

The Procter & Gamble Company (PG)

Consumer Defensive / Household & Personal Products · New York Stock Exchange

Generated: 2026-Oct-18 · Market data through: 2026-10-16

LAST CLOSE \$159.31 2026-10-16	MARKET CAP \$370.0B VOLUME 11.6M	52-WK HIGH \$167.25 52-WK LOW \$137.62	TRAILING PE 23.6 P/S 4.25	GROSS MARGIN 50.2% NET MARGIN 18.4%	ROE 30% ROIC 16%	PIOTROSKI 7/9 ALTMAN Z 5.7	1-YR RETURN +9.6% 5-YR RETURN +60.1%
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The Procter & Gamble Company, commonly referred to as P&G, is a global enterprise that supplies a broad spectrum of branded consumer products to markets worldwide. The company's operations are divided into five main business divisions: Beauty; Grooming; Health Care; Fabric & Home Care; and Baby, Feminine & Family Care. The Beauty segment offers an assortment of hair care products, including conditioners, shampoos, styling aids, and treatments, under popular names like Head & Shoulders, Herbal Essences, Pantene, and Rejoice. It also features antiperspirants, deodorants, personal cleansing solutions, and skin care items from brands such as Olay, Old Spice, Safeguard, Secret, and SK-II. Within the Grooming division, P&G provides a range of shave care products and grooming appliances, prominently featuring brands like Braun, Gillette, and Venus. The Health Care unit encompasses oral hygiene essentials, including toothbrushes, toothpastes, and other dental care products sold under the Crest and Oral-B brand names. This segment further extends to gastrointestinal remedies, rapid diagnostics, respiratory care, vitamins/minerals/supplements, pain relief, and various other personal health care items from brands such as Metamucil, Neurobion, Pepto-Bismol, and Vicks. In the Fabric & Home Care category, consumers find fabric enhancers, laundry additives, and laundry detergents through labels like Ariel, Downy, Gain, and Tide. Additionally, this division offers air care products, dishwashing solutions, professional cleaning supplies (P&G Professional), and surface cleaners, exemplified by brands such as Cascade, Dawn, Fairy, Febreze, Mr. Clean, and Swiffer. Finally, the Baby, Feminine & Family Care segment provides infant care products, including baby wipes, taped diapers, and pants, under the Luvs and Pampers brands. It also supplies adult incontinence and feminine hygiene products from Always, Always Discreet, and Tampax, along with paper towels, tissues, and toilet paper marketed as Bounty, Charmin, and Puffs. P&G distributes its extensive product portfolio through a vast commercial network, including large retail chains, e-commerce platforms, grocery stores, membership clubs, pharmacies, department stores, various distributors, wholesalers, specialty beauty retailers, high-frequency stores, electronics outlets, and professional channels, as well as direct-to-consumer sales. The Procter & Gamble Company was established in 1837 and its corporate headquarters are located in Cincinnati, Ohio.

SECTOR Consumer Defensive INDUSTRY Household & Personal Products EXCHANGE NYSE MARKET CAP \$370.0B EMPLOYEES 104,000 (SEC-filed)
CEO Shailesh G. Jejurikar IPO 1978-01-13 COUNTRY US
One Procter & Gamble Plaza, Cincinnati, OH 45202 · Tel 513 983 1100 · pginvestor.com

1 INSIDERSTREET SCORE

INSIDERSTREET SCORE

64 / 100

Street mean **\$154.00** (6 analysts, last qtr) — their number, not ours

INSIDER CONSENSUS SIGNAL

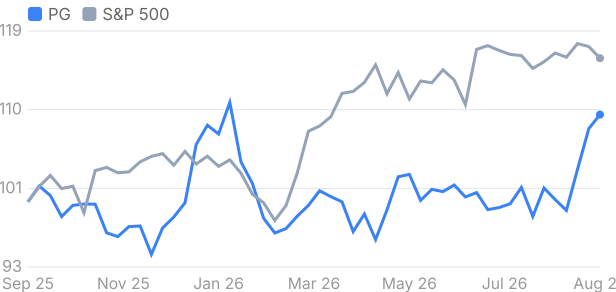
ROUTINE SELLING — LOW SIGNAL

\$9M sold / 6 mo, zero open-market buys

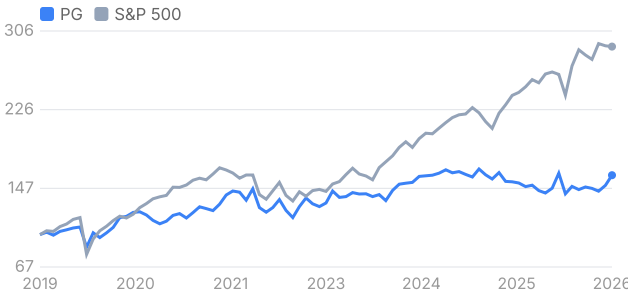
2 PRICE AND VOLUME

adjusted close, prod data layer

1 Year vs S&P 500 · **PG +9.6%** · **S&P 500 +15.9%** · spread **-6.2pp**



7 Years vs S&P 500 · **PG +60.1%** · **S&P 500 +189.9%** · spread **-129.8pp**



Both charts indexed to 100 at the start of their window and drawn on a single shared scale, so the gap to the benchmark is the gap you see. Adjusted closes throughout.

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3 INSIDERSTREET SCORE

live IS factor model

INSIDERSTREET
SCORE

64

OF 100

Score Breakdown

Profitability	70/100
Growth	44/100
Momentum	72/100
Quality	79/100
Earnings Quality	86/100
Balance Sheet	63/100
Value	48/100
Risk (safety)	100/100
Overall	64.1/100

Each component is a diagnostic reading on its own 0-100 scale. The overall score is computed separately from the underlying financials and is **not** the average of the rows above — components are not equally weighted and three of them (Momentum, Value, Risk) are derived partly from price rather than from the business.

Peer Comparison — IS Score

SYMBOL	IS SCORE
CL	61
EL	54
KO	72
PM	77
COST	63
PEP	69
PG	64

IS Score Trend — quarterly



4 TWO READINGS

business vs price

BUSINESS QUALITY

64 / 100

IS Score 64.1 / 100 · -6.2 from peak of 70

Quarter	Business Quality
23 Q1	61
23 Q2	56
23 Q3	58
23 Q4	62
24 Q1	70
24 Q2	68
24 Q3	64
24 Q4	66
25 Q1	61
25 Q2	59
25 Q3	66
25 Q4	62
26 Q1	64

Fundamental factor model, quarterly. Measures how the business is doing - not where the price is going.

PRICE STRUCTURE

BULLISH

Technical Score 92 / 100 · Power +83 · 22 of 22 indicator votes bullish

Date	Price Structure
07-23	4%
08-13	71%
09-03	38%
09-25	105%
10-16	105%

Vote share across trend, momentum, volume, volatility and pattern families. Describes where the price is, not where it is going.

Both readings sit above the midpoint — business quality at 64 and price structure at 92 out of 100 — so they are not in conflict. The fundamentals and the tape are saying the same thing, which is the case in which either one alone would have been enough.

5 WHAT WOULD CHANGE OUR MIND

falsifiable - check us next quarter

TRIGGER	WHERE IT STANDS NOW	WHAT IT WOULD MEAN
IS Score reaches 75 and holds two consecutive quarters	now 64.1	would move us up one band
IS Score stops falling - one quarter higher than the prior	last four: 66 → 63 → 65 → 64	the direction matters more than the level
Technical vote share back above 50%	now 100%	price structure no longer broken
Institutional holder count rises two quarters running	peak 4,052 → now 4,046	fewer institutions willing to hold is our clearest warning

We publish these so the view can be shown to be wrong. If none of them move and our reading does, we owe you an explanation.

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This page is InsiderStreet's own reading, produced from the data in the rest of this document. It is not a price target and not investment advice. Analyst consensus and street price targets appear later under their own heading and are the street's numbers, not ours.

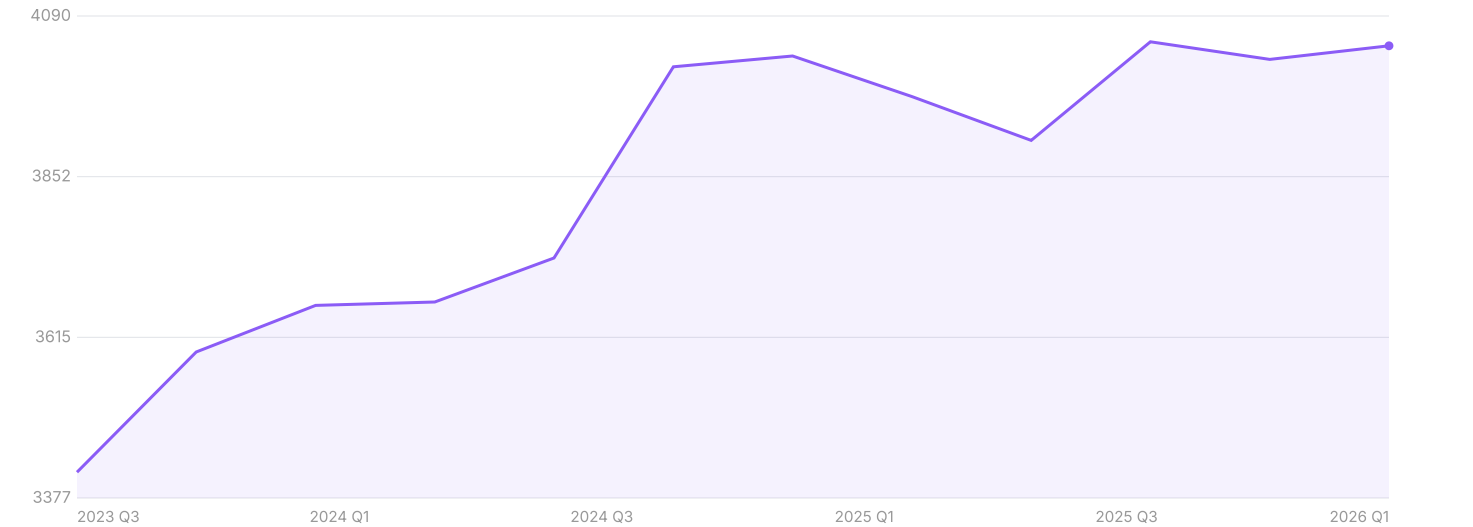
6 SMART MONEY CONFLUENCEEDGE · disclosure sources

