

# **Media and Games Invest SE**

Malta / Application Software Xetra & Nasdaq First North Premier Bloomberg: M8G GR ISIN: MT0000580101

Update

RATING PRICE TARGET

BUY € 4.40

Return Potential 96.6% Risk Rating High

## MARKET HEADWINDS BUILDING

We are reducing 2023 FBe and raising our WACC estimate by 160 bps to 9.7% to account for increasing market headwinds. Market watchers are reducing global ad-spend expectations for 2023, and the tech sector is experiencing cyclicality. We have thus cut our topline growth target for 2023 to 8% (old: 20%) but expect cost saving measures to compensate for the more conservative outlook and allow MGI to sustain its ~27% AEBITDA margin. We continue to believe MGI has the right business in the right market and that this is a merely cyclical slowdown. Adjustments to our DCF model result in a €4.4 target price (old: €8.2) Our rating remains Buy.

What has changed? With cracks emerging in the global ad market, we have dialled down our 2023 topline growth assumption to 8% (old: 20%). Global ad-spend surged some 22% Y/Y in 2021, but market watcher, Magna, recently reduced its 2022 growth target to 9% (old: 12%) and also now calls for a more sober 6% in 2023. Given the more cautious outlook for global advertising, plus building market headwinds for the tech industry and mounting recession risks, we have also upped our WACC to 9.7% (old: 8.1%).

And what has not We continue to believe MGI has the right business in the right market and that this is a merely cyclical slowdown. Factors that underpin our optimism that the company will weather the storm are: (1) a solid balance sheet featuring a strong cash position (2022E:~€123m), (2) manageable debt maturities in 2024 & 2026; (3) strong operating margins and cash flows; (4) good organic growth potential; and (5) high exposure to the resilient gaming sector (~70% of ad revenue). We think these factors and track record of good financial discipline will help the company navigate the current downturn without having to tap the capital markets for new liquidity.

**Gravity has reasserted itself in the e-commerce sector** After nearly a decade of soaring growth and profits, small and big-tech alike are being dragged down by anaemic revenue growth and. . . (p.t.o.)

### **FINANCIAL HISTORY & PROJECTIONS**

2018	2019	2020	2021	2022E	2023E
32.62	83.89	140.22	252.17	310.67	335.52
n.a.	157.2%	67.1%	79.8%	23.2%	8.0%
8.65	15.54	26.55	65.04	85.24	91.93
26.5%	18.5%	18.9%	25.8%	27.4%	27.4%
4.32	-0.32	6.58	28.02	32.05	33.99
0.10	-0.01	0.04	0.20	0.21	0.21
0.00	0.00	0.00	0.00	0.00	0.00
-7.17	3.13	-12.50	-230.79	-94.52	37.84
15.2%	22.4%	31.2%	63.7%	81.1%	72.8%
4.45	32.98	46.25	180.16	123.32	135.38
	32.62 n.a. 8.65 26.5% 4.32 0.10 0.00 -7.17	32.62 83.89 n.a. 157.2% 8.65 15.54 26.5% 18.5% 4.32 -0.32 0.10 -0.01 0.00 0.00 -7.17 3.13 15.2% 22.4%	32.62 83.89 140.22 n.a. 157.2% 67.1% 8.65 15.54 26.55 26.5% 18.5% 18.9% 4.32 -0.32 6.58 0.10 -0.01 0.04 0.00 0.00 0.00 -7.17 3.13 -12.50 15.2% 22.4% 31.2%	32.62     83.89     140.22     252.17       n.a.     157.2%     67.1%     79.8%       8.65     15.54     26.55     65.04       26.5%     18.5%     18.9%     25.8%       4.32     -0.32     6.58     28.02       0.10     -0.01     0.04     0.20       0.00     0.00     0.00     0.00       -7.17     3.13     -12.50     -230.79       15.2%     22.4%     31.2%     63.7%	32.62     83.89     140.22     252.17     310.67       n.a.     157.2%     67.1%     79.8%     23.2%       8.65     15.54     26.55     65.04     85.24       26.5%     18.5%     18.9%     25.8%     27.4%       4.32     -0.32     6.58     28.02     32.05       0.10     -0.01     0.04     0.20     0.21       0.00     0.00     0.00     0.00     -0.00       -7.17     3.13     -12.50     -230.79     -94.52       15.2%     22.4%     31.2%     63.7%     81.1%

<sup>\*</sup> Adjusted for PPA-amortisation

#### **RISKS**

Risks include but are not limited to: revenue diversity, financing, technology, and regulatory risks.

