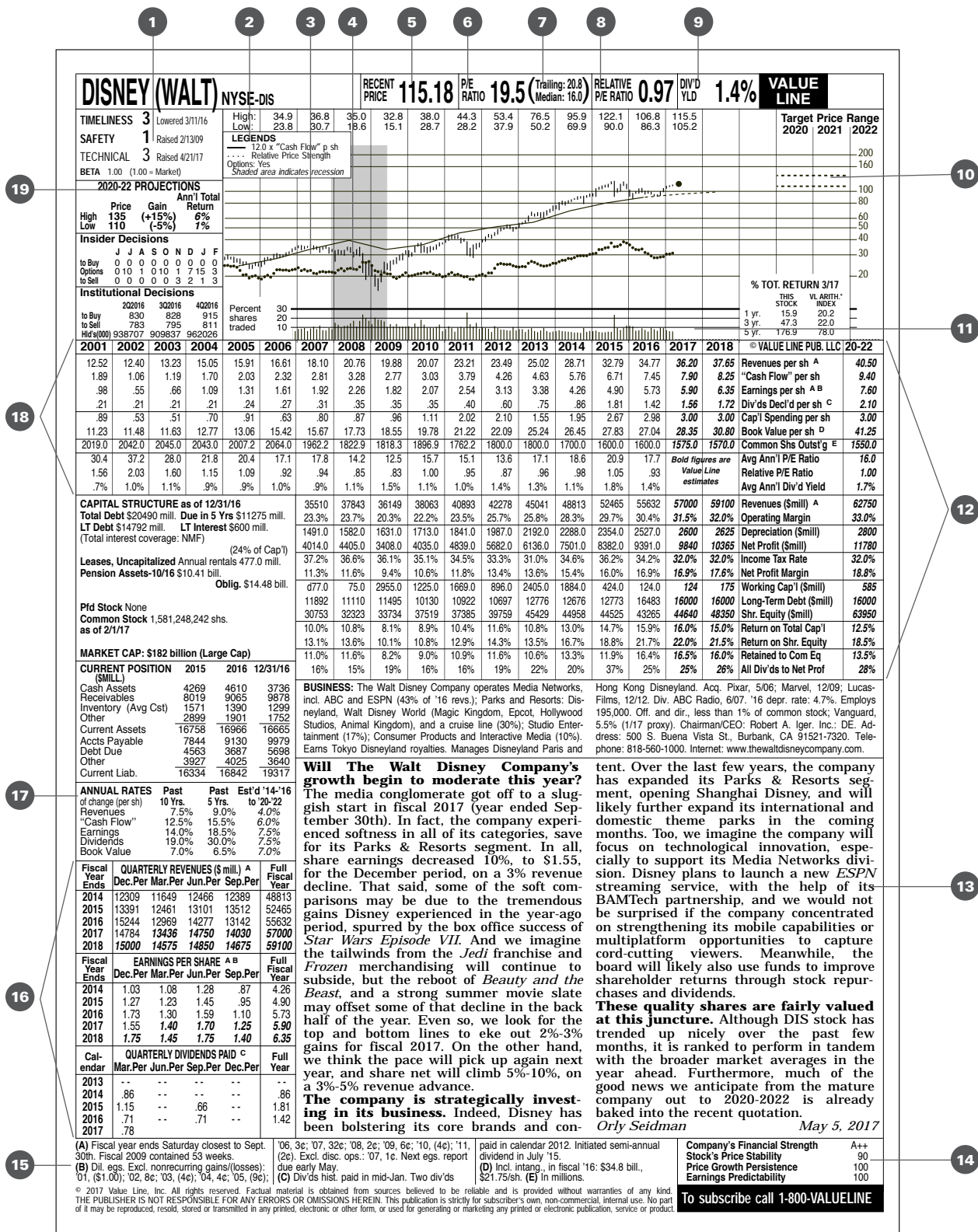
Return on Shareholders' Equity (21st line) reveals how much has been earned (in percentage terms) every year for the stockholders (common and preferred). Higher figures are usually desirable, often indicating greater productivity and efficiency. Disney's percent earned on net worth hit a lull in 2009, but has since grown steadily except for a dip in 2013.

