

# fashionette AG

## Germany - Consumer Goods

**Buy** (old: Buy)

**Price target: EUR 26.00** (old: EUR 26.00)

**Price:** EUR 3.95      **Next result:** Q3 22 15.11.22  
**Bloomberg:** FSNT GR      **Market cap:** EUR 31.0 m  
**Reuters:** FSNT.DE      **Enterprise Value:** EUR 39.4 m

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### Q3 preview: Niche focus seems to pay-off

Recent industry x-reads confirmed that **consumer spending in the premium/luxury segment remains robust** despite high inflation and macroeconomic uncertainty (e.g. Hugo Boss, LVMH). With its tight focus on designer handbags and accessories, fashionette looks well positioned to also benefit from the favourable industry trend, which should be reflected in a solid Q3 release on November 15.

**Net sales are expected to rise by 20% organically yoy to € 38.2m** in Q3 (eHAIB), driven by fashionette (eHAIB: € 27.7m) as well as Brandfield (eHAIB: € 10.5m). Despite benchmarking against easy comps, this should reflect a sound performance, in our view, considering the weak consumer sentiment and return rates trending back towards pre-COVID levels.

**Profitability is seen to improve slightly yoy** despite a promotional market environment. While adj. EBITDA is expected to come in at € -0.2m in a seasonally weaker quarter, adj. EBITDA margin is set to increase by 0.4pp yoy to -0.5% thanks to operating leverage.

More importantly, **cash generation should have continued to improve** in Q3. We expect operating cash flow to be slightly positive (eHAIB: € 1.5m), as fashionette should have managed to reduce inventories further without sacrificing product availability in Q4. Hence, **FCF is seen at € 1.2m in Q3**, strongly improving vs last year (€ -10.5m).

Overall, **Q3 results should provide confidence** that fashionette executes on its attractive niche positioning as well as data-driven operational setup. While the FY 22 guidance still looks ambitious (€ 180-187m net sales, € 5-7.5m adj. EBITDA), this should be well reflected in consensus estimates (€ 171m net sales, € 4m adj. EBITDA) and the share price, trading at **0.5x book value**. At the same time, profitability and **cash generation should remain strong in the seasonally important Q4**, alleviating liquidity concerns.

### BUY, PT € 26.00, based on DCF.

Y/E 31.12 (EUR m)	2018	2019	2020	2021	2022E	2023E	2024E
Sales	65.2	73.2	94.8	133.8	167.8	182.0	213.9
Sales growth	11 %	12 %	30 %	41 %	25 %	8 %	18 %
EBITDA	5.0	7.1	8.9	4.4	5.0	5.6	9.0
EBIT	2.6	4.6	6.5	2.3	2.9	3.5	6.9
Net income	0.3	1.4	0.9	-1.7	0.4	1.0	3.2
Net debt	5.8	6.3	-31.8	8.8	8.4	7.1	6.5
Net gearing	21.7 %	22.2 %	-48.0 %	17.2 %	17.3 %	14.6 %	12.8 %
Net Debt/EBITDA	1.2	0.9	0.0	2.0	1.7	1.3	0.7
EPS pro forma	0.05	0.23	0.15	-0.28	0.07	0.16	0.52
CPS	-0.18	0.22	0.76	-2.31	0.18	0.33	0.23
DPS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dividend yield	n/a	n/a	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Gross profit margin	41.8 %	40.9 %	39.6 %	41.1 %	40.4 %	40.5 %	41.1 %
EBITDA margin	7.7 %	9.8 %	9.4 %	3.3 %	3.0 %	3.1 %	4.2 %
EBIT margin	4.0 %	6.3 %	6.8 %	1.7 %	1.7 %	1.9 %	3.2 %
ROCE	11.5 %	16.3 %	15.0 %	3.4 %	4.2 %	5.2 %	9.8 %
EV/sales	n/a	n/a	1.8	1.4	0.2	0.2	0.2
EV/EBITDA	n/a	n/a	19.1	41.5	7.8	6.8	4.2
EV/EBIT	n/a	n/a	26.1	79.2	13.8	10.8	5.5
PER	n/a	n/a	220.2	-100.8	73.4	31.4	9.7
Adjusted FCF yield	9.8 %	13.1 %	2.5 %	0.6 %	5.9 %	6.9 %	13.0 %

