

NOT FOR DISTRIBUTION IN THE US. Marketing communication commissioned by Verkkokauppa.com. This research has been commissioned by Verkkokauppa.com. Only for professional investors resident in EEA member states. Reports may not be distributed to the US or other jurisdictions where to do so would be unlawful. Please see the disclaimer tab for any details of investment banking services recently provided by SEB that could be considered relevant to the subject matter of this research.

Company Comment	Retail	Finland	30 May 2024
-----------------	--------	---------	-------------

Number of opportunities just needs a bit of help from the market

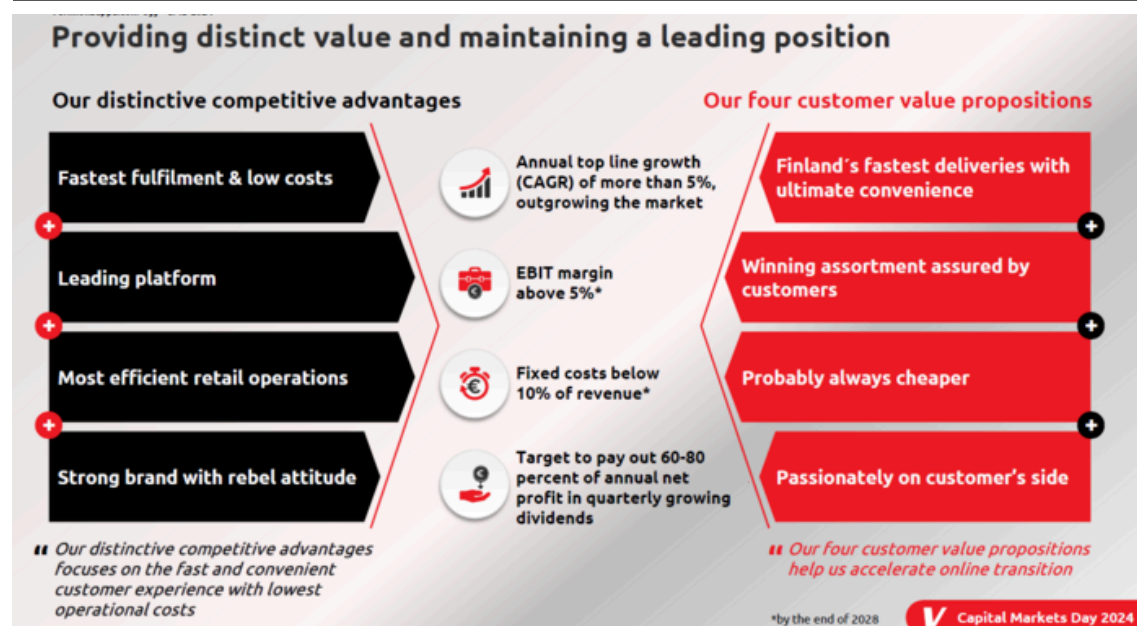
Verkkokauppa.com organised a CMD today, 30 May, that discussed competitive advantages and shed light on the strategic targets given in November 2023. Verkkokauppa.com targets over 5% annual sales growth and adj. EBIT margin exceeding 5%. We calculate that reaching a 5% EBIT margin will likely mean expanding gross margins by 150bp, driven by growth in the sales of own-branded products; we currently have c. 100bp expansion in our estimates.

Strategic targets and analysing what is needed for 5% EBIT-margin

Verkkokauppa.com has suffered from very weak consumer. The Finnish consumer confidence remains record low. Nevertheless, we start approaching an average replacement age of computers and mobile phones purchased in the midst of the pandemic which should start supporting the demand.

Verkkokauppa is targeting above 5% sales growth ie above market growth, 5% EBIT margin and fixed costs below 10% of the revenues. The target is to pay dividends 60-80% of the net profits.

