

### asknet Solutions AG

Reuters: ASKN Bloomberg: ASKN:GR

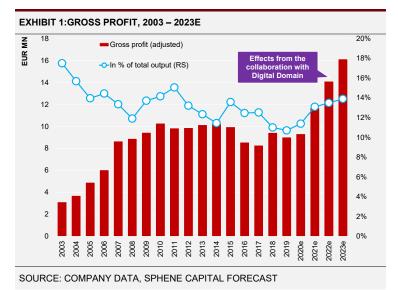
# Rating: Buy Risk: High Price: EUR 13.10 Price target: EUR 24.90 (previously EUR 25.70)

### Rising gross profit margin but one-off charges

Due to a lower-than-expected earnings development in the 2020e financial year, we are lowering our price target, based on a three-stage DCF entity model, to EUR 24.90 from the previous EUR 25.70 (base case scenario). Best-case and worst-case equity values from a Monte Carlo scenario analysis are EUR 19.50 and EUR 28.10 per share, respectively. In view of an expected share price performance of 90.1% over a 24-month period, we confirm our Buy rating for the shares of asknet Solutions AG.

#### Key data for the 2020e financial year

In the course of preparing the annual financial statements, extraordinary restructuring costs of around EUR 1.0 mn were disclosed, in particular consulting and legal costs from the unbundling of Nexway and its subsidiary, which had not yet been budgeted for. Including these one-off expenses, asknet Solutions now expects to report an operating loss in the range of EUR -1.0 to -1.3 mn in 2020e. Hitherto, a slightly positive EBIT had been projected. In the same period, asknet Solutions was able to increase its gross profit by 19.4% to EUR 11.0 mn (2019: EUR 9.2 mn), compared to an expected decline. Considering slightly declining revenues (EUR 81.9 mn, -2.9% YoY), the gross profit margin improved by 230 bps to 13.2% (2019: 10.9%). This is a result of the strategic decision to streamline the customer base in the eCommerce Solutions business segment and to terminate business relationships with low-margin customers. We expect asknet Solutions will also benefit from this gross margin improvement in the years to come.



WKN / ISIN: A2E370	/ DE000A	\2E3707		
Indices: -				
Transparency level:			İ	
Weighted number of	f shares:	1.308 mn		
Market cap: EUR 17.	.1 mn			
Daily trading volume	e: 1,000 s	hares		
Annual report 2020:	Expected	May 2021		
P&L (EUR mn)	2019	2020e	2021e	2022e
Revenues	84.3	81.9	89.2	104.6
EBITDA	-1.9	-0.5	1.0	2.2
EBIT	-2.7	-1.3	0.3	1.4
EBT	-2.7	-2.5	-0.2	1.0
EAT	-2.6	-2.4	-0.2	0.9
% gross profit	2019	2020e	2021e	2022e
EBITDA	-20.7%	-5.6%	8.7%	15.7%
EBIT	-30.0%	-13.4%	2.3%	10.2%
EBT	-29.9%	-27.0%	-1.6%	7.0%
EAT	-29.3%	-25.9%	-1.5%	6.7%
Per share (EUR)	2019	2020e	2021e	2022e
EPS	-4.05	-1.85	-0.13	0.72
Dividend	0.00	0.00	0.00	0.00
Book value	0.00	-0.11	-0.24	0.48
Cash flow	-0.84	-13.29	12.08	1.67
B/S (%)	2019	2020e	2021e	2022e
Equity ratio	0.0%	-0.6%	-1.7%	2.8%
Gearing	n/a	-5448%	n/a	-80%
Multiples (x)	2019	2020e	2021e	2022e
P/ER	n/a	n/a	n/a	18.2
EV/sales	0.07	0.33	0.19	0.16
EV/EBIT	n/a	n/a	61.7	11.6
P/BR	n/a	n/a	n/a	27.5
Guidance (EUR mn)		2020e	2021e	2022e
EBIT		-1 to -1.30	n/a	n/a



n/a

n/a

n/a

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**EBT** 

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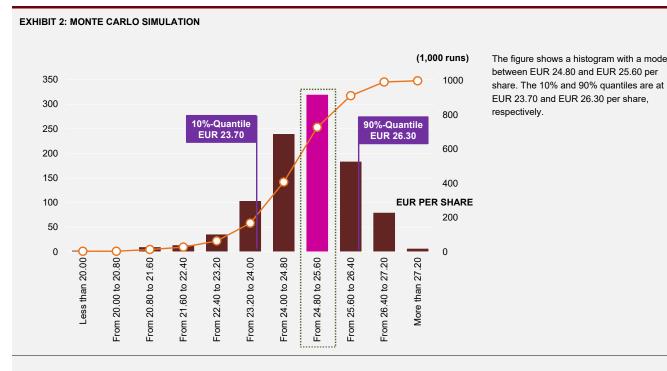
			Comment	L
TV Insolvency rate	%	8.1%	Synthetic corporate bond B rating with 30% RR and credit default spread 570 bps	<
Terminal Cost of capital	%	5.5%	500 bps long-term equity risk premium compared to 30-years Bunds	_
Present value of terminal value	EUR mn	7.2	Based on the terminal value in 2034e	_
in % of Enterprise Value	%	27.0%		_
PV FCFF Detailed planning phase	EUR mn	3.8	Based on the present value of the FCFF for the period 2020e-24e	<
in % of Enterprise Value	%	14.4%		<
PV FCFF rough planning phase	EUR mn	15.6	Based on the present value of the FCFF for the period 2025e-34e	<
in % of Enterprise Value	%	58.6%		<
Enterprise Value	EUR mn	26.6		<
Financial debt	EUR mn	-8.0	Data as of 31 12 2020e	
Excess Cash	EUR mn	14.0	Data as of 31 12 2020e including securities	
Value of equity	EUR mn	32.6		<
Number of shares	mn	1.3		_
Value of equity per share	EUR	24.90	On a 24-month investment horizon	4
Current share price	EUR	13.10	Xetra closing price as of 24 03 2021	
Expected price potential	%	90.1%	Expected price potential within the next 24 months	

### **Scenario analysis through Monte Carlo simulation**

In the following exhibit 2, the limits for the growth rate and the EBIT margin in Terminal Value were further extended and a total of 1,000 combinations of the two parameters were tested and evaluated.

Monte Carlo simulation with a modus price target between EUR 24.80 and EUR 25.60 per share

The results show that equity values of less than EUR 25.5 mn or more than EUR 36.7 mn or less than EUR 19.50 and more than EUR 28.10 per share can hardly be achieved by combinations of the two variables growth rate and terminal EBIT margin. The 10% quantile is EUR 23.70 per share and the 90% quantile is EUR 26.30 per share.



SOURCE: SPHENE CAPITAL FORECAST

### Confirmation of our Buy rating for the shares of asknet Solutions

Compared to the current share price of EUR 13.10, the value of equity we calculated gives an expected price increase potential of 90.1% over a 24-month period. We accordingly confirm our Buy rating for the shares of asknet Solutions AG.

### Multiples in reaching our DCF based equity value

Based on our financial forecasts and if the equity value we calculated (base case scenario in the DCF valuation model) of EUR 24.90 per share is reached, asknet Solutions will be valued at the following multiples:

		Va	luation at cur	rrent share pi	rice	Valuation at price target					
		2021e	2022e	2023e	2024e	2021e	2022e	2023e	2024e		
P/ER	х	n/a	18.2x	8.3x	4.8x	n/a	34.6x	15.7x	9.2x		
EV/sales	х	0.2x	0.2x	0.1x	0.1x	0.4x	0.3x	0.3x	0.2x		
EV/EBIT	х	61.7x	11.6x	6.6x	4.5x	n/a	22.3x	12.9x	8.7x		
P/BR	х	n/a	27.5x	6.4x	2.7x	n/a	52.3x	12.1x	5.2x		
Dividend yield	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		

### Downside risks for reaching our target value

We have identified the following weaknesses and downside risks, which could affect the company reaching our equity value range:

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- Ourrently no audited consolidated financial statements of the company, which is now focused on the educational segment,
- improvable profitability, as asknet Solutions has not been able to achieve positive operating results in many of the past years,
- obligations to pay **default interest on sales tax claims** in the amount of EUR 0.764 mn,
- low liquidity of the shares,
- **leading** dependencies on management ("key-man-risk").

