## "How to Analyze a Stock"

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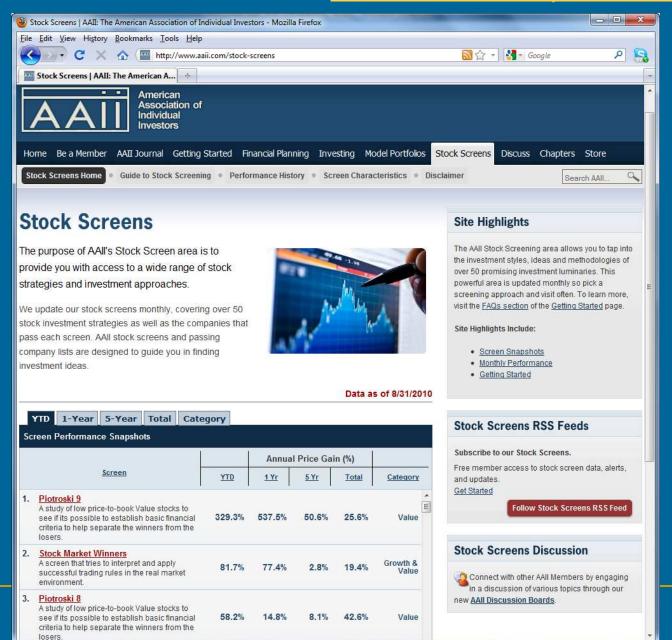




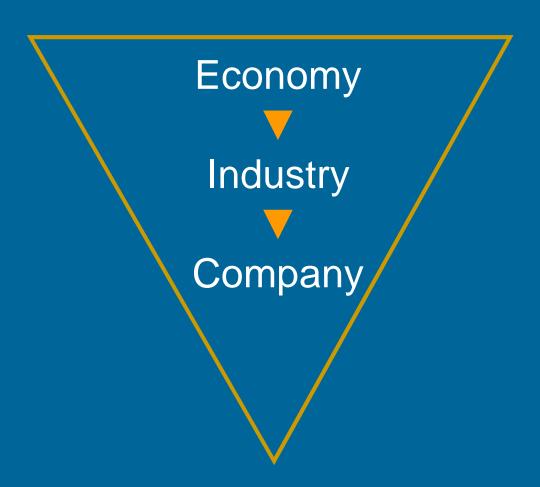
Narrow Your Focus with Stock Screening



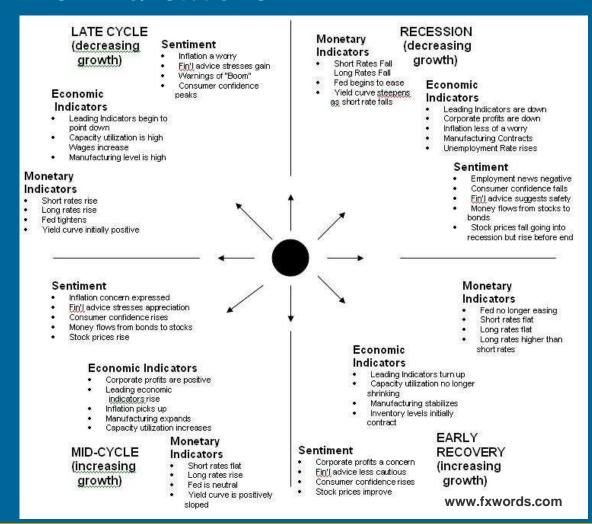
### AAII Stock Screens www.aaii.com/stock-screens



