### **ERIK PENSER BANK**

Penser Access | Food Products | Sweden | 01 November 2022

# Midsona

### Total focus on impairment losses and rights issue

### **Relatively undramatic report**

Net sales rose 6% y/y to SEK 944m. The gross margin remained weak at 24% due to the delay in Midsona's price increases, as they lag behind cost inflation for input goods, packaging and energy. The weak gross margin squeezed the EBITDA margin to 5.3% compared to 9% in Q3 2021. The perfect storm of external factors that hit Midsona in the last year seems to be abating and we are moving towards a more normalised market in 2023-24. The cost savings programme was expanded, providing further support.

### Total focus on impairment losses and rights issue

Midsona took impairment losses of SEK 475m on assets in Germany, France and Spain based on the weak market trend and higher RRR in future. We had expected Midsona to ride out the storm without having to impair assets, so this is negative. In connection with the report, Midsona also decided a rights issue of SEK 600m. It is good that Midsona is strengthening its financial position and getting a handle on debt. The action will, however, have a major dilutive effect on the share.

### **Dilutive effect impacts valuation**

The rights issue will double the number of shares and result in dilution, which affects valuation. We raise WACC from 8% to 10%, lowering fair value. This aligns with the new RRR framework. In this situation, we can no longer support that Midsona should be traded at a premium and lower the FV multiple. This, especially dilution, affects FV per share, which is now SEK 17-19 (42-46). Our case that Midsona is moving towards a more normalised situation in 2023-24 and that the share is cheap still holds.

| Change in e      | estimat   | tes (SE | EK)     |         | Forecast (SEK m    | )     |          |       |       | Value and risk             |                   |              |
|------------------|-----------|---------|---------|---------|--------------------|-------|----------|-------|-------|----------------------------|-------------------|--------------|
|                  | 22e       | Δ%      | 23e     | Δ%      |                    | 21    | 22e      | 23e   | 24e   | Fair value                 | S                 | EK 17 - 19   |
| Total revenue    | 3 945     | -0,7    | 4 024   | -1,6    | Total revenue      | 3 773 | 3 945    | 4 024 | 4 144 | Share price                |                   | SEK 8,3      |
| EBIT, adj.       | 43        | -61,9   | 163     | -35,9   | Revenue growth     | 2%    | 5%       | 2%    | 3%    | Risk level                 |                   | Medium       |
| EPS, adj.        | 0,0       | -100,4  | 0,6     | -73,8   | EBITDA, adj.       | 329   | 202      | 353   | 446   |                            |                   |              |
|                  |           |         |         |         | EBIT, adj.         | 161   | 43       | 163   | 251   | Price Performance          | 12 mon            | ths          |
| Upcoming         | events    |         |         |         | EPS, adj.          | 1,2   | 0,0      | 0,6   | 1,0   | 64                         |                   |              |
| Q4 - report      |           | 03      | Februar | y 2023  | EPS growth         | N.m.  | N.m.     | 109%  | 86%   | 50 Jun Anny my             |                   |              |
| Q1 - report      |           |         | 27 Apr  | il 2023 | BV/share           | 39,5x | 42,3x    | 21,7x | 21,7x |                            | " when we want    | Myn          |
| Company f        | acto (S   | EK m)   |         |         | Dividend per share | 0,0   | 0,8      | 1,0   | 1,0   | 32- V WM Man               |                   |              |
|                  |           | EKIIIJ  |         | 73      | EBIT margin        | 4,3%  | Neg.     | 4,1%  | 6,1%  | 24                         | munture           | m.           |
| Number of sha    |           |         |         | 602     | ROE, adj.          | 3,4%  | Neg.     | 2,6%  | 4,8%  | 15                         |                   | لسر          |
| Market capitali  | zation    |         |         |         | ROCE, adj.         | 1,0%  | 0,2%     | 0,9%  | 1,3%  | ONDJFMA<br>MSONBSSEQUITY C | M 3 3<br>MX INDEX | A S O        |
| Net debt         |           |         |         | 875     | EV/Sales           | 1,4x  | 0,4x     | 0,4x  | 0,4x  |                            |                   |              |
| EV               |           |         |         | 1 477   | EV/EBITDA          | 16,3x | 7,3x     | 4,8x  | 3,4x  | Conflicts of interes       | st                |              |
| Free float       |           |         |         | 61%     | EV/EBIT            | 33,4x | 34,7x    | 10,3x | 6,0x  |                            | Yes               | No           |
| Daily trading vo | biume, av | /erage  | :       | 376 (k) | P/E, adj.          | 44,3x | -2507,0x | 14,7x | 7,9x  | Liquidity provider         |                   | ✓            |
| Analyst          |           |         |         |         | P/BV               | 1,4x  | 0,2x     | 0,4x  | 0,4x  | Certified adviser          |                   | $\checkmark$ |
| Henrik Holmer    |           |         |         |         | Dividend yield     | 0,0%  | 9,7%     | 12,1% | 12,1% | Transactions 12m           |                   | $\checkmark$ |
| henrik.holmer@   | @penser.  | .se     |         |         | FCF yield          | -2%   | 15%      | 38%   | 33%   |                            |                   |              |
|                  |           |         |         |         |                    |       |          |       |       |                            |                   |              |

4.4x

4,3x

0,7x

1.4x

Net debt / EBITDA

### **Investment case**

Midsona's exposure to organic and plant-based foods means it should be able to generate higher organic growth than the food industry as a whole. Its acquisition strategy has delivered strong sales and profit growth. The company has consolidated the Nordic market and is now contributing to consolidation in the rest of Europe. Acquisitions are bringing cost synergies and economies of scale across the entire value chain from purchasing to sales. As a result of greater consumer awareness and focus on health and sustainability, Midsona's products can make the transition from specialist health food stores to ordinary grocery stores in Europe, just as they have in the Nordic region, and thus promote good organic growth.

