Sirius Radio: Revenues and Revenue Growth- June 2006

Year	Revenue Growth	Revenue $	Operating Margin	Operating Income
Current		$187	-419.92%	-$787
1	200.00%	$562	-199.96%	-$1,125
2	100.00%	$1,125	-89.98%	-$1,012
3	80.00%	$2,025	-34.99%	-$708
4	60.00%	$3,239	-7.50%	-$243
5	40.00%	$4,535	6.25%	$284
6	25.00%	$5,669	13.13%	$744
7	20.00%	$6,803	16.56%	$1,127
8	15.00%	$7,823	18.28%	$1,430
9	10.00%	$8,605	19.14%	$1,647
10	5.00%	$9,035	19.57%	$1,768

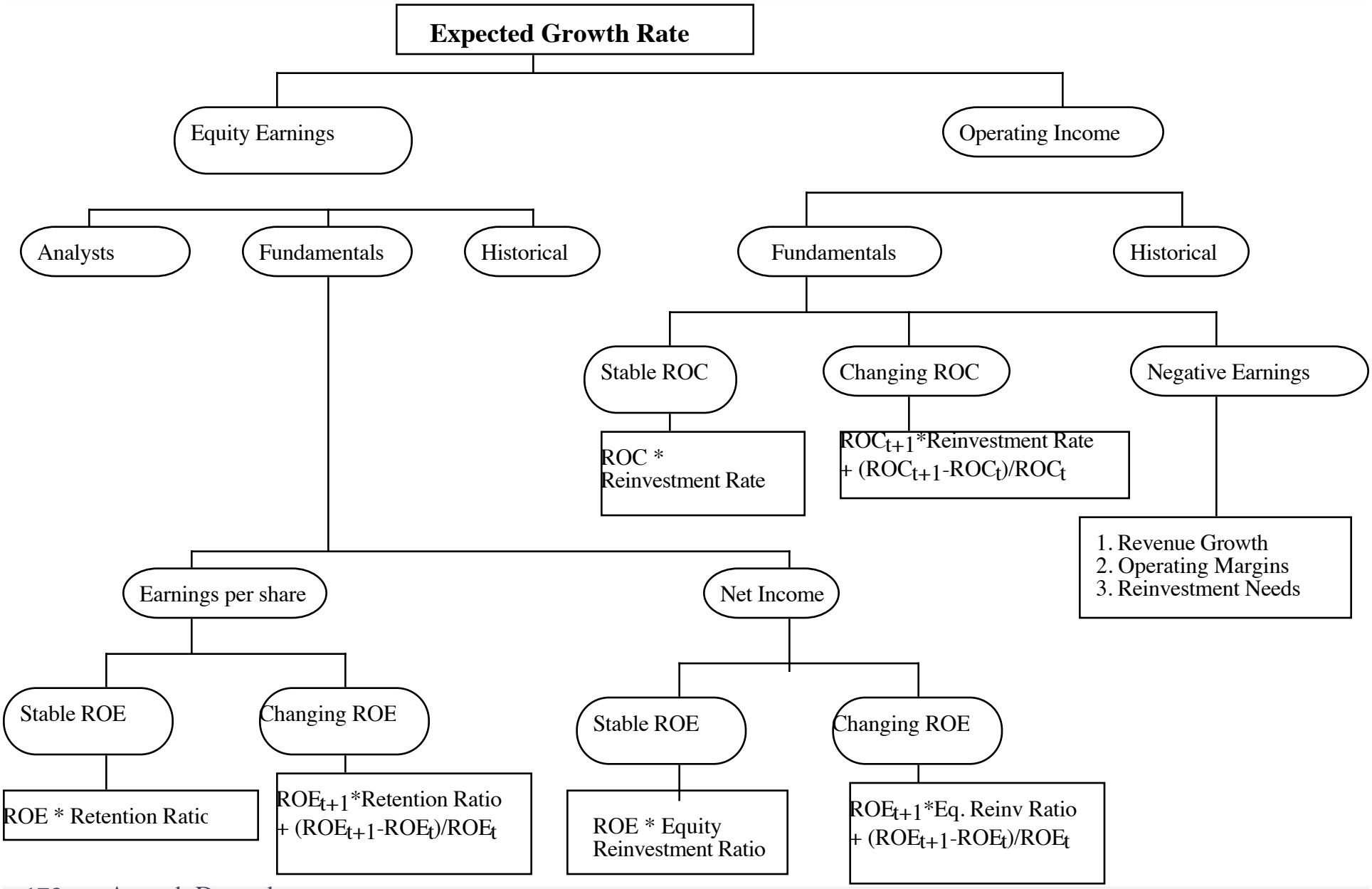
Target margin based upon Clear Channel

Sirius: Reinvestment Needs

Year	Revenues	Change in revenue	Sales/Capital Ratio	Reinvestment	Capital Invested	Operating Income (Loss)	Imputed ROC
Current	$187				$ 1,657	-$787	
1	$562	$375	1.50	$250	$ 1,907	-$1,125	-67.87%
2	$1,125	$562	1.50	$375	$ 2,282	-$1,012	-53.08%
3	$2,025	$900	1.50	$600	$ 2,882	-$708	-31.05%
4	$3,239	$1,215	1.50	$810	$ 3,691	-$243	-8.43%
5	$4,535	$1,296	1.50	$864	$ 4,555	$284	7.68%
