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## Watts (2735, JP)

Exchange: TSE 1
Sector: Retail
Market Cap: JPY17.4 billion P/B: 1.8x (8/16 act)



Recommendation: HOLD
Share Price: JPY1,250 (4/27/2017)
Target Price: JPY1,562 (mid-term)
P/E: 18.6x (8/17 CE)
Div. Yield: 1.2\% (8/17 CE)

## Highlight -maintained as Hold but TP was revised down-

METRICAL maintains Watts (2735, JP) as HOLD for 12-month horizon. On valuation, the share price seems to have upside potential in mid-term horizon. However, profitability is likely to improve at soft when the company revealed 2Q financial result. Consequently, TP revised downward slightly from JPY1,696 to JPY1,562 at this moment on its SOTP NAV for FY08/2020 (E) based on 30x of FCF on peer average. On competitive positioning, Watts tries to hold differentiation strategy from rivals, focusing on smaller store operation. But the competition is getting intense, as an increasing number of JPY100 shops are opening while consumer spending slump is continuing in this country.

## Business Description

Watts was founded 1995 in Osaka and has grown to the $4^{\text {th }}$ largest JPY100 shop in Japan, acquiring JPY100 shop operators such as Saitama based 0Three in 2007 and Okayama based Daisen in 2013 and an import sundry wholesaler Amano in 2010. Watts has expanded its JPY100 shop business to overseas market such as Thailand, China, Malaysia, Vietnam, Peru and etc. but most of revenue comes from domestic business as shown the bar Chart on left. Watts has set its basic business strategies such as low cast operation, low cost store development and great value of daily life goods in differentiation from other 3 competitors. In short, Watts runs low cost operation at small outlets of 230 square meters on average and providing great value daily items to customers, whereas competitors operate larger stores of $330-1,000$ square meters. Daiso (privately owned) makes JPY395 billion sale from 3,000 stores, Seria (2783, JP) sells JPY130 billion at 1,352 stores, Cando (2698, JP) also earns JPY68 billion revenue from 976 stores for FY2015. Watts sells JPY46 billion at 1,059 outlets at store brand name as 'Silk", 'meets' and newly launched "Watts' and "Watts With.'

|  | Daiso <br> (Private) | Seria <br> $(2782, ~ J P)$ | Cando <br> (2698, JP) | Watts <br> $(2735, ~ J P)$ |
| :--- | ---: | ---: | ---: | ---: |
| Sales (JPY million) | 395,000 | 130,983 | 65,241 | 46,176 |
| \# of Stores | 3,000 | 1,369 | 964 | 1,049 |
| Sales/Store (JPY million) | 132 | 96 | 68 | 44 |
| Sale Space (sq meter) | $330-1.000$ | $330-1,000$ | $330-1,000$ | 230 |

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## Industry Overview and Competitive Positioning <br> Industry Overview

History of JPY100 shops
1990s
JPY100 shops rapidly grew in mid-1990s as Japan's economy deteriorated after bubble economy collapsed. Consumers that strengthened budget mind highly supported the emerging retailers in depression. Meantime, China's production increasingly improved and stronger JPY rates helped the retailers' cost of goods sold lower.

## 2000s

JPY100 shop was no longer niche business. Sales of Daiso increased from JPY48 billion for FY1997 to JPY281 billion for FY2003 but slowed to grow to single digit pace from FY2004. Tailwind of deflation economy and consumer's budget mind continued but customers come to buy goods more selectively, while other retailers such as super market, discount stores and DIY retailers developed private brand selling at low price. Low price goods were not selling at only JPY100 shops. JPY100 operators started to find differentiation strategy. Some JPY100 operators sold goods not only at JPY100 but multi prices. It was 2004 Seria introduced real time POS for the first time in this sector. Daiso, Cando and Watts followed far later after 2012.

## 2010s

JPY100 shops are expanding to shopping malls. Developers consider JPY100 shops as featured store that collect many consumers. In fact, food court and JPY100 shops are the most popular sites. Developers are very likely to lease shopping space to a shop that is anticipated to gather more consumers. GMS and Super Market chain are losing costumers and many of them make revenue from property leasing revenue like a developer. They also expect JPY100 shops to call customers into their stores. In this market trend, Seria has expanded stylish stores to bring young customers. Competitors are following the store development.

## Change in Environment

## Customer Value

Any goods were sold out easily at JPY100 shop in 1990s if just put price tag of JPY100. But low price commodities are not special after tons of private brand goods arrive at stores in mid-2000s. Customer value seems to be changing and diversified. Just cheap goods remain unsold at store. Conversely, 'premium' private brand at convenience stores are highly supported in these days. Customers are more likely to visit not only to buy daily items and expendables but to expect to find something new or something different goods even at JPY100 shop rather than. In fact, sale in months holding event such as Halloween, Christmas, Valentine Day is increasing year by year. Customers are expecting to buy special goods for their extraordinary event.

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## External Environment

Currency rates are one of the factors that have greatly influenced the profitability of JPY100 shop operators, as the retailers import many of goods from China. USD/JPY hit the bottom at 75 in 2011 and moved higher due to massive quantitative easing by Bank of Japan. When USD/JPY gets stronger, JPY100 shop chains try to make goods smaller or change to lower cost material (i.e. from glass to plastic). No one can expect the direction of currencies but company management should not run a company on optimistic view of further appreciation of JPY rates.

## Competitive Positioning Basic Business Strategy

Low cost store development
Watts expanded to 1,049 stores, most of which are smaller size stores of 230 sq meter on average. Its low cost store development system ensables the company to run a small size site selling JPY3.6 million per month on average. A smaller site tends to lower rent, as competitors need larger site for larger sale. Low opening cost beneffits to low closing cost, too. Lighter opening/closing cost enables quick decision of scrup and build and this helps flexible store expansion for growing to more than 1,000 outlets.