### **Company profile**

Midsona is a market leader in organic and plant-based food, health foods and consumer health in the Nordic region, with a vision of being at the vanguard in Europe as well. The company develops, produces and markets several well-known brands aimed at helping people maintain a healthy lifestyle. These products are available through multiple sales channels, including grocery stores, pharmacies, health food stores, gyms and online. Midsona has targeted average annual expansion of 15 percent through both organic and acquired growth. It has delivered this historically, and we believe the company should be able to continue to achieve this with its existing strategy.

### Valuation

We previously valued Midsona at a multiple valuation on P/E. We are now opting for valuation based on EV/EBIT instead, in order to take debt into account. In the latest analysis, we valued Midsona at PE 18x, which can be translated to EV/EBIT of 15x. We previously held that Midsona should be traded at a premium based on its strong brand portfolio, acquisition strategy and its niche towards health, plant-based and organic, where there is structural growth. Considering the soft market and delay in growth, we are choosing to take a more conservative stance on valuation multiples. The share is traded on our forecasts at EV/EBIT 6x for 2024, which is significantly lower than both the Nasdaq Stockholm All Share Index and the peer group below, which are both traded at EV/EBIT 13x for 2024. We believe the share is traded too cheaply and should be traded more in line with peers. If we use an EV/EBIT of 13x for the 2024 forecasts and discount back to a WACC of 10 percent, we arrive at a multiple valuation of SEK 17 per share. We augment this with a DCF valuation, where the outcome is a value of SEK 21 per share, based on WACC of 10 percent.

#### Fair value

Through the above multiple valuation combined with our DCF valuation, we arrive at a fair value of SEK 17-19, a valuation that is in line with peers and has an upside of about 120 percent.

# The quarter in detail

Net sales increased 6% y/y to SEK 944 million (893), including negative organic growth of -1 percent. Sales volumes were down for own brands in the organic category, while contract manufacturing and health food performed well. The gross margin remained weak at 24 percent (adjusted for non-recurring items) as there is a delay to Midsona's price increases, which are lagging behind cost inflation for input goods, packaging materials and energy. The weak gross margin squeezed the EBITDA margin to 5.3 percent (adjusted for non-recurring items) compared to 9 percent for the same quarter last year.

The perfect storm of external factors that Midsona has been caught in for the last year, including the unique situation of poor harvests, logistical and supply chain problems and general cost inflation in every direction, is well-known and expectations should not have been high this quarter. Midsona is gradually raising prices to counter inflation and this occurs after a delay, both when prices go up and when they go down. A large share of the price increases will have impact in early 2023.

As regards external factors, it looks like this year's harvests will be better than last year's, and that the supply chain and logistical problems have lessened considerably since a couple of quarters ago. Raw materials prices seem to be coming down in local currencies and what is now squeezing profitability is the stronger dollar, as Midsona buys a significant share of raw materials in USD. Overall, it looks like we are moving towards a more normalised business environment and that we will see a recovery in the gross margin once Midsona's price increases take effect. The cost savings programme announced last spring has now been expanded to save about SEK 60 million annually, with full effect in mid-2023.

### Major impairment losses and rights issue

On the whole, the quarterly report was relatively undramatic and the big news was instead that Midsona is posting major impairment losses and is executing a new share issue.

Following impairment testing, the company decided to post an impairment loss on assets totalling SEK 475 million. The impairments involve a factory in Germany that has had low capacity utilisation and was therefore impaired by SEK 54 million. In addition, goodwill was impaired by a total of SEK 421 million on cash generating units in Germany, France and Spain. This is thus connected to the platform acquisitions made in Germany (Davert 2018) and in France/Spain (Alimentation Santé 2019). The impairments were based on reductions in the assumptions for future cash flows and the use of a higher discount rate (WACC). We had expected Midsona to ride out the storm without having to impair assets, so this is negative. No impairment losses were recognised for the Nordic division, which accounts for about 70 percent of sales and has good profitability and a strong market position.

In connection with the report, Midsona also decided on a new share issue of SEK 600m with preferential rights for existing shareholders. The issue is guaranteed by the largest shareholder, Stena Adactum. The proceeds will be used to pay off debt of about SEK 350 million and strengthen Midsona's financial position and flexibility. Selective investments in brands will also be made to drive growth. As a result of the strained situation, the company is not focusing on acquisitions right now. Once the business environment normalises, however, we believe it would be positive to see minor supplementary acquisitions in Europe to generate additional synergies and continue the journey to consolidate the European market and drive the migration towards sales of organic products in grocery stores. Although it is good that Midsona is strengthening its financial position and getting a handle on debt the action will have a major dilutive effect on the share.

### **Estimate changes**

We are making minor changes to our forecasts. We are lowering organic growth for 2023 from 3 percent to 2 percent to reflect a somewhat more cautious view. We are adjusting gross margins downward to 23 percent for 2022 (previously 26 percent), 25.5 percent for 2023 (previously 28 percent) and 27.5 percent for 2024. We are doing this because the recovery has taken somewhat longer than we expected and we assume a more cautious view in the current climate. If we see that the company manages to reverse the gross margin trend faster, these forecasts could be adjusted upwards again. In parallel, we are lowering the costs of selling and administration to reflect the cost savings programme. The net effect is shown on the table below. Due to the rights issue, there will also be a dilutive effect on EPS in 2023 and 2024 with the new number of shares. This will, however, result in lower net debt going forward.

