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Cree, Inc. (CREE-US)

Semiconductors & Semiconductor Equipment

- **We are downgrading our rating from Strong Buy to Neutral on CREE, with the recent run-up in the price, we now view the shares as fully valued.**
- **Business Performance trends remain flat, and we see further challenges going forward.**
- **LED lighting continues to face increasing competition and a challenging business environment.**
- **CREE's turnaround and Wolfspeed contribution will take some time.**

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Company Note
Cree, Inc. (CREE-US)

Semiconductors & Semiconductor Equipment

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Research Action:

Rating Downgrade

 Rating: **Neutral**

 Prior Rating: **Strong Buy**

 Price 01/22/2018: **\$36.69**

 52 Week High / **\$40.24**

 Low: **\$20.50**
Key Data: (TTM as of Sep-17)

 Excess Cash per Share: **\$6.15**

 Annual Dividend: **\$0.00**

 Dividend Yield: **0.00%**

 Avg. Volume (30 Day): **0.8M**

 Shares Outstanding: **98.1M**

 Float: **96.6M**

 Equity MV: **\$3,600.6M**

 Sales TTM: **\$1,407.8M**

 Beta: **1.03**

 EBITDAR: **\$271.3M**

 NOPAT: **(\$38.3)M**

 Total Invested Capital: **\$2,455.3M**

 Return on Capital: **-1.56%**

 Cost of Capital: **7.66%**

 Economic Profit: **(\$226.9)M**

 Market Value Added: **\$1,483.7M**

 Current Operations Value: **-\$500.4M**

 Future Growth Value: **\$4,439.5M**

- **We are downgrading our rating from Strong Buy to Neutral on CREE, with the recent run-up in the price, we now view the shares as fully valued.** Increasing competition in the LED market and increasing needs for CapX will make it harder for CREE to generate a positive Return on Capital in the near future. Recent outlooks from industry peers continue to highlight a challenging lighting environment. The best thing that happened to Cree over the past year was that it was unable to sell its Wolfspeed division and it ended up becoming its strongest business driver. Increases in Wolfspeed's production capacity for Cree to capitalize on opportunities in electric vehicles and energy storage will not happen until late 2019. We believe the opportunity to generate greater Economic Profit in the near-term will continue to be challenging and there is limited opportunity for shareholder value creation in the near-term. We believe there is currently little upside from current levels.
- **Business Performance trends remain flat, and we see further challenges going forward.** For the 12 months ending September 2017, Net Sales Revenue declined 6.92% Y/Y from \$1.51 billion to \$1.41 billion. We forecast a slight increase of less than 1% to \$1.42 billion over the NTM. Economic Operating Cash Flow (EBITDAR) declined 13.2% Y/Y from \$312.5 million to \$271.3 million over the LTM. We forecast an increase of 5.9% to \$287.2 million over the NTM. Net Operating Profit After Tax (NOPAT) declined from a loss of (\$0.08) million to a greater loss of (\$38.3) million over the LTM. We forecast a further loss of (\$13.2) million over the NTM. Return on Capital (ROC) declined from a -.03% to a -1.56% over the LTM. We believe it stays around -1.5% over the NTM. Economic Profit declined 16% from the loss of (\$195.4) million to a loss of (\$226.9) million over the LTM. We forecast an additional loss of (\$221) million over the NTM.

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- **LED lighting continues to face increasing competition and a challenging business environment.** Cree's lighting product division, which is over 40% of revenue declined 19% Y/Y. Expectations are for a further decline of 20% over the NTM. Recent industry outlooks from lighting industry peers including Acuity Brands (AYI-US, Non-rated), Philips Lighting, and Zumtobel group all continue to highlight significant price competition in a challenging environment.
- **CREE's turnaround and Wolfspeed contribution will take some time.** CREE's new CEO, Gregg Lowe, has been well received and outlined a good growth story. CREE's share price had gained over 50% since he started in September when the stock was around \$24 a share. Revenue declined slightly from 2016 and expectations are flat for 2018. Much optimism has been placed on Wolfspeed's capabilities and growth story. Unfortunately, right now the stock seems ahead of itself.

Investment Thesis

CREE is the leading vertically integrated provider of LED lighting and SiC power and RF solutions. We believe CREE's Wolfspeed division will benefit from strong demand in applications for electric storage and the growth of electric vehicles (EV's). In the near-term, the recent run-up in price leaves little opportunity for further upside while the challenging LED lighting environment adds to downside risk.

Company Overview

Cree, Inc. (CREE-US) is a market-leading developer and manufacturer of lighting-class light emitting diodes (LED), lighting products and semiconductors for lighting, power and radio-frequency (RF) applications. Cree is also a developer and manufacturer of semiconductors that enhance lighting, power and communication products by increasing their performance and energy efficiency. Cree's competitive advantage is its expertise in silicon carbide (SiC) and gallium nitride (GaN) that increase the power and light emission while producing less heat and using less energy than other materials or technologies. Cree increases lighting performance within multiple applications including general illumination, backlighting, displays, optimized power management and more effective wireless infrastructure for voice and data management.

Cree produces products for indoor and outdoor lighting, electric signs, video displays, transportation, inverters, power supplies, and wireless systems. Cree's products are used in architectural lighting applications, automobile dashboards and vehicle lighting, market tickers and lighted video billboards. Cree's customers range from lightbulb and lighting fixture manufacturers to defense-related federal agencies. Cree manufactures its products in both the U.S. and China.

CREE operates and reports revenue through the following business segments:

Lighting Products (48% of revenue) - includes LED chips, LED components and SiC materials.

