



16th December 2016

BG's Wake Up Call

	Last close	Daily chg (%)	Chg YTD (%)
Indices			
Dow Jones	19852.24	+0.30%	+13.93%
S&P 500	2262.03	+0.39%	+10.67%
Nasdaq	5456.85	+0.37%	+8.98%
Nikkei	19401.15	+0.66%	+1.26%
Stoxx 600	358.789	+0.86%	-1.92%
CAC 40	4819.23	+1.05%	+3.93%
Oil /Gold			
Crude WTI	50.9	-0.27%	+36.83%
Gold (once)	1126.52	-3.17%	+6.04%
Currencies/Rates			
EUR/USD	1.0415	-2.23%	-4.12%
EUR/CHF	1.07395	-0.18%	-1.24%
German 10 years	0.259	+25.37%	-59.15%
French 10 years	0.8	+9.21%	-18.42%
Euribor	-	+%	+%

Economic releases :

Date	
16th-Dec	11h00 EUZ - CPI Nov. (0.6% E)
	14h30 US Housing Starts Nov. (-6.8% Nov.)
	14h30 US - Building permits Nov. (-1.2% E)
	19h00 US - Baker Hughes rig Count

Upcoming BG events :

Recent reports :

Date	
13th-Dec	Construction - Paris Reverse Roadshow feedback
7th-Dec	Brewers : Our takeaways from the Consumer Conference
5th-Dec	TAVI is VITAL
2nd-Dec	FD-SOI: forbidden fruit of the industry and market
29th-Nov	Morphosys We want MORE! (Fair Value EUR65 BUY)
28th-Nov	Fashion E-Commerce: Serving Consumers not Uberising Them! Coverage initiation of ZALANDO, YOOX, H&M,

List of our Reco & Fair Value : Please click here to download



ADOCIA

BUY, Fair Value EUR74 vs. EUR82 (+43%)

Investment case is shifting: longer-term but more diversified

Lilly was holding a FY 2017 guidance call yesterday in the US and it is fair to consider phase III start with BC lispro in 2017 as more hypothetical than it used to be because (i) the programme is in competition with an internal one from LLY and (ii) phase III initiation with an URI is "possible". We therefore have to adjust for the risk of LLY opting-out, which was so far not an option in our view. Conversely, even though they are earlier-stage, we view BC glucagon and BC GLP1 combos as new opportunities that could be even more in line with market dynamics. All in all, our FV is adjusted downwards because a short-term outcome is jeopardised but the name remains very attractive.

ASTRAZENECA

BUY, Fair Value 5100p (+16%)

A late-stage pipeline call that helps put things in perspective

AstraZeneca yesterday held its second late-stage pipeline webcast, which was an opportunity to summarise the key advances made during the current year and also to get a clearer view about what is going to happen over the coming 18 months. Although there was nothing really new, we found this call interesting to put everything into perspective and we came out of call with the conviction that AstraZeneca remains one of the most transformative stories in the large cap pharma space in Europe over the coming years. Indeed it has yet to transform a potentiality into reality but it is mainly timing that now matters and from that perspective H1 2017 is key.

GRIFOLS

NEUTRAL vs. SELL, Fair Value EUR21 vs. EUR19 (+15%)

Acquisition of HOLX's share in their NAT JV. Not the deal we expected, but still a smart one

GFS announced the acquisition of Hologic's stake in their NAT joint venture for a total amount of USD1.85Bn. The deal really makes sense from a financial standpoint, as we expect it to be c.15% accretive to our EPS estimates assuming a 3% interest rate on the incremental USD1.7Bn debt. But from a strategic standpoint, we would have preferred a transaction involving the Bioscience division, especially since 1/ the current pipeline is not that comprehensive in our view; 2/ we anticipate increasing competition from subcutaneous immunoglobulins potentially from 2017e.

H & M

NEUTRAL, Fair Value SEK295 (+9%)

Disappointing November and Q4 sales

Yesterday H&M reported sales growth in November of only 9% FX-n, shy of CS expectations of approx. 15% despite more favourable weather conditions. As a consequence, FY16 sales to November only increased 7% FX-n, implying a fairly stable LFL growth, which might again put some pressure on the group's margins in view of its retail expansion (+427 for a total of 4,351 stores). In this context, our preference clearly goes to ITX that reported a solid start of Q4 2016 and earnings momentum is less at risk. We revised down our assumptions by ~1%. Neutral recommendation and FV of SEK295.

HEINEKEN

BUY, Fair Value EUR83 (+18%)

Reinforcing UK position

Heineken is looking to buy 1,900 UK pubs currently owned by Punch Taverns for GBP1.27bn. The deal is to reinforce its position in the UK pub and beer market and if it goes ahead it could enhance earnings by 2% from the first year (BG estimate). A rival bidder Emerald Investment Partners has not yet given up its pursuit of the Punch Taverns pub estate. However, the three largest shareholders that control 52% of the shares have pledged their shares to Heineken unless a rival bid of over 200p per share for Punch Taverns is received. Heineken and Patron Capital offer 180p.

CONSUMER DURABLES

FASHION: Towards more local sourcing

A few days ago, the UK's largest online fashion retailer ASOS announced its plan to double its UK manufacturing (~4% of total production currently). This quest for local sourcing is being increasingly adopted by apparel groups mainly to reduce lead times and decrease their exposure to USD/CNY currencies. ITX's unique supply chain (60% of production in "proximity countries") is definitely a key competitive advantage but for the other groups, the rebalancing would take time.

SOFTWARE AND IT SERVICES

Oracle Q2 FY17 results: neutral read-across for European Software stocks

In brief...

