

# XLMedia PLC (XLM:LN)



**London**  
Stock Exchange

Consumer Discretionary/Media Agencies

Price: 22.50 GBX

Report Date: July 31, 2020

## Business Description and Key Statistics

XLMedia and its subsidiaries are an online performance marketing company. Co. accepts paying users from multiple online and mobile channels and directs them to online businesses who, in turn, convert such traffic into paying customers. Co.'s operating segments comprised of: Publishing, which these websites refer potential customers to online businesses; and Media, which acquires online and mobile advertising targeted at potential online traffic with the objective of directing it to Co.'s customers, and also Co. buys advertising space on search engines, websites, mobile and social networks and places adverts referring potential websites.

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Website: [www.xlmedia.com](http://www.xlmedia.com)

ICB Industry: Consumer Discretionary

ICB Subsector: Media Agencies

Address: 12 Castle Street  
St. Helier  
GBR

Employees: 200

	Current	YTY % Chg
Revenue LFY (M)	60	-34.6
Operating EPS LFY	-0.23	
Market Value (M)	42	
Shares Outstanding (000)	187,129	
Book Value Per Share	0.26	
EBITDA Margin %	-61.70	
Net Margin %	-79.9	
Long-Term Debt / Capital %	0.0	
Dividends and Yield TTM	0.03 - 11.26%	
Payout Ratio TTM %	0.0	
60-Day Average Volume (000)	724	
52-Week High & Low	78.50 - 14.60	
Price / 52-Week High & Low	0.29 - 1.54	

## Price, Moving Averages & Volume



XLMedia PLC is currently trading at 22.50 which is 7.8% below its 50 day moving average price of 24.40 and 35.2% below its 200 day moving average price of 34.71.

XLM:LN is currently 71.3% below its 52-week high price of 78.50 and is 54.1% above its 52-week low price of 14.60. Over the past 52-weeks, XLM:LN is down 68.8% while on a calendar year-to-date basis it is down 48.9%.

The Relative Strength Index (RSI) indicator for XLM:LN is currently 41.89. An RSI value of 70 and above is considered overbought and 30 and below oversold.

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## Price Performance, Technical Indicators & Risk Metrics

Price Performance	% Change	Difference vs FTSE 350	Technical Indicators	
1-Day %	-3.02	-1.66	50-Day Average Price	24.40
1-Week %	-7.22	-3.83	Price / 50-Day Average	0.92
4-Week %	-6.25	-2.38	200-Day Average Price	34.71
52-Week %	-68.75	-47.86	Price / 200-Day Average	0.65
Quarter-to-Date %	-7.22	-3.36	RSI - Relative Strength Index	41.89
Year-to-Date %	-48.86	-26.91	<b>Risk Metrics</b>	
Last Month %	-7.22	-3.36	Price Volatility	1.82
Last Quarter %	56.45	46.93	Sharpe Ratio	-0.03
Last Calendar Year %	-40.94	-55.11	Sortino Ratio	-0.04

## 5-Year Price Performance vs. FTSE 350

**XLMedia PLC**  
**FTSE 350 Index**

Current: 0.34 CAGR: -19.4%  
Current: 0.81 CAGR: -4.1%



Over the past five years, XLMedia PLC's stock price is down 65.9% which is 46.9% below the FTSE 350 Index performance of -19.0% over the same period. XLMedia PLC's cumulative annualized growth rate (CAGR) over the five year period has been -19.4% while that of the FTSE 350 Index has been -4.1%.

Over the past year, XLMedia PLC's stock price performance of -68.7% has underperformed that of the FTSE 350 Index by 47.9%. On a year-to-date basis, XLMedia PLC's stock price performance of -48.9% has underperformed the FTSE 350 Index by 26.9%.

Over the past week, XLMedia PLC's stock price performance of -7.2% has underperformed that of the FTSE 350 Index by 3.8%.

