



# Molson Coors Brewing Company (TAP)

Updated February 12<sup>th</sup>, 2021 by Eli Inkrot

## Key Metrics

<b>Current Price:</b>	\$44	<b>5 Year CAGR Estimate:</b>	9.9%	<b>Market Cap:</b>	\$9.6 B
<b>Fair Value Price:</b>	\$58	<b>5 Year Growth Estimate:</b>	4.0%	<b>Ex-Dividend Date:</b>	N/A
<b>% Fair Value:</b>	76%	<b>5 Year Valuation Multiple Estimate:</b>	5.7%	<b>Dividend Payment Date:</b>	N/A
<b>Dividend Yield:</b>	N/A	<b>5 Year Price Target</b>	\$71	<b>Years Of Dividend Growth:</b>	N/A
<b>Dividend Risk Score:</b>	N/A	<b>Retirement Suitability Score:</b>	N/A	<b>Last Dividend Increase:</b>	N/A

## Overview & Current Events

Molson Coors Beverage Company, previously Molson Coors Brewing Company, was founded in 1873. Since then, it has grown into one of the largest U.S. brewers, with a variety of brands including Coors Light, Molson Canadian, Carling, Blue Moon, Hop Valley, Leinenkugel's, Crispin Cider, and Miller Lite through a joint venture called MillerCoors. The \$10 billion market cap company has a significant presence outside the U.S. Its core international markets include Canada, Europe, Latin America, Asia, and Africa.

On February 11<sup>th</sup>, 2021 Molson Coors reported Q4 and full year 2020 results for the period ending December 31<sup>st</sup>, 2020. For the quarter the company generated \$2.29 billion in sales, down -7.7% compared to Q4 2019. Net sales were down just -0.8% in North America, but down -37.2% in Europe. Molson Coors reported a net loss of -\$1.37 billion or -\$6.32 per share compared to a gain of \$163.7 million or \$0.75 per share in Q4 2019. However, this included a -\$1.5 billion goodwill impairment charge in the European segment. On an adjusted basis, earnings-per-share equaled \$0.40 versus \$1.02 prior.

For the year Molson Coors generated revenue of \$9.65 billion, an -8.7% decline compared to 2019. Sales in the North American segment were down -4.4%, while the European segment was down -27.9%. Molson Coors reported a loss for 2020, which was impacted by the impairment charge. On an adjusted basis EPS equaled \$3.92 versus \$4.54 in 2019.

Molson Coors also said that it expects to be in a position to reinstate the dividend in the second half of 2021.

## Growth on a Per-Share Basis

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2026
<b>EPS</b>	\$3.62	\$2.43	\$3.08	\$2.76	\$1.93	\$3.01	\$4.48	\$5.04	\$4.54	\$3.92	<b>\$4.15</b>	<b>\$5.05</b>
<b>DPS</b>	\$1.24	\$1.28	\$1.28	\$1.48	\$1.64	\$1.64	\$1.64	\$1.64	\$1.96	\$0.57	---	<b>\$2.00</b>
<b>Shares<sup>1</sup></b>	188	189	192	193	185	224	215	219	216	217	<b>217</b>	<b>217</b>

One of the major themes that has characterized Molson Coors' financial performance in recent years is the struggling beer industry. Younger generations are consuming more wine and liquors while traditional beer consumption is dropping. Growth that does still occur in the beer industry is localized within the craft beer segment, where Molson Coors has been slow to enter but is catching up. The company posted down results in 2019 and 2020.

With several top brands, Molson Coors can pass higher costs on to consumers. The company is also aggressively cutting costs in other parts of the business to offset raw material inflation. In addition, Molson Coors is investing in new product categories to generate growth, such as cannabis. For example, in 2018 the company announced a joint venture with HEXO Corp. to develop non-alcoholic, cannabis-infused beverages for the Canadian market.

