

# *Procter & Gamble*

*Daniel Simanovski*  
*October, 2022*



# *Investment Thesis*

Buy P&G Shares


Current Price: 126.31

Target price: 143.56

Upside: 13.66%

Key drivers: Stability/necessity of products

# Business Description

Baby	Feminine Care	Family	Fabric	Home	Hair	Skin & Personal Care	Grooming	Oral	Personal Health Care
  	 	 	   	   	  	  	  	 	 

# Share Price



Share price | 126.31

52W Range | 122.18 - 165.35

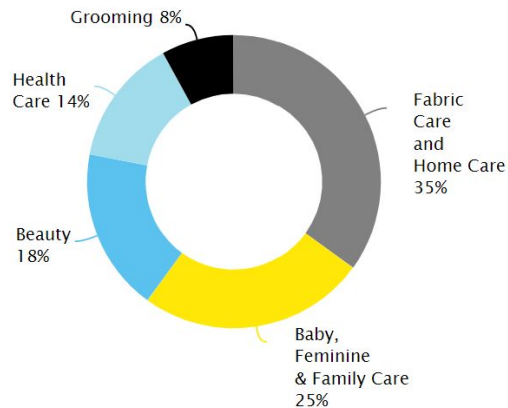
52W High | -23.61%

52W Low | 3.38%

# *Sales By Segment*

## 2022 Net Sales by Business Segment

*These results exclude net sales in Corporate.*



# Sales By Segment Cont.

2022

Reportable Segment	% of Net Sales <sup>1</sup>	% of Net Earnings <sup>1</sup>	Product Categories (Sub-Categories)	Major Brands
Beauty	18%	22%	Hair Care (Conditioner, Shampoo, Styling Aids, Treatments)	Head & Shoulders, Herbal Essences, Pantene, Rejoice
			Skin and Personal Care ( Antiperspirant and Deodorant, Personal Cleansing, Skin Care )	Olay, Old Spice, Safeguard, Secret, SK-II
Grooming	8%	10%	Grooming <sup>2</sup> (Shave Care - Female Blades & Razors, Male Blades & Razors, Pre- and Post-Shave Products, Other Shave Care; Appliances)	Braun, Gillette, Venus
			Oral Care (Toothbrushes, Toothpaste, Other Oral Care)	Crest, Oral-B
Health Care	14%	14%	Personal Health Care ( Gastrointestinal, Rapid Diagnostics, Respiratory, Vitamins/Minerals/Supplements, Pain Relief, Other Personal Health Care )	Metamucil, Neurobion, Pepto Bismol, Vicks
			Fabric Care (Fabric Enhancers, Laundry Additives, Laundry Detergents)	Ariel, Downy, Gain, Tide
Fabric & Home Care	35%	31%	Home Care (Air Care, Dish Care, P&G Professional, Surface Care)	Cascade, Dawn, Fairy, Febreze, Mr. Clean, Swiffer
			Baby Care (Baby Wipes, Taped Diapers and Pants)	Luv's, Pampers
Baby, Feminine & Family Care	25%	23%	Feminine Care (Adult Incontinence, Feminine Care)	Always, Always Discreet, Tampax
			Family Care (Paper Towels, Tissues, Toilet Paper)	Bounty, Charmin, Puffs

<sup>1</sup> Percent of Net sales and Net earnings from continuing operations for the year ended June 30, 2022 (excluding results held in Corporate).

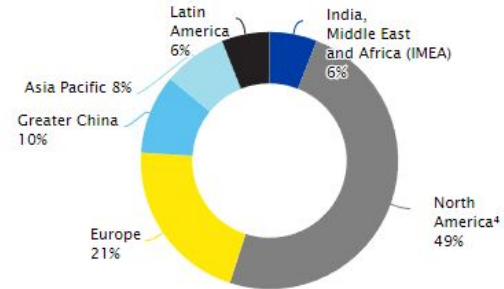
<sup>2</sup> The Grooming product category is comprised of the Shave Care and Appliances operating segments.

# Sales By Region

## 2021 NET SALES BY GEOGRAPHIC REGION



## 2022 Nets Sales by Geographic Region



# *Financials*

Market Cap | 306.67B

P/E | 21.77

P/S | 3.82

P/B | 6.62

Debt/Eq | 0.69

Dividend Yield | 2.89%

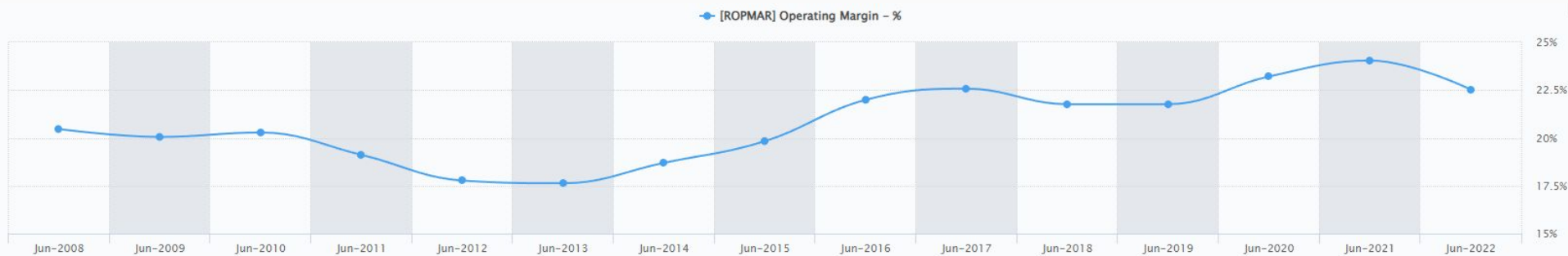
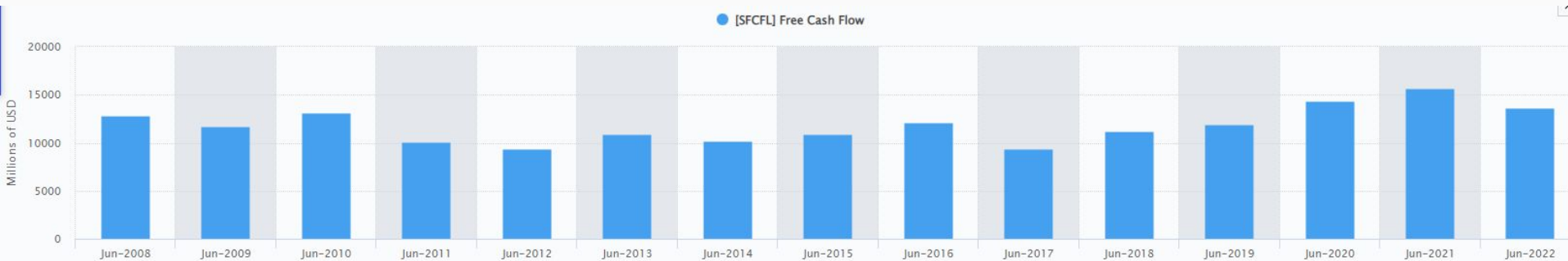
ROE | 32.20%

