

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

05 February 2021

[Media/ads]

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Still leading the Korean wave



(Maintain)



CP (Feb. 4) KRW100,100



TP (6 months) KRW120,000



Upside

19.9%

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Rating	BUY (Maintain)
TP (6 months)	KRW120,000
Upside	19.9%
KOSPI	3,087.55p
KOSDAQ	964.58p
Market cap KR	RW3,003.4bn/USD2,634.6mn
Par value	KRW500
Outstanding shares	30.0mn
Free float	11.3mn(37.8%)
52-week high/low	KRW109,200/KRW69,100
60-day avg. trading vol	ume 334,467shrs
60-day avg. turnover	KRW31,320mn
Foreign ownership	12.42%
Major shareholders	
CJ ENM and 3 others	55.94%
NAVER	6.26%
Absolute performance	
3M	25.0%
6M	13.2%
12M	17.8%
Relative performance to	KOSDAQ
3M	7.1%
6M	-1.9%
12M	-19.3%

Share performance (KRW) (Indexed,Feb-20=100) 120,000 140 110,000 120 100,000 KOSDAO Index = 100 90,000 100 80.000 70,000 80 60,000 50,000 1 06/20 10/20 Studio Dragon (LHS) Relative performance to KOSDAQ (RHS)

4Q20 review: Consolidated OP of KRW4.6bn (TB YoY)

Studio Dragon posted consolidated operating profit of KRW4.6bn (positive swing YoY) on sales of KRW137.6bn (+41.3% YoY) for 4Q20, missing our estimate and market consensus due partly to one-off expenses. Overseas distribution revenue, a key determinant of overall earnings, surged 128.4% YoY to KRW72.3bn from original drama series supplied to Netflix. Domestic distribution revenue also grew 26.1% YoY.

Unexpected expenses, however, weighed heavily on 4Q earnings as a whole. First, profit from the hit Netflix series Sweet Home fell short of our previous estimate by about KRW1.5bn due to higher-than-expected costs of visual effects. This limited the drama's contribution to overall profit to roughly 10%. Second, one-off incentive payments reached an estimated KRW3bn.

1Q21 consolidated OP forecast at KRW12.4bn (+6.9% YoY)

Studio Dragon is expected to report consolidated sales of KRW128.3bn (+6.7% YoY) and operating profit of KRW12.4bn (+6.9% YoY) for 1Q21. Our profit projections are subject to revisions upon announcement of Chinarelated licensing deals and original drama production deals. Despite the high base of the previous year, YoY earnings improvement should continue on further growth in domestic and overseas distribution revenue.

For full-year 2021, we forecast consolidated sales at KRW626.6bn (+19.2% YoY) and operating profit at KRW60.4bn (+22.9% YoY), assuming original series revenue of KRW100bn and programming of 23-24 titles in total. Production costs will likely remain flat or increase slightly on a YoY basis. We find it positive that Studio Dragon, through its partnership with NAVER, has relatively easier access to quality webtoon and web novel IP assets.

Meanwhile, there remains a question mark over China momentum. Although Studio Dragon stands to see sharp growth in earnings upon the easing of China's ban on Korean media contents, we urge investors to refrain from setting high expectations and instead recommend a conservative approach in light of uncertainties at home and abroad with the Lunar New Year holiday already just days away.

Retain BUY for a target price of KRW120,000

We retain our BUY rating and target price of KRW120,000 for Studio Dragon, in view of: 1) rapid growth of overseas distribution revenue; 2) strong video demand in the domestic market; and 3) expectations for China momentum. Studio Dragon deserves a valuation that fully reflects its non-replicable content production capabilities and crucial role in the Korean Wave.

