

Market Analysis

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Founder: James R Cornell (B.Com.)

Summary and Recommended Investment Strategy.

The stockmarket loves *revenue growth* and *story* companies, probably fueled by indiscriminate *index fund* investors, but we will always prefer *profitable* companies with a *competitive advantage* in a *niche market*, which offer real potential to earn *high margins* and a *high return on capital*.

Investment Outlook.

The invention of the Railway was one of the most disruptive and profitable technologies of all time... and a great investment opportunity until excess competition undermined revenue growth and profit margins.

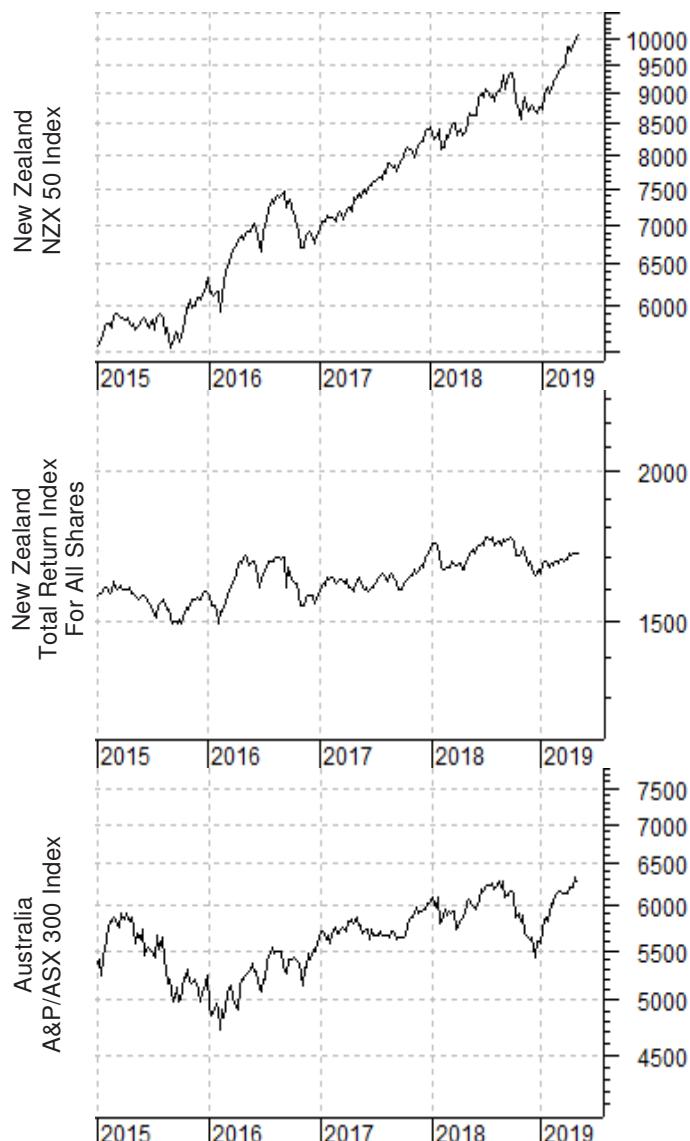
Prior to railways, investors had spent huge amounts of capital building canals in the United Kingdom and, to a smaller degree, the United States. These earlier technology infrastructure investments were made obsolete by railway technology which became the fastest and most efficient means of transportation (and communication) . . . with very high profit margins, especially where one company owned and operated a monopoly between two important locations.

Those high profit margins, of course, encouraged other railway companies to lay a second (or third) set of often parallel tracks and enter the most attractive markets. With two (or three) competitors, each earning only half (or a third) of the potential revenues, operating at less than full capacity, and with competition resulting in lower passenger and freight rates, the railway companies soon experienced *slowing revenue growth* and *lower profit margins* and often earned an inadequate, low *rate of return* on the excess investment in this duplicate infrastructure.

Is this situation again happening with the big Technology companies today? Very few are focused on building unique businesses and all of them want to expand into video streaming, self-drive vehicles, online dating services and just about every other business. Two or three leading companies dominating any of these businesses will likely be profitable... but economic theory indicates that excess competition - with 5-10 (or more) large competitors - all seeking to dominate any business will lead to industry-wide losses for all.

Let's look at a few examples. Netflix clearly dominates the video streaming business . . . but a number of business and investment analysts believe the Netflix business model will never achieve profitability (unless they start

	Stockmarket Forecasts	
	One-Month	One-Year
Australia:	59% (Neutral)	77% (Bullish)
New Zealand:	59% (Neutral)	59% (Neutral)



(Continued on Page 10)

Recommended Investments

Cavalier Corporation reports continued “soft trading” in Australia, although “sales of high-end wool carpet have grown while low end synthetic carpet sales have declined”.



