

Plenty of growth and opportunities in place

Q2 presented strong growth of 42.3%, but to some degree at the expense of profitability with an EBITDA margin of 11%. Management expect to swing a very profitable H2 by monetizing on the marketing investments for growth and by realizing cost synergies from recent acquisitions. Overall the results were good and do not change the case. MRG continues to convince as a consolidator, but we also view it as an attractive acquisition target.

Key Data (2018E)

Price (SEK)	52.40
Reuters	MRG.ST
Bloomberg	MRG:SS
Market cap (SEKm)	2,141
Market cap (USDm)	240
Market cap (EURm)	207
Net debt (SEKm)	(345)
Net gearing	(31%)
Net debt/EBITDA (x)	(1.4)
Shares fully dil. (m)	40.8
Avg daily turnover (m)	0.0
Free float	0%

Financial forecasts

We have cut our 2018-20 EPS estimates by 4-7%, mainly explained by changes in the cost of service where the company's strong growth in regulated markets push up betting duties and good traction on live casino and sportsbook increases supplier costs resulting in lower gross margins. The company reports that Evoke was break-even for the quarter, and aspires to be able to swing the FY EBITDA margin to 15% from 11.5% in H1 as the cost synergies start to materialize and Evoke contributes positively to EBITDA, combined with further volume support.

Results analysis

Revenue growth in Q2 was 42.3% of which 26.7pp was organic, 12.3pp M&A and 4.4pp from FX. The company invested 35.8% of sales in marketing vs 33.5% in Q1 2018, an increase of 60% y/y. The EBITDA margin was 11.0%. MRG commented on the earnings call that Q3 had started with growth far above the full year target. Sweden accounted for 18.9% of revenue in the quarter, regulated revenues 13.9% and soon to be regulated revenues 25.2%.

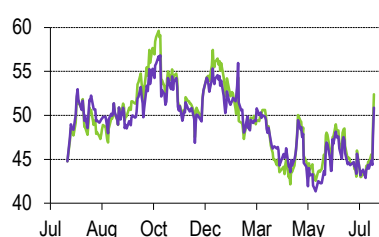
Equity valuation

The shares are trading at 7.2x our 2018 EV/EBITDA estimates, which is a low valuation versus peers. The mid-point of our DCF is an equity value of SEK 81 per share using a CoE of 8%. A +/- 2pp change in our revenue growth assumptions leads to a range of SEK 73-89 per share.

Estimate Revisions (%)

	2018E	2019E	2020E
Revenues	2	2	2
Adj. EBIT	(5)	(3)	(5)
Adj. EPS	(6)	(4)	(7)

Share Price (12M)



Absolute (green) / Relative to Sweden (purple).

Marketing communication.

Financials (SEK)

Year end: Dec	2016	2017	2018E	2019E	2020E
Revenues (m)	925	1,192	1,673	1,976	2,229
Adj. EBIT	35	116	134	161	180
Pre-tax profit (m)	29	116	134	161	180
EPS	0.92	2.84	3.05	3.66	4.08
Adj. EPS	1.34	2.84	3.05	3.66	4.08
DPS	0.00	1.30	1.45	1.60	1.75
Revenue growth (%)	16.6	28.9	40.3	18.1	12.8
Adj. EBIT growth (%)	(51.2)	231.7	16.0	20.0	11.7
Adj. EPS growth (%)	(28.0)	112.3	7.3	20.0	11.7
Adj. EBIT margin (%)	2.1	9.7	8.0	8.2	8.1
ROE (%)	4.9	12.6	11.7	13.0	13.4
ROCE (%)	2.3	10.1	9.1	9.5	9.2
PER (x)	22.7	18.6	17.2	14.3	12.8
Free cash flow yield (%)	5.7	10.6	15.4	15.3	17.0
Dividend yield (%)	0.0	2.5	2.8	3.1	3.3
P/BV (x)	1.53	2.09	1.94	1.79	1.65
EV/Sales (x)	1.12	1.59	1.07	0.85	0.70
EV/Adj. EBITDA (x)	11.3	10.2	7.2	6.1	5.2
EV/Adj. EBIT (x)	29.6	16.3	13.4	10.4	8.7
Operating cash flow/EV (%)	12.5	17.4	24.9	26.8	31.6
Net debt/Adj. EBITDA (x)	(0.73)	(1.43)	(1.38)	(1.67)	(1.92)

Source for all data on this page: SEB (estimates) and SIX/Thomson Reuters (prices)

Estimates and valuation

We have cut EPS estimates by 4-7% 2018-20. We have raised our revenue growth estimate by 2% and our lower EPS forecasts stem from revised assumptions on cost of service and marketing. MRG is growing fast in regulated markets, which keeps pushing up betting duties and the sportbook product and its live casino product is outgrowing casino slots which pushes up supplier costs. Taken together this results in slightly lower gross margin and we have adjusted our estimates to this.

MRG financial targets:

- 2018, at least 40% growth and 15% EBITDA margin.
- 2020, 25% growth and 15% EBITDA margin.
- Beyond 2020, growth above European market and 15% EBITDA margin.

