

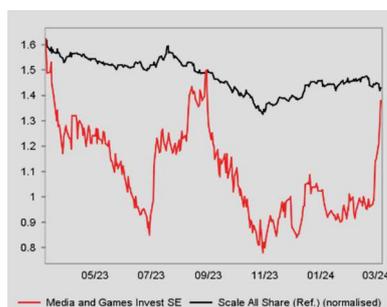
Buy EUR 3.70 (EUR 3.20) Price EUR 1.38 Upside 168.1 %	Value Indicators: EUR DCF: 3.70	Warburg ESG Risk Score: 2.6 ESG Score (MSCI based): 3.0 Balance Sheet Score: 2.3 Market Liquidity Score: 2.5	Description: MGI is an advertising software platform with strong first-party games content.
	Market Snapshot: EUR m Market cap: 219.8 No. of shares (m): 159.2 EV: 515.5 Freefloat MC: 160.4 Ø Trad. Vol. (30d): 43.00 th	Shareholders: Freefloat 73.00 % Bodhivas (Remco Western.) 27.10 % Oaktree Capital Management 17.70 % Sterling Active Fund 5.10 % Case Kapitalförvaltning 2.50 %	Key Figures (WRE): 2023e Beta: 1.4 Price / Book: 0.6 x Equity Ratio: 35 % Net Fin. Debt / EBITDA: 2.3 x Net Debt / EBITDA: 2.3 x

Back to double-digit organic growth

As well as reporting strong Q4 figures last week, MGI revealed that momentum remained strong in January.

- Most relevant in the final quarter was the strong acceleration in organic growth. After just around 1% OSG in the first nine months of the year, growth accelerated to 16% in Q4 and the momentum increased even further in January (+18%). This reflects strong customer wins (+19% yoy) and a very high customer retention rate (95%). The basis for this success is the increasing relevance of contextual targeting solutions not reliant on personally identifiable information, as ad identifiers are now starting to disappear even in the Google universe. MGI's Moments.AI, an AI-powered tool that analyses metadata, keywords, images and more for real-time targeting, has just been named the best contextual targeting offering by Digiday and, in late 2023, MGI's subsidiary dataseat launched a machine learning-based tool, that lowers costs per install by 25%. These innovations have put MGI in the market-leading position for mobile in-app SSPs in North America, ahead of venerable competitors (No2. Google AdExchange, No3 Magnite) and strengthened MGI's position on the demand side. While there are signs of an improving market, e.g. the dollar-based net expansion rate improved from a low of 82% in Q2 to 95% in Q4, the ongoing decline in ad prices (CPM) is limiting growth as sales with existing clients still declined 5% (despite increasing volume). Nevertheless, as the comparison base gradually eases, we see a good chance of rising CPMs in the latter half of the year.
- Looking into 2024 we expect 11% sales growth as the strong start to the year and MGI's excellent contextual targeting tools strengthen our confidence in the prospective performance, even in a choppy environment. We assume broadly stable margins, as management has made it clear, that it plans to rather increase growth "investment" (i.e. increasing its salesforce, investment in optimisation of bidding process & AI capabilities etc.) than push for a further increase in margins. Thus, we expect top-line growth to accelerate further in 2025. In light of the decline in earn-out payments to just EUR 35m at year-end, the available FCF should increase substantially, particularly after 2025, when the last earn-outs are to be paid. In that regard, it should be noted that management has opted to settle an earn-out payment of around EUR 10m for dataseat, which was due in February, in cash rather than shares, confirming that management likewise considers the share as substantially undervalued currently.
- On the back of the accelerating growth and strong market position, we confirm our Buy rating. The increase in our estimates leads to a higher DCF-based price target of EUR 3.70 (formerly EUR 3.20).

Changes in Estimates:		Comment on Changes:			
FY End: 31.12. in EUR m	2024e (old)	+ / -	2025e (old)	+ / -	
Sales	330.0	7.6 %	380.0	5.3 %	Strong Q4 2023 figures.
EBITDA adj.	100.0	4.0 %	115.0	1.7 %	Increasing momentum and customer acquisition.
EBIT	63.0	6.3 %	76.0	2.6 %	Improving outlook for advertising market.
EPS	0.09	0.0 %	0.16	6.3 %	Assumed EUR 5m higher interest expenses in 2024, as short-term interest rates are staying elevated for longer than we were expecting

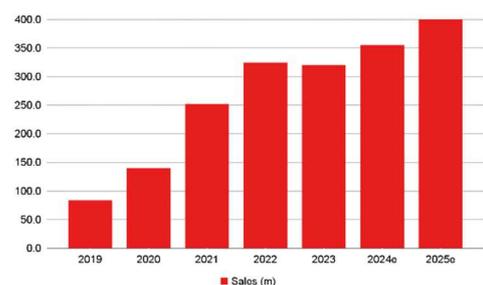


Rel. Performance vs Scale All Share	
1 month:	52.6 %
6 months:	18.0 %
Year to date:	36.9 %
Trailing 12 months:	-1.0 %

