

Jumbo (BELA GA)

Neutral

Target price (EUR) **13.60**
 Share price (EUR) **14.58**
 Potential total return (%) **-6.7**

Jun	2016a	2017e	2018e
EPS	0.89	0.94	1.01
PE (x)	16.4	15.5	14.4
Performance	1M	3M	12M
Absolute (%)	2.0	27.9	62.0
Relative (%)	-1.6	12.5	42.1

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Spiros Tsangalakis
 Analyst
 BETA Securities S.A.
 +30 2106478 751
 s.tsangalakis@beta.gr

BETA Securities S.A.

For analyst certifications and other important disclosures, see the Disclosure Appendix.

Somewhat stretched valuation after hefty 2016 gains

- We expect Jumbo to provide H1 sales trading update by end-next week, looking at group top-line growth of 8.5% to EUR403.4m
- Following stellar 2016 stock performance (+55%), Jumbo seems fairly valued, in our view, trading 15.5x its June 2017e EPS
- TP raised to EUR13.6/sh (from EUR13.2) thanks to higher FCF generation; Cut to Neutral (Overweight) on valuation grounds

Fiscal H1/Q2 2017e sales outlook

Ahead of Jumbo's traditional post-Christmas period sales trading update (out by end-next week), we see fiscal H1 2017e (01/07/16 to 31/12/16) group sales rising 8.5% y-o-y to EUR403.4m, on robust SE Europe operations and positive L-F-L growth momentum in Greece.

In greater detail, we look for sales increase of 2% y-o-y to EUR271.7m in Greece, with international markets advancing 24% to EUR131.7m, making up 33% of group total vs 29% in 1H16a.

Fast-growing Romania sales should jump 61% y-o-y to EUR45.9m in fiscal H1 2017e, representing 11% of group total against 8% a year ago.

First-half Bulgaria (growing brand equity) and Cyprus sales are seen 18% and 5% higher y-o-y to EUR38m and EUR47.9m, respectively, on our estimates.

In all, this means a domestic sales growth deceleration in fiscal 2Q17e, +1% y-o-y to EUR154.5m (vs +5% in 1Q17a) on persistently weak economic conditions and tough y-o-y comps, hindered also by bad weather during key New Year shopping.

Sales abroad, in turn, should expand by 20% y-o-y to EUR78.6m: Romania +41% to EUR27.9m, Cyprus +5% to EUR27m, Bulgaria +19% to EUR23.7m.

On November 2016, new Stara Zagora (Bulgaria) hypermarket commenced operations, bringing Jumbo's network to 72 outlets: Greece 51 (assuming no "first generation", small store closures), Bulgaria 9, Romania 7 and Cyprus 5.

Fiscal H1 2017e group results preview

Despite gross margin dropping 73bps to 50.8%, fiscal H1 group EBITDA is seen up 8% y-o-y to EUR114.1m, reflecting a solid progress at the cost front (high operating leverage), as total overheads should ease at 21.9% of sales compared with 22.5% a year earlier.

In a similar fashion, we forecast fiscal H1 2017e group EBIT and EBT to increase 9% and 7% y-o-y to EUR102.3m and EUR103.7m, respectively.

ATHENS SE Index level	663.37	Enterprise value (EURm)	1,703
RIC	BABr.AT	Market cap (EURm)	1,984
Bloomberg	BELA GA	Market cap (USDm)	2,094

Source: BETA Securities

Source: BETA Securities

Financials & valuation

Financial statements (IFRS)

