## WINDELN.DE SE



Recommendation:	Buy
Price target:	3.50 Euro
Upside potential:	+189 percent
Share data	
Share price	1.21 Euro (XETRA)
Number of shares (in m)	9.96
Market cap. (in EUR m)	14.2
Enterprise Value (in EUR m)	0.2
Code	WDLK
ISIN	DE000WNDL193

Performance	
52 week high (in EUR)	16.90
52 week low (in EUR)	1.21
3 m relative to CDAX	-47.1%
6 m relative to CDAX	-65.4%



Shareholder structure	
Free Float	18.4%
Summit Asset Management	23.7%
Pinpoint International	21.6%
Investor Group Clemens Jakopitsch	13.4%
MCI Capital	9.7%
Other	13.1%

Termine	
AGM	06 June 2019
Q2	08 August 2019
Changes in estimates	

Changes in estimates							
	2019e	<b>2020</b> e	2021e				
Sales (old)	111.1	117.2	123.1				
∆ in %	-14.5%	-14.5%	-14.5%				
EBIT (old)	-9.5	0.0	1.1				
∆ in %	-	-	-				
EPS (old)	-0.88	0.01	0.07				
Δ in %	n.m.	-	-				

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Publication	
Comment	06 Juni 2019

## Mixed start to the year as expected, but EBIT significantly improved

Last week, windeln.de published its Q1 report. Whilst sales fell short of our forecast due to lower than expected revenues in the DACH region and in the rest of Europe, the company's EBIT was a somewhat positive surprise. The target to break even early in 2020 was confirmed.

windeln.de SE - Q1 2019	Q1/19	Q1/19e	Q1/18	yoy		
Sales	20.8	23.6	32.8	-36.7%		
Gross profit margin	25.1%	28.0%	24.0%			
adjusted EBIT	-4.0	-4.5	-5.2	n.m.		
Net income	-4.1	-4.5	-15.9	n.m.		
Source: Company data, Montega Figures in m						

Sales decline across all regions: The decline in sales of EUR 20.8m (-36.7%) was even more significant than anticipated by us. Whilst China reached EUR 12.3m, thus meeting the revenue level expected by us (MONe: EUR 12.4m) the DACH region (Q1 revenue: EUR 4.7m, -35.5%; MONe: EUR 5.8m) and the rest of Europe (EUR 3.8m, -53.2%; MONe: EUR 5.5m) were weaker than projected.

**Reduced cost base results in lower losses:** Despite the much lower sales level, adjusted EBIT of EUR - 4.0m exceeded both the prior-year level and our expectations. In addition to a higher gross profit margin (25.1% vs. 24.0% in Q1 2018) due to the company's focus on higher-margin products, the substantial reduction of SGA costs (EUR 9.5m vs. EUR 14.9m) becomes visible. There is an even more significant recovery at net level as Q1 2018 was burdened by negative one-offs (EUR 8.9m) caused by the sale of Feedo.

Cash burn reduced, break-even target confirmed: Compared to the end of FY 2018 (EUR 11.1m), liquid funds increased to EUR 15.5m although this includes the proceeds from the capital increase carried out in March (EUR 9.7m). The operating cash burn of EUR 5.3m is higher than we had anticipated (EUR 4.5m), which is attributable to a slightly stronger recovery of the net working capital for the China business. windeln.de still strives to break even at EBIT level at the beginning of 2020.

**Expansion of Management Board** reflects new shareholder structure: On Monday, windeln.de announced that Charles Z. Yan, Management Director of Fosun International Limited, windeln.de's new major shareholder, will become a new member of the Management Board. Mr. Yan will be responsible for the strategy and business development in China.

**Conclusion:** As expected, Q1 sends positive signals about the earnings development. Whether the break-even threshold will be reached early in 2020, however, mainly depends on the short-term business development in China. For the time being, an investment in the shares remains extremely risky.

