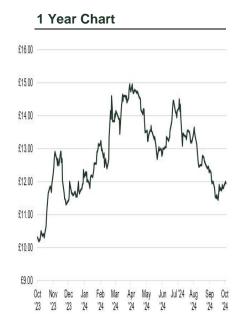


# **PPHE Hotel Group Limited**

## PPH | FTSE 250 | Travel & Leisure | 1195p | £499m

Q324 update – trading is in line



PPHE Hotel Group Limited is a research client of H2 Radnor Ltd.

MiFID II – this research is deemed to be a minor, non-monetary benefit.

31 October 2024

#### **Robert Plant**

<sup>1</sup> EPRA Adjusted EPS

rplant@h2radnor.com

+44 (0) 203 897 1846

PPHE has issued a reassuring update (July-Sept) with the comment that "trading remains in line with current market expectations and the Board remains confident in the Group's FY24 outlook, underpinned by our high-quality assets and continued strategic momentum". We have maintained our forecasts.

Like-for-like (LFL) total revenue growth was 1.8% (from £141.0m in Q323 to £143.5m in Q324) with growth reported in all of the Group's regions despite the weakening of the Euro (c.50% of revenues). LFL revenue growth had been 11.0% in Q1 and 0.2% in Q2 and we believe that the acceleration to 1.8% growth in Q3 mainly reflected Q2 having had a tough comparable as in London (PPHE's main city) King Charles III's coronation in May 2023 boosted visitors to its central hotels.

- The £300m+ hotel pipeline is making "good strategic progress" with "newly opened hotels ramping up in performance" and with "excellent feedback from guests following the openings". The art'otel London Hoxton, the largest of the pipeline hotels, is nearing completion, with approximately 90% of rooms, the gym on the 26th floor, and meetings & events spaces on the 24th floor now in operation. The hotel's meetings & events offering has been well received, reflecting the quality of the product and expertise and efforts of our teams. The hotel is expected to be completed and fully open during Q4 2024. The art'otel Rome Piazza Sallustio repositioning project is progressing well, with the soft opening now expected in early 2025. The Radisson RED Berlin Kudamm was completed in mid-September 2024 and is now fully operational following its soft opening in June 2024 and is achieving excellent guest feedback.
- Valuation; we believe that the Group's share price is cheap at £11.95, a 54% discount to the EPRA NRV of £26.24. Our illustrative fair value of £26.76, which is based on a four-stage Sum of the Parts (SOTP) model, is 2% higher than the EPRA NRV mainly as we incorporate assets which are not included in it; the management platform and two undeveloped land sites (New York and London Waterloo). We set out our SOTP at the end.

Source: h2Radnor

YE Dec, £m	Revenue	EBITDA	EPS (p) <sup>1</sup>	Div (p)	Net Debt	EPRA NRV (£)	PER <sup>1</sup>	Yield %
FY 2022A	330.1	94.6	49.8	15.0	(682.6)	25.17	24.0	1.3
FY 2023A	414.6	128.2	117.7	36.0	(725.3)	26.72	10.2	3.0
FY 2024E	429.1	138.1	118.0	37.0	(718.5)		10.1	3.1
FY 2025E	448.7	147.3	128.0	42.4	(671.7)		9.3	3.5
FY 2026E	487.2	167.0	169.7	48.6	(612.0)		7.0	4.1

