

PROCTER & GAMBLE CO (0NOF-LN)

Personal Products & Services / Personal Products & Services / Personal Products

DETAILED STOCK REPORT

Report Date: 2025-Mar-07

Last Close	Avg Daily Vol	52-Week High	Trailing PE	Annual Div	ROE	LTG Forecast	1-Mo Return
135.22 (GBX)	24,556	141.18	0.3	3.13	31.6%	6.0%	3.4%
2025 March 06	Market Cap (Consol)	52-Week Low	Forward PE	Dividend Yield	Annual Rev	Inst Own	3-Mo Return
LONDON Exchange	323.7B	119.07	0.3	2.3%	67.3B	69.7%	-0.85%

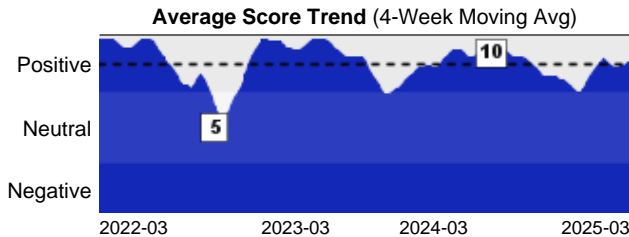
AVERAGE SCORE

POSITIVE OUTLOOK: 0NOF's current score of 8 places it among the top quartile of stocks scored.

AVERAGE
SCORE
8

Score Averages

Personal Products & Services Group:	5.6	Large Market Cap:	7.1
Personal Products & Services Sector:	5.6	FTSE 100 Index:	6.7



Peers	-6M	-3M	-1M	-1W	Current	1Y Trend
0NOF	7	9	9	9	8	
ULVR	6	6	7	8	8	
CRL	4	5	6	6	7	
PZC	5	3	5	5	6	
CLAI	3	4	1	1	1	

HIGHLIGHTS

- The score for Procter & Gamble Co dropped slightly this week from 9 to 8.
- The recent change in the Average Score was due to a decline in the Earnings, Risk, and Price Momentum component scores.

I/B/E/S MEAN

Buy

29 Analysts

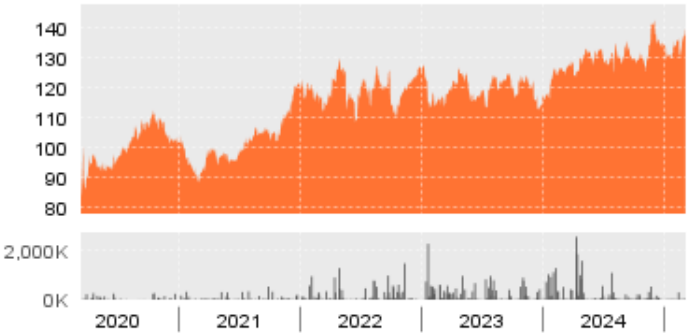
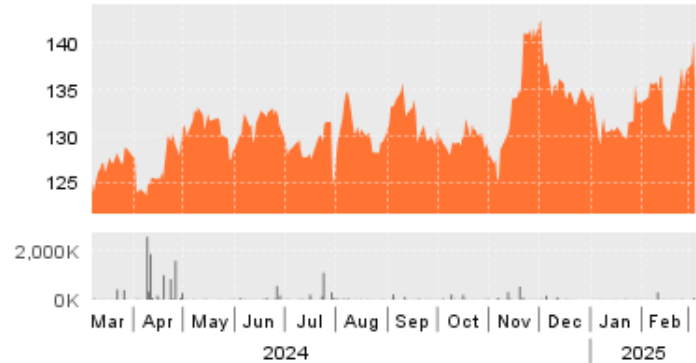
Mean recommendation from all analysts covering the company on a standardized 5-point scale.

Strong Sell	Sell	Hold	Buy	Strong Buy
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PRICE AND VOLUME CHARTS

1-Year Return: 9.3%

5-Year Return: 45.1%



BUSINESS SUMMARY

The Procter & Gamble Company is focused on providing branded consumer packaged goods to consumers across the world. The Company's segments include Beauty, Grooming, Health Care, Fabric & Home Care and Baby, Feminine & Family Care. The Company's products are sold in approximately 180 countries and territories primarily through mass merchandisers, e-commerce, including social commerce channels, grocery stores, membership club stores, drug stores, department stores, distributors, wholesalers, specialty beauty stores, including airport duty-free stores), high-frequency stores, pharmacies, electronics stores and professional channels. It also sells direct to individual consumers. It has operations in approximately 70 countries. It offers products under brands, such as Head & Shoulders, Herbal Essences, Pantene, Rejoice, Olay, Old Spice, Safeguard, Secret, SK-II, Braun, Gillette, Venus, Crest, Oral-B, Ariel, Downy, Gain, Tide, Always, Always Discreet, Tampax, Bounty and others.



PROCTER & GAMBLE CO (0NOF-LN)

Personal Products & Services / Personal Products & Services / Personal Products

DETAILED STOCK REPORT

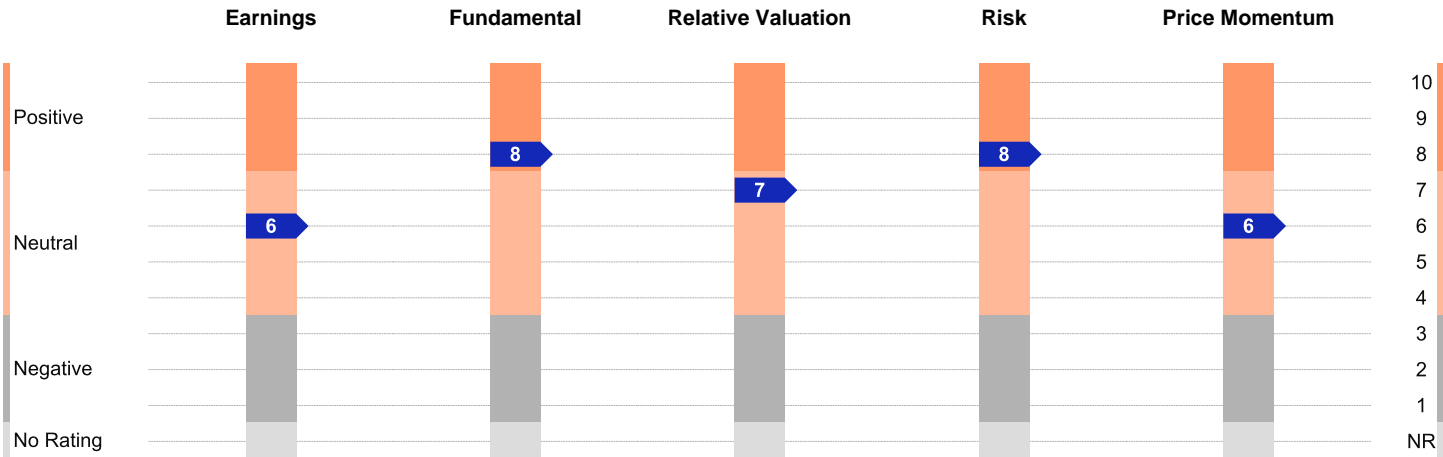
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INDICATOR COMPONENTS

