

Borussia Dortmund GmbH & Co KGaA

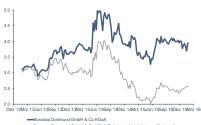
Buy → | Target price : 5.00 EUR

Price: 3.95 EUR | Upside: 27 %

Est.chg 2016e 2017e EPS 61.8% -78.6%

Decoupled from fundamentals stock clear undervalued; TP at € 5.00

Tuesday 23 February 2016



Borussia Dortmund GmbH & Co KGaA Borussia Dortmund GmbH & Co KGaA Relative to Hotel / leisure (Rebased)						
Capital						
BVB GY BVB.DE						
Market Cap (EURm)			363			
Enterprise value (EURm)			322			
Extrema 12 months		3.21	- 4.20			
Free Float (%)			60.5			
Performance (%)	1m	3m	12m			
Absolute	2.0	-3.4	-4.8			
Perf. rel. Country Index	4.0	11.1	9.7			
Perf. rel. Hotel / leisure	2.1	3.4	-5.6			
P&L	06/16e	06/17e	06/18e			
Sales (EURm)	304	302	324			
EBITDA (EURm)	59.8	57.9	62.0			
Current EBIT (EURm)	7.6	2.9	3.2			
Attr. net profit (EURm)	5.2	1.9	2.0			
Adjusted EPS (EUR)	0.06	0.02	0.02			
Dividend (EUR)	0.05	0.05	0.05			
P/E (x)	70.4	193.8	183.8			
P/B (x)	1.3	1.3	ns			
Dividend Yield (%)	1.3	1.3	1.3			
FCF yield (%)	ns	ns	ns			
EV/Sales (x)	1.06	1.09	1.12			

5.4

42.6

-14

ns

5.7

-12

ns

112.6

5.9

ns

ns

112.4

Next Events

Gearing (%)

EV/EBITDA (x)

EV/Current EBIT (x)

Net Debt/EBITDA(x)

Preliminary H1 2015-16 figures roughly in line

At the end of last week Borussia Dortmund (BVB) published its preliminary results for H1 2015-16 (July-December 2015). Overall, the Q2 performance was in line with expectations. Although the company is performing well fundamentally, the stock remains in a narrow range of \in 3.50 to \in 4.00. The valuation has decoupled from the underlying fundamentals – has – at least for the time being. Despite not qualifying for the Champions League, BVB demonstrated its ability to generate and grow revenues, lifting its H1 2015-16 revenues to \in 168.1m. EBITDA, at \in 25.5m, was in line with our expectations. Group H1 EBIT was still negative at \in -3.9m, but was positive in Q2 (\in +1.3m). If the group had not taken write-off \in 7.5m in Q1, group EBIT would have been positive in H1. The company generated a net loss of \in 4.7m in H1 (Q2: \in 0.9m).

Outlook for H2 2015-16e (Jan-June 2016)

We have mentioned in recent updates that the company's outlook is too conservative both for sales and earnings. Viewing the H1 numbers and adding the projections for H2, the discrepancy between the company's original guidance and our estimates becomes even more pronounced. Management assumes i) revenues of at least € 265m 2015-16 while we estimate €305m (incl. transfers); ii) EBITDA of ~€ 50m vs. our estimate of € 59.8m (revised up/updated from € 55.6m) as the club has beat expectations in the DFB Cup and in transfer income. If BVB continues to play well in the Europe League and advances to the semi-final (or farther), we would have to adjust up our figures accordingly. iii) EBIT in the lower-single-digit €m range vs. our forecast of €7.5m (revised up from € 4.8m).

Bundesliga: After 22 matches, BVB is the clear number 2 in the Bundesliga, 15 points ahead of third-place Hertha BSC Berlin and 16 points clear of fourth- and fifth-place Leverkusen and Borussia M'Gladbach. It trails leader FC Bayern Munich by 8 points. It is safe to say that BVB will play in the Champions League next year, as its likelihood of falling back into fifth place or lower by the end of the season is very low The past 12 matches represent a maximum of 36 total points.

DFB Cup: BVB advanced to the semi-finals by beating VfB Stuttgart (3-1) on 9 February. It will face Hertha BSC in Berlin on 20 April 2016.

Europa League: BVB won its first leg in the round of 32, beating FC Porto 2-0 in Dortmund, and is favoured to reach the round of 16.

