



RESULTS PREVIEW

Software & Services

Fair value: SEK35.0–46.0

Share price: SEK31.1

Sleep Cycle

Short-term challenges do not change long-term story

Research analysts:

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With negative momentum short-term as the result of FX and still-low Appstore activity, we have reduced our 2025–27 estimates and fair value range to SEK35–46 (38–50). However, long-term we expect Sleep Cycle to be able to accelerate growth due to various new initiatives.

Likely lacklustre growth in Q2. We estimate revenue of SEK64.8m (-1% Y/Y), due to low subscriber growth and the SEK appreciation versus the USD, leading to an ARPU decline of 4% Y/Y. We forecast EBIT of SEK16.8m, corresponding to a margin of 25.9%, in line with the medium-term financial target of 25%+.

Estimate changes reflect short-term uncertainty. We have lowered our 2025e sales by 2.4%, reflecting lower ARPU ahead and more staggered growth in the number of subscribers, and EBIT by SEK4m. For 2026–27e, we only make minor adjustments to sales and EBIT.

Long-term equity story unchanged. Despite the short-term uncertainty, we expect Sleep Cycle to accelerate the growth rate from current levels and see upside potential if the Sleep Apnoea screening project is successful.

Fair value range reduced to SEK35–46 (38–50), on our lower estimates. We find it important to look beyond Q2, given the undertakings to accelerate growth and the Sleep Apnoea initiatives. We believe Q2 could mark the low point in subscriber growth.

Changes in this report				Key figures (SEK)					Share price – 5-year	
	From	To	Chg	2024	2025e	2026e	2027e			
EPS adj. 2025e	2.94	2.77	-6%	262	263	315	367			
EPS adj. 2026e	3.1	3.1	-2%	86	82	92	108			
EPS adj. 2027e	4.2	3.8	-10%	77	71	79	95			
Upcoming events				3.09	2.77	3.08	3.78			
Q2 Report		22 Aug 2025		3.31	2.77	3.08	3.78			
Q3 Report		24 Oct 2025		3.00	1.25	1.38	1.70			
Key facts				11%	1%	20%	16%			
No. shares (m)		20.3		22%	-16%	11%	23%			
Market cap. (USDm)		66		29.4%	26.8%	25.1%	25.8%			
Market cap. (SEKm)		630		9.4	11.2	10.1	8.2			
Net IB Debt. (SEKm)		-133		8.2	7.0	5.6	4.0			
Adjustments (SEKm)		0		8.2	7.0	5.6	4.0			
EV (2025e) (SEKm)		497		7.4	6.1	4.8	3.5			
Free float		30.0%		7.9	8.4	5.6	3.9			
Avg. daily vol. ('000)		32		9.7%	4.0%	4.5%	5.5%			
BBG		SLEEP SS		8.5%	9.8%	13.1%	14.2%			
Fiscal year end		December		Equity/Total Assets	33.6%	30.7%	35.1%	40.5%		
Share price as of (CET)	24 Jun 2025 17:29			ROCE	94.8%	77.6%	71.0%	59.7%		
				ROE adj.	95.6%	72.6%	66.4%	56.1%		
				Net IB debt/EBITDA	-1.6	-1.6	-2.1	-2.3		

Source: DNB Carnegie (estimates), FactSet, Infront & company data

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Equity story

**Near term:
within 12M**

We believe the main catalyst for the share price in the coming 6–12 months will be the development of sales and the result of the new strategic initiatives for increased sales growth. Given that the company has implemented several cost programmes, it is plausible that accelerated growth would result in strong EPS development, driving the share price. We believe the strong cash flow provides some downside protection to the share price.

**Long term
outlook: 5Y+**

We believe the long-term growth driver for sales growth and share price is an increased awareness of sleep as a key component of health. We believe that sleep is a key trend within health and wellness that could lead to high growth for sleep-related products.