Verkkokauppa's strategic targets 2024-2028



Source: Verkkokauppa.com CMD material

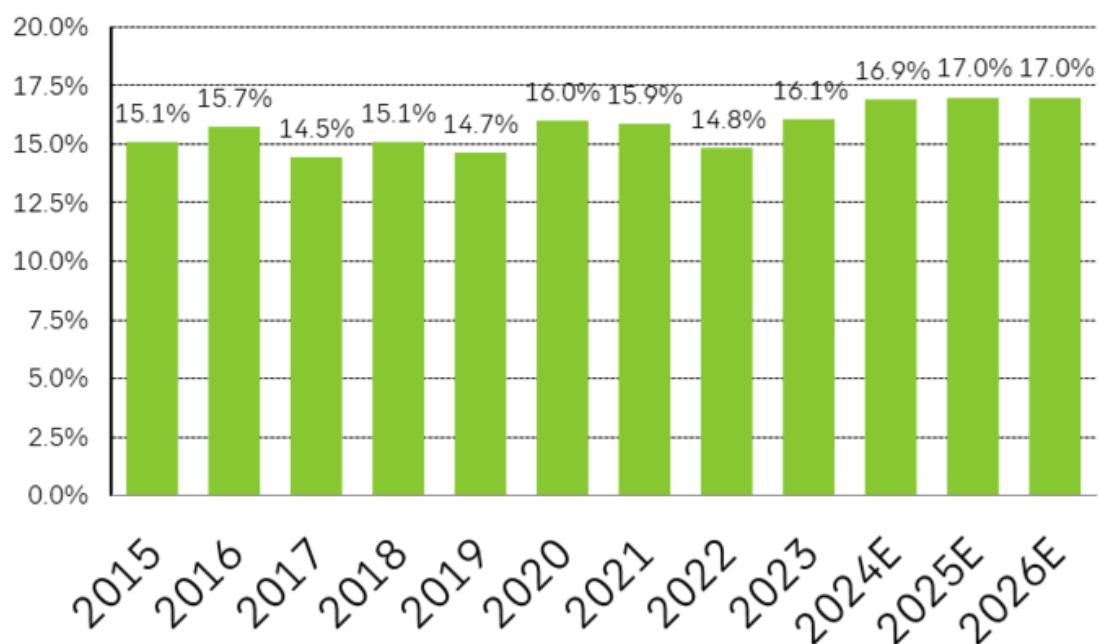
In the below spreadsheet we are modelling how to get to 5% EBIT-margin if annual sales growth is 5%. We come to a conclusion that Verkkokauppa.com would need to increase gross-margin by 150bp in order to get closer to 5% EBIT-margin target. The drivers for gross-margin improvement are 1) increasing the share of own brands in the portfolio, 2) consolidating the assortment to get better sourcing synergies, 3) seeking additional revenue sources like retail as a media.

Analyzing the conditions for Verkkokauppa.com to reach the strategic targets

mEUR	2023	Annual sales growth >5%	2028
Sales	502.8	5%	641.7
Gross-margin	16.1%		
Gross margin			Gross profit (mEUR)
17.0%			109.1
17.3%			111.0
17.5%			112.3
Other income	0.4		0.8
		Fixed cost growth	
Fixed costs	-68.7	1.5%	-74.0
% of sales	14%		12%
Depreciaton	-6.4		-7.2
Gross margin			EBIT (mEUR)
17.0%			28.7
17.3%			30.6
17.5%			31.9
			EBIT-margin
			4.5%
			4.8%
			5.0%

