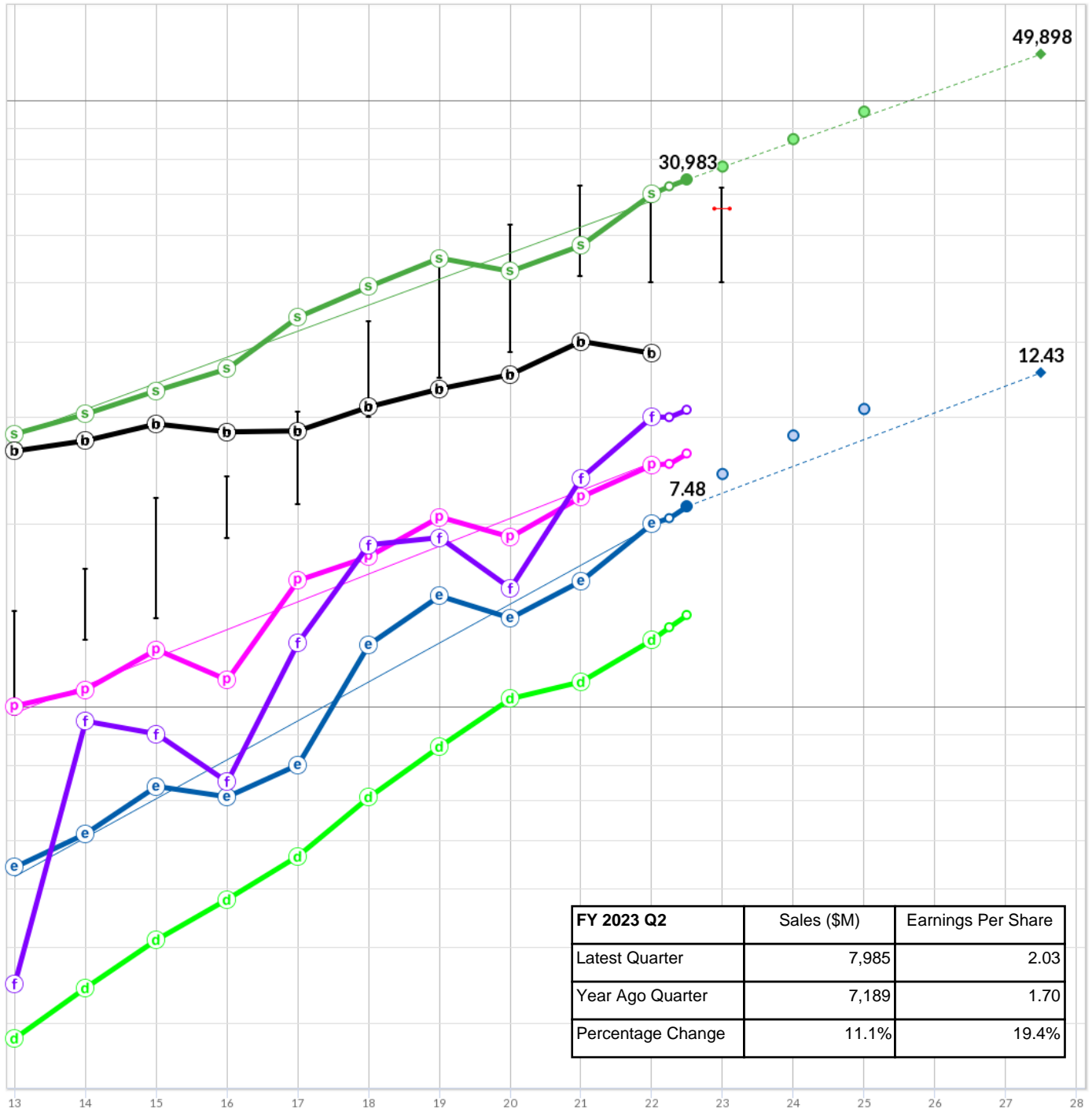


Company	Visa		Date	05/05/23	
Prepared by	HENRIKSON		Data taken from	BI Stock Data	
Where traded	NYS	Industry	Credit Services		
Capitalization ---	Outstanding Amounts	Reference			
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	2,093.0	0.1	51.2		
Debt (\$M)	20,606.0	% to Tot Cap	34.8	% Pot Dil	11.4

