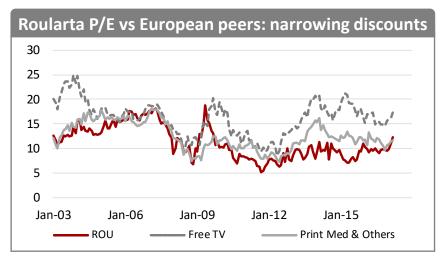
Roularta Media Group

BELGIUM

Bloomberg: ROU:BB Reuters: RLRT.BR

Roularta Media Group



€m	2012	2013	2014	2015	2016 e	2017 e	2018e
Sales	712.0	677.1	300.1	291.9	278.6	272.6	266.8
EBIT	4.7	-49.2	3.9	12.3	6.7	6.7	6.3
Net profit	-2.5	-57.9	-142.5	64.4	21.5	22.5	23.5
EPS (€)	-0.20	-4.64	-11.41	5.16	1.72	1.80	1.88
DPS (€)	0.00	0.00	0.00	0.50	0.50	0.55	0.60
P/E (x)	na	na	na	3.1	14.1	14.8	14.1
Yield (%)	0.0	0.0	0.0	3.2	2.1	2.1	2.3
Adj. EV/EBIT (x)	53.7	na	36.0	9.6	32.7	36.0	34.3

Market review and peer benchmarking

3 April 2017

Key monthly insights

2H16 results were disappointing, driven mainly by heavy opex investments in new digital initiatives

Roularta reported 2H16 results that came in below our forecasts due mainly to margin weakness from higher-than-expected start-up losses at Storesquare, higher IFA amortisation and lower Printed Media advertising revenues. Guidance is prudent and purely qualitative. So far in 2017, ad spend trends are similar to those of 2016 (ie. down in Printed Media and TV, up in Online). Readership is flat (vs. down in FY16). The group expects further launching costs within its digital platforms (Storesquare.be and Digilocal), but with overall focus on cost control. We have cut our earnings forecasts by 35% and 42% for 2017e and 2018e EPS respectively, to reflect the ongoing weak advertising environment as well as higher digital launching costs (mainly Storesquare). Profitability at 50%-owned Medialaan should also remain under some pressure from recent investments in Mobile Viking. Consensus estimates are down since the announcement of the results, but we remain 15% below consensus, which suggests that some further downside earning revisions are to be expected.

All eyes on 2019

In our recently-published report (All eyes on 2019), we have added 2019 forecasts based on the following assumptions: continued sales pressure (-2.1% y-o-y), EBITDA up €7m (+40%) driven by €10m lower opex (end of the Econocom leasing contract), ongoing digital launching costs, 44% EPS growth also from lower financial costs (repayment of €100m bond at end of 2018) and FCF growth of 32%. We believe investors will soon turn their attention to 2019, which should offer strong support to the share price.

Still trading at a discount to TV peers, but the gap is narrowing

Our fair equity value is set at €26/share, down from €33.6/share previously, based on our sum of the parts model (unchanged methodology albeit with a date shift to 2018). Our fair equity value points to 2017e P/E and EV/EBIT multiples of 14.5x and 10.6x, respectively. The stock currently trades at a slight premium to Printed Media peers on consensus estimates vs. average discount in excess of 20% since 2012. Compared to free-TV peers, Roularta still trades at a 29% discount although 77% of the company's profits are generated by Medialaan, a strongly-positioned free TV player in Belgium. We see two factors that provide support to Roularta's share price: (1) the media sector M&A rerating which is underway and (2) an improvement in the underlying profitability of Roularta, culminating in the expected 44% EPS jump in 2019e. Roularta is investing heavily in Storesquare (estimated €4m pa opex investment to 2019e, 20% of its underlying consolidated EBITDA). As it is too early to value Roularta's 70% stake in Storesquare, we have opted to exclude the impact of the investments from our SOTP model. When the market look beyond 2018, our 2019-based SOTP points to fair value at €28/share to €33/share.



Arnaud W. Goossens ago@merodis.com



Monthly market review dashboard

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

- Tuesday, 16 May 2017: AGM (Roeselare, Belgium)
- Monday, 21 August 2017: Announcement of 1H16 results (08.15AM CET)
- Tuesday, 15 may 2018: AGM (Roeselare, Belgium)

Access to our recent research reports on Roularta

- ⇒ "Back on its feet" (initiation), 14 October 2015
- "All eyes on 2019" (update), 3 April 2017
- "February 2017 market review" (monthly dashboard), 2 March 2017





Company profile

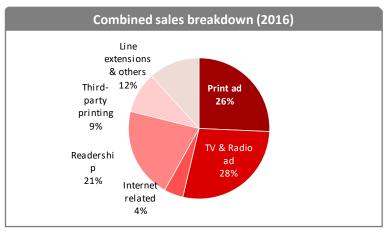
A domestic leader in high-quality print media and free-TV

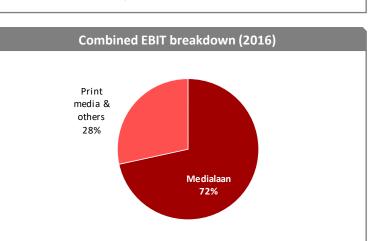
Company description

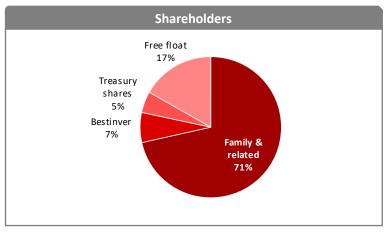
Roularta is Belgium's leading media company offering:

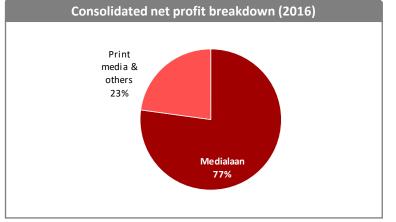
- (1) local weekly free newspapers in Flanders (De Streekkant, De Zondag, Steps),
- (2) audiovisusal free-to-air broadcasting in Flanders (market leader) through its 50% ownership of **Medialaan** (VTM, 2BE, QMusic, Joe FM),
- (3) nationwide weekly news and business magazines (Knack, Le Vif L'Express, 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 internet and line extensions (16%). 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. Medialaan's contribution weighs 72% of combined EBIT and 77% of the group's net profit. We value the stake in Medialaan alone at EUR20/share (see page 8), 78% of the estimated equity value.







