

EQUITY NOTE: ZWACK UNICUM

Recommendation: HOLD (unchanged) Target price (12M): HUF 17,046 (unchanged)

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We maintain our HOLD recommendation on Zwack Unicum (Zwack HB; ZWCG.BU) with a 12M target price of 17,046 HUF/share, 1% higher than the HUF 16,800 closing price on August 2, 2018. Estimated total return is 7% on a 12-month forecast period.

Summary/Earnings Highlights

- Zwack reported HUF 3.6bn net sales income in April-June 2018, somewhat above our expectation. Quarterly net sales revenues were 11% higher than one year before, thanks to the 13% increase in domestic sales. Zwack's sales growth reflects the increase in both volume and prices while the total market size – the domestic spirit consumption in Hungary – decreased in volume YoY in the April-June period.
- Due to significantly higher raw material prices and rising operation-related other costs, gross profit rate slightly dropped, while EBIT grew by 11% to HUF 613m. EBIT and EBITDA rate remained at 17% and 21%, the same level as a year earlier.
- Net profit jumped by 17% to HUF 494m, resulting in HUF 243 EPS vs. HUF 207 in the April-June period of 2017.
- The tax amendment approved by the Parliament on July 20, 2018 will heavily affect Zwack's long-term sales outlook. In accordance with the prospective tax changes, we had revised down our sales and profit forecast in <u>our previous report, published on June 28, 2018</u>.

| Financial Q1 (HUFm) | 2018 Apr-June | 2017 Apr-June | YoY Change |
|---------------------------------|------------------|------------------|------------|
| Domestic sales | 3 251 | 2 885 | 13% |
| Export sales | 363 | 357 | 2% |
| Net sales income | 3 614 | 3 242 | 11% |
| Material-type costs | 1 466 | 1 284 | 14% |
| Gross profit | 2 148 | 1 957 | 10% |
| Personnel costs | 721 | 713 | 1% |
| Depreciation | 134 | 114 | 18% |
| Other operating | | | |
| expenses | 821 | 668 | 23% |
| Total operating expenditures | 1 676 | 1 495 | 12% |
| Other incomes | 141 | 88 | 60% |
| EBIT | 613 | 550 | 11% |
| Pre-tax profit | 613 | 551 | 11% |
| Tax | 119 | 129 | -7% |
| After-tax profit | 494 | 422 | 17% |



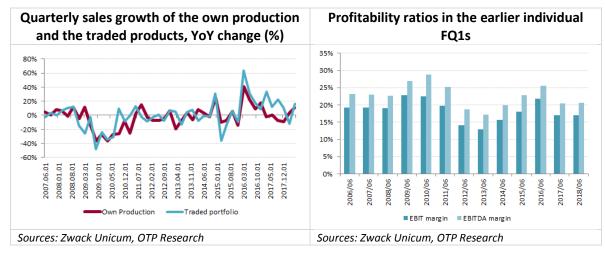
| Financial Q1 (HUFm) | 2018 Apr-June | 2017 Apr-June | YoY Change |
|----------------------|------------------|------------------|------------|
| EPS (HUF) | 243 | 207 | 17% |
| 4Q-rolling EPS (HUF) | 1118 | 1040 | 8% |
| EBITDA (HUFm) | 747 | 664 | 12% |
| Gross profit rate | 59.4% | 60.4% | -0.9 pp |
| EBIT rate | 17.0% | 17.0% | 0.0 pp |
| EBITDA rate | 20.7% | 20.5% | 0.2 pp |
| ROE | 9.5% | 8.4% | 1.1 pp |
| 4Q-rolling ROE | 33.7% | 32.0% | 1.7 рр |
| ROA | 4.2% | 3.8% | 0.4 pp |
| 4Q-rolling ROA | 20.2% | 18.9% | 1.3 рр |

