

April 14, 2022

# ASBISC ENTERPRISES PLC

(WSE: ASB)

Founded in 1990, Cyprus-based ASBISc Enterprises PLC is a leading Value Add Distributor, developer and provider of IT, IoT products, solutions and services to markets in Europe, the Middle East and Africa (EMEA) with local operations in Central and Eastern Europe, the Baltic republics, the former Soviet Union, the Middle East and North Africa.

## COMPANY HIGHLIGHTS

- \* ASB: A Leading Global Technology Product Distributor
- \* In our view, ASBISc has successfully executed on a growth strategy that resulted in the achievement of all-time highs in revenues, gross margins and net income in 2021. Revenues increased 30% in 2021 to \$3.1 billion, the gross margin improved to 7.1%, representing an increase of more than 200 basis points over 2020, and showed 111% growth in net income. We attribute the strong results to several catalysts, including strong sales of private-label and premium products, distribution efficiencies, value-added distribution services and the increased use of e-commerce.
- \* We think ASBISc as well positioned to mitigate near-term disruptions to its business resulting from the geopolitical issues between Russia and Ukraine, which combined to account for approximately one-third of its 2021 revenues. We see the company expanding its sales efforts in unaffected regions across Central Europe, conflict-free former Soviet Union (FSU) countries, the Middle East and Africa. Importantly, as a Cyprus-based company, ASBISc does not fall under any sanctions being applied across the region.
- \* Over the long-term, we expect continued organic growth, supported by a robust and expanding Apple product-reselling unit, and the launch of multiple innovative, internally developed brands, with a focus on gaming products, Innovative Solutions, and others, that we believe will enable the continued expansion of gross margins.

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## PRICE CHART



## KEY STATISTICS

### Key Stock Statistics

Recent price (4/13/22), (PLN)	11.95
Fair Value Estimate (PLN)	49.00
52 week high/low (PLN)	28.10 - 8.60
Shares outstanding (M)	55.5
Market cap (M, PLN)	665
Dividend (\$)	0.3
Yield	10.9%

### Sector Overview

Sector	Information Technology
Sector % of S&P 500	27.9%

### Financials (\$M)

Cash & Mkt Securities	184.5
Debt	212.1
Working Capital (\$M)	147.5
Current Ratio	1.2
Total Debt/Equity (%)	112
Payout ratio	0.3
Revenue (M) TTM	3078.0
Net Income (M) TTM	77.1
Net Margin	2.5%

### Risk

Beta	0.7
Inst. ownership	11%

### Valuation

P/E forward EPS	2.5
Price/Sales (TTM)	0.1
Price/Book (TTM)	0.9

### Top Holders

Skarbiec Towarzystwo Funduszy Inwestycyjnych S.A.  
Powszechne Towarzystwo Funduszy Inwestycyjnych S.A.  
Santander Towarzystwo Funduszy Inwestycyjnych S.A.

### Management

CEO	Mr. Siarhei Kostevitch
CFO	Mr. Marios Christou
CRO/IR	Mr. Constantinos Tziamalis
Company website	www.asbis.com

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- \* We also view positively ASBISc's recognition as a socially responsible company, which we think could lead to its inclusion in more ESG investor portfolios over time. To that end, in September 2021, ASBISc entered the WIG-ESG index that includes WSE-listed companies cited as socially responsible, specifically in the fields of environmental, social, economic, and corporate governance issues.
- \* As of December 31, 2021, ASBISc had \$185 million in cash and equivalents on its balance sheet, up from \$159 million at the end of 2020, despite expanding its dividend and making new product related investments. Despite seasonality in cash flow trends in its business, we view the company's solid operational cash flow positively, thus demonstrating its ability to weather periods of economic turbulence.
- \* Prior to the Russian-Ukraine war, ASB's valuation had begun to narrow its gap from peer levels, but was still, in our opinion not reflecting the company's strong underlying fundamentals. Although we expect the shares to remain volatile over the near-term, we note that the company's recent market capitalization of approximately \$160 million – 665 million Polish zloty (PLN) -- implies a multiple of less than 0.1-times our 2022 revenue estimate, well below the average multiple of 0.4X for our group of global electronics-distribution peers, and below the company's level of cash and equivalents. At current levels, the P/E multiple is close to 2-times trailing 2021 EPS, which is also well below the peer average of approximately 15-times.
- \* Thus, we think ASBISc warrants a valuation closer to the industry average, despite near-term uncertainties. Applying a multiple of 10 to our 2022 EPS estimate of \$1.17 (4.91 PLN), we arrive at a fair value estimate for ASB of approximately 49 PLN per share, applying a recent 4.2: PLN to U.S. dollar exchange rate), well above its current price near 12 PLN.