### Catalysts for performance

We consider the most important catalysts for the performance of asknet Solutions' share price in the coming months to be

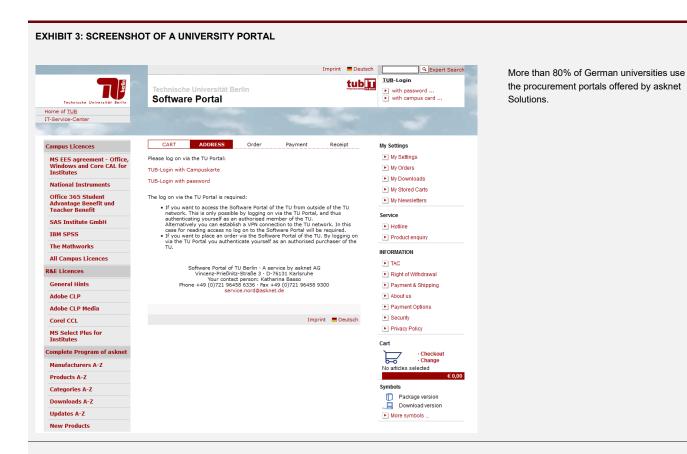
- news regarding a better than expected earnings performance,
- **M&A activities** in the educational business,
- news regarding **new client wins**, f. ex. among school facilities that should be considered in the future, in our view.

Following the majority sale of the e-commerce services activities, the development and operation of software procurement portals for universities, colleges, research institutes, university clinics and companies in form of central intranet portals constitutes the core business of asknet Solutions. These procurement portals enable authorized users to purchase software products, usually at more favourable terms than in the stand-alone case. In this business area, asknet Solutions operates exclusively in German-speaking countries.

#### **Core business**

asknet Solutions' core business is the development and operation of customer-specific software procurement portals that are used in universities, research institutions, university hospitals, and companies. Via a central intranet site, authorized employees, research assistants and students of the educational institutions can obtain software products and download them to their computers. The procurement portals are seamlessly linked to the intranet of the respective facilities. As part of volume licenses agreements offered by asknet Solutions, users can purchase the software products, particularly in the scientific field, at significantly cheaper terms.

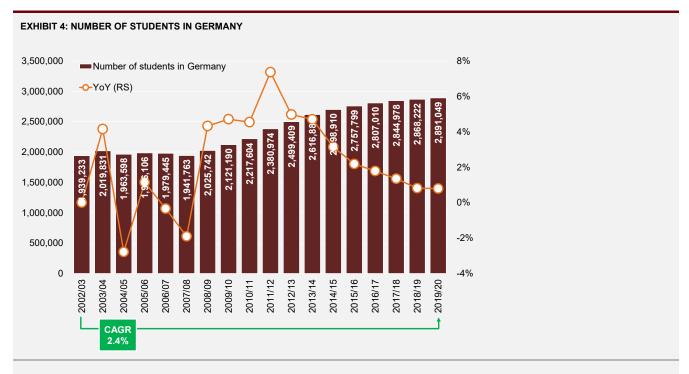
asknet Solutions' procurement portals enable students and university employees the download of software (packages) at discounted prices.



SOURCE: COMPANY DATA, SPHENE CAPITAL

For these services, asknet Solutions receives a percentage share of the gross or net proceeds that are achieved through the sale of digital products or through software updates via the online shop. According to our estimates, 85% of the proceeds are from the resale of software from more than 130 software manufacturers and 15% from the development and maintenance of the e-procurement portal via a software-as-a-service

(SaaS) Model as well as other customer-specific services, such as Office 365, marketing or SEO services.



SOURCE: FEDERAL STATISTICAL OFFICE OF GERMANY, SPHENE CAPITAL

#### Significant savings potentials

German universities have entered into high-volume licensing agreements in recent years, both at university and state level, in order to save costs. The advantage of a central procurement portal is that the individual universities can rely on a central information, procurement, and distribution platform that enables them to obtain, distribute, and bill software efficiently. Thus it is no longer necessary to purchase software licenses for each individual PC; instead, the universities pay royalties depending on the number of employees and users who can use the licensed desktop software on any computer and device of the respective university as well as on their private computers. In addition, the framework contracts concluded with asknet Solutions offer uniform conditions. These facilitate license management and enable a higher degree of standardization. Therefore, the savings potential in terms of procurement time and costs are considerable, in our opinion.

In principle, all higher education institutions are potential customers of asknet Solutions.

#### asknet Solutions' suppliers and customers

Suppliers of the software are developers such as Microsoft or Adobe on the one hand, and classic distributors such as Ingram or TechData on the other. Four software manufacturers—Microsoft (49%), Adobe (21%), Ansys (11%), and IBM (6%)—are responsible for approximately 85% of the resale gross revenues, according to the management.

asknet Solutions' customers are universities and technical colleges such as the Freie Universität Berlin or the RWTH Aachen, university hospitals, and scientific research institutions such as the Max Planck Society or the Forschungszentrum Karlsruhe in

asknet Solutions is exclusively present in German-speaking countries and, according to asknet Solutions, has clearly assumed market leadership with more than 80% of the universities.

German-speaking countries. According to the company, the customer structure is highly diversified.

### Competitive environment

Currently, more than 80% of German universities and colleges are asknet Solutions customers. The competition is based on three companies: Software 1, Cancom, and Crayon. In our opinion, however, the competitors are less well positioned than asknet Solutions in key aspects, as shown in table 4 below:

TABLE 3: COMPETITION				
	asknet Solutions	Software 1	Cancom	Crayon
Complexity of the procurement portal		•	•	
Number of offered software manufacturers		•	•	(**)
Client specific adjustments			•	
SAP interface				
Role based functionalities				
SOURCE: COMPANY DATA, SPHENE CAPITAL				

### **Profit and Loss Account, 2010-16**

HGB (12/31)		2010	2011	2012	2013	2014	2015	2016
Gross revenues	EUR mn	72.7	65.4	74.8	82.2	89.4	73.3	68.
YoY	%	5.4%	-10.0%	14.4%	9.9%	8.7%	-18.0%	-6.3%
Other operating income	EUR mn	0.1	0.2	0.9	0.6	0.6	0.7	0.0
Own work capitalized	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total output	EUR mn	72.8	65.6	75.7	82.8	90.0	74.0	69.
YoY	%	5.3%	-9.8%	15.4%	9.4%	8.7%	-17.8%	-6.3%
Material costs	EUR mn	-62.4	-55.6	-64.9	-72.1	-79.1	-63.4	-60.
In % of total output	%	-85.7%	-84.7%	-85.8%	-87.1%	-88.0%	-85.6%	-86.7%
Gross profit	EUR mn	10.4	10.0	10.8	10.7	10.8	10.6	9.:
YoY	%	7.8%	-3.4%	7.1%	-0.5%	1.3%	-1.9%	-13.4%
In % of total output	%	14.3%	15.3%	14.2%	12.9%	12.0%	14.4%	13.3%
Gross profit (adjusted)	EUR mn	10.3	9.8	9.9	10.1	10.2	10.0	8.0
YoY	%	-12.0%	5.0%	0.5%	-9.9%	43.4%	-38.6%	23.8%
In % of total output	%	14.1%	15.0%	13.1%	12.3%	11.4%	13.5%	12.3%
Personnel costs	EUR mn	-5.7	-5.9	-4.8	-5.0	-5.4	-5.2	-5.4
In % of gross revenues	%	-7.8%	-9.0%	-6.3%	-6.1%	-6.1%	-7.1%	-7.8%
Other operating expenses	EUR mn	-5.3	-4.9	-5.8	-5.4	-5.2	-5.2	-5.3
In % of gross revenues	%	-7.2%	-7.5%	-7.8%	-6.5%	-5.8%	-7.1%	-7.8%
EBITDA	EUR mn	-0.5	-0.8	0.2	0.4	0.2	0.2	-1.5
in % of gross profit (adjusted)	%	-5.2%	-7.7%	2.0%	3.7%	2.3%	2.3%	-17.6%
Depreciation	EUR mn	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.
Amortisation	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	EUR mn	-0.7	-0.9	0.1	0.2	0.1	0.1	-1.3
YoY	%	-46.5%	34.7%	-109.5%	180.0%	-52.2%	-16.5%	n/a
YoY	EUR mn	-0.1	0.3	0.0	-0.2	0.8	-1.2	0.3
in % of gross profit (adjusted)	%	-6.4%	-9.1%	0.9%	2.3%	1.1%	1.0%	-19.3%
Income from participations	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net financial result	EUR mn	0.1	0.0	0.0	0.0	0.0	0.0	-0.2
Extraordinary items	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBT	EUR mn	-0.6	-0.8	0.1	0.2	0.1	0.1	-1.8
in % of gross profit (adjusted)	%	-5.7%	-8.6%	1.0%	2.4%	1.1%	0.9%	-21.4%
Taxes	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
In % of EBT (implied tax rate)	%	6.0%	3.3%	-23.8%	-4.2%	-8.3%	-11.2%	0.0%
Net income	EUR mn	-0.6	-0.9	0.1	0.2	0.1	0.1	-1.8
in % of gross profit (adjusted)	%	-6.0%	-8.9%	0.8%	2.3%	1.0%	0.8%	-21.4%
Minorities	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nr of shares	mn	0.5	0.5	0.5	0.5	0.5	0.5	0.
EPS	EUR	-1.23	-1.74	0.16	0.46	0.21	0.16	-3.60

