

Medtech

Company Report
April 29, 2019

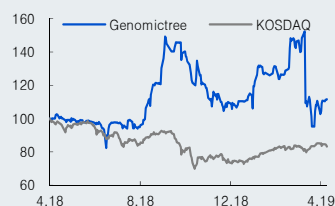
Not Rated

Target Price (12M, W)	-
Share Price (04/26/19, W)	27,300
Expected Return	-

OP (19F, W100mn)	-15
Consensus OP (19F, W100mn)	-30
EPS Growth (19F, %)	-
Market EPS Growth (19F, %)	-16.8
P/E (19F, x)	-
Market P/E (19F, x)	11.9
KOSDAQ	750.43

Market Cap (W100mn)	5,566
Shares Outstanding (mn)	20
Free Float (%)	72.0
Foreign Ownership (%)	0.8
Beta (12M)	2.74
52-Week Low	20,550
52-Week High	38,000

(%)	1M	6M	12M
Absolute	-26.1	-9.1	9.2
Relative	-28.4	-16.8	26.6



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Genomictree

(228760 KQ)

User manual (1)

Share price trends and takeaways

Genomictree is a developer of early colorectal cancer screening tests. Following its move to the KOSDAQ, the company's stock has displayed relatively high volatility, mainly because the lock-up period for existing shareholders (around 27% of shares outstanding) was only one month. In this report, we present an investment idea for Genomictree, assuming that the company's biggest near-term risk—profit taking by existing shareholders—is kept to a minimum.

Investment idea based on case studies

In our view, Genomictree offers an attractive technology transfer idea. There are three conditions that need to be met for in-vitro diagnostics (IVD) revenue to significantly grow. 1) Is there a rationale for prescribing the IVD? 2) Is the IVD covered by insurers as an in-network service? 3) Does the IVD generate high ROI for the buyer? Our technology transfer idea for Genomictree is based on our belief that while the company may currently satisfy the third condition, it may struggle to meet the first two in the near future.

The key issue for a technology transfer idea is whether there is a buyer and whether a deal can be done in the foreseeable future.

A major trigger behind the rising value of Exact Sciences, to which Genomictree is often compared, was its joint marketing partnership with Pfizer. What's most noteworthy is the reason Pfizer decided to sign the deal with Exact Sciences: to prevent revenue from slowing due to the loss of patent protection. This is a common challenge for many big global pharmas, which are looking for ways to keep their revenue from slowing.

Against this backdrop, we note that Genomictree is virtually the only company to have clinical results similar to Exact Sciences' published in a peer-reviewed journal. In addition, the company's syndecan-2 (SDC2) biomarker allows for more economical testing compared to Exact Sciences' biomarkers. It is also worth noting that IVD clinical trials involve fewer risks than new drug clinical trials.

Furthermore, if the current confirmatory clinical trials on diagnostic kits for bladder and lung cancers prove successful, we think Genomictree could be recognized as a biomarker platform company. Recall that Hanmi Pharmaceutical's market value rose significantly after successfully out-licensing platform technologies to major global firms.

FY (Dec.)	12/13	12/14	12/15	12/16	12/17	12/18
Revenue (W100mn)	-	11	10	5	5	4
OP (W100mn)	-	-3	-8	-13	-20	-26
OP margin (%)	-	-27.3	-80.0	-260.0	-400.0	-650.0
NP (W100mn)	-	-16	-8	-21	-21	-25
EPS (W)	-	-144	-70	-162	-148	-158
ROE (%)	-	-57.6	-20.8	-49.4	-35.8	-25.6
P/E (x)	-	-	-	-	-	-
P/B (x)	-	-	-	17.8	13.1	39.6
Dividend yield (%)	-	-	-	0.0	0.0	0.0

Note: All figures are based on consolidated K-IFRS; NP refers to net profit attributable to controlling interests
Source: Company data, Mirae Asset Daewoo Research estimates

