Exciting New F.A.S.T. Graphs™ Upgrades and Enhancements 12/18/2014

Subscribers often provide feedback and suggestions, and we have listened. Therefore, we are pleased to announce several upgrades and enhancements to our F.A.S.T. Graphs™ research tool for both **Basic** and **Premium** subscribers. First of all, we have altered the color scheme of our historical graphs in order to present a more logical view of earnings and dividends.

The mountain chart of earnings remains dark green (money). However, since dividends come from earnings, our two iterations of dividends are now presented as different shades of green. The light green shaded area representing dividends replaces what was previously a light blue shaded area. The dividend line is now a light shade of green/yellow (honeydew) replacing the previous pink color of the line. Functionally, the graphs continue to reflect fundamental data the same as they always have and only the color scheme has changed.

The color scheme of the "**Dividend Cash Flow Table**" has also changed from the previous light blue shading to the current light green shading. Additionally, the F.A.S.T. Graphs™ performance reports now provide a calculation for the **compound annual growth rate of dividends (CAGR)** in addition to the original average dividend growth rate.

This is a link to a tutorial of the New Forecasting Calculator. To aid you in understanding the new and improved calculator, we urge you to read this announcement in its entirety before viewing the video. We have placed another link at the end for your convenience.
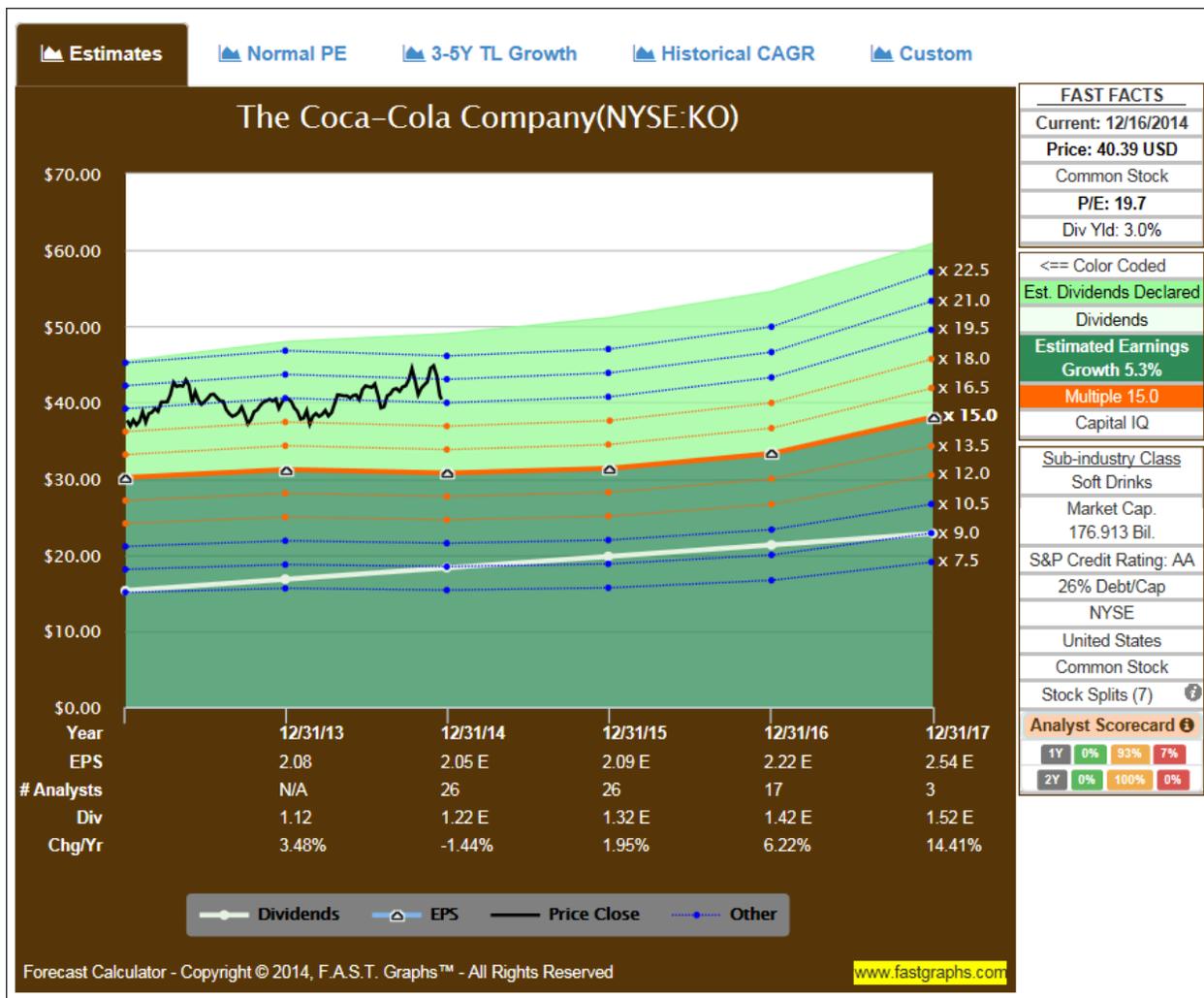
http://youtu.be/JyvwBih9QxY

