

ALMA MEDIA

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This is a translated version of the "Marginaaliparannus etenee mallikkaasti" report, published on 04/30/2026



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A large, stylized logo for ALMA. The letters are white with a thick, blocky font. The 'A' and 'M' are connected to the 'L' and 'A' respectively. The logo is set against a vibrant, abstract background of pink, purple, and teal colors with a bubbly, liquid-like texture.

ALMA

INDERES CORPORATE CUSTOMER
COMPANY REPORT

Margin improvement progresses excellently

Alma Media's Q1 earnings were a clear positive surprise, as the company's profitability strengthened significantly from the comparison period. We have slightly raised our estimates, which anticipate increasing profitability development in the coming years. In our view, the share is attractively priced relative to our forecast of earnings growth outlook. Thus, we reiterate our Accumulate recommendation and EUR 15.0 target price.

Significant leap in profitability

Alma Media's Q1 revenue increased by 5% to 83.1 MEUR, which was fully in line with our expectations. The domestic market has developed sluggishly, particularly reflecting weak consumer confidence, but the Czech recruitment business, in particular, grew well. In addition, the Swedish commercial property business under Marketplaces continued its strong growth, and acquisitions boosted the segment's revenue growth to a double-digit pace. Alma Media's adjusted EBIT in Q1 was 20.4 MEUR, corresponding to a very good margin of 24.6% (Q1'25: 21.7%), and clearly exceeding our estimate. The estimate beat was due to better-than-expected performance in all three segments, as the company has continued strict cost control and even managed to reduce its cost base. We commented on Alma Media's Q1'26 earnings in more detail on Wednesday, which can be read [here](#).

Guidance remained unchanged

Alma Media reiterated its guidance for 2026, expecting its revenue to remain at the previous year's level and adjusted EBIT to grow. In the first quarter, the company's revenue grew by 5% and earnings by 19% from the comparison period. Thus, the company is well on track with its guidance. However, uncertainty for the year is caused by the ripple effects of the Iranian conflict, which are likely to curb investments in durable goods (cars and housing) and the advertising market in Finland.

Thus, in our assessment, the outlook for organic growth is not particularly favorable, but due to the company's own actions, our confidence in the company's earnings growth is high.

We raised our estimates slightly

We slightly raised our revenue estimates for Career, reflecting the good development of classified revenues and the early-year development of invoicing, which anticipates future trends. For Marketplaces, we also slightly raised our estimates, driven by the growth in classified and digital revenues, which gained momentum from product innovations. However, our earnings estimates for all segments increased as we raised our short- and medium-term profitability estimates for them. However, some of this was offset by an increase in group costs, so our adjusted EBIT estimates for the coming years increased by 1-3%. We expect scalable growth from Alma Media in the coming years, as our average revenue growth estimate of 3.5% translates into an average adjusted EBIT growth of 8% in our estimates for 2026-2028.

The expected return clearly rises to double digits

Based on the LTM results, the adjusted P/E and EV/EBIT multiples for the stock are just under 16x and 13x. In our view, these valuation multiples are quite moderate, considering Alma Media's high return on capital, good cash flow profile, and growth outlook. Thus, the expected return is driven by our estimated strong earnings growth in the coming years (2026-2028 EPS growth 10%), but there is also a slight upside in the valuation. These, together with our estimated dividend yield of over 4%, raise the expected return for the next few years to a clear double-digit level. The moderate valuation is also suggested by our DCF model, which stands at EUR 15.6 per share. Thus, we consider the current valuation moderate and the stock's risk/reward ratio attractive.

Recommendation

Accumulate

(was Accumulate)

Target price:

EUR 15.00

(was EUR 15.00)

Share price:

EUR 12.40

Business risk



Valuation risk



	2025	2026e	2027e	2028e
Revenue	327	341	355	364
growth-%	5%	4%	4%	3%
EBIT adj.	82.1	90.3	98.7	103.9
EBIT-% adj.	25.1 %	26.5 %	27.8 %	28.6 %
Net Income	55.4	65.9	74.9	79.8
EPS (adj.)	0.72	0.81	0.92	0.98
P/E (adj.)	19.8	15.3	13.5	12.7
P/B	4.8	3.7	3.3	3.0
Dividend yield-%	3.3 %	4.0 %	4.2 %	4.4 %
EV/EBIT (adj.)	15.8	12.4	11.0	10.1
EV/EBITDA	13.4	10.5	9.5	8.9
EV/S	4.0	3.3	3.1	2.9

Source: Inderes

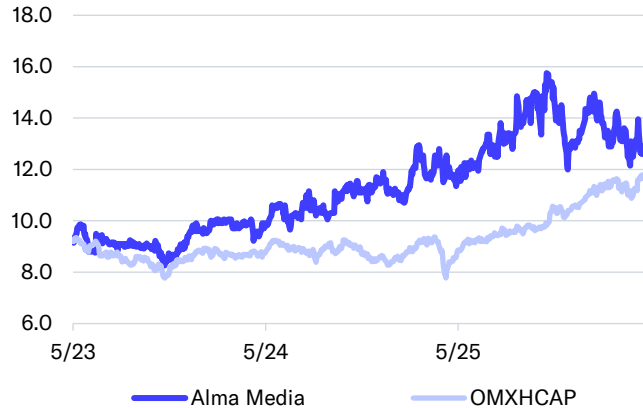
Guidance

(Unchanged)

Alma Media expects its full-year revenue of 2026 to remain at the 2025 level and the adjusted operating profit to grow. The full-year revenue for 2025 was 327.1 MEUR and the adjusted operating profit

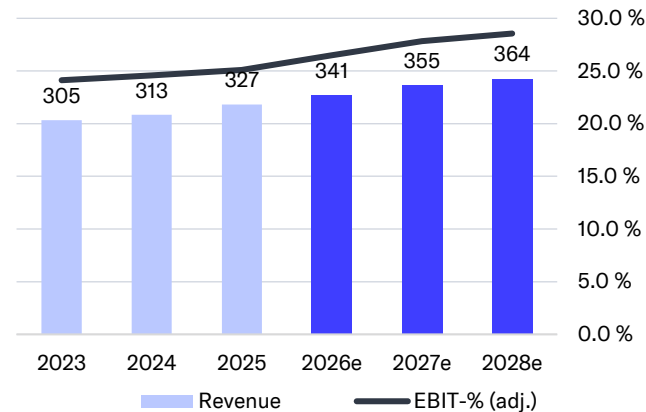
was 82.1 MEUR.

Share price



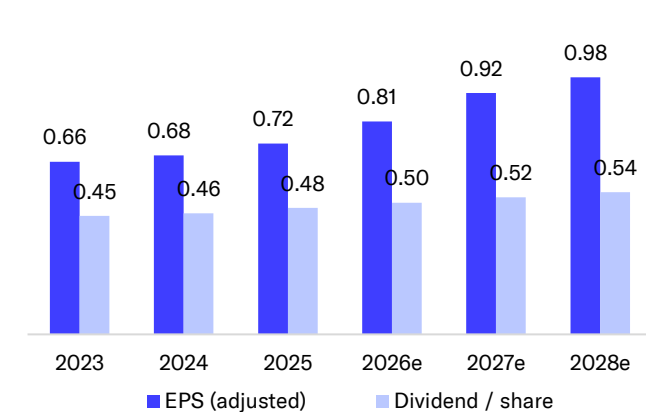
Source: Millistream Market Data AB

Revenue and EBIT % (adj.)