Source: Company data, Hauck Aufhäuser Investment Banking Close price as of: 19.10.2022



Source: Company data, Hauck Aufhäuser Investment Banking

**High/low 52 weeks:** 24.10 / 3.59  
**Price/Book Ratio:** 0.5  
**Relative performance (SDAX):**  
3 months 11.2 %  
6 months -18.1 %  
12 months -42.8 %

### Changes in estimates

		Sales	EBIT	EPS
2022	old:	167.8	2.9	0.07
	Δ	-	-	-
2023	old:	182.0	3.5	0.16
	Δ	-	-	-
2024	old:	213.9	6.9	0.52
	Δ	-	-	-

### Key share data:

Number of shares: (in m pcs) 6.2  
Authorised capital: (in € m) 3.1  
Book value per share: (in €) 7.8  
Ø trading volume: (12 months) 22,889

### Major shareholders:

GENUI 38.4 %  
CEO Daniel Raab 3.1 %  
CTO Thomas Buhl 2.1 %

### Company description:

eCommerce pure-play for designer handbags and accessories

## Financials

Profit and loss (EUR m)	2018	2019	2020	2021	2022E	2023E	2024E
<b>Net sales</b>	<b>65.2</b>	<b>73.2</b>	<b>94.8</b>	<b>133.8</b>	<b>167.8</b>	<b>182.0</b>	<b>213.9</b>
Sales growth	11.0 %	12.1 %	29.6 %	41.1 %	25.4 %	8.5 %	17.5 %
Increase/decrease in finished goods and work-in-process	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total sales</b>	<b>65.2</b>	<b>73.2</b>	<b>94.8</b>	<b>133.8</b>	<b>167.8</b>	<b>182.0</b>	<b>213.9</b>
Other operating income	1.0	1.1	1.7	2.0	2.5	2.7	3.2
Material expenses	38.0	43.3	57.3	78.8	100.0	108.3	126.0
Personnel expenses	5.7	6.7	7.5	10.6	13.3	14.4	16.7
Other operating expenses	17.5	17.5	25.8	42.0	52.0	56.4	65.4
Total operating expenses	60.2	66.4	88.9	129.4	162.8	176.4	204.9
<b>EBITDA</b>	<b>5.0</b>	<b>7.1</b>	<b>8.9</b>	<b>4.4</b>	<b>5.0</b>	<b>5.6</b>	<b>9.0</b>
Depreciation	1.0	0.2	0.2	0.3	0.3	0.3	0.3
<b>EBITA</b>	<b>4.0</b>	<b>6.9</b>	<b>8.7</b>	<b>4.1</b>	<b>4.7</b>	<b>5.3</b>	<b>8.7</b>
Amortisation of goodwill	1.4	1.4	1.4	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.0	0.9	0.8	1.8	1.8	1.8	1.8
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBIT (inc revaluation net)</b>	<b>2.6</b>	<b>4.6</b>	<b>6.5</b>	<b>2.3</b>	<b>2.9</b>	<b>3.5</b>	<b>6.9</b>
Interest income	0.0	0.0	0.0	0.2	0.1	0.2	0.2
Interest expenses	1.5	1.5	1.5	1.4	2.3	2.3	2.3
Other financial result	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial result	-1.4	-1.5	-1.4	-1.2	-2.2	-2.1	-2.1
<b>Recurring pretax income from continuing operations</b>	<b>1.2</b>	<b>3.1</b>	<b>5.1</b>	<b>1.1</b>	<b>0.6</b>	<b>1.5</b>	<b>4.7</b>
Extraordinary income/loss	0.0	-0.4	-3.0	-2.8	0.0	0.0	0.0
<b>Earnings before taxes</b>	<b>1.2</b>	<b>2.8</b>	<b>2.0</b>	<b>-1.7</b>	<b>0.6</b>	<b>1.5</b>	<b>4.7</b>
Taxes	0.9	1.4	1.1	0.0	0.2	0.5	1.5
<b>Net income from continuing operations</b>	<b>0.3</b>	<b>1.4</b>	<b>0.9</b>	<b>-1.7</b>	<b>0.4</b>	<b>1.0</b>	<b>3.2</b>
Result from discontinued operations (net of tax)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net income</b>	<b>0.3</b>	<b>1.4</b>	<b>0.9</b>	<b>-1.7</b>	<b>0.4</b>	<b>1.0</b>	<b>3.2</b>
Minority interest	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net profit (reported)</b>	<b>0.3</b>	<b>1.4</b>	<b>0.9</b>	<b>-1.7</b>	<b>0.4</b>	<b>1.0</b>	<b>3.2</b>
Average number of shares	6.2	6.2	6.2	6.2	6.2	6.2	6.2
<b>EPS reported</b>	<b>0.05</b>	<b>0.23</b>	<b>0.15</b>	<b>-0.28</b>	<b>0.07</b>	<b>0.16</b>	<b>0.52</b>