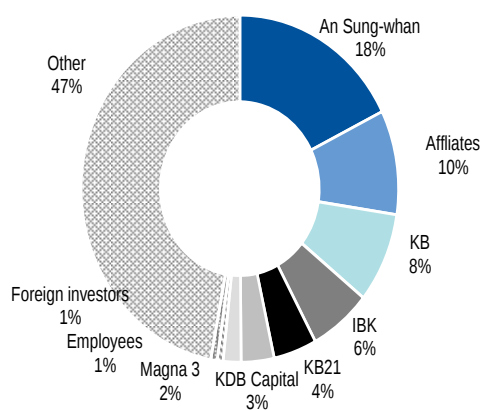
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Share price trends and takeaways

Genomictree is a developer of early colorectal cancer screening tests. Positive results from its two clinical studies have been heightening expectations on the firm. Following its move to the KOSDAQ (from the KOREX), the company's stock has displayed relatively high volatility, mainly because the lock-up period for existing shareholders (around 27% of shares outstanding; 24.3% at present) was only one month.

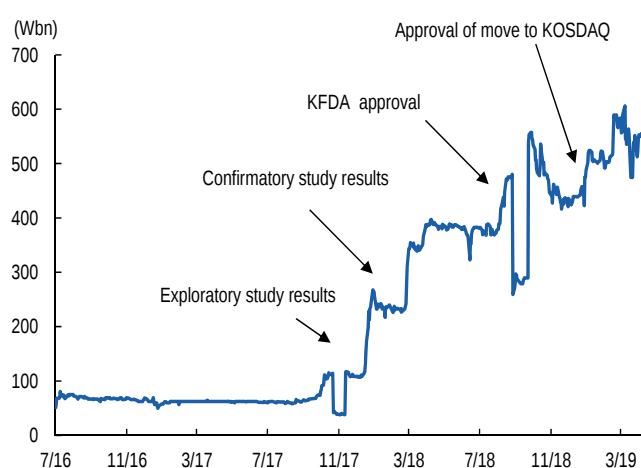
In light of the company's growth potential and attractive equity story, we see a slim chance of massive profit-taking following the expiry of a one-month lock-up. In this report, we present an investment idea for Genomictree, assuming that the company's biggest near-term risk—profit taking by existing shareholders—is kept to a minimum.

Figure 1. Ownership breakdown



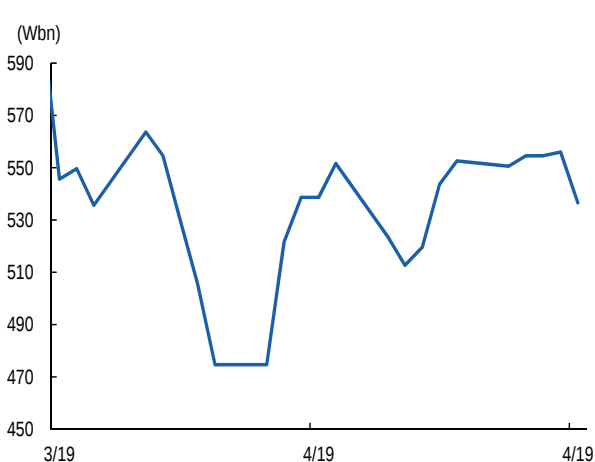
Source: Genomictree, Mirae Asset Daewoo Research

Figure 2. Market cap trend and key events



Source: FnGuide, Mirae Asset Daewoo Research

Figure 3. Market cap after listing on KOSDAQ



Source: FnGuide, Mirae Asset Daewoo Research

Why is Genomictree gaining attention?

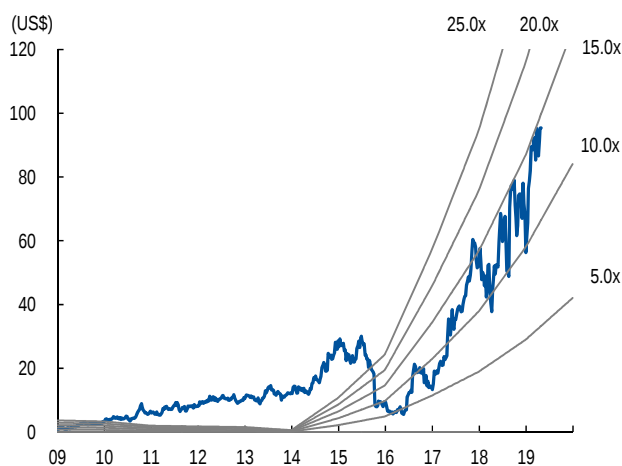
1. Emergence of Exact Sciences, an early cancer detection pioneer

