Others - Germany



Buy (old: Buy) 24.04.2024

EUR 51.00 (old: EUR 51.00)

## Q1 preview: EuroJackpot to deliver remarkable top-line

Topic: Q1 results are due May 8th 2024 and we expect ZEAL to show a remarkable top-line thanks to a superb jackpot environment, leading to elevated user activity. In detail:

Thanks to the EuroJackpot peaking 4x at the start of Q1, the nationwide stakes amounted to € 2.07bn in Q1 (EuroJackot and Lotto 6aus49 together), which are 16% above the quarterly average of € 1.79bn and 12% higher than Q1'23 (see p. 2). For ZEAL, this should translate into increased user activity with 1.26m MAUs (+15% yoy) and an ABPU of € 62.00 (+2% yoy), thus elevating Lottery billings to € 234m (+17% yoy), according to our estimates.

Lottery sales are seen at € 31m (+24% yoy) thanks to the elevated billings, but also driven by our estimate of an improving billings margin of 13.2% (eNuW; +0.8pp yoy), as during high jackpot environments, ZEAL's product mix usually shifts towards higher margin products like lottery clubs.

For Games, we conservatively expect a slight pick-up in MAUs to 20k (Q4'24: 18k), as the roll-out should have remained slightly burdened by later than expected regulatory approvals of each new game. Also, assuming a constant pay-in to billings ratio of 4.9x and a constant billings-margin of 7.5%, billings from Games are hence expected at € 25m and sales at € 1.9m respectively.

In sum, Q1 sales should arrive at € 34.8m (+30% yoy), showing a remarkable top-line dynamic. On the other hand, we expect a significant marketing push of € 14m (vs. € 7m in Q1'23 with no peak jackpot) to burden profitability with an EBITDA of € 5.1m (15% margin; -20pp yoy).

In return, this should have led to a strongly increased user base, as ZEAL usually gains c. 100k new registrations per peak jackpot. We hence expect c. 300-400k new registrations and c. 75-100k new MAUs (25% conversion rate) for the Lottery business, adding some € 47-63m in CLTVs to ZEAL's total Lottery user base; CLTV of € 726m as of Y/E'23. This looks set to more than compensate the € 14m expected marketing expense, showing the value-accretive nature of ZEAL's customer acquisition strategy.

Against this backdrop, we expect ZEAL to capitalize strongly from Q1's jackpot environment as the company's value accretive performance marketing drives user intake and market share gains. Reiterate BUY with unchanged PT of € 51.00, based on DCF.

Y/E 31.12 (EUR m)	2021	2022	2023	2024e	2025e	2026e
Sales	83.3	105.2	116.0	146.0	171.6	191.6
Sales growth	-4.2%	26.2%	10.3%	25.8%	17.5%	11.7%
EBITDA	27.7	31.7	32.8	40.9	54.9	66.2
Net debt (if net cash=0)	-38.5	-28.5	-29.7	-43.9	-59.7	-80.7
FCF	26.0	27.1	24.9	38.8	42.5	50.0
Net Debt/EBITDA	-1.4	-0.9	-0.9	-1.1	-1.1	-1.2
EPS pro forma	0.48	0.72	0.57	0.82	1.28	1.65
EBITDA margin	33.3%	30.1%	28.3%	28.0%	32.0%	34.6%
ROCE	5.0%	6.0%	7.2%	11.1%	16.6%	21.4%
EV/sales	10.5	6.7	6.3	4.9	4.1	3.5
EV/EBITDA	31.6	22.4	22.2	17.5	12.7	10.2
PER	70.5	47.5	59.3	41.5	26.5	20.6
Adjusted FCF yield	1.8%	3.7%	3.9%	4.2%	5.9%	7.4%

Source: Company data, NuWays, Close price as of 22.04.2024

2023

2024e

2025e

20266

Sales (2021-26e)

2021

Source: NuWays Research

2022

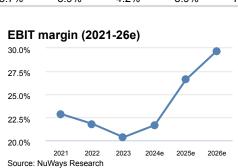
200.0m

150.0m

100.0m

50.0m

0.0m



# **Company description**

ZEAL brokers lottery products via the internet under two well-known web-domains: Lotto24.de and Tipp24.de and receives brokerage commissions from the lottery operators. In addition, the company also operates instant win games & charity based lotteries.

