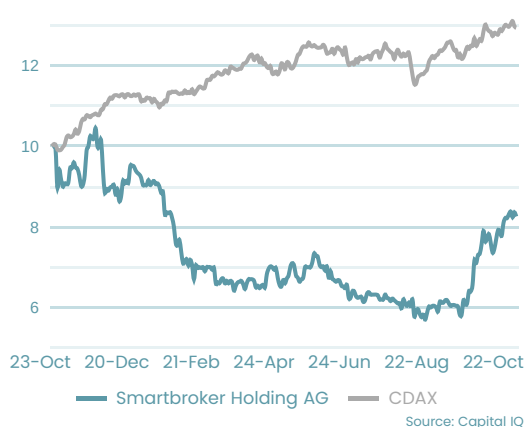


Rating	Buy
Price target	EUR 12.00
Potential	45%
Share data	
Share price (last close price in EUR)	8.26
Number of shares (in m)	15.7
Market cap. (in EUR m)	129.5
Trading vol. (Ø 3 months; in K shares)	5.5
Enterprise Value (in EUR m)	127.7
Ticker	XTRA:SBI
Guidance	
Sales (in EUR m)	50.0 - 55.0
EBITDA (in EUR m)	-1.0 - +3.0

Share price (EUR)



Shareholder	
Freefloat	32.3%
André Kolbinger	59.8%
Other Executives and Supervisory Board	7.9%

Calendar	
EKF	November 25-27, 2024
-	
-	

Changes in estimates			
	2024e	2025e	2026e
Sales (old)	52.3	56.4	64.2
Δ	-2.7%	-5.5%	-5.0%
EBIT (old)	-6.2	-1.3	4.7
Δ	-	-	-77.7%
EPS (old)	-0.46	-0.14	0.24
Δ	-	-	-87.5%

Analyst	
Christoph Hoffmann	
+49 40 41111 3785	
c.hoffmann@montega.de	

Publication	
Comment	October 23, 2024

Right on time with the roll-out of marketing activities: Smartbroker pays 3% interest rates to its customers

Smartbroker recently has announced the launch of an interest account which customers can set up in the app, free of charge and in just a few clicks, to place funds that are not needed for securities trading. The company credits the ECB interest rate less 25bp respectively. Even though the management so far had excluded to pass on interest on excess liquidity, Smartbroker should have chosen this approach to increase the attractiveness of its product in parallel to the broad roll-out of the marketing campaigns on the one hand, and to address the current competitive situation on the other hand. Although the company is expected to miss out on significant interest-like income in the one-digit million ranges with this introduction, in our view, it may not only result in a reduction of customer acquisition costs per user but also in higher absolute new customer numbers. We therefore view this step as a positive one in view of the growth phase that is just starting.

Launch of interest account has a milestone character: Going forward, customers will be paid interests for any balances of up to EUR 100,000 on the "interest account". The only requirement is that customers make three transactions per quarter. It is irrelevant here whether trades are free of charge or at cost. For instance, interests are credited as soon as the customer has a monthly savings plan. We believe that this should stop only a few securities- and trading-oriented customers from opening a securities account. Passing on interest rates is a milestone for Smartbroker, in our view, which should put the company in an excellent starting position for the upcoming growth and marketing phase. Additionally, the introduction of the retirement savings account, which is becoming more and more visible, may have a positive impact on growth. Current plans foresee an introduction in early 2026. With the launch of the "Aktienrendit.de" information website, which is planned for the near future, Smartbroker leverages its strong expertise in the media sector. This may help to not only grow advertising income in the medium term but also to advertise the company's own brokers.

Extensive adjustments to forecasts: We expect the launch of the interest account to lead to a decline in interest-like income. In concrete terms we assume that one third of the overall customer liquidity will be shifted to the interest account as customers can shift their capital intraday between interest and securities account. As a result, they are also extremely flexible when it comes to short-term trading considerations. On the other hand, funds which are not lying in the interest account still bear no interest so Smartbroker will receive interest-like income despite the launch of the interest account. Based on our forecasts, this adjustment leads to a decline in interest-like income of c. EUR 2.8m in 2025. At the same time, we have lowered the CAC per customer from EUR 100 to EUR 90 from 2025 and raised the number of new customers from 50k to 60k from 2025 to take account of the better price-performance ratio. Because of the belated start of marketing (MONe: 11/24) we anticipate 10k new customers this year (previously: 25K), lower marketing costs (EUR 2.4m instead of EUR 4.0m) and slightly higher EBITDA.

