

Not a clear trend shift in sight yet

- Negative trend sustained, but there are a few growth options in H2
- We cut adj. EBIT 12-8% on 2025e-2027e
- Trading at 5x EV/FCF '25e; half of market cap in net cash

Organic growth improving, but slower than expected

The organic growth improved somewhat q-o-q but at a lower rate than we expected, from -15% to -11% y-o-y (vs. ABGSC -5%). There were some positive aspects of the report, including the biggest title, Sherlock, growing q-o-q (+2%) and continued high growth for G5 Store (+39% y-o-y and +8% q-o-q measured in USD). The conversion of sales through G5 Store gives a higher gross margin. G5 Store now comprises 23% of sales (15%), and we expect it will continue to increase. Interestingly, management said it will open up G5 Store to external developers, which could add another high-margin revenue stream with revenues potentially starting already in 2025. This, combined with a positive trend for Sherlock and the new release of Twilight Land in H2, we think could significantly improve the organic growth trend, although we expect the core portfolio to continue declining near-term.

Mid-single-digit org. decline in H2e

We expect more negative organic growth in H2 (-7% in Q3 and -3% in Q4) but see potential for growth to flatten even more (and potentially turn positive) in H1'26, depending on the release of Twilight Land. Lower Q2 sales (-5% vs ABGSCe, -8% vs FactSet cons.) was the sole driver of the miss on adj. EBIT (-27% vs ABGSC, -28% vs. cons.), and we cut '25e-'27e sales by 5% as a result, leading to a 12-8% cut to adj. EBIT.

Almost half of market cap in net cash

In Q2, the net cash position including investments was SEK 288m and the lease adj. FCF was SEK 26m. We predict SEK 82m FCF in 2025, corresponding to a valuation of 5x EV/FCF. Excluding the cash position, the share is trading at 8.6x FCF (12% yield, of which 9% is the dividend yield). In addition to the aforementioned potential operational triggers in H2, we also think it is likely that management will resume share buybacks.

Reason: Post-results comment

Commissioned research

Not rated

IT

Estimate changes (%)

	2025e	2026e	2027e
Sales	-4.8	-5.0	-5.0
EBIT	-26.8	-7.8	-7.7
EPS	-23.1	-7.1	-7.1
Source: ABG Sundal Collier			

G5EN-SE/G5EN SS

Share price (SEK)	7/8/2025	92.00
Fair value range		90.0-180.0
MCap (SEKm)		771
MCap (EURm)		69
No. of shares (m)		8.4
Free float (%)		68.7

Next event Q3 Report 5 November 2025

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Performance

Av. daily volume (k)



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Source: ABG Sundal Collier, Company Data

SEKm	2023	2024	2025e	2026e	2027e
Sales	1,320	1,135	962	944	947
EBITDA	268	253	158	193	196
EBITDA margin (%)	20.3	22.3	16.4	20.4	20.7
EBIT adj.	124	107	84	93	97
EBIT adj. margin (%)	9.4	9.5	8.8	9.9	10.2
Pretax profit	137	126	68	102	107
EPS	16.07	15.25	7.84	11.82	12.30
EPS adj.	16.07	15.25	7.84	11.82	12.30
Sales growth (%)	-5.7	-14.0	-15.2	-1.9	0.3
EPS growth (%)	99.7	-5.1	-48.6	50.7	4.0

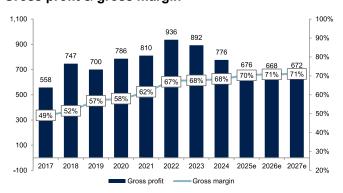
	2025e	2026e	2027e
P/E (x)	11.7	7.8	7.5
P/E adj. (x)	11.7	7.8	7.5
P/BVPS (x)	1.23	1.17	1.10
EV/EBITDA (x)	2.5	1.9	1.6
EV/EBIT adj. (x)	4.6	3.8	3.3
EV/sales (x)	0.40	0.38	0.34
ROE adj. (%)	14.9	15.4	15.1
Dividend yield (%)	8.7	9.1	9.1
FCF yield (%)	11.7	13.4	14.0
Le. adj. FCF yld. (%)	11.6	13.2	13.9
Net IB debt/EBITDA (x)	-2.1	-1.9	-2.0
Le. adj. ND/EBITDA (x)	-1.9	-2.0	-2.2

Company description

G5 Entertainment develops and publishes free-to-play games for smartphones and tablets. The games are family-friendly, easy to learn and target a wide audience of experienced and inexperienced players. Distribution is achieved digitally through the various app stores of Apple, Google, Amazon and Windows. In addition to its proprietary games, the company is also a publisher of games licensed by other developers, in which case a royalty is paid to the developer based on the game's sales performance.