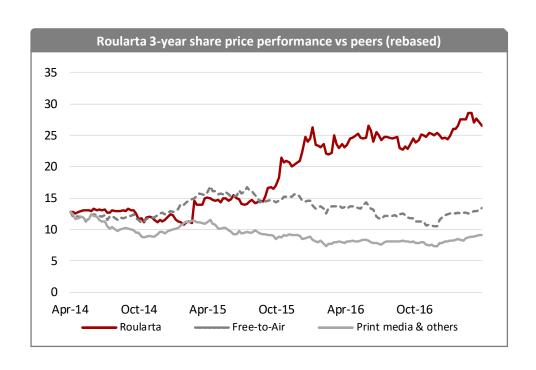


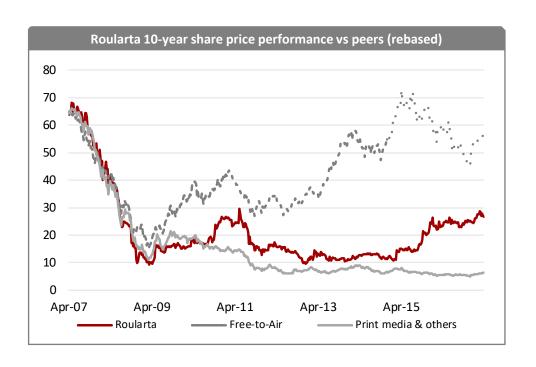




Share price performance

Slightly under pressure following 2H16 results, but fundamental remain strong









Analyst Recommendations, Earnings Expectations

Consensus has tipped

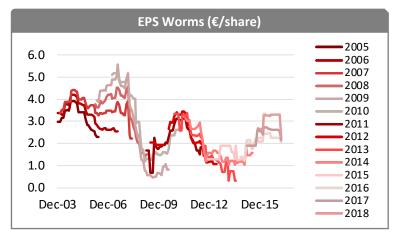
Consensus view

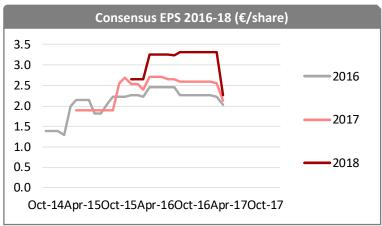
Consensus EPS estimates for Roularta have been revised down sharply following the weak 2016 results and the prundent guidance delivered during the analyst meeting (including indications of ongoing opex investments for digital initiatives).

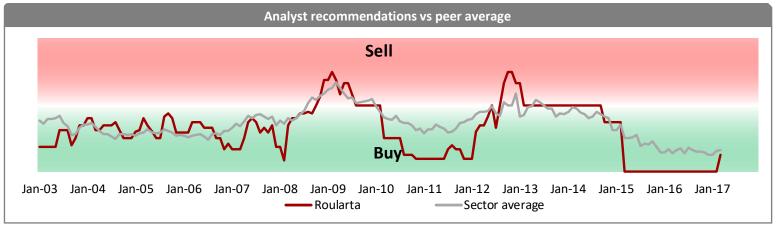
Consensus currently expects a 2017e EPS of €2.13 (revised down by 16% m-o-m) which compares to our forecast of €1.80, while 2018e earnings are expected to come in at €2.26 (revised down by 32%) vs. our forecast of €1.88. There are no 2019 consensus estimates available on Factset yet. We expect €2.72 EPS for 2019e, reflecting 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 is down 7.1% in March, loosing the ground gained in February. The stock has been impact by the weak results announced on 10 March. The stock has performed well since the beginning of 2017, driven by the strength of the European Media sector. Roularta's share price is up 14% over the last 12 months, slightly below the Printed Media sectors' +16% and beating theFree TV sector's -1%. The shares' low over the last 12 months was €22.50 (24 August 2016), while its high during the year was €28.95 (22 February 2017), a new high since May 2011.

The two brokers covering the stock, KBC Securities and Degroof Petercam, rate the stock Overweight (downgraded from Buy after the results) and Buy respectively. The highest price target for Roularta among the analyst community is currently €34.