Forecasting Calculators

In addition to the cosmetic changes discussed above, our forecasting calculators and tools have been completely reworked and enhanced. Instead of one forecasting calculator, subscribers will now have access to five separate color-coded and distinct calculators as follows:
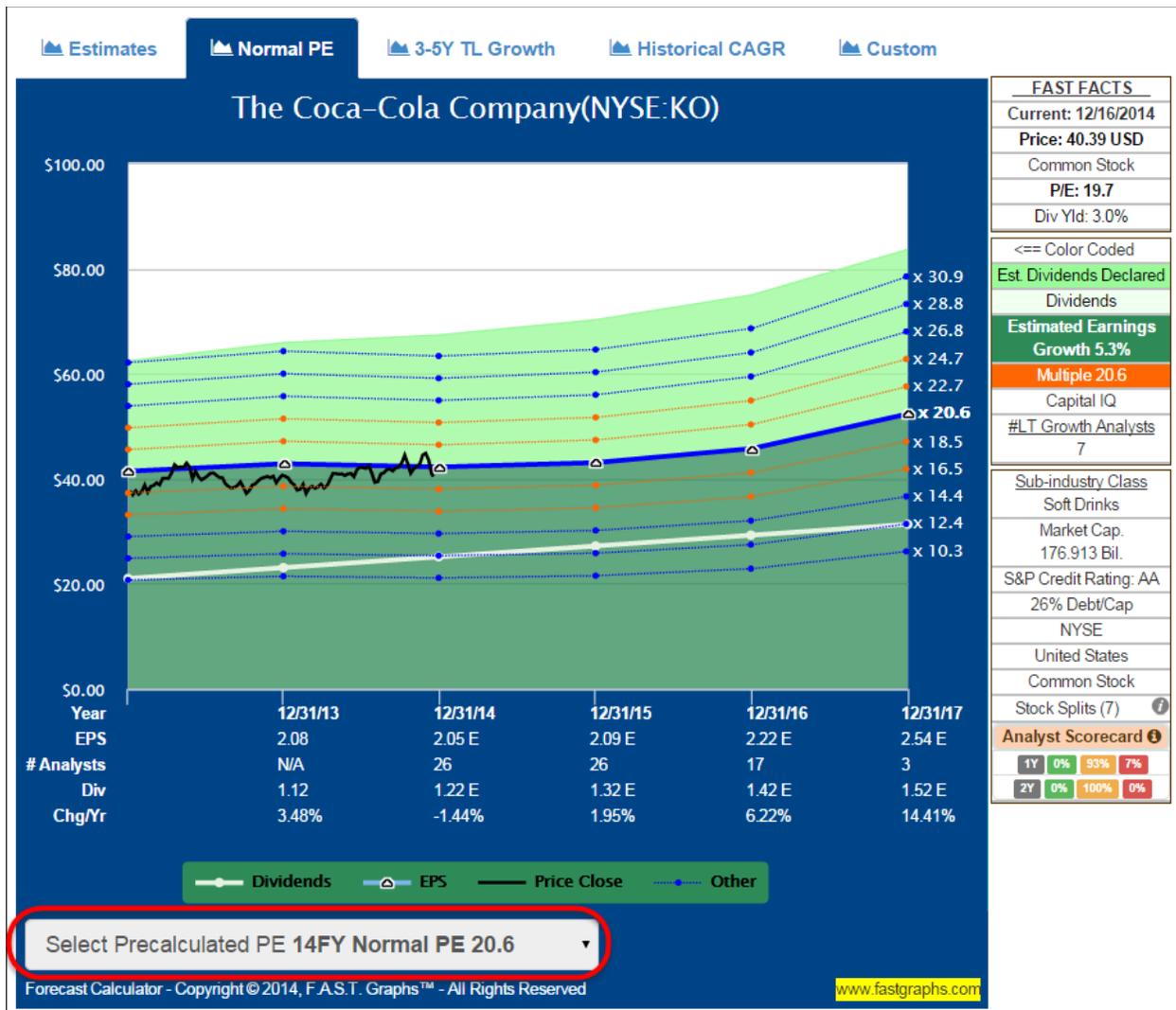
Estimates Calculator

The first forecasting calculator titled "Estimates" (dark brown graph) will be the default calculator that will automatically show each time a graph is produced. This is presented as the default calculator on the basis that near-term analyst estimates are more likely to be accurate than farther out estimates. This graph will show 2-3 years of forward analyst estimates depending on two primary factors. First of all, each company's fiscal year-end will determine whether two or three forward years of analyst estimates are included. Second, we will only include estimates when a credible number of analysts are reporting (2 or more). **Note: when there are no estimates available for a company, subscribers will be alerted and directed to utilize either the "Historical CAGR" or the "Custom" forecast calculator options which will be described later.**

The Coca-Cola Company(NYSE:KO)

| | Estimates | Normal PE | 3-5Y TL Growth | Historical CAGR | Custom |

FAST FACTS
Current: 12/16/2014
Price: 40.39 USD
Common Stock
P/E: 19.7
Div Yld: 3.0%

<== Color Coded
Est. Dividends Declared
Dividends
Estimated Earnings Growth 5.3%
Multiple 15.0
Capital IQ

Sub-industry Class
Soft Drinks
Market Cap.
176.913 Bil.
S&P Credit Rating: AA
26% Debt/Cap
NYSE
United States
Common Stock
Stock Splits (7)

Analyst Scorecard
1Y 0% 93% 7%
2Y 0% 100% 0%

Year	12/31/13	12/31/14	12/31/15	12/31/16	12/31/17
EPS	2.08	2.05 E	2.09 E	2.22 E	2.54 E
# Analysts	N/A	26	26	17	3
Div	1.12	1.22 E	1.32 E	1.42 E	1.52 E
Chg/Yr	3.48%	-1.44%	1.95%	6.22%	14.41%