Sources: Zwack Unicum, OTP Research

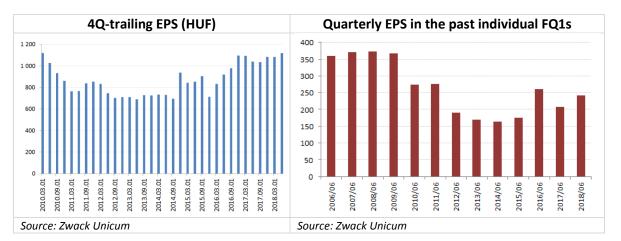
The details

- Sales revenues from both the own production and the traded products rose by more than 10% YoY, while consumption in the prime and the quality segments edged higher by 2% and 3%, respectively according to market research data. Neither the 10.4% growth rate of the sales revenues from the own production, nor the 16% increase of the traded portfolio are extraordinary compared to previous Q1s. Besides growing consumption, the relatively low basis due to earlier stockpiling at the end of 2016 also had a role in double-digit sales growth. Sales income from Zwack's flagship product, Unicum surged more than the 7% gain registered in the prime segment, while the introduction of Unicum Riserva at the beginning of 2018 also added to the rising sales figures.
- Material-type costs increased by 14% YoY and by exceeding sales growth it resulted in slight (1pp) decrease in gross profit margin. Zwack announced that herbal base material prices had significantly risen, and along with the weakening HUF and higher freight costs, dented profitability.
- EBIT in the April-June period rose to HUF 613m (+11% YoY) and EBITDA increased by 12% YoY to HUF 747m. Both EBIT and EBITDA rates remained at the level reported in April-June last year, and both margins are well above the industrial averages of 8% and 10%, respectively, registered in 2017. Zwack seemingly put a brake on wage costs, but this picture is treacherous: one-time bonus payment increased personnel costs in the base period, while the company increased wages by 8% at the beginning of the current business year resulting in only 1% wage growth YoY. At the same time, other operating expenses increased by 23% YoY due to higher marketing spending. Growing marketing costs are partly related to the introduction of Zwack's latest new product, Kalimba Madagascar spiced gin, while marketing expenses of Unicum also rose.

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- Operating profit margin of the traded portfolio improved to 7.6% from 5.8% in April-June 2017. EBIT rate of the own production slightly decreased to 19.3% from 19.6% in the base period.
- While pre-tax profit increased by 11% YoY, after-tax profit rose by 17% YoY due to smaller tax payment. Effective tax rate dropped to 19% in the April-June period compared to 23% in the same period of last year. After-tax profit margin improved to near 13.7% from 13.0% a year before and equals the long-term average.
- Zwack reported a quarterly EPS of HUF 243 compared to HUF 422 a year before. In historical comparison, the EPS of April-June 2018 is the 2nd biggest value in the past six years, when comparing EPS figures of the same period (financial Q1). The company said that such profit growth was not sustainable in the coming quarters.



Comments

• Zwack's sales and profit figures in the April-June period exceeded somewhat our quarterly forecast. The public health product tax ('NETA' in Hungarian) will rise by 20% from January 1, 2019 and from that day Unicum and 'pálinka' will also be taxed compared to the tax exemption they benefit from now. This implies that wholesalers and retailers probably start building inventories but capacity constraints may hold up heavy stockpiling. Concerning our sales forecasts for the whole business year of 2018/2019, risks are tilted to the upside. Although the macroeconomic environment is favourable, distilled beverages are non-cyclical products; its consumption does not show wide swings at economic up- and downturns. Stockpiling may increase this year's sales revenues more than



expected, but next year's sales performance can be poorer than, and all in all, it does not affect our long-term cash-flow forecast.

- Higher NETA payment will affect sales volume from 2019 and onward. Therefore we earlier revised down our forecast slightly for the current business year and more markedly for the coming years, as detailed in our equity note of June 28 2018.
 - Risks that input costs will grow are now on the upside. With increasing sales prices from 2019 due to higher taxes, it is questionable whether Zwack will be able to pass rising input costs on to customers, as well. If not, future profitability will be under pressure.

Conclusion

- After the recently announced financial figures of the April-June period, we leave our yearly forecast unchanged.
- We also maintain our long-term forecast; our 12-month target price is HUF 17,046/share with HOLD recommendation.
- The HUF 17,046/share target price is 2% above yesterday's closing price of HUF 16,800, and equals 7.1% 1Y expected total return.

Risks surrounding our forecast

As Zwack does not publish product level data or data on sold quantities, the uncertainty regarding our sales forecast is moderate to high. When analysing different scenarios we suppose the demand's price elasticity is near -1, but due to the lack of information we did not factor in the probably existing substitution effect among different products or different brands. The substitution effects can play a role as the relative price of Unicum products will be higher after tax changes than competitors' products. We emphasize that, for lack of available data, the forecast bears a considerable uncertainty both to the downside and the upside. If any new information emerges, we will update our forecast.

