

Studio Dragon

Bloomberg Code (253450 KS) Reuters Code (253450.KS)

15 September 2020

[Media]

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Calling the bottom on everyone's favorite content producer



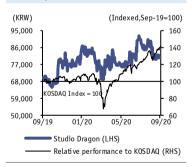
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COMPANY REPORT | Studio Dragon

Rating	BUY (Maintain)
TP (6 months)	KRW110,000
Upside	35.6%

KOSPT		2,427.91p
KOSDAO		894.17p
Market cap	KRW2 281	1bn/USD2,001.0mn
Par value	NNNE,2011	KRW500
Outstanding shar	A C	28.1mn
Free float	65	10.8mn(38.3%)
52-week high/lov	v KRW	92,500/KRW65,000
60-day avg. tradi		315.603shrs
60-day avg. turno	5	KRW27,256mn
Foreign ownershi		8.35%
Major shareholde	•	
CJ ENM and 5 oth		61.32%
Absolute perform	ance	
3M		-1.1%
6M		17.0%
12M		15.5%
Relative performa	ince to KOSE	AQ
3M		-17.5%
6M		-31.4%
12M		-18.6%

Share performance



Continuing boom in the downstream market

Video service is one of the must-do business areas for any company seeking to join the fourth industrial revolution. With competition in digital markets stiffening amid the COVID-19 pandemic, we are witnessing a rapid increase in enterprise value of companies that can secure competitive IP assets and turn them into video content. As content, once produced, can be consumed by any number of users without affecting other users, revenue from IP-based content generated in excess of fixed costs directly leads to improvement in profitability. Video content producers thus stand to benefit greatly from the downstream industry boom and expansion of distribution markets.

Asia's leading production house in high demand

Studio Dragon is enjoying strong demand from digital platforms across three regions: the US, Korea, and China. First, negotiations on original drama production are currently underway with large US-based platforms such as HBO and Apple, adding to existing deals with Netflix. Going forward, the production house is expected to secure three or four original drama production deals a year from US-based platforms alone.

Second, competition is heating up among domestic OTT platforms. Telcos, including SK Telecom with its recently-launched Wavve, are focusing on developing original content to compete with Netflix and YouTube. Meanwhile, internet platforms need to partner with a production house that can turn hundreds of quality webtoon/webnovel IPs into video content.

Third, China's top video streaming platforms (iQiyi, Tencent Video and Youku) continue to show a strong appetite for Korean content. We expect Studio Dragon to export several dramas a year to China upon the removal of the country's ban on Korean media content, which should help to more than double the company's operating profit from current KRW50bn levels.

Retain BUY for a target price of KRW110,000; best time to buy

Our target price for Studio Dragon is kept unchanged at KRW110,000. We call a bottom for the stock in view of: 1) downstream market boom; 2) surging content demand from domestic and overseas digital platforms; and 3) recent share price correction. The key factor driving share price trends is the mid/long-term business outlook based on content supply and demand rather than earnings forecasts for the next quarter. Considering this, we believe now is the best time to accumulate shares in Studio Dragon.

Year to	Sales	OP	Pre-tax	NP	EPS	Growth	BPS	PER	EV/EBITDA	PBR	ROE	Net debt
December	(bn KRW)	(bn KRW)	(bn KRW)	(bn KRW)	(KRW)	(%)	(KRW)	(x)	(x)	(x)	(%)	ratio (%)
2018	379.6	39.9	45.6	35.8	1,278	21.7	14,305	72.3	21.1	6.5	9.3	(39.2)
2019	468.7	28.7	33.1	26.4	941	(26.3)	15,242	85.9	14.9	5.3	6.4	(24.9)
2020F	559.1	49.7	53.1	41.0	1,460	55.1	16,702	55.6	12.2	4.9	9.1	(15.1)
2021F	618.6	55.8	59.2	46.2	1,644	12.6	18,346	49.3	10.7	4.4	9.4	(13.1)
2022F	673.8	62.5	66.8	52.1	1,856	12.9	20,202	43.7	9.5	4.0	9.6	(13.2)

Source: Company data, Shinhan Investment Corp. / Note: TB = turn black, TR = turn red, RR = remain red

Earnings & valuation

PER valuation	based on	12MF EPS: Targ	get price o	of KRW110,000	
(bn KRW)	Value	(bn KRW)	Value	(bn KRW)	Value
2020F NP	41.0	12MF NP	43.6	2021F NP	46.2
EPS (KRW)	1,460	EPS (KRW)	1,552	EPS (KRW)	1,644
Target price (KRW)	102,000	Target price (KRW)	110,000	Target price (KRW)	115,000
Target PER (x)	70	Target PER (x)	70	Target PER (x)	70

Source: Shinhan Investment Corp.

