



Research report (Initial coverage)

Aspermont LLC.



A rising star in the digital media service industry

-

Profitable & scalable XaaS model

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Uninterrupted growth for the past 5 years

Target Price: 0.09 AUD (0.06 EUR)

Rating: BUY

IMPORTANT NOTE:

Please take note of the disclaimer/risk warning, as well as the disclosure of potential conflicts of interest as required by section § 85 WpHG und Art. 20 MAR on page 17

Note on research as a "minor non-monetary benefit" according to the MiFID II regulation: This research meets the requirements for being classified as a "minor non-monetary benefit". For more information, see the disclosure under "I. Research under MiFID II"

Date and time of completion of this research: 13.08.2021 (09:00 am)

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Target price valid until: max. 31.12.2022

Aspermont LLC. 5a,7,11

Rating: BUY
Target price: 0.09 AUD
(0.06 EUR)

Current price: 0,03
10/08/2021 / ASX / 19:30
Currency: AUD

Key Data:

ASX: ASP
ISIN: AU000000ASP3
Number of shares: 2,420M
Marketcap: 72,62M³
³ in m / in m AUD /

Primary listing: ASX
Secondary listing: Frankfurt

Accounting Standard:
IFRS

FY End: 30/09/2021

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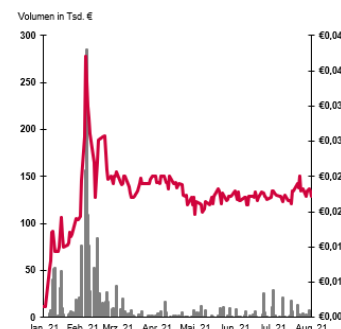
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Company Profile

Sector: B2B Media
Focus: Mining, Energy, Agriculture, Technology

Corporate Headquartered in Perth, Australia

Management: Alex Kent Managing Director, Group, Ajit Patel COO, Nishil Khimasia CFO, Matt Smith CCO



Aspermont owns the oldest ongoing mining publication in the world. With new management taking the reins in 2016, the company started a successful turnaround from a traditional media company into a digital B2B XaaS business model. The company has completed this turnaround in FY2020, when it posted its first EBITDA positive FY results. The company headquarters are located in Perth, Australia and they have offices in London/UK, Belo Horizonte/Brazil and Manila/Philippines and Singapore. While the company's clients are currently concentrated in North America and Australia, accounting for 67% of their revenues, the infrastructure supporting their service offer is scalable geographically, language and sector wise. Furthermore, the current growth phase of the mining sector foretells even more fruitful days ahead. The company provides high quality subscription based content, B2B marketing leads and Wider client marketing services, such as : advertising, events and content creative as their three main revenue verticals. Aspermont's latest financials, H1 2021, posted a 63% gross margin rate with an EBITDA of 0,7M AUD and a cash on hand position of 7,3M AUD.

P&L in CAD m FY	FY 2020	FY 2021e	FY 2022e	FY 2023e
Sales	15.20	17.49	21.86	29.51
EBITDA	3.03	0.23	2.88	8.63
EBIT Margin	-5.8%	1.3%	13.2%	29.2%
Net Income	-0.85	0.23	2.88	8.63

Key figures per share				
EPS	0.000	0.000	0.001	0.004
Dividend per share	0.00	0.00	0.00	0.00

Financial calendar

08/2021	Q3 Results
11/2021	FY2021 preliminary report
12/2021	FY2021 Annual report

**last research by GBC:

Date: Publication / Target price in AUD / Rating

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** the above-mentioned research studies can be viewed at www.gbc-ag.de or requested from GBC AG, Halderstr. 27, D86150 Augsburg

EXECUTIVE SUMMARY

- **Digital Transformation Complete.** The company posted 4 years of continuous growth and is now debt free for the first time in the past 8 years.
- **XaaS Business model B2B Solution.** The company deployed their Horizon platform at the beginning of their digital transformation, a tool specifically designed for this business model, and is now posting best in class KPI's.
- **Scalable business.** 7,4 million contacts and a new lead generation program should increase gross margin and the company's bottom line. The company should grow in new sectors and duplicate their current success recipe.
- **Profitable high margin results.** With increased gross margins, we project the company to post their first positive net profit FY results in FY2021e
- **Ready for new growth phase.** With over 7,3M AUD in cash, the company will be implementing their new growth strategy. Capital investment should increase considerably and unlock new verticals in the next 24 months.
- **Future revenues projection:** On this basis, we expect a profitable growth phase to begin in financial year 2021, which according to our calculations should grow by 20% YoY for the next two years. With this expected strong revenue momentum and developing economies of scale, the gross margin should increase to 60%.

