Singapore Company Guide **mm2 Asia**

Version 3 | Bloomberg: MM2 SP | Reuters: MM2A.SI

Refer to important disclosures at the end of this report

DBS Group Research . Equity

BUY

Last Traded Price: \$\$0.52 (**STI**: 2,847.39) **Price Target**: \$\$0.63 (20% upside) (Prev \$\$0.52)

Potential Catalyst: Earnings-accretive acquisitions

Analyst

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What's New

- Collaboration with StarHub to produce up to \$\$25m of local content productions
- Adjust earnings for FY17F and FY18F by 11% and 9% respectively
- Maintain BUY, TP raised to \$\$0.63



Forecasts and Valuation				
FY Mar (S\$ m)	2015A	2016F	2017F	2018F
Revenue	24.3	43.9	92.0	106
EBITDA	9.92	14.8	25.0	29.4
Pre-tax Profit	6.58	9.82	20.0	24.4
Net Profit	5.08	8.15	16.6	20.3
Net Pft (Pre Ex.)	5.13	8.15	16.6	20.3
Net Pft Gth (Pre-ex) (%)	68.1	58.8	103.8	22.0
EPS (S cts)	1.23	1.67	3.13	3.82
EPS Pre Ex. (S cts)	1.24	1.67	3.13	3.82
EPS Gth Pre Ex (%)	68	35	87	22
Diluted EPS (S cts)	1.23	1.67	3.13	3.82
Net DPS (S cts)	0.0	0.0	0.0	0.0
BV Per Share (S cts)	4.64	7.83	13.7	17.5
PE (X)	42.3	31.1	16.6	13.6
PE Pre Ex. (X)	41.9	31.1	16.6	13.6
P/Cash Flow (X)	593.9	20.3	29.4	13.3
EV/EBITDA (X)	21.1	17.1	10.5	8.4
Net Div Yield (%)	0.0	0.0	0.0	0.0
P/Book Value (X)	11.2	6.6	3.8	3.0
Net Debt/Equity (X)	CASH	0.0	CASH	CASH
ROAE (%)	44.5	28.4	29.9	24.4
Earnings Rev (%):		0	11	9

Source of all data: Company, DBS Bank, Bloomberg Finance L.P

24 Mar 2016

Entry of a star

Raising profile with entry of StarHub. With StarHub now becoming a strategic investor with a 9.05% stake, mm2 can tap on the former's strong brand name and this could raise its profile and pave the way for bigger opportunities ahead. We maintain our BUY call on mm2 with a higher target price of \$\$0.63. mm2 generates revenue by extracting fees from producing and distributing movies. It has a high-margin business model (Gross margin: 40-50%, Net margin: c.20%) with an impressive growth outlook. We expect mm2 to grow at an EPS CAGR of 59% for FY15 to FY18F, underpinned by growth in local productions, expansion into the China market, and contribution from cinema operations and newly acquired entertainment company, UnUsUal Group.

Spreading its wings in China to support growth. mm2 intends to spread its wings to one of the most lucrative movie markets – China. The group has already co-produced several productions in China since 2013 and is currently working on a few movies in China. Chinese films generally have bigger budgets and better margins than local productions.

Valuation:

Earnings for FY17F and FY18F adjusted up by 11% and 9% respectively, after accounting for StarHub's collaboration. mm2 is trading at 31x FYMar16F PE and 17x FY17F PE, based on its enlarged share capital, compared to peers' 20x FY17F PE. Using peers' average of 20x, we derive our target price of \$\$0.63 on FYMar17F EPS, up from \$\$0.525 previously. The stock offers potential upside of 20%, and trades at an attractive PEG of 0.35x. Maintain BUY.

Key Risks to Our View:

No long-term financing arrangements for productions. The commencement of each production is dependent on mm2's ability to secure funding.

Productions may be adversely affected by delays and cost overruns. The production process is subject to a number of uncertainties, most of which are beyond mm2's control.