## Low cost operation

Its store operation aims at a completely low cost operation. By eliminating waste work, store sttaff can focus on more customer service than other work. Watts standardized store works enable part-time employees to operate a store for themselves. A supervisor manages normally 6-7 stores in a area.

## Great value daily goods

Above 2 lower cost operations boost product development. Watts has been promoting private brand goods named 'Watts Select' since 2010. 'Watts Select' appeals customers its great value, showing its more volume or made of higher quality than a similar product. Watts aims at increasing loyal customers, offering great value goods.

Watts has expanded business on its basic business strategy, but revised the strategy to meet cahange in market environment.

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## Revised Business Strategy

Low cost store development
Watts has focused on developing small size stores, which would benehit to differenciate from competitors. However, not only shopping mall but also super market is more likely to rent a tenant who calls more customers and different category of customers into its store, as super market cannot stop loosing customers. While competitors are developing stylish outlets recently, competitive store design becomes a factor of renewing leasing and new rent contract. Due to this environment, Watts decided to develop more fashionable stores as 'Watts' store in August 2015. Performance of 'Watts' stores is so far so good, increasing approximately $20 \%$ sales for a year. Renovation of a new brand store is higher but positive sale and store design would be positive effect on leasing contract with landlord as company expected.

## Low cost operation

Its 'Silk' and 'meets' stores have been well operated by part-time employees without POS. As its hot-seller items were normally regular items, even parttime staff could easily predict how many they should order. This saved IT system expenses. However, as customer need is diversified, in-store inventory was getting higher. POS data and automated order system help store staff to reduce workload at particular stores in large cities where it is not easy to hire part-time workers due to labor shortage. Installing POS will add a few hundred million Yen for the investment.

## Great value daily goods

Watts has mainly targeted at a homemaker who lives in neighborhood and frequently buys daily items and expendables. To increase loyal customers, the company has promoted great value goods as 'Watts Select' from 2010 but the number of the private brand items decreased to 100 items in 2016 from its peak of 220 items in 2014 in line with depreciation of JPY rates. 'Watts Select' is like a bargain good for highly appealing customers, but has to decrease the number of items if profit margin comes under pressure on weaker JPY rates. OP margin of the company decreased to $2.6 \%$ in FY03/2016 from 5\% in FY08/2012. In order to enhance profit margin, Watts is gradually to move to data based merchandizing helped by POS data, which collects customer need.

## Competitive Positioning

In each business strategy, competitive positioning is analyzed further below. Low cost store development (key: Sales growth)
Higher 'Watts' brand store development cost pulled SGA/Sales up to $35.8 \%$ in 1Q FY08/2016 from $34.4 \%$ in 1Q FY08/2015. After rebuilding development cost of a new store that is classified in cost/benefit, SGA/Sales came to stabilize slightly to $34.8 \%$ and $35.0 \%$ in 3Q and 4Q FY08/2016. But it remained slightly higher at $35.8 \%$ in 1Q and $34.3 \%$ in 2Q FY08/2017, compared with $35.7 \%$ in 1Q and $34.1 \%$ in 2Q FY08/2016. Store design necessarily became a part of important factor for maintaining competitiveness for both of store sale and sale space leasing with landload. In renovation plan of 'Silk' and 'meets' stores that is located in super market, "Watts With'

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barand has been launched, which maintains current floor and wall design at lower renovation cost but looks very nicely. Such investment seems to be innevitable, as there are 6,000 JPY100 stores in this country and necessarily 3 or 4 stores competes each other in a area. 'Watts’ stores widens customer base from 40s and 50s to 30s women due to new store design. Reviewing 2Q FY08/2017 result, OP margin fell to 3.4\% from 3.8\% a year ago after improved in 1 Q although sales were up $3.6 \%$ YoY and COGS/Sales inched up 0.2 pt YoY. This was due to remaining at higher SGA/Sales at $35.0 \%$ for the 6 month period 1-2Q FY08/2017, compared with that for $34.9 \%$ for the same period a year ago and $32.9 \%$ in 1Q FY08/2014 before opening 'Watts'. The Table below shows comparison of 3 companies in SGA/Sales and COGS/Sales. Both financial ratios of Watts and Cando are compares for the same perod from September to December. Interstingly, Watts that states low cost operator shows higher numbers in SGA/Sales and COGS/sales. All 3 companies run 1,000 outlets and will have to spend renovation expense in future, although Watts does not plan to replace all stores to Watts' or 'Watts with.' The issue is top line growth how 'Watts' and 'Watts With' push sale higher. 'Watts' and 'watts with' accounts for only $17.5 \%(=184 / 1049)$ at this moment and should accelearte total sale of the company from $2.6 \%$ YoY growth for 2Q, as the number of the new brand store are increasing. In addition, when I visited stores of all 4 companies, display furniture of 'Watts' store was the tallest. These days, a number of large retailers set lower furniture, as Shimamura (8227, JP) replaced shorter display and performes well. Female customers can not reach items that are displayed at the top of it and feel lock up.

|  | $\begin{array}{l}\text { Cando } \\ \text { (2698, JP) }\end{array}$ | $\begin{array}{l}\text { Watts } \\ \text { (2735, JP) }\end{array}$ |  |
| :--- | ---: | ---: | ---: | \(\left.\begin{array}{l}Seria <br>

(2782, JP)\end{array}\right]\)
(Note) COGS/Sales and SGA/Sales of Watts are 2Q FY08/2017.
(Note) COGS/Sales and SGA/Sales of Can Do are 1Q FY11/2017.
(Note) COGS/Sales and SGA/Sales of Seria are 1-3Q of FY03/2017.