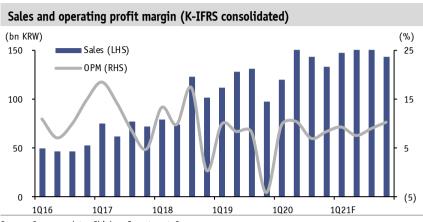
Note: Target PER is based on a 5% discount to the past 3-year average PER in view of delayed improvement in profitability from increasing production costs. Studio Dragon is seeing rapid growth in revenue from Netflix and should be able to deliver sharp profit growth in 2020 even in the absence of earnings from China.

Earnings trend and out	look (K-IFR	S cons	solida	ted)											
(bn KRW)	1Q18	2Q18	3018	4018	1Q19	2Q19	3Q19	4Q19	1020	2Q20	3Q20F	4Q20F	2018	2019	2020F	2021F
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Total revenue	79.9	74.3	123.7	101.7	111.8	128.2	131.2	97.4	120.3	161.4	144.3	133.3	379.5	468.6	559.1	618.6
Production revenue	40.7	34.1	48.9	54.4	44.1	58.1	60.8	45.7	45.2	65.4	69.5	51.1	178.1	208.7	231.1	262.0
Distribution revenue	32.1	28.8	63.4	37.8	56.2	60.3	60.0	42.7	66.9	75.7	62.7	72.7	162.1	219.2	278.0	308.0
Other (PPL) revenue	7.1	11.4	11.4	9.5	11.5	9.8	10.4	8.9	8.2	20.3	12.1	9.5	39.4	40.7	50.1	48.6
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Overseas distribution revenue	22.7	16.5	46.2	24.8	42.6	42.2	43.9	31.6	52.8	59.4	45.0	60.4	110.2	160.4	217.6	244.7
Share in distribution revenue (%)	70.8	57.2	72.9	65.7	75.9	70.0	73.1	74.1	78.9	78.5	71.8	83.1	68.0	73.2	78.3	79.5
Netflix	10.0	1.0	32.0	3.6	8.3	23.0	24.0	6.0	24.5	36.0	26.0	32.0	46.6	61.3	118.5	139.0
Japan	3.5	4.5	3.4	4.3	10.3	5.9	3.2	5.8	8.3	6.1	3.6	6.4	15.7	25.2	24.4	25.6
Asia including China	8.9	10.5	10.4	14.3	21.6	12.7	11.3	17.3	17.4	14.9	12.8	19.3	44.1	63.0	64.4	68.5
China	0.0	0.0	0.0	1.5	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.8	0.0	0.0
Americas	0.2	0.3	0.3	1.1	0.4	0.5	5.2	2.5	2.4	2.3	2.5	2.6	1.9	8.6	9.8	11.1
Others	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.4	0.4	0.5	0.6
COGS	66.2	63.7	98.9	95.2	96.8	112.8	115.9	95.2	103.5	139.6	129.2	114.8	324.0	420.8	487.1	538.9
SG&A	3.0	3.3	3.3	6.0	4.0	4.6	4.4	6.2	5.1	4.9	5.0	7.3	15.7	19.2	22.3	23.9
OP	10.7	7.3	21.5	0.4	11.0	10.8	10.9	(4.0)	11.6	16.9	10.1	11.2	39.9	28.7	49.7	55.8
Pre-tax profit	10.8	11.0	22.0	1.7	13.2	11.9	13.1	(5.1)	12.0	17.2	11.4	12.5	45.6	33.1	53.1	59.2
NP	7.9	8.9	17.3	1.7	9.2	7.3	11.5	(1.7)	8.6	13.4	9.1	10.0	35.8	26.4	41.0	46.2
<% YoY growth>																
Sales	6.0	19.6	59.6	41.5	40.0	72.6	6.1	(4.2)	7.5	25.9	10.0	36.8	32.3	23.5	19.3	10.6
OP	(23.7)	(17.8)	223.0	(87.3)	3.5	47.5	(49.2)	TR	5.5	56.3	(7.4)	TB	20.9	(28.1)	73.4	12.2
NP	(41.3)	216.8	206.3	(12.5)	17.2	(17.2)	(33.6)	TR	(7.2)	82.1	(20.8)	TB	50.2	(26.3)	55.3	12.6
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ОРМ	13.3	9.8	17.4	0.4	9.9	8.4	8.3	(4.1)	9.7	10.4	7.0	8.4	10.5	6.1	8.9	9.0
NPM	9.8	11.9	14.0	1.7	8.2	5.7	8.8	(1.7)	7.1	8.3	6.3	7.5	9.4	5.6	7.3	7.5

