

M1 Kliniken AG

Germany / Healthcare Facilities & Services Frankfurt Bloomberg: M12 GR

ISIN: DE000A0STSQ8

Nine month results

RATING PRICE TARGET

BUY € 13.20

Return Potential Risk Rating 30.7% High

ANOTHER PIECE OF THE STRATEGIC PUZZLE

In November, M1 bolstered its botox supply chain with the acquisition of Nutri Care GmbH and its fully owned subsidiary, Direct Apotheke Venlo BV. The latter will be able to supply M1 with competitively priced botox to help reduce procurement costs for the company's core injectables business. Meanwhile, nine month KPIs again featured an exceptionally strong showing by the Beauty segment. Performance was led by the German clinic network that contributed €42m in turnover with a 29% EBIT margin, including a 34% margin in the July-to-September period. We have upped our forecasts and TP to €13.2 (old: €11.9) to account for the better thar expected earnings performance and remain Buy-rated on M1 Kliniken.

Better solution to secure botox supply The success of M1 hinges largely on its strong purchasing power that entrenches the beauty specialist as a price leader and drives a self-reinforcing business model, whereby affordable pricing attracts new clients into a complete lifestyle and beauty ecosystem. M1 had planned to bolster its botox supply and pricing power with the launch of a private label product via its Haemato subsidiary. But management recently reported they have terminated the agreement with Haemato's Korean partner and are shutting down their botox project noting that envisioned economics had unfavourably shifted with the recent market entrance of two new suppliers (see Haemato note of 13 December 2023). To buttress its botox supply chain, M1 recently purchased Nutri Care GmbH along with its fully owned subsidiary Direct Apotheke Venlo BV. The latter runs an online pharmacy business and also owns a Dutch pharma wholesaler that recently inked a multi-year supply deal with a top manufacturer of botulinum toxin for the EU market. The acquisition effectively replaces the aborted private label project and will allow M1 to reinforce its price leadership position as it continues its expansion. (p.t.o.)

FINANCIAL HISTORY & PROJECTIONS

	2020	2021	2022	2023E	2024E	2025E
Revenue (€m)	159.59	314.61	285.29	306.10	317.46	346.14
Y/Y growth	106.7%	97.1%	-9.3%	7.3%	3.7%	9.0%
EBIT (€m)	4.41	12.14	9.35	15.21	17.99	23.40
EBIT margin	2.8%	3.9%	3.3%	5.0%	5.7%	6.8%
Net income (€m)	6.83	8.90	4.32	7.07	8.34	10.82
EPS (diluted) (€)	0.37	0.45	0.22	0.36	0.42	0.55
DPS (€)	0.00	0.00	0.00	0.00	0.00	0.00
FCF (€m)	12.65	15.90	19.65	11.31	15.69	19.28
Net gearing	7.5%	-10.8%	-20.4%	-23.3%	-27.7%	-32.7%
Liquid assets (€m)	21.96	37.87	35.15	39.12	49.72	63.88

RISKS

Risks include, but are not limited to the ability to retain management and key medical staff, legal and market risks.

COMPANY PROFILE

M1 Kliniken AG is a provider of aesthetic medical procedures at competitive prices. The company is headquartered in Berlin and controls an extensive network of ~58 beauty clinics across Germany, continental Europe, the UK, and Australia. The company also operates a pharmaceutical trade and parallel import business through ist Haemato AG subsidiary.

MARKET DATA	As of 19 Dec 2023
Closing Price	€ 10.10
Shares outstanding	19.64m
Market Capitalisation	€ 198.39m
52-week Range	€ 5.78 / 10.25
Ava. Volume (12 Months)	10.386

Multiples	2022	2023E	2024E
P/E	46.0	28.1	23.8
EV/Sales	0.8	8.0	0.7
EV/EBIT	25.3	15.5	13.1
Div Yield	0.0%	0.0%	0.0%

STOCK OVERVIEW



COMPANY DATA	As of 30 Jun 2023
Liquid Assets	€ 23.30m
Current Assets	€ 115.29m
Intangible Assets	€ 60.23m
Total Assets	€ 203.23m
Current Liabilities	€ 42.19m
Shareholders' Equity	€ 146.35m

SHAREHOLDERS

MPH Healthcare AG	69.1%
Free Float	30.0%



Prejuvination trends driving Beauty treatments Segment sales were up some 29% to €53.2m in the nine months to October. Segment EBIT nearly trebled to €12.5m (9M/22: €3.4m) prodding the margin to 23.5% (9M/22: 8.2%). Germany led regional performance racking up €41.8m in sales and an EBIT margin of 29.2%, which easily overshot M1's targeted 15% to 20% corridor for the sub-group. Meanwhile, international clinic results showed 91% Y/Y sales growth to €11.4m alongside a first positive EBIT result of €0.3m (9M/22: €-0.8m). On a quarterly basis, this means the international network delivered a 16% EBIT margin on turnover of €5.6m for Q3. The Trade segment outperformed our Q3 expectations with Haemato reporting a 5.7% EBITDA margin, and the Lifestyle & Aesthetics business again leading the performance.