#### **Share Performance** 40.50 39.00 37.50 34.50 33.00 31.50 30.00 28.50 High/low 52 weeks (€) 39.00 / 29.30 6.6% 3m rel. performance -5.6% 6m rel. performance -11.8% 12m rel. performance

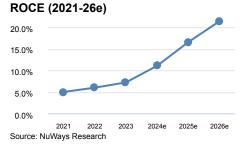
Market data	
Share price (in €)	34.00
Market cap (in € m)	758.4
Number of shares (in m pcs)	22.3
Enterprise value (in € m)	715.1
Ø trading volume (6 months)	15,022

	identifier
Bloomberg	TIMA GR
Reuters	TIMAn
WKN	ZEAL24
ISIN	DE000ZEAL241

Key shareholders				
Günther Group	35.2%			
Working Capital	20.2%			
Marc Peters	4.5%			
Jens Schumann	3.6%			
Free Float	36.6%			

Estimates changes					
	<u>2024e</u>	2025e	<u>2026e</u>		
Sales	0%	0%	0%		
EBIT	-0%	0%	0%		
EPS	-0%	0%	0%		

### Comment on changes



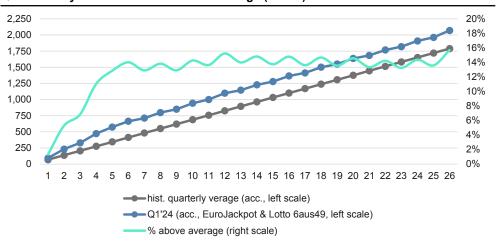
#### Guidance

- FY'24 Sales : € 140-150m
- FY'24 EBITDA: € 38-42m
- FY'24 marketing exp.: € 40-45m

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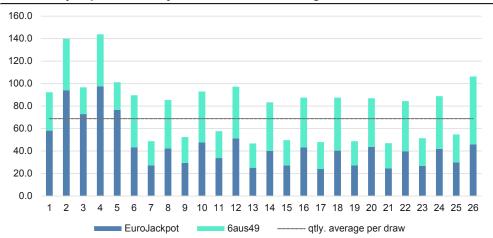


Q1'24: lottery stakes above historical average (in € m)



Source: DLTB, NuWays

## Q1'24: Eurojackpot lifts lottery stakes well above average



Source: DLTB, NuWays

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# **Financials**

Profit and loss (EUR m)	2021	2022	2023	2024e	2025e	202
Net sales	83.3	105.2	116.0	146.0	171.6	19 <sup>.</sup>
ales growth	-4.2%	26.2%	10.3%	25.8%	17.5%	11.
crease/decrease in finished goods and work-in-process	0.0	0.0	0.0	0.0	0.0	(
otal sales	83.3	105.2	116.1	146.0	171.6	19
ther operating income	4.6	2.3	1.3	1.5	1.5	
aterial expenses	0.0	0.0	-0.0	0.0	0.0	
ersonnel expenses	19.0	18.9	22.6	24.8	28.3	3
ther operating expenses	41.2	57.0	62.0	81.8	89.9	9
otal operating expenses	55.6	73.5	83.2	105.1	116.7	12
BITDA	27.7	31.7	32.8	40.9	54.9	E
epreciation	0.7	0.7	0.0	0.0	0.0	
BITA	27.0	31.0	32.8	40.9	54.9	(
nortisation of goodwill	0.0	0.0	0.0	0.0	0.0	
nortisation of intangible assets	7.9	8.1	9.3	9.3	9.3	
pairment charges	0.0	0.0	0.0	0.0	0.0	
