HARTE HANKS INC Form 10-Q November 09, 2016 <u>Table of Contents</u>

U.S. SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM 10-Q

(Mark One)

ý QUARTERLY REPORT UNDER SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended September 30, 2016

or

o TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from to

Commission File Number: 001-07120

HARTE HANKS, INC. (Exact name of registrant as specified in its charter) Delaware 74-1677284 (State or other jurisdiction of (I.R.S. Employer incorporation or organization) Identification Number) 9601 McAllister Freeway, Suite 610, San Antonio, Texas 78216 (Address of principal executive offices, including zipcode)

(210) 829-9000 (Registrant's telephone number including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes \circ No o

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate website, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (Section 232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes \circ No o

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer or a non-accelerated filer. See definitions of "large accelerated filer," "accelerated filer" and "small reporting company" in Rule 12b-2 of the Exchange Act.

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Large accelerated filer o Accelerated filer ý Non-accelerated filer o (Do not check if a smaller reporting company) Smaller reporting company o

Indicate by check mark if the registrant is a shell company (as defined in Rule 12b-2 of the Act).

Yeso No ý

The number of shares outstanding of each of the registrant's classes of common stock as of October 15, 2016 was 61,602,233 shares of common stock, all of one class.

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Table of Contents

HARTE HANKS, INC. AND SUBSIDIARIES TABLE OF CONTENTS FORM 10-Q REPORT For the Quarterly Period Ended September 30, 2016

PaFinancial Information						
<u>Iter</u> <u>1.</u>	n <u>Financial Statements</u> (Unaudited)					
	Condensed Consolidated Balance Sheets — September 30, 2016 and December 31, 2015	<u>3</u>				
	Condensed Consolidated Statements of Comprehensive Loss — Three months ended September 30, 2016 a 2015	<u>ind</u>				
	Condensed Consolidated Statements of Comprehensive Loss — Nine months ended September 30, 2016 at 2015	1d_5				
	Condensed Consolidated Statements of Cash Flows — Nine months ended September 30, 2016 and 2015	<u>6</u>				
	Condensed Consolidated Statements of Changes in Equity — Nine months ended September 30, 2016 and 2015	7				
	Notes to Condensed Consolidated Financial Statements	<u>8</u>				
<u>Iter</u> <u>2.</u>	n Management's Discussion and Analysis of Financial Condition and Results of Operations	<u>23</u>				
<u>Iter</u> <u>3.</u>	n Quantitative and Qualitative Disclosures About Market Risk	<u>33</u>				
<u>Iter</u> <u>4.</u>	n Controls and Procedures	<u>33</u>				
Pa O	tHer Information					
<u>Iter</u> <u>1.</u>	n Legal Proceedings	<u>35</u>				
<u>Iter</u> 1A	n <u>Risk Factors</u>	<u>35</u>				
<u>Iter</u> <u>2.</u>	n Unregistered Sales of Equity Securities and Use of Proceeds	<u>35</u>				
	Other Information	<u>36</u>				

Page

Item
<u>5.</u>

<u>Item</u> <u>6.</u> <u>Exhibits</u>

2

<u>37</u>

Table of Contents

Item 1. Financial Statements

Harte Hanks, Inc. and Subsidiaries Condensed Consolidated Balance Sheets (Unaudited)

In thousands, except per share and share amounts		September 30, December 31, 2016 2015	
ASSETS			
Current assets	* < * *		
Cash and cash equivalents	\$ 6,883	\$ 16,564	
Accounts receivable (less allowance for doubtful accounts of \$1,489 at September 30, 2016 and \$974 at December 31, 2015)	77,779	103,758	
Inventory	1,021	963	
Prepaid expenses	5,736	7,908	
Prepaid taxes and income tax receivable	4,562	1,760	
Other current assets	2,933	6,456	
Current assets held for sale	169,022	169,401	
Total current assets	267,936	306,810	
Property, plant and equipment (less accumulated depreciation of \$142,971 at September 30, 2016 and \$145,137 at December 31, 2015)	25,908	28,136	
Goodwill	73,179	69,699	
Other intangible assets (less accumulated amortization of \$1,266 at September 30, 2016 and \$650 at December 31, 2015)	3,507	4,123	
Other assets (including deferred income taxes of \$5,603 at September 30, 2016 and \$3,000 at December 31, 2015)	8,254	5,645	
Total assets	\$ 378,784	\$ 414,413	
LIABILITIES AND STOCKHOLDERS' EQUITY Current liabilities Current maturities of long-term debt	\$ 61,153	\$ 3,000	
Accounts payable	\$ 01,155 38,124	36,513	
Accrued payroll and related expenses	10,379	7,416	
Deferred revenue and customer advances	6,367	6,240	
Income taxes payable	1,299	1,246	
Customer postage and program deposits	9,855	12,513	
Other current liabilities	5,202	6,342	
Current liabilities held for sale	22,846	24,862	
Total current liabilities	155,225	98,132	
Long-term debt		74,105	
Pensions	53,725	55,491	
Contingent consideration	21,760	20,277	
Other long-term liabilities (including deferred income taxes of \$21,993 at September 30, 2016 and \$20,672 at December 31, 2015)	25,516	26,092	
Total liabilities	256,226	274,097	
Stockholders' equity			
Common stock, \$1 par value, 250,000,000 shares authorized 120,430,981 shares issued at September 30, 2016 and 120,146,720 shares issued at December 31, 2015	120,431	120,147	
Additional paid-in capital	351,011	353,050	
Retained earnings	955,347	973,538	
	(1,260,053)	(1,262,859)	

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Less treasury stock, 58,830,094 shares at cost at September 30, 2016 and 58,879,742				
shares at cost at December 31, 2015				
Accumulated other comprehensive loss	(44,178) (43,560)	
Total stockholders' equity	122,558	140,316		
Total liabilities and stockholders' equity	\$ 378,784	\$ 414,413		
See Accompanying Notes to Condensed Consolidated Financial Statements				

Table of Contents

Harte Hanks, Inc. and Subsidiaries Condensed Consolidated Statements of Comprehensive Loss (Unaudited)

	Three Months	
	Ended September	
	30,	
In thousands, except per share amounts	2016	2015
Operating revenues	\$97,425	\$108,784
Operating expenses		
Labor	59,970	60,474
Production and distribution	27,275	34,115
Advertising, selling, general and administrative	11,586	