At A Glance

Issued Capital (m shrs)	219
Mkt. Cap (S\$m/US\$m)	114 / 83.2
Major Shareholders (%)	
Wee Chye Ang	59.1
StarHub	9.1
Philip Apac Opp Fund	7.9
Free Float (%)	25.0
3m Avg. Daily Val (US\$m)	0.43
ICB Industry : Consumer Services / Media	

WHAT'S NEW

Collaboration with StarHub to produce content

Collaboration with StarHub to produce up to S\$25m of local content productions

mm2 Asia has signed a non-binding memorandum of understanding (MOU) with StarHub to cooperate and collaborate on the production and distribution of original local productions. StarHub has just acquired a 9.05% stake in mm2. As part of the collaboration under the MOU, mm2 and StarHub are planning several projects which will be broadcast on StarHub's self-packaged TV channels and online platform. Both companies will work with advertisers and other partners to produce up to \$25m worth of original local content productions over a three-year period. StarHub has the option to renew the MOU for a further period of two years.

Our take

Adjust earnings for FY17F and FY18F by 11% and 9% respectively. Based on a production budget of about S\$8m per year for the 3-year period and assuming a net profit margin of 15%, mm2 could add about S\$1.2m to its bottom line.

Furthermore, with StarHub now becoming a strategic investor with a 9.05% stake, mm2 can tap on the former's strong brand name and this could raise its profile and pave the way for bigger opportunities ahead. mm2 could also leverage on StarHub to attract more sponsorship for its productions. StarHub can choose to tap on mm2's cineplex business to showcase its content, as well as gain access to top-rated concerts and artistes through UnUsUaL, in which mm2 owns a stake.

In all, we have adjusted net earnings for FY17F and FY18F by 11% and 9% respectively.

Maintain BUY, TP raised to S\$0.63

mm2 is trading at 31x FYMar16F PE and 17x FY17F PE, based on its enlarged share capital, compared to peers' 20x FY17F PE. Using peers' average of 20x, we derive our target price of \$\$0.63 on FYMar17F EPS, up from \$\$0.525 previously. We have removed the 30% discount that was applied earlier as mm2 is now able to raise its profile with StarHub as a strategic investor. The stock offers potential upside of 20%, and trades at an attractive PEG of 0.35x. Maintain BUY.

CRITICAL DATA POINTS TO WATCH

Earnings Drivers:

Acquisitions to strengthen competitive edge and build income base

Post IPO in December 2014, mm2 has made several acquisitions to maintain its competitive advantage. In April, mm2 acquired a 51% stake in a 3D animation company, Vividthree Productions, to strengthen its competitive advantage as a movie producer. Subsequent to that, mm2 acquired five cineplexes in Malaysia. The ownership of cinemas will provide a source of recurring income to the group and cost savings in the longer term, as mm2 usually has to pay about 50% of its gross intake for rental of cinemas. Cinema operation is a profitable business, and the group could be profitable even with less than 50% of the seats occupied. In December 2015, mm2 acquired a majority stake in a tech set-up that develops interactive solutions for digital users. The most recent one is UnUsUal Group for \$\$26m. This will enable mm2 to better project its presence in the Southeast Asia and North Asia markets.

Consolidating its position in local market; tapping on StarHub's strong brand name

As the industry leader, mm2 is poised for more opportunities ahead. With the recent entry of StarHub with a 9.05% stake, mm2 can tap on the former's strong brand name and this could raise its profile and pave the way for bigger opportunities ahead. mm2 could also leverage on StarHub to attract more sponsorship for its productions. StarHub can choose to tap on mm2's cineplex business to showcase its content, as well as gain access to top-rated concerts and artistes through UnUsUaL, in which mm2 owns a stake.

Spreading its wings in China

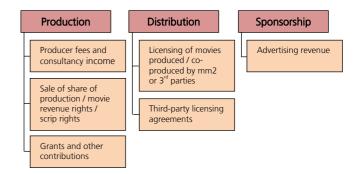
mm2 also intends to spread its wings to one of the most lucrative movie markets – China. The group has already coproduced several productions in China since 2013. Chinese films generally have bigger budgets and better margins than local productions.

On top of producing films that are made and distributed in China, mm2 also hopes to distribute China-made films overseas. mm2 may also look into producing reality TV, which makes up a sizeable segment of the China entertainment market.

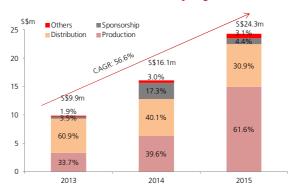
To further cement its foothold in China, mm2 has placed more shares to Hesheng Media, which is principally involved in the business of film and television investment, production, marketing and distribution in China. Hesheng Media has been a shareholder of the group even prior to mm2's initial public offering. Together with the recent placement, Hesheng's stake in mm2 has increased to about 1.5%.

