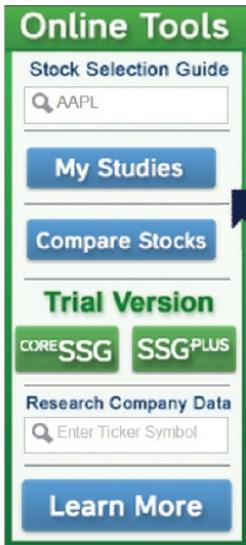


1 How to Access

To open a new study, enter a ticker in the green box on the member home page and select 'Enter' or click the  icon.



The screenshot shows the 'Online Tools' section of the member home page. It includes a search bar for 'Stock Selection Guide' with 'AAPL' entered, a 'My Studies' button, a 'Compare Stocks' button, a 'Trial Version' section with 'CORE SSG' and 'SSG PLUS' buttons, a 'Research Company Data' section with a search bar for 'Enter Ticker Symbol', and a 'Learn More' button.

– OR –

Click on 'My Studies' to go to your library of existing saved studies.

Access Tools & Resources, Online Tools & Software on the BI website. Click on **CoreSSG/SSGPlus**.



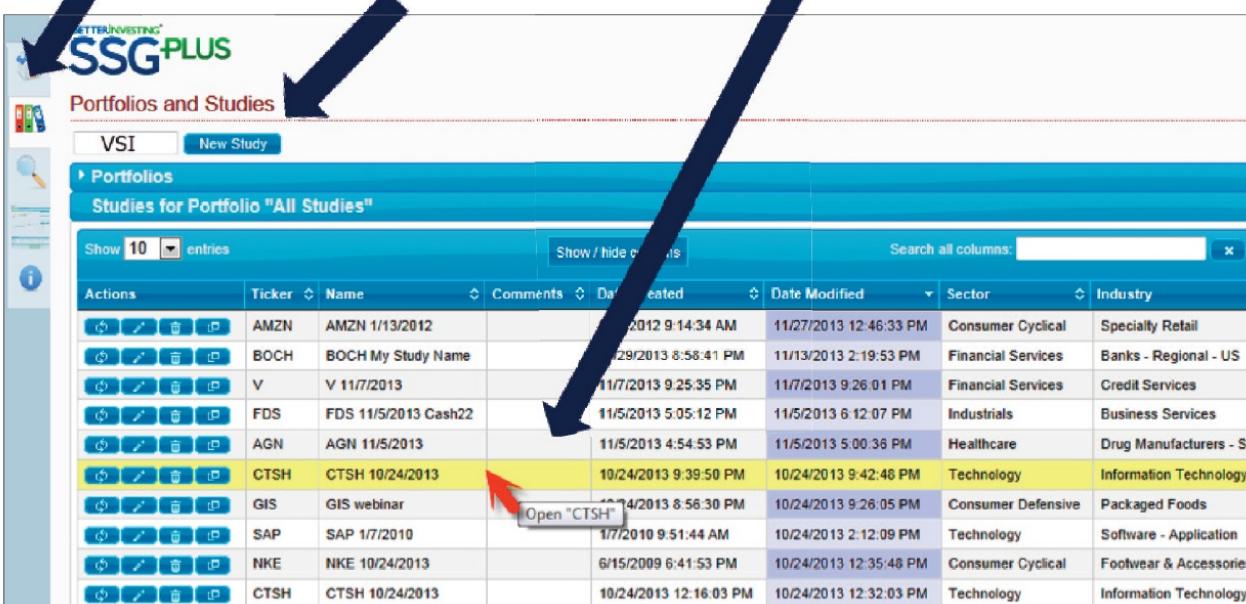
The screenshot shows the 'Tools & Resources' section of the BI website. Under 'Online Tools & Software', it lists various resources like TickerTalk, First Cut, Online Stock Study Series, and Online Tools & Software (which is highlighted with a red box). The 'Online Tools' section details the CoreSSG and SSGPlus tools, noting they offer stock and mutual fund analysis. A note mentions upgrading membership for full access. At the bottom, there are links for Stock: CoreSSG/SSGPlus (full version), CoreSSG Trial Version, and SSGPlus Trial Version.

2 How to Open a New Study, Open a Saved Study

Click on the "My Studies" icon to open the Portfolios and Studies page.