SITE CONVERGENCE SCORE 3 of 4 top 4% of 29,420 symbols	SOURCES ALIGNED — of 3 independent disclosures	CONGRESS (180D) 16 buys 2026-09-25	INSIDER BUYS (180D) 0 none disclosed
ETF FUNDS (30D) 1521 up / 1264 down net +257 funds	INSTITUTIONS ADDED (13F) 20 managers opening or increasing		

Congressional and insider figures are disclosed purchases in the trailing 180 days; ETF figures are COUNTS OF FUNDS whose holding changed in 30 days, not dollars. Coincidence of separate disclosures, not coordination. An absent source means nothing qualifying was disclosed in its window.

7 INSTITUTIONAL OWNERSHIP - 12-QUARTER TREND13F · filed 45 days after quarter end

Institutions holding — 12 quarters



Peak 4,052 · latest 4,046 (~6 from peak).

QUARTER	HOLDERS	13F SHARES	VALUE	REPORTED OWN%
2026 Q2	4,046	1677.3M	\$238.7B	69.2%
2026 Q1	4,026	1600.5M	\$224.4B	66.1%
2025 Q4	4,052	1598.3M	\$222.3B	66.0%
2025 Q3	3,906	1567.7M	\$233.9B	64.7%
2025 Q2	3,971	1607.0M	\$248.1B	66.3%
2025 Q1	4,031	1611.0M	\$268.0B	66.5%
2024 Q4	4,015	1599.8M	\$262.2B	66.0%
2024 Q3	3,732	1590.9M	\$268.2B	65.7%
2024 Q2	3,667	1588.8M	\$255.1B	65.6%
2024 Q1	3,662	1575.8M	\$249.3B	65.0%
2023 Q4	3,593	1549.9M	\$222.0B	64.0%
2023 Q3	3,415	1535.1M	\$219.1B	63.4%

How to read ownership above 100%. A 13F reports the positions a manager has investment discretion over, and where two or more managers share discretion over the same block, each one reports it. Summed across filers, the total can therefore exceed the shares actually outstanding without anything being wrong. We publish the figure as filed rather than netting it down, and flag separately any quarter where the arithmetic is not merely high but impossible.

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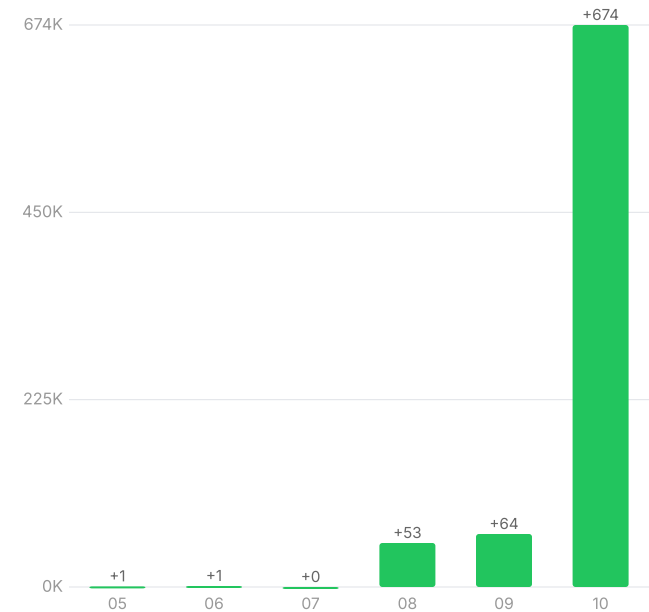
8 INSIDER ACTIVITY live Form 4 data

INSIDER	ROLE	DATE	TYPE	SHARES	VALUE	POST-TXN OWNED
Subramaniam Rajesh	director	2026-10-13	A-Award	1,438	—	7,768
Portman Robert Jones	director	2026-10-13	A-Award	1,438	—	6,685
Mcevoy Ashley	director	2026-10-13	A-Award	1,438	—	7,666
Mccarthy Christine M	director	2026-10-13	A-Award	1,438	—	19,342
Kempczinski Christopher J	director	2026-10-13	A-Award	1,438	—	13,372
Jimenez Joseph	director	2026-10-13	A-Award	1,438	—	38,968
Chang Amy	director	2026-10-13	A-Award	1,438	—	18,897
Bonini Sheila	director	2026-10-13	A-Award	1,438	—	5,983

9 SELL DECOMPOSITION — ROUTINE VS. DISCRETIONARY EDGE

6-MO DECOMPOSITION (FORM 4)	TXNS	SHARES	VALUE	SIGNAL WEIGHT
S — Open-market sales	22	60,568	\$8.8M	Counted
P — Open-market purchases	0	0	\$0	Counted — none occurred

Monthly Net Insider Flow (000 shares)



Net of acquisitions minus dispositions, all Form 4 types.

Signal Summary

SIGNAL	OPEN-MARKET SELLS	OPEN-MARKET BUYS	CLUSTER
Routine Selling — Low Signal	\$8.8M 22 txns / 6 mo	\$0.0M 0 txns / 6 mo	None active 3+ insiders / 21 days

10 FORM 144 PLANNED-SALE PIPELINE live EDGAR data

FILED	FILER	SHARES REGISTERED	EST. PROCEEDS
2026-10-01	Gama Paul	2,646	\$0.4M
2026-10-01	Whaley Susan Street	2,817	\$0.4M
2026-10-01	Schulten Andre	4,655	\$0.7M
2026-10-01	Moeller Jon R	8,087	\$1.2M
Trailing 12 mo	38 filings	519,719	\$79M

11 13D / 13G STAKES COND

FILED	FORM	REPORTING PERSON	% OF CLASS	SHARES
2026-04-30	SCHEDULE 13G	Vanguard Capital Management	7.52%	174.8M sh
2025-09-08	SCHEDULE 13G/A	The Vanguard Group	10.04%	235.2M sh

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12 CONGRESSIONAL TRADING					EDGE · STOCK Act
MEMBER	CHAMBER	TRADE	SIZE BAND	TRADED	DISCLOSED
David Taylor	House	SELL	\$1,001 - \$15,000	2026-10-12	2026-10-16
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-25	2026-10-09
Ro Khanna	House	BUY	\$1,001 - \$15,000	2026-09-11	2026-10-09
Tommy Tuberville	Senate	SELL	\$15,001 - \$50,000	2026-06-08	2026-07-16
Thomas Hawley Tuberville	Senate	SELL	\$15,001 - \$50,000	2026-06-08	2026-07-16
Alan Armstrong	Senate	SELL	\$15,001 - \$50,000	2026-03-27	2026-07-21
HOUSE 12-MO 81 trades 41 purchases		SENATE 12-MO 4 trades 0 purchases		COVERAGE STOCK Act filings 30-45 day disclosure lag	

13

INSTITUTIONAL OWNERSHIP & 13F FLOW

live 13F data

13F FILERS (LAST COMPLETE Q) 4,026	13F SHARES 1.60B 66.1% of shares out	NEW / CLOSED 229 / 188 positions, QoQ	INCREASED / REDUCED 1,712 / 1,673 positions, QoQ
PUT/CALL (13F) 0.90 option positions	FREE FLOAT 99.9% 2.32B sh		

2.8 · Largest Reporting 13F Managers

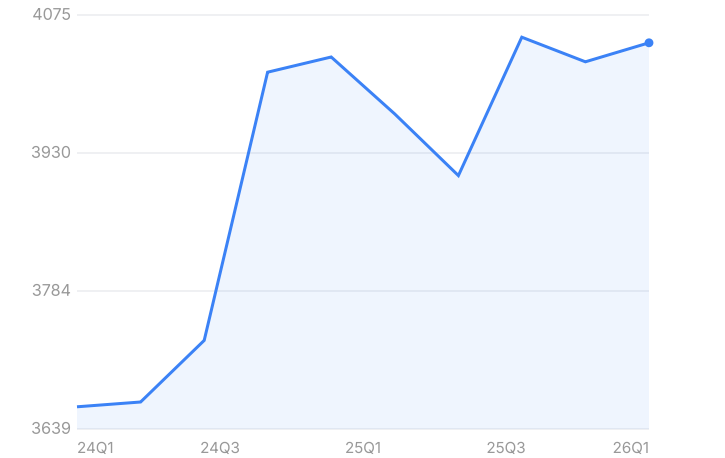
MANAGER	SHARES	VALUE
Assenagon Asset Management S.A.	3.9M	\$567M
Wealth Enhancement Advisory Servic	1.6M	\$223M
Fjarde Ap - Fonden /Fourth Swedish N	1.1M	\$161M
Ferguson Wellman Capital Managemen	824,922	\$120M
Hamlin Capital Management, Llc	795,587	\$116M
Fort Washington Investment Advisor	787,724	\$114M

EDGAR 13F holdings as of 2026-09-30; filer values normalized to dollars.