Year to	06/2016a	06/2017e	06/2018e	06/2019e
Profit & loss summary (EURm)				
Revenue	637.6	686.3	731.7	781.4
EBITDA	183.7	194.2	207.1	222.0
Depreciation & amortisation	(22.7)	(23.8)	(25.0)	(26.2)
Operating profit/EBIT	161.0	170.3	182.1	195.8
Net interest	4.1	2.6	3.2	3.6
PBT	165.1	173.0	185.3	199.4
Clean PBT	162.9	173.0	185.3	199.4
Taxation	43.9	45.3	48.0	51.2
Net profit	121.3	127.7	137.3	148.1
Clean net profit	119.7	127.7	137.3	148.1
Cash flow summary (EURm)				
Cash flow from operations	124.7	117.4	138.2	149.0
Capex	(19.0)	(44.9)	(42.0)	(41.0)
Free cash flow	104.8	78.0	142.4	157.0
Dividends	49.0	42.2	46.3	49.0
Change in net debt	(105.4)	(36.5)	(96.9)	(108.7)
FCF equity	105.9	78.0	142.4	157.0
Balance sheet summary (EURm)				
Intangible fixed assets	-	-	-	-
Tangible fixed assets	686.8	730.9	772.1	812.3
Current assets	678.9	751.7	874.7	1,011.2
Cash & others	394.7	431.3	528.2	636.9
Total assets	1,209.4	1,303.3	1,443.2	1,594.4
Operating liabilities	134.2	136.4	138.2	140.6
Gross debt	165.4	166.2	166.9	167.6
Net debt/(cash)	(244.5)	(281.1)	(378.0)	(486.8)
Shareholders funds	915.6	1,006.5	1,143.8	1,292.0
Invested capital	742.1	795.0	832.6	868.7

Ratio, growth and per share analysis

Year to	06/2016a	06/2017e	06/2018e	06/2019e
Y-o-y % change				
Revenue	9.4	7.7	6.6	6.8
EBITDA	15.4	5.7	6.7	7.2
Operating profit	16.7	5.8	6.9	7.5
PBT	20.6	4.8	7.1	7.6
Clean EPS	12.1	6.7	7.6	7.9
Ratios (%)				
Revenue/IC (x)	0.9	0.9	0.9	0.9
ROIC	15.8	15.7	16.1	16.6
ROE	14.2	13.3	12.8	12.2
ROA	10.8	10.4	10.2	9.9
EBITDA margin	28.8	28.3	28.3	28.4
Operating profit margin	25.3	24.8	24.9	25.1
EBITDA/net interest (x)	-44.4	-73.3	-64.9	-62.0
Net debt/equity	-26.7	-27.9	-33.0	-37.7
Net debt/EBITDA (x)	-1.3	-1.4	-1.8	-2.2
CF from operations/net debt	-67.7	-56.9	-48.4	-40.4
Per share data (EUR)				
EPS reported/fully diluted	0.89	0.94	1.01	1.09
Recurring EPS/fully diluted	0.88	0.94	1.01	1.09
DPS	0.36	0.31	0.34	0.36
NAV	6.73	7.40	8.41	9.50

Key forecast drivers (EURm)

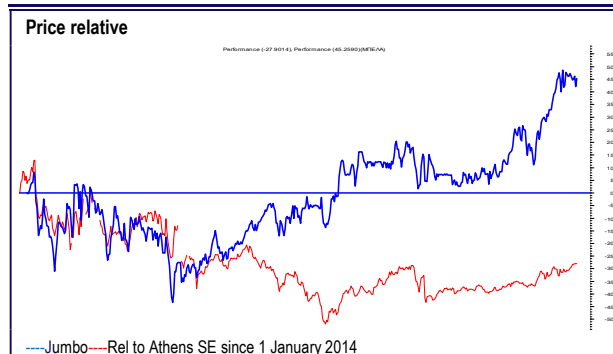
Year to	06/2016a	06/2017e	06/2018e	06/2019e
Greece store network	51	51	52	52
Greece store closings	2	-	-	-
Cyprus store network	5	5	5	5
Bulgaria store network	8	9	9	9
Romania store network	7	7	9	11
Group store network	71	72	75	77
Greece selling space (year-end)	281,003	281,003	287,003	287,003
Greece selling sp. (weighted avg)	283,690	281,003	285,253	287,003
Greece selling sp. (year-end) chg	-1.9%	0.0%	2.1%	0.0%
Greece selling sp. (weighted avg) chg	1.4%	-0.9%	1.5%	0.6%
Group selling sp. (year-end)	454,803	462,803	483,469	498,136
Group selling sp. (weighted avg)	455,156	459,803	476,830	492,636
Group selling sp. (year-end) chg	0.6%	1.8%	4.5%	3.0%
Group selling sp. (weighted avg) chg	7.3%	1.0%	3.7%	3.3%
Greece L-F-L sales growth	3.8%	4.2%	3.6%	4.1%
Cyprus L-F-L sales growth	-2.8%	4.4%	4.0%	3.7%
Bulgaria L-F-L sales growth	14.6%	10.1%	5.9%	6.2%
Romania L-F-L sales growth	43.8%	40.6%	9.3%	8.8%
Group L-F-L sales growth	4.8%	5.6%	5.3%	6.8%
Greece sales per sq. m (EUR)	1,618	1,691	1,744	1,811
Cyprus sales per sq. m (EUR)	2,143	2,237	2,327	2,413
Bulgaria sales per sq. m (EUR)	658	708	741	787
Romania sales per sq. m (EUR)	860	1,195	1,242	1,275
Group sales per sq. m (EUR)	1,401	1,493	1,535	1,586

