

# **Equity Research Division**

**Accell Group N.V.** 

**European Bicycle Manufacturer** 

**Target Price: € 50.59** 

ACCELL GROUP

**Current Price**: € 46.05 (21st January 2022)

Upside/Downside Potential: 9.85%

Recommendation: BUY
Investment Horizon: 1 Year

Vienna, 28th of January 2022

# Agenda



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### **Team Overview**









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### **Equity Research**



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Head

- Task Distribution
- Story Guideline



■ BSc. (WU) – 4<sup>th</sup> Semester



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- Company Analysis



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- BSc. (WU) -
- 3<sup>rd</sup> Semester

- BSc. (WU)
- MSc. FiRe 1<sup>st</sup> Semester

### **Share Price Performance**



### The Covid-19 pandemic has led to a boom in the bicycle market



#### **Share Price - Major Events**

#### **[1] 25.03.2017: (+19,5%)**

PON Holdings confirms proposal to create world's largest bike company together with Accell Group (*cancelled*).

#### **[2]** 26.11.2018: (+20,3%)

PON Holdings increases its share in ACCELL Group to 20% (stake sold again in December 2020)

#### **[3]** 19.02.2020 (-57,13%)

Outbreak Covid-19 pandemic:

Shareholders are unsure how the bicycle market will evolve and how much global restrictions are expected to affect the the company's supply chain.

#### **[4]** 05.03.2021 (+32,46%)

Annual report release:

Net sales increased 17% to € 1.3 billion and EBIT went up 25% to € 75 million.

#### • [5] December 2021 (+36%)

Accell beat analyst margin predictions, Francesca Gabon was announced as Chief Supply Chain Manager and repayment of government loan was announced.

#### • [6] 24.01.2022 (+24%)

Accell agrees on €1.56 billion takeover by a consortium led by US private equity group KKR as confidence of a lasting boom in cycling grows.

### **Investment Thesis**

### Well established company with high growth potential



The EU and various individual European countries **improve the cycling infrastructure** and **provide subsidies** for bicycle purchases and repairs, backed up the 'New Green Deal'

With its multiple brands, Accell Group has a **complete and diversified product portfolio**, including all types of bikes as well as parts and accessories

Electric bikes are gaining traction as a flexible, eco-friendly and versatile mode of transport, an ideal substitute for public transport, personal vehicles, and scooters for shorter distances

Accel Group continues to execute the strategy and the transition into a **more centralized organization**, leading to an **improvement on efficiency** and on all key metrics

The bicycle sector has **low entry costs**, resulting in an **increased competition** between existing providers and new providers entering the market

Accell Group procures the components to assemble a bike from **only few suppliers**, and is therefore **extremely dependent** on them



# **Company Overview**











### Accell managed to restructure their management successfully in recent years

#### **Company description**

Accell Group is a **group of bicycle companies** in the **middle and high-end market**, engaged in the design, production, marketing and sale of **bicycles**, **bicycle parts and accessories** 



Heerenveen,

Friesland, NL





Production
3 main facilities in NL, HU, TR
smaller ones in key countries
(e.g. FR, DE)



Employees ~ 3,100 across 15 countries



Stock market
Euronext Amsterdam
since 1998
Amsterdam Small Cap Index

#### Management



Ton A.H. Anheek, CEO
Appointed in 2017



Ruben S. Baldew, CFO

Appointed in 2018



Francesca Gamboni, CSCO

Appointed in 2022

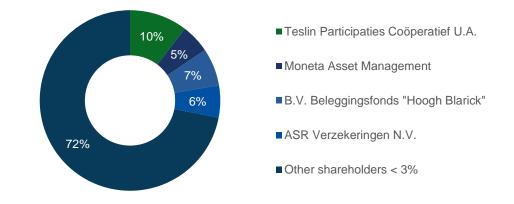


Few years ago, the company was forced to **restructure at management level** due to disappointing performance data. Today's management has many years of experience in their respective field and put the company **back on the right track**.

#### **Financials**

EUR in thousands	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	HY 2021
Revenue	1.048.152,00	1.068.473,00	1.033.286,00	1.111.028,00	1.296.453,00	699.100,00
Revenue Growth (%)	6,26	1,94	-3,29	7,52	16,69	3,28
Gross Profit	314.804,00	302.009,00	312.159,00	353.817,00	361.877,00	210.206,00
EBIT	60.396,00	38.009,00	51.408,00	59.956,00	74.732,00	61.135,00
Net Income	32.292,00	10.501,00	20.271,00	2.804,00	64.829,00	44.155,00
Leverage Ratio	2,32	2,36	2,36	2,66	2,34	2,49

#### **Major shareholders**



Accell - Annual Report and Website - 6 - | Valid until 10/06/2022 © Equity Research

### **Business Model**





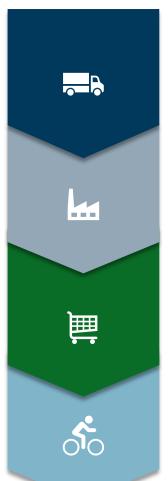




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Accell's supply chain includes hundreds of suppliers and it is currently in the process of increasing its online business

Value chain



#### 500+ Suppliers

Frames: APROSaddle: La celleChains: KMC

Brakes: Tectro, Shimano

· Gear Sets: Shimano

#### **Accell Production Plant**

- · 4 large hubs: Turkey, Hungary, Germany, Netherlands
- 5 smaller plants

#### **Retail Stores and Online**

- Accell targets conglomerates (covering around 80% of market)
- Gradually entering in online business

#### Customer

- · Medium and high-price segment
- Little price elasticity → price incease hardly affects volumes

#### **Brands**





#### **Products**



# **Strategy**



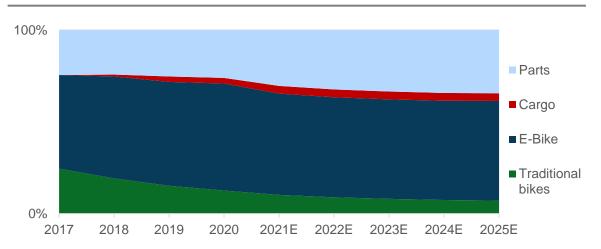
### Accell Group is well positioned on high growth markets through its established brands

Win local Strategic planning



- Accell prioritizes the sales of its products through physical stores as most clients still value choosing their bikes physically
- More than 80% of the sales are for big buying groups that distribute the bicycles to retailers
- Accell has a competitive edge because it offers a broad range of products across its brands

#### New focus: share of revenue by segment





#### Maintenance of medium to high-end brands

The company does not plan to realize any M&A transactions in the future



#### **Complexity reduction and standardization**

The company plans to use its bargaining power to gain **economies of scale** and buy higher volume



#### **Increase in online presence**

Accel focuses on establishing online presence without cannibalizing physical sales



#### Acceleration of P&A, cargo, and e-bikes

The three segments are the focus of the company's future growth strategy

# **Geographies**



Accell's revenue is driven by strong position in the most valuable bicycle markets

Regional breakdown Regional overview **DACH Region** Revenue per region Accell's most important geographic by revenue 13% of German households own an e-bike (18%îYoY) E-bikes make up about 65% of overall bicycle demand Benelux 18.1% revenue growth recorded by Accell More bicycles than people but market dynamics show its far from saturated Revenue growth per region 30.00% 20.00% 10.00% 0.00% -10.00% **Other Europe** -20.00% Strongest turnover increase for Accell Fixed assets per region Fueled by pandemic driven demand surge in the UK & France ■ Benelux ■ Germany ■ Other Europe Other World 23%



