

European Mid-Cap - Internet

Good memories support growth ahead

- **Summary:** We like CEWE for its resilient growth profile (non-cyclical growth driven by structural trends), excellent management team and high quality, as evidenced by its leading position in western Europe and above 15% ROCE. The acceleration in commercial online printing, the reduced risk from a VAT increase in Germany, and its strong cash flow generation, share buyback and attractive profile in the current uncertain macro environment have supported the recent share price outperformance (ie a +15% relative performance in 3M). We adjust our estimates to reflect the possible VAT postponement to 2017E and increase our 2016E estimates (at the upper end of the guidance). Having adjusted our estimates, we have rolled over our valuation, giving us a new price target of EUR79.00, which offers 19% upside.
- **Resilient growth:** CEWE's growth profile has proven resilient, given the increasing share of online in the printing industry and thus support to CEWE's Commercial Online Printing business and the market's structural shift to higher-value-added photo gift products (part of CEWE's Photofinishing business). In our view, CEWE has the most innovative product offering in the photofinishing segment and with new features is able to deliver an increase in ASPs thanks to premiumisation. Thus we expect a 4% sales CAGR in 2015-18E. We note that Brexit has a very limited impact on CEWE given its 2% exposure to the UK.
- Self-help supports earnings growth: CEWE's constant focus on cost optimisation (ie new production processes, increasing automation) coupled with favourable product mix have supported increasing margins in the Photofinishing segment, which have risen from 8% in 2009 to 10%. Margin expansion at group level is set to be supported by an earnings contribution from Commercial Online Printing (15% of group sales), which until 2015 was loss-making and hence margin-dilutive. Increasing scale, automation and cost optimisation should support its first earnings contribution in 2016E and up to an 8% EBIT margin in the mid-term.
- VAT increase is a risk for 2017: Photobooks in Germany benefit from low VAT as this product group is included in the "books" category. New rules implemented in Brussels at the end of last year implied that photobooks would not qualify as books and would hence be subject to 19% VAT. Implementation of the new rules was postponed in Germany at the start of 2016 with possible implementation in 2017E. However, the experience of other countries such as France, the UK, Scandinavia and the Netherlands implies that Germany could both adjust its VAT rules and maintain its current 7% VAT on photobooks in 2017E. Thus, for the time being, we expect only modest earnings growth in 2017E due to VAT uncertainty.
- Valuation: Our price target of EUR79.00 is based on an average of DCF and CFR0EV and offers 19% upside potential. CEWE offers a 3% dividend yield supported by a 6-7% FCF yield.

Y/E 31/12., EURm	2012	2013	2014	2015	2016	2017	2018
Sales	507	536	524	554	577	594	621
EBITDA	66	67	66	75	80	82	87
EBIT	29	29	33	37	44	48	51
Net profit	19	21	21	23	30	33	35
Y/E net debt (net cash)	27	23	-20	-16	-23	-39	-57
EPS (reported)	2.88	3.22	3.02	3.24	4.26	4.58	4.92
EPS (recurring)	2.88	3.77	3.02	3.24	4.26	4.58	4.92
CPS	7.27	9.10	8.45	9.30	8.66	9.46	9.98
DPS	1.47	1.50	1.55	1.60	1.85	2.05	2.35
Gross margin	63.4%	64.6%	68.9%	70.7%	71.4%	71.7%	71.9%
EBITDA margin	13.0%	12.5%	12.6%	13.6%	13.9%	13.8%	14.0%
EBIT margin	5.7%	5.4%	6.2%	6.6%	7.7%	8.0%	8.2%
Dividend yield	4.7%	4.2%	3.0%	2.4%	2.8%	3.1%	3.5%
ROCE	14.9%	12.5%	14.3%	15.8%	17.7%	18.3%	19.4%
EV/sales	0.5	0.5	0.7	0.7	0.8	0.8	0.7
EV/EBITDA	3.8	4.1	5.5	5.2	5.8	5.5	5.0
EV/EBIT	8.6	9.5	11.2	10.6	10.5	9.5	8.5
P/E	10.9	9.5	17.0	16.5	15.5	14.5	13.5
Cash flow RoEV	10.9%	9.8%	7.2%	8.1%	7.3%	7.8%	8.7%
Source: Company data Berenherg							

