## Company Guide

# Sasbadi Holdings Berhad

Version 5 | Bloomberg: SASB MK | Reuters: SAHO.KL

Refer to important disclosures at the end of this report

## Malaysia Equity Research

25 Jan 2017

## **BUY**

Last Traded Price ( 24 Jan 2017): RM1.56 (KLCI : 1,680.69)

Price Target 12-mth: RM1.75 (12% upside)

Shariah Compliant: Yes

**Potential Catalyst:** Earnings-accretive M&A, strong contributions from its

network marketing business

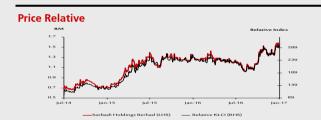
Where we differ: FY18 earnings below consensus due to lower assumption of network marketing contributions.

#### Analyst

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#### What's New

- Reported strong 1QFY17 earnings of RM4.3m versus RM2m in 1QFY16
- Results came within expectations. Remain positive on earnings prospects
- Maintain BUY with a higher TP of RM1.75



Forecasts and Valuation				
FY Aug (RM m)	2015A	2016A	2017F	2018F
Revenue	88.0	92.7	115	136
EBITDA	24.4	26.9	36.2	43.5
Pre-tax Profit	21.4	17.4	31.5	38.9
Net Profit	15.3	11.9	22.7	28.4
Net Pft (Pre Ex.)	15.3	16.7	22.7	28.4
Net Pft Gth (Pre-ex) (%)	(1.0)	9.1	35.8	25.0
EPS (sen)	5.48	4.24	8.11	10.1
EPS Pre Ex. (sen)	5.48	5.97	8.11	10.1
EPS Gth Pre Ex (%)	(1)	9	36	25
Diluted EPS (sen)	5.48	5.46	8.11	10.1
Net DPS (sen)	2.28	2.25	4.06	5.07
BV Per Share (sen)	37.7	52.8	58.5	65.4
PE (X)	28.5	36.8	19.2	15.4
PE Pre Ex. (X)	28.5	26.1	19.2	15.4
P/Cash Flow (X)	95.2	260.4	49.0	27.8
EV/EBITDA (X)	18.1	16.2	12.4	10.4
Net Div Yield (%)	1.5	1.4	2.6	3.3
P/Book Value (X)	4.1	3.0	2.7	2.4
Net Debt/Equity (X)	0.0	CASH	0.0	0.1
ROAE (%)	14.5	8.0	14.6	16.4
Earnings Rev (%):		0	0	5
Consensus EPS (sen):		N/A	8.40	14.2
Other Broker Recs:		B: 3	S: 0	H: 0

Source of all data on this page: Company, AllianceDBS, Bloomberg Finance L.P

## A good book to keep

Dominant player in the publishing industry. Sasbadi Holdings (Sasbadi) serves as one of the best proxies to the Malaysian education sector, as it is a dominant player in the domestic educational publishing industry with c.10% market share. The group is well managed and enjoys high ROE and superior profitability, supported by a lean operating structure and complementary business models.

**Booking decent earnings in 1QFY17.** Although 1Q ending November is traditionally a weak quarter for Sasbadi's educational publishing business, the group has registered strong earnings of RM4.3m during the quarter, a substantial improvement compared with core earnings of RM2m recorded in 1QFY16. Its 1QFY17 earnings were within our expectations.

**Network marketing – key growth driver.** Since obtaining the network marketing licence in April 2016, management has been actively engaged in recruiting members for the business. We gather that the group has so far signed on >3,000 members and significant contributions will start to kick in from FY17 onwards. We are positive of the group engaging in such marketing strategies since we believe that the general market remains unfamiliar with its digital products and a more personalised marketing strategy could lead to better recognition and appreciation of such products by consumers.

#### Valuation:

We are maintaining our BUY recommendation with a TP of RM1.75, pegged to a higher PE of 19x (previously 17x) as we narrow our valuation discount from 25% to 10%, compared to the sector PE of 21x. We believe that the smaller discount attached to Sasbadi's valuation is justifiable in view of its larger market capitalisation, improved liquidity and superior ROE relative to its peers.

#### **Key Risks to Our View:**

Failure to respond timely to changes in education policies could hurt sales and earnings.

