



## Relative Valuation: Using ratios of comparable firms to value your firm

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### What is relative valuation?

- Relative Valuation - compares the price of an asset sold in the market to the market value of similar assets.
- Relative valuation requires peer companies in the same industry, preferably with similar:
  - Businesses
  - Technologies
  - size
  - geographies
- We use:
  - Historical data - most actual data or trailing multiples
  - Forecasted data - Forward multiples
- The approach
  - Equity approach - share prices data
  - Entity approach - enterprise value data

## Advantages

- Very easy to use

## Disadvantages of this method

- Can be applied if there is quoted companies for comparison or data from other transactions
  - Peers may not serve as a proper comparable
  - Peers may not be valued correctly
  - Historical data and actual data may not be a good indicator of value (future matters for valuation)
  - Share prices have market may have peers
- quoted, and  
ns for different



## The process of a relative valuation

1. Identify comparable companies with the SUBJECT OF VALUATION (company or business you want to value) - Similar businesses, similar size, similar technology, similar geographies, etc.
2. Obtain market values for those comparable companies
3. Create multiples (ratios) using market values and financial data for these comparable companies
4. Multiply these multiples of comparable firms to the financial data of the SUBJECT OF VALUATION
5. Control for any differences that may exist between the COMPARABLE FIRMS and the SUBJECT OF VALUATION, to judge whether the value of the target is under or over valued

## The use of relative valuation

- SUBJECT OF VALUATION:
  - Quoted firms
  - Unquoted firms
  - Group of companies
  - Subsidiaries
  - Strategic Business Units (SBU)
  - One business
- SOURCE OF COMPARABLES:
  - Quoted firms - daily market prices (between minority shareholders)
  - Quoted firms - takeover bid (acquisition of majority)
  - Transactions of unquoted firms
  - Transactions of businesses

## Relative valuation is commonly used

- Most of stock market investors use relative valuations.
- Almost all of equity research reports use, in some way, multiples and comparables.
- Rules of thumb based on multiples are common and eventually are often the basis for final judgments.
- Discounted cash flow valuations (Intrinsic value) are more and more used by consulting and corporate finance firms, but they often use relative valuations for testing the Intrinsic Value.
- When applying discounted cash flow valuation, it is necessary to calculate the continuing value (or terminal value). There are two approaches:
  - Discounted cash flow approach or;
  - Relative valuation approach

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## Comparable should be comparable

- The sample of comparable firms should be comparable to the TARGET - size, industry, businesses, technology, etc.;
- And use identical accounting principles such as:
  - Capitalization of expenses
  - Depreciation & Amortization
  - Provisions
  - impairments
  - Capital gains and losses



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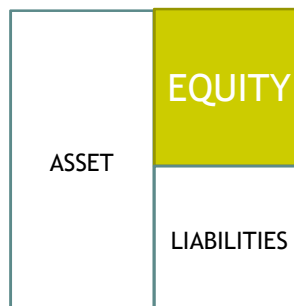
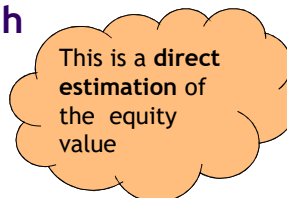
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## Why relative valuation is relevant

- Even if you are an apologist of discounted cash flow valuation (like me), you must agree that presenting your findings on a relative valuation basis, will make your audience more receptive to your valuation.
- Relative valuation can also help to find some weak spots in discounted cash flow valuations, to fix them.
- The problem with multiples is not their use, but their abuse.
- If you can find ways to frame multiples right, you should be able to use them better.

## Most traditional EQUITY approach multiples:

- PER - Price Earnings Ratio
- PBV - Price Book Value
- PCE - Price to Cash Earnings
- PS - Price to Sales
- Price per unit of specific industry variable
  - Production capacity;
  - Effective production
  - (price per ton; price to kWh, price per number of golf rounds, etc.)



## Multiples based on Share Prices

$$PER = \frac{\text{Share Price}}{\text{Earnings Per Share}}$$

$$PBV = \frac{\text{Share Price}}{\text{Equity Book Value Per Share}}$$

$$PCF = \frac{\text{Share Price}}{\text{Cash Earnings Per Share}}$$

*Cash Earnings = Net Profit + Amort & Depr + Provisions + Impairments*

*Cement Industry = 200USD per Ton of Capacity*

## Descriptive tests for multiples

- What is the average and standard deviation for this multiple, across the universe/sample?
- What is the median for this multiple?
- The median is often a more reliable comparison multiple.
- How large are the outliers to the distribution?
- How do you deal with the outliers? Throwing out outliers may seem an obvious solution, however if all the outliers lie on one side of the distribution (they usually are large positive numbers), this can bias the estimate.
- Are there many cases where the multiple cannot be estimated? Ignoring these cases may bias the estimate of the multiple?
- How has the multiple changed over time?

## Analytical tests

- What are the fundamentals that drive the multiple?
  - Every multiple has an embedded model with variables that drive discounted cash flow valuation such as growth, risk, return, etc.
  - Using a simple discounted cash flow model and basic algebra should yield the fundamentals that drive a multiple
- How do changes in these drivers change the multiple?
  - There is a specific relationship between a fundamental (like growth, cost of capital) and a multiple (such as PER).