Thus, we expect contribution from the China market to increase from FY17 onwards, from 5% in FY15 in terms of total revenue breakdown.

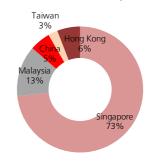
Revenue Contribution



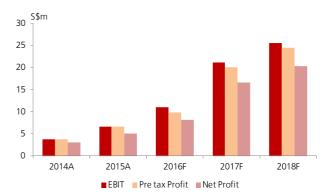
Revenue Breakdown by Segment



FY15 Revenue Breakdown by Country



Profitability Trend



Source: Company, DBS Bank





mm2 Asia

Balance Sheet:

Decent debt-to-equity ratio. Debt-to-equity ratio as at Sep-15 was 0.32x. We expect mm2 to take on more debt, as the group is constantly on the lookout for acquisitions that can complement its existing business, and also to build its recurring income base. On a debt-to-equity basis, the ratio is expected to fall as the equity base increases.

Asset-light business model. More than half of its assets are current assets, comprising mainly cash and receivables.

Share Price Drivers:

More acquisitions or strategic investments on the cards?

In just slightly more than a year since listing in Dec-14, mm2 has made several acquisitions and undertaken a few fund-raising exercises to fund the acquisitions. Besides acquiring cinemas, entertainment company, UnUsUal Group and other related businesses, mm2 has also managed to attract strategic investors like StarHub and Hesheng Media, a film and TV production company in China. With such an active flow of activities, we would not rule out further acquisitions or strategic investments going forward.

Stronger project pipeline, more productions

In terms of project pipeline to March 2017, we are expecting mm2 to produce 10 movies in Singapore with an estimated total production budget of about \$\$10m, and another 18 films from Malaysia, Taiwan and Hong Kong. In China, mm2 is currently working on a few movies. We are expecting about five movies/dramas with a estimated total production cost of about \$\$38m that could come on stream by Mar-17. Chinese films generally have bigger budgets and better margins than local productions. A stronger-than-expected project pipeline and higher production budget, especially in China, should help to boost bottom line and drive share price higher.

Key Risks:

No long-term financing arrangements for productions. The commencement of each production is dependent on mm2's ability to secure funding.

Productions may be adversely affected by delays and cost overruns. The production process is subject to a number of uncertainties, most of which are beyond mm2's control.

Unable to predict the commercial success of movies produced.

The commercial success of its productions is primarily determined by inherently unpredictable audience reactions.

Company Background

mm2 Asia is a leading producer of films and TV/online content in Asia. As a producer, mm2 provides services over the entire film-making process – from financing and production to marketing and distribution, and thus has diversified revenue streams.



Project Pipeline to March 2017

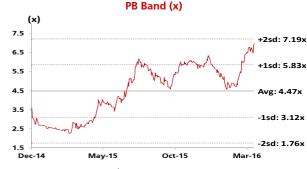
Movies Singapore	Total production estimate (S\$m)
10 movies	10
Malaysia	
6 movies	3
China	
5 movies / drama	38
Taiwan	
6 movies	11
Hong Kong	
6 movies	8
TOTAL	70

Number of movies produced

Year	Number of movies produced
FY Mar 2012	3
FY Mar 2013	6
FY Mar 2014	8
FY Mar 2015	9

Forward PE Band (x)





Source: Company, DBS Bank





Segmental	Breakdown
FY Mar	

FY Mar	2014A	2015A	2016F	2017F	2018F
Revenues (S\$m)					
Production & Distribution	16.1	24.3	31.8	38.8	50.5
Cinema	0.0	0.0	6.67	20.0	20.0
Other investments	0.0	0.0	5.50	33.2 —	36.0
Total	16.1	24.3	43.9	92.0	106
Gross profit (S\$m)					
Production & Distribution	5.09	9.58	12.7	17.5	22.7
Cinema	0.0	0.0	3.00	9.00	9.00
Other investments	0.0	0.0	2.50	11.9	13.1
Total	5.09	9.58	18.2	38.4	44.8
Gross profit Margins (%)					
Production & Distribution	31.6	39.5	40.0	45.0	45.0
Cinema	N/A	N/A	45.0	45.0	45.0
Other investments	N/A	N/A	45.5	36.0	36.3