The biggest driver behind growing interest in Genomictree is the strong growth story of Exact Sciences, a pioneer in the early cancer detection kit market. After commercializing early diagnostic tests for colon cancer in 4Q14, Exact Sciences posted annual revenue of US\$450mn within just four years. In 2018, the firm took the 10th spot (by revenue) in the in-vitro diagnostics market, with its market cap surging to US\$12bn. Recently, Genomictree has been gaining attention due to its potential to become Korea's version of Exact Sciences.

Exact Sciences is currently trading at a hefty premium versus healthcare peers, at a 12-month forward P/S of 14.4x. The valuation premium is mainly because the firm's flagship cancer diagnostic products are mainly for early detection, rather than confirmatory diagnosis. There are three reasons why screening tests for early cancer detection are expected to generate greater value than those for general/confirmatory diagnosis.

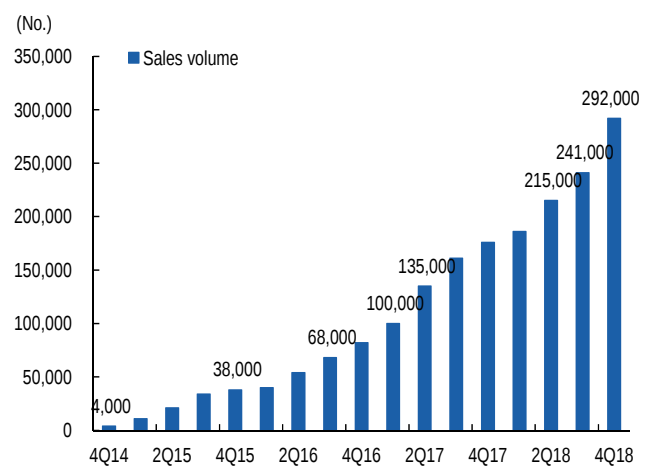
- 1) **Market size:** While diagnostic tests for confirmatory diagnosis typically target existing patients, target users of screening tests for early detection include those at risk of certain diseases. As such, the market for screening tests is much bigger. In general, adults aged 50 or older are recommended to undergo screening for colorectal cancer every three years.
- 2) **Insurers' needs:** The current overriding issue in the insurance industry is cost savings, amid rising loss ratios resulting from the higher prevalence of chronic diseases and cancers (stemming from population aging). The early detection of diseases should allow insurers to reduce total costs. Indeed, Exact Sciences' colorectal cancer screening kit gained both FDA approval and public insurance coverage (Centers for Medicare and Medicaid Services [CMS]) simultaneously, with its 10,000-subject clinical trial (DeeP-C) showing sensitivity of 92.3% and specificity of 86.6%.
- 3) **First-in-class tool:** For cancer, tools for confirmatory diagnosis (e.g., biopsies) and imaging diagnostics cannot be used for early detection. Accordingly, any newly-developed early diagnostic kit can become a first-in-class tool in its relevant indication category. Indeed, the early detection kit for colorectal cancer (measuring epigenetic DNA methylation) developed by Exact Sciences became a first-in-class tool.

Figure 4. 12-month forward P/S band of Exact Sciences



Source: FnGuide, Mirae Asset Daewoo Research

Figure 5. Exact Sciences' Cologuard sales volume



Source: Exact Sciences, Mirae Asset Daewoo Research

2. Genomictree: Power of SDC2 and competitive edges vs. rival

With market leader Exact Sciences having already built a meaningful footprint in the market, all eyes are now on who will follow suit. Against this backdrop, Genomictree is garnering a great deal of attention for its clinical performance (comparable to that of Exact Sciences).

Biomarkers in the body are used for early detection of colorectal cancer; indeed, it is important to identify biomarkers that specifically respond to cancers. Genomictree's early detection kit, in particular, measures methylated SDC2 in stool DNA.

