



Binh Dien Fertilizer JSC (BFC – HSX)

Solid Position in Vietnam's NPK Fertilizer Industry

- **Fertilizer Prospects: Technology and Product Quality Renovation**
- **BFC: A solid position in Vietnam's NPK fertilizer industry**
- **Expanding to the northern and foreign markets**

Outlook and Valuation

Binh Dien Fertilizer, which owns the well-known brand “Dau Trau”, is the leading domestic firm in producing and distributing NPK products. With well-established history, the company has built a strong and efficient distribution network nationwide and regionwide. In the short term, the following two factors can be considered potential growth drivers for BFC's business results: (1) improving its gross profit margin thanks to the decline in input prices (2) preferred tax rates in its Binh Dien – Ninh Binh Plant. In the long run, penetrating the northern and foreign markets has the potential to be a major breakthrough for BFC in the coming years. The biggest risks for BFC's growth are climate change and higher competition in the NPK segment, where many domestic key players (PVFCCo, Lam Thao fertilizer) have expanded. This will result in unfavourable influences on BFC's sales activities while Binh Dien – Ninh Binh plant increases its operating capacity.

With a high and stable cash dividend payment, BFC would be an attractive investment for value investors, compared to other listed fertilizer companies. We expect that BFC could pay 30% (par value) dividend in cash for 2016 if the company achieves our 2016 earnings forecast (VND274 billion). In Q4 2016, the company intends to make the first advance payment for 2016 with VND 2,000 cash dividend per share (2016 dividend plan of VND2,000). Moreover, the company's earnings growth is expected to grow after it increases the capacity of its Binh Dien-Ninh Binh plant in 2017. Using the DCF and P/E valuation methods, the fair value of BFC is estimated to be at VND43,000 per share, 30% higher than the closing price on 26th October, 2016. Therefore, we recommend investors to “**BUY**” this stock in “**LONG TERM**” horizon.

Key Financials

Y/E Dec (VND bn)	FY2015	H12016	FY2016E	FY2017F
Net Revenue	6,038	3,030	6,224	6,880
% chg	-5%	-2%	3.4%	10.2%
PAT	229	129	274	297
% chg	-0.1%	23.2%	19.7%	8.5%
PAT margin (%)	3.8%	4.3%	4.4%	4.3%
ROA (%)	6.4%		7.6%	7.8%
ROE (%)	25.4%		24.9%	26.1%
EPS (VND)*	4,326		5,010	4,682
Adjusted EPS (VND)	3,605		4,316	4,682
Book value (VND)	18,934		19,262	19,944
Cash dividend (VND)	3,000		3,000	4,000
P/E forward (x)	5.4		6.6	7.0
P/B forward (x)	0.9		1.7	1.7

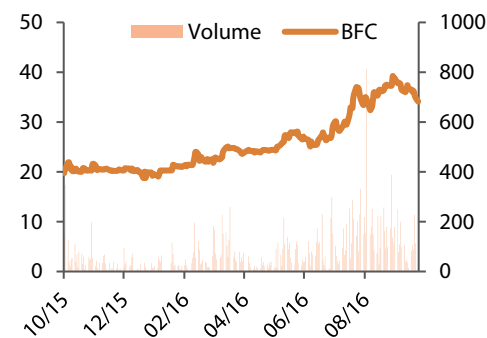
Sources: BFC, RongViet Research estimated. * Accounting for welfare provision expense (10% of NPAT) and computed based on total share number as of October 26th, 2016.

BUY

CMP (VND)	33,000
Target Price (VND)	43,000
Investment Period	Long-term

Stock Info

Sector	Chemicals
Market Cap (VND) bn)	1,915
Current Shares O/S	57,168
Beta	0.48
Free float (%)	31.5
52 weeks High	39,200
52 weeks Low	18,748
Avg. Daily Volume (in 20 sessions)	128,221



Source: Bloomberg

Performance (%)

	3M	1Y	3Y
BFC	24	70	N/a
Chemicals	-3	5	N/a
VN30 Index	2	4	16
VN Index	4	12	36

Major Shareholders (%)

Vietnam National Chemical Group	65
Thai Son Co. Ltd	2.46
Foreign Investor Room (%)	34.25