Conclusion: SBI successfully responds to competing offers with the launch of the interest account which should make it easier to acquire customers in the growth phase that is just starting. We confirm our rating and our price target.

FYend: 31.12.	2022	2023	2024e	2025e	2026e
Sales	52.8	46.5	50.9	53.3	61.0
Growth yoy	9.5%	-11.8%	9.3%	4.8%	14.4%
EBITDA	8.8	1.3	4.7	4.9	8.1
EBIT	-8.4	-5.2	-5.1	-4.5	1.1
Net income	-10.1	-5.9	-5.6	-5.6	0.4
Gross profit margin	64.6%	59.9%	64.3%	64.5%	64.1%
EBITDA margin	16.6%	2.9%	9.2%	9.2%	13.3%
EBIT margin	-15.9%	-11.2%	-10.1%	-8.4%	1.7%
Net Debt	-12.5	-1.9	-2.3	-3.9	-8.7
Net Debt/EBITDA	-1.4	-1.4	-0.5	-0.8	-1.1
ROCE	-25.3%	-13.4%	-13.4%	-14.2%	4.1%
EPS	-0.64	-0.37	-0.36	-0.36	0.03
FCF per share	-0.99	-0.73	0.03	0.10	0.30
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	2.4	2.7	2.5	2.4	2.1
EV/EBITDA	14.5	94.8	27.4	26.1	15.7
EV/EBIT	n.m.	n.m.	n.m.	n.m.	120.9
PER	n.m.	n.m.	n.m.	n.m.	275.3
P/B	2.6	3.0	3.4	4.1	4.0

Source: Company data, Montega, Capital IQ

Figures in EUR m, EPS in EUR, Price: 8.26 EUR

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 2.1bn page impressions in 2023 and almost 1m 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 in the future. In September 2024, Smartbroker supported over 280,000 securities accounts and assets under custody of over EUR 10.0bn.