### **COMPANY PROFILE**

Media and Games Invest SE is an advertising software platform with strong first-party games content. MGI's main operational presence is in North America & Europe. The Company combines organic growth with value-generating synergetic acquisitions and has demonstrated continuous strong profitable growth with a revenue CAGR of 77% (2018-2021). MGI has successfully acquired and integrated over 35 companies and assets in the past 6 years to achieve efficiency gains & competitive advantages.

MARKET DATA	As of 28 Jul 2022
Closing Price	€ 2.24
Shares outstanding	159.25m
Market Capitalisation	€ 356.40m
52-week Range	€ 2.00 / 6.02
Avg. Volume (12 Months)	165,879

Multiples	2021	2022E	2023E
P/E	11.3	10.9	10.5
EV/Sales	2.4	1.9	1.8
EV/EBITDA	9.3	7.1	6.6
Div Yield	0.0%	0.0%	0.0%

#### STOCK OVERVIEW



COMPANY DATA	As of 31 Mar 2022
Liquid Assets	€ 127.60m
Current Assets	€ 214.70m
Intangible Assets	€ 620.90m
Total Assets	€ 869.10m
Current Liabilities	€ 189.80m
Shareholders' Equity	€ 305.90m

#### **SHAREHOLDERS**

26.2%
13.0%
3.5%
57.3%



. . . high interest rates. Supply chain snarl-ups, protectionism, a shortage of hands, and competition have conspired to bring tech back to reality, and the tech-heavy Nasdaq has retreated nearly 25% YTD.

As recent results from Alphabet and Meta have shown, digital ads, once considered immune to the business cycle, may be turning as cyclical as their offline brethren. Meta boss, Mark Zuckerberg, even recently warned his workers that the company is facing one of the worst downturns in recent history owing to a slump in its ad-revenue machines (Facebook, WhatsApp, and Instagram).

**Reducing forecasts on building market headwinds** Fed Chairman, Jerome Powell, noted after the second consecutive 0.75 percentage point rate hike that "America is not in a recession yet, but the path to avoiding one has narrowed." US GDP growth historically has a direct impact on global ad-spend, and cracks have already emerged in advertising budgets.

We have thus dialled back our 2023 growth assumption to 8% (old: 20%), which is more in line with updated digital advertising market forecasts. MGI generates roughly 70% of ad revenue from the gaming and entertainment sectors. While gaming is not entirely recession-proof, we play games when we are feeling rich or poor, and sector resilience should insulate MGI from the harshest effects of a potential recession. We have also reduced our OpEx assumptions, which had factored in high staffing expansion to keep pace with prior growth expectations for next year. This should leave margin performance intact at around 27% to 28%.

Table 1: Changes to FBe and target price

	old	new	revision	upside	dividend yield	total return
Price target (€)	8.2	4.4	-46.3%	96.6%	0.0%	96.6%
		2022E			2023E	
All figures in € '000	old	new	revision	old	new	revision
Revenue	310,669	310,669	0.0%	371,249	335,522	-9.6%
EBITDA	85,244	85,244	0.0%	102,944	91,934	-10.7%
Margin (%)	27.4%	27.4%	-	27.7%	27.4%	-
AEBITDA	88,544	88,544	0.0%	104,944	93,934	-10.5%
Margin (%)	28.5%	28.5%	-	28.3%	28.0%	-
* adjusted for one-offs						

Source: First Berlin Equity Research estimates

We have also upped our YE22 net debt target to €286m to account for the acquisition of dataseat, higher earn-out payments this year, as well as the associated impact of the stronger US dollar vs the Euro. In June MGI placed a new corporate bond for €175m with a 6.25% coupon. This allowed the company to pay back around €110m of its outstanding 5.75% bonds due in 2024. After discussing the circa €235m in remaining 2021/2024 bonds with MGI's financial boss, Paul Echt, we see little refinancing risk given existing cash reserves, ample free cash flows, and ample scoope to roll over the bonds if needed.

## **VALUATION MODEL**

Our WACC now factors in higher macro-economic risks and rises to 9.7% vs 8.1%. The combined effect of a more cautious 2023 forecast and higher discount rate results in a new target price of  $\le$ 4.4 (old:  $\le$ 8.2). We remain Buy-rated on MGI.

