JPMORGAN CHASE NYSE-JPM

RECENT PRICE	45.74	P/E RATIO	10.8 (Trailing: 11.6 Median: 15.0)	RELATIVE P/E RATIO	0.63	DIV'D YLD	0.4%	VALUE LINE

TIMELINESS 2 Raised 1/28/11

SAFETY 3 Lowered 11/21/08

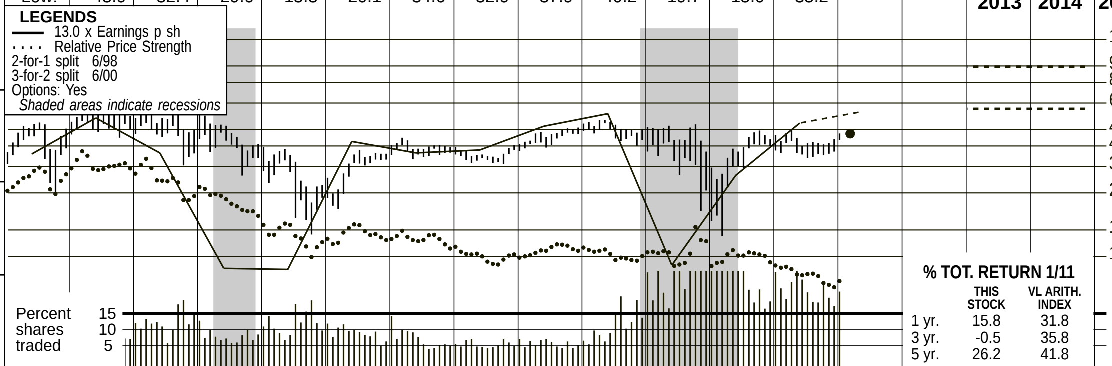
TECHNICAL 3 Raised 2/11/11

BETA 1.25 (1.00 = Market)

High:	60.8	67.2	57.3	39.7	38.3	43.8	40.6	49.0	53.3	50.6	47.5	48.2
Low:	43.9	32.4	29.0	15.3	20.1	34.6	32.9	37.9	40.2	19.7	15.0	35.2

Target Price Range 2013 | 2014 | 2015

LEGENDS
— 13.0 x Earnings p sh
.... Relative Price Strength
2-for-1 split 6/98
3-for-2 split 6/00
Options: Yes
Shaded areas indicate recessions



% TOT. RETURN 1/11

	THIS STOCK	VL ARITH. INDEX
1 yr.	15.8	31.8
3 yr.	-0.5	35.8
5 yr.	26.2	41.8

2013-15 PROJECTIONS

	Price	Gain	Ann'l Total Return
High	95	(+110%)	21%
Low	60	(+30%)	8%

Insider Decisions

	M	A	M	J	J	A	S	O	N
to Buy	0	0	0	0	0	0	0	1	0
Options	2	3	0	0	0	0	0	0	0
to Sell	2	5	0	0	0	0	0	0	1

Institutional Decisions

	1Q2010	2Q2010	3Q2010
to Buy	757	712	624
to Sell	614	679	703
Hld's(000)	2900885	2883083	2848340

1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	© VALUE LINE PUB. LLC	13-15
1.66	2.02	1.65	2.68	2.82	4.18	2.86	.81	.80	3.24	2.86	2.95	3.82	4.38	.84	2.24	3.96	*4.50*	Earnings per sh A	*6.00*
.55	.65	.75	.83	.96	1.09	1.28	1.36	1.36	1.36	1.36	1.36	1.36	1.48	1.52	.20	.20	*.20*	Div'ds Decl'd per sh B■	*1.20*
12.46	13.94	14.19	15.84	17.93	18.29	21.17	20.32	20.66	22.10	29.61	30.71	33.45	36.59	36.15	39.88	43.04	*47.65*	Book Value per sh C	*62.40*
1286.3	1305.0	1292.4	1262.9	1272.0	1240.8	1928.5	1973.4	1998.7	2042.6	3556.2	3486.7	3461.7	3367.4	3732.8	3942.0	3910.3	*3875.0*	Common Shs Outst'g D	*3800.0*
- -	- -	15.6	13.1	14.8	12.7	17.2	53.3	36.1	9.7	13.5	12.2	11.5	10.9	47.2	15.8	10.2		Avg Ann'l P/E Ratio	*13.0*
- -	- -	.98	.76	.77	.72	1.12	2.73	1.97	.55	.71	.65	.62	.58	2.84	1.04	.64		Relative P/E Ratio	*.85*
- -	- -	2.9%	2.4%	2.3%	2.1%	2.6%	3.1%	4.7%	4.3%	3.5%	3.8%	3.1%	3.1%	3.8%	.6%	.5%		Avg Ann'l Div'd Yield	*1.5%*

