









#### **EXECUTIVE SUMMARY**

#### ...Revenue Buoyed by Improved Economic Environment

In 2018, NESTLE's revenue grew year-on-year by 9.06% to N266 billion with each of its business segments (consisting of food and beverage segments) growing by about 9% amid improved economic environment – higher GDP growth combined with slower inflation rate. We expect topline to grow by around 7% per annum on average over 2019F-2013F amid muted growth expectation for the overall economy.

#### Supply Chain and Risk Mitigation Strategy

The Company sources all of its raw materials on a commercial basis from overseas (via companies related to its ultimate holding company, Nestlé S.A., incorporated in Switzerland) and local suppliers from which it procures soya bean, maize, cocoa, palm olein and sorghum used in a number of its products. Nestle's importation of inputs from overseas are subject to currency risk which crystalized in 2016/2017 during which several businesses booked foreign exchange losses. The forex crisis led businesses to look inwards to source their raw materials and to reduce their exposure to foreign exchange risk.

#### Valuation Methodology

Our fair value for shares of Nestle' Nigeria is based on the average of two valuation methods - the discounted cashflow (DCF) method and the relative valuation (specifically, price to earnings multiple) method. Using DCF over a five year a period, we arrived at a fair value of NGN418.66 a share - premised on a Weighted Average Cost of Capital (WACC) of 19.1% a beta of 0.41, an Equities market risk premium of 13.6% and Risk-free rate of 13.50%... Based on the PE multiple approach, we arrived at a value of NGN1,446.76 a share premised on a weighted PE multiple of 24.24x.

Recommendation	REDUCE
Fair Value (NGN)	1,134.08
Price as at 17 April 19 (NGN)	1,580

# MARKET DATA

1,617 - 1,317
1,252,396,878,160
3,474,826,253
792,656,250
201,731,016
0.41
2.69

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## INITIATING COVERAGE ON NESTLE NIGERIA PLC

FY 2018

266

114

53

61

43

162

112

50

42.78%

22.77%

90.45%

39.23%

23.26

19.07

0.69

3.23

0.53x

0.12x

FY 2018

14.24%

FY 2018

FY 2017

244

101

45

56

34

147

102

45

FY 2017

41.31%

22.81%

89.03%

35.21%

3.69

32.23

0.66

3.27

1.60x

0.39x

59.68

54.26

63.36

17.29x

26.47x

26.04x

24.94x

2.69

1,446.76

35.03%

Ticker: Sector: Quoted Competitor (s): Price as at 17 April 2019: Fair Value:

Financial Summary (N' Bn)

**Gross Earnings** 

Interest Income

**Operating Cost** 

**Total Loans** 

**Total Assets** 

Shareholders' Fund

**Financial Ratios** 

**Return on Equity** 

CCC

**Quick Ratio** 

Debt to Capital

Debt to Cash

Debt to EBITDA

**Investment Ratios** 

**EPS TTM** 

**EV/EBITDA** 

Weighted PER

Target Price (TP) via RV

Source: Company Financials, Cowry Research

Dividend Yield (%)

PER TTM

F' EPS

NAV

P/B

**Equity Multiplier** 

**Gross Profit Margin** 

**Operating Profit Margin** 

**Return on Total Assets** 

**Interest Coverage Ratio** 

Deposits

PAT

NESTLE Food Products – Diversified CADBURY NGN1,580 NGN1,134.08

Y-0-Υ Δ

9.06%

12.94%

17.95%

8.87%

27.53%

10.58%

10.00%

11.90%

Industry

88.10%

93.47%

89.46%

97.28%

98.12%

85.50%

88.30%

79.85%

32.45%

13.75%

48.60%

22.65%

13.07

32.47

0.81

2.70

3.00x

2.50x

30.08

27.35

35.05

11.21x

24.65x

26.41x

13.28x

**Industry Average** 

7.12%

Industry Average

Share

Upside Potential:	-26.22
Performance Rating:	Bb
Recommendation:	MODE
52 Weeks High; Low	NGN1,
Suggested Entry Price:	NGN1,

-26.22% Bb MODERATE SELL/ REDUCE NGN1,617; NGN1,317 NGN1,134.08

#### Nestle Nigeria Plc Posts Average FY 2018 Performance...

Nestle Nigeria Plc ("NESTLE") recorded an average performance in FY 2018 relative to its industry peer Cadbury – based on key financial ratios –, hence our 'Bb' performance rating. Given its performance as well as our 26.22% discount to its market value (its shares are currently over valued), we recommend a MODERATE SELL on its shares.

