May 17, 2022

Information Analysis

Analyst

Daniel Großjohann +49 69 71 91 838 -42 Daniel.Grossjohann@bankm.de **Evaluation Result**

Fair Value

BUY

€88.00

(previous: Buy)

(previous: €90.60)



Find BankM Research on Bloomberg, CapitalIQ, Factset, ResearchPool, Thomson Reuters, vwd and www.BankM.de

IT-Services

Secto

Expansion track continues unabated in Q2, sales guidance raised moderately

In the first half of 2021/22, the All for One Group was able to expand revenue to €230.4 million (+24%). The organic growth rate of 10% shown in Q1 (calendar Q4) was confirmed in Q2 despite an increasingly challenging environment. CONVERSION/4 revenues grew by more than 400% to €5.1 million, and the momentum is expected to remain high. On the earnings side, the Group showed more moderate growth at first glance (EBIT: €13 million, +14%), although the key figure "EBIT before M&A effects" reported for the first time (€17.7 million; +37%) illustrates that the positive operating margin development is temporarily skewed by M&A effects. With a current share of recurring revenues of 51% and the SAP S/4HANA migration wave starting up, All for One Group is in a better position than many peers in the current uncertain macro environment. The valuation (EV/EBIT 10.7, with organic growth of 10%) still seems attractive to us.

- The full acquisition of POET GmbH and a majority stake in the subsidiary POET Egypt strengthens the CX (Customer Experience) area of the All for One Group. Here, the Group has so far been positioned with B4B Solutions, which will now be decisively strengthened especially in the area of self-developed solutions and of developer expertise.
- The (volatile) license business (€20.8 million; +73%) was surprisingly strong in H1 2021/22. Fundamentally, however, the transformation towards the cloud continues unabated. This contributes decisively to a continuous growth of the strategically important recurring revenues (H1 21/22: €118.5 million), consisting of Cloud Services and Support (+32%), Software Support (+4.8%) and CONVERSION/4 (+416%).
- Targeted acquisitions are an integral part of the company's strategy to strengthen its own service portfolio. Costs directly attributable to acquisitions such as purchase price allocation (PPA), as well as acquisition-related expenses and income - overlay the operating margin. The new key figure "EBIT before M&A" provides a value adjusted for these special effects, which allows better conclusions to be drawn about revenue scaling.

Company Outlook: All for One Group has slightly raised its sales outlook and now expects sales of €440 million to €460 million (previously €430 million to €450). EBIT is expected to remain unchanged at between €24 million and €26 million. The Ukraine war and the pandemic, as well as the associated supply chain issues, represent the greatest risks for the economic development.

Key Data / Earnings

	Sales	EBITDA	adj.EBIT	EBT	adj. net a	ıdj. EPS	DPS	EBIT-	Net-
Year	(mIn €)	(mln €)	(mln €)	(mln €)	(mln €)	(€)	(€)	Margin	Margin
2019/20	355.4	41.3	19.3	17.9	12.7	2.55	1.20	5.4%	3.6%
2020/21	372.9	42.1	20.6	19.3	13.3	2.68	1.45	5.5%	3.6%
2021/22	455.0	50.7	25.5	24.1	16.7	3.35	1.45	5.6%	3.7%
2022/23e	491.4	56.1	31.0	29.6	20.5	4.12	1.61	6.3%	4.2%
2023/24e	511.0	62.7	36.5	35.2	24.4	4.91	1.72	7.1%	4.8%
Source: All for One Group SE, BankM Research (e)									

WKN 511000 DE0005110001 A1OS GY/A1OS.DE Bloomberg/Reuters **IFRS** Accounting standard Financial year Sep 30 Q3 2021/22 August 4, 2022 Market segment Regulated Market Transparency standard Prime Standard 22/23e 23/24e Financial ratios 21/22e EV/Sales 0.60 EV/EBITDA 5.4 4.9 4.4 EV/EBIT 10.8 7.5 8.8 P/E adi. 172 14 0 118 Price/Bookvalue 2.9 2.5 2.2 Price/FCF 8.38 ROE (in %) 20.0 17.5 19.2 Dividend vield (in %) 2.51 2.79 2.97 Number of shares outs. (in mln) MarketCap / EV (in € mln) 287/273 Free float (in %) 50 Ø daily trading vol. (3M, in k€) 82 12M high / low (in €; XETRA-close) 75.20/57.00 Price May 16, 2022 (in €; XETRA-close) 57.80 6M 12M Performance 1M absolute (in %) -15% -3%



26%

DAX-Subsector IT-Services

Performance All for One Group (XETRA; red) vs. DAXsubsector IT-Services (blue)

Source: Bloomberg

relative (in %)

Benchmark index

PLEASE CONSIDER IMPORTANT INFORMATION, DISCLOSURES AND THE DISCLAIMER AT THE END OF THIS DOCUMENT!