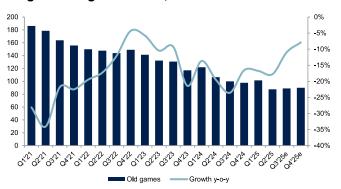
Sustainability information

Gross profit & gross margin



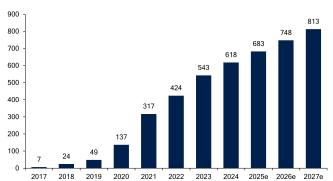
Source: ABG Sundal Collier, Company data

Old games segment sales, SEKm



Source: ABG Sundal Collier, Company data

Cumulative capital returned to shareholders, SEKm

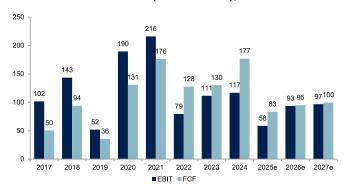


Source: ABG Sundal Collier, Company data

Risks

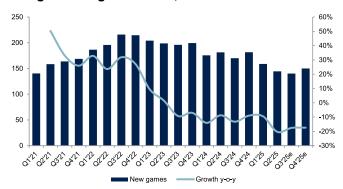
Despite the business model's stickiness, the company faces the risk that users may stop playing certain games. Risks hence arise if the main driver games, which generate most of G5's revenues, start to lose their momentum. The scenario hence requires other games to drive revenue or else a higher amount of UA costs will be necessary. Also, having its distribution through different app stores, G5 is dependent on both the relationship with the distributers as well as their standard terms and conditions.

Solid cash conversion (EBIT & FCF), SEKm



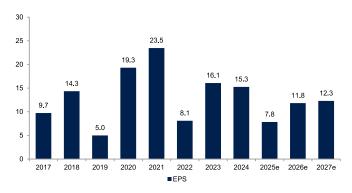
Source: ABG Sundal Collier, Company data

New games segment sales, SEKm



Source: ABG Sundal Collier, Company data

EPS



Source: ABG Sundal Collier, Company data

Deviation table

Deviation to estimates (SEKm)	2024	2025	ABGSC	Deviation	n	Consensus	Deviatio	n
	Q2	Q2	Q2e	SEKm	%	Q2e	SEKm	%
Net sales	288	232	245	-13	-5.3%	252	-20	-8.1%
cogs	-93	-69	-72	3	-3.8%			
of which Direct costs	-63	-46	-48	2	-4.2%			
of which Royalties	-29	-23	-24	1	-3.0%			
Gross Profit	195	162	173	-10	-6.0%			
Operational costs	-173	-157	-151	-6	3.7%			
of which User Acquisition	-50	-42	-39	-3	7.9%			
EBITDA	58	29	49	-20	-40.4%			
Depreciation & amortization	-36	-24	- 27	4	-			
Adj. EBIT	25	16	22	-6	-27.3%	22	-6	-28.8%
EO items	- 3	-10	0	-10	n.a.			
Net financials	3	2	2	0	n.a.			
EBT	24	8	24	-16	-66.6%	24	-16	-67.3%
Taxes	-1	-1	-2	1	-			
Net profit	24	7	21	-14	-67.6%	21	-14	-67.3%
EPS Basic (SEK)	3.02	0.88	2.72	-1.8	-67.6%			
EPS Diluted (SEK)	3.02	0.88	2.72	-1.8	-67.6%			
Assumptions	Q2	Q2	Q2	Percer	tage point	Q2e	Perce	ntage point
Net sales growth y-o-y	-13.1%	-19.5%	-15.0%		-4.5 pp	-12.5%		-7.1 pp
Commissions/Sales	-22.1%	-20.0%	-19.8%		-0.2 pp			
Royalties/Sales	-10.2%	-9.9%	-9.7%		-0.2 pp			
Gross margin	67.8%	70.0%	70.5%		-0.5 pp			
UA/Sales	-17.4%	-18.2%	-16.0%		-2.2 pp			
Adj. EBITDA margin	20.1%	12.6%	20.0%		-7.4 pp			
Adj EBIT margin	8.8%	6.8%	8.8%		-2.0 pp	8.7%		-2.0 pp
Tax rate	-3.5%	-12.7%	-10.0%		-2.7 pp			
Net margin	8.2%	3.0%	8.7%		-5.7 pp			

