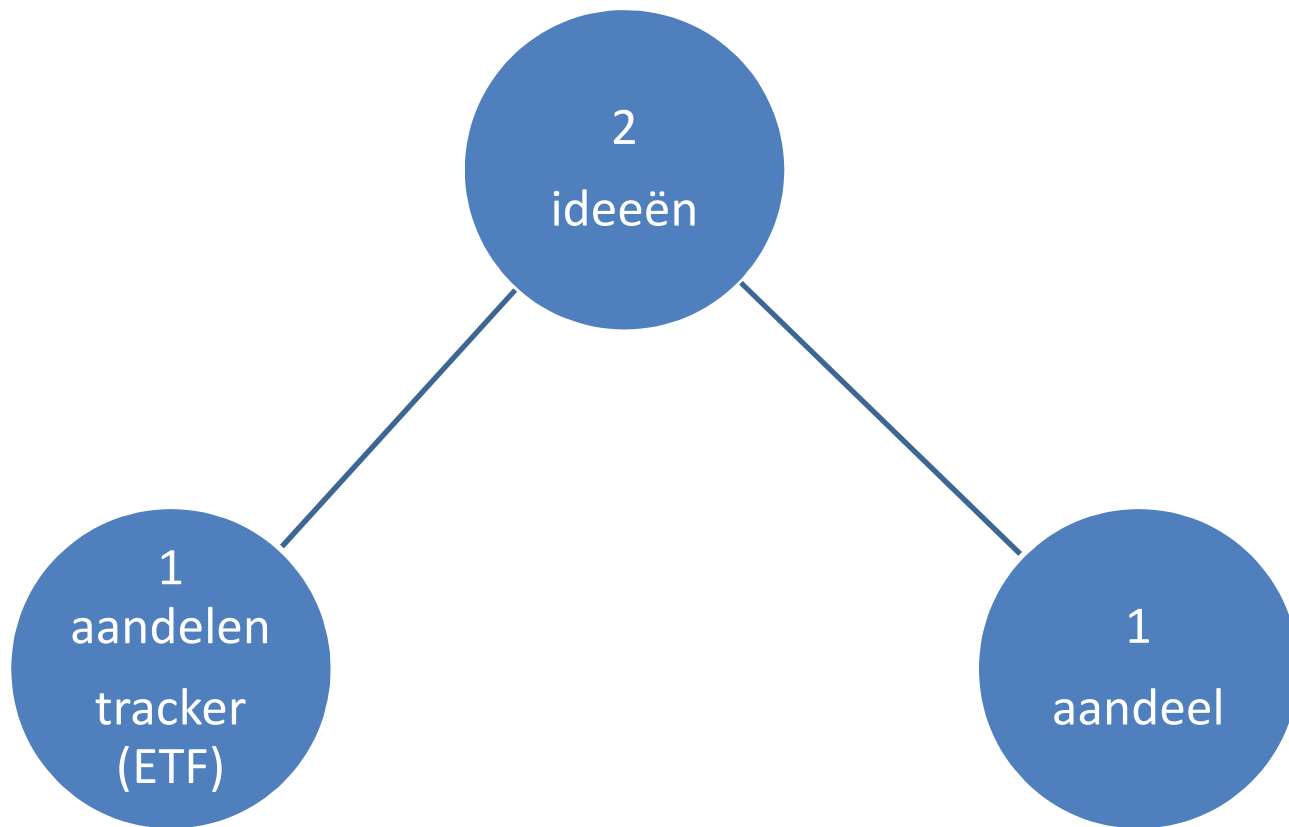

Hans Heytens

Hoofdstrateeg, Portfolio Manager

Contact

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AANDELENTRACKER

TRACKER: ISHARES STOXX 600 BANK ETF

HOOFDREDEN: CONTRARIAN SENTIMENT/*VALUATION CALL*

HORIZON: *MEDIUM(6m – 1y)*

POSITIONERING IN EEN WERELDWIJD BREED GEDIVERSIFIEERDE PORTEFEUILLE

	MSCI ALL COUNTRY	WEGHSTEEN
FINANCIALS	17%	14%
BANKS	9%	7%
INSURANCE	4%	3%
DIVERSIFIED	4%	4%

UW

20% US (UW)
50 % EUR (OW)
30 % Emerging (OW)

Nog steeds :

onderwogen wereldwijde financials (14% ipv 17%) ➔ but watching closely...
onderwogen wereldwijde banken (7% ipv 9%)

...maar overwogen 'European banks' & 'Emerging banks'

DUE DILIGENCE

Uitgever: Ishares (Blackrock)
 Site: www.ishares.nl

Ticker: SX7PEX GR
 ISIN: DE000AF5UJ7

Beurs: Duitsland
 Munt: EUR
 Dividend: Distributie

AUM: 355M
 Replicatie: Fysiek
TEP: 0,45 %

(Amundi: 0,25% maar swap based)

