The Platform Group AG

Consumer Discretionary | Germany | Update



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TPG announced ambitious "Vision 2030" targets

On Wednesday, TPG announced its new long-term outlook *Vision 2030*, targeting improving KPIs, topline growth, and margin expansions. In detail:

Ambitious goals set for both GMV and sales. Management's *Vision 2030* targets imply a ~30% CAGR in GMV and a 33% CAGR in sales over 2025-2030, assuming that TPG achieves both its FY '25 and mid-term targets by FY'26. Although it is true that both GMV and sales grew at a significantly higher rate for the 2021-2025 period (GMV: 54% CAGR, Sales: 40% CAGR), and *Vision 2030* targets imply a lower growth rate going forward, these estimates blend both organic and inorganic growth, with no visibility for the latter going forward. In addition, the 2021–2025 period represented the platform's initial build-out, meaning sales grew from a significantly lower base. Our estimates indicate a 15% CAGR for GMV, and a 13% CAGR for sales, which reflect a conservative stance and also do not include any future M&A.

EBITDA margin expansion as a priority, Al should play a key role. From a profitability standpoint, TPG presented a series of initiatives designed to lift adj. EBITDA margin to double digits by 2030, or sooner. The plan focuses on the following key areas:

- (1) Al cost-reduction program. During yesterday's presentation call, the CEO flagged the Al cost-reduction program as the key margin expansion lever. While TPG did not provide a financial impact target, its biggest effect should be seen on headcount as well as reducing complexity and double cost. In line with this, we estimate an underproportionate increase in headcount growth as well as decreasing ratio at other OPEX. On the other hand, we feel confident with our stable distribution and marketing expense ratios for now.
- (2) Gross margin expansion measures. Management announced a set of gross margin expansion initiatives, which include **delisting low-price articles, offering less discounts, and increasing take rates** across more than 70% of its platforms. Although these measures seem sensible in our view, we conservatively estimate a small gross margin improvement for now (from 36.5% in 2025 to 36.8% in 2030), until these measures bear fruit.
- (3) Divestiture of small-contributors. The company also announced the beginning of small, low-contributor subsidiaries divestitures starting in Q4. This marks a significant shift on the company 's approach, as its strategy has been only focused on buy and hold. Following the same principle for future M&A activity, we have decided to leave future divestitures outside our estimates until they are appropried.

All in all, although our estimates are below the GMV and sales targets for conservative reasons, our profitability estimates already reach double digits in 2028e (eNuW: 10%).

Against this backdrop, TPG is undervalued, as the stock continues to trade at low multiples. Following tangible progress towards the *Vision 2030*, potential estimate upgrades could trigger further upside. Therefore, we reiterate our **BUY rating** and maintain our **PT of € 21.00**, based on DCF.

Y/E 31.12 (EUR m)	2022	2023	2024	2025e	2026e	2027e
Sales	168.4	432.2	524.6	718.0	995.0	1,086.8
Sales growth	-30.0%	156.6%	21.4%	36.9%	38.6%	9.2%
Adj. EBITDA	15.1	22.0	33.2	54.8	79.5	100.7
Net debt (if net cash=0)	11.5	60.0	87.1	140.3	100.0	29.5
FCF	1.7	97.1	49.9	21.8	40.2	70.5
Net Debt/EBITDA	0.8	1.3	1.6	2.0	1.0	0.3
EPS reported	0.39	1.48	1.60	2.11	3.22	3.62
Adj. EBITDA margin	9.0%	5.1%	6.3%	7.6%	8.0%	9.3%
ROCE	6.5%	25.5%	19.5%	18.6%	22.1%	23.7%
EV/sales	0.8	0.4	0.5	0.4	0.3	0.2
EV/EBITDA	6.1	3.6	4.4	4.4	2.7	1.8
PER	11.1	4.2	5.0	4.0	2.6	2.3
Adjusted FCF yield	1.9%	58.5%	20.6%	7.0%	14.8%	35.0%

Source: Company Data, NuWays AG | e = estimate, p = preliminary

Close Price as of 13.11.2025

BUY ⊕	old: Buy
Target EUR 21.00 old: EUR 21.00	Upside 149.4%

Share Performance

12.9 11.32 9.74 8.16	, M	Ary May My Are	roof land	/ \ \
5 N 11/23	05/24	11/24	05/25	11/25

High/low 52 weeks (EUR)	12.7 / 7.1
3m rel. performance	4.21%
6m rel. performance	-26.78%
12m rel. performance	16.94%

