



**Buy** (old: Buy)

**Price target: EUR 60.00** (old: EUR 60.00)

<b>Price:</b>	EUR 24.50	<b>Next result:</b>	Q3 results Nov 2021
<b>Bloomberg:</b>	FSNT GR	<b>Market cap:</b>	EUR 152.5 m
<b>Reuters:</b>	FSNT.DE	<b>Enterprise Value:</b>	EUR 142.0 m

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## Solid Q2 results indicate healthy underlying business

**fashionette released solid Q2 results**, which indicate that underlying drivers should be well intact, in our view. Q2 sales grew by 19% yoy to € 25.4m (eH&A: € 25.6m) reflecting a slowdown vs Q1 mostly due to a tough comparable base (c. 35% yoy in Q2'20). Notably, new customer growth remained strong at 28% yoy to 64k (vs 61k in Q1), leading to **dynamic growth in active customers** (+52% yoy to 411k). Adj. EBITDA arrived at € 0.4m (eH&A: € 0.5m), down from € 1.8m last year as fashionette continued to accelerate marketing investments (+76% yoy to € 3.2m) as communicated during the IPO. To recap, profitability is seasonally weaker in Q1-Q3 while Q4 represents the most profitable quarter (50% of FY 20 EBITDA).

Notably, **organic sales growth looks set to re-accelerate in the seasonally important Q4** (36% of FY revenue), supported by multiple strategic initiatives. Firstly, fashionette announced the **launch of the beauty category with 100 brands in October**, which should enable excellent cross-selling opportunities as 75% of returning customers purchase products from at least two categories. At the same time, the **integration of Brandfield is running well** and should lift the group's private label share to >10% in FY 21. Moreover, fashionette continues to execute on its assortment expansion with the number of **SKUs rising by 47% yoy to 17k in Q2** (brands +18% yoy to 190). Finally, as customers typically purchase c. 2x a year, a high share of newly acquired customers in H1 (125k) look set to purchase a second time during holiday season, all of which is seen to drive organic growth of >20% yoy in Q4.

Meanwhile, **latest director's dealings should provide confidence**, with CTO Thomas Buhl purchasing shares worth c. € 60k at € 23.50 per share. On top of this, management is strongly incentivized on the share price development, with management owning a >5% stake in the company.

While temporary logistics issues resulted in a growth slowdown in Q3, **fashionette should continue to capitalise on the structural shift towards eCommerce** thanks to its tight focus on premium & luxury handbags and accessories. With operating performance expected to re-accelerate in the seasonally important Q4, the **share price weakness provides an attractive entry opportunity**, in our view, especially given that the stock is now trading at **0.67x EV/sales 22E despite organic growth of >20% and solid profitability** (vs 1.5x eCommerce peers). **BUY with an unchanged PT of € 60.00**, based on DCF (7.5% TY EBIT margin, 3.0% WACC, 7.4% WACC).

Y/E 31.12 (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
Sales	58.8	65.2	73.2	94.8	139.0	218.2	287.0
Sales growth	n/a	11 %	12 %	30 %	47 %	57 %	32 %
Adj. EBITDA	3.5	5.0	7.1	8.9	4.0	13.5	22.4
Adj. EBIT	1.6	2.6	4.6	6.5	0.9	9.5	19.1
Net income	-0.3	0.3	1.4	0.9	0.7	6.5	13.0
Net debt	2.7	5.8	6.3	-31.8	-10.5	-8.0	-17.1
Net gearing	10.1 %	21.7 %	22.2 %	-48.0 %	-15.5 %	-10.8 %	-19.6 %
Net Debt/EBITDA	0.8	1.2	0.9	0.0	0.0	0.0	0.0
EPS pro forma	-0.05	0.05	0.23	0.15	0.11	1.05	2.10
CPS	0.85	-0.18	0.20	0.73	-0.63	-0.30	1.57
DPS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dividend yield	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Gross profit margin	41.9 %	41.8 %	40.9 %	39.6 %	39.8 %	40.1 %	40.3 %
Adj. EBITDA margin	6.0 %	7.7 %	9.8 %	9.4 %	2.9 %	6.2 %	7.8 %
Adj. EBIT margin	2.7 %	4.0 %	6.3 %	6.8 %	0.6 %	4.3 %	6.6 %
ROCE	8.7 %	11.5 %	16.3 %	15.2 %	4.6 %	15.9 %	25.9 %
EV/sales	2.6	2.4	2.2	1.3	1.0	0.7	0.5
EV/EBITDA	44.2	31.7	22.2	13.6	35.4	10.7	6.1
EV/EBIT	99.6	61.0	34.2	18.6	161.6	15.2	7.1
PER	-488.8	503.4	109.2	166.7	219.7	23.5	11.7
Adjusted FCF yield	1.6 %	2.3 %	3.3 %	5.8 %	2.0 %	6.5 %	11.0 %

