

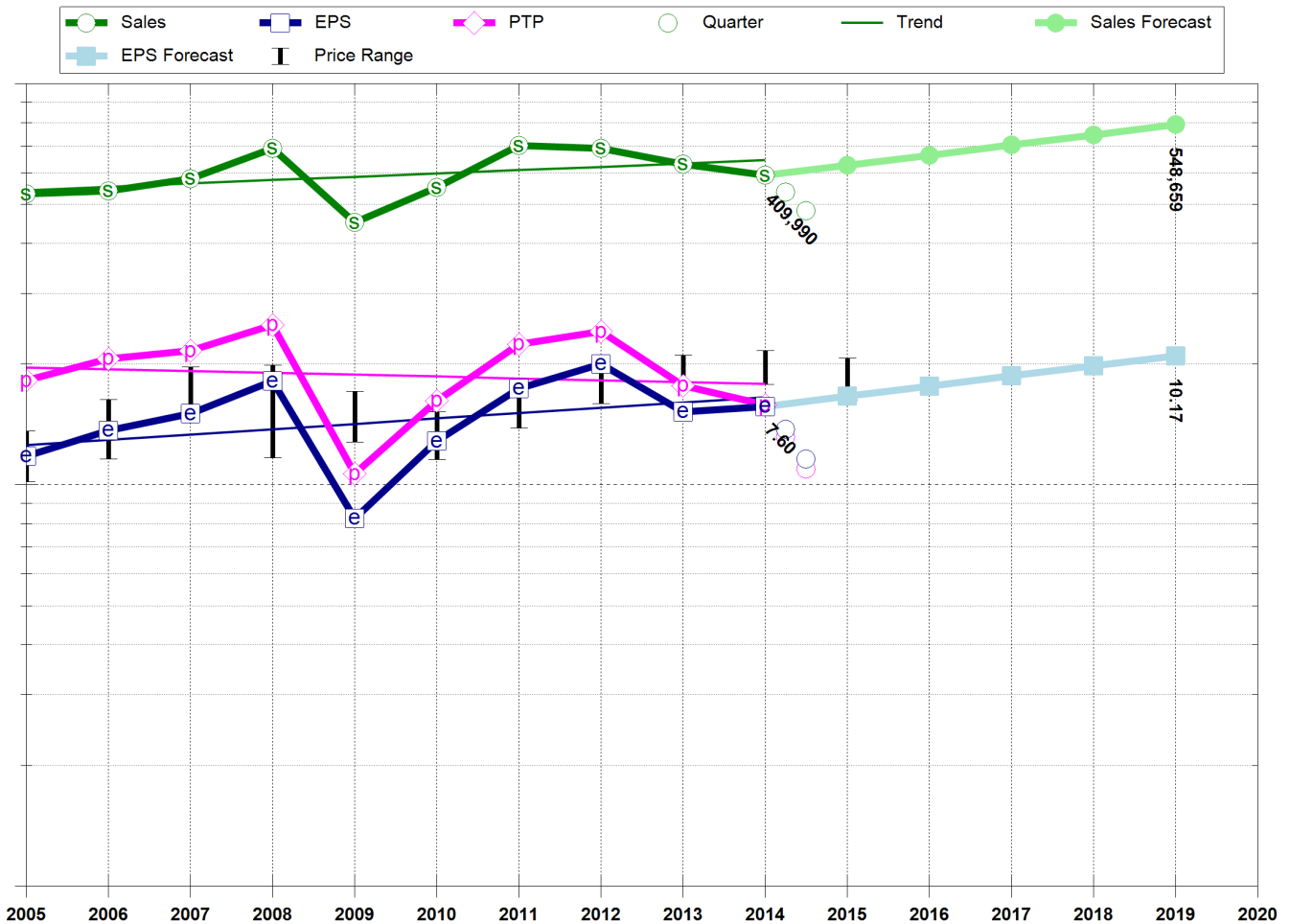
Company	Exxon Mobil Corporat		Date	8/13/2015	
Prepared by	OHARA		Data taken from	BI Stock Data	
Where traded	NYS	Industry	Oil & Gas Integrated		
Capitalization ---	Outstanding Amounts	Reference			
Preferred (\$M)	0.0	% Insiders	% Institution		
Diluted Shares (M)	4,200.0	0.5	51.2		
Debt (\$M)	33,840.0	% to Tot Cap	16.4	% Pot Dil	0.0