Valuation data

Year to	06/2016a	06/2017e	06/2018e	06/2019e
EV/sales	2.7	2.5	2.2	1.9
EV/EBITDA	9.5	8.8	7.8	6.7
EV/IC	2.3	2.1	1.9	1.7
PE	16.6	15.5	14.4	13.3
P/NAV	2.2	2.0	1.7	1.5
FCF yield (%)	5.3	3.9	7.2	7.9
Dividend yield (%)	2.5	2.1	2.3	2.5

Issuer information

Share price (EUR)	14.58	Target price (EUR)	13.60	Potent'l return (%)	-7%
Reuters (Equity)	BABr.AT	Bloomberg (Equity)	BELA GA		
Market cap (USDm)	2,094	Market cap (EURm)	1,984		
Free float (%)	68	Enterprise value (EURm)	1,703		
Country	Greece	Sector	General Retail		
Analyst	SpirosTsangalakis	Contact	+30 210 6478751		



Source: BETA Securities
 Note: price at close of 11 January 2017

Jumbo: Fiscal H1/Q2 2017e group results (December 31, EURm)						
	H1 2016a	H1 2017e	H1 y-o-y	Q2 2016a	Q2 2017e	Q2 y-o-y
Greece sales	265.2	271.7	2%	153.5	154.5	1%
% of total	71.3%	67.4%		70.1%	66.3%	
International sales	106.5	131.7	24%	65.6	78.6	20%
% of total	28.7%	32.6%		29.9%	33.7%	
Cyprus sales	45.8	47.9	5%	25.8	27.0	5%
% of total	12.3%	11.9%		11.8%	11.6%	
Bulgaria sales	32.3	38.0	18%	19.90	23.7	19%
% of total	8.7%	9.4%		9.1%	10.2%	
Romania sales	28.4	45.9	61%	19.87	27.9	41%
% of total	7.7%	11.4%		9.1%	12.0%	
Sales	371.7	403.4	9%	219.1	233.2	6%
Sales ex-Romania	343.3	356.9	4%	199.2	204.6	3%
COGS	(180.2)	(198.4)	10%			
Gross Profit	191.6	205.0	7%			
Gross Margin	51.5%	50.8%				
Other Operating Income	(2.3)	(2.3)	2%			
Administrative Expenses	(13.4)	(14.0)	5%			
% of Sales	3.6%	3.5%				
Selling Expenses	(70.3)	(74.4)	6%			
% of Sales	18.9%	18.5%				
Total SG&A Exp.	(83.7)	(88.5)	6%			
% of Sales	22.5%	21.9%				
EBITDA	105.6	114.1	8%			
EBITDA Margin	28.4%	28.3%				
Depreciation	(11.3)	(11.9)	5%			
EBIT	94.3	102.3	9%			
EBIT Margin	25.4%	25.4%				
Net Financials	2.6	1.4	-45%			
EBT	96.8	103.7	7%			
EBT Margin	26.0%	25.7%				
Minorities	-	-				
Taxation	(24.3)	(26.0)	7%			
Effective Tax Rate	25.1%	25.1%				
Net Profit	72.5	77.7	7%			
Net Margin	19.5%	19.3%				
Recurring Net profit	71.2	77.7	9%			
Net Margin	19.2%	19.3%				

