

Tatts Group

(TTS.AX / TTS AU)

UPGRADE RATING

Rating (from Underperform) NEUTRAL* Price (20 Aug 15, A\$) Target price (A\$) (from 3.55) 3.401 5,565.68 Market cap. (A\$mn) Yr avg. mthly trading (A\$mn) 297 Last month's trading (A\$mn) 305 Projected return: Capital gain (%) -10.8 Dividend yield (net %) 10.4 Total return (%) -0.39 52-week price range 4.2 - 3.0

Research Analysts

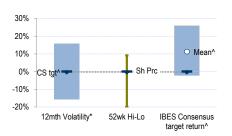
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FY15 results: FY16 supported by lotteries

- FY16-FY17 EPS downgraded 1-2% on slight FY15 earnings miss.
- Lotteries Upgraded: We project 7% EBITDA growth in FY16 with significant player stimulation. A new national lottery game, Set For Life, was launched in August. Early evidence suggests good player interest. Management emphasised the game's strong online take up. Lucky Lotteries was just expanded into VIC and QLD. TTS is trialling lottery products in 54 Woolworths convenience/fuel outlets. Higher-margin online sales grew 22% in FY15 and represent 10.4% of all sales including South Australia. Digital development continues with a new website, phone app and up-weighted CRM activities.
- Wagering downgraded: Management guided for 24% EBITDA margins and cautioned investors that business rebranding is a two-year journey. 2H15 revenue fell 3.5%, affected by weak regional QLD. Entrenched mining weakness may inhibit revenue growth in FY16. Directionally revenue should accelerate through FY16 to FY18 as Tatts's *Ubet* rebranding involves installing new betting kiosks, upgrading retail venues (50 by 31 Dec.) and digital marketing. We envision most of Tatts' growth to come stimulating its existing customer base in its home states of QLD, SA, NT and TAS which have not seen investment in many years.
- Our DCF-based target price falls to A\$3.40 (vs A\$3.55) on downgraded earnings. Our financial model incorporates a successful outcome from the A\$540mn VIC licence compensation such that we model a 25.5c special dividend in 2H 16. TTS is arguing that the High Court upholds favourable lower court judgements. Our rating moves to NEUTRAL (vs Underperform) with a lower share price and prospects of a special dividend.

Total return forecast in perspective



Performance over	1M	3M	12M
Absolute (%)	-7.1	-4.0	5.2
Relative (%)	0.3	2.6	11.4

Relative performance versus S&P ASX 200. See Reference Appendix for a description of the chart. Source: Credit Suisse estimates, * Consensus, mean range from Thomson Reuters

Financial and valuation metrics				
Year	06/15A	06/16E	06/17E	06/18E
Revenue (A\$mn)	2,919.9	3,048.7	3,120.5	2,539.1
EBITDA (A\$mn)	507.4	531.0	523.6	492.7
EBIT (A\$mn)	420.3	441.7	432.5	400.1
Net income (A\$mn)	259.6	273.4	258.1	231.8
EPS (CS adj.) (Ac)	17.94	18.62	17.48	15.62
Change from previous EPS (%)	n.a.	-1.3	-1.7	-0.1
Consensus EPS (Ac)	n.a.	19.10	20.10	19.20
EPS growth (%)	0.6	3.8	-6.1	-10.6
P/E (x)	21.2	20.5	21.8	24.4
Dividend (Ac)	16.50	43.00	18.00	15.00
Dividend yield (%)	4.3	11.3	4.7	3.9
P/B (x)	1.9	1.6	1.8	1.8
Net debt/EBITDA (x)	1.31	1.39	2.11	2.06

Source: Company data, ASX, Credit Suisse estimates, *Adj. for goodwill, notional interest and unusual items. Relative P/E against ASX/S&P200 based on pre GW in AUD. Company PE calculation is based on displayed EPS Currency.

DISCLOSURE APPENDIX AT THE BACK OF THIS REPORT CONTAINS IMPORTANT DISCLOSURES, ANALYST CERTIFICATIONS, AND THE STATUS OF NON-US ANALYSTS. US Disclosure: Credit Suisse does and seeks to do business with companies covered in its research reports. As a result, investors should be aware that the Firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making their investment decision.