Low cost operation (key: Inventory control) POS has been installed in 342 stores for FY08/2016 and is projected to complete installation in total 409 stores ( $38 \%$ of current total stores) for FY08/2017. The rest of $60 \%$ stores that are consigned to super market will not use Watts POS system. Although the company uses POS data of a similar store, location or same area instead, it takes some time to construct precise analysis on the operation. Another Table below shows inventory turnover of 3 companies for the latest full year period. Apparently, the number of Watts is the highest in Inventory/COGS. Reduction of inventory is the best way of low cost operation. Watts needs further improvement on this issue, including inventory control of $60 \%$ of stores that are in-super market with consignment sale contract and need indirect data analysis.

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## Investment Summary

## Business Outlook

Full year earnings are likely to miss the company forecast for full year FY08/2017. The sale is expected to almost in line with the company guidance, but the operating profit is likely to move lower than it due to higher than SGA/Sales than company projection. In mid-term view, higher cost of 'Watts' store development is likely to put pressure on SGA expense, but if the new stores successfully expand sale, profit margin would move higher led by POS data. At this time, METRICAL does not includes contribution by POS in midterm projection but includes SGA/Sales decreases 0.1 pt a year a year alongside sales expansion by 4\% a year.

## Competitive Positioning and Risks

Watts has expanded its business on its basic strategy such as low cost store development, low cost operation and great value daily goods. However, the strategy has been revised recently in order to meet change in market environment. On peer comparison, it would not clearly say Watts is a low-cost operator. Strategic reform has just started and should be closely watched how it is working.
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## Valuation

Examining EV/EBITDA, the share price does not look clearly undervalued in historical basis and peer comparison. EV/EBITDA is likely to rise from 8.2 x for FY08/2016 to $10.2 x$ for FY08/2017 (E), and remain at 8.6x for FY08/2020 (E) from 6.3 x and 5.9 x for $\mathrm{FY} 08 / 2013$ and $\mathrm{FY} 08 / 2014$, which is higher than that of Cando but lower than Seria. On Sum-Of-The-Parts valuation, applying 30x of FCF would be reasonable, as the earnings of the company is likely to improve in mid-term basis through its strategy reform. In case of mid-term projection for FY08/2020 (E), SOTP NAV is estimated to increase to JPY1,562 a share.

## Financial Stability

Watts has strong balance sheet and positive free cash flow as well as positive net working capital. The company is financially stable.

## Business Outlook

## Monthly Store Sale

The company projects existing store sale to remain flat $0 \%$ YoY for FY08/2018, but actual sale grew more than company's projection to $+2.1 \%$ YoY for $1 Q$ and $+1.5 \%$ YoY for 2Q. Positive growth maintains led by renovation to 'Watts' store at this moment. METRICAL keeps on hold its previous forecast of existing store sale at $+1.6 \%$ YoY for FY08/2017 (E), $+1.2 \%$ YoY for $\mathrm{FY} 08 / 2018$ ( E ), and expects to rise $+0.6 \%$ YoY for FY08/2019 (E), $+1.5 \%$ YoY for $\mathrm{FY} 08 / 2019$ (E) and $+0.6 \%$ YoY for FY08/2020 (E) (see Table below).

| Month | FY2012/8 | FY2013/8 | FY2014/8 | FY2015/8 | FY2016/8 | FY2017/8 | FY2018/8 | FY2019/8 | FY2020/8 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 9 | 4.3 | 0.0 | 1.3 | -1.0 | 0.2 | 1.3 | 0.8 | 1.3 | 0.8 |
| 10 | 4.2 | -1.1 | 0.1 | -1.2 | 2.8 | 1.8 | 0.3 | 1.8 | 0.3 |
| 11 | 1.9 | 0.4 | 3.1 | -2.5 | -1.8 | 3.2 | -1.1 | 3.2 | -1.1 |
| 12 | 3.0 | -0.7 | 1.7 | -1.7 | 1.3 | 1.9 | 0.2 | 1.9 | 0.2 |
| 1 | 0.5 | -1.3 | 1.2 | -3.5 | 1.6 | 3.2 | -1.1 | 3.2 | -1.1 |
| 2 | 2.5 | -3.7 | -0.7 | 0.8 | 3.4 | -0.5 | 2.6 | -0.5 | 2.6 |
| 3 | -4.9 | -0.1 | 12.3 | -12.5 | 1.3 | 5.2 | -3.1 | 5.2 | -3.1 |
| 4 | -1.5 | -2.0 | -2.7 | 2.0 | 2.3 | -0.2 | 2.3 | -0.2 | 2.3 |
| 5 | -0.8 | 0.1 | -0.4 | 1.4 | 0.9 | 1.2 | 0.9 | 1.2 | 0.9 |
| 6 | -2.0 | 1.7 | -2.3 | -1.6 | 1.5 | 0.6 | 1.5 | 0.6 | 1.5 |
| 7 | -0.5 | -0.8 | -2.0 | 0.2 | 3.8 | -1.7 | 3.8 | -1.7 | 3.8 |
| 8 | 0.1 | 1.1 | 0.3 | 0.5 | -0.2 | 2.3 | -0.2 | 2.3 | -0.2 |


| 10 | 3.5 | -3.8 | 1.5 | -1.6 | 0.4 | 2.1 | 0.0 | 2.1 | 0.0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2a, | 2.0 | -1.9 | 0.7 | -1.5 | 2.1 | 1.5 | 0.6 | 1.5 | 0.6 |
| 3a, | -2.4 | 2.4 | 3.1 | -3.0 | 1.5 | 2.1 | 0.0 | 2.1 | 0.0 |
| 4a, | -0.8 | 2.9 | -1.3 | -0.3 | 1.7 | 0.4 | 1.7 | 0.4 | 1.7 |
| YR | 0.2 | 3.8 | -0.1 | -1.6 | 2.8 | 1.6 | 0.6 | 1.5 | 0.6 |
| (Source) Watts, METRICAL |  |  |  | CE | 2.0 | 0.0 |  |  |  |