## INVESTMENT THESIS

Founded in 1990, Cyprus-based ASBISc Enterprises PLC specializes in the distribution of computer hardware and software, mobile solutions, and other IT products and digital equipment. ASBISc currently sells products in 56 countries, including those purchased from leading global technology manufacturers, including Apple, Intel, AMD, Samsung, Microsoft, Acer and Lenovo. As of the end of 2021, ASBISc was the official distributor of Apple products in 11 countries of the former Soviet Union (FSU). ASBISc also generates revenue from the sale of private-label products, including Prestigio (tablets, external storage, GPS devices, car-DVRs, multiboards, etc.), Canyon (power banks, networking products,

and other peripheral devices), and Perenio (IoT products, and building control and security systems). ASBISc has subsidiaries in 26 countries and approximately 20,000 customers worldwide.

Former Soviet Union countries, including Russia, Ukraine and Kazakhstan accounted for approximately 58% of revenue in 2021, up from 54.5% in 2020, and have accounted for more than half of revenue in recent years. Central and Eastern Europe (21% in 2021, compared with 24% in 2020), Middle East and Africa (11%, compared with 12%), Western Europe (9% compared with 7%), and Other (2%, unchanged) accounted for the balance of 2021 sales. Due to the disruption to its operations in Russia and Ukraine, we expect ASBISc to shift resources to support continued growth in unaffected markets.

In our view, ASBISc benefits from the strong relationships it has developed with key IT vendors over the past 30 years, and is well positioned to source high-demand products thanks to its robust distribution network that has enabled a strong presence in multiple fast-growing markets. The company has a centralized distribution platform that allows for greater efficiency and lower transport costs, thus boosting margins. Its two distribution centers in the Czech Republic and the United Arab Emirates receive products from vendors, and then distribute these products in individual countries. The company is also expanding warehouse space in Poland. We think this infrastructure is pivotal, as the company adjusts its distribution mix to mitigate disruptions in its Russian and Ukrainian markets.

Margins also have benefited from the increase in online transactions, and from an automated system that coordinates supply-chain management activities. At the end of 2021, ASBISc cited 60% of its transactions taking place online. In 2021, the company reported a gross margin of 7.1%, up from 5.8% and 5.4% for the full-year in 2020 and 2019, respectively. This improvement in gross margin has narrowed the gap with the long-term average near 9% for our global technology distributor peer group, which we believe has been under-appreciated by investors.

In recent years, a majority of ASBISc's sales have comprised three product categories: smartphones (29% in 2021, consistent with 2020), CPU's (14% in 2021, 17% in 2020) and laptops (10% in 2021, 8% in 2020). The smartphone category has been supported by strong demand for Apple products and we view its status as an authorized distributor of Apple products in 11 countries of the Former Soviet Union (excluding Russia), and operator of 21 stores (17 reseller and 4 Apple monobrand) in five countries, including seven in the high growth market of Kazakhstan, positively. The company plans to open three more Apple-focused stores throughout

*(continued on next page)*

## PEER COMPARISON

Company	Ticker	Recent Price (\$)	52-Week High (\$)	52-Week Low (\$)	Mkt. Cap (\$MIL)	1-yr Price Change (%)	1-yr Rev Growth (%)	1 YR EPS Growth (%)	P/E Ratio	Beta	Yield (%)
ASBIS ENTERPRISES PLC	WSE: ASB	11.95*	28.10*	8.60*	665*	-28	30	111	2.1	0.70	10.9
ARROW ELECTRONICS INC	NYSE: ARW	109.81	137.95	107.11	7,360	-5	20	103	7.3	1.47	NA
AVNET INC	NASDAQ: AVT	37.39	45.43	35.71	3,700	-14	11	NM	19.4	1.46	2.8
INSIGHT ENTERPRISES INC	NASDAQ: NSIT	100.47	111.02	88.28	3,506	3	13	10	16.9	1.70	NA

\* Stock Statistics in PLN

2022. The company's Apple resale effort operates under its Breezy subsidiary, which purchases used Apple products in exchange for discounts on new purchases, and then resells the older products, which retain substantial value in secondary markets.

Besides Apple, ASBISc's growth has enabled the company to achieve authorized distributor status with leading international suppliers, which has resulted in enhanced commercial terms and its distribution of higher margin products.