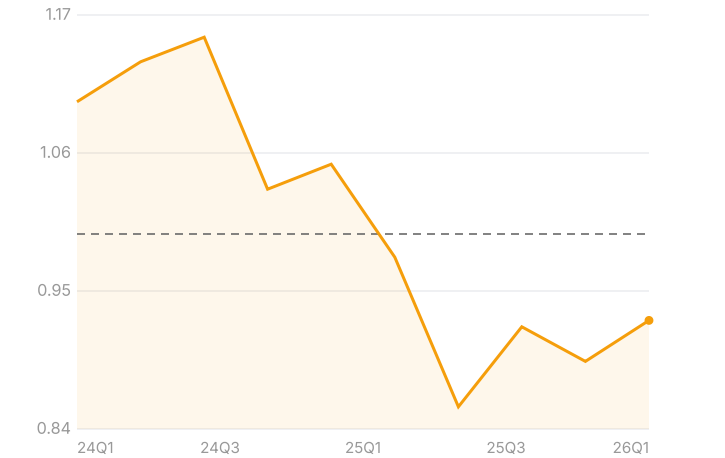
2.9 · Top ETF & Fund Ownership

FUND	WEIGHT	POSITION
VITSX	0.5%	\$10.7B
VTSAX	0.5%	\$10.7B
VTI	0.5%	\$10.7B
VSMPX	0.5%	\$10.7B
VOO	0.5%	\$8.9B
VFIAX	0.5%	\$8.9B

13F Filers Holding PG — quarterly



Institutional Put/Call — quarterly

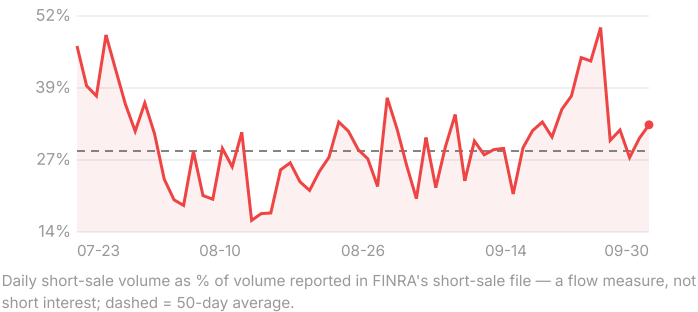


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14 SHORT VOLUME — DAILY, 60 SESSIONS

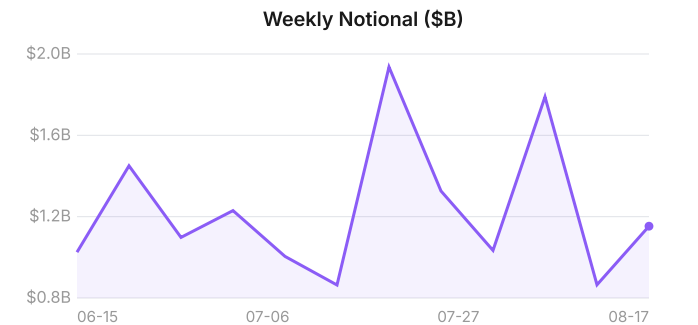
EDGE · live FINRA feed



LATEST SESSION 32.9% 2026-10-15	20-DAY AVG 32.5% 50-day 28.4%	TREND Rising 20d vs 50d	BY MARKET CENTER Q: 33% · N: 37% · B: 50% latest session
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15 DARK POOL ACTIVITY

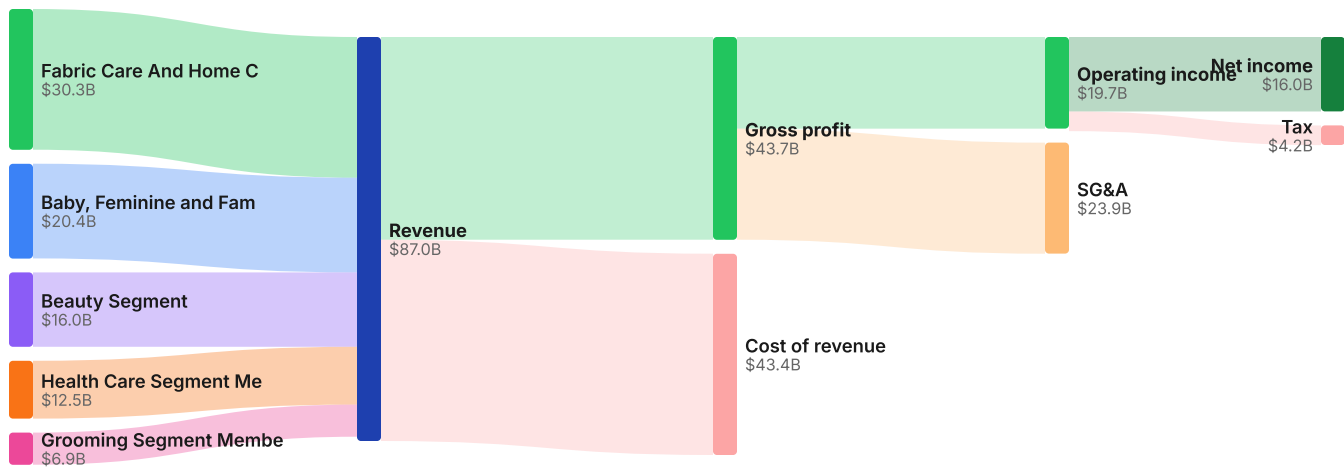
EDGE · live ATS data



Where PG Trades in the Dark		
ATS VENUE (4-WK)	SHARES	AVG TRADE
Incr Intelligent Cross Llc	8.3M	57 sh
Ubsa Ubs Ats	8.3M	57 sh
Ebxl Level Ats	5.6M	32 sh
Pure Purestream	4.8M	52 sh
Sgmt Sigma X2	4.3M	60 sh
Mstx Ms Trajectory Cross (Ats-1)	3.6M	64 sh

16 REVENUE FLOW — FY2026

live segmentation + income data



17 GEOGRAPHIC REVENUE

live segmentation

REGION	REVENUE	SHARE
Non-US	\$45.3B	52%
UNITED STATES	\$41.7B	48%

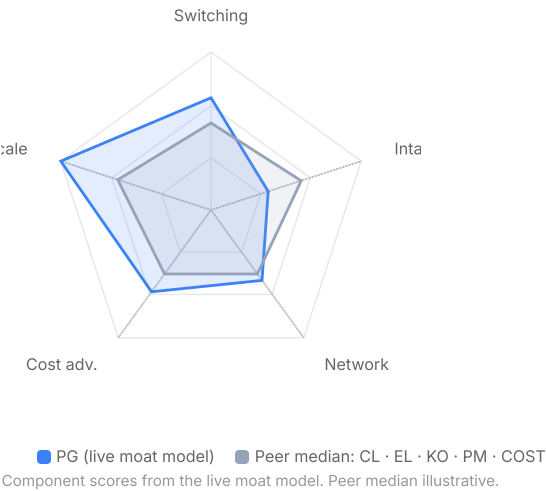
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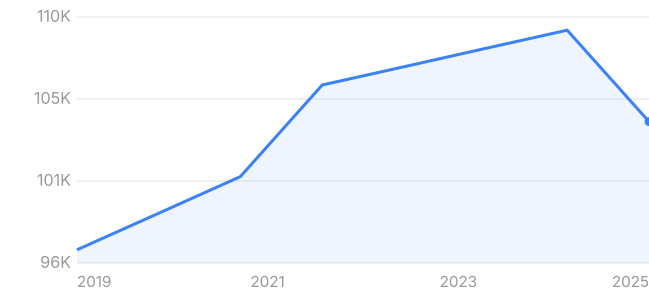
18 MOAT & COMPETITIVE POSITION

LIVE MODEL · 63/100 NARROW

Moat score 63/100 — Narrow; primary source Efficient Scale.



3.8 · Employees (SEC filings)



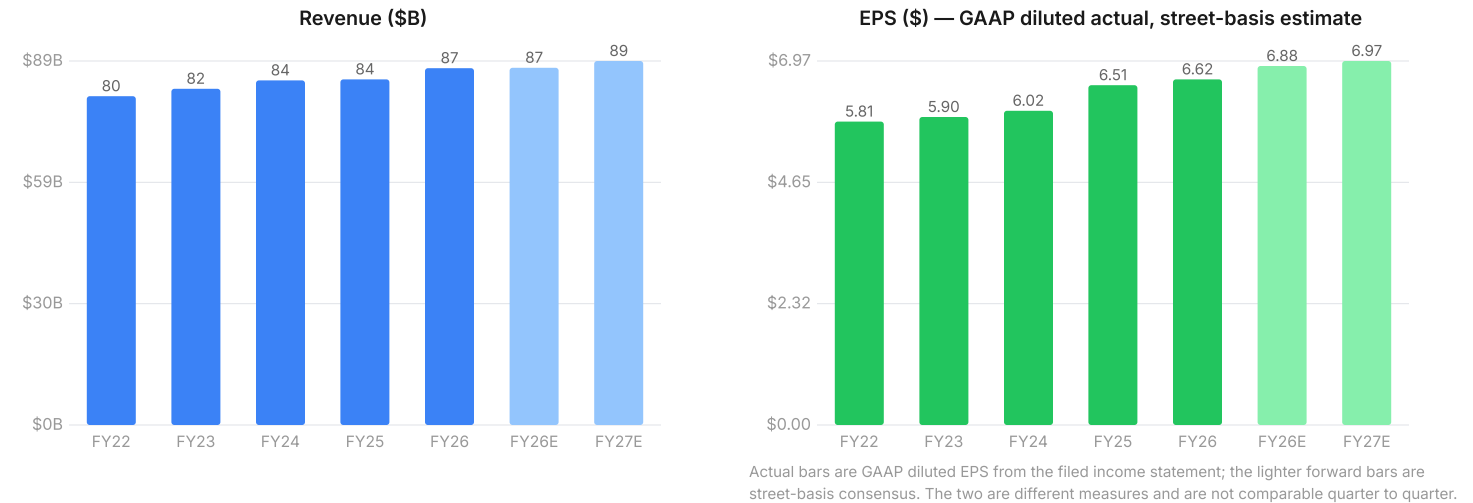
19 CORPORATE INFORMATION — KEY OFFICERS

104,000 employees

OFFICER	TITLE
Jon R. Moeller	Executive Officer
Shailesh G. Jejurikar	CEO, President & Chairman
Balaji Purushothaman	Chief Human Resources Officer
Sundar G. Raman	CEO of Fabric & Home Care, and Executive Sponsor for Corporate Sustainability

