

# UBS Investment Research

## GUD Holdings Limited

### Breville bid dropped

#### Quality 1H10 result

GUD reported a strong result however announced today the offer for Breville will lapse on 5<sup>th</sup> February. 1H10 NPAT of \$24.7m was a touch ahead of our \$23.0m estimate aided by a slightly lower tax rate at 28.4%. Group EBIT margin of 14.8% was a touch ahead of UBSe at 14.6% but well up on 13.7% reported in the pcp.

#### Minor earnings adjustments – all divisions performing

We have raised FY10E EBIT by 1.7%, largely on the back of an improved contribution from the Water business (with new management and the Monarch restructuring showing dividends). Our FY10 EBIT forecast of \$69m is ahead of company guidance of \$64-68m but remains achievable in our view, particularly given margin expansion in the Consumer division expected in 2H10 vs the first half.

#### M&A pricing key to share price outperformance

While the BRG bid being dropped is clearly disappointing, GUD's operating performance has been excellent and we expect cashflow to be put to good use over the next 12 months with larger acquisitions. Adding a new division the size of Auto or Water would be 11% accretive to EPS assuming GUD paid 8x EBIT, or 14.1% if they paid 7x. The stock trades on 12.4x FY11E earnings, the premium to the emerging industrials remains justified by quality management. Pricing of any acquisitions remains the fundamental share price catalyst over the next 6-12 months.

#### Valuation: price target restricted

Our valuation, price target and rating remain restricted for the time being.

Highlights (A\$m)	06/08	06/09	06/10E	06/11E	06/12E
Revenues	535.1	468.4	488.2	503.9	520.5
EBIT (UBS)	68.9	60.8	69.0	71.1	73.7
Net Income (UBS)	41.9	34.8	44.0	45.9	47.8
EPS (UBS, A\$)	0.70	0.60	0.73	0.76	0.79
Net DPS (UBS, A\$)	0.65	0.62	0.61	0.73	0.77

Profitability & Valuation	5-yr hist av.	06/09	06/10E	06/11E	06/12E
EBIT margin %	14.0	13.0	14.1	14.1	14.2
ROIC (EBIT) %	34.3	30.5	34.9	35.9	37.2
EV/EBITDA (core) x	7.4	6.1	8.1	7.4	7.1
PE (UBS) x	12.2	10.1	12.8	12.3	11.8
Net dividend yield %	6.7	10.3	6.6	7.8	8.3

Source: Company accounts, Thomson Reuters, UBS estimates. (UBS) valuations are stated before goodwill, exceptionals and other special items. Valuations: based on an average share price that year, (E): based on a share price of A\$9.30 on 27 Jan 2010 19:42 EST

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## Global Equity Research

Australia

Auto Parts

12-month rating **Restricted**

-

12m price target -

-

Price **A\$9.30/US\$8.34**

RIC: GUD.AX BBG: GUD AU

27 January 2010

#### Trading data (local/US\$)

52-wk range A\$9.62-5.02/US\$8.90-3.23

Market cap. A\$0.56bn/US\$0.50bn

Shares o/s 60.1m (ORD)

Free float 100%

Avg. daily volume ('000) 197

Avg. daily value (A\$m) 1.7

#### Balance sheet data 06/10E

Shareholders' equity A\$0.14bn

P/BV (UBS) 3.9x

Net Cash (debt) (A\$0.08bn)

#### Forecast returns

Forecast price appreciation -

Forecast dividend yield 10.3%

Forecast stock return -

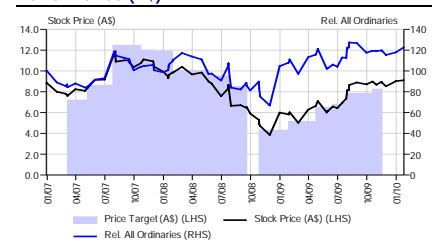
Market return assumption 9.3%

Forecast excess return -

#### EPS (UBS, A\$)

	06/10E		Cons.	06/09
	From	To		Actual
H1E	-	0.41	-	0.29
H2E	-	0.32	-	0.31
06/10E	0.71	0.73	0.69	
06/11E	0.73	0.76	0.73	

#### Performance (A\$)



Source: UBS

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**ANALYST CERTIFICATION AND REQUIRED DISCLOSURES BEGIN ON PAGE 9.**

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# 1H10 Result Review

## Excellent operating performance

There were few surprises in GUD's 1H10 result announcement. Key news is the board's decision to let the Breville bid lapse on 5<sup>th</sup> Feb. Breville's own trading update today indicated very strong growth in the core Australian and North American businesses in November and December, not dissimilar to GUD.