6	$5,669	$1,134	1.50	$756	$ 5,311	$744	16.33%
7	$6,803	$1,134	1.50	$756	$ 6,067	$1,127	21.21%
8	$7,823	$1,020	1.50	$680	$ 6,747	$1,430	23.57%
9	$8,605	$782	1.50	$522	$ 7,269	$1,647	17.56%
10	$9,035	$430	1.50	$287	$ 7,556	$1,768	15.81%

Capital invested in year t+!=
Capital invested in year t +
Reinvestment in year t+1

Industry average Sales/Cap Ratio


Expected Growth Rate
Equity Earnings
Operating Income
Analysts
Fundamentals
Historical
Fundamentals
Historical
Stable ROC
Changing ROC
Negative Earnings
ROC * Reinvestment Rate
ROC$_{t+1}$*Reinvestment Rate + (ROC$_{t+1}$-ROC$_t$)/ROC$_t$
1. Revenue Growth
2. Operating Margins
3. Reinvestment Needs
Earnings per share
Net Income
Stable ROE
Changing ROE
Stable ROE
Changing ROE
ROE * Retention Ratic
ROE$_{t+1}$*Retention Ratio + (ROE$_{t+1}$-ROE$_t$)/ROE$_t$
ROE * Equity Reinvestment Ratio
ROE$_{t+1}$*Eq. Reinv Ratio + (ROE$_{t+1}$-ROE$_t$)/ROE$_t$