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## Company Outlook for Full Year FY08/2017

The company kept on hold its full year outlook. Sale will be up $4.0 \%$ YoY to JPY48,000 million and OP, RP and NP are expected to gain $13.6 \%$ YoY to JPY1,370 million, 13.2\% YoY to JPY1,350 million and $26.7 \%$ YoY to JPY910 million respectively.

## METRICAL forecast for FY08/2017

Based on positive outlook of monthly sale as shown Table above, earnings for the full year will be in line with company forecast. Sales are expected to rise $3.3 \%$ YoY to JPY47,701 million and OP, RP and NP are expected to gain 4.6\% YoY to JPY1,260 million, $9.9 \%$ YoY to JPY1,311 million and $25.6 \%$ YoY to JPY903 million respectively (see Table on appendix).

## Mid-Term Outlook

Mid-tem outlook is projected based on solid existing store sale, the sale is expected to maintain stable growth in the mid-term at $+3.5 \%$ YoY for FY08/2018 (E), +4.2\% YoY for FY08/2019 (E) and 3.5 YoY for FY08/2020 (E) led by "Watts' stores. Alongside sales grows at moderate rate, SGA/Sales is expected to improve 0.1pt a year, while COGS/Sales remains flat. On this assumption, OP, RP and NP for FY08/2020 (E) are expected to grow to JPY1,567 million, JPY1,566 million and JPY1,026 million respectively. The mid-term projection does not fully include positive effect of employing POS data. If the IT technology successfully helps the sales higher and COGS and inventory lower, profit margin might will improve from current projection of rising to $2.9 \%$ for $\mathrm{FY} 08 / 2020$ (E) from $2.6 \%$ for $\mathrm{FY} 08 / 2016$, but the competitive environment is getting intense.

## Valuation

There would be some room of revaluation for the share price. On Sum-of-theParts valuation, NAV is estimated to be JPY1,505 for FY08/2017 (E) and JPY1,562 a share for FY08/2020 (E). On the other hand, EV/EBITDA does not clearly show cheap on historical multiples, although it is lower than Seria, but higher than Cando.

## Sum-of-the Parts Value

Sum-of-the-Parts (SOTP) value is business value of each business segment that uses normalized EBIT, EBITDA and FCF from FY08/2014 to FY08/2017(E), added to net cash and long-term investment securities and land. SOTP value for FY08/2017(E) is estimated to be JPY1,505 a share (17\% higher than closing price of April 27th 2017). SOTP value for FY08/2020(E) is estimated to be JPY1,562 a share ( $20 \%$ discount of closing price of April 27th 2017), as shown table below. The business value was based on 30x of its normalized FCF for the period, as Market Cap/FCF is relatively similar of the 3 companies than Market Cap/EBIT and Market/EBITDA (see Table on Appendix).

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| NAVs: |  |  | NAVs: |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sum of the parts NAV (ARJ): |  |  | Future NAV 2020/3E (ARJ): |  |  |
| Retail | 1,210 | $30 \times \mathrm{FCF}$ | Retail | 1,222 | 30x FCF |
| Cash | 373 | 1x Book | Cash | 419 | 1x Book |
| Investment |  | 0.75x Book | Investment | 17 | 0.75x Book |
| Land |  | 0.75x Book | Land | 14 | 0.75x Book |
| Debt | (109) | 1x Book | Debt | (109) | 1x Book |
| Minority |  | 1x Book | Minority | - | 1x Book |
| Total SOTP NAV | JPY 1,505 | 83.1\% | Total Future NAV | JPY 1,562 | 80.0\% |

## EV/EBITDA

EV/EBITDA for FY03/2017(E) is estimated to be 10.2x that is lower than that of Seria but slightly higher than Cando. Also, considering historical
EV/EBITDA of the company, current multiple of 10.2 x is higher than 6.3 x and 5.9x for FY08/2012 and FY08/2013. (see Table below).

|  | Aug-13 | Aug-14 | Aug-15 | Aug-16 | Mar-17(E) | Aug-18(E) | Aug-19(E) | Aug-20(E) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Avg. Mkt. Cap | JPY 14,606 | JPY 12,105 | JPY 12,701 | JPY 12,884 | JPY 16,935 | JPY 16,935 | JPY 16,935 | JPY 16,935 |
| EV | JPY 10,315 | JPY 6,815 | JPY 8,947 | JPY 9,374 | JPY 13,249 | JPY 13,096 | JPY 12,892 | JPY 12,607 |
| EV/EBITDA | 6.32 | 5.94 | 8.26 | 8.15 | 10.16 | 9.62 | 9.06 | 8.58 |
| *EV (LT Invest | JPY 9,842 | JPY 6,313 | JPY 8,306 | JPYY 8,803 | JPY 12,678 | JPY 12,525 | JPY 12,321 | JPY 12,036 |
| *EV/EBITDA | 4.26 | 3.10 | 5.40 | 5.57 | 7.61 | 7.11 | 6.59 | 6.10 |
| EV/EBIT | 4.75 | 3.54 | 6.61 | 7.31 | 10.06 | 9.25 | 8.43 | 7.68 |
| EV/FCF | 3.88 | 5.52 | -6.24 | 244.53 | 32.90 | 34.56 | 29.84 | 24.33 |

