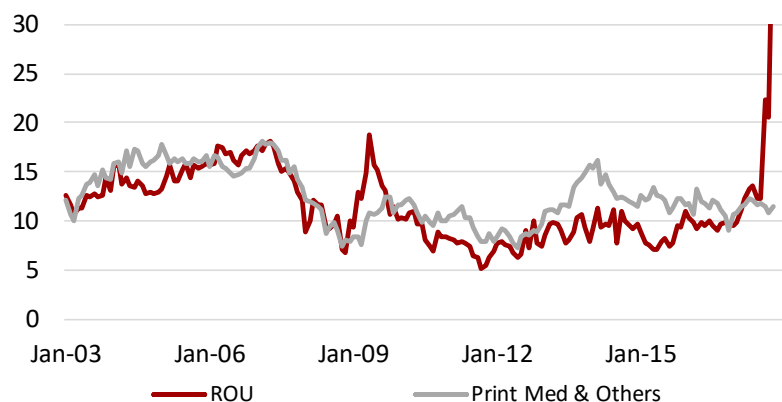




Roularta P/E vs European peers: narrowing discounts



| €m | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e |
|------------------|-------|--------|-------|-------|-------|-------|-------|
| Sales | 677.1 | 300.1 | 291.9 | 278.6 | 259.9 | 248.4 | 237.4 |
| EBIT | -49.2 | 3.9 | 12.3 | 6.7 | -3.4 | -2.6 | -3.8 |
| Net profit | -57.9 | -142.5 | 64.4 | 21.5 | 8.3 | 11.5 | 15.7 |
| EPS (€) | -4.44 | -10.98 | 4.92 | 1.65 | 0.64 | 0.89 | 1.20 |
| DPS (€) | 0.00 | 0.00 | 0.50 | 0.50 | 0.20 | 0.25 | 0.35 |
| P/E (x) | na | na | 3.2 | 14.7 | 33.6 | 24.2 | 17.8 |
| Yield (%) | 0.0 | 0.0 | 3.2 | 2.1 | 0.9 | 1.2 | 1.6 |
| Adj. EV/EBIT (x) | na | 36.0 | 9.6 | 32.7 | na | na | na |

Source: Merodis Equity Research, Factset
Pricing date: 31/10/2017

Market review and peer benchmarking

5 November 2017

Key monthly insights

Transformational deal remains the talk of the market

Roularta announced a transformational deal on 2 October, with the disposal of its 50% stake in Mediaaan to De Persgroep, and, simultaneously, the acquisition of a 50% stake in Mediafin from the same party (details of the transactions are available in our [September Review](#)). The €217.5 net cash proceeds for Roularta implies an exit multiple of 8.2x EV/EBITDA for the Mediaaan stake, assuming an acquisition price of €50m for the Mediafin stake (7.2x EV/EBITDA). The deal should close in early 2018 following a review by the competition authorities. We expect Roularta's equity story to change radically with a profile shifting from a diversified Belgian media company whose main value driver was TV Broadcasting, to a leader in Belgian Print Media group, focused on the high-end audience and involved in magazines, newspapers, free-sheets and, increasingly, digital.

Going private?

The market is debating on the management's next moves, particularly as it should hold an estimated €173m in net cash. There are many options in our view, including (1) gradually investing the cash in complementary and/or new activities (including digital), (2) remunerating investors through an exceptional dividend, (3) a delisting of Roularta by the controlling shareholders (De Nolf and Claeys families, which own 72%) and (4) a combination of the first two options. Option (1) is potentially the most rewarding over the LT, depending on the quality, the valuation level and the speed of the acquisitions, but also, potentially, the most earnings dilutive in the ST (also depending on the valuation levels and the speed). Although Option (2) could be considered the most rewarding for shareholders in the ST (up to €20/share could, theoretically, be paid to investors; a share buyback would reduce an already-low free float and could easily lead to a delisting), it is unlikely given the company's strategy of investing in digital organically and through acquisitions, which both require funding. Option (3) is the most debated in the market. A delisting could cost the controlling shareholders €46m at the current share price, but it could also be done through a share buyback, preventing any cash outlay for the controlling shareholder. A delisting would eliminate market scrutiny on performance and, hence, reduce pressure on management, but we believe that this is not an issue. The notoriety and visibility provided by a listing outweigh, in our view, any potential drawbacks. This is particularly the case as Roularta is in an investment mode whereby notoriety and visibility are valuable tools.

Post-transaction valuation assessment

Our fair equity value estimate is unchanged at €22.1/share. Our SOTP model includes the estimated acquisition value of the Mediafin stake and the net cash proceeds. Our methodology remains unchanged and we continue to value for Print Media at an EV of close to €30m. We continue to believe the business has value, given, among others, Roularta's leading market positions in free newspapers, business and news magazines as well as its state-of-the-art printing facilities, highlighting a clear re-rating potential.

Merodis
Equity Research

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Please refer to important disclosures at the end of this report

Goals of this Dashboard

- ➔ Follow-up to our coverage of Roularta which was launched in October 2015 (see below)
- ➔ Tool to keep investors up to date with Roularta's equity story as well as its valuation in a sector context
- ➔ Update investors on recent company and sector news flow

Corporate calendar of Roularta's upcoming announcements and events

- ➔ Monday, 12 March 2018: Announcement of FY17 results (08.15AM CET; Analyst meeting at 2PM)
- ➔ Tuesday, 15 May 2018: AGM (Roeselare, Belgium)

Access to our recent research reports on Roularta

- ➔ ["Back on its feet" \(initiation\), 14 October 2015](#)
- ➔ ["When the going gets tough" \(update\), 28 August 2017](#)
- ➔ ["September 2017 market review" \(monthly dashboard\), 4 October 2017](#)

Company description

Roularta is Belgium's leading media company offering:

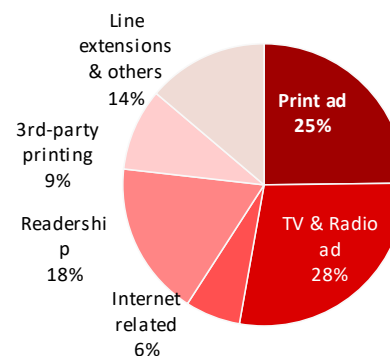
- (1) local weekly free newspapers in Flanders (De Streekkant, De Zondag, Steps),
- (2) audiovisual free-to-air broadcasting in Flanders (market leader) through its 50% ownership of **Medialaan** (VTM, 2BE, QMusic, Joe FM),
- (3) nationwide weekly news and business magazines (Knack, Le Vif L'Express, Trends, Trends Tendance),
- (4) internet (Digilocal, Proxistore, own websites).

Combined group sales are almost entirely generated in Belgium through: (1) TV and radio advertising (28% of group), (2) print media advertising (26%), (3) readers market including subscriptions (21%), (4) third-party printing (9%) and (5) other sources of revenues including line extensions, rights and mobile (14%).

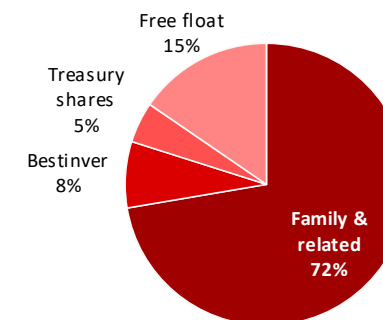
Roularta's consolidated accounts include the full contribution of its print media activity (ad and readers market, ex-Bayard), its internet activity, line extensions and third-party printing. The 50% stakes in Medialaan and **Bayard** are equity-accounted.

We have not yet reflected the disposal of the Medialaan stake and the simultaneous acquisition of a 50% stake in Mediafin, announced on 2 October 2017 (closing expected in early 2018). Mediafin, co-owned by Groupe Rossel, publishes Belgium's leading financial dailies, De Tijd and L'Echo.

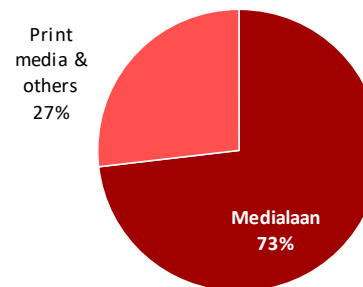
Combined sales breakdown (2016)



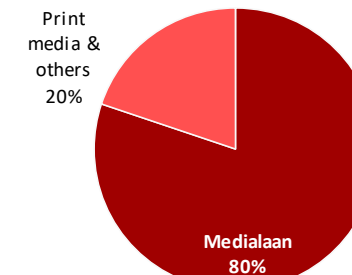
Shareholders



Combined EBIT breakdown (2016)



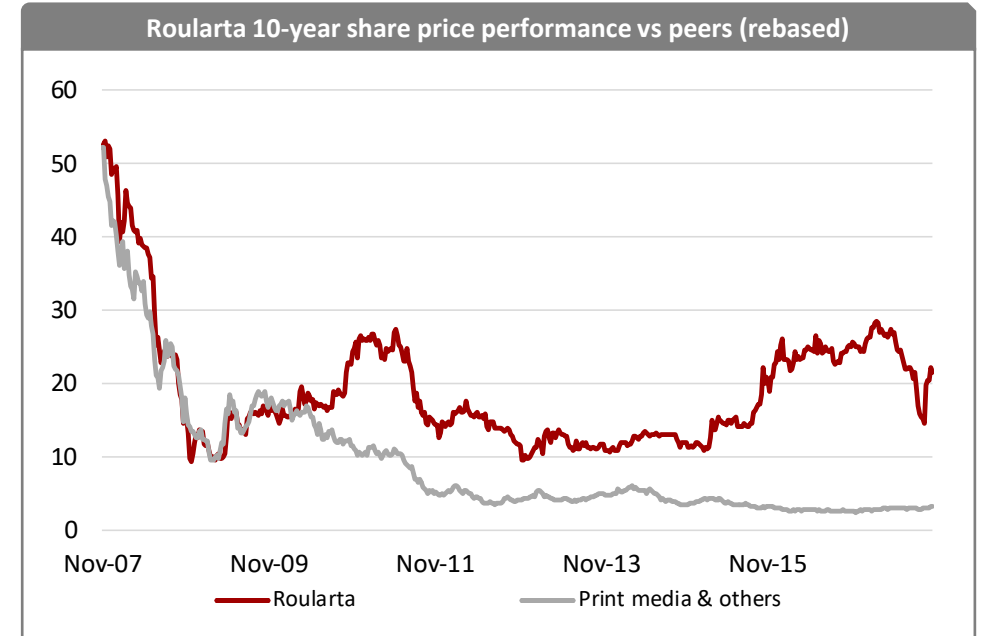
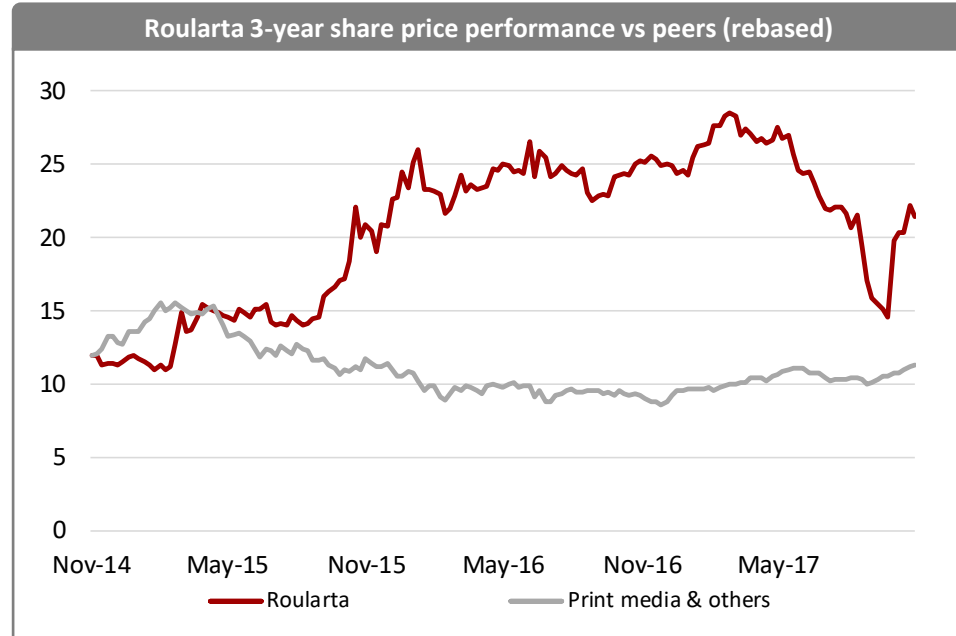
Consolidated net profit breakdown (2016)