Earnings revision			
(SEK)	2018E	2019E	2020E
Revenues (m)			
Old	1,632	1,936	2,187
New	1,673	1,976	2,229
Change (%)	2	2	2
Operating profit (m)			
Old	141	166	190
New	134	161	180
Change (%)	(5)	(3)	(5)
Pre-tax profit (m)			
Old	141	166	190
New	134	161	180
Change (%)	(5)	(3)	(5)
EPS (reported)			
Old	3.25	3.82	4.38
New	3.05	3.66	4.08
Change (%)	(6)	(4)	(7)
EPS (adjusted)			
Old	3.25	3.82	4.38
New	3.05	3.66	4.08
Change (%)	(6)	(4)	(7)

Source: SEB

Mr Green consolidated Evoke Gaming in Q1 – the unit contributed SEK 64.8m to the top line in Q1-Q2, but burdened EBITDA by SEK 10.8m. Management targets EUR 4m (c. SEK 40m) in synergies where the full effect is expected to be reached in H1 2019.

MRG acquired the Latvian gaming operator 11.lv which was consolidated as of 15 June 2018. MRG acquired 75% of the shares and the remaining 25% is owned by the two founders. The purchase consideration amounted to EUR 2.8m, paid in cash. Revenue in the second quarter amounted to EUR 1m and EBITDA to EUR 0.11m. 11.lv has 15 employees and revenues grew 93% in Q2.

Green Jade Gaming is MRG's in-house game publisher and the slot game will go live in Q3, Hammer of Fortune. Providing proprietary and exclusive content to customers is a good way to differentiate from other casino operators. In the near term we do not expect the subsidiary to have any notable effect on the company's performance and value, but in the longer term there is always a chance it could develop to a new Yggdrasil.

Valuation

Capitalisation and valuation summary

(SEKm)	2017	2018E	2019E	2020E
Market cap	2,141	2,141	2,141	2,141
Net debt/(cash)	(266)	(339)	(442)	(556)
EV	1,774	1,701	1,598	1,484
EV/Sales (x)	1.5	1.0	0.8	0.7
EV/EBITDA (x)	9.6	6.9	5.7	4.7
PER (x)	16.7	14.6	13.6	11.4

Source: SEB

We agree EV-based multiples are probably the best comparable multiple given that they are balance sheet-neutral, the company has net cash position and EBITDA is closer to underlying cash flow given that the company is amortizing on acquired intangibles and investments from the platform development. Looking at EV/EBITDA, the historical valuation range suggests an average valuation of 6.5x forward estimates. Mr Green is currently trading on 5.7x which is slightly lower than historically.

12-month forward EV/EBITDA estimates (x)



Source: SEB

Operator valuation

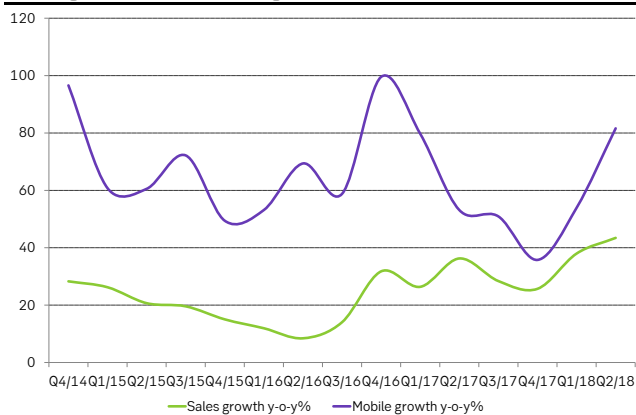
UK & Nordic operators	Mkt cap (SEK)	Performance (%)			PER			EV/EBITDA			EV/Sales			Sales CAGR			EBITDA margin (%)		
		-1M	-3M	-12M	2018E	2019E	2020E	2018E	2019E	2020E	2018E	2019E	2020E	2017-20	2018E	2019E	2020E		
Paddy Power Betfair	80,429	0%	13%	9%	20.3	19.2	17.8	13.9	13.4	12.7	3.6	3.3	3.1	7.9	25.8	24.6	24.2		
GVC	72,718	6%	11%	41%	14.5	12.6	12.8	8.5	7.7	8.0	1.9	1.8	1.8	57.2	21.9	23.0	22.7		
William Hill	29,757	-3%	-11%	20%	11.5	11.6	14.0	8.1	8.1	9.6	1.8	1.7	1.8	-0.9	21.8	21.2	18.6		
Kindred Group	28,669	9%	-1%	38%	17.8	18.1	17.3	12.2	11.8	11.0	2.7	2.3	2.0	17.4	22.4	19.8	18.3		
888	10,809	-6%	-7%	3%	16.7	15.1	14.1	9.8	9.2	8.5	1.8	1.7	1.7	5.3	18.6	18.9	19.4		
Betsson	10,055	36%	13%	-2%	10.3	11.7	11.0	7.7	8.0	7.2	2.0	1.8	1.5	11.9	26.2	22.3	21.1		
LeoVegas	7,554	2%	-16%	20%	27.2	15.7	10.0	14.9	9.9	6.6	2.0	1.4	1.1	42.9	13.5	14.4	16.7		
MRG	2,141	16%	10%	33%	17.2	14.3	12.8	7.2	6.1	5.2	1.1	0.9	0.7	23.2	15.0	13.9	13.6		
Swedish average	12,105	16%	1%	22%	18.1	15.0	12.8	10.5	9.0	7.5	2.0	1.6	1.3	23.8	19.3	17.6	17.4		
UK average	48,428	-1%	2%	18%	15.7	14.6	14.7	10.1	9.6	9.7	2.3	2.1	2.1	17.4	22.0	21.9	21.2		

