wallstreet:online (WS01 GY) | Media

July 01, 2022

Business environment for retail brokers is becoming more challenging

We confirm our Buy recommendation but lower our PT from EUR 35 to EUR 28: Driven by the uncertain macroeconomic environment and the weak performance of the global equity markets, the business environment for retail brokers has become considerably more challenging. This fact was also confirmed by w:o peer flatexDEGIRO (not rated) - recently, the company lowered its FY 2022 guidance for both, new customer additions as well as total transactions. We believe that w:o's Smartbroker should also be affected by these developments. While we remain optimistic that the Smartbroker will gain 55k new customers this year (as stated in the guidance), fewer trades per customer should still negatively weigh on sales growth. Thus, we are lowering our estimates with a corresponding effect on our PT. Nevertheless, the long-term perspectives remain fully intact in our view. The implementation of Smartbroker 2.0 (launch planned for H2/2022) should be the major growth driver going forward. A broader product offering combined with the introduction of the app should further simplify the acquisition of new customers. The internalisation of the platform should also have a positive impact on scalability and hence, on profitability. The "Case Study 2026", which was presented at the last Annual General Meeting, confirms our view on this.

Changes in estimates: We lowered our sales and earnings estimates. Our FY 2022 sales estimate is now at the lower end of the company guidance. We now also depict our FY 2024 estimates.

Valuation: Based on lowered estimates and a higher risk-free rate, we derive a new PT of EUR 28 (DCF-based).

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Fundamentals (in EUR m) ¹	2019	2020	2021	2022e	2023e	2024e
Sales	9	28	49	62	81	95
EBITDA	4	5	4	11	27	34
EBIT	4	2	0	9	25	32
EPS adj. (EUR)	1.06	0.25	-0.04	0.41	1.13	1.47
EBITDA adj.	3.7	7.5	3.6	11.1	26.8	34.3
DPS (EUR)	0.00	0.00	0.00	0.00	0.00	0.00
BVPS (EUR)	15.08	2.10	3.28	3.69	4.81	6.28
Net Debt incl. Provisions	-4	-7	-20	-19	-33	-53
Ratios ¹	2019	2020	2021	2022e	2023e	2024e
EV/EBITDA	1.9	46.3	86.1	19.4	7.5	5.3
EV/EBIT	1.9	103.1	877.8	23.3	8.1	5.7
P/E adj.	6.0	60.7	-607.5	37.9	13.8	10.6
Dividend yield (%)	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA margin (%)	43.3	16.0	7.2	18.0	33.1	36.2
EBIT margin (%)	43.1	7.2	0.7	15.0	30.6	33.9
Net debt/EBITDA	-1.2	-1.5	-5.6	-1.7	-1.2	-1.6
PBV	0.4	7.1	6.6	4.2	3.2	2.5

¹Sources: Bloomberg, Metzler Research

Buy	E unchanged			
Price*	EUR 15.54			
Price target	EUR 28.00 (35.00)			
* XETRA trading price at the close of the previous day unless stated otherwise in the Disclosures				
Market Cap (EUR m) ¹	235			
Enterprise Value (EUR n	n) ¹ 216			



Performance (in %) ¹	1m	3m	12m
Share	-7.9	-13.2	-37.1
Rel. to SDAX	6.2	5.2	-14.5
Changes in estimates (in %) ¹	2022e	2023e	2024e
Sales	-5.8	-6.0	0.0
Sales EBIT	-5.8 -17.5	-6.0 -13.6	0.0

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Case Study 2026 presented at the AGM

One of the key topics at the Annual General Meeting (event on 24th June) was the Smartbroker 2.0. As already described in our previous note "Smartbroker 2.0 - a clear catalyst for sales and earnings growth", the Smartbroker will be internalised. In addition, further product categories (e.g. trading in cryptocurrencies) and the Smartbroker app are to be introduced. The company confirmed that the market launch will take place in H2/2022 (probably in autumn). From this point on, all new clients are to be migrated directly to the new system - the migration of existing clients to the new platform is to take place in H1/2023.