IV. CLOSURE IN VALUATION

The Big Enchilada

Getting Closure in Valuation

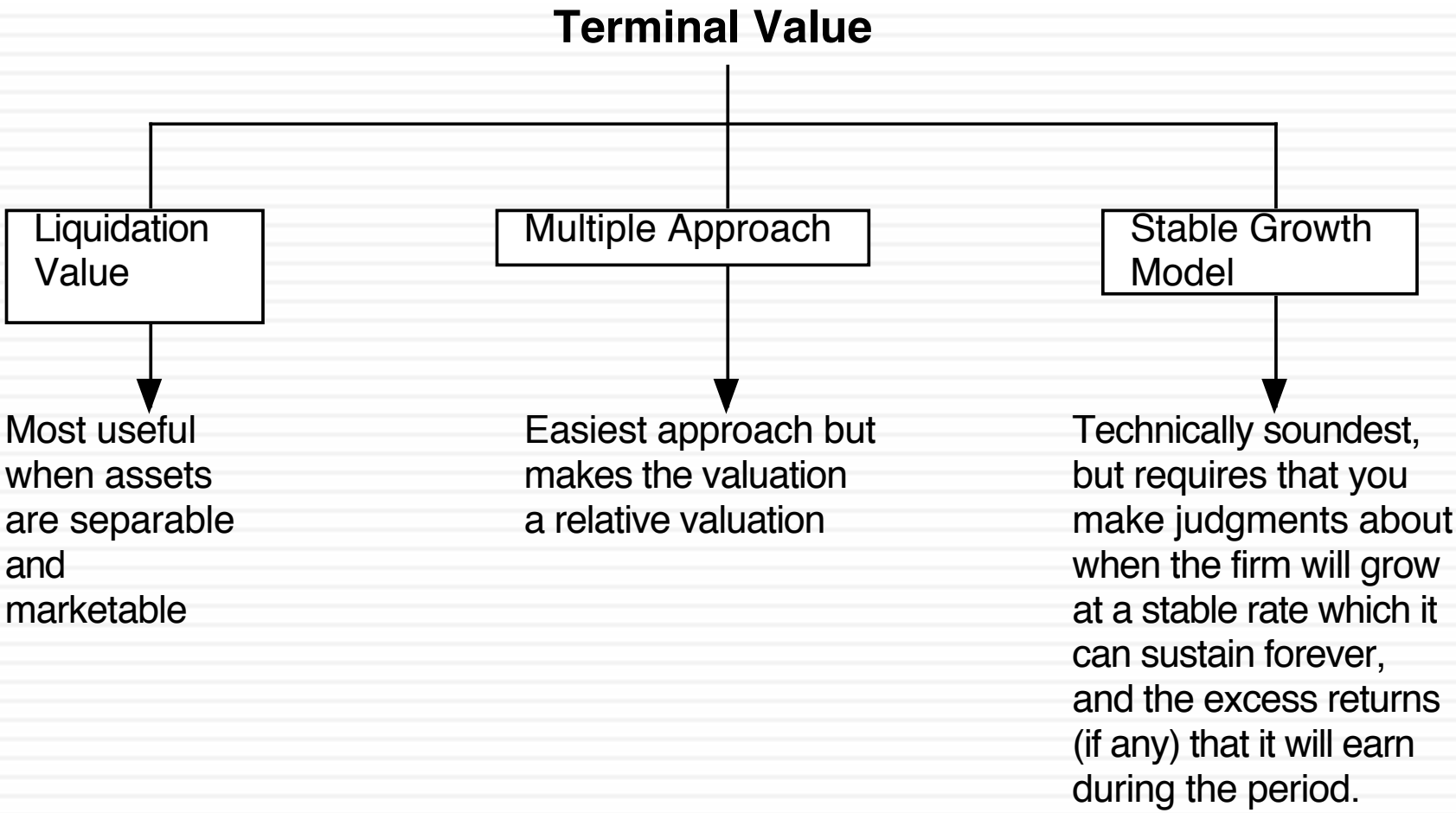
- A publicly traded firm potentially has an infinite life. The value is therefore the present value of cash flows forever.

$$\text{Value} = \sum_{t=1}^{t=\infty} \frac{CF_t}{(1+r)^t}$$

- Since we cannot estimate cash flows forever, we estimate cash flows for a "growth period" and then estimate a terminal value, to capture the value at the end of the period:

$$\text{Value} = \sum_{t=1}^{t=N} \frac{CF_t}{(1+r)^t} + \frac{\text{Terminal Value}}{(1+r)^N}$$

Ways of Estimating Terminal Value



Getting Terminal Value Right
1. Obey the growth cap

- When a firm's cash flows grow at a "constant" rate forever, the present value of those cash flows can be written as:

  Value = Expected Cash Flow Next Period / (r - g)

  where,

  r = Discount rate (Cost of Equity or Cost of Capital)

  g = Expected growth rate

- The stable growth rate cannot exceed the growth rate of the economy but it can be set lower.
  - If you assume that the economy is composed of high growth and stable growth firms, the growth rate of the latter will probably be lower than the growth rate of the economy.
  - The stable growth rate can be negative. The terminal value will be lower and you are assuming that your firm will disappear over time.
  - If you use nominal cashflows and discount rates, the growth rate should be nominal in the currency in which the valuation is denominated.
- One simple proxy for the nominal growth rate of the economy is the riskfree rate.