Over the past few years, the company's strategy to focus more on expanding gross margins and profitability has been evident in the development of new internally developed private label brands, thus complementing its legacy Prestigio and Canyon brands. Supporting this commitment to new product growth and innovation, ASBISc opened a technology hub in Cyprus. In 2018, the company introduced its Perenio smart-home and smart-security sensor brand, which launched an internally developed and manufactured Perenio Ionic Shield, which is a portable ion air diffuser designed to protect against known coronaviruses, including COVID-19.

In late 2021, the company launched a new brand of appliances called AENO under a small household appliances segment, contributing to a "smart home" concept. Initial products in this category were launched during the first quarter of 2022 and we are encouraged by retailer feedback about the product line. AENO includes products such as air purifiers and humidifiers, robot vacuum cleaners, cooking appliances and personal hygiene products. In our view, such products are poised for solid commercial uptake, given ASBISc's strong existing distribution channels and vendor relationships. Similarly, in late 2021, the company launched gaming brand Lorgar, featuring a new line of gaming accessories including mice, keyboards, chairs, microphones, web cameras, headsets, and other peripherals. The full-scale product range will be released in Q2-2022.

We believe that ASBISc has also made great strides to expand its gross margin profile by investing in value-added distributor (VAD) capabilities. For example, its servers are certified to support cloud-based services through the Microsoft Azure platform, which enable customers to transfer data centers to the cloud. The company is focused on expanding its product portfolios to support customers that are upgrading their digitization and remote capabilities, which we view as a high growth priority across many countries in its areas of operation.

Recently, ASBISc made a strategic investment of €1m in privately-held EMBIO Diagnostics Ltd, an emerging biotechnology company that designs and develops innovative biosensor-based devices for rapid diagnostics in the field of food safety, air quality testing and environmental research. EMBIO has also developed portable devices for the medical industry for the fast detection and diagnosis of SARS-CoV-2. Given its applicability in both professional (B2B) and individual (B2C) settings, we see this investment potentially representing new avenues of growth for ASBISc.

We also view positively ASBISc's recognition as a socially responsible company, which we think should lead to its inclusion in global ESG investor portfolios over time. To that end, in September 2021, ASBISc entered the WIG-ESG index, which includes WSE-listed companies cited as socially responsible companies, in particular in the field of environmental, social, economic, and

corporate governance issues. Further, ASBISc was among seven WSE-listed companies with the highest ratings and cited as a "Climate Aware Company," in the exchange's the third edition of the Companies Climate Awareness Survey. Finally, we view positively the company's commitment to humanitarian efforts, with its launch of an aid fund called UkraineHelpFund, which supplied needed medical, industrial and food products to Ukraine throughout the ongoing conflict.

## RECENT DEVELOPMENTS

ASBISc shares trade on the Warsaw Stock Exchange (WSE) under the ticker ABS. In 2021, the stock rose 169%, compared to a 14% increase for the WIG 20 Index, which consists of the 20 largest companies on the WSE. Year-to-date in 2022, the stock has declined 34%, versus an 8% decline for the WIG 20.

In February 2022, ASBISc reported 2021 revenues of \$3.1 billion, up 30% over the previous year. EPS of \$1.39, more than doubled from 2020's \$0.66. Net profit of \$77.1 million in 2021 also more than doubled from 2020's \$36.5 million.

In September 2021, ASBISc was added to the WIG-ESG index, which recognizes Warsaw Stock Exchange companies as socially responsible, highlighting fields including environmental, social, economic and corporate governance issues.

## EARNINGS & GROWTH ANALYSIS

We forecast revenue of \$2.8 billion in 2022 and \$3.45 billion in 2023, representing a 9% decline and 26% growth, respectively. We expect near-term results to be challenged by the ongoing conflict between Russia and Ukraine, which combined for nearly one-third of its 2021 revenues. However, we view ASBISc as well positioned to mitigate these challenges by diversifying its geographic mix, in countries including Kazakhstan, Poland and Slovakia, as well as driving expansion of its product portfolio, including new, private-label brands such as AENO and Lorgar in 2022. Further, we see rollout of its Apple reseller business contributing to results over the full-year. We note that ASBISc is not subject to sanctions resulting from the conflicts in their operating markets, and is adhering to all restrictions imposed on Russia and Belarus.

The company is emphasizing margin expansion, and raised its gross margin to over 7% in 2021, over 5.8% in 2020. Given its focus on private-label product sales and value-added services, we project gross margins of 7.2% and 7.4% in 2022 and 2023, respectively. We see SG&A expenses increasing as a percentage of sales to 3.7% in both periods, from 3.4% in 2021, as it invests in new product launches and opportunities for long-term growth.