1y ETF: -24,3 %
 1y Index: -24,5 %
Tracking verschil +0,2%

Bid-ask 0,2%
Werkelijk kost 1y 0%

SITUERING

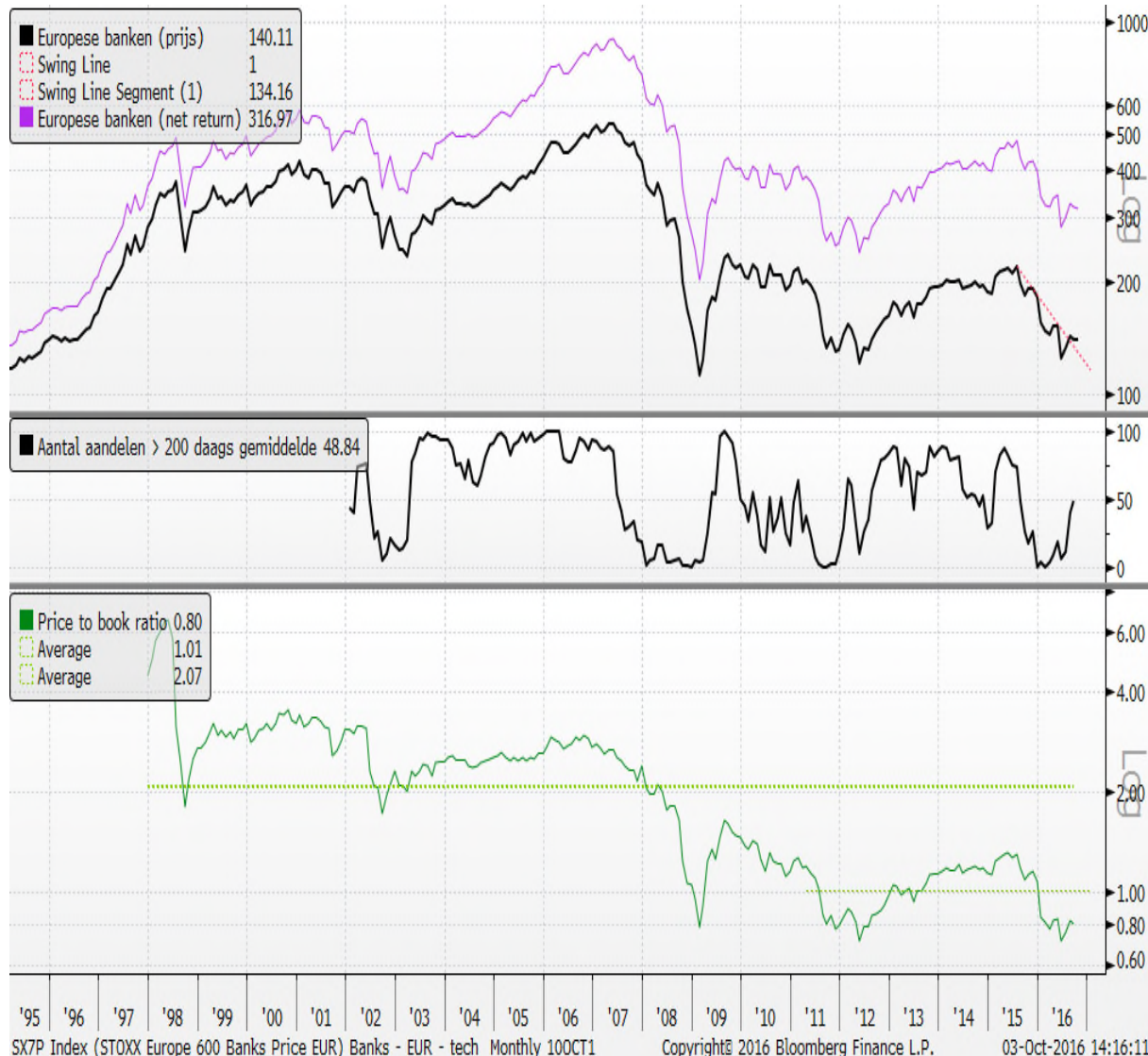
Aantal banken 45
 Regio

VK	30%
Spanje	15%
Frankrijk	12%
Zweden	11%
Italië	7%
Nederland	6%
.....	

TOP POSITIES

HSBC	17%
Santander	7%
BNP Paribas	7%
UBS	6%
ING	5%
Lloyds	5%
Barclays	4%
.....	

TECHNISCH & WAARDERING



20j prijs: 0%
 20j dividend: 3%
 Hoofdtrend: dalend

Positieve divergentie...in
 marktbreedte?

