

# **C.H. ROBINSON** WORLDWIDE, INC.

#### Not So Risky Business

#### **Emilie Crow**

Arthur Munoz

Nate Ramos

Leon Wagner

Stephanie Thompson

### Who is C.H. Robinson?

**Business:** One of largest 3<sup>rd</sup> party logistics companies

**Incorporated:** Delaware in 1997 as successor to existing business

**Exchange:** Traded on NASDAQ National Market

**Experience:** Developed global transportation & distribution networks

Subsidiaries: 61 (incorporated around the world)

#### **Industry Leaders**

DB Schenker Logistics (The Americas)

Caterpillar Logistics Services

CEVA Logistics (The Americas)

Ryder Supply Chain Solutions

Panalpina (The Americae)

GENCO ATC

Hub Group

Penske Logistics

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click A&A's Top 30 U.S. Domestic 3PLs • May 2012				
Rank	Third-Party Logistics Provider	2011 Gross Logistics Revenue (USD Millions)*		
1	C.H. Robinson Worldwide	10,336		
2	UPS Supply Chain Solutions	8,923		
3	Expeditors International of Washington	6,150		
4	UTi Worldwide	4,914		
5	Kuehne + Nagel (The Americas)	4 547		
6	Exel (DHL Supply Chain - Americas) And the winners are			

#### 1. C.H. Robinson

Why They Won: If anyone knows the value of nurturing shipper partnerships, it's this year's top-rated 3PL.

"C.H. Robinson is a long-term strategic partner that has continually provided a high level of service while improving our overall costs," says customer Scott Farmer, executive vice president of global purchasing, Berry Plastics Corporation.

The Eden Prairie, Minn.-based 3PL helps shippers take a big-picture view of their supply chain. "More opportunities exist today because of globalization," says **John Wiehoff**, **C.H. Robinson's CEO and chairman of the board**. "We help our customers by developing proprietary systems, strategies, and processes that allow them to accelerate their competitiveness in the global marketplace."

### **Clear Mission**

"Our people, processes, and technology improve the world's transportation and supply chains, delivering exceptional value to our customers and suppliers."

# **Brief History**

**1939:** The first non-ice-based refrigeration units for trucks are developed by U.S. Thermo Control

**1990:** C.H. Robinson begins providing air cargo services.

**2003:** CHRW expands its international freight forwarding network by opening an office in Hong Kong

**2005:** CHRW acquires FoodSource, Inc., FoodSource Procurement LLC, and Epic Roots, Inc.

**2006:** CHRW acquires Triune Freight Private Ltd. and Triune Logistics Private Ltd., a third party logistics provider based in India

# **Brief History**

**2009:** CHRW acquires Walker Logistics Overseas, LTD, a leading international freight forwarder headquartered in the United Kingdom.

**2009:** CHRW acquired certain assets of International Trade & Commerce, Inc., a customs brokerage company specializing in cross-border transportation, warehousing and distribution, headquartered in Texas.

**2012:** CHRW acquires Phoenix International, Inc. ("Phoenix"), an international freight forwarder headquartered in Chicago, IL.

**2012:** CHRW introduces Navisphere<sup>®</sup>, the company's proprietary single global technology platform.

**2012:** CHRW sells its payment services business, T-Chek Systems, Inc. ("T-Chek"), to Electronic Funds Source, LLC ("EFS").

### Transportation...

Truckload

Less Than Truckload ("LTL")

Ocean

Air

Intermodal

# ... & Logistics

Fee based transportation management services

**Customs brokerage** 

Warehousing services

Reduce/eliminate supply chain inefficiencies

Help minimize storage time

Communication

# Sourcing

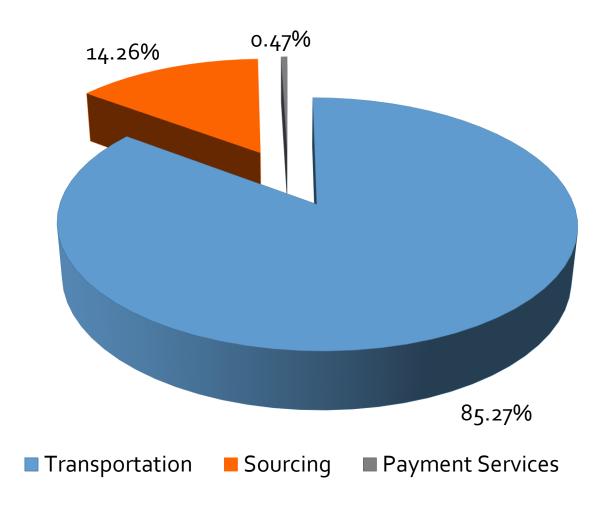
**Constant Need:** Move highly perishable produce that requires specialized shipping

