

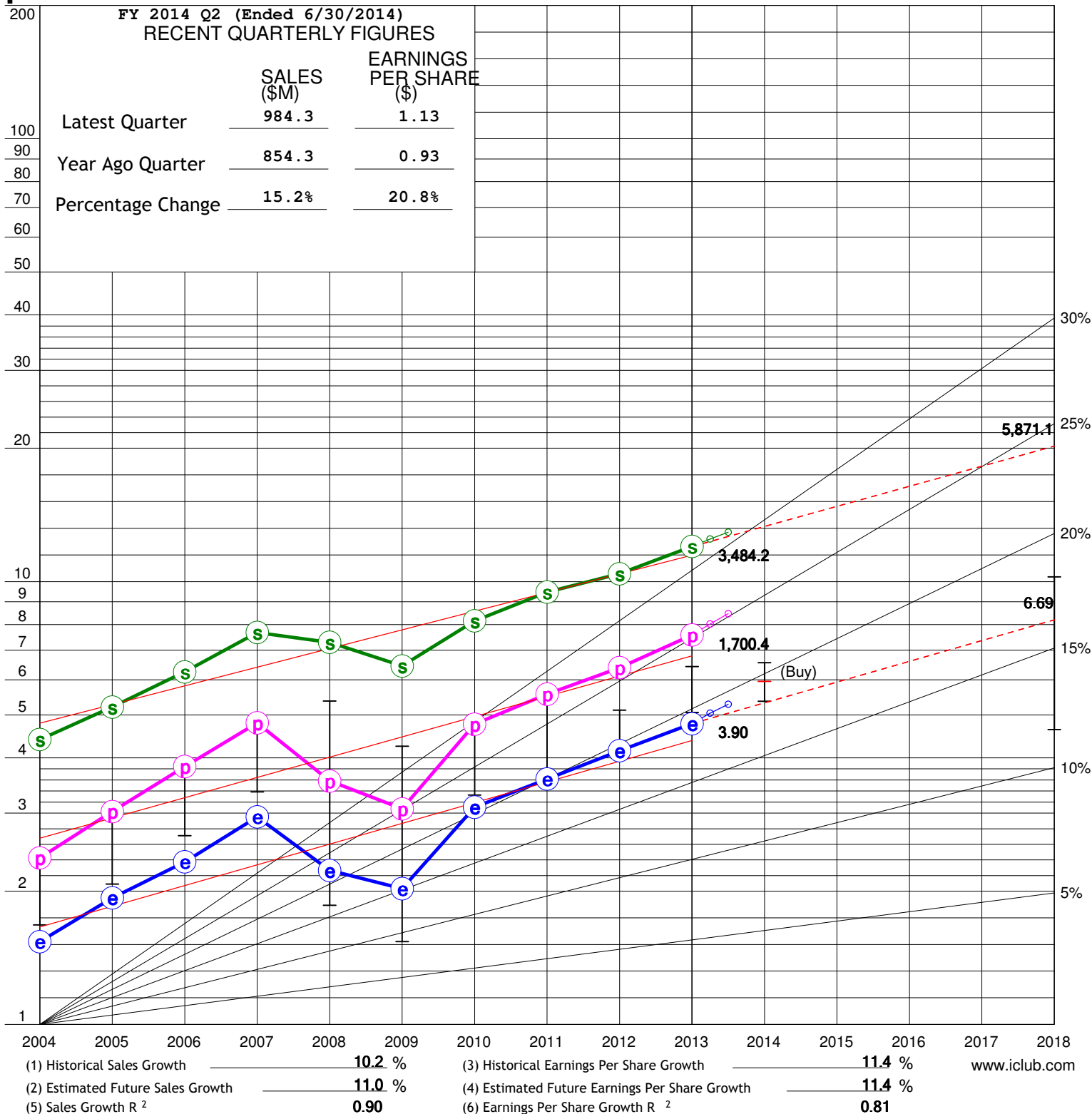


Stock Study

Company	TROW 2014 Q2	Price Date	08/15/14
Study by	Kathy Emmo	Data Date	08/15/14
Sector	Financial Services	Last Judgment	08/18/14
Industry	Asset Management	Data Source	BI
Preferred(\$M)	0.0	Reference	Morningsta
Common(M Shares)	260.7	% Insiders	6.5
Debt(\$M)	0.0	% Institutions	71.4
% Debt to Tot.Cap.	0.0	Quality	