Source: SEB

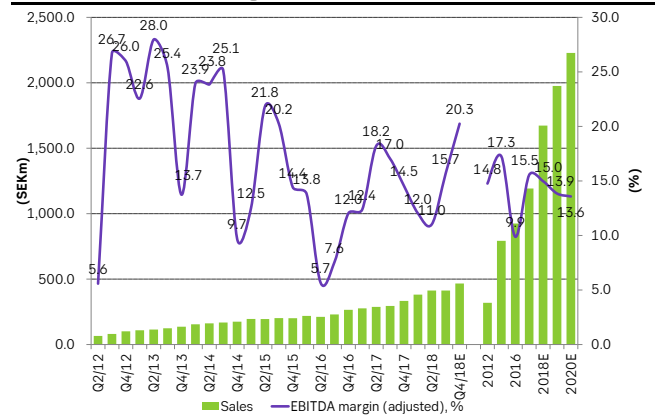
P&L forecasts

Year end: 31 December (SEKm)	Q1/17	Q2/17	Q3/17	Q4/17	Q1/18	Q2/18	Q3/18E	Q4/18E	2017	2018E	2019E	2020E
Sales	276.1	287.8	295.1	333.0	381.0	412.8	412.8	466.1	1,192.0	1,672.6	1,976.2	2,228.7
COGS	(91.1)	(87.3)	(93.7)	(104.1)	(132.2)	(143.8)	(141.6)	(157.3)	(376.3)	(575.0)	(734.1)	(845.2)
Gross profit	185.0	200.5	201.4	228.9	248.7	269.0	271.2	308.8	815.8	1,097.7	1,242.1	1,383.5
External expenses	(150.8)	(148.1)	(151.1)	(180.5)	(202.9)	(223.5)	(206.4)	(214.4)	(630.5)	(847.2)	(968.3)	(1,080.9)
of which												
Marketing costs	(100.0)	(92.5)	(94.9)	(116.4)	(127.5)	(147.8)	(134.1)	(139.8)	(403.8)	(549.3)	(648.2)	(724.3)
Other costs	(50.7)	(55.6)	(56.2)	(64.1)	(75.4)	(75.6)	(72.2)	(74.6)	(226.6)	(297.9)	(320.1)	(356.6)
Personnel expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other operating expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Non-recurring items	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA	34.2	52.4	50.3	48.4	45.8	45.5	64.8	94.4	185.3	250.5	273.7	302.6
Depreciation & amort.	(14.7)	(16.9)	(18.3)	(19.7)	(24.5)	(29.6)	(30.6)	(31.6)	(69.5)	(116.3)	(112.6)	(122.6)
EBIT	19.5	35.5	32.0	28.7	21.3	15.9	34.2	62.8	115.8	134.3	161.1	180.0
EBIT excl. Non-recurring items	19.5	35.5	32.0	28.7	21.3	15.9	34.2	62.8	115.8	134.3	161.1	180.0
Net financials	0.0	(0.0)	(0.3)	(0.1)	(0.1)	(0.3)	(0.3)	(0.4)	0.0	(1.0)	(1.0)	(1.0)
Pre-tax profit	19.5	35.5	31.8	28.6	21.2	15.7	34.0	62.4	115.8	133.3	160.1	179.0
Total taxes	(0.7)	(2.5)	(1.4)	(1.7)	(1.1)	(2.9)	(2.0)	(3.7)	(6.3)	(9.7)	(9.6)	(10.7)
Net profit (reported)	18.9	33.0	30.4	26.9	20.2	12.8	31.9	58.7	109.5	123.5	150.5	168.2
EPS reported	0.52	0.91	0.74	0.66	0.49	0.31	0.78	1.44	2.68	3.02	3.68	4.12
Sales growth (%)	26.4	36.3	28.4	25.7	38.0	43.4	39.9	40.0	28.9	40.3	18.1	12.8
Gross profit growth (%)	21.6	42.2	32.1	32.9	34.5	34.2	34.7	34.9	32.0	34.6	13.2	11.4
EBIT growth (%)	16.2	n.a.	n.a.	424.2	8.9	(55.1)	6.9	118.9	506.4	16.0	20.0	11.7
EBIT growth excl. Non-recurring costs (%)	16.2	n.a.	703.9	66.7	8.9	(55.1)	6.9	118.9	231.7	16.0	20.0	11.7
Pre-tax profit growth (%)	(27.6)	n.a.	n.a.	409.4	8.6	(55.9)	7.0	118.5	293.1	15.1	20.1	11.8
EPS growth (%)	(0.2)	(7.9)	(31.4)	0.7	(0.1)	(0.7)	0.1	1.2	n.a.	n.a.	n.a.	n.a.
COGS growth (%)	37.4	24.3	21.0	12.3	45.1	64.8	51.1	51.1	22.7	52.8	27.7	15.1
External expenses growth (%)	23.6	14.8	11.9	28.5	34.6	50.9	36.6	18.8	19.8	34.4	14.3	11.6
Total SG&A cost growth (%)	23.6	14.8	11.9	28.5	34.6	50.9	36.6	18.8	19.8	34.4	14.3	11.6
Total opex growth (%)	22.2	14.5	14.1	29.1	37.5	53.4	39.9	22.9	20.1	37.6	12.2	11.3
Gross margin (%)	67.0	69.7	68.2	68.7	65.3	65.2	65.7	66.3	68.4	65.6	62.9	62.1
EBITDA margin (%)	12.4	18.2	17.0	14.5	12.0	11.0	15.7	20.3	15.5	15.0	13.9	13.6
EBIT margin (%)	7.1	12.3	10.9	8.6	5.6	3.9	8.3	13.5	9.7	8.0	8.2	8.1
Pre-tax margin (%)	7.1	12.3	10.8	8.6	5.6	3.8	8.2	13.4	9.7	8.0	8.1	8.0
Net margin (%)	4.3	9.6	7.1	5.4	2.9	0.9	5.6	10.7	8.5	6.8	7.2	7.1

