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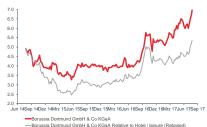
Buy → | Target price : 7.50 EUR vs 6.50 EUR 🛪

Price (22/08/2017): 6.96 EUR | Upside: 8 %

Est.chg 2017e 2018e 10.0% EPS 23.8%

A good start into the new season; transfer window soon to close – all eyes on Dembélé

Publication date 23.08.2017 07:39 Writing date 22.08.2017 17:03



Source : Oddo BHF, I		oter / leadure (i tebu	200)
Capital			
BVB GY BVB.DE			
Market Cap (EURm)			640
Enterprise value (EURm)			586
Extrema 12 months		4.16 -	6.96
Free Float (%)			60.5
Performance (%)	1m	3m	12m
Absolute	11.8	11.7	68.1
Perf. rel. Country Index	13.1	16.2	52.3
Perf. rel. Hotel / leisure	12.8	18.1	55.3
P&L	06/16	06/17e	06/18e
Sales (EURm)	376	396	449
EBITDA (EURm)	86.7	77.9	116
Current EBIT (EURm)	36.4	16.0	47.1
Attr. net profit (EURm)	30.5	10.3	34.5
Adjusted EPS (EUR)	0.33	0.11	0.38
Dividend (EUR)	0.06	0.08	0.10
P/E (x)	12.0	46.5	18.5
P/E (x) P/B (x)	12.0 1.2	46.5 1.5	18.5 1.8
` '			
P/B (x)	1.2	1.5	1.8

3.6

8.7

-16

ns

5.8

28.4

-8

ns

5.0

12.4

-15

Next Events

EV/EBITDA (x)

Gearing (%)

EV/Current EBIT (x)

Net Debt/EBITDA(x)

24.08.2017 Earnings Release 02.03.2018 Earnings Release

Preview of 2016-17e numbers: no surprises likely

We have slightly adjusted our model, as we include all the most recent transfers and newsflow into our estimates. On the top line, we have now included the bonus from winning the DFB Pokal (German Cup), which we estimate at €3m; this lifts our group revenue estimate for 2016-17e to € 395.6m (+5.1% yoy). Excluding transfer income (€ 58.8m), we expect 2016-17 revenue to come in at € 347.3m (+22% yoy). As a result, our EBITDA forecast increases to € 77.9m (from € 76.6m). We estimate EBITDA pre player income at € 28.8m.

Preview 2016-17e						
	2016/17e	2015-16	Yoy	Q4e		
Top line	395.6	376.3	+5.1%	110.1		
EBITDA	77.9	86.7	-10.2%	27.3		

Source: Oddo BHF, company data

Updating our estimates for 2017-18e

For the current fiscal year (2017-18e) we have updated our model for the latest transfers and newsflow. We now include combined transfer fees for Ginter, Bender and Stenzel of € 32.5m (excl. earn-out components to be paid in the coming years). In addition, we have updated the contract details of the Opel sponsorship, incorporating the contract extension to 2022 and the fact that Opel is now BVB's first sleeve sponsor starting this season. While we assume the contract will bring in € 8m per year (base scenario), we also believe the sleeve sponsorship part is worth € 3-5m per year (we now include € 4m in our model, which is € 2m higher than we had previously assumed). In total, we have increased our top line forecast by roughly € 45m, translating into our new full-year group revenue estimate of € 448.6m for 2017-18e (first year of new Bundesliga TV deal). Additionally, we have lowered our opex assumptions, which raises our EBITDA estimate to € 116.5m (previously: € 107m). Of this, € 90.5m is pre player transfer book profit. Thus, our net income estimate increases to € 34.5m vs € 27.9m previously.

A good start into the new season; Dembélé transfer still pending

BVB has had a very good start into the current season: i/ It won its first-round match in the German Cup and has drawn a favourable opponent for the 2nd round (3rd Bundesliga team 1. FC Magdeburg,). ii/ It won its season opener vs. Wolfsburg (3-0 away), which puts it at the top of the league table after 1 game. The Champions League group drawing will take place on Thursday, 24 August. In terms of TV-advertising proceeds, BVB will receive a bigger share of the German CL package if Hoffenheim fails to qualify for the CL vs Liverpool on 23 August. It lost the 1st leg to Liverpool at home 1-2 on 15 August.

