

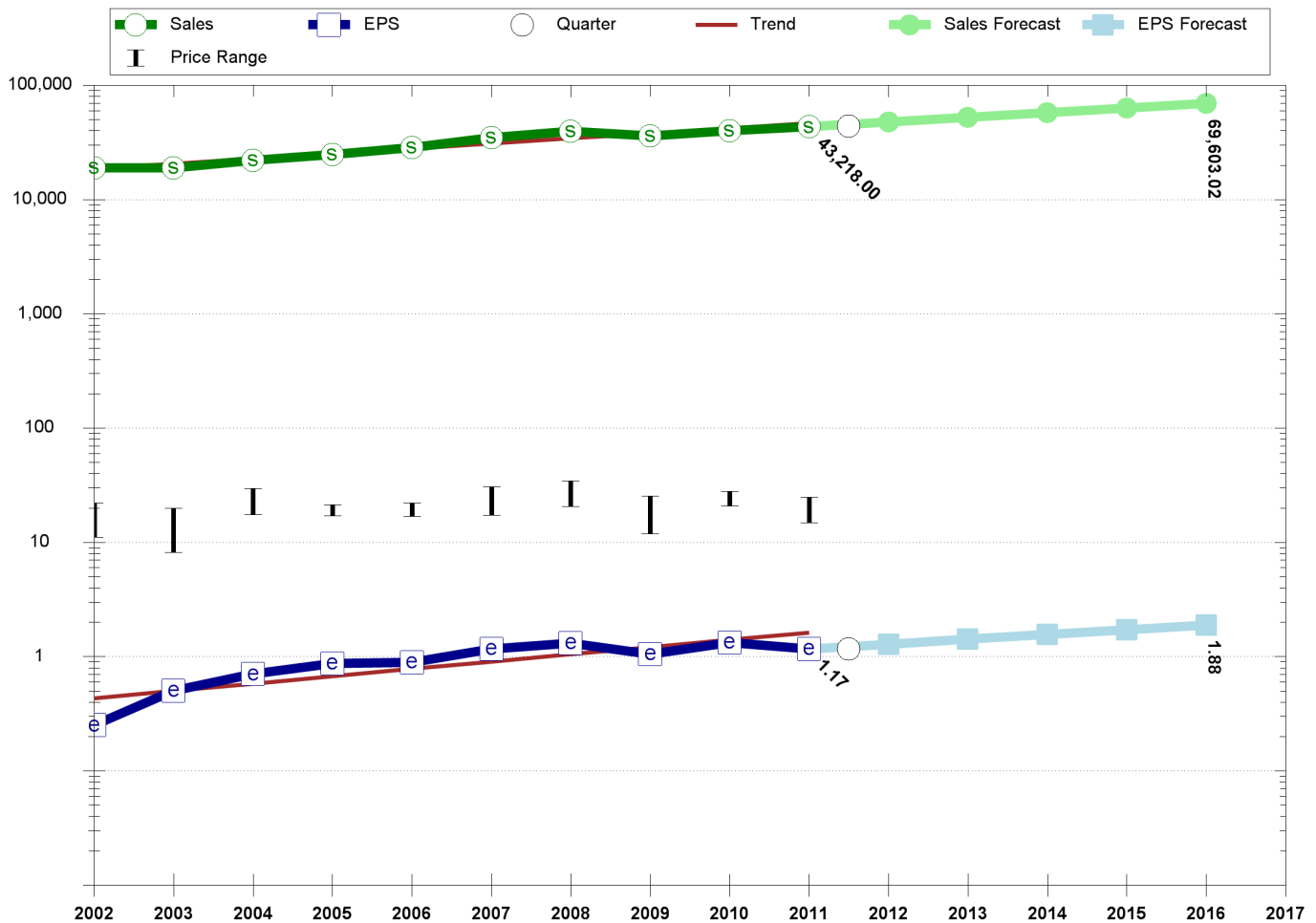
Company	Cisco Systems Inc		Date	11/18/2011	
Prepared by	Taylor IV		Data taken from	BI Stock Data	
Where traded	NAS	Industry	Communication Equipment		
Capitalization ---	Outstanding Amounts	Reference			
Preferred (\$M)	0.0	% Insiders	% Institution		
Common (M Shares)	5,394.0	0.1	71.6		
Debt (\$M)	16,853.0	% to Tot Cap	26.3	% Pot Dil	0.2