All figures in EUR '000	2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E
Revenue	310,669	335,522	385,850	439,869	488,255	512,668	528,048	542,569
NOPLAT	38,937	42,555	50,430	63,394	81,083	87,064	90,034	93,509
(+) depreciation & amortisation	31,165	32,830	36,202	38,021	34,063	35,699	36,729	37,702
Net operating cash flow	70,102	75,385	86,632	101,415	115,146	122,763	126,763	131,211
(-) Investments	-164,324	-44,826	-61,106	-72,864	-32,282	-31,411	-30,546	-30,113
(-) Working capital	-8,618	-864	-4,500	-4,932	-3,509	-7,607	-1,447	-1,340
Free cash flows (FCF)	-102,840	29,695	21,026	23,619	79,355	83,745	94,770	99,758
PV of FCF's	-98,890	26,022	16,792	17,190	52,634	50,621	52,206	50,081

All figures in thousands	
PV of FCFs in explicit period	213,286
PV of FCFs in terminal period	661,128
Enterprise value (EV)	874,414
(+) Net cash / (-) net debt (pro-forma)	-166,753
(-) Non-controlling interests	-525
Shareholder value	707,136
Fair value per share (€)	4.40

			i erminai E	Bii margin			
	17.6%	19.6%	21.6%	23.6%	25.6%	27.6%	29.6%
8.2%	4.40	5.04	5.68	6.32	6.97	7.61	8.25
8.7%	3.89	4.46	5.03	5.59	6.16	6.73	7.30
9.2%	3.46	3.96	4.47	4.97	5.48	5.98	6.49
9.7%	3.08	3.53	3.99	4.44	4.89	5.35	5.80
10.2%	2.75	3.16	3.57	3.98	4.39	4.79	5.20
10.7%	2.47	2.84	3.21	3.57	3.94	4.31	4.68
11.2%	2.21	2.55	2.88	3.22	3.55	3.89	4.22

13.0%
5.0%
28.0%
3.6%
65.0%
35.0%
9.7%

l erminai growth rate									
	1.0%	1.5%	2.0%	2.5%	3.0%	3.5%	4.0%		
8.2%	5.04	5.40	5.83	6.32	6.92	7.64	8.53		
8.7%	4.52	4.83	5.18	5.59	6.07	6.65	7.34		
9.2%	4.07	4.33	4.63	4.97	5.37	5.83	6.39		
9.7%	3.68	3.90	4.15	4.44	4.77	5.15	5.60		
10.2%	3.33	3.52	3.73	3.98	4.26	4.58	4.95		
10.7%	3.01	3.18	3.37	3.57	3.81	4.08	4.39		
11.2%	2.73	2.88	3.04	3.22	3.42	3.65	3.91		

 $<sup>^*</sup>$ P lease note our model runs through 2030 and we have only shown the abbreviated version for formatting purposes



## **INCOME STATEMENT**

29 July 2022

All figures in EUR '000	2019	2020	2021	2022E	2023E	2024E
Revenues	83,893	140,220	252,166	310,669	335,522	385,850
Capitalised work	10,187	15,994	22,851	25,972	25,097	26,788
Total output	94,080	156,214	275,017	336,640	360,619	412,639
Cost of goods sold	-45,803	-77,620	-137,968	-157,509	-168,768	-192,925
Gross profit	48,277	78,594	137,049	179,131	191,851	219,713
Personnel expenses	-27,359	-39,573	-55,978	-75,925	-80,480	-90,540
Other OpEx	-10,012	-18,745	-24,655	-27,883	-29,556	-33,250
Other operating income	4,636	6,272	8,626	9,920	10,118	10,321
EBITDA	15,542	26,549	65,042	85,244	91,934	106,244
Depreciation & amortisation	-10,543	-15,508	-28,238	-31,165	-32,830	-36,202
Operating income (EBIT)	4,999	11,041	36,804	54,079	59,104	70,042
Net financial result	-5,758	-7,139	-21,919	-24,329	-25,775	-26,862
Pre-tax income (EBT)	-759	3,901	14,885	29,751	33,329	43,180
Income taxes	2,012	-1,194	1,169	-8,033	-9,666	-14,034
Net income	1,253	2,707	16,054	21,718	23,664	29,147
Discontinued operations	0	0	0	0	0	0
Consolidated profit	1,253	2,707	16,054	21,718	23,664	29,147
Minority interests	-1,577	352	7	-22	-24	-29
Net income to owners	-324	3,059	16,060	21,696	23,640	29,117
Diluted EPS (in €)	-0.01	0.03	0.11	0.14	0.15	0.18
AEBITDA (excl: one-offs)	18,110	29,090	71,100	88,544	93,934	106,244
AEBIT (excl: PPA amort. & one-offs)	4,999	14,916	54,826	67,729	71,454	80,392
Ratios						
Gross margin on output	51.3%	50.3%	49.8%	53.2%	53.2%	53.2%
EBITDA margin on revenues	18.5%	18.9%	25.8%	27.4%	27.4%	27.5%
EBIT margin on revenues	6.0%	7.9%	14.6%	17.4%	17.6%	18.2%
Net margin on revenues	-0.4%	2.2%	6.4%	7.0%	7.0%	7.5%
AEBITDA margin on revenues	21.6%	20.7%	28.2%	28.5%	28.0%	27.5%
Tax rate	n.a.	30.6%	n.a.	27.0%	29.0%	32.5%
Expenses as % of revenues						
Personnel expenses	32.6%	28.2%	22.2%	24.4%	24.0%	23.5%
Other OpEx	11.9%	13.4%	9.8%	9.0%	8.8%	8.6%
Depreciation & amortisation	12.6%	11.1%	11.2%	10.0%	9.8%	9.4%
Y-Y Growth						
Revenues	157.2%	67.1%	79.8%	23.2%	8.0%	15.0%
ЕВІТОА	79.8%	70.8%	145.0%	31.1%	7.8%	15.6%
Operating income	114.7%	120.9%	233.4%	46.9%	9.3%	18.5%
Net income/ loss	n.m.	n.m.	425.0%	35.1%	9.0%	23.2%

