

Getting the Information—two methods

- 1. Internet search via SEC.GOV
 - Enter ticker symbol look for 10-K
 - Easiest method
- 2. Internet search for Company
 - "Company name Annual Report"
 - Example: Microsoft annual report
 - "Company name proxy statement"
 - Example: Microsoft proxy statement

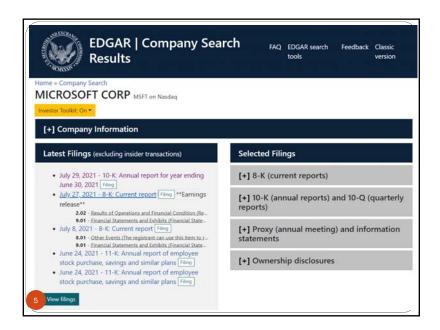


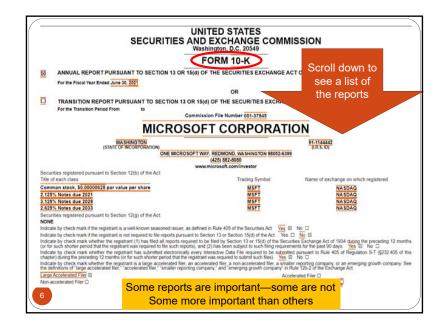


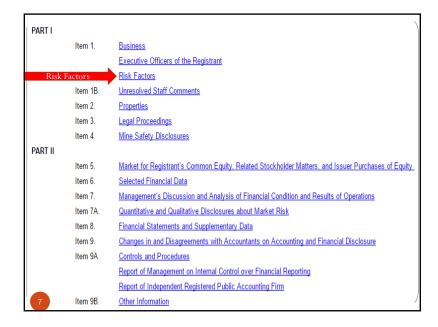
Confusion City...

There are several ways to get to the <u>same</u> Annual Report information on the SEC website

Experiment to find the method you like—you'll end up with the same information

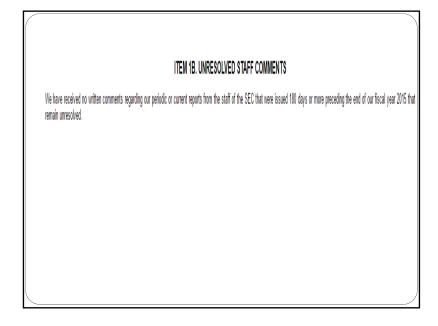


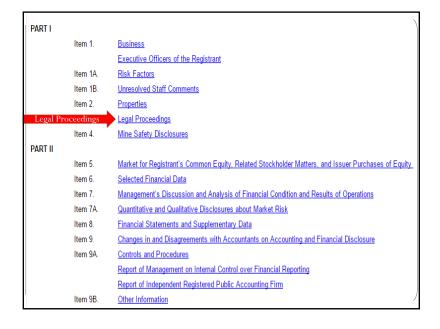


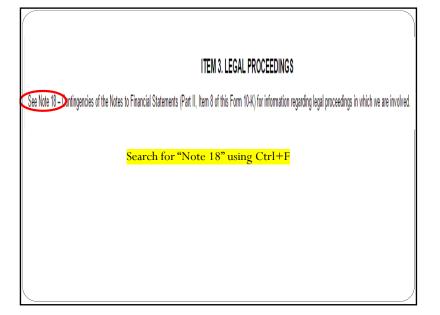




PART I		
	Item 1.	<u>Business</u>
		Executive Officers of the Registrant
	Item 1A.	Risk Factors
* Unresolved	Staff Comment	Unresolved Staff Comments
	Item 2.	<u>Properties</u>
	Item 3.	Legal Proceedings
	Item 4.	Mine Safety Disclosures
PART II		
	Item 5.	Market for Registrant's Common Equity, Related Stockholder Matters, and Issuer Purchases of Equity_
	Item 6.	Selected Financial Data
	Item 7.	Management's Discussion and Analysis of Financial Condition and Results of Operations
	Item 7A.	Quantitative and Qualitative Disclosures about Market Risk
	Item 8.	Financial Statements and Supplementary Data
	Item 9.	Changes in and Disagreements with Accountants on Accounting and Financial Disclosure
	Item 9A.	Controls and Procedures
		Report of Management on Internal Control over Financial Reporting
		Report of Independent Registered Public Accounting Firm
	Item 9B.	Other Information /