Source: Merodis, Factset

Share price performance

Under pressure since the 1Q17 trading update in April



Source: Merodis, Factset

Analyst Recommendations, Earnings Expectations

Consensus has deteriorated

Consensus view

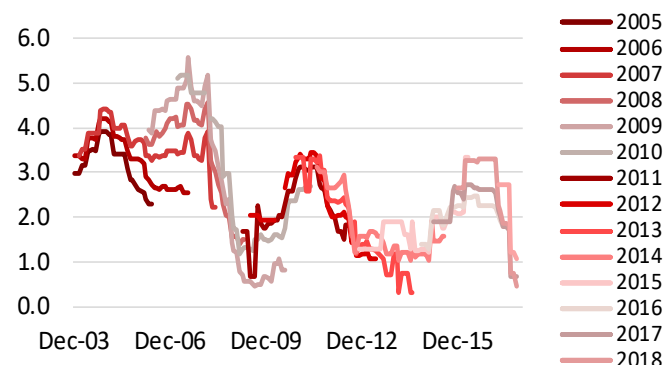
Consensus EPS estimates for Roularta have been revised down in October to reflect the disposal of the Mediaalaan stake and the acquisition of the Mediafin stake. We have opted to keep our forecasts unchanged until the deal is closed (expected in early 2018).

Consensus currently expects a 2017e EPS of €0.66 which compares to our forecast of €0.64, while 2018e earnings are expected to come in at €0.44 (was €0.73) vs. our forecast of €0.89. 2019e consensus EPS estimates available on Factset are at €1.05 (from €1.20), vs. our forecast of €1.20, which reflects positive momentum from the full-year effect of the end of the leasing contract with Econocom (end-2018) and the repayment of the €100m bond (also at the end of 2018).

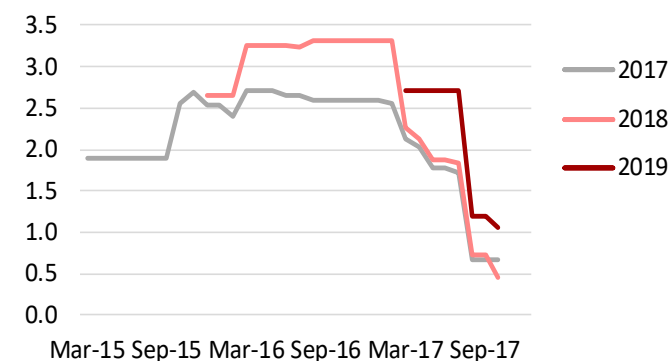
Roularta's share price rebounded sharply after the announced deals on 22 October, which reflects the high disposal price for the 50% stake in Mediaalaan (estimated at €267m or 8.2x EV/EBITDA). The stock is up 47% in October following a 7.7% decline in September and a 28% decline in August. YTD, Roularta is down 12% which compares to an 18% rise among Print Media peers. Roularta's share price is down 15% over the last 12 months, also below the Print Media sectors' +21%. The shares' low over the last 12 months is a new €14.48 (27 September 2017), while its high during the year was €28.95 (22 February 2017).

The two brokers covering the stock, KBC Securities and Degroof Petercam, rate the stock Buy. The highest price target for Roularta among them is currently €24.

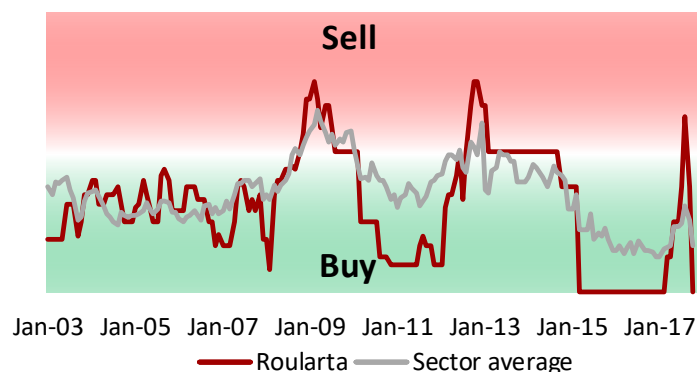
EPS Worms (€/share)



Consensus EPS 2016-18 (€/share)



Analyst recommendations vs. peer average



Merodis Equity Research estimates vs. consensus (%)

| | <u>2017e</u> | <u>2018e</u> | <u>2019e</u> |
|----------|--------------|--------------|--------------|
| Sales | 0.2 | -0.3 | -1.0 |
| EBITDA | -22.5 | -8.3 | -0.8 |
| EBIT | -20.1 | -51.2 | 116.6 |
| EPS (€) | -3.3 | 99.3 | 14.6 |
| DPS (€) | -11.1 | 0.0 | -17.6 |
| Net debt | -169.3 | -129.6 | na |

Source: Merodis, Factset

Sector benchmarking analysis

Benchmarking Print Media and TV broadcasting (disposal to be closed in early 2018)

| Company | Freefloat (%) 2017 | Liquidity (daily,€m) | Depr/ EBITDA | Capex/ Sales | ND/EBITDA | | | EBITDA margin (%) | | | EBIT margin (%) | | | Net margin (%) | | | ROE (%) | | | 2017-19e CAGR (%) | | | |
|----------------------------|--------------------|----------------------|--------------|--------------|------------|------------|------------|-------------------|-------------|-------------|-----------------|-------------|-------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------|-------------|-----|
| | | | | | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | EPS |
| Impresa | 36 | 0.34 | | 2% | | | | | | | | | | | | | | | | #VALUE! | #N/A | #N/A | |
| Spir | 32 | | 14% | 3% | 12.9 | 6.0 | | 0.9 | 2.2 | | -2.5 | -1.2 | | -1.4 | -0.1 | | -36.7 | -4.7 | | | | | |
| Solocal | 100 | 3.40 | 27% | 9% | 1.7 | 1.3 | 0.9 | 26.0 | 27.0 | 27.1 | 18.1 | 19.0 | 19.3 | 8.2 | 9.6 | 10.0 | | | | -0.7 | 1.6 | -0.6 | |
| Gruppo Editoriale L'Esp. | | | | | | | | | | | | | | | | | | | | | | | |
| Mondadori | 47 | 0.84 | 34% | 0% | 1.9 | 1.5 | 1.1 | 8.5 | 8.7 | 9.0 | 5.8 | 6.1 | 6.3 | 2.8 | 3.0 | 3.3 | 10.6 | 11.3 | 10.9 | 11.3 | 3.6 | 0.2 | |
| RCS | 16 | 0.92 | 66% | 3% | 2.4 | 1.7 | 1.2 | 14.7 | 16.8 | 16.8 | 8.8 | 11.3 | 11.4 | 4.4 | 6.9 | 7.3 | 34.0 | 33.5 | 27.6 | | 6.7 | -0.4 | |
| Vocento | 51 | 0.18 | 31% | 2% | 1.8 | 1.4 | 1.1 | 8.5 | 9.8 | 10.4 | 4.8 | 6.0 | 6.7 | 1.9 | 2.8 | 3.3 | 2.9 | 4.2 | 4.9 | 35.4 | 10.3 | -0.3 | |
| Telegraaf | 12 | 0.02 | 220% | 3% | | | | | | | | | | | | | | | | | | | |
| Sanoma | 35 | 1.04 | 58% | 2% | 1.4 | 1.4 | 1.1 | 23.7 | 23.5 | 23.8 | 12.1 | 13.0 | 13.1 | -16.5 | 9.0 | 9.3 | 18.5 | 24.2 | 21.7 | 5.0 | | -4.4 | |
| Connect | 98 | 0.49 | 33% | 1% | 1.0 | 1.0 | 0.9 | 4.8 | 4.6 | 4.7 | 3.5 | 3.5 | 3.6 | 2.4 | 2.1 | 2.2 | | | 312.6 | 3.6 | -1.4 | 0.0 | |
| Tarsus | 76 | 0.19 | 48% | 1% | 1.8 | 2.4 | 1.3 | 34.5 | 32.2 | 34.6 | 32.9 | 30.2 | 33.0 | 19.1 | 14.2 | 20.1 | | | 27.5 | 41.9 | 3.8 | 4.9 | 4.8 |
| Trinity Mirror | 97 | 0.26 | 22% | 1% | 0.1 | -0.2 | -0.3 | 22.7 | 23.3 | 24.3 | 19.5 | 19.9 | 19.6 | | | | | | | -2.7 | -1.9 | -5.1 | |
| Wilmington | 89 | 0.41 | 130% | 1% | 1.6 | 1.2 | 0.8 | 21.2 | 22.5 | 23.0 | 19.5 | 20.4 | 20.8 | 10.7 | 11.7 | 12.6 | 43.8 | 59.1 | | 11.6 | 10.6 | 6.2 | |
