

B Company
 (Industry 1)

PERFORMANCE HIGHLIGHTS
Year 14

Financial	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
EPS (earnings per share)	\$0.75	\$2.31	\$3.26	\$3.93	\$5.35	\$6.18	\$10.47	\$11.73	\$16.52	\$19.79	
ROE (return on equity)	14.0%	33.5%	33.9%	33.2%	42.3%	43.4%	59.9%	55.9%	67.9%	74.1%	
Stock Price	\$12.00	\$75.74	\$100.09	\$117.23	\$158.83	\$170.75	\$308.13	\$335.95	\$486.10	\$572.40	
Credit Rating	B	A-	A-	A-	A-	A-	A	A	A	A	
Image Rating	70	79	81	80	86	85	85	90	92	92	
Net Revenues (\$000s)											
AC Camera	188,637	288,415	355,798	338,081	440,535	442,016	489,101	540,571	574,013	608,275	
UAV Drone	145,491	224,322	275,839	344,521	410,842	456,953	474,686	639,098	707,452	785,185	
Total	334,128	512,737	631,637	682,602	851,377	898,969	963,787	1,179,669	1,281,465	1,393,460	
AC Camera Sales (000s of units)											
North America	285.0	273.5	354.8	268.9	298.1	304.2	342.2	409.0	430.6	464.0	
Market Share	14.3%	14.4%	17.5%	14.1%	15.0%	14.5%	14.7%	16.7%	17.0%	17.6%	
Europe-Africa	240.0	268.5	283.8	225.5	262.4	295.1	301.8	324.7	351.8	397.9	
Market Share	14.3%	16.3%	16.8%	14.1%	14.9%	16.2%	15.4%	15.8%	16.6%	18.0%	
Asia-Pacific	185.0	183.8	200.9	210.0	310.3	324.2	325.3	373.6	391.4	396.2	
Market Share	14.3%	13.7%	13.4%	13.6%	17.6%	17.0%	15.6%	17.2%	16.8%	16.6%	
Latin America	130.0	142.3	161.0	144.6	211.1	209.5	255.1	270.6	276.7	302.0	
Market Share	14.3%	14.6%	15.0%	13.5%	16.9%	15.5%	16.8%	17.1%	16.9%	17.6%	
Total	840.0	868.1	1,000.5	849.0	1,081.9	1,133.0	1,224.4	1,377.9	1,450.5	1,560.1	
Market Share	14.3%	14.9%	16.1%	13.9%	16.1%	15.8%	15.6%	16.7%	16.8%	17.4%	
UAV Drone Sales (000s of units)											
North America	52.0	62.9	74.9	73.8	85.8	93.9	98.3	142.1	144.3	165.3	
Market Share	14.3%	15.5%	15.7%	16.0%	17.3%	16.4%	14.9%	19.5%	19.3%	21.5%	
Europe-Africa	43.0	49.0	59.9	60.1	74.3	82.2	84.0	114.1	120.3	134.9	
Market Share	14.3%	14.6%	15.3%	15.6%	17.4%	16.8%	15.8%	19.4%	20.0%	21.9%	
Asia-Pacific	28.0	30.5	35.7	34.8	43.8	51.2	51.6	75.4	83.4	98.9	
Market Share	14.3%	13.2%	13.4%	12.8%	13.6%	13.5%	12.1%	16.3%	17.0%	18.8%	
Latin America	17.0	19.2	22.2	22.3	28.5	31.6	31.7	45.5	53.3	58.9	
Market Share	14.3%	13.7%	13.8%	13.3%	14.6%	13.7%	11.9%	16.2%	17.3%	18.7%	
Total	140.0	161.6	192.7	191.0	232.4	258.9	265.6	377.1	401.3	458.0	
Market Share	14.3%	14.6%	14.9%	15.0%	16.3%	15.6%	14.3%	18.4%	18.8%	20.7%	
Strategic / Operating	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
PQ Rating — AC Camera	4.0★	6.0★	6.6★	7.2★	6.9★	6.6★	6.7★	6.3★	6.1★	6.2★	
UAV Drone	4.0★	6.3★	6.5★	7.3★	6.6★	6.6★	6.6★	6.3★	6.1★	6.1★	
Compensation (\$ per PAT member)											
AC Camera	25,000	25,204	25,537	26,433	27,632	28,054	28,492	28,977	31,847	31,461	
UAV Drone	25,000	25,204	26,186	26,462	27,740	28,176	28,635	29,102	33,182	34,226	
PAT Productivity (units per PAT)											
AC Camera	3,000	3,211	3,206	3,216	3,208	3,209	3,252	3,265	3,235	3,278	
UAV Drone	1,500	1,610	1,621	1,608	1,612	1,624	1,635	1,628	1,637	1,736	
Labor Cost (\$/unit assembled)											
AC Camera	33.67	32.25	25.24	25.29	27.07	26.99	27.04	27.38	30.22	31.61	
UAV Drone	65.38	47.30	47.87	48.95	51.57	51.84	52.47	54.35	56.57	57.01	
Production Cost (\$/unit assembled)											
AC Camera	156.97	196.18	214.68	253.43	242.85	241.16	201.53	202.51	188.37	177.76	
UAV Drone	806.22	1,158.17	1,190.46	1,325.17	1,291.78	1,276.63	1,111.84	1,095.59	1,022.52	958.95	
Marketing Cost (\$ per unit sold)											
AC Camera	17.73	33.12	29.54	37.22	31.47	33.32	30.83	31.57	29.99	28.59	
UAV Drone	77.71	77.57	65.05	96.07	97.25	89.80	87.54	102.63	117.74	120.20	
Operating Profit (\$ per unit sold)											
AC Camera	29.33	77.49	86.42	78.42	75.09	86.41	114.57	107.28	126.74	134.22	
Margin	13.1%	23.3%	24.3%	19.7%	19.9%	22.2%	30.5%	29.1%	34.1%	36.5%	
UAV Drone	65.75	53.36	77.45	263.94	264.19	278.77	462.88	382.37	501.44	518.18	
Margin	6.3%	3.8%	5.4%	14.6%	14.9%	15.8%	25.9%	22.6%	28.4%	30.2%	

Earnings Per Share (EPS) ▾