Stock Selection Guide

Symbol: V

1 VISUAL ANALYSIS of Sales, Earnings, and Price



- | | | | |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth | 10.4% | (3) Historical Earnings Per Share Growth | 15.9% |
| (2) Estimated Future Sales Growth | 10.0% | (4) Estimated Future Earnings Per Share Growth | 10.7% |

2 EVALUATING Management

Visa

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Last 5 Year Avg.
% Pre-tax Profit on Sales	61.6%	60.8%	64.8%	53.1%	63.7%	62.1%	64.8%	63.1%	66.6%	61.9%	63.7%
% Earned on Equity	17.8%	19.4%	21.8%	21.6%	24.3%	35.1%	39.4%	34.3%	34.8%	45.3%	37.8%
% Debt To Capital	0.0%	0.0%	0.0%	32.5%	35.9%	32.8%	32.5%	39.9%	35.8%	38.7%	35.9%

3 PRICE-EARNINGS HISTORY as an indicator of the future

This shows how stock prices have fluctuated with earnings and dividends. It is building block for translating earnings into future stock prices.

CLOSING PRICE 231.78 (05/05/23) **52-WEEK HIGH** 250.58 **52-WEEK LOW** 174.60

	A	B	C	D	E	F	G	H
Year	Price		Earnings	Price Earnings Ratio		Dividend	% Payout	% High Yield
	High	Low	Per Share	High A / C	Low B / C	Per Share	F / C * 100	F / B * 100
2018	150.6	104.9	4.42	34.1	23.7	0.83	18.7	0.8
2019	187.1	121.6	5.32	35.2	22.9	1.00	18.8	0.8
2020	217.4	133.9	4.89	44.4	27.4	1.20	24.5	0.9
2021	252.7	179.2	5.63	44.9	31.8	1.28	22.7	0.7
2022	237.0	174.8	7.00	33.9	25.0	1.50	21.4	0.9
AVERAGE		142.9		34.4	23.9		21.2	
CURRENT/TTM			7.48	33.5	23.3	1.80	24.1	
AVERAGE PRICE EARNINGS RATIO: 29.1					CURRENT PRICE EARNINGS RATIO: 31.0			

4 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

Avg. High P/E 29.1 X Estimate High Earnings/Share 12.43 = Forecasted High Price \$ 361.9

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 26.5 X Estimate Low Earnings/Share 6.78 = Forecasted Low Price \$ 179.7

(b) Avg. Low Price of Last 5 Years 142.9

(c) Recent Market Low Price 174.6

(d) Price Dividend Will Support $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{1.80}{0.90\%} = 200.9$

Selected Forecasted Low Price \$ 174.6

C ZONING using 25%-50%-25%

Forecasted High Price 361.9 Minus Forecasted Low Price 174.6 = 187.3 Range. 25% of Range 46.8

Buy Zone 174.6 to 221.4

Hold Zone 221.4 to 315.0

Sell Zone 315.0 to 361.9

Present Market Price of 231.78 is in the **HOLD** Zone

D UPSIDE DOWNSIDE RATIO (POTENTIAL GAIN VS. RISK OR LOSS)

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price}} = \frac{361.9 - 231.78}{231.78} = 0.5612$ $\frac{\text{Present Price} - \text{Low Price}}{\text{Present Price}} = \frac{231.78 - 174.6}{231.78} = 0.2468$ $\frac{0.5612}{0.2468} = 2.3$ To 1

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

$\frac{\text{High Price} - \text{Closing Price}}{\text{Closing Price}} = \frac{361.9 - 231.78}{231.78} = 1.5612$ X 100 = 156.12 - 100 = 56.1 % Appreciation

5 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.

A $\frac{\text{Indicated Annual Dividend}}{\text{Closing Price}} = \frac{1.50}{231.78} = 0.0078 = 0.8\%$ Current Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{21.7\%}{29.10} = 0.7\%$

AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{21.7\%}{27.80} = 0.8\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 9.3 %
Average Yield 0.7 %
Annualized Rate of Return 10.1 %

COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

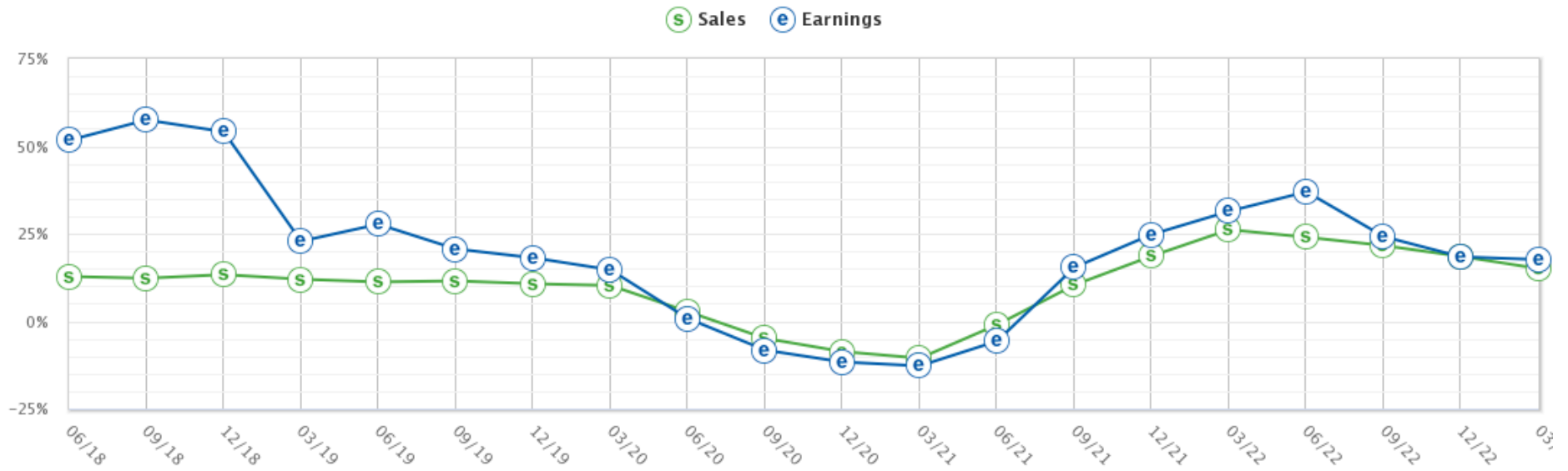
Annualized Appreciation 8.3 %
Average Yield 0.8 %
Annualized Rate of Return 9.1 %

Study Audit: V 5/2/2023

Review Advised	Category	Explanation
✓	Capitalization	More than one-third of this company's capitalization consists of debt. You may want to consider the nature of the industry and this company's prior track record to determine whether this is acceptable. Last FY Debt to Capital: 38.7%
✓	Historical Sales Growth	Is this company's sales growth sufficiently consistent? R-Squared (5 yr): 0.78
✓	Historical Earnings Growth	Is this company's earnings growth sufficiently consistent? R-Squared (5 yr): 0.80
✓	Management Evaluation	Caution! A significant down-trend in profit margins may indicate that management is having difficulty controlling costs. Pre-Tax Profit on Sales: 61.9% Pre-Tax Profit on Sales 5 Yr Avg: 63.7%
✓	Future P/Es	Do you want to estimate the future low PE to exceed the average low? Average Low P/E Forecast: 26.5 Average Low P/E: 23.9
✓	SSG Results	If purchased at the current price, your potential gain is projected to be less than three times your potential loss. Upside Downside Ratio: 2.3
✓	SSG Results	If purchased at the current price, this stock is not likely to double your money over the next five years. Total Return (High P/E):10.1%

Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data



Quarterly Data									Last 12 Months Data								
Period	EPS		Pre-Tax Profit			Sales		Income Tax Rate	EPS	Pre-Tax Profit		Sales	Income Tax		%Change		
	\$	%Change	\$ Mil	%Sales	%Change	\$ Mil	%Change			\$	\$ Mil		%Sales	\$ Mil	%Rate	EPS	Pre-Tax Profit
03/23	2.03	19.4	5,278.0	66.1	16.2	7,985.0	11.1	19.3	7.48	18,952.0	61.2	30,983.0	3,096.3	16.3	17.6	4.6	15.0
12/22	1.99	8.7	4,977.0	62.7	1.6	7,936.0	12.4	16.0	7.15	18,216.0	60.3	30,187.0	2,992.4	16.4	18.4	5.8	18.5
09/22	1.86	12.7	4,868.0	62.5	13.3	7,787.0	18.7	19.1	6.99	18,136.0	61.9	29,310.0	3,120.8	17.2	24.2	12.9	21.6
06/22	1.60	35.6	3,829.0	52.6	-12.8	7,275.0	18.7	10.9	6.78	17,566.0	62.6	28,082.0	2,915.1	16.6	37.0	18.5	24.0
03/22	1.70	23.2	4,542.0	63.2	25.2	7,189.0	25.5	19.7	6.36	18,126.0	67.3	26,937.0	4,386.0	24.2	31.4	35.6	26.1
12/21	1.83	28.9	4,897.0	69.4	30.7	7,059.0	24.1	19.2	6.04	17,212.0	67.6	25,477.0	4,031.1	23.4	24.8	26.9	18.6
09/21	1.65	70.1	4,298.0	65.5	40.7	6,559.0	28.6	16.6	5.63	16,063.0	66.6	24,105.0	3,659.6	22.8	15.4	16.5	10.3

Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data

Quarterly Data									Last 12 Months Data									
Period	EPS		Pre-Tax Profit			Sales		Income Tax Rate	EPS	Pre-Tax Profit			Sales	Income Tax		%Change		
	\$	%Change	\$ Mil	%Sales	%Change	\$ Mil	%Change			\$	\$ Mil	%Sales		\$ Mil	%Rate	EPS	Pre-Tax Profit	Sales
06/21	1.18	10.3	4,389.0	71.6	49.7	6,130.0	26.7	41.3	4.95	14,820.0	65.4	22,647.0	3,874.3	26.1	-5.7	2.6	-1.0	
03/21	1.38	0.0	3,628.0	63.3	-5.2	5,729.0	-2.1	16.6	4.84	13,363.0	62.6	21,354.0	2,749.8	20.6	-12.8	-13.1	-10.6	
12/20	1.42	-2.7	3,748.0	65.9	-5.7	5,687.0	-6.1	16.6	4.84	13,564.0	63.2	21,479.0	2,888.5	21.3	-11.7	-10.9	-8.7	
09/20	0.97	-27.6	3,055.0	59.9	-17.7	5,101.0	-16.9	30.1	4.88	13,790.0	63.1	21,846.0	2,973.1	21.6	-8.3	-7.4	-4.9	
06/20	1.07	-21.9	2,932.0	60.6	-24.2	4,837.0	-17.2	19.1	5.25	14,446.0	63.1	22,882.0	2,697.1	18.7	0.8	-1.8	2.7	
03/20	1.38	5.3	3,829.0	65.4	4.1	5,854.0	6.6	19.5	5.55	15,380.0	64.4	23,885.0	2,899.1	18.9	14.7	12.6	10.2	
12/19	1.46	12.3	3,974.0	65.6	9.5	6,054.0	10.0	17.7	5.48	15,228.0	64.7	23,525.0	2,854.5	18.7	18.1	15.4	10.7	
09/19	1.34	8.9	3,711.0	60.5	4.9	6,137.0	12.9	18.5	5.32	14,884.0	64.8	22,977.0	2,802.3	18.8	20.6	16.2	11.5	
06/19	1.37	37.0	3,866.0	66.2	37.5	5,840.0	11.5	19.8	5.21	14,711.0	66.0	22,274.0	2,810.2	19.1	27.7	19.0	11.2	
03/19	1.31	18.0	3,677.0	66.9	14.3	5,494.0	8.3	19.0	4.84	13,657.0	63.0	21,674.0	2,519.7	18.5	22.8	9.5	12.0	
12/18	1.30	21.5	3,630.0	65.9	12.1	5,506.0	13.2	18.0	4.64	13,197.0	62.1	21,253.0	2,434.2	18.4	54.2	10.4	13.3	
09/18	1.23	36.7	3,538.0	65.1	14.2	5,434.0	11.9	19.6	4.41	12,806.0	62.1	20,609.0	2,494.9	19.5	57.5	9.5	12.3	
06/18	1.00	16.3	2,812.0	53.7	-3.5	5,240.0	14.8	17.2	4.08	12,367.0	61.7	20,030.0	2,760.6	22.3	51.7	11.4	12.8	
03/18	1.11	516.7	3,217.0	63.4	19.1	5,073.0	13.3	19.0	3.94	12,469.0	64.4	19,355.0	3,162.5	25.4	97.0	44.8	15.0	
12/17	1.07	24.4	3,239.0	66.6	8.7	4,862.0	9.0	22.1	3.01	11,954.0	63.7	18,759.0	4,976.5	41.6	19.0	43.1	17.4	
09/17	0.90	13.9	3,099.0	63.8	23.5	4,855.0	13.9	31.0	2.80	11,694.0	63.7	18,358.0	5,112.9	43.7	13.4	46.0	21.7	
06/17	0.86	405.9	2,914.0	63.8	590.5	4,565.0	25.8	29.3	2.69	11,105.0	62.5	17,764.0	4,636.6	41.8	17.0	42.6	23.4	
03/17	0.18	-74.6	2,702.0	60.4	10.7	4,477.0	23.5	84.1	2.00	8,613.0	51.2	16,829.0	3,015.4	35.0	-29.1	-9.6	17.9	
12/16	0.86	7.5	2,979.0	66.8	12.9	4,461.0	25.1	30.5	2.53	8,352.0	52.3	15,978.0	1,796.1	21.5	-7.7	-10.9	13.6	
09/16	0.79	27.4	2,510.0	58.9	9.9	4,261.0	19.3	23.1	2.47	8,012.0	53.1	15,082.0	1,641.7	20.5	-4.0	-10.9	8.7	
06/16	0.17	-75.4	422.0	11.6	-80.5	3,630.0	3.2	2.4	2.30	7,785.0	54.1	14,392.0	1,803.4	23.2	-3.5	-5.8	6.3	
03/16	0.71	12.7	2,441.0	67.3	7.0	3,626.0	6.4	30.1	2.82	9,531.0	66.7	14,280.0	2,669.2	28.0	26.1	17.3	8.4	
12/15	0.80	26.4	2,639.0	74.0	16.7	3,565.0	5.4	26.5	2.74	9,372.0	66.6	14,063.0	2,671.7	28.5	22.5	18.6	8.8	
09/15	0.62	44.2	2,283.0	63.9	47.3	3,571.0	10.6	33.8	2.57	8,995.0	64.8	13,880.0	2,658.5	29.6	19.5	16.5	9.3	
06/15	0.69	27.1	2,168.0	61.6	6.8	3,518.0	11.5	21.7	2.38	8,262.0	61.0	13,538.0	2,379.9	28.8	9.0	4.1	8.8	
03/15	0.63	0.0	2,282.0	66.9	10.7	3,409.0	7.8	32.1	2.24	8,124.0	61.7	13,175.0	2,569.0	31.6	5.8	4.9	7.2	
12/14	0.63	15.1	2,262.0	66.9	8.6	3,382.0	7.2	30.6	2.24	7,903.0	61.1	12,929.0	2,309.1	29.2	13.9	4.8	7.0	
09/14	0.43	-7.1	1,550.0	48.0	-12.2	3,229.0	8.6	30.8	2.15	7,724.0	60.8	12,702.0	2,291.7	29.7	13.6	6.4	7.8	
06/14	0.54	15.5	2,030.0	64.3	10.7	3,155.0	5.1	33.0	2.19	7,940.0	63.8	12,446.0	2,390.1	30.1				
03/14	0.63	31.3	2,061.0	65.2	11.0	3,163.0	6.9	22.5	2.11	7,743.0	63.0	12,292.0	2,334.1	30.1				
12/13	0.55	13.9	2,083.0	66.0	15.7	3,155.0	10.9	32.5	1.96	7,539.0	62.4	12,087.0	2,445.1	32.4				

Quarterly Growth Trend Data

Graph: Trailing 4 Quarters, Last 5 Years of Data

Quarterly Data									Last 12 Months Data									
Period	EPS		Pre-Tax Profit			Sales		Income Tax Rate	EPS	Pre-Tax Profit			Sales	Income Tax		%Change		
	\$	%Change	\$ Mil	%Sales	%Change	\$ Mil	%Change	\$		\$ Mil	%Sales	\$ Mil		%Rate	EPS	Pre-Tax Profit	Sales	
09/13	0.46		1,766.0	59.4		2,973.0		32.5										
06/13	0.47		1,833.0	61.1		3,001.0		33.2										
03/13	0.48		1,857.0	62.8		2,958.0		31.6										
12/12	0.48		1,801.0	63.3		2,846.0		28.2										