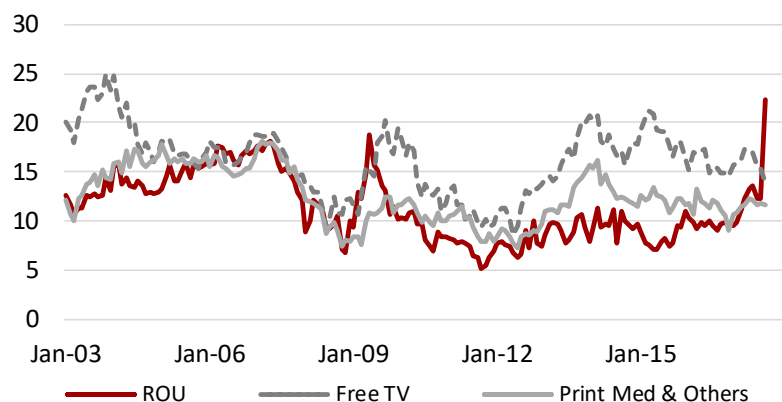




Roularta P/E vs European peers: narrowing discounts



| €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 | 24.7 | 17.8 | 13.1 |
| Yield (%) | 0.0 | 0.0 | 3.2 | 2.1 | 1.3 | 1.6 | 2.2 |
| Adj. EV/EBIT (x) | na | 36.0 | 9.6 | 32.7 | na | na | na |

Source: Merodis Equity Research, Factset
Pricing date: 31/08/2017

Market review and peer benchmarking

4 September 2017

Key monthly insights

1H17 results disappointed on weak ad spend and margin pressure

On 21 August, Roularta reported a weak set of 1H17 results, hit by falling ad revenues in Print Media, higher opex from new initiatives in digital media (Storesquare and Mobile Viking) as well as higher depreciation charges. Net profit is down 91% y-o-y to €1.3m, although encouragingly, reported operating cash flow is down just 10% y-o-y to €6.2m backed by working capital management. Although Roularta's top line decline was severe, the company did not lose market share (Print Media sales -6.4% y-o-y in 1H17 vs. market -8.4% as reported by Nielsen, and TV Broadcasting like-for-like ad revenues -2.9% vs. market -8.4%).

We revised down our earnings forecast (as per our 28 August report)

Guidance is prudent and purely qualitative. So far in 3Q17, ad spend trends are similar to those of 1H17 (ie. down in Printed Media and TV, up in Online). Readership is flat (vs. down in 1H17). Although digital initiatives should continue to weigh on opex (albeit no more than previously-expected), management will continue to focus on cost control, albeit without any concrete plan. Our EPS forecasts have been cut by 63%, 50% and 53% for 2017e, 2018e and 2019e respectively to take into account the weak ad spend environment and further margin pressure. We are currently 3% below consensus EPS for 2017e and 21% above for 2018e.

Valuation assessment following the earnings shakeup

Our fair equity value is down to €15.9/share, down from €17.3 (as per our latest report) due to the sharp de-rating of listed European TV peers. Our methodology remains unchanged although we allocate no value for Print Media vs. a negative value of €2.1/share based on our previous model assumptions. We continue to believe the business has some 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. However, as a result of the heavy sales declines and of the lack of visibility in ad spend trends going forward, we do believe that market is likely to refrain from valuing it altogether until one or more of the following events occur: (1) clear signs that Print Media ad spend is no longer in structural decline, (2) Roularta's digital media activity becomes significant enough that its growth offsets the impact of lower Print Media revenues, (3) Roularta is able to continuously adjust its Print Media cost base to lower sales volumes, and (4) Roularta's Print Media is restructured to an extent that the impact of declining revenues no longer hurts group profit generation. Our fair equity value points to 2018e P/E and EV/EBIT multiples of 18x and 9.4x respectively (based on combined accounts).

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](#)
- ➔ ["July 2017 market review" \(monthly dashboard\), 1 August 2017](#)
- ➔ ["When the going gets tough" \(update\), 28 August 2017](#)

Company description

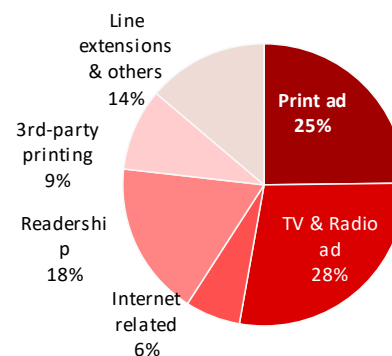
Roularta is Belgium's leading media company offering:

- (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).

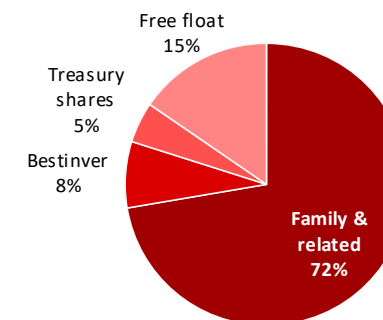
Combined group sales are almost entirely generated in Belgium through: (1) TV and radio advertising (28% of group), (2) print media advertising (26%), (3) readers market including subscriptions (21%), (4) third-party printing (9%) and (5) other sources of revenues including line extensions, rights and 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. In 2016, Medialaan's contribution weighed 73% of combined EBIT and 80% of the group's net profit. We value the stake in Medialaan alone at EUR14.3/share (see page 9), 90% of the estimated equity value.

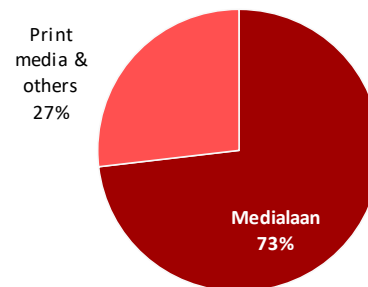
Combined sales breakdown (2016)



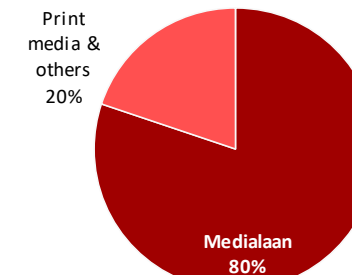
Shareholders



Combined EBIT breakdown (2016)



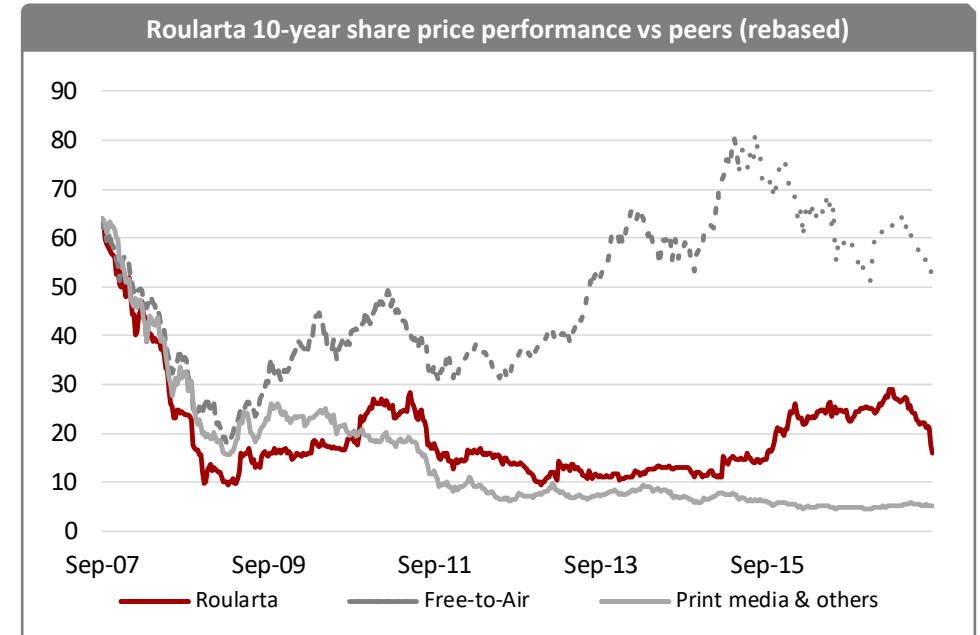
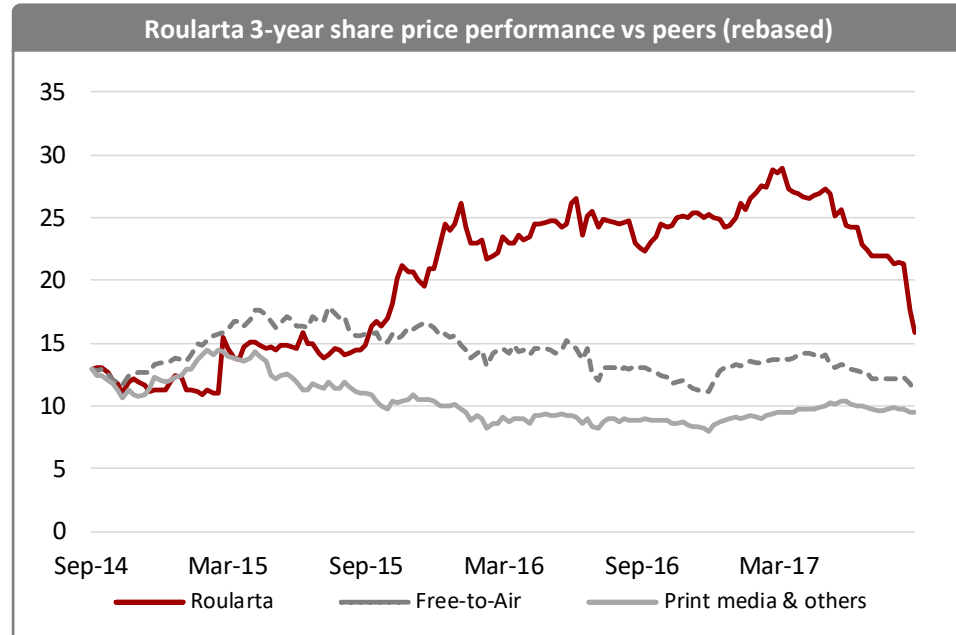
Consolidated net profit breakdown (2016)



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

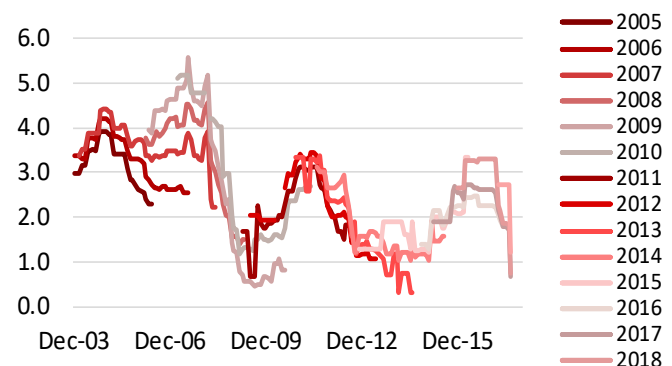
Consensus EPS estimates for Roularta have fallen sharply after the weak 1H17 results reported on 21 August, reflecting the weakness in ad spend in Print Media and in TV, and the consequent margin pressure.