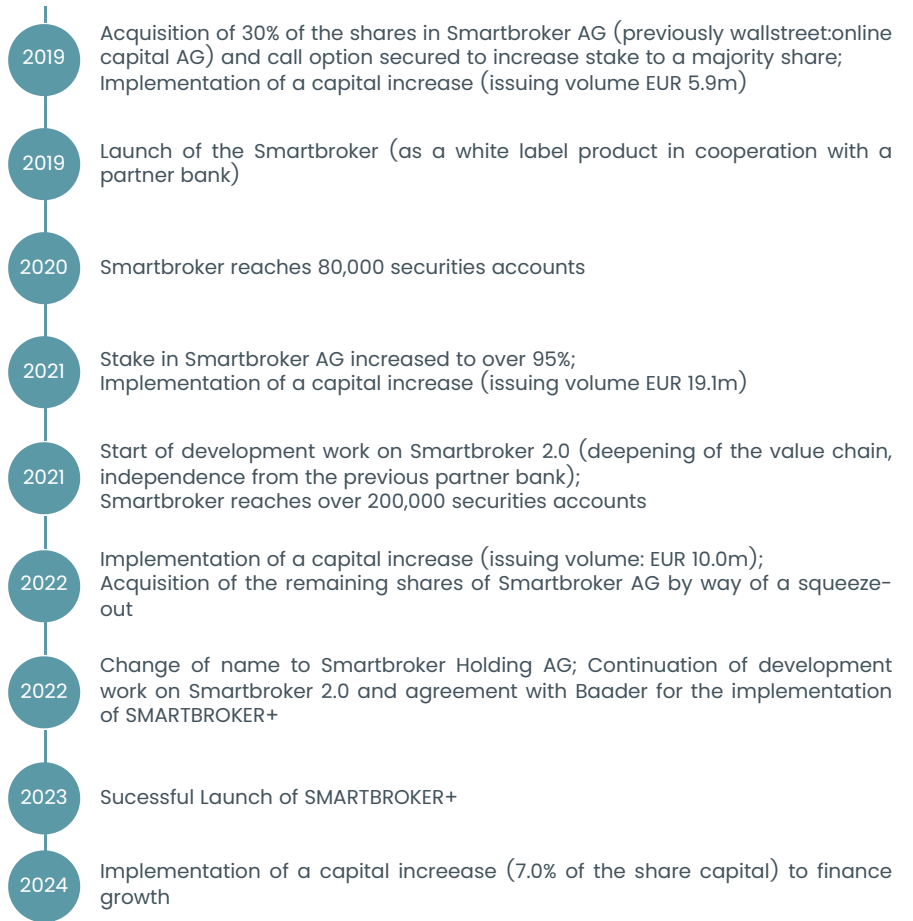
Key Facts

Sector	Financial Technology
Ticker	SBI
Employees	261
Revenue	EUR 46.5m
EBITDA	EUR 1.3m
EBITDA margin	2.9%
Core competence	Operation and commercialisation of financial portals, provision of digital brokerage services
Locations	Berlin (headquarters), Kiel, Leipzig, Munich, Zurich
Customer structure	<ul style="list-style-type: none"> • Media segment: Companies from a wide range of industries, with a focus on financial institutions and listed small and mid caps • Transaction segment: Private investors

Source: Company; As of FY 2023

Major events in the company's history





Development stages of Smartbroker Holding AG

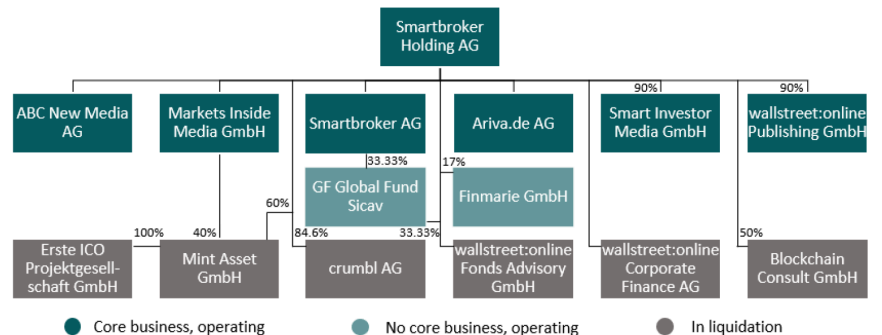


Source: Company

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 (revenue share in 2023: 40%)** 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.

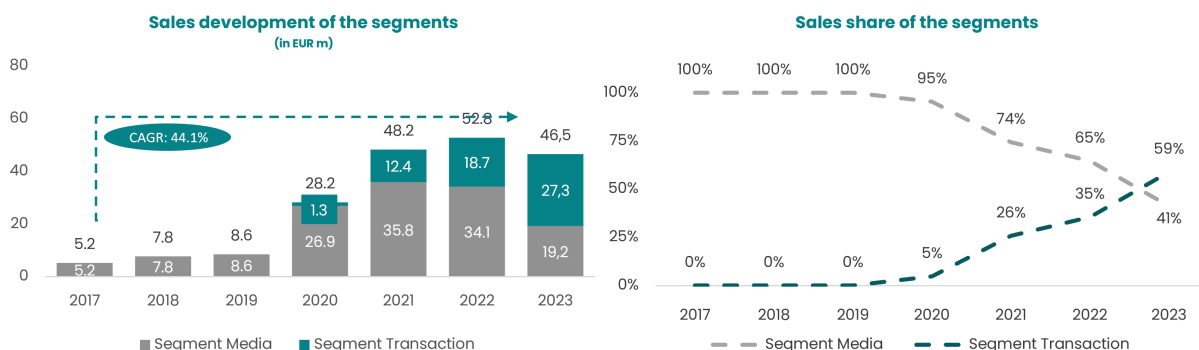
Smartbroker Holding also operates Fondsdiscout, a digital brokerage platform, and investment broker wallstreet:online capital. The former enables private investors to buy over 24,000 funds without issue premium. The latter exclusively caters to the client base (some 23,000 securities accounts of VW employees) 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 (revenue share in 2023: 60%)** 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



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
Markets Inside Media GmbH	31.01.2018	520,000 shares	100.00%
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.			
Trade Republic UG	05.07.2018	EUR 0.885m	c. 2.00%
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.			
wallstreet:online capital AG	17.10.2018	MONe: EUR 3.00m	30.00%
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.			
ABC New Media AG	27.02.2019	MONe: EUR 2.800m	100.00%
The acquired company operates the finanznachrichten.de financial portal.			
Ariva AG	24.06.2019	MONe: 7,500 Mio. Euro	100,00%
The company operates the financial portal ariva.de.			
Smart Investor Media GmbH	21.08.2019	n.a.	90.00%
The company operates the Smart Investor print and digital magazine.			
FinMarie GmbH	2021	EUR 0.533m	17.00%
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.