39.5

41.4

41.7

42.1

Full-year contributions from the five cinemas

Includes contribution from UnUsUal Group and collaboration with StarHub

Income Statement (S\$m)

Total

FY Mar	2014A	2015A	2016F	2017F	2018F
Revenue	16.1	24.3	43.9	92.0	106
Cost of Goods Sold	(11.0)	(14.7)	(25.7)	(53.6)	(61.7)
Gross Profit	5.09	9.58	18.2	38.4	44.8
Other Opng (Exp)/Inc	(1.4)	(3.0)	(7.3)	(17.3)	(19.2)
Operating Profit	3.72	6.62	11.0	21.2	25.6
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	0.0	0.0	(1.1)	(1.1)	(1.1)
Exceptional Gain/(Loss)	0.0	(0.1)	0.0	0.0	0.0
Pre-tax Profit	3.70	6.58	9.82	20.0	24.4
Tax	(0.7)	(1.5)	(1.7)	(3.4)	(4.2)
Minority Interest	0.0	0.0	0.0	0.0	0.0
Preference Dividend	0.0	0.0	0.0	0.0	0.0
Net Profit	3.04	5.08	8.15	16.6	20.3
Net Profit before Except.	3.05	5.13	8.15	16.6	20.3
EBITDA	7.16	9.92	14.8	25.0	29.4
Growth					
Revenue Gth (%)	N/A	50.7	80.8	109.5	15.7
EBITDA Gth (%)	nm	38.5	49.5	68.7	17.6
Opg Profit Gth (%)	nm	78.3	65.4	93.0	20.8
Net Profit Gth (Pre-ex) (%)	nm	68.1	58.8	103.8	22.0
Margins & Ratio					
Gross Margins (%)	31.6	39.5	41.4	41.7	42.1
Opg Profit Margin (%)	23.0	27.3	24.9	23.0	24.0
Net Profit Margin (%)	18.8	20.9	18.6	18.0	19.0
ROAE (%)	166.5	44.5	28.4	29.9	24.4
ROA (%)	34.8	18.5	14.2	15.4	13.3
ROCE (%)	104.8	37.7	19.2	22.5	19.8
Div Payout Ratio (%)	0.0	0.0	0.0	0.0	0.0
Net Interest Cover (x)	NM	NM	9.6	18.6	22.4

31.6

Source: Company, DBS Bank

Quarterly /	Interim	Income	Statement	(S\$m)
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FY Mar	1H2015	2H2015	1H2016
Revenue	9.7	14.6	12.7
Cost of Goods Sold	(4.0)	(10.7)	(4.3)
Gross Profit	5.7	3.9	8.4
Other Oper. (Exp)/Inc	(1.2)	(1.8)	(3.0)
Operating Profit	4.5	2.1	5.4
Other Non Opg (Exp)/Inc	0.0	0.0	0.0
Associates & JV Inc	0.0	0.0	0.0
Net Interest (Exp)/Inc	0.0	0.0	0.0
Exceptional Gain/(Loss)	0.0	0.0	0.0
Pre-tax Profit	4.5	2.0	5.4
Tax	(0.9)	(0.6)	(0.9)
Minority Interest	0.0	0.0	0.0
Net Profit	3.6	1.5	4.5
Net profit bef Except.	0.0	0.0	0.0
EBITDA	5.3	4.6	6.7
Growth			
Revenue Gth (%)		51	(13)
EBITDA Gth (%)		(54)	161
Opg Profit Gth (%)		(55)	165
Net Profit Gth (Pre-ex) (%)		(60)	208
Margins			
Gross Margins (%)	58.7	26.7	66.1
Opg Profit Margins (%)	54.4	31.5	52.6
Net Profit Margins (%)	37.4	10.0	35.5

Volatile margins mainly due to different stages of revenue recognition

Balance Sheet (S\$m)