Source: ABG Sundal Collier, company data, FactSet

ABGSC estimate changes

Estimate changes (SEKm)	OI	d forecast		Ne	w forecast			Change	
,	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
Net sales	1,010	993	997	962	944	947	-4.8%	-5.0%	-5.0%
cogs	-299	-290	-289	-286	-276	-275	-4.6%	-5.0%	-5.0%
of which Direct costs	-200	-195	-193	-191	-185	-184	-4.5%	-5.0%	-5.0%
of which Royalties	-99	-95	-96	-95	-91	-91	-4.7%	-5.0%	-5.0%
Gross Profit	711	703	708	676	668	672	-4.9%	-5.0%	-5.0%
Operational costs	-631	-602	-603	-617	-575	-576	-2.2%	-4.5%	-4.6%
of which User Acquisition	-170	-179	-182	-169	-170	-173	-0.5%	-5.0%	-5.0%
EBITDA	191	211	214	158	193	196	-17.4%	-8.6%	-8.6%
Depreciation & amortization	-111	- 109	-110	- 99	- 99	-99	-10.7%	-9.3%	-9.4%
Adj. EBIT	96	101	105	84	93	97	-11.9%	-7.8%	-7.7%
EBIT	80	101	105	58	93	97	-26.8%	-7.8%	-7.7%
Net financials	8	9	10	9	9	10	15.0%	0.0%	0.0%
ЕВТ	88	110	115	68	102	107	-22.9%	-7.1%	-7.1%
Taxes	-8	-11	-11	- 7	- 10	-11	-21.5%	-7.1%	-7.1%
Net profit	80	99	103	61	92	96	-23.1%	-7.1%	-7.1%
EPS Basic (SEK)	10.2	12.7	13.2	7.8	11.8	12.3	-23.1%	-7.1%	-7.1%
EPS Diluted (SEK)	10.2	12.7	13.2	7.8	11.8	12.3	-23.1%	-7.1%	-7.1%
Assumptions	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
Net sales growth y-o-y	-11%	-2%	0%	-15%	-2%	0%	-4.3 pp	-0.1 pp	-0.1 pp
Organic (USD growth)	-4%	1%	0%	-8%	1%	0%	-4.3 pp	-0.1 pp	-0.1 pp
Direct costs/Sales	-20%	-20%	-19%	-20%	-20%	-19%	-0.1 pp	0.0 pp	0.0 pp
Royalties/Sales	-10%	-10%	-10%	-10%	-10%	-10%	0.0 pp	0.0 pp	0.0 pp
Gross margin	70%	71%	71%	70%	71%	71%	-0.1 pp	0.0 pp	0.0 pp
UA/Sales	-17%	-18%	-18%	-18%	-18%	-18%	-0.8 pp	0.0 pp	0.0 pp
EBITDA margin	19%	21%	22%	16%	20%	21%	-2.5 pp	0.0 pp	0.0 pp
Adj. EBIT margin	9%	10%	11%	9%	10%	10%	-0.7 pp	0.0 pp	0.0 pp
EBIT margin	8%	10%	11%	6%	10%	10%	-1.8 pp	0.0 pp	0.0 pp
Tax rate	-10%	-10%	-10%	-10%	-10%	-10%	-0.2 pp	0.0 pp	0.0 pp
Net margin	8%	10%	10%	6%	10%	10%	-1.5 pp	0.0 pp	0.0 pp