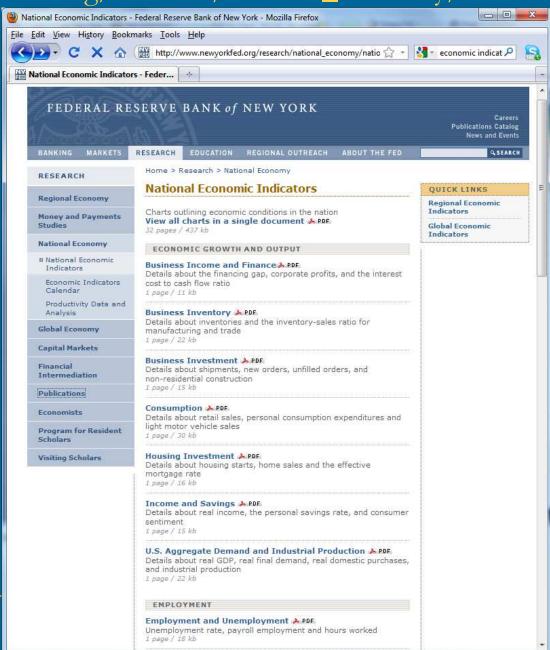
# Top-Down Stock Analysis



# Relationship Between the Economy & Economic Indicators



#### www.newyorkfed.org/research/national\_economy/nationalindicators.html



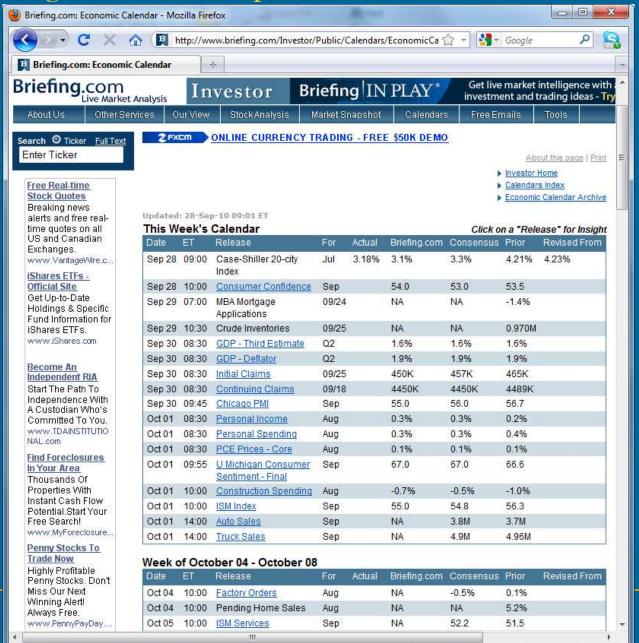
### www.investopedia.com/university/releases/



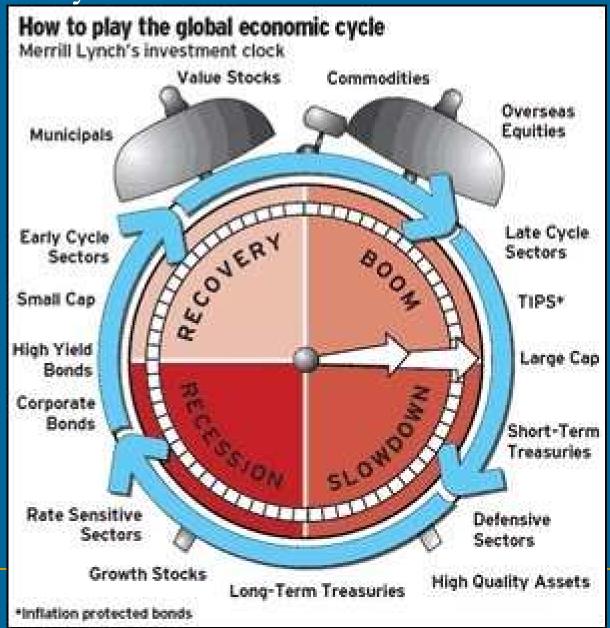
### www.forbes.com/economy



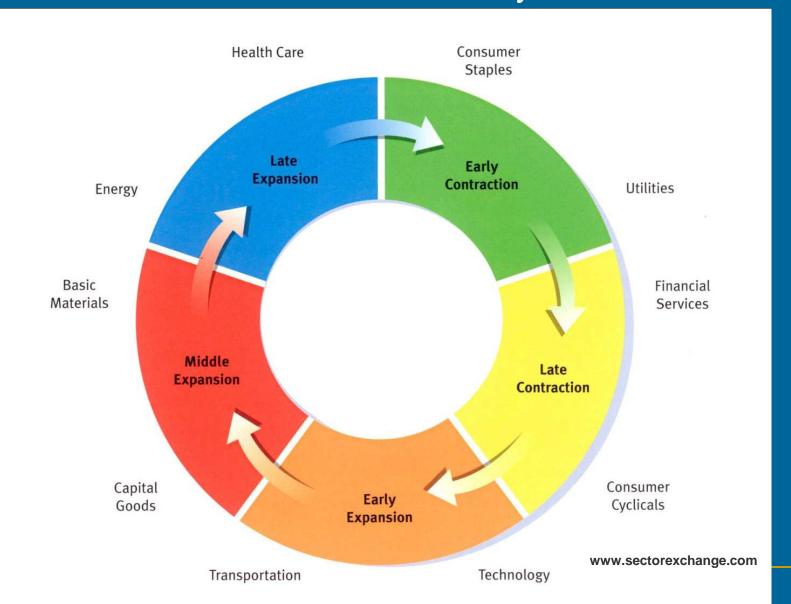
### www.briefing.com/investor/public/calendars/economiccalendar.htm