Company events:	
30.04.24	FY 2023
30.05.24	Q1
13.06.24	AGM
29.08.24	Q2

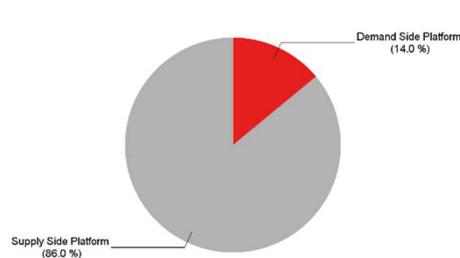
FY End: 31.12. in EUR m	CAGR (23-25e)	2019	2020	2021	2022	2023	2024e	2025e
Sales	11.8 %	83.9	140.2	252.2	324.4	320.0	355.0	400.0
Change Sales yoy		85.2 %	67.1 %	79.8 %	28.7 %	-1.4 %	10.9 %	12.7 %
EBITDA adj.		18.1	29.1	71.1	93.2	98.2	104.0	117.0
Margin	-2.4 %	21.6 %	20.8 %	28.2 %	28.7 %	30.7 %	29.3 %	29.3 %
EBITDA		15.5	26.5	65.0	84.8	126.5	100.0	113.0
EBIT adj.	11.4 %	10.5	17.5	54.8	76.6	74.9	82.0	93.0
Margin		12.5 %	12.5 %	21.7 %	23.6 %	23.4 %	23.1 %	23.3 %
Net income	-22.7 %	-0.3	3.1	16.1	-20.3	44.7	13.8	26.7
EPS	-22.1 %	-0.01	0.03	0.11	-0.13	0.28	0.09	0.17
EPS adj.	-15.5 %	0.07	0.09	0.20	0.14	0.35	0.17	0.25
DPS	-	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dividend Yield		n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
FCFPS		0.06	0.09	0.27	0.73	0.05	0.09	0.17
FCF / Market cap		5.4 %	6.9 %	6.0 %	27.8 %	4.5 %	6.4 %	12.1 %
EV / Sales		n.a.	1.5 x	3.4 x	2.1 x	1.5 x	1.5 x	1.3 x
EV / EBITDA		n.a.	7.9 x	13.1 x	8.0 x	3.9 x	5.2 x	4.5 x
EV / EBIT		n.a.	18.9 x	23.1 x	25.6 x	5.0 x	7.7 x	6.6 x
P / E		n.a.	43.8 x	41.6 x	n.a.	4.4 x	15.3 x	8.1 x
P / E adj.		16.6 x	14.6 x	22.9 x	18.7 x	3.5 x	8.1 x	5.5 x
FCF Potential Yield		n.a.	10.2 %	7.3 %	10.5 %	24.9 %	17.1 %	18.8 %
Net Debt		46.1	79.8	198.6	271.3	294.9	290.8	289.2
ROCE (NOPAT)		n.a.	3.3 %	10.4 %	8.7 %	14.7 %	6.7 %	7.9 %
Guidance:		Sales and adj. EBITDA around normalized 2022 level (EUR 303m / EUR 93m)						

Sales development
in EUR m



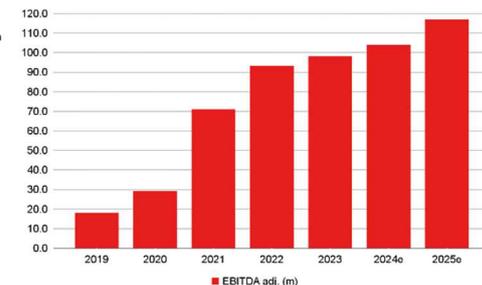
Source: Warburg Research

Revenues by Segment
2023; in %



Source: Warburg Research

Adj. EBITDA development
in EUR m



Source: Warburg Research

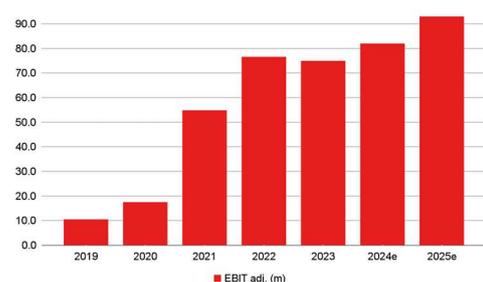
Company Background

- MGI is an advertising software platform that helps advertisers efficiently acquire customers via smartphones, computers, connected TV or DOOH as well as publishers optimally monetize their advertising space
- MGI has its own games portfolio with >5,000 casual & mobile games and >5 premium games with a total of >1bn registered players. In addition, MGI's SDK's are integrated into the apps of >20,000 apps.
- MGI one of the largest proprietary first-party data platforms. First-party data enables better targeting as well as greater transparency in reporting and monitoring of advertising campaigns.
- MGI is one of a few providers in the Open Internet covering the entire value chain. The advantage of a full stack approach is that all processes between the advertiser and the publisher are integrated in one platform.
- The MGI business model is based on a flywheel that is driven by the software platform synergies between advertising technology and games. This relationship can be further accelerated by both M&A and innovation.