Australian Shares
(This section is in Australian currency, unless stated.)

AJ Lucas Group subsidiary **Cuadrilla Resources** may face regulatory problems commercialising its shale gas assets. The UK Commission for Shale-Gas Exploration resigned recently stating “a perfectly viable new industry is being wasted” as “the dangers of small tremors caused by fracking were being exaggerated” by “a powerful environmental lobby” that “opposes in principle all extraction of fossil fuels” by “campaigning against fracking rather than allowing science and evidence to guide policymaking”. “The cautious approach to tremors has created a de-facto ban on fracking” with the government “pandering to what we know to be myths and scare stories” about shale gas extraction. “Firms have invested hundreds of millions of pounds. They did all this on the basis that Government policy would be rational, that it would be scientific. But it’s not”.

Gas has the lowest environmental impact of all fossil fuels and locally produced gas has a “lower carbon footprint than imported LNG”.

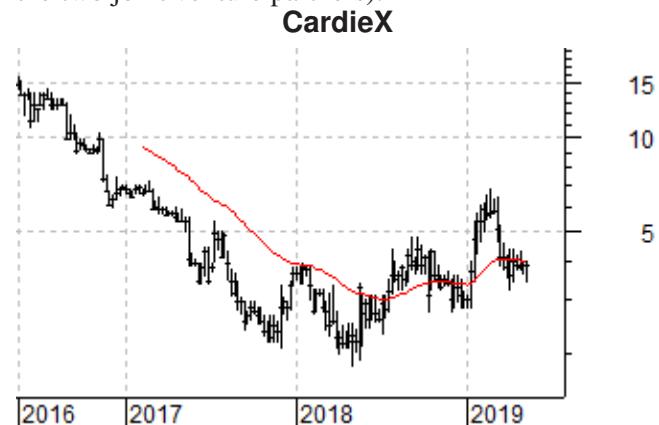
ALS Limited has sold its Chinese environmental and analytical test business to **SUEZ** for \$57.3 million. ALS operated three laboratories in “an increasingly fragmented market” and believes this capital will be better invested in its other global businesses.

ALS Ltd has also arranged the equivalent of A\$252 million of borrowing through a US Private Placement consisting of 15 year loans denominated as A\$125 million, Euro 40 million and £35 million. This forms a natural currency hedge, matching borrowing to global cashflows and assets. The funds will be drawn down in July to refinance maturing debt. Interest costs will reduce by around 0.2%.



CardieX Ltd reports that *Oscar 2* - an Ambulatory Blood Pressure Monitor (ABPM) produced under a joint venture with **SunTech Medical** - has been approved by the **China FDA**. Oscar 2 is already approved in the US and Europe.

The “total addressable market” in China for ABPMs is estimated at US\$50 million per annum and the companies believe “a 10% market share is potentially achievable” (i.e. US\$5 million in revenues, split between the two joint venture partners).



Ellex Medical Lasers will begin marketing their “unique *Eye Prime* diagnostic ultrasound technology” which was approved by the **FDA** last month. This uses “a multifocal array of six focal points to provide crisp focus to improve image definition and clarity”. The “increased depth of field as well as real time dynamic imaging permits materially enhanced viewing of fine and intricate structures inside the eye” which “cannot be seen with currently available competitive offerings”.

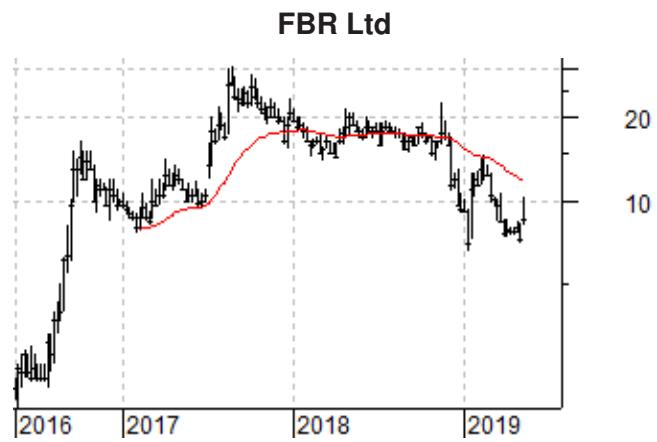


FBR Ltd and **Brickworks Ltd** have formalised a Shareholder Agreement and incorporated a 50/50 joint venture, **Fastbrick Australia**, to provide the *Wall as a Service* in Australia.