20 REVENUE & EPS — HISTORY AND ESTIMATES

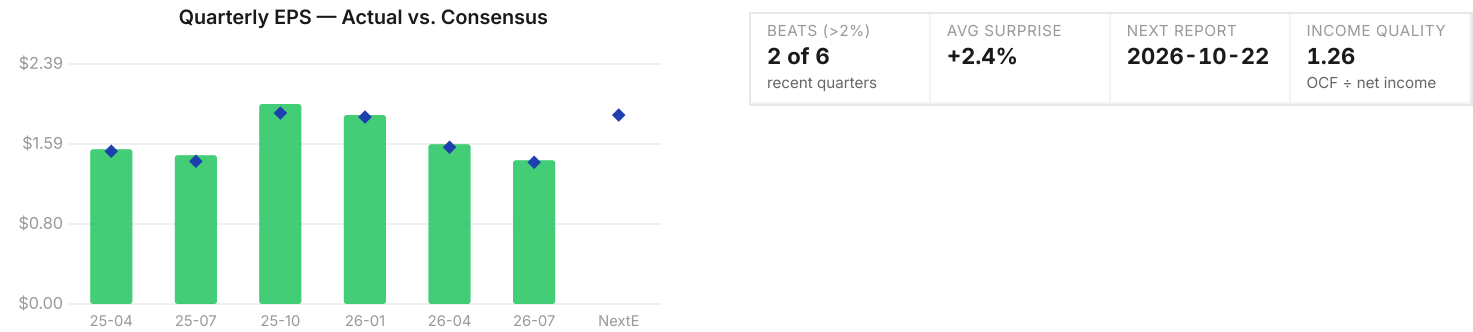
live consensus



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21 ESTIMATE VS. ACTUAL & SURPRISES

live data



22 REPORTED VS. CONSENSUS — FULL HISTORY

0 quarters · live data

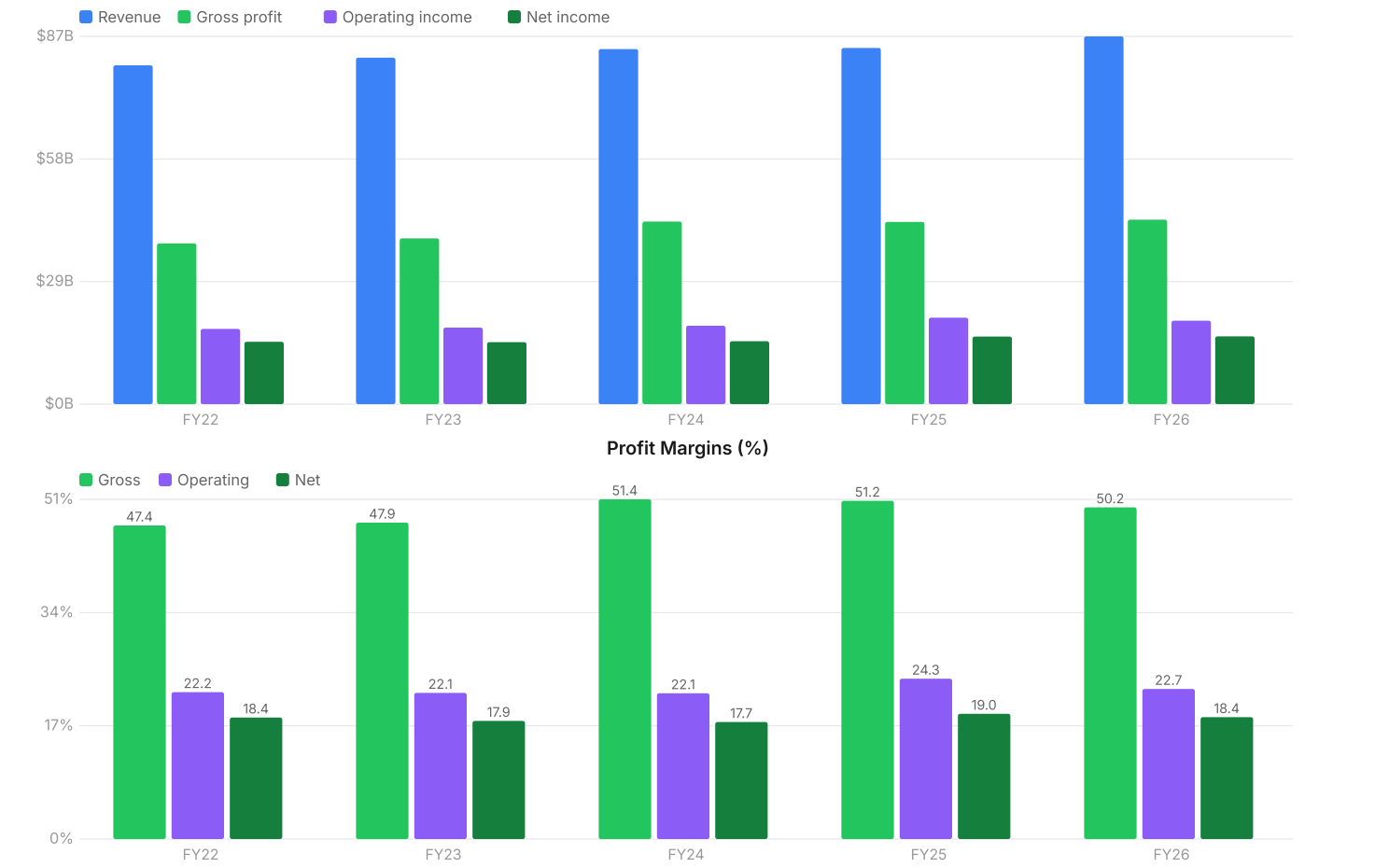
BEAT RATE —% 0 of 0 quarters	CURRENT STREAK 0 longest 0	AVG EPS SURPRISE —% median —%	SURPRISE TREND — last 4 vs prior 4
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PERIOD	EPS EST.	EPS ACTUAL	EPS SURPRISE	REV EST. (\$M)	REV ACTUAL (\$M)	REV SURPRISE
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Announcement dates to . Consensus as it stood at each report. Revenue surprise shown where both estimate and actual are filed. A beat record is history, not a forecast.

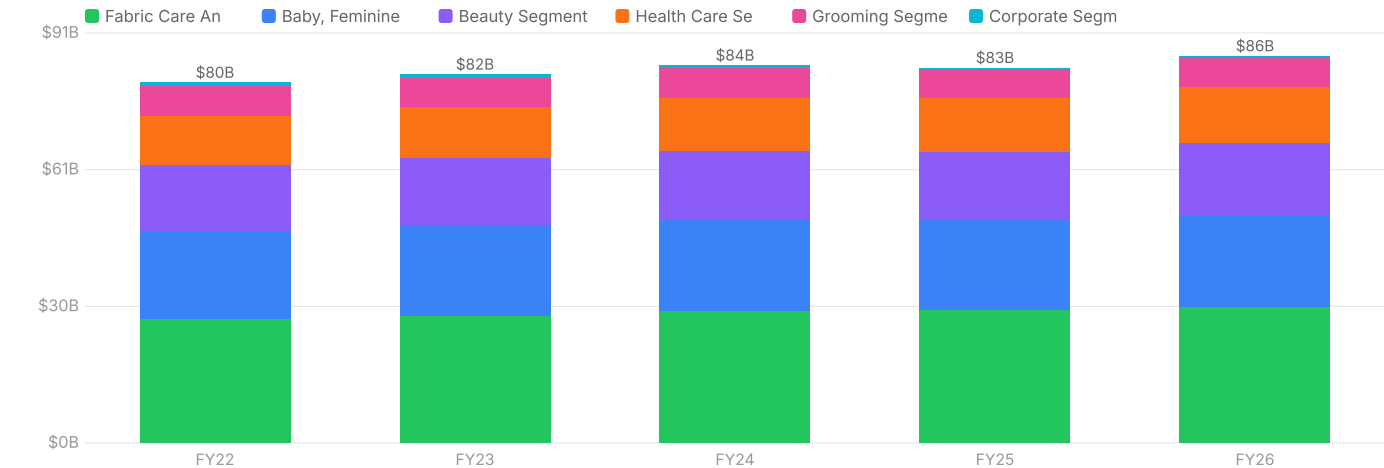
INCOME TRENDS — 5 YEAR

live financials



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Revenue by Segment — Stacked



Live segmentation data.