**Operating numbers were sound:** GUD reported 1H10 NPAT of \$24.7m (vs UBSe \$23.0m) up 27% vs 1H09 on an underlying basis.

Full year group EBIT margin of 14.8% was broadly in line with our 14.6% est. but well up on 13.7% reported in 1H09. Margin expansion was aided by the successful Oates + Monarch restructuring, however consumer continues to shine, with Sunbeam in particular enjoying a strong December (although it varied by retailer). Tax rate was lower than we expected at 28.4% (vs 29.1% in the pcp).

Final dividend of 28c below our 32c estimate, the lower 68% payout more a function of upcoming M&A opportunity we would expect.

Key positives include:

- **Good performance from Consumer and Water:** GUD's consumer EBIT margin was flat year on year at 12.9% for 1H10 on revenue up 5%. But within that result were hedging costs not expected in the second half of the year. We now forecast an EBIT margin of 13.3% for 2H10 on the back of hedging normalising and as operating costs continue to be refined post Oates restructuring.

New management and strong pump demand within the Water division helped drive EBIT up 41% vs pcp, with margins expanding from 12.8% to an impressive 16.6%. While Monarch demand remains patchy we expect 15% margins should be sustainable for the division going forward.

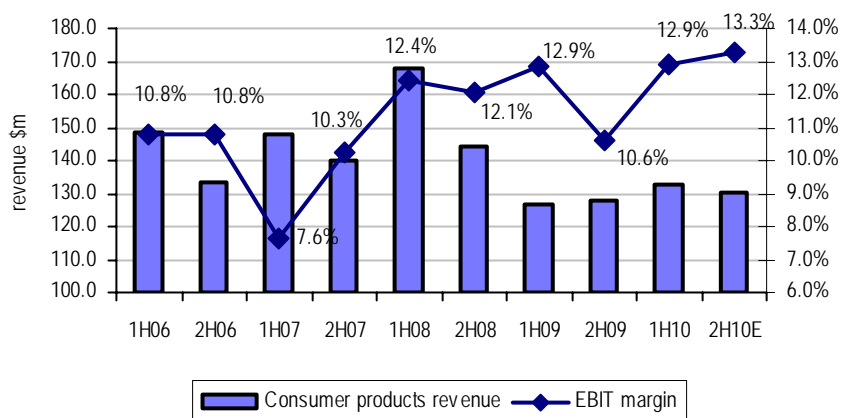
- **Excellent cashflow:** Seasonally 1H is GUD's weaker cashflow half, however free cashflow was very strong at \$18.3m vs -\$10m in the pcp. Net debt fell from \$123m end Dec 2008 to \$92.5m end Dec 2009. With natural working capital movements we forecast it to fall to \$78m by end June.
- **Post Breville – what next?** We expect M&A to remain a theme for management over the next 12 months with two targets (branded goods) in particular potentially adding to GUD's four existing product segments.

**Guidance unchanged:** GUD recently updated the market with earnings guidance of \$64-68m EBIT for FY10. Higher commodity and freight costs, combined with the spectre of interest rate rises all contribute to the relatively muted 2H10 expectations. Our numbers remain ahead of guidance with a full year EBIT of \$69.0m.

## Result Overview by division:

- Consumer products:** Consumer revenue rose 4.5% vs pcp with EBIT up 4.9% for the half to \$17.1m. Margins were flat vs pcp but this was in part due to Sunbeam hedging f/x movements which won't be impacting the second half of the year. 2H09 Consumer EBIT margin of 12.9% was under our estimate of 13.5% for the period.
- Our forecasts assume a material slowdown in the growth for 2H10 with revenue up 1.9% on pcp, consistent with softer Jan trading as reported by GUD. For FY11 we have assumed 3.2% revenue growth (same as FY10) with EBIT margins softening to 12.5% vs 13.1% for full year FY11. Raw material and freight costs are only expected to rise with improvements in sourcing likely to be harder to attain going forward. We expect negligible move in small appliance market share going forward.