We forecast EPS of \$1.17 in 2022 and \$1.60 in 2023, which would represent a 16% decline from 2021's EPS of \$1.39, but 37% growth in 2023. Despite an outlook for near-term volatility in its financial results, we expect ASBISc to maintain positive cash flow from its operations, driven by its geographic and product diversification strategy.

## FINANCIAL STRENGTH & DIVIDEND

Our financial strength rating for ASBISc is Medium-High. The company had \$185 million in cash and equivalents on its balance sheet as of December 31, 2021, up from \$159 million at the end of 2020.

As of December 31, 2021, ASBISc had a current ratio of 1.2. This ratio has been stable since 2015 and is below the average of 1.5 for Technology Distributor peers. At the end of 2021, the total debt/capital ratio was 53%, though we view the company's liquidity position as strong and underappreciated, as nearly all of its balance sheet liabilities relate to short-term borrowing to help finance the expansion of inventory and product distribution.

We believe that the company's cash conversion metrics underscore the efficiency of its selling infrastructure and strong relationships with suppliers. The average cash conversion cycle was approximately 33 days as of December 31, 2021, well below the average of 34 days for peers. Average days sales outstanding (DSO) was 38 days, less than half the peer average of 65. Days sales of inventory (DSI) was 38.4 days, roughly in line with the peer average of 41, which we view as important given that tech products can quickly become obsolete as new products reach the market. Lastly, average days payable outstanding (DPO) was roughly 44 days, down from nearly 50 days last year, and compared to 63 days for the peer group.

The weighted-average cost of debt (cash lines and factoring lines) was 6.0% in 2020, down from 8% in 2020. We note that despite recent uncertainties in its primary regions of operations, ASBISc has negotiated improved terms with lenders, and we expect continued favorable lending terms, supported by its enhanced financial position.

Net cash inflows from operating activities in 2021 were \$41.4 million, compared with \$42.2 million in 2020. Net cash outflows from investing activities were \$15.0 million in 2021, up from \$4.8 million in 2020. Net cash inflows from financing activities were \$10.9 million, compared to outflows of \$2.0 million in 2020.

In addition to investing in growth initiatives, ASBISc has focused on shareholder returns, which we view as a strong positive. It currently distributes up to 50% of net profits as dividends. In March 2022, the company recommended a \$0.10 final dividend for 2021, which, if approved by the board, would result in a total dividend of \$0.30 for 2021, which implies a yield over 10%, at the current valuation. In 2019, ASBISc also began a share-repurchase program and bought back more than 300,000 shares. With liquidity supported by growing revenue, positive operating cash flow, growing net income, and access to borrowed capital, we believe that ASBISc is well capitalized for the foreseeable future.

## MANAGEMENT

Siarhei Kostevitch is the founder, president and CEO of ASBISc. Mr. Kostevitch received a Master's degree in radio engineering design at the Radio Engineering University of Minsk in 1987. Between 1987 and 1992, he worked at the Research Centre at the Radio Engineering University. Mr. Kostevitch, through KS Holdings, Ltd., holds approximately 37% of the company's shares and voting power.

ASBISc's board currently has six members. Although the board has only two independent directors, we note that these directors chair the company's audit and remuneration committees.

## RISKS

Risks for ASBISc include increased competition from both established companies and new entrants; the potential for economic

and political developments that are currently impacting business conditions in major markets such as Russia and Ukraine possibly limiting the ability to expand to new countries; periodic shortages of specific IT components, particularly semiconductors and microchips, and the potential for unfavorable changes to its products selection and quality, inventory, price, customer services and credit availability; and changes in foreign exchange rates. ASBISc's reporting currency is the U.S. dollar, which accounted for 50% of revenues in 2021 and about 80% of trade payable balances. As such, a stronger U.S. dollar would lower revenue and gross profit, while a weaker U.S. dollar would have a positive impact on revenue and gross profit.

In its industry, we see potential for customer concentration risk, but view ASBISc positively in this regard, as no customer accounted for more than 3% of its revenues in 2021.

