



Brown-Forman (BF.B)

Updated September 26th, 2022 by Jonathan Weber

Key Metrics

Current Price:	\$69	5 Year CAGR Estimate:	1.2%	Market Cap:	\$33B
Fair Value Price:	\$47	5 Year Growth Estimate:	8.0%	Ex-Dividend Date:	09/02/22
% Fair Value:	147%	5 Year Valuation Multiple Estimate:	-7.5%	Dividend Payment Date:	10/03/22
Dividend Yield:	1.1%	5 Year Price Target	\$69	Years Of Dividend Growth:	32
Dividend Risk Score:	A	Retirement Suitability Score:	C	Rating:	Sell

Overview & Current Events

Brown-Forman is an alcoholic beverage company that is based in Louisville. The company was founded in 1870. Brown-Forman produces and sells whiskey, vodka, tequila, champagne, and wine. Its portfolio includes a range of mostly premium brands, such as Jack Daniel's, Finlandia Vodka, Old Forester, and many others.

Brown-Forman reported its first quarter (fiscal 2023) earnings results on August 31. The company announced that it generated revenues of \$1.0 billion in the period, which was up 12% from the revenues the company generated during the previous year's quarter. Brown-Forman's revenues came in above the analyst consensus, beating it by \$30 million, or around 3%. The sales growth rate during the quarter was weaker compared to the previous quarter, however, partially due to a tougher comparison with the quarter one year earlier.

Brown-Forman's earnings-per-share totaled \$0.52 during the first quarter, which was above the consensus analyst estimate, beating the consensus by \$0.05. Earnings-per-share were up by an attractive 30% compared to the previous year's quarter. During fiscal 2022, Brown-Forman has earned \$1.74 on a per-share basis, and it is expected that profits during the current year will come in well above that level, rising to almost \$2.00 per share.

Growth on a Per-Share Basis

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2028
EPS	\$1.22	\$1.28	\$1.38	\$1.37	\$1.65	\$1.67	\$1.73	\$1.73	\$1.88	\$1.74	\$1.95	\$2.87
DPS	\$0.44	\$0.48	\$0.52	\$0.56	\$0.59	\$0.63	\$0.65	\$0.70	\$0.72	\$0.75	\$0.75	\$1.00
Shares¹	534	534	522	494	480	481	480	480	479	478	477	470

Brown-Forman has a strong growth track record. The company was even able to increase its earnings-per-share during the last financial crisis, which can be explained by the fact that demand for alcohol is not very cyclical. During the 2010-to-2020 time frame, Brown-Forman grew its earnings-per-share at a high single digit rate. Earnings-per-share were driven by a combination of several factors, including revenue growth, rising margins, and buybacks.

Underlying sales growth has been solid during the last couple of years. Due to currency headwinds – the strong dollar results in lower reported sales when sales in other currencies are translated back to USD – the reported revenue growth rate was not as strong during that time frame. Thanks to the fact that Brown-Forman owns strong brands and is active in the super- and ultra-premium alcoholic beverages markets, which see consistent market growth, Brown-Forman should be able to keep its revenues growing in the long run. This has been the most important growth factor for Brown-Forman's earnings-per-share in the past. Brown-Forman's Jack Daniels brand, as well as its American super-premium whiskeys, continue to gain market share around the globe. In the near term, results will be slowed down by the coronavirus headwind, which makes people go out less often, which is why they consume less alcohol. In many countries, restaurants, bars, and clubs were not allowed to open during the pandemic, which hurt Brown-Forman in the recent past. Net profits will likely hit a new record high in the current fiscal year, as reopening efforts lead to an improved business outlook for Brown-Forman. In the long run, we believe that Brown-Forman will continue on its growth track and that earnings-per-share will rise meaningfully through 2028.

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.



