PROCTER & GAMBLE NYSE-PG

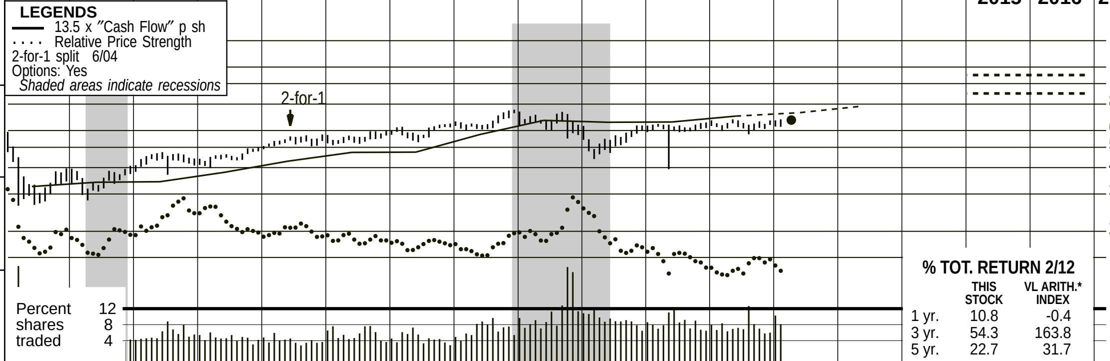
RECENT PRICE	67.21	P/E RATIO	16.6 (Trailing: 17.1; Median: 20.0)	RELATIVE P/E RATIO	1.06	DIV'D YLD	3.1%	VALUE LINE

TIMELINESS 4 Lowered 8/19/11
SAFETY 1 Raised 1/11/02
TECHNICAL 3 Lowered 12/2/11
BETA .60 (1.00 = Market)

High:	40.9	47.4	50.0	57.4	59.7	64.7	75.2	73.8	63.5	65.4	67.7	67.9
Low:	28.0	37.0	39.8	48.9	51.2	52.8	60.4	54.9	43.9	39.4	57.6	62.6

Target Price Range
2015 | 2016 | 2017

LEGENDS
—— 13.5 x "Cash Flow" p sh
. . . . Relative Price Strength
2-for-1 split 6/04
Options: Yes
Shaded areas indicate recessions



2015-17 PROJECTIONS

	Price	Gain	Ann'l Total Return
High	110	(+65%)	16%
Low	90	(+35%)	11%

Insider Decisions

	M	J	J	A	S	O	N	D	J
to Buy	0	0	0	0	0	1	0	0	0
Options	1	0	0	4	0	0	1	0	0
to Sell	3	0	0	1	0	0	1	0	0

Institutional Decisions

	2Q2011	3Q2011	4Q2011
to Buy	642	721	704
to Sell	776	707	748
Hld's(000)	1583734	1564262	1550969

% TOT. RETURN 2/12

	THIS STOCK	VL ARITH.* INDEX
1 yr.	10.8	-0.4
3 yr.	54.3	163.8
5 yr.	22.7	31.7

1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	© VALUE LINE PUB. LLC	15-17
12.87	13.24	13.89	14.44	15.30	15.14	15.47	16.72	20.21	22.95	21.46	24.42	27.53	27.09	27.81	29.85	*31.25*	*32.40*	Sales per sh A	*38.75*
1.57	1.78	1.97	2.34	2.41	2.53	2.55	2.82	3.18	3.51	3.51	4.25	4.97	4.86	4.87	5.21	*5.40*	*5.80*	"Cash Flow" per sh	*7.85*
1.07	1.14	1.28	1.43	1.48	1.56	1.80	2.04	2.32	2.53	2.64	3.04	3.64	3.58	3.53	3.93	*4.00*	*4.35*	Earnings per sh AB	*6.05*
.40	.45	.51	.57	.64	.70	.76	.82	.93	1.03	1.15	1.28	1.45	1.64	1.80	1.97	*2.15*	*2.33*	Div'ds Decl'd per sh C■	*3.00*
.79	.79	.96	1.07	1.16	.96	.65	.57	.80	.88	.84	.94	1.00	1.11	1.08	1.20	*1.20*	*1.20*	Cap'l Spending per sh	*1.30*
3.59	3.77	3.89	3.89	4.04	3.98	4.64	5.63	6.19	6.47	19.33	20.87	22.46	21.18	21.20	24.14	*25.80*	*27.65*	Book Value per sh D	*34.45*
2742.4	2701.6	2674.9	2639.6	2611.7	2591.5	2601.5	2594.4	2543.8	2472.9	3178.8	3131.9	3032.7	2917.0	2838.5	2765.7	*2725.0*	*2690.0*	Common Shs Outst'g E	*2600.0*
19.0	24.1	30.8	30.8	29.7	21.4	22.4	21.6	21.3	21.5	21.5	20.5	18.6	16.4	17.0	16.0	*Bold figures are*	*Value Line*	Avg Ann'l P/E Ratio	*16.5*
1.19	1.39	1.60	1.76	1.93	1.10	1.22	1.23	1.13	1.14	1.16	1.09	1.12	1.09	1.08	1.00	*estimates*		Relative P/E Ratio	*1.10*
2.0%	1.6%	1.3%	1.3%	1.5%	2.1%	1.9%	1.9%	1.9%	1.9%	2.0%	2.1%	2.1%	2.8%	3.0%	3.1%			Avg Ann'l Div'd Yield	*3.0%*