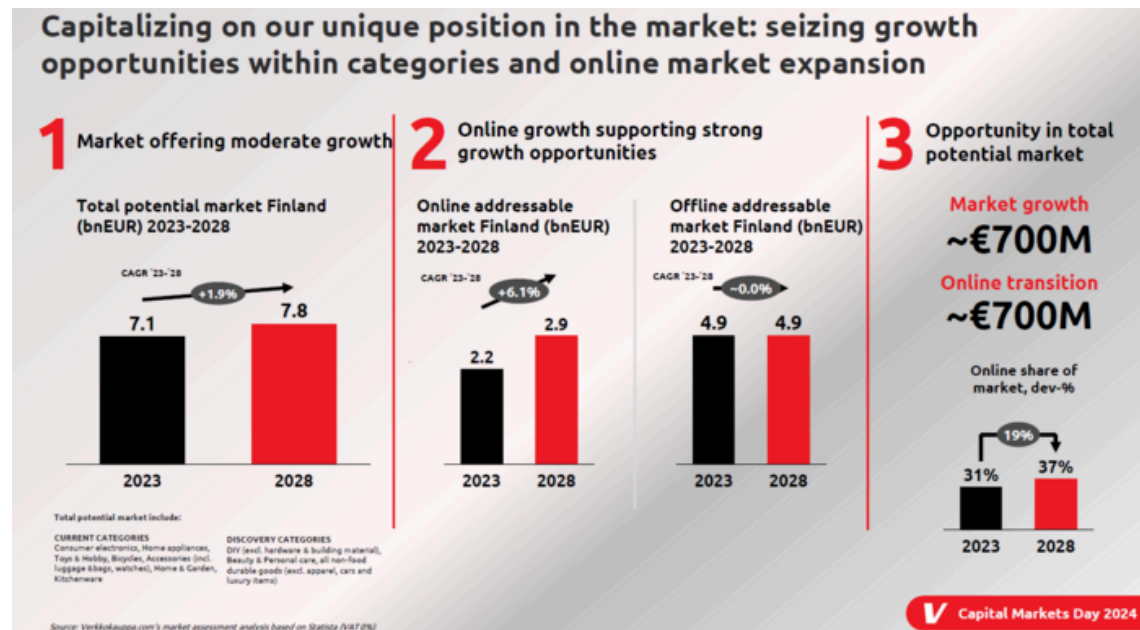
Source: SEB estimates

Verkkokauppa gross margin development



Source: Verkkokauppa.com for historicals, SEB for estimates

Verkkokauppa.com is well positioned to capitalize from online growth

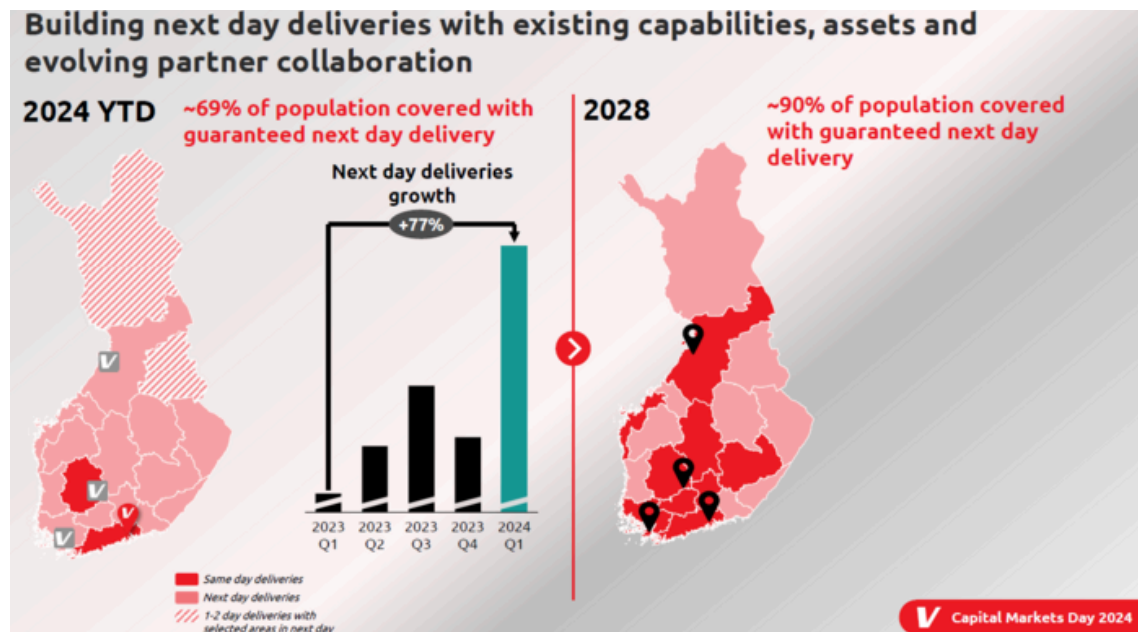


Source: Verkkokauppa.com CMD material

The highest priority is speedy deliveries

Verkkokauppa.com has a high NPS of 73. Among customers using 1h deliveries, NPS is even higher at 91. The speedy deliveries is a way to increase customer engagement. It also reduces the reason to shop offline.