**To who:** Retailers, wholesalers, foodservice companies & restaurants

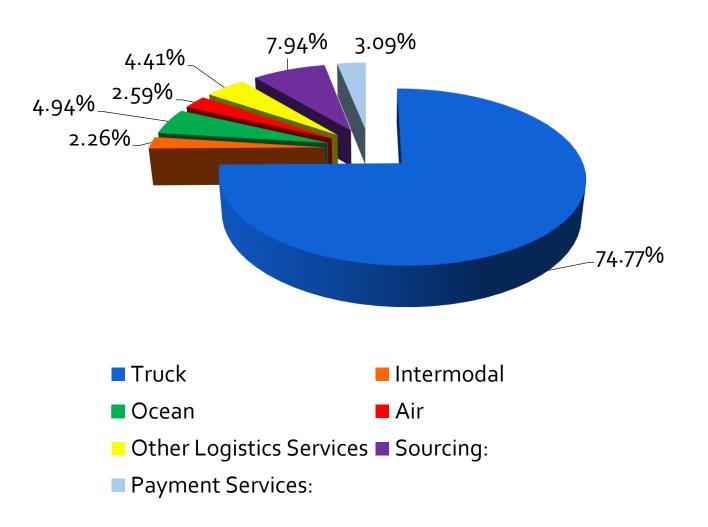
**Expansion:** Services include forecasting & replenishment, brand management, & category development services

# C.H. ROBINSON

#### Revenues – Totaling \$11.4 Billion



#### Net Income – Totaling \$600 Million





#### Branches

Hedges against inflation

Spreads out risk of catastrophic loss due to a natural disaster

REGION	NUMBER OF BRANCHES
North America	189
Europe	51
Asia	31
South America	4
Australia	1
TOTAL	276

# Employees

**New Hires:** Put through centralized training

**Compensation:** Performance based bonus, 401K benefits, equity awards, "promote from within" philosophy

**Employed:** 10,929 employees in 2012 with 9,432 in branch offices, services are supported centrally

#### Customers

#### **TOP 500 CUSTOMERS**





#### **HEALTH OF OUR CUSTOMER PORTFOLIO**



### **Transportation Service Relations**

Carry very few assets on books

**Carrier Base:** Approximately 56,000 transport providers

**Diversity:** 82% of truckload shipments were handled by carriers that own fewer than 100 tractors

No single carrier represents more than 2% of contracted capacity

#### **Technology & Intellectual Property**

**Navisphere:** Enables customers to communicate worldwide with every party in their supply chain across languages, currencies and continents

**CHRW Trucks:** Access to CHRW's systems-carriers, check available freight, perform on-line check calls, keep track of receivables, and upload scanned data

**Mobile:** CHRW Trucks benefits are available in mobile applications for Android and IOS operating systems

#### **Risk Factors**

- **Economic recessions**
- Higher carrier prices may result in decreased net revenue margin
- Face substantial industry competition
- Reliant on technology to operate

Changing fuel costs may have an impact on net revenue margins

#### **Natural Gas**

5% of heavy duty trucks sold next year

Sells at less than \$1.50/Gallon

Existing engines can be converted

### **Goals & Growth**

**Company goal:** long-term compounded growth of 15% for net revenues, income from operations, and earnings.

**Internal Growth:** Growing market share through addition of new customers, expanding current relations, adding new services, expanding market presence and operations globally, and hiring additional salespeople

**Augmented Growth:** Selective acquisitions over course of company history-2 acquisitions in 2012 alone

# Guru Holdings

#### CHRW is held by these Gurus:

Select Gurus   All Investors   My Gurus   Mutual Fund Gurus   Hedge Fund Gurus				
Ticker	Guru Name	Portfolio Date*	Current Shares▼	% of Shares Outstanding
CHRW	PRIMECAP Management	2013-09-30	8,881,204	5.57
CHRW	Donald Yacktman	2013-09-30	6,526,627	4.1
CHRW	Manning & Napier Advisors, Inc	2013-09-30	4,568,780	2.87
CHRW	Yacktman Fund	2013-12-31	2,900,000	1.82
CHRW	Yacktman Focused Fund	2013-12-31	2,600,000	1.63
CHRW	Bill Frels	2013-09-30	1,729,241	1.09
CHRW	Ron Baron	2013-09-30	1,721,425	1.08
CHRW	Jeremy Grantham	2013-09-30	267,237	0.17

# **Competitive Advantages**

# Portfolio of Services Scale Relationships

People

Technology

Network Effect

### **Quantitative Look at CHRW**



# Buffettology

		Durable Competitive Advantage	
	TTM	Threshold	Pass?
Gross Profit:	\$1,836.26		
Revenue:	\$12,570.07		_
Gross Profit Margin:	14.61%	≥ 20%	<u>N</u>
Selling, General, & Admin. Expenses:	\$1,175.12		
Gross Profit:	\$1,836.26		
SGA % of GP:	64.00%	<b>≤ 80%</b>	Y
Research &			
Development:	\$0		_
Gross Profit:	\$1,836.26		_
R&D % of GP:	0.00%	≤10%	Y

