

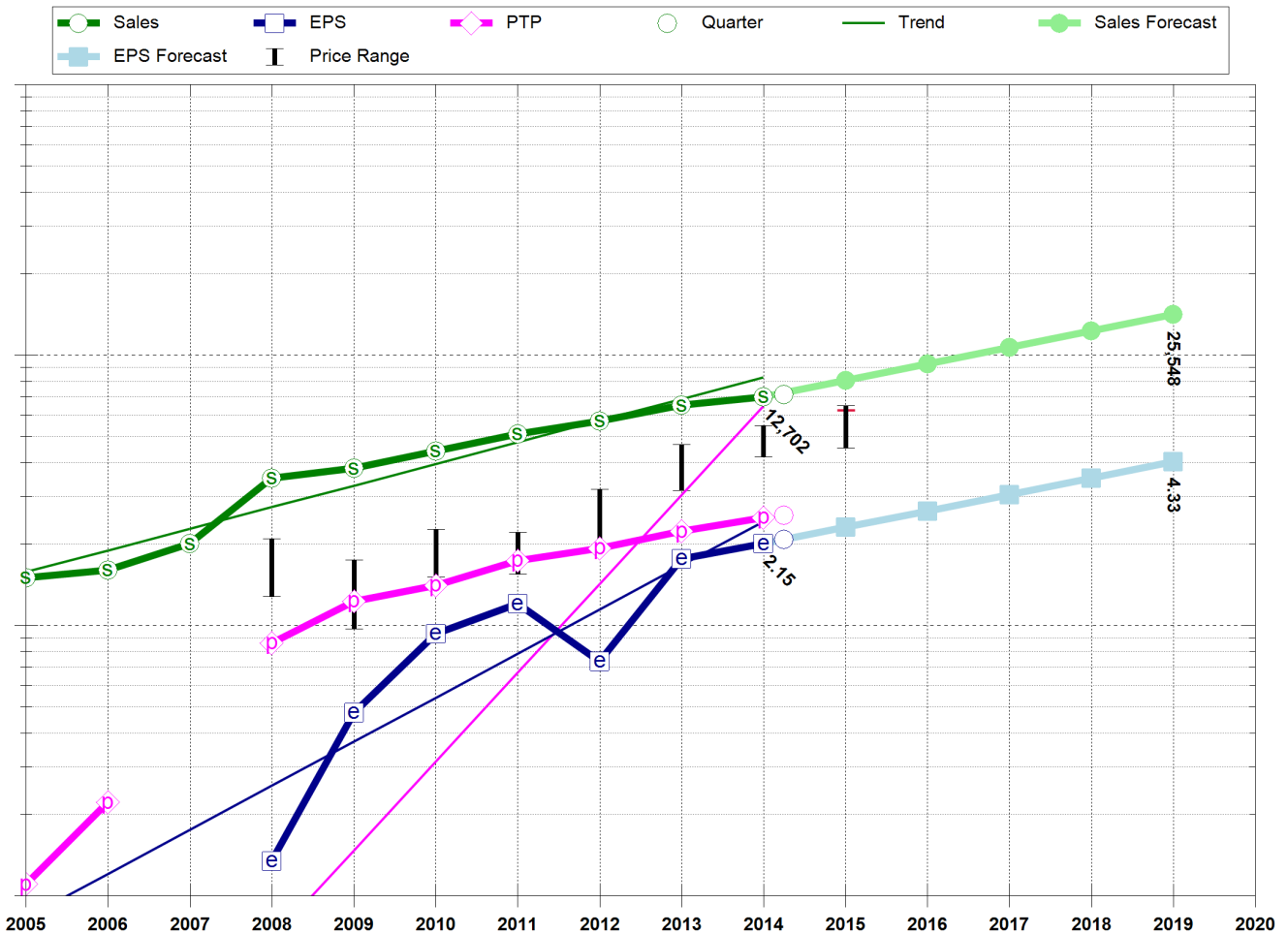
Company	Visa Inc		Date	3/23/2015	
Prepared by	WILSON		Data taken from	BI Stock Data	
Where traded	NYS	Industry	Credit Services		
Capitalization ---	Outstanding Amounts	Reference			
Preferred (\$M)	0.0	% Insiders	% Institution		
Diluted Shares (M)	2,476.0	0.1	87.3		
Debt (\$M)	0.0	% to Tot Cap	0.0	% Pot Dil	25.3