Source: Inderes

EPS and dividend



Source: Inderes

Value drivers

- Profitable growth in digital businesses
- Positive long-term market trends of marketplace businesses
- Stable profitability development and good cash flow in media businesses
- M&A option that is positive given track record

Risk factors

- Cyclicalty especially in advertising and recruitment business
- Accelerated revolution in media and decrease in print media
- Competitive risks posed by new technologies
- Possible changes in competitive position and dynamics

Valuation	2026e	2027e	2028e
Share price	12.40	12.40	12.40
Number of shares, millions	82.4	82.4	82.4
Market cap	1022	1022	1022
EV	1117	1082	1046
P/E (adj.)	15.3	13.5	12.7
P/E	15.5	13.6	12.8
P/B	3.7	3.3	3.0
P/S	3.0	2.9	2.8
EV/Sales	3.3	3.1	2.9
EV/EBITDA	10.5	9.5	8.9
EV/EBIT (adj.)	12.4	11.0	10.1
Payout ratio (%)	62.5 %	57.2 %	55.8 %
Dividend yield-%	4.0 %	4.2 %	4.4 %

Source: Inderes

Significant leap in profitability

The growth rate was in line with our expectations

Alma Media's Q1 revenue growth of 5% was exactly in line with our expectations. Growth was driven particularly by the Czech recruitment business and the Swedish commercial property marketplace, while domestic operations developed more sluggishly, reflecting the economic situation and especially consumers' willingness to invest. The growth was partly strengthened by Marketplaces' bolt-on acquisitions, namely Effortia and Edilex.

Career's revenue grew by 5% year-on-year, driven by classifieds revenue. Their development was slightly more robust than we anticipated, and growth in the most important market, the Czech Republic, has remained moderate despite the general economic sluggishness.

Marketplaces' revenue grew by 12%, which was roughly evenly distributed between organic and inorganic growth. Classified revenues also drove its growth, as the

development of the Swedish commercial property business has continued to be strong, growing the Real Estate business together with the growing DIAS business. The Mobility unit also achieved good growth of 5.5%, driven by product development, even though car sales are gloomy.

News Media's revenue decreased, reflecting the sale of the business. Excluding this, its performance was stable, reflecting the growth in digital revenues, which compensated for the contraction in print.

Compelling track record of profitability

Alma Media's Q1 profitability rose to 24.5%, driven by all segments. This is a result of excellent cost management, as despite growth, the number of employees in Career has decreased, and the divestment of less profitable businesses and a decrease in print costs reduced News Media's cost level from the comparison period. Marketplaces' cost level, on the other hand, increased, but its cost management has also been excellent. The

segment's cost level decreased excluding the impact of acquisitions.

Profitability at an excellent level

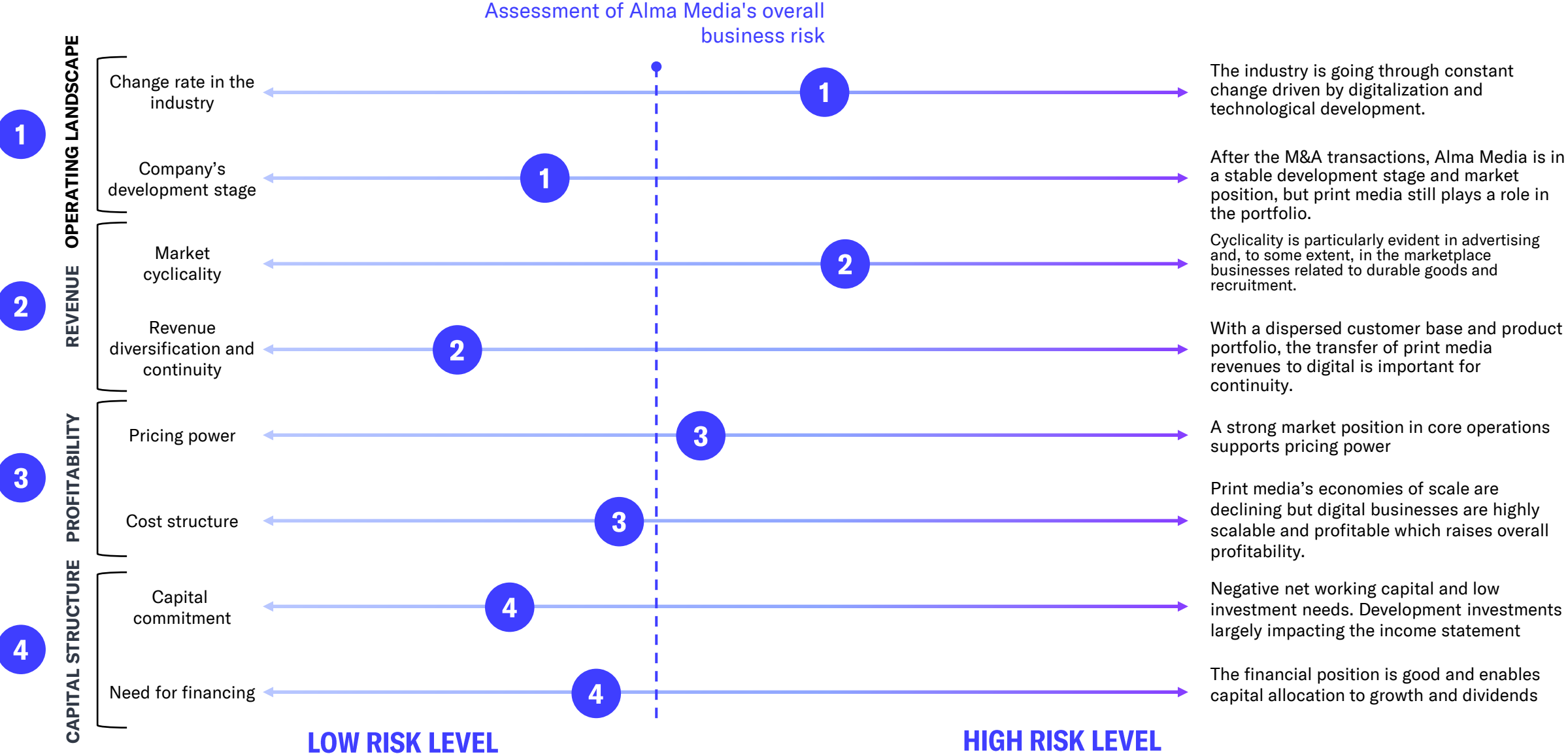
Alma Media generated 28.9 MEUR in operating cash flow in Q1, as advances grew and supported favorable working capital development. Reflecting the low investment level, its free cash flow (incl. IFRS16 payments) reached 26.4 MEUR, indicating excellent cash flow generation.

At the end of Q1'26, the company's net debt was a moderate 99 MEUR, or 1x the previous 12 months' EBITDA. After this, the company has paid dividends of just under 40 MEUR, but even so, in terms of its financial position, the company has considerable capacity (200-300 MEUR) to pursue inorganic growth and continue to pay increasing profit distribution. Consequently, the company's financial position and balance sheet ratios are at quite a strong level.

