

The Platform Group AG

Germany / E-Commerce
 Frankfurt Stock Exchange/XETRA
 Bloomberg: TPG GR
 ISIN: DE000A2QEFA1

M&A Update

RATING
BUY

PRICE TARGET
€ 17.00

Return Potential 104.8%
 Risk Rating High

ANOTHER MONTH, ANOTHER M&A DEAL

With the unforeseen acquisition of Herbertz GmbH, The Platform Group has completed its second acquisition of 2025 and strengthened its foothold in the outdoor platforms vertical. Herbertz GmbH, which was founded in 1868, is a platform for outdoor products such as knives, drinking bottles, navigation devices and other accessories. Considering the fact that Herbertz was not part of TPG's Q1 M&A pipeline, which was unveiled less than one month ago, we believe it is likely that TPG was able to acquire the company at an attractive price. Closing is expected in early March. While the purchase price was not disclosed, based on past information, we assume revenue in the low double-digit €m range, with an EBITDA margin of 3% - 5% and a purchase price of 3x - 5x EBITDA. Based on these assumptions we estimate a purchase price of roughly €2m - €3m. Management explained that this purchase does not change their plans of making three further acquisitions in Q1/25, which means positive newsflow should continue. An updated DCF model yields an unchanged price target of €17. We maintain our Buy recommendation.

Herbertz deal extends TPG's outdoor selection In an asset deal announced on 24 February, TPG purchased 100% of the Solingen based knives and outdoor utensils platform Herbertz GmbH from Swiss Commerce Group. Founded in 1868, Herbertz is known for the production and distribution of knives, ranging from kitchen knives and multi-tools to pocket knives, hunting knives and collectibles. Along with their extensive knife selection, Herbertz also offers a variety of outdoor appliances such as compasses, axes, compound bows and backpacks. While there is little overlap between the items listed on Herbertz and items listed on TPG's other outdoors subsidiary, Simon-Profi-Technik, their product selection complements each other nicely.

A Q1 filled with acquisitions After presenting preliminary results for a blowout fourth quarter, TPG gave an insight into the planned acquisitions for Q1/25. (p.t.o.)

FINANCIAL HISTORY & PROJECTIONS

	2022	2023	2024E	2025E	2026E	2027E
Revenue (€m)	387.4	440.8	524.6	619.1	702.7	758.9
Y-o-y growth	n.a.	13.8%	19.0%	18.0%	13.5%	8.0%
Adj. EBITDA (€m)	16.8	22.6	33.2	45.8	53.4	60.0
AEBITDA margin	4.3%	5.1%	6.3%	7.4%	7.6%	7.9%
Net income (€m)	22.7	32.2	35.5	19.6	25.3	27.3
Adj. EPS (dil.) (€)	0.00	0.41	0.65	0.97	1.25	1.35
DPS (€)	0.00	0.00	0.00	0.00	0.00	0.00
FCF (€m)	24.8	52.8	26.4	-3.2	37.3	20.5
Net gearing	114.7%	85.1%	86.1%	74.5%	35.3%	17.7%
Liquid assets (€m)	12.1	7.6	33.0	26.7	59.0	79.5

RISKS

Main risks include: Software & IT risk, M&A risk, financing risk.

COMPANY PROFILE

The Platform Group is an owner and operator of e-commerce platforms across a broad range of sectors, operating 26 platforms in 24 different sectors. The company is headquartered in Düsseldorf, Germany, and had 1,042 employees as of 31 December 2024.

MARKET DATA

As of 27 Feb 2025

Closing Price € 8.30
 Shares outstanding 20.24m
 Market Capitalisation € 167.98m
 52-week Range € 5.94 / 10.05
 Avg. Volume (12 Months) 10,906

Multiples	2023	2024E	2025E
P/E	5.2	4.7	8.6
EV/Sales	0.5	0.5	0.4
EV/AEBITDA	10.5	7.1	5.2
Div. Yield	0.0%	0.0%	0.0%

STOCK OVERVIEW



COMPANY DATA

As of 30 Jun 2024

Liquid Assets € 15.07m
 Current Assets € 130.47m
 Intangible Assets € 69.02m
 Total Assets € 259.01m
 Current Liabilities € 116.03m
 Shareholders' Equity € 88.33m