Consensus currently expects a 2017e EPS of €0.66 (-61% m-o-m) which compares to our forecast of €0.64 (from €1.70 previously expected), while 2018e earnings are expected to come in at €0.73 (-60% m-o-m) vs. our forecast of €0.89 (from €1.72). 2019e consensus EPS estimates available on Factset have fallen to €1.20, in line with our forecast and still reflecting positive momentum, albeit from a lower base. 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).

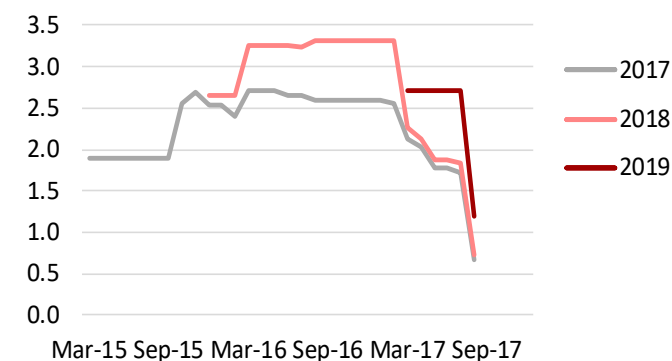
Roularta's share price suffered dearly from the weak results and subsequent downgrades, with the stock down 28% m-o-m (Print Media peers are down 2%, while Free-TV peers are down 10%). Roularta's share price is down 31% over the last 12 months, also below the Print Media sectors' +7.5%, and weaker than the Free TV sector's performance of -15%. The shares' low over the last 12 months is a new €15.60 (31 August 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 Hold and Underseight respectively. The highest price target for Roularta among the analyst community is currently €18.5.

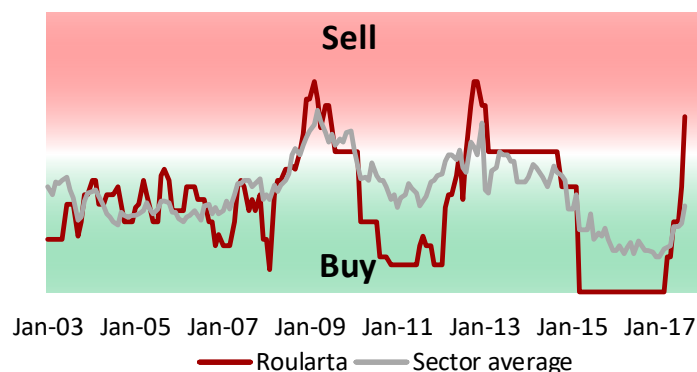
EPS Worms (€/share)



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 | 0.2 |
| EBITDA | -22.5 | -8.3 | -1.1 |
| EBIT | -20.1 | -51.2 | -5.7 |
| EPS (€) | -3.3 | 21.8 | 0.2 |
| DPS (€) | -11.1 | 0.0 | 0.0 |
| Net debt | 1.9 | -19.9 | na |

Source: Merodis, Factset

Sector benchmarking analysis

Benchmarking the two key activities

| 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 |
| Impresa | 36 | 0.28 | | 2% | 9.2 | 8.3 | 6.4 | 9.5 | 10.4 | 12.4 | 7.8 | 8.7 | 10.6 | 3.3 | 3.8 | 5.3 | 5.3 | 5.5 | 6.7 | 18.6 | 15.5 | 0.9 |
| Spir | 29 | | -16% | 3% | 12.9 | 6.0 | | 0.9 | 2.2 | | -2.5 | -1.2 | | -1.4 | -0.1 | | -36.7 | -4.7 | | | | |
| Solocal | 100 | 4.06 | 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 | | | | 0.0 | 1.6 | -0.6 |
| Gruppo Editoriale L'Esp. | | | | | | | | | | | | | | | | | | | | | | |
| Mondadori | 47 | 0.73 | 29% | 1% | 1.9 | 1.4 | 1.1 | 8.5 | 9.0 | 9.1 | 5.9 | 6.2 | 6.4 | 2.9 | 3.0 | 3.3 | 12.3 | 15.0 | 15.3 | 12.1 | 3.8 | 0.4 |
| RCS | 16 | 1.51 | -103% | 5% | 2.5 | 1.8 | 1.2 | 14.5 | 16.7 | 17.1 | 8.6 | 11.3 | 11.8 | 4.3 | 6.9 | 7.6 | 31.3 | 30.6 | 27.4 | | 8.7 | 0.0 |
| Vocento | 51 | 0.28 | 48% | 2% | 1.5 | 1.1 | 0.9 | 10.5 | 11.9 | 11.8 | 5.9 | 7.5 | 8.9 | 2.7 | 4.0 | 4.9 | 5.5 | 7.1 | 8.0 | 25.4 | 5.1 | -1.0 |
| Telegraaf | 12 | 0.23 | 363% | 2% | -2.7 | -1.3 | | 3.7 | 8.2 | | 5.7 | 5.4 | | 3.9 | 3.8 | | 3.3 | 9.4 | | | | |
| Sanoma | 35 | 0.92 | 136% | 3% | | 1.3 | 1.2 | -5.4 | 23.5 | 21.8 | 11.2 | 12.0 | 12.0 | -17.1 | 8.1 | 8.3 | 16.0 | 22.8 | 20.5 | 8.1 | | -3.9 |
| Connect | 98 | 0.52 | 35% | 0% | 1.2 | 1.2 | 1.0 | 4.1 | 4.1 | 4.3 | 3.1 | 3.2 | 3.3 | 1.7 | 1.9 | 2.0 | 329.0 | 344.6 | 320.6 | 2.1 | 0.6 | -1.8 |
| Tarsus | 76 | 0.24 | 22% | 2% | 1.7 | 2.3 | 1.2 | 34.5 | 32.3 | 34.6 | 32.7 | 30.1 | 33.1 | 19.0 | 14.0 | 19.8 | | 27.5 | 41.5 | 3.6 | 5.0 | 4.9 |
| Trinity Mirror | 97 | 0.32 | 26% | 1% | 0.1 | -0.3 | -0.6 | 23.0 | 23.4 | 24.2 | 19.4 | 19.9 | 19.1 | | | | | | | -2.4 | -2.1 | -4.6 |
| Wilmington | 85 | 0.41 | 40% | 3% | 1.7 | 1.2 | 0.6 | 21.6 | 23.1 | 23.7 | 20.0 | 21.3 | 21.8 | 9.1 | 11.0 | 11.5 | 44.8 | 63.0 | | 15.6 | 13.3 | 8.2 |
| Independent News | 70 | 0.22 | 19% | 1% | -2.9 | -3.6 | -4.7 | 11.9 | 11.6 | 10.7 | 10.1 | 9.7 | 8.9 | 9.5 | 8.6 | 7.9 | 33.6 | 25.6 | 17.6 | -11.8 | -10.3 | -5.5 |
| Eniro | 96 | 0.08 | -37% | 4% | | | | | | | | | | | | | | | | | | |
| Axel Springer | 42 | 9.32 | 30% | 4% | 1.9 | 1.3 | 0.9 | 18.7 | 19.7 | 20.1 | 13.3 | 14.3 | 14.9 | 7.9 | 8.6 | 9.3 | 12.2 | 13.3 | 14.1 | 11.6 | 7.4 | 3.6 |
| PRINT MEDIA AVERAGE | 59 | 1.36 | 44% | 3% | 2.4 | 1.6 | 0.8 | 13.0 | 15.9 | 18.1 | 11.4 | 12.0 | 14.2 | 4.2 | 6.4 | 8.2 | 41.5 | 46.6 | 52.4 | 7.5 | 4.4 | 0.1 |
| PRINT MEDIA MEDIAN | 51 | 0.37 | 28% | 2% | 1.7 | 1.3 | 1.0 | 11.2 | 14.3 | 18.6 | 9.4 | 10.5 | 11.9 | 3.9 | 6.9 | 7.9 | 12.3 | 18.9 | 17.6 | 8.1 | 5.0 | -0.3 |
| Roularta (combined) | 25 | 0.11 | 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 | -71.2 | 76.7 | -20.2 | -46.3 | -72.3 | -77.8 | -17.5 | -27.1 | -38.0 | -50.5 | -46.9 | -50.5 | -53.7 | -62.8 | -54.9 | -69.4 | -73.2 | -61.5 | 359.6 | 87.4 | 636.6 |
| Roularta (consolidated) | 25 | 0.11 | 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 | -71.2 | 418.9 | 27.6 | 213.9 | 79.9 | 49.4 | -71.0 | -72.0 | -73.1 | -114.1 | -109.9 | -113.3 | -18.8 | -33.0 | -16.3 | -69.4 | -73.2 | -61.5 | 359.6 | 271.6 | 1,484.2 |
| FREE TV | | | | | | | | | | | | | | | | | | | | | | |
| TF1 | 48 | 3.02 | 26% | 3% | -0.9 | -0.9 | -0.9 | 16.1 | 15.4 | 17.8 | 9.0 | 8.3 | 10.7 | 6.0 | 5.2 | 7.3 | 8.7 | 7.7 | 10.0 | 10.7 | 7.0 | 1.9 |
| M6 | 44 | 2.50 | 37% | 10% | -0.1 | -0.2 | -0.3 | 25.9 | 25.8 | 25.8 | 17.4 | 17.4 | 17.4 | 10.8 | 10.8 | 10.7 | 22.6 | 23.1 | 22.2 | 5.0 | 4.2 | 4.6 |
| Mediaset | 25 | 13.40 | 81% | 21% | 1.8 | 1.1 | 0.7 | 14.4 | 20.5 | 22.4 | 11.2 | 17.1 | 18.6 | 4.3 | 7.5 | 8.5 | 7.8 | 13.2 | 13.5 | 38.9 | 19.9 | -4.0 |
| Mediaset España | 47 | 16.45 | 50% | 20% | -0.5 | -0.6 | -0.7 | 25.5 | 26.7 | 27.6 | 24.0 | 25.3 | 26.1 | 19.0 | 19.9 | 20.5 | 19.7 | 21.3 | 21.9 | 7.6 | 7.0 | 2.9 |
| Atresmedia | 35 | 5.12 | 11% | 3% | 1.0 | 0.8 | 0.7 | 20.3 | 21.3 | 22.2 | 18.6 | 19.7 | 20.4 | 14.3 | 14.9 | 15.6 | 29.6 | 31.8 | 32.7 | 7.8 | 7.6 | 3.1 |
| RTL | 24 | 0.48 | 15% | 4% | 0.4 | 0.3 | 0.2 | 21.6 | 21.4 | 21.5 | 18.5 | 18.4 | 18.5 | 11.7 | 11.6 | 11.7 | 23.5 | 23.1 | 24.0 | 3.3 | 3.1 | 3.3 |
| Prosieben | 98 | 44.54 | 17% | 4% | 1.4 | 1.3 | 1.1 | 25.2 | 25.2 | 24.9 | 20.9 | 20.7 | 20.5 | 12.8 | 13.1 | 13.1 | 37.9 | 38.1 | 37.8 | 5.9 | 4.8 | 5.5 |
| ITV | 90 | 31.43 | 12% | 2% | 0.9 | 0.7 | 0.5 | 28.1 | 28.0 | 28.8 | 25.4 | 25.0 | 25.6 | 20.5 | 20.4 | 21.1 | 82.0 | 79.4 | 70.7 | 4.4 | 4.1 | 2.8 |
| FREE TV AVERAGE | 51 | 14.62 | 31% | 8% | 0.5 | 0.3 | 0.2 | 22.1 | 23.0 | 23.9 | 18.1 | 19.0 | 19.7 | 12.4 | 12.9 | 13.6 | 29.0 | 29.7 | 29.1 | 10.5 | 7.2 | 2.5 |
| FREE TV MEDIAN | 46 | 9.26 | 22% | 4% | 0.6 | 0.5 | 0.3 | 23.4 | 23.3 | 23.7 | 18.6 | 19.0 | 19.5 | 12.3 | 12.4 | 12.4 | 23.1 | 23.1 | 23.1 | 6.8 | 5.9 | 3.0 |
| 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 | | | 26.7 | 23.8 | -99.2 | -117.8 | -162.2 | -27.4 | -20.7 | -17.6 | -33.5 | -26.9 | -23.3 | -34.6 | -26.6 | -21.0 | -46.3 | -40.6 | -38.0 | 71.2 | 39.4 | -66.4 |
| PRINTING | | | | | | | | | | | | | | | | | | | | | | |
| St Ives | 96 | 0.21 | 58% | 2% | 1.7 | 1.5 | 1.1 | 9.0 | 8.5 | 8.6 | 6.7 | 6.3 | 6.7 | 2.9 | 3.1 | 3.6 | 14.7 | 14.8 | 15.5 | -0.6 | -1.2 | 0.7 |
| QuadGraphics | 86 | 5.96 | -64% | 3% | 2.2 | 2.2 | 2.2 | 11.1 | 10.3 | 10.0 | 5.4 | 5.1 | 5.2 | 2.2 | 2.1 | 2.1 | 5.9 | 6.2 | 4.4 | -7.9 | -10.0 | -5.1 |
| Dai Nippon Printing | 68 | 16.05 | 54% | 5% | -0.2 | -0.2 | -0.2 | 7.0 | 7.2 | 7.2 | 2.5 | 2.8 | 2.9 | 1.9 | 2.0 | 2.0 | 2.7 | 2.8 | 2.8 | na | na | na |
| PRINTING AVERAGE | 84 | 7.41 | 16% | 3% | 1.2 | 1.1 | 1.0 | 9.0 | 8.7 | 8.6 | 4.9 | 4.7 | 4.9 | 2.3 | 2.4 | 2.6 | 7.8 | 7.9 | 7.6 | -4.2 | -5.6 | -2.2 |
| PRINTING MEDIAN | 86 | 5.96 | 54% | 3% | 1.7 | 1.5 | 1.1 | 9.0 | 8.5 | 8.6 | 5.4 | 5.1 | 5.2 | 2.2 | 2.1 | 2.1 | 5.9 | 6.2 | 4.4 | -4.2 | -5.6 | -2.2 |
| Roularta (combined) | 25 | 0.11 | 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 | -98.2 | -9.1 | -31.6 | -46.9 | -76.2 | -79.5 | 3.1 | 23.1 | 33.7 | -14.5 | 8.9 | 12.3 | -18.0 | 23.9 | 68.1 | -36.3 | -18.8 | 53.7 | -983.7 | -268.6 | -7.1 |