## Q3 update - key additional points

- Regionally, we thought it interesting that there appears to have been a continuation of the H124 trend of stronger growth in Germany and Croatia, whereas in FY23 performance was led by the UK and the Netherlands. PPHE does not provide regional data in the quarterly updates but said that "in the UK and the Netherlands, the Group's hotels delivered a stable performance characterised by continued occupancy increases partially offset by minor rate decreases. In Germany the growth was more notable, benefiting from strong occupancy growth while maintaining rates. In Croatia, which reported its peak season, the Group's hotels, apartments and campsites performed well during the peak trading months of July and August, with a minor decline in September due to poor weather conditions impacting last-minute bookings".
- **Reported revenue** increased by 5.1% (from £141.0m in Q323 to £148.2m in Q324), so higher than the 1.8% LFL growth, benefiting from PPHE's newly opened hotels; art'otel Zagreb and art'otel London Hoxton.
- RevPAR (revenue per available room), calculated by multiplying average room rate by occupancy rate, rose by 2.3% on a LFL basis, from £136.7 in Q323 to £139.8 in Q324. LFL RevPAR had risen by 3.3% in Q1 but declined by 2.2% in Q2. As in H1, RevPAR growth was led by growing occupancy.
- Occupancy, continued to increase on a LFL basis, from 77.5% in Q323 to 81.5% in Q324, a 400bps rise, after an increase of 440bps in Q1 and 190bps in Q2. We note that initially after Covid, the Group prioritised rates over occupancy, partly due to higher costs, but more recently has focussed on increasing occupancy.
- Average room rate, in contrast, declined by 2.7%, on a LFL basis, from £176.4 in Q323 to £171.6 in Q324 we think, as in H124, partly due to the market mix stabilising from the largely leisure driven performance of 2023. LFL average room rate had declined by 3.0% in Q1 and by 4.7% in Q2.
- A £4m share buyback programme, announced on 11 July, concluded on 16 October. This programme followed a previous share buyback programme which took place in March 2024 and amounted to £3.8 million. In total, the Group acquired 616,966 shares in 2024 at a weighted average price of £12.74 per share, a 51% discount to the EPRA NRV of £26.24.

Below, we include a table of the Group's recent quarterly figures on a reported basis. PPHE provides the quarterly figures for Q1, Q2 and Q3 but only gives the annual figure at year end so we calculate the figures for Q4 which as a result may not be exactly correct (Figure 1).

Figure 1: PPHE quarterly performance (on a reported basis)

December year end	Q123	Q223	H123	Q323	Q423	FY23	Q124	Q224	H124	Q324
Revenue (£m)	68.8	111.2	180.0	141.0	93.6	414.6	77.0	114.0	191.0	148.2
Annual change	115.0%	36.9%	59.0%	8.8%	7.2%	25.6%	11.9%	2.5%	6.1%	5.1%
Room revenue (£m)	50.4	83.2	133.6	98.6	67.9	300.1	55.2	83.3	138.5	104.0
Annual change	124.0%	40.0%	62.9%	8.6%	4.5%	26.2%	9.6%	0.1%	3.7%	5.5%
RevPAR (£)	96.2	121.0	110.3	136.7	128.9	120.7	98.1	115.4	107.8	136.6
Annual change	126.4%	38.2%	62.6%	10.3%	(1.5%)	25.5%	1.9%	(4.6%)	(2.2%)	(0.1%)
Average room rate (£)	143.7	171.0	159.6	176.4	176.1	166.8	139.3	163.0	152.8	171.8
Annual change	15.8%	14.8%	13.1%	0.8%	(9.0%)	4.0%	(3.1%)	(4.5%)	(4.3%)	(2.6%)
Occupancy	66.9%	70.8%	69.1%	77.5%	74.4%	72.4%	70.4%	70.7%	70.6%	79.5%
Annual change	95.6%	20.4%	44.0%	9.5%	(2.4%)	20.7%	5.2%	(0.1%)	2.2%	2.6%

Source: Company, h2Radnor

### **PPHE** valuation

## Sum of the parts valuation

Our illustrative equity fair value of £26.76 per share is based on a four-stage SOTP model, using an EV of £2,258m and an equity value of £1,138m (Figure 2).