DNA methylation is a process by which methyl groups are added to the DNA molecule. Genomictree's method tests whether cancer-suppressing genes are methylated. If the genes are methylated, they are highly likely to develop into cancer cells.

Genomictree has carried out two clinical studies for the test. In the first exploratory study of 93 participants, sensitivity and specificity came in at 90% and 90.9%, respectively. The latest confirmatory study completed in March (based on 585 participants) recorded sensitivity of 90.2% and specificity of 90.2%. Meanwhile, Exact Sciences' DeeP-C trial demonstrated sensitivity of 92.3% and specificity of 86.6%.

In addition, Genomictree's tests are believed to be more cost effective.

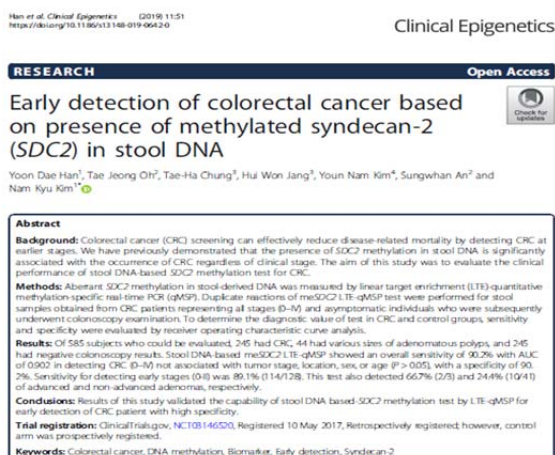
For early detection, Exact Sciences' product utilizes 10 biomarkers: seven gene mutations, two methylated biomarkers, and a fecal immunochemical test. Despite high sensitivity, specificity, and reproducibility, the test costs more (each test costs US\$650) than Genomictree's for two reasons.

First, Exact Sciences uses biomarkers and biomarker testing technologies licensed from other companies.

Second, as Exact Sciences' method uses whole stool samples, it requires special facilities to store and protect the samples. In addition, the test takes about 26 hours to be completed.

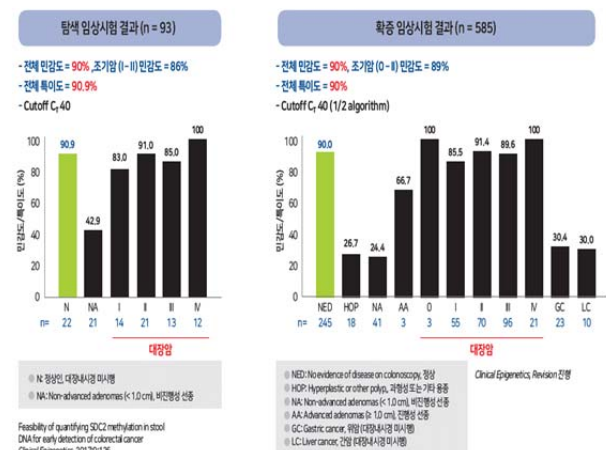
Meanwhile, Genomictree tests the methylation of SDC2 biomarker in just one- or two-gram samples. Thus, its test costs less (each test should cost US\$350 in the US) and takes a shorter period of time (eight hours).

Figure 6. Genomictree's clinical results published in a peer-reviewed journal



Source: Clinical Epigenetics, Mirae Asset Daewoo Research

Figure 7. Genomictree's clinical study results



Case studies

1. Exact Sciences: Key drivers for medical product sales growth

Exact Sciences' revenue has grown at a CAGR of 198.6% since 2014. In our view, there are three conditions that need to be met for medical equipment and test sales to grow significantly.

1) Is there a rationale for prescription? Exact Sciences' test was recommended by the American Cancer Society (ACS) in November 2014 and by the United States Preventive Services Task Force (USPSTF) in June 2016. Meanwhile, the ACS lowered the age at which screening for colorectal cancer is recommended from 45 to 50.

2) Does the test provider have in-network contracts with insurers? Being an in-network provider is important for a medical company's drug and medical product sales. As Exact Sciences has signed in-network contracts with five major private insurers in the US, 94% of patients who have taken the company's test have paid no co-payment.

