INT	'L B	US.	MAC	H. NY	(SE-ibi	M	R P	ECENT 1	43.9	0 P/E Rati	₀ 12.	4 (Traili Medi	ng: 12.0) an: 12.0)	RELATIVE P/E RATI		7 DIV'D YLD	4.4	%	VALUI LINE			
TIMELIN	VESS	4 Raised 6	/15/18	High: Low:	121.5 88.8	130.9 69.5	132.9 81.8	147.5 116.0	194.9 146.6	211.8 177.3	215.9 172.6	199.2 150.5	176.3 131.6	170.0 116.9	182.8 139.1	171.1 139.9				t Price 2022	Range	
SAFET		1 Raised 4		LEGE	NDS	Flow" p sh			0.0										2021	2022		
TECHNICAL 4 Lowered 6/22/18 BETA .90 (1.00 = Market) Shaded area indicates recession																					400	
		= Market)	ONS	Shaded	area indic	ates recess	lion														200	
	Price		nn'l Total Return						<mark>┲╍┲╍╍┶<u>╄</u>╋╋┙┙</mark>		1-1 <u>1-1</u>		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		un _{en}	h.					160	
		(+40%) (+20%)	13% 8%				•••• [•] ••• [•] ••••	եզու	****	*****				'µ'							120 100	
Inside	r Decis	sions			••••	•••••[]		*******	*****		****	·····									-80	
	A S C	0 0 0 0	0 0 0	•••••••	***							•••••••••	••••••••	*******	•••••						60	
to Sell		<u> </u>	2 0 0										-		*******	••••		% тс	T. RETUR	RN 5/18	40	
Institu	tional 302017	Decisio 7 402017	ns 1Q2018	Percen	 t 15 -														STOCK	VL ARITH.* INDEX	L	
to Buy to Sell	667 913	3 718	937 828	shares	10 - 5 -													1 yr. 3 yr.	-3.5 -6.6	14.3 29.1	E	
Hld's(000) 2002	581210 2003			2006	2007	2008	2009	2010		2012	2013	2014	2015	2016	2017	2018	2019	5 yr. © VAI	-20.1	67.5 UB. LLC	21-23	
47.14	52.60		57.90	60.69	71.31	77.39	73.36	81.33	91.92	93.53	94.61	93.68	84.64	84.49	85.82	88.95	91.55		es per sh		100.00	
6.53	7.27		8.71	9.56	11.28	13.28	14.11	16.01	17.77	19.04	20.07	20.44	17.83	17.19	17.13	16.90	17.25		low" per		19.10	
3.95 .59	4.34		5.22 .78	6.01 1.10	7.18	8.93 1.90	10.01 2.15	11.52 2.50	13.06 2.90	14.37 3.30	14.94 3.70	15.59 4.25	13.60	12.39 5.50	12.04 5.90	11.60 6.21	11.85 6.52		is per sh Decl'd per		13.00 7.15	
2.76	2.59		2.44	2.90	3.34	3.11	2.64	3.41	3.53	3.65	3.93	4.22	3.71	3.77	3.50	4.00	4.00	Cap'l S	pending p	er sh	5.00	
13.23 1722.4	16.44 1694.5		21.03 1574.0	18.92 1506.5	20.55 1385.2	10.06 ^E 1339.1	17.43 1305.3	18.87 1228.0	17.40 1163.2	16.88	21.62 1054.4	11.98 990.52	14.77 965.73	19.29 945.87	19.08 922.18	23.40 905.0	26.45 890.0		alue per sl on Shs Out		37.05 850.0	
21.4	19.6		16.1	13.9	14.8	12.3	1000.0	11.4	13.1	13.7	13.0	11.7	11.4	12.1	13.1	Bold fig	ures are		n'I P/E Rat		14.5	
1.17	1.12		.86	.75	.79	.74	.73	.73	.82	.87	.73	.62	.57	.64	.65	Value estin			P/E Ratio		.80	
.7%	.7%		.9%	1.3%	1.4%	1.7%	2.0% 95758	1.9% 99870	1.7% 106916	1.7% 104507	1.9% 99751	2.3% 92793	3.2% 81741	3.7% 79919	3.7% 79139	80500	81500		n'l Div'd Y es (\$mill)	ieia	3.8% 85000	
20.6% 23.0							23.0%	23.0%	23.5%	25.1%	24.3%	24.0%	23.9%	19.8%	19.0%	20.5%	20.5%		ng Margin		21.5%	
LI Debt \$40410 mill II Interest \$715 mill							4994.0	4831.0	4815.0	4676.0	4678.0	4492.0	3855.0	4381.0	4541.0	4600			iation (\$mi	ill)	5200	
(LT inter 9.9x)	rest ear	ned: 16.9x	; total inte	erest cove (69% o		12334 26.2%	13425 26.0%	14833 24.8%	15855 24.5%	16604 24.2%	16483 15.6%	15751 21.2%	13364 16.2%	11881 3.6%	11258 1.2%	10700 NMF	10700 5.0%		fit (\$mill) Tax Rate		11050 16.0%	
, i					1 /	11.9%	14.0%	14.9%	14.8%	15.9%	16.5%	17.0%	16.3%	14.9%	14.2%	13.3%	13.1%		fit Margin		13.0%	
hill							12933	7554.0	8805.0	5808.0	11196	9822.0	8235.0	7613.0	12372 39837	13000			g Cap'l (\$r		15000	
22009 2133 13465E 2276							21932 22755	21846 23172	22857 20236	24088 18860	32856 22792	35073	33428 14262	34655 18246	39837 17594	42000 21165	45000 23550	-	erm Debt (uity (\$mill)		55000 31500	
Common Stock 917,968,306 shs. 35.6% 31.2							31.2%	33.8%	37.6%	39.5%	30.4%	34.6%	28.4%	23.4%	18.1%	17.5%	16.0%	Return	on Total C	ap'l	14.0%	
MARKET CAP \$132 billion (Large Cap) 91.6% 59.0% 72.4% 46.4%							59.0%	64.0% 50.3%	78.4% 61.2%	88.0% 68.0%	72.3% 54.5%	132.7% 96.8%	93.7% 59.4%	65.1% 36.3%	64.0% 32.6%	50.5% 23.5%	45.5% 19.5%		on Shr. Eq d to Com		35.0% 16.0%	
CURRE	NT POS		2016	• /	3/31/18	21%	21%	21%	22%	23%	25%	27%	37%	44%	49%	54%	55%		ds to Net F		55%	
Cash A	(\$MILL.) Cash Assets 8527 12580 13155 BUSINESS: 1																		depreciat			
Receivables 29245 31630 29229 worldwide s Inventory (Avg Cst) 1553 1583 2413 and system													About 380,000 employees. Officers & directors control less than 1% of stock; The Vanguard Group, 6.88%; BlackRock, 6.2%; State									
Other 4563 3942 4325 Current Assets 43888 49735 49122 Services						es & Clou	d Platfo	ms, 43%;	Global	Business	Services	s, 21%;	Street,	5.6% (3/	/18 proxy	y). Chair	man, Pi	es. & CE	EO: Virg	inia M.		