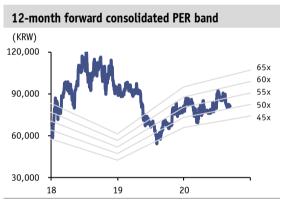
Source: Company data, Shinhan Investment Corp.

Note: Distribution rights revenue from Netflix included in overseas distribution revenue; China revenue assumed to be zero for 2020

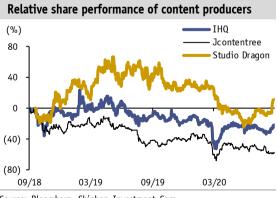
Key charts



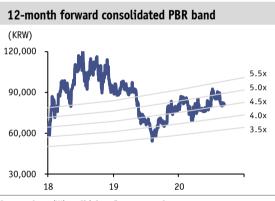
Source: Company data, Shinhan Investment Corp.



Source: QuantiWise, Shinhan Investment Corp.







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Statement of financial position

Year to December (bn KRW)	2018	2019	2020F	2021F	2022F
Total assets	512.4	581.6	636.4	694.7	750.5
Current assets	247.2	244.5	227.9	237.7	257.4
Cash and equivalents	153.0	59.8	22.8	17.8	23.4
Accounts receivable	68.8	83.6	99.6	110.1	119.9
Inventories	0.6	0.0	0.0	0.0	0.0
Non-current assets	265.2	337.1	408.5	457.0	493.2
Tangible assets	1.0	1.2	(0.2)	1.0	(0.2)
Intangible assets	198.5	233.1	304.7	351.4	387.9
Investment assets	3.7	13.4	14.6	15.4	16.1
Other financial assets	0.0	0.0	0.0	0.0	0.0
Total liabilities	111.1	153.3	167.1	179.3	182.9
Current liabilities	108.2	145.1	158.9	171.0	174.7
Short-term borrowings	0.0	0.0	0.0	0.0	0.0
Accounts payable	19.6	18.4	19.3	20.2	22.0
Current portion of long-term debt	0.0	0.0	0.0	0.0	0.0
Non-current liabilities	2.9	8.2	8.2	8.2	8.3
Bonds	0.0	0.0	0.0	0.0	0.0
Long-term borrowings	2.1	7.9	7.9	7.9	7.9
Other financial liabilities	0.0	0.0	0.0	0.0	0.0
Total shareholders' equity	401.3	428.3	469.3	515.4	567.6
Capital stock	14.0	14.0	14.0	14.0	14.0
Capital surplus	320.1	321.7	321.7	321.7	321.7
Other capital	0.3	(0.1)	(0.1)	(0.1)	(0.1)
Accumulated other comprehensive income	(0.8)	(1.0)	(1.0)	(1.0)	(1.0)
Retained earnings	67.6	93.5	134.6	180.7	232.9
Controlling interest equity	401.3	428.3	469.3	515.4	567.6
Non-controlling interest equity	0.0	0.0	0.0	0.0	0.0
*Total debt	2.1	9.9	10.3	10.6	10.8
*Net debt (cash)	(157.3)	(106.4)	(71.0)	(67.8)	(75.1)