Based on our DCF model we have determine a price target of 0.09 AUD per share.

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COMPANY

Aspermont LLC

Group's production and administrative headquarters

Corporate Headquarters
 613 - 619 Wellington Street
 Perth, Western Australia, 6000

Aspermont Limited is the global leader in business-to-business (B2B) media for the resources sector. The company publishes subscription-based content services for the mining, energy, agriculture, and technology sectors. Aspermont provides services to customers all over the world. Aspermont Limited is also a global leader in business-to-business marketing.

The company's brands have served the mining industry for over 185 years and have a 560 years of combined brand heritage, resulting in a 7,5M board and management executives contacts. The company's centralized and scalable structure allows their top tier executive team to aim at an aggressive new growth phase.

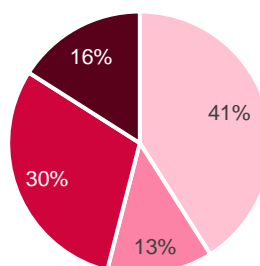
Trading hubs are Frankfurt, Tradegate, Hamburg, Munich, Stuttgart, Lang and Schwartz, Berlin ASX and Chi-X.

Shareholder structure

Common shares:	2,420,584,251
Performance shares:	166,584,264
Options @ 0.03AUD:	3,401,300 (Ex: 30/09/25)
Options @ 0.03AUD:	10,000,000 (Ex: 12/12/22)

Shareholder type	%
Board	41%
Management	13%
Institutional/UHNW	30%
Retail	16%

Source: Aspermont LLC.



■ Board ■ Management ■ Institutional/UHNW ■ Retail

BUSINESS MODEL

From “old paper” media to new digital era

In 2016 the company started their turnaround from a traditional “old fashioned” media company to a truly digital first business. The company proceeded to a large-scale restructuring and cost centralization program, repositioning print as an add-on premium to their digital offer. They also implemented and re-engineered their subscription-based model. Finally, management completed the implementation of their new Horizon platform, that serves as the backbone of their digital offering.

Since 2016, the company has been continuously improving their results QoQ and YoY even through a major down period in the mining sector and the present pandemic which lead to suspending their entire events business. With their first YE positive EBIDTA since they started their quest into digital transformation, we believe the company has now completed their digital turnaround phase and can concentrate their efforts on growth and scalability.

Income verticals

Aspermont’s income verticals are divided into the following three pillars:

- XaaS: consisting of all subscription based generated revenues
- Data: representing the income from B2B lead generation
- Services: regrouping client marketing services such as Display Advertising, Content Marketing, Content Agency, and Events.

Aspermont’s current brands can be viewed in Annex 1.

Growth and Scalability

For the first time since they started their turnover, the company’s strong cash position and revenues allow them to invest actively in their growth phase. We believe the next growth phase to materialize in 4 different ways.

First off, Aspermont will be expanding their content brand. To support this, the company is currently hiring a new Content Executive, whose responsibility it will be to draw a five-year roadmap, determining which content sectors, which countries and which languages to focus on. The company will surely first expand their content creation in mining, energy, and agricultural sectors, were they already have a strong footprint.

Furthermore, they are now strong enough to start competing in new geographical locations. Their main competitor stronghold is in America, leaving areas such as China, Russia, Europe, Latin America and Africa up for grab. We, therefore, expect Aspermont to choose these latest as their next territorial expansion and proceed to hiring significant numbers of content creators in the corresponding language.

The second growth strategy revolves around content depth. The company will evaluate and generate new content, from research data to commodity pricing or e-learning. This will allow them to increase revenue per subscription and increase margins.

The third growth opportunity is data and represents maybe the biggest potential. The company has access to and can generate a lot of valuable data for the mining (or other) industry. For example, the company publishes the World Risk Report, a comprehensive and independent guide for the mining community that guides investors, lenders and banks on

the inherent risks of different political locations. We believe the company to be in the perfect position to create more of those in demand data driven products.

The fourth growth strategy is agency. The company offerings will expand into turnkey solutions for advertising projects. Clients will come to Aspermont with a budget and a message and Aspermont will create and develop an entire advertising campaign for the client, acting as an agency, rather than a simple content creator. They will develop the strategy, implement it, and share the resulting data with the client.