^{*} Stock ratings are relative to the relevant country benchmark. ¹Target price is for 12 months.

In AUDmn, unless otherwise stated



Figure 1: Financial Summary

Tatts Group (TTS	5)	Y	ear ending 30 Jun
Share Price: A\$3.81			20-Aug-2015
Rating		NEUTRAL	1
Target Price	A\$	3.40	CREDIT CHICAG
vs Share price	%	-10.76	CREDIT SUISSE

Tatts Group is an Australia-based company. It is engaged in the operation of licensed gaming machines, conducting wagering and sports betting, conducting gaming machine monitoring and supply of jackpot and other services.

Profit & Loss	06/14A	06/15A	06/16E	06/17E	06/18E
Sales revenue	2,868.9	2,919.9	3,048.7	3,120.5	2,539.1
EBITDA	498.4	507.4	531.0	523.6	492.7
Depr. & Amort.	83.9	87.1	89.3	91.1	92.6
EBIT	414.5	420.3	441.7	432.5	400.1
Net interest	87.9	54.2	48.3	61.1	66.6
Reported PBT	326.6	366.1	393.3	371.3	333.6
Income tax	100.0	110.3	120.0	113.3	101.7
Profit after tax	226.6	255.8	273.4	258.1	231.8
Associates	0.0	0.0	0.0	0.0	0.0
Minorities	0.0	0.0	0.0	0.0	0.0
Normalised NPAT	252.8	259.6	273.4	258.1	231.8
Analyst adjustments	-26.2	-3.8	0.0	0.0	0.0
Unusual item after tax	0.0	0.0	378.3	0.0	0.0
Reported NPAT	226.6	255.8	651.7	258.1	231.8
Balance Sheet	06/14A	06/15A	06/16E	06/17E	06/18E
Cash & equivalents	583.3	259.1	252.8	257.6	245.7
Inventories	8.2	3.7	3.9	4.0	4.1
Receivables	132.5	80.6	82.3	83.2	84.3
Other current assets	187.0	212.6	220.9	227.3	177.2
Current assets	910.9	556.1	559.9	572.1	511.3
Property, plant & equip.	205.6	210.2	249.4	319.6	353.4
Intangibles	4,540.0	4,652.5	4,609.5	4,566.6	4,523.6
Other non-current assets	43.6	106.5	106.5	106.5	106.5
Non-current assets	4,789.2	4,969.3	4,965.5	4,992.7	4,983.4
Total assets	5,700.2	5,525.3	5,525.4	5,564.8	5,494.8
Payables	591.0	598.5	624.9	639.6	657.8
Interest bearing debt	1,359.3	925.2	990.0	1,360.0	1,260.0
Other liabilities	913.8	1,030.5	489.5	489.5	489.5
Total liabilities	2,864.1	2,554.3	2,104.4	2,489.1	2,407.3
Net assets	2,836.0	2,971.1	3,421.0	3,075.8	3,087.5
Ordinary equity	2,836.0	2,971.1	3,421.0	3,075.8	3,087.5
Minority interests	0.0	0.0	0.0	0.0	0.0
Preferred capital	0.0	0.0	0.0	0.0	0.0
Total shareholder funds	2,836.0	2,971.1	3,421.0	3,075.8	3,087.5
Net debt	776.0	666.2	737.2	1,102.4	1,014.3

