A promising start to the year

Duell reported Q1 net sales at EUR 28.3m, just surpassing our forecast of EUR 27.5m, while adjusted EBITA reached EUR 0.7m, also higher than our prediction of EUR 0.5m. The performance in the Nordics was stronger than expected despite the late start of Nordic winter season.

- Duell's Q1 net sales grew 4.7% y/y to EUR 28.3m (EUR 27.0m in Q1/24, EUR 27.5m Evli).

• Net sales in the Nordics amounted to EUR 15.3m (EUR 15.1m in Q1/24, EUR 14.9m Evli), in Rest of Europe net sales stood at EUR 13.0m (EUR 11.9m in Q1/24, EUR 12.5m Evli).

• Adj. EBITA in Q1 amounted to EUR 0.7m (EUR 0.3m in Q1/24, EUR 0.5m Evli). Duell's gross margin increased from 23.9% in Q1/24 to 24.9%.

• Duell presented its consolidated income statement alongside the business review, revealing no significant deviations in operating expenses, majority of the positive delta in profitability vs. our estimates was due to better gross margin than expected.

• Duell also announced that it has completed the change negotiations that were announced in October. Targeted cost savings are approximately EUR 1m across the group and the savings will be spread over the last three quarters of the fiscal year 2025.

• Net debt was at EUR 24.7m at the end of the quarter, down from 45.2m in Q1/24, driven by the completed rights issue. Net debt was up compared to end of the fiscal year 2024 due to seasonality as the company's inventory levels are typically higher in Q1 vs. Q4.

• Guidance 2025 (unchanged): Organic net sales with comparable currencies will be at the same level or higher than previous year. Adjusted EBITA to improve from last year's level.

Rating

±± Buy

Q1/25	Actual	Evli 27.5	Q1/24
Revenue <i>Nordics</i>	28.3 <i>15.3</i>	21.5 <i>14.9</i>	27.0 <i>15.1</i>
Europe	13.0	12.5	11.9
Adj. EBITA	0.5 <i>1.8 %</i>	0.3 1.0%	
Adj. EBITA margin Source: Duell, Evli Research	2.4 %	1.0 %	1.0 %
Share price, EUR (Last day's closing price) Target price, EUR		6.75 9.0	
Latest change in recom	n 28-Mar-24		
Latest report on compa	09-Jan-25		
Research paid by issuer	YES		
No. of shares outstandir		5 161	
No. of shares fully dilute		5 161	
Market cap, EURm			35
Free float, %			
Exchange rate		1.0	
Reuters code		DUELL.HE	
Bloomberg code		DUELL FH	
Average daily volume, El	JRm		
Next interim report	16–Jan–25		
Web site	investors.duell.eu		
Analyst	Atte Jortikka		
E-mail	atte.jortikka@evli.com		
Telephone	+358 40	00 543 725	

🚥 BUY 🖸 HOLD 🚥 SELL

PRE-REPORT KEY FIGURES										
	Sales EURm	EBIT EURm	EBIT %	FCF EURm	EPS EUR	P/E (x)	EV/Sales (x)	EV/EBIT (x)	FCF yield %	DPS EUR
2023	118.8	1.0	0.9%	4.8	-1.58	-12.7	0.5	56.2	18.8%	
2024	124.7	0.8	0.7%	-5.1	-0.51	77.6	0.5	66.9	-13.8%	
2025E	127.7	4.6	3.6%	3.1	0.36	18.8	0.4	11.2	8.9%	0.11
2026E	132.7	6.8	5.1%	3.3	0.76	8.9	0.4	7.2	9.4%	0.23
2027E	136.6	8.1	5.9%	5.2	0.99	6.8	0.3	5.5	15.1%	0.30
Market cap, EURm		35	Gearing 2025E, %		30	30.8 % CAGR EPS 2024-27, %				
Net debt 2025E, EURm		16	Price/book 2025E			0.7 CAGR Sales 2024–27, %			3.1 %	
Enterprise value, EURm		51	Dividend yield 2025E, %			1.6 % ROE 2025E, %			3.5 %	
Total assets 2025E, EURm		87	Tax rate 2028	5E, %	1	9.7 % ROCE	2025E, %		5.9 %	
Goodwill 2025E, EURm		16	Equity ratio 2025E, %		6	61.4 % PEG, P/E 25/CAGR			0.4	

