



# Weyco Group Inc. (WEYS)

Updated November 16<sup>th</sup>, 2022 by Prakash Kolli

## Key Metrics

<b>Current Price:</b>	\$24	<b>5 Year CAGR Estimate:</b>	10.2%	<b>Market Cap:</b>	\$236.36M
<b>Fair Value Price:</b>	\$32	<b>5 Year Growth Estimate:</b>	1.0%	<b>Ex-Dividend Date:</b>	11/25/22
<b>% Fair Value:</b>	75%	<b>5 Year Valuation Multiple Estimate:</b>	5.8%	<b>Dividend Payment Date:</b>	01/03/23
<b>Dividend Yield:</b>	4.1%	<b>5 Year Price Target</b>	\$34	<b>Years Of Dividend Growth:</b>	0
<b>Dividend Risk Score:</b>	D	<b>Retirement Suitability Score:</b>	D	<b>Rating:</b>	Hold

## Overview & Current Events

Weyco Group Inc. designs and distributes footwear. Weyco's brand portfolio consists of Florsheim, Nunn Bush, Stacy Adams, BOGS, and Forsake. The Rafters and Umi brands were discontinued. 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 from its website. The company owns Florsheim Australia that operates in Australia, South Africa, and Asia Pacific. Florsheim Europe was shuttered. Weyco also licenses its brands in the US 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 ~\$267.6M in 2021.

Weyco Group reported excellent Q3 2022 results on November 1<sup>st</sup>, 2022. Companywide net sales increased 57% to a record for the period at \$97.0M from \$61.8M and diluted earnings per share rose to \$1.12 from \$0.52 on year-over-year basis. The increase in sales, earnings, and margins were due to a general return to normal routines and a return to the office. Businesses have reopened and social functions resumed. Hence, demand for dress and dress-casual footwear has recovered strongly. All four major brands had significantly higher sales as shoppers returned to stores.

Net sales in the North American wholesale segment were up 63% to \$81.6M from \$50.2M in the prior year. Sales rose for all four main brands: Florsheim (+82%), BOGS (+52%), Nunn Bush (+50%), and Stacy Adams (68%). Margins were higher by 170 bps because of lower freight costs from China and higher selling prices.

The North American retail segment (Florsheim retail stores and e-commerce) sales rose 13% to \$7.1M from \$6.3M in the prior year because of strength in e-commerce and brick and mortar. Florsheim Australia net sales climbed 54% to \$8.2M from \$5.3M in comparable periods. The Australian business returned to a profit.

The Florsheim European business was closed.

## Growth on a Per-Share Basis

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2027
<b>EPS</b>	\$1.73	\$1.62	\$1.75	\$1.68	\$1.56	\$1.60	\$1.97	\$2.10	-\$0.87	\$2.12	<b>\$2.14</b>	<b>\$2.25</b>
<b>DPS</b>	\$0.84	\$0.54	\$0.75	\$0.79	\$0.83	\$0.87	\$0.91	\$0.95	\$0.96	\$0.96	<b>\$1.00</b>	<b>\$1.22</b>
<b>Shares<sup>1</sup></b>	10.8	10.9	10.8	10.8	10.5	10.2	10.1	9.9	9.8	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 was materially impacted by COVID-19. Sales were much lower in 2020 and the company had a loss for the year. The company returned to profitability in Q4 2020, and momentum continued into 2021. Sales in Q4 2021 exceeded sales in Q4 2019, before the pandemic. The company did not raise the dividend in 2021 for the first time in 39 years. Hence, Weyco is no longer a Dividend Champion. Weyco is repurchasing shares, gradually lowering the share count.

<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	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Now	2027
Avg. P/E	13.7	15.9	15.5	16.7	17.3	17.5	17.1	12.6	NMF	11.3	<b>11.3</b>	<b>15.0</b>
Avg. Yld.	4.2%	1.4%	2.8%	2.8%	3.1%	3.1%	2.7%	3.9%	6.1%	4.0%	<b>4.1%</b>	<b>3.6%</b>

Weyco's stock price is down since our last report on recession fears. Weyco had solid results four quarters in a row as customers returned to the office and social function resumed. We have maintained our 2022 earnings estimate at \$2.14. Our long-term fair value multiple is 15X, slightly lower than the trailing average this past decade, accounting for competitive pressures. Our fair value estimate is now \$32. Our 5-year price target is now \$34.

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

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2027
Payout	49%	33%	43%	47%	53%	54%	46%	45%	-110%	NMF	<b>47%</b>	<b>54%</b>

