

CEWE Stiftung & Co. KGaA

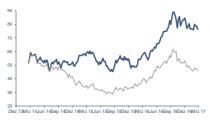
Neutral → | Target 84.00 EUR

Price (23/03/2017): 76.40 EUR| Upside: 10 %

Est.chg 2017e 2018e EPS -0.8% -0.4%

Very strong performance in 2016, but uncertainty from VAT impact remains a drawback

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CEWE Stiftung & Co. KGaA
 CEWE Stiftung & Co. KGaA Relative to Property, holdings, other fi (Rebased)

		546
		467
	53.88	- 90.55
		70.5
1m	3m	12m
-1.7	-8.6	39.2
-2.9	-12.8	25.5
-1.6	-14.2	26.7
12/16	12/17e	12/18e
593	609	630
97.2	87.5	91.6
53.9	52.7	56.4
30.4	33.6	36.3
4.73	4.94	5.32
1.80	1.85	1.90
14.2	15.5	14.4
2.3	2.4	2.2
2.7	2.4	2.5
11.1	3.7	6.6
0.73	0.80	0.74
4.4	5.6	5.1
8.0	9.3	8.3
-24	-25	-32
	-1.7 -2.9 -1.6 12/16 593 97.2 53.9 30.4 4.73 1.80 14.2 2.3 2.7 11.1 0.73 4.4	1m 3m -1.7 -8.6 -2.9 -12.8 -1.6 -14.2 12/16 12/17e 593 609 97.2 87.5 53.9 52.7 30.4 33.6 4.73 4.94 1.80 1.85 14.2 15.5 2.3 2.4 2.7 2.4 11.1 3.7 0.73 0.80 4.4 5.6 8.0 9.3

Next Events

11.05.2017 Q1 Results
31.05.2017 Annual General meeting
10.08.2017 Q2 Results
10.11.2017 Q3 Results

Final 2016 figures match preliminaries; all 2016 targets achieved

CEWE's final 2016 figures were exactly in line with the preliminary figures reported in late February (prelims: sales: € 593.1m; EBIT: € 47.0m – see our 27 Feb. update).

Adjusted EBIT of € 53.9m (2015: € 42.5m) was well above our estimate (€ 45.6m), as the company has now extended the range of adjustments, in particular to include goodwill amortisation (€ 6.9m) and amortisations associated with purchase price allocations (€ 2.6m). Net income, at € 30.4m, was significantly below our estimate (€ 34.3m) due to 1) a higher than expected tax burden, and 2) the reclassification of non-controlling interests as liabilities in the balance sheet, which resulted in the elimination of losses attributable to minority interests in the P&L.

The proposed **DPS** of € 1.80 is significantly above our estimate (€ 1.70). **Free cash flow** came in very strong at € 46.4m (2015: € 4.4m), due only partly to special effects such as a premature payment (a high single-digit \in m amount) by a trade partner.

The company achieved all of its targets for 2016, including its volume targets.

Guidance for 2017 in line with our estimates; current EBIT now adjusted for PPA amortisations

Regarding 2017, management guided for sales of € 585-615m (our unchanged estimate: € 609.5m), reported EBIT of € 45-51m (our unchanged estimate: € 50.2m), EBT of € 44.5-50.5m (our unchanged estimate: € 49.6m), and net income of € 30-34m (our unchanged estimate: € 33.6m). It stated that (the lower ends of) its sales and earnings guidance ranges for 2017 include a safety buffer for uncertainty as to how the German VAT increase will impact customer demand for its photo books (see our last updates on CEWE). So far, management has only issued vague guidance on this saying it could affect EBIT in a range "from 0 euros to not more than a high single-digit €m amount"). At the analysts' conference, management stated once again that it is still too early to make more specific assessments.