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In addition, the company presented a "Case Study 2026", a scenario calculation demonstrating potential growth rates and the scalability of the Smartbroker:

- In this case study, the company assumed annual growth of 3% in the media business. Through the introduction of the app, a broader target group is to be addressed. The company calculated with 75k new Smartbroker customers per annum - hence, by 2026 there should be 600k brokerage accounts (a market share of 5% based on the current number of shareholders in Germany).
- The case study also assumed 30 annual transactions / customer per year. With the internalisation, the share of sales that is currently paid to the partner bank for each trade will be eliminated. Revenues per trade should thus, considerably increase going forward. Based on these assumptions, a sales volume of EUR 163m is derived for the year 2026.
- Profitability is also expected to increase considerably, due to lower customer acquisition costs and lower costs per trade as a result of economies of scale. In the presented base scenario, w:o assumed an EBITDA of EUR 61m in FY 2026 - which would correspond to a margin of 37%.



3 Scenarios presented in the Case Study 2026

 Our sales estimates are well below these figures presented (e.g. we estimate sales in FY 2026 of approx. EUR 124m) - although the figures presented in the case study should not be understood as specific guidance anyway. Neverthe-

Source: Company Data, Metzler Research

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less, in our view, the case study clearly underlines the ambitions of the Smartbroker, as well as the clear benefits of the implementation of Smartbroker 2.0.

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Hence, despite the challenging environment for retail brokers, we are optimisitic that w:o will remain on its growth path going forward - in future, the Smartbroker should not only be the major growth driver but also considerably contribute to Group earnings driven by the high scalability of the platform.

Valuation - new PT of EUR 28

Our price target is derived from our DCF model with a forecasting period until FY 2029. We believe that this is the best approach to reflect the continuous growth over the next years and the margin potential driven by the high scalability of the wallstreet:online business model. Based on lowered estimates and a higher riskfree rate, we derive a new price target of EUR 28.

In general, our DCF valuation includes 3 stages. Phase I includes our detailed estimates starting from FY 2022e to FY 2026e. Phase II is the transition phase (FY2027e to FY 2029e). Our terminal value calculation is finally based on our FY 2029 estimates. We use the following assumptions:

- Sales: Our phase I estimates are characterized by strong topline growth, mainly driven by the ongoing expansion of the Smartbroker going forward. We are assuming that this growth gradually declines between FY 2027 and FY 2029 to our terminal growth rate of 2%.
- EBIT margin: We are assuming a terminal EBIT margin of 40% while the Social & Media division already generates margins in this range, the brokerage business should be able to generate similar margins going forward, driven by the high scalability of the Smartbroker.
- WACC: We calculate a WACC for wallstreet:online of 9.8% based on the following underlying parameters: (a) Risk free rate of 1.5% (previous: 1.0%), (b) market risk premium of 6.5%, and (c) a projected beta of 1.4.

Our DCF valuation

Company	FY22e	FY23e	FY24e	FY25e	FY26e	FY27e	FY28e	FY29e	TV-year
Revenue	62	81	95	109	124	138	149	152	
Y-o-y (in %)	25.9	30.9	16.9	15.0	14.3	11.0	8.0	2.0	
EBIT	9	25	32	41	50	55	60	61	
Margin (in %)	15.0	30.6	33.9	37.7	40.0	40.0	40.0	40.0	
Taxes	3	7	9	12	15	17	18	18	
Tax rate (in %)	30.0	30.0	30.0	30.0	30.0	30.0	30.0	30.0	
D&A	2	2	2	2	2	3	3	3	
in % of sales	3.0	2.5	2.3	2.0	2.0	2.0	2.0	2.0	
Gross cash flow	8	20	25	31	37	41	45	46	
Capex	8	4	3	3	3	3	3	3	
in % of sales	13.0	5.0	3.2	3.0	2.8	2.0	2.0	2.0	
Increase in NWC	1	1	1	1	1	1	1	1	
in % of sales	1.4	1.5	0.9	1.0	0.5	0.5	0.5	0.5	
Free cash flow	0	14	21	27	33	38	41	42	550
Present value FCF	0	12	17	19	22	23	22	21	273
Implied equity value and fair value per share					Model ass	umptions			
Enterprise value (beg	. FY 2022)		409		Beta				1.4
Net debt			-19		Risk-free ra	ate			1.5
Equity value			428		Risk premi	um			6.5
Fair value per share			28.0		WACC				9.8