### **Global Market Overview**



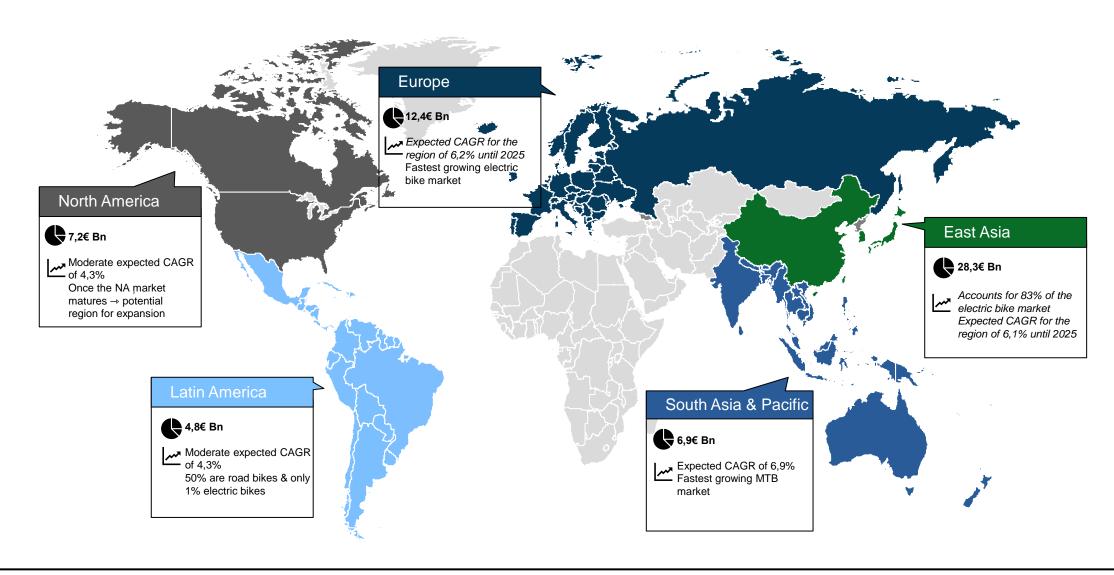








### Europe & Asia will continue to be the most important markets (€ in RSP)

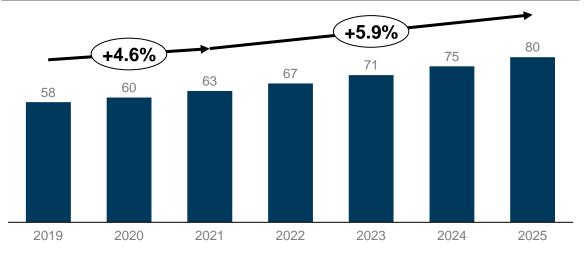


# **Market & Industry Overview I**



Global bicycle market is projected to grow in the next years with e-bikes being a main driver

#### Global bicycle market size projection (in billion €)



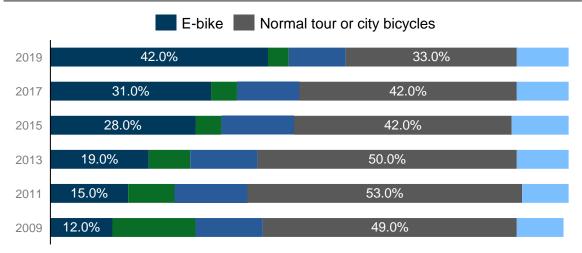




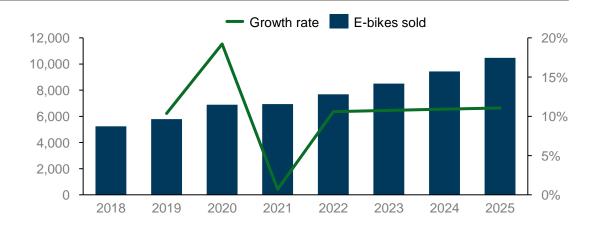
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Europe is the most attractive market to sell bicycles and continues to be by having the **highest expected e-bike & cargo bike growth** in the world

#### The Netherlands shows a clear trend for the market



#### European e-bike market projections



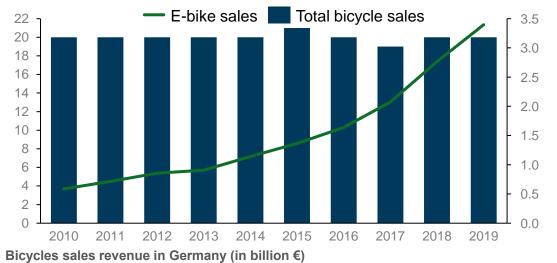
# **Market & Industry Overview II**





Composition of sales & various trends further accelerate growth in the future

#### Number of bicycles sold in Europe (in million €)





#### Market growth driver



#### **Government spending**

Major European cities increase their efforts to upgrade their bicycle infrastructure (e.g. Milan 250€ mil., EU 35% increase in the past 7 years)



#### Cargo bikes

Demand driven by last mile deliveries and family carriers especially in urban areas where car usage decreases (2x ASP of traditional bikes)



#### **Post-Covid commuting**

Surveys show that people started to rethink their daily way to work & stuck to biking even after the pinnacle of the pandemic



#### **Bike Leasing**

Leasing bikes via income tax reductions became one of the most common approaches to afford ebikes



#### Aging population growth

55+ is the only demographic experiencing growth in Europe -> also the main e-bike owner age group

### **Environment & Health**



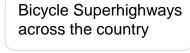


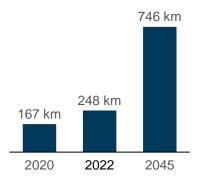




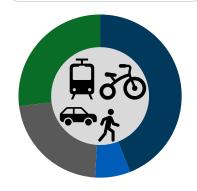
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#### Denmark - A remarkable case for cycling





Trips to work & education in Copenhagen





Copenhagens cycle around the world 35 times a day

Health & environmental aspects have improved the image of cycling

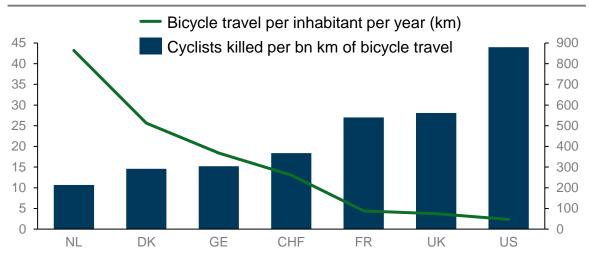


Adults using bikes daily have 30% lower morbidity

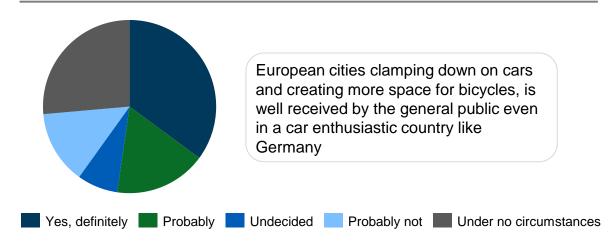


Building new bicycle tracks increases bike traffic by 10-20% and reduces car usage by 10%

#### Negative correlation between increased bicycle travel & cyclist fatalities



The majority of Germans want more car-free zones with new bicycle infrastructure





# **Competitive Landscape**

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### Highly fragmented market with a few key players

**Total comparison New entrants** sushi E-bike brand with popular e-bikes for <1200€ >100 companies High Bike-leasing platform with presence in many European countries TREK VANMOOF Premium Dutch e-bike company with modern design ACCELL GROUP Medium **Bicycle parts** SHIMANO SGIANT. rrek TALLAY DOREL ACCELL GROUP Medium Big Small ■ Others ■ Shimano Big Size

