The Procter & Gamble Company (PG) - ANALYST REPORT

Executive Summary with Comprehensive Analysis

$144.55 **+$0.29 (+0.20%)** AS OF 2026-08-14

Strategy: Conservative Stop Loss (Fixed ATR-based)

QUICK DECISION

Action: HOLD | **Confidence:** LOW | **Signal Strength:** 0/7 (no confluence event in the last 30 days)

EXECUTIVE SUMMARY - Essential Metrics

TECHNICAL METRICS	VALUE	FUNDAMENTAL METRICS	VALUE
Current Price	$144.55	Market Cap	$336.6B
Past Win Rate (Backtest)	56.2%	Forward P/E	19.5x
Past Total Return	+28.3%	Analyst Target	$160.57
RSI / Trend Strength	45 / 6	Upside to Target	+11.1%
MACD Signal	Bearish	Revenue Growth	+1.5%
Profit Factor	2.12	Institutional Own.	72.0%
Position Entry	2026-06-15 @ $149.35	Analyst Ratings	14 Buy / 10 Hold / 0 Sell
Open Position Past P&L	-3.2%		

TECHNICAL ANALYSIS SUMMARY

Indicator	Value	Signal
EMA 20	$145.99	Bearish
EMA 50	$146.27	Bearish
RSI (14)	45.0	Neutral range
Trend Strength (ADX)	5.9	Weak/No trend (<20)

CONSENSUS HUD

HOLD +11.1% to $160.57 on a 2.66:1 reward-to-risk, 6-12 month horizon

SIGNAL STRENGTH	WIN RATE	STREET	UPSIDE	RISK / REWARD
0/7	56%	14/24	+11.1%	2.66:1
no signal in 30d	16 backtested trades	analysts rate buy	to analyst target	vs. 2x ATR stop

Technical Confluence	0/7 (no signal in 30d)	**Backtest**	56.2% win rate, +28.3% total return
Analyst Consensus	14 buy / 10 hold / 0 sell	**Target Price**	$160.57 (+11.1%)
Market Volatility	Beta 0.38	**Valuation**	19.5x forward P/E
Revenue Growth	+1.5%	**Institutional Own.**	72.0%
Position	Already open — -3.2%	**News Sentiment**	Slightly Bullish (+1.5/10)

Action Plan: Maintain position with -3.2% unrealized gain. Watch for confluence signal to add.

■ *KEY INSIGHT*

The fixed stop strategy has proven effective (Win Rate: 56.2%, Avg Return: +3.6%), but patience is critical. Only enter on confirmed signals with proper risk management. Current technical confluence of 0 does not meet entry threshold of 5 - remain on sidelines. Fundamental backdrop shows -16% earnings growth with 72% institutional ownership, indicating strong conviction from professional investors.

■ INTELLIGENT STOP LOSS STRATEGY

METRIC	VALUE	DETAILS
Current Price	**$144.55**	Latest market price
Buy Stop Loss	**$138.53**	Conservative 2.0x ATR (4.2% distance)
Position Stop Loss	**$137.02**	Adaptive 2.50x ATR (5.2% distance)
ATR (14-day)	$3.01	Volatility: 2.1% of price
ADX Strength	5.9	Weak/No Trend

Status: Position down -3% - Wider stops for recovery

ADX: 20-25 = Emerging trend | 25-50 = Strong trend | 50+ = Very strong

■ Strategy Comparison: Conservative vs Adaptive

METRIC	CONSERVATIVE (2.0x ATR)	ADAPTIVE (Dynamic)
Past Win Rate	56%	48%
Past Total Return	+28.3%	+29.4%
Max Drawdown	-14.2%	-11.4%
Total Trades	16	21
Position	OPEN	OPEN

Both strategies analyzed independently. Conservative uses fixed 2.0x ATR stops. Adaptive adjusts stops based on position profit.

