

<u>Recommendation</u>	<u>Previous</u>	<u>From date</u>	<u>52-week target</u>
Market Perform	Market Perform	10 November 2010	1.62

Herti

Business Summary

Herti was founded in 1993 as a start-up company. It is producing various types of closures for bottles. The packaging products are sold to producers of alcoholic and non-alcoholic beverages but part of the closures are designed for the use by the pharmaceutical industry. The company is exporting more than 85% of its production. Main markets are the European Union and Russia. Herti's business model includes the whole process of production as well as the sell to clients. The company is making market researches in its sector to respond the necessities in different economic sectors.

The company's holding structure includes four subsidiaries:

- Tihert JSC – 100% of the capital;
- Herti UK – 100% of the capital;
- Herti France – 100% of the capital;
- Herti Group International – 49.00%.

The company also owns 5.6% stake in the first Bulgarian packaging recovery organization – the non-profit company Ecopack Bulgaria. Herti is fulfilling its obligations for separate waste collection and recovery of packaging released on the market in Bulgaria according to the current legislation.

Herti is expanding its product portfolio through research and development activities. The company is applying the requirements of the world quality standards and the principles of good corporate management. It was certified under ISO 9001:2008 in December 2009.

Current Market Activity

Herti is among the low liquid shares on the Bulgarian stock market. The initial public offering during the first quarter of 2008 faced many obstacles in terms of limited investors' demand. The ambitious plan to raise capital and to sell existing shares through the stock exchange coincided with the first major decline of international markets. Investors turned toward the low-risk shares of large and well-know companies.

The trading activity with Herti's shares decreased substantially after the end of the first quarter according to the decline of overall market activity and the lower prices of stocks. The huge price gains to BGN 2.00 of Herti's shares during the third quarter were consequence of the low liquidity. The stock fell again to the average price for 2010 but the low liquidity contributed to the absence of gains during the market increase of January and February 2011.

Valuation Ratios

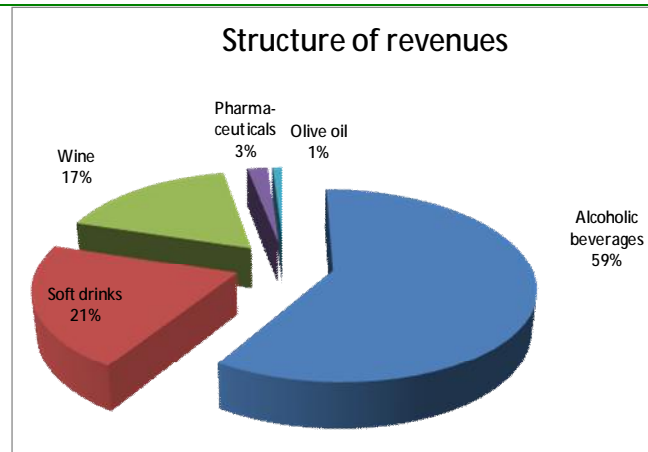
Enterprise Value	24 852 000
Dividend Yield - Gross	-
Trailing P/E (ttm)	246
Forward P/E (2010)	23.09
PEG Ratio (1yr expected)	-
Price/Sales (ttm)	0.53
Price/Book (mrq)	1.21
Enterprise Value/Revenues (ttm)	0.89
Enterprise Value/EBITDA (ttm)	10.38

Profitability and Growth Ratios

Return on Capital	0.3%
Return on Equity	0.5%
Return on Assets	0.2%
EBITDA Margin	8.5%
Net Profit Margin	0.2%
Revenue Growth	24%
EPS Growth	-
Capital Growth	0.1%
Assets Growth	6.6%

Sales

The largest part of the revenues comes from the packaging products for alcoholic beverages. The main segment that contributes for the revenues growth of Herti is aluminum closures for the wine industry. The recovery of sales is mainly due to the existent clients' demand and 20% of the growth is due to shipments to new clients. The global economic growth will continue to support the consumption of beverages and we expect that Herti will maintain its higher than industry growth rates.