# Buffettology

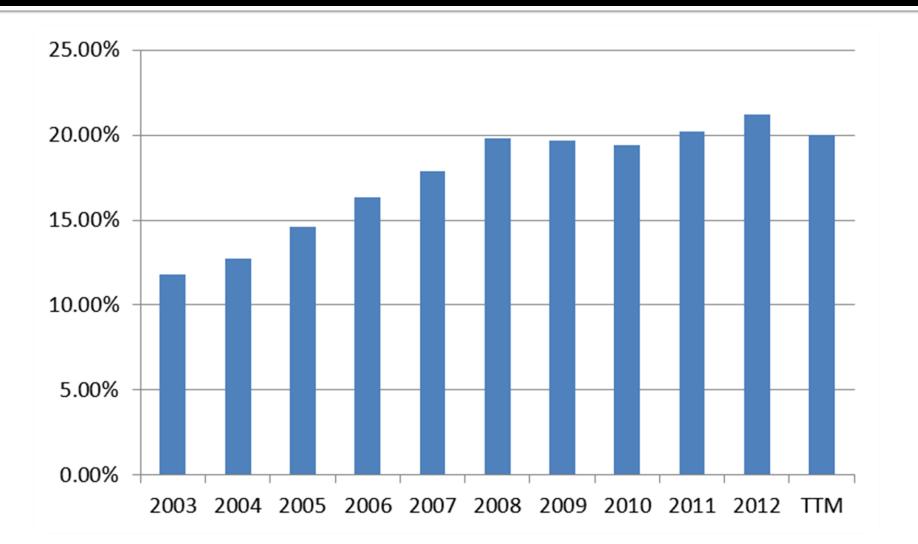
		Durable Competitive Advantage Threshold	Pass?
	TTM	meshold	Pass:
Interest Expense (Income):	\$0.00		
Operating Profit:	\$661.14		_
Interest % of OP:	0.00%	≤ 15%	<u>Y</u>
Net Profit:	579.344		_
Revenue:	\$12,570.07		
Net Profit Margin:	4.61%	X ≥ 10%	N

# Buffettology

Long-Term Debt:	500.00		
Pension Shortfall:	0		
Annual Lease Obligations * 7:	319.2		
Preferred Stock:	0		
Net Profit:	579.344		
Obligation Ratio:	1.414013	< 5 years	Y
Current Assets:	\$1,753.44		
Current Liabilities:	\$1,306.23		
Current Ratio:	1.34	<u>&gt;</u> 1	Y
Guru Focus Predictability Stars:	3.5	> 3 stars	Y
Value Line			
Financial Strength:	Α	> B+	Y
Earnings Predictability:	95	> 80	Y