Accts Pavable 6209 6451 5736 System														Rometty. Inc.: NY. Address.: New Orchard Road, Armonk, NY 0504. Tel.: 914-499-1900. Internet: www.ibm.com.								
Other		2	2553 2	23925	24020		·			_				techr	ology	servi	ices s	ignin	gs au	gurs	well	
Busines								s Machines has reached an in- for services								services signings augurs well s revenues. Still, competition is						
or change (per sh) 10 frs. 5 frs. to 21-23															intense, and currency may not continue to provide a revenue tailwind.							
"Cash Flow" 6.0%5% 1.5% consecut							ecutiv	ive quarter), reported revenues							Operating profit margins should im-							
Earnings 7.5%5% .5% rose. Sin Dividends 17.0% 13.5% 4.5% counted																sent repositioning costs. In term, IBM took measures to						
Book Value -1.5% 13.0% year top								-line increase, the revenue im- align the sl									kills of its workforce to high-					
ondor Marsi IIIn su Son su Doc si Voor S																	ets, and shift the expense mix iable (rather than fixed) costs.					
2015	19590		19280		81741	with	incre	ases i	n Cogi	nitive	Solut	ions (soft-						change			
2016 10084 20236 19226 21771 19919 ware, pov 2017 18155 19289 19153 22542 79139 kets like							, pow	wered by growth in strategic mar- e cloud computing and analytics)							operating expenses, but were offset on the bottom line by tax benefits from the settle-							
2018 2019	19072 19000	19425		22753	80500 81500				ided b										the r			
Z019 Cal-		19700 Arnings P			Full	z14 :	systen	ns an	d Pow	er sy	stems) offse	eting	ing c	osts v	vill de	ecline,	but	tax cr	edits	may	
endar		Jun.30	Sep.30		Year				olicatio 5, and '										c expe tegic b			
2015 2016	2.44 2.09	3.58 2.61	3.02 2.98	4.59 4.73	13.60 12.39	Effo	rts t	o ra	ise th	ne co	ontrib	outior	ı of	is lik	ely to	rema	in hig	gh. W	e've lo	wered	l our	
2017	1.85	2.48	2.92	4.79	12.04				kets t ist 12							estima \$0.40,			18 and lv	1 2019	9, by	
2018 2019	1.81 1.85	2.35 2.40	2.75 2.80	4.69 4.80	11.60 11.85	pay	off g	radua	ally . T	'he Sy	stems	s busi	ness	IBM	shar	es ma	ay ɓe	of i	ntere			
Cal- QUARTERLY DIVIDENDS PAID B= Full vironmer																ne dividend yield exceeds the						
endar Mar.31 Jun.30 Sep.30 Dec.31 Year computer																<i>ne</i> median. But the stock is (Below Average) for Timeliness,						
$\begin{bmatrix} 2014 \\ .95 \\ .40 \\ .$							lly fa	alls off after an initial period of and							and doesn't stand out for the pull to 2021-							
2016 1.30 1.40 1.40 1.40 5.50 clients ad								e reception. Services that help lopt cloud computing should enjoy							2023. The company's turnaround appears likely to be a protracted process.							
2017 2018	1.40 1.50	1.50 1.57	1.50	1.50	5.90				d, an						esa Bi			- P1		ne 29,	2018	
(A) Base	d on di	luted shs.							lue to cha					e. (C) In n					al Strengt	th	A++	
(\$0.01); '	05, (\$0.	d operatio .02); '06, \$	0.05; '14	. (\$3.65).	In (B)		s historica	ally paid	in early M	March,	lion, \$43.	85/sh. (E) In '08, i	f 3/31/18, ncl. \$15.2		e- Pric	ck's Pric ce Growt	h Persis	stence		90 25	
		\$5.90 cha	-			-			ber. ■ Div believed to					vorrantias	of any kin		nings Pr	edictab	ility		90	

(\$0.01), 05, (\$0.02), 06, \$0.05, 14, (\$3.65). If (b) Dividends historically place in early March, place in ear

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