

## Hugo Boss

Price EUR55.69

## Q1 results below expectations but FY outlook confirmed

Fair Value EUR80 (+44%)

NEUTRAL

Bloomberg	BOSS GR
Reuters	BOSG_p.DE
12-month High / Low (EUR)	113.8 / 51.3
Market Cap (EURm)	3,921
Ev (BG Estimates) (EURm)	4,003
Avg. 6m daily volume (000)	412.0
3y EPS CAGR	-3.1%

	1 M	3 M	6 M	31/12/15
Absolute perf.	1.8%	-24.1%	-40.2%	-27.3%
Pers & H/H Gds	-0.5%	-0.7%	-6.7%	-1.5%
DJ Stoxx 600	1.4%	-0.2%	-9.1%	-6.7%

YEnd Dec. (EURm)	2014	2015e	2016e	2017e
Sales	2,572	2,809	2,852	3,007
% change		9.2%	1.5%	5.5%
EBITDA	571	590	518	564
EBIT	448.7	447.7	375.5	416.9
% change		-0.2%	-16.1%	11.0%
Net income	333.3	319.3	277.2	313.5
% change		-4.2%	-13.2%	13.1%

	2014	2015e	2016e	2017e
Operating margin	17.4	15.9	13.2	13.9
Net margin	13.0	11.4	9.7	10.4
ROE	39.5	34.0	26.7	25.9
ROCE	33.2	29.1	23.7	24.6
Gearing	5.1	8.8	2.9	-4.8

(EUR)	2014	2015e	2016e	2017e
EPS	5.04	4.67	4.07	4.59
% change	-	-7.3%	-12.9%	12.6%
P/E	11.0x	11.9x	13.7x	12.1x
FCF yield (%)	7.2%	7.4%	8.2%	8.5%
Dividends (EUR)	3.62	3.62	3.25	3.70
Div yield (%)	6.5%	6.5%	5.8%	6.6%
EV/Sales	1.5x	1.4x	1.4x	1.3x
EV/EBITDA	6.9x	6.8x	7.6x	6.8x
EV/EBIT	8.8x	8.9x	10.5x	9.3x

**Q1 sales at Hugo Boss fell shy of expectations (EUR643m vs. EUR651m), down 4% reported and 3% FX-neutral. All regions were in negative territory, even Europe (-1%) given the lack of tourists in France and Benelux after the terror attacks. Significant operating deleverage combined with an increase in opex led to a 520bp-drop in adj. EBITDA margin to 14.5% (CS: 15.2%e / BG: 14.9%e). Despite this difficult Q1, Hugo Boss confirmed all FY16 targets. Conference call today at 2:00pm (CET).**

## ANALYSIS

- Q1 sales decreased 4% reported and 3% FX-n to EUR643m vs. CS of EUR651m. Retail sales increased 1% from +6% in Q4 15 following a more significant retail comp store sales decline of 6% (vs. -1% in Q4), marked by double-digit decreases in the Asia-Pacific and Americas regions. Space growth was 7% in line with Q4. Wholesale sales fell back into negative territory (-9%) after the temporary rebound in Q4 (+2% FX-n).**
- By region, revenues in **Europe** decreased by 1% (vs. +10% in Q4 boosted by higher markdowns) as the group was affected by lower tourism flows in France and in Benelux, while the UK was up 4%. Adverse trends in the **Americas** worsened with -16% (after -1% in Q4), explained by the challenging US premium apparel market and the group's decision to limit the exposure of the BOSS core brand to wholesalers (part of the category migration process). Last but not least, sales in **Asia-Pacific** declined 5% (vs. -7% in Q4) given HK/Macau's lingering poor retail environment and the impact from price adjustments in Mainland China (-20%) which were not fully compensated by the promising 10% rebound in volumes.
- The adj. EBITDA dropped by 29% to EUR93m (CS: EUR99m).** The GM contracted by 140bp to 64.1% (CS: 64.3%) as the favourable channel mix was more than offset by: (i) higher markdowns in the US, (ii) inventory write-downs and price adjustments in Asia. Moreover, the inflation in opex (retail expansion, investments in digital) and the negative same-store growth of 6% have provoked a squeeze on margins, leading to this 520bp-drop in the adj. EBITDA margin (to 14.5%).

