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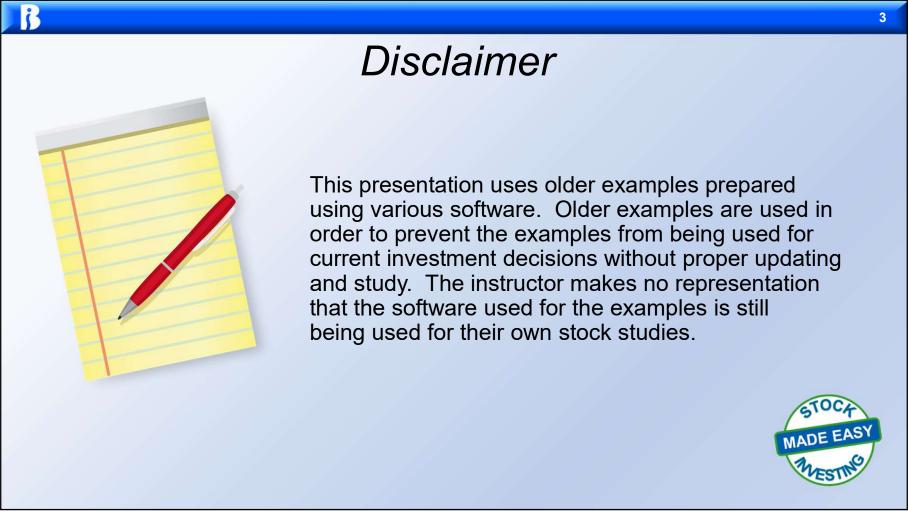
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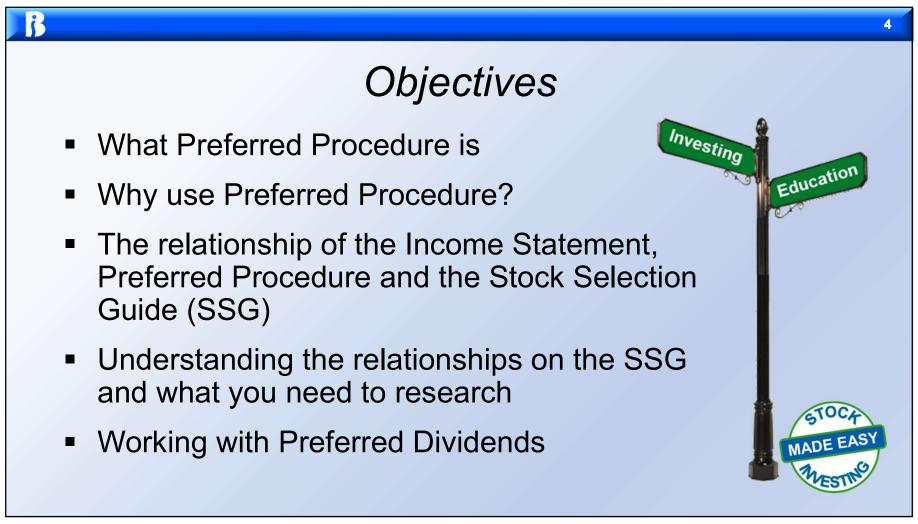
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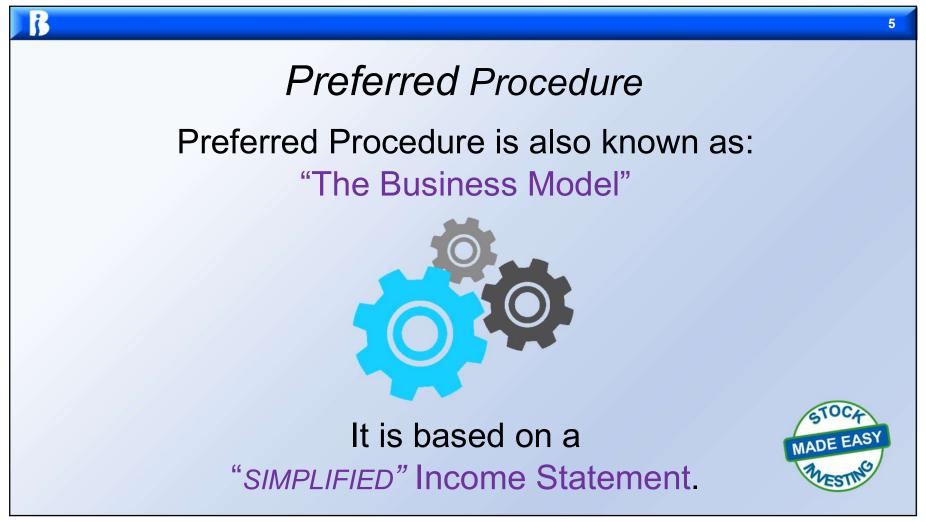
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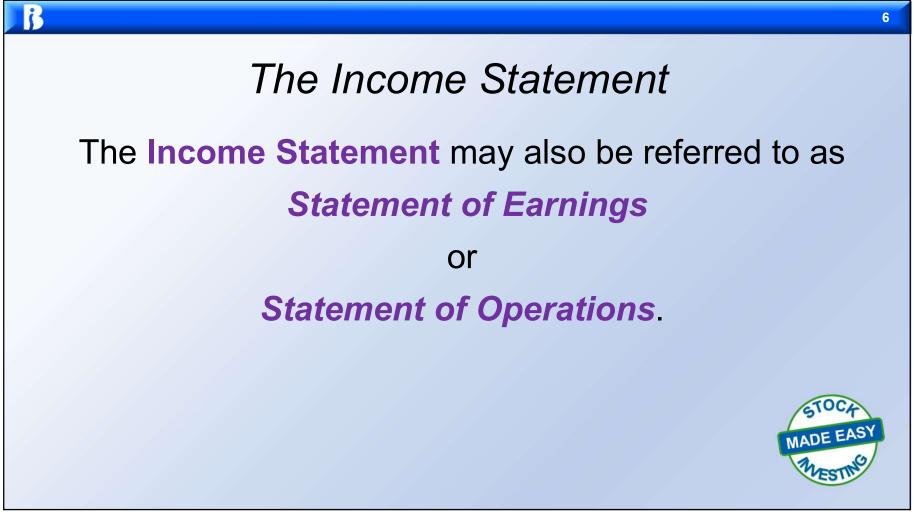


This session may be recorded for our future use.











The Income Statement

- Gives one important perspective on the health of a business -- its profitability.
- Measures a company's performance over a specified period of time.
- For example:
 - Annual: Fifty-two weeks ended Sept. 24, 2011
 - Quarter: Thirteen weeks ended March 24, 2012





The Income Statement

Provides information on:

- How a company performed, where it is heading, and what future cash flow or profitability might be.
- Ability of managers to make sales, control expenses, and thereby earn a profit.
- Growth trends in Sales and Net Income, which are particularly important to watch.