CAPGEMINI, Taking over Axa Technologies Shared Services in India

FRESENIUS SE, Prefilled syringe Heparin is nice to have for margin sustainability at KABI US

VEOLIA ENVIRONNEMENT, Decrease in tariffs in Veolia's biggest water contract in France

Healthcare

AstraZeneca

Price 4,400p

A late-stage pipeline call that helps put things in perspective

Fair Value 5100p (+16%)

BUY

AstraZeneca yesterday held its second late-stage pipeline webcast, which was an opportunity to summarise the key advances made during the current year and also to get a clearer view about what is going to happen over the coming 18 months. Although there was nothing really new, we found this call interesting to put everything into perspective and we came out of call with the conviction that AstraZeneca remains one of the most transformative stories in the large cap pharma space in Europe over the coming years. Indeed it has yet to transform a potentiality into reality but it is mainly timing that now matters and from that perspective H1 2017 is key.

Bloomberg	AZN LN
Reuters	AZN.L
12-month High / Low (p)	5,220 / 3,774
Market Cap (GBPm)	55,662
Ev (BG Estimates) (GBPm)	68,014
Avg. 6m daily volume (000)	3 003
3y EPS CAGR	-8.3%

	1 M	3 M	6 M	31/12/15
Absolute perf.	0.9%	-11.9%	15.4%	-4.7%
Healthcare	2.4%	-3.6%	0.4%	-11.6%
DJ Stoxx 600	5.8%	5.4%	10.9%	-1.9%

YEnd Dec. (USDm)	2015	2016e	2017e	2018e
Sales	23,641	21,375	19,695	20,463
% change		-9.6%	-7.9%	3.9%
EBITDA	5,937	4,232	5,493	5,633
EBIT	4,114	3,168	4,529	4,491
% change		-23.0%	43.0%	-0.8%
Net income	5,390	5,337	4,185	4,165
% change		-1.0%	-21.6%	-0.5%

	2015	2016e	2017e	2018e
Operating margin	17.4	14.8	23.0	21.9
Net margin	6.8	0.8	7.0	7.4
ROE	8.6	1.2	9.9	12.9
ROCE	16.2	14.5	10.8	10.6
Gearing	47.7	101.1	139.1	192.8

(USD)	2015	2016e	2017e	2018e
EPS	4.26	4.22	3.31	3.29
% change	-	-1.1%	-21.6%	-0.5%
P/E	12.8x	12.9x	16.5x	16.6x
FCF yield (%)	NM	NM	2.1%	1.7%
Dividends (USD)	2.80	2.80	2.80	2.80
Div yield (%)	5.1%	5.1%	5.1%	5.1%
EV/Sales	3.3x	3.9x	4.4x	4.4x
EV/EBITDA	13.1x	19.9x	15.9x	16.0x
EV/EBIT	18.9x	26.6x	19.2x	20.1x

ANALYSIS

- EVP Global Medicines Development and CMO Sean Bohan was managing the call yesterday and his key message as he introduced the call was to show that there was "more than durvalumab in IO, more than IO in oncology and more oncology at AstraZeneca". And this objective was reached although it is very clear that oncology carries the most exciting and attractive part of AZ's pipeline.
- A lot of time was spent speaking about developments in oncology and most of the questions during the Q&A session were about this theme. Before addressing the central case, which was MYSTIC with no surprise, AZ reiterated its strong confidence behind Lynparza and Tagrisso. Recent disclosure of headline data from the SOLO-2 trial (yet to be presented in a medical congress) reinvigorated the level of confidence behind Lynparza in a fairly competitive PARP inhibitor class and AZ clearly stated that SOLO-2 data would show the competitive profile of Lynparza in ovarian cancer whereas it is difficult to drive any conclusion from AbbVie's recent failure in breast cancer with its own PARP considering profound differences in trial design. First data in breast cancer with Lynparza will shortly come. Note also that SOLO-2 allows AZ to promote a four-tablet-a-day regime that is much more convenient than the current 16-capsules-a-day that prevails with Lynparza. Moving to Tagrisso, this is a very clear and easy path for the drug in the T790M segment but with the objective now to broaden the scope and embrace the full EGFRm NSCLC market and FLAURA phase III data will tell what to expect from the drug in 1L in H2 2017, with high hopes.
- Moving to durvalumab, AZ tried to make clear that it was still learning from two ongoing trials called 1108 (monotherapy) and 006 (combination with trem) to finetune MYSTIC. An important clarification came across about PFS too. AZ could have decided to drop PFS as a primary endpoint to favour OS but did not opt for this solution and will not because it still considers that even though OS is gold standard, PFS is a reliable endpoint in lung and as it will have full final analyses in H1 2017, there is a chance that MYSTIC can initiate a filing for the combination before OS data are out. PFS or OS, PD-L1 positive patients (with different thresholds) or all comers, MYSTIC has been designed and powered to answer different questions. AZ actually sold the worst-case in recent calls to keep expectations low but the probability to show something as early as in 2017 is reasonably high. In any case, durvalumab is likely to progress in bladder cancer with a PDUFA date in Q2 2017 and more data to come on study 1108 and later on in 1L with DANUBE (2018). We would say that same strategy was applied with acalabrutinib. Filing in 2017 is challenging based on "fast-to-market" strategy but not at all impossible considering strong data published so far.
- We heard less meaningful comments outside of oncology but we would nevertheless stress reiterated support behind ZS-9 and benralizumab. First is probably AZ biggest opportunity in the short-term with an anticipated regulatory decision expected in Q1 2017 in the US whereas it remains the best-in-class candidate for hyperkalaemia. Second is AZ best chance to bring the Respiratory franchise back to growth in the developed markets with best-in-IL5-class status although late entry vs GSK will make competition not so easy (despite the 8-w regime argument).