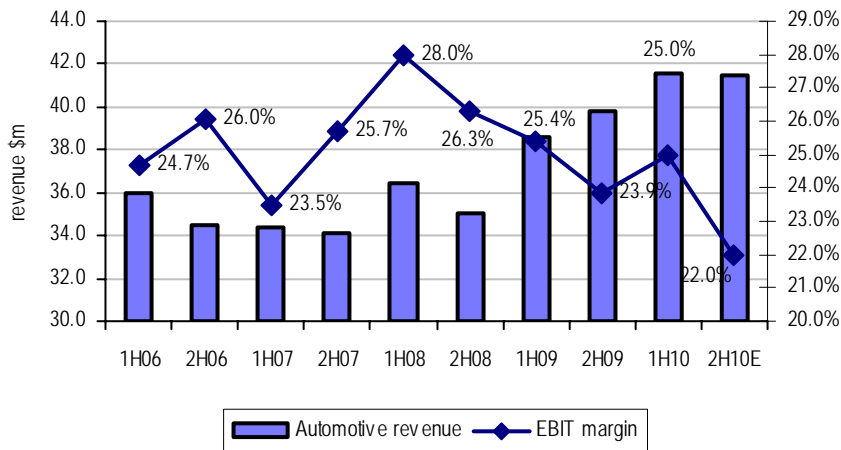
Chart 1: Consumer products margins – (note Victa sale in was in FY08)



Source: company data, UBS

- Automotive products:** Automotive revenue continued to benefit from new distribution agreements with Supercheap on the retail side, as well as progress with Repco in the trade business. Revenue rose 8% vs pcp, with EBIT up 6% to \$10.4m, a touch under our \$10.8m estimate. Auto EBIT margin of 25.0% for the half was broadly in line with pcp, and a touch under our 26.1% estimate.
- Our forecasts assume Automotive margins stabilise at 24% going forward.

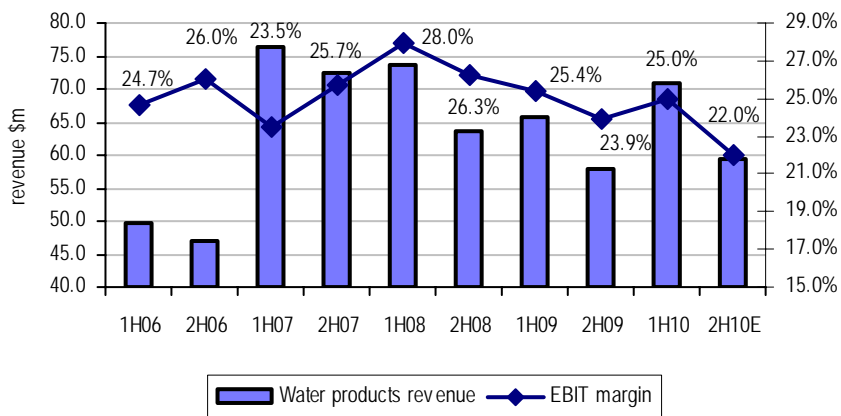
Chart 2: Automotive products margin



Source: company data, UBS

- Water products:** Water was the standout performer for the half with revenue up 8% and EBIT up 41% vs pcp, admittedly against weaker comparables. Pool/spa product sales remain soft however the Monarch restructure and new management team have been fundamental to the improved margins. The Davey division has seen improved market share with growth in firefighter pumps and conservation products.
- Our forecasts assume revenue growth slows in the second half with a full year revenue growth rate of 5.5%, falling to 2.5% in FY11. We assume 15.0% margins should be sustainable for the division going forward.

