

10/2021/GPW (42) May 10, 2022

This report is prepared for the Warsaw Stock Exchange SA within the framework of the Analytical Coverage Support Program 3.0. This is an excerpt from the Polish version of DM BOŚ SA's research report.

Analyst: Sobiesław Pająk, CFA

Sector: IT – software & services  
Bloomberg code: B24 PW  
Price: PLN 24.20  
12M EFV: PLN 30.5 (↓)

Market Cap: USD 12 m  
Av. daily turnover: USD 0.01 m  
12M range: 19.80-32.00 PLN  
Free float: 40%

# Brand24

## Stock performance



Source: Bloomberg

## Investment summary

In all likelihood, the process of introducing upward adjustment to the pricing list (firstly for new clients, then for the seasoned clients) seems to be successful and has brought a material increase in the MRR and ARPU (including the Initial ARPU which is evidently above the ARPU for all clients) significantly improving the visibility and level of revenues for the upcoming quarters and, consequently, lowering the risk related to the Company's current operations. Nonetheless, from the Company's fundamental value perspective, all the above mentioned positives seem to be offset by a further (large) rise in the risk-free rate (ytm of 10Y Polish government bonds).

## 1Q22: KPIs and financial results expectations

We perceive the set of 1Q22 KPIs positively due to material (albeit unsurprising) qoq growths of MRR and ARPU (for a detailed analysis please refer to our previous report 200/2022/AR dated April 13). We advise to pay special attention to the MRR metric (monthly recurring revenue) reaching PLN 1,666 million (USD 440,000) at the end of 1Q22 which implies an increase by PLN 484,000 (up 41%) yoy and PLN 293,000 (up 21%) qoq. That significant rise of this indicator against the previous quarter

## Guide to adjusted profits

Adjusted EBITDA, EBIT, PBT and NI exclude valuation of share-based motivation program and balance of other operating income/ costs.

## Key data

IFRS consolidated		2021	2022E	2023E	2024E
Sales	PLN m	15.8	21.6	25.7	29.8
EBITDA	PLN m	3.0	5.1	7.3	10.3
adj EBITDA	PLN m	3.4	5.2	7.4	9.5
EBIT	PLN m	0.8	2.7	4.6	6.6
adj EBIT	PLN m	1.3	2.8	4.7	5.8
NI	PLN m	0.3	1.8	3.5	5.3
adj NI	PLN m	0.8	1.9	3.6	4.5
EPS*	PLN	0.34	0.85	1.59	1.96
EPS yoy chg*	%	n.m.	147%	86%	23%
ND	PLN m	1.3	-0.3	-3.6	-9.4
ND, excl. leases	PLN m	-0.7	-2.4	-5.7	-11.5
P/E*	x	70.3	28.4	15.2	12.4
P/CE*	x	18.0	12.5	8.8	6.8
EV/EBITDA*	x	15.8	10.3	7.0	4.9
EV/EBIT*	x	43.5	19.2	10.9	7.9
EV/S	x	3.4	2.5	2.0	1.6
EV/OCF	x	16.0	10.0	7.3	5.3
EV/FCFF	x	50.5	25.5	14.1	7.7
FCFF yield	%	2.0%	3.9%	7.1%	12.9%
Gross dividend yield	%	0.0%	0.0%	0.0%	0.0%
DPS	PLN	0.0	0.0	0.0	0.0
No. of shares (eop)	m	2.2	2.2	2.3	2.3

\* Calculated on the basis of adjusted profits and eop number of shares.

Source: Company, DM BOŚ SA estimates.

## Upcoming events

- 1Q22 financial results release: May 30
- 2Q22 financial results release: September 28
- 3Q22 financial results release: November 28
- Unification of local and global versions of Brand24: by the end of 3Q23
- Completion of the (co-funded by EU) AI project (Abstrakcyjna sumaryzacja danych multimodalnych): by 2023-end

## Catalysts

1. ARPU/ MRR growth ahead of expectations
2. Commercial success of new products (e.g., Custom Reports)
3. Progression of financial results ahead of expectations
4. Stronger USD vs PLN

## Risk factors

1. Lower availability of Internet data, higher cost of their acquisition
2. IT infrastructure/ software malfunction
3. Financial liquidity/ solvency issues
4. Product concentration

