



1. Company name.	(NAM)
2. Share price.	(PRI)
3. Ticker symbol.	(TKR)
4. Ford's Unique identifier.	(UID)
5. Cusip number (License Required).	(CSP)
6. Industry Code (see separate listing).	(IND)
7. SIC Code, Standard Industry Classification.	(SIC)

### PROPRIETARY EVALUATIONS

8. Quality rating assigned by Ford based on objective data and a rules-based methodology indicating financial strength and earnings predictability, ranging from A+ to C- (or 1 to 9 numerically). B- (6) is average. (QTY)
9. Growth persistence rating assigned by Ford based on objective data and a rules-based methodology indicating past consistency of earnings growth, ranging from A to D (or 2 to -1 numerically). C (0) is average. (GRP)
10. Growth rate estimate for earnings and dividends by Ford for the next 10 years in percent per year based on objective data and a rules-based methodology. (GRO)
11. Internal rate of return on investment in common stock, found by altering the standard Ford valuation procedure to estimate the investor's rate of return, in percent per year using a set equation. (ROI)
12. Intrinsic value computed by Ford's dividend discount model, in \$ per share. (VAL)
13. Price/value ratio, or current share price divided by intrinsic value, as determined by Ford's dividend discount model. (PVA)
14. Price/value ratio divided by the stock's 5-year average PVA. (PVH)
15. Price/value ratio relative to the market, i.e. divided by Ford's average PVA. (PVR)
16. Earnings trend measures the acceleration or deceleration in earnings growth for the 12 months Operating EPS series ending in each of the last 5 quarters including an estimate for the current quarter (values are limited to +/- 9999) using a set equation. (SED)
17. Relative earnings trend, equal to earnings trend divided by historic deviation. (accel>1.0, decel <1.0) (SDR)
18. Composite price/value and earnings trend parameter, equal to PVA-SED/500. (COM)
19. Share buyback/issuance, % change in shares outstanding from 12 months ago. (SHB)
20. Stock split current month, factor that indicates amount of stock dividend or split compared to 1 month ago (1.0 = no split, 1.10 = 10% stock dividend, 2.00 = 2 for 1 split, etc.). (SPM)
21. Stock split six months, factor that indicates amount of stock dividend or split compared to six months ago (1.00 = no split, 2.00 = 2 for 1 split, etc.). (SPH)
22. Sales momentum, measures the acceleration or deceleration in sales growth for the 12 month sales ending each of the last 5 quarters (percentile, 100 highest). (SMO)
23. Earnings momentum percentile is the Earnings trend calculation (SED) adjusted for the volatility of earnings and stated as a percentile, 100 highest. (EMO)
24. Price momentum is a near-term price momentum factor based on price gains for the past month, quarter, and year. (PRM)
25. Price momentum percentile is the price momentum stated as a percentile, 100 highest. (PMO)

26. Operating earnings yield is the earnings yield in percent based a set equation, calculated by dividing the 12 month operating earnings per share, including an estimate for the current quarter (EQ5), by the share price as of the data base date (PRI). (OEY)

27. Value/momentum percentile, is a multi-factor model based on operating earnings yield (OEY), Ford's Earnings Momentum (EMO), FirstCall SUE Score, 1 mo. change in FirstCall FY1 and FY2 estimates and Ford's Price Momentum (PRM). (Percentile, 100 highest). (VMO)

### STOCK VALUATION DATA

28. Current price/earnings ratio using the latest reported earnings. (maximum value is 999.9) (PEC)
29. Normal price/earnings ratio using Ford's normal earnings estimate based on objective data and a rules-based methodology. (maximum value is 999.9) (PER)
30. Normal price/earnings ratio divided by the stock's 5-year average normal P/E. (PEH)
31. Normal price/earnings ratio divided by the growth rate estimate. (PEG)
32. Price/cash flow per share ratio. (maximum value is 999.9) (PCF)
33. Price/book value per share ratio. (maximum value is 99.99) (PBK)
34. Price/sales per share ratio. (maximum value is 99.99) (PSS)

