

**Recommendation:** Buy

**Price target:** 14.00 Euro

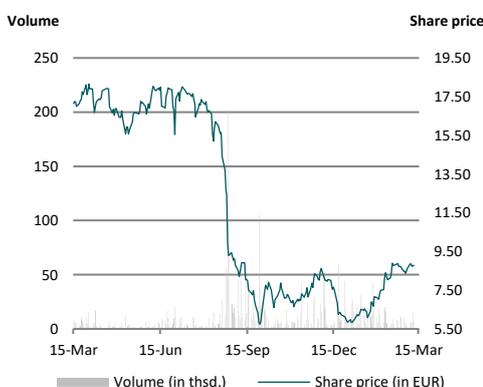
**Upside potential:** +63 percent

**Share data**

Share price	8.60 Euro (XETRA)
Number of shares (in m)	15.68
Market cap. (in EUR m)	134.9
Enterprise Value (in EUR m)	122.4
Code	SB1
ISIN	DE000A2GS609

**Performance**

52 week high (in EUR)	18.22
52 week low (in EUR)	5.39
3 m relative to CDAX	-7.9%
6 m relative to CDAX	-0.2%



Source: Capital IQ

**Shareholder structure**

Free float	32.3%
André Kolbinger	59.8%
Other Executive and Supervisory Board	7.9%

**Calendar**

Annual Report July 2023

**Changes in estimates**

	2023e	2024e	2025e
Sales (old)	54.1	70.9	83.0
Δ in %	-	-	-
EBIT (old)	-1.9	5.7	18.0
Δ in %	n.m.	32.6%	9.1%
EPS (old)	-0.22	0.23	0.78
Δ in %	n.m.	34.8%	9.0%

**Analysts**

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**Publication**

Comment 16 March 2023

**Preliminary 2022 results in line with expectations – 2023 marks transition year**

Yesterday, Smartbroker released further KPIs of the past fiscal year 2022 which were in line with our expectations as well as an outlook for 2023.

**Diverging segment development in 2022:** Based on preliminary figures, Smartbroker raised revenues by 9.6% yoy from EUR 48.2m to EUR 52.8m in 2022, although revenues were down 7.4% yoy on a purely organic basis (full consolidation of Smartbroker AG from 1 January 2021). Whilst the media segment declined by only 4.8% yoy to EUR 34.1m, which is nearly as high as the record level achieved in 2021, revenues in the brokerage segment declined disproportionately by 12.2% weighed down by lower trading activities (average trades per customer 2022: 18 vs. 29 trades in 2021). On the bottom line, Smartbroker Holding AG last year benefited from strongly reduced advertising costs (2022: EUR 4.0m vs. EUR 13.1m in 2021) and continuing high EBITDA margins in the media business (roughly 43%) but was also affected by high costs for the development of the Smartbroker 2.0 and significant special depreciation of EUR 12.7m (EBT 2022p: EUR -9.7m).

**2023 outlook reflects challenging capital market environment and high one-offs:** Based on the guidance which has been substantiated today, revenues are expected to amount to EUR 51.0–56.0m, with the media segment growing in the lower single-digit percentage range. This implies a decline in revenues of the transaction segment by 15.5% yoy at most or growth of up to 16.6% yoy. In terms of earnings, management foresees EBITDA after customer acquisition costs (CAC) of EUR 1.0–4.0m, which takes account of CAC of EUR 1.0–2.0m and one-offs in the context of the forthcoming migration of the securities accounts to Baader Bank of roughly EUR 4.0m. As the transaction figures of several German stock exchange operators have stabilized in the last two months at a level seen in the second half of the year, we continue to expect revenues of EUR 54.1m for 2023 but have adjusted our EBITDA expectation by EUR 1.7m to EUR 2.4m (previously: EUR 4.1m) because of higher customer acquisition and migration costs. Our EBIT forecasts have increased on the back of lower future write-downs due to the special depreciation.

**EBITDA break-even in transaction segment in 2024 paves the way for sustainable profitability:** In today's earnings call the management also gave an indication for the profitability level after the launch of the Smartbroker 2.0. Accordingly, the transaction segment is seen to generate neutral EBITDA in 2024 already. When assuming a constant development of the media business, this would result in group EBITDA of at least EUR 14.6m (MONe: EUR 15.1m). Based on our forecasts, the shares currently trade at an attractive EV/EBITDA multiple 2024e of 8.1.

**Conclusion:** The preliminary results confirm our expectations to date as well as the anticipated significant boost in profitability from 2024. We therefore reiterate our buy rating and our price target of EUR 14.00.

FYend: 31.12.	2020	2021	2022p	2023e	2024e
Sales	48.2	52.8	54.1	70.9	83.0
Growth yoy	70.9%	9.6%	2.5%	31.1%	17.0%
EBITDA	3.6	9.1	2.4	15.1	26.5
EBIT	0.3	-8.2	-2.3	7.3	19.4
Net income	-0.5	-9.6	-3.9	4.7	13.2
Gross profit margin	52.3%	48.2%	66.1%	70.5%	70.4%
EBITDA margin	16.0%	7.4%	17.3%	4.5%	21.3%
EBIT margin	0.7%	-15.5%	-4.3%	10.3%	23.4%
Net Debt	-19.8	-12.5	-5.4	-14.9	-32.4
Net Debt/EBITDA	-1.5	-5.6	-1.4	-2.2	-1.0
ROCE	1.3%	-24.5%	-5.9%	19.1%	57.9%
EPS	-0.03	-0.61	-0.25	0.30	0.84
FCF per share	0.05	0.10	-1.00	-0.45	0.61
Dividend	0.00	0.00	0.00	0.00	0.00
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%
EV/Sales	2.5	2.3	2.3	1.7	1.5
EV/EBITDA	34.4	13.4	50.3	8.1	4.6
EV/EBIT	354.3	n.m.	n.m.	16.8	6.3
PER	n.m.	n.m.	n.m.	28.7	10.2
P/B	2.7	2.7	3.0	2.7	2.1