YoY Growth Heatmap — Income Lines

YOY GROWTH	FY22	FY23	FY24	FY25	FY26
Revenue	+5.3%	+2.3%	+2.5%	+0.3%	+3.3%
Gross profit	-2.5%	+3.2%	+10.1%	-0.2%	+1.3%
Operating income	-1.0%	+1.8%	+2.3%	+10.3%	-3.4%
Net income	+3.0%	-0.6%	+1.5%	+7.4%	+0.5%

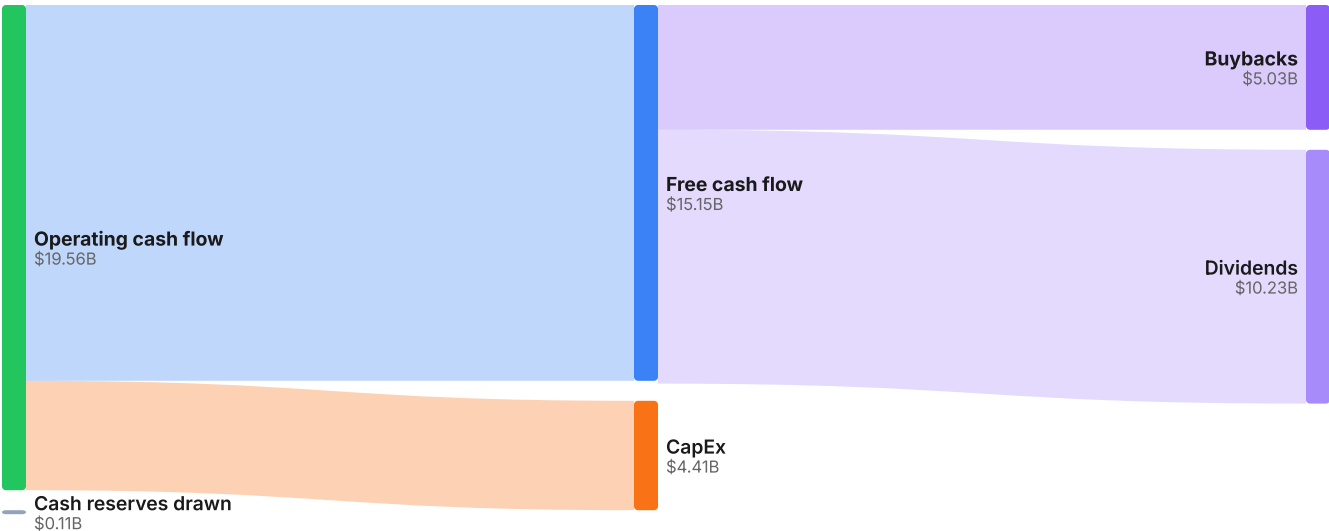
23 INCOME STATEMENT — FULL						live financials
\$B · FY ENDS	FY22	FY23	FY24	FY25	FY26	TREND
Revenue	80.2	82.0	84.0	84.3	87.0	
Cost of revenue	42.2	42.8	40.8	41.2	43.4	
Gross profit	38.0	39.2	43.2	43.1	43.7	
R&D expense	0.0	0.0	0.0	0.0	0.0	
SG&A expense	20.2	21.1	23.3	22.7	23.9	
Operating income	17.8	18.1	18.5	20.5	19.7	
EBITDA	21.2	21.8	22.6	23.9	24.4	
D&A	2.8	2.7	2.9	2.8	3.2	
Pretax income	18.0	18.4	18.8	20.2	20.4	
Income tax	3.2	3.6	3.8	4.1	4.2	
Net income	14.7	14.7	14.9	16.0	16.0	
Diluted EPS (\$)	5.81	5.90	6.02	6.51	6.62	
Diluted shares (M)	2,539	2,484	2,472	2,454	2,422	

CASH FLOW TRENDS						live data
OPERATING CF	CAPEX	FREE CASH FLOW	SBC	BUYBACKS	NET CASH CHANGE	
 \$20B	 \$4B	 \$15B	 \$1B	 \$5B	 \$0B	

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WHERE THE CASH WENT — FY2026

cash Sankey, live data



Balance Sheet — Full

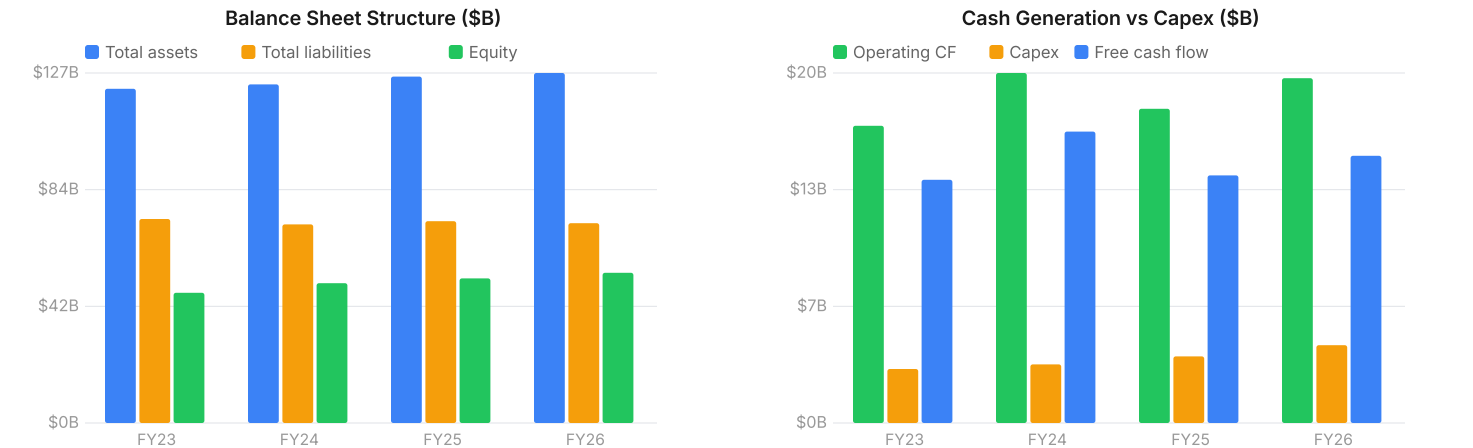
\$B	FY23	FY24	FY25	FY26	
Cash & equivalents	8.2	9.5	9.6	9.9	
ST investments	0.0	0.0	0.0	0.0	
Receivables (net)	5.5	6.1	6.2	6.1	
Total current assets	22.6	24.7	25.4	26.2	
PP&E (net)	21.9	22.2	23.9	25.4	
Goodwill + intangibles	64.4	62.4	63.6	62.7	
Total assets	120.8	122.4	125.2	126.5	
Accounts payable	14.6	15.4	15.2	16.3	
Short-term debt	10.2	7.2	9.5	11.3	
Deferred revenue	0.0	0.0	0.0	0.0	
Total current liabilities	35.8	33.6	36.1	38.7	
Long-term debt	24.4	25.3	25.0	22.8	
Total liabilities	73.8	71.8	72.9	72.2	
Shareholders' equity	47.1	50.6	52.3	54.3	

Cash Flow Statement — Full

\$B	FY23	FY24	FY25	FY26	
Net income	14.7	14.9	16.1	16.1	
D&A	2.7	2.9	2.8	3.2	
Stock-based compensation	0.5	0.6	0.5	0.5	
Working capital change	(1.2)	(0.4)	(2.5)	0.4	
Operating cash flow	16.8	19.8	17.8	19.6	
Capital expenditures	(3.1)	(3.3)	(3.8)	(4.4)	
Investing cash flow	(3.5)	(3.5)	(3.8)	(4.6)	
Buybacks	(7.4)	(5.0)	(6.5)	(5.0)	
Dividends paid	(9.0)	(9.3)	(9.9)	(10.2)	
Debt issuance / (repay)	2.9	(2.4)	0.6	(0.1)	
Financing cash flow	(12.1)	(14.9)	(14.0)	(14.5)	
Free cash flow	13.8	16.5	14.0	15.1	

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24 EXPANDED RATIO ANALYSIS (I)

live ratio engine · profitability · valuation

RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
PROFITABILITY							
ROE	31.7%	31.4%	30.7%	31.2%	30.2%	30%	
ROA	12.5%	12.3%	12.2%	12.9%	12.7%	12.7%	
ROIC	20.4%	19.7%	20.0%	20.9%	19.7%	15.7%	
Gross margin	47.4%	47.9%	51.4%	51.2%	50.2%	50.2%	
Operating margin	22.2%	22.1%	22.1%	24.3%	22.7%	22.7%	
Net margin	18.4%	17.9%	17.7%	19.0%	18.4%	18.4%	
EBITDA margin	26.5%	26.5%	26.9%	28.4%	28.1%	28.1%	
FCF margin	16.9%	16.8%	21.1%	16.7%	18.3%	—	
VALUATION							
P/E	22.51	24.08	26.38	24.14	22.14	23.6	
P/B	7.12	7.54	7.81	7.42	6.54	7.1	
P/S	4.14	4.30	4.67	4.58	4.08	4.25	
P/FCF	24.46	25.60	22.09	27.46	22.32	23.3	
EV/EBITDA	16.80	17.42	18.44	17.21	15.58	16.2	
EV/Revenue	4.45	4.63	4.96	4.88	4.37	4.5	
Earnings yield	4.4%	4.2%	3.8%	4.1%	4.5%	4.16%	
FCF yield	4.1%	3.9%	4.5%	3.6%	4.5%	4.30%	