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.



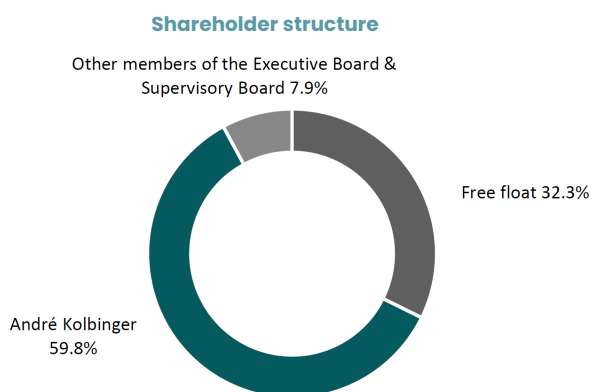
Michael Bulgrin has been a member of the Management Board since November 2017 and is responsible for the control of the produced media content in his role as Chief Content Officer. Following his studies in business administration, Mr. Bulgrin had also worked as public and investor relations consultant 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 16,781,252 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

DCF Model

Figures in EUR m

	2024e	2025e	2026e	2027e	2028e	2029e	2030e	Terminal Value
Sales	50.9	53.3	61.0	69.5	77.0	84.6	92.1	93.9
Change yoy	9.3%	4.8%	14.4%	13.9%	10.8%	9.8%	8.9%	2.0%
EBIT	-5.1	-4.5	1.1	6.4	9.7	11.5	15.9	24.1
EBIT margin	-10.1%	-8.4%	1.7%	9.3%	12.6%	13.6%	17.3%	25.7%
NOPAT	-5.5	-5.0	1.0	5.5	7.3	8.0	11.1	16.9
Depreciation	9.8	9.4	7.1	5.4	5.5	5.3	5.1	2.0
in % of Sales	19.2%	17.6%	11.6%	7.7%	7.2%	6.2%	5.5%	2.1%
Change in Liquidity from								
- Working Capital	0.2	0.0	-0.5	-0.5	-0.4	-0.4	-0.4	-0.1
- Capex	-4.0	-2.2	-2.2	-2.3	-2.0	-2.0	-2.0	-2.0
Capex in % of Sales	7.8%	4.1%	3.7%	3.3%	2.6%	2.4%	2.2%	2.1%
Other								
Free Cash Flow (WACC model)	0.6	2.2	5.3	8.1	10.4	10.9	13.8	16.8
WACC	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%	8.4%
Present value	0.6	2.1	4.5	6.4	7.6	7.3	8.5	149.4
Total present value	0.6	2.6	7.2	13.6	21.1	28.4	37.0	186.3

Valuation (in EUR m)

Total present value (Tpv)	186.3
Terminal Value	149.4
Share of TV on Tpv	80%
Liabilities	14.0
Liquidity	12.3
Equity value	184.6

Number of shares (in m)	15.7
Value per share (EUR)	11.8
+Upside / -Downside	43%
Share price (EUR)	8.26

Model parameter

Debt ratio	25.0%
Costs of Debt	4.0%
Market return	9.0%
Risk free rate	2.5%
Beta	1.2
WACC	8.4%
Terminal Growth	2.0%

Growth: sales and margin

Short term sales growth	2024-2027	10.9%
Mid term sales growth	2024-2030	10.4%
Long term sales growth	from 2031	2.0%
Short term EBIT margin	2024-2027	-1.9%
Mid term EBIT margin	2024-2030	5.1%
Long term EBIT margin	from 2031	25.7%

Sensitivity Value per Share (EUR)

WACC	Terminal Growth				
	1.25%	1.75%	2.00%	2.25%	2.75%
8.93%	9.93	10.47	10.77	11.09	11.81
8.68%	10.34	10.92	11.25	11.60	12.39
8.43%	10.78	11.42	11.77	12.16	13.03
8.18%	11.25	11.95	12.34	12.76	13.73
7.93%	11.76	12.52	12.96	13.43	14.50

Sensitivity Value per Share (EUR)

WACC	EBIT-margin from 2031e				
	20.70%	23.20%	25.70%	28.20%	30.70%
8.93%	9.09	9.93	10.77	11.60	12.44
8.68%	9.48	10.37	11.25	12.13	13.02
8.43%	9.91	10.84	11.77	12.71	13.64
8.18%	10.37	11.35	12.34	13.33	14.31
7.93%	10.87	11.91	12.96	14.00	15.04