### EARNINGS DATA AND CASH FLOW

35. Current 12 month earnings per share based on latest reported information. Excludes extraordinary items, cumulative accounting changes and discontinued operations. (ECU)
36. Normal 12 month earnings per share, which differ from reported earnings when the latter have been affected by non-recurring or cyclical factors. (ENO)
37. Current/normal earnings ratio, indicating whether earnings are currently abnormal compared to Ford's estimate of normal earnings. (CNE)
38. Current fiscal year earnings per share for the last fiscal year. (EFY)
39. Cash flow per share equal to net profit less preferred dividends plus depreciation, depletion, and similar non-cash charges, divided by shares outstanding, as of the latest fiscal year-end. (CFL)
40. Earnings variability, equal to the standard deviation of annual earnings from a growth curve over the past eight years, expressed as percent of normal earnings. (EDV)

### OPERATING EARNINGS SERIES

Excludes extraordinary items, cumulative accounting changes, major non-recurring items, discontinued operations, and other significant non-recurring income and expense items based on a rules-based methodology.

- 41-45. Earnings series, consisting of 12-month operating earnings per share as of the past four quarters, plus a fifth value including a consensus estimate for the current quarter or change from the prior year's same quarter (i from 1 to 5; 1 is the oldest). (EQI)
- 46-53. Earnings series, consisting of quarterly operating earnings per share for the past seven quarters, plus a consensus estimate for the current quarter or change from the prior year's same quarter (i from 1 to 8; 1 is the oldest). (QEI)
54. Year and month of latest earnings report (YYYYMM). (MFQ)
55. Date of last EPS update in year/month/date format (YYYYMMDD). (EUP)

## DIVIDEND DATA

- 56. Dividend (\$ per share) at the current indicated annual rate. (DIV)
- 57. Dividend payout ratio, equal to indicated dividend divided by normal earnings. (DPR)
- 58. Current dividend yield in percent. (YLD)
- 59. Ford's objectively determined projected growth rate + dividend yield in percent per year. (GRY)

## HISTORICAL DATA

- 60. 1-qtr Op EPS, Growth, equal to the percentage change in latest quarter's operating earnings per share versus same quarter last year. (maximum value is 999.9, minimum value is -99.0). (HEQ)
- 61. 1-yr Op EPS Growth, equal to the percentage change in trailing 12 month operating earnings per share versus prior 12 month period. (maximum value is 999.9, minimum value is -99.0). (HEY)
- 62. 3-yr Op EPS Growth is calculated by taking the slope of the least squares fit of a line through the last 3 years of trailing 12 month operating earnings per share (EQ4) and dividing by the average normal earnings (ENO), in percent per year. (EG3)
- 63. 5-yr Op EPS Growth is calculated by taking the slope of the least squares fit of a line through the last 5 years of trailing 12 month operating earnings per share (EQ4) and dividing by the average normal earnings (ENO), in percent per year. (EG5)
- 64. 5-yr Cur. EPS Growth is calculated by taking the slope of the least squares fit of a line through the last 5 years of trailing 12 month current earnings per share (ECU) and dividing by the average normal earnings (ENO), in percent per year. (HEG)
- 65. 1-qtr Sales Growth, equal to the percentage change in latest quarter's sales (revenue) versus same quarter last year (maximum value is 999.9, minimum value is -99.0). (HSQ)
- 66. 1-yr Sales Growth, equal to the percentage change in trailing 12 month sales (revenue) versus prior 12 month period (maximum value is 999.9, minimum value is -99.0). (HSY)
- 67. 3-yr Sales Growth Rate is calculated by taking the slope of the least squares fit of a line through the last 3 years of trailing 12 month sales (SQ5) and dividing by the average SQ5, in percent per year. (SG3)
- 68. 5-yr Sales Growth Rate is calculated by taking the slope of the least squares fit of a line through the last 5 years of trailing 12 month sales (SQ5) and dividing by the average SQ5, in percent per year. (HSG)
- 69. 1-qtr Dividend Growth, equal to the percentage change in the latest indicated dividend rate (DIV) versus 3 months ago. (HDQ)
- 70. 1-yr Dividend Growth, equal to the percentage change in the indicated dividend rate (DIV) versus 12 months ago. (HDY)
- 71. 3-yr Dividend Growth is calculated by taking the slope of the least squares fit of a line through the last 3 years of the indicated dividend rate and dividing by the average DIV, in percent per year. (DG3)
- 72. 5-year Dividend Growth is calculated by taking the slope of the least squares fit of a line through the last 5 years (6 points) of the indicated dividend rate and dividing by the average DIV, in percent per year. (HDG)
- 73. Extreme high P/E ratio using normal earnings. (HPE)
- 74. Average P/E ratio using normal earnings. (APE)