Trends in both this ratio and the return on total capital—two key gauges of corporate performance—say a great deal about the skill of management.

Retained to Common Equity (22nd line) also known as the “plowback ratio,” is net income less all dividends (common and preferred), divided by common shareholders' equity and is expressed as a percentage. It measures the extent to which a company has internally generated resources to invest for future growth. A high plowback ratio and rapidly growing book value are positive investment characteristics.

All Dividends to Net Profit, or “payout ratio,” (23rd line) measures the proportion of a company's profits that is distributed as dividends to all shareholders—both common and preferred. Young, fast-growing companies often reinvest most of their profits internally. Mature companies usually pay out a large share of earnings. Disney paid out 25% of its profits in the form of cash dividends in fiscal 2016. By way of comparison, the typical large-cap company in the Value Line universe usually pays out about 25%-30% of its profits in dividends.

SAMPLE RESEARCH REPORT



SAMPLE RESEARCH REPORT

- 1 Value Line Ranks — the rank for Timeliness; the rank for Safety; the Technical rank. Beta, the stock's sensitivity to fluctuations of the market as a whole, is included in this box, but is not one of our proprietary ranks.
- 2 The Legends box contains the “cash flow” multiple, the amounts and dates of recent stock splits, and an indication if options on the stock are traded.
- 3 The Cash Flow line — reported earnings plus depreciation (“cash flow”) multiplied by a number selected to correlate the stock's 3- to 5-year projected target price, with “cash flow” projected out over the same period.
- 4 Relative Price Strength describes the stock's past price performance relative to the Value Line (Arithmetic) Average of approximately 1,700 stocks. (A rising line indicates the stock price has been rising more than the Value Line universe.)
- 5 Recent Price — Price as of the date listed on page 2 under Index to Stocks of this issue's *Summary & Index*
- 6 P/E Ratio — the recent price divided by the latest six months' earnings per share plus earnings estimated for the next six months.
- 7 Trailing and Median P/E — the first is the recent price divided by the sum of reported earnings for the past four reported quarters; the second is an average of the price/earnings ratios over the past 10 years.
- 8 Relative P/E ratio — the stock's current P/E divided by the median P/E for the approximately 1,700 stocks under Value Line review.
- 9 Dividend Yield — cash dividends estimated to be declared in the next 12 months divided by the recent price.
- 10 Target Price Range — the range in which a stock price is likely to trade in the 3- to 5-year projection period. Also shown in the “Projections” box on the left.
- 11 The percent of shares traded monthly — the number of shares traded each month as a % of the total outstanding.
- 12 Statistical Array — Value Line estimates and projections appearing in the area on the right side are in bold italics.
- 13 Analyst's Commentary — A 300 – 400 word report on recent developments and prospects — issued every three months on a regular schedule. Supplementary reports are issued when there is important news.
- 14 Value Line Ratings for Financial Strength, Price Stability, Price Growth Persistence, and Earnings Predictability. (See Glossary valueline.com for definitions.)
- 15 Footnotes explain a number of things, such as the way earnings are reported, whether basic or diluted.
- 16 Quarterly Sales are shown on a gross basis. Quarterly earnings on a per-share basis (estimates in bold type). Quarterly Dividends Paid are actual payments. The total of dividends paid in four quarters may not equal the figure shown in the annual series on dividends declared in the Historical and Statistical Arrays. (Sometimes a dividend declared at the end of the year will be paid in the first quarter of the following year.)
- 17 Annual Rates of Change (on a compound per-share basis). Actual for each of the past 5 and 10 years, estimated for the next three to five years.
- 18 Historical Array — historical financial data appear in regular type.
- 19 Projected stock price in 3 to 5 years. Also, the total expected percent gain/loss before dividends and the Annual Total Return (percent including dividends).

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