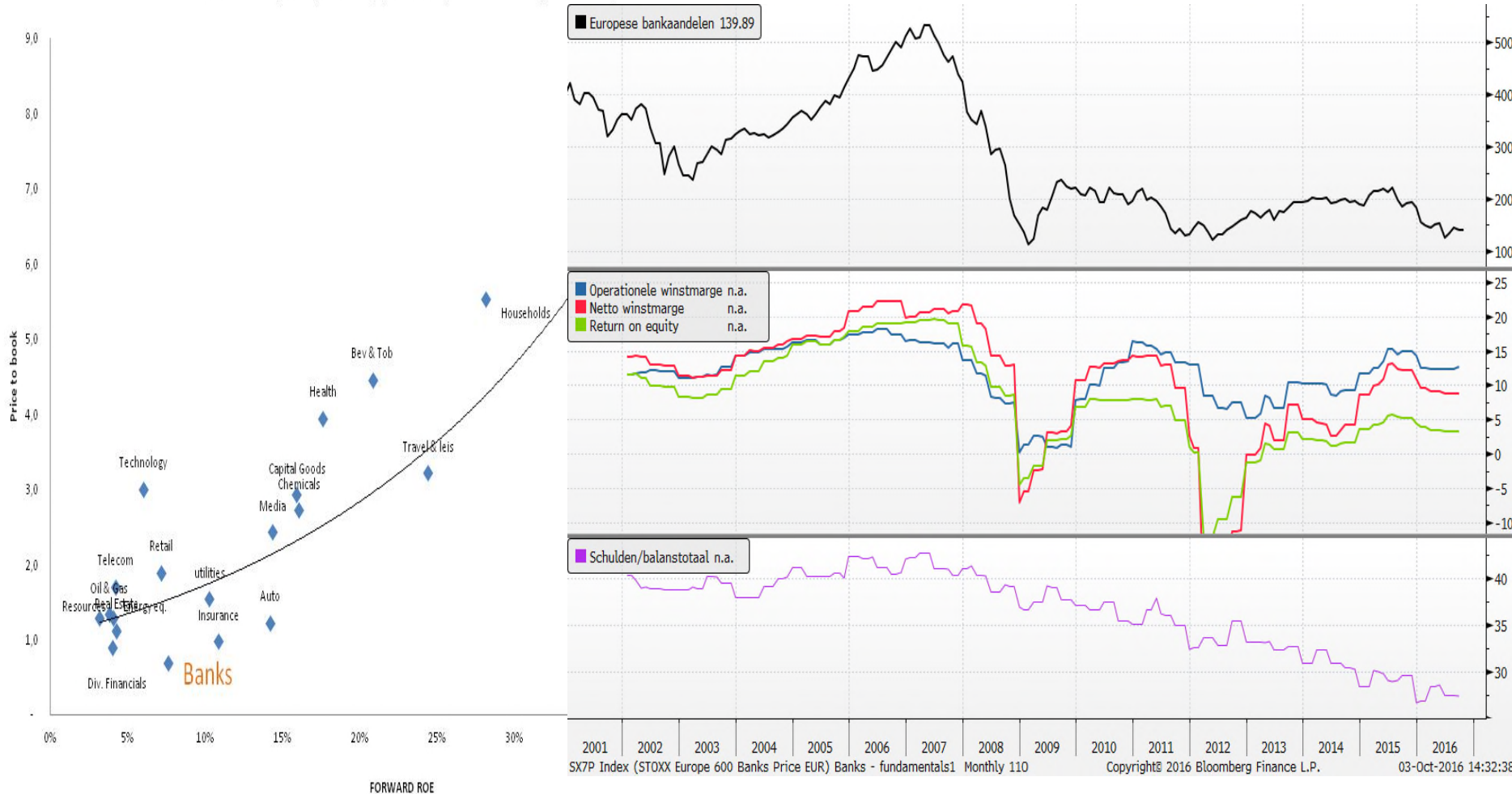
Sentiment = waardering

- zeer negatief
- contrarian?

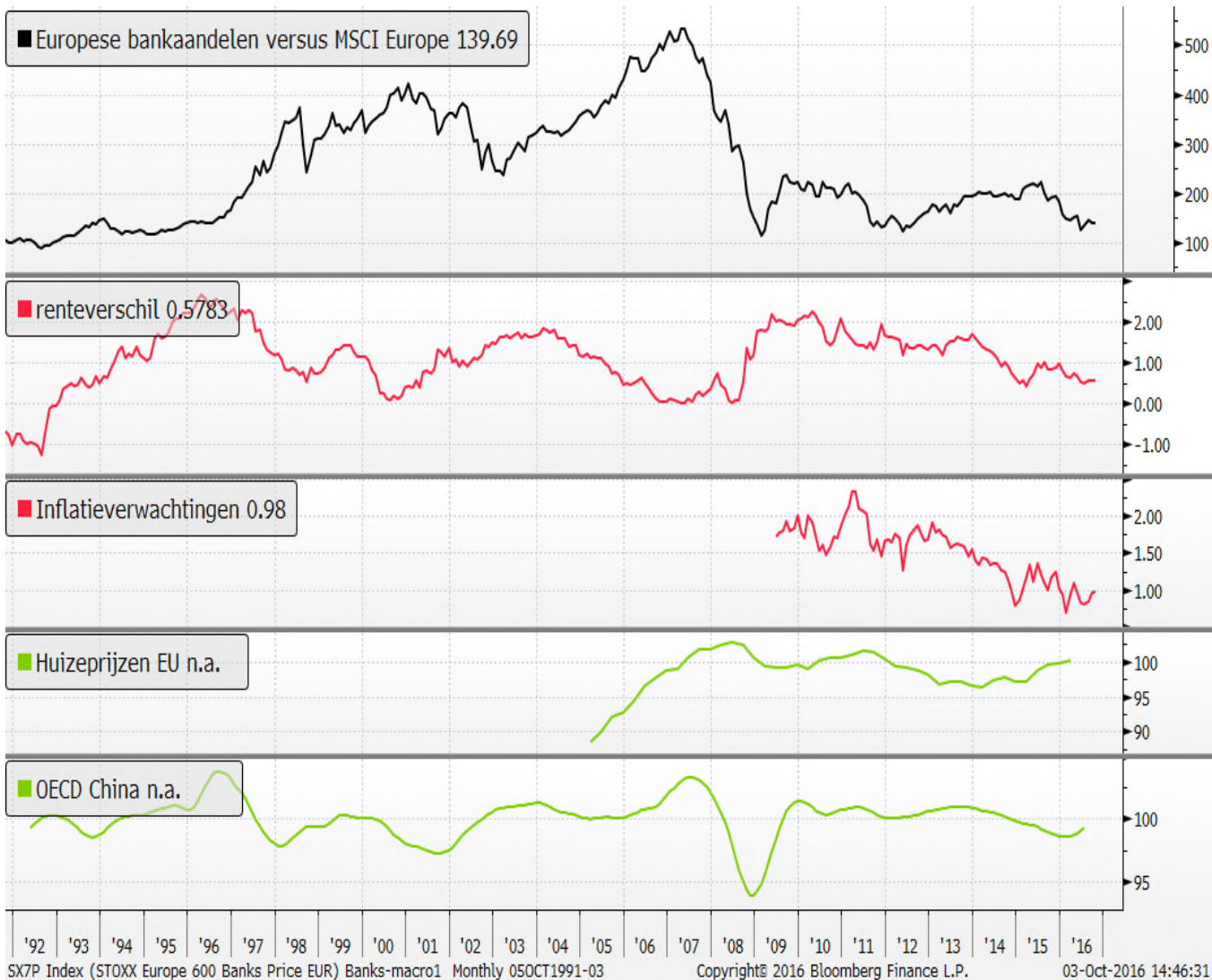
p/tb: 0,8
 5j gem: 1
 20j gemiddelde: 2

GROEI & WINSTGEVENDHEID

consensus expected profitability (forward roe) versus valuation (price to book)