Meanwhile, in the US, medical services are covered by private insurers as well as public healthcare programs. Based on DeeP-C test results, Exact Sciences' test was included in CMS coverage. Although beneficiaries of CMS programs total just 5mn, the agency's coverage list should have a great impact on private insurers' coverage decisions. In addition, the company's test received a high score in the Healthcare Effectiveness Data and Information Set (HEDIS), which serves as the major benchmark for private insurers' reimbursement policies.

3) Does the test generate high ROI for the buyer? In a B2B business model, a product that improves the buyer's ROI should be able to attract more customers. While Exact Sciences' test costs US\$650 for the patient/insurer, its wholesale price is estimated at US\$480 (based on sales volume). Thus, theoretically, a hospital could see a margin of US\$170 per test.

In addition, the test's purpose is screening, not confirmation. Accordingly, it could generate additional demand, including confirmatory tests and additional tests for other cancers.

Figure 8. Exact Sciences' test included in treatment guidelines

Cologuard becoming the standard of care

Additional coverage driven by data, guidelines and quality measures

Strong data



Positive review
of Cologuard

Guidelines



Quality measures



Figure 9. In-network contracts sharply reduce patients' cost burdens



aetna

Anthem

Humana



94%*

All top 5 payers have in-network contracts

of Cologuard patients have no out of pocket cost

Source: Exact Sciences, Mirae Asset Daewoo Research

Source: Exact Sciences, Mirae Asset Daewoo Research

2. Exact Sciences' joint marketing partnership with Pfizer

Among the three factors for success mentioned above, Genomictree is likely to satisfy the third factor but may struggle to meet the former two in the near future. Given domestic market conditions, it will likely take more time for Genomictree to deliver the explosive earnings growth that Exact Sciences has delivered. Against this backdrop, the domestic firm offers an attractive technology transfer idea, in our view.

The key issue for a technology transfer idea is whether there is a buyer and whether a deal can be struck in the foreseeable future. Given the absence of major technology transfers by domestic IVD firms to global pharmas, visibility on a potential deal appears murky for now. However, we believe that Exact Sciences' joint marketing partnership with Pfizer in 2018 is worth examining.

Until 1H18, Exact Sciences' market cap stood at only US\$4-6bn. In 2H18, however, its market cap surged to around US\$10bn, thanks to its joint marketing partnership with Pfizer. What's most noteworthy is the reason Pfizer decided to sign the deal with Exact Sciences: to prevent revenue from slowing following the loss of patent protection for its best-selling drug Lyrica (annual revenue of US\$4-4.5bn) in 2019. Once a patent for an original drug expires, the launch of generics leads to a sharp decline in original drug sales. In 4Q18, Pfizer also announced that it would expand its joint marketing targets beyond gastroenterology to obstetrics/gynecology.

With blockbuster drugs losing patent protection and the development of potential blockbusters becoming more difficult, slowing growth is a common challenge for many big pharmas. Therefore, there is a strong need for big pharmas to minimize the voids left by drugs going off patent. Against this backdrop, we note that Genomictree is virtually the only company to have clinical results comparable to Exact Sciences' published in a peer-reviewed journal. In addition, the company's SDC2 biomarker allows for more economical testing compared to Exact Sciences' biomarkers.

A technological transfer to a multinational pharma will require local clinical trials. However, IVD trials involve fewer risks than new drug clinical trials, as they have only one phase. In addition, the likelihood of failure for local IVD trials is relatively low, as they are designed to simply confirm domestically validated biomarkers.

