

## Omnicom Group Inc. (OMC)

**\$49.06** (As of 05/13/20)

Price Target (6-12 Months): **\$52.00**

Long Term: 6-12 Months

**Zacks Recommendation:**

**Neutral**

(Since: 04/17/19)

Prior Recommendation: Underperform

Short Term: 1-3 Months

**Zacks Rank:** (1-5)

**4-Sell**

Zacks Style Scores:

VGM:D

Value: C

Growth: F

Momentum: A

### Summary

Consistency and diversity of operations and increased focus on delivering consumer-centric strategic business solutions ensure persistent profitability for Omnicom. The company's bottom line is currently benefiting from ongoing operating efficiency initiatives in real estate, back office services, procurement and IT areas. Change in business mix resulting from disposition of some non-core or underperforming agencies over the past year, is also aiding the bottom line. Omnicom has a consistent record of dividend payment and share repurchases. However, global presence exposes it to foreign exchange rate risks. Dependence on information technology systems makes it vulnerable to cybersecurity threats. The company's CRM Execution and Support segment remains weak thereby impacting the share price that has declined over the past year .

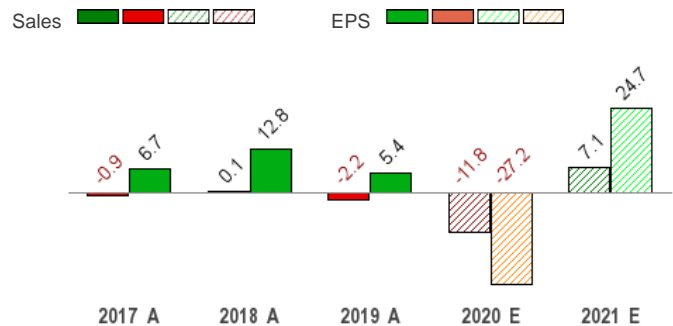
### Price, Consensus & Surprise



### Data Overview

52 Week High-Low	\$85.05 - \$46.37
20 Day Average Volume (sh)	2,622,172
Market Cap	\$10.5 B
YTD Price Change	-39.5%
Beta	0.76
Dividend / Div Yld	\$2.60 / 5.3%
Industry	<a href="#">Advertising and Marketing</a>
Zacks Industry Rank	Bottom 43% (145 out of 253)

### Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	7.2%
Last Sales Surprise	0.6%
EPS F1 Est- 4 week change	-20.3%
Expected Report Date	07/15/2020
Earnings ESP	0.0%
P/E TTM	8.1
P/E F1	11.1
PEG F1	2.4
P/S TTM	0.7

### Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021					14,118 E
2020	3,407 A	2,959 E	3,147 E	3,907 E	13,185 E
2019	3,469 A	3,720 A	3,624 A	4,141 A	14,954 A

### EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021					\$5.50 E
2020	\$1.19 A	\$0.80 E	\$0.80 E	\$1.49 E	\$4.41 E
2019	\$1.17 A	\$1.68 A	\$1.32 A	\$1.89 A	\$6.06 A

\*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 05/13/2020. The reports text is as of 05/14/2020.

## Overview

New York based Omnicom is one of the largest advertising, marketing and corporate communications companies in the world. The company's agencies operate in all the major markets across the globe and provide an extensive range of services. Areas of operation include North America, Latin America, Europe, the Middle East, Australia, China, India, Japan, Korea, Africa, New Zealand, Singapore, and other Asian countries.

The company operates in a fiercely competitive industry and competes with global, national and regional advertising and marketing services companies. It also competes with technology, social media and professional services companies.

In 2017, Omnicom realigned its CRM (Customer Relationship Management) discipline into two separate categories, namely CRM Consumer Experience and CRM Execution & Support. Omnicom also realigned and renamed the Specialty Communications discipline as Healthcare. The operating segments of the company at present are:

**Traditional Media Advertising** (56% of total revenues in 2019): The segment includes three of the top ten global advertising brands - BBDO Worldwide, DDB Worldwide, and TBWA Worldwide.