MACRO



Negatief

- 1) 10-2 spread
- 2) Inflatie

Positief

- 1) Huizenprijzen
- 2) Emerging

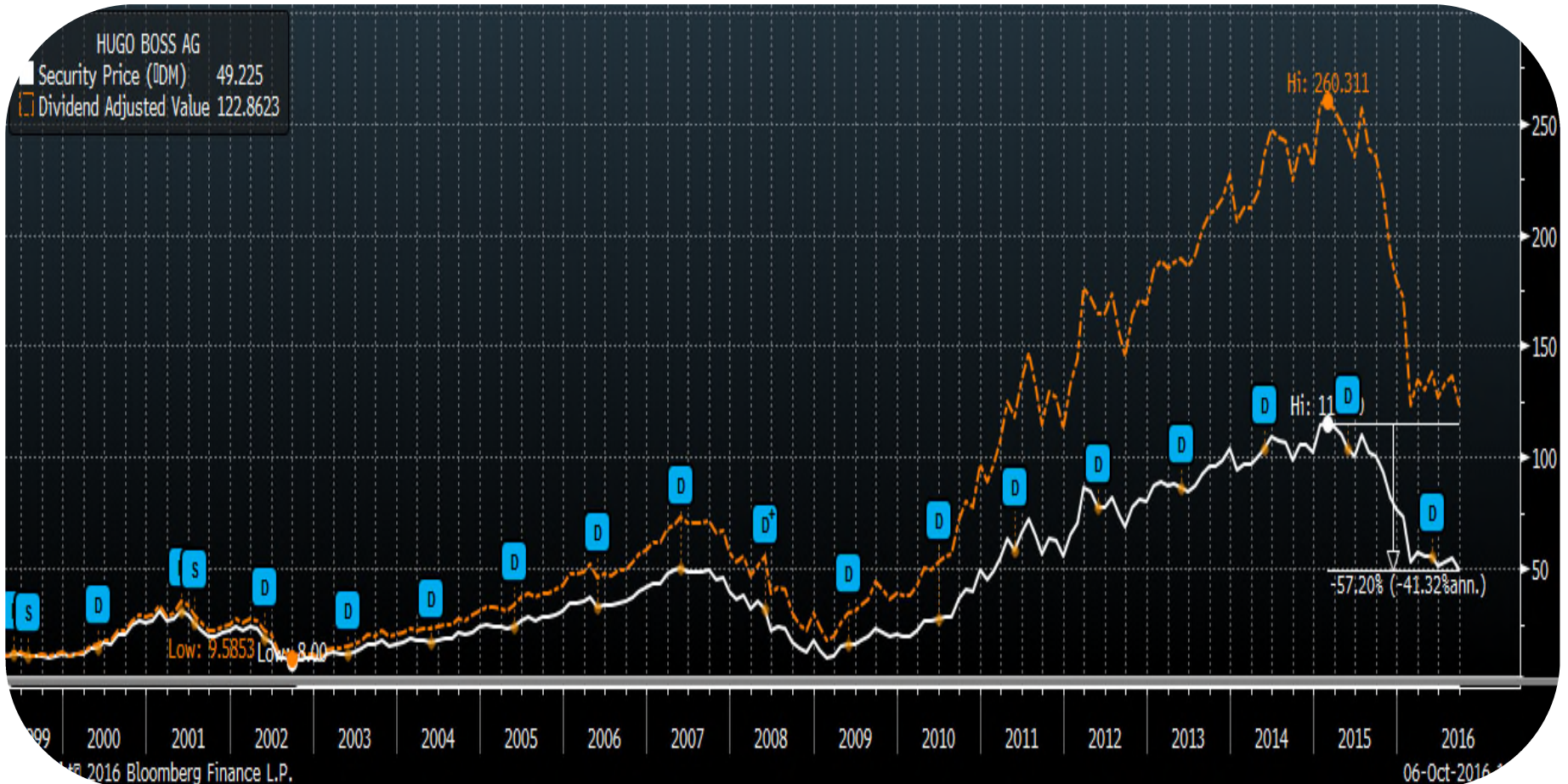
1 AANDEEL

HUGO BOSS



TRADING INFO

ISIN: DE000A1PHFF7
Beurs: Duitsland
Munt: EUR

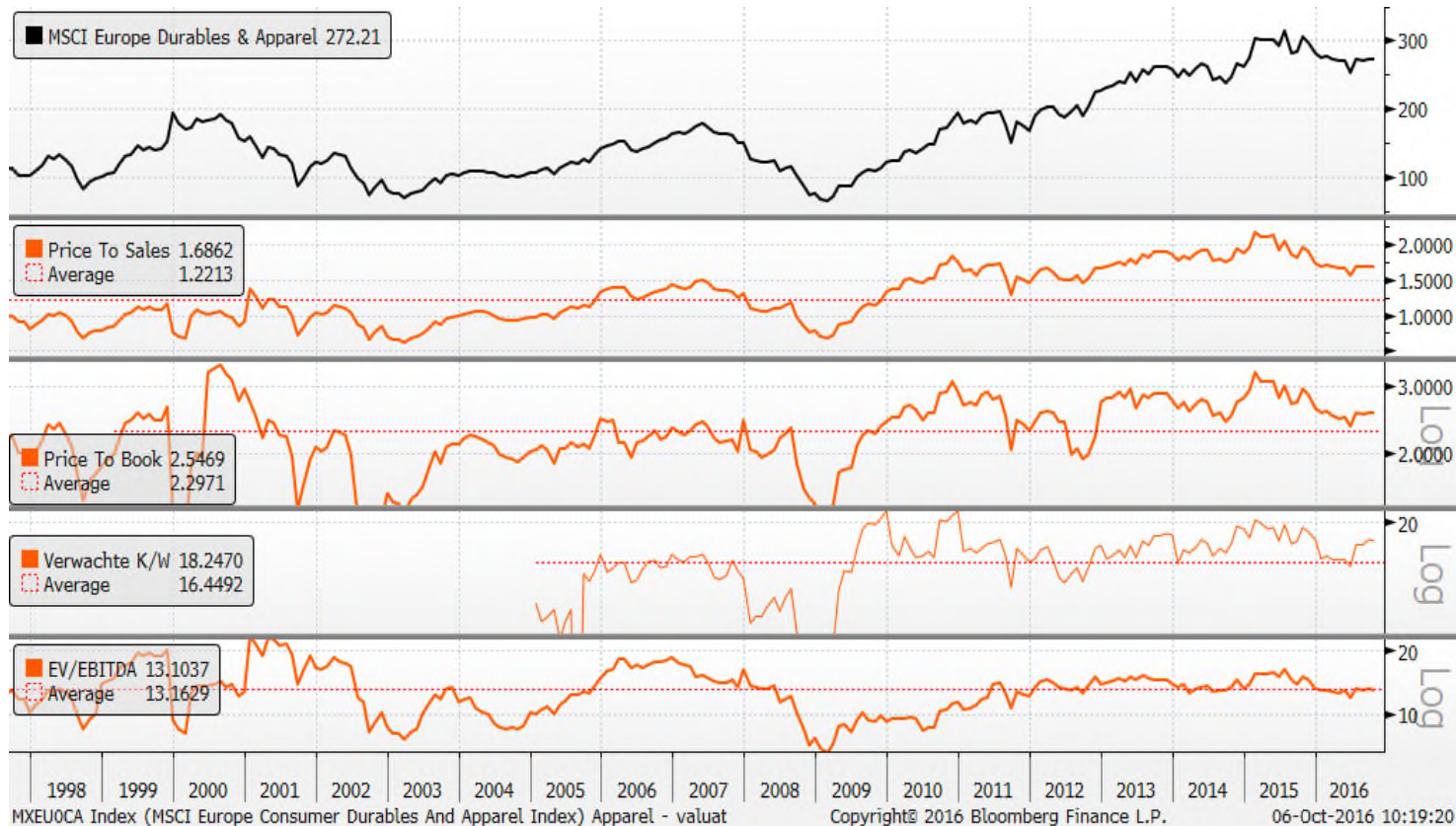
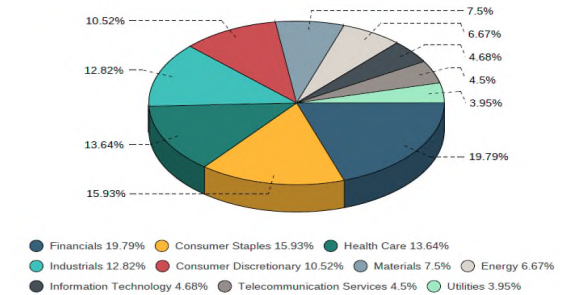


SITUERING

GICS SECTOR
GICS GROUP
GICS INDUSTRY

DISCRETIONARY
Consumers Durables & Apparel **(UW)**
Apparel, Accessories, Luxury

SECTOR WEIGHTS



SITUERING & KERNACTIVITEIT

