



# Nielsen Holdings plc (NLSN)

Updated November 4<sup>th</sup>, 2021 by Jonathan Weber

## Key Metrics

<b>Current Price:</b>	\$21	<b>5 Year CAGR Estimate:</b>	6.4%	<b>Market Cap:</b>	\$7B
<b>Fair Value Price:</b>	\$24	<b>5 Year Growth Estimate:</b>	3.0%	<b>Ex-Dividend Date:</b>	12/03/21
<b>% Fair Value:</b>	89%	<b>5 Year Valuation Multiple Estimate:</b>	2.3%	<b>Dividend Payment Date:</b>	12/18/21
<b>Dividend Yield:</b>	1.2%	<b>5 Year Price Target</b>	\$27	<b>Years Of Dividend Growth:</b>	0
<b>Dividend Risk Score:</b>	C	<b>Retirement Suitability Score:</b>	F	<b>Last Dividend Increase:</b>	-

## Overview & Current Events

Nielsen Holdings plc is the global leader in market share research, data, information, and measurement. The company was originally founded by Arthur C. Nielsen, Sr., who invented the approach to measure sales performance using the concept of 'market share'. Nielsen operates in two reporting segments: Watch, which provides television ratings, and Buy, which provides research on consumer behavior. The revenues that the company generates are roughly equally split between the two business units. Nielsen was taken private in May 2006 by a consortium of private equity firms, and later was listed in the public markets through an IPO in January of 2011.

Nielsen reported its third quarter earnings results on October 28. The company announced that its revenues totaled \$880 million during the quarter, which was up 6% from the revenues the company generated during the previous year's quarter. Revenues were above what the analyst community had forecasted, beating estimates by \$13 million.

Nielsen reported earnings-per-share of \$0.45 for the third quarter, which was better than what the analyst community had expected, beating the estimate quite easily by \$0.09. For fiscal 2021, Nielsen forecasts that its organic revenues will grow by 4.5%-4.8% at constant currency rates. On top of that, Nielsen forecasts that its earnings-per-share should come in at a range of \$1.65 to \$1.70 during the current year, which would be relatively flat versus 2020. The current guidance range is higher than what management had estimated previously.

## Growth on a Per-Share Basis

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2026
<b>EPS</b>	\$1.61	\$1.87	\$2.08	\$2.52	\$2.63	\$1.39	\$1.20	\$0.96	\$1.80	\$1.67	<b>\$1.68</b>	<b>\$1.95</b>
<b>DPS</b>	---	---	\$0.72	\$1.00	\$1.09	\$1.21	\$1.33	\$1.39	\$1.11	\$0.24	<b>\$0.24</b>	<b>\$0.30</b>
<b>Shares<sup>1</sup></b>	360	363	379	371	362	358	356	355	356	357	<b>358</b>	<b>360</b>

Nielsen went public in 2011, following a go-private deal in 2006. Therefore, there is no public data on how Nielsen performed during the years of the financial crisis. Since its IPO, Nielsen has not been able to grow on a consistent basis. The company's earnings-per-share grew at an attractive pace between 2011 and 2015, before falling for 3 years in a row. Management expects earnings-per-share will decline during the current year as well, even without the impact of the coronavirus crisis. In 2020, Nielsen's profits were almost flat compared to the company's profits in its IPO year 2011.

Nielsen has been negatively impacted by adverse currency rate movements during the recent past, as a lot of its revenues are generated outside of the US and suffer from a strong USD. Nielsen is not active in a high-growth business, which is why investors should not expect overly high revenue growth rates, even when currency rates cease to be a headwind. Management believes that the company's growth will improve once the company has split into two separate entities, as this should allow for more nuanced strategies in its different markets. On top of that, the dividend cut frees up cash that can be invested in growth initiatives that should be beneficial for its long-term revenue performance.

Following a year of strong growth in 2019, 2020 was a less successful year for Nielsen, but we believe that some earnings growth should be achievable in the long run thanks to growing investments and a slow pace of market growth.

