

etc.), 46% (55%); Rig Aftermarket, 15% (24%); Wellbore Technologies, 27% (26%) and Completion & Production Solutions, 22%

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ANNUAL RATES Past Est'd '12-'14 10 Yrs. 16.0% 5 Yrs. 11.0% of change (per sh) to '18-'20 Nil Sales "Cash Flow' Earnings 23.5% 26.0% 9.0% 7.0% -.5% -3.5% 18.5% 3.0% Dividends Book Value 16.0% 12.5%

5649

6678

7374

Current Liab.

| Cal-  | QUARTERLY SALES (\$ mill.) |         |         |         | Full  |
|-------|----------------------------|---------|---------|---------|-------|
| endar | Mar.31                     | Jun. 30 | Sep. 30 | Dec. 31 | Year  |
| 2012  | 4303                       | 4734    | 5319    | 5685    | 20041 |
| 2013  | 5307                       | 5601    | 5789    | 6172    | 22869 |
| 2014  | 4889                       | 5255    | 5587    | 5709    | 21440 |
| 2015  | 4820                       | 4400    | 4200    | 4080    | 17500 |
| 2016  | 3800                       | 3800    | 3900    | 3800    | 15300 |
| Cal-  | EARNINGS PER SHARE A       |         |         |         | Full  |
| endar | Mar.31                     | Jun. 30 | Sep. 30 | Dec. 31 | Year  |
| 2012  | 1.42                       | 1.42    | 1.43    | 1.56    | 5.83  |
| 2013  | 1.29                       | 1.33    | 1.34    | 1.56    | 5.52  |
| 2014  | 1.29                       | 1.47    | 1.62    | 1.69    | 6.07  |
| 2015  | 1.14                       | .95     | .75     | .75     | 3.50  |
| 2016  | .75                        | .80     | .75     | .70     | 3.00  |
| Cal-  | QUARTERLY DIVIDENDS PAID B |         |         |         | Full  |
| endar | Mar.31                     | Jun.30  | Sep.30  | Dec.31  | Year  |
| 2011  | .11                        | .11     | .11     | .12     | .45   |
| 2012  | .12                        | .12     | .12     | .13     | .49   |
| 2013  | .13                        | .26     | .26     | .26     | .91   |
| 2014  | .26                        | .46     | .46     | .46     | 1.64  |
| 2015  | .46                        |         |         |         |       |
|       | l                          |         |         |         | l     |

National Oilwell Varco is muddling through the crude price downturn. The company is experiencing a broadbased slowdown in all businesses, owing to the steep drop in activity in the land and offshore plays. Exploration & production companies continue to cut spending, idle rigs, and ask for price concessions. Cus-tomers are also delaying and deferring projects until crude prices stabilize. The offshore markets should be soft for some time, as there is still a glut of rigs, and cost overruns have forced E&Ps to scale back investments. National Oilwell plans to cut the labor force and is aiming to get concessions from its suppliers.

The backlog is liable to deteriorate as the year progresses. The Rig Systems backlog has fallen about 17% sequentially, to \$10.4 billion at the end of the first quarter. The book-to-bill ratio for this business was an anemic .11. There should be modest demand in Middle East land markets, but near-term expectations are not promising. We think customers will likely remain very conservative allocating capital, choosing instead to focus their spending on maintenance rather than new

equipment. What's more, the troubles at Petrobras are expected to hurt the Rig System's sales in the coming quarters.

The company reported disappointing first-quarter results. Revenues declined 16% sequentially, due to lower activity levels globally and softer pricing. The Wellbore Technologies unit's operating margin was quite weak, falling 750 basis points sequentially, owing to the decelera-tion in the U.S land rig count.

We are drastically reducing our 2015 bottom-line estimate full-year \$2.30, to \$3.50, based on the current outlook. Management plans on implementing more cost-cutting initiatives, but these actions will not offset the softer pricing. We are also cutting our longerterm estimates, due to weaker fundamentals in the offshore market. For the 2018-2020 period, earnings will likely come in at \$4.10 a share.

This stock has limited long-term capital appreciation potential. Income-oriented investors might find value here, though a tolerance for price volatility will be required.

Michael Collins

May 8, 2015

(A) Based on diluted shares. Excludes net nonrecurring items: '09, (\$0.23); '13, (\$0.08). Next earnings report due late July. (B) Dividends paid in late March, June, Sep-

tember, and December. Special dividend of \$1.00 a share paid 12/09 **(C)** Incl. intangibles. At 12/31/14: \$13.0 bill., \$30.23 a share. (D) In millions, adjusted for a split.

Company's Financial Strength B++ Stock's Price Stability Price Growth Persistence 45 70 **Earnings Predictability**