

SaveLend Group

Sector: Fintech

A Transportation Quarter in High Speed

Redeye updates its estimates and fair value range to reflect the recent report. The last quarter was somewhat of a transportation quarter to the third quarter as the company has promised a clear path towards profitability after the second quarter as headcount will not increase, and marketing costs will stabilize.

The second quarter report

The Q2 report was not a step towards being profitable; meanwhile, the underlying growth shows that SaveLend Group is very stable in an unstable macro and investing environment. Especially since institutional investors' AUM grew from SEK 4m to SEK ~96m and retail investors had net capital retention of 142%.

Important next quarter

The third quarter is important for SaveLend Group as it has stated a shifted focus in the Q1 report to profitable growth, and the company will be profitable by the end of the year. Making that happen allows for only small cost increases, and it continues to grow at the current pace.

Reiterates our base case

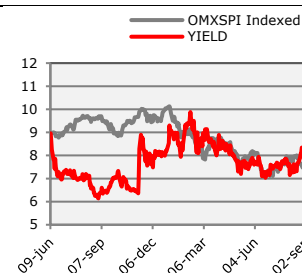
We have made minor changes in our estimates and leave the fair value range unchanged. On our estimates, SaveLend Group trade at EV/S multiples of 3.4x 2022, 2.2x 2023, and 1.5x 2024. Our base case remains at SEK 18 (18) per share, with a bear case of SEK 8.4 (8.4) and a bull case of 47 (47).

Key Financials (SEK)	2020	2021	2022E	2023E	2024E
Net sales	56	94	152	230	310
Revenue growth	26%	67%	61%	52%	35%
EBITDA	-7	-18	-15	28	71
EBIT	-15	-28	-35	3	41
EBIT Margin (%)	-27%	-30%	-23%	1%	13%
Net Income	-14	-29	-36	3	33
EV/Revenue	na	3,9	3,4	2,2	1,5
EV/EBITDA	na	neg	neg.	18	7
EV/EBIT	na	neg	neg.	166	12

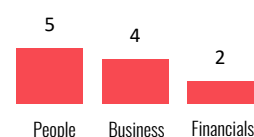
FAIR VALUE RANGE

BEAR	BASE	BULL
8.4	18	47

YIELD VERSUS OMXS30



REDEYE RATING



KEY STATS

Ticker	YIELD
Market	First North
Share Price (SEK)	9,27
Market Cap (SEKm)	478
Net Debt (SEKm)	5
Free Float (%)	45
Avg. daily volume ('000)	62

ANALYSTS

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In the Second quarter of 2022

In general, the report did come in very much in line with our forecast, and it was more a mix difference and more significant negative numbers on EBITDA and EBIT. The investing platform had higher growth than expected, driven by faster growing AUM than expected. Meanwhile, the invoicing platform Billecta came in lower than we forecasted due to lower amounts of invoices.

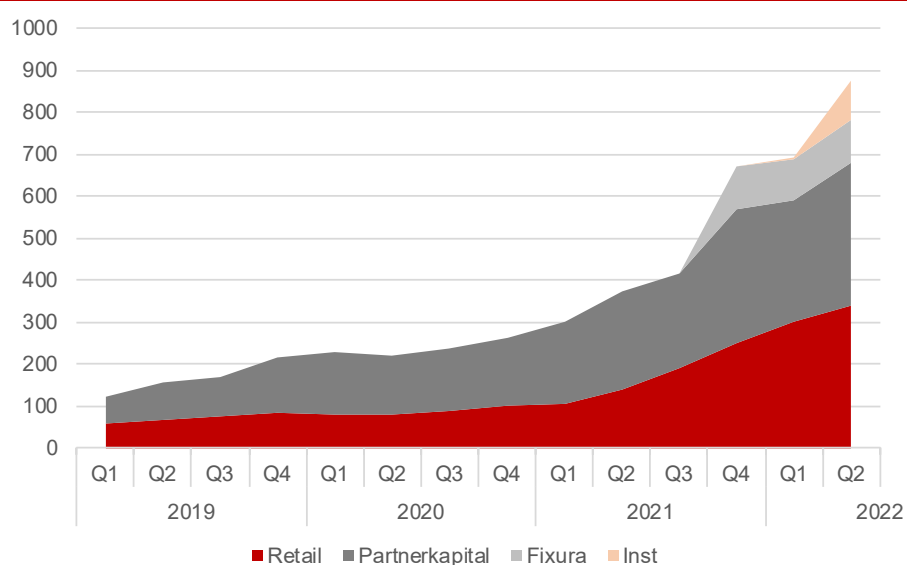
SaveLend Group	2021	2022	2022	
MSEK	Q2	Q2A	Q2E	Diff %
Net sales	21,1	35,0	34,4	2%
Savelend	16,1	27,5	26,4	4%
Billecta	5,0	7,5	8,0	-6%
Gross profit	18,9	29,4	30,6	-4%
EBITDA	-10,8	-6,9	-4,6	49%
Adjusted EBITDA				
EBIT	-12,9	-12,0	-9,0	33%
Growth		66%	63%	3%
Savelend		71%	64%	7%
Billecta		50%	59%	-9%
Gross profit margin	90%	84%	89%	-5%
EBITDA margin	-51%	-20%	-14%	-6%
Adjusted EBITDA margin	-10%	-19%	0%	0%
EBIT margin	-61%	-34%	-26%	-8%