Source: Montega

P&L (in EUR m) Smartbroker Holding AG	2021	2022	2023	2024e	2025e	2026e
Sales	48.2	52.8	46.5	50.9	53.3	61.0
Increase / decrease in inventory	0.0	0.0	0.0	0.0	0.0	0.0
Own work capitalised	0.9	2.4	2.5	0.0	0.0	0.0
Total sales	49.1	55.2	49.1	50.9	53.3	61.0
Material Expenses	25.9	21.1	21.2	18.1	19.0	21.9
Gross profit	23.2	34.1	27.9	32.7	34.4	39.1
Personnel expenses	12.6	18.7	20.3	20.5	23.4	24.6
Other operating expenses	7.7	8.0	8.1	7.8	6.7	7.0
Other operating income	0.6	1.4	1.8	0.3	0.5	0.6
EBITDA	3.6	8.8	1.3	4.7	4.9	8.1
Depreciation on fixed assets	0.3	0.7	0.6	0.6	0.6	0.7
EBITA	3.2	8.1	0.8	4.1	4.2	7.5
Amortisation of intangible assets	1.1	13.8	2.8	6.5	6.1	3.8
Impairment charges and Amortisation of goodwill	1.8	2.7	3.2	2.7	2.7	2.7
EBIT	0.3	-8.4	-5.2	-5.1	-4.5	1.1
Financial result	-0.3	-1.5	0.0	-0.1	-0.6	-0.6
Result from ordinary operations	0.0	-9.9	-5.3	-5.2	-5.1	0.5
Extraordinary result	0.0	0.0	0.0	0.0	0.0	0.0
EBT	0.0	-9.9	-5.3	-5.2	-5.1	0.5
Taxes	0.6	0.1	0.7	0.4	0.5	0.0
Net Profit of continued operations	-0.5	-10.1	-5.9	-5.6	-5.6	0.4
Net Profit of discontinued operations	0.0	0.0	0.0	0.0	0.0	0.0
Net profit before minorities	-0.5	-10.1	-5.9	-5.6	-5.6	0.4
Minority interests	0.0	0.0	-0.1	0.0	0.0	0.0
Net profit	-0.5	-10.1	-5.9	-5.6	-5.6	0.4

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

P&L (in % of Sales) Smartbroker Holding AG	2021	2022	2023	2024e	2025e	2026e
Sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Increase / decrease in inventory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Own work capitalised	1.8%	4.5%	5.5%	0.0%	0.0%	0.0%
Total sales	101.8%	104.5%	105.5%	100.0%	100.0%	100.0%
Material Expenses	53.6%	39.9%	45.6%	35.7%	35.5%	35.9%
Gross profit	48.2%	64.6%	59.9%	64.3%	64.5%	64.1%
Personnel expenses	26.2%	35.5%	43.5%	40.3%	43.8%	40.3%
Other operating expenses	15.9%	15.1%	17.3%	15.3%	12.5%	11.5%
Other operating income	1.3%	2.6%	3.8%	0.5%	1.0%	1.0%
EBITDA	7.4%	16.6%	2.9%	9.2%	9.2%	13.3%
Depreciation on fixed assets	0.7%	1.3%	1.3%	1.2%	1.2%	1.1%
EBITA	6.7%	15.3%	1.6%	8.0%	8.0%	12.2%
Amortisation of intangible assets	2.3%	26.2%	6.0%	12.7%	11.4%	6.2%
Impairment charges and Amortisation of goodwill	3.7%	5.1%	6.8%	5.3%	5.0%	4.4%
EBIT	0.7%	-15.9%	-11.2%	-10.1%	-8.4%	1.7%
Financial result	-0.6%	-2.9%	-0.1%	-0.2%	-1.1%	-1.0%
Result from ordinary operations	0.1%	-18.8%	-11.3%	-10.3%	-9.5%	0.8%
Extraordinary result	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EBT	0.1%	-18.8%	-11.3%	-10.3%	-9.5%	0.8%
Taxes	1.2%	0.3%	1.4%	0.8%	1.0%	0.1%
Net Profit of continued operations	-1.1%	-19.1%	-12.7%	-11.1%	-10.5%	0.7%
Net Profit of discontinued operations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Net profit before minorities	-1.1%	-19.1%	-12.7%	-11.1%	-10.5%	0.7%
Minority interests	0.0%	0.0%	-0.1%	0.0%	0.0%	0.0%
Net profit	-1.1%	-19.1%	-12.6%	-11.1%	-10.5%	0.7%