FYend: 31.12.	2017	2018	<b>2019</b> e	2020e	<b>2021</b> e
Sales	188.3	104.8	95.0	100.2	105.2
Growth yoy	-3.3%	-44.3%	-9.4%	5.5%	5.0%
EBITDA	-33.7	-27.6	-9.1	0.5	1.6
EBIT	-34.3	-27.6	-9.5	0.0	1.1
Net income	-37.8	-37.7	-8.9	0.1	0.7
Gross profit margin	25.6%	24.5%	30.5%	33.5%	34.1%
EBITDA margin	-17.9%	-26.3%	-9.5%	0.5%	1.6%
EBIT margin	-18.2%	-26.3%	-10.0%	0.0%	1.1%
Net Debt	-22.8	-11.1	-10.4	-12.5	-15.6
Net Debt/EBITDA	0.7	0.4	1.1	-24.9	-9.6
ROCE	-114.6%	-137.9%	-103.9%	0.0%	12.4%
EPS	-1.41	-1.22	-0.89	0.01	0.07
FCF per share	-1.09	-0.88	-1.02	0.21	0.32
Dividend	0.00	0.00	0.00	0.00	0.00
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%
EV/Sales	0.0	0.0	0.0	0.0	0.0
EV/EBITDA	n.m.	n.m.	n.m.	0.5	0.1
EV/EBIT	n.m.	n.m.	n.m.	n.m.	0.2
PER	n.m.	n.m.	n.m.	121.0	17.3
P/B	0.2	0.6	0.6	0.6	0.5
Source: Company data, Montega, CapitalIQ				Figures in EUR m, EF	S in EUR, Price: 1.21

### **COMPANY BACKGROUND**

Founded in Munich in 2010, windeln.de is one of the leading online retailers of products for babies, toddlers and children in the DACH region, China and three other European countries. As well as diapers, the range of products includes baby food, drugstore products, clothing, toys, strollers as well as car seats and furniture. Customers can choose from c. 35k products of some 300 brand manufacturers.

The goods are delivered from one of the four warehouses, which are located in Germany, Switzerland, the Czech Republic and Spain. Furthermore, windeln.de supplies its Chinese customers purchasing through Tmall Global from a so-called bonded warehouse in China as of this year. In its home turf Munich, windeln.de operates an individual retail shop, the so-called "stork's nest".

Important milestones since the company's inception are listed below:

2010	Foundation of windeln.de by Konstantin Urban, Alexander Brand and Dagmar Mahnel
2012	Shipment to Chinese customers through Freight Forwarder
	Start of the windelbar.de shopping club (later: nakiki.de)
2013	Expansion into Switzerland through the acquisition of kindertraum.ch
2014	Essential site contents translated into Chinese
2015	IPO
	Foundation of Italian subsidiary pannolini.it SRL
	Acquisition of Bebitus Retail (Spain, Portugal, France)
	Acquisition of the Feedo Group in Prague (Czech Republic, Poland, Slovakia)
2016	Initiation of STAR efficiency enhancement programme
2017	Announcement of a change in the management board in May 2018
2018	Announcement of the efficiency and profitability measures and development towards a family shop
2019	EGM decides the reduction of the share capital followed by a capital increase

## windeln.deataglance

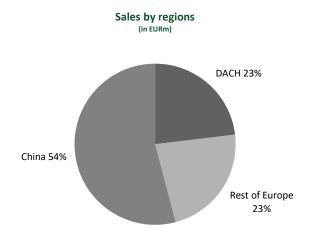
business model	<ul><li>B2C e-commerce</li><li>products for babies and infants</li></ul>	
regional focus	<ul> <li>key regions: DACH, Southern Europe and China</li> <li>3 additional European countries</li> <li>sales split: China 54% / DACH 23% / Rest 23%</li> </ul>	
key facts	<ul><li>number of active customers:</li><li>number of employees:</li><li>product portfolio:</li></ul>	>0.5m <220 c. 35,000
financials	<ul><li>sales 2018:</li><li>sales growth (CAGR 2013 -2017):</li><li>equity ratio:</li></ul>	EUR 105m c. 44% 65%

Source: company

#### Segment overview

Until Q2 2017, the windeln.de group had two reportable business segments: "German Shop" and "International Shops". Based on structural changes, however, the company has only one segment since the second half of 2017 and therefore does not prepare segment reporting since December 31, 2017.

windeln.de is currently active in 6 European countries and in China. The company's revenues are allocated between the regions as follows: China still contributes the largest share in revenue with some EUR 57m (54% of group revenues), followed by the DACH region (Germany, Switzerland, Austria) with a revenue share of some 23% or EUR 24.2m and rest of Europe with EUR 23.9m (23%) and.



