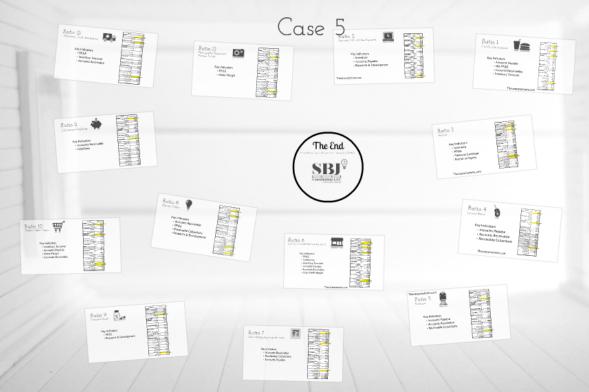
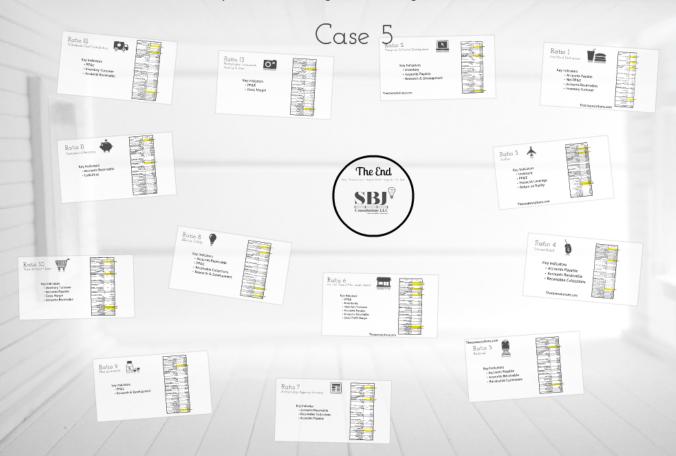


### Ratios Tell a Story-2013 Barry Blevins, Jimmie Nugent, Scott Liming and Josie Wittwer



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## Ratios Tell a Story-2013

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Ratio 13 Photography Equipment, Printing & Sales



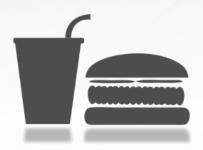
#### Key Indicators

Gross Margin





### Ratio 1 Fast Food Restaurant



#### **Key Indicators**

- Accounts Payable
- Net PP&E
- Accounts Receivables
- Inventory Turnover

,	Year end	1.28.12
Assets:	Cash	4.1%
	Accts. Receivable	4.0%
	Inventory	21.8%
	Other CA	1.2%
Total Cu	rrent Assets	31.2%
	Net PP&E	61.6%
	Goodwill	4.8%
	Intangibles & Other	2.3%
Total As	sets	100.0%
Liabilitie	es: Accts. Pay.	18.4%
	ST Debt	5.6%
	Other	14.7%
Total Cu	rrent Liabilities	38.8%
	LT Debt	29.2%
	Other	15.1%
Total Lia	bilities	83.1%
Equity:	Noncontrolling Int.	-0.1%
	Net Contr. Cap.	-16.0%
	Ret. Inc OCI	32.9%
Total Equity		16.9%
Total Lia	ab. & Equity	100.0%
	ROS	0.7%
	Asset Turnover	3.85
	ROA	2.5%
	Financial Leverage	5.92
	ROE	15.0%
	Current Ratio	0.80
Re	eceivables Collection	4
	Inventory Turnover	14.0
	Gross Margin	20.9%
Dividend Payout		43.1%
Revenue Growth		10.1%
	R&D ratio	N/A
	CFFO (millions)	2658

# Ratio 2 Computer Software Development



### **Key Indicators**

- Inventory
- Accounts Payable
- Research & Development

Year end	12.2.11
Assets: Cash	32.4%
Accts. Receivable	7.1%
Inventory	0.0%
Other CA	2.5%
Total Current Assets	41.9%
Net PP&E	5.9%
Goodwill	42.8%
Intangibles & Other	9.4%
Total Assets	100.0%
Liabilities: Accts. Pay.	1.0%
ST Debt	0.1%
Other	12.8%
Total Current Liabilities	13.9%
LT Debt	16.7%
Other	5.0%
Total Liabilities	35.7%
Equity: Noncontrolling Int.	0.0%
Net Contr. Cap.	-8.6%
Ret. Inc OCI	72.9%
Total Equity	64.3%
Total Liab. & Equity	100.0%
ROS	19.8%
Asset Turnover	0.47
ROA	9.3%
Financial Leverage	1.55
ROE	14.4%
Current Ratio	3.01
Receivables Collection	55
Inventory Turnover	N/A
Gross Margin	96.3%
Dividend Payout	0.0%
Revenue Growth	10.9%
R&D ratio	17.50%
CFFO (millions)	1543