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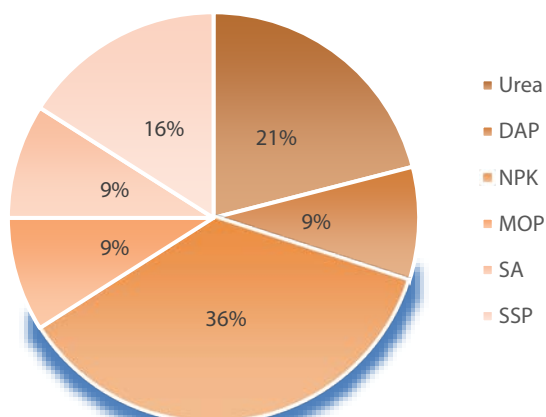
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Binh Dien Fertilizer JSC (**BFC – HSX**), which was established in 1973, was formerly known as Binh Dien fertilizer factory under Southern Fertilizer JSC (**SFG – HSX**). Since 2003, this factory has separated and formed Binh Dien Fertilizer company. After equitization in 2011, it was renamed Binh Dien Fertilizer JSC and was officially listed on HSX in October 2015. Vietnam National Chemical Group (Vinachem) is currently its largest shareholder with 65% of BFC's stake.

Fertilizer Prospects: Technology and Product Quality Renovation

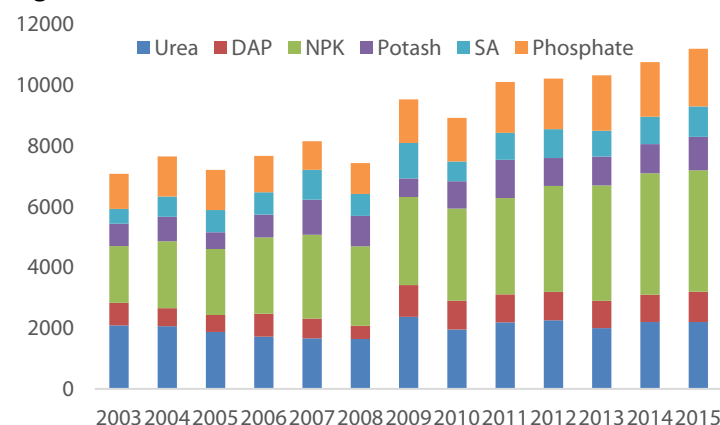
Covering over 27 million hectares of agricultural area, Vietnam has high demand for fertilizer with 374 kg/ha (World Bank, 2013). Out of this area, NPK's consumption accounts for the largest amount (36% of total demand) and has also had high CAGR growth rate (2013-2015) at 7%. Thanks to the convenience of the products, NPK demand has remained high over the last 10 years, doubling from 2 million tons (2003) to 4 million tons (2015).

Figure 1: Fertilizer demand by products



Source: MARD

Figure 2: Fertilizer demand in Vietnam (unit: thousand tons)



Source: MARD

Fierce competition in the NPK segment is mainly between domestic companies (92% of total supply), not imported goods. Domestic manufacturers produce approximately 4 million tons/year, while imported products are only around 350,000 tons/year. 60-70% of total domestic NPK output is produced by a basic 3-granule mixing process and simply mixed by single-element fertilizers including N (Urea), P (Phosphate) and K (Potash).

There are around 300 NPK manufacturers nationwide, including 150 small business units operating outdated technologies, leading to diverse product quality. Under this circumstance, many domestic fertilizer producers have expanded their own capacity to invest in NPK products and have also applied more advanced NPK production process.

Table 1: New NPK Fertilizer Projects

	Company	Capacity (Thousand tons/year)	Expected Commercial Operation	Product Quality	Technology
1	PVFCCo (Phu My)	250	Q2/2017	High	Chemical
2	Binh Dien	200	2017	High	Urea Liquefied Technology
3	Lam Thao	150	Q2/2017	Middle - High	Rotary Drum, physical blending
4	Duc Giang	200	2017	High	Chemical
5	Van Dien	200	2017	Middle	Physical blending