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 | 0.31 | 52 | 6.6 | 6.1 | 4.7 | 1.1 | 1.1 | 1.0 | 11.8 | 10.7 | 8.4 | 14.3 | 12.8 | 9.8 | 0.3 | 0.3 | 0.3 | 0.0 | 0.0 | 0.0 |
| Spir | FRANCE | 3.53 | 21 | | | | 0.2 | 0.2 | | 18.8 | 8.6 | | 1.8 | 1.9 | | | | 0.0 | 0.0 | | |
| Solocal | FRANCE | 0.89 | 516 | 6.3 | 6.6 | 6.3 | 1.1 | 1.0 | 0.9 | 4.2 | 3.8 | 3.3 | 6.1 | 5.4 | 4.7 | | | 0.0 | 0.0 | 0.0 | |
| Gruppo Editoriale L'Esp. | | | | | | | | | | | | | | | | | | | | | |
| Mondadori | ITALY | 1.89 | 494 | 14.5 | 12.3 | 11.5 | 0.5 | 0.5 | 0.5 | 6.4 | 5.8 | 5.3 | 9.3 | 8.3 | 7.6 | 2.0 | 1.8 | 1.8 | 1.1 | 1.3 | 2.3 |
| RCS | ITALY | 1.27 | 656 | 16.0 | 11.3 | 9.3 | 1.1 | 1.0 | 0.9 | 7.4 | 6.0 | 5.3 | 12.4 | 8.9 | 7.7 | 4.2 | 3.0 | 2.2 | 0.0 | 0.0 | 0.0 |
| Vocento | SPAIN | 1.53 | 185 | 13.9 | 10.7 | 8.9 | 0.6 | 0.6 | 0.5 | 5.7 | 4.8 | 4.6 | 10.1 | 7.6 | 6.2 | 0.8 | 0.7 | 0.7 | 0.0 | 0.5 | 1.3 |
| Telegraaf | NETHERLANDS | 5.59 | 259 | 32.2 | 10.9 | | 0.5 | 0.5 | | 13.8 | 6.2 | | 9.0 | 9.4 | | 1.0 | 1.0 | | 1.1 | 3.2 | |
| Sanoma | FINLAND | 7.89 | 1,281 | 12.9 | 11.1 | 11.0 | 1.2 | 1.2 | 1.2 | | 5.3 | 5.4 | 10.7 | 10.3 | 9.8 | 2.7 | 2.4 | 2.1 | 3.5 | 4.3 | 4.9 |
| Connect | UNITED KINGDOM | 1.02 | 253 | 6.2 | 6.1 | 6.0 | 0.2 | 0.2 | 0.2 | 4.6 | 4.6 | 4.4 | 5.9 | 5.9 | 5.6 | 22.2 | 20.2 | 18.3 | 9.5 | 9.5 | 9.6 |
| Tarsus | UNITED KINGDOM | 3.08 | 348 | 11.5 | 17.0 | 10.8 | 3.4 | 4.2 | 3.0 | 9.9 | 13.1 | 8.6 | 10.4 | 14.1 | 9.0 | 4.6 | 4.7 | 4.2 | 3.2 | 3.3 | 3.5 |
| Trinity Mirror | UNITED KINGDOM | 0.97 | 267 | 2.8 | 2.9 | 3.0 | 0.4 | 0.4 | 0.3 | 1.9 | 1.6 | 1.3 | 2.3 | 1.9 | 1.7 | | | | 5.9 | 6.2 | 6.5 |
| Wilmington | UNITED KINGDOM | 2.41 | 210 | 12.4 | 10.5 | 9.3 | 2.1 | 1.8 | 1.6 | 9.7 | 8.0 | 6.8 | 10.5 | 8.7 | 7.4 | 6.8 | 6.4 | | 3.5 | 3.7 | 3.8 |
| Independent News | IRELAND | 0.12 | 159 | 5.8 | 6.4 | 7.4 | 0.2 | 0.1 | 0.1 | 1.6 | 1.3 | 0.9 | 1.9 | 1.5 | 1.1 | 1.8 | 1.5 | 1.2 | 0.0 | 0.0 | 0.0 |
| Eniro | SWEDEN | 0.30 | 156 | | | | | | | | | | | | | | | | | | |
| Axel Springer | GERMANY | 52.00 | 5,611 | 20.2 | 18.1 | 16.2 | 2.0 | 1.8 | 1.7 | 10.6 | 9.2 | 8.4 | 14.9 | 12.6 | 11.3 | 2.4 | 2.4 | 2.2 | 3.8 | 3.9 | 4.1 |
| PRINT MEDIA AVERAGE | | | | 12.4 | 10.0 | 8.7 | 1.0 | 1.1 | 1.0 | 8.2 | 6.4 | 5.2 | 9.1 | 8.3 | 6.8 | 4.2 | 3.9 | 3.7 | 2.3 | 2.6 | 3.0 |
| PRINT MEDIA MEDIAN | | | | 12.4 | 10.7 | 9.1 | 0.8 | 0.8 | 0.9 | 7.4 | 5.9 | 5.3 | 10.1 | 8.7 | 7.5 | 2.2 | 2.1 | 2.1 | 1.1 | 2.2 | 2.9 |
| Roularta (combined) | BELGIUM | 15.80 | 208 | 24.7 | 17.8 | 13.1 | 0.6 | 0.5 | 0.5 | 6.0 | 5.0 | 4.5 | 12.0 | 9.3 | 8.8 | 1.0 | 0.9 | 0.9 | 1.3 | 1.6 | 2.2 |
| % prem./(disc.) vs median | | | | 99.0 | 67.1 | 44.7 | -33.2 | -34.1 | -42.9 | -18.3 | -15.2 | -15.6 | 18.2 | 7.5 | 17.3 | -56.6 | -58.7 | -57.2 | 13.3 | -29.4 | -23.5 |
| Roularta (consolidated) | BELGIUM | 15.80 | 208 | 24.7 | 17.8 | 13.1 | 0.4 | 0.4 | 0.3 | 13.1 | 8.9 | 7.0 | -32.0 | -34.1 | -22.0 | 1.0 | 0.9 | 0.9 | 1.3 | 1.6 | 2.2 |
| % prem./(disc.) vs median | | | | 99.0 | 67.1 | 44.7 | -49.1 | -55.0 | -61.6 | 77.2 | 50.8 | 30.9 | -415.8 | -493.4 | -392.5 | -56.6 | -58.7 | -57.2 | 13.3 | -29.4 | -23.5 |
| FREE TV | | | | | | | | | | | | | | | | | | | | | |
| TF1 | FRANCE | 11.29 | 2,366 | 17.9 | 19.7 | 14.6 | 1.0 | 1.0 | 0.9 | 6.1 | 6.2 | 5.2 | 11.0 | 11.6 | 8.6 | 1.5 | 1.5 | 1.4 | 3.2 | 3.2 | 3.5 |
| M6 | FRANCE | 18.47 | 2,327 | 16.2 | 14.9 | 14.6 | 1.7 | 1.6 | 1.5 | 6.6 | 6.1 | 5.9 | 9.8 | 9.0 | 8.7 | 3.6 | 3.3 | 3.2 | 4.9 | 5.0 | 5.0 |
| Mediaset | ITALY | 3.10 | 3,527 | 22.9 | 13.0 | 11.9 | 1.2 | 1.3 | 1.2 | 8.6 | 6.1 | 5.4 | 11.0 | 7.3 | 6.6 | 1.8 | 1.6 | 1.6 | 3.0 | 5.1 | 5.6 |
| Mediaset España | SPAIN | 9.74 | 3,258 | 16.7 | 15.3 | 14.4 | 3.1 | 3.0 | 2.9 | 12.3 | 11.2 | 10.5 | 13.0 | 11.9 | 11.1 | 3.3 | 3.2 | 3.1 | 5.6 | 6.2 | 6.6 |
| Atresmedia | SPAIN | 8.75 | 1,968 | 13.1 | 12.1 | 11.3 | 2.1 | 2.0 | 1.9 | 10.2 | 9.3 | 8.7 | 11.2 | 10.2 | 9.5 | 3.9 | 3.8 | 3.6 | 7.6 | 7.0 | 7.5 |
| RTL | BELGIUM | 63.46 | 9,746 | 13.0 | 12.6 | 12.2 | 1.6 | 1.5 | 1.5 | 7.5 | 7.2 | 6.8 | 8.7 | 8.3 | 7.9 | 3.0 | 2.8 | 3.0 | 6.1 | 6.2 | 6.2 |
| Prosieben | GERMANY | 28.18 | 6,048 | 11.9 | 11.3 | 10.6 | 2.0 | 1.9 | 1.7 | 7.7 | 7.3 | 6.9 | 9.3 | 8.9 | 8.4 | 4.4 | 4.2 | 3.9 | 6.9 | 7.3 | 7.7 |
| ITV | UNITED KINGDOM | 1.59 | 6,384 | 10.2 | 10.0 | 9.4 | 2.3 | 2.2 | 2.1 | 8.3 | 8.0 | 7.3 | 9.2 | 8.9 | 8.3 | 8.6 | 7.3 | 6.0 | 4.9 | 6.1 | 6.6 |
| FREE TV AVERAGE | | | | 15.2 | 13.6 | 12.4 | 1.9 | 1.8 | 1.7 | 8.4 | 7.7 | 7.1 | 10.4 | 9.5 | 8.6 | 3.8 | 3.5 | 3.2 | 5.3 | 5.8 | 6.1 |
| FREE TV MEDIAN | | | | 14.6 | 12.8 | 12.0 | 1.8 | 1.7 | 1.6 | 8.0 | 7.2 | 6.9 | 10.4 | 9.0 | 8.5 | 3.4 | 3.3 | 3.1 | 5.3 | 6.1 | 6.4 |
| Roularta (combined) | BELGIUM | 15.80 | 208 | 24.7 | 17.8 | 13.1 | 0.6 | 0.5 | 0.5 | 6.0 | 5.0 | 4.5 | 12.0 | 9.3 | 8.8 | 1.0 | 0.9 | 0.9 | 1.3 | 1.6 | 2.2 |
| % prem./(disc.) vs median | | | | 69.1 | 39.4 | 9.1 | -69.6 | -69.5 | -67.9 | -24.7 | -31.1 | -34.4 | 15.2 | 3.8 | 3.7 | -72.3 | -73.2 | -70.7 | -75.9 | -74.2 | -65.4 |
| PRINTING | | | | | | | | | | | | | | | | | | | | | |
| St Ives | UNITED KINGDOM | 0.71 | 101 | 5.4 | 5.9 | 5.5 | 0.4 | 0.4 | 0.3 | 4.6 | 4.6 | 4.0 | 6.2 | 6.2 | 5.2 | 0.9 | 0.9 | 0.8 | 2.8 | 2.8 | 3.0 |
| QuadGraphics | UNITED STATES | 19.06 | 992 | 10.7 | 9.3 | 12.6 | 0.5 | 0.5 | 0.5 | 4.4 | 4.6 | 4.9 | 8.9 | 9.2 | 9.3 | 0.6 | 0.6 | 0.5 | 6.3 | 6.3 | 6.3 |
| Dai Nippon Printing | JAPAN | 1,298.00 | 815,900 | 28.8 | 27.3 | 26.4 | 0.6 | 0.6 | 0.6 | 8.2 | 7.9 | 7.7 | 23.1 | 20.5 | 19.5 | 0.8 | 0.8 | 0.7 | 2.5 | 2.5 | 2.5 |
| PRINTING AVERAGE | | | | 15.0 | 14.2 | 14.8 | 0.5 | 0.5 | 0.5 | 5.7 | 5.7 | 5.5 | 12.7 | 12.0 | 11.4 | 0.7 | 0.7 | 0.7 | 3.8 | 3.9 | 3.9 |
| PRINTING MEDIAN | | | | 10.7 | 9.3 | 12.6 | 0.5 | 0.5 | 0.5 | 4.6 | 4.6 | 4.9 | 8.9 | 9.2 | 9.3 | 0.8 | 0.8 | 0.7 | 2.8 | 2.8 | 3.0 |
| Roularta (combined) | BELGIUM | 15.80 | 208 | 24.7 | 17.8 | 13.1 | 0.6 | 0.5 | 0.5 | 6.0 | 5.0 | 4.5 | 12.0 | 9.3 | 8.8 | 1.0 | 0.9 | 0.9 | 1.3 | 1.6 | 2.2 |
| % prem./(disc.) vs median | | | | 132.0 | 91.6 | 4.6 | 15.5 | 9.7 | 5.9 | 30.4 | 8.0 | -8.5 | 35.1 | 0.8 | -5.8 | 25.5 | 16.7 | 23.8 | -54.2 | -43.5 | -25.1 |

