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ATLANTA , GA, UNITED STATES, October 21, 2024 /EINPresswire.com/ -- Immuron has experienced remarkable revenue growth in recent years. In FY 2024, the company reported AUD 4.9 million in revenue, marking a substantial 174% increase from the previous year. This impressive rise is primarily fueled by the success of Travelan[®], which has gained strong traction in both the Australian and North American markets. In the September 2024 quarter alone, global sales reached AUD 1.5 million, with AUD 1.0 million coming from Australia and AUD 0.5 million from North America, bolstered by strong performances on platforms like Amazon and Canadian retailers. The company is achieving strong growth in North America, with continued expansion in Australia, having secured core ranging in an additional nine pharmacy banner groups in Australia. Their monthly sales on Amazon.com in the US have reached record highs, and they now have distribution in ten pharmacy and grocery retailers in Canada.

This surge in sales can be attributed to two major trends. First, the post-pandemic travel surge has led to a significant increase in demand for products that ensure travelers' health and safety. As international travel resumes, travelers are now more cautious about exposure to illnesses and are increasingly turning to preventive solutions like Travelan[®]. Secondly, there is a rising demand for effective measures to prevent traveler's diarrhea, which remains a common concern, especially in regions with inadequate food and water safety. Travelan[®] addresses this need by providing peace of mind through infection prevention, giving it a distinct advantage over traditional symptom-management solutions.

Immuron has garnered significant backing from the U.S. government, with the U.S. Department of Defense (DoD) supporting Travelan[®] in trials aimed at utilizing the product as a preventive measure for military personnel. The success of these trials could unlock major market opportunities, significantly enhancing Immuron's revenue prospects. Additionally, substantial funding from the U.S. government through contracts with the U.S. Army and Navy has been directed toward research and development focused on diseases affecting military personnel, such as traveler's diarrhea. This collaboration minimizes financial risk for Immuron, allowing the company to innovate while reducing the uncertainty typically associated with costly R&D programs.

To determine a reliable valuation for Immuron Limited (IMRN), this article will employ the Price-

to-Earnings (P/E) ratio method. The analysis utilizes conservative estimates based on the following key metrics:

For the September 2024 quarter, revenue is at AUD 1.5 million. Immuron has demonstrated consistent positive revenue growth over the past four quarters, with significant potential in the Canadian market. Given the geographical expansion, the recovery of the travel industry, increasing consumer preference for Travelan[®], and the potential approval of IMM-529, I estimate a conservative revenue projection of AUD 1.75 million for one quarter in the period of 2025-2026. This translates to a cautious annual revenue estimate of AUD 7 million.

Currently, as a biotech company focused on research and development (R&D), Immuron likely has a negative net profit margin due to ongoing clinical trials and associated expenses. However, as the company scales, we expect improvements in the net profit margin through cost optimization strategies, such as reducing R&D expenditures post-trial completion, leveraging economies of scale in production, and securing additional non-dilutive funding (e.g., government grants and partnerships). Moreover, with improved distribution channels and market growth in North America, marketing and distribution costs can also be streamlined. Given that Travelan[®] boasts a gross margin of approximately 65-68%, a significant portion of revenue is retained even before cost optimizations. If Immuron can effectively optimize its costs, we anticipate a potential net profit margin of 10-15%. This estimate draws on historical data from comparable companies:

With a conservative net profit margin of 15% based on the projected revenue of AUD 7 million for 2025, the estimated annual conservative net income for the period of 2025-2026 would be approximately AUD 1.05 million.

Considering the anticipated interest rate cuts from the Federal Reserve, projected to decrease from 5.25% to 4% in the period of 2024 - 2025, along with Immuron's high growth potential beyond 2026, reasonable estimate a P/E ratio range is 20-25. For this valuation, we will adopt a conservative P/E of 20.

Based on a conservative P/E of 20 and the estimated conservative net income of AUD 1.05 million, the market capitalization (intrinsic value) is calculated to be AUD 21 million, equivalent to approximately USD 14.07 million. This reflects a potential upside of 32% compared to the market capitalization of USD 10.65 million as of October 15, 2024.

About Immuron Limited (NASDAQ: IMRN)

Immuron Limited (NASDAQ: IMRN), an Australian biopharmaceutical company, has established a unique presence in the healthcare market, focusing on oral immunotherapies for immune-related diseases, particularly gastrointestinal health. For more information please go to <https://www.immuron.com.au>.

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