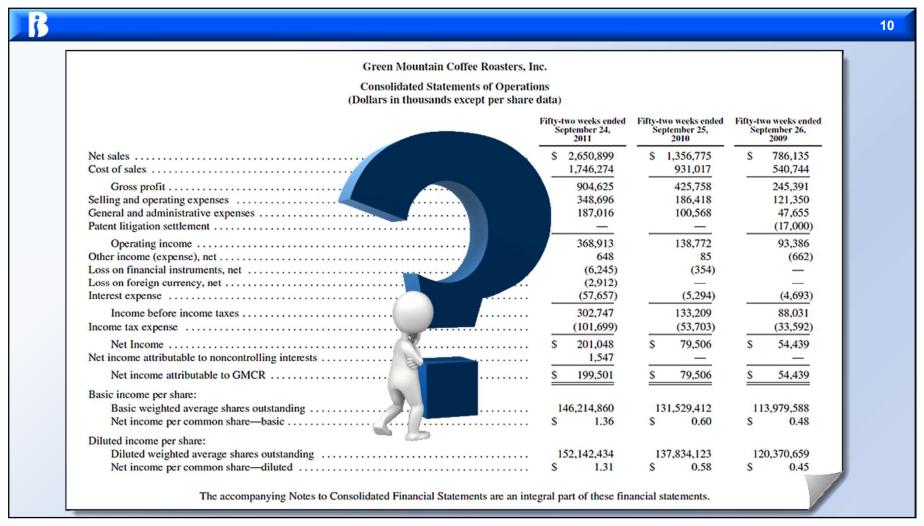


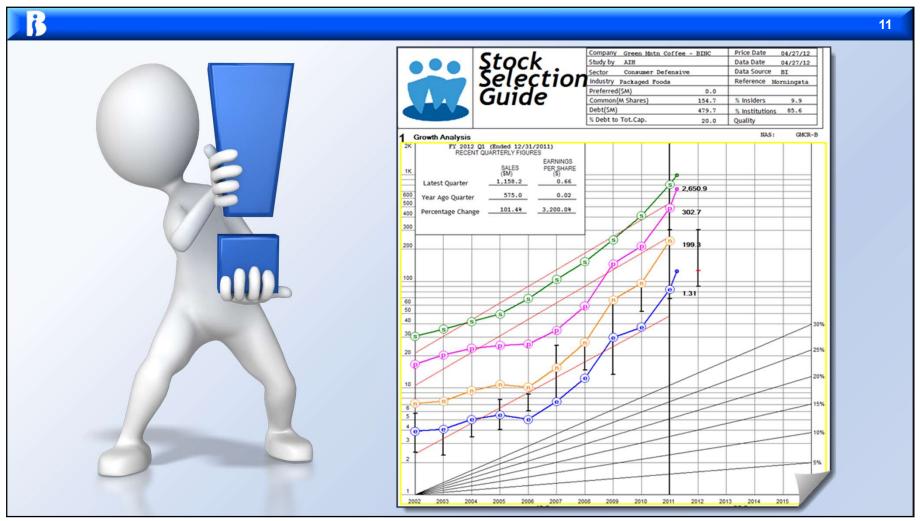
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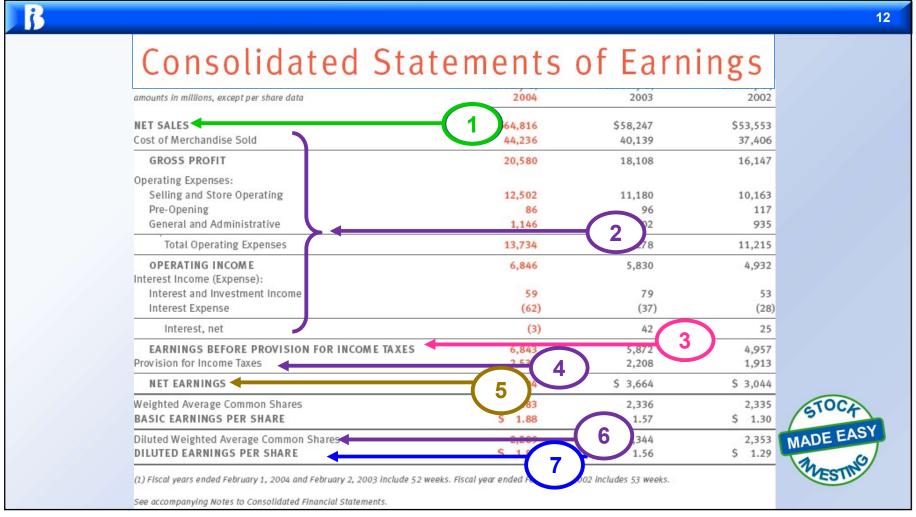
The Income Statement

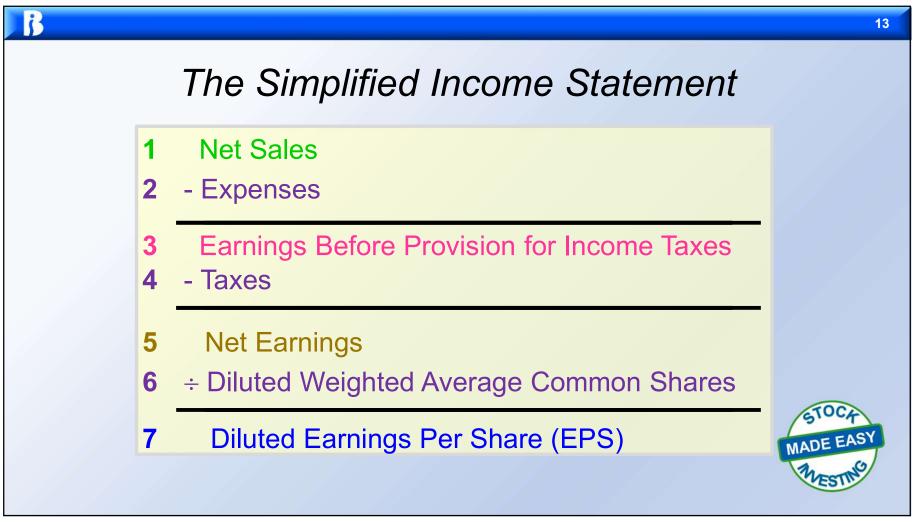
- I've done my homework and researched the company.
- I've collected data.
- I have 10 years of Income Statements?
 What do I do with them??

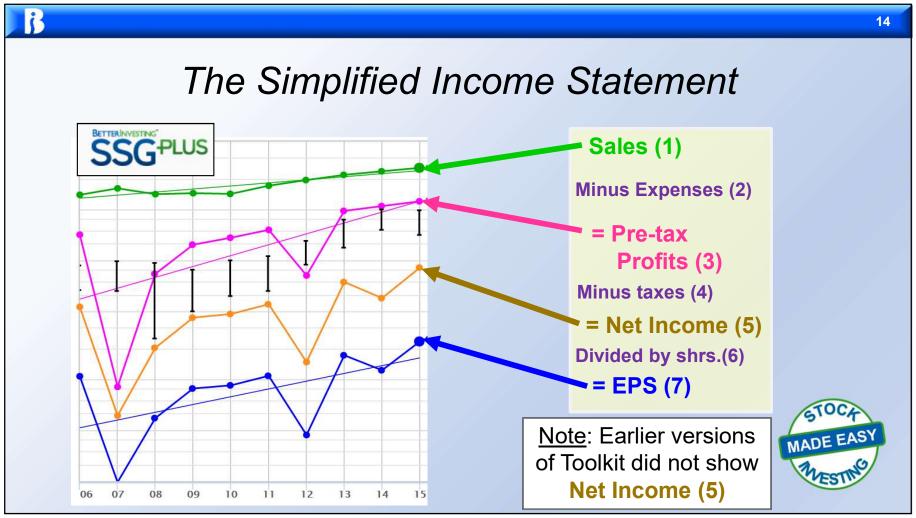
What is the best way to study my 10 years of Income Statements?

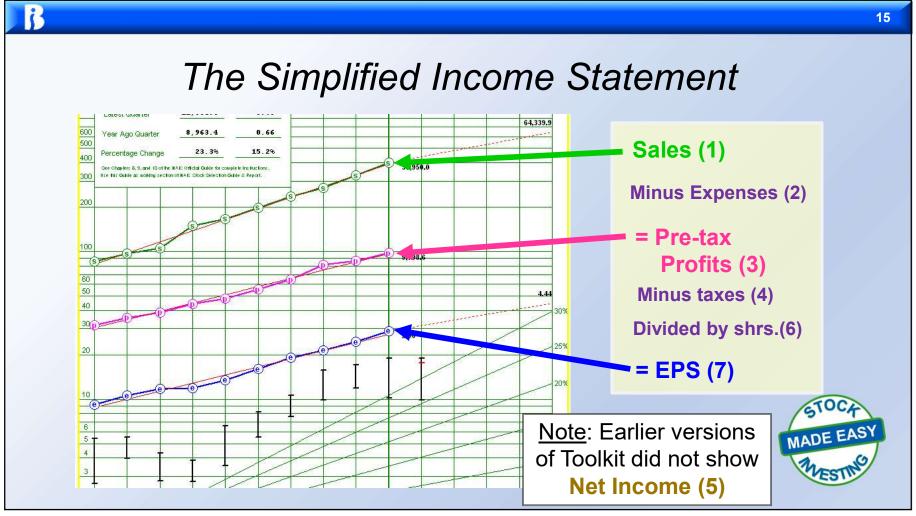












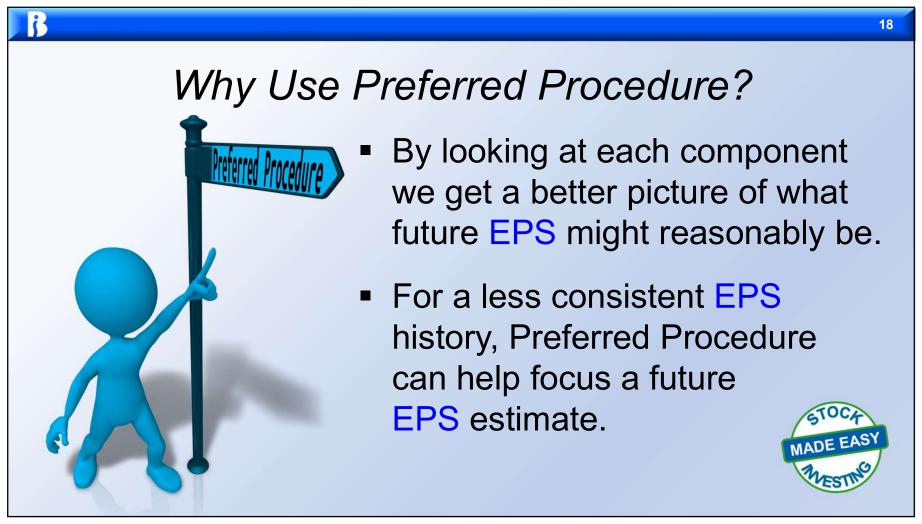
16 Why Use Preferred Procedure? Often EPS is not as well-behaved as Sales EPS is affected by: Sales **Profit Margins** Tax Rates Shares Outstanding