- 75. Extreme low P/E ratio using normal earnings. (LPE)
- 76. Average price/value ratio. (HPV)

## SALES, CAPITALIZATION, & OWNERSHIP

- 77-81.Sales series consisting of 12 month sales (revenues) as of the past five quarters in \$ millions (i from 1 to 5: 1 is the oldest) (SQi)
- 82-89.Sales series consisting of quarterly sales (revenues) for the past eight quarters in \$ millions (i from 1 to 8: 1 is the oldest). (QSi)
- 90. Company annual sales (revenue) for the last fiscal year, in \$ millions. (SAL)

## SHARES, INST. HOLDINGS, MARKET CAP.

- 91. Common shares outstanding, in millions. (SHR)
- 92. Shares held by institutions, in percent. (FND)
- 93. Market capitalization (total market value of common stock outstanding), in \$ millions. (CAP)

## EQUITY AND LIABILITIES

*(as of the latest fiscal year-end.)*

- 94. Book value per share adjusted monthly for earnings plowback. (BKV)
- 95. Preferred equity, as a percent of assets. (PEQ)
- 96. Common equity, as a percent of assets. (CEQ)
- 97. Long term debt, as a percent of assets. (LTD)
- 98. Other debt, liabilities, as a percent of assets. (ODL)
- 99. Total assets, in \$ millions. (ASS)
- 100. Year and month of latest fiscal year report (YYYYMM). (MFY)

## DEBT RATIOS

*(as of the latest fiscal year-end)*

- 101. Current ratio, current assets divided by current liabilities (non-classified balance sheets, banks, insurance companies, etc. appear as not available). (CCR)
- 102. Long term debt/equity ratio, using common plus preferred equity (maximum value is 9.99; 9.99 is also used if equity is negative). (DEQ)
- 103. Total debt/asset ratio (where total debt includes all liabilities, not including preferred or common equity). (DAS)

## COMPANY FINANCIAL PERFORMANCE

- 104. Current Net profit margin on sales, calculated as current earnings available to common shareholders divided by sales, as of the latest fiscal year-end, in percent. (CPS)
- 105. Net profit margin on sales, calculated as normal earnings available to common shareholders divided by sales, as of the latest fiscal year-end, in percent. (NPS)
- 106. Current return on assets, calculated as current earnings available to common shareholders, divided by total assets, as of the latest fiscal year-end, in percent. (RAC)
- 107. Return on assets, calculated as normal earnings available to common shareholders divided by total assets, as of the latest fiscal year-end in percent. (ROA)
- 108. Return on equity, equal to current earnings available to common shareholders divided by common equity, in percent. REC is updated monthly, along with earnings and book value. (maximum value is 99.9 and minimum value is -99.9) (REC)
- 109. Return on equity, equal to normal earnings available to common shareholders divided by common equity, in percent. ROE is updated monthly, along with earnings and book value. (maximum value is 99.9) (ROE)

110. Reinvestment (plowback) on equity, equal to current earnings less dividends as a percent of common shareholders equity, updated with the latest earnings release. (maximum value is 99.9 and minimum value is -99.9) (PLC)
111. Reinvestment (plowback) on equity, equal to normal earnings less dividends as a percent of common stockholders equity, updated monthly. (maximum value is 99.9 and minimum value is -99.9) (PLB)