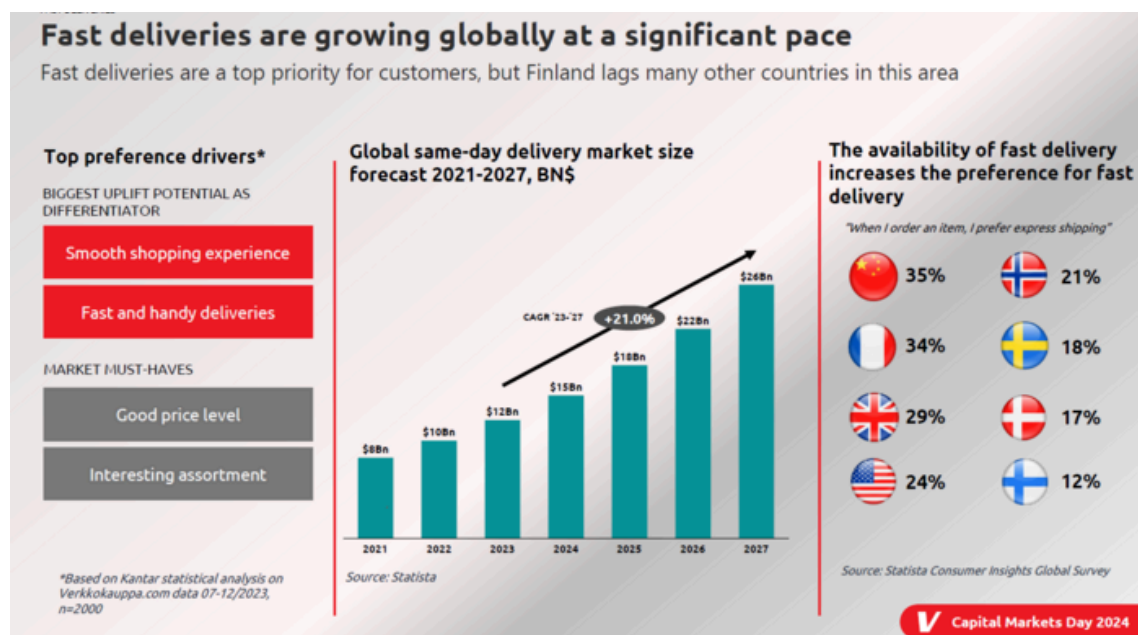
Speedy deliveries a key competitive edge



Source: Verkkokauppa.com CMD material

The global same day deliveries are expected to grow by 21% annually 2023-2027.

Fast deliveries are growing globally

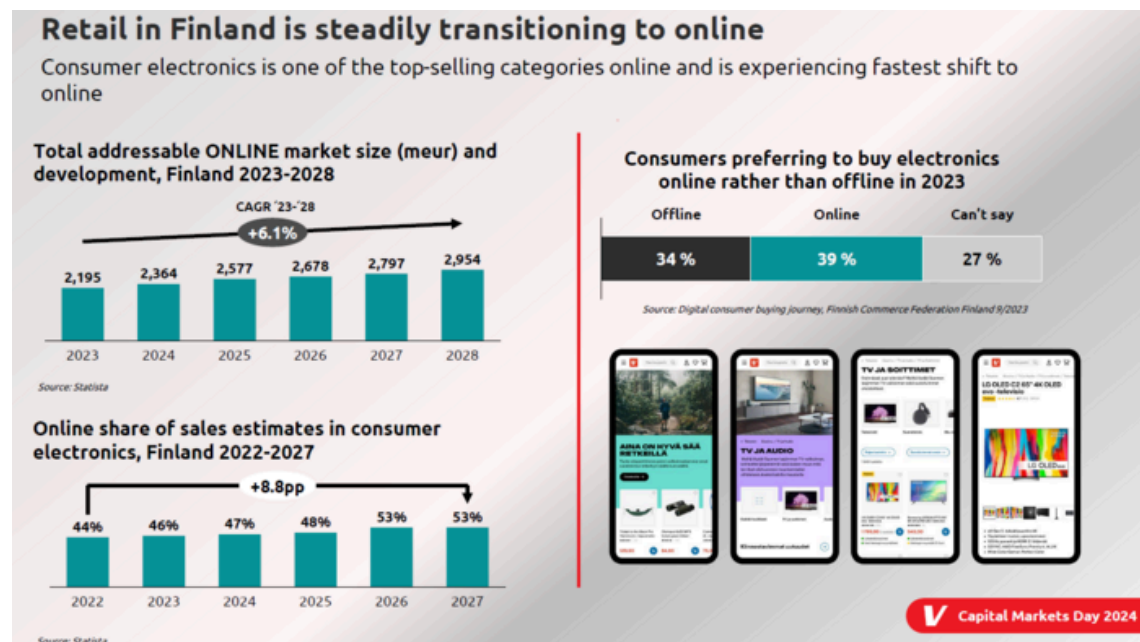


Source: Verkkokauppa.com CMD material

Key slides from the day

The total addressable online market for Verkkokauppa.com is expected to grow by 6% annually 2023-2028. The share of online in electronics retail in Finland is estimated to grow from 44% in 2022 to 53% in 2027.