Key risks:

- Forex-related risks
- Cybersecurity
- Risk of Apple or Google developing a free-to-use app with similar functions
- Technological risks

Company description

Sleep Cycle offers a sleep-tracking application for smartphones and other devices, using a patented sound analysis technology that tracks and analyses sleep behaviours and correlates these results with everyday factors to provide personalised sleep insights to assist users in improving their quality of sleep. Today, it is one of the world’s most downloaded sleep applications, positioned as the leading sleep-tracking application provider for iOS and Android. Sleep Cycle has a global reach, with a user base spanning 150 countries and more than 3m monthly active users. The company was founded in 2009 and is headquartered in Gothenburg, Sweden.

Key industry drivers

- Increased spend on mobile applications
- Increased awareness of health

Industry outlook

- According to Appfigures, spending in the Apple App Store increased by 24% Y/Y in 2024.

Largest shareholders, capital

Maciej Drejak	42.9%
Pierre Siri genom bolag	20.0%
Avanza Pension	5.3%

Cyclicality

Cyclicality: No
Not cyclical

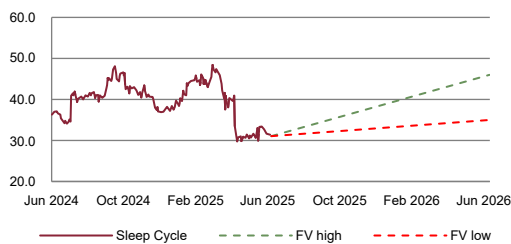
Key peers

Bumble, Grindr, Storytel, Match Group, SiriusXM

Valuation and methodology

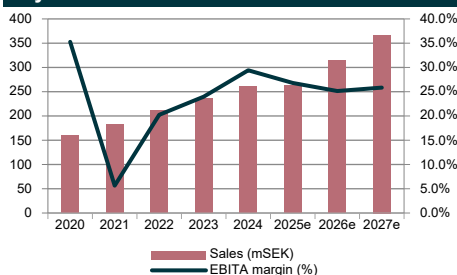
We use a peer set of listed consumer subscription names to value Sleep Cycle. We look at a regression where valuation is based on the sum of growth and EBITDA margin.

Fair value range 12M

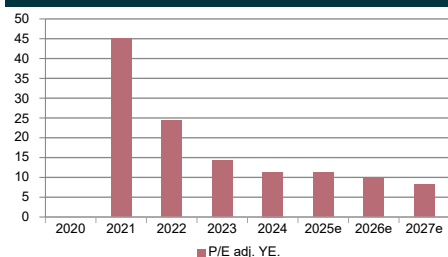


The high end of our fair value range represents a scenario where we estimate an acceleration in sales growth over 2026–27e. The acceleration, as well as new partnership initiatives, lead to the discount to our selected peers decreasing. The low end of our fair value range represents a scenario where the partnership strategy does not accelerate growth. In this scenario, the EBITDA is 15% lower than our estimates.