VALUATION

- No change



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Healthcare

Grifols

Price EUR18.27

Acquisition of HOLX's share in their NAT JV. Not the deal we expected, but still a smart one

Fig. 1: Fair Value EUR21 vs. EUR19 (+15%)

NEUTRAL vs. SELL

Bloomberg	GRF SM
Reuters	GRF.MC
12-month High / Low (EUR)	21.6 / 16.8
Market Cap (EUR)	11,671
Ev (BG Estimates) (EUR)	15,228
Avg. 6m daily volume (000)	794.8
3y EPS CAGR	13.2%

	1 M	3 M	6 M	31/12/15
Absolute perf.	-0.9%	-4.1%	-4.1%	-14.3%
Healthcare	2.4%	-3.6%	0.4%	-11.6%
DJ Stoxx 600	5.8%	5.4%	10.9%	-1.9%

YEnd Dec. (EURm)	2015	2016e	2017e	2018e
Sales	3,935	4,014	4,232	4,414
% change		2.0%	5.4%	4.3%
EBITDA	1,163	1,150	1,386	1,492
EBIT	970.3	949.1	1,170	1,262
% change		-2.2%	23.3%	7.9%
Net income	532.1	560.4	711.7	774.8
% change		5.3%	27.0%	8.9%

	2015	2016e	2017e	2018e
Operating margin	24.7	23.6	27.7	28.6
Net margin	13.5	14.0	16.8	17.6
ROE	16.1	15.4	17.2	16.7
ROCE	6.9	7.1	8.9	9.6
Gearing	112.6	97.5	77.3	61.0

(EUR)	2015	2016e	2017e	2018e
EPS	0.78	0.82	1.04	1.13
% change		5.0%	27.0%	8.9%
P/E	23.5x	22.4x	17.6x	16.2x
FCF yield (%)	3.8%	4.8%	4.9%	5.5%
Dividends (EUR)	0.32	0.31	0.33	0.41
Div yield (%)	1.7%	1.7%	1.8%	2.3%
EV/Sales	3.9x	3.8x	3.5x	3.3x
EV/EBITDA	13.2x	13.2x	10.7x	9.7x
EV/EBIT	15.9x	16.0x	12.7x	11.5x

GFS announced the acquisition of Hologic's stake in their NAT joint venture for a total amount of USD1.85Bn. The deal really makes sense from a financial standpoint, as we expect it to be c.15% accretive to our EPS estimates assuming a 3% interest rate on the incremental USD1.7Bn debt. But from a strategic standpoint, we would have preferred a transaction involving the Bioscience division, especially since 1/ the current pipeline is not that comprehensive in our view; 2/ we anticipate increasing competition from subcutaneous immunoglobulins potentially from 2017e.

ANALYSIS

An acquisition to reinforce the Diagnostics division. GFS announced the acquisition of Hologic's stake in their Nucleic Acid Testing (NAT) joint-venture for a total amount of USD1.85Bn (funded by the existing cash on the balance sheet, as well as an USD1.7Bn term loan). As a reminder, such business contributed to c.55% of the Diagnostic division's revenues... and due to a lower number of blood transfusions in mature countries (particularly in the US), its top line has rather been under pressure (at least until Q3 16).

Diagnostic business – Breakdown of sales

Products Partner	Nucleic acid testing		Immunoassay	Blood typing, others
	Assays, instruments	Hologic (formerly 50-50% revenue sharing)	HCV and HIV antigens (50-50% profit sharing)	Genotyping, instruments None
% sales		c.55%	c.25%	c.20%

A highly accretive deal. The deal is c.15% accretive on our EPS assuming a 3% interest rate on the incremental debt. So the acquisition makes sense from a financial standpoint as GFS further reinforces its Diagnostic franchise (c.16% of the group's sales) and even boosts the group's EBITDA margin by +350 bps (HOLX's EBITDA share was USD160m – hence an EV/EBITDA multiple of c.12x). But as the company already booked all revenues, the direct impact is restricted to the bottom line.

BG estimates – Before / After the transaction

(in EURm)	2017			2018		
	Old	New	% var	Old	New	% var
Revenues	4,232	4,232	0%	4,414	4,414	0%
EBITDA	1,253	1,386	11%	1,346	1,492	11%
EBIT	1,037	1,170	13%	1,117	1,262	13%
Financial result	-232	-246	6%	-228	-243	6%
Net income	620	712	15%	675	775	15%
EPS	0.90	1.04	15%	0.98	1.13	15%

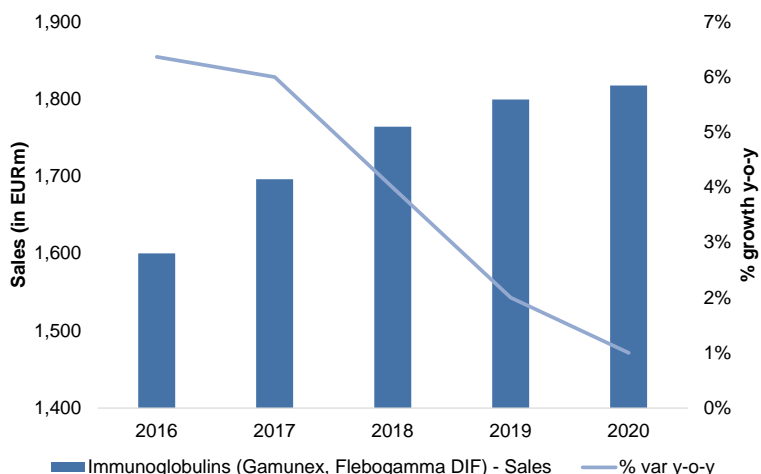
Not the deal we expected. The deal is less appealing from a strategic standpoint and from our point of view, as the business is far from being a fast-growing one. An acquisition to reinforce the Bioscience Division (c.80% of sales) would have been welcomed, especially since 1/ the current development pipeline is not that exhaustive (and even more since the partial failure of Pulmaquin in non-cystic fibrosis bronchiectasis); 2/ we anticipate an increasing competition from subcutaneous immunoglobulins (e.g. CSL's Hizentra, SHP's Hyqvia) in CIDP potentially from 2017e.

VALUATION

We raise our rating to NEUTRAL vs SELL with a FV of EUR21 vs EUR19 after having updated our model with this acquisition (and knowing that the transaction is likely to be closed in Q1 17, and we assumed it could be at the end of January). Based on our new figures, GFS' A shares would trade at 18-19x its 2017e earnings (implying a c.20% premium vs the EURO STOXX Pharma)... so we still see the stock as an expensive one, especially in light of the risks we foresee.