Competitive Quality

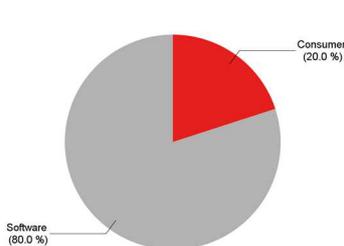
- The combination of ads & games allows MGI to optimally sell the ad-spaces in the games and leads to more efficient user acquisition representing a significant competitive advantage for the Company's own games portfolio.
- The high share of first-party data reduces vulnerability from fraud. It also makes MGI's Advertising Software Platform less reliant on third-party data, which are increasingly regulated.
- MGI's stack approach leads to improved measurability of campaign success and more targeted identification of appropriate user profiles, i.e. higher ROI for advertisers & better monetization for publishers.
- The strong proprietary games portfolio (i.e. more first-party data) will lead to more advertisers using MGI for user acquisition as they can reach a broader audience in a more targeted way (i.e. higher ROI).
- This in turn attracts more publishers who also want to monetize their ad inventory via MGI's Ad Software Platform, as there is higher demand and as the ability to sell their ad inventory at a higher price.

adj. EBIT development
in EUR m



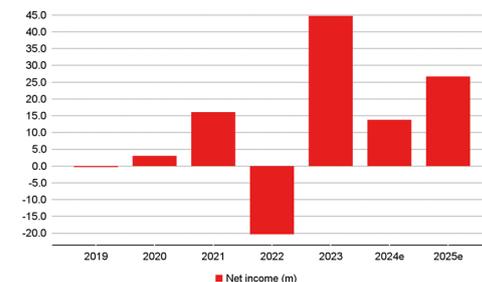
Source: Warburg Research

Sales by segments
2022; in %



Source: Warburg Research

Net income development
in EUR m



Source: Warburg Research

DCF model

Figures in EUR m	Detailed forecast period			Transitional period										Term. Value
	2023	2024e	2025e	2026e	2027e	2028e	2029e	2030e	2031e	2032e	2033e	2034e	2035e	
Sales	322.0	355.0	400.0	450.0	495.0	539.6	582.7	623.5	654.7	687.4	721.8	743.4	817.8	1.5 %
Sales change	-0.8 %	10.3 %	12.7 %	12.5 %	10.0 %	9.0 %	8.0 %	7.0 %	5.0 %	5.0 %	5.0 %	3.0 %	2.5 %	
EBIT	99.0	67.0	78.0	93.0	99.0	107.9	116.5	124.7	130.9	137.5	144.4	148.7	147.2	
EBIT-margin	30.7 %	18.9 %	19.5 %	20.7 %	20.0 %	20.0 %	20.0 %	20.0 %	20.0 %	20.0 %	20.0 %	20.0 %	18.0 %	
Tax rate (EBT)	5.6 %	35.0 %	32.0 %	32.0 %	28.0 %	28.0 %	28.0 %	28.0 %	28.0 %	28.0 %	28.0 %	28.0 %	28.0 %	
NOPAT	93.5	43.6	53.0	63.2	71.3	77.7	83.9	89.8	94.3	99.0	103.9	107.1	106.0	
Depreciation	29.5	33.0	35.0	35.0	39.6	43.2	46.6	49.9	52.4	55.0	57.7	59.5	81.8	
in % of Sales	9.1 %	9.3 %	8.8 %	7.8 %	8.0 %	8.0 %	8.0 %	8.0 %	8.0 %	8.0 %	8.0 %	8.0 %	10.0 %	
Changes in provisions	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Change in Liquidity from														
- Working Capital	7.6	-1.8	-1.4	-1.5	38.4	2.2	2.2	2.0	1.6	1.6	1.7	1.1	1.0	
- Capex	36.4	35.0	37.0	37.0	49.5	54.0	58.3	62.4	65.5	68.7	72.2	74.3	81.8	
Capex in % of Sales	11.3 %	9.9 %	9.3 %	8.2 %	10.0 %	10.0 %	10.0 %	10.0 %	10.0 %	10.0 %	10.0 %	10.0 %	10.0 %	
- Other	0.0	10.0	5.0	31.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Free Cash Flow (WACC Model)	79.0	33.4	47.4	31.7	23.0	64.7	70.1	75.3	79.6	83.6	87.8	91.1	105.0	
PV of FCF	0.0	31.3	40.6	24.8	16.5	42.2	41.8	41.0	39.7	38.0	36.5	34.6	33.7	455
share of PVs	10.68 %			39.04 %										50.27 %

