Others - Switzerland



Buy (old: Buy) 15.03.2024

CHF 4.30 (old: CHF 4.90)

FY'23 in line, growth investments to burden profitability; chg.

Topic: Yesterday, ASW released FY'23 results, in line on top line and slightly below estimate and guidance on EBITDA level. Moreover, the announcement of an "investment year" should burden FY'24e profitability temporarily in return for member growth. In detail:

Sales came in at CHF 21.2m, +15% yoy (eNuW: CHF 21.1m; guidance: CHF 20-22m) driven by strong growth in both segments: Subscriptions grew by 13% yoy to CHF 14.8m while Services grew by 20% yoy to CHF 6.5m, thanks member growth by 6.4% to 70.2k coupled with ARPU growth of 6% yoy.

EBITDA came in slightly lower-than-expected at CHF 2.1m (down 16% yoy; eNuW: CHF 2.3m; guidance: CHF 2.2 - 2.4m) because the product mix shifted towards the Emirates Skywards program and away from the Lufthansa Miles and More program, leading to higher costs for member privileges of CHF 13.5m (+26% yoy).

Net income however rose by 6% yoy to CHF 1.53m due to the first time collection of GHA's dividend of CHF 0.3m, lifting the financial result accordingly from CHF -0.2m in FY'22 to CHF 0.1m, while EPS is diluted by the increased no. of shares following the recent capital increase.

Growth investments to burden profitability in the near-term: With last year's acquisition of JetBeds.com, ASW now offers the value luxury travel service value chain for its customers. Hence, the next logical step is to increase the customer base of the social network (see p. 2), which should be achieved by 1) expanding marketing efforts and 2) lowering the entry threshold with a "freemium" version, which is currently under evaluation. Both has a short-term negative effect on profitability, but should ensure the basis for future growth. Thereafter, the strong operating leverage of ASW's business should let profitability rise again in FY'25e (eNuW: 11% vs. 4.5% in FY'24e). Moreover, new hires of tech-personnel should also burden profitability.

New guidance reflects growth investments: ASW guides for CHF 23-25m in sales (eNuW: CHF 24.4m) and an increased member base of 73 - 74k (eNuW: 73.7k), but a decline in EBITDA to CHF 1 - 1.2m (eNuW: CHF 1.1m; old: CHF 3.2m) due the investments mentioned above.

- continued -

Y/E 31.12 (CHF m)	2021	2022	2023	2024e	2025e	2026e
Sales	15.6	18.5	21.2	24.4	26.9	29.0
Sales growth	30.1%	18.1%	15.1%	15.0%	10.0%	8.0%
EBITDA	2.4	2.5	2.1	1.1	2.8	3.9
Net debt (if net cash=0)	0.1	5.1	1.1	-0.5	-2.5	-5.5
FCF	4.2	1.9	1.3	0.6	2.0	3.0
Net Debt/EBITDA	0.0	2.1	0.5	0.0	0.0	0.0
EPS pro forma	0.14	0.12	0.11	0.02	0.13	0.19
EBITDA margin	15.4%	13.4%	9.8%	4.5%	10.5%	13.5%
ROCE	141.7%	43.1%	38.7%	7.1%	26.7%	35.7%
EV/sales	2.3	1.9	1.3	0.9	8.0	0.6
EV/EBITDA	14.8	14.0	13.2	20.3	7.2	4.4
PER	11.5	12.7	14.9	63.9	12.3	8.3
Adjusted FCF yield	4.3%	7.4%	8.4%	5.2%	15.7%	27.4%

Source: Company data, NuWays, Close price as of 12.03.2024



Market data						
Share price (in CHF)	1.58					
Market cap (in CHF m)	22.8					
Number of shares (in m pcs)	14.5					
Enterprise value (in CHF m)	22.3					
Ø trading volume (6 months)	2,155					

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Bloomberg	ASWN SIX
Reuters	ASWN
WKN	A2JE3W
ISIN	CH0404880129

