Lamar Advertising (LAMR)

Updated November 22nd, 2022 by Samuel Smith

Key Metrics

Current Price:	$96.4	**5 Year CAGR Estimate:**	4.7%	**Market Cap:**	$9.7 B
Fair Value Price:	$88.2	**5 Year Growth Estimate:**	1.8%	**Ex-Dividend Date:**	12/16/22[1]
% Fair Value:	109%	**5 Year Valuation Multiple Estimate:**	-1.8%	**Dividend Payment Date:**	12/30/22[2]
Dividend Yield:	5.0%	**5 Year Price Target**	$96	**Years of Dividend Growth:**	2
Dividend Risk Score:	F	**Retirement Suitability Score:**	D	**Rating:**	Hold

Overview & Current Events

Lamar Advertising traces its lineage back to 1902 when Charles Lamar helped form a small poster company in Florida. Since that time, the business has grown exponentially into an advertising giant with ~350,000 outdoor displays in nearly every state, Canada and Puerto Rico. The trust changed its corporate structure to become a REIT in 2014 and today, it trades with a $9.7 billion market capitalization.

On November 4th, 2022 Lamar reported Q3 results, including net revenues of $527.4 million versus $476.9 million for the third quarter of 2021, a 10.6% increase. Operating income for the third quarter of 2022 increased $47.7 million to $181.0 million as compared to $133.3 million for the same period in 2021. Lamar generated net income of $146.2 million for the third quarter of 2022 as compared to net income of $106.8 million for same period in 2021, an increase of $39.4 million. Net income per diluted share was $1.44 and $1.05 for the three months ended September 30, 2022 and 2021, respectively.

Growth on a Per-Share Basis

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2027
AFFO/S	$3.25	$3.62	$4.08	$4.59	$5.00	$5.05	$5.50	$5.80	$5.10	$6.48	***$7.35***	***$8.02***
DPS				$2.50	$2.75	$3.02	$3.56	$3.84	$2.00	$4.00	***$4.80***	***$5.20***
Shares[3]	93.9	94.8	95.5	96.7	97.4	98.3	99.6	100.5	100.9	101.2	***101.7***	***105***

At times in the past, Lamar has struggled to grow. However, over the past decade Lamar has been busy growing organically and through acquisitions, fueling strong FFO-per-share growth. The trust took a slight hit from COVID-19 headwinds in 2020 but has recovered nicely since then.

We see revenue as the main driver of growth as Lamar grows organically and through acquisition, as the additional revenue should provide some leverage on the trust's largely fixed expense base, improving margins, providing extra FFO/share growth. Lamar has significant debt, so interest expense consumes a significant amount of operating income. However, it has done a nice job in recent years of keeping its debt at manageable levels. Overall, we expect FFO per share to grow at a 1.8% annualized clip over the next half decade.

Valuation Analysis

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Now	2027
Avg. P/AFFO	11.9	14.4	13.1	13.1	13.4	14.7	14.2	15.3	16	18.7	***13.1***	***12.0***
Avg. Yld.				4.20%	4.10%	4.10%	4.60%	4.40%	2.50%	3.30%	***5.0%***	***5.4%***

Lamar's price-to-funds-from-operations ratio has moved around a lot in the past decade due to choppy AFFO results. We see the current valuation as being above fair value, which we've estimated at 12 times AFFO due to the choppiness of

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[1] Estimate

[2] Estimate

[3] In millions

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earnings and the leveraged, acquisition-focused business model. At today's multiple of 13.1 times 2022 expected AFFO, we see a headwind to total returns in the years to come from multiple contraction.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2027
Payout	0%	0%	0%	54%	55%	60%	65%	66%	39%	62%	**65%**	**65%**