Model parameter

Derivation of WACC:		Derivation of Beta:	
Debt ratio	20.00 %	Financial Strength	2.30
Cost of debt (after tax)	6.3 %	Liquidity (share)	1.00
Market return	8.25 %	Cyclicality	1.25
Risk free rate	2.75 %	Transparency	1.25
		Others	1.00
WACC	9.45 %	Beta	1.36

Valuation (m)

Present values 2035e	450
Terminal Value	455
Financial liabilities	417
Pension liabilities	0
Hybrid capital	0
Minority interest	5
Market val. of investments	0
Liquidity	161
Equity Value	645
No. of shares (m)	174.4
Value per share (EUR)	3.70

Sensitivity Value per Share (EUR)

Beta	WACC	Terminal Growth							Delta EBIT-margin								
		0.75 %	1.00 %	1.25 %	1.50 %	1.75 %	2.00 %	2.25 %	-1.5 pp	-1.0 pp	-0.5 pp	+0.0 pp	+0.5 pp	+1.0 pp	+1.5 pp		
1.59	10.5 %	2.84	2.89	2.94	3.00	3.06	3.12	3.19	1.59	10.5 %	2.60	2.73	2.87	3.00	3.13	3.26	3.39
1.48	10.0 %	3.14	3.20	3.26	3.33	3.40	3.47	3.55	1.48	10.0 %	2.90	3.04	3.19	3.33	3.47	3.61	3.75
1.42	9.7 %	3.30	3.36	3.43	3.50	3.58	3.66	3.75	1.42	9.7 %	3.07	3.22	3.36	3.50	3.65	3.79	3.94
1.36	9.5 %	3.47	3.54	3.62	3.70	3.78	3.87	3.97	1.36	9.5 %	3.25	3.40	3.55	3.70	3.85	4.00	4.15
1.30	9.2 %	3.66	3.73	3.81	3.90	3.99	4.09	4.20	1.30	9.2 %	3.44	3.59	3.75	3.90	4.06	4.21	4.37
1.25	9.0 %	3.85	3.94	4.03	4.12	4.22	4.33	4.45	1.25	9.0 %	3.64	3.80	3.96	4.12	4.28	4.44	4.60
1.13	8.5 %	4.28	4.38	4.49	4.61	4.74	4.87	5.02	1.13	8.5 %	4.09	4.26	4.44	4.61	4.78	4.96	5.13

- Our DCF approach is based on a detailed planning phase, a transitional phase, and a perpetuity term
- Long-term tax rate is assumed to be at 28%

Valuation	2019	2020	2021	2022	2023	2024e	2025e
Price / Book	0.8 x	0.7 x	2.1 x	1.3 x	0.6 x	0.6 x	0.6 x
Book value per share ex intangibles	-1.93	-0.82	-1.99	-2.94	-2.79	-2.70	-2.53
EV / Sales	n.a.	1.5 x	3.4 x	2.1 x	1.5 x	1.5 x	1.3 x
EV / EBITDA	n.a.	7.9 x	13.1 x	8.0 x	3.9 x	5.2 x	4.5 x
EV / EBIT	n.a.	18.9 x	23.1 x	25.6 x	5.0 x	7.7 x	6.6 x
EV / EBIT adj.*	n.a.	11.9 x	15.5 x	8.9 x	6.5 x	6.3 x	5.5 x
P / FCF	18.6 x	14.4 x	16.8 x	3.6 x	22.4 x	17.4 x	9.2 x
P / E	n.a.	43.8 x	41.6 x	n.a.	4.4 x	15.3 x	8.1 x
P / E adj.*	16.6 x	14.6 x	22.9 x	18.7 x	3.5 x	8.1 x	5.5 x
Dividend Yield	n.a.						
FCF Potential Yield (on market EV)	n.a.	10.2 %	7.3 %	10.5 %	24.9 %	17.1 %	18.8 %

