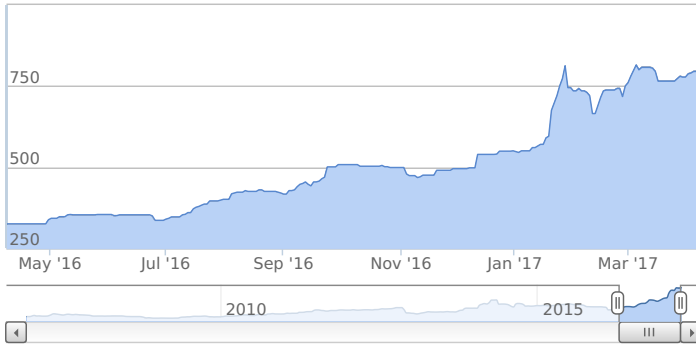


# System1

**SYS1** 800p ▲ 5.0 0.6%  
 © Stockopedia 8th April, 2017

Market Cap £98.1m Quality 99  
 Enterprise Value £90.4m Value 25  
 Revenue £31.2m Momentum 91  
 Position in Universe 931st / 1769 **StockRank™** 87

Zoom 1m 3m 6m YTD **1y** 2y 3y 5y All



Momentum	
Relative Strength (%)	
1m	-1.3% <span style="color: orange;">●</span>
3m	+43.0% <span style="color: green;">●</span>
1yr	+111.5% <span style="color: green;">●</span>
Volume Change (%)	
10d v 3m	-78.8% <span style="color: red;">●</span>
Price vs... (%)	
52w High	-3.6% <span style="color: green;">●</span>
50d MA	+5.26% <span style="color: green;">●</span>
200d MA	+45.9% <span style="color: green;">●</span>

Growth & Value		vs. industry	vs. market
12m Forecast Rolling			
PE Ratio (f)	19.9	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
PEG Ratio (f)	1.06	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
EPS Growth (f)	23.0 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
Dividend Yield (f)	0.70 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
Valuation (ttm)			
Price to Book Value	10.6	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
Price to Tang. Book	10.9	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
Price to Free Cashflow	15.5	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
Price to Sales	3.14	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
EV to EBITDA	13.5	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>

Margin of Safety (beta)	
Broker Target	+3%
Relative to Sector	-42%
Graham Formula	-3%
Stability Value (EPV)	-48%

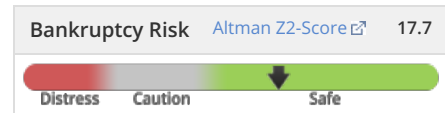
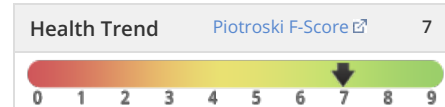
**Screens Passed 2**

SYS1 qualifies for **Dividend Achievers Screen (in Income Investing)**.

[View Screen](#) · [View Checklist](#)

Quality		vs. industry	vs. market
Return on Capital	63.9 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
Return on Equity	42.9 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
Operating Margin	19.9 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>

Financial Summary										Balance Sheet · Income Statement · Cashflow		
Year End 31st Dec		2011	2012	2013	2014	2015	2016	2017E	2018E	CAGR / Avg		
Revenue	£m	20.7	20.8	24.5	24.6	25.2	31.2	31.5	33.8	+8.6%		
Operating Profit	£m	2.76	1.51	3.55	4.30	4.55	6.23			+17.7%		
Net Profit	£m	1.85	1.04	2.44	2.90	3.03	3.97	4.59	5.02	+16.5%		
EPS Reported	p	14.1	7.92	18.7	21.3	22.8	30.3			+16.5%		
EPS Normalised	p	14.1	7.92	18.7	21.3	22.8	30.3	39.3	42.8	+16.5%		
EPS Growth	%	+24.6	-43.8	+136.1	+14.0	+6.7	+33.1	+29.7	+9.04			
PE Ratio	x						26.4	20.4	18.7			
PEG	x						0.89	2.25	3.86			
Profitability												
Operating Margin	%	13.3	7.3	14.5	17.5	18.1	19.9			+15.1%		
ROA	%		8.9	18.0	19.6	21.3	24.1					
ROCE	%	38.6	20.1	41.8	53.3	46.8	63.9			+44.1%		
ROE	%		14.5	31.5	36.6	35.8	42.9			+32.3%		
Cashflow												
Op. Cashflow ps	p	13.7	8.37	34.7	25.2	22.6	49.7			+29.5%		
Capex ps	p	2.66	1.76	1.07	2.01	2.42	1.34			-12.8%		
Free Cashflow ps	p	11.0	6.61	33.6	23.2	20.2	48.3			+34.4%		
Dividends <span style="float: right;">Last ex-div: 29th Sep, paid: 20th Oct <a href="#">more...</a></span>												
Dividend ps	p	3.00	3.10	3.90	4.30	4.50	4.60	5.45	5.99	+8.9%		
Dividend Growth	%	+25.0	+3.33	+25.8	+10.3	+4.65	+2.22	+18.5	+9.91			
Dividend Yield	%						0.58	0.68	0.75			
Dividend Cover	x	4.69	2.55	4.79	4.96	5.06	6.58	7.20	7.15			
Balance Sheet												
Cash etc	£m	3.68	3.76	6.19	5.35	6.37	7.75			+16.1%		
Working Capital	£m	4.98	5.70	6.72	6.30	8.30	8.46			+11.2%		
Net Fixed Assets	£m	0.71	0.55	0.78	0.98	0.89	1.04			+7.9%		
Net Debt	£m	-3.68	-3.76	-6.19	-5.35	-6.37	-7.75					
Book Value	£m	6.99	7.34	8.11	7.71	9.24	9.26			+5.8%		
Average Shares	m	13.1	13.1	13.0	13.6	13.3	13.1			-0.05%		
Book Value ps	p	56.0	58.4	64.5	61.0	72.7	75.8			+6.2%		