## **BALANCE SHEET**

All figures in EUR '000	2019	2020	2021	2022E	2023E	2024E
Assets						
Current assets, total	55,856	92,375	283,599	242,481	259,480	289,907
Cash and equivalents	32,984	46,254	180,157	123,320	135,383	152,481
Trade receivables	22,872	46,121	103,442	119,161	124,097	137,426
Non-current assets, total	256,593	293,467	650,495	779,256	776,294	771,846
Property, plant & equipment	3,521	1,742	4,681	5,302	5,638	5,831
Intangible assets	233,208	272,829	605,746	739,716	736,077	731,088
Deferred taxes	11,215	15,737	11,545	11,776	12,011	12,252
Investments in associated companies	6,410	1,207	1,154	1,154	1,154	1,154
Other financial assets	2,239	1,952	27,369	21,308	21,414	21,521
Total assets	312,449	385,842	934,094	1,021,737	1,035,775	1,061,753
Shareholders' equity & debt						
Current liabilities, total	54,544	78,205	243,434	221,051	444,876	191,225
Trade payables	20,274	30,037	53,754	60,854	64,927	73,756
ST financial debt	6,772	6,087	32,027	0	233,925	0
Provisions	12,585	17,257	54,036	54,847	55,669	56,504
Other current financial liabilities	0	12,897	83,568	85,000	69,700	40,000
Other current liabilities	14,913	11,927	20,049	20,350	20,655	20,965
Long term liabilites, total	89,347	130,792	383,168	448,632	215,181	465,664
Long-term debt	8,369	11,671	16,034	16,034	16,034	16,034
Bonds	63,988	95,355	343,925	408,925	175,000	425,000
Other LT liabilities	0	0	0	0	0	0
Deferred tax liabilities	16,990	23,766	23,209	23,673	24,147	24,630
Shareholders' equity	168,558	176,845	307,492	352,054	375,718	404,864
Total consolidated equity and debt	312,449	385,842	934,094	1,021,737	1,035,775	1,061,753
Ratios					, , , , , , , , , , , , , , , , , , ,	
Current ratio (x)	1.0	1.2	1.2	1.1	0.6	1.5
Net debt	37,776	55,188	195,795	285,605	273,542	272,519
ICR (x)	3.1	4.1	3.1	3.6	3.6	4.0
Net gearing	22%	31%	64%	81%	73%	67%
Net debt / EBITDA (x)	2.4	2.1	3.0	3.4	3.0	2.6
Equity ratio	54%	46%	33%	34%	36%	38%
Return on equity (ROE)	0.7%	1.5%	5.2%	6.2%	6.3%	7.2%
Capital employed (CE)	257,905	307,637	690,660	800,686	590,899	870,528
Return on capital employed (ROCE)	2%	4%	5%	7%	10%	8%