After Neymar left Barcelona for PSG, it was assumed the Dembélé deal would be done soon thereafter. But that deal currently looks like it is on the brink of falling through. Rumours of the transfer fee indicate a very wide range of € 80-150m, but with the transfer window closing at the end of August, we believe that BVB's steadfast opposition to selling Dembélé after his "strike" will improve its bargaining leverage both in this deal and going forward. Although transfer income on a Dembélé deal would send BVB's P&L through the roof, selling him now would not be the best solution for BVB in our view, as there is little time left to find an adequate replacement. Nevertheless, the buzz surrounding this deal has lifted BVB's share price to new highs, even beyond our old TP of € 6.50. After incorporating our new estimates into our model and allowing for a short-term premium for the team's improved roster value, our fair value per share rises to € 11.01 (prev.: € 10.27). As a result, we have also lowered our multiple discount from 50% to 40% vs. Manchester United, leading to a new TP of € 7.50 (+15% vs. old TP).

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Conflict of interests:



BVB.DE BVB GY		uy 				Price 6.9		
Leisure Germany	•		6%	20/14	20/15	TP 7.5		20110
PER SHARE DATA (EUR) Adjusted EPS	06/11 0.09	06/12 0.45	06/13 0.83	06/14 0.19	06/15 0.06	06/16 0.33	06/17e 0.11	06/18e 0.38
Reported EPS	0.09	0.45	0.83	0.19	0.06	0.33	0.11	0.38
Growth in EPS(%)	-	ns	85.4%	-77.1%	-68.3%	ns	-66.2%	ns
Net dividend per share FCF to equity per share	0.00 0.21	0.06 0.31	0.10 0.23	0.10 0.29	0.05 -0.60	0.06 0.00	0.08 0.09	0.10 0.40
Book value per share	1.10	1.52	2.28	2.36	3.11	3.36	3.48	3.86
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	61.43	61.43	61.43	61.43	92.00	92.00	92.00	92.00
VALUATION 12m highest price	06/11 3.05	06/12 2.80	06/13 3.95	06/14 5.10	06/15 4.21	06/16 5.86	06/17e 6.96	06/18e
12m lowest price	1.76	1.90	2.64	3.56	3.21	3.61	5.09	
(*) Reference price	2.16	2.27	2.80	3.66	4.10	3.97	5.22	6.96
Capitalization	133	140	172	225	378	365	480	640
Restated Net debt	59.6 0.0	43.3 0.0	34.2 0.0	24.8 0.0	-51.2 0.0	-49.1 0.0	-24.8 0.0	-54.8 0.0
Minorities (fair value) Financial fixed assets (fair value)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Provisions	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enterprise Value	192	183	206	250	326	316	455	586
P/E (x)	25.0	5.1	3.4	19.3	68.3	12.0	46.5	18.5
P/CF (x)	0.00/	2.60/	2.60/	2.70/	4.00/	4.50/	4.50/	4 40/
Net Yield (%) FCF yield (%)	0.0% 9.5%	2.6% 13.7%	3.6% 8.3%	2.7% 7.8%	1.2% ns	1.5% ns	1.5% 1.8%	1.4% 5.7%
P/B incl. GW (x)	1.97	1.50	1.23	1.55	1.32	1.18	1.50	1.81
P/B excl. GW (x)	1.97	1.50	1.23	1.55	1.32	1.18	1.50	1.81
EV/Sales (x)	1.27	0.85	0.68	0.96	1.18	0.84	1.15	1.31
EV/EBITDA (x) EV/EBIT (x)	5.9 12.9	3.0 4.4	2.4 3.2	5.1 13.5	5.9 24.8	3.6 8.7	5.8 28.4	5.0 12.4
(*) historical average price	12.3	7.7	3.2	13.3	24.0	0.7	20.4	12.7
PROFIT AND LOSS (EURm)	06/11	06/12	06/13	06/14	06/15	06/16	06/17e	06/18e
Sales	151	215	305	261	276	376	396	449
EBITDA Depreciations	32.4 -17.5	60 -18.6	88 -22.4	49.1 -30.7	56 -42.4	87 -50.2	78 -61.9	116 -69.3