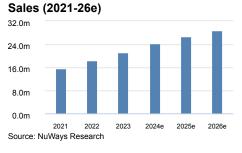
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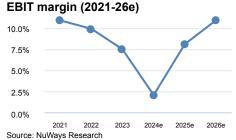
Key Shareholders					
Patrick Liotard-Vogt	69.0%				
Alexander Koenig	7.7%				
HANSAINVEST	6.3%				
GHA Holdings	2.4%				
Free Float	14.5%				

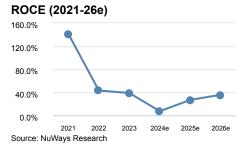
Estimates changes							
	<u>2024e</u>	<u>2025e</u>	<u>2026e</u>				
Sales	1%	1%	1%				
EBIT	-81%	-27%	-21%				
EPS	-85%	-31%	-24%				

Comment on changes

- · FY'26e introduced
- FY'24e & FY'25e estimates lowered to reflect higher marketing expenses.
- Tax rate assumption increased to 10% (old: 9%)







Company description

ASMALLWORLD operates a private social lifestyle platform connecting people with a shared passion for the good life. Next to its online platform, it offers real-life events and travel arrangements for paying members.

Guidance

- FY23e Sales: CHF 20-22m
- FY23e EBITDA: CHF 2.2-2.4m
- FY23e Members: 70-72k

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At current levels, ASW stock seems to price in the weak profitability for FY'24e, but the market seems to underestimate the operating leverage the business provides after this transition year. Hence, we **reiterate our BUY recommendation, but reduce our PT to CHF 4.30** (old: CHF 4.90), as we decrease our bottom-line estimates and roll over our DCF model.

Focus on community growth

We are transforming our business model from a single source business, to multiple revenue streams

	STARTING POINT		TARGET STATE
BUSINESS CORES			
	Single core: ASW community		Multi-core: Group of travel businesses
FOCUS 2024			
COMMUNITY SIZE	† †		######################################
SIZE	Small community	V	Larger community
	Singe source		Multiple sources
MONETISATION	Basic ASW membership		Basic ASW + Premium ASW + Service revenue