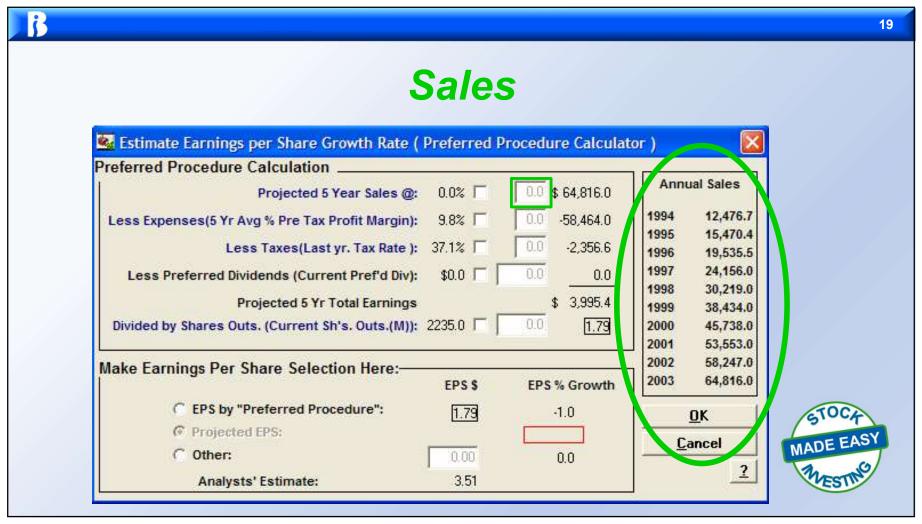
Why Use Preferred Procedure?

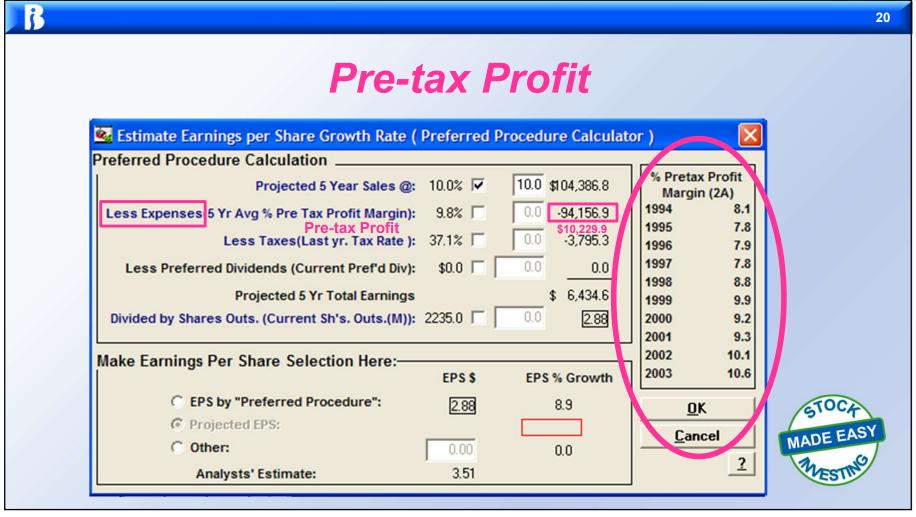
■ Often EPS is not as well-behaved as Sales

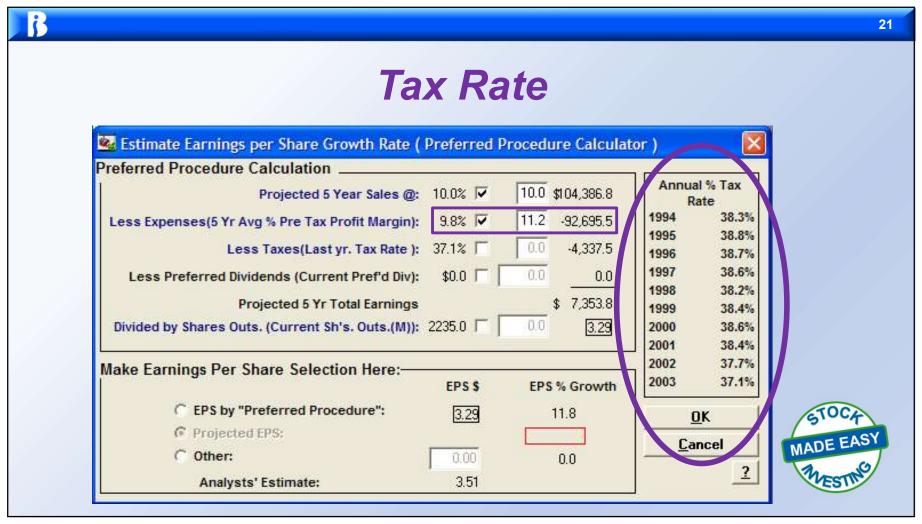
- EPS is affected by:
 - Sales
 - Profit Margins
 - Tax Rates
 - Shares Outstanding