Source: Company data, Montega, CapitalIQ

Figures in EUR m, EPS in EUR Price: 8.60

## COMPANY BACKGROUND

Smartbroker Holding AG is a financial services provider specialised in commercialising financial websites and providing brokerage services. As the largest publisher-independent financial portal operator in the German-speaking countries, the company has four online platforms with 3.9bn page impressions in 2021 and over 970,000 registered users, which represent the largest financial community in Germany. Whilst the media segment is the company's traditional core business, the focus will increasingly shift towards the brokerage business which has been started at the end of 2019. The management systematically re-invests the cash flows generated in the media segment into the customer growth of the Smartbroker and will continue to pursue this strategy after the launch of the new, improved product version, Smartbroker 2.0, which is envisaged for mid-2023. In December 2022, Smartbroker supported over 270,000 securities accounts and assets under custody of over EUR 9.2bn.

### Key Facts

<b>Ticker</b>	SB1	<b>Revenue</b>	EUR 48.2m
<b>Sector</b>	Financial Technology	<b>EBIT</b>	EUR 0.3m
<b>Employees</b>	244	<b>EBIT margin</b>	0.7%
<b>Core competence</b>	Operation and commercialisation of financial portals, provision of digital brokerage services		
<b>Locations</b>	Berlin (headquarters), Kiel, Leipzig, Munich, Zurich		
<b>Customer structure</b>	<ul style="list-style-type: none"> <li>• Media segment: Companies from a wide range of industries, with a focus on financial institutions and listed small and mid caps</li> <li>• Transaction segment: Private investors</li> </ul>		

Source: Company

As of FY 2021

### Major events in the company's history

<b>1998</b>	Foundation of GIS Wirtschaftsdaten GmbH   Operation of wallstreet-online.de
<b>1999</b>	Implementation of a first capital increase (net.IPO as investor)
<b>2000</b>	Change of name to wallstreet:online GmbH and change of form to Aktiengesellschaft (joint-stock company)  Implementation of two capital increases (including 3i and T Venture as investors)
<b>2003</b>	Acquisition of all shares of the external investors by the Kolbinger family
<b>2006</b>	Listing of wallstreet:online AG (Open Market Frankfurt stock exchange)
<b>2007</b>	Acquisition of 50.10% of the shares by Axel Springer SE
<b>2009</b>	Stake increased to 75.01% of the shares by Axel Springer SE
<b>2010</b>	André Kolbinger reacquires 75.01% of the shares from Axel Springer SE
<b>2018</b>	Acquisition of Markets Inside Media GmbH, a German financial portal operator (boersennews.de)  Implementation of a capital increase (issuing volume EUR 5.9m)
<b>2019</b>	Acquisition of the operating companies of the ariva.de and finanznachrichten.de financial portals and of the Smart Investor magazine  Acquisition of 30% of the shares in Smartbroker AG (previously wallstreet:online capital AG) and call option secured to increase stake to a majority share  Implementation of a capital increase (issuing volume EUR 5.9m)

Launch of the Smartbroker (as a white label product in cooperation with a partner bank)

**2020** Smartbroker reaches 80,000 securities accounts

**2021** Stake in Smartbroker AG increased to over 95%

Implementation of a capital increase (issuing volume EUR 19.1m)

Start of development work on Smartbroker 2.0 (deepening of the value chain, independence from the previous partner bank)

Smartbroker reaches over 200,000 securities accounts

**2022** Implementation of a capital increase (issuing volume: EUR 10.0m).

Acquisition of the remaining shares of Smartbroker AG by way of a squeeze-out

Change of name to Smartbroker Holding AG

Continuation of development work on Smartbroker 2.0

Cooperation agreement with Baader for the implementation of Smartbroker 2.0

**Development stages of Smartbroker Holding AG**

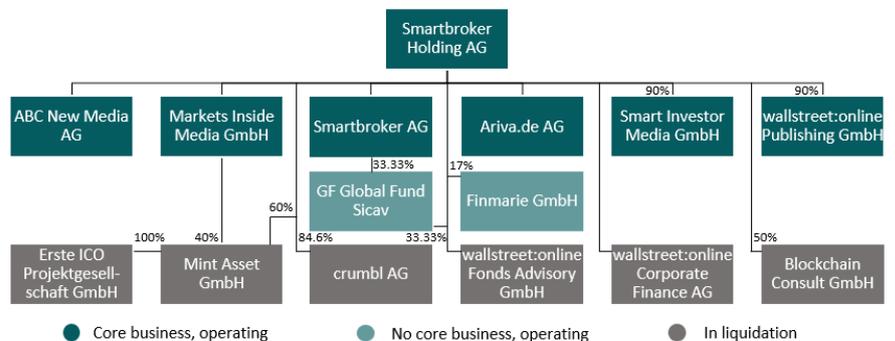


Source: Company

**Scope of Consolidation**

Smartbroker Holding AG is the holding company in the group’s organisation structure. The operating business activities of the transaction segment are controlled by the Smartbroker AG, whilst there are five separate subsidiaries in the media segment which bundle the respective activities of the individual financial portals and are responsible for the editorial work of the group. Smartbroker Holding AG currently works on simplifying its organisational structure, which is why six subsidiaries are being liquidated. Furthermore, the company group has two shareholdings, whose commercial relevance can rather be neglected.