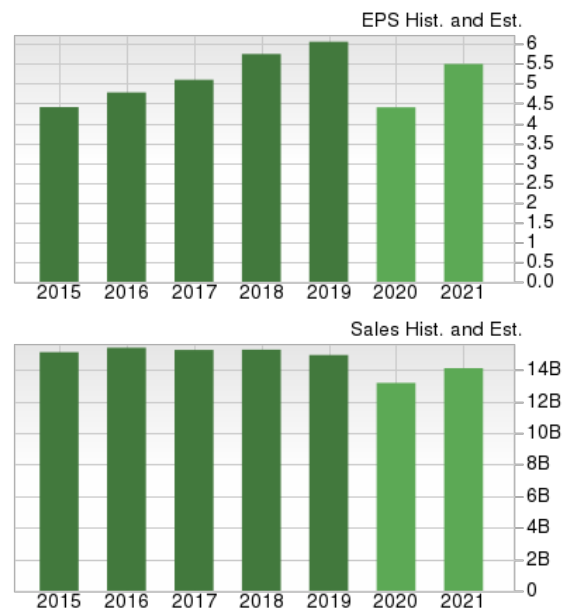
**CRM Consumer Experience** (18%): The segment includes Omnicom Precision Marketing Group's Digital / Direct agencies as well as Consulting & Branding agencies, Shopper Marketing agencies and Experiential Marketing agencies.

**CRM Execution & Support** (9%): The segment includes Field Marketing, Sales Support, Merchandising & Point of Sale and other Specialized Marketing and Custom Communications agencies.

**Public Relations** (9%): This group provides services through three of the top seven public relations firms in the world, Fleishman-Hillard, Ketchum Pleon, and Porter Novelli International, as well as specialist agencies including Brodeur Partners, Clark & Weinstock, Kreab Gavin Anderson, and Cone.

**Healthcare** (8%): The segment exclusively includes agencies offering Healthcare Marketing and Communication services.

Omnicom has its clients spread across the world. The company's 100 largest clients included the world's major marketers and comprised roughly 51% of its revenue in 2018. Each of these clients were served, on average, by more than 60 agencies.



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## Reasons To Buy:

▲ Omnicom's continues to focus on its **internal development initiatives**. To increase operational efficiency, the company has been making investments in real estate, back office services, procurement and IT. It is also investing in data, analytics and precision marketing. Driven by such positives, we expect Omnicom to witness higher revenues on the back of organic growth. Notably, in 2019, organic growth resulted in a 2.8% increase in total revenues.

Internal development initiatives ensure long-term profitability for this shareholder-friendly company.

▲ Omnicom's **bottom line is in good shape** as the company has been divesting underperforming and non-core businesses and reorganizing to meet clients' ever-changing needs. We believe that consistency and diversity of Omnicom's operations and increased focus on delivering consumer-centric strategic business solutions, ensures long-term profitability for Omnicom.

▲ Omnicom has a consistent record of **returning value to shareholders** in the form of dividend and share repurchases. In 2019, Omnicom paid \$571.2 million in dividend and repurchased shares worth \$610.2 million. Previously, Omnicom paid dividends of \$544.5 million and \$523.4 million to its shareholders, respectively in 2018 and 2017. The company repurchased shares amounting to \$581.3 million and \$568.4 million, in 2018 and 2017 respectively. Such moves not only instill investors' confidence but also positively impact earnings per share.

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## Reasons To Sell:

- ▼ Omnicom's debt-to-capital ratio of 0.68 at the end of first-quarter 2020 was higher than the previous quarter's 0.66. The increasing debt to capitalization ratio indicates that **the proportion of debt to finance the company's assets is on the rise**. Higher debt as a percentage of total capital indicates that a company has a higher risk of insolvency. Further, cash and cash equivalent balance of \$2.7 billion at the end of the first quarter was well below the long-term debt level of \$6.3 billion, underscoring that the company doesn't have enough cash to meet this debt burden. The cash level, however, can meet the short-term debt of \$11 million.
- ▼ Omnicom is a global enterprise and its international operations contribute around 46% to revenues. It operates in all major international markets including the Eurozone, the United Kingdom, Australia, Brazil, Canadas, China and Japan, with business transactions occurring in more than 50 different currencies other than the U.S. dollar. The company's vast international presence exposes it to risks associated with **foreign exchange rate fluctuations**. In 2019, there was negative foreign exchange rate impact of 2.1% on revenues.
- ▼ The company's **CRM Execution and Support segment remains weak**. The segment's revenues decreased 28% in 2019. This might have negatively impacted the company's share price, that has declined 37.7% over the past year.