Getting Terminal Value Right
2. Don't wait too long…

- Assume that you are valuing a young, high growth firm with great potential, just after its initial public offering. How long would you set your high growth period?
  a. < 5 years
  b. 5 years
  c. 10 years
  d. >10 years

- While analysts routinely assume very long high growth periods (with substantial excess returns during the periods), the evidence suggests that they are much too optimistic. Most growth firms have difficulty sustaining their growth for long periods, especially while earning excess returns.

And the key determinant of growth periods is the company's competitive advantage…

- Recapping a key lesson about growth, it is not growth per se that creates value but growth with excess returns. For growth firms to continue to generate value creating growth, they have to be able to keep the competition at bay.
- Proposition 1: The stronger and more sustainable the competitive advantages, the longer a growth company can sustain "value creating" growth.
- Proposition 2: Growth companies with strong and sustainable competitive advantages are rare.

Don't forget that growth has to be earned..
3. Think about what your firm will earn as returns forever..

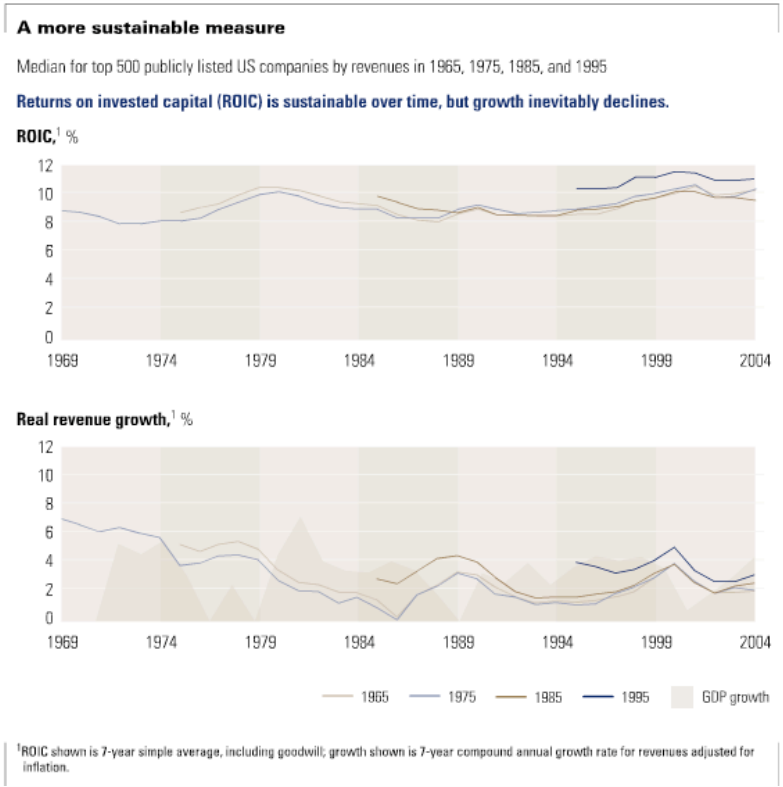
- In the section on expected growth, we laid out the fundamental equation for growth:

Growth rate = Reinvestment Rate * Return on invested capital
+ Growth rate from improved efficiency

- In stable growth, you cannot count on efficiency delivering growth (why?) and you have to reinvest to deliver the growth rate that you have forecast. Consequently, your reinvestment rate in stable growth will be a function of your stable growth rate and what you believe the firm will earn as a return on capital in perpetuity:
  - Reinvestment Rate = Stable growth rate/ Stable period Return on capital
- A key issue in valuation is whether it okay to assume that firms can earn more than their cost of capital in perpetuity. There are some (McKinsey, for instance) who argue that the return on capital = cost of capital in stable growth…

There are some firms that earn excess returns

- While growth rates seem to fade quickly as firms become larger, well managed firms seem to do much better at sustaining excess returns for longer periods.