#### ...Revenue Buoyed by Improved Economic Environment

In 2018, NESTLE's revenue grew year-on-year by 9.06% to N266 billion with each of its business segments (consisting of food and beverage segments) growing by about 9% amid improved economic environment – higher GDP growth combined with slower inflation rate. We expect topline to grow by around 7% per annum on average over 2019F-2013F amid muted growth expectation for the overall economy. Gross Margin also improved to 42.78% in 2018 from 41.31% above an industry average of 32.45%.

Performance will be more dependent on improved security situation and FX stability. Insecurity, especially in the northern part of the country, remains a limiting factor for revenue growth as internally displaced persons, numbering about 2 million, as a result of violence remain without basic means of livelihoods.

Key: EPS – Earnings Per Share; NAV – Net Asset Value; PER – Price to Earnings; P/B – Price to Book; F' – Full Year Forecast; TTM – Trailing Twelve Months;
RV – Relative Valuation





Source: Company Financials, Cowry Research



**Return on Total Assets** 

NESTLE vs NSE ASI NGN1,900 52,000 NGN1,550 44,000 NGN1,200 36,000 NGN850 28,000 NGN500 20,000 M-19 A-16 0-18 M-14 A-14 N-15 S-16 F-17 M-18 J-15 D-17 J-15 J-17 NESTLE NSE ASI



NGN1,900 1,300 NGN1,550 1,100 NGN1,200 900 700 NGN850 NGN500 500 S-16 0-18 -M-19 A-16 M-18 M-14 J-15 J-15 N-15 F-17 J-17 A-14 D-17 NESTLE -NSE CONSUMER GOODS INDEX

NESTLE vs NSE CONSUMER GOODS INDEX

Note that industry averages comprise of only Nestle Nigeria and Cadbury both of which are the only constituents of the NSE's diversified Food Products subsector of the Consumer Goods sector.

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Share of Revenue

2017

98.8%

1.2%

100%

#### **OVERVIEW OF NESTLE NIGERIA PLC**

#### **Principal activities**

Nestle Nigeria ("Nestlé") is local subsidiary of Nestlé S.A. which owns a 66.2% in the food and beverage giant. Principal activities of Nestle Nigeria include the manufacturing, marketing and distribution of food products including purified water throughout the country. The Company also exports some of its products to other countries within and outside Africa.

#### **Business Segments**

Nestle Nigeria	Revenue (N	Billion)		Share of Revenue		
	2018	2017	% Change	2018	2017	
Food	168.2	154.2	9.0%	63.2%	63.2%	
Beverage	98.1	89.9	9.1%	36.8%	36.8%	
Total	266.3	244.2	9.1%	100.0%	100.0%	

**Geographical Information** 

#### Product Assortment

The Company's products are very well known, designed to serve each stratum of consumers both in terms of quality and affordability with an effective route-to-market strategy. Its product range includes popular food and beverage brands such as Golden Morn (cereal), Maggi (seasoning cube), Milo (chocolate beverage), Nestle (Coffee beverage) and Nestle Pure Life (table water).

#### Nestle Nigeria Revenue (N Billion) 2018 2018 2017 % Change Nigeria 262.8 241.1 9.0% 98.7% Export 3.5 3.0 14.6% 1.3% Total 266.3 244.2 9.1% 100%

## Latest Product Introductions

Leveraging a formidable research and development network in the food and beverages industry, Nestle Nigeria, in recent times, churned out new well-accepted products which include:

- MAGGI NAIJA POT is a seasoning cube developed in Nigeria to satisfy taste buds of indigenes. It has a unique fish flavor, combines natural smoked fish, stock fish and crayfish to give soups and pottages a bottom-pot savoury effect.
- MILO Ready-to-drink (RTD), a cocoa beverage conveniently packed mostly suited for school-age children. In February 2018, a new Milo RTD factory was launched in Agbara Industrial Area, Ogun State.
- Nestlé GOLDEN MORN PUFFS, a convenient breakfast cereal for children and adults and available in 500g bag in box and 50g sachet, was unveiled early 2018.

