

**Recommendation:** n.a. (before: Buy)

**Price target:** n.a.

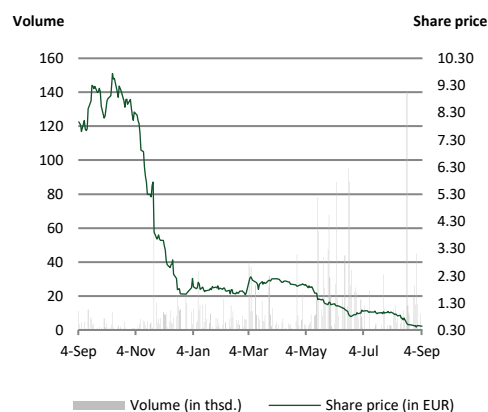
**Upside potential:** n.a.

**Share data**

Share price	0.44 EURO (XETRA)
Number of shares (in m)	9.96
Market cap. (in EUR m)	4.4
Enterprise Value (in EUR m)	-4.0
Code	WDLK
ISIN	DE000WNDL193

**Performance**

52 week high (in EUR)	9.88
52 week low (in EUR)	0.33
3 m relative to CDAX	-63.6%
6 m relative to CDAX	-81.3%



Source: Capital IQ

**Shareholder structure**

Free Float	20.1%
Summit Asset Management	23.7%
Pinpoint International	19.9%
Investor Group Clemens Jakopitsch	13.4%
MCI Capital	9.7%
Other	13.1%

**Calendar**

EGM	27 September 2019
Q3 results	13 November 2019

**Changes in estimates**

	2019e	2020e	2021e
Sales (old)	90.0	99.0	104.0
Δ in %	-	-	-
EBIT (old)	-11.1	0.0	1.1
Δ in %	-	-	-
EPS (old)	-1.05	0.01	0.07
Δ in %	-	-	-

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**Extraordinary General Meeting to decide on future growth strategy in China - Rating suspended for the time being**

windeln.de has convened an Extraordinary General Meeting (EGM) for September 27 to vote on a capital reduction and a capital increase as well as the creation of a new authorised capital. This is aimed at financing the recently adjusted growth strategy in China.

**Capital reduction as a basis for further financing round:** The upcoming EGM will initially decide on a capital reduction at the ratio of 2:1. This is essential so that the company's share price will be close to or above the threshold of EUR 1.00 which is required for a capital increase. In doing so, the company's share capital is reduced from EUR 9.96m to EUR 4.98m. Afterwards, management can implement its plan of a capital increase against cash contribution with subscription rights for shareholders by up to EUR 10.0m. The subscription period should start soon after the entry of the capital reduction into the commercial register. At that time, the company will also provide more details on the targeted volume and the subscription ratio.

Furthermore, the existing authorised capital 2018 is to be cancelled and a new authorised capital 2019 is to be resolved. This would allow the Management Board to increase the share capital by up to EUR 6.0m by 2024. The objective of these measures is to finance the growth strategy in China to increase the strategic flexibility for possible business corporations with capital backing in China and to strengthen the company's liquidity.

**Further growth measures planned in China:** Since the major Asian investors have bought in in March 2019 (Summit Asset Management and Pinpoint International) windeln.de has moved its growth strategy in China further to the fore. Components of the measures planned are 1) opening of a second customs warehouse, 2) development of additional online sales channels, 3) continuous expansion of the product offering, 4) possible collaborations with local Chinese companies as well as 5) potential expansion of the business model to a hybrid (also stationary) sales model.

We believe that windeln.de's focus on the Chinese market should help the company to return to the growth path. However, increased costs caused by the implementation of the strategic measures should weigh on the earnings development in the short term. We nevertheless expect the major shareholders to approve the adjusted growth strategy at the EGM.

**Conclusion:** Because of a change in analysts we will discuss the strategic measures with the Management Board in the run-up to the EGM and will review our valuation model thereafter. The rating will be suspended until after the finalisation of the capital measures.