#### At A Glance

Issued Capital (m shrs)	279
Mkt. Cap (RMm/US\$m)	436 / 98.4
Major Shareholders (%)	
Law King Hui	18.3
Lee Swee Hang	8.5
Employees Provident Fund	5.8
Free Float (%)	62.8
3m Avg. Daily Val (US\$m)	0.46
ICB Industry: Consumer Services / Media	



#### **WHAT'S NEW**

#### Booking a strong set of results

Booking decent 1QFY17 earnings: Sasbadi registered core earnings of RM4.3m during the quarter, a substantial improvement compared with core earnings of RM2m recorded in 1QFY16. The stronger 1Q results were supported by a 48% increase in its topline growth, compared with the corresponding period last year. This meets about 18% of our and consensus full- year earnings forecasts, which we deem to be within expectations given that 1Q is a seasonally weak quarter for the group.

#### Boosted by government contracts and network marketing:

Although 1Q ending November is traditionally a weak quarter for the group's educational publishing business due to school holidays and completion of exam period, the group's 1QFY17 core earnings were boosted by (1) revenue recognition from RM9.4m textbook publishing contract secured, (2) textbook reprinting contract, (3) provisions of Lego Education robotics sets to primary and secondary schools amounting to RM3.6m, and (4) increased contributions from network marketing.

**Expecting stronger contributions from its network marketing business.** Since obtaining the network marketing licence in mid-2016, management has been actively expanding the business to further monetise its digital products.

We understand that the group has so far recruited > 3,000 members. We are positive that contributions from its network

marketing business has improved to RM1.2m in 1QFY17 from RM700,000 recorded in 4QFY16. In our earnings model, we have only assumed RM5m contributions from its network marketing business for FY17, leaving room for further earnings upgrade.

BUY with a higher TP of RM1.75: We are maintaining our BUY recommendation with a TP of RM1.75, pegged to a higher PE of 19x (previously 17x) as we narrow our valuation discount from 25% to 10%, compared to the sector PE of 21x. We believe that the smaller discount attached to Sasbadi's valuation is justifiable in view of its larger market capitalisation, improved liquidity and superior ROE relative to its peers.

## Quarterly / Interim Income Statement (RMm)

1Q2016	4Q2016	1Q2017	% chg yoy	% chg qoq
24.0	15.0	24.2	40.4	06.2
				96.3
(11.7)	(9.6)	(16.3)	38.8	69.1
9.29	6.26	14.9	60.5	138.1
(5.8)	(1.9)	(8.2)	41.3	329.1
3.52	4.36	6.76	92.2	55.0
0.0	0.0	0.0	nm	nm
0.0	0.0	0.0	nm	nm
(0.3)	(0.2)	(0.4)	(37.4)	(161.6)
0.0	(4.3)	0.0	nm	nm
3.24	(0.1)	6.38	96.9	nm
(0.9)	0.02	(1.6)	77.0	(8,668.4)
(0.3)	(0.1)	(0.4)	(38.9)	292.2
2.03	(0.2)	4.35	114.1	nm
2.03	4.13	4.35	114.1	5.2
4.46	5.34	7.94	77.8	48.5
44.2	39.4	47.8		
16.7	27.4	21.7		
9.7	(1.1)	13.9		
	21.0 (11.7) 9.29 (5.8) 3.52 0.0 0.0 (0.3) 0.0 3.24 (0.9) (0.3) 2.03 2.03 4.46	21.0 15.9 (11.7) (9.6)  9.29 6.26 (5.8) (1.9)  3.52 4.36 0.0 0.0 0.0 (0.3) (0.2) 0.0 (4.3)  3.24 (0.1) (0.9) 0.02 (0.3) (0.1)  2.03 (0.2) 2.03 4.13 4.46 5.34  44.2 39.4 16.7 27.4	21.0       15.9       31.2         (11.7)       (9.6)       (16.3)         9.29       6.26       14.9         (5.8)       (1.9)       (8.2)         3.52       4.36       6.76         0.0       0.0       0.0         0.0       0.0       0.0         (0.3)       (0.2)       (0.4)         0.0       (4.3)       0.0         3.24       (0.1)       6.38         (0.9)       0.02       (1.6)         (0.3)       (0.1)       (0.4)         2.03       (0.1)       (0.4)         2.03       4.13       4.35         4.46       5.34       7.94         44.2       39.4       47.8         16.7       27.4       21.7	21.0 15.9 31.2 48.4 (11.7) (9.6) (16.3) 38.8 (16.3) 38.8 (19.29 6.26 14.9 60.5 (5.8) (1.9) (8.2) 41.3 (19.2) 43.5 (19.2) 43.6 6.76 92.2 (19.2) 43.6 6.76 92.2 (19.2) 43.6 (19.