Source: Company data, Hauck & Aufhäuser Close price as of: 31.08.2021



Source: Company data, Hauck & Aufhäuser

**High/low 52 weeks:** 39.00 / 22.80

**Price/Book Ratio:** 2.3

**Relative performance (SDAX):**

3 months -31.7 %

6 months -30.7 %

12 months -

### Changes in estimates

		Sales	EBIT	EPS
2021	<b>old:</b>	139.0	0.9	0.11
	Δ	-	-	-
2022	<b>old:</b>	218.2	9.5	1.04
	Δ	-	-	-
2023	<b>old:</b>	287.0	19.1	2.10
	Δ	-	-	-

### Key share data:

Number of shares: (in m pcs) 6.2

Authorised capital: (in € m) 3.1

Book value per share: (in €) 10.9

Ø trading volume: (12 months) 10,216

### Major shareholders:

GENUI 38.4 %

CEO Daniel Raab 3.1 %

CTO Thomas Buhl 2.1 %

### Company description:

eCommerce pure-play for designer handbags and accessories

## Financials

Profit and loss (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
<b>Net sales</b>	<b>58.8</b>	<b>65.2</b>	<b>73.2</b>	<b>94.8</b>	<b>139.0</b>	<b>218.2</b>	<b>287.0</b>
<i>Sales growth</i>	<i>n/a</i>	<i>11.0 %</i>	<i>12.1 %</i>	<i>29.6 %</i>	<i>46.6 %</i>	<i>57.0 %</i>	<i>31.5 %</i>
Increase/decrease in finished goods and work-in-process	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total sales</b>	<b>58.8</b>	<b>65.2</b>	<b>73.2</b>	<b>94.8</b>	<b>139.0</b>	<b>218.2</b>	<b>287.0</b>
Other operating income	0.6	1.0	1.1	1.7	2.1	3.3	4.3
Material expenses	34.1	38.0	43.3	57.3	83.7	130.7	171.3
Personnel expenses	4.9	5.7	6.7	7.5	11.0	17.0	22.4
Other operating expenses	16.8	17.5	17.5	25.8	42.4	60.2	75.2
Total operating expenses	55.2	60.2	66.4	88.9	135.0	204.7	264.6
<b>EBITDA</b>	<b>3.5</b>	<b>5.0</b>	<b>7.1</b>	<b>8.9</b>	<b>4.0</b>	<b>13.5</b>	<b>22.4</b>
Depreciation	1.9	1.0	0.2	0.2	0.5	0.8	0.8
<b>EBITA</b>	<b>1.6</b>	<b>4.0</b>	<b>6.9</b>	<b>8.7</b>	<b>3.5</b>	<b>12.7</b>	<b>21.6</b>
Amortisation of goodwill	0.0	1.4	1.4	1.4	1.6	1.9	1.4
Amortisation of intangible assets	0.0	0.0	0.9	0.8	1.1	1.3	1.1
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBIT (inc revaluation net)</b>	<b>1.6</b>	<b>2.6</b>	<b>4.6</b>	<b>6.5</b>	<b>0.9</b>	<b>9.5</b>	<b>19.1</b>
Interest income	0.0	0.0	0.0	0.0	0.2	0.1	0.3
Interest expenses	1.3	1.5	1.5	1.5	0.0	0.0	0.0
Other financial result	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial result	-1.3	-1.4	-1.5	-1.4	0.2	0.1	0.3
<b>Recurring pretax income from continuing operations</b>	<b>0.3</b>	<b>1.2</b>	<b>3.1</b>	<b>5.1</b>	<b>1.0</b>	<b>9.6</b>	<b>19.3</b>
Extraordinary income/loss	n/a	0.0	-0.4	-3.0	0.0	0.0	0.0
<b>Earnings before taxes</b>	<b>0.3</b>	<b>1.2</b>	<b>2.8</b>	<b>2.0</b>	<b>1.0</b>	<b>9.6</b>	<b>19.3</b>
Taxes	0.6	0.9	1.4	1.1	0.3	3.1	6.3
<b>Net income from continuing operations</b>	<b>-0.3</b>	<b>0.3</b>	<b>1.4</b>	<b>0.9</b>	<b>0.7</b>	<b>6.5</b>	<b>13.0</b>
Result from discontinued operations (net of tax)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net income</b>	<b>-0.3</b>	<b>0.3</b>	<b>1.4</b>	<b>0.9</b>	<b>0.7</b>	<b>6.5</b>	<b>13.0</b>
Minority interest	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net profit (reported)</b>	<b>-0.3</b>	<b>0.3</b>	<b>1.4</b>	<b>0.9</b>	<b>0.7</b>	<b>6.5</b>	<b>13.0</b>
Average number of shares	6.2	6.2	6.2	6.2	6.2	6.2	6.2
<b>EPS reported</b>	<b>-0.05</b>	<b>0.05</b>	<b>0.23</b>	<b>0.15</b>	<b>0.11</b>	<b>1.05</b>	<b>2.10</b>