The COVID-19 pandemic has already had a significant impact on the demand for the company's products and this is likely to persist in some form for 2021 as well. As a point of reference, previously roughly a fourth of the company's sales came from on-premise consumption, which continues to be significantly impacted and future demand is still up in the air. We are forecasting \$4.15 in earnings-per-share for 2021 to go along with a 4% intermediate term growth rate. While we expect the dividend to be reinstated eventually, we are cautious on the timeline.

<sup>1</sup> In millions.

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## Valuation Analysis

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2026
Avg. P/E	12.2	17.5	16.3	24.3	40.8	32.7	19.9	13.3	12.9	15.3	10.6	14.0
Avg. Yld.	2.8%	3.0%	2.5%	2.2%	2.1%	1.7%	1.8%	2.4%	3.4%	1.4%	---	2.8%

In the past decade shares of Molson Coors have traded hands at an average price-to-earnings ratio of about 20 times earnings. However, this has included many instances where earnings fell and the share price held up much better, along with periodic bouts of extreme valuation. We view 14 times earnings as a reasonable starting baseline, taking into account the quality of the business and its potential growth rate. This implies significant valuation upside.

## Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2026
Payout	34%	53%	42%	54%	85%	55%	36%	33%	43%	15%	---	40%

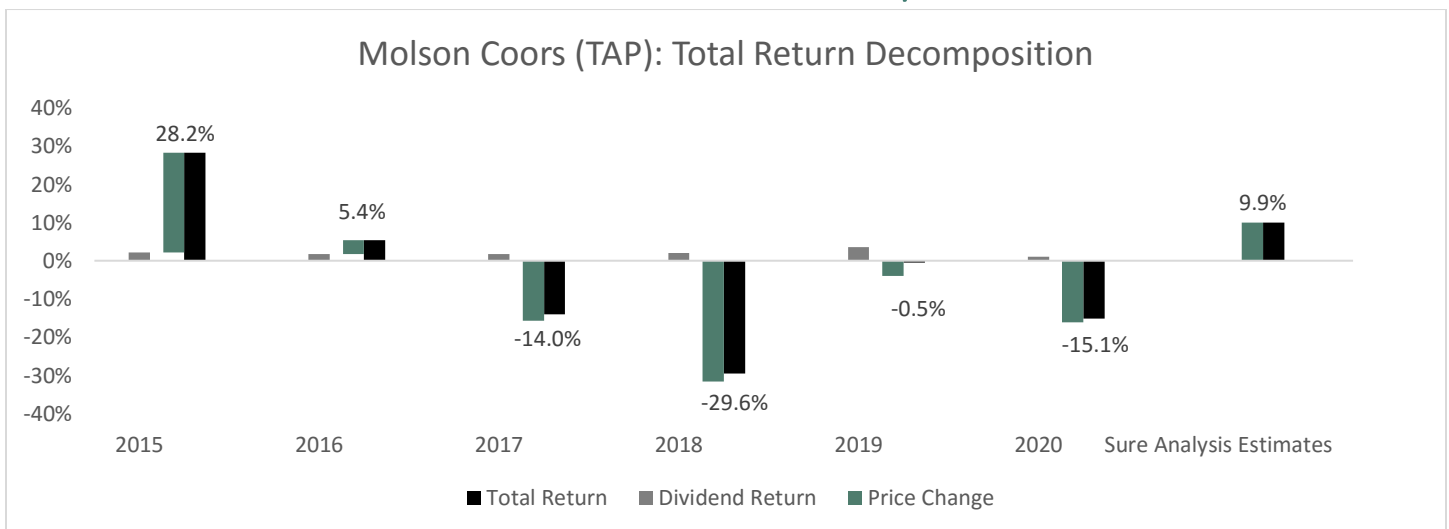
The board elected to suspend the dividend after the first quarter of 2020, which was not welcome news for income investors, especially after significantly increasing the payment in 2019. We believe this payment will be reinstated when better times come along. While this does free up liquidity, the abrupt change in policy makes us more cautious.