Profit and loss (common size)	2018	2019	2020	2021	2022E	2023E	2024E
<b>Net sales</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>
Increase/decrease in finished goods and work-in-process	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Total sales</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>
Other operating income	1.5 %	1.5 %	1.8 %	1.5 %	1.5 %	1.5 %	1.5 %
Material expenses	58.2 %	59.1 %	60.4 %	58.9 %	59.6 %	59.5 %	58.9 %
Personnel expenses	8.8 %	9.1 %	7.9 %	7.9 %	7.9 %	7.9 %	7.8 %
Other operating expenses	26.9 %	23.9 %	27.3 %	31.4 %	31.0 %	31.0 %	30.6 %
Total operating expenses	92.3 %	90.7 %	93.8 %	96.7 %	97.0 %	96.9 %	95.8 %
<b>EBITDA</b>	<b>7.7 %</b>	<b>9.8 %</b>	<b>9.4 %</b>	<b>3.3 %</b>	<b>3.0 %</b>	<b>3.1 %</b>	<b>4.2 %</b>
Depreciation	1.5 %	0.3 %	0.2 %	0.2 %	0.2 %	0.2 %	0.1 %
<b>EBITA</b>	<b>6.2 %</b>	<b>9.4 %</b>	<b>9.2 %</b>	<b>3.1 %</b>	<b>2.8 %</b>	<b>2.9 %</b>	<b>4.1 %</b>
Amortisation of goodwill	2.2 %	1.9 %	1.5 %	0.0 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	0.0 %	1.2 %	0.8 %	1.3 %	1.1 %	1.0 %	0.9 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>EBIT (inc revaluation net)</b>	<b>4.0 %</b>	<b>6.3 %</b>	<b>6.8 %</b>	<b>1.7 %</b>	<b>1.7 %</b>	<b>1.9 %</b>	<b>3.2 %</b>
Interest income	0.0 %	0.0 %	0.0 %	0.1 %	0.1 %	0.1 %	0.1 %
Interest expenses	2.2 %	2.1 %	1.5 %	1.0 %	1.4 %	1.3 %	1.1 %
Other financial result	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Financial result	neg.	neg.	neg.	neg.	neg.	neg.	neg.
<b>Recurring pretax income from continuing operations</b>	<b>1.8 %</b>	<b>4.3 %</b>	<b>5.3 %</b>	<b>0.8 %</b>	<b>0.4 %</b>	<b>0.8 %</b>	<b>2.2 %</b>
Extraordinary income/loss	0.0 %	neg.	neg.	neg.	0.0 %	0.0 %	0.0 %
<b>Earnings before taxes</b>	<b>1.8 %</b>	<b>3.8 %</b>	<b>2.2 %</b>	<b>neg.</b>	<b>0.4 %</b>	<b>0.8 %</b>	<b>2.2 %</b>
Tax rate	74.0 %	49.5 %	55.1 %	0.0 %	32.5 %	32.5 %	32.5 %
<b>Net income from continuing operations</b>	<b>0.5 %</b>	<b>1.9 %</b>	<b>1.0 %</b>	<b>neg.</b>	<b>0.3 %</b>	<b>0.5 %</b>	<b>1.5 %</b>
Income from discontinued operations (net of tax)	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Net income</b>	<b>0.5 %</b>	<b>1.9 %</b>	<b>1.0 %</b>	<b>neg.</b>	<b>0.3 %</b>	<b>0.5 %</b>	<b>1.5 %</b>
Minority interest	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Net profit (reported)</b>	<b>0.5 %</b>	<b>1.9 %</b>	<b>1.0 %</b>	<b>neg.</b>	<b>0.3 %</b>	<b>0.5 %</b>	<b>1.5 %</b>