## Financial Analysis

As shown key financial ratios in Table below and financial statements summary on Appendix, Watts has strong balance sheet and maintains positive free cash flow and working capital, although lower profit margin reduced operating cash flow from FY08/2014 and inventory and account receivables are higher than competitors. (see cash flow statement on Appendix).

| Financial Ratios: | Aug-12 | Aug-13 | Aug-14 | Aug-15 | Aug-16 | Mar-17(E) | Aug-18(E) | Aug-19(E) | Aug-20(E) |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | ---: | ---: | ---: |
| ROE | $15.21 \%$ | $14.55 \%$ | $11.77 \%$ | $8.05 \%$ | $7.78 \%$ | $9.63 \%$ | $9.25 \%$ | $9.74 \%$ | $10.12 \%$ |
| Gross Margin | $38.25 \%$ | $38.30 \%$ | $38.06 \%$ | $38.98 \%$ | $37.53 \%$ | $37.65 \%$ | $37.65 \%$ | $37.65 \%$ | $37.65 \%$ |
| EBITDA Margin | $5.73 \%$ | $5.54 \%$ | $4.68 \%$ | $3.46 \%$ | $3.42 \%$ | $3.49 \%$ | $3.57 \%$ | $3.63 \%$ | $3.70 \%$ |
| EBIT Margin | $5.04 \%$ | $4.97 \%$ | $4.09 \%$ | $2.83 \%$ | $2.61 \%$ | $2.64 \%$ | $2.74 \%$ | $2.84 \%$ | $2.94 \%$ |
| Return on Assets | $6.46 \%$ | $6.18 \%$ | $5.00 \%$ | $3.92 \%$ | $3.84 \%$ | $4.76 \%$ | $4.57 \%$ | $4.78 \%$ | $4.96 \%$ |
| Return on Fixed A | $158.20 \%$ | $150.94 \%$ | $109.85 \%$ | $72.31 \%$ | $60.91 \%$ | $77.56 \%$ | $76.17 \%$ | $82.15 \%$ | $88.01 \%$ |
| Revenue / Assets | $223.70 \%$ | $229.56 \%$ | $229.62 \%$ | $248.74 \%$ | $249.82 \%$ | $251.67 \%$ | $254.14 \%$ | $256.89 \%$ | $257.75 \%$ |
| Depreciation / CaI | $51.29 \%$ | $102.16 \%$ | $38.40 \%$ | $39.52 \%$ | $54.34 \%$ | $47.66 \%$ | $47.66 \%$ | $47.66 \%$ | $47.66 \%$ |
| Depn / Sales | $0.68 \%$ | $0.57 \%$ | $0.59 \%$ | $0.63 \%$ | $0.81 \%$ | $0.85 \%$ | $0.82 \%$ | $0.79 \%$ | $0.76 \%$ |
| Capex / Sales | $1.33 \%$ | $0.56 \%$ | $1.52 \%$ | $1.60 \%$ | $1.50 \%$ | $1.79 \%$ | $1.73 \%$ | $1.66 \%$ | $1.60 \%$ |
| Depn / Net FA | $37.37 \%$ | $31.85 \%$ | $29.55 \%$ | $29.03 \%$ | $32.30 \%$ | $34.96 \%$ | $34.95 \%$ | $34.94 \%$ | $34.93 \%$ |
| Asset / Equity | 2.35 | 2.36 | 2.25 | 1.99 | 2.00 | 2.00 | 2.00 | 2.01 | 2.00 |
| Equity / Asset | $42.48 \%$ | $42.34 \%$ | $44.37 \%$ | $50.15 \%$ | $50.12 \%$ | $50.06 \%$ | $49.90 \%$ | $49.74 \%$ | $49.88 \%$ |
| Total Debt / EBITL | 0.85 | 0.86 | 0.70 | 0.91 | 0.96 | 0.91 | 0.86 | 0.81 | 0.77 |

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## Investment Risks

3 middle-high risks are listed that are likely to hurt its earnings.

## Competition in industry (Very Likely, Middle-High Risk)

Watts has developed niche market, expanding small size stores. Competition is getting intense, as rivals are more likely to develop smaller size stores than before. Seria announces it plans to double its market share going forward. Also, Cando closed down its diversified business in the previous year and focuses on its core business. If the competitors really accelerate small size stores, it would be significant risk for the company.

## Weaker JPY currency (Likely, Middle Risk)

As mentioned earlier, depreciation of JPY rates will hurt gross profit margin of 'Watts Select' items, although Watts tries to reduce negative impact on its earnings as much as possible. However, "Watts Select" is its major products and highly supported by frequent customers. Therefore, weaker JPY rates are very likely to put the earnings downward pressure for the company. Recently, the number of items of 'Watts Select' is decreasing and tries to change to data based merchandising by using POS data.

## Landlord (Likely, Middle Risk)

In these days, business consolidation and scrap and build of super market chains are not surprised. In fact, shut down of a super market operator in the previous year dragged on the company's sales negatively. This is not cause by the company not landlord, but such risk would be possibly remained as Watts runs a lot of outlets in super market.