Source: Merodis, Factsset

P/E valuation relative to the sector

A rerating for the wrong reasons

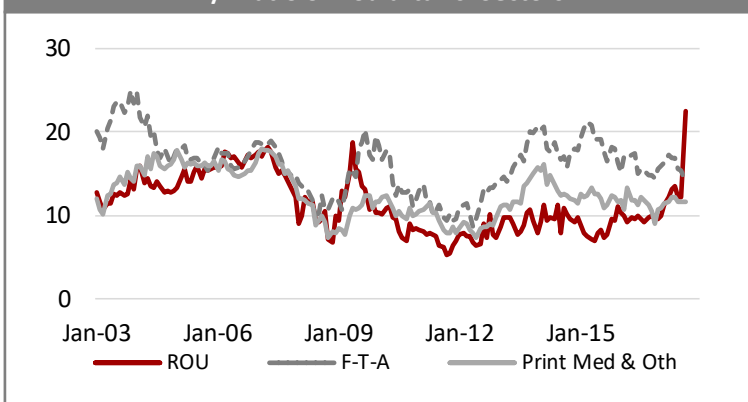
Valuation

On 2017e consensus EPS estimates, Roularta shares trade at a P/E premium of 61% versus the Free-to-Air Media sector in Europe (from a discount of 21% in July). As a reminder, in 2016, 73% of Roularta's EBIT and 80% of its EPS was generated by Medialaan, Belgium's #1 commercial TV broadcaster. Compared to the Print Media sector, Roularta currently trades at a 94% premium (this compares to a 8% premium at the end of July). The rerating is driven entirely by the share price underperformance in August as well as the sharp cut in earnings estimates for Roularta.

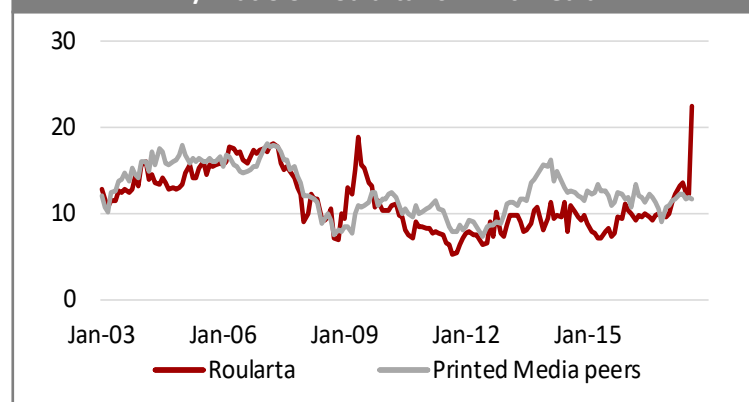
If Roularta's shares were to trade in line with the European media sector, the shares would trade at close to €19/share based on our SOTP (using EV/EBIT multiples).