Immunoglobulins: watch your step. The next catalyst is likely to be the publication of pivotal data involving CSL's Hizentra for the treatment of CIDP. We are quite optimistic about the results, especially since small studies showed that SCIG led to quite similar outcomes when compared with IVIG, and even with an improved safety profile (Hadden *et al*, 2015; Markvardsen *et al*, 2014). If approved, a substantial portion of patients currently treated with GFS' Gamunex will switch to CSL's Hizentra and SHP's Hyqvia in our view due to their convenience and improved clinical stability (steady-state IgG levels).





Phase III data are expected for Albutein in Alzheimer’s disease in the next few months, and it goes without saying that the stock will react very positively should the primary endpoint be achieved. That said, 1/ solanezumab’s recent failure proved (once again) that targeting β -amyloid might not be the right strategy (though we admit that GFS’ strategy is a bit more complex than that); 2/ we ask ourselves whether the trial design really is satisfactory (solely 350 patients being enrolled whereas AD affects millions of people worldwide). So we remain cautious about this study’s outcome.

NEXT CATALYSTS

Q4 2016: Phase III results for CSL’s Hizentra in CIDP.

Q1 2017: Closing of the acquisition deal.

1.

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Luxury & Consumer Goods

H & M
Price 271.10
Disappointing November and Q4 sales
Fair Value SEK295 (+9%) NEUTRAL

Bloomberg	HMB.SS
Reuters	HMB.ST
12-month High / Low ()	305.2 / 236.6
Market Cap (m)	448,690
Ev (BG Estimates) (m)	440,145
Avg. 6m daily volume (000)	2,941
3y EPS CAGR	2.4%

	1 M	3 M	6 M	31/12/15
Absolute perf.	7.8%	4.6%	11.9%	-10.3%
Consumer Gds	5.8%	0.0%	5.1%	-3.3%
DJ Stoxx 600	5.2%	5.1%	11.0%	-2.8%

YEnd Nov. (SEKm)	11/15	11/16e	11/17e	11/18e
Sales	180,861	192,229	211,644	231,835
% change		6.3%	10.1%	9.5%
EBITDA	33,341	31,141	34,815	38,948
EBIT	26,942	23,644	26,138	28,979
% change		-12.2%	10.5%	10.9%
Net income	20,898	18,358	20,276	22,457
% change		-12.2%	10.4%	10.8%

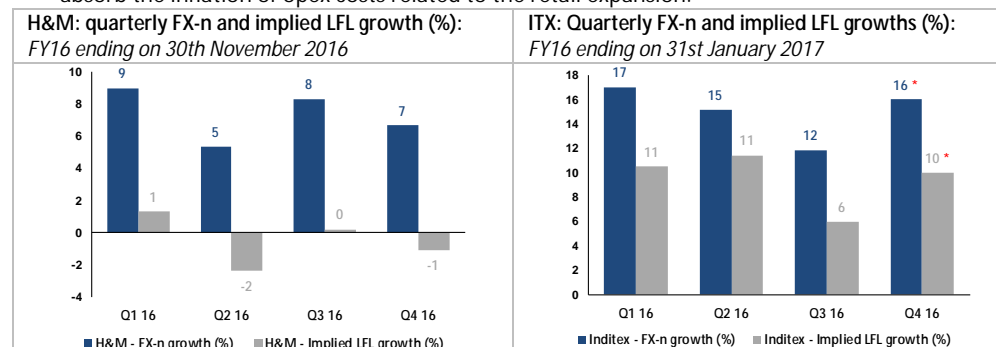
	11/15	11/16e	11/17e	11/18e
Operating margin	14.9	12.3	12.4	12.5
Net margin	11.6	9.6	9.6	9.7
ROE	36.0	30.6	31.7	32.4
ROCE	34.5	27.4	27.6	28.1
Gearing	-22.3	-14.2	-9.4	-6.9

(SEK)	11/15	11/16e	11/17e	11/18e
EPS	12.63	11.09	12.25	13.57
% change		-12.2%	10.4%	10.8%
P/E	21.5x	24.4x	22.1x	20.0x
FCF yield (%)	2.7%	2.7%	3.1%	3.6%
Dividends (SEK)	9.75	9.75	10.24	11.34
Div yield (%)	3.6%	3.6%	3.8%	4.2%
EV/Sales	2.4x	2.3x	2.1x	1.9x
EV/EBITDA	13.1x	14.1x	12.7x	11.4x
EV/EBIT	16.2x	18.6x	16.9x	15.3x

Yesterday H&M reported sales growth in November of only 9% FX-n, shy of CS expectations of approx. 15% despite more favourable weather conditions. As a consequence, FY16 sales to November only increased 7% FX-n, implying a fairly stable LFL growth, which might again put some pressure on the group's margins in view of its retail expansion (+427 for a total of 4,351 stores). In this context, our preference clearly goes to ITX that reported a solid start of Q4 2016 and earnings momentum is less at risk. We revised down our assumptions by -1%. Neutral recommendation and FV of SEK295.

ANALYSIS

- **November sales disappointed...** Sales were only up 9% FX-n (BG ests: approx. +2% LFL), roughly in line with the previous month (+10% FX-n) but shy of the CS forecasts (~15% FX-n) that anticipated an acceleration on the back of a more favourable environment for winter clothes than the prior year (= easier comps). Indeed, note that last year, H&M used the unseasonably mild weather in North America to justify a weaker-than-expected performance in November 2015.
- **... and Q4 sales missed expectations.** As a consequence, the Swedish group posted Q4 sales (excl. VAT) that increased 7% FX-n (but ~-1% LFL) to SEK52.7bn, missing analysts' expectations of SEK53.5bn. In the FY16, sales excl. VAT were also up 7% FX-n and 6% reported to SEK192.2, representing a fairly stable LFL growth (-0.5%).
- **Space growth in line with MT guidance.** We assume that space contribution amounted to ~12%, vs MT guidance of +10-15% p.a., leading to a space growth of c.7.7%. It is worth noting that H&M opened 427 stores during the FY16 and now counts 4,351 DOS on 30th November.
- **Structural question marks remain.** In our initiation report, we highlighted that H&M was facing structural issues: (i) a classical supply chain close to traditional players but less flexible than ITX, leading to higher sensitivity to shifts in demand (fashion, weather conditions), (ii) an increasing competitive environment, especially from Primark that is expanding in Germany (~18% of sales) and in France (~6% of sales) and (iii) a pressure on margins due to an insufficient LFL growth to absorb the inflation of opex costs related to the retail expansion.