**Organizational structure of Smartbroker Holding AG**



Source: Company

### Business model and individual segments

Smartbroker Holding AG divides its business activities into two segments:

The **transaction segment (pro forma revenue share in 2021: 31%)** comprises all digital brokerage services of the company. This includes mainly the Smartbroker, which combines the advantages of a low-cost neo broker and a classical digital broker with a broad product assortment. On the one hand, Smartbroker offers trading via gettex and Lang & Schwarz at either zero cost or at one euro but is also connected to all other German trading platforms where clients can trade at fees of four and/or five euros. The Smartbroker also stands out for its free securities accounts, four optional currency accounts and a wide variety of international trading venues. In addition to shares, the clients can choose between over 1.5 million derivatives of 16 companies, numerous funds and ETFs as well as savings plans. The online broker primarily generates revenues with **transaction fees** and, to a smaller extent, with **rebates** and other fees which are paid by derivative providers and stock exchange operators.

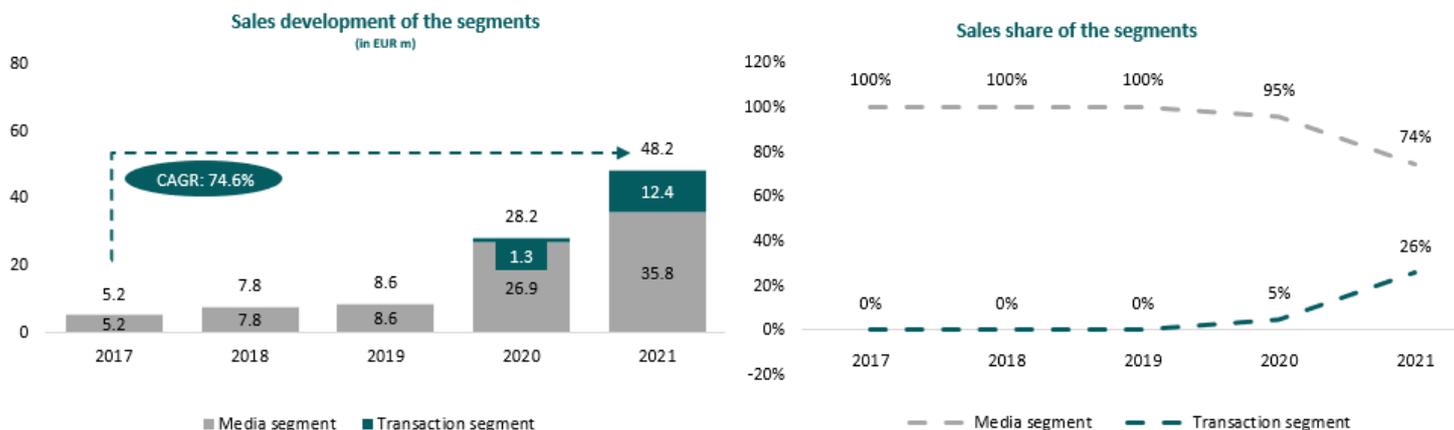
Smartbroker Holding also operates Fondsdiscout, a digital brokerage platform, and investment broker wallstreet:online capital. The former enables private investors to buy over 24,000 funds without issue premium. The latter exclusively caters to the client base (some 23,000 securities accounts of VW employees) acquired from Volkswagen Bank. The two products are of subordinate commercial relevance, which is expected to continue to decline going forward since the growth strategy is focused on the Smartbroker.

The **media segment (pro forma revenue share in 2021: 69%)** combines the four digital financial portals wallstreet:online, börsennews, ariva, finanznachrichten as well as the Smart Investor magazine. In addition to financial data and comprehensive reporting on current economic and stock market news, the portals also include a variety of thematic member's forums, where users can discuss with other users. In addition to the individual web presence, every financial portal has an own mobile app. The group monetarises the reach of the online platform in a B2B model with the four levels below.

- Some **40%** of segment revenues are generated by advertising contracts which are signed with longstanding **key accounts** (mostly banks or other financial services providers). Smartbroker Holding has its own sales team, which usually signs agreements with the relevant clients, which guarantee a certain number of advertising impressions. Based on the homogeneous users of the financial portals, which are mainly German-speaking private investors, the advertising inventory is very attractive, e.g. for issuers of financial products such as derivatives, funds and ETFs.
- Investor Relations marketing accounts for another **40%** of segment revenues. It is often booked by foreign small and midcaps through specialised agencies to exclusively sell the own equity story on financial portals. This offer is very interesting from an advertiser's point of view, not only because of the nature of the users but also because of the vast reach of the media portals. Smartbroker Holding regularly reaches some 40% of the German private investors so that the clients can cover a majority of the relevant German market with only one advertising partner.
- Some **5%** of segment revenues result from programmatic advertising (**real-time bidding**), where the remaining advertising space is auctioned in real time to advertisers of various industries with the help of a partner.
- **Paid content offers** (e.g. market letters), which were launched in the autumn of 2022, make up a fourth pillar of the monetarisation strategy. Smartbroker Holding started to actively sell this product in January 2023. Therefore, the historic revenue contribution is still **0%**.

To complement this, the group also has a B2B business which develops individual **software and financial data solutions** for clients from the financial industry. It accounts for **15%** of segment revenues.

Segment Reporting of Smartbroker Holding AG



Source: Company

Acquisition history

Smartbroker Holding AG acquired various companies in the past few years, primarily with the aim to strengthen the media business.