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## Appendix

|  |  | Sales | Sales chg | COGS | COGS/S | GP | SGA | SGA/S | OP | OPM | RP | EBT | Tax | Minority | NP | EPS | Existing Store |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| FY2015/8 |  | 10,931 | 1.9\% | -6,782 | -62.0\% | 4,149 | -3,764 | -34.4\% | 383 | 3.5\% | 401 | 396 | -89 | 0 | 307 |  | -1.6\% |
|  | 2Q | 11,080 | 2.4\% | -6,868 | -62.0\% | 4,212 | -3,797 | -34.3\% | 416 | 3.8\% | 399 | 372 | -186 | 0 | 186 |  | -1.5\% |
|  | 3Q | 11,293 | 1.2\% | -7,121 | -63.1\% | 4,172 | -3,840 | -34.0\% | $333{ }^{\text {F }}$ | 2.9\% | 332 | 308 | -147 | 0 | 161 |  | -3.0\% |
|  | 4Q | 11,158 | 2.7\% | -6,963 | -62.4\% | 4,195 | -4,069 | -36.5\% | 125 | 1.1\% | 131 | 98 | -51 | 0 | 47 |  | -0.3\% |
|  | Full Year | 44,462 | 2.0\% | -27,734 | -62.4\% | 16,728 | -15,470 | -34.8\% | 1,257 ${ }^{\text {² }}$ | 2.8\% | 1,263 | 1,263 | 1,193 | - | 701 | 51.73 | -1.6\% |
| FY2016/8 | 10 | 11,329 | 3.6\% | -7,133 | -63.0\% | 4,196 | -4,046 | -35.7\% | 149 | 1.3\% | 158 | 169 | -57 | 0 | 112 |  | 0.4\% |
|  | 2Q | 11,566 | 4.4\% | -7,182 | -62.1\% | 4,384 | -3,947 | -34.1\% | 437 | 3.8\% | 427 | 385 | -150 | 0 | 235 |  | 0.0\% |
|  | 3Q | 11,622 | 2.9\% | -7,271 | -62.6\% | 4,351 | -4,048 | -34.8\% | 303 | 2.6\% | 282 | 277 | -107 | 3 | 173 |  | 0.0\% |
|  | 4Q | 11,659 | 4.5\% | -7,258 | -62.3\% | 4,401 | -4,085 | -35.0\% | 316 | 2.7\% | 326 | 330 | -137 | 6 | 199 |  | 0.0\% |
|  | Full Year | 46,176 | 3.9\% | -28,844 | -62.5\% | 17,332 | -16,126 | -34.9\% | 1,205 | 2.6\% | 1,193 | 1,190 | -121 | 9 | 719 | 53.07 | 2.8\% |
| FY2017/8 | 10 | 11,609 | 2.5\% | -7,221 | -62.2\% | 4,388 | -4,153 | -35.8\% | 235 | 2.0\% | 258 | 220 | -121 | 33 | 132 |  | 2.1\% |
|  | 2Q | 11,875 | 2.7\% | -7,395 | -62.3\% | 4,480 | -4,071 | -34.3\% | 409 | 3.4\% | 437 | 429 | -87 | 14 | 356 |  | 0.0\% |
|  | 3Q (E) | 12,165 | 4.7\% | -7,599 | -62.5\% | 4,566 | -4,244 | -34.9\% | 322 | 2.6\% | 322 | 322 | -105 | 0 | 217 |  | 2.1\% |
|  | 4Q (E) | 12,052 | 3.4\% | -7,528 | -62.5\% | 4,524 | -4,230 | -35.1\% | 294 | 2.4\% | 294 | 294 | -96 | 0 | 198 |  | 0.4\% |
|  | Full Year ( | 47,701 | 3.3\% | -29,743 | -62.4\% | 17,958 | -16,698 | -35.0\% | 1,260 | 2.6\% | 1,311 | 1,265 | -409 | 47 | 903 | 66.65 | 1.6\% |
|  | Full Year ( | 48,000 | 4.0\% |  |  |  |  |  | 1,370 |  | 1,350 |  |  |  | 910 | 67.17 | 0.0\% |
| FY2018/8 | 1Q (E) | 11,964 | 3.1\% | -7,442 | -62.2\% | 4,522 | -4,268 | -35.7\% | 254 | 2.1\% | 254 | 217 | -71 | 0 | 146 |  | 0.0\% |
|  | 2Q (E) | 12,291 | 3.5\% | -7,654 | -62.3\% | 4,637 | -4,201 | -34.2\% | 436 | 3.5\% | 436 | 436 | -142 | 0 | 294 |  | 0.6\% |
|  | 3Q (E) | 12,540 | 3.1\% | -7,833 | -62.5\% | 4,707 | -4,363 | -34.8\% | 344 | 2.7\% | 344 | 344 | -112 | 0 | 232 |  | 0.0\% |
|  | 4Q (E) | 12,581 | 4.4\% | -7,859 | -62.5\% | 4,722 | -4,403 | -35.0\% | 319 | 2.5\% | 319 | 319 | -104 | 0 | 215 |  | 1.7\% |
|  | Full Year ( | 49,376 | 3.5\% | -30,788 | -62.4\% | 18,588 | -17,235 | -34.9\% | 1,353 | 2.7\% | 1,353 | 1,316 | -429 | 0 | 887 | 65.47 | 0.6\% |
| FY2019/8 | 1 Q | 12,526 | 4.7\% | -7,792 | -62.2\% | 4,735 | -4,456 | -35.6\% | 279 | 2.2\% | 278 | 237 | -77 | 0 | 160 |  | 2.1\% |
|  | 2Q | 12,814 | 4.3\% | -7,980 | -62.3\% | 4,834 | -4,367 | -34.1\% | 467 | 3.6\% | 467 | 467 | -152 | 0 | 315 |  | 1.5\% |
|  | 30 | 13,126 | 4.7\% | -8,199 | -62.5\% | 4,927 | -4,553 | -34.7\% | 373 | 2.8\% | 373 | 373 | -122 | 0 | 252 |  | 2.1\% |
|  | 4Q | 13,005 | 3.4\% | -8,124 | -62.5\% | 4,881 | -4,538 | -34.9\% | 343 | 2.6\% | 343 | 343 | -112 | 0 | 231 |  | 0.4\% |
|  | Full Year ( | 51,472 | 4.2\% | -32,094 | -62.4\% | 19,377 | $-17,915$ | -34.8\% | 1,462 | 2.8\% | 1,461 | 1,420 | -463 | 0 | 957 | 70.64 | 1.5\% |
| FY2020/8 | 10 | 12,910 | 3.1\% | -8,030 | -62.2\% | 4,880 | -4,580 | -35.5\% | 300 | 2.3\% | 300 | 256 | -83 | 0 | 172 |  | 0.0\% |
|  | 2Q | 13,263 | 3.5\% | -8,259 | -62.3\% | 5,004 | -4,507 | -34.0\% | 497 | 3.7\% | 496 | 496 | -162 | 0 | 335 |  | 0.6\% |
|  | 30 | 13,531 | 3.1\% | -8,452 | -62.5\% | 5,079 | -4,680 | -34.6\% | 399 | 2.9\% | 398 | 398 | -130 | 0 | 268 |  | 0.0\% |
|  | 4Q | 13,575 | 4.4\% | -8,480 | -62.5\% | 5,095 | -4,724 | -34.8\% | 372 | 2.7\% | 371 | 371 | -121 | 0 | 250 |  | 1.7\% |
|  | Full Year ( | 53,279 | 3.5\% | -33,221 | -62.4\% | 20,058 | -18,491 | -34.7\% | 1,567 | 2.9\% | 1,566 | 1,521 | -496 | 0 | 1,026 | 75.70 | 0.6\% |