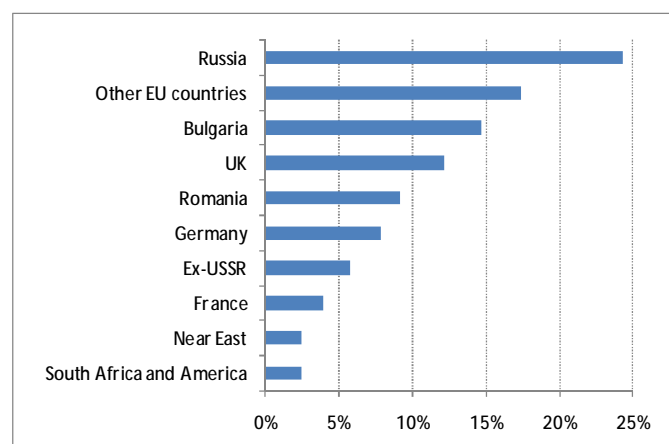


Source: Herti

Producers of wine are switching from the more expensive cork to aluminum closures to cut costs. This trend will continue in 2011, according to the recent report of market research company Freedonia Group. The report on the closures market for the next 5 years is also highlighting on the increasing demand of wine in non-producing countries that will create positive conjuncture for the cork closures. The forecasts for the growth of closures and caps market in Western Europe are for average growth of 2.6%, which is below the global average. Eastern Europe will perform much better. The expected growth is 4.1% but the cumulative market is much lower in value. The countries in Eastern Europe including Russia are experiencing higher growth of innovative caps and closures associated with the introduction of new pack formats and materials.

Plastics will continue to grow fastest of all materials, boosted by its versatility and price competitiveness. Metal closures look like stabilizing in Western Europe. In Eastern Europe the outlook for metal closures is far brighter. Metal retains a particularly strong association with alcoholic beverages and it has even won a share of the wine closure market. The growth of caps and closures market will continue to be supported by the value-added products that increase the security of the packaging and the consumers' comfort. Beverages will maintain 65% market share in closures, with bottled water gaining the most. Untraditional segments like sport drinks and flavored milk will also gain solidly.

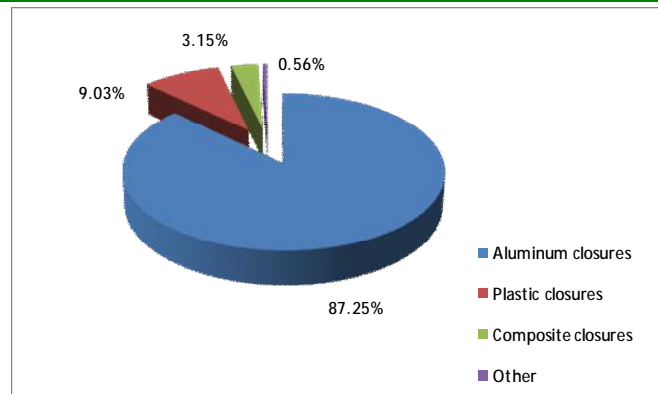
The packaging products and solutions of Herti are exported to broad range of markets. The share of sales to Russia is declining due to the growing importance of the EU markets and mainly to United Kingdom, Germany and France. The increase in sales in South Africa and America was due to the demand of the wine industry. This segment is the main contributor for the growth of revenues in UK, whereas sales of closures for alcoholic beverages in France are gaining the most.



Source: Herti

The results confirmed the expectations that subsidiaries in France and United Kingdom will contribute to the expansion in the both markets. 22% of the revenues are through subsidiaries. Herti is also entering other new markets in Europe – the company is exporting aluminum closures for wine bottles to Germany and Austria. Herti is participating regularly on international exhibitions that are strengthening the market positions of the company.

The aluminum closures segment remained the largest product segment of Herti with 87% of revenues. In 2010 share of composite closures is rising at the expense of plastic closures, which declined to 9% of all revenues. Plastic closures had 13% share of revenues in 2009, but the export to Russia faced difficulties. The continuing decline in export to Russia suggests that the market is shrinking in terms of domestic demand.