| Profit & Loss Statement (HUF m) | 2015/2016 | 2016/2017 | 2017/2018 | 2018/2019F | 2019/2020 F | 2020/2021F |
|------------------------------------|-----------|-----------|-----------|------------|-------------|------------|
| Domestic net sales | 11 033 | 12 854 | 12 418 | 12 962 | 13 161 | 13 424 |
| Export sales | 1 425 | 1 427 | 1 540 | 1 570 | 1 585 | 1 610 |
| Net sales income | 12 458 | 14 281 | 13 958 | 14 533 | 14 746 | 15 034 |
| Material-type costs | 5 306 | 6 044 | 6 032 | 6 557 | 6 730 | 6 529 |
| Gross profit | 7 152 | 8 237 | 7 926 | 7 976 | 8 016 | 8 505 |
| Total operating | | | | | | |
| expenditures | 5 781 | 6 021 | 6 051 | 6 234 | 6 558 | 7 054 |
| EBIT | 2 160 | 2 959 | 2 580 | 2 325 | 2 066 | 2 081 |
| Pre-tax profit | 2 177 | 2 940 | 2 582 | 2 325 | 2 066 | 2 081 |
| Тах | 483 | 714 | 378 | 325 | 289 | 291 |
| Profit after tax | 1 694 | 2 226 | 2 204 | 1 999 | 1 777 | 1 790 |
| Dividend | 1 725 | 2 137 | 2 137 | 1 933 | 1 730 | 1 730 |
| EPS (HUF) | 832 | 1 094 | 1 083 | 982 | 873 | 880 |
| DPS (HUF) | 850 | 1 050 | 1 050 | 950 | 850 | 850 |

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| Balance sheet (HUFm) | 2015/2016 | 2016/2017 | 2017/2018 | 2018/2019F | 2019/2020F | 2020/2021F |
|----------------------------|-----------|-----------|-----------|------------|------------|------------|
| Property, plant, equipment | 2 845 | 2 891 | 3 205 | 3 500 | 3 710 | 3 803 |
| Intangible assets | 119 | 106 | 89 | 94 | 103 | 103 |
| Non-current assets | 3 283 | 3 157 | 3 447 | 3 838 | 4 067 | 4 166 |
| Inventories | 1 876 | 1 862 | 2 185 | 2 496 | 2 321 | 2 289 |
| Recievables and other | | | | | | |
| current assets | 2 162 | 2 208 | 2 275 | 2 395 | 2 604 | 2 549 |
| | | | | | | |
| Cash and cash equivalents | 2 257 | 2 809 | 2 770 | 2 785 | 2 804 | 2 835 |
| Current assets | 6 295 | 6 879 | 7 230 | 7 677 | 7 729 | 7 674 |
| TOTAL ASSETS | 9 578 | 10 036 | 10 677 | 11 515 | 11 796 | 11 840 |
| Share capital | 2 000 | 2 000 | 2 000 | 2 000 | 2 000 | 2 000 |
| Capital reserve | 165 | 165 | 165 | 165 | 165 | 165 |
| Retained earnings | 4 045 | 4 558 | 4 662 | 4 716 | 4 646 | 4 853 |
| Total Equity | 6 210 | 6 723 | 6 827 | 6 881 | 6 811 | 7 018 |
| Long-term loans and other | | | | | | |
| liabilities | 360 | 427 | 410 | 406 | 389 | 389 |
| Non-current liabilities | 360 | 427 | 410 | 406 | 389 | 389 |
| Loans and credits | 0 | 0 | 0 | 20 | 23 | 11 |
| Payables and other short- | | | | | | |
| term liabilities | 2 310 | 2 889 | 3 384 | 4 136 | 4 545 | 4 397 |
| Current Liabilities | 3 008 | 2 886 | 3 440 | 4 228 | 4 597 | 4 433 |
| TOTAL EQUITY AND | | | | | | |
| LIABILITIES | 9 578 | 10 036 | 10 677 | 11 515 | 11 797 | 11 840 |

| CONSOLIDATED CASH FLC | OW (HUFm) | | | | | |
|----------------------------------|-----------|-----------|-----------|------------|------------|------------|
| | 2015/2016 | 2016/2017 | 2017/2018 | 2018/2019F | 2019/2020F | 2020/2021F |
| EBITDA | 2 674 | 3 474 | 3 068 | 2 806 | 2 734 | 2 710 |
| Cash flow from operation | 2 1 3 2 | 2 601 | 2 854 | 2 816 | 2 777 | 2 354 |
| Cash flow from investment | -698 | -371 | -765 | -852 | -878 | -708 |
| FCFF | 1 434 | 2 230 | 2 089 | 1 965 | 1 900 | 1 646 |
| FCFE | 1 445 | 2 232 | 2 091 | 1 985 | 1 903 | 1 621 |

