\*\*Important Disclaimers & Disclosures on Page 10

SINCE

# **Initial Public Offering: Fontana Limited**

# **Company Description**

/ Fund Managers Ltd.

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Fontana Limited operates a network of pharmacies and retail stores in Jamaica and currently has 5 locations across the island (Montego Bay, Mandeville, Barbican, Ocho Rios and Sav-La-Mar). The Company plans to open a new branch on Waterloo Road in Kingston Square in 2019 and plans thereafter to expand its branch network in Montego Bay and Portmore. Fontana's core business entails the sale of pharmaceutical products through their licensed pharmacies. In addition to its core business, Fontana Limited offers a wide range of beauty and cosmetic items, housewares, home décor, toys, baby items, electronic, school and souvenir products. The Company was established in 1968 at the Manchester Shopping

# **Analyst's Opinion**

Over the past 50 years, Fontana has successfully extended its reach from Mandeville to other major locations in Jamaica, whilst strengthening its brand image in the competitive local retail pharmacy market. The Company has maintained increasing sales over the last five (5) financial years with sales growth slowing sharply in FY 2018 due to the state of emergency in Montego Bay and major road works in the Barbican area which affected two of their major branches. Fontana has also effectively and efficiently converted increased sales into increased profitability. The Company is expected to further expand its reach by opening a new branch on Waterloo Road in Kingston in the latter half of 2019.

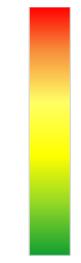
Center in Mandeville by Shinque "Bobby" Chang and Angela Chang. Currently the Company is managed by Chairman - Kevin O'Brien Chang, Chief Executive Officer - Anne Chang and Chief Operating Officer - Raymond Therrien with the support of Independent Directors and a team of 330 employees. Fontana Limited employs various customer engagement tools such as a loyalty card programme and an e-commerce platform, which is supported by a call centre that handles customer queries. The Company also has extensive geographical reach through its online shopping platform (www.fontanapharmacy.com) which is utilized by both customers locally and internationally.

#### **Key Features:**

IPO Price	J\$1.88
Estimated Fair Value	J\$3.99
Implied Downside	112.44%
Current P/E (x)	6.84
Current P/B (x)	2.84
Dividend Yield (TI2M)	3.35%
TTM Pre-Tax Income (J\$M)	J\$343.62
TTM EPS (J\$)	J\$0.28

BUY

Strong Sell at or above **|\$4.99** 



Though this store may cannibalize sales from its Barbican store, we expect that it should present a net benefit to the company. Fontana is offering to investors approximately **250M** (or **20%** of the Company) ordinary shares at a price of **J\$1.88** per share. The IPO price represents **6.84** multiple of current Pre-Tax Earnings (Trailing Twelve Months) and a **6.06** multiple of our projections for FY 2019 earnings. We believe that the stock is being listed at a significant discount to its fair value and as such we believe it represents a rare value opportunity for prospective investors. Our estimated fair value of **J\$3.99**, implies a potential upside of **112.44%** from the listing price. Based on the stated dividend policy of a **25%** pay-out ratio, we estimate dividends for FY 2019 to be **J\$0.08** per share. This translates to a potential dividend yield of **4.13%** on the listing price and an estimated I-Year Total return of **116.56%**. As such, we recommend buying Fontana at its IPO price.

Strong Buy at or below ]\$3.00

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# **Summary of Offer**

Fontana Limited is seeking to raise J\$468.08M through the issuance of 249,874,965 ordinary shares to prospective investors through an Initial Public Offering (IPO). The Company has stated that of the J\$468.08M raised approximately J\$234.04M will accrue to the Company while the remaining J\$234.04M will accrue to the selling shareholders. The proceeds of the IPO are expected to be used to take advantage of opportunities for business expansion and improvement, working capital and general corporate purposes, as well as to pay the expenses associated with the listing. If the listing is successful, the Company has stated its intention to pay dividends of not less than 25% of profits available for distribution; subject to the need to maintain funds to re-invest earnings for growth. A summary of the details of the offer is in the table below and the full details are in the <u>Prospectus</u>.