Note regarding MiFID II: This research report has been prepared by order of the issuer based on a contractual agreement and is being compensated for by the issuer. The research report has simultaneously been made publicly available to all interested persons. Hence, the receipt of this research report is to be regarded as a permitted insignificant non-monetary benefit according to § 64 para 7 sentence 2 No. 1 and 2 of the German Securities Trading Act (WpHG). BankM AG is the designated sponsor of the company's stock and in this function as a designated sponsor regularly holds a trading stock or long or short positions in the company's stock. Equity investments generally involve high risks. Potential investors should take into account that share prices may fall and rise and that income from an investment may fluctuate considerably. Investors may lose some or all of the money invested. Investors make their decisions at their own risk. BankM AG, Frankfurt, is responsible for the preparation of this document.

- 2/7 - May 17, 2022

Customer Experience (CX) specialist POET strengthens development expertise POET GmbH, which was acquired on May 1, 2022, is a long-standing SAP Gold Partner and generated sales of around €7.9 million in 2021, generating a positive result. The base purchase price of €8 million is subject to subsequent variable adjustments linked to the development of sales and EBIT. The implied 2021 EV/sales multiple is above 1 (max. approx. 1.25), which we consider to be justified as the transaction not only brought in 110 CX specialists, but also acquired a development company via the indirectly acquired majority (75%) in POET Egypt (Alexandria). Prior to the acquisition of POET, the topic of customer experience was addressed by B4B Solutions across the group. The acquisition takes the CX area to a new level and secures access to near-shore development expertise that can also be used in other areas.

Post-merger integration on track

In addition to POET, All for One Group has already made three acquisitions in the first quarter of 2021/22. The post-merger integration is developing successfully in all cases. The majority acquisition of All for One Poland (formerly SNP Poland) provides a good example of how near-shore capacities can be successfully used to decisively strengthen existing activities (in this case SAP S/4HANA Transformation). The acquisition of All for One Poland (400 employees and approximately €29 million in sales in 2020) also marked the company's successful entry into the Polish market.

Incipient SAP S/4HANA migration wave drives CONVERSION/4 revenues CONVERSION/4 revenues, which are recurring in nature, grew significantly to €5.1 million (+416%). In the first half of the fiscal year alone, 18 new contracts were signed. The SAP S/4HANA migration with CONVERSION/4 is not only secure, but also takes place with zero downtime. This unique approach therefore also appeals to SAP customers who are not among the approximately 1,000 SAP customers served by the All for One Group.

Segment analysis

Both segments contributed to revenue growth, with the larger CORE (ERP, Collaboration) segment showing more dynamic growth in terms of revenue (€199.6 million; +27.4%) and EBIT (€11.1 million; +44.3%). The LOB (Line of Business) segment achieved sales of €38.7 million (+7.5%), while EBIT shrank to just under €2 million (-35.6%). As a result of the deterioration in sentiment (Ukraine war, risk of stagflation), some projects were postponed, which had an impact on employee capacity utilization and was reflected in the margin.

Promissory note loan with ESG bridge

The promissory note loan successfully placed in May 2022 (volume €40 million; maturities 6 and 8 years) secures additional room for maneuver for further acquisitions and product portfolio expansions at the currently still attractive, low interest rate level. The promissory note loan is equipped with sustainability components that would lead to a higher interest burden in the event of nonfulfillment.