Source: Redeye Research

Regarding the operational KPIs, we were surprised by the growth in AUM, mainly driven by the increase in institutional capital on the platform. Due to a focus on interests with higher quality, longer time to the principal, and high growth, the monetization (take-rates) was lower than we expected. Billecta had higher revenue per invoice than we expected, and, as mentioned above were, the number of invoices lower than we expected.

SaveLend Group	2021	2022	2022	
KPIs	Q2	Q2A	Q2E	Diff %
SaveLend				
AUM (MSEK)	373	876	755	16%
Annual take-rate	15%	9%	12%	-24%
Quarterly take-rate	5%	3%	4%	-17%
Invested AUM ratio	82%	97%	92%	5%
AUM growth		135%	102%	32%
Billecta				
Invoices (thousands)	810	1 053	1 110	-5%
Per invoices	4,4	7,4	7,2	3%
Growth in invoices		30%	37%	-19%
Growth in revenue per invoice		68%	64%	7%

Source: Redeye Research

SaveLend Group: AUM

Source: Redeye Research

Next Quarter Is Very Important

The next quarter is crucial as it must show clear steps to become profitable. Management in SaveLend Group has said it will become profitable and have positive cash flow by the year's end. The second quarter was not a step toward profitability but a clear statement of how they will reach profitability. Mainly through the personnel cost stagnating on the second quarter cost level, marketing costs will creep down to 30% of revenue and reach it by 2023, and the other cost will also stagnate around the current cost level. The current high growth needs to continue to achieve profitability by the end of the year.

Operationally will, a lot also happen in the third quarter; the investors from Fixura and Svensk kreditförmedling (SKF) will be migrated to the investing platform, which since the acquisitions have not been able to grow on the platform as the rest of the SaveLend investors. SKF investors have been able to invest as they could before with a minimum of SEK 300,000 and only in real estate-related credits. While Fixura investors have been in stasis mode, that is why the AUM from Fixura is still SEK 100m which it was at the acquisition.

Institutional Investors

The fourth institutional investor, NordIX AG, was announced on the 22nd of June. NordIX will initially invest EUR 5m during the third quarter and solely invest in consumer credits. The investment from NordIX is made from its fund NordIX European Consumer Credit, which specializes in investing in Peer-to-Peer platforms and "Buy Now, Pay Later" credits. At the time of the announcement, the fund has an AUM of EUR59m and a return target of 4% annually after expenses, which is half of what SaveLend has as approximately half of what SaveLend has in target return.

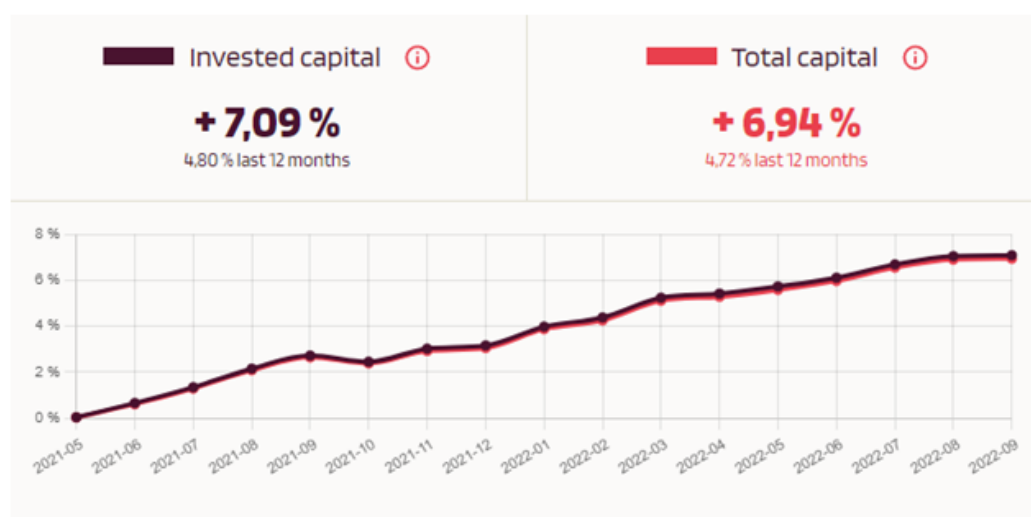
Institutional investors are a vital source of growth and will indirectly give credibility to the platform when professional investors are active. In the second quarter, institutional capital grows from SEK 4m to SEK ~96m. With the increase of SEK 50m will, the institutional capital is a significant part of the capital on the platform.

