CEYLON TOBACCO COMPANY PLC [CTC.N0000]

MAINTAIN BUY

"FAG EARNINGS LIT DESPITE VOLUMES DIM"

Fair Value: 2023E - LKR 1,200.0 [+63%] Fair Value: 2024E - LKR 1,400 [+91%] Total Return with DPS: 2023E - 60% [AER 132%] Total Return with DPS: 2024E - 91% [AER 50%]

CTC delivered an exceptional performance in earnings for 1Q2023 amidst drastic price invariability, undeniable tax hikes and through social and economic unrest, proving its inelastic territory in the market. Accordingly, CTC recorded earnings of LKR 6.0Bn in the 1Q2023, a growth of 43.3%YOY (-5.7%QoQ). Even though the revision of taxes increased the tax expenditure by 59.6%YoY (7.7%QoQ), CTC executed a Net Revenue of LKR 12.7Bn, (+38.8%YoY). Moreover, CTC outperformed our earnings target although we expect it to be in line with our expectations, as the economy seemingly illustrates signs of recovery in terms of economic unrest along with the decline in inflation, steady revival in tourism as well as consumers getting adjusted to the price escalation with salary adjustments. Amidst strong earnings, share price also witnessed solid recovery, gaining 19.9% compared to our last earnings update, which was published on the 29th of March 2023 whilst, recording a gain of 33.3% for the past 12 months. Though there are visible signs of the illicit market emerging its way to the frame, we upgrade our earnings for 2023E to LKR 24.2Bn along with a fair value of LKR 1,200 taking into consideration the above stated and the higher growth potential of CTC that clearly has outperformed the ASPI over the last financial year. MAINTAIN BUY.

LKR (Mn)	1Q2022	1Q2023	YoY	2021	2022	YoY
Earnings (LKR 'Mn)						
Gross Revenue	37,002	46,935	+27%	134,369	167,194	+24%
Net Revenue	9,157	12,709	+39%	33,615	44,272	+32%
EBIT	6,590	9,626	+46%	26,128	33,196	+27%
PBT	6,767	10,118	+50%	26,646	34,393	+29%
Net Profit	4,273	5,999	+40%	16,146	20,469	+27%
Balance Sheet (LKR 'Mn)						
Shareholder's Equity	13,260	12,259	-8%	8,987	17,493	+95%
Cash & Cash equivalents	19,239	24,223	+26%	8,593	24,217	+182%
NAVPS	70.8	65.4	-8%	48.0	93.4	+95%

Brutal taxes streamlined by 40.5% growth in earnings.

CTC recorded earnings of LKR 6.0Bn in 1Q2023, marginally higher than our expectations of LKR 5.4Bn, while recording a sizeable growth of 43.3%YoY in the bottom line. Gross revenue of CTC also recorded a fair growth of 26.8%YOY in the same quarter to LKR 46.9Bn aided by the price revision followed by the tax hike during Jun, Sep, Oct of 2022, and Jan 2023. Net revenue/Gross revenue margin of CTC for 1Q2023 recorded 27% amounting to 233bps higher than the same quarter last year. Moreover, Net revenue of CTC recorded at LKR 12.7Bn which is an uptick of 38.8%YoY aided by the fair contribution from the top line in 1Q2023. Moreover, considering the moderate and steady rebound in tourism in the coming period alongside the inflation rate declining, favouring the consumer while strengthening the purchasing power through salary adjustments we upgrade our net revenue target for 2023E at LKR 50.6Bn while earnings target at LKR 24.2Bn respectively.

Volumes ease as the government revenue proposals further tighten.

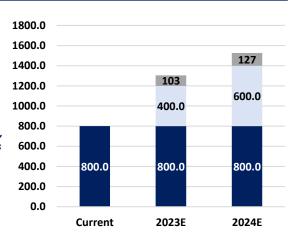
The high inflation earlier this year adversely affecting the disposable income of economically marginalized individuals after heavy weights of VAT, has been a luxury for the illicit market. Thereby the high demand for their untaxed and unregulated nature has affected a dip in volumes evidently in 1QFY23. On the bright side FCR expected to end 2023 with 1.2Mn tourist arrivals, high margin products such as Dunhill and Benson and Hedges have a high potential for volume growth that might back the overall growth in volumes and earnings during the period ahead.

Operating expenses weigh in on an uptrend.