Source: SEB

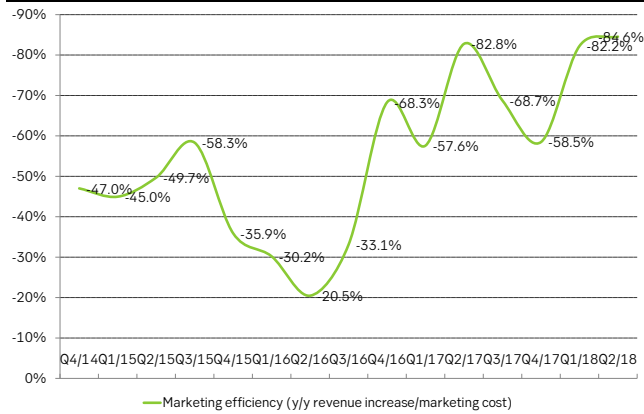
Sales growth and mobile growth

Source: SEB

Sales and EBITDA margin

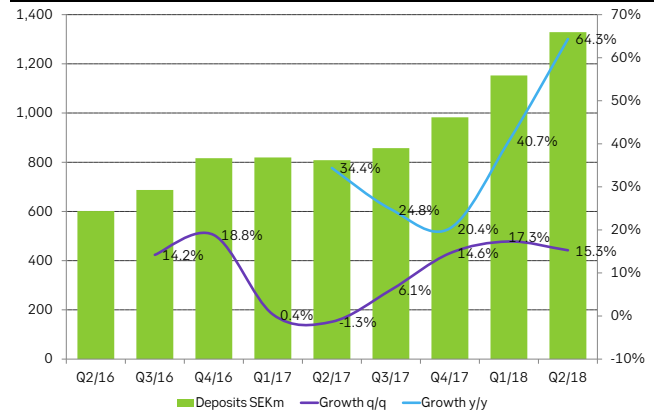
Source: SEB

Marketing efficiency



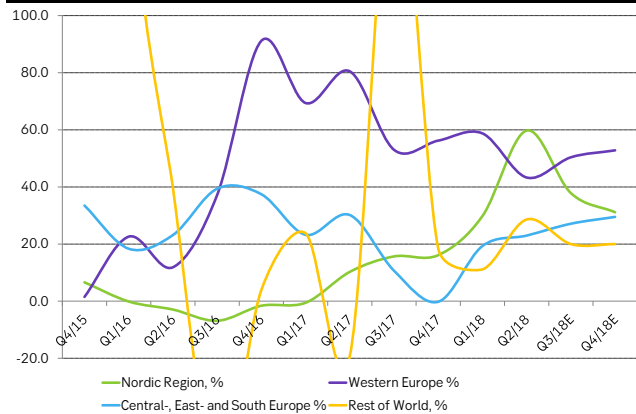
Source: SEB

Deposits



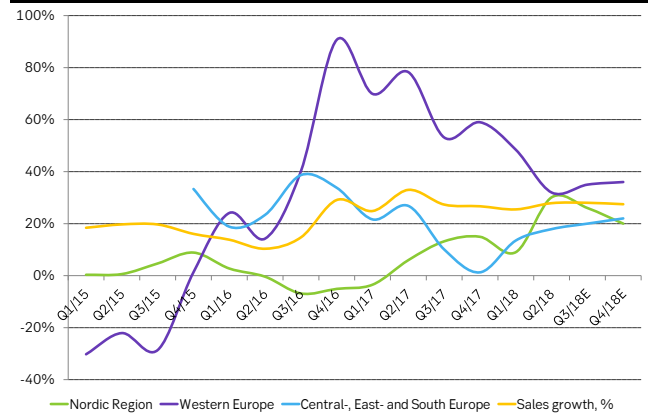
Source: SEB

Sales growth



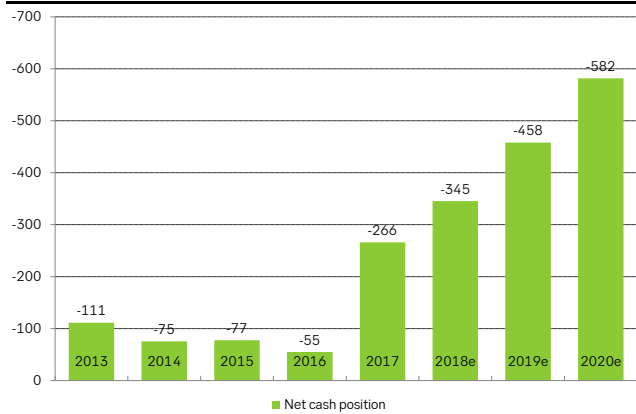
Source: SEB

Organic sales growth



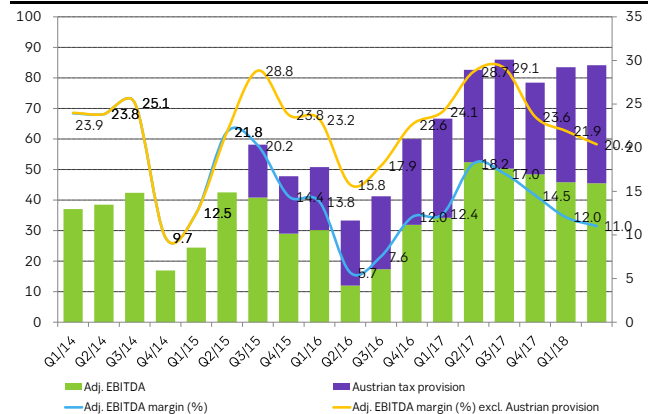
Source: xxx

Net Cash position



Source: SEB

EBITDA adjusted for Austrian tax



Overview

Investment case

In our view, Mr Green is one of the strongest brands in the online gambling industry. In order to fully leverage its strong brand, Mr Green has heavily invested in its product offering. Driven by its updated product offering and new marketing, the company's top line growth has improved. We expect Mr Green to further leverage its top class brand in 2018-20 and maintain its top line momentum, while spending less on marketing relative to sales.

Company profile