EXPANDED RATIO ANALYSIS (II)

leverage · solvency

RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
LEVERAGE & SOLVENCY							
Current ratio	0.65	0.63	0.73	0.70	0.68	0.68	
Quick ratio	0.45	0.44	0.53	0.49	0.47	0.47	
Debt / equity	0.69	0.76	0.66	0.68	0.64	0.64	
Debt / assets	27.6%	29.3%	27.3%	28.3%	27.7%	27.7%	
Net debt / EBITDA	1.18	1.25	1.06	1.08	1.03	1.03	
Interest coverage	41.99	25.28	21.26	23.23	24.23	—	

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EXPANDED RATIO ANALYSIS (III)							efficiency · growth · per-share · scores
RATIO	FY22	FY23	FY24	FY25	FY26	TTM	TREND
EFFICIENCY							
Asset turnover	0.68	0.69	0.69	0.68	0.69	0.69	
Receivables turnover	16.25	15.45	14.50	13.70	14.22	14.4	
DSO (days)	22	24	25	27	26	25	
DPO (days)	124	126	134	136	133	137	
Cash conversion cycle	-45	-42	-46	-44	-41	-43	
GROWTH (YoY)							
Revenue growth	5.3%	2.3%	2.5%	0.3%	3.3%	—	
Net income growth	3.0%	-0.6%	1.5%	7.4%	0.5%	—	
EPS growth	5.1%	1.2%	1.8%	8.1%	1.8%	—	
FCF growth	-12.9%	1.6%	28.9%	-21.0%	13.3%	—	
PER SHARE (\$)							
EPS (diluted, TTM)	5.84	5.91	6.02	6.51	6.62	6.62	
Book value / share	18.46	18.88	20.34	21.19	22.42	22.42	
Revenue / share	31.78	33.10	33.99	34.34	35.93	35.93	
FCF / share	5.38	5.56	7.19	5.72	6.57	6.57	
Cash / share	2.86	3.33	3.84	3.89	4.10	4.10	
SHAREHOLDER RETURN & SCORES							
Buyback yield	3.0%	2.2%	1.3%	1.7%	1.4%	1.42%	
Altman Z-Score	5.26	5.31	5.83	5.75	5.58	5.7	
Piotroski F-Score	6	6	9	5	6	7/9	
Beneish M-Score	-2.42	-2.55	-2.64	-2.52	-2.67	-2.67	

25 EARNINGS QUALITY PANEL				live scores
MODEL	SCORE	ZONE	NOTE	
Piotroski F-Score	7 / 9	Strong		
Altman Z-Score	5.7	Safe (>2.99)	Safe	
Income quality	1.26	Cash-backed	OCF ÷ net income	
Beneish M-Score	-2.67	Non-manipulator	vs -2.22 threshold	

26 DUPONT & GROWTH QUALITY				live analysis engine
DUPONT DECOMPOSITION (TTM)		VALUE	GROWTH QUALITY (LIVE)	VALUE
Tax burden		0.79	Revenue stability	0.95
Interest burden		0.96	Earnings stability	0.85
Operating margin		24.4%	Earnings persistence	1.00
Asset turnover		0.69×	Revenue CAGR 3y	2.0%
Financial leverage		2.37×	EPS CAGR 3y	3.8%
= ROE		30%	FCF CAGR 3y	4.9%

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The Procter & Gamble Company (PG)

Consumer Defensive / Household & Personal Products



EQUITY FACTSHEET

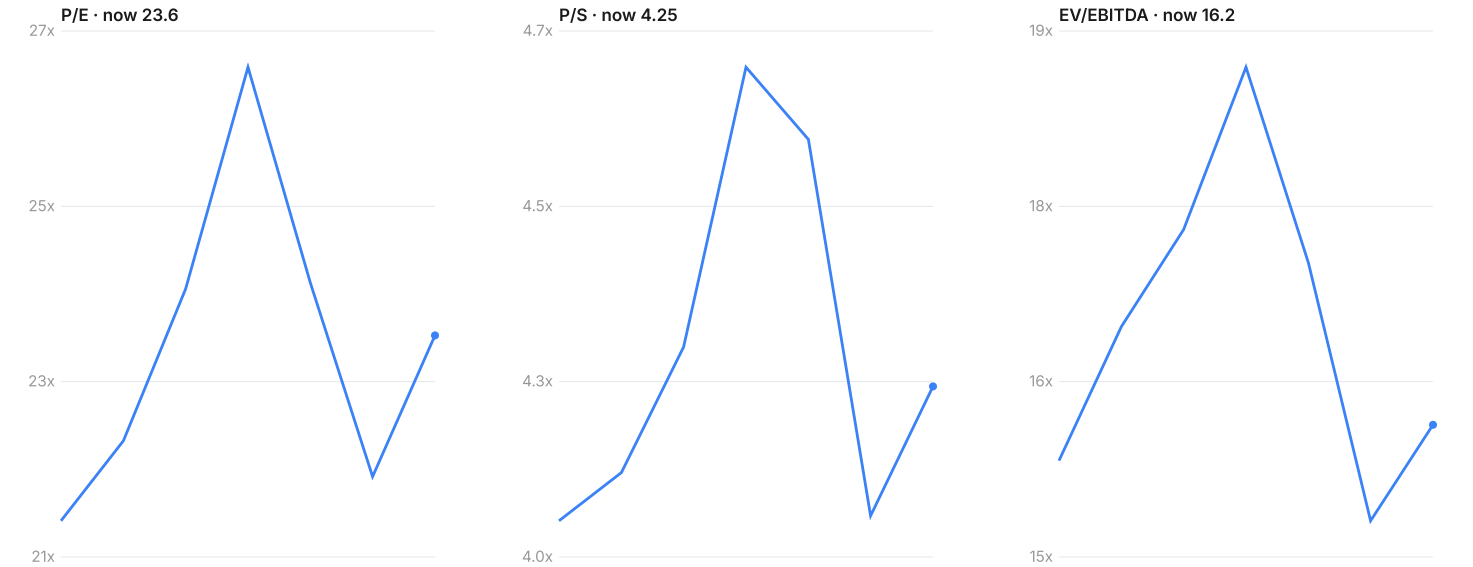
Report Date: 2026-Oct-18

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SHAREHOLDER RETURN PROFILE live

BUYBACK YIELD 1.42%	DIVIDEND YIELD 2.71%	TOTAL SHAREHOLDER RETURN 4.07% cash yield	SBC / REVENUE 0.6% dilution pressure
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27 MULTIPLE HISTORY — FY SNAPSHOTS + TTM live ratio engine



28 PEER COMPARISON live peer engine

COMPANY	MKT CAP	P/E	ROE	NET MARGIN	REV GROWTH	PIOTROSKI	1-YR RET
CL	\$75.0B	37.0	434%	12.9%	+5.2%	8/9	+21.3%
EL	\$37.9B	205.0	5%	-3.2%	+5.1%	7/9	+8.4%
KO	\$404.0B	28.2	44%	33.1%	+6.5%	9/9	+39.8%
PM	\$319.8B	29.5	-106%	25.2%	+9.1%	8/9	+31.4%
COST	\$438.3B	47.6	28%	3.1%	+10.1%	8/9	—
PEP	\$179.2B	16.5	52%	12.1%	+6.4%	9/9	—
BUD	\$163.3B	13.9	19%	19.8%	+2.9%	8/9	—
WMT	\$945.5B	42.9	23%	3.4%	+6.2%	6/9	—

1-yr returns computed from adjusted price history; peers without a tracked series show —.

29 ANALYST CONSENSUS & ESTIMATES live consensus

Buy

53 Analysts



MEAN TARGET (QTR) \$154.00 6 targets	TARGET VS. PRICE -3.3% last-quarter mean	NEXT REPORT 2026-10-22 street \$1.88	
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CONSENSUS ESTIMATES	REVENUE MEAN	HIGH / LOW	EPS MEAN	HIGH / LOW	# EPS EST.
FY2026	\$87.15B	\$88.07B / \$86.57B	\$6.88	\$6.90 / \$6.84	14
FY2027	\$88.79B	\$89.32B / \$88.11B	\$6.97	\$7.03 / \$6.90	15
FY2028	\$91.33B	\$92.52B / \$90.03B	\$7.39	\$7.47 / \$7.22	15



The Procter & Gamble Company (PG)

Consumer Defensive / Household & Personal Products



EQUITY FACTSHEET

Report Date: 2026-Oct-18

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30 STREET TARGETS & THIRD-PARTY RATING

live targets + composite

Street Price Target — Trajectory

WINDOW	AVG TARGET	VS. PRICE	# TARGETS
Last Month	\$166.00	+4.2%	2
Last Quarter	\$154.00	-3.3%	6
Last Year	\$159.88	+0.4%	24
All Time	\$162.56	+2.0%	84

Rolling mean of published targets vs. last close \$159.31. Aggregated from StreetInsider, Benzinga, Pulse 2.0.