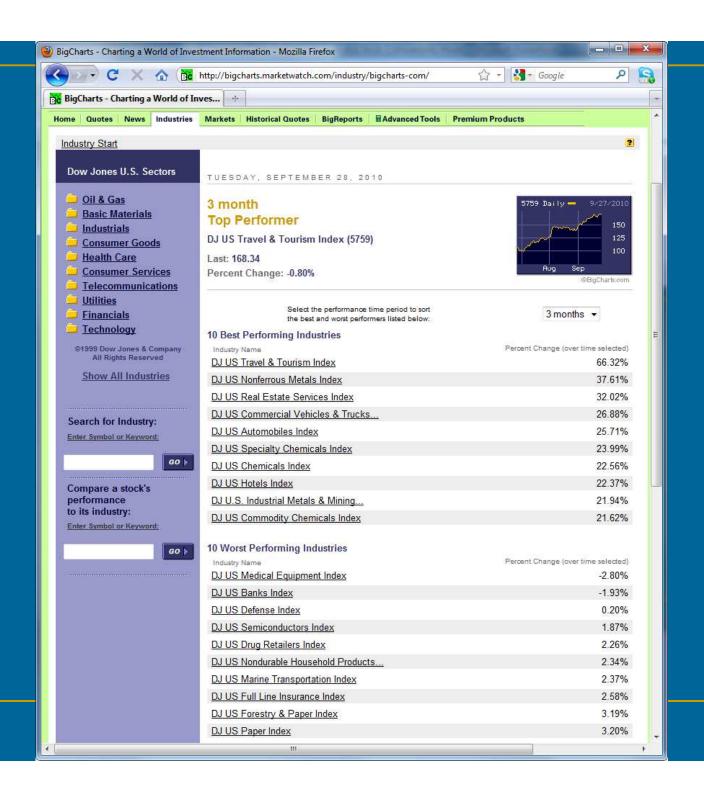


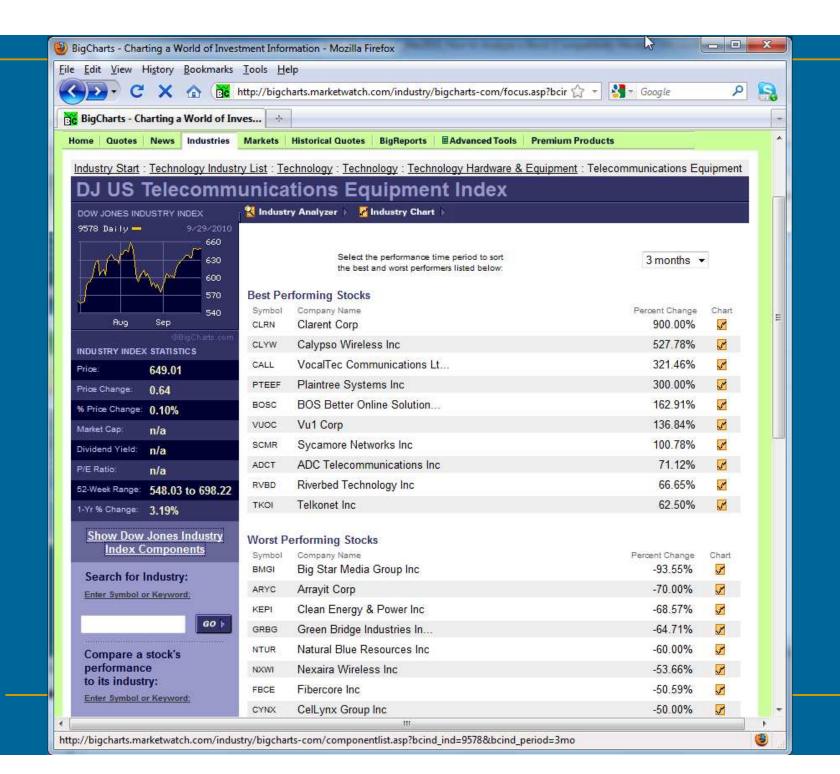
## Merrill Lynch Investment Clock

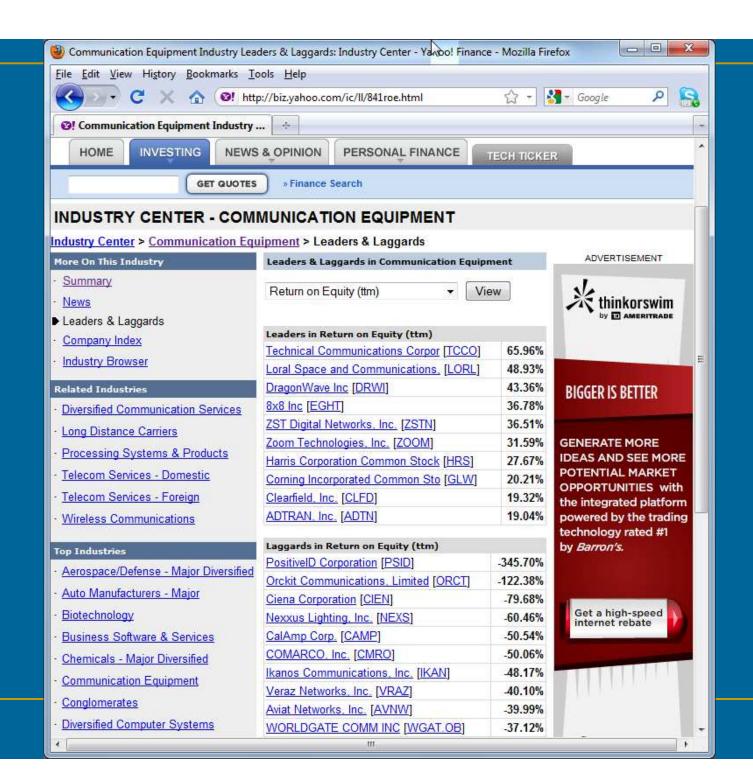


### Sectors & the Economic Cycle









#### Stock Investor Industry Median Report

Industry: Personal & Household Products (0521)

| Multiples                                     | Current          | 1 Year A go      | 3 Year Avq.      | 5 Year Avq. | 7 Year Avq. |                      |            | P/E Ratios     |
|---|------------------|------------------|------------------|-------------|-------------|----------------------|------------|----------------|
| Price/Eamings per Share                       | 16.20            | 16.00            | 17.20            | 18.90       | 19.20       | Est. Ye              | ar 2       | 12.00          |
| Price/Book Value per Share                    | 1.71             | 1.64             | 1.94             | 2.40        | 2.37        | Est. Yea             | ar 1       | 13.30          |
| Price/Sales per Share                         | 0.70             | 0.90             | 1.00             | 1.00        | 1.00        | Est. Cu              | rrent Year | 15.20          |
| Price/Cash Flow per Share                     | 26.60            | 33.90            | 109.30           | 0.00        | 0.00        | Year 1               | Avg.       | 12.80          |
| Price/Free Cash Flow per Share                | 14.40            | 23.60            | 23.90            | 31.30       | 30.80       | Year 2 /             | Avg.       | 17.50          |
| Yield   | 0.00             | 0.00             | 2.70             | 2.50        | 2.30        | Year 3 /             | Avg.       | 20.10          |
| P/E to Estimated Growth - 5 Years             | 1.30             |                  |                  |             |             | Year 4 /             | Avg.       | 21.30          |
| P/E to Growth - 5 Years                       | 1.40             |                  |                  |             |             | Year 5 /             | Avg.       | 20.40          |
| P/E to Dividend A djusted Growth -<br>5 Years | 1.20             |                  |                  |             |             | Year 6 /<br>Year 7 / | _          | 21.10<br>18.20 |
| Annual Growth Rates (%)                       | 1 Year Trailing  | 1 Year           | 3 Year           | 5 Year      | 7 Year      |                      |            |                |
| Sales   | 1.60             | -1.60            | 4.50             | 5.00        | 5.60        |                      |            |                |
| Gross Income                                  | 6.10             | 0.00             | 2.10             | 5.30        | 6.90        |                      |            |                |
| Net Income                                    | 26.00            | 20.00            | 0.10             | -2.60       | 4.60        |                      |            |                |
| EPS (Total)                                   | 23.60            | 18.90            | 3.20             | 4.50        | 9.50        |                      |            |                |
| EP \$ (Continuing)                            | 35.30            | 19.50            | 6.40             | 5.60        | 8.80        |                      |            |                |
