

Professional focuses on workplace health/safety (supporting products incl. apparel, wipers, soaps, sanitizers, tissues and towels),

CEO: Thomas J. Falk. Inc.: DE. Addr.: P.O. Box 619100, Dallas, TX 75261. Tel.: 972-281-1200. Internet: www.kimberly-clark.com.

Past Est'd '11-'13 ANNUAL RATES Past Past 10 Yrs. 7.0% 4.0% 3.5% 9.5% to '17-'19 4.0% 7.0% 9.0% 5.0% 5 Yrs. 5.0% 3.0% 2.5% 7.5% of change (per sh) Sales "Cash Flow" Earnings Dividends Book Value 2.0% 6.5%

6091

5848

6050

Current Liab.

Cal- endar	QU/ Mar.31		1 \$) SALES Sep.30		Full Year
2011	5029	5259	5382	5176	20846
2012	5241	5269	5246	5307	21063
2013	5318	5267	5262	5305	21152
2014	5278	5343	5445	5484	21550
2015	5480	5550	5600	5690	22320
Cal-	EARNINGS PER SHARE A				Full
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2011	.86	1.03	1.09	1.01	3.99
2012	1.18	1.26			4.42
2013	1.36	1.36	1.42	1.40	5.53
2014	1.41				5.70
2015	1.45	1.50	1.55	1.50	6.00
Cal-	QUARTERLY DIVIDENDS PAID B =				Full
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2010	.60	.66	.66	.66	2.58
2011	.66	.70	.70	.70	2.76
2012	.70	.74	.74	.74	2.92
2013	.74	.81	.81	.81	3.17
2014	.84	.84	.84		

Kimberly-Clark's results ought to pick up somewhat in the back half of the year. The consumer goods conglomerate registered relatively flat top- and bottomline totals in the first half of 2014. Costsavings and restructuring initiatives, along with a lower share count, ought to lift bottom-line comparisons in the near term. These should offset headwinds from higher cost inflation and operating expenses, along with the costs associated with the pending spinoff of its healthcare business (discussed below). In addition, incremental price hikes implemented across its product lines should help support revenues. In all, we look for Kimberly to gain steam in the later months of the year, with the top and bottom lines eking out 2% and 3% gains, respectively, for 2014.

Plans to spin off its healthcare business are under way. Kimberly announced plans to separate the segment last November. It filed registration papers with the SEC, and the new business, named Halyard Health, will likely trade on the NYSE. The tax-free spinoff still awaits board approval and other closing conditions, but management expects the deal to close by the end of October. And the company is raising capital to complete the deal. This move should allow Kimberly to focus on its other business segments.

The company is trying to expand its footprint. Over the past few quarters, Kimberly has ramped up its product development expenditures, focusing on innovation. Ongoing branding efforts ought to extend its market reach. Too, ongoing geographic expansion, spurred by the restructuring of its European arm, and emphasis on global distribution and investments in emerging markets, should complement its holdings nicely.

These shares have conservative investment appeal. This issue earns our highest marks for Safety (1) and Financial Strength. Moreover, KMB tends to trade in a relatively narrow band, and is ranked to keep pace with the broader market in the year ahead. That said, we foresee modest capital appreciation potential 3 to 5 years hence. While the stock's attractive dividend yield should bolster its total return possibilities somewhat, momentumdriven investors ought to look elswhere. September 26, 2014 Orly Seidman

(A) Dil. earnings. Excl. non-recurring (\$0.04). Next earnings report due late October. gains/(losses): '98, (\$0.27); '99, \$0.11; '01, (**B**) Div's hist. paid in early Jan., Apr., Jul., and (\$0.25); '02, (\$0.12); '03, (\$0.05); '04, (\$0.01); Oct. • Div'd reinvestment plan available. '05, (\$0.50); '06, (\$0.65); '07, (\$0.16); '08, (**C**) Incl. intang. In '13: \$3,424.0 mill., \$8.99/sh. (\$0.04). Next earnings report due late October.

(B) Div's hist. paid in early Jan., Apr., Jul., and Oct. • Div'd reinvestment plan available.

(C) In millions.

(E) Foreign: FIFO.

Company's Financial Strength Stock's Price Stability Price Growth Persistence Earnings Predictability