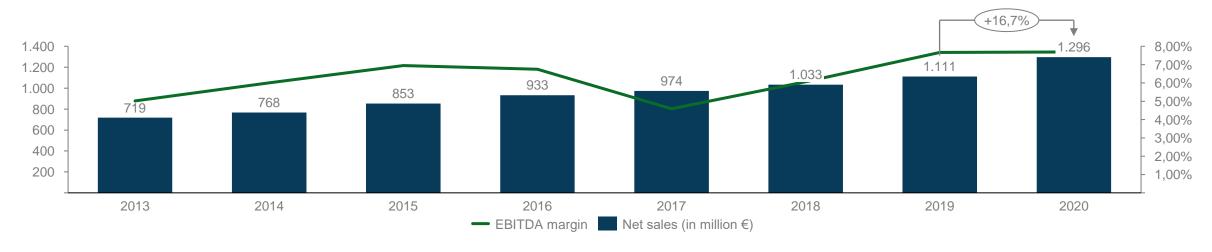


# **Financial Analysis I**

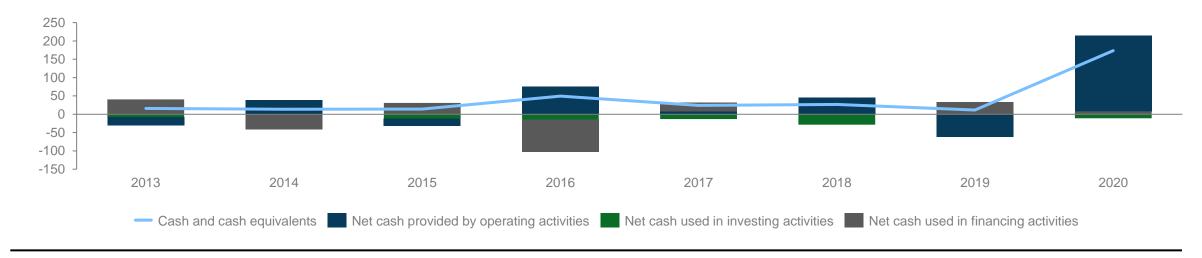


Significant increase in net sales driven by pandemic demand

#### Net sales (in million €) and EBITDA margin 2013 – 2020



#### Cash flows activities and cash (in million €) 2013 – 2020



# Financial Analysis II



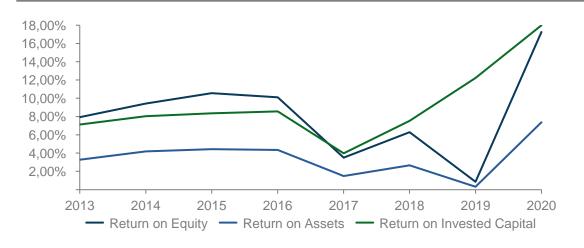


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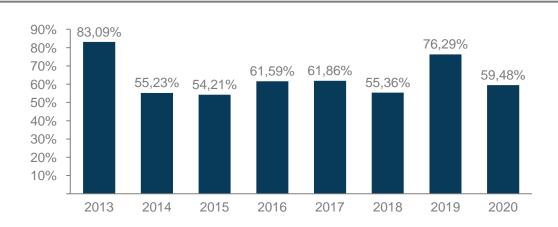


Healthier and stronger balance sheet & continuous portfolio shift to e-bikes and cargo bikes

#### Profitability ratios are improving -



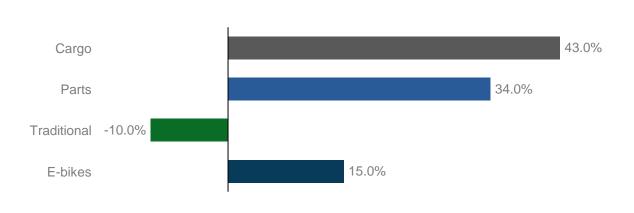
#### ... as well as the Debt/Equity ratio



#### Product performance as % of net sales (in million €) from 2018 – 2020



#### Product performance as % growth from 2018 - 2020



# **Performance Per Region**





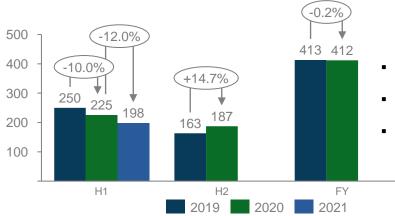




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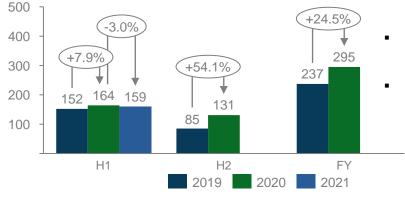
Demand for bikes & parts remains strong across Accell's main operating regions

#### Central - Sales performance (in million €)



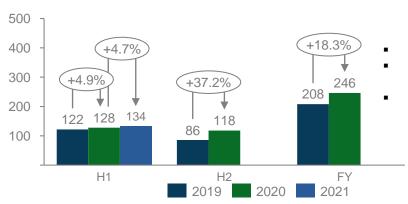
- Limited component availability
- Lockdowns affected sales H1
  - Customer demand higher than availability

#### Other Bike Regions - Sales performance (in million €)



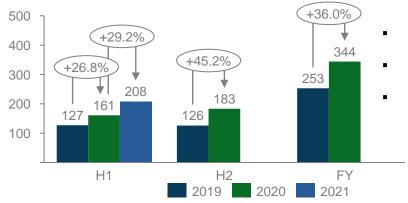
- Growth driven by Southern Europe, Nordics and UK
- Southern Europe Sales recovered in H2

#### Benelux - Sales performance (in million €)



- Growth driven by Batavus
- Growth for cargo and e-bikes
- Covid-19 impact limited as shops remained open

Parts & Accessories – Sales performance (in million €)



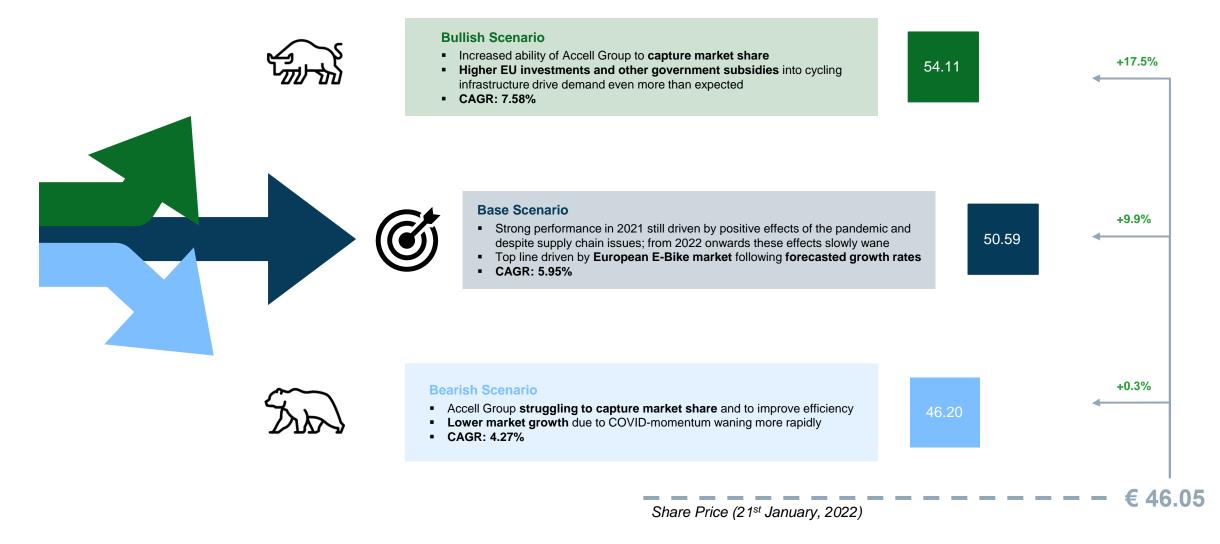
- Strong growth of replacement market Additional business
- through online consumers
- XLC brand growth of 42%



# **Scenario Analysis**

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### **Valuation**

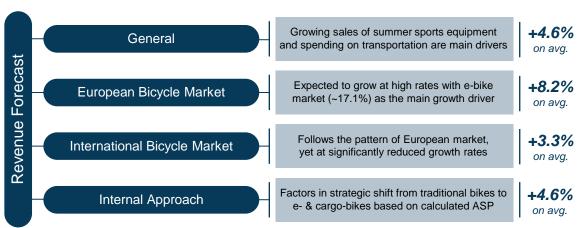






High growth projections in the European e-bike market are the main drivers for considerable revenue growth

#### Top line drivers



Other key inputs

#### **OPEX**



Further standardization of product portfolio will drive down Operating Expenses, resulting in an improving EBIT margin over the forecasting period.