Brickworks has produced an optimised concrete masonry block which FBR is now testing.

Wall as a Service operations will “commence shortly” and focus on residential construction.

As discussed previously, hopefully high margin revenues from this business will finance future growth and development without the need for dilutive capital issues.



(Continued on Page 4)

Portfolio of Recommended Investments

CURRENT ADVICE	Company	Initial Recommendation			Perform- ance Forecast	Issued Shares (mil.)	Volati- lity Ratio	Price/ Sales Ratio	Price/ Earnings Ratio	Gross Dividend Yield	Recent Share Price	Cash Dividends Rec'd	Total Return %
		Code	- Date -	Price									
<u>NZ Shares</u>													
BUY	CDL Investments Ltd	CDI	12/01/99	25	E	278.1	1.2	2.39	6	6.7	73	39.8	+351%
HOLD+	Cavalier Corporation	CAV	05/12/95	156*	E	68.7	1.7	0.19	7	Nil	42	282.0	+108%
HOLD	Colonial Motor Company	CMO	10/11/92	128*	B	32.7	0.4	0.31	11	8.0	866	612.8	+1055%
HOLD	Smiths City Group	SCY	09/10/06	64	C	52.7	1.9	0.07	NE	4.6	30	37.0	+5%
HOLD	South Port New Zealand	SPN	13/02/96	120	B	26.2	0.4	4.34	18	5.4	673	310.8	+720%
HOLD +	Steel & Tube Holdings	STU	08/08/00	139*	C	90.6	1.1	0.22	14	7.9	123	346.1	+238%
<u>Australian Shares (in Aust cents)</u>													
HOLD+	Acrux Limited	ACR	12/05/14	99	B	166.6	2.1	11.16	NE	Nil	23	14.0	-63%
HOLD	AJ Lucas Group	AJL	13/05/03	107*	D	750.1	3.2	0.63	NE	Nil	11	36.4	-56%
HOLD	ALS Limited	ALQ	12/10/99	72*	A	485.5	0.5	2.72	28	2.1	804	323.9	+1467%
HOLD	ARQ Group	ARQ	10/02/04	53	B	119.7	0.8	1.02	NE	4.4	182	226.0	+670%
HOLD	Atlas Pearls & Perfume	ATP	14/05/96	73	D	422.9	10.4	0.42	NE	Nil	1	17.5	-74%
HOLD+	Brickworks Ltd	BKW	12/11/12	1115	A	149.8	0.3	2.86	10	3.4	1570	263.5	+64%
HOLD+	CardieX Ltd	CDX	11/11/13	15	C	531.0	5.7	5.17	NE	Nil	4	Nil	-74%
HOLD	CPT Global Ltd	CGO	10/03/08	88	C	37.6	3.0	0.16	6	1.9	13	19.5	-63%
HOLD	CSG Limited	CSV	11/10/10	166*	C	445.7	2.5	0.27	NE	Nil	17	60.5	-53%
HOLD+	Cynata Thera.	CYP	13/03/17	50	D	95.1	1.1	NA	NE	Nil	115	Nil	+129%
BUY	Ellex Medical Lasers	ELX	14/03/06	49	D	143.6	1.5	1.09	NE	Nil	60	Nil	+22%
BUY	FBR Limited	FBR	07/07/17	14	D	1403.6	3.7	NA	NE	Nil	9	Nil	-39%
HOLD-	Fiducian Group	FID	11/02/08	260	A	31.2	0.5	3.21	16	4.3	467	116.8	+125%
HOLD	Finbar Group Ltd	FRI	12/04/10	106	B	270.8	1.0	1.51	16	7.1	84	74.5	+50%
HOLD	Ignite Ltd	IGN	08/04/03	82*	C	89.6	4.4	0.04	NE	Nil	6	70.5	-7%
HOLD	Iluka Resources Ltd	ILU	12/10/04	471	A	422.5	0.5	2.70	12	3.4	865	301.0	+148%
BUY	Integrated Research	IRI	14/01/08	40	A	171.9	0.6	4.90	25	2.5	260	59.5	+699%
HOLD+	McMillan Shakespeare G	MMS	07/11/16	1041	B	83.2	0.5	2.01	12	5.5	1326	173.0	+44%
HOLD+	Michael Hill Int'l Ltd	MHJ	11/06/91	4*	B	387.4	1.6	0.39	6	8.7	58	72.3	+3146%
HOLD	Mt Gibson Iron	MGX	10/11/14	44	A	1128.4	1.4	5.09	13	2.5	118	5.0	+180%
HOLD	Ophea Limited	OPT	10/02/04	188	C	200.6	1.5	NA	NE	Nil	71	65.0	-28%
HOLD	OZ Minerals	OZL	14/03/16	522	B	323.9	0.4	2.70	14	2.5	935	63.0	+91%
BUY	Prophecy International	PRO	08/09/08	26	C	64.0	2.1	1.44	NE	Nil	24	24.0	+84%
BUY	Reckon Limited	RKN	08/08/16	141	B	113.3	1.2	0.94	9	4.8	63	8.0	-37%
HOLD	Silver Chef Ltd	SIV	13/11/17	740	B	39.3	1.1	0.11	6	12.7	79	10.0	-88%
BUY	The Reject Shop Ltd ¹	TRS	11/01/05	257	B	28.9	0.8	0.08	4	15.0	234	520.5	+194%
BUY	Village Roadshow	VRL	10/08/09	71*	C	194.3	0.5	0.52	NE	Nil	371	284.3	+823%
BUY	Woodside Petroleum	WPL	08/04/19	3410	B	936.2	0.3	4.50	17	5.7	3573	Nil	+5%