## SHARE PRICE HISTORY

112. Price 1 month ago, adjusted for stock dividends and splits (May be less than 1 month if price is not available 1 month ago). (PRO)
113. 52-Week High Price is the highest closing price in the last 52 weeks of trading. (H52)
114. 52-Week Low Price is the lowest closing price in the last 52 weeks of trading. (L52)
115. 50 Day Moving Avg is a rolling average of closing prices for the last 50 trading days. (FMA)
116. 200 Day Moving Avg is a rolling average of closing prices for the last 200 trading days. (TMA)
117. Percent price gain from 1 month ago (May be less than 1 month if price is not available 1 month ago). (PGN)
- 118-124. Percent price gain from:
- |                         |       |
|-------------------------|-------|
| 1 day ago               | (PGI) |
| 1 week ago              | (PGW) |
| Since end of last month | (PGM) |
| 3 months ago            | (PGQ) |
| 6 months ago            | (PGH) |
| 12 months ago           | (PGY) |
| Year to Date            | (PGD) |
125. Previous 3 year price gain, in percent per year. (PG3)
126. Previous 5 year price gain, in percent per year. (PGF)
127. Previous 5 year total return (price gain plus yield) in percent per year. (REF)
128. Adjusted Beta, price sensitivity to the S&P500 index, with outliers adjusted, based on monthly price changes over the past 60 months. (BET)
129. Unadjusted Beta, price sensitivity to the S&P500 index, based on monthly price changes over the past 60 months. (BTA)
130. Alpha, return not explained by the price sensitivity to the S&P500, based on monthly price changes over the past 60 months. (ALP)
131. 1 Mo Avg Daily Volume, daily trading volume averaged over the past month, in 100's. (AVL)
132. 3 Mo Avg Daily Volume, daily trading volume averaged over the past three months, in 100's. (VOL)
133. Daily Vol % of 3 mo. avg. database date volume, as a percentage of 3 month average daily volume. (DVP)

## VARIOUS INDICATORS

(see separate list of codes)

134. Change symbol, indicating a change within the month which deserves attention. (CHI)
135. Screening aid indicating when price/value, earnings trend, or their composite parameter is in the top 10%. Only stocks with quality ratings of B- or better qualify. (VEI)
136. Foreign based company indicator. (FNI)
137. Options indicator, for stocks with listed options. (OPI)
138. Exchange indicator, denoting exchange where traded (may be traded on other exchanges also). (EXI)
139. Indicator when included in the DJIA, S&P 500, or Value

- Line averages. (VL=1, S&P 500 ≥ 2, DJIA=3) (AVI)
140. S&P MidCap 400 indicator. (MCI=1) (MCI)
141. S&P SmallCap 600 indicator. (SCI=1) (SCI)
142. Ford 1000 indicator, top 1000 US companies by capitalization, rebalanced May 31<sup>st</sup>, deleted companies replaced by current candidates. (FII=1) (FII)
143. Ford 2000 indicator, next 2000 US companies by capitalization, rebalanced May 31<sup>st</sup>, deleted companies replaced by current candidates. (F21=1) (F21)
144. NASDAQ 100 indicator. (NQI=1) (NQI)
145. Basic/diluted earnings per share indicator signals whether the company's earnings are shown as basic or diluted. (FDI)
146. Indicator when fiscal year data are estimated, due to merger, spinoff, or other restructuring. (YEI)

## DU PONT RATIOS

147. EBIT Margin, earnings before interest and taxes as a percent of total revenue. (EBM)
148. Asset Turnover total revenue divided by total assets. (ATO)
149. EBIT, ROA, earnings before interest and taxes as percent of total assets. (ERA)
150. Interest Burden, interest expense as a percent of total assets. (INB)
151. Pretax ROA, pretax income as a percent of total assets (PRA)
152. Financial Leverage, total assets to common equity ratio. (FNL)
153. Pretax ROE, pretax income as a percent of common equity. (PRE)
154. Tax Rate, income tax as a percent of pretax income. (TAX)
155. Tax Retention Rate, 100% minus tax rate. (TRR)
156. Inventory Turnover, total revenue/inventory. (ITO)
157. Acid Test Ratio, current assets less inventories/current liabilities. (ATR)
158. Times Interest Earned, earnings before interest and taxes/interest expense. (TIE)
159. Gross Margin, gross profit as a percent of total revenue. (GRM)
160. R&Das % of Sales, research and development expense as a percent of sales. (RDS)