Market Data	
Share Price (in €)	8.42
Market Cap (in € m)	171.91
Number of Shares (in m pcs)	20.42
Enterprise Value (in € m)	312.17
Ø Volume (6 Months, in k)	257

Ticker	
Bloomberg	TPG GR
WKN	A2QEFA
ISIN	DE000A2QEFA1

Free Float 21.	
1.001.000	80%
	20%
Paladin Asset Management 9.	00%

Guidance

FY'25 ('26) GMV: € 1.3bn (€ 1.7bn) FY'25 ('26) sales: € 715-735m (€ >1bn) FY'25 ('26) adj. EBITDA: € 54-58m (7-8% margin)

Forecast Changes

	2025e	2026e	2027e
Sales	-	-	-
a. EBITDA	-	-	-
EPS	-	-	-

The Platform Group AG

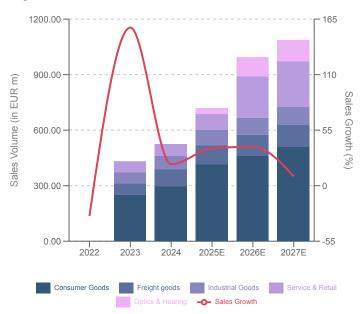
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Company Profile

The Platform Group is a leading software specialist enabling eCommerce for small and medium sized partners. It operates online platforms across ~25 verticals, serving B2C (e.g. fashion, home & living) and B2B markets (e.g. industrial machines, dental equipment) in DACH. Its proprietary software allows to quickly connect new partners / platforms and TPG takes care of the platform integration, putting the dealers' products live on more than 50 channels including Zalando, amazon and eBay.

Segment Breakdown



Catalysts

· Potential M&A activities could yield upside to our estimates

Investment Case

- Scalable e-commerce platform built on proprietary, hard-toreplicate software, serving a diverse and growing base of small businesses and partners. Growth is driven by an expanding product offering that enhances platform value through network effects.
- TPG shows strong margins even relative to larger competitors, despite intense competition from major online retailers across all sectors.
- Low CAPEX and working capital requirements via the pure platform approach.

Upcoming Events

SWOT Analysis

Strengths

- Multi-sector platform with strong growth through add-ons of various verticals.
- High reach & economies of scale with 15k partner retailers and international presence via many sales channels.
- End-to-end e-commerce service, enabling partners to go online quickly and without their own expertise.

Weaknesses

- · Dependence on consumer sentiment.
- Strong competition in many e-commerce verticals.

Opportunities

- · Platform approach as an enabler for partner to go online.
- Cost synergies through centralized platform software approach.

Threats

- · Post-acquisition integration risks.
- Risk of overleveraging and rising interest payments potentially burdening cashflows.



Financials

Profit and loss (EUR m)	2022	2023	2024	2025e	2026e	2027e
Net sales	168.4	432.2	524.6	718.0	995.0	1,086.8
Sales growth	-30.0%	156.6%	21.4%	36.9%	38.6%	9.2%
Increase/decrease in finished goods and work-in-process	0.0	0.0	0.0	0.0	0.0	0.0
Total sales	168.4	432.2	524.6	718.0	995.0	1,086.8
Other operating income	3.5	32.0	29.1	16.5	9.9	10.9
Material expenses	123.8	318.5	355.7	455.9	631.2	688.7
Personnel expenses	11.3	21.6	28.3	57.0	60.8	65.1
Other operating expenses	22.7	77.4	114.1	150.8	212.8	232.3
Total operating expenses	154.3	385.4	469.0	647.2	894.9	975.3
EBITDA	14.1	46.8	55.6	70.8	100.1	111.4
Depreciation	5.0	7.8	9.8	10.5	14.4	15.6
EBITA	9.1	38.9	45.8	60.3	85.7	95.9
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.0	0.0	0.0	0.0	0.0	0.0
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0
EBIT (inc revaluation net)	9.1	38.9	45.8	60.3	85.7	95.9
Interest income	0.4	0.0	0.0	0.0	0.0	0.0
Interest expenses	0.7	6.4	9.5	13.3	13.3	13.3
Investment income	0.0	0.0	0.0	0.0	0.0	0.0
Financial result	-0.3	-6.4	-9.4	-13.3	-13.3	-13.3
Recurring pretax income from continuing operations	8.8	32.5	36.3	47.0	72.4	82.6
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	8.8	32.5	36.3	47.0	72.4	82.6
Income tax expense	8.0	-0.4	8.0	1.9	3.6	5.4
Net income from continuing operations	8.0	32.9	35.5	45.2	68.8	77.2
Income from discontinued operations (net of tax)	0.0	6.4	2.8	0.0	0.0	0.0
Net income	8.0	26.5	32.7	45.2	68.8	77.2
Minority interest	1.3	0.9	1.6	2.2	3.0	3.3
Net profit (reported)	6.7	31.9	33.9	43.0	65.8	73.9
Average number of shares	17.3	17.3	19.5	20.4	20.4	20.4
EPS reported	0.39	1.48	1.60	2.11	3.22	3.62