Figure 2: SOTP valuation of PPHE

SOTP Valuation		
EV	Value (£m) Pro	portion of EV (%)
DCF of PPHE's core portfolio	1,669	74
DCF of PPHE's development pipeline	401	18
Multiple value of PPHE's management platform	108	5
Other assets	80	4
Total	2,258	100
Deferred tax on revaluation of properties	(39)	_
Net debt (FY24E)	(719)	
Equity value	1,500	
Minorities of the core - subtotal	(267)	
Minorities of the development pipeline - subtotal	(95)	
Minority total	(362)	
Equity value to PPHE shareholders	1,138	
Number of shares (m)	42.5	
Value per share (£)	26.76	

Source: Company, h2Radnor

#### Stage 1 - DCF of the core

The main value, accounting for 74% of the EV within our SOTP, is a DCF of the core existing hotels and resorts portfolio at £1,669m (Figure 3). As a base, we use our P&L forecast of £138m of EBITDA in FY24, adding back the £1m loss we forecast for the development pipeline and removing the £12m for the management platform as we model these two separately. Our terminal growth rate is 0.5%.

Figure 3: DCF of PPHE's core portfolio (£m)

December year end	FY24E	FY25E	FY26E	FY27E	FY28E	FY29E	FY30E	FY31E	FY32E	FY33E	TV
Revenue	367	378	393	409	421	434	447	460	474	488	491
Growth		3.0%	4.0%	4.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	0.5%
EBITDA	127	125	133	139	143	148	153	158	163	168	161
Margin	34.6%	33.1%	33.9%	34.0%	34.0%	34.1%	34.2%	34.2%	34.3%	34.4%	32.8%
Margin change		(4.5%)	2.5%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	(4.6%)
Income unit liability	(14)	(15)	(15)	(16)	(16)	(17)	(17)	(18)	(18)	(19)	(19)
Interest expense on lease liabilities	(10)	(10)	(11)	(11)	(11)	(12)	(12)	(13)	(13)	(13)	(13)
Working capital	0	0	0	0	0	0	0	0	0	0	0
Maintence capex	(15)	(15)	(16)	(16)	(17)	(17)	(18)	(18)	(19)	(20)	(15)
Free cash	89	85	92	96	99	102	105	109	113	116	114
Present value	83	75	76	74	72	70	68	66	64	62	57
Value											
Total present value of forecast period	711										
Terminal value	958										
Total	1,669										

Source: Company, h2Radnor

We use a WACC of 6.5%, based on a cost of equity of 8.4% and a cost of debt of 5.0% (Figures 4 and 5).

Figure 4: WACC for PPHE

WACC	
Cost of equity	8.4%
Cost of debt	5.0%
Total	6.5%

Source: Company, h2Radnor

Figure 5: Inputs to WACC for PPHE

Cost of equity	
Risk free rate	4.5%
Equity risk premium	3.5%
Beta	1.1
Total	8.4%

Source: Company, h2Radnor

#### Stage 2 - DCF of the development pipeline

We have a separate DCF value for the development pipeline worth £401m, comprising 18% of the EV within our SOTP (Figure 6). The Group has said that post the opening of the four new hotels trading will stabilise at £25m of EBITDA, which we assume will be in FY27. Given that these will be new hotels, we model a higher revenue growth rate and margin progression than for the core portfolio DCF. We use the same WACC and terminal growth rate as for the core portfolio DCF.

Figure 6: DCF of PPHE's development pipeline (£m)

December year end	FY24E	FY25E	FY26E	FY27E	FY28E	FY29E	FY30E	FY31E	FY32E	FY33E	TV
Revenue	32	40	64	67	71	74	78	82	86	90	91
Growth		25.0%	60.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	0.5%
EBITDA	(1)	10	20	25	27	28	30	31	33	35	34
Margin	(3.0%)	24.0%	31.9%	37.3%	37.6%	37.9%	38.1%	38.4%	38.7%	38.9%	37.4%
Margin change		n/a	33.0%	17.0%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	(4.0%)
Working capital	0	0	0	0	0 💆	0	0	0	0	0	0
Working capital/revenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maintence capex	(1) <sup>7</sup>	(2)	(3)	(3)	(3)	(3)	(3)	(3)	(3)	(4)	(3)
Maintence capex/revenue	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	3.0%
Free cash	(2)	8	18	22	24	25	27	28	30	31	31
Present value	(2)	7	15	17	17	17	17	17	17	17	16
Value											
Total present value of the forecast period	140										
Terminal value	261										
Total	401										