<sup>1</sup> In Millions

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## Valuation Analysis

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Now	2026
Avg. P/E	17.8	15.4	17.3	18.0	17.3	35.9	33.5	24.0	11.1	12.6	12.5	14.0
Avg. Yld.	---	---	2.0%	2.2%	2.4%	2.4%	3.3%	6.1%	5.6%	1.1%	1.2%	1.1%

Nielsen trades at around 12-13 times this year's expected net earnings, using the midpoint of management's guidance. This is relatively in line with how shares were valued over the last two years, but they were more expensive in 2013-2018. We believe that the 20+ price to earnings multiples from 2016-2018 were far too high. Instead, we believe a low-teens earnings multiple would be appropriate, considering Nielsen's unconvincing track record.

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

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2026
Payout	---	---	34.6%	39.7%	41.4%	87.1%	111%	145%	61.7%	14.4%	14.3%	15.4%

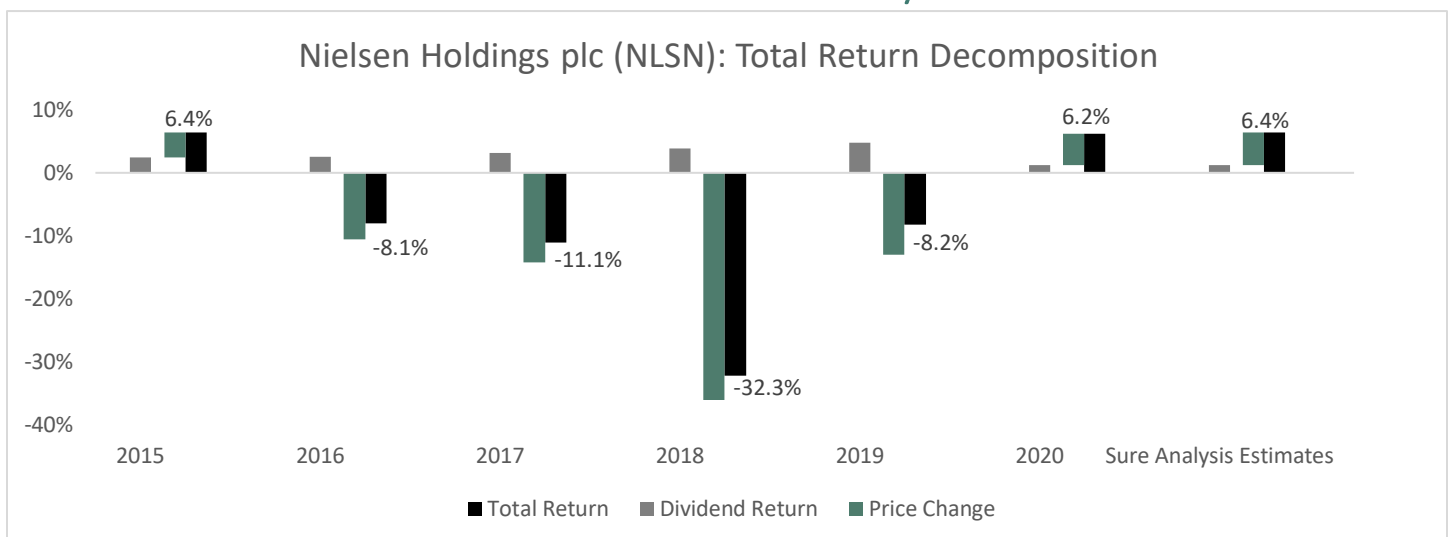
Nielsen's dividend history is not overly long, but since 2013 the company had paid dividends regularly, while also increasing its payout for several years in a row. Following the decision to cut its dividend to just \$0.06, the stock is no longer interesting for income-focused investors. Management explains that the dividend cut was based on a decision to improve Nielsen's balance sheet strength and to allow for higher growth investment spending.