1 Growth Analysis

NAS: TROW



2 QUALITY ANALYSIS

Company **TROW 2014 Q2** (TROW)

08/15/14

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	5 YEAR AVG.	TREND UP / DOWN
A % Pre-tax Profit on Sales	41.8	44.9	47.3	48.3	37.6	36.8	45.2	45.5	47.5	48.8	44.8	UP
B % ROE (Beginning Yr)	23.8	23.8	24.4	26.1	17.3	17.2	22.6	22.9	25.1	26.1	22.8	UP
C % Debt to Equity	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	EVEN

3 PRICE, PRICE/EARNINGS RATIO and DIVIDEND ANALYSIS

CURRENT PRICE (P/E) 77.75 (18.0) 52-WEEK HIGH (P/E) 85.63 (19.9) 52-WEEK LOW (P/E) 70.14 (16.3)

Fiscal Year	High Price	Low Price	EPS	High P/E	Low P/E	Dividend	% Payout	% High Yield
1 2009	55.5	20.1	1.65	33.6	12.2	1.000	60.5	5.0
2 2010	65.4	43.0	2.53	25.9	17.0	1.080	42.8	2.5
3 2011	71.3	44.7	2.92	24.4	15.3	1.240	42.4	2.8
4 2012	67.0	54.5	3.39	19.8	16.1	1.360	40.2	2.5
5 2013	84.0	66.2	3.90	21.5	17.0	1.520	39.0	2.3
6 AVERAGE		45.7		25.0	15.5		45.0	
AVERAGE P/E RATIO		20.3	PROJECTED P/E RATIO		16.2	TTM EPS		4.31
CURRENT P/E RATIO		18.0	PEG RATIO		1.4	FTM EPS		4.80
RELATIVE VALUE		88.7	PROJ. RELATIVE VALUE		79.8	AVG TTM + FTM EPS		4.56

4 EVALUATING REWARD and RISK over the next 5 years

A FUTURE HIGH PRICE ANALYSIS – NEXT 5 YEARS

Selected High P/E ~~25.0~~ 20.0 X Estimated High Earnings/Share 6.69 = Forecast High Price \$ 133.8

B FUTURE LOW PRICE ANALYSIS – NEXT 5 YEARS

(a) Sel. Low P/E 15.5 X Estimated Low Earnings/Share 3.90 = \$ 60.5
(as adj.)

(b) Average 5-Year Low Price = 45.7

(c) Recent Severe Low Price = 54.5

(d) Price Dividend Will Support = Present Divd. + High Yield = 1.760 + 0.050 = 35.4

Selected Estimated Low Price = \$ 60.5

C PRICE RANGES

Forecast High Price 133.8 - Estimated Low Price 60.5 = Range 73.3 25% of Range = 18.3

BUY (Lower 25% of Range) = 60.5 to 78.8

MAYBE (Middle 50% of Range) = 78.8 to 115.5

SELL (Upper 25% of Range) = 115.5 to 133.8

Current Price 77.750 is in the Buy Range

D REWARD/RISK ANALYSIS (Potential Gain vs. Risk of Loss)

(Forecast High Price 133.8 - Current Price 77.750) ÷ (Current Price 77.750 - Estimated Low Price 60.5) = 3.2 To 1

5 TOTAL RETURN ANALYSIS

A CURRENT YIELD

Present Full Year's Dividend \$ 1.760 ÷ Current Price of Stock \$ 77.750 = 2.3 % Present Yield or % Returned on Purchase Price

B AVERAGE YIELD - USING FORECAST HIGH P/E

Avg. % Payout 45.0 ÷ Forecast High P/E 20.0 = Avg. Yield 2.3

AVERAGE YIELD - USING FORECAST AVERAGE P/E

Avg. % Payout 45.0 ÷ Forecast Avg P/E 17.8 = Avg. Yield 2.5

C % COMPOUND ANNUAL TOTAL RETURN - USING FORECAST HIGH P/E

Average Yield 2.3 % + Annual Appreciation 11.5 % = Compound Annual Total Return 13.7 %

D % PROJECTED AVERAGE RETURN - USING FORECAST AVERAGE P/E

Average Yield 2.5 % + Annual Appreciation 8.8 % = Projected Average Total Return 11.4 %