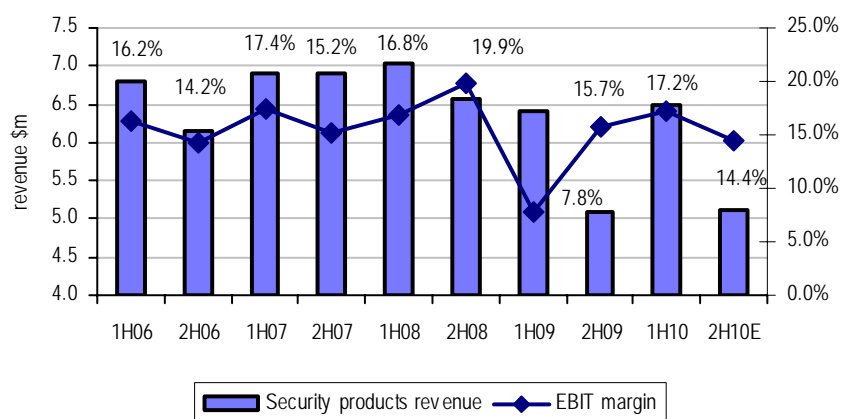
Chart 3: Water products margin



Source: company data, UBS

- Security products:** GUD’s smallest division, Security product earnings improved with EBIT of \$1.1m vs our \$0.9m estimate. Price rises to key customers have been an important driver of margins, however import substitution could be an issue going forward. We forecast flat EBIT growth in FY11.

Chart 4: Security products margin



Source: company data, UBS

Table 1: GUD divisional EBIT summary – interims

	1H06	2H06	1H07	2H07	1H08	2H08	1H09	2H09	1H10A	1H10 UBSe	Variance to actual
<b>EBIT by Division</b>											
Consumer Products	16	14.4	11.3	14.3	20.9	17.4	16.3	13.6	17.1	18.0	-5.0%
Automotive	8.9	9	8.1	8.8	10.2	9.2	9.8	9.5	10.4	10.8	-3.7%
Water Products	6.6	7.3	10.7	8.5	8.5	5	8.4	6.6	11.8	8.9	32.6%
Security Products	1.1	0.9	1.2	1.1	1.2	1.3	0.5	0.8	1.1	0.9	24.4%
Unallocated	-0.2	-0.4	-2.1	-1.7	-2.5	-2.3	-2.4	-2.3	-3.1	-2.4	29.2%
<b>Total EBIT</b>	<b>32.4</b>	<b>31.2</b>	<b>29.2</b>	<b>31</b>	<b>38.3</b>	<b>30.6</b>	<b>32.6</b>	<b>28.2</b>	<b>37.3</b>	<b>36.2</b>	<b>3.1%</b>
<b>EBIT margin</b>											
Consumer Products	10.8%	10.8%	7.6%	10.3%	12.4%	12.1%	12.9%	10.6%	12.9%	13.5%	
Automotive	24.7%	26.0%	23.5%	25.7%	28.0%	26.3%	25.4%	23.9%	25.0%	26.1%	
Water Products	13.2%	15.5%	13.9%	11.7%	11.6%	7.8%	12.8%	11.4%	16.6%	13.2%	
Security Products	16.2%	14.2%	17.4%	15.2%	16.8%	19.9%	7.8%	15.7%	17.2%	14.0%	
<b>Group EBIT margin</b>	<b>13.4%</b>	<b>14.1%</b>	<b>11.0%</b>	<b>12.2%</b>	<b>13.4%</b>	<b>12.3%</b>	<b>13.7%</b>	<b>12.2%</b>	<b>14.8%</b>	<b>14.6%</b>	

Source: UBS estimates

Table 2: GUD – results vs UBSe estimates

(A\$m)	1H2009 Actual	1H2010 Actual	(%) change	1H2010 UBSe	(%) variance
Revenues	237.5	251.6	5.9	248.3	1.3
EBIT	32.6	37.3	14.5	36.2	3.1
Net Interest Expense	(8.8)	(2.7)	69.1	(3.5)	29.0
Earnings Before Tax	23.8	34.6	45.2	32.7	5.6
Tax Expense	(7.0)	(9.8)	(41.0)	(9.7)	(1.3)
Net Profit (pre-abnormals)	16.9	24.8	46.9	23.0	7.3
Reported NPAT	16.9	24.8	46.9	23.0	7.3
DPS (cents)	27.0	28.0	3.7	32.0	(14.3)
Reported EPS (cents)	29.2	41.0	40.3	38.2	7.3
EBIT margin (%)	13.7	14.8	8.1	14.6	1.9

Source: UBS estimates

## Change in earnings

- Our key changes to earnings forecast are summarised below. Of note, we have increased our EBIT forecast by 1.2% in FY10 and 1.7% in FY11 given the solid rebound in Water and Security margins.