Issuer	Fontana Limited				
Exchange	The Jamaica Stock Exchange's Junior Market				
Offer Period	Opening Date: December 13, 2018 at 9:00AM				
Oller Feriod	Closing Date: December 20, 2018 at 4:00 PM				
Broker	Scotia Investments Limited				
	The Company is seeking to raise approximately <b>J\$468.08M</b> by inviting Applications to subscribe for				
	up to <b>249,874,965</b> Shares. These shares will be distributed as follows;				
	- <b>2,961,834</b> ( <b>0.24</b> %) Employee Gifts				
Shares Offered	-87,706,113 (7.02%) Strategic Partners				
	-39,855,057 (3.19%) Key Customers and Doctors				
	-5,917,159 (0.47%) Company Reserved Shares				
	-113,434,802 (9.08%) General Public				
	J\$1.88 per share (General Public and Other Shares). Except:				
Pricing	J\$1.69 per share (Company Reserved Shares and the Employee Gift Shares Only)				
	Payments MUST be made at the time of Application along with a <b>J\$163.10</b> processing fee.				
	The Board of Directors intends to use the proceeds due to the Company from a successful				
	Invitation from the Subscription Shares, take advantage of opportunities for improvement and				
Use of Proceeds	expansion of the business, workng capital and general corporate purposes, and the payment of the				
	expenses of the Invitation.				
Minimum Subscription	5,000 shares				

# **Financial Analysis**

# **Revenue & Profitability**

Between FY 2014 and FY 2018 Fontana experienced a Compound Annual Growth Rate (CAGR) in Sales of **17.63**%. The Company has seen a significant growth in revenue stemming from the expansion of its branch network and increased brand presence. The Company's Kingston and Ocho Rios branches represent **27**% and **16**% of the total sales, respectively, as at FY 2018, whilst the Montego Bay and Barbican Square locations together represented **62%**. During FY 2018 ending June 30, 2018, Revenue grew year-over-year (YoY) by **8.66**% to **J\$3.4B**. This YoY movement represents a slowdown in sales relative to the **15.66**% and **21.26**% YoY increase in FY 2017 and FY 2016, respectively.

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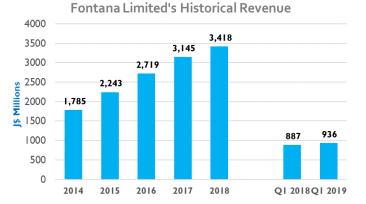
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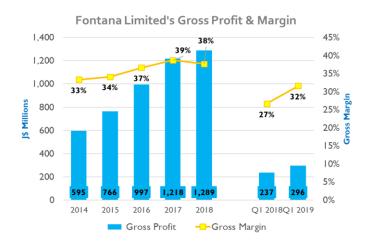
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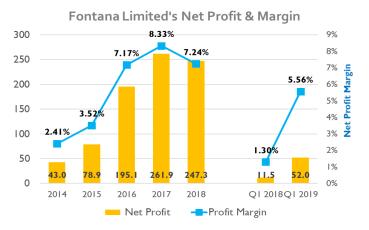
Fontana has attributed the slowdown in revenue growth to the roadworks near their Barbican Square branch which temporarily reduced client access to the location, and the State of Emergency in Montego Bay that forced the Fairview branch to shorten its opening hours and decreased client traffic overall. For the 1st quarter ending September 30, 2018 (Q1 2019) total revenue generated was **J\$935.81M**, a **5.5**% increase relative to the J**\$886.97M** recorded over comparable 2017 period.