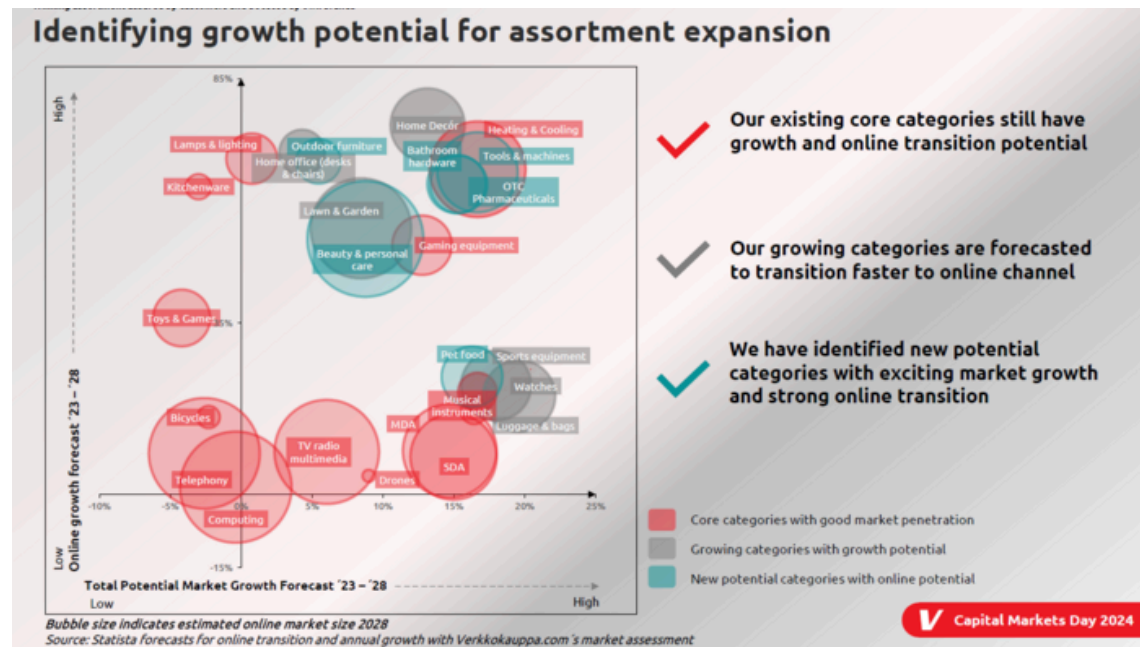
Online transition in Finnish retail space



Source: Verkkokauppa.com CMD material

The potential for assortment expansion. The green bubbles in the chart below show potential new categories (Outdoor furniture, beauty & personal, bathroom hardware, OTC pharmaceuticals, pet food, Tools & machines). More on this will be communicated in 2025.

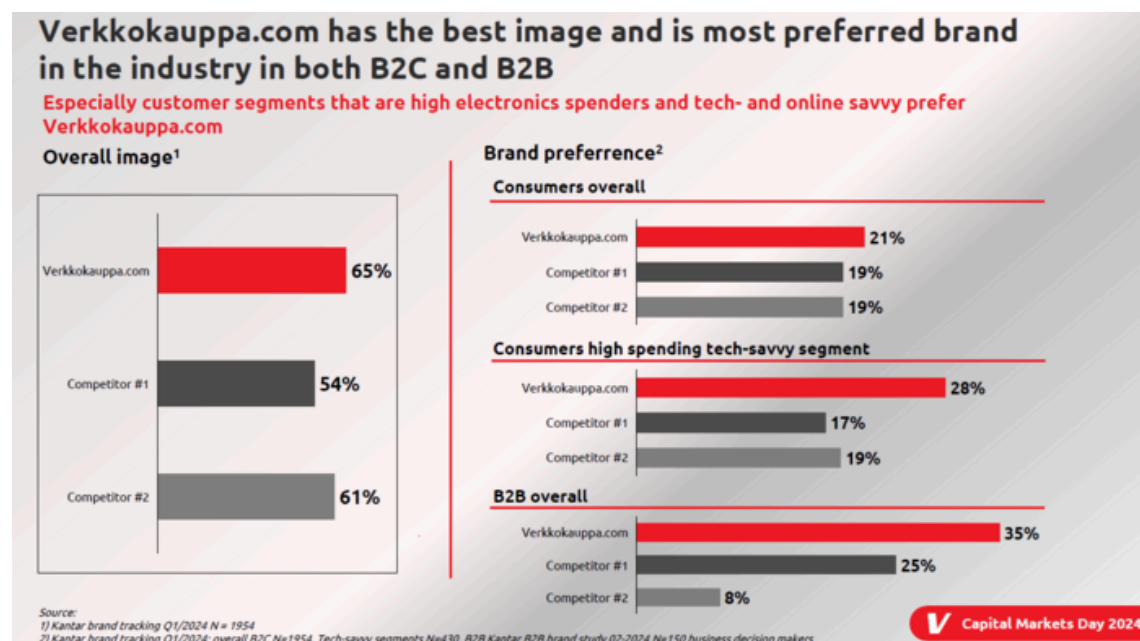
Potential for assortment expansion



Source: Verkkokauppa.com CMD material

The recent consumer study shows that Verkkokauppa.com has the most desired brand compared to competition.