ource: Company data, Berenberg

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18 July 2016

BUY		
Current price EUR66.20	Price target EUR79.00)
15/07/2016 XETRA CI	ose	
Market cap (EURm) Reuters) CWCG.DE	472

Bloomberg CWC GY

Changes made in this note

Rating:	Buy (no change)
Price target:	EUR79.00 (66.50)

Estimates changes

	2016	δE	2017	Έ	2018E		
	old	Δ %	old	Δ %	old	Δ %	
Sales	562	2.6	586	1.5	612	1.5	
EBIT	40	10.9	46	4.0	49	3.8	
EPS	3.97	7.4	4.56	0.5	4.90	0.4	
Source: Be	erenberg	, estima	tes				

Share data

Shares outstanding (m)	7
Enterprise value (EURm)	468
Daily trading volume	19,927

Key data

Price/book value	2.3
Net gearing	-11.5%
CAGR sales 2015-2018	3.9%
CAGR EPS 2015-2018	15.0%



Interactive model <u>click here to explore</u>



* there may be a delay for the new estimates to be updated on the interactive model <u>View all interactive models in Mid Cap (EU)</u>



2015 2016E 2017E 2018E

33

34

-2

0

66

37

29

0

0

13

0

-16

-39

4.04

35

36

-2

0

69

36

33

0

0

15

0

-18

-57

4.64

30

36

-2

-4

60

39

21

0

0

11

0

-8

-23

2.92

23

38

-8

5

59

38

20

-17

-2

11

0

4

-16

2.85

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BUY

18 July 2016 CWCG.DE Reuters CWC GY Bloomberg **Current price Price target** Market cap (EURm) 472 EUR66.20 EUR79.00 15/07/2016 XETRA Close EV (EURm) 468 Trading volume 19,927 Free float 70.1% Non-institutional shareholders Share performance EUR66.70 High 52 weeks Neumüller heirs: 27.4% CEWE Stiftung & Co KGaA: 2.5% Low 52 weeks EUR44.34 **Business description** Performance relative to CEWE is a photo services provider. SXXP SDAX 1mth 0.6% 2.9% 15.3% 11.1% 3mth 12mth 39.8% 23.0%

Investment thesis

Cash flow summary

- CEWE is a high-quality company with a strong management track record. This is evident in the shift from analogue to digital and in the leading market position it has gained in the digital photofinishing and photobook market in western Europe.
- The Photofinishing division is set to benefit from an increasing share of more-profitable photogift products, supporting margin expansion.
- The Commercial Online Printing division is a key growth driver, but is currently loss-making, given its expansion and marketing costs. It is, however, set to break even in 2015/16E and contribute 9% to group EBIT by 2017E.
- Our valuation is an average of DCF and CFRoEV using 2017E.

Profit and loss summary

EURm	2014	2015	2016E	2017E	2018E	EURm	2014
Revenues	524	554	577	594	621	Net income	21
EBITDA	66	75	80	82	87	Depreciation	33
EBITA	41	42	48	50	53	Working capital changes	10
EBIT	33	37	44	48	51	Other non-cash items	5
Associates contribution	0	0	0	0	0	Operating cash flow	70
Net interest	-1	0	0	0	0	Сарех	35
Тах	10	14	14	15	16	FCFE	34
Minorities	0	0	0	0	0	Acquisitions, disposals	-8
Net income adj.	21	23	30	33	35	Other investment CF	-3
EPS reported	3.02	3.24	4.26	4.58	4.92	Dividends paid	11
EPS adjusted	3.02	3.24	4.26	4.58	4.92	Buybacks, issuance	24
Year end shares	7	7	7	7	7	Change in net debt	-43
Average shares	7	7	7	7	7	Net debt	-20
DPS	1.55	1.60	1.85	2.05	2.35	FCF per share	4.82