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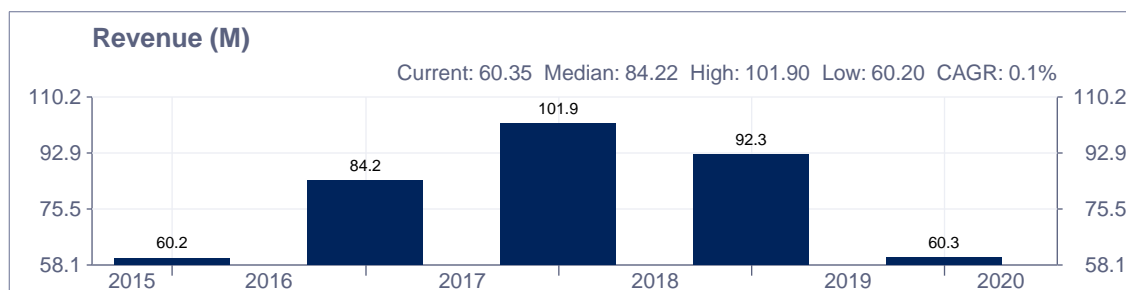
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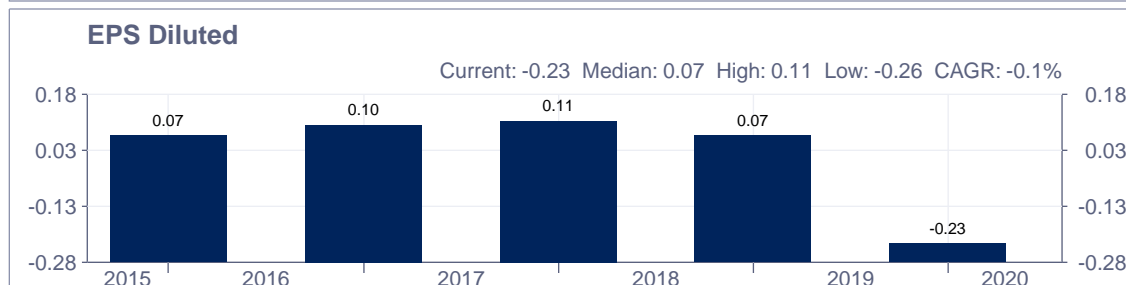
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## Growth and Profitability Metrics

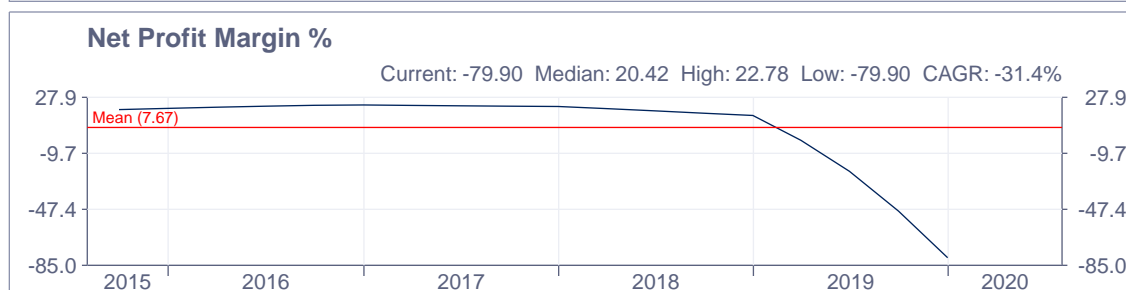
Historical Growth	3-Year	5-Year	10-Year	Profitability	Current	5-Year Average	10-Year Average
Revenues %	-10.5	13.2		Gross Margin %	67.4	54.4	
Revenues Per Share %	-12.8	0.0		EBITDA Margin %	-61.7	19.5	
EBITDA %	-100.0	-100.0		Pre-Tax Margin %	-72.4	14.4	
Operating EPS %	-100.0	-100.0		Net Margin %	-79.9	7.7	
Free Cash Flow %	9.1	10.1		Return on Equity %	-43.4	14.5	
Cash from Operations %	11.5	22.9		Return on Capital %	-43.9	14.2	
Book Value %	-15.1	0.0		Return on Assets %	-36.0	10.8	



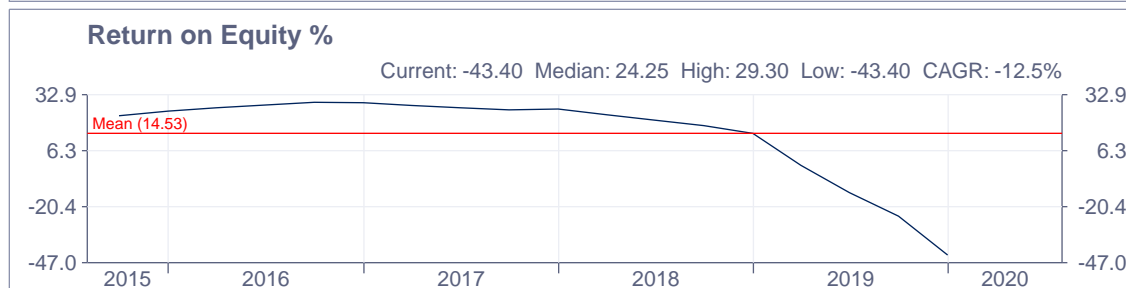
XLMedia PLC's cumulative annualized revenue growth rate over the charted period is 0.1%. This compares to revenue growth of -34.6% last fiscal year and cumulative annualized growth of -10.5% over the past 3 years.



