### **BÉLL POTTER**

### **Analyst**

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### Authorisation

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## **Cettire Limited (CTT)**

Leveraging on luxury e-comm opportunity

### Recommendation

Buy (unchanged)
Price
\$4.02
Target (12 months)
\$4.80 (unchanged)

### **GICS Sector**

### Retailing

Expected Return	
Capital growth	19%
Dividend yield	0%
Total expected return	19%
Company Data & Ratios	
Enterprise value	\$1,486.3m
Market cap	\$1,532.6m
Issued capital	381.2m
Free float	69%
Avg. daily val. (52wk)	\$8.4m
12 month price range	\$1.29-4.86

Price Performance						
	(1m)	(3m)	(12m)			
Price (A\$)	2.75	2.60	2.03			
Absolute (%)	44.36	52.69	95.57			
Rel market (%)	42.76	42.37	94.52			



### Revisiting Cettire's fulfilment and returns policy

We have revisited Cettire (CTT)'s fulfilment and returns policy including the latest customer reviews in comparison to luxury e-commerce peers since our last assessment in Nov-22. We view overall fulfilment currently in place at CTT as in line with broader complexities associated with cross-border e-commerce as evident to us from discussions with industry specialists. In terms of CTT's customer reviews with the majority associated with the returns policy, we note that overall ratings have remained relatively unchanged on a much larger base in total reviews in line with the growing size of the business but broadly within the range of its peers. While CTT remains a younger company as compared to luxury e-comm peers, the company continues to prioritise investing into technology solutions & customer service to improve the returns experience related to first time customers.

### Earnings changes and 3Q24 preview

We make no changes to our forecasts as our revenue drivers and margin assumptions remain unchanged. CTT last updated the market in Feb-24 at the 1H24 result reporting that sales revenue was +80% on pcp for the month of January. Our 3Q/2H24 forecasts factor in the strong comparable period and see sales revenue growth of ~66% on pcp driven by both core and emerging markets. Our EBITDA margin assumptions reflect the usual seasonality of margins in 2H. We look for updates on the company's China launch with market entry imminent.

### Investment View: PT unchanged at A\$4.80, Maintain BUY

Our estimates and PT remain unchanged. Our A\$4.80 PT is based on an equally weighted DCF (WACC 12.6% TGR 3.5%) and relative valuation (utilising a target EV/EBITDA multiple of 15x on a FY25e basis). We think CTT's ability to outperform their peer group far outweighs others given the ~0.9% market share and further supported by the ongoing consolidation in the luxury e-commerce market. We also view CTT's current EBITDA margins ahead of other e-commerce players with minimum risk associated with the drop-ship inventory model. We retain our BUY rating.

Earnings Forecast								
Year end	2023a	2024e	2025e	2026e				
Net Sales (A\$m)	416.2	724.0	920.9	1,203.8				
EBITDA (Adjusted) (A\$m)	29.3	44.0	54.5	70.8				
NPAT (reported) (A\$m)	15.4	26.7	34.7	46.8				
NPAT (underlying) (A\$m)	18.1	26.7	34.7	46.8				
EPS underlying (cps)	4.8	7.0	9.1	12.3				
EPS underlying growth (%)	213%	47%	30%	35%				
PER (on underlying EPS) (x)	84.6	57.4	44.2	32.7				
EV/Sales (x)	3.6	2.1	1.6	1.2				
EV/EBITDA (x)	50.7	33.7	27.3	21.0				
Dividend (¢ps)	-	-	-	-				
/ield (%)	0.0%	0.0%	0.0%	0.0%				
ranking (%)	-	-	-	-				
ROE (%)	71.9%	59.6%	46.8%	39.6%				

SOURCE: COMPANY REPORTS, BELL POTTER SECURITIES ESTIMATES

# Revisiting the fulfilment & returns policy

### Fulfilment & returns policy

We have addressed some of the key issues related to CTT's fulfilment and returns policy as below and view overall fulfilment in line with broader complexities associated with cross-border e-commerce as evident to us from discussions with industry specialists.