Growth and margins

	2014	2015	2016E	2017E	2018E		2014	2015	2016E	2017E	2018E	
Revenue growth	-2.3%	5.8%	4.1%	3.0%	4.5%	Net debt / equity	-11.4%	-8.4%	-11.5%	-17.5%	-23.7%	
EBITDA growth	-0.9%	13.4%	6.5%	2.6%	5.6%	Net debt / EBITDA	-0.3	-0.2	-0.3	-0.5	-0.7	
EBIT growth	12.8%	12.7%	20.9%	7.2%	7.1%	Avg cost of debt	6.3%	11.7%	5.0%	5.0%	5.0%	
EPS adj growth	-20.0%	7.3%	31.6%	7.5%	7.5%	Tax rate	32.1%	37.4%	31.5%	31.5%	31.5%	
FCF growth	204.9%	-40.9%	2.3%	38.4%	14.9%	Interest cover	27.8	80.1	523.4	0.0	0.0	
EBITDA margin	12.6%	13.6%	13.9%	13.8%	14.0%	Payout ratio	51.4%	49.4%	43.4%	44.8%	44.8%	
EBIT margin	6.2%	6.6%	7.7%	8.0%	8.2%	ROCE	14.3%	15.8%	17.7%	18.3%	19.4%	
Net income margin	4.1%	4.2%	5.3%	5.5%	5.7%	Capex / sales	7.4%	7.3%	6.7%	6.2%	5.7%	
FCF margin	6.5%	3.7%	3.6%	4.8%	5.3%	Capex / depreciation	115.9%	105.4%	109.2%	107.8%	100.0%	

Key ratios

Valuation metrics

	2014	2015	2016E	2017E	2018E
P / adjusted EPS	17.0	16.5	15.5	14.5	13.5
P / book value	2.1	2.0	2.3	2.1	1.9
FCF yield	9.4%	5.3%	4.4%	6.1%	7.0%
Dividend yield	3.0%	3.0%	2.8%	3.1%	3.5%
EV / sales	0.7	0.7	0.8	0.8	0.7
EV / EBITDA	5.5	5.2	5.8	5.5	5.0
EV / EBIT	11.2	10.6	10.5	9.5	8.5
EV / FCF	10.7	19.1	22.5	15.7	13.1
EV / cap. employed	2.3	2.4	2.7	2.5	2.4

Key risks to our investment thesis

- Q4 accounts for most annual earnings, thus presenting execution risk and making CEWE dependent on a single quarter.
- Additional investments in the Commercial online printing division to support market share gains in a structurally changing printing market could push the break-even point beyond 2016E and dilute margins in 2016/17E.