Source: Jumbo, BETA Securities estimates

		Pre-tax Margin		
		22.4%	24.4%	26.4%
WACC	9.7%	14.88	15.32	15.77
	10.2%	14.02	14.41	14.80
	10.7%	13.25	13.60	13.95
	11.2%	12.56	12.87	13.18
	11.7%	11.94	12.22	12.49

Source: BETA Securities estimates

Valuation

We lift our TP to EUR13.6 (3-stage DCF model: 10.71% WACC, 10.92% COE, Rf 6.0%, ERP 5.0%, asset beta 0.98) vs EUR13.2 before, mostly driven by stronger FCF generation.

Since our new TP implies 7% downside potential, we cut our recommendation to Neutral from Overweight previously.

Post 2016 stock rally (gaining 55% in absolute terms, outperforming Athens GI by an impressive 52%), Jumbo currently trades 15.5x its June 2017e EPS, looking fairly valued, in our view.

That said, we like Jumbo for its massive end-June 2017e net cash of EUR281.1m (14% of market cap), superior margins, 13% ROE, robust FCF and excellent track record.

Growth drivers

- solid Greece L-F-L sales growth, up by 4% per annum through fiscal 2016a-19e
- market consolidation (more relevant nowadays due to the ongoing crisis/credit crunch)
- further diversification into higher value-added non-toy product lines
- strong network expansion; we expect three new store additions in fiscal 2018e: 1 based in Greece and 2 in Romania - another two rollouts in 2019e (both in Romania).

Key catalysts

- as Greece swings to growth in 2017e (IMF sees GDP +2.7% y-o-y, +1.8% expansion in 3Q16a), consumer spending may heat up boosting sales and margins
- net cash position (EUR2.07/share at end-fiscal 2017e) leaves plenty of scope for extra dividend/capital returns
- positive sales mix effects could enhance profitability ahead of our forecasts

Risks

Downside risks, we believe, include:

- declining consumer sentiment in Greece should put top-line growth under strain
- reduction in disposable income in SEE would hit growth outlook
- aggressive USD gains over the EURO could put gross margins under pressure
- freight fares rebound or/and higher labour costs in China should hit profitability
- unfavourable SEE demographics may dent toy/baby apparel growth prospects

Clean 2017e group EPS to rise 7% y-o-y

On our forecasts, fiscal 2017e group top-line is seen +8% y-o-y to EUR686.3m, fuelled by strong domestic L-F-L sales (+4% to EUR475.2m) and 18% jump (to EUR211.1m) in SEE operations.