Sector benchmarking analysis

Benchmarking the two key activities

	Company	Freefloat (%) 2017	Liquidity (daily,€m)	Depr/ EBITDA	Capex/ Sales	N I 2017e	D/EBITDA 2018e	2019e	EBIT I 2017e	OA margin (% 2018e	%) 2019e	EBIT 2017e	margin (%) 2018e	2019e	Net 2017e	: margin (%) 2018e	2019e	2017e	ROE (%) 2018e	2019e	2017 -: EPS	19e CAGR (EBITDA	(%) Sales
				LUIIDA																20130			
	Impresa	36	0.05		2%	8.2	7.1	6.5	10.0	10.7	10.7	8.4	9.2	9.4	3.3	4.0	4.5	4.6	5.5		20.7	6.6	2.7
	Spir	29	0.03	-16%	3%	12.9	6.0		0.9	2.2	20.0	-2.5	-1.2	24.0	-1.4	-0.1		-36.7	-4.7			2.5	
5	Solocal	100	1.87	27%	9%	1.4	1.0	0.7	27.5	28.1	28.9	19.9	20.8	21.0	9.2	10.8	11.2	4.0	4.0	- 0	-8.3	3.5	1.0
Щ	Gruppo Editoriale L'Esp.	23	0.22	61%	1%	-0.1	-0.2	-0.5	9.2	10.3	10.3	6.2	7.4	7.6	3.4	4.3	4.7	4.0	4.8	5.8	20.8	6.3	0.2
2	Mondadori	50	0.76	29%	1%	2.1	1.7	1.3	8.3	8.8	9.0	5.7	6.1	6.2	2.5	2.9	3.1	10.6	11.2	10.6	11.0	3.8	0.1
2	RCS	47	0.72	-103% 48%	5%	2.6	1.9	1.8	13.8	15.7	15.4	8.0	10.1	9.4	3.6	5.6	4.4	28.8	32.5	19.2	25.2	5.3	-0.2
Ŧ	Vocento	47 25	0.18		2%	1.6	1.2	0.6	10.9	11.9	12.3	6.4	7.9	8.4	2.7	4.0	4.4	3.9 2.7	5.5 6.4		25.3	6.1	0.0
Ē	Telegraaf	35	0.35	363%	2%	-2.0	-1.4	1.2	5.0	7.7	27.2	5.7	5.5	10.5	2.6	3.0	c 4			11.0	0.1	0.2	0.2
Ö	Sanoma	35	1.27	136%	3% 0%	1.5	1.3	1.2	27.3 4.3	27.2	27.3	10.4 3.4	10.5	10.5	6.3	6.6	6.4	13.0 276.1	12.5 196.5	11.8	0.1	0.2	0.2
Ko	Connect	98	0.36	35% 22%	0% 2%	1.2	1.0	0.9		4.6	4.8		3.6	3.7	2.0	2.2	2.4			140.1	4.3	2.8	-2.0
_	Tarsus	76	0.40	26%		1.6	2.0	0.6	34.6	33.1	37.0	34.0	31.2	36.3	21.2	16.4	171	40.9	25.9		4.1	7.6	4.1
Ξ	Trinity Mirror Wilmington	98 86	0.34	40%	1% 3%	0.1	-0.2	0.0	22.5 22.1	23.1	24.9	19.0	19.6	21.4	14.6	15.6 13.5	17.1 14.4	50.0	81.2		-2.1 16.0	0.0 13.0	-4.9
=	0	70	0.44 0.18	19%	3% 1%	1.8 -2.5	1.3 -3.0	0.6 -3.5	13.9	23.0 13.9	24.1 13.5	20.0 11.7	21.7 11.7	22.2	11.8 10.2	10.1	10.2	36.5	27.5	20.0	-3.6	-1.8	8.2 -0.3
4	Independent News Eniro	70 96	0.18	-37%	1% 4%	-2.5	-3.0	-3.5	13.9	13.9	13.5	11./	11./	11.2	10.2	10.1	10.2	30.5	27.5	20.0	-3.0	-1.8	-0.3
_		40	7.57	30%	4%	1.8	1.3	1.0	18.7	19.7	20.3	13.8	14.9	15.6	8.0	8.7	9.5	12.4	13.3	14.8	11.5	7.7	2.4
	Axel Springer PRINT MEDIA AVERAGE	58	0.93	45%	3%	2.2	1.4	0.9	15.3	16.0	18.3	11.3	11.9	14.1	6.7	7.2	9.5 7.7	34.4	32.2	31.8	8.3	4.7	3.4 0.9
	PRINT MEDIA MEDIAN	48	0.36	29%	2%	1.6	1.4	0.9	13.8	13.9	15.4	8.4	10.1	10.5	3.6	7.2 5.6	5.5	12.4	12.5	14.8	7.6	5.3	0.9
	Roularta (combined)	25	0.36	31%	2%	0.5	0.0	-0.2	10.9	11.2	13.4	7.5	7.8	9.2	4.7	5.0	7.1	10.0	9.8	13.5	22.9	8.8	-0.2
	% prem./(disc.) vs median	-48	-58.5	5.7	-18.3	-66.5	-96.8	-123.7	-20.6	-19.4	-15.4	-11.1	-22.9	-12.2	32.0	-11.8	29.0	-19.7	-22.0	-9.2	199.4	65.7	-201.4
	Roularta (consolidated)	-40 25	0.15	61%	3%	1.9	-90.8	-0.2	6.4	6.3	9.1	2.5	2.4	4.3	8.2	8.8	13.0	10.0	9.8	13.5	22.9	16.7	-201.4
	% prem./(disc.) vs median	-48	-58.5	113.0	30.7	23.1	-60.3	-128.7	-53.6	-54.3	-40.8	-70.8	-76.6	-58.5	130.7	56.9	134.7	-19.7	-22.0	-9.2	199.4	213.7	-1,216.2
	70 premily (alou) to median		50.5	110.0			00.0		33.0	55		7 0.0	7 0.0	50.5	200	50.5	20			3.2	20011		
	TF1	49	3.19	26%	3%	-0.8	-0.8	-1.1	14.9	14.1	16.2	8.6	7.6	10.5	5.8	5.1	7.2	8.2	7.2	9.7	11.3	6.1	2.0
>	M6	51	1.81	37%	10%	-0.2	-0.3	-0.2	24.9	24.8	24.5	16.8	16.9	17.2	10.5	10.5	10.9	22.2	22.6	22.5	7.2	5.0	5.8
F	Mediaset	33	38.01	81%	21%	1.9	1.3	0.9	13.2	15.7	20.6	9.6	12.4	16.7	3.0	4.7	8.0	5.3	8.5	13.2	65.8	28.0	2.3
ш	Mediaset España	44	10.41	50%	20%	-0.6	-0.7	-0.7	26.5	27.8	29.2	25.0	26.4	27.9	19.8	20.8	22.0	20.2	21.8	22.9	9.7	9.1	3.8
FRE	Atresmedia	35	5.62	11%	3%	0.6	0.4	0.3	21.3	22.4	24.0	19.8	21.3	22.2	15.0	16.1	17.2	30.5	32.1	33.7	10.1	9.9	3.6
	RTL	24	0.51	15%	4%	0.3	0.2	0.0	22.1	22.2	22.2	18.8	18.9	19.0	12.0	12.1	12.3	23.9	23.7	23.5	4.0	3.8	3.4
	Prosieben	98	41.34	17%	4%	1.7	1.5	1.3	25.9	25.6	25.4	21.3	21.3	21.4	13.1	13.3	13.3	40.6	41.3	39.8	7.5	6.3	7.2
	ITV	89	39.45	12%	2%	0.8	0.6	0.4	29.3	29.1	29.9	25.9	26.0	26.7	16.7	17.4	19.5	81.0	75.1	68.5	5.1	4.5	3.4
	FREE TV AVERAGE	53	17.54	31%	8%	0.5	0.3	0.1	22.2	22.7	24.0	18.2	18.8	20.2	12.0	12.5	13.8	29.0	29.0	29.2	15.1	9.1	3.9
	FREE TV MEDIAN	46	8.02	22%	4%	0.5	0.3	0.2	23.5	23.6	24.3	19.3	20.1	20.2	12.6	12.7	12.8	23.1	23.1	23.2	8.6	6.2	3.5
	Medialaan (*)		1	16% -26.1	-23.5	0.3 -46.0	0.1	-0.1 -183.8	18.0	18.5	19.0 -21.7	15.1 -21.7	15.7 -21.9	16.3	9.8	10.4	10.9	15.0	15.4	15.6	7.9	5.3	2.5
	% prem./(disc.) vs median			-26.1	-23.5	-46.0	-79.3	-183.8	-23.4	-21.7	-21./	-21./	-21.9	-19.4	-21.6	-17.6	-14.6	-35.2	-33.3	-32.8	-7.9	-14.5	-28.6
<u> </u>	St Ives	97	0.47	58%	2%	1.9	1.7	1.7	9.7	9.6	8.9	7.0	6.7	6.8	0.3	1.6	3.6	13.3	12.6	13.4	-0.3	-2.6	1.2
Z	QuadGraphics	86	7.08	-64%	3%	2.2	2.2	2.2	10.7	10.1	10.0	5.1	5.0	5.3	2.0	2.1	2.1	5.6	6.1	4.5	-4.2	-8.9	-5.8
E	Dai Nippon Printing	66	13.55	54%	5%																na	na	na
Z	PRINTING AVERAGE	83	7.03	16%	3%	2.1	1.9	1.9	10.2	9.9	9.5	6.0	5.9	6.0	1.2	1.8	2.9	9.4	9.4	8.9	-2.3	-5.8	-2.3
~	PRINTING MEDIAN	86	7.08	54%	3%	2.1	1.9	1.9	10.2	9.9	9.5	6.0	5.9	6.0	1.2	1.8	2.9	9.4	9.4	8.9	-2.3	-5.8	-2.3
	Roularta (combined)	25	0.15	31%	2%	0.5	0.0	-0.2	10.9	11.2	13.0	7.5	7.8	9.2	4.7	5.0	7.1	10.0	9.8	13.5	22.9	8.8	-0.2
	% prem./(disc.) vs median	-71	-97.9	-43.6	-34.8	-74.7	-97.9	-109.8	7.5	13.5	37.4	24.2	32.4	52.3	295.0	170.6	146.6	5.8	4.2	50.6	-1,108.7	-253.4	-91.5
	Source: Merodis, Factset																						