*Adjustments made for: mostly relate to PPA amortisation

Consolidated profit & loss

In EUR m	2019	2020	2021	2022	2023	2024e	2025e
Sales	83.9	140.2	252.2	324.4	320.0	355.0	400.0
Change Sales yoy	85.2 %	67.1 %	79.8 %	28.7 %	-1.4 %	10.9 %	12.7 %
Increase / decrease in inventory	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Own work capitalised	10.2	16.0	22.9	28.9	26.0	25.0	30.0
Total Sales	94.1	156.2	275.0	353.4	345.9	380.0	430.0
Material expenses	45.8	77.6	138.0	188.6	180.5	195.0	215.0
Gross profit	48.3	78.6	137.0	164.8	165.4	185.0	215.0
<i>Gross profit margin</i>	<i>57.5 %</i>	<i>56.1 %</i>	<i>54.3 %</i>	<i>50.8 %</i>	<i>51.7 %</i>	<i>52.1 %</i>	<i>53.8 %</i>
Personnel expenses	27.4	39.6	56.0	76.2	78.0	80.0	96.0
Other operating income	4.6	6.3	8.6	23.2	71.4	20.0	21.0
Other operating expenses	10.0	18.7	24.7	27.0	32.4	25.0	27.0
EBITDA adj.	18.1	29.1	71.1	93.2	98.2	104.0	117.0
Margin	21.6 %	20.8 %	28.2 %	28.7 %	30.7 %	29.3 %	29.3 %
EBITDA	15.5	26.5	65.0	84.8	126.5	100.0	113.0
<i>Margin</i>	<i>18.5 %</i>	<i>18.9 %</i>	<i>25.8 %</i>	<i>26.1 %</i>	<i>39.5 %</i>	<i>28.2 %</i>	<i>28.3 %</i>
Depreciation of fixed assets	2.8	3.0	3.0	5.0	3.0	3.0	3.0
EBITA	12.7	23.5	62.0	79.8	123.5	97.0	110.0
Amortisation of intangible assets	7.7	12.5	25.2	53.1	26.5	30.0	32.0
Goodwill amortisation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	5.0	11.0	36.8	26.6	97.0	67.0	78.0
<i>Margin</i>	<i>6.0 %</i>	<i>7.9 %</i>	<i>14.6 %</i>	<i>8.2 %</i>	<i>30.3 %</i>	<i>18.9 %</i>	<i>19.5 %</i>
EBIT adj.	10.5	17.5	54.8	76.6	74.9	82.0	93.0
Interest income	0.1	0.4	0.9	0.3	0.0	0.0	0.0
Interest expenses	5.8	7.5	22.8	38.3	50.1	45.0	38.0
Other financial income (loss)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBT	-0.8	3.9	14.9	-11.3	46.9	22.0	40.0
<i>Margin</i>	<i>-0.9 %</i>	<i>2.8 %</i>	<i>5.9 %</i>	<i>-3.5 %</i>	<i>14.7 %</i>	<i>6.2 %</i>	<i>10.0 %</i>
Total taxes	-2.0	1.2	-1.2	9.1	2.7	7.7	12.8
Net income from continuing operations	1.3	2.7	16.1	-20.4	44.2	14.3	27.2
Income from discontinued operations (net of tax)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net income before minorities	1.3	2.7	16.1	-20.4	44.2	14.3	27.2
Minority interest	1.6	-0.4	0.0	-0.1	-0.5	0.5	0.5
Net income	-0.3	3.1	16.1	-20.3	44.7	13.8	26.7
<i>Margin</i>	<i>-0.4 %</i>	<i>2.2 %</i>	<i>6.4 %</i>	<i>-6.3 %</i>	<i>14.0 %</i>	<i>3.9 %</i>	<i>6.7 %</i>
Number of shares, average	64.1	98.5	142.5	156.2	159.2	159.2	159.2
EPS	-0.01	0.03	0.11	-0.13	0.28	0.09	0.17
EPS adj.	0.07	0.09	0.20	0.14	0.35	0.17	0.25

*Adjustments made for: mostly relate to PPA amortisation

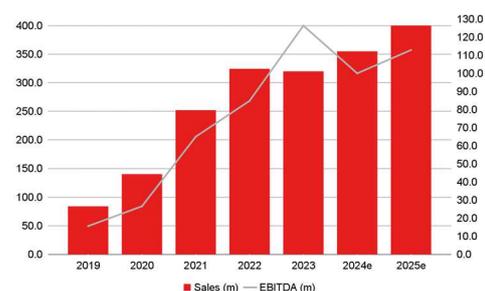
Guidance: Sales and adj. EBITDA around normalized 2022 level (EUR 303m / EUR 93m)