PART I		
	Item 1.	Business
		Executive Officers of the Registrant
	Item 1A.	Risk Factors
	Item 1B.	Unresolved Staff Comments
	Item 2.	<u>Properties</u>
	Item 3.	Legal Proceedings
	Item 4.	Mine Safety Disclosures
PART II		
Related Stoc	kholder Matters	Market for Registrant's Common Equity, Related Stockholder Matters, and Issuer Purchases
	Item 6.	Selected Financial Data
	Item 7.	Management's Discussion and Analysis of Financial Condition and Results of Operations
	Item 7A.	Quantitative and Qualitative Disclosures about Market Risk
	Item 8.	Financial Statements and Supplementary Data
	Item 9.	Changes in and Disagreements with Accountants on Accounting and Financial Disclosure
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		Report of Management on Internal Control over Financial Reporting
		Report of Independent Registered Public Accounting Firm
	Item 9B.	Other Information

ITEM & MADVET COD	REGISTRANT'S COMMON EQUITY, RELATED STO	YUOI DED MATT	EDE ANDIGGI		1 6E 6 OE EO	IIITV
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	MARKET AND STOCKH	<u>OLDERS</u>				
Our common stock is traded on the N common stock sales prices per share	IASDAQ Stock Market under the symbol MSFT. On July 27, 2015 were as follows:	there were 109,479 re	gistered holders of	record of our co	mmon stock. Th	ne high and l
Quarter Ended		September 30	December 31	March 31	June 30	Fiscal Yea
Fiscal Year 2015						
High		\$ 47.57	\$ 50.05	\$ 47.91	\$ 49.54	\$ 50.05
Low		\$ 41.05	\$ 42.10	\$ 40.23	\$ 40.12	\$ 40.1
Fiscal Year 2014						
High		\$ 36.43	\$ 38.98	\$ 41.50	\$ 42.29	\$ 42.2
Low		\$ 30.84	\$ 32.80	\$ 34.63	\$ 38.51	\$ 30.8

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		Item 5.	Market for Registrant's Common Equity, Related Stockholder Matters, and Issuer Purchases of Equity
		Item 6.	Selected Financial Data
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ITEM 7. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following Management's Discussion and Analysis (MD&A') is intended to help the reader understand the results of operations and financial condition of Microsoft Corporation. MD&A is provided as a supplement to, and should be read in conjunction with, our consolidated financial statements and the accompanying Notes to Financial Statements.

<u>OVERVIEW</u>

Microsoft is a technology leader focused on building best-in-class platforms and productivity services for a mobile-first, cloud-first world. We strive to empower every person and every organization on the planet to achieve more. We develop and market software, services, and devices that deliver new opportunities, greater convenience, and enhanced value to people's lives.

We generate revenue by developing, licersing, and supporting a wide range of software products, by offering an array of services, including cloud-based services to consumers and businesses, by designing, manufacturing, and selling devices that integrate with our cloud-based services, and by delivering relevant online advertising to a global audience. Our most significant expenses are related to compensating employees, designing, manufacturing, marketing, and selling our products and services, datacenter costs in support of our cloud-based services, and income taxes,

Much of our focus in fiscal year 2015 was toward transforming our organization to support our strategy of building best-in-class platforms and productivity services for a mobile-first, cloud-first world. We achieved product development milestones, implemented organizational changes, and made strategic and tactical moves to support the three central ambitions that support our strategy; reinventing productivity and business processes; building the intelligent cloud platform; and creating more personal conguting.

No spin allowed in the SEC report

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	Item 1.	Business
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	Item 3.	Legal Proceedings
	Item 4.	Mine Safety Disclosures
PART II		
	Item 5.	Market for Registrant's Common Equity, Related Stockholder Matters, and Issuer Purchases of Equity_
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	Item 9A.	Controls and Procedures
		Report of Management on Internal Control over Financial Reporting
		Report of Independent Registered Public Accounting Firm
	Item 9B.	Other Information