### **Profit and Loss Account, 2017-23e**

HGB (12/31)		2017	2018	2019	2020e	2021e	2022e	2023
Gross revenues	EUR mn	66.2	85.8	84.3	81.9	89.2	104.6	116.
YoY	%	-3.7%	29.7%	-1.8%	-2.9%	8.9%	17.3%	11.09
Other operating income	EUR mn	0.9	0.9	0.2	1.7	0.2	0.2	0.
Own work capitalized	EUR mn	1.6	0.7	0.0	0.0	0.0	0.0	0.
Total output	EUR mn	68.7	87.4	84.5	83.6	89.4	104.8	116.
YoY	%	-0.9%	27.2%	-3.3%	-1.1%	6.9%	17.3%	10.9
Material costs	EUR mn	-57.9	-76.4	-75.3	-72.6	-77.5	-90.5	-99
In % of total output	%	-84.2%	-87.4%	-89.1%	-86.8%	-86.7%	-86.3%	-86.0
Gross profit	EUR mn	10.9	11.0	9.2	11.0	11.9	14.3	16.
YoY	%	18.1%	1.4%	-16.4%	19.4%	7.9%	20.5%	14.19
In % of total output	%	15.8%	12.6%	10.9%	13.2%	13.3%	13.7%	14.09
Gross profit (adjusted)	EUR mn	8.3	9.4	9.0	9.3	11.7	14.1	16.
YoY	%	-3.3%	14.0%	-4.4%	3.3%	25.2%	20.8%	14.39
In % of total output	%	12.1%	10.8%	10.7%	11.2%	13.1%	13.5%	13.9
Personnel costs	EUR mn	-4.9	-5.6	-4.4	-4.8	-4.7	-5.0	-5.
In % of gross revenues	%	-7.5%	-6.5%	-5.2%	-5.9%	-5.3%	-4.8%	-4.5°
Other operating expenses	EUR mn	-4.9	-5.7	-6.7	-6.7	-6.1	-7.1	-7.
In % of gross revenues	%	-7.5%	-6.7%	-7.9%	-8.2%	-6.8%	-6.8%	-6.7°
EBITDA	EUR mn	1.0	-0.3	-1.9	-0.5	1.0	2.2	3.
in % of gross profit (adjusted)	%	12.0%	-2.7%	-20.7%	-5.6%	8.7%	15.7%	20.39
Depreciation	EUR mn	-0.4	-1.6	-0.8	-0.7	-0.7	-0.8	-0.
Amortisation	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
EBIT	EUR mn	0.6	-1.9	-2.7	-1.3	0.3	1.4	2.
YoY	%	-135.6%	-415.8%	45.8%	-53.8%	-121.7%	430.0%	72.59
YoY	EUR mn	0.8	-6.1	5.1	-0.3	0.5	0.5	0.
in % of gross profit (adjusted)	%	7.1%	-19.7%	-30.0%	-13.4%	2.3%	10.2%	15.4°
Income from participations	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Net financial result	EUR mn	0.0	0.0	0.0	-1.3	-0.5	-0.5	-0.
Extraordinary items	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
EBT	EUR mn	0.6	-1.9	-2.7	-2.5	-0.2	1.0	2.
in % of gross profit (adjusted)	%	7.0%	-19.8%	-29.9%	-27.0%	-1.6%	7.0%	13.59
Taxes	EUR mn	-0.5	0.0	0.0	0.1	0.0	0.0	-0.
In % of EBT (implied tax rate)	%	-85.9%	-2.0%	-1.8%	-4.2%	-5.0%	-5.0%	-5.0°
Net income	EUR mn	0.1	-1.8	-2.6	-2.4	-0.2	0.9	2.
in % of gross profit (adjusted)	%	1.0%	-19.4%	-29.3%	-25.9%	-1.5%	6.7%	12.89
Minorities	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Nr of shares	mn	0.6	0.6	0.7	1.3	1.3	1.3	1
EPS	EUR	0.15	-3.26	-4.05	-1.85	-0.13	0.72	1.5

### **Balance Sheet (Assets), 2010-16**

HGB (12/31)		2010	2011	2012	2013	2014	2015	2016
ASSETS								
Non-current assets	EUR mn	0.3	0.2	0.3	0.3	1.4	1.4	1.8
Intangible assets	EUR mn	0.0	0.0	0.0	0.0	1.1	1.1	1.6
Property, plant & equipment	EUR mn	0.3	0.2	0.1	0.3	0.3	0.3	0.3
Shares in affiliated companies	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loans to affiliated companies	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Advance payments	EUR mn	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Current assets	EUR mn	14.4	11.3	13.0	12.5	16.2	10.3	9.4
Inventory	EUR mn	0.2	0.1	0.4	1.0	1.0	0.8	0.1
DIO	d	1	1	2	5	4	5	1
Trade receivables	EUR mn	5.1	4.8	5.4	6.4	7.6	3.6	3.8
DSO	d	25	26	26	28	30	18	20
Receivables from affiliated companies	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Receivables from called capital	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other current assets	EUR mn	0.3	0.3	0.6	0.2	0.2	0.6	0.4
Cash & cash equivalents	EUR mn	8.8	6.1	6.6	4.9	7.5	5.3	5.2
Deferred items	EUR mn	0.2	0.1	0.2	0.2	0.2	0.4	0.2
Equity deficit	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total assets	EUR mn	14.9	11.7	13.5	13.1	17.7	12.2	11.5
SOURCE: COMPANY DATA, SPHENE CAPITAL								

### **Balance Sheet (Assets), 2017-23e**

HGB (12/31)		2017	2018	2019	2020e	2021e	2022e	2023e
ASSETS								
Non-current assets	EUR mn	3.1	3.0	2.3	3.6	3.7	3.8	3.8
Intangible assets	EUR mn	2.9	2.3	1.5	3.5	3.6	3.6	3.7
Property, plant & equipment	EUR mn	0.2	0.2	0.1	0.1	0.1	0.2	0.2
Shares in affiliated companies	EUR mn	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Loans to affiliated companies	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Advance payments	EUR mn	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Current assets	EUR mn	8.0	7.9	8.8	22.1	15.6	18.2	22.1
Inventory	EUR mn	0.0	0.0	0.0	0.1	0.1	0.1	0.1
DIO	d	0	0	0	0	0	0	1
Trade receivables	EUR mn	3.2	3.7	4.0	6.4	6.9	7.4	7.9
DSO	d	17	15	17	28	28	26	25
Receivables from affiliated companies	EUR mn	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Receivables from called capital	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other current assets	EUR mn	0.3	0.3	1.2	15.5	0.8	0.8	0.8
Cash & cash equivalents	EUR mn	4.5	3.9	3.2	0.2	7.8	9.9	13.2
Deferred items	EUR mn	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Equity deficit	EUR mn	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Total assets	EUR mn	11.2	11.0	12.9	25.9	19.4	22.1	26.0
SOURCE: COMPANY DATA, SPHENE CAPITAL F	ORECAST							