Profit and loss (common size)	2017	2018	2019	2020	2021E	2022E	2023E
<b>Net sales</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>
Increase/decrease in finished goods and work-in-process	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Total sales</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>
Other operating income	1.0 %	1.5 %	1.5 %	1.8 %	1.5 %	1.5 %	1.5 %
Material expenses	58.1 %	58.2 %	59.1 %	60.4 %	60.2 %	59.9 %	59.7 %
Personnel expenses	8.4 %	8.8 %	9.1 %	7.9 %	7.9 %	7.8 %	7.8 %
Other operating expenses	28.6 %	26.9 %	23.9 %	27.3 %	30.5 %	27.6 %	26.2 %
Total operating expenses	94.0 %	92.3 %	90.7 %	93.8 %	97.1 %	93.8 %	92.2 %
<b>EBITDA</b>	<b>6.0 %</b>	<b>7.7 %</b>	<b>9.8 %</b>	<b>9.4 %</b>	<b>2.9 %</b>	<b>6.2 %</b>	<b>7.8 %</b>
Depreciation	3.3 %	1.5 %	0.3 %	0.2 %	0.3 %	0.4 %	0.3 %
<b>EBITA</b>	<b>2.7 %</b>	<b>6.2 %</b>	<b>9.4 %</b>	<b>9.2 %</b>	<b>2.5 %</b>	<b>5.8 %</b>	<b>7.5 %</b>
Amortisation of goodwill	0.0 %	2.2 %	1.9 %	1.5 %	1.1 %	0.9 %	0.5 %
Amortisation of intangible assets	0.0 %	0.0 %	1.2 %	0.8 %	0.8 %	0.6 %	0.4 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>EBIT (inc revaluation net)</b>	<b>2.7 %</b>	<b>4.0 %</b>	<b>6.3 %</b>	<b>6.8 %</b>	<b>0.6 %</b>	<b>4.3 %</b>	<b>6.6 %</b>
Interest income	0.0 %	0.0 %	0.0 %	0.0 %	0.1 %	0.1 %	0.1 %
Interest expenses	2.2 %	2.2 %	2.1 %	1.5 %	0.0 %	0.0 %	0.0 %
Other financial result	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Financial result	neg.	neg.	neg.	neg.	0.1 %	0.1 %	0.1 %
<b>Recurring pretax income from continuing operations</b>	<b>0.5 %</b>	<b>1.8 %</b>	<b>4.3 %</b>	<b>5.3 %</b>	<b>0.7 %</b>	<b>4.4 %</b>	<b>6.7 %</b>
Extraordinary income/loss	n/a	0.0 %	neg.	neg.	0.0 %	0.0 %	0.0 %
<b>Earnings before taxes</b>	<b>0.5 %</b>	<b>1.8 %</b>	<b>3.8 %</b>	<b>2.2 %</b>	<b>0.7 %</b>	<b>4.4 %</b>	<b>6.7 %</b>
Tax rate	211.4 %	74.0 %	49.5 %	55.1 %	33.0 %	32.5 %	32.5 %
<b>Net income from continuing operations</b>	<b>neg.</b>	<b>0.5 %</b>	<b>1.9 %</b>	<b>1.0 %</b>	<b>0.5 %</b>	<b>3.0 %</b>	<b>4.5 %</b>
Income from discontinued operations (net of tax)	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Net income</b>	<b>neg.</b>	<b>0.5 %</b>	<b>1.9 %</b>	<b>1.0 %</b>	<b>0.5 %</b>	<b>3.0 %</b>	<b>4.5 %</b>
Minority interest	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Net profit (reported)</b>	<b>neg.</b>	<b>0.5 %</b>	<b>1.9 %</b>	<b>1.0 %</b>	<b>0.5 %</b>	<b>3.0 %</b>	<b>4.5 %</b>