Acquisition	Date	Purchase price	Stake
<b>Markets Inside Media GmbH</b>	<b>31.01.2018</b>	<b>520,000 shares</b>	<b>100.00%</b>
Markets Inside Media GmbH operates the boersennews.de financial portal and the app of the same name. The company was transferred by way of a contribution in kind in exchange for new shares.			
<b>Trade Republic UG</b>	<b>05.07.2018</b>	<b>EUR 0.885m</b>	<b>c. 2.00%</b>
Trade Republic UG is a German neo broker which pursues a mobile-only strategy. The shareholding was sold in April 2020 for an amount in the low to medium single-digit million area.			
<b>wallstreet:online capital AG</b>	<b>17.10.2018</b>	<b>MONe: EUR 3.00m</b>	<b>30.00%</b>
wallstreet:online capital AG acts as distributor of financial products and was authorised by the Federal Financial Supervisory Authority (BaFin) as financial services provider in 2006. As part of the entry into the company, the parties agreed on a call option providing for an increase to >50%. The company was fully taken over in April 2022 and changed its name to Smartbroker AG.			
<b>ABC New Media AG</b>	<b>27.02.2019</b>	<b>MONe: EUR 2.800m</b>	<b>100.00%</b>
The acquired company operates the finanznachrichten.de financial portal.			
<b>Ariva AG</b>	<b>24.06.2019</b>	<b>MONe: 7,500 Mio. Euro</b>	<b>100,00%</b>
The company operates the financial portal ariva.de.			
<b>Smart Investor Media GmbH</b>	<b>21.08.2019</b>	<b>n.a.</b>	<b>90.00%</b>
The company operates the Smart Investor print and digital magazine.			
<b>FinMarie GmbH</b>	<b>2021</b>	<b>EUR 0.533m</b>	<b>17.00%</b>
According to own statements, FinMarie is the first European financial platform from women for women.			

Source: Company

## Management

Smartbroker Holding AG is managed by five Board members.



**André Kolbinger** (CEO) is the founder of the company group and took over as Chief Executive Officer in August 2022. In the past, he developed the company into one of the leading financial media and brokerage companies in Germany during his almost twenty years as CEO, before he moved to the Supervisory Board and became its chairman. Mr. Kolbinger is also majority shareholder of Smartbroker Holding AG.



**Roland Nicklaus** was appointed to the Board of Smartbroker Holding AG as Chief Financial Officer in April 2021, after he had been a member of the company's Supervisory Board for almost 13 years. Previously, Mr. Nicklaus had been working in various senior management positions of investment banks Salomon Brothers, Rothschild and HSBC in London and thus has an excellent network and extensive experience in the financial industry.



**Oliver Haugk** (CTO) has been a member of the Management Board of Smartbroker Holding AG since November 2017. A graduate in business administration, he was head of the acquired portal boersennews.de while he worked for the Unister group. This provided him with many years of experience in online financial media and online marketing.



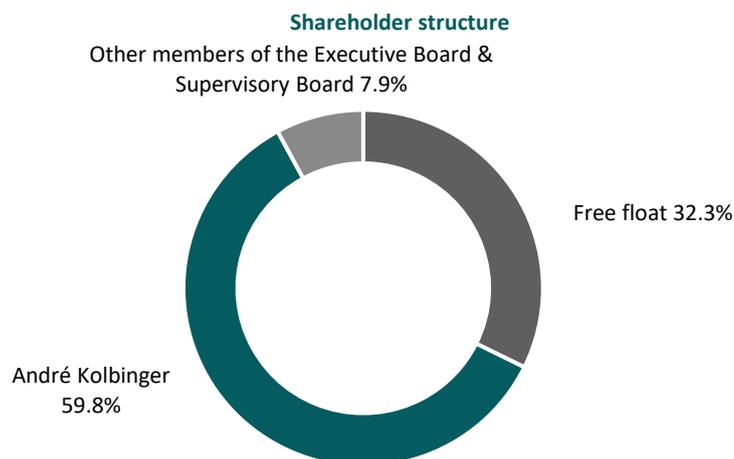
**Michael Bulgrin** has been a member of the Management Board since November 2017 and is responsible for the control of the produced media content in his role as Chief Content Officer. Following his studies in business administration, Mr. Bulgrin had also worked as public and investor relations consultant before he joined Smartbroker Holding in August 2015 and assumed the management of Corporate Communications.



**Stefan Zmojda** has been responsible for sales and market since April 2021 as Chief Revenue Officer. He joined Smartbroker Holding AG in 2013 where he held various positions including the position of CEO between 2019 and 2021. A graduate in business administration, he previously worked as product and project manager in different companies specialised in financial media.

**Shareholder structure**

Smartbroker Holding AG issued 15,681,252 bearer shares. Founder and CEO André Kolbinger holds the majority of the shares with a stake of 59.8%. The remaining members of the Management and Supervisory Boards account for 7.9%. Free float is 32.3%.



Source: Company

APPENDIX

DCF Model

Figures in m	2023e	2024e	2025e	2026e	2027e	2028e	2029e	Terminal Value
<b>Sales</b>	<b>54.1</b>	<b>70.9</b>	<b>83.0</b>	<b>92.8</b>	<b>102.8</b>	<b>113.8</b>	<b>121.8</b>	<b>124.2</b>
<i>Change yoy</i>	2.5%	31.1%	17.0%	11.8%	10.8%	10.7%	7.0%	2.0%
<b>EBIT</b>	<b>-2.3</b>	<b>7.3</b>	<b>19.4</b>	<b>25.7</b>	<b>30.8</b>	<b>36.6</b>	<b>36.5</b>	<b>31.1</b>
<i>EBIT margin</i>	-4.3%	10.3%	23.4%	27.7%	30.0%	32.2%	30.0%	25.0%
<b>NOPAT</b>	<b>-3.1</b>	<b>5.1</b>	<b>13.6</b>	<b>18.0</b>	<b>21.6</b>	<b>25.7</b>	<b>25.6</b>	<b>21.7</b>
<b>Depreciation</b>	<b>4.7</b>	<b>7.8</b>	<b>7.0</b>	<b>6.5</b>	<b>6.1</b>	<b>5.7</b>	<b>5.2</b>	<b>2.0</b>
<i>in % of Sales</i>	8.8%	11.0%	8.5%	7.0%	5.9%	5.0%	4.3%	1.6%
<b>Change in Liquidity from</b>								
- Working Capital	0.0	-1.0	-0.7	-0.6	-0.5	-0.6	-0.5	-0.1
- Capex	-8.0	-2.0	-2.0	-2.0	-2.0	-2.0	-2.0	-2.0
<i>Capex in % of Sales</i>	14.7%	2.8%	2.4%	2.2%	1.9%	1.8%	1.6%	1.6%
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Free Cash Flow (WACC model)</b>	<b>-6.3</b>	<b>9.9</b>	<b>17.9</b>	<b>21.8</b>	<b>25.1</b>	<b>28.7</b>	<b>28.3</b>	<b>21.6</b>
<b>WACC</b>	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%	9.4%
Present value	-5.7	8.2	13.5	15.0	15.8	16.5	14.9	140.1
<b>Total present value</b>	<b>-5.7</b>	<b>2.5</b>	<b>16.0</b>	<b>31.0</b>	<b>46.8</b>	<b>63.3</b>	<b>78.2</b>	<b>218.3</b>