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





Sector valuation summary

Multiple-based valuation

	Company	Country	Price (local)	MCap (local m)	2017e	P/E 2018e	2019e	2017e	V/Sales 2018e	2019e	E\ 2017e	//EBITDA 2018e	2019e	2017e	EV/EBIT 2018e	2019e	2017e	P/B 2018e	2019e	2017e	DYield 2018e	2019e
	Impresa	PORTUGAL	0.20	34	4.9	3.9	3.3	1.0	0.9	0.8	9.8	8.5	7.9	11.6	9.9	9.0	0.2	0.2		0.0	0.0	0.0
⋖	Spir	FRANCE	3.53	21	4.5	3.5	3.3	0.2	0.9	0.8	18.8	8.6	7.5	11.0	3.3	9.0	1.8	1.9		0.0	0.0	0.0
3	Solocal	FRANCE	1.00	1,091	5.3	5.5	6.3	1.1	1.0	0.9	4.1	3.6	3.2	5.6	4.9	4.4	1.0	1.5		0.0	0.0	0.0
윤	Gruppo Editoriale L'Esp.	ITALY	0.84	329	14.4	11.9	9.9	0.5	0.5	0.5	5.6	5.0	4.6	8.3	6.9	6.2	0.6	0.6	0.6	2.0	3.0	2.8
5	Mondadori	ITALY	1.83	479	14.3	12.2	11.6	0.5	0.5	0.5	6.6	5.9	5.5	9.6	8.6	7.9	1.4	1.3	1.2	1.4	2.2	3.7
_	RCS	ITALY	1.18	611	17.5	11.2	14.9	1.0	0.9	0.9	7.3	6.1	6.1	12.7	9.4	9.9	4.3	3.1	2.7	0.0	0.0	0.0
	Vocento	SPAIN	1.42	171	14.1	9.9	9.0	0.6	0.5	0.5	5.2	4.5	3.9	8.9	6.8	5.7	0.6	0.5		0.0	0.3	1.1
I	Telegraaf	NETHERLANDS	6.19	287	43.7	17.7		0.6	0.6		11.7	7.5		10.2	10.6		1.2	1.1		1.0	2.9	
<u> </u>	Sanoma	FINLAND	7.85	1,277	12.1	11.8	12.1	1.2	1.1	1.1	4.4	4.2	4.0	11.6	10.7	10.5	1.5	1.4	1.4	3.3	4.0	5.3
0	Connect	UNITED KINGDOM	1.35	334	7.6	7.2	7.0	0.2	0.2	0.2	5.4	5.1	4.9	7.0	6.5	6.2	17.8	11.7	8.4	7.3	7.5	7.8
Š	Tarsus	UNITED KINGDOM	2.85	322	10.5	15.3	9.7	3.1	3.8	2.6	9.1	11.5	7.0	9.2	12.3	7.2	4.0	3.9		3.3	3.6	3.7
	Trinity Mirror	UNITED KINGDOM	1.16	322	3.4	3.4	3.5	0.5	0.5		2.3	2.1		2.8	2.4					4.6	4.7	5.5
Z	Wilmington	UNITED KINGDOM	2.50	218	12.8	10.7	9.5	2.2	1.9	1.7	10.0	8.4	7.0	11.0	8.9	7.6	9.2	8.2		3.4	3.6	3.6
~	Independent News	IRELAND	0.12	172	5.0	4.9	5.4	0.2	0.1	0.1	1.4	0.8	0.5	1.7	1.0	0.6	1.6	1.2	1.0	0.0	0.0	0.0
Δ	Eniro	SWEDEN	0.33	172																		
	Axel Springer	GERMANY	51.77	5,586	20.0	18.1	16.1	2.0	1.8	1.7	10.6	9.3	8.5	14.3	12.4	11.0	2.4	2.4	2.4	3.7	3.8	4.0
	PRINT MEDIA AVERAGE				13.3	10.3	9.1	1.0	1.0	1.0	7.5	6.1	5.3	8.9	8.0	7.2	3.6	2.9	2.5	2.0	2.4	2.9
	PRINT MEDIA MEDIAN				12.5	10.9	9.5	0.6	0.6	0.9	6.6	5.9	5.2	9.4	8.7	7.4	1.6	1.4	1.4	1.4	2.9	3.6
	Roularta (combined)	BELGIUM	26.55	349	14.8	14.1	9.8	0.8	0.8	0.7	7.4	6.8	5.6	10.8	9.8	8.0	1.5	1.4	1.4	2.1	2.3	3.4
	% prem./(disc.) vs median				18.5	28.8	2.8	38.3	30.6	-17.7	12.8	14.4	8.5	14.6	11.7	7.4	-1.8	-2.6	-4.4	51.9	-21.7	-7.1
	Roularta (consolidated)	BELGIUM	26.55	349	14.8	14.1	9.8	0.9	8.0	0.8	13.9	12.8	8.5	36.0	34.3	17.8	1.5	1.4	1.4	2.1	2.3	3.4
	% prem./(disc.) vs median				18.5	28.8	2.8	51.3	39.4	-12.8	110.8	115.5	64.4	281.3	292.8	141.0	-1.8	-2.6	-4.4	51.9	-21.7	-7.1
	TF1	FRANCE	11.20	2,342	18.6	20.5	15.0	1.0	1.0	0.9	6.7	7.0	5.6	11.6	12.9	8.6	1.5	1.5	1.4	3.3	3.3	4.3
	M6	FRANCE	20.92	2,642	18.6	17.5	16.2	1.9	1.8	1.7	7.6	7.1	6.9	11.3	10.5	9.9	4.0	3.8	3.5	4.3	4.5	4.5
-	Mediaset	ITALY	3.88	4,409	37.6	23.0	13.7	1.4	1.4	1.3	10.9	8.7	6.4	15.0	11.0	7.9	2.0	1.9	1.7	2.1	3.2	5.8
ш	Mediaset España	SPAIN	12.09	4,069	19.6	17.9	16.3	3.8	3.6	3.5	14.3	13.0	11.9	15.1	13.7	12.4	4.0	3.8	3.6	4.8	5.3	5.8
Щ	Atresmedia	SPAIN	11.84	2,673	16.7	15.1	13.8	2.6	2.5	2.4	12.4	11.3	10.1	13.4	11.9	10.9	4.9	4.8	4.5	4.9	5.6	6.2
뽔	RTL	BELGIUM	75.20	11,550	15.1	14.6	14.0	1.9	1.8	1.7	8.6	8.2	7.6	10.0	9.6	8.9	3.5	3.4	3.2	5.5	5.3	5.5
	Prosieben	GERMANY	41.51	9,497	16.4	15.1	14.2	2.7	2.5	2.3	10.5	9.8	9.1	12.8	11.7	10.8	6.5	5.9	5.4	4.9	5.3	5.5
	ITV	UNITED KINGDOM	2.19	8,812	13.5	13.0	12.2	3.1	2.9	2.8	10.5	10.1	9.3	11.8	11.3	10.4	10.6	9.0	7.9	3.7	4.4	5.0
	FREE TV AVERAGE FREE TV MEDIAN				19.5 17.6	17.1 16.3	14.4 14.1	2.3 2.3	2.2 2.2	2.1 2.0	10.2 10.5	9.4 9.2	8.4 8.4	12.6 12.3	11.6 11.5	10.0 10.1	4.6 4.0	4.3 3.8	3.9 3.5	4.2 4.5	4.6 4.9	5.3 5.5
	Roularta (combined)	BELGIUM	26.55	349	14.8	14.1	9.8	0.8	0.8	0.7	7.4	6.8	5.6	10.8	9.8	8.0	1.5	1.4	1.4	2.1	2.3	3.4
	% prem./(disc.) vs median	BLEGIOIVI	20.55	343	-16.3	-13.4	-30.6	-64.3	-64.8	-63.5	-29.4	-26.6	-32.8	-12.2	-15.2	-21.4	-62.1	-63.9	-60.8	-54.4	-53.8	-38.6
(B							55.0	00	0								02.2	00.5	00.0		30.0	00.0
9	St Ives	UNITED KINGDOM	0.53	76	4.2	4.4	4.2	0.4	0.4	0.3	4.0	3.9	3.9	5.6	5.5	5.1	0.6	0.6	0.6	4.7	4.7	5.7
Ē	QuadGraphics	UNITED STATES	25.24	1,317	15.1	12.6	16.4	0.6	0.5	0.6	5.2	5.4	5.8	10.8	10.8	10.9	0.8	8.0	0.7	4.8	4.8	4.8
5	Dai Nippon Printing	JAPAN	1,200.00	733,878																		
	PRINTING AVERAGE				9.6	8.5	10.3	0.5	0.5	0.5	4.6	4.6	4.8	8.2	8.2	8.0	0.7	0.7	0.6	4.7	4.7	5.2
8	PRINTING MEDIAN	251 20112	20.5-	242	9.6	8.5	10.3	0.5	0.5	0.5	4.6	4.6	4.8	8.2	8.2	8.0	0.7	0.7	0.6	4.7	4.7	5.2
	Roularta (combined)	BELGIUM	26.55	349	14.8 53.5	14.1 65.5	9.8 -5.2	0.8 71.8	0.8 65.9	0.7 58.4	7.4 60.8	6.8 46.7	5.6 16.5	10.8 31.6	9.8 19.7	8.0 -0.8	1.5 124.8	1.4 110.6	1.4 116.4	2.1 -56.0	2.3 -52.0	3.4 -34.9
	% prem./(disc.) vs median				55.5	05.5	-5.2	/1.8	65.5	58.4	8.00	40./	10.5	31.0	19./	-0.8	124.8	110.0	110.4	-50.0	-52.0	-34.9





