# Saudi Dairy & Foodstuff Co

Food-Diversified – Industrial SADAFCO AB: Saudi Arabia

28 November 2019

الراجحي المالية Al Rajhi Capital



US\$3.913bn	<b>46%</b>		US\$1.291mn
Market cap	Free float		Avg. daily volume
Target price Current price	156.0 120.4		% from current at 27/11/2019

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# Performance Price Close MAV50 Relative to TADAWUL FF (RHS) 143.0 123.0 103.0 70 30 800 800 11/1/8 02/19 05/19 09/19

### **Earnings**

Earnings				
Period End (SAR)	FY18	FY19	FY20E	FY21E
Revenue (mn)	1,693	1,813	1,932	2,063
Revenue growth	-5.3%	7.1%	6.6%	6.8%
Gross profit	634	580	630	684
Gross margin	37%	32%	33%	33%
EBITDA (mn)	339	292	341	388
EBITDA margin	20%	16%	18%	19%
Net profit	260	216	254	293
Net margin	15%	12%	13%	14%
EPS	8.01	6.66	7.93	9.17
EPS growth	-15%	-17%	19%	16%
Return on Equity (ROE)	20%	16%	16%	16%
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Source: Company data, Al Rajhi Capital (company follows Mar-April FY)

### Valuation

Period End (SAR)	FY18	FY19	FY20E	FY21E			
EV/Sales	1.9x	1.8x	1.7x	1.6x			
EV/EBITDA	9.5x	11.1x	9.5x	8.3x			
P/E	15.0x	18.0x	15.1x	13.1x			
P/BV	2.9x	2.9x	2.4x	2.1x			
Source: Company data, Al Rajhi Capital							

# Saudi Dairy & Foodstuff Co Initiating coverage with a TP of SAR156/sh

We initiate coverage on SADAFCO with a target price of SAR156/sh based on equal weights given to DCF valuation (SAR157) and P/E based relative valuation (SAR 154/sh based on 20x FY20e earnings which is much lower than Almarai even after having higher ROE and growth potential). SADAFCO is the market leader in plain UHT milk segment with a market share of 62.3%, tomato paste with a market share of 55% and ice cream with a market share of 24.8%. Its business moat is its strong supply and distribution channel, better penetration to traditional retailers and new product launches in line with the changing consumer preferences. The company is debt free and has rich cash balance which enables it to expand further without the need for borrowing. Recently company increased its sales point of ice cream by distributing several thousands of freezers across GCC regions which enabled it to deliver a double digit growth (13% y-o-y in Q2 2020) in ice-cream segment and increase its market share. Latest development at central warehouse in Jeddah and increase in delivery feet size should help the company in decreasing its reliance on third parties for logistics and in turn should improve the margins going forward.

Leadership position in UHT (ultra-heat treatment) Milk: SADAFCO is the market leader in UHT milk segment with a market share of 62.3% (as on Q2 2020) and 33% market share in RTD milk (it includes fresh milk and UHT plain milk). Its milk has consistent demand in the market and is well trusted among the people since years. The company derives ~66% of its total revenues from RTD milk segment. The company has recently strengthened its supply chain management by revamping its warehouses, delivery vehicles and logistics. This has improved its supply to traditional grocery stores and we believe that the improved supply chain will help the company in penetrating further into local shops which will enhance its market share. Another advantage of long life milk is that it doesn't require refrigerators for storage and this provides an advantage to the company as it will not be impacted much in case of hike in electricity prices compared to fresh milk producers. The acceptance of UHT milk is increasing due to its longer shelf life as well ease of storage compared to fresh milk. Therefore we believe the demand for company's UHT milk will be higher in future.

Figure 1: SADAFCO market share as on Q2 2020

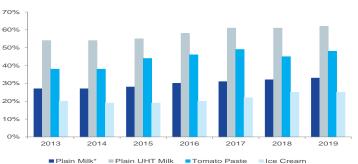
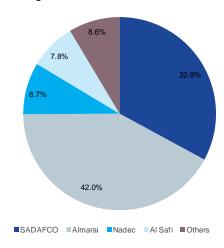
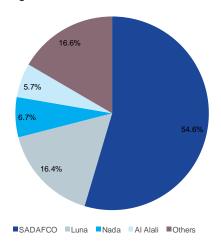


Figure 2 Market Share - Plain Milk^



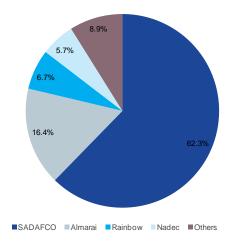
Source: Corporate presentation, company data, Al Rajhi Capital

Figure 4 Market Share - Tomato Paste



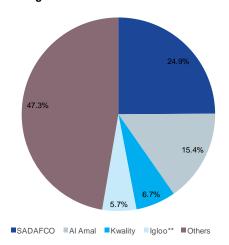
Source: Corporate presentation, company data, Al Rajhi Capital