## COMPANY DESCRIPTION

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## VALUATION

In our view, ASBISc's current valuation remains compelling based on multiple metrics and does not fairly reflect the company's strong underlying fundamentals, near-term uncertainties notwithstanding. The company's recent market capitalization of approximately \$160 million (665 million PLN) implies a multiple of less than 0.1-times our 2022 revenue estimate, below the average multiple of 0.4 for our group of global electronics-distribution peers. The stock also trades at a trailing 2021 enterprise value/EBITDA multiple less than 2-times, below the peer average of 9-times. Despite more than doubling in 2021, ASBISc's peak valuation during the year traded at a forward P/E around 5-times its 2021 EPS result, well below the peer average of 14 to 15-times.

We think that recent initiatives, including reselling Apple products and focusing on marketing innovative, private-label products under the Perenio, and newly launched ANEO and Lorgar brands, are likely to leverage ASBISc's robust infrastructure network across Europe, and should enhance the company's reputation among investors over time. Further, we view the company's overall liquidity position as strong, as nearly all of its debt relates to short-term borrowing to help finance inventory purchases and product distribution. As such, these obligations are mitigated by the company's supply-chain efficiency and strong revenue and cash flow.

Based on these factors, we believe that ASBISc warrants a discount to the industry average, albeit a narrower one. Applying a multiple of 10-times to our 2022 EPS estimate of \$1.17 (PLN 4.91, using a recent PLN-to-USD exchange rate near 4.2:1), we arrive at a fair value estimate for ASB of 49 PLN per share, well above the current price near 12 PLN.

Steve Silver,  
Argus Analyst



## INCOME STATEMENT

Growth Analysis (\$MIL)	2018	2019	2020	2021	Q1 2022E	Q2 2022E	Q3 2022E	Q4 2022E	2022E	Q1 2023E	Q2 2023E	Q3 2023E	Q4 2023E	2023E
Revenue	2,069.6	1,914.9	2,366.4	3,078.0	705.0	588.0	665.0	842.0	2,800.0	805.0	742.4	839.6	1,063.0	3,450.0
Gross Profit	98.1	104.1	138.3	218.5					201.6					254.7
SG&A	68.7	71.1	81.6	104.8					104.4					127.7
R&D	I NA	NA	NA	NA					NA					NA
Operating Income	29.4	33.1	56.7	113.7					97.3					127
Interest Expense	-13.6	-12.7	-11.6	-17.0					-19.6					-19.6
Pretax Income	15.5	19.4	44.7	94.3					77.7					107.4
Tax Rate (%)	21	19	18	18					18					18
Net Income	12.0	15.2	36.5	77.1					65.0					88.9
Diluted Shares	55.5	55.4	55.5	55.5					55.5					55.5
EPS	0.22	0.28	0.66	1.39	0.30	0.23	0.27	0.37	1.17	0.36	0.33	0.39	0.52	1.60
Dividend	0.10	0.14	0.30	0.30					NA					NA
<b>Growth Rates (%)</b>														
Revenue	39	-7	24	30					-9					23
Operating Income	I 20	13	71	101					-14					31
Net Income	I 74	27	140	111					-16					37
EPS	I 69	27	136	111					-16					37
<b>Valuation Analysis</b>														
Price (PLN): High	3.64	3.56	8.08	28.2					NA					NA
Price (PLN): Low	2.34	2.05	1.77	6.1					NA					NA
PE: High	I NA	NA	NA	NA					NA					NA
PE: Low	I NA	NA	NA	NA					NA					NA
PS: High	I NA	NA	NA	NA					NA					NA
PS: Low	I NA	NA	NA	NA					NA					NA
Yield: High	I NA	NA	NA	NA					NA					NA
Yield: Low	I NA	NA	NA	NA					NA					NA
<b>Financial &amp; Risk Analysis (\$MIL)</b>														
Cash	101.4	103.7	158.9	184.6					NA					NA
Working Capital	70.7	79.4	105.3	147.5					NA					NA
Current Ratio	1.2	1.2	1.2	1.2					NA					NA
LTDebt/Equity (%)	0.1	3.1	4.2	2.7					NA					NA
Total Debt/Equity (%)	148	129	161	112					NA					NA
<b>Ratio Analysis</b>														
Gross Profit Margin	4.7%	5.4%	5.8%	7.1%					7.2%					7.4%
Operating Margin	1.4%	1.7%	2.4%	3.7%					3.5%					3.7%
Net Margin	0.6%	0.8%	1.5%	2.5%					2.3%					2.6%
Return on Assets (%)	3.6	3.6	5.0	8.3					NA					NA
Return on Equity (%)	12.4	14.7	30.0	47.4					NA					NA
Op Inc/Int Exp	2.2	2.6	4.9	6.7					5.0					6.5
Div Payout	0.45	0.50	0.45	0.22					NA					NA

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