Jumbo: Fiscal 2017e-18e forecast revisions (EURm, June 30)									
	FY 2017e					FY 2018e			
	FY16a	Old	New	Revision	y-o-y	Old	New	Revision	y-o-y
Greece sales	458.9	478.2	475.2	-1%	4%	501.5	497.4	-1%	8%
<i>of total</i>	72.0%	70.2%	69.2%			69.2%	68.0%		
International sales	178.7	203.1	211.1	4%	18%	223.3	234.3	5%	31%
<i>of total</i>	28.0%	29.8%	30.8%			30.8%	32.0%		
Cyprus sales	78.9	82.3	82.3	0%	4%	85.6	85.6	0%	9%
<i>of total</i>	12.4%	12.1%	12.0%			11.8%	11.7%		
Bulgaria sales	51.9	58.1	59.5	2%	14%	63.0	64.5	2%	24%
<i>of total</i>	8.1%	8.5%	8.7%			8.7%	8.8%		
Romania sales	47.9	62.6	69.3	11%	45%	74.7	84.2	13%	76%
<i>of total</i>	7.5%	9.2%	10.1%			10.3%	11.5%		
Total sales	637.6	681.3	686.3	1%	8%	724.8	731.7	1%	15%
Gross Profit	337.9	363.1	357.6	-2%	6%	384.9	379.0	-2%	12%
<i>Gross Margin</i>	53.0%	53.3%	52.1%			53.1%	51.8%		
EBITDA	183.7	189.9	194.2	2%	6%	202.6	207.1	2%	13%
<i>EBITDA Margin</i>	28.8%	27.9%	28.3%			28.0%	28.3%		
EBT	165.1	169.0	173.0	2%	5%	181.1	185.3	2%	12%
<i>EBT Margin</i>	25.9%	24.8%	25.2%			25.0%	25.3%		
Taxation	(43.9)	(41.4)	(45.3)	9%	3%	(51.2)	(48.0)	-6%	9%
<i>Effective Tax Rate</i>	26.6%	24.5%	26.2%			28.3%	25.9%		
Net profit	121.3	127.6	127.7	0%	5%	136.9	137.3	0%	13%
<i>Net Margin</i>	19.0%	18.7%	18.6%			18.9%	18.8%		
Recurring net profit	119.7	127.6	127.7	0%	7%	136.9	137.3	0%	13%
EPS	0.89	0.94	0.94	0%	5%	1.01	1.01	0%	13%
Net cash	244.5	220.6	281.1	27%	15%	292.0	378.0	29%	55%

Source: Jumbo, BETA Securities estimates

Fiscal 2017e Cyprus, Romania and Bulgaria sales should reach EUR82.3m, EUR69.3m and EUR59.5m, up 4%, 45% and 14% y-o-y.

As such, we estimate 2017e Greece, Cyprus, Romania and Bulgaria sales per sq. m. of EUR1,691 (+4% y-o-y), EUR2,237 (+4%), EUR1,195 (+39%) and EUR708 (+8%); EUR1,493 at a group level (+6.6%).

We expect 2017e gross margin erosion of 90bps to 52.1%, remaining firm over Jumbo ability to tackle (rising) USD impact on margins.

Thereby, fiscal 2017e EBITDA and net earnings are seen 6% and 5% higher y-o-y to EUR194.2m and EUR127.7m, respectively.

Adjusting for last year's EUR2.2m m-t-m bond valuation gains, group net earnings should advance 7% y-o-y in fiscal 2017e.

EPS/gross margin sensitivity to USD

- a potential +/-15% move (to 1.22/0.90) vs EUR/USD 1.06 baseline scenario would add/cut 102bps from our 2017e gross margin call of 52.1%
- assuming EUR/USD parity at 1.00, this would shave 51bps off our gross margin call, leading to EBITDA and EPS estimates downgrades of 2% each
- furthermore, a gross margin decline of 150bps to 50.6% (vs 52.1% basecase) should trigger 6% EPS cut to EUR0.88 (from EUR0.94) for fiscal 2017e.