Our case is that external factors and market conditions will normalise in 2023-24. This has not changed in connection with the report.

| Estimate changes   |       |      |      |
|--------------------|-------|------|------|
| Estimate changes   | 2022  | 2023 | 2024 |
| Net Sales          | -1%   | -2%  | -2%  |
| EPS                | -100% | -48% | -13% |
| EPS after dilution |       | -74% | -57% |

Insert content here

Source: EPB

### Valuation

We previously valued Midsona at a multiple valuation on P/E. We are now choosing valuation based on EV/EBIT instead in order to take debt into account. In the latest analysis, we valued Midsona at PE 18x, which can be translated to EV/EBIT of 15x. We previously held that Midsona should be traded at a premium based on its strong brand portfolio, acquisition strategy and its niche towards health, plant-based and organic, where there is structural growth. Considering the soft market and delay in growth, we are choosing to take a more conservative stance on valuation multiples. The share is traded on our forecasts at EV/EBIT 6x for 2024, which is significantly lower than both the Nasdaq Stockholm All Share Index and the peer group below, which are both traded at EV/EBIT 13x for 2024. We believe the share is traded too cheaply and should be traded more in line with peers. If we use an EV/EBIT of 13x for the 2024 forecasts and discount back to a WACC of 10 percent, we arrive at a multiple valuation of SEK 17 per share.

|                            | Price   |      | MCAP        | E   | V/EBIT (ad | D   |     | P/E (adj) |     | Div yield |     | EBIT-marg |     | Sales | growth | Share performan |
|----------------------------|---------|------|-------------|-----|------------|-----|-----|-----------|-----|-----------|-----|-----------|-----|-------|--------|-----------------|
|                            | (local) |      | (local ccy) | 22e | 23e        | 24e | 22e | 23e       | 24e | 23e       | 22e | 23e       | 24e | 21    | 22e    | YTD             |
| Raisio Plc Class V         | 1,9     | EUR  | 313         | 15  | 12         | 11  | 27  | 17        | 15  | 7%        | 8%  | 10%       | 10% | 5%    | -8%    | -45%            |
| Cloetta AB Class B         | 18,5    | SEK. | 5 342       | 11  | 10         | 10  | 11  | 10        | 10  | 5%        | 10% | 11%       | 11% | 6%    | 10%    | -32%            |
| Olvi Oyj Class A           | 31,2    | EUR  | 645         | 15  | 13         | 12  | 16  | 17        | 15  | 4%        | 9%  | 10%       | 11% | 11%   | -3%    | -42%            |
| Orkla ASA                  | 77,9    | NOK. | 77 971      | 12  | 13         | 13  | 14  | 14        | 13  | 4%        | 13% | 13%       | 12% | 7%    | 15%    | 0%              |
| Tyson Foods, Inc. Class A  | 67,0    | SEK  | 23 637      | 7   | 8          | 8   | 8   | 9         | 8   | 3%        | 8%  | 7%        | 7%  | 11%   | 13%    | -20%            |
| Unilever PLC               | 39,3    | USD  | 99 614      | 15  | 14         | 14  | 18  | 16        | 15  | 4%        | 16% | 16%       | 17% | -1%   | 16%    | 1%              |
| Nestle S.A.                | 108,2   | EUR  | 297 440     | 22  | 21         | 19  | 23  | 21        | 19  | 3%        | 16% | 17%       | 17% | 3%    | 9%     | -7%             |
| Procter & Gamble Compan    | 130,9   | CHF  | 310 099     | 22  | 20         | 19  | 23  | 23        | 21  | 3%        | 22% | 22%       | 23% | 7%    | 5%     | -7%             |
| Hain Celestial Group, Inc. | 17,8    | USD  | 1 591       | 22  | 20         | 15  | 17  | 23        | 16  |           | 7%  | 7%        | 9%  | -4%   | -4%    | -60%            |
| Midsona                    | 9,9     | SEK  | 720         | 36  | 9          | 6   | neg | 13        | 8   | 11%       | 1%  | 4%        | 6%  | 2%    | 5%     | -82%            |
|                            |         |      |             |     |            |     |     |           |     |           |     |           |     |       |        |                 |
| Average                    |         |      |             | 16  | 15         | 13  | 17  | 17        | 15  | 4%        | 12% | 13%       | 13% | 5%    | 6%     |                 |
| Median                     |         |      |             | 15  | 13         | 13  | 17  | 17        | 15  | 4%        | 10% | 11%       | 11% | 6%    | 9%     |                 |

Source: Factset, EPB

#### **Dilutive effect**

The number of shares is going to double in connection with the rights issue. This entails a dilutive effect that will have serious adverse impact on fair value per share, as future profits will be distributed on twice as many shares.

### **Required rate of return**

We are raising our discount rate (WACC) from 8 percent to 10 percent, which has adverse impact on fair value. This is in line with the research department's new framework for required rate of return, which is intended to better reflect the risk of investing in small cap companies.

The effects of our forecast changes on fair value with respect to lower debt, the dilutive effect, lowered multiple and higher WACC are shown below.

| eters   |                                      |
|---------|--------------------------------------|
| 44 SEK  |                                      |
| 2 SEK   |                                      |
| -22 SEK |                                      |
| -4 SEK  |                                      |
| -3 SEK  |                                      |
| 17 SEK  |                                      |
|         | 2 SEK<br>-22 SEK<br>-4 SEK<br>-3 SEK |

Source: EPB

### **DCF** valuation

We have performed a DCF valuation as shown below to support our multiple valuation. The outcome is a value of about SEK 21 per share in Midsona. The valuation is based on a conservative long-term estimate of organic growth of 3 percent. No acquisitions are included in the estimate, although we expect such to come in on top of the organic growth. There is potential here for upward revaluation if Midsona continues its acquisition journey in Europe. We have also raised the required rate of return from 8 percent to 10 percent in the DCF valuation, which has negative impact on the value per share. Here as well, however, the most serious impact comes from the dilutive effect, which is offset to a certain extent by the lower debt following the share issue.