AVERAGE
SCORE

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The **AVERAGE SCORE** combines the quantitative analysis of five widely-used investment decision making tools: Earnings, Fundamental, Relative Valuation, Risk, and Price Momentum. A simple average of the underlying component ratings is normally distributed to rank stocks on a 1-10 scale (10 being awarded to the most favorable). These factors may be evaluated differently using alternative methodologies and the importance of individual factors varies across industries, market capitalization and investment styles. Additional criteria should always be used to evaluate a stock.



PEER ANALYSIS

Currency in GBX / Market Cap in GBP

		PRICE MOMENTUM					VALUATION		FUNDAMENTAL		ANALYSTS		
Average Score	Ticker	Price (2025-03-06)	1-Mo Return	3-Mo Return	1-Yr Return	Market Cap	Trailing PE	Forward PE	Dividend Yield	Net Margin	LTG Forecast	I/B/E/S Mean	# of Analysts
8	ONOF	135.22	3.4%	-0.85%	9.3%	321.4B	0.3	0.3	2.3%	18.4%	6.0%	Buy	29
8	ULVR	4,538.00	-2.7%	-1.9%	17.7%	113.0B	23.6	17.3	3.3%	9.5%	7.2%	Buy	19
6	RKT	5,294.00	0.65%	12.4%	5.6%	35.8B	23.2	16.7	3.8%	10.1%	4.7%	Buy	20
6	PZC	81.10	1.4%	-5.3%	-16.6%	339M	--	10.7	4.4%	-1.3%	6.4%	Buy	4
6	W7L	362.00	-15.8%	-30.7%	-7.2%	303M	20.1	15.6	2.6%	17.4%	--	Buy	3
7	MCB	145.50	7.0%	32.3%	63.5%	252M	7.7	6.9	--	4.3%	--	Strong Buy	3
7	CRL	32.00	6.7%	-8.6%	73.0%	23M	--	--	1.4%	-4.9%	--	--	--
1	DSW	58.50	-6.4%	-12.0%	17.0%	15M	2925.0	1219.0	3.0%	11.0%	--	--	--
1	CLAI	0.21	-6.8%	164.5%	-45.3%	1M	--	--	--	-10185%	--	--	--
5.6	Average	1,182.95	-1.4%	16.7%	13.0%	52.4B	500.0	183.8	3.0%	-1125%	6.1%	Buy	13

PEER COMPANIES

CLAI	CEL AI	PZC	PZ Cussons
CRL	Creightons	RKT	Reckitt Benckiser Group
DSW	DSW Capital	ULVR	Unilever
MCB	McBride	W7L	Warpaint London



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EARNINGS

EARNINGS

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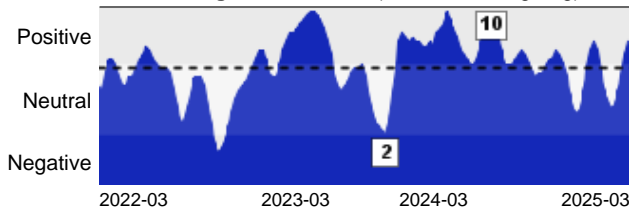
Currency in USD

NEUTRAL OUTLOOK: Mixed earnings expectations and performance.

Earnings Score Averages

Personal Products & Services Group: **6.3** Large Market Cap: **6.4**
Personal Products & Services Sector: **6.3** FTSE 100 Index: **6.2**

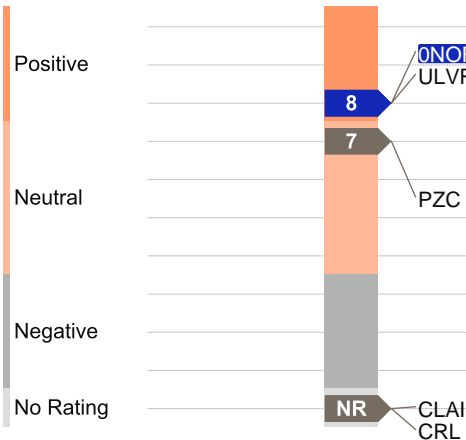
Earnings Score Trend (4-Week Moving Avg)



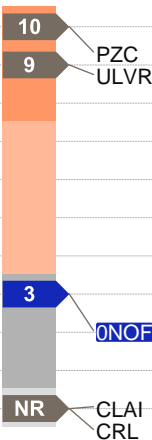
Peers	-6M	-3M	-1M	-1W	Current	1Y Trend
PZC	6	5	7	10	10	
ULVR	10	9	8	9	10	
0NOF	6	9	8	8	6	
CLAI	NR	NR	NR	NR	NR	
CRL	NR	NR	NR	NR	NR	

EARNINGS INDICATORS

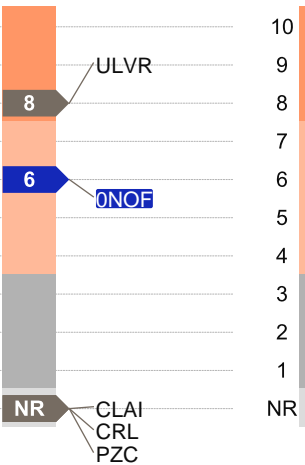
Earnings Surprises
(33.3% weight)



Estimate Revisions
(33.3% weight)



Recommendation Changes
(33.3% weight)