Source: Company data, Hauck & Aufhäuser

Balance sheet (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
<b>Intangible assets</b>	<b>20.6</b>	<b>19.4</b>	<b>17.7</b>	<b>16.0</b>	<b>24.0</b>	<b>21.6</b>	<b>20.1</b>
Property, plant and equipment	0.3	0.3	0.3	0.3	0.6	0.6	0.6
Financial assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>FIXED ASSETS</b>	<b>20.9</b>	<b>19.7</b>	<b>18.0</b>	<b>16.3</b>	<b>24.6</b>	<b>22.2</b>	<b>20.7</b>
Inventories	12.1	15.0	15.9	21.9	30.2	44.5	54.1
Accounts receivable	6.0	7.0	8.5	7.6	11.0	17.0	21.9
Other current assets	0.2	0.1	0.6	0.8	9.2	9.2	9.2
Liquid assets	3.6	2.7	2.3	31.8	10.5	8.0	17.1
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.6	0.4	0.6	0.7	1.0	1.0	1.0
<b>CURRENT ASSETS</b>	<b>22.5</b>	<b>25.1</b>	<b>27.9</b>	<b>62.8</b>	<b>61.9</b>	<b>79.7</b>	<b>103.4</b>
<b>TOTAL ASSETS</b>	<b>43.4</b>	<b>44.8</b>	<b>45.8</b>	<b>79.1</b>	<b>86.5</b>	<b>102.0</b>	<b>124.1</b>
SHAREHOLDERS EQUITY	26.6	26.9	28.3	66.4	67.7	74.1	87.1
MINORITY INTEREST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long-term debt	6.3	8.6	8.5	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	0.0
Other provisions	1.0	0.6	1.2	1.1	1.5	1.5	1.5
<b>Non-current liabilities</b>	<b>7.3</b>	<b>9.2</b>	<b>9.7</b>	<b>1.1</b>	<b>1.5</b>	<b>1.5</b>	<b>1.5</b>
short-term liabilities to banks	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts payable	7.7	6.6	5.3	7.8	12.6	21.5	30.7
Advance payments received on orders	0.1	0.2	0.1	0.2	0.3	0.3	0.3
Other liabilities (incl. from lease and rental contracts)	1.7	2.0	2.4	3.7	4.5	4.5	4.5
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred income	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>Current liabilities</b>	<b>9.6</b>	<b>8.7</b>	<b>7.8</b>	<b>11.6</b>	<b>17.4</b>	<b>26.3</b>	<b>35.5</b>
<b>TOTAL LIABILITIES AND SHAREHOLDERS EQUITY</b>	<b>43.4</b>	<b>44.8</b>	<b>45.8</b>	<b>79.1</b>	<b>86.6</b>	<b>101.9</b>	<b>124.1</b>

