JO	INS	ON (& J0	HNS	ON	NYSE-J	NJ R	ECENT 1	31.4	6 P/E RATI	o 18. '	1 (Traili Medi	ng:NMF) an: 15.0)	RELATIV P/e rati		8 DIV'D YLD	2.8	8%	/ALUI LINE		
TIMELI	VESS	3 Lowered	1 3/9/18	High: Low:	68.8 59.7		65.4 46.3	66.2 56.9	68.1 57.5	72.7 61.7	96.0 70.3	109.5 86.1	106.5 81.8	126.1 94.3	144.4 110.8	148.3 118.6				Price 2022	
SAFET		New 7/2		LEGE	i.0 x "Casl	h Flow″ p s	sh														320
	ICAL 、	5 Lowered	1 8/3/18	Options: '	Yes	e Strength ates recess	ion														
		OJECTI																			200 160
	Price	Gain	nn'l Total Return											turnet until	11 <u>مىلىمى</u> س	יזי _{ו וֿו} זיוּ	1-				120 100
		+60%) +30%)	15% 10%								101010	11 ¹¹¹¹¹¹		1.							80
Inside	r Decis 0 N D		A M J	H, I,		• • • • • • •		0 ¹¹¹ 111111	I'''IIII'	ood mee											60
to Buy Options		0 0 0	0 0 0	·	•	•••••	••••	********	•••••	·			••	•*••**	********	•					40
to Sell	0 0 0	0 0 0	0 0 0	_					•••	•••		•••	******	•		····		% TO	T. RETUR	N 7/18	
Institu	3Q2017	Decisio 4Q2017		Percen	t 15 -														STOCK	L ARITH.*	_18
to Buy to Sell	945 1130	976 1077	1169 1215	shares	10 - 5 -							I						1 yr. 3 yr.	2.5 43.6	15.0 37.8	F
Hld's(000) 2002	1941010 2003		2005		2007	2008	2009	2010		2012		2014		2016		2018	2019	5 yr. © VΔI	62.7 UE LINE P	64.7	21-23
12.23	14.10			18.43	21.51	23.02	22.47	22.49	23.87	24.19	25.28	26.71	25.44	26.56	28.50	30.90	31.65				38.1
2.85	3.36			4.60	5.23	5.70	5.69	5.92	6.25	6.48	7.08	7.26	6.95	7.50	8.32	9.00	9.95		low" per		12.70
2.23 .80	2.70			3.76	4.15	4.57	4.63 1.93	4.76	5.00 2.25	5.10 2.40	5.52 2.59	5.70 2.76	5.48 2.95	5.93 3.15	6.20 3.32	7.00 3.52	8.00 3.75		s per sh <i>'</i> Necl'd per		10.50 5.05
.00	.76			.92	1.02	1.11	.86	.87	1.06	1.06	1.27	1.33	1.26	1.19	1.22	1.00	1.25		ending p		1.1
7.65	9.05			13.59	15.25	15.35	18.37	20.66	20.95	23.33	26.25	25.06	25.83	26.02	22.43	25.10	28.90		lue per sl		43.90
2968.3 25.9	2968.0 19.4	2971.0	2974.5 18.5	2893.2 16.6	2840.2	2769.2	2754.3 12.5	2738.1	2724.4	2778.5 13.1	2820.6 15.6	2783.3 17.7	2755.0 18.2	2706.5	2682.5 20.9	2650.0	2700.0 ures are		n Shs Out i'l P/E Rat	•	2700.0
1.41	1.11	.96		.90	.82	.86	.83	.83	.80	.83	.88	.93	.92	1.00	1.02	Value	Line	-	P/E Ratio		1.00
1.4%	1.8%	2.0%	2.0%	2.3%	2.5%	2.8%	3.3%	3.4%	3.5%	3.6%	3.0%	2.7%	3.0%	2.8%	2.6%	estin	ates	Avg Ann	'l Div'd Y	eld	2.7%
			as of 7/1/ Due in 5 `		7 mil	63747	61897	61587	65030	67224	71312	74331	70074	71890	76450	81950	85500				103000
			LT Interes	st \$835.0	mill.	29.5% 2832.0	31.6% 2774.0	31.4% 2939.0	32.3% 3158.0	35.7% 3666.0	33.3% 4104.0	33.7% 3895.0	31.1% 3746.0	34.6% 3754.0	32.0% 5642.0	35.5% 6400	36.0% 6200		ig Margin ation (\$mi	ID (II	37.5% 6500
				(32% of (Capital)	12949	12906	13279	13867	14345	15876	16323	15409	16540	16680	18600	21600	Net Prof	it (\$mill)	.,	28350
Leases	, Uncap	italized A	Annual rer	ntals \$372	: mill.	23.5% 20.3%	22.0% 20.9%	21.1%	20.1% 21.3%	23.1% 21.3%	17.2% 22.3%	20.6% 22.0%	19.7%	16.5% 23.0%	NMF 21.8%	20.0% 22.7%	20.0% 25.3%	Income			20.0% 27.5%
Pension Assets-12/17 \$28.4 bill. Oblig. \$33.2 bill.					13525	17810	24235	31505	21.3%	30732	34226	32463	38745	12551	20000			Cap'l (\$n	nill)	30000	
Preferred Stock None				8120.0	8223.0	9156.0	12969	11489	13328	15122	12857	22442	22442	29000	30000	Long-Te	rm Debt (\$mill)	35000		
			F0 004 1			42511 26.0%	50588 22.3%	56579 20.6%	57080 20.2%	64826 19.1%	74053	69752 19.5%	71150	70418	60160 20.7%	66500 20.0%	78000 20.5%		ity (\$mill) on Total C		118500 19.0%