Source: company

In 2015, windeln.de acquired bebitus (operating in Spain, Portugal and France), pannolini (Italy) and Feedo (Poland, Czech Republic, Slovakia) as part of its European expansion strategy.

Driven by the change in management in H1 2018, windeln.de adopted measures to increase efficiency and cut costs. This led to the decision that the company will focus on the Germanspeaking region (DACH), Spain, Portugal, France and China going forward. In consequence, the company decided to sell Feedo as well, which was finalised in August 2018. windeln.de also closed the Italian online shop as well as the local office and the warehouse. Furthermore, the assortment of the Southern European business around Bebitus was integrated into windeln.de in October 2017.



Source: company

#### **Products**

Following the implementation of measures as part of the STAR project, the product range includes some 60k products of 290 different suppliers. The portfolio of the subsidiaries from the different countries is adjusted to the clients' respective needs.

For instance, the subsidiaries also include local brands in the product universe. The variety of products spans from consumer goods such as diapers, baby food and drugstore products to durable and higher-margin articles such as strollers, clothing, toys, and furniture.

#### Management

Matthias Peuckert has been the company's CEO since May 2018 and has been appointed for an initial period of three years. Mr. Peuckert has worked in a variety of functions at Amazon since 2003. At windeln.de, he is responsible for all countries as well as for Group Category Management, Logistics, Supply Chain Management, Customer Service, Projects, Operational Purchasing, Marketing, Product Data und Private Label.

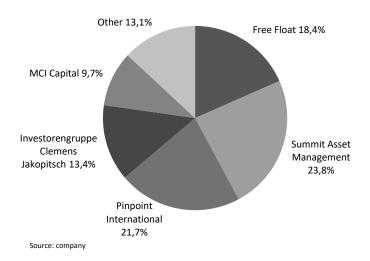
**Dr. Nikolaus Weinberger** is CFO of windeln.de SE. He is responsible for Finance, IT, Payment & Fraud, Legal & Compliance, Human Resources, Corporate Communications, Facility Management. Prior to changing to windeln.de, he has worked in M&A for Goldman Sachs since 2000, where he focused on consumer goods, retail, and e-commerce.

Charles Zhixiong Yan is member of the board since June 2019. He is responsible for windeln.de's strategy and business development in China. Prior to joining windeln.de Mr. Yan was Chief Executive Officer, Chief Restructuring Officer and Executive Director of the Tenwow International Holdings Limited, a Hong Kong Stock Exchange listed food and beverage company.

### **Shareholder Structure**

The share capital of windeln.de SE is divided into 9.97m no-par value bearer shares. The shareholder structure is characterised by a high number of institutional investors. Summit Asset Management holds 23.8% of the shares, Pinpoint International holds a 21.7%, investor group Clemens Jakopitsch 13.4%, MCI Capital 9.7%. 18.4% of the shares are free float. Approximately 2% are held by the founders, Konstantin Urban, Alexander Brand.