P/E valuation relative to the sector

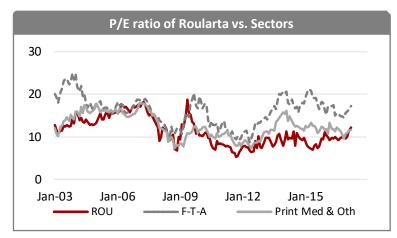
Re-rating still driven by sector M&A focus

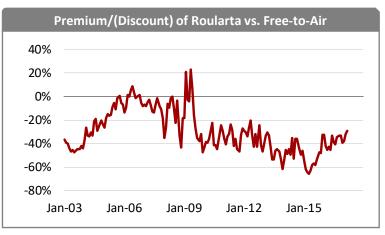
Valuation

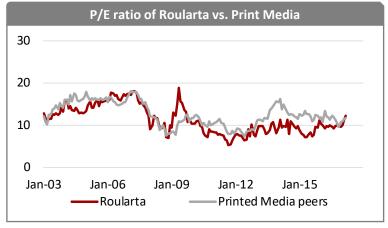
On 2017e consensus EPS estimates, Roularta shares trade at a discount of 17% (compared to 38% at the end of February) versus the Free-to-Air Media sector in Europe (as a reminder, 72% of Roularta's EBIT and 77% of its EPS is from Medialaan, Belgium's #1 commercial TV broadcaster) and at a 19% premium versus the Printed Media Sector (this compares to a 15% discount at the end of February).

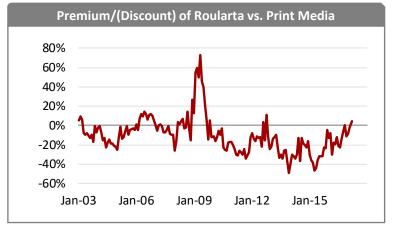
If Roularta's shares were to trade in line with the European media sector, the shares would trade at €31 based on our SOTP (using EV/EBIT multiples), from €34 in December, reflecting our downwrads revised earnings estimates, which has offset the sector's M&Adriven re-rating. Consensus expects Roularta to generate an EPS of €2.13 (2017e), of which c. 77% are expected to come from Medialaan (of which Roularta owns 50%), while the rest of group earnings is expected to be generated by Roularta's Print Media business.

The Free-to-Air sector currently trades at a P/E ratio of 17.6x 2017e, while the Print Media sector trades at a P/E ratio of 12.5x. Applying consensus earnings estimates to the two divisions, proportionally to their earnings, generates a fair share price of €32.













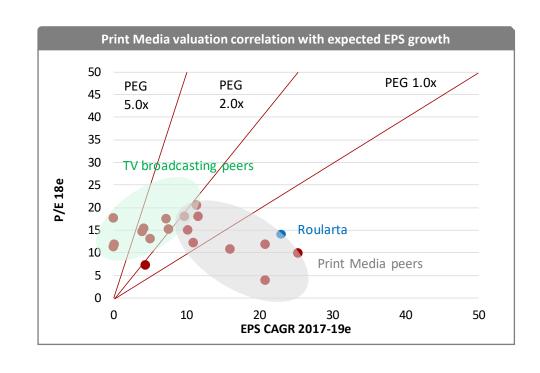
Fair value estimate

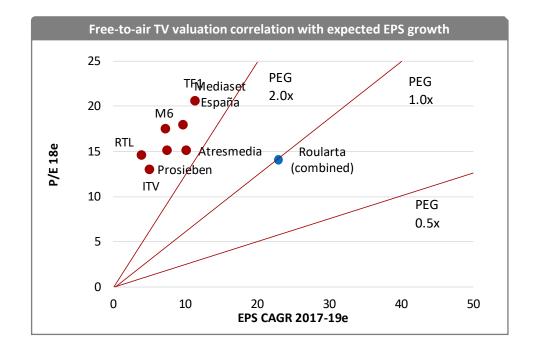
		Roular	rta updated	sum-of-the-p	arts				
(€m)	Ownership (%)	Adjusted EBIT 18e	Discount to peers	EV/EBIT multiple 18e	Net debt 17e	Value	Equity value/sh.	Value split	Value w/o discount
Print media	100%	9.1	10.0	7.9		71.6	4.0	15%	79.5
Group enterprise value						<u>71.6</u>			<u>79.5</u>
 Net Financial Debt/(cash) (17e) 						-33.9			-33.9
- Other liabilities (17e)						-6.0			-6.0
+ NPV tax asset (balance sheet)						20.8			20.8
+ Equity value of Medialaan stake	50%	56.2	15.0	9.8	15.9	267.1	20.3	78%	315.7
+ Equity value of Bayard stake	50%	5.0	10.0	7.9	-5.3	22.3	1.7	7%	24.5
= Estimated market value of equity						<u>341.9</u>			400.5
Total share outstanding (m)						13.1			13.1
Equity value per share						26.0			30.5