Source: Herti

Costs

The price of aluminum was relatively stable during the second half of 2010 but approached the year's highs. The metal maintained its share in total costs of materials of Herti to 54%. The metal is determining the final cost of production. As expected, the appreciation of aluminum in July put some pressure on the financial results of Herti and the improvement of margins lagged in time. Herti is negotiating higher prices for its products according to the cost pressure.



Source: Bloomberg

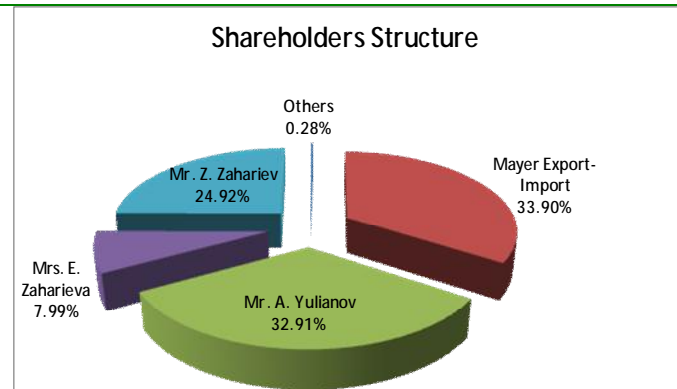
Certificates For Quality

Herti completed successfully the certification procedure under the BRC/IOP Global Standard for Packaging and Packaging Materials. This Standard is a product certification designed to protect consumers' rights and help traders to follow the requirements of the EU for good practices. The certificate provides proof of technical competence and helps producers and retailers reaching full law compliance. It is applied by suppliers in Europe, Africa, the Middle East, Asia, Australia, North and South America. Herti will have the opportunity of free trade with all the companies in the scheme - Tesco, Sainsbury, Marks&Spencer, Asda, Boots, Safeway, Co-op.

Herti become member of SEDEX – not-for-profit organization based in London, UK. It is a membership organization for businesses committed to continuous improvement of the ethical performance of their supply chains. SEDEX enables member companies to manage efficiently the ethical and responsible practices of their global supply chains in the field of Labour Standards, Health & Safety, Environment and Business Integrity.

Shareholders Structure

Main shareholders of Herti are physical persons. Joseph Mayer is the first long-term investor in the company and is a shareholder from 1997. His trading company Mayer export-import is Austria-based. During the 2008 IPO the existing shares that were offered for sales were from the stake of Mayer export-import. Large shareholders sold small amount of shares during 2010 and the free-float increased to 0.28%. It remains too low to have liquid trading.



As of 30 December 2010
Source: Herti

Financial Analysis

The recovery of the global economy continued in 2010, despite the worries of double-dip and the rising government debt levels. Herti is operating in a niche that also has been affected by the global slowdown. The company's investments in modernization and capacity expansion have been financed through long-term bank loans. The initial public offering was unable to raise enough capital due to the difficult stock market conjuncture and could not improve the level of debts.

Liquidity	2006	2007	2008	2009	2010
Current ratio	1.19	0.93	1.03	1.08	1.49
Quick ratio	0.77	0.62	0.73	0.79	1.07

The liquidity ratios posted sizable changes during the last year and especially in the second half. This is mainly due to the rising current assets of the company. Company's receivables are rising, which is following the upward trend of revenues. Herti is maintaining a very good liquidity and is ensuring the continuous process of production. The improvement during the second half of 2010 is due to the recovery of all markets.

The large difference in the two liquidity ratios in 2007 as compared to 2006 was due to the huge investments in machines and the rising debt levels of the company. The current and the quick ratios improved since 2007 despite the slight increase of bank loans.

