Software - Germany



**Buy** (old: Buy) 12.03.2024

**EUR 9.00** (old: EUR 9.00)

## Conservative FY24 guidance, but ambitious mid-term vision

**Topic:** Yesterday, Rubean announced a rather conservative topline guidance for FY24 as well as an ambitious mid-term vision with regards to sales, EBIT and app user. In detail:

Sales to more than double in FY24. Rubean is expecting to grow its sales by 135% at mid-point to € 2.2-2.5m in FY24. On the back of the recently announced cooperations paired further likely customer wins, we consider this guidance as rather conservative, still anticipating € 3.0m sales (eNuW). As it is difficult to precisely forecast the exponential growth trajectory, management seems to play it safe.

**40+% EBIT** margin by FY27. For FY27, Rubean is aiming for € **10+m** in sales, implying a 78% CAGR 2023-27e, which is even above our estimates of € 9.0m. As we see Rubean at the forefront of the **rapidly growing market for mobile payment acceptance systems** that is just at the beginning, the vision looks reasonable. Thanks to scale effects of the **highly scalable business model**, management is guiding for 40+% EBIT margin in FY27, which is in line with our estimates (eNuW: 41%).

**1m** app user until **2025.** Further, management is expecting 1m app user until 2025 after having reported 25k in FY23. While we think that this figure is a bit too ambitious (eNuW: 350k, only reflecting the user potential of existing contracts), it is not completely out of reach, as a single major contract could completely change the picture.

Following the recent series of **important strategic partnerships within a short period of time** (i.e. Global Payments, Correos, emerchantpay), Rubean is showing once again very clearly that its **leading softPOS product** is ready and that the **roll-out is in full swing**. Furthermore, many of the initial pilot projects of earlier won customers went into regular operations, generating revenues. Among these customers are national postal services such as GLS in Spain, DPD, Express One or Dodo in Eastern Europe but also large banks such as BBVA in Spain and Global Payments Europe. In our view, more positive newsflow from further new partnerships within FY24 that should further **ramp-up sales and EBIT** going forward, is likely, **helping to beat the guidance**.

BUY with an unchanged PT of € 9.00, based on our DCF.

Y/E 31.12 (EUR m)	2020	2021	2022	2023e	2024e	2025e
Sales	0.6	0.7	0.8	1.0	3.0	4.9
Sales growth	11.1%	10.3%	26.0%	22.8%	193.8%	61.9%
EBITDA	-1.4	-3.9	-3.8	-3.4	-1.2	0.5
Net debt (if net cash=0)	8.0	-0.1	4.1	4.3	5.7	5.4
FCF	-4.3	-3.3	-4.3	-3.7	-1.4	0.3
Net Debt/EBITDA	-0.6	0.0	-1.1	-1.3	-4.7	11.0
EPS pro forma	-1.04	-1.53	-1.54	-1.19	-0.50	0.03
EBITDA margin	-226.2%	-590.9%	-458.9%	-333.3%	-40.4%	10.0%
ROCE	-338.4%	-302.2%	-118.4%	-72.1%	-21.6%	3.6%
EV/sales	19.8	27.4	26.8	25.7	9.2	5.6
EV/EBITDA	-8.7	-4.6	-5.8	-7.7	-22.8	55.9
PER	0.0	0.0	0.0	0.0	0.0	0.0
Adjusted FCF yield	-21.7%	-28.1%	-17.9%	-13.7%	-5.1%	1.1%

Source: Company data, NuWays, Close price as of 11.03.2024

2022

2023e



### **Company description**

2021

Sales (2020-25e)

2020

Source: NuWays Research

6.0m 4.5m

3.0m

1.5m

0.0m

Rubean is a leading provider of software for contactless POS/mPOS payment solutions for banks, acquirers and merchants. Rubean is headquartered in Germany.