Same triggers as before: new TV deal and success in all competitions

The company has stayed well on track fundamentally the last few quarters, but this is not reflected by the shares' performance. Considered a defensive company with no significant correlation to all the macro risks (except advertising, but only in a more general way), the stock should have performed more stably than it has. A huge gap has opened up between the current share (around 3 3.90) and our calculated FVpS of \in 7.25, translating into a 46% discount. Although we have mentioned in recent updates that the stock will show some gap to FV, the current gap is excessive. On fundamentals, BVB is clearly undervalued and can be considered a very cheap stock. Hence, we strongly reiterate our Buy recommendation and our 12-month TP of \in 5.00/share (which still represents a 31% discount to our fair value). The next triggers for the stock – besides the company's fundamental performance – remain the new TV deal announced this year and the continuing success in all three major competitions. A surprise in any of these triggers should help the stock to reduce the undervaluation to its fair value.

Marcus Silbe, CEFA (Analyst) +49 (69) 92 05 48 14 marcus.silbe@oddoseydler.com



BVB.DE BVB GY	R	uy			Pri	co 3.0	5EUR	
Leisure Germany		•	.58%		TP		0EUR	
PER SHARE DATA (EUR)	06/11	06/12	06/13	06/14	06/15	06/16e	06/17e	06/18e
Adjusted EPS Reported EPS	0.09 0.09	0.45 0.45	0.83 0.83	0.19 0.19	0.06 0.06	0.06 0.06	0.02 0.02	0.02 0.02
Growth in EPS(%)	-	ns	85.4%	-77.1%	-68.3%	-6.7%	-63.7%	5.5%
Net dividend per share	0.00	0.06	0.10	0.10	0.05	0.05	0.05	0.05
FCF to equity per share Book value per share	0.21 1.10	0.31 1.52	0.23 2.28	0.29 2.36	-0.60 3.11	-0.10 3.15	-0.04 3.13	-0.01 0.00
Number of shares market cap	61.43	61.43	61.43	61.43	92.00	92.00	92.00	92.00
Number of diluted shares VALUATION	61.43 06/11	61.43 06/12	61.43 06/13	61.43 06/14	92.00 06/15	92.00 06/16e	92.00 06/17e	92.00 06/18e
12m highest price	3.05	2.80	3.95	5.10	4.21	4.07	00/176	00/106
12m lowest price	1.76	1.90	2.64	3.56	3.21	3.61		
(*) Reference price	2.16	2.27	2.80	3.66	4.10	3.95	3.95	3.95
Capitalization Restated Net debt	133 60	140 43	172 34	225 25	378 -51.2	363 -41.8	363 -33.8	363 0.0
Minorities (fair value)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial fixed assets (fair value) Provisions	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0
Enterprise Value	192	183	206	250	326	322	330	363
P/E (x)	25	5.1	3.4	19	68	70	194	184
P/CF (x)	0.00/	2.69/	2.69/	2.70/	4.20/	4.20/	4.00/	4 20/
Net Yield (%) FCF yield (%)	0.0% 9.5%	2.6% 13.7%	3.6% 8.3%	2.7% 7.8%	1.2% ns	1.3% ns	1.3% ns	1.3% ns
P/B incl. GW (x)	1.97	1.50	1.23	1.55	1.32	1.25	1.26	ns
P/B excl. GW (x) EV/Sales (x)	1.97 1.27	1.50 0.85	1.23 0.68	1.55 0.96	1.32 1.18	1.25 1.06	1.26 1.09	ns 1.12
EV/Sales (x) EV/EBITDA (x)	5.9	3.0	2.4	5.1	5.9	5.4	5.7	5.9
EV/EBIT (x)	13	4.4	3.2	14	25	43	113	112
(*) historical average price PROFIT AND LOSS (EURm)	06/11	06/12	06/13	06/14	06/15	06/16e	06/17e	06/18e
Sales	151	215	305	261	276	304	302	324
EBITDA Penanciations	32.4	60	88	49.1	56	60	58	62