Jumbo: Fiscal 2015a-19e sales/sq m, L-F-L sales per country of operation (June 30)						
		2015a	2016a	2017e	2018e	2019e
Greece	Sales (EURm)	437.9	458.9	475.2	497.4	519.8
	<i>y-o-y change</i>	2.9%	4.8%	3.6%	4.7%	4.5%
	Number of stores	53	51	51	52	52
	Selling space (sq m) year-end	286,377	281,003	281,003	287,003	287,003
	<i>increase in sq m (year-end)</i>	4.4%	-1.9%	0.0%	2.1%	0.0%
	Selling space (sq m) weighted average	279,877	283,690	281,003	285,253	287,003
	<i>increase in sq m (weighted average)</i>	2.3%	1.4%	-0.9%	1.5%	0.6%
	Sales per sq m (EUR)	1,565	1,618	1,691	1,744	1,811
<i>y-o-y change</i>	0.5%	3.4%	4.5%	3.1%	3.9%	
L-F-L sales growth y-o-y	1.1%	3.8%	4.2%	3.6%	4.1%	
Cyprus	Sales (EURm)	75.0	78.9	82.3	85.6	88.8
	<i>y-o-y change</i>	12.2%	5.1%	4.4%	4.0%	3.7%
	Number of stores	5	5	5	5	5
	Selling space (sq m) year-end	36,800	36,800	36,800	36,800	36,800
	<i>increase in sq m (year-end)</i>	27.8%	0.0%	0.0%	0.0%	0.0%
	Selling space (sq m) weighted average	33,133	36,800	36,800	36,800	36,800
	<i>increase in sq m (weighted average)</i>	28.7%	11.1%	0.0%	0.0%	0.0%
	Sales per sq m (EUR)	2,264	2,143	2,237	2,327	2,413
<i>y-o-y change</i>	-12.8%	-5.4%	4.4%	4.0%	3.7%	
L-F-L sales growth y-o-y	-7.1%	-2.8%	4.4%	4.0%	3.7%	
Bulgaria	Sales (EURm)	45.3	49.7	59.5	64.5	68.5
	<i>y-o-y change</i>	12.0%	9.7%	14.5%	8.4%	6.2%
	Number of stores	8	8	9	9	9
	Selling space (sq m) year-end	79,000	79,000	87,000	87,000	87,000
	<i>increase in sq m (year-end)</i>	0.0%	0.0%	10.1%	0.0%	10.1%
	Selling space (sq m) weighted average	79,000	79,000	84,000	87,000	84,000
	<i>increase in sq m (weighted average)</i>	0.0%	0.0%	6.3%	3.6%	6.3%
	Sales per sq m (EUR)	574	630	708	741	787
<i>y-o-y change</i>	12.0%	9.7%	7.7%	4.7%	6.2%	
L-F-L sales growth y-o-y	12.0%	9.7%	10.1%	5.9%	6.2%	
Romania	Sales (EURm)	24.3	47.9	69.3	84.2	104.3
	<i>y-o-y change</i>	175.1%	97.1%	44.8%	21.4%	23.9%
	Number of stores	6	7	7	9	11
	Selling space (sq m) year-end	50,000	58,000	58,000	72,667	87,333
	<i>increase in sq m (year-end)</i>	177.8%	16.0%	0.0%	25.3%	20.2%
	Selling space (sq m) weighted average	32,000	55,667	58,000	67,778	81,833
	<i>increase in sq m (weighted average)</i>	184.4%	74.0%	4.2%	16.9%	20.7%
	Sales per sq m (EUR)	759	860	1,195	1,242	1,275
<i>y-o-y change</i>	-3.3%	13.3%	39.0%	3.9%	2.7%	
L-F-L sales growth y-o-y	51.5%	43.8%	40.6%	9.3%	8.8%	
Group	Sales (EURm)	582.5	637.6	686.3	731.7	781.4
	<i>y-o-y change</i>	7.5%	9.4%	7.7%	6.6%	6.8%
	Number of stores	72	71	72	75	77
	Selling space (sq m) year-end	452,177	454,803	462,803	483,469	498,136
	<i>increase in sq m (year-end)</i>	13.0%	0.6%	1.8%	4.5%	3.0%
	Selling space (sq m) weighted average	424,010	455,156	459,803	476,830	492,636
	<i>increase in sq m (weighted average)</i>	8.8%	7.3%	1.0%	3.7%	3.3%
	Sales per sq m (EUR)	1,374	1,401	1,493	1,535	1,586
<i>y-o-y change</i>	-1.2%	2.0%	6.6%	2.8%	3.4%	
L-F-L sales growth y-o-y	1.1%	4.8%	5.6%	5.3%	6.8%	

