Singapore Company Guide **mm2 Asia**

Version 22 | Bloomberg: MM2 SP | Reuters: MM2A.SI

Refer to important disclosures at the end of this report

DBS Group Research . Equity

HOLD (Downgrade from BUY)

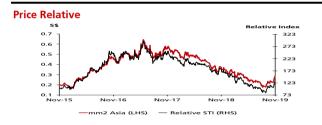
Last Traded Price (14 Nov 2019): S\$0.285 (**STI :** 3,231.85) **Price Target 12-mth:** S\$0.30 (6% upside) (Prev S\$0.29)

Analyst

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What's New

- 1HFY20 results broadly in line, supported by event and post-production segments while core production and cinema were weaker
- Strong project pipeline for core production division, UnUsUaL and Vividthree
- Limited upside to TP of S\$0.30; downgrade to HOLD
- Potential catalysts to deleverage include stake sale and divestment of assets



Forecasts and Valuation				
FY Mar (S\$m)	2018A	2019A	2020F	2021F
Revenue	192	266	306	353
EBITDA	57.8	84.5	87.4	95.1
Pre-tax Profit	36.6	39.8	44.3	52.2
Net Profit	22.4	19.1	20.5	24.0
Net Pft (Pre Ex.)	22.4	19.1	20.5	24.0
Net Pft Gth (Pre-ex) (%)	27.8	(14.5)	6.9	17.4
EPS (S cts)	1.93	1.65	1.76	2.07
EPS Pre Ex. (S cts)	1.93	1.65	1.76	2.07
EPS Gth Pre Ex (%)	15	(15)	7	17
Diluted EPS (S cts)	1.93	1.65	1.76	2.07
Net DPS (S cts)	0.0	0.0	0.0	0.0
BV Per Share (S cts)	15.4	18.4	20.2	22.2
PE (X)	14.8	17.3	16.2	13.8
PE Pre Ex. (X)	14.8	17.3	16.2	13.8
P/Cash Flow (X)	nm	183.5	3.7	5.5
EV/EBITDA (X)	5.8	7.0	7.0	7.0
Net Div Yield (%)	0.0	0.0	0.0	0.0
P/Book Value (X)	1.9	1.5	1.4	1.3
Net Debt/Equity (X)	CASH	0.8	0.7	0.8
ROAE (%)	16.9	9.7	9.1	9.7
Earnings Rev (%):			0	0
Consensus EPS (S cts):			1.7	2.0
Other Broker Recs:		B: 2	S: 0	H: 1

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

15 Nov 2019

Waiting for catalysts

Limited near term upside to \$\$0.30 TP; downgrade to HOLD. Given the limited upside to TP after the recent c.30% jump in share price, we downgrade the stock to HOLD. On a longer term basis, we continue to see value in mm2 Asia. Based on sum-of-the-parts valuation, and stripping out its stakes in UnUsUaL and Vividthree, the market is valuing the core production and cinema segment at below \$\$200m, which works out to P/EBITDA of c. 3x, which is too low in our view. mm2 paid 13.8x P/EBITDA for the Cathay cinema chain in

Near-term catalysts would include deleveraging and/or restructuring of the group, including stake sale, divestment of assets, to reduce gearing.

Singapore and about 8-9x for the Malaysian cinemas while

full synergistic benefits across its entire value chain.

peers are trading at about 4.8x. The group has yet to realise the

Where we differ: We value the production segment based on a lower PE multiple, and P/EBITDA for the cinema. For UnUsUaL and Vividthree, we value them at current market valuations.

Potential catalyst: Deleveraging/restructuring to reduce gearing; more projects especially in North Asia; stake sale; assets sale.

Valuation:

Cut to HOLD; TP S\$0.30. Our sum-of-parts target price of S\$0.30 is pegged to 12.8x FY20F earnings for core business (in line with peers listed in Asia), 4.8x P/EBITDA for cinema business (20% discount to peers), and current market valuations for UnUsUaL and Vividthree.

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.

Unavailability of good scripts. Lack of good scripts for production may lead to less support from stakeholders.

