

COMPANY NOTE

QUIRIN PRIVATBANK EQUITY RESEARCH

17 March 2021

Intershop Communications AG

Rating	Hold (Hold)
Share price (EUR)	4.50
Target price (EUR)	4.57 (3.35)
Bloomberg	ISHA GR
Sector	Retail

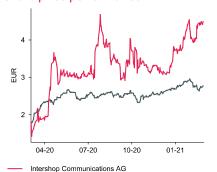
Share data

Shares out (m)	14.2
Daily volume shs (m)	0.0
Free float (%)	62.40
Market cap (EUR m)	64
EV (EUR m)	53
DPS (EUR)	0.00
Dividend yield (%)	0.0
Payout ratio (%)	0.0

Performance

ytd (%)	43.3
12 months (%)	147.9
12 months rel. (%)	95.1
Index	TecDAX

Share price performance



Price rel. to TecDAX - Price Index Source: Bloomberg

Next triggers

28.04.2021: Q1 figures

Analysts

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Improving profitability and successful cloud business

Today, on March 17, Intershop published its full financial report for 2020 after preliminary figures were already published. As a reminder, revenues were up 6.3% yoy and 1.8% better than we expected. EBIT came in at EUR 1.0m, up from -6.5m last year and 5.3% well above our expectation. Intershop was able to significantly reduce its costs, which had a strong positive effect on margins. For example, marketing and sales expenses were reduced by 12% yoy and research & development expenses declined by 17% yoy. Overall, Intershop's performance in 2020 was outstanding. In our view, the company's risk profile strongly improved, also due to the higher share of recurring revenues. Due to this favorable development, we increase our target price from EUR 3.35 to EUR 4.57, based on our DCF model. Hence, we confirm our Hold rating.

Positive development of cloud & subscription revenues

Cloud and subscription revenues rose by a total of 15% yoy to EUR 7.3m. Incoming orders for cloud solutions (new and existing customers) were up 20% yoy and amounted to EUR 15.8m. Cloud ARR (annual recurring revenues) rose by 38% to EUR 9.3m, which should also have a positive effect on the future margin development.

Strong balance sheet

The company's equity ratio remained at a high 56%. Cash and cash equivalents were up by a strong 50% yoy and amounted to EUR 11.6m. Cash flow from operations also significantly improved to EUR 4.7m compared to EUR -1.8m in the previous year.

Guidance 2021

Intershop expects moderately growing revenues and a slightly positive EBIT in 2021. Both in line with our expectations.

Intershop Communications AG - FY 2020

EUR m	2020	2019	yoy	Quirin est.	delta
Revenues	33.6	31.6	6.3%	33.0	1.8%
EBIT	1.00	-6.5	n.m.	0.95	5.3%
EBIT margin	3.0%	-20.6%	n.m.	2.9%	10 BP

Source: Intershop Communications AG, Quirin Privatbank AG

Key figures		2019	2020	2021e	2022e	2023e
Sales	EUR m	32	34	35	37	40
EBITDA	EUR m	-2	4	4	4	5
EBIT	EUR m	-6	1	1	1	2
EPS	EUR	-0.50	0.05	0.06	0.07	0.09
Sales growth	%	n.a.	6.3	4.7	6.0	6.5
EBIT growth	%	n.a.	-116.1	18.0	21.1	33.1
EPS growth	%	n.a.	-109.3	34.9	15.4	29.9
EBITDA margin	%	-7.3	13.3	11.3	11.2	11.9
EBIT margin	%	-20.5	3.1	3.5	4.0	5.0
EV/Sales	ratio	0.26	1.05	1.52	1.40	1.28
EV/EBITDA	ratio	-3.5	7.9	13.4	12.5	10.7
EV/EBIT	ratio	-1.3	33.8	43.4	35.1	25.5
P/E	ratio	-6.3	67.6	50.1	43.4	33.4

Source: Bloomberg, Company data, Quirin Privatbank estimates

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DCF Valuation

We have derived our target price for Intershop from our DCF model. With a WACC of 6.75% (resulting from a risk free rate of 2.0%, market premium of 5% and a beta of 1.0), a mid-term revenue CAGR 2021-2024 of 6.3% fading to a perpetual growth rate of 1.5% and a sustainable long-term EBIT margin of 11% our DCF model derives a fair value of EUR 4.57 per share. Hence, we reiterate our Hold recommendation.