Follow-up on the SaveLend Portfolio

We have had a SaveLend portfolio since May 2021 and tried out the platform with SEK 10 000 of our own money. Covering almost one and a half years is an excellent period to start evaluating the platform since credits have a term of 1 month up to 4 years. So, we are soon half through a cycle of credits; meanwhile, we think investors don't give the platform much more than a year when trying it out. Also, when looking at the current portfolio is, the terms usually closer to one or two years.

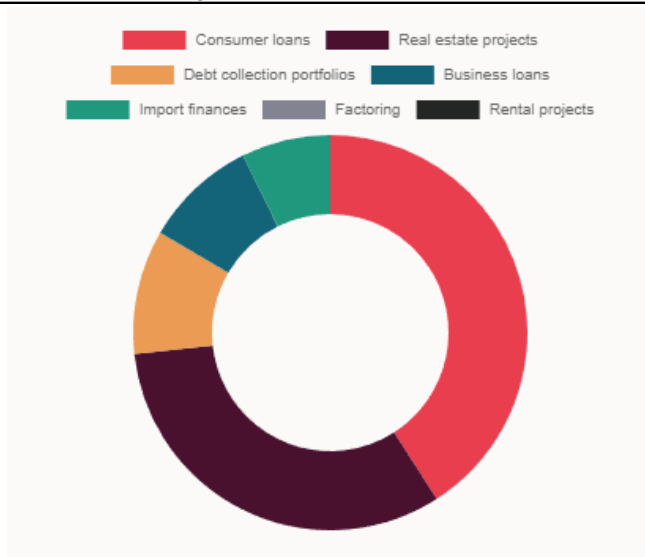
The returns are lower than what SaveLend Group has reported. Meanwhile, it is due to timing effects as 57% of the portfolio constitution of 15 credits has not reached its principal yet. Given the interest in these credits, the returns in our test portfolio will likely reach 9%, which is close to the reported figure for the whole platform. We have seen that the timing of when investors start investing on the SaveLend platform affects the type of credits significantly and, subsequently, the returns. It is only natural as some credits have a seasonality to them and others don't. For example, in real estate credits, it is more real estate activity in the second and fourth quarters. Therefore, an investor who starts to invest in those quarters tends to get a higher part of its portfolio in real estate credits.

SaveLend Group: Portfolio returns



Source: Redeye Research

SaveLend Group: Portfolio credits



Source: Redeye Research

Financial Forecasts

Segment estimates

The second quarter report was in line with our forecast, meanwhile in the revenue mix were, SaveLend stronger than Billecta. We have made small estimate changes to adjust for that.

SaveLend

AUM was growing faster than we expected, and with the additional SEK 50m from NordIX, we will most probably see the growth continue in the third quarter. In our AUM forecast, we decreased the monetizing (take-rate) of the AUM due to the higher quality of credits with longer terms. Meanwhile, SKF is accretive to the take-rate and should make a mark in the fourth quarter. We have not included AUM from retail investors in the new European markets or additional institutional investors in our estimate.

Billecta

Regarding Billecta, we forecasted the net sales slightly due to the lower number of invoices and, in 2024, lower revenue per invoice. However, there is a chance that Billecta will sign large contracts soon due to the platform's upgrade has been paused. This was the undertone in the second quarter report.

SaveLend Group: Estimates per Segment												
(SEKm)	2021	Q1'22	Q2'22	Q3'22E	Q4'22E	2022E	Q1'23E	Q2'23E	Q3'23E	Q4'23E	2023E	2024E
SaveLend												
Net Sales	72,4	22,5	27,5	31,7	37,6	119,3	41,6	45,4	47,9	53,1	188,1	256,0
Growth Y/Y	61%	47%	71%	76%	64%	65%	85%	65%	51%	41%	58%	36%
AUM	669	694	876	1 000	1 109	1 109	1 216	1 320	1 421	1 543	1 543	1 950
Growth Y/Y	156%	131%	135%	141%	66%	66%	75%	51%	42%	39%	39%	26%
AUM net add Y/Y	408	393	503	585	440	440	522	444	421	435	435	407
Growth Q/Q		15%	24%	10%	38%		9%	8%	7%	8%		
AUM net add Q/Q		25	182	124	109		107	104	101	123		
Invested AUM	629	645	850	960	1 075	1 075	1 155	1 280	1 350	1 497	1 497	1 892
Invested AUM (% of AUM)	94%	93%	97%	96%	97%	97%	95%	97%	95%	97%	97%	97%
Annually take-rate	10,8%	11,5%	10,4%	10,5%	10,8%	10,8%	11,4%	11,8%	12,1%	12,2%	12,2%	13,1%
Change Y/Y percentage points	-6,5%	-5,4%	-5,0%	-4,8%	-0,1%	-0,1%	-0,1%	1,5%	1,7%	1,4%	1,4%	0,9%
Quarterly take-rate		3,5%	3,2%	3,3%	3,5%		3,6%	3,6%	3,6%	3,6%		
Change Y/Y percentage points		-0,2%	-0,3%	0,1%	0,2%		0%	0%	0%	0%		
Billecta												
Net Sales	21,7	7,5	8,0	8,2	8,5	32,2	9,2	10,0	11,0	12,1	42,3	54,4
Growth Y/Y	92%	100%	59%	47%	16%	48%	23%	26%	34%	42%	31%	29%
Invoices (thousands)	3 041	1 015	1 053	1 110	1 170	4 348	1 250	1 360	1 490	1 640	5 740	7 400
Growth Y/Y	148%	160%	30%	28%	21%	43%	23%	29%	34%	40%	32%	29%
Revenue per Invoice	7,1	7,4	7,4	7,4	7,3	7,4	7,4	7,4	7,4	7,4	7,4	7,4
Growth Y/Y	-23%	-23%	68%	15%	-4%	4%	0%	0%	0%	1%	0%	0%