Commo as of 7/		(2,682,7	56,061 sh	ares		30.5%	25.5%	20.0%	20.2%	22.1%	21.4%	23.4%	21.7%	23.5%	20.7%	20.0%			on Shr. Eq		24.0%
			lion (Larg			18.6%	15.0%	13.2%	13.5%	11.9%	11.6%	12.3%	10.2%	11.2%	13.1%	14.0%	14.5%	Retained	to Com	Eq	12.5%
(\$MI			2016	2017	7/1/18	39%	41%	44%	44%	46%	46%	48%	53%	52%	54%	50%	47%		s to Net F		48%
Cash A Receiv	ables	1	1699	18296 13490	18139 14111				Johnson and sale										rs & dire		
Invento Other	ory (FIF	O)	8144 3282	8765 2537	8810 4378	the he	althcare	field. H	as three	busines	s segme	nts: Co	nsumer	1.0% of	f commoi	n stock;	Vanguar	d Group,	7.6%; B	ackRock	k, 6.2%
	t Assets	s 6	5032 6918	43088 7310	45438 6516				ral care, v otic, contr										n & CEC n Plaza, l		
Debt D	Payable ue		4684	3906	2678				cal Device					NJ 0893	33. Telep	hone: 73	2-524-04	00. Interr	net: www.	jnj.com.	
Other Curren	t Liab.			19321 30537	<u>18294</u> 27488				ohnso										(pros		
ANNUA	LRATE	S Past	t Pa	st Est'd	1'15-'17				quart rnings										other ng we		
Sales	e (per sh)	10 Yrs 4.5		rs. to .5%	' 21-'23 5.5%				her t					used	to	t ti	reat	psy	chosis	(INV)	EĞA
'Cash Earning	Flow"	5.5 5.0	5% 4.	.0% 8	8.5% 9.0%				vere al r \$40										(XAR ixed.		
Divider Book V	ids	8.5	5% 7. 5% 5.	.0%	8.0% 8.0%				stimat										vice o		
Cal-	1		SALES (\$ m		Full				sitions										due		
endar	Mar.Per	r Jun.Pe	r Sep.Per	Dec.Per	Year				increa which										ery a vere t		
	17374 17482	17787 18482	17102 17820	17811 18106	70074 71890				share					from	the D	liabete	es and	l Spin	e segr	nents	
2017	17766	18839	19650	20195	76450				ast ye The i										busin uptr		
	20009	20831 21550	20560 21550	20550 21850	81950 85500	num	bers v	was a	\$1 bi	llion	charge	e for	vari-	laste	d only	y one	qua	rter a	s sal	es in	the
Cal-			PER SHARE		Full				id a \$4										on a		
endar	Mar.Pe	r Jun.Pe	r Sep.Per	Dec.Per	Year				e prov was s										nd Wo &J's C		
2015 2016	1.53 1.54	1.60 1.48	1.20 1.53	1.15 1.38	5.48 5.93	we a	re sti	icking	with	our c	urrent	earn		ucts	contin	ued to	o do v	vell, tł	nough	· .	
2017	1.61	1.40	1.45	1.74	6.20				th 201 rmace				t is						n t to equity		
2018 2019	1.60 1.85	1.45 2.00	1.85 2.10	2.10 2.05	7.00 8.00	lead	ing t	he w	ау. Ju	ıst ab	out h	alf of	the	good	yield	and a	above	-avera	igê to	al re	turn
Cal-			VIDENDS F		Full	comp			nues a										23.0		
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year				ıgs. Ai on, sa										nore a ent \$4		
2014 2015	.66 .70	.70 .75	.70 .75	.70 75	2.76 2.95	More	e imp	ortan	tly, on	an a	apples	-to-ap	ples	jury	awaro	l to u	sers o	of J&.	J's tal	cum j	pow-
2016	.75	.80	.80	.75 .80	3.15				transl g the										aged oweve		n all
2017 2018	.80 .84	.84 .90	.84	.84	3.32				uch d						es A. 1		սրր		Augus		2018
A) Year	s end on	the last	Sunday in			d\$1.24; '	13, d71¢	; 4th qtr.'	17, d\$5.73	3 (due	Decembe			vestment	plan ava			Financia	I Strengt		A++
			udes non 26¢; '05,						15. Next e		able. (D) Incluo	les intan	aibles. O	n 7/1/18:	\$80.4 bil			e Stabili h Persis			100 65

(b) Indice definings. Excludes nonreconnings.
Total reforming.
Contract reforming.
Total reformation reform.
Total r

Company S Financial Strength	A++
Stock's Price Stability	100
Price Growth Persistence	65
Earnings Predictability	30
Earnings Fredictability	50