At A Glance

Issued Capital (m shrs)	1,163
Mkt. Cap (S\$m/US\$m)	331 / 243
Major Shareholders (%)	
Starhub Ltd	9.8
Yeo Khee Seng	8.3
Free Float (%)	81.9
3m Avg. Daily Val (US\$m)	0.22

GIC Industry: Communication Services / Media & Entertainment







WHAT'S NEW

1HFY20 results broadly in line, supported by event and post production segments

2QFY20 results broadly in line. The 5% y-o-y increase in revenue to \$\$68.4m (+40% q-o-q) was mainly contributed by associates UnUsUaL (UUU) and Vividthree (VV3). This was partly offset by weaker core production segment, due to lower distribution income and fewer productions completed, as some of the projects were still ongoin.g at the end of the fiscal quarter. Revenue from the cinema segment is dependent on movie titles released. Gross profit margin stood at 40.9%, slightly lower than 42.5% in 2QFY19. Net profit of \$\$2.2m (-40% y-o-y, -68% q-o-q) accounted for 11% of our full-year forecast. Together with 1QFY20, 1HFY20 earnings accounted for 45% of our full-year estimates; broadly in line as 2H tends to be stronger than 1H.

UUU recorded a strong revenue growth of 57.5% y-o-y to \$\$29.6m in 2QFY20, primarily attributed to the higher revenue contribution from the Promotion segment. In tandem with its revenue growth, net profit surged 54.8% to \$\$5.0m.

VV3 posted higher y-o-y revenue and profit for 2QFY20, largely attributed to the completion of post-production works such as visual effects (VFX) and computer-generating imagery (CGI) for film producers.

Strong project pipeline: For the core production business, the group has about 80 projects in the pipeline for the next 18 months. UUU is inclined towards recording full-year growth with a robust line-up of concerts/theme shows. VV3 sees further opportunities in adapting the Train to Busan (TTB) Intellectual Property rights for different show concepts/immersive attractions. It has also entered into a MOU to develop the Doraemon Experience (DE).

Cinema to provide leverage synergies with core business. The cinema segment continues to provide the group with a stable flow of revenue. It also enables the group to gain greater access to international studios that can lead to an increase in co-production opportunities and capabilities.

Limited upside to TP of S\$0.30 TP; downgrade to HOLD. No change in earnings forecasts, as 1H20 results were broadly in line. Our TP is tweaked to S\$0.30 (prev S\$0.29), which is derived from sum-of-parts valuation, on higher UUU valuation based on current market capitalisation. Given the limited upside to TP after the recent c.30% jump in price, we downgrade mm2 to HOLD.

Potential catalysts: the deleveraging and/or restructuring of the group, including stake sale and divestment of assets.

Quarterly / Interim Income Statement (S\$m)

FY Mar	2Q2019	1Q2020	2Q2020	% chg yoy	% chg qoq
Revenue	64.9	49.0	68.4	5.4	39.5
Cost of Goods Sold	(37.3)	(18.8)	(40.4)	8.3	114.6
Gross Profit	27.6	30.2	28.0	1.4	(7.3)
Other Oper. (Exp)/Inc	(13.4)	(15.4)	(15.4)	15.3	0.1
Operating Profit	14.3	14.8	12.6	(11.7)	(15.0)
Other Non Opg (Exp)/Inc	0.29	0.09	0.21	(27.1)	134.1
Associates & JV Inc	0.0	0.0	0.01	nm	nm
Net Interest (Exp)/Inc	(5.5)	(4.7)	(5.5)	(0.3)	(18.8)
Exceptional Gain/(Loss)	0.0	0.0	0.0	-	-
Pre-tax Profit	9.00	10.2	7.27	(19.2)	(28.7)
Tax	(3.5)	(2.7)	(2.0)	(44.7)	(28.2)
Minority Interest	(1.7)	(0.5)	(3.1)	(79.0)	495.6
Net Profit	3.74	6.95	2.23	(40.4)	(68.0)
Net profit bef Except.	3.74	6.95	2.23	(40.4)	(68.0)
EBITDA	17.7	25.0	25.2	42.0	1.0
Margins (%)					
Gross Margins	42.5	61.6	40.9		
Opg Profit Margins	22.0	30.2	18.4		
Net Profit Margins	5.8	14.2	3.3		
Source of all data: Company DPS Pank					

Source of all data: Company, DBS Bank



CRITICAL DATA POINTS TO WATCH

Critical Factors

Synergistic acquisitions

mm2's investments over the years has helped the group to maintain its competitive advantage, and to build synergies across the entire value chain. Listed entities Vividthree (VV3), a virtual reality, visual effects production studio, and 39.2% owned UnUsUaL Ltd (UUU), a market leader in large-scale live events and concerts, and other OTT platforms, helped the group to expand its product offerings.

