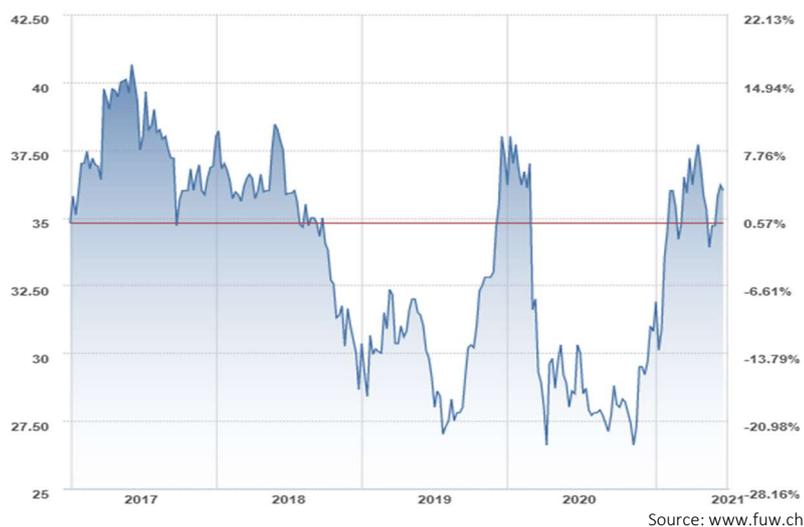


Calida

Valor: 12 663 946 Industry: Textile

SELL
CALN 5Y Price Target: **CHF 32.7.-** Price: **CHF 36.-** Upside: **-9.1%**

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Stock Data in Mio.

Price	36 CHF
52-Week Range	26.3 CHF-36.9 CHF
P/E	21x
Price/Book	1.81x
Dividend yield	2.2%
Market cap.	299 CHF
Sales	332.7 CHF
EBIT	11 CHF
Earnings	-1.4 CHF

Valuation

Calida is currently valued somewhat higher than usual. Like other companies, Calida's share price plummeted in March 2020 because of Corona. Since then, the price has rebounded strongly and is now back to pre-crisis levels. On average over the last 10 years, Calida has traded at a P/E ratio of 17x.

	12/2017	12/2018	12/2019	12/2020
P/E	20.2x	15.4x	19.4x	-
Price/Book	1.84x	1.43x	1.74x	1.59x

Growth

Calida has not been able to show any sales growth over the last 7 years. Sales have always fluctuated between CHF 449 million and CHF 416 million. The same applies to profit, which has remained stable at CHF 16 million. It can be assumed that this will continue to be the case in the future. Of the profit, slightly less than 50% is distributed annually.

	12/2017	12/2018	12/2019	12/2020
Sales	380	410	372	333
Growth		7.9%	-9.3%	-11.3%
Earnings (EBIT)	15.3	16.2	15.7	-1.4
Growth		5.9%	-3.1%	-108.9%

Description

Calida sells underwear and is active in the outdoor business with the brand Lafuma, which sells furniture. At the moment Calida is in a state of upheaval. Underperforming profitable brands are being divested. A stronger focus on e-commerce is being made. For the first time in a very long time, a negative profit was made at Calida because of Corona. Timo Schmidt has been the new CEO since April 2021. With 2800 employees, Calida is active in over 70 countries.

Outlook

While Calida's underwear business slumped slightly in the Corona crisis, sales of the outdoor furniture brand Lafuma increased. For the year 2021, it was announced that Calida is looking for a takeover candidate. A company in the lingerie and underwear sector or in the e-commerce sector is a possibility. In this way, Calida wants to further strengthen its online business, which increased by 70% last year. In 2021, earnings of CHF 1.8 per share are expected. This should pay out a dividend of 80 centimes. However, Calida's share price is already exhausted.

Efficiency

For an apparel manufacturer, the return on sales is not exactly outstanding, but it is stable. In comparison, Adidas has had the same return on sales for a very long time but has been able to increase it strongly in the last two years. In the future, a higher efficiency can't be assumed.

	12/2017	12/2018	12/2019	12/2020
Return on sales	4.4%	4.3%	4.5%	-0.4%
Sales per employee	130,552	137,971	139,298	125,622

Profitability

A return on equity of 9% is satisfactory. Compared to Adidas, Calida has half the return on equity adjusted to the equity ratio. Return on equity is not expected to increase in the coming years.

	12/2017	12/2018	12/2019	12/2020
Return on equity	9.6%	9.4%	9.0%	-0.85%
e.g. GN Store Nord	17.0%	26.7%	29.1%	6.7%

Balance sheet quality

Calida has a lot of cash. With these liquid assets, Calida can afford to make acquisitions for online trading. It is also good that the equity ratio was increased in 2020 and the debt ratio is at a low 91%. Should another crisis come, Calida is prepared for it.

	12/2017	12/2018	12/2019	12/2020
Equity ratio	62.6%	58.8%	48.7%	52.3%
Net. Liquidity	45.2	43.6	57.9	45.3
Debt-equity ratio	68.7%	74.4%	110%	91%

SWOT-Analysis

Strengths <ul style="list-style-type: none"> ▪ Solid balance sheet with plenty of cash and cash equivalents. ▪ Growth in the Lafuma garden furniture brand. ▪ Stable earnings over the last few years. 	Weaknesses <ul style="list-style-type: none"> ▪ No growth in sales and profits. ▪ High historical valuation.
Opportunities <ul style="list-style-type: none"> ▪ Acquisitions in the online retail sector can increase Calida's margins. 	Threats <ul style="list-style-type: none"> ▪ Growing competition in online retailing. ▪ Low growth prospects.

Appointments

GA: 15.04.2021, Luzern
 Year-end figures: 05.03.2021
 Quarterly statement: July/August

Website

<https://www.calida.com>

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