Interestingly, in the course of August, the Free-to-Air TV sector multiples have de-rated more sharply (-10% at a 12-months forward P/E of 14x) than the Print Media sector (unchanged at a 12-months forward P/E of 11.6x).

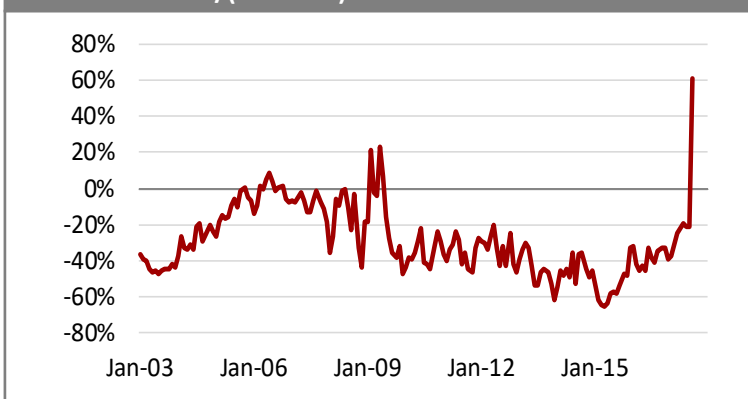
P/E ratio of Roularta vs. Sectors



P/E ratio of Roularta vs. Print Media



Premium/(Discount) of Roularta vs. Free-to-Air



Premium/(Discount) of Roularta vs. Print Media

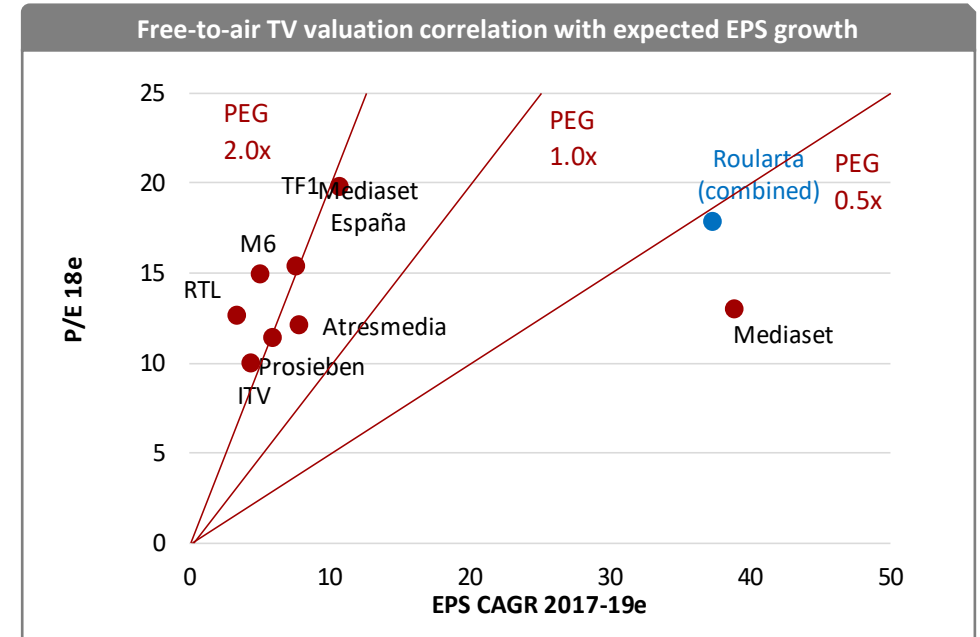
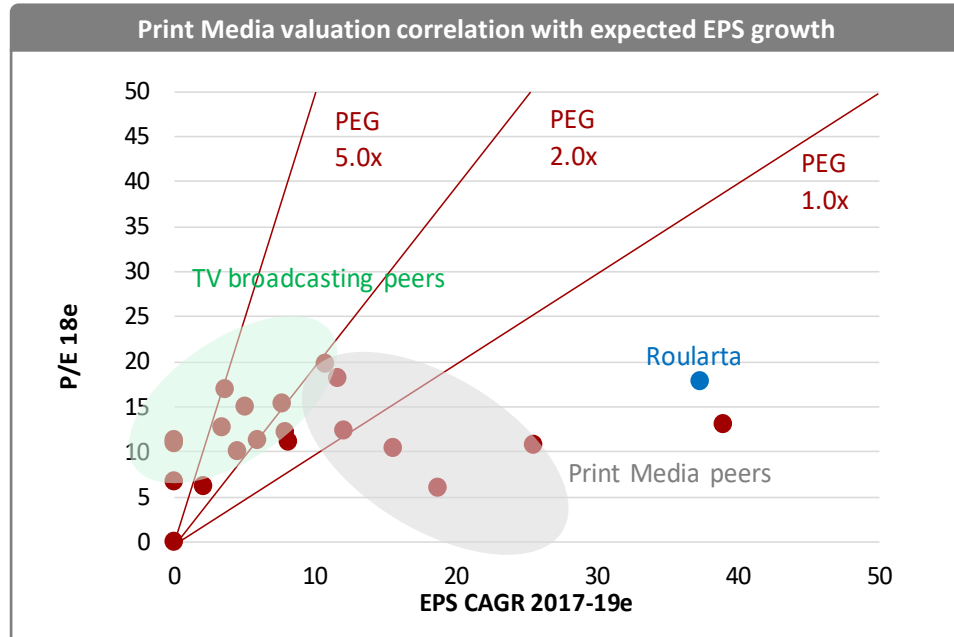


Source: Merodis, Factset

| 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 | 0.0 | 0% | 29.9 |
| Group enterprise value | | | | | | 29.9 | | | 29.9 |
| - Net Financial Debt/(cash) (17e) | | | | | | -44.6 | | | -44.6 |
| - Other liabilities (17e) | | | | | | -6.0 | | | -6.0 |
| + NPV tax asset (balance sheet) | | | | | | 20.8 | | | 20.8 |
| + Equity value of Medialaan stake | 50% | 49.2 | 15.0 | 7.6 | 0.3 | 187.3 | 14.3 | 89% | 220.4 |
| + Equity value of Bayard stake | 50% | 5.0 | 10.0 | 7.8 | -5.3 | 22.2 | 1.7 | 11% | 24.3 |
| = Estimated market value of equity | | | | | | 209.5 | | | 244.7 |
| Total share outstanding (m) | | | | | | 13.1 | | | 13.1 |
| Equity value per share | | | | | | 15.9 | | | 18.6 |

Source: Merodis, Factset

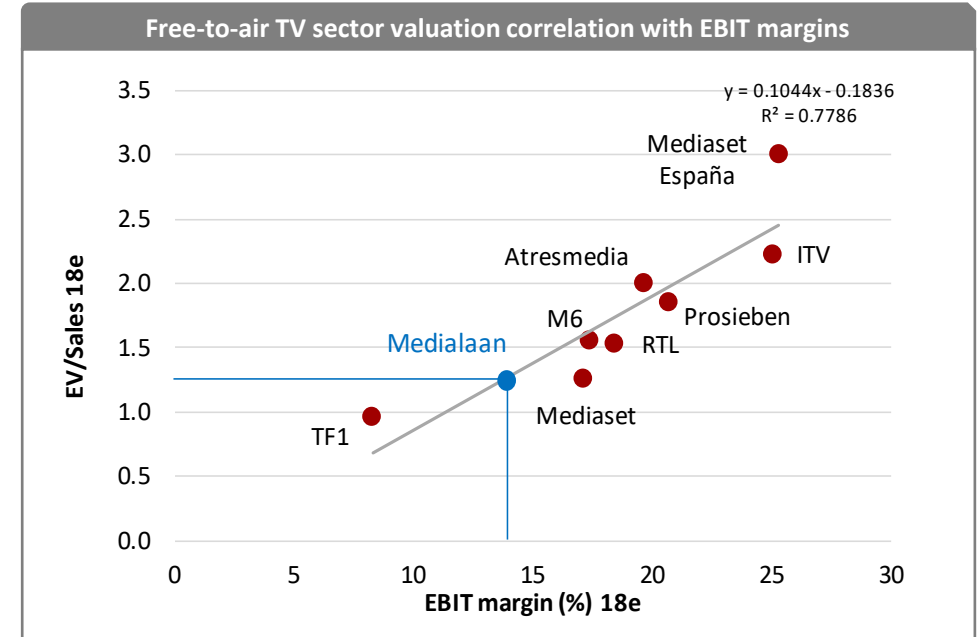
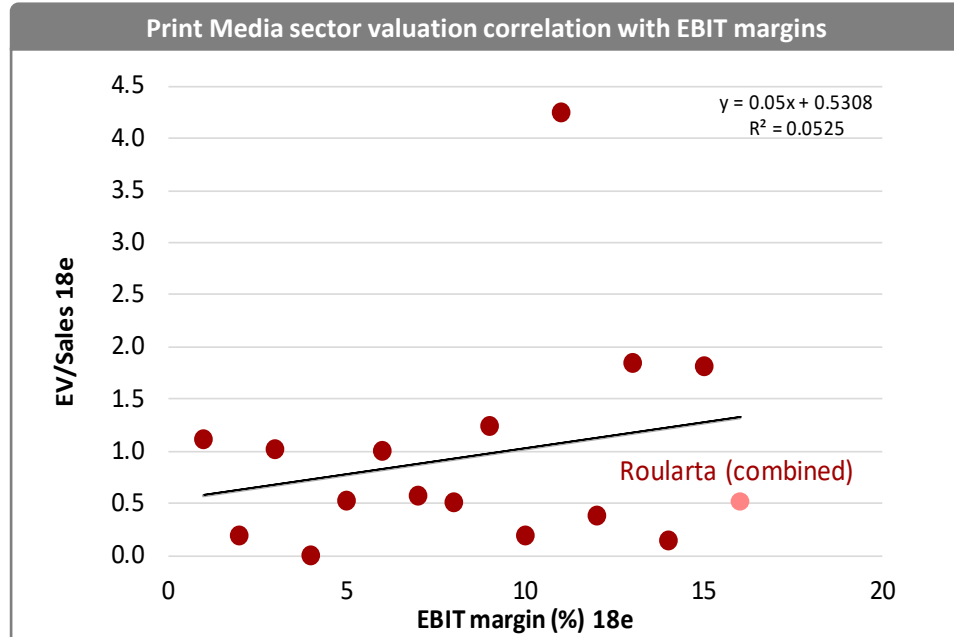
Divisional valuation indicators