Lastly, the company had an enormous advantage during the Covid-19 pandemic given that they have a long history of conducting online conferences. Travel bans and event bans forced many organizers to propose virtual events, but few had any experience with this format beforehand. Many events will surely remain online-only or online-supported which lets us rate this vector as a high potential revenue stream, proposing Aspermont's clients a more diversified offer.

We believe that the company's future success and increased positive EBITDA will be directly dictated by these four growth strategies. Implementing these will require significant capital commitment that the company now has at its disposal. Investors should rapidly see the effect in the company's accelerated growth indicators as well as the company's bottom line.

We also expect the company to constantly be adding more complementary services for their clients such as the new Future of Mining and Renewable platform that Aspermont created during the past 12 months. High quality content is at the core of their business model, and we, therefore, believe the company will continue creating digital offers for the challenges that the mining industry is facing.

Company Key Management

Alex Kent (Managing Director)

Mr Alex Kent has a double honours degree in Economics, Accounting and Business Law from the University of Bristol and graduated from Microsoft's Executive Academy in 2003. Alex joined Aspermont in 2007 and has worked in all divisions and offices of the company holding senior positions in marketing and digital strategy. Mr. Kent played a key role in driving the digital transformation of the Group and has been a major influencer of Aspermont's corporate strategy and technologically driven commercial model.

He is now the Managing Director of the Group and also serves on the boards of directors of a number of other private companies.

Ajit Patel (Chief Operating Officer)

Mr. Patel has almost three decades of expertise in the media business, having worked in print and digital media, as well as events and market research. He spent 18 years as Chief Technology Operator at VNU Business Media Europe (now Nielsen). He then worked at Incisive Media in London, where he was responsible for infrastructure, software development, online strategy, vendor management, and large-scale system implementation.

Since joining Aspermont in 2013, Mr. Patel is responsible for the execution of Aspermont's online strategy, as well as managing the IT, Digital, Production, Marketing, Editorial, Subscription & Event functions across the group and all external providers.

Matt Smith (Chief Commercial Officer)

Mr. Smith graduated from the University of Portsmouth in 1997 and has since then acquired over two decades of expertise in global media sales. He held sales and management positions at VNU Business Publications and Incisive Media for 10 years. At IDG Connect International he was VP and Managing director for the sales and publishing operations and lastly President at IDG (world's biggest technological media outlet) for the demand generation business and data strategy.

Mr. Smith is Chief Commercial Officer for Aspermont with a specific focus on creating a solution-sales-oriented corporate culture and structure to facilitate maximum client sponsorship possibilities.

Nishil Khimasia (Chief Financial Officer)

Graduated from the University of Birmingham, Mr. Khimasia is also a Chartered Accountant and has extensive experience in financial management, company growth, and transformation of global B2B businesses. He was a manager at KPMG and held multiple management positions at Hertz Europe, PSG International and Xchanging. As CFO and General Manager of Equifax UK & Ireland, one of the world's largest information solutions providers, Mr. Khimasia was responsible for developing the company's UK and Ireland business for the past eight years.

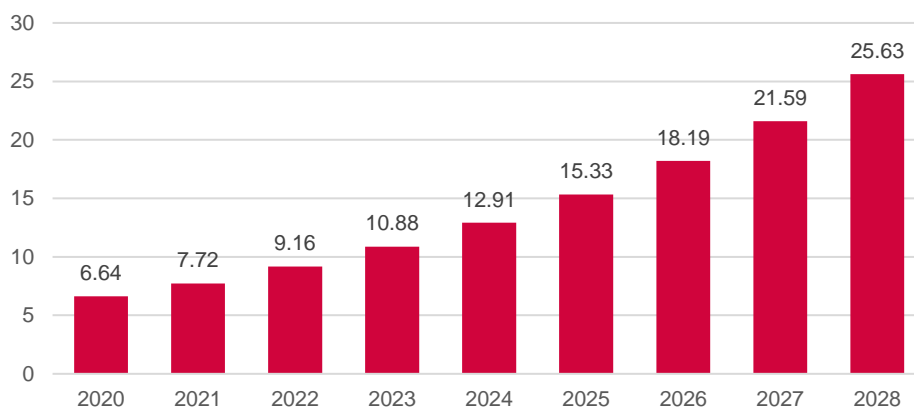
As Chief Financial Officer at Aspermont, Mr. Khimasia's expertise in creating information solutions, big data, and analytics will greatly benefit the company.