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Financials

Profit and loss account

Year-end December(EUR m)	2012	2013	2014	2015	2016E	2017E	2018E
Sales	507	536	524	554	577	594	621
Own work capitalised	1	1	1	1	1	1	1
Total sales	508	538	525	555	578	596	622
Other operating income	30	25	21	20	17	16	16
Material expenses	186	190	163	162	165	168	175
Personnel expenses	122	130	136	144	147	151	158
Other operating expenses	164	175	182	194	203	210	219
Unusual or infrequent items	0	0	0	0	0	0	0
EBITDA	66	67	66	75	80	82	87
EBITDA margin	13.0%	12.5%	12.6%	13.6%	13.9%	13.8%	14.0%
Depreciation	28	26	26	33	32	32	34
EBITA	38	40	41	42	48	50	53
Amortisation of goodwill	0	4	0	0	0	0	0
Amortisation of intangible assets	9	8	8	5	4	2	2
Impairment charges	0	0	0	0	0	0	0
EBIT	29	29	33	37	44	48	51
EBIT margin	5.7%	5.4%	6.2%	6.6%	7.7%	8.0%	8.2%
Interest income	0	0	0	0	0	0	1
Interest expenses	2	2	1	1	0	0	0
Other financial result	0	0	0	0	0	0	0
Financial result	-2	-2	-1	0	0	0	0
Income on ordinary activities before taxes	27	27	31	36	44	48	51
Extraordinary income/loss	0	0	0	0	0	0	0
EBT	27	27	31	36	44	48	51
Taxes	8	6	10	14	14	15	16
Tax rate	29%	23%	32%	37%	32%	32%	32%
Net income from continuing operations	19	21	21	23	30	33	35
Income from discontinued operations (net of tax)	0	0	0	0	0	0	0
Net income	19	21	21	23	30	33	35
Minority interest	0	0	0	0	0	0	0
Net income (net of minority interest)	19	21	21	23	30	33	35

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Balance sheet

Year-end December (EUR m)	2012	2013	2014	2015	2016E	2017E	2018E
Intangible assets	50	45	45	55	56	59	59
Property, plant and equipment	101	99	103	109	111	110	110
Financial assets	5	7	16	12	12	12	12
Fixed assets	156	151	163	175	178	181	181
Inventories	63	59	49	51	53	54	57
Accounts receivable	72	89	84	90	94	97	101
Other current assets	12	12	8	9	10	10	10
Liquid assets	13	14	28	23	30	46	64
Deferred taxes	8	9	8	7	7	7	7
Deferred charges and prepaid expenses	0	0	0	0	0	0	0
Current assets	169	183	177	180	194	214	240
TOTAL	325	334	340	356	373	396	421
Shareholders' equity	132	143	174	188	204	223	242
Minority interest	0	0	0	0	0	0	0
Long-term debt	28	7	3	2	2	2	2
Pensions provisions	17	18	22	23	19	19	20
Other provisions	6	9	8	10	10	10	10
Non-current liabilities	51	34	33	35	31	31	32
short-term debt	13	30	5	5	5	5	5
Accounts payable	102	101	96	91	95	97	102
Advance payments	0	0	0	0	0	0	0
Other liabilities	23	23	29	35	36	37	38
Deferred taxes	4	3	3	2	2	2	2
Other accruals	0	0	0	0	0	0	0
Current liabilities	142	157	133	133	138	142	147
TOTAL	325	334	340	356	373	396	421

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Cash flow statement

EUR m	2012	2013	2014	2015	2016E	2017E	2018E
Net profit/loss	19	21	21	23	30	33	35
Depreciation of fixed assets (incl. leases)	28	26	26	33	32	32	34
Amortisation of goodwill	0	4	0	0	0	0	0
Amortisation of intangible assets	9	8	8	5	4	2	2
Other	-8	1	5	5	-4	0	0
Cash flow from operations before changes in w/c	48	60	60	66	62	67	71
Change in inventory	-15	4	10	-2	-2	-2	-2
Change in accounts receivable	6	-17	4	-6	-4	-3	-4
Change in accounts payable	12	-1	-5	-5	4	3	4
Change in other working capital	0	0	0	0	0	0	0
Change in working capital	3	-14	10	-8	-2	-2	-2
Cash flow from operating activities	51	46	70	59	60	66	69
Maintenance capex	27	28	28	31	31	32	33
Cash flow from operating activities after maintenance	24	17	41	28	29	34	36
Capex, excluding maintenance	7	7	7	8	8	5	3
Payments for acquisitions	24	0	5	15	0	0	0
Financial investments	-11	2	3	2	0	0	0
Income from asset disposals	1	2	1	1	0	0	0
Cash flow from investing activities	-46	-35	-43	-55	-39	-37	-36
Cash flow before financing	5	11	26	3	21	29	33
Increase/decrease in debt position	-9	-1	-26	2	0	0	0
Purchase of own shares	0	-1	0	0	0	0	0
Capital measures	0	0	24	0	0	0	0
Dividends paid	9	10	11	11	11	13	15
Others	-5	0	0	0	0	0	0
Effects of exchange rate changes on cash	0	0	0	0	0	0	0
Cash flow from financing activities	-23	-10	-13	-10	-11	-13	-15
Increase/decrease in liquid assets	-17	0	13	-6	9	16	18
Liquid assets at end of period	13	14	27	21	30	46	64