Mr Green, an online gaming B2C operator widely known for its jingle ("you can bet your dollar count with Mr Green") and the mysterious man in the green suit, aims to offer entertainment and a superior gaming experience, while providing a safe and responsible gaming environment. The company was founded in 2007 as an online casino and in 2016 launched a sportsbook and a new live casino. Mr Green now operates in 13 countries and has licences in Malta, Denmark, Italy, the UK and Ireland. The company's product offering consists of over 700 premium casino games, of which around 450 are available on smartphones and tablets.

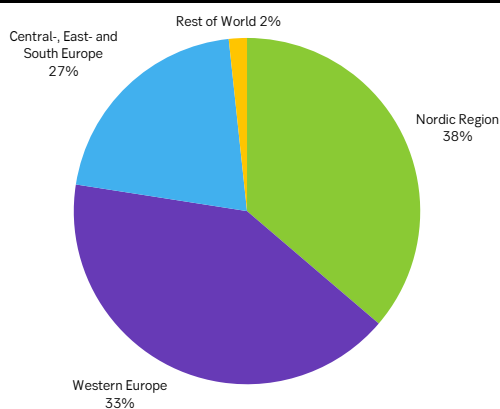
Valuation approach

We agree EV based measures are the best comparable multiples given that the company has a net cash position. We also use a DCF valuation approach.

Risks

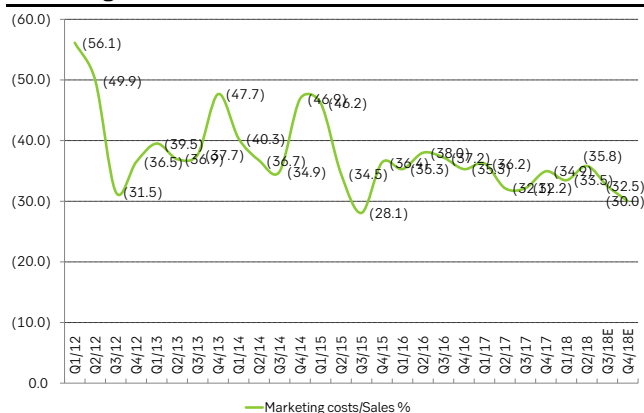
The gaming industry is highly competitive, visibility is limited and player churn is high. Forecasting is difficult and earnings volatility is high. Furthermore, legal matters remain uncertain as shown Austria: other European countries may take similar decisions to enforce legislation that could prove unfavourable for Mr Green.