SHAREHOLDERS

Benner Holding GmbH 70.0%
 Paladin Asset Management 9.9%
 Free Float 20.1%



In addition to the Lyra Pet acquisition, which was made on 20 January, the company explained its intentions to make three further purchases (see figure 1). These are: (1) a B2B finance software platform located in Germany, with a share purchase agreement (SPA) expected end of February; (2) a B2C luxury clothing platform located in France, with an SPA expected in March, and (3) a B2C optician platform located in Germany with an SPA expected end of February. Considering that February is almost over, we believe that at least one of the SPAs will be delayed into March. If completed by end of March, this would bring the tally of acquisitions made in Q1/25 to five, already meeting the lower end of their full year target of 5 - 8.

Figure 1: The Platform Group's M&A targets for Q1/25

B2B Finance Software Platform	B2C Luxury Platform	B2C Optician Platform
<ul style="list-style-type: none"> • >€10m revenue • 40 employees • Located in Germany 	<ul style="list-style-type: none"> • €20m - €30m GMV • Focus on vintage goods • Located in France 	<ul style="list-style-type: none"> • Local stores and an online platform • Located in Germany

Source: First Berlin Equity Research, The Platform Group AG

Unexpected yet welcome addition The acquisition of Herbertz GmbH was not part of the recently announced deal pipeline for Q1/25. Considering that TPG purchased Herbertz from the same seller as Lyra Pet, Swiss Commerce Group, it is likely that the M&A team found another good fit for TPG in their portfolio during discussions. We welcome the addition of Herbertz to TPG's platform collection, as it extends the selection of outdoor products available on their platforms, and complements the merchandise available on Simon-Profi-Technik. While financial figures and the price of the transaction were not disclosed, based on past information we estimate that the Herbertz acquisition will generate low double-digit €m revenue contributions at an EBITDA margin of 3% - 5%. Considering that a criterion for acquiring companies is an EV/EBITDA multiple of 3x - 5x, we assume a purchase price of roughly €2m to €3m.

Continue buying while the price is right After having completed 9 (11 if acquisitions made by subsidiaries of TPG are counted) acquisitions in 2024 (see figure 2), The Platform Group had €20.3m of cash at year end. This is about equal to the cash raised by tapping their 2024/2028 bond for an additional €20m on 11 December 2024. We estimate that TPG finances acquisitions with a mix of operating cash flow (FBe: ~40%), cash from the bond (FBe: ~40%) and equity (FBe: ~20%). This means that the remaining cash should suffice to finance the three to six further acquisitions planned for 2025, if acquisition prices remain in the low-to-mid single-digit €m range.

Figure 2: Acquisitions made by TPG and its subsidiaries in 2024

#	Name	Platform focus	Synergies (if applicable)	Date acquired
1	Avocadostore	Sustainable retail	n.a.	15 January 2024
2	Hood.de	Online marketplace	n.a.	16 February 2024
3	OEGE Group	B2B e-commerce	n.a.	28 May 2024
4	Wehrmann*	Machinery	Gindumac	11 June 2024
5	Aplanta	Artificial plants	n.a.	25 June 2024
6	Jungherz	Bicycle parts	Bike-Angebot	11 July 2024
7	Winkelstraat	Luxury fashion	Fashionette	29 July 2024
8	Angermeier*	Forest equipment	Simon Profi-Technik	11 September 2024
9	0815 Group	Home hardware	Simon Profi-Technik	24 September 2024
10	Chronext Group	Luxury watches	Winkelstraat, Fashionette	29 November 2024
11	FirstWire	B2B financing	n.a.	09 December 2024

*Wehrmann and Angermeier were acquired by TPG's subsidiaries Gindumac and Simon-Profi-Technik respectively

Source: First Berlin Equity Research, The Platform Group AG



VALUATION MODEL

Buy recommendation confirmed with an unchanged price target As we do not have any concrete information regarding the financial contributions of the two recent acquisitions, we have left our estimates unchanged. We will adjust them once clear information is communicated with the market. Overall, we believe that TPG is attractively valued for the following four reasons: (1) the company's M&A pipeline is full, with low e-commerce valuations allowing for unplanned bargain purchases; (2) TPG has a track record of completing over 25 mergers and acquisitions since 2020, which it has successfully integrated with the help of its own developed e-commerce software; (3) TPG shares are trading at a 2025E P/E of 9x and an EV/AEBITDA multiple of 5x; and (4) newsflow in the coming months, which we believe will include a guidance increase for 2025, should be positive. An updated DCF model yields an unchanged price target of €17. We maintain our Buy recommendation.