Inst Own | 66.00%

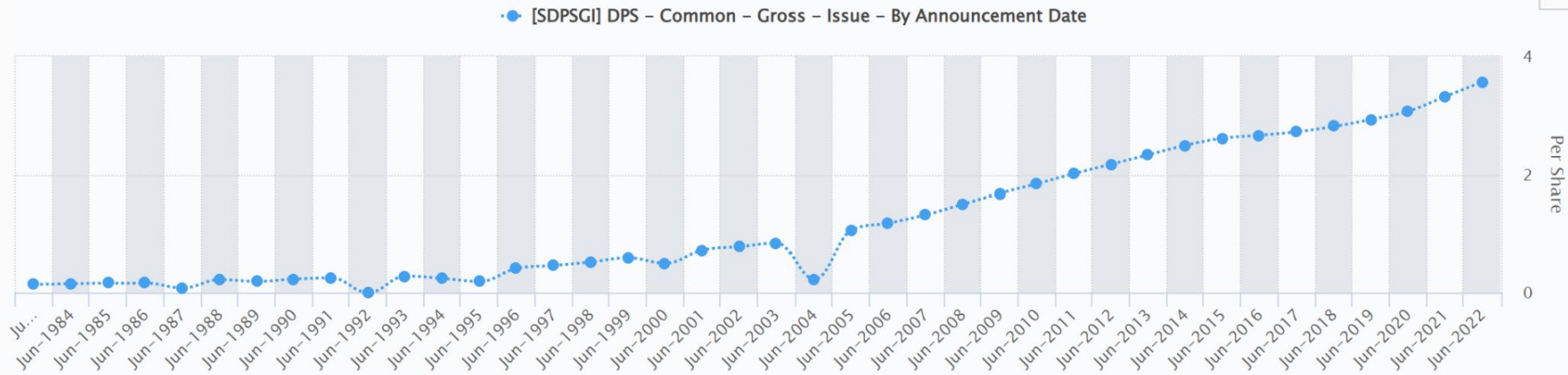
Beta | 0.38



# Financial Analysis



# Financial Analysis Cont.



# Industry Analysis

- Consumer Defensive: Household and Personal Products
- Industry Leader
- Sector Leader
- Potential For foreign Markets

No.	Ticker	Company	Sector	Industry	Country	▼ Market Cap	P/E	Price	Change	Volume
1	WMT	Walmart Inc.	Consumer Defensive	Discount Stores	USA	367.75B	26.40	132.28	0.85%	6,846,155
2	PG	The Procter & Gamble Company	Consumer Defensive	Household & Personal Products	USA	306.67B	21.77	126.31	1.51%	6,904,779
3	KO	The Coca-Cola Company	Consumer Defensive	Beverages - Non-Alcoholic	USA	243.92B	25.40	55.87	1.32%	16,214,537
4	PEP	PepsiCo, Inc.	Consumer Defensive	Beverages - Non-Alcoholic	USA	242.75B	25.75	174.61	3.08%	8,410,744
5	COST	Costco Wholesale Corporation	Consumer Defensive	Discount Stores	USA	213.48B	35.62	467.99	0.35%	3,385,487

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1	PG	The Procter & Gamble Company	Consumer Defensive	Household & Personal Products	USA	306.67B	21.77	126.31	1.51%	6,904,779
2	UL	Unilever PLC	Consumer Defensive	Household & Personal Products	United Kingdom	114.05B	19.73	43.68	0.37%	3,520,402
3	EL	The Estee Lauder Companies Inc.	Consumer Defensive	Household & Personal Products	USA	79.39B	32.65	213.26	-0.86%	1,855,982
4	CL	Colgate-Palmolive Company	Consumer Defensive	Household & Personal Products	USA	59.72B	30.81	71.01	2.75%	4,458,045
5	KMB	Kimberly-Clark Corporation	Consumer Defensive	Household & Personal Products	USA	39.60B	21.71	114.58	1.52%	1,819,574
6	CHD	Church & Dwight Co., Inc.	Consumer Defensive	Household & Personal Products	USA	18.04B	23.24	73.11	1.71%	1,169,836
7	CLX	The Clorox Company	Consumer Defensive	Household & Personal Products	USA	16.69B	35.09	130.80	1.30%	884,901



# *Investment Risk*

Global Supply Chain Disruption

Business Reputation

Law/Regulation Changes

Heavily Reliant on the North American Market

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