* Q4 16: sales from 1st Nov to 12th Dec
Source: Company Data, Bryan, Garnier & Co ests

VALUATION

- The latest ITX and H&M publications confirms our positive stance on ITX, which has outperformed H&M this year (see graphs above). ITX offers a more defensive profile in this volatile and competitive advantage with unique key competitive advantages such as its 'pull' strategy (= collection design based on customer purchasing decisions) and its centralised + vertical integration that implies short lead times (-two weeks vs. six months for H&M and the rest of the industry) and the lowest mark-down and unsold inventory rates amongst the lowest in the industry.
- We have revised down our earnings assumptions by -1% but we were a touch more cautious than the CS expectations. Neutral recommendation and FV of SEK295 confirmed.

NEXT CATALYSTS

- December sales on 16th January 2017 // FY16 Sales on 31st January 2017. [Click here to download](#)



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Food & Beverages

Heineken

Price EUR70.34

Reinforcing UK position

Fair Value EUR83 (+18%)

BUY

Bloomberg	HEIA NA
Reuters	HEIN.AS
12-month High / Low (EUR)	84.4 / 68.0
Market Cap (EURm)	40,516
Ev (BG Estimates) (EURm)	54,831
Avg. 6m daily volume (000)	734.2
3y EPS CAGR	6.8%

	1 M	3 M	6 M	31/12/15
Absolute perf.	-0.1%	-9.7%	-10.4%	-10.7%
Food & Bev.	4.0%	-5.5%	-1.3%	-6.6%
DJ Stoxx 600	5.8%	5.4%	10.9%	-1.9%

YEnd Dec. (EURm)	2015	2016e	2017e	2018e
Sales	20,511	20,530	21,033	21,595
% change		0.1%	2.4%	2.7%
EBITDA	4,975	5,080	5,412	5,760
EBIT	3,381	3,486	3,694	3,932
% change		3.1%	6.0%	6.4%
Net income	2,048	2,103	2,302	2,494
% change		2.7%	9.5%	8.4%

	2015	2016e	2017e	2018e
Operating margin	16.5	17.0	17.6	18.2
Net margin	10.0	10.2	10.9	11.6
ROE	15.1	14.4	14.5	14.5
ROCE	8.2	8.1	8.6	9.1
Gearing	86.0	75.2	62.6	50.4

(EUR)	2015	2016e	2017e	2018e
EPS	3.57	3.67	4.02	4.35
% change	-	2.7%	9.5%	8.4%
P/E	19.7x	19.2x	17.5x	16.2x
FCF yield (%)	4.2%	4.1%	5.6%	6.3%
Dividends (EUR)	1.11	1.09	1.20	1.30
Div yield (%)	1.6%	1.6%	1.7%	1.8%
EV/Sales	2.7x	2.7x	2.5x	2.4x
EV/EBITDA	11.1x	10.8x	9.8x	8.9x
EV/EBIT	16.3x	15.7x	14.3x	13.0x

Heineken is looking to buy 1,900 UK pubs currently owned by Punch Taverns for GBP1.27bn. The deal is to reinforce its position in the UK pub and beer market and if it goes ahead it could enhance earnings by 2% from the first year (BG estimate). A rival bidder Emerald Investment Partners has not yet given up its pursuit of the Punch Taverns pub estate. However, the three largest shareholders that control 52% of the shares have pledged their shares to Heineken unless a rival bid of over 200p per share for Punch Taverns is received. Heineken and Patron Capital offer 180p.

Heineken and Patron Capital made an offer for Punch Taverns at GBP180 per share that has been accepted by the Punch Taverns board and is backed by the three biggest investors in the company (Glenview Capital, Avenue Capital and Warwick Capital Partners). However, if a rival offer of over GBP200 emerges, the agreement with the biggest investor would lapse.

ANALYSIS

- Punch Taverns is a tenanted pub operator with 3,350 pubs located across the United Kingdom, 96% of which are on a freehold or long leasehold basis. Heineken will end up paying GBP1.27bn (GBP305m for the equity and GBP962m for the securitised debt) for 1,900 pubs. Heineken already has around 1,100 pubs in the UK and together with the 1,900 it is to buy, it will be the third largest owner of pubs in the UK with a 6% market share.
- Owning a pub estate comes with a number of benefits. The most important benefit is that a own estate can sell your own beers. With the current Punch estate selling beers and ciders from all major brewers (Molson Coors, AB InBev, Carlsberg, and Heineken), a move to a more exclusive Heineken contract could allow Heineken to improve its market share in the UK. Currently Heineken is the number one brewer in the UK with a 19% market share, just ahead of both AB InBev and Molson Coors that have 18% (Carlsberg has 13%).
- Owning pubs allows for direct contact with consumers and the pub estate can be a testing ground for new innovations. A recent example is the Strongbow Dark Fruit cider that was first tested in about 100 of its own pubs before rolling out (and meanwhile taking 35% of all Strongbow volumes). Also having an own estate is allowing for all the on trade managers of Heineken UK to better understand the pub environment when they speak with the on-trade.
- Furthermore, UK beer margins are very thin (7%) but cider is better (12%) and pubs are a lot better (40%). So there is visible margin uplift when integrating a pub estate. Heineken has stated that the acquisition would have an immediate accretive impact on earnings. We calculate earnings accretion at 2%

VALUATION

- Our Fair Value of EUR83 is based on DCF using a 1.6% risk free rate, 7% equity premium and a beta of 1.0.
- At 17.5x 2017 earnings, Heineken shares are trading below their average of the last five years (18.0x)

NEXT CATALYSTS

- Full year results on 15th February 2017.



