P&G Long-Term Incentive Plan (LTIP): Options or RSU?

Truepoint WEALTH COUNSEL

Options Are the Better Choice When...

You want to maximize wealth. Options are leveraged and have higher growth potential than RSUs.

You think P&G stock will appreciate by more than 2.0% annually over the next 10 years. While past performance is no guarantee, the stock has exceeded this breakeven point in 94% of the 470 historical rolling 10-year monthly periods since 1982.

You already have adequate diversification outside of P&G stock and sufficient cash or vested option grants to meet any liquidity needs.

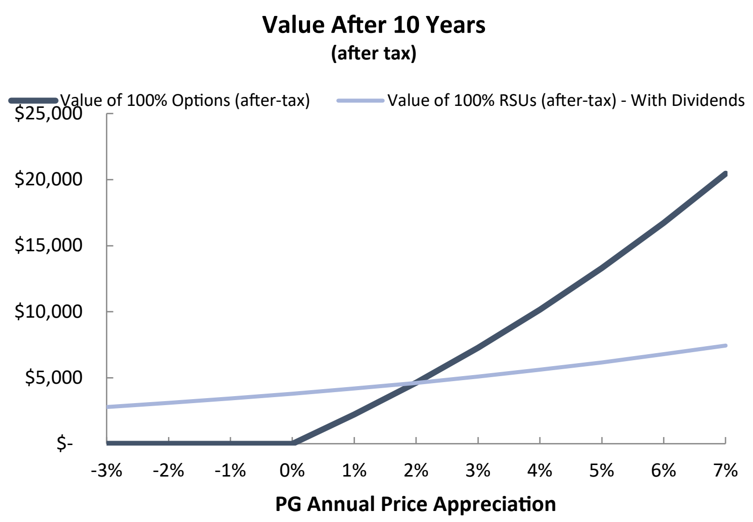
RSUs Are the Better Choice When...

You need to diversify. Options increase your P&G concentration, while RSUs can be sold after three years for diversification or cash needs.

You have near-term cashflow needs. Cash is also attractive if you have a liquidity need and no other available sources.

You are risk-averse. If P&G stock fails to appreciate over the 10-year period, the options will expire worthless.

You want to hedge against option risk. Electing a mix of options and RSUs serves as a hedge—options provide upside potential, while RSUs provide downside protection.



THE MAGIC NUMBER:

2.0%

Assumptions:

- $5,000 cash equivalent
- Cost of stock option = $19.74
- Grant Price = $139.16
- 2.35% compound dividend growth rate
- 40% total tax rate

Cost of Stock Option:

Valuation can change between now and when grants are received in October as cost of stock option depends on P&G volatility and dividend yield, along with interest rates.

The decision that is best for you depends on the considerations noted above and the specifics of your own financial situation including:

- Financial exposure to P&G including both P&G stock and compensation
- Level of financial security
- Outlook for P&G stock
- Cashflow needs

Have more questions about your election? Contact us: 513.792.6648 or info@TruepointWealth.com