CAPITAL STRUCTURE as of 12/31/11
Total Debt $33.4 bill. **Due in 5 Yrs** *$22.0 bill.*
LT Debt $19.3 bill. **LT Interest** *$700 mill.*
(23% of Capital)
Leases, Uncapitalized Annual Rentals $264 mill.
Pension Assets-6/11 $8.0 bill.
Oblig. $12.2 bill.
Pfd Stock $1217 mill. **Pfd Div'd** $233 mill.
(As of 6/30/11, ESOP owns 65,287,000 Class A shares and 60,849,000 Class B shares; both series are convertible into common stock.)
Common Stock 2,754,399,314 shares
MARKET CAP: $185 billion (Large Cap)

2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013		15-17
40238	43377	51407	56741	68222	76476	83503	79029	78938	82559	*85100*	*87100*	Sales ($mill) A	*100800*
22.5%	23.3%	22.5%	21.7%	23.3%	24.3%	24.2%	24.3%	24.2%	22.6%	*23.0%*	*24.0%*	Operating Margin	*26.5%*
1693.0	1703.0	1733.0	1884.0	2627.0	3130.0	3166.0	3082.0	3108.0	2838.0	*2950*	*3050*	Depreciation ($mill)	*3400*
5052.0	5731.0	6481.0	6923.0	8684.0	10340	12075	11293	10946	11797	*11800*	*12600*	Net Profit ($mill)	*17000*
28.7%	29.0%	30.7%	30.5%	30.0%	29.7%	24.9%	26.3%	27.3%	22.3%	*26.0%*	*26.0%*	Income Tax Rate	*25.0%*
12.6%	13.2%	12.6%	12.2%	12.7%	13.5%	14.5%	14.3%	13.9%	14.3%	*14.0%*	*14.5%*	Net Profit Margin	*17.0%*
d538.0	2682.0	d5032	d4710	4344.0	d6686	d6443	d8996	d5500	d5323	*d4125*	*d3625*	Working Cap'l ($mill)	*1275*
11201	11475	12554	12887	35976	23375	23581	20652	21360	22033	*19100*	*19300*	Long-Term Debt ($mill)	*21700*
13706	16186	17278	17477	62908	66760	69494	63099	61439	68001	*70300*	*74400*	Shr. Equity ($mill)	*89500*
21.4%	21.5%	22.6%	23.7%	9.3%	12.1%	13.8%	14.3%	13.8%	13.5%	*13.5%*	*14.0%*	Return on Total Cap'l	*15.5%*
36.9%	35.4%	37.5%	39.6%	13.8%	15.5%	17.4%	17.9%	17.8%	17.3%	*17.0%*	*17.0%*	Return on Shr. Equity	*19.0%*
24.5%	23.9%	25.0%	26.2%	8.1%	9.4%	10.9%	10.1%	9.1%	9.0%	*8.5%*	*8.5%*	Retained to Com Eq	*10.0%*
41%	39%	39%	39%	43%	41%	39%	45%	50%	49%	*50%*	*49%*	All Div'ds to Net Prof	*46%*

CURRENT POSITION ($MILL.)	2010	2011	12/31/11
Cash Assets	2879	2768	4414
Receivables	5335	6275	6905
Inventory (FIFO)	6384	7379	7444
Other	4184	5548	4888
Current Assets	18782	21970	23651
Accts Payable	7251	8022	6735
Debt Due	8472	9981	14118
Other	8559	9290	8939
Current Liab.	24282	27293	29792

ANNUAL RATES of change (per sh)	Past 10 Yrs.	Past 5 Yrs.	Est'd '09-'11 to '15-'17
Sales	6.5%	5.5%	7.0%
"Cash Flow"	7.5%	8.0%	8.5%
Earnings	9.5%	8.0%	10.0%
Dividends	11.0%	11.5%	10.5%
Book Value	19.0%	16.0%	8.0%