Source: Redeye Research

SaveLend Group: KPI estimate change per segment			
(MSEK)	2022E	2023E	2024E
SaveLend			
Net sales			
Old	118	181	241
New	119	188	256
% change	1%	4%	6%
AUM			
Old	950	1 170	1 414
New	1 109	1 543	1 950
% change	17%	32%	38%
Invested AUM			
Old	874	1 077	1 301
New	1 075	1 497	1 892
% change	23%	39%	45%
Annully take-rate			
Old	12,4%	15,5%	17,0%
New	10,8%	12,2%	13,1%
Precetange point change	-1,6%	-3,3%	-3,9%
Billecta			
Net sales			
Old	33	47	62
New	32	42	54
% change	-2%	-9%	-13%
Invoices (thousands)			
Old	4 555	6 340	8 250
New	4 348	5 740	7 400
% change	-5%	-9%	-10%
Revenue per invoice			
Old	7,2	7,4	7,6
New	7,4	7,4	7,4
% change	3%	0%	-3%

Source: Redeye Research

Group estimates

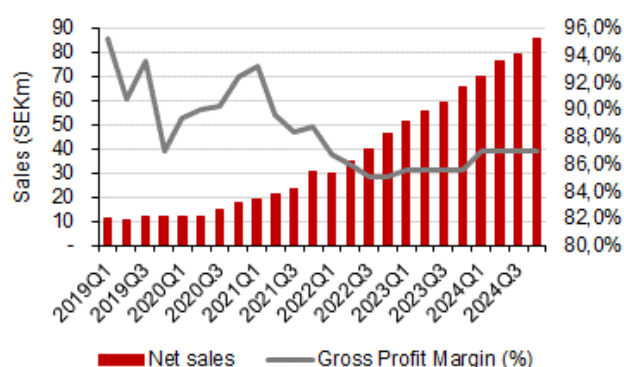
We adjust our net sales estimates as seen above in our segment estimates. The costs basis for the third and fourth quarter is increased slightly, mainly due to a higher personnel cost in the second quarter than we expected. With the personnel cost stagnating at the second quarter level, marketing costs moving down to 30% of revenue, and revenue increasing a bit due to the high AUM growth will, SaveLend Group reach a positive EBITDA result in the fourth quarter. I may be, so it not reaches profitability over the whole quarter; however it should be close to breaking even on EBITDA and cash flow.

SaveLend Group: Estimates

(SEKm)	2021	Q1'22	Q2'22	Q3'22E	Q4'22E	2022E	Q1'23E	Q2'23E	Q3'23E	Q4'23E	2023E	2024E
Net Sales	94,1	30,0	35,5	39,8	46,2	151,5	50,8	55,5	58,9	65,2	230,4	310,4
Gross profit	84,2	25,8	30,1	33,9	39,3	129,0	43,5	47,4	50,3	55,8	197,0	270,0
EBITDA	-18,1	-3,8	-6,9	-4,7	0,6	-14,9	3,8	6,1	7,2	10,4	27,6	71,0
Adjusted EBITDA	-6,2	-3,0	-6,9	-4,7	0,6	-14,9	3,8	6,1	7,2	10,4	27,6	71,0
EBIT	-28,1	-8,1	-12,1	-10,0	-5,0	-35,3	-1,9	-0,1	1,2	3,8	3,0	41,0
EPS	-0,6	-0,2	-0,2	-0,2	-0,1	-0,7	0,0	0,0	0,0	0,1	0,1	0,6
Growth Y/Y (%)	67%	57%	68%	69%	52%	61%	69%	56%	48%	41%	52%	35%
Gross margin (%)	90%	86%	85%	85%	85%	85%	86%	86%	86%	86%	86%	87%
EBITDA Margin (%)	-19,3%	-12,7%	-19,5%	-11,8%	1,3%	-9,8%	7,5%	11,0%	12,3%	16,0%	12,0%	22,9%
Adjusted EBITDA Margin (%)	-6,6%	-10,1%	-19,5%	-11,8%	1,3%	-9,8%	7,5%	11,0%	12,3%	16,0%	12,0%	22,9%
EBIT Margin (%)	-29,9%	-27,1%	-34,1%	-25,0%	-10,9%	-23,3%	-3,7%	-0,2%	2,1%	5,8%	1,3%	13,2%