Table 3: GUD – change in earnings

GUD Holdings Limited (A\$m)	Actual 2009	New 2010E	Prev. 2010E	(%) Change	New 2011E	Prev. 2011E	(%) Change	New 2012E	Prev. 2012E	(%) Change
Revenues	468.4	488.2	484.7	0.7	503.9	500.1	0.8	520.5	513.3	1.4
EBITDA	71.7	79.8	79.0	1.0	82.4	81.2	1.5	85.4	83.3	2.6
EBIT	60.8	69.0	68.2	1.2	71.1	69.9	1.7	73.7	71.6	3.0
Net interest expense	(11.5)	(6.4)	(6.8)	(6.3)	(5.9)	(6.3)	(6.8)	(5.7)	(6.1)	(6.0)
PBT	49.3	62.6	61.4	2.0	65.3	63.6	2.6	67.9	65.4	3.8
Tax Expense	(14.5)	(18.6)	(18.2)	2.0	(19.3)	(18.9)	2.6	(20.1)	(19.4)	3.7
Tax Rate (%)	(29.4)	(29.6)	(29.6)	0.0	(29.6)	(29.6)	(0.0)	(29.6)	(29.6)	(0.1)
Reported NPAT	34.8	44.0	43.2	2.0	45.9	44.8	2.6	47.8	46.0	3.8
EPS (pre-abnormals)	59.9	72.6	71.0	2.3	75.8	73.4	3.2	78.9	75.5	4.4

Source: UBS estimates

## Valuation & Rating remain restricted

- While GUD's underlying EBIT result was 3% ahead of our expectations, management do remain cautious looking ahead, with interest rate rises the clear spectre on the horizon. 1H10 results were good, with no problem divisions, but one gets the sense without M&A there is little operating upside given excellent progress on cost reductions and divisional management improvement over the past 18 months. Price rises remain 'difficult to push through' but this will always be the case - given minimal market share shifts for key consumer brands the price/volume trade-off appears from the outside to be managed well given f/x uncertainties.
- We remain restricted on price target and valuation for the time being, but suspect the shares will continue to include an M&A premium for upcoming opportunities. For sake of example, assuming an acquisition similar in size to GUD's Water or Automotive division (\$20m EBIT), if GUD paid 8x it would be 11.0% EPS accretive if fully debt funded. Paying 7x EBIT would be 14.1% accretive.