## **CASH FLOW STATEMENT**

29 July 2022

All figures in EUR '000	2019	2020	2021	2022E	2023E	2024E
Net income	1,253	2,707	16,054	21,718	23,664	29,147
Depreciation and amortisation	10,543	15,508	28,238	31,165	32,830	36,202
Results from sale of subsidaries	0	0	0	0	0	0
Other non-cash adjustments	-5,752	4,072	1,165	0	0	0
Net interest expense	5,529	6,264	21,600	24,329	25,775	26,862
Tax result	-822	1,194	1,939	8,033	9,666	14,034
Operating cash flow	10,751	29,745	68,996	85,244	91,934	106,244
Tax expense	0	0	-425	-8,033	-9,666	-14,034
Change in w orking capital	5,365	-4,543	-4,634	-7,273	502	-3,113
Net operating cash flow	16,116	25,202	63,937	69,938	82,770	89,098
Payments for intangible assets	-12,606	-17,380	-34,561	-29,514	-28,519	-30,441
Acquistion of subsidiaries	-6,214	-22,930	-244,349	-133,568	-15,300	-29,700
CapEx	0	0	-5,283	-1,243	-1,007	-965
Deposits / payments for other assets	5,750	2,603	-11,441	-137	-107	-107
Interest income	83	0	905	0	0	0
Cash flow from investing	-12,987	-37,707	-294,729	-164,461	-44,932	-61,213
Free cash flow (FCF)	3,129	-12,505	-230,792	-94,523	37,838	27,885
Equity inflow, net	8,845	26,876	109,338	29,042	0	0
Debt inflow, net	-12,011	-1,420	33,230	-32,027	0	0
Corporate debt inflow, net	38,699	27,678	247,047	65,000	0	16,075
Interest paid	-5,345	-6,018	-22,059	-24,329	-25,775	-26,862
Payments for non-controlling interests	-5,000	-17,480	0	0	0	0
Other adjustments	220	-3,862	-2,861	0	0	0
Cash flow from financing	25,408	25,774	364,695	37,687	-25,775	-10,787
Net cash flows	28,537	13,269	133,903	-56,837	12,063	17,098
Fx adjustments	0	0	0	0	0	0
Cash, start of the year	4,447	32,984	46,254	180,157	123,320	135,383
Cash, end of the year	32,984	46,253	180,157	123,320	135,383	152,481
FCFps (in €)	0.05	-0.15	-1.63	-0.61	0.24	0.18
Y-Y Growth						
Operating cash flow	132.2%	56.4%	153.7%	9.4%	18.3%	7.6%
Free cash flow	n.m.	n.m.	n.m.	n.m.	n.m.	-26.3%
FCF / share	-74.6%	n.m.	n.m.	n.m.	n.m.	-26.3%



### **Imprint / Disclaimer**

#### First Berlin Equity Research

First Berlin Equity Research GmbH ist ein von der BaFin betreffend die Einhaltung der Pflichten des §85 Abs. 1 S. 1 WpHG, des Art. 20 Abs. 1 Marktmissbrauchsverordnung (MAR) und der Markets Financial Instruments Directive (MiFID) II, Markets in Financial Instruments Directive (MiFID) II Durchführungsverordnung und der Markets in Financial Instruments Regulations (MiFIR) beaufsichtigtes Unternehmen.

First Berlin Equity Research GmbH is one of the companies monitored by BaFin with regard to its compliance with the requirements of Section 85 (1) sentence 1 of the German Securities Trading Act [WpHG], art. 20 (1) Market Abuse Regulation (MAR) and Markets in Financial Instruments Directive (MiFID) II, Markets in Financial Instruments Directive (MiFID) II Commission Delegated Regulation and Markets in Financial Instruments Regulations (MiFIR).

Anschrift:

First Berlin Equity Research GmbH Mohrenstr. 34 10117 Berlin Germany

Vertreten durch den Geschäftsführer: Martin Bailey

Telefon: +49 (0) 30-80 93 9 680 Fax: +49 (0) 30-80 93 9 687 E-Mail: <u>info@firstberlin.com</u>

Amtsgericht Berlin Charlottenburg HR B 103329 B

UST-Id.: 251601797

Ggf. Inhaltlich Verantwortlicher gem. § 6 MDStV

First Berlin Equity Research GmbH

Authored by: Ellis Acklin, Senior Analyst

All publications of the last 12 months were authored by Ellis Acklin.

Company responsible for preparation: First Berlin Equity Research GmbH, Mohrenstraße 34, 10117

The production of this recommendation was completed on 29 July 2022 at 10:31

Person responsible for forwarding or distributing this financial analysis: Martin Bailey

Copyright© 2022 First Berlin Equity Research GmbH No part of this financial analysis may be copied, photocopied, duplicated or distributed in any form or media whatsoever without prior written permission from First Berlin Equity Research GmbH. First Berlin Equity Research GmbH shall be identified as the source in the case of quotations. Further information is available on request.

INFORMATION PURSUANT TO SECTION 85 (1) SENTENCE 1 OF THE GERMAN SECURITIES TRADING ACT [WPHG], TO ART. 20 (1) OF REGULATION (EU) NO 596/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF APRIL 16, 2014, ON MARKET ABUSE (MARKET ABUSE REGULATION) AND TO ART. 37 OF COMMISSION DELEGATED REGULATION (EU) NO 2017/565 (MIFID) II.