### Shareholder structure



## **APPENDIX**

DCF Modell	2019e	2020e	2021e	2022e	2023e	2024e	2025e	Terminal Value
Angaben in Mio.Euro								
Umsatz Veränderung	<b>95,0</b> -9,4%	<b>100,2</b> 5,5%	<b>105,2</b> 5,0%	<b>108,9</b> 3,5%	<b>111,6</b> 2,5%	<b>113,9</b> 2,0%	<b>116,2</b> 2,0%	<b>118,</b> 2,0
EBIT .	-9,4% - <b>9,5</b>	0,0	1,1	2,1	2,5% <b>2,5</b>	2,0% <b>2,8</b>	2,0% <b>2,7</b>	2,0. <b>2,</b>
EBIT-Marge	-10,0%	0,0%	1,1%	1,9%	2,2%	2,5%	2,3%	2,19
NOPAT	-9,0	0,0	0,8	1,4	1,7	2,0	1,9	1,
Abschreibungen	0,5	0,5	0,5	0,5	0,6	0,6	0,6	0,
in % vom Umsatz	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	0,5%	0,5
<b>Liquiditätsveränderung</b> - Working Capital	0,6	-0,2	-0,2	0,0	-0,2	-0,7	-0,1	-0,
- Investitionen	-0,4	-0,2	-0,4	-0,4	-0,2	-0,7	-0,1	-0, -0,
Investitionsquote	0,4%	0,4%	0,4%	0,3%	0,7%	0,6%	0,5%	0,5
Übriges	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,
Free Cash Flow (WACC-Modell)	-8,4	-0,1	0,7	1,6	1,3	1,2	1,8	1,
WACC	6,6%	6,6%	6,6%	6,6%	6,6%	6,6%	6,6%	6,69
Present Value	-8,0	-0,1	0,6	1,3	1,0	0,8	1,2	22,
Kumuliert	-8,0	-8,1	-7,5	-6,2	-5,2	-4,4	-3,2	19,
Wertermittlung (Mio. Euro)			Annahmen: Umsatz	wachstumsraten	und Margenerw	artungen		
Total present value (Tpv)	19,2		Kurzfristiges Umsatz		una margener	ar congen	2019-2022	4,79
Terminal Value	22,5	Mittelfristiges Umsatzwachstum					2019-2025	3,49
Anteil vom Tpv-Wert	117%	Langfristiges Umsatzwachstum					ab 2026	2,09
Verbindlichkeiten	0,1	EBIT-Marge					2019-2022	-1,8%
Liquide Mittel	15,5	EBIT-Marge					2019-2025	0,0%
Eigenkapitalwert	34,7		Langfristige EBIT-M	arge			ab 2026	2,1%
Aktienzahl (Mio.)	9,96		Sensitivität Wert je	Aktie (Euro)	ew	iges Wachstum		
Wert je Aktie (Euro)	3,48		WACC	1,25%	1,75%	2,00%	2,25%	2,75%
+Upside / -Downside	188%		7,10%	2,93	3,09	3,18	3,28	3,5:
Aktienkurs (Euro)	1,21		6,85%	3,04	3,22	3,32	3,44	3,7
			6,60%	3,16	3,36	3,48	3,61	3,9
Modellparameter			6,35%	3,30	3,53	3,66	3,81	4,1
Fremdkapitalquote	60,0%		6,10%	3,45	3,71	3,86	4,03	4,4
Fremdkapitalzins	5,0%							
Marktrendite	9,0%		Sensitivität Wert je	Aktie (Euro)	EB	T-Marge ab 2026	2	
risikofreie Rendite	2,50%		WACC	1,60%	1,85%	2,10%	2,35%	2,60%
			7,10%	2,70	2,94	3,18	3,42	3,6
Beta	1,34		6,85%	2,80	3,06	3,32	3,58	3,8
WACC	6,6%		6,60%	2,93	3,20	3,48	3,76	4,0
ewiges Wachstum	2,0%		6,35%	3,06	3,36	3,66	3,96	4,2
			6,10%	3,21	3,53	3,86	4,18	4,5
Quelle: Montega								

