



## **SMARTBROKERHOLDING**

H1 2024 Zwischenbericht

*10. Sep 2024*

# **Ergebnis- präsentation**

# Die Präsentatoren



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Vorstand Smartbroker AG

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# H1 2024

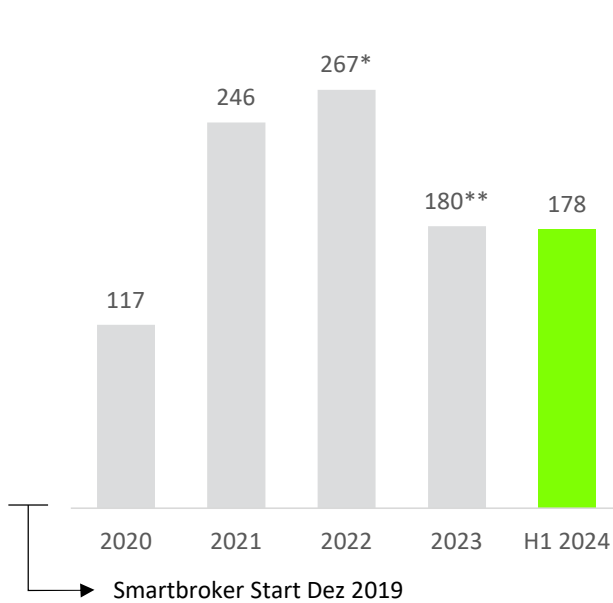
# Finanzkennzahlen

# Operative KPIs H1 2024

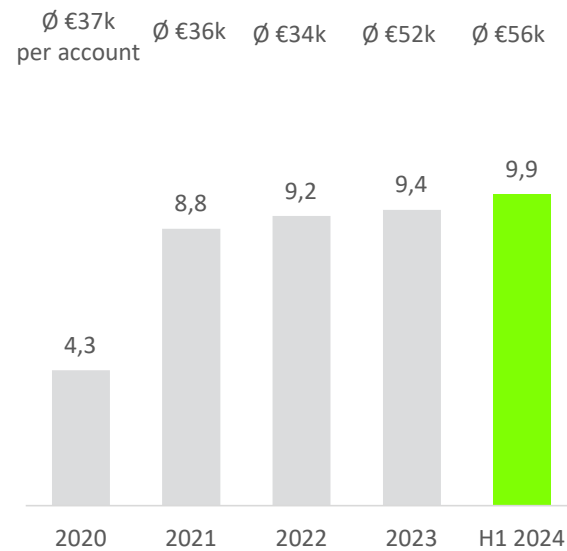
Marktumfeld mit sehr geringer Volatilität

## TRANSAKTION

Depotkunden in Tsd.

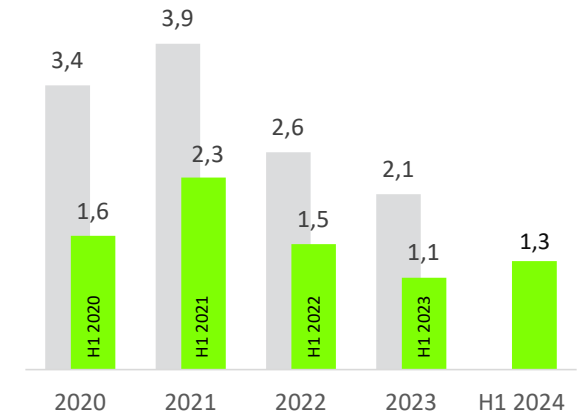


Betreutes Kundenvermögen in € Mrd.