2024e

2025€



 $\begin{array}{lll} \mbox{High/low 52 weeks }(\mbox{$\in$}) & 7.70 \ / \ 5.15 \\ \mbox{3m rel. performance} & 6.6\% \\ \mbox{6m rel. performance} & -11.1\% \\ \mbox{12m rel. performance} & -4.3\% \end{array}$ 

# Market dataShare price (in €)6.65Market cap (in € m)22.0Number of shares (in m pcs)3.3Enterprise value (in € m)27.7Ø trading volume (6 months)690

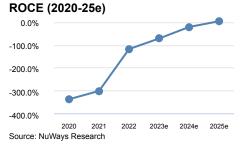
	identifier
Bloomberg	R1B GR
Reuters	R1B.GAT
WKN	512080
ISIN	DE0005120802

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Key snareholders				
Free Float	37.0%			
CCV	30.0%			
BMK Holding GmbH	15.0%			
Founders	11.0%			
Management	7.0%			

Estimates changes						
	<u>2023e</u>	<u>2024e</u>	<u>2025e</u>			
Sales	0%	0%	0%			
EBIT	0%	0%	0%			
EPS	0%	0%	0%			

## Comment on changes



#### Guidance

- FY24: € 2.2-2.5m sales
- FY27: € 10+m sales; 40+% EBIT margin

Update - 12.03.2024



## **Financials**

Profit and loss (EUR m)	2020	2021	2022	2023e	2024e	2025e
Net sales	0.6	0.7	0.8	1.0	3.0	4.9
Sales growth	11.1%	10.3%	26.0%	22.8%	193.8%	61.9%
Increase/decrease in finished goods and work-in-process	0.0	0.0	0.0	0.0	0.0	0.0
Total sales	0.6	0.7	0.8	1.0	3.0	4.9
Other operating income	0.2	0.0	0.1	0.0	0.1	0.1
Material expenses	0.2	0.3	0.2	0.3	0.3	0.3
Personnel expenses	0.9	2.6	3.3	3.2	3.0	3.2
Other operating expenses	1.0	1.7	1.1	1.0	1.0	1.0
Total operating expenses	2.0	4.6	4.7	4.4	4.2	4.4
EBITDA	-1.4	-3.9	-3.8	-3.4	-1.2	0.5
Depreciation	0.3	0.2	0.2	0.2	0.2	0.2
EBITA	-1.6	-4.1	-4.0	-3.6	-1.4	0.3
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.0	0.0	0.0	0.0	0.0	0.0
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0
EBIT (inc revaluation net)	-1.6	-4.1	-4.0	-3.6	-1.4	0.3
Interest income	0.1	0.0	0.0	0.0	0.0	0.0
Interest expenses	0.2	0.1	0.2	0.3	0.2	0.2
Investment income	0.0	0.0	0.0	0.0	0.0	0.0
Financial result	-0.1	-0.1	-0.2	-0.3	-0.2	-0.2
Recurring pretax income from continuing operations	-1.7	-4.2	-4.2	-3.9	-1.7	0.1
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	-1.7	-4.2	-4.2	-3.9	-1.7	0.1
Income tax expense	0.0	0.0	0.0	0.0	0.0	0.0
Net income from continuing operations	-1.7	-4.2	-4.2	-3.9	-1.7	0.1
Income from discontinued operations (net of tax)	0.0	0.0	0.0	0.0	0.0	0.0
Net income	-1.7	-4.2	-4.2	-3.9	-1.7	0.1
Minority interest	0.0	0.0	0.0	0.0	0.0	0.0
Net profit (reported)	-1.7	-4.2	-4.2	-3.9	-1.7	0.1
Average number of shares	1.4	2.2	2.7	3.3	3.3	3.3
EPS reported	-1.22	-1.91	-1.54	-1.19	-0.50	0.03
Profit and loss (common size)	2020	2021	2022	2023e	2024e	2025e
Net sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sales growth	11.1%	10.3%	26.0%	22.8%	193.8%	61.9%
Increase/decrease in finished goods and work-in-process	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Other operating income	26.5%	3.9%	7.1%	2.5%	1.9%	1.8%
Material expenses	32.9%	43.8%	28.9%	25.9%	9.7%	6.6%
Personnel expenses	154.9%	397.0%	399.5%	309.1%	99.9%	64.8%
Other operating expenses	164.9%	254.0%	137.7%	100.9%	32.6%	20.4%
Total operating expenses	326.2%	690.9%	558.9%	433.3%	140.4%	90.0%
EBITDA	-226.2%	-590.9%	-458.9%	-333.3%	-40.4%	10.0%
Depreciation	46.3%	28.3%	20.6%	17.6%	6.3%	4.1%
EBITA	-272.5%	-619.1%	-479.5%	-350.9%	-46.7%	6.0%
Amortisation of goodwill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Amortisation of intangible assets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Impairment charges	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
EBIT (inc revaluation net)	-272.5%	-619.1%	-479.5%	-350.9%	-46.7%	6.0%
Interest income	11.8%	0.0%	0.2%	0.1%	0.0%	0.0%
Interest expenses	26.2%	10.0%	22.8%	29.3%	8.3%	4.1%
Investment income	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Financial result	neg.	neg.	neg.	neg.	neg.	neg.
Recurring pretax income from continuing operations	-286.9%	-629.1%	-502.1%	-380.1%	-54.9%	1.9%
Extraordinary income/loss	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
F!	700 00/.	-629.1%	-502.1%	-380.1%	-54.9%	1.9%
Earnings before taxes	-286.9%					
Tax rate	-0.0%	-0.0%	-0.0%	0.0%	0.0%	0.0%
-						