## Hugo Boss Q1 16 results:

EURm	Q1 15	Q1 16	% change
Sales	667.5	642.6	-4
Gross Profit	436.9	411.9	-6
Gross Margin (%)	65.5	64.1	-140bp
Adjusted EBITDA	131.5	93.5	-29
Adjusted EBITDA margin (%)	19.7	14.5	-520bp

Source: Company Data; Bryan, Garnier &amp; Co ests

- FY16 outlook confirmed.** Hugo Boss still expects the **top line** to increase at a low single-digit rate (BG: +2%e), driven by the retail channel (mid single-digit contribution from new stores and takeovers). The group also anticipates a low double-digit decrease in the **adj. EBITDA**, whilst the consensus is a bit more pessimistic (BG: -12% / CS: -15%). Gross margin should be stable over 2016 (CS: -50bp) as margin pressure (discounts, price adjustments, inventory write-downs) should gradually ease off over the rest of the year.

## VALUATION

- Given sluggish underlying trends in the premium apparel market and the governance vacuum at the helm of Hugo Boss, we believe it is too soon to anticipate the first positive results from the re-set plan (e.g.: category migration in the US, price adjustments in Asia).

## NEXT CATALYSTS

- Conference call today at 2:00pm (CET) // AGM on 19th May // H1 16 Results on 5th August.

[Click here to download](#)

**Analyst:**  
Cédric Rossi  
33(0) 1 70 36 57 25  
crossi@bryangarnier.com

**Consumer Analyst Team:**  
Nikolaas Faes  
Loïc Morvan  
Antoine Parison  
Virginie Roumage

# Bryan Garnier stock rating system

For the purposes of this Report, the Bryan Garnier stock rating system is defined as follows:

## Stock rating

BUY	Positive opinion for a stock where we expect a favourable performance in absolute terms over a period of 6 months from the publication of a recommendation. This opinion is based not only on the FV (the potential upside based on valuation), but also takes into account a number of elements that could include a SWOT analysis, momentum, technical aspects or the sector backdrop. Every subsequent published update on the stock will feature an introduction outlining the key reasons behind the opinion.
NEUTRAL	Opinion recommending not to trade in a stock short-term, neither as a BUYER or a SELLER, due to a specific set of factors. This view is intended to be temporary. It may reflect different situations, but in particular those where a fair value shows no significant potential or where an upcoming binary event constitutes a high-risk that is difficult to quantify. Every subsequent published update on the stock will feature an introduction outlining the key reasons behind the opinion.
SELL	Negative opinion for a stock where we expect an unfavourable performance in absolute terms over a period of 6 months from the publication of a recommendation. This opinion is based not only on the FV (the potential downside based on valuation), but also takes into account a number of elements that could include a SWOT analysis, momentum, technical aspects or the sector backdrop. Every subsequent published update on the stock will feature an introduction outlining the key reasons behind the opinion.