FYend: 31.12.	2017	2018	2019e	2020e	2021e
Sales	188.3	104.8	90.0	99.0	104.0
Growth yoy	-3.3%	-44.3%	-14.1%	10.0%	5.0%
EBITDA	-33.7	-27.6	-10.6	0.5	1.6
EBIT	-34.3	-27.6	-11.1	0.0	1.1
Net income	-37.8	-37.7	-10.4	0.1	0.7
Gross profit margin	25.6%	24.5%	30.5%	33.5%	34.1%
EBITDA margin	-17.9%	-26.3%	-11.8%	0.5%	1.6%
EBIT margin	-18.2%	-26.3%	-12.3%	0.0%	1.1%
Net Debt	-22.8	-11.1	-5.9	-5.9	-6.5
Net Debt/EBITDA	0.7	0.4	0.6	-11.9	-4.0
ROCE	-114.6%	-137.9%	-121.2%	0.0%	12.2%
EPS	-1.41	-1.22	-1.05	0.01	0.07
FCF per share	-1.09	-0.88	-1.47	-0.01	0.06
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.	-8.1	-2.5
EV/EBIT	n.m.	n.m.	n.m.	n.m.	-3.7
PER	n.m.	n.m.	n.m.	44.0	6.3
P/B	0.1	0.2	0.3	0.3	0.3

Source: Company data, Montega, CapitalIQ

Figures in EUR m, EPS in EUR, Price: 0.44

### 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
- 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
- 2019** Summit Asset Management (share: 23,7%) and Pinpoint International (19,9%) become windeln.de’s new anchor shareholders

#### windeln.de at a glance

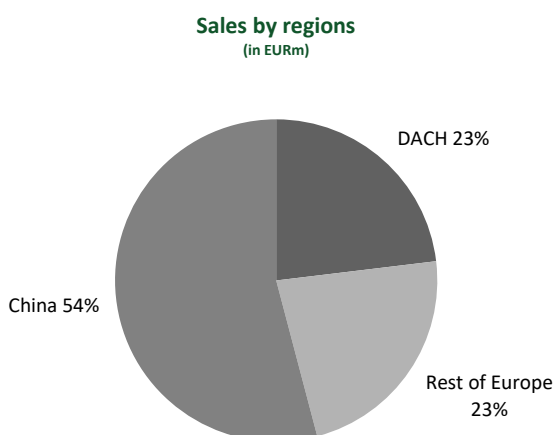
<b>business model</b>	<ul style="list-style-type: none"> <li>▪ B2C e-commerce</li> <li>▪ products for babies and infants</li> </ul>
<b>regional focus</b>	<ul style="list-style-type: none"> <li>▪ key regions: DACH, Southern Europe and China</li> <li>▪ 3 additional European countries</li> <li>▪ sales split: China 54% / DACH 23% / Rest 23%</li> </ul>
<b>key facts</b>	<ul style="list-style-type: none"> <li>▪ number of active customers: &gt;0.5m</li> <li>▪ number of employees: &lt;220</li> <li>▪ product portfolio: c. 35,000</li> </ul>
<b>financials</b>	<ul style="list-style-type: none"> <li>▪ sales 2018: EUR 105m</li> <li>▪ sales growth (CAGR 2013 -2017): c. 44%</li> <li>▪ equity ratio: 65%</li> </ul>

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.

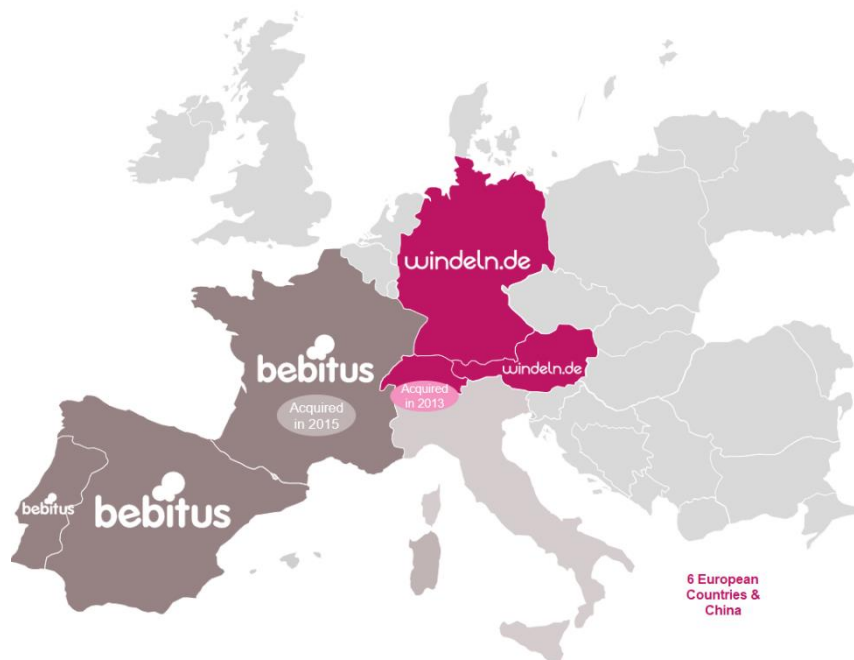
windeln.de is currently active in 6 European countries and in China. The company’s revenues in 2018 were allocated between the regions as follows: China still contributes the largest share in revenue with some EUR 57m (54% of group revenues), followed by the DACH region (Germany, Switzerland, Austria) 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 German-speaking 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.