Cashflow	06/14A	06/15A	06/16E	06/17E	06/18E
EBIT	414.5	420.3	441.7	432.5	400.1
Net interest	-84.7	-48.9	-48.3	-61.1	-66.6
Depr & Amort	83.9	87.1	89.3	91.1	92.6
Tax paid	-114.9	-84.0	-282.1	-113.3	-101.7
Working capital	87.2	69.1	12.3	5.1	4.3
Other	-107.7	-3.8	3.4	2.2	2.8
Operating cashflow	278.4	439.8	216.2	356.5	331.5
Capex	-75.4	-64.4	-85.5	-80.9	-83.3
Acquisitions & Invest	0.0	-37.5	0.0	-37.5	0.0
Asset sale proceeds	0.3	34.3	0.0	0.0	0.0
Other	-0.6	0.0	0.0	0.0	0.0
Investing cashflow	-75.7	-67.6	-85.5	-118.4	-83.3
Dividends paid	-126.6	-121.0	-249.2	-626.5	-244.6
Equity raised	0.0	2.4	47.4	23.2	24.5
Net borrowings	-300.0	-520.0	64.8	370.0	-40.0
Other	540.5	0.0	0.0	0.0	0.0
Financing cashflow	113.9	-638.6	-137.0	-233.3	-260.1
Total cashflow	316.6	-266.4	-6.3	4.9	-11.9
Adjustments	14.8	0.9	0.0	0.0	0.0
Net Change in Cash	331.5	-265.5	-6.3	4.9	-11.9

Earnings 06/14A 06/15A 06/16E 06/17E 06/18E Equiv. FPO (period avg.) mn 1,417.3 EPS (Normalised) 17.8 17.9 18.6 17.5 15.6 С **EPS Growth** % 0.6 3.8 -6.1 -10.6 Consensus EPS 20.1 С 16.1 18.1 19.1 19.2 Consensus EBITDA 499.9 549.5 575.6 543.5 mn 523.4 DPS 13.5 16.5 43.0 18.0 15.0 С Dividend Payout 75.7 92.0 230.9 103.0 96.0 % Free CFPS 14.3 25.9 8.9 18.7 16.7 Valuation P/E 21.2 20.5 21.8 24.4 21.4 EV/EBIT 15.3 14.8 15.4 16.4 Х EV/EBITDA 12.7 12.3 11.9 12.7 13.4 х Dividend Yield % 3.5 4.3 11.3 4.7 3.9 FCF Yield % 3.8 6.8 2.3 4.9 4.4 Price to Book 1.9 1.9 1.6 1.8 1.8 Returns 8.9 8.7 8.0 8.4 7.5 Return on Equity Profit Margin 8.8 8.9 9.0 8.3 9.1 Asset Turnover 0.5 0.5 0.5 0.6 0.6 Equity Multiplier 2.0 1.9 1.6 1.8 1.8 Return on Assets 4.4 4.7 4.9 4.6 4.2 8.0 6.8 Return on Invested Cap Gearing Net Debt to Equity 27.4 22.4 21.5 35.8 32.9 Net Debt to EBITDA 1.6 1.3 1.4 2.1 2.1 Int Cover (EBITDA/Net Int.) Х 5.7 9.4 11.0 8.6 7.4 Int Cover (EBIT/Net Int.) 4.7 7.8 9.1 7.1 6.0 Capex to Sales 2.6 2.2 2.8 2.6 3.3

176.7

146.0

Credit Suisse View

TP ESG Risk (%): 0
TP Risk Comment: No material E:



Capex to Depreciation

MSCI IVA (ESG) Rating A

TP Risk Comment: No material ESG risks. TTS valuation already captures social concerns related to problem gambling. TTS has established responsible gambling codes of conduct for some of its lottery games. We see some, limited downside risk for the wagering division, which is currently investigating the deductibility of race information fees on interstate content with Queensland Racing.

184.7

167.9

168.1

MSCI IVA Risk: Neutral
MSCI IVA Risk Comment: CS ESG risk assessment in line with
MSCI rating

