

EQUITY NOTE: ZWACK UNICUM

Recommendation: HOLD (unchanged)

Target price (12M): HUF 17,382 (revised up)

06 Aug 2021

Equity Analyst: Orsolya Rátkai We revised up our 12M target price to HUF 17,382 from the previous TP of 17,054 HUF/share for Zwack Unicum (Zwack HB; ZWCG.BU) and maintain the HOLD recommendation.

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Zwack's revenues bounced back in April-June 2021 as the on-premise channel could benefit from the gradual reopening in Q2, sustained home consumption is driving the off-premise channel, and due to a favourable comparison base and successful product innovation. Zwack announced that the commercial introduction of 'Unicum Barista', a new member of Unicum brand surpassed the company's own expectation and also added to the revenue growth of the retail channel. Product innovation and diversification is an additional driver at Zwack that helps to overcome hardships during the pandemic.

With mass immunisation at elevated level in Hungary and gradual reopening starting from the second half of April, bars & restaurant severely hit in last year's restrictions witnessed a considerable rebound in Q2. At the same time, off-premise channel also remained resilient, consumer demand generated considerable growth in the retail segment even after a price increase from 1 January 2021.

Although we are aware of the downside risks local lockdowns and restrictions in the wake of new covid variants may pose, we expect Hungary's tourism & restaurant industry to recover quickly (unspent cafeteria plan benefits also support demand) and Zwack will gain from this development. However, regulatory risk and rising inflation are also factors that must be closely monitored. Considering profitability issues, Zwack had to tackle growing raw material and packaging costs, and strengthening wage dynamics may also pose a risk to maintaining the usual profitability level.

The change in the MNB's monetary stance stopped the long depreciation trend of the HUF. As a consequence, the strengthening HUF may temper the price increase of imported raw materials and packaging, but at the same time, it stops supporting Zwack's HUF-denominated export performance.

We expect EBIT to increase to HUF 2.3bn in the current business year (1 April 2020 –31 March 2022) from 1.8bn in 2020/2021. EPS is expected to increase to 916 HUF/share in 2021/2022 and to HUF 924 in 2022/2023 from the previous year's HUF 706. Changes in our yield forecast had a downside effect on the discounted cash flows.

Our current target price is 4.1% higher than the HUF 16,700 closing price on 6 August 2021, the day Zwack's earnings report was released. Expected total return is 8% on a 12-month horizon. We assume 90% payout ratio from last year's profit as Zwack returns to 'business as usual' as economies normalise.



Summary/Earnings Highlights

- Zwack reported higher-than-expected HUF 3.6bn net sales revenue in April-June 2021, bringing to mind pre-pandemic level. Top-line growth was 55% YoY.
- Sky-rocketing domestic sales revenues (+56% YoY) gave evidence that the catering industry, hit by restrictions, bounces back quickly as measures are gradually easing, and Zwack could benefit from it.
- Export revenues in HUF terms gained 46% YoY and a slight HUF strengthening moderated HUF-denominated growth.
- Profitability rates also returned to levels rarely seen in this period of the year (April-June), with gross profit margin jumping to 67%, and EBIT and EBITDA rate improving to 18% and 22%, respectively.
- We maintain our optimistic assessment of future sales growth, even though we are aware of the downside risks that may negatively affect our forecast. We revised up the domestic sales forecast and the forecast on export revenues in line with recent expectations of consumption growth in the EU and earnings releases of Zwack's European peers. Our updated model also reflects the significant rise in yields from January 2021. In the current business year, we expect net sales revenues to climb to HUF 15.3bn, representing 17% top-line growth. The EPS of the current FY is expected to rise to 916 HUF/share, from last year's HUF 706.
- The new HUF 17,382 target price reflects our expectations for the next 12 months, although risks related to new covid variants and its consequences still linger. We maintain the previous HOLD recommendation.