**\$(\$)** 

#### **NWC and CAPEX**

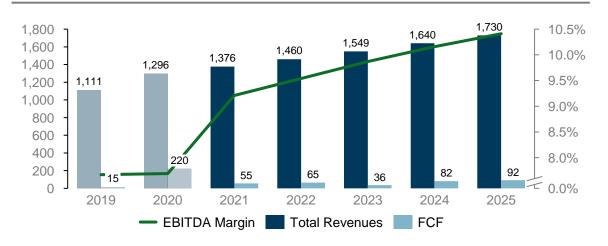
slow increase of NWC ratios to pre-2020 levels arriving at slightly improved values constant CAPEX - assuming no significant extension of production facilities



#### WACC (9.8%) and LT growth rate (4.0%)

2021: decrease in D/E ratio due to repayment of GO-C loan; constant D/E ratio onwards Cost of Equity: 12.3% | Cost of Debt: 5.3%

#### Revenue forecast and EBITDA margin



#### Sensitivity analysis

			Terminal G	rowth Rate		
		3.6%	3.8%	4.0%	4.2%	4.4%
ပ	9.4%	51.27	52.74	54.32	56.02	57.86
WACC	9.6%	49.56	50.93	52.39	53.96	55.65
>	9.8%	47.97	49.24	50.59	52.04	53.60
	10.0%	46.48	47.66	48.91	50.26	51.70
	10.2%	45.07	46.17	47.35	48.59	49.93



# **Company Specific Risks**





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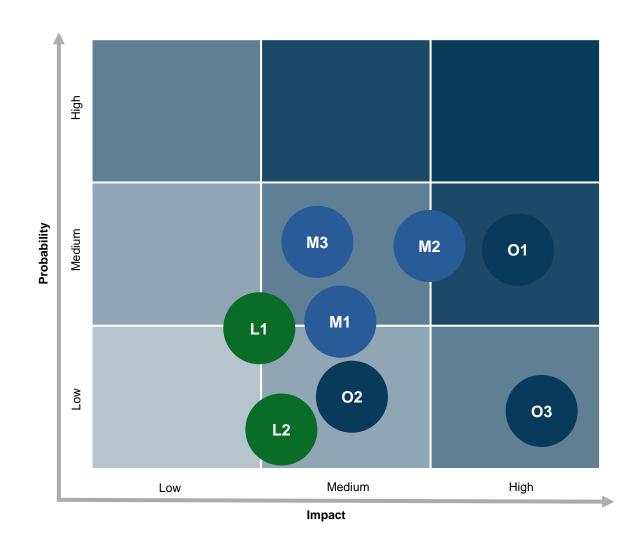
### Supply constraints and new entrants pose the highest risks to Accell



- Closure of bike shops Governments forcing the closure of bike shops due to the COVID-19 pandemic
- Financing –Accell needed a bank loan to continue operations in the past and may not get it as easily after the pandemic
- M1 Temporary boom The recent growth experienced by the company might be short lived and not a long-term trend
- M2

  New entrants Since automakers position themselves on the electric mobility market, they might enter the e-bike market in the future as well
- M3 Public transportation Improvements in the public transportation infrastructure could lead to a decrease in bike usage
- Non-compliance Non-adapted products, services, policies, and procedures to different laws and regulations leading to fines
- Product liability Defects in products may result in injury to and claims from end users, resulting in financial damage

Operations / Financials (O) – Market (M) – Legislation (L)



# **Catalysts**











# A wide array of catalysts could further propel the share price upwards

Catalyst	Туре	Estimated impact on share price	
Earnings release H2 2022	Hard	The company exceeds its half year targets for H2 2022 which would prove to investors that they resolved their liquidity issues	1
Resignation of key people of the management team	Hard	This would heavily disturb the restructuring process that Accell is going through	1
Shifted customer preference towards e-bikes	Soft	The more expensive E-Bikes are the major revenue drivers in the European bicycle industry	1
European Union/government subsidies	Soft	Subsidies by the EU or governments and bulk orders by public institutions for bicycle sharing drive demand	1
Availability/Prices of primary components and commodities	Soft	<ul> <li>Heavily dependent on primary components and products from across the world</li> </ul>	11
Covid-19 – new wave	Soft	<ul> <li>Increased demand for bikes during a new wave, which might result in further supply chain issues &amp; closure of stores</li> </ul>	<b>!</b> 1



### **Conclusion – KKR Deal**

The high premium is likely to pay off for KKR in the long run

With e-bikes on the rise the market is just in the beginning of its growth



Supported by various policies from governments



**Fragmented** market but new entrants often do not survive long

on local

targets





# **Seasonality**



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# The bicycle industry has fixed seasonal patterns

Accel's seasonal patterns

Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Thoughts r	new model		 	 		 	1	1	 	1 1 1 1	1 	 
Introductio	n			 					 	 	 	
Agreement	s with dealer	s on volumes	s/discounts								1 1 1 1	
Production											i 	i 
Order intak	ке										1	 
	 	Product de	velopment ne	ext model yea	r				 	 	 	
Deliveries							Del	ivery peak				
							Price decis	ion			! ! !	
								Sample pro	duction			
		 		i I I		 			Production			
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Next model year