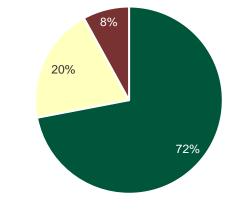
| DCF - GROWING FCF PER                                        | PETUITY FORM    | IULA     |             |             |                |             |            |            |            |                |             |                |              |             |             |            |             |      |
|--------------------------------------------------------------|-----------------|----------|-------------|-------------|----------------|-------------|------------|------------|------------|----------------|-------------|----------------|--------------|-------------|-------------|------------|-------------|------|
|                                                              |                 |          |             |             |                |             |            |            |            |                |             |                |              |             |             |            |             |      |
| aluation output                                              |                 |          |             | W           | ACC assump     | tions       |            |            | Se         | ensitivity and | alysis      |                |              |             |             |            |             |      |
| Sum of PV of FCF (explicit)                                  |                 |          | 1 939       | Ri          | sk free nomir  | nal rate    |            | 2,5%       |            |                |             |                |              |             |             |            |             |      |
| PV of terminal value (perpe                                  | etuity formula) |          | 1 938       | Ri          | sk premium     |             |            | 5,5%       |            |                |             |                | Long-term g  | owth rate   |             |            |             |      |
| Enterprise value                                             |                 |          | 3 876       |             | nall cap prem  |             |            | 4,0%       |            |                |             |                |              |             |             |            |             |      |
| atest net debt                                               |                 |          | 875         |             | tra risk prem  | ium         |            | -2,0%      |            |                |             | 2,0%           | 2,5%         | 3,0%        | 3,5%        | 4,0%       |             |      |
| dinority interests & other                                   |                 |          | 0           | W           | ACC            |             |            | 10,0%      |            |                | 9,0%        | 23             | 24           | 26          | 28          | 30         |             |      |
| quity value                                                  |                 |          | 3 001       |             |                |             |            |            |            | B              | 9,5%        | 20             | 22           | 23          | 25          | 26         |             |      |
| No. of shares outstanding (                                  |                 |          | 145         |             |                |             |            |            |            | WACC           | 10,0%       | 19             | 20           | 21          | 22          | 24         |             |      |
| quity value per share (SEI                                   | <)              |          | 21          |             |                |             |            |            |            | >              | 10,5%       | 17             | 18           | 19          | 20          | 21         |             |      |
|                                                              |                 |          |             |             |                |             |            |            |            |                | 11,0%       | 15             | 16           | 17          | 18          | 19         |             |      |
| mplicit multipl.                                             | 2022            | 2023     | 2024        |             |                |             |            | _          |            |                |             | 1              | Long-term El | BIT margin  |             |            |             |      |
| EV/Sales                                                     | 1,0             | 1,0      | 0,9         |             | erminal value  |             |            |            |            |                |             |                |              |             |             |            |             |      |
| V/EBITDA                                                     | -14,2           | 11,0     | 8,7         |             | ong term grov  |             |            | 3,0%       |            |                |             | 4,0%           | 6,5%         | 9,0%        | 11,5%       | 14,0%      |             |      |
| V/EBIT                                                       | -4,3            | 23,7     | 15,4        |             | ong term EBIT  | -           |            | 9,0%       |            |                | 9,0%        | 13             | 20           | 26          | 32          | 38         |             |      |
| V/NOPLAT                                                     | -5,5            | 30,4     | 19,8        |             | epreciation (% |             |            | 4,0%       |            | WACC           | 9,5%        | 12             | 17           | 23          | 28          | 34         |             |      |
| P/E                                                          |                 |          |             |             | apex (% of sal |             |            | 3,0%       |            | A A            | 10,0%       | 11             | 16           | 21          | 26          | 31         |             |      |
| ROIC/WACC                                                    |                 |          |             |             | orking cap. (9 | 6 of sales) |            | 18,3%      |            | -              | 10,5%       | 10             | 14           | 19          | 23          | 28         |             |      |
| Current Share price                                          |                 |          | 10,20       | Т           | ax rate        |             |            | 22%        |            |                | 11,0%       | 9              | 13           | 17          | 21          | 25         |             |      |
|                                                              | 20              | 22-10-31 | Dec-20      | Dec-21      | Dec-22         | Dec-23      | Dec-24     | Dec-25     | Dec-26     | Dec-27         | Dec-28      | Dec-29         | Dec-30       | Dec-31      | Dec-32      | Dec-33     | Dec-34      | Term |
| DCF (SEKm)                                                   |                 |          | 2020        | 2021        | 2022           | 2023        | 2024       | 2025       | 2026       | 2027           | 2028        | 2029           | 2030         | 2031        | 2032        | 2033       | 2034        | 2    |
| Sales                                                        |                 |          | 3 709       | 3 773       | 3 945          | 4 024       | 4 144      | 4 269      | 4 397      | 4 529          | 4 664       | 4 804          | 4 949        | 5 097       | 5 250       | 5 407      | 5 570       | 5    |
| BITDA                                                        |                 |          | 404         | 329         | -273           | 353         | 446        | 468        | 491        | 515            | 540         | 566            | 593          | 621         | 650         | 681        | 713         |      |
| Depreciation                                                 |                 |          | -147        | -168        | -637           | -189        | -195       | -198       | -201       | -204           | -207        | -211           | -214         | -217        | -220        | -223       | -226        |      |
| = EBIT                                                       |                 |          | 257         | 161         | -910           | 163         | 251        | 270        | 290        | 311            | 333         | 355            | 379          | 404         | 430         | 458        | 486         |      |
| Tax on EBIT                                                  |                 |          | -57         | -35         | 200            | -36         | -55        | -59        | -64        | -68            | -73         | -78            | -83          | -89         | -95         | -101       | -107        |      |
| NOPLAT                                                       |                 |          | 200         | 126         | -710           | 127         | 196        | 211        | 226        | 242            | 259         | 277            | 296          | 315         | 336         | 357        | 379         |      |
| E Depreciation<br>■ Gross cash flow                          |                 |          | 147         | 168         | 637            | 189         | 195        | 198        | 201<br>427 | 204<br>447     | 207         | 211<br>488     | 214          | 217         | 220         | 223<br>580 | 226         |      |
| Gross cash flow                                              |                 |          | 347<br>-369 | 294<br>-175 | -73<br>-129    | 317<br>-80  | 391<br>-83 | 409<br>-89 | -96        | -103           | 467<br>-110 | 488            | 510<br>-126  | 532<br>-134 | 556<br>-143 | -152       | 606<br>-162 |      |
| <ul> <li>Capex</li> <li>Increase (+decrease) in W</li> </ul> | r.              |          | -36         | -1/5        | -129           | -80<br>199  | -63        | -09        | -23        | -103           | -110        | -116           | -126         | -134        | -143        | -152       | -162        |      |
| = Free cash flow from open                                   | -               |          | -58         | -306        | -09            | 435         | 363        | -23        | -23        | -24            | -25         | -20            | -20          | -27         | -20         | -29        | -30         |      |
| - rice cash now nom open                                     | auvib           |          | -00         | -104        | -2/1           |             | 303        | 277        | 300        | 320            | 332         | <del>944</del> | 357          | 3/1         | 305         | 379        | 414         |      |
| V of cash flow                                               |                 |          |             | -207        | -269           | 392         | 297        | 221        | 209        | 197            | 186         | 175            | 165          | 156         | 147         | 139        | 131         | 1    |
| 6 of Enterprise value                                        |                 |          |             | -5%         | -7%            | 10%         | 8%         | 6%         | 5%         | 5%             | 5%          | 5%             | 4%           | 4%          | 4%          | 4%         | 3%          |      |
| Accumulated % of Enterpris                                   | se value        |          |             | -5%         | -12%           | -2%         | 6%         | 11%        | 17%        | 22%            | 26%         | 31%            | 35%          | 39%         | 43%         | 47%        | 50%         | 1    |