Figure 3: DCF model

All figures in EUR '000	2024E	2025E	2026E	2027E	2028E	2029E	2030E	2031E
Net sales	524,645	619,081	702,657	758,870	809,597	857,852	903,863	947,583
NOPLAT	45,991	31,101	35,604	36,364	38,083	39,733	41,974	44,131
+ depreciation & amortisation	9,622	11,122	11,557	11,902	12,674	13,413	14,114	14,775
Net operating cash flow	55,612	42,223	47,161	48,266	50,757	53,146	56,088	58,906
- total investments (CAPEX and WC)	-22,368	-34,656	-63	-18,697	-25,007	-25,613	-26,171	-26,651
Capital expenditures	-20,461	-17,953	-18,972	-19,731	-20,829	-21,836	-22,761	-23,603
Working capital	22,566	-16,702	18,909	1,033	-4,179	-3,777	-3,410	-3,047
Free cash flows (FCF)	33,244	7,568	47,099	29,568	25,750	27,533	29,917	32,255
PV of FCF's	33,244	6,976	39,414	22,464	17,755	17,236	17,002	16,642

All figures in thousands	
PV of FCFs in explicit period (2024E-2037E)	270,947
PV of FCFs in terminal period	149,124
Enterprise value (EV)	420,070
+ Net cash / - net debt	-68,509
+ Investments / minority interests	1,097
Shareholder value	352,658
Diluted number of shares	20,238
Fair value per share in EUR	17.43

Terminal growth:	2.0%
Terminal EBIT margin:	6.7%

WACC	10.2%
Cost of equity	15.4%
Pre-tax cost of debt	7.0%
Tax rate	30.0%
After-tax cost of debt	4.9%
Share of equity capital	50.0%
Share of debt capital	50.0%
Price target	17.00

WACC	Terminal growth rate						
	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	3.5%
7.2%	27.6	28.1	28.8	29.6	30.6	31.8	33.3
8.2%	23.1	23.4	23.8	24.2	24.7	25.3	26.0
9.2%	19.8	19.9	20.1	20.3	20.6	20.9	21.2
10.2%	17.1	17.2	17.3	17.4	17.5	17.7	17.8
11.2%	15.0	15.1	15.1	15.2	15.2	15.3	15.4
12.2%	13.3	13.3	13.4	13.4	13.4	13.4	13.4
13.2%	11.9	11.9	11.9	11.9	11.9	11.9	11.9



INCOME STATEMENT

All figures in EUR '000	2022A	2023A	2024E	2025E	2026E
Revenues	387,441	440,767	524,645	619,081	702,657
Cost of goods sold	271,987	325,565	341,019	433,357	505,913
Gross profit	115,454	115,202	183,626	185,724	196,744
Sales & Marketing	30,609	28,142	33,577	39,002	43,565
Distribution costs	26,293	35,396	40,922	47,669	51,997
Personnel costs	27,117	22,360	28,331	33,430	36,538
Other operating income	28,970	32,842	29,065	12,382	14,053
Other operating expenses	23,418	14,714	54,248	32,192	25,296
EBITDA	36,986	47,431	55,612	45,812	53,402
PPA effects	20,180	24,859	22,402	0	0
Adjusted EBITDA	16,806	22,572	33,210	45,812	53,402
Depreciation and amortisation	11,352	7,998	9,622	11,122	11,557
Operating income (EBIT)	25,634	39,433	45,991	34,690	41,845
Net financial result	-1,121	-6,449	-9,074	-10,765	-9,842
Pre-tax income (EBT)	24,514	32,984	36,917	23,925	32,003
Income taxes	-274	-329	-185	3,589	6,241
Minority interests	-2,099	-1,097	-1,600	-700	-500
Net income / loss	22,689	32,216	35,501	19,636	25,262
Diluted EPS (in €)	n.m.	1.80	2.86	0.97	1.25
Adjusted net income / loss	2,509	7,358	13,099	19,636	25,262
Adjusted EPS (in €)	n.m.	0.41	0.65	0.97	1.25
Ratios					
Gross margin	29.8%	26.1%	35.0%	30.0%	28.0%
EBITDA margin on revenues	9.5%	10.8%	10.6%	7.4%	7.6%
Adjusted EBITDA margin on revenues	4.3%	5.1%	6.3%	7.4%	7.6%
EBIT margin on revenues	6.6%	8.9%	8.8%	5.6%	6.0%
Net margin on revenues	5.9%	7.3%	6.8%	3.2%	3.6%
Adjusted net margin on revenues	0.6%	1.7%	2.5%	3.2%	3.6%
Tax rate	-1.1%	-1.0%	-0.5%	15.0%	19.5%
Expenses as % of revenues					
Personnel costs	7.0%	5.1%	5.4%	5.4%	5.2%
Depreciation and amortisation	2.9%	1.8%	1.8%	1.8%	1.6%
Other operating expenses	6.0%	3.3%	10.3%	5.2%	3.6%
Y-Y Growth					
Revenues	n.a.	13.8%	19.0%	18.0%	13.5%
Adjusted EBITDA	n.a.	34.3%	47.1%	37.9%	16.6%
Adjusted net income	n.a.	193.3%	78.0%	49.9%	28.7%