While CTT's returns rate sits within the average returns range for luxury/e-comm sector, we view the current returns policy which was scaled back from a free returns policy pilot since Jul-23 as offsetting some of the costs associated with returns including processing costs and shipping. However, CTT currently do not appear to recoup customs duties on returns due to the level of effort and processing costs involved. This impact was evident in the delivered margins of ~13% of net revenue in 2H22 during the free delivery pilot phase through FY22 due to duty leakages, which returned back to historic levels of 23-25% of net revenue in 1H23 with the re-introduction of return fees.

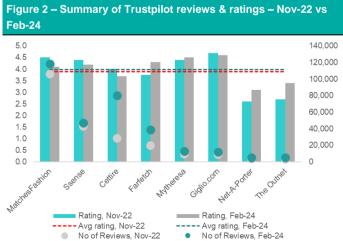
Figure 1 – Addressing some key questions related to customs duties

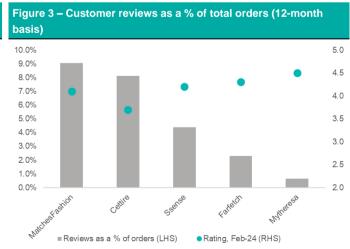
Key questions	Our views
Is the difference in estimation in duties and actual valuation at border control reasonable?	Possibility to eventuate given the estimated duty is added to the product price at the time customer purchases the product on the platform
Is the company able to recoup back lost duties from returns within a reasonable time?	CTT do not appear to recoup lost duties at present; we note that the process requires effort and additional costs

SOURCE: BELL POTTER SECURITIES

### Revisiting customer reviews

We have compared customer reviews for Cettire and close peers on Trustpilot from Nov-22 to present as the company has expanded ~2x in size. We note that the overall rating in reviews has remained relatively unchanged, however the number of reviews up ~3x with the majority related to the company's returns policy. While CTT remains a younger company as compared to luxury peers, the company continues to prioritise investing into technology solutions & customer service to improve the returns experience related to first time customers. We have also looked at the number of reviews as a % of total customer orders and CTT at a BPe ~8%, appears to be between that of Matchesfashion at the top end and other peers such as Ssense, Farfetch and Mytheresa.





SOURCE: TRUSTPILOT, WEBSITES, MEDIA ARTICLES, COMPANY REPORTS, BELL POTTER SECURITIES ESTIMATES

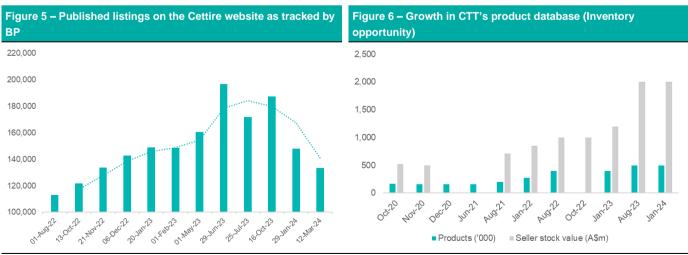
**Returns policy.** We have summarised the returns policy across all the close comps below and note that broadly all platforms do not refund the shipping fee while some others retain customs fees. CTT's returns policy from July-2022 sees an additional return fee charged which is similar to the Italian Giglio.com's policy.

Figure 4 - Compar	ison of return policy for closest peers
Platform	Return policy
Farfetch	Refund ex delivery costs (6 day processing period)
Net-A-Porter	Free returns, however local customs fee non-refundable
Mytheresa	Free of charge returns within 30 days of receipt, however excluding shipping costs
Cettire	AUD 30 return fee per item, additional customs fee of AUD 88 for orders over AUD 1000. Refund ex these and original shipping charges (if applicable)
Ssense	Shipping fees and duties will not be refunded
MatchesFashion	Return shipping charge free, however original shipping charges not refunded
Giglio.com	€5-15 return fee except for orders within Italy. Refund ex this and any shipping charges & other discounts provided for partical order returns