| Independent News | 70 | 0.19 | 11% | 2% | -3.0 | -3.8 | -4.7 | 11.9 | 11.6 | 10.9 | 10.1 | 9.7 | 8.9 | 9.5 | 8.6 | 7.9 | 34.3 | 24.5 | 17.7 | -12.2 | -9.5 | -5.4 | |
| Eniro | 95 | 0.15 | -44% | 5% | | | | | | | | | | | | | | | | | | | |
| Axel Springer | 42 | 9.10 | 28% | 5% | 2.0 | 1.3 | 0.8 | 18.6 | 19.5 | 20.5 | 13.5 | 14.3 | 15.4 | 8.0 | 8.8 | 9.5 | 12.2 | 13.5 | 14.5 | 12.6 | 9.4 | 4.1 | |
| PRINT MEDIA AVERAGE | 60 | 1.25 | 48% | 3% | 2.1 | 1.3 | 0.4 | 16.3 | 16.8 | 18.7 | 12.2 | 12.7 | 14.4 | 4.5 | 6.9 | 8.5 | 14.9 | 21.4 | 56.5 | #VALUE! | #N/A | #N/A | |
| PRINT MEDIA MEDIAN | 51 | 0.38 | 32% | 2% | 1.7 | 1.3 | 0.9 | 16.6 | 18.2 | 20.5 | 11.1 | 12.1 | 13.1 | 4.4 | 8.6 | 8.6 | 15.4 | 24.2 | 19.7 | #VALUE! | #N/A | #N/A | |
| Roularta (combined) | 25 | 0.13 | 49% | 2% | 0.9 | 0.4 | 0.2 | 9.2 | 10.4 | 11.5 | 4.6 | 5.6 | 5.9 | 1.8 | 2.6 | 3.6 | 3.8 | 5.1 | 6.8 | 37.2 | 9.4 | -2.1 | |
| % prem./(disc.) vs median | -51 | -66.0 | 52.6 | 1.6 | -47.9 | -73.8 | -76.9 | -44.5 | -42.6 | -43.8 | -58.3 | -54.0 | -55.1 | -58.9 | -69.9 | -58.4 | -75.4 | -79.1 | -65.6 | #VALUE! | #N/A | #N/A | |
| Roularta (consolidated) | 25 | 0.13 | 144% | 3% | 5.3 | 2.3 | 1.4 | 3.2 | 4.0 | 5.0 | -1.3 | -1.0 | -1.6 | 3.2 | 4.6 | 6.6 | 3.8 | 5.1 | 6.8 | 37.2 | 18.7 | -4.4 | |
| % prem./(disc.) vs median | -51 | -66.0 | 348.1 | 62.6 | 204.5 | 70.4 | 55.3 | -80.5 | -78.0 | -75.6 | -111.9 | -108.6 | -112.1 | -27.9 | -45.8 | -22.9 | -75.4 | -79.1 | -65.6 | #VALUE! | #N/A | #N/A | |
| FREE TV | | | | | | | | | | | | | | | | | | | | | | | |
| TF1 | 48 | 3.20 | 112% | 10% | -0.9 | -1.0 | -1.0 | 16.0 | 15.4 | 17.5 | 8.6 | 7.9 | 10.1 | 6.2 | 5.3 | 7.0 | 8.9 | 7.7 | 9.9 | 9.2 | 6.5 | 1.9 | |
| M6 | 44 | 2.24 | 34% | 11% | -0.1 | -0.2 | -0.3 | 25.9 | 25.6 | 25.7 | 17.4 | 17.3 | 17.5 | 10.7 | 10.8 | 10.8 | 22.7 | 23.2 | 22.2 | 5.3 | 4.4 | 4.8 | |
| Mediaset | 25 | 14.28 | 123% | 20% | 2.3 | 1.5 | 1.0 | 13.7 | 18.0 | 21.9 | 10.2 | 13.7 | 17.8 | 3.7 | 5.6 | 8.3 | 6.6 | 9.7 | 12.2 | 41.2 | 19.6 | -5.4 | |
| Mediaset España | 47 | 14.82 | 50% | 21% | -0.5 | -0.6 | -0.7 | 25.4 | 26.4 | 27.1 | 24.0 | 24.9 | 25.6 | 18.9 | 19.6 | 20.3 | 19.6 | 21.1 | 21.7 | 6.4 | 5.8 | 2.6 | |
| Atresmedia | 35 | 5.21 | 9% | 4% | 1.0 | 0.9 | 0.7 | 20.1 | 21.1 | 21.8 | 18.4 | 19.3 | 20.0 | 14.1 | 14.8 | 15.4 | 29.1 | 31.3 | 32.4 | 7.3 | 6.8 | 2.6 | |
| RTL | 24 | 0.49 | 16% | 4% | 0.3 | 0.3 | 0.2 | 21.7 | 21.5 | 21.4 | 18.7 | 18.4 | 18.4 | 11.9 | 11.6 | 11.7 | 23.5 | 22.9 | 23.6 | 3.1 | 2.7 | 3.4 | |
| Prosieben | 98 | 44.59 | 20% | 4% | 1.5 | 1.4 | 1.2 | 25.0 | 25.0 | 24.8 | 20.2 | 20.4 | 20.3 | 12.7 | 13.1 | 13.1 | 37.5 | 37.7 | 37.3 | 5.8 | 4.7 | 5.3 | |
| ITV | 90 | 31.72 | 17% | 1% | 0.9 | 0.7 | 0.6 | 28.2 | 27.9 | 28.5 | 27.3 | 26.1 | 26.6 | 20.5 | 20.3 | 21.0 | 82.5 | 79.3 | 70.2 | 3.6 | 3.1 | 2.5 | |
| FREE TV AVERAGE | 51 | 14.57 | 48% | 9% | 0.5 | 0.4 | 0.2 | 22.0 | 22.6 | 23.6 | 18.1 | 18.5 | 19.5 | 12.3 | 12.6 | 13.5 | 28.8 | 29.1 | 28.7 | 10.2 | 6.7 | 2.2 | |
| FREE TV MEDIAN | 46 | 9.75 | 27% | 7% | 0.6 | 0.5 | 0.4 | 23.4 | 23.2 | 23.3 | 18.5 | 18.9 | 19.2 | 12.3 | 12.4 | 12.4 | 23.1 | 23.0 | 22.9 | 6.1 | 5.3 | 2.6 | |
| Mediaaan (*) | | | 27% | 5% | 0.0 | -0.1 | -0.2 | 17.0 | 18.5 | 19.5 | 12.4 | 13.9 | 15.0 | 8.0 | 9.1 | 9.8 | 12.4 | 13.7 | 14.3 | 11.6 | 8.2 | 1.0 | |
| % prem./(disc.) vs median | | | 2.1 | -34.6 | -99.2 | -117.3 | -158.5 | -27.3 | -20.4 | -16.4 | -33.3 | -26.2 | -22.2 | -34.9 | -26.5 | -21.1 | -46.4 | -40.5 | -37.5 | 90.3 | 54.8 | -61.2 | |
| PRINTING | | | | | | | | | | | | | | | | | | | | | | | |
| St Ives | 96 | 0.30 | 119% | 2% | 1.6 | 1.8 | 1.6 | 8.6 | 8.7 | 8.9 | 6.9 | 6.9 | 7.2 | -11.0 | 3.3 | 4.4 | 16.1 | 18.2 | 19.1 | -1.8 | 0.2 | -1.4 | |
| QuadGraphics | 86 | 4.45 | 67% | 2% | 2.2 | 2.2 | 2.2 | 11.1 | 10.2 | 10.0 | 5.4 | 5.1 | 5.2 | 2.2 | 2.1 | 2.1 | 5.9 | 6.4 | 4.4 | -7.9 | -10.0 | -5.1 | |
| Dai Nippon Printing | 67 | 16.09 | 60% | 4% | -0.4 | -0.3 | -0.4 | 7.0 | 7.3 | 7.3 | 2.6 | 2.9 | 2.9 | 2.0 | 2.1 | 2.2 | 4.0 | 4.0 | 2.9 | na | na | na | |
| PRINTING AVERAGE | 83 | 6.95 | 82% | 3% | 1.1 | 1.2 | 1.1 | 8.9 | 8.8 | 8.7 | 5.0 | 5.0 | 5.1 | -2.3 | 2.5 | 2.9 | 8.7 | 9.6 | 8.8 | -4.8 | -4.9 | -3.3 | |
| PRINTING MEDIAN | 86 | 4.45 | 67% | 2% | 1.6 | 1.8 | 1.6 | 8.6 | 8.7 | 8.9 | 5.4 | 5.1 | 5.2 | 2.0 | 2.1 | 2.2 | 5.9 | 6.4 | 4.4 | -4.8 | -4.9 | -3.3 | |
| Roularta (combined) | 25 | 0.13 | 49% | 2% | 0.9 | 0.4 | 0.2 | 9.2 | 10.4 | 11.5 | 4.6 | 5.6 | 5.9 | 1.8 | 2.6 | 3.6 | 3.8 | 5.1 | 6.8 | 37.2 | 9.4 | -2.1 | |
| % prem./(disc.) vs median | -71 | -97.1 | -26.6 | -21.5 | -44.0 | -81.0 | -86.2 | 7.6 | 19.1 | 30.2 | -14.5 | 9.9 | 12.3 | -7.9 | 23.8 | 62.2 | -36.3 | -20.8 | 53.7 | -874.6 | -291.9 | -37.0 | |