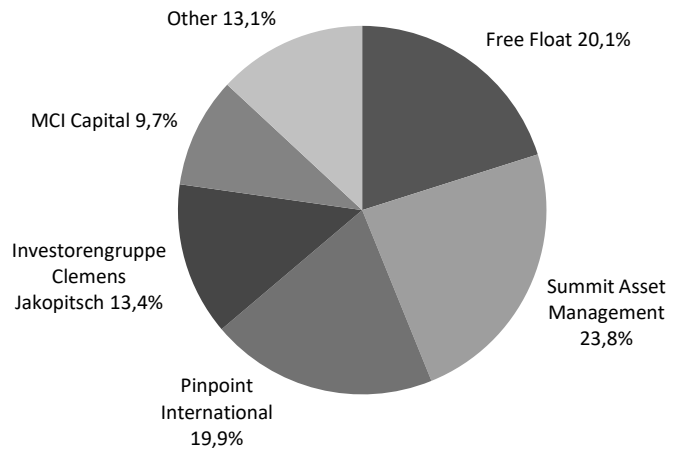
**Dr. Nikolaus Weinberger** is CFO of windeln.de SE. He is responsible for Finance, IT, Payment & Fraud, Legal & Compliance, Human Resources, Corporate Communications, Facility Management. Prior to changing to windeln.de, he has worked in M&A for Goldman Sachs since 2000, where he focused on consumer 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 19.9%, investor group Clemens Jakopitsch 13.4%, MCI Capital 9.7%. 20.1% of the shares are free float. Approximately 2% are held by the founders, Konstantin Urban, Alexander Brand.

**Shareholder structure**



Source: Company

APPENDIX

DCF Model

Figures in m	2019e	2020e	2021e	2022e	2023e	2024e	2025e	Terminal Value
<b>Sales</b>	<b>90.0</b>	<b>99.0</b>	<b>104.0</b>	<b>107.6</b>	<b>110.3</b>	<b>112.5</b>	<b>114.7</b>	<b>117.0</b>
<i>Change yoy</i>	-14.1%	10.0%	5.0%	3.5%	2.5%	2.0%	2.0%	2.0%
<b>EBIT</b>	<b>-11.1</b>	<b>0.0</b>	<b>1.1</b>	<b>2.0</b>	<b>2.4</b>	<b>2.8</b>	<b>2.6</b>	<b>2.5</b>
<i>EBIT margin</i>	-12.3%	0.0%	1.1%	1.9%	2.2%	2.5%	2.3%	2.1%
<b>NOPAT</b>	<b>-10.6</b>	<b>0.0</b>	<b>0.8</b>	<b>1.4</b>	<b>1.7</b>	<b>2.0</b>	<b>1.8</b>	<b>1.7</b>
<b>Depreciation</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.5</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>	<b>0.6</b>
<i>in % of Sales</i>	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
<b>Change in Liquidity from</b>								
- Working Capital	0.7	-0.3	-0.2	-0.1	-0.1	-0.7	-0.1	-0.1
- Capex	-0.4	-0.4	-0.4	-0.4	-0.8	-0.7	-0.6	-0.6
<i>Capex in % of Sales</i>	0.4%	0.4%	0.4%	0.3%	0.7%	0.6%	0.5%	0.5%
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Free Cash Flow (WACC model)</b>	<b>-9.8</b>	<b>-0.2</b>	<b>0.7</b>	<b>1.5</b>	<b>1.4</b>	<b>1.1</b>	<b>1.8</b>	<b>1.7</b>
<b>WACC</b>	8.04%	8.04%	8.04%	8.04%	8.04%	8.04%	8.04%	8.04%
Present value	-9.5	-0.2	0.6	1.2	1.0	0.7	1.1	15.5
<b>Total present value</b>	<b>-9.5</b>	<b>-9.7</b>	<b>-9.1</b>	<b>-7.9</b>	<b>-6.9</b>	<b>-6.2</b>	<b>-5.1</b>	<b>10.4</b>