Source: Merodis, Factset

Divisional valuation indicators

Medialaan is a key value driver



Source: Merodis, Factset

Sales growth expectations

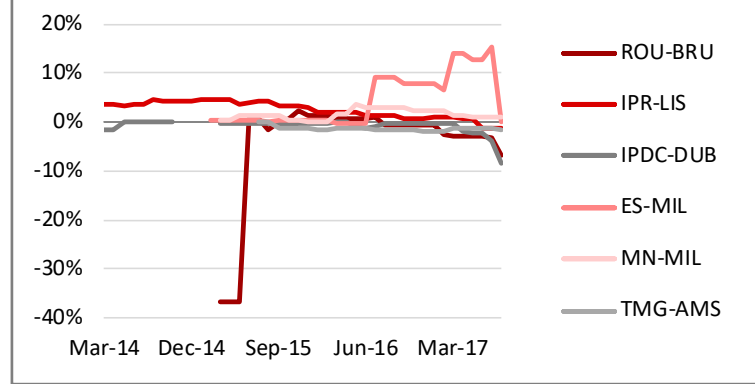
Impacted by cyclical and structural effects

Expected Sales Growth

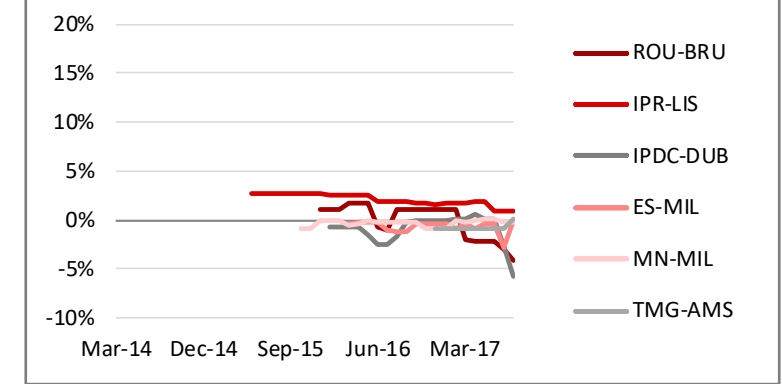
At the end of August, consensus reversed its Print Media sector sales growth expectations for 2017 from +2% to -2.5%. Consensus sales expectations for Roularta in 2017 have deteriorated following the downgrades from -3.3% to -6.7%. With respect to 2018 sector sales growth expectations, consensus is flat at -1.2% while consensus for Roularta has fallen to -4.1% from -3.1%.

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.

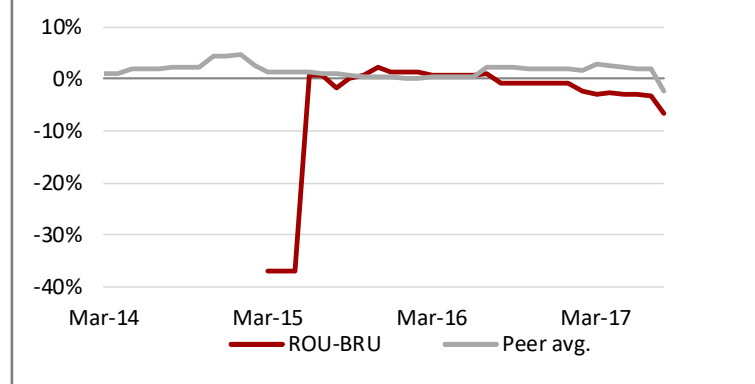
2017 expected sales growth (%)



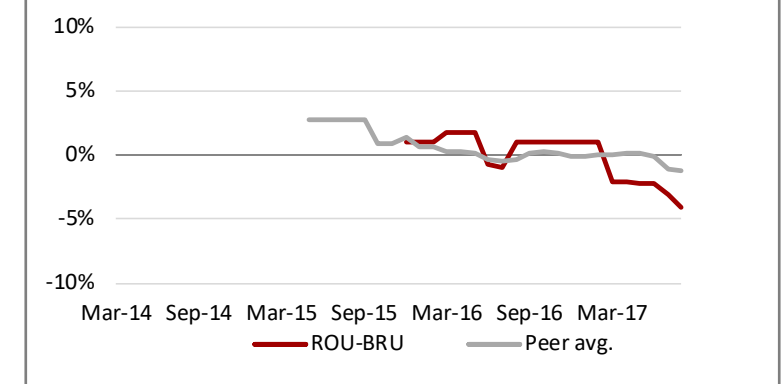
2018 expected sales growth (%)



2017 expected sales growth, Roularta vs. peers



2018 expected sales growth, Roularta vs. peers



Source: Merodis, Factset

EBITDA growth and margin expectations

Renewed focus on core activity offset by structural pressure

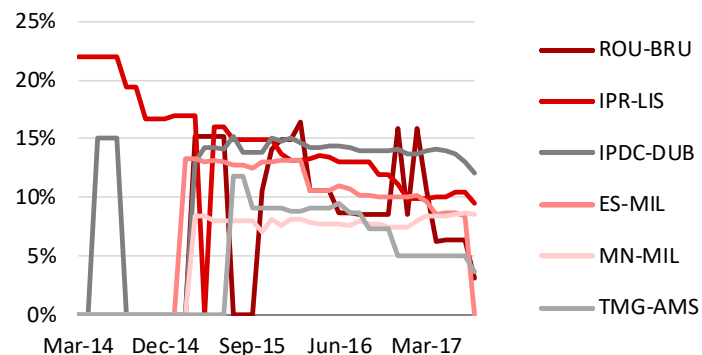
EBITDA expectations

During the month of August, the expected annual EBITDA growth by the analyst community in 2017e for Roularta was cut sharply to -50% from -1.5%, while consensus now expects -0.5% EBITDA growth in 2018e (from +8%). Margin expectations remain below the sector average for both years.

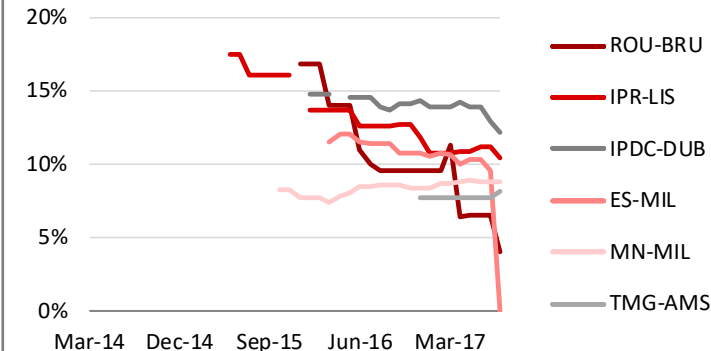
Note that consensus changes to EBIT or EBITDA at Roularta are not interpretable in a straightforward manner.

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.

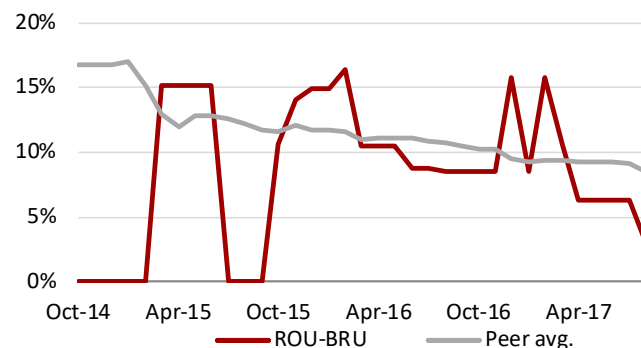
2017 expected EBITDA growth (%)



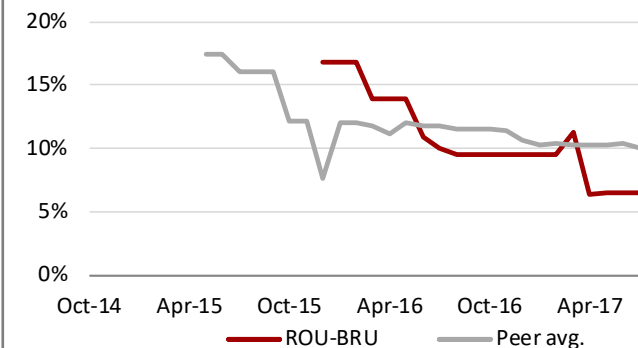
2018 expected EBITDA growth (%)



2017 expected EBITDA margin, Roularta vs. peers



2018 expected EBITDA margin, Roularta vs. peers



Source: Merodis, Factset

Consensus payout expectations

Expectations are stable

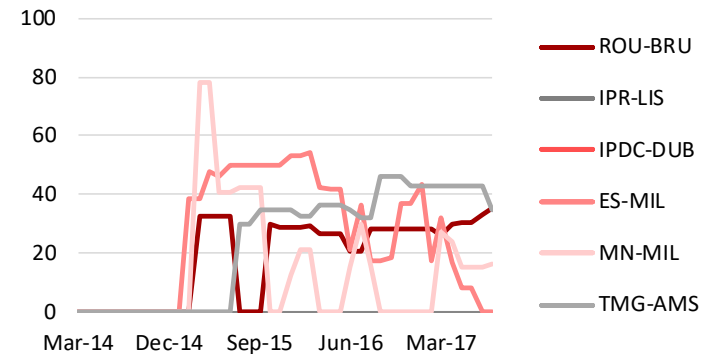
Dividend payout

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%.

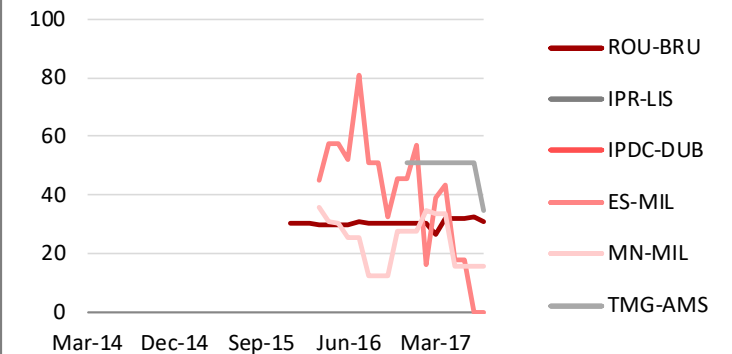
Roularta confirmed the targeted pay-out ratio of 30% in the future, which is in line with its average payout ratio prior to its acquisition in France of c32% (2002-2006) and broadly in line with the Sector average.