All the important disclosures can be found on the last pages of this report

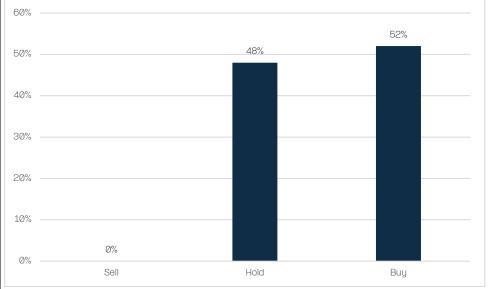
Important Disclosures

Evli Research Partners Pic ("ERP") uses 12—month target prices. Target prices are defined by utilizing analytical techniques based on financial theory including (but not limited to) discounted cash flow analysis and comparative valuation. The selection of valuation methods depends on different circumstances. Target prices may be altered on the basis of new information coming to light in the underlying company or changes in interest rates, changes in foreign exchange rates, other securities prices or market indices or outlook for the aforementioned factors or other factors that may change the conditions of financial markets. The valuation assumptions used are sensitive to changes and can significantly affect fair values. A change of a single percentage point in any used assumption could affect fair values by more than +/-20%. Recommendations and changes by analysts are available at <u>Analysts' recommendations and ratings revisions</u>.

Investment recommendations are defined as follows:

Target price compared to share price	Recommendation
< -10 %	SELL
-10 - (+10) %	HOLD
> 10 %	BUY
EDD/s is set as a set of the set	defendent in the section of the second second second

ERP's investment recommendation of the analyzed company is updated at least 2 times per year.



The graph above shows the distribution of ERP's recommendations of companies under coverage on the 23rd of October, 2024. If recommendation is not given, it is not mentioned here.

Name(s) of the analyst(s): Atte Jortikka

This research report has been prepared by Evli Research Partners Plc ("ERP' or "Evli Research"). ERP is a subsidiary of Evli Plc. Production of the investment recommendation has been concluded on 9.1.2025, 8:00. This report has been published on 16.1.2025, 9:15.

None of the analysts contributing to this report, persons under their guardianship or corporations under their control have a position in the shares of the company or related securities.

The date and time for any price of financial instruments mentioned in the recommendation refer to the previous trading day's closing price(s) unless otherwise stated in the report.

Each analyst responsible for the content of this report assures that the expressed views accurately reflect the personal views of each analyst on the covered companies and securities. Each analyst assures that (s)he has not been, nor are or will be, receiving direct or indirect compensation related to the specific recommendations or views contained in this report.

Companies in the Evli Group, affiliates or staff of companies in the Evli Group, may perform services for, solicit business from, hold long or short positions in, or otherwise be interested in the investments (including derivatives) of any company mentioned in the publication or report.

According to ERP's best knowledge, the issuer(s) of the securities does/(do) not hold in excess of 5% of the total issued share capital of the issuer(s).

Neither ERP nor any company within the Evli Group have managed or co-managed a public offering of the company's securities during the last 12 months prior to, received compensation for investment banking services from the company during the last 12 months prior to the publication of the research report.

ERP may pursue an assignment from the issuer(s) of the financial instruments mentioned in the recommendation or this report. These assignments may have a limited economic or financial impact on ERP and/or Evli. Under such assignments ERP may perform services including, but not limited to, arranging investor meetings or –events, investor relations communication advisory and production of research material.

ERP has signed an agreement with the issuer of the financial instruments mentioned in the recommendation, which includes production of research reports. This assignment has a limited economic and financial impact on ERP and/or Evli. Under the assignment ERP performs services including, but not limited to, arranging investor meetings or –events, investor relations communication advisory and production of research material.