SOURCE: COMPANY WEBSITES, BELL POTTER SECURITIES

### CTT's product offering as a leading multi-branded platform

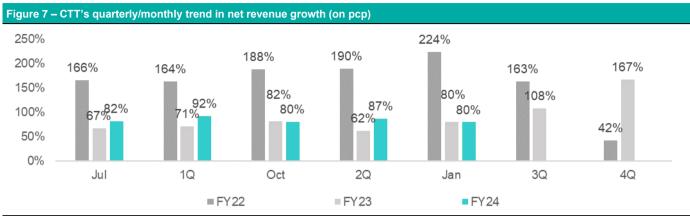
Cettire's number of listings on its website has grown progressively through FY23/1H24. While the number of listings as we track appear to be reflecting a low point into mid-March, we do note the seasonality impact and the change over from Winter to Spring/Summer season over the next few weeks. We attribute the seller stock value database of more than ~A\$2b as of Jan-24 to be highly supportive of the broad range of products as a leading luxury focused multi-branded e-commerce player. In addition to the third-party product supply channel, we view further direct partnerships similar to that secured with Zegna in Nov-22 (yet to be integrated) to further increase the product depth for listed brands.



SOURCE: COMPANY REPORTS, COMPANY WEBSITE, BELL POTTER SECURITIES

# Earnings changes and 3Q24 Preview

**Earnings changes.** We make no changes to our forecasts as our revenue drivers and margin assumptions remain unchanged.



SOURCE: COMPANY REPORTS, BELL POTTER SECURITIES

**Preview for 3Q24 trading update.** CTT last updated the market in Feb-24 at the 1H24 result reporting that sales revenue was +80% on pcp for the month of January. Our 3Q/2H24 forecasts factor in the strong comparable period and see sales revenue growth of ~66% on pcp for 3Q24 driven by both core and emerging markets. Our EBITDA margin assumptions reflect the usual seasonality of margins in 2H. We look for updates on the company's China launch with market entry imminent.

Figure 8 – CTT 3Q24/2H24 Preview (BPe)				
(June YE / A\$m)	3Q23 Actual	3Q24 BPe	2H23 Actual	2H24 BPe
Gross Revenue	131.8	219.1	296.8	480.3
Gross revenue growth	87.7%	66.3%	122.1%	61.8%
Return rate %	23.0%	23.2%	23.0%	23.0%
Net revenue (sales revenue)	101.5	168.3	228.5	369.8
Net revenue growth	108.4%	65.8%	137.5%	61.8%
Delivered margin (% of net revenue)^	21.4%	21.5%	21.3%	21.5%
Marketing cost (% of net revenue)^	-9.5%	-10.4%	8.8%	10.3%
Other cost (% of net revenue)^	-6.9%	-6.7%	-24.6%	-26.9%
Adjusted EBITDA	5.0	7.3	12.6	18.0
EBITDA margin %	5.0%	4.4%	5.5%	4.9%

^3Q23 DATA BASED ON BPE SOURCE: COMPANY DATA, BELL POTTER SECURITIES ESTIMATES

### Peer group performance

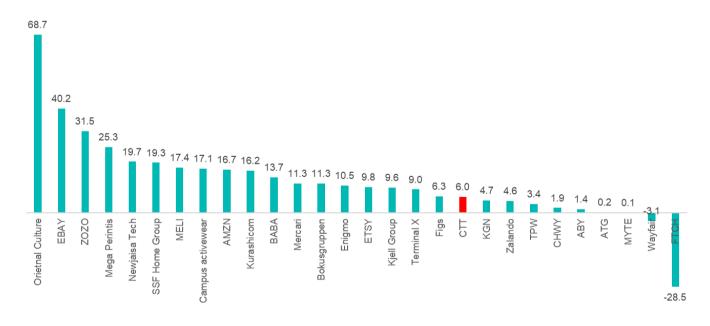
Retaining fastest growing position and attractive margins. We've revisited our peer group consisting of global luxury personal good manufacturers, retailers & platforms and note that CTT retains the position as the fastest growing luxury player, while offering attractive earnings leverage as a pure online player. While CTT is also ahead of the sales growth trajectory for other close e-comm peers such as Wayfair, Mercardolibre (MELI), Temple & Webster (TPW), Kogan.com (KGN) and Mercari, we also note a relatively attractive margin compared to the group.