Revenues by region



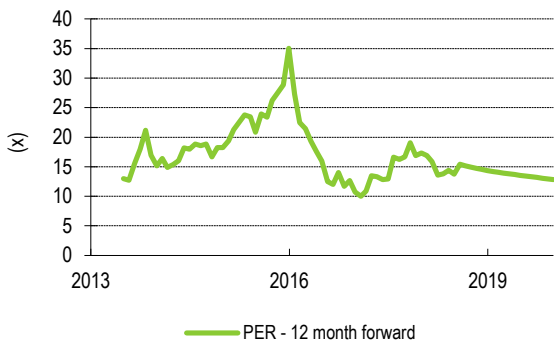
Source: SEB

Marketing to sales %



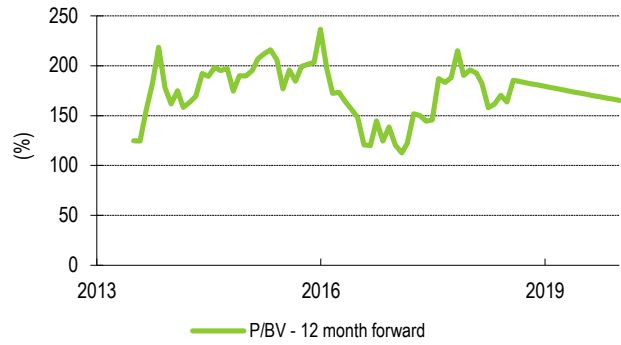
Source: SEB

PER - 12 month forward



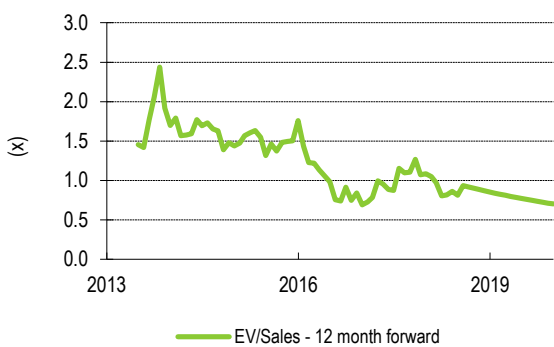
Source: SEB

P/BV - 12 month forward



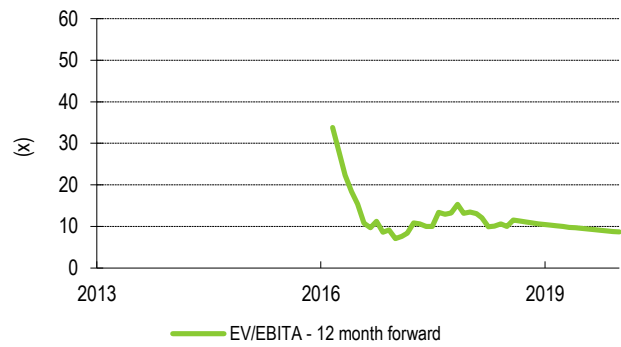
Source: SEB

EV/Sales - 12 month forward



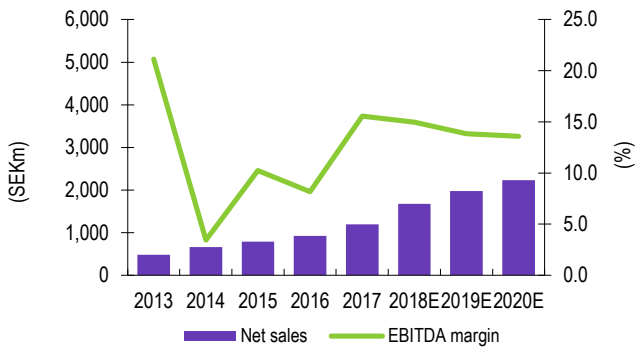
Source: SEB

EV/EBITA - 12 month forward



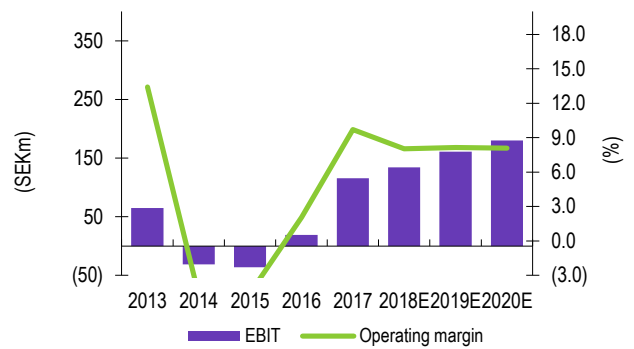
Source: SEB

Net sales & EBITDA margin



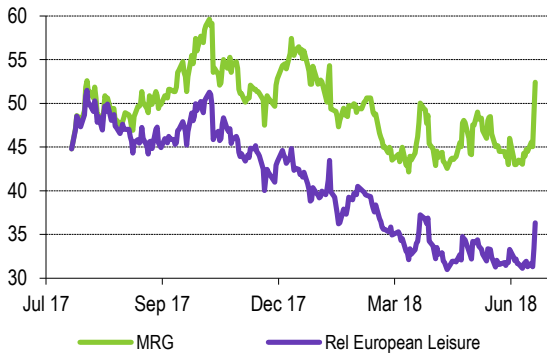
Source: SEB

EBIT & Operating margin



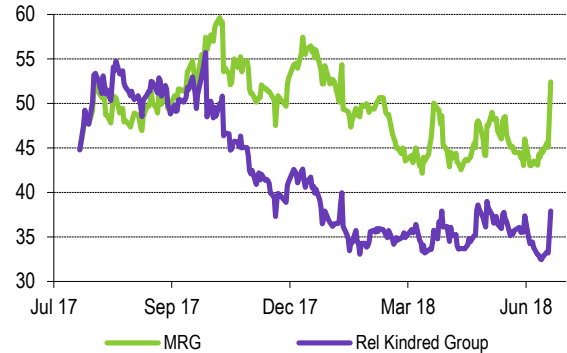
Source: SEB

Comparison with sector index - 1 year



Source: SIX

Comparison with Kindred Group - 1 year



Source: SIX

Profit & loss statement - MRG								
(SEKm)	2013	2014	2015	2016	2017	2018E	2019E	2020E
Net Sales	483	659	793	925	1,192	1,673	1,976	2,229
Other revenues	0	0	0	0	0	0	0	0
Total revenues	484	659	793	925	1,192	1,673	1,976	2,229
Total expenses	(382)	(637)	(712)	(849)	(1,007)	(1,422)	(1,702)	(1,926)
Profit before depreciation	102	23	81	76	185	251	274	303
Depreciation - Fixed assets	0	0	0	0	0	0	0	0
Depreciation - Other assets	(37)	(54)	(91)	(56)	(70)	(116)	(113)	(123)
Amortisation - Goodwill	0	0	0	0	0	0	0	0
Amortisation - Other intangibles	0	0	(26)	0	0	0	0	0
Operating profit	65	(31)	(36)	19	116	134	161	180
Net interest expenses	(2)	0	(0)	10	0	0	0	0
Foreign exchange items	0	0	0	0	0	0	0	0
Other financial items	0	0	0	0	0	0	0	0
Value changes - Fixed assets	0	0	0	0	0	0	0	0
Value changes - Financial assets	0	0	0	0	0	0	0	0
Value changes - Other assets	0	0	0	0	0	0	0	0
Reported pre-tax profit	63	(31)	(36)	29	116	134	161	180
Minority interests	0	0	0	0	0	0	0	0
Total taxes	(4)	4	2	4	(6)	(10)	(12)	(13)
Reported profit after tax	59	(27)	(34)	33	110	124	149	167
Discontinued operations	0	0	0	0	0	0	0	0
Extraordinary items	0	0	0	0	0	0	0	0
Net Profit	59	(27)	(34)	33	110	124	149	167
Adjustments:								
Discontinued operations	0	0	0	0	0	0	0	0
Interest on convertible debt	0	0	0	0	0	0	0	0
Minority interests (IFRS)	0	0	0	0	0	0	0	0