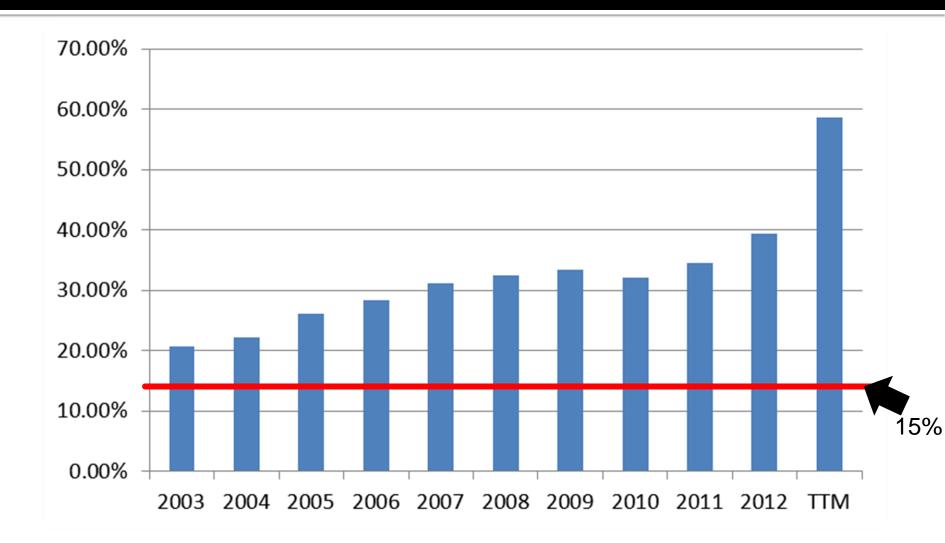
#### **Return on Assets**

Net Income/Total Assets



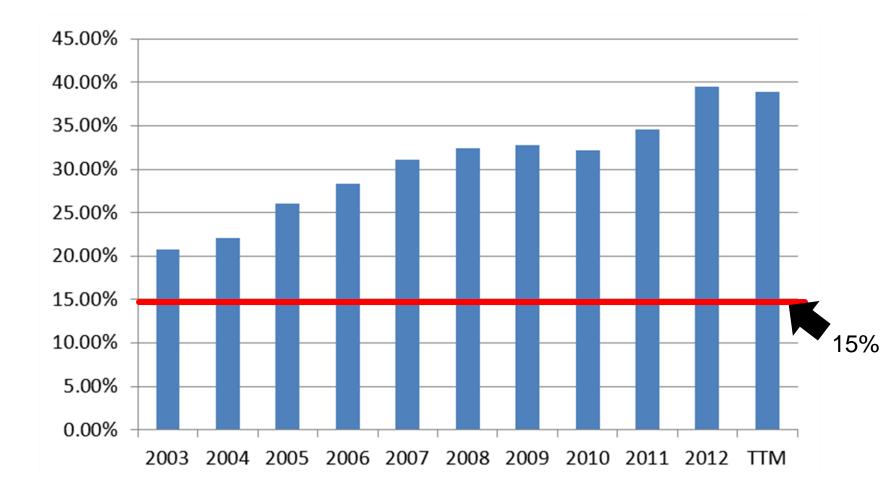
### **Return on Equity**

Net Income/ Equity



#### **Return on Capital**

#### Net Income/ (Equity + LT Debt)

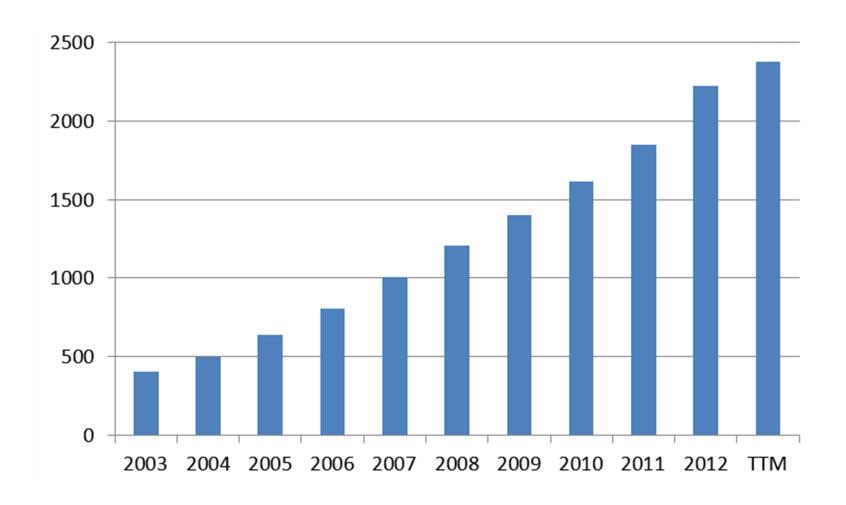


#### **DuPont Analysis**

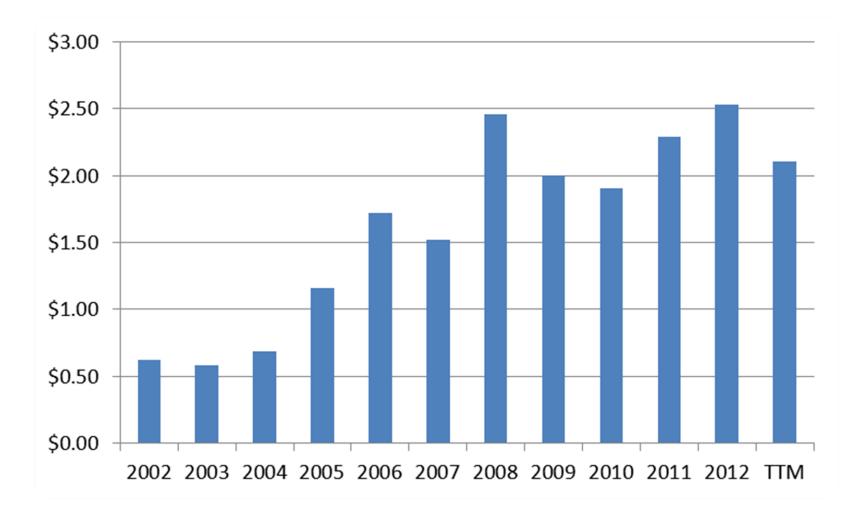
Net Profit Margin	Total Asset Turnover	Financial Leverage Multiplier	ROE
5.2	4.2	1.86	39.26