The average Total Return (i.e. both Capital Gains/Losses plus Dividends received) of all current investments from initial recommendation is +279.5%. This is equal to an average annual rate of +23.3%, based upon the length of time each position has been held.

The average annual rate of gain of ALL recommendations (both the 34 current and 170 closed out) is +28.9%, compared with a market gain of +3.7% (by the SRC Total Return Index).

CURRENT ADVICE is either Buy, Hold+, Hold, Hold- or Sell. Hold+ indicates the most attractive shares not rated as Buy. Hold- indicates relatively less attractive issues.

* Initial Recommendation Prices adjusted for Share Splits, Bonus and Cash Issues.

(1) Reckon Ltd's return includes 1/3 share of GetBusy plc (GETB) worth 28½ pence (52.9 Aust cents).

Recommended Investments

(Continued from Page 3)

Finbar Group has bought out its joint venture partner in the development site at 61 Waverley Street, Dainelle, “at the historical cost of the original acquisition”.

The company plans to build 128 apartments of one, two and three bedrooms, with an estimated end value of \$51.4 million.

100% ownership of this project will give Finbar Group flexibility and control over proposed design changes (i.e. to “align the project with current buyer demand”) and allow it to “commence construction earlier than previously anticipated (and, of course, a 100% share of development profits).

Finbar Group



Integrated Research reports “the board is pleased” with the March quarter “performance showing a strong uplift compared to the prior corresponding period”. The company completed three large deals during the quarter, each worth over \$1 million.

We are upgrading Integrated Research shares to a “Buy”.

Integrated Research



Mt Gibson Iron shipped its first cargo of 72,000 wet metric tonnes of high grade ore from *Koolan Island* in late April. The company receives payment when a ship is loaded. The purchaser is responsible for providing the ship and paying freight. At current market prices, each shipment is worth about \$9 million.

At 31 March, cash was \$394 million (34.9 cents per

share) after a further \$41 million was spent on *Koolan Island*. That cash holding should now start to increase strongly, with *Koolan Island* becoming cashflow positive from May.

The company should also receive its first rail charge refunds (i.e. up to \$35 million in total, over several years, based upon volumes shipped by third parties) in September 2019 and then at six monthly intervals.

Mt Gibson Iron



Michael Hill International reports “same store” revenues down 4.8% for the nine months to 31 March 2019. Total revenues were down 3.2%.

The first quarter (i.e. to September 2018) started very badly and the quarter to March 2019 shows “same store” revenues just 1.5% lower and total revenues down just 0.5%. Sales were also up in the month of March with the launch of its “new integrated customer-led retail operating model”.

A \$5 million per annum cost reduction program (i.e. which could boost net profits by about 10%) was implemented in January and the company will seek to reduce operating costs by a further \$5 million annually over the coming financial year.

Michael Hill International



OZ Minerals reports cash of \$342 million (105.6 cents per share) as at 31 March 2019. That was reduced by \$116 million spent on *Carrapateena* (which has now reached its first ore) during the quarter and a \$48 million dividend. The cash holding will fall further (owing to capital expenditure) this year and OZ Minerals has

arranged a \$300 million revolving facility.