The operating expenses recorded a growth of 20.0%YoY in 1Q2023, due to the fuel and electricity disruptions taking place in the country followed by the devaluation of the rupee alongside high inflationary levels; raw material expenses too increased by 20.4%YoY with the paper crisis affecting the wrapping process. Reducing reliance on imported materials and shifting to local sources along with emerging economic stability has given CTC hope for lower operating expenditure in the future. On the brighter side, the EBIT increased by 46.1% due to the top line growing exceptionally well because of the reputed and strong brand equity. Furthermore, Net finance income displayed a huge uptick of 178%YoY, recorded at LKR 492.0Mn in 1Q2023 supporting the bottom line.

TP for 2023E at LKR at 1,200- MAINTAIN BUY.

Taking into consideration the growth potential CTC has shown over the years, we upgrade our TP to LKR 1,200 for 2023 and LKR 1,400 for 2024 expecting a possible rebound in tourist arrivals to match the pre covid numbers with economic recovery, and the recent appreciation of the rupee we maintain our earnings targets for 2023E and 2024E at 24.2Bn and 26.3Bn respectively. MAINTAIN BUY.



■ Current Price Expected Capital Gain Dividends

FIRST CAPITAL RESEARCH

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Price movement of CTC vs ASPI (Indexed and Rebased to 100)



Source: CSE

Minimum Return for BUY:

Buy Below 2023E - [AER of 29% with DPS]: LKR 1,128.0 CTC categorized as 'Grade B' counter.

Disclosure on Shareholding:

First Capital Group or the covering analyst did not hold 1% or more of the total outstanding share capital of CTC during the five trading days prior to the issuance of this document.



Quarterly Earnings



Estimated Revision

In LKR Mn	2023E - O	2023E - R	% Change	2024E - O	2024E - R	% Change
Earnings Estimate						<u>'</u>
Net Revenue	49,719	50,563	+2%	58,826	54,739	-7%
EBIT	37,091	38,225	+3%	36,945	41,468	+12%
Profit before Tax	38,786	39,920	+3%	42,023	43,526	+4%
Net Profit	23,503	24,190	+3%	25,464	26,375	+4%
Adjusted EPS	125.5	129.1		135.9	140.8	
Growth YoY	15%	18%		8%	9%	
Balance Sheet Estimate						
Shareholders' Equity	22,198	22,331	+1%	24,744	24,969	+1%
Cash & Cash equivalents	29,687	29,399	-1%	31,272	30,802	-2%
Adjusted NAVPS	93.4	93.4		118.5	119.2	
Ratio Estimate						,
ROE (%)	106%	108%		103%	106%	
PER (x)	5.3	5.2		4.9	4.7	
PBV (x)	5.3	5.6		5.0	5.0	

Valuation Table

P/E 31 December	2019	2020	2021	2022	2023E	2024E	2025E
Estimates (LKR 'Mn)							
Net Revenue	35,524	32,073	33,615	44,272	50,563	54,739	56,374
Operating profit	27,058	24,671	26,128	33,196	38,225	41,468	42,465
Net Profit	17,260	15,578	16,146	20,469	24,190	26,375	27,038
EPS (LKR)	92.1	83.2	86.2	109.3	129.1	140.8	144.3
YoY Growth (%)	2%	-10%	4%	27%	18%	9%	3%
Valuations							
PER (x)	7.2x	8.0x	7.7x	6.1x	5.2x	4.7x	4.6x
PBV (x)	27.0x	27.1x	13.9x	7.1x	5.6x	5.0x	4.5x
DY (%)	13.8%	12.4%	7.9%	13.3%	15.5%	19.0%	19.5%
NAVPS	24.7	24.6	48.0	93.4	119.2	133.3	147.7
DPS (LKR)	92.1	82.9	53.0	89.0	103.3	126.7	129.9
Div Payout	100%	100%	61%	81%	80%	90%	90%



Valuation Summary

Expected CTC price	2023E	2024E
PER based target price	1,093	1,291
DCF Valuation based target price	1,283	1,348
Average Target Price	1,188	1,319
Target price after Rounding off	1,200	1,400

Return	2023E	2024E
Target Price	1,200	1,400
Current Price	800	800
Capital Gain (LKR)	400	600
Dividend (LKR) 2022E	103	127
Capital Gain %	50%	75%
Dividend Yield %	13%	16%
Total Return %	63%	91%
Annualized Return %	132%	50%

Discounted Cash Flow Valuation

DCF based Valuation	2023E	2024E
Enterprise Value	211,006	221,627
(-) Debt	-	-
(+) Cash	29,399	30,802
Total Value of Equity	240,405	252,428
No. of shares	187	187
Target Price	1,283	1,348

