

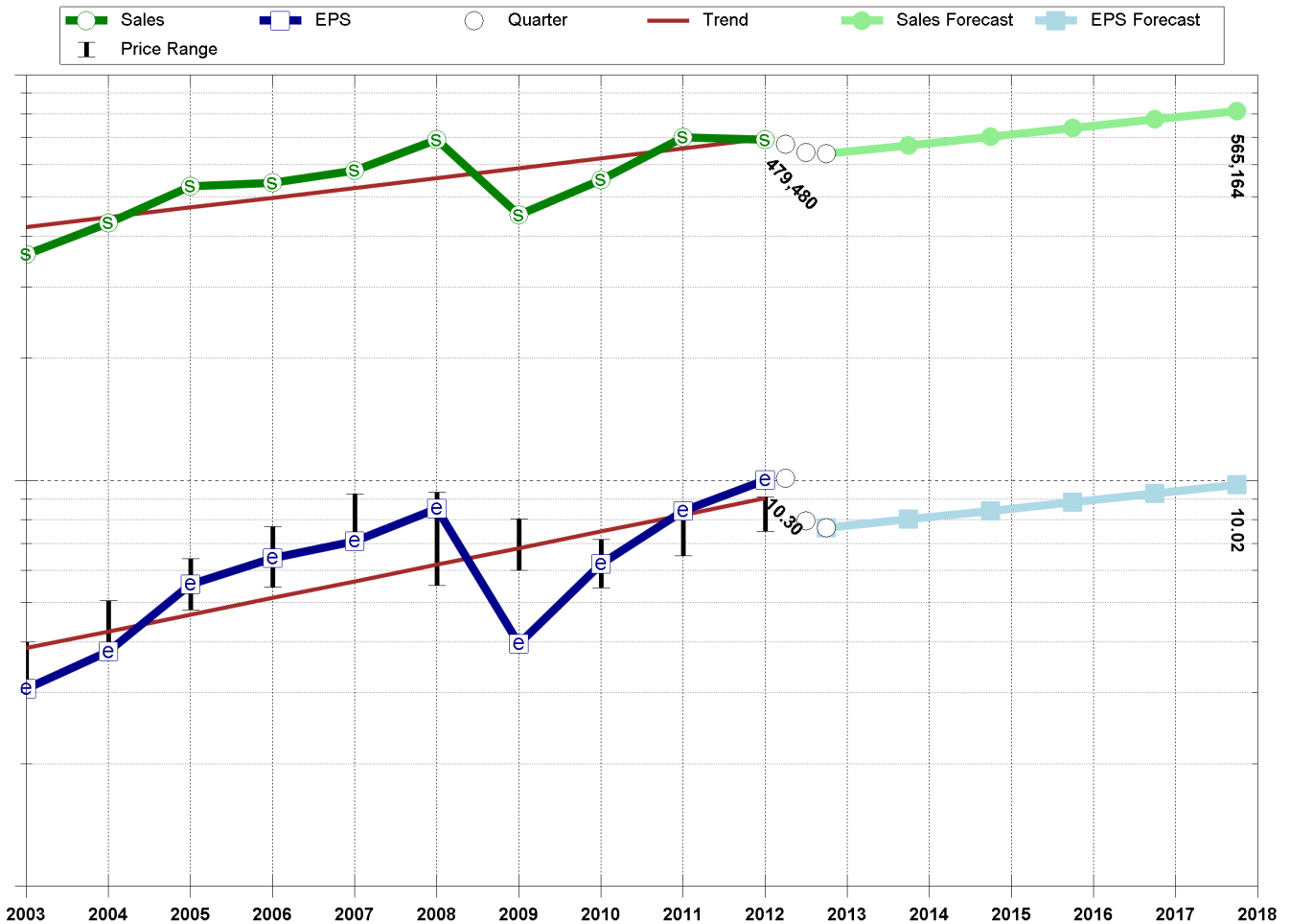
Company	Exxon Mobil Corporat		Date	11/19/2013	
Prepared by	HUNT		Data taken from	BI Stock Data	
Where traded	NYSE	Industry	Oil & Gas Integrated		
Capitalization ---	Outstanding Amounts	Reference			
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	4,395.0	0.4	52.0		
Debt (\$M)	21,293.0	% to Tot Cap	11.2	% Pot Dil	0.0

