

Equity Research

January 8, 2014

Price: \$17.37 (01/7/2014)

Price Target: \$20.50

OUTPERFORM (1)

Doug Schenkel

617.946.3918

doug.schenkel@cowen.com

Shaun Rodriguez, Ph.D.

617.946.3929

shaun.rodriguez@cowen.com

Ji Shi, M.D.

617.946.3922

ji.shi@cowen.com

Chris Lin

617.946.3825

chris.lin@cowen.com

Company Quick Take

ICEL Signs Long-Term Supply Agreement With Nestle

The Cowen Insight

ICEL announced this morning its first partnership with a food and nutrition company. The long-term supply agreement with Nestle is consistent with our view that ICEL's products will be increasingly used in broader applications beyond biopharma and is supportive of our Outperform thesis.

ICEL Signs Long-Term Supply Agreement With Nestle

ICEL (\$17.37, Outperform) has entered into a long-term supply agreement with the Nestle Institute of Health Sciences (NIHS). According to a Wall Street Journal report on the development, Nestle is deepening its research into the link between diet and disease via this partnership. Nestle is obtaining brain and liver cells (iCells) from ICEL to study how nutrients found in foods affect these human cells.

While financial terms were not disclosed, this is clearly an important development validating the potential breadth of applications for ICEL's products. The company already served 18 of the top 20 pharmaceutical companies as clients and has a notable number of research partnerships and supply agreements, but Nestle is the first food company to announce its utilization of ICEL's products. Average revenue from the top 5 customers tend to be ~\$0.5-0.6MM in recent years.

While ICEL is at a relatively early stage of development and quarter-to-quarter visibility remains low, we believe this announcement is consistent with the investment thesis we outlined in our Outlook for 2014 report ([link](#)). Simply put, this is a name most should own on the potential of the science and products to be applied much more broadly over the next several years.

Valuation Methodology And Risks

Valuation Methodology

Life Science & Diagnostic Tools:

Price targets are based on several methodologies which may include: analysis of market risk, growth rate, revenue stream, discounted cash flows (DCF), EBITDA, EPS, cash flow (CF), free cash flow (FCF), EV/EBITDA, P/E, PE/growth, P/CF, P/FCF, premium (discount) / average group EV/EBITDA, premium (discount) / average group P/E, sum of the parts, net asset value, dividend returns, and return on equity (ROE) over the next 12 months.

Investment Risks

Life Science & Diagnostic Tools:

Risks to the Medical and Life Science Tools sector may include: reduction or delay in research and development budgets and government funding, reduced or delayed purchasing from health care / hospital customers, increased or extended regulatory hurdles or processes for regulated products, increased dependence on volatile emerging markets for revenues and profitability, and general macroeconomic challenges.

Risks To The Price Target

Risks include but are not limited to: product is in early stage and customer adoption could be slower than expected, competition could intensify, market opportunity is difficult to define, and low visibility on financial trajectory.

Addendum

Stocks Mentioned In Important Disclosures

Ticker	Company Name
ICEL	Cellular Dynamics International Inc

Analyst Certification

Each author of this research report hereby certifies that (i) the views expressed in the research report accurately reflect his or her personal views about any and all of the subject securities or issuers, and (ii) no part of his or her compensation was, is, or will be related, directly or indirectly, to the specific recommendations or views expressed in this report.

Important Disclosures

Cowen and Company, LLC and/or its affiliates make a market in the stock of Cellular Dynamics International Inc securities.

Cellular Dynamics International Inc has been client(s) of Cowen and Company, LLC in the past 12 months.

Cellular Dynamics International Inc is or was in the past 12 months a client of Cowen and Company, LLC; during the past 12 months, Cowen and Company, LLC provided IB services.

Cowen and Company, LLC and/or its affiliates received in the past 12 months compensation for investment banking services from Cellular Dynamics International Inc.

Cowen and Company, LLC and/or its affiliates managed or co-managed a public offering of Cellular Dynamics International Inc within the past twelve months.

Cowen and Company, LLC compensates research analysts for activities and services intended to benefit the firm's investor clients. Individual compensation determinations for research analysts, including the author(s) of this report, are based on a variety of factors, including the overall profitability of the firm and the total revenue derived from all sources, including revenues from investment banking. Cowen and Company, LLC does not compensate research analysts based on specific investment banking transactions.

Disclaimer

This research is for our clients only. Our research is disseminated primarily electronically and, in some cases, in printed form. Research distributed electronically is available simultaneously to all Cowen and Company, LLC clients. All published research can be obtained on the Firm's client website, <https://cowenlibrary.bluematrix.com/client/library.jsp>.

Further information on any of the above securities may be obtained from our offices. This report is published solely for information purposes, and is not to be construed as an offer to sell or the solicitation of an offer to buy any security in any state where such an offer or solicitation would be illegal. Other than disclosures relating to Cowen and Company, LLC, the information herein is based on sources we believe to be reliable but is not guaranteed by us and does not purport to be a complete statement or summary of the available data. Any opinions expressed herein are statements of our judgment on this date and are subject to change without notice.

For important disclosures regarding the companies that are the subject of this research report, please contact Compliance Department, Cowen and Company, LLC, 599 Lexington Avenue, 20th Floor, New York, NY 10022. In addition, the same important disclosures, with the exception of the valuation methods and risks, are available on the Firm's disclosure website at <https://cowen.bluematrix.com/sellside/Disclosures.action>.