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### Valuation I

in thousands of euro		His	torical Results					Forecasting Period		
DCF Model	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total Revenues	1.048.152,00	1.068.473,00	1.033.286,00	1.123.310,00	1.296.580,00	1.377.079,68	1.460.226,93	1.549.536,70	1.640.281,36	1.730.902,81
Control or at a data and a consumable of	(722 240 00)	1,9%	(3,3)%	8,7%	15,4%	6,2%	6,0%	6,1%	5,9%	5,5%
Cost of materials and consumables	(733.348,00)	(766.464,00)	(721.127,00)	(769.493,00)	(934.703,00)	(971.795,50)	(1.030.471,94)	(1.093.497,22)	(1.157.535,09)	(1.221.486,01)
C	244 004 00	4,5%	(5,9)%	6,7%	21,5%	4,0%	6,0%	6,1%	5,9%	5,5%
Gross profit	314.804,00	302.009,00	312.159,00	353.817,00	361.877,00	405.284,18	429.755,00	456.039,48	482.746,27	509.416,80
66.0	(02.000.00)	(4,1)%	3,4%	13,3%	2,3%	12,0%	6,0%	6,1%	5,9%	5,5%
SG & A	(83.999,00)	(82.134,00)	(70.114,00)	(80.020,00)	(77.232,00)	(82.027,04)	(86.979,78)	(92.299,60)	(97.704,89)	(103.102,84)
Damagnal company	(424 704 00)	(2,2)%	(14,6)%	14,1%	(3,5)%	6,2%	6,0%	6,1%	5,9%	5,5%
Personnel expenses	(121.781,00)	(125.785,00)	(135.751,00)	(150.053,00)	(148.922,00)	(153.429,04)	(158.078,40)	(162.870,09)	(167.804,11)	(172.880,46)
200	(4.770.00)	3,3%	7,9%	10,5%	(0,8)%	3,0%	3,0%	3,0%	3,0%	3,0%
R&D	(1.770,00)	(1.762,00)	(1.512,00)	(3.134,00)	(2.051,00)	(2.045,80)	(2.045,80)	(2.045,80)	(2.045,80)	(2.045,80)
		(0,5)%	(14,2)%	107,3%	(34,6)%	(0,3)%	-	-	-	-
D & A	(10.340,00)	(11.073,00)	(11.328,00)	(26.180,00)	(24.928,00)	(17.704,71)	(16.767,31)	(16.198,19)	(15.875,22)	(15.716,57)
		7,1%	2,3%	131,1%	(4,8)%	(29,0)%	(5,3)%	(3,4)%	(2,0)%	(1,0)%
Lease expenses	(7.825,00)	(8.369,00)	(7.679,00)	(1.729,00)	(1.757,00)	(1.794,65)	(1.833,10)	(1.872,38)	(1.912,50)	(1.953,48)
		7,0%	(8,2)%	(77,5)%	1,6%	2,1%	2,1%	2,1%	2,1%	2,1%
Other operating expenses	(28.693,00)	(31.852,00)	(32.920,00)	(30.512,00)	(33.506,00)	(39.122,71)	(41.484,92)	(44.022,20)	(46.600,25)	(49.174,79)
		11,0%	3,4%	(7,3)%	9,8%	16,8%	6,0%	6,1%	5,9%	5,5%
EBIT	60.396,00	41.034,00	52.855,00	62.189,00	73.481,00	109.160,24	122.565,68	136.731,21	150.803,50	164.542,85
		(32,1)%	28,8%	17,7%	18,2%	48,6%	12,3%	11,6%	10,3%	9,1%
Taxes	(19.162,00)	(23.449,00)	(16.253,00)	(13.197,00)	(10.796,00)	(40.460,73)	(45.510,18)	(50.346,81)	(55.100,34)	(59.682,08)
		22,4%	(30,7)%	(18,8)%	(18,2)%	274,8%	12,5%	10,6%	9,4%	8,3%
NOPAT	41.234,00	17.585,00	36.602,00	48.992,00	62.685,00	68.699,51	77.055,50	86.384,41	95.703,16	104.860,77
		(57,4)%	108,1%	33,9%	27,9%	9,6%	12,2%	12,1%	10,8%	9,6%
+ Depreciation	10.340,00	11.073,00	11.328,00	26.180,00	24.928,00	17.704,71	16.767,31	16.198,19	15.875,22	15.716,57
		1,9%	(3,3)%	8,7%	15,4%	6,2%	6,0%	6,1%	5,9%	5,5%
- CAPEX	(10.671,00)	(7.570,00)	(5.578,00)	(6.609,00)	(9.961,00)	(9.253,00)	(9.253,00)	(9.253,00)	(9.253,00)	(9.253,00)
		1,9%	(3,3)%	8,7%	15,4%	6,2%	6,0%	6,1%	5,9%	5,5%
+/- Δ NWC	35.985,00	1.186,00	12.651,00	(53.739,00)	141.904,00	(22.008,05)	(19.476,16)	(57.379,79)	(20.330,29)	(19.121,40)
		1,9%	(3,3)%	8,7%	15,4%	6,2%	6,0%	6,1%	5,9%	5,5%
Unlevered FCF	76.888,00	22.274,00	55.003,00	14.824,00	219.556,00	55.143,17	65.093,65	35.949,82	81.995,09	92.202,94

# W U T





### Valuation II

Unlevered FCF		76.888,00 22.274	4,00 55.003,00	14.824,00	219.556,00	55.143,17	65.093,65	35.949,82	81.995,09	92.202,9
WACC	9,8%									
Long-term growth	4,0%									
Discount period							1	2	3	
PV of Cash Flow						55.143,17	59.277,63	29.812,68	61.921,91	63.409,
Terminal Value										1.586.560,1
PV of Cash Flows	269.564,77									
PV of Terminal Value	1.091.101,77									
Enterprise Value	1.360.666,53									
Zincipiise value	2.000.000,00					WACC	calculation (adju	sted beta)		
(-) Interest bearing debt	(221.476,75)					Cost of			12,1%	
(+) Cash and Cash Equivalents	216.909,35					risk-fre	e rate		0,1%	ĺ
						beta			1,415291071	
Market Value of Equity	1.356.099,14					Marke	t return		8,5%	
Shares outstanding	26.804,63					Marke	t risk premium		8,5%	
Estimated Share Price	50,59					Cost of			5,3%	
Current Share Price	46,05	// Adj. Closing Pri	ce January 21,2022							
Implied Premium/Discount	9,9%					Equity			66,7%	
						Debt R			33,3%	
						WACC	(adj. beta)		9,8%	

# W U T



# Assumptions Most likely

ASSUMPTIONS (Most likely)	CAGR		2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Income statement												
Revenue Growth (% Change)			-	1,9%	(3,3)%	8,7%	16,7%	6,2%	6,0%	6,1%	5,9%	5,5%
Cost of Goods Sold (% of Revenue)			70,0%	71,7%	69,8%	69,3%	72,1%	70,6%	70,6%	70,6%	70,6%	70,6%
Selling Expenses (% of Revenue)	7		6,3%	6,3%	5,6%	6,2%	5,4%	5,4%	5,4%	5,4%	5,4%	5,4%
G & A expenses (% of Revenue)			1,7%	1,4%	1,2%	0,9%	0,6%	0,6%	0,6%	0,6%	0,6%	0,6%
Other operating expenses (% of Revenue)			2,7%	3,0%	3,2%	2,7%	2,6%	2,8%	2,8%	2,8%	2,8%	2,8%
Depreciation & Amortization (% of PP&E Open Bal)			12,6%	13,8%	12,2%	13,1%	12,8%	12,9%	12,9%	12,9%	12,9%	12,9%
Depreciation Right of Use Assets (% of Right of Use Assets Open Bal)	)		n/A	n/A	n/A	n/A	32,8%	32,8%	32,8%	32,8%	32,8%	32,8%
Interest (% of Debt Open Bal)			-	3,5%	4,3%	5,9%	7,6%	5,3%	5,3%	5,3%	5,3%	5,3%
Tax Rate (% of Earnings Before Tax)			36,4%	77,7%	29,7%	25,8%	17,2%	37,3%	37,3%	37,3%	37,3%	37,3%
Balance Sheet												
Accounts Receivable (Days)		0,07	53,06	51,17	52,89	56,39	36,18	38,75	41,51	51,00	51,00	51,00
Inventory (Days)		0,02	111,98	113,95	120,11	127,08	80,33	80,33	80,33	82,17	86,00	86,00
Accounts Payable (Days)		0,03	89,85	85,62	107,77	100,05	72,99	75,25	77,57	79,97	85,00	85,00
Capital Expenditures (\$000's)			11.598,00	8.770,00	6.257,00	9.301,00	10.339,00	9.253,00	9.253,00	9.253,00	9.253,00	9.253,00
Additions Right-of-Use Assets			n/A	n/A	n/A	5.787,00	5.911,00	6.037,66	6.167,03	6.299,17	6.434,15	6.572,01
Non-current Borrowings Issuance (Repayment)			(11.790,00)	53.360,00	(343,00)	(25.090,00)	109.649,00	(207,38)	2.214,70	2.450,07	2.681,40	2.904,36
Current Borrowings Issuance (Repayment)			(72,00)	27.439,00	9.396,00	77.464,00	(107.046,00)	(1.932,87)	20.641,93	22.835,66	24.991,71	27.069,84
Equity Issued (Repaid) (\$000's)			-	5,00	3,00	2,00	-	-	-	-	-	-
Dividend payout (% Net Profit)			27,2%	64,2%	36,4%	304,3%	-		40,0%	40,0%	40,0%	40,0%

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# **Assumptions Optimistic**