XLMedia PLC's cumulative annualized EPS growth rate over the charted period is -0.1%. This compares to EPS growth of % last fiscal year and cumulative annualized growth of -100.0% over the past 3 years.



XLMedia PLC's net profit margin last fiscal year of -79.9% is 87.6% below the period's mean net margin of 7.7%. During the charted period, the observed net profit margin high and low were 22.8% and -79.9% respectively.



XLMedia PLC's return on equity of -43.4% is 57.9% below the period's mean return on equity of 14.5%. During the charted period, the observed ROE high and low were 29.3% and -43.4% respectively.

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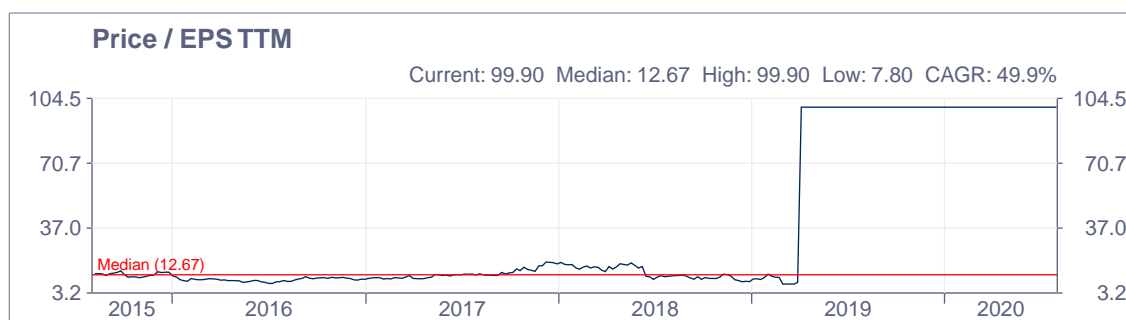
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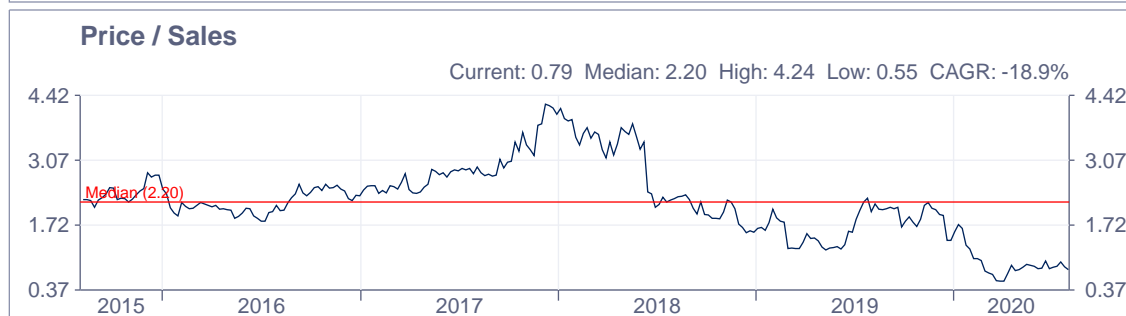
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## Valuation Metrics

	Current	5-Year Median	10-Year Median		Current	5-Year Median	10-Year Median
Price / EPS TTM	99.9	12.7		Earnings Yield %	-92.72	7.95	
Price / Sales	0.8	2.2		Free Cash Flow Yield %	63.10	13.82	
Price / Operating Cash Flow	99.9	10.6		Dividend Yield %	11.26	5.99	
Price / Book Value	0.9	2.4		Enterprise Value / EBITDA	50.0	7.3	