Source of all data: Company, AllianceDBS

## Peers comparison table

					EPS (FD) (Yo		P/E	(FD)	Price/	BVPS	Dividen	d Yield	RO	E
	Call	Target Price (LC)	Current Price (LC)	Mkt Cap (MYR m)	CY2016	CY2017	CY2016	CY2017	CY2016	CY2017	CY2016	CY2017	CY2016	CY2017
Prestariang	NR	NR	2.11	1,023.3	(11%)	252%	68.1x	19.4x	5.8x	5.4x	1.8%	3.4%	8.3%	8.3%
SEG	NR	NR	1.12	801.1	15%	10%	28.7x	26.0x	2.8x	2.8x	N/A	N/A	9.8%	10.8%
Sasbadi	BUY	1.58	1.53	427.5	10%	52%	27.0x	17.7x	2.9x	2.6x	1.2%	2.8%	10.5%	14.4%
Total / weighted avg				2,251.9	2%	125%	45.3x	21.0x	4.1x	3.9x	1.0%	2.0%	9.0%	10.1%

Source: Bloomberg, AllianceDBS

#### **CRITICAL DATA POINTS TO WATCH**

#### **Earnings Drivers:**

Publishing business – bread and butter. As a dominant player in Malaysia's publishing industry, Sasbadi derives its income mainly from the publication of educational materials. The group focuses on National School Curriculum-based (NSC-based) educational materials for primary and secondary education. Over the past 30 years, the group has published millions of books (>11,000 titles) and has >1,300 distribution points in Malaysia.

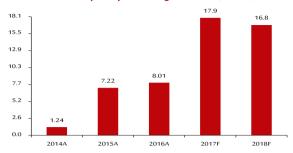
M&A to strengthen its position. In the domestic educational publishing industry, the top three players have less than 25% market share. To further strengthen its dominant position in the publishing industry and drive income growth, management aims to embark on at least one earnings-accretive acquisition annually. We are optimistic that the acquisition of a 70% stake in Sanjung Unggul Sdn Bhd (SUSB), which is a major publishing player in the national Chinese schools arena (Sekolah Jenis Kebangsaan Cina) with c.1,300 book titles, will drive FY17 revenue growth by c.11%. We are also optimistic that the successful acquisition of United Publishing could add about RM1m-2m per annum to Sasbadi's earnings.

Applied and online learning products. Sasbadi is also involved in the distribution of applied learning products (since 2005) and online publishing (since 2011), which contributed <15% of FY16 revenue. We expect the contributions from online products to improve going forward with: (1) the launch of the i-LEARN offline platform at end-CY15; and (2) the licence and services agreement (LSA) with one of Indonesia's largest book publishers, PT Penerbit Erlangga. This would grant the publisher an exclusive and non-transferable licence to use its interactive online learning system i-LEARN, and sell the latter's online learning materials under its platform in Indonesia. In return, Sasbadi would receive semi-annual royalty fees based on net sales generated through the online platform in Indonesia.

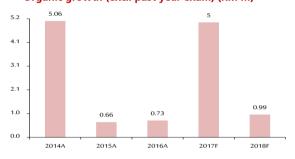
#### Network marketing business could be another growth driver.

We understand that since obtaining the network marketing licence, management has been actively engaged in building up membership for the business in May and June. We gather that the group has so far recruited >3,000 members and significant contributions will start to kick in from FY17 onwards. We are positive of the group engaging in such marketing strategies since we believe that the general market remains unfamiliar with its digital products and a more personalised marketing strategy could achieve better recognition and appreciation of such products by consumers.

#### Incremental print publishing revenue (RM m)



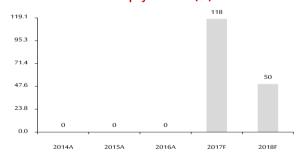
#### Organic growth (excl. past year exam) (RM m)



#### GP margin (%)



#### Dividend payout ratio (%)



#### **Balance Sheet:**

Healthy balance sheet. Sasbadi was in a net cash position as at end-November 2016. Nonetheless, we do not discount the possibility that the group may engage in capital-raising exercises should it undertake a sizeable acquisition in the future.

#### **Share Price Drivers:**

Proxy to defensive education industry. Sasbadi is a good proxy to Malaysia's education industry, given that it is principally involved in the provision of educational materials for primary and secondary education. As such, any government policy change to the educational sector may influence its share price.