Stock Selection Guide

Symbol: V

1 VISUAL ANALYSIS of Sales, Earnings, and Price

FY2015 Quarter Ending (12/14)	Sales (\$M)	Earnings Per Share
Latest Quarter	3,382.0	0.63
Year Ago Quarter	3,155.0	0.55
Percentage Change	7.2%	15.3%



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|-----------------------------------|-------|--|-------|
| (1) Historical Sales Growth | 20.2% | (3) Historical Earnings Per Share Growth | 45.5% |
| (2) Estimated Future Sales Growth | 15.0% | (4) Estimated Future Earnings Per Share Growth | 15.0% |

2 EVALUATING Management

Visa Inc

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Last 5 Year Avg.
Pre-tax Profit on Sales	13.5%	24.5%	-38.6%	44.8%	57.9%	56.9%	61.6%	60.5%	61.6%	64.4%	61.0%
% Earned on Equity				2.2%	5.0%	8.8%	11.0%	6.5%	15.3%	16.5%	11.6%
% Debt To Capital	37.0%	11.2%	-9.0%	0.5%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%

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 67.1

HIGH THIS YEAR 69.66

LOW THIS YEAR 48.71

		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	24.3	16.2	1.00	24.2	16.2	0.13	12.5	0.8
2	2011	23.7	16.6	1.29	18.3	12.9	0.15	11.6	0.9
3	2012	34.2	20.4	0.79	43.2	25.8	0.22	27.8	1.1
4	2013	50.2	33.9	1.90	26.5	17.8	0.33	17.4	1.0
5	2014	58.9	45.0	2.16	27.3	20.9	0.40	18.6	0.9
	AVERAGE		26.4		27.9	18.7		17.6	
	CURRENT/TTM			2.23			0.48	21.5	
AVERAGE PRICE EARNINGS RATIO 23.3					CURRENT PRICE EARNINGS RATIO 30.0				

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 28.00 X Estimate High Earnings/Share 4.33 = Forecasted High Price \$ 121.2

B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 23.00 X Estimate Low Earnings/Share 2.16 = Forecasted Low Price \$ 49.7

(b) Avg. Low Price of Last 5 Years 26.4

(c) Recent Market Low Price 33.87

(d) Price Dividend Will Support $\frac{\text{Present Dividend}}{\text{High Yield}} = \frac{0.480}{0.90\%} = 53.3$

Selected Forecasted Low Price \$ 49.7

C ZONING using 33%-33%-33%

Forecasted High Price 121.2 Minus Forecasted Low Price 49.7 = 71.6 Range. 33% of Range 23.9

Buy Zone 49.7 to 73.5

Hold Zone 73.5 to 97.4

Sell Zone 97.4 to 121.2

Present Market Price of 67.08 is in the **Buy** Zone

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

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price}} = \frac{121.2 - 67.08}{67.08} = 0.81$
 $\frac{\text{Present Price} - \text{Low Price}}{\text{Present Price} - \text{Low Price}} = \frac{67.08 - 49.7}{67.08 - 49.7} = 0.31$
 Ratio = 3.1 To 1

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

$\frac{\text{High Price} - \text{Present Market Price}}{\text{Present Market Price}} = \frac{121.2 - 67.08}{67.08} = 1.81$
 $1.81 \times 100 = 180.74 - 100 = 80.7\%$ % 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 $\frac{\text{Present Full Year's Dividend \$}}{\text{Present Price of Stock}} = \frac{0.48}{67.08} = 0.01 = 0.7\%$ Present Yield

B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{13.0\%}{28.00} = 0.5\%$

AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{13.0\%}{25.50} = 0.5\%$

C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 12.6 %
 Average Yield 0.5 %
 Annualized Rate of Return 13.0 %

COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 10.5 %
 Average Yield 0.5 %
 Annualized Rate of Return 11.0 %