FY Mar	2014A	2015A	2016F	2017F	2018F
Net Fixed Assets	3.86	6.45	34.8	49.2	53.6
Invts in Associates & JVs	0.0	0.43	0.0	0.0	0.0
Other LT Assets	0.14	0.01	(3.2)	(6.5)	(9.7)
Cash & ST Invts	0.60	5.76	11.3	23.7	39.5
Inventory	1.49	4.77	5.48	11.4	13.1
Debtors	11.4	20.6	28.9	60.5	70.0
Other Current Assets	0.0	0.0	0.0	0.0	0.0
Total Assets	17.5	37.6	77.2	138	167
_					
ST Debt	0.10	0.22	0.22	0.22	0.22
Creditor	11.4	14.7	22.8	47.6	54.7
Other Current Liab	0.24	1.46	2.82	4.55	5.30
LT Debt	1.02	0.09	11.3	11.3	11.3
Other LT Liabilities	0.94	1.92	1.92	1.92	1.92
Shareholder's Equity	3.65	19.2	38.1	72.8	93.0
Minority Interests	0.13	0.0	0.0	0.0	0.0
Total Cap. & Liab.	17.5	37.6	77.2	138	167
Non-Cash Wkg. Capital	1.23	9.19	8.73	19.8	23.2
Net Cash/(Debt)	(0.5)	5.45	(0.3)	12.2	28.0
Debtors Turn (avg days)	128.6	240.0	205.5	177.3	223.8
Creditors Turn (avg days)	273.9	417.3	313.5	258.2	322.9
Inventory Turn (avg days)	35.9	100.2	85.6	62.0	77.5
Asset Turnover (x)	1.8	0.9	0.8	0.9	0.7
Current Ratio (x)	1.1	1.9	1.8	1.8	2.0
Quick Ratio (x)	1.0	1.6	1.6	1.6	1.8
Net Debt/Equity (X)	0.1	CASH	0.0	CASH	CASH
Net Debt/Equity ex MI (X)	0.1	CASH	0.0	CASH	CASH
Capex to Debt (%)	46.0	645.4	251.9	130.3	43.4
Z-Score (X)	9.5	7.6	4.7	4.2	4.1

Source: Company, DBS Bank

Cash Flow Statement (S\$m)

FY Mar	2014A	2015A	2016F	2017F	2018F	
Pre-Tax Profit	3.70	6.58	9.82	20.0	24.4	
Dep. & Amort.	3.45	3.29	3.87	3.87	3.87	
Tax Paid	0.67	1.50	(0.3)	(1.7)	(3.4)	
Assoc. & JV Inc/(loss)	0.0	0.0	0.0	0.0	0.0	Acquisition of five
Chg in Wkg.Cap.	(7.0)	(12.0)	(0.9)	(12.8)	(4.1)	cinemas and a 3D
Other Operating CF	1.00	1.00	0.0	0.0	0.0	company
Net Operating CF	1.87	0.36	12.5	9.39	20.8	
Capital Exp.(net)	(0.5)	(2.0)	(29.0)	(15.0)	(5.0)	
Other Invts.(net)	0.0	0.0	0.0	0.0	0.0	
Invts in Assoc. & JV	0.0	0.0	0.0	0.0	0.0	
Div from Assoc & JV	0.0	0.0	0.0	0.0	0.0	Placement of shares to
Other Investing CF	0.0	0.0	0.0	0.0	0.0	StarHub
Net Investing CF	(0.5)	(2.0)	(29.0)	(15.0)	(5.0)	Starriub
Div Paid	0.0	0.0	0.0	0.0	0.0	
Chg in Gross Debt	0.0	2.94	11.2	0.0	0.0	
Capital Issues	0.0	7.75~_	10.8	18.0	0.0	
Other Financing CF	0.46	(1.7)	0.0	0.0	0.0	Issue of shares to
Net Financing CF	0.46	9.05	22.0	18.0	0.0	finance recent
Currency Adjustments	0.0	0.0	0.0	0.0	0.0	acquisitions
Chg in Cash	1.81	7.43	5.50	12.4	15.8	
Opg CFPS (S cts)	2.13	2.99	2.75	4.18	4.69	
Free CFPS (S cts)	0.33	(0.4)	(3.4)	(1.1)	2.98	Proceeds from IPO
Source: Company, DBS Bank						

Target Price & Ratings History



S.No.	Date	Closing Price	Target Price	Rating
1:	06 Oct 15	0.34	0.42	NOT RATED
2:	05 Jan 16	0.39	0.52	BUY
3:	04 Feb 16	0.36	0.52	BUY
4:	23 Mar 16	0.54	0.52	BUY

Source: DBS Bank

mm2 Asia

DBS Bank recommendations are based an Absolute Total Return* Rating system, defined as follows:

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 i.e. > -10% over the next 12 months)

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

Share price appreciation + dividends

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