MARKET

B2B-Market

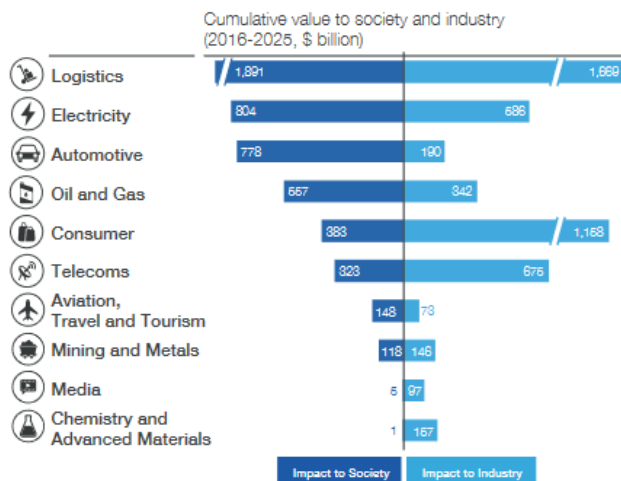
Business-to-business (B2B) e-commerce refers to online trade in goods and services in the corporate customer segment. B2B purchasing of goods and services is referred to as e-procurement. As a rule, orders are placed via long-term supply contracts and automated computer processes. In addition, major online retailers such as Amazon and Alibaba are becoming increasingly relevant for corporate business. Meanwhile, the global B2B e-commerce market is estimated to be worth around USD 6.64 trillion in 2020 and is expected to reach USD 25.63 trillion by 2028.

Market growth up to the year 2028 (in trillion €)



Source: Grandview Research, GBC AG

Based on a sales volume of USD 6.64 trillion in 2020, experts expect the sales volume in the B2B market to grow at a CAGR of 18.7% annually in the coming years. In 2028, the USD 25 trillion mark is expected to be surpassed for the first time. In addition to increased supply in the global B2B market and improved comparability of goods and services, the COVID-19 pandemic has led to a shift in purchasing preferences. After the outbreak of the COVID-19 pandemic, limiting physical contacts while ensuring business continuity was the top priority for the majority of operations. As a result of this and the global restrictions, many companies were literally forced to find new sales channels. Henceforth, companies focused more on their online presence and sales. Consequently, retail sales in 2020 declined, in some cases significantly. Since then, more and more B2B companies have focused on retaining their customers in the future through e-commerce offerings.



Source: World Economic Forum; Accenture analysis

In addition, B2B platforms represent an enormous opportunity for companies in the wake of the fourth industrial revolution (Internet 4.0, IoT). Platforms enable new strategies and business models, in particular they are based on IoT or mobile data, platforms enable business models that can detect, adapt and respond in real time. This creates huge new sales markets, opens new avenues of innovation, creates new services and enables the growth of outcome-based business models. This can also create further collaborations between different companies that share their underutilized assets - from data to real estate to vehicles - to minimize costs and possibly increase revenue.

Market segmentation

Intermediaries dominate the B2B market with a revenue share of over 50% in 2020. Intermediaries are platform operators that bring sellers and buyers together. These operators enable sellers to gain various advantages in scaling the business model. For example, benefits include website hosting, logistics, and customer support. The intermediary model will play a critical role in benefiting intermediary-focused segment growth in B2B.

At the global level, the market is highly fragmented, from a variety of small, medium and large companies. Major B2B platforms include Amazon Business, Walmart, ChinaAseanTrade, Flipkart, and Alibaba. These providers offer sellers and buyers various benefits when using the platform. These include individual and exclusive price savings, payment processing, custom quote creation, and product verification. Through the Amazon platform alone, third-party sellers account for more than 50% of the \$10 billion in annual sales, according to company data.

Going forward, B2B e-commerce should play an increasingly important role in corporate purchasing. Particularly in markets characterized by intense competition, companies will try to set themselves apart from the competition and gain a competitive advantage through their own e-commerce offerings. In particular, e-commerce offerings make it easier to build and maintain global trading relationships, reduce marketing spend, better manage supplier and customer data, and increase sales engagement.