Source: RongViet Research

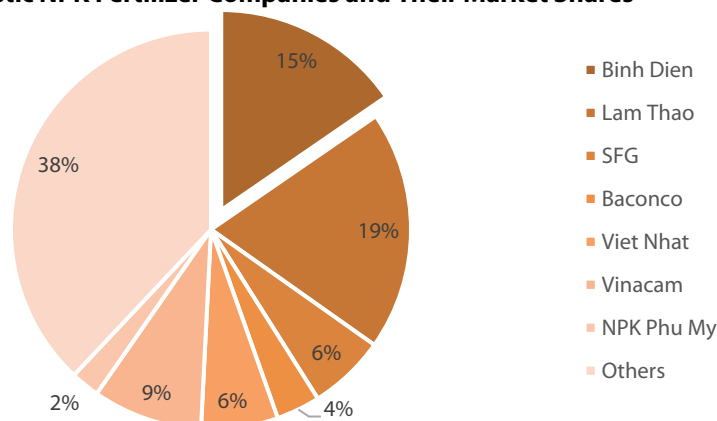
Climate change is considered the biggest risk for agricultural businesses, which could consequently negatively affect fertilizer demand. In H1 2016, drought and salinization in the Mekong Delta and Central Highlands, which are major markets for many fertilizer companies, decreased the total fertilizer consumption. After a tough H1 2016, crop production has gradually recovered since Q3 2016 when the weather became less extreme. Thus, NPK fertilizer demand is projected to increase slightly or at least remain stable in late 2016 and 2017.

BFC: A Solid Position in Vietnam's NPK fertilizer industry

Binh Dien has a strong position, stable market share and well-established history in the domestic NPK fertilizer industry. Its well-known brand name, "Dau Trau fertilizer", which has been invested and developed by BFC since the early 1990s, has been the main catalyst for BFC's earnings growth. Moreover, the company's large distribution system is another notable strength of BFC. The company currently owns over 200 wholesale points (Grade I agents) and 2,500 retail points (Grade II agents), which distribute products not only nationwide, but also regionwide including Cambodia, Myanmar, Thailand, and Laos.

Binh Dien's market share in the south and highlands is 28% and 30% respectively. The company only has a 10% market share in the north. Based on the total sales volume of NPK fertilizer, Binh Dien has a 15% total market share, which makes the company ranked 2nd in the NPK segment nationwide, only after Lam Thao Fertilizer JSC (**LAS-HNX**) with a market share of 19%.

Figure 3: Top Domestic NPK Fertilizer Companies and Their Market Shares



Source: RongViet Research, (*) Based on sales volumes in 2015

Expanding to the Northern and Foreign Markets

Penetrating into the Northern Market

The total design capacity of Binh Dien plants (*Table below*) is currently at 925,000 tons/year, which matches the NPK demand for each area. Specifically, two plants are located in the South, two in Central-Highland, and one in the North. After stabilizing its market share in two major markets (the South and Central-Highlands), the company is now targeting the northern market. After gradually penetrating into the Northern market via the agent Thai Son Co. Ltd, the company put Binh Dien – Ninh Binh phase 1 into operation in October 2015. This was a stepping stone for its expansion strategy.

Table 2: BFC's Total Design Capacity (unit: thousand tons/year)

	Plant	Commercial Operation	Design Capacity	Design Capacity in 2017-2020 period
1	Ninh Binh	October, 2015	200	400
2	Lam Dong	2009	100	100
3	Quang Tri	2008	75	75
4	Long An	1991	500	500
6	Tay Ninh	2015	50	100
	Total capacity		925	1,175

Source: RongViet Research

In 2016, the operating capacity of Binh Dien-Ninh Binh plant was at 65% and is projected to reach 70% in 2017, equivalent to the average utilization rate of BFC's other plants. After completing phase 1, phase 2 will be initiated and expected to finish in late-2017 or early-2018. It could double Ninh Binh – Binh Dien's capacity (from 200,000 tons/year to 400,000 tons/year).

We believe that extra capacity from Binh Dien – Ninh Binh plant would bring various benefits. In **short-term**, the company will benefit from corporate income tax exemption during 2015-2017 and a preferred tax rate of 10% in 2018. In **long-term**, Ninh Binh-Binh Dien factory will reduce the shipping demand from the South to the North for BFC and become the key driver for BFC to capture a stronger market share in this potential market.