Value changes	0	0	0	0	0	0	0	0
Goodwill/intangibles amortisations	0	0	26	0	0	0	0	0
Restructuring charges	0	0	0	0	0	0	0	0
Other adjustments	5	112	82	16	0	0	0	0
Tax effect of adjustments	(0)	(7)	(6)	(1)	0	0	0	0
Adjusted profit after tax	64	79	67	48	110	124	149	167
Margins, tax & returns								
Operating margin	13.4	(4.7)	(4.5)	2.1	9.7	8.0	8.2	8.1
Pre-tax margin	13.1	(4.7)	(4.6)	3.2	9.7	8.0	8.2	8.1
Tax rate	6.0	14.4	4.6	(12.4)	5.4	7.3	7.3	7.3
ROE	15.9	(3.6)	(5.0)	4.9	12.6	11.7	13.0	13.4
ROCE	17.4	(4.0)	(4.6)	2.3	10.1	9.1	9.5	9.2
Growth rates y-o-y (%)								
Total revenues	n.a.	36.3	20.2	16.6	28.9	40.3	18.1	12.8
Operating profit	n.m.	n.m.	n.m.	n.m.	506.4	16.0	20.0	11.7
Pre-tax profit	n.m.	n.m.	n.m.	n.m.	293.1	16.0	20.0	11.7
EPS (adjusted)	0.0	23.8	(15.4)	(28.0)	112.3	7.3	20.0	11.7
Cash flow								
(SEKm)	2013	2014	2015	2016	2017	2018E	2019E	2020E
Net profit	59	(27)	(34)	33	110	124	149	167
Non-cash adjustments	7	156	201	45	190	256	269	298
Cash flow before work cap	66	129	167	78	299	380	418	464
Ch. in working capital / Other	10	18	8	51	29	67	33	27
Operating cash flow	77	147	175	129	328	447	451	492
Capital expenditures	(28)	(52)	(64)	(66)	(111)	(118)	(123)	(128)
Asset disposals	0	0	0	0	0	0	0	0
L/T financial investments	0	0	0	0	0	0	0	0
Acquisitions / adjustments	62	(6)	(8)	0	(86)	(50)	0	0
Free cash flow	111	90	103	62	131	279	328	364
Net loan proceeds	0	(2)	0	0	0	0	0	0
Dividend paid	0	(47)	(47)	0	0	(53)	(59)	(65)
Share issue	0	0	0	0	186	0	0	0
Other	(1)	2	5	14	14	0	0	0
Net change in cash	110	44	61	77	331	226	269	299
Adjustments								
C/flow bef chng in work cap	66	129	167	78	299	380	418	464
Adjustments	0	0	0	0	0	0	0	0
Int on conv debt net of tax	0	0	0	0	0	0	0	0
Cash earnings	66	129	167	78	299	380	418	464
Per share information								
Cash earnings	1.85	3.61	4.65	2.17	7.77	9.31	10.2	11.4
Operating cash flow	2.14	4.11	4.89	3.59	8.52	10.9	11.0	12.0
Free cash flow	3.08	2.51	2.87	1.74	3.4	6.84	8.03	8.91
Investment cover								
Capex/sales (%)	0.8	0.8	0.5	0.4	0.6	0.5	0.5	0.5
Capex/depreciation (%)	0	0	0	0	0	0	0	0