Estimates MEUR / EUR	Q1'25	Q1'26	Q1'26e	Q1'26e	Consensus		Difference (%)	2026e
	Comparison	Actualized	Inderes	Consensus	Low	High	Act. vs. inderes	Inderes
Revenue	79.2	83.1	83.0	82.4	81.8 - 83.0		0%	341
EBIT (adj.)	17.2	20.4	17.5	18.7	17.5 - 19.3		17%	90.3
EBIT	16.6	20.3	17.3	18.6	17.3 - 19.3		17%	89.6
EPS (reported)	0.13	0.19	0.15	0.16	0.15 - 0.17		29%	0.80
Revenue growth-%	3.8 %	5.0 %	4.8 %	4.1 %	3.3 % - 4.9 %		0.1 pp	4.2 %
EBIT-% (adj.)	21.7 %	24.6 %	21.1 %	22.7 %	21.4 % - 23.3 %		3.5 pp	26.5 %

Source: Inderes & Modular Finance (consensus, 5 estimates)

Risk profile of the business model



We raised our estimates slightly

Guidance met our expectations

Alma Media reiterated its guidance for 2026, stating that its revenue will be at the previous year's level and adjusted EBIT will grow from the previous year. The thresholds of the verbal guidance (i.e., the difference between stable and growth) are not known to us.

We slightly raised our earnings estimates

In connection with the financial statements, we assessed the company's guidance, especially regarding growth, as cautious, as there were indications of growth starting in the operating environment at that time. The ripple effects of the war in Iran have cast a shadow over these expectations, and despite the strong performance in the early part of the year, the conservative guidance is understandable. In our view, the recent weak development in consumer confidence will continue to postpone durable goods investments, so a significant recovery in the housing

and automotive markets is hardly expected this year. We estimate that weak consumption will also keep the advertising market subdued, so we do not expect much market-driven growth. However, the company's own performance is top-tier, and tight cost control will continue to drive earnings growth, in our view.

After the Q1 report, we made small upward revisions to our estimates, slightly raising the classified revenue estimates for Career and Marketplaces. We also slightly raised the profitability estimates for Career and Marketplaces, reflecting improved cost efficiency. At the same time, however, we raised our group cost estimates for the current and coming years, which offset some of the positive segment-specific estimate changes.

Earnings growth in 2026

We expect Alma Media's revenue to grow by 4% in 2026. This is driven by Career's growth, especially boosted by

Career Central, while Marketplaces' growth is driven by the continued strong performance of the Real Estate business. We also estimate the segment's digital revenue growth to continue, partly driven by acquisitions. However, we expect earnings growth to be significantly faster than top-line growth, as our adjusted EBIT forecast anticipates 10% growth from 2025.

The earnings growth outlook is good

The earnings growth outlook for 2027-2028 is also good, as we believe that, in addition to revenue growth driven by market recovery, Career's operations will become more efficient through the elimination of certain overlapping costs. In addition, News Media's profitability will improve with the growth of digital income, and Marketplaces' high-margin services will continue their moderate growth. Based on these projections, we consider Alma Media's medium-term earnings growth outlook to be good, anticipating an average operational earnings growth of 8% for 2026-2028.

Estimate revisions	2026e	2026e	Change	2027e	2027e	Change	2028e	2028e	Change
MEUR / EUR	Old	New	%	Old	New	%	Old	New	%
Revenue	340	341	0%	350	355	1%	360	364	1%
EBIT (exc. NRIs)	88.2	90.3	2%	95.8	98.7	3%	102	104	1%
EBIT	87.4	89.6	2%	95.2	98.1	3%	102	103	1%
PTP	80.2	83.6	4%	90.9	94.1	4%	98.4	100	2%
EPS (excl. NRIs)	0.77	0.81	4%	0.88	0.92	4%	0.96	0.98	2%
DPS	0.50	0.50	0%	0.52	0.52	0%	0.54	0.54	0%

Source: Inderes

Alma Media, Webcast, Q1'26



Investment profile

- 1 Growth in digital businesses and excellent profitability
- 2 Stable and profitable media operations that generate cash flow
- 3 Economic growth is reflected in the business growth outlook
- 4 Balance sheet offers leeway for inorganic growth
- 5 Good track record of capital reallocation

Potential

- Organic growth potential in high profitability digital businesses
- The decrease in the company's development costs as large projects end improves the profitability potential
- Excellent cash flow and high ROIC
- M&A option that is positive given track record

Risks

- Cyclical sensitivity visible in some businesses
- Structural decrease in print media income and arising needs for adjustment
- Possible changes in competitive position
- Technology changes offer opportunities and risks

Double-digit expected return

Valuation methods

In forming our view, we currently place most weight on the share's expected total return based on the forecasts for the next few years (earnings growth + dividends + changes in valuation multiples) and on the discounted cash flow (DCF) model.

For the earnings-based valuation, we favor the EV/EBIT ratio that reflects the balance sheet structure and the net profit-based P/E ratio. We do not give much weight to the relative valuation, because there are no obvious peers available for Alma Media's business structure that would provide a clear valuation benchmark.

Earnings growth and dividend yield create a nice expected return

We believe that the role of the dividend is crucial for the stock's expected return over the next few years. With our estimates and the current share price level, the dividend yield is good 4% in the next few years.

We expect operational earnings growth in the coming years to be at a fairly good level (2025-2027 average adjusted EBIT growth 8%) supported by gradual increases in revenue and profitability. Operational earnings growth also flows efficiently to the bottom line, and our average estimated earnings per share is a good 10% annually.

Alma Media's earnings-based valuation multiples for the last 12 months are an adjusted P/E of nearly 16x and an adjusted EV/EBIT of 13x. In our view, these earnings-based valuation multiples are at least justified, and even have slight upside, considering Alma Media's rather good capital return and moderate organic growth outlook. In our view, a

justified valuation level is, e.g., an EV/EBIT multiple of around 14-16x and a P/E multiple of around 16-20x. Against this backdrop, earnings growth and dividend yield create an attractive double-digit expected total return, which is further strengthened by a slight upside in the valuation. Thus, the clear double-digit expected return for the next few years clearly exceeds our required return.

DCF

We feel that the applicability of the DCF calculation in Alma Media's valuation is reasonable, and it reflects the company's long-term ability to create value. In our opinion, the link between demand and economic cycles somewhat weakens its suitability, but on the other hand, Alma Media's track record over the past few years shows that it can defend its profitability quite convincingly even in a weak environment.

Our DCF model indicates a share value of EUR 15.7, suggesting that the stock is moderately priced. In the model, our long-term growth forecast is 2.5%, which reflects our estimate of organic growth potential (i.e., excluding acquisitions). Our profitability estimates, on the other hand, average 27% over the entire forecast period, and the terminal profitability estimate is 26%. Thus, the forecasted long-term operating result growth is just under 5% p.a., meaning that we expect growth to scale into earnings development also in the long run. These profitability levels are above the company's historical figures, so our model also includes expectations of future profitability improvement, which we consider warranted in light of the track record.