Source: MSCI IVA Rating Segmentals					
EBITDA					
Lotteries	296.6	313.6	333.5	348.9	309.
% chg	0.7%	5.8%	6.3%	4.6%	-11.39
% sales	15.4%	15.9%	16.1%	16.2%	20.09
Wagering	160.8	153.5	152.9	159.0	167.
% chg	-7.6%	-4.5%	-0.4%	4.0%	5.6%
% sales	25.0%	24.3%	23.8%	23.9%	24.5%
Maxgaming	63.1	64.6	65.9	36.1	36.
% chg	0.1%	2.4%	1.9%	-45.2%	0.9%
% sales	55.2%	55.3%	55.7%	50.0%	49.9%
UK Gaming	13.6	16.4	19.1	19.8	20.
% chq	76.7%	20.3%	16.6%	3.6%	3.09
% sales	13.1%	14.1%	14.5%	14.5%	14.59
Bytecraft	-0.4	2.8	3.9	5.0	5.
% chg	-63.9%	-854.5%	38.4%	28.5%	2.0%
% sales	-0.3%	2.7%	3.6%	4.6%	4.6%
Corporate	-35.3	-43.5	-44.3	-45.2	-46.
Total	498.4	507.4	531.0	523.6	492.
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Source: Company data, Credit Suisse estimates



Lotteries - FY16 to be stimulated by new games

Early signs from Tatts' new game Set for Life are encouraging and should assist Tatts in achieving above CPI lottery revenue growth in FY16. The game was launched on 3 August, and has provided incremental revenue growth, particularly in the online channel, which has quickly grown to over 20% of game sales. Tatts has also seen success in the launch of Lucky Lotteries, a game that Tatts has taken from NSW and the ACT and introduced nationally.

Set for Life features a nightly draw with the chance to win \$20,000 per month for 20 years. Tatts has said that it is delivering on its target to achieve growth in a younger, 25-40 age group.

Virtually the same game was introduced into the Illinois Lottery in the US three years ago. Perhaps a sign of its success is that the game is still running today. The Illinois Lottery saw 8.5% growth in FY13 instant lottery sales, although it remains unclear how much this game contributed to the growth.

The last new national game, *Powerball*, took about a year to gain traction before it contributed to growth. The game was introduced in May 1996; however, FY97 Australian lottery sales fell 3%. FY98 and FY99 had two good years of growth in excess of 5%.

1H16 has started with a better run of jackpots, and larger average jackpot size than 2H 15. 1H16 has eight jackpots year to date, including a \$60mn jackpot in the past week.

2H15 Lotteries revenue growth of 4.4% was in line with expectations. About 100bp of growth was also related to the re-introduction of Victorian Scratchies, which Tatts has deemed a success.

Figure 2: Tatts jackpots over \$15mn excluding planned super-draws

	1H13	2H13	FY13	1H14	2H14	FY14	1H15	2H15	FY15
Powerball Jackpot weeks at and above \$15mn	14	8	22	10	6	15	11	7	18
Oz Lotto Jackpot weeks at and above \$15mn	7	10	17	12	8	20	7	9	16
Total jackpots	21	18	39	22	14	35	18	16	34
Average Jackpot Value	\$31.7mn	\$25.8mn	\$29.0mn	\$28.6mn	\$21.1mn	\$25.7mn	\$26.9mn	\$23.4mn	\$25.3mn

Source: Company data, Credit Suisse estimates

Margins expansion continued in 2H15 as Tatts grew digital lottery sales 21% and also kept opex in-check with lower telecommunication and IT costs. We expect internet penetration to reach 14% (from 11.2% currently) by FY17, providing about 50bp of margin expansion.

Despite this trend, Tatts will need to grow the dollar value of commissions over time, in our view. Tatts' agency network is responsible for nearly 90% of sales and therefore an integral part of its distribution. It would not be in Tatts' interest to see falling commissions contribute to agency closures.

Wagering - UBET'cha

New investment may add 300bp of wagering revenue growth in each of FY17 and FY18. Growth in FY16 may be constrained by a soft retail environment in regional Queensland, continued competition, and only a minor benefit from retail refurbishment due to part-year contribution.

Pilot site retail refurbishment: early signs positive. During the half, Tatts launched a new concept retail store at three sites, which each delivered double-digit turnover growth. Tatts will target 50 store refurbishments by the end of CY15, which the refurbishment process accelerating in CY16 and 2017.



There are a few easy wins from Tatts' investment initiatives which we outline below. Tatts is addressing some fundamental gaps in product—for example, cash self-service terminals and in-play, which have been in Tabcorp venues for several years. Tatts has also never implemented a large scale marketing campaign for its wagering division.

