



Philip Morris International (PM)

Updated February 11th, 2019 by Jonathan Weber

Key Metrics

Current Price:	\$80	5 Year CAGR Estimate:	13.7%	Volatility Percentile:	55.9%
Fair Value Price:	\$89	5 Year Growth Estimate:	5.9%	Momentum Percentile:	17.5%
% Fair Value:	90%	5 Year Valuation Multiple Estimate:	2.1%	Growth Percentile:	50.5%
Dividend Yield:	5.7%	5 Year Price Target	\$118	Valuation Percentile:	66.8%
Dividend Risk Score:	C	Retirement Suitability Score:	B	Total Return Percentile:	78.8%

Overview & Current Events

Philip Morris International is a tobacco company that came into being when its parent company Altria (MO) spun off its international operations. Philip Morris sells cigarettes under the Marlboro brand, among others, internationally. Its sister company Altria sells the Marlboro brand (again, among others) in the U.S. Philip Morris has a market capitalization of \$124 billion.

Philip Morris reported its fourth quarter and full year earnings results on February 7. The company generated revenues of \$7.5 billion during the fourth quarter, which was 9.5% less than the revenues that Philip Morris was able to generate during the fourth quarter of fiscal 2017. Philip Morris' revenues were, however, still higher than what the analyst community had forecasted. Philip Morris' lower top line results were primarily based on the impact of adverse currency rate movements. At constant currency rates, Philip Morris' revenues would have declined by 4% year over year, instead of the 9.5% decline that the company reported for the fourth quarter. Philip Morris' shipment volumes, for cigarettes and heated tobacco units, were down 4.6%. This metric was impacted by changes in inventory levels, though. Adjusted for that, unit volumes would have been down by just 0.9% during the fourth quarter.

Philip Morris generated earnings-per-share of \$1.25 during the fourth quarter of fiscal 2018. This was slightly less than the \$1.31 that Philip Morris generated during the previous year's quarter, but Philip Morris still managed to beat the analyst consensus by \$0.08. Philip Morris' share price reacted positively to the double beat on the company's top and bottom line, which resulted in Philip Morris' shares rising from the mid-70s to \$80 following the earnings release.

Philip Morris guides for revenue growth of 5% at constant currencies in 2019, while EPS are seen at \$5.37 or more.

Growth on a Per-Share Basis

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2024
EPS	\$3.24	\$3.92	\$4.85	\$5.17	\$5.26	\$4.76	\$4.42	\$4.48	\$4.72	\$5.10	\$5.37	\$7.15
DPS	\$2.24	\$2.44	\$2.84	\$3.24	\$3.58	\$3.88	\$4.04	\$4.12	\$4.22	\$4.49	\$4.65	\$6.00
Shares	1.88	1.80	1.73	1.65	1.59	1.55	1.55	1.55	1.55	1.55	1.55	1.50

When the spin-off of Philip Morris was announced, the market assumed that Altria, the US business, would be the low-growth company, and that Philip Morris International, the non-US business, would be the high-growth company. It looked like this would come true through 2013, as Philip Morris recorded a 9.6% earnings-per-share growth rate through the first five years of its existence. This changed in the following years, as Philip Morris' profits declined and stagnated. Even during 2018, earnings-per-share remained below the peak set in 2013. Currency rates are a major factor for Philip Morris' profitability, as all of the company's revenues are generated out of the US.

Philip Morris' weak profit growth over the last couple of years was partially due to the company's investments into the IQOS/Heatsticks technology. The investment in the development of this device and the manufacturing equipment needed to produce this reduced-risk product on a massive scale were costly, but Philip Morris is hoping that those investments will pay off in the long run. Ramp-up of IQOS in markets such as Japan and South Korea has been a success, and the product is one of the reasons why Philip Morris has been able to grow its revenues by 3% during fiscal 2018 -

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despite cigarette volumes declining by 2.8% during the year. Cigarette volume declines have during the last couple of quarters, and with the added benefit of rising Heatsticks sales Philip Morris has ample potential to grow going forward.

Valuation Analysis

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Now	2024
Avg. P/E	13.4	13.2	13.8	16.7	17.0	17.7	18.8	21.5	23.4	13.1	14.9	16.5
Avg. Yld.	5.1%	4.7%	4.2%	3.8%	4.0%	4.6%	4.9%	4.3%	3.8%	6.5%	5.7%	5.1%

Philip Morris shares traded at a quite high valuation during the 2015-2017 time frame, but shares became less expensive during the last couple of quarters. Shares currently trade for slightly less than 15 times this year's expected net profits, which is slightly below our fair value estimate. Shares offer an above-average dividend yield of 5.7% at current prices.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2024
Payout	69.1%	62.2%	58.6%	62.7%	68.1%	81.5%	91.4%	92.0%	89.4%	88.0%	86.6%	83.9%