Earnings delivery and earnings-accretive acquisitions. Sasbadi's share price will also be largely dependent on its earnings delivery and the group's ability to engage in earnings-accretive acquisitions.

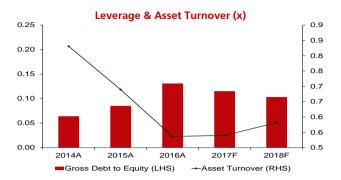
#### **Key Risks:**

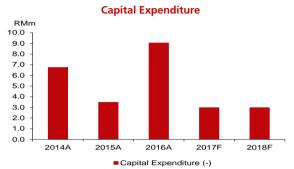
**Paper cost fluctuation.** A sudden surge in paper cost, which represents about 40% of Sasbadi's cost of goods sold, would hurt earnings.

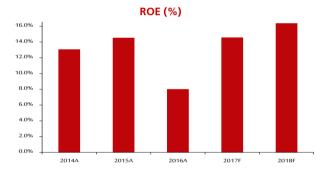
Change in education policies. Failure to respond to changes in education policies in a timely manner would hurt sales and earnings.

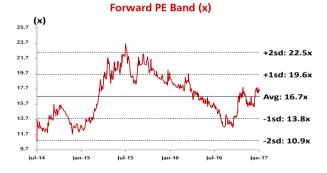
#### **Company Background**

Sasbadi is a market leader in the local educational publishing industry with c.12% market share. The group is well managed and enjoys high ROE and superior profitability, thanks to its lean operating structure and complementary business models.











**Key Assumptions** 

FY Aug	2014A	2015A	2016A	2017F	2018F
Incremental print publishing revenue (RM m)	1.24	7.22	8.01	17.9	16.8
Organic growth (excl. past year exam) (RM m)	5.06	0.66	0.73	5.00	0.99
GP margin (%) Dividend payout ratio (%)	46.6 0.0	47.2 0.0	49.1 0.0	48.7 118	48.2 50.0

Income Statement (RMm)

FY Aug	2014A	2015A	2016A	2017F	2018F
Revenue	79.5	88.0	92.7	115	136
Cost of Goods Sold	(42.4)	(46.5)	(47.2)	(59.0)	(70.3)
Gross Profit	37.0	41.5	45.5	56.0	65.5
Other Opng (Exp)/Inc	(16.6)	(20.0)	(22.7)	(23.9)	(26.0)
Operating Profit	20.4	21.5	22.9	32.1	39.5
Other Non Opg (Exp)/Inc	0.0	0.0	0.0	0.0	0.0
Associates & JV Inc	0.0	0.0	0.0	0.0	0.0
Net Interest (Exp)/Inc	(0.3)	(0.1)	(0.6)	(0.6)	(0.6)
Exceptional Gain/(Loss)	(3.2)	0.0	(4.9)	0.0	0.0
Pre-tax Profit	16.9	21.4	17.4	31.5	38.9
Tax	(4.6)	(5.6)	(5.1)	(7.8)	(9.5)
Minority Interest	0.0	(0.5)	(0.4)	(1.0)	(1.0)
Preference Dividend	0.0	0.0	0.0	0.0	0.0
Net Profit	12.3	15.3	11.9	22.7	28.4
Net Profit before Except.	15.5	15.3	16.7	22.7	28.4
EBITDA	23.0	24.4	26.9	36.2	43.5
Growth					
Revenue Gth (%)	1.9	10.7	5.3	24.1	18.0
EBITDA Gth (%)	18.0	6.2	10.4	34.3	20.2
Opg Profit Gth (%)	16.1	5.4	6.3	40.5	22.9
Net Profit Gth (Pre-ex) (%)	21.2	(1.0)	9.1	35.8	25.0
Margins & Ratio					
Gross Margins (%)	46.6	47.2	49.1	48.7	48.2
Opg Profit Margin (%)	25.7	24.4	24.7	27.9	29.1
Net Profit Margin (%)	15.4	17.4	12.8	19.7	20.9
ROAE (%)	13.1	14.5	8.0	14.6	16.4
ROA (%)	10.7	10.9	5.8	10.6	12.1
ROCE (%)	14.2	12.6	8.9	13.0	14.8
Div Payout Ratio (%)	69.4	41.5	53.0	50.0	50.0
Net Interest Cover (x)	62.9	215.0	36.8	52.9	66.5

Ouarterly / Int	erim Income 9	Statement	(RMm)