Valuation

Total present value (Tpv)	218.3
Terminal Value	140.1
Share of TV on Tpv	64%
Liabilities	18.9
Liquidity	27.4
<b>Equity value</b>	<b>226.8</b>

Growth: sales and margin

Short term: Sales growth	2023-2026	19.7%
Mid term: Sales growth	2023-2029	14.5%
Long term: Sales growth	from 2030	2.0%
EBIT margin	2023-2026	14.3%
EBIT margin	2023-2029	21.3%
Long term EBIT margin	from 2030	25.0%

Number of shares (mln)	15.68
<b>Value per share (EUR)</b>	<b>14.46</b>
<b>+Upside / -Downside</b>	<b>68%</b>
Share price	8.60

Sensitivity Value per Share (EUR)

	Terminal Growth				
WACC	1.25%	1.75%	2.00%	2.25%	2.75%
9.90%	12.78	13.23	13.48	13.74	14.32
9.65%	13.20	13.68	13.95	14.24	14.88
<b>9.40%</b>	<b>13.64</b>	<b>14.17</b>	<b>14.46</b>	<b>14.78</b>	<b>15.47</b>
9.15%	14.12	14.69	15.01	15.35	16.11
8.90%	14.62	15.25	15.60	15.97	16.81

Model parameter

Debt ratio	25.0%
Costs of Debt	4.0%
Market return	9.0%
Risk free rate	2.50%
Beta	1.40
WACC	9.40%
Terminal Growth	2.0%

Sensitivity Value per Share (EUR)

	EBIT-margin from 2030e				
WACC	20.00%	22.50%	25.00%	27.50%	30.00%
9.90%	11.85	12.66	13.48	14.29	15.10
9.65%	12.25	13.10	13.95	14.81	15.66
<b>9.40%</b>	<b>12.67</b>	<b>13.56</b>	<b>14.46</b>	<b>15.36</b>	<b>16.26</b>
9.15%	13.11	14.06	15.01	15.96	16.91
8.90%	13.59	14.60	15.60	16.60	17.60

Source: Montega

P&L (in Euro m) Smartbroker Holding AG	2020	2021	2022p	2023e	2024e	2025e
<b>Sales</b>	<b>28.2</b>	<b>48.2</b>	<b>52.8</b>	<b>54.1</b>	<b>70.9</b>	<b>83.0</b>
Increase / decrease in inventory	0.0	0.0	0.0	0.0	0.0	0.0
Own work capitalised	0.0	0.9	2.5	3.0	0.0	0.0
<b>Total sales</b>	<b>28.2</b>	<b>49.1</b>	<b>55.3</b>	<b>57.1</b>	<b>70.9</b>	<b>83.0</b>
Material Expenses	13.5	25.9	20.4	19.0	21.0	22.2
<b>Gross profit</b>	<b>14.8</b>	<b>23.2</b>	<b>34.9</b>	<b>38.1</b>	<b>49.9</b>	<b>60.8</b>
Personnel expenses	8.0	12.6	18.7	21.6	23.1	24.7
Other operating expenses	2.5	7.7	8.5	14.6	12.4	10.4
Other operating income	0.3	0.6	1.4	0.5	0.7	0.8
<b>EBITDA</b>	<b>4.5</b>	<b>3.6</b>	<b>9.1</b>	<b>2.4</b>	<b>15.1</b>	<b>26.5</b>
Depreciation on fixed assets	0.4	0.3	0.5	0.5	0.6	0.6
<b>EBITA</b>	<b>4.1</b>	<b>3.2</b>	<b>8.6</b>	<b>1.9</b>	<b>14.5</b>	<b>25.9</b>
Amortisation of intangible assets	0.7	1.1	14.1	1.6	4.6	3.8
Impairment charges and Amortisation of goodwill	1.3	1.8	2.7	2.6	2.6	2.6
<b>EBIT</b>	<b>2.0</b>	<b>0.3</b>	<b>-8.2</b>	<b>-2.3</b>	<b>7.3</b>	<b>19.4</b>
Financial result	2.5	-0.3	-1.5	-0.6	-0.6	-0.6
<b>Result from ordinary operations</b>	<b>4.6</b>	<b>0.0</b>	<b>-9.7</b>	<b>-2.9</b>	<b>6.7</b>	<b>18.8</b>
Extraordinary result	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBT</b>	<b>4.6</b>	<b>0.0</b>	<b>-9.7</b>	<b>-2.9</b>	<b>6.7</b>	<b>18.8</b>
Taxes	1.0	0.6	-0.1	1.0	2.0	5.7
Net Profit of continued operations	3.6	-0.5	-9.6	-3.9	4.7	13.2
Net Profit of discontinued operations	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net profit before minorities</b>	<b>3.6</b>	<b>-0.5</b>	<b>-9.6</b>	<b>-3.9</b>	<b>4.7</b>	<b>13.2</b>
Minority interests	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net profit</b>	<b>3.5</b>	<b>-0.5</b>	<b>-9.6</b>	<b>-3.9</b>	<b>4.7</b>	<b>13.2</b>