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Sector View

Consumer durables

FASHION: Towards more local sourcing

	1 M	3 M	6 M	31/12/15
Consumer Gds	5.3%	-0.4%	4.6%	-3.0%
DJ Stoxx 600	5.8%	5.4%	10.9%	-1.9%

*Stoxx Sector Indices

Companies covered

ADIDAS GROUP	NEUTRAL	EUR136
Last Price	EUR143,7	Market Cap. EUR30,064m
H & M	NEUTRAL	SEK295
Last Price	SEK259,9	Market Cap. SEK430,153m
INDITEX	BUY	EUR38
Last Price	EUR32,015	Market Cap. EUR99,780m
YOOX NET-A-PORTER	BUY	EUR33
Last Price	EUR27,04	Market Cap. EUR3,670m
ZALANDO	NEUTRAL	EUR39
Last Price	EUR35,755	Market Cap. EUR8,841m



A few days ago, the UK's largest online fashion retailer ASOS announced its plan to double its UK manufacturing (~4% of total production currently). This quest for local sourcing is being increasingly adopted by apparel groups mainly to reduce lead times and decrease their exposure to USD/CNY currencies. ITX's unique supply chain (60% of production in "proximity countries") is definitely a key competitive advantage but for the other groups, the rebalancing would take time.

ANALYSIS

Most of the ready-to-wear (RTW) brands locate their manufacturing in Asia..., as seen in the following charts: nearly 80% of H&M's sourcing is from Asia, which is close to that of ADS Group (~93%) and Primark (~80%). China still accounts for a big part of this Asian footprint, representing ~29% of ADS' apparel production, 35% for H&M and half of Primark's sourcing. Yet, these groups have been impacted by increasing labour costs locally as salaries in the textile industry have been growing at double-digit rates every year over the past decade. Consequently, production was gradually moved to SEA countries (Vietnam, Indonesia, etc.), with more attractive labour costs.

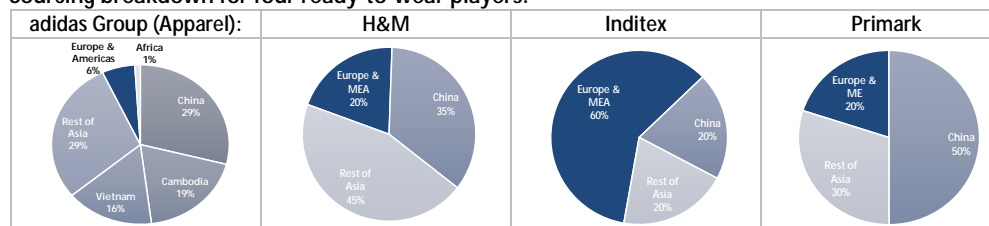
... **making their supply chains more complex and less agile.** Indeed, supply chains are not responsive enough considering lead times of 3-6m to manufacture and ship their collections in stores. These groups are therefore highly sensitive to shifts in demand (fashion changes, weather conditions, etc.).

ASOS to double its UK manufacturing from 4% to 8% in the MT. ASOS was not spared by these issues as production in Eastern Europe, Turkey and Asia accounts for approx. 80% of ASOS' own brand (~45% of group sales). Since it is an online fashion retailer, its success also relies on fast and efficient execution and doubling UK sourcing will have several advantages: (i) more affordable production costs thanks to the plunge in the GBP, (ii) shorter lead times as 70% of ASOS' sales are generated in Europe and (iii) efficiencies and cost savings (lower USD/GBP transactional exposure, lower logistics costs) that could be reinvested in price cuts to increase ASOS' competitiveness.

adidas Group's Speedfactory and Futurecraft 3D projects. At the moment, it typically takes 18m for ADS to develop and finally sell a new style of shoe. But the German group is speeding up its supply chain thanks to the **Speedfactory** (fully automated shoe plant) and **Futurecraft** (3D-printing) projects. Speedfactory, its first robotic shoe manufacturing plant in Germany (Ansbach) is now up and running and a second factory will open in Atlanta (US) next year. Production capacity is set to be modest in the ST (~1m pairs vs. 301m pairs produced by ADS every year) but it due to ramp up as the Group intends to grow this **Speedfactory** network across the world over the MT. The aim is to bring ADS products as quickly as possible and offer unprecedented customisation opportunities to consumers, while saving costs and improving its level of sustainability.

ITX really stands out with 60% of its manufacturing in European/neighbouring countries (Turkey, Morocco, Africa). This local sourcing enables ITX to be highly responsive to any changes in fashion trends and to keep its markdowns low (c.15%-20% vs. industry average of c.30%-40%) together with a very low unsold inventory rate (c.10% vs. c.15%-20% for the industry). In our view, this responsiveness is ITX' main competitive advantage, not only compared with traditional retailers but also with the internet players.

Sourcing breakdown for four ready-to-wear players:



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

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Sector View

Software and IT Services

Oracle Q2 FY17 results: neutral read-across for European Software stocks

	1 M	3 M	6 M	31/12/15
Softw.& Comp.	6.6%	-1.1%	13.0%	5.4%
DJ Stoxx 600	5.8%	5.4%	10.9%	-1.9%

*Stoxx Sector Indices

Yesterday evening, Oracle reported Q2 FY17 sales (FYE 31st May) in line with the consensus and company guidance. Explosive growth in SaaS and PaaS revenues was partly offset by a 19% decline in new licence sales. We view these numbers as a neutral read-across for European software vendors.