| EPS (Diluted Continuing)                      | 34.80            | 20.40            | 5.90             | 5.70        | 8.70        |                      |            |                |
| Cash Flow per Share                           | 24.30            | 8.40             | 0.00             | 14.10       | 4.40        |                      |            |                |
| Free Cash Flow per Share                      | 32.10            | 37.90            | 19.50            | 5.60        | 7.20        |                      |            |                |
| Dividends per Share                           | 0.00             | 0.00             | 0.00             | 0.00        | 0.00        |                      |            |                |
| Eamings Estimates (EPS)                       | Current<br>Month | Previou<br>Month | s<br><u>High</u> | Low         |             |                      |            |                |
| Long-Term Growth                              | 12.00            | 12.00            | 13.00            | 10.00       |             |                      |            |                |
| Ratios  |                  |                  |                  |             |             |                      |            |                |
| Profitability                                 | Current          | Year 1           | Year 2           | Year 3      | Year 4      | Year 5               | Year 6     | Year 7         |
| Gross Profit Margin (%)                       | 48.90            | 48.60            | 49.80            | 48.50       | 50.00       | 50.00                | 47.70      | 48.40          |
| Operating Margin (%)                          | 6.00             | 5.00             | 5.00             | 6.30        | 6.60        | 7.10                 | 6.30       | 6.00           |
| Net Profit Margin (%)                         | 4.20             | 3.80             | 2.40             | 3.80        | 3.10        | 3.50                 | 2.70       | 3.20           |
| Return on A ssets (%)                         | 5.20             | 3.50             | 0.50             | 3.90        | 3.30        | 4.20                 | 2.90       | 4.30           |
| Return on Equity (%)                          | 16.60            | 12.10            | 10.70            | 16.70       | 12.50       | 12.20                | 11.90      | 10.80          |
| Liquidity                                     |                  |                  |                  |             |             |                      |            |                |
| Quick Ratio                                   | 1.00             | 0.90             | 0.90             | 0.90        | 1.10        | 1.00                 | 1.00       | 1.10           |
| Current Ratio                                 | 1.60             | 1.60             | 1.70             | 1.70        | 1.80        | 1.60                 | 1.60       | 1.80           |
| Payout Ratio (%)                              | 20.60            | 23.30            | 16.10            | 18.70       | 6.10        | 27.20                | 16.10      | 15.30          |
| Times Interest Earned                         | 4.60             | 2.00             | 1.00             | 3.70        | 4.40        | 3.00                 | 2.70       | 4.90           |