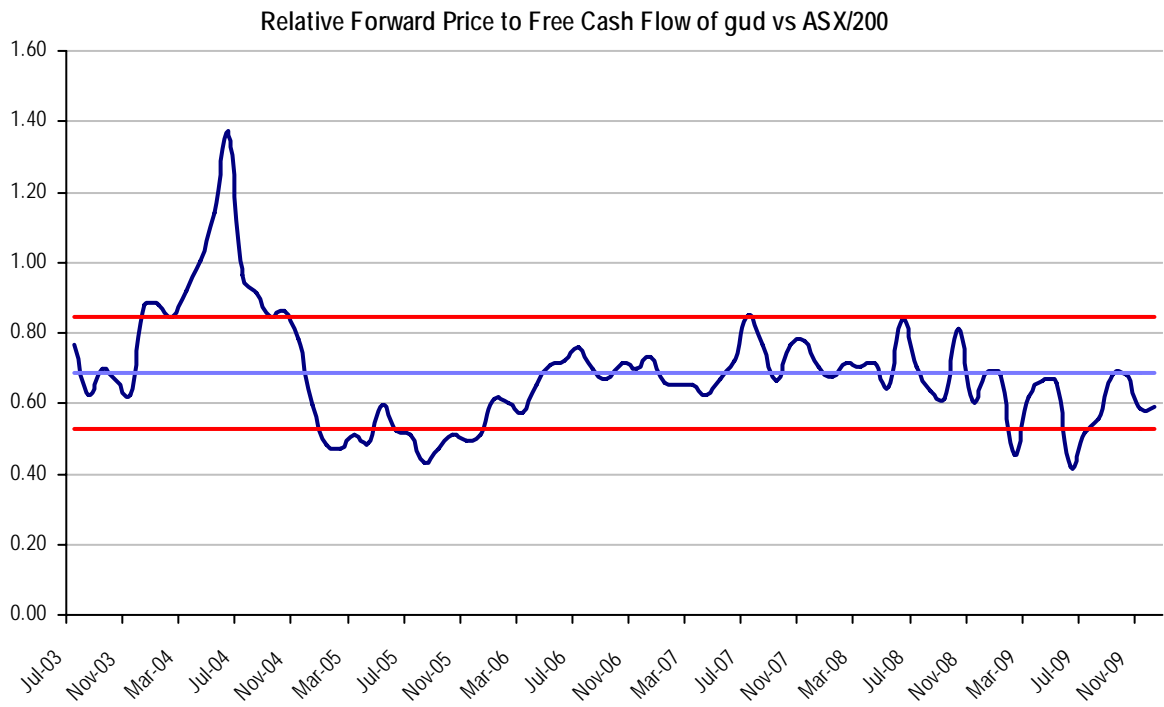
GUD trades on 12.4x our FY11 earnings – a premium to emerging industrials average of 11.4x. While we believe a management premium is justified, pricing of any M&A is likely going to be fundamental to any positive share price performance.

Chart 5: GUD 1 yr forward PE relative to ASX/200



Source: UBSe

Chart 6: GUD 1 yr forward price/free cashflow relative to ASX/200



Source: UBSe

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### ■ **GUD Holdings Limited**

GUD Holdings (GUD) owns and manages a diverse group of businesses selling branded manufactured products in Australia and New Zealand. GUD operates several of Australia's most established and well-recognised consumer and industrial brands, including Sunbeam appliances, Ryco filters, Davey pumps and Oates cleaning accessories. GUD was formed in 1940 and first listed in 1959.

### ■ **Statement of Risk**

We believe the key risks include a downturn in spending on homewares in Australia, adverse currency movements, and variations in the cost of raw materials.

### ■ **Analyst Certification**

Each research analyst primarily responsible for the content of this research report, in whole or in part, certifies that with respect to each security or issuer that the analyst covered in this report: (1) all of the views expressed accurately reflect his or her personal views about those securities or issuers; and (2) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed by that research analyst in the research report.

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UBS 12-Month Rating	Rating Category	Coverage <sup>1</sup>	IB Services <sup>2</sup>
Buy	Buy	48%	40%
Neutral	Hold/Neutral	40%	35%
Sell	Sell	13%	26%
UBS Short-Term Rating	Rating Category	Coverage <sup>3</sup>	IB Services <sup>4</sup>
Buy	Buy	less than 1%	17%
Sell	Sell	less than 1%	67%

1:Percentage of companies under coverage globally within the 12-month rating category.

2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.

3:Percentage of companies under coverage globally within the Short-Term rating category.

4:Percentage of companies within the Short-Term rating category for which investment banking (IB) services were provided within the past 12 months.

Source: UBS. Rating allocations are as of 31 December 2009.

### UBS Investment Research: Global Equity Rating Definitions

UBS 12-Month Rating	Definition
Buy	FSR is > 6% above the MRA.
Neutral	FSR is between -6% and 6% of the MRA.
Sell	FSR is > 6% below the MRA.
UBS Short-Term Rating	Definition
Buy	Buy: Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event.
Sell	Sell: Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event.

**KEY DEFINITIONS**

**Forecast Stock Return (FSR)** is defined as expected percentage price appreciation plus gross dividend yield over the next 12 months.

**Market Return Assumption (MRA)** is defined as the one-year local market interest rate plus 5% (a proxy for, and not a forecast of, the equity risk premium).