Source: Company data

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Financials

Profit and loss (CHF m)	2021	2022	2023	2024e	2025e	2026€
Net sales	15.6	18.5	21.2	24.4	26.9	29.0
Sales growth	30.1%	18.1%	15.1%	15.0%	10.0%	8.0%
Increase/decrease in finished goods and work-in-process	0.0	0.0	0.0	0.0	0.0	0.0
Total sales	15.6	18.5	21.2	24.4	26.9	29.0
Other operating income	-0.2	-0.2	0.1	0.0	0.0	0.0
Material expenses	8.4	10.7	13.5	15.6	16.1	16.8
Personnel expenses	2.0	2.2	2.2	3.5	3.6	3.9
Other operating expenses	2.6	2.8	3.5	4.2	4.3	4.4
Total operating expenses	13.2	16.0	19.2	23.3	24.0	25.1
EBITDA	2.4	2.5	2.1	1.1	2.8	3.9
Depreciation	0.0	0.0	0.0	0.1	0.1	0.1
EBITA	2.4	2.4	2.1	1.0	2.8	3.9
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.7	0.6	0.5	0.6	0.6	0.
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0
EBIT (inc revaluation net)	1.7	1.8	1.6	0.5	2.2	3.2
Interest income	0.3	0.1	0.6	0.2	0.2	0.2
Interest expenses	0.2	0.3	0.5	0.3	0.3	0.3
Investment income	0.0	0.0	0.0	0.0	0.0	0.0
Financial result	0.1	-0.2	0.1	-0.1	-0.1	-0.
Recurring pretax income from continuing operations	1.8	1.6	1.7	0.4	2.1	3.′
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	1.8	1.6	1.7	0.4	2.1	3.
Income tax expense	0.2	0.1	0.2	0.0	0.2	0.3
Net income from continuing operations	1.6	1.5	1.5	0.4	1.9	2.8
Income from discontinued operations (net of tax)	0.0	0.0	0.0	0.0	0.0	0.0
Net income	1.6	1.5	1.5	0.4	1.9	2.
Minority interest	0.0	0.0	0.0	0.0	0.0	0.0
Net profit (reported)	1.6	1.5	1.5	0.4	1.9	2.8
Average number of shares	11.4	11.5	14.5	14.5	14.5	14.5
EPS reported	0.14	0.13	0.11	0.02	0.13	0.19
Profit and loss (common size)	2021	2022	2023	2024e	2025e	2026
Net sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sales growth	30.1%	18.1%	15.1%	15.0%	10.0%	8.0%
Increase/decrease in finished goods and work-in-process	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Total sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.09
Other operating income	-1.3%	-1.4%	0.2%	0.0%	0.0%	0.0%
Material expenses	53.6%	58.1%	63.5%	64.0%	60.0%	58.0%
Personnel expenses	13.1%	11.8%	10.5%	14.5%	13.5%	13.5%
Other operating expenses	16.7%	15.3%	16.4%	17.0%	16.0%	15.0%