May 17, 2022 Tables - 3/7 -

Tables

Profit and Loss Account (in € m)	2019/20	2020/21	2021/22e	2022/23e	2023/24e
Sales revenues	355.393	372.937	454.983	491.382	511.037
Change in finished goods and work in progress	0.000	0.000	0.000	0.000	0.000
Other own cost capitalized	0.000	0.000	0.000	0.000	0.000
Other operating income	4.203	4.196	5.119	5.529	5.750
Total performance	359.596	377.133	460.102	496.910	516.787
Cost of material	-133.237	-141.838	-169.681	-179.127	-184.089
Gross profit	226.359	235.295	290.421	317.784	332.698
Personnel expenses	-156.449	-169.567	-212.051	-233.375	-240.594
Other operating expenses	-28.619	-23.651	-27.643	-28.274	-29.380
EBITDA	41.291	42.077	50.727	56.135	62.724
Depreciation and amortisation	-22.004	-21.444	-25.251	-25.183	-26.191
EBIT	19.287	20.633	25.476	30.952	36.533
Adjusted EBIT	19.287	20.633	25.476	30.952	36.533
Financial result	-1.383	-1.310	-1.345	-1.342	-1.339
Non operating result before taxes	0.000	0.000	0.000	0.000	0.000
Pre tax result	17.904	19.323	24.132	29.610	35.194
Non operating result after taxes	0.000	0.000	0.000	0.000	0.000
Taxes	-4.828	-5.808	-7.254	-8.902	-10.580
Minority interest	-0.354	-0.168	-0.168	-0.168	-0.168
Net result	12.722	13.347	16.709	20.541	24.446
Adjustments	0.000	0.000	0.000	0.000	0.000
Adjusted net result	12.722	13.347	16.709	20.541	24.446
Average number of shares	4.98	4.98	4.98	4.98	4.98
EPS	2.55	2.68	3.35	4.12	4.91
Adjusted EPS	2.55	2.68	3.35	4.12	4.91
DPS	1.20	1.45	1.45	1.61	1.72

Source: All for One Group SE, BankM Research (e)

Cash Flow Statement (in €m)	2019/20	2020/21	2021/22e	2022/23e	2023/24e
Net cash provided by operating activites	41.367	34.783	38.134	44.808	39.476
Net cash used in investing activities	-7.196	-5.633	-35.731	-8.350	-8.684
Net cash provided by financing activities	6.515	-23.233	17.776	-20.720	-18.033
Change in cash and securities	40.591	5.884	20.179	15.739	12.760
Cash and securities at the end of the period	69.089	75.005	95.184	110.923	123.683
Source: All for One Group SE, BankM Research (e)					

- 4/7 - Tables May 17, 2022

Balance of Accounts (in €m)	2019/20	2020/21	2021/22e	2022/23e	2023/24e
Long term assets	120.862	122.682	159.162	142.328	124.821
Intangible assets	63.683	60.661	93.694	67.335	49.546
Tangible assets	15.473	15.165	17.846	16.834	16.515
Right-of-use assets	35.032	39.958	40.724	51.262	51.862
Financial assets	6.674	6.898	6.898	6.898	6.898
Current assets	116.192	124.523	155.596	176.168	191.537
Inventories	0.000	0.000	0.000	0.000	0.000
Trade receivables	38.087	40.499	49.409	53.361	55.496
Cash and securities	69.089	75.005	95.184	110.923	123.683
Other assets	13.650	17.742	17.742	17.742	17.742
Total assets	250.704	264.947	332.500	336.238	334.101
Equity	88.784	91.428	101.085	114.578	131.165
Reserves	88.743	91.219	100.708	114.033	130.452
Minorities	0.041	0.209	0.377	0.545	0.713
Provisions	5.814	4.253	4.373	4.498	-15.371
Liabilities	102.642	110.543	142.320	132.439	133.583
Liabilities to financial institutions	48.353	48.396	75.106	52.568	51.968
Lease Liabilities	35.678	40.434	40.724	51.262	51.862
Trade payables	16.784	18.951	23.120	24.970	25.969
Non interest bearing liabilities	1.827	2.762	3.370	3.639	3.785
Other liabilities	53.464	58.723	84.723	84.723	84.723
Total equity and liabilities	250.704	264.947	332.500	336.238	334.101

Source: All for One Group SE, BankM Research (e)