Figure 3 Market Share - Plain UHT Milk



Source: Corporate presentation, company data, Al Rajhi Capital

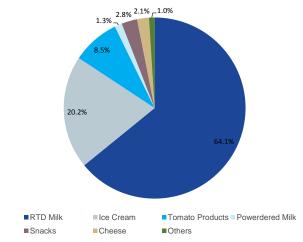
Figure 5 Market Share - Ice Cream



Source: Corporate presentation, company data, Al Rajhi Capital

**Increasing penetration in ice-cream segment:** SADAFCO's revenue contribution from ice cream segment has recently increased from 17% in Q1 2019 to 20.2% in Q2 2020. The main reason for the increase in ice cream sales was due to addition of several thousand new freezers across GCC nations last summer which helped the company in creating new point of sales for ice cream and helped the company in gaining the market share; it currently holds a market share of 24.8%. Saudia's ice cream is considered a value product in the market which aligns with the current down trading behaviour exhibited by Saudi nationals towards purchase of non-discretionary items such as groceries and dairies. The revenue from ice cream is expected to grow in coming years and we expect the total contribution of ice-cream to reach 16% by 2024e from 14% currently.

Figure 6 :Product type revenue for Q2 2019



Source: Company data, Al Rajhi Capital

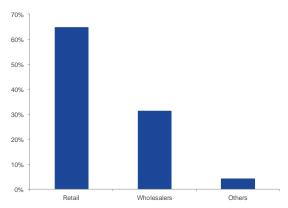
**Dominance in tomato paste and sauces:** SADAFCO is the market leader with a 55% market share in tomato paste and its share has increased by 10% from 45% in Q1 2019 to 55% in Q2 2020. The growth of the tomato paste market is directly correlated to the population as well as tourist growth, with the new tourist visa launches the number of leisure tourist are expected to increase which in turn should increase the footfall in restaurants. Tomato paste being one of the key cooking ingredients in households as well restaurants is expected to have a good overall market in coming future. Though the contribution of tomato paste is ~11% to the total revenue (FY 2019), it has better margins compared to dairy products. Therefore we feel that this is another core segment which will provide sustainability in revenue as well as support margins going forward.

Consistent product launches to enhance the margins: Company is very pro-active in launching new products as per the changing consumer preferences. We have observed that in 2018 when vat (value added tax) was levied, there was an overall slowdown in the consumption. To support sales during that period, company introduced smaller size packets of its products in line with the changing consumer pattern where people were consuming lower value products. The company has a diversified product portfolio ranging from dairy products, tomato paste, Laban based fruit drink, frozen fries and snacks. Apart from dairy, which is ~65% of the total business, rest is a higher margin business. For UHT milk company charges a premium pricing compared to other players due to its superior quality. Recently the promotional discounts were reduced in the first half of FY 2020 and we feel that the dairy market will remain stable in near future.

# Robust supply chain and distribution networks will help in market penetration:

SADAFCO has three mega warehouses, two in Jeddah and one in Riyadh with 20 other distribution facilities across Saudia Arabia, gulf and Jordan. The company has recently announced that its central warehouse in Jeddah is fully operational and the need for third party warehouse is reduced which will lead to cost savings in future and enhance the margins. It recently added 62 sales trucks taking the total number to 803 trucks which will lead to faster and timely distribution of the product. The company has a regional retail network of 32,088 outlets across Arabian Peninsula out of which 65% is to retailers and 31% is to wholesalers. Its reach to traditional retailers is better compared to other long life dairy manufacturers in Saudi Arabia.

Figure 7: Distribution Format



Source: Company data, Al Rajhi Capital

Zero leverage and cash rich model supports future expansion and dividend payment: The ROE for SADAFCO was 16.2% as on 2019 which was higher than its peers Almarai and Nadec. Company recently purchased a milk powder manufacturer named Mlekoma in Poland. This acquisition has helped the company in setting its footprints in Poland, it also reduces the raw material prices for its final products mainly ice-cream which should reduce the COGS and increase gross margins going forward. In future company can resort to geographical expansion or further capacity addition without any debt requirements which will enhance the returns for the shareholders. The company had a pay-out ratio of almost 60% for FY 2019 which implies a dividend yield of 3.3%, we believe that company can maintain this level of pay-out ratio or further increase it as we expect the working capital requirements to go down and cash & cash equivalents to increase due to less dependency on third party warehouses.