**Under Review (UR)** Stocks may be flagged as UR by the analyst, indicating that the stock's price target and/or rating are subject to possible change in the near term, usually in response to an event that may affect the investment case or valuation.

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**Equity Price Targets** have an investment horizon of 12 months.

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**UBS Securities Australia Ltd:** Lachlan Parker.

**Company Disclosures**

<b>Company Name</b>	<b>Reuters</b>	<b>12-mo rating</b>	<b>Short-term rating</b>	<b>Price</b>	<b>Price date</b>
<b>GUD Holdings Limited<sup>3</sup></b>	GUD.AX	Restricted	N/A	A\$9.11	25 Jan 2010

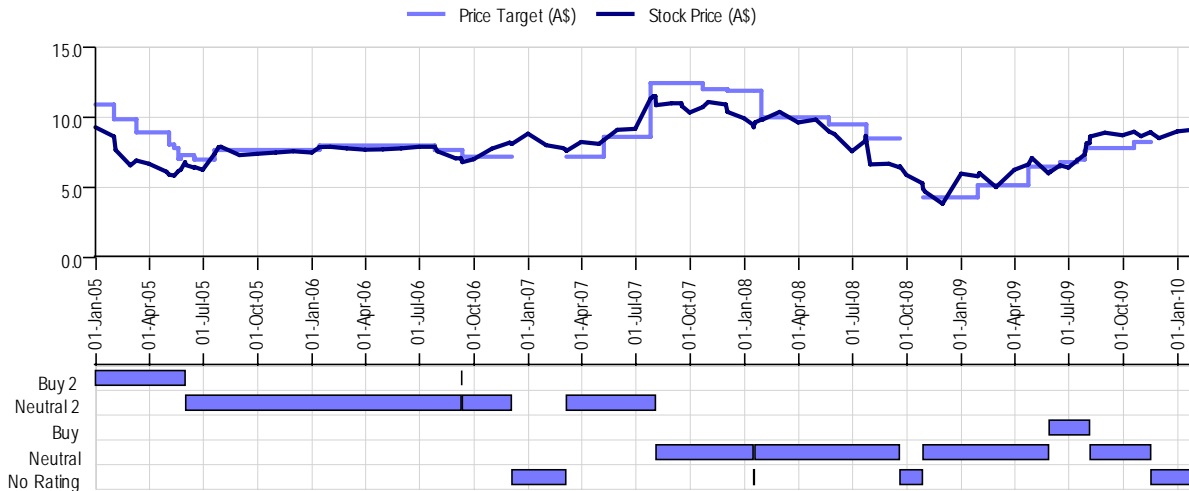
Source: UBS. All prices as of local market close.

Ratings in this table are the most current published ratings prior to this report. They may be more recent than the stock pricing date

- UBS AG, Australia Branch is acting as Financial Adviser to Breville Group Limited on the approach from G.U.D. Holdings Limited and will be receiving a fee for acting in this capacity.

Unless otherwise indicated, please refer to the Valuation and Risk sections within the body of this report.

GUD Holdings Limited (A\$)



Source: UBS; as of 25 Jan 2010

Note: On August 4, 2007 UBS revised its rating system. (See 'UBS Investment Research: Global Equity Rating Definitions' table for details). From September 9, 2006 through August 3, 2007 the UBS ratings and their definitions were: Buy 1 = FSR is > 6% above the MRA, higher degree of predictability; Buy 2 = FSR is > 6% above the MRA, lower degree of predictability; Neutral 1 = FSR is between -6% and 6% of the MRA, higher degree of predictability; Neutral 2 = FSR is between -6% and 6% of the MRA, lower degree of predictability; Reduce 1 = FSR is > 6% below the MRA, higher degree of predictability; Reduce 2 = FSR is > 6% below the MRA, lower degree of predictability. The predictability level indicates an analyst's conviction in the FSR. A predictability level of '1' means that the analyst's estimate of FSR is in the middle of a narrower, or smaller, range of possibilities. A predictability level of '2' means that the analyst's estimate of FSR is in the middle of a broader, or larger, range of possibilities. From October 13, 2003 through September 8, 2006 the percentage band criteria used in the rating system was 10%.

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