Dividends — EPS — Price Close — Other

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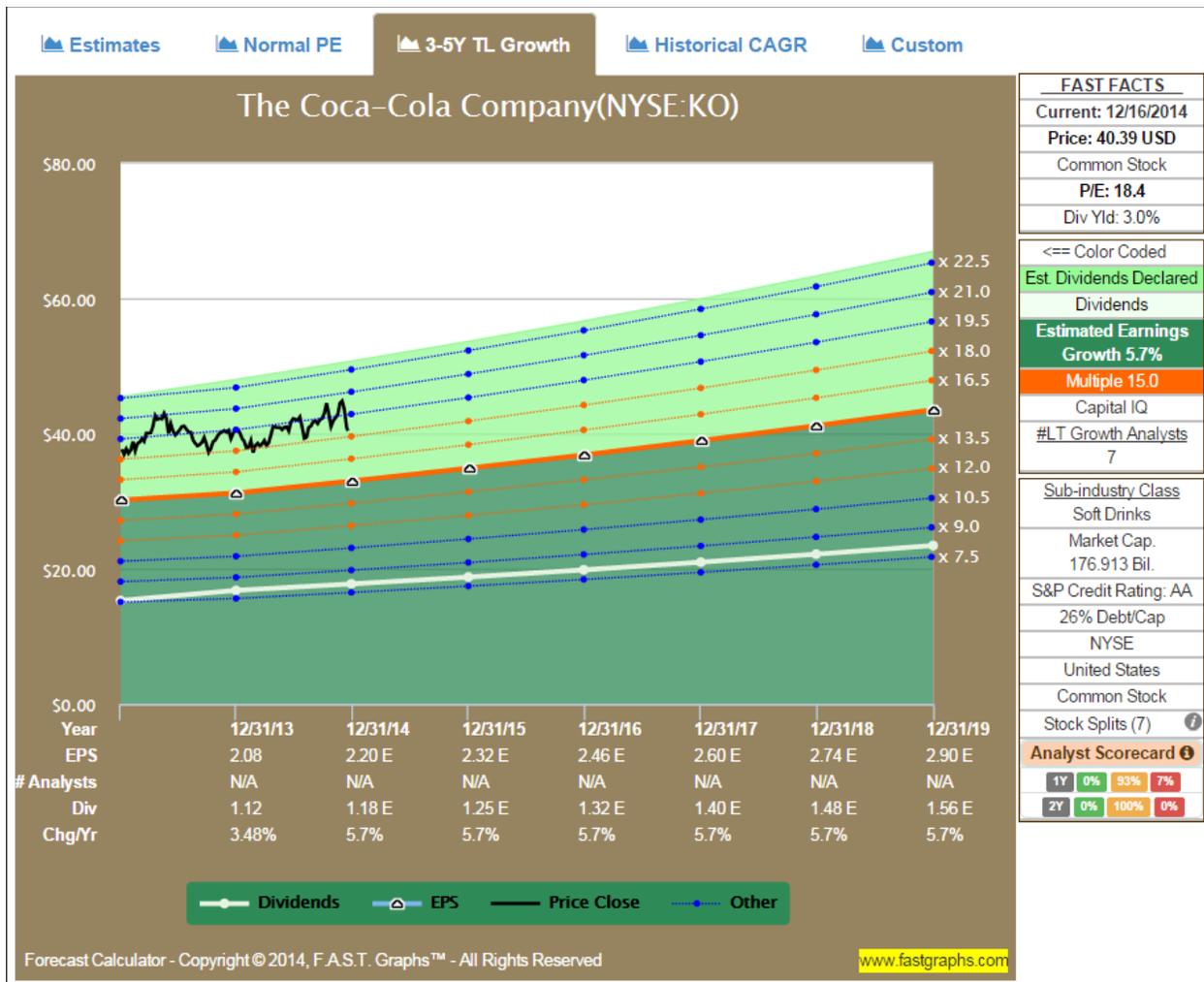
Normal PE Calculator