Consensus currently expects Roularta to pay out 35% of its earnings in 2017-18e, which is a slight upgrade to previous expectations of roughly 30% payout. The expected payout at Roularta exceeds that of its sector peers.

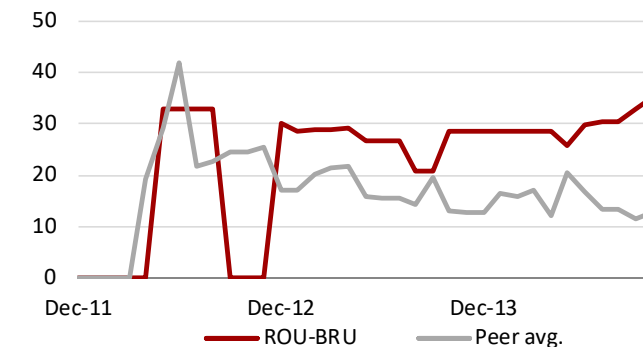
2016 expected Payout, Sector



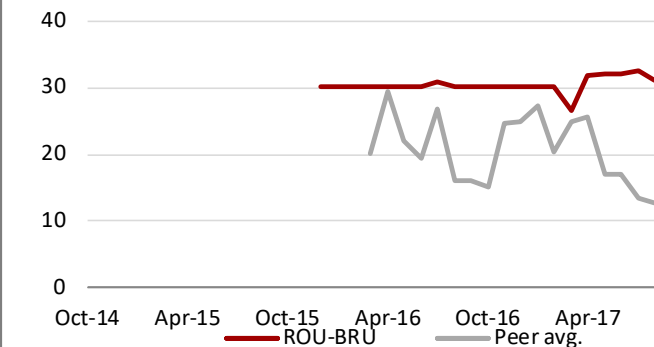
2017 expected Payout, Sector



2016 expected payout, Roularta vs. Peers



2017 expected payout, Roularta vs. Peers



Source: Merodis, Factset

Net-debt-to-EBITDA

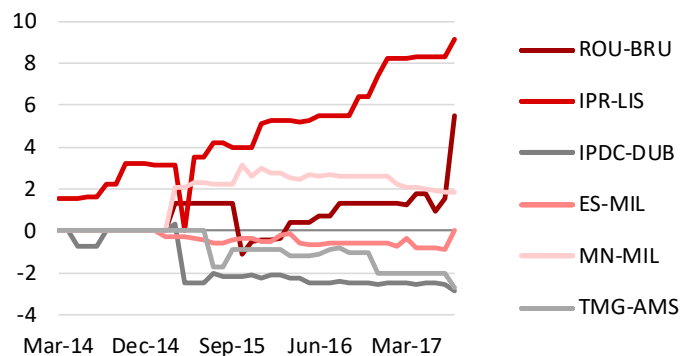
The level of expected financial leverage in the Media Sector was high in 2011 and 2012 and again in 2014 (where it exceeded 2.2x), but trended down until May 2016 to c. 1.2x, in terms of Net-financial-debt-to-EBITDA. Roularta's ratio has exceeded 2x only during 2014 and is expected to remain roughly flat during the current year and next.

At the end of August, consensus expects Roularta's net-debt-to-EBITDA ratio at 5.5x for 2017e (up from 1.6x expected in July), below the sector average of 1.4x, but entirely due to the cut in consensus estimates. 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 Mediaaan'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.

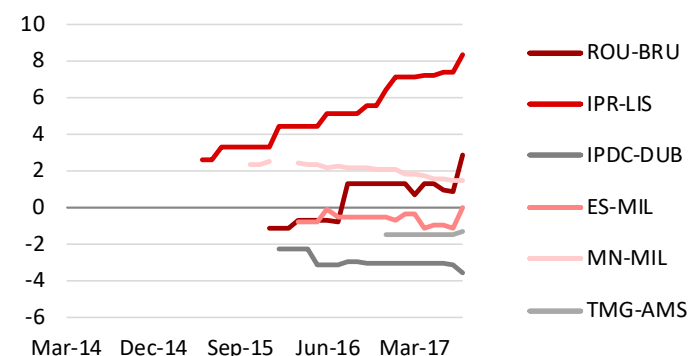
For 2018e, the analyst community expects Roularta's Net-Debt-to-EBITDA ratio to drop to 2.8x (from 0.9x), which compares to a ratio of 1.2x for the sector.

We expect Roularta to report a net debt down to €17m by 2019e, compared to a reported net debt position of €57m at the end of 2016.

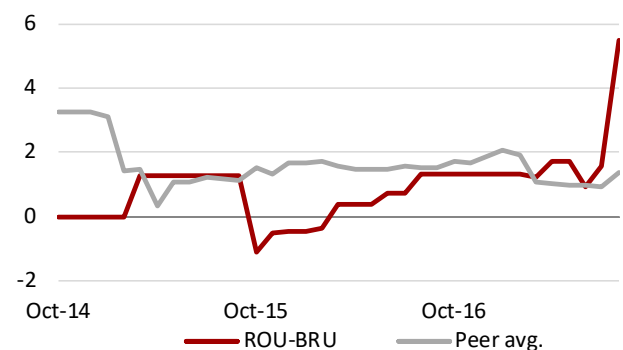
2016 NFD/EBITDA, sector



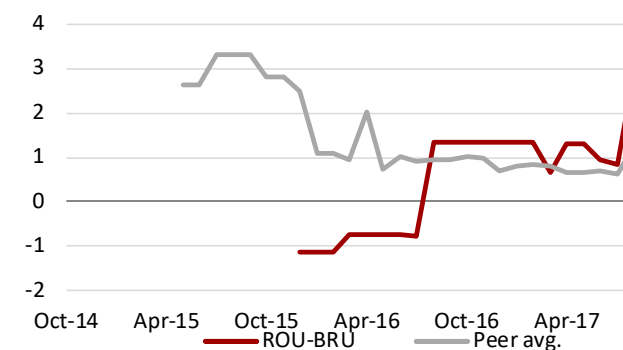
2017 NFD/EBITDA, sector



2016 NFD/EBITDA, Roularta vs. Peers

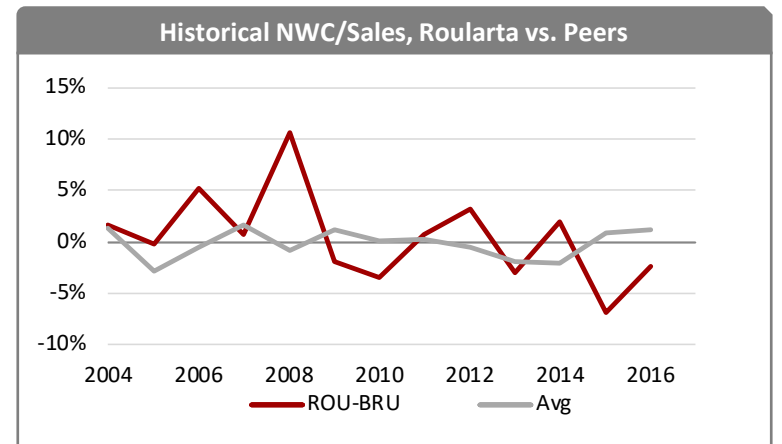
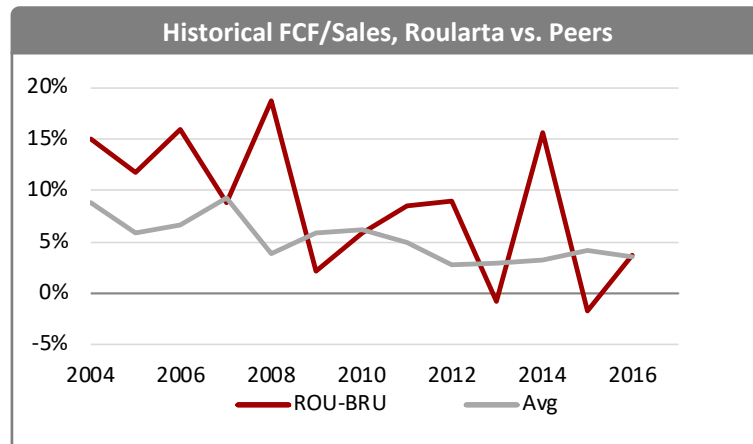
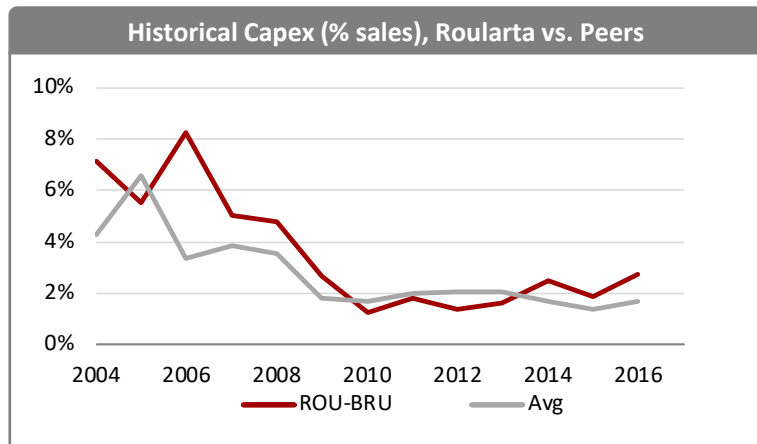
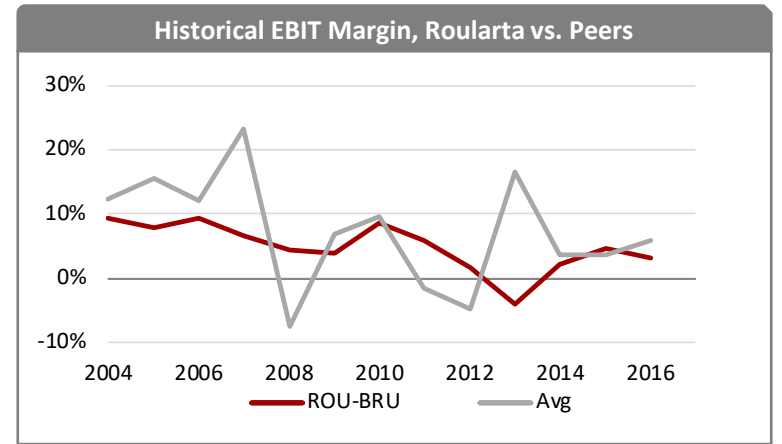
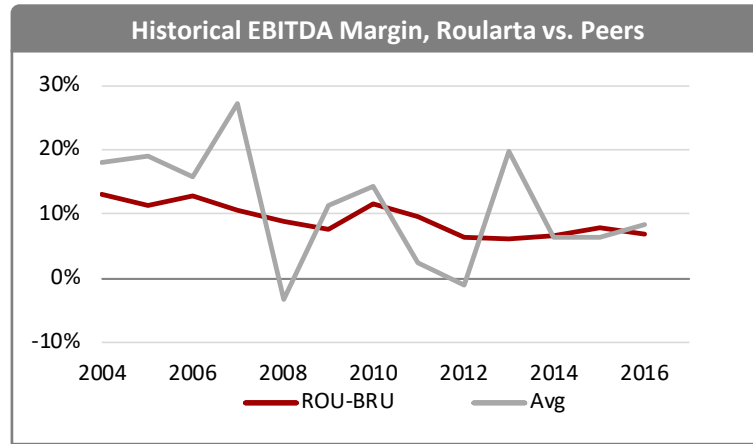
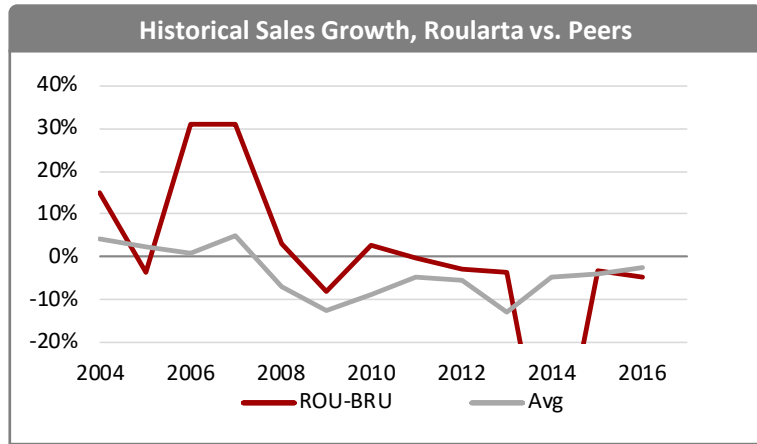