Figure 10. Exact Sciences' joint marketing partnership with Pfizer in 2018



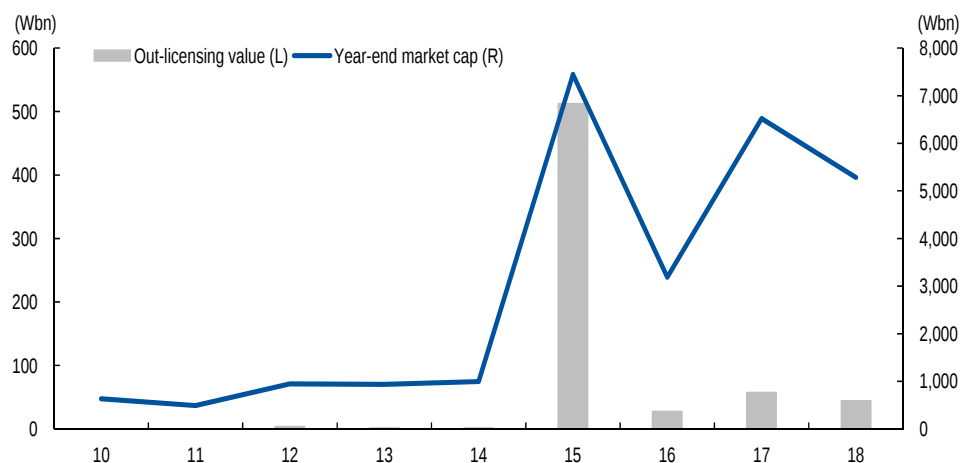
Source: Exact Sciences, Mirae Asset Daewoo Research

3. Hanmi Pharmaceutical: Potential for Genomictree to be recognized as a biomarker platform company

Besides a technology transfer, another way for Genomictree to raise its enterprise value would be to prove its superior platform technology. Of note, the company is currently conducting confirmatory clinical trials on diagnostic kits for bladder and lung cancers. These kits have smaller markets than colorectal cancer screening tests (with no pharma having delivered rapid earnings growth based on such kits). However, if the current confirmatory clinical trials on diagnostic kits for bladder and lung cancers prove successful, we think Genomictree could be recognized as a biomarker platform company, as the company has identified biomarkers for its colorectal, bladder, and lung cancers screening tests via its own identification platform.

We note that Hanmi Pharmaceutical's market value rose significantly after successfully out-licensing platform technologies to major global firms.

Figure 111. Hanmi Pharmaceutical's out-licensing vs. market cap



Source: Hanmi Pharmaceutical, Mirae Asset Daewoo Research

Risks

For Genomictree, asset value accounts for the lion's share of its enterprise value. As such, we believe that investors should consider the following risks:

- 1) Failure of US clinical trials: The company's penetration into the US market hinges on the success of its US clinical trials, which will involve more than 10,000 patients—significantly higher than for domestic trials, which were successfully completed with 600 patients. Furthermore, even if US clinical trials are successful, they could yield lower sensitivity and specificity.
- 2) Out-licensing delays/failure: Even if US clinical trials are successful, an out-licensing deal could prove elusive.
- 3) Weak share performance of Exact Sciences: If shares of Exact Sciences, which is considered a proxy for Genomictree, retreat, Genomictree could also show weak share performance.

Genomictree (228760 KQ/Not Rated)

Comprehensive Income Statement (Summarized)

(W100mn)	12/15	12/16	12/17	12/18
Revenue	10	5	5	4
Cost of Sales	7	5	5	4
Gross Profit	3	0	0	0
SG&A Expenses	12	14	20	25
Operating Profit (Adj)	-8	-13	-20	-26
Operating Profit	-8	-13	-20	-26
Non-Operating Profit	0	-8	-1	1
Net Financial Income	0	0	0	1
Net Gain from Inv in Associates	0	0	0	0
Pretax Profit	-8	-21	-21	-25
Income Tax	0	0	0	0
Profit from Continuing Operations	-8	-21	-21	-25
Profit from Discontinued Operations	0	0	0	0
Net Profit	-8	-21	-21	-25
Controlling Interests	-8	-21	-21	-25
Non-Controlling Interests	0	0	0	0
Total Comprehensive Profit	0	-21	-22	-26
Controlling Interests	0	-21	-22	-26
Non-Controlling Interests	0	0	0	0
EBITDA	-6	-12	-19	-24
FCF (Free Cash Flow)	-7	-7	-22	-48
EBITDA Margin (%)	-60.0	-240.0	-380.0	-600.0
Operating Profit Margin (%)	-80.0	-260.0	-400.0	-650.0
Net Profit Margin (%)	-80.0	-420.0	-420.0	-625.0

Statement of Financial Condition (Summarized)