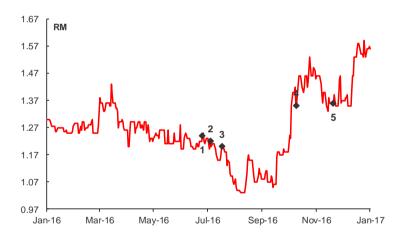
FY Aug	1Q2016	2Q2016	3Q2016	4Q2016	1Q2017
Revenue	21.0	33.9	22.4	15.9	31.2
Cost of Goods Sold	(11.7)	(16.5)	(11.0)	(9.6)	(16.3)
Gross Profit	9.29	17.4	11.4	6.26	14.9
Other Oper. (Exp)/Inc	(5.8)	(8.1)	(5.7)	(1.9)	(8.2)
Operating Profit	3.52	9.30	5.70	4.36	6.76
Other Non Opg (Exp)/Inc	0.0	0.0	0.0	0.0	0.0
Associates & JV Inc	0.0	0.0	0.0	0.0	0.0
Net Interest (Exp)/Inc	(0.3) 0.0	(0.3)	0.0	(0.2)	(0.4)
Exceptional Gain/(Loss)  Pre-tax Profit	3.24	9.00	0.0 <b>5.70</b>	(4.3) (0.1)	0.0 <b>6.38</b>
Tax	(0.9)	(2.3)	(1.6)	0.02	(1.6)
Minority Interest	(0.3)	0.0	(0.2)	(0.1)	(0.4)
Net Profit	2.03	6.70	3.90	(0.2)	4.35
Net profit bef Except.	2.03	6.70	3.90	4.13	4.35
EBITDA	4.46	11.2	8.50	5.34	7.94
Growth					
Revenue Gth (%)	4.6	61.2	(33.9)	(29.0)	96.3
EBITDA Gth (%)	3.9	151.0	(24.1)	(37.1)	48.5
Opg Profit Gth (%)	5.6	164.4	(38.7)	(23.5)	55.0
Net Profit Gth (Pre-ex) (%)	(9.0)	229.7	(41.8)	6.0	5.2
Margins	44.2	F1 2	F0.0	20.4	47.0
Gross Margins (%) Opg Profit Margins (%)	44.2 16.7	51.3	50.9 25.4	39.4 27.4	47.8
Net Profit Margins (%)	9.7	27.4 19.8	25.4 17.4	(1.1)	21.7 13.9
Net From Margins (%)	9.7	19.0	17.4	(1.1)	13.9
Balance Sheet (RMm) FY Aug	2014A	2015A	2016A	2017F	2018F
11 Aug	2014A	2013A			
Net Fixed Assets	30.3	30.9	45.2	45.7	46.1
Invts in Associates & JVs	0.0	0.0	0.0	0.0	0.0
Other LT Assets	4.95	22.7	29.1	29.2	27.8
Cash & ST Invts	26.3	8.34	25.9	11.3	9.82
Inventory	20.2	37.1	47.9 51.7	59.9	71.3
Debtors Other Current Assets	31.1	40.4 1.36	51.7 5 1.4	64.1	75.7
Total Assets	1.67 <b>114</b>	1.30	5.14 <b>205</b>	10.8 <b>221</b>	15.3 <b>246</b>
_		141	205	221	240
ST Debt	5.80	9.30	10.5	10.0	10.0
Creditor	8.00	13.4	22.4	28.0	33.3
Other Current Liab	2.48	1.60	2.00	2.11	2.11
LT Debt	0.20	0.10	9.52	9.52	9.52
Other LT Liabilities Shareholder's Equity	4.30	6.10	7.43	2.00	2.00
Minority Interests	93.7 0.0	105 5.10	148 5.47	163 6.10	183 6.47
Total Cap. & Liab.	114	141	205	221	246
·					
Non-Cash Wkg. Capital	42.5	63.9	80.4	105	127
Net Cash/(Debt)	20.3	(1.1)	5.85	(8.2)	(9.7)
Debtors Turn (avg days)	115.4	148.3	181.3	183.8	188.0
Creditors Turn (avg days)	45.8 161.3	89.6	151.5	167.1	168.7
Inventory Turn (avg days)	161.3 0.8	239.8 0.7	360.0 0.5	358.0 0.5	361.3 0.6
Asset Turnover (x) Current Ratio (x)	0.8 4.9	0.7 3.6	0.5 3.7	0.5 3.6	3.8
Quick Ratio (x)	3.5	2.0	2.2	1.9	1.9
Net Debt/Equity (X)	CASH	0.0	CASH	0.0	0.1
Net Debt/Equity (X)  Net Debt/Equity ex MI (X)	CASH	0.0	CASH	0.0	0.1
Capex to Debt (%)	112.8	37.2	45.2	15.4	15.4
Z-Score (X)	14.2	10.1	14.7	18.1	17.1