In terms of cinema, mm2 is the number four player in Malaysia, and owns a total of 18 cinemas with a market share of about 14% in terms of number of screens. It has also acquired all eight Cathay cinemas in Singapore.

Healthy project pipeline

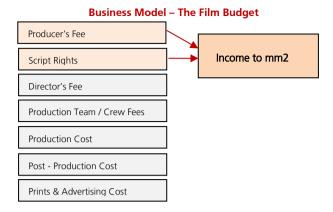
For the core production business, the group has about 80 projects in the pipeline for the next 18 months. UUU is inclined towards recording full-year growth with a robust line-up of concerts/theme shows, including "Walking with Dinosaurs" and "Apollo" family shows. VV3 sees further opportunities in adapting the Train to Busan (TTB) Intellectual Property rights for different show concepts/immersive attractions. It has also entered into a MOU to develop the Doraemon Experience (DE).

Expansion in North Asia

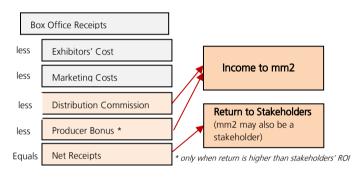
North Asia contributed 70% of production revenue in FY19, up from 36% in FY16, 56% in FY17 and 57% in FY18. We expect North Asia to remain a key contributor. mm2 has a unique presence in all the Chinese markets, including Singapore, Malaysia, Hong Kong, Taiwan, and China. This presents ample cross-border collaboration opportunities. mm2 is also looking to expand to non-Chinese speaking markets like Korea, Japan, Thailand, India, and the US.

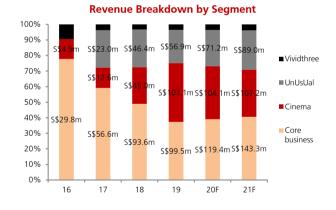
UnUsUaL is also leveraging on mm2's network of contacts in the media and entertainment industry to expand into North Asia.

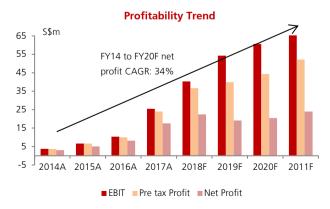
Content production partner to Western and Chinese giant mm2's strong network of content makers is valuable to players penetrating East and Southeast Asia.



Business Model - Gross Receipts (Box Office)







Source: Company, DBS Bank



Appendix 1: A look at Company's listed history – what drives its share price?



Source: ThomsonReuters, DBS Bank



Balance Sheet:

Net gearing position. The group took on more debt to finance the acquisition of Cathay cinemas in Singapore. Net gearing for FY19 increased to 0.8x, from net cash in FY18. We believe the group will aim to deleverage itself after a period of acquisitions.

Share Price Drivers:

Deleveraging effort. mm2 moved into a net debt position following the acquisition of Cathay Cineplexes for \$\$230m in November 2017, that was financed mainly via debt. The high interest expense led to a 14.5% drop in net earnings in FY19, while net margins fell to 7.2% from 11.7% in FY18. Going forward, mm2 would have to deleverage in order to maintain a decent net margin.

Options include stake sale and/or divestment of assets. A spinoff of the cinema business could also be an option. Alternatively, the group could explore the option of divesting its 39% holding in UnUsUaL and 42% stake in Vividthree, or bring in strategic investors.

Production budget. As mm2 adopts a fee-based model, its revenue is directly correlated to the size of the production budget. An increase in contribution from North Asia, where the production budget is much bigger, about S\$10m on average per production in China, vs average of S\$1-2m for Singapore and Malaysia projects, could help to propel the group higher.