We leave our 2017e and 2018e sales and EBIT estimates unchanged, even though they are close to the upper end of the guidance ranges, as we assume CEWE will be less affected by the VAT increase than many competitors due to its high-end positioning. Customers in the premium segment, where CEWE is positioned, emphasise quality over price. Photo books available in the entry price segment are less differentiated and thus more prone to price pressure, while CEWE's offering in the premium segment, with its wide selection of paper qualities and book covers, should be less susceptible to elasticity of demand.

We have marginally lowered our reported EPS estimates for 2017e and 2018e due to the above mentioned reclassification of minority interests.

We have changed our adjusted EBIT ('current EBIT') and adjusted EPS estimates to reflect the new methodology used by CEWE; that is, we now include estimated amortisation on customer bases, customer lists, etc. from purchase price allocations in our adjustments. Please note that the resulting increase in our adjusted estimates is purely methodological in nature.

Maintain Neutral until we have more visibility on the VAT issue

We assume that the uncertainty regarding the VAT impact on demand and CEWE's margins will continue to weigh on the share price for the time being and therefore stick to our **Neutral** rating, despite our unchanged and relatively high TP of € 84.00.

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opinions given in the document reflect our appraisal at the time of publication and may therefore be revised at a later date

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CEWE Stiftung & Co. KGaA Friday 24 March 2017