BALANCE SHEET

All figures in EUR '000	2022A	2023A	2024E	2025E	2026E
Assets					
Current assets, total	188,748	164,153	155,718	176,242	200,313
Cash and cash equivalents	12,060	7,616	33,044	26,746	59,003
Receivables	38,069	54,676	64,682	76,325	77,004
Inventories	127,227	92,313	56,058	71,237	62,373
Other current assets	11,392	9,548	1,934	1,934	1,934
Non-current assets, total	100,791	120,187	183,263	190,095	197,509
Property, plant & equipment	7,805	9,715	12,164	12,881	14,240
Goodwill	32,023	43,768	43,768	43,768	43,768
Other intangible assets	59,054	64,024	72,415	78,529	84,584
Other assets	1,909	2,680	54,917	54,917	54,917
Total assets	289,539	284,340	338,981	366,337	397,823
Shareholders' equity & debt					
Current liabilities, total	115,520	151,386	136,380	143,399	149,123
Short-term debt	34,029	35,313	26,100	23,000	18,000
Accounts payable	31,026	41,055	37,372	47,491	58,215
Current provisions	4,602	3,019	3,019	3,019	3,019
Other current liabilities	45,863	71,999	71,999	71,999	71,999
Long-term liabilities, total	83,514	51,351	101,586	101,586	101,586
Long-term debt	69,434	32,325	83,100	83,100	83,100
Leasing liabilities	5,402	6,571	6,571	6,571	6,571
Other liabilities	8,678	12,455	11,915	11,915	11,915
Minority interests	1,407	1,097	2,697	3,397	3,897
Shareholders' equity	89,098	80,506	98,319	117,955	143,217
Share capital	17,855	17,855	20,238	20,238	20,238
Capital reserve	51,027	41,190	46,947	46,947	46,947
Other reserves	12,203	10,768	10,768	10,768	10,768
Other components of equity	20,074	25,829	0	0	0
Loss carryforward / retained earnings	-12,061	-15,136	20,365	40,001	65,264
Total consolidated equity and debt	289,539	284,340	338,981	366,337	397,823
Ratios					
Current ratio (x)	1.63	1.08	1.14	1.23	1.34
Quick ratio (x)	0.53	0.47	0.73	0.73	0.93
Net debt	102,207	68,509	84,643	87,841	50,584
Net gearing	115%	85%	86%	74%	35%
Equity ratio	31.3%	28.7%	29.8%	33.1%	37.0%
Book value per share (in €)	n.m.	4.51	4.86	5.83	7.08
Return on equity (ROE)	25.5%	40.0%	36.1%	16.6%	17.6%
Days of sales outstanding (DSO)	36	45	45	45	40
Days inventory outstanding	171	103	60	60	45
Days payables outstanding (DPO)	42	46	40	40	42