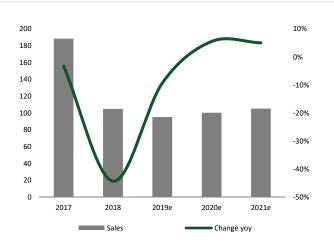
P&L (in Euro m) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
Sales	194.8	188.3	104.8	95.0	100.2	105.2
Cost of sales	143.0	140.2	79.2	66.0	66.6	69.4
Gross profit	51.8	48.1	25.7	29.0	33.6	35.8
Research and development	0.0	0.0	0.0	0.0	0.0	0.0
Sales and marketing	68.4	62.1	44.8	31.0	26.1	26.8
General and administration	18.8	20.4	8.6	8.0	8.0	8.4
Other operating expenses	0.8	0.6	0.8	0.5	0.5	0.5
Other operating income	1.0	0.7	1.0	1.0	1.0	1.1
EBITDA	-33.5	-33.7	-27.6	-9.1	0.5	1.6
Depreciation on fixed assets	0.7	0.6	0.0	0.0	0.0	0.0
EBITA	-34.2	-34.3	-27.6	-9.1	0.5	1.6
Amortisation of intangible assets	1.1	0.0	0.0	0.5	0.5	0.5
Impairment charges and Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	-35.3	-34.3	-27.6	-9.5	0.0	1.1
Financial result	0.9	1.1	0.0	0.2	0.2	-0.1
Result from ordinary operations	-34.4	-33.2	-27.6	-9.4	0.2	1.0
Extraordinary result	0.0	0.0	0.0	0.0	0.0	0.0
EBT	-34.4	-33.2	-27.6	-9.4	0.2	1.0
Taxes	0.0	-3.0	-0.4	-0.5	0.1	0.3
Net Profit of continued operations	-34.5	-30.2	-27.1	-8.9	0.1	0.7
Net Profit of discontinued operations	-7.5	-7.6	-10.6	0.0	0.0	0.0
Net profit before minorities	-42.0	-37.8	-37.7	-8.9	0.1	0.7
Minority interests	0.0	0.0	0.0	0.0	0.0	0.0
Net profit	-42.0	-37.8	-37.7	-8.9	0.1	0.7
Source: Company (reported results), Montega (forecast)						
P&L (in % of Sales) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
Sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cost of sales	73.4%	74.4%	75.5%	69.5%	66.5%	66.0%
Gross profit	26.6%	25.6%	24.5%	30.5%	33.5%	34.1%
Research and development	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sales and marketing	35.1%	33.0%	42.7%	32.6%	26.0%	25.5%
General and administration	9.7%	10.8%	8.2%	8.4%	8.0%	8.0%
Other operating expenses	0.4%	0.3%	0.8%	0.5%	0.5%	0.5%
Other operating income	0.5%	0.4%	0.9%	1.0%	1.0%	1.0%
EBITDA	-17.2%	-17.9%	-26.3%	-9.5%	0.5%	1.6%
Depreciation on fixed assets	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%
EBITA	-17.6%	10 30/	-26.3%	-9.5%	0.5%	1.6%
	-17.0%	-18.2%	20.570			0.5%
Amortisation of intangible assets	0.5%	0.0%	0.0%	0.5%	0.5%	0.5%
Amortisation of intangible assets Impairment charges and Amortisation of goodwill				0.5% 0.0%	0.5% 0.0%	0.3%
	0.5%	0.0%	0.0%			
Impairment charges and Amortisation of goodwill	0.5% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0%	0.0% <b>1.1%</b>
Impairment charges and Amortisation of goodwill  EBIT	0.5% 0.0% -18.1%	0.0% 0.0% -18.2%	0.0% 0.0% -26.3%	0.0% - <b>10.0%</b>	0.0% <b>0.0%</b>	0.0% <b>1.1%</b> -0.1%
Impairment charges and Amortisation of goodwill  EBIT  Financial result	0.5% 0.0% -18.1% 0.4%	0.0% 0.0% -18.2% 0.6%	0.0% 0.0% -26.3% 0.0%	0.0% - <b>10.0%</b> 0.2%	0.0% <b>0.0%</b> 0.2%	0.0% <b>1.1%</b> -0.1% <b>0.9%</b>
Impairment charges and Amortisation of goodwill  EBIT  Financial result  Result from ordinary operations	0.5% 0.0% -18.1% 0.4% -17.7%	0.0% 0.0% -18.2% 0.6% -17.6%	0.0% 0.0% -26.3% 0.0% -26.3%	0.0% -10.0% 0.2% -9.9%	0.0% 0.0% 0.2% 0.2%	0.0% 1.1% -0.1% 0.9% 0.0%
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Impairment charges and Amortisation of goodwill  EBIT  Financial result  Result from ordinary operations  Extraordinary result  EBT  Taxes	0.5% 0.0% -18.1% 0.4% -17.7% 0.0%	0.0% 0.0% -18.2% 0.6% -17.6% 0.0%	0.0% 0.0% -26.3% 0.0% -26.3% 0.0%	0.0% -10.0% 0.2% -9.9% 0.0%	0.0% 0.2% 0.2% 0.0% 0.0%	0.0% 1.1% -0.1% 0.9% 0.0% 0.3%
Impairment charges and Amortisation of goodwill  EBIT  Financial result  Result from ordinary operations  Extraordinary result  EBT  Taxes  Net Profit of continued operations	0.5% 0.0% -18.1% 0.4% -17.7% 0.0% -17.7% 0.0%	0.0% 0.0% -18.2% 0.6% -17.6% 0.0% -17.6%	0.0% 0.0% -26.3% 0.0% -26.3% 0.0% -26.3% -0.4%	0.0% -10.0% 0.2% -9.9% 0.0% -9.9% -0.5%	0.0% 0.2% 0.2% 0.0% 0.1%	0.0% 1.1% -0.1% 0.9% 0.0% 0.9% 0.3% 0.7%
Impairment charges and Amortisation of goodwill  EBIT  Financial result  Result from ordinary operations  Extraordinary result  EBT  Taxes  Net Profit of continued operations  Net Profit of discontinued operations	0.5% 0.0% -18.1% 0.4% -17.7% 0.0% -17.7% 0.0% -17.7% -3.9%	0.0% 0.0% -18.2% 0.6% -17.6% 0.0% -17.6% -1.6%	0.0% 0.0% -26.3% 0.0% -26.3% 0.0% -26.3% -0.4% -25.9%	0.0% -10.0% 0.2% -9.9% 0.0% -9.9% -0.5% -9.3%	0.0% 0.2% 0.2% 0.0% 0.1% 0.1%	0.0% 1.1% -0.1% 0.9% 0.0% 0.3% 0.7% 0.0%
Impairment charges and Amortisation of goodwill  EBIT  Financial result  Result from ordinary operations  Extraordinary result  EBT  Taxes  Net Profit of continued operations  Net Profit before minorities	0.5% 0.0% -18.1% 0.4% -17.7% 0.0% -17.7% 0.0% -17.7%	0.0% 0.0% -18.2% 0.6% -17.6% 0.0% -17.6% -1.6% -4.0% -20.1%	0.0% 0.0% -26.3% 0.0% -26.3% 0.0% -26.3% -0.4% -25.9% -10.1%	0.0% -10.0% 0.2% -9.9% 0.0% -9.9% -0.5% -9.3% 0.0%	0.0% 0.2% 0.2% 0.0% 0.1% 0.1% 0.1% 0.0%	0.0% 1.1% -0.1% 0.9% 0.0% 0.3% 0.7% 0.0%
Impairment charges and Amortisation of goodwill  EBIT  Financial result  Result from ordinary operations  Extraordinary result  EBT  Taxes  Net Profit of continued operations  Net Profit of discontinued operations	0.5% 0.0% -18.1% 0.4% -17.7% 0.0% -17.7% 0.0% -17.7% -3.9% -21.6%	0.0% 0.0% -18.2% 0.6% -17.6% 0.0% -17.6% -1.6% -4.0%	0.0% 0.0% -26.3% 0.0% -26.3% -0.4% -25.9% -10.1%	0.0% -10.0% 0.2% -9.9% 0.0% -9.9% -0.5% -9.3% 0.0%	0.0% 0.2% 0.2% 0.0% 0.1% 0.1% 0.1% 0.0%	0.0% 1.1% -0.1% 0.9% 0.0% 0.3% 0.7% 0.0%