BIT (inc revaluation net)	19.0	22.9	23.6	31.6	45.6	:
erest income	0.2	1.4	0.5	1.2	1.1	
erest expenses	2.0	0.7	1.8	1.8	1.8	
vestment income	-0.3	-0.2	-0.0	0.0	0.0	
nancial result	-2.4	-0.1	-1.3	-0.6	-0.7	
ecurring pretax income from continuing operations	16.7	22.8	22.2	31.0	44.9	
traordinary income/loss	0.0	0.0	-0.0	0.0	0.0	
rnings before taxes	16.7	22.8	22.3	31.0	44.9	
come tax expense	5.3	6.2	8.6	11.5	14.4	
et income from continuing operations	11.4	16.6	13.7	19.5	30.5	;
come from discontinued operations (net of tax)	0.0	0.0	0.0	0.0	0.0	
et income	11.4	16.6	13.7	19.5	30.5	;
inority interest	0.6	0.6	0.9	1.2	1.9	
et profit (reported)	10.8	16.0	12.8	18.3	28.6	
verage number of shares	22.4	22.3	22.3	22.3	22.3	:
PS reported	0.48	0.72	0.57	0.82	1.28	•
rofit and loss (common size)	2021	2022	2023	2024e	2025e	20
et sales	100.0%	100.0%	100.0%	100.0%	100.0%	100
ales growth	-4.2%	26.2%	10.3%	25.8%	17.5%	11
crease/decrease in finished goods and work-in-process	0.0%	0.0%	0.0%	0.0%	0.0%	C
tal sales	100.0%	100.0%	100.0%	100.0%	100.0%	100
her operating income	5.5%	2.2%	1.1%	1.0%	0.9%	0
aterial expenses	0.0%	0.0%	-0.0%	0.0%	0.0%	0
ersonnel expenses	22.9%	18.0%	19.4%	17.0%	16.5%	16
her operating expenses	49.4%	54.1%	53.4%	56.0%	52.4%	50
otal operating expenses	66.7%	69.9%	71.7%	72.0%	68.0%	65
BITDA	33.3%	30.1%	28.3%	28.0%	32.0%	34
epreciation	0.9%	0.6%	0.0%	0.0%	0.0%	0
BITA	32.4%	29.5%	28.3%	28.0%	32.0%	34
nortisation of goodwill	0.0%	0.0%	0.0%	0.0%	0.0%	0
nortisation of intangible assets	9.5%	7.7%	8.0%	6.3%	5.4%	4
pairment charges	0.0%	0.0%	0.0%	0.0%	0.0%	0
BIT (inc revaluation net)	22.9%	21.8%	20.3%	21.6%	26.6%	29
terest income	0.2%	1.4%	0.4%	0.8%	0.6%	0
erest expenses	2.4%	0.7%	1.5%	1.2%	1.0%	0
vestment income	-0.4%	-0.2%	-0.0%	0.0%	0.0%	0
nancial result	neg.	neg.	neg.	neg.	neg.	ı
ecurring pretax income from continuing operations	20.0%	21.7%	19.2%	21.2%	26.2%	29
extraordinary income/loss	0.0%	0.0%	-0.0%	0.0%	0.0%	_0