## Stock Selection Guide

Symbol: CSCO

### 1 VISUAL ANALYSIS of Sales, Earnings, and Price

FY2011 Quarter Ending (10/11)	Sales (\$M)	Earnings Per Share
Latest Quarter	11,256.0	0.33
Year Ago Quarter	10,750.0	0.34
Percentage Change	4.71%	-2.94%



(1) Historical Sales Growth	10.7%	(3) Historical Earnings Per Share Growth	15.8%
(2) Estimated Future Sales Growth	10.00%	(4) Estimated Future Earnings Per Share Growth	9.90%

## 2 EVALUATING Management

Cisco Systems Inc

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Last 5 Year Avg.
Pre-tax Profit on Sales (Net Before Taxes/Sales)	14.67%	26.58%	31.73%	32.51%	27.12%	27.32%	25.94%	21.47%	23.51%	19.95%	23.64%
% Earned on Equity (E/S / Book Value)	6.38%	12.52%	18.33%	23.99%	22.59%	22.64%	22.47%	15.72%	17.16%	13.63%	18.32%

## 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 18.4

HIGH THIS YEAR 22.34

LOW THIS YEAR 13.30

	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 2007	30.39	17.10	1.17	25.97	14.62	0.000	0.00	0.00
2 2008	34.24	20.56	1.31	26.14	15.69	0.000	0.00	0.00
3 2009	25.25	11.78	1.05	24.05	11.22	0.000	0.00	0.00
4 2010	27.74	20.68	1.33	20.86	15.55	0.000	0.00	0.00
5 2011	24.87	14.78	1.17	21.26	12.63	0.120	10.26	0.81
6 TOTAL		84.9		118.3	69.7		10.3	
7 AVERAGE		17.0		23.7	13.9		10.3	
8 AVERAGE PRICE EARNINGS RATIO 18.8					9 CURRENT PRICE EARNINGS RATIO 15.9			

## 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 20.00 X Estimate High Earnings/Share 1.88 = Forecasted High Price \$ 37.60

### B LOW PRICE - NEXT 5 YEARS

(a) Avg. Low P/E 13.94 X Estimate Low Earnings/Share 1.17 = Forecasted Low Price \$ 16.31

(b) Avg. Low Price of Last 5 Years 16.98

(c) Recent Market Low Price 13.30

(d) Price Dividend Will Support  $\frac{\text{Present Dividend}}{\text{High Yield}} = \frac{0.240}{0.80\%} = 30.00$

Selected Forecasted Low Price 13.30

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

Forecasted High Price 37.60 Minus Forecasted Low Price 13.30 = 24.30 Range. 25% of Range 6.08

Buy Zone 13.30 to 19.38

Hold Zone 19.38 to 31.53

Sell Zone 31.53 to 37.60

Present Market Price of 18.42 is in the **Buy** Zone

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

$\frac{\text{High Price} - \text{Present Price}}{\text{Present Price} - \text{Low Price}} = \frac{37.60 - 18.42}{18.42 - 13.30} = \frac{19.18}{5.12} = 3.75$  To 1

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

$\frac{\text{High Price} - \text{Present Market Price}}{\text{Present Market Price}} = \frac{37.60 - 18.42}{18.42} = 2.04$  X 100 = 204.13 - 100 = 104.13 % 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  $\frac{\text{Present Full Year's Dividend \$}}{\text{Present Price of Stock}} = \frac{0.240}{18.42} = 0.01 = 1.30\%$  Present Yield

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

$\frac{\text{Avg. \% Payout}}{\text{Forecast High PE}} = \frac{10.26\%}{20.00} = 0.51\%$

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

Annualized Appreciation 15.34 %

Average Yield 0.51 %

Annualized Rate of Return 15.85 %