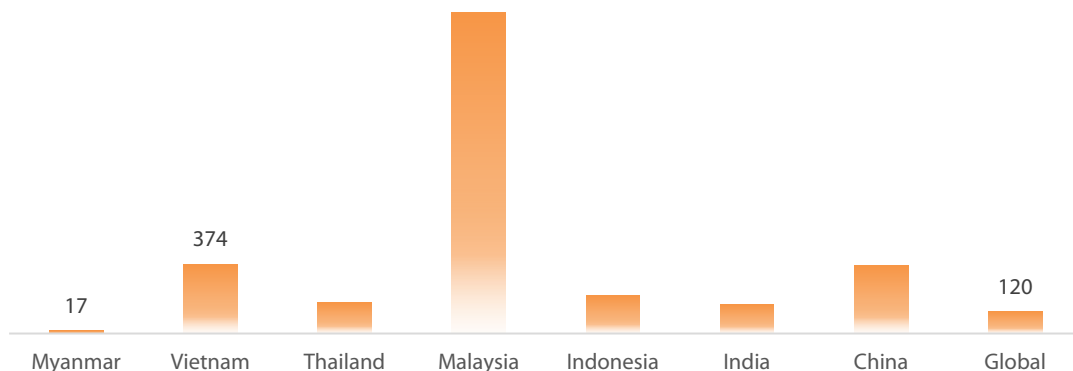
In the Northern region, Lam Thao Fertilizer (**LAS – HNX**) is the largest producer in terms of phosphate and NPK. In 9M2016, the company's sales volume was gloomy, as NPK consumption only reached 465,000 tons, down by 18% YoY. A significant decrease in this company's volume growth implies an increasingly fierce competition in this region. Meanwhile, Binh Dien's sales volume in the north is forecasted to improve by 30% YoY, reaching 120,000 tons in 2016. These above figures demonstrate the early success of the company's expansion strategy in the northern region of the company.

Developing the Export Market

Along with the Northern market, developing the exporting segment is also the company's long term strategy. The targeted markets for this strategy are ASEAN countries with large agricultural land banks and huge demand for fertilizers such as Cambodia, Myanmar, Laos and Thailand. The company's distribution network in Cambodia has been in operation for over 10 years, through the strategic partner namely Yealtek Group Ltd.

In Myanmar, Binh Dien's national distribution center was founded in late-2013. With nearly 11 million hectares of agricultural land and 80% of fertilizer supply depending on imports, Myanmar could be a potential market for fertilizer producers, since this market has low fertilizer usage compared to Asian region (17 kg/hectare). Binh Dien will have a significant breakthrough if it is able to penetrate this market. In 2016, Binh Dien planned to build an NPK plant in Myanmar. However, after doing a feasibility study, the plan has been put on hold. At the moment, accelerating exports and developing the distribution network in Myanmar are still the primary targets of the company.

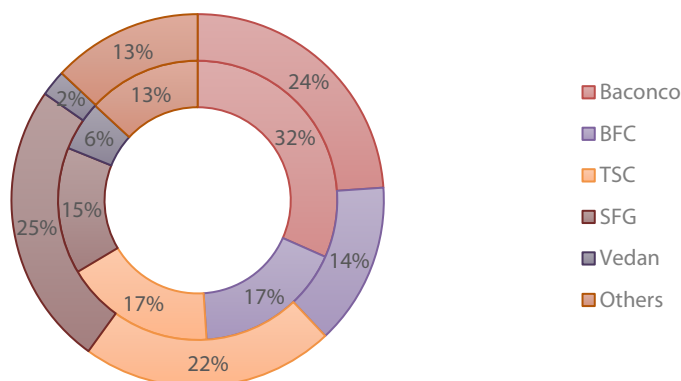
Figure 4: Asian Countries' Fertilizer Application Rate



Source: Worldbank

Among the largest NPK exporters in Vietnam, Binh Dien ranks 2nd, accounting for 17% of total export volume, only behind Baconco (32%). The company's exporting segment accounts for 15% of its total revenue. In H1 2016, while the total volume of Vietnam NPK exports dropped by 17%, BFC export volume remained stable at 24,000 tons, up by 2.5% yoy.

Figure 5: Export NPK Volume Breakdown



Source: RongViet Research, (*) Outer circle (6M2016), Inner circle (6M2015)

Improvement in Business Efficiency Thanks to Lower Cost of Production

In Q3 2016, the prices of straight (single-element) fertilizers fell sharply (urea and potash decreased by 22% and 17% YoY, respectively), Binh Dien's NPK prices only decreased slightly (2-3%). On the other hand, the downtrend of the input materials for NPK's production process (urea, DAP, SA and potash) has supported the improvement of BFC's gross margin.