Source: Company, h2Radnor

#### Stage 3 - multiple of the management platform

The third stage of our SOTP, is to value PPHE's management platform and this accounts for 5% of our EV (Figure 7). In an extreme example, if the Group sold all of its portfolio under existing management agreements it would still have a management platform, managing all

hotels and resorts without owning them. The EPRA NRV does not account for the management platform as it only values the owned assets and the development pipeline.

We assume that the management platform will generate £12m of EBITDA in FY24, which we remove from our core DCF. We use 9.0x EV/EBITDA, which is the median FY24 valuation of the hotel peer group we have chosen for PPHE, which generates a value of £108m.

Figure 7: Multiple valuation of PPHE's management platform

Operating company	FY24
Revenue (£m)	30.0
EBITDA (£m)	12.0
Margin (%)	40.0
EV/EBITDA (x)	9.0
EV (£m)	108.0

Source: Company, Radnor

#### Stage 4 - Other assets

The fourth stage of our SOTP, is to value four other assets; two assets which contribute below EBITDA and two land sites, which we add in at a collective £80m and this accounts for 4% of our EV (Figure 8).

The EPRA NRV does include the Income Units and two German JVs but not the New York or Waterloo sites.

- 1) the Income Units in Park Plaza County Hall London which PPHE owns, valued at £16m.
- 2) the fair value of PPHE's part of the two German JVs, which had an EPRA NRV of £18m.
- 3) the New York site, bought at \$42m (£34m).
- 4) the Waterloo site, where planning permission has been given, bought at £12m.

Our 'other assets' does not include any value for three other potential developments set out below. Projects are included in the balance sheet at cost and will be valued once developed, and currently these three potential projects are all at nil albeit they could have value once developed.

- the Group has planning permission to develop a 465-key hotel on the site adjacent to its Park Plaza London Park Royal property for which it is designing plans.
- 2) the Group has planning permission for a new 179-room hotel, converting 6.5k sqm of subterranean space within the Park Plaza Victoria property.
- the Group could develop the land in Croatia currently occupied by campsites into more valuable hotels and resorts.

Figure 8: Value of PPHE's other assets

Other assets	£m
The Income Units in Park Plaza County Hall The fair value of PPHE's part of the two German JVs	16 18
The New York site	34
The Waterloo site	12
Total	80

Source: Company, Radnor

For the net debt of the core, we use our forecast net debt of £715m for FY24 as this captures the last year of the expansion capex for the development pipeline.

For the minorities of the core, we use £267m as the EPRA NRV of the minorities was £317m and we reduce this by £50m which was the minority value ascribed to Hoxton when this development was announced in 2021.

The four hotels in the Group's development pipeline will all include minorities, with Belgrade at 48%, Hoxton at 49%, Rome at 49% and Zagreb at 48% and we use 49% overall. We take our DCF value for the development pipeline of £401m, then assume debt of £207m, which gives an equity value of £194m and we take 49% of this to generate a minority value of £95m (Figure 9).

Figure 9: Minority value of PPHE's development pipeline

Value	Amount (£m)
DCF of PPHE's development pipeline	401
Debt of the development pipeline	(207)
Equity value of pipeline	194
Minority	49%
Value of minorities	95

Source: Company, Radnor

Historically, PPHE has had low/no tax, partly reflecting its substantial capital allowances. Instead of deducting tax in our DCF, we deduct £39m in our SOTP, which is the deferred tax on revaluation of properties in the EPRA Net Disposal Value (NDV), which is effectively the tax that PPHE would pay upon portfolio sale.