(EUR m)	2021e	2022e	2023e	2024e	2025e	2026e	2027e	2028e	2029e	2030e	TV
Sales	35.2	37.3	39.7	42.2	44.7	47.0	49.0	50.8	52.3	53.5	
gro wth yo y	4.7%	6.0%	6.5%	6.3%	5.8%	5.1%	4.4%	3.7%	3.0%	2.3%	
EBIT	1.2	1.5	2.0	2.5	2.7	3.3	3.9	4.6	5.2	5.9	
EBIT margin	3.5%	4.0%	5.0%	6.0%	6.0%	7.0%	8.0%	9.0%	10.0%	11.0%	
Taxes	-0.2	-0.3	-0.5	-0.8	-0.8	-1.0	-1.2	-1.4	-1.6	-1.8	
Taxrate	13%	20%	25%		30%	30%			30%	30%	
Depreciation	2.8	2.7	2.7	2.7	2.7	3.1	3.3	3.5	3.6	3.7	
% of sales	7.8%	7.2%	6.9%	6.3%	6.0%	6.5%	6.8%	6.9%	6.9%	7.0%	
Capex	-2.8	-3.0	-2.8	-3.0	-3.1	-3.3		-3.6	-3.7	-3.7	
% of sales	8.0%	8.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	
Δ NWC	0.0	0.0	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	
% of sales	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	
FCF	1.0	0.8	1.4	1.4	1.4	2.0	2.6	3.1	3.6	4.1	78.9
growth yoy	n.m.	n.m.	n.m.	1.5%	-2.4%	45.9%	27.5%	20.0%	15.9%	13.7%	1.5%
PV FCF	0.9	0.8	1.2	1.1	1.0	1.4	1.6	1.8	2.0	2.1	41.7
Enterprise value		56		PV Fore	cast Perio	od	14		Risk free	rate	2.00%
- Net Debt / Net Cash		-9.3		PV Term	inal Valu	e	42		Cost of	debt	3.00%
- Pension Provisions		0						'		Premium	5.00%
Equity value		65							Equity ra		100%
Number of shares		14.2							Compar		1.0
									•	iy Dela	
Value per share (€)		4.57							WACC		6.75%

Source: Quirin Privatbank

Profit & loss statement

Profit & loss statement (EUR m)	2019	YOY	2020	YOY	2021e	YOY	2022e	YOY	2023e	YOY
Sales	31.6	n.a.	33.6	6.3 %	35.2	4.7 %	37.3	6.0 %	39.7	6.5 %
Cost of sales	-20.6		-17.9		-18.8		-19.9		-21.2	
Gross profit	11.1		15.7		16.4		17.4		18.5	
Selling expenses	-8.8		-7.7		-7.9		-8.2		-8.5	
General administrative expenses	-3.4		-3.1		-3.3		-3.5		-3.7	
Research and development costs	-4.6		-3.8		-4.0		-4.2		-4.5	
Other operating income	0.3		0.5		0.4		0.5		0.7	
Other operating expenses	-1.1		-0.5		-0.5		-0.5		-0.6	
EBITDA	-2.3	n.a.	4.5	-292.3 %	4.0	-10.6 %	4.2	4.7 %	4.7	13.0 %
EBITDA margin (%)	-7.35		13.30		11.35		11.21		11.89	
EBIT	-6.5	n.a.	1.0	-116.1 %	1.2	18.0 %	1.5	21.1 %	2.0	33.1 %
EBIT margin (%)	-20.46		3.11		3.50		4.00		5.00	
Net interest	-0.2		-0.1		-0.2		-0.2		-0.2	
Net financial result	-0.2		-0.1		-0.2		-0.2		-0.2	
Pretax profit	-6.6	n.a.	0.9	-113.6 %	1.0	13.3 %	1.3	25.5 %	1.8	38.6 %
Pretax margin (%)	-20.97		2.68		2.90		3.44		4.47	
Taxes	-0.1		-0.1		-0.1		-0.3		-0.4	
Tax rate (%)	-2.17		12.08		13.00		20.00		25.00	
Earnings after taxes	-6.8		0.8		0.9		1.0		1.3	
Group attributable income	-6.6	n.a.	0.7	-111.0 %	0.9	21.8 %	1.0	15.4 %	1.3	29.9 %
No. of shares (m)	13.4		14.2		14.2		14.2		14.2	
Earnings per share (EUR)	-0.50	n.a.	0.05	-109.3 %	0.06	34.9 %	0.07	15.4 %	0.09	29.9 %