## Cash Flow Statement (RMm)

FY Aug	2014A	2015A	2016A	2017F	2018F
Dro Toy Drofit	16.0	21.4	17 /	21 F	20.0
Pre-Tax Profit	16.9	21.4	17.4	31.5	38.9
Dep. & Amort.	2.58	2.90	4.09	4.06	4.00
Tax Paid	(5.2)	(5.9)	(6.7)	(7.8)	(9.5)
Assoc. & JV Inc/(loss)	0.0	0.0	0.0	0.0	0.0
Chg in Wkg.Cap.	(15.0)	(15.4)	(12.0)	(18.8)	(17.7)
Other Operating CF	1.88	1.60	(1.0)	0.0	0.0
Net Operating CF	1.12	4.58	1.67	8.90	15.7
Capital Exp.(net)	(6.8)	(3.5)	(9.1)	(3.0)	(3.0)
Other Invts.(net)	0.0	0.0	0.0	0.0	0.0
Invts in Assoc. & JV	0.0	(18.6)	(6.2)	0.0	0.0
Div from Assoc & JV	0.0	0.0	0.0	0.0	0.0
Other Investing CF	0.04	0.10	0.31	0.0	0.0
Net Investing CF	(6.7)	(22.0)	(14.9)	(3.0)	(3.0)
Div Paid	(8.5)	(3.8)	(5.6)	(11.3)	(14.2)
Chg in Gross Debt	(0.3)	0.90	5.13	(0.5)	0.0
Capital Issues	25.2	0.0	31.6	0.0	0.0
Other Financing CF	(2.3)	(0.2)	(0.7)	0.0	0.0
Net Financing CF	14.1	(3.1)	30.5	(11.9)	(14.2)
Currency Adjustments	0.0	0.0	0.0	0.0	0.0
Chg in Cash	8.52	(20.5)	17.3	(6.0)	(1.5)
Opg CFPS (sen)	5.78	7.16	4.91	9.92	11.9
Free CFPS (sen)	(2.0)	0.39	(2.6)	2.11	4.54

Source: Company, AllianceDBS

## **Target Price & Ratings History**



S.No.	Date of Report	Clos ing Price	12-mth Target Price	Rating
1:	18 Jul 16	1.24	1.40	BUY
2:	27 Jul 16	1.22	1.40	BUY
3:	09 Aug 16	1.20	1.40	BUY
4:	01 Nov 16	1.35	1.58	BUY
5:	13 Dec 16	1.36	1.58	BUY

**Note**: Share price and Target price are adjusted for corporate actions.

Source: AllianceDBS

Analyst: King Yoong CHEAH

#### **DISCLOSURE**

#### Stock rating definitions

STRONG BUY > 20% total return over the next 3 months, with identifiable share price catalysts within this time frame

BUY > 15% total return over the next 12 months for small caps, >10% for large caps

HOLD -10% to +15% total return over the next 12 months for small caps, -10% to +10% for large caps

FULLY VALUED negative total return > -10% over the next 12 months

SELL negative total return of > -20% over the next 3 months, with identifiable catalysts within this time frame

#### **Commonly used abbreviations**

Adex = advertising expenditure

bn = billion BV = book value CF = cash flow

CAGR = compounded annual growth rate

Capex = capital expenditure

CY = calendar year Div yld = dividend yield DCF = discounted cash flow DDM = dividend discount model

DPS = dividend per share

EBIT = earnings before interest & tax

EBITDA = EBIT before depreciation and amortisation

EPS = earnings per share EV = enterprise value FCF = free cash flow FV = fair value FY = financial year m = million

M-o-m = month-on-monthNAV = net assets value NM = not meaningful

NTA = net tangible assets NR = not rated

p.a. = per annum PAT = profit after tax PBT = profit before tax P/B = price / book ratioP/E = price / earnings ratio PEG = P/E ratio to growth ratio q-o-q = quarter-on-quarter

RM = Ringgit

ROA = return on assets ROE = return on equity TP = target price trn = trillion

WACC = weighted average cost of capital

y-o-y = year-on-year YTD = year-to-date

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Wong Ming Tek, Executive Director

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