#### **PPHE Hotel Group** Robert Plant Price (p): 1195 p +44 203 897 1846 499 m Market Cap: rplant@h2radnor.com FV: 1218 m PROFIT & LOSS PRICE CHART - 2 YEAR ABSOLUTE vs FTSE ALL SHARE 2024F 2025E 2026F Year to 31 December, £m 2022 2023 PPH-GB FTSE All Share UK 190.1 234.9 236.5 246.2 274.5 £16.00 Netherlands 63.3 68.6 71.6 41.6 66.0 Croatia 69.2 78.1 82.8 85.5 88.5 £15.00 17.7 23.8 24.0 24.5 Germany 22.8 Other Markets 15.1 18.1 6.3 7.9 11.5 £14.00 Mgmt / Central 51 76 84 92 10.0 **Group Revenue** 330 1 414 6 429 1 448 7 487 2 £13.00 Ор. Ехр. (235.5)(286.4) (290.9)(301.4) (320.2)£12.00 167.0 EBITDA 147.3 94.6 128.2 138.1 EBITDA margin % 28.7% 30.9% 32.2% 32.8% 34.3% £11.00 Depr & Amortisation (40.0)(45.1) (51.1)(53.4)(58.0)EBITA - Adjusted 54.6 83.1 87.1 93.9 109.0 £10.00 Associates & JV's 0.2 (0.1)(0.1)(0.1)(0.1)Income unit liability (10.8)(14.2)(13.6)(14.5)(14.5)£9.00 Net Bank Interest (35.7)(31.4)(43.2)(40.9)(38.8)Oct 22 Jan 23 Apr 23 Jul 23 Oct 23 Jan 24 Apr 24 Jul 24 Oct 24 0.0 0.0 5.2 5.2 Other operating items 5.2 PBT - Adjusted 8.3 37.5 35.4 43.6 60.8 Source: FactSet Non Operating Items (8.7) (5.2) (5.2) (5.2) 3.2 PBT - IFRS 11.5 30.2 **SHAREHOLDERS** 28.8 38.4 55.6 % of ord. Share capital (2.2)(5.3)(6.5)(9.1)Tax - Adjusted 24 Fli Papouchado 32.8% 5.8% 15.0% 15.0% 15.0% Tax rate - Adjusted -29.3% Boris Ivesha 11.1% Minority interests (4.7)(4.7)(2.9)(6.7)(7.3)Harel Insurance 9.1% No. shares m, diluted 42.5 42.5 42.2 42.2 42.2 Clal Insurance 8.3% Aroundtown Property 7.8% Adj EPS (p), diluted 14.2 71.9 64.3 71.9 105.1 EPRA adjusted EPS (p) 49.8 118.0 128.0 117.7 169.7 Total DPS (p) 15.0 37.0 42.4 69.1% 36.0 48.6 Source; Company webiste **CASH FLOW** Announcements Year to 31 December, £m 2022 2023 2024E 2025E 2026E Date Event October 2024 Q3 trading update 127.5 166.1 August 2024 Gross Op Cashflow 95.3 137.2 146.4 H1 results Net Op Cashflow 56.7 78.4 75.9 85.2 104.4 April 2024 Q1 trading update February 2024 Greg Hegarty appointed co-CEO 57.7 80.2 January 2024 Free Cashflow 38.6 54.4 62.8 Year end trading update First Radisson RED in Berlin Net Cashflow (53.5)(44.6)6.8 46.8 59.7 January 2024 November 2023 London planning permission BALANCE SHEET November 2023 London art'otel opening March 2024 Year to 31 December, £m 2022 2023 2024E 2025E 2026E October 2023 Q3 trading update 12.8 10.7 September 2023 Zagreb art'otel opening Intangibles 2.5 P,P+E 1,412.8 1,413.0 1,350.2 1,335.2 1,382.9 August 2023 H1 results Right of Use Asset 225.4 229.2 228.2 225.5 222.6 Tax Asset & Other 65.1 58.9 58.9 58.9 58.9 RATIOS **Total Fixed Assets** 1.711.6 1.708.2 1.672.8 1.634.3 2022 2023 2024E 2025E 2026E 1.638.5 Current Assets 39.6 44 4 45.7 47 1 48.5 RoE 3.0% 7.5% 6.2% 8.0% 10.4% **Current Liabilities** (94.4)(94.0)(95.2)(96.6) (98.1)RoCE\* 6.9% 8.9% 9.7% 10.6% 12.5% **Net Current Assets** (54.8) (49.5) (49.5)(49.5) (49.5) Asset Turnover (x) 5.0x 4.1x 4.0x 3.7x 3.4x (405.6) (403.6) NWC % Revenue -16.6% -11.9% -11.5% -11.0% -10.2% Long Term Liabilities (397.8)(405.2)(404.5)153.4% Net Cash (Debt) (682.6)(725.3)(718.5)(671.7)(612.0)Op Cash % EBITA 174.6% 157.6% 155.9% 152.4% Net Assets 503.2 531.1 535.0 547.0 569.1 EBITDA / interest x 2.6x 4.1x 3.2x 3.6x 4.3x GROWTH VALUATION YoY growth 2022 2023 2024E 2025E 2026E Fiscal 2022 2023 2024E 2025E 2026E Revenue 133% 26% 3% 5% 9% P/F 24.0x 10.2x 10.1x 9.3x 7.0x **FRITDA** 277% 35% 8% 7% 13% FV/FBITDA 12 9x 9.5x 8.8x 8.3x 7.3x **EPRA EPS** 136% 0% 9% 33% Div Yield 1.3% 3.0% 3.1% 3.5% 4.1% n/a