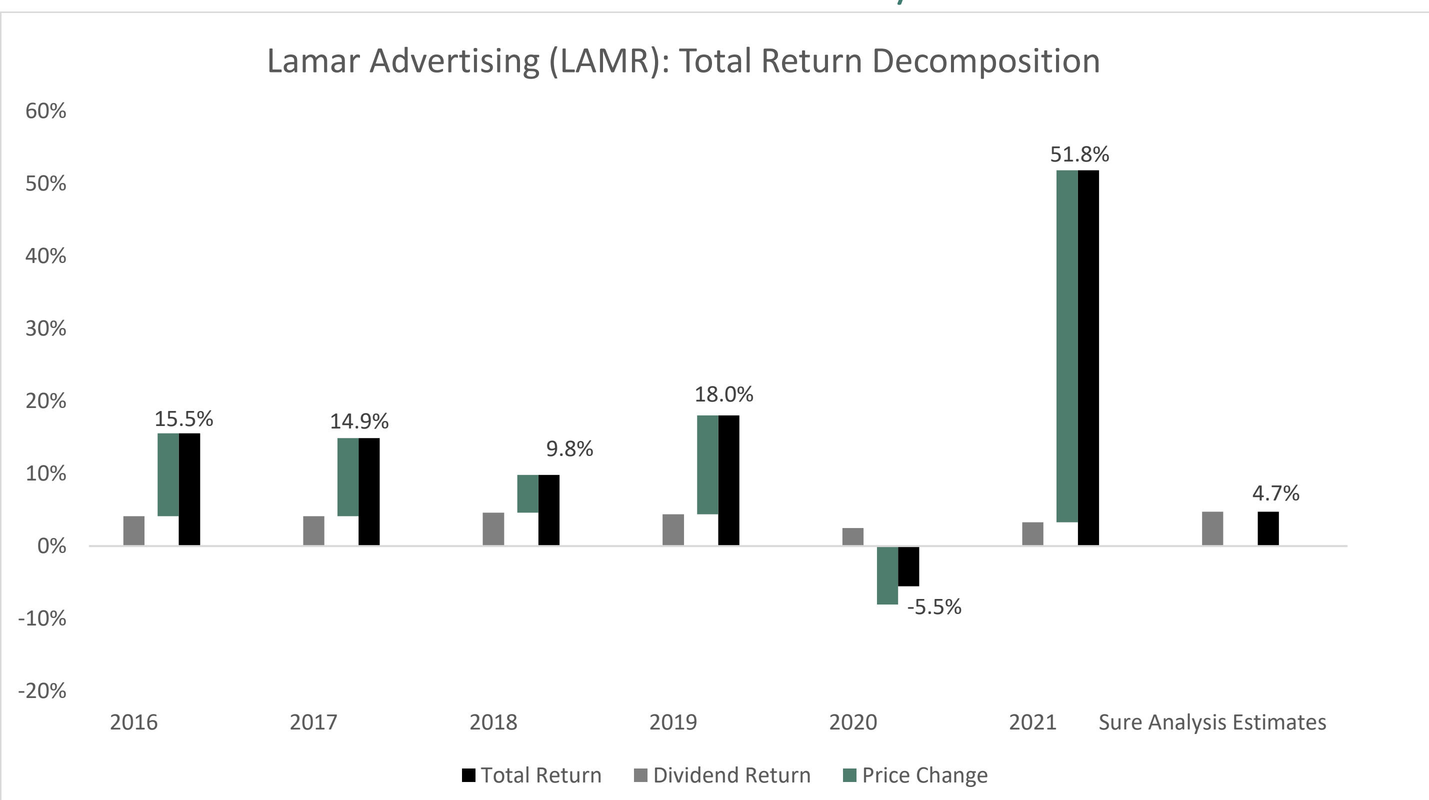
Lamar's quality metrics have been remarkably stable considering the amount of change the trust has gone through in the past decade in terms of strategy and converting to a REIT. Margins have crept a bit higher over time and while we see some operating leverage on its expense base, gross margins have plateaued. The trust's balance sheet remains significantly leveraged, and that should remain the same. Interest coverage has improved markedly in recent years and with a solid FFO growth outlook, it should only improve further.

Lamar is somewhat susceptible to recession but during the Great Recession, its FFO-per-share dipped only briefly before recovering. Its immense size is certainly a competitive advantage, and its long operating history and brand it has built over the past century is certainly a long-term asset. Lamar's competitive positioning should continue to improve with its acquisition-heavy strategy moving forward.

Final Thoughts & Recommendation

Lamar offers investors a well-covered 5.0% yield. We believe management will continue to grow the dividend in the years to come, though growth will slow as the recent headwinds have pushed management to redouble their efforts to deleverage instead of investing in new acquisitions. Overall, we view shares as a Hold as the income looks decent, but total returns are only expected to be 4.7% annualized over the next half decade.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Revenue	1,180	1,246	1,287	1,353	1,500	1,541	1,627	1,754	1,569	1,787
Gross Profit	761	809	834	880	975	1,000	1,065	1,164	1,011	1,211
Gross Margin	64.5%	64.9%	64.8%	65.0%	65.0%	64.9%	65.5%	66.4%	64.5%	67.7%
SG&A Exp.	264	289	300	314	346	339	372	403	359	421
D&A Exp.	296	301	258	191	205	211	225	250	251	271
Operating Profit	201	220	275	374	424	451	468	511	401	519
Operating Margin	17.0%	17.6%	21.4%	27.7%	28.3%	29.2%	28.7%	29.1%	25.6%	29.0%
Net Profit	8	40	254	263	299	318	305	372	243	388
Net Margin	0.7%	3.2%	19.7%	19.4%	19.9%	20.6%	18.8%	21.2%	15.5%	21.7%
Free Cash Flow	270	289	345	367	414	398	447	490	508	608
Income Tax	8	23	(110)	22	13	9	11	(4)	5	9

Balance Sheet Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total Assets	3,514	3,402	3,319	3,364	3,899	4,214	4,545	5,941	5,791	6,047
Cash & Equivalents	59	33	26	22	36	115	21	26	122	100
Goodwill & Int. Ass.	1,953	1,923	1,880	1,949	2,364	2,537	2,835	2,905	2,827	2,982
Total Liabilities	2,652	2,469	2,337	2,343	2,829	3,111	3,413	4,761	4,589	4,830
Accounts Payable	14	13	16	17	18	18	21	15	12	16
Long-Term Debt	2,161	1,939	1,900	1,891	2,349	2,557	2,889	2,980	2,887	3,014
Shareholder's Equity	862	933	981	1,021	1,070	1,103	1,132	1,180	1,203	1,217
LTD/E Ratio	2.51	2.08	1.94	1.85	2.20	2.32	2.55	2.52	2.40	2.48

Profitability & Per Share Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Return on Assets	0.2%	1.2%	7.5%	7.9%	8.2%	7.8%	7.0%	7.1%	4.1%	6.6%
Return on Equity	0.9%	4.5%	26.5%	26.2%	28.6%	29.2%	27.3%	32.2%	20.4%	32.1%
ROIC	0.3%	1.4%	8.8%	9.1%	9.4%	9.0%	7.9%	9.1%	5.9%	9.3%
Shares Out.	93.9	94.8	95.5	96.7	97.4	98.3	99.6	100.5	100.9	101.2
Revenue/Share	12.60	13.15	13.51	14.04	15.36	15.67	16.42	17.48	15.55	17.64
FCF/Share	2.89	3.05	3.62	3.81	4.24	4.04	4.51	4.88	5.03	6.00

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