

| Cash Assets | 13348 | 15137 | 16007 |
| :--- | ---: | ---: | ---: |
| Receivables | 4373 | 4594 | 4942 |
| Inventory（FIFO） | 4716 | 4624 | 5023 |
| Other | 11345 | 2139 | 2124 |
| Current Assets | 33782 | 26494 | 28096 |
| Accts Payable | 9325 | 9632 | 9458 |
| Debt Due | 11653 | 13554 | 14026 |
| Other | $\underline{9792}$ | 7024 | 7240 |
| Current Liab． | 30770 | $\underline{30210}$ | 30724 |


| ANNUAL RATES <br> of change（per sh） Sales <br> ＂Cash Flow＂ <br> Earnings <br> Dividends <br> Book Value |  | $\begin{gathered} \text { Past } \\ 10 \mathrm{Yrs} . \end{gathered}$ | Past Est＇d＇15－＇17 <br> 5 Yrs． to＇20＇22 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1．5\％ |  | ．5\％ | ．0\％ |
|  |  | 3．0\％ |  | 5\％ | ．0\％ |
|  |  |  |  | 5\％10． |  |
|  |  |  |  | ． |  |
|  |  | 3．5\％ |  |  |  |
| Fiscal | QUARTERLY SALES（\＄mill．）${ }^{\text {A }}$ |  |  |  | $\begin{aligned} & \text { Full } \\ & \text { Fisca } \\ & \text { Year } \end{aligned}$ |
|  | Sep． 30 |  |  | Jun． 30 |  |
| 14 | 20830 | 21897 | 20178 | 20157 |  |
| 15 | 20186 | 20161 | 18142 | 17790 | 仡 |
| 16 | 16527 | 16915 | 15755 | 16102 | 6529 |
| 17 | 16518 | 16856 | 15605 | 16079 | 㖪 |
| 2018 | 16653 | 17350 | 16000 | 16497 | 650 |
| Fiscal Year Ends | EARNINGS PER SHARE AB |  |  |  | $\begin{aligned} & \hline \text { Full } \\ & \text { Fiscal } \\ & \text { Year } \end{aligned}$ |
|  | Sep． 30 Dec． 31 Mar． 31 Jun． 30 |  |  |  |  |
| 14 | 1.05 | 1.20 | 1.02 | ． 95 |  |
| 15 | 1.04 | 1.06 | 92 | 1.00 | ． |
| 16 | 98 | 1.04 | ． 86 | 79 |  |
| 2017 | ． 03 | 1.08 | ． 96 | ． 85 | 仡 |
| 2018 | 1.09 | 1.10 | 1.01 | 1.00 |  |
| Cal－ endar | QUARTERLY DIVIDENDS PAID cm |  |  |  | Full Year |
|  | Mar． 31 | Jun． 30 | Sep． 30 | Dec． 31 |  |
| 13 | ． 562 | 602 | 602 | ． 602 |  |
| 2014 | ． 602 | 644 | ． 644 | ． 644 | ． 5 |
| 2015 | ． 644 | ． 663 | ． 663 | ． 663 | 2.6 |
| 2016 | ． 663 | ． 67 | ． 67 | ． 67 |  |
| 201 | 67 | 69 | 69 |  |  |

BUSINESS：The Procter \＆Gamble Company makes branded con－ sumer packaged goods，which are marketed and sold in more than 180 countries around the world．Has five reportable segments： Beauty／Hair／Personal care（18\％of fiscal 2017 sales）；Grooming （10\％）；Health Care（12\％）；Fabric Care \＆Home Care（32\％）；Baby， Feminine \＆Family Care（ $28 \%$ ）．International sales accounted for
Procter \＆Gamble got off to a good
start this year．（Fiscal year began July 1st．）I ndeed，share earnings advanced 6\％， while revenues inched up 1\％during the September period，
The company should continue to rebound nicely．The top line has been pretty stagnant over the past couple of years，owing to unfavorable currency ef－ fects and the impact of recent divestitures． Even though we expect management＇s ef－ forts（discussed below）will add some wind to its sails，P\＆G may eke out only a $2 \%$ revenue advance for the full year．Core earnings，on the other hand，should benefit further from ongoing business im－ provements，and we believe will climb an－ other 5\％－10\％in fiscal 2018.
Restructuring efforts and strategic improvements have begun to take hold．Productivity enhancements，includ－ ing the redesign of its supply chain，and cost controls have helped widen margins． These moves should offset rising input ex－ penses．The company will probably try to capture additional market share，and in－ ment，and widen its e－commerce business
$55 \%$ of fiscal 2017 sales and Wal－Mart Stores accounted for $16 \%$ ． Div．battery business in $2 / 16$ ．Has 95,000 employees．Off．\＆dir． own less than $1 \%$ of common stock；BlackRock， $5.8 \%$ ；Vanguard， 6．6\％（8／17 proxy）．Chairman／President／CEO：David S．Taylor．Inc．： Ohio．Address： 1 Procter \＆Gamble Plaza，Cincinnati，Ohio 45202. Telephone：513－983－1100．Internet：www．pg．com．

## to support revenue growth．

The proxy battle may be far from over．Over the summer，activist investor Nelson Peltz of Trian Fund Management sought a seat on the board of directors．He led the charge that the consumer goods maker was not doing enough to boost sag－ ging sales or support shareholder value． P\＆G encouraged its stockholders to vote against Mr．Peltz＇s board appointment at the October meeting，and originally claimed that the company won the proxy fight．The following month，however，it an－ nounced that the hedge fund manager won by a small margin．The company is review－ ing the preliminary results of the vote．
These shares offer limited long－term capital appreciation potential．The stock is ranked to outperform the broader market averages for relative price per－ formance in the year ahead．And PG ap－ pears to be well valued at this juncture． Even though the aforementioned proxy fight may add some turbulence in the near term，this blue chip still holds plenty of conservative appeal．Plus，the equity offers attractive risk－adjusted income．
Orly Seidman
December 22， 2017

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[^0]:    （A）Fiscal years end June 30th．（B）Diluted d19c；＇14，d21c．EPS may not sum．Next earn－intangibles．In＇17：$\$ 68.9$ bill．，$\$ 26.98$ a share． core earnings．Excludes nonrecurring：＇01，ings report due late January．
    （E）In millions，adjusted for split
    （53¢）；＇02，（25¢）；＇03，（19¢）；＇08，（12¢）；＇09，（C）Dividends historically paid in Feb．，May，
    （64¢）；＇10，58¢；＇＇11，（61ф）；＇12，（73¢）；＇13， $\mid$ Aug．，and Nov．－DRIP available．（D）Includes
    Company＇s Financial Strength
    Stock＇s Price Stability
    Price Growth Persistence
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