4.7%

4.5%

6.6%

3.2%

3%

15%

15%

FCF Yield

n/a

140%

Dividend

<sup>\*</sup> RoCE defined as EBITDA minus 4% of revenue as a real world depreciation equivalent

# **REGULATORY DISCLOSURES**

H2 Radnor Ltd is authorised and regulated by the Financial Conduct Authority.

H2 Radnor Ltd 68 King William Street London EC4N 7HR

www.h2radnor.com

#### **DISCLAIMER**

Copyright 2024, H2 Radnor Ltd. All rights reserved. This report has been commissioned by **PPHE Hotel Group Limited** and prepared and issued by **H2 Radnor Ltd**. All information used in this report has been compiled from publicly available sources that are believed to be reliable, however we do not guarantee the accuracy or completeness of this report. Opinions contained in this report represent those of the analyst at the time of publication. The securities described in the report may not be eligible for sale in all jurisdictions or to certain categories of investors.

This report is not intended as a solicitation or inducement to buy, sell, subscribe or underwrite any securities mentioned or in the topic of this document. A marketing communication under FCA Rules, this document has not been prepared in accordance with the legal requirements designed to promote the independence of investment research and is not subject to any prohibition on dealing ahead of the dissemination of investment research. However, H2 Radnor Ltd does have strict rules relating to personal dealings by individuals employed or instructed to help prepare investment research. A copy of these rules is available upon request. H2 Radnor Ltd does not conduct any investment business and, accordingly, does not itself hold any positions in the securities mentioned in this report. However, the respective directors, officers, employees and contracted persons or entities may have a position in any or related securities mentioned in this report. H2 Radnor Ltd, or its affiliates, may perform services or solicit business from any of the companies mentioned in this report. The value of securities mentioned in this report can fall as well as rise and can be subject to volatility. In addition, it may be difficult to or not possible to buy, sell or obtain accurate information about the value of securities mentioned in this report. Past performance is not necessarily a guide to future performance. Forward looking information or statements in this report contain information that is based on assumptions, forecasts of future results, estimates of amounts not yet determinable, and therefore involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of their subject matter to be materially different from current expectations. To the maximum extent permitted by law, H2 Radnor Ltd, or its affiliates and their respective directors, officers and employees will not be held liable for any loss or damage as a result of reliance being placed on any of the information contained in this report and do not guarantee the returns on investments in the products discussed in this publication.