Depreciations Current EBIT	-17.5 14.9	-18.6 41.4	-22.4 65	-30.7 18.5	-42.4 13.2	-52.3 7.6	-55.0 2.9	-58.8 3.2
Published EBIT	14.9	41.4	65	18.5	13.2	7.6	2.9	3.2
Net financial income Corporate Tax	-5.4 -4.1	-4.8 -9.1	-5.1 -8.8	-3.9 -2.6	-7.2 -0.5	-0.3 -2.1	-0.3 -0.8	-0.3 -1.0
Net income of equity-accounted companies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Profit/loss of discontinued activities (after tax)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Minority interests Attributable net profit	-0.1 5.3	-0.1 27.4	-0.4 51	-0.3 11.7	0.0 5.5	0.0 5.2	0.0 1.9	0.0 2.0
Adjusted attributable net profit	5.3	27.4	51	11.7	5.5	5.2	1.9	2.0
BALANCE SHEET (EURm)	06/11	06/12	06/13	06/14	06/15	06/16e	06/17e	06/18e
Goodwill Other intangible assets	0.0 18	0.0 26	0.0 28	0.0 62	0.0 96	0.0 115	0.0 124	0.0 0.0
Tangible fixed assets	171	183	178	185	190	184	180	0.0
WCR Financial assets	2.1 7.4	2.2 2.1	44 5.4	-13.5 3.4	-1.4 3.7	0.2 3.5	0.6 3.5	0.0 0.0
Ordinary shareholders equity	67	93	140	145	286	290	288	0.0
Minority interests	0.3	0.3	0.6	0.3	0.3	0.3	0.3 288	0.0
Shareholders equity Non-current provisions	68 71	93 76	141 81	145 66	286 53	291 54	∠88 54	0.0 0.0
Net debt	60	43	34	25	-51.2	-41.8	-33.8	0.0
CASH FLOW STATEMENT (EURm) EBITDA	06/11 32.4	06/12 60.0	06/13 87.5	06/14 49.1	06/15 55.6	06/16e 59.8	06/17e 57.9	06/18e 62.0
Change in WCR	5.8	1.1	3.3	-6.7	-20.9	-0.9	-0.1	-1.2
Interests & taxes	-6.4	-6.1	-13.9	-7.5	-7.4	-3.0	-1.1	-1.3
Others Operating Cash flow	-11.1 20.7	-27.0 28.0	-48.4 28.6	-8.5 26.4	-10.4 16.9	-0.2 55.7	0.0 56.7	0.0 59.5
CAPEX	-8.1	-8.9	-14.3	-8.9	-72.1	-65.1	-60.1	-60.1
Free cash-flow Acquisitions / disposals	12.6 0.1	19.2 0.2	14.3	17.6 0.0	-55.1 -0.4	-9.4 0.0	-3.4 0.0	-0.6
Dividends	-0.4	-1.2	0.1 -5.1	-8.0	-8.3	0.0	-4.6	-0.4 -4.6
Net capital increase	0.0	0.0	0.0	0.0	140.7	0.0	0.0	0.0
Others Change in net debt	-6.5 10.3	-11.7 18.1	-2.0 9.3	-4.3 9.6	-41.0 76.9	0.0 -9.4	0.0 -8.0	-41.0 -5.6
GROWTH MARGINS PRODUCTIVITY	06/11	06/12	06/13	06/14	06/15	06/16e	06/17e	06/18e
Sales growth	-	42.1%	41.7%	-14.5%	5.9%	10.2%	-0.6%	7.0%
Lfl sales growth Current EBIT growth	-	ns	41.7% 57.3%	-14.5% -71.7%	5.9% -28.7%	10.2% -42.6%	-0.6% -61.3%	10.4%
Growth in EPS(%)	-	ns	85.4%	-77.1%	-68.3%	-6.7%	-63.7%	5.5%
Net margin	3.5%	12.7%	16.7%	4.5%	2.0%	1.7%	0.6%	0.6%
EBITDA margin Current EBIT margin	21.4% 9.8%	27.9% 19.2%	28.7% 21.3%	18.8% 7.1%	20.1% 4.8%	19.7% 2.5%	19.1% 1.0%	19.2% 1.0%
CAPEX / Sales	-7.5%	-13.1%	-9.0%	-23.9%	-28.5%	-21.4%	-19.9%	-18.6%
WCR / Sales Tax Rate	1.4% 43.1%	1.0% 24.8%	14.3% 14.7%	-5.2% 18.0%	-0.5% 7.8%	0.1% 29.4%	0.2% 30.0%	0.0% 33.7%
Normative tax rate	-70.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%
Asset Turnover	-	1.1	1.3	1.1	1.1	1.0	1.0	2.1
ROCE post-tax (normative tax rate) ROCE post-tax hors GW (normative tax rate)	-	14.5% 14.5%	19.8% 19.8%	5.3% 5.3%	3.6% 3.6%	1.8% 1.8%	0.7% 0.7%	1.5% 1.5%
ROE	-	34.2%	43.6%	8.2%	2.6%	1.8%	0.6%	1.4%
DEBT RATIOS	06/11	06/12	06/13	06/14	06/15	06/16e	06/17e	06/18e
Gearing Net Debt / Market Cap	88% 0.45	46% 0.31	24% 0.20	17% 0.11	-18% -0.14	-14% -0.12	-12% -0.09	ns 0.00
Net debt / EBITDA	1.84	0.72	0.39	0.50	ns	ns	ns	ns
EBITDA / net financial charges	6.0	12.3	17.3	12.6	7.8	239.3	231.5	248.0