# **Product Classification**

Nestle Nigeria	
Segment	Product Mix
Food	This includes the production and sale of MAGGI (includes MAGGI Star, MAGGI Chicken, MAGGI Crayfish, MAGGI Mix'py), GOLDEN MORN (includes GOLDEN MORN Maize and GOLDEN MORN Puffs) and CERELAC, NUTREND, LACTOGEN, SMA and NAN.
Beverages	This includes the production and sale of MILO (includes MILO, MILO Energy Cubes, MILO Ready-to Drink), CHOCOMILO, NIDO, NESCAFÉ AND NESTLÉ PURE LIFE.



#### Leadership and Shareholder Information

Nestle Nigeria	
	Board of Directors
Mr. David Ifezulike	Chairman
Mr. Mauricio Alarcon	MD/CEO
Mr. Jagdish Singla	Finance & Control Director
Mr. Bode Ayeku	Company Secretary/Legal Adviser

Nestle Nigeria	
Shareholders	% Significant Shareholdings
Nestlé S.A, Switzerland	66.18%
Stanbic IBTC Nominees Limited	8.37%

#### Supply Chain and Risk Mitigation Strategy

The Company sources all of its raw materials on a commercial basis from overseas (via companies related to its ultimate holding company, Nestlé S.A., incorporated in Switzerland) and local suppliers from which it procures soya bean, maize, cocoa, palm olein and sorghum used in a number of its products. Nestle's importation of inputs from overseas are subject to currency risk which crystalized in 2016/2017 during which several businesses booked foreign exchange losses. The forex crisis led businesses to look inwards to source their raw materials and to reduce their exposure to foreign exchange risk.

Against this backdrop and as part of its own backward integration strategy, Nestlé continued to work on its local input sourcing. This is expected to lead to a reduction in cost of raw materials. For instance, it continued to work with farmers to increase their skills and capacity, through a program christened "the Nestlé Cereals Plan", in order to reach its local sourcing targets. There are currently over 30,000 farmers under the Nestlé Cereals Plan, supplying the company with 100% of its grain requirement for its GOLDEN MORN MAIZE brand. The Company sources part of its raw materials and finished products through companies related to its ultimate holding company, Nestlé S.A., incorporated in Switzerland.

#### Route to Market

The company is focused on delivering, in a convenient and time-saving manner, products which serve the nutritional, health and wellness needs of its customers at all times of the day and for all stages of life.

In doing so, the company increased distribution expenses in 2018 by 12.0% while advertising cost grew by 50.4%. The company's products are purchased in roadside kiosks, market stores, shopping malls and even in remote villages. It is not uncommon to find street cart-pushing vendors selling cups of hot Nescafe beverage to consumers on the streets (beverage sales increased 9.1% in 2018).

Nestle Nigeria	Selling Costs (N Billion)				
	2018	% Change			
Distribution expense	9.8	8.7	12.2%		
Advertising	4.5	3.0	50.4%		
Sales Promotion	13.5	12.4	8.4%		
Total	27.7	24.1	15.0%		

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# **PESTLE ANALYSIS**

The business environment has been frought with major challenges such as inadequate infrastructure and insecurity, to mention a few. The state of insecurity in the northern part of the country, particularly attacks by Boko Haram and Fulani herdsmen, has led to a displacement of people and even hobbled trading activities in the region – limiting sales of FMCGs, NESTLE's inclusive. Also, with 90.8 million Nigerians living in extreme poverty below USD1.25 a day in 2018 and unemployment rate worsening from 14.4% in Q1 2017 to 23.1% as at Q3 2018, demand for FMCGs remains rather weak.

The Federal Government delayed consenting to the African Continental Free Trade Agreement (AfCFTA) in order to secure the buy-in from less-than-optimistic stakeholders who currently nurse the fear that Nigeria could be a dumping ground for European exports. If consented to, the AfCFTA – which is expected to broaden the consumer base and reduce ninety per cent of trade tariffs – could be of potential benefit to export-oriented local manufacturers who have the ability to ramp up production and enhance economies of scale which the trade agreement is likely to stimulate. Nestlé's share of exports to total revenue stood at a mere 1.3% (N3.5 billion) in 2018 and lower than its competitor, Cadbury, which chalked 13.7% (N4.9 billion).

On a positive note, the recent approval of the N30,000 minimum wage by both Executive and Legislative arms of government is expected to increase disposable income of Nigerians, increase discretionary demand and further stimulate production by manufacturers.

However, the tax authorities have also signaled a likely increase in value added tax from the current 5 per cent as a means of financing the implementation of the new minimum wage. This is expected to increase the prices of final goods and services, thus limiting consumption activities.