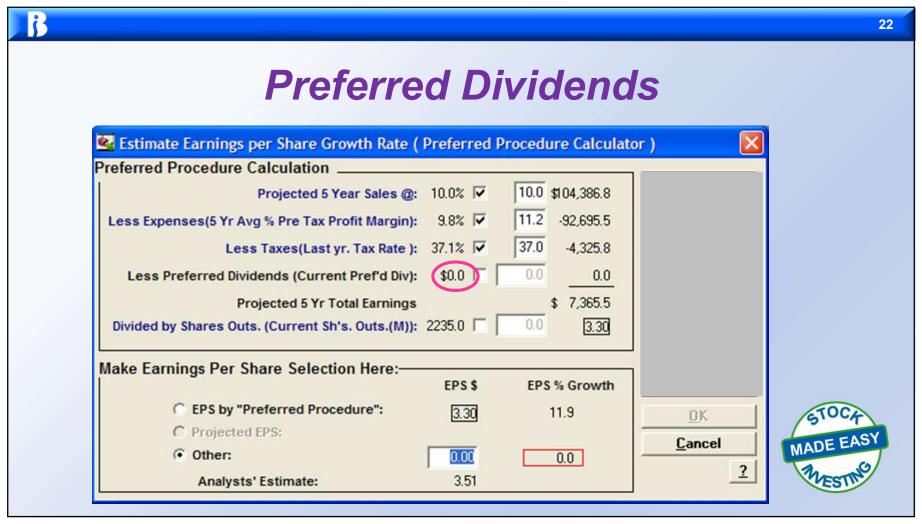


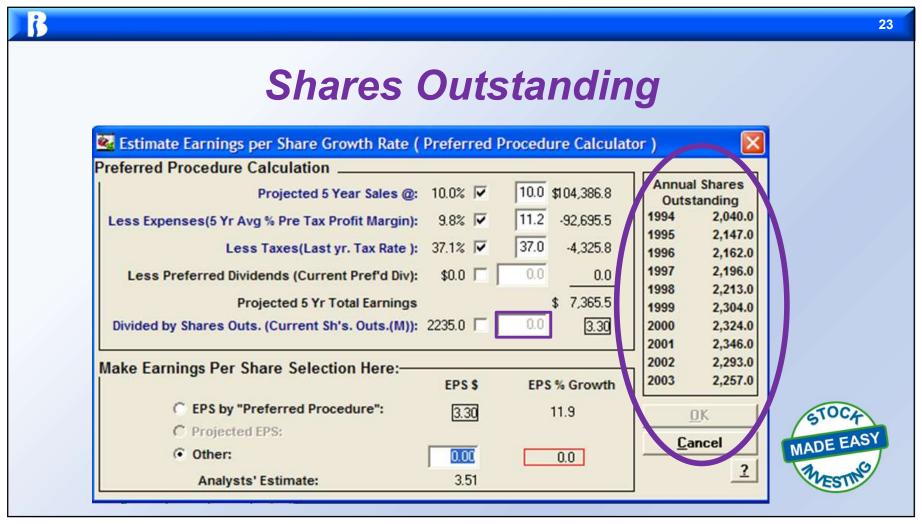


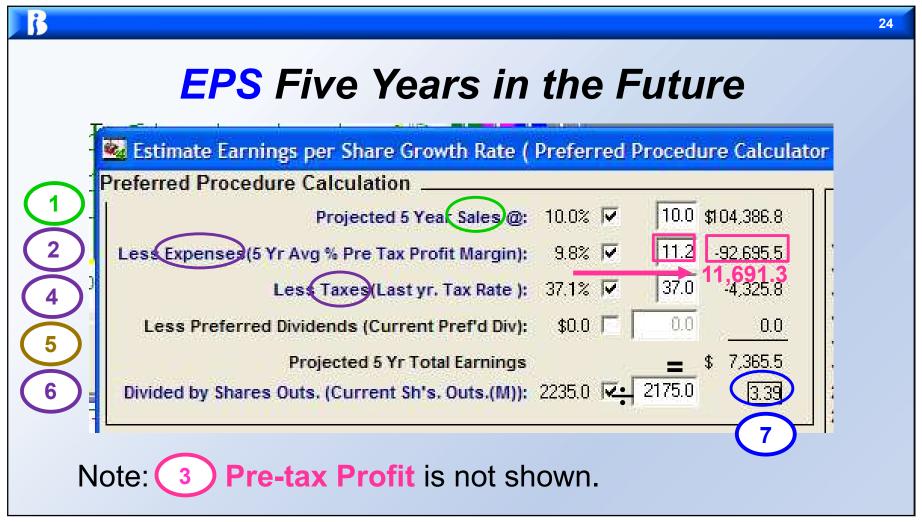






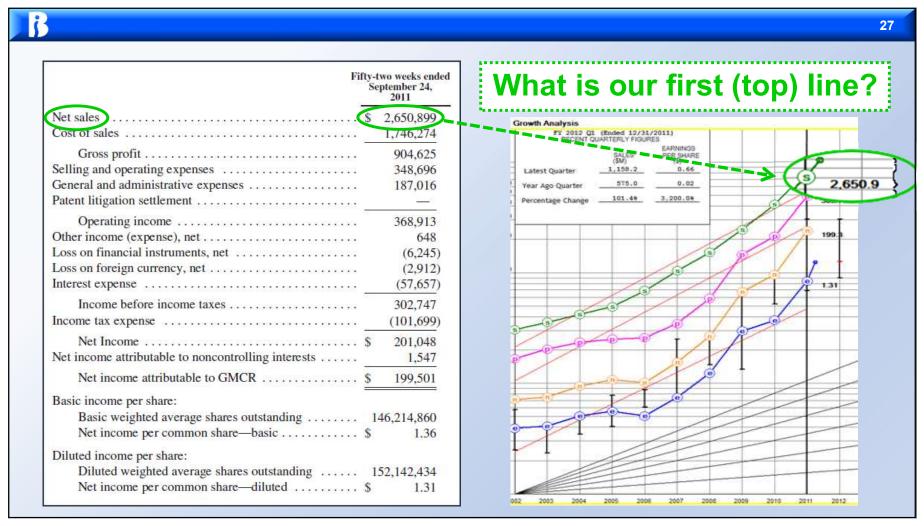


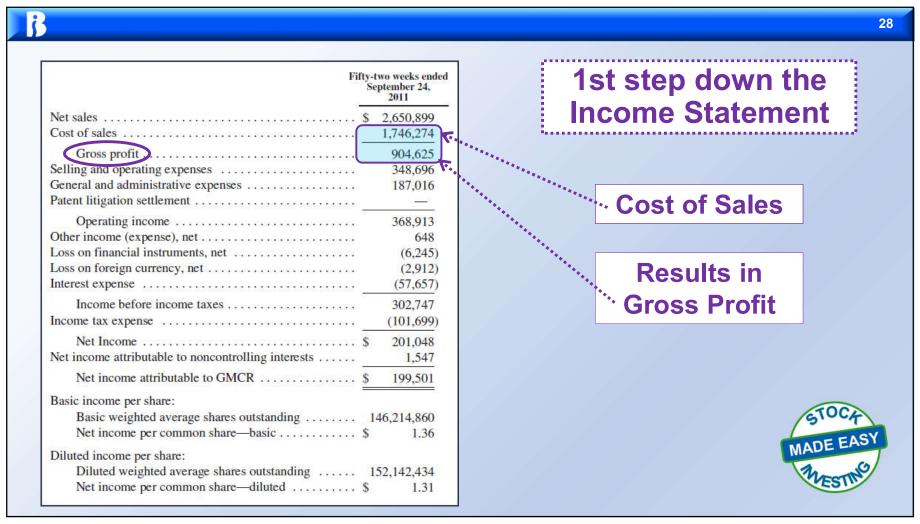


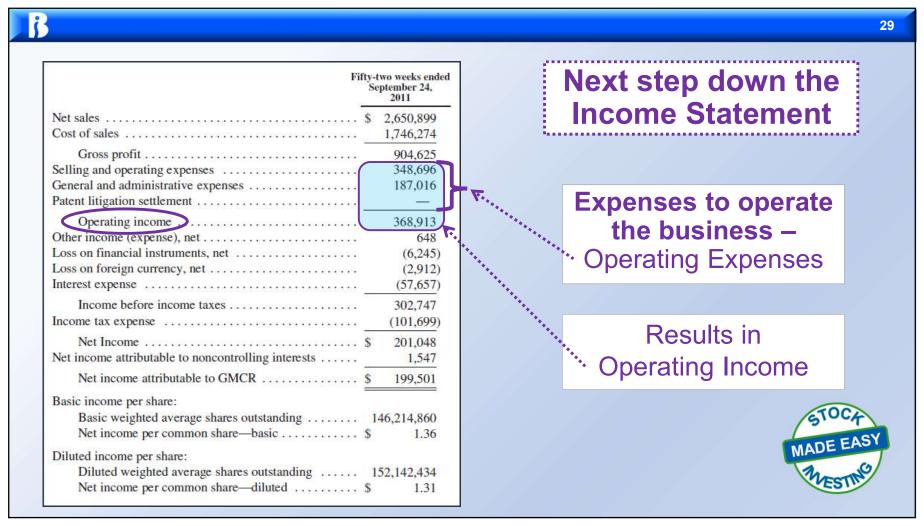


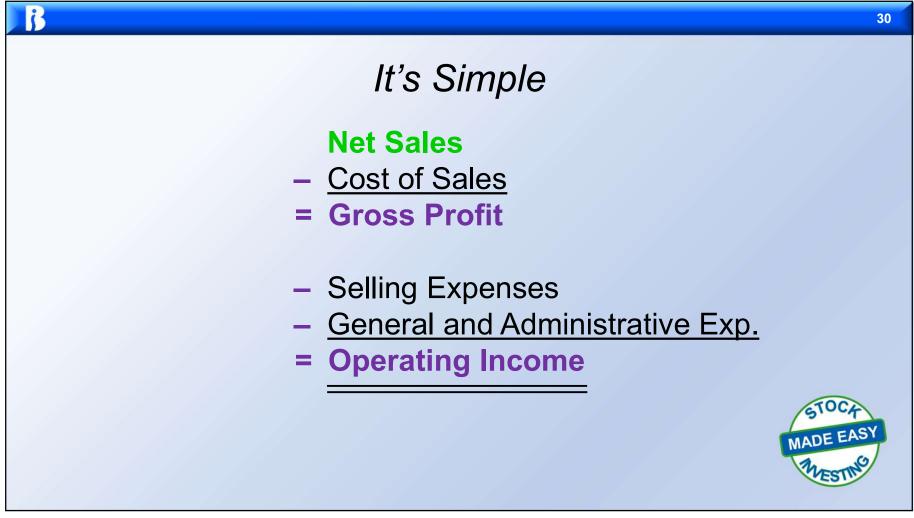












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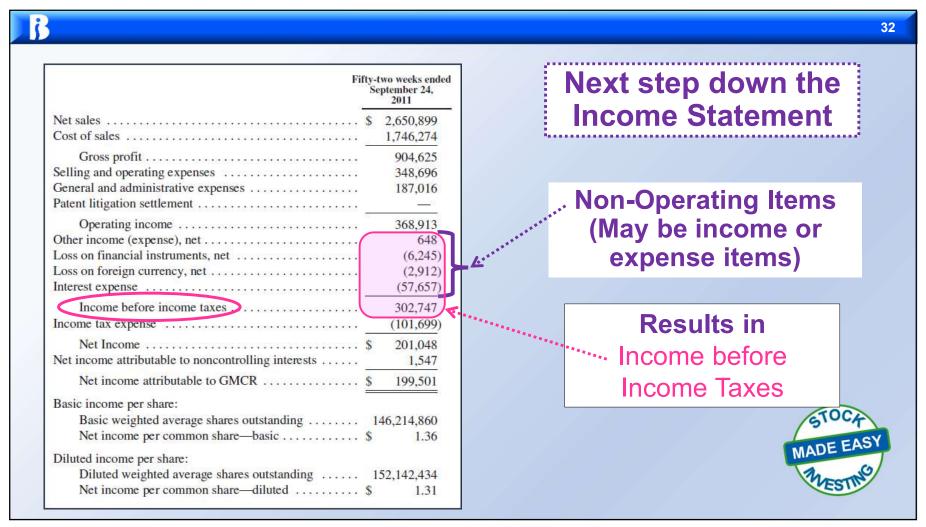
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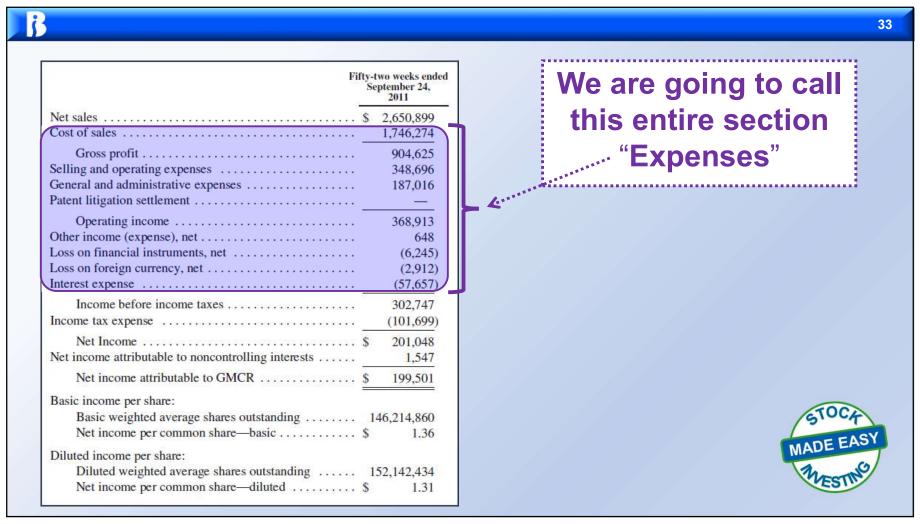
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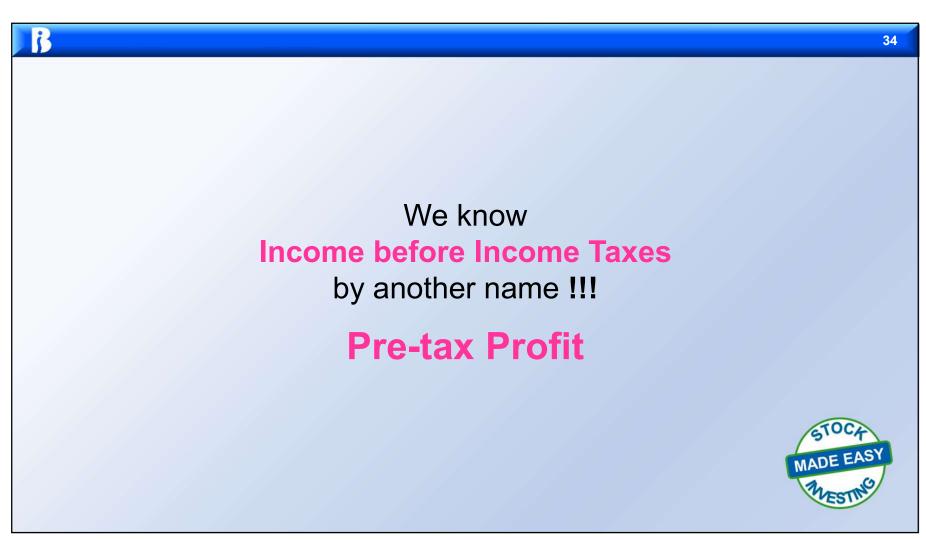