PART I Item 1. Business Executive Officers of the Registrant Risk Factors Item 1A Unresolved Staff Comments Item 1B. Item 2. **Properties** Item 3. Legal Proceedings Mine Safety Disclosures Item 4 PART II Item 5. Market for Registrant's Common Equity, Related Stockholder Matters, and Issuer Purchases of Equity Item 6. Management's Discussion and Analysis of Financial Condition and Results of Operations Item 7. Item 7A. Quantitative and Qualitative Disclosures about Market Risk Financial Statements and Supplementary Data Item 8. Changes in and Disagreements with Accountants on Accounting and Financial Disclosure Item 9A. Controls and Procedures Report of Management on Internal Control over Financial Reporting Report of Independent Registered Public Accounting Firm Item 9B. Other Information

PART Ham 7

ITEM 7A. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

RISKS

We are exposed to economic risk from foreign exchange rates, interest rates, credit risk, equity prices, and commodity prices. A portion of these risks is hedged, but they may impact our consolidated financial statements

Foreign Currency

Certain forecasted transactions, assets, and liabilities are exposed to foreign currency risk. We monitor our foreign currency exposures daily and use hedges where practicable to offset the risks and maximize the economic effectiveness of our foreign currency positions. Principal currencies hedged include the euro, Japanese yen, British pound, Canadian dollar, and Australian dollar.

Interest Rate

Our fixed-income portfolio is diversified across credit sectors and maturities, consisting primarily of investment-grade securities. The credit risk and average maturity of the fixed-income portfolio is managed to achieve economic returns that correlate to certain global and domestic fixed-income indices. In addition, we use "To Be Announced" forward purchase commitments of mortgage-backed assets to gain exposure to agency mortgage-backed securities.

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Our equity portfolio consists of global, developed, and emerging market securities that are subject to market price risk. We manage the securities relative to certain global and domestic indices and expect their economic risk and return to correlate with these indices.

PART Hem 9 (

ITEM 9. CHANGES IN AND DISAGREEMENTS WITH ACCOUNTANTS ON ACCOUNTING AND FINANCIAL DISCLOSURE

Not applicable.

ITEM 9A. CONTROLS AND PROCEDURES

Under the supervision and with the participation of our management, including the Chief Executive Officer and Chief Financial Officer, we have evaluated the effectiveness of our disclosure controls and procedures as required by Exchange Act Rule 13a-15(b) as of the end of the period covered by this report. Based on that evaluation, the Chief Executive Officer and Chief Financial Officer have concluded that these disclosure controls and procedures are effective.

REPORT OF MANAGEMENT ON INTERNAL CONTROL OVER FINANCIAL REPORTING

Our management is responsible for establishing and maintaining adequate internal control over financial reporting for the company, Internal control over financial reporting is a process to provide reasonable assurance regarding the reliability of our financial reporting for external purposes in accordance with accounting principles generally accepted in the United States of America. Internal control over financial reporting includes maintaining records that in reasonable detail accurately and fairly reflect our transactions; providing reasonable assurance that transactions are recorded as necessary for preparation of our financial statements; providing reasonable assurance that unauthorized acquisition, use or disposition of company assets that could have a material effect on our financial statements would be prevented or detected on a timely basis. Because of its inherent limitations, internal control over financial reporting is not intended to provide absolute assurance that a misstatement of our financial statements would be prevented or detected.



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			Report of Management on Internal Control over Financial Reporting
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		Item 9B.	Other Information

PART III Item 10. Directors, Executive Officers and Corporate Governance **Executive Compensation** Item 11. Item 12. Security Ownership of Certain Beneficial Owners and Management and Related Certain Relationships and Related Transactions, and Director Independence Item 14. Principal Accounting Fees and Services **PART IV** Exhibits, Financial Statement Schedules Item 15. Item 16. Form 10-K Summary Signatures

REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

To the Board of Directors and Stockholders of Microsoft Corporation Redmond, Washington

We have audited the internal control over financial reporting of Microsoft Corporation and subsidiaries (the "Company") as of June 30, 2015, based on criteria established in Internal Control -Integrated Framework (2013) issued by the Committee of Sponsoring Organizations of the Treadway Commission. The Company's management is responsible for maintaining effective internal control over financial reporting and for its assessment of the effectiveness of internal control over financial reporting, included in the accompanying Report of Management on Internal Control Over Financial Reporting. Our responsibility is to express an opinion on the Company's internal control over financial reporting based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether effective internal control over financial reporting was maintained in all material respects. Our audit included obtaining an understanding of internal control over financial reporting, assessing the risk that a material weakness exists, testing and evaluating the design and operating effectiveness of internal control based on the assessed risk, and performing such other procedures as we considered necessary in the circumstances. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the Company maintained, in all material respects, effective internal control over financial reporting as of June 30, 2015, based on the criteria established in Internal Control -Integrated Framework (2013) issued by the Committee of Sponsoring Organizations of the Treadway Commission.