The second forecasting calculator option titled "Normal PE" (dark blue graph) will produce the same consensus estimates as the "Estimates graph," however, the primary valuation reference line will be based on the company's calculated historical normal P/E ratios. This calculator option provides a drop-down window where the subscriber can choose normal P/E ratios over different historical timeframes. Therefore, subscribers can utilize the historical normal P/E ratios of their choice, or those that they are most comfortable with. **Note: these historical normal P/E ratios will differ slightly from what is seen when the historical earnings and price correlated graph is drawn because they do not include estimate data in the calculations. However, the differences will for the most part be minor and/or immaterial.**
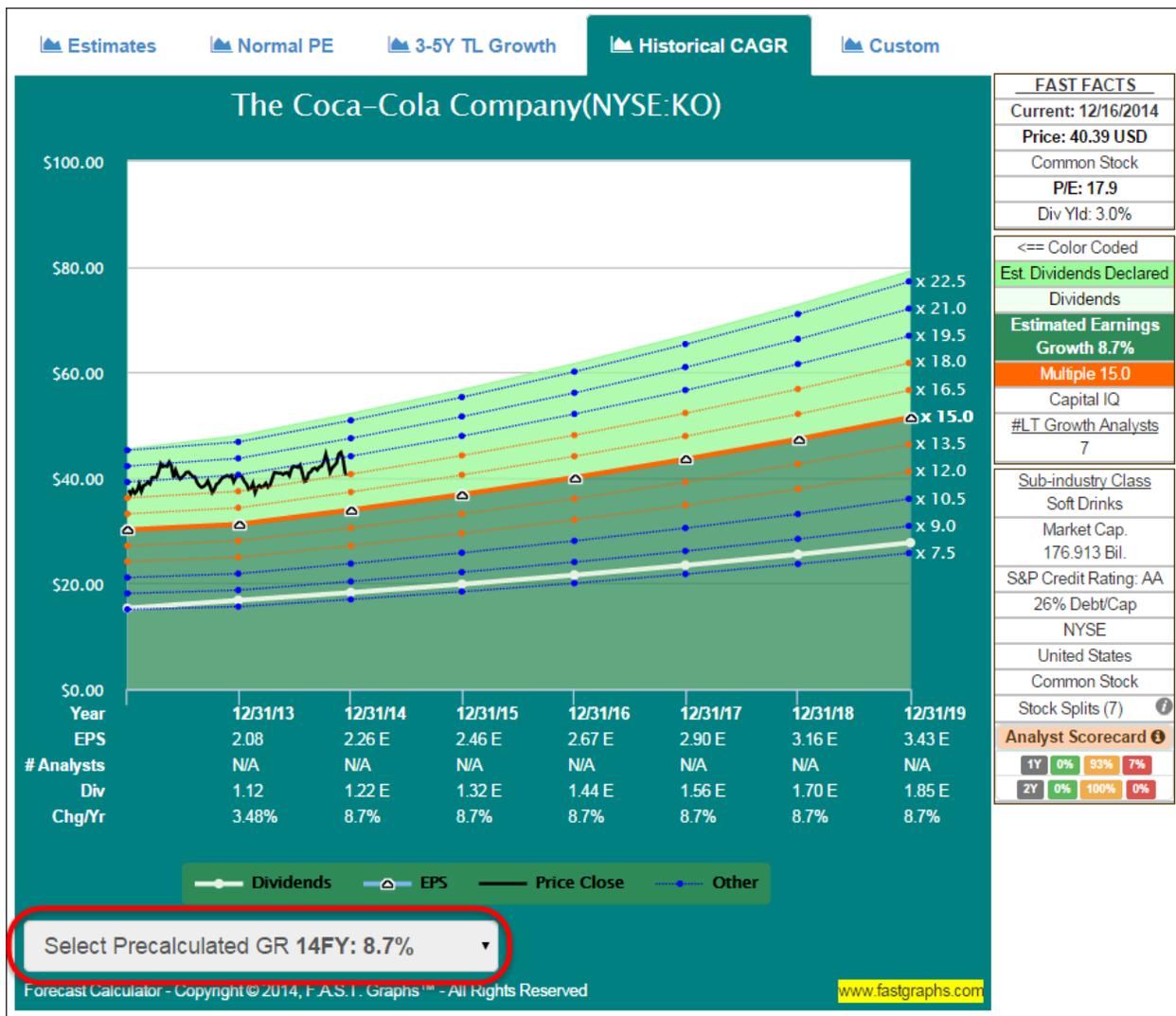
3-5YR TL Growth Calculator

The third forecasting calculator option is titled "3-5YR TL Growth" (light brown graph) and provides a simple trend-line (TL) estimate of earnings growth based on consensus 3-5 year long-term growth rate estimates of analysts reporting to S&P Capital IQ. Consequently, this graph is most useful when evaluating earnings estimates based on a long-term growth rate trend. Therefore, the focus should be primarily on the last couple of years of estimates on the graph, as the near-term estimates will differ from the **specific** near-term estimates provided on the "Estimates" and/or "Normal PE" earnings calculator options. In other words, this calculator option is offered as a long-term earnings growth perspective for those subscribers interested in a longer-term view.

The Coca-Cola Company(NYSE:KO)

| | Estimates | Normal PE | 3-5Y TL Growth | Historical CAGR | Custom |

FAST FACTS
Current: 12/16/2014
Price: 40.39 USD
Common Stock
P/E: 18.4
Div Yld: 3.0%

<== Color Coded
Est. Dividends Declared
Dividends
Estimated Earnings Growth 5.7%
Multiple 15.0
Capital IQ
#LT Growth Analysts
7

Sub-industry Class
Soft Drinks
Market Cap.
176.913 Bil.
S&P Credit Rating: AA
26% Debt/Cap
NYSE
United States
Common Stock
Stock Splits (7)

Analyst Scorecard
1Y 0% 93% 7%
2Y 0% 100% 0%

Year	12/31/13	12/31/14	12/31/15	12/31/16	12/31/17	12/31/18	12/31/19
EPS	2.08	2.20 E	2.32 E	2.46 E	2.60 E	2.74 E	2.90 E
# Analysts	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Div	1.12	1.18 E	1.25 E	1.32 E	1.40 E	1.48 E	1.56 E
Chg/Yr	3.48%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%