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

Balance sheet (in EUR m) Smartbroker Holding AG	2021	2022	2023	2024e	2025e	2026e
ASSETS						
Intangible assets	37.5	33.6	38.8	32.8	25.4	20.4
Property, plant & equipment	0.9	1.8	1.8	2.0	2.1	2.3
Financial assets	2.2	1.5	1.1	1.1	1.1	1.1
Fixed assets	40.6	36.9	41.7	35.8	28.6	23.8
Inventories	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable	7.0	6.1	7.1	5.9	6.1	7.0
Liquid assets	25.5	27.4	12.3	12.7	14.3	19.1
Other assets	2.3	3.5	2.8	2.8	2.8	2.8
Current assets	34.8	37.0	22.2	21.5	23.3	28.9
Total assets	75.4	73.9	63.8	57.3	51.9	52.7
LIABILITIES AND SHAREHOLDERS' EQUITY						
Shareholders' equity	49.1	49.4	43.1	37.5	31.9	32.4
Minority Interest	0.4	0.0	0.0	0.0	0.0	0.0
Provisions	6.1	4.0	3.4	3.4	3.4	3.4
Financial liabilities	5.7	14.9	10.4	10.4	10.4	10.4
Accounts payable	8.9	3.0	3.9	2.9	3.1	3.5
Other liabilities	5.2	2.6	3.0	3.0	3.0	3.0
Liabilities	25.9	24.5	20.7	19.8	20.0	20.4
Total liabilities and shareholders' equity	75.4	73.9	63.8	57.3	51.9	52.7

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

Balance sheet (in %) Smartbroker Holding AG	2021	2022	2023	2024e	2025e	2026e
ASSETS						
Intangible assets	49.7%	45.5%	60.8%	57.2%	49.0%	38.8%
Property, plant & equipment	1.2%	2.4%	2.9%	3.5%	4.1%	4.3%
Financial assets	3.0%	2.0%	1.7%	1.8%	2.0%	2.0%
Fixed assets	53.8%	50.0%	65.3%	62.5%	55.2%	45.1%
Inventories	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Accounts receivable	9.2%	8.3%	11.1%	10.3%	11.8%	13.3%
Liquid assets	33.9%	37.0%	19.3%	22.2%	27.6%	36.3%
Other assets	3.0%	4.7%	4.4%	4.9%	5.4%	5.3%
Current assets	46.2%	50.1%	34.8%	37.5%	44.8%	54.9%
Total Assets	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
LIABILITIES AND SHAREHOLDERS' EQUITY						
Shareholders' equity	65.1%	66.8%	67.5%	65.5%	61.5%	61.4%
Minority Interest	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Provisions	8.1%	5.4%	5.3%	5.9%	6.5%	6.4%
Financial liabilities	7.6%	20.1%	16.4%	18.2%	20.1%	19.8%
Accounts payable	11.8%	4.0%	6.0%	5.1%	6.0%	6.6%
Other liabilities	6.9%	3.6%	4.8%	5.3%	5.9%	5.8%
Total Liabilities	34.4%	33.2%	32.5%	34.5%	38.5%	38.7%
Total Liabilities and Shareholders' Equity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Statement of cash flows (in EUR m) Smartbroker Holding AG	2021	2022	2023	2024e	2025e	2026e
Net income	-0.5	-10.1	-5.9	-5.6	-5.6	0.4
Depreciation of fixed assets	0.3	0.7	0.6	0.6	0.6	0.7
Amortisation of intangible assets	3.5	16.5	6.0	9.2	8.7	6.4
Increase/decrease in long-term provisions	3.3	0.0	0.0	0.0	0.0	0.0
Other non-cash related payments	4.2	2.9	-0.2	0.0	0.0	0.0
Cash flow	10.7	10.0	0.4	4.2	3.8	7.5
Increase / decrease in working capital	3.2	-4.9	-0.2	0.2	0.0	-0.5
Cash flow from operating activities	13.9	5.0	0.2	4.4	3.8	7.0
CAPEX	-12.5	-20.6	-11.7	-4.0	-2.2	-2.2
Other	-7.3	-1.4	0.7	0.0	0.0	0.0
Cash flow from investing activities	-19.8	-22.0	-11.0	-4.0	-2.2	-2.2
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0
Change in financial liabilities	-1.8	9.0	-4.3	0.0	0.0	0.0
Other	19.0	9.7	-0.2	0.0	0.0	0.0
Cash flow from financing activities	17.2	18.7	-4.5	0.0	0.0	0.0
Effects of exchange rate changes on cash	0.2	0.1	0.0	0.0	0.0	0.0
Change in liquid funds	11.3	1.7	-15.3	0.4	1.6	4.8
Liquid assets at end of period	25.5	27.4	12.0	12.7	14.3	19.1