Borussia Dortmund GmbH & Co KGaA

Tuesday 23 February 2016

Disclosure to Company

Additional material conflicts

Date



Price (EUR)

No

No

No

No

Recommendation and target price changes history over the last 12 months for the company analysed in this report Reco

Risk of conflict of interest :	
Investment banking and/or Distribution	
Has Oddo Group, or Oddo & Cie, or Oddo Seydler managed or co-managed in the past 12 months a public offering of securities for the subject company/ies?	No
Has Oddo Group, or Oddo & Cie, or Oddo Seydler received compensation for investment banking services from the subject company/ies in the past 12 months or expects to receive or intends to seek compensation for investment banking services from the subject company/ies in the last 12 months?	No
Research contract between Oddo group & the issuer	
Oddo & Cie and the issuer have agreed that Oddo & Cie will produce and disseminate investment recommendations on the said issuer as a service to the issuer	No
Liquidity provider agreement and market-making	
At the date of the distribution of this report, does Oddo Group, or Oddo & Cie, or Oddo Seydler act as a market maker or has Oddo Group or Oddo & Cie, or Oddo Seydler signed a liquidity provider agreement with the subject company/ies?	Yes
Significant equity stake	
Does Oddo Group, or Oddo & Cie, or Oddo Seydler own 5% or more of any class of common equity securities of the subject company/ies?	No

Price Target (EUR)

Statement of conflict of interests of all companies mentioned in this document may be consulted on Oddo & Cie's: www.oddosecurities.com

Does the subject company beneficially own 5% or more of any class of common equity of Oddo & Cie or its affiliates?

Have the conclusions of this report been amended following disclosure to the company/ies and prior its distribution?

Is Oddo Group, or Oddo & Cie, or Oddo Seydler aware of any additional material conflict of interest?

distribution, for the sole purpose of verifying the accuracy of factual statements?

Has a copy of this report; with the target price and/or rating removed, been presented to the subject company/ies prior to its

Borussia Dortmund GmbH & Co KGaA

Tuesday 23 February 2016



Disclaimer:

Disclaimer for Distribution by Oddo & Cie to Non-United States Investors:

This research publication is produced by Oddo Securities ("Oddo Securities"), a division of Oddo & Cie ("ODDO"), which is licensed by the Autorité de Contrôle Prudentiel et de Résolution (ACPR) and regulated by the Autorité des Marchés Financiers ("AMF"), and/or by ODDO SEYDLER BANK AG ("Oddo Seydler"), a German subsidiary of ODDO, regulated by Bundesanstalt für Finanzdienstleistungsaufsicht ("BaFin").

The research, when distributed outside of the U.S., is intended exclusively for non-U.S. customers of ODDO and cannot be divulged to a third-party without prior written

consent of ODDO. This document is not and should not be construed as an offer to sell or the solicitation of an offer to purchase or subscribe for any investment. This research has been prepared in accordance with regulatory provisions designed to promote the independence of investment research. "Chinese walls" (information barriers) have been implemented to avert the unauthorized dissemination of confidential information and to prevent and manage situations of conflict of interest. This research has been prepared in accordance with French and German regulatory provisions designed to promote the independence of investment research.