Table 3: Binh Dien's Input Materials

No.	Material	Supplier
1	DAP	DAP-Vinachem, DAP-Lao Cai, Vinacam
2	Potash	Vinacam
3	Kaolin	Phuc Thinh Mineral, Tan Dien, Phuoc Quang
4	Urea	PVCFC (Ca Mau Urea), Ninh Binh Nitrogenous fertilizer
5	SA	Tan Phat, Thai Son, Nguyen Ngoc

Source: BFC, RongViet Research



According to H116's earnings results, its gross margin reached 13.9%, increasing by 2% compared with H115; the cost per unit for raw materials decreased by 4.4%, equivalent to VND 7,629 per kg. Because of unfavorable weather conditions that led to the decline in domestic demand, we believe that straight fertilizers prices will level off, resulting in BFC's FY16 gross margin achieving 13.8%.

Based on the assumption that Binh Dien's sales activities would recover in the last quarters of 2016, we estimate that FY16's NPK sales volume could reach 640,000 tons with the average operating capacity of 70%. Whereby, BFC's revenue and PAT are expected to go up by 3% YoY and 20% YoY, respectively, equivalent to VND6,244 billion and VND274 billion respectively. These positive projected results are expected to come from the advantages of (1) stable NPK prices and (2) positive sales volume thanks to less extreme weather conditions.

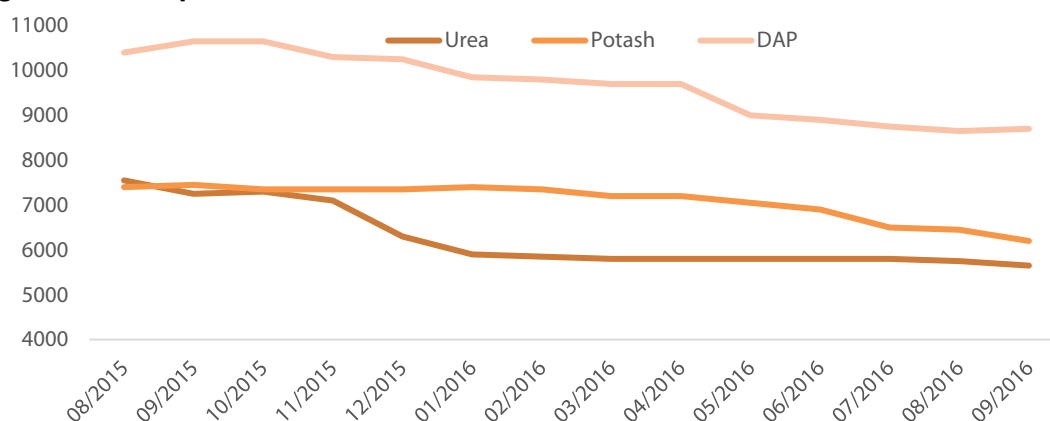
Table 4: Expected BFC's NPK Consumption and Production Volume in 2016-2020 (Unit: thousand tons)

Year	2016	2017	2018	2019	2020
Production volume	640	703	783	813	813
Consumption volume	638	695	751	780	780

Source: RongViet Research

For 2017, we estimate that BFC's earnings results will continue to improve thanks to preferred tax rates as well as increasing sales volume when the weather becomes less extreme. Moreover, an expansion in sales promotion, as well as extra capacity from Binh Dien-Ninh Binh, are projected to have positive influences on its sales activities, especially in the northern and foreign markets. We expect revenue and NPAT to grow by 10% YoY and 8% YoY respectively. 2017 EPS is forecasted to achieve VND 4,682, equivalent to P/E forward of 7.0x, lower than the current industrial P/E of 8x.

Figure 6: BFC's Input Prices



Source: Vinacam, RongViet Research

Outlook and valuation

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In the short term, the following two factors can be considered potential growth drivers for BFC’s business results: (1) improving its gross profit margin thanks to the decline in input prices and (2) preferred tax rates in Binh Dien – Ninh Binh Plant. In the long run, penetrating the Northern and foreign markets has the potential to be a major breakthrough for BFC in the coming years.

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Using the DCF and P/E valuation methods, the fair value of BFC is estimated to be at VND43,000 per share, 30% higher than the closing price on 26th October, 2016. Therefore, we recommend investors to **“BUY”** this stock in **“LONG TERM”** horizon.

