

# KINO POLSKA TV

### **EQUITY RESEARCH**

Following the publication of our previous analyst report on 23 December 2024, there has been a marked cooling of investment sentiment towards the company (in YTD terms relative to the WIG index). Based on our assumptions, we maintain the company's valuation at PLN 25.2 per share. This is 32% above its current market price and, as a result, we are upgrading our recommendation to Buy from Accumulate. Based on our forecasts, the EV/EBITDA ratio for 2025 is now 2.3x.

The company has already reported preliminary figures for Q4 2024. As anticipated, EBIT showed an erosion in year-on-year terms, contrasting sharply with previous quarters in 2024 (the reading was also PLN 2.1 million below our expectations). It is important to note that the previous Q4 2024 indicated a significant change in the structure of quarterly results within the calendar year. Q4 is usually a relatively strong period for the company, due to, among other things, the nature of the advertising market. Historically, the EBIT reading in Q4 relative to Q3 has indicated the dominance of the end of the year. In 2023 and 2022, EBIT in Q4 was higher than EBIT in Q3 by PLN 13.6 million and PLN 11.4 million, respectively. Based on the published estimates for the past quarter, we note that the difference between EBIT for Q4 2024 and Q3 2024 was only PLN 0.8 million. In the current update, we do not see the cost structure of Q4 2024 as an impetus for a change in the seasonality of results in future years.

EPS in 2024 rose to PLN 3.36, up 28.5% year-on-year. We expect KPL to maintain its ability to report low-single-digit year-on-year operating profit growth in the subsequent quarters of 2025. As a result, we expect the EBITDA adj. in our model to rise to PLN 99.1 million (+3.6% y/y). At the net income level, we expect close to PLN 74.2 million, indicating EPS growth of over 11% y/y.

As a reminder, the company reported in its 6 March 2025 announcement that the shareholders' meeting of Filmbox Iberia (a subsidiary) passed a resolution to pay a dividend of €4.95 million. This figure represents an increase of over 35% compared to the previous year. We view this positively, as it supports our view that there is a higher probability of an increase in the dividend payout ratio (DPS) that Kino Polska will pay out to its shareholders in 2025. For the 2025-2026 financial year, we anticipate an increase in the dividend stream to KPL shareholders, with projections of PLN 0.85 and PLN 1.03, respectively. The dividend payout ratio in the coming years remains below 30% of consolidated net income in our simulation.

# BUY

(PREVIOUSLY: ACCUMULATE)

PRICE TARGET: PLN 25,2

31 MARCH 2025, 15:33 CET/CEST

Price target [PLN]  Potential upside/downside  Price [PLN]		<b>25,2</b> <b>+32</b> %
Market Cap [PLN m]		379
Shares outstanding [m]		46,6
Rate of return [%]	(1)	(2)
3M	-10,7	-33,6
6M	14,3	-3,2
YTD	-10,7	-33,6
12M	23,1	4,9
(1) - absolute rate of return (2) - rate of return relative to WIG		
Shareholders:		
SPI International B.V.		66,0%
Ipopema TFI (Total FIZ, TTL 1)		10%
Nationale-Nederlanden PTE		5,3%

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	2022	2023	2024E	2025E	2026E	2027E
Revenue [PLN m]	284,8	294,2	315,5	315,9	314,9	323,3
EBITDA adj. [PLN m]	70,5	74,8	95,7	99,1	101,1	102,6
EBIT [PLN m]	60,7	66,5	84,2	88,4	92,5	94,4
Net income [PLN m]	47,7	51,9	66,6	74,2	77,7	79,7
EPS [PLN]	2,4	2,6	3,4	3,7	3,9	4,0
P/BV	1,9	1,6	1,3	1,1	0,9	0,8
P/E	7,9	7,3	5,7	5,1	4,9	4,7
EV/EBITDA	5,0	4,3	2,8	2,3	1,8	1,4
EV/EBIT	5,9	4,8	3,2	2,5	2,0	1,5
DPS [PLN]	0,50	0,35	0,63	0,85	1,03	1,18
Dividend yield	3%	2%	3%	4%	5%	6%





## **VALUATION AND SUMMARY**

Following the publication of our previous analyst report on 23 December 2024, there has been a marked cooling of investment sentiment towards the company (in YTD terms relative to the WIG index). Based on our assumptions, we maintain the company's valuation at PLN 25.2 per share. This is 32% above its current market price and, as a result, we are upgrading our recommendation to Buy from Accumulate. Based on our forecasts, the EV/EBITDA ratio for 2025 is now 2.3x.