CWCG.DE | CWC GY Neutral Price 76.40EUR Specialist Retailing | Germany Upside 9.95% TP 84.00FUR PER SHARE DATA (EUR) 12/13 12/14 12/15 12/16 12/11 12/12 12/176 12/186 Adjusted EPS 2.84 2.88 3.39 3.08 3.68 4.73 4.94 5.32 Reported EPS 2.84 2.88 3.39 3.08 3.15 4.25 4.70 5.08 Growth in EPS(%) 1 4% 17.6% -9.2% 19.7% 28.3% 4 5% 7.7% Net dividend per share 1.40 1.45 1.50 1.55 1.60 1.80 1.85 1.90 FCF to equity per share 4.65 7.46 2.85 5.05 -1.16 1.90 4.31 1.68 Book value per share 18.38 19.95 21.71 24.94 26.21 28.67 31.58 34.82 Number of shares market cap 6.54 6.54 6.58 6.96 7.13 7.15 7.14 7.14 Number of diluted shares 6.54 6.54 6.58 6.96 7.13 7.15 7.14 7.14 VALUATION 12/11 12/12 12/13 12/14 12/15 12/16 12/17e 12/18e 12m highest price 60.10 90.55 12m lowest price 25.78 27 50 30 42 41.42 44 34 47 11 74 07 76.40 (*) Reference price 30.89 31.38 35.82 51.37 53.64 67.01 76.40 Capitalization 202 205 236 358 383 479 546 546 Restated Net debt -23.5 -15.0 -78.7 -6.7 18.1 16.3 -48.3 -55.8 Minorities (fair value) 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 Financial fixed assets (fair value) 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 **Enterprise Value** 195 223 252 334 368 430 490 467 P/E (x) 10.6 16.7 14.2 10.9 10.9 14.6 15.5 14.4 P/CF (x) 5.5 3.9 3.7 4.0 6.3 5.3 7.7 7.4 Net Yield (%) 4.6% 4 2% 3.0% 3.0% 2.7% 2.4% 2.5% 4.5% FCF yield (%) 15.0% ns 5.3% 8.4% 3.1% 11.1% 3.7% 6.6% P/B incl. GW (x) 2.42 1.68 1.57 1.65 2.06 2.05 2.34 2.19 P/B excl. GW (x) 1.68 1.57 1.65 2.06 2.05 2.34 2.42 2.19 EV/Sales (x) 0.42 0 44 0.47 0.64 0.66 0.73 0.80 0.74 EV/EBITDA (x) 3.1 3.4 3.8 5.1 4.5 4.4 5.6 5.1 EV/EBIT (x) 8.0 6.5 7.7 8.7 10.3 8.6 9.3 8.3 12/11 12/13 12/15 12/16 **PROFIT AND LOSS (EURm)** 12/12 12/14 12/17e 12/18e Sales 469 507 536 524 554 593 609 630 64 66 67 66 81 97 88 92 Depreciations -33.5 -37.0 -37.9 -33.5 -38.7 -43.3 -34.9 -35.2 **Current EBIT** 30.1 29.1 28.9 32.6 42.5 54 53 56 47.0 Published EBIT 29.1 28.9 32.6 54 30.1 36.4 50 Net financial income -2.2 -1.0 -0.5 -0.8 -0.6 -0.5 -1.0 -1.9 -10.6 -8.0 -4.8 -10.1 -13.5 -15.8 -16.0 -17.1 Corporate Tax Net income of equity-accounted companies 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 Profit/loss of discontinued activities (after tax) 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 Minority interests 0.0 0.0 0.0 0.0 Attributable net profit 18.6 18.8 22.3 21.4 22.5 30.4 33.6 36.3 Adjusted attributable net profit 18.6 18.8 22.3 21.4 26.3 33.8 35.3 38.0 **BALANCE SHEET (EURm)** 12/11 12/12 12/13 12/14 12/15 12/16 2/17e 2/18e 25.4 25.4 28.5 32.7 25.8 25.8 Other intangible assets 13.0 21.8 20.0 19.3 23.6 19.2 17.0 15.8 Tangible fixed assets 79.2 101 98.6 103 109 125 129 132 21.8 12.0 23.8 12.0 22.8 9.2 21.8 21.3 WCR 19.6 Financial assets 13.8 14.3 19.2 21.9 20.4 19.5 19.5 Ordinary shareholders equity 120 130 143 174 187 205 226 249 0.0 0.0 0.0 Minority interests 0.0 0.0 0.0 0.0 0.0 Shareholders equity 120 130 143 174 187 205 226 249 Non-current provisions 23.3 29.3 27.8 31.0 36.1 41.8 41.8 41.8 Net debt -6.7 18.1 16.3 -23.5 -15.0-48.3 -55.8 -78.7 CASH FLOW STATEMENT (EURm) 12/11 12/12 12/13 12/14 12/16 2/17e 2/18e 12/15 63.6 66.1 66.8 81.2 87.5 Change in WCR 8.6 -6.0 -13.1 13.0 -77 12.5 -12 6 0.6 -13.5 -7.9 Interests & taxes -10.7 -8.5 -9.8 -11.6 -16.6 -17.6Others -1.0 2.3 -0.3 -0.8 1.3 1.2 0.0 -0.1 Operating Cash flow 60.4 48.9 45.7 69.8 65.0 99.3 58.3 74.5 CAPEX -30.0 -56.5 -33 2 -39 7 -53.0 -46 0 -38.0 -38.5 Free cash-flow -7.6 53.3 20.3 30.4 12.5 30.0 12.0 36.0 Acquisitions / disposals 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 Dividends -8.5 -9.5 -10.6 -11.1 -12.9 -9.2 -11.5 -13.2 Net capital increase -6.5 0.5 0.5 23.7 -0.2 -1.3 0.0 0.0 Others -7.1 -11.8 -1.3-26.0 1.6 -6.2 0.0 0.0 40.2 22.8 Change in net debt 14.0 **GROWTH MARGINS PRODUCTIVITY** 12/11 12/12 12/13 12/14 12/15 12/16 12/17e 12/18e Sales growth 8.1% 5.7% -2.3% 5.8% 7.0% 2.8% 3.4% 5.7% 8.1% -2.3% 5.8% 7.0% 3.4% 2.8% Lfl sales growth Current EBIT growth -3.5% -0.4% 12.5% 26.8% 30.5% -2.3% 7.1% Growth in EPS(%) 1.4% 17.6% -9.2% 19.7% 28.3% 4.5% 7.7% Net margin 4 0% 3.7% 4.2% 4.1% 4.7% 5.7% 5.8% 6.0% 12.5% 16.4% **EBITDA** margin 13.6% 13.0% 12.6% 14.7% 14.4% 14.5% Current EBIT margin 6.4% 5.7% 5.4% 6.2% 7.7% 9.1% 8.6% 8.9% CAPEX / Sales -6.5% -11 3% -6.6% -7 7% -9 7% -8.3% -6 2% -6.1% WCR / Sales 4.4% 4.1% 1.6% 3.4% 4.7% 2.4% 2.3% 3.6% Tax Rate 36.3% 29.9% 17.7% 32.0% 37.5% 34.3% 32.3% 32.0% Normative tax rate 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% 30.0% Asset Turnover 3.5 32 32 3 2 32 3.3 32 ROCE post-tax (normative tax rate) 14.2% 12.2% 13.9% 17.2% 20.6% 19.8% 20.3% ROCE post-tax hors GW (normative tax rate) 16.3% 14.6% 16.5% 20.6% 24.5% 23.0% 23.4% ROF 15.0% 16.3% 13.5% 14 6% 17 2% 16 4% 16.0% DEBT RATIOS 12/11 12/13 12/12 12/14 12/15 12/16 12/17e 12/18e -24% -25% -32% Gearing 14% 11% -14% -8% -6% Net Debt / Market Cap -0.04 -0.10 -0.03 0.09 0.07 -0.07 -0.10 -0.14 Net debt / EBITDA 0 27 0.24 156.3 66.7 63.7 177.0 118.8 169.7 EBITDA / net financial charges 30.0 35.9