Fiscal Year Ends	QUARTERLY SALES ($ mill.) A Sep.30	Dec.31	Mar.31	Jun.30	Full Fiscal Year
2009	21582	20368	18417	18662	79029
2010	19807	21027	19178	18926	78938
2011	20122	21347	20230	20860	82559
2012	21917	22135	*20348*	*20700*	*85100*
2013	*22300*	*22600*	*20900*	*21300*	*87100*

Fiscal Year Ends	EARNINGS PER SHARE AB Sep.30	Dec.31	Mar.31	Jun.30	Full Fiscal Year
2009	1.03	.94	.83	.78	3.58
2010	.97	1.01	.83	.71	3.53
2011	1.02	1.11	.96	.84	3.93
2012	1.03	1.10	*.94*	*.93*	*4.00*
2013	*1.09*	*1.16*	*1.05*	*1.05*	*4.35*

Cal-endar	QUARTERLY DIVIDENDS PAID C■ Mar.31	Jun.30	Sep.30	Dec.31	Full Year
2008	.35	.40	.40	.40	1.55
2009	.40	.44	.44	.44	1.72
2010	.44	.482	.482	.482	1.89
2011	.482	.525	.525	.525	2.06
2012	.525				

BUSINESS: The Procter & Gamble Company makes branded consumer packaged goods, which are marketed in more than 180 countries around the world. Has six reportable segments: Beauty (24% of fiscal 2011 sales, 22% of pretax profits); Grooming (10%, 13%); Health Care (14%, 16%); Snacks & Pet Care (4%, 2%); Fabric Care & Home Care (30%, 28%); and Baby Care & Familiy Care (19%, 19%). International sales accounted for 63% of fiscal 2011 top line; Wal-Mart Stores accounted for 15%. Has approximately 129,000 employees. Officer & directors own .3% of common stock (8/11 proxy). President, Chairman & CEO: Robert A. McDonald. Incorporated: Ohio. Address: One Procter & Gamble Plaza, Cincinnati, Ohio 45202. Telephone: 513-983-1100. Internet: www.pg.com.

Procter & Gamble is having a rough go of it. Sales came in below expectations in the December interim, and we anticipate that the top line will merely hold steady in the second half of fiscal 2012 (ends June 30th). Share net comparisons, which have recently been lackluster, will probably remain uninspiring. Product price hikes, which have been implemented across the board, are helping to drive the top line and offset higher input costs.

Things should get better in fiscal 2013. We are looking for sales to edge up by 2%, to $87.1 billion; share net should advance 9%, to $4.35. An improving global economy will probably help spur demand for P&G's offerings and lead to a better overall operating environment.

P&G announced a new plan to divest its Snacks business to The Kellogg Company in an all-cash transaction worth $2.7 billion. (The prior agreement to sell the unit, which houses the *Pringles* brand, to Diamond Foods was mutually terminated.) This new deal is expected to close sometime in the summer of 2012. Management said the results of the Snacks group, which accounted for a very small portion of P&G's top and bottom lines, will be classified as discontinued going forward. We have updated our presentation accordingly. This divestiture of *Pringles* ought to create decent value for PG holders, as the after-tax gain will probably be about $1.5 billion. No plans for the proceeds have been announced yet, but acquisitions or debt repayments are likely.

This issue is untimely, entirely due to recent bottom-line weakness. In fact, the stock price has risen slightly since our December review, and has regained all of the ground that was lost last summer.

Conservative investors should like just about everything they see on this page. The issue is ranked 1 (Highest) for Safety. The Beta is well below the market averages, making PG stock one of the most stable holdings out there (Price Stability is 100). Finally, the company's Financial Strength is gilt-edged at A++.

This equity is best suited for our risk-averse subscribers with an eye toward 2015-2017. Indeed, capital appreciation potential is well-defined, and the rising dividend is a nice bonus.

Erik A. Antonson *March 30, 2012*

(A) Fiscal years end June 30th. (B) Based on average shares thru '96, diluted thereafter. Excludes nonrecurring: '99, (13¢); '00, (24¢); '01, (53¢); '02, (25¢); '03, (19¢); '08, (12¢); '09, (64¢); '10, 58¢; '11, (53¢). EPS may not sum due to rounding and/or changes in share count. Next earnings report due late April. (C) Dividends historically paid in February, May, August, and November. ■ Dividend reinvestment plan available. (D) Includes intangibles. In '11: $90.2 bill., $32.61 a share. (E) In millions, adjusted for splits.

Company's Financial Strength	A++
Stock's Price Stability	100
Price Growth Persistence	50
Earnings Predictability	100