May 17, 2022 Tables - 5/7 -

Key ratios	2019/20	2020/21	2021/22e	2022/23e	2023/24e
Valuation ratios					
EV/Sales	0.66	0.86	0.60	0.56	0.54
EV/EBITDA	5.67	7.64	5.40	4.88	4.37
EV/EBIT	12.14	15.58	10.75	8.85	7.50
P/E reported	16.94	22.86	17.23	14.02	11.78
P/E clean	16.94	22.86	17.23	14.02	11.78
PCPS	6.25	8.94	6.84	6.28	5.67
Price/Book Value	2.43	3.35	2.86	2.53	2.21
Profitability ratios					
Gross Margin	63.7%	63.1%	63.8%	64.7%	65.1%
EBITDA margin	11.6%	11.3%	11.1%	11.4%	12.3%
EBIT margin	5.4%	5.5%	5.6%	6.3%	7.2%
Pre tax margin	5.0%	5.2%	5.3%	6.0%	6.9%
Net margin	3.6%	3.6%	3.7%	4.2%	4.8%
ROE	15.3%	15.0%	17.5%	19.2%	20.0%
ROCE	11.8%	12.0%	12.7%	14.2%	17.7%
Productivity ratios					
Sales/employees (in € `000)	193	187	184	188	186
Net result/employees (in € `000)	7	7	7	8	9
Number of employees	1841	1991	2469	2617	2748
Financial ratios					
Equity ratio	35.4%	34.5%	30.4%	34.1%	39.3%
Dividend yield	2.8%	2.4%	2.5%	2.8%	3.0%
Cash flow ratios					
Cash earnings per share	6.97	6.98	8.42	9.18	10.16
Operating cash flow per share	6.92	6.85	8.45	9.20	10.19
Free-cash-flow per share	5.42	5.58	6.90	7.53	8.45
Other ratios					
Depreciation/sales	6%	6%	6%	5%	5%
Capex/sales	2%	2%	2%	2%	2%
Working capital/sales	8%	7%	7%	7%	7%
Tax rate	27%	30%	30%	30%	30%

Source: All for One Group SE, BankM Research (e)

May 17, 2022

Important information, disclosures and disclaimer

Note regarding MiFID II: This research report has been prepared by order of the issuer based on a contractual agreement and is being compensated for by the issuer. The research report has simultaneously been made publicly available to all interested persons. Hence, the receipt of this research report is to be regarded as a permitted insignificant non-monetary benefit according to § 64 para 7 sentence 2 No. 1 and 2 of the German Securities Trading Act (WpHG).

A. Important information

Equity investments generally involve high risks. Investors may lose some or all of the money invested. Potential investors should take into account that share prices may fall and rise and that income from an investment may fluctuate considerably. Past performance is no guarantee for future results. Investors make their decisions at their own risk.

B. Disclosures according to § 85 WpHG and Regulation (EU) No. 596/2014 (MAR) and the Commission Delegated Regulation (EU) No. 958/2016 and the Commission Delegated Regulation (EU) No. 565/2017:

I. Information about author, company held accountable, regulatory authority:

Responsible for the content of this document: BankM AG, Frankfurt am Main, Germany ("BankM").

Author: Daniel Grossjohann, analyst.

Regulatory authority for BankM is the Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin), Graurheindorfer Straße 108, 53117 Bonn, Germany and Lurgiallee 12, 60439 Frankfurt am Main, Germany.

Issuer of the analysed instruments is All for One Group SE.

Notice regarding previous publications regarding the issuer within the last 12 months:

Analyst	Date	Evaluation Result	Fair Value
Daniel Großjohann	17.05.2021	Buy	€ 75.00
Daniel Großjohann	13.08.2021	Buy	€ 86.00
Daniel Großjohann	18.11.2021	Buy	€ 86.00
Daniel Großjohann	11.01.2022	Buy	€ 89.00
Daniel Großjohann	14.02.2022	Buy	€ 90.60

II. Additional Information:

1. Sources of information:

Main sources of information for the compilation of this document are publications in national and international media and information services (e.g. Reuters, VWD, Bloomberg, dpa-AFX, ACMR-IBIS World and others), financial newspapers and magazines (e.g. Börsenzeitung, Handelsblatt, Frankfurter Allgemeine Zeitung, Economist and others), specialist media, published statistics, rating agencies as well as publications by peer group companies and the company itself. Furthermore, talks with the management of the issuer have been held. This document was made available to the issuer before publication to ensure the accuracy of the information provided. This resulted to no changes in content.