Source: Merodis, Factset

(*) Roularta has joint-control of Mediaaan with 50%-ownership; the stake is equity-accounted. Based on Mediaaan's consolidated accounts in Roularta's reporting. For capex/sales, depreciation is a capex proxy. For ROE, "net asset value" is an Equity proxy.

Sector valuation summary

Multiple-based valuation

| Company | Country | Price (local) | MCap (local m) | P/E | | | EV/Sales | | | EV/EBITDA | | | EV/EBIT | | | P/B | | | DYield | | |
|----------------------------|----------------|------------------|-------------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|------------|------------|------------|------------|------------|------------|
| | | | | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e | 2017e | 2018e | 2019e |
| Impresa | PORTUGAL | 0.38 | 63 | | | | | | | | | | | | | | | | | | |
| Spir | FRANCE | 3.53 | 21 | | | | 0.2 | 0.2 | | 18.8 | 8.6 | | | | | 1.8 | 1.9 | | 0.0 | 0.0 | |
| Solocal | FRANCE | 0.95 | 552 | 7.0 | 7.4 | 7.1 | 1.1 | 1.1 | 1.0 | 4.4 | 4.0 | 3.5 | 6.3 | 5.6 | 5.0 | | | | 0.0 | 0.0 | 0.0 |
| Gruppo Editoriale L'Esp. | | | | | | | | | | | | | | | | | | | | | |
| Mondadori | ITALY | 2.22 | 580 | 17.0 | 14.5 | 13.7 | 0.6 | 0.6 | 0.6 | 7.3 | 6.8 | 6.1 | 10.6 | 9.7 | 8.7 | 1.7 | 1.6 | 1.4 | 1.2 | 1.5 | 1.9 |
| RCS | ITALY | 1.29 | 667 | 15.0 | 10.5 | 9.4 | 1.1 | 1.0 | 0.9 | 7.4 | 6.0 | 5.5 | 12.2 | 8.9 | 8.1 | 4.2 | 3.0 | 2.3 | 0.0 | 0.0 | 0.0 |
| Vocento | SPAIN | 1.49 | 180 | 24.8 | 16.6 | 13.5 | 0.6 | 0.6 | 0.6 | 6.9 | 5.8 | 5.3 | 12.2 | 9.4 | 8.2 | 0.7 | 0.7 | 0.6 | 0.0 | 0.0 | 0.0 |
| Telegraaf | NETHERLANDS | 5.70 | 264 | | | | | | | | | | | | | | | | | | |
| Sanoma | FINLAND | 10.19 | 1,656 | 14.2 | 13.1 | 12.9 | 1.4 | 1.5 | 1.5 | 6.1 | 6.5 | 6.2 | 11.8 | 11.8 | 11.3 | 3.4 | 3.0 | 2.7 | 2.9 | 3.6 | 4.1 |
| Connect | UNITED KINGDOM | 1.10 | 271 | 7.1 | 6.6 | 6.6 | 0.2 | 0.2 | 0.2 | 4.6 | 4.6 | 4.6 | 6.3 | 6.1 | 6.0 | | 21.8 | 19.7 | 8.8 | 9.0 | 9.2 |
| Tarsus | UNITED KINGDOM | 3.08 | 348 | 11.6 | 17.0 | 10.7 | 3.5 | 4.3 | 3.0 | 10.0 | 13.3 | 8.7 | 10.5 | 14.2 | 9.1 | 4.6 | 4.8 | 4.3 | 3.2 | 3.3 | 3.5 |
| Trinity Mirror | UNITED KINGDOM | 0.85 | 240 | 2.5 | 2.5 | 2.6 | 0.4 | 0.3 | 0.3 | 1.7 | 1.5 | 1.3 | 2.0 | 1.7 | 1.7 | | | | 6.8 | 7.1 | 7.5 |
| Wilmington | UNITED KINGDOM | 2.37 | 207 | 12.5 | 11.0 | 10.1 | 2.1 | 1.9 | 1.7 | 9.7 | 8.3 | 7.4 | 10.5 | 9.2 | 8.2 | 6.7 | 6.3 | | 3.6 | 3.8 | 3.8 |
| Independent News | IRELAND | 0.11 | 151 | 5.3 | 6.0 | 6.8 | 0.2 | 0.1 | 0.1 | 1.3 | 0.9 | 0.5 | 1.5 | 1.0 | 0.6 | 1.7 | 1.3 | 1.1 | 0.0 | 0.0 | 0.0 |
| Eniro | SWEDEN | 0.14 | 201 | | | | | | | | | | | | | | | | | | |
| Axel Springer | GERMANY | 57.90 | 6,247 | 22.4 | 19.8 | 17.6 | 2.2 | 2.0 | 1.8 | 11.7 | 10.1 | 8.9 | 16.0 | 13.9 | 11.9 | 2.7 | 2.6 | 2.5 | 3.4 | 3.5 | 3.7 |
| PRINT MEDIA AVERAGE | | | | 12.7 | 11.4 | 10.1 | 1.1 | 1.1 | 1.1 | 7.5 | 6.4 | 5.3 | 9.1 | 8.3 | 7.2 | 3.1 | 4.7 | 4.3 | 2.5 | 2.7 | 3.1 |
| PRINT MEDIA MEDIAN | | | | 12.5 | 11.0 | 10.1 | 0.8 | 0.8 | 0.9 | 7.1 | 6.2 | 5.5 | 10.5 | 9.2 | 8.2 | 2.7 | 2.8 | 2.4 | 2.1 | 2.4 | 3.5 |
| Roularta (combined) | BELGIUM | 21.45 | 282 | 33.6 | 24.2 | 17.8 | 0.7 | 0.7 | 0.7 | 7.8 | 6.6 | 6.0 | 15.5 | 12.3 | 11.7 | 1.3 | 1.2 | 1.3 | 0.9 | 1.2 | 1.6 |
| % prem./(disc.) vs median | | | | 168.2 | 120.6 | 77.4 | -15.2 | -14.1 | -25.6 | 9.8 | 5.5 | 8.5 | 47.6 | 33.7 | 42.5 | -51.9 | -57.5 | -47.3 | -54.8 | -51.7 | -53.7 |
| Roularta (consolidated) | BELGIUM | 21.45 | 282 | 33.6 | 24.2 | 17.8 | 0.7 | 0.7 | 0.7 | 22.0 | 16.4 | 13.3 | -53.8 | -63.0 | -41.8 | 1.3 | 1.2 | 1.3 | 0.9 | 1.2 | 1.6 |
| % prem./(disc.) vs median | | | | 168.2 | 120.6 | 77.4 | -16.2 | -18.0 | -28.3 | 209.1 | 162.6 | 141.1 | -611.7 | -784.6 | -609.1 | -51.9 | -57.5 | -47.3 | -54.8 | -51.7 | -53.7 |
| FREE TV | | | | | | | | | | | | | | | | | | | | | |
| TF1 | FRANCE | 12.21 | 2,561 | 18.9 | 21.1 | 15.8 | 1.1 | 1.0 | 1.0 | 6.7 | 6.8 | 5.7 | 12.5 | 13.1 | 9.8 | 1.6 | 1.6 | 1.5 | 3.1 | 3.1 | 3.6 |
| M6 | FRANCE | 19.85 | 2,501 | 17.3 | 16.0 | 15.6 | 1.8 | 1.7 | 1.6 | 7.1 | 6.6 | 6.3 | 10.6 | 9.7 | 9.3 | 3.8 | 3.6 | 3.4 | 4.5 | 4.7 | 4.6 |
| Mediaset | ITALY | 3.15 | 3,584 | 27.7 | 18.4 | 13.9 | 1.3 | 1.3 | 1.3 | 9.6 | 7.4 | 6.1 | 12.9 | 9.8 | 7.5 | 1.8 | 1.7 | 1.7 | 1.4 | 2.8 | 4.0 |
| Mediaset España | SPAIN | 9.33 | 3,122 | 16.3 | 15.2 | 14.4 | 3.0 | 2.9 | 2.8 | 11.8 | 11.0 | 10.4 | 12.6 | 11.7 | 11.0 | 3.3 | 3.2 | 3.1 | 5.8 | 6.3 | 6.7 |
| Atresmedia | SPAIN | 8.82 | 1,984 | 13.6 | 12.6 | 11.8 | 2.1 | 2.0 | 2.0 | 10.5 | 9.6 | 9.0 | 11.5 | 10.5 | 9.9 | 4.0 | 3.9 | 3.8 | 6.2 | 6.7 | 7.0 |
| RTL | LUXEMBOURG | 63.61 | 9,766 | 13.0 | 12.7 | 12.3 | 1.6 | 1.5 | 1.5 | 7.4 | 7.2 | 6.9 | 8.6 | 8.4 | 8.0 | 3.0 | 2.8 | 2.9 | 6.1 | 6.2 | 6.2 |
| Prosieben | GERMANY | 29.95 | 6,977 | 12.8 | 12.2 | 11.4 | 2.1 | 2.0 | 1.8 | 8.3 | 7.9 | 7.4 | 10.2 | 9.6 | 9.0 | 4.7 | 4.5 | 4.1 | 6.5 | 6.8 | 7.2 |
| ITV | UNITED KINGDOM | 1.65 | 6,622 | 10.5 | 10.3 | 9.8 | 2.4 | 2.3 | 2.2 | 8.6 | 8.3 | 7.8 | 8.8 | 8.9 | 8.3 | 8.9 | 7.6 | 6.3 | 4.8 | 5.7 | 6.2 |
| FREE TV AVERAGE | | | | 16.3 | 14.8 | 13.1 | 1.9 | 1.9 | 1.8 | 8.7 | 8.1 | 7.4 | 11.0 | 10.2 | 9.1 | 3.9 | 3.6 | 3.3 | 4.8 | 5.3 | 5.7 |
| FREE TV MEDIAN | | | | 14.9 | 14.0 | 13.1 | 2.0 | 1.8 | 1.7 | 8.4 | 7.6 | 7.1 | 11.0 | 9.7 | 9.2 | 3.5 | 3.4 | 3.2 | 5.3 | 6.0 | 6.2 |
| Roularta (combined) | BELGIUM | 21.45 | 282 | 33.6 | 24.2 | 17.8 | 0.7 | 0.7 | 0.7 | 7.8 | 6.6 | 6.0 | 15.5 | 12.3 | 11.7 | 1.3 | 1.2 | 1.3 | 0.9 | 1.2 | 1.6 |
| % prem./(disc.) vs median | | | | 125.2 | 73.5 | 36.4 | -63.1 | -62.3 | -60.1 | -7.2 | -13.7 | -16.1 | 40.6 | 26.2 | 27.8 | -63.5 | -64.7 | -61.3 | -82.5 | -80.5 | -73.8 |
| PRINTING | | | | | | | | | | | | | | | | | | | | | |
| St Ives | UNITED KINGDOM | 0.74 | 105 | 5.5 | 5.9 | 5.7 | 0.4 | 0.4 | 0.4 | 4.7 | 5.0 | 4.7 | 5.9 | 6.4 | 5.7 | 1.1 | 1.1 | 1.1 | 2.7 | 2.7 | 2.7 |
| QuadGraphics | UNITED STATES | 22.79 | 1,181 | 12.8 | 10.9 | 15.0 | 0.5 | 0.5 | 0.5 | 4.8 | 5.1 | 5.4 | 9.7 | 10.2 | 10.3 | 0.7 | 0.7 | 0.6 | 5.3 | 5.3 | 5.3 |
| Dai Nippon Printing | JAPAN | 2,705.00 | 820,276 | 19.8 | 18.9 | 25.5 | 0.6 | 0.6 | 0.6 | 8.5 | 8.0 | 7.8 | 23.1 | 20.5 | 19.5 | 0.8 | 0.8 | 0.7 | 2.4 | 2.4 | 2.4 |
| PRINTING AVERAGE | | | | 12.7 | 11.9 | 15.4 | 0.5 | 0.5 | 0.5 | 6.0 | 6.0 | 6.0 | 12.9 | 12.4 | 11.9 | 0.9 | 0.8 | 0.8 | 3.4 | 3.4 | 3.4 |
| PRINTING MEDIAN | | | | 12.8 | 10.9 | 15.0 | 0.5 | 0.5 | 0.5 | 4.8 | 5.1 | 5.4 | 9.7 | 10.2 | 10.3 | 0.8 | 0.8 | 0.7 | 2.7 | 2.7 | 2.7 |
| Roularta (combined) | BELGIUM | 21.45 | 282 | 33.6 | 24.2 | 17.8 | 0.7 | 0.7 | 0.7 | 7.8 | 6.6 | 6.0 | 15.5 | 12.3 | 11.7 | 1.3 | 1.2 | 1.3 | 0.9 | 1.2 | 1.6 |
| % prem./(disc.) vs median | | | | 163.4 | 122.8 | 18.7 | 36.1 | 32.6 | 27.1 | 63.4 | 30.1 | 9.8 | 59.2 | 20.6 | 13.1 | 69.9 | 58.2 | 68.1 | -64.9 | -56.1 | -38.5 |

Source: Merodis, Factsset

P/E valuation relative to the sector

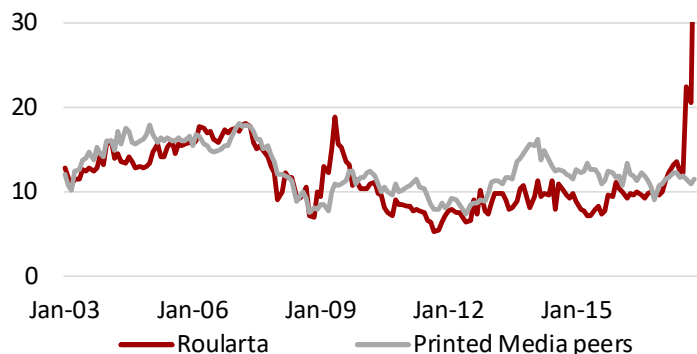
A rerating for the wrong reasons

Valuation

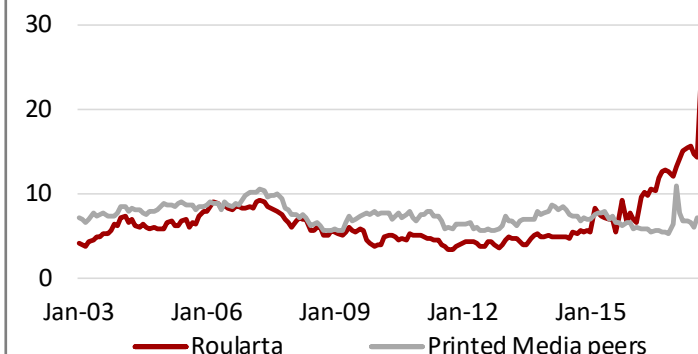
On 2017e consensus EPS estimates, Roularta shares trade at a P/E premium of 287% versus Print Media peers in Europe (from 89% in September). As a reminder, Roularta has announced the disposal of its stake in Mediaaan, which means the company is now a Print media pure play compared to the past when TV broadcasting (through Mediaaan) was the key value driver of the stock (in 2016, 73% of Roularta's EBIT and 80% of its EPS was generated by Mediaaan). The rerating compared to the Print Media sector is driven entirely by the share price underperformance since August as well as the sharp cut in Roularta's earnings estimates.

The Print Media sector is currently valued at 11.5x P/E 12M forward and at 6.6x EV/EBITDA 12M forward, which compares to a LT average of 12.5x and 7.4x respectively. The historical valuation range for the sector is 7x-18x (P/E 12M forward) and 5x-11x (EV/EBITDA 12M forward).