5. Inability to adapt promptly to changes in ways of presenting/ consuming content in the Internet
6. FX risk (USD weakening vs PLN))
7. Adverse changes in search engines algorithms
8. Rise in competitive pressures
9. Hike in R&D needs
10. Transfer pricing risk
11. RODO risk
12. Inability to attract new clients and retain the existing ones
13. Rise in churn
14. Low share liquidity
15. Smaller than assumed rise in ARPU/ MRR

mainly stems from both, the upward adjustment of the pricing lists for the existing clients (introduced at the beginning of this year) and rebuilding of this price list coupled with the PLN weakening vs USD. With respect to 1Q22 ARPU, we would like to stress that the ARPU per a new subscriber (so called Initial ARPU that stood at PLN 495 (US\$ 120) in the discussed quarter) is 15% above the ARPU for all clients (and up 40% yoy). As far as the negatives are concerned, we would like to remind that Brand24 did not reveal a number of subscribers as of the end of 1Q22 as it claimed that this indicator no longer belongs to the important KPIs; instead the Company focused on the variables such as MRR or ARPU. Though the Company's argumentation looks rational, we believe that a showing of the number of subscribers should be continued as it would be a valuable piece of information for at least some investors.

Based on the KPIs revealed, we would expect 1Q22 revenues to reach c. PLN 4.8 million (up c. 35%/8% yoy/ qoq) with the gross margin on sales comparable (at least) with last year's level (52% in 1Q21). The cost of sales (marketing expenses) will be the determinant (to a greater extent) of the dynamic below the gross profit on sales level; given the success of the pricing list upward adjustment process in the case of the seasoned clients (materially increasing MRR), we believe the Company may be more willing to increase these expenses to be able to acquire new clients.

## FY forecasts update

We update our FY projections for the Company for the current year and beyond. The main changes result from the success of the pricing list upward adjustment for the seasoned clients, other alterations of the pricing plans (the 4th subscription package in the global version), PLN depreciation vs USD, and rising cost inflation; the net effect is a moderate rise of revenues and profits forecasts for the Company for the current year and beyond.

## Valuation

Our 12M EFV for Brand24, constituting a 90%/10% mix of the outcomes of DCF and peer-relative valuation approaches, stands at PLN 30.5 per share (previously PLN 31.3 per share). The favorable impact comes from (*ceteris paribus*) (i) valuation horizon forward shift, (ii) slightly higher forecasts of financial results and the Company's cash flows, (iii) lower than expected net debt at the end of 2021 (PLN 1.3 million vs PLN 2.7 million), and (iv) our decision to lower unleveraged Beta from 1.50 to 1.30 (because the risk level related to the Company's business fell (albeit it remains still above the market average) in the aftermath of successful upward adjustment of subscription prices for the seasoned clients). This impact, though, is more than offset by the negative (*ceteris paribus*) consequences of: (i) lowering of the multiples median of future profits and revenues for peer SaaS companies and (primarily) (ii) further significant rise in the risk-free rate (ytm of 10Y Polish government bonds).

## BASIC DEFINITIONS

**A/R turnover** (in days) =  $365/(\text{sales}/\text{average A/R})$   
**Inventory turnover** (in days) =  $365/(\text{COGS}/\text{average inventory})$   
**A/P turnover** (in days) =  $365/(\text{COGS}/\text{average A/P})$   
**Current ratio** =  $(\text{current assets} - \text{ST deferred assets})/\text{current liabilities}$   
**Quick ratio** =  $(\text{current assets} - \text{ST deferred assets} - \text{inventory})/\text{current liabilities}$   
**Interest coverage** =  $(\text{pre-tax profit before extraordinary items} + \text{interest payable})/\text{interest payable}$   
**Gross margin** =  $\text{gross profit on sales}/\text{sales}$   
**EBITDA margin** =  $\text{EBITDA}/\text{sales}$   
**EBIT margin** =  $\text{EBIT}/\text{sales}$   
**Pre-tax margin** =  $\text{pre-tax profit}/\text{sales}$   
**Net margin** =  $\text{net profit}/\text{sales}$   
**ROE** =  $\text{net profit}/\text{average equity}$   
**ROA** =  $(\text{net income} + \text{interest payable})/\text{average assets}$   
**EV** =  $\text{market capitalization} + \text{interest bearing debt} - \text{cash and equivalents}$   
**EPS** =  $\text{net profit}/\text{no. of shares outstanding}$   
**CE** =  $\text{net profit} + \text{depreciation}$   
**Dividend yield** (gross) =  $\text{pre-tax DPS}/\text{stock market price}$   
**Cash sales** =  $\text{accrual sales corrected for the change in A/R}$   
**Cash operating expenses** =  $\text{accrual operating expenses corrected for the changes in inventories and A/P, depreciation, cash taxes and changes in the deferred taxes}$

DM BOŚ S.A. generally values the covered non bank companies via two methods: comparative method and DCF method (discounted cash flows). The advantage of the former is the fact that it incorporates the current market assessment of the value of the company's peers. The weakness of the comparative method is the risk that the valuation benchmark may be mispriced. The advantage of the DCF method is its independence from the current market valuation of the comparable companies. The weakness of this method is its high sensitivity to undertaken assumptions, especially those related to the residual value calculation. Please note that we also resort to other valuation techniques (e.g. NAV-, DDM- or SOTP-based), should it prove appropriate in a given case.