Molson Coors still has many competitive advantages. It has a number of popular brands, including Coors Light, which was the #2 selling beer brand in the U.S. last year. Molson Coors has an extensive production and distribution network, providing the company with economies of scale. In a competitive beer market, the larger operators like Molson Coors can acquire smaller brewers to retain market share. In addition, Molson Coors can withstand recessions very well. Beer is a recession-resistant product, with Molson Coors remaining highly profitable during the Great Recession of 2008-2009. That being said, the current crisis is different and has hurt short-term demand and results.

## Final Thoughts & Recommendation

Shares are up 33% since our last report. Molson Coors was struggling to grow sales due to the stagnating beer industry prior to the pandemic and now is facing an even tougher challenge. However, the industry is resilient. Total return potential comes in at 9.9% per annum stemming from 4% growth and the potential for a valuation tailwind. Shares are no longer appropriate for income investors but earn a hold rating.

## Total Return Breakdown by Year



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## Income Statement Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Revenue</b>	3516	3917	4206	4146	3568	4885	11003	10770	10579	9654
<b>Gross Profit</b>	1467	1564	1661	1653	1436	1886	4766	4185	4201	3768
<b>Gross Margin</b>	41.7%	39.9%	39.5%	39.9%	40.2%	38.6%	43.3%	38.9%	39.7%	39.0%
<b>SG&amp;A Exp.</b>	1019	1126	1194	1164	1038	1597	3052	2803	2728	2437
<b>D&amp;A Exp.</b>	217	273	321	313	314	388	813	858	859	922
<b>Operating Profit</b>	448	438	467	489	398	289	1714	1382	1473	1331
<b>Operating Margin</b>	12.7%	11.2%	11.1%	11.8%	11.1%	5.9%	15.6%	12.8%	13.9%	13.8%
<b>Net Profit</b>	676	443	567	514	395	1594	1566	1117	242	-949
<b>Net Margin</b>	19.2%	11.3%	13.5%	12.4%	11.1%	32.6%	14.2%	10.4%	2.3%	-9.8%
<b>Free Cash Flow</b>	633	761	874	1028	441	785	1267	1680	1304	1121
<b>Income Tax</b>	99	155	84	69	62	1454	-205	225	234	302

## Balance Sheet Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Total Assets</b>	12424	16212	15580	13980	12276	29342	30247	30110	28860	27330
<b>Cash &amp; Equivalents</b>	1079	624	442	625	431	561	419	1058	523	770
<b>Acc. Receivable</b>	530	608	573	489	408	654	728	736	706	550
<b>Inventories</b>	229	242	235	226	179	593	592	592	616	664
<b>Goodwill &amp; Int.</b>	6039	9688	9244	7947	6729	22282	22702	22037	21287	19710
<b>Total Liabilities</b>	4734	8221	6950	6094	5213	17720	17060	16374	15187	14710
<b>Accounts Payable</b>	269	490	600	618	560	1298	1569	1617	1568	1733
<b>Long-Term Debt</b>	1962	4668	3800	3170	2937	12073	11314	10488	9038	8228
<b>Total Equity</b>	7648	7967	8605	7863	7043	11419	12978	13507	13419	12360
<b>D/E Ratio</b>	0.26	0.59	0.44	0.40	0.42	1.06	0.87	0.78	0.67	0.67

## Profitability & Per Share Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Return on Assets</b>	5.4%	3.1%	3.6%	3.5%	3.0%	7.7%	5.3%	3.7%	0.8%	-3.4%
<b>Return on Equity</b>	8.8%	5.7%	6.8%	6.2%	5.3%	17.3%	12.8%	8.4%	1.8%	-7.4%
<b>ROIC</b>	7.0%	4.0%	4.5%	4.4%	3.8%	9.5%	6.5%	4.6%	1.0%	-4.4%
<b>Shares Out.</b>	188	189	192	193	185	224	215	219	217	217
<b>Revenue/Share</b>	18.86	21.54	22.83	22.28	19.14	22.89	50.82	49.72	48.78	44.53
<b>FCF/Share</b>	3.39	4.19	4.75	5.53	2.37	3.68	5.85	7.75	6.01	5.17

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

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