First Berlin Equity Research GmbH (hereinafter referred to as: "First Berlin") prepares financial analyses while taking the relevant regulatory provisions, in particular section 85 (1) sentence 1 of the German Securities Trading Act [WpHG], art. 20 (1) of Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 16, 2014, on market abuse (market abuse regulation) and art. 37 of Commission Delegated Regulation (EU) no. 2017/565 (MiFID II) into consideration. In the following First Berlin provides investors with information about the statutory provisions that are to be observed in the preparation of financial analyses.

### CONFLICTS OF INTEREST

In accordance with art. 37 (1) of Commission Delegated Regulation (EU) no. 2017/565 (MiFID) II and art. 20 (1) of Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 16, 2014, on market abuse (market abuse regulation) investment firms which produce, or arrange for the production of, investment research that is intended or likely to be subsequently disseminated to clients of the firm or to the public, under their own responsibility or that of a member of their group, shall ensure the implementation of all the measures set forth in accordance with Article 34 (2) lit. (b) of Regulation (EU) 2017/565 in relation to the financial analysts involved in the production of the investment research and other relevant persons whose responsibilities or business interests may conflict with the interests of the persons to whom the investment research is disseminated. In accordance with art. 34 (3) of Regulation (EU) 2017/565 the procedures and measures referred to in paragraph 2 lit. (b) of such article shall be designed to ensure that relevant persons engaged in different business activities involving a conflict of interests carry on those activities at a level of independence appropriate to the size and activities of the investment firm and of the group to which it belongs, and to the risk of damage to the interests of clients.

In addition, First Berlin shall pursuant to Article 5 of the Commission Delegated Regulation (EU) 2016/958 disclose in their recommendations all relationships and circumstances that may reasonably be expected to impair the objectivity of the financial analyses, including interests or conflicts of interest, on their part or on the part of any natural or legal person working for them under a contract, including a contract of employment, or otherwise, who was involved in producing financial analyses, concerning any financial instrument or the issuer to which the recommendation directly or indirectly relates.

With regard to the financial analyses of Media and Games Invest SE the following relationships and circumstances exist which may reasonably be expected to impair the objectivity of the financial analyses: The author, First Berlin, or a company associated with First Berlin reached an agreement with the Media and Games Invest SE for preparation of a financial analysis for which remuneration is owed.

Furthermore, First Berlin offers a range of services that go beyond the preparation of financial analyses. Although First Berlin strives to avoid conflicts of interest wherever possible, First Berlin may maintain the following relations with the analysed company, which in particular may constitute a potential conflict of interest:

- The author, First Berlin, or a company associated with First Berlin owns a net long or short position exceeding the threshold of 0.5 % of the total issued share capital of the analysed company;
- The author, First Berlin, or a company associated with First Berlin holds an interest of more than five percent in the share capital of the analysed company;



- The author, First Berlin, or a company associated with First Berlin provided investment banking or consulting services for the analysed company within the past twelve months for which remuneration was or was to be paid;
- The author, First Berlin, or a company associated with First Berlin reached an agreement with the analysed company for preparation of a financial analysis for which remuneration is owed;
- The author, First Berlin, or a company associated with First Berlin has other significant financial interests in the analysed company;

First Berlin F.S.B. Investment-Beratungsgesellschaft mbH (hereafter FBIB), a company of the First Berlin Group, holds a stake of under 0.5% of the shares in the company which has been covered in this analysis. The analyst is not subject to any restrictions with regard to his recommendation and is therefore independent, so that we believe there is no conflict of interest.

With regard to the financial analyses of Media and Games Invest SE the following of the aforementioned potential conflicts of interests or the potential conflicts of interest mentioned in Article 6 paragraph 1 of the Commission Delegated Regulation (EU) 2016/958 exist: The author, First Berlin, or a company associated with First Berlin reached an agreement with the Media and Games Invest SE for preparation of a financial analysis for which remuneration is owed.

In order to avoid and, if necessary, manage possible conflicts of interest both the author of the financial analysis and First Berlin shall be obliged to neither hold nor in any way trade the securities of the company analyzed. The remuneration of the author of the financial analysis stands in no direct or indirect connection with the recommendations or opinions represented in the financial analysis. Furthermore, the remuneration of the author of the financial analysis is neither coupled directly to financial transactions nor to stock exchange trading volume or asset management fees.

INFORMATION PURSUANT TO SECTION 64 OF THE GERMAN SECURITIES TRADING ACT [WPHG], DIRECTIVE 2014/65/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF 15 MAY 2014 ON MARKETS IN FINANCIAL INSTRUMENTS AND AMENDING DIRECTIVE 2002/92/EC AND DIRECTIVE 2011/61/EU, ACCOMPANIED BY THE MARKETS IN FINANCIAL INSTRUMENTS REGULATION (MIFIR, REG. EU NO. 600/2014).