(Source) Watts, METRICAL

| Cash Flow Anal | Aug-12 | Aug-13 | Aug-14 | Aug-15 | Aug-16 | Mar-17(E) | Aug-18(E) | Aug-19(E) | Aug-20(E) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Income | 1,177 | 1,123 | 948 | 700 | 709 | 903 | 887 | 957 | 1,026 |
| Depreciation* | 278 | 237 | 255 | 281 | 376 | 407 | 407 | 407 | 407 |
| Amortization* | 89 | 37 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other non-cash ct | 290 | -12 | 226 | -154 | -252 | 0 | 0 | 0 | 0 |
| Changes in WC | 93 | 1,384 | 379 | -1,448 | -105 | -71 | -78 | -97 | -84 |
| Operating Cash FI | 1,927 | 2,769 | 1,808 | -621 | 728 | 1,239 | 1,216 | 1,267 | 1,349 |
| Per share | JPY 305.48 | JPY 218.40 | JPY 133.45 | (JPY 45.84) | JPY 53.74 | JPY 91.48 | JPY 89.79 | JPY 93.52 | JPY 99.55 |
| Capex | -542 | -232 | -664 | -711 | -692 | -854 | -854 | -854 | -854 |
| Free Cash Flow | 1,385 | 2,537 | 1,144 | -1,332 | 36 | 385 | 362 | 413 | 495 |
| Per share | JPY 219.56 | JPY 200.10 | JPY 84.44 | (JPY 98.32) | JPY 2.66 | JPY 28.44 | JPY 26.75 | JPY 30.48 | JPY 36.52 |
| Beginning Cash | 3,039 | 4,086 | 6,280 | 6,714 | 5,149 | 5,030 | 5,206 | 5,359 | 5,563 |
| Net cash used | 1,047 | 2,194 | 434 | -1,565 | -119 | 176 | 153 | 204 | 285 |
| Ending cash | 4,086 | 6,280 | 6,714 | 5,149 | 5,030 | 5,206 | 5,359 | 5,563 | 5,848 |