Total operating expenses			90.2%	95.5%	89.5%	86.5%
	84 6%	86.6%		00.070		00.07
· • • ·	84.6% 15.4%	86.6% 13.4%		4 5%	10.5%	13 59
EBITDA	15.4%	13.4%	9.8%	4.5%	10.5%	
EBITDA Depreciation	15.4% 0.1%	13.4% 0.1%	9.8% 0.0%	0.2%	0.2%	0.29
EBITDA Depreciation EBITA	15.4% 0.1% 15.2%	13.4% 0.1% 13.3%	9.8% 0.0% 9.8%	0.2% 4.3%	0.2% 10.3%	0.2% 13.3 %
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EBITDA Depreciation EBITA Amortisation of goodwill Amortisation of intangible assets Impairment charges EBIT (inc revaluation net) Interest income Interest expenses Investment income Financial result Recurring pretax income from continuing operations Extraordinary income/loss Earnings before taxes Tax rate Net income from continuing operations Income from discontinued operations (net of tax)	15.4% 0.1% 15.2% 0.0% 4.4% 0.0% 10.9% 1.8% 0.0% 0.5% 11.4% 0.0% 11.4% 10.1% 0.0%	13.4% 0.1% 13.3% 0.0% 3.4% 0.0% 9.9% 0.5% 1.8% 0.0% neg. 8.6% 0.0% 8.9% 7.9% 0.0%	9.8% 0.0% 9.8% 0.0% 2.3% 0.0% 7.5% 3.0% 2.5% 0.0% 0.5% 8.0% 9.6% 7.2% 0.0%	0.2% 4.3% 0.0% 2.3% 0.0% 2.0% 0.8% 1.2% 0.0% neg. 1.6% 0.0% 1.6% 10.0% 1.5% 0.0%	0.2% 10.3% 0.0% 2.2% 0.0% 8.1% 0.7% 1.1% 0.0% neg. 7.7% 0.0% 7.7% 10.0% 6.9% 0.0%	0.2% 13.3% 0.0% 2.4% 0.0% 10.9% 0.7% 1.0% 0.0% neg 10.6% 10.0% 9.5% 0.0%
EBITDA Depreciation EBITA Amortisation of goodwill Amortisation of intangible assets Impairment charges EBIT (inc revaluation net) Interest income Interest expenses Investment income Financial result Recurring pretax income from continuing operations Extraordinary income/loss Earnings before taxes Tax rate Net income from continuing operations (net of tax) Net income Minority interest	15.4% 0.1% 15.2% 0.0% 4.4% 0.0% 10.9% 1.8% 0.0% 0.5% 11.4% 0.0% 11.4% 11.4%	13.4% 0.1% 13.3% 0.0% 3.4% 0.0% 9.9% 0.5% 1.8% 0.0% neg. 8.6% 0.0% 8.6% 8.9% 7.9%	9.8% 0.0% 9.8% 0.0% 2.3% 0.0% 7.5% 3.0% 2.5% 0.0% 0.5% 8.0% 0.0% 8.0% 9.6% 7.2%	0.2% 4.3% 0.0% 2.3% 0.0% 2.0% 0.8% 1.2% 0.0% neg. 1.6% 0.0% 1.6% 10.0% 1.5%	0.2% 10.3% 0.0% 2.2% 0.0% 8.1% 0.7% 1.1% 0.0% neg. 7.7% 0.0% 7.7% 10.0% 6.9%	0.2% 13.3% 0.0% 2.4% 0.0% 10.9% 0.7% 1.0% 0.0% neg 10.6% 0.0% 10.6% 10.0% 9.5%