Tatts wagering initiatives

- 1. The launch of a new brand UBET, across retail and digital
- 2. New mobile apps and website launched since the end of April 2015.
- 3. Retail refurbishment mentioned above
- 4. "Next-generation" sports betting platform that enhances the number of sports markets on offer. This platform is the same one implemented by Tabcorp last year. UBET now has 130,000 live sports markets available, up from 5,000 a year ago.
- 5. Additional self-service terminals in retail that can accept cash. Tatts is targeting 1,500 units over three years.
- Trial of in-venue live betting.

Tatts has also beefed up its wagering team adding 30 bookmakers, 10 marketing staff and nine in the area of customer relationship management.

Tatts is, however, missing out on accelerated market growth: 2H15 Wagering revenue was below expectations and fell 3.5%, in a market that grew by an estimated 10%. Growth in mobile, impulsive punter habits and innovative marketing stimulate wagering demand. Lack of wagering revenue growth suggests that the company is not currently participating in this trend with a lack of competitive product and brand reach. Even with some investment, it will take time for punters to sign-up with UBET and gain familiarity with the brand.

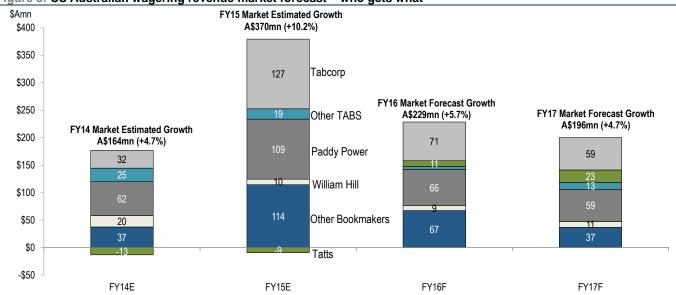


Figure 3: CS Australian wagering revenue market forecast - who gets what

Source: Company data, Credit Suisse estimates

We assume flat wagering margins of 24% in FY16/FY17 with further investment required to support growth in a competitive wagering market. Opex grew an estimated A\$15mn in FY15 vs FY14, and we expect a further A\$11mn in cost growth over the next two years.



A note on FY17 EPS decline

We model an EPS decline in FY17 because we assume Tatts loses the NSW gaming machine monitoring contract – worth over A\$20mn in EBITDA. And, we assume Tatts flushes out the VIC pokies licence compensation by way of a special dividend at the end of FY16, thereby, increasing debt levels and interest costs in FY17.

Balance sheet

Capital management options are likely assuming no adverse outcome regarding the VIC pokies licence compensation case. The Victorian government has sought special leave to appeal to the High Court; however, we assume Tatts is successful in its defence. Tatts won A\$540mn compensation from the Victorian government last year

We currently assume Tatts will pay a special dividend of about 27cps in FY16. Tatts' current leverage ratio is below 1.5x net debt to EBITDA after incorporating the value of compensation.

However, the capital management decision may coincide with the desire to extend the Victoria lottery licence. The original ten-year licence was too short and Tatts may seek a 40-year extension, commensurate with other jurisdictions. Tatts may also seek to negotiate a reduction in the lottery tax in that State – the highest in the country. This will, of course, come with a price tag. Tatts may use the proceeds of the Victoria poker machine licence refund – something that Victoria might be loath to pay – in exchange for a licence extension.

Net interest is expected to fall through FY16 and FY17 from lower average net debt and lower funding costs. Tatts is currently working on refinancing an A\$350mn debt trance, and expects to improve its funding terms.

Valuation—Lotteries implied multiple is 14.7x

Tatts' current share price implies **14.7x CS FY17E EBITDA** for the lottery division – a multiple that we see as unjustifiably high. CPI style growth and dividend yield may have attracted income seekers; however Tatts lottery division is trading at or above infrastructure assets with arguably superior cash flow stability and less volatility. Even assuming a high multiple for Tatts' wagering business, for an unlikely break-up or sale, cannot yield a lottery multiple below 14x.