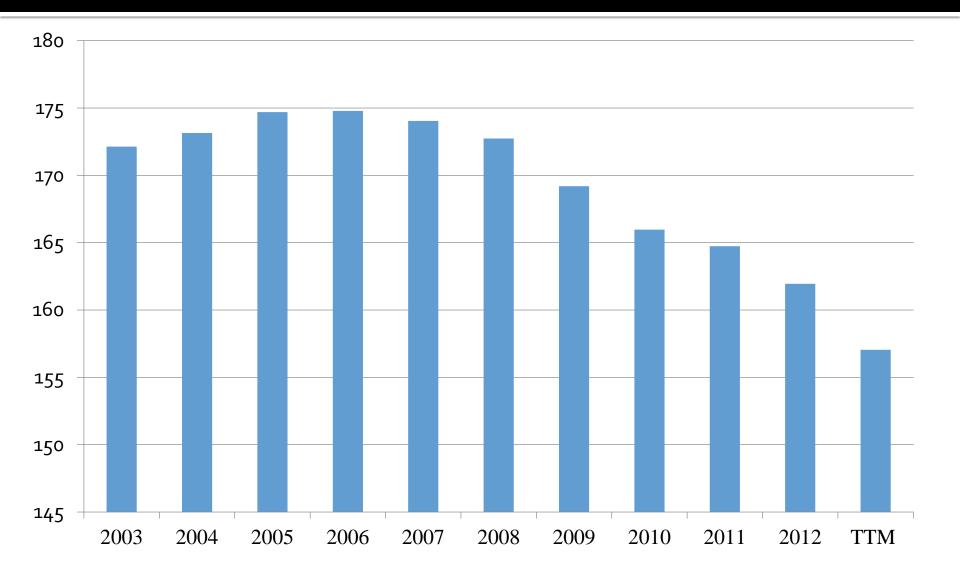
# **Retained Earnings**



#### **Free Cash Flow Per Share**



### **Shares Outstanding (In Millions)**



#### **Investment Checklist**

Statistical Array Analysis	Increasing trends?
Sales per Share	Yes
Cashflow per Share	Yes
Earnings per Share	Yes
Dividends Declared per Share	Yes
Capital Spending per Share	Yes
Book Value per Share	Yes
Revenues (Sales)	Yes
Gross Profit Margin	No
Operating Profit Margin	No
Number of Stores	Yes
Net Profit	Yes
Net Profit Margin	No
Working Capital	No
Shareholder's Equity	Yes
Return on Total Capital	Yes
Return on Shareholder's Equity	Yes
Common Shares Outstanding	No
Long-Term Debt	Yes
LT Debt Payable in 5 years	Yes
All Dividends to Net Profit under 60%	Yes

#### **Investment Checklist**

What type of business is this: commodity or sustained competitive advantage?	Competitive Advantage
Can you easily explain what the business does?	Yes
Is it heavily unionized?	No
Does it require heavy capital infusion?	No
Does it require lots of research and development?	No
Can inventory become obsolete?	No* - Only Produce
Are there chronic "one time" write offs?	No
Is the company able to raise its prices to offset inflation?	Yes- if inflation is not due to oil
Will the company be able to sell more in the future?	Yes
If I gave you \$1 billion could you develop a competitor?	No

# Morning Star – Debt Timing

\$175 million due in 2023

\$150 million due in 2028

\$175 million due in 2033



# **Conscious Investor**

# 6 Year Default

HRW CH Ro	binson Worldwide	e, Inc.			▼ 🔽 Sym	lod	🗟 Details	📇 Print	🕒 Save	Image	🖺 Save	🐴 Load	Default Safety
idustry: Air D	Delivery_Freight	Services										1	Market: USA
					igs Per Share								
12/03	12/04	12/05	12/06	12/07	12/08	12/09	12/10	12/11	12/12	EPSttm	Years	HGROWTI	
0.670	0.800	1.160	1.530	1.860	2.080	2.130	2.330	2.620	2.77	3.610	6 🔹	Calc 8.26%	98.35%
					Sales Per Sh					_		HGROWT	
21.181	25.467	32.879	37.973	42.830	50.400	45.346	55.853	63.242	70.410	Chart	6 -	Calc 10.17	% 95.17%
					rofit Margin (					_		Current NPM	
3.16	3.16	3.57	4.07	4.43	4.19	4.76	4.17	4.18	5.23			5.23	Chart
					rn on Equity	<u> </u>				_		Current ROE	
22.10	22.10	26.10	28.30	31.10	32.40	33.40	32.10	34.60	39.50			39.50	Chart
					gs Ratio (PE					Curre	nt	Current PE	
32.60	35.20	35.90	36.10	31.30	32.40	29.00	34.80	31.50	19.60	18.82	High	16.38	Chart
20.50	22.90	20.30	23.20	22.00	17.50	17.50	22.00	23.80	13.80	14.89	Low	1	
						ice				Currer	nt	Current Price	
21.50	28.20	41.70	55.18	58.19	67.36	61.69	81.02	82.61	71.76	67.93	High	59.13	Chart
13.50	18.30	23.60	35.55	40.89	36.50	37.36	51.16	62.30	50.81	53.74	Low	100.10	Chart
					Payout Ra	atio (PR)						Current PR	
24	30	26	25	46	43	46	45	46	37	_		37%	Chart
curren	t year	ST				59.13		current year		TARGD®		Reg Return	10.0 %
Divider	nd Reinvestmen	t Strategy	17 Jan 20		<u> </u>	2.77		Dividend Reinves	tment Strategy			EPSttm	3.610
	additional share					26.45		Buy additional				PE Ratio	26.45
<ul> <li>Investigation</li> </ul>	st at the rate bel	ow						<ul> <li>Invest at the rat</li> </ul>	e below			HGrowth	8.26 %
Note: I	PE and PR Ratio	os are ave of 4 v	vre			3.26 %	N	ote: PE and PR R	atios are ave of	4 yrs		Payout	44 %
1000.1			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Pay	out  4	14 %						, ajour	
Investme	nt Period	5	years	Tax - dividends Tax - capital gai	1	0 1,% 0 1,%		vestment Period	5	years		dends vital gains	0 • • % 0 • • %
	Calculate	14.88%	per year		Sync wit	th TARG	1	Calculate	\$114.74			Syn	c with STRET