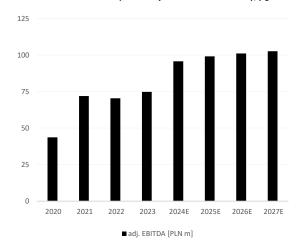
We prepared the valuation based on the DCF model and a multiplier analysis. Using the DCF method, we arrived at a value of PLN 25,2/share. In turn, the multiplier analysis based on EV/EBITDA for 2025 indicates a price of PLN 25,3/share. The final valuation is the arithmetic average of the two methods used.

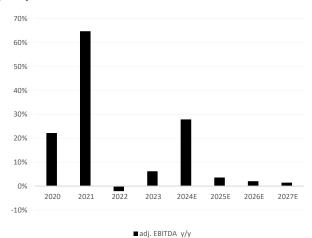
#### Valuation summary

A	DCF [PLN]	25,2
В	Peer valuation [PLN]	25,3
C = (A*50%+B*50%)	Price target [PLN/share]	25,2

Source: Dom Maklerski BDM S.A.

## Historical and assumed future path of adj. EBITDA behavior and y/y growth rate [PLN m]







# **FINANCIALS**

KPL - Income statement [PLN m]

AFE - Income Statement [FEN III]								
	2022	2023	2024E	2025E	2026E	2027E	2028E	2029E
Total Revenues	284,8	294,2	315,5	315,9	314,9	323,3	330,9	337,9
Subscriptions	146,1	150,7	151,3	154,2	158,3	162,0	165,4	168,9
Advertising	106,8	107,0	135,4	138,4	132,5	136,4	139,8	142,6
License Sales	27,3	30,0	12,7	11,5	11,7	11,8	12,0	12,2
TV Channel Production	2,0	4,4	8,5	9,3	10,0	10,6	11,2	11,7
EBITDA adj.	70,5	74,8	95,7	99,1	101,1	102,6	105,0	106,
EBIT	60,7	66,5	84,2	88,4	92,5	94,4	96,0	97,
Net Financial Income/(Losses)	-0,5	-0,9	2,4	3,2	3,4	4,0	4,5	4,
Profit before income tax	60,2	65,6	86,6	91,6	95,9	98,4	100,5	102,
Income tax	-12,5	-13,8	-20,0	-17,4	-18,2	-18,7	-19,1	-19,
Net profit	47,7	51,9	66,6	74,2	77,7	79,7	81,4	82,
Operating divisions	2022	2023	2024E	2025E	2026E	2027E	2028E	2029
EBIT	60,7	66,5	84,2	88,4	92,5	94,4	96,0	97,
FilmBox	45,6	49,2	57,1	58,2	59,4	60,4	61,3	62,
Kino Polska	17,9	14,2	14,9	14,6	14,3	14,0	13,8	13,
TV Channel Production	0,7	1,7	1,1	2,0	2,1	2,3	2,4	2,
Zoom TV	-9,6	-2,7	1,8	2,1	4,2	4,6	5,0	5,
Stopklatka	6,7	0,1	10,8	12,1	13,4	14,6	15,4	15,
License Sales	3,2	2,7	2,6	2,0	2,0	1,8	1,8	1,



KPL - Selected data from the balance sheet and cash flow statement [PLN m]