2. Summary of the valuation principles and methods used to prepare this document:

BankM uses a 3-tier absolute rating model. The ratings are the evaluation results and refer to a fair value pricing reflecting a time-horizon of up to 12 months.

BUY: The calculated fair value of the company's stock is at least 15 % higher than the current market price at the time of the compilation of this document.

HOLD: The calculated fair value of the company's stock lies between -15% and +15 % of the current market price at the time of the compilation of this document.

SELL: The calculated fair value of the company's stock is at least 15 % lower than the current market price at the time of the compilation of this document.

The following valuation methods are being used: Multiple-based models (Price/Earnings, Price/Cash-flow, Price/Book value, EV/Sales, EV/EBIT, EV/EBITA, EV/EBITA), peer-group comparisons, historical valuation approaches, discount models (DCF, DDM), break-up value and sum-of-the-parts-approaches, asset-based evaluation methods or a combination of the above. The used valuation models depend on macroeconomic factors, such as interest rates, exchange rates, raw materials and on basic assumptions about the economy. Additionally, market sentiment affects the valuation of companies. The valuation is also based on expectations that might change rapidly and without notice, depending on developments specific to individual industries. Rendered evaluation results and fair values derived from the models might therefore change respectively. The evaluation results in general relate to a 12-month horizon. However, evaluation results are subject to changing market conditions and represent only the situation at a given point of time. The evaluation results and fair value prices may in fact be achieved more quickly or slowly than expected by the analysts. Also, the evaluation results and fair value prices might need to be revised upward or downward.

3. Date of first publication of this document:

May 17, 2022 (09:00 CEST)

4. Date and time of prices of the instruments quoted in this document:

Closing prices of May 16, 2022

5. Updates:

A specific date or time for an update of this document has not been set. The information given in this document reflects the author's judgement on the date of this publication and is subject to change without notice; it may be incomplete or condensed and it may not contain all material information concerning the company covered. It is in the sole responsibility of BankM to decide on a potential update of this document.



May 17, 2022

Important information, disclosures and disclaimer - 7/7 -

III. Disclosures about potential conflicts of interest:

1. BankM's business model is based on economic relationships with issuers and equity transactions to be performed relating to the issuer's stock. BankM has entered into an agreement about the preparation of this document with the issuer that is, or whose financial instruments are, the subject of this document.

BankM (incl. subsidiaries and affiliates), the authors of this document as well as other persons that were involved in the compilation of this document or affiliated parties:

- do not have a major shareholding (shareholding exceeding 5%) of the share capital of the issuer
- have not, within the past twelve months, participated in leading a consortium for the issue via public offer of the financial instruments that are, or whose issuers are, the subject of this document,
- Have, within the past twelve months, not been party to an agreement on the provision of investment banking services with the issuer, that is,
 or whose financial instruments are, subject of this document and have not received or will not receive a compensation under the terms of this
 agreement during the same period,
- · have no other significant economic interests relating to the issuer that is, or whose financial instruments are, the subject of this analysis.
- 2. In the function as a designated sponsor, BankM manages the financial instruments that are, or whose issuers are, the subject of the financial analysis on a market by placing buy or sell orders and will regularly hold a trading stock or long or short positions in the issuer's stock.
- 3. BankM's internal organisation is aligned with the prevention of conflict of interests in producing and distributing research reports. Possible conflicts of interests will be treated adequately. In particular, physical and non-physical boundaries were installed to keep analysts from gaining access to information that possibly could constitute a conflict of interest for the bank. Insiders' dealings according to Art. 14 Regulation (EU) 596/2014 categorically are prohibited. All staff members of BankM that have access to inside information categorically have to disclose all dealings in financial instruments to the internal compliance department. The compliance of legal requirements and supervisory regulations is subject to continuous supervision and control of the compliance department of BankM. In this regard, the right to restrict employees' dealings in financial instruments is reserved.
- 4. The remuneration of the analysts mentioned above is not dependent on any investment banking transactions of BankM or its affiliates. The analysts that compiled this document did not receive or acquire shares in the issuer that is, or whose financial instruments are, the subject of this document at any time. The analysts mentioned above herby certify that all the views expressed accurately reflect their personal views about the issuer and that no part of their compensation was, is or will be, directly or indirectly, related to the specific evaluation result or views expressed by the analyst in this document.
- 5. Updated information according to Commission Delegated Regulation (EU No. 958/2016 Art. 6 sec. 3 is available at: http://www.bankm.de/webdyn/138_cs_Gesetzliche+Angaben.html.