Brand portfolio*

72% of Group sales
modern / sophisticated

BOSS
HUGO BOSS



9% of Group sales
modern / active

BOSS
HUGO BOSS



9% of Group sales
casual / urban chic

BOSS
HUGO BOSS

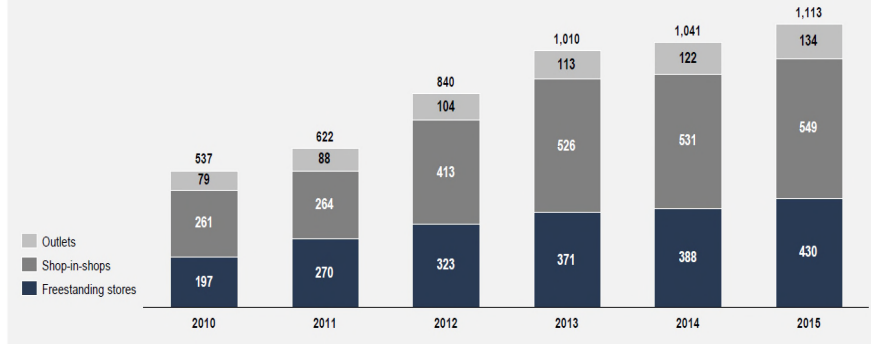


10% of Group sales
progressive / contemporary

HUGO
HUGO BOSS

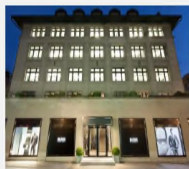


Number of own retail stores
as of December 31



Sales by region and major markets

Share of Group sales*



Europe

(incl. Middle East/Africa)