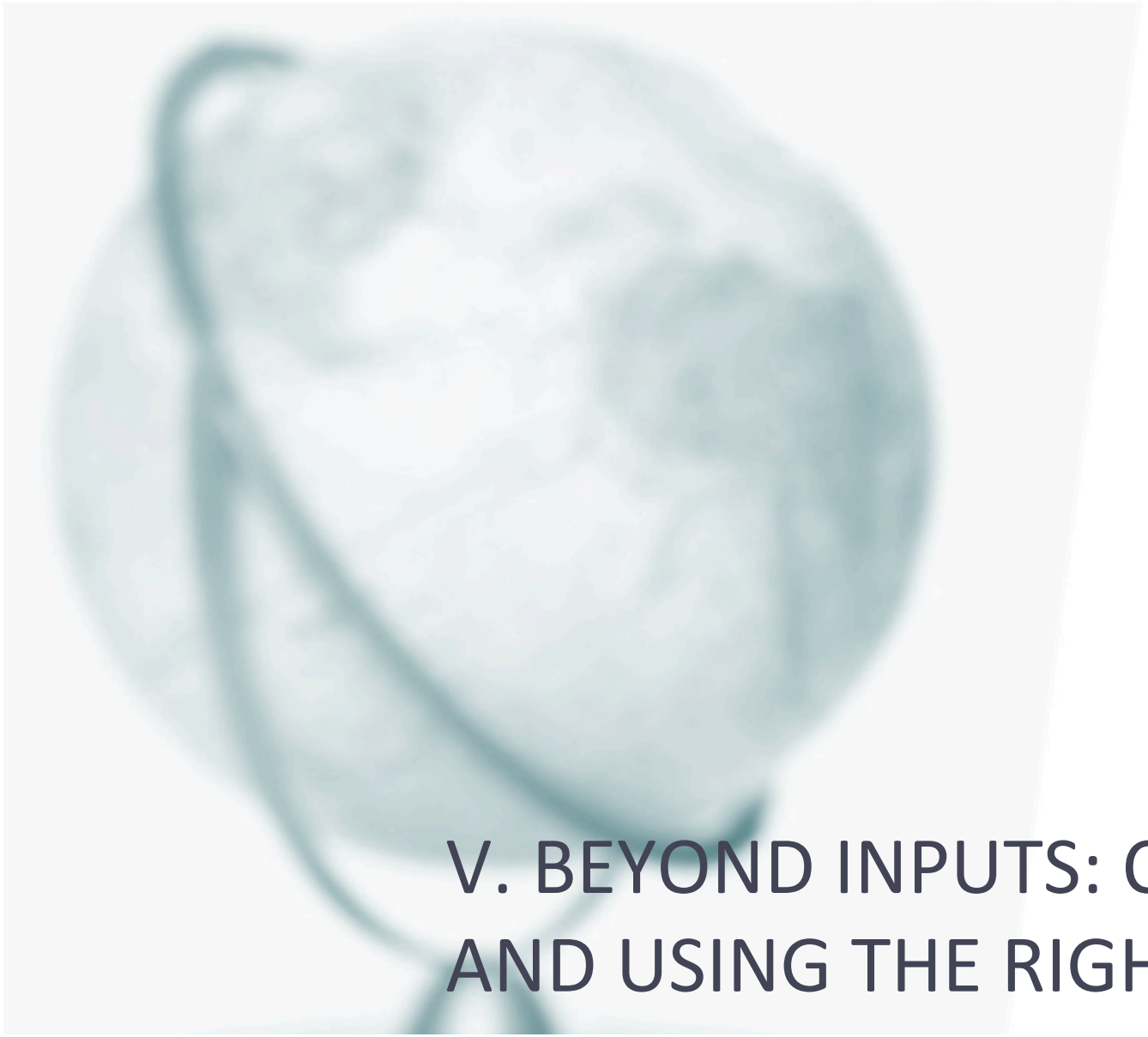
And don't fall for sleight of hand…

- A typical assumption in many DCF valuations, when it comes to stable growth, is that capital expenditures offset depreciation and there are no working capital needs. Stable growth firms, we are told, just have to make maintenance cap ex (replacing existing assets) to deliver growth. If you make this assumption, what expected growth rate can you use in your terminal value computation?