Brown-Forman (BF.B)

Updated September 26th, 2022 by Jonathan Weber

Valuation Analysis

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	Now	2028
Avg. P/E	24.7	28.4	28.8	27.6	33.2	32.0	30.6	35.8	40.4	38.5	35.4	24.0
Avg. Yld.	1.4%	1.3%	1.3%	1.5%	1.1%	1.1%	1.2%	1.1%	0.9%	1.1%	1.1%	1.5%

Shares of Brown-Forman never were especially cheap, but in recent years, the company's multiple has risen to an even higher level. Brown-Forman's shares are valued at 35 times this year's forecasted earnings right now. This is a huge premium over the long-term median and our fair value estimate of a 24 times earnings multiple. The company makes special dividend payments from time to time, the most recent one was a \$1.00 per share special payout made in December. When the somewhat irregular special dividends are backed out, the dividend yield is not attractive.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2028
Payout	36.1%	37.5%	37.7%	40.9%	35.8%	37.7%	37.6%	40.5%	38.3%	38.3%	38.5%	35.0%

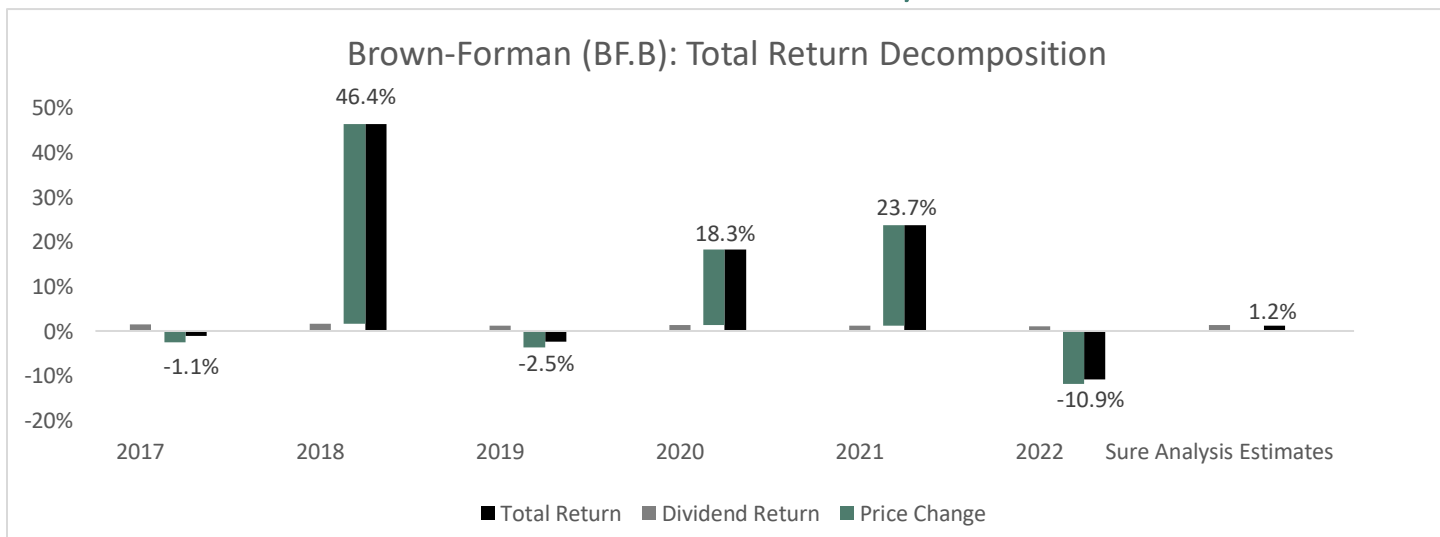
Brown-Forman's dividend payout ratio has been extremely stable over the last decade, as the company paid out between 35% and 40% of its net profits during almost every year. The reliable dividend growth track record and the low payout ratio mean that Brown-Forman's dividend looks highly sustainable and very safe.

Brown-Forman's strong brands and the tendency of customers to stick with the brands they like is a huge competitive advantage. This, along with the fact that Brown-Forman is one of the largest players in its industry, which allows for better economies of scale and a wider geographic reach, makes the company highly competitive. During the last financial crisis Brown-Forman remained highly profitable and actually increased its earnings, which is unsurprising, as demand for alcohol tends to be quite non-cyclical. The impact from the coronavirus crisis has been small as well.