Source: ABG Sundal Collier, company data

Quarterly estimates

Quarterly overview (SEKm)	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e
Net Sales	345	331	327	317	297	288	270	279	260	232	229	240
COGS	-113	-108	-104	-103	-95	-93	-84	-86	-79	-69	-67	-70
Of which Direct costs	-77.2	-74.9	-72.4	-70.5	-64.7	-63.5	-58.6	-59.1	-52.0	-46.4	-45.2	-47.3
% of sales	-22%	-23%	-22%	-22%	-22%	-22%	-22%	-21%	-20%	-20%	-20%	-20%
Of which Royalties	-35	-33	-32	-32	-30	- 29	-26	- 27	-27	- 23	-22	-23
% of sales	-10%	-10%	-10%	-10%	-10%	-10%	-10%	-10%	-10%	-10%	-10%	-10%
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Gross profit	233	223	222	214	202	195	186	193	182	162	162	170
Operational costs	-193	-185	-200	-203	-163	-173	-163	-160	-171	-157	-142	-148
Of which User Acquisition	-61	-62	-63	-60	-50	-50	-103 -51	-100 -47	-39	-42	-41	-46
% of sales	-18%	-19%	-19%	-19%	-17%	-17%	-19%	-17%	-15%	-18%	-18%	-19%
70 Or Suites	1070	1070	1070	1070	1770	1170	1070	1770	7070	7070	1070	1070
D&A	-39	-39	-40	-39	-38	-36	- 32	-30	-28	-24	-24	-24
EBITDA	79	78	62	49	77	58	55	63	38	29	44	46
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EBIT	40	39	22	10	39	22	23	33	11	6	20	22
Non-recurring items	1	7	- 7	-14	9	-3	0	4	-16	-10	0	0
Non-recurring items	'	,	-1	-14	3	-5	U	7	-10	-10	U	U
Adj. EBIT	39	31	29	25	30	25	23	29	27	16	20	22
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Net financials	10	6	9	0	2	3	2	2	2	2	3	3
EBT	50	45	31	10	42	24	25	35	13	8	22	25
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Taxes	-2.1	-5.2	-0.5	-1.4	-4.1	-0.9	-0.6	-1.4	-0.8	-1.0	-2.2	-2.5
Tax rate	-4%	-11%	-1%	-13%	-10%	-4%	-2%	-4%	-7%	-13%	-10%	-10%
Net profit	48	40	31	9	37	24	24	33	12	7	20	22
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EPS Basic (SEK)	5.85	4.96	3.83	1.12	4.76	3.02	3.14	4.29	1.53	0.88	2.57	2.87
EPS Diluted (SEK)	5.82	4.96	3.83	1.12	4.76	3.02	3.14	4.29	1.53	0.88	2.57	2.87
Growth	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e
Sales q-o-q	-5%	-4%	-1%	-3%	-6%	-3%	-6%	3%	-7%	-11%	-1%	5%
Sales y-o-y	4%	-4%	-9%	-13%	-14%	-13%	-17%	-12%	-12%	-20%	-15%	-14%
Organic growth in USD	-7%	-10%	-10%	-12%	-14%	-14%	-14%	-12%	-15%	-11%	-7%	-3%
EBITDA y-o-y	-10%	-1%	-21%	-20% -78%	56%	-25% -44%	-6%	15% 214%	-39%	-24%	50%	6%
EBIT y-o-y Net profit q-o-q	-26% 4%	3802% -16%	-198% -23%	-78% -71%	-2% 320%	-44% -37%	3% 4%	37%	-73% -64%	-74% -43%	-14% 192%	-32% 12%
Margins	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e
Gross margin	67%	67%	68%	68%	68%	68%	69%	69%	70%	70%	71%	71%
EBITDA margin	23%	24%	19%	16%	26%	20%	20%	23%	15%	13%	19%	19%
EBIT margin	12%	12%	7%	3%	13%	8%	8%	12%	4%	2%	9%	9%
Net margin	14%	12%	9%	3%	13%	8%	9%	12%	5%	3%	9%	9%
Gaming metrics	Q1'23	Q2'23	Q3'23	Q4'23	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25e	Q4'25e
Monthly Average Users (m)	5.7	5.2	4.9	4.8	5.1	4.7	4.5	4.3	4.2	3.8		
Monthly Unique Payers (thousands)	177.6	168.0	154.4	152.4	147.4	137.2	129.5	128.2	121.7	113.8		
Monthly Unique Users (m)	4.2	3.9	3.5	3.5	3.7	3.5	3.3	3.1	3.0	2.7		
Monthly Average Gross Revenue Per User (U		62.0	63.2	63.2	63.5	63.7	64.9	65.7	65.4	68.9		
Daily Average Users (m)	1.7	1.5	1.5	1.5	1.5	1.4	1.3	1.3	1.3	1.2		
% Paying customers	3.1%	3.2%	3.2%	3.2%	2.9%	2.9%	2.9%	3.0%	2.9%	3.0%		
Stickyness	29.8%	28.8%	30.6%	31.3%	29.4%	29.8%	28.9%	30.2%	31.0%	31.6%		