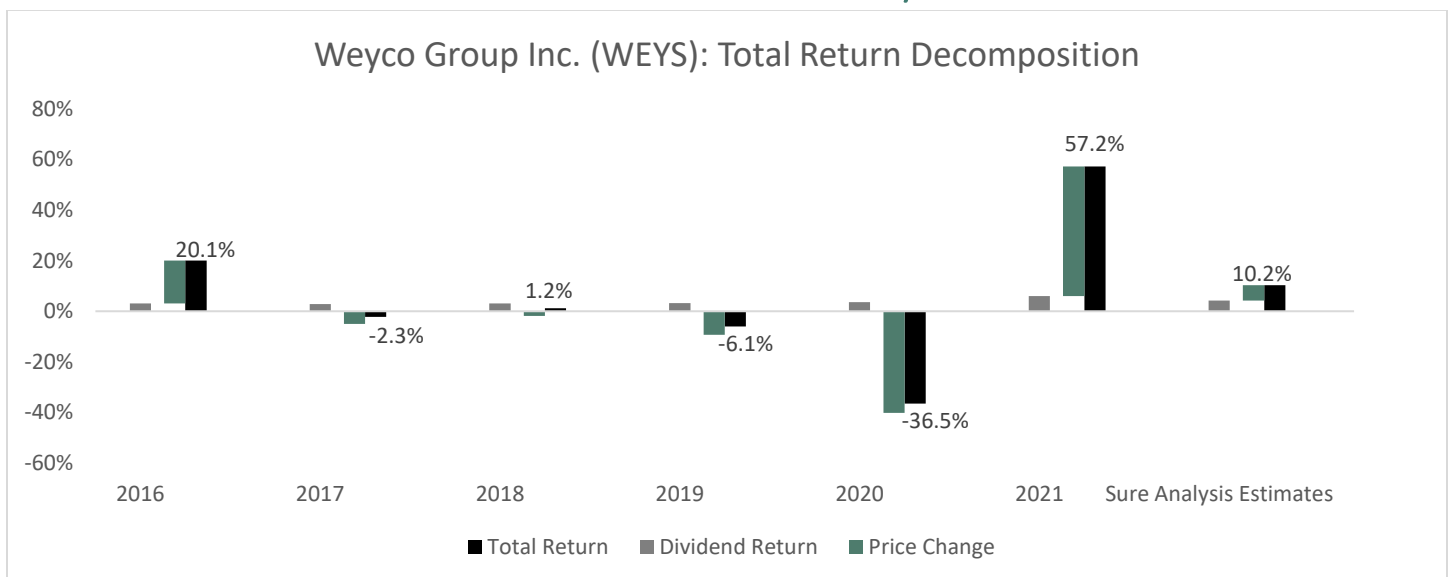
Weyco's main competitive advantage is the strength of its brands. With that said, footwear is a highly competitive business, and as a relatively small player, Weyco does not possess economies of scale over its larger competitors. Furthermore, the wholesale shoe industry is in general decline due to the broader challenges facing brick-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 Q3 2022, the company had \$34.7M in short-term debt, ~\$22.6M of long-term pension liabilities. This is offset by \$18.9M in cash, cash equivalents and marketable securities.

## Final Thoughts & Recommendation

At present we are forecasting 10.2% annualized total returns over the next five years from a dividend yield of 4.1%, 1% EPS growth, and 5.8% P/E multiple expansion. After the severe impact of COVID-19, Weyco's annual sales and earnings have bounced back, and the company has had four quarters of strong momentum. The main interest here is income supported by the strong balance sheet. At the current price, we rate this stock a hold.

## Total Return Breakdown by Year



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## Income Statement Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Revenue	293	300	320	321	297	284	298	304	195	268
Gross Profit	115	117	123	122	112	111	120	124	79	107
Gross Margin	39.1%	39.1%	38.4%	37.9%	37.7%	39.0%	40.2%	40.8%	40.2%	39.9%
SG&A Exp.	85	90	92	90	89	87	95	97	86	82
D&A Exp.	4	4	4	4	4	4	4	3	3	3
Operating Profit	30	28	31	32	23	23	25	27	-8	26
Operating Margin	10.2%	9.2%	9.6%	9.9%	7.7%	8.3%	8.5%	8.9%	-3.9%	9.7%
Net Profit	19	18	19	18	16	16	20	21	-8	21
Net Margin	6.5%	5.9%	5.9%	5.7%	5.5%	5.8%	6.9%	6.9%	-4.3%	7.8%
Free Cash Flow	8	27	15	-8	41	32	12	2	37	5
Income Tax	11	10	11	11	5	7	6	6	1	7

## Balance Sheet Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total Assets	285	268	277	299	268	263	270	297	257	278
Cash & Equivalents	17	16	12	18	14	23	23	10	32	20
Accounts Receivable	49	49	55	54	51	49	52	52	35	53
Inventories	65	63	69	97	70	60	73	87	59	71
Goodwill & Int. Ass.	49	49	49	48	46	46	46	45	45	48
Total Liabilities	104	71	79	94	60	57	64	87	69	76
Accounts Payable	11	14	16	13	12	9	13	12	8	19
Long-Term Debt	45	12	5	27	4	0	6	7	0	0
Shareholder's Equity	174	190	191	198	202	199	206	210	188	201
D/E Ratio	0.26	0.06	0.03	0.13	0.02	0.00	0.03	0.03	0.00	0.00

## Profitability & Per Share Metrics

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Return on Assets	6.8%	6.4%	7.0%	6.3%	5.8%	6.2%	7.7%	7.4%	-3.1%	7.7%
Return on Equity	11.1%	9.7%	10.0%	9.4%	8.2%	8.2%	10.1%	10.0%	-4.3%	10.6%
ROIC	8.7%	8.1%	9.2%	8.4%	7.4%	7.9%	9.8%	9.7%	-4.2%	10.6%
Shares Out.	10.8	10.9	10.8	10.8	10.5	10.2	10.4	10.0	9.9	9.7
Revenue/Share	26.80	27.64	29.44	29.53	28.09	27.51	28.71	30.54	20.02	27.6
FCF/Share	0.77	2.50	1.37	-0.73	3.87	3.10	1.12	0.20	3.75	0.56

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

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