Fontana 's Gross Profit grew by only **5.85%** in FY 2018 to **J\$1.3B** as the **10.44%** YoY growth in Cost of sales outpaced the growth in revenue. The Gross Profit Margin fell to **37.72%** in FY 2018 from the **38.72%** in FY 2017 given the slowdown in revenue growth. Cost of sales has grown at a CAGR of **15.65%** between FY 2014 and 2018. The Company has stated that they currently source approximately **75%** of total purchases locally inclusive of pharmaceuticals, over the counter drugs, cosmetics and beauty supplies. The bulk of the higher margin items such as toys, housewares, and gift items are imported directly from overseas markets. Gross Profits in Q1 2019 reflected a **24.90%** growth relative to Q1 2018. The sharp rise in Gross Profits for the 1<sup>st</sup> quarter of 2019 reflects a decline in cost of goods sold during the period and resulted in an expansion in the Gross Margin from **26.69%** to **31.60%**.

Total Expenses increased, YoY in FY 2018, by 11.54% or J\$97.55M to J\$943.171M driven by a growth in Administrative & Other expenses. Additional staff compensation resulted in a 14% increase in staff expenses from J\$356.14M in FY 2017 to J\$405.1M in FY 2018. The increases in expenses both combined to adversely impact over profitability. Operating Profits fell by 7.07% to J\$345.88M in







FY 2018 whilst Operating Profit Margin fell to 10.12% from 11.83%. For Q1 2019, total expenses grew by 8.79% compared to J\$238.14M, however, Operating Profit rose over the same period by J\$39.7M to J\$57.59M.

Net Profit for FY 2018 decreased by **5.57**% over FY 2017, falling from **J\$261.89M** to **J\$247.31M** whilst the Net Profit Margin fell from **8.33**% to **7.24**%. Due to the improvement in gross and operating margins over the 1<sup>st</sup> quarter of the 2019, Profits before tax over the period increased by **352.89**% to **J\$52.05M** from **J\$11.49M** in Q1 2018. The Company reported that this reflected a normalization of its operating results given the completion of roadworks in the Barbican area.

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## Asset Quality, Liquidity and Solvency

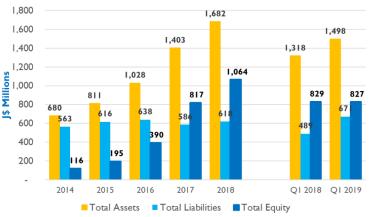
Fontana maintained a fair level of liquidity between FY 2014 and FY 2018 with their Current Ratio remaining well above the benchmark of **IX**. Their Current Ratio rose to **2.09X** in FY 2018 ending June 2018 from **2.05X** in FY 2017 and rose further to **2.40X** as at the end of QI 2019 ending September 30<sup>th</sup>, 2018. The cash ratio ending FY 2018 at **0.53X** and QI 2019 at **0.43X**. The increase in the Company's financial position post FY 2017 seemingly coincides with its branch expansion. Fontana's operating Cash Flows remained positive between FY 2015 and FY

Fontana Limited's Historical Liquidity 3.00 2.40 2.50 2.25 2.09 2.05 2.00 1.47 1.46 1.39 1.50 .94 1.00 0.87 0.80 .52 53 0.50 0.15 22 0.19 19 0.07 0.00 2014 2015 2016 2017 2018 QI 2018 QI 2019 Quick Ratio Cash Ratio Current Ratio

2018, ending FY 2018 at **J\$297.2M**, a **119.93**% increase from FY 2017. The increase in FY 2018 was due to lower inventory purchases and inflows from related parties.

Fontana's asset base has exhibited a CAGR of **25.43**% between FY 2014 and FY 2018 driven by the growth in cash & cash equivalents, its physical expansion of its store network and inventory growth. In FY 2018, Total Assets rose by **19.87**% or **J\$278.88M** to **J\$1.68B**, YoY, driven by an addition to intangible assets (goodwill) and increase cash & cash equivalents. Fontana's goodwill stems from the acquisition of the related company Fontana Kingston Ltd. Back in 2013, Fontana Kingston Limited acquired the assets and goodwill of Azmart in Barbican square which was rebranded to Fontana Pharmacy.