Financial highlights of Zwack's FQ1 2021/2022 earnings report

Financial Q1 (HUFm)	Apr-June 2021	Apr-June 2020	YoY Change
Domestic sales	3 148	2 018	56%
Export sales	438	301	46%
Net sales income	3 586	2 319	54,6%
Material-type costs	1 188	878	35%
Gross profit	2 398	1 441	66%
Employee benefits	759	707	7%
Depreciation	136	115	18%
Other operating			
expenses	953	649	47%
Total operating			
expenditures	1 848	1 471	26%
Other incomes	101	52	94%
EBIT	651	22	2859%
EBITDA	787	137	474%
Pre-tax profit	696	14	4871%
Tax	125	47	166%
After-tax profit	571	-33	-1830%

Financial Q1 (HUFm)	Apr-June 2020	Apr-June 2019	YoY Change
EPS (HUF)	281	-16	-1856%
4Q-rolling EPS (HUF)	1 002	704	42%
Gross profit rate	66.9%	62.1%	4.7 pp
Operating profit rate	18.2%	0.9%	17.3 pp
EBITDA rate	21.9%	5.9%	16.0 pp
ROE	8.7%	-0.6%	9.2 pp
4Q-rolling ROE	34.8%	26.3%	8.5 pp
ROA	4.2%	-0.3%	4.5 pp
4Q-rolling ROA	15.0%	11.7%	3.3 pp

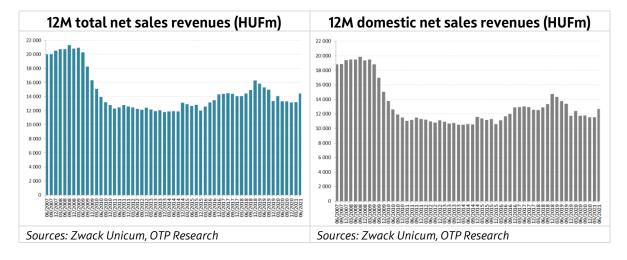
Sources: Zwack Unicum, OTP Research



Outstanding sales performance despite near 6-month lockdown

Zwack reported outstanding HUF 3.6bn net sales revenue in April-June 2021. Top-line growth was 55% YoY as the lockdown in Q2 was less damaging than one year earlier. Domestic sales rose to HUF 3.1bn (+56% YoY) as Zwack benefited largely from the onpremise channel, bouncing back after the gradual reopening from the second half of April. Home consumption also remained sustained, and the base effect also contributed to double-digit sales growth in the domestic market. Another significant factor that supported the off-premise channel's performance was the impressively successful introduction of Unicum Barista, a new variant of the Unicum brand.

Export revenues in HUF terms gained 46% YoY, as German markets still perform well, and duty-free sales also showed signs of some revival as mobility eased and tourism started to come around, even though this segment is still well below the pre-pandemic level. Sales to Italy are still on a downhill but sales to Romania was outstanding, Zwack announced.



Profitability returned to levels not seen in a long time

As material-type costs' hike was not as steep as that of revenues, gross profit increased to HUF 2.4bn (+67% YoY) and gross profit margin improved to over 66%, bringing to mind the less turbulent pre-pandemic era. The dominance of the own-produced high-margin goods in the revenues has changed the profit margin favourably, and the strengthening HUF also contributed to the higher profitability.

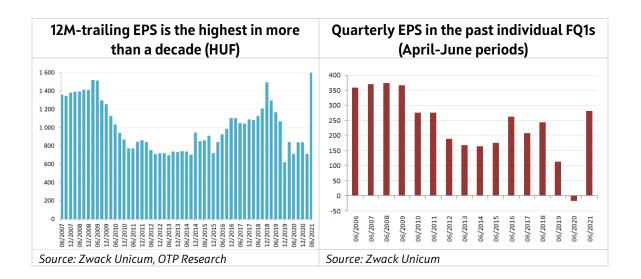
As business activities started to return to the normal, marketing expenditure also steeply rose compared to last year, when marketing activities had been postponed. The increase in payroll expenses was moderate, and was mainly caused by the usual yearly wage increase, while depreciation grew partly because of the installation of new machinery in the Dunaharaszti plant, while the change in the accounting method applied for low-value tangible assets also had a minor role.