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The Non-Operating Section

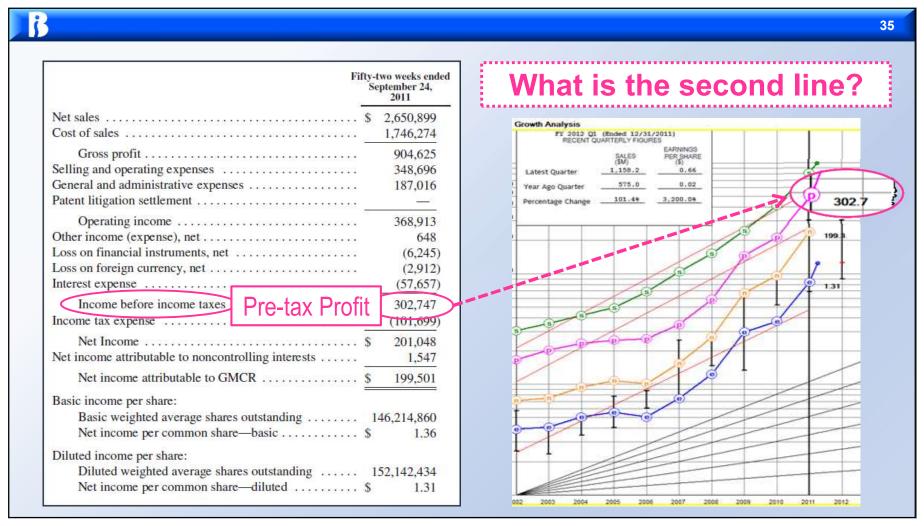
- This section frequently consists primarily of Interest (or Other) Income and Interest Expense.
 - Interest and investment income is earned and reported when a company invests in certificates of deposits, treasury bills or notes, or the stocks and bonds of other companies.
 - Interest Expense is a payment that the company makes for the use of another company's money (for example: notes, mortgages, and bonds).