Fontana Limited's Historical Balance Sheet



Total assets fell by **J\$183.74M** or **10.92%** as at Q1 2019 ending September 30, 2018, relative to FY 2018, due to the **J\$294.66M** decline in property plant & equipment. During July 2018, Fontana opted to de-recognize the real assets comprising of the buildings holding the warehouse in Montego Bay (36 Bogue Industrial Estate) and the store in Manchester (lots 5, 6 & 7 Manchester Shopping Centre). These were transferred out to a related company, Fontana Properties Limited with the shortfall being funded from the Fontana's accumulated surplus as at June 30, 2018. As such, Fontana Limited has now entered into a leasehold agreement to pay its affiliated company, Fontana Properties, rent on the stores located in the Mandeville shopping centre and Bogue Estate.

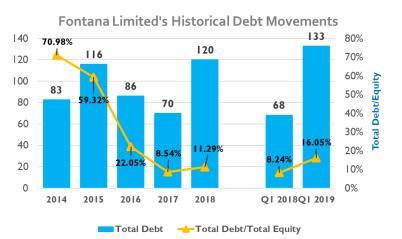
Consequently, Total equity fell as at QI 2019 by J\$237.37M or 22.30% to J\$827.11M from J\$1.06B as at FY 2018. Meanwhile, during the first quarter of 2019 (QI 2019) Fontana made a deposit of J\$106.34M on its new development in Waterloo Square, Kingston. Total Liabilities fell by 5.39% or J\$31.58M to J\$617.72M as at FY 2018 ending June 2018 and rose only slightly by 8.68% to J\$671.35M as at QI 2019. Fontana's Total Debt has fluctuated between FY 2014 and FY 2018, ending at J\$132.71M as at QI 2019. Due to equity growth outpacing that of the debt and relatively low reliance on debt by Fontana, the Company's debt

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to equity ratio has remained low over the last 5-Years. Total Equity has a CAGR, as at the end of FY 2018, of 73.91%; reflective of a strengthening accumulated surplus balance. The debt to equity ratio has fallen from a high of **0.71X** in FY 2014 to now rest at **0.16X** as at the end of QI 2019. As at FY 2018, debt was largely composed of loan facilities from Scotia Jamaica to fund store expansions and a private bond (note) related to the purchase of the Barbican Square store.



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# **Investment Positives**

**Supportive** Macro **Environment:** The local and international macroeconomic environment have improved steadily since the Global Financial Crisis. These improvements have resulted in greater consumer confidence and greater levels of discretionary income to be spent with retailers such as Fontana. According to the latest Jamaica Conference Board Consumer & Business Confidence report, Consumer confidence in the third guarter of 2018 was recorded at 172.6 points, up from 159.1 in the second quarter, the highest level since the survey began in 2001 and was largely attributed to the views of current and future job prospects.

**Robust Historical Revenue & Earnings Growth: Between** FY 2014-FY 2018, the Company has exhibited a consistent growth in sales, having a CAGR rate of 17.63%. This implies a consistent growth in demand for the Company's retail services. Significant Market Presence: The Company operates in a competitive local retail market and therefore, the demand for its goods are likely to be elastic (sensitive) to changes in price levels and the availability of substitutes. However, the significant market presence of Fontana has given them a distinct advantage over other local retail pharmacies.

Potential Growth Expectations: Fontana could seek to expand further inorganically through the acquisition of other local pharmacies due to their low leverage and a sound cash position or organically through the opening of other locations in high density areas.

The Stock is being listed at a significant discount: Our valuation of Fontana implies a fair value of J\$3.99 per share, relative to the offer price of **J\$1.88** per share. This implies a potential **112.44%** upside to the stock. This is as the stock is being listed at a P/E of 6.84X Trailing Pre-Tax Earnings and a P/B of 2.84X of QI 2019's book value

# Investment Risks

Market Competition: The Company operates in a competitive retail pharmacy market. This industry typically not only competes with other pharmacies that sell discretionary items ranging snacks and beverages to party gifts and kitchen ware, but they compete with non-pharmacy retailers.

