

WSE Research Coverage Support Program (PWPA 4.0)

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BUY (PRICE TARGET: PLN 21.26) (link)

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The company released the preliminary results for Q3 2024.

This marks the third consecutive quarter in 2024 that Kino Polska has demonstrated robust year-over-year (y/y) earnings growth. As in the first half of 2024, we believe that TV advertising revenues were a significant factor in the growth of results in the third quarter of 2024. In its commentary on the preliminary results, the company indicated that the highest growth compared to the same months last year was recorded by the following segments: The company's portfolio includes Stopklatka, FilmBox brand film channels and thematic channels, and Zoom TV.

In Q3 2024, total revenue reached PLN 73.9m, representing a 5.6% increase year-over-year. The company's earnings before interest and taxes (EBIT) for the quarter were up 58.3% year-over-year (YoY), reaching PLN 19.5 million, which is 35% above our expectations. The net profit for Q3 2024 was PLN 15.3m, representing a 75% year-on-year increase and 28% above our expectations.

After Q3 2024, EPS for the last four quarters of this year stands at PLN 3.58. We believe that if the company maintains positive y/y momentum in TV advertising also in Q4 2024, and will stand out decidedly in a positive light in terms of EPS growth for the full year 2024, in comparison to the TMT players we analyse.

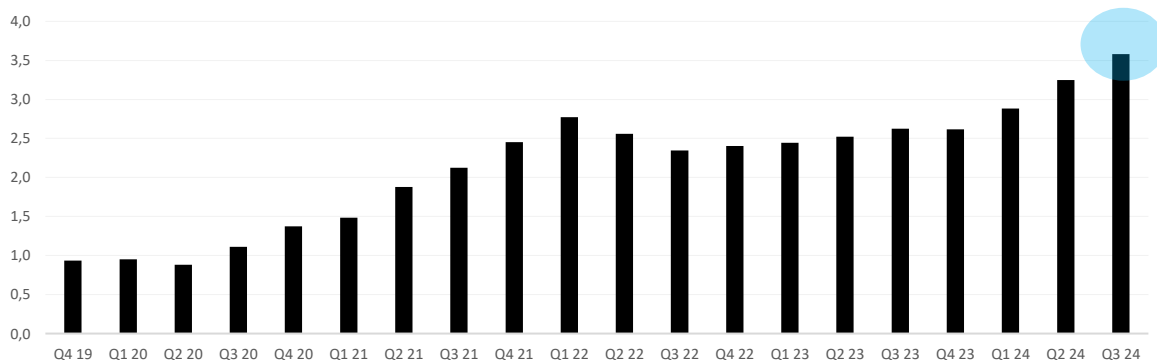
KINO POLSKA TV Q3 2024 results [PLN m]

	Q3 23	Q3 24	y/y	Q3 23 LTM	Q3 24 LTM	y/y	Q3 24E BDM	realization
Total Revenues	69,9	73,9	5,6%	295,2	308,6	4,5%	68,3	108,2%
EBITDA adj.*	15,0	22,0	46,6%	71,9	97,5	35,5%	16,9	130,2%
EBIT	12,3	19,5	58,3%	66,8	87,6	31,2%	14,4	135,6%
Net profit	8,7	15,3	75,4%	52,0	71,0	36,4%	12,0	128,0%

*EBITDA adjusted calculated by BDM may differ from the EBITDA readings KPL presents in its reports

Source: Dom Maklerski BDM S.A., KPL

EPS LTM [PLN]



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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	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
 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 Q4 2024*:			, distribution of BDM's recommendations for the companies which BDM has supplied with investment banking services within the last 12 months	
	numbers	%	numbers	%
Buy	4	50%	0	0%
Accumulate	2	25%	0	0%
Hold	1	13%	0	0%
Reduce	1	13%	0	0%
Sell	0	0%	0	0%

* 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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