

IBM Historical Data

Revenues, Earnings and Losses...

Year	IBM CEO	Revenue (\$ Mill)	Annual Change %	Cumulative Revenue (\$ Mill)	Compnd. Annual Change (CAC%)	Net Profit (Loss) (\$ Mill)	Annual Change %	Net Margin %
CTR/IBM Founder: Charles Flint		(IBM was called Computing-Tabulating-Recording before)						
1990	Akers, J.	\$69,018	10.1%	\$714,690	13.0%	\$6,020	60.2%	8.7%
1991	Akers, J.	\$64,792	-6.1%	\$779,482	12.7%	-\$2,827	Loss	-4.4%
1992	Akers, J.	\$64,523	-0.4%	\$844,005	12.6%	-\$4,965	Loss	-7.7%
1993	Gerstner, L.	\$62,716	-2.8%	\$906,721	12.4%	-\$8,148	Loss	-13.0%
1994	Gerstner, L.	\$64,052	2.1%	\$970,773	12.2%	\$2,937		4.6%
1995	Gerstner, L.	\$71,940	12.3%	\$1,042,713	12.2%	\$4,116	40.1%	5.7%
1996	Gerstner, L.	\$75,947	5.6%	\$1,118,660	12.1%	\$5,409	31.4%	7.1%
1997	Gerstner, L.	\$78,508	3.4%	\$1,197,168	12.0%	\$6,073	12.3%	7.7%
1998	Gerstner, L.	\$81,667	4.0%	\$1,278,835	11.9%	\$6,308	3.9%	7.7%
1999	Gerstner, L.	\$87,548	7.2%	\$1,366,383	11.9%	\$7,692	21.9%	8.8%
2000	Gerstner, L.	\$88,396	1.0%	\$1,454,779	11.8%	\$8,093	5.2%	9.2%
2001	Gerstner, L.	\$85,866	-2.9%	\$1,540,645	11.6%	\$7,712	-4.7%	9.0%
2002	Gerstner, L.	\$81,186	-5.5%	\$1,621,831	11.4%	\$3,579	-53.6%	4.4%
2003	Palmisano, S.	\$89,131	9.8%	\$1,710,962	11.4%	\$7,583	111.9%	8.5%
2004	Palmisano, S.	\$96,503	8.3%	\$1,807,465	11.3%	\$7,479	-1.4%	7.8%
2005	Palmisano, S.	\$91,134	-5.6%	\$1,898,599	11.1%	\$7,934	6.1%	8.7%
2006	Palmisano, S.	\$91,424	0.3%	\$1,990,023	11.0%	\$9,492	19.6%	10.4%
2007	Palmisano, S.	\$99,786	9.1%	\$2,089,809	11.0%	\$10,418	9.8%	10.4%
2008	Palmisano, S.	\$102,827	12.8%	\$2,192,636	10.9%	\$14,459	82.2%	14.1%
2009	Palmisano, S.	\$95,758	4.7%	\$2,288,394	10.7%	\$13,425	41.4%	14.0%
2010	Palmisano, S.	\$99,870	0.1%	\$2,388,264	10.6%	\$14,833	42.4%	14.9%

Rev. Growth Multiple:	19,937 <i>(1912-2010)</i>	IBM Revenue CAC:	10.6%	27,418 <i>(1912-2002)</i>	IBM Profit
		U.S. GDP CAC:	6.1%		IBM Net M
Compound Annual Revenue Growth (03-08):		2.3%	10.2% (profit)		
		(98-08):	1.7%	7.1% (profit)	

IBM Historical Data

Revenues, Earnings and Losses...

Year	IBM CEO	Revenue (\$ Mill)	Annual Change %	Cumulative Revenue (\$ Mill)	Compnd. Annual Change (CAC%)	Net Profit (Loss) (\$ Mill)	Annual Change %	Net Margin %	Cumulative Net Profit (\$ Mill)
CTR/IBM Founder: Charles Flint		(IBM was called Computing-Tabulating-Recording before 1924)							
1990	Akers, J.	\$69,018	10.1%	\$714,690	13.0%	\$6,020	60.2%	8.7%	\$81,610
1991	Akers, J.	\$64,792	-6.1%	\$779,482	12.7%	-\$2,827	Loss	-4.4%	\$78,783
1992	Akers, J.	\$64,523	-0.4%	\$844,005	12.6%	-\$4,965	Loss	-7.7%	\$73,818
1993	Gerstner, L.	\$62,716	-2.8%	\$906,721	12.4%	-\$8,148	Loss	-13.0%	\$65,670
1994	Gerstner, L.	\$64,052	2.1%	\$970,773	12.2%	\$2,937		4.6%	\$68,607
1995	Gerstner, L.	\$71,940	12.3%	\$1,042,713	12.2%	\$4,116	40.1%	5.7%	\$72,723
1996	Gerstner, L.	\$75,947	5.6%	\$1,118,660	12.1%	\$5,409	31.4%	7.1%	\$78,132
1997	Gerstner, L.	\$78,508	3.4%	\$1,197,168	12.0%	\$6,073	12.3%	7.7%	\$84,205
1998	Gerstner, L.	\$81,667	4.0%	\$1,278,835	11.9%	\$6,308	3.9%	7.7%	\$90,513
1999	Gerstner, L.	\$87,548	7.2%	\$1,366,383	11.9%	\$7,692	21.9%	8.8%	\$98,205
2000	Gerstner, L.	\$88,396	1.0%	\$1,454,779	11.8%	\$8,093	5.2%	9.2%	\$106,298
2001	Gerstner, L.	\$85,866	-2.9%	\$1,540,645	11.6%	\$7,712	-4.7%	9.0%	\$114,010
2002	Gerstner, L.	\$81,186	-5.5%	\$1,621,831	11.4%	\$3,579	-53.6%	4.4%	\$117,589
2003	Palmisano, S.	\$89,131	9.8%	\$1,710,962	11.4%	\$7,583	111.9%	8.5%	\$125,172
2004	Palmisano, S.	\$96,503	8.3%	\$1,807,465	11.3%	\$7,479	-1.4%	7.8%	\$132,651
2005	Palmisano, S.	\$91,134	-5.6%	\$1,898,599	11.1%	\$7,934	6.1%	8.7%	\$140,585
2006	Palmisano, S.	\$91,424	0.3%	\$1,990,023	11.0%	\$9,492	19.6%	10.4%	\$150,077
2007	Palmisano, S.	\$99,786	9.1%	\$2,089,809	11.0%	\$10,418	9.8%	10.4%	\$160,495
2008	Palmisano, S.	\$102,827	12.8%	\$2,192,636	10.9%	\$14,459	82.2%	14.1%	\$174,954
2009	Palmisano, S.	\$95,758	4.7%	\$2,288,394	10.7%	\$13,425	41.4%	14.0%	\$188,379
2010	Palmisano, S.	\$99,870	0.1%	\$2,388,264	10.6%	\$14,833	42.4%	14.9%	\$203,212

Rev. Growth Multiple:

19,937

(1912-2010)

IBM Revenue CAC:

10.6%

U.S. GDP CAC:

6.1%

27,418

(1912-2002)

IBM Profit CAC:

IBM Net Margin:

Compound Annual Revenue Growth (03-08): 2.3% 10.2% (profit)

(98-08): 1.7% 7.1% (profit)