60%

Germany: 17%
Great Britain: 12%
France: 6%
Benelux: 5%
Other: 20%



Americas

24%

U.S.: 19%
Canada: 3%
Central & South America: 2%

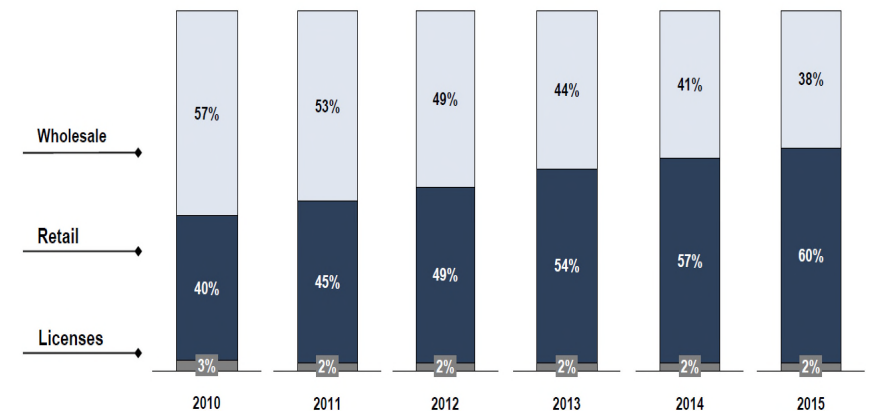


Asia/Pacific

14%

China: 8%
Oceania: 2%
Japan: 2%
Other: 2%

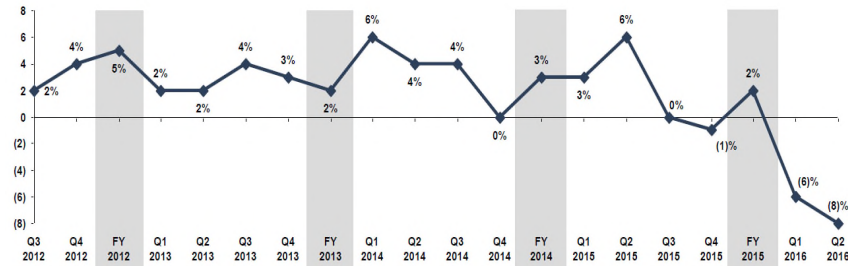
Sales by distribution channel



OORZAAK KOERSDALING

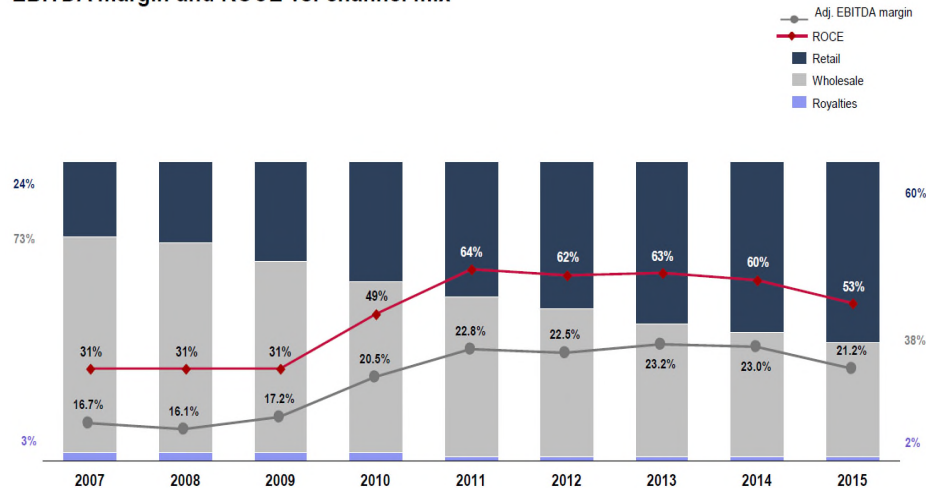
Retail comp stores sales

Retail I-F-I sales development*



- Substantiële omzetsdaling China
- Omzetsdaling US (wholesales)