Source: Company data, Hauck Aufhäuser Investment Banking

Balance sheet (EUR m)	2018	2019	2020	2021	2022E	2023E	2024E
<b>Intangible assets</b>	<b>19.4</b>	<b>17.7</b>	<b>16.0</b>	<b>21.7</b>	<b>20.3</b>	<b>18.9</b>	<b>17.6</b>
Property, plant and equipment	0.3	0.3	0.3	4.6	5.1	5.6	6.1
Financial assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>FIXED ASSETS</b>	<b>19.7</b>	<b>18.0</b>	<b>16.3</b>	<b>26.3</b>	<b>25.4</b>	<b>24.5</b>	<b>23.7</b>
Inventories	15.0	15.9	21.9	44.3	46.1	47.4	52.9
Accounts receivable	7.0	8.5	7.6	17.5	18.4	19.4	22.2
Other current assets	0.1	0.6	0.8	9.2	9.2	9.2	9.2
Liquid assets	2.7	2.3	31.8	7.2	7.6	10.9	13.5
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.4	0.6	0.7	1.0	1.0	1.0	1.0
<b>CURRENT ASSETS</b>	<b>25.1</b>	<b>27.9</b>	<b>62.8</b>	<b>79.2</b>	<b>82.3</b>	<b>87.9</b>	<b>98.9</b>
<b>TOTAL ASSETS</b>	<b>44.8</b>	<b>45.8</b>	<b>79.1</b>	<b>105.5</b>	<b>107.6</b>	<b>112.4</b>	<b>122.5</b>
SHAREHOLDERS EQUITY	26.9	28.3	66.4	51.1	48.6	48.6	50.7
MINORITY INTEREST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long-term debt	8.6	8.5	0.0	16.0	16.0	16.0	16.0
Provisions for pensions and similar obligations	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other provisions	0.6	1.2	1.1	1.5	1.5	1.5	1.5
<b>Non-current liabilities</b>	<b>9.2</b>	<b>9.7</b>	<b>1.1</b>	<b>17.5</b>	<b>17.5</b>	<b>17.5</b>	<b>17.5</b>
short-term liabilities to banks	0.0	0.0	0.0	0.0	0.0	2.0	4.0
Accounts payable	6.6	5.3	7.8	27.1	29.9	32.6	38.6
Advance payments received on orders	0.2	0.1	0.2	0.3	0.3	0.3	0.3
Other liabilities (incl. from lease and rental contracts)	2.0	2.4	3.7	9.5	11.4	11.4	11.4
Deferred taxes	0.0	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	0.0
<b>Current liabilities</b>	<b>8.7</b>	<b>7.8</b>	<b>11.6</b>	<b>36.9</b>	<b>41.6</b>	<b>46.3</b>	<b>54.4</b>
<b>TOTAL LIABILITIES AND SHAREHOLDERS EQUITY</b>	<b>44.8</b>	<b>45.8</b>	<b>79.1</b>	<b>105.5</b>	<b>107.6</b>	<b>112.4</b>	<b>122.5</b>