Third-Party Composite Rating

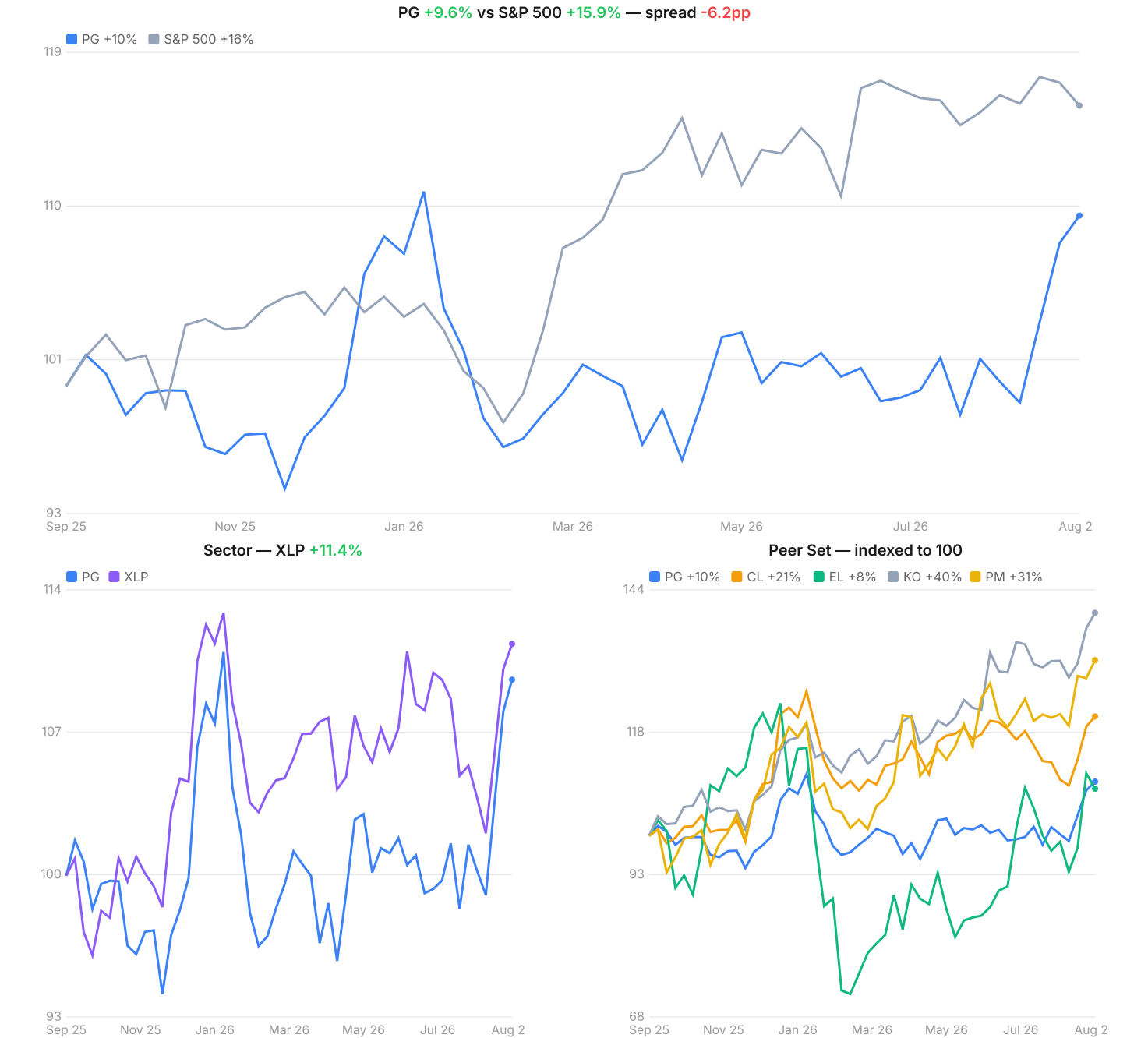
B+

DCF4/5ROE5/5ROA5/5DEBT/EQ2/5P/E2/5P/B1/5

Independent quant composite as of 2026-10-16; components scored 1-5 (5 best). Shown for contrast with the InsiderStreet Score — methodologies differ.

31 PRICE PERFORMANCE — INDEXED, 12 MO

live prices · benchmark + sector + peer set



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TECHNICAL CHART — 6-MONTH DAILY CANDLES, INDICATORS ON site chart, print edition



Candlesticks with SMA 20/50 overlay, Bollinger (20,2σ) band, volume, and Wilder RSI(14) — computed from live daily OHLCV.

MOVING AVERAGE RIBBON & TREND site technicals-tab chart, live indicator history



MOVING AVERAGE	VALUE	DISTANCE	% DISTANCE	SIGNAL
SMA 20	\$149.41	+9.90	+6.63%	Above
SMA 50	\$146.87	+12.44	+8.47%	Above
SMA 200	\$146.75	+12.56	+8.56%	Above
EMA 9	\$153.84	+5.47	+3.56%	Above
EMA 21	\$150.60	+8.71	+5.78%	Above
EMA 50	\$148.22	+11.09	+7.48%	Above
EMA 200	\$147.22	+12.09	+8.21%	Above

Series and readings from the nightly technical-indicator history — identical data to the site's ribbon chart. Supertrend segments colored by direction.

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32 TECHNICAL POWER SCORE

EDGE · site engine · 92/100 composite

TECHNICAL VERDICT

BULLISH

Power Score +83

22 of 22 indicator votes bullish

Family Scores (site weights)

Trend 30%

Momentum 25%

Volume 20%

Volatility 10%

Patterns 15%

100

100

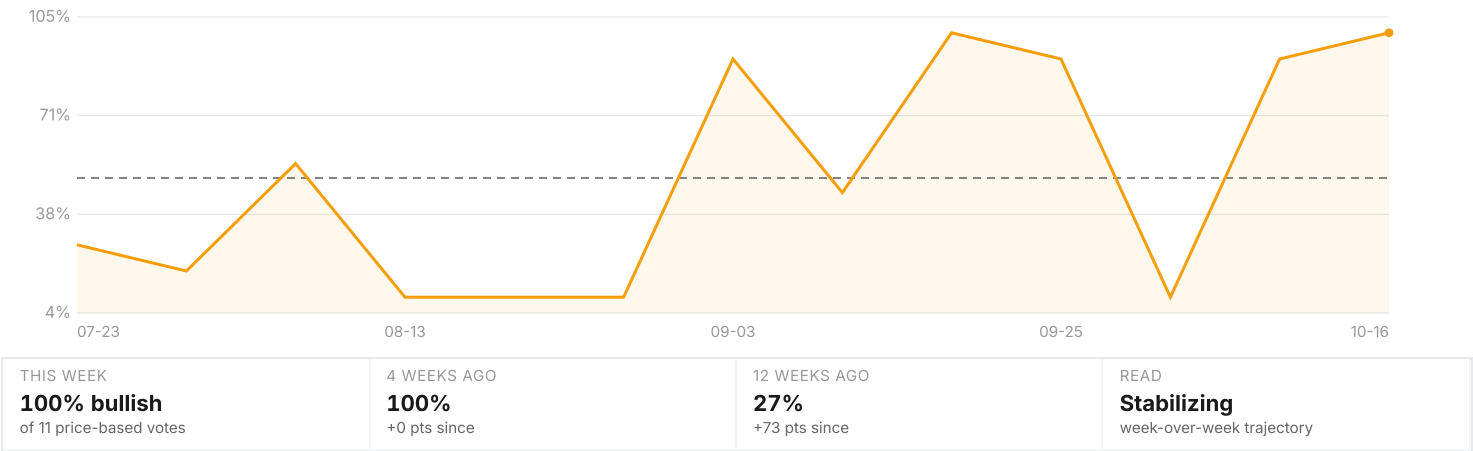
94

100

50

BULLISH — BUT WHICH WAY IS IT TRENDING?

vote share recomputed weekly, 13 weeks



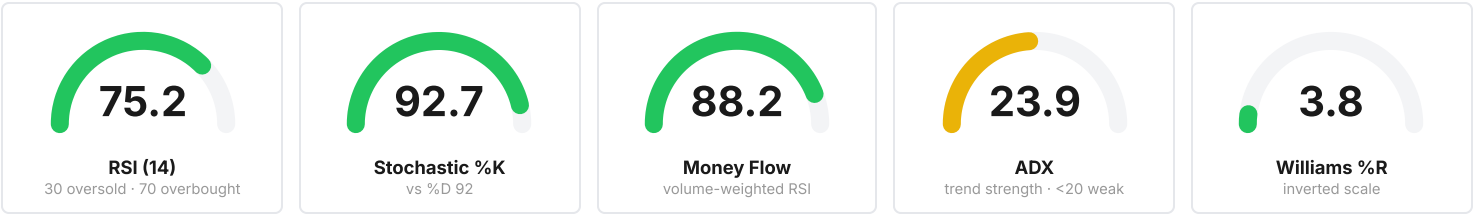
INDICATOR VOTE GRID

22 bull / 0 bear

● Price vs SMA 20	\$149.41	● Price vs SMA 50	\$146.87	● Price vs SMA 200	\$146.75
● EMA 9/21 Cross	153.8/150.6	● SMA 50/200	Golden	● ADX Direction	ADX 24
● Supertrend	\$151	● Parabolic SAR	\$149	● SMA Slope	0.650
● RSI	75.2	● Stochastic K/D	93/92	● StochRSI K/D	100/99
● Williams %R	-4	● CCI	192	● TSI vs Signal	28.9
● CMO	50.4	● ROC	9.96%	● OBV Signal	Accum
● Chaikin MF	0.110	● MFI	88	● Force Index	13M
● Elder Ray Bull	9.38				

INDICATOR GAUGES

site technicals-tab style



33 KEY LEVELS & VOLATILITY

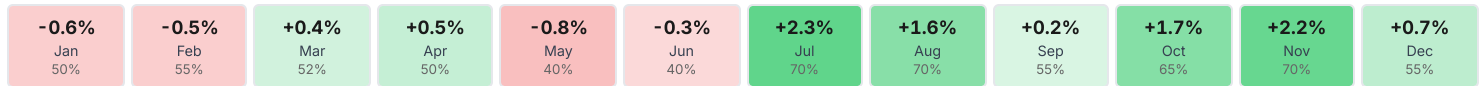
live indicator table

LEVEL	VALUE	LEVEL	VALUE
Pivot / R1 / R2	\$157.94 / \$159.09 / \$161.10	S1 / S2	\$155.93 / \$154.78
Bollinger (20,2)	\$140.87 – \$157.96	Squeeze	Off
52-wk range	\$134.63 – \$164.77	Off 52-wk high	-3.3%
ATR (14)	\$2.59 (1.6%)	Historical vol	18.6%

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34 SEASONALITY — 20-YEAR AVERAGES

live model · win rates shown



Sample: 20 years — treat short histories as suggestive, not statistical.