Balance sheet (in Euro m) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
ASSETS						
Intangible assets	31.2	21.0	4.4	4.2	4.0	3.7
Property, plant & equipment	0.9	0.6	0.1	0.2	0.3	0.4
Financial assets	10.5	8.6	3.2	3.2	3.2	3.2
Fixed assets	42.5	30.3	7.7	7.6	7.5	7.3
Inventories	21.6	19.2	6.8	9.5	10.0	10.5
Accounts receivable	2.5	2.3	1.4	1.4	1.5	1.6
Liquid assets	51.3	26.5	11.1	11.5	14.0	17.7
Other assets	3.7	3.8	2.9	2.9	2.9	2.9
Current assets	79.2	51.7	22.2	25.2	28.4	32.6
Total assets	121.7	82.0	30.0	32.9	35.9	40.0
LIABILITIES AND SHAREHOLDERS' EQUITY						
Shareholders' equity	80.2	53.2	20.6	19.3	21.4	24.6
Minority Interest	0.0	0.0	0.0	0.0	0.0	0.0
Provisions	1.9	0.4	0.2	0.2	0.2	0.2
Financial liabilities	0.2	3.6	0.1	1.1	1.6	2.0
Accounts payable	17.5	14.8	4.6	7.8	8.2	8.6
Other liabilities	21.8	10.0	4.5	4.5	4.5	4.5
Liabilities	41.4	28.8	9.4	13.6	14.5	15.4
Total liabilities and shareholders' equity	121.7	82.0	30.0	32.9	35.9	40.0
Source: Company (reported results), Montega (forecast)						
Balance sheet (in %) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
ASSETS						
Intangible assets	25.6%	25.6%	14.7%	12.8%	11.1%	9.4%
Property, plant & equipment	0.7%	0.8%	0.4%	0.6%	0.8%	1.0%
Financial assets	8.6%	10.5%	10.7%	9.7%	8.9%	8.0%
Fixed assets	34.9%	36.9%	25.8%	23.2%	20.9%	18.3%
Inventories	17.8%	23.4%	22.8%	28.9%	27.9%	26.3%
Accounts receivable	2.1%	2.8%	4.7%	4.3%	4.2%	4.0%
Liquid assets	42.2%	32.3%	37.2%	34.8%	39.0%	44.1%
Other assets	3.0%	4.7%	9.6%	8.7%	8.0%	7.2%
Current assets	65.0%	63.1%	74.2%	76.7%	79.1%	81.6%
Total Assets	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
LIABILITIES AND SHAREHOLDERS' EQUITY						
Shareholders' equity	65.9%	64.9%	68.7%	58.5%	59.6%	61.4%
Minority Interest	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Provisions	1.6%	0.5%	0.8%	0.7%	0.7%	0.6%
Financial liabilities	0.2%	4.4%	0.2%	3.2%	4.3%	5.1%
Accounts payable	14.4%	18.0%	15.3%	23.7%	22.8%	21.5%
Other liabilities	17.9%	12.2%	15.1%	13.7%	12.6%	11.3%
Total Liabilities	34.0%	35.1%	31.3%	41.3%	40.4%	38.5%
Total Liabilities and Shareholders' Equity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Source: Company (reported results), Montega (forecast)	100.070	100.070	100.070	100.070	100.070	100.070