Source: Company (reported results), Montega (forecast)

P&L (in % of Sales) Smartbroker Holding AG	2020	2021	2022p	2023e	2024e	2025e
<b>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>
Increase / decrease in inventory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Own work capitalised	0.0%	1.8%	4.7%	5.5%	0.0%	0.0%
<b>Total sales</b>	<b>100.0%</b>	<b>101.8%</b>	<b>104.7%</b>	<b>105.5%</b>	<b>100.0%</b>	<b>100.0%</b>
Material Expenses	47.7%	53.6%	38.6%	35.1%	29.6%	26.8%
<b>Gross profit</b>	<b>52.3%</b>	<b>48.2%</b>	<b>66.1%</b>	<b>70.5%</b>	<b>70.4%</b>	<b>73.2%</b>
Personnel expenses	28.3%	26.2%	35.4%	40.0%	32.6%	29.8%
Other operating expenses	8.9%	15.9%	16.1%	27.0%	17.5%	12.5%
Other operating income	0.9%	1.3%	2.7%	1.0%	1.0%	1.0%
<b>EBITDA</b>	<b>16.0%</b>	<b>7.4%</b>	<b>17.3%</b>	<b>4.5%</b>	<b>21.3%</b>	<b>31.9%</b>
Depreciation on fixed assets	1.6%	0.7%	0.9%	1.0%	0.8%	0.7%
<b>EBITA</b>	<b>14.5%</b>	<b>6.7%</b>	<b>16.3%</b>	<b>3.5%</b>	<b>20.5%</b>	<b>31.2%</b>
Amortisation of intangible assets	2.6%	2.3%	26.7%	2.9%	6.5%	4.6%
Impairment charges and Amortisation of goodwill	4.7%	3.7%	5.1%	4.9%	3.7%	3.2%
<b>EBIT</b>	<b>7.2%</b>	<b>0.7%</b>	<b>-15.5%</b>	<b>-4.3%</b>	<b>10.3%</b>	<b>23.4%</b>
Financial result	9.0%	-0.6%	-2.8%	-1.1%	-0.8%	-0.7%
<b>Result from ordinary operations</b>	<b>16.2%</b>	<b>0.1%</b>	<b>-18.3%</b>	<b>-5.4%</b>	<b>9.5%</b>	<b>22.7%</b>
Extraordinary result	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>EBT</b>	<b>16.2%</b>	<b>0.1%</b>	<b>-18.3%</b>	<b>-5.4%</b>	<b>9.5%</b>	<b>22.7%</b>
Taxes	3.6%	1.2%	-0.2%	1.8%	2.8%	6.8%
Net Profit of continued operations	12.6%	-1.1%	-18.1%	-7.2%	6.6%	15.9%
Net Profit of discontinued operations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Net profit before minorities</b>	<b>12.6%</b>	<b>-1.1%</b>	<b>-18.1%</b>	<b>-7.2%</b>	<b>6.6%</b>	<b>15.9%</b>
Minority interests	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Net profit</b>	<b>12.4%</b>	<b>-1.1%</b>	<b>-18.1%</b>	<b>-7.2%</b>	<b>6.6%</b>	<b>15.9%</b>

Source: Company (reported results), Montega (forecast)

Balance sheet (in Euro m) Smartbroker Holding AG	2020	2021	2022p	2023e	2024e	2025e
<b>ASSETS</b>						
Intangible assets	20.5	37.5	33.7	36.9	31.0	26.0
Property, plant & equipment	0.4	0.9	1.7	1.7	1.8	1.8
Financial assets	7.9	2.2	1.5	1.5	1.5	1.5
<b>Fixed assets</b>	<b>28.8</b>	<b>40.6</b>	<b>36.9</b>	<b>40.1</b>	<b>34.3</b>	<b>29.2</b>
Inventories	0.1	0.0	0.0	0.0	0.0	0.0
Accounts receivable	2.8	7.0	6.1	6.2	8.2	9.6
Liquid assets	14.1	25.5	27.4	20.3	29.8	47.3
Other assets	5.5	2.3	3.7	3.7	3.7	3.7
<b>Current assets</b>	<b>22.4</b>	<b>34.8</b>	<b>37.2</b>	<b>30.2</b>	<b>41.7</b>	<b>60.6</b>
<b>Total assets</b>	<b>51.2</b>	<b>75.4</b>	<b>74.1</b>	<b>70.3</b>	<b>76.0</b>	<b>89.9</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>						
<b>Shareholders' equity</b>	<b>30.2</b>	<b>49.1</b>	<b>49.4</b>	<b>45.5</b>	<b>50.2</b>	<b>63.4</b>
<b>Minority Interest</b>	<b>0.0</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>	<b>0.4</b>
Provisions	2.7	6.1	4.0	4.0	4.0	4.0
Financial liabilities	7.5	5.7	14.9	14.9	14.9	14.9
Accounts payable	1.6	8.9	3.0	3.1	4.1	4.8
Other liabilities	9.1	5.2	2.4	2.4	2.4	2.4
<b>Liabilities</b>	<b>20.9</b>	<b>25.9</b>	<b>24.3</b>	<b>24.4</b>	<b>25.4</b>	<b>26.1</b>
<b>Total liabilities and shareholders' equity</b>	<b>51.2</b>	<b>75.4</b>	<b>74.1</b>	<b>70.3</b>	<b>76.0</b>	<b>89.9</b>

Source: Company (reported results), Montega (forecast)