CASH FLOW STATEMENT

All figures in EUR '000	2023A	2024E	2025E	2026E
EBIT	39,592	45,991	34,690	41,845
Depreciation and amortisation	7,839	9,622	11,122	11,557
EBITDA	47,431	55,612	45,812	53,402
Changes in working capital	55,486	22,566	-16,702	18,909
Other adjustments	-31,691	-31,292	-14,354	-16,083
Operating cash flow	71,225	46,886	14,756	56,228
Investments in PP&E	-18,447	-6,820	-6,191	-7,027
Investments in intangibles	0	-13,641	-11,763	-11,945
Free cash flow	52,779	26,425	-3,197	37,257
Acquisitions & disposals, net	-58,949	-49,600	0	0
Investment cash flow	-77,395	-70,061	-17,953	-18,972
Debt financing, net	951	40,462	-3,100	-5,000
Equity financing, net	0	8,141	0	0
Other financing	775	0	0	0
Financing cash flow	1,726	48,603	-3,100	-5,000
Net cash flows	-4,444	25,428	-6,297	32,257
Cash, start of the year	12,060	7,616	33,044	26,746
Cash, end of the year	7,616	33,044	26,746	59,003
EBITDA/share (in €)	2.66	2.75	2.26	2.64

Y-Y Growth

Operating cash flow	n.m.	-34.2%	-68.5%	281.1%
Free cash flow	n.m.	-49.9%	n.m.	n.m.
EBITDA/share	n.m.	3.4%	-17.6%	16.6%

Imprint / Disclaimer

First Berlin Equity Research

First Berlin Equity Research GmbH ist ein von der BaFin betreffend die Einhaltung der Pflichten des §85 Abs. 1 S. 1 WpHG, des Art. 20 Abs. 1 Marktmissbrauchsverordnung (MAR) und der Markets Financial Instruments Directive (MiFID) II, Markets in Financial Instruments Directive (MiFID) II Durchführungsverordnung und der Markets in Financial Instruments Regulations (MiFIR) beaufsichtigtes Unternehmen.

First Berlin Equity Research GmbH is one of the companies monitored by BaFin with regard to its compliance with the requirements of Section 85 (1) sentence 1 of the German Securities Trading Act [WpHG], art. 20 (1) Market Abuse Regulation (MAR) and Markets in Financial Instruments Directive (MiFID) II, Markets in Financial Instruments Directive (MiFID) II Commission Delegated Regulation and Markets in Financial Instruments Regulations (MiFIR).

Anschrift:

First Berlin Equity Research GmbH
Friedrichstr. 34
10117 Berlin
Germany

Vertreten durch den Geschäftsführer: Martin Bailey

Telefon: +49 (0) 30-80 93 9 680

Fax: +49 (0) 30-80 93 9 687

E-Mail: info@firstberlin.com

Amtsgericht Berlin Charlottenburg HR B 103329 B

UST-Id.: 251601797

Ggf. Inhaltlich Verantwortlicher gem. § 6 MDStV

First Berlin Equity Research GmbH

Authored by: Alexander Rihane, Analyst

All publications of the last 12 months were authored by Alexander Rihane.

Company responsible for preparation: First Berlin Equity Research GmbH, Friedrichstraße 69, 10117 Berlin

The production of this recommendation was completed on 28 February 2025 at 11:34

Person responsible for forwarding or distributing this financial analysis: Martin Bailey

Copyright© 2025 First Berlin Equity Research GmbH No part of this financial analysis may be copied, photocopied, duplicated or distributed in any form or media whatsoever without prior written permission from First Berlin Equity Research GmbH. First Berlin Equity Research GmbH shall be identified as the source in the case of quotations. Further information is available on request.

INFORMATION PURSUANT TO SECTION 85 (1) SENTENCE 1 OF THE GERMAN SECURITIES TRADING ACT [WPHG], TO ART. 20 (1) OF REGULATION (EU) NO 596/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF APRIL 16, 2014, ON MARKET ABUSE (MARKET ABUSE REGULATION) AND TO ART. 37 OF COMMISSION DELEGATED REGULATION (EU) NO 2017/565 (MIFID) II.

First Berlin Equity Research GmbH (hereinafter referred to as: "First Berlin") prepares financial analyses while taking the relevant regulatory provisions, in particular section 85 (1) sentence 1 of the German Securities Trading Act [WpHG], art. 20 (1) of Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 16, 2014, on market abuse (market abuse regulation) and art. 37 of Commission Delegated Regulation (EU) no. 2017/565 (MiFID II) into consideration. In the following First Berlin provides investors with information about the statutory provisions that are to be observed in the preparation of financial analyses.