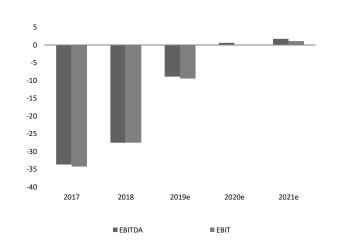
Statement of cash flows (in Euro m) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
Net income	-42.0	-37.8	-37.7	-8.9	0.1	0.7
Depreciation of fixed assets	0.7	0.6	0.0	0.0	0.0	0.0
Amortisation of intangible assets	1.1	0.0	0.0	0.5	0.5	0.5
Increase/decrease in long-term provisions	-0.7	-0.2	-0.1	0.0	0.0	0.0
Other non-cash related payments	3.7	7.8	7.8	-1.0	1.0	1.5
Cash flow	-37.2	-29.6	-29.9	-9.4	1.6	2.7
Increase / decrease in working capital	6.0	1.7	3.0	-0.4	0.8	0.8
Cash flow from operating activities	-31.1	-28.0	-26.9	-9.8	2.4	3.5
CAPEX	-2.2	-1.4	-0.4	-0.4	-0.4	-0.4
Other	-4.0	1.2	2.2	0.0	0.0	0.0
Cash flow from investing activities	-6.1	-0.2	1.8	-0.4	-0.4	-0.4
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0
Change in financial liabilities	-0.1	3.5	-3.6	1.0	0.5	0.5
Other	0.0	-0.2	5.0	9.5	0.0	0.0
Cash flow from financing activities	0.0	3.3	1.5	10.5	0.5	0.5
Effects of exchange rate changes on cash	0.0	0.0	0.0	0.0	0.0	0.0
Change in liquid funds	-37.3	-24.8	-23.6	0.3	2.5	3.7
Liquid assets at end of period	51.4	26.5	2.9	11.5	14.0	17.7
Source: Company (reported results), Montega (forecast)						