Source: Company data, Quirin Privatbank estimates

Balance sheet

Balance sheet (EUR m)	2019	YOY	2020	YOY	2021e	YOY	2022e	YOY	2023e	YOY
Assets										
Cash and cash equivalents	7.7		11.6		12.7		13.8		15.5	
Accounts receivables	5.5		3.9		4.1		4.4		4.7	
Inventories	1.4		1.0		1.1		1.1		1.2	
Tax claims	0.1		0.1		0.1		0.1		0.1	
Total current assets	14.6	n.a.	16.5	13.0 %	17.9	8.1 %	19.2	7.8 %	21.3	10.6 %
Fixed assets	0.6		0.5		0.6		0.9		0.9	
Goodwill	4.5		5.9		5.9		5.9		5.9	
Other intangible assets	5.4		4.5		4.5		4.5		4.5	
Deferred taxes	0.1		0.1		0.1		0.1		0.1	
Other fixed assets	2.4		1.8		1.8		1.8		1.8	
Total fixed assets	13.0	n.a.	12.8	-1.3 %	12.9	0.4 %	13.2	2.3 %	13.2	0.3 %
Total assets	27.6	n.a.	29.4	6.3 %	30.7	4.7 %	32.4	5.5 %	34.5	6.5 %
Equity & Liabilities										
Subscribed capital	42.6		14.2		14.2		14.2		14.2	
Reserves & other	1.1		2.6		2.6		2.6		2.6	
Revenue reserves	-27.9		-0.2		0.7		1.7		3.0	
Shareholder's equity	15.7	n.a.	16.5	5.1 %	17.4	5.4 %	18.4	5.9 %	19.8	7.2 %
Shareholder's equity incl. minorities	15.7	n.a.	16.5	5.1 %	17.4	5.4 %	18.4	5.9 %	19.8	7.2 %
Long-term liabilities										
Pension provisions	0.0		0.0		0.0		0.0		0.0	
Financial liabilities	1.6		2.3		2.3		2.3		2.3	
Other liabilities	0.2		3.0		3.2		3.4		3.6	
Total long-term debt	1.8	n.a.	5.4	194.6 %	5.5	2.7 %	5.7	3.5 %	5.9	3.9 %
Short-term debt										
Other provisions	0.4		0.3		0.3		0.3		0.3	
Trade payables	1.7		1.5		1.6		1.6		1.8	
Other liabilities	4.7		3.0		3.2		3.4		3.6	
Total short-term debt	6.8	n.a.	4.8	-29.4 %	5.0	4.7 %	5.3	6.0 %	5.7	6.5 %
Total equity & liabilities	27.6	n.a.	29.4	6.3 %	30.7	4.7 %	32.4	5.5 %	34.5	6.5 %

Source: Company data, Quirin Privatbank estimates

Financial key ratios

Key ratios	2019	2020	2021e	2022e	2023e
Per share data (EUR)					
EPS	-0.50	0.05	0.06	0.07	0.09
Book value per share	1.2	1.2	1.2	1.3	1.4
Free cash flow per share	0.1	0.1	0.0	0.0	0.0
Dividend per share	0.00	0.00	0.00	0.00	0.00
Valuation ratios					
EV/Sales	0.26	1.05	1.52	1.40	1.28
EV/EBITDA	-3.5	7.9	13.4	12.5	10.7
EV/EBIT	-1.3	33.8	43.4	35.1	25.5
P/E	-6.3	67.6	50.1	43.4	33.4
P/B	2.7	2.7	2.6	2.4	2.3
Dividend yield (%)	0.0	0.0	0.0	0.0	0.0
Growth					
Sales growth (%)	n.a.	6.3	4.7	6.0	6.5
EBITDA growth (%)	n.a.	-292.3	-10.6	4.7	13.0
EBIT growth (%)	n.a.	-116.1	18.0	21.1	33.1
EPS growth (%)	n.a.	-109.3	34.9	15.4	29.9
Profitability ratios					
EBITDA margin (%)	-7.3	13.3	11.3	11.2	11.9
EBIT margin (%)	-20.5	3.1	3.5	4.0	5.0
Net margin (%)	-21.0	2.2	2.5	2.7	3.4
Financial ratios					
Total equity (EUR m)	15.7	16.5	17.4	18.4	19.8
Equity ratio (%)	56.9	56.3	56.7	56.9	57.3
Net financial debt (EUR m)	-6.2	-9.3	-10.4	-11.5	-13.2
Net debt/Equity	0.6	0.6	0.6	0.6	0.6
Interest cover	36.8	-7.3	-5.8	-7.1	-9.4
Net debt/EBITDA	2.7	-2.1	-2.6	-2.7	-2.8
Payout ratio (%)	0.0	0.0	0.0	0.0	0.0
Working Capital (EUR m)	1.9	0.8	0.8	0.9	0.9
Working capital/Sales	0.06	0.02	0.02	0.02	0.02
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Source: Company data, Quirin Privatbank estimates

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The levels of change expressed in each rating categories are:

BUY > +10%

HOLD <=-10% and < = +10%

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Price and Rating History (last 12 months)

Date	Price target-EUR	Rating	Initiation
17.03.2021	4.57	Hold	
27.07.2020	3.35	Hold	
30.04.2020	2.42	Hold	11.12.2018

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Competent supervisory authority

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