ASSUMPTIONS		Optimistic									
Income statement											
Revenue Growth (% Change)		-	1,9%	(3,3)%	8,7%	16,7%	7,6%	7,3%	7,4%	7,1%	6,8%
Cost of Goods Sold (% of Revenue)		70,0%	71,7%	69,8%	69,3%	72,1%	70,6%	70,6%	70,6%	70,6%	70,6%
Selling Expenses (% of Revenue)		6,3%	6,3%	5,6%	6,2%	5,4%	5,4%	5,4%	5,4%	5,4%	5,4%
G & A expenses (%of Revenue)		1,7%	1,4%	1,2%	0,9%	0,6%	0,6%	0,6%	0,6%	0,6%	0,6%
Other operating expenses (% of Revenue)		2,7%	3,0%	3,2%	2,7%	2,6%	2,8%	2,8%	2,8%	2,8%	2,8%
Depreciation & Amortization (% of PP&E Open Bal)		12,6%	13,8%	12,2%	13,1%	12,8%	12,9%	12,9%	12,9%	12,9%	12,9%
Depreciation Right of Use Assets (% of Right of Use Assets Open Bal)		n/A	n/A	n/A	n/A	32,8%	32,8%	32,8%	32,8%	32,8%	32,8%
Interest (% of Debt Open Bal)		-	3,5%	4,3%	5,9%	7,6%	5,3%	5,3%	5,3%	5,3%	5,3%
Tax Rate (% of Earnings Before Tax)		36,4%	77,7%	29,7%	25,8%	17,2%	37,3%	37,3%	37,3%	37,3%	37,3%
Balance Sheet											
Accounts Receivable (Days)	0,07	53,06	51,17	52,89	56,39	36,18	38,75	41,51	51,00	51,00	51,00
Inventory (Days)	0,02	111,98	113,95	120,11	127,08	80,33	80,33	80,33	82,17	86,00	86,00
Accounts Payable (Days)	0,03	89,85	85,62	107,77	100,05	72,99	75,25	77,57	79,97	85,00	85,00
Capital Expenditures (\$000's)		11.598,00	8.770,00	6.257,00	9.301,00	10.339,00	10.339,00	10.339,00	10.339,00	10.339,00	10.339,00
Additions Right-of-Use Assets		n/A	n/A	n/A	5.787,00	5.911,00	6.037,66	6.167,03	6.299,17	6.434,15	6.572,01
Non-current Borrowings Issuance (Repayment)		(11.790,00)	53.360,00	(343,00)	(25.090,00)	109.649,00	(207,38)	2.214,70	2.450,07	2.681,40	2.904,36
Current Borrowings Issuance (Repayment)		(72,00)	27.439,00	9.396,00	77.464,00	(107.046,00)	(1.932,87)	20.641,93	22.835,66	24.991,71	27.069,84
Equity Issued (Repaid) (\$000's)		-	5,00	3,00	2,00	-	-	-	-	-	-
Dividend payout (% Net Profit)		27,2%	64,2%	36,4%	304,3%	-		40,0%	40,0%	40,0%	40,0%

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ASSUMPTIONS	Pessimistic									
Income statement										
Revenue Growth (% Change)	-	1,9%	(3,3)%	8,7%	16,7%	4,9%	4,6%	4,6%	4,4%	4,1%
Cost of Goods Sold (% of Revenue)	70,0%	71,7%	69,8%	69,3%	72,1%	70,6%	70,6%	70,6%	70,6%	70,6%
Selling Expenses (% of Revenue)	6,3%	6,3%	5,6%	6,2%	5,4%	5,4%	5,4%	5,4%	5,4%	5,4%
G & A expenses (%of Revenue)	1,7%	1,4%	1,2%	0,9%	0,6%	0,6%	0,6%	0,6%	0,6%	0,6%
Other operating expenses (% of Revenue)	2,7%	3,0%	3,2%	2,7%	2,6%	2,8%	2,8%	2,8%	2,8%	2,8%
Depreciation & Amortization (% of PP&E Open Bal)	12,6%	13,8%	12,2%	13,1%	12,8%	12,9%	12,9%	12,9%	12,9%	12,9%
Depreciation Right of Use Assets (% of Right of Use Assets Open Bal)	n/A	n/A	n/A	n/A	32,8%	32,8%	32,8%	32,8%	32,8%	32,8%
Interest (% of Debt Open Bal)	-	3,5%	4,3%	5,9%	7,6%	5,3%	5,3%	5,3%	5,3%	5,3%
Tax Rate (% of Earnings Before Tax)	36,4%	77,7%	29,7%	25,8%	17,2%	37,3%	37,3%	37,3%	37,3%	37,3%
Balance Sheet										
Accounts Receivable (Days)	53,06	51,17	52,89	56,39	36,18	38,75	41,51	51,00	51,00	51,00
Inventory (Days)	111,98	113,95	120,11	127,08	80,33	80,33	80,33	82,17	86,00	86,00
Accounts Payable (Days)	89,85	85,62	107,77	100,05	72,99	75,25	77,57	79,97	85,00	85,00
Capital Expenditures (\$000's)	11.598,00	8.770,00	6.257,00	9.301,00	10.339,00	9.253,00	9.253,00	9.253,00	9.253,00	9.253,00
Additions Right-of-Use Assets	n/A	n/A	n/A	5.787,00	5.911,00	6.037,66	6.167,03	6.299,17	6.434,15	6.572,01
Non-current Borrowings Issuance (Repayment)	(11.790,00)	53.360,00	(343,00)	(25.090,00)	109.649,00	(207,38)	2.214,70	2.450,07	2.681,40	2.904,36
Current Borrowings Issuance (Repayment)	(72,00)	27.439,00	9.396,00	77.464,00	(107.046,00)	(1.932,87)	20.641,93	22.835,66	24.991,71	27.069,84
Equity Issued (Repaid) (\$000's)	-	5,00	3,00	2,00	-	-	-	-	-	-
Dividend payout (% Net Profit)	27,2%	64,2%	36,4%	304,3%	-	-	40,0%	40,0%	40,0%	40,0%

### **Income Statement Forecast**

in thousands of euro	2000	2004		Forecasting Period	2004	2027
FINANCIAL STATEMENTS	2020	2021	2022	2023	2024	2025
INCOME STATEMENT						
Net turnover	1.296.453,00	1.376.952,68	1.460.099,93	1.549.409,70	1.640.154,36	1.730.775,81
Other Income	127.00	1.376.932,68	1.460.039,93	1.343.403,70	127,00	127.00
Total Revenues	1.296.580,00	1.377.079,68	1.460.226,93	1.549.536,70	1.640.281,36	1.730.902,81
Townservines	1.250.500,00	1.377.073,00	1.400.220,55	1.545.550,70	1.040.201,30	1.750.502,01
Cost of materials and consumables	(934.703,00)	(971.795,50)	(1.030.471,94)	(1.093.497,22)	(1.157.535,09)	(1.221.486,01)
Personnel expenses	(148.922,00)	(153.429,04)	(158.078,40)	(162.870,09)	(167.804,11)	(172.880,46)
Selling expenses	(69.954,00)	(74.297,18)	(78.783,20)	(83.601,70)	(88.497,62)	(93.386,89)
G & A expenses	(7.278,00)	(7.729,86)	(8.196,59)	(8.697,90)	(9.207,27)	(9.715,95)
Lease expenses	(1.757,00)	(1.794,65)	(1.833,10)	(1.872,38)	(1.912,50)	(1.953,48)
R&D expenses	(2.051,00)	(2.045,80)	(2.045,80)	(2.045,80)	(2.045,80)	(2.045,80)
Net impairment losses on financial assets	1.251,00	-	-	-	-	-
Other operating expenses	(33.506,00)	(39.122,71)	(41.484,92)	(44.022,20)	(46.600,25)	(49.174,79)
EBITDA	99.660,00	126.864,94	139.332,99	152.929,41	166.678,72	180.259,42
EBITDA Margin	7,7%	9,2%	9,5%	9,9%	10,2%	10,4%
Depreciation, amortisation and impairment losses	(24.928,00)	(17.704,71)	(16.767,31)	(16.198,19)	(15.875,22)	(15.716,57)
Operating result	74.732,00	109.160,24	122.565,68	136.731,21	150.803,50	164.542,85
EBIT Margin	5,8%	7,9%	8,4%	8,8%	9,2%	9,5%
Interest income	8.408,00	8.408,00	8.408,00	8.408,00	8.408,00	8.408,00
Interest expense	(21.233,00)	(11.896,97)	(11.783,10)	(12.999,13)	(14.344,39)	(15.816,67)
Net finance cost	(12.825,00)	(3.488,97)	(3.375,10)	(4.591,13)	(5.936,39)	(7.408,67)
Share of profit from equity-accounted investees, net of tax	1.008,00	2.657,60	2.657,60	2.657,60	2.657,60	2.657,60
Result on the sale of subsidiaries	-	-	-	-	-	-
Profit before taxes from continuing operations	62.915,00	108.328,87	121.848,18	134.797,69	147.524,71	159.791,79
Income tax expense	1.914,00	(40.460,73)	(45.510,18)	(50.346,81)	(55.100,34)	(59.682,08)
Result after taxes from continuing operations	64.829,00	67.868,14	76.338,00	84.450,88	92.424,38	100.109,71
The state of the s	01.025,00	07.000,14	70.000,00	04.450,50	32.72.7,50	200.203,72
Discontinued operations						
Result after taxes from discontinued operations	-	-	-	-	-	-
Net profit	64.829,00	67.868,14	76.338.00	84.450.88	92.424.38	100.109.71