-286.9%

-286.9%

0.0%

-629.1%

-629.1%

0.0%

Net profit (reported)
Source: Company data, NuWays

Net income Minority interest

NuWays AG 2

-502.2%

-502.2%

0.0%

-380.1%

-380.1%

0.0%

-54.9%

-54.9%

0.0%

1.9%

0.0%

1.9%

Update - 12.03.2024



Balance sheet (EUR m) Intangible assets			2022	2023e	2024e	2025e
intangible assets	0.0	0.5	0.4	0.4	0.4	0.4
Property, plant and equipment	0.0	0.1	0.0	0.0	0.0	0.0
Financial assets	0.0	0.0	0.0	0.0	0.0	0.0
FIXED ASSETS	0.1	0.6	0.4	0.4	0.4	0.4
Inventories	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable	0.1	0.1	0.4	0.4	1.3	2.0
Other assets and short-term financial assets	0.0	0.2	0.2	0.2	0.2	0.2
Liquid assets	0.6	1.2	0.3	0.5	0.7	1.0
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.0	0.0	0.1	0.1	0.1	0.1
CURRENT ASSETS	0.7	1.6	0.8	1.2	2.1	3.2
TOTAL ASSETS	0.8	2.1	4.8	5.5	8.2	9.3
SHAREHOLDERS EQUITY	-0.9	0.7	0.0	0.0	0.2	0.3
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	0.3	0.4	1.1	1.7
Short-term liabilities to banks	0.0	0.2	0.5	0.4	0.5	0.5
	0.0	0.0	0.5	0.5	0.5	0.8
Accounts payable Advance payments received on orders	0.1	0.1	0.1	0.1	0.0	0.0
Other liabilities (incl. from lease and rental contracts)	0.0	0.0	0.0	0.0	0.0	0.0
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0
Deferred income	0.0	0.0	0.0	0.0	0.0	0.0
CURRENT LIABILITIES	0.0	0.0	0.0	0.0	0.5	0.0
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	0.1	2.1	4.8	5.5	8.2	9.3
	0.0		•	0.0	V.2	0.0
Balance sheet (common size)	2020	2021	2022	2023e	2024e	2025e
Intangible assets	5.9%	24.1%	7.8%	6.9%	4.6%	4.1%
Property, plant and equipment	4.7%	2.6%	0.8%	0.7%	0.5%	0.5%
Financial assets	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
FIXED ASSETS	10.6%	26.8%	8.6%	7.6%	5.1%	4.6%
Inventories	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Accounts receivable	7.8%	6.7%	7.7%	8.1%	15.3%	21.2%
Other assets and short-term financial assets	6.2%	7.9%	3.2%	2.8%	1.9%	1.6%
Liquid assets	75.3%	58.2%	5.5%	10.0%	8.0%	10.7%
Deferred taxes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deferred charges and prepaid expenses	0.1%	0.5%	1.1%	0.9%	0.6%	0.5%
CURRENT ASSETS	89.4%	73.2%	17.4%	21.8%	25.7%	34.1%
TOTAL ASSETS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SHAREHOLDERS EQUITY	-115.2%	30.4%	0.0%	0.8%	3.0%	3.7%
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	16.0%	11.3%	6.2%	6.7%	13.1%	18.8%
Short-term liabilities to banks	0.0%	0.0%	9.5%	8.4%	5.6%	4.9%
Accounts payable	17.4%	3.1%	2.2%	2.6%	5.6%	8.6%
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)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deferred taxes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deferred income	0.0%	0.0%	0.5%	0.5%	0.3%	0.3%
CURRENT LIABILITIES	17.4%	3.1%	2.2%	2.6%	5.6%	8.6%

