

Promotora de Informaciones SA A PRS ★★★^Q 18 Nov 2019 02:00 UTC

Last Close
18 Nov 2019
1.33

Fair Value^Q
18 Nov 2019 02:00 UTC
1.50

Market Cap
18 Nov 2019
945.0 Mil

Sector
Communication Services

Industry
Entertainment

Country of Domicile
ESP Spain

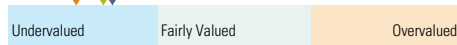
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Company Profile

Promotora de Informaciones SA operates under the commercial name 'Prisa' which is a multimedia group in Spain and Portugal. The business is operated through various segment which includes Education, Radio, Press, and Audiovisual segment. Through its segments its sells educational books under Santillana brand; operates radio network stations, distributes newspapers, magazines, and other periodical publications. It also provides cable and satellite television services, production and marketing of

Quantitative Scores

		Scores		
		All	Rel Sector	Rel Country
Quantitative Moat	None	56	50	38
Valuation	Undervalued	36	26	60
Quantitative Uncertainty	Very High	63	68	53
Financial Health	Moderate	47	29	13



Source: Morningstar Equity Research

Valuation

	Current	5-Yr Avg	Sector Median	Country Median
Price/Quant Fair Value	0.89	0.90	0.84	0.87
Price/Earnings	—	16.5	15.3	15.0
Forward P/E	—	—	14.6	12.5
Price/Cash Flow	—	3.1	6.0	8.8
Price/Free Cash Flow	—	6.1	15.6	15.2
Trailing Dividend Yield %	—	—	4.22	3.93
Price/Book	—	0.3	2.0	1.9
Price/Sales	0.8	0.3	1.3	1.4

Profitability

	Current	5-Yr Avg	Sector Median	Country Median
Return on Equity %	—	—	13.0	12.9
Return on Assets %	-21.5	-13.3	4.8	3.3
Revenue/Employee (K)	140.7	143.5	685.3	240.3

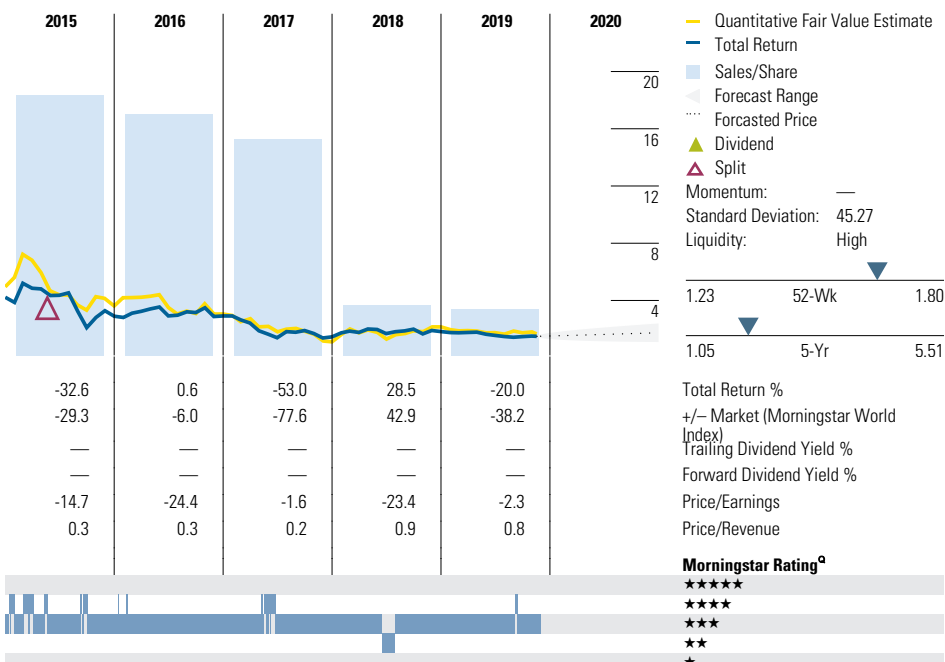
Financial Health

	Current	5-Yr Avg	Sector Median	Country Median
Distance to Default	0.5	0.3	0.5	0.7
Solvency Score	—	—	527.0	556.5
Assets/Equity	-5.3	-5.3	1.9	2.7
Long-Term Debt/Equity	-3.7	-3.7	0.3	0.4

