

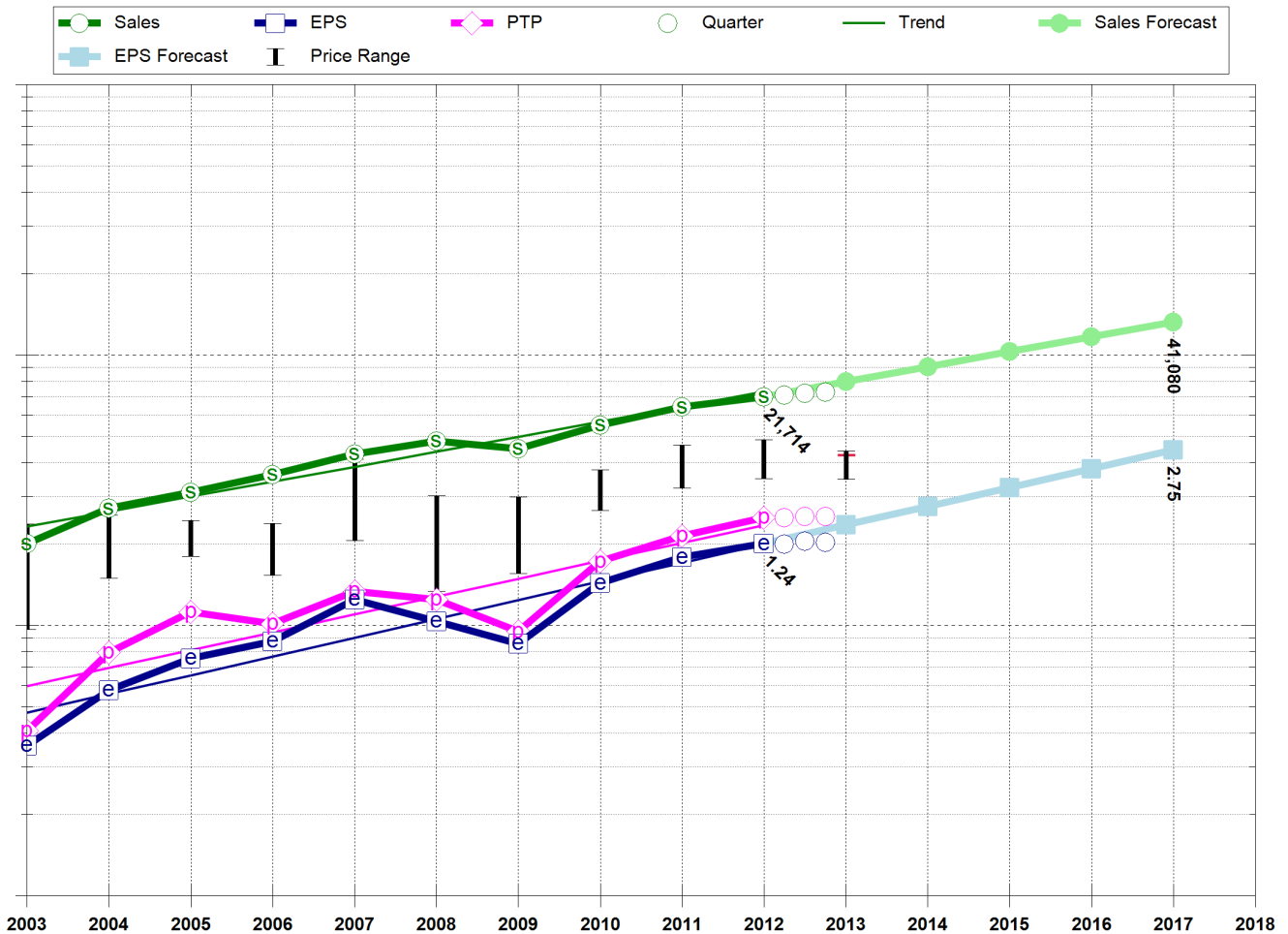
Company	EMC Corporation		Date	1/17/2014	
Prepared by	Burns		Data taken from	BI Stock Data	
Where traded	NYSE	Industry	Data Storage		
Capitalization ---	Outstanding Amounts	Reference			
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	2,069.0	0.8	85.0		
Debt (\$M)	7,151.0	% to Tot Cap	24.3	% Pot Dil	4.6