Profit and loss (common size)	2022	2023	2024	2025e	2026e	2027e
Net sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sales growth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Increase/decrease in finished goods and work-in-process	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Other operating income	2.1%	7.4%	5.6%	2.3%	1.0%	1.0%
Material expenses	73.5%	73.7%	67.8%	63.5%	63.4%	63.4%
Personnel expenses	6.7%	5.0%	5.4%	7.9%	6.1%	6.0%
Other operating expenses	13.5%	17.9%	21.8%	21.0%	21.4%	21.4%
Total operating expenses	91.6%	89.2%	89.4%	90.1%	89.9%	89.7%
EBITDA	8.4%	10.8%	10.6%	9.9%	10.1%	10.3%
Depreciation	3.0%	1.8%	1.9%	1.5%	1.4%	1.4%
EBITA	5.4%	9.0%	8.7%	8.4%	8.6%	8.8%
Amortisation of goodwill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Amortisation of intangible assets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Impairment charges	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EBIT (inc revaluation net)	5.4%	9.0%	8.7%	8.4%	8.6%	8.8%
Interest income	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Interest expenses	0.4%	1.5%	1.8%	1.8%	1.3%	1.2%
Investment income	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Financial result	-0.2%	-1.5%	-1.8%	-1.8%	-1.3%	-1.2%
Recurring pretax income from continuing operations	5.2%	7.5%	6.9%	6.6%	7.3%	7.6%
Extraordinary income/loss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Earnings before taxes	5.2%	7.5%	6.9%	6.6%	7.3%	7.6%
Tax rate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Net income from continuing operations	4.7%	7.6%	6.8%	6.3%	6.9%	7.1%
Income from discontinued operations (net of tax)	0.0%	1.5%	0.5%	0.0%	0.0%	0.0%
Net income	4.7%	6.1%	6.2%	6.3%	6.9%	7.1%
Minority interest	0.8%	0.2%	0.3%	0.3%	0.3%	0.3%
Net profit (reported)	4.0%	5.9%	5.9%	6.0%	6.6%	6.8%





Balance sheet (EUR m)	2022	2023	2024	2025e	2026e	2027e
Intangible assets	30.3	107.8	136.7	211.7	211.7	211.7
Property, plant and equipment	9.6	9.7	18.0	15.5	11.1	10.6
Financial assets	15.3	0.0	4.6	4.6	4.6	4.6
Fixed Assets	55.3	117.5	159.3	231.8	227.4	226.8
Inventories	13.4	92.3	73.3	100.3	139.0	151.9
Accounts receivable	6.3	41.2	33.2	45.4	62.3	67.3
Other assets and short-term financial assets	5.0	18.1	30.1	30.1	30.1	30.1
Liquid assets	4.2	7.6	22.1	13.9	54.2	124.7
Deferred taxes	0.0	3.0	5.2	5.2	5.2	5.2
Deferred charges and prepaid expenses	0.0	4.6	0.0	0.0	0.0	0.0
Current Assets	28.9	166.8	163.9	194.9	290.8	379.2
Total Assets	84.2	284.3	323.2	426.7	518.1	606.0
Shareholders Equity	45.4	80.5	131.9	174.9	240.6	314.6
Minority interest	1.8	1.1	3.2	5.4	8.4	11.7
Long-term liabilities to banks	11.8	32.3	33.1	68.1	68.1	68.1
Bonds (long-term)	0.0	0.0	50.0	60.0	60.0	60.0
other interest-bearing liabilities	0.0	0.0	0.0	0.0	0.0	0.0
Provisions for pensions and similar obligations	0.0	0.0	0.0	0.0	0.0	0.0
Other provisions and accrued liabilities	1.9	3.0	2.7	2.7	2.7	2.7
NON-CURRENT LIABILITIES	13.7	35.3	85.8	130.8	130.8	130.8
Short-term liabilities to banks	4.0	35.3	26.1	26.1	26.1	26.1
Accounts payable	4.1	41.1	36.3	49.7	72.3	82.9
Advance payments received on orders	0.0	0.0	0.0	0.0	0.0	0.0
Accrued taxes	0.0	0.0	0.0	0.0	0.0	0.0
Other liabilities (incl. from lease and rental contracts)	13.7	76.9	30.4	30.4	30.4	30.4
Deferred taxes	1.6	14.0	9.5	9.5	9.5	9.5
Deferred income	0.0	0.0	0.0	0.0	0.0	0.0
Current Liabilities	23.3	167.3	102.3	115.7	138.3	149.0
Total Liabilities and Shareholders Equity	84.2	284.3	323.2	426.7	518.1	606.0





