



Nielsen Holdings plc (NLSN)

Updated May 25th, 2022 by Jonathan Weber

Key Metrics

Current Price:	\$26	5 Year CAGR Estimate:	2.5%	Market Cap:	\$9.3 B
Fair Value Price:	\$24	5 Year Growth Estimate:	3.0%	Ex-Dividend Date:	06/02/22
% Fair Value:	108%	5 Year Valuation Multiple Estimate:	-1.4%	Dividend Payment Date:	06/17/22
Dividend Yield:	0.9%	5 Year Price Target	\$28	Years Of Dividend Growth:	0
Dividend Risk Score:	C	Retirement Suitability Score:	F	Rating:	Sell

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 first quarter earnings results on April 28. The company announced that its revenues totaled \$880 million during the quarter, which was up 2% from the revenues the company generated during the previous year's quarter. Revenues were below what the analyst community had forecasted, missing estimates by \$2 million.

Nielsen reported earnings-per-share of \$0.45 for the first quarter, which was better than what the analyst community had expected, beating the estimate by \$0.04. For the current year, fiscal 2022, Nielsen forecasts that its organic revenues will grow by 4%-5% at constant currency rates. On top of that, Nielsen forecasts that its earnings-per-share should come in at a range of \$1.81 to \$1.91 during the current year, which would be up slightly versus 2021's earnings-per-share of \$1.81, assuming Nielsen hits the midpoint of the guidance range.

Growth on a Per-Share Basis

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2027
EPS	\$1.87	\$2.08	\$2.52	\$2.63	\$1.39	\$1.20	\$0.96	\$1.80	\$1.67	\$1.81	\$1.86	\$2.16
DPS	---	\$0.72	\$1.00	\$1.09	\$1.21	\$1.33	\$1.39	\$1.11	\$0.24	\$0.24	\$0.24	\$0.30
Shares¹	363	379	371	362	358	356	355	356	357	359	355	340

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 the company recovered in 2021 and should have an even stronger year in 2022, as long as the company manages to hit its guidance numbers.

¹ 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	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Now	2027
Avg. P/E	15.4	17.3	18.0	17.3	35.9	33.5	24.0	11.1	12.6	11.3	14.0	13.0
Avg. Yld.	---	2.0%	2.2%	2.4%	2.4%	3.3%	6.1%	5.6%	1.1%	1.2%	0.9%	1.1%

Nielsen trades at 14 times this year's expected net earnings, using the midpoint of management's guidance. This is considerably higher compared to the valuation when we did our previous update, as Nielsen has seen its shares rise by more than 30%. 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	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2027
Payout	---	34.6%	39.7%	41.4%	87.1%	111%	145%	61.7%	14.4%	13.3%	12.9%	13.9%