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## Last Earnings Report

### Omnicom Surpasses Q1 Earnings Estimates

Omnicom Group reported solid first-quarter 2020 results, wherein the company's earnings and revenues surpassed the respective Zacks Consensus Estimate.

Adjusted earnings of \$1.19 per share beat the consensus mark by 7.21% and increased 1.7% on a year-over-year basis.

Total revenues of \$3.4 billion beat the consensus estimate by 0.6% but decreased 1.8% year over year on a reported basis. This year-over-year decrease came in due to a negative foreign-exchange rate impact of 1.4% and a decline in acquisition revenues, net of disposition revenues of 0.7%, partially offset by organic revenue growth of 0.3%.

### Other Quarterly Details

Across fundamental disciplines, advertising edged down 0.1%, CRM Consumer Experience was down 1.3%, CRM Execution & Support declined 0.9%, Public Relations inched up 0.2% and Healthcare increased 9.6%, organically, year over year.

Across regional markets, year-over-year organic growth was 1.7% in the United States, 3.7% in the United Kingdom, 2% in the Asia Pacific and 0.6% in the Other North America. The Euro Markets & Other Europe, Latin America and Middle East and Africa were down 2.3%, 5% and 28.4%, respectively.

Operating profit in the first quarter came in at \$420.2 million, down 2% year over year. Operating margin decreased to 12.3% from the year-ago quarter's 12.4%.

**Quarter Ending** **03/2020**

Report Date	Apr 28, 2020
Sales Surprise	0.62%
EPS Surprise	7.21%
Quarterly EPS	1.19
Annual EPS (TTM)	6.08

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## Recent News

On **Apr 6, 2020**, Omnicom Chairman and CEO John Wren announced resignation of Wendy Clark, President and CEO, DDB Worldwide.

On **Mar 03, 2020**, FleishmanHillard, part of Omnicom Public Relations Group announced that the National Association for Female Executives (NAFE) has named it as one of the 2020 NAFE Top Companies for Executive Women.

On **Feb 11, 2020**, Omnicom announced quarterly dividend of 65 cents per share payable on Apr 8 to shareholders of record at the close of business on Mar 10.

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## Valuation

Omnicom shares are down 36% in the year-to-date period and 37.7% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Business Services sector are down 43.3% and 12.2% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and sector are down 46.5% and 5.5%, respectively.

The S&P 500 index is down 11% in the year-to-date period and up 1% in the past year.

The stock is currently trading at 10.21X price to forward 12 months' earnings, which compares to 11.99X for the Zacks sub-industry, 26.95X for the Zacks sector and 20.75X for the S&P 500 index.

Over the past five years, the stock has traded as high as 17.99X and as low as 7.56, with a 5-year median of 13.8X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$52.00 price target reflects 10.82X price to forward 12 months' earnings.

The table below shows summary valuation data for OMC

Valuation Multiples - OMC					
		Stock	Sub-Industry	Sector	S&P 500
P/E F 12M	Current	10.21	11.99	26.95	20.75
	5-Year High	17.99	17.58	26.95	20.79
	5-Year Low	7.56	9.11	18.68	15.19
	5-Year Median	13.8	12.79	20.69	17.45
P/S F 12M	Current	0.78	0.62	3.6	3.24
	5-Year High	1.31	1.44	3.94	3.44
	5-Year Low	0.68	0.62	3.05	2.54
	5-Year Median	1.13	1.11	3.57	3.02
P/B TTM	Current	3.6	1.93	3.96	3.77
	5-Year High	7.75	17.98	6.69	4.55
	5-Year Low	3.11	1.79	3.18	2.84
	5-Year Median	5.84	4	5.18	3.65

As of 05/13/2020

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## Industry Analysis Zacks Industry Rank: Bottom 43% (145 out of 253)