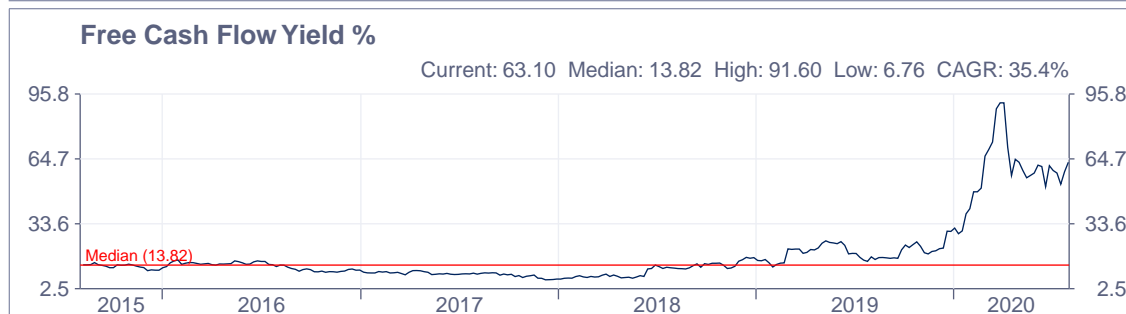
XLMedia PLC is trading at 99.90 times its EPS generated during the latest fiscal year. This multiple is above the historically observed median of 12.67, while high and low observations have been 99.90 and 7.80.



XLMedia PLC is trading at a Price to Sales ratio of 0.79 based on sales generated during the latest fiscal year. This ratio is below the historically observed median ratio of 2.20, while high and low observations have been 4.24 and 0.55.



XLMedia PLC is trading at a Price to Book ratio of 0.88 based on book value at the latest fiscal year end. This ratio is below the historically observed median of 2.44, while high and low observations have been 4.97 and 0.61.



XLMedia PLC has a Free Cash Flow Yield of 63.10% based on free cash flow generated during the latest fiscal year. This value is above the historically observed median yield of 13.82%, while high and low observations have been 91.60 and 6.76.

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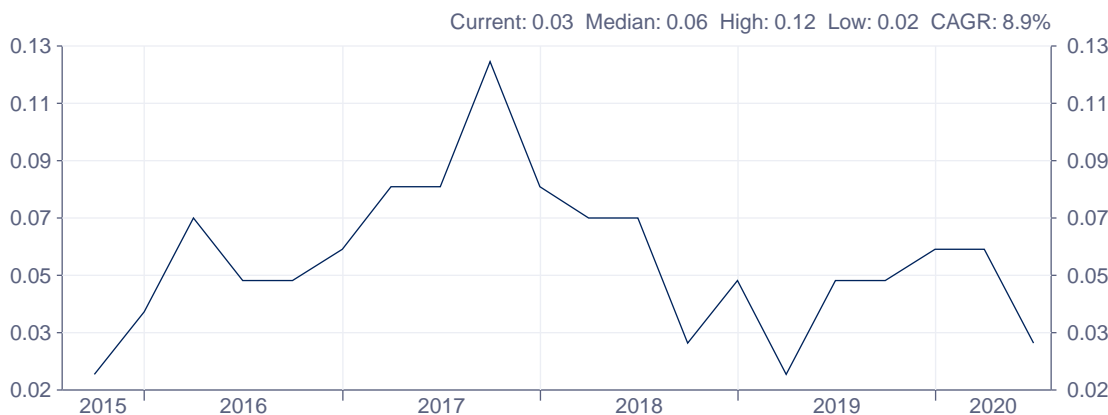
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## Dividends Data

Dividends Per Share TTM	0.03	Payout Ratio TTM %	0.00%	Dividend Yield TTM %	11.26%
Rate	Ex Date	Record Date	Payment Date	Currency	Note
0.025	03-10-2019	04-10-2019	01-11-2019	GBP	INTERIM GROSS. DECLARED AS USD0.031584 PAID AS GBP0.025328.
0.030	04-04-2019	05-04-2019	03-05-2019	GBP	FINAL GROSS
0.023	04-10-2018	05-10-2018	02-11-2018	GBP	INTERIM GROSS
0.027	22-03-2018	23-03-2018	20-04-2018	GBP	FINAL GROSS
0.040	21-09-2017	22-09-2017	25-10-2017	USD	INTERIM GROSS
0.038	16-03-2017	17-03-2017	07-04-2017	USD	FINAL GROSS
0.038	06-10-2016	07-10-2016	04-11-2016	USD	INTERIM GROSS
0.025	28-01-2016	29-01-2016	26-02-2016	USD	INTERIM GROSS
0.026	01-10-2015	02-10-2015	30-10-2015	USD	INTERIM GROSS
0.016	09-04-2015	10-04-2015	08-05-2015	USD	FINAL GROSS
0.016	24-09-2014	26-09-2014	31-10-2014	USD	INTERIM GROSS