Net profit (reported)
Source: Company data, NuWays

Minority interest

NuWays AG 3

0.0%

7.2%

0.0%

1.5%

0.0%

6.9%

0.0%

9.5%

0.0%

10.1%

0.0%

7.9%

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Balance sheet (CHF m)	2021	2022	2023	2024e	2025e	2026e
Intangible assets	1.4	1.1	1.3	1.5	1.6	1.5
Property, plant and equipment	0.1	0.0	0.0	0.0	-0.0	-0.1
Financial assets	0.4	4.7	5.8	4.7	4.7	4.7
FIXED ASSETS	1.8	5.8	7.1	6.2	6.3	6.1
Inventories	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable	0.6	1.4	0.2	0.2	0.3	0.3
Other assets and short-term financial assets	0.3	0.2	0.2	0.2	0.2	0.2
Liquid assets	5.2	4.0	3.0	3.8	5.3	7.9
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.2	0.8	1.3	1.3	1.3	1.3
CURRENT ASSETS	6.3	6.5	4.7	5.5	7.0	9.6
TOTAL ASSETS	8.1	12.3	11.8	11.7	13.3	15.7
SHAREHOLDERS EQUITY	-4.8	-2.2	3.4	3.7	5.6	8.3
MINORITY INTEREST	0.0	0.0	0.0	0.0	0.0	0.0
Provisions for pensions and similar obligations	0.0	0.0	0.0	0.0	0.0	0.0
Other provisions and accrued liabilities	0.0	0.0	0.1	0.1	0.0	0.0
Short-term liabilities to banks	0.1	0.5	0.5	0.0	0.0	0.0
Accounts payable	0.6	1.5	1.2	1.7	1.8	2.0
Advance payments received on orders	0.0	0.0	0.0	0.0	0.0	0.0
Other liabilities (incl. from lease and rental contracts)	3.9	0.1	0.2	0.2	0.2	0.2
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0
Deferred income	3.1	3.6	2.7	2.7	2.7	2.7
CURRENT LIABILITIES	4.5	1.7	1.4	1.9	2.0	2.2
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	8.1	12.3	11.8	11.7	13.3	15.7
Balance sheet (common size)	2021	2022	2023	2024e	2025e	2026e
Intangible assets	16.6%	9.0%	10.6%	12.8%	12.0%	9.6%
Property, plant and equipment	0.7%	0.2%	0.2%	0.2%	-0.2%	-0.5%
Financial assets	5.1%	38.0%	49.4%	40.2%	35.3%	29.9%
FIXED ASSETS	22.4%	47.3%	60.2%	53.2%	47.1%	38.9%
Inventories	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Accounts receivable	7.1%	11.4%	1.8%	2.0%	2.0%	1.8%
Other assets and short-term financial assets	3.6%	1.8%	1.4%	1.4%	1.2%	1.0%
Liquid assets	64.3%	32.6%	25.7%	32.3%	40.0%	50.0%
Deferred taxes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deferred charges and prepaid expenses	2.6%	6.8%	11.0%	11.1%	9.7%	8.2%
CURRENT ASSETS	77.6%	52.7%	39.8%	46.8%	52.9%	61.1%
TOTAL ASSETS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SHAREHOLDERS EQUITY	-58.6%	-18.0%	28.6%	31.9%	42.0%	53.1%
MINORITY INTEREST	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Provisions for pensions and similar obligations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other provisions and accrued liabilities	0.0%	0.0%	1.1%	1.1%	1.0%	0.0%
Short-term liabilities to banks	1.8%	4.4%	4.6%	0.0%	0.0%	0.0%
Accounts payable	7.7%	12.6%	10.1%	14.3%	13.8%	12.6%
ACCOUNTS PRIVADIC	1.1/0					0.0%
· ·	U U0/2	በ በ%	() (10/2	() (10/2		
Advance payments received on orders	0.0% 47.6%	0.0% 1.2%	0.0% 1.6%	0.0% 1.7%	0.0% 1.5%	
Advance payments received on orders Other liabilities (incl. from lease and rental contracts)	47.6%	1.2%	1.6%	1.7%	1.5%	1.2%
Advance payments received on orders Other liabilities (incl. from lease and rental contracts) Deferred taxes	47.6% 0.0%	1.2% 0.0%	1.6% 0.0%	1.7% 0.0%	1.5% 0.0%	1.2% 0.0%
Advance payments received on orders Other liabilities (incl. from lease and rental contracts)	47.6%	1.2%	1.6%	1.7%	1.5%	1.2% 0.0% 17.4% 13.9%