Final Thoughts & Recommendation

Brown-Forman is active in an attractive, relatively non-cyclical industry. Brown-Forman also is a high-quality company that has achieved compelling earnings and dividend growth rates for long periods of time. Unfortunately, shares continue to trade at an excessively high valuation, which is why we do not forecast attractive total returns over the coming years. We rate Brown-Forman a sell given the high valuation and the company's weak total return prospects.

Total Return Breakdown by Year



[Click here to rate and review this research report. Your feedback is important to us.](#)

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.



Brown-Forman (BF.B)

Updated September 26th, 2022 by Jonathan Weber

Income Statement Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Revenue	2,849	2,991	3,134	3,089	2,994	3,248	3,324	3,363	3,461	3,933
Gross Profit	1,955	2,078	2,183	2,144	2,021	2,202	2,166	2,127	2,094	2,391
Gross Margin	68.6%	69.5%	69.7%	69.4%	67.5%	67.8%	65.2%	63.2%	60.5%	60.8%
SG&A Exp.	1,058	1,122	1,134	1,105	1,029	1,170	1,037	1,025	1,070	1,128
D&A Exp.	51	50	51	56	58	64	72	74	77	
Operating Profit	898	971	1,027	1,048	1,010	1,048	1,144	1,091	1,039	1,204
Operating Margin	31.5%	32.5%	32.8%	33.9%	33.7%	32.3%	34.4%	32.4%	30.0%	30.6%
Net Profit	591	659	684	1,067	669	717	835	827	903	838
Net Margin	20.7%	22.0%	21.8%	34.5%	22.3%	22.1%	25.1%	24.6%	26.1%	21.3%
Free Cash Flow	440	520	483	414	541	525	679	605	752	798
Income Tax	274	288	318	422	264	260	207	182	178	276

Balance Sheet Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Total Assets	3,626	4,103	4,188	4,183	4,625	4,976	5,139	5,766	6,522	6,373
Cash & Equivalents	204	437	370	263	182	239	307	675	1,150	868
Accounts Receivable	548	569	583	559	557	639	609	570	753	813
Inventories	827	882	953	1,054	1,270	1,379	1,520	1,685	1,751	1,818
Goodwill & Int. Ass.	1,285	1,297	1,218	1,185	1,394	1,433	1,398	1,391	1,455	1,347
Total Liabilities	1,998	2,071	2,283	2,621	3,255	3,660	3,492	3,791	3,866	3,636
Accounts Payable	133	134	123	121	137	154	150	131	172	703
Long-Term Debt	1,002	1,005	1,183	1,501	2,149	2,556	2,440	2,602	2,559	2,269
Shareholder's Equity	1,628	2,032	1,905	1,562	1,370	1,316	1,647	1,975	2,656	2,737
LTD/E Ratio	0.62	0.49	0.62	0.96	1.57	1.94	1.48	1.32	0.96	0.83

Profitability & Per Share Metrics

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Return on Assets	16.6%	17.1%	16.5%	25.5%	15.2%	14.9%	16.5%	15.2%	14.7%	13.0%
Return on Equity	32.0%	36.0%	34.7%	61.6%	45.6%	53.4%	56.4%	45.7%	39.0%	31.1%
ROIC	22.7%	23.3%	22.3%	34.7%	20.3%	19.4%	21.0%	19.1%	18.4%	16.4%
Shares Out.	534	534	522	494	480	481	480	480	479	478
Revenue/Share	5.30	5.56	5.88	6.05	6.13	6.71	6.90	7.00	7.20	8.18
FCF/Share	0.82	0.97	0.91	0.81	1.11	1.08	1.41	1.26	1.56	1.66

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

Disclaimer

Nothing presented herein is, or is intended to constitute, specific investment advice. Nothing in this research report should be construed as a recommendation to follow any investment strategy or allocation. Any forward-looking statements or forecasts are based on assumptions and actual results are expected to vary from any such statements or forecasts. No reliance should be placed on any such statements or forecasts when making any investment decision. While Sure Dividend has used reasonable efforts to obtain information from reliable sources, we make no representations or warranties as to the accuracy, reliability or completeness of third-party information presented herein. No guarantee of investment performance is being provided and no inference to the contrary should be made. There is a risk of loss from an investment in marketable securities. Past performance is not a guarantee of future performance.