C. Disclaimer:

This document was compiled by BankM solely for informational purposes and for the personal use by persons in Germany that are interested in the company and who purchase or sell transferable securities for their own account or the account of others in the context of their trade, profession or occupation. This document neither constitutes a contract nor any kind of obligation.

This document and its content, in whole or in part, may not be reproduced, distributed, published or passed on to any other person without the prior written consent of BankM.

This publication is for distribution in or from the United Kingdom only with the prior written consent of BankM and only to persons who are authorised persons or exempted persons within the meaning of the Financial Services and Markets Act 2000 of the United Kingdom or any order made there under or to investment professionals as defined in Section 19(5) of the Financial Services and Markets Act 2000 (financial promotion) order 2005 (the order) respectively in the version as amended from time to time and is not intended to be distributed or passed on, directly or indirectly, to any other class of persons.

Neither this document nor any copy of it may be taken or transmitted into the United States of America, Canada, Japan or Australia or distributed, directly or indirectly, in the United States of America, Canada, Japan or Australia or to any resident thereof.

The distribution of this document in other jurisdictions may be restricted by law, and persons who are in possession of this document have to inform themselves about any such restrictions and observe any such restrictions.

This document is not intended to be an offer, or the solicitation of any offer to buy or sell the securities referred to herein. This document is intended to provide information to assist institutional investors in making their own investment decisions, not to provide investment advice to any specific investor. Potential investors should seek professional and individual advice before making their investment decisions. Investment decisions must not be based on this document. [For the purposes of the listing of the shares on the regulated market (Regulierter Markt) of the Frankfurt Stock Exchange a prospectus has been prepared. This Prospectus has been approved by the German Federal Financial Supervisory Authority (Bundesanstalt für Finanzdienstleistungsaufsicht – "BaFin") and can be downloaded at www.companya.de. Potential investors are strongly recommended to read the prospectus before buying shares of the company.]

The information within this document has been obtained from sources believed by BankM to be reliable, but BankM does not examine the information to be accurate and complete, nor guarantees its accuracy and completeness. Although due care has been taken in compiling this document, it cannot be excluded that the information given is incomplete or the document contains errors. The liability of BankM shall be restricted to gross negligence and wilful misconduct. All opinions expressed in this document are those of BankM respectively the authors and subject to change without notice. Possible errors or incompleteness of this document may be corrected by BankM and do not constitute grounds for liability, neither with regard to indirect nor to direct or consequential damages. Only in case of failure in essential tasks, BankM is liable for simple negligence. In addition, BankM does not accept any liability or responsibility for any loss arising from any use of this publication or its contents or otherwise arising in connection herewith. In any case, the liability of BankM is limited to typical, foreseeable damages and the liability for any indirect damages is excluded.

By accepting this document, the reader/user of this document agrees to be bound by all of the foregoing provisions and this disclaimer. Moreover, the user agrees not to distribute this document to unauthorized persons. The user of this document shall indemnify BankM for any damages, claims, losses, and detriments resulting from or in connection with the unauthorized use of this document.

This document is subject to the laws of the Federal Republic of Germany. Place of jurisdiction is Frankfurt am Main, Germany.

Should certain specifications of this disclaimer not be legally binding or become legally non-binding, this will have no impact on the legally binding character of this disclaimer and its other legal specifications.

This document is not intended for use by persons resident in any jurisdiction that regulates access to such documents by applicable laws. Investment decisions must not be based on any statement in this document. Persons in possession of this document should inform themselves about possible legal restrictions and observe them accordingly. In case of uncertainty persons should not access and/or consider the content of this document in any decisions. This document is not intended for use by persons that are classified as US-persons under the United States Securities Act.

© 2022 BankM AG, Mainzer Landstraße 61, D-60329 Frankfurt. All rights reserved.