All in all, EBIT jumped to HUF 651m, from the tiny 21m one year ago, while EBIT margin improved to 18%, and EBITDA rose to 22% from 1% and 6%, respectively in April-June 2020.



Zwack Unicum closed the latest quarter with HUF 45m balance of financial incomes and expenses. By selling its investment in associate company Morello Ltd., the company gained HUF 45m, while the incomes from financial assets almost fully covered the interest costs.

After taxation, net profit climbed to HUF 571m in April-June 2021 compared to 16m loss in the same quarter of the previous year. EPS rose to HUF 281, the highest value in more than 10 years.



Comments

- Zwack's quarterly sales figures surpassed our positive expectations and in certain aspect the company's own expectations and plans as well. A luckier timing of 3rd wave restrictions, gradual easing of lockdown restrictions with positive effect on the hospitality sector, successful product innovation and strong off-premise demand all helped Zwack's sales performance to reach prepandemic levels.
- The increase of domestic revenues must be also outstanding in real terms, though Zwack raised prices from January 1, 2021, it did not seem to have harmed demand. According to market research data, off-premise market increased 14.8% YoY in real and 21.4% in nominal terms. Easter holiday, UEFA Euro 2020 also might have helped demand bouncing back in the past quarter.
- The fact that immunisation in Hungary reached relatively early an elevated level in European comparison was a main driver helping the battered hospitality and other service industries to recover, starting from the second half of calendar Q2 2021. Strong and pent-up demand is also supported by employees' yet unspent cafeteria plan benefits.
- However, by the mid-/end-Summer new risk factors emerged. Hungary is losing its relative advantage in vaccination and new covid variant (delta) got recently to the limelight with a chance of provoking a new wave of infections from end of Summer or beginning of this Autumn. Though we also think, Zwack Unicum left the worst period behind, some uncertainty still lingers around the



economic developments in short- and medium-term. The pandemic has not ended, and it may have a longer-term effect on consumer demand. Future local and/or periodic lockdowns are not out of the question; higher unemployment and CPI, as well as more cautious consumer behaviour also add to downside risks.

Valuation

- We revised up our revenue forecast to HUF 15.3bn in the current financial year (2021/2022) and to HUF 15.8bn in 2022/2023. In the past quarter, Zwack benefited from the gradual easing of restrictions and we maintain our previous view that Zwack may benefit from the quick recovery of domestic tourism and restaurant businesses in the current quarter and the rest of the year. Besides, EU export markets also show signs of recovery as the latest earnings report of Zwack's European peers confirm. The return of international tourism and thus the revival of the duty-free segment would be the icing on the cake regarding Zwack's export sales.
- We do not forget the risks our forecast bears: future sales growth is subject to downside risk stemming from the emergence of new covid variants that may undermine the ongoing recovery. Higher inflation pressure may consume purchase power in the worst case, while regulatory risk is also a factor that may dent profitability.
- With the Hungarian economy returning to the path of recovery, and inflation coming to the fore, the MNB had earlier flagged the possibility of base rate hikes. In the past months, the national bank raised interest rates twice. The tightening of monetary conditions aims to stop the long depreciation trend of the HUF that has characterized the market and also fend off rising inflation. As a consequence, the strengthening HUF stops supporting Zwack's HUF-denominated export performance, while on the cost side it will have the opposite effect.
- Our estimate for the current and next business year's EBIT stands at HUF 2.3bn and 2.4bn, while EPS is expected to increase to 916 HUF/share (FY 2022/2021) and 924 HUF/share (FY 2023/2022).
- We revised up our target price to 17,382 HUF/share from the previous 17,054 HUF/share. We modified the discount rate in our valuation models in line with the yield curve movements. Accordingly, our DCF (FCFE) model indicates 17,176 HUF/share 12M target price, while the valuation from DDM reflecting future dividend payments suggests 17,587 HUF/share 12-month target price. In our DDM we applied 90% theoretical payout ratio after the current business year, while the latest AGM approved 700 HUF/share dividend after the past business year (FY 2020/2021).
- Our target price of 17,382 HUF/share is 4.1% higher than the HUF 16,700 closing price on 5 August 2021, the day Zwack's quarterly earnings report was



released. The 12-month estimated total return is expected to be over 8%. We maintain the previous HOLD recommendation.