Financial Ratios

	2019	2020	2021	2022	2023	2024e	2025e
Total Operating Costs / Sales	93.6 %	92.5 %	83.3 %	82.8 %	68.6 %	78.9 %	79.3 %
Operating Leverage	1.1 x	1.8 x	2.9 x	-1.0 x	-192.2 x	-2.8 x	1.3 x
EBITDA / Interest expenses	2.7 x	3.5 x	2.8 x	2.2 x	2.5 x	2.2 x	3.0 x
Tax rate (EBT)	265.4 %	30.6 %	-7.8 %	-79.9 %	5.8 %	35.0 %	32.0 %
Dividend Payout Ratio	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %

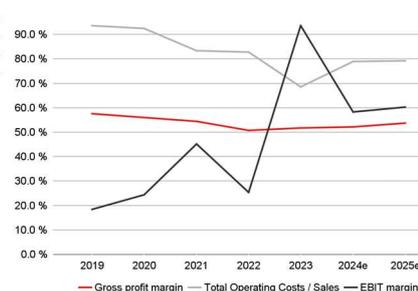
Sales, EBITDA

in EUR m

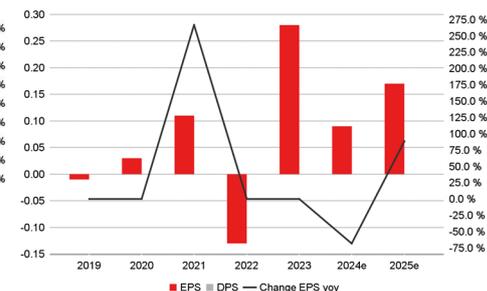


Operating Performance

in %



Performance per Share



Source: Warburg Research

Source: Warburg Research

Source: Warburg Research

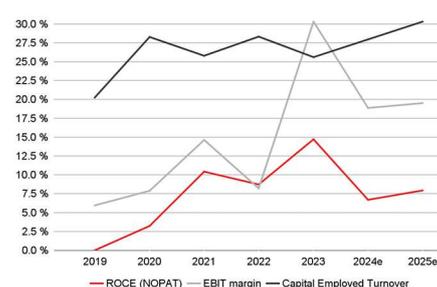
Consolidated balance sheet

In EUR m	2019	2020	2021	2022	2023	2024e	2025e
Assets							
Goodwill and other intangible assets	233.2	272.8	605.7	791.3	796.6	796.6	796.6
thereof other intangible assets	73.7	85.4	149.4	130.6	139.2	139.2	139.2
thereof Goodwill	147.3	164.0	412.0	587.7	587.7	587.7	587.7
Property, plant and equipment	3.5	1.7	4.7	5.5	3.9	5.9	7.9
Financial assets	19.9	18.9	40.1	20.2	12.9	12.9	12.9
Other long-term assets	0.0	0.0	0.0	6.7	0.1	0.1	0.1
Fixed assets	256.6	293.5	650.5	823.6	813.5	815.5	817.5
Inventories	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable	17.0	37.0	97.5	52.2	57.3	60.3	66.8
Liquid assets	33.0	46.3	180.2	150.0	121.7	125.8	127.4
Other short-term assets	5.8	9.1	5.9	18.8	14.5	14.5	14.5
Current assets	55.9	92.4	283.6	221.0	193.5	200.6	208.7
Total Assets	312.4	385.8	934.1	1,044.7	1,007.0	1,016.1	1,026.2
Liabilities and shareholders' equity							
Subscribed capital	98.1	117.1	149.7	159.2	159.2	159.2	159.2
Capital reserve	0.0	57.3	137.7	158.6	158.6	158.6	158.6
Retained earnings	0.0	5.6	21.7	1.4	34.4	48.2	74.9
Other equity components	0.0	-3.2	-1.6	3.7	0.0	0.5	1.0
Shareholders' equity	98.1	176.8	307.4	323.0	352.3	366.6	393.8
Minority interest	70.5	0.1	0.1	-1.2	0.2	0.2	0.2
Total equity	168.6	176.8	307.5	321.7	352.5	366.8	394.0
Provisions	12.6	17.3	54.0	65.2	65.2	65.2	65.2
thereof provisions for pensions and similar obligations	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial liabilities (total)	79.1	126.0	378.7	421.3	416.6	416.6	416.6
Short-term financial liabilities	6.7	6.1	32.0	31.9	34.5	34.5	34.5
Accounts payable	20.3	30.0	53.8	68.7	66.2	71.0	78.9
Other liabilities	31.9	35.7	140.1	167.7	106.5	96.5	71.5
Liabilities	143.8	209.0	626.6	722.9	654.6	649.4	632.3
Total liabilities and shareholders' equity	312.4	385.8	934.1	1,044.7	1,007.0	1,016.1	1,026.2