## Stock Selection Guide

Symbol: XOM

### 1 VISUAL ANALYSIS of Sales, Earnings, and Price

FY2012 Quarter Ending (09/13)	Sales (\$M)	Earnings Per Share
Latest Quarter	112,372.0	1.84
Year Ago Quarter	115,706.0	2.16
Percentage Change	-2.88%	-14.96%



- |                                   |       |  |       |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth       | 5.7%  | (3) Historical Earnings Per Share Growth       | 9.9%  |
| (2) Estimated Future Sales Growth | 5.00% | (4) Estimated Future Earnings Per Share Growth | 5.00% |

## 2 EVALUATING Management

Exxon Mobil Corporat

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Last 5 Year Avg.
Pre-tax Profit on Sales (Net Before Taxes/Sales)	12.96%	13.84%	16.03%	17.85%	17.42%	17.13%	11.20%	13.82%	15.06%	16.32%	14.71%
% Earned on Equity (E/S / Book Value)	23.16%	24.66%	31.96%	33.92%	32.67%	39.55%	17.39%	21.74%	26.55%	27.96%	26.64%

## 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.

PRESENT PRICE 95.4

HIGH THIS YEAR 96.00

LOW THIS YEAR 84.70

	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
1 2008	96.12	56.51	8.78	10.95	6.43	1.550	17.65	2.74
2 2009	82.73	61.86	4.07	20.34	15.21	1.660	40.81	2.68
3 2010	73.69	55.94	6.41	11.49	8.72	1.740	27.14	3.11
4 2011	88.23	67.03	8.66	10.19	7.74	1.850	21.37	2.76
5 2012	93.67	77.13	10.30	9.09	7.49	2.180	21.16	2.83
6 TOTAL		318.5		62.1	45.6		128.1	
7 AVERAGE		63.7		12.4	9.1		25.6	
8 AVERAGE PRICE EARNINGS RATIO 10.8					9 CURRENT PRICE EARNINGS RATIO 12.1			

## 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 13.00 X Estimate High Earnings/Share 10.02 = Forecasted High Price \$ 130.26

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 10.00 X Estimate Low Earnings/Share 7.85 = Forecasted Low Price \$ 78.50

(b) Avg. Low Price of Last 5 Years 63.69

(c) Recent Market Low Price 67.03

(d) Price Dividend Will Support  $\frac{\text{Present Dividend}}{\text{High Yield}} = \frac{2.520}{2.80\%} = 90.00$

Selected Forecasted Low Price 78.50

### C ZONING using 25%-50%-25%

Forecasted High Price 130.26 Minus Forecasted Low Price 78.50 = 51.76 Range. 25% of Range 12.94

Buy Zone 78.50 to 91.44

Hold Zone 91.44 to 117.32

Sell Zone 117.32 to 130.26

Present Market Price of 95.42 is in the **Hold** Zone

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

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price} - \text{Low Price}} = \frac{130.26 - 95.42}{95.42 - 78.50} = \frac{34.84}{16.92} = 2.1$  To 1

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

$\frac{\text{High Price}}{\text{Present Market Price}} = \frac{130.26}{95.42} = 1.37$  X 100 = 136.51 - 100 = 36.51 % 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  $\frac{\text{Present Full Year's Dividend \$}}{\text{Present Price of Stock}} = \frac{2.520}{95.42} = 0.03 = 2.64\%$  Present Yield

### B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{25.62\%}{13.00} = 1.97\%$

### AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{25.62\%}{11.50} = 2.23\%$

### C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 6.42 %  
Average Yield 1.97 %  
Annualized Rate of Return 8.39 %

### COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 3.84 %  
Average Yield 2.23 %  
Annualized Rate of Return 6.07 %