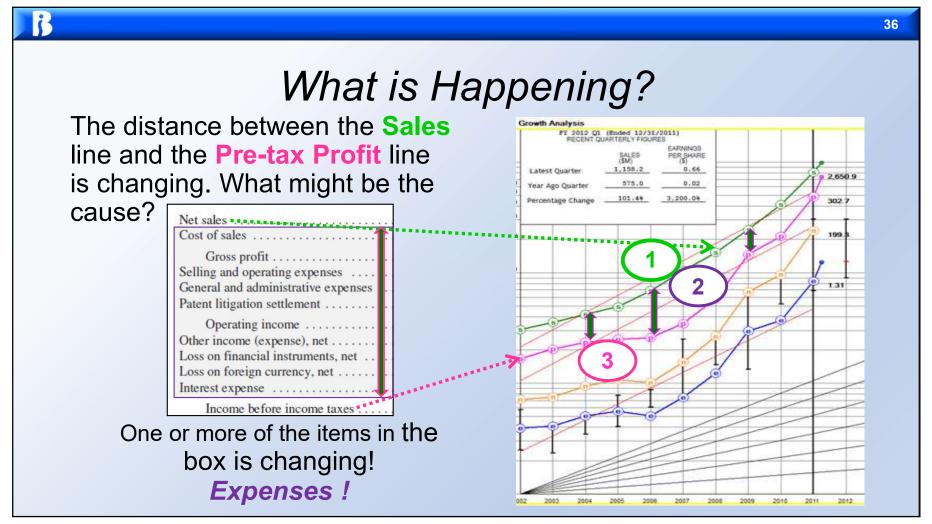


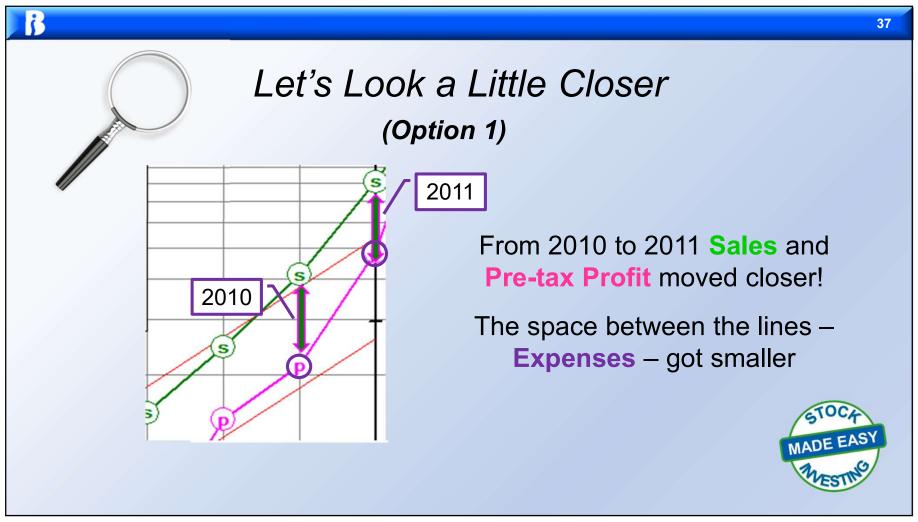


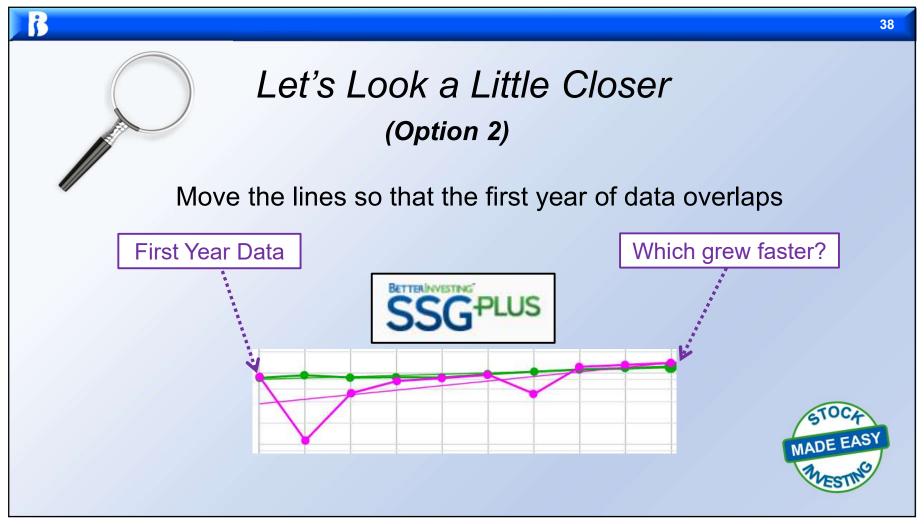


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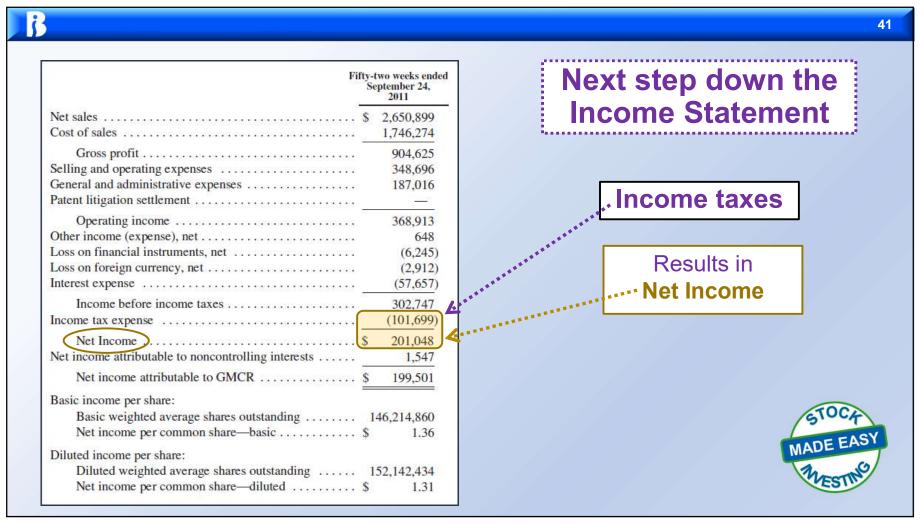