## FY BALANCE SHEET DATA

161. Balance Sheet Date (BSD)
162. Cash & Cash Equivalents (CSH)
163. Short-Term Investment (STI)
164. Net Receivables (RCV)
165. Inventory (INV)
166. Current Assets (TCA)
167. Property Plant & Equipment (PPE)
168. Goodwill (GWL)
169. Intangible Assets (ITA)
170. Total Assets (TAS)
171. Accounts Payables (PAY)
172. Short term & current short term and current portion of long term debt (STD)
173. Current Liabilities (TCL)
174. Long Term Debt (LDT)
175. Total Liabilities (TLI)

176. Preferred Stock	(PFD)	225. Cash Flows from Financing	(CFA)
177. Retained Earnings	(RTE)	226. Change in Cash & Cash Equivalents	(CCC)
178. Common Stock Equity	(CSE)		
179. Shares Outstanding, Fiscal Year	(BSO)		

### QTRLY CASH FLOW DATA

180. Balance Sheet Date	(BSDQ)	227. Net Income from Continuing Operations	(NCOQ)
181. Cash & Cash Equivalents	(CSHQ)	228. Net Income	(NETQ)
182. Short Term Investment	(STIQ)	229. Depreciation & Amortization	(DEPQ)
183. Net Receivables	(RCVQ)	230. Cash Flows from Operations	(COAQ)
184. Inventory	(INVQ)	231. Capital Expenditures	(CEXQ)
185. Current Assets	(TCAQ)	232. Cash Flows from Investing	(CFIQ)
186. Property Plant & Equipment	(PPEQ)	233. Cash Flows from Financing	(CFAQ)
187. Goodwill	(GWLQ)	234. Change in Cash & Cash Equivalents	(CCCQ)
188. Intangible Assets	(ITAQ)		
189. Total Assets	(TASQ)		
190. Accounts Payable	(PAYQ)		
191. Short term & current short term and current portion of long term debt	(STDQ)		
192. Current Liabilities	(TCLQ)		
193. Long Term Debt	(LDTQ)		
194. Total Liabilities	(TLIQ)		
195. Preferred Stock	(PFDQ)		
196. Retained Earnings	(RTEQ)		
197. Common Stock Equity	(CSEQ)		
198. Shares Outstanding, Fiscal Year	(BSOQ)		

### FY INCOME STATEMENT DATA

199. Income Statement Date	(ISD)
200. Total Revenue	(REV)
201. Gross Profit	(GPR)
202. SG&A Expense	(SGA)
203. R&D Expense	(RND)
204. Operating Income	(OIN)
205. EBIT	(EBT)
206. Interest Expense	(IEX)
207. Pretax Income	(IBT)
208. Income Tax Expense	(ITE)
209. Net Income From Continuing Operations	(NCO)
210. Net Income	(NET)

### QTRLY INCOME STATEMENT DATA

211. Income Statement Date	(ISDQ)
212. Total Revenue	(REVQ)
213. Gross Profit	(GPRQ)
214. SG&A Expense	(SGAQ)
215. R&D Expense	(RNDQ)
216. Operating Income	(OINQ)
217. EBIT	(EBTQ)
218. Interest Expense	(IEXQ)
219. Pretax Income	(IBTQ)
220. Income Tax Expense	(ITEQ)

### FY CASH FLOW DATA

221. Depreciation & Amortization	(DEP)
222. Cash Flows from Operations	(COA)
223. Capital Expenditures	(CEX)
224. Cash Flows from Investing	(CFI)