2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011		13-15
715348	693575	758800	770912	1157248	1198942	1351520	1562147	2175052	2031989	2117605	*2100000*	Total Assets ($mill)	*2400000*
212385	212920	211014	214995	394794	412058	475848	510140	721734	601856	660661	*650000*	Loans ($mill)	*720000*
9512.0	10802	11526	12337	16761	19831	21242	26406	38779	51152	51001	*47500*	Net Interest Inc ($mill)	*56000*
1377.0	3185.0	4331.0	1540.0	2544.0	3483.0	3270.0	6864.0	20979	32015	16639	*12500*	Loan Loss Prov'n ($mill)	*10000*
23422	18248	18088	20919	26336	34702	40195	44966	28473	49282	51693	*50000*	Noninterest Inc ($mill)	*58000*
22824	23299	22764	21688	29294	35549	38281	41703	43500	52352	61196	*57500*	Noninterest Exp ($mill)	*67000*
5727.0	1719.0	1663.0	6719.0	8211.0	10521	13649	15365	3699.0	11652	17370	*19250*	Net Profit ($mill)	*25000*
34.4%	33.0%	34.0%	33.0%	27.1%	32.1%	31.4%	32.6%	32.6%	27.5%	30.1%	*30.0%*	Income Tax Rate	*32.0%*
.80%	.25%	.22%	.87%	.71%	.88%	1.01%	.98%	.18%	.57%	.82%	*.90%*	Return on Total Assets	*1.05%*
47788	44172	45190	54782	105718	162083	161814	199010	270683	266318	247669	*255000*	Long-Term Debt ($mill)	*350000*
42338	41099	42306	46154	105653	107211	115790	123221	166884	165365	176106	*192375*	Shr. Equity ($mill)	*245000*
5.9%	5.9%	5.6%	6.0%	9.1%	8.9%	8.6%	7.9%	7.9%	8.1%	8.3%	*9.0%*	Shr. Eq. to Total Assets	*10.0%*
29.7%	30.7%	27.8%	27.9%	34.1%	34.4%	35.2%	32.7%	34.4%	29.6%	31.2%	*31.0%*	Loans to Tot Assets	*30.0%*
13.5%	4.2%	3.9%	14.6%	7.8%	9.8%	11.8%	12.5%	2.2%	7.0%	9.9%	*10.0%*	Return on Shr. Equity	*10.0%*
8.0%	NMF	NMF	8.5%	4.1%	5.3%	7.6%	8.3%	NMF	6.0%	*9.5%*	*9.5%*	Retained to Com Eq	*8.5%*
43%	NMF	NMF	43%	48%	46%	36%	34%	NMF	18%	*8%*	*7%*	All Div'ds to Net Prof	*21%*

CAPITAL STRUCTURE as of 12/31/10

LT Debt $247.7 bill. **Due in 5 Yrs** $175.8 bill.
LT Interest $5.9 bill.
LT Debt incl. $19.1 bill. junior subordinated deferrable interest debentures held by trusts that guaranteed capital securities
Pension Assets-12/09 $12.6 bill. **Oblig.** $10.5 bill.

Pfd Stock $7.8 bill. **Pfd Div'd** $628 mill.

Common Stock 3,910,300,000 shares

MARKET CAP: $179 bill. (Large Cap)

ASSETS($mill.)	2008	2009	12/31/10
Loans	721734	601856	660661
Funds Sold	203115	195404	222554
Securities	839926	891148	929815
Other Earning	138139	63230	21673
Other	272138	280351	282902
LIABILITIES($mill.)			
Deposits	1009277	938367	930369
Funds Borrowed	362791	358947	369316
Long-Term Debt	270683	266318	247669
Net Worth	166884	165365	176106
Other	365417	302992	394145
Total	2175052	2031989	2117605
Loan Loss Resrv.	23164	31602	342266

ANNUAL RATES of change (per sh)	Past 10 Yrs.	Past 5 Yrs.	Est'd '07-'09 to '13-'15
Loans	2.0%	9.0%	*2.5%*
Earnings	-2.5%	1.5%	*16.0%*
Dividends	1.0%	-4.5%	*2.0%*
Book Value	8.0%	9.0%	*8.5%*
Total Assets	5.5%	7.5%	*4.0%*