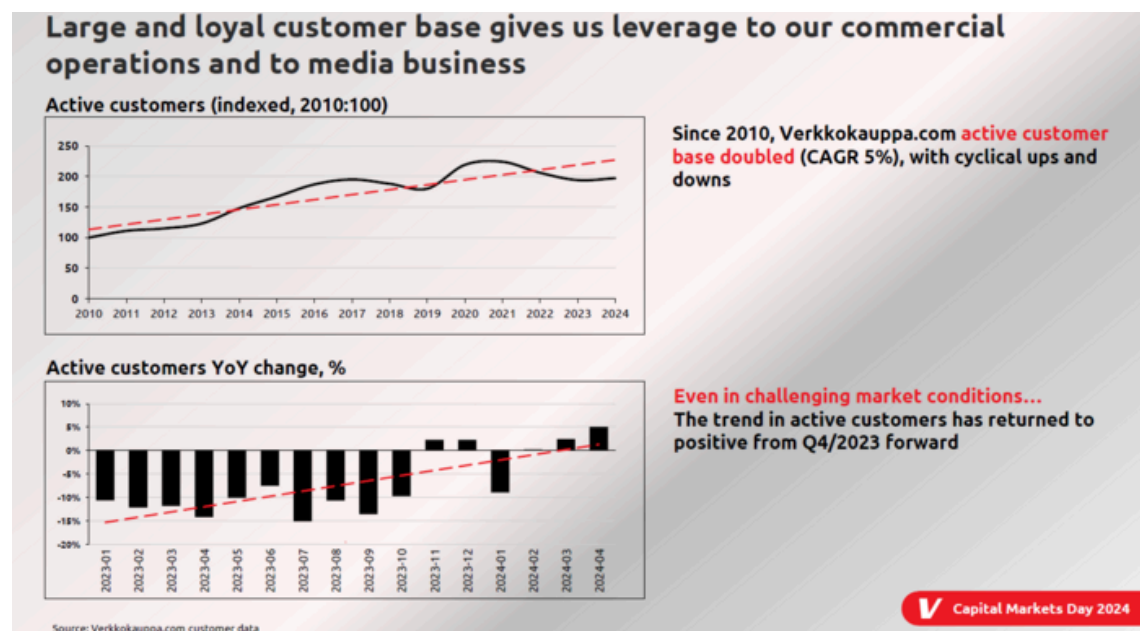
Verkkokauppa.com brand image study



Source: Verkkokauppa.com CMD material

The number of active customers have doubled since 2010. The trend in active customers returned positive in Q4/2023.