Enter a new ticker and click on "New Study".

Mouse over an existing study and click to open.

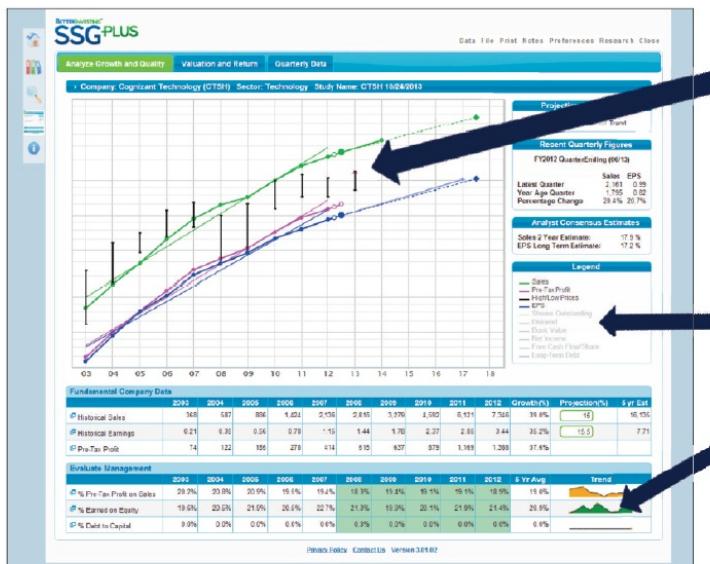


The screenshot shows the 'Portfolios and Studies' page. It has tabs for 'VSI' and 'New Study'. Below is a table titled 'Studies for Portfolio "All Studies"'. The table columns are Actions, Ticker, Name, Comments, Date Created, Date Modified, Sector, and Industry. The table lists several studies, including AMZN, BOCH, V, FDS, AGN, CTSH, GIS, SAP, NKE, and another CTSH entry. An arrow points to the 'Open "CTSH"' link next to the second CTSH row.

Actions	Ticker	Name	Comments	Date Created	Date Modified	Sector	Industry
	AMZN	AMZN 1/13/2012		2012/9/14 3:43 AM	11/27/2013 12:46:33 PM	Consumer Cyclical	Specialty Retail
	BOCH	BOCH My Study Name		2013/8/29/2013 8:58:41 PM	11/13/2013 2:19:53 PM	Financial Services	Banks - Regional - US
	V	V 11/7/2013		2013/11/7/2013 9:25:35 PM	11/7/2013 9:26:01 PM	Financial Services	Credit Services
	FDS	FDS 11/5/2013 Cash22		2013/11/5/2013 5:05:12 PM	11/5/2013 6:12:07 PM	Industrials	Business Services
	AGN	AGN 11/5/2013		2013/11/5/2013 4:54:53 PM	11/5/2013 5:00:38 PM	Healthcare	Drug Manufacturers - Specialty
	CTSH	CTSH 10/24/2013		2013/10/24/2013 9:39:50 PM	2013/10/24/2013 9:42:46 PM	Technology	Information Technology
	GIS	GIS webinar		2013/10/24/2013 8:56:30 PM	2013/10/24/2013 9:26:05 PM	Consumer Defensive	Packaged Foods
	SAP	SAP 1/7/2010		2010/1/7/2010 9:51:44 AM	2013/10/24/2013 2:12:09 PM	Technology	Software - Application
	NKE	NKE 10/24/2013		2009/6/15/2009 6:41:53 PM	2013/10/24/2013 12:35:48 PM	Consumer Cyclical	Footwear & Accessories
	CTSH	CTSH 10/24/2013		2013/10/24/2013 12:16:03 PM	2013/10/24/2013 12:32:03 PM	Technology	Information Technology

3

Visually Analyze History and Review Quality Indicators



Look for company sales and earnings history that is growing (**UP**) and consistent (**STRAIGHT**) and where earnings follow sales (**PARALLEL**).

Click grayed out items in the **Legend** to graph other fundamental data.

Review data in the **Evaluate Management** section to help identify well-managed, quality companies.

4

Review Peer Data

Change from default peers to your peers by entering new tickers and clicking '**Update Study**'.

Step 1:

Click on the icon next to the fundamental data item to open the peer company display.