Selected B2B platform companies

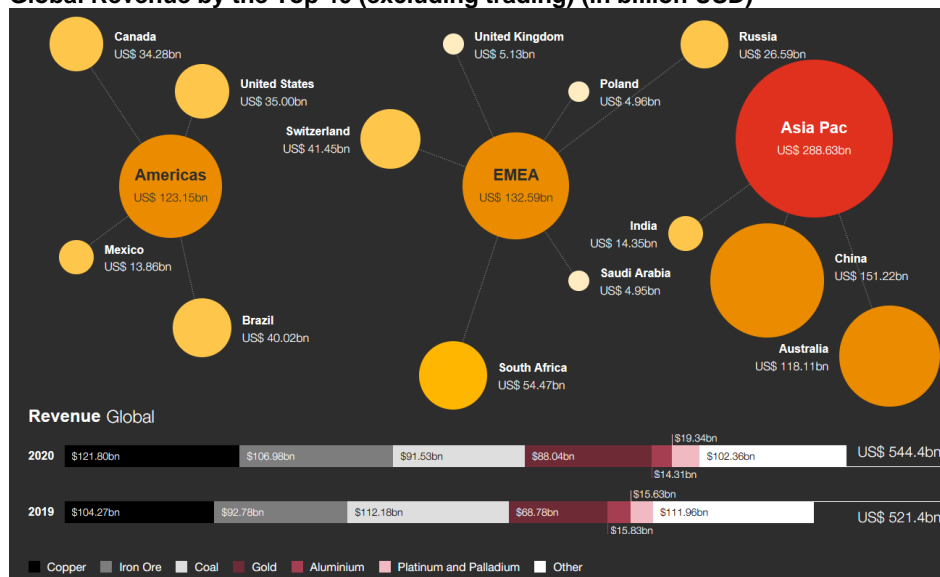


Source: World Economic Forum; Accenture analysis

Mining Market

The global mining market consists of the mining and sale of various materials and metals. These valuable commodities include gold, silver, coal, aluminum, platinum, copper, iron ore, nickel, lead and zinc. Last year, the global mining market was valued at USD 1641.67 billion and is expected to grow by around 12.4% to USD 1845.55 billion in 2021. The expected strong growth is attributed to the fact that companies are recovering from the effects of the COVID-19 pandemic. Experts also expect the market volume to increase to USD 2427.85 billion in 2025.

Global Revenue by the Top 40 (excluding trading) (in billion USD)



Source: pwc

Looking at the top 40 mining companies, Asia Pacific was the largest region in the mining market, accounting for a market share of around 71% in 2020. Followed by the North American market with a share of 9%. Furthermore, it can be seen that mining of the industrial metal copper generated the largest revenue in 2020 as well as in 2019. This was complemented by iron ore, coal and gold. In the mining of raw materials, BHP Billiton Ltd, Rio Tinto, CRH Plc, Vale SA and Glencore Plc are among the most important companies in the mining industry.

Overall, it shows that Aspermont is operating in a very attractive and growing market and should participate in future growth. Due to rising exploration and environmental costs, data on mining areas is becoming increasingly important for mining companies in their decision-making processes in order to avoid possible bad investments.

FINANCIALS

Historical development of the company

Key (rounded) figures in AUD M	FY 2019	FY 2020	FY 2021e
Revenues	16.38	15.20	17.48
EBIT	-2.52	-0.87	0.23
EBIT margin (%)	-15.4%	-5.8%	1.3%
Net profits	-7.55	-0.85	0.23

Source: Aspermont; GBC AG

Profitable high margin results

The pandemic drove innovation and adaptation

Before 2020, over 15% of Aspermont total revenues were composed of live events organization and this sector was growing very rapidly. Live event and conferences came to a complete stop but, with travel bans easing up in the past few months, this sector is starting to generate revenues again. For the first 5 months of the FY2021, the company has generated over 1M AUD revenues from live/hybrid events and exhibitions. The company has developed solutions for online events and has held many successful virtual conference. With more and more countries going back to normal and International business travel reaching 60% of the pre pandemic level in Canada, USA and Europe, we believe that this sector will be able to continue where it left before the pandemic and bring a steady and consistent growth in the next few years.

XaaS important indicators

Aspermont has shown uninterrupted growth in all important XaaS KPIs during the past five (5) years. Due to the pandemic, the company's progress has slowed down slightly with a diminution in revenues of 7,2% for 2020. Not only is this drop not alarming, it is better than their competitor. A company such as Glacier Media, with which Aspermont is competing in the Mining, Energy and Agricultural data and media sector has seen drops in revenues of over 15% during the same period due mainly to their non-digital business model, relying massively on paper publications.