Statement of cash flow

Year to December (bn KRW)	2018	2019	2020F	2021F	2022F
Cash flow from operations	(29.1)	(12.2)	166.0	196.2	212.2
Net profit	35.8	26.4	41.0	46.2	52.1
Depreciation expense	0.3	1.8	0.4	(2.2)	0.4
Amortization expense	75.0	115.0	131.1	154.0	169.3
FX translation loss (gain)	(0.5)	0.6	0.0	0.0	0.0
Asset disposal loss (gain)	0.0	(0.0)	(0.0)	(0.0)	(0.0)
Equity method loss (gain)	0.0	0.0	0.0	0.0	0.0
Change in working capital	(139.4)	(142.9)	(5.1)	(0.8)	(8.7)
(Payment of income tax)	(9.7)	(19.4)	(12.1)	(13.0)	(14.7)
Others	9.4	6.3	10.7	12.0	13.8
Cash flow from investments	140.6	(81.0)	(202.6)	(200.6)	(206.0)
Increase in tangible assets	(0.2)	(0.6)	(0.5)	(0.4)	(0.5)
Decrease in tangible assets	0.0	0.2	1.5	1.4	1.3
Change in intangible assets	(0.1)	(0.3)	(202.7)	(200.6)	(205.9)
Change in investment assets	(0.5)	(18.8)	(1.2)	(0.8)	(0.7)
Others	141.4	(61.5)	0.3	(0.2)	(0.2)
Free cash flow	143.5	133.7	164.3	194.1	209.2
Cash flow from financing	(9.7)	(0.0)	(0.4)	(0.6)	(0.6)
Change in borrowings	(10.0)	0.0	0.4	0.3	0.2
Change in treasury stock	0.0	0.0	0.0	0.0	0.0
Dividends	0.0	0.0	0.0	0.0	0.0
Others	0.3	0.0	(0.8)	(0.9)	(0.8)
Other cash flow	0.0	0.0	0.1	(0.0)	0.0
Change in consolidated scope	0.0	0.0	0.0	0.0	0.0
Change in FX rates	(0.1)	(0.0)	0.0	0.0	0.0
Change in total cash	101.7	(93.2)	(36.9)	(5.1)	5.5
Beginning cash	51.3	153.0	59.8	22.9	17.8
Ending cash	153.0	59.8	22.9	17.8	23.3

15 September 2020

Statement of comprehensive income

Year to December (bn KRW)	2018	2019	2020F	2021F	2022F
Sales	379.6	468.7	559.1	618.6	673.8
Growth (%)	32.4	23.5	19.3	10.6	8.9
COGS	324.0	420.8	487.1	538.9	585.5
Gross profit	55.6	47.9	72.0	79.7	88.3
GPM (%)	14.6	10.2	12.9	12.9	13.1
SG&A	15.7	19.2	22.3	23.9	25.8
Operating profit	39.9	28.7	49.7	55.8	62.5
Growth (%)	21.0	(28.1)	73.3	12.2	11.9
OPM (%)	10.5	6.1	8.9	9.0	9.3
Non-operating profit	5.7	4.4	3.3	3.4	4.4
Financial profit	6.1	4.3	3.7	3.2	3.3
Other non-operating profit	(0.3)	0.1	(0.4)	0.2	1.1
Equity method gain (loss)	0.0	0.0	0.0	0.0	0.0
Pre-tax profit	45.6	33.1	53.1	59.2	66.8
Income tax	9.8	6.6	12.1	13.0	14.7
Continuing operations	35.8	26.4	41.0	46.2	52.1
Discontinued operations	0.0	0.0	0.0	0.0	0.0
Net profit	35.8	26.4	41.0	46.2	52.1
Growth (%)	50.3	(26.3)	55.2	12.6	12.9
NPM (%)	9.4	5.6	7.3	7.5	7.7
Controlling interest	35.8	26.4	41.0	46.2	52.1
Non-controlling interest	0.0	0.0	0.0	0.0	0.0
Comprehensive income	34.7	25.7	41.0	46.2	52.1
Controlling interest	34.7	25.7	41.0	46.2	52.1
Non-controlling interest	0.0	0.0	0.0	0.0	0.0
EBITDA	115.2	145.5	181.2	207.6	232.2
Growth (%)	55.1	26.4	24.5	14.6	11.8
EBITDA margin (%)	30.3	31.1	32.4	33.6	34.5