## KEY TO INVESTMENT RANKINGS

This is a guide to expected price performance in absolute terms over the next 12 months:

**Buy** – fundamentally undervalued (upside to 12M EFV in excess of the cost of equity) + catalysts which should close the valuation gap identified;  
**Hold** – either (i) fairly priced, or (ii) fundamentally undervalued/overvalued but lacks catalysts which could close the valuation gap;  
**Sell** – fundamentally overvalued (12M EFV < current share price + 1-year cost of equity) + catalysts which should close the valuation gap identified.

This is a guide to expected relative price performance:

**Overweight** – expected to perform better than the benchmark (WIG) over the next quarter in relative terms  
**Neutral** – expected to perform in line with the benchmark (WIG) over the next quarter in relative terms  
**Underweight** – expected to perform worse than the benchmark (WIG) over the next quarter in relative terms

The recommendation tracker presents the performance of DM BOŚ S.A.'s recommendations. A recommendation expires on the day it is altered or on the day 12 months after its issuance, whichever comes first.

Relative performance compares the rate of return on a given recommended stock in the period of the recommendation's validity (i.e. from the date of issuance to the date of alteration or – in case of maintained recommendations – from the date of issuance to the current date) in a relation to the rate of return on the benchmark in this time period. The WIG index constitutes the benchmark. For recommendations that expire by an alteration or are maintained, the ending values used to calculate their absolute and relative performance are: the stock closing price on the day the recommendation expires/ is maintained and the closing value of the benchmark on that date. For recommendations that expire via a passage of time, the ending values used to calculate their absolute and relative performance are: the average of the stock closing prices for the day the recommendation elapses and four directly preceding sessions and the average of the benchmark's closing values for the day the recommendation expires and four directly preceding sessions.

### Distribution of DM BOŚ's current recommendations

	Buy	Hold	Sell	Suspended	Under revision	Not rated
Numbers	47	26	3	9	0	2
Percentage	54%	30%	3%	10%	0%	2%

### Distribution of DM BOŚ's current market relative recommended weightings

	Overweight	Neutral	Underweight	Suspended	Under revision	Not rated
Numbers	40	34	3	9	0	1
Percentage	46%	39%	3%	10%	0%	1%

## Banks

**Net Interest Margin (NIM)** =  $\text{net interest income}/\text{average assets}$   
**Non interest income** =  $\text{fees\&commissions} + \text{result on financial operations (trading gains)} + \text{FX gains}$   
**Interest Spread** =  $(\text{interest income}/\text{average interest earning assets})/(\text{interest cost}/\text{average interest bearing liabilities})$   
**Cost/Income** =  $(\text{general costs} + \text{depreciation})/(\text{profit on banking activity} + \text{other net operating income})$   
**ROE** =  $\text{net profit}/\text{average equity}$   
**ROA** =  $\text{net income}/\text{average assets}$   
**Non performing loans (NPL)** = loans in 'basket 3' category  
**NPL coverage ratio** =  $\text{loan loss provisions}/\text{NPL}$   
**Net provision charge** =  $\text{provisions created} - \text{provisions released}$

DM BOŚ S.A. generally values the covered banks via two methods: comparative method and fundamental target fair P/E and target fair P/BV multiples method. The advantage of the former is the fact that it incorporates the current market assessment of the value of the company's peers. The weakness of the comparative method is the risk that the valuation benchmark may be mispriced. The advantage of the fundamental target fair P/E and target fair P/BV multiples method is its independence of the current market valuation of the comparable companies. The weakness of this method is its high sensitivity to undertaken assumptions, especially those related to the residual value calculation. Assumptions used in valuation can change, influencing thereby the level of the valuation. Among the most important assumptions are: GDP growth, forecasted level of inflation, changes in interest rates and currency prices, employment level and change in wages, demand on the analysed company products, raw material prices, competition, standing of the main customers and suppliers, legislation changes, etc. Changes in the environment of the analysed company are monitored by analysts involved in the preparation of the recommendation, estimated, incorporated in valuation and published in the recommendation whenever needed.