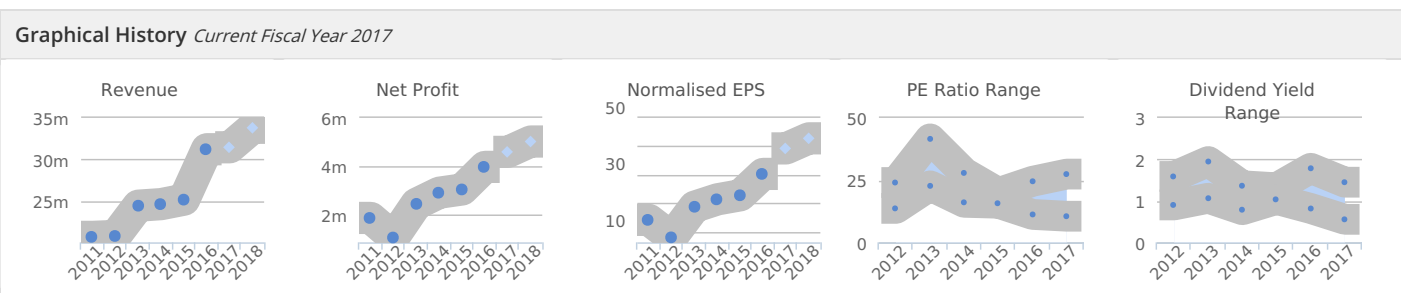


**Earnings Manipulation Risk** Low

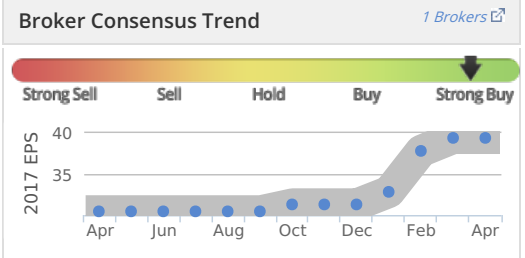


Other Ratios		total	-intang	+pension
Leverage (ttm)				
Gross Gearing	%			
Net Gearing	%	-83.7	-86.1	-83.7
Cash / Assets	%	41.9		41.9
Liquidity (ttm)		Efficiency (ttm)		
Curr. Ratio	1.97	<span style="color: yellow;">●</span> <a href="#">Asset Turnover</a>	1.87	
Quick Ratio	1.95	<span style="color: green;">●</span> <a href="#">Rec's Turnover</a>	4.04	
Interest Cov.	214.8	<span style="color: green;">●</span> <a href="#">Stock Turnover</a>	49.3	

Recent History		vs. industry	vs. market
Latest interim period (ended 31st Dec '16) vs. prior year			
Sales Growth	34.0 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
EPS Growth	30.6 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
3yr Compound Annual Growth Rate			
Sales Growth	8.50 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
EPS Growth	17.4 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>
DPS Growth	5.66 %	<div style="width: 100%;"></div>	<div style="width: 100%;"></div>