Source: Company data, NuWays

Update - 12.03.2024



Cash flow statement (EUR m)	2020	2021	2022	2023e	2024e	2025e
Net profit/loss	-5.3	-4.2	-4.2	-3.9	-1.7	0.1
Depreciation of fixed assets (incl. leases)	0.1	0.1	0.2	0.2	0.2	0.2
Amortisation of goodwill & intangible assets	1.1	1.0	0.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.0
Cash flow from operating activities	-5.2	-4.3	-4.3	-3.7	-1.4	0.4
Increase/decrease in inventory	0.0	0.0	0.0	0.0	0.0	0.0
Increase/decrease in accounts receivable	-0.0	-0.1	-0.2	-0.1	-0.8	-0.7
Increase/decrease in accounts payable	0.1	-0.1	0.0	0.0	0.3	0.3
Increase/decrease in other working capital positions	0.0	0.0	0.0	0.0	0.0	0.0
Increase/decrease in working capital	0.1 <b>-4.0</b>	-0.2 <b>-3.1</b>	-0.2 <b>-4.1</b>	-0.0	-0.5 <b>-1.2</b>	-0.4 <b>0.6</b>
Cash flow from operating activities				-3.5		
CAPEX  Payments for acquisitions	0.3	0.2	0.2 0.0	0.2 0.0	0.2 0.0	0.2 0.0
Payments for acquisitions Financial investments	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0
Income from asset disposals	0.0	0.0	0.0	0.0	0.0	0.0
Cash flow from investing activities	-0.3	- <b>0.2</b>	-0.2	-0.2	-0.2	-0.2
Cash flow before financing	<b>-0.3</b> -4.3	-3.3	- <b>4</b> .3	-0.2 -3.7	- <b>0.2</b> -1.4	0.3
Increase/decrease in debt position	-4.3 -0.1	-3.3 -0.2	3.2	-3.7 0.5	1.5	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.0	3.7	0.0	0.0
Dividends paid	0.0	0.0	0.0	3.7 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	0.0	0.0	0.0	0.0
Cash flow from financing activities	-0.1	-0.2	3.2	4.2	1.5	0.0
Increase/decrease in liquid assets	-4.4	-3.5	-1.1	0.5	0.1	0.3
Liquid assets at end of period	0.5	1.2	0.1	0.5	0.7	1.0
Eliquia access at ona or period	0.0	1.2	<b>V.</b> 1	0.0	V.1	1.0
Key ratios (EUR m)	2020	2021	2022	2023e	2024e	2025e
P&L growth analysis						
Sales growth	11.1%	10.3%	26.0%	22.8%	193.8%	61.9%
EBITDA growth	240.2%	328.7%	182.1%	-12.7%	-68.3%	-114.3%
EBIT growth	302.8%	235.8%	144.6%	-12.3%	-64.9%	-108.1%
EPS growth	67.1%	76.6%	26.4%	-37.7%	-67.3%	-102.4%
Efficiency						
Sales per employee	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
EBITDA per employee	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
No. employees (average)	0	0	0	0	0	0
Balance sheet analysis						
Avg. working capital / sales	102.4%	6.1%	11.4%	18.3%	17.6%	15.1%
Inventory turnover (sales/inventory)	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable turnover	36.2	79.0	161.3	156.5	151.8	147.3
Accounts payable turnover	81.0	36.3	45.7	50.3	55.3	59.5
Cash flow analysis						
Free cash flow	-4.3	-3.3	-4.3	-3.7	-1.4	0.3
Free cash flow/sales	-718.4%	-501.3%	-512.6%	-363.9%	-46.4%	7.1%
FCF / net profit	80.9%	79.7%	102.1%	95.7%	84.4%	375.9%
Capex / sales	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Solvency						
Net debt	8.0	-0.1	4.1	4.3	5.7	5.4
Net Debt/EBITDA	-0.6	0.0	-1.1	-1.3	-4.7	11.0
Dividend payout ratio	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Interest paid / avg. debt	11.5%	5.0%	6.6%	9.9%	4.6%	3.6%
Returns						
ROCE	-338.4%	-302.2%	-118.4%	-72.1%	-21.6%	3.6%
ROE	194.9%	-638.0%	n.a.	-9281.5%	-668.1%	26.9%
Adjusted FCF yield	-21.7%	-28.1%	-17.9%	-13.7%	-5.1%	1.1%
Dividend yield						
DPS	0.0	0.0	0.0	0.0	0.0	0.0
EPS reported	-1.22	-1.91	-1.54	-1.19	-0.50	0.03
Average number of shares	1.4	2.2	2.7	3.3	3.3	3.3
Valuation ratios						
P/BV	0.0	0.0	n.a.	0.0	0.0	0.0
EV/sales	19.8	27.4	26.8	25.7	9.2	5.6
EV/EBITDA	-8.7	-4.6	-5.8	-7.7	-22.8	55.9
EV/EBIT	-7.3	-4.4	-5.6	-7.3	-19.7	94.2