Balance sheet	2022	2023	2024E	2025E	2026E	2027E	2028E	2029E
Fixed Assets	5,6	7,2	6,1	5,5	5,5	6,0	6,4	6,7
Goodwill	55,7	55,7	55,7	55,7	55,7	55,7	55,7	55,7
Programming Assets	59,4	67,7	76,3	90,0	104,5	119,4	134,6	150,1
Other Non Current Assets	24,8	40,2	33,9	31,3	31,3	33,3	35,1	36,7
Non Current Assets	145,4	170,7	172,1	182,6	197,0	214,3	231,7	249,2
Programming Assets	13,9	11,0	8,2	8,2	8,2	8,4	8,6	8,8
Trade Receivables	95,0	103,9	107,3	107,4	107,1	109,9	112,5	114,9
Other Current Assets	1,2	37,1	85,4	85,4	85,4	85,4	85,4	85,4
Cash and Cash Equivalents	40,9	24,7	25,2	72,0	114,9	153,2	190,1	224,0
Current Assets	151,0	176,7	226,0	273,0	315,5	356,8	396,5	433,0
Total Assets	296,4	347,4	398,1	455,5	512,6	571,2	628,3	682,2
Shareholders'Equity	204,1	243,0	297,9	355,2	412,5	468,9	524,0	576,1
Financial Debt	0,1	2,7	1,8	1,8	1,8	1,8	1,8	1,8
Trade Payables	4,7	1,5	0,3	0,2	0,2	0,3	0,3	0,3
Other Liabilities	8,8	21,7	17,1	17,1	17,1	17,1	17,2	17,2
Long Term Liabilities	13,6	25,9	19,2	19,2	19,2	19,2	19,3	19,3
Financial Debt	17,9	1,3	1,4	1,4	1,4	1,4	1,4	1,4
Trade Payables	49,3	56,3	52,0	52,1	51,9	53,7	55,4	56,9
Other Liabilities	11,4	20,9	27,6	27,6	27,6	28,0	28,3	28,6
Current Liabilities	78,7	78,5	81,0	81,1	80,9	83,0	85,0	86,8
Total Liabilities & Equity	296,4	347,4	398,1	455,5	512,6	571,2	628,3	682,2

Cash flow statement	2022	2023	2024E	2025E	2026E	2027E	2028E	2029E
Cash Flow from Operating Activities	28,2	50,0	69,0	69,5	69,9	69,9	71,7	73,1
Cash Flow from Investing Activities	-5,2	-41,2	-54,9	-5,5	-6,3	-8,1	-8,3	-8,4
Cash Flow from Financing Activities	-12,5	-25,0	-13,6	-17,2	-20,7	-23,6	-26,6	-30,8
Change in Cash	10,5	-16,2	0,5	46,8	42,9	38,2	36,9	33,9



KPL- Ratio analysis

	2022	2023	2024E	2025E	2026E	2027E	2028E	2029E
Price [PLN]	19,1	19,1	19,1	19,1	19,1	19,1	19,1	19,1
Shares outstanding [m]	19,8	19,8	19,8	19,8	19,8	19,8	19,8	19,8
BVPS [PLN]	10,3	12,3	15,0	17,9	20,8	23,7	26,4	29,1
EPS [PLN]	2,4	2,6	3,4	3,7	3,9	4,0	4,1	4,2
P/E [x]	7,9	7,3	5,7	5,1	4,9	4,7	4,7	4,6
EV/Revenue [x]	1,2	1,1	0,9	0,7	0,6	0,4	0,3	0,2
EV/EBITDA adj. [x]	5,0	4,3	2,8	2,3	1,8	1,4	1,0	0,7
EV/EBIT [x]	5,9	4,8	3,2	2,5	2,0	1,5	1,1	0,7
P/BV [x]	1,9	1,6	1,3	1,1	0,9	0,8	0,7	0,7
EV [PLN m]	356	321	271	225	182	144	107	73
Market Cap [PLN m]	379	379	379	379	379	379	379	379
Net Debt [PLN m]	-23	-58	-107	-154	-197	-235	-272	-306
Net Debt / EBITDA adj. [x]	-0,3	-0,8	-1,1	-1,6	-1,9	-2,3	-2,6	-2,9
Revenue/Assets [x]	1,0	0,8	0,8	0,7	0,6	0,6	0,5	0,5
Assets/Equity [x]	1,5	1,4	1,3	1,3	1,2	1,2	1,2	1,2
EBIT/Interests costs [x]	46,5	37,3	79,2	276,6	361,6	369,0	375,3	379,9
Short-term liabilities / Revenue [x]	0,3	0,3	0,3	0,3	0,3	0,3	0,3	0,3
Long-term liabilities / Revenue [x]	0,0	0,1	0,1	0,1	0,1	0,1	0,1	0,1
Total liabilities/ Total liabilities & equity [x]	0,3	0,3	0,3	0,2	0,2	0,2	0,2	0,2
Equity / Total liabilities & equity [x]	0,7	0,7	0,7	0,8	0,8	0,8	0,8	0,8
ROA	16,1%	14,9%	16,7%	16,3%	15,2%	14,0%	13,0%	12,1%
ROE	23,4%	21,3%	22,4%	20,9%	18,8%	17,0%	15,5%	14,3%
ROCE	31,4%	29,9%	37,1%	36,6%	36,2%	34,6%	32,5%	30,6%
DPS [PLN]	0,50	0,35	0,63	0,85	1,03	1,18	1,33	1,54
Dividend yield	2,6%	1,8%	3,3%	4,5%	5,4%	6,2%	6,9%	8,1%
Financial debt [PLN m]	18	4	3	3	3	3	3	3
Cash [PLN m]	41	25	25	72	115	153	190	224