Divisional valuation indicators



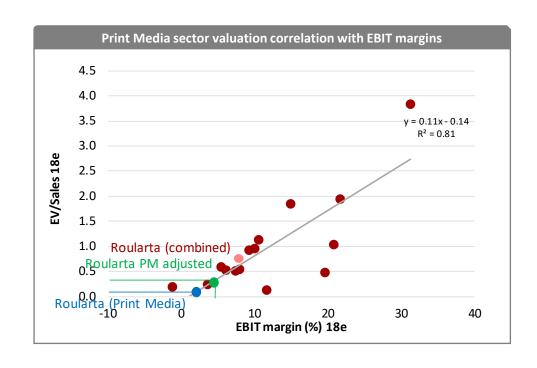


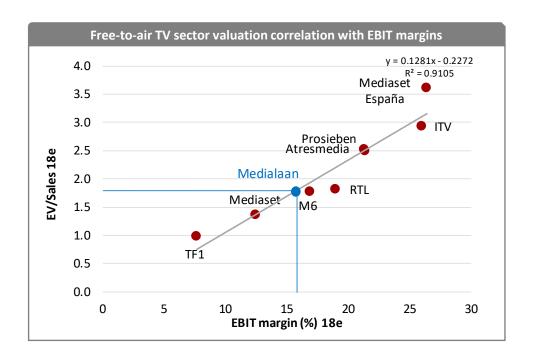




Divisional valuation indicators

Medialaan is a key value driver









Sales growth expectations

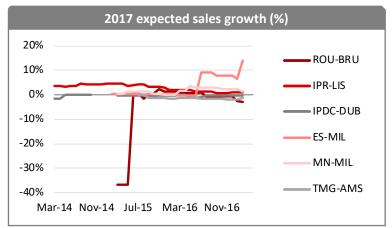
Impacted by cyclical and structural effects

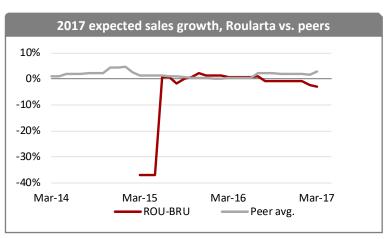
Expected Sales Growth

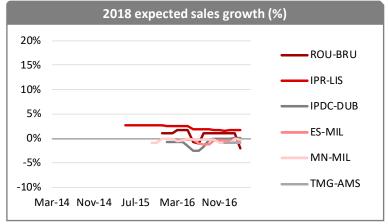
At the end of March, consensus expects the European Print Media Sector to grow in sales in 2017 by 3%. Sector consensus sales expectations for 2017 have improved during March, from 1.6% to 3%. With respect to 2018 sales growth expectations, consensus remained stable to slightly higher at +0.1%.

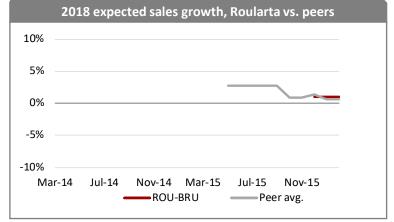
The sector is suffering from the structural impact of online media gaining market share over traditional Printed Media and TV in terms of advertising revenues. This is driven by changes in viewership, which is moving from the traditional media to online.

With respect to Roularta, consensus expects 2017 sales to decline by 2.9% (we expect -2.1%) and to shrink by 2% in 2018 (we expect -2.1%).













EBITDA growth and margin expectations

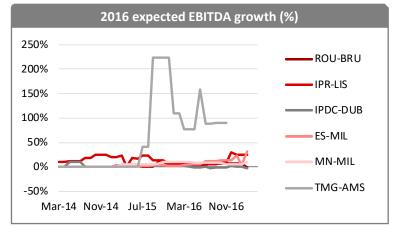
Renewed focus on core activity

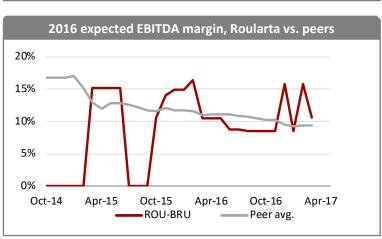
EBITDA expectations

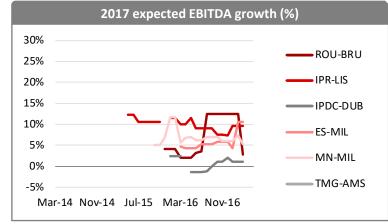
During the month of March, expected annual EBITDA growth in 2017e for Roularta turned to a negative 1.8% by the analyst community, (from +7.4% expected in February) while consensus expects an EBITDA growth of 3% for 2018e (also down versus previous months). Interestingly, margin expectations continue to trend down, in line with the sector, although Roularta's consolidated margins remain above the sector average for both years.

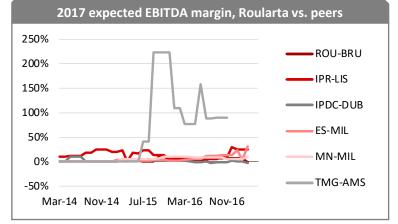
Note that consensus changes to EBIT or EBITDA at Roularta are not interpretable in a straightforward manner.

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.













Consensus payout expectations

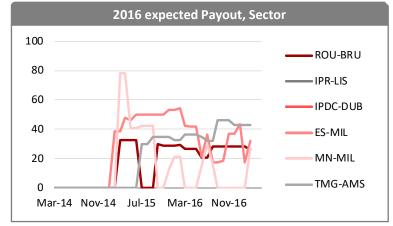
Expectations are stable

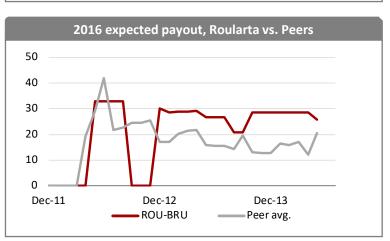
Dividend payout

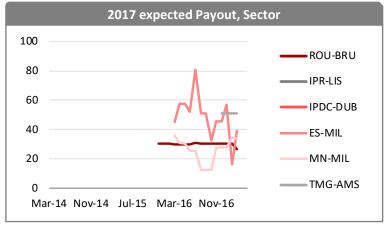
In 2016, Roularta has paid a dividend of €0.50 per share, which represents a cash outlay of €6.2m and a payout ratio of 9.7% on the reported EPS (20% of the normalised EPS). The 2016 proposed dividend is flat, at €0.50, while we were forecasting €0.75 on higher expected results. The payout for 2016 is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

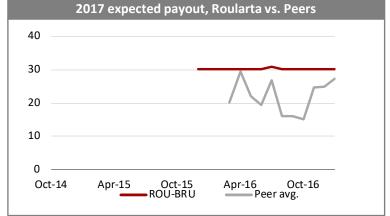
Roularta confirmed the targeted pay-out ratio of 30% in the future, which is in line with its average payout ratio prior to its acquisition in France of c32% (2002-2006) and broadly in line with the Sector average.

Consensus currently expects Roularta to pay out 26-27% of its earnings in 2017-18e, which is a slight downgrade to previous expectations of roughly 30% payout. The expected payout at Roularta exceeds that of its sector peers.













Leverage expectations

Trending down

Net-debt-to-EBITDA

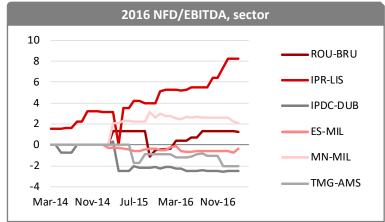
The level of expected financial leverage in the Media Sector was high in 2011 and 2012 and again in 2014 (where it exceeded 2.2x), but trended down until May to c. 1.2x, in terms of Net-financial-debt-to-EBITDA. Roularta's ratio has exceeded 2x only during 2014 and is expected to trend down during the current year and next.