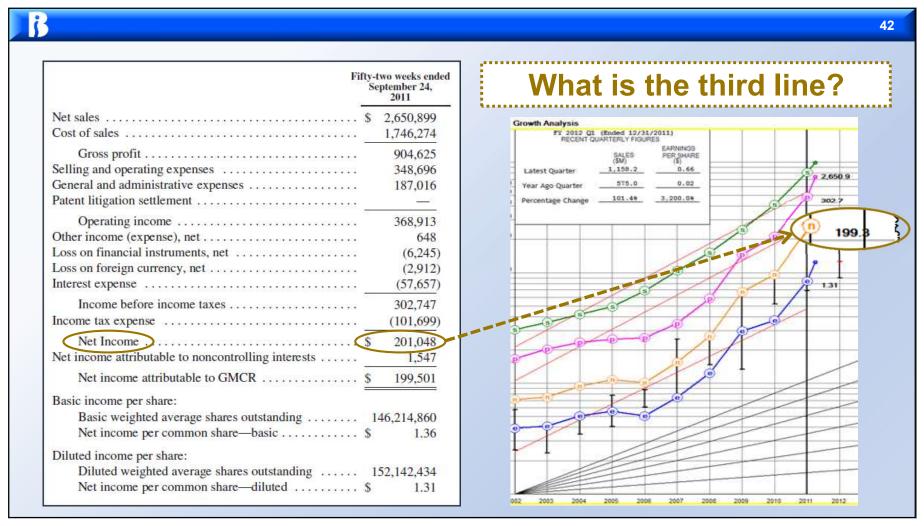


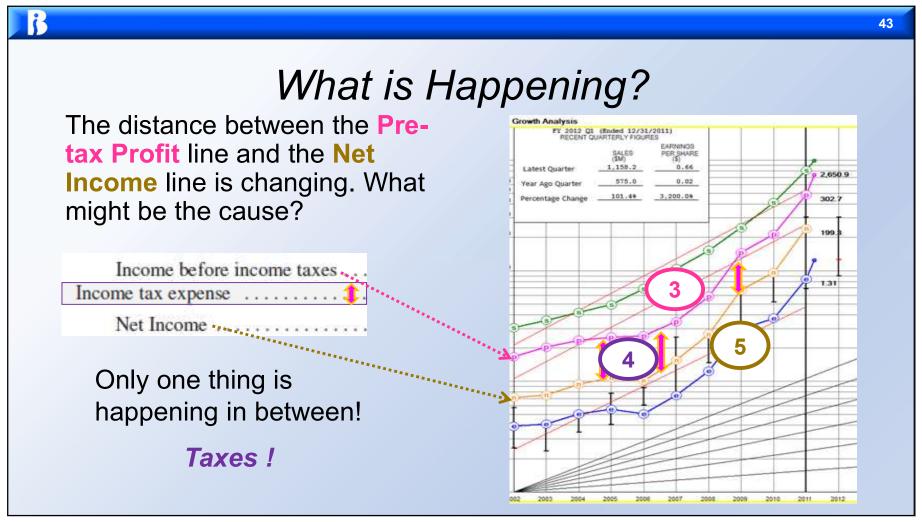


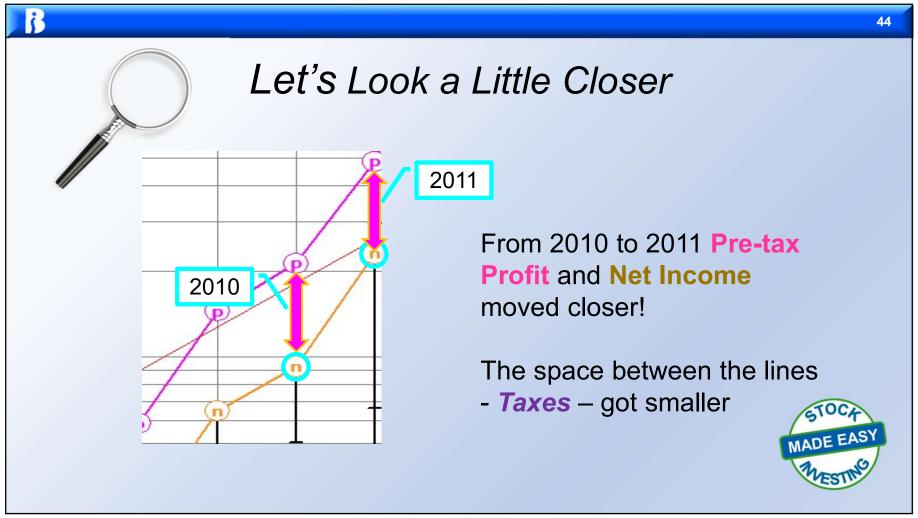


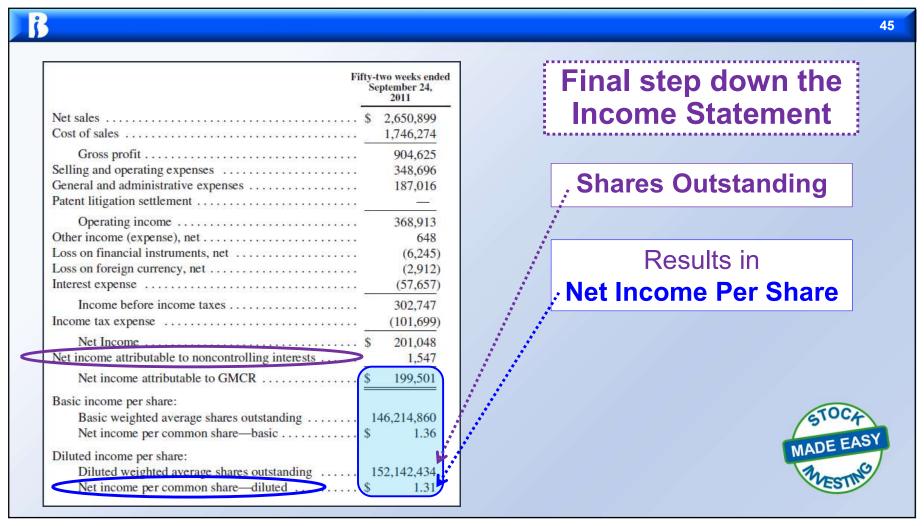


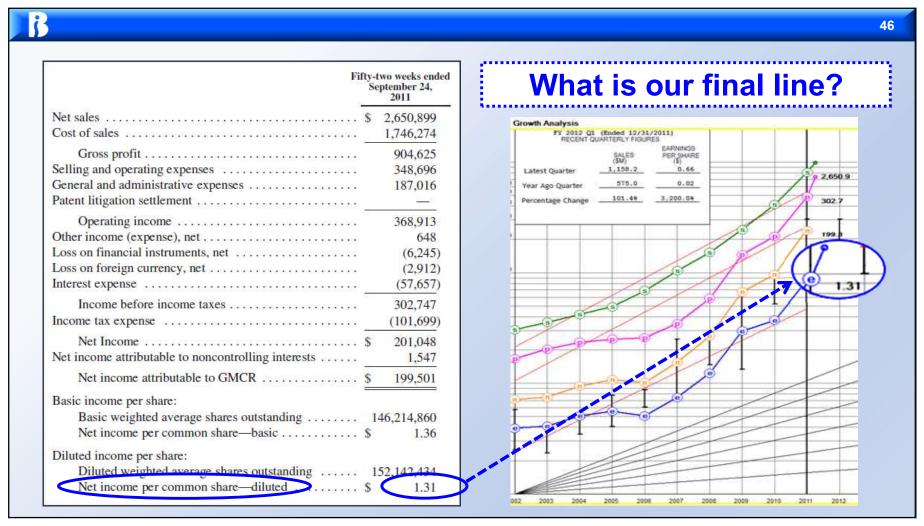


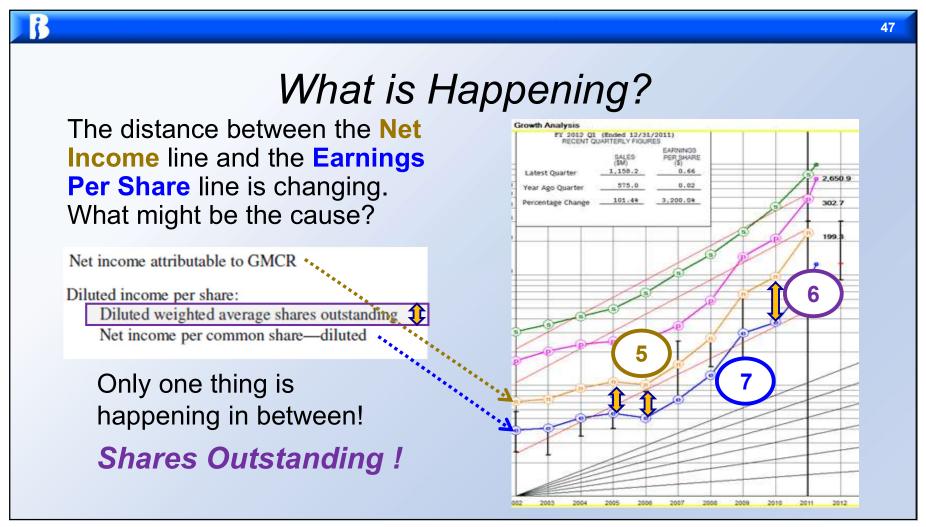


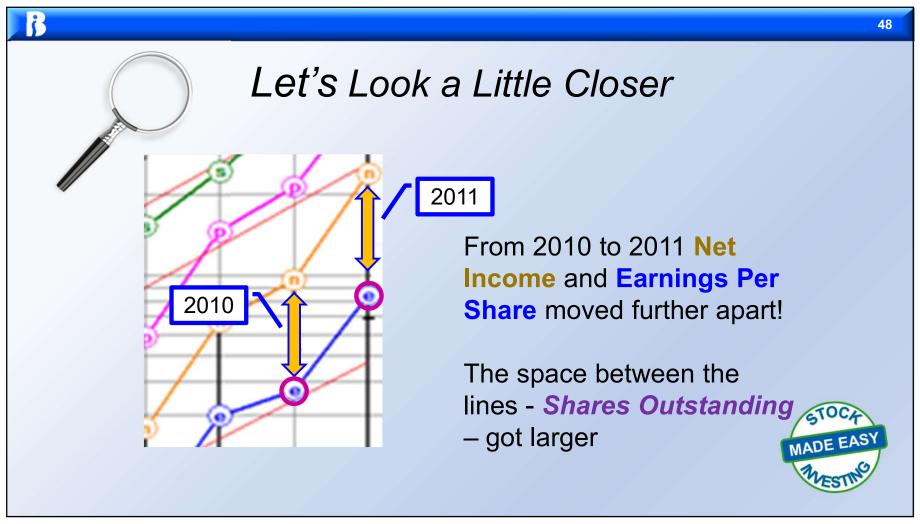


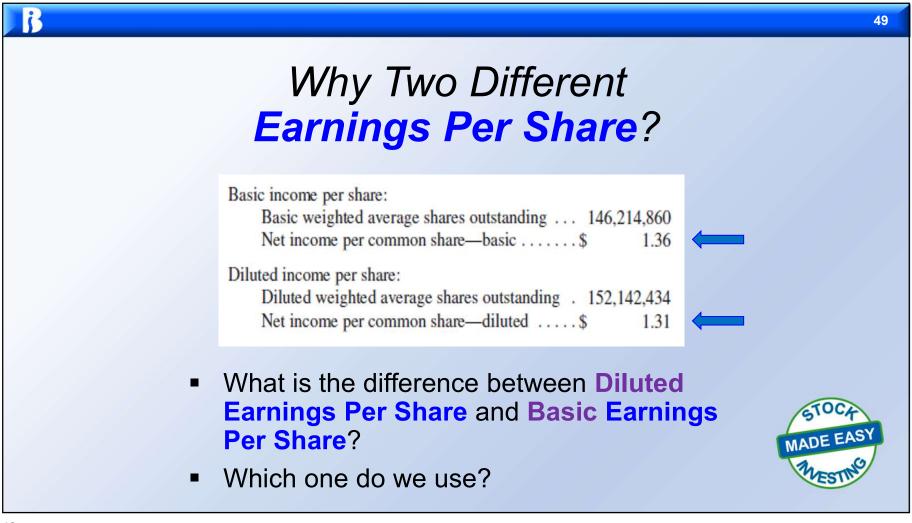












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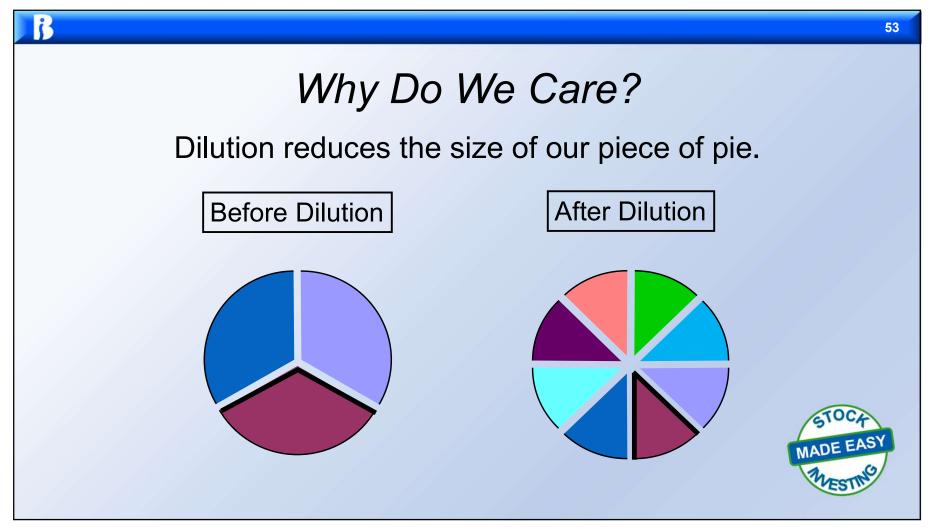
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Dilution

- Dilution occurs when there are "Dilutive Securities".
 - These are securities that:
 - Are not common stock.
 - Allow the owner to obtain common stock when they exercise an option or conversion privilege.
 - The most common are stock options, warrants, convertible debt or convertible preferred shares.
- The earnings of the company would be spread over more shares (diluted) if the dilutive securities were converted.