Source: EPB

### Shareholders

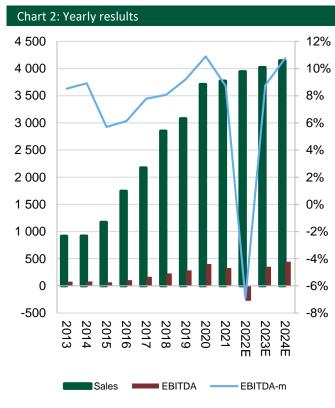
| Shareholders                 | Votes | Shares       |
|------------------------------|-------|--------------|
| Stena Adactum AB             | 29,8% | 29,8%        |
| Swedbank Robur Fonder        | 8,3%  | 8,6%         |
| La Financière de l'Echiquier | 7,4%  | 7,6%         |
| Peter Wahlberg               | 4,3%  | 4,5%         |
| Övriga                       | 50,3% | 49,5%        |
| Chairman                     |       | Ola Erici    |
| CEO                          |       | Peter Åsberg |
| CFO                          |       | Max Bokander |
| Contact                      |       | -            |
| Website                      |       | midsona.com  |

### Chart 1: Sales by geography

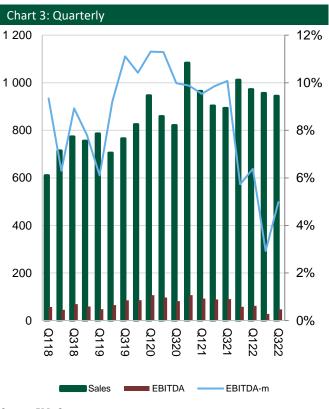


Nordics 
 North Europe 
 South Europe

Source: Holdings



Source: Company



Source: EPB, Company

Source: EPB, Company



| Income statement      |        |        |        |        |        |        |        |        |        |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|                       | 2016   | 2017   | 2018   | 2019   | 2020   | 2021   | 2022e  | 2023e  | 2024e  |
| Net sales             | 1 744  | 2 173  | 2 852  | 3 081  | 3 709  | 3 773  | 3 945  | 4 024  | 4 144  |
| Total revenue         | 1 744  | 2 173  | 2 852  | 3 081  | 3 709  | 3 773  | 3 945  | 4 024  | 4 144  |
| Cost of goods sold    | -1 127 | -1 430 | -1 980 | -2 178 | -2 672 | -2 758 | -3 039 | -2 998 | -3 005 |
| Gross Profit          | 617    | 743    | 872    | 903    | 1 037  | 1 015  | 905    | 1 026  | 1 140  |
| Other operating costs | -540   | -612   | -701   | -770   | -832   | -889   | -1 342 | -864   | -890   |
| EBITDA, adjusted      | -419   | 169    | 230    | 284    | 404    | 329    | 202    | 353    | 446    |
| EBIT, adjusted        | -444   | 134    | 178    | 170    | 257    | 161    | 43     | 163    | 251    |
| EBIT                  | -444   | 134    | 178    | 170    | 257    | 161    | -435   | 163    | 251    |
| Financial items       | -24    | -22    | -15    | -54    | -53    | -46    | -43    | -61    | -61    |
| Profit before tax     | -468   | 112    | 163    | 116    | 204    | 115    | -478   | 102    | 190    |
| Taxes                 | -13    | -28    | -34    | -19    | -28    | -26    | 0      | -20    | -38    |
| Net income, adjusted  | -481   | 84     | 129    | 97     | 176    | 89     | 0      | 82     | 152    |
| Net income            | -481   | 84     | 129    | 97     | 176    | 89     | -478   | 82     | 152    |