Companies covered

ALTEN	NEUTRAL	EUR57
Last Price	EUR64,99	Market EUR2,189m
ALTRAN TECHNOLOGIES	BUY	EUR15
Last Price	EUR13,17	Market EUR2,315m
ATOS	BUY	EUR115
Last Price	EUR96,96	Market EUR10,158m
AXWAY SOFTWARE	BUY	EUR31
Last Price	EUR28,9	Market EUR601m
CAPGEMINI	BUY	EUR95
Last Price	EUR78,01	Market EUR13,384m
CAST	NEUTRAL	EUR3,3
Last Price	EUR3,45	Market EUR56m
DASSAULT SYSTEMES	SELL	EUR64
Last Price	EUR70,49	Market EUR18,133m
INDRA SISTEMAS	BUY	EUR12
Last Price	EUR10,39	Market EUR1,705m
SAGE GROUP	NEUTRAL	645p
Last Price	647,5p	Market GBP6,993m
SAP	NEUTRAL	EUR82
Last Price	EUR81,44	Market EUR100,049
SOFTWARE AG	BUY	EUR40
Last Price	EUR33,595	Market EUR2,654m
SOPRA STERIA GROUP	BUY	EUR125
Last Price	EUR102,75	Market EUR2,105m
SWORD GROUP	BUY	EUR32
Last Price	EUR28,1	Market EUR265m
TEMENOS GROUP	BUY	CHF77
Last Price	CHF71,1	Market CHF4,948m

ANALYSIS

Q2 FY17 results in line with consensus estimates. For its quarter ended 30th November 2016, Oracle has reported non-GAAP EPS down 3% (flat at cc) at USD0.61 (i.e. USD0.63 at cc) or just above the top-end of company guidance, which was given at cc (USD0.59-0.62), and in line with the consensus (USD0.60). Total revenues were up 2% at cc to USD9.07bn or at the mid-point of the guidance range (0%/+3% at cc) and in line with the consensus (USD9.11bn). Cloud and on-premise software revenues were up 3% at cc to USD7.21bn (guidance: +3%/+5%; consensus: USD7.31bn). Hardware product sales were down 9% at cc, but engineered systems grew strongly.

Q2 FY17 details. At cc, on-premise software sales were down 3%, with new licences down 19% and maintenance up 3%, Cloud SaaS/PaaS sales rose an impressive 89% (guidance: +78%/+82% at cc) including acquisitions (NetSuite), and cloud IaaS was up 9%. Cloud and on-premise software revenues were up 2% cc (vs. +6% in Q1 FY17) in the Americas, up 11% at cc (vs. +7% in Q1) in EMEA, and up 3% at cc (vs. +8% in Q1) in Asia Pacific. In the Cloud, Cloud ERP/EPM was up 104%, HCM up 131%, CRM up 15, Services up 24%, Data as a Service up 71%, Database as a Service up 700%. Oracle added 1,082 new customers (vs. 776 in Q1 FY16) - 810 expansions - of which 224 (vs. 173) in HCM, 443 (vs. 346) in Customer Experience and 532 (vs. 344) in ERP excluding NetSuite. Its ERP/EPM active installed base now reaches 3,269 customers (o/w 1,275 live). In PaaS, Oracle had 2,225 new customers and has an installed base of 12,168 clients. In IaaS, it has 2,148 customers.

Q3 FY17 guidance. For Q3 FY17 (February 2017 quarter), management expects total revenues up 3-5% at cc, with Cloud & On-Premise software guidance up 4-6% at cc (SaaS/PaaS guidance +82%/+86% at cc including NetSuite), and non-GAAP EPS USD0.61-0.64 (consensus: USD0.64) taking into account an adverse impact from a higher tax rate (25.5% vs. 22.6%). Cloud bookings were up 51% at cc, which is similar to the +49% reported in Q1. For FY17, Oracle, including NetSuite, now anticipates SaaS/PaaS revenues up 67-80% (vs. above 65-67% previously). NB. SaaS/PaaS posted a gross margin of 61% in Q2 FY17 (+18ppt), should continue to rise over FY17, and Oracle confirms its plan to reach 80% as soon as possible. Finally, the management expects to book over USD2bn in new annually cloud business this year and the Database as a Services and IaaS will grow even faster than the SaaS business.

Neutral short-term read-across for European Software vendors. As such, from a short-term perspective we consider this publication is neutral for SAP and other European software vendors. Revenue momentum is strong in the cloud, unsurprisingly. With an aggressive strategy, Oracle's cloud SaaS/PaaS revenue growth (+89% lfl) remains way above the cloud subscription growth of SAP (+29.4% lfl in Q3 2016), Workday (+38.3% in Q3 FY17) and Salesforce (+26% lfl in Q3 FY17).

VALUATION

European Software companies: EV/EBIT multiples of 16.8x for 2016 and 15.1x for 2017

NEXT CATALYSTS

Accenture's Q1 FY17 results on 21st December before the US markets open.

SAP's FY16 results on 24th January 2017 before the markets open.

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TMT

Capgemini

Price EUR78.01

Taking over Axa Technologies Shared Services in India

Fair Value EUR95 (+22%)

BUY

Bloomberg	CAP FP
Reuters	CAPP.PA
12-month High / Low (EUR)	89.1 / 69.0
Market Cap (EUR)	13,384
Avg. 6m daily volume (000)	686.9

	1 M	3 M	6 M	31/12/15
Absolute perf.	6.9%	-8.5%	-6.2%	-8.9%
Softw.& Comp.				
SVS	6.6%	-1.1%	13.0%	5.4%
DJ Stoxx 600	5.8%	5.4%	10.9%	-1.9%

	2015	2016e	2017e	2018e
P/E	16.8x	14.0x	13.0x	12.0x
Div yield (%)	1.7%	1.9%	2.1%	2.2%

ANALYSIS

- **Yesterday French newspaper *Les Echos* reported that Capgemini had agreed with Axa to acquire Axa Technologies Shared Services**, for an undisclosed sum. On 7th November, *L'Agefi* reported that this division of Axa Tech, which is based in Bangalore (India) with a headcount of c. 1,000 out of the 3,500 Axa Tech headcount, was for sale and that the name of the acquirer would be announced by the end of this year. Axa Technologies Shared Services provides IT infrastructure services for Axa across 16 countries.
- **Rationale of the deal and potential impact to our model.** The rationale of this disposal for Axa is the lack of critical size in India, which led to strong staff attrition, lack of attractiveness, and high hiring/training costs. In this context, Capgemini would bring economies of scale thanks to its workforce of 92,000+ based in India (including in Bangalore). We estimate Capgemini's offshore leverage would rise to 56% (est. 50% in India) from 55% (est. 49% in India). Based on Indian average sales/head assumptions, we estimate such a deal would add several tens of million euros of sales to Capgemini, or an est. 0.3-0.7% of additional revenues in our view.