Additionally, Aspermont showed both resilience and innovation as their new products, B2B lead generation revenue, displayed growth of 218% YoY (H1).

The company has seen 5 years of consecutive growth in all the relevant metric KPIs of a XaaS digital media company.

XaaS & Audience Metrics	As of June, '16	As of Mar, '21	CAGR
Monthly Active Users	115k	339k	26%
Total Digital Users	1.1M	3.8M	30%
Number of subscriptions	7.158	7,553	1%
Average revenue per Unit	\$623	\$1,188	15%
Annual Contract Value	\$4.5M	\$9.0M	16%
Renewal Rate	73%	83%	3%
Net Retention Rate	94%	100%	4%
Unit Economics	18:1	43:1	47%
Lifetime Value	\$16.5M	52.4M	28%

Aspermont has 7,553 subscriptions, an increase of just over 1% from 2016. The company has generated an impressive ARPU of 1,188\$ as of March 2021, up 90% from \$623 in 2016. This represents a CAGR of 15%, and an Annual Contract Value of \$9.0M. The change in subscriptions might seem minimal but is actually due to the calculation method.

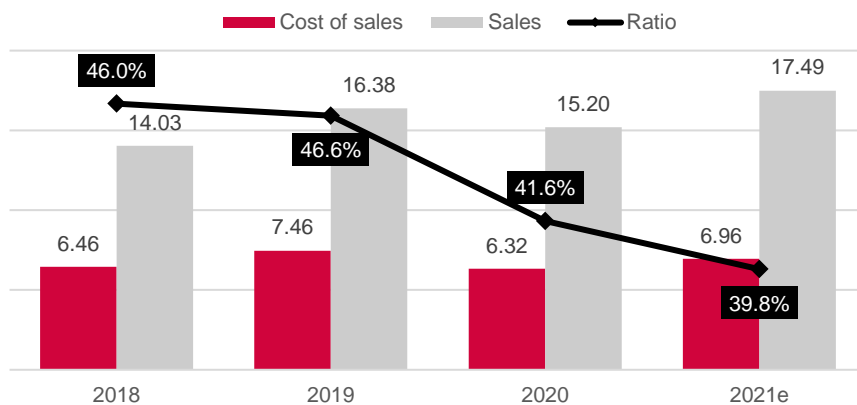
At the beginning, each end user counted as a separate subscriber. Today, all subscribers of one company count as a single subscriber, no matter how many end users there are.

However, this number by itself is not a storyteller. The company has also a Net Retention Rate (NRR) of 100% and a renewal rate of 83% for a total Lifetime Value (LTV) of \$52,4M.

More importantly, the company's Monthly Active Users (MAU) has grown from 115.000 in June 2016 to 339.000 as of March 2021 for a CAGR of 26%. The total number of digital users has more than tripled during the same period from 1.1M to 3.8M for a CAGR of 30%. Aspermont presents a strong balance sheet with 7,395M AUD in cash and has repaid in full its 8,2M AUD debt. This is leaving the company debt free for the first time in more than 15 years. They have reduced their receivables from 3,734M AUD to 1,400M AUD, which is now in line with their revenues.

The company has achieved a positive operating cash flow in FY2020, even during the pandemic crisis.

Cost of sales to sales ratio from 2018 to 2021e



Source: Aspermont LLC, GBC-AG

FORECASTS AND VALUATION

Future revenues projection

With 7,395M AUD in cash, the company will fuel their next growth phase, just as the world seems to be coming out of the pandemic. Additionally, the renewed general interest in mining due to the new green economy, lets us believe that Aspermont will grow aggressively in this sector and substantially increase their subscription numbers and slightly their ARPU.

However, we are concerned by the small erosion in the geographic revenue provenance from America, and we hope to see improvement in this particular metric for the next financial results, FY2021. The erosion in revenues comes from the suspension of live events, more specifically the "Future of 'Mining Americas". As soon as international travels and live events will be aloud at full scale in the US, we believe the America geographic sector will show growth again. This is key to improve both margins and subscription numbers.