Balance sheet (in %) Smartbroker Holding AG	2020	2021	2022p	2023e	2024e	2025e
<b>ASSETS</b>						
Intangible assets	40.0%	49.7%	45.5%	52.4%	40.8%	28.9%
Property, plant & equipment	0.8%	1.2%	2.3%	2.5%	2.3%	2.0%
Financial assets	15.5%	3.0%	2.0%	2.1%	2.0%	1.7%
<b>Fixed assets</b>	<b>56.2%</b>	<b>53.8%</b>	<b>49.8%</b>	<b>57.0%</b>	<b>45.1%</b>	<b>32.5%</b>
Inventories	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
Accounts receivable	5.5%	9.2%	8.2%	8.8%	10.8%	10.7%
Liquid assets	27.5%	33.9%	37.0%	28.9%	39.2%	52.6%
Other assets	10.7%	3.0%	5.0%	5.3%	4.9%	4.1%
<b>Current assets</b>	<b>43.8%</b>	<b>46.2%</b>	<b>50.2%</b>	<b>43.0%</b>	<b>54.9%</b>	<b>67.4%</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>LIABILITIES AND SHAREHOLDERS' EQUITY</b>						
<b>Shareholders' equity</b>	<b>59.0%</b>	<b>65.1%</b>	<b>66.7%</b>	<b>64.8%</b>	<b>66.1%</b>	<b>70.5%</b>
<b>Minority Interest</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>0.5%</b>	<b>0.4%</b>
Provisions	5.3%	8.1%	5.4%	5.7%	5.3%	4.4%
Financial liabilities	14.7%	7.6%	20.1%	21.2%	19.6%	16.6%
Accounts payable	3.1%	11.8%	4.0%	4.4%	5.4%	5.3%
Other liabilities	17.8%	6.9%	3.2%	3.4%	3.1%	2.7%
<b>Total Liabilities</b>	<b>40.9%</b>	<b>34.4%</b>	<b>32.8%</b>	<b>34.7%</b>	<b>33.4%</b>	<b>29.0%</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>

Source: Company (reported results), Montega (forecast)

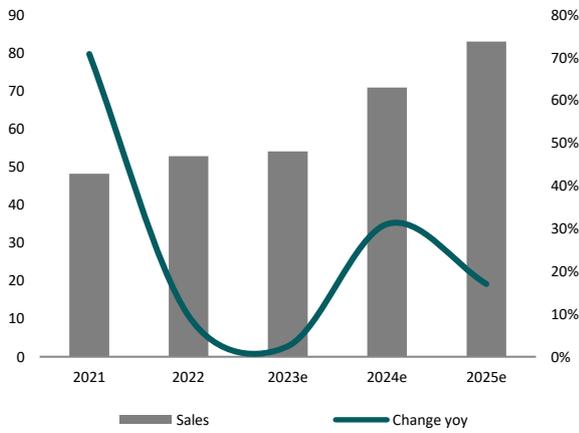
Statement of cash flows (in Euro m) Smartbroker Holding AG	2020	2021	2022p	2023e	2024e	2025e
Net income	3.6	-0.5	-9.6	-3.9	4.7	13.2
Depreciation of fixed assets	0.4	0.3	0.5	0.5	0.6	0.6
Amortisation of intangible assets	2.5	3.5	16.8	4.2	7.3	6.4
Increase/decrease in long-term provisions	0.3	3.3	0.0	0.0	0.0	0.0
Other non-cash related payments	-4.7	4.2	1.6	0.0	0.0	0.0
<b>Cash flow</b>	<b>2.1</b>	<b>10.7</b>	<b>9.3</b>	<b>0.8</b>	<b>12.5</b>	<b>20.2</b>
Increase / decrease in working capital	-0.9	3.2	-5.0	0.0	-1.0	-0.7
<b>Cash flow from operating activities</b>	<b>1.2</b>	<b>13.9</b>	<b>4.3</b>	<b>0.8</b>	<b>11.5</b>	<b>19.5</b>
CAPEX	-0.5	-12.5	-20.0	-8.0	-2.0	-2.0
Other	-0.8	-7.3	-1.5	0.0	0.0	0.0
<b>Cash flow from investing activities</b>	<b>-1.3</b>	<b>-19.8</b>	<b>-21.5</b>	<b>-8.0</b>	<b>-2.0</b>	<b>-2.0</b>
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0
Change in financial liabilities	-2.8	-1.8	9.3	0.0	0.0	0.0
Other	7.3	19.0	9.7	0.0	0.0	0.0
<b>Cash flow from financing activities</b>	<b>4.5</b>	<b>17.2</b>	<b>19.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
Effects of exchange rate changes on cash	0.0	0.2	0.0	0.0	0.0	0.0
<b>Change in liquid funds</b>	<b>4.4</b>	<b>11.3</b>	<b>1.9</b>	<b>-7.1</b>	<b>9.5</b>	<b>17.5</b>
<b>Liquid assets at end of period</b>	<b>14.1</b>	<b>25.5</b>	<b>27.4</b>	<b>20.3</b>	<b>29.8</b>	<b>47.3</b>

Source: Company (reported results), Montega (forecast)