## Dividend Growth and Yield

### Dividends Per Share TTM



XLMedia PLC's trailing 12-month dividend per share is 0.03 and its dividend has grown at a cumulative annualized rate of 8.9% over the charted period. This compares to dividend growth of -52.30% over the past year and cumulative annualized growth of -30.70% over the past 3 years.

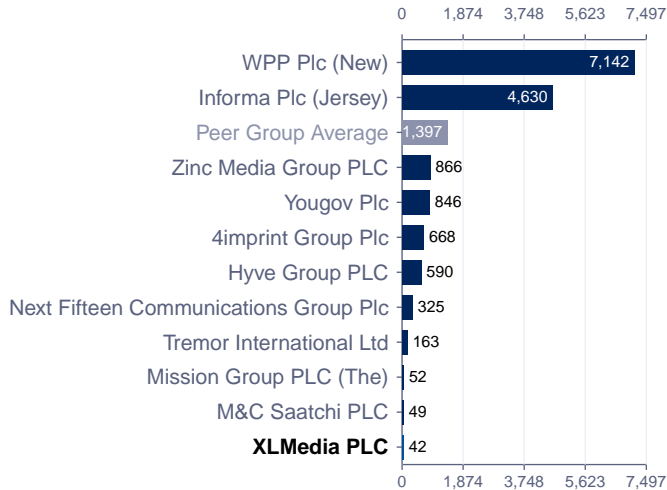
### Dividend Yield TTM %



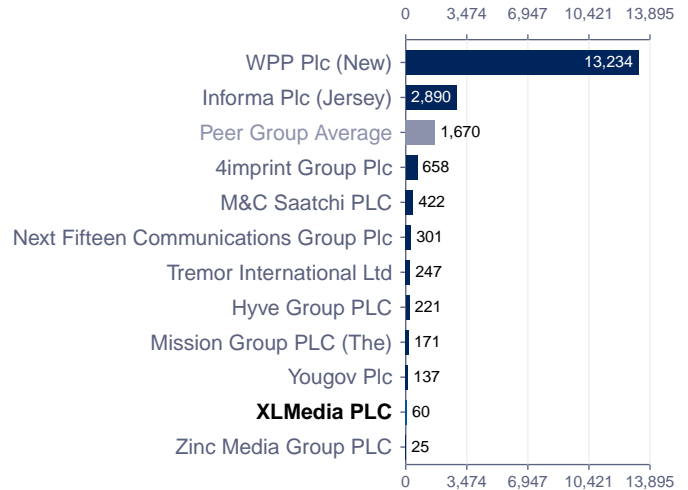
XLMedia PLC's current dividend yield is 11.26% based on trailing 12 month dividends. The current yield is above the historically observed median of 5.99% and, over the charted time period, the observed high yield has been 35.97% and the observed low yield has been 1.88%.