Debt Management	2006	2007	2008	2009	2010
Total Liabilities / Total Assets	60.9%	57.7%	60.2%	56.5%	60.0%
LT Debt / (LT Debt + Share Equity)	5.3%	13.7%	21.0%	19.1%	33.9%
LT Debt / Share Equity	7.9%	24.9%	40.2%	35.3%	62.0%
Operating Cash Flow to Total Liabilities	24.2%	-5.3%	4.4%	13.4%	16.0%
Interest Coverage Ratio	1.79	1.43	0.01	0.63	1.08

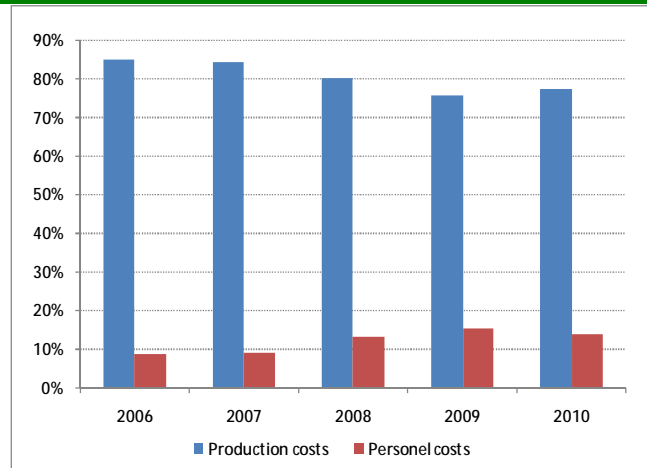
The second half of 2010 brings sizable change in the debt structure. Long-term debt increased at the expense of short-term loans, which is the debt management policy of Herti. This is changing the debt ratios, although the overall debt is slightly lower than a year ago. Long-term debt-to-equity rose to 62% in the last non-consolidated report. The rising debt levels in 2007 and 2008 financed the investment program of Herti.

The level of debts is serious hurdle for the companies with lower profits and plans to invest during the credit crisis. Herti improved its capability to service the debt during 2010. EBIT is above the interest expense, which is a clear sign for the improvement of Herti's business.

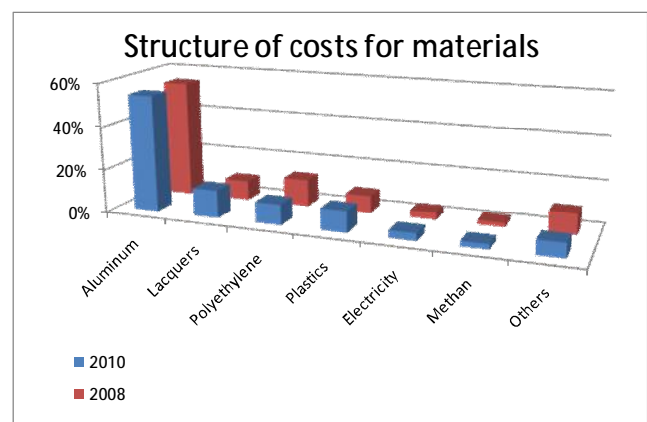
The costs of sold goods slightly increased as percentage of total revenues in 2010 due to the high prices of aluminum. Rising prices of production will maintain the costs at current levels but the global economic growth will also support the prices of aluminum at high levels. Labor costs went down last year, which improved the profit margin of the company.

The optimization of the production and the large investments in modern equipment during the previous two years will contribute for the below average COGS-to-revenues as compared to 2006-2008. We don't expect to see further decrease of the ratio.

Aluminum remains the primary material cost for Herti. The metal represented 54% of all costs for basic materials during 2010. The changes in other expenditures' categories are also affected by changes in product mix of Herti but they were not a significant factor for the long-term trend of profitability ratios.



Source: Herti



Source: Herti

Herti faced an increase of wage and social insurance costs as a percentage of total revenues in 2009. The main reason was the 27% decline of sales compared to 2008. The picture changed in 2010 due to the faster increase of revenues as compared to the labor costs, which share in the total sales fell slightly. Herti's HR policy is to avoid job cuts. The adjustments of the job number is due to the voluntary went off and retirements. The company managed to maintain its highly specialized and professional staff and restored quickly its revenues without increase of wasted productions.