0.0%

20.0%

31.5%

13.7%

0.0%

13.7%

0.7%

12.9%

0.0%

21.7%

27.4%

15.7%

0.0%

15.7%

0.6%

15.2%

Net profit (reported)
Source: Company data, NuWays

Extraordinary income/loss

Net income from continuing operations

Income from discontinued operations (net of tax)

Earnings before taxes

Tax rate

Net income

Minority interest

NuWays AG 3

-0.0%

19.2%

38.6%

11.8%

0.0%

11.8%

0.8%

11.0%

0.0%

21.2%

37.0%

13.4%

0.0%

13.4%

0.9%

12.5%

0.0%

26.2%

32.0%

17.8%

0.0%

17.8%

1.1%

16.7%

0.0%

29.3%

30.0%

20.5%

0.0%

20.5%

1.3%

19.2%

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Balance sheet (EUR m)	2021	2022	2023	2024e	2025e	2026e
Intangible assets	298.0	289.6	281.7	272.4	263.2	253.9
Property, plant and equipment	0.6	1.2	1.2	1.2	1.2	1.2
Financial assets	16.6	22.5	18.2	18.2	18.2	18.2
FIXED ASSETS	315.2	313.2	301.0	291.8	282.5	273.3
Inventories	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable	1.8	1.4	2.6	2.0	2.3	2.6
Other assets and short-term financial assets	82.9	75.4	30.5	30.5	30.5	30.5
Liquid assets	90.1	61.2	57.4	67.6	79.4	96.4
Deferred taxes	11.9	6.9	1.0	1.0	1.0	1.0
Deferred charges and prepaid expenses	1.5	1.5	1.7	1.7	1.7	1.7
CURRENT ASSETS	188.6	146.5	93.6	102.9	115.0	132.3
TOTAL ASSETS	503.8	459.7	394.6	394.7	397.5	405.5
CHAREHOLDERS FOUNTY	378.2	328.0	259.2	252.8	254.4	262.0
SHAREHOLDERS EQUITY MINORITY INTEREST	6.7					
MINORITY INTEREST  Provisions for populate and similar obligations	0.4	6.1 0.1	5.6 0.7	6.8 0.7	8.7 0.7	11.3 0.7
Provisions for pensions and similar obligations	4.0			7.0	0.7 8.2	
Other provisions and accrued liabilities		4.0	4.2	7.0 7.2	o.z 7.2	9.2 7.2
Short-term liabilities to banks	1.1 3.7	4.7 3.8	7.2 3.6	7.2 4.5	7.2 5.3	7.2 5.3
Advance navments received an orders	3.7 0.0	3.6 0.0	0.0	4.5 0.0	5.3 0.0	0.0
Advance payments received on orders  Other liabilities (incl. from lease and rental contracts)	6.5	33.0	48.0	48.0	48.0	
Other liabilities (incl. from lease and rental contracts)  Deferred taxes		46.3	46.0 44.2			48.0
	48.8		0.0	44.2	44.2 0.0	44.2
Deferred income	0.0	0.0		0.0		0.0 <b>53.4</b>
CURRENT LIABILITIES TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	10.2 503.8	36.8 459.7	51.6 394.6	52.6 394.7	53.4 397.5	405.5
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	503.0	455.1	334.0	334.7	391.5	405.5
Balance sheet (common size)	2021	2022	2023	2024e	2025e	2026e
Intangible assets	59.2%	63.0%	71.4%	69.0%	66.2%	62.6%
Property, plant and equipment	0.1%	0.3%	0.3%	0.3%	0.3%	0.3%
Financial assets	3.3%	4.9%	4.6%	4.6%	4.6%	4.5%
FIXED ASSETS	62.6%	68.1%	76.3%	73.9%	71.1%	67.4%
Inventories	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Accounts receivable	0.4%	0.3%	0.7%	0.5%	0.6%	0.6%
Other assets and short-term financial assets	16.5%	16.4%	7.7%	7.7%	7.7%	7.5%
Liquid assets	17.9%	13.3%	14.5%	17.1%	20.0%	23.8%
Deferred taxes	2.4%	1.5%	0.3%	0.3%	0.2%	0.2%
Deferred charges and prepaid expenses	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%
CURRENT ASSETS	37.4%	31.9%	23.7%	26.1%	28.9%	32.6%
TOTAL ASSETS	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
SHAREHOLDERS EQUITY	75.1%	71.3%	65.7%	64.0%	64.0%	64.6%
MINORITY INTEREST	1.3%	1.3%	1.4%	1.7%	2.2%	2.8%
Provisions for pensions and similar obligations	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
Other provisions and accrued liabilities	0.1%	0.0%	1.1%	1.8%	2.1%	2.3%
Short-term liabilities to banks	0.2%	1.0%	1.8%	1.8%	1.8%	1.8%
Accounts payable	0.7%	0.8%	0.9%	1.2%	1.3%	1.3%
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)	1.3%	7.2%	12.2%	12.2%	12.1%	11.8%
Deferred taxes	9.7%	10.1%	11.2%	11.2%	11.1%	10.9%
Deferred income	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CURRENT LIABILITIES	2.0%	8.0%	13.1%	13.3%	13.4%	13.2%
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TO THE EMPIRITIES AND STIANCHISCULING EQUIT	100.070	100.070	100.0 /0	100.070	100.070	100.0 /0