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	525.5	49.1	49.1	36.7	1,305	38.6	21,743	71.0	19.1	4.3	7.1	(14.3)
2021F	626.6	60.4	60.4	47.1	1,676	28.4	23,419	59.7	18.9	4.3	7.4	(18.1)
2022F	681.5	68.1	68.1	53.2	1,892	12.9	25,311	52.9	17.1	4.0	7.8	(21.7)

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

Earnings & valuation

PER valuation based on 2021F EPS: Target price of KRW120,000											
	Value		Value		Value						
2020F EPS (KRW)	1,305	2021F EPS (KRW)	1,676	2022F EPS (KRW)	1,892						
Target price (KRW)	95,000	Target price (KRW)	120,000	Target price (KRW)	140,000						
Target PER (x)	73	Target PER (x)	73	Target PER (x)	73						

Source: Shinhan Investment Corp.

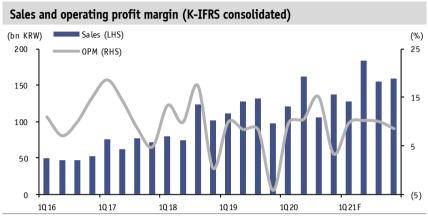
Note: Target PER is based on the past 3-year average. The stock's PER will likely drop on removal of China's ban on Korean media contents. Original drama deals secured outside of Netflix should add further momentum.

Earnings trend and outlook (K-IFRS consolidated)																
(bn KRW)	1Q19	2Q19	3Q19	4Q19	1020	2020	3Q20	4Q20	1Q21F	2Q21F	3Q21F	4Q21F	2018	2019	2020	2021F
<earnings forecasts=""></earnings>																
Total revenue	111.8	128.2	131.2	97.4	120.3	161.4	106.3	137.6	128.3	184.4	155.2	158.7	379.6	468.7	525.5	626.6
Programming revenue	44.1	58.1	60.8	45.7	45.2	65.4	45.7	40.7	43.3	63.0	57.0	47.2	178.1	208.7	197.0	210.6
Distribution revenue	56.2	60.3	60.0	42.7	66.9	75.7	50.9	86.3	76.4	106.9	84.4	99.6	162.1	219.2	279.7	367.4
Other (PPL) revenue	11.5	9.8	10.4	8.9	8.2	20.3	9.7	10.7	8.6	14.4	13.8	11.9	39.4	40.7	48.9	48.6
<0verseas operations>																
Overseas distribution revenue	42.6	42.2	43.9	31.6	52.8	59.4	42.1	72.3	62.3	89.6	75.2	85.0	110.2	160.4	226.6	312.0
Share in distribution revenue (%)	75.9	70.0	73.1	74.1	78.9	78.5	47.9	83.8	81.5	83.8	89.0	85.3	68.0	73.2	81.0	84.9
Netflix	8.3	23.0	24.0	6.0	24.5	36.0	12.0	45.0	27.0	54.0	50.0	45.0	46.6	61.3	117.5	176.0
Japan	10.3	5.9	3.2	5.8	8.3	6.1	1.4	6.2	8.3	5.9	1.4	5.6	15.7	25.2	22.1	21.1
Asia including China	21.6	12.7	11.3	17.3	17.4	14.9	18.4	18.3	21.2	18.8	20.8	23.3	44.1	63.0	69.0	84.2
China	1.8	0.0	0.0	0.0	0.0	0.0	8.0	0.0	3.0	8.0	0.0	8.0	1.5	1.8	8.0	19.0
Americas	0.4	0.5	5.2	2.5	2.4	2.3	2.2	2.6	2.7	2.7	2.8	2.9	1.9	8.6	9.5	11.1
Others	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.2	0.2	0.1	0.2	0.4	0.4	0.6	0.7
COGS	96.8	112.8	115.9	95.2	103.5	139.6	85.0	122.6	110.5	160.3	134.0	133.7	324.0	420.8	450.7	538.5
SG&A	4.0	4.6	4.4	6.2	5.1	4.9	5.3	10.4	5.4	5.2	5.8	11.5	15.7	19.2	25.7	27.8
OP	11.0	10.8	10.9	(4.0)	11.6	16.9	16.0	4.6	12.4	18.9	15.5	13.5	39.9	28.7	49.1	60.4
Pre-tax profit	13.2	11.9	13.1	(5.1)	12.0	17.2	15.2	(2.9)	11.0	17.2	14.7	13.1	45.6	33.1	41.5	56.0
NP	9.2	7.3	11.5	(1.7)	8.6	13.4	10.6	(2.8)	8.6	13.4	11.4	10.3	35.8	26.4	29.7	43.7
<% YoY growth>																
Sales	40.0	72.6	6.1	(4.2)	7.5	25.9	(19.0)	41.3	6.7	14.3	46.1	15.3	32.4	23.5	12.1	19.2
OP	3.5	47.5	(49.2)	TR	5.5	56.3	46.8	TB	6.9	11.9	(3.1)	193.8	20.9	(28.1)	71.2	22.9
NP	17.2	(17.2)	(33.6)	TR	(7.2)	82.1	(7.9)	RR	0.2	0.4	7.9	TB	50.2	(26.3)	12.4	47.2
<margin, %=""></margin,>																
OPM	9.9	8.4	8.3	(4.1)	9.7	10.4	15.1	3.3	9.7	10.2	10.0	8.5	10.5	6.1	9.3	9.6
NPM	8.2	5.7	8.8	(1.7)	7.1	8.3	10.0	(2.1)	6.7	7.3	7.4	6.5	9.4	5.6	5.6	7.0