COE	2023E	2024E
Rf	21.0%	18.0%
Rm	29.0%	26.0%
Growth %	3.0%	3.0%
β	0.80	0.41
Ke=Rf+β(Rm-Rf)	27%	21%

PER Valuation

PER based Valuation	2023E	2024E
Earnings (LKR 'Mn)	20,469	24,190
No. of Shares ('Mn)	187	187
EPS	109.3	129.1
Expected PER	10.0x	10.0x
Price at 10.0x Earnings	1,093	1,291

WACC	2023E	2024E
Ke	27%	21%
Kd	5%	5%
D/E Assumption	40/60	40/60
Terminal Growth (%)	3.0%	3.0%
WACC	18%	15%

PER Chart





Appendix I: Statement of Income and Expenses

Income Statement (LKR Mn)	2019	2020	2021	2022	2023E	2024E	2025E
Y/E 31st December							
Gross Revenue	141,342	132,149	134,369	167,194	184,355	197,481	201,273
Government Levies	-105,818	-100,076	-100,753	-122,922	-133,792	-142,742	-144,899
Net Revenue	35,524	32,073	33,615	44,272	50,563	54,739	56,374
Other operating income	70	101	33	36	51	55	56
Raw materials	-2,213	-2,169	-2,645	-3,439	-3,926	-4,246	-4,494
Employee benefits	-1,477	-1,365	-1,519	-2,020	-2,101	-2,185	-2,272
Other operating expenses	-4,550	-3,629	-3,023	-5,288	-6,038	-6,530	-6,783
Operating profit	27,058	24,671	26,128	33,196	38,225	41,468	42,465
Net interest income	1,634	763	519	1,196	1,695	2,058	2,156
Profit Before Taxation	28,692	25,434	26,646	34,393	39,920	43,526	44,621
Income Tax	-11,432	-9,855	-10,500	-13,924	-15,730	-17,151	-17,582
Profit for the Year	17,260	15,578	16,146	20,469	24,190	26,375	27,038
EPS	92.1	83.2	86.2	109.3	129.1	140.8	144.3

Appendix II: Statement of Financial Position

Balance Sheet (LKR Mn)	2019	2020	2021	2022	2023E	2024E	2025E
As at 31st December							
Non-Current Assets							
Property plant and equipment	3,978	4,682	5,347	5,552	6,478	7,676	9,212
	4,294	4,977	5,854	5,891	6,818	8,015	9,552
Current Assets							
Cash & cash equivalents	16,845	9,782	8,593	24,217	29,399	30,802	32,259
Total Assets	26,667	21,721	26,468	41,561	47,428	50,826	54,050
Equity and Liabilities							
Equity							
Stated capital	1,873	1,873	1,873	1,873	1,873	1,873	1,873
Retained earnings	2,750	2,729	7,114	15,620	20,458	23,095	25,799
Total equity	4,623	4,602	8,987	17,493	22,331	24,969	27,673
Current Liabilities							
Trade & other payables	10,680	7,827	5,169	9,028	10,057	10,817	11,337
Current tax Liabilities	6,475	4,967	4,219	6,754	6,754	6,754	6,754
Dividends payable	3,746	3,465	7,220	7,108	7,108	7,108	7,108
	21,328	16,639	17,003	23,268	24,297	25,057	25,578
Total Liabilities	22,044	17,119	17,481	24,068	25,097	25,857	26,377
Total Equity & Liabilities	26,667	21,721	26,468	41,561	47,428	50,826	54,050
NAVPS	24.7	24.6	48.0	93.4	119.2	133.3	147.7

CTC Product Portfolio of Key Brands [LKR per stick]

Brands -	201	2	20	013	2014	2015	20	16	2017	2018	2019		2020	2021	2	022	2023
Dianus	Apr	Oct	Apr	Jun	Oct	Oct	Jan	Oct	Nov	Aug	Mar	Oct			May	Aug	Jan
Lower end																	
Capstan	8	9	9	10	10	10	11	-									
Low Priced -	Mid range																
Navy Cut		-	-	-	-	-	-	-	-	40	45	55			50		70
Bristol	-	-	-	20	20	20	22	22	33	40	45	55			50		70
High Priced -	Mid range																
Iohn Player	23	25	25	28	30	33	35	42	50	55	65	65	65	70	75	80	100
Premium																	
Dunhill Swit	26	28	30	34	35	37	40	45	55	60	70	70			85	95	110
Dunhill Ligh	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	55	70	70			85	95	110



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