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### **Balance Sheet (Liabilities), 2010-16**

2012 201	2012 2013	2014	2015	2016
3.6 3.	3.6 3.8	3.9	4.1	1.6
6.7% 29.19	26.7% 29.1%	22.1%	33.9%	14.3%
5.0 5.	5.0 5.0	5.0	5.1	5.1
0.0 0.	0.0 0.0	0.0	0.1	0.1
0.1 0.	0.1 0.0	0.0	0.1	0.1
0.0 0.	0.0 0.0	0.0	0.0	0.0
-1.5 -1.	-1.5 -1.3	-1.2	-1.1	-3.6
0.0 0.	0.0 0.0	0.0	0.0	0.0
0.0 0.	0.0 0.0	0.0	0.0	0.0
0.0 0.	0.0 0.0	0.0	0.0	0.0
0.0 0.	0.0 0.0	0.0	0.0	0.0
1.4 3.	1.4 3.0	3.2	2.8	3.1
8.5 6.	8.5 6.2	10.2	4.6	6.2
0.0 0.	0.0 0.0	0.0	0.0	0.0
7.5 5.	7.5 5.2	7.3	3.6	4.6
36 2	36 23	29	18	24
1.0 1.	1.0 1.1	2.9	1.0	1.6
0.0 0.	0.0 0.0	0.5	0.6	0.6
13.5 13.	13.5 13.1	17.7	12.2	11.5
13	13.	.5 13.1	.5 13.1 17.7	.5 13.1 17.7 12.2

### **Balance Sheet (Liabilities), 2017-23e**

HGB (12/31)		2017	2018	2019	2020e	2021e	2022e	20236
LIABILITIES AND EQUITY								
Total shareholder's equity	EUR mn	2.1	1.3	0.0	-0.1	-0.3	0.6	2.7
Equity ratio	%	19.1%	11.9%	0.0%	-0.6%	-1.7%	2.8%	10.3%
Issued capital	EUR mn	0.6	0.7	0.7	1.3	1.3	1.3	1.3
Capital reserve	EUR mn	1.4	2.3	2.3	5.4	5.4	5.4	5.4
Currency adjustments	EUR mn	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Accumulated deficit	EUR mn	0.0	0.0	0.0	-4.5	-4.5	-4.5	-4.5
Profit/Loss of period	EUR mn	0.2	-1.7	-4.5	-2.4	-2.6	-1.6	0.4
Equity deficit	EUR mn	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Minorities	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Special items	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pension reserves	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other provisions	EUR mn	2.7	2.2	2.9	1.8	1.8	1.8	1.8
Current liabilities	EUR mn	5.8	7.1	9.7	24.2	17.9	19.7	21.5
Bank debt	EUR mn	0.0	0.0	0.0	8.0	0.0	0.0	0.0
Trade payables	EUR mn	4.7	5.2	7.2	9.2	10.2	11.2	12.2
DPO	d	26	22	31	40	41	39	38
Other current liabilities	EUR mn	1.1	1.9	2.1	7.0	7.7	8.5	9.3
Deferred items	EUR mn	0.6	0.4	0.3	0.0	0.0	0.0	0.0
Total liabilities and shareholders' equity	EUR mn	11.2	11.0	12.9	25.9	19.4	22.1	26.0

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## **Balance Sheet (Assets, Normalized), 2010-16**

HGB (12/31)		2010	2011	2012	2013	2014	2015	2016
ASSETS								
Non-current assets	%	2.0%	2.0%	2.2%	2.6%	7.7%	11.4%	15.9%
Intangible assets	%	0.3%	0.2%	0.1%	0.1%	6.0%	8.7%	13.7%
Property, plant & equipment	%	1.7%	1.8%	1.1%	2.5%	1.7%	2.8%	2.2%
Shares in affiliated companies	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Loans to affiliated companies	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Advance payments	%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Current assets	%	96.9%	96.9%	96.3%	95.7%	91.4%	85.1%	82.1%
Inventory	%	1.5%	1.1%	2.7%	7.8%	5.6%	6.7%	0.8%
Trade receivables	%	34.1%	41.1%	40.1%	48.7%	42.7%	29.4%	33.1%
Receivables from affiliated companies	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Receivables from called capital	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other current assets	%	1.9%	2.7%	4.8%	1.8%	1.0%	5.1%	3.3%
Cash & cash equivalents	%	59.3%	52.0%	48.7%	37.5%	42.1%	43.9%	44.9%
Deferred items	%	1.1%	1.2%	1.5%	1.7%	0.9%	3.5%	2.0%
Equity deficit	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total assets	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SOURCE: COMPANY DATA, SPHENE CAPITAL								

## Balance Sheet (Assets, Normalized), 2017-23e

HGB (12/31)		2017	2018	2019	2020e	2021e	2022e	2023
ASSETS								
Non-current assets	%	27.7%	26.9%	17.9%	13.9%	19.0%	17.0%	14.7%
		26.0%	21.0%	12.0%	13.5%	18.3%	16.3%	
Intangible assets								14.0%
Property, plant & equipment	%	1.8%	1.4%	0.8%	0.4%	0.7%	0.7%	0.79
Shares in affiliated companies	%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%
Loans to affiliated companies	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Advance payments	%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Current assets	%	71.1%	71.9%	68.7%	85.5%	80.3%	82.4%	84.7%
Inventory	%	0.4%	0.4%	0.2%	0.2%	0.5%	0.5%	0.6%
Trade receivables	%	28.2%	33.3%	31.2%	24.8%	35.6%	33.5%	30.4%
Receivables from affiliated companies	%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%
Receivables from called capital	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other current assets	%	2.7%	3.1%	9.0%	59.9%	3.9%	3.4%	2.9%
Cash & cash equivalents	%	39.8%	35.1%	25.0%	0.6%	40.3%	44.9%	50.9%
Deferred items	%	1.2%	1.2%	1.2%	0.6%	0.8%	0.7%	0.6%
Equity deficit	%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	0.0%
Total assets	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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### **Balance Sheet (Liabilities, Normalized), 2010-16**

HGB (12/31)		2010	2011	2012	2013	2014	2015	2016
LIABILITIES AND EQUITY								
Total shareholder's equity	%	29.6%	30.3%	26.7%	29.1%	22.1%	33.9%	14.3%
Issued capital	%	33.9%	43.1%	37.3%	38.6%	28.5%	41.9%	44.4%
Capital reserve	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
Currency adjustments	%	0.5%	0.8%	0.5%	0.3%	0.3%	0.6%	0.8%
Accumulated deficit	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Profit/Loss of period	%	-4.8%	-13.6%	-11.2%	-9.8%	-6.6%	-9.0%	-31.3%
Equity deficit	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Minorities	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Special items	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pension reserves	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other provisions	%	7.6%	10.1%	10.4%	22.8%	17.9%	23.2%	27.1%
Current liabilities	%	62.0%	58.5%	62.6%	47.8%	57.4%	37.7%	53.8%
Bank debt	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trade payables	%	56.2%	53.3%	55.2%	39.4%	41.1%	29.3%	40.0%
Other current liabilities	%	5.8%	5.2%	7.4%	8.4%	16.3%	8.3%	13.8%
Deferred items	%	0.8%	1.1%	0.3%	0.3%	2.6%	5.2%	4.8%
Total liabilities and shareholders' equity	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Balance Sheet (Liabilities, Normalized), 2017-23e