# Stock Selection Guide

Symbol: XOM

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

FY2015 QuarterEnding (06/15)	Sales (\$M)	Earnings Per Share
Latest Quarter	74,113.0	1.00
Year Ago Quarter	111,647.0	2.04
Percentage Change	-33.6%	-51.2%



- |                                   |      |  |      |
|-----------------------------------|------|--|------|
| (1) Historical Sales Growth       | 1.9% | (3) Historical Earnings Per Share Growth       | 3.1% |
| (2) Estimated Future Sales Growth | 6.0% | (4) Estimated Future Earnings Per Share Growth | 6.0% |

## 2 EVALUATING Management

Exxon Mobil Corporat

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Last 5 Year Avg.
Pre-tax Profit on Sales	16.0%	17.8%	17.4%	17.1%	11.2%	13.8%	15.1%	16.3%	13.2%	12.5%	14.2%
% Earned on Equity	32.5%	32.5%	32.2%	39.5%	17.1%	21.1%	25.6%	26.3%	18.9%	17.7%	21.9%
% Debt To Capital	6.7%	6.8%	7.3%	7.7%	8.0%	9.3%	9.9%	6.5%	11.5%	14.3%	10.3%

## 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 78.7

HIGH THIS YEAR 100.31

LOW THIS YEAR 76.33

		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	2010	73.7	55.9	6.22	11.8	9.0	1.74	28.0	3.1	
2	2011	88.2	67.0	8.42	10.5	8.0	1.85	22.0	2.8	
3	2012	93.7	77.1	9.70	9.7	8.0	2.18	22.5	2.8	
4	2013	101.7	84.8	7.37	13.8	11.5	2.46	33.4	2.9	
5	2014	104.8	86.2	7.60	13.8	11.3	2.70	35.5	3.1	
	AVERAGE		74.2		11.9	9.6		28.3		
	CURRENT/TTM			5.61			2.92	52.0		
AVERAGE PRICE EARNINGS RATIO 10.7						CURRENT PRICE EARNINGS RATIO 14.0				

## 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 10.70 X Estimate High Earnings/Share 10.16 = Forecasted High Price \$ 108.7

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 9.60 X Estimate Low Earnings/Share 7.59 = Forecasted Low Price \$ 72.9

(b) Avg. Low Price of Last 5 Years 74.2

(c) Recent Market Low Price 76.33

(d) Price Dividend Will Support  $\frac{\text{Present Dividend}}{\text{High Yield}} = \frac{2.920}{3.10\%} = 94.2$

Selected Forecasted Low Price \$ 62.0

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

Forecasted High Price 108.7 Minus Forecasted Low Price 62.0 = 46.7 Range. 25% of Range 11.7

Buy Zone 62.0 to 73.7

Hold Zone 73.7 to 97.0

Sell Zone 97.0 to 108.7

Present Market Price of 78.65 is in the **Hold** Zone

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

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price} - \text{Low Price}} = \frac{108.7 - 78.65}{78.65 - 62.0} = \frac{30.06}{16.65} = 1.8$  To 1

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

$\frac{\text{High Price} - \text{Present Market Price}}{\text{Present Market Price}} = \frac{108.7 - 78.65}{78.65} = 1.38$  X 100 = 138.22 - 100 = 38.2 % 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  $\frac{\text{Present Full Year's Dividend \$}}{\text{Present Price of Stock}} = \frac{2.92}{78.65} = 0.04 = 3.7\%$  Present Yield

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

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{28.3\%}{10.70} = 2.6\%$

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

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{28.3\%}{10.15} = 2.8\%$

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

Annualized Appreciation 6.7 %  
Average Yield 2.6 %  
Annualized Rate of Return 9.3 %

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

Annualized Appreciation 5.6 %  
Average Yield 2.8 %  
Annualized Rate of Return 8.4 %