At the time of publication of this document, ODDO and/or Oddo Seydler, and/or one of its subsidiaries may have a conflict of interest with the issuer(s) mentioned. While all

reasonable effort has been made to ensure that the information contained is not untrue or misleading at the time of publication, no representation is made as to its accuracy or completeness and it should not be relied upon as such. Past performances offer no guarantee as to future performances. All opinions expressed in the present document reflect the current context and which is subject to change without notice. The views expressed in this research report accurately reflect the analyst's personal views about the subject securities and/or issuers and no part of his compensation was, is, or will be directly or indirectly related to the specific views contained in the research report.

This research report does not constitute a personal recommendation or take into account the particular investment objectives, financial situations, or needs of individual clients. Clients should consider whether any advice or recommendation in this research is suitable for their particular circumstances and, if appropriate, seek professional advice, including tax advice

Disclaimer for Distribution by Oddo New York to United States Investors:

This research publication is produced by Oddo Securities, a division of ODDO and/or by Oddo Seydler.

This research is distributed to U.S. investors exclusively by Oddo New York Corporation ("ONY"), MEMBER: FINRA/SIPC, and is intended exclusively for U.S. customers of ONY and cannot be divulged to a third-party without prior written consent of ONY. This document is not and should not be construed as an offer to sell or the solicitation of an offer to purchase or subscribe for any investment.

This research has been prepared in accordance with regulatory provisions designed to promote the independence of investment research. "Chinese walls" (information barriers) have been implemented to avert the unauthorized dissemination of confidential information and to prevent and manage situations of conflict of interest. This research has been prepared in accordance with French and German regulatory provisions designed to promote the independence of investment research.

At the time of publication of this document, ODDO and/or Oddo Seydler, and/or one of its subsidiaries may have a conflict of interest with the issuer(s) mentioned. While all reasonable effort has been made to ensure that the information contained is not untrue or misleading at the time of publication, no representation is made as to its accuracy or completeness and it should not be relied upon as such. Past performances offer no guarantee as to future performances. All opinions expressed in the present document reflect the current context and which is subject to change without notice.

Rule 15a-6 Disclosure:

Under Rule 15a-6(a)(3), any transactions conducted by ODDO and/or Oddo Seydler, and/or one of its subsidiaries with U.S. persons in the securities described in this foreign research must be effected through ONY. As a member of FINRA, ONY has reviewed this material for distribution to U.S. persons as required by FINRA Rules 2241(h) applicable to dissemination of research produced by its affiliate ODDO. FINRA Disclosures:

- · Neither ONY, ODDO, nor Oddo Securities, nor Oddo Seydler beneficially owns 1% or more of any class of common equity securities of the subject company.
- The research analyst of Oddo Securities or Oddo Seydler, at the time of publication of this research report, is not aware, nor does he know or have reason to know of any actual, material conflict of interest of himself, ODDO, Oddo Securities, Oddo Seydler or ONY, except those mentioned in the paragraph entitled "Risk of Conflict of Interest."
 Oddo Securities or ODDO or Oddo Seydler may receive or seek compensation for investment banking services in the next 3 months from the subject company of this
- research report, but ONY would not participate in those arrangements.
- Neither ONY, ODDO, Oddo Securities, nor Oddo Seydler has received compensation from the subject company in the past 12 months for providing investment banking services except those mentioned in the paragraph of "Risk of Conflict of Interest".
- · Neither ONY., ODDO, Oddo Securities nor Oddo Seydler has managed or co-managed a public offering of securities for the subject company in the past 12 months except those mentioned in the paragraph of "Risk of Conflict of Interest"
- · ONY does not make (and never has made) markets and, accordingly, was not making a market in the subject company's securities at the time that this research report was published.

Regulation AC:

ONY is exempt from the certification requirements of Regulation AC for its distribution to a U.S. person in the United States of this research report that is prepared by an Oddo Securities research analyst because ODDO has no officers or persons performing similar functions or employees in common with ONY and ONY maintains and enforces written policies and procedures reasonably designed to prevent it, any controlling persons, officers or persons performing similar functions, and employees of ONY

from influencing the activities of the third party research analyst and the content of research reports prepared by the third party research analyst.

Contact Information of firm distributing research to U.S. investors: Oddo New York Corporation, MEMBER: FINRA/SIPC, is a wholly owned subsidiary of Oddo & Cie; Philippe Bouclainville, President (pbouclainville@oddony.com) 150 East 52nd Street New York, NY 10022 212-481-4002.