Last 4 Years

# Positive Surprises (>2%)	0
# Negative Surprises (<-2%)	0
# In-Line Surprises (within 2%)	4
Avg Surprise	0.41%

Last 4 Weeks

# Up Revisions	0
# Down Revisions	7
Avg Up Revisions	0.00%
Avg Down Revisions	-24.1%

Last 120 Days

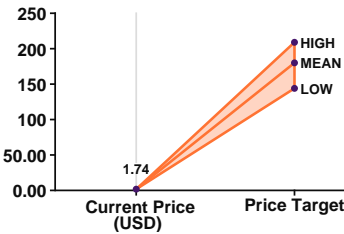
# Broker Upgrades	2
# Broker Downgrades	0

HIGHLIGHTS

- Procter & Gamble Co currently has a relatively neutral Earnings Rating of 6. The average Earnings Rating for its Personal Products industry is 7.3 and the FTSE 100 index average is 6.2.
- 0NOF's current fiscal year consensus estimate has remained relatively unchanged over the past 90 days at 6.92. Estimates within its industry have moved an average of 1.0% during the same time period.

PRICE TARGET

The chart indicates where analysts predict the stock price will be within the next 12 months, as compared to the current price.



12-Month Price Target

Mean (USD)	180.00
High	209.00
Low	144.00
Target vs. Current	10227%
# of Analysts	25



PROCTER & GAMBLE CO (0NOF-LN)

Personal Products & Services / Personal Products & Services / Personal Products

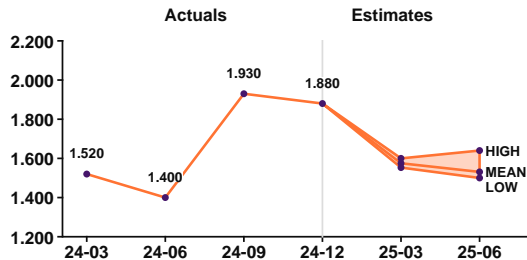
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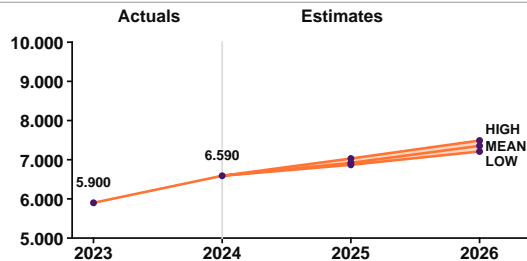
EARNINGS PER SHARE

Earnings per share (EPS) is calculated by dividing a company's earnings by the number of shares outstanding. Analysts tend to interpret a pattern of increasing earnings as a sign of strength and flat or falling earnings as a sign of weakness.

The charts provide a comparison between a company's actual and estimated EPS, including the high and low forecasts.



Quarterly	25-03	25-06
Mean	1.575	1.531
High	1.600	1.640
Low	1.553	1.500
# of Analysts	20	20



Annual	2025	2026
Mean	6.920	7.354
High	7.030	7.490
Low	6.870	7.210
# of Analysts	23	23

MEAN ESTIMATE TREND

	Q 25-03	Q 25-06	Y 2025	Y 2026	Price Target
Current	1.575	1.531	6.920	7.354	180.00
30 Days Ago	1.582	1.534	6.929	7.369	180.00
90 Days Ago	1.607	1.533	6.953	7.436	183.00
% Change (90 Days)	-2.0%	-0.10%	-0.50%	-1.1%	-1.6%
Current Fiscal Year End: 25-06					
Next Expected Report Date: 2025-04-24					

ANALYST RECOMMENDATIONS

I/B/E/S Mean:	Buy (29 Analysts)
Strong Buy	4
Buy	15
Hold	10
Sell	0
Strong Sell	0

EARNINGS SURPRISES

Comparing a company's actual earnings to the mean expectation of analysts results in a difference referred to as a 'positive' or 'negative' surprise. Research has shown that when a company reports a surprise, it is often followed by more of the same surprise type.

Surprise Summary (Last 6 Years)

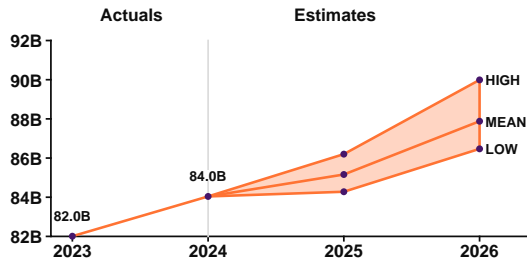
Surprise Type	Amount	Percent
Positive Years (> 2%)	1	16.7%
Negative Years (< -2%)	0	--
In-Line Years (within 2%)	5	83.3%

Surprise Detail (Last 6 Periods)

Surprise Type	Announce Date	Period End Date	Actual EPS	Mean EPS	Surprise (%)
In-Line	2024-07-30	2024-06-30	6.590	6.553	0.60%
In-Line	2023-07-28	2023-06-30	5.900	5.861	0.70%
In-Line	2022-07-29	2022-06-30	5.810	5.824	-0.20%
In-Line	2021-07-30	2021-06-30	5.660	5.623	0.70%
Positive	2020-07-30	2020-06-30	5.120	4.952	3.4%
In-Line	2019-07-30	2019-06-30	4.520	4.470	1.1%

ANNUAL REVENUE

A pattern of increasing sales in conjunction with a rising EPS may influence a buy recommendation, while flat or falling sales and faltering earnings may explain a sell recommendation. A rising EPS with flat or falling sales may result from increased cost efficiency and margins, rather than market expansion. This chart shows the sales forecast trend of all analysts and the highest and lowest projections for the current and next fiscal year.