VALUATION

- Capgemini's shares are trading at est. 10.3x 2016 and 8.9x 2017 EV/EBIT multiples.
- Net debt on 30th June 2016 was EUR2.270bn (net gearing: 36%).

NEXT CATALYSTS

FY16 results on 16th February 2017 before the market open.

[Click here to download](#)Gregory Ramirez, gramirez@bryangarnier.com

Healthcare

Fresenius SE

Price EUR71.29

Prefilled syringe Heparin is nice to have for margin sustainability at KABI US

Fair Value EUR78 (+9%)

BUY-Top Picks

Bloomberg	FRE GR
Reuters	FREG.DE
12-month High / Low (EUR)	72.9 / 53.1
Market Cap (EURm)	38,994
Avg. 6m daily volume (000)	1,108

	1 M	3 M	6 M	31/12/15
Absolute perf.	5.9%	1.6%	13.9%	8.1%
Healthcare	2.4%	-3.6%	0.4%	-11.6%
DJ Stoxx 600	5.8%	5.4%	10.9%	-1.9%

	2015	2016e	2017e	2018e
P/E	27.3x	23.8x	20.7x	18.7x
Div yield (%)	2.4%	2.7%	3.2%	3.5%

ANALYSIS

Fresenius SE announced yesterday the launch of generic Heparin (anti-coagulant) in the prefilled syringe format. Already available in the traditional vial format, it is important however to note that Heparin is a significant product within KABI's IV generic drug portfolio, accounting for approx. 5% or USD120-130m of IV Gx drug sales in 2016 (BG ests.).

On top of the seven "legacy" products, which came along with the acquisition of the Becton Dickinson's plant earlier this year and the related 10-year supply contract, we are pleased to see Fresenius SE has already launched two products (the first one was Ketorolac Tromethamine in late September) from the Simplist's range (prefilled syringe format). Indeed, FRE's management said at the time of the acquisition that no material impact from this acquisition should be seen in the short term as investments would need to be made. Nevertheless, we believe that these two launches might underline the fact that the upgrade at the plant has progressed well and potentially faster than initially expected.

Although it is not clear already whether the traditional vial format would still be available or if it will be replaced by the prefilled syringe, the roll-out of Heparin in the latter format is nice to have for margin sustainability as it comes at profitability levels north of 40%. Following the stronger than expected launch of Daptomycin, we highlighted earlier this week (please see [our note here](#)), this supports our thesis of short term strength at KABI despite easing of the drug shortage situation. We are not ruling out the prospect that Fresenius SE might continue to roll-out important products in the new prefilled syringe format.

VALUATION

Fresenius SE in our Q4 Top-Picks list

We reiterate our BUY rating and EUR78 Fair Value

NEXT CATALYSTS

22nd February: Q4/FY 2016 results

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Hugo Solvet, hsolvet@bryangarnier.com

Utilities

Veolia Environnement

Price EUR15.67

Decrease in tariffs in Veolia's biggest water contract in France

Fair Value EUR22 (+40%)

BUY

Bloomberg	VIE.FP
Reuters	VIE.PA
12-month High / Low (EUR)	22.7 / 15.5
Market Cap (EURm)	8,828
Avg. 6m daily volume (000)	2,289

	1 M	3 M	6 M	31/12/15
Absolute perf.	-4.4%	-22.1%	-18.9%	-28.3%
Utilities	5.5%	-4.6%	-3.5%	-10.8%
DJ Stoxx 600	5.8%	5.4%	10.9%	-1.9%

	2015	2016e	2017e	2018e
P/E	15.2x	14.6x	12.8x	11.4x
Div yield (%)	4.7%	5.2%	5.7%	6.2%

ANALYSIS

- **The SEDIF (Syndicat des Eaux d'Ile De France) announced yesterday that drinking water prices will be lowered by EUR0.10 per m³ (from EUR1.47 per m³ to EUR1.37 per m³) as from January 2017 in the area it covers. This follows the past 18% decrease in tariffs back in 2011.**
- **As a reminder, the SEDIF covers about 150 municipalities located on the outskirts of Paris, which implies the supply of c. 4m customers. Veolia is the operator of the market since 1923. In 2010, the contract was renewed for 12 years.**
- **According to French news site BFM Business, this decrease in tariffs will only be endured by Veolia whose remuneration is around EUR1 per m³.**
- **We assumed Veolia's contract represents around 13% of the company's water revenues in France hence c. EUR400m of revenues per year. Considering Veolia's remuneration at EUR1 per m³, this decrease in tariffs would imply a c. 10% cut in Veolia's remuneration hence a c. EUR40m headwind at the revenues' level as from 2017.**
- **This confirms the negative momentum for both Suez and Veolia in their respective French water businesses with contracts' renegotiations implying decreased prices, in line with the low inflation environment, and the Brottes law implying significant headwind at the EBITDA level (we assumed a c. EUR25m headwind for Veolia in FY16).**

VALUATION

- At the current share price, Veolia trades at **4.8x** its 2016e EV/EBITDA multiple
- **Buy, FV @ EUR22.0** per share

NEXT CATALYSTS

- **23rd February 2017:** FY16 results

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BG's Wake Up Call

Bryan Garnier stock rating system

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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.
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Distribution of stock ratings

BUY ratings 54.9%

NEUTRAL ratings 34.6%

SELL ratings 10.5%

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