## Top Peers

Company (Ticker)	Rec	Rank
Clear Channel Outdoor Holdings Inc (CCO)	Neutral	3
Cognizant Technology Solutions Corporation (CTSH)	Neutral	3
DISH Network Corporation (DISH)	Neutral	3
FLUENT INC (FLNT)	Neutral	3
Interpublic Group of Companies Inc The (IPG)	Neutral	4
Nielsen Holdings Plc (NLSN)	Neutral	4
Publicis Groupe SA (PUBGY)	Neutral	3
WPP PLC (WPP)	Underperform	4

Industry Comparison Industry: Advertising And Marketing				Industry Peers		
	OMC	X Industry	S&P 500	IPG	PUBGY	WPP
Zacks Recommendation (Long Term)	Neutral	-	-	Neutral	Neutral	Underperform
Zacks Rank (Short Term)	4	-	-	4	3	4
VGM Score	D	-	-	D	A	A
Market Cap	10.51 B	43.12 M	18.76 B	5.89 B	5.76 B	8.18 B
# of Analysts	4	1.5	14	3	1	2
Dividend Yield	5.30%	0.00%	2.23%	6.74%	7.30%	8.33%
Value Score	C	-	-	C	A	A
Cash/Price	0.23	0.41	0.06	0.23	0.59	0.41
EV/EBITDA	5.89	4.54	11.39	6.32	3.59	4.54
PEG Ratio	2.33	3.71	2.54	NA	5.82	NA
Price/Book (P/B)	3.59	0.76	2.56	2.29	0.70	0.82
Price/Cash Flow (P/CF)	6.84	2.98	10.04	5.22	2.35	4.05
P/E (F1)	11.00	9.55	18.48	11.15	6.98	9.55
Price/Sales (P/S)	0.71	0.37	1.91	0.58	NA	NA
Earnings Yield	8.99%	8.99%	5.09%	8.99%	14.33%	10.46%
Debt/Equity	2.16	0.25	0.75	1.86	0.88	0.71
Cash Flow (\$/share)	7.17	0.14	7.01	2.90	2.70	8.24
Growth Score	F	-	-	D	B	C
Hist. EPS Growth (3-5 yrs)	8.18%	6.73%	10.82%	13.88%	NA	NA
Proj. EPS Growth (F1/F0)	-27.31%	-33.58%	-10.51%	-29.70%	-35.46%	-29.96%
Curr. Cash Flow Growth	-0.22%	-42.48%	5.83%	10.62%	14.72%	-24.78%
Hist. Cash Flow Growth (3-5 yrs)	2.46%	12.82%	8.52%	11.98%	14.09%	-2.36%
Current Ratio	0.92	1.26	1.27	0.97	0.88	0.99
Debt/Capital	69.05%	28.06%	44.25%	65.79%	46.72%	41.52%
Net Margin	8.96%	-9.97%	10.59%	6.54%	NA	NA
Return on Equity	43.58%	-20.24%	16.36%	29.27%	NA	NA
Sales/Assets	0.60	0.84	0.54	0.61	NA	NA
Proj. Sales Growth (F1/F0)	-11.83%	0.00%	-2.55%	-11.45%	0.00%	-28.45%
Momentum Score	A	-	-	C	B	B
Daily Price Chg	-5.40%	-4.57%	-2.85%	-6.20%	-7.43%	-6.71%
1 Week Price Chg	-1.40%	0.00%	3.23%	5.42%	-1.67%	2.23%
4 Week Price Chg	-5.58%	0.00%	-0.28%	2.93%	-14.13%	0.33%
12 Week Price Chg	-37.60%	-35.42%	-23.80%	-39.46%	-43.18%	-47.58%
52 Week Price Chg	-38.02%	-45.71%	-13.31%	-32.99%	-55.44%	-45.71%
20 Day Average Volume	2,622,172	106,905	2,552,088	5,502,165	188,469	462,902
(F1) EPS Est 1 week change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(F1) EPS Est 4 week change	-20.31%	0.00%	-6.15%	-18.60%	1.11%	-0.85%
(F1) EPS Est 12 week change	-31.52%	-32.45%	-16.21%	-33.39%	-30.53%	-39.53%
(Q1) EPS Est Mthly Chg	-48.39%	0.00%	-12.28%	-54.12%	NA	NA

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## Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

### Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

### Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

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### Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	C
Growth Score	F
Momentum Score	A
VGM Score	D

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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