HGB (12/31)		2017	2018	2019	2020e	2021e	2022e	2023
LIABILITIES AND EQUITY								
Total shareholder's equity	%	19.1%	11.9%	0.0%	-0.6%	-1.7%	2.8%	10.3%
Issued capital	%	5.0%	5.9%	5.1%	5.1%	6.7%	5.9%	5.0%
Capital reserve	%	12.2%	20.4%	17.6%	20.9%	27.9%	24.4%	20.8%
Currency adjustments	%	0.5%	0.7%	0.0%	0.1%	0.1%	0.1%	0.1%
Accumulated deficit	%	0.0%	0.0%	0.0%	-17.3%	-23.1%	-20.2%	-17.2%
Profit/Loss of period	%	1.4%	-15.1%	-34.8%	-9.3%	-13.3%	-7.4%	1.6%
Equity deficit	%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	0.0%
Minorities	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Special items	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pension reserves	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other provisions	%	24.2%	20.0%	22.3%	7.0%	9.3%	8.1%	6.9%
Current liabilities	%	51.4%	64.3%	75.1%	93.5%	92.3%	88.9%	82.7%
Bank debt	%	0.0%	0.0%	0.1%	30.9%	0.0%	0.0%	0.0%
Trade payables	%	41.8%	47.1%	56.0%	35.6%	52.6%	50.6%	46.9%
Other current liabilities	%	9.6%	17.2%	16.5%	27.1%	39.7%	38.3%	35.8%
Deferred items	%	5.3%	3.7%	2.6%	0.1%	0.1%	0.1%	0.1%
Total liabilities and shareholders' equity	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## **Cash Flow Statement, 2010-16**

HGB (12/31)		2010	2011	2012	2013	2014	2015	2016
Net income	EUR mn	-0.6	-0.9	0.1	0.2	0.1	0.1	-1.8
Depreciation & Amortisation	EUR mn	0.1	0.1	0.1	0.1	0.1	0.1	0.
Income from sale of assets	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Δ inventory	EUR mn	0.0	0.1	-0.2	-0.7	0.0	0.2	0.
Δ trade receivables	EUR mn	-0.5	0.3	-0.6	-0.9	-1.2	4.0	-0.
Δ other receivables	EUR mn	0.0	0.0	-0.3	0.4	0.1	-0.4	0.
Δ deferred tax assets	EUR mn	0.0	0.0	-0.1	0.0	0.1	-0.3	0.
Δ other long-term provisions	EUR mn	-0.3	0.1	0.2	1.6	0.2	-0.3	0.
Δ other short-term provisions	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Δ trade payables	EUR mn	2.0	-2.1	1.2	-2.3	2.1	-3.7	1.
Δ special items	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Δ deferred liabilities	EUR mn	0.1	0.0	-0.1	0.0	0.4	0.2	-0.
Currency adjustments	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other operational adjustments	EUR mn	0.2	-0.3	0.4	0.2	1.7	-2.0	-0.
Operating cash flow	EUR mn	1.0	-2.7	0.7	-1.4	3.7	-2.2	0.
Investments in financial assets	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Investments in intangible assets	EUR mn	0.0	0.0	0.0	0.0	-1.0	0.0	-0.
Investments in tangible assets	EUR mn	-0.2	-0.1	-0.1	-0.3	-0.1	-0.2	-0.
Cash flow from investing	EUR mn	-0.2	-0.1	-0.2	-0.2	-1.2	-0.2	-0.
Free cash flow	EUR mn	0.8	-2.8	0.5	-1.6	2.5	-2.3	-0.:
Δ Capital stock	EUR mn	0.0	0.0	0.0	0.0	0.0	0.1	0.
Δ Capital reserves	EUR mn	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Δ Bank debt	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Δ other interest-bearing liabilities	EUR mn	0.2	-0.2	0.4	0.1	1.8	-1.9	0.
Other operational adjustments	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Less prior-year dividend	EUR mn	-0.2	0.2	-0.4	-0.1	-1.8	1.9	-0.
Financing cash flow	EUR mn	0.0	0.0	0.0	0.0	0.0	0.1	0.
Net cash inflow	EUR mn	0.8	-2.8	0.5	-1.6	2.5	-2.2	-0.
Currency adjustments	EUR mn	0.0	0.0	0.0	-0.1	0.0	0.1	0.
Net cash opening balance	EUR mn	8.0	8.8	6.1	6.6	4.9	7.5	5.
Net cash closing balance	EUR mn	8.8	6.1	6.6	4.9	7.5	5.3	5.

### **Cash Flow Statement, 2017-23e**

HGB (12/31)		2017	2018	2019	2020e	2021e	2022e	2023
Net income	EUR mn	0.1	-1.8	-2.6	-2.4	-0.2	0.9	2.
Depreciation & Amortisation	EUR mn	0.4	1.6	0.8	0.7	0.7	0.8	0.
Income from sale of assets	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Δ inventory	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Δ trade receivables	EUR mn	0.6	-0.5	-0.3	-2.4	-0.5	-0.5	<b>-</b> 0.
Δ other receivables	EUR mn	0.1	0.0	-1.2	-13.9	14.8	0.0	0.
Δ deferred tax assets	EUR mn	0.1	0.0	0.0	0.0	0.0	0.0	0.
Δ other long-term provisions	EUR mn	-0.4	-0.5	0.6	-1.1	0.0	0.0	0.
Δ other short-term provisions	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Δ trade payables	EUR mn	0.1	0.5	2.0	2.0	1.0	1.0	1.
Δ special items	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Δ deferred liabilities	EUR mn	0.0	-0.2	-0.1	-0.3	0.0	0.0	0.
Currency adjustments	EUR mn	0.0	0.0	-0.1	0.0	0.0	0.0	0.
Other operational adjustments	EUR mn	-0.4	0.8	0.3	0.0	0.0	0.0	0.
Operating cash flow	EUR mn	0.6	-0.1	-0.5	-17.4	15.8	2.2	3.
Investments in financial assets	EUR mn	0.0	0.0	-0.7	0.7	0.0	0.0	0.
Investments in intangible assets	EUR mn	-1.3	0.6	0.8	-2.0	-0.1	-0.1	-0.
Investments in tangible assets	EUR mn	-0.3	-1.6	-0.8	-0.7	-0.8	-0.8	-0.
Cash flow from investing	EUR mn	-1.7	-1.5	-0.7	-2.0	-0.8	-0.8	-0.
Free cash flow	EUR mn	-1.1	-1.6	-1.2	-19.4	15.0	1.3	2.
Δ Capital stock	EUR mn	-4.5	0.1	0.0	0.7	0.0	0.0	0.
Δ Capital reserves	EUR mn	1.3	0.9	0.0	3.1	0.0	0.0	0.
Δ Bank debt	EUR mn	0.0	0.0	0.0	8.0	-8.0	0.0	0.
Δ other interest-bearing liabilities	EUR mn	-0.5	0.8	0.6	4.5	0.7	0.8	0.
Other operational adjustments	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Less prior-year dividend	EUR mn	4.2	-0.8	0.0	0.0	0.0	0.0	0.
Financing cash flow	EUR mn	0.5	1.0	0.6	16.3	-7.3	0.8	0.
Net cash inflow	EUR mn	-0.7	-0.6	-0.7	-3.1	7.7	2.1	3.
Currency adjustments	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.
Net cash opening balance	EUR mn	5.2	4.5	3.9	3.2	0.2	7.8	9.
Net cash closing balance	EUR mn	4.5	3.9	3.2	0.2	7.8	9.9	13.