P/E ratio of Roularta vs. Print Media



EV/EBITDA ratio of Roularta vs. Print Media



P/E Premium/(Discount) of Roularta vs. Print Media



EV/EBITDA Premium/(Discount) of Roularta vs. Print Media



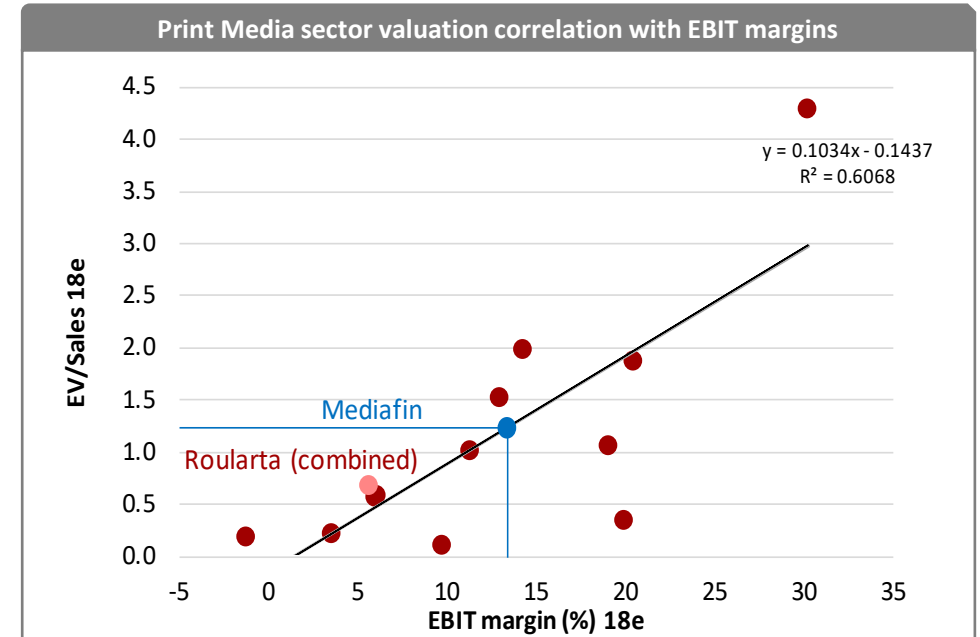
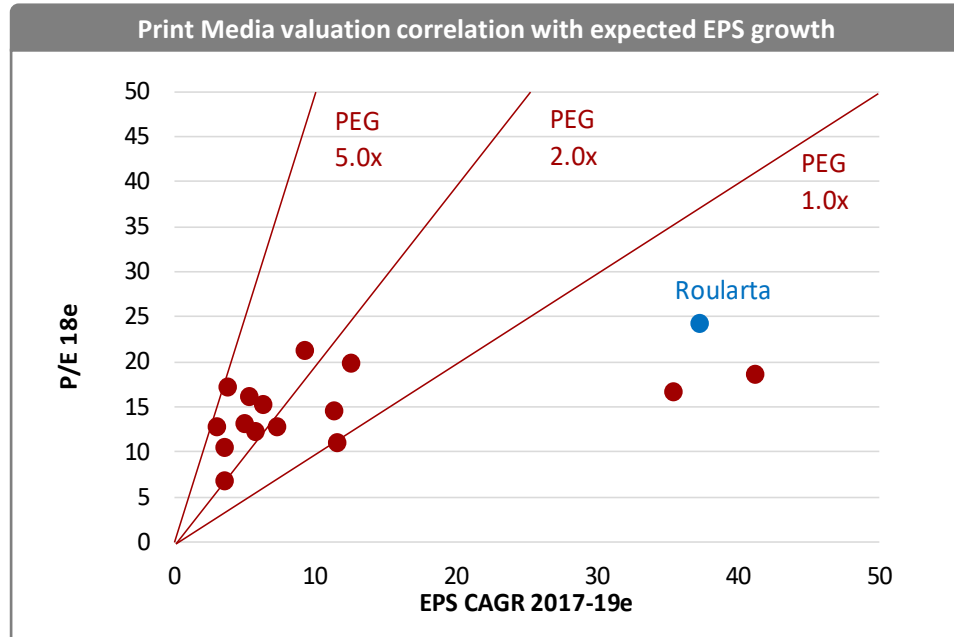
Source: Merodis, Factset

Reflecting the Medialaan disposal and Mediafin acquisition (to be closed in early 2018)

| Roularta updated sum-of-the-parts | | | | | | | | | |
|---|---------------|-------------------|-------------------|----------------------|--------------|--------------|------------------|-------------|--------------------|
| (€m) | Ownership (%) | Adjusted EBIT 18e | Discount to peers | EV/EBIT multiple 18e | Net debt 17e | Value | Equity value/sh. | Value split | Value w/o discount |
| Print media | 100% | 0.2 | na | na | | 29.9 | 16.6 | 96% | 29.9 |
| Group enterprise value | | | | | | 29.9 | | | 29.9 |
| - Net Financial Debt/(cash) (17e) | | | | | | 172.9 | | | 172.9 |
| - Other liabilities (17e) | | | | | | -6.0 | | | -6.0 |
| + NPV tax asset (balance sheet) | | | | | | 20.8 | | | 20.8 |
| + Equity value of Mediafin stake | 50% | | | | | 49.7 | 3.8 | 22% | 49.7 |
| + Equity value of Bayard stake | 50% | 5.0 | 10.0 | 8.3 | -5.3 | 23.4 | 1.8 | 10% | 25.7 |
| = Estimated market value of equity | | | | | | 290.6 | | | 292.9 |
| Total share outstanding (m) | | | | | | 13.1 | | | 13.1 |
| Equity value per share | | | | | | 22.1 | | | 22.3 |

Source: Merodis, Factset

Divisional valuation indicators



Source: Merodis, Factset

Sales growth expectations

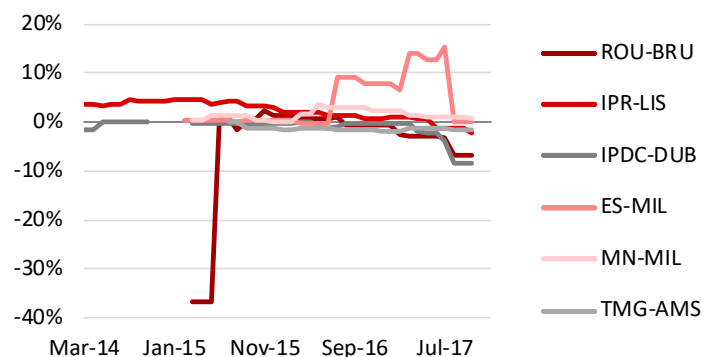
Impacted by cyclical and structural effects

Expected Sales Growth

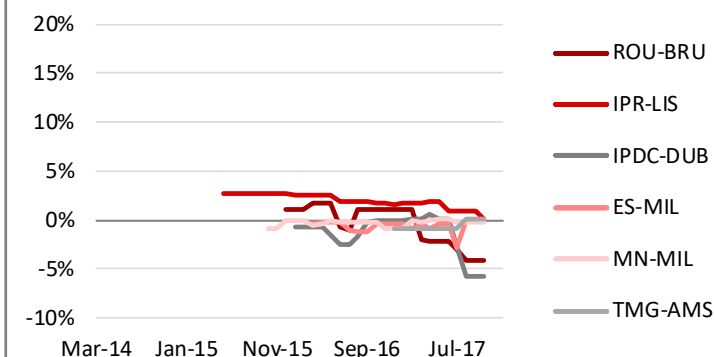
At the end of October, consensus kept its Print Media sector sales growth expectations for 2017 roughly unchanged at -2.8% (vs. -2.5% in September). Consensus sales expectations for Roularta in 2017 are also unchanged (-6.7%) following downgrades in previous months. With respect to 2018 sector sales growth expectations, consensus is lower at -1.5% (vs. -1.2% in September). Consensus sales expectations for Roularta in 2018 are unchanged (-4.1%). *As a reminder the recently-announced disposal of Medialaan and acquisition of Mediafin have no impact on Roularta's consolidated sales as the stakes are equity-accounted JVs.*

The sector is suffering from the structural impact of online media gaining market share over traditional Printed Media and TV in terms of advertising revenues. This is driven by changes in viewership, which is moving from the traditional media to online.

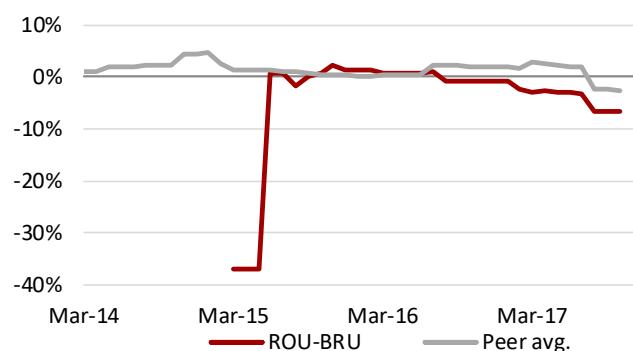
2017 expected sales growth (%)



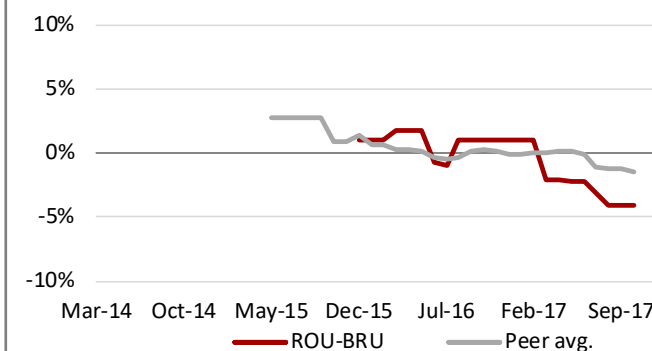
2018 expected sales growth (%)



2017 expected sales growth, Roularta vs. peers



2018 expected sales growth, Roularta vs. peers



Source: Merodis, Factset

EBITDA growth and margin expectations

Advertising revenue pressure hurting margins

EBITDA expectations

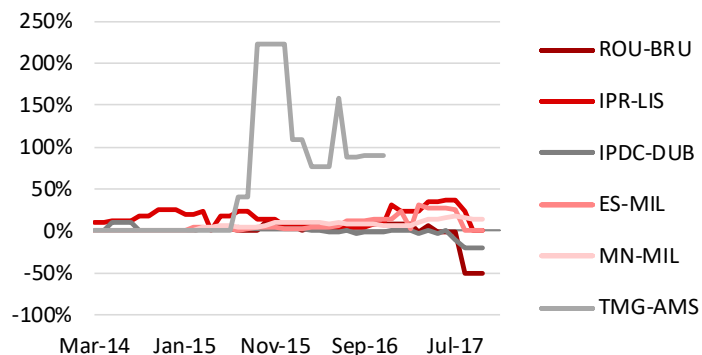
During the month of October, the expected annual EBITDA growth by the analyst community in 2017e for Roularta remains unchanged at -50%, while consensus expects -0.5% EBITDA growth in 2018e (unchanged). Margin expectations remain below the sector average for both years.

Note that consensus changes to EBIT or EBITDA at Roularta are not interpretable in a straightforward manner.

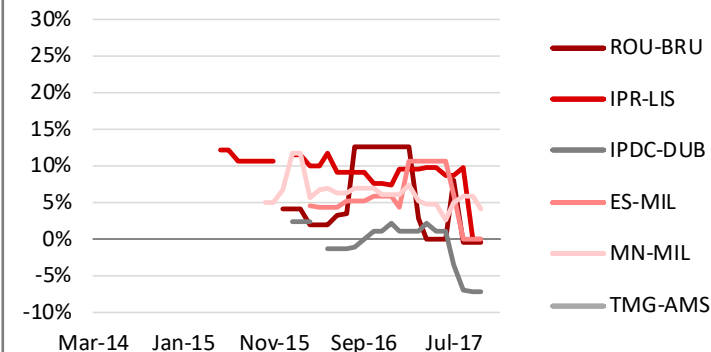
In Roularta's specific case, its reported EBITDA margin (as reflected by Factset consensus) is positively influenced by the IFRS 11 treatment of its 50% stake in Medialaan, whereby 50% of Medialaan's net profit is accounted for in Roularta's EBITDA and EBIT, but where its sales are not accounted for in its top-line, which inflates Roularta's EBITDA margins versus the Sector average. Merodis estimates exclude equity accounted results from the EBITDA and EBIT lines, but other analysts may treat these figures differently, or they may have recently changed their view on them.

The recently-announced transactions will impact IFRS EBITDA and EBIT as the Medialaan net contribution (€17m net profit for 50% in 2016) will disappear while the Mediafin net contribution (estimated €2m net profit for 50% in 2016) will be added.