Table 1: Q3 results vs FBe and the prior year period

EURm	Q3/23	Q3/23E	Variance	Q3/22	Variance	9M/23	9M/22	Variance	
Revenue	85.8	72.2	19%	75.3	14%	236.6	214.0	11%	
Beauty	16.0	15.8	1%	13.5	19%	53.2	41.4	29%	
Trade*	69.8	56.4	24%	61.8	13%	183.4	172.6	6%	
EBITDA	7.0	5.2	35%	3.5	100%	16.9	10.9	55%	
Margin	8.2%	7.2%	-	4.6%	-	7.1%	5.1%	-	
EBIT	5.6	3.7	51%	2.0	180%	12.9	6.5	98%	
Margin	6.5%	5.1%	-	2.7%	-	5.5%	3.0%	-	
*Haemato results adjusted for eliminations									

Source: First Berlin Equity Research; M1 Kliniken AG

Figure 1: Beauty segment quarterly earnings development



Source: First Berlin Equity Research; M1 Kliniken AG

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Sales **EBIT** 12.2 50 11.4 12 10 40 8 5.2 6 41.8 20 35.4 10 2 0.3 9M/23 9M/22 9M/23 9M/22 -2 ■Germany (€m)
International (€m) ■Germany (€m)
International (€m)

Figure 2: Sales and EBIT performance of German vs international clinic network

Source: First Berlin Equity Research; M1 Kliniken AG

Other notes M1 is on track to open two new clinics in Q4, which would bring the total of Beauty centres to 60, thereby matching our projected total for YE23. The lifestyle & beauty specialist reiterated its sharpened focus on international expansion and is sizing up the American market. M1 wants to initially target the state of Florida. Although the ramp-up of the international network is a drag on earnings due to start-up costs, the first positive EBIT in Q3 should cheer investors.

Table 2: Changes to FBe and target price

	old	new	revision	upside	dividend yield	total return
Price target (€)	11.9	13.2	10.9%	30.7%	0.0%	30.7%
		2023E			2024E	
All figures in € '000	old	new	revision	old	new	revision
Revenue	297,899	306,101	2.8%	305,874	317,464	3.8%
EBITDA	18,878	21,983	16.4%	21,034	25,666	22.0%
Margin (%)	6.3%	7.2%	-	6.9%	8.1%	-
EBIT	12,131	15,208	25.4%	13,371	17,987	34.5%
Margin (%)	4.1%	5.0%	-	4.4%	5.7%	-

Source: First Berlin Equity Research estimates

Sticking to our Buy rating We have bumped up 2023 FBe to account for the outperformance of our 9M targets. Haemato brass also raised their 2023 EBIT guide to €10m to €12m (old: €6m to €8m), although the bulk 6 Haemato's good 9M results did not flow through cleanly to M1, due to high one-off eliminations. M1 is also beginning to realise higher efficiency gains on the back of this year's operational streamlining. This has led to faster than anticipated margin expansion at the Beauty segment. The net effect of the changes to our numbers points to a new TP of €13.2 (old: €11.9).



VALUATION MODEL

20 December 2023

All figures in EUR '000	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Sales	306,101	317,464	346,137	378,628	402,996	421,483	435,399	447,211
NOPLAT	11,406	13,490	17,552	19,996	23,445	27,886	30,460	32,103
(+) depreciation & amortisation	6,775	7,680	7,523	7,808	7,942	7,377	7,525	7,352
(=) Net operating cash flow	18,181	21,170	25,075	27,805	31,388	35,263	37,985	39,455
(-) Total investments (CapEx and WC)	-12,395	-11,722	-12,217	-11,987	-10,532	-10,295	-9,408	-9,815
(-) Capital expenditures	-10,124	-10,925	-9,788	-9,355	-8,456	-8,629	-8,137	-8,620
(-) Working capital	-2,271	-797	-2,430	-2,632	-2,076	-1,667	-1,271	-1,195
(=) Free cash flows (FCF)	5,786	9,448	12,857	15,818	20,856	24,968	28,577	29,640
PV of FCF's	5,759	8,498	10,451	11,620	13,846	14,979	15,494	14,523

