



# Weyco Group Inc. (WEYS)

Updated March 15<sup>th</sup>, 2021 by Prakash Kolli

## Key Metrics

<b>Current Price:</b>	\$21	<b>5 Year CAGR Estimate:</b>	4.3%	<b>Market Cap:</b>	\$199.7M
<b>Fair Value Price:</b>	\$19	<b>5 Year Growth Estimate:</b>	1.0%	<b>Ex-Dividend Date:</b>	03/18/21
<b>% Fair Value:</b>	109%	<b>5 Year Valuation Multiple Estimate:</b>	-1.8%	<b>Dividend Payment Date:</b>	03/31/21
<b>Dividend Yield:</b>	4.8%	<b>5 Year Price Target</b>	\$20	<b>Years Of Dividend Growth:</b>	39
<b>Dividend Risk Score:</b>	B	<b>Retirement Suitability Score:</b>	A	<b>Last Dividend Increase:</b>	4.4%

## Overview & Current Events

Weyco Group Inc. designs and distributes footwear. Weyco's brand portfolio consists of Florsheim, Nunn Bush, Stacy Adams, and BOGS. The company sells its products wholesale mainly through department stores and national shoe chains in the U.S. and Canada. It also operates Florsheim retail stores in the U.S. and sells directly through online sales. The company owns Florsheim Australia that operates in Australia, South Africa and Asia Pacific, and it also owns Florsheim Europe. Weyco also licenses its brands in the U.S. and Mexico. Notably, the Chairman, CEO, and COO are descendants of the founder and the Florsheim family owns about 48% of the stock. Revenue was ~\$195.4M in 2020.

Weyco Group reported sequentially better Q4 2020 and full year results on March 9, 2021. For the quarter, companywide net sales were down significantly to \$62.0M from \$86.9M and diluted earnings per share dropped to \$0.52 from \$0.90 on year-over-year basis. The decline in sales and earnings was due to the impact of COVID-19 pandemic and government mandated shutdowns and restrictions resulting in store closures and limited operations. Net sales in the North American wholesale segment were \$46.2M, down from \$68.8M in the prior year. The North American retail segment (Florsheim retail stores and e-commerce) sales were down to \$8.7M from \$9.1M in the prior year. E-commerce sales were up 15% but the company closed three stores. Florsheim Australia and Florsheim Europe net sales were down to \$7.1M from \$9.0M in comparable periods.

For the year, companywide net sales were \$195.4M down from \$304.0M and diluted earnings per share were a loss of (\$0.87) compared to a profit of \$2.10 in the prior year. Florsheim took pre-tax charges for restructuring, write-offs, inventory write downs, store closures, and other items in 2020 related to the COVID-19 pandemic.

Weyco Group faces uncertain tariff situations. The tariff on leather footwear is an additional 7.5% impacting the Florsheim, Stacy Adams, and Nunn brands. The tariff on rubber footwear was not implemented.

## Growth on a Per-Share Basis

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2026
<b>EPS</b>	\$1.37	\$1.73	\$1.62	\$1.75	\$1.68	\$1.56	\$1.60	\$1.97	\$2.10	-\$0.87	<b>\$1.26</b>	<b>\$1.32</b>
<b>DPS</b>	\$0.64	\$0.84	\$0.54	\$0.75	\$0.79	\$0.83	\$0.87	\$0.91	\$0.95	\$0.96	<b>\$1.00</b>	<b>\$1.22</b>
<b>Shares<sup>1</sup></b>	10.9	10.8	10.9	10.8	10.8	10.5	10.2	10.4	9.9	9.8	<b>9.7</b>	<b>9.5</b>

Weyco Group's earnings have been impacted by the rise of e-commerce and internet sales in the past decade. Many department stores and national shoe chains have suffered from declining sales and some have declared bankruptcy. The company is building distribution in new sales channels and now runs its own e-commerce platforms. That said, the company is still dependent on the wholesale channel and department stores for the great majority of its revenue. Weyco is being materially impacted by COVID-19. Sales were much lower in 2020 and the company had a loss for the year. It is probable that recovery will be slow, but the company returned to profitability in Q4 2020. Furthermore, teleworking may change long-term spending patterns for men's dress and dress casual shoes possibly impacting Weyco's business in 2021 and beyond. The payout ratio is now elevated. The company has not yet suspended or cut the dividend and seems to have survived the worst impact of COVID-19 on its business due to its strong balance sheet.