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Source: Metzler Research

Sensitivity analysis

In EUR m						
			Termina	al sales growt	h (in %)	
		1.6	1.8	2.0	2.2	2.4
	36.0	25	26	26	27	27
38.0	38.0	26	27	27	28	28
EBIT margin (in %)	40.0	27	28	28	29	29
	42.0	28	29	29	30	30
	44.0	29	30	30	31	31
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Sources: Metzler Research

Key Data

Company profile

Berlin, Germany

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CEO: Mathias Hach wallstreet:online was founded in 1998 and is headquartered in Berlin. Through its "Social & Media" division, the Company operates wallstreet-online.de, Germany's largest finance community, which, together with three further finance portals, generates approx. 320m page impressions per month (April 2021). wallstreet:online AG is also the operator of the Smartbroker. Smartbroker was launched in December 2019, and has established itself as Germany's #1 neobroker by assets under management and #2 by number of clients. In addition, the company operates an independent online financial intermediary business through its Classic Transaction division.

Major shareholders

Andre Kolbinger / AKD Private Equity (56.5%), Management & Supervisory Board (7.5%)

Key figures												
P&L (in EUR m)	2019	%	2020	%	2021	%	2022e	%	2023e	%	2024e	%
Sales	9	10.0	28	229.9	49	74.0	62	25.9	81	30.9	95	16.9
EBITDA	4	6.6	5	22.1	4	-21.3	11	212.7	27	140.9	34	27.9
EBITDA margin (%)	43.3	-3.1	16.0	-63.0	7.2	-54.8	18.0	148.3	33.1	84.0	36.2	9.4
EBIT	4	8.3	2	-45.0	0	-82.8	9	n.m.	25	167.2	32	29.5
EBIT margin (%)	43.1	-1.5	7.2	-83.3	0.7	-90.1	15.0	n.m.	30.6	104.2	33.9	10.8
Financial result	-1	-362.5	3	480.5	-0	-112.2	-0	-40.7	-0	-12.2	-0	2.6
EBT	3	-17.4	5	50.9	0	-99.1	9	n.m.	24	174.8	32	30.2
Taxes	-1	-164.5	-1	10.4	-1	42.5	-3	-358.4	-7	-174.8	-9	-30.2
Tax rate (%)	-37.2	n.a.	-22.1	n.a.	-1394.2	n.a.	-30.0	n.a.	-30.0	n.a.	-30.0	n.a.
Net income	2	-41.3	4	87.1	-1	-115.1	6	n.m.	17	174.8	22	30.2
Minority interests	0	n.a.	0	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Net Income after minorities	2	-41.3	4	87.1	-1	-115.1	6	n.m.	17	174.8	22	30.2
Number of shares outstanding (m)	2	7.8	14	699.0	15	5.0	15	0.0	15	0.0	15	0.0
EPS adj. (EUR)	1.06	-45.5	0.25	-76.6	-0.04	-114.4	0.41	n.m.	1.13	174.8	1.47	30.2
DPS (EUR)	0.00	n.a.	0.00	n.a.	0.00	n.a.	0.00	n.a.	0.00	n.a.	0.00	n.a.
Dividend yield (%)	0.0	n.a.	0.0	n.a.	0.0	n.a.	0.0	n.a.	0.0	n.a.	0.0	n.a.
Cash Flow (in EUR m)	2019	%	2020	%	2021	%	2022e	%	2023e	%	2024e	%
Gross Cash Flow	3	-15.4	4	36.3	3	-15.3	8	184.4	20	130.2	25	27.0
Increase in working capital	2	n.a.	4	n.a.	-6	n.a.	1	n.a.	1	n.a.	1	n.a.
Capital expenditures	0	100.0	0	19.0	12	n.m.	8	-35.6	4	-49.7	3	-25.2
D+A/Capex (%)	4.0	n.a.	523.5	n.a.	25.7	n.a.	23.1	n.a.	50.0	n.a.	71.9	n.a.
Free cash flow (Metzler definition)	0	-93.3	-1	-399.0	-3	-416.4	-0	86.6	14	n.m.	21	46.2
Free cash flow yield (%)	1.8	n.a.	-0.3	n.a.	-1.0	n.a.	-0.2	n.a.	6.1	n.a.	8.9	n.a.
Dividend paid	0	n.a.	0	n.a.	0	n.a.	0	n.a.	0	n.a.	0	n.a.
Free cash flow (post dividend)	0	-93.3	-1	-399.0	-3	-416.4	-0	86.6	14	n.m.	21	46.2
Balance sheet (in EUR m)	2019	%	2020	%	2021	%	2022e	%	2023e	%	2024e	%
Assets	36	73.3	51	42.0	75	47.4	82	8.7	99	21.3	122	22.5
Goodwill	0	0.0	20	n.m.	37	83.0	37	0.0	37	0.0	37	0.0
Shareholders' equity	27	40.6	30	11.3	50	63.8	56	12.5	73	30.5	95	30.4
Equity/total assets (%)	75.4	n.a.	59.1	n.a.	65.7	n.a.	68.0	n.a.	73.1	n.a.	77.9	n.a.
Net Debt incl. Provisions	-4	51.4	-7	-46.0	-20	-201.8	-19	4.3	-33	-72.7	-53	-62.3
thereof pension provisions	0	n.a.	0	n.a.	0	n.a.	0	n.a.	0	n.a.	0	n.a.
Gearing (%)	-16.6	n.a.	-21.7	n.a.	-40.0	n.a.	-34.1	n.a.	-45.1	n.a.	-56.1	n.a.
Net debt/EBITDA	-1.2	n.a.	-1.5	n.a.	-5.6	n.a.	-1.7	n.a.	-1.2	n.a.	-1.6	n.a.