CONFLICTS OF INTEREST

In accordance with art. 37 (1) of Commission Delegated Regulation (EU) no. 2017/565 (MiFID) II and art. 20 (1) of Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 16, 2014, on market abuse (market abuse regulation) investment firms which produce, or arrange for the production of, investment research that is intended or likely to be subsequently disseminated to clients of the firm or to the public, under their own responsibility or that of a member of their group, shall ensure the implementation of all the measures set forth in accordance with Article 34 (2) lit. (b) of Regulation (EU) 2017/565 in relation to the financial analysts involved in the production of the investment research and other relevant persons whose responsibilities or business interests may conflict with the interests of the persons to whom the investment research is disseminated. In accordance with art. 34 (3) of Regulation (EU) 2017/565 the procedures and measures referred to in paragraph 2 lit. (b) of such article shall be designed to ensure that relevant persons engaged in different business activities involving a conflict of interests carry on those activities at a level of independence appropriate to the size and activities of the investment firm and of the group to which it belongs, and to the risk of damage to the interests of clients.

In addition, First Berlin shall pursuant to Article 5 of the Commission Delegated Regulation (EU) 2016/958 disclose in their recommendations all relationships and circumstances that may reasonably be expected to impair the objectivity of the financial analyses, including interests or conflicts of interest, on their part or on the part of any natural or legal person working for them under a contract, including a contract of employment, or otherwise, who was involved in producing financial analyses, concerning any financial instrument or the issuer to which the recommendation directly or indirectly relates.

With regard to the financial analyses of The Platform Group AG the following relationships and circumstances exist which may reasonably be expected to impair the objectivity of the financial analyses: The author, First Berlin, or a company associated with First Berlin reached an agreement with The Platform Group AG for preparation of a financial analysis for which remuneration is owed.

Furthermore, First Berlin offers a range of services that go beyond the preparation of financial analyses. Although First Berlin strives to avoid conflicts of interest wherever possible, First Berlin may maintain the following relations with the analysed company, which in particular may constitute a potential conflict of interest:

- The author, First Berlin, or a company associated with First Berlin owns a net long or short position exceeding the threshold of 0.5 % of the total issued share capital of the analysed company;
- The author, First Berlin, or a company associated with First Berlin holds an interest of more than five percent in the share capital of the analysed company;

- The author, First Berlin, or a company associated with First Berlin provided investment banking or consulting services for the analysed company within the past twelve months for which remuneration was or was to be paid;
- The author, First Berlin, or a company associated with First Berlin reached an agreement with the analysed company for preparation of a financial analysis for which remuneration is owed;
- The author, First Berlin, or a company associated with First Berlin has other significant financial interests in the analysed company;

First Berlin F.S.B. Investment-Beratungsgesellschaft mbH (hereafter FBIB), a company of the First Berlin Group, holds a stake of under 0.5% of the shares in the company which has been covered in this analysis. The analyst is not subject to any restrictions with regard to his recommendation and is therefore independent, so that we believe there is no conflict of interest.

With regard to the financial analyses of The Platform Group AG the following of the aforementioned potential conflicts of interests or the potential conflicts of interest mentioned in Article 6 paragraph 1 of the Commission Delegated Regulation (EU) 2016/958 exist: The author, First Berlin, or a company associated with First Berlin reached an agreement with The Platform Group AG for preparation of a financial analysis for which remuneration is owed.

In order to avoid and, if necessary, manage possible conflicts of interest both the author of the financial analysis and First Berlin shall be obliged to neither hold nor in any way trade the securities of the company analyzed. The remuneration of the author of the financial analysis stands in no direct or indirect connection with the recommendations or opinions represented in the financial analysis. Furthermore, the remuneration of the author of the financial analysis is neither coupled directly to financial transactions nor to stock exchange trading volume or asset management fees.

INFORMATION PURSUANT TO SECTION 64 OF THE GERMAN SECURITIES TRADING ACT [WPHG], DIRECTIVE 2014/65/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF 15 MAY 2014 ON MARKETS IN FINANCIAL INSTRUMENTS AND AMENDING DIRECTIVE 2002/92/EC AND DIRECTIVE 2011/61/EU, ACCOMPANIED BY THE MARKETS IN FINANCIAL INSTRUMENTS REGULATION (MIFIR, REG. EU NO. 600/2014).