Valuation

Total present value (Tpv)	10.4
Terminal Value	15.5
Share of TV on Tpv	149%
Liabilities	0.1
Liquidity	12.1
<b>Equity value</b>	<b>22.5</b>

Growth: sales and margin

Short term: Sales growth	2019-2022	6.1%
Mid term: Sales growth	2019-2025	4.1%
Long term: Sales growth	from 2026	2.0%
Short term: Margin growth	2019-2022	-2.3%
Mid term: Margin growth	2019-2025	-0.3%
Long term: Margin growth		2.1%

Number of shares (mln)	9.96
<b>Value per share (EUR)</b>	<b>2.25</b>
<b>+Upside / -Downside</b>	<b>412%</b>
Share price	0.44
<b>Model parameter</b>	
Debt ratio	60.00%
Costs of Debt	5.0%
Market return	9.00%
Risk free rate	2.50%

Sensitivity Value per Share (EUR)

	Terminal Growth				
WACC	1.25%	1.75%	2.00%	2.25%	2.75%
8.54%	1.94	2.03	2.08	2.13	2.26
8.29%	2.01	2.11	2.16	2.22	2.36
<b>8.04%</b>	<b>2.08</b>	<b>2.19</b>	<b>2.25</b>	<b>2.32</b>	<b>2.47</b>
7.79%	2.16	2.29	2.35	2.43	2.60
7.54%	2.25	2.39	2.46	2.55	2.74

Sensitivity Value per Share (EUR)

	EBIT-margin from 2026e				
WACC	1.60%	1.85%	2.10%	2.35%	2.60%
8.54%	1.74	1.91	2.08	2.25	2.42
8.29%	1.80	1.98	2.16	2.34	2.53
<b>8.04%</b>	<b>1.87</b>	<b>2.06</b>	<b>2.25</b>	<b>2.45</b>	<b>2.64</b>
7.79%	1.95	2.15	2.35	2.56	2.76
7.54%	2.03	2.25	2.46	2.68	2.89

Source: Montega

P&L (in Euro m) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
<b>Sales</b>	<b>194.8</b>	<b>188.3</b>	<b>104.8</b>	<b>90.0</b>	<b>99.0</b>	<b>104.0</b>
Cost of sales	143.0	140.2	79.2	62.6	65.8	68.6
<b>Gross profit</b>	<b>51.8</b>	<b>48.1</b>	<b>25.7</b>	<b>27.5</b>	<b>33.2</b>	<b>35.4</b>
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	25.7	26.5
General and administration	18.8	20.4	8.6	8.0	7.9	8.3
Other operating expenses	0.8	0.6	0.8	0.5	0.5	0.5
Other operating income	1.0	0.7	1.0	0.9	1.0	1.0
<b>EBITDA</b>	<b>-33.5</b>	<b>-33.7</b>	<b>-27.6</b>	<b>-10.6</b>	<b>0.5</b>	<b>1.6</b>
Depreciation on fixed assets	0.7	0.6	0.0	0.0	0.0	0.0
<b>EBITA</b>	<b>-34.2</b>	<b>-34.3</b>	<b>-27.6</b>	<b>-10.6</b>	<b>0.5</b>	<b>1.6</b>
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
<b>EBIT</b>	<b>-35.3</b>	<b>-34.3</b>	<b>-27.6</b>	<b>-11.1</b>	<b>0.0</b>	<b>1.1</b>
Financial result	0.9	1.1	0.0	0.2	0.2	-0.1
<b>Result from ordinary operations</b>	<b>-34.4</b>	<b>-33.2</b>	<b>-27.6</b>	<b>-10.9</b>	<b>0.2</b>	<b>1.0</b>
Extraordinary result	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBT</b>	<b>-34.4</b>	<b>-33.2</b>	<b>-27.6</b>	<b>-10.9</b>	<b>0.2</b>	<b>1.0</b>
Taxes	0.0	-3.0	-0.4	-0.5	0.1	0.3
Net Profit of continued operations	-34.5	-30.2	-27.1	-10.4	0.1	0.7
Net Profit of discontinued operations	-7.5	-7.6	-10.6	0.0	0.0	0.0
<b>Net profit before minorities</b>	<b>-42.0</b>	<b>-37.8</b>	<b>-37.7</b>	<b>-10.4</b>	<b>0.1</b>	<b>0.7</b>
Minority interests	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net profit</b>	<b>-42.0</b>	<b>-37.8</b>	<b>-37.7</b>	<b>-10.4</b>	<b>0.1</b>	<b>0.7</b>