EBITDA margin and ROCE vs. channel mix

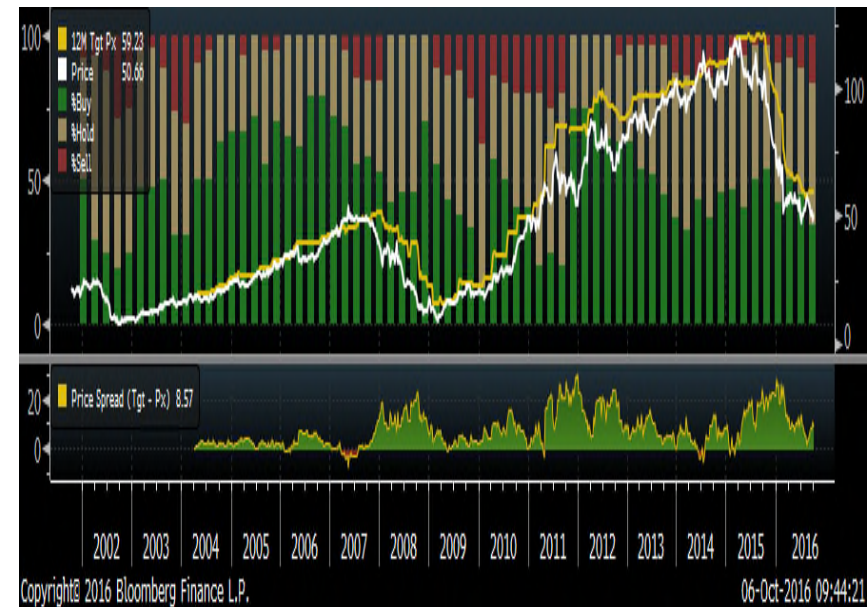


TECHNISCH

Momentum blijft negatief
Technisch beeld blijft negatief

SENTIMENT

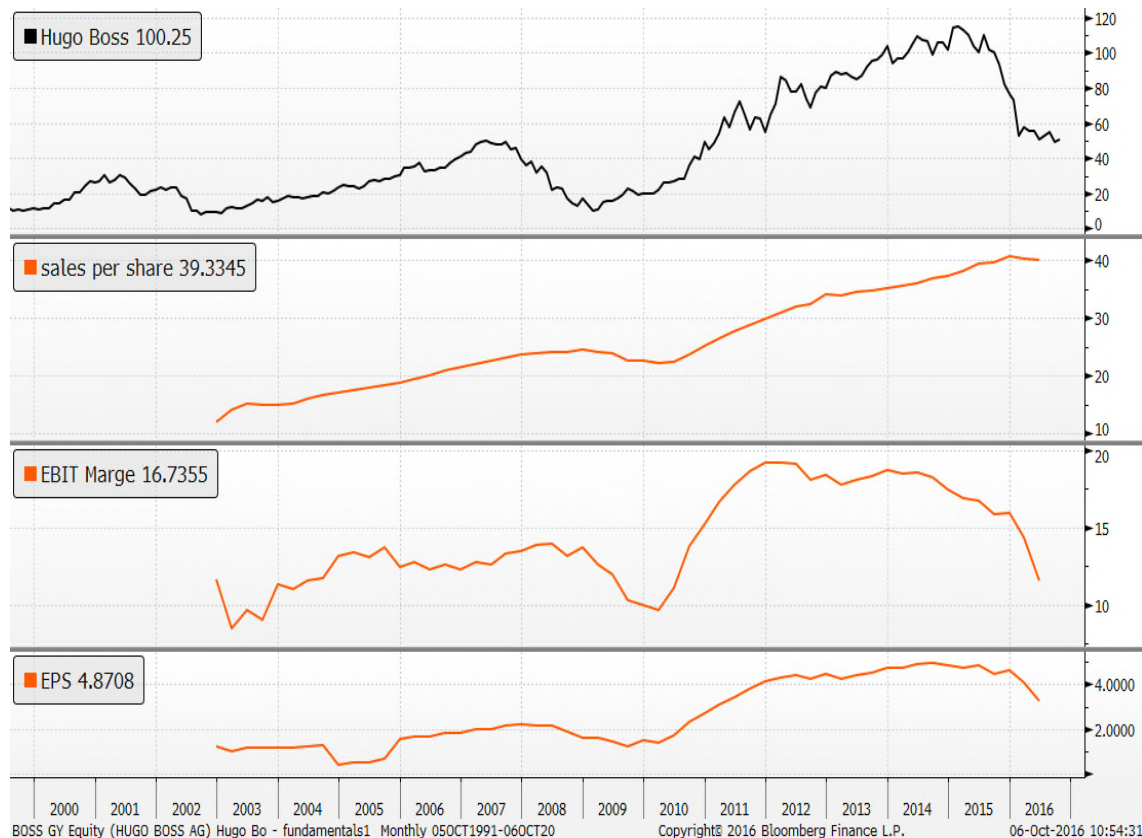
Analistenconsensus negatief
Buy 34% (versus 65 % gemiddeld buy)



WINSTGEVENDHEID & GROEI

Huidige trend is negatief

- LFL sales negatieve trend (retail & wholesale)
- expansie winkels gestopt
- low pricing power



	trend	-1y
Sales/sh	9%	-2%
EPS	7,5%	-33%

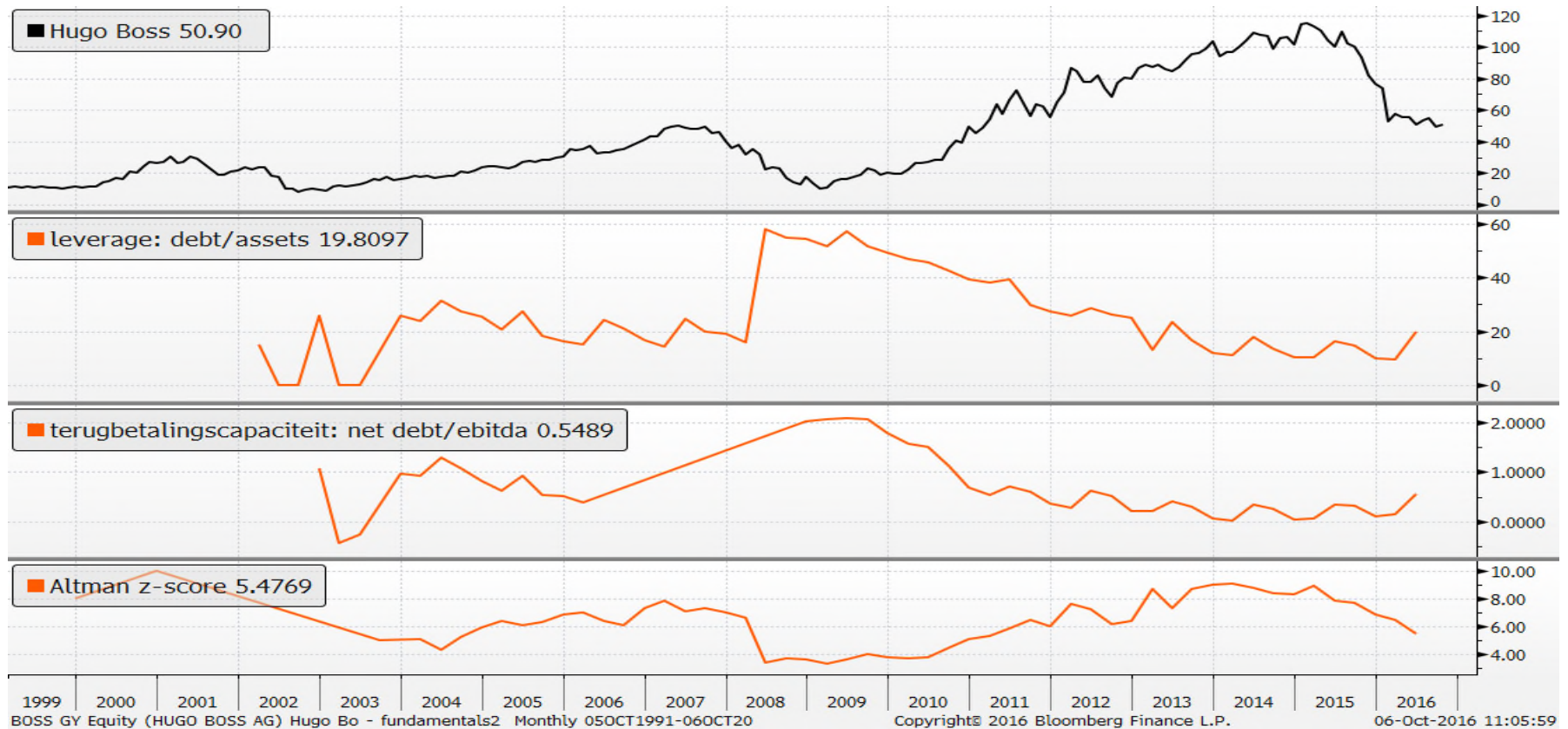
	gem	nu
Ebit marge	14%	11,5 %

2008: bodem bij

- sales/sh: nog à stijgen
- ebit marge: 12% nog à dalen
- eps: -25 % nog à dalen

SOLVABILITEIT

Sterke balans en terugbetalingscapaciteit



GUIDANCE

Core brand

Vrouwensegment

Online verkoop

Focus buiten Europa: Oost-Europa & andere ontwikkelingsmarkten

Lagere Capex (marges)