<sup>1</sup> Share count in millions.

Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.



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## Valuation Analysis

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Now	2025
Avg. P/E	17.2	13.7	15.9	15.5	16.7	17.3	17.5	17.1	12.6	NMF	16.4	15.0
Avg. Yld.	2.7%	4.2%	1.4%	2.8%	2.8%	3.1%	3.1%	2.7%	3.9%	6.1%	4.8%	6.1%

Weyco's stock price is up since our last report on news of rising vaccine distribution. The company had a loss in 2020 and we are estimating that earnings per share will be about 60% of 2019 but there is a lot of uncertainty in this forecast. The stock is now trading at an elevated valuation of 16.4X. Our long-term fair value multiple is 15X. Our fair value estimate is now \$19. Our 5-year price target is now \$20.

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

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2026
Payout	47%	49%	33%	43%	47%	53%	54%	46%	45%	NMF	79%	92%

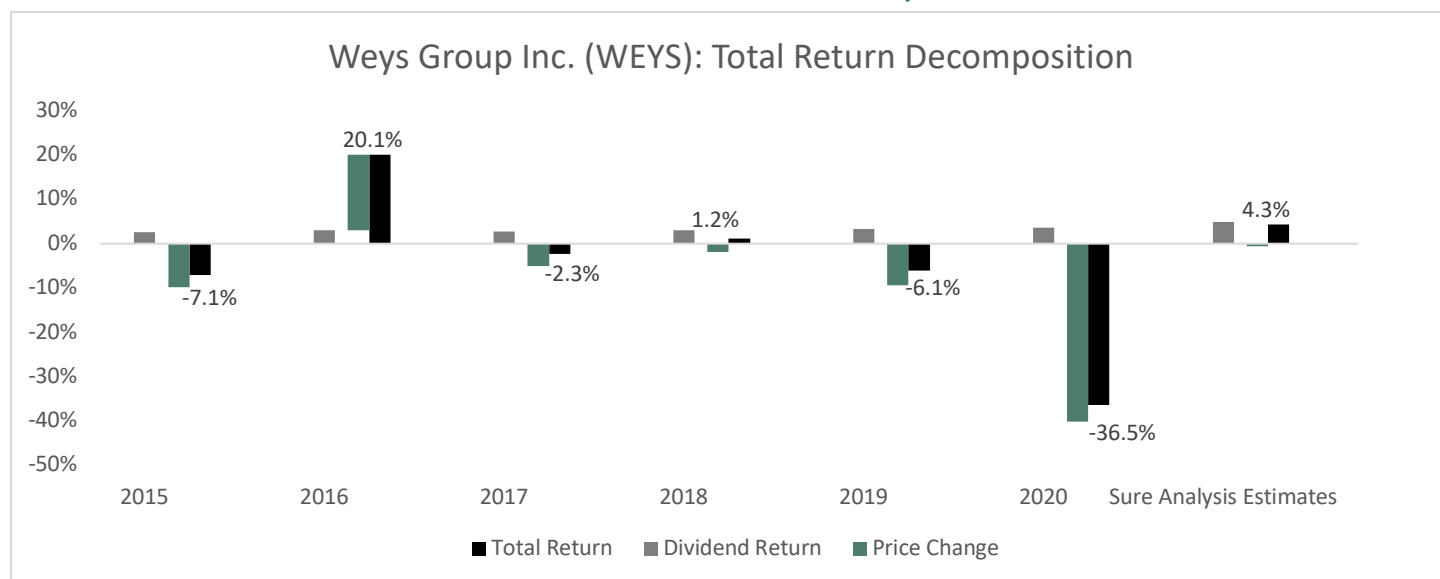
Weyco's main competitive advantage is the strength of its brands. With that said, footwear is a highly competitive business, and as a relatively small player, Weyco does not possess economies of scale over its larger competitors. Furthermore, the wholesale shoe industry is in general decline due to the broader challenges facing bricks-and-mortar department stores and national shoe chains. Unless Weyco can enter the e-commerce channel more aggressively, it will likely continue to struggle in generating significant sales and earnings growth. The company is not recession resistant and earnings per share declined during the Great Recession and took several years to recover.