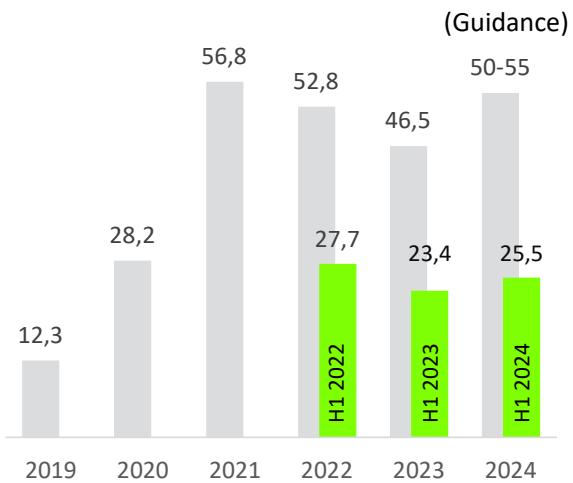
## MEDIA

Seitenaufrufe in Mrd.

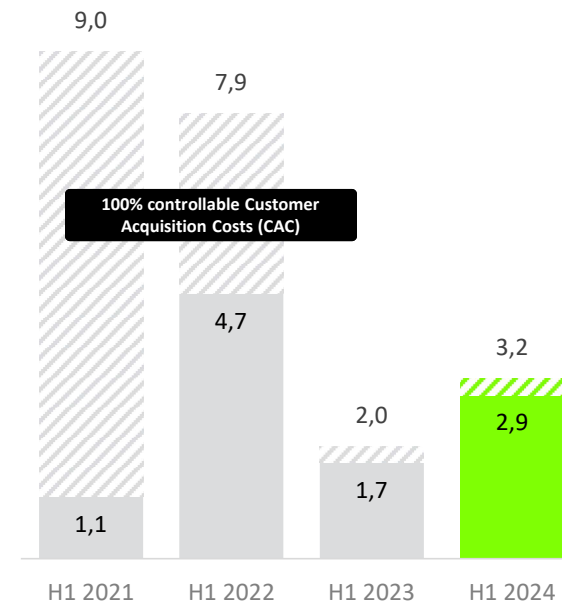


# Finanz Performance | Überblick

Umsatz, in € Mio.



Operatives EBITDA vor und nach CAC, in € Mio.



# H1 2024 Umsatz und EBITDA je Segment

Media weiterhin rentabel; Transaktion EBITDA leicht positiv

<i>in € Mio.</i>	Gruppe	Media	Transaktion
Umsatz	25,5	12,3	13,2
EBITDA vor CAC	3,1	2,6	0,5
<i>Marge</i>	13%	22%	4%
Kundenakquisekosten (CAC)	(0.2)	-	(0.2)
EBITDA nach CAC	2,9	2,6	0,3
<i>Marge</i>	11%	22%	2%

# H1 2024 Ertragslage

in T€	01.01.-30.06.24	01.01.-30.06.23	Veränderung
1.Umsatzerlöse	25.512	23.425	8,9%
2.Andere aktivierte Eigenleistungen	27	1.376	-98,0%
<b>Gesamtleistung</b>	<b>25.539</b>	<b>24.801</b>	<b>3,0%</b>
3.Sonstige betriebliche Erträge	187	386	-51,5%
4.Materialaufwand	-9.171	-9.804	-6,5%
<b>Rohergebnis</b>	<b>16.555</b>	<b>15.383</b>	<b>7,6%</b>
5.Personalaufwand	-10.352	-9.875	4,8%
6.Abschreibungen	-5.113	-2.183	134,2%
7.Sonstige betriebliche Aufwendungen	-3.284	-3.811	-13,8%
<b>Betriebsergebnis</b>	<b>-2.194</b>	<b>-486</b>	<b>351,6%</b>
8.Sonstige Zinsen und ähnliche Erträge	84	118	-29,0%
9.Zinsen und ähnliche Aufwendungen	-101	-132	-23,3%
<b>Ergebnis vor Steuern</b>	<b>-2.211</b>	<b>-499</b>	<b>342,9%</b>
10.Steuern vom Einkommen und vom Ertrag	118	-1.228	-109,6%
davon aus der Auflösung/Bildung von latenten Steuern	303	-1.004	-130,2%
<b>Ergebnis nach Steuern</b>	<b>-2.093</b>	<b>-1.727</b>	<b>21,2%</b>
Eigenkapitalrendite	-4,31%	-4,01%	
Umsatzrendite	-8,20%	-7,37%	
Ebitda	2.919	1.697	72,0%
operativer Cash Flow	2.691	83	3123,6%