Balance sheet (common size)	2018	2019	2020	2021	2022E	2023E	2024E
<b>Intangible assets</b>	<b>43.2 %</b>	<b>38.6 %</b>	<b>20.2 %</b>	<b>20.6 %</b>	<b>18.9 %</b>	<b>16.8 %</b>	<b>14.4 %</b>
Property, plant and equipment	0.7 %	0.6 %	0.4 %	4.4 %	4.7 %	4.9 %	4.9 %
Financial assets	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>FIXED ASSETS</b>	<b>43.9 %</b>	<b>39.2 %</b>	<b>20.6 %</b>	<b>25.0 %</b>	<b>23.6 %</b>	<b>21.8 %</b>	<b>19.3 %</b>
Inventories	33.4 %	34.8 %	27.6 %	42.0 %	42.8 %	42.2 %	43.2 %
Accounts receivable	15.5 %	18.5 %	9.7 %	16.6 %	17.1 %	17.3 %	18.2 %
Other current assets	0.3 %	1.2 %	1.0 %	8.7 %	8.5 %	8.2 %	7.5 %
Liquid assets	6.1 %	5.0 %	40.3 %	6.8 %	7.1 %	9.7 %	11.0 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred charges and prepaid expenses	0.8 %	1.3 %	0.9 %	0.9 %	0.9 %	0.9 %	0.8 %
<b>CURRENT ASSETS</b>	<b>56.1 %</b>	<b>60.8 %</b>	<b>79.4 %</b>	<b>75.0 %</b>	<b>76.4 %</b>	<b>78.2 %</b>	<b>80.7 %</b>
<b>TOTAL ASSETS</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>
SHAREHOLDERS EQUITY	60.0 %	61.7 %	83.9 %	48.4 %	45.1 %	43.2 %	41.4 %
MINORITY INTEREST	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Long-term debt	19.1 %	18.6 %	0.0 %	15.2 %	14.9 %	14.2 %	13.1 %
Provisions for pensions and similar obligations	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other provisions	1.4 %	2.6 %	1.4 %	1.4 %	1.4 %	1.3 %	1.2 %
<b>Non-current liabilities</b>	<b>20.5 %</b>	<b>21.3 %</b>	<b>1.4 %</b>	<b>16.6 %</b>	<b>16.3 %</b>	<b>15.6 %</b>	<b>14.3 %</b>
short-term liabilities to banks	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	1.8 %	3.3 %
Accounts payable	14.7 %	11.5 %	9.9 %	25.7 %	27.7 %	29.0 %	31.5 %
Advance payments received on orders	0.4 %	0.3 %	0.2 %	0.3 %	0.3 %	0.3 %	0.3 %
Other liabilities (incl. from lease and rental contracts)	4.4 %	5.3 %	4.6 %	9.0 %	10.6 %	10.1 %	9.3 %
Deferred taxes	0.0 %	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 %	0.0 %
<b>Current liabilities</b>	<b>19.5 %</b>	<b>17.0 %</b>	<b>14.7 %</b>	<b>35.0 %</b>	<b>38.6 %</b>	<b>41.2 %</b>	<b>44.4 %</b>
<b>TOTAL LIABILITIES AND SHAREHOLDERS EQUITY</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>

Source: Company data, Hauck Aufhäuser Investment Banking

Cash flow statement (EUR m)	2018	2019	2020	2021	2022E	2023E	2024E
Net profit/loss	0.3	1.4	0.9	-1.7	0.4	1.0	3.2
Depreciation of fixed assets (incl. leases)	1.0	0.2	0.2	0.3	0.3	0.3	0.3
Amortisation of goodwill	1.4	1.4	1.4	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.0	0.9	0.8	1.8	1.8	1.8	1.8
Others	3.0	3.2	5.8	-1.3	-1.0	-1.0	-1.0
Cash flow from operations before changes in w/c	4.3	5.7	7.8	-0.9	1.6	2.1	4.3
Increase/decrease in inventory	-2.9	-1.0	-5.9	-22.4	-1.8	-1.3	-5.5
Increase/decrease in accounts receivable	-1.0	-1.5	0.9	-9.9	-0.9	-1.1	-2.8
Increase/decrease in accounts payable	-1.1	-1.3	2.5	19.4	2.7	2.8	6.0
Increase/decrease in other working capital positions	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase/decrease in working capital	-5.0	-3.8	-2.5	-12.9	0.0	0.4	-2.3
<b>Cash flow from operating activities</b>	<b>-0.6</b>	<b>1.8</b>	<b>5.2</b>	<b>-13.8</b>	<b>1.6</b>	<b>2.5</b>	<b>2.0</b>
CAPEX	1.2	0.8	0.7	1.2	1.2	1.3	1.3
Payments for acquisitions	0.0	0.0	0.0	20.2	0.0	0.0	0.0
Financial investments	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	0.0
<b>Cash flow from investing activities</b>	<b>-1.2</b>	<b>-0.8</b>	<b>-0.7</b>	<b>-21.4</b>	<b>-1.2</b>	<b>-1.3</b>	<b>-1.3</b>
Cash flow before financing	-1.8	1.1	4.6	-35.3	0.4	1.3	0.7
Increase/decrease in debt position	0.0	0.0	0.0	11.6	0.0	2.0	2.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	37.2	0.0	0.0	0.0	0.0
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	-1.4	-1.5	-3.6	-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	0.0
<b>Cash flow from financing activities</b>	<b>-1.4</b>	<b>-1.5</b>	<b>33.6</b>	<b>10.5</b>	<b>0.0</b>	<b>2.0</b>	<b>2.0</b>
Increase/decrease in liquid assets	-3.2	-0.4	38.1	-24.7	0.4	3.3	2.7
<b>Liquid assets at end of period</b>	<b>2.7</b>	<b>6.3</b>	<b>31.8</b>	<b>7.2</b>	<b>7.6</b>	<b>10.9</b>	<b>13.5</b>