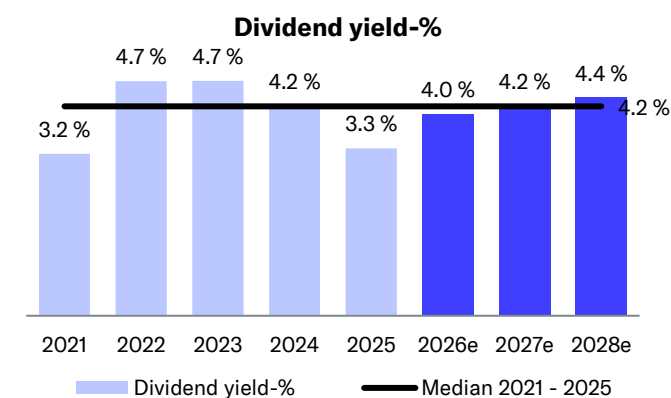
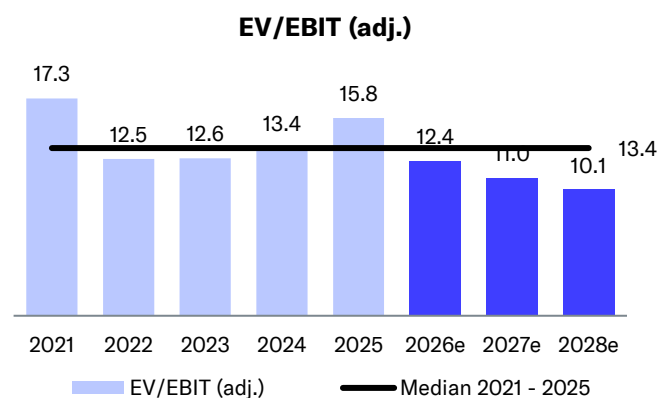
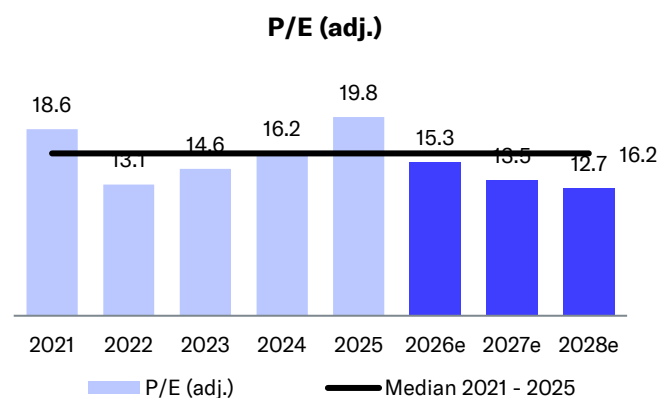
Valuation	2026e	2027e	2028e
Share price	12.40	12.40	12.40
Number of shares, millions	82.4	82.4	82.4
Market cap	1022	1022	1022
EV	1117	1082	1046
P/E (adj.)	15.3	13.5	12.7
P/E	15.5	13.6	12.8
P/B	3.7	3.3	3.0
P/S	3.0	2.9	2.8
EV/Sales	3.3	3.1	2.9
EV/EBITDA	10.5	9.5	8.9
EV/EBIT (adj.)	12.4	11.0	10.1
Payout ratio (%)	62.5 %	57.2 %	55.8 %
Dividend yield-%	4.0 %	4.2 %	4.4 %

Source: Inderes

Valuation table

Valuation	2021	2022	2023	2024	2025	2026e	2027e	2028e	2029e
Share price	10.8	9.40	9.60	11.0	14.4	12.40	12.40	12.40	12.40
Number of shares, millions	82.4	82.2	82.1	82.1	82.4	82.4	82.4	82.4	82.4
Market cap	891	773	788	903	1182	1022	1022	1022	1022
EV	1059	920	925	1029	1297	1117	1082	1046	1008
P/E (adj.)	18.6	13.1	14.6	16.2	19.8	15.3	13.5	12.7	12.2
P/E	20.4	10.7	14.0	17.3	21.4	15.5	13.6	12.8	12.2
P/B	5.4	3.8	3.6	3.9	4.8	3.7	3.3	3.0	2.7
P/S	3.2	2.5	2.6	2.9	3.6	3.0	2.9	2.8	2.7
EV/Sales	3.8	3.0	3.0	3.3	4.0	3.3	3.1	2.9	2.7
EV/EBITDA	14.4	9.5	10.2	11.3	13.4	10.5	9.5	8.9	8.2
EV/EBIT (adj.)	17.3	12.5	12.6	13.4	15.8	12.4	11.0	10.1	9.3
Payout ratio (%)	66.1 %	50.0 %	65.7 %	72.3 %	71.4 %	62.5 %	57.2 %	55.8 %	55.3 %
Dividend yield-%	3.2 %	4.7 %	4.7 %	4.2 %	3.3 %	4.0 %	4.2 %	4.4 %	4.5 %

Source: Inderes



The market cap and enterprise value in the table consider the expected change in the number of shares and net debt for the forecast years.

Peer group valuation

Peer group valuation Company	Market cap MEUR	EV MEUR	EV/EBIT		EV/EBITDA		EV/S		P/E		Dividend yield-%		P/B 2026e
			2026e	2027e	2026e	2027e	2026e	2027e	2026e	2027e	2026e	2027e	
Agora SA	248	129		14.9	17.8	10.7	1.0	0.8	36.5	13.7			0.6
Future PLC	364	721	3.7	3.8	3.3	3.4	0.9	0.9	3.3	3.2	5.0	5.3	0.5
USA Today Co	926	1664	18.4	15.4	6.9	6.5	0.9	0.9	150.8	34.4			
Lagardere SA	2672	7293	11.3	10.6	6.1	5.9	0.8	0.7	9.8	8.7	3.6	3.6	2.5
Arnoldo Mondadori Editore SpA	549	714	7.7	7.6	4.4	4.3	0.7	0.7	8.8	8.7	8.1	8.8	0.8
New York Times Co	10805	10257	21.8	18.9	18.9	16.7	3.9	3.7	28.5	25.1	1.1	1.3	5.5
TX Group AG	1438	1591	11.5	10.4	6.5	6.1	1.8	1.8	18.8	16.2	3.9	4.1	1.1
Promotora de Informaciones SA	417	1135	8.7	8.9	5.5	5.6	1.1	1.1	30.9	61.8			
Vocento SA	95	141	133.8	15.5	6.3	4.7	0.4	0.4		75.8			0.9
Auto Trader Group PLC	4779	4824	10.2	9.7	9.8	9.4	6.6	6.3	14.3	13.1	2.3	2.5	7.9
Carsales.Com Ltd	5791	6569	18.5	16.5	15.2	13.6	8.4	7.6	23.4	21.0	3.5	3.9	3.1
Moneysupermarket.Com Group PLC	1048	1064	7.1	6.8	6.4	6.1	2.1	2.0	9.4	8.8	7.5	7.8	3.9
REA Group Ltd	13411	13195	24.0	20.9	20.5	18.1	12.0	10.9	34.7	29.9	1.7	2.0	10.3
Rightmove PLC	3776	3735	10.6	9.9	10.3	9.6	7.0	6.5	14.1	12.7	2.6	2.9	37.2
Scout24 SE	5009	5107	13.1	11.3	11.1	9.9	6.7	6.0	17.2	14.7	2.6	3.1	3.1
Seek Ltd	3076	3763	16.9	14.3	11.5	10.1	5.1	4.6	25.2	20.1	3.7	4.3	2.0
Stroeer SE & Co KgaA	2040	3707	11.8	10.4	5.8	5.4	1.7	1.6	12.5	10.5	6.2	6.7	3.9
Hemnet Group	1016	1072	16.6	13.1	14.8	12.0	7.2	6.0	20.7	15.7	1.5	2.0	10.6
Vend Marketplaces ASA	4831	4868	26.3	19.4	20.3	16.0	7.9	7.1	32.7	23.8	1.1	1.2	2.1
Alma Media (Inderes)	1022	1117	12.4	11.0	10.5	9.5	3.3	3.1	15.3	13.5	4.0	4.2	3.7
Average		3530	21.1	12.6	10.6	9.1	3.9	3.5	27.9	22.4	3.7	4.0	5.8
Median		1664	11.8	11.9	8.4	7.9	1.9	1.9	20.7	16.0	3.6	3.8	2.8
Diff-% to median			5%	-8%	26%	20%	72%	60%	-26%	-15%	13%	12%	31%