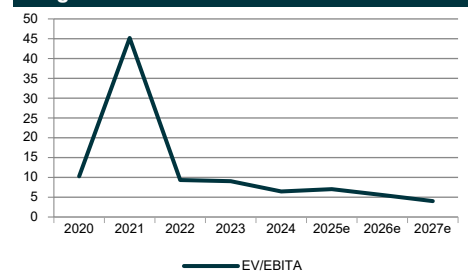
Key metrics



PE 12-months forward



Long-term valuation trend

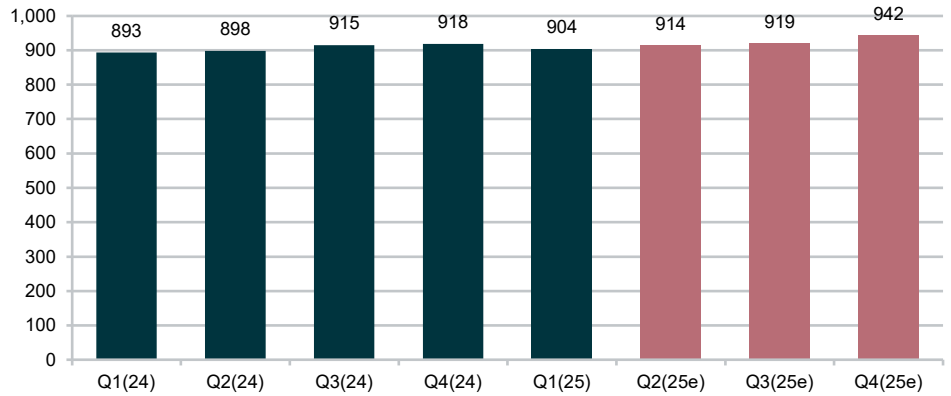


Source: DNB Carnegie (estimates) & company data

Sleep Cycle in charts

We expect Sleep Cycle to see accelerated subscriber growth in H2...

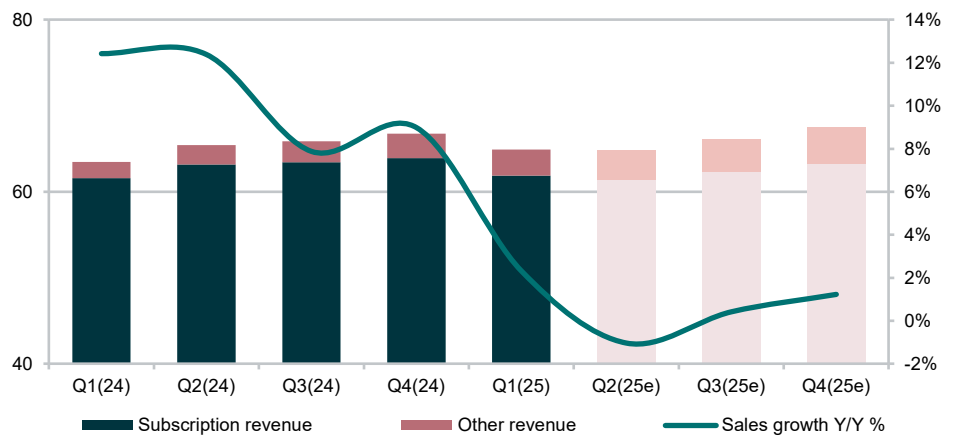
Subscribers (t)



Source: DNB Carnegie (estimates) & company data

...together with increased revenue from partners, marking Q2e a low point in revenue

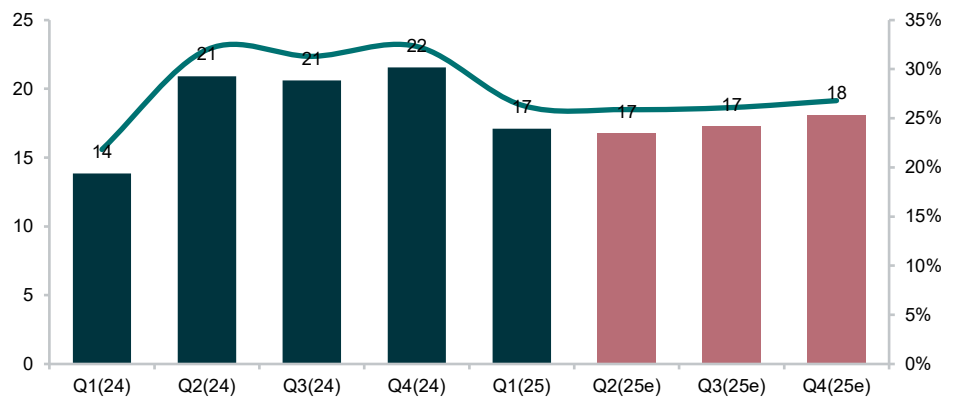
Revenue (SEKm)



Source: DNB Carnegie (estimates) & company data

Strong cost control should see the EBIT margin on a par with 25%+ long-term target