### Ratio 3



### **Key Indicators**

- Inventory
- PP&E
- Financial Leverage
- Return on Equity

Year end	12.31.11	
Assets: Cash	23.4%	
Accts. Receivable	3.9%	
Inventory	2.8%	-
Other CA	6.5%	
Total Current Assets	36.6%	
Net PP&E	49.8%	←
Goodwill	0.0%	
Intangibles & Other	13.6%	
Total Assets	100.0%	
Liabilities: Accts. Pay.	4.6%	
ST Debt	5.2%	
Other	28.1%	
Total Current Liabilities	37.9%	
LT Debt	49.6%	
Other	10.7%	
Total Liabilities	98.2%	
Equity: Noncontrolling Int.	0.0%	
Net Contr. Cap.	25.5%	
Ret. Inc OCI	-23.7%	
Total Equity	1.8%	
Total Liab. & Equity	100.0%	
ROS	0.5%	
Asset Turnover	1.57	
ROA	0.9%	
Financial Leverage	55.57	<b>←</b>
ROE	47.3%	<b>←</b>
Current Ratio	0.96	
Receivables Collection	9	
Inventory Turnover	N/A	
Gross Margin	N/A	
Dividend Payout	0.0%	
Revenue Growth	9.6%	
R&D ratio	N/A	
CFFO (millions)	472	

### Ratio 4 Internet Retail



### **Key Indicators**

- Accounts Payable
- Accounts Receivable
- Receivable Collections

Year end	12.31.11	
Assets: Cash	8.8%	
Accts. Receivable	32.3%	←
Inventory	3.1%	
Other CA	6.6%	
Total Current Assets	50.8%	
Net PP&E	3.3%	
Goodwill	41.2%	
Intangibles & Other	4.6%	
Total Assets	100.0%	
Liabilities: Accts. Pay.	45.3%	-
ST Debt	0.0%	
Other	11.6%	
Total Current Liabilities	56.9%	
LT Debt	18.5%	
Other	5.2%	
Total Liabilities	80.6%	
Equity: Noncontrolling Int.	2.3%	
Net Contr. Cap.	-19.6%	
Ret. Inc OCI	36.7%	
Total Equity	19.4%	
Total Liab. & Equity	100.0%	
ROS	7.6%	
Asset Turnover	0.68	
ROA	5.2%	
Financial Leverage	5.15	
ROE	26.6%	
Current Ratio	0.89	
Receivables Collection	175	←
Inventory Turnover	N/A	
Gross Margin	N/A	
Dividend Payout	25.4%	
Revenue Growth	10.6%	
R&D ratio	N/A	
CFFO (millions)	1315	

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Ratio 5
Railroad



### **Key Indicators**

- Accounts Payable
- Accounts Receivable
- Receivable Collections

Year end	12.31.11	
Assets: Cash	8.8%	
Accts. Receivable	32.3%	
Inventory	3.1%	
Other CA	6.6%	
Total Current Assets	50.8%	
Net PP&E	3.3%	<b>←</b>
Goodwill	41.2%	
Intangibles & Other	4.6%	
Total Assets	100.0%	
Liabilities: Accts. Pay.	45.3%	
ST Debt	0.0%	
Other	11.6%	
Total Current Liabilities	56.9%	
LT Debt	18.5%	
Other	5.2%	
Total Liabilities	80.6%	
Equity: Noncontrolling Int.	2.3%	
Net Contr. Cap.	-19.6%	
Ret. Inc OCI	36.7%	
Total Equity	19.4%	
Total Liab. & Equity	100.0%	
ROS	7.6%	
Asset Turnover	0.68	
ROA	5.2%	
Financial Leverage	5.15	
ROE	26.6%	
Current Ratio	0.89	
Receivables Collection	175	
Inventory Turnover	N/A	•
Gross Margin	N/A	
Dividend Payout	25.4%	
Revenue Growth	10.6%	
R&D ratio	N/A	
CFFO (millions)	1315	

### Ratio 6 Discount General Merchandise Retail



#### **Key Indicators**

- PP&E
- Inventories
- Inventory Turnover
- Accounts Payable
- Accounts Receivable
- Gross Profit Margin

Veerend		l
Year end	1.31.12	
Assets: Cash	3.4%	
Accts. Receivable	3.1%	•
Inventory	21.1%	Г
Other CA	0.9%	
Total Current Assets	28.4%	
Net PP&E	58.1%	←
Goodwill	10.7%	
Intangibles & Other	2.8%	
Total Assets	100.0%	
Liabilities: Accts. Pay.	18.9%	←
ST Debt	3.3%	
Other	10.0%	
Total Current Liabilities	32.2%	
LT Debt	24.3%	
Other	4.3%	
Total Liabilities	60.8%	
Equity: Noncontrolling Int.	2.3%	
Net Contr. Cap.	2.1%	
Ret. Inc OCI	34.8%	
Total Equity	39.2%	
• •		
Total Liab. & Equity	100.0%	
ROS	3.7%	
Asset Turnover	2.31	
ROA	8.5%	
Financial Leverage	2.55	
ROE	21.6%	
Current Ratio	0.88	
Receivables Collection	5	
Inventory Turnover	8.2	<b>←</b>
Gross Margin	24.5%	-
Dividend Payout	30.8%	,
Revenue Growth	6.0%	
R&D ratio	N/A	
CFFO (millions)	24255	
(anolilling CTTC	24200	