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### Balance Sheet Forecast - Assets

in thousands of euro						
FINANCIAL STATEMENTS	2020	2021	2022	2023	2024	2025
BALANCE SHEET						
ASSETS						
Non-current assets	289.148,00	289.391,55	290.701,87	292.713,45	295.182,98	297.949,02
Property, plant and equipment	66.152,00	66.890,05	67.533,10	68.093,38	68.581,54	69.006,86
Right-of-use assets	28.058,00	24.905,90	22.915,57	21.709,27	21.033,04	20.716,16
Goodwill and other intangible assets	127.001,00	127.001,00	127.001,00	127.001,00	127.001,00	127.001,00
Equity-accounted investees	6.433,00	9.090,60	11.748,20	14.405,80	17.063,40	19.721,00
Net defined benefit asset	21.096,00	21.096,00	21.096,00	21.096,00	21.096,00	21.096,00
Deferred tax assets	38.450,00	38.450,00	38.450,00	38.450,00	38.450,00	38.450,00
Other financial assets	1.958,00	1.958,00	1.958,00	1.958,00	1.958,00	1.958,00
Current assets	590.427,00	669.398,34	755.680,86	850.483,42	961.390,81	1.063.845,78
Inventories	285.314,00	303.057,74	321.356,18	348.857,39	386.477,25	407.829,16
Trade and other receivables	128.505,00	146.199,25	166.046,31	216.510,61	229.190,00	241.852,17
Current tax assets	3.068,00	3.068,00	3.068,00	3.068,00	3.068,00	3.068,00
Other financial instruments	164,00	164,00	164,00	164,00	164,00	164,00
Cash and cash equivalents	173.376,00	216.909,35	265.046,37	281.883,42	342.491,56	410.932,45
TOTAL ASSETS	879.575,00	958.789,89	1.046.382,73	1.143.196,86	1.256.573,79	1.361.794,80

# Balance Sheet – Total Liabilities & Equity

in thousands of euro						
FINANCIAL STATEMENTS	2020	2021	2022	2023	2024	2025
EQUITY						
Share capital	268,00	268,00	268,00	268,00	268,00	268,00
Share premium	42.314,00	42.314,00	42.314,00	42.314,00	42.314,00	42.314,00
Reserves	333.371,00	401.239,14	447.041,94	497.712,47	553.167,10	613.232,92
Total Equity	375.953,00	443.821,14	489.623,94	540.294,47	595.749,10	655.814,92
LIABILITIES						
Non-current liabilities	235.509,00	235.358,68	237.837,45	240.559,66	243.521,29	246.713,97
Provisions	4.507,00	4.507,00	4.507,00	4.507,00	4.507,00	4.507,00
Contingent liabilities	4.507,00	4.507,00	4.507,00	4.507,00	4.507,00	4.507,00
Borrowings	184.749,00	184.541,62	186.756,32	189.206,40	191.887,79	194.792,16
Lease liabilities	20.158,00	20.158,00	20.158,00	20.158,00	20.158,00	20.158,00
Net defined benefit obligation and other long-term employee bene	,	8.714,06	8.978,12	9.250,27	9.530,50	9.818,81
Deferred tax liabilities	15.909,00	15.909,00	15.909,00	15.909,00	15.909,00	15.909,00
Deferred revenue	1.529,00	1.529,00	1.529,00	1.529,00	1.529,00	1.529,00
Current liabilities	268.113,00	279.610,07	318.921,34	362.342,73	417.303,40	459.265,91
Provisions	10.848,00	10.848,00	10.848,00	10.848,00	10.848,00	10.848,00
Contingent liabilities	-	-	-	-	-	-
Borrowings	19.822,00	17.889,13	38.531,06	61.366,72	86.358,43	113.428,27
Lease liabilities	8.799,00	8.799,00	8.799,00	8.799,00	8.799,00	8.799,00
Deferred revenue	2.226,00	2.226,00	2.226,00	2.226,00	2.226,00	2.226,00
Trade payables and other current liabilities	186.909,00	200.338,93	219.008,28	239.594,01	269.562,97	284.455,65
Current tax liabilities	4.620,00	4.620,00	4.620,00	4.620,00	4.620,00	4.620,00
Other financial instruments	15.843,00	15.843,00	15.843,00	15.843,00	15.843,00	15.843,00
Bank overdrafts	19.046,00	19.046,00	19.046,00	19.046,00	19.046,00	19.046,00
TOTAL LIABILITIES	503.622,00	514.968,75	556.758,79	602.902,39	660.824,69	705.979,88
TOTAL LIABILITIES & EQUITY	879.575,00	958.789,89	1.046.382,73	1.143.196,86	1.256.573,79	1.361.794,80











# Cash Flow Statement Forecast – Operating Cash Flow

in thousands of euro		Forecasting Period				
FINANCIAL STATEMENTS	2020	2021	2022	2023	2024	2025
CASH FLOWS FROM OPERATING ACTIVITIES						
Profit for the period	64.829,00	67.868,14	76.338,00	84.450,88	92.424,38	100.109,71
Adjustments for:						
Depreciation amortisation and (reversal of) impairments	24.928,00	17.704,71	16.767,31	16.198,19	15.875,22	15.716,57
Net finance cost	12.825,00	3.488,97	3.375,10	4.591,13	5.936,39	7.408,67
Share of profit from equity-accounted investees, net of tax	(1.008,00)	(2.657,60)	(2.657,60)	(2.657,60)	(2.657,60)	(2.657,60)
Equity-setttled share-based payment transactions	351,00	-	-	-	-	-
Gain or loss on sale of property, plant and equipment	(10,00)	-	-	-	-	-
Gain or loss on divestment of intangible assets	-	-	-	-	-	-
Loss on the sale of subsidiaries	-	-	-	-	-	-
Recycling of currency translation adjustment on sale of subsidia	-	-	-	-	-	-
Tax expense	(1.914,00)	40.460,73	45.510,18	50.346,81	55.100,34	59.682,08
Operating Cash Flow before changes in Working Capital	100.001,00	126.864,94	139.332,99	152.929,41	166.678,72	180.259,42
Change in:						
Inventories	102.951,00	(17.743,74)	(18.298,45)	(27.501,21)	(37.619,86)	(21.351,90)
Trade and other receivables	39.694,00	(17.694,25)	(19.847,06)	(50.464,30)	(12.679,39)	(12.662,18)
Trade and other payables	(20.828,00)	13.429,93	18.669,35	20.585,72	29.968,96	14.892,68
Provisions, employee benefits and deferred revenue	5.825,00	57,06	264,06	272,15	280,23	288,31
Cash flows from operations	227.643,00	104.913,96	120.120,89	95.821,77	146.628,66	161.426,34
Interest received	8.309,00	8.408,00	8.408,00	8.408,00	8.408,00	8.408,00
Interest paid	(18.688,00)	(11.896,97)	(11.783,10)	(12.999,13)	(14.344,39)	(15.816,67)
Taxes paid	(10.796,00)	(40.460,73)	(45.510,18)	(50.346,81)	(55.100,34)	(59.682,08)
Net cash from operating activities	206.468,00	60.964,26	71.235,61	40.883,83	85.591,93	94.335,59