## Distribution of stock ratings

BUY ratings 72%

NEUTRAL ratings 0%

SELL ratings 28%

# Research Disclosure Legend

1	Bryan Garnier shareholding in Issuer	Bryan Garnier & Co Limited or another company in its group (together, the "Bryan Garnier Group") has a shareholding that, individually or combined, exceeds 5% of the paid up and issued share capital of a company that is the subject of this Report (the "Issuer").	No
2	Issuer shareholding in Bryan Garnier	The Issuer has a shareholding that exceeds 5% of the paid up and issued share capital of one or more members of the Bryan Garnier Group.	No
3	Financial interest	A member of the Bryan Garnier Group holds one or more financial interests in relation to the Issuer which are significant in relation to this report	No
4	Market maker or liquidity provider	A member of the Bryan Garnier Group is a market maker or liquidity provider in the securities of the Issuer or in any related derivatives.	No
5	Lead/co-lead manager	In the past twelve months, a member of the Bryan Garnier Group has been lead manager or co-lead manager of one or more publicly disclosed offers of securities of the Issuer or in any related derivatives.	No
6	Investment banking agreement	A member of the Bryan Garnier Group is or has in the past twelve months been party to an agreement with the Issuer relating to the provision of investment banking services, or has in that period received payment or been promised payment in respect of such services.	No
7	Research agreement	A member of the Bryan Garnier Group is party to an agreement with the Issuer relating to the production of this Report.	No
8	Analyst receipt or purchase of shares in Issuer	The investment analyst or another person involved in the preparation of this Report has received or purchased shares of the Issuer prior to a public offering of those shares.	No
9	Remuneration of analyst	The remuneration of the investment analyst or other persons involved in the preparation of this Report is tied to investment banking transactions performed by the Bryan Garnier Group.	No
10	Corporate finance client	In the past twelve months a member of the Bryan Garnier Group has been remunerated for providing corporate finance services to the issuer or may expect to receive or intend to seek remuneration for corporate finance services from the Issuer in the next six months.	No
11	Analyst has short position	The investment analyst or another person involved in the preparation of this Report has a short position in the securities or derivatives of the Issuer.	No
12	Analyst has long position	The investment analyst or another person involved in the preparation of this Report has a long position in the securities or derivatives of the Issuer.	No
13	Bryan Garnier executive is an officer	A partner, director, officer, employee or agent of the Bryan Garnier Group, or a member of such person's household, is a partner, director, officer or an employee of, or adviser to, the Issuer or one of its parents or subsidiaries. The name of such person or persons is disclosed above.	No
14	Analyst disclosure	The analyst hereby certifies that neither the views expressed in the research, nor the timing of the publication of the research has been influenced by any knowledge of clients positions and that the views expressed in the report accurately reflect his/her personal views about the investment and issuer to which the report relates and that no part of his/her remuneration was, is or will be, directly or indirectly, related to the specific recommendations or views expressed in the report.	Yes
15	Other disclosures	Other specific disclosures: Report sent to Issuer to verify factual accuracy (with the recommendation/rating, price target/spread and summary of conclusions removed).	No

A copy of the Bryan Garnier & Co Limited conflicts policy in relation to the production of research is available at [www.bryangarnier.com](http://www.bryangarnier.com)

<b>London</b>	<b>Paris</b>	<b>New York</b>	<b>Munich</b>	<b>New Delhi</b>
Beaufort House	26 Avenue des Champs Elysées	750 Lexington Avenue	Widenmayerstrasse 29	The Imperial Hotel Janpath
15 St. Botolph Street	75008 Paris	New York, NY 10022	80538 Munich	New Delhi 110 001
London EC3A 7BB	Tel: +33 (0) 1 56 68 75 00	Tel: +1 (0) 212 337 7000	Germany	Tel +91 11 4132 6062
Tel: +44 (0) 207 332 2500	Fax: +33 (0) 1 56 68 75 01	Fax: +1 (0) 212 337 7002	+49 89 2422 62 11	+91 98 1111 5119
Fax: +44 (0) 207 332 2559	Regulated by the	FINRA and SIPC member		Fax +91 11 2621 9062
Authorised and regulated by the	Financial Conduct Authority (FCA) and the			<b>Geneva</b>
Financial Conduct Authority (FCA)	Autorité de Contrôle prudentiel et de			rue de Grenus 7
	resolution (ACPR)			CP 2113
				Genève 1, CH 1211
				Tel +4122 731 3263
				Fax+4122731 3243
				Regulated by the FINMA

#### **Important information**

This document is classified under the FCA Handbook as being investment research (independent research). Bryan Garnier & Co Limited has in place the measures and arrangements required for investment research as set out in the FCA's Conduct of Business Sourcebook.