Source: Midsona, EPB

| Cash flow statement                 |      |      |       |       |       |       |       |       |       |
|-------------------------------------|------|------|-------|-------|-------|-------|-------|-------|-------|
|                                     | 2016 | 2017 | 2018  | 2019  | 2020  | 2021  | 2022e | 2023e | 2024e |
| EBIT                                | -444 | 134  | 178   | 170   | 257   | 161   | -435  | 163   | 251   |
| Changes in working capital          | -34  | 6    | 30    | -23   | -36   | -308  | -69   | 199   | 55    |
| Cash flow from operating activities | -457 | 152  | 212   | 198   | 283   | -64   | 90    | 454   | 399   |
| Free cash flow                      | -457 | 152  | 212   | 198   | 283   | -64   | 90    | 454   | 399   |
| Dividends                           | -23  | -23  | -51   | -58   | -81   | -81   | 0     | 0     | -145  |
| New share issue / repurchase        | 801  | -46  | 240   | 647   | 198   | 175   | 641   | 0     | 0     |
| Other items                         | -848 | -91  | -357  | -712  | -369  | -175  | -129  | -80   | -83   |
| Cash flow                           | -527 | -8   | 44    | 75    | 31    | -145  | 602   | 374   | 171   |
| Net debt                            | 662  | 652  | 1 116 | 1 353 | 1 584 | 1 436 | 875   | 486   | 312   |

Source: Midsona, EPB

| Balance sheet                           |       |       |       |       |       |       |       |       |       |
|-----------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                                         | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022e | 2023e | 2024e |
| ASSETS                                  |       |       |       |       |       |       |       |       |       |
| Other intangible assets                 | 1 940 | 2 129 | 2 466 | 3 058 | 3 289 | 3 364 | 3 003 | 3 003 | 3 003 |
| Tangible fixed assets                   | 55    | 58    | 254   | 585   | 548   | 522   | 461   | 352   | 240   |
| Other fixed assets                      | 84    | 102   | 78    | 101   | 89    | 95    | 111   | 111   | 111   |
| Total fixed assets                      | 2 079 | 2 289 | 2 798 | 3 744 | 3 926 | 3 981 | 3 575 | 3 466 | 3 354 |
| Inventories                             | 244   | 272   | 482   | 529   | 643   | 783   | 871   | 649   | 592   |
| Accounts receivable                     | 209   | 213   | 259   | 290   | 290   | 403   | 452   | 430   | 443   |
| Other current assets                    | 23    | 29    | 59    | 44    | 73    | 67    | 59    | 59    | 59    |
| Cash and cash equivalents               | 65    | 54    | 101   | 173   | 195   | 53    | 655   | 1 044 | 1 218 |
| Total current assets                    | 541   | 568   | 901   | 1 036 | 1 201 | 1 306 | 2 037 | 2 182 | 2 312 |
| TOTAL ASSETS                            | 2 620 | 2 857 | 3 699 | 4 780 | 5 127 | 5 287 | 5 612 | 5 649 | 5 666 |
| EQUITY AND LIABILITIES                  |       |       |       |       |       |       |       |       |       |
| Equity                                  | 1 349 | 1 550 | 1 630 | 2 322 | 2 313 | 2 875 | 3 074 | 3 156 | 3 162 |
| Total equity                            | 1 349 | 1 550 | 1 630 | 2 322 | 2 313 | 2 875 | 3 074 | 3 156 | 3 162 |
| Long-term interest-bearing liabilities  | 706   | 665   | 1 130 | 1 382 | 1 526 | 1 314 | 1 331 | 1 331 | 1 331 |
| Total long-term liabilities             | 917   | 891   | 1 484 | 1 795 | 1 906 | 1 672 | 1 695 | 1 695 | 1 695 |
| Short-term interest-bearing liabilities | 21    | 41    | 87    | 144   | 253   | 175   | 199   | 199   | 199   |
| Accounts payable                        | 212   | 220   | 357   | 288   | 405   | 342   | 410   | 365   | 376   |
| Other current liabilities               | 0     | 0     | 0     | 2     | 0     | 15    | 10    | 10    | 10    |
| Total current liabilities               | 354   | 416   | 585   | 663   | 908   | 740   | 843   | 798   | 809   |
| TOTAL EQUITY AND LIABILITIES            | 2 620 | 2 857 | 3 699 | 4 780 | 5 127 | 5 287 | 5 612 | 5 649 | 5 666 |

Source: Midsona, EPB

| Growth and margins      |       |       |       |       |       |       |       |        |       |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|--------|-------|
|                         | 2016  | 2017  | 2018  | 2019  | 2020  | 2021  | 2022e | 2023e  | 2024e |
| Revenue growth          | -     | 25%   | 31%   | 8%    | 20%   | 2%    | 5%    | 2%     | 3%    |
| EBITDA growth, adjusted | -     | 140%  | 36%   | 23%   | 42%   | N.m.  | N.m.  | 75%    | 27%   |
| EBIT growth, adjusted   | -     | 130%  | 33%   | N.m.  | 51%   | N.m.  | N.m.  | 284%   | 54%   |
| EPS growth, adjusted    | -     | 116%  | 54%   | N.m.  | 81%   | N.m.  | N.m.  | 17130% | 86%   |
| Gross margin            | 35,4% | 34,2% | 30,6% | 29,3% | 28,0% | 26,9% | 23,0% | 25,5%  | 27,5% |
| EBITDA margin           | -     | 7,8%  | 8,1%  | 9,2%  | 10,9% | 8,7%  | 5,1%  | 8,8%   | 10,8% |
| EBITDA margin, adjusted | -     | 7,8%  | 8,1%  | 9,2%  | 10,9% | 8,7%  | 5,1%  | 8,8%   | 10,8% |
| EBIT margin             | -     | 6,2%  | 6,2%  | 5,5%  | 6,9%  | 4,3%  | Neg.  | 4,1%   | 6,1%  |
| EBIT margin, adjusted   | -     | 6,2%  | 6,2%  | 5,5%  | 6,9%  | 4,3%  | 1,1%  | 4,1%   | 6,1%  |
| Profit margin, adjusted | -     | 4,8%  | 4,5%  | 3,1%  | 4,7%  | 2,4%  | Neg.  | 2,0%   | 3,7%  |