Source: ABG Sundal Collier, Company data

Annual estimate

Annual overview (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Net Sales	1,450	1,233	1,356	1,316	1,400	1,320	1,135	962	944	947
COGS	-703	-533	-570	-505	-464	-428	-358	-286	-276	-275
Of which Direct costs	- 439	-375	-396	-349	-321	-295	-246	-191	-185	-184
% of sales	-30%	-30%	-29%	-27%	-23%	-22%	-22%	-20%	-20%	-19%
Of which Royalties	-264	-158	-174	-156	-143	-133	-112	-95	-91	-91
% of sales	-18%	-13%	-13%	-12%	-10%	-10%	-10%	-10%	-10%	-10%
0	7.47	700	700	040	000	000	770	676	000	670
Gross profit	747	700	786	810	936	892	776	676	668	672
Operational costs	-604	-648	-597	-594	-857	-781	-659	-617	-575	-576
Of which User Acquisition	-378	-356	-294	-265	-335	-246	-198	-169	-170	-173
% of sales	-26%	-29%	-22%	-20%	-24%	-19%	-17%	-18%	-18%	-18%
70 Of Sales	-2070	-2370	-22/0	-2070	-2470	-1370	-1770	-1070	-1070	-1070
D&A	-94	-114	-122	-133	-151	-157	-136	-99	-99	-99
EBITDA	237	166	311	349	306	268	253	158	193	196
EBIT	143	52	190	216	79	111	117	58	93	97
	_	_	_	_			_		_	_
Non-recurring items	0	0	- 4	- 5	- 65	- 12	9	-26	0	0
Adj. EBIT	143	52	194	221	145	124	107	84	93	97
Auj. EBN	143	32	194	221	145	124	107	04	93	91
Net financials	0	0	-1	-7	-4	25	9	9	9	10
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EBT	144	52	189	209	76	137	126	68	102	107
Taxes	-15	- 7	-22	-11	- 9	- 9	- 7	-7	-10	-11
Tax rate	-10%	-13%	-11%	-5%	-11%	-7%	-6%	-10%	-10%	-10%
Net profit	129	45	167	198	67	128	119	61	92	96
EPS Basic (SEK)	14.3	5.0	19.3	23.5	8.1	16.1	15.3	7.8	11,8	12.3
EPS Diluted (SEK)	14.3	5.0	19.3	23.5	8.1	16.1	15.3	7.8	11.8	12.3
Growth	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
	28%	-15%	10%	-3%	6%	-6%	-14%		-2%	0%
Sales y-o-y	20%	-15%	10%	-3% 2%	-9%	-6% -10%	-14%	-15% -8%	-2% 1%	0%
Currency adjusted growth	53%	-30%	88%	12%	-9% -12%	-10% -12%	-6%	-38%	22%	2%
EBITDA y-o-y	41%	-30% -64%	266%		-12% -63%	-12% 40%	-6% 5%	-50%	60%	3%
EBIT y-o-y	44%			14%						
Net profit y-o-y	2018	-65% 2019	270% 2020	18% 2021	-66% 2022	91% 2023	-7% 2024	-49% 2025e	51% 2026 e	4% 2027e
Margins Cross margin	52%	57%	58%	62%	67%	68%	68%	70%	71%	71%
Gross margin EBITDA margin	16%	13%	23%	27%	22%	20%	22%	16%	20%	21%
		4%		16%			10%		10%	10%
EBIT margin	10% 9%	4% 4%	14% 12%	15%	6% 5%	8% 10%	10%	6% 6%	10%	10%
Net margin	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	
Other metrics ND/EBITDA	-0.6x	-0.8x	-0.6x	-0.5x	-0.7x	-0.8x	-1.2x	2025e -2.1x	-1.9x	2027e -2.0x
	-0.6x -1%	-0.6x -1%					-1.2x -2%			-2.0x -2%
NWC/Sales			0%	-1%	-3%	-1%		-2% 9%	-2% 13%	
ROA	30%	10%	33%	35%	12%	18%	18%			13%
ROE ROIC	45% 68%	12% 21%	41% 75%	43%	13%	26%	23%	11% 26%	15% 40%	15% 41%
				80%	26%	44%	51% 56%			
ROCE ECE viold	69%	21%	75%	62%	24%	59%	56%	31%	44%	45%
FCF yield FCF/IC	50%	17%	58%	69%	48%	55%	82%	12% 41%	13% 45%	14% 47%
FUF/IU	50%	1770	30%	0976	4070	55%	0270	4170	4070	4170