	2025	2026
Mean	85.2B	87.9B
High	86.2B	90.0B
Low	84.3B	86.5B
Forecasted Growth	1.3%	4.6%
# of Analysts	23	23

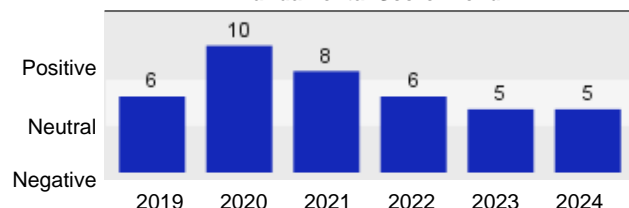


FUNDAMENTAL

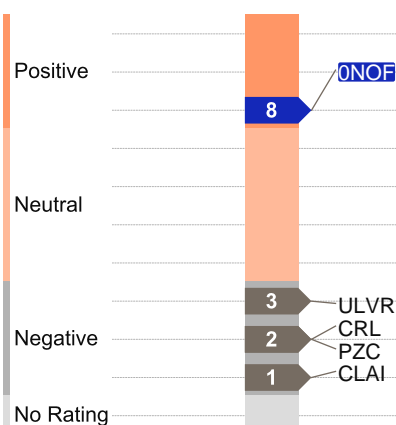
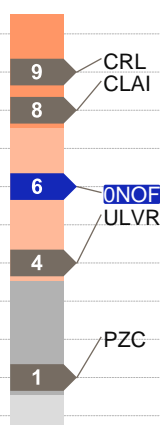
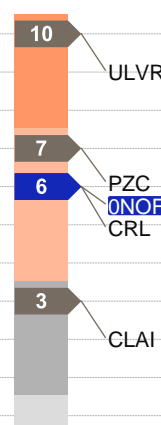
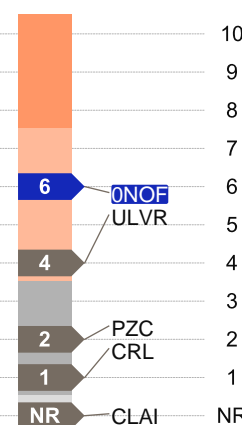
POSITIVE OUTLOOK: Strong fundamentals such as high profit margins, low debt levels, or growing dividends.

**FUND-
AMENTAL**
8
Fundamental Score Averages

Personal Products & Services Group: **4.9** Large Market Cap: **6.2**
 Personal Products & Services Sector: **4.9** FTSE 100 Index: **5.9**

Fundamental Score Trend


Peers	2021	2022	2023	2024	Current	6Y Trend
0NOF	8	6	5	5	8	
ULVR	3	3	3	NR	5	
CRL	9	1	3	1	4	
CLAI	9	4	6	NR	2	
PZC	5	7	6	NR	1	

FUNDAMENTAL INDICATORS
Profitability
(25% weight)

Debt
(25% weight)

Earnings Quality
(25% weight)

Dividend
(25% weight)


Revenue Growth 0.5%	Current Ratio 0.8	Oper. Cash Yield 22.5%	Dividend Growth 6.0%
For year over year ending 2024-12	For interim period ending 2024-12	For latest 12 months ending --	For year over year ending 2024-12
Gross Margin 51.6%	Debt-to-Capital 33.3%	Accruals -2.1%	Dividend Payout 64.1%
For latest 12 months ending 2024-12	For annual period ending 2024-06	For latest 12 months ending 2024-06	For latest 12 months ending 2024-12
Return On Equity 31.6%	Interest Funding 5.3%	Days Sales In Inv. 68.2	Dividend Coverage 2.2
For interim period ending 2024-12	For interim period ending 2024-09	For annual period ending 2024-06	For annual period ending 2024-06
Net Margin 18.4%	Interest Coverage 19.5	Days Sales In Rec. 25.2	Current Div. Yield 2.3%
For latest 12 months ending 2024-12	For interim period ending 2024-12	For annual period ending 2024-06	For latest 12 months ending 2025-03

HIGHLIGHTS

- The Fundamental Rating for Procter & Gamble Co improved significantly over the last year from 5 to 8. The current rating is considerably more bullish than the Personal Products & Services industry group average of 5.1.
- The net margin of 18.4% for 0NOF is the highest within its Personal Products & Services industry group.
- The company's interest coverage has been higher than its industry group average for each of the past five years.
- The days sales in receivables for 0NOF is the lowest within its Personal Products & Services industry group.
- Of the 9 firms within the Personal Products & Services industry group, Procter & Gamble Co is among 7 companies that pay a dividend. The stock's dividend yield is currently 2.3%.

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RELATIVE VALUATION

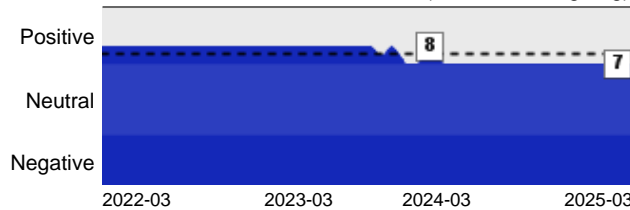
NEUTRAL OUTLOOK: Multiples relatively in-line with the market.

RELATIVE
VALUATION
7

Relative Valuation Score Averages

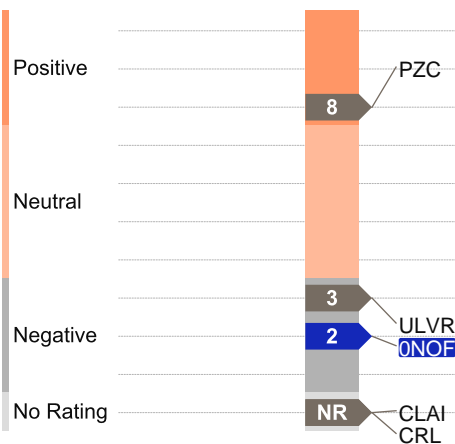
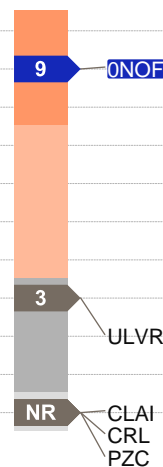
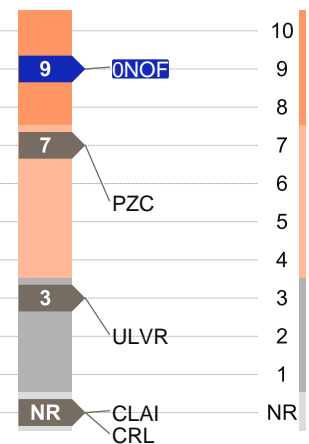
Personal Products & Services Group: **4.7** Large Market Cap: **5.1**
Personal Products & Services Sector: **4.7** FTSE 100 Index: **4.0**

Relative Valuation Score Trend (4-Week Moving Avg)



Peers	-6M	-3M	-1M	-1W	Current	1Y Trend
PZC	8	8	8	7	8	
0NOF	7	7	7	7	7	
ULVR	2	2	3	3	3	
CLAI	NR	NR	NR	NR	NR	
CRL	NR	NR	NR	NR	NR	