### One View, 2010-16

HGB (12/31)		2010	2011	2012	2013	2014	2015	201
Key data								
Sales	EUR mn	72.7	65.4	74.8	82.2	89.4	73.3	68.
Gross profit	EUR mn	10.4	10.0	10.8	10.7	10.8	10.6	9.
Gross profit (adjusted)	EUR mn	10.3	9.8	9.9	10.1	10.2	10.0	8.
EBITDA	EUR mn	-0.5	-0.8	0.2	0.4	0.2	0.2	-1.
EBIT	EUR mn	-0.7	-0.9	0.1	0.2	0.1	0.1	-1.
EBT	EUR mn	-0.6	-0.8	0.1	0.2	0.1	0.1	-1.8
Net income	EUR mn	-0.6	-0.9	0.1	0.2	0.1	0.1	-1.
Nr. of employees		98	81	87	92	88	99	9
Per share data								
Price high	EUR	41.70	34.90	22.50	30.00	28.00	18.60	29.2
Price low	EUR	25.60	8.90	10.90	12.80	13.50	13.70	11.1
Price average/last	EUR	32.40	22.50	15.30	17.60	21.20	16.40	15.8
Price average/last	EUR	27.60	12.60	12.80	25.80	17.20	16.50	12.5
EPS	EUR	-1.23	-1.74	0.16	0.46	0.21	0.16	-3.6
BVPS	EUR	8.74	7.03	7.15	7.53	7.77	8.10	3.2
CFPS	EUR	1.94	-5.36	1.44	-2.79	7.30	-4.28	0.7
	EUR	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Profitability ratios (based on adjusted gross profit)								
Profitability ratios (based on adjusted gross profit)	%	-5.2%	-7.7%	2.0%	3.7%	2.3%	2.3%	-17.69
	%	-5.2% -6.4%	-7.7% -9.1%	2.0%	3.7%	2.3%	2.3%	
Profitability ratios (based on adjusted gross profit) EBITDA margin								-19.39
Profitability ratios (based on adjusted gross profit) EBITDA margin EBIT margin	%	-6.4%	-9.1%	0.9%	2.3%	1.1%	1.0%	-19.39 -21.49
Profitability ratios (based on adjusted gross profit) EBITDA margin EBIT margin Pre-tax margin	%	-6.4% -5.7%	-9.1% -8.6%	0.9% 1.0%	2.3%	1.1%	1.0%	-19.39 -21.49 -21.49
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin	% % %	-6.4% -5.7% -6.0%	-9.1% -8.6% -8.9%	0.9% 1.0% 0.8%	2.3% 2.4% 2.3%	1.1% 1.1% 1.0%	1.0% 0.9% 0.8%	-17.69 -19.39 -21.49 -21.49 -2.69
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin	% % %	-6.4% -5.7% -6.0% 7.8%	-9.1% -8.6% -8.9% -28.1%	0.9% 1.0% 0.8% 5.4%	2.3% 2.4% 2.3% -15.6%	1.1% 1.1% 1.0% 24.7%	1.0% 0.9% 0.8% -23.5%	-19.3% -21.4% -21.4% -2.6%
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE	% % % %	-6.4% -5.7% -6.0% 7.8% -14.1%	-9.1% -8.6% -8.9% -28.1% -24.7%	0.9% 1.0% 0.8% 5.4% 2.2%	2.3% 2.4% 2.3% -15.6% 6.1%	1.1% 1.1% 1.0% 24.7% 2.7%	1.0% 0.9% 0.8% -23.5% 2.0%	-19.39 -21.49 -21.49 -2.69 -111.59
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales	% % % % %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4%	2.3% 2.4% 2.3% -15.6% 6.1% 25.2%	1.1% 1.1% 1.0% 24.7% 2.7% 25.7%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3%	-19.39 -21.49 -21.49 -2.69 -111.59 13.29
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head	% % % % % EURk	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894	1.1% 1.0% 24.7% 2.7% 25.7% 1,016	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741	-19.39 -21.49 -21.49 -2.69 -111.59 13.29
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales	% % % % % EURk EURk	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741	-19.3° -21.4° -21.4° -2.6° -111.5° 13.2° 71 -17.
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head	% % % % % % EURk EURK %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1%	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4%	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2%	-19.39 -21.49 -21.49 -2.69 -111.59 13.29 71 -17.
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales  Gross profit premium	% % % % % % EURk EURK %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1%	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4%	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2%	-19.39 -21.49 -21.49 -2.69 -111.59 13.29 71 -17.
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales  Gross profit premium  Growth rates  Sales	% % % % % EURk EURk % %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3% 212.6%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1% 179.5%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1% 194.3%	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4% 170.1%	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1% 214.9%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2% 176.2%	-19.3° -21.4° -21.4° -2.6° -111.5° 13.2° 71 -17. 0.1° 153.9°
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales  Gross profit premium  Growth rates  Sales  Gross profit	% % % % % EURk EURK %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3% 212.6%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1% 179.5%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1% 194.3%	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4% 170.1%	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1% 214.9%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2% 176.2%	-19.3° -21.4° -21.4° -2.6° -111.5° 13.2° 71 -17. 0.1° 153.9° -6.3° -13.4°
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales  Gross profit premium  Growth rates  Sales  Gross profit (adjusted)	% % % % % EURk EURk % %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3% 212.6%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1% 179.5%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1% 194.3%	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4% 170.1%	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1% 214.9%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2% 176.2%	-19.3° -21.4° -21.4° -2.6° -111.5° 13.2° -17. 0.1° 153.9° -6.3° -13.4° -14.0°
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales  Gross profit premium  Growth rates	% % % % % EURk EURk % %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3% 212.6%  5.4% 7.8% 8.8%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1% 179.5% -10.0% -3.4% -4.3%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1% 194.3%  14.4% 7.1% 0.4%	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4% 170.1%  9.9% -0.5% 2.7%	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1% 214.9%  8.7% 1.3% 0.8%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2% 176.2% -18.0% -1.9% -2.7%	-19.3° -21.4° -21.4° -2.6° -111.5° 13.2° -1717. 0.1° 153.9°
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales  Gross profit premium  Growth rates  Sales  Gross profit  Gross profit (adjusted)  EBITDA	% % % % % EURk EURk % % %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3% 212.6%  5.4% 7.8% 8.8% -51.1%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1% 179.5% -10.0% -3.4% -4.3% 41.7%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1% 194.3%  14.4% 7.1% 0.4% n/a	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4% 170.1%  9.9% -0.5% 2.7% 87.7%	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1% 214.9%  8.7% 1.3% 0.8% -36.4%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2% 176.2% -18.0% -1.9% -2.7% -4.6%	-19.3° -21.4° -21.4° -2.6° -111.5° 13.2° -17. 0.1° 153.9° -6.3° -13.4° -14.0°
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales  Gross profit premium  Growth rates  Sales  Gross profit  Gross profit (adjusted)  EBITDA  EBIT	% % % % EURk EURK % % %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3% 212.6%  5.4% 7.8% 8.8% -51.1% -46.5%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1% 179.5% -10.0% -3.4% -4.3% 41.7% 34.7%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1% 194.3%  14.4% 7.1% 0.4% n/a n/a	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4% 170.1%  9.9% -0.5% 2.7% 87.7% 180.0%	1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1% 214.9%  8.7% 1.3% 0.8% -36.4% -52.2%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2% 176.2% -18.0% -1.9% -2.7% -4.6% -16.5%	-19.3° -21.4° -21.4° -2.6° -111.5° 13.2° -17 -17 0.1° 153.9° -6.3° -13.4° -14.0° n/
Profitability ratios (based on adjusted gross profit)  EBITDA margin  EBIT margin  Pre-tax margin  Net margin  FCF margin  ROE  NWC/Sales  Revenues per head  EBIT per head  Capex/Sales  Gross profit premium  Growth rates  Sales  Gross profit (adjusted)  EBITDA  EBIT  EBIT	% % % % % EURk EURk % % % %	-6.4% -5.7% -6.0% 7.8% -14.1% -26.9% 741 -6.8 0.3% 212.6%  5.4% 7.8% 8.8% -51.1% -46.5%	-9.1% -8.6% -8.9% -28.1% -24.7% -10.8% 808 -11.0 0.1% 179.5% -10.0% -3.4% -4.3% 41.7% 34.7% 45.0%	0.9% 1.0% 0.8% 5.4% 2.2% -15.4% 860 1.0 0.1% 194.3%  14.4% 7.1% 0.4% n/a n/a	2.3% 2.4% 2.3% -15.6% 6.1% 25.2% 894 2.6 0.4% 170.1%  9.9% -0.5% 2.7% 87.7% 180.0% 131.7%	1.1% 1.1% 1.0% 24.7% 2.7% 25.7% 1,016 1.3 0.1% 214.9%  8.7% 1.3% 0.8% -36.4% -52.2% -52.8%	1.0% 0.9% 0.8% -23.5% 2.0% 22.3% 741 1.0 0.2% 176.2% -18.0% -1.9% -2.7% -4.6% -19.3%	-19.3° -21.4° -21.4° -2.6° -111.5° -13.2° -1717. 0.1° -153.9° -6.3° -13.4° -14.0°