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Which Weighted Average Share?

- We will use the **Diluted Weighted Average Shares**Outstanding!
 - Why?
 - Spreading the earnings over more shares gives us a lower, more conservative Earnings Per Share.
- Note: In the calculation, any securities that would not be converted at the period end stock price are ignored.

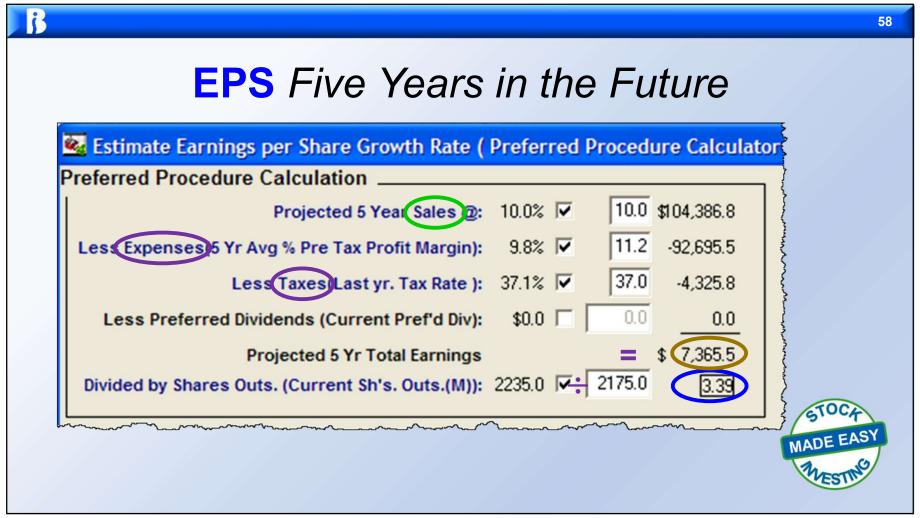


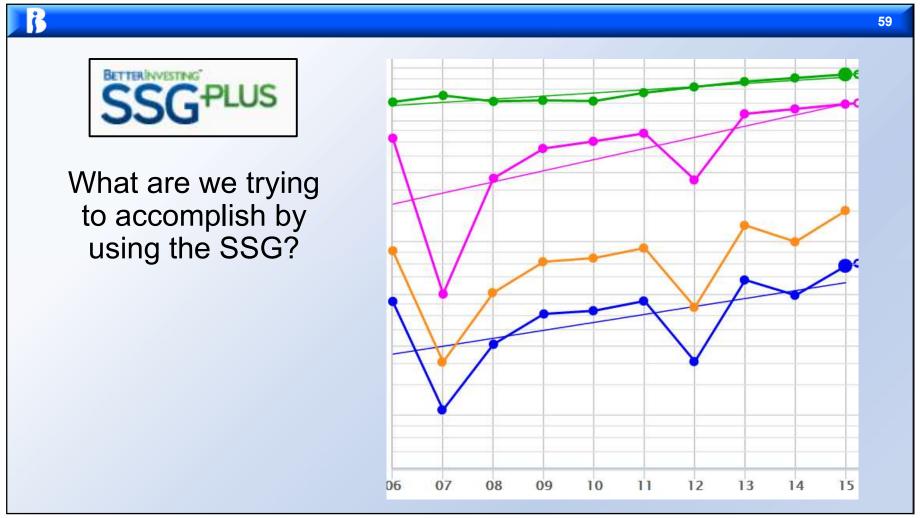




Reality Check

- We easily see what to focus on using Part 1 of the SSG, "Growth Analysis".
 - The SSG tells you which items on the Income Statement to focus on.
 - We can isolate what is changing by looking at each set of lines.
 - This points us to the items we need to study, understand, and consider in projecting the future.
 - Try looking in the Annual Report at Management's Discussion and Analysis (MD&A).
 - We can then project our future EPS by evaluating each component of the preferred procedure.









How Do We Use This?

- We try to understand how the company has grown historically.
- We try to understand where things have changed over time:
 - 1. Sales
 - 2. Expenses
 - 3. Pre-tax Profit

4. Taxes Paid

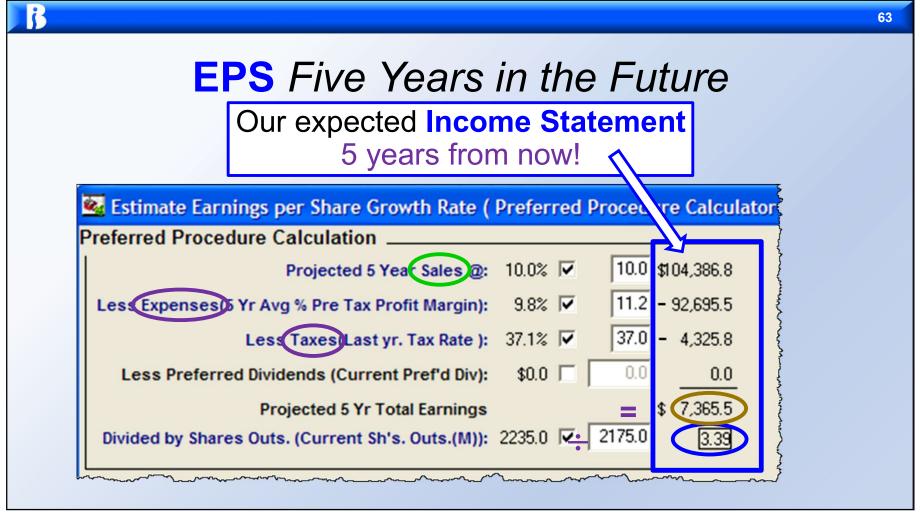
5. Net Income

6. Shares Outstanding

7. Earnings Per Share

We use this information to help us project how the Income Statement might change over the next 5 years.



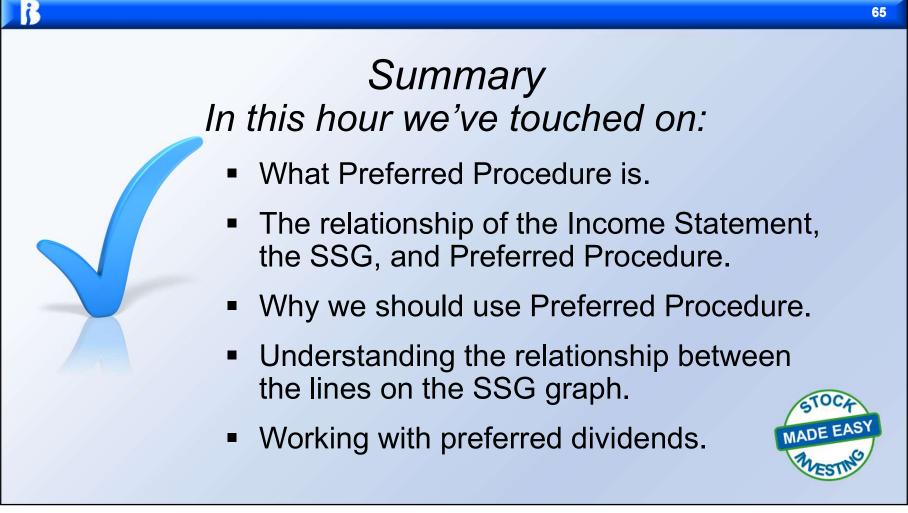


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What Do You Do with Preferred Dividends?

- Preferred dividends must be paid to preferred shareholders before common shareholders get paid.
- To common shareholders, it is the equivalent of an expense.
- Estimate the preferred dividends five years in the future and subtract them from earnings before dividing by shares outstanding.



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