Growth Per Share

	1-Year	3-Year	5-Year	10-Year
Revenue %	-4.8	-2.6	-3.8	-10.2
Operating Income %	-1.0	8.5	8.5	-9.2
Earnings %	—	—	-7.3	-32.4
Dividends %	—	—	—	—
Book Value %	-32.4	-16.6	—	—
Stock Total Return %	-11.5	-22.7	-16.0	-29.6

Price vs. Quantitative Fair Value

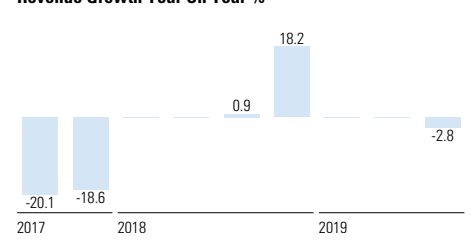


	2014	2015	2016	2017	2018	TTM	Financials (Fiscal Year in Mil)
Revenue	1,408	1,348	1,330	1,145	1,246	1,193	Revenue
% Change	-47.5	-4.3	-1.3	-13.9	8.8	-4.3	% Change
Operating Income	11	115	130	102	147	94	Operating Income
% Change	-83.1	966.1	12.4	-21.0	44.0	-36.3	% Change
Net Income	-2,237	5	-68	-103	-269	-377	Net Income
Operating Cash Flow	106	168	192	105	193	—	Operating Cash Flow
Capital Spending	-74	-80	-72	-63	-69	-76	Capital Spending
Free Cash Flow	32	88	120	42	124	—	Free Cash Flow
% Sales	2.3	6.5	9.0	3.7	10.0	—	% Sales
EPS	-10.43	0.07	-0.87	-1.30	-0.54	-0.69	EPS
% Change	—	—	-1,342.9	—	—	—	% Change
Free Cash Flow/Share	-0.05	0.55	0.58	0.61	—	—	Free Cash Flow/Share
Dividends/Share	0.00	0.00	0.00	0.00	0.00	0.00	Dividends/Share
Book Value/Share	-2.46	-3.28	-2.31	-3.41	-0.08	-0.58	Book Value/Share
Shares Outstanding (K)	136,195	148,278	148,519	148,632	589,376	708,369	Shares Outstanding (K)
Return on Equity %	-395.9	—	—	—	—	—	Profitability
Return on Assets %	-43.5	0.2	-3.0	-5.1	-15.0	-21.5	Return on Assets %
Net Margin %	-158.8	0.4	-5.1	-9.0	-21.6	-31.6	Net Margin %
Asset Turnover	0.27	0.45	0.59	0.57	0.70	0.68	Asset Turnover
Financial Leverage	—	—	—	—	—	—	Financial Leverage
Gross Margin %	81.5	84.2	83.7	84.5	85.4	—	Gross Margin %
Operating Margin %	0.8	8.6	9.7	8.9	11.8	7.9	Operating Margin %
Long-Term Debt	2,628	1,896	1,643	636	1,144	1,179	Long-Term Debt
Total Equity	-476	-462	-425	-564	-310	-407	Total Equity
Fixed Asset Turns	7.0	10.0	10.6	11.2	14.6	8.6	Fixed Asset Turns

Quarterly Revenue & EPS

Revenue (Mil)	Mar	Jun	Sep	Dec	Total
2019	312.3	—	311.2	—	—
2018	—	—	320.1	296.9	1,246.1
2017	362.5	281.1	317.4	251.2	1,144.8
2016	324.5	291.8	397.0	308.5	1,330.0
Earnings Per Share (€)					
2019	-0.07	—	-0.08	—	—
2018	0.02	-0.02	-0.01	-0.45	-0.54
2017	0.15	-0.05	-0.46	-0.32	-1.30
2016	0.09	-0.16	0.16	-0.55	-0.87