■ ANALYST RATING CHANGES - COMPLETE HISTORY

All recent upgrades, downgrades, and price target changes (last 90 days)

Firm	Action	From → To	Date
Argus Research	DOWNGRADE	Buy → Hold	Aug 07, 2026
HSBC	DOWNGRADE	Buy → Hold	Jul 30, 2026
Bernstein	INITIATED	Market Perform	Jun 11, 2026

Analyst Price Targets

Average Target: $160.57 (+11.1% from current)
High Target: $186.00 (+28.7%)
Low Target: $143.00 (-1.1%)
Current Price: $144.55

RISK HUD - Deep Dive Assessment

Five risk axes scored LOW / MODERATE / HIGH, then the mitigation that follows from them.

CONTAINED RISK no single axis reads high

MARKET	VOLATILITY	VALUATION	EVENT	TECHNICAL
LOW	**MODERATE**	**LOW**	**LOW**	**LOW**
beta 0.38	ATR 2.1% of price	fwd P/E 19.5x	earnings in 69d	RSI 45

Mitigation - Stop	2-3x ATR = $6.02 - $9.03 below entry (4.2% at 2x)	**Mitigation - Sizing**	standard position size is supportable
52-Week Range	$137.62 - $167.25, now $144.55	**Next Earnings**	Oct 22, 2026 (69d away)
Short Interest	1.2% of float - normal short activity	**Sector Exposure**	Consumer Defensive - cycle and regulatory risk specific to the group
Backtest Edge	56.2% win rate (9W / 7L), 2.12x profit factor	**Win vs. Loss Size**	avg win 10.1% vs. avg loss -4.7%
Current Setup	0/7 (no signal in 30d) - no setup, awaiting signal	**Company-Specific**	Competition, Market conditions, Regulatory changes

BUY-SIDE HUD - Portfolio Management

How much to own, what the historical edge is, and whether the position can be traded at size.

MARKET WEIGHT +11.1% to the $160.57 analyst target against a 4.2% stop - favorable risk-adjusted return

UPSIDE	RISK / REWARD	WIN RATE	PROFIT FACTOR	POSITION
+11.1%	**2.66:1**	**56%**	**2.12x**	**-3.2%**
to analyst target	vs. 2x ATR stop	16 backtested trades	avg trade +3.6%	open position

Signal Strength	**0/7 (no signal in 30d) - no setup, awaiting signal**	**RSI / ADX**	**45 / 5.9 - weak/no trend (<20)**
Stop Zone (2-3x ATR)	$6.02 - $9.03 below entry	**Next Catalyst**	Oct 22, 2026 earnings
Avg Volume	**8.8M/day - lower liquidity**	**Execution Risk**	**Moderate at institutional size**
Market Cap	$336.6B - large cap	**Beta**	**0.38 - below-market volatility**
Institutional Own.	**72.0% - largest: Blackrock Inc.**	**Short Interest**	1.2% of float - moderate

SELL-SIDE HUD - Investment Research

The Procter & Gamble Company - Consumer Defensive / Household & Personal Products. What the business is worth and where the Street stands.

NEUTRAL mixed signals - execution and margin recovery are the swing factors

FORWARD P/E	PEG	REVENUE GROWTH	EPS GROWTH	OPERATING MARGIN
19.5x	4.13	+2%	+12%	22%
reasonable multiple	growth-adjusted P/E	year over year	next fiscal year	profitability

Analyst Consensus	**Strong Buy - 14B / 10H / 0S across 24 analysts**	**Target Range**	**$143.00 - $186.00, avg $160.57 (+11.1%)**
Trailing P/E	**21.8x**	**Price / Sales**	**3.87x - premium**
Price / Book	**6.30x**	**Enterprise Value**	$362.1B (4.16x revenue)
Revenue (TTM)	$87.0B	**Free Cash Flow**	**$13.3B**
Earnings Growth	**-15.5%**	**Institutional Own.**	**72.0% - very high confidence**
Key Competitors	Various industry players	**Market Share**	0% US / 0% global - competitive player
Moat	Market position, Technology, Brand	**Key Products**	Core products and services

7-DAY NEWS SENTIMENT ANALYSIS

Market Sentiment from Recent Financial News

METRIC	VALUE	ANALYSIS
Overall Score	**+1.5 / 10**	Slightly Bullish
Articles Analyzed	3	Last 7 days (top 5 shown per category)
Bullish Articles	2 (67%)	Positive sentiment
Bearish Articles	1 (33%)	Negative sentiment
Neutral Articles	0 (0%)	Mixed/Neutral tone

TOP BULLISH HEADLINES

1. **Here's How Many Shares of Procter & Gamble You'd Need for $10,000 in Yearly Dividends.** (Motley Fool, Aug 11)

Procter & Gamble has one of the longest dividend increase streaks of any American company, but it's not inexpensive to wring $10,000 in year payouts f...

