



## 2 EVALUATING Management

Hormel Foods

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Last 5 Year Avg.
Pre-tax Profit on Sales	7.6%	6.8%	8.0%	8.6%	9.1%	9.2%	9.1%	9.9%	11.4%	13.8%	10.7%
% Earned on Equity	15.6%	14.0%	15.6%	16.9%	17.3%	17.4%	16.9%	16.5%	17.1%	19.7%	17.5%
% Debt To Capital	18.2%	18.3%	14.2%	12.7%	8.6%	8.1%	7.0%	6.5%	9.8%	5.3%	7.3%

## 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.

**CLOSING PRICE** 34.94 (03/13/17)

**HIGH THIS YEAR** 44.73

**LOW THIS YEAR** 33.18

	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	
2012	15.4	13.6	0.93	16.5	14.7	0.30	32.3	2.2	
2013	22.1	14.7	0.98	22.7	15.1	0.34	34.9	2.3	
2014	27.0	21.0	1.12	24.2	18.8	0.40	35.9	1.9	
2015	34.5	25.0	1.27	27.2	19.7	0.50	39.4	2.0	
2016	45.7	32.9	1.64	27.9	20.1	0.58	35.4	1.8	
AVERAGE		21.5		23.7	17.7		35.5		
CURRENT/TTM			1.65			0.68	41.2		
AVERAGE PRICE EARNINGS RATIO: 20.7					CURRENT PRICE EARNINGS RATIO: 21.2				

## 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 20.7 X Estimate High Earnings/Share 2.89 = Forecasted High Price \$ 59.8

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 17.7 X Estimate Low Earnings/Share 1.64 = Forecasted Low Price \$ 29.0

(b) Avg. Low Price of Last 5 Years 21.5

(c) Recent Market Low Price 25.0

(d) Price Dividend Will Support  $\frac{\text{Indicated Dividend}}{\text{High Yield}} = \frac{0.58}{2.31\%} = 25.1$

Selected Forecasted Low Price \$ 29.0

### C ZONING using 25%-50%-25%

Forecasted High Price 59.8 Minus Forecasted Low Price 29.0 = 30.8 Range. 25% of Range 7.7

Buy Zone 29.0 to 36.7

Hold Zone 36.7 to 52.1

Sell Zone 52.1 to 59.8

Present Market Price of 34.94 is in the **BUY** Zone

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

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price} - \text{Low Price}} = \frac{59.8 - 34.94}{34.94 - 29.0} = \frac{24.89}{5.94} = 4.2$  To 1

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

$\frac{\text{High Price} - \text{Closing Price}}{\text{Closing Price}} = \frac{59.8 - 34.94}{34.94} = 1.7123$  X 100 = 171.23 - 100 = 71.2 % 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**  $\frac{\text{Indicated Annual Dividend}}{\text{Closing Price}} = \frac{0.58}{34.94} = 0.0195 = 1.9\%$  Current Yield

### B AVERAGE YIELD - USING FORECAST HIGH P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{35.5\%}{20.70} = 1.7\%$

### AVERAGE YIELD - USING FORECAST AVERAGE P/E

$\frac{\text{Avg. \% Payout}}{\text{Forecast Average PE}} = \frac{35.5\%}{19.20} = 1.9\%$

### C COMPOUND ANNUAL RETURN - USING FORECAST HIGH P/E

Annualized Appreciation 11.4 %  
Average Yield 1.7 %  
Annualized Rate of Return 13.1 %

### COMPOUND ANNUAL RETURN - USING FORECAST AVG P/E

Annualized Appreciation 9.7 %  
Average Yield 1.9 %  
Annualized Rate of Return 11.5 %