Update - 12.03.2024



## **Disclosures**

Disclosures regarding research publications of NuWays AG pursuant to section 85 of the German Securities Trading Act (WpHG)

## Indication of conflict of interest

It is essential that any research recommendation is fairly presented and discloses interests of indicates relevant conflicts of interest. Pursuant to section 85 of the German Securities Trading Act (WpHG) a research report has to point out possible conflicts of interest in connection with the analysed company. A conflict of interest is presumed to exist in particular if NuWays AG

- (1) or any other person belonging to the same group with it was part of a consortium within the past twelve months that issued the financial instruments of the analysed company by way of a public offer.
- (2) or any other person belonging to the same group with it has entered into an agreement on the production of the research report with the analysed company.
- or any other person belonging to the same group with it has been party to an agreement on the provision of investment banking services with the analysed company or have received services or a promise of services under the term of such an agreement within the past twelve month.
- (4) The analysed company holds 5% or more of the share capital of NuWays AG.
- (5) holds (a) a net short position or (b) a net long position of 0.5% of the outstanding share capital of the analysed company.
- (6) or any other person belonging to the same group with it is a market maker or liquidity provider in the financial instruments of the issuer.
- (7) or the analyst has any other significant financial interests relating to the analysed company such as, for example, exercising mandates in the interest of the analysed company.
- (8) The research report has been made available to the analysed company prior to its publication. Thereafter, only factual changes have been made to the report.

Conflicts of interest that existed at the time when this research report was published:

Company	Disclosures
Rubean AG	2

Historical target	price and rating changes fo	r Rubean AG			
Company	Date	Analyst	Rating	Target Price	Close
Rubean AG	28.02.2024	Jarchow, Frederik	n.a.	EUR 9.00	EUR 6.70
	27.02.2024	Jarchow, Frederik	n.a.	EUR 9.00	EUR 6.45
	17.12.2023	Jarchow, Frederik	n.a.	EUR 8.00	EUR 5.95

Update - 12.03.2024



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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.

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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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