# **Key Financials:**

Figure 8: Summary of DCF valuation

	FY20E	FY21E	FY22E	FY23E	FY24E
Post-tax operating profit (NOPAT)	205,264	242,798	282,476	331,716	381,120
Add: Depreciation & amortization	70,390	79,489	83,615	88,061	92,829
Less: Change in working capital	136,868	(89,190)	(9,788)	(13,327)	(10,720)
Less: Capex	(218,507)	(96,615)	(103,164)	(111,146)	(119,199)
Free Cash Flow	194,015	136,482	253,139	295,304	344,030
FCF growth		-29.7%	85.5%	16.7%	16.5%
Discount factor	0.97	0.90	0.83	0.77	0.71
PV of Free Cash Flows	188,837	122,805	210,566	227,085	244,570
Sum of present values of FCFs	993,863				
Perpetual Growth Rate (g)	2.00%				
Free cash flow (t+1)	350,910				
WACC	8.17%				
Terminal value	5,686,476				
Present value of terminal value	4,042,511				
Enterprise Value (EV)	5,036,374				
Less:	, ,				
Net debt	-				
Minorities	(19,414)				
Equity value	5,016,960				
Outstanding Shares (SAR '000)	32000.0				
Target Price / Fair value per share (SAR)	156.8				

Source: Company data, Al Rajhi Capital

Figure 9: DCF based target sensitivity to assumptions

**Terminal Growth Rate (%)** 

		0.0%	1.0%	2.0%	3.0%	4.0%	5.0%
	6.2%	160.8	174.6	195.0	228.3	292.2	465.3
ပ	7.2%	148.5	158.2	171.5	191.3	223.5	285.5
WACC	8.2%	139.2	146.2	155.6	168.5	187.7	219.0
>	9.2%	131.8	137.2	144.0	153.1	165.7	184.3
	10.2%	125.9	130.1	135.3	141.9	150.7	162.9

Figure 10: Income Statement

	FY18	FY19	FY20E	FY21E	FY22E
Revenue - net	1,693	1,813	1,932	2,063	2,223
Revenue growth	-5.3%	7.1%	6.6%	6.8%	7.7%
Cost of Revenue	(1,059)	(1,233)	(1,302)	(1,379)	(1,473)
Gross Profit	634	580	630	684	750
Gross profit growth	-8.2%	-8.4%	8.6%	8.6%	9.7%
Gross margin (%)	37.4%	32.0%	32.6%	33.2%	33.8%
SGA	(358)	(358)	(368)	(379)	(392)
Other operating (expense) / income	1	1	1	1	1
EBITDA	339	292	341	388	446
EBITDA growth	-11.0%	-14.0%	16.8%	13.7%	14.8%
EBITDA margin (%)	20.1%	16.1%	17.7%	18.8%	20.0%
EBIT	274	222	262	304	357
EBIT growth	-13.8%	-19.1%	18.0%	16.3%	17.4%
EBIT margin	16.2%	12.2%	13.5%	14.8%	16.1%
Other income / expenses	7	12	12	12	12
Net income before zakat	281	233	273	316	369
Zakat	(21)	(17)	(20)	(23)	(27)
Net income after zakat	260	216	254	293	343
Net income growth	-14.5%	-17.0%	17.4%	15.6%	16.8%
Net Margin	15.4%	11.9%	13.1%	14.2%	15.4%
EPS (SAR)	8.01	6.66	7.93	9.17	10.71

Figure 11: Balance Sheet

rigure 11. Dalance Sheet	FY18	FY19	FY20E	FY21E	FY22E
Current Assets					
Cash and cash equivalents	559	582	692	916	1,173
Account receivables	157	193	196	209	225
Inventories	348	277	321	340	363
Prepaid expenses and other current assets	36	43	43	43	43
Total Current Assets	1,100	1,095	1,252	1,508	1,804
Non-Current Assets					
Fixed assets	663	787	804	824	847
Investments	0	5	5	5	5
Other non-current assets	-	29	29	29	29
Total Non-Current Assets	663	821	838	857	880
Total Assets	1,763	1,916	2,089	2,366	2,685
Current Liabilities					
Accounts payable	145	198	178	189	202
Accrued expenses	164	204	181	193	206
Zakat payable	21	16	16	16	16
Other current liabilities	0	2	2	2	2
Total Current Liabilities	329	420	378	400	426
Non-Current Liabilities					
Employees' end of service benefits	113	110	110	110	110
Other non-current liabilities	-	28	28	28	28
Total Non-Current Liabilities	113	138	138	138	138
Shareholders' Equity					
Share capital	325	325	325	325	325
Statutory Reserve	163	163	163	163	163
Voluntary reserve/ other reserves	208	230	230	230	230
Foreign currency translation adjustments	(1)	(1)	(1)	(1)	(1)
Treasury shares	-	(52)	(52)	(52)	(52)
Retained earnings	627	673	889	1,143	1,436
Non-controlling interest	0	19	19	19	19
Total Shareholders' Equity	1,321	1,358	1,574	1,828	2,121
Total Liabilities & Shareholder Equity	1,763	1,916	2,089	2,366	2,685
Source: Company data, Al Rajhi Capital					