- What if the stable growth rate = inflation rate? Is it okay to make this assumption then?

Getting Terminal Value Right
4. Be internally consistent..

- Risk and costs of equity and capital: Stable growth firms tend to
  - Have betas closer to one
  - Have debt ratios closer to industry averages (or mature company averages)
  - Country risk premiums (especially in emerging markets should evolve over time)
- The excess returns at stable growth firms should approach (or become) zero. ROC -> Cost of capital and ROE -> Cost of equity
- The reinvestment needs and dividend payout ratios should reflect the lower growth and excess returns:
  - Stable period payout ratio = 1 - g/ ROE
  - Stable period reinvestment rate = g/ ROC



V. BEYOND INPUTS: CHOOSING AND USING THE RIGHT MODEL

Choosing the right model

Summarizing the Inputs

- In summary, at this stage in the process, we should have an estimate of the
  - the current cash flows on the investment, either to equity investors (dividends or free cash flows to equity) or to the firm (cash flow to the firm)
  - the current cost of equity and/or capital on the investment
  - the expected growth rate in earnings, based upon historical growth, analysts forecasts and/or fundamentals
- The next step in the process is deciding
  - which cash flow to discount, which should indicate
  - which discount rate needs to be estimated and
  - what pattern we will assume growth to follow

Which cash flow should I discount?

- Use Equity Valuation

  (a) for firms which have stable leverage, whether high or not, and

  (b) if equity (stock) is being valued

- Use Firm Valuation

  (a) for firms which have leverage which is too high or too low, and expect to change the leverage over time, because debt payments and issues do not have to be factored in the cash flows and the discount rate (cost of capital) does not change dramatically over time.

  (b) for firms for which you have partial information on leverage (eg: interest expenses are missing..)

  (c) in all other cases, where you are more interested in valuing the firm than the equity. (Value Consulting?)

Given cash flows to equity, should I discount dividends or FCFE?

- Use the Dividend Discount Model

  (a) For firms which pay dividends (and repurchase stock) which are close to the Free Cash Flow to Equity (over a extended period)

  (b)For firms where FCFE are difficult to estimate (Example: Banks and Financial Service companies)

- Use the FCFE Model

  (a) For firms which pay dividends which are significantly higher or lower than the Free Cash Flow to Equity. (What is significant? ... As a rule of thumb, if dividends are less than 80% of FCFE or dividends are greater than 110% of FCFE over a 5-year period, use the FCFE model)

  (b) For firms where dividends are not available (Example: Private Companies, IPOs)

What discount rate should I use?

- Cost of Equity versus Cost of Capital
  - If discounting cash flows to equity -> Cost of Equity
  - If discounting cash flows to the firm -> Cost of Capital
- What currency should the discount rate (risk free rate) be in?
  - Match the currency in which you estimate the risk free rate to the currency of your cash flows
- Should I use real or nominal cash flows?
  - If discounting real cash flows -> real cost of capital
  - If nominal cash flows -> nominal cost of capital
  - If inflation is low (<10%), stick with nominal cash flows since taxes are based upon nominal income
  - If inflation is high (>10%) switch to real cash flows

Which Growth Pattern Should I use?