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

Key figures Smartbroker Holding AG	2021	2022	2023	2024e	2025e	2026e
Earnings margins						
Gross margin (%)	48.2%	64.6%	59.9%	64.3%	64.5%	64.1%
EBITDA margin (%)	7.4%	16.6%	2.9%	9.2%	9.2%	13.3%
EBIT margin (%)	0.7%	-15.9%	-11.2%	-10.1%	-8.4%	1.7%
EBT margin (%)	0.1%	-18.8%	-11.3%	-10.3%	-9.5%	0.8%
Net income margin (%)	-1.1%	-19.1%	-12.7%	-11.1%	-10.5%	0.7%
Return on capital						
ROCE (%)	1.3%	-25.3%	-13.4%	-13.4%	-14.2%	4.1%
ROE (%)	-1.7%	-20.4%	-11.9%	-13.1%	-14.9%	1.3%
ROA (%)	-0.7%	-13.7%	-9.2%	-9.8%	-10.8%	0.8%
Solvency						
YE net debt (in EUR)	-19.8	-12.5	-1.9	-2.3	-3.9	-8.7
Net debt / EBITDA	-5.6	-1.4	-1.4	-0.5	-0.8	-1.1
Net gearing (Net debt/equity)	-0.4	-0.3	0.0	-0.1	-0.1	-0.3
Cash Flow						
Free cash flow (EUR m)	1.4	-15.5	-11.5	0.4	1.6	4.8
Capex / sales (%)	27.0%	39.9%	23.7%	7.8%	4.1%	3.7%
Working capital / sales (%)	0.8%	1.0%	6.7%	6.1%	5.6%	5.3%
Valuation						
EV/Sales	2.6	2.4	2.7	2.5	2.4	2.1
EV/EBITDA	35.9	14.5	94.8	27.4	26.1	15.7
EV/EBIT	369.6	-	-	-	-	120.9
EV/FCF	88.2	-	-	287.7	80.0	26.7
PE	-	-	-	-	-	275.3
KBV	2.6	2.6	3.0	3.4	4.1	4.0
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

Disclaimer

This document does not represent any offer or invitation to buy or sell any kind of securities or financial instruments. The document serves for information purposes only. This document only contains a non-binding opinion on the investment instruments concerned and non-binding judgments on market conditions at the time of publication. Due to its content, which serves for general information purposes only, this document may not replace personal, investor- or issue-specific advice and does also not provide basic information required for an investment decision that are formulated and expressed in other sources, especially in properly authorised prospectuses. All data, statements and conclusions drawn in this document are based on sources believed to be reliable but we do not guarantee their correctness or their completeness. The expressed statements reflect the personal judgement of the author at a certain point in time. These judgements may be changed at any time and without prior announcement. No liability for direct and indirect damages is assumed by either the analyst or the institution employing the analyst. This confidential report is made available to a limited audience only. This publication and its contents may only be disseminated or distributed to third parties following the prior consent of Montega. All capital market rules and regulations governing the compilation, content, and distribution of research in force in the different national legal systems apply and are to be complied with by both suppliers and recipients. Distribution within the United Kingdom: this document is allotted exclusively to persons who are authorized or appointed in the sense of the Financial Services Act of 1986 or on any valid resolution on the basis of this act. Recipients also include persons described in para 11(3) of the Financial Act 1986 (Investments Advertisements) (Exemptions) Order 1996 (in each currently valid amendment). It is not intended to remit information directly or indirectly to any other groups or recipients. It is not allowed to transmit, distribute, or to make this document or a copy thereof available to persons within the United States of America, Canada, and Japan or to their overseas territories.