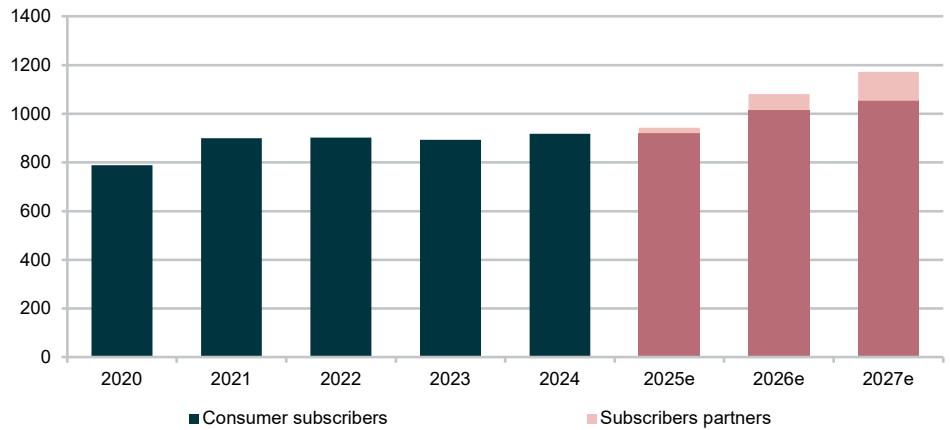
EBIT adj. (SEKm)



Source: DNB Carnegie (estimates) & company data

We expect subscriber growth to return given still-high daily active users...

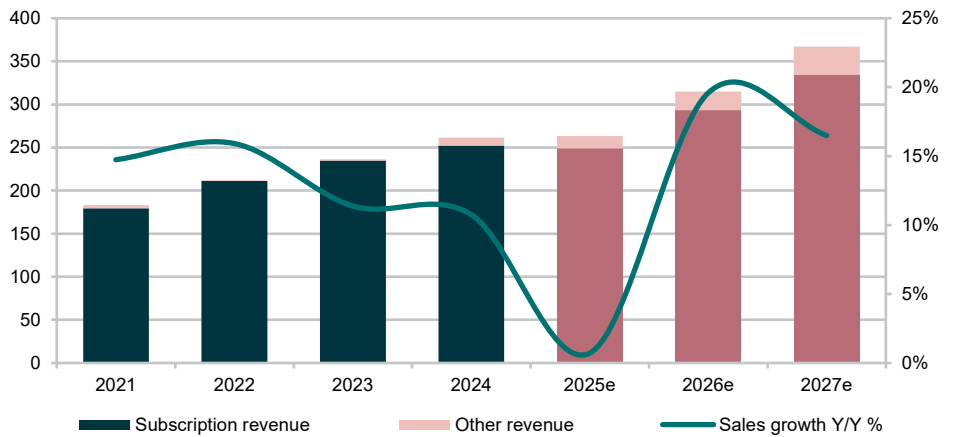
Subscribers (t)



Source: DNB Carnegie (estimates) & company data

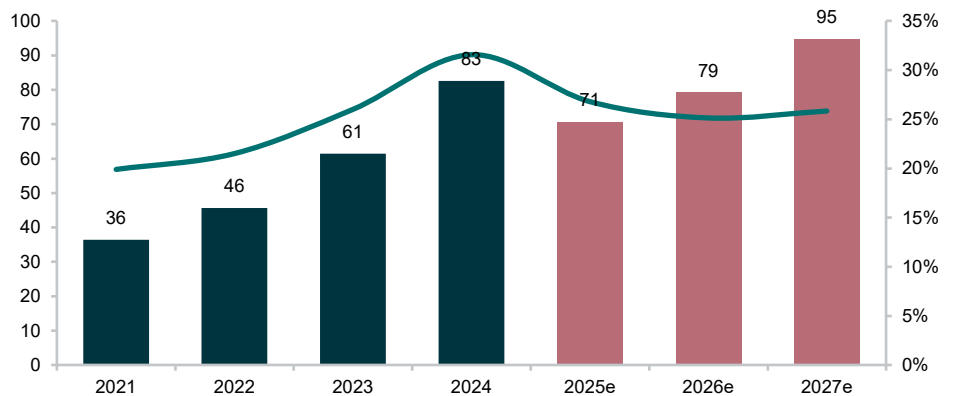
...and lead to an acceleration in revenue growth