Source: Refinitiv / Inderes

Income statement

Income statement	2024	Q1'25	Q2'25	Q3'25	Q4'25	2025	Q1'26	Q2'26e	Q3'26e	Q4'26e	2026e	2027e	2028e	2029e
Revenue	313	79.2	83.7	79.3	84.9	327	83.1	87.0	82.6	88.0	341	355	364	372
Alma Career	107	26.7	27.0	26.2	26.4	106	27.9	28.2	27.4	27.5	111	115.3	118	120
Alma Marketplaces	98.3	26.9	29.2	28.6	30.4	115	30.1	31.5	30.8	32.4	125	130	135	140
Alma News Media	107	25.8	27.5	24.6	28.4	106	25.4	27.3	24.5	28.1	105	109	111	112
EBITDA	91.0	21.0	24.5	27.3	23.9	96.7	24.4	26.5	28.3	26.8	106	113	118	122
Depreciation	-17.6	-4.4	-4.6	-4.7	-5.2	-18.9	-4.1	-4.1	-4.1	-4.1	-16.4	-15.3	-14.7	-15.0
EBIT (excl. NRI)	76.9	17.2	21.1	22.7	21.1	82.1	20.4	22.6	24.4	22.9	90.3	98.7	104	108
EBIT	73.4	16.6	19.9	22.6	18.7	77.8	20.3	22.4	24.2	22.7	89.6	98.1	103	107
Alma Career	43.1	9.8	11.3	11.0	10.3	42.4	11.2	12.2	12.0	11.4	46.8	50.3	52.2	54.1
Alma Marketplaces	27.8	7.0	7.4	9.6	8.1	32.1	9.5	9.7	11.6	10.4	41.2	44.1	46.5	48.9
Alma News Media	13.7	2.8	4.6	4.4	4.5	16.3	3.7	4.7	4.1	5.1	17.5	19.7	21.2	21.2
Unallocated	-11.2	-3.0	-3.4	-2.4	-4.2	-13.0	-4.0	-4.0	-3.2	-4.0	-15.2	-15.5	-16.0	-16.5
NRIs	-0.1	0.0	0.0	0.0	-0.2	-0.2	-0.1	-0.2	-0.2	-0.2	-0.7	-0.5	-0.5	-0.5
Net financial items	-7.7	-2.3	-2.0	-2.1	-1.7	-8.0	-0.8	-1.8	-1.8	-1.8	-6.2	-4.3	-3.4	-2.8
PTP	67.0	14.4	18.5	20.9	16.9	70.7	19.7	20.6	22.4	20.9	83.6	94.1	100	105
Taxes	-14.4	-3.2	-3.2	-4.1	-4.5	-15.0	-3.9	-4.3	-4.7	-4.4	-17.3	-18.8	-20.0	-20.9
Minority interest	-0.3	0.0	-0.1	-0.2	0.0	-0.3	-0.1	-0.1	-0.1	-0.1	-0.4	-0.4	-0.4	-0.4
Net earnings	52.3	11.1	15.2	16.7	12.4	55.4	15.7	16.2	17.6	16.4	65.9	74.9	79.8	83.4
EPS (adj.)	0.68	0.14	0.20	0.20	0.18	0.72	0.19	0.20	0.22	0.20	0.81	0.92	0.98	1.02
EPS (rep.)	0.64	0.13	0.18	0.20	0.15	0.67	0.19	0.20	0.21	0.20	0.80	0.91	0.97	1.01

Key figures	2024	Q1'25	Q2'25	Q3'25	Q4'25	2025	Q1'26	Q2'26e	Q3'26e	Q4'26e	2026e	2027e	2028e	2029e
Revenue growth-%	2.5 %	3.8 %	4.7 %	5.5 %	4.6 %	4.7 %	5.0 %	3.9 %	4.2 %	3.6 %	4.2 %	4.1 %	2.6 %	2.2 %
Adjusted EBIT growth-%	4.5 %	6.7 %	8.8 %	3.9 %	8.0 %	6.8 %	18.6 %	7.5 %	7.3 %	8.6 %	10.0 %	9.3 %	5.3 %	3.7 %
EBITDA-%	29.1 %	26.5 %	29.2 %	34.5 %	28.1 %	29.6 %	29.4 %	30.5 %	34.3 %	30.4 %	31.1 %	32.0 %	32.4 %	32.9 %
Adjusted EBIT-%	24.6 %	21.7 %	25.1 %	28.7 %	24.8 %	25.1 %	24.5 %	26.0 %	29.5 %	26.0 %	26.5 %	27.8 %	28.6 %	29.0 %
Net earnings-%	16.7 %	14.0 %	18.1 %	21.0 %	14.6 %	16.9 %	18.9 %	18.6 %	21.3 %	18.6 %	19.3 %	21.1 %	21.9 %	22.4 %

Source: Inderes

Full-year earnings per share are calculated using the number of shares at year-end.