ERP or another company within the Evli Group does not have an agreement with the company to perform market making services.

For the prevention and avoidance of conflicts of interests with respect to this report, there is an information barrier (Chinese wall) between Investment Research and Corporate Finance units concerning unpublished investment banking services to the company. The remuneration of the analyst(s) is not tied directly or indirectly to investment banking transactions performed by Evli Plc or any company within Evli Group.

This report has not been disclosed to the company prior to its dissemination.

This report is provided and intended for informational purposes only and may not be used or considered under any circumstances as an offer to sell or buy any securities or as advice to trade any securities.

This report is based on sources ERP considers to be correct and reliable. The sources include information providers Reuters and Bloomberg, stockexchange releases from the companies and other company news, Statistics Finland and articles in newspapers and magazines. However, ERP does not guarantee the materialization, correctness, accuracy or completeness of the information, opinions, estimates or forecasts expressed or implied in the report. In addition, circumstantial changes may have an influence on opinions and estimates presented in this report. The opinions and estimates presented are valid at the moment of their publication and they can be changed without a separate announcement. Neither ERP nor any company within the Evli Group are responsible for amending, correcting or updating any information, opinions or estimates contained in this report. Neither ERP nor any company within the Evli Group will compensate any direct or consequential loss caused by or derived from the use of the information represented in this publication.

All information published in this report is for the original recipient's private and internal use only. ERP reserves all rights to the report. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, or stored in any retrieval system of any nature, without the written permission of ERP.

This report or its copy may not be published or distributed in Australia, Canada, Hong Kong, Japan, New Zealand, Singapore or South Africa. The publication or distribution of this report in certain other jurisdictions may also be restricted by law. Persons into whose possession this report comes are required to inform themselves about and to observe any such restrictions.

Evli Plc is not registered as a broker–dealer with the U. S. Securities and Exchange Commission ("SEC"), and it and its analysts are not subject to SEC rules on securities analysts' certification as to the currency of their views reflected in the research report. Evli is not a member of the Financial Industry Regulatory Authority ("FINRA"). It and its securities analysts are not subject to FINRA's rules on Communications with the Public and Research Analysts and Research Reports and the attendant requirements for fairness, balance and disclosure of potential conflicts of interest. This research report is only being offered in U.S. by Auerbach Grayson 8 Company, LLC (Auerbach Grayson) to Major U.S. Institutional Investors and is not available to, and should not be used by, any U.S. person or entity that is not a Major U.S. Institutional Investor. Auerbach Grayson is a broker–dealer registered with the U.S. Securities and Exchange Commission and is a member of the FINRA. U.S. entities seeking more information about any of the issuers or securities discussed in this report should contact Auerbach Grayson. The securities of non–U.S. issuers may not be registered with or subject to SEC reporting and other requirements.

ERP is not a supervised entity but its parent company Evli Plc is supervised by the Finnish Financial Supervision Authority.

Contact information SALES, TRADING AND RESEARCH

Equity Sales & Trading

Joachim Dannberg (head)	+358 9 4766 9123
Aleksi Jalava	+358 9 4766 9123
Pasi Väisänen	+358 9 4766 9123

Evli Investment Solutions

Johannes Asuja

+358 9 4766 9205

Equity Research

Jerker Salokivi (head)	
Joonas Ilvonen	
Atte Jortikka	
Atte Pitkäjärvi	

+358 9 4766 9149 +358 44 430 9071 +358 40 054 3725 +358 44 047 6597



EVLI PLC Aleksanterinkatu 19 A P.O. Box 1081 FIN-00101 Helsinki, FINLAND Phone +358 9 476 690 Internet www.evli.com E-mail firstname.lastname@evli.com

EVLI PLC, STOCKHOLMSFILIAL Regeningsgatan 67 P.O. Box 16354 SE-103 26 Stockholm Sverige stockholm@evli.com Tel +46 (0)8 407 8000