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

P&L (in % of Sales) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
<b>Sales</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Cost of sales	73.4%	74.4%	75.5%	69.5%	66.5%	66.0%
<b>Gross profit</b>	<b>26.6%</b>	<b>25.6%</b>	<b>24.5%</b>	<b>30.5%</b>	<b>33.5%</b>	<b>34.1%</b>
Research and development	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sales and marketing	35.1%	33.0%	42.7%	34.4%	26.0%	25.5%
General and administration	9.7%	10.8%	8.2%	8.9%	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%
<b>EBITDA</b>	<b>-17.2%</b>	<b>-17.9%</b>	<b>-26.3%</b>	<b>-11.8%</b>	<b>0.5%</b>	<b>1.6%</b>
Depreciation on fixed assets	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%
<b>EBITA</b>	<b>-17.6%</b>	<b>-18.2%</b>	<b>-26.3%</b>	<b>-11.8%</b>	<b>0.5%</b>	<b>1.6%</b>
Amortisation of intangible assets	0.5%	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%
<b>EBIT</b>	<b>-18.1%</b>	<b>-18.2%</b>	<b>-26.3%</b>	<b>-12.3%</b>	<b>0.0%</b>	<b>1.1%</b>
Financial result	0.4%	0.6%	0.0%	0.2%	0.2%	-0.1%
<b>Result from ordinary operations</b>	<b>-17.7%</b>	<b>-17.6%</b>	<b>-26.3%</b>	<b>-12.1%</b>	<b>0.2%</b>	<b>0.9%</b>
Extraordinary result	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>EBT</b>	<b>-17.7%</b>	<b>-17.6%</b>	<b>-26.3%</b>	<b>-12.1%</b>	<b>0.2%</b>	<b>0.9%</b>
Taxes	0.0%	-1.6%	-0.4%	-0.6%	0.1%	0.3%
Net Profit of continued operations	-17.7%	-16.1%	-25.9%	-11.6%	0.1%	0.7%
Net Profit of discontinued operations	-3.9%	-4.0%	-10.1%	0.0%	0.0%	0.0%
<b>Net profit before minorities</b>	<b>-21.6%</b>	<b>-20.1%</b>	<b>-36.0%</b>	<b>-11.6%</b>	<b>0.1%</b>	<b>0.7%</b>
Minority interests	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Net profit</b>	<b>-21.6%</b>	<b>-20.1%</b>	<b>-36.0%</b>	<b>-11.6%</b>	<b>0.1%</b>	<b>0.7%</b>