Sources: Bloomberg, Metzler Research

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Date of dissemi- nation	Metzler recomme Previous	endation * Current	Current price **	Price target *	Author ***
Issuer/Financial I	Instrument (ISIN):	wallstreet:online	(DE000A2GS609)		
12.04.2022	Buy	Buy	17.40 EUR	35.00 EUR	Diedrich, Tom
10.03.2022	Buy	Buy	16.20 EUR	35.00 EUR	Diedrich, Tom
20.01.2022	Buy	Buy	20.10 EUR	35.00 EUR	Diedrich, Tom
03.12.2021	Buy	Buy	23.10 EUR	35.00 EUR	Diedrich, Tom
24.08.2021	Buy	Buy	24.80 EUR	35.00 EUR	Diedrich, Tom
22.07.2021	Buy	Buy	21.90 EUR	35.00 EUR	Diedrich, Tom

* Effective until the price target and/or investment recommendation is updated (FI/FX recommendations are valid solely at the time of publication)

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Fixed Income (FI)	Sebastian Luther	Head of Fixed Income	688
FI Sales	Minush Nori Silke Amelung Claudia Ruiu Gloria Traidl	Head of Fixed Income Sales	689 289 683 280
FI Trading/ALM	Sven Klein Bettina Koch Susanne Kraus Christian Bernhard Dirk Lagler	Head of ALM Head of Fixed Income Trading	686 291 658 266 685
Foreign Exchange (FX)	Özgur Atasever	Head of Foreign Exchange	281
FX Sales	Tobias Martin Thomas Rost Steffen Völker	Head of FX Sales & Trading FX Senior Advisor	614 292 293
FX Trading	Rainer Jäger Andreas Zellmann		276 610
Currency Management	Dominik Müller	Head of Currency Management	274
CM Advisory	Achim Walde Jens Rotterdam Harwig Wild	Head of Advisory	275 282 279
CM Operations	Simon Wesch Christopher Haase Florian Konz	Head of Operations	350 1617 1773
	Sergii Piskun	Senior Quantitative Analyst	237

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