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## Ratings and price targets history:

rating	price target	previous rating	previous target price	report date	report date (hour)	price	WIG
buy	25,2	accumulate	25,2	2025-03-31	15:33	19,10	95 850
accumulate	25,2	buy	21,26	2024-12-23	10:54	22,2	79 925
buy	21,26	buy	18,4	2024-07-15	06:59	14,8	88 694
buy	20,05	buy	18,4	2024-05-21	09:15	14,8	89 082
buy	18,4			2023-12-11	10:57	14.2	77 400



Explanations of terminology:

EBIT - earnings before interest and tax

EBITDA — earnings before interest, taxes, depreciation, and amortization

Net debt - interest bearing debt minus cash and equivalents

WACC - weighted average cost of capital

CAGR - cumulative average annual growth

EPS - earnings per share

DPS - dividend per share

CEPS - net profit plus depreciation per share

EV - market capitalization plus interest bearing debt minus cash and equivalents

EV/S - market capitalization / sales

EV/EBITDA - EV / sales

P/EBIT – market capitalization / EBIT

 ${\sf MC/S-market\ capitalization\ /\ sales}$ 

P/E — market capitalization / net profit
P/BV — market capitalization / book value

P/CE - market capitalization / net profit plus depreciation

ROE – net profit / equity

ROA - net income / assets

Gross margin - gross profit on sales / sales

EBITDA margin – EBITDA / sales

EBIT margin - EBIT / sales

Net margin - net profit / sales

#### The strengths and weaknesses of the valuation methods used in the report:

DCF – the most popular and the most effective of the valuation methods - it is based on the discounting of future cash flows generated by the company. The disadvantage is the high sensitivity to changes in the basic financial parameters forecast in the model (interest rates, exchange rates, profits, residual value).

DDM – the method is based on discounting future cash flows from dividends. The advantage of the valuation is the inclusion of future financial results and cash flows from dividends. The main disadvantages are the high sensitivity to changes in the basic financial parameters forecasted in the model (capital cost, profits, residual value) and the risk of changing the dividend payment policy.

Comparative – the method is based on current and forecasted market multipliers of companies from the industry or related industries, which better than DCF shows the current market situation. The main disadvantages are the difficulty in choosing the right companies for comparison, the risk of ineffective valuation of companies compared at a given moment, as well as high volatility (along with price fluctuations).

#### **Explanation of ratings:**

Buy – we believe that the security will reach the target price in the recommended period, which significantly exceeds the current market price (at least + 15%);

Accumulate – we believe that the security will reach the target price in the recommended period, which exceeds the current market price (in the range of +5 to + 14.99%);

Hold – we believe that a security in the recommended period will fluctuate around the target price, which is close to the current market price (in the range from -4.99% to + 4.99%);

Reduce – we believe that the security will reach the target price in the recommended period, which is lower than the market price (range of decline from 5% to 14.99%);

Sell – we believe that a security in the recommended period will reach the target price, which is significantly lower than the market price (suggested erosion of the value exceeds 15%).

Target price — the theoretical price which, in our opinion, should reach a security in the recommended period; This price is the result of the company's value (eg based on DCF, comparative and other valuations), market conditions and the industry as well as other factors subjectively considered by the analyst.

Recommendations made by BDM are binding for 12 months from the issue date or until the target level is reached, unless they are updated during this period of time.