(W100mn)	12/15	12/16	12/17	12/18
Current Assets	36	23	67	76
Cash and Cash Equivalents	1	13	39	74
AR & Other Receivables	4	0	0	1
Inventories	0	0	0	0
Other Current Assets	31	10	28	1
Non-Current Assets	30	32	37	64
Investments in Associates	0	0	0	0
Property, Plant and Equipment	24	25	28	54
Intangible Assets	4	6	8	10
Total Assets	66	55	104	140
Current Liabilities	6	9	8	11
AP & Other Payables	0	3	2	3
Short-Term Financial Liabilities	5	5	5	5
Other Current Liabilities	1	1	1	3
Non-Current Liabilities	11	11	13	18
Long-Term Financial Liabilities	0	0	0	4
Other Non-Current Liabilities	11	11	13	14
Total Liabilities	17	20	21	29
Controlling Interests	48	35	83	111
Capital Stock	12	12	39	80
Capital Surplus	66	72	114	127
Retained Earnings	-29	-48	-70	-96
Non-Controlling Interests	0	0	0	0
Stockholders' Equity	48	35	83	111

Cash Flows (Summarized)

(W100mn)	12/15	12/16	12/17	12/18
Cash Flows from Op Activities	-6	-7	-18	-21
Net Profit	-8	-21	-21	-25
Non-Cash Income and Expense	2	10	3	2
Depreciation	1	1	1	1
Amortization	0	1	1	1
Others	1	8	1	0
Chg in Working Capital	-1	4	-1	1
Chg in AR & Other Receivables	0	3	0	0
Chg in Inventories	0	0	0	0
Chg in AP & Other Payables	0	0	-1	1
Income Tax Paid	0	0	0	0
Cash Flows from Inv Activities	-31	20	-26	-2
Chg in PP&E	-1	0	-3	-27
Chg in Intangible Assets	-2	-2	-4	-1
Chg in Financial Assets	-28	22	-19	26
Others	0	0	0	0
Cash Flows from Fin Activities	16	0	70	58
Chg in Financial Liabilities	-4	0	0	4
Chg in Equity	29	6	70	54
Dividends Paid	0	0	0	0
Others	-9	-6	0	0
Increase (Decrease) in Cash	-21	12	26	35
Beginning Balance	22	1	13	39
Ending Balance	1	13	39	74

Source: Company data, Mirae Asset Daewoo Research estimates

Forecasts/Valuations (Summarized)

	12/15	12/16	12/17	12/18
P/E (x)	-	-	-	-
P/CF (x)	-	-	-	-
P/B (x)	-	17.8	13.1	39.6
EV/EBITDA (x)	-	-	-	-
EPS (W)	-70	-162	-148	-158
CFPS (W)	-51	-87	-124	-144
BPS (W)	423	253	535	695
DPS (W)	0	0	0	0
Payout ratio (%)	0.0	0.0	0.0	0.0
Dividend Yield (%)	-	0.0	0.0	0.0
Revenue Growth (%)	-9.1	-50.0	0.0	-20.0
EBITDA Growth (%)	-	-	-	-
Operating Profit Growth (%)	-	-	-	-
EPS Growth (%)	-	-	-	-
Accounts Receivable Turnover (x)	3.0	2.7	18.1	39.7
Inventory Turnover (x)	0.0	0.0	0.0	0.0
Accounts Payable Turnover (x)	30.6	45.4	48.2	12.6
ROA (%)	-13.8	-34.1	-26.6	-20.4
ROE (%)	-20.8	-49.4	-35.8	-25.6
ROIC (%)	-26.3	-39.9	-61.2	-53.8
Liability to Equity Ratio (%)	36.1	57.3	25.2	25.9
Current Ratio (%)	593.7	244.7	795.3	719.7
Net Debt to Equity Ratio (%)	-48.6	-42.4	-71.2	-58.6
Interest Coverage Ratio (x)	-22.5	-76.9	-122.2	-24,053.8

APPENDIX 1

Important Disclosures & Disclaimers

Equity Ratings Distribution & Investment Banking Services

	Buy	Trading Buy	Hold	Sell
Equity Ratings Distribution	83.52%	8.24%	8.24%	0.00%
Investment Banking Services	82.61%	4.35%	13.04%	0.00%

* Based on recommendations in the last 12-months (as of March 31, 2019)

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