Deduction of 12M TP

Deddelion of 1210 in								
	Base Year							FCFE in the
Zwack's valuation (HUFm)	2019/2020	2020/2021	2021/2022*	2022/2023*	2023/2024*	2024/2025*	2025/2026*	explicit period
FCFE	2 264	2 818	176	1 025	2 582	3 331	2 507	
Discount factor	0,92	0,91	0,91	0,91	0,91	0,90	0,90	
DCF	2 076	2 577	160	849	1 941	2 264	1 541	6 75
Terminal Value (HUFm)								37 28
Net Present Value - FCFE (HUFm)								29 82
Net debt								-2 20
Equity value (HUFm)								32 03
Number of shares								2 035 00
Expected return on equity								9,99
12M Target price (DCF)								17 29
12M Target price (DDM)								17 71
12M Weighted Target price (HUF) - Dec 31, 2021								17 38
Closing price on 05.08.2021								16 70
Upside/Downside								4,1
TR Upside/Downside								8,39

Source: OTP Research

Profit & Loss Statement (HUF m)	2018/2019	2019/2020	2020/2021	2021/2022F	2022/2023F	2023/2024F
Domestic net sales	14 238	12 281	11 442	13 658	14 068	14 771
Export sales	1 501	1 679	1 641	1 656	1 722	1 757
Net sales income	15 739	13 960	13 083	15 314	15 790	16 528
Material-type costs	5 723	5 287	5 149	5 973	5 795	5 975
Gross profit	10 016	8 673	7 934	9 342	9 995	10 553
Total operating						
expenditures	7 355	6 965	6 509	7 416	7 564	7 702
EBIT	3 079	2 169	1 787	2 336	2 979	3 436
Pre-tax profit	3 310	2 184	1 780	2 421	2 441	2 634
Tax	460	488	344	557	561	606
Profit after tax	2 850	1 696	1 436	1 864	1 880	2 028
Dividend	2 442	611	1 425	1 678	1 692	1 825
EPS (HUF)	1 288	833	706	916	924	997
DPS (HUF)	1 200	300	700	825	831	897



Balance sheet (HUFm)	2018/2019	2019/2020F	2020/2021F	2021/2022F	2022/2023	2021/2022F
Property, plant, equipment	3 330	3 336	3 442	3 513	3 477	3 443
Intangible assets	84	102	85	83	75	100
Non-current assets	3 582	3 585	3 652	3 766	3 729	3 727
Inventories	2 386	2 661	2 800	3 002	3 282	2 775
Recievables and other						
current assets	2 115	3 007	2 617	3 396	2 923	3 292
Cash and cash equivalents	3 064	2 709	3 989	2 785	2 991	2 830
Current assets	7 565	8 377	9 406	8 527	9 159	9 035
TOTAL ASSETS	11 147	11 962	13 058	12 294	12 888	12 762
Share capital	2 000	2 000	2 000	2 000	2 000	2 000
Capital reserve	165	165	165	165	165	165
Retained earnings	4 915	4 011	4 847	4 151	4 996	4 344
Total Equity	7 080	6 176	7 012	6 316	7 161	6 509
Long-term loans and other						
liabilities	472	453	531	400	384	369
Non-current liabilities	472	453	531	400	384	369
Loans and credits	0	1 250	1 250	1 250	220	220
Payables and other short-						
term liabilities	3 567	4 071	4 255	4 253	5 049	5 583
Current Liabilities	3 595	5 333	5 515	5 577	5 342	5 885
TOTAL EQUITY AND						
LIABILITIES	11 147	11 962	13 058	12 294	12 887	12 762