# Distribution of BDM's recommendations in Q1 2025\*:

, distribution of BDM's recommendations for the companies which BDM has supplied with investment banking services within the last 12 months

	numbers	%	numbers	%
Buy	7	54%	0	0%
Accumulate	3	23%	0	0%
Hold	2	15%	0	0%
Reduce	1	8%	0	0%
Sell	0	0%	0	0%

 $<sup>{}^*\</sup> detailed\ list\ of\ all\ analytical\ reports\ (recommendations)\ published\ by\ BDM\ during\ the\ last\ 12\ months$ 

is included at https://www.bdm.pl/analizy-i-informacje/analizy/historia-rekomendacji



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This report (hereinafter also referred to as an analysis, a document) has been prepared in compliance with Regulation (EU) No. 596/2014 of the European Parliament and of the Council of 16 April 2014 (on market abuse), Commission Delegated Regulation (EU) 2016/958 and Commission Delegated Regulation (EU) 2017/565.

The report constitutes an investment research within the meaning of art. 36 §1 of Commission Delegated Regulation (EU) 2017/565.

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For the first time this report has been made available to the public on 2025-03-31 (15:33 CET/CEST). Date of preparing the report is the date of making it accessible. Before the recommendation was made accessible, information included in it had been confidential

The prices of the financial instruments listed in the document have been taken from the real-time pricing as provided by Bloomberg. Data concerning financial instrument prices used in the report could be loaded to 24 hours before the moment of completing the report.

Detailed list of all analytical reports (recommendations) published by BDM during the last 12 months is included in a cyclical "Monthly Report".

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Each of the above-mentioned persons could carry out transaction relating to the financial instruments concerned prior to this publication. At the same time, however, the instruments concerned are entered in the restrictive list for employees of the Analysis Department immediately at the start of work on the report.

We have not identified significant conflicts of interest between BDM and persons associated with BDM and the financial instrument issuer. If a conflict of interest arises BDM shall manage it by applying the principles defined in the "Policy of management of conflicts of interest at the BDM S.A.". We point out that as for 2025-03-31:

- BDM states and assures that BDM is involved financially in financial instruments of the Issuer.
- BDM is not a holder of net long or short positions exceeding the threshold of 0,5 % of the total issued share capital of the issuer,
- The person that participated in preparing recommendation is not a holder of net long or short positions exceeding the threshold of 0,5 % of the total issued share capital of the issuer, The issuer does not hold shares exceeding 5 % of the BDM issued share capital,

- BDM is not a market maker or liquidity provider in the financial instruments of the issuer,
  BDM has not been lead manager or co-lead manager over the previous 12 months of any publicly disclosed offer of financial instruments of the issuer;
- BDM is not a party to an agreement with the issuer relating to the provision of investment banking services pursuant to art. 69 §2 and 4 of the Act on Trading in Financial Instruments dated 25th July
- BDM is not a party to an agreement with the issuer relating to the provision of investment banking services pursuant to section A and B od Annex I to the Directive 2014/65/EU of the European Parliament and of the Council (hereinafter the Directive 2014/65/EU),
- BDM is not a party to an agreement with the issuer relating to the production of the recommendation,
- There is other significant financial interest that BDM or its related affiliates have in relation to the issuer of financial instruments\*
- There are other significant connections between BDM or its related affiliates and the issuer of financial instruments\*
- The person affiliated with BDM who was involved in the preparation of recommendations did not receive or purchase the shares of the issuer, to whom the recommendation relates directly or indirectly, prior to public offering of such shares,
- The person affiliated with BDM who was involved in the preparation of recommendations declares that they respect internal regulations and are subject to organizational and technical solutions and information barriers established by BDM to eliminate any conflicts of interest concerning recommendations and to avoid them,
- The person affiliated with BDM who was involved in the preparation of recommendations was not rewarded in any form by the issuer, to whom the recommendation relates directly or indirectly, or was not directly connected with any possible transactions concerning services defined in art. 69 §2 and 4 of the Act on Trading in Financial Instruments dated 25th July 2005.

According to the best knowledge of the party recommending upon the publication of the report there are no other connections between BDM and the company described in this report that the party preparing this report would know of. However, the investor should be aware that the list disclosing conflicts of interest is long and that in the future there may occur situations leading to conflicts of interest which have not been identified or disclosed at the moment of publication of the report concerned. Especially, the investor should assume that BDM may submit an offer for services to a company or other companies mentioned in this report.

BDM is subject to supervision by the Polish Financial Supervision Commission.

This document is a summary of a full version of the report prepared in Polish. In case of any disputes the Polish version shall prevail.

<sup>\*</sup>BDM is a party to the "ANALYTICAL REPORT PREPARATION SERVICES AGREEMENT" concluded with the WSE.