Key Risks:

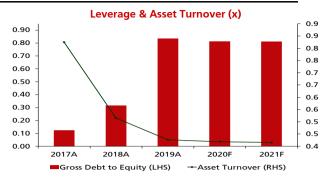
No long-term financing arrangements for productions. The commencement of each production is dependent on mm2's ability to secure funding.

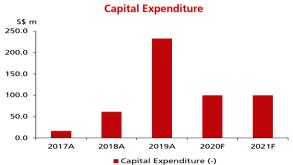
Unavailability of good scripts. Lack of good scripts for production may lead to less support from stakeholders.

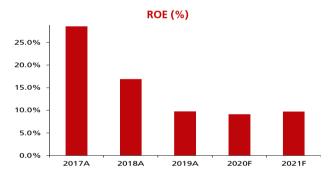
Inability to predict the commercial success of movies produced. The commercial success of its productions is primarily determined by inherently unpredictable audience reactions.

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. mm2 also owns entertainment company, UnUsUaL, and cinemas in Malaysia and Singapore.











Source: Company, DBS Bank



FY Mar	2017A	2018A	2019A	2020F	2021F	
Revenues (S\$m)						
Production & Distribution	56.6	93.6	99.5	119	143	
Cinema Operation	12.6	45.0	101—	104	107	
Event Production &	23.0	46.4 _	56.9	71.2	89.0	
Post-Production	3.52	6.32	9.29	11.1	13.4	Full contribution fro
Others	0.04	0.62	(0.6)	0.0	0.0	
Total	95.7	192	266	306	353	Lotus and Cathay
Gross profit (S\$m)						
Production & Distribution	26.5	40.3	44.1	51.4	61.6	
Cinema Operation	7.56	28.2	51.4	57.3	59.0	<u> </u>
Event Production &	8.55	17.9	23.0	28.7	35.9	Partial contribution
Post-Production	2.69	3.86	6.48	7.24	8.69	UnUsUaL
Others	0.0	0.19	0.19	0.19	0.19	
Total	45.3	90.5	125	145	165	
Gross profit Margins (%)						
Production & Distribution	46.7	43.1	44.3	43.0	43.0	
Cinema Operation	60.0	62.6	50.9	55.0	55.0	
Event Production &	37.2	38.5	40.3	40.3	40.3	
Post-Production	76.6	61.2	69.8	65.0	65.0	
Others	N/A	N/A	N/A	N/A	N/A	
Total	47.3	47.1	47.0	47.3	46.9	
ncome Statement (S\$m)						
FY Mar	2017A	2018A	2019A	2020F	2021F	
Revenue	95.7	192	266	306	353	
Cost of Goods Sold		(105)		(161)		
Gross Profit	(50.5) 45.3	87.3	(142) 124	145	(188) 165	
	45.3 (19.8)	87.3 (45.9)	(67.0)	(84.1)		
Other Opng (Exp)/Inc					(97.0)	
Operating Profit Other Non Opg (Exp)/Inc	25.4 0.0	41.4 0.0	57.2 0.0	60.6 0.0	68.3 0.0	
Associates & JV Inc	0.0	0.0	0.49	0.0	0.0	
Net Interest (Exp)/Inc	(1.4)	(4.9)	(17.9)	(16.4)	(16.2)	
Exceptional Gain/(Loss)	0.0	0.0	0.0	0.0	0.0	
Pre-tax Profit	24.0	36.6	39.8	44.3	52.2	
Tax Minority Interest	(3.7)	(7.1)	(11.1)	(12.4)	(14.5)	
Minority Interest	(2.8)	(7.1)	(9.6)	(11.5)	(43.6)	
Preference Dividend	0.0	0.0	0.0	0.0	0.0	Mainly to finance
Net Profit	17.5	22.4	19.1	20.5	24.0	acquisition of Cathay
Net Profit before Except.	17.5	22.4	19.1	20.5	24.0	cinema chain in
EBITDA	40.3	57.8	84.5	87.4	95.1	Singapore
Growth	1.40.7	100.6	20.6	110	45.4	Singapore
Revenue Gth (%)	149.7	100.6	38.6	14.9	15.4	
EBITDA Gth (%)	108.0	43.6	46.1	3.5	8.8	
Opg Profit Gth (%)	145.1	62.9	38.1	6.0	12.7	
Net Profit Gth (Pre-ex) (%)	114.3	27.8	(14.5)	6.9	17.4	
Margins & Ratio	47.0	45.5	467	47.0	46.0	
Gross Margins (%)	47.3	45.5	46.7	47.3	46.9	
Opg Profit Margin (%)	26.6	21.6	21.5	19.8	19.4	
	18.3	11.7	7.2	6.7	6.8	
Net Profit Margin (%)			9.7	9.1	9.7	
Net Profit Margin (%) ROAE (%)	28.6	16.9				
Net Profit Margin (%) ROAE (%) ROA (%)	15.1	6.0	3.1	2.8	2.8	
Net Profit Margin (%) ROAE (%) ROA (%) ROCE (%)	15.1 21.8	6.0 8.7	3.1 0.3	2.8 0.8	2.8 1.3	
Net Profit Margin (%) ROAE (%) ROA (%) ROCE (%) Div Payout Ratio (%) Net Interest Cover (x)	15.1	6.0	3.1	2.8	2.8	