The solid recovery of revenues in 2010 supported the financial results of Herti. Sales are close to their all-time peak in 2008. We expect the positive trend to continue as the company's sales are already rising faster than the average for closures market in Europe. Higher aluminum prices and the global economic recovery will support also the end-user prices of caps and closures, which will be positive for the profit margin of Herti. The profit margins are lower than our expectations from year ago as prices of raw materials jumped.

BGN '000	2006	2007	2008	2009	2010	2011E	2012E	2013E
Sales	23638	27 783	30 965	22 529	28 002	33 602	38 643	43 860
<i>Growth</i>		17.54%	11.45%	-27.24%	24.29%	20.00%	15.00%	13.50%
EBITDA	1564	1 613	2 030	2 006	2 394	2 890	3 285	3 618
<i>EBITDA margin</i>	6.62%	5.81%	6.56%	8.90%	8.55%	8.60%	8.50%	8.25%
EBIT	712	599	573	499	795	1 390	1 785	2 118
<i>EBIT margin</i>	3.01%	2.16%	1.85%	2.21%	2.84%	4.14%	4.62%	4.83%
Net Profit	359	-339	-651	-290	60	640	-	-
<i>Net Profit margin</i>	1.52%	-1.22%	-2.10%	-1.29%	0.21%	1.90%	-	-

Data for 2010 and beyond are estimations of ELANA Trading:

Stock Information (BSE Ticker: HTV; Bloomberg: HTV BU)

Last Price	1.23	Market Cap	14 776 970	1Y Range	BGN 1.00 – BGN 3.10	Average Volume	-
Beta	-	1Y Change	10.8%	SOFIX Change	3.3%	BG40 Change	12.5%

Valuation

The stocks of Herti are low liquid due to the unsuccessful IPO in the beginning of 2008 when the capital has been increased by only 14 000 shares. The valuation of the stock is based on the comparison by multiples of the companies in the sector of packaging products. We picked only European companies. Despite the economic uncertainties and the lack of comparable historical data of Herti in time of significant crisis, we also use discounted cash flows to calculate intrinsic value of the stock.

Multiples Analysis

Herti announced net profit for 2010 and the company has very high price-to-earnings ratio. This is the reason not to use it for the valuation of Herti's stock even with low weight. Price-to-book is rising slightly as compared to year ago. Price-to-sales ratio is under the positive influence of rising revenues and it is at all-time low since Herti is public company. EV/EBITDA is higher than the average for Bulgarian public companies but is also improving.

Multiples	2008	2009	2010
Price/Earning (P/E)	-41.77	-47.64	246.28
Equity (BV)	1.01	1.01	1.02
Price/Book Value (P/B)	2.56	1.14	1.21
Sales Per Share	2.36	1.88	2.33
Price/Sales (P/S)	1.09	0.61	0.53
EV (thousand BGN)	41 564	23 906	24 852
EV/Sales	1.47	1.06	0.89
EV/EBITDA	29.63	11.92	10.38

* Estimations and calculations: ELANA Trading

Sector Comparison

The production of bottles' closures is only a specialized part of the packaging industry where lots of companies are operating in Europe. Few of them are direct competitors of Herti but using the average multiples of broader number of companies gives a better valuation. The table is showing the main multiples of companies in Western and Eastern Europe and the average values for all companies.

	P/E	P/B	P/S	EV/EBITDA
Eastern Europe	95.51	1.15	0.87	9.98
Western Europe	18.19	1.52	0.65	6.89
Average	46.03	1.36	0.74	8.12

Source: Bloomberg

The average P/E ratio in Eastern Europe remains very high. Moreover, almost half of the companies in the packaging sector posted losses. The average ratio for Western Europe is close to the averages for developed markets. We exclude companies with very high multiples P/B and P/S from the calculations of the averages. Stock prices in developed Europe gained significantly during the second half of 2010 that resulted to higher P/S ratios, whereas P/B increased only in Western Europe. The cumulative equity and profits in Eastern Europe is unlikely to have been moved on the upside in Eastern Europe and the change in the average ratio since the previous report is a consequence of change in the companies' list.