						Terminal E	BIT margin			
All figures in EUR '000				7.9%	8.4%	8.9%	9.4%	9.9%	10.4%	10.9%
PV of FCFs in explicit period	131,580		7.7%	17.89	18.93	19.97	21.01	22.05	23.09	24.13
PV of FCFs in terminal period	129,063	O	8.7%	15.21	16.01	16.81	17.62	18.42	19.23	20.03
Enterprise value (EV)	260,644	AC	9.7%	13.21	13.85	14.49	15.12	15.76	16.40	17.04
+ Net cash / - net debt	29,181	>	10.7%	11.67	12.18	12.70	13.21	13.73	14.24	14.76
+ Investments / minority interests	-30,304		11.7%	10.44	10.86	11.28	11.70	12.12	12.55	12.97
Shareholder value	259,521		12.7%	9.43	9.78	10.13	10.48	10.83	11.18	11.53
Fair value per share in EUR	13.20		13.7%	8.60	8.89	9.18	9.47	9.77	10.06	10.35
				•		Terminal g	growth rate			
				0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	3.5%
Cost of equity	11.5%		7.7%	18.08	18.91	19.87	21.01	22.37	24.01	26.06
Pre-tax cost of debt	4.5%		8.7%	15.61	16.19	16.85	17.62	18.51	19.55	20.80
Tax rate	25.0%	ဗ	9.7%	13.69	14.11	14.59	15.12	15.73	16.44	17.26
After-tax cost of debt	3.4%	§.	10.7%	12.16	12.47	12.82	13.21	13.65	14.14	14.71
Share of equity capital	90.0%		11.7%	10.91	11.15	11.41	11.70	12.02	12.38	12.79
Share of debt capital	10.0%		12.7%	9.87	10.06	10.26	10.48	10.72	10.99	11.29
WACC	10.7%		13.7%	9.00	9.15	9.30	9.47	9.66	9.86	10.09

^{*}Please note our model runs through 2033 and we have only shown the abbreviated version for formatting purposes

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COMPANY SNAPSHOT

Figure 3: Sales and earnings developments

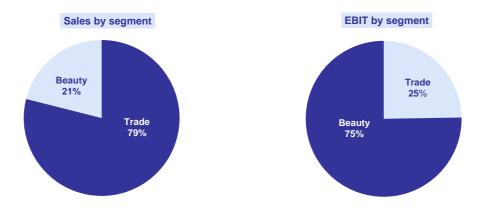


Source: First Berlin Equity Research; M1 Kliniken AG

M1 Kliniken AG was founded in 2012 with a vision to exploit a market opportunity in the beauty and lifestyle services segment. The company was a first mover and has helped make cosmetic procedures affordable for the mainstream with its "highest quality at the best price" approach, while also succeeding in making treatments feel less clinical with lifestyle branding and concepts.

Today, M1 Kliniken operates a network of 58 beauty clinics across Germany, continental Europe, the UK, and Australia with US expansion in the hopper. The lifestyle and beauty specialist is headquartered in Berlin, Germany, and is led by Attila Strauss and Kilian Brenske.