- If your firm is
  - large and growing at a rate close to or less than growth rate of the economy, or
  - constrained by regulation from growing at rate faster than the economy
  - has the characteristics of a stable firm (average risk & reinvestment rates)

Use a Stable Growth Model

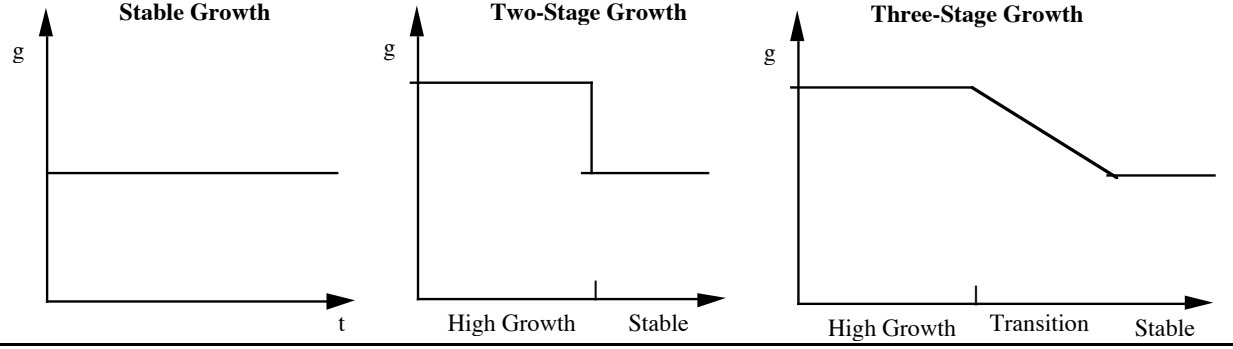
- If your firm
  - is large & growing at a moderate rate (≤ Overall growth rate + 10%) or
  - has a single product & barriers to entry with a finite life (e.g. patents)