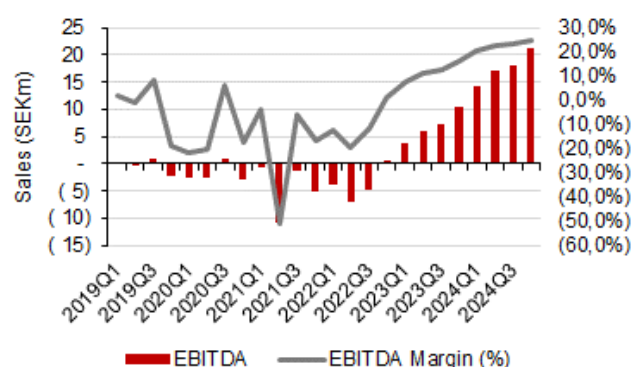
Source: Redeye Research

SaveLend Group: Sales and Gross Profit margin (MSEK)



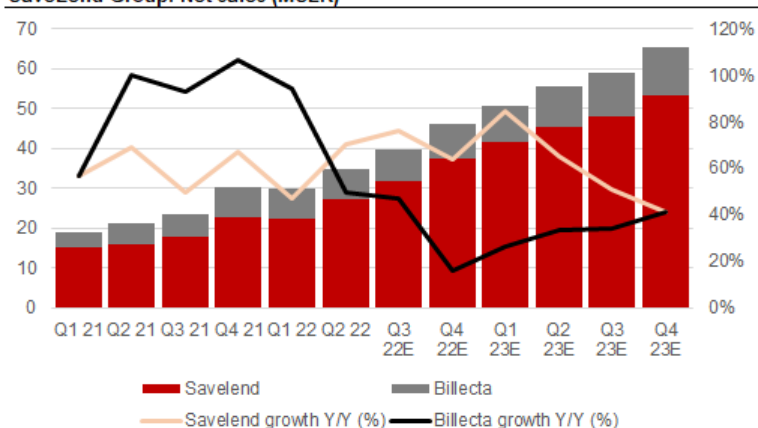
Source: Redeye Research

SaveLend Group: EBITDA and EBITDA Margin (MSEK)



Source: Redeye Research

SaveLend Group: Net sales (MSEK)



Source: Redeye Research

Estimate changes

As mentioned in the segment estimates, the increase in net sales is driven by higher AUM growth than we expected. Invoices and revenue per invoice affected the net sales negatively.

We increased the cost basis for 2022, resulting in lower margins in 2022 and 2023. However, we believe the marketing costs will scale better and decrease lower than the 30% of revenue, resulting in higher margins in 2024 than expected in our last update.

SaveLend Group: Estimate change (MSEK)			
MSEK	2022E	2023E	2024E
Net sales			
Old	150,7	227,6	303,3
New	151,5	230,4	310,4
% change	1%	1%	2%
EBITDA			
Old	-10,6	26,9	58,3
<i>margin</i>	-7,2%	12,5%	27,1%
New	-14,9	27,6	71,0
<i>margin</i>	-9,8%	12,0%	30,8%
% change	40%	3%	22%
EBIT			
Old	-28,6	6,5	34,9
<i>margin</i>	-19,5%	3,0%	16,2%
New	-35,3	3,0	41,0
<i>margin</i>	-23,3%	1,3%	17,8%
% change	23%	-53%	17%

Source: Redeye Research

Valuation

Peer valuation

SaveLend Group's peer group valuation has fallen quite significantly in the last year, meanwhile has SaveLend Group's not changed. This can be argued to be fair as the Sales CAGR and expected margins decreased. On the contrary, we have increased the growth estimates and the margins. A sales CAGR 20-24E being 33 percentage points higher than the closest peer should result in a higher valuation than peers. However, because SaveLend Group is not profitable yet and is a much smaller company, it can be argued that a lower valuation is fair. We think the valuation difference is too large, and SaveLend Group's valuation should be closer to the peer group. When it becomes profitable, it should yield a higher valuation than the peer group as it has higher growth prospects and a more stable revenue than most investing platforms.