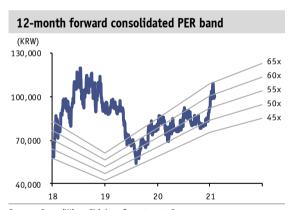
Source: Company data, Shinhan Investment Corp.

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

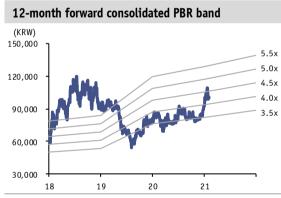
Key charts



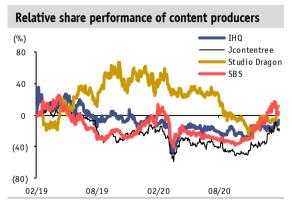
Source: Company data, Shinhan Investment Corp.



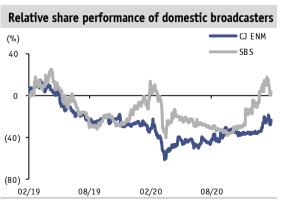
Source: QuantiWise, Shinhan Investment Corp.



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F Statement of financial position

Year to December (bn KRW)	2018	2019	2020F	2021F	2022F
Total assets	512.4	581.6	750.4	807.6	864.2
Current assets	247.2	244.5	225.8	268.7	314.0
Cash and equivalents	153.0	59.8	39.1	69.2	102.4
Accounts receivable	68.8	83.6	79.0	87.3	95.0
Inventories	0.6	0.0	0.0	0.0	0.0
Non-current assets	265.2	337.1	524.6	539.0	550.2
Tangible assets	1.0	1.2	(0.2)	1.0	(0.2)
Intangible assets	198.5	233.1	230.7	241.6	252.2
Investment assets	3.7	13.4	14.2	15.5	16.2
Other financial assets	0.0	0.0	0.0	0.0	0.0
Total liabilities	111.1	153.3	139.5	149.7	153.0
Current liabilities	108.2	145.1	131.3	141.4	144.7
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	610.9	658.0	711.1
Capital stock	14.0	14.0	14.0	14.0	14.0
Capital surplus	320.1	321.7	467.7	467.7	467.7
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	130.2	177.3	230.4
Controlling interest equity	401.3	428.3	610.9	658.0	711.1
Non-controlling interest equity	0.0	0.0	0.0	0.0	0.0
*Total debt	2.1	9.9	10.2	10.6	10.8
*Net debt (cash)	(157.3)	(106.4)	(87.4)	(119.2)	(154.0)