Source for all data on this page: SEB

Balance sheet - MRG								
(SEKm)	2013	2014	2015	2016	2017	2018E	2019E	2020E
Cash and liquid assets	111	155	190	267	598	824	1,093	1,391
Debtors	4	5	11	18	24	46	54	61
Inventories	0	0	0	0	0	0	0	0
Other	12	6	5	15	20	20	20	20
Current assets	127	166	207	300	642	890	1,168	1,473
Interest bearing fixed assets	0	0	0	0	0	0	0	0
Other financial assets	23	0	0	0	6	6	6	6
Capitalized development cost	0	0	0	0	0	(6)	(6)	(12)
Goodwill	446	508	499	523	625	625	625	625
Other intangibles	351	406	372	398	457	506	506	506
Fixed tangible assets	0	4	4	5	9	17	27	39
Other fixed assets	0	7	0	0	0	0	0	0
Fixed assets	820	925	876	926	1,097	1,148	1,159	1,164
Total assets	947	1,091	1,082	1,226	1,738	2,038	2,326	2,637
Creditors	23	26	33	69	58	115	135	153
Other trade financing	8	42	39	38	80	113	133	150
S/T interest bearing debt	0	0	0	0	0	0	0	0
Other	64	87	152	82	113	113	113	113
Current liabilities	95	156	224	189	251	340	381	416
L/T interest bearing debt	0	0	0	0	0	0	0	0
Other long-term liabilities	0	0	0	0	0	0	0	0
Convertible debt	0	0	0	0	0	0	0	0
Pension provisions	0	0	0	0	0	0	0	0
Other provisions	0	80	113	212	339	479	635	810
Deferred tax	109	118	104	114	117	117	117	117
Long term liabilities	109	197	217	326	456	596	752	927
Minority interests	0	0	0	0	0	0	0	0
Shareholders' equity	744	738	641	710	1,031	1,102	1,193	1,294
Total liabilities and equity	947	1,091	1,082	1,226	1,738	2,038	2,326	2,637
Net debt (m)	(111)	(75)	(77)	(55)	(266)	(345)	(458)	(582)
Working capital (m)	(78)	(145)	(208)	(156)	(207)	(274)	(307)	(334)
Capital employed (m)	744	818	754	922	1,363	1,581	1,827	2,104
Net debt/equity (%)	(15)	(10)	(12)	(8)	(26)	(31)	(38)	(45)
Net debt/EBITDA (x)	(1.1)	(3.3)	(1.0)	(0.7)	(1.4)	(1.4)	(1.7)	(1.9)
Equity/total assets (%)	79	68	59	58	59	54	51	49
Interest cover	37.4	131.1	(554.4)	(1.8)	0.0	0.0	0.0	0.0

Valuation								
(SEK)	2013	2014	2015	2016	2017	2018E	2019E	2020E
No of shares, fully dil. (y/e)	35.8	35.8	35.8	35.8	40.8	40.8	40.8	40.8
No of shares, fully dil. avg.	35.8	35.8	35.8	35.8	38.6	40.8	40.8	40.8
Share price, y/e	33.3	33.9	46.9	30.4	52.8	52.4	52.4	52.4
Share price, high	51.3	42.6	47.5	46.9	61.3	57.4		
Share price, low	21.8	24.8	31.8	26.4	27.9	42.2		
Share price, avg	33.1	34.8	37.9	33.6	43.0	47.9		
EPS (reported)	1.65	(0.74)	(0.96)	0.92	2.84	3.05	3.66	4.08
EPS (adjusted)	1.78	2.20	1.86	1.34	2.84	3.05	3.66	4.08
Cash earnings/share	1.85	3.61	4.65	2.17	7.77	9.31	10.2	11.4
Dividend/share	1.30	1.30	0.00	0.00	1.30	1.45	1.60	1.75
Enterprise value/share	30	32	45	29	46	44	41	38
Book value/share	21	21	17.9	19.8	25	27	29	32
Adjusted equity/share	21	21	17.9	19.8	25	27	29	32
PER (adjusted)	18.7	15.4	25.2	22.7	18.6	17.2	14.3	12.8
CEM	18.0	9.4	10.1	14.0	6.8	5.6	5.1	4.6
Dividend yield	3.9	3.8	0.0	0.0	2.5	2.8	3.1	3.3
EV/EBITDA	10.6	50.1	19.8	13.7	10.2	7.2	6.1	5.2
EV/EBITA	16.7	(36.5)	(158.5)	54.1	16.3	13.4	10.4	8.7
EV/EBIT	16.7	(36.5)	(44.5)	54.1	16.3	13.4	10.4	8.7
EV/Sales (x)	2.24	1.73	2.02	1.12	1.59	1.07	0.85	0.70
Price/Book value	1.60	1.65	2.62	1.53	2.09	1.94	1.79	1.65
Price/adjusted equity	1.60	1.65	2.62	1.53	2.09	1.94	1.79	1.65
Free cash flow/Market cap (%)	4.1	7.9	6.6	5.7	10.6	15.4	15.3	17.0
Operating cash flow/EV (%)	7.1	12.9	10.9	12.5	17.4	24.9	26.8	31.6
EV/Capital employed (x)	1.5	1.4	2.1	1.1	1.4	1.1	0.9	0.7

Main shareholders			Management		Company information	
Name	(%)	Votes	Capital	Title	Name	Contact
Henrik Bergquist	15.6		15.6	COB	Kent Sander	Internet
Avanza Pension	14.5		14.5	CEO	Norman Per	Phone number
Hans Fajerson	13.9		13.9	CFO	Simon Falk	
Foreign owners (total)	7.5		7.5	IR		

Source for all data on this page: SEB

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