We have also audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), the consolidated financial statements as of and for the year ended June 30, 2015, of the Company and our report dated July 31, 2015, expressed an unqualified opinion on those financial statements.

An old example

WORLDCOM INC 10-K 2002:

ITEM 13. CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS

- Commencing in 2000 and continuing through April 2002, Mr. Ebbers requested from time to time that we loan funds to him and/or guarantee loans he had received from other institutions in response to margin calls being made by such institutions following declines in the value of our common stock. In response to his requests, the Compensation and Stock Option Committee of our former Board of Directors approved direct loans to Mr. Ebbers for a total of \$165 million.
- The Compensation Committee also approved a guarantee by us of a \$150 million loan from Bank of America to Mr. Ebbers and the \$45.6 million Bank of America letter of credit noted above. The Compensation Committee approved these loans and guarantees following a determination that it was in the best interest of WorldCom and its shareholders to avoid forced sales by Mr. Ebbers of his common stock.



www.footnoted.org



Figure 1.1 As 2002 showed us, even the big companies can become worthless.

The Oregonian, ©2002 Tribune Media Service)

How to <u>Search Company's AnnRpt</u> Using: Ctrl+F

- Risk Factors
- <u>Unresolved</u> Staff Comments (SEC)
- <u>Legal</u> Proceedings
- Related Stockholder Matters
- Management's <u>Discussion</u> & Analysis
- Letter to Our Shareholders (Proxy)
- Auditor's Statement (Proxy)
- Changes in & Disagreements with Accountants



The Auditors Statement:

• Learn to recognize "normal" verbiage

Look for exceptions -- References to footnotes should be investigated

Warning Words: "subject to..." "except for..."

Three sections in Auditors Statement:

- 1. Introductory paragraph
- 2. Scope paragraph
- 3. Opinion paragraph



Analyzing the Annual Report

• Annual Report – "Sales Tool" – Peter Lynch

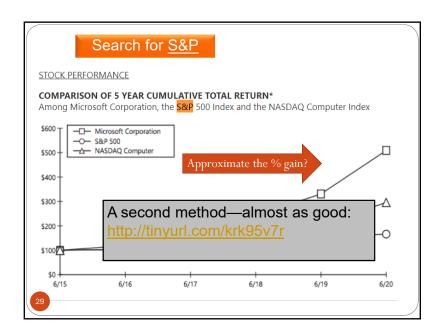
Observe the "Performance Chart" in the

ANNUAL REPORT (Here's how: Open browser)

Search for: microsoft 2020 annual report

Open Annual Report and search (Ctrl+F) for: <u>S&P</u>

- Compare the company Total Return with --
 - S&P 500
 - Industry Averages (Peer Group)
- NOT AVAILABLE FROM SEC.GOV SITE





Analyzing The Data

- That's the warm-up –
 Getting a "feel" for the company
 Getting a "feel" for management
- Now, the specifics:Analyze the numbers

"I like the numbers on this company. They show a very impressive acquittal to conviction ratio."

--Anonymous

Analyze the Numbers:

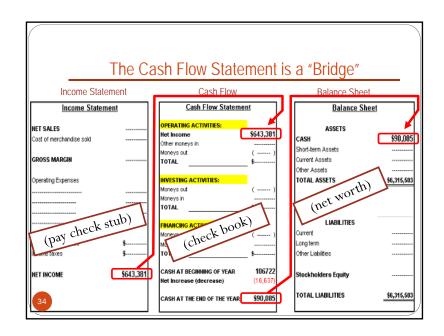
- Use Bob's analysis spreadsheet
 - www.bob-adams.net
 - What do the numbers tell you?
- Practice, Practice, Practice
 - You need to practice reading the 10-K



Analyzing The Data

- The data originates from three reports
 - 1. Income Statement
 - 2. Balance Sheet
 - 3. Cash Flow Statement
- How do they relate to each other?