EV/EBITDA is also very different for the companies in Western and Eastern Europe. It is due to the worsening profits as well as the growing debts of the companies in Emerging Europe. It is better indicator for the profitability. The difference between multiples in Eastern and Western Europe is significant. We prefer more conservative approach to the valuation and this is why we use the average for all companies in the sector.

Valuation

The both methods have average price per share of BGN 1.47, comparing to BGN 1.51 from our last calculations. The decrease is due to the more conservative expectations in the DCF-model. The difference between both methods is lower. However, the change in the price is insignificant as compared to the current price volatility due to the low liquidity.

Method	Price	Weight
Peers' Comparison	1.32	50%
DCF	1.62	50%
<i>Price (BGN)</i>		1.47

Calculations: ELANA Trading

Recommendation And Price Target

We give *Market Perform* recommendation of Herti's shares due to the low liquidity and the higher risk of small-caps. Our one-year price target is based on the DCF-method and is **BGN 1.62**. We have to emphasize the improved financials of Herti during the last year. If it manages to maintain its growth rates and profit margins than the price-to-earnings ratio will also fell to market averages.

The price target is already reflecting the global recovery but the risk appetite of domestic investors is very low and will limit the recovery of Herti's stock during the next several quarters. The stocks' liquidity was a major factor for their performance in early 2011 and it is unlikely that investors will put money into companies with low free-float.

Financial Data (non-consolidated)

Statement of Income (in '000 BGN)	2006	2007	2008	2009	2010
Sales	23 758	27 876	28 370	22 529	28 002
Production expenses	20 173	23 473	22 759	17 051	21 689
Personnel expenses	2 021	2 519	3 779	3 419	3 832
Net income from financial activities	48	(201)	(429)	(53)	(87)
Other revenues and expenses	51	0	0	0	0
EBITDA	1 663	1 683	1 403	2 006	2 394
Depreciation	852	986	1 394	1 507	1 599
EBIT	811	697	9	499	795
Interest expense	452	489	830	789	735
Pretax income	359	208	(821)	(290)	60
Taxes	0	16	0	0	0
After-tax income	359	192	(821)	(290)	60
Minority interest	0	0	0	0	0
Net income	359	192	(821)	(290)	60
Earnings per share in BGN	0.14	0.02	(0.07)	(0.02)	0.00

Balance Sheet (in '000 BGN)	2006	2007	2008	2009	2010
Total Assets	16 614	30 266	31 223	28 621	30 531
Equity subscriptions receivable	0	0	0	0	0
Fixed assets	6 000	18 008	17 409	16 544	15 687
Tangible fixed assets	5 978	17 729	17 114	16 206	15 402
Financial investments	14	219	221	279	279
Current assets	10 614	12 258	13 814	12 077	14 844
Inventory	3 721	4 025	3 957	3 276	4 161
Receivables	6 055	7 343	9 333	8 542	10 638
Financial assets	0	0	0	0	0
Cash and cash equivalents	560	522	524	259	45
Total liabilities + equity	16 614	30 266	31 223	28 621	30 531
Equity	6 502	12 798	12 099	12 134	12 212
Registered capital	2 500	12 000	12 014	12 014	12 014
Capital funds	1 327	385	33	354	358
Earnings	2 675	413	52	-234	-160
Liabilities	10 112	17 468	19 124	16 487	18 319
Long-term payables	683	1 039	819	1 038	799
Long-term bank loans	511	3 190	4 864	4 284	7 568
Short-term bank debt	2 548	7 245	6 228	6 065	2 552
Short-term payables	6 365	5 994	7 213	5 100	7 400
Other liabilities	5	0	0	0	0
Working capital	1 701	(981)	373	912	4 892