Light Emitting Diodes (37% of revenue) - produces LED lighting systems and bulbs for the commercial, industrial and consumer markets.

Wolfspeed (formerly power and RF, 15% of revenue) - produces power and radio-frequency (RF) products for consumer, commercial and military applications.

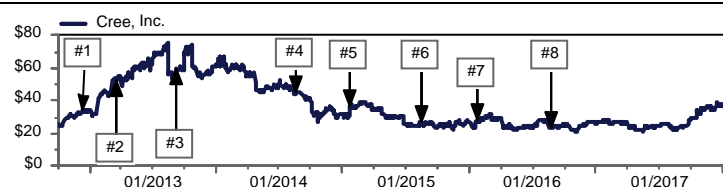
Mergers and Acquisition History:

In 2015 Cree bought Arkansas Power Electronics International Inc. a manufacturer of power modules and electronics applications for \$13.8 million.

In 2015, Cree announced it would spin off Wolfspeed into a public company. However, in 2016 Cree changed its plans and entered a note to an agreement to sell Wolfspeed to German chip maker Infineon Technologies AG for \$850 million. The U.S. Committee on Foreign Investment (CFIUS) block the sale, and the deal was terminated in February 2017. Wolfspeed has gone on to be Cree's most valuable business driver.

Cree, Inc. (CREE-US)
Semiconductors & Semiconductor Equipment
Ratings History

Cree, Inc. (CREE-US)				
Item #	Date	Research Action	Rating	Price
#8	08/23/2016	Reiterate Rating	Strong Buy	\$23.82
#7	01/22/2016	Reiterate Rating	Strong Buy	\$28.03
#6	08/14/2015	Reiterate Rating	Strong Buy	\$27.00
#5	01/22/2015	Reiterate Rating	Strong Buy	\$36.61
#4	08/19/2014	Reiterate Rating	Strong Buy	\$45.53
#3	09/10/2013	Upgrade	Strong Buy	\$60.04
#2	03/15/2013	Downgrade	Buy	\$52.65
#1	12/11/2012	Initiation of Coverage	Strong Buy	\$34.69


Tigress Research Methodology Overview

We employ proprietary quantitative valuation models combined with dynamic fundamental analysis based on the principles of Economic Profit to formulate timely and insightful investment ratings, analysis, strategies, and recommendations.

We make key adjustments to reported financial data eliminating GAAP-based accounting distortions and measuring all companies on a cash operating basis.

Our proprietary research framework is a multi-factor model that scores and ranks companies based on their risk-adjusted ability to create Economic Profit relative to their current market value focusing on three key components:

Business Performance: Measuring economic profitability, growth and operating efficiency.

Risk: Measuring business sustainability, volatility, strength, and consistency.

Valuation: Linking business performance to market value. Measuring value created relative to capital employed and enterprise multiples of economic profit and cash flow.

We score and rank 24 key measurements of performance, risk, and value into relative market and industry investment recommendations.

For more information on our research methodology, please review the *Tigress Investment Research Guide to Company Valuation and Analysis*.

Glossary of Key Terms and Measures

Excess Cash per Share: Excess Cash per Share is the amount of excess cash divided by basic shares outstanding. Excess Cash consists of all cash and short-term securities less operating cash needed to run the business. Operating Cash is 5% of TTM net sales revenue.

EBITDAR: Earnings Before Interest, Taxes, Depreciation, Amortization, and Restructuring and Rent Costs. This is especially important when comparing companies that use a significant amount of leased assets like restaurants and retailers.

NOPAT: Net Operating Profit after Tax represents a company's after-tax cash operating profit excluding financing costs.

Total Invested Capital: Total Invested Capital the total cash investment that shareholders and debt holders have made during the life of the company.

Return on Capital: Return on Capital equals NOPAT divided by Total Invested Capital. It is a key measure of operating efficiency. ROC quantifies how well a company generates cash flow relative to the capital invested in its business.

Cost of Capital: Is the proportionately weighted cost of each category of capital – common equity, preferred equity and debt.

Economic Profit: Economic Profit is the net operating income after tax less the opportunity cost of the total capital invested. It is the most important driver of shareholder value.

Current Operations Value: Current Operations Value is the portion of market value based on the discounted present value of the current earnings stream assuming it remains constant forever.

Future Growth Value: Future Growth Value is the portion of market value based on un-earned Economic Profit

For more information on the key terms and measures, please review the *Tigress Investment Research Guide to Company Valuation and Analysis*.

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Tigress Research employs a five-tier rating system for evaluating the investment opportunity and potential return associated with owning the common equity of rated firms within our research universe. The potential return is measured on a relative basis to the general market which is represented by the S&P 500 and to the subject company's industry peer group as indicated.

Rating:	Meaning:	Rating Distribution (01/22/2018)				
		Companies Under Coverage		Relationship Companies Under Coverage*		
		#	%	#	%	
Strong Buy:	Expect significant price gains in the price of the stock relative to its industry peer group and general market over the next 12 months.	15	13%	1	15%	
Buy:	Expect out-performance for the price of the stock relative to its industry peer group and general market over the next 12 months.	52	44%	5	70%	
Neutral:	Expect little or no outperformance opportunity over the next 12 months.	45	38%	1	15%	
Underperform:	Expect underperformance for the price of the stock relative to its industry peer group and general market over the next 12 months.	5	4%	0	0%	
Sell:	Expect price decline or significant relative market and industry underperformance over the next 12 months.	0	0%	0	0%	
Not Rated	No Current Research Rating	NA	NA	65	NA	
		Total	117	100%	72	100%

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