## METRICAL INC.

corporate governance, investment research \& solutions

|  | 2012/8 | 2013/8 | 2014/8 | 2015/8 | 2016/8 | 2017/8(E) | 2018/8(E) | 2019/8(E) | 2020/8(E) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Consolidated Balance Sheets |  |  |  |  |  |  |  |  |  |
| Assets |  |  |  |  |  |  |  |  |  |
| Current Assets |  |  |  |  |  |  |  |  |  |
| Cash and Cash Equivalents | 4,086 | 6,280 | 6,714 | 5,149 | 5,030 | 5,206 | 5,359 | 5,563 | 5,848 |
| Short-Term Investments | - | - | - | - | - | - | - | - | - |
| Notes and Accounts | 1,812 | 2,320 | 2,318 | 2,052 | 2,163 | 2,234 | 2,313 | 2,411 | 2,496 |
| Allowance for Doubtful | (21) | (24) | (24) | (22) | (20) | (21) | (21) | (22) | (23) |
| Inventories | 4,642 | 4,975 | 5,233 | 5,642 | 6,126 | 6,328 | 6,551 | 6,829 | 7,068 |
| Deferred Income Taxes | 272 | 261 | 238 | 237 | 233 | 241 | 249 | 260 | 269 |
| Other Current Assets | 456 | 469 | 383 | 409 | 376 | 388 | 402 | 419 | 434 |
| Total Current Assets | 11,247 | 14,281 | 14,862 | 13,467 | 13,908 | 14,377 | 14,852 | 15,459 | 16,092 |
|  |  |  |  |  |  |  |  |  |  |
| Property, Plant and |  |  |  |  |  |  |  |  |  |
| Land | 80 | 257 | 257 | 257 | 257 | 257 | 257 | 257 | 257 |
| Builidings | 773 | 879 | 944 | 1,092 | 1,208 | 1,208 | 1,208 | 1,209 | 1,209 |
| Machinery and Equipment | 2,208 | 2,366 | 2,587 | 2,761 | 2,975 | 2,975 | 2,975 | 2,975 | 2,975 |
| Construction in Progress | - | - |  | - | - | (0) | (0) | (0) | (0) |
| Total | 3,061 | 3,502 | 3,788 | 4,110 | 4,440 | 4,440 | 4,440 | 4,440 | 4,440 |
| Accumulated Depreciation | $(2,284)$ | $(2,501)$ | $(2,668)$ | $(2,885)$ | $(3,019)$ | $(3,019)$ | $(3,019)$ | $(3,018)$ | $(3,018)$ |
| Net Property, Plant and | 777 | 1,001 | 1,120 | 1,225 | 1,421 | 1,421 | 1,422 | 1,422 | 1,422 |
|  |  |  |  |  |  |  |  |  |  |
| Software \& Other intangible | 28 | 28 | 33 | 54 | 61 | 61 | 61 | 61 | 61 |
| Goodwill | 44 | - | - | - | - | - | - | 1 | 2 |
|  | 72 | 28 | 33 | 54 | 61 | 61 | 61 | 62 | 63 |
|  |  |  |  |  |  |  |  |  |  |
| Other Assets |  |  |  |  |  |  |  |  |  |
| Investments in and Advances | - | - | - | - | - | - | - | - | - |
| Investment Securities | 84 | 216 | 245 | 384 | 314 | 314 | 314 | 314 | 314 |
| Software \& Others | (30) | (27) | (29) | (30) | (3) | (3) | (3) | (3) | (3) |
| Deferred Income Taxes | 93 | 88 | 98 | 124 | 122 | 122 | 122 | 122 | 122 |
| Other | 2,560 | 2,589 | 2,647 | 2,651 | 2,661 | 2,661 | 2,661 | 2,661 | 2,661 |
| Total Other Assets | 2,707 | 2,866 | 2,961 | 3,129 | 3,094 | 3,094 | 3,094 | 3,094 | 3,094 |
|  |  |  |  |  |  |  |  |  |  |
| Total | 14,803 | 18,176 | 18,976 | 17,875 | 18,484 | 18,953 | 19,429 | 20,037 | 20,671 |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Liabilities and Stockholders' |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Current Liabilities |  |  |  |  |  |  |  |  |  |
| Bank Loans | 140 | 140 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Notes and Accounts Payable, | 4,433 | 6,578 | 7,170 | 5,842 | 6,129 | 6,331 | 6,554 | 6,832 | 7,072 |
|  | - | - | - | - | 0 | 0 | 0 | o | o |
| Accrued Expenses | - | - | - | - | - | - | - | - | - |
| Income Taxes | 782 | 346 | 448 | 285 | 261 | 270 | 279 | 291 | 301 |
| Other Current Liabilities | 816 | 1,302 | 1,248 | 1,133 | 1,026 | 1,060 | 1,097 | 1,144 | 1,184 |
| Current Portion of Long-Term | 1,267 | 957 | 679 | 565 | 626 | 626 | 626 | 626 | 626 |
| Total Current Liabilities | 7,438 | 9,323 | 9,645 | 7,925 | 8,142 | 8,387 | 8,656 | 8,992 | 9,283 |
|  |  |  |  |  |  |  |  |  |  |
| Long-Term Debt | 1,102 | 644 | 403 | 468 | 534 | 534 | 534 | 534 | 534 |
| Deferred Income Taxes | - | - | - | - | - | - | - | - | - |
| Termination and Retirement | 201 | 248 | 242 | 262 | 260 | 260 | 260 | 260 | 260 |
| Other Long-Term Liabilities | 247 | 266 | 267 | 255 | 284 | 284 | 284 | 284 | 284 |
|  |  |  |  |  |  |  |  |  |  |
|  | 2,509 | 1,741 | 1,182 | 1,133 | 1,260 | 1,260 | 1,260 | 1,260 | 1,260 |
| Total Liabilities | 8,988 | 10,481 | 10,557 | 8,910 | 9,220 | 9,465 | 9,734 | 10,070 | 10,361 |
|  |  |  |  |  |  |  |  |  |  |
| Stockholders' Equity |  |  |  |  |  |  |  |  |  |
| Common Stock | 440 | 440 | 440 | 440 | 440 | 440 | 440 | 440 | 440 |
| Additional Paid-in Capital | 876 | 1,583 | 1,583 | 1,583 | 1,583 | 1,583 | 1,583 | 1,583 | 1,583 |
| Legal Reserve | 4,783 | 5,716 | 6,434 | 6,905 | 7,393 | 8,087 | 8,764 | 9,512 | 10,328 |
| Retained Earnings | - | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Treasury Stock | (268) | (84) | (84) | (84) | (84) | (84) | (84) | (84) | (84) |
| Total Stockholders' Equity | 5,831 | 7,656 | 8,374 | 8,845 | 9,333 | 10,027 | 10,704 | 11,452 | 12,268 |
| Comprehensive Income | (15) | 39 | 46 | 121 | (67) | (538) | $(1,009)$ | $(1,486)$ | $(1,958)$ |
|  |  |  |  |  |  |  |  |  |  |
| Minority Interests in |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Total Stockholders' Equity | 5,816 | 7,695 | 8,420 | 8,966 | 9,266 | 9,489 | 9,695 | 9,966 | 10,310 |
|  |  |  |  |  |  |  |  |  |  |
| Total | 14,804 | 18,176 | 18,977 | 17,876 | 18,486 | 18,953 | 19,429 | 20,037 | 20,671 |