Balance sheet

Assets	2024	2025	2026e	2027e	2028e
Non-current assets	445	451	451	452	454
Goodwill	309	323	323	323	323
Intangible assets	88	86	90	94	98
Tangible assets	39	33	30	27	25
Associated companies	5.7	3.4	3.4	3.4	3.4
Other investments	0.0	0.0	0.0	0.0	0.0
Other non-current assets	3.6	3.7	3.7	3.7	3.7
Deferred tax assets	0.4	1.7	1.7	1.7	1.7
Current assets	81.1	71.1	73.6	94.7	117
Inventories	0.7	0.8	0.7	0.7	0.7
Other current assets	1.7	0.9	0.9	0.9	0.9
Receivables	36	37	37	39	40
Cash and equivalents	43	33	34	54	75
Balance sheet total	526	522	524	547	571

Source: Inderes

Liabilities & equity	2024	2025	2026e	2027e	2028e
Equity	235	250	276	310	347
Share capital	45	45	45	45	45
Retained earnings	162	175	202	235	272
Hybrid bonds	0.0	0.0	0.0	0.0	0.0
Revaluation reserve	7.7	7.8	7.8	7.8	7.8
Other equity	18	20	20	20	20
Minorities	2	1	1	1	1
Non-current liabilities	196	173	142	127	112
Deferred tax liabilities	18	17	17	17	17
Provisions	0.0	0.0	0.0	0.0	0.0
Interest bearing debt	175	151	120	105	90
Convertibles	0.0	0.0	0.0	0.0	0.0
Other long term liabilities	2.9	5.0	5.0	5.0	5.0
Current liabilities	95	99	106	110	112
Interest bearing debt	10	8	10	10	10
Payables	82	85	90	94	96
Other current liabilities	3.0	6	5.7	5.7	5.7
Balance sheet total	526	521	524	547	571

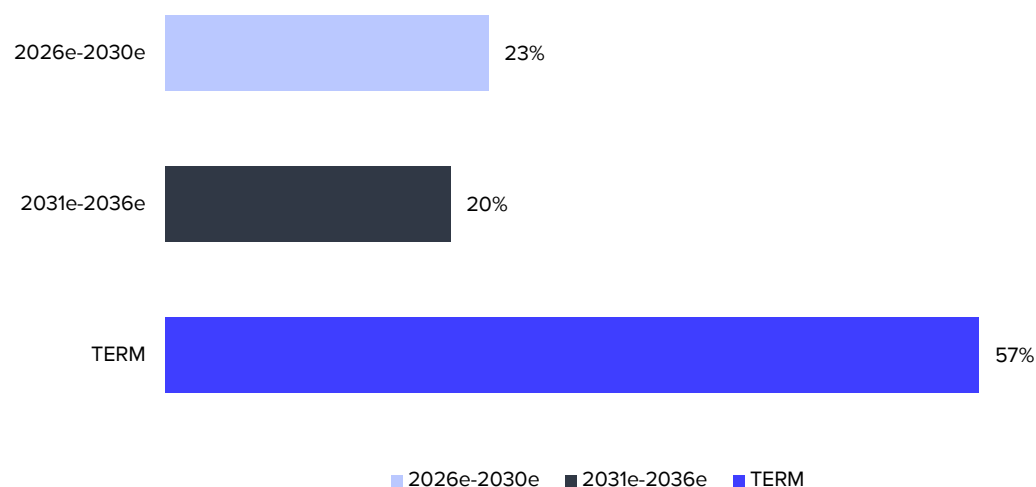
DCF-calculation

DCF model	2025	2026e	2027e	2028e	2029e	2030e	2031e	2032e	2033e	2034e	2035e	2036e	TERM
Revenue growth-%	4.7 %	4.2 %	4.1 %	2.6 %	2.2 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %
EBIT-%	23.8 %	26.3 %	27.7 %	28.4 %	28.8 %	27.5 %	27.0 %	27.0 %	26.5 %	26.0 %	26.0 %	26.0 %	26.0 %
EBIT (operating profit)	77.8	89.6	98.1	103	107	105	106	108	109	109	112	115	
+ Depreciation	18.9	16.4	15.3	14.7	15.0	14.7	17.3	17.9	18.3	18.3	18.4	18.4	
- Paid taxes	-16.5	-17.3	-18.8	-20.0	-20.9	-20.5	-20.7	-21.4	-21.6	-21.8	-22.4	-22.9	
- Tax, financial expenses	-1.7	-1.3	-0.9	-0.7	-0.6	-0.5	-0.4	-0.3	-0.2	-0.1	-0.1	-0.1	
+ Tax, financial income	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
- Change in working capital	6.0	4.4	2.1	1.4	1.2	1.4	1.5	1.5	1.5	1.6	1.6	1.7	
Operating cash flow	84.5	91.7	95.9	98.8	102	100	103	106	107	107	110	112	
+ Change in other long-term liabilities	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
- Gross CAPEX	-25	-17	-16.5	-17.0	-17.0	-18.0	-18.5	-18.5	-18.6	-18.6	-18.6	-19.1	
Free operating cash flow	61	75	79.4	81.8	85.0	82.0	84.7	87.5	88.3	88.9	91.2	93.0	
+/- Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FCFF	61	75	79.4	81.8	85.0	82.0	84.7	87.5	88.3	88.9	91.2	93.0	1839
Discounted FCFF		72	70.1	67.1	64.8	58.1	55.7	53.4	50.0	46.8	44.6	42.2	835
Sum of FCFF present value		1460	1388	1318	1251	1186	1128	1072	1019	969	922	877	835
Enterprise value DCF		1460											
- Interest bearing debt		-159											
+ Cash and cash equivalents		33											
+ 0		4											
-Minorities		-4											
-Dividend/capital return		-40											
Equity value DCF		1294											
Equity value DCF per share		15.7											

WACC

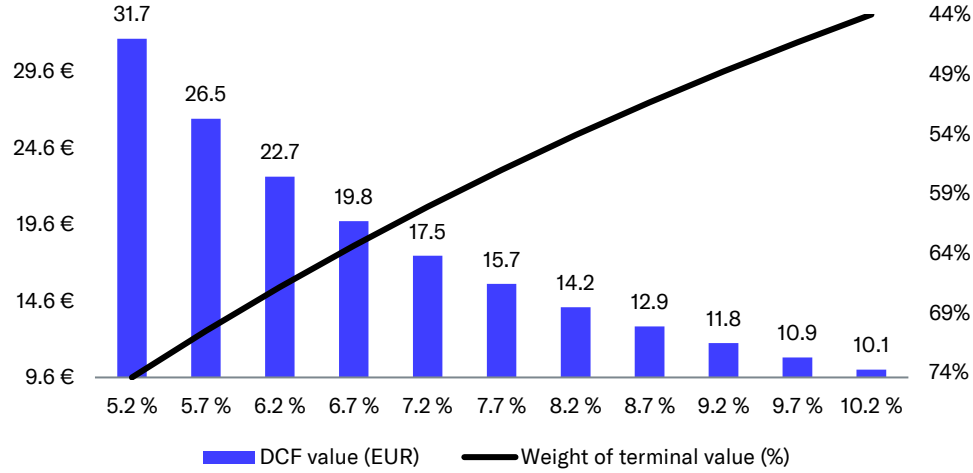
Tax-% (WACC)	20.0 %
Target debt ratio (D/(D+E))	20.0 %
Cost of debt	4.5 %
Equity Beta	1.2
Market risk premium	4.75%
Liquidity premium	0.50%
Risk free interest rate	2.5 %
Cost of equity	8.7 %
Weighted average cost of capital (WACC)	7.7 %