Peer valuation												
Company	EV (MSEK)	EV/Sales			EV/EBIT			Sales CAGR	EBIT CAGR	EBIT margin		
		2022E	2023E	2024E	2022E	2023E	2024E	20-24E	20-24E	2022E	2023E	2024E
Investing platform												
Avanza	21 289	7,8x	6,8x	6,2x	12,6x	10,6x	9,6x	6%	7%	62%	64%	64%
Nordnet	27 017	8,3x	7,0x	6,4x	13,3x	10,3x	9,1x	7%	10%	63%	69%	70%
Tessin	245	4,5x	3,2x	2,3x	neg.	neg.	neg.	18%	n/a	-53%	-28%	-9%
Flatex/Degiro*	11 122	2,5x	2,2x	1,8x	7,8x	5,8x	4,5x	9%	14%	33%	37%	40%
Robin Hood	74 748	5,1x	3,8x	3,3x	neg.	neg.	neg.	11%	-21%	-87%	-41%	-22%
Lending Club	7 249	0,6x	0,5x	0,4x	1,6x	1,2x	0,9x	9%	14%	35%	42%	43%
Lending Tree	11 066	1,1x	1,0x	0,9x	neg.	41,1x	32,8x	5%	n/a	-4%	2%	3%
Coinbase	137 196	3,8x	3,0x	2,3x	neg.	neg.	neg.	13%	n/a	-85%	-29%	-3%
Charles Schwab	561 287	2,4x	2,1x	2,0x	5,5x	4,2x	3,8x	5%	10%	44%	51%	54%
Median	21 289	3,8x	3,0x	2,3x	7,8x	8,0x	6,8x	9%	10%	33%	37%	40%
Billing platform												
Bill	161 653	16,0x	15,9x	11,9x	neg.	neg.	217,0x	20%	n/a	-2%	3%	6%
Fortnox	29 318	23,1x	17,3x	13,3x	62,1x	42,8x	31,5x	15%	18%	37%	40%	42%
Exela	11 211	1,0x	0,9x	n/a	33,7x	13,2x	15,5x	n/a	n/a	3%	7%	n/a
SAP	1 156 929	3,6x	3,3x	3,1x	13,6x	12,1x	10,6x	4%	6%	26%	28%	29%
Oracle	2 801 004	5,4x	5,1x	4,8x	12,7x	11,8x	10,8x	3%	4%	42%	43%	44%
AvidXchange	17 352	4,1x	3,5x	2,9x	neg.	neg.	neg.	9%	-10%	-22%	-16%	-10%
Median	161 653	4,7x	4,3x	4,8x	23,6x	12,7x	15,5x	9%	5%	26%	28%	36%
Peer group												
Median	27 017	4,1x	3,3x	3,0x	12,7x	11,2x	10,6x	9%	8%	26%	28%	35%
Average	391 990	5,9x	5,0x	4,4x	18,1x	15,3x	31,5x	10%	4%	9%	19%	25%
SaveLend	471	3,1x	2,0x	1,4x	neg.	150,0x	10,5x	53%	n/a	-23%	1%	13%

Source: Factset & Redeye Research *Net debt adjusted

Sum-of-the-parts Valuation

Earlier, we did use a 30% discount on the median of the different peer groups. Using the same variables results in a sum-of-the-parts valuation of SEK 8,8 per share. This is close to our bear case and would be closer to a "butcher" value as it would only price the current sales and not take into account the higher expected growth from SaveLend Group compared to the rest of the peer group.

Sum of part valuation				
Segments	Sales 22E	EV/Sales	EV	EV per share
SaveLend	119,3	2,6	316	6,7
Billecta	32,2	3,3	107	2,3
Total	151,5	2,8	423	8,9
		Net debt	5	0,1
		Equity value	418	8,8

Source: Redeye Research

Instead, if we use the EV/Sales multiples of 2024 and the estimated sales of 2024, we get a value close to our base case. We argue a sum-of-the-part valuation taking into account the forecasted sales of 2024 is a fairer valuation method than the sales of 2022 with a 30% discount. Recognize the EV/sales multiple did not change dramatically.

Sum of part valuation				
Segments	Sales 24E	EV/Sales	EV	EV per share
SaveLend	256,0	2,3	587	12,4
Billecta	54,4	4,8	261	5,5
Total	310,4	2,7	848	17,9
		Net debt	5	0,1
		Equity value	843	17,8

Source: Redeye Research

DCF valuation

We have applied a discount rate of 11% and a tax rate of 20.6% in all scenarios. Below scenarios don't consider any acquisitions being made. The discount analysis extends to 2036E.

Bear Case 8.4 SEK

Our Bear case is built on the Group missing its financial targets and not finding more growth opportunities. The company reverses its growth investments and focuses on becoming profitable earlier than expected. We set the terminal growth to 2% and the EBIT margin to 25%.

24E Net Sales: SEK 227m
24E NOPAT: SEK -11m
25E-36E Net Sales CAGR: 6%
25E-36E Average EBIT margin: 21%

Working Capital of revenue average: 1.3%
Intangible's investment of revenue average: 12%
Capital expenditures of revenue average: 3,7%

Terminal growth: 2%
Terminal EBIT margin: 25%

Base Case 18 SEK

In our Base case, we estimate SaveLend Group to land close to its net sales target of 2025 already in 2024. Meanwhile, we forecast they will not reach an EBITDA level of 25% in 2025. We assume it will keep a 25% EBIT margin in terminal and a 2 % growth.