#### Statistical Summary of Stock Investor Database

Portfolio Name: None Screen Name: S&P 500

| <u>Field Name</u>              | <u>Median</u> | <u>Average</u> | Std. Dev. | <u>H igh</u> | Low       | Sample |
|--------------------------------|---------------|----------------|-----------|--------------|-----------|--------|
| EPS Est Q0-% Rev-Last Month    | 0.00          | -4.57          | 62.28     | 50.00        | -1,204.20 | 492    |
| EPS Est Q0-Revisions down      | 0.00          | 1.76           | 3.29      | 34.00        | 0.00      | 493    |
| EPS Est Q0-Revisions up        | 0.00          | 1.15           | 2.58      | 23.00        | 0.00      | 493    |
| EPS Est Q1-% Rev-Last Month    | 0.00          | -2.09          | 66.47     | 423.10       | -1,320.00 | 492    |
| EPS Est Q1-Revisions down      | 0.00          | 1.55           | 2.90      | 36.00        | 0.00      | 492    |
| EPS Est Q1-Revisions up        | 0.00          | 1.11           | 2.21      | 21.00        | 0.00      | 492    |
| EPS Est Y0-% Rev-Last Month    | 0.00          | -0.09          | 8.07      | 100.00       | -89.90    | 493    |
| EPS Est Y0-Revisions down      | 1.00          | 1.95           | 3.53      | 42.00        | 0.00      | 493    |
| EPS Est Y0-Revisions up        | 1.00          | 1.79           | 3.67      | 34.00        | 0.00      | 493    |
| EPS Est Y1-% Rev-Last Month    | 0.00          | -0.67          | 3.17      | 23.70        | -23.20    | 493    |
| EPS Est Y1-Revisions down      | 1.00          | 2.05           | 3.29      | 40.00        | 0.00      | 493    |
| EPS Est Y1-Revisions up        | 1.00          | 1.57           | 3.02      | 30.00        | 0.00      | 493    |
| EPS Est Y2-% Rev-Last Month    | 0.00          | -0.38          | 3.97      | 50.40        | -23.40    | 489    |
| EPS Est Y2-Revisions down      | 0.00          | 0.84           | 1.21      | 7.00         | 0.00      | 490    |
| EPS Est Y2-Revisions up        | 0.00          | 0.64           | 1.12      | 8.00         | 0.00      | 490    |
| EPS Growth Est                 | 10.65         | 11.41          | 6.67      | 62.90        | -6.28     | 478    |
| Quarterly Surprise-Percent     | 6.25          | 17.16          | 83.39     | 1,350.00     | -174.70   | 492    |
| Qtrly Surprise-Prior Qtr-Perce | 7.40          | 52.82          | 382.82    | 5,350.00     | -195.20   | 491    |
| Cash Flow-Growth 12m           | 10.00         | 32.77          | 241.83    | 987.50       | -800.00   | 459    |
| Cash Flow-Growth 3yr           | 28.00         | 29.57          | 95.45     | 519.70       | -374.00   | 490    |
| Dividend-Growth 12m            | 0.00          | -5.85          | 47.38     | 433.30       | -100.00   | 485    |
| Dividend-Growth 3yr            | 0.70          | 1.78           | 20.87     | 123.70       | -82.80    | 473    |
| EPS Cont-Growth 12m            | 20.80         | 51.84          | 140.61    | 962.50       | -928.60   | 491    |
| EPS Cont-Growth 3yr            | 0.00          | -1.35          | 40.65     | 403.70       | -300.00   | 499    |
| Free Cash Flow-Growth 12m      | 29.20         | 55.14          | 160.44    | 970.00       | -800.00   | 477    |
| Free Cash Flow-Growth 3yr      | 12.20         | 15.80          | 55.94     | 409.20       | -341.40   | 497    |
| Net Income-Growth 12m          | 17.30         | 48.37          | 154.03    | 988.90       | -848.70   | 491    |
| Net Income-Growth 3yr          | -3.45         | -1.46          | 45.67     | 444.50       | -138.50   | 500    |
| Sales-Growth 12m               | 2.85          | 5.60           | 27.75     | 474.80       | -66.50    | 500    |
| Sales-Growth 3yr               | 2.90          | 4.37           | 17.40     | 252.90       | -42.30    | 500    |
| PE                             | 17.10         | 27.51          | 53.03     | 736.30       | 1.30      | 460    |
| PE-Average 3 years             | 17.00         | 23.08          | 23.29     | 313.20       | 7.40      | 361    |