Cash Flow Statement (in '000 BGN)	2006	2007	2008	2009	2010
Net income	359	192	(821)	(290)	60
Depreciation	852	986	1 394	1 507	1 599
Changes in Working capital	0	(2 682)	1 354	539	3 969
Other operating cash flow items	(471)	947	(1 440)	(365)	(4 013)
Net cash from operating activities	740	(557)	487	1 391	1 615
Capital expenditures	(946)	(5 522)	(878)	(113)	(649)
Other investing cash flow items	0	(180)	0	42	0
Net cash from investing activities	(946)	(5 702)	(878)	(71)	(649)
Issuance/ Retirement of Stock, Net	0	0	43	0	0
Issuance/ Retirement of Debt, Net	1 204	5 990	1 493	(512)	(397)
Dividends paid	0	0	0	0	0
Other financing cash flow items	(572)	231	(1 143)	(1 073)	(783)
Net cash from financing activities	632	6 221	393	(1 585)	(1 180)
Net change in cash	426	(38)	2	(265)	(214)
Beginning-of-period cash	134	560	522	524	522
End-of-period cash	560	522	524	259	308
Cash per share	0.22	0.04	0.04	0.02	0.03

Financial and Performance Indicators	2006	2007	2008	2009	2010
Valuation Ratios					
Price/Earnings (P/E)	n/a	n/a	-37.75	-47.64	246.28
Book Value (BV)	n/a	n/a	1.01	1.01	1.02
Price/Book (P/B)	n/a	n/a	2.56	1.14	1.21
Sales Per Share	n/a	n/a	2.36	1.88	2.33
Price/Sales (P/S)	n/a	n/a	1.09	0.61	0.53
Price/Cash per share	n/a	n/a	54.09	11.35	8.91
EV (in BGN)	n/a	n/a	41 564	23 906	24 852
EV/Sales	n/a	n/a	1.47	1.06	0.89
EV/EBITDA	n/a	n/a	29.62	11.92	10.38
EV/EBIT	n/a	n/a	4618.18	47.91	31.26
Liquidity					
Current ratio	1.19	0.93	1.03	1.08	1.49
Quick ratio	0.77	0.62	0.73	0.79	1.07
Debt Management					
Debt to total assets	0.61	0.58	0.61	0.58	0.60
Interest coverage	1.79	1.43	0.01	0.63	1.08
LT Debt/Equity	0.18	0.33	0.47	0.44	0.69
Total Debt/Equity	1.56	1.36	1.58	1.36	1.50
Asset Management					
Inventory turnover	6.38	6.93	7.17	6.88	6.73
Days sales outstanding	92	95	118	136	137
Fixed asset turnover	3.96	1.55	1.63	1.36	1.79
Total asset turnover	1.43	0.92	0.91	0.79	0.92
Profitability					
Profit margin on sales	1.5%	0.7%	-2.9%	-1.3%	0.2%
EBITDA margin	7.0%	6.0%	4.9%	8.9%	8.5%
Basic earning power	4.9%	2.3%	0.0%	1.7%	2.6%
Return on assets	2.2%	0.6%	-2.6%	-1.0%	0.2%
Return on equity	5.5%	1.5%	-6.8%	-2.4%	0.5%
Return on investments	4.7%	1.1%	-4.6%	-1.7%	0.3%
Dividend Information					
Dividend Yield	n/a	n/a	n/a	n/a	n/a
Dividend per share	n/a	n/a	n/a	n/a	n/a
Number of shares:					
	2 500 000	12 000 000	12 013 797	12 013 797	12 013 797
Price in BGN - period end:					
	n/a	n/a	2.58	1.15	1.23
Market cap in BGN - period end:					
	n/a	n/a	30 995 596	13 815 867	14 776 970

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Outperform	More than 5% higher as compared to SOFIX and BG40 performance
Neutral	Market performance, +/-5% as compared to SOFIX and BG40
Underperform	More than 5% lower as compared to SOFIX and BG40 performance

Frequency of Recommendations: No schedule of recommendations is available. The frequency of recommendations depends on specific factors to individual companies and the opinion of the analyst(s) for the necessity of minor or major changes.