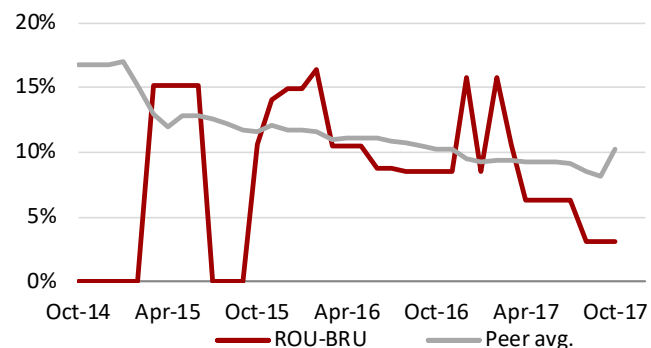
2017 expected EBITDA growth (%)



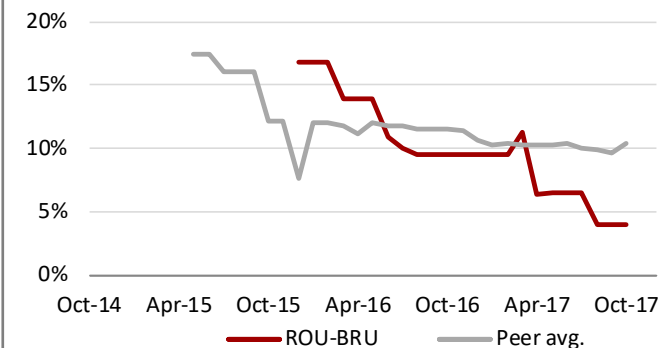
2018 expected EBITDA growth (%)



2017 expected EBITDA margin, Roularta vs. peers



2018 expected EBITDA margin, Roularta vs. peers



Source: Merodis, Factset

Consensus payout expectations

Expectations are stable, but the Mediaalaan/Mediafin swap could impact the dividend strategy

Dividend payout

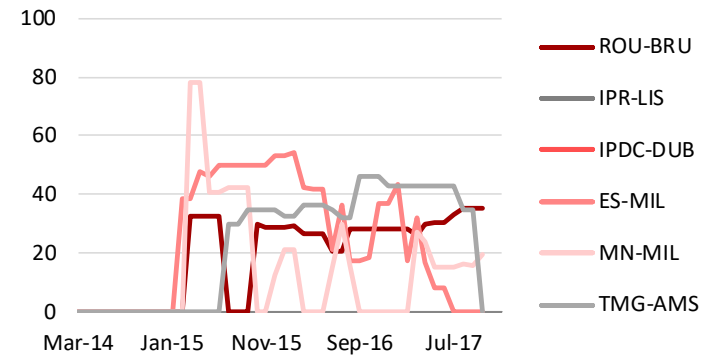
In 2016, Roularta paid a dividend of €0.50 per share, which represents a cash outlay of €6.2m and a payout ratio of 9.7% on the reported EPS (20% of the normalised EPS). The 2016 proposed dividend is flat, at €0.50, while we were forecasting €0.75 on higher expected results. The payout for 2016 is at 29%.

Roularta's targeted pay-out ratio is 30%, which is in line with its average payout ratio prior to the acquisition in France of c32% (2002-2006) and broadly in line with the Sector average.

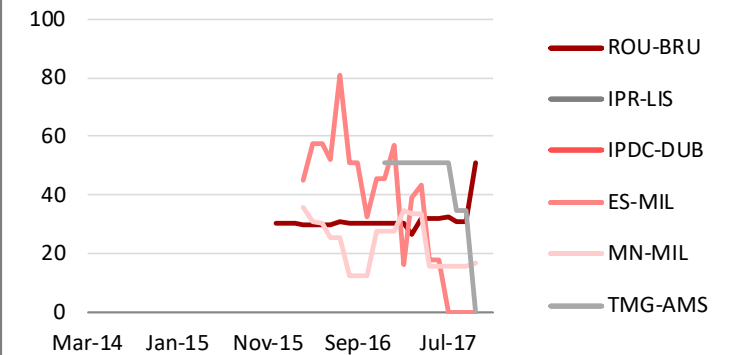
Consensus currently expects Roularta to pay out 35% of its earnings in 2017e (DPS of €0.23 vs MERE €0.20), which is unchanged from the previous month. The expected payout for 2018e has increased to 50% (vs. 31% in September), which is probably due to the EPS downgrade resulting from the recently-announced transactions and an unchanged DPS forecast by analysts at €0.25 (in line with MERE). The expected payout at Roularta exceeds that of its sector peers.

The Mediafin acquisition and the Mediaalaan disposal is likely to have a negative impact on Roularta's dividend outlay given the lower cash-generation potential of Mediafin vs. Mediaalaan. However, we feel comfortable with our forecast for the next two years of a €2.5-3m dividend pay out by Roularta, ie. consuming Mediafin's historical dividend cash out (around €2m expected for Roularta's stake with a 100% payout ratio).

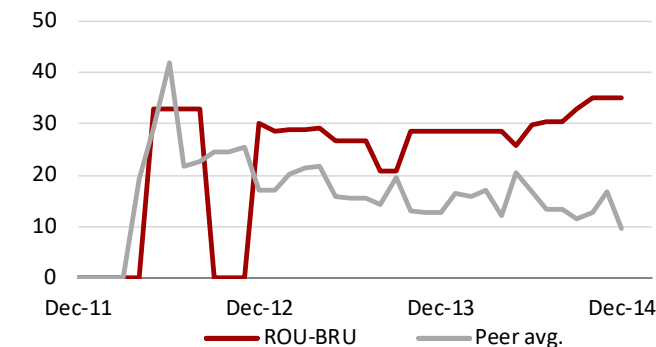
2016 expected Payout, Sector



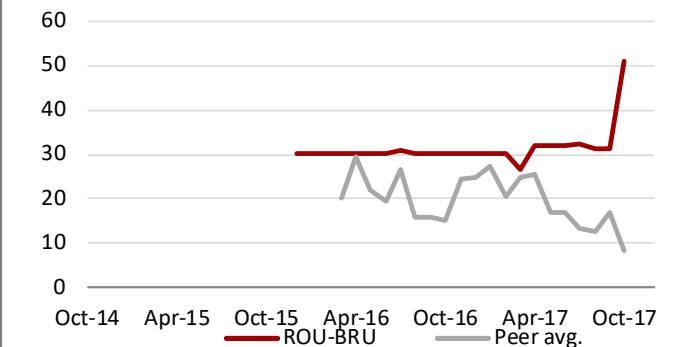
2017 expected Payout, Sector



2016 expected payout, Roularta vs. Peers



2017 expected payout, Roularta vs. Peers



Source: Merodis, Factset

Leverage expectations

No issue post-transaction

Net-debt-to-EBITDA

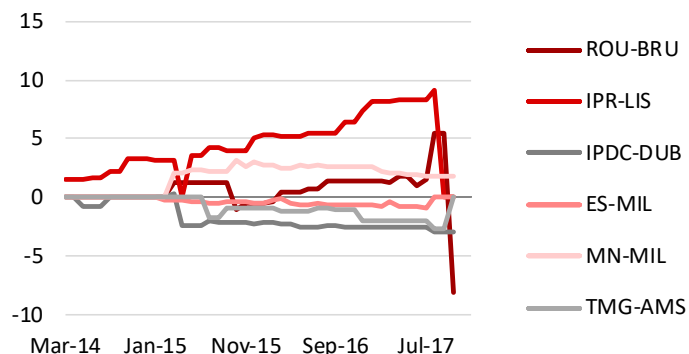
The level of expected financial leverage in the Media Sector was high in 2011 and 2012 and again in 2014 (where it exceeded 2.2x), but trended down since then to reach, on average, an aggregated net cash position which reflects stringent cost control. Roularta's ratio has exceeded 2x only during 2014 and is now expected to reach a net cash position of €173m following the recent transactions.

At the end of September, consensus expects Roularta's net-debt-to-EBITDA ratio at -8.1x for 2017e, reflecting a net cash position, (from a net-debt-to-EBITDA of 5.5x in September). As a reminder, Roularta's covenant threshold of 3.5x net debt over EBITDA is based on annual EBITDA including the company's share of Medialaan's and Bayard's net profit. Based on this definition, the company reported a ratio of 1.1x in 1H17 despite the depressed consolidated EBITDA.

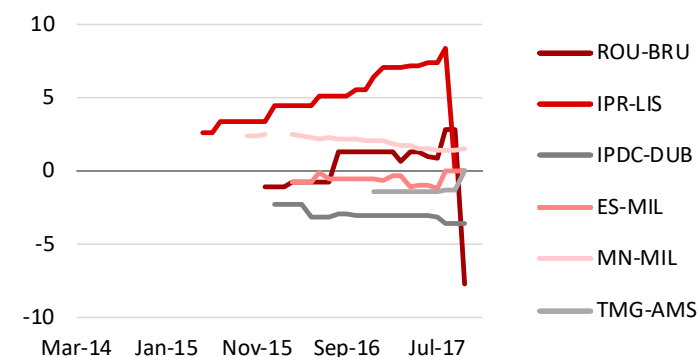
For 2018e, the analyst community expects Roularta's Net-Debt-to-EBITDA ratio to drop to reach -7.7x (from +2.8x in September), which compares to a ratio of -1.0x for the sector.

We expect Roularta to report a net debt down to €17m by 2019e (excluding the €217.5m net cash proceeds from the recently-announced transactions), compared to a reported net debt position of €57m at the end of 2016.