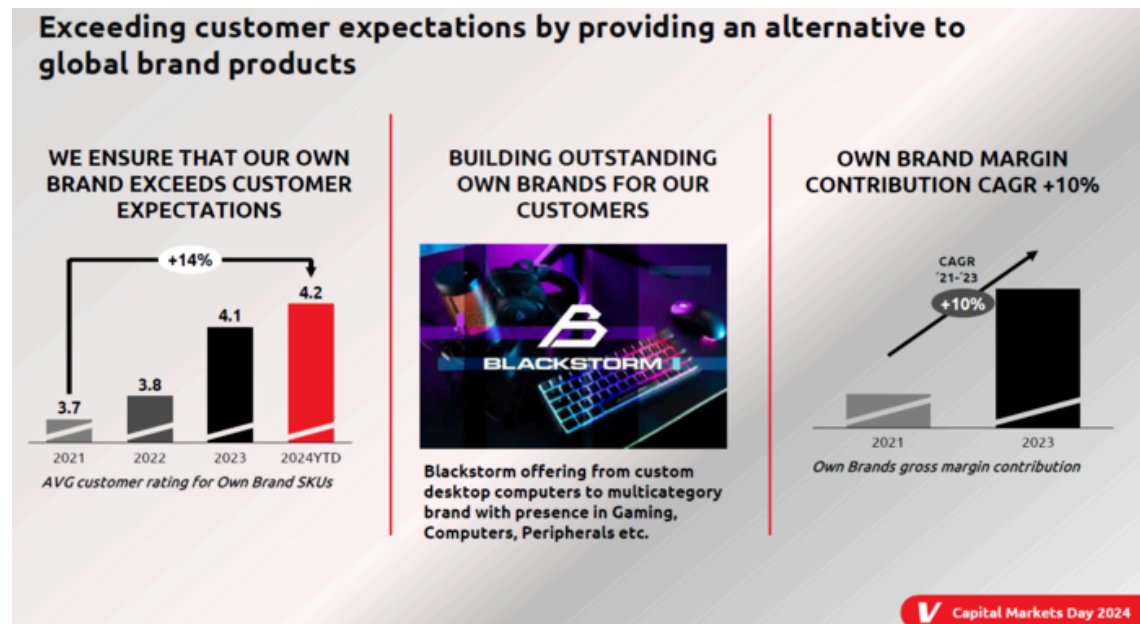
Large and loyal customer base



Source: Verkkokauppa.com CMD material

The customer satisfaction of own brands have grown. In 2021 customers gave an average 3.7 stars to Verkkokauppa.com own brands vs. 4.2 stars in 2024 YTD. The increase in the share of own brands in the portfolio (today 3% of the SKUs and 6% of sales value) is a key gross-margin driver.

Increasing customer satisfaction of own brands



Source: Verkkokauppa.com CMD material

Key figures

(EURm)	2023	2024E	2025E	2026E
Revenues (m)	503	488	517	550
Adj. EBIT	6	8	12	16
PTP (m)	3	6	11	15
EPS	0.05	0.10	0.19	0.26
EPS (adjusted)	0.05	0.12	0.19	0.26
DPS	0.00	0.05	0.10	0.12
Revenue growth (%)	(7.4)	(2.9)	5.8	6.4
EPS growth (%)	357.8	168.2	54.4	39.7
Operating margin (%)	0.9	1.4	2.3	2.9
ROCE (%)	9.6	11.5	16.4	20.7
Net Debt/EBITDA (x)	0.5	0.2	(0.1)	(0.4)
PER (adjusted)	56.4	18.5	12.0	8.6
Dividend yield (%)	0.0	2.2	4.5	5.3
Free Cash Flow Yield (%)	13.1	1.6	6.7	9.8
P/BV (x)	4.0	3.1	2.6	2.2
EV/EBIT (x)	20.0	13.4	8.4	5.7
EV/Sales (x)	0.24	0.22	0.19	0.17

Source: SEB

About this publication

This report is a marketing communication commissioned by Verkkokauppa.com and prepared by Skandinaviska Enskilda Banken AB (publ). It does not constitute investment research; as such, it has not been prepared in accordance with the legal requirements to promote the independence of investment research, nor is it subject to any prohibition on dealing ahead of the dissemination of investment research.

Company specific disclosures and potential conflicts of interest

A member of, or an entity associated with, SEB or its affiliates, officers, directors, employees or shareholders of such members (a) is not, and has never been, represented on the board of directors or similar supervisory entity of Verkkokauppa.com, (b) has from time to time bought or sold the securities issued by the company or options relating to the company, and (c) SEB does not hold any short / long position exceeding 0.5% of the total issued share capital of Verkkokauppa.com as of 30 Apr 2024.

The analyst(s) responsible for this research (jointly with their closely related persons) hold(s) 750 shares in Verkkokauppa.com and do(es) not have holdings in other instruments related to the company.

This statement affects your rights

This report is confidential and may not be reproduced, redistributed or republished by any recipient for any purpose or to any person. Redistributing this report to third parties may invoke legal requirements on the person engaging in such activities.

Producers and Recipients

SEB Research is approved and issued by Skandinaviska Enskilda Banken AB (publ) ("SEB"), a bank organized under the laws of the Kingdom of Sweden, on behalf of itself and its affiliates for institutional investors. When SEB Research is issued by an SEB subsidiary, the subsidiary itself is subject to this disclaimer.

Use

This material has been prepared by SEB for information purposes only. It does not constitute investment advice and is being provided to you without regard to your investment objectives or circumstances. The document does not constitute an invitation or solicitation of an offer to subscribe for or purchase any securities and neither this document nor anything contained herein shall form the basis for any contract or commitment whatsoever. Opinions contained in the report represent the authors' present opinion only and may be subject to change. In the event that the authors' opinion should change, we shall endeavour (but do not undertake) to disseminate any such change, within the constraints of any regulations, applicable laws, internal procedures within SEB, or other circumstances.