Sources: Zwack Unicum, OTP Research

Deduction of 12M Target Price

| Base Year 2 091 0,91 1 913 | 2019/2018 1 985 0,91 1 812 | 2020/2019 1 903 0,91 | 2021/2020 1 621 | 2022/2021 2 022 | 2023/2022 2 120 | explicit period |
|-------------------------------------|-------------------------------------|----------------------------|---|--|--|---|
| 0,91 | 0,91 | | | 2 022 | 2 120 | |
| 0,91 | 0,91 | | | 2 022 | 2 120 | |
| | , | 0,91 | 0.01 | | | |
| 1 913 | 1 812 | | 0,91 | 0,91 | 0,90 | |
| | 1011 | 1 731 | 1 470 | 1 830 | 1 912 | 8 755 |
| | | | | | | |
| | | | | | | 33 142 |
| | | | | | | 28 889 |
| | | | | | | -2 359 |
| | | | | | | 31 248 |
| | | | | | | 2 035 000 |
| | | | | | | 9,5% |
| | | | | | | 16 818 |
| | | | | | | 17 275 |
| | | | | | | 17 046 |
| | | | | | | 16 800 |
| | | | | | | 1,5% |
| | | | | | | 7,1% |
| | | | Image: Constraint of the sector of the se | Image: second | Image: second | Image: selection of the |

Source: OTP Research

Risks surrounding Zwack's economic activity

Regulatory risk: In recent years regulatory changes in the industry caused headwinds to the company's profitability. The most notable was the liberalization of spirit distillation at home in small quantities in 2010. The EU lately expressed criticism on discriminative

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taxing policy of spirits in Hungary and threatened to start infringement procedure against Hungary. The new regulatory changes (increasing NETA) are aimed to resolve this conflict with the EU and boost budget revenues at the same time.

Exchange-rate risk: As the company operates in foreign markets as well and the share of export is increasing among the revenues, in case of an appreciating HUF the exchange-rate risk can be an issue, if not managed properly. At the moment, the weakening HUF poses more risks on the cost side, as most of Zwack's raw materials' price is denominated in EUR, so a significant depreciation of the HUF against the EUR could weigh on the company's profitability. That can be counterbalanced to a certain extent by the higher export revenue in HUF.

Cost-inflation risk: Due to the improving economic conditions and labour shortages in various industries, real wages started to increase significantly in 2016 and kept on rising last year. This landscape is hardly expected to change in the near future. As Zwack's business is somewhat labour-intensive (the share of personnel cost is around 30%), it will be heavily affected by sustaining high wages, denting profitability.

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Notes:

The initiation report, which contains the assumptions of the models used, is available here.

The valuation methodology used in this present equity research note to determine our price targets and recommendations is available here. (Also available in Hungarian)

This investment recommendation has not used proprietary models.

The risk warning, which includes the adequate explanations of the length of time of the investment to which the recommendation relates as well as a sensitivity analysis of the assumptions, is indicated in the part of this recommendation where the length of time and the risks of the investment are presented.

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OTP Bank Plc's recommendations and price targets history for Zwack Unicum in the past twelve months:

| Date | Recommendation | Target Price | Publication |
|------------|----------------|--------------|---------------------------|
| 15/12/2017 | BUY | HUF 17,668 | Initiation Coverage |
| 06/02/2018 | HOLD | HUF 17,781 | Quarterly Earnings Update |
| 24/05/2018 | HOLD | HUF 17,891 | Quarterly Earnings Update |
| 28/06/2018 | HOLD | HUF 17,046 | Earnings Update |
| 20/07/2018 | HOLD | HUF 17,046 | News Comment |
| 03/08/2018 | HOLD | HUF 17,046 | Earnings Update |

| Period | Recommendations | Percent of recommendation | |
|--------|-----------------|---------------------------|--|
| | BUY | 100% | |
| 2017Q4 | HOLD | 0% | |
| | SELL | 0% | |
| | BUY | 0% | |
| 2018Q1 | HOLD | 100% | |
| | SELL | 0% | |
| | BUY | 0% | |
| 2018Q2 | HOLD | 100% | |
| | SELL | 0% | |
| | BUY | 0% | |
| 2018Q3 | HOLD | 100% | |
| | SELL | 0% | |

The list of all recommendations made in the past 12 months is available here.

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