Current EBIT	14.9	41.4	65	18.5	13.2	36.4	16.0	47.1
Published EBIT	14.9	41.4	65	18.5	13.2	36.4	16.0	47.1
Net financial income	-5.4	-4.8	-5.1	-3.9	-7.2	-1.0	-1.2	-0.3
Corporate Tax Net income of equity-accounted companies	-4.1 0.0	-9.1 0.0	-8.8 0.0	-2.6 0.0	-0.5 0.0	-4.9 0.0	-4.5 0.0	-12.4 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	-0.1	-0.1	-0.4	-0.3	0.0	0.0	0.0	0.0
Attributable net profit	5.3	27.4	51	11.7	5.5	30.5	10.3	34.5
Adjusted attributable net profit BALANCE SHEET (EURm)	5.3 06/11	27.4 06/12	51 06/13	11.7 06/14	5.5 06/15	30.5 06/16	10.3 06/17e	34.5 06/18e
Goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other intangible assets	18.4	25.7	28.4	61.6	96.3	65.3	149	149
Tangible fixed assets	171	183	178	185	190	188	185	180
WCR Financial assets	2.1 7.4	2.2 2.1	43.7 5.4	-13.5 3.4	-1.4 3.7	36.2 49.1	42.1 16.1	46.5 15.9
Ordinary shareholders equity	67.3	93.1	140	145	286	310	320	355
Minority interests	0.3	0.3	0.6	0.3	0.3	0.0	0.0	0.0
Shareholders equity	67.6	93.5	141	145	286	310	320	355
Non-current provisions Net debt	71.5 59.6	75.9 43.3	81.1 34.2	65.9 24.8	53.3 -51.2	77.1 -49.1	95.2 -24.8	91.5 -54.8
CASH FLOW STATEMENT (EURm)	06/11	06/12	06/13	06/14	06/15	06/16	06/17e	06/18e
EBITDA	32.4	60.0	87.5	49.1	55.6	86.7	77.9	116.5
Change in WCR	5.8	1.1	3.3	-6.7	-20.9	-25.2	47.4	-7.4
Interests & taxes Others	-6.4 -11.1	-6.1 -27.0	-13.9 -48.4	-7.5 -8.5	-7.4 -10.4	-11.3 -0.2	-10.7 -37.5	-12.6 0.0
Operating Cash flow	20.7	28.0	28.6	26.4	16.9	-0.2 49.9	-37.5 77.1	96.5
CAPEX	-8.1	-8.9	-14.3	-8.9	-72.1	-50.1	-68.5	-60.1
Free cash-flow	12.6	19.2	14.3	17.6	-55.1	-0.2	8.6	36.4
Acquisitions / disposals Dividends	0.1 -0.4	0.2 -1.2	0.1 -5.1	0.0 -8.0	-0.4 -8.3	0.0 -4.6	0.0 -3.0	-0.4 -6.4
Net capital increase	0.0	0.0	0.0	0.0	140.7	0.0	0.0	0.0
Others	-6.5	-11.7	-2.0	-4.3	-41.0	0.0	0.0	-41.0
Change in net debt	10.3	18.1	9.3	9.6	76.9	-4.8	5.6	29.6
GROWTH MARGINS PRODUCTIVITY Sales growth	06/11	06/12 42.1%	06/13 41.7%	06/14 -14.5%	06/15 5.9%	06/16 36.3%	06/17e 5.1%	06/18e 13.4%
Lfl sales growth	-	-12.170	41.7%	-14.5%	5.9%	36.3%	5.1%	-
Current EBIT growth	-	ns	57.3%	-71.7%	-28.7%	ns	-56.1%	ns
Growth in EPS(%)	-	ns	85.4%	-77.1%	-68.3%	ns	-66.2%	ns
Net margin EBITDA margin	3.5% 21.4%	12.7% 27.9%	16.7% 28.7%	4.5% 18.8%	2.0% 20.1%	8.1% 23.0%	2.6% 19.7%	7.7% 26.0%
Current EBIT margin	9.8%	19.2%	21.3%	7.1%	4.8%	9.7%	4.0%	10.5%
CAPEX / Sales	-7.5%	-13.1%	-9.0%	-23.9%	-28.5%	-13.3%	-25.4%	-13.4%
WCR / Sales	1.4%	1.0%	14.3%	-5.2%	-0.5%	9.6%	10.6%	10.4%
Tax Rate Normative tax rate	43.1% -70.0%	24.8% 30.0%	14.7% 30.0%	18.0% 30.0%	7.8% 30.0%	13.8% 30.0%	30.3% 30.0%	26.4% 30.0%
Asset Turnover	-70.0%	30.0% 1.1	30.0% 1.3	30.0% 1.1	30.0% 1.1	30.0% 1.3	30.0% 1.2	30.0% 1.2
ROCE post-tax (normative tax rate)	-	14.5%	19.8%	5.3%	3.6%	8.9%	3.4%	8.8%
ROCE post-tax hors GW (normative tax rate)	-	14.5%	19.8%	5.3%	3.6%	8.9%	3.4%	8.8%
ROE	-	34.2%	43.6%	8.2%	2.6%	10.2%	3.3%	10.2%
DEBT RATIOS Gearing	06/11 88%	06/12 46%	06/13 24%	06/14 17%	06/15 -18%	06/16 -16%	06/17e -8%	06/18e -15%
Net Debt / Market Cap	0.45	0.31	0.20	0.11	-0.14	-0.13	-0.05	-0.09
Net debt / EBITDA EBITDA / net financial charges	1.84 6.0	0.72 12.3	0.39 17.3	0.50 12.6	ns 7.8	ns 82.9	ns 64.9	ns 465.9