# H1 2024 Liquiditätsanalyse

in € Mio.	H1 2024	H1 2023	Veränderung	2023
<b><u>Kapitalflussrechnung</u></b>				
Cashflow aus der laufenden Geschäftstätigkeit	2,1	1,0	<b>110,1%</b>	0,0
Cashflow aus der Investitionstätigkeit	-2,4	-4,8	<b>245,0%</b>	-11,0
Cashflow aus der Finanzierungstätigkeit	5,4	-2,3	<b>n.m.</b>	-4,5
<b><u>Free Cash Flow</u></b>				
operativer Cashflow (GuV)	2,6	1,0	<b>160,0%</b>	-1,6
Investitionen (Anlagenspiegel)	-2,0	-5,6	<b>360,0%</b>	-11,8
<b>Free Cashflow</b>	<b>0,6</b>	<b>-4,6</b>	<b>520,0%</b>	<b>-13,4</b>
<b>Cashbestand am Ende der Periode</b>	<b>17,5</b>	<b>21,3</b>	<b>-380,0%</b>	<b>12,3</b>

# H1 2024 Konzernbilanz

in T€	30.06.2024	31.12.2023	Veränderung
<b>A. Anlagevermögen</b>	<b>38.417</b>	<b>41.669</b>	<b>-7,8%</b>
I. Immaterielle Vermögensgegenstände	35.777	38.770	-7,7%
II. Sachanlagen	1.670	1.841	-9,3%
III. Finanzanlagen	970	1.058	-8,3%
<b>B. Umlaufvermögen</b>	<b>25.248</b>	<b>21.254</b>	<b>18,8%</b>
I. Vorräte	3	1	200,0%
II. Forderungen und sonstige Vermögensgegenstände	7.727	8.990	-14,0%
III. Kassenbestand und Guthaben bei Kreditinstituten	17.518	12.263	42,9%
<b>C. Rechnungsabgrenzungsposten</b>	<b>661</b>	<b>912</b>	<b>-27,5%</b>
<b>Summe der Aktiva</b>	<b>64.326</b>	<b>63.836</b>	<b>0,8%</b>
<b>A. Eigenkapital</b>	<b>48.589</b>	<b>43.051</b>	<b>12,9%</b>
<b>B. Rückstellungen</b>	<b>2.844</b>	<b>3.381</b>	<b>-15,9%</b>
<b>C. Verbindlichkeiten</b>	<b>10.887</b>	<b>15.000</b>	<b>-27,4%</b>
<b>D. Rechnungsabgrenzungsposten</b>	<b>838</b>	<b>933</b>	<b>-10,2%</b>
<b>E. Passive latente Steuern</b>	<b>1.168</b>	<b>1.471</b>	<b>-20,6%</b>
<b>Summe der Passiva</b>	<b>64.326</b>	<b>63.836</b>	<b>0,8%</b>
Eigenkapitalquote	75,5%	67,4%	
Fremdkapitalquote	24,5%	32,6%	
Verschuldungsgrad	32,4%	48,3%	
Nettofinanzmittel/ (-schulden)	9.205	1.817	406,6%

# Ausblick 2024

# Planungs-Annahmen 2024

## TRANSAKTION

- Handelsaktivität in 2024, auf niedrigem Niveau der letzten Quartale 2023
- Start Kryptohandel September 2024
- Start Neukundenmarketing SB+ Q 2 / 2024

## MEDIA

- Umsätze Media im Bereich wie Q 3 / 4 2023
- stabiler Werbemarkt
- stabiles Börsenumfeld

## UNSICHERHEITEN

- Wiederherstellung einer guten Erreichbarkeit des Customer Service
- Erfolg Marketing Neukunden SMARTBROKER+

# Guidance 2024

20.000 – 30.000 neue Depots p. a. in 2024 erwartet

Guidance zuletzt angepasst am 23.08.2024, EBITDA angehoben auf 3 bis 5 Mio. € von zuvor – minus 1 bis 3 Mio. €