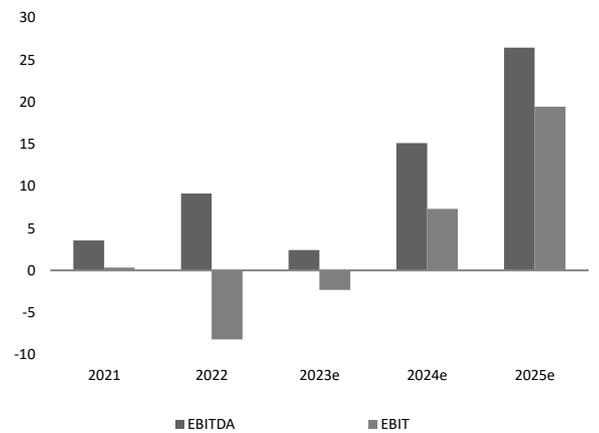
Key figures Smartbroker Holding AG	2020	2021	2022p	2023e	2024e	2025e
<b>Earnings margins</b>						
Gross margin (%)	52.3%	48.2%	66.1%	70.5%	70.4%	73.2%
EBITDA margin (%)	16.0%	7.4%	17.3%	4.5%	21.3%	31.9%
EBIT margin (%)	7.2%	0.7%	-15.5%	-4.3%	10.3%	23.4%
EBT margin (%)	16.2%	0.1%	-18.3%	-5.4%	9.5%	22.7%
Net income margin (%)	12.6%	-1.1%	-18.1%	-7.2%	6.6%	15.9%
<b>Return on capital</b>						
ROCE (%)	8.4%	1.3%	-24.5%	-5.9%	19.1%	57.9%
ROE (%)	12.9%	-1.7%	-19.4%	-7.8%	10.2%	26.1%
ROA (%)	6.9%	-0.7%	-12.9%	-5.6%	6.2%	14.7%
<b>Solvency</b>						
YE net debt (in EUR)	-6.6	-19.8	-12.5	-5.4	-14.9	-32.4
Net debt / EBITDA	-1.5	-5.6	-1.4	-2.2	-1.0	-1.2
Net gearing (Net debt/equity)	-0.2	-0.4	-0.3	-0.1	-0.3	-0.5
<b>Cash Flow</b>						
Free cash flow (EUR m)	0.7	1.4	-15.7	-7.1	9.5	17.5
Capex / sales (%)	14.0%	27.0%	38.4%	14.7%	2.8%	2.4%
Working capital / sales (%)	7%	1%	1%	6%	5%	5%
<b>Valuation</b>						
EV/Sales	4.3	2.5	2.3	2.3	1.7	1.5
EV/EBITDA	27.1	34.4	13.4	50.3	8.1	4.6
EV/EBIT	60.3	354.3	-	-	16.8	6.3
EV/FCF	184.3	84.6	-	-	12.9	7.0
PE	35.8	-	-	-	28.7	10.2
KBV	4.5	2.7	2.7	3.0	2.7	2.1
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Source: Company (reported results), Montega (forecast)

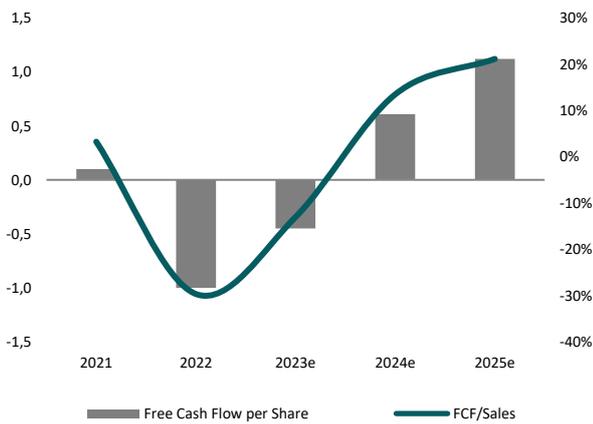
Sales development



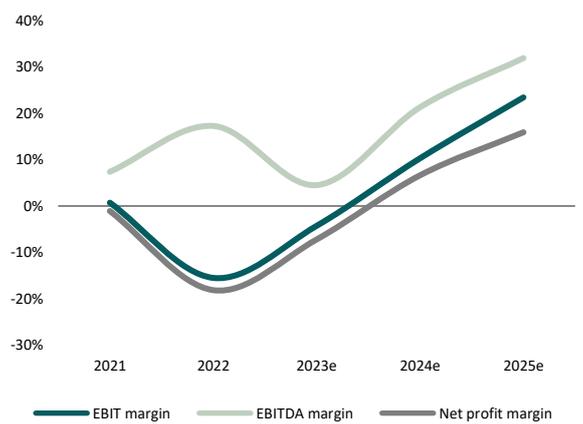
Earnings development



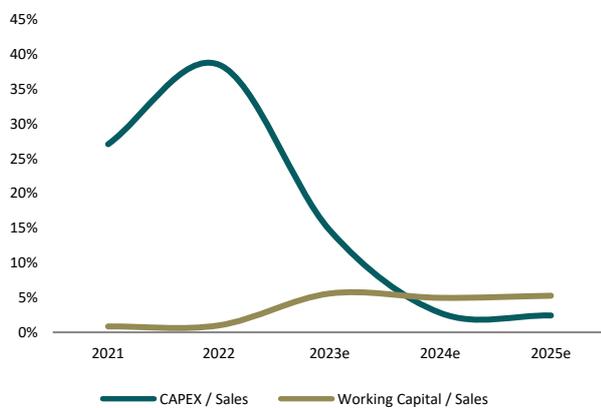
Free-Cash-Flow development



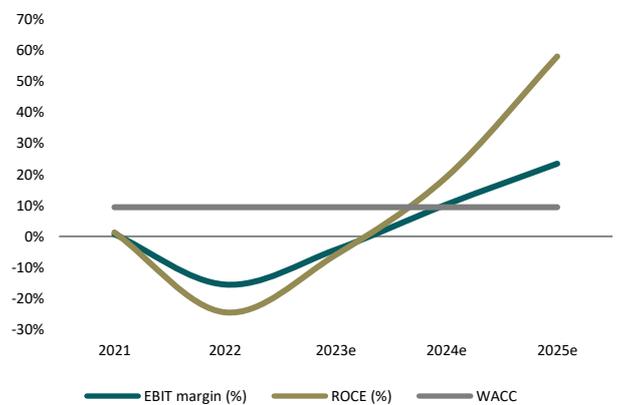
Margin development



Capex / Working Capital



EBIT-Yield / ROCE





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## SMARTBROKER HOLDING AG

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### Share price and recommendation history

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Recommendation	Date	Price (EUR)	Price target (EUR)	Potential
Buy (Initiation)	07.02.2023	7.52	14.00	+86%
Buy	16.03.2023	8.60	14.00	+63%

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