### Distribution of DM BOŚ's current recommendations for the companies which DM BOŚ has supplied with material investment services within the last 12 months

	Buy	Hold	Sell	Suspended	Under revision	Not rated
Numbers	11	5	0	1	0	2
Percentage	58%	26%	0%	5%	0%	11%

### Distribution of DM BOŚ's current market relative recommended weightings for the companies which DM BOŚ has supplied with material investment services within the last 12 months

	Overweight	Neutral	Underweight	Suspended	Under revision	Not rated
Numbers	10	6	1	1	0	1
Percentage	53%	32%	5%	5%	0%	5%

**Recommendation tracker**

<b>Analityk</b>	<b>Fundamental Recommendation</b>	<b>Relative Recommendation</b>	<b>Report date</b>	<b>Reiteration date</b>	<b>Distribution date</b>	<b>Price at issue/ reiteration*</b>	<b>EFV (12 months)</b>
<b>Brand24</b>							
Sobiesław Pająk	Not rated	Not rated	15.08.2021	-	16.08.2021	24.80	32.10 -
Sobiesław Pająk	-	-	-	31.08.2021	31.08.2021	25.90	32.10 →
Sobiesław Pająk	-	-	-	01.10.2021	01.10.2021	25.00	31.30 ↓
Sobiesław Pająk	-	-	-	07.10.2021	07.10.2021	25.50	31.30 →
Sobiesław Pająk	-	-	-	04.11.2021	04.11.2021	21.80	31.30 →
Sobiesław Pająk	-	-	-	05.12.2021	06.12.2021	21.90	31.30 →
Sobiesław Pająk	-	-	-	16.01.2022	17.01.2022	25.50	31.30 →
Sobiesław Pająk	-	-	-	07.02.2022	07.02.2022	23.60	31.30 →
Sobiesław Pająk	-	-	-	28.02.2022	28.02.2022	21.90	31.30 →
Sobiesław Pająk	-	-	-	14.04.2022	14.04.2022	25.00	31.30 →
Sobiesław Pająk	-	-	-	10.05.2022	10.05.2022	24.20	30.50 ↓

\* prices at issue/reiteration are the closing prices at the report or reiteration date

This report has been prepared by Dom Maklerski Banku Ochrony Środowiska SA registered in Warsaw (hereinafter referred to as DM BOŚ SA) and commissioned by the Warsaw Stock Exchange SA (hereinafter referred to as WSE SA) pursuant to the agreement on the research report preparation between DM BOŚ SA and WSE SA within the framework of the Analytical Coverage Support Program 3.0 described on the WSE SA website: <https://www.gpw.pl/gpwpa> (hereinafter referred to as the Agreement). DM BOŚ SA will receive a remuneration for the research report in accordance with the Agreement.

The production of the report was completed on May 10, 2022 at 6.30 p.m.  
The report was distributed on May 10, 2022 at 6.40 p.m.

The report is an investment research within the meaning of Commission Delegated Regulation (EU) 2017/565 of 25 April 2016 supplementing Directive 2014/65/EU of the European Parliament and of the Council as regards organizational requirements and operating conditions for investment firms and defined terms for the purposes of that Directive.

This report constitutes a recommendation within the meaning of Commission Delegated Regulation (EU) 2016/958 of 9 March 2016 supplementing Regulation (EU) No 596/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the technical arrangements for objective presentation of investment recommendations or other information recommending or suggesting an investment strategy and for disclosure of particular interests or indications of conflicts of interest. This report is for information purposes only.

This report constitutes neither investment advice nor provides investment service as referred to in Article 76 of the Act on Financial Instruments Trading as of 29 July 2005 (Journal of Laws, 2018, Item 2286 as amended), hereinafter referred to as the Act on Trading; it does not constitute any legal or tax advice, neither does it constitute an indication whether an investment is suitable or appropriate in an individual situation of an investor. In particular this report is not a personal recommendation based on any individual needs or situation of any investor. DM BOŚ SA informs that the investment advice services exclusively consist in the preparation of a personal recommendation based on individual needs and situation of a given client and transferring it to them. To receive this type of a recommendation an agreement on providing investment advice services must be signed with an investments company offering these services.

Neither the information nor the opinions expressed in the report constitute a solicitation or an offer to buy or sell any securities referred herein. The opinions expressed in the report reflect independent, current judgment of DM BOŚ SA.