# 6 Year Default

Price	59.13
Earnings Per Share	2.77
Price to Earnings Ratio	26.45
Historical Growth	8.26%
Payout	44%
Annualized Rate of Return	14.88%

# Playing it very safe

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					gs Per Share								
12/03	12/04	12/05	12/06	12/07	12/08	12/09	12/10	12/11	12/12	EPSttm	Years	HGROWTI	
0.670	0.800	1.160	1.530	1.860	2.080	2.130	2.330	2.620	2.77	3.610	6 -	Calc 8.26%	98.35%
					Sales Per Sha							HGROWT	
21.181	25.467	32.879	37.973	42.830	50.400	45.346	55.853	63.242	70.410	Chart	6 -	Calc 10.17	95.17%
					ofit Margin (N	NPM)						Current NPM	
3.16	3.16	3.57	4.07	4.43	4.19	4.76	4.17	4.18	5.23			5.23	Chart
					n on Equity (							Current ROE	
22.10	22.10	26.10	28.30	31.10	32.40	33.40	32.10	34.60	39.50			39.50	Chart
				Price Earning						Curre	nt	Current PE	
32.60	35.20	35.90	36.10	31.30	32.40	29.00	34.80	31.50	19.60	18.82	High	16.38	Chart
20.50	22.90	20.30	23.20	22.00	17.50	17.50	22.00	23.80	13.80	14.89	Low	110.00	Onan
					Prie	ce				Curre	nt	Ownerst Drive	
21.50	28.20	41.70	55.18	58.19	67.36	61.69	81.02	82.61	71.76	67.93	High	Current Price 59.13	Chart
13.50	18.30	23.60	35.55	40.89	36.50	37.36	51.16	62.30	50.81	53.74	Low	159.15	Chan
					Payout Ra	tio (PR)						Current PR	
24	30	26	25	46	43	46	45	46	37	_		37%	Chart
currer	nt vear	ST	RETD®			9.13		current year		TARGD®		Reg Return	10.0 %
-Divido	nd Reinvestmen	t Stratogy	17 Jan 2		· -			ividend Reinves	tment Strategy-			EPSttm	3.610
	additional share			EPS		.77	6	Buy additional	shares			PE Ratio	13.95
1 1 1	est at the rate bel			PEF		3.95		Invest at the rat	e below			HGrowth	8.26 %
Matai	PE and PR Ratio			HGro		.26	No	te: PE and PR R	atios are ave of	4 vrs		Payout	37 %
Note.		05 ale ave 01 4 j	15	Payo	out 3	7 %						1 ayour	10.
		5	•	Tax - dividends	0	*∕₊%			5	↓ year	Tax - divi	idends	0 1
Investme	ent Period	5	🔀 years	Tax - capital gair	is 0		Inv	estment Period	5	∕₊ year		pital gains	0 14%
		2.07%		un oup au gui	1			Calculate	\$55.27			Ŭ.	ic with STRET
	Calculate	2.01%	per year		Sync with	TIARG		Calculate	\$33.21			Syn	IC WILL STRET

# Playing it very safe

#### Cut P/E by 47%

#### Cut Payout Ratio by 16%

Price	59.13
Earnings Per Share	2.77
Price to Earnings Ratio	13.95
Historical Growth	8.26%
Payout	37%
Annualized Rate of Return	2.07%