### One View, 2017-23e

85.8 84.3 11.0 9.2 9.4 9.0 -0.3 -1.9 -1.9 -2.7 -1.9 -2.7 -1.8 -2.6 85 7	2 11.0 9.3 9 -0.5 7 -1.3 7 -2.5	89.2 11.9 11.7 1.0 0.3	104.6 14.3 14.1 2.2	116.1
11.0 9.2 9.4 9.0 -0.3 -1.9 -1.9 -2.7 -1.8 -2.6	2 11.0 9.3 9 -0.5 7 -1.3 7 -2.5	11.9 11.7 1.0 0.3	14.3 14.1	
9.4 9.0 -0.3 -1.9 -1.9 -2.7 -1.9 -2.7 -1.8 -2.6	9.3 9 -0.5 7 -1.3 7 -2.5	11.7 1.0 0.3	14.1	16.0
-0.3 -1.9 -2.7 -1.9 -2.7 -1.8 -2.6	9 -0.5 7 -1.3 7 -2.5	1.0		16.3
-1.9 -2.7 -1.9 -2.7 -1.8 -2.6	7 -1.3 7 -2.5	0.3	2.2	16.1
-1.9 -2.7 -1.8 -2.6	7 -2.5			3.3
-1.8 -2.6		0.0	1.4	2.5
	6 -2.4	-0.2	1.0	2.2
85 7		-0.2	0.9	2.1
	1 71	71	71	71
13.20 24.40	14.80	21.40		
9.70 9.25	5 5.85	11.60		
11.16 14.29	9.63	15.57		
10.90 9.80	14.80	13.10	13.10	13.10
-3.26 -4.05	5 -1.85	-0.13	0.72	1.58
2.35 0.00	-0.11	-0.24	0.48	2.06
-0.17 -0.84	4 -13.29	12.08	1.67	2.55
0.00 0.00	0.00	0.00	0.00	0.00
				24.90
				90.1%
2.7% -20.7%	-5.6%	8.7%	15.7%	20.3%
9.7% -30.0%	-13.4%	2.3%	10.2%	15.4%
9.8% -29.9%	-27.0%	-1.6%	7.0%	13.5%
9.4% -29.3%	-25.9%	-1.5%	6.7%	12.8%
6.8% -13.5%	-208.1%	128.2%	9.5%	15.3%
8.6% n/a	a 1644.3%	54.2%	151.5%	76.9%
0.5% -16.8%	9.4%	4.1%	0.6%	-1.9%
1,010 1,187	7 1,154	1,256	1,473	1,635
-21.9 -38.2	2 -17.6	3.8	20.2	34.9
1.8% 0.9%	0.9%	0.9%	0.8%	0.7%
2.0% 140.5%	347.7%	258.3%	302.5%	366.2%
9.7% -1.8%	6 -2.9%	8.9%	17.3%	11.0%
1.4% -16.4%		7.9%	20.5%	14.1%
4.0% -4.4%		25.2%	20.8%	14.3%
		n/a	116.4%	48.2%
				72.5%
		-92.7%	n/a	119.6%
.,,		-92.8%	n/a	119.6%
				119.6%
n/a 44.8%				52.6%
_	n/a 45.8% n/a 44.5% n/a 44.8% n/a 24.1%	n/a 45.8% -53.8% n/a 44.5% -6.6% n/a 44.8% -8.9% n/a 24.1% -54.4%	n/a     45.8%     -53.8%     n/a       n/a     44.5%     -6.6%     -92.7%       n/a     44.8%     -8.9%     -92.8%       n/a     24.1%     -54.4%     -92.8%	n/a         45.8%         -53.8%         n/a         430.0%           n/a         44.5%         -6.6%         -92.7%         n/a           n/a         44.8%         -8.9%         -92.8%         n/a           n/a         24.1%         -54.4%         -92.8%         n/a

### One View II, 2010-16

HGB (12/31)		2010	2011	2012	2013	2014	2015	201
Balance sheet ratios								
Fixed assets	EUR mn	0.3	0.2	0.3	0.3	1.4	1.4	1.
Current assets	EUR mn	14.6	11.5	13.2	12.7	16.4	10.8	9
Equity	EUR mn	4.4	3.5	3.6	3.8	3.9	4.1	1
Liabilities	EUR mn	10.5	8.2	9.9	9.3	13.8	8.0	9
Equity ratio	%	29.6%	30.3%	26.7%	29.1%	22.1%	33.9%	14.3
Gearing	%	-140.1%	-102.9%	-91.2%	-51.5%	-57.2%	-25.8%	-31.3
Working Capital	EUR mn	-3.1	-1.3	-1.7	2.2	1.3	0.8	-0
Capital Employed	EUR mn	-2.8	-1.1	-1.5	2.6	2.6	2.2	1
Asset Turnover	Х	4.9	5.6	5.5	6.3	5.0	6.0	6
Enterprise Value								
Nr. of shares	1.000	504	504	504	504	504	509	50
Market cap.	EUR mn	21.0	17.6	11.3	15.1	14.1	9.5	14
Market cap.	EUR mn	12.9	4.5	5.5	6.5	6.8	7.0	5
Market cap.	EUR mn	16.3	11.3	7.7	8.9	10.7	8.4	8
Market cap.	EUR mn	13.9	6.4	6.5	13.0	8.7	8.4	6
Net debt	EUR mn	-6.2	-3.6	-3.3	-2.0	-2.2	-1.1	-0
Pension reserves	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0
Minorities	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0
Excess Cash	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0
EV high	EUR mn	14.8	14.0	8.1	13.2	11.9	8.4	14
EV low	EUR mn	6.7	0.8	2.2	4.5	4.6	5.9	5
EV average	EUR mn	10.2	7.7	4.4	6.9	8.5	7.3	7
Enterprise Value	EUR mn	7.7	2.7	3.2	11.1	6.4	7.3	5
Valuation ratios								
EV/sales high	Х	0.20	0.21	0.11	0.16	0.13	0.11	0.2
EV/sales low	Х	0.09	0.01	0.03	0.05	0.05	0.08	0.0
EV/sales average	Х	0.14	0.12	0.06	0.08	0.09	0.10	0.
EV/sales	Х	0.11	0.04	0.04	0.13	0.07	0.10	0.0
EV/EBITDA high	Х	-27.7	-18.4	40.0	34.9	49.5	36.7	-9
EV/EBITDA low	Х	-12.6	-1.1	11.0	11.9	19.0	25.8	-3
EV/EBITDA average	Х	-19.0	-10.1	22.0	18.3	35.2	31.8	-5
EV/EBITDA	Х	-14.4	-3.6	15.7	29.3	26.8	32.0	-3
EV/EBIT last	Х	-11.7	-3.0	37.3	46.5	56.7	77.4	-3
P/E high	Х	n/a	n/a	143.6	65.7	135.8	116.5	r
P/E low	Х	n/a	n/a	69.6	28.0	65.5	85.8	r
P/E average	Х	n/a	n/a	97.7	38.6	102.8	102.8	r
P/E last	Х	n/a	n/a	81.7	56.5	83.4	103.4	r
P/BV last	Х	3.2	1.8	1.8	3.4	2.2	2.0	3
P/CF last	х	16.7	n/a	10.6	n/a	2.9	n/a	22
FCF yield	%	5.8%	-43.6%	8.2%	-12.2%	29.2%	-27.8%	-3.5
Dividend-yield	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0