Source: Company data, Berenberg estimates

Growth rates yoy

(%)	2012	2013	2014	2015	2016E	2017E	2018E
Net sales	8.1 %	5.7 %	-2.3 %	5.8 %	4.1 %	3.0 %	4.5 %
EBITDA	3.9 %	1.1 %	-0.9 %	13.4 %	6.5 %	2.6 %	5.6 %
EBIT	0.5 %	6.2 %	0.4 %	3.4 %	14.8 %	3.0 %	7.0 %
Net income	2.1 %	11.7 %	0.8 %	6.4 %	33.7 %	7.5 %	7.5 %
EPS reported	1.4 %	11.9 %	-6.4 %	7.3 %	31.6 %	7.5 %	7.5 %
EPS recurring	1.4 %	31.0 %	-20.0 %	7.3 %	31.6 %	7.5 %	7.5 %

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Ratios

Ratios	2012	2013	2014	2015	2016E	2017E	2018E
Asset utilisation efficiency							
Capital employed turnover	3.2	3.2	3.4	3.2	3.2	3.2	3.4
Operating assets turnover	3.8	3.7	3.8	3.5	3.5	3.6	3.7
Plant turnover	5.0	5.4	5.1	5.1	5.2	5.4	5.6
Inventory turnover (sales/inventory)	8.1	9.1	10.7	10.9	10.9	10.9	10.9
Operational efficiency							
Operating return	49.4%	46.0%	47.4%	47.3%	49.1%	50.1%	52.1%
Total operating costs / sales	87.2%	87.8%	87.6%	86.7%	86.4%	86.4%	86.3%
Sales per employee	190.2	200.0	194.4	204.6	212.1	217.3	226.0
EBITDA per employee	24.8	24.9	24.6	27.7	29.4	30.0	31.5
EBIT margin	5.7%	5.4%	6.2%	6.6%	7.7%	8.0%	8.2%
Return on capital							
EBIT/ Y/E capital employed	18.3%	17.4%	21.2%	21.4%	24.7%	26.0%	27.6%
EBIT / avg. capital employed	21.2%	17.8%	20.4%	22.6%	25.3%	26.2%	27.7%
EBITDA/ Y/E capital employed	41.6%	40.3%	43.1%	43.7%	44.4%	44.7%	46.9%
EBITDA / avg. capital employed	48.3%	41.1%	41.4%	46.2%	45.5%	45.1%	47.1%
Return on equity	101070			1012/0	101070	101170	
Net profit / Y/E equity	14.4%	14.8%	12.3%	12.3%	14.9%	14.7%	14.5%
Recurring net profit / Y/E equity	14.4%	14.8%	12.3%	12.3%	14.9%	14.7%	14.5%
Net profit / avg. equity	15.0%	15.4%	13.5%	12.8%	15.5%	15.3%	15.1%
Recurring net profit / avg. equity	15.0%	15.4%	13.5%	12.8%	15.5%	15.3%	15.1%
Security	10.070	10.470	10.070	12.070	10.078	10.070	10.176
Net debt (if net cash=0)	27	23	-20	-16	-23	-39	-57
Debt / equity	20.3%	16.2%	-20	-8.4%	-23	-17.5%	-23.7%
Net gearing	20.3%	16.2%	-11.4%	-8.4%	-11.5%	-17.5%	-23.7%
Interest cover	20.3%	15.7	23.0	-8.4 <i>%</i> 42.2	-11.5%	-17.5%	-23.7%
EBITDA / interest paid	26.9	36.2	46.7	86.3	228.0	233.8	247.0
Altman's z-score	4.1	4.6	40.7 5.3	5.4	228.0 5.4	233.0 5.4	247.0 5.4
	51%	4.0 50%	5.3 51%	5.4 49%		5.4 45%	5.4 45%
Dividend payout ratio	51%	50%	51%	49%	43%	43%	43%
Liquidity Current ratio	10	10	10	17	17	15	16
	1.2	1.2	1.3	1.4	1.4	1.5	1.6
Acid test ratio	0.7	0.8	1.0	1.0	1.0	1.1	1.2
Free cash flow	0.9	0.5	1.6	0.9	0.7	0.9	0.9
Funds management	0.70/	7 / 9/	0.0%	7.0%	0.00/	0.0%	0.0%