Dividends EPS Price Close Other

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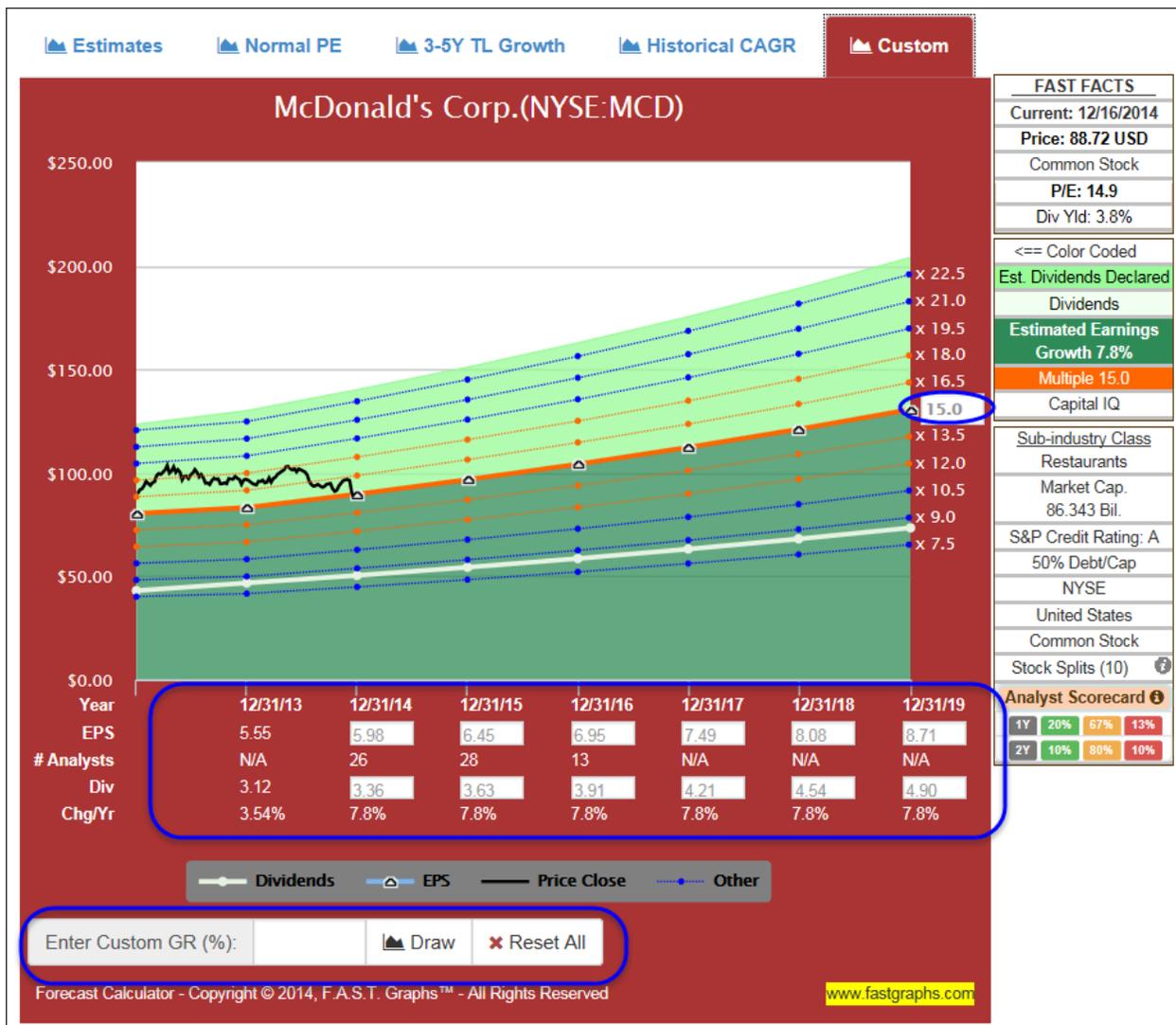
Historical CAGR Calculator

The fourth forecasting calculator option is titled "Historical CAGR" (green graph) and generates earnings forecasts based on a company's historical, compound annual earnings growth rate (CAGR) achievements. Utilizing a company's historical growth rate as a forecasting option is favored by many analysts and investors. This forecasting calculator also includes a drop-down window that allows you to select pre-calculated growth rates over various timeframes of the subscriber's choice. **Note: these historical growth rate achievements will differ slightly from what is seen when the historical earnings and price correlated graph is drawn because they do not include estimate data in the calculations. However, the differences will for the most part be minor and/or immaterial.**

The Coca–Cola Company(NYSE:KO)

Year	12/31/13	12/31/14	12/31/15	12/31/16	12/31/17	12/31/18	12/31/19
EPS	2.08	2.26 E	2.46 E	2.67 E	2.90 E	3.16 E	3.43 E
# Analysts	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Div	1.12	1.22 E	1.32 E	1.44 E	1.56 E	1.70 E	1.85 E
Chg/Yr	3.48%	8.7%	8.7%	8.7%	8.7%	8.7%	8.7%

Dividends — EPS — Price Close — Other

Select Precalculated GR **14FY: 8.7%**

Forecast Calculator - Copyright © 2014, F.A.S.T. Graphs™ - All Rights Reserved   www.fastgraphs.com

Custom Calculator

The fifth and final calculator option is titled "Custom" (red graph) and allows the subscriber the ability to create their own forecast calculations. There are multiple customization options available with the custom graph. Subscribers can input and utilize any P/E ratio of their choice to create the primary valuation reference line. Additionally, subscribers can input their own earnings and/or dividend expectations for each specific future year, and provide any growth rate that they consider appropriate. **Note: in order to initially draw a complete graph this graph defaults to the same estimates presented in the "3-5 YR TL" graph. However, subscribers are free to customize the graph according to their own calculations or views.**

McDonald's Corp.(NYSE:MCD)

	FAST FACTS
	Current: 12/16/2014
	Price: 88.72 USD
	Common Stock
	P/E: 14.9
	Div Yld: 3.8%

<== Color Coded
- Est. Dividends Declared
- Dividends
- Estimated Earnings Growth 7.8%
- Multiple 15.0
- Capital IQ

Sub-industry Class
Restaurants
Market Cap. 86.343 Bil.
S&P Credit Rating: A
50% Debt/Cap
NYSE
United States
Common Stock
Stock Splits (10)