Stock Selection Guide

Symbol: EMC

1 VISUAL ANALYSIS of Sales, Earnings, and Price

FY2012 Quarter Ending (09/13)	Sales (\$M)	Earnings Per Share
Latest Quarter	5,539.0	0.27
Year Ago Quarter	5,278.2	0.28
Percentage Change	4.9%	-4.2%



- | | | | |
|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth | 13.6% | (3) Historical Earnings Per Share Growth | 17.3% |
| (2) Estimated Future Sales Growth | 13.6% | (4) Estimated Future Earnings Per Share Growth | 17.3% |

2 EVALUATING Management

EMC Corporation

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Last 5 Year Avg.
Pre-tax Profit on Sales	10.2%	15.1%	18.1%	14.2%	15.8%	13.1%	10.6%	15.8%	16.7%	18.0%	14.9%
% Earned on Equity	4.5%	7.4%	9.2%	11.5%	12.9%	9.8%	7.0%	10.5%	11.7%	11.7%	10.1%
% Debt To Capital	1.2%	1.1%	1.0%	25.0%	21.6%	20.9%	16.6%	15.6%	8.3%	7.1%	13.7%

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 26.3

HIGH THIS YEAR 27.34

LOW THIS YEAR 21.45

	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	18.6	8.3	0.64	29.1	12.9	0.00	0.0	0.0	
2 2009	18.4	9.6	0.53	34.9	18.2	0.00	0.0	0.0	
3 2010	23.2	16.5	0.89	26.2	18.6	0.00	0.0	0.0	
4 2011	28.7	19.8	1.10	26.0	18.0	0.00	0.0	0.0	
5 2012	30.0	21.5	1.24	24.2	17.4	0.00	0.0	0.0	
AVERAGE		15.1		28.1	17.0		32.3		
CURRENT/TTM			1.25			0.40	31.9		
AVERAGE PRICE EARNINGS RATIO 22.5					CURRENT PRICE EARNINGS RATIO 21.0				

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 22.54 X Estimate High Earnings/Share 2.75 = Forecasted High Price \$ 62.0

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 17.00 X Estimate Low Earnings/Share 1.24 = Forecasted Low Price \$ 21.1

(b) Avg. Low Price of Last 5 Years 15.1

(c) Recent Market Low Price 19.84

(d) Price Dividend Will Support $\frac{\text{Present Dividend}}{\text{High Yield}} = \frac{0.400}{0.00\%} = 0.0$

Selected Forecasted Low Price \$ 21.1

C ZONING using 25%-50%-25%

Forecasted High Price 62.0 Minus Forecasted Low Price 21.1 = 40.9 Range. 25% of Range 10.2

Buy Zone 21.1 to 31.3

Hold Zone 31.3 to 51.8

Sell Zone 51.8 to 62.0

Present Market Price of 26.33 is in the **Buy** Zone

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

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price}} = \frac{62.0 - 26.33}{26.33} = 2.35$
 $\frac{\text{High Price} - \text{Present Price}}{\text{Present Price}} = \frac{35.66}{26.33} = 1.35$
 $\frac{\text{Present Price} - \text{Low Price}}{\text{Present Price}} = \frac{26.33 - 21.1}{26.33} = 0.197$
 $\frac{\text{Present Price} - \text{Low Price}}{\text{Present Price}} = \frac{5.25}{26.33} = 0.199$
 = 6.8 To 1

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

$\frac{\text{High Price} - \text{Present Market Price}}{\text{Present Market Price}} = \frac{62.0 - 26.33}{26.33} = 2.35$
 $2.35 \times 100 = 235.42 - 100 = 135.4$ % 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 $\frac{\text{Present Full Year's Dividend } \$ 0.40}{\text{Present Price of Stock } 26.33} = 0.02 = 1.5\%$ Present Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout } 32.3\%}{\text{Forecast High PE } 22.54} = 1.4\%$

AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout } 32.3\%}{\text{Forecast Average PE } 19.77} = 1.6\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 18.7 %
 Average Yield 1.4 %
 Annualized Rate of Return 20.1 %

COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 15.6 %
 Average Yield 1.6 %
 Annualized Rate of Return 17.2 %