Source: Midsona, EPB

| 2016 | 2017 | 2018         | 2019               | 2020                     | 2021                           | 2022e                                | 2023e                                        | 2024e                                                                                                                                                                     |
|------|------|--------------|--------------------|--------------------------|--------------------------------|--------------------------------------|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| -    | 6%   | 8%           | 5%                 | 8%                       | 3%                             | Neg.                                 | 3%                                           | 5%                                                                                                                                                                        |
| -    | 2%   | 2%           | 1%                 | 2%                       | 1%                             | 0%                                   | 1%                                           | 1%                                                                                                                                                                        |
| -    | 6%   | 7%           | 5%                 | 7%                       | 4%                             | 1%                                   | 4%                                           | 7%                                                                                                                                                                        |
|      | -    | - 6%<br>- 2% | - 6% 8%<br>- 2% 2% | - 6% 8% 5%<br>- 2% 2% 1% | - 6% 8% 5% 8%<br>- 2% 2% 1% 2% | - 6% 8% 5% 8% 3%<br>- 2% 2% 1% 2% 1% | - 6% 8% 5% 8% 3% Neg.<br>- 2% 2% 1% 2% 1% 0% | -         6%         8%         5%         8%         3%         Neg.         3%           -         2%         2%         1%         2%         1%         0%         1% |

Source: Midsona, EPB

| Capital efficiency                        |      |      |      |      |      |      |       |       |       |
|-------------------------------------------|------|------|------|------|------|------|-------|-------|-------|
|                                           | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022e | 2023e | 2024e |
| Inventory / total revenue                 | 14%  | 13%  | 17%  | 17%  | 17%  | 21%  | 22%   | 16%   | 14%   |
| Accounts receivable / total revenue       | 12%  | 10%  | 9%   | 9%   | 8%   | 11%  | 11%   | 11%   | 11%   |
| Accounts payable / COGS                   | 19%  | 15%  | 18%  | 13%  | 15%  | 12%  | 13%   | 12%   | 13%   |
| Total short-term liabilities / total cost | 34%  | 72%  | 91%  | 107% | 143% | 108% | 120%  | 118%  | 117%  |
| Working capital / total revenue           | 8%   | 6%   | 11%  | 11%  | 9%   | 18%  | 19%   | 13%   | 12%   |
| Capital turnover rate                     | 0,8x | 1,0x | 1,0x | 0,8x | 0,9x | 0,9x | 0,9x  | 0,9x  | 0,9x  |

Source: Midsona, EPB

| Financial position |       |      |       |       |       |       |       |       |       |
|--------------------|-------|------|-------|-------|-------|-------|-------|-------|-------|
|                    | 2016  | 2017 | 2018  | 2019  | 2020  | 2021  | 2022e | 2023e | 2024e |
| Net debt           | 662   | 652  | 1 116 | 1 353 | 1 584 | 1 436 | 875   | 486   | 312   |
| Equity ratio       | 51%   | 54%  | 44%   | 49%   | 45%   | 54%   | 55%   | 56%   | 56%   |
| Net debt / equity  | 0,5x  | 0,4x | 0,7x  | 0,6x  | 0,7x  | 0,5x  | 0,3x  | 0,2x  | 0,1x  |
| Net debt / EBITDA  | -1,6x | 3,9x | 4,9x  | 4,8x  | 3,9x  | 4,4x  | 4,3x  | 1,4x  | 0,7x  |

Source: Midsona, EPB

| Per share data                           |       |      |      |      |      |       |       |       |       |  |
|------------------------------------------|-------|------|------|------|------|-------|-------|-------|-------|--|
|                                          | 2016  | 2017 | 2018 | 2019 | 2020 | 2021  | 2022e | 2023e | 2024e |  |
| EPS                                      | -11,3 | 1,83 | 2,80 | 1,49 | 2,71 | 1,22  | -6,58 | 0,56  | 1,05  |  |
| EPS, adjusted                            | -11,3 | 1,83 | 2,80 | 1,49 | 2,71 | 1,22  | 0,00  | 0,56  | 1,05  |  |
| FCF per share                            | -10,7 | 3,30 | 4,61 | 3,05 | 4,35 | -0,88 | 1,23  | 3,12  | 2,74  |  |
| Dividend per share                       | 1,10  | 1,25 | 1,25 | 1,25 | 1,25 | 0,00  | 0,80  | 1,00  | 1,00  |  |
| Book value per share                     | 31,6  | 33,7 | 35,4 | 35,7 | 35,6 | 39,5  | 42,3  | 21,7  | 21,7  |  |
| Number of shares, m                      | 42,6  | 46,0 | 46,0 | 65,0 | 65,0 | 72,9  | 72,7  | 145   | 145   |  |
| Number of shares after dilution, average | 42,6  | 46,0 | 46,0 | 65,0 | 65,0 | 72,9  | 72,7  | 145   | 145   |  |