Figure	Figure 9 – Listed comps – domestic and global luxury retailers											
Ticker	Company	Last Price	Market Cap Local (\$m)	EV Local (\$m)	Sales growth CAGR 2023-25e	EBITDA growth CAGR 2023-25e	EV/S 2024	Sales 2025	EV/EE	BITDA 2025	2024	P/E 2025
CTT	Cettire Ltd	3.935	35.7	1,500	54%	53%	1.9	1.4	31.5	22.5	37.8	27.1
MYTE	MYT Netherlands Parent BV	3.79	18.8	322	12%	10%	0.4	0.3	13.8	6.9	14.3	11.7
KER	Kering SA	423.6	6.2	52,281	5%	3%	3.3	3.1	10.7	9.6	15.5	13.8
CFR	Cie Financiere Richemont SA	147.7	27.6	87,341	5%	3%	4.3	4.1	14.2	13.4	21.5	19.4
1913	PRADA SpA	62.2	39.3	159,159	9%	9%	4.0	3.7	10.8	10.0	22.5	20.1
BRBY	Burberry Group PLC	1259.5	-11.1	4,516	-1%	-9%	1.8	1.8	7.1	7.0	14.8	12.9
BOSS	HUGO BOSS AG	56.2	-16.7	3,956	7%	11%	1.1	1.0	5.9	5.1	10.6	9.6
GOOS	Canada Goose Holdings Inc	17.76	12.8	1,717	9%	9%	1.8	1.6	8.5	7.5	17.4	14.6
RMS	Hermes International SCA	2357.5	22.9	248,880	12%	13%	15.8	14.2	34.0	30.5	47.4	42.7
BC	Brunello Cucinelli SpA	115.9	30.8	7,881	10%	10%	6.7	6.1	23.2	21.2	59.0	51.9
MC	LVMH Moet Hennessy Louis Vuitton SE	867.2	18.2	434,815	7%	6%	5.1	4.7	15.5	14.3	24.3	22.1
TPR	Tapestry Inc	47.8	29.9	10,964	2%	7%	1.9	1.8	8.9	8.1	10.4	9.6
MYR	Myer Holdings Ltd	0.83	38.3	690	-1%	-1%	0.7	0.7	5.4	5.3	13.8	13.8
REAL	RealReal Inc/The	3.25	61.7	340	10%	n/a	1.3	1.1	n/a	30.4	n/a	n/a
Average Median					10% 8%	9% 9%	3.6 1.9	3.3 1.8	14.6 10.8	13.7 9.8	23.8 17.4	20.7 14.6

CONSENSUS BASED ESTIMATES FOR ALL TICKERS

SOURCE: BLOOMBERG, BELL POTTER SECURITIES

Figure 10 – Last 12-month trailing EBITDA margin across a broad e-comm retailer/marketplace peer group



SOURCE: BLOOMBERG, BELL POTTER SECURITIES

# **Cettire Limited (CTT)**

### **Company Description**

Cettire Limited (CTT) is a global online retailer, offering a large selection of in-demand personal luxury goods. CTT's extensive online catalogue of >2,500 luxury brands and > 400,000 products (database) of clothing, shoes, bags and accessories is supported by a large, diversified supplier network. CTT's business operations are underpinned by a scalable proprietary technology platform that has been developed to acquire large volumes of customers, process & fulfil large order volumes, and maintain large data sets of products from suppliers with a high degree of automation, without the risk of holding inventory.