This report is prepared by Bryan Garnier & Co Limited, registered in England Number 03034095 and its MIFID branch registered in France Number 452 605 512. Bryan Garnier & Co Limited is authorised and regulated by the Financial Conduct Authority (Firm Reference Number 178733) and is a member of the London Stock Exchange. Registered address: Beaufort House 15 St. Botolph Street, London EC3A 7BB, United Kingdom

This Report is provided for information purposes only and does not constitute an offer, or a solicitation of an offer, to buy or sell relevant securities, including securities mentioned in this Report and options, warrants or rights to or interests in any such securities. This Report is for general circulation to clients of the Firm and as such is not, and should not be construed as, investment advice or a personal recommendation. No account is taken of the investment objectives, financial situation or particular needs of any person.

The information and opinions contained in this Report have been compiled from and are based upon generally available information which the Firm believes to be reliable but the accuracy of which cannot be guaranteed. All components and estimates given are statements of the Firm, or an associated company's, opinion only and no express representation or warranty is given or should be implied from such statements. All opinions expressed in this Report are subject to change without notice. To the fullest extent permitted by law neither the Firm nor any associated company accept any liability whatsoever for any direct or consequential loss arising from the use of this Report. Information may be available to the Firm and/or associated companies which are not reflected in this Report. The Firm or an associated company may have a consulting relationship with a company which is the subject of this Report.

This Report may not be reproduced, distributed or published by you for any purpose except with the Firm's prior written permission. The Firm reserves all rights in relation to this Report.

Past performance information contained in this Report is not an indication of future performance. The information in this report has not been audited or verified by an independent party and should not be seen as an indication of returns which might be received by investors. Similarly, where projections, forecasts, targeted or illustrative returns or related statements or expressions of opinion are given ("Forward Looking Information") they should not be regarded as a guarantee, prediction or definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. A number of factors, in addition to the risk factors stated in this Report, could cause actual results to differ materially from those in any Forward Looking Information.

Disclosures specific to clients in the United Kingdom

This Report has not been approved by Bryan Garnier & Co Limited for the purposes of section 21 of the Financial Services and Markets Act 2000 because it is being distributed in the United Kingdom only to persons who have been classified by Bryan Garnier & Co Limited as professional clients or eligible counterparties. Any recipient who is not such a person should return the Report to Bryan Garnier & Co Limited immediately and should not rely on it for any purposes whatsoever.

Notice to US investors

This research report (the "Report") was prepared by Bryan Garnier & Co Limited for information purposes only. The Report is intended for distribution in the United States to "Major US Institutional Investors" as defined in SEC Rule 15a-6 and may not be furnished to any other person in the United States. Each Major US Institutional Investor which receives a copy of this Report by its acceptance hereof represents and agrees that it shall not distribute or provide this Report to any other person. Any US person that desires to effect transactions in any security discussed in this Report should call or write to our US affiliated broker, Bryan Garnier Securities, LLC, 750 Lexington Avenue, New York NY 10022. Telephone: 1-212-337-7000.

This Report is based on information obtained from sources that Bryan Garnier & Co Limited believes to be reliable and, to the best of its knowledge, contains no misleading, untrue or false statements but which it has not independently verified. Neither Bryan Garnier & Co Limited and/or Bryan Garnier Securities LLC make no guarantee, representation or warranty as to its accuracy or completeness. Expressions of opinion herein are subject to change without notice. This Report is not an offer to buy or sell any security.

Bryan Garnier Securities, LLC and/or its affiliate, Bryan Garnier & Co Limited may own more than 1% of the securities of the company(ies) which is (are) the subject matter of this Report, may act as a market maker in the securities of the company(ies) discussed herein, may manage or co-manage a public offering of securities for the subject company(ies), may sell such securities to or buy them from customers on a principal basis and may also perform or seek to perform investment banking services for the company(ies).

Bryan Garnier Securities, LLC and/or Bryan Garnier & Co Limited are unaware of any actual, material conflict of interest of the research analyst who prepared this Report and are also not aware that the research analyst knew or had reason to know of any actual, material conflict of interest at the time this Report is distributed or made available.