Source: ABG Sundal Collier, Company data

Income Statement (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Sales	1,450	1,233	1,356	1,316	1,400	1,320	1,135	962	944	947
COGS	-703	-533	-570	-505	-464	-428	-358	-286	-276	-275
Gross profit	747	700	786	810	936	892	776	676	668	672
Other operating items	-510	-534	-475	-461	-706	-624	-524	-518	-476	-476
EBITDA	237	166	311	349	231	268	253	158	193	196
Depreciation and amortisation	-94	-114	-122	-133	-151	-157	-136	-99	-99	-99
of which leasing depreciation	0	-12	-12	-14	-12	-12	-12	-12	-12	-12
EBITA	143	52	190	216	79	111	117	58	93	97
EO Items	0	0	-4	-5	-65	-12	9	-26	0	0
Impairment and PPA amortisation	0	0	0	0	0	0	0	0	0	0
EBIT	143	52	190	216	79	111	117	58	93	97
Net financial items	0	0	-1	-7	-4	25	9	9	9	10
Pretax profit	144	52	189	209	76	137	126	68	102	107
Tax	-15	-7	-22	-11	-9	-9	-7	-7	-10	-11
Net profit	129	45	167	198	67	128	119	61 0	92	96
Minority interest	0	0 0	0 0	0 0	0 0	0	0	0	0 0	0
Net profit to shareholders	129	4 5	1 67	1 98	67	128	119	61	9 2	96
Net profit to shareholders EPS	14.34	4.96	19.31	23.47	8.05	16.07	15.25	7.84	11.82	12.30
EPS adj.	14.34	4.96	19.72	24.04	15.00	16.07	15.25	7.84	11.82	12.30
Total extraordinary items after tax	0	0	-4	-5	-58	-12	9	-23	0	0
Leasing payments	0	-12	-12	-14	-12	-12	-12	-12	-12	-12
Tax rate (%)	10.3	12.9	11.4	5.2	11.5	6.7	5.6	9.7	10.0	10.0
Gross margin (%)	51.5	56.8	58.0	61.6	66.9	67.6	68.4	70.3	70.8	71.0
EBITDA margin (%)	16.3	13.4	23.0	26.6	16.5	20.3	22.3	16.4	20.4	20.7
EBITA margin (%)	9.9	4.2	14.0	16.4	5.7	8.4	10.3	6.1	9.9	10.2
EBIT margin (%)	9.9	4.2	14.0	16.4	5.7	8.4	10.3	6.1	9.9	10.2
Pre-tax margin (%)	9.9	4.2	13.9	15.9	5.4	10.4	11.1	7.0	10.9	11.3
Net margin (%)	8.9	3.7	12.3	15.1	4.8	9.7	10.5	6.4	9.8	10.1
Growth Rates y-o-y	-	-	-	-	-		_	-	-	
Sales growth (%)	27.7	-15.0	10.0	-3.0	6.4	-5.7	-14.0	-15.2	-1.9	0.3
EBITDA growth (%)	53.0	-30.1	87.9	12.2	-34.0	16.3	-5.8	-37.5	22.1	1.8
EBITA growth (%)	41.0	-63.9	265.8	14.0	-63.2	40.3	4.8	-50.0	59.9	3.4
EBIT growth (%)	41.0	-63.9	nm	14.0	-63.2	40.3	4.8	-50.0	59.9	3.4
Net profit growth (%)	44.2	-64.9	269.8	18.4	-66.2	90.6	-6.8	-48.6	50.7	4.0
EPS growth (%)	53.6	-65.4	nm	21.6	-65.7	99.7	-5.1	-48.6	50.7	4.0
Profitability	-	-	-	-	-	-	-	-	-	-
ROE (%)	44.6	12.3	41.0	42.9	13.5	25.7	22.8	10.8	15.4	15.1
ROE adj. (%)	44.6	12.3	41.8	43.9	25.1	28.1	21.1	14.9	15.4	15.1
ROCE (%)	49.7	13.9	45.1	44.3	15.0	27.5	24.0	11.9	17.1	16.8
ROCE adj. (%)	49.7	13.9	46.0	45.4	28.0	29.9	22.2	16.4	17.1	16.8
ROIC (%)	99.8	25.4	83.4	77.5	21.8	35.5	42.4	21.3	33.2	33.9
ROIC adj. (%)	99.8	25.4	85.2	79.3	39.7	39.5	39.0	30.8	33.2	33.9
Adj. earnings numbers	-	-	-	-	-	-	-	-	-	-
EBITDA adj.	237	166	315	354	296	281	243	184	193	196
EBITDA adj. margin (%)	16.3	13.4	23.3	26.9	21.1	21.3	21.4	19.1	20.4	20.7
EBITDA lease adj.	237	154	303	340	284	269	231	172	181	184
EBITDA lease adj. margin (%)	16.3	12.5	22.4 104	25.9	20.3	20.4	20.4	17.9	19.1	19.4
EBITA adj.	143 9.9	52 4.2	194 <i>14.</i> 3	221 16.8	145 10.3	124 9. <i>4</i>	107 9.5	84 8.8	93	97 10.2
<i>EBITA adj. margin (%)</i> EBIT adj.	9.9 143	4.2 52	14.3 194	221	10.3 145	9.4 124	107	84	9.9 93	97
EBIT adj. EBIT adj. margin (%)	9.9	4.2	14.3	16.8	10.3	9.4	9.5	8.8	9.9	10.2
Pretax profit Adj.	144	52	193	214	141	149	117	94	102	107
Net profit Adj.	129	45	171	203	125	139	110	85	92	96
Net profit to shareholders adj.	129	45	171	203	125	139	110	85	92	96
Net adj. margin (%)	8.9	3.7	12.6	15.4	8.9	10.5	9.7	8.8	9.8	10.1
Source: ABG Sundal Collier, Company		J.,	~				J.,	3.0	3.0	
			225						0000	000=
Cash Flow (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
EBITDA	237	166	311	349	231	268	253	158	193	196
Net financial items	0	0	-1	-7	-4	25	9	9	9	10
Paid tax	-15	-7	-22	-11	-9 	-9 -	-7	-7	-10	-11
Non-cash items	5	20	8	15	75	-7	10	26	0	0
Cash flow before change in WC	227	179	298	346	293	278	265	186	191	195
Change in working capital	-10	-15	-29	14	11	-37	19	-7	-1	0