Source: https://www.fool.com/investing/2026/08/11/heres-how-many-shares-of-procter-gambl

2. **Procter & Gamble (PG) Issues 2027 Guidance, Is The Stock Expensive?** (Simply Wall St., Aug 11)

Procter & Gamble (PG) has just updated investors with full year 2027 guidance, new quarterly earnings expectations, and fresh details on capital retur...

Source: https://finance.yahoo.com/markets/stocks/articles/procter-gamble-pg-issues-2027-

TOP BEARISH HEADLINES

1. **All It Takes Is $17,000 Invested in This High-Yield Dividend King Stock to Generate Over $500 in Yea** (Motley Fool, Aug 13)

Procter & Gamble isn't a flashy company, but its dividend will appeal to investors looking for a payout they can count on....

Source: https://www.fool.com/investing/2026/08/13/all-it-takes-is-17000-invested-in-this

SENTIMENT INTERPRETATION

The news sentiment is **moderately bullish**, showing generally positive coverage with some caution. Market perception appears favorable but not overwhelmingly positive. This neutral-to-positive sentiment suggests steady conditions without extreme optimism.

REFERENCE: APPENDIX A - Complete Technical Indicators

Comprehensive Technical Data for Quantitative Analysis

Indicator	Value	Interpretation
Current Price	$144.55	as of 2026-08-14
Volume	7.2M	avg 8.8M/day
EMA 20	$145.99	Short-term trend
EMA 50	$146.27	Medium-term trend
EMA 200	$147.07	Long-term trend
Relative Strength	**45.0**	Neutral range
MACD	**-0.63**	Bearish
MACD Signal	**-0.37**	Signal line
MACD Histogram	**-0.26**	Bearish
Volatility (ATR 14)	$3.01	2.1% of price
Trend Strength (ADX)	**5.9**	Weak/No trend (<20)
+DI	**23.2**	Positive directional movement
-DI	**23.0**	Negative directional movement
Stochastic %K	**30.4**	Neutral
Stochastic %D	**33.3**	Neutral
Bollinger Upper	$149.44	Upper volatility band
Bollinger Middle	$146.27	Moving average
Bollinger Lower	$143.10	Lower volatility band
Band Position	22.8%	0% = lower band, 100% = upper
VWAP	$144.29	Volume-weighted average

REFERENCE: APPENDIX B - Complete Fundamental Metrics

Comprehensive Fundamental Data for Financial Analysis

Category	Metric	Value	Interpretation
Valuation	Market Cap	$336.6B	Total market value
Valuation	Enterprise Value	$362.1B	Total company value
Valuation	Forward P/E	**19.5x**	Price to forward earnings
Valuation	Trailing P/E	**21.8x**	Price to trailing earnings
Valuation	PEG Ratio	**4.13**	P/E relative to growth
Valuation	Price/Sales	**3.87x**	Market cap to revenue
Valuation	Price/Book	**6.30x**	Price to book value
Valuation	EV/Revenue	4.16x	Enterprise value to revenue
Valuation	EV/EBITDA	14.6x	Enterprise value to EBITDA
Performance	Revenue (TTM)	$87.0B	Trailing 12-month revenue
Performance	Revenue Growth	**+1.5%**	Year-over-year growth
Performance	Earnings Growth	**-15.5%**	Earnings growth rate
Performance	EPS Growth (Next Yr)	**+11.8%**	Forward EPS growth estimate
Performance	Gross Profit	$44.3B	Revenue minus COGS
Performance	Operating Income	$19.6B	EBIT
Performance	Net Income	$15.8B	Bottom line profit
Performance	Free Cash Flow	$13.3B	Cash after capex
Performance	Operating Cash Flow	$19.6B	Cash from operations
Profitability	Gross Margin	**50.9%**	Gross profit margin
Profitability	Operating Margin	**22.1%**	Operating efficiency
Profitability	Profit Margin	**18.4%**	Net margin
Profitability	ROE	**30.3%**	Return on equity
Profitability	ROA	**10.7%**	Return on assets
Profitability	ROIC	N/A	Return on invested capital
Balance Sheet	Total Assets	$0.0B	Total assets
Balance Sheet	Total Liabilities	$0.0B	Total liabilities
Balance Sheet	Total Debt	$35.0B	Total debt outstanding
Balance Sheet	Cash & Equivalents	$9.9B	Liquid assets
Balance Sheet	Book Value/Share	$22.95	Net worth per share
Balance Sheet	Current Ratio	**0.68**	Current assets/liabilities
Balance Sheet	Quick Ratio	0.41	Liquid assets/liabilities
Balance Sheet	Debt/Equity	**0.64**	Leverage ratio
Market	Beta	**0.38**	Market correlation
Market	52-Week High	$167.25	Annual high
Market	52-Week Low	$137.62	Annual low