The Analysis Tool

Spreadsheet automatic data entry

- Requires Excel 2019 or newer
 - OR—extreme patience

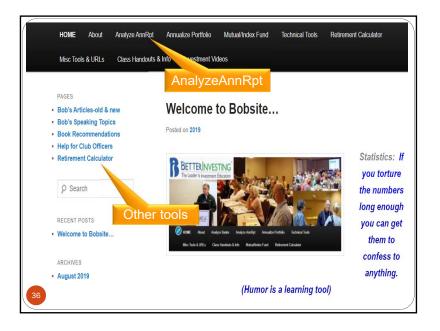
Spreadsheet is to be used as a guide only

No guarantees are intended nor implied

Company used is for illustration purposes only

Download at: www.bob-adams.net





The Data Analysis

- (Don't have Internet access? Use your library)
- Spreadsheet is to be used as a guide only No guarantees are intended nor implied
- Companies used are for illustration purposes only

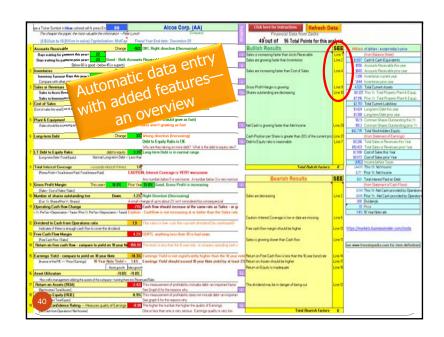


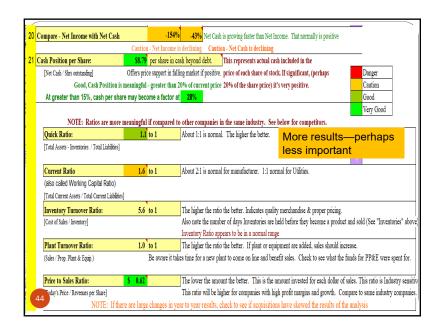
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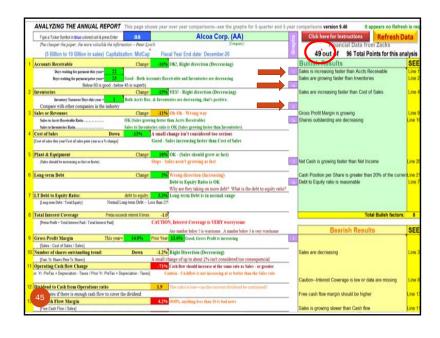
Automatic Data Fill...

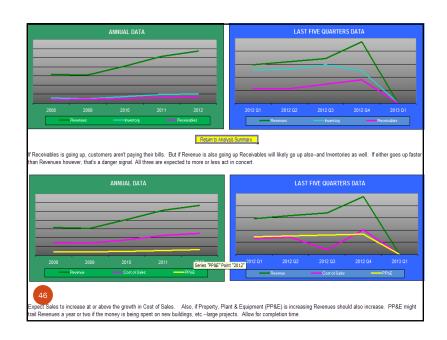
- Spreadsheet retrieves data automatically:
 - Lists Bullish factors
 - Lists Bearish factors
 - Color coded results
 - Shows key data graphically—5 Year & 5 Qtr.
- An example:

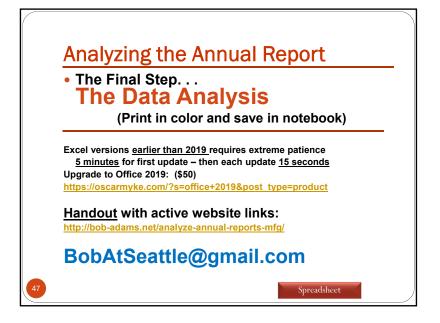












Summarizing:

Search 10(k) and Proxy statement for: (Use: Ctrl+F)

- * <u>S&P</u> 5 year comparison
- Risk Factors
- Unresolved Staff Comments (SEC)
- Legal Proceedings
- Related Stockholder Matters
- Management's Discussion & Analysis
- Letter to Our Shareholders (Proxy)
- * Auditor's Statement (Proxy)
- * Changes in & Disagreements with Accountants
- Read CEO letter and MD&A discussion