Balance sheet (common size)	2022	2023	2024	2025e	2026e	2027e
Intangible assets	36.0%	37.9%	42.3%	49.6%	40.9%	34.9%
Property, plant and equipment	11.4%	3.4%	5.6%	3.6%	2.1%	1.7%
Financial assets	18.2%	0.0%	1.4%	1.1%	0.9%	0.8%
Fixed Assets	65.6%	41.3%	49.3%	54.3%	43.9%	37.4%
Inventories	15.9%	32.5%	22.7%	23.5%	26.8%	25.1%
Accounts receivable	7.5%	14.5%	10.3%	10.6%	12.0%	11.1%
Other assets and short-term financial assets	6.0%	6.4%	9.3%	7.0%	5.8%	5.0%
Liquid assets	5.0%	2.7%	6.9%	3.3%	10.5%	20.6%
Deferred taxes	0.0%	1.1%	1.6%	1.2%	1.0%	0.9%
Deferred charges and prepaid expenses	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Current Assets	34.4%	58.7%	50.7%	45.7%	56.1%	62.6%
Total Assets	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Shareholders Equity	53.9%	28.3%	40.8%	41.0%	46.4%	51.9%
Minority interest	2.1%	0.4%	1.0%	1.3%	1.6%	1.9%
Long-term liabilities to banks	14.0%	11.4%	10.2%	16.0%	13.1%	11.2%
Bonds (long-term)	0.0%	0.0%	15.5%	14.1%	11.6%	9.9%
other interest-bearing liabilities	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Provisions for pensions and similar obligations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other provisions and accrued liabilities	2.3%	1.1%	0.8%	0.6%	0.5%	0.4%
NON-CURRENT LIABILITIES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Short-term liabilities to banks	4.7%	12.4%	8.1%	6.1%	5.0%	4.3%
Accounts payable	4.9%	14.4%	11.2%	11.6%	14.0%	13.7%
Advance payments received on orders	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Accrued taxes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other liabilities (incl. from lease and rental contracts)	16.2%	27.1%	9.4%	7.1%	5.9%	5.0%
Deferred taxes	1.9%	4.9%	2.9%	2.2%	1.8%	1.6%
Deferred income	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Current Liabilities	27.7%	58.9%	31.7%	27.1%	26.7%	24.6%
Total Liabilities and Shareholders Equity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%





Cash flow (EUR m)	2022	2023	2024	2025e	2026e	2027e
Net profit/loss	6.7	26.5	32.7	45.2	68.8	77.2
Depreciation of fixed assets (incl. leases)	5.0	7.8	9.8	10.5	14.4	15.6
Amortisation of goodwill & intangible assets	0.0	0.0	0.0	0.0	0.0	0.0
Other costs affecting income / expenses	0.0	-12.8	-6.9	0.0	0.0	0.0
Cash flow from operating activities	0.7	96.3	48.1	19.3	35.8	70.0
Increase/decrease in inventory	0.0	10.0	19.0	-27.0	-38.7	-12.8
Increase/decrease in accounts receivable	0.0	8.7	8.0	-12.2	-16.9	-5.1
Increase/decrease in accounts payable	0.0	11.8	-4.7	13.4	22.6	10.6
Increase/decrease in other working capital positions	0.0	51.5	0.0	0.0	0.0	0.0
Increase/decrease in working capital	0.0	82.0	22.3	-25.9	-33.0	-7.3
Cash flow from operating activities	5.7	104.1	58.0	29.8	50.2	85.5
CAPEX	4.0	7.0	8.1	8.0	10.0	15.0
Payments for acquisitions	0.0	58.8	48.4	75.0	0.0	0.0
Financial investments	0.0	9.0	0.0	0.0	0.0	0.0
Income from asset disposals	0.0	0.0	0.0	0.0	0.0	0.0
Cash flow from investing activities	-4.0	-74.8	-56.5	-83.0	-10.0	-15.0
Cash flow before financing	1.7	29.3	1.5	-53.2	40.2	70.5
Increase/decrease in debt position	-5.0	-21.9	22.1	45.0	0.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.0	0.0	0.0	0.0
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	-4.0	-9.1	0.0	0.0	0.0
Effects of exchange rate changes on cash	0.0	-0.0	0.0	0.0	0.0	0.0
Cash flow from financing activities	-5.0	-25.9	13.1	45.0	0.0	0.0
Increase/decrease in liquid assets	-3.4	3.4	14.5	-8.2	40.2	70.5
Liquid assets at end of period	4.2	7.6	22.1	13.9	54.2	124.7