Source: Jumbo, BETA Securities estimates

<p>Jumbo: 2012a-19e sales (EURm), gross margin (%)</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Sales (EURm)</th> <th>Gross margin (%)</th> </tr> </thead> <tbody> <tr><td>12a</td><td>480</td><td>53.0%</td></tr> <tr><td>13a</td><td>490</td><td>52.0%</td></tr> <tr><td>14a</td><td>530</td><td>53.0%</td></tr> <tr><td>15a</td><td>580</td><td>53.0%</td></tr> <tr><td>16a</td><td>630</td><td>52.0%</td></tr> <tr><td>17e</td><td>680</td><td>51.5%</td></tr> <tr><td>18e</td><td>720</td><td>51.5%</td></tr> <tr><td>19e</td><td>780</td><td>51.0%</td></tr> </tbody> </table>	Year	Sales (EURm)	Gross margin (%)	12a	480	53.0%	13a	490	52.0%	14a	530	53.0%	15a	580	53.0%	16a	630	52.0%	17e	680	51.5%	18e	720	51.5%	19e	780	51.0%	<p>Jumbo: 2012a-19e sales per country (EURm)</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Greece</th> <th>Cyprus</th> <th>Bulgaria</th> <th>Romania</th> </tr> </thead> <tbody> <tr><td>12a</td><td>400</td><td>20</td><td>50</td><td>10</td></tr> <tr><td>13a</td><td>410</td><td>20</td><td>50</td><td>10</td></tr> <tr><td>14a</td><td>420</td><td>20</td><td>50</td><td>20</td></tr> <tr><td>15a</td><td>430</td><td>20</td><td>50</td><td>30</td></tr> <tr><td>16a</td><td>440</td><td>20</td><td>50</td><td>40</td></tr> <tr><td>17e</td><td>450</td><td>20</td><td>50</td><td>50</td></tr> <tr><td>18e</td><td>460</td><td>20</td><td>50</td><td>60</td></tr> <tr><td>19e</td><td>470</td><td>20</td><td>50</td><td>70</td></tr> </tbody> </table>	Year	Greece	Cyprus	Bulgaria	Romania	12a	400	20	50	10	13a	410	20	50	10	14a	420	20	50	20	15a	430	20	50	30	16a	440	20	50	40	17e	450	20	50	50	18e	460	20	50	60	19e	470	20	50	70									
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Jumbo: Fiscal 2015a-19e group results (June 30, EURm)					
	2015a	2016a	2017e	2018e	2019e
Greece sales	437.9	458.9	475.2	497.4	519.8
<i>% change</i>	2.9%	4.8%	3.6%	4.7%	4.5%
<i>% of total</i>	75.2%	72.0%	69.2%	68.0%	66.5%
International sales	144.7	178.7	211.1	234.3	261.6
<i>% change</i>	24.5%	23.5%	18.2%	11.0%	11.7%
<i>% of total</i>	24.8%	28.0%	30.8%	32.0%	33.5%
Cyprus sales	75.0	78.9	82.3	85.6	88.8
<i>% change</i>	12.2%	5.1%	4.4%	4.0%	3.7%
<i>% of total</i>	12.9%	12.4%	12.0%	11.7%	11.4%
Bulgaria sales	45.3	51.9	59.5	64.5	68.5
<i>% change</i>	12.0%	14.6%	14.5%	8.4%	6.2%
<i>% of total</i>	7.8%	8.1%	8.7%	8.8%	8.8%
Romania sales	24.3	47.9	69.3	84.2	104.3
<i>% change</i>	175.1%	97.1%	44.8%	21.4%	23.9%
<i>% of total</i>	4.2%	7.5%	10.1%	11.5%	13.3%
Total Sales	582.5	637.6	686.3	731.7	781.4
<i>% change</i>	7.5%	9.4%	7.7%	6.6%	6.8%
Gross Profit	309.7	337.9	357.6	379.0	403.2
<i>Gross Margin</i>	53.2%	53.0%	52.1%	51.8%	51.6%
Other Operating Income	(2.4)	(2.1)	(2.2)	(2.3)	(2.5)
Administration Expenses	(22.9)	(22.1)	(22.9)	(23.6)	(24.4)
<i>% of sales</i>	3.9%	3.5%	3.3%	3.2%	3.1%
Selling Expenses	(125.2)	(130.0)	(138.3)	(146.0)	(154.3)
<i>% of sales</i>	21.5%	20.4%	20.2%	20.0%	19.8%
Total SG&A Expenses	(148.1)	(152.1)	(161.2)	(169.6)	(178.7)
<i>% of sales</i>	25.4%	23.9%	23.5%	23.2%	22.9%
EBITDA	159.2	183.7	194.2	207.1	222.0
<i>% change</i>	8.7%	15.4%	5.7%	6.7%	7.2%
<i>EBITDA Margin</i>	27.3%	28.8%	28.3%	28.3%	28.4%
Depreciation	(21.2)	(22.7)	(23.8)	(25.0)	(26.2)
EBIT	137.9	161.0	170.3	182.1	195.8
<i>% change</i>	8.5%	16.7%	5.8%	6.9%	7.5%
<i>EBIT Margin</i>	23.7%	25.3%	24.8%	24.9%	25.1%
Financial Income/(Expenses)	(1.0)	4.1	2.6	3.2	3.6
EBT (Pretax Profit)	137.0	165.1	173.0	185.3	199.4
<i>% change</i>	5.4%	20.6%	4.8%	7.1%	7.6%
<i>EBT Margin</i>	23.5%	25.9%	25.2%	25.3%	25.5%
Taxation	(32.1)	(43.9)	(45.3)	(48.0)	(51.2)
<i>Effective Tax Rate</i>	23.4%	26.6%	26.2%	25.9%	25.7%
Net Profit	104.8	121.3	127.7	137.3	148.1
<i>% change</i>	3.5%	15.7%	5.3%	7.6%	7.9%
<i>Net Margin</i>	18.0%	19.0%	18.6%	18.8%	19.0%
Recurring Net Profit	104.8	119.7	127.7	137.3	148.1
<i>% change</i>	3.5%	12.1%	6.7%	7.6%	7.9%
<i>Net Margin</i>	18.0%	18.8%	18.6%	18.8%	19.0%