Figure 4: Tatts's current share price implies a lofty multiple of 14.7x CS FY17E EBITDA

for the lottery business FY17 **EBITDA Business** Value Per Comment segment **EBITDA** Multiple A\$mn Share Lotteries 348.9 14.7x 5,139.9 \$3.49 Implied Multiple for Lotteries based on current share price Wagering Tabcorp trading on 8.3x FY17 EBITDA. Value Tatts' 159.0 8.0x 1,271.7 \$0.86 wagering business at a discount Max Gaming We assume Max Gaming loses the NSW monitoring 36.1 6.0x 216.6 \$0.15 licence. **Talarius** 19.8 8.0x 158.4 \$0.11 Value similar to UK Retail Wagering Comps ~8x EBITDA **Bvtecraft** 2.7 6.0x 16.4 \$0.01 Corporate 7.0x -\$0.21 (45.2)(316.1)Total 521.4 12.4x 6,486.9 \$4.40 less FY16 Net Debt (Including (737.2)-\$0.50 Vic Licence Refund) PV of Vic Licence Tax (141.1)-\$0.10

\$3.81

5,608.6

Source: Company data, Credit Suisse estimates

Equity Value

Payment



Reference Appendix

Our new "Total return forecast in perspective" chart helps visualize Credit Suisse and consensus views of a company's 12-month return within the context of forecasting risks and its historical trading pattern:

12mth Volatility is calculated as the annualised standard deviation of weekly total return series over the past 12 months. It illustrates variability of stock returns; in other words, risk. The way to think about it is that one would rather take 10% forecast return from a stock that has 20% volatility, than from the stock that has 40% volatility. The shaded area shows the one standard deviation range based on past 12 months volatility. In statistical terms, once you make a number of brave assumptions, there is a 68% probability that the share price will end up inside that range in 12 months' time.

52wk Hi-Lo is maximum and minimum daily closing price over the past 52 weeks. It is often handy to know the price momentum especially when the stock is trading close to its highs and lows: Is the stock trading close to its peak? Is the momentum against the stock?

*Consensus is IBES consensus supplied by Thomson Reuters. IBES is a survey of sell side research analysts, collecting a few dozen data points such as EPS, DPS, Sales, Target Price, ROE and so on. *Mean is the average of target returns, while the shaded area around the mean represents the range of estimates from the lowest to the highest estimate. This aids visualisation of a number of important factors such as: the range of analyst estimates; where Credit Suisse's estimates on this stock sit relative to consensus; and where the share price is relative to consensus mean and consensus range target.

Target return is calculated as capital gain plus forecast dividend yield (net) over the next 12 months. For "CS tgt" we have used Credit Suisse's target price and Credit Suisse forecast for 12-month forward dividend, grossed up for franking. For the consensus mean and range, we have used consensus target price and consensus dividend forecasts for 12 month forward.



Companies Mentioned (Price as of 20-Aug-2015)

Tabcorp Holdings (TAH.AX, A\$4.79)
Tatts Group (TTS.AX, A\$3.81, NEUTRAL, TP A\$3.4)
William Hill (WMH.L, 378.7p)

Woolworths (WOW.AX, A\$26.57)

Disclosure Appendix

Important Global Disclosures

I, Larry Gandler, certify that (1) the views expressed in this report accurately reflect my personal views about all of the subject companies and securities and (2) no part of my compensation was, is or will be directly or indirectly related to the specific recommendations or views expressed in this report.