### Valuation

Our blended 12-month price target is \$4.80. The PT is a 50/50 blend of DCF (WACC 12.6%, TGR 3.5%) and Relative Valuation methodology (Target EV/EBITDA multiple of 15x on a FY25e basis).

### Risks to Investment Thesis

- Consumer sentiment: CTT's products are discretionary luxury goods and are highly sensitive to consumer sentiment and may be affected disproportionally by changes in consumers' disposable incomes, or their spending preferences.
- Suppliers: CTT does not have exclusive arrangements with branded goods suppliers.
   There is a risk that CTT may be unable to continue to source products from existing suppliers, and to source products from new suppliers in the future, at favourable prices.
   Further, suppliers could have their own supply arrangements with manufacturers of relevant products exerting risk that suppliers' ability to sell to CTT or its customers may be limited if such arrangements change.
- Search results ranking and marketing costs: As an online business, CTT relies
  heavily on successful online search results, both organic and paid. If CTT is unable to
  adapt to algorithm changes, the company may suffer financially from a decrease in
  customer traffic or conversion rates.
- Online retail market preferences: The increase in CTT sales has been driven by a
  change in consumer buying behaviour towards online retail & away from in-store sales.
  A lessening of consumer preference for using the online retail market would result in an
  adverse effect on CTT's business & operating results, as it has no physical retail
  preference to offset a decline in online sales.
- Competition: CTT competes for customers based on merchandise range, price, reputation, marketing and customer service. CTT's competitive position could be adversely affected by increased competition (both physical retailers and online), entrance of new competitors or a failure to respond to changes in the industry.
- Reputation: CTT's offering of brand names is a key factor in attracting customers.
   Significant erosion of the reputation of, or value associated with, the brand value of products sold by CTT could affect sales, customer loyalty and supplier relationships.
- Inadvertent sale of infringing products: As CTT relies on third-party suppliers to
  deliver goods to customers, there is a risk that branded products offered and supplied
  through CTT's platforms may infringe IP rights and expose CTT to allegations/claims/
  litigation.