Source: Company, DBS Bank



Ouarterly .	/ Interim	Income S	tatement	(SSm)

FY Mar	2Q2019	3Q2019	4Q2019	1Q2020	2Q2020	
Revenue	64.9	74.1	78.2	49.0	68.4	
Cost of Goods Sold	(37.3)	(44.3)	(44.3)	(18.8)	(40.4)	
Gross Profit	27.6	29.8	33.9	30.2	28.0	
Other Oper. (Exp)/Inc	(13.4)	(18.8)	(18.9)	(15.4)	(15.4)	
Operating Profit	14.3	11.0	15.0	14.8	12.6	
Other Non Opg (Exp)/Inc	0.29	0.47	1.81	0.09	0.21	
Associates & JV Inc	0.0	0.0	0.04	0.0	0.01	
let Interest (Exp)/Inc	(5.5)	(4.3)	(4.9)	(4.7)	(5.5)	
xceptional Gain/(Loss)	0.0	0.0	0.0	0.0	0.0	
re-tax Profit	9.00	7.16	12.0	10.2	7.27	
ax	(3.5)	(2.5)	(2.6)	(2.7)	(2.0)	
Ainority Interest	(1.7)	(2.7)	(3.2)	(0.5)	(3.1)	
let Profit	3.74	1.96	6.20	6.95	2.23	
let profit bef Except.	3.74	1.96	6.20	6.95	2.23	
BITDA	17.7	17.6	25.0	25.0	25.2	
Growth						
Revenue Gth (%)	32.5	14.1	5.6	(37.3)	39.5	
BITDA Gth (%)	(2.2)	(0.8)	42.1	(0.3)	1.0	
Opg Profit Gth (%)	(1.8)	(23.0)	36.8	(1.5)	(15.0)	
let Profit Gth (Pre-ex) (%) Margins	(48.4)	(47.5)	216.2	12.2	(68.0)	
Gross Margins (%)	42.5	40.2	43.3	61.6	40.9	
pg Profit Margins (%)	22.0	14.8	19.2	30.2	18.4	
let Profit Margins (%)	5.8	2.6	7.9	14.2	3.3	
Balance Sheet (S\$m)						
Y Mar	2017A	2018A	2019A	2020F	2021F	
let Fixed Assets	11.2	42.1	36.4	127	217 🔪	
nvts in Associates & JVs	1.49	2.63	2.76	0.0	0.0	
Other LT Assets	54.3	301	339	325	308	\
ash & ST Invts	25.8	93.2	18.6	28.9	19.0	Includes film rights
nventory	23.3	21.1	22.2	41.9	48.3	
Debtors	46.4	108	181	209	242	
Other Current Assets	0.58	14.1	66.2	66.2	66.2	
otal Assets	163	582	666	798	900	
T Debt	11.1	4.97	36.8	56.8	56.8	
Creditor	48.4	273	131	209	242	
Other Current Liab	7.56	13.0	27.4	29.4	31.6	
T Debt	0.58	61.0	186 👡	186	216	
Other LT Liabilities	0.97	21.8	17.4	17.4	17.4	
hareholder's Equity	86.5	179	214	235	259	
Minority Interests	7.94	29.9	52.5	63.9	77.5	
otal Cap. & Liab.	163	582	666	798	900	 Mainly to finance acquisition of Cathay cinema chain in
lon-Cash Wkg. Capital	14.3	(143)	110	78.6	82.9	Singapore
let Cash/(Debt)	14.1	27.2	(204)	(214)	(254)	
ebtors Turn (avg days)	135.0	146.7	197.9	232.8	233.3	
reditors Turn (avg days)	369.8	663.0	640.4	462.9	512.1	
nventory Turn (avg days)	169.5	91.5	68.6	87.1	102.4	
sset Turnover (x)	0.8	0.5	0.4	0.4	0.4	
urrent Ratio (x)	1.4	0.8	1.5	1.2	1.1	
uick Ratio (x)	1.1	0.7	1.0	0.8	0.8	
let Debt/Equity (X)	CASH	CASH	0.8	0.7	0.8	
et Debt/Equity ex MI (X)	CASH	CASH	1.0	0.9	1.0	
apex to Debt (%)	141.0	93.0	104.4	41.2	36.6	
'-Score (X)	1.4	1.0	1 4	1.4	1.4	