RELATIVE VALUATION INDICATORS

Price to Sales
(33.3% weight)Trailing PE
(33.3% weight)Forward PE
(33.3% weight)

Price to Sales	4.9	Trailing PE	0.3	Forward PE	0.3
5-Yr Average	4.6	5-Yr Average	0.3	5-Yr Average	0.2
Rel. to 5-Yr Avg.	8% Premium	Rel. to 5-Yr Avg.	7% Discount	Rel. to 5-Yr Avg.	2% Premium
FTSE 100 Index	1.4	FTSE 100 Index	18.3	FTSE 100 Index	12.8
Rel. to FTSE 100	>100% Premium	Rel. to FTSE 100	98% Discount	Rel. to FTSE 100	98% Discount

HIGHLIGHTS

- Procter & Gamble Co currently has a Relative Valuation Rating of 7 which is significantly above the FTSE 100 index average rating of 4.0.
- Compared to the Personal Products & Services industry group, 0NOF is currently trading at a significant discount based on both Trailing P/E and Forward P/E.
- 0NOF's Price to Sales ratio of 4.9 represents a 8% Premium to its 5-year average of 4.6.
- 0NOF's Trailing P/E of 0.3 represents a 7% Discount to its 5-year average of 0.3.
- 0NOF's Forward P/E of 0.3 represents a 2% Premium to its 5-year average of 0.2.

PROCTER & GAMBLE CO (0NOF-LN)

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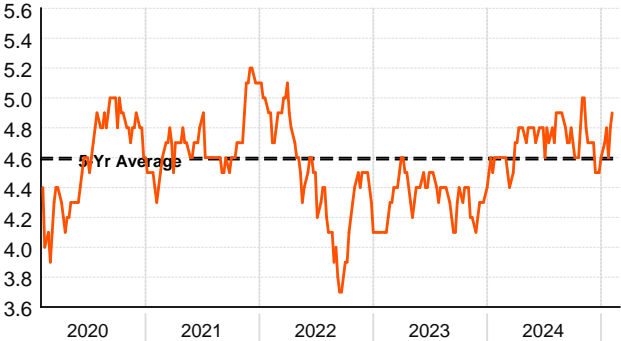
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PRICE TO SALES

The most recent week's close price divided by the revenue per share.

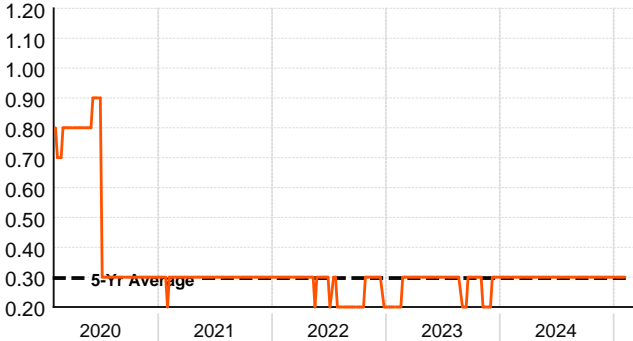
Price to Sales: 4.9
5-Year Average: 4.6
FTSE 100 Index Average: 1.4
Personal Products & Services Group Average: 3.5



TRAILING PE

The most recent week's close price divided by the sum of the four most recently reported quarterly earnings.

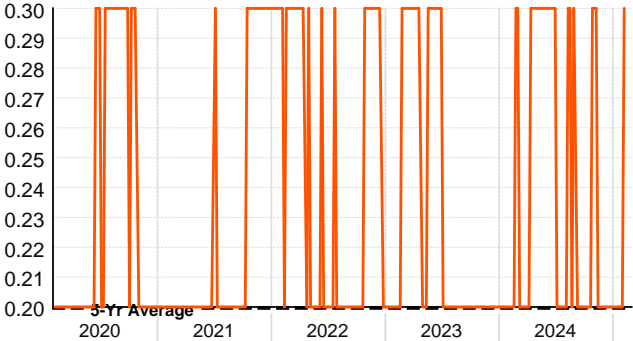
Trailing PE: 0.3
5-Year Average: 0.3
FTSE 100 Index Average: 18.3
Personal Products & Services Group Average: 27.0



FORWARD PE

The most recent week's close price divided by the sum of the four upcoming quarterly consensus estimates.

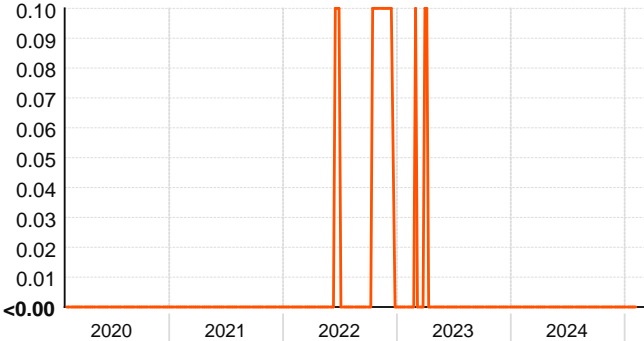
Forward PE: 0.3
5-Year Average: 0.2
FTSE 100 Index Average: 12.8
Personal Products & Services Group Average: 21.9



FORWARD PEG

The Forward P/E divided by the five-year forecasted growth rate.

Forward PEG: 0.0
5-Year Average: 0.0
FTSE 100 Index Average: 1.4
Personal Products & Services Group Average: 3.7



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RISK

POSITIVE OUTLOOK: Consistent return patterns (low volatility).