The company has also reached 70% ownership of the *West Musgrave* project. The Pre-Feasibility Study was begun in November 2017 and should be completed in the third or fourth quarter of this year. OZ Minerals will continue to finance 100% of this project - "loan-carrying" **Cassini Resources**' 30% share of costs (with principal and capitalised interest repayable five years after the commencement of production) - through to the Definitive Feasibility Study and a decision to mine. After that stage Cassini Resources would need to finance its 30% share of the mine development costs or have its interest further diluted.

OZ Minerals is also taking an innovative approach to seeking new targets in its *Mount Woods* exploration tenements surrounding the Prominent Hill mine. Existing exploration data has been made available in a crowdsourcing competition offering \$1 million in prizes. Competitors can download this data and suggest potential new targets which OZ Minerals will drill later this year. Over 1000 competitors from 64 countries are participating, including universities, geospatial consultants, data scientists, AI companies, geoscientists and others.

OZ Minerals



Silver Chef has been unable to raise \$45 million in new equity financing - or the \$25 million in new equity financing needed to raise \$45 million in new mezzanine debt - and this inaction has resulted in the share price falling steadily in value.

Instead, the major shareholder is now seeking to privatise the company through **Next Capital**. That would be achieved through a scheme of arrangement - currently a non-binding, indicative and conditional offer - that may pay the minority shareholders 100 cents per share plus a deferred consideration equal to 50% of the *GoGetta* capital realised in excess of \$10 million.

The business continues to "meet its target" with the *GoGetta* business realising in excess of \$125 million and the ongoing Hospitality business generating "over \$10 million per month operating cashflows after operating costs".

We are completely unhappy about this type of situation . . . where it appears the major controlling shareholder has failed to approve any capital raising proposal, engineering a "crisis" and the share price to collapse . . . before stepping forward to "save" the public shareholders once it is able to privatise the company cheaply. The public shareholders are not being offered the opportunity to participate in recapitalising the company nor even the opportunity to remain shareholders and will likely be forced out.

Silver Chef



Woodside Petroleum believes that "we will need natural gas to replace higher emission fuels and to support the take-up of renewables" and that the "global LNG trade is expected to double over the next 20 years". Longer term, the company believes that its "expertise in the production and transportation of gas could underpin our future participation in hydrogen supply" which it sees "reaching commercial scale after 2030".

To support the development of the Scarborough gas field and the expansion of the *Pluto LNG* plant, Woodside Petroleum has signed a heads of agreement with Chinese based **ENN Group** to supply 1.0 Mtpa of LNG for ten years starting in 2025. These expansions will also supply domestic gas to **Perdaman Chemical and Fertilisers** for 20 years.

The Pluto LNG truck loading facility was completed in March. This will supply LNG for remote power generation and road and marine transport in the Pilbara region, mainly replacing the use of diesel fuels.

Woodside Petroleum



Investment Outlook

(Continued from Page 1) selling advertising) . . . yet just about every large technology company has plans to enter this business! That would further undermine the current unfavourable business economics.

The Netflix bulls argue the company will raise revenues further and achieve profitability . . . but about 80-90% of US households use video streaming and 80-90% of them *already* subscribe to Netflix. Netflix clearly dominates and has already saturated this market, so future US growth is limited. To achieve this growth and to continue to dominate the market, Netflix spends a huge amount of money on original content.

In global (i.e. non-US) developed markets Netflix already has about a 50% penetration so there is still a little more growth potential there. Much of Netflix's current *viewer growth* comes from emerging markets like India, but consumers in these low income, emerging markets pay significantly lower monthly subscription fees, so *revenue growth* must slow rapidly.

We are not criticising Netflix, but given these relatively unfavourable business economics why is every tech company rushing to compete? It probably makes sense for Disney - an original content producer - to sell direct to consumers through its soon to be released *Disney+* service than to sell content wholesale to Netflix. It is understandable that YouTube wants to expand its video content. Perhaps the world really needs *Amazon Prime Video*? Perhaps video streaming is an essential feature for Alphabet (Google) and Microsoft?

Perhaps video streaming is an anomaly . . . so let's talk about self drive vehicles. Lyft and Uber have just listed on the stockmarket at huge valuations. These companies lose money through offering subsidised ride sharing. They have conflicts with their drivers and conflicts with regulatory authorities in many areas where they operate . . . but, of course, their ultimate value lies in getting rid of the drivers and offering ride sharing from autonomous vehicles. Perhaps Lyft and Uber believe they will have a monopoly or duopoly in this business . . . but *dozens* of large vehicle manufacturers and tech giants are also working on self-drive and autonomous vehicles.