Price Targets: Cowen and Company, LLC assigns price targets on all covered companies unless noted otherwise. The price target for an issuer's stock represents the value that the analyst reasonably expects the stock to reach over a performance period of twelve months. The price targets in this report should be considered in the context of all prior published Cowen and Company, LLC research reports (including the disclosures in any such report or on the Firm's disclosure website), which may or may not include price targets, as well as developments relating to the issuer, its industry and the financial markets. For price target valuation methodology and risks associated with the achievement of any given price target, please see the analyst's research report publishing such targets.

Notice to UK Investors: This publication is produced by Cowen and Company, LLC which is regulated in the United States by FINRA. It is to be communicated only to persons of a kind described in Articles 19 and 49 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005. It must not be further transmitted to any other person without our consent.

Copyright, User Agreement and other general information related to this report

© 2013 Cowen and Company, LLC. Member NYSE, FINRA and SIPC. All rights reserved. This research report is prepared for the exclusive use of Cowen clients and may not be reproduced, displayed, modified, distributed, transmitted or disclosed, in whole or in part, or in any form or manner, to others outside your organization without the express prior written consent of Cowen. Cowen research reports are distributed simultaneously to all clients eligible to receive such research reports. Any unauthorized use or disclosure is prohibited. Receipt and/or review of this research constitutes your agreement not to reproduce, display, modify, distribute, transmit, or disclose to others outside your organization the contents, opinions, conclusion, or information contained in this report (including any investment recommendations, estimates or price targets). All Cowen trademarks displayed in this report are owned by Cowen and may not be used without its prior written consent.

Cowen and Company, LLC. New York (646) 562-1000 **Boston** (617) 946-3700 **San Francisco** (415) 646-7200 **Chicago** (312) 577-2240 **Cleveland** (440) 331-3531 **Atlanta** (866) 544-7009 **London** (affiliate) 44-207-071-7500

COWEN AND COMPANY RATING DEFINITIONS

Cowen and Company Rating System effective May 25, 2013

Outperform (1): The stock is expected to achieve a total positive return of at least 15% over the next 12 months

Market Perform (2): The stock is expected to have a total return that falls between the parameters of an Outperform and Underperform over the next 12 months

Underperform (3): Stock is expected to achieve a total negative return of at least 10% over the next 12 months

Assumption: The expected total return calculation includes anticipated dividend yield

Cowen and Company Rating System until May 25, 2013

Outperform (1): Stock expected to outperform the S&P 500

Neutral (2): Stock expected to perform in line with the S&P 500

Underperform (3): Stock expected to underperform the S&P 500

Assumptions: Time horizon is 12 months; S&P 500 is flat over forecast period

Cowen Securities, formerly known as Dahlman Rose & Company, Rating System until May 25, 2013

Buy – The fundamentals/valuations of the subject company are improving and the investment return is expected to be 5 to 15 percentage points higher than the general market return

Sell – The fundamentals/valuations of the subject company are deteriorating and the investment return is expected to be 5 to 15 percentage points lower than the general market return

Hold – The fundamentals/valuations of the subject company are neither improving nor deteriorating and the investment return is expected to be in line with the general market return

Cowen And Company Rating Definitions

Distribution of Ratings/Investment Banking Services (IB) as of 12/31/13

Rating	Count	Ratings Distribution	Count	IB Services/Past 12 Months
Buy (a)	415	59.20%	68	16.39%
Hold (b)	270	38.52%	4	1.48%
Sell (c)	16	2.28%	1	6.25%

(a) Corresponds to "Outperform" rated stocks as defined in Cowen and Company, LLC's rating definitions. (b) Corresponds to "Market Perform" as defined in Cowen and Company, LLC's ratings definitions. (c) Corresponds to "Underperform" as defined in Cowen and Company, LLC's ratings definitions.

Note: "Buy", "Hold" and "Sell" are not terms that Cowen and Company, LLC uses in its ratings system and should not be construed as investment options. Rather, these ratings terms are used illustratively to comply with FINRA and NYSE regulations.

Cellular Dynamics International Inc Rating History as of 01/07/2014

powered by: BlueMatrix



Legend for Price Chart:

I = Initiation | 1 = Outperform | 2 = Market Perform | 3 = Underperform | UR = Price Target Under Review | T = Terminated Coverage | \$xx = Price Target | NA = Not Available

Points Of Contact

Reaching Cowen

Main U.S. Locations

New York

599 Lexington Avenue
New York, NY 10022
646.562.1000
800.221.5616

Atlanta

3399 Peachtree Road NE
Suite 417
Atlanta, GA 30326
866.544.7009

Boston

Two International Place
Boston, MA 02110
617.946.3700
800.343.7068

Cleveland

20006 Detroit Road
Suite 100
Rocky River, OH 44116
440.331.3531

San Francisco

555 California Street, 5th Floor
San Francisco, CA 94104
415.646.7200
800.858.9316

Chicago

181 West Madison Street
Suite 1925
Chicago, IL 60602
312.577.2240

International Locations

Cowen International Limited**London**

1 Snowden Street - 11th Floor
London EC2A 2DQ
United Kingdom
44.20.7071.7500

Cowen and Company (Asia) Limited**Hong Kong**

Suite 1401 Henley Building
No. 5 Queens Road Central
Central, Hong Kong
852 3752 2333