# Ratio Analysis

## Putting it Together:

# CORNING

Corning Incorporated (GLW)

# DuPont Method of Earnings & Growth Analysis

- Developed by DuPont Co. to determine the factors affecting return on equity
- Components of return on equity (ROE):
  - Net profit margin
  - Total asset turnover
  - Leverage (equity multiplier)
- Illustrates the interaction between pricing, sales volume, and leverage

# Net Profit Margin

Net income + sales revenue

### Total Asset Turnover

Sales revenue + Total assets

## Leverage or Equity Multiplier

Total assets + Total shareholders' equity

## Return on total assets (ROA)

Net income + Total assets

## Return on Equity (ROE)

Net income + Total Shareholders' Equity

| Corning Incorporated    |              |                     |      |      |   |                         |             |       |
|-------------------------|--------------|---------------------|------|------|---|-------------------------|-------------|-------|
|                         |              | Fiscal Year         |      |      |   |                         |             |       |
| Company                 | Current      | 1                   | 2    | 3    | 4   | 5                       | 6           | 7     |
| Net Margin (%)          | 49.6         | 37.2                | 88.4 | 36.7 | 35.9  | 12.8                    | (57.9)      | (9.1) |
| ROA (%)                 | 14.4         | 9.9                 | 30.5 | 15.2 | 15.3  | 5.6                     | (21.7)      | (2.5) |
| Leverage (X)            | 1.4          | 1.4                 | 1.5  | 1.7  | 1.9   | 2.3                     | 2.3         |       |
| ROE (%)                 | 19.5         | 13.9                | 45.8 | 25.7 | 29.1  | 12.8                    | (49.5)      | (5.6) |
|                         |              |                     |      |      |   |                         |             |       |
|                         |              | Historical Averages |      |      |   |                         |             |       |
|                         |              | 3yr                 | 5yr  | 7yr  |   |                         |             |       |
| Net Margin (%)          | Company      | 54.1                | 42.2 | 20.6 |   |                         |             |       |
|                         | Industry     | 3.3                 | 3.3  | 3.2  |   |                         |             |       |
|                         | S&P 500      | 8.0                 | 8.5  | 8.4  |   |                         |             |       |
| ROA (%)                 | Company      | 18.5                | 15.3 | 7.5  |   |                         |             |       |
|                         | Industry     | 2.6                 | 3.1  | 3.2  |   |                         |             |       |
|                         | S&P 500      | 5.5                 | 6.0  | 5.7  |   |                         |             |       |
| Leverage (X)            | Company      | 1.5                 | 1.8  | 1.8  | < <six-year< td=""><td>r averages <sub>.</sub></td><td>for leverag</td><td>e</td></six-year<> | r averages <sub>.</sub> | for leverag | e     |
|                         | Industry     | 6.2                 | 5.3  | 5.4  |   |                         |             |       |
|                         | S&P 500      | 2.9                 | 2.8  | 2.8  |   |                         |             |       |
| ROE (%)                 | Company      | 28.5                | 25.5 | 10.3 |   |                         |             |       |
|                         | Industry     | 13.2                | 12.8 | 12.4 |   |                         |             |       |
|                         | S&P 500      | 14.7                | 15.7 | 15.4 |   |                         |             |       |
| *Data as of 9/24/2010   |              |                     |      |      |   |                         |             |       |
| Source AAII Stock Inves | tor Pro/Thom | son Reuter          | s    |      |   |                         |             |       |