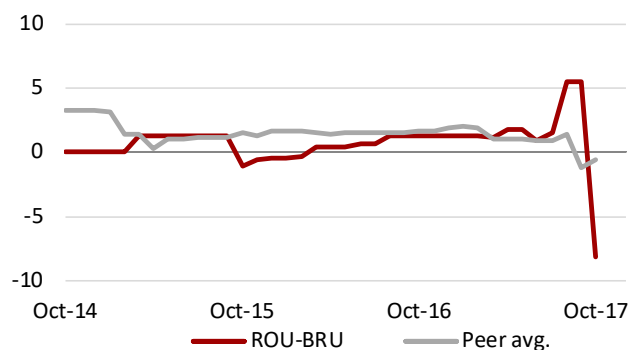
2016 NFD/EBITDA, sector



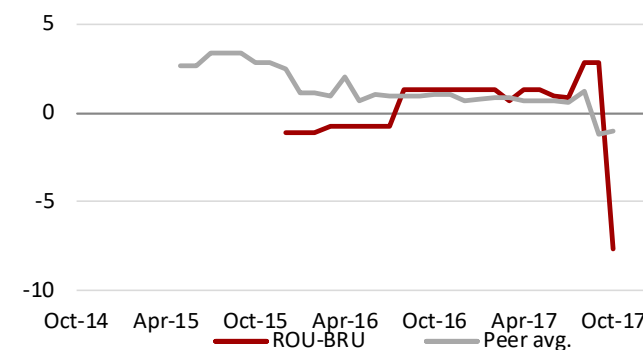
2017 NFD/EBITDA, sector



2016 NFD/EBITDA, Roularta vs. Peers

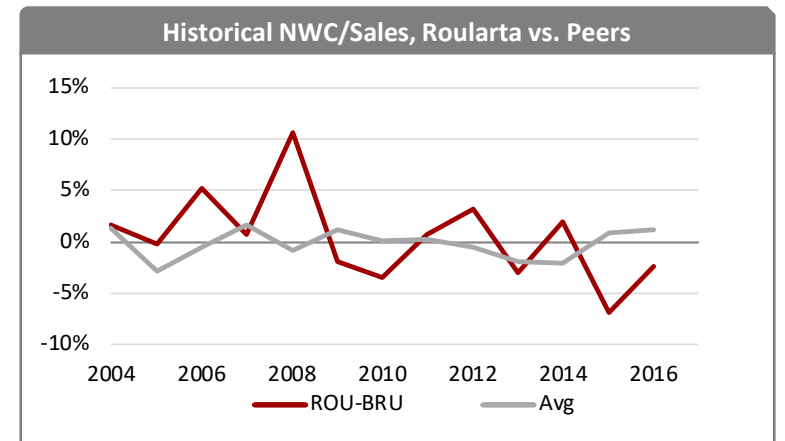
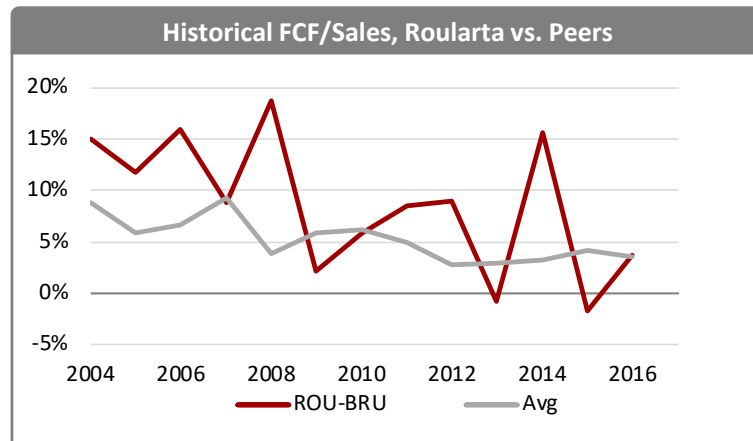
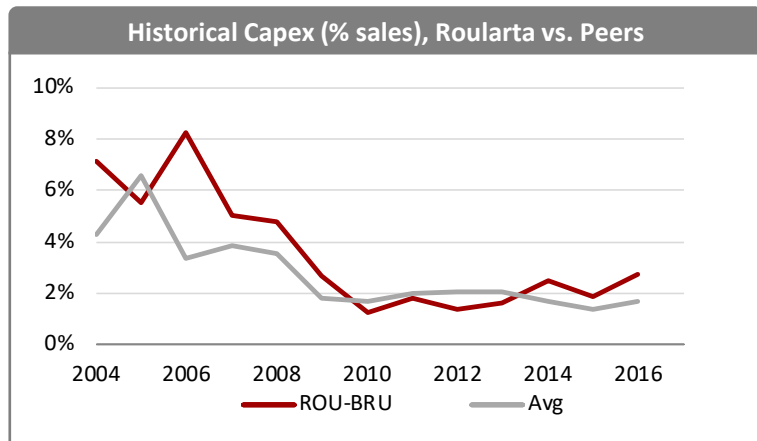
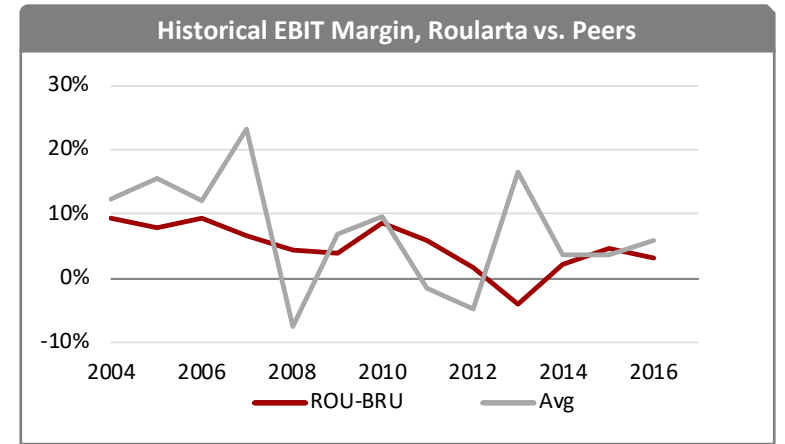
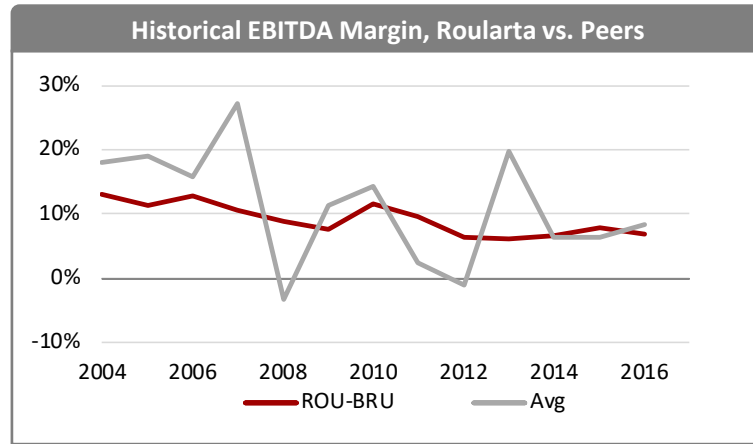
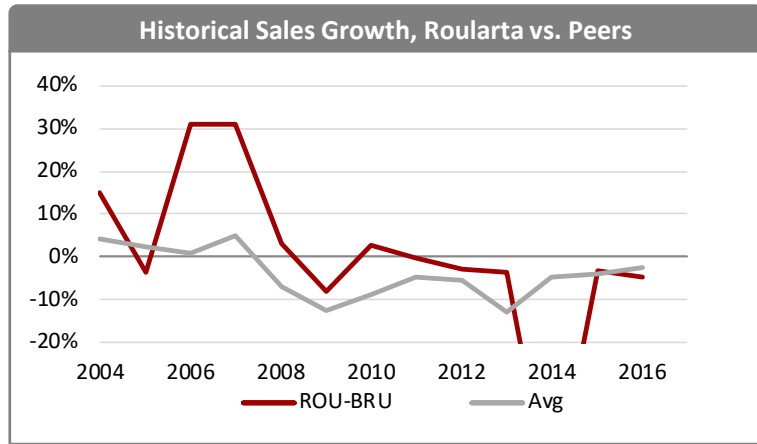


2017 NFD/EBITDA, Roularta vs. Peers



Source: Merodis, Factset

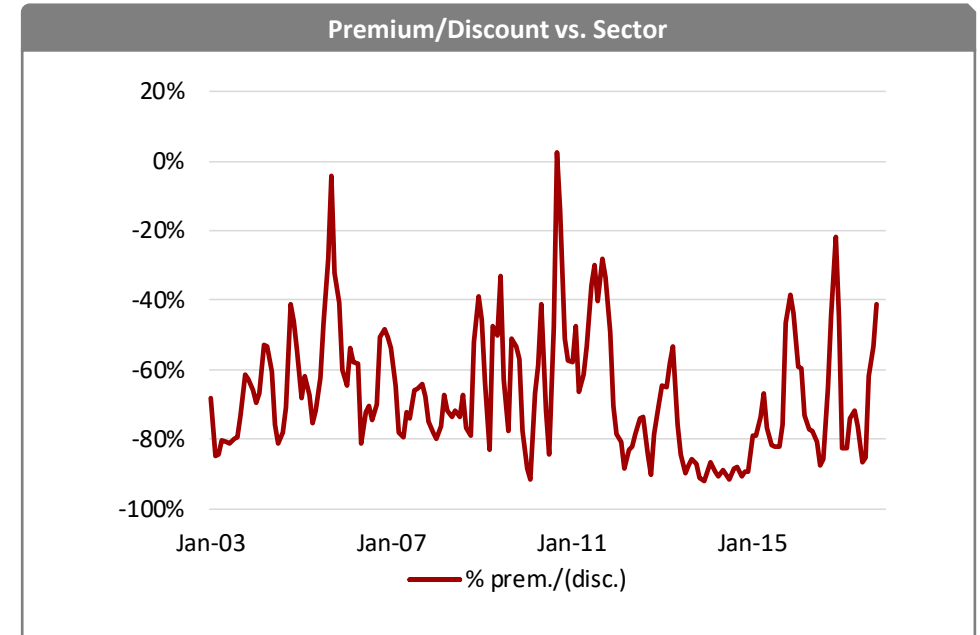
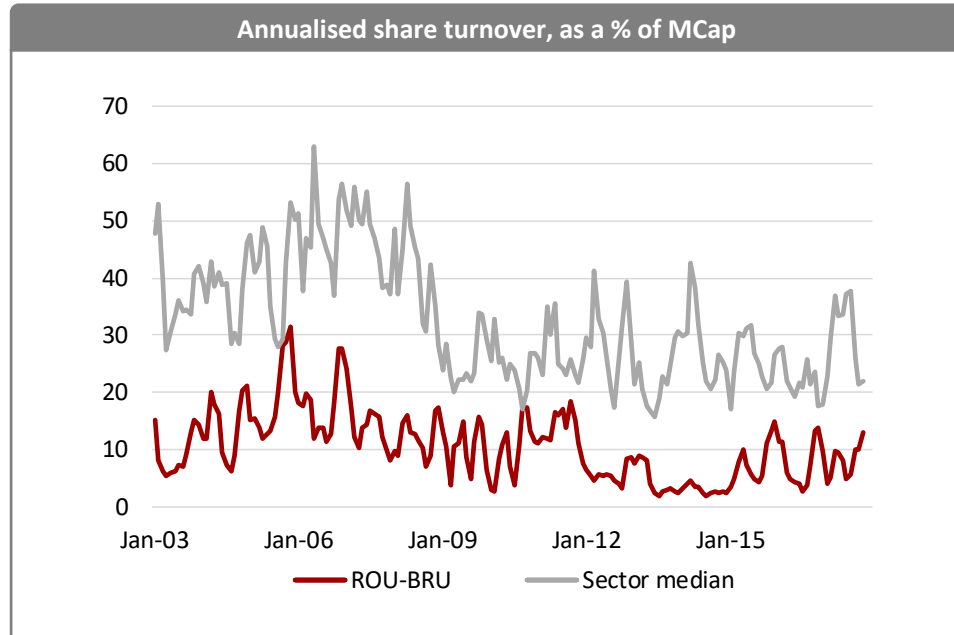
Historical P&L, CF and Balance Sheet Performance



