

(Maintain)			Buy
Target Price (12M,	W)	6	5,500
Share Price (01/10/1	9, W)	5	5,270
Expected Return			23%
OP (18F, Wbn)			42
Consensus OP (18F,	Wbn)		42
EPS Growth (18F, %)	207.4		
Market EPS Growth	Market EPS Growth (18F, %)		
P/E (18F, x)	P/E (18F, x)		
Market P/E (18F, x)			8.5
KOSDAQ			683.34
Market Cap (Wbn)			759
Shares Outstanding	(mn)		144
Free Float (%)			65.6
Foreign Ownership	(%)		1.6
Beta (12M)			1.16
52-Week Low			4,270
52-Week High			8,054
(%)	1M	6M	12M
Absolute	12.4	-17.2	8.0
Relative	10.2	-1.4	32.0



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# J Contentree

(036420 KQ)

## Looking toward 2H19

### **4Q18** preview: Likely to meet expectations

For 4Q18, we forecast J Contentree to post revenue of W138bn (+14% YoY; all growth figures hereafter are YoY) and operating profit of W11.4bn (+31.9%), in line with the consensus. By business segment, we expect operating profit of W6.9bn for multiplex and W4.3bn for broadcasting (W0.9bn for parent company; W3.4bn for JTBC CH).

**Multiplex (Megabox)**: We look for revenue of W80bn (-1%) and operating profit of W6.9bn (-44.4%). Despite a tough comparison due to the difference in timing of the Chuseok holiday, the overall market fared better than feared. Despite a 5.6% increase in average ticket price, nationwide box-office sales fell 4.2%, due to a 9.3% decline in theater attendance. We estimate theater attendance at Megabox's directly operated sites declined by 5.2%—not as steep as the overall market decline—thanks to continued market share expansion (estimated at 11.7%). Meanwhile, we believe the investment and distribution business turned a small profit.

**Broadcasting (JTBC Content Hub + parent):** We expect revenue of W65.3bn (+4.3%) and operating profit of W4.3bn (turning to black). We believe top line continued to grow, supported by the addition of drama slots and higher production budgets. Overseas licensing sales likely included *Life* (Japan), *Something in the Rain* (overseas), *Beauty Inside* and *The Third Charm* (both overseas and Netflix Korea), and *My ID is Gangnam Beauty* (overseas). However, we estimate overseas licensing revenue conservatively to reflect possible impairment of intangible assets caused by revenue generation from existing drama distribution (as was the case in the past few quarters).

### Earnings momentum in broadcasting division to build heading toward 2H19

We see strong growth potential in the broadcasting division in 2019, supported by improvements in both top line (number of titles produced) and profits (licensing sales). We expect earnings momentum to build heading toward 2H19. In 2H19, positive events will likely include: 1) new drama slots being added on the JTBC channel; and 2) the broadcasting of tentpole content costing over W1bn per episode. Against this backdrop, J Contentree is seeking investors (production companies, content service providers, etc.) to raise equity financing. Given the much shorter cycle of drama production/programming (approximately six months) compared with films, we expect earnings momentum to materialize within the year if investments begin in 1H19.

Meanwhile, we expect the multiplex division to slightly outperform the market again in 2019. Notably, the normalization of new sites opened during 2015 and 2017 helped Megabox offset the market slump in 2018 (combined market share of directly operated sites increased from 9.6% in 2015 to 11.4% in 2018). However, new site rollout effects will be short-lived. Looking beyond 2020, we believe J Contentree needs to shorten the price hike cycle, improve labor efficiency, and revive theater attendance.

### Maintain Buy and TP of W6,500

We reaffirm our Buy rating and target price of W6,500 on J Contentree. We find it encouraging that J Contentree has enhanced its competitiveness in drama production through direct investments in IP. *Sky Castle* (co-produced with Drama House), which is currently airing, garners high viewership in Korea and is generating overseas licensing revenue. We look forward to 2H19, when J Contentree will likely find opportunities to showcase its production capabilities (e.g., acquiring a new production studio or expanding production budgets).