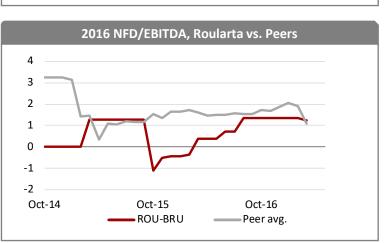
At the end of March, consensus expects Roularta's net-debt-to-EBITDA ratio at 1.2x for 2017e, broadly in line with the sector average.

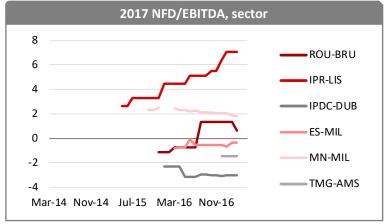
For 2018e, the analyst community expects Roularta's Net-Debt-to-EBITDA ratio of 0.7x versus a ratio of 0.8x for the sector as a whole.

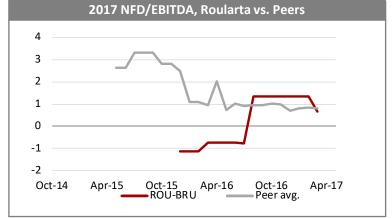
We expect Roularta to report a net cash position as from 2019e (€5.5m), compared to a reported net debt position of €57m at the end of 2016.

The fact that Roularta is expected to be able to deleverage its balance sheet at such a speed represents a good starting point for bolt-on acquisitions (digital-media-related).





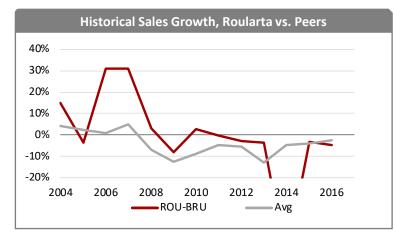


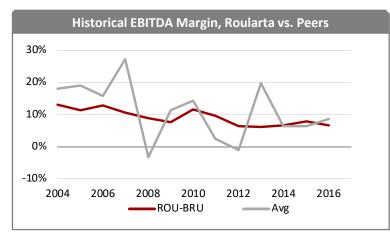


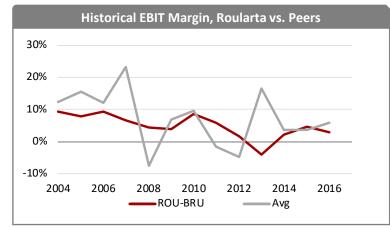


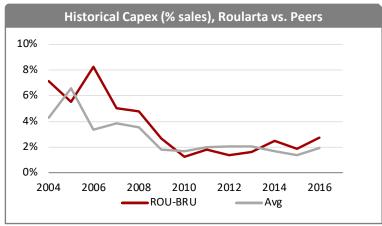


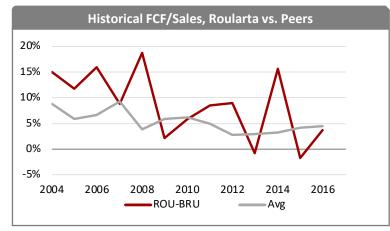
Historical P&L, CF and Balance Sheet Performance