Figure 12 : Cash Flow Statement

	FY18	FY19	FY20E	FY21E	FY22E
Cash flow from operations	341	422	206	327	368
CAPEX	(130)	(219)	(97)	(103)	(111)
Free cash flow	211	204	110	224	257
Cash flow from financing activities	(196)	(182)	-	-	-
Change in cash	16	22	110	224	257

**Sustained demand for dairy products in KSA:** As per IMF report, Saudi Arabia's population is expected to grow at a CAGR of 2% going forward which should lead to increase demand for fresh milk and other dairy products. Apart from population growth Saudi Arabia receives millions of religious tourist every year and with new visa rules the number of tourist will increase this should further support the dairy and related products in future. Therefore we believe there will not be any tailwinds from the demand side for the company in near future and SADAFCO's top-line can grow at 6-7% in between 2020e-2024e.

Figure 13: Estimated Milk Consumption in KSA

	2018	2019	2020	2021	2022	2023	2024
Saudi Arabia Population (in millions)	33.203	33.867	34.545	35.236	35.940	36.659	37.392
Per capita Milk consumption (ltrs.) (Annually)*	24.6	24.6	24.6	24.6	24.6	24.6	24.6
Total Milk consumption (million ltrs.) (Annually)	816.79	833.13	849.81	866.81	884.12	901.81	919.84

Source: \*Arab News, Al Rajhi Capital

**Higher return metrics compared to peers:** SADAFCO has better return metrics compared to other dairy players in the market; its ROE of 17%, ROA of 12% and ROIC of 15% are highest among all the three listed dairy players in Saudi Arabia. Therefore in long run SADAFCO is a wealth creator for shareholders.

Figure 14: ROA Peer Companies

	2015	2016	2017	2018	TTM
SADAFCO*	20.0%	20.0%	15.3%	11.9%	11.7%
Almarai	7.5%	7.6%	7.1%	6.3%	5.7%
Nadec	3.9%	2.4%	1.0%	0.0%	0.1%

Source: Bloomberg, Al Rajhi Capital; \*Year end next year March 31

Figure 15 : ROE Peer Companies

	2015	2016	2017	2018	TTM
SADAFCO*	25.5%	25.8%	20.2%	16.4%	16.7%
Almarai	16.7%	16.6%	15.3%	13.8%	13.4%
Nadec	10.8%	6.8%	2.8%	0.1%	0.3%

Source: Bloomberg, Al Rajhi Capital; \*Year end next year March 31

Figure 16 : ROIC Peer Companies

	2015	2016	2017	2018	TTM
SADAFCO*	26.3%	24.0%	18.5%	14.2%	15.1%
Almarai	9.7%	9.5%	9.1%	8.1%	7.8%
Nadec	5.4%	6.0%	2.2%	1.0%	2.4%

Source: Bloomberg, Al Rajhi Capital; \*Year end next year March 31

**Valuation:** We value SADAFCO using equal weight of DCF and PE based relative valuation. Our DCF based target price based on 2% terminal growth and 8.17% WACC comes to SAR157 and P/E based relative valuation based on 20x FY20e EPS gives us a target price of SAR154 thus equal weighted target price stands at SAR156 which implies an upside of 30% from current market price of SAR120.40 which implies "overweight rating".

**Key Risks:** Key downside risk to our valuation includes 1) any slowdown in consumer spending due to any regulatory issues might impact the revenue growth of the company and ultimately our target price, 2) company's major revenue is exposed to UHT dairy, if there is any further price led competition in the market then margins will come under pressure and will have downside risk to our target price, 3)slowdown in population growth will have a negative impact on dairy demand which in turn will impact the top-line, and 4) any changes in expat levy will increase SG&A and will reduce the operating margins going forward.



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### Explanation of Al Rajhi Capital's rating system

Al Rajhi Capital uses a three-tier rating system based on absolute upside or downside potential for all stocks under its coverage except financial stocks and those few other companies not compliant with Islamic Shariah law:

"Overweight": Our target price is more than 10% above the current share price, and we expect the share price to reach the target on a 12 month time horizon.

"Neutral": We expect the share price to settle at a level between 10% below the current share price and 10% above the current share price on a 12 month time horizon.

"Underweight": Our target price is more than 10% below the current share price, and we expect the share price to reach the target on a 12 month time horizon.

"Target price": We estimate target value per share for every stock we cover. This is normally based on widely accepted methods appropriate to the stock or sector under consideration, e.g. DCF (discounted cash flow) or SoTP (sum of the parts) analysis.

Please note that the achievement of any price target may be impeded by general market and economic trends and other external factors, or if a company's profits or operating performance exceed or fall short of our expectations.

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## Al Rajhi Capital

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