Cash Flow (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Operating cash flow	218	163	269	361	305	241	283	180	191	195
Capex tangible fixed assets	-7	-8	-2	-10	-8	-4	-1	-4	-4	-4
Capex intangible fixed assets	-135	-116	-127	-163	-167	-106	-104	-91	-91	-91
Acquisitions and Disposals	0	0	0	0	0	0	0	0	0	0
Free cash flow	75	39	140	188	129	131	178	84	96	101
Dividend paid	-22	-22	-22	-54	-59	-65	-62	-62	-65	-65
Share issues and buybacks	0	0	-66	-126	-48	-54	-13	-2	0	0
Leasing liability amortisation	0	-5	-10	-12	-1	-1	-1	-1	-1	-1
Other non-cash items	41	-39	22	-80	14	10	-3	1	0	0
Balance Sheet (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Goodwill	0	0	0	0	0	0	0	0	0	0
Other intangible assets	198	211	205	275	273	223	213	214	218	221
Tangible fixed assets	11	11	5	26	17	13	9	8	7	6
Right-of-use asset	0	21	11	0	0	0	0	0	0	0
Total other fixed assets	64	38	58	18	17	34	38	37	37	37
Fixed assets	274	280	278	319	306	270	260	260	263	265
Inventories	0	0	0	0	0	0	0	0	0	0
Receivables	18	14	12	15	15	33	22	22	22	22
Other current assets	103	102	115	142	159	125	109	109	109	109
Cash and liquid assets	139	152	188	150	177	182	276	294	324	359
Total assets	533	548	593	626	658	610	667	686	718	755
Shareholders equity	347	386	432	492	500	491	554	582	615	652
Minority	-	-	-	-	-	-		-	-	-
Total equity	347	386	432	492	500	491	554	582	615	652
Long-term debt	0	0	0	0	0	0	0	0	0	0
Pension debt	0	0	0	0	0	0	0	0	0	0
Convertible debt	0	0	0	0	0	0	0	0	0	0
Leasing liability	0 0	15 0	6 1	12 0	3 1	2 4	2	2 0	2 0	2 0
Total other long-term liabilities	U	U	1	U	'	4	'	U	U	U
Short-term debt	26	- 27	13	24	- 61	39	44	38	37	37
Accounts payable Other current liabilities	160	121	142	96	93	39 74	65	65	65	65
	533	548	593	626	658	610	667	686	718	755
Total liabilities and equity Net IB debt	-203	-175	-240	-156	-191	-215	-311	-330	-360	-395
Net IB debt excl. pension debt	-203	-175	-240	-156	-191	-215	-311	-330	-360	-395
Net IB debt excl. leasing	-203	-190	-246	-168	-194	-216	-313	-332	-362	-396
Capital employed	347	400	438	505	503	493	556	583	617	654
Capital invested	145	210	192	337	308	277	243	252	255	257
Working capital	-65	-32	-27	36	20	44	22	29	30	30
EV breakdown	-	-	-	-	-	-	-	-		-
Market cap. diluted (m)	827	840	798	777	765	730	718	718	718	718
Net IB debt adj.	-203	-175	-240	-156	-191	-215	-311	-330	-360	-395
Market value of minority	0	0	0	0	0	0	0	0	0	0
Reversal of shares and	0	0	0	0	0	0	0	0	0	0
participations										
Reversal of conv. debt assumed	-	-	-	-	-	-	-	-	-	-
equity	004	005	550	604	F7.4	540	400	200	250	202
EV	624	665	558	621	574	516	406	388	358	323
Total assets turnover (%)	303.0	228.0	237.6	215.9	218.1	208.2	177.7	142.2	134.4	128.5
Working capital/sales (%)	-2.3	-3.9	-2.2	0.3	2.0	2.4	2.9	2.7	3.1	3.1
Financial risk and debt service	-58.4	-45.4	- -55.5	-31.6	-38.3	-43.7	-56.2	- -56.7	- -58.6	-60.5
Net debt/equity (%)	-36. 4 -24.6	-45.4 -21.0	-30.1	-31.0 -20.1	-36.3 -25.1	-43. <i>1</i> -29.4	-43.4	-36.7 -46.0	-50.0 -50.2	-55.0
Net debt / market cap (%)	-24.0 65.1	70.3	-30.1 72.8	-20.1 78.7	-23.1 76.0	80.5	83.1	-40.0 84.8	-30.2 85.6	86.3
Equity ratio (%)	-58.4	-45.4	-55.5	-31.6	-38.3	-43.7	-56.2	-56.7	-58.6	-60.5
Net IB debt adj. / equity (%) Current ratio	1.40	- 4 5.4 1.81	2.04	-31.0 2.54	-36.3 2.28	3.00	3.73	-30.7 4.16	-36.6 4.48	4.82
EBITDA/net interest	1,499.8	1,381.0	508.7	49.7	60.0	10.6	27.5	17.0	21.4	19.6
Net IB debt/EBITDA (x)	-0.9	-1.1	-0.8	-0.4	-0.8	-0.8	-1.2	-2.1	-1.9	-2.0
Net IB debt/EBITDA (x) Net IB debt/EBITDA lease adj. (x)	-0.9	-1.1 -1.2	-0.8	-0. 4 -0.5	-0.8 -0.7	-0.8	-1.4	-2.1 -1.9	-2.0	-2.0 -2.2
Interest coverage	-0.9	-1.2	-0.6	-0.5	-0.7	-0.6	-1	-1.9	-2.0	-2.2
Source: ABG Sundal Collier, Company										
		2040	2020	2024	2022	2022	2024	2025-	2026-	20270
Share Data (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Actual shares outstanding	9	9	9	8	8	8	8	8	8	8
Actual shares outstanding (avg)	9	9	9	8	8	8	8	8	8	8

