



Share Price:		1,80
Closing Price as 17/09/15		
Price High 52week		1,95
Price Low 52week		1,60
Market capitalisation		59.517.245
Current num. of shares		33.065.136
Long Term Debt		9.826.096

Key Financials	12/14	12/15E	12/16E
Sales	77.149.640	77.005.143	79.394.520
EBITDA	6.165.791	11.547.356	11.927.854
EBITDA margin	8%	15%	15%
Total Debt/Equity	0,19	0,33	0,33
P/E	16,70	9,81	9,39
EPS	0,11	0,18	0,19
Dividend/Share	0,06	0,06	0,06

Enterprise Value	95.738.604
Shareholders value	85.932.308

Risk Free	FV
6,50%	2,90
7,50%	2,76
8,50%	2,30
9,50%	2,06
10,50%	1,82

KRI KRI S.A

Sector: Food & Beverage-Food Products

Activity: Production and Trading of Dairy products (Ice Cream, Yoghurt, Milk)

Outlook:

KRI KRI's HY15 results confirmed our basic outlook hypothesis regarding the Company's performance in FY15 as set back in FY2014.

KRI KRI's like for like HY15 sales in the Ice Cream sector declined due to reduced demand driven by the increase in VAT that hurt pricing.

However in the Yoghurt sector, sales significantly increased confirming our expectations regarding the ongoing demand growth for the sector.

The Group improved operating margins as well, and is able to reap the advantage of the increasing demand for Yoghurt products both domestically and internationally.

Accordingly, we have updated our Cash Flow and Enterprise Value estimations to include the period 2015-2018.

For the said period we are expecting further Operating Margin improvement and enhanced expected sales for the Yoghurt sector due to the increased capacity from the brand new Yoghurt production line as well as anticipated strong demand for Dairy products.

Back in July, in order to reflect the impact of the extraordinary circumstances of the Hellenic Economy to KRI KRI's Fair estimated Price, we recalculated our Fair Estimated Price to include a range of various risk assumptions and derived our present Fair Price estimates of 1.82 Euros/Share to 2.90 Euros/Share (see table).

Strengths:

Sales of Yoghurt have increased annually by 12% since FY13 and the strong demand trend is expected to continue in the following years.

Weaknesses:

Ice Cream Sales may have reached a maturity stage.

Opportunities:

Global Yoghurt consumption is expected to be strong the forthcoming years due to a shift towards healthier nutrition habits. Accordingly, exports in the Yoghurt business sector in European Union countries primarily under the KRI KRI brand and secondarily as private label products (cooperation with Super Markets) are expected to enhance the Sector's Sales.

Threats:

Ice cream consumption is highly dependent on weather conditions and nutritional habits.

Strong local and global competition in the Yoghurt and Ice Cream Sector.

DATE 18/09/15

FAIR ESTIMATED PRICE	1,80
Δ% from Current Price	0%
Investment Thesis	UV

KRI KRI Summary tables

Income Statement	2014	2015E	2016E	2017E	2018E
Sales	77.149.640,00	73.983.263,77	77.005.143,30	79.394.519,71	81.311.196,89
Cost of goods	58.976.264,00	49.568.786,73	52.363.497,45	53.988.273,40	55.291.613,88
Gross Profit	18.173.376,00	24.414.477,04	24.641.645,86	25.406.246,31	26.019.583,00
Sales Cost	12.459.087,00	12.583.677,87	12.709.514,65	12.836.609,80	12.964.975,89
Admin.cost	2.062.815,00	2.083.443,15	2.104.277,58	2.125.320,36	2.146.573,56
Impact from Fire					
Rest Income/Expenses	883.154,00	800.000,00	500.000,00	500.000,00	500.000,00
EBITDA	6.165.791,00	11.547.356,02	11.927.853,63	12.544.316,15	13.008.033,55
Depreciation&Amortization	1.631.163,00	2.600.000,00	2.600.000,00	2.600.000,00	2.600.000,00
EBIT	4.534.628,00	8.947.356,02	9.327.853,63	9.944.316,15	10.408.033,55
Interest	121.437,00	400.000,00	400.000,00	400.000,00	400.000,00
E/BT	4.656.065,00	8.547.356,02	8.927.853,63	9.544.316,15	10.008.033,55
Taxation	1.091.211,00	2.478.733,25	2.589.077,35	2.767.851,68	2.902.329,73
Net Income	3.564.854,00	6.068.622,78	6.338.776,08	6.776.464,47	7.105.703,82

Cash flow estimations (€)	2014	2015E	2016E
EBIT	4.534.628,00	8.947.356,02	9.327.853,63
Taxation (1-Tax Rate)	90%	71%	71%
NOPAT	4.081.165,20	6.352.622,78	6.622.776,08
Depreciation	1.631.163,00	2.600.000,00	2.600.000,00
Capital Exp.	20.000.000,00	7.000.000,00	2.500.000,00
IWC	3.188.766,00	1.108.231,68	1.057.657,84
NCF	- 17.476.437,80	3.060.854,46	5.665.118,24

Growth/Margins/Metrics(€)	12/14	12/15E	12/16E
Sales Growth	12%	-4%	4%
EBITDA growth Y-Y	-35%	47%	3%
Net Profit/Loss growth	-49,63%	41,26%	4,26%
RATIOS	12/14	12/15E	12/16E
Debt/Equity	0,19	0,33	0,33
Capex/EBITDA	3,24	0,61	0,21
ROE	9%	14%	14%
WACC	10,91%	10,47%	10,47%
VALUATION	12/14	12/15E	12/16E
Book Value	1,18	1,25	1,25
P/BV	1,53	1,44	1,44
P/E	16,70	9,81	9,39

Σημειώσεις/Notes

P:	Τρέχουσα Τιμή	Market Price
MCAP:	Κεφαλαιοποίηση	Capitalization
EPS:	Καθαρά Κέρδη Ανά Μετοχή	Earnings per Share
P/E:	Λόγος Τιμής προς Κέρδη	Price/Earnings Ratio
P/S:	Λόγος Τιμής προς Πωλήσεις	Price/Sales Ratio
D/A:	Συνολικός Δανεισμός προς Παθητικό	Total Debt/Assets Ratio
DY:	Απόδοση Μερισμάτων	Dividend Yield
ROE:	Απόδοση Ίδιων Κεφαλαίων	Return on Equity
FV:	Τιμή Συστήσης Αξιοποίησης	Fair Value Price

Ομάδες Συστήσεων/Ratings

UV	Χαμηλή Αποτίμηση/ Χαμηλός Κίνδυνος
UV1	Χαμηλή Αποτίμηση/ Κίνδυνος
FV	Συστή Αποτίμηση/ Χαμηλός Κίνδυνος
OV1	Συστή Αποτίμηση/ Κίνδυνος
OV	Υπερτιμημένη Μετοχή

Underpriced/ Small Risk
Stock Price = 20% of Fair
Underpriced/ Risk
Stock Price = 10% of Fair
Fairly Priced/ Small Risk
10% = Stock Price = 10%
Fairly Priced/ Risk
Stock Price = 10% of Fair
Overvalued
Stock Price > 20% of Fair

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