CONSOLIDATED CASH FLOW (HUFm)						
	2018/2019F	2019/2020F	2020/2021F	2021/2022F	2022/2023F	2023/2024F
EBITDA	3 643	2 646	2 311	2 990	3 101	3 315
Cash flow from operation	3 215	1 482	3 414	859	2 660	3 242
Cash flow from investment	-655	-480	-591	-748	-605	-660
FCFF	2 560	1 002	2 823	110	2 055	2 582
FCFE	2 563	2 264	2 818	176	1 025	2 582

Sources: Zwack Unicum, OTP Research



Risks surrounding Zwack's economic activity

Covid-effect: Although Zwack operates in the non-cyclical consumer sector, a considerable part of demand for Zwack products comes from the catering and event business, the sectors that took the biggest hit from covid-19. While the pandemic had a positive effect on Zwack's sales performance in the January-March 2020 period, April 2020 sales plunged. With restrictions lifted, Zwack's revenues showed quick recovery in Q3, but September was also somewhat depressed in the wake of the second wave of the pandemic. With on-site consumption prohibited and night curfew introduced, the new restrictions implemented in November added a further blow to the restaurant industry. Zwack lost a considerable part of its on-trade revenue in the past two quarters of FY 2021/2020 while in terms of export, duty-free sales also plunged due to very subdued air travels. With mass immunisation at elevated level by May 2021 and reopening already having started, the outlook for economic recovery has improved. Q2 figures showed impressive recovery and Q3 2021 is expected to witness considerable rebound as more and more industries contribute to the aggregate economic growth. The hospitality sector was expected to revive and Zwack can easily be one of the recovery's beneficiaries. However, the pop-up of new covid variants may endanger the expected and persistent recovery and pose considerable downside risks to our forecast.

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 of discriminative taxing policy of spirits in Hungary and threatened to start infringement process against Hungary. The latest regulatory changes (increase of NETA), which took effect on 1 January 2019, were aimed to resolve this conflict with the EU and increase budget revenues at the same time.

In the summer of 2020, the EU's decision-making body modified the initiative on the taxation of home-distillery of 'palinka'. According to the new regulation, every citizen of full age in the EU is entitled to distil tax-free 86 litres of fruit spirits a year. Hungary introduced the new regulation from 1 January 2021.

Exchange-rate risk: As the company operates in foreign markets as well, and the share of exports among revenues is increasing, in case of HUF appreciation, the exchange rate risk can be an issue, if not managed properly. The HUF's weakening poses more risk on the cost side, as most of Zwack's raw material prices are EUR-denominated, 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 rising since then. With the imminent and fast post-covid recovery of the Hungarian economy, the unemployment accumulated due to the pandemic may get absorbed very quickly, and result in tight labour market. This will further strengthen wage



dynamics, which did not really lose steam even in the period hit by the pandemic. Further increasing payroll expenses may dent profitability again.

In its latest earnings report Zwack indicated that, as an economic consequence of the epidemic, it experienced rising prices of raw and packaging materials. The company consider this development a commodity risk, and estimates it to be at 3% of raw material and packaging expenses.

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:

Period	Recommendation	% of recommendations
	BUY	0
Q3 2020	HOLD	100
	SELL	0
	BUY	0
Q4 2020	HOLD	100
	SELL	0
	BUY	0
Q1 2021	HOLD	100
	SELL	0
	BUY	0
Q2 2021	HOLD	100
	SELL	0



Date	Recommendation	Target Price	Publication
21/05/2020	HOLD	HUF 15,214	Quarterly Earnings Update
05/06/2020	HOLD	HUF 15,214	News Comment
10/06/2020	HOLD	HUF 15,214	News Comment
07/08/2020	HOLD	HUF 15,407	Quarterly Earnings Update
15/12/2020	HOLD	HUF 17,083	Quarterly Earnings Update
05/02/2021	HOLD	HUF 17,083	Quarterly Earnings Update
27/05/2021	HOLD	HUF 17,054	Quarterly Earnings Update
06/08/2021	HOLD	HUF 17,382	Quarterly Earnings Update

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

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