Share Data (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
All additional shares	0	0	0	0	0	0	0	0	0	0
Issue month	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Assumed dil. of shares from conv.	0	0	0	0	0	0	0	0	0	0
As. dil. of shares from conv. (avg)	0	0	0	0	0	0	0	0	0	0
Conv. debt not assumed as equity	0	0	0	0	0	0	0	0	0	0
No. of warrants	0	0	0	0	0	0	0	0	0	0
Market value per warrant	0	0	0	0	0	0	0	0	0	0
Dilution from warrants	0	0	0	0	0	0	0	0	0	0
Issue factor	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Actual dividend per share	2.50	2.41	6.24	7.00	7.80	7.86	8.00	8.00	8.33	8.33
Reported earnings per share	-	-	-	-	-	-	-	-	-	

Source: ABG Sundal Collier, Company Data

Valuation and Ratios (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Shares outstanding adj.	9	9	9	8	8	8	8	8	8	8
Diluted shares adj.	9	9	9	8	8	8	8	8	8	8
EPS	14.34	4.96	19.31	23.47	8.05	16.07	15.25	7.84	11.82	12.30
Dividend per share	2.50	2.41	6.24	7.00	7.80	7.86	8.00	8.00	8.33	8.33
EPS adj.	14.34	4.96	19.72	24.04	15.00	16.07	15.25	7.84	11.82	12.30
BVPS	38.68	42.23	49.80	58.31	60.08	61.91	71.08	74.57	78.83	83.56
BVPS adj.	16.63	19.08	26.20	25.78	27.25	33.81	43.76	47.08	50.89	55.17
Net IB debt/share	-22.59	-19.18	-27.65	-18.45	-22.99	-27.04	-39.92	-42.31	-46.16	-50.59
Share price	92.00	92.00	92.00	92.00	92.00	92.00	92.00	92.00	92.00	92.00
Market cap. (m)	827	834	798	777	761	730	718	718	718	718
Valuation	-	-	-	-	-	-	-	-	-	-
P/E (x)	6.4	18.6	4.8	3.9	11.4	5.7	6.0	11.7	7.8	7.5
EV/sales (x)	0.4	0.5	0.4	0.5	0.4	0.4	0.4	0.4	0.4	0.3
EV/EBITDA (x)	2.6	4.0	1.8	1.8	2.5	1.9	1.6	2.5	1.9	1.6
EV/EBITA (x)	4.3	12.8	2.9	2.9	7.2	4.6	3.5	6.6	3.8	3.3
EV/EBIT (x)	4.3	12.8	2.9	2.9	7.2	4.6	3.5	6.6	3.8	3.3
Dividend yield (%)	2.7	2.6	6.8	7.6	8.5	8.5	8.7	8.7	9.1	9.1
FCF yield (%)	9.0	4.6	17.6	24.3	16.9	17.9	24.8	11.7	13.4	14.0
Le. adj. FCF yld. (%)	9.0	4.0	16.4	22.7	16.7	17.8	24.7	11.6	13.2	13.9
P/BVPS (x)	2.38	2.18	1.85	1.58	1.53	1.49	1.29	1.23	1.17	1.10
P/BVPS adj. (x)	5.53	4.79	3.51	3.57	3.36	2.72	2.10	1.95	1.81	1.67
P/E adj. (x)	6.4	18.6	4.7	3.8	6.1	5.7	6.0	11.7	7.8	7.5
EV/EBITDA adj. (x)	2.6	4.0	1.8	1.8	1.9	1.8	1.7	2.1	1.9	1.6
EV/EBITA adj. (x)	4.3	12.8	2.9	2.8	4.0	4.2	3.8	4.6	3.8	3.3
EV/EBIT adj. (x)	4.3	12.8	2.9	2.8	4.0	4.2	3.8	4.6	3.8	3.3
EV/CE (x)	1.8	1.7	1.3	1.2	1.1	1.0	0.7	0.7	0.6	0.5
Investment ratios	-	-	-	-	-	-	-	-	-	-
Capex/sales (%)	9.8	10.1	9.5	13.1	12.5	8.4	9.3	9.9	10.0	10.0
Capex/depreciation	1.5	1.2	1.2	1.4	1.3	8.0	0.8	1.1	1.1	1.1
Capex tangibles / tangible fixed assets	66.4	77.2	46.7	37.3	50.5	31.3	14.8	49.1	55.9	65.0
Capex intangibles / definite intangibles	68.3	54.9	61.8	59.2	61.2	47.7	48.7	42.6	41.6	41.0
Depreciation on intang / def. intang	47.2	48.2	53.7	43.4	51.0	64.9	58.1	40.7	40.0	39.5
Depreciation on tangibles / tangibles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Source: ABG Sundal Collier, Company Data

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