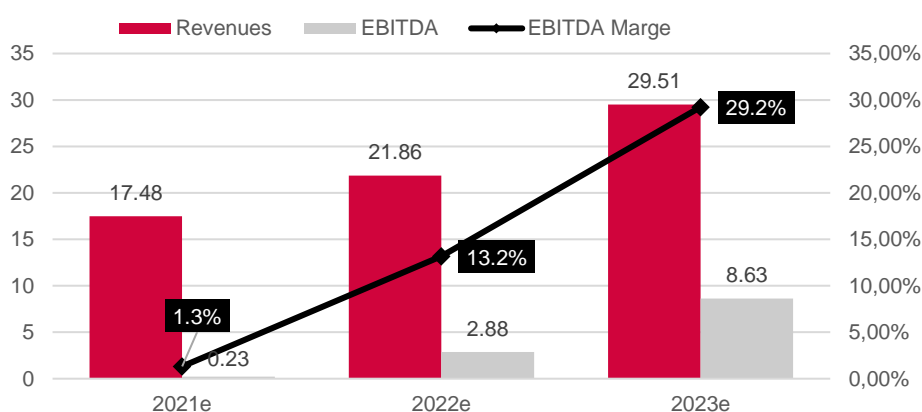
Revenues (YoY) and Contacts per geographic location

	H1 2021	Board and Senior management contracts
Australia/Asia	55% (+3%)	28%
Europe	22% (+1%)	7 %
America	22% (-5%)	55%
Other	0%	10%

Source: Aspermont LLC

Based on the alignment of both external and internal factors, we believe that the company should now grow at a faster rate than the last 5 years. We forecast revenue CARG of 20% for the next two years. We also expect the costs of sale to increase by only 10% during this period, resulting in higher margins. This includes the event business, that could specifically see an even higher increase of over 15% for the FY2021e, 25% for FY2022e and 35% for FY2023e.

Estimates key financials for 2021e to 2023e (in M AUD)



Source: GBC AG

Accordingly, we expect the gross margin to increase significantly from the current 63% FY2020, to reach 68% in FY2021e and over 72% in FY2022e. We believe the company can reach up to 80% gross margin in mid-term and stabilize at this level on the long term.

We expect the company to post their first net profit positive results for FY2021e. This will lead to what we project to be years of positive net cash generation for the company and

provide the continuous resources to grow favorably in different sectors, scaling up their offer.

Given that we expect the company to increase capital expenditure while developing new products and technology solutions, we do not expect these specific investments to bring significant income within the next 24 months but to then provide the necessary backbone to accelerate their growth starting in 2023e. Until then, their current digital platform will provide all the necessary support to grow at a very fast pace, as we project the company to grow considerably in total revenues and EBITDA margin.

The growth in the Agricultural sector, currently generating a marginal share of the revenues, will also be key for reaching their ambitious growth objectives. We believe the company will be focusing on organic growth in this sector and rely on it as a proof of concept for the scalability of their XaaS business model.

Aspermont also noted in their H1 2021 corporate presentation their need to change their enterprise culture to being highly performance driven as a core value. Rarely we see such a commitment being publicly discussed and we can only applaud the company's transparency. The company's objective is, furthermore, to reduce the 'regretted leavers' in their staff by 30% in FY2021. This would ensure the company keeping their human assets, reducing the staff turnover, invest less in new employees onboarding and be more efficient group wide.

Overall, we consider Aspermont LLC to be on a very good path towards sustainable dynamic growth. Their strong subscriber base coupled with a high ARPU provides their data, intelligence and high-quality content-based XaaS model all the fuel required to propel them to new heights.

Valuation

Aspermont LLC - Discounted Cashflow (DCF) model scenario

Value driver of the DCF - model after estimate phase:

consistency - phase		final - Phase	
Revenue growth	20.0%	Eternal growth rate	2.0%
EBITDA margin	30.0%	Eternal EBITA margin	29.9%
Depreciation to fixed assets	2.0%	Effective tax rate in final phase	15.0%
Working Capital to revenue	13.6%		

dreistufiges DCF - Modell:

phase in mAUD	estimate			consistency					final final value
	GJ 21e	GJ 22e	GJ 23e	GJ 14e	GJ 25e	GJ 26e	GJ 27e	GJ 28e	
Revenue	17.48	21.86	29.51	35.41	42.49	50.99	61.18	73.42	
Revenue change	15.0%	25.0%	35.0%	20.0%	20.0%	20.0%	20.0%	20.0%	2.0%
Revenue to fixed assets	17.48	21.86	14.75	14.75	14.75	14.75	14.75	14.75	
EBITDA	0.23	2.88	8.63	10.62	12.75	15.30	18.35	22.03	
EBITDA margin	1.3%	13.2%	29.2%	30.0%	30.0%	30.0%	30.0%	30.0%	
EBITA	0.23	2.88	8.63	10.58	12.70	15.24	18.29	21.94	
EBITA margin	1.3%	13.2%	29.2%	29.9%	29.9%	29.9%	29.9%	29.9%	29.9%
Taxes on EBITA	0.00	0.00	-1.29	-1.59	-1.90	-2.29	-2.74	-3.29	
Taxes to EBITA	0.0%	0.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
EBI (NOPLAT)	0.23	2.88	7.33	8.99	10.79	12.95	15.54	18.65	
Return on capital	-3.5%	143.8%	183.3%	149.9%	149.9%	149.9%	149.9%	149.9%	127.4%
Working Capital (WC)	1.00	3.00	4.00	4.80	5.76	6.91	8.29	9.95	
WC to Revenue	5.7%	13.7%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	
Investment in WC	-9.93	-2.00	-1.00	-0.80	-0.96	-1.15	-1.38	-1.66	
Operating fixed assets (OAV)	1.00	1.00	2.00	2.40	2.88	3.46	4.15	4.98	
Depreciation on OAV	0.00	0.00	0.00	-0.04	-0.05	-0.06	-0.07	-0.08	
Depreciation to OAV	0.0%	0.0%	0.0%	2.0%	2.0%	2.0%	2.0%	2.0%	
Investment in OAV	1.40	0.00	-1.00	-0.44	-0.53	-0.63	-0.76	-0.91	
Capital employment	2.00	4.00	6.00	7.20	8.64	10.37	12.44	14.93	
EBITDA	0.23	2.88	8.63	10.62	12.75	15.30	18.35	22.03	
Taxes on EBITA	0.00	0.00	-1.29	-1.59	-1.90	-2.29	-2.74	-3.29	
Total investment	-8.53	-2.00	-2.00	-1.24	-1.49	-1.79	-2.14	-2.57	
Investment in OAV	1.40	0.00	-1.00	-0.44	-0.53	-0.63	-0.76	-0.91	
Investment in WC	-9.93	-2.00	-1.00	-0.80	-0.96	-1.15	-1.38	-1.66	
Investment in Goodwill	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Free cashflows	-8.29	0.88	5.33	7.79	9.35	11.22	13.47	16.16	275.94

Value operating business (due date)	195.54	211.84
Net present value explicit free cashflows	42.50	45.36
Net present value of terminal value	153.04	166.48
Net debt	5.49	4.62
Value of equity	190.05	207.23
Minority interests	0.00	0.00
Value of share capital	190.05	207.23
Outstanding shares in m	2340.00	2340.00
Fair value per share in EUR	0.08	0.09

Cost of capital:

Risk free rate	0.3%
Market risk premium	5.0%
Beta	1.54
Cost of equity	8.0%
Target weight	75.0%
Cost of debt	15.0%
Taxshield	25.0%
Taxshield	25.0%
WACC	8.8%

Return on Capital	WACC				
	6.8%	7.8%	8.8%	9.8%	10.8%
97.4%	0.10	0.08	0.07	0.06	0.05
112.4%	0.12	0.10	0.08	0.07	0.06
127.4%	0.13	0.11	0.09	0.08	0.07
142.4%	0.14	0.12	0.10	0.08	0.07
157.4%	0.16	0.13	0.11	0.09	0.08

ANNEX 1

Aspermont's brands publications, research and events

Media



Conferences and events



Research and intelligence



Content creation services



ANNEX2

I.

Research under MiFID II

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2. The research report is simultaneously made available to all interested investment services companies.

II.

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The recommendations/ classifications/ ratings are linked to the following expectations:

BUY	The expected return, based on the derived target price, incl. dividend payments within the rel 10%.
HOLD	The expected return, based on the derived target price, incl. dividend payments within the rel 10% and < + 10%.
SELL	The expected return, based on the calculated target price, incl. dividend payments within the <= - 10%.

GBC AG's target prices are determined using the fair value per share, derived using generally recognised and widely used methods of fundamental analysis, such as the DCF process, peer-group benchmarking and/or the sum-of-the-parts process. This is done by including fundamental factors such as e.g. share splits, capital reductions, capital increases, M&A activities, share buybacks, etc.

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