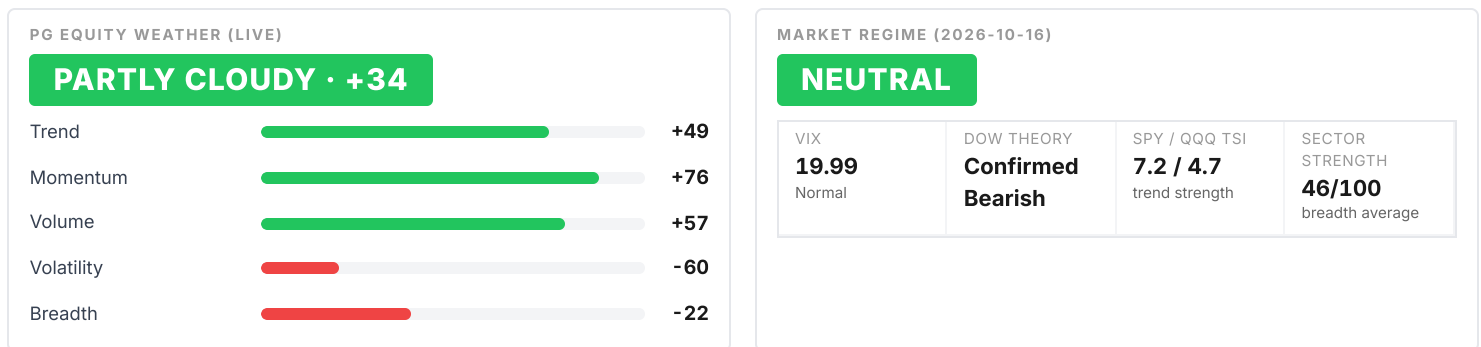
35 RISK INDICATORS

computed from live price history

COMPUTED FROM LIVE WEEKLY PRICES	PG	S&P 500
Weekly volatility (σ , 1y)	2.45%	1.83%
Best / worst week (1y)	+6.5% / -6.0%	—
Max drawdown (5y, monthly)	-19.9%	—
1 - week VaR (95%)	-3.5%	—
Beta (5y)	0.38	1.00

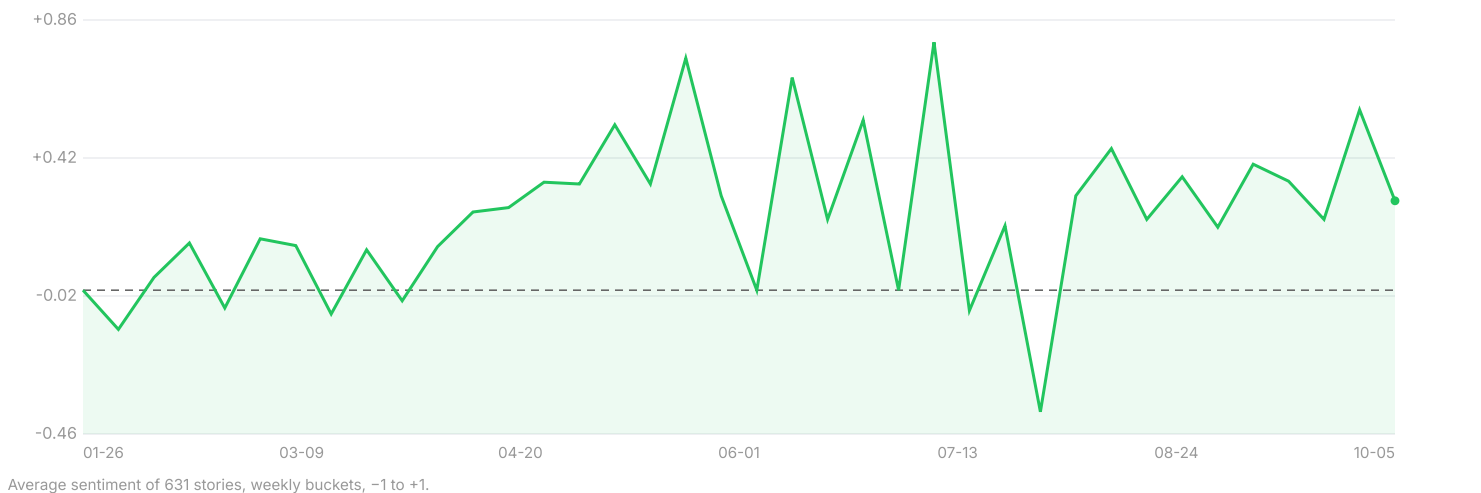
36 EQUITY WEATHER & MARKET REGIME

EDGE · live weather engine



37 NEWS SENTIMENT — WEEKLY

live Glauxie-scored feed



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38 WEATHER - COMPANY VS INDUSTRY, SECTOR, UNIVERSE

EDGE · live weather engine · Partly Cloudy

OVERALL +34.0 +43.8 vs industry	TREND +49.4 +49.8 vs industry	MOMENTUM +75.6 +72.5 vs industry	VOLUME +57.4 +43.2 vs industry
--	--	---	---

READING	PG	HOUSEHOLD & PERSONAL PRODUCTS N=397	CONSUMER DEFENSIVE N=3,080	ALL US SYMBOLS N=70,435
Overall	+34.0	-9.7	-15.7	-20.5
Trend	+49.4	-0.4	-19.0	-21.3
Momentum	+75.6	+3.1	-6.2	-15.8
Volume	+57.4	+14.2	-5.0	-3.8

Trend, momentum and volume are computed per company. Volatility and breadth are market-regime values shared by every symbol in the universe, so they are reported once under Market Regime rather than compared here - a company cannot differ from its sector on a constant.

39 EXECUTIVE COMPENSATION

live proxy data · FY2025

EXECUTIVE	TOTAL COMP	STRUCTURE
Jon R. Moeller Chairman of the Board, Presid	\$21.9M	53% equity+incentive
Shailesh Jejurikar Chief Operating Officer	\$9.6M	38% equity+incentive
Andre Schulten Chief Financial Officer	\$8.5M	40% equity+incentive
Sundar Raman CEO - Fabric and Home Care	\$7.2M	32% equity+incentive
Jennifer L. Davis CEO - Health Care	\$6.0M	37% equity+incentive

40 ESG ASSESSMENT

live disclosure-derived scores

PILLAR (LIVE DISCLOSURE SCORES)	SCORE
Environmental	75
Social	72
Governance	67
Composite ESG	71



41 8-K MATERIAL EVENTS

live EDGAR feed

FILED	8-K CONTENTS	ITEMS
2026-10-16	Shareholder Vote	5.07
2026-10-13	Regulation FD; Exhibits	7.01,9.01
2026-07-29	Officer/Director Change; Regulation FD; Exhibits	5.02,7.01,9.01
2026-07-29	Earnings Release; Exhibits	2.02,9.01
2026-07-29	Regulation FD; Exhibits	7.01,9.01
2026-07-14	Regulation FD; Exhibits	7.01,9.01
2026-04-24	Earnings Release; Exhibits	2.02,9.01
2026-04-24	Regulation FD; Exhibits	7.01,9.01

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42 METHODOLOGY

Methodology. Every figure originates in InsiderStreet's production data layer and is computed deterministically by the same engines that power insiderstreet.ai. This factsheet contains no model-written text. Sections without underlying data are omitted rather than estimated.

43 DISCLOSURES

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44 DATA PROVENANCE FOR THIS REPORTsources · coverage · method

DATA DOMAIN	SOURCE	COVERAGE FOR THIS REPORT
Price & volume	market_db.historical_prices	52 rows
Fundamentals	income_statements_annual	6 rows · 2021 to 2026
Reported vs consensus	fact/earnings_calendar	24 rows · 2020-07-30 to 2026-04-24
Analyst estimates	dim/forward_estimates	3 rows · 2026-06-30 to 2028-06-30
Institutional ownership (13F)	holdings_db.institutional_ownership_summary	124 rows · 1987 to 2026
Insider transactions (Form 4)	edgar/form4	12 rows · 2026-10-05 to 2026-10-13
Proposed sales (Form 144)	edgar/form144	1 record
Beneficial ownership (13D/G)	edgar/13dg	2 rows · 2025-09-08 to 2026-04-30
Short-sale volume (FINRA)	edgar/short_volume_daily	60 rows · 2026-07-23 to 2026-10-15
Dark pool (ATS, tier 1)	edgar/darkpool_weekly	12 rows · 2026-06-15 to 2026-08-31
ETF & fund holding	etf_holdings_changelog (30d)	1 record
Peer set	stock_peers_dynamic	8 rows
Industry medians	industry_medians	1 record
Congressional trades	congress_db (House + Senate)	1 record
ESG	fact/esg_disclosures	1 record

Method. Every figure in this factsheet is looked up from a named field computed in code. It contains no model-written text.

Not covered. Short interest as a percent of float and days-to-cover are not in this data set — the short-sale figures above are FINRA volume, a flow, and cannot support squeeze or covering analysis. Options positioning and intraday data are also absent. 13F ownership is filed 45 days after quarter end and congressional trades are disclosed on a lag, so both describe a past position, not a current one.