Source: Midsona, EPB

| Valuation              |       |       |       |       |       |        |               |        |       |
|------------------------|-------|-------|-------|-------|-------|--------|---------------|--------|-------|
|                        | 2016  | 2017  | 2018  | 2019  | 2020  | 2021   | 2022e         | 2023e  | 2024e |
| P/E, adjusted          | -3,5x | 28,5x | 19,5x | 33,1x | 28,7x | 44,3x  | -2507,0x      | 14,7x  | 7,9x  |
| P/BV                   | 1,2x  | 1,5x  | 1,5x  | 1,4x  | 2,2x  | 1,4x   | 0,2x          | 0,4x   | 0,4x  |
| P/FCF                  | -3,6x | 15,7x | 11,9x | 16,2x | 17,9x | -61,6x | 6,7x          | 2,7x   | 3,0x  |
| FCF-yield              | -27%  | 6%    | 8%    | 6%    | 6%    | -2%    | 15%           | 38%    | 33%   |
| Dividend yield         | 2,8%  | 2,4%  | 2,3%  | 2,5%  | 1,6%  | 0,0%   | 9,7%          | 12,1%  | 12,1% |
| Payout ratio, adjusted | -9,8% | 68,5% | 44,6% | 83,8% | 46,2% | 0,0%   | -<br>24221,9% | 177,8% | 95,7% |
| EV/Sales               | 1,3x  | 1,4x  | 1,3x  | 1,5x  | 1,8x  | 1,4x   | 0,4x          | 0,4x   | 0,4x  |
| EV/EBITDA, adjusted    | -5,6x | 18,0x | 15,8x | 16,1x | 16,4x | 16,3x  | 7,3x          | 4,8x   | 3,4x  |
| EV/EBIT, adjusted      | -5,2x | 22,7x | 20,4x | 26,8x | 25,8x | 33,4x  | 34,7x         | 10,3x  | 6,0x  |
| EV                     | 2 330 | 3 044 | 3 635 | 4 564 | 6 641 | 5 378  | 1 477         | 1 690  | 1 516 |
| Share price, year end  | 39,1  | 52,0  | 54,8  | 49,4  | 77,8  | 54,1   | 8,3           | 8,3    | 8,3   |

Source: Midsona, EPB

## Disclaimer

This publication ("the Publication") has been prepared by Erik Penser Bank AB ("the Bank") for information purposes and for general distribution, and is not intended to be advisory. The Bank is authorised to conduct banking and securities business and is regulated by Finansinspektionen (the Swedish Financial Supervisory Authority). The contents of the Publication were based on information from publicly available sources that the Bank believes to be reliable. The Bank can, however, never guarantee the accuracy or completeness of the information contained in the Publication or of any forecasts and recommendations provided.

As an aspect of preparing the Publication, the analysed company ("the Company") has verified the factual content of the Publication. The Company is, however, never able to influence the parts of the Publication that present conclusions or valuations.

Views provided in the Publication represent the analyst's own views at the time the Publication was prepared and these views may change. The Bank provides no assurance that future events will be consistent with the views expressed in the Publication. The information provided in the Publication should not be construed as advice or solicitation to execute transactions. Nor is the information directed at the individual recipient's knowledge about and experience with investments or the recipient's financial situation or investment objectives. The Publication thus does not constitute investment advice and should not be construed as such. This means that investment decisions based on the Publication are always made independently by the investor and the Bank thus disclaims any and all liability for any loss or direct or indirect injury arising from the use of this Publication. Investments in financial instruments are associated with financial risk, as they may both increase or decrease in value. Past performance of an investment is not a guarantee of future performance.

#### Fair value and risk

The fair value reflects the value of the share on the date the research was published within a range of approximately 5-10%. The Bank uses several different valuation models to value financial instruments including but not limited to discounted cash flow models, multiple valuation and sum-of-the-parts estimates.

The valuation method and approach used to determine fair value are specified in the analysis and may vary from one company to the next. Material assumptions used in the valuation are based on market data available at any given time and upon a scenario for a company's future performance that we believe to be reasonable. The valuation method should be read together with the risk classification. Regarding risk classification: The share is classified according to a High/Medium/Low scale, based on several known metrics that are relevant to the Company. A general guideline for a "low risk" classification is that the Company has positive cash flow and that no individual factor affects revenues by more than 20%. A corresponding general description of "high risk" is that the Company has not achieved positive cash flow or that an individual factor affects revenues by more than 50%.

For more detailed information about valuation models, click here.

#### General

The Publication shall not be duplicated or distributed without the Bank's consent. The Publication shall not be distributed or made available to any natural or legal person in the United States of America (except as provided in Rule 15a – 16, Securities Exchange Act of 1934), Canada or any other country in which distribution and availability of the contents of the Publication are restricted by law.

The Bank's Research Department is governed by organisational and administrative rules established to deter and prevent conflicts of interest and to assure the objectivity and independence of analysts. In order to deter conflicts of interest, the Bank has taken actions including preventing unauthorised spread of information, also known as "Chinese Walls". The Research Department is thus physically segregated from the Corporate Finance Department, which is also not allowed to participate in producing a publication or to express views regarding a publication. The Bank also has internal rules designed to manage any conflicts of interest among the analyst, the Company and the Bank.

It may, however, occur from time to time that the Bank performs services for a company that is mentioned in a Publication. The Bank may, for example, act as an adviser to or issuing institution for the Company or as a liquidity provider for a security issued by the Company. This is disclosed in the Publication if applicable. The Bank, its owners, directors, or employees may own shares in the analysed company. The Bank has, however, established internal restrictions concerning employee trading in financial instruments that are the subject of analysis and has designed internal rules for employees' personal transactions that apply to analysts. All employees of the Bank are required to report all holdings of securities and all transactions. The analyst that prepared the Publication and other contributors who have knowledge of the conclusions of the analysis are not allowed to trade on their own account in the relevant financial instrument or related financial instruments.

The Bank pays salary to the analyst which may also consist of a share in the Bank's profits but is never dependent upon the financial performance of another department.

The research presented in the Publication has been performed in accordance with the terms and conditions of the "Penser Access" service that the Bank provides to the Company. <u>Click here</u> for more information about the service.

Unless otherwise expressly stated in the Publication, the analysis will be updated quarterly and whenever the Bank's Research Department finds it necessary due to, for example, material changes in market conditions or events related to the analysed company or financial instrument.

The Bank is remunerated by the Company for the Penser Access service.

Erik Penser Bank (publ.) Apelbergsgatan 27 Box 7405 103 91 STOCKHOLM Tel: +46 8 463 80 00 Fax: +46 8 678 80 33 www.penser.se