Good faith and limitations

All information, including statements of fact, contained in this research report have been obtained and compiled in good faith from sources believed to be reliable. However, no representation or warranty, express or implied, is made by SEB with respect to the completeness or accuracy of its contents, and it is not to be relied upon as authoritative and should not be taken in substitution for the exercise of reasoned, independent judgement by you. Recipients are urged to base their investment decisions upon such investigations as they deem necessary. To the extent permitted by applicable law, no liability

whatsoever is accepted by SEB for any direct or consequential loss arising from the use of this document or its contents.

Distribution

This research report has been prepared by SEB or its affiliates and is being distributed by SEB offices in Stockholm, Copenhagen, Oslo, Helsinki, Frankfurt, London, Tallinn, Vilnius, Riga and Hong Kong. Research reports are prepared and distributed in Lithuania by AB SEB bankas and in Estonia by AS SEB Pank in accordance with the requirements of the local laws and Financial Supervision Authority's conduct of business rules. This document may not be distributed in the United States, Canada, Japan or Australia or in any other jurisdiction where to do so would be unlawful. Addresses and Phone numbers for each office can be found at the end of the report.

The SEB Group: members, memberships and regulators

SEB is a member of, inter alia, Nasdaq OMX Nordic, Oslo Stock Exchange, the London Stock Exchange, NYSE Euronext, SIX Swiss Exchange, Frankfurt Stock Exchange, Tallinn Stock Exchange as well as certain European MTF's such as BATS-Chi-X, Turquoise and Burgundy. SEB is regulated by Finansinspektionen in Sweden and, for the conduct of investment services business, in (i) Denmark by Finanstilsynet, (ii) Norway by Finanstilsynet, (iii) Finland by Finanssivalvonta, (iv) Germany by Bundesanstalt für Finanzdienstleistungsaufsicht, (v) the UK authorised by the Prudential Regulation Authority. Subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority. Details about the extent of our regulation by the Prudential Regulation Authority are available from us on request, (vi) Estonia by the Estonian Financial Supervision Authority, (vii) Lithuania by the Bank of Lithuania, (viii) Latvia by the Financial and Capital Markets Commission and (ix) Hong Kong by Securities and Futures Commission.

SEB's research reports are prepared in accordance with the industry standards and codes of conduct applicable to financial analysts in the countries where they are based. In Denmark, Finland, Norway and Sweden, analysts act in accordance with the rules of ethics of each country's Society of Financial Analysts. Analysts comply with the recommendations and industry standards of the Danish, Norwegian and the Swedish Securities Dealers Associations and with those of the Federation of Finnish Financial Services. Analysts certified by the CFA Institute also comply with the Code of Ethics of the CFA Institute.

Prevention and avoidance of conflicts of interest

The remuneration of staff within the Research department is determined exclusively by research management and senior management and may include discretionary awards based on the firm's total earnings, including investment banking and markets (sales and trading businesses) income; however, no such staff receive remuneration based upon specific investment banking or markets transactions. SEB's Compliance department monitors the production of research and the observance of the group's procedures designed to prevent any potential conflicts of interest from affecting the content of research; the latter are described in greater detail in the "Statement of Policies for dealing with potential conflicts of interest surrounding our Research activities" which is available on our SEB Research website.

Your attention is also drawn to the fact that:

The current market price of the securities shown in published research reports is the price prevailing at the close of the business day preceding the date of publication, save where such price was more than 5% different from the price prevailing as at the time of publication, in which case it is the latter.

Unless explicitly stated otherwise, SEB expects (but does not undertake) to issue updates to its research following the publication of new figures or forecasts by the company covered, or upon the occurrence of other events that could have a material effect on it.

The securities discussed in SEB research may not be eligible for sale in all countries, and such securities may not be suitable for all types of investors. Offers and sales of securities discussed in SEB research, and the distribution of SEB research, may be made only in countries where such securities are exempt from registration or qualification or have been so registered or qualified for offer and sale, and in accordance with applicable broker-dealer and agent/salesman registration or licensing requirements.

A full list of disclosures for companies mentioned in SEB research in which we have research coverage can be found on our research website

Methodology

Final consideration as to any valuations, projections and forecasts contained in this report are based on a number of assumptions and estimates and are subject to contingencies and uncertainties, and their inclusion in this report should not be regarded as a representation or warranty by or on behalf of the Group or any person or entity within the Group that they or their underlying assumptions and estimates will be met or realized. Different assumptions could result in materially different results. Past performance is not a reliable indicator of future performance. Foreign currency rates of exchange may adversely affect the value, price or income of any security or related investment mentioned in this report. In addition, investors in securities, such as ADRs, whose values are influenced by the currency of the underlying security, effectively assume currency risk.