Table 5: Key Assumptions

Particular	Forecast	
	FY2016E	FY2017F
Revenue growth (%)	3%	10%
Volume growth(%)	5%	9%
Gross margin (%)	14%	14%
EBIT margin (%)	8%	8%

Source: RongViet Research

VND Billion

INCOME STATEMENT	2014	2015	2016F	2017F
Revenue	6,377	6,038	6,244	6,880
COGS	5,697	5,278	5,383	5,937
Gross profit	680	760	861	943
Selling Expense	170	230	237	275
G&A Expense	60	91	125	138
Finance Income	12	3	20	22
Finance Expense	107	103	98	97
Other profits	10	14	14	14
PBT	367	351	435	469
Prov. of Tax	78	71	69	72
Minority's Interest	59	51	91	99
PAT to Equity Shareholder	229	229	274	297
EBIT	451	438	499	530
EBITDA	489	481	560	599

FINANCIAL RATIO (%)	2014	2015	2016F	2017F
Growth				
Revenue	-3.2	-5.3	3.4	10.2
EBITDA	1.6	-1.7	16.4	7
EBIT	1.6	-2.9	13.9	6.3
PAT	8.7	-0.1	19.7	8.5
Total Assets	2.3	19.5	0.8	6.6
Equity	26.1	8.1	22.1	3.5
Profitability				
Gross profit/Revenue	10.7	12.6	13.8	13.7
EBITDA/ Revenue	7.7	8.0	9.0	8.7
EBIT/ Revenue	7.1	7.3	8.0	7.7
Net margin	3.6	3.8	4.4	4.3
ROAA	7.7	6.4	7.6	7.8
ROIC or RONA	27.5	25.4	24.9	26.1
ROAE				
Efficiency	13.3	12.5	14.8	14.8
Receivable Turnover	3.9	3.0	3.3	3.3
Inventory Turnover	14.0	8.2	10.1	10.1
Payable Turnover				
Liquidity				
Current	1.3	1.2	1.3	1.3
Quick	0.5	0.4	0.5	0.5
Solvency				
Total Debt/Equity	187.6	200.9	156.9	161.3
Current Debt/Equity	183.6	188.3	138.6	147.1
Long-term Debt/ Equity	4.1	12.7	18.2	14.2

VND Billion

BALANCE SHEET	2014	2015	2016F	2017F
Cash and equivalents	411	426	548	522
Short-term investment	0	10	10	10
Receivables	478	481	421	463
Inventories	1,455	1,760	1,615	1,781
Other current assets	153	134	140	147
Tangible Fixed Assets	238	505	611	664
Intangible Fixed Assets	236	235	234	226
Other long-term assets	7	11	11	12
Long-term Asset	2.986	3.570	3.598	3.833
Payables	408	640	535	590
Other current liabilities	1,532	1,698	1,526	1,677
Current Debt	34	114	201	162
Long-term Debt	2	9	37	67
Other long-term liabilities	0	0	0	0
Total Liability	1.980	2.462	2.298	2.495
Owner's Equity	476	476	572	572
Capital	0	0	0	0
Retained Earnings	265	279	342	336
Other comprehensive income	17	27	27	27
Investment/Development fund	76	119	160	205
Total equity	834	902	1.101	1.140
Minority's Interest	163	198	198	198
TOTAL RESOURCES	2.986	3.570	3.598	3.833

CASH FLOW STATEMENT	2014	2015	2016F	2017F
Profit before tax	367	351	435	469
-Depreciation	25	37	64	75
-Adjustments	93	95	-	-
+/- Working capital	(322)	(266)	24	(233)
Net Operating CFs	163	218	524	311
+/- Fixed Asset	2	(261)	(41)	(41)
+/- Deposit, equity investment	(44)	(44)	-	-
Interest, dividend, cash profit	-	-	-	-
Net Investing CFs	(42)	(305)	(41)	(41)
+/- Capital	79	-	95	-
+/- Debt	(41)	247	(216)	141
Dividend paid & other	(114)	(145)	(231)	(314)
Net Financing CFs	(75)	102	(352)	(173)
+/- cash & equivalents				
Beginning cash & equivalents	365	411	426	557
+/- cash & equivalents	46	15	131	98
Ending cash & equivalents	411	426	557	655

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Ratings	BUY	ACCUMULATE	NEUTRAL	REDUCE	SELL
Return Potential					
Intermediate- term (up to 6 months)	>20%	10% to 20%	-5% to 10%	-15% to -5%	<-15%
Long-term (over 6 months)	>30%	15% to 30%	-10% to 15%	-15% to -10%	<-15%

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The **Analysis and Investment Advisory Department** of RongViet Securities provides research reports on the macro-economy, securities market and investment strategy along with industry and company reports and daily and weekly market reviews

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