Nielsen is the global leader in its industry, which makes it relatively safe versus competition from other market research companies. The company has advantages in terms of scale, and benefits from a presence in all relevant markets. Cord-cutting and the rise of TV alternatives such as Netflix is a long-term headwind for Nielsen's television rating business. Nielsen would likely see considerable declines in its profitability during a major economic downturn.

## Final Thoughts & Recommendation

Nielsen is an industry leader, but unfortunately the company has not been able to capitalize on its scale advantage over the last couple of years, as profitability remains well below peak levels that were hit a couple of years ago. Nielsen will be able to keep its profits relatively flat in 2021, following an earnings decline in 2020. Following the dividend cut, Nielsen is not attractive for income investors any longer. Shares do not promise especially attractive total returns, which is why we rate the stock a hold at current prices, and we note that Nielsen's results and its share price can be volatile.

## Total Return Breakdown by Year



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## Income Statement Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Revenue	5,328	5,407	5,703	6,288	6,172	6,309	6,572	6,515	6,498	6,290
Gross Profit	3,140	3,182	3,305	3,668	3,633	3,702	3,807	3,710	3,676	3,530
Gross Margin	58.9%	58.8%	58.0%	58.3%	58.9%	58.7%	57.9%	56.9%	56.6%	56.1%
SG&A Exp.	1,829	1,724	1,815	1,917	1,915	1,864	1,873	1,958	1,929	1,872
D&A Exp.	529	520	521	573	574	603	640	675	756	864
Operating Profit	809	965	980	1,178	1,144	1,235	1,294	1,077	991	794
Op. Margin	15.2%	17.8%	17.2%	18.7%	18.5%	19.6%	19.7%	16.5%	15.3%	12.6%
Net Profit	84	273	740	384	570	502	429	(712)	(415)	(6)
Net Margin	1.6%	5.0%	13.0%	6.1%	9.2%	8.0%	6.5%	-10.9%	-6.4%	-0.1%
Free Cash Flow	274	426	527	681	801	863	821	538	547	480
Income Tax	6	122	91	236	383	309	388	(182)	(260)	67

## Balance Sheet Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total Assets	14,504	14,585	15,530	15,326	15,303	15,730	16,866	15,179	14,319	14,135
Cash & Equivalents	319	288	564	273	357	754	656	524	454	610
Acc. Receivable	1,080	1,110	1,196	1,241	1,235	1,171	1,280	1,118	1,103	1,154
Goodwill & Int.	11,716	11,907	12,465	12,386	12,555	12,581	13,572	12,011	10,874	10,510
Total Liabilities	9,863	9,607	9,723	10,193	10,676	11,437	12,423	12,136	11,931	11,892
Accounts Payable	180	150	143	223	216	238	296	288	230	232
Long-Term Debt	6,763	6,584	6,640	6,812	7,338	7,926	8,441	8,387	8,309	8,307
Total Equity	4,633	4,930	5,729	5,056	4,433	4,102	4,245	2,847	2,195	2,051
D/E Ratio	1.46	1.34	1.16	1.35	1.66	1.93	1.99	2.95	3.79	4.05

## Profitability & Per Share Metrics

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Return on Assets	0.6%	1.9%	4.9%	2.5%	3.7%	3.2%	2.6%	-4.4%	-2.8%	0.0%
Return on Equity	2.2%	5.7%	13.9%	7.1%	12.0%	11.8%	10.3%	-20.1%	-16.5%	-0.3%
ROIC	0.7%	2.4%	6.2%	3.1%	4.8%	4.2%	3.4%	-5.9%	-3.8%	-0.1%
Shares Out.	360	363	379	371	362	358	356	355	356	357
Revenue/Share	14.90	14.76	14.97	16.36	16.64	17.42	18.35	18.32	18.27	17.63
FCF/Share	0.77	1.16	1.38	1.77	2.16	2.38	2.29	1.51	1.54	1.35

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

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