Nestlé faces competition from competitors such as Cadbury and other foreign brands, especially in the beverage business, in terms of product offerings as well as route to market. Nigerians are very price sensitive which makes which makes NESTLÉ's products price elastic as there are cheap substitutes – Nestlé's *Milo* vs CADBURY's *3-in-1 Hot Chocolate*. The competition is more pronounced given that Nestlé conducts its business in a society where social media is increasingly growing in importance and popularity in facilitating access to information, not only about the company and its products but also its competitors and their products.

Macroeconomic environment appeared to have improved – following recovery in global crude oil prices – as Gross Domestic Product grew by 1.93% in 2018 from 0.82% in 2017 while manufacturers' Purchasing Managers' Index indicated sustained expansion in manufacturing activities at 57.4 points as at March 2019 (albeit, slower than 61.1 points and 59.3 points as at December 2018 and December 2018 respectively). Consumer Price Index moderated from a peak of 18.72% in January 2017 to 11.31% in February 2019. Average foreign exchange rate at the Investors & Exporters window which peaked at N381.86/USD in May 2017, moderated to N360.48/USD.





# SWOT ANALYSIS

#### Strengths

- Efficient route-to-market and innovative mass marketing strategies – apart from having a strong relationship with retailers, it has been able to devise a marketing strategy to reach the final consumers who reside even in remote villages.
- Some of Nestle's product names have become household names, and in some instances have become generic and often used by consumers often refer to other competitors' products. For example, it is common for consumers to refer to seasoning cubes as "Maggi", which is actually the product name for Nestle's seasoning cube. Nestle's Milo is another highly popular brand in the beverage category. A recent report by Vanguard's Companies and Markets (C&M) survey revealed that of the number of consumers who reacted to questions on their preferences of the brands, majority signified their preference for Milo, followed by Ovaltine. Findings by C&M also revealed that the preference for Milo is as a result of its smoothness, rich taste and dissolvability in hot and cold water as well as bonding through sports<sup>1</sup>
- Nestle has a brand name which guarantees all customers and consumers that its products are safe and of high standard.
- Highly-diversified products mix which helps Nestle serve different segments of the market. More so, its diverse products are visibly available on the shelves in most supermarkets, shopping malls and even kiosks in Nigeria.

#### Weaknesses

 Nestle's drive to increase revenue is still at a high cost, given the significant increase in selling and distribution expenses which rose by 50% in 2018.

#### Opportunities

- Nestle has more head room to increase revenue going forward as security situation in the North gets better.
- Nestle's operational income is likely to trickle down to the bottom line amid relative stability of the Naira against the USD.
- Nestle, being arguably the company with the largest market size in diversified food business segment, should benefit the most, when the new minimum wage is eventually passed.

#### Threats

- The recent spread of insecurity to the North West and Middle Belt will likely hamper Nestle's revenue growth.
- Nestle's products such as Milo and Maggi currently face fierce competition from its closest rival companies' products such as: Cadbury (Cadbury 3-in-1 hot chocolate), Associated British Foods (Malt Drink Ovaltine) and Unilever (Knorr).

<sup>1)</sup> Source: <u>https://www.vanguardngr.com/2017/10/cocca-beverage-</u> consumers-poor-purchasing-power-move-manufacturers-refocus/



## NESTLE VS SOME COMPETING BRANDS IN MASS MARKET

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#### VALUATION METHODOLOGY

Our NGN1,134.08 fair value for shares of Nestle' Nigeria was derived by using the average of two valuation methods – the discounted cashflow (DCF) method and the relative valuation (specifically, the price to earnings multiple) method. Using DCF over a five year a period, we arrived at a fair value of NGN418.66 a share – premised on a Weighted Average Cost of Capital (WACC) of 19.1% a beta of 0.41, an Equities market risk premium of 13.6% and Risk-free rate of 13.50%.

Based on the PE multiple approach, we arrived at a value of NGN1,576.46 a share premised on a weighted PE multiple of 24.24x. Our weighted PE was based on PE multiples of Nestle' Nigeria and Cadbury Nigeria, being the only two quoted companies in their sector – the Diversified Food Sector.