Source: Merodis, Factset

Share liquidity

Well-below peers



Source: Merodis, Factset

Financial summary

Enterprise Value (€m): 219
Market Cap. (€m): 282
Free-float MCap (€m): 70

| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | CAGR | CAGR |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| Consolidated P&L (€m) | | | | | | | | | | | | | | | | | |
| Sales | 493 | 609 | 767 | 782 | 707 | 712 | 731 | 712 | 677 | 300 | 292 | 279 | 260 | 248 | 237 | -5.1 | -4.4 |
| EBITDA | 56 | 78 | 81 | 70 | 53 | 82 | 70 | 45 | 42 | 20 | 18 | 16 | 8 | 10 | 12 | -10.7 | 18.7 |
| EBIT | 39 | 51 | 50 | 33 | 10 | 57 | 36 | 5 | -49 | 4 | 12 | 7 | -3 | -3 | -4 | -14.7 | 4.7 |
| Pretax profit | 37 | 49 | 36 | 18 | -3 | 51 | 28 | -4 | -57 | -3 | 7 | 2 | -8 | -7 | -5 | -23.3 | -24.1 |
| Net profit | 22 | 25 | 16 | 14 | -4 | 31 | 15 | -3 | -58 | -142 | 64 | 21 | -8 | 12 | 16 | -0.4 | 37.2 |
| Combined P&L (€m) | | | | | | | | | | | | | | | | | |
| Sales | 491 | 609 | 767 | 782 | 707 | 712 | 731 | 712 | 677 | 300 | 292 | 279 | 260 | 248 | 237 | 05-16 | 17-19e |
| EBITDA | 46 | 48 | 47 | 41 | 47 | 41 | 47 | 41 | 47 | 41 | 47 | 41 | 47 | 41 | 47 | -2.1 | -2.1 |
| EBIT | 23 | 33 | 33 | 21 | 16 | 26 | 37 | 31 | 16 | 20 | 25 | 23 | 26 | 26 | 26 | 10.2 | 10.2 |
| Pretax profit | 16 | 26 | 37 | 31 | 16 | 20 | 25 | 23 | 26 | 37 | 31 | 16 | 20 | 25 | 23 | 23.7 | 23.7 |
| Net profit | -58 | -142 | 64 | 21 | -8 | 12 | 16 | -0.4 | 37.2 | | | | | | | 36.8 | 36.8 |
| Cash Flow (€m) | | | | | | | | | | | | | | | | | |
| Adj. EBITDA | 56 | 72 | 80 | 67 | 36 | 77 | 63 | 39 | 21 | 17 | 15 | 16 | 8 | 10 | 12 | -10.7 | 18.7 |
| WCR | -1 | 22 | 4 | 62 | -10 | -19 | 4 | 17 | -16 | 4 | -17 | -8 | -4 | -1 | -1 | 22.6 | -46.7 |
| Gross Op CF | 55 | 95 | 84 | 129 | 26 | 58 | 66 | 56 | 5 | 21 | -3 | 8 | 5 | 9 | 11 | -16.3 | 52.3 |
| Capex | 1 | -50 | -38 | -35 | -20 | -8 | 0 | -4 | -6 | -7 | -5 | -8 | -8 | -8 | -14 | na | 30.9 |
| FCF | 40 | 20 | 13 | 74 | -8 | 24 | 46 | 44 | -10 | 27 | 0 | 5 | 3 | 8 | 9 | -17.1 | 67.1 |
| Net disp./(acq.) | -17 | -214 | -14 | 4 | 57 | -9 | 1 | 0 | 1 | 9 | 12 | 16 | 16 | 16 | 0 | na | na |
| Dividends paid | -7 | -8 | -8 | -9 | 0 | 0 | -6 | -4 | 0 | 0 | 0 | -6 | -6 | -3 | -3 | -1.4 | -29.3 |
| Equity issue | -1 | 51 | -13 | 28 | 2 | 0 | -3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | na | na |
| Others | -43 | -29 | -2 | -17 | -12 | 0 | -16 | -19 | 2 | -41 | -6 | 3 | 0 | 0 | 0 | na | na |
| Net Debt (incr./decr.) | -28 | -182 | -24 | 81 | 39 | 15 | 22 | 20 | -7 | -6 | 6 | 18 | 13 | 22 | 5 | na | -34.5 |
| Balance Sheet (€m) | | | | | | | | | | | | | | | | | |
| WC | 39 | 17 | 13 | -49 | -39 | -20 | -24 | -41 | -25 | -51 | -21 | -13 | -9 | -8 | -23 | 05-16 | 17-19e |
| Capital Employed | 296 | 660 | 689 | 640 | 584 | 602 | 581 | 549 | 511 | 221 | 298 | 295 | 278 | 275 | 258 | -0.1 | -3.7 |
| Discontinued Assets | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 152 | 0 | 0 | 0 | 0 | 0 | na | na |
| Cash & Equivalent | 35 | 42 | 32 | 110 | 72 | 44 | 35 | 79 | 51 | 34 | 39 | 51 | 63 | 5 | 11 | 3.4 | -58.6 |
| Gross Debt | 75 | 263 | 278 | 275 | 198 | 155 | 124 | 148 | 127 | 116 | 114 | 108 | 108 | 28 | 28 | 3.4 | -49.0 |
| Equity | 216 | 285 | 284 | 318 | 312 | 345 | 351 | 345 | 287 | 143 | 208 | 222 | 218 | 237 | 225 | 0.3 | 1.6 |
| Growth (%) | | | | | | | | | | | | | | | | | |
| Sales | -3 | 31 | 31 | 3 | -8 | 3 | 0 | -3 | -3 | -58 | 1 | -4 | -6 | -4 | -4 | | |
| EBITDA | -14 | 40 | 4 | -14 | -24 | 54 | -15 | -35 | -6 | -54 | -8 | -10 | -48 | 18 | 19 | | |
| EBIT | -17 | 48 | -11 | -31 | -23 | 131 | -32 | -73 | na | na | 139 | -58 | na | na | na | | |
| Net profit | -23 | 10 | -36 | -14 | na | na | -50 | na | na | na | na | -67 | -61 | 39 | 36 | | |
| FCF | 68 | -51 | -36 | 491 | na | na | 92 | -6 | na | na | -100 | 18859 | -40 | 173 | 2 | | |
| NWC | 2 | -57 | -24 | na | -20 | -49 | 19 | 72 | -38 | 99 | -58 | -39 | -29 | -12 | 186 | | |
| Capital Employed | 25 | 123 | 4 | -7 | -9 | 3 | -4 | -5 | -7 | -57 | 35 | -1 | -6 | -1 | -6 | | |
| Shareholder Equity | 8 | 32 | 0 | 12 | -2 | 11 | 2 | -2 | -17 | -50 | 45 | 7 | -2 | 8 | -5 | | |
| Financial Ratios | | | | | | | | | | | | | | | | | |
| Gross margin (%) | 67 | 71 | 74 | 75 | 76 | 78 | 76 | 75 | 76 | 72 | 75 | 76 | 76 | 76 | 76 | | |
| EBITDA margin (%) | 11 | 13 | 11 | 9 | 8 | 12 | 10 | 6 | 6 | 7 | 6 | 6 | 3 | 4 | 5 | | |
| EBIT margin (%) | 8 | 9 | 7 | 4 | 4 | 2 | -1 | 4 | 2 | 0 | -47 | 22 | 8 | 3 | 5 | | |
| Net margin (%) | 5 | 4 | 2 | 2 | -1 | 4 | 2 | 0 | -9 | -47 | 22 | 8 | 3 | 5 | 7 | | |
| Opex/Sales (%) | 90 | 87 | 89 | 92 | 92 | 88 | 91 | 94 | 94 | 94 | 92 | 94 | 96 | 96 | 95 | | |
| Depreciation/Sales (%) | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 5 | 5 | 7 | | |
| Depreciation/EBITDA (%) | 30 | 25 | 29 | 37 | 42 | 22 | 22 | 34 | 41 | 45 | 52 | 63 | 144 | 126 | 132 | | |
| Tax rate (%) | 40 | 48 | 55 | 31 | -84 | 37 | 43 | 28 | -3 | -89 | -671 | -4 | 0 | 0 | 0 | | |
| Capex/Sales (%) | 0 | 8 | 5 | 5 | 3 | 1 | 0 | 1 | 1 | 2 | 2 | 3 | 3 | 3 | 6 | | |
| FCF/Sales (%) | 8 | 3 | 2 | 9 | -1 | 3 | 6 | 6 | -1 | 9 | 0 | 2 | 1 | 3 | 4 | | |
| WCR/Sales (%) | 0 | 4 | 1 | 8 | -1 | -3 | 1 | 2 | -2 | -1 | -6 | -3 | -1 | 0 | 0 | | |
| WCR/Sales (%) | 8 | 3 | 2 | -6 | -6 | -3 | -3 | -6 | -4 | -17 | -7 | -5 | -4 | -3 | -10 | | |
| Capital Employed/Sales (%) | 60 | 108 | 90 | 82 | 83 | 85 | 79 | 77 | 75 | 74 | 102 | 106 | 107 | 111 | 109 | | |
| Gearing (%) | 17 | 74 | 83 | 50 | 39 | 31 | 25 | 19 | 26 | 56 | 36 | 26 | 20 | 10 | 8 | | |
| Net Debt/EBITDA (x) | 0.7 | 2.8 | 3.0 | 2.4 | 2.4 | 1.4 | 1.3 | 1.5 | 1.8 | 4.2 | 4.2 | 3.5 | 5.3 | 2.3 | 1.4 | | |
| ROCE post-tax (%) | 9 | 6 | 3 | 3 | 3 | 6 | 3 | 1 | 6 | 8 | 32 | 8 | 4 | 5 | 6 | | |
| ROE (%) | 11 | 10 | 6 | 5 | -1 | 9 | 4 | -1 | -18 | -66 | 37 | 10 | 4 | 5 | 7 | | |
| Dividend Payout (%) | 33 | 33 | 52 | 0 | 0 | 22 | 30 | 0 | 0 | 0 | 10 | 30 | 31 | 28 | 29 | | |
| Valuation | | | | | | | | | | | | | | | | | |
| Market Capitalisation (€m) | 517 | 579 | 669 | 393 | 184 | 248 | 275 | 185 | 155 | 162 | 208 | 319 | 282 | 282 | 282 | -4.3 | 0.0 |
| + Net Financial Debt (€) | 40 | 222 | 246 | 165 | 127 | 111 | 89 | 70 | 76 | 82 | 76 | 57 | 45 | 23 | 17 | 3.3 | -37.9 |
| + Restated Min. + others (€m) | 36 | 38 | 38 | 22 | 15 | 17 | 16 | 14 | 35 | 20 | 10 | 10 | 10 | 9 | 10 | -11.0 | -0.4 |
| - Associates & Inv. (€m) | 17 | 16 | 11 | 12 | 10 | 11 | 12 | 14 | 14 | 123 | 176 | 167 | 151 | 151 | 151 | 22.9 | 0.0 |
| = Enterprise Value (€m) | 576 | 824 | 942 | 568 | 316 | 365 | 369 | 254 | 253 | 141 | 118 | 219 | 185 | 163 | 158 | -8.4 | -7.7 |
| Assoc. NFD (gr. share) (€m) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | -6 | -6 | -6 | -6 | -6 | | |
| EV/Sales (x) | 1.2 | 1.4 | 1.2 | 0.7 | 0.4 | 0.5 | 0.5 | 0.4 | 0.4 | 0.3 | 0.4 | 0.8 | 0.7 | 0.7 | 0.7 | | |
| EV/EBITDA (x) | 10.3 | 10.5 | 11.6 | 8.2 | 5.9 | 4.5 | 5.3 | 5.6 | 6.0 | 7.2 | 6.6 | 13.5 | 22.0 | 16.4 | 13.3 | | |
| EV/EBIT (x) | 14.9 | 16.1 | 19.0 | 17.4 | 30.9 | 6.4 | 10.4 | 53.7 | -5.1 | 36.0 | 9.6 | 32.7 | -53.8 | -63.0 | -41.8 | | |
| EV/FCF (x) | 14.4 | 42.2 | 75.0 | 7.7 | -37.3 | 15.1 | 7.9 | 5.8 | -25.0 | 5.3 | na | 42.8 | 59.9 | 19.3 | 18.3 | | |
| EV/Capital Employed (x) | 1.9 | 1.2 | 1.4 | 0.9 | 0.5 | 0.6 | 0.6 | 0.5 | 0.5 | 0.6 | 0.4 | 0.7 | 0.7 | 0.6 | 0.6 | | |
| P/E (x) | 22.9 | 23.3 | 42.0 | 28.9 | -45.0 | 8.2 | 17.9 | -74.0 | -2.7 | -1.1 | 3.2 | 14.7 | 33.6 | 24.2 | 17.8 | | |
| P/BVPS (x) | 2.4 | 2.0 | 2.4 | 1.2 | 0.6 | 0.7 | 0.8 | 0.5 | 0.5 | 1.1 | 1.0 | 1.4 | 1.3 | 1.2 | 1.3 | | |
| FCF yield (%) | 7.7 | 3.4 | 1.9 | 18.9 | -4.6 | 9.8 | 16.9 | 23.7 | -6.5 | 16.4 | 0.0 | 1.6 | 1.1 | 3.0 | 3.1 | | |
| Per share data | | | | | | | | | | | | | | | | | |
| # of shares | 9.96 | 11.01 | 11.04 | 13.13 | 13.13 | 13.13 | 13.14 | 13.14 | 13.14 | 13.14 | 13.14 | 13.14 | 13.14 | 13.14 | 13.14 | 2.6 | 0.0 |
| # of avg sh. (FD, ex-treas.) | 9.92 | 10.96 | 11.03 | 13.26 | 13.43 | 13.42 | 13.21 | 13.18 | 13.05 | 12.97 | 13.07 | 13.03 | 13.03 | 13.03 | 13.03 | 2.5 | 0.0 |
| Share price | 51.94 | 52.65 | 60.61 | 29.96 | 14.02 | 18.85 | 20.95 | 14.06 | 11.81 | 12.36 | 15.85 | 24.24 | 21.45 | 21.45 | 21.45 | -6.7 | 0.0 |
| EPS | 2.27 | 2.26 | 1.44 | 1.04 | -0.31 | 2.31 | 1.17 | -0.19 | -4.44 | -1.10 | 4.92 | 1.65 | 0.64 | 0.89 | 1.20 | -2.9 | 37.2 |
| EPS FD | 2.27 | 2.26 | 1.44 | 1.04 | -0.31 | 2.31 | 1.17 | -0.19 | -4.44 | -1.10 | 4.92 | 1.65 | 0.64 | 0.89 | 1.20 | -2.9 | 37.2 |
| BVPS | 21.65 | 25.88 | 25.70 | 24.22 | 23.75 | 26.28 | 26.73 | 26.23 | 21.84 | 10.90 | 15.80 | 16.92 | 16.62 | 18.03 | 17.16 | -2.2 | 1.6 |
| DPS | 0.75 | 0.75 | 0.75 | 0.00 | 0.00 | 0.50 | 0.35 | 0.00 | 0.00 | 0.00 | 0.50 | 0.50 | 0.20 | 0.25 | 0.35 | -3.6 | 32.3 |

Source: Company data, Merodis Equity Research

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