First Berlin notes that is has concluded a contract with the issuer to prepare financial analyses and is paid for that by the issuer. First Berlin makes the financial analysis simultaneously available for all interested security financial services companies. First Berlin thus believes that it fulfils the requirements of section 64 WpHG for minor non-monetary benefits.

#### PRICE TARGET DATES

Unless otherwise indicated, current prices refer to the closing prices of the previous trading day.

#### AGREEMENT WITH THE ANALYSED COMPANY AND MAINTENANCE OF OBJECTIVITY

The present financial analysis is based on the author's own knowledge and research. The author prepared this study without any direct or indirect influence exerted on the part of the analysed company. Parts of the financial analysis were possibly provided to the analysed company prior to publication in order to avoid inaccuracies in the representation of facts. However, no substantial changes were made at the request of the analysed company following any such provision.

#### ASSET VALUATION SYSTEM

First Berlin's system for asset valuation is divided into an asset recommendation and a risk assessment.

#### **ASSET RECOMMENDATION**

The recommendations determined in accordance with the share price trend anticipated by First Berlin in the respectively indicated investment period are as follows:

Category Current market capitalisation (in €)			2 > 2 billion	
		0 - 2 billion		
Strong Buy <sup>1</sup>	An expected favourable price trend of:	> 50%	> 30%	
Buy	An expected favourable price trend of:	> 25%	> 15%	
Add	An expected favourable price trend of:	0% to 25%	0% to 15%	
Reduce	An expected negative price trend of:	0% to -15%	0% to -10%	
Sell	An expected negative price trend of:	< -15%	< -10%	

<sup>&</sup>lt;sup>1</sup> The expected price trend is in combination with sizable confidence in the quality and forecast security of management.

Our recommendation system places each company into one of two market capitalisation categories. Category 1 companies have a market capitalisation of  $\in 0 - \in 2$  billion, and Category 2 companies have a market capitalisation of  $> \in 2$  billion. The expected return thresholds underlying our recommendation system are lower for Category 2 companies than for Category 1 companies. This reflects the generally lower level of risk associated with higher market capitalisation companies.

### RISK ASSESSMENT

The First Berlin categories for risk assessment are low, average, high and speculative. They are determined by ten factors: Corporate governance, quality of earnings, management strength, balance sheet and financial risk, competitive position, standard of financial disclosure, regulatory and political uncertainty, strength of brandname, market capitalisation and free float. These risk factors are incorporated into the First Berlin valuation models and are thus included in the target prices. First Berlin customers may request the models.

#### **RECOMMENDATION & PRICE TARGET HISTORY**

Report No.:	Date of publication	Previous day closing price	Recommendation	Price target
Initial Report	7 November 2019	€1.23	Buy	€2.10
217	<b>↓</b>	<b>↓</b>	<b>↓</b>	<b>↓</b>
18	5 October 2021	€4.82	Buy	€8.00
19	27 October 2021	€4.80	Buy	€8.00
20	18 November 2021	€5.35	Buy	€8.20
21	10 February 2022	€3.73	Buy	€8.20
22	3 March 2022	€3.56	Buy	€7.90
23	25 April 2022	€3.23	Buy	€7.90
24	4 May 2022	€3.29	Buy	€8.20
25	2 June 2022	€3.08	Buy	€8.20
26	Today	€2.24	Buy	€4.40
26	roday	€2.24	Buy	



#### **INVESTMENT HORIZON**

Unless otherwise stated in the financial analysis, the ratings refer to an investment period of twelve months.

#### UPDATES

At the time of publication of this financial analysis it is not certain whether, when and on what occasion an update will be provided. In general First Berlin strives to review the financial analysis for its topicality and, if required, to update it in a very timely manner in connection with the reporting obligations of the analysed company or on the occasion of ad hoc notifications.

#### SUBJECT TO CHANGE

The opinions contained in the financial analysis reflect the assessment of the author on the day of publication of the financial analysis. The author of the financial analysis reserves the right to change such opinion without prior notification.