Cost of Capital Assumptions	
Cost of debt	10.0%
Tax rate	28.0%
After tax cost of debt	7.20%
Risk free rate	13.5%
Beta	0.41
Market risk premium	13.6%
Cost of equity	19.03%
Weighted Average Cost of Capital (WACC)	19.1%
Long term growth rate	5.0%

#### **OUTLOOK FOR NESTLE NIGERIA**

We believe Nestle' is on a sustained growth trajectory in line with our expectations of sustained economic growth as the leading FMCG has been able to demonstrate management efficiency which we see enhancing its future profitability – although cost reduction is desirable.

Insecurity, especially in the northern part of the country, remains a limiting factor for revenue growth as internally displaced persons, numbering about 2 million (according to Round 26 Displacement Tracking Matrix published by the International Organization for Migration), as a result of violence remain without basic means of livelihoods. Hence, revenue growth will be more dependent on improved security situation.

Foreign exchange risk appears to have been mitigated to a large extent, partly due to stronger backward integration as well as improved efficiency of the foreign exchange market via the investors and exporters window. In the short term, strong global crude oil prices should continue to support exchange rate stability and mitigate foreign exchange rate risk and help with the company's cost containment. However, the threat of exogenous shocks such as increased shale oil production and endogenous factors such as weak economic policies continues to pose downside risks.



#### NESTLE NIGERIA PERFORMANCE OUTLOOK

We expect NESTLE's revenue to grow year-on-year by 7% in FY 2019 and at a compounded annual growth rate of 5.6% between 2019F-2023F. Similarly, net income is expected to grow at a CAGR of 5.2% over the forecast period while EBIT margin is expected to be flat at roughly 23%. Increased performance is expected to be driven, in part, by expectation of sustained improvement in economic environment – higher GDP growth, stable foreign exchange, likely boost in consumer spending with the implementation of new minimum wage, and Nigeria's increasing population growth rate.





Source: Company Financials, Cowry Research

Key efficiency, profitability, leverage and investment ratios are expected to roughly sustain current trend. ROA and ROE are expected to increase from 27.8% and 90.4% respectively in FY 2018 to 28.7% and 92.7% respectively in FY 2019 and further down the road to 28.0% and 98.6% by FY 2023.

	2017A	2018A	2019F	2020F	2021F	2022F	2023F
Net debt (NGN Billion)	27,000	23,200	21,578	19,660	15,041	5,674	(2,414)
Asset turnover (Revenue / Total assets)	1.66x	1.64x	1.67x	1.69x	1.70x	1.66x	1.64x
Equity Multiplier	3.27x	3.23x	3.23x	3.26x	3.31x	3.46x	3.57x
Net profit margin	13.8%	16.2%	16.7%	16.7%	16.6%	16.5%	16.4%
Return on assets (ROA)	21.3%	27.8%	28.7%	29.0%	29.2%	28.7%	28.0%
Return on book equity (ROE)	89.0%	90.4%	92.7%	94.2%	95.9%	97.0%	98.6%

Source: Company Financials, Cowry Research



#### NESTLE NIGERIA PLC FINANCIAL FORECAST

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Nestle Nigeria Plc Statement of Profit or Loss (N Million)

	2016A	2017A	2018A	2019F	2020F	2021F	2022F	2023F
	31-Dec-16	31-Dec-17	31-Dec-18	31-Dec-19	31-Dec-20	31-Dec-21	31-Dec-22	31-Dec-23
Revenue	181,911	244,151	266,275	284,816	304,063	325,572	347,939	373,591
Cost of sales	(106,583)	(143,280)	(152,354)	(162,345)	(173,316)	(185,576)	(198,326)	(212,947)
Gross profit	75,328	100,871	113,920	122,471	130,747	139,996	149,614	160,644
Selling, general & administrative	(37,114)	(45,173)	(53,279)	(56,963)	(60,813)	(65,114)	(69,588)	(74,718)
Operating profit (EBIT)	38,213	55,698	60,641	65,508	69,934	74,882	80,026	85,926
Interest income	4,199	6,239	1,717	1,657	1,834	2,094	2,726	3,598
Interest expense	(20,864)	(15,109)	(2,607)	(997)	(1,292)	(1,747)	(2,873)	(4,257)
Pretax profit	21,548	46,829	59,751	66,168	70,477	75,229	79,879	85,267
Taxes	(13,623)	(13,105)	(16,743)	(18,527)	(19,733)	(21,064)	(22,366)	(23,875)
Net income	7,925	33,724	43,008	47,641	50,743	54,165	57,513	61,392
Basic EPS	10.0	42.5	54.3	60.1	64.0	68.3	72.6	77.5
Diluted EPS	10.0	42.5	54.3	60.1	64.0	68.3	72.6	77.5

