

rigs is geographically balanced among Asia/Pacific (including the Middle East), Europe/Africa, North America, and South America regions, Brazil, W. Africa. Major customers: Petrobras, 17% of 2013 revs; five largest customers, 45%. Acq. Dual Drilling 6/96; Chiles common stock; BlackRock, 5.8%; Vanguard, 5.1%; FMR, 5.0% (4/14 proxy). President and CEO: Carl Trowell. Inc.: UK. Address: 6 Chesterfield Gardens, London, W1J5BQ, England. U.S. Tel.: 214-397-3000. Internet: www.enscoplc.com

Current Liab. 989.7 1047.3 1131.5 **ANNUAL RATES** Past Est'd '11-'13 Past to '17-'19 of change (per sh) 5 Yrs. Sales 3.0% -3.0% 3.0% 3.5% 12.5% 'Cash Flow" 14.0% Earnings 17.5% -6.0% - 5% 33.0% 15.0% 76.5% 13.5% 10.0% 4.0% Dividends Book Value Cal- QUARTERLY REVENUES (\$ mill.)

357.8

47.5

341.1

47.5

423.8 53.8

Accts Payable Debt Due

endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2011	361.5	564.2	915.6	1001.4	2842.7
2012	1020.6	1071.1	1123.5	1085.5	4300.7
2013	1149.9	1248.1	1266.2	1255.6	4919.8
2014	1187.0	1203.0	1262.2	1197.8	4850
2015	1150	1175	1200	1150	4675
Cal-	EARNINGS PER SHARE A				Full
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2011	.45	.59	.88	.99	3.08
2012	1.20	1.45	1.55	1.04	5.23
2013	1.36	1.55	1.62	1.56	6.09
2014	1.25	1.58	1.93	1.39	6.15
2015	1.20	1.30	1.15	1.20	4.85
Cal-	- QUARTERLY DIVIDENDS PAID B				Full
endar	Mar.31	Jun.30	Sep.30	Dec.31	Year
2011	.35	.35	.35	.35	1.40
2012	.375	.375	.375	.375	1.50
2013	.50	.50	.50	.75	2.25
2014	.75	.75	.75	.75	3.00
2015					

Lower crude prices are weighing on shares of Ensco. Indeed, the stock has dropped nearly 45% since the start of June. We think there is more pain in store for the offshore drillers, as E&Ps are cutting back capital spending and deferring projects. Consequently, we expect older rigs to be scrapped and stacked in the near term. What's more, there is an incoming supply of newbuilds, which should further put pressure on dayrates. Similarly, we do not foresee a quick recovery in crude prices, as U.S. production should be healthy in the first half of the year and OPEC maintains its current output. Too, demand appears to be weakening, largely due to slowdowns in Europe and China. In response, we have cut our longer-term earnings forecasts for most of our offshore drillers, including Ensco.

The capital allocation policy is worth paying attention to. The company recently took on more debt to finance its capital spending initiatives, which should peak in 2015. Management believes it has the capacity to maintain the current divi-dend policy. We think the company is in a better position than most of its competi-

tors, but continued weakness in the crude markets could alter that policy in the coming years. Furthermore, we are less concerned about a suspension or reduction of the dividend in the near term. But we do expect the company's ability to generate free cash flow to deteriorate in the coming years, due to the unfavorable dynamics in offshore markets.

We are cutting our 2015 full-year share-net estimates again. Lower crude prices and the worsening outlook for deep-water industry prompted us to reduce our near- and long-term projections. What's more, the offshore market's supply glut should persist in 2015, which will put pressure on margins. Consequently, we are now expecting 2015 year-end earnings to come in at \$4.85 a share.

This neutrally ranked stock has worthwhile long-term total return potential. However, we think there could be further pain in store for offshore drilling stocks and suggest investors proceed with caution. While the dividend appears secure for the time being, we are splitting it in our presentation. Michael Collins

February 6, 2015

(A) Diluted earnings. Excludes nonrecurring gains (losses): '98, 8¢; '99, 6¢; '01, 9¢; '02, (30¢); '03, 1¢; '06, 8¢. Excludes gains/(loss) from disc. operations: '08, (6¢); '09, 3¢; '10, 26¢; '12, (19¢). Next earnings report due late February. Earnings may not sum due to rounding and/or changes in dil. share count. (B) Dividends historically paid mid-March, June,

Company's Financial Strength Stock's Price Stability 50 Price Growth Persistence 50 **Earnings Predictability** 60