FY (Dec.)	12/15	12/16	12/17	12/18F	12/19F	0/
Revenue (Wbn)	306	335	420	516	615	0
OP (Wbn)	33	29	33	42	56	0
OP margin (%)	10.8	8.7	7.9	8.1	9.1	-
NP (Wbn)	11	19	6	21	21	0
EPS (W)	121	159	53	164	148	0
ROE (%)	15.0	26.3	5.3	12.4	11.2	0.0
P/E (x)	44.2	23.1	97.5	27.2	35.7	-
P/B (x)	9.6	5.0	3.8	3.5	3.7	-
Dividend yield (%)	0.0	0.0	0.0	0.0	0.0	0.0

Note: All figures are based on consolidated K-IFRS; NP refers to net profit attributable to controlling interests Source: Company data, Mirae Asset Daewoo Research estimates

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Table 1. Consolidated quarterly and annual earnings

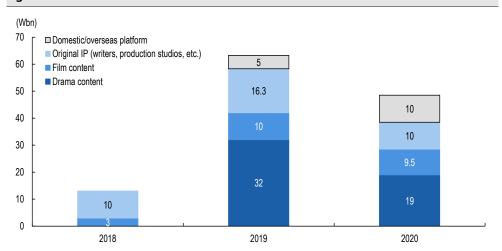
(Wbn, %, mn)

	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18F	2017	2018F	2019F
Revenue	87	97	116	121	110	111	157	138	420	516	615
Megabox	68	57	84	81	70	65	102	80	291	317	337
Box office	39	33	45	46	40	39	56	46	163	181	192
Concession	12	10	13	14	12	12	17	14	49	54	57
Screen ads	9	7	10	10	9	9	12	10	36	40	42
Other	8	7	16	11	9	6	17	10	43	43	46
Broadcasting	20	54	37	50	48	64	55	65	162	232	310
JTBC Content Hub	17	41	28	41	30	50	36	43	127	159	215
J Contentree (IP)	4	13	9	9	17	14	20	22	35	74	95
Operating profit	5.2	8.9	10.7	8.6	4.0	8.2	18.2	11.4	33.3	41.8	55.5
OP margin (%)	6.0	9.2	9.2	7.1	3.7	7.4	11.6	8.2	7.9	8.1	9.0
Megabox	4.3	0.0	9.1	12.5	3.1	1.7	15.0	6.9	25.9	26.7	29.4
Broadcasting	1.0	9.0	2.2	-0.5	1.1	6.6	3.3	4.3	11.7	15.3	26.2
JTBC Content Hub	1.0	6.9	2.2	-0.2	0.9	4.8	2.5	3.4	9.9	11.6	20.6
J Contentree (IP)	-0.1	2.2	0.0	-0.3	0.2	1.8	0.8	0.9	1.8	3.7	5.6
Pretax profit	5	9	8	2	8	9	16	10	24	44	51
Net profit	3.8	6.3	1.7	-0.9	6.6	6.6	12.7	7.8	10.9	33.7	39.0
Net margin (%)	4.4	6.5	1.5	-0.8	6.0	5.9	8.1	5.6	2.6	6.5	6.3
Net profit attributable to controlling interests	3.5	3.2	-1.0	0.8	4.6	2.5	9.7	4.1	6.4	20.9	21.3
YoY											
Revenue	-5.3	21.2	9.6	108.6	26.2	15.2	35.6	14.0	25.4	22.7	19.1
Megabox	6.5	11.5	7.9	31.9	3.1	13.1	21.0	-1.0	14.0	9.1	6.2
Broadcasting	6.2	178.8	101.7	91.0	134.6	18.3	49.1	30.4	94.4	43.7	33.3
JTBC Content Hub	-13.3	113.1	52.7	55.6	82.0	21.4	26.3	4.9	52.6	25.1	35.1
J Contentree (IP)	-	-	-	-	368.2	8.1	120.1	142.5	-	111.5	29.4
Operating profit	-56.8	404.7	-30.9	TTB	-22.8	-7.6	71.3	31.9	15.2	25.4	32.8
Net profit	-42.8	TTB	-85.9	TTR	74.4	4.7	630.6	TTB	-51.4	209.2	15.9
Key assumptions											
Domestic attendance	52.3	45.0	64.0	58.6	51.3	45.1	66.8	53.2	219.9	216.4	216.4
Growth (%)	5.7	-0.3	-11.6	17.2	-1.9	0.1	4.5	-9.3	1.3	-1.6	0.0
Megabox attendance	10.2	8.6	12.2	11.7	10.2	9.1	13.7	11.0	42.7	44.0	45.3
Megabox share (%)	19.6	19.2	19.0	20.0	20.0	20.1	20.5	20.8	19.4	20.3	20.9