One way to measure progress is the average distance test vehicles can travel between "disengagements" (i.e. needing to be turned on and off by a human). Alphabet's Waymo has been tested to an average disengagement of 8253 km, BMW 1027 km, Nissan 316 km, Ford 316 km, then many other vehicle manufacturers before we get to Tesla at 5km and then Uber at 1km (and we are still waiting for Lyft to arrive). Apple is working with BMW. Amazon is seeking to develop self-drive delivery vehicles.

Apparently Microsoft and Facebook are not developing a self-drive technology, but Microsoft wants other manufacturers to use its software to integrate systems in autonomous vehicles (which, hopefully, will "crash" less often than its *Windows* operating system for computers!) while Facebook would like them to use its expertise in Artificial Intelligence.

That is a massive amount of autonomous vehicle R&D investment going into building "duplicate railway lines" with multiple similar technologies being developed. The ride sharing business will probably not be a high margin monopoly or duopoly and almost certainly not dominated by Lyft or Uber (or Tesla).

Ride sharing will likely evolve into multiple "open platform ride sharing technologies" for third party owned autonomous vehicles. Autonomous vehicles will likely become a new investment "asset class" that can be owned by individual investors, investment trusts, pension funds, etc. There will be no high margin monopoly profits to see here!

At least online dating does not require the massive investment in R&D to develop new technologies - and it is still a growth business! Match Group (81% owned by IAC/InterActive) is the largest online dating service with brands like *Match.com*, *OkCupid*, *PlentyOfFish* and *Tinder*, but if you can't find love there then there are plenty of other offerings from Microsoft, Amazon, Alphabet (Google) and others.

This newsletter isn't about finding love, it is about finding high profit margins, but we will probably not find them in an industry with so much competition from so many large companies.

Whether it was yesteryear's new-tech railway companies or today's tech-conglomerates, competition is good for consumers - providing a choice of services and competitive (i.e. low) pricing - but it is very easy to have "excess competition" resulting in even better choice and lower pricing for consumers but slow revenue growth and low (or negative) profit margins for the companies. This will not end well for investors!

Clearly large Tech companies want to be "all things to all people", large diversified conglomerates that operate in widely diverse industries where they have no specific competitive advantage and face competition from every other large Tech-conglomerate. This is not the business environment that will generate high growth or high margins or a high return on capital.

This trend is probably the unintended consequence of the growth of "index investing", where indiscriminate investors provided huge amounts of capital to large businesses. If companies like Lyft and Uber and Netflix and Tesla and Tech-conglomerates never make reasonable profits or an adequate return on capital on their new businesses then this "ponzi scheme" will not be sustainable. Investors will eventually turn away from "index investing" (i.e. buying over-valued shares in large companies that perpetually lose money on new ventures, owing to a lack of competitive advantage and excess competition) in favour of smaller and medium sized businesses that have a competitive advantage in a niche market (or boring, no-growth, old-tech businesses that at least earn a positive return on capital invested).

Profitable companies with a *competitive advantage* in a *niche market* will always be the investments we choose for our own portfolios.

Dividends \$

Company	Cents per Share	Ex-Share Date	Payable Date	Tax Credit
CDL Investments	3.50	02-05	17-05	Full
Millennium & Copthorne	7.50	09-05	17-05	Full
Scott Technology	4.00	07-05	14-05	Full
Z Energy	30.50	17-05	29-05	Full

Australian Shares

CPT Global	0.25	14-03	20-05	
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Total Return Index for All Listed Shares

Apr 8	1703.12		
Apr 9	1707.14		
Apr 10	1696.72		
Apr 11	1702.44		
Apr 12	1703.24		
Apr 15	1706.82	Apr 22	Holiday
Apr 16	1709.30	Apr 23	1723.52
Apr 17	1714.61	Apr 24	1727.86
Apr 18	1711.73	Apr 25	Holiday
Apr 19	Holiday	Apr 26	1710.89
Apr 29	1714.94	May 6	1679.80
Apr 30	1710.92	May 7	1697.25
May 1	1705.12	May 8	1696.40
May 2	1716.13	May 9	1702.40
May 3	1714.14	May 10	1706.81

Next Issue:

The next issue of *Market Analysis* will be emailed in four weeks time on Monday June 10, 2019.

The print version will be delivered later that week, depending upon printing and postal delivery times.

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