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

Balance sheet (in Euro m) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
<b>ASSETS</b>						
Intangible assets	31.2	21.0	4.4	4.2	4.0	3.8
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
<b>Fixed assets</b>	<b>42.5</b>	<b>30.3</b>	<b>7.7</b>	<b>7.6</b>	<b>7.5</b>	<b>7.4</b>
Inventories	21.6	19.2	6.8	9.0	9.9	10.4
Accounts receivable	2.5	2.3	1.4	1.4	1.5	1.6
Liquid assets	51.3	26.5	11.1	7.0	7.4	8.6
Other assets	3.7	3.8	2.9	2.9	2.9	2.9
<b>Current assets</b>	<b>79.2</b>	<b>51.7</b>	<b>22.2</b>	<b>20.3</b>	<b>21.7</b>	<b>23.4</b>
<b>Total assets</b>	<b>121.7</b>	<b>82.0</b>	<b>30.0</b>	<b>27.9</b>	<b>29.2</b>	<b>30.8</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>						
<b>Shareholders' equity</b>	<b>80.2</b>	<b>53.2</b>	<b>20.6</b>	<b>14.7</b>	<b>14.8</b>	<b>15.5</b>
<b>Minority Interest</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
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	7.4	8.1	8.5
Other liabilities	21.8	10.0	4.5	4.5	4.5	4.5
<b>Liabilities</b>	<b>41.4</b>	<b>28.8</b>	<b>9.4</b>	<b>13.2</b>	<b>14.4</b>	<b>15.3</b>
<b>Total liabilities and shareholders' equity</b>	<b>121.7</b>	<b>82.0</b>	<b>30.0</b>	<b>27.9</b>	<b>29.2</b>	<b>30.8</b>

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

Balance sheet (in %) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
<b>ASSETS</b>						
Intangible assets	25.6%	25.6%	14.7%	15.2%	13.8%	12.3%
Property, plant & equipment	0.7%	0.8%	0.4%	0.7%	1.0%	1.2%
Financial assets	8.6%	10.5%	10.7%	11.5%	11.0%	10.4%
<b>Fixed assets</b>	<b>34.9%</b>	<b>36.9%</b>	<b>25.8%</b>	<b>27.4%</b>	<b>25.8%</b>	<b>23.9%</b>
Inventories	17.8%	23.4%	22.8%	32.3%	33.9%	33.8%
Accounts receivable	2.1%	2.8%	4.7%	5.0%	5.1%	5.2%
Liquid assets	42.2%	32.3%	37.2%	25.0%	25.4%	27.8%
Other assets	3.0%	4.7%	9.6%	10.3%	9.8%	9.3%
<b>Current assets</b>	<b>65.0%</b>	<b>63.1%</b>	<b>74.2%</b>	<b>72.6%</b>	<b>74.3%</b>	<b>76.1%</b>
<b>Total Assets</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>						
<b>Shareholders' equity</b>	<b>65.9%</b>	<b>64.9%</b>	<b>68.7%</b>	<b>52.7%</b>	<b>50.8%</b>	<b>50.4%</b>
<b>Minority Interest</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Provisions	1.6%	0.5%	0.8%	0.8%	0.8%	0.8%
Financial liabilities	0.2%	4.4%	0.2%	3.8%	5.3%	6.7%
Accounts payable	14.4%	18.0%	15.3%	26.5%	27.7%	27.6%
Other liabilities	17.9%	12.2%	15.1%	16.2%	15.5%	14.7%
<b>Total Liabilities</b>	<b>34.0%</b>	<b>35.1%</b>	<b>31.3%</b>	<b>47.3%</b>	<b>49.3%</b>	<b>49.7%</b>
<b>Total Liabilities and Shareholders' Equity</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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