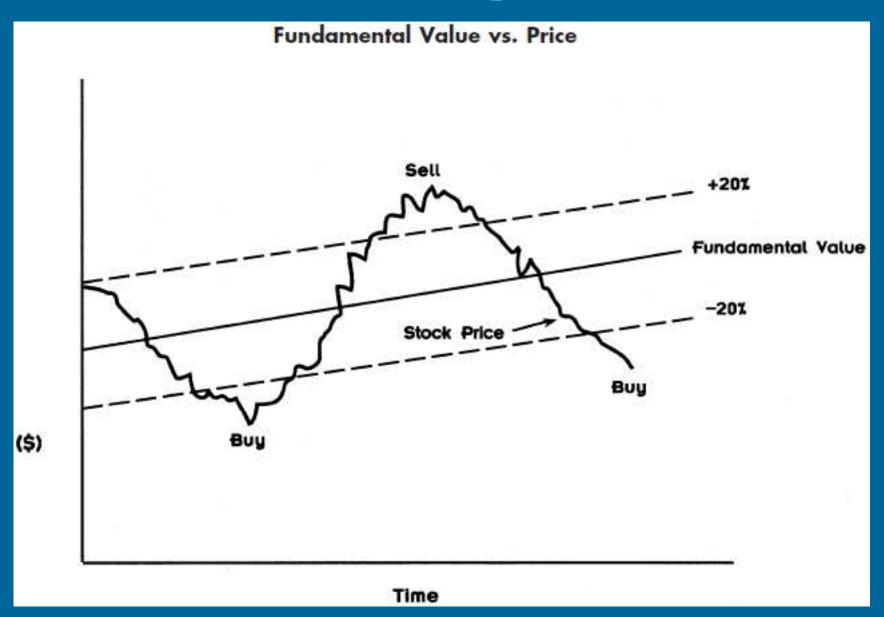
### Historical Growth Trends

| Corning Incorporated |          |      |     |      |      |         |
|----------------------|----------|------|-----|------|------|---------|
|                      |          |      |     |      |      | Est.    |
|                      |          | 12m  | 3yr | 5yr  | 7yr  | 3-5 yrs |
| Revenue Growth (%)   | Company  | 24.9 | 1.4 | 7.0  | 7.9  |         |
|                      | Industry | 1.6  | 4.5 | 5.0  | 5.6  |         |
|                      | S&P 500  | 2.9  | 2.9 | 6.0  | 7.5  |         |
| EPS Growth (%)       | Company  | 88.7 | 2.7 | 22.9 | 15.3 | 11.2    |
|                      | Industry | 19.5 | 6.4 | 5.6  | 8.8  | 12.0    |
|                      | S&P 500  | 20.8 | 0.0 | 5.6  | 9.7  |         |
| DPS Growth (%)       | Company  | 0.0  | na  | na   | na   |         |
|                      | Industry | 0.0  | 0.0 | 0.0  | 0.0  |         |
|                      | S&P 500  | 0.0  | 0.7 | 2.7  | 1.7  |         |