# Cettire Limited as at 18 March 2024

RecommendationBuyPrice\$4.02Target (12 months)\$4.80

Table 1 - Financial su	ımmary _										
Jun Year end						Price					\$4.0
Profit & Loss (A\$m)	2022	2023	2024e	2025e	2026e	Recommendation					В
Gross sales revenue	287.8	539.5	940.8	1,195.0	1,562.1	Diluted issued capital (m)					381
Change	131.2%	87.5%	74.4%	27.0%	30.7%	Market cap (\$m)					1,532
Net sales revenue	209.9	416.2	724.0	920.9	1,203.8	Target Price (A\$ps)					\$ 4.8
Change	127.1%	98.3%	74.0%	27.2%	30.7%						
Adjusted EBITDA	(21.5)	29.3	44.0	54.5	70.8	Jun Year end					
Change	-1014%	237%	50%	24%	30%	Valuation Ratios	2022	2023	2024e	2025e	2026
Deprec. & amort.	(1.7)	(3.8)	(7.1)	(9.7)	(10.9)	Underlying EPS (¢ps)	(4.2)	4.8	7.0	9.1	12.
EBIT	(23.2)	25.5	36.9	44.8	59.9	% change	-1448%	213%	47%	30%	35
Net Interest	0.2	-	1.6	5.1	7.6	P/E (on underlying EPS) (x)	n/a	84.6	57.4	44.2	32.
Pre-tax profit	(22.9)	25.5	38.5	49.9	67.5	EV/EBITDA (x)	n/a	50.7	33.7	27.3	21.
Tax expense	6.9	(7.4)	(11.8)	(15.3)	(20.7)	EV/EBIT (x)	n/a	58.3	40.2	33.2	24.
tax rate	30%	29%	31%	31%	31%	EV/Sales (x)	7.1	3.6	2.1	1.6	1.
Associates	-	-	-	-	-						
Minorities/Prefs	-	-	-	-	-	NTA (\$ps)	0.01	0.03	0.08	0.18	0.3
Underlying Net Profit	(16.0)	18.1	26.7	34.7	46.8	P/NTA (x)	299.51	118.97	51.22	21.87	12.5
Change	-1448%	213%	47%	30%	35%	Book Value (\$ps)	0.05	0.09	0.14	0.24	0.3
Abs. & extras.	(1.1)	(2.8)	-	-	-	Price/Book (x)	89.16	46.51	28.18	16.68	10.9
Reported Profit	(17.1)	15.4	26.7	34.7	46.8						
						DPS (¢ps)	-		-	-	
Cashflow (A\$m)	2022	2023	2024e	2025e	2026e	% pay-out	0.0%	0.0%	0.0%	0.0%	0.0
EBITDA	(21.5)	29.3	44.0	54.5	70.8	Yield (%)	0.0%	0.0%	0.0%	0.0%	0.0
Working capital changes	1.2	(0.9)	11.6	7.1	2.0	Franking (%)	-	-	-	-	-
Net Interest Expense	0.0	0.2	1.6	5.1	7.6				***		
Tax	-	(0.0)	(7.3)	(12.4)	(19.1)	Performance Ratios	2022	2023	2024e	2025e	2026
Other operating items	5.6	7.9	9.4	0.3	0.2	Gross revenue growth (%)	131.2%	87.5%	74.4%	27.0%	30.79
Operating Cash Flow	(14.7)	36.5	59.2	54.5	61.5	Net revenue growth (%)	127.1%	98.3%	74.0%	27.2%	30.79
Capital Expenditure	(8.4)	(12.1)	(16.1)	(13.1)	(13.4)	EBITDA growth (%)	-1014.2%	236.5%	50.2%	23.6%	30.0
Free Cash Flow	(23.0)	24.4	43.1	41.4	48.1	D. F	47.00/	00.00/	00.00/	00.40/	00.00
Disposals	-	-	-	-	-	Delivered margin (% net revenue)	17.8%	23.0%	22.3%	22.4%	22.29
Payment of leases	-	•	•	•	-	EBITDA margin (%)	-10.2%	7.0%	6.1%	5.9%	5.99
Dividends paid	-	•	•	•	•	EBIT margin (%)	-11.0%	6.1%	5.1%	4.9%	5.09
Other investing items	-	•	•	•		Cross such conversion (0/)	CO F0/	165.00/	147 60/	113.5%	103.19
Equity Change in available cash	(23.0)	24.4	43.1	41.4	48.1	Gross cash conversion (%) Free cash-flow yield (%)	68.5% -1.0%	165.9% 3.2%	147.6% 3.6%	3.2%	3.69
Change in available cash	(23.0)	24.4	40.1	71.7	40.1	ROE (%)	-59.5%	71.9%	59.6%	46.8%	39.69
						ROIC (%)	109.0%	-114.7%	-79.8%	-79.6%	-91.0°
Balance Sheet (A\$m)	2022	2023	2024e	2025e	2026e	Capex/Depn (x)	n/a	n/a	n/a	n/a	-31.0
Cash	22.7	46.3	85.4	126.8	174.9	Оареж Беріі (х)	IVa	IVa	IVa	IVa	11/0
Receivables	5.4	22.1	21.9	31.2	37.5	Net interest cover (x)	102.9	n/a	n/a	n/a	n/a