Statement of comprehensive income

Statement of comprehensive income											
Year to December (bn KRW)	2018	2019	2020F	2021F	2022F						
Sales	379.6	468.7	525.5	626.6	681.5						
Growth (%)	32.4	23.5	12.1	19.2	8.8						
COGS	324.0	420.8	450.7	538.5	584.7						
Gross profit	55.6	47.9	74.8	88.1	96.8						
GPM (%)	14.6	10.2	14.2	14.1	14.2						
SG&A	15.7	19.2	25.7	27.8	28.6						
Operating profit	39.9	28.7	49.1	60.4	68.1						
Growth (%)	21.0	(28.1)	71.1	22.9	12.9						
OPM (%)	10.5	6.1	9.3	9.6	10.0						
Non-operating profit	5.7	4.4	(0.0)	(0.0)	0.0						
Financial profit	6.1	4.3	0.4	0.5	(0.6)						
Other non-operating profit	(0.3)	0.1	(0.4)	(0.5)	0.6						
Equity method gain (loss)	0.0	0.0	0.0	0.0	0.0						
Pre-tax profit	45.6	33.1	49.1	60.4	68.1						
Income tax	9.8	6.6	12.5	13.3	15.0						
Continuing operations	35.8	26.4	36.7	47.1	53.2						
Discontinued operations	0.0	0.0	0.0	0.0	0.0						
Net profit	35.8	26.4	36.7	47.1	53.2						
Growth (%)	50.3	(26.3)	38.7	28.4	12.9						
NPM (%)	9.4	5.6	7.0	7.5	7.8						
Controlling interest	35.8	26.4	36.7	47.1	53.2						
Non-controlling interest	0.0	0.0	0.0	0.0	0.0						
Comprehensive income	34.7	25.7	36.7	47.1	53.2						
Controlling interest	34.7	25.7	36.7	47.1	53.2						
Non-controlling interest	0.0	0.0	0.0	0.0	0.0						
EBITDA	115.2	145.5	140.6	152.9	166.8						
Growth (%)	55.1	26.4	(3.4)	8.8	9.1						
EBITDA margin (%)	30.3	31.1	26.8	24.4	24.5						

Statement of cash flow

Year to December (bn KRW)	2018	2019	2020F	2021F	2022F
Cash flow from operations	(29.1)	(12.2)	112.3	136.9	142.0
Net profit	35.8	26.4	36.7	47.1	53.2
Depreciation expense	0.3	1.8	0.4	(2.2)	0.4
Amortization expense	75.0	115.0	91.1	94.7	98.3
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)	(14.1)	(1.0)	(7.1)
(Payment of income tax)	(9.7)	(19.4)	(12.5)	(13.3)	(15.0)
Others	9.4	6.3	10.7	11.6	12.2
Cash flow from investments	140.6	(81.0)	(278.6)	(106.3)	(108.4)
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)	(88.7)	(105.6)	(108.9)
Change in investment assets	(0.5)	(18.8)	(0.7)	(1.3)	(0.7)
Others	141.4	(61.5)	(190.2)	(0.4)	0.4
Free cash flow	143.5	133.7	113.5	138.2	144.1
Cash flow from financing	(9.7)	(0.0)	145.4	(0.4)	(0.6)
Change in borrowings	(10.0)	0.0	0.2	0.4	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	145.2	(8.0)	(0.8)
Other cash flow	0.0	0.0	0.0	0.1	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)	(20.8)	30.2	33.1
Beginning cash	51.3	153.0	59.8	39.0	69.2
Ending cash	153.0	59.8	39.0	69.2	102.3

Source: Company data, Shinhan Investment Corp.