Key figures windeln.de SE	2016	2017	2018	<b>2019</b> e	2020e	2021e
Earnings margins						
Gross margin (%)	26.6%	25.6%	24.5%	30.5%	33.5%	34.1%
EBITDA margin (%)	-17.2%	-17.9%	-26.3%	-9.5%	0.5%	1.6%
EBIT margin (%)	-18.1%	-18.2%	-26.3%	-10.0%	0.0%	1.1%
EBT margin (%)	-17.7%	-17.6%	-26.3%	-9.9%	0.2%	0.9%
Net income margin (%)	-17.7%	-16.1%	-25.9%	-9.3%	0.1%	0.7%
Return on capital						
ROCE (%)	-125.9%	-114.6%	-137.9%	-103.9%	0.0%	12.4%
ROE (%)	-36.5%	-47.1%	-70.8%	-43.1%	0.6%	3.3%
ROA (%)	-34.5%	-46.1%	-125.8%	-27.0%	0.3%	1.7%
Solvency						
YE net debt (in EUR)	-50.9	-22.8	-11.1	-10.4	-12.5	-15.6
Net debt / EBITDA	n.m.	n.m.	n.m.	n.m.	-24.9	-9.6
Net gearing (Net debt/equity)	-0.6	-0.4	-0.5	-0.5	-0.6	-0.6
Cash Flow						
Free cash flow (EUR m)	-33.3	-29.3	-27.3	-10.2	2.1	3.2
Capex / sales (%)	3.4%	-0.3%	-2.0%	0.4%	0.4%	0.4%
Working capital / sales (%)	3%	2%	3%	2%	2%	2%
Valuation						
EV/Sales	0.0	0.0	0.0	0.0	0.0	0.0
EV/EBITDA	-	-	-	-	0.5	0.1
EV/EBIT	-	-	-	-	-	0.2
EV/FCF	-	-	-	-	0.1	0.1
PE	-	-	-	-	121.0	17.3
P/B	0.2	0.2	0.6	0.6	0.6	0.5
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Source: Company (reported results), Montega (forecast)						

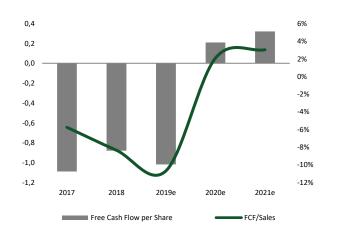
### Sales development



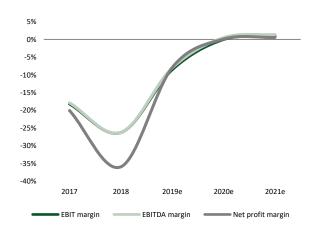
## **Earnings development**



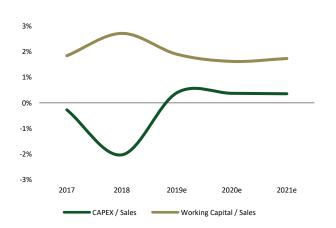
## Free-Cash-Flow development



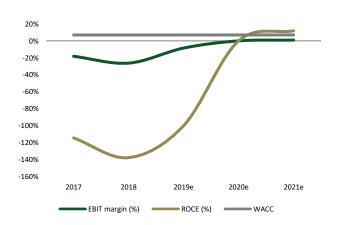
Margin development



# **Capex / Working Capital**



**EBIT-Yield / ROCE** 



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# Share price and recommendation history

Recommendation	Date	Price (EUR)	Price target (EUR)	Potential
Buy (Initiation)	19.09.2016	3.91	5.50	+41%
Buy	12.10.2016	4.25	5.50	+30%
Buy	15.03.2017	3.28	4.00	+22%
Buy	11.05.2017	3.15	4.00	+27%
Buy	13.07.2017	3.31	4.00	+21%
Buy	09.08.2017	3.47	4.00	+15%
Buy	04.10.2017	3.15	4.00	+27%
Buy	14.11.2017	2.57	4.00	+56%
Buy	24.01.2018	2.47	4.00	+62%
Buy	08.02.2018	2.19	4.00	+83%
Buy	16.03.2018	2.32	4.00	+72%
Buy	20.03.2018	2.30	4.00	+74%
Buy	09.05.2018	2.05	3.50	+71%
Buy	24.07.2018	1.13	3.50	+210%
Buy	09.08.2018	1.18	2.00	+70%
Buy	09.11.2018	0.75	2.00	+165%
n.a.	29.11.2018	0.38	n.a.	n.a.
n.a.	10.01.2019	0.21	n.a.	n.a.
Buy (reverse share split 10:1)	12.02.2019	1.76	3.00	+71%
Buy	03.03.2019	2.05	3.00	+46%
Buy	20.03.2019	1.98	3.50	+77%
Buy	22.05.2019	1.43	3.50	+145%
Buy	05.06.2019	1.21	3.50	+189%