24E Net Sales: SEK 285m
24E NOPAT: SEK 28m
25E-36E Net Sales CAGR: 8.7%
25E-36E Average EBIT margin: 23%

Working Capital of revenue average: 1.2%
Intangible's investment of revenue average: 10.3%
Capital expenditures of revenue average: 3.3%

Terminal growth: 2%
Terminal EBIT margin: 25%

Bull Case 47 SEK

Our Bull case estimate that SaveLend Group will outperform its financial goals on net sales and profitability. The scalability will continue to play out as the company continues its growth journey, closing in on the EBIT margin that more mature peers have. Achieving a terminal EBIT margin of 35% while growing 2%.

24E Net Sales: SEK 389m
24E NOPAT: SEK 46m
25E-36E Net Sales CAGR: 10.2%
25E-36E Average EBIT margin: 35%

Working Capital of revenue average: 0.8%
Intangible's investment of revenue average: 8.0%
Capital expenditures of revenue average: 2.5%

Terminal growth: 2%
Terminal EBIT margin: 35%

Sensitivity analysis		Weigthed Average Cost of Capital				
		13,00%	12,00%	11,00%	10,00%	9,00%
EBIT margin	20,0%	11	13	15	17	21
	22,5%	12	14	16	19	23
	25,0%	13	15	18	21	25
	27,5%	14	16	19	23	27
	30,0%	15	17	20	24	30
		13,00%	12,00%	11,00%	10,00%	9,00%
Growth	1,0%	12	14	16	19	23
	1,5%	13	14	17	20	24
	2,0%	13	15	18	21	25
	2,5%	13	16	18	22	27
	3,0%	14	16	19	23	29

Summary Redeye Rating

The rating consists of three valuation keys, each constituting an overall assessment of several factors that are rated on a scale of 0 to 1 point. The maximum score for a valuation key is 5 points.

Rating changes in the report

People: 5

SaveLend Group management and board are very passionate and competent with a lot of skin in the game. Especially as the three founders of SaveLend and Billecta are among the largest shareholders and still operative in the company. Communication from the group has been clear, timely, and honest to the market and its shareholders. In our view, does SaveLend Group have trustworthy people and have its incentives in line with its shareholders.

Business: 4

SaveLend Group creates a Fintech ecosystem for its investors, borrowers, and invoice customers, adding value to all stakeholders. We have identified two moats with the group's two platforms; network effect as the two platforms create a feedback loop into each other and switching costs. Pairing this with a revenue model with the majority of the recurring revenue creates a powerful business model. Both platforms have three drivers generating growth: existing customers growing, existing customers increasing their engagement with more deposits or new geographic markets within an invoicing customers group, and new customers.

Financials: 2

The group is not profitable yet. However, have a high gross margin indicating a very scalable business when the critical mass is reached. Its balance statement is very asset-light, demanding no heavy investments on both platforms to maintain and grow forward. Have enough cash to become free cash positive.