This report was prepared with due diligence and scrutiny. The information used in the report is based on all public sources such as press and branch publications, company's financial statements, current and periodic reports, as well as meetings and telephone conversations with company's representatives prior to the date of report's release. We believe the above mentioned sources of information to be reliable, however we do not guarantee their accuracy and completeness. All estimates and opinions included herein represent our judgment as of the date of the issue. All opinions, forecasts, calculations and estimates herein constitute the author's subjective assessment as of the date of the issue and can be modified at any time without prior notice. DM BOŚ SA informs that this report will be updated in the manner as referred to in the Agreement, at least once a year.

DM BOŚ SA is an investment firm within the meaning of the Act on Financial Instruments Trading. The legal entity supervising DM BOŚ SA is Polish Financial Supervision Authority in Warsaw (Komisja Nadzoru Finansowego, KNF in Polish abbreviation).

DM BOŚ SA, its management and supervisory bodies and employees do not take any responsibility for decisions taken on the basis of this report and opinions stated herein. Investors bear all responsibility for investment decisions taken on the basis of the contents of this report. The report is intended solely for private use of investors.

Copyrights to this report belong to the WSE. The rules for use of this report have been specified in the Agreement. This report mustn't be redistributed, reproduced or conveyed in any manner or form conflicting with the rules defined in the Agreement.

This report is made available on the day of its issue in the public domain on the website <https://bossa.pl/analizy/wsparcie-pokrycia-analitycznego-gpw#brand24>.

DM BOŚ SA is entitled to conveying or translation of the report into foreign languages on behalf of their clients and this shall not be sooner than making the report available on its website <https://bossa.pl/analizy/wsparcie-pokrycia-analitycznego-gpw#brand24>.

DM BOŚ SA follows internal regulations for handling of conflicts of interest which include in particular internal organizational and administration arrangements as well as information barriers established for prevention and avoidance of conflicts of interest related to recommendations. A special organizational arrangement that constitutes an information barrier is so called Chinese walls prohibiting an uncontrolled flow of information among particular organizational units or employees of DM BOŚ SA. Where justified, DM BOŚ SA can create Chinese walls upon the realization of a particular project. Potential conflicts of interests referring to a specific recommendation which is made available to the public or to a wide range of persons are disclosed either in the recommendation or in the document attached. The person(s) preparing this report receive(s) variable compensation indirectly based upon the financial results of DM BOŚ SA which in turn depend – among other factors – on the result on the brokerage activity.

DM BOŚ SA has not held any long or short position net exceeding 0.5% of the issuer's basic capital in total with respect to the company/companies indicated.

DM BOŚ SA is the market maker and liquidity provider with respect to financial instruments for the stock of Brand24.

During the last 12 months DM BOŚ SA rendered investment services on behalf of Brand24 pursuant to the agreement signed and received a remuneration by virtue of this.

Apart from the mentioned above cases, there are neither ties of any kind between DM BOŚ SA, the analyst/ analysts involved in the preparation of the report and the issuer(s) of securities as referred to in the report nor circumstances that can justifiably be expected to have a negative impact on objectivity of the recommendation with regard to interests or conflicts of interests on their part or on the part of any natural person or legal entity which pertains to the financial instrument or the issuer.

The report was not shown to the analyzed company before the distribution of the report.

#### Stockbrokers

**Piotr Kalbarczyk**  
tel.: +48 (22) 504 32 43  
[p.kalbarczyk@bossa.pl](mailto:p.kalbarczyk@bossa.pl)

#### Research

**Sobiesław Pająk, CFA**  
(Equity strategy, TMT)

**Sylwia Jaśkiewicz, CFA**  
(Construction materials,  
Consumer staples & discretionary,  
Health care & biotechnology)

**Tomasz Rodak, CFA**  
(Consumer discretionary, Video games)

**Lukasz Prokopiuk, CFA**  
(Chemicals, Mining,  
Mining – machinery, Oil & gas)

**Michał Sobolewski, CFA, FRM**  
(Financials)

**Jakub Viscardi**  
(Telco, Consumer staples & discretionary,  
IT – hardware distribution, Utilities)

**Maciej Wewiórski**  
(Residential construction,  
Construction, Real estate)

**Mikołaj Stępień**  
Associate

**Michał Zamel**  
Associate

---

Copyright © 2022 by DM BOŚ S.A.

**Dom Maklerski Banku Ochrony  
Środowiska Spółka Akcyjna**  
ul. Marszałkowska 78/80  
00-517 Warszawa  
[www.bossa.pl](http://www.bossa.pl)  
Information: (+48) 0 801 104 104