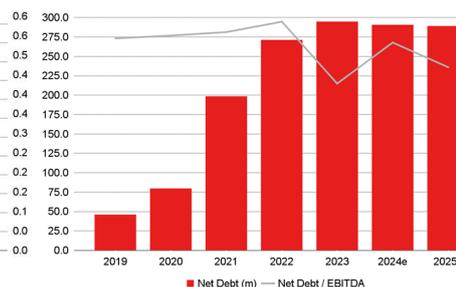
Financial Ratios

	2019	2020	2021	2022	2023	2024e	2025e
Efficiency of Capital Employment							
Operating Assets Turnover	285.4 x	16.1 x	5.2 x	-29.6 x	-64.3 x	-74.3 x	-95.7 x
Capital Employed Turnover	0.4 x	0.5 x	0.6 x				
ROA	-0.1 %	1.0 %	2.5 %	-2.5 %	5.5 %	1.7 %	3.3 %
Return on Capital							
ROCE (NOPAT)	n.a.	3.3 %	10.4 %	8.7 %	14.7 %	6.7 %	7.9 %
ROE	-0.4 %	2.2 %	6.6 %	-6.4 %	13.2 %	3.8 %	7.0 %
Adj. ROE	5.3 %	6.4 %	11.6 %	6.7 %	16.6 %	7.7 %	10.7 %
Balance sheet quality							
Net Debt	46.1	79.8	198.6	271.3	294.9	290.8	289.2
Net Financial Debt	46.1	79.8	198.6	271.3	294.9	290.8	289.2
Net Gearing	27.3 %	45.1 %	64.6 %	84.3 %	83.7 %	79.3 %	73.4 %
Net Fin. Debt / EBITDA	296.4 %	300.4 %	305.3 %	319.9 %	233.2 %	290.8 %	255.9 %
Book Value / Share	1.4	1.5	2.1	2.0	2.2	2.3	2.5
Book value per share ex intangibles	-1.9	-0.8	-2.0	-2.9	-2.8	-2.7	-2.5

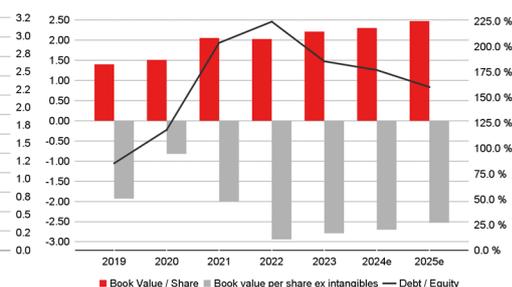
ROCE Development



Net debt in EUR m



Book Value per Share in EUR



Source: Warburg Research

Source: Warburg Research

Source: Warburg Research

Consolidated cash flow statement

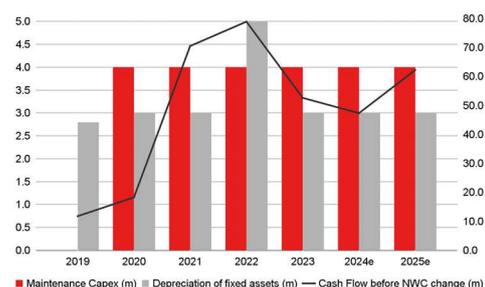
In EUR m	2019	2020	2021	2022	2023	2024e	2025e
Net income	1.3	2.7	16.1	-20.4	46.2	14.3	27.2
Depreciation of fixed assets	2.8	3.0	3.0	5.0	3.0	3.0	3.0
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	7.7	12.5	25.2	53.1	26.5	30.0	32.0
Increase/decrease in long-term provisions	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other non-cash income and expenses	0.0	0.0	26.2	41.2	-23.0	0.0	0.0
Cash Flow before NWC change	11.8	18.2	70.5	79.0	52.7	47.3	62.2
Increase / decrease in inventory	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase / decrease in accounts receivable	-7.0	-2.8	-60.5	45.3	-5.1	-3.0	-6.5
Increase / decrease in accounts payable	12.2	9.8	23.7	15.0	-2.5	4.8	7.9
Increase / decrease in other working capital positions	0.0	0.0	31.1	13.9	0.0	0.0	0.0
Increase / decrease in working capital (total)	5.2	7.0	-5.7	74.1	-7.6	1.8	1.4
Net cash provided by operating activities [1]	17.0	25.2	64.8	153.1	45.1	49.1	63.6
Investments in intangible assets	-11.0	-15.0	-20.0	-23.0	-35.0	-30.0	-32.0
Investments in property, plant and equipment	-2.0	-1.2	-6.0	-4.0	-1.4	-5.0	-5.0
Payments for acquisitions	0.0	-21.5	-269.6	-137.5	-13.0	-10.0	-25.0
Financial investments	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	0.0	0.0	0.0	0.0	17.0	0.0	0.0
Net cash provided by investing activities [2]	-13.0	-37.7	-295.6	-176.7	-32.4	-45.0	-62.0
Change in financial liabilities	16.4	-2.7	245.0	-16.2	-4.7	0.0	0.0
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	9.0	28.5	113.2	28.5	0.0	0.0	0.0
Other	0.0	0.0	6.0	0.0	0.0	0.0	0.0
Net cash provided by financing activities [3]	25.4	25.8	364.2	12.3	-4.7	0.0	0.0
Change in liquid funds [1]+[2]+[3]	29.4	13.3	133.4	-11.3	8.0	4.1	1.6
Effects of exchange-rate changes on cash	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash and cash equivalent at end of period	33.8	46.3	179.7	168.9	158.0	125.8	127.4