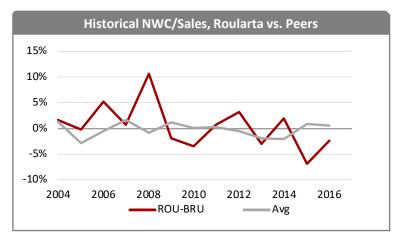










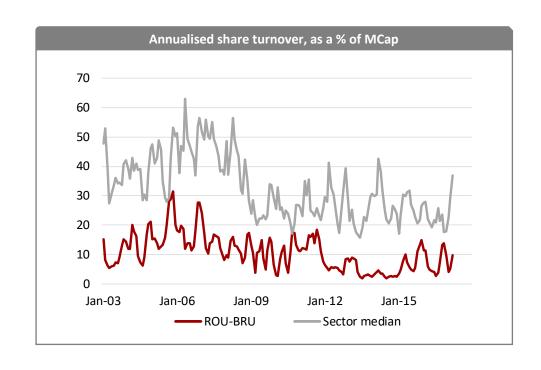


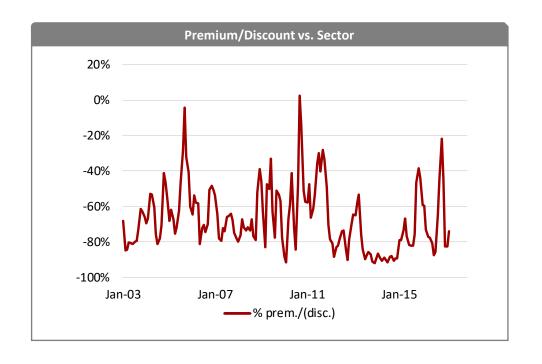




Share liquidity

Trending back up, but well-below peers









Merodis Equity Research

Financial summary

Enterprise Value (€m): 219 Market Cap. (€m): 349 Free-float MCap (€m): 87

Comparison Com																																																					ı					•	•	•
Carry State (Carry) 2005 2006 2007 2008 2010 2011	0000	CAGR 17-19e	-2.1	16.7	129.9	22.9	16-18e	7.0	10.5	19.3	22.8	16-18e	16.7	-53.5	24.8	30.9	 	9.5	na	na	-23.1	16-18e	-3.0	na	-32.8	-49.0	4.9																							16-18e	0.0	na -1 2	0.0	-8.5						
Color Colo	9000	CAGR 05-16	-5.1	-10.7	-14.7	-0.4	04-15					04-15	-10.7	22.6	-16.3	17.1	1./1.	4.1-	na	na	na	04-15	7																													3.3	22.9	-8.4						
ted P&L(Gm) 2005 5005 5007 7008 2009 2010 5011 5012 5013 5014 5010 5017 501 5017 501 5017 501 5017 501 5017 501 5017 501 5017 501 5017 501 5017 501 5017 501 5017 501 5017 501 5017 501 5017 5017		2019e	261	24	11	34	2019e	475	44	43	34	2019e	24	7 ;	73	-14 21	7 0	- 2	0	0	14	2019e	262	0	34	28	797	-2	40	80	44	32	15/	ņ ⊂	2019e	77	6	4 0	91	4 10	52	0 1	Λ ∝	0	-10	100 -2	-0.2	13	13	2019e	349	5	151	202	9 0	ο α ο π	17.8	9.4	ο σ 8. α	1.4
tred P& (Cm) 2005 2006 2007 7008 2009 2010 2011 2012 2013 2014 2015 2015 2017 2017 2017 2017 2017 2017 2017 2017		2018e	267	17	ى و	24	2018e	4/5 53	37	32	24	2018e	17	구 :	16 1	δí	16	-7	0	0	25	2018e	276	0	20	28	252	-2	ć	φ	νį	17	ሳ -	1-1-	2018e	9/	9	7 0	y 4	4	63	0 6	n u	0	4 6	703	0.5	10	10	20 18e	349	8 C	151	216	φ	2.0	34.3	13.3	0.8	1.4
Carry Carr	ı	2017e	273	17	/ ر	22	2017e	4 76	36	30	22	2017e	17	ŗį	IS	ν -	16	ې ې	0	0	24	2017e	278	0	74	108	677	-2	∞	0	5	170	9-	pπ	2017e	9/	9	0 2	o 46	4	61	0 6	nι	· 4	4 6	102	1.9	6	10	2017e	349	34	151	242	9 0	13.9	36.0	17.5	0.9	1.5
tred Fall (Gm) 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 11		2016	279	16	٠ ,	21	2016	52	36	31	21	2016	16	φ (x 0	р⊔	7 9	ې ې	0	m	18	2016	295	0	51	108	777	4-4	-10	-58	-67	18859	ئ 1-	7-	2016	9/	9	0 0	94 0	4	63	4 c	n C	ıņ	5	106	3.5	∞	10	2016	319	57	167	219	φ	13.5	32.7	42.8	14.1	1.4
Fall (Grm) EST		2015	292	18	12	64	2015	4/1 55	42	37	64	2015	15	-17	ņι	<u>ب</u> د	, 7	2 0	0	9-	9 1	2015	298	0	39	114	2015	1	φ	139			υ Σπ	45	2015	75	9	ט ני	92	, 1 w	52	-671	7 0	φ	-7	36	4.2	32	37	2015	208	76	176	118	9 6	4.0	9.6	na	9.7	1.0
Feet Carry Cooks		2014	300	20	4 ή	-142	2014	4//	33	26	-142	2014	17	4 ;	77	/- //	ζ σ	0	0	-41	9-9	2014	221	152	34	116	143	-58	-54	na	na	e o	99	, 0,	2014	72	7	7 2	94	t m	42	-89	7 6	- τ	-17	4 7 7	4.2	∞	99-	2014	162	82	123	141	0 0	7.7	36.0	5.3	0.6	1.1
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it ted P&L (£m) 2 IP&L (£m) 2 IP&L (£m) 2 It IP&L (£m) 3 It IP&L (£m) 4 It IP&L (£m) 4 IP&L (£m) 4 IP&L (£m) 6 IP&L		2006	609	78	51	25	2006					2006	72	22		ָהְ הַ	-214	, «·	51	-29	-182	2006	660	0	42	263	5006	31	40	48	10	-51	123	32	2006	71	13	თ <	8 4	'n	25	48	o m	4	m (108	2.8	9	10	2006	579	222	16	824	۰,	10.5	16.1	42.2	1.2	2.0
Consolidated P&L (£m) Sales EBITDA EBIT Pretax profit Net profit Cantined P&L (£m) Sales EBITDA Adj. EBITDA Sales Sales Gross Op CF Captal Employed Dividends paid Equity FInancial Ratios Gross Debt Equity Sales Sales Sales Sales Sales Sales Gross Op CF Captal Employed Sales Sales Sales Sales Sales Sales Gross Op CF Captal Employed Sales Sale		2005	493	56	39	22	2002					2002	26	7 ¦	, ,	۱ (-17	-7	· 7	-43	-28	2005	296	0	35	75	2005	က္	-14	-17	-23	, 68 68	2 کر	n α	2005	67	11	∞ ⊔	n 06	, m	30	40	> ∝	0	∞ (2 7	0.7	6	11	2005	517	40	17	216	0 ;	10.3	14.9	14.4	1.9	2.4
Capin	e-float MCap (€m): 87	ısolidated P&L (€m)	Ş	DA	>c or of	profit	nbined P&L (€m)	S	<u>.</u>	ax profit	profit	h Flow (€m)	EBITDA	~	S UP CF	ŭ	disp /(aca)	dends paid	ty issue	ers	Debt (incr.)/decr.	ance Sheet (Em)	ital Employed	ontinued Assets	າ & Equivalent	ss Debt	ty ************************************	(%) III (%)	DA		profit		tal Employed	ital Employed Paholder Equity	ancial Ratios	ss margin (%)	DA margin (%)	margin (%)	margin (%) x/Sales (%)	reciation/Sales (%)	reciation/EBITDA (%)	rate (%)	ex/sales (%) 'Sales (%)	3/Sales (%)	'Sales (%)	itai empioyed/saies (%) ring (%)	Debt/EBITDA (x)	E post-tax (%)	(%)	uation	ket Capitalisation (€m)	t Financial Debt (€) stated Min ±others (€m)	sociates & Inv. (€m)	terprise Value (€m)	oc. NFD (gr. share) (€m)	BITDA(x)	BIT (x)	CF (x)	capital Employed (x) (x)	P/BVPS (x)
	Free	Cons	Sales	EBITC	Prota	Net p	Com	Sales	EBIT	Preta	Net p	Cash	Adj. E	WCR	Gros	Cape	Ne C	Divid	Equit	Othe	Net D	e e g	Capit	Disco	Cash	Gros	Equit	Sales	EBITC	EBIT	Net p	FCF	NWC Table	Share	Fina	Gros	EBITC	EBIT	Opex	Depr	Depr	Taxr	Cape FCF/6	WCR,	WC/5	Capit	Net D	ROCE	ROE (Valu	Mark	+ Net + Rec	- Ass	= Ent	Asso	EV/SK FV/FF	EV/EE	EV/F(EV/C	, , ,

Fina	ancial	tear	shee
16-18e 0.0 na -1.2 0.0	16-18e	0.0 22.9 22.9 4.9 4.9 27.9	
04-15 -4.3 3.3 -11.0 22.9 -8.4	04-15	6.7 -2.7 -2.7 -2.2 -3.6	

P/BVPS (x)	2.4	5.0		1.2	9.0	0.7	0.8	0.5	0.5	1.1	1.0	1.4	1.5	1.4	1.4
FCF yield (%)	7.7	3.4	1.9	18.9	-4.6	8.6	16.9	23.7	-6.5	16.4	0.0	1.6	4.0	1.6 4.0 4.7	6.1
Per share data	2002	2006		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017e	2018e	2019e
# of shares	96.6	11.01		13.13	13.13	13.13	13.14	13.14	13.14	13.14	13.14	13.14	13.14	13.14	13.14
# of avg sh. (FD, ex-treas.)	9.70	10.78		12.62	12.62	12.62	12.48	12.48	12.48	12.48	12.48	12.48	12.48	12.48	12.48
Share price	51.94	52.65		29.96	14.02	18.85	20.95	14.06	11.81	12.36	15.85	24.24	26.55	26.55	26.55
EPS	2.32	2.30		1.09	-0.33	2.45	1.24	-0.20	-4.64	-11.4	5.16	1.72	1.80	1.88	2.72
EPS FD	2.32	2.30		1.09	-0.33	2.45	1.24	-0.20	-4.64	-11.4	5.16	1.72	1.80	1.88	2.72
BVPS	21.65	25.88		24.22	23.75	26.28	26.73	26.23	21.84	10.90	15.80	16.92	17.41	19.19	19.17
DPS	0.75	0.75		0.00	0.00	0.50	0.35	0.00	0.00	0.00	0.50	0.50	0.55	09.0	06.0
Source: Company data, Merodis Equity Research	quity Reseal	Ę.													



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Arnaud W. Goossens

Partner ago@merodis.com

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