Cash flow distribution

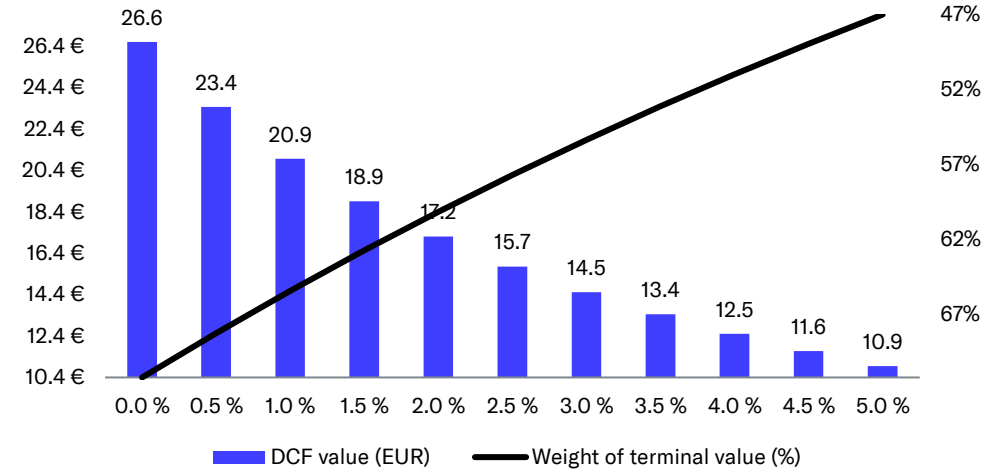


DCF sensitivity calculations and key assumptions in graphs

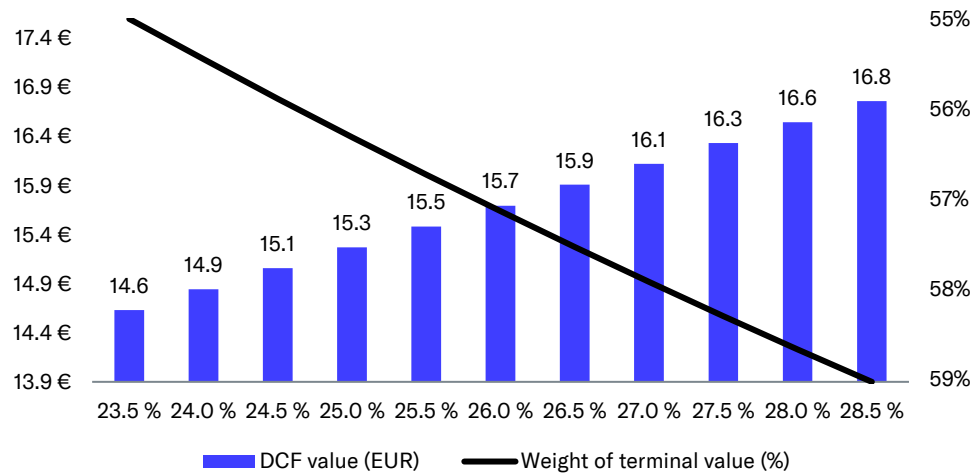
Sensitivity of DCF to changes in the WACC-%



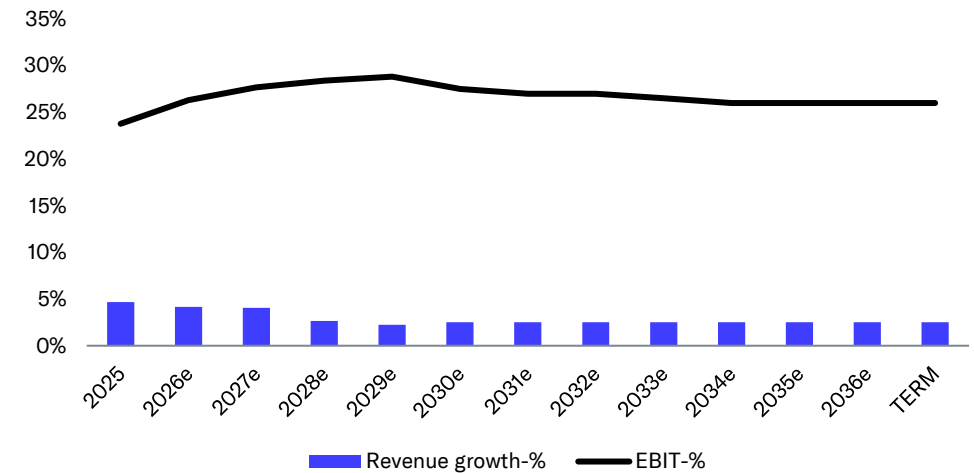
Sensitivity of DCF to changes in the risk-free rate



Sensitivity of DCF to changes in the terminal EBIT margin



Growth and profitability assumptions in the DCF calculation



Source: Inderes. NB! The terminal value weight (%) is presented on a reverse scale for clarity.

Summary

Income statement	2023	2024	2025	2026e	2027e	Per share data	2023	2024	2025	2026e	2027e
Revenue	305	313	327	341	355	EPS (reported)	0.68	0.64	0.67	0.80	0.91
EBITDA	90.6	91.0	96.7	106.0	113.4	EPS (adj.)	0.66	0.68	0.72	0.81	0.92
EBIT	73.0	73.4	77.8	89.6	98.1	OCF / share	0.85	0.95	1.03	1.11	1.16
PTP	68.5	67.0	70.7	83.6	94.1	FCF / share	0.49	0.61	0.74	0.91	0.96
Net Income	56.2	52.3	55.4	65.9	74.9	Book value / share	2.68	2.83	3.02	3.34	3.74
Extraordinary items	-0.6	-3.5	-4.3	-0.7	-0.6	Dividend / share	0.45	0.46	0.48	0.50	0.52
Balance sheet	2023	2024	2025	2026e	2027e	Growth and profitability	2023	2024	2025	2026e	2027e
Balance sheet total	527.7	526.1	521.6	524.2	546.6	Revenue growth-%	-1%	3%	5%	4%	4%
Equity capital	222.8	234.9	249.5	275.9	309.6	EBITDA growth-%	-7%	0%	6%	10%	7%
Goodwill	298.0	309.0	322.5	322.5	322.5	EBIT (adj.) growth-%	0%	4%	7%	10%	9%
Net debt	146.5	143.2	126.0	95.5	60.9	EPS (adj.) growth-%	-9%	4%	7%	12%	13%
Cash flow	2023	2024	2025	2026e	2027e	EBITDA-%	29.7 %	29.1 %	29.6 %	31.1 %	32.0 %
EBITDA	90.6	91.0	96.7	106.0	113.4	EBIT (adj.)-%	24.1 %	24.6 %	25.1 %	26.5 %	27.8 %
Change in working capital	-7.9	2.4	6.0	4.4	2.1	EBIT-%	23.9 %	23.5 %	23.8 %	26.3 %	27.7 %
Operating cash flow	69.8	77.6	84.5	91.7	95.9	ROE-%	26.5 %	23.1 %	23.0 %	25.2 %	25.7 %
CAPEX	-26.2	-23.7	-25.4	-16.5	-16.5	ROI-%	18.4 %	17.7 %	19.0 %	22.1 %	23.7 %
Free cash flow	40.4	49.8	61.2	75.2	79.4	Equity ratio	46.3 %	48.6 %	52.6 %	57.9 %	62.2 %
Valuation multiples	2023	2024	2025	2026e	2027e	Gearing	65.8 %	61.0 %	50.5 %	34.6 %	19.7 %
EV/S	3.0	3.3	4.0	3.3	3.1		0	1.6	1.3	0.9	0.5
EV/EBITDA	10.2	11.3	13.4	10.5	9.5		0	17.0	12.1	17.0	26.4
EV/EBIT (adj.)	12.6	13.4	15.8	12.4	11.0						
P/E (adj.)	14.6	16.2	19.8	15.3	13.5						
P/B	3.6	3.9	4.8	3.7	3.3						
Dividend-%	4.7 %	4.2 %	3.3 %	4.0 %	4.2 %						

Source: Inderes

The market cap and enterprise value in the table consider the expected change in the number of shares and net debt for the forecast years. Per-share figures are calculated using the number of shares at year-end.