First Berlin notes that it has concluded a contract with the issuer to prepare financial analyses and is paid for that by the issuer. First Berlin makes the financial analysis simultaneously available for all interested security financial services companies. First Berlin thus believes that it fulfils the requirements of section 64 WpHG for minor non-monetary benefits.

PRICE TARGET DATES

Unless otherwise indicated, current prices refer to the closing prices of the previous trading day.

AGREEMENT WITH THE ANALYSED COMPANY AND MAINTENANCE OF OBJECTIVITY

The present financial analysis is based on the author's own knowledge and research. The author prepared this study without any direct or indirect influence exerted on the part of the analysed company. Parts of the financial analysis were possibly provided to the analysed company prior to publication in order to avoid inaccuracies in the representation of facts. However, no substantial changes were made at the request of the analysed company following any such provision.

ASSET VALUATION SYSTEM

First Berlin's system for asset valuation is divided into an asset recommendation and a risk assessment.

ASSET RECOMMENDATION

The recommendations determined in accordance with the share price trend anticipated by First Berlin in the respectively indicated investment period are as follows:

Category		1	2
Current market capitalisation (in €)		0 - 2 billion	> 2 billion
Strong Buy ¹	An expected favourable price trend of:	> 50%	> 30%
Buy	An expected favourable price trend of:	> 25%	> 15%
Add	An expected favourable price trend of:	0% to 25%	0% to 15%
Reduce	An expected negative price trend of:	0% to -15%	0% to -10%
Sell	An expected negative price trend of:	< -15%	< -10%

¹ The expected price trend is in combination with sizable confidence in the quality and forecast security of management.

Our recommendation system places each company into one of two market capitalisation categories. Category 1 companies have a market capitalisation of €0 – €2 billion, and Category 2 companies have a market capitalisation of > €2 billion. The expected return thresholds underlying our recommendation system are lower for Category 2 companies than for Category 1 companies. This reflects the generally lower level of risk associated with higher market capitalisation companies.

RISK ASSESSMENT

The First Berlin categories for risk assessment are low, average, high and speculative. They are determined by ten factors: Corporate governance, quality of earnings, management strength, balance sheet and financial risk, competitive position, standard of financial disclosure, regulatory and political uncertainty, strength of brandname, market capitalisation and free float. These risk factors are incorporated into the First Berlin valuation models and are thus included in the target prices. First Berlin customers may request the models.

RECOMMENDATION & PRICE TARGET HISTORY

Report No.:	Date of publication	Previous day closing price	Recommendation	Price target
Initial Report	5 November 2024	€7.58	Buy	€16.00
2...1	↓	↓	↓	↓
2	29 November 2024	€7.34	Buy	€16.00
3	13 December 2024	€7.68	Buy	€16.00
4	10 February 2025	€8.68	Buy	€17.00
5	Today	€8.30	Buy	€17.00

INVESTMENT HORIZON

Unless otherwise stated in the financial analysis, the ratings refer to an investment period of twelve months.

UPDATES

At the time of publication of this financial analysis it is not certain whether, when and on what occasion an update will be provided. In general First Berlin strives to review the financial analysis for its topicality and, if required, to update it in a very timely manner in connection with the reporting obligations of the analysed company or on the occasion of ad hoc notifications.

SUBJECT TO CHANGE

The opinions contained in the financial analysis reflect the assessment of the author on the day of publication of the financial analysis. The author of the financial analysis reserves the right to change such opinion without prior notification.

Legally required information regarding

- **key sources of information in the preparation of this research report**
- **valuation methods and principles**
- **sensitivity of valuation parameters**

can be accessed through the following internet link: <https://firstberlin.com/disclaimer-english-link/>

SUPERVISORY AUTHORITY: Bundesanstalt für Finanzdienstleistungsaufsicht (German Federal Financial Supervisory Authority) [BaFin], Graurheindorferstraße 108, 53117 Bonn and Marie-Curie-Straße 24-28, 60439 Frankfurt am Main

EXCLUSION OF LIABILITY (DISCLAIMER)

RELIABILITY OF INFORMATION AND SOURCES OF INFORMATION

The information contained in this study is based on sources considered by the author to be reliable. Comprehensive verification of the accuracy and completeness of information and the reliability of sources of information has neither been carried out by the author nor by First Berlin. As a result no warranty of any kind whatsoever shall be assumed for the accuracy and completeness of information and the reliability of sources of information, and neither the author nor First Berlin, nor the person responsible for passing on or distributing the financial analysis shall be liable for any direct or indirect damage incurred through reliance on the accuracy and completeness of information and the reliability of sources of information.