Borussia Dortmund GmbH & Co KGaA

Wednesday 23 August 2017



· Valuation method

Our target prices are established on a 12-month timeframe and we use three valuation methods to determine them. First, the discounting of available cash flows using the discounting parameters set by the Group and indicated on Oddo BHF' website. Second, the sum-of-the-parts method based on the most pertinent financial aggregate depending on the sector of activity. Third, we also use the peer comparison method which facilitates an evaluation of the company relative to similar businesses, either because they operate in identical sectors (and are therefore in competition with one another) or because they benefit from comparable financial dynamics. A mixture of these valuation methods may be used in specific instances to more accurately reflect the specific characteristics of each company covered, thereby fine-tuning its evaluation.

Sensitivity of the result of the analysis/ risk classification:

The opinions expressed in the financial analysis are opinions as per a particular date, i.e. the date indicated in the financial analysis. The recommendation (cf. explanation of the recommendation systematic) can change owing to unforeseeable events which may, for instance, have repercussions on both the company and on the whole industry.

· Our stock market recommendations

Our stock market recommendations reflect the RELATIVE performance expected for each stock on a 12-month timeframe. Buy: performance expected to exceed that of the benchmark index, sectoral (large caps) or other (small and mid caps). Neutral: performance expected to be comparable to that of the benchmark index, sectoral (large caps) or other (small and mid caps). Reduce: performance expected to fall short of that of the benchmark index, sectoral (large caps) or other (small and mid caps).

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

Date	Reco	Price Target (EUR)	Price (EUR)	Analyst
22.08.17	Buy	7.50	6.96	Marcus Silbe, CEFA
16.03.17	Buy	6.50	5.35	Marcus Silbe, CEFA
22.02.17	Buy	6.00	5.22	Marcus Silbe, CEFA
22.11.16	Neutral	6.00	5.80	Marcus Silbe, CEFA

Recommendation split				
		Buy	Neutral	Reduce
Our whole coverage	(427)	46%	43%	11%
Liquidity providers coverage	(152)	44%	49%	7%
Research service coverage	(66)	53%	42%	5%
Investment banking services	(51)	59%	35%	6%

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Oddo BHF and the issuer have agreed that Oddo BHF will produce and disseminate investment recommendations on the said issuer as a service to the issuer	No
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Has a copy of this report; with the target price and/or rating removed, been presented to the subject company/ies prior to its distribution, for the sole purpose of verifying the accuracy of factual statements?	No
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Wednesday 23 August 2017



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