Reference pursuant to MiFID II (as of 23.10.2024):

This publication was prepared on the basis of a contract between Montega AG and the issuer and will be paid by the issuer. This document has been widely published and Montega AG makes it simultaneously available for all interested parties. Its receipt therefore is considered a permissible minor non-monetary benefit in the sense of section 64 Paragraph 7 Sentence 2 No. 1 and 2 of the German Securities Trading Act (WpHG).

Supervisory authority:

Financial Supervisory Authority
Graurheindorfer Str. 108
53117 Bonn

Sources of information: The main sources of information for the preparation of this financial analysis are publications of the issuer as well as publicly available information of national and international media, which Montega regards as reliable. There have also been discussions with members of the management team or the investor relations division of the company concerned when preparing this analysis.

Prices of financial instruments mentioned in this analysis are closing prices of the publishing date (respectively the previous day) if not explicitly mentioned otherwise. Any updating of this publication will be made in the case of events that Montega considers to be possibly relevant to the stocks' price performance. The end of regular comments on events in context with the issuer (coverage) will be announced beforehand.

Fundamental basics and principles of the evaluative judgements contained in this document: Assessments and valuations leading to ratings and judgements given by Montega AG are generally based on acknowledged and broadly approved methods of analysis i.e. a DCF model, a peer group comparison, or sum-of-the-parts model.

Our ratings:

Buy: The analysts at Montega AG believe the share price will rise during the next twelve months.

Hold: Upside/downside potential limited. No immediate catalyst visible.

Sell: The analysts at Montega AG believe the share price will fall during the next twelve months.

Contact Montega AG:

Schauenburgerstraße 10
20095 Hamburg
www.montega.de / Tel: +49 40 4 1111 37 80

Conflicts of interest

Montega has implemented various measures to avoid conflicts of interest. This includes a ban for all employees of Montega AG from trading stocks within the coverage universe for which Montega has a mandate for the creation of research. Additionally, both employees and the company are prohibited from accepting gifts from individuals with a special interest in the content of research publications. To ensure maximum transparency, Montega has created an overview in accordance with § 85 WpHG and Article 20 of Regulation (EU) No. 596/2014 in conjunction with Delegated Regulation 2016/958. The research report has been made available to the company prior to its publication / dissemination. Thereafter, only factual changes have been made to the report.

- (1) In the past 12 months, Montega has entered into an agreement with the issuer for the creation of financial analyses, for which Montega receives compensation.
- (2) In the past 12 months, Montega has entered into an agreement with a third party for the creation of financial analyses, for which Montega receives compensation.
- (3) In the past 12 months, Montega has provided other consulting services to this company and/or its shareholders.
- (4) In the last 12 months, Montega and/or an contractually bound affiliated entity have been party to an agreement with the analyzed company for services related to investment banking activities or have received compensation from such an agreement.
- (5) Montega and/or an affiliated entity expect compensation from the company for investment banking services in the next three months or intend to seek such compensation.
- (6) At the time of publication, Montega's analyst responsible for the publication or another Montega employee holds shares representing over 5% of the analyzed issuer's share capital.
- (7) At the time of publication, Montega's analyst responsible for the publication or another Montega employee holds a net long or short position of more than 0.5% of the analyzed issuer's share capital.
- (8) A company affiliated with Montega AG may be involved in the share capital of the issuer or hold other financial instruments in this company.
- (9) Montega or an affiliated entity has significant financial interests in the analyzed company, such as obtaining and/or exercising mandates or providing services for the analyzed company (e.g., roadshows, round tables, earnings calls, presentations at conferences, etc.).
- (10) In the last 12 months, Montega provided services (through a third party) to a member of the analyzed company's management related to the transfer of shares of the analyzed company and received compensation for this.

Company	Disclosure (as of 23.10.2024)
Smartbroker Holding AG	1, 8, 9

Price history

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%
Buy	19.06.2023	9.76	14.00	+43%
Buy	03.07.2023	9.62	14.00	+46%
Buy	31.07.2023	9.08	14.00	+54%
Buy	06.09.2023	11.35	13.50	+19%
Buy	23.11.2023	10.25	13.50	+32%
Buy	15.02.2024	7.04	11.00	+56%
Buy	23.02.2024	7.00	11.00	+57%
Buy	14.05.2024	7.00	12.00	+71%
Buy	02.09.2024	6.10	12.00	+97%
Buy	23.02.2024	8.26	12.00	+45%