Broker Forecasts	31st Dec 2017			31st Dec 2018		
Price Target: 8.20 (+2.51% above Price)	Net Profit	EPS	DPS	Net Profit	EPS	DPS
Est. Long Term Growth Rate: n/a	(£)	(p)	(p)	(£)	(p)	(p)
<b>Consensus Estimate</b>	<b>4.59m</b>	<b>39.3</b>	<b>5.45</b>	<b>5.02m</b>	<b>42.8</b>	<b>5.99</b>
<b>1m Change</b>	-	-	-	-	-	-
<b>3m Change</b>	<b>+230k</b>	<b>+6.39</b>	-	<b>+210k</b>	<b>+6.76</b>	-



## Profile Summary



System1 Group PLC, formerly Brainjuicer Group PLC, is a United Kingdom-based company, which is focused on marketing and brand consultancy, with proprietary market research and advertising solutions grounded in the principles of behavioural science. The Company's services include System1 Agency and System1 Research. System1 Agency is advertising agency, that creates advertising proven to translate emotion into profitable brand growth. System1 Research produces the FeelMore50, an annual ranking of the world's 50 TV and digital ads. The Company offers its client create 5-Star, fame-building communications. The Company operates in the United Kingdom, the United States, Continental Europe, Brazil, China and Singapore.

**Directors:** [John Kearon](#) (CEO), [James Geddes](#) (CFO), [Alex Batchelor](#) (COO), [Alex Hunt](#) (EDR), [Ken Ford](#) (NEC), [Graham Blashill](#) (NID) 68, [Robert Brand](#) (NID) 59,

**No. of Employees:** 158

**No. of Shareholders:** n/a

<b>Last Annual</b>	December 31st, 2016
<b>Last Interim</b>	December 31st, 2016
<b>Incorporated</b>	September 19, 2006
<b>Public Since</b>	December 5, 2006
<b>Shares in Issue</b>	12,264,784
<b>Free Float</b>	8.35m (68.1%)

<b>Sector</b>	Consumer Cyclical
<b>Industry</b>	Media & Publishing
<b>Index</b>	FTSE Aim All Share
<b>Exchange</b>	London Stock Exchange (AIM)
<b>Eligible for</b>	an ISA? <input checked="" type="checkbox"/> a SIPP? <input checked="" type="checkbox"/>



**Address** Russell Square House, 10-12 Russell Square, LONDON, WC1B 5EH, United Kingdom

**Web** <http://www.brainjuicer.com/>

**Phone** +44 20 70431000

**Contact** ()

**Auditors** Grant Thornton UK LLP

## SYS1 Quote

**SYS1 Share Price** Day's Change

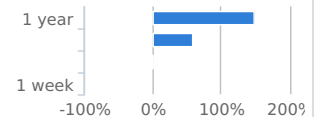
GBP

**800p** ▲ 5.0 0.6%

Traded 4:22pm · Minimum 15 min delayed · NMS: 0.500k

<b>Volume</b>	3,510	<b>Bid - Ask</b>	780.0 - 820.0	<b>Low - High</b>	0.0 - 0.0	<b>Spread</b>	500bps
<b>Avg Vol (3m)</b>	11,677	<b>Open - Close</b>	795.0 - 800.0	<b>12m Range</b>	0.0 - 0.0	<b>Beta</b>	0.16

## SYS1 Share Price Performance



## Latest SYS1 News Announcements (delayed)

[More »](#)

24th Mar	<a href="#">Change of Name</a>
22nd Mar	<a href="#">Grant of Options</a>
22nd Mar	<a href="#">Result of General Meeting</a>
1st Mar	<a href="#">Total Voting Rights</a>
28th Feb	<a href="#">Director/PDMR Shareholding</a>

## Upcoming SYS1 Events

**Friday 5th May, 2017 (Estimate)**  
Brainjuicer Group PLC Annual Shareholders Meeting

Recent ↓

## Industry Peer Group

	<b>Crossrider</b> <a href="#">Compare vs SYS1</a>
	<b>Matomy Media</b> <a href="#">Compare vs SYS1</a>
	<b>Cello</b> <a href="#">Compare vs SYS1</a>
	<b>Huntsworth</b> <a href="#">Compare vs SYS1</a>
	<b>Taptica Internatio...</b> <a href="#">Compare vs SYS1</a>
	<b>Trader Media East</b> <a href="#">Compare vs SYS1</a>
	<b>XLMedia</b> <a href="#">Compare vs SYS1</a>
	<b>M&amp;C Saatchi</b> <a href="#">Compare vs SYS1</a>

[Consumer Cyclical](#)

[Media & Publishing](#)