Avg. working capital / sales	6.7%	7.4%	8.0%	7.9%	8.9%	8.9%	8.9%
Cash flow / sales	5.4%	5.0%	5.0%	5.7%	5.9%	6.2%	5.8%
Free cash flow/sales	3.4%	1.9%	6.5%	3.7%	3.6%	4.8%	5.3%
Inventory processing period (days)	123	114	110	114	117	118	119
Receivables collection period (days)	52	60	59	60	60	60	60
Payables payment period (days)	201	194	216	205	209	212	213
Cash conversion cycle (days)	-26	-20	-47	-31	-33	-34	-35
Trade creditors / trade debtors	141.6%	113.9%	114.0%	100.5%	100.5%	100.5%	100.5%
Other							
Interest received / avg. cash	1.5%	1.0%	1.2%	1.6%	1.0%	1.0%	1.0%
Interest paid / avg. debt	7.6%	4.8%	6.3%	11.7%	5.0%	5.0%	5.0%
Capex / dep'n	62.6%	98.1%	115.9%	105.4%	109.2%	107.8%	100.0%
Cost per employee	37	38	39	40	41	42	43
Capex / sales	4.6%	6.9%	7.4%	7.3%	6.7%	6.2%	5.7%
Maint. capex / sales	5.3%	5.3%	5.4%	5.5%	5.4%	5.0%	5.7%
Cash flow	27	27	26	32	34	37	36
Cash ROCE	20.0%	16.6%	16.5%	19.4%	19.5%	20.2%	19.4%
Free cash flow Source: Company data. Berenberg estimates	8.3%	4.4%	9.4%	4.3%	4.4%	6.1%	7.0%



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Disclosures in respect of Article 20 of Regulation (EU) No. 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (market abuse regulation - MAR)

Company	Disclosures
CEWE Stiftung & Co KGaA	no disclosures

- (1) Joh. Berenberg, Gossler & Co. KG (hereinafter referred to as "the Bank") and/or its affiliate(s) was Lead Manager or Co-Lead Manager over the previous 12 months of a public offering of this company.
- (2) The Bank acts as Designated Sponsor/Market Maker for this company.
- (3) Over the previous 12 months, the Bank and/or its affiliate(s) has effected an agreement with this company for investment banking services or received compensation or a promise to pay from this company for investment banking services.
- (4) The Bank and/or its affiliate(s) holds 5% or more of the share capital of this company.
- (5) The Bank holds a long position in shares of this company.
- (6) The Bank holds a short position in shares of this company.

Production of the recommendation completed: 18.07.2016, 16:56 GMT

Historical price target and rating changes for CEWE Stiftung & Co KGaA in the last 12 months

Date	Price target - EUR	Rating	First dissemination GMT	Initiation of coverage
<u>26 November 15</u>	<u>66.50</u>	<u>Buy</u>	2015-11-27 06:45	<u>28 June 11</u>
<u>18 July 16</u>	<u>79.00</u>	<u>Buy</u>	<u> </u>	

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