Market	Avg Volume	8.8M	Average daily volume
Market	Shares Outstanding	2.3B	Total shares
Market	Float	2.3B	Tradeable shares
Market	Short Interest	1.2%	Shares sold short
Market	Institutional Own.	72.0%	Institution held
Analysts	Coverage Count	23	Number of analysts
Analysts	Average Rating	2.2	1=Strong Buy, 5=Sell
Analysts	Buy/Hold/Sell	14/10/0	Rating distribution
Analysts	Target Price	$160.57	Average price target
Analysts	Target High	$186.00	Highest target
Analysts	Target Low	$143.00	Lowest target
Other	Next Earnings	Oct 22, 2026	Earnings report date
Other	Dividend Yield	3.01%	Annual dividend rate
Other	Ex-Dividend Date	1784851200	Next ex-div date

REFERENCE: APPENDIX C - Complete Trade History

Detailed Backtesting Results and Trade Log

Entry	Exit	Type	Entry $	Exit $	Past P&L %	Past P&L $
2019-07-30	2019-08-06	CONFLUENCE	$100.79	$95.66	-5.1%	$-344
2020-03-12	2020-06-19	CONFLUENCE	$86.30	$101.44	+17.6%	$+348
2020-07-30	2020-11-09	CONFLUENCE	$112.81	$119.11	+5.6%	$+340
2021-03-04	2022-05-18	CONFLUENCE	$106.08	$129.76	+22.3%	$+1279
2022-06-15	2022-07-28	CONFLUENCE	$118.55	$133.33	+12.5%	$+487
2022-07-29	2022-09-30	CONFLUENCE	$125.09	$113.69	-9.1%	$-467
2022-11-11	2023-01-30	GOLDEN_CROSS	$127.84	$128.68	+0.7%	$+39
2023-03-24	2023-06-01	GOLDEN_CROSS	$133.89	$132.20	-1.3%	$-93
2023-07-21	2023-08-10	CONFLUENCE	$141.32	$144.26	+2.1%	$+238
2023-11-21	2023-12-08	CONFLUENCE	$139.12	$134.97	-3.0%	$-278
2024-01-22	2024-02-23	CONFLUENCE	$138.36	$150.69	+8.9%	$+850
2024-04-19	2024-12-27	CONFLUENCE	$148.94	$161.57	+8.5%	$+859
2025-02-11	2025-04-09	CONFLUENCE	$162.46	$155.64	-4.2%	$-355
2025-05-30	2025-06-10	CONFLUENCE	$163.92	$157.11	-4.2%	$-320
2025-07-31	2025-12-10	CONFLUENCE	$146.17	$136.78	-6.4%	$-489
2026-01-27	2026-02-27	GOLDEN_CROSS	$146.14	$164.72	+12.7%	$+966
2026-06-15	OPEN	GOLDEN_CROSS	$149.35	OPEN	-3.2%	$-245

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Next Earnings: Oct 22, 2026
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