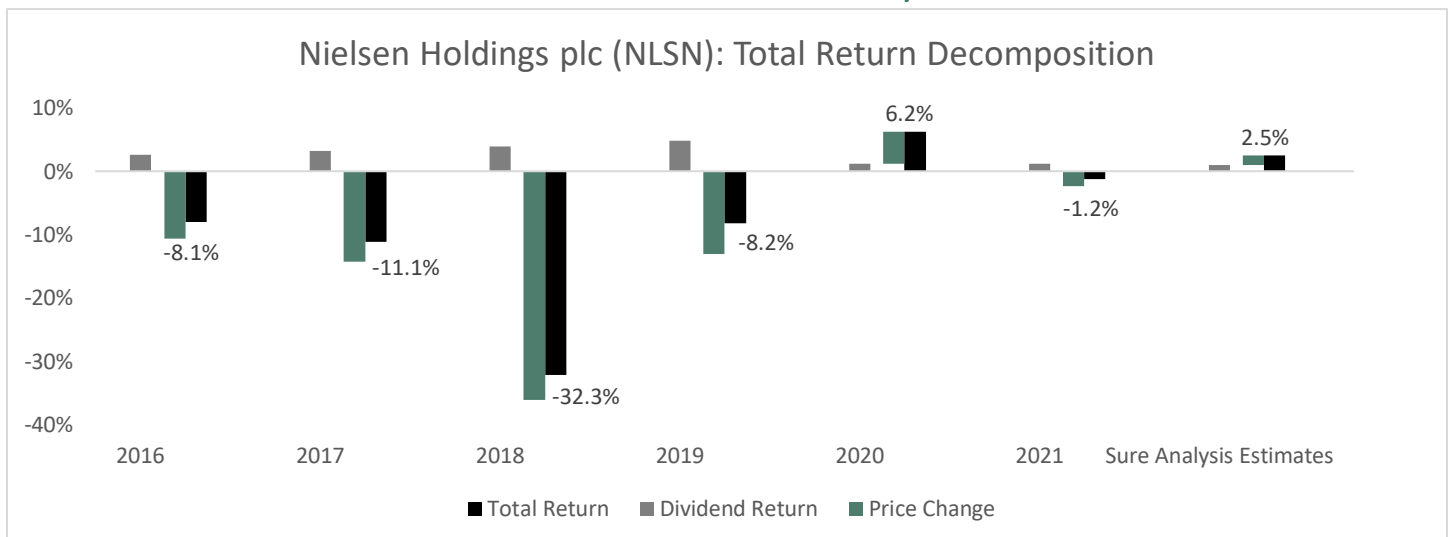
Nielsen's dividend history is not overly long, but since 2013 the company had paid dividends regularly, while also increasing its payout for several years in a row. Following the decision to cut its dividend to just \$0.06, the stock is no longer interesting for income-focused investors. Management explains 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 should be able to grow its profits slightly in 2022, following a healthy earnings increase in 2021. Since the 2020 dividend cut, Nielsen is not an attractive income stock any longer. Shares are up quite a lot since our last update, and the total return outlook is not compelling from the current level. We therefore rate the stock a sell at current prices.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Revenue	5,407	5,703	6,288	6,172	6,309	6,572	6,515	3,441	3,361	3,500
Gross Profit	3,182	3,305	3,668	3,633	3,702	3,807	3,710	2,250	2,126	2,288
Gross Margin	58.8%	58.0%	58.3%	58.9%	58.7%	57.9%	56.9%	65.4%	63.3%	65.4%
SG&A Exp.	1,724	1,815	1,917	1,915	1,864	1,873	1,958	885	714	891
D&A Exp.	520	521	573	574	603	640	675	756	864	548
Operating Profit	965	980	1,178	1,144	1,235	1,294	1,077	900	862	885
Op. Margin	17.8%	17.2%	18.7%	18.5%	19.6%	19.7%	16.5%	26.2%	25.6%	25.3%
Net Profit	273	740	384	570	502	429	(712)	(415)	(6)	963
Net Margin	5.0%	13.0%	6.1%	9.2%	8.0%	6.5%	-10.9%	-12.1%	-0.2%	27.5%
Free Cash Flow	426	527	681	801	863	821	538	547	480	325
Income Tax	122	91	236	383	309	388	(182)	(141)	144	(2)

Balance Sheet Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total Assets	14,585	15,530	15,326	15,303	15,730	16,866	15,179	14,319	14,135	10,820
Cash & Equivalents	288	564	273	357	754	656	524	454	500	380
Acc. Receivable	1,110	1,196	1,241	1,235	1,171	1,280	1,118	1,103	465	517
Goodwill & Int.	11,907	12,465	12,386	12,555	12,581	13,572	12,011	10,874	9,343	9,061
Total Liabilities	9,607	9,723	10,193	10,676	11,437	12,423	12,136	11,931	11,892	7,324
Accounts Payable	150	143	223	216	238	296	288	230	94	29
Long-Term Debt	6,584	6,640	6,812	7,338	7,926	8,441	8,387	8,309	6,960	5,626
Total Equity	4,930	5,729	5,056	4,433	4,102	4,245	2,847	2,195	2,051	3,314
LTD/E Ratio	1.34	1.16	1.35	1.66	1.93	1.99	2.95	3.79	3.39	1.70

Profitability & Per Share Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Return on Assets	1.9%	4.9%	2.5%	3.7%	3.2%	2.6%	-4.4%	-2.8%	0.0%	7.7%
Return on Equity	5.7%	13.9%	7.1%	12.0%	11.8%	10.3%	-20.1%	-16.5%	-0.3%	35.9%
ROIC	2.4%	6.2%	3.1%	4.8%	4.2%	3.4%	-5.9%	-3.8%	-0.1%	10.5%
Shares Out.	363	379	371	362	358	356	355	356	357	359
Revenue/Share	14.76	14.97	16.36	16.64	17.42	18.35	18.32	9.64	9.38	9.71
FCF/Share	1.16	1.38	1.77	2.16	2.38	2.29	1.51	1.53	1.34	0.90

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

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