RISK

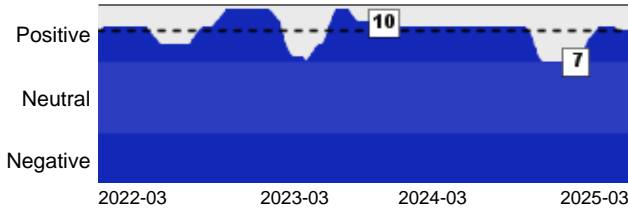
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Risk Score Averages

Personal Products & Services Group: **5.2**
 Personal Products & Services Sector: **5.2**

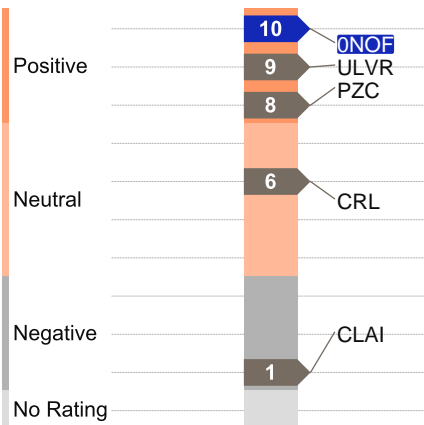
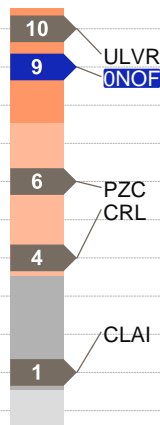
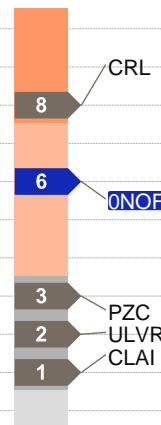
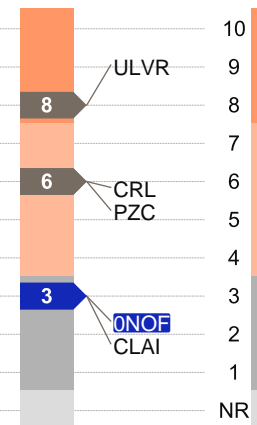
Large Market Cap: **7.7**
 FTSE 100 Index: **8.1**

Risk Score Trend (4-Week Moving Avg)



Peers	-6M	-3M	-1M	-1W	Current	1Y Trend
ULVR	9	9	9	9	9	
0NOF	7	8	8	9	8	
CRL	5	5	4	5	6	
PZC	8	5	7	6	6	
CLAI	2	2	1	1	1	

RISK INDICATORS

Magnitude of Returns
(25% weight)Volatility
(25% weight)Beta (1-year)
(25% weight)Correlation
(25% weight)

Daily Returns (Last 90 Days)

Best 2.7%
 Worst -2.9%

Monthly Returns (Last 60 Months)

Best 10.3%
 Worst -8.6%

Standard Deviation

Last 90 Days 1.12
 Last 60 Months 4.81

Intra-Day Swing (Last 90 Days)

Average 1.9%
 Largest 5.2%

Beta vs. FTSE 100

0.09
 Positive Days Only 0.39
 Negative Days Only -0.42

Beta vs. Group

0.05
 Positive Days Only 0.01
 Negative Days Only 0.13

Correlation vs. FTSE 100

Last 90 Days -4%
 Last 60 Months 15%

Correlation vs. Group

Last 90 Days 0%
 Last 60 Months 6%

HIGHLIGHTS

- Procter & Gamble Co currently has a Risk Rating of 8 while the FTSE 100 index has an average rating of 8.1.
- On days when the market is up, 0NOF tends to lag the FTSE 100 index. However, on days when the market is down, the shares typically climb.
- In both short-term and long-term periods, 0NOF has shown low correlation (≥ -0.1 and < 0.2) with the FTSE 100 index. Thus, this stock would provide high levels of diversification to a portfolio similar to the broader market.
- Over the last 90 days, 0NOF shares have been less volatile than the overall market, as the stock's daily price has fluctuated less than 88% of FTSE 100 index firms.

RISK ANALYSIS

Peers	Last 90 Days				Last 60 Months		
	Best Daily Return	Worst Daily Return	# Days Up	# Days Down	Largest Intra-Day Swing	Best Monthly Return	Worst Monthly Return
0NOF	2.7%	-2.9%	32	29	5.2%	10.3%	-8.6%
CLAI	207%	-21.6%	15	17	134.8%	238%	-49.8%
CRL	10.3%	-6.5%	14	25	12.1%	28.9%	-22.2%
PZC	5.4%	-3.8%	27	35	13.8%	14.1%	-25.3%
ULVR	2.2%	-5.6%	32	28	4.6%	9.9%	-15.6%
FTSE 100	1.4%	-1.3%	35	27	1.8%	12.4%	-13.8%



PROCTER & GAMBLE CO (0NOF-LN)

Personal Products & Services / Personal Products & Services / Personal Products

DETAILED STOCK REPORT

Report Date: 2025-Mar-07

PRICE MOMENTUM

PRICE MOMENTUM

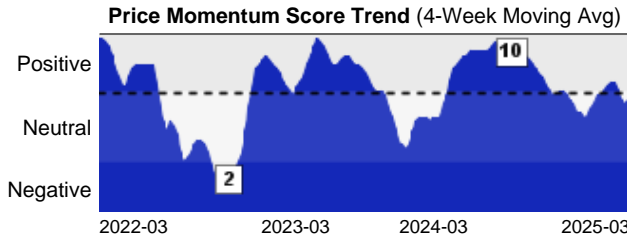
6

NEUTRAL OUTLOOK: Performance relatively in-line with the market.

Currency in GBX

Price Momentum Score Averages

Personal Products & Services Group:	6.3	Large Market Cap:	6.6
Personal Products & Services Sector:	6.3	FTSE 100 Index:	6.4