Fundamental Company Data	
	2003
Historical Sales	368
Historical Earnings	0.21
Pre-Tax Profit	74



Click grayed out items in the **Legend** to display peer data.

5

Forecast Sales & Earnings

Click in the green boxes to enter forecasts.

Fundamental Company Data													
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Growth(%)	Projection(%)	5 yr Est
Historical Sales	368	587	886	1,424	2,136	2,816	3,279	4,592	6,121	7,346	39.0%	<input type="text"/>	
Historical Earnings	0.21	0.35	0.57	0.78	1.15	1.44	1.78	2.37	2.85	3.44	35.2%	<input type="text"/>	
Pre-Tax Profit	74	122	185	278	414	515	637	879	1,169	1,388	37.6%	<input type="text"/>	

Enter the forecast and click 'Update Study' to save your forecast.

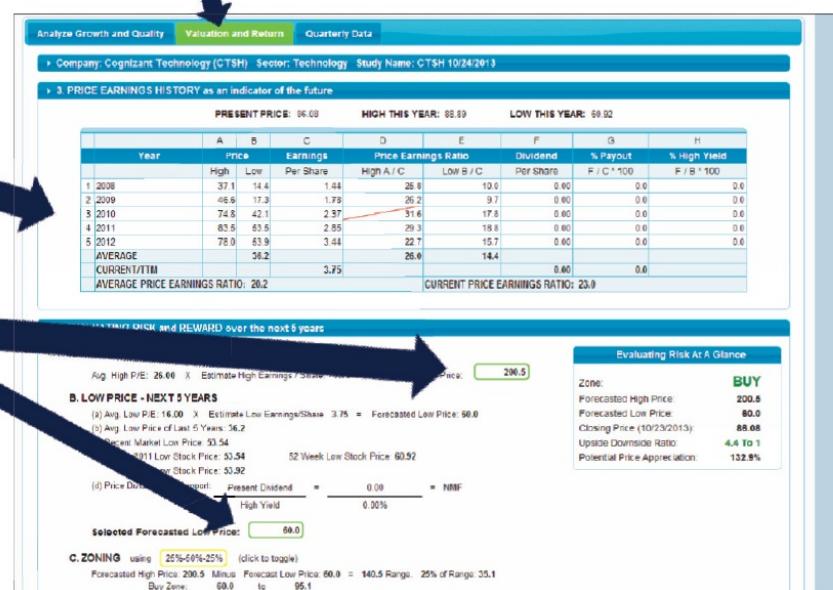
6

Review P/E History, Forecast High, Low P/E's and Prices

Click on the 'Valuation and Return' tab to access more Stock Selection Guide information.

Review the table of historical earnings, price and P/E data.

Click in the green boxes to enter High P/E, High Price, Low P/E and Low Price forecasts.



7

Review Potential Return

'Results Summary' gives a quick view of key indicators.

SSG Results Summary	
Zone:	BUY
Upside Downside Ratio:	4.4 To 1
Total Return (High P/E):	18.4%
Projected Return (Avg P/E):	13.5%
Buy price to satisfy US/DS of 3 to 1 and 15% total return:	95.1
Closing Price (10/23/2013):	86.08

5. FIVE-YEAR POTENTIAL

A. PRESENT YIELD

Present Full Year's Dividend	=	0.00	= 0.000 = 0.0%
Present Price		86.08	

B. AVERAGE YIELD - USING FORECAST HIGH P/E

Avg. % Payout	=	0.0%	= 0.0%
Forecasted High P/E		28.00	

AVERAGE YIELD - USING FORECAST AVERAGE P/E

Avg. % Payout	=	0.0%	= 0.0%
Forecasted Average P/E		21.00	

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

Annual Appreciation	18.4%
Average Yield	0.0%
Annualized Rate of Return	18.4%

COMPOUND ANNUAL RETURN - USING FORECAST AVERAGE P/E

Annual Appreciation	13.5%
Average Yield	0.0%
Annualized Rate of Return	13.5%

Review Potential Return – compare with other candidate companies to find the best option.

This Potential Return is calculated using the **Forecast Average P/E** and will generally provide a more conservative estimate of potential return.

8

Save, Send, Print & Research

Use the top menu options to **change** study data, **save** the study, **email** it to others, **print** a 2 page PDF of the SSG or to set your **preferences**.

Click on the '**Research**' link to quickly link to other free reference websites.