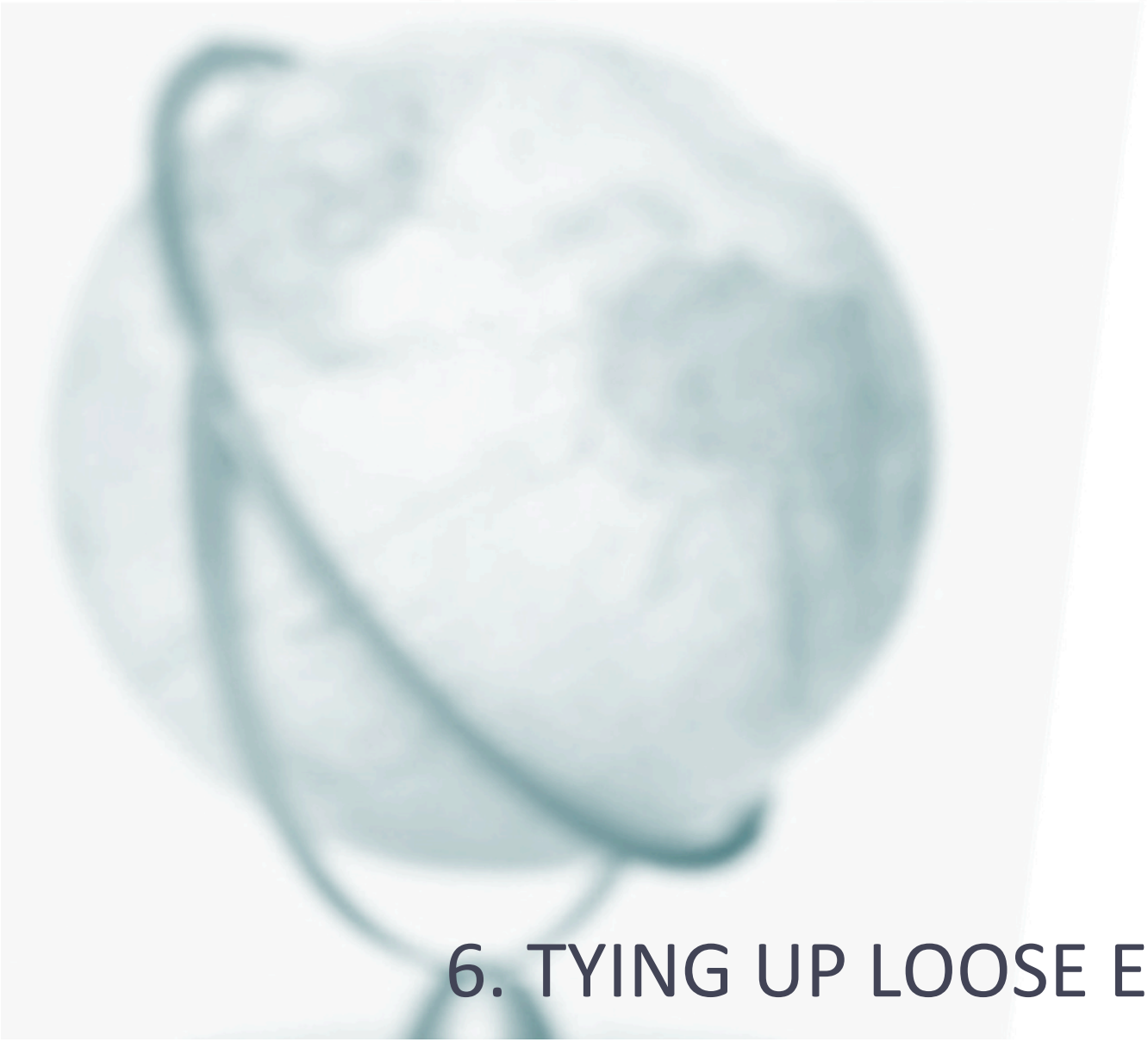
Use a 2-Stage Growth Model

- If your firm
  - is small and growing at a very high rate (> Overall growth rate + 10%) or
  - has significant barriers to entry into the business
  - has firm characteristics that are very different from the norm

Use a 3-Stage or n-stage Model

The Building Blocks of Valuation

Choose a			
Cash Flow	*Dividends* Expected Dividends to Stockholders	*Cashflows to Equity* Net Income - (1- δ) (Capital Exp. - Deprec'n) - (1- δ) Change in Work. Capital = Free Cash flow to Equity (FCFE) [δ = Debt Ratio]	*Cashflows to Firm* EBIT (1- tax rate) - (Capital Exp. - Deprec'n) - Change in Work. Capital = Free Cash flow to Firm (FCFF)
& A Discount Rate	*Cost of Equity* • *Basis*: The riskier the investment, the greater is the cost of equity. • *Models:* CAPM: Riskfree Rate + Beta (Risk Premium) APM: Riskfree Rate + Σ $Beta_j$ ($Risk\ Premium_j$): *n factors*		*Cost of Capital* WACC = k_e (E/ (D+E)) + k_d (D/(D+E)) k_d = Current Borrowing Rate (1-t) E,D: Mkt Val of Equity and Debt
& a growth pattern			



6. TYING UP LOOSE ENDS

The trouble starts after you tell me you are done..

But what comes next?

Value of Operating Assets	Since this is a discounted cashflow valuation, should there be a real option premium?
+ Cash and Marketable Securities	Operating versus Non-opeating cash Should cash be discounted for earning a low return?
+ Value of Cross Holdings	How do you value cross holdings in other companies? What if the cross holdings are in private businesses?
+ Value of Other Assets	What about other valuable assets? How do you consider under utlilized assets?
Value of Firm	Should you discount this value for opacity or complexity? How about a premium for synergy? What about a premium for intangibles (brand name)?
- Value of Debt	What should be counted in debt? Should you subtract book or market value of debt? What about other obligations (pension fund and health care? What about contingent liabilities? What about minority interests?
= Value of Equity	Should there be a premium/discount for control? Should there be a discount for distress
- Value of Equity Options	What equity options should be valued here (vested versus non-vested)? How do you value equity options?
= Value of Common Stock	Should you divide by primary or diluted shares?
/ Number of shares	
= Value per share	Should there be a discount for illiquidity/ marketability? Should there be a discount for minority interests?