Analyst Scorecard
| 1Y | 20% | 67% | 13% |
| 2Y | 10% | 80% | 10% |

Chart y-axis: $250.00, $200.00, $150.00, $100.00, $50.00, $0.00
Multiples: x 22.5, x 21.0, x 19.5, x 18.0, x 16.5, 15.0, x 13.5, x 12.0, x 10.5, x 9.0, x 7.5

Year	12/31/13	12/31/14	12/31/15	12/31/16	12/31/17	12/31/18	12/31/19
EPS	5.55	5.98	6.45	6.95	7.49	8.08	8.71
# Analysts	N/A	26	28	13	N/A	N/A	N/A
Div	3.12	3.36	3.63	3.91	4.21	4.54	4.90
Chg/Yr	3.54%	7.8%	7.8%	7.8%	7.8%	7.8%	7.8%

Legend: Dividends — EPS — Price Close — Other

Enter Custom GR (%): [ ] 📈 Draw ✖ Reset All

Dynamic Rate of Return Calculations and Functionality

An important and powerful feature of all five forecast calculators are dynamic future rate of return calculations and the presentation of important metrics. When the subscriber points to any of the dots or triangles on the calculator, a pop-up with calculations and data points will appear. If the subscriber double clicks any of the dots or triangles, a dotted line from Point A to Point B will appear and remain until it is clicked off. Additionally, a color-coded arrow will appear indicating gain (green/white arrow) or loss (red/white arrow).

In addition to providing important return calculations and other metrics to include the date, price and the representative P/E ratio, these pop-ups will remain on the graph allowing the subscriber to toggle between one calculator to the next without the pop-up closing. This empowers the subscriber more efficiency with their thinking processes as they evaluate estimate calculation options. To remove the pop-ups, simply click the selected dot or triangle. Also, if the dots or triangles are not double clicked, they will automatically disappear as you move your cursor from one point to the next.
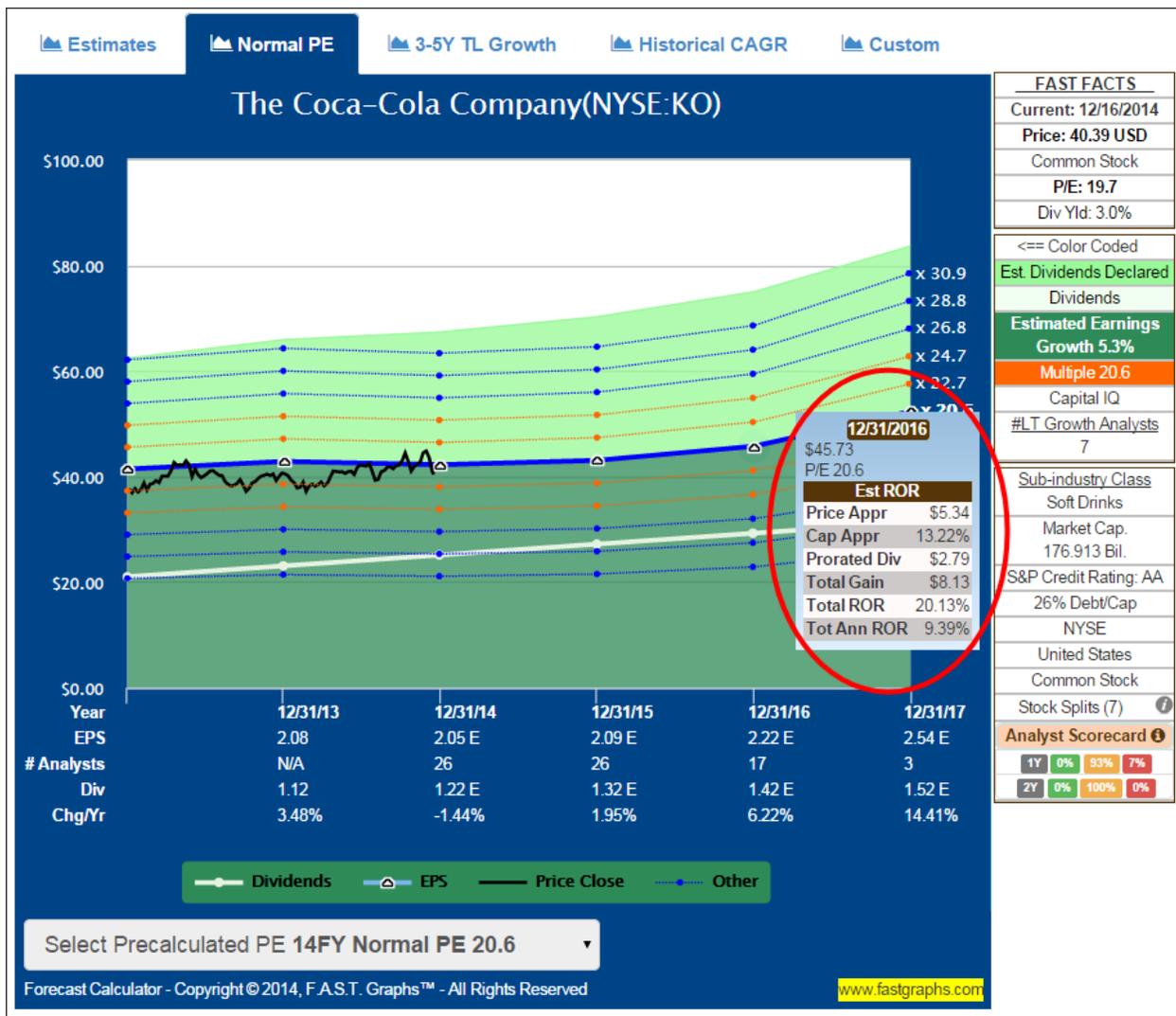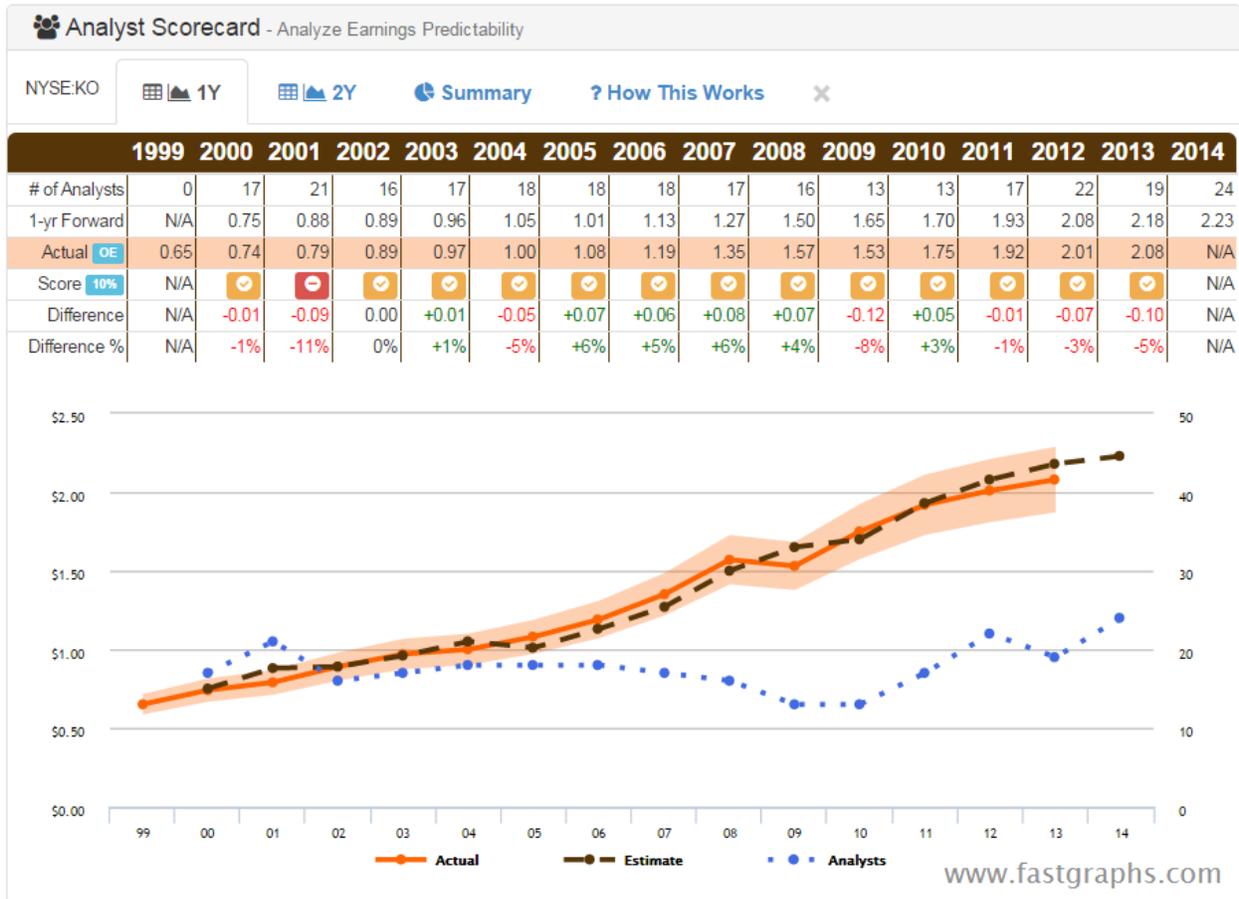
Analyst Scorecard