# What does breakeven look like?

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				Earnin	gs Per Share	(EPS)							
12/03	12/04	12/05	12/06	12/07	12/08	12/09	12/10	12/11	12/12	EPSttm	Years	HGROWTH	AEGR™
0.670	0.800	1.160	1.530	1.860	2.080	2.130	2.330	2.620	2.77	3.610	6 -	Calc 8.26%	98.35%
					Sales Per Sh	are						HGROWTH	STAEGR™
21.181	25.467	32.879	37.973	42.830	50.400	45.346	55.853	63.242	70.410	Chart	6 -	Calc 10.17%	95.17%
				Net P	rofit Margin (I	NPM)						Current NPM	
3.16	3.16	3.57	4.07	4.43	4.19	4.76	4.17	4.18	5.23			5.23	Chart
				Retu	n on Equity	(ROE)						Current ROE	
22.10	22.10	26.10	28.30	31.10	32.40	33.40	32.10	34.60	39.50			39.50	Chart
				Price Earnin	gs Ratio (PE	Ratio)				Curre	nt	Current PE	
32.60	35.20	35.90	36.10	31.30	32.40	29.00	34.80	31.50	19.60	18.82	High	16.38	Chart
20.50	22.90	20.30	23.20	22.00	17.50	17.50	22.00	23.80	13.80	14.89	Low	10.00	Chart
					Pri	ce	,			Currer	nt		
21.50	28.20	41.70	55.18	58.19	67.36	61.69	81.02	82.61	71.76	67.93	High	Current Price 59.13	Chart
13.50	18.30	23.60	35.55	40.89	36.50	37.36	51.16	62.30	50.81	53.74	Low	09.15	Chart
					Payout Ra	tio (PR)						Current PR	
24	30	26	25	46	43	46	45	46	37	_		37%	Chart
current	nt year	ST	TRETD® 17 Jan 20	014 Price	e 5	9.13		current year		TARGD®		Req Return	10.0 %
	nd Reinvestment			EPS	ttm 2	.77		ividend Reinves Buy additional				EPSttm	3.610
	additional share			PE	Ratio 1	3		Invest at the rat				PE Ratio	13.95
© Inve	st at the rate bel	ow		HGr	owth 7	.37						HGrowth	8.26 %
Note: F	PE and PR Ratio	os are ave of 4 y	yrs	Pay			Not	ie: PE and PR R	atios are ave of	4 yrs		Payout	37 %
					L.	•					Tour	talaa da	0 4%
Investme	ent Period	5	years	Tax - dividends Tax - capital gair	ns (C		Inve	estment Period	5	Years		pital gains	
(	Calculate	0%	per year		Sync wit	h TARG		Calculate	\$55.27			Sync	with STRET

# What does breakeven look like?

#### Cut P/E by over 50%

Cut Growth by 11%

Cut Payout by 16%

Price	59.13
Earnings Per Share	2.77
Price to Earnings Ratio	13
Historical Growth	7.37%
Payout	37%
Annualized Rate of Return	0.0%

# But is now the time to invest?

Fiscal Period	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Current
Price to Earnings	28.46	35.05	31.76	26.87	29.1	26.47	27.52	34.39	26.56	17.24	21.1
Price to Free Cash Flow	32.68	40.82	31.92	23.77	35.37	22.28	29.37	41.98	30.34	24.99	29.1
Price to Sales	0.9	1.11	1.14	1.09	1.29	1.11	1.31	1.44	1.11	0.9	0.8
Enterprise Value / Revenue	0.82	1.02	1.05	1.01	1.19	1.03	1.24	1.39	1.07	0.9	0.81
Enterprise Value / Revenue	15.51	18.45	16.78	14.37	15.85	14.46	15.27	19.75	15.17	10.28	9.74
Enterprise Value / Revenue	16.8	19.97	18.32	15.91	17.13	15.42	16.12	20.72	15.92	15.17	14.9
Forward to Rate of Return	20.83	16.36	20.21	28.63	33.4	30.78	21.83	14.45	11.08	12.58	16.53
Shiller Price to Earnings	40	48.59	51.21	44.68	46.45	39.48	35.39	41.57	31.72	24.63	22.4

# But is now the time to invest??

Fiscal Period	Current	Minimum:	Average:	Maximum:
Price to Earnings	16.4	17.24	28.342	35.05
Price to Free Cash Flow	29.1	22.28	31.352	41.98
Price to Sales	0.8	0.9	1.14	1.44
Enterprise Value / Revenue	0.81	0.82	1.072	1.39
Enterprise Value / EBITDA	9.74	10.28	15.589	19.75
Enterprise Value / EBIT	14.9	15.17	17.148	20.72
Forward to Rate of Return	16.53	11.08	21.015	33.4
Shiller Price to Earnings	22.4	24.63	40.372	51.21

# How We Compare in Industry

	CH Robinson Worldwide, Inc.	United Parcel Service Inc	FedEx Corporation	XPO Logistics Inc
Number of Guru Holders	7	9	8	1
Market Value (\$mil)	8,837	88,506	41,767	782.62
Revenue (\$mil)	11,359	54,127	44,287	278.59
P/E(ttm)	21.10	62.30	26	0
P/S	0.70	1.66	0.95	0.90
ROA (%)	21.20	2.10	4.70	-4.9
ROE (%)	39.50	17.30	9	-8.30
Operating Margin (%)	5.90	2.50	5.80	-10
Net Margin (%)	4.61	1.50	3.50	-7.30
10-Year Earning Growth (%)	18.70	-4.70	1.20	0
5-Year Earning Growth (%)	14.40	-17.70	83.30	0
1-Year Earning Growth (%)	31.60	-55.60	-16.80	0

# **Price/Sales**

All else equal - the lower the price to sales, the better value the stock currently is.