Note: Based on consolidated K-FIRS

Source: Company data, Mirae Asset Daewoo Research estimates

Figure 1. Investment schedule/breakdown



Source: Company data, Mirae Asset Daewoo Research

### J Contentree (036420 KQ/Buy/TP: W6,500)

### **Comprehensive Income Statement (Summarized)**

(Wbn)	12/17	12/18F	12/19F	0/
Revenue	420	516	615	0
Cost of Sales	200	253	292	0
Gross Profit	220	263	323	0
SG&A Expenses	187	221	267	0
Operating Profit (Adj)	33	42	56	0
Operating Profit	33	42	56	0
Non-Operating Profit	-9	2	-5	0
Net Financial Income	-5	0	0	0
Net Gain from Inv in Associates	0	0	0	0
Pretax Profit	24	44	51	0
Income Tax	13	10	12	0
Profit from Continuing Operations	11	34	39	0
Profit from Discontinued Operations	0	0	0	0
Net Profit	11	34	39	0
Controlling Interests	6	21	21	0
Non-Controlling Interests	4	13	18	0
Total Comprehensive Profit	9	34	39	0
Controlling Interests	5	15	15	0
Non-Controlling Interests	4	19	24	0
EBITDA	59	81	88	0
FCF (Free Cash Flow)	-36	34	84	0
EBITDA Margin (%)	14.0	15.7	14.3	-
Operating Profit Margin (%)	7.9	8.1	9.1	-
Net Profit Margin (%)	1.4	4.1	3.4	-

### **Statement of Financial Condition (Summarized)**

0.4/l\	12/17	12/105	12/105	0/
(Wbn)	12/17	12/18F	12/19F	0/
Current Assets	208	253	350	0
Cash and Cash Equivalents	49	72	123	0
AR & Other Receivables	85	97	122	0
Inventories	24	27	34	0
Other Current Assets	50	57	71	0
Non-Current Assets	454	467	459	0
Investments in Associates	0	1	1	0
Property, Plant and Equipment	193	206	189	0
Intangible Assets	84	75	60	0
Total Assets	662	720	809	0
Current Liabilities	289	310	352	0
AP & Other Payables	66	75	94	0
Short-Term Financial Liabilities	144	144	145	0
Other Current Liabilities	79	91	113	0
Non-Current Liabilities	138	143	150	0
Long-Term Financial Liabilities	112	114	114	0
Other Non-Current Liabilities	26	29	36	0
Total Liabilities	426	452	502	0
Controlling Interests	159	179	201	0
Capital Stock	57	57	57	0
Capital Surplus	14	14	14	0
Retained Earnings	75	97	118	0
Non-Controlling Interests	77	89	106	0
Stockholders' Equity	236	268	307	0

### **Cash Flows (Summarized)**

(Wbn)	12/17	12/18F	12/19F	0/
Cash Flows from Op Activities	-4	65	84	0
Net Profit	11	34	39	0
Non-Cash Income and Expense	51	50	44	0
Depreciation	16	18	17	0
Amortization	10	21	15	0
Others	25	11	12	0
Chg in Working Capital	-42	-6	13	0
Chg in AR & Other Receivables	-44	8	-18	0
Chg in Inventories	-1	-3	-7	0
Chg in AP & Other Payables	10	-15	5	0
Income Tax Paid	-16	-9	-12	0
Cash Flows from Inv Activities	-75	-44	-33	0
Chg in PP&E	-33	-31	0	0
Chg in Intangible Assets	-1	2	0	0
Chg in Financial Assets	-44	-16	-33	0
Others	3	1	0	0
Cash Flows from Fin Activities	73	1	1	0
Chg in Financial Liabilities	-44	2	1	0
Chg in Equity	65	0	0	0
Dividends Paid	0	-1	0	0
Others	52	0	0	0
Increase (Decrease) in Cash	-6	22	52	0
Beginning Balance	55	49	72	0
Ending Balance	49	72	123	0