Financial Ratios

	2019	2020	2021	2022	2023	2024e	2025e
Cash Flow							
FCF	4.0	9.0	38.8	113.9	8.7	14.1	26.6
Free Cash Flow / Sales	4.8 %	6.4 %	15.4 %	35.1 %	2.7 %	4.0 %	6.7 %
Free Cash Flow Potential	n.a.	21.4	62.2	71.7	121.7	88.3	96.2
Free Cash Flow / Net Profit	-1237.5 %	293.5 %	241.3 %	-560.4 %	19.4 %	102.2 %	99.6 %
Interest Received / Avg. Cash	0.4 %	0.9 %	0.8 %	0.2 %	0.0 %	0.0 %	0.0 %
Interest Paid / Avg. Debt	9.6 %	7.3 %	9.0 %	9.6 %	12.0 %	10.8 %	9.1 %
Management of Funds							
Investment ratio	15.5 %	11.6 %	10.3 %	8.3 %	11.4 %	9.9 %	9.3 %
Maint. Capex / Sales	n.a.	2.9 %	1.6 %	1.2 %	1.3 %	1.1 %	1.0 %
Capex / Dep	123.3 %	104.5 %	92.2 %	46.4 %	123.6 %	106.1 %	105.7 %
Avg. Working Capital / Sales	-0.3 %	1.3 %	10.1 %	4.2 %	-4.0 %	-2.8 %	-2.9 %
Trade Debtors / Trade Creditors	84.1 %	123.2 %	181.4 %	76.0 %	86.6 %	84.9 %	84.7 %
Inventory Turnover	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Receivables collection period (days)	74	96	141	59	65	62	61
Payables payment period (days)	162	141	142	133	134	133	134
Cash conversion cycle (Days)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

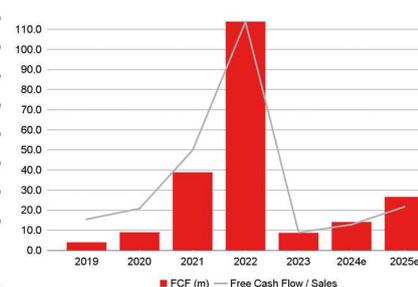
CAPEX and Cash Flow

in EUR m



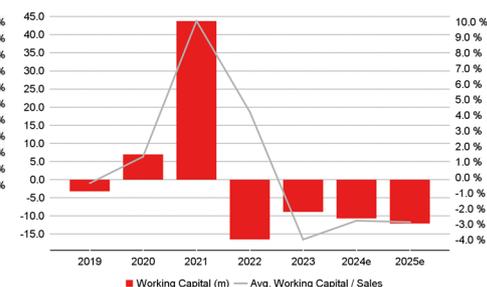
Source: Warburg Research

Free Cash Flow Generation



Source: Warburg Research

Working Capital



Source: Warburg Research

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Company	Disclosure	Link to the historical price targets and rating changes (last 12 months)
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Investment recommendation: expected direction of the share price development of the financial instrument up to the given price target in the opinion of the analyst who covers this financial instrument.

-B-	Buy:	The price of the analysed financial instrument is expected to rise over the next 12 months.
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“-“	Rating suspended:	The available information currently does not permit an evaluation of the company.

WARBURG RESEARCH GMBH – ANALYSED RESEARCH UNIVERSE BY RATING

Rating	Number of stocks	% of Universe
Buy	147	70
Hold	49	23
Sell	8	4
Rating suspended	7	3
Total	211	100

WARBURG RESEARCH GMBH – ANALYSED RESEARCH UNIVERSE BY RATING ...

... taking into account only those companies which were provided with major investment services in the last twelve months.

Rating	Number of stocks	% of Universe
Buy	48	83
Hold	7	12
Sell	0	0
Rating suspended	3	5
Total	58	100

PRICE AND RATING HISTORY MEDIA AND GAMES INVEST SE AS OF 07.03.2024



Markings in the chart show rating changes by Warburg Research GmbH in the last 12 months. Every marking details the date and closing price on the day of the rating change.

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