RELIABILITY OF ESTIMATES AND FORECASTS

The author of the financial analysis made estimates and forecasts to the best of the author's knowledge. These estimates and forecasts reflect the author's personal opinion and judgement. The premises for estimates and forecasts as well as the author's perspective on such premises are subject to constant change. Expectations with regard to the future performance of a financial instrument are the result of a measurement at a single point in time and may change at any time. The result of a financial analysis always describes only one possible future development – the one that is most probable from the perspective of the author – of a number of possible future developments.

Any and all market values or target prices indicated for the company analysed in this financial analysis may not be achieved due to various risk factors, including but not limited to market volatility, sector volatility, the actions of the analysed company, economic climate, failure to achieve earnings and/or sales forecasts, unavailability of complete and precise information and/or a subsequently occurring event which affects the underlying assumptions of the author and/or other sources on which the author relies in this document. Past performance is not an indicator of future results; past values cannot be carried over into the future.

Consequently, no warranty of any kind whatsoever shall be assumed for the accuracy of estimates and forecasts, and neither the author nor First Berlin, nor the person responsible for passing on or distributing the financial analysis shall be liable for any direct or indirect damage incurred through reliance on the correctness of estimates and forecasts.

INFORMATION PURPOSES, NO RECOMMENDATION, SOLICITATION, NO OFFER FOR THE PURCHASE OF SECURITIES

The present financial analysis serves information purposes. It is intended to support institutional investors in making their own investment decisions; however in no way provide the investor with investment advice. Neither the author, nor First Berlin, nor the person responsible for passing on or distributing the financial analysis shall be considered to be acting as an investment advisor or portfolio manager vis-à-vis an investor. Each investor must form his own independent opinion with regard to the suitability of an investment in view of his own investment objectives, experience, tax situation, financial position and other circumstances.

The financial analysis does not represent a recommendation or solicitation and is not an offer for the purchase of the security specified in this financial analysis. Consequently, neither the author nor First Berlin, nor the person responsible for passing on or distributing the financial analysis shall as a result be liable for losses incurred through direct or indirect employment or use of any kind whatsoever of information or statements arising out of this financial analysis.

A decision concerning an investment in securities should take place on the basis of independent investment analyses and procedures as well as other studies including, but not limited to, information memoranda, sales or issuing prospectuses and not on the basis of this document.

NO ESTABLISHMENT OF CONTRACTUAL OBLIGATIONS

By taking note of this financial analysis the recipient neither becomes a customer of First Berlin, nor does First Berlin incur any contractual, quasi-contractual or pre-contractual obligations and/or responsibilities toward the recipient. In particular no information contract shall be established between First Berlin and the recipient of this information.

NO OBLIGATION TO UPDATE

First Berlin, the author and/or the person responsible for passing on or distributing the financial analysis shall not be obliged to update the financial analysis. Investors must keep themselves informed about the current course of business and any changes in the current course of business of the analysed company.

DUPLICATION

Dispatch or duplication of this document is not permitted without the prior written consent of First Berlin.

SEVERABILITY

Should any provision of this disclaimer prove to be illegal, invalid or unenforceable under the respectively applicable law, then such provision shall be treated as if it were not an integral component of this disclaimer; in no way shall it affect the legality, validity or enforceability of the remaining provisions.

APPLICABLE LAW, PLACE OF JURISDICTION

The preparation of this financial analysis shall be subject to the law obtaining in the Federal Republic of Germany. The place of jurisdiction for any disputes shall be Berlin (Germany).

NOTICE OF DISCLAIMER

By taking note of this financial analysis the recipient confirms the binding nature of the above explanations.

By using this document or relying on it in any manner whatsoever the recipient accepts the above restrictions as binding for the recipient.

QUALIFIED INSTITUTIONAL INVESTORS

First Berlin financial analyses are intended exclusively for qualified institutional investors.

This report is not intended for distribution in the USA and/or Canada.