## Rationale of equity approach multiples using the Gordon model for a stable-growth model

$$P_0 = \frac{DPS}{k - g}$$

$$PER = \frac{P_0}{EPS_0} = \frac{DPS_0 \times (1+g)}{EPS_0} \times \frac{1}{k-g} = \frac{Payout\ ratio \times (1+g)}{k-g}$$

$$PBV = \frac{P_0}{BVPS_0} = \frac{DPS_0 \times (1+g)}{BVPS_0} \times \frac{1}{k-g} = \frac{ROE \times Payout\ Ratio \times (1+g)}{k-g}$$

$$PS = \frac{P_0}{SalesPS_0} = \frac{DPS_0 \times (1+g)}{SalesPS_0} \times \frac{1}{k-g} = \frac{Profit\ Margin \times Payout\ Ratio \times (1+g)}{k-g}$$

$P_0$  – Price per share  
 $DPS$  – Dividends per share  
 $k$  – cost of equity  
 $g$  – growth rate  
 Payout = Dividends/Net Profit

$PER$  – Price earnings ratio  
 $EPS$  – Earnings per share

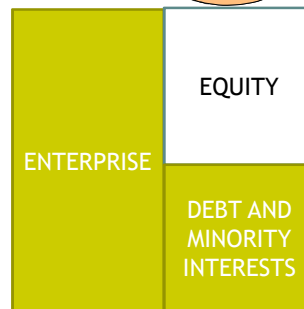
$PBV$  – Price book value  
 $BVPS$  – Book value per share  
 $ROE$  – Return on equity

$PS$  – Price to sales  
 $SalesPS$  – Sales per share  
 Profit margin = Net profit / Sales

## Multiples based on Enterprise Value (EV) approach

- EV to EBITDA
- EV to EBIT
- EV to Sales
- EV to Book value of assets
- EV to Replacement value of assets (Tobin's Q)
- EV per unit of specific industry variable
  - Production capacity;
  - Effective production
  - (price per ton; price to kWh, price per number of golf rounds, etc.)

First you estimate EV then you deduct debt and minority interests to obtain the estimation of Equity Value for shareholders



## Enterprise value to EBITDA

### Classic Version

$$\frac{\text{Firm Value}}{\text{EBITDA}} = \frac{\text{Market Value of Equity} + \text{Market Value of Debt}}{\text{Earnings before Interest, Taxes and Depreciation}}$$

### The No-cash Version

$$\frac{\text{Enterprise Value}}{\text{EBITDA}} = \frac{\text{Market Value of Equity} + \text{Market Value of Debt} - \text{Cash}}{\text{Earnings before Interest, Taxes and Depreciation}}$$

Technical Note:

When cash and marketable securities are netted out of the enterprise value then, income from the cash and securities shouldn't be in the denominator



## Reasons for market use of EBITDA

- The multiple can be computed even for firms that are reporting net losses, as long as EBITDA is positive
- The multiple seems to be more appropriate than the price/earnings ratio in most cases
- EBITDA is a better estimate of cash flows from operations that can be used to support debt payment, at least in the short term.
- EBITDA is a good estimate of cash flow prior to CAPEX
- By looking at enterprise value and cash flows to the firm, allows for comparison across firms with different financial leverage.

## Example: Information about an hotel

- Fixed assets per room = 55 000 €
- No. of rooms = 900
- Working capital requirements = 2 300 k€
- Cash in hand = 300 k€
- Debt = 45 000 k€
- No. of shares = 1 000 000

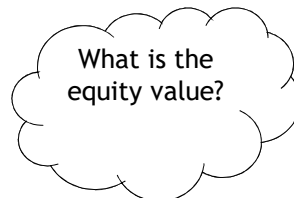


## European Hotel Firms Multiples: An example in 31/12/20xx

European Firms	EV/Sales	EV/EBITDA
Accor	1,7	9,6
De Vere	1,7	7,9
Hilton Group	1,1	9,5
Jarvis Hotels	1,9	6,9
Millenium & Copthrn	2,7	10,6
NH Hotels	2,7	9,7
Six Continents	1,7	6,9
Sol Meliá	3,0	12,7
Thistle Hotels	3,3	8,7
Whitebread	1,5	7,2
<b>Average</b>	<b>2,13</b>	<b>8,97</b>
<b>Median</b>	<b>1,80</b>	<b>9,10</b>
<b>Standard Deviation</b>	<b>0,73</b>	<b>1,85</b>

## Example: Valuing the hotel with EV to Sales

- The amount of sales of the hotel: 24 500 k€.
- Average of EV to Sales of 10 european companies in 31/12/20XX: 2,13



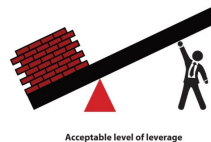
## Example: Valuing the hotel with EV to EBITDA

- The average of the EBITDA margin is 24,5%.
- The target hotel has an EBITDA margin that is identical to the industry.
- The average of the EV to EBITDA of 10 comparative hotels is 8,97

What is the equity value?

## Advantages of Multiples based on Enterprise Value Vs Equity Value

- Debt effect
- Tax effect
- Accounting policies avoided such as - Amortizations & Depreciations, Provisions and Impairments



## Pros and Cons

### Pros

- Easy to apply

### Cons

- Market is efficient
- Recent market deals
- Identical accounting principles
- Identical cost structure
- Similar product mix and product pricing
- Similar market segment and Customer behavior
- Etc.

## Syndicated Groups Assignment

- Syndicated Groups will use Champagne Leblanc-Lenoir Case to do a relative valuation using comparable companies and data in the case study