Inventories & WIP	0.9	2.9	4.6	6.6	7.9	Core Net Debt/EBITDA (x)	n/a	n/a	n/a	n/a	n/a
Other current assets	2.0	1.5	1.2	1.2	1.2	Net debt/equity (%)	-131.9%	-140.5%	-157.1%	-138.0%	-124.79
Current Assets	31.0	72.8	113.2	165.8	221.5	Net debt/net debt + equity (%)	n/a	n/a	n/a	n/a	n/a
Intangibles	12.1	20.1	29.1	32.6	35.1	riot dobt/riot dobt i oquity (70)	114	· · · ·	110	11/4	
Other non-curr assets	11.3	7.9	4.6	4.6	4.6	Half yearly (A\$m)	1H22a	2H22a	1H23a	2H23a	1H24
Non Current Assets	23.3	28.0	33.7	37.1	39.7	Gross Sales revenue	154.1	133.7	242.7	296.8	460.5
Total Assets	54.3	100.8	146.8	202.9	261.2	Returns rate	26%	28%	23%	23%	23%
Creditors	30.7	56.9	76.2	94.5	104.2	Net Sales revenue	113.7	96.2	187.7	228.5	354.3
Provisions	0.2	0.4	3.3	3.5	3.7	Delivered profit	24.7	12.6	47.0	48.6	82.
Other curr liabilities	3.3	6.5	8.5	8.5	8.5	Margin %	22%	13%	25%	21%	239
Current Liabilities	34.2	63.8	88.0	106.6	116.4	Marketing cost	(25.9)	(17.1)	(16.4)	(20.2)	(34.2
LT debt (incl. leases)	-	-	-	-	-	Cost % of Net Sales revenue	-23%	-18%	-9%	-9%	-10%
Provisions	0.0	0.0	0.1	0.1	0.1	Other costs	(8.7)	(7.1)	(14.0)	(15.8)	(21.9
Other non curr liabilities	2.9	4.0	4.3	4.3	4.3	Cost % of Net Sales revenue	-8%	-7%	-7%	-7%	-6%
Non Current Liabilities	2.9	4.0	4.4	4.5	4.5	2007,721,100,000,701,000	3,3	.,,	.,,	.,,	3,
Total Liabilities	37.2	67.8	92.4	111.0	120.9	Adjusted EBITDA	(9.9)	(11.6)	16.7	12.6	26.1
Net Assets	17.2	33.0	54.4	91.9	140.3	Margin %	-9%	-12%	9%	6%	79
Share Capital	188.3	187.0	187.0	187.0	187.0	Deprec. & amort.	(0.5)	(1.2)	(1.7)	(2.1)	(2.9
Reserves	(150.6)	(150.6)	(150.6)	(150.6)	(150.6)	EBIT	(10.4)	(12.8)	14.9	10.6	23.1
Retained Earnings	(20.4)	(3.4)	18.0	55.5	103.9	Interest expense	0.0	0.2	-	-	0.1
Shareholders Equity	17.3	33.0	54.4	91.9	140.3	Pre-tax profit	(10.4)	(12.6)	14.9	10.6	23.8
Outside Equity Interests		-	•	•		Tax expense	3.2	3.8	(4.2)	(3.2)	(7.3
Total Equity	17.3	33.0	54.4	91.9	140.3	tax rate	31%	30%	28%	30%	319
						Underlying Net Profit	(7.2)	(8.8)	10.7	7.4	16.5
Core Net debt/(cash) \$m	(22.7)	(46.3)	(85.4)	(126.8)	(174.9)	Abs. & extras.	(1.1)	(2.8)	(2.8)	-	-
Net debt/(cash) [incl. leases] \$m	(22.7)	(46.3)	(85.4)	(126.8)	(174.9)	Reported Profit	(8.3)	(11.6)	8.0	7.4	16.5
SOURCE: COMPANY REPORTS				, ,,,,,	, -,	• ***	/	,,			

SOURCE: COMPANY REPORTS, BELL POTTER SECURITIES ESTIMATES

### **Recommendation structure**

**Buy:** Expect >15% total return on a 12 month view. For stocks regarded as 'Speculative' a return of >30% is expected.

**Hold:** Expect total return between - 5% and 15% on a 12 month view

**Sell:** Expect <-5% total return on a 12 month view

Speculative Investments are either start-up enterprises with nil or only prospective operations or recently commenced operations with only forecast cash flows, or companies that have commenced operations or have been in operation for some time but have only forecast cash flows and/or a stressed balance sheet.

Such investments may carry an exceptionally high level of capital risk and volatility of returns.

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