## Subsector Peer Comparisons

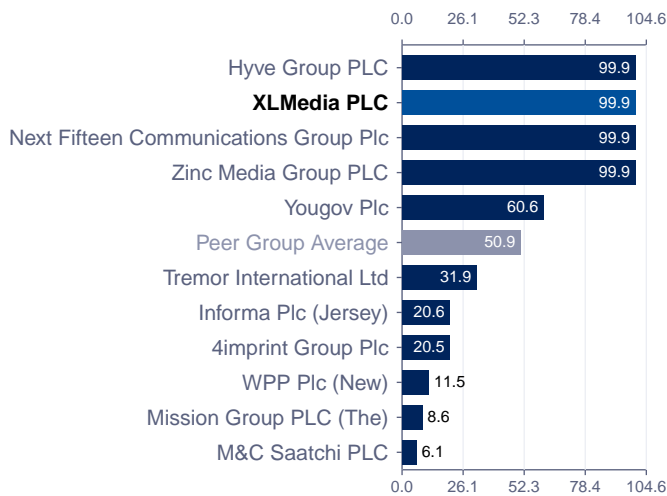
**Market Value (M)**



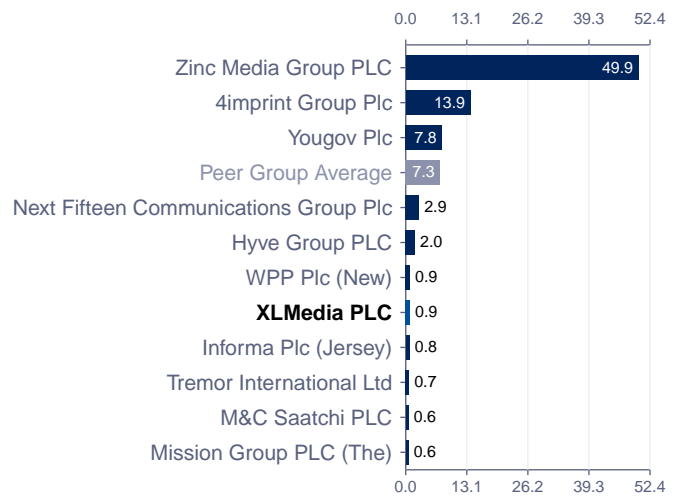
**Revenue LFY (M)**



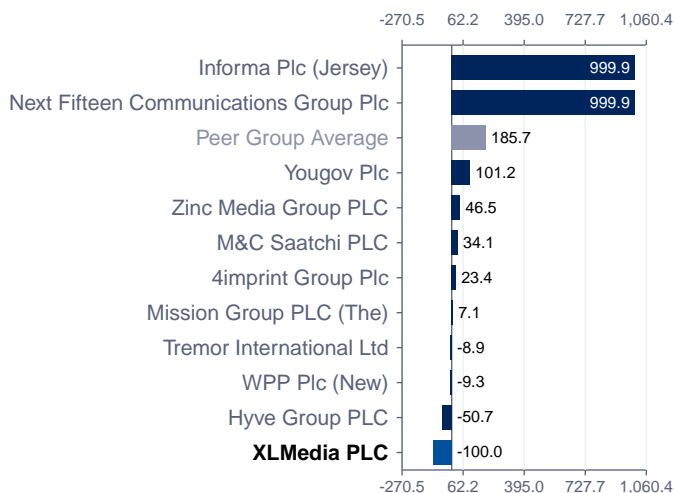
**Price / EPS TTM**



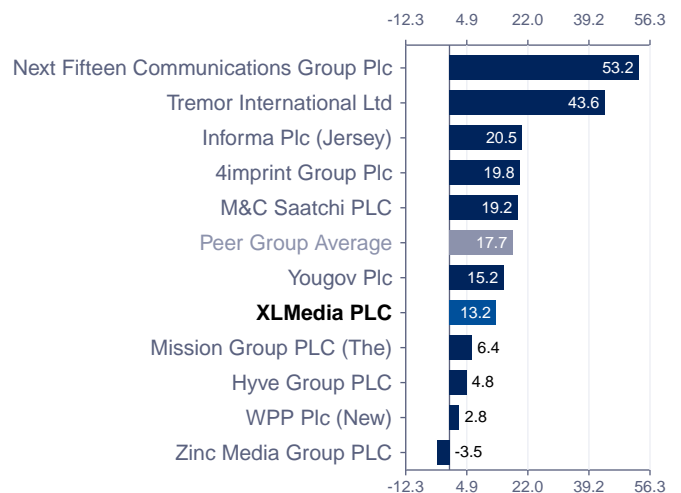
**Price / Book Value**



**EPS 5-Year Growth Rate %**



**Revenue 5-Year Growth Rate %**



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## Abbreviations:

<b>CAGR</b>	- Cumulative annual growth rate.
<b>EBIT</b>	- Earnings before interest and taxes.
<b>EBITDA</b>	- Earnings before interest, taxes, depreciation & amortization.
<b>LFY</b>	- Last fiscal year
<b>M</b>	- Million
<b>LON</b>	- London Stock Exchange