### One View II, 2017-23e

HGB (12/31)		2017	2018	2019	2020e	2021e	2022e	20236
Balance sheet ratios								
Fixed assets	EUR mn	3.1	3.0	2.3	3.6	3.7	3.8	3.8
Current assets	EUR mn	8.1	8.1	9.0	22.3	15.7	18.4	22.2
Equity	EUR mn	2.1	1.3	0.0	-0.1	-0.3	0.6	2.7
Liabilities	EUR mn	9.1	9.7	12.9	26.0	19.7	21.5	23.3
Equity ratio	%	19.1%	11.9%	0.0%	-0.6%	-1.7%	2.8%	10.3%
Gearing	%	-10.4%	-14.7%	n/a	n/a	122.1%	-79.8%	-24.6%
Working Capital	EUR mn	-1.5	-1.5	-3.2	-2.7	-3.2	-3.7	-4.
Capital Employed	EUR mn	1.6	1.0	-1.5	0.9	0.5	0.1	-0.3
Asset Turnover	x	5.9	7.8	6.6	3.2	4.6	4.7	4.5
Enterprise Value								
Nr. of shares	1.000	560	560	654	1,308	1,308	1,308	1,308
Market cap.	EUR mn	9.5	7.4	16.0	19.4	28.0	0.0	0.0
Market cap.	EUR mn	4.2	5.4	6.0	7.6	15.2	0.0	0.0
Market cap.	EUR mn	6.8	6.3	9.3	12.6	20.4	0.0	0.0
Market cap.	EUR mn	5.9	6.1	6.4	19.4	17.1	17.1	17.
Net debt	EUR mn	-0.2	-0.2	-0.2	8.0	-0.4	-0.5	-0.7
Pension reserves	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Minorities	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Excess Cash	EUR mn	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EV high	EUR mn	9.3	7.2	15.8	27.3	27.6	-0.5	-0.7
EV low	EUR mn	3.9	5.2	5.9	15.6	14.8	-0.5	-0.7
EV average	EUR mn	6.5	6.1	9.2	20.6	20.0	-0.5	-0.7
Enterprise Value	EUR mn	5.7	5.9	6.3	27.3	16.7	16.6	16.5
Valuation ratios								
EV/sales high	Х	0.14	0.08	0.19	0.33	0.31	n/a	n/a
EV/sales low	Х	0.06	0.06	0.07	0.19	0.17	n/a	n/a
EV/sales average	Х	0.10	0.07	0.11	0.25	0.22	n/a	n/a
EV/sales	Х	0.09	0.07	0.07	0.33	0.19	0.16	0.14
EV/EBITDA high	Х	9.4	-27.8	-8.4	-52.2	27.0	n/a	n/a
EV/EBITDA low	Х	3.9	-20.2	-3.2	-29.9	14.5	n/a	n/a
EV/EBITDA average	Х	6.6	-23.4	-4.9	-39.3	19.6	n/a	n/a
EV/EBITDA	Х	5.7	-22.8	-3.3	-52.2	16.4	7.5	5.0
EV/EBIT last	Х	9.6	-3.2	-2.3	-21.9	61.7	11.6	6.6
P/ER high	х	117.0	n/a	n/a	n/a	n/a	0.0	0.0
P/ER low	Х	51.0	n/a	n/a	n/a	n/a	0.0	0.0
P/ER average	Х	83.0	n/a	n/a	n/a	n/a	0.0	0.0
P/ER last	х	72.2	n/a	n/a	n/a	n/a	18.2	8.3
P/BV last	х	2.7	4.6	n/a	n/a	n/a	27.5	6.4
P/CF last	х	11.1	n/a	n/a	n/a	1.3	0.0	0.0
FCF yield	%	-19.0%	-25.9%	-19.0%	-100.3%	87.4%	7.8%	14.4%
Dividend-yield	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

### **Discounted Cash Flow Valuation**

HGB (12/31)		2021e	2022e	2023e	2024e	2025e	2026e	2027e	2028e	2029e	2030e	2031e	2032e	2033e	2034e	2035e	Terminal year
Revenues	EUR mn	89.2	104.6	116.1	127.7	136.1	141.5	144.7	146.5	147.6	148.5	149.3	150.0	150.8	151.5	152.3	153.0
YoY	%	8.9%	17.3%	11.0%	10.0%	6.6%	4.0%	2.2%	1.2%	0.8%	0.6%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
EBIT	EUR mn	0.3	1.4	2.5	3.6	3.9	4.0	4.2	4.2	4.3	4.3	4.3	4.4	4.4	4.5	4.5	4.6
EBIT margin	%	0.3%	1.4%	2.1%	2.8%	2.8%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	3.0%
Taxes	EUR mn	0.0	0.0	-0.1	-0.2	-0.2	-0.2	-0.2	-0.2	-0.2	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1
Tax rate (τ)	%	-3.2%	3.4%	4.4%	5.1%	5.0%	5.0%	5.0%	5.0%	5.0%	24.9%	24.9%	24.9%	24.9%	24.9%	24.9%	24.9%
Adjusted EBIT(1-τ)	EUR mn	0.3	1.4	2.4	3.5	3.7	3.9	4.0	4.0	4.1	3.2	3.3	3.3	3.3	3.4	3.4	3.5
Reinvestment	EUR mn	-0.5	-0.5	-0.5	-0.5	-0.6	-0.6	-0.6	-0.5	-0.4	-0.4	-0.4	-0.4	-0.4	-0.4	-0.4	-0.3
FCFF	EUR mn	-0.3	0.9	1.8	2.9	3.1	3.3	3.4	3.5	3.6	2.8	2.9	2.9	3.0	3.0	3.0	3.1
WACC	%	10.1%	10.1%	10.1%	9.7%	9.2%	8.7%	8.3%	7.8%	7.3%	6.9%	6.4%	6.0%	5.5%	5.5%	5.5%	
Discount rate	%	90.8%	82.5%	74.9%	68.3%	62.6%	57.5%	53.1%	49.3%	45.9%	43.0%	40.4%	38.1%	36.1%	34.2%	32.4%	
Present value of free cash flows	EUR mn	-0.2	0.7	1.4	2.0	1.9	1.9	1.8	1.7	1.7	1.2	1.2	1.1	1.1	1.0	1.0	
TV Insolvency rate	%	8.1%															
Terminal Cost of capital	%	5.5%															
Present value of terminal value	EUR mn	7.2															
in % of enterprise value	%	27.0%															
PV FCFF detailed planning phase	EUR mn	3.8															
in % of Enterprise Value	%	14.4%															
PV FCFF rough planning phase	EUR mn	15.6															
in % of Enterprise Value	%	58.6%															
Enterprise Value	EUR mn	26.6															
Financial debt	EUR mn	-8.0															
Excess cash	EUR mn	14.0															
Value of equity	EUR mn	32.6															
Number of shares	mn	1.3															
Value of equity per share	EUR	24.90															

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25 03 2021/14:50 h	EUR 24.90/EUR 11.90	Buy, 24 months	1, 8
04 02 2021/11:00 h	EUR 25.70/EUR 17.50	Buy, 24 months	1, 8
19 11 2020/09:25 h	EUR 18.40/EUR 12.20	Buy, 24 months	1, 8
29 10 2020/07:00 h	EUR 17.50/EUR 9.50	Buy, 24 months	1, 8
07 10 2020/17:00 h	EUR 17.50/EUR 9.60	Buy, 24 months	1, 8
16 09 2020/08:00 h	EUR 17.30/EUR 8.60	Buy, 24 months	1, 8
18 08 2020/11:00 h	EUR 17.90/EUR 8.15	Buy, 24 months	1, 8
17 04 2020/11:10 h	EUR 18.40/EUR 7.05	Buy, 24 months	1, 8

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