Revenue Growth Year On Year %



Quantitative Equity Reports Overview

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The Quantitative Ratings are calculated daily and derived from the analyst-driven ratings of a company's peers as determined by statistical algorithms. Morningstar, Inc. ("Morningstar", "we", "our") calculates Quantitative Ratings for companies whether or not it already provides analyst ratings and qualitative coverage. In some cases, the Quantitative Ratings may differ from the analyst ratings because a company's analyst-driven ratings can significantly differ from other companies in its peer group.

i. **Quantitative Fair Value Estimate:** Intended to represent Morningstar's estimate of the per share dollar amount that a company's equity is worth today. Morningstar calculates the Quantitative Fair Value Estimate using a statistical model derived from the Fair Value Estimate Morningstar's equity analysts assign to companies. Please go to <http://global.morningstar.com/equitydisclosures> for information about Fair Value Estimate Morningstar's equity analysts assign to companies.

ii. **Quantitative Economic Moat:** Intended to describe the strength of a firm's competitive position. It is calculated using an algorithm designed to predict the Economic Moat rating a Morningstar analyst would assign to the stock. The rating is expressed as Narrow, Wide, or None.

Narrow – assigned when the probability of a stock receiving a "Wide Moat" rating by an analyst is greater than 70% but less than 99%.

Wide – assigned when the probability of a stock receiving a "Wide Moat" rating by an analyst is greater than 99%.

None – assigned when the probability of an analyst receiving a "Wide Moat" rating by an analyst is less than 70%.

iii. **Quantitative Star Rating:** Intended to be the summary rating based on the combination of our Quantitative Fair Value Estimate, current market price, and the Quantitative Uncertainty Rating. The rating is expressed as One-Star, Two-Star, Three-Star, Four-Star, and Five-Star.

One-Star – the stock is overvalued with a reasonable margin of safety.

*Log (Quant FVE/Price) < -1*Quantitative Uncertainty*

Two-Star - the stock is somewhat overvalued.

*Log (Quant FVE/Price) between (-1*Quantitative Uncertainty, -0.5*Quantitative Uncertainty)*

Three-Star – the stock is approximately fairly valued.

*Log (Quant FVE/Price) between (-0.5*Quantitative Uncertainty, 0.5*Quantitative Uncertainty)*

Four-Star – the stock is somewhat undervalued.

*Log (Quant FVE/Price) between (0.5*Quantitative Uncertainty, 1*Quantitative Uncertainty)*

Five-Star – the stock is undervalued with a reasonable margin of safety.

*Log (Quant FVE/Price) > 1*Quantitative Uncertainty*

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Low – the interquartile range for possible fair values is less than 10%

Medium – the interquartile range for possible fair values is less than 15% but greater than 10%

High – the interquartile range for possible fair values is less than 35% but greater than 15%

Very High – the interquartile range for possible fair values is less than 80% but greater than 35%

Extreme – the interquartile range for possible fair values is greater than 80%

v. **Quantitative Financial Health:** Intended to reflect the probability that a firm will face financial distress in the near future. The calculation uses a predictive model designed to anticipate when a company may default on its financial obligations. The rating is expressed as Weak, Moderate, and Strong.

Weak – assigned when Quantitative Financial Health < 0.2

Moderate – assigned when Quantitative Financial Health is between 0.2 and 0.7

Strong – assigned when Quantitative Financial Health > 0.7

Other Definitions

i. **Last Close** – Price of the stock as of the close of the market of the last trading day before date of the report.

ii. **Quantitative Valuation** – Using the below terms, intended to denote the relationship between the security's **Last Price** and Morningstar's quantitative fair value estimate for that security.

Undervalued – Last Price is below Morningstar's quantitative fair value estimate.

Fairly Valued – Last Price is in line with Morningstar's quantitative fair value estimate.

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