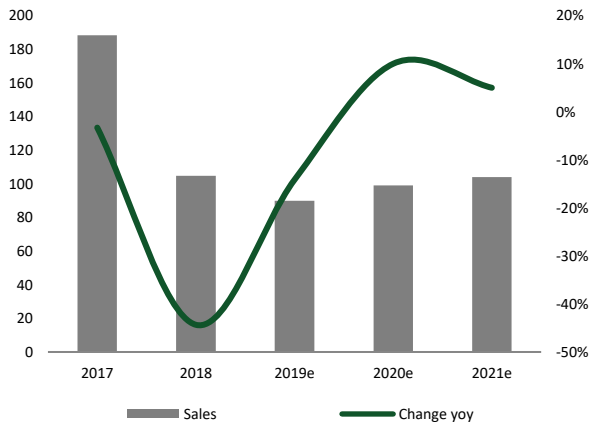
Statement of cash flows (in Euro m) windeln.de SE	2016	2017	2018	2019e	2020e	2021e
Net income	-42.0	-37.8	-37.7	-10.4	0.1	0.7
Depreciation of fixed assets	0.7	0.6	0.0	0.0	0.0	0.0
Amortisation of intangible assets	1.1	0.0	0.0	0.5	0.5	0.5
Increase/decrease in long-term provisions	-0.7	-0.2	-0.1	0.0	0.0	0.0
Other non-cash related payments	3.7	7.8	7.8	-2.0	0.0	0.0
<b>Cash flow</b>	<b>-37.2</b>	<b>-29.6</b>	<b>-29.9</b>	<b>-12.0</b>	<b>0.6</b>	<b>1.2</b>
Increase / decrease in working capital	6.0	1.7	3.0	-2.3	-0.3	-0.2
<b>Cash flow from operating activities</b>	<b>-31.1</b>	<b>-28.0</b>	<b>-26.9</b>	<b>-14.3</b>	<b>0.3</b>	<b>1.0</b>
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
<b>Cash flow from investing activities</b>	<b>-6.1</b>	<b>-0.2</b>	<b>1.8</b>	<b>-0.4</b>	<b>-0.4</b>	<b>-0.4</b>
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
<b>Cash flow from financing activities</b>	<b>0.0</b>	<b>3.3</b>	<b>1.5</b>	<b>10.5</b>	<b>0.5</b>	<b>0.5</b>
Effects of exchange rate changes on cash	0.0	0.0	0.0	0.0	0.0	0.0
<b>Change in liquid funds</b>	<b>-37.3</b>	<b>-24.8</b>	<b>-23.6</b>	<b>-4.2</b>	<b>0.4</b>	<b>1.1</b>
<b>Liquid assets at end of period</b>	<b>51.4</b>	<b>26.5</b>	<b>2.9</b>	<b>7.0</b>	<b>7.4</b>	<b>8.6</b>

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

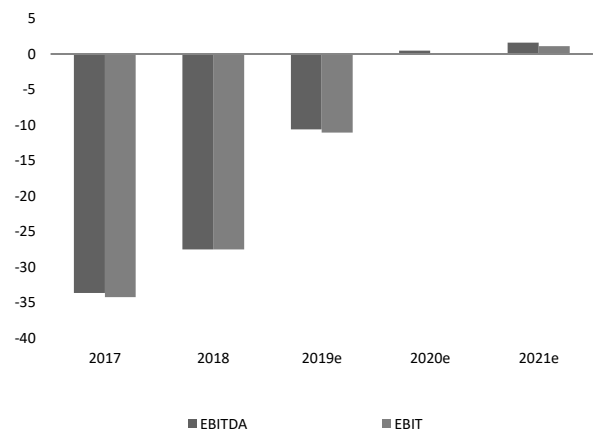
Key figures windeln.de SE	2016	2017	2018	2019e	2020e	2021e
<b>Earnings margins</b>						
Gross margin (%)	26.6%	25.6%	24.5%	30.5%	33.5%	34.1%
EBITDA margin (%)	-17.2%	-17.9%	-26.3%	-11.8%	0.5%	1.6%
EBIT margin (%)	-18.1%	-18.2%	-26.3%	-12.3%	0.0%	1.1%
EBT margin (%)	-17.7%	-17.6%	-26.3%	-12.1%	0.2%	0.9%
Net income margin (%)	-17.7%	-16.1%	-25.9%	-11.6%	0.1%	0.7%
<b>Return on capital</b>						
ROCE (%)	-125.9%	-114.6%	-137.9%	-121.2%	0.0%	12.2%
ROE (%)	-36.5%	-47.1%	-70.8%	-50.6%	0.8%	4.6%
ROA (%)	-34.5%	-46.1%	-125.8%	-37.4%	0.4%	2.2%
<b>Solvency</b>						
YE net debt (in EUR)	-50.9	-22.8	-11.1	-5.9	-5.9	-6.5
Net debt / EBITDA	n.m.	n.m.	n.m.	n.m.	-11.9	-4.0
Net gearing (Net debt/equity)	-0.6	-0.4	-0.5	-0.4	-0.4	-0.4
<b>Cash Flow</b>						
Free cash flow (EUR m)	-33.3	-29.3	-27.3	-14.7	-0.1	0.6
Capex / sales (%)	3.4%	-0.3%	-2.0%	0.4%	0.4%	0.4%
Working capital / sales (%)	3%	2%	3%	2%	2%	2%
<b>Valuation</b>						
EV/Sales	-	-	-	-	-	-
EV/EBITDA	-	-	-	-	-	-
EV/EBIT	-	-	-	-	-	-
EV/FCF	-	-	-	-	-	-
PE	-	-	-	-	44.0	6.3
P/B	0.1	0.1	0.2	0.3	0.3	0.3
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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