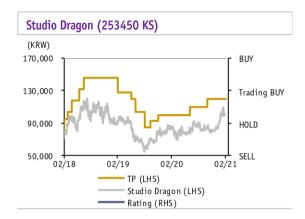
Key ratios

Year to December	2018	2019	2020F	2021F	2022F
EPS (KRW)	1,278	941	1,305	1,676	1,892
EPS of controlling interest (KRW)	1,278	941	1,305	1,676	1,892
BPS (KRW)	14,305	15,242	21,743	23,419	25,311
BPS of controlling interest (KRW)	14,305	15,242	21,743	23,419	25,311
DPS (KRW)	0	0	0	0	0
PER (x)	72.3	85.9	71.0	59.7	52.9
PER of controlling interest (x)	72.3	85.9	71.0	59.7	52.9
PBR (x)	6.5	5.3	4.3	4.3	4.0
PBR of controlling interest (x)	6.5	5.3	4.3	4.3	4.0
EV/EBITDA (x)	21.1	14.9	19.1	18.9	17.1
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	26.8	24.4	24.5
OPM (%)	10.5	6.1	9.3	9.6	10.0
NPM (%)	9.4	5.6	7.0	7.5	7.8
ROA (%)	7.4	4.8	5.5	6.0	6.4
ROE (%)	9.3	6.4	7.1	7.4	7.8
ROIC (%)	14.8	8.4	16.3	19.9	21.2
Stability					
Debt to equity ratio (%)	27.7	35.8	22.8	22.7	21.5
Net debt ratio (%)	(39.2)	(24.9)	(14.3)	(18.1)	(21.7)
Cash ratio (%)	141.4	41.2	29.8	49.0	70.7
Interest coverage ratio (x)	343.0	58.1	59.8	71.1	77.8
Activity (%)					
Working capital turnover (times)	(196.2)	(26.4)	(66.0)	(1,694.1)	183.0
Inventory turnover (days)	0.9	0.2	N/A	N/A	N/A
Receivable turnover (days)	59.5	59.3	56.5	48.4	48.8

Source: Company data, Shinhan Investment Corp.

COMPANY REPORT | Studio Dragon 05 February 2021

Target price & rating history



Date	Rating	Target price	Target price gap (%)			
		(KRW)	Average	Max/Min		
2018.01.18	BUY	82,000	(2.2)	6.1		
2018.02.08	BUY	95,000	(15.1)	(6.7)		
2018.03.04	BUY	104,000	(9.9)	(5.3)		
2018.04.01	BUY	118,000	(23.0)	(16.4)		
2018.05.22	BUY	132,000	(19.3)	(11.3)		
2018.06.22	BUY	146,000	(28.3)	(17.9)		
2018.12.23		6M later	(37.5)	(34.0)		
2019.02.07	BUY	128,000	(27.6)	(23.2)		
2019.05.10	BUY	120,000	(36.9)	(30.6)		
2019.06.07	BUY	104,000	(35.8)	(29.0)		
2019.08.09	BUY	85,000	(26.9)	(17.4)		
2019.09.16	BUY	93,000	(24.5)	(13.9)		
2019.11.08	BUY	100,000	(21.0)	(13.0)		
2020.05.09		6M later	(22.4)	(16.2)		
2020.06.10	BUY	110,000	(23.0)	(15.9)		
2020.10.06	BUY	120,000	-	-		

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

Rating Distribution - SHIC Universe (as of 03 February 2021)

BUY (BUY)	93.64%	Trading BUY (HOLD)	2.27%	HOLD (HOLD)	4.09%	SELL (SELL)	0.00%
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Rating Distribution - SHIC Investment Banking Clients (as of 03 February 2021)

BUY (B	JY) 100.00%	Trading BUY (HOLD)	0.00%	HOLD (HOLD)	0.00%	SELL (SELL)	0.00%
501 (5	100.0070	mading bot (molb)	0.0070	HOLD (HOLD)	0.0070	JELL (JELL)	0.0070

F SHIC Ratings (as of 1 April 2017)

Stock

- BUY: Expected 6-month gain of 10% or more
- Trading BUY: Expected 6-month gain of 10% to loss of 10%
- ♦ HOLD: Expected 6-month loss of 10% to 20%
- ◆ SELL: Expected 6-month loss of 20% or more

Sector

- OVERWEIGHT: Based on market cap, largest share of sector stocks under coverage is rated BUY
- NEUTRAL: Based on market cap, largest share of sector stocks under coverage is rated Trading BUY or HOLD
- ◆ UNDERWEIGHT: Based on market cap, largest share of sector stocks under coverage is rated SELL

COMPANY REPORT | Studio Dragon 05 February 2021

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