Balance sheet (common size)	2017	2018	2019	2020	2021E	2022E	2023E
<b>Intangible assets</b>	<b>47.4 %</b>	<b>43.2 %</b>	<b>38.6 %</b>	<b>20.2 %</b>	<b>27.7 %</b>	<b>21.2 %</b>	<b>16.2 %</b>
Property, plant and equipment	0.8 %	0.7 %	0.6 %	0.4 %	0.7 %	0.6 %	0.5 %
Financial assets	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>FIXED ASSETS</b>	<b>48.1 %</b>	<b>43.9 %</b>	<b>39.2 %</b>	<b>20.6 %</b>	<b>28.4 %</b>	<b>21.8 %</b>	<b>16.7 %</b>
Inventories	27.9 %	33.4 %	34.8 %	27.6 %	34.9 %	43.7 %	43.6 %
Accounts receivable	13.7 %	15.5 %	18.5 %	9.7 %	12.7 %	16.7 %	17.7 %
Other current assets	0.6 %	0.3 %	1.2 %	1.0 %	10.6 %	9.0 %	7.4 %
Liquid assets	8.3 %	6.1 %	5.0 %	40.3 %	12.1 %	7.9 %	13.8 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred charges and prepaid expenses	1.5 %	0.8 %	1.3 %	0.9 %	1.2 %	1.0 %	0.8 %
<b>CURRENT ASSETS</b>	<b>51.9 %</b>	<b>56.1 %</b>	<b>60.8 %</b>	<b>79.4 %</b>	<b>71.5 %</b>	<b>78.2 %</b>	<b>83.3 %</b>
<b>TOTAL ASSETS</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>
SHAREHOLDERS EQUITY	61.2 %	60.0 %	61.7 %	83.9 %	78.2 %	72.7 %	70.2 %
MINORITY INTEREST	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Long-term debt	14.5 %	19.1 %	18.6 %	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 %	0.0 %
Other provisions	2.3 %	1.4 %	2.6 %	1.4 %	1.7 %	1.5 %	1.2 %
<b>Non-current liabilities</b>	<b>16.7 %</b>	<b>20.5 %</b>	<b>21.3 %</b>	<b>1.4 %</b>	<b>1.7 %</b>	<b>1.5 %</b>	<b>1.2 %</b>
short-term liabilities to banks	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Accounts payable	17.6 %	14.7 %	11.5 %	9.9 %	14.5 %	21.1 %	24.7 %
Advance payments received on orders	0.3 %	0.4 %	0.3 %	0.2 %	0.3 %	0.3 %	0.2 %
Other liabilities (incl. from lease and rental contracts)	4.0 %	4.4 %	5.3 %	4.6 %	5.2 %	4.4 %	3.6 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred income	0.1 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Current liabilities</b>	<b>22.0 %</b>	<b>19.5 %</b>	<b>17.0 %</b>	<b>14.7 %</b>	<b>20.1 %</b>	<b>25.8 %</b>	<b>28.6 %</b>
<b>TOTAL LIABILITIES AND SHAREHOLDERS EQUITY</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>

Source: Company data, Hauck & Aufhäuser

Cash flow statement (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
Net profit/loss	-0.3	0.3	1.4	0.9	0.7	6.5	13.0
Depreciation of fixed assets (incl. leases)	2.0	1.0	0.2	0.2	0.5	0.8	0.8
Amortisation of goodwill	0.0	1.4	1.4	1.4	1.6	1.9	1.4
Amortisation of intangible assets	0.0	0.0	0.9	0.8	1.1	1.3	1.1
Others	1.9	5.1	6.9	3.2	0.0	0.0	0.0
Cash flow from operations before changes in w/c	3.6	4.3	5.7	7.8	3.8	10.5	16.3
Increase/decrease in inventory	-1.8	-2.9	-1.0	-5.9	-8.4	-14.3	-9.6
Increase/decrease in accounts receivable	0.0	-1.0	-1.5	0.9	-3.4	-6.0	-5.0
Increase/decrease in accounts payable	4.0	-1.1	-1.3	2.5	4.8	9.0	9.1
Increase/decrease in other working capital positions	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase/decrease in working capital	2.2	-5.0	-3.8	-2.5	-7.0	-11.3	-5.4
<b>Cash flow from operating activities</b>	<b>5.8</b>	<b>-0.6</b>	<b>1.8</b>	<b>5.2</b>	<b>-3.1</b>	<b>-0.8</b>	<b>10.9</b>
CAPEX	1.7	1.2	0.8	0.7	1.2	1.7	1.8
Payments for acquisitions	0.0	0.0	0.0	0.0	17.0	0.0	0.0
Financial investments	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Cash flow from investing activities</b>	<b>-1.7</b>	<b>-1.2</b>	<b>-0.8</b>	<b>-0.7</b>	<b>-18.2</b>	<b>-1.7</b>	<b>-1.8</b>
Cash flow before financing	4.1	-1.8	1.1	4.6	-21.3	-2.5	9.1
Increase/decrease in debt position	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.0	37.2	0.0	0.0	0.0
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	-1.2	-1.4	-1.5	-3.6	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	0.0
<b>Cash flow from financing activities</b>	<b>-1.2</b>	<b>-1.4</b>	<b>-1.5</b>	<b>33.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
Increase/decrease in liquid assets	2.9	-3.2	-0.4	38.1	-21.3	-2.5	9.1
<b>Liquid assets at end of period</b>	<b>3.6</b>	<b>2.7</b>	<b>6.3</b>	<b>31.8</b>	<b>10.5</b>	<b>8.0</b>	<b>17.1</b>