Source: Company data, Hauck Aufhäuser Investment Banking

Regional split (EUR m)	2018	2019	2020	2021	2022E	2023E	2024E
Domestic	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
NAFTA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Asia Pacific	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of world	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>TTL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: Company data, Hauck Aufhäuser Investment Banking

Key ratios (EUR m)	2018	2019	2020	2021	2022E	2023E	2024E
<b>P&amp;L growth analysis</b>							
Sales growth	11.0 %	12.1 %	29.6 %	41.1 %	25.4 %	8.5 %	17.5 %
EBITDA growth	42.5 %	42.9 %	24.5 %	-50.4 %	14.0 %	12.1 %	59.2 %
EBIT growth	66.6 %	78.7 %	39.9 %	-64.3 %	23.2 %	23.1 %	95.1 %
EPS growth	-197.1 %	361.1 %	-34.5 %	-289.2 %	-124.4 %	133.6 %	223.8 %
<b>Efficiency</b>							
Total operating costs / sales	92.3 %	90.7 %	93.8 %	96.7 %	97.0 %	96.9 %	95.8 %
Sales per employee	486.9	546.0	707.6	998.5	1,252.1	1,358.2	1,595.9
EBITDA per employee	37.3	53.3	66.4	33.0	37.6	42.1	67.0
<b>Balance sheet analysis</b>							
Avg. working capital / sales	19.5 %	23.4 %	21.4 %	20.9 %	20.5 %	18.7 %	16.4 %
Inventory turnover (sales/inventory)	4.4	4.6	4.3	3.0	3.6	3.8	4.0
Trade debtors in days of sales	38.9	42.4	29.4	47.7	40.0	39.0	38.0
A/P turnover [(A/P*365)/sales]	36.7	26.2	30.0	74.0	64.9	65.4	65.9
Cash conversion cycle (days)	119.8	132.5	119.0	127.1	99.3	88.7	79.4
<b>Cash flow analysis</b>							
Free cash flow	-1.8	1.1	4.5	-15.1	0.4	1.3	0.7
Free cash flow/sales	-2.8 %	1.4 %	4.8 %	-11.2 %	0.2 %	0.7 %	0.3 %
FCF / net profit	neg.	75.2 %	496.0 %	neg.	98.4 %	130.3 %	21.2 %
Capex / depre	49.0 %	31.9 %	28.5 %	59.0 %	55.0 %	58.7 %	61.0 %
Capex / maintenance capex	23.2 %	11.4 %	11.4 %	32.4 %	166.7 %	160.0 %	153.8 %
Capex / sales	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Security</b>							
Net debt	5.8	6.3	-31.8	8.8	8.4	7.1	6.5
Net Debt/EBITDA	1.2	0.9	0.0	2.0	1.7	1.3	0.7
Net debt / equity	0.2	0.2	neg.	0.2	0.2	0.1	0.1
Interest cover	1.8	3.1	4.4	1.7	1.2	1.5	3.0
Dividend payout ratio	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Asset utilisation</b>							
Capital employed turnover	1.8	1.9	1.4	2.0	2.5	2.7	3.0
Operating assets turnover	4.2	3.8	4.3	3.4	4.3	4.6	5.1
Plant turnover	202.6	265.1	332.7	29.1	33.1	32.7	35.3
Inventory turnover (sales/inventory)	4.4	4.6	4.3	3.0	3.6	3.8	4.0
<b>Returns</b>							
ROCE	11.5 %	16.3 %	15.0 %	3.4 %	4.2 %	5.2 %	9.8 %
ROE	1.1 %	4.9 %	1.4 %	-3.4 %	0.9 %	2.0 %	6.3 %
<b>Other</b>							
Interest paid / avg. debt	19.5 %	17.8 %	34.1 %	17.5 %	14.5 %	13.5 %	12.2 %
No. employees (average)	134	134	134	134	134	134	134
Number of shares	6.2	6.2	6.2	6.2	6.2	6.2	6.2
DPS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EPS reported	0.05	0.23	0.15	-0.28	0.07	0.16	0.52
<b>Valuation ratios</b>							
P/BV	n/a	n/a	3.0	3.4	0.6	0.6	0.6
EV/sales	n/a	n/a	1.8	1.4	0.2	0.2	0.2
EV/EBITDA	n/a	n/a	19.1	41.5	7.8	6.8	4.2
EV/EBITA	n/a	n/a	19.5	44.5	8.4	7.1	4.3
EV/EBIT	n/a	n/a	26.1	79.2	13.8	10.8	5.5
EV/FCF	n/a	n/a	37.4	-12.2	94.8	29.6	55.4
Adjusted FCF yield	9.8 %	13.1 %	2.5 %	0.6 %	5.9 %	6.9 %	13.0 %
Dividend yield	n/a	n/a	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %

Source: Company data, Hauck Aufhäuser Investment Banking

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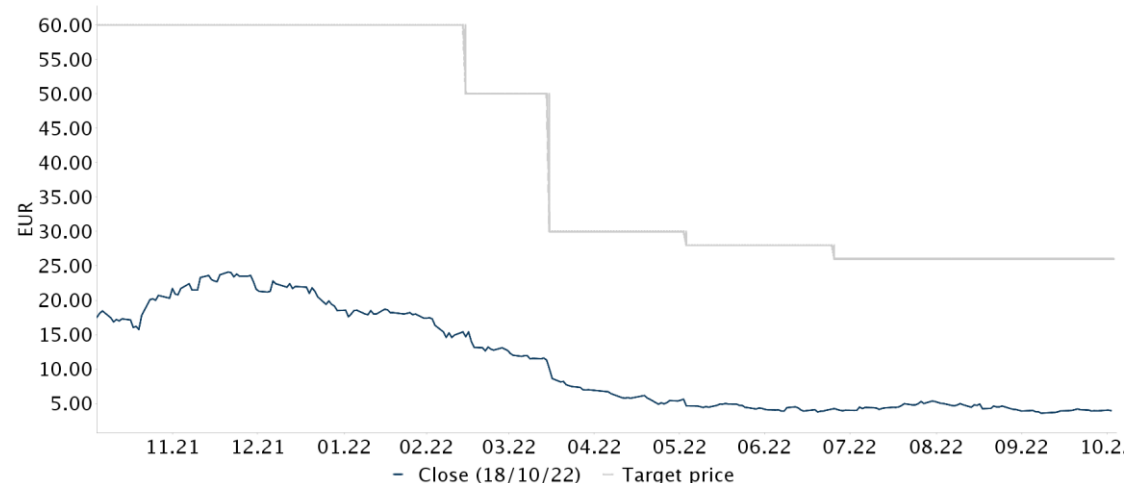
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Company	Disclosure
fashionette AG	1, 3, 6

**Historical target price and rating changes for fashionette AG in the last 12 months**

**Price and Rating History**  
**fashionette AG as of 19/10/22** Initiation coverage  
11-January-21



Company	Date	Analyst	Rating	Target price	Close
fashionette AG	02.09.2022	Salis, Christian	Buy	EUR 26,00	EUR 4,24
	12.07.2022	Salis, Christian	Buy	EUR 26,00	EUR 4,13
	21.06.2022	Salis, Christian	Buy	EUR 28,00	EUR 4,08
	20.05.2022	Salis, Christian	Buy	EUR 28,00	EUR 4,65
	17.05.2022	Salis, Christian	Buy	EUR 30,00	EUR 5,49

01.04.2022	Salis, Christian	Buy	EUR 30,00	EUR 8,62
02.03.2022	Salis, Christian	Buy	EUR 50,00	EUR 15,40
05.01.2022	Salis, Christian	Buy	EUR 60,00	EUR 21,80
03.12.2021	Salis, Christian	Buy	EUR 60,00	EUR 23,70
17.11.2021	Salis, Christian	Buy	EUR 60,00	EUR 20,90

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