Cal-endar	LOANS ($ mill.) Mar.31	Jun.30	Sep.30	Dec.31
2007	442465	457404	478207	510140
2008	525310	524783	742329	721734
2009	680862	651529	622511	601856
2010	675613	663647	656370	660661
2011	*657000*	*654000*	*651000*	*650000*

Cal-endar	EARNINGS PER SHARE A Mar.31	Jun.30	Sep.30	Dec.31	Full Year
2007	1.34	1.20	.97	.86	4.38
2008	.68	.54	d.06	d.28	.84
2009	.40	.28	.80	.74	2.24
2010	.74	1.09	1.01	1.12	3.96
2011	*1.00*	*1.10*	*1.15*	*1.25*	*4.50*

Cal-endar	QUARTERLY DIVIDENDS PAID B■ Mar.31	Jun.30	Sep.30	Dec.31	Full Year
2007	.34	.34	.38	.38	1.44
2008	.38	.38	.38	.38	1.52
2009	.38	.05	.05	.05	.53
2010	.05	.05	.05	.05	.20
2011	.05				

BUSINESS: JPMorgan Chase & Co. is a global financial services firm with operations in over 50 nations. On 12/31/10, 5,268 offices. Merged with Washington Mutual, 9/08; Bank One, 7/04; Chase Manhattan, 12/00. Operations incl. investment bkg., treasury & securities serv., asset mgmt., commercial bkg., retail fin'l serv., card services, and private equity investment. Net loan losses: 3.81% of avg. loans in '10. At 12/31/10, loan loss reserve, 4.71% of loans; nonperforming assets (excl. 90-day past due), 2.14%. Had 239,831 full-time equivalent employees 12/31/10. Directors & officers own less than 1% of common; BlackRock, 5.84% (proxy, 3/10). Chairman & CEO: J. Dimon. Inc.: DE. Address: 270 Park Ave., NY, NY 10017. Tel.: 212-270-6000. Internet: www.jpmorganchase.com.

In late 2010, there were some encouraging signs that augur well for JPMorgan Chase in 2011. There were indications of improving loan demand among midsized companies. JPMorgan's assets under management and assets under custody grew. New branches aided deposit growth. Credit card delinquencies continued to trend lower, prompting the company to release $2 billion from the credit card loan loss reserve in the December quarter (and another $1.2 billion from other core banking reserves, offsetting a $2.1 billion addition to reserves for credit-impaired Washington Mutual loans).

We expect the loan loss provision to decline further this year, but not as sharply as in 2010. Reserve releases likely will be smaller in 2011 than last year.

Earnings should get some help from lower operating expenses, especially if some of last year's unusually high litigation and foreclosure costs moderate.

But revenue pressures are a concern for JPMorgan, as they are for the rest of the bank sector, in spite of the company's strong positions in a number of its businesses and the aforementioned recent favorable trends. Noninterest income in 2011 will more fully reflect the effect of financial reform on banking fees. Very low interest rates and securities portfolio repositioning probably will depress net interest income. And increased competition may hurt investment banking revenues. Too, the costs of repurchasing mortgage loans from investors (deducted from mortgage production revenue) will likely remain high. In all, JPMorgan's earnings comeback may proceed at a healthy, but somewhat slower, pace this year.

Over the next few years, the company has room to raise the profitability of the Washington Mutual operations acquired in 2008. Results also should benefit as credit, litigation, and mortgage expenses fall to more-normal levels.

The timely stock has above-average total return potential to 2013-2015. Once bank regulators clarify guidelines regarding how much equity capital banks need to maintain, JPMorgan may be one of the first banks to get permission to raise the dividend on the common stock (not yet reflected in our presentation).

Theresa Brophy *February 18, 2011*

(A) Chase Manhattan only prior to '00. Diluted earnings. Quarterly earnings per share in '07, '08, &'09 do not sum due to change in shares. Excludes unusual expenses: '04, $1.31; '05, $0.57. Excludes income from discontinued operations: '06, $0.17. Excl. extraordinary gain: '08, $0.53; '09, $0.02. Next earnings report mid-Apr. **(B)** Dividends historically paid late Jan., Apr., July, Oct. ■ Div'd reinvestment plan available. **(C)** Incl. intangibles: on 12/31/10, $66.5 bill., $17.02/sh. **(D)** In millions, adjusted for stock splits.

Company's Financial Strength	A
Stock's Price Stability	50
Price Growth Persistence	45
Earnings Predictability	35