2017 NFD/EBITDA, Roularta vs. Peers



Source: Merodis, Factset

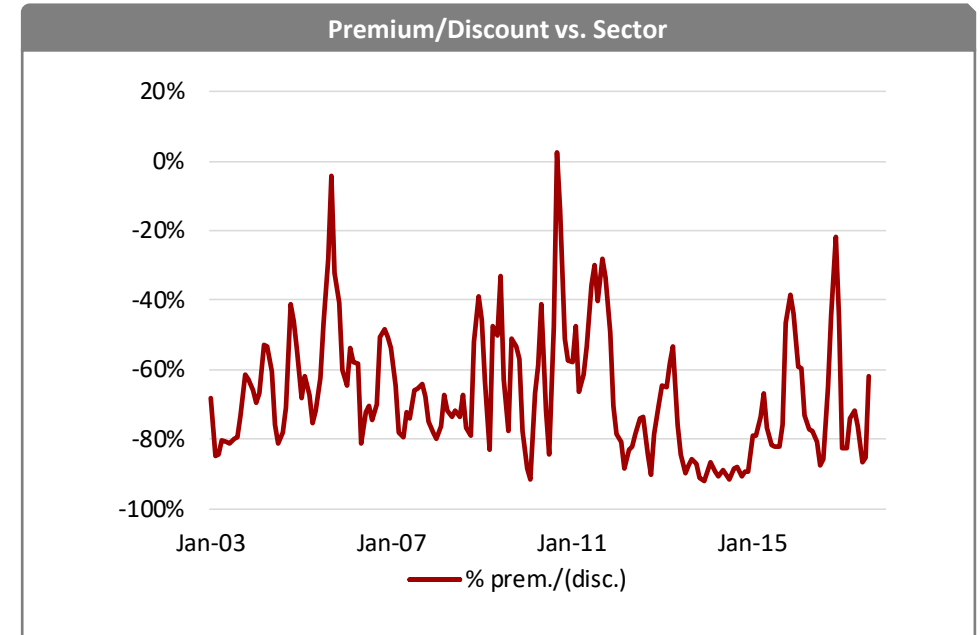
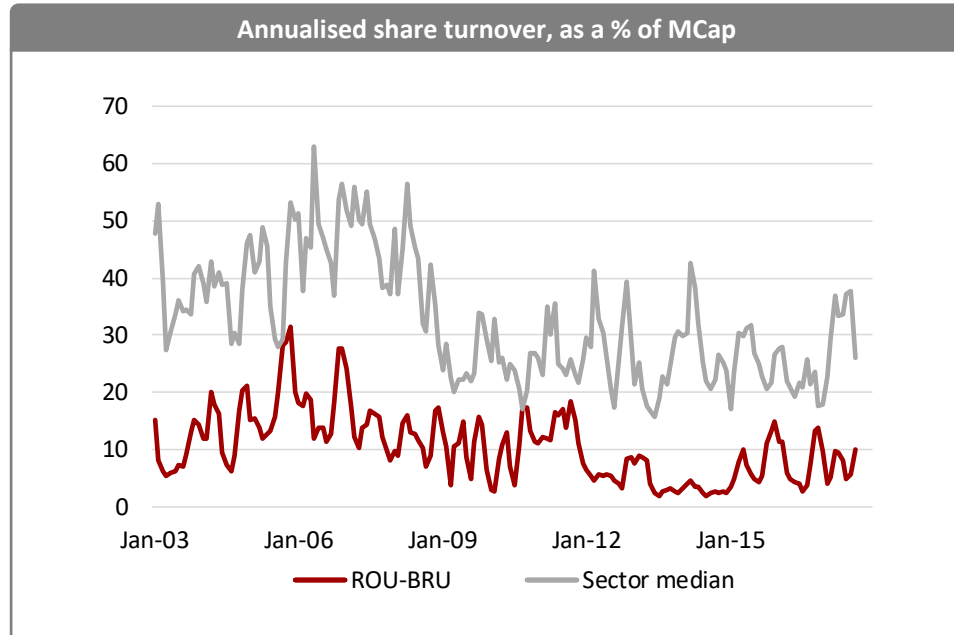
Historical P&L, CF and Balance Sheet Performance



Source: Merodis, Factset

Share liquidity

Well-below peers



Source: Merodis, Factset

Financial summary

Enterprise Value (€m): 219
Market Cap. (€m): 208
Free-float MCap (€m): 52

| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | CAGR | CAGR |
|----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-------|--------|
| Consolidated P&L (€m) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| 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) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| Sales | 491 | 477 | 471 | 476 | 458 | 448 | 439 | 46 | 48 | 55 | 53 | 42 | 47 | 51 | 9.4 | | |
| EBITDA | 23 | 33 | 33 | 36 | 21 | 25 | 26 | 16 | 26 | 37 | 31 | 16 | 20 | 25 | 23.7 | | |
| Pretax profit | 16 | 26 | 37 | 31 | 16 | 20 | 25 | -58 | -142 | 64 | 21 | 8 | 12 | 16 | 36.8 | | |
| Net profit | 8 | 12 | 16 | 16 | 8 | 10 | 12 | 10.7 | 18.7 | 18.7 | 18.7 | 18.7 | 18.7 | 18.7 | 18.7 | 18.7 | 18.7 |
| Cash Flow (€m) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| 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 |
| Gros 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 | -3 | -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 |
| Other's | -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) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| WC | 39 | 17 | 13 | -49 | -39 | -20 | -24 | -41 | -25 | -51 | -21 | -13 | -9 | -8 | -23 | na | 58.3 |
| 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 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 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 (%) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| 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 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| 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 | 9 | 6 | 2 | -4 | 2 | 5 | 2 | -1 | -1 | -2 | | |
| Net margin (%) | 5 | 4 | 2 | -1 | 4 | 4 | 2 | 0 | -9 | -47 | 22 | 8 | 3 | 5 | 7 | | |
| Opex/Sales (%) | 90 | 87 | 89 | 92 | 92 | 88 | 91 | 94 | 94 | 94 | 92 | 94 | 94 | 96 | 95 | | |
| Depreciation/Sales (%) | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 4 | 5 | 7 | | |
| Depreciation/EBITDA (%) | 30 | 25 | 29 | 37 | 42 | 22 | 22 | 34 | 41 | 45 | 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 | | |
| WC/Sales (%) | 8 | 3 | 2 | -6 | -6 | -3 | -3 | -3 | -6 | -4 | -17 | -7 | -5 | -4 | -3 | | |
| 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 | 0 | 10 | 30 | 31 | 28 | | |
| Valuation | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| Market Capitalisation (€m) | 517 | 579 | 669 | 393 | 184 | 248 | 275 | 185 | 155 | 162 | 208 | 319 | 208 | 208 | 208 | -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 | 9 | 9 | 9 | -11.0 | -0.3 |
| - 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 | 110 | 88 | 83 | -8.4 | -13.3 |
| Assoc. NFD (gr.-share) (€m) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | -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 | 0.4 | 0.4 | 0.3 | | |
| 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 | 13.1 | 8.9 | 7.0 | | |
| 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 | -32.0 | -34.1 | -22.0 | | |
| 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 | 35.7 | 10.5 | 9.6 | | |
| 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 | 0.4 | 0.3 | 0.3 | | |
| 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 | 24.7 | 17.8 | 13.1 | | |
| 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 | 1.0 | 0.9 | 0.9 | | |
| 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 | 1.5 | 4.1 | 4.2 | | |
| Per share data | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017e | 2018e | 2019e | 05-16 | 17-19e |
| # 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. | | | | | | | |

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