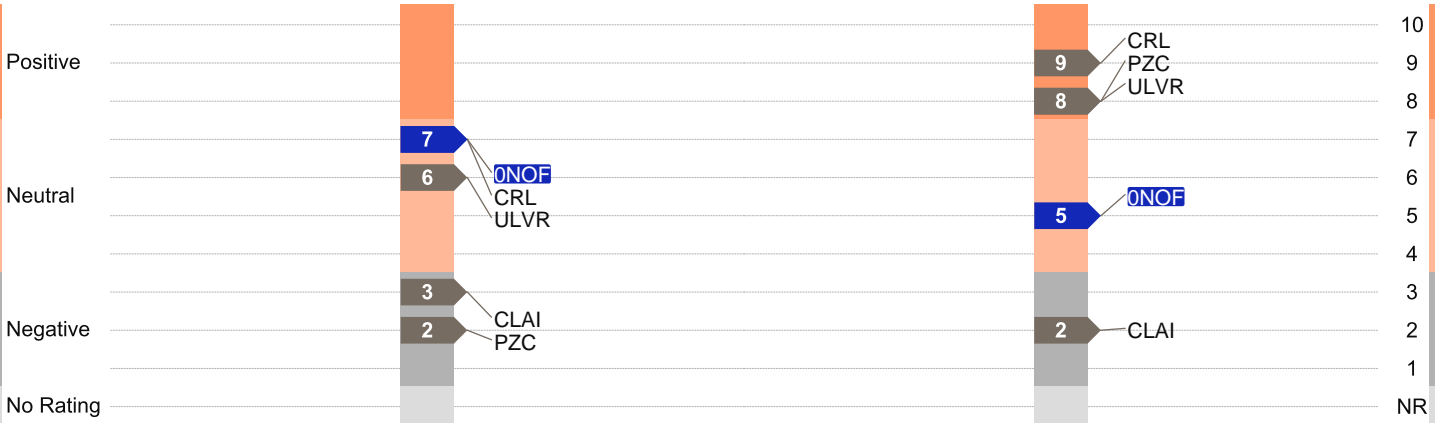


Peers	-6M	-3M	-1M	-1W	Current	1Y Trend
CRL	5	7	9	8	9	
ULVR	6	7	9	9	9	
0NOF	7	6	6	7	6	
PZC	1	1	4	4	4	
CLAI	3	4	3	1	1	

PRICE MOMENTUM INDICATORS

Relative Strength
(50% weight)

Seasonality
(50% weight)



Relative Strength Indicator (Scale from 1 to 100)

	0NOF	Industry Avg
Last 10 Days	60	49
Last 50 Days	55	50
Last 200 Days	53	49

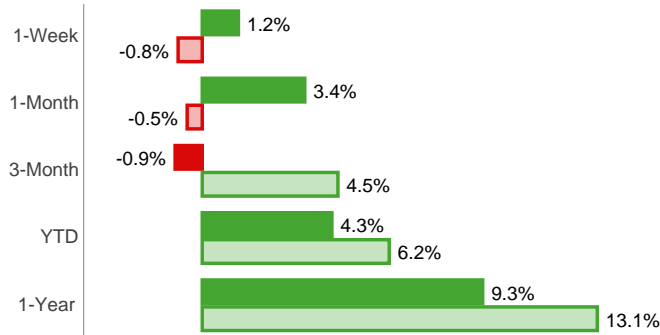
Average Monthly Return (Last 10 Years)

	Mar	Apr	May
Company Avg	3.5%	2.6%	-2.7%
Industry Avg	-4.7%	5.7%	2.0%
Industry Rank	70 of 82	24 of 83	26 of 81

PRICE PERFORMANCE

Daily close prices are used to calculate the performance of the stock as compared to a relevant index over five time periods.

0NOF
FTSE 100



	0NOF	FTSE 100
Close Price (2025-03-06)	135.22	8,683
52-Week High	141.18	8,871
52-Week Low	119.07	7,660

- On 2025-03-06, 0NOF closed at 135.22, 4.2% below its 52-week high and 13.6% above its 52-week low.
- 0NOF shares are currently trading 4.8% above their 50-day moving average of 129.06, and 3.3% above their 200-day moving average of 130.87.
- The FTSE 100 index is currently 2.1% below its 52-week high and 13.4% above its 52-week low.



DETAILED STOCK REPORT TIPS

The Stock Report from LSEG is a comprehensive, company-specific analysis that includes a proprietary Stock Rating along with underlying component indicators and supportive data elements. The report is updated daily, although some of the data elements and the ratings are updated weekly.

Average Score

The Stock Reports Plus Average Score combines a quantitative analysis of five widely-used investment decision making tools - Earnings, Fundamental, Relative Valuation, Risk, and Price Momentum. First, a simple average of the five underlying component ratings is calculated. Then, a normal distribution is used to rank each stock across the market on a scale of 1 to 10, with 10 being most favorable. A score of 8 to 10 is considered positive, 4 to 7 is neutral, and 1 to 3 is negative. These five factors may be evaluated differently using alternative methodologies, and the importance of individual factors varies across industry groups, market capitalization and investment styles. Additional criteria should always be used to evaluate a stock.

A company must have sufficient data available for at least three of the five component indicators in order to receive an overall Average Score. Approximately 85% of the stocks within the coverage universe meet the criteria to generate a score.

Indicator Components

The five indicators that comprise the stock rating are displayed. Like the stock rating, the component rating scale is 1 to 10, with 10 being best. A company will receive an 'NR' for No Rating if the required data elements or criteria are not met. A detailed section for each component is included in the report.

Indicator Trends

Within each component section, historical score trends are displayed, typically using a 4-week moving average over a timeframe of the past three years. The dotted orange line indicates the average of the scores over those three years. The most recent occurrences of the best and worst scores are also displayed on the chart in grey boxes to put the current score into historical context.

Next to the trend chart for the company, current score averages are included, along with peer company comparisons of values from 6 months ago, 3 months ago, 1 month ago, the most recent value from 1 week ago, and the current score. The four closest industry peers are presented based on similar market capitalization.

Peer Analysis

- The Refinitiv Business Classification (TRBC) schema is used for industry comparisons. It is designed to track and display the primary business of a corporation by grouping together correlated companies that offer products and services into similar end markets. The system includes 10 Economic Sectors, 28 Business Sectors, 54 Industry Groups, and 136 Industries.
- The Peer Analysis section of the report compares the company to its ten closest peers. The peers are selected from the industry based on similar market capitalization. The peer listing may have fewer than ten companies if there are fewer than ten companies classified within that industry.

Highlights

The automated text-generation system from LSEG creates highlights summarizing the most noteworthy data. The bullets will vary by company and will change from week to week as different criteria are met.

Earnings

The Earnings Rating is based on a combination of three factors: earnings surprises, estimate revisions, and recommendation changes. Each factor is equally weighted. Then, equal deciles are used to rank each stock across the market on a scale of 1 to 10, with 10 being most favorable. A stock needs to have at least two of the three earnings factors in order to receive a score.

- Earnings Surprises - The number of positive and negative surprises within the last 4 periods (quarters or years).
- Estimate Revisions - The number of up and down revisions and the average percentage change of those revisions within a 4 week period.
- Recommendation Changes - The number of broker upgrades and downgrades in the last 120 days.

Price Target

The price target is based on the predictions of analysts covering the stock and shows the high, low and mean price expected within the next 12 months.

Earnings Per Share

The quarterly and annual earnings per share are presented when available, along with the mean, high and low. Quarterly data is displayed for the past 4 quarters (actual) and the next 2 quarters (estimated). Annual data is displayed for the past 2 years (actual) and the next 2 years (estimated).