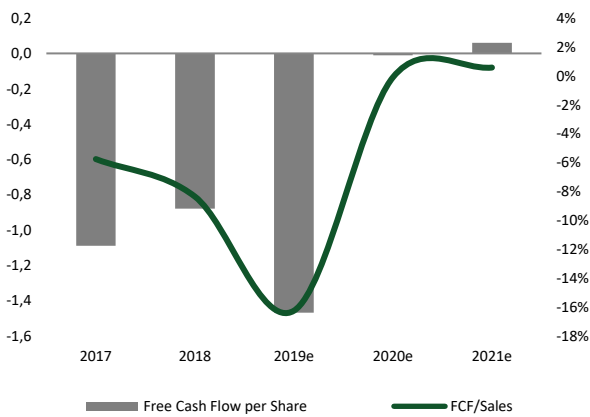
Sales development



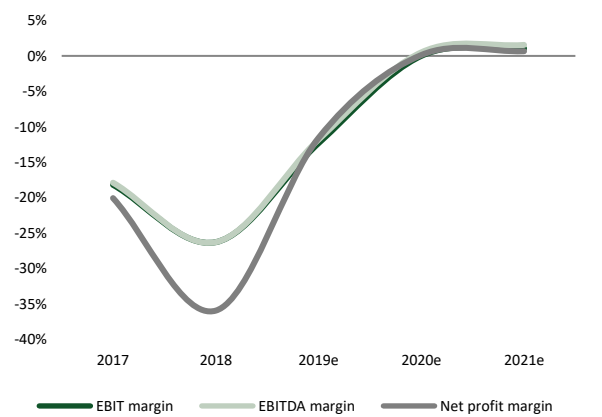
Earnings development



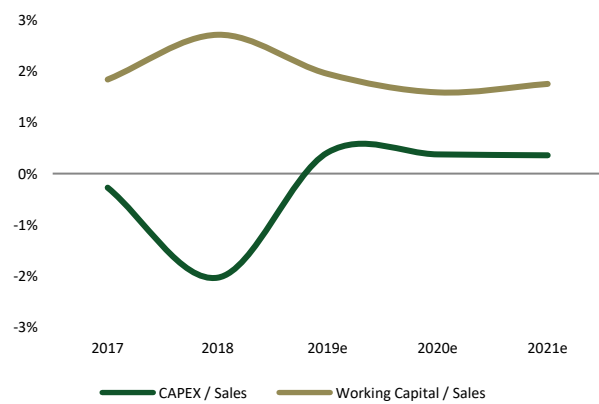
Free-Cash-Flow development



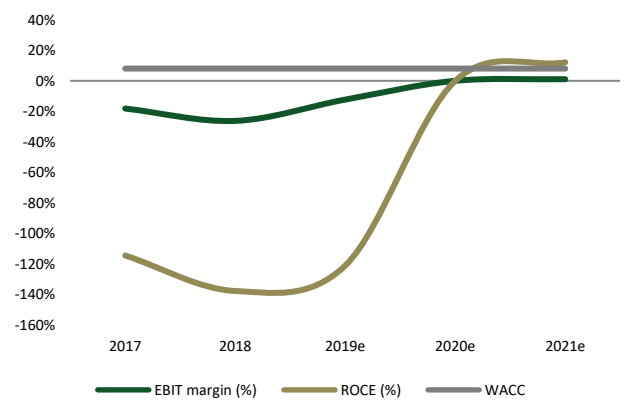
Margin development



Capex / Working Capital



EBIT Yield / ROCE



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

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

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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%
Buy	08.08.2019	0.89	2.25	+152%
n.a.	05.09.2019	0.44	n.a.	n.a.