### Valuation Models



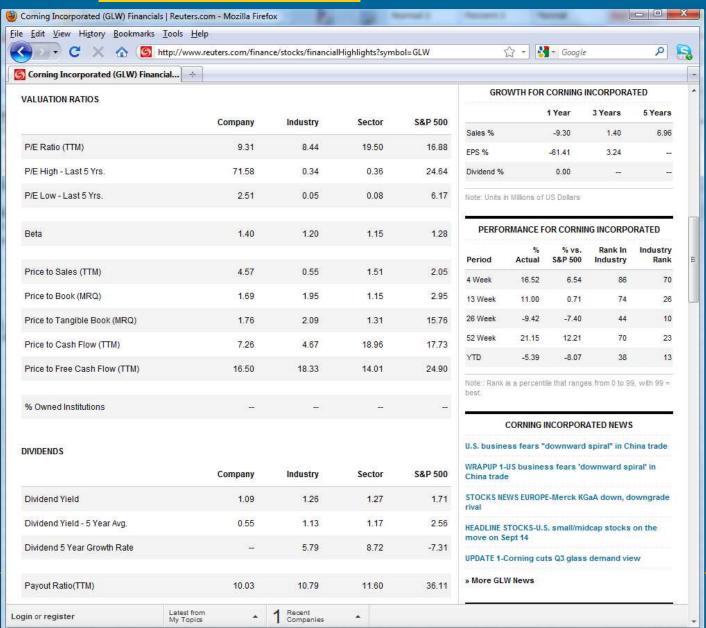
### Value Doesn't Always Equal Price



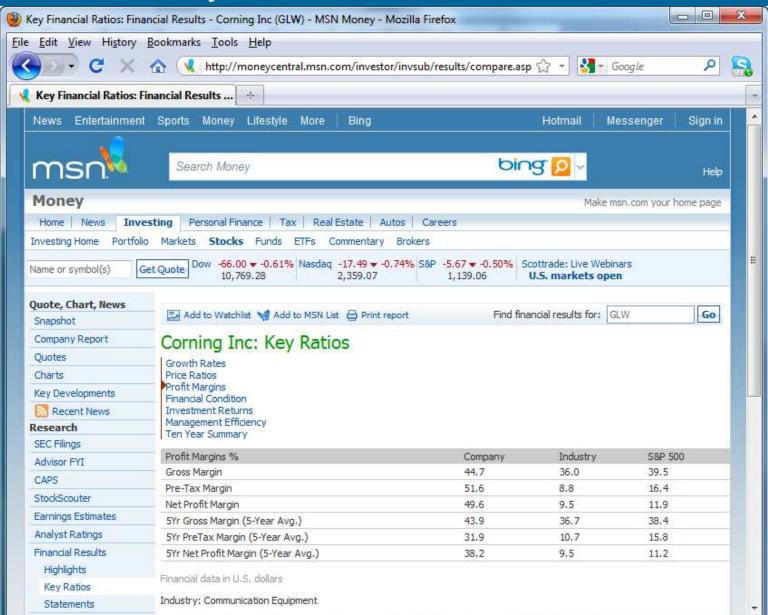
|                                     |         | 5-Yr  |       |       |       |      |
|-------------------------------------|---------|-------|-------|-------|-------|------|
| Corning Incorporated                | 2009    | 2008  | 2007  | 2006  | 2005  | Avg  |
| High Price                          | 19.55   | 28.07 | 27.25 | 29.61 | 21.95 |      |
| Low Price                           | 8.97    | 7.36  | 18.12 | 17.50 | 10.61 |      |
| EPS Dil Cont                        | 1.28    | 3.32  | 1.34  | 1.16  | 0.38  |      |
| High P/E                            | 15.3    | 8.5   | 20.3  | 25.5  | 57.8  | 25.5 |
| Low P/E                             | 7.0     | 2.2   | 13.5  | 15.1  | 27.9  | 13.2 |
|                                     |         |       |       |       |       |      |
| Average P/E                         | 11.1    | 5.3   | 16.9  | 20.3  | 42.8  | 19.3 |
| Industry Average P/E                | 12.8    | 17.5  | 20.1  | 21.3  | 20.4  | 21.1 |
| S&P 500 Average P/E                 | 14.4    | 16.1  | 18.8  | 18.5  | 19.6  | 17.5 |
|                                     |         |       |       |       |       |      |
| Current P/E (close of 9/29/2010)    | 9.3     |       |       |       |       |      |
|                                     |         |       |       |       |       |      |
| Using the past five year's data:    |         |       |       |       |       |      |
|                                     |         |       |       |       |       |      |
|                                     | Y0      | Y1    | Y2    |       |       |      |
| I/B/E/S Earnings Estimates          | 2.108   | 1.986 | 2.06  |       |       |      |
|                                     |         |       |       |       |       |      |
| V = P/E × EPS Est Y1                |         |       |       |       |       |      |
| Value High =                        | \$50.58 |       |       |       |       |      |
| Value Low =                         | \$26.12 |       |       |       |       |      |
| Current Price (close of 9/29/2010)  | \$18.38 |       |       |       |       |      |
|                                     |         |       |       |       |       |      |
| Average Value= Avg P/E × EPS Est Y1 |         |       |       |       |       |      |
| Average Value =                     | \$38.35 |       |       |       |       |      |
| Current Price (close of 9/29/2010)  | \$18.38 |       |       |       |       |      |

# Sources of Data for Company Analysis & Industry Comparisons

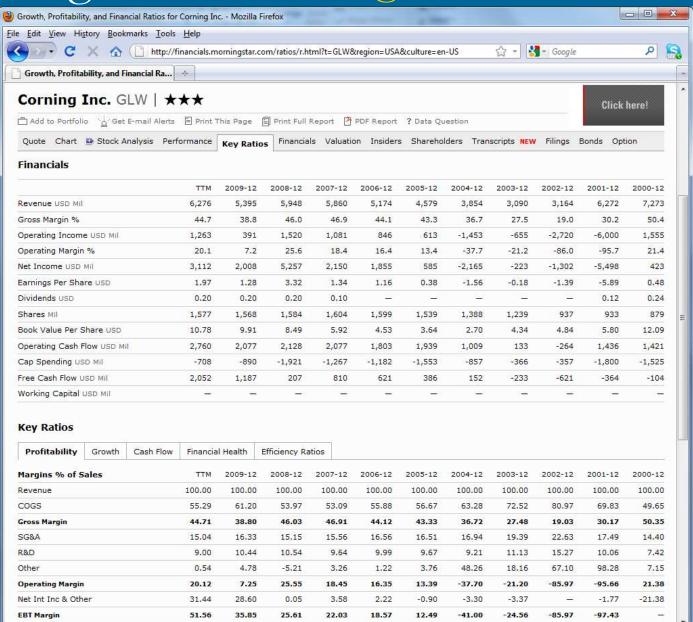
### Reuters www.reuters.com



## MSN Money www.investor.com



### Morningstar <u>www.morningstar.com</u>



### Stock Investor Pro

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- Systems: Windows (Vista & 7 compatible)
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- Number of Data Fields: 2,000+
- Fields for Screening: 2,000+
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- Frequency: Monthly via CD; Weekly & Monthly data downloads from Web