Kosten (marges)

HUGO BOSS GROWTH STRATEGY 2020



Elevate the BOSS core brand by engaging consumers emotionally



Leverage the brand's potential in women's wear and shoes & accessories



Build omnichannel to drive own retail online and offline



Exploit growth opportunities in under-penetrated markets

Further build the Group's operational strength to enable key strategy implementation

RELATIEVE WAARDERING VERSUS INDUSTRIE

+/- 30 % onderwaardering

RELATIEVE WAARDERING VERSUS PEERS

+/- 35 % onderwaardering

ABSOLUTE WAARDERING VERSUS HISTORIEK

+/- 40 % onderwaardering

ABSOLUTE WAARDERING DCF MODEL

+/- 31 % onderwaardering

CONSERVATIEF

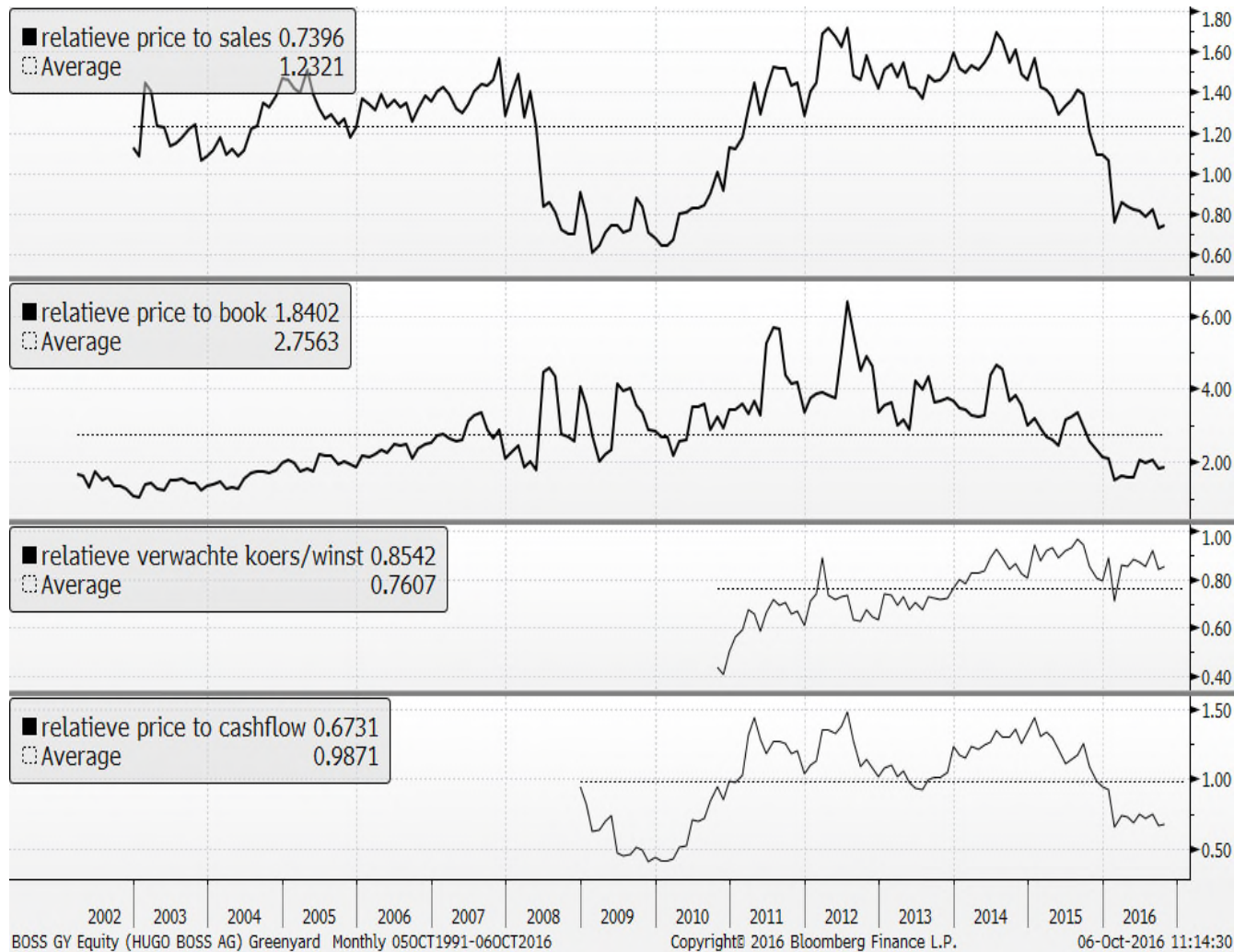
- omzetgroei < gemiddeld
- marges < gemiddeld
- wacc: 9%

GEMIDDELD

+/- 34 % onderwaardering

Met negatief momentum?

RELATIEVE WAARDERING VERSUS INDUSTRIE



60%
onderwaardering

50%
onderwaardering

11%
overwaardering

30 %
overwaardering

gemiddeld=: 30%

RELATIEVE WAARDERING VERSUS PEERS

	PEERS	HUGO	VERSCHIL	5Y NORM	ONDER WAARDERING
P/E	16,6	14,3	-14%	-7%	-8%
EV/EB	10,9	7,8	-28%	-2%	-37%
EV/SALES	1,5	1,4	-7%	32%	-44%
P/B	4	4,7	18%	77%	-49%
GEMIDDELD					-34%

BUY ZONE

- eerste positie mag
- negatief momentum
- **MARGIN OF SAFETY: 50%: 35 -40**