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We are projecting full FY 2019 Earnings before Taxes (EBT) up to June 2019 of approximately **J\$388M**. This translates to forward 2019 FY earnings per share (EPS) of approximately **J\$0.31**. We believe that the projected earnings are likely to grow over the next few financial years due to an increase in publicity coming out of this IPO

Fair Value	\$ 3.99
P/B Valuation Method	\$ 3.33
P/E Valuation Method	\$ 4.65

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listing, the addition of their new store in Kingston, and the possibility of further stores to be added in high density areas. In choosing our Valuation methods, we utilized the Relative Valuation model using both the Price to Earnings (P/E) and P/B multiples. The average of the methods produces an estimated fair value of **J\$3.99** which implies an **I12.44%** upside from the IPO price of **J\$1.88**. We therefore rate the stock as a **BUY** at the IPO price.

## **Risks to Valuation**

- Fontana may continue to grow organically and as such may add additional stores that are not a part of our financial projections
- A general downturn in the broad local economy market; which could negatively impact the domestic market, significantly impacting equity valuations.
- The small relative float and the expected oversubscription is likely to drive prices above the expected range.

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# **Appendix**

# **Shareholdings Pre-IPO:**

Pre-IPO Shareholders for Fontana Limited						
Name of Shareholder Share Capital Percentage Ow						
Burbank Holdings	1,124,437,260	100.00%				
TOTAL	1,124,437,260	100.00%				

# **Shareholdings Post-IPO:**

Post-IPO Shareholders for Fontana Limited							
Name of Shareholder	Issued Share Capital	Percentage Ownership					
Burbank Holdings Limited	999,499,860	80.00%					
Employee Gifts	2,961,834	0.24%					
Straetgic Partners	87,706,113	7.02%					
Key Customers and Doctors	39,855,057	3.19%					
Company Reserved Shares	5,917,159	0.47%					
General Public	113,434,802	9.08%					
TOTAL	1,249,374,825	100.00%					

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# **Financial Statement Extracts**

INCOME STATEMENT EXTRACT								
June J\$						Sep-17	Sep-18	
	2014	2015	2016	2017	2018	QI 2018	QI 2019	
Revenue	1,785.09	2,242.63	2,719.45	3,145.27	3,417.74	886.97	935.8I	
Cost of Sales	1,189.87	1,476.91	1,722.76	1,927.48	2,128.69	650.20	640.08	
Gross Profit	595.23	765.72	996.69	1,217.80	1,289.05	236.77	295.72	
Administrative and Other								
Expenses	442.58	524.6I	628.90	777.20	871.90	205.20	222.70	
Selling and Promotion Expense	40.94	54.23	67.44	68.43	71.27	13.70	15.44	
Total Expenses	483.52	578.85	696.34	845.62	943.17	218.90	238.14	
Operating Profit	111.70	186.87	300.35	372.18	345.88	17.87	57.59	
Other Income	15.59	26.13	30.16	37.58	33.28	9.22	8.52	
Finance and Policy Costs	77.80	97.86	93.54	88.21	76.09	15.60	14.06	
Profit Before Taxation	49.50	115.15	236.98	321.54	303.06	11.49	52.05	
Taxation Charge	6.55	36.23	41.89	59.66	55.76	-	-	
Net Profit	42.95	78.92	195.09	261.89	247.31	11.49	52.05	