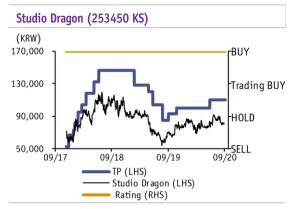
Key ratios

Year to December	2018	2019	2020F	2021F	2022F
EPS (KRW)	1,278	941	1,460	1,644	1,856
EPS of controlling interest (KRW)	1,278	941	1,460	1,644	1,856
BPS (KRW)	14,305	15,242	16,702	18,346	20,202
BPS of controlling interest (KRW)	14,305	15,242	16,702	18,346	20,202
DPS (KRW)	0	0	0	0	0
PER (x)	72.3	85.9	55.6	49.3	43.7
PER of controlling interest (x)	72.3	85.9	55.6	49.3	43.7
PBR (x)	6.5	5.3	4.9	4.4	4.0
PBR of controlling interest (x)	6.5	5.3	4.9	4.4	4.0
EV/EBITDA (x)	21.1	14.9	12.2	10.7	9.5
Dividend payout ratio (%)	0.0	0.0	0.0	0.0	0.0
Dividend yield (%)	0.0	0.0	0.0	0.0	0.0
Profitability					
EBITDA margin (%)	30.3	31.1	32.4	33.6	34.5
OPM (%)	10.5	6.1	8.9	9.0	9.3
NPM (%)	9.4	5.6	7.3	7.5	7.7
ROA (%)	7.4	4.8	6.7	6.9	7.2
ROE (%)	9.3	6.4	9.1	9.4	9.6
ROIC (%)	14.8	8.4	15.0	13.6	13.3
Stability					
Debt to equity ratio (%)	27.7	35.8	35.6	34.8	32.2
Net debt ratio (%)	(39.2)	(24.9)	(15.1)	(13.1)	(13.2)
Cash ratio (%)	141.4	41.2	14.4	10.4	13.4
Interest coverage ratio (x)	343.0	58.1	60.1	65.4	71.5
Activity (%)					
Working capital turnover (times)	(196.2)	(26.4)	(44.8)	(65.1)	(143.2)
Inventory turnover (days)	0.9	0.2	N/A	N/A	N/A
Receivable turnover (days)	59.5	59.3	59.8	61.9	62.3

Source: Company data, Shinhan Investment Corp.

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Target price & rating history



	Rating Target price		Target price gap (%)			
	(KRW)	Average	Max/Min			
BUY	53,000	20.8	35.5			
BUY	67,000	(6.9)	(1.8)			
BUY	73,000	(6.2)	1.9			
BUY	82,000	(2.2)	6.1			
BUY	95,000	(15.1)	(6.7)			
BUY	104,000	(9.9)	(5.3)			
BUY	118,000	(23.0)	(16.4)			
BUY	132,000	(19.3)	(11.3)			
BUY	146,000	(28.3)	(17.9)			
	6M later	(37.5)	(34.0)			
BUY	128,000	(27.6)	(23.2)			
BUY	120,000	(36.9)	(30.6)			
BUY	104,000	(35.8)	(29.0)			
BUY	85,000	(26.9)	(17.4)			
BUY	93,000	(24.5)	(13.9)			
BUY	100,000	(21.0)	(13.0)			
	6M later	(22.4)	(16.2)			
BUY	110,000	-	-			
	BUY BUY BUY BUY BUY BUY BUY BUY BUY BUY	BUY 67,000 BUY 73,000 BUY 82,000 BUY 95,000 BUY 104,000 BUY 118,000 BUY 132,000 BUY 146,000 GM Later 6M Later BUY 120,000 BUY 104,000 BUY 93,000 BUY 100,000 GM Later 6M Later	BUY 67,000 (6.9) BUY 73,000 (6.2) BUY 82,000 (2.2) BUY 95,000 (15.1) BUY 104,000 (9.9) BUY 118,000 (23.0) BUY 132,000 (19.3) BUY 146,000 (28.3) 6M later (37.5) BUY 128,000 (27.6) BUY 104,000 (35.8) BUY 85,000 (26.9) BUY 93,000 (24.5) BUY 100,000 (21.0) 6M later (22.4)			

Note: Calculation of target price gap based on past 6 months

Rating Dist	ribution - S	HIC Universe (as o	f 11 Septemb	er 2020)			
BUY (BUY)	90.63%	Trading BUY (HOLD)	2.60%	HOLD (HOLD)	6.77%	SELL (SELL)	0.00%
Rating Dist	ribution - S	HIC Investment Ba	nking Clients	(as of 11 Septe	mber 2020))	
BUY (BUY)	100.0%	Trading BUY (HOLD)	0.0%	HOLD (HOLD)	0.0%	SELL (SELL)	0.0%
SHIC Ratin	gs (as of 1 A	April 2017)	Sector				
 BUY: Expected 6 Trading BUY: Ex 	5-month gain of 10% pected 6-month gain 6-month loss of 109	n of 10% to loss of 10%	 OVERWEIGHT: Based NEUTRAL: Based 	sed on market cap, largest on market cap, largest sha ased on market cap, larges	re of sector stocks u	Inder coverage is rated Tra	ading BUY or HOLD

• SELL: Expected 6-month loss of 20% or more

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