Source: Company data, Mirae Asset Daewoo Research estimates

### Forecasts/Valuations (Summarized)

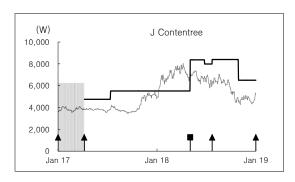
roi ecasts/ valuations (Summanizeu)								
	12/17	12/18F	12/19F	0/				
P/E (x)	97.5	27.2	35.7	-				
P/CF(x)	10.2	6.8	9.1	-				
P/B (x)	3.8	3.5	3.7	-				
EV/EBITDA (x)	14.8	10.9	10.9					
EPS (W)	53	164	148	0				
CFPS (W)	509	653	579	0				
BPS (W)	1,353	1,280	1,428	0				
DPS (W)	0	0	0	0				
Payout ratio (%)	0.0	0.0	0.0	0.0				
Dividend Yield (%)	0.0	0.0	0.0	0.0				
Revenue Growth (%)	25.4	22.9	19.2	-				
EBITDA Growth (%)	37.2	37.3	8.6	-				
Operating Profit Growth (%)	13.8	27.3	33.3	-				
EPS Growth (%)	-66.7	209.4	-9.8	-				
Accounts Receivable Turnover (x)	9.0	7.8	7.8	0.0				
Inventory Turnover (x)	17.9	20.4	20.2	0.0				
Accounts Payable Turnover (x)	15.0	14.7	14.1	0.0				
ROA (%)	1.8	4.9	5.1	0.0				
ROE (%)	5.3	12.4	11.2	0.0				
ROIC (%)	5.0	11.8	16.5	0.0				
Liability to Equity Ratio (%)	180.8	168.6	163.3	0.0				
Current Ratio (%)	72.2	81.7	99.5	0.0				
Net Debt to Equity Ratio (%)	73.8	55.8	29.0	0.0				
Interest Coverage Ratio (x)	3.8	0.0	0.0	0.0				

### **APPENDIX 1**

#### **Important Disclosures & Disclaimers**

#### 2-Year Rating and Target Price History

Company (Code)	Date	Rating	<b>Target Price</b>
J Contentree (036420)	11/07/2018	Buy	6,500
	08/02/2018	Buy	8,400
	07/05/2018	Trading Buy	7,988
	05/13/2018	Trading Buy	8,368
	07/23/2017	Buy	5,515
	04/17/2017	Buy	4,755
	01/03/2017	No Coverage	



Stock RatingsBuy: Relative performance of 20% or greaterOverweight: Fundamentals are favorable or improvingTrading Buy: Relative performance of 10% or greater, but with volatilityNeutral: Fundamentals are steady without any material changesHold: Relative performance of -10% and 10%Underweight: Fundamentals are unfavorable or worseningSell: Relative performance of -10%

Ratings and Target Price History (Share price (→), Target price (→), Not covered (■), Buy (▲), Trading Buy (■), Hold (•), Sell (◆))

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- \* The target price was determined by the research analyst through valuation methods discussed in this report, in part based on the analyst's estimate of future
- \* The achievement of the target price may be impeded by risks related to the subject securities and companies, as well as general market and economic conditions.

### **Equity Ratings Distribution & Investment Banking Services**

	Buy	Trading Buy	Hold	Sell
<b>Equity Ratings Distribution</b>	81.28%	9.63%	9.09%	0.00%
Investment Banking Services	84.61%	3.85%	11.54%	0.00%

<sup>\*</sup> Based on recommendations in the last 12-months (as of December 31, 2018)

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