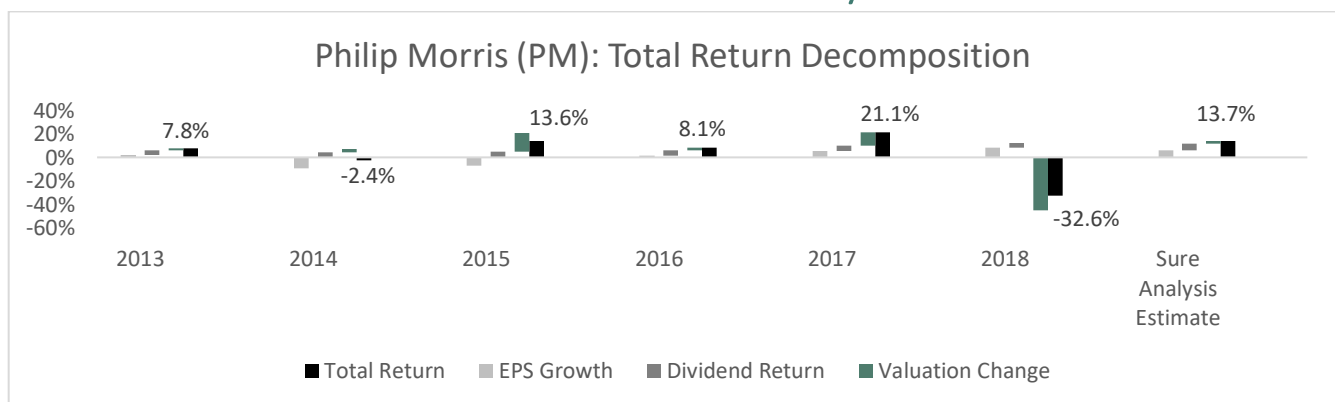
Philip Morris' dividend payout ratio has never been especially low, and the ratio increased further during the last decade. At the peak, Philip Morris has paid out more than 90% of its net profits to its owners. The dividend payout ratio has come down but remains at a high level. Due to strong cash generation, low capex requirements and the stability of Philip Morris' business model during recessions the dividend still looks relatively well-covered.

Philip Morris has one of the best cigarette brands in the world, Marlboro, and is a leader in the reduced-risk product segment with IQOS. At the same time, the company's massive scale allows for tremendous cost advantages. This means that Philip Morris generally is a low-risk business, with regulation being the exception. Smoking bans can affect the company's results, although Philip Morris is safer in this regard than many other tobacco companies due to its geographic diversification.

Final Thoughts & Recommendation

Philip Morris is an international tobacco giant that is heavily impacted by currency rate movements. Adjusted for forex rates, Philip Morris would have grown relatively consistently in the last couple of years, and Philip Morris forecasts a solid earnings growth rate for the current fiscal year. Due to the impact of a high dividend yield and a below-average valuation, Philip Morris' total return outlook is compelling. The shares earn a buy recommendation from Sure Dividend at current prices.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Revenue	25035	27208	31097	31377	31217	29767	26794	26685	28748	29625
Gross Profit	16013	17495	20419	21004	20807	19331	17429	17294	18316	18867
Gross Margin	64.0%	64.3%	65.7%	66.9%	66.7%	64.9%	65.0%	64.8%	63.7%	63.7%
SG&A Exp.	5870	6160	6870	6961	6890	7001	6656	6405	6725	7449
D&A Exp.	853	932	993	898	882	889	754	743	875	989
Operating Profit	10069	11247	13451	13946	13824	12237	10691	10815	11503	11336
Op. Margin	40.2%	41.3%	43.3%	44.4%	44.3%	41.1%	39.9%	40.5%	40.0%	38.3%
Net Profit	6342	7259	8591	8800	8576	7493	6873	6967	6035	7911
Net Margin	25.3%	26.7%	27.6%	28.0%	27.5%	25.2%	25.7%	26.1%	21.0%	26.7%
Free Cash Flow	7169	8724	9632	8365	8935	6586	6905	6905	7364	8042
Income Tax	2691	2826	3653	3833	3670	3097	2688	2768	4307	2445

Balance Sheet Metrics

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Total Assets	34552	35050	35488	37670	38168	35187	33956	36851	42968	39801
Cash & Equivalents	1540	1703	2550	2983	2154	1682	3417	4239	8447	6593
Acc. Receivable	3131	3065	3201	3589	3853	4004	2778	3499	3194	2950
Inventories	9207	8317	8120	8949	9846	8592	8473	9017	8806	8804
Goodwill & Int.	12658	14034	13625	13519	12086	11373	10038	9794	10098	9467
Total Liabilities	28407	29929	34937	40824	44442	46390	45432	47751	53198	50540
Accounts Payable	670	835	1031	1103	1274	1242	1289	1666	2242	2068
Long-Term Debt	15416	16502	18545	22839	27678	29455	28480	29067	34339	31759
Total Equity	5716	3506	229	-3476	-7766	-12.6B	-13.2B	-12.7B	-12.0B	-12.5B
D/E Ratio	2.70	4.71	80.98	-6.57	-3.56	-2.33	-2.15	-2.29	-2.84	-2.55

Profitability & Per Share Metrics

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Return on Assets	18.8%	20.9%	24.4%	24.1%	22.6%	20.4%	19.9%	19.7%	15.1%	19.1%
Return on Equity	96.0%	157.4%	460%	-542%	-153%	-73.5%	-53.1%	-53.7%	-48.7%	-64.5%
ROIC	30.6%	33.6%	42.2%	45.4%	41.7%	37.8%	39.0%	39.6%	28.6%	35.1%
Shares Out.	1.88	1.80	1.73	1.65	1.59	1.55	1.55	1.55	1.55	1.55
Revenue/Share	12.84	14.77	17.65	18.54	19.25	19.01	17.30	17.21	18.51	19.05
FCF/Share	3.68	4.74	5.47	4.94	5.51	4.21	4.46	4.45	4.74	5.17

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

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