1.4

1.0

1.4

1.4

Source: Company, DBS Bank

Z-Score (X)

1.4

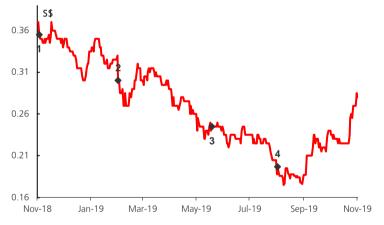


Cash Flow Statement (S\$m)

FY Mar	2017A	2018A	2019A	2020F	2021F	
Pre-Tax Profit	24.0	36.6	39.8	44.3	52.2	
Dep. & Amort.	14.8	16.3	26.7	26.7	26.7	
Tax Paid	(3.8)	(5.2)	(9.8)	(10.3)	(12.4)	
Assoc. & JV Inc/(loss)	0.01	(0.1)	0.0	0.0	0.0	
Chg in Wkg.Cap.	(30.8)	(57.3)	(55.0)	29.6	(6.4)	
Other Operating CF	0.0	0.0	0.0	0.0	0.0	
Net Operating CF	4.24	(9.7)	1.81	90.3	60.1	
Capital Exp.(net)	(16.5)	(61.3)	(233)	(100.0)	(100.0)	
Other Invts.(net)	0.0	0.0	25.8	0.0	0.0	
Invts in Assoc. & JV	0.0	(2.5)	(0.5)	0.0	0.0	
Div from Assoc & JV	0.0	0.0	0.0	0.0	0.0	
Other Investing CF	(9.5)	(9.8)	(24.0)	0.0	0.0	Mainly to finance
Net Investing CF	(26.0)	(73.7)	(232)	(100.0)	(100.0)	Cathay cinema ch
Div Paid	0.0	0.0	0.0	0.0	0.0	acquisition
Chg in Gross Debt	17.8	60.2	150	20.0	30.0	
Capital Issues	18.0	81.6 -	12.0	0.0	0.0	
Other Financing CF	(0.5)	(1.2)	(15.8)	0.0	0.0	
Net Financing CF	35.3	141	146	20.0	30.0	
Currency Adjustments	0.0	0.0	0.0	0.0	0.0	
Chg in Cash	13.5	57.2	(83.9)	10.3	(9.9)	
Opg CFPS (S cts)	3.34	4.09	4.88	5.22	5.72	
Free CFPS (S cts)	(1.2)	(6.1)	(19.9)	(8.0)	(3.4)	

Source: Company, DBS Bank

Target Price & Ratings History



S.No.	Report	Price	Target Price	Rating
1:	15 Nov 18	0.36	0.50	BUY
2:	13 Feb 19	0.30	0.33	HOLD
3:	31 May 19	0.25	0.34	BUY
4:	14 Aug 19	0.20	0.29	BUY

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

Source: DBS Bank Analyst: Lee Keng LING

mm2 Asia



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DBS Bank recommendations are based on 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 share price catalysts within this time frame)

*Share price appreciation + dividends

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