#### Legally required information regarding

- · key sources of information in the preparation of this research report
- valuation methods and principles
- sensitivity of valuation parameters

can be accessed through the following internet link: https://firstberlin.com/disclaimer-english-link/

SUPERVISORY AUTHORITY: Bundesanstalt für Finanzdienstleistungsaufsicht (German Federal Financial Supervisory Authority) [BaFin], Graurheindorferstraße 108, 53117 Bonn and Marie-Curie-Straße 24-28, 60439 Frankfurt am Main

### **EXCLUSION OF LIABILITY (DISCLAIMER)**

#### RELIABILITY OF INFORMATION AND SOURCES OF INFORMATION

The information contained in this study is based on sources considered by the author to be reliable. Comprehensive verification of the accuracy and completeness of information and the reliability of sources of information has neither been carried out by the author nor by First Berlin. As a result no warranty of any kind whatsoever shall be assumed for the accuracy and completeness of information and the reliability of sources of information, and neither the author nor First Berlin, nor the person responsible for passing on or distributing the financial analysis shall be liable for any direct or indirect damage incurred through reliance on the accuracy and completeness of information and the reliability of sources of information.

#### **RELIABILITY OF ESTIMATES AND FORECASTS**

The author of the financial analysis made estimates and forecasts to the best of the author's knowledge. These estimates and forecasts reflect the author's personal opinion and judgement. The premises for estimates and forecasts as well as the author's perspective on such premises are subject to constant change. Expectations with regard to the future performance of a financial instrument are the result of a measurement at a single point in time and may change at any time. The result of a financial analysis always describes only one possible future development – the one that is most probable from the perspective of the author – of a number of possible future developments.

Any and all market values or target prices indicated for the company analysed in this financial analysis may not be achieved due to various risk factors, including but not limited to market volatility, sector volatility, the actions of the analysed company, economic climate, failure to achieve earnings and/or sales forecasts, unavailability of complete and precise information and/or a subsequently occurring event which affects the underlying assumptions of the author and/or other sources on which the author relies in this document. Past performance is not an indicator of future results; past values cannot be carried over into the future.

Consequently, no warranty of any kind whatsoever shall be assumed for the accuracy of estimates and forecasts, and neither the author nor First Berlin, nor the person responsible for passing on or distributing the financial analysis shall be liable for any direct or indirect damage incurred through reliance on the correctness of estimates and forecasts.

# INFORMATION PURPOSES, NO RECOMMENDATION, SOLICITATION, NO OFFER FOR THE PURCHASE OF SECURITIES

The present financial analysis serves information purposes. It is intended to support institutional investors in making their own investment decisions; however in no way provide the investor with investment advice. Neither the author, nor First Berlin, nor the person responsible for passing on or distributing the financial analysis shall be considered to be acting as an investment advisor or portfolio manager vis-à-vis an investor. Each investor must form his own independent opinion with regard to the suitability of an investment in view of his own investment objectives, experience, tax situation, financial position and other circumstances.

The financial analysis does not represent a recommendation or solicitation and is not an offer for the purchase of the security specified in this financial analysis. Consequently, neither the author nor First Berlin, nor the person responsible for passing on or distributing the financial analysis shall as a result be liable for losses incurred through direct or indirect employment or use of any kind whatsoever of information or statements arising out of this financial analysis.

A decision concerning an investment in securities should take place on the basis of independent investment analyses and procedures as well as other studies including, but not limited to, information memoranda, sales or issuing prospectuses and not on the basis of this document.

#### NO ESTABLISHMENT OF CONTRACTUAL OBLIGATIONS

By taking note of this financial analysis the recipient neither becomes a customer of First Berlin, nor does First Berlin incur any contractual, quasi-contractual or pre-contractual obligations and/or responsibilities toward the recipient. In particular no information contract shall be established between First Berlin and the recipient of this information.

### NO OBLIGATION TO UPDATE

First Berlin, the author and/or the person responsible for passing on or distributing the financial analysis shall not be obliged to update the financial analysis. Investors must keep themselves informed about the current course of business and any changes in the current course of business of the analysed company.

#### DUPLICATION

Dispatch or duplication of this document is not permitted without the prior written consent of First Berlin.

#### **SEVERABILITY**

Should any provision of this disclaimer prove to be illegal, invalid or unenforceable under the respectively applicable law, then such provision shall be treated as if it were not an integral component of this disclaimer; in no way shall it affect the legality, validity or enforceability of the remaining provisions.

#### APPLICABLE LAW, PLACE OF JURISDICTION

The preparation of this financial analysis shall be subject to the law obtaining in the Federal Republic of Germany. The place of jurisdiction for any disputes shall be Berlin (Germany).

#### NOTICE OF DISCLAIMER

By taking note of this financial analysis the recipient confirms the binding nature of the above explanations.

By using this document or relying on it in any manner whatsoever the recipient accepts the above restrictions as binding for the recipient.



## QUALIFIED INSTITUTIONAL INVESTORS

First Berlin financial analyses are intended exclusively for qualified institutional investors.

This report is not intended for distribution in the USA and/or Canada.