Source: Company data, Hauck & Aufhäuser

Regional split (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
Domestic	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
NAFTA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Asia Pacific	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of world	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>TTL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: Company data, Hauck & Aufhäuser

Key ratios (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
<b>P&amp;L growth analysis</b>							
Sales growth	n/a	11.0 %	12.1 %	29.6 %	46.6 %	57.0 %	31.5 %
EBITDA growth	n/a	42.5 %	42.9 %	77.9 %	-43.8 %	51.9 %	456.6 %
EBIT growth	n/a	66.6 %	78.7 %	150.0 %	-81.1 %	46.0 %	2068.4 %
EPS growth	n/a	-197.1 %	361.1 %	202.0 %	-50.3 %	608.2 %	1777.5 %
<b>Efficiency</b>							
Total operating costs / sales	94.0 %	92.3 %	90.7 %	93.8 %	97.1 %	93.8 %	92.2 %
Sales per employee	485.5	486.9	537.9	648.5	884.4	1,291.7	1,617.8
EBITDA per employee	29.0	37.3	52.5	60.8	25.6	79.9	126.0
<b>Balance sheet analysis</b>							
Avg. working capital / sales	17.5 %	19.5 %	23.4 %	19.4 %	17.1 %	14.0 %	12.8 %
Inventory turnover (sales/inventory)	4.9	4.4	4.6	4.3	4.6	4.9	5.3
Trade debtors in days of sales	37.0	38.9	42.4	29.4	28.9	28.4	27.9
A/P turnover [(A/P*365)/sales]	47.6	36.7	26.2	30.0	33.0	36.0	39.0
Cash conversion cycle (days)	84.5	119.8	132.5	119.0	105.9	92.7	77.9
<b>Cash flow analysis</b>							
Free cash flow	4.1	-1.8	1.1	4.5	-4.3	-2.5	9.1
Free cash flow/sales	6.9 %	-2.8 %	1.4 %	4.8 %	-3.1 %	-1.1 %	3.2 %
FCF / net profit	neg.	neg.	75.2 %	496.0 %	neg.	neg.	69.8 %
Capex / depre	87.4 %	49.0 %	31.9 %	28.5 %	38.2 %	41.0 %	54.5 %
Capex / maintenance capex	38.2 %	23.2 %	9.5 %	8.1 %	62.5 %	80.0 %	66.7 %
Capex / sales	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Security</b>							
Net debt	2.7	5.8	6.3	-31.8	-10.5	-8.0	-17.1
Net Debt/EBITDA	0.8	1.2	0.9	0.0	0.0	0.0	0.0
Net debt / equity	0.1	0.2	0.2	neg.	neg.	neg.	neg.
Interest cover	1.2	1.8	3.1	4.4	999.0	999.0	999.0
Dividend payout ratio	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Asset utilisation</b>							
Capital employed turnover	1.7	1.8	1.9	1.4	2.0	2.9	3.2
Operating assets turnover	5.5	4.2	3.8	4.3	4.8	5.4	6.3
Plant turnover	175.4	202.6	265.1	332.7	231.7	367.2	482.9
Inventory turnover (sales/inventory)	4.9	4.4	4.6	4.3	4.6	4.9	5.3
<b>Returns</b>							
ROCE	8.7 %	11.5 %	16.3 %	15.2 %	4.6 %	15.9 %	25.9 %
ROE	-1.2 %	1.1 %	4.9 %	1.4 %	1.0 %	8.7 %	15.0 %
<b>Other</b>							
Interest paid / avg. debt	20.5 %	19.5 %	17.8 %	34.0 %	0.0 %	0.0 %	0.0 %
No. employees (average)	121	134	136	146	157	169	177
Number of shares	6.2	6.2	6.2	6.2	6.2	6.2	6.2
DPS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EPS reported	-0.05	0.05	0.23	0.15	0.11	1.05	2.10
<b>Valuation ratios</b>							
P/BV	5.7	5.7	5.4	2.3	2.3	2.1	1.8
EV/sales	2.6	2.4	2.2	1.3	1.0	0.7	0.5
EV/EBITDA	44.2	31.7	22.2	13.6	35.4	10.7	6.1
EV/EBITA	99.6	39.5	23.0	13.9	40.2	11.4	6.3
EV/EBIT	99.6	61.0	34.2	18.6	161.6	15.2	7.1
EV/FCF	38.0	-87.3	151.2	26.6	-32.8	-58.3	14.9
Adjusted FCF yield	1.6 %	2.3 %	3.3 %	5.8 %	2.0 %	6.5 %	11.0 %
Dividend yield	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %

Source: Company data, Hauck & Aufhäuser

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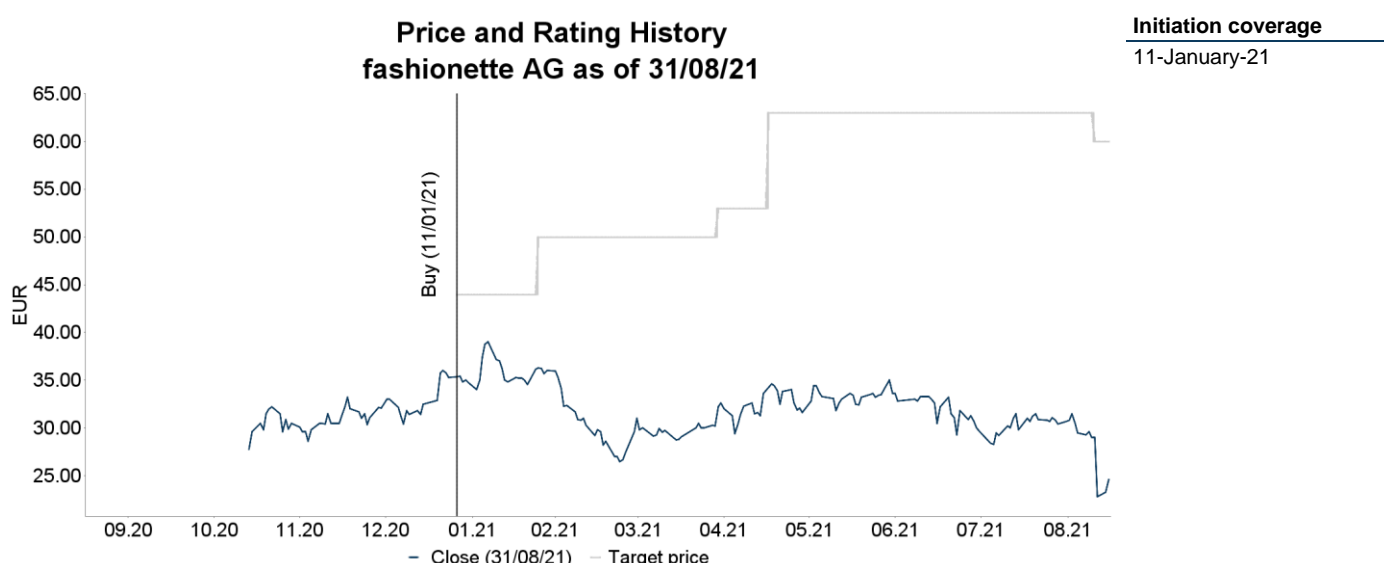
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Company	Disclosure
fashionette AG	1, 3, 6, 8

**Historical target price and rating changes for fashionette AG in the last 12 months**



Company	Date	Analyst	Rating	Target price	Close
fashionette AG	27.08.2021	Salis, Christian	Buy	EUR 60,00	EUR 22,80
	18.06.2021	Salis, Christian	Buy	EUR 63,00	EUR 32,80
	19.05.2021	Salis, Christian	Buy	EUR 63,00	EUR 34,40
	03.05.2021	Salis, Christian	Buy	EUR 63,00	EUR 34,60
	15.04.2021	Salis, Christian	Buy	EUR 53,00	EUR 32,60

12.04.2021	Salis, Christian	Buy	EUR 50,00	EUR 30,30
03.03.2021	Salis, Christian	Buy	EUR 50,00	EUR 29,60
10.02.2021	Salis, Christian	Buy	EUR 50,00	EUR 36,20
22.01.2021	Salis, Christian	Buy	EUR 44,00	EUR 39,00
18.01.2021	Salis, Christian	Buy	EUR 44,00	EUR 34,00
14.01.2021	Salis, Christian	Buy	EUR 44,00	EUR 35,00
11.01.2021	Salis, Christian	Buy	EUR 44,00	EUR 35,35
11.01.2021	Salis, Christian	Buy	EUR 44,00	EUR 35,35
12.10.2020	Salis, Christian		-	-

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