	2021	2022E	2023E	2024E					
INCOME STATEMENT					DCF Valuation Metrics		Sum FCF (SEKm)		
Net sales	94	152	230	310	Initial Period (2022–2024)				-39
Cost of Revenues	10	23	33	40	Momentum Period (2025–2027)				87
Gross Profit	84	129	197	270	Stable Period (2028–)				866
Operating Expenses	102	144	169	199	Firm Value				914
EBITDA	-18	-15	28	71	Net Debt (last quarter)				5
Depreciation & Amortization	10	20	25	30	Equity Value				908
EBIT	-28	-35	3	41	Fair Value per Share				18,00
Net Financial Items	-1	-1	1	1					
EBT	-29	-36	4	42	CAPITAL STRUCTURE				
Income Tax Expenses	-1	-1	1	9	Equity Ratio	0,3	0,3	0,3	0,3
Non-Controlling Interest	0	0	0	0	Debt to equity	0,1	0,1	0,1	0,0
Net Income	-29	-36	3	33	Net Debt	-19	32	23	-1
					Capital Employed	148	121	134	167
					Working Capital Turnover	-4,0	-18,6	-20,4	-21,4
BALANCE SHEET									
Assets					GROWTH				
Current assets					Revenue Growth	67%	61%	52%	35%
Cash & Equivalents	23	-28	-19	6	Basic EPS Growth	na	13%	-108%	1018%
Inventories	98	33	46	59	Adjusted Basic EPS Growth	na	14%	-109%	897%
Accounts Receivable	17	27	41	56					
Other Current Assets	5	9	14	19	PROFITABILITY				
Total Current Assets	144	42	83	139	ROE	-49%	-54%	5%	40%
					ROCE	-19%	-29%	2%	25%
Non-current assets					ROIC	-42%	-40%	2%	30%
Property, Plant & Equipment, Net	0	6	16	30	EBITDA Margin (%)	-19%	-10%	12%	23%
Goodwill	40	40	40	40	EBIT Margin (%)	-30%	-23%	1%	13%
Intangible Assets	59	60	59	56	Net Income Margin (%)	-31%	-24%	1%	11%
Right-of-Use Assets	4	4	4	4					
Shares in Associates	0	0	0	0	VALUATION				
Other Long-Term Assets	48	48	48	48	Basic EPS	na	-0,7	0,1	0,6
Total Non-Current Assets	150	158	167	177	Adjusted Basic EPS	na	-0,7	0,1	0,7
Total Assets	294	200	249	316	P/E	na	neg	142,1	14,3
					EV/Revenue	na	3,4	2,2	1,5
Liabilities					EV/EBITDA	na	neg	18,2	6,7
Current liabilities					EV/EBIT	na	neg	165,6	11,6
Short-Term Debt	2	2	2	2	P/B	na	9,1	7,2	4,8
Short-Term Lease Liabilities	2	2	2	2					
Accounts Payable	9	14	21	28	SHAREHOLDER STRUCTURE				
Other Current Liabilities	133	62	90	117					
Total Current Liabilities	146	80	115	150	Ludwig Pettersson				CAPITAL %VOTES %
					Halomont Öü				19,1% 19,1%
Non-current liabilities					P&N Wolf Marketing AB				8,7% 8,7%
Long-Term Debt	2	2	2	2	Jonas Ahlberg				7,2% 7,2%
Long-Term Lease Liabilities	2	2	2	2	Jacob Gevcen				6,1% 6,1%
Other Long-Term Liabilities	64	64	64	64					6,0% 6,0%
Total Non-current Liabilities	68	68	68	68	SHARE INFORMATION				
					Reuters code				YIELD:STO
Non-Controlling Interest	0	0	0	0	List				First North
Shareholder's Equity	80	53	66	99	Share price				9,3
Total Liabilities & Equity	294	200	249	316	Total shares, million				51,6
CASH FLOW					MANAGEMENT & BOARD				
NOPAT	-28	-34	2	33	CEO				Ludwig Pettersson
Change in Working Capital	22	-15	3	3	CFO				Jonas Ahlberg
Operating Cash Flow	2	-31	31	66	Chairman				Bo Holmström
Capital Expenditures	-3	-7	-10	-14	ANALYSTS				
Investment in Intangible Assets	-9	-22	-22	-27					
Investing Cash Flow	-29	-29	-33	-41					
Financing Cash Flow	0	9	11	-1					
Free Cash Flow	-9	-60	-2	26					

Redeye Rating and Background Definitions

Company Quality

Company Quality is based on a set of quality checks across three categories; PEOPLE, BUSINESS, FINANCE. These are the building blocks that enable a company to deliver sustained operational outperformance and attractive long-term earnings growth.

Each category is grouped into multiple sub-categories assessed by five checks. These are based on widely accepted and tested investment criteria and used by demonstrably successful investors and investment firms. Each sub-category may also include a complementary check that provides additional information to assist with investment decision-making.

If a check is successful, it is assigned a score of one point; the total successful checks are added to give a score for each sub-category. The overall score for a category is the average of all sub-category scores, based on a scale that ranges from 0 to 5 rounded up to the nearest whole number. The overall score for each category is then used to generate the size of the bar in the Company Quality graphic.

People

At the end of the day, people drive profits. Not numbers. Understanding the motivations of people behind a business is a significant part of understanding the long-term drive of the company. It all comes down to doing business with people you trust, or at least avoiding dealing with people of questionable character.

The People rating is based on quantitative scores in seven categories:

- Passion, Execution, Capital Allocation, Communication, Compensation, Ownership, and Board.

Business

If you don't understand the competitive environment and don't have a clear sense of how the business will engage customers, create value and consistently deliver that value at a profit, you won't succeed as an investor. Knowing the business model inside out will provide you some level of certainty and reduce the risk when you buy a stock.

The Business rating is based on quantitative scores grouped into five sub-categories:

- Business Scalability, Market Structure, Value Proposition, Economic Moat, and Operational Risks.

Financials

Investing is part art, part science. Financial ratios make up most of the science. Ratios are used to evaluate the financial soundness of a business. Also, these ratios are key factors that will impact a company's financial performance and valuation. However, you only need a few to determine whether a company is financially strong or weak.

The Financial rating is based on quantitative scores that are grouped into five separate categories:

- Earnings Power, Profit Margin, Growth Rate, Financial Health, and Earnings Quality.

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Disclaimer

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Redeye Rating (2022-09-09)

Rating	People	Business	Financials
5	32	15	4
3-4	157	139	48
0-2	5	40	142
total	194	194	194

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Douglas Forsling, owns shares in the company : Yes

Hjalmar Ahlberg owns shares in the company : No

Redeye performs/have performed services for the Company and receives/have received compensation from the Company in connection with this.