# Nestle Nigeria Plc Statement of Financial Position (N Million)

	2016A	2017A	2018A	2019F	2020F	2021F	2022F	2023F
	31-Dec-16	31-Dec-17	31-Dec-18	31-Dec-19	31-Dec-20	31-Dec-21	31-Dec-22	31-Dec-23
Cash & equivalents	51,351	15,139	15,762	17,383	19,302	22,573	31,940	40,029
Accounts receivable	24,035	31,430	42,175	45,112	48,160	51,567	55,110	59,173
Inventory	20,638	23,910	23,124	24,640	26,305	28,166	30,101	32,321
Other current assets	1,712	1,791	1,673	1,673	1,673	1,673	1,673	1,673
Property, plant & equipment	70,172	72,378	73,366	75,027	78,067	81,323	84,802	88,538
Other assets	1,678	2,155	6,235	6,235	6,235	6,235	6,235	6,235
Total assets	169,586	146,804	162,334	170,070	179,743	191,537	209,861	227,968
Accounts payable	64,662	45,668	60,384	64,344	68,692	73,552	78,605	84,400
Bank overdraft	155	3,714	1,394	2,787	5,575	11,149	21,545	30,787
Long-term Financial Liabilities	50,515	20,478	6,948	6,948	6,948	5,601	5,601	5,601
Deferred Tax Liabilities	5,186	10,405	11,374	11,374	11,374	11,374	11,374	11,374
Other non-current liabilities	18,190	21,661	32,014	32,014	32,014	32,014	32,014	32,014
Total liabilities	138,708	101,926	112,114	117,467	124,603	133,689	149,138	164,175
Common stock	429	429	429	429	429	429	429	429
Retained earnings	30,323	44,302	49,637	52,019	54,556	57,265	60,140	63,210
Share based payment reserve	126	147	155	155	155	155	155	155
Total equity	30,878	44,878	50,220	52,603	55,140	57,848	60,724	63,793

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# Nestle Nigeria Plc Statement of Cash Flows (N Million)

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	2019F	2020F	2021F	2022F	2023F
	31-Dec-19	31-Dec-20	31-Dec-21	31-Dec-22	31-Dec-23
Net income	47,641	50,743	54,165	57,513	61,392
Depreciation and amortisation	3,466	3,041	3,256	3,479	3,736
Accounts receivable	(2,937)	(3,049)	(3,407)	(3,543)	(4,063)
Inventory	(1,516)	(1,665)	(1,861)	(1,935)	(2,219)
Accounts payable	3,960	4,348	4,859	5,053	5,795
Cash from operating activities	50,613	53,418	57,012	60,568	64,641
Capital expenditures	(5,127)	(6,081)	(6,511)	(6,959)	(7,472)
Cash from investing activities	(5,127)	(6,081)	(6,511)	(6,959)	(7,472)
Increase (Decrease) in Long term debt	0	0	(1,347)	0	0
Common dividends	(45,259)	(48,206)	(51,456)	(54,637)	(58,323)
Increase (Decrease) in Bank overdraft	1,394	2,787	5,575	10,395	9,242
Cash from financing activities	(43,865)	(45,419)	(47,229)	(44,242)	(49,081)
Net change in cash during period	1,621	1,918	3,271	9,367	8,089





# IMPORTANT DISCLOSURES:

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Performance Rating (PR)	Meaning
А	Security's Performance (Operating and Investment) rated ' <b>Excellent</b> '; scores $\ge$ 75% in its industry
BB	Security's Performance rated 'Investment Grade'; scores between 65% and 75% in its industry
Bb	Security's Performance rated 'Acceptable'; scores between 50% and 65% in its industry
D-E	Security's Performance rated 'Not Acceptable'; scores below industry average

Analyst Recommendation (AR)	Meaning
BUY	PR is a 'BB' or 'A' and/or Security's Upside Potential is X: X $\ge$ 500bps above 364-day T-Bill rate
MODERATE BUY	PR is a 'Bb' or 'BB' and Security's Upside Potential is X: 364-day T-Bill Rate < X < 500bps above 364-day T-Bill Rate
NEUTRAL	PR is a 'Bb' and Security's Upside Potential is X: X is positive and < 364-day T-Bill Rate
MODERATE SELL/ REDUCE	PR is a 'Bb' and Security is Overvalued
SELL	PR is a 'D' or 'E' and Security is Overvalued