Source: Company data, NuWays

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Cash flow statement (CHF m) Net profit/loss	2021 1.6	2022 1.5	2023 1.5	2024e 0.4	2025e 1.9	2026e 2.8
Depreciation of fixed assets (incl. leases)	0.0	0.0	0.0	0.4	0.1	0.1
Amortisation of goodwill & intangible assets	0.0	0.6	0.5	0.6	0.6	0.1
Others	0.0	-0.0	0.0	0.0	0.0	0.0
Cash flow from operating activities	3.9	2.2	1.8	1.2	2.5	3.5
Increase/decrease in inventory	0.0	0.0	0.0	0.0	0.0	0.0
Increase/decrease in accounts receivable	-0.0	-0.8	1.2	-0.0	-0.0	-0.0
Increase/decrease in accounts payable	1.0	0.9	-0.4	0.5	0.2	0.1
Increase/decrease in other working capital positions	0.9	0.0	-1.2	0.0	0.0	0.0
Increase/decrease in working capital	1.9	0.1	-0.4	0.5	0.1	0.1
Cash flow from operating activities	4.6	2.3	1.9	1.4	2.7	3.6
CAPEX	0.4	0.4	0.6	0.8	0.7	0.6
Payments for acquisitions Financial investments	2.0 0.2	3.5 3.3	0.0 1.3	0.0 -1.1	0.0 0.0	0.0 0.0
Income from asset disposals	0.2	0.0	0.0	0.0	0.0	0.0
Cash flow from investing activities	-2.5	-7.2	-1.9	0.3	-0.7	-0.6
Cash flow before financing	2.1	-4.9	0.0	1.7	2.0	3.0
Increase/decrease in debt position	0.7	3.7	-1.2	-0.9	-0.4	-0.5
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.3	0.0	0.0	0.0
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	-0.0	0.0	0.0	0.0	0.0
Effects of exchange rate changes on cash	-0.0	-0.0	-0.1	0.0	0.0	0.0
Cash flow from financing activities	0.7	3.7	-0.9	-0.9	-0.4	-0.5
Increase/decrease in liquid assets	2.8	-1.2	-1.0	0.7	1.6	2.5
Liquid assets at end of period	5.2	4.0	3.0	3.8	5.3	7.9
Key ratios (CHF m)	2021	2022	2023	2024e	2025e	2026e
P&L growth analysis						
Sales growth	30.1%	18.1%	15.1%	15.0%	10.0%	8.0%
EBITDA growth	61.2%	2.8%	-15.7%	-47.2%	156.7%	38.9%
EBIT growth	130.3%	7.4%	-13.2%	-68.6%	335.9%	45.9%
EPS growth	140.2%	-9.2%	-15.8%	-76.7%	420.4%	48.1%
Efficiency Sales per employee	300.5	341.8	379.3	428.6	463.3	491.9
EBITDA per employee	46.2	45.7	37.2	19.3	48.6	66.4
No. employees (average)	52	54	56	57	58	59
Balance sheet analysis	<u> </u>			0.		
Avg. working capital / sales	-1.5%	0.8%	-2.4%	-3.2%	-4.8%	-3.2%
Inventory turnover (sales/inventory)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Accounts receivable turnover	13.4	27.7	3.6	3.6	3.6	3.6
Accounts payable turnover	14.7	30.6	25.0	25.0	25.0	25.0
Cash flow analysis						
Free cash flow	4.2	1.9	1.3	0.6	2.0	3.0
Free cash flow/sales	26.9%	10.6%	5.9%	2.3%	7.3%	10.5%
FCF / net profit	267.1%	134.1%	82.1%	156.9%	105.2%	110.2%
Capex / sales Solvency	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Net debt	0.1	5.1	1.1	-0.5	-2.5	-5.5
Net Debt/EBITDA	0.0	2.1	0.5	0.0	0.0	0.0
Dividend payout ratio	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interest paid / avg. debt	4.9%	4.8%	11.0%	4.9%	8.6%	5.2%
Returns						
ROCE	141.7%	43.1%	38.7%	7.1%	26.7%	35.7%
ROE	-33.1%	-65.9%	45.5%	9.6%	33.3%	33.0%
Adjusted FCF yield	4.3%	7.4%	8.4%	5.2%	15.7%	27.4%
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DPS	0.0	0.0	0.0	0.0	0.0	0.0
EPS reported	0.14	0.13	0.11	0.02	0.13	0.19
Average number of shares	11.4	11.5	14.5	14.5	14.5	14.5
Valuation ratios P/BV	2.0	0 1	6.0	6 1	1 1	2.7
EV/sales	-3.8 2.3	-8.4 1.9	6.8 1.3	6.1 0.9	4.1 0.8	2.7 0.6
EV/Sales EV/EBITDA	2.3 14.8	1.9	1.3	20.3	7.2	4.4
EV/EBIT EV/EBIT	20.9	19.0	17.3	44.9	9.4	5.5
Source: Company data, NuWays	20.9	10.0	17.5	- -	5.7	5.5
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Company	Disclosures
ASMALLWORLD AG	2

Historical target price and r	rating changes for ASMALL\	WORLD AG			
Company	Date	Analyst	Rating	Target Price	Close
ASMALLWORLD AG	01.11.2023	Wendisch, Henry	n.a.	CHF 4.90	CHF 1.58
	17.08.2023	Wendisch, Henry	n.a.	CHF 6.00	CHF 1.65
	16.03.2023	Wendisch, Henry	n.a.	CHF 6.40	CHF 2.05

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The adj. FCF method is based on the assumption that investors purchase assets only at a price (enterprise value) at which the operating cash flow return after taxes on this investment exceeds their opportunity costs in the form of a hurdle rate of 7.5%. The operating cash flow is calculated as EBITDA less maintenance capex and taxes.

Within the framework of the DCF approach, the future free cash flows are calculated initially on the basis of a fictitious capital structure of 100% equity, i.e. interest and repayments on debt capital are not factored in initially. The adjust-

ment towards the actual capital structure is done by discounting the calculated free cash flows with the weighted average cost of capital (WACC), which takes into account both the cost of equity capital and the cost of debt. After discounting, the calculated total enterprise value is reduced by the interest-bearing debt capital in order to arrive at the equity value.

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