## Definitions:

**Market Value** - Weekly Price times latest Shares Outstanding times any applicable ADR factor.

**Revenue** - Sum of the last four quarters of Revenues.

**Revenue Per Share** - Sum of the last four quarters of Total Revenue divided by Weighted Average Shares Outstanding.

**Operating EPS LFY** - EPS excluding non-recurring, non-operating items, fiscal year aligned TTM value.

**60-Day Average Volume (000)** - The average of the last 60 daily volume values in thousands of shares.

**Price 52-Week High** - The high closing price from the last 52 weeks of daily closing prices.

**Price 52-Week Low** - The low closing price from the last 52 weeks of daily closing prices.

**Price / 52-Week High** - Latest price divided by the high price from the past 52 weeks of daily closing prices.

**Price / 52-Week Low** - Latest price divided by the low price from the past 52 weeks of daily closing prices.

**50-Day Average Price** - Mean of last 50 daily closing prices.

**200-Day Average Price** - Mean of last 200 daily closing prices.

**Price / 50-Day Average Price** - Latest closing price divided by mean of last 50 daily closing prices, as a percentage.

**Price / 200-Day Average Price** - Latest closing price divided by mean of last 200 daily closing prices, as a percentage.

**Relative Strength Index** - Relative Strength Index or RSI measures the magnitude of gains over a given time period against the magnitude of losses over that period. The equation is  $RSI = 100 - 100 / (1 + RS)$  where  $RS = (\text{total gains} / n) / (\text{total losses} / n)$  and  $n = \text{number of RSI periods}$ . In this item, 14 days is used and one year of daily prices are considered. A value of 30 or below may imply oversold and 70 or above may imply overbought.

**Price Volatility** - The standard deviation of the last 20 days of daily closing prices.

**Sharpe Ratio** - The 5 year average of the excess monthly return over the risk - free rate (1 - month T - bill) over the 5 year standard deviation of the same series.

**Sortino Ratio** - The same calculation as the Sharpe Ratio but with positive excess returns set to zero for the standard deviation denominator, so only negative volatility weighs in.

**Dividends Per Share TTM** - Sum of the last four quarters of Dividends Per Share.

**Payout Ratio** - Dividends Per Share TTM divided by Operating EPS TTM.

**Dividend Yield TTM %** - Sum of the last four quarter of Dividends Per Share divided by Weekly Price.

**EBITDA** - Sum of the last four quarters of EBITDA (Operating Income + Depreciation & Amortization).

**Free Cash Flow** - Sum of the last four quarters Net Cash from Operations minus Capital Expenditures (Purchase of Property, Plant & Equipment), from the Cash Flow Statement.

**Book Value** - Total Common Equity last quarter divided by Shares Outstanding last quarter.

**Book Value Per Share** - Total Common Equity last quarter divided by Shares Outstanding last quarter.

**Gross Margin %** - Sum of the last four quarters Gross Profit divided by the sum of the last four quarters Revenues.

**EBITDA Margin %** - Sum of the last four quarters EBITDA divided by the sum of the last four quarters Revenues.

**Pre-Tax Margin %** - Sum of the last four quarters of Earnings Before Taxes divided by sum of the last four quarters Revenues.

**Net Profit Margin %** - Sum of the last four quarters of Operating EPS divided by sum of the last four quarters Revenues Per Share.

**Return on Equity %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Book Value.

**Return on Capital %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Total Capital Per Share.

**Return on Assets %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Total Assets Per Share.

**Price / EPS TTM** - Weekly Price divided by the sum of the last four quarters of Operating EPS (capped at 99.9).

**Price / Sales** - Weekly Price divided by Revenues Per Share TTM.

**Price / Book Value** - Weekly Price divided by Book Value Per Share last quarter. Book Value Per Share is Total Common Equity last quarter divided by Shares Outstanding last quarter (capped at 49.9).

**Free Cash Flow Yield %** - Free Cash Flow Per Share TTM divided by Weekly Price.

**Enterprise Value** - Market Value plus Total Debt last year plus Preferred Equity last year minus Cash & Cash Equivalents last year.

**Enterprise Value / Sales** - Enterprise Value divided by the sum of the last four quarters of Revenue.

**Enterprise Value / EBITDA** - Enterprise Value divided by EBITDA TTM.

**Enterprise Value / EBIT** - Enterprise Value divided by trailing four quarters of Operating Income.

**Enterprise Value / Free Cash Flow** - Enterprise Value divided by the sum of the last four quarters of Free Cash Flow.

**Russell 1000 Index** - The largest 1,000 stocks by market cap, the index comprehensively covers the US large cap universe.

EPS 5-Year Growth Rate % is capped at 999.9%.

Revenue 5-Year Growth Rate % is capped at 999.9%.

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