Source: Jumbo, BETA Securities estimates

Disclosure appendix

RESPONSIBLE ENTITY

- Responsible Entity: BETA Securities
- Research Analysts: Manolis Chatzidakis Certified Equity Analyst, Spiros Tsangalakis Certified Equity Analyst.
- Authority: Hellenic Capital Market Committee.

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Definition of Investment ratings

- Outperform: The stock is expected to perform more than 10.0% relative to the General Index in the next 12 months.
- Neutral: The stock is expected to perform between -10.0% and +10.0% relative to the General Index in the next 12 months.
- Underperform: The stock is expected to perform less than 10.0% relative to the General Index in the next 12 months.

Research Team

Manos Chatzidakis
Analyst, Head of Research
+30 210 6478 75 mchatzidakis@beta.gr

Spiros Tsangalakis
Analyst
+30 210 6478 751 s.tsangalakis@beta.gr

Specialist Sales

Vaggelis Charatsis
+30 210 6478 920 xaratsisv@beta.gr

Petros Papathanasiou
+30 210 6478 764 petrosp@beta.gr

Andreas Kontogouris
+30 210 6478 777 andreask@beta.gr

George Karadimas
+30 210 6478 767 gkaradimas1@beta.gr

Frida Sotiropoulou
+30 210 6478 792 f.sotiropoulou@beta.gr

Takis Zamanis
+30 210 6478 942-3 zamanist@beta.gr

Constantinos Makris
+30 210 6478 982 makris@beta.gr

Vassilis Konstantinidis
+30 210 6478 795 v.konstantinidis@beta.gr

Dimitris Martinis
+30 210 6478 970 mart@beta.gr

Global Markets

Nicholaos Ritsonis
+30 210 6478 928 ritsonisn@beta.gr

Konstantinos Boukas
+30 210 6478 995 kboukas@beta.gr

Panos Biniaris
+30 210 6478 926 biniaris@beta.gr

Derivatives

Nick Zacharopoulos
+30 210 6478 946 zaxaropoulos@beta.gr

BETA Securities S.A.

Member of the Athens Stock Exchange

Member of the Athens Derivatives Market

International Markets, Portfolio Management, Consulting Services, On Line Trading

29.Alexandras Av.P.C.114 73.Athens, Greece

Tel: +30 210 64 78 900 | Fax: +30 210 64 78 901 | Email: info@beta.gr | Web: www.beta.gr