The company has a very strong balance sheet. At end of 2020, the company had no debt and \$33.5M of long-term pension liabilities. This is offset by \$47.5M in cash, cash equivalents and marketable securities.

## Final Thoughts & Recommendation

At present we are forecasting 4.3% annualized total returns over the next five years. Weyco was materially impacted by COVID-19 due to local government restrictions, closure of department and shoe stores, and lower demand for men's shoes. That said, the company returned to profitability in Q4 2020. Rising vaccine distribution portends better times ahead for Weyco. This stock may interest investors seeking safe income. At the current price, we rate this stock a hold.

## Total Return Breakdown by Year



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## Income Statement Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Revenue	271	293	300	320	321	297	284	298	304	195
Gross Profit	107	115	117	123	122	112	111	120	124	79
Gross Margin	39.4%	39.1%	39.1%	38.4%	37.9%	37.7%	39.0%	40.2%	40.8%	40.2%
SG&A Exp.	84	85	90	92	90	89	87	95	97	86
D&A Exp.	3	4	4	4	4	4	4	4	3	3
Operating Profit	23	30	28	31	32	23	23	25	27	-8
Operating Margin	8.6%	10.2%	9.2%	9.6%	9.9%	7.7%	8.3%	8.5%	8.9%	-3.9%
Net Profit	15	19	18	19	18	16	16	20	21	-8
Net Margin	5.6%	6.5%	5.9%	5.9%	5.7%	5.5%	5.8%	6.9%	6.9%	-4.3%
Free Cash Flow	9	8	27	15	-8	41	32	12	2	37
Income Tax	9	11	10	11	11	5	7	6	6	1

## Balance Sheet Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total Assets	274	285	268	277	299	268	263	270	297	257
Cash & Equivalents	10	17	16	12	18	14	23	23	10	32
Accounts Receivable	44	49	49	55	54	51	49	52	52	35
Inventories	63	65	63	69	97	70	60	73	87	59
Goodwill & Int. Ass.	49	49	49	49	48	46	46	46	45	45
Total Liabilities	102	104	71	79	94	60	57	64	87	69
Accounts Payable	13	11	14	16	13	12	9	13	12	8
Long-Term Debt	37	45	12	5	27	4	0	6	7	0
Shareholder's Equity	166	174	190	191	198	202	199	206	210	188
D/E Ratio	0.22	0.26	0.06	0.03	0.13	0.02	0.00	0.03	0.03	0.00

## Profitability & Per Share Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Return on Assets	6.1%	6.8%	6.4%	7.0%	6.3%	5.8%	6.2%	7.7%	7.4%	-3.1%
Return on Equity	9.0%	11.1%	9.7%	10.0%	9.4%	8.2%	8.2%	10.1%	10.0%	-4.3%
ROIC	7.8%	8.7%	8.1%	9.2%	8.4%	7.4%	7.9%	9.8%	9.7%	-4.2%
Shares Out.	10.9	10.8	10.9	10.8	10.8	10.5	10.2	10.4	10.0	9.9
Revenue/Share	24.29	26.80	27.64	29.44	29.53	28.09	27.51	28.71	30.54	20.02
FCF/Share	0.80	0.77	2.50	1.37	-0.73	3.87	3.10	1.12	0.20	3.75

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

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