3-Year Price and Rating History for Tabcorp Holdings (TAH.AX)

TAH.AX	Closing Price	Target Price	
Date	(A\$)	(A\$)	Rating
12-Nov-12	2.54	3.08	N
30-Nov-12	2.61	3.08	0
07-Feb-13	2.95	3.31	
17-Apr-13	3.10	3.31	N
06-Feb-14	3.12	3.40	
07-Aug-14	3.32	3.73	0
29-Oct-14	3.73	4.20	
05-Feb-15	4.39	4.60	N
23-Apr-15	4.73	5.20	0
22-May-15	4.66	5.35	
13-Aug-15	4.64	5.70	



3-Year Price and Rating History for Tatts Group (TTS.AX)

TTS.AX	Closing Price	Target Price	
Date	(A\$)	(A\$)	Rating
23-Aug-12	2.79	2.60	U
29-Nov-12	2.92	2.65	
17-Jan-13	3.19	3.35	N
22-Aug-13	3.21	3.30	
30-Sep-13	3.10	3.16	
20-Feb-14	2.96	3.15	
27-Jun-14	3.21	3.45	
21-Aug-14	3.41	3.30	U
18-Feb-15	3.87	3.40	
13-Mar-15	3.99	3.55	



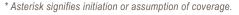


^{*} Asterisk signifies initiation or assumption of coverage.



3-Year Price and Rating History for William Hill (WMH.L)

WMH.L	Closing Price	Target Price	
Date	(p)	(p)	Rating
23-Sep-12	289.39		R
10-Jun-13	439.00		NR
30-Oct-13	401.20	465.00	0 *
24-Jan-14	336.90	445.00	
19-Mar-14	351.50	400.00	
20-Mar-14	346.60	395.00	
18-Sep-14	355.50	370.00	
29-Oct-14	356.40	390.00	
15-Jan-15	367.10	455.00	
14-Jul-15	392.20	420.00	N





3-Year Price and Rating History for Woolworths (WOW.AX)





^{*} Asterisk signifies initiation or assumption of coverage.

The analyst(s) responsible for preparing this research report received Compensation that is based upon various factors including Credit Suisse's total revenues, a portion of which are generated by Credit Suisse's investment banking activities

As of December 10, 2012 Analysts' stock rating are defined as follows:

Outperform (O): The stock's total return is expected to outperform the relevant benchmark*over the next 12 months.

Neutral (N): The stock's total return is expected to be in line with the relevant benchmark* over the next 12 months.

Underperform (U): The stock's total return is expected to underperform the relevant benchmark* over the next 12 months.

*Relevant benchmark by region: As of 10th December 2012, Japanese ratings are based on a stock's total return relative to the analyst's coverage universe which consists of all companies covered by the analyst within the relevant sector, with Outperforms representing the most attractive, Neutrals the less attractive, and Underperforms the least attractive investment opportunities. As of 2nd October 2012, U.S. and Canadian as well as European ratings are based on a stock's total return relative to the analyst's coverage universe which consists of all companies covered by the analyst within the relevant sector, with Outperforms representing the most attractive, Neutrals the less attractive, and Underperforms the least attractive investment opportunities. For Latin American and non-Japan Asia stocks, ratings are based on a stock's total return relative to the average total return of the relevant country or regional benchmark; prior to 2nd October 2012 U.S. and Canadian ratings were based on (1) a stock's absolute total return potential to its current share price and (2) the relative attractiveness of a stock's total return potential within an analyst's coverage universe. For Australian and New Zealand stocks, the expected total return (ETR) calculation includes 12-month rolling dividend yield. An Outperform rating is assigned where an ETR is greater than or equal to 7.5%; Underperform where an ETR less than or equal to 5%. A Neutral may be assigned where the ETR is between -5% and 15%. The overlapping rating range allows analysts to assign a rating that puts ETR in the context of associated risks. Prior to 18 May 2015, ETR ranges for Outperform and Underperform ratings did not overlap with Neutral thresholds between 15% and 7.5%, which was in operation from 7 July 2011.

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Price Target: (12 months) for Tatts Group (TTS.AX)

Method: Our Tatts Group (TTS.AX) target price of A\$3.40 approximates our discounted cashflow (DCF) of \$3.54 less next 12 months dividend of 17c. We assume a competitive advantage period of 20 years. Over this time frame, the company's growth rate is assumed to steadily diminish from 2% to zero and it's return on new capital from 9.5% to weighted average cost of capital of 7.2%.

Risk: The key risks to our A\$3.40 target price for Tatts Group include increased government regulation (including factors such as wagering limits, gaming machines per venue, etc.) and market share losses in wagering.

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