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Accumulate	The 12-month risk-adjusted expected shareholder return of the share is attractive
Reduce	The 12-month risk-adjusted expected shareholder return of the share is weak
Sell	The 12-month risk-adjusted expected shareholder return of the share is very weak

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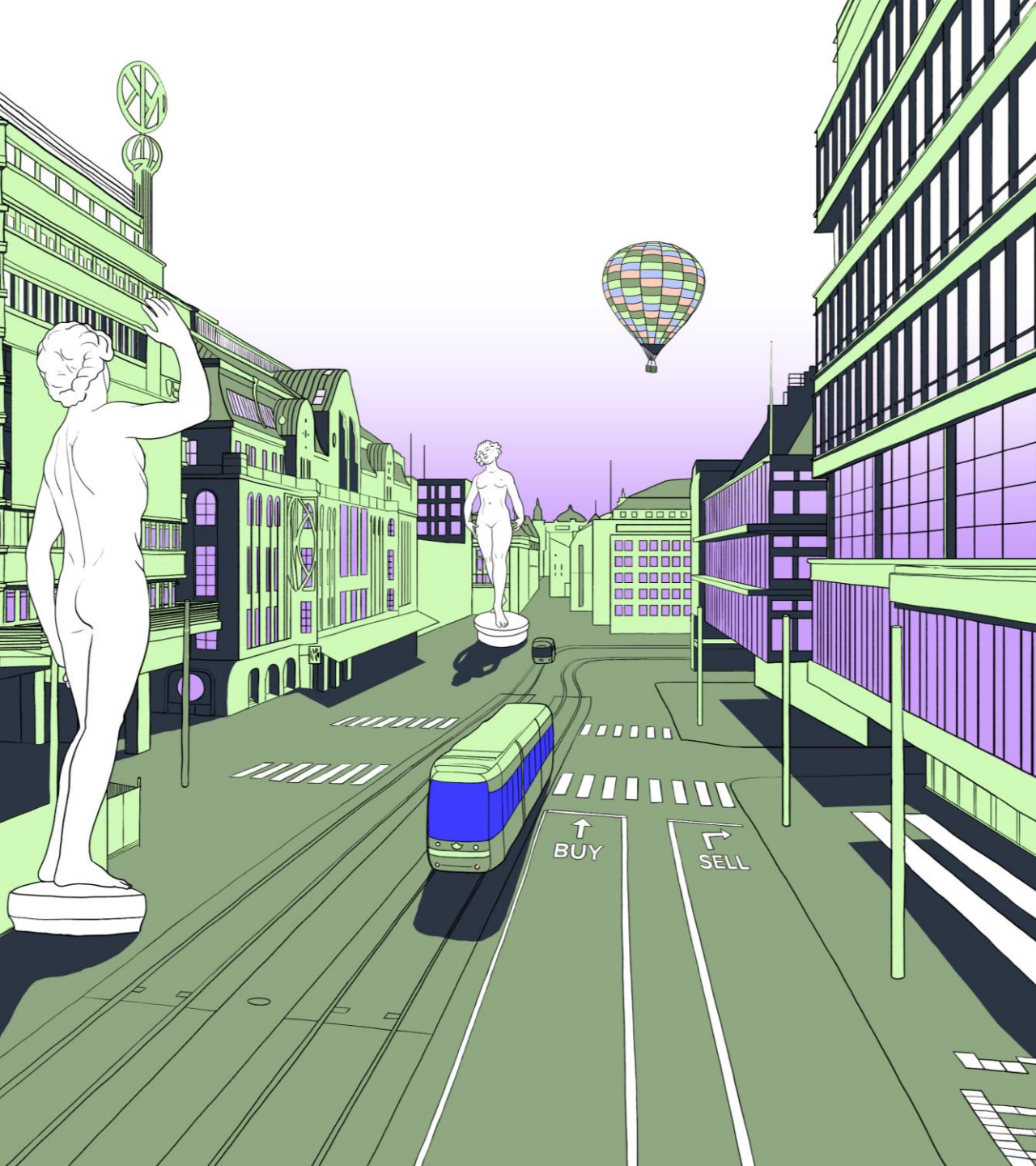
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Recommendation history (>12 mo)

Date	Recommendation	Target	Share price
2/16/2020	Reduce	8.80 €	8.70 €
3/12/2020	Reduce	6.80 €	6.54 €
3/26/2020	Reduce	6.50 €	6.50 €
6/12/2020	Accumulate	8.00 €	7.10 €
7/20/2020	Accumulate	8.00 €	7.06 €
10/23/2020	Accumulate	8.50 €	7.84 €
1/13/2021	Reduce	9.50 €	9.54 €
2/18/2021	Reduce	9.00 €	9.14 €
3/8/2021	Accumulate	10.00 €	9.50 €
4/13/2021	Accumulate	10.00 €	9.22 €
4/22/2021	Accumulate	11.00 €	10.46 €
5/28/2021	Accumulate	10.50 €	9.80 €
7/19/2021	Accumulate	12.50 €	11.80 €
7/22/2021	Reduce	12.00 €	11.60 €
9/17/2021	Reduce	11.50 €	10.90 €
10/22/2021	Reduce	12.00 €	12.48 €
2/17/2022	Accumulate	11.00 €	10.00 €
3/14/2022	Reduce	11.00 €	10.60 €
4/25/2022	Accumulate	11.00 €	9.58 €
6/13/2022	Reduce	11.00 €	10.50 €
7/21/2022	Reduce	11.00 €	10.30 €
10/21/2022	Accumulate	10.50 €	9.10 €
2/17/2023	Accumulate	10.50 €	9.63 €
4/24/2023	Accumulate	10.50 €	9.04 €
6/10/2023	Accumulate	10.00 €	8.92 €
7/20/2023	Accumulate	10.00 €	9.14 €
10/19/2023	Accumulate	10.00 €	8.62 €
2/19/2024	Accumulate	10.50 €	9.92 €
4/11/2024	Accumulate	10.50 €	9.44 €
4/22/2024	Accumulate	10.50 €	9.40 €
6/10/2024	Reduce	10.50 €	10.05 €
7/19/2024	Reduce	11.00 €	11.00 €
10/21/2024	Reduce	11.00 €	11.20 €
2/6/2025	Accumulate	13.00 €	12.00 €
4/28/2025	Accumulate	13.00 €	11.75 €
7/18/2025	Accumulate	13.90 €	12.90 €
10/15/2025	Reduce	15.50 €	15.30 €
11/3/2025	Reduce	15.50 €	14.80 €
2/6/2026	Accumulate	15.00 €	13.25 €
4/30/2026	Accumulate	15.00 €	12.40 €



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