The final enhancement and addition to our forecasting arsenal is the analyst scorecard that relates to the first two calculator options, the "Estimates" calculator and the "Normal P/E ratio" calculator. To access the analyst scorecard simply click on any of the words or icons in the FAST FACTS box to the right of the forecasting calculator. You can also close the analyst scorecard from the same place.

Since the estimates on these first two calculators are based on specific one year forward and two year forward consensus analyst estimates, the analyst scorecard provides subscribers a perspective on how accurate the analysts have been with those specific estimates in the past. The scorecard is intended to give subscribers a perspective on how reliable the forecasts were for any given company based on the analysts' past records. In other words, it provides another thinking point on the F.A.S.T. Graphs powerful "tool to think with."

There are three options that the subscriber can review and choose by clicking on the tabs at the top of the analyst scorecard. The 1Y (one year forward) scorecard calculates previous analyst accuracy within a reasonable 10% margin of error. The 2Y (two year forward) scorecard calculates previous analyst

accuracy within a 20% margin of error. The scores are presented in both tabular and graphic form. **Note: The Analyst Scorecard is also built with dynamic features that allow subscribers to remove items from the graphic for simplicity and convenience. If you click on any of the words in the legend at the bottom (Actual, Estimate, Analysts) the lines and/or shadings on the graph will be removed. To bring them back, simply click on the words in the legend again.**

Analyst Scorecard - Analyze Earnings Predictability

NYSE:KO   1Y   2Y   Summary   ? How This Works   ✕

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
# of Analysts	0	17	21	16	17	18	18	18	17	16	13	13	17	22	19	24
1-yr Forward	N/A	0.75	0.88	0.89	0.96	1.05	1.01	1.13	1.27	1.50	1.65	1.70	1.93	2.08	2.18	2.23
Actual OE	0.65	0.74	0.79	0.89	0.97	1.00	1.08	1.19	1.35	1.57	1.53	1.75	1.92	2.01	2.08	N/A
Score 10%	N/A	✓	⊖	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A
Difference	N/A	-0.01	-0.09	0.00	+0.01	-0.05	+0.07	+0.06	+0.08	+0.07	-0.12	+0.05	-0.01	-0.07	-0.10	N/A
Difference %	N/A	-1%	-11%	0%	+1%	-5%	+6%	+5%	+6%	+4%	-8%	+3%	-1%	-3%	-5%	N/A

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The summary option produces a simple graphical expression of analyst accuracy for both the one year (1Y) and two-year (2Y) previous forecasts. And finally, there is a tab titled "? How This Works" that provides a brief explanation of the scorecard and scores.
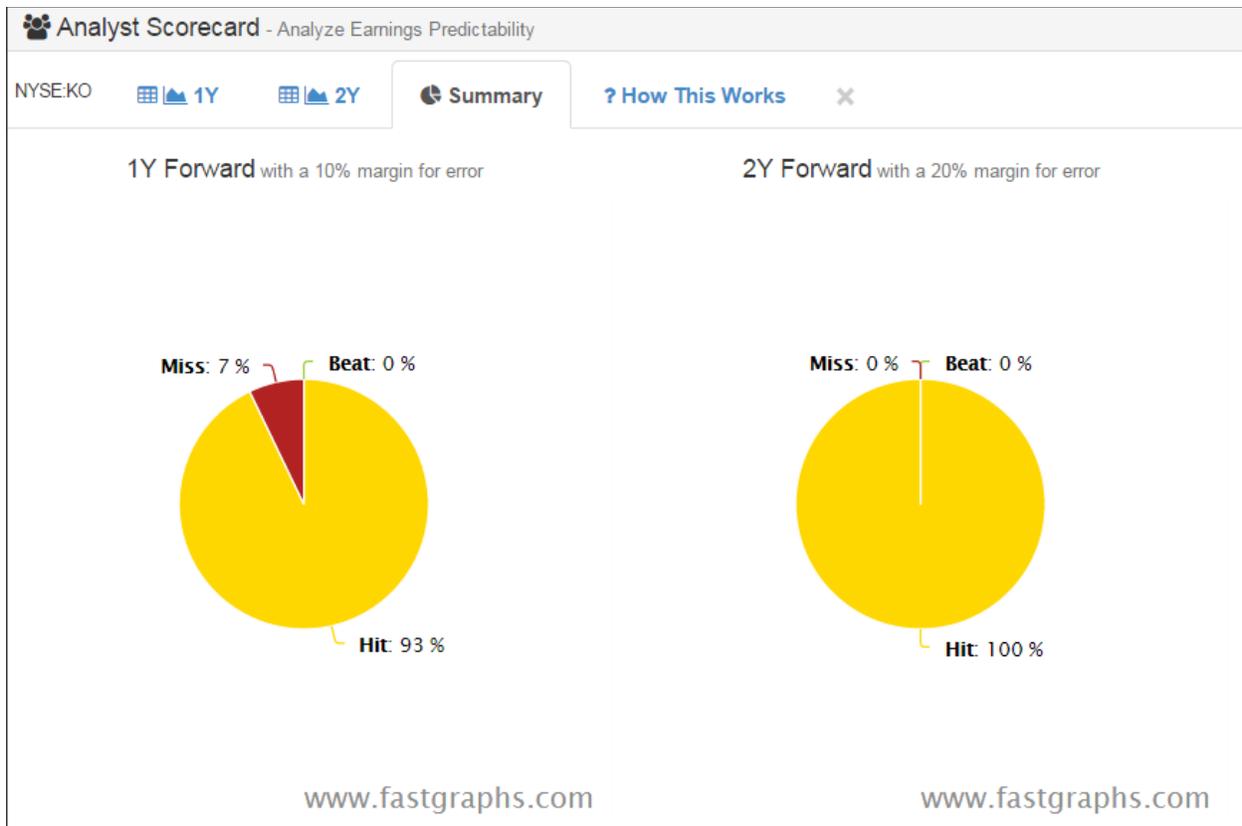
Additional Insights and Helpful Hints

We hope that subscribers find these new forecasting tools to be valuable contributors to their long-term investing decisions. Based on the many suggestions and feedback that we have received from subscribers, we have worked hard to implement as many as we could in the forecasting tools. However, these forecasting enhancements represent only the first of many additional features and enhancements that we are planning.

This is a link to a tutorial of the New Forecasting Calculator:

http://youtu.be/JyvwBih9QxY

We have tried to make these new tools as intuitive and efficient to use as possible. In that regard, they all have many dynamic capabilities that we hope subscribers find easy to utilize and implement. Consequently, we suggest that subscribers move around the graphics and point and click to find and identify the functionality that they contain. Finally, subscribers should recognize and understand that this is a beta version. Therefore, there may be minor adjustments and enhancements added in the near future. However, this beta version has been thoroughly tested, and we believe is fully functioning in its current iteration. If you have any questions or need clarification, please contact pollyc@fastgraphs.com

Happy Holidays and a Prosperous New Year,

The F.A.S.T. Graphs™ Dedicated Team