# Cash Flow Statement Forecast – Investing and Financing Cash Flow

in thousands of euro		Forecasting Perio				
FINANCIAL STATEMENTS	2020	2021	2022	2023	2024	2025
CASH FLOWS FROM INVESTING ACTIVITIES						
Dividends received from equity-accounted investees	-	-	-	-	-	-
Proceeds from sale of property, plant and equipment	76,00	-	-	-	-	(9.253,00)
Acquisition of property, plant and equipment	(10.339,00)	(9.253,00)	(9.253,00)	(9.253,00)	(9.253,00)	
Acquisition of intangible assets	(1.072,00)	-	-	-	-	-
Proceeds from sale of intangible assets	-	-	-	-	-	-
Acquisition of other financial fixed assets	(413,00)	(6.037,66)	(6.167,03)	(6.299,17)	(6.434,15)	(6.572,01)
Disposal of other financial fixed assets	876,00	-	-	-	-	-
Development expenditure	(226,00)	-	-	-	-	-
Proceeds from sales of subsidiaries	-	-	-	-	-	-
Acquisition of subsidiaries, net of cash acquired	-	-	-	-	-	-
Net cash from (used in) investing activities	(11.098,00)	(15.290,66)	(15.420,03)	(15.552,17)	(15.687,15)	(15.825,01)
of which attributable to discontinued operations	-	-	-	-	-	-
Free Cash Flow	195.370,00	45.673,60	55.815,59	25.331,66	69.904,78	78.510,58
CASH FLOWS FROM FINANCING ACTIVITIES						
Proceeds from Borrowing	197.736,00	(2.140,25)	22.856,63	25.285,74	27.673,11	29.974,20
Transaction costs related to borrowings	(1.767,00)	-	-	-	-	-
Repayment of borrowings	(190.227,00)	-	-	-	-	-
Payment of lease liabilities	(10.149,00)	-	-	-	-	-
Dividends paid	-	-	(30.535,20)	(33.780,35)	(36.969,75)	(40.043,88)
Contingent liabilities paid	(2.932,00)	-	-	-	-	-
Net cash from (used in) financing activities	(7.339,00)	(2.140,25)	(7.678,57)	(8.494,62)	(9.296,64)	(10.069,68)
of which is attributable to discontinued operations	-	-	-	-	-	-
Net increase (decrease) in cash and bank overdrafts	188.031,00	43.533,35	48.137,02	16.837,05	60.608,14	68.440,90
Cash and bank overdrafts at 1 January	(33.121,00)	154.330,00	197.863,35	246.000,37	262.837,42	323.445,56
Effect of exchange rate fluctuations on cash and bank overdrafts h	(580,00)	-	-	-	-	-
Cash and bank overdrafts at 31 December	154.330,00	197.863,35	246.000,37	262.837,42	323.445,56	391.886,45
CASH RECONCILIATION						
Cash and bank overdrafts in the cash flow statement	154.330,00	197.863,35	246.000,37	262.837,42	323.445,56	391.886,45
Bank overdrafts	19.046,00	19.046,00	19.046,00	19.046,00	19.046,00	19.046,00
Cash and cash equivalents	173.376,00	216.909,35	265.046,37	281.883,42	342.491,56	410.932,45

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# Debt Structure

	in thousands of euro		Historical Results				Forecasting Period				
	FINANCIAL STATEMENTS	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
	Interest-bearing Debt Calculations										
	Non Current Borrowings	47.173,00	100.533,00	100.190,00	75.100,00	184.749,00	184.541,62	186.756,32	189.206,40	191.887,79	194.792,16
	Current Borrowings	12.569,00	40.008,00	49.404,00	126.868,00	19.822,00	17.889,13	38.531,06	61.366,72	86.358,43	113.428,27
	Bank overdrafts	136.951,00	44.630,00	28.885,00	44.603,00	19.046,00	19.046,00	19.046,00	19.046,00	19.046,00	19.046,00
	Total Interest-bearing Debt	196.693,00	185.171,00	178.479,00	246.571,00	223.617,00	221.476,75	244.333,38	269.619,12	297.292,22	327.266,42
	Interest paid	9.342,00	6.800,00	7.954,00	10.618,00	18.688,00	11.896,97	11.783,10	12.999,13	14.344,39	15.816,67
	Interest Rate		3,46%	4,30%	5,95%	7,58%	5,32%	5,32%	5,32%	5,32%	5,32%
	Debt Structure										
	Issuance	49.050,00	186.438,00	93.629,00	134.090,00	197.736,00	55.000,00				
	Repayments	(127.632,00)	(155.819,00)	(85.777,00)	(80.201,00)	(190.227,00)					
	GO-C bank loan						115.000,00	-	-	-	-
	Lapierre (French COVID-19 relief program)						5.000,00	-	-	-	-
	Wiener Bike Parts - German sustainability program						-	-	-	900,00	-
	Financing Agreement with 6 banks						-	-	-	125.000,00	-
	Debt/Equity										
	Debt to Equity Ratio	61,59%	61,86%	55,36%	76,29%	59,48%	49,90%	49,90%	49,90%	49,90%	49,90%
	Interest Bearing Debt	196.693,00	185.171,00	178.479,00	246.571,00	223.617,00	221.476,75	244.333,38	269.619,12	297.292,22	327.266,42
	Equity	319.380,00	299.321,00	322.391,00	323.196,00	375.953,00	443.821,14	489.623,94	540.294,47	595.749,10	655.814,92
	Changes in Borrowings										
	Proceeds from Borrowings	49.050,00	186.438,00	93.629,00	134.090,00	197.736,00	207.973,25				
	Repayment of Borrowings	(127.632,00)	(155.819,00)	(85.777,00)	(80.201,00)	(190.227,00)	(210.113,50)				
	Changes in Borrowings	(78.582,00)	30.619,00	7.852,00	53.889,00	7.509,00	(2.140,25)	22.856,63	25.285,74	27.673,11	29.974,20
90%	Current Borrowings						(1.932,87)	20.641,93	22.835,66	24.991,71	27.069,84
10%	Non-Current Borrowings						(207,38)	2.214,70	2.450,07	2.681,40	2.904,36
	Borrowings (31.12.2020)		Interest Rate	Year of maturity	Face value (2020)	Carrying amount (2020)	Face value (2019)	Carrying amount (2019)			
	Term Loan	EUR	2,2%	2024	110.000,00	108.536,00	60.000,00	58.820,00			
	Term Loan (GO-C facility)	EUR	1,8%	2022	60.000,00	59.743,00	-	-			
	Term Loan (Schuldschein)	EUR	3,8%	2024	15.000,00	14.932,00	15.000,00	14.900,00			
	Revolving credit facilities - Part I	EUR	variable		5.721,00	5.721,00	116.558,00	116.558,00			
	Borrowings under Group financing agreement				190.721,00	188.932,00	191.558,00	190.278,00			
	Other bank loans (secured)	EUR	1,4%	2027	1.487,00	1.487,00	1.574,00	1.574,00			
	Other bank loans (unsecured)	EUR		2021 and 2024	5.938,00	5.938,00	-	-			
	Revolving credit facilities - Part II	EUR	mixed		8.214,00	8.214,00	10.115,00	10.115,00			
	Total borrowings				206.360,00	204.571,00	203.247,00	201.967,00			

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