Figure 4: 2022 segment breakdown



Source: First Berlin Equity Research; M1 Kliniken AG



INCOME STATEMENT

All figures in EUR '000	2019	2020	2021	2022	2023E	2024E
Revenues	77,217	159,591	314,610	285,291	306,101	317,464
Cost of goods sold	-45,611	-122,807	-259,305	-235,211	-249,040	-256,033
Gross profit	31,606	36,784	55,305	50,080	57,061	61,431
Personnel expenses	-12,622	-16,685	-22,129	-20,946	-20,575	-21,413
Other operating expenses	-7,913	-11,866	-16,232	-15,207	-15,066	-15,457
Other operating income	283	655	879	1,483	562	1,106
EBITDA	11,354	8,888	17,823	15,410	21,983	25,666
Depreciation & amortisation	-3,402	-4,483	-5,688	-6,062	-6,775	-7,680
Operating income (EBIT)	7,952	4,405	12,135	9,348	15,208	17,987
Net financial result	3,045	-2,248	963	31	-643	-677
Other financial results	1,768	6,622	1,327	854	888	924
Pre-tax income (EBT)	12,765	8,779	14,425	10,232	15,454	18,233
Tax result	-3,036	-1,352	-3,545	-3,162	-3,863	-4,558
Minority interests	0	-602	-1,975	-2,753	-4,520	-5,333
Net income / loss	9,729	6,825	8,905	4,317	7,070	8,342
Diluted EPS (in €)	0.56	0.37	0.45	0.22	0.36	0.42
Ratios						
Gross margin	40.9%	23.0%	17.6%	17.6%	18.6%	19.4%
EBITDA margin	14.7%	5.6%	5.7%	5.4%	7.2%	8.1%
EBIT margin	10.3%	2.8%	3.9%	3.3%	5.0%	5.7%
Net margin	12.6%	4.3%	2.8%	1.5%	2.3%	2.6%
Tax rate	23.6%	15.4%	24.6%	30.9%	25.0%	25.0%
Expenses as % of revenues						
Personnel costs	16.3%	10.5%	7.0%	7.3%	6.7%	6.7%
Other operating expenses	10.2%	7.4%	5.2%	5.3%	4.9%	4.9%
Depreciation & amortisation	4.4%	2.8%	1.8%	2.1%	2.2%	2.4%
Y-Y Growth						
Revenues	18.4%	106.7%	97.1%	-9.3%	7.3%	3.7%
Operating income	22.7%	-44.6%	175.5%	-23.0%	62.7%	18.3%
Net income/ loss	46.7%	-29.8%	30.5%	-51.5%	63.8%	18.0%



BALANCE SHEET

Assets Current assets, total S9,317 122,406 110,195 107,308 109,219 121,768 Cash and cash equivalents 9,098 21,960 37,868 35,148 39,118 49,721 Short-term investments 23,626 32,184 18,165 17,102 17,615 18,144 Receivables 1,520 42,327 35,202 27,586 28,118 28,531 (whentories 1,520 43,328 40,333 40,270 42,327 42,686 48,919 42,686 48,919 42,686 48,919 42,686 48,919 42,686 48,919 48,	All figures in EUR '000	2019	2020	2021	2022	2023E	2024E
Cash and cash equivalents 9,098 21,960 37,868 35,148 39,118 49,721 Short-term investments 23,626 32,184 18,155 17,102 17,615 18,144 Receivables 22,243 32,080 16,308 21,773 18,498 28,531 Inventories 1,520 42,327 35,202 27,566 28,118 28,531 Other current assets 2,830 5,455 2,662 5,699 5,869 6,046 Non-current assets, total 33,498 66,336 87,916 89,716 18,066 18,919 Goodwill & other intangibles 8,455 38,28 60,393 60,270 62,731 12,029 12,625 Thanacial assets 8,971 12,003 12,003 12,029 12,625 16,523 Thanacial assets 8,971 12,003 12,003 12,029 12,656 16,523 Thace assets 82,815 188,741 198,111 197,025 202,510 218,540							

M1 Kliniken AG



CASH FLOW STATEMENT

All figures in EUR '000	2019	2020	2021	2022	2023E	2024E
Net income	9,729	7,427	10,880	7,070	11,590	13,675
Depreciation and amortisation	3,402	4,483	5,644	5,862	6,775	7,680
Tax expense	3,016	1,352	3,545	3,163	3,863	4,558
Other adjustments	-4,067	-4,213	-1,150	-729	-888	-924
Net interest result	261	417	437	199	869	913
Operating cash flow	12,341	9,466	19,356	15,566	22,209	25,902
Changes in working capital	-12,034	-595	-3,650	7,585	-1,203	409
Tax paid	-5,677	-726	-30	-2,164	-3,863	-4,558
Net operating cash flow	-5,370	9,538	15,686	20,769	16,916	21,518
CapEx	-1,346	-1,446	-1,335	-1,773	-6,492	-6,749
Other investments and disposals	-2,071	4,390	1,069	28	888	924
Interest income	81	172	479	630	0	0
Cash flow from investing	-3,336	3,116	213	-1,115	-5,604	-5,825
Free cash flow	-8,706	12,654	15,899	19,654	11,313	15,692
Debt financing, net	-65	4,043	-4,219	-13,405	-2,842	0
Equity financing, net	0	0	14,485	0	0	0
Paid dividend	-5,250	-129	-1,658	-1,823	0	0
Interest expense	-3	-335	-506	-399	-869	-913
Share buy-back	0	0	0	-2,146	0	0
Redemption rights	-2,261	-3,201	-4,075	-4,594	-3,632	-4,176
Cash flow from financing	-7,579	378	4,027	-22,367	-7,343	-5,089
Consolidation adjustments	0	-4,175	0	0	0	0
Net cash flow	-16,285	8,857	19,913	-2,720	3,970	10,603
Cash, start of the year	25,383	9,098	21,960	37,868	35,148	39,118
Cash, end of the year	9,098	21,960	37,868	35,148	39,118	49,721
EBITDA/share (in €)	0.65	0.48	0.91	0.78	1.12	1.31
Y-Y Growth						
Operating cash flow	100.0%	-23.3%	104.5%	-19.6%	42.7%	16.6%
Free cash flow	n.m.	n.m.	25.6%	23.6%	-42.4%	38.7%
EBITDA/share	52.0%	-26.3%	89.7%	-13.5%	42.7%	16.8%