Ticker	A Price /	
	Sales	
AIG-WT	-	
BBY	0.2	
WMT	0.5	
CHRW 🍀	0.8	
WAG	0.8	
AIG	1.2	
BBBY	1.2	
AAP	1.4	
BRK.B	1.5	
WRLD	1.9	
PEP	1.9	
NSRGY	2.4	
BDX	2.7	
LO	2.8	
MDT	3.6	r
MSFT	3.8	
ко	3.8	
ORCL	4.8	

# **Return on Equity**

This is Buffett's favorite ratio!

This shows how well a company turns an investor's equity into profit.

Ticker	<ul> <li>Return on Equity</li> </ul>	
CHRW 38	58.6%	
PEP	29.7%	
WRLD	29.3%	
AAP	27.8%	
MSFT	27.7%	
ко	27.2%	
BBBY	25.7%	
BDX	25.6%	
ORCL	25.4%	
WMT	23.4%	
MDT	20.3%	
NSRGY	16.9%	
WAG	13.6%	
BRK.B	9.1%	
BBY	8.5%	
AIG	3.2%	
AIG-WT	-	
LO	-59.2%	

# **Quick Ratio**

The greater the Quick Ratio, the greater the company's ability to pay back short-term debt.

Ticker	Quick	
ORCL	Ratio 3.4	
MDT	3.2	
MSFT	2.8	
BDX	2.1	
LO	1.5	
CHRW 🕷	1.3	
PEP	1.0	
ко	0.8	
NSRGY	0.7	
BBBY	0.6	
BBY	0.5	
WAG	0.4	
AAP	0.3	
WMT	0.2	
AIG-WT	-	
AIG	-	
BRK.B	-	
WRLD	-	
-		

# **Return on Assets**

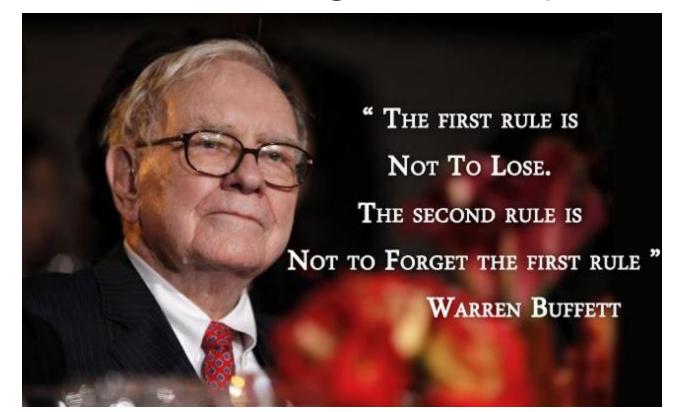
By requiring a service, CHRW does not need huge amounts of assets to generate income.

Ticker	<ul> <li>Return on</li> </ul>
	Assets
LO	34.0%
CHRW 🗟	20.0%
BBBY	16.2%
MSFT	15.9%
ORCL	13.0%
WRLD	11.9%
BDX	10.6%
MDT	10.4%
ко	9.8%
PEP	8.7%
NSRGY	8.4%
AAP	8.2%
WMT	8.2%
WAG	7.5%
BRK.B	4.2%
BBY	2.1%
AIG	0.6%
AIG-WT	-

# 1. Simple Business: It must be easy to understand.



#### 2. Favorable Long-Term Prospects



#### 3. Able and Honest Management



#### 4. Consistent Earnings



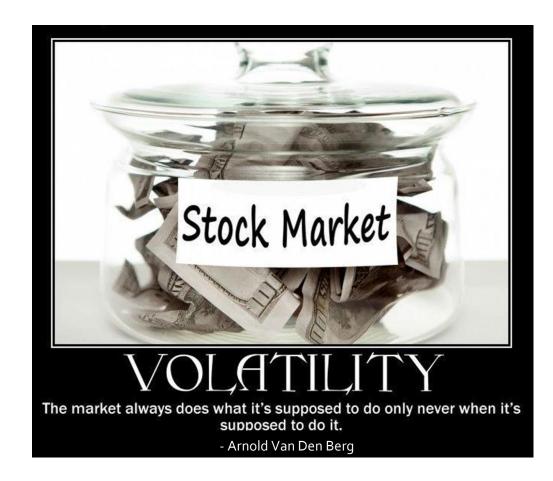
### 5. Solid Return on Equity (Above 15%)



#### 6. Little Debt: How do We Measure?



#### 7. Very Attractive Price



## Recommendation

Write an in the money put with \$60.00 per share strike price at a limit of \$3.00 per contract with an expiration date of 2/22/2014