BALANCE SHEET EXTRACT							
June J\$						Sep-17	Sep-18
	2014	2015	2016	2017	2018	QI 2018	QI 2019
Non - Current Assets							
Property, plant and equipment	250.49	274.94	295.34	502.49	508.46	510.00	213.80
Intangible asset	-	-	-	-	165.46	61.17	165.46
Other non-current assets	3.12	32.41	58.84	0.81	-	3.10	-
	253.61	307.35	354.19	503.30	673.92	574.27	379.27
Current Assets							
Inventories	381.58	393.89	458.93	549.70	589.11	571.10	680.05
Trade and other receivables	23.28	41.96	62.35	93.81	64.26	110.88	98.09
Other Current Assets	-	0.24	2.64	64.14	101.06	0.14	142.57
Cash and cash equivalents	21.17	67.79	150.19	192.36	253.84	61.58	198.48
	426.03	503.87	674.11	900.01	1,008.27	743.71	1,119.19
Total Assets	679.64	811.22	1,028.30	1,403.31	1,682.19	1,317.98	1,498.45
Non-Current Liabilities							
Long term debt	62.40	79.76	50.72	36.97	63.38	68.27	132.71
Other Non-Current Liabilities	209.61	174.70	128.92	110.27	72.82	90.95	72.82
	272.01	254.47	179.65	147.24	136.20	159.21	205.53
Current Liabilities							
Trade and other payables	200.21	302.38	371.83	358.27	396.03	292.28	439.26
Current portion of long term debt	20.20	36.07	35.37	32.79	56.77	-	-
Other current Liabilities	70.85	23.03	51.08	47.85	28.72	37.82	26.56
	291.26	361.48	458.28	438.90	481.52	330.10	465.82
Total Liabilities	563.28	615.95	637.93	586.14	617.72	489.32	671.35
Equity	116.36	195.28	390.37	817.17	1,064.47	828.66	827.11
TOTAL EQUITY AND LIABILITIES	679.64	811.22	1,028.30	1,403.31	1,682.19	1,317.98	1,498.45
TOTAL DEBT	82.60	115.84	86.10	69.76	120.15	68.27	132.71
EBITDA	136.51	214.37	328.55	405.44	381.58	25.84	64.45

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KEY FINANCIAL STATISTICS							
Ratios	2014	2015	2016	2017	2018	QI 2018	QI 2019
Liquidity Ratios							
Current Ratio	1.46	1.39	1.47	2.05	2.09	2.25	2.40
Quick Ratio	0.15	0.30	0.47	0.80	0.87	0.52	0.94
Cash Ratio	0.07	0.19	0.33	0.44	0.53	0.19	0.43
<b>Profitability Ratios</b>							
Return on Equity	36.91%	50.65%	66.62%	43.38%	26.29%	-	30.44%
Return on Assets	6.32%	10.59%	21.21%	21.54%	16.03%	-	18.10%
Gross Margin	33.34%	34.14%	36.65%	38.72%	37.72%	26.69%	31.60%
Operating Margin	6.26%	8.33%	11.04%	11.83%	10.12%	2.02%	6.15%
Pre-tax Profit Margin	2.77%	5.13%	8.71%	10.22%	8.87%	1.30%	5.56%
Profit Margin	2.41%	3.52%	7.17%	8.33%	7.24%	1.30%	5.56%
Efficiency Ratios							
Asset Turnover Ratio (x)	2.63	3.01	2.96	2.59	2.22	-	2.18
Inventory Turnover (x)	4.68	5.78	6.38	6.24	6.00	-	5.46
Days Inventory on Hand (days)	78.02	63.11	57.23	58.52	60.81	-	66.82
Recievables Turnover (x)	76.68	68.75	52.14	40.28	43.24	-	42.70
Days receivable	4.76	5.31	7.00	9.06	8.44	-	8.55
Expense to Revenue Ratio	0.27	0.26	0.26	0.27	0.28	0.25	0.25
Credit Ratios							
Leverage Ratio (x)	5.84	4.78	3.14	2.01	1.64	1.59	1.81
Total Debt/EBITDA (x)	0.61	0.54	0.26	0.17	0.31	-	0.32
EBITDA/Interest Expense (x)	1.75	2.19	3.51	4.60	5.01	1.66	4.58
EBITDA/CPLTD+ Interest Expense (x)	1.39	1.60	2.55	3.35	2.87	1.66	4.58
Total Debt/Total Equity (x)	0.71	0.59	0.22	0.09	0.11	0.08	0.16

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