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Ggf. Inhaltlich Verantwortlicher gem. § 6 MDStV

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The production of this recommendation was completed on 20 December 2023 at 11:56

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Unless otherwise indicated, current prices refer to the closing prices of the previous trading day.

AGREEMENT WITH THE ANALYSED COMPANY AND MAINTENANCE OF OBJECTIVITY

The present financial analysis is based on the author's own knowledge and research. The author prepared this study without any direct or indirect influence exerted on the part of the analysed company. Parts of the financial analysis were possibly provided to the analysed company prior to publication in order to avoid inaccuracies in the representation of facts. However, no substantial changes were made at the request of the analysed company following any such provision.

ASSET VALUATION SYSTEM

First Berlin's system for asset valuation is divided into an asset recommendation and a risk assessment.

ASSET RECOMMENDATION

The recommendations determined in accordance with the share price trend anticipated by First Berlin in the respectively indicated investment period are as follows:

Category		1	2
Current market capitalisation (in €)		0 - 2 billion	> 2 billion
Strong Buy ¹	An expected favourable price trend of:	> 50%	> 30%
Buy	An expected favourable price trend of:	> 25%	> 15%
Add	An expected favourable price trend of:	0% to 25%	0% to 15%
Reduce	An expected negative price trend of:	0% to -15%	0% to -10%
Sell	An expected negative price trend of:	< -15%	< -10%

¹ The expected price trend is in combination with sizable confidence in the quality and forecast security of management.

Our recommendation system places each company into one of two market capitalisation categories. Category 1 companies have a market capitalisation of $\in 0 - \in 2$ billion, and Category 2 companies have a market capitalisation of $> \in 2$ billion. The expected return thresholds underlying our recommendation system are lower for Category 2 companies than for Category 1 companies. This reflects the generally lower level of risk associated with higher market capitalisation companies.

RISK ASSESSMENT

The First Berlin categories for risk assessment are low, average, high and speculative. They are determined by ten factors: Corporate governance, quality of earnings, management strength, balance sheet and financial risk, competitive position, standard of financial disclosure, regulatory and political uncertainty, strength of brandname, market capitalisation and free float. These risk factors are incorporated into the First Berlin valuation models and are thus included in the target prices. First Berlin customers may request the models.

RECOMMENDATION & PRICE TARGET HISTORY

Report No.:	Date of publication	Previous day closing price	Recommendation	Price target
Initial Report	2 December 2021	€6.98	Buy	€14.00
22	↓	↓	\downarrow	↓
3	31 March 2022	€7.22	Buy	€14.00
4	7 June 2022	€6.54	Buy	€14.00
5	18 August 2022	€5.02	Buy	€11.70
6	31 August 2022	€4.70	Buy	€11.70
7	24 November 2022	€4.84	Buy	€11.10
8	2 May 2023	€7.78	Buy	€10.50
9	26 June 2023	€7.28	Buy	€10.50
10	28 September 2023	€9.16	Buy	€11.90
11	Today	€10.10	Buy	€13.20

INVESTMENT HORIZON

Unless otherwise stated in the financial analysis, the ratings refer to an investment period of twelve months.



UPDATES

At the time of publication of this financial analysis it is not certain whether, when and on what occasion an update will be provided. In general First Berlin strives to review the financial analysis for its topicality and, if required, to update it in a very timely manner in connection with the reporting obligations of the analysed company or on the occasion of ad hoc notifications.

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Legally required information regarding

- key sources of information in the preparation of this research report
- valuation methods and principles
- sensitivity of valuation parameters

can be accessed through the following internet link: https://firstberlin.com/disclaimer-english-link/

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