Source: Company data, NuWays

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Cash flow statement (EUR m)	2021	2022	2023	2024e	2025e	2026e
Net profit/loss	11.4	16.6	13.7	19.5	30.5	39.3
Depreciation of fixed assets (incl. leases)	0.7	0.7	0.0	0.0	0.0	0.0
Amortisation of goodwill & intangible assets	7.9	8.1	9.3	9.3	9.3	9.3
Other costs affecting income / expenses	0.2	-0.3	0.0	0.0	0.0	0.0
Cash flow from operating activities	19.4	27.3	25.3	38.8	42.5	50.0
Increase/decrease in inventory	0.0	4.3	0.0	0.0	0.0	0.0
Increase/decrease in accounts receivable	-0.5	0.4	-1.2	0.7	-0.3	-0.3
Increase/decrease in accounts payable	0.1	0.1	-0.2	0.9	0.8	0.0
Increase/decrease in other working capital positions	-0.1	-1.2	3.8	0.0	0.0	0.0
Increase/decrease in working capital	-0.5	3.5	2.4	1.6	0.4	-0.3
Cash flow from operating activities	26.4	28.5	25.3	39.0	42.7	50.2
CAPEX	0.4	1.4	0.4	0.2	0.2	0.2
Payments for acquisitions	1.2	0.6	0.0	0.0	0.0	0.0
Financial investments	0.0	5.4	0.4	0.0	0.0	0.0
Income from asset disposals	1.0	1.2	57.2	0.0	0.0	0.0
Cash flow from investing activities	-0.6	-6.2	56.4	-0.2	-0.2	-0.2
Cash flow before financing	5.7	-24.7	2.3	14.2	15.7	21.0
Increase/decrease in debt position	7.0	16.9	-5.0	-4.0	-4.0	-4.0
Purchase of own shares	0.0	20.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.1	0.0	0.0	0.0	0.0
Dividends paid	20.1	47.0	79.4	24.5	26.8	29.0
Others	-8.7	-1.2	-1.0	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	-21.8	-51.2	-85.4	-28.5	-30.8	-33.0
Increase/decrease in liquid assets	4.0	-28.9	-3.8	10.2	11.7	17.0
Liquid assets at end of period	90.1	61.2	57.4	67.6	79.4	96.4
Key ratios (EUR m)	2021	2022	2023	2024e	2025e	2026e
P&L growth analysis						
Sales growth	-4.2%	26.2%	10.3%	25.8%	17.5%	11.7%
EBITDA growth	60.0%	14.1%	3.8%	24.4%	34.3%	20.7%
EBIT growth	254.3%	20.4%	2.9%	33.9%	44.3%	24.9%
EPS growth	32.0%	48.4%	-19.8%	43.0%	56.4%	28.7%
Efficiency						
Sales per employee	530.8	649.4	694.9	848.8	980.6	1,076.4
EBITDA per employee	176.6	195.4	196.7	237.5	313.5	372.0
No. employees (average)	157	162	167	172	175	178
Balance sheet analysis						
Avg. working capital / sales	5.8%	-2.0%	-1.0%	-1.7%	-1.1%	-1.4%
Inventory turnover (sales/inventory)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Accounts receivable turnover	7.8	5.0	5.0	5.0	5.0	5.0
Accounts payable turnover	16.2	13.2	11.4	11.4	11.4	10.2
Cash flow analysis						
Free cash flow	26.0	27.1	24.9	38.8	42.5	50.0
Free cash flow/sales	31.2%	25.7%	21.4%	26.6%	24.8%	26.1%
FCF / net profit	227.9%	163.4%	182.1%	198.5%	139.1%	127.2%
Capex / sales	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Solvency						
Net debt	-38.5	-28.5	-29.7	-43.9	-59.7	-80.7
Net Debt/EBITDA	-1.4	-0.9	-0.9	-1.1	-1.1	-1.2
Dividend payout ratio	435.7%	503.3%	191.8%	146.3%	101.4%	84.8%
Interest paid / avg. debt	3.8%	2.3%	4.5%	6.3%	7.5%	9.1%
Returns						
ROCE	5.0%	6.0%	7.2%	11.1%	16.6%	21.4%
ROE	2.9%	4.9%	4.9%	7.2%	11.2%	14.1%
Adjusted FCF yield		3.7%	3.9%	4.2%	5.9%	7.4%
Dividend yield	1.8%				0.00/	4.1%
	6.2%	10.6%	3.2%	3.5%	3.8%	
DPS DPS	6.2% 2.1	10.6% 3.6	1.1	1.2	3.8% 1.3	
	6.2%	10.6%				1.4
DPS	6.2% 2.1	10.6% 3.6	1.1	1.2	1.3	1.4 1.65
DPS EPS reported Average number of shares Valuation ratios	6.2% 2.1 0.48 22.4	10.6% 3.6 0.72 22.3	1.1 0.57 22.3	1.2 0.82 22.3	1.3 1.28 22.3	1.4 1.65 22.3
DPS EPS reported Average number of shares	6.2% 2.1 0.48	10.6% 3.6 0.72 22.3	1.1 0.57	1.2 0.82	1.3 1.28	1.4 1.65 22.3
DPS EPS reported Average number of shares Valuation ratios	6.2% 2.1 0.48 22.4	10.6% 3.6 0.72 22.3	1.1 0.57 22.3	1.2 0.82 22.3	1.3 1.28 22.3	1.4 1.65 22.3
DPS EPS reported Average number of shares Valuation ratios P/BV	6.2% 2.1 0.48 22.4	10.6% 3.6 0.72 22.3	1.1 0.57 22.3 2.9	1.2 0.82 22.3 3.0	1.3 1.28 22.3 3.0	1.4 1.65 22.3 2.9 3.5
DPS EPS reported Average number of shares  Valuation ratios P/BV EV/sales	6.2% 2.1 0.48 22.4 2.0 10.5	10.6% 3.6 0.72 22.3 2.3 6.7	1.1 0.57 22.3 2.9 6.3	1.2 0.82 22.3 3.0 4.9	1.3 1.28 22.3 3.0 4.1	1.4 1.65 22.3 2.9

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Company	Disclosures
ZEAL Network SE	2

Historical target price	and rating changes for ZEAL	Network SE			
Company	Date	Analyst	Rating	Target Price	Close
ZEAL Network SE	09.11.2023	Wendisch, Henry	Buy	EUR 51.00	EUR 30.00

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