Mean Estimate Trend

The mean estimates show how the consensus has changed over the past 30 days and 90 days for the upcoming two quarters (when available) and two years. The percentage change is calculated for the company as a means for comparison by measuring the difference between the current consensus estimate and that of 90 days ago.

Analyst Recommendations

The I/B/E/S Mean is the average recommendation of all analysts covering the stock, as provided by I/B/E/S, the Institutional Brokers Estimate System, from LSEG. The recommendations are presented on a five-point standardized scale: strong buy, buy, hold, sell, and strong sell.

Earnings Surprises

- The surprise summary includes the total number of time periods (and percentage) in the last 12 quarters (quarterly) or last 4 years (annual) in which earnings surprises were positive, negative, or in-line. In order to be recognized as a positive or negative surprise, the percent must be greater than 2% above or 2% below the consensus, respectively.
- The surprise detail section includes a listing of the company's quarterly earnings reported for the most recent 6 periods (quarters or years). The consensus analyst estimate is provided to determine if the actual earnings report represented a positive surprise, negative surprise, or in-line result.

Fundamental

The Fundamental Rating is based on a combination of four fundamental component factors: profitability, debt, earnings quality, and dividend. Companies that do not pay a dividend are not penalized. Each factor is equally weighted. Then, equal deciles are used to rank each stock across the market on a scale of 1 to 10, with 10 being most favorable. A stock needs to have at least two of the four fundamental factors present in order to receive a score.

Profitability

- Revenue Growth: (Net Sales - Previous Net Sales) / Previous Net Sales
- Gross Margin: Gross Profit / Net Sales
- Return on Equity: Net Income / Total Equity
- Net Margin: Net Profit / Net Sales

Debt

- Current Ratio: Current Assets / Current Liabilities
- Debt-to-Capital: Total Debt / Total Capital
- Interest Funding: (Interest Expense on Debt + Preferred Cash Dividends) / Funds from Operations
- Interest Coverage: Earnings before Interest and Taxes / (Interest Expense on Debt + Preferred Cash Dividends)

Earnings Quality

- Operating Cash Yield: (Operating Cash Flow - Net Income) / Net Income
- Accruals: (Net Income - Operating Cash Flow - Investing Cash Flow) / Average Net Operating Assets
- Days Sales in Inventory: 365 / (Cost of Goods Sold / Inventory)
- Days Sales in Receivables: 365 / (Net Sales / Receivables)

Dividend

The company must have a current dividend yield.

- Dividend Growth Rate: (Dividends per Share - Previous Dividends per Share) / Previous Dividends per Share
- Dividend Funding: Dividends / Operating Cash Flow
- Dividend Coverage: (Pre-Tax Income + Interest Expense) / (Interest Expense + Dividends)
- Dividend Yield: Annual Dividends per Share / Current Market Price per Share

Indicator Trend

The fundamental indicator trend displays either quarterly scores over the past three years or annual scores over the past six years, depending on the reporting periods for the country. The best and worst scores can be easily determined from the values shown on the chart for each quarter or year.

Relative Valuation

The Relative Valuation Rating is based on a combination of three component factors: Price to Sales, Trailing P/E, and Forward P/E. Each factor is equally weighted. Equal deciles are then used to rank each stock across the market on a scale of 1 to 10, with 10 being most favorable. These common valuation metrics are evaluated against the overall market, the index, and the company's own historic 5-year averages. A stock needs to have at least one of the three relative valuation factors in order to receive a score.

- Price to Sales: Close Price / (Sales for 4 Quarters or 1 Year / Shares Outstanding)

PROCTER & GAMBLE CO (0NOF-LN)

Personal Products & Services / Personal Products & Services / Personal Products

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Report Date: 2025-Mar-07

- Trailing P/E: Close Price / Most Recent 4 Quarters or 1 Year of Earnings
- Forward P/E: Close Price / Upcoming 4 Quarters or 1 Year of Earnings

Valuation Averages

Negative values are excluded when calculating the averages. A maximum value of 100 is placed on Trailing P/E and Forward P/E, a maximum value of 5 is placed on Forward PEG, and a maximum value of 20 is placed on Price to Sales when calculating the averages. Higher values are rounded down to the maximum for the averages.

Valuation Multiples

The valuation multiples provide the Trailing P/E, Forward P/E, Forward PEG, and Price to Sales for the company and the relevant index average. In addition, a comparison of the current company's values to its 5-year average and an industry average are presented. A discount occurs when the company's ratio is valued more favorably (lower) than that to which it is compared.

Risk

The Risk Rating displays stocks on a scale of 1 to 10 with 10 being awarded to the least risky stocks. It is derived by looking at a series of long-term (5-year) and short-term (90-day) stock performance measures including volatility, magnitude of returns, beta, and correlation. Each factor is equally weighted. Then, equal deciles are used to rank each stock across the market. A stock needs to have at least two of the four risk factors in order to receive a score.

- Magnitude of Returns - The best / worst daily returns in the past 90 days and the best / worst monthly returns in the past 60 months.
- Volatility - The standard deviation of the stock price over the last 90 days and last 60 months, along with the average and largest intra-day stock swing.
- Beta - Measures the tendency of a security's returns to respond to swings in the market, based on the beta of the company versus the relevant index.
- Correlation - Determines how closely the returns of the stock and the relevant index move together, measured over the last 90 days and last 60 months.

Risk Analysis

Price analysis for the company and the relevant index is provided over two time periods. Daily analysis is provided for the last 90 days, whereas monthly statistics are used for the last 60 months.

Price Momentum

The Price Momentum Rating is based on a combination of two technical performance factors: relative strength and seasonality. The factors are equally weighted. Equal deciles are then used to rank each stock across the market on a scale of 1 to 10, with 10 being most favorable. A stock needs to have data for the relative strength factor in order to receive a score.

- Relative Strength - The relative strength of the company for the last 10 days, 50 days, and 200 days on a scale of 1 to 100.
- Seasonality - The average monthly return (price performance) for the current month and next 2 months for the company and industry, over the past 10 years. A lower industry rank indicates a higher return.

Price Performance

Daily close prices are used to calculate the price performance of the stock. The performance of the relevant index is also displayed as a means of comparison.

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