CEWE Stiftung & Co. KGaA

Friday 24 March 2017



Valuation method

Our target prices are established on a 12-month timeframe and we use three valuation methods to determine them. First, the discounting of available cash flows using the discounting parameters set by the Group and indicated on Oddo Securities' website. Second, the sum-of-the-parts method based on the most pertinent financial aggregate depending on the sector of activity. Third, we also use the peer comparison method which facilitates an evaluation of the company relative to similar businesses, either because they operate in identical sectors (and are therefore in competition with one another) or because they benefit from comparable financial dynamics. A mixture of these valuation methods may be used in specific instances to more accurately reflect the specific characteristics of each company covered, thereby fine-tuning its evaluation.

. Sensitivity of the result of the analysis/ risk classification:

The opinions expressed in the financial analysis are opinions as per a particular date, i.e. the date indicated in the financial analysis. The recommendation (cf. explanation of the recommendation systematic) can change owing to unforeseeable events which may, for instance, have repercussions on both the company and on the whole industry.

Our stock market recommendations

Our stock market recommendations reflect the RELATIVE performance expected for each stock on a 12-month timeframe.

Buy: performance expected to exceed that of the benchmark index, sectoral (large caps) or other (small and mid caps).

Neutral: performance expected to be comparable to that of the benchmark index, sectoral (large caps) or other (small and mid caps).

Reduce: performance expected to fall short of that of the benchmark index, sectoral (large caps) or other (small and mid caps).

- . The prices of the financial instruments used and mentioned in this document are the closing prices.
- All publications by Oddo Securities or Oddo Seydler concerning the companies covered and mentioned in this document are available on the research site: www.oddosecurities.com

Price Target (EUR)

Price (EUR)

Analyst

Martin Decot

Recommendation and target price changes history over the last 12 months for the company analysed in this report

Reco

Neutral

12.08.16	Buy	80.00	74.60	Martin Decot
Recommendation split				
		Buy	Neutral	Reduce
Our whole coverage	(415)	48%	43%	9%
Liquidity providers coverage	(153)	52%	43%	5%
Research service coverage	(66)	56%	41%	3%
Investment banking services	(39)	69%	26%	5%

Risk of conflict of interest:

Date

11.11.16

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Friday 24 March 2017



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