Key ratios	2022	2023	2024	2025e	2026e	2027e
P&L growth analysis						
Sales growth	-30.0%	156.6%	21.4%	36.9%	38.6%	9.2%
EBITDA growth	91.3%	231.4%	19.0%	27.3%	41.3%	11.3%
EBIT growth	305.0%	326.7%	17.7%	31.7%	42.1%	11.9%
EPS growth	30.5%	282.1%	8.3%	31.5%	53.0%	12.4%
Efficiency						
Sales per employee	0.0	0.0	1,151.8	712.7	665.0	679.7
EBITDA per employee	0.0	0.0	122.1	70.3	66.9	69.7
No. employees (average)	0	0	456	1,008	1,496	1,599
Balance sheet analysis						
Avg. working capital / sales	9.3%	15.9%	8.2%	13.1%	10.0%	10.7%
Inventory turnover (sales/inventory)	29.0	78.0	51.0	51.0	51.0	51.0
Accounts receivable turnover	13.6	34.8	23.1	23.1	22.8	22.6
Accounts payable turnover	8.9	34.7	25.3	25.3	26.5	27.8
Cash flow analysis						
Free cash flow	1.7	97.1	49.9	21.8	40.2	70.5
Free cash flow/sales	1.0%	22.5%	9.5%	3.0%	4.0%	6.5%
FCF / net profit	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capex / sales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solvency						
Net debt	11.5	60.0	87.1	140.3	100.0	29.5
Net Debt/EBITDA	0.8	1.3	1.6	2.0	1.0	0.3
Dividend payout ratio	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interest paid / avg. debt	4.7%	11.7%	15.1%	12.0%	10.1%	8.6%
Returns						
ROCE	6.5%	25.5%	19.5%	18.6%	22.1%	23.7%
ROE	14.7%	31.7%	23.6%	24.6%	27.3%	23.5%
Adjusted FCF yield	1.9%	58.5%	20.6%	7.0%	14.8%	35.0%
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DPS	0.0	0.0	0.0	0.0	0.0	0.0
EPS reported	0.39	1.48	1.60	2.11	3.22	3.62
Average number of shares	17.3	17.3	19.5	20.4	20.4	20.4
Valuation ratios						
P/BV						
	1.6	1.3	1.2	1.0	0.7	0.5
EV/sales	1.6 0.8	1.3 0.4	1.2 0.5	1.0 0.4	0.7 0.3	0.5 0.2
EV/sales EV/EBITDA						



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Company	Disclosures
The Platform Group AG	2

Historical target price and rating	g changes for The Flation	III Gloup AG			
Company	Date	Analyst	Rating	Target Price	Close
The Platform Group AG	07.11.2025	Henry Wendisch	Buy	EUR 21.00	EUR 7.98
	29.08.2025	Henry Wendisch	Buy	EUR 19.00	EUR 9.70
	29.07.2025	Henry Wendisch	Buy	EUR 18.00	EUR 8.90

The Platform Group AG

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The adj. FCF method is based on the assumption that investors purchase assets only at a price (enterprise value) at which the operating cash flow return after taxes on this investment exceeds their opportunity costs in the form of a hurdle rate of 7.5%. The operating cash flow is calculated as EBITDA less maintenance capex and taxes.

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According to Article 4(1) No. i of the delegated regulation 2016/958 supplementing regulation 596/2014 of the European Parliament, further information regarding investment recommendations of the last 12 months are published under: www.nuways-ag.com

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