Revenue (SEKm)



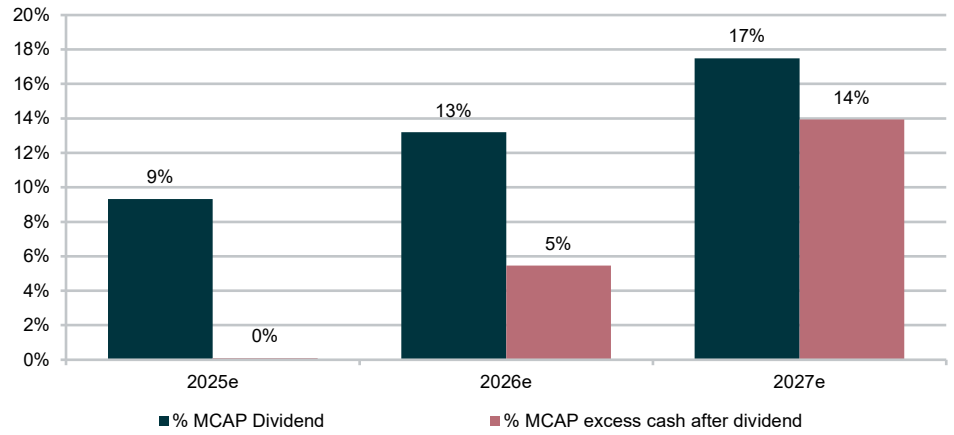
Source: DNB Carnegie (estimates) & company data

EBIT adj. (SEKm)



Source: DNB Carnegie (estimates) & company data

Accumulated dividend and excess cash flow as % of MCAP (%)



Source: DNB Carnegie (estimates) & company data

EV/EBITDA NTM (2023-2025)



Source: FactSet

Estimate changes

Estimate revisions	Old			New			Old			New		
	2025e	2025e	Chg.	2026e	2026e	Chg.	2027e	2027e	Chg.	2027e	2027e	Chg.
Sleep Cycle, SEKm												
Net sales	270	263	-2.4%	318	315	-0.8%	369	367	-0.6%			
Other income	0	0		0	0		0	0				
Capitalised development expenses	3	3	10.7%	3	4	28.6%	3	4	28.6%			
Platform costs	-60	-58	-3.2%	-71	-70	-0.8%	-82	-82	-0.6%			
Other external costs	-36	-39	9.6%	-54	-54	0.0%	-64	-64	0.0%			
Marketing costs	-31	-30	-3.2%	-40	-40	0.0%	-48	-48	0.0%			
Personnel expenses	-57	-57	0.7%	-62	-62	0.0%	-69	-69	0.0%			
Other operating expenses	0	0	n/a	0	0		0	0				
EBITDA (rep)	86	82	-5.1%	93	92	-1.3%	109	108	-0.8%			
EBITDA margin (rep)	33%	31%	-4.7%	29%	29%	-0.1%	29%	29%	-0.1%			
Non-recurring items	0	0	n/a	0	0		0	0				
EBITDA (adj)	86	82	-5.1%	93	92	-1.3%	109	108	-0.8%			
EBITDA margin (adj)	0	0	-4.7%	0	0	-0.1%	0	0	-0.1%			
D&A	-11	-11	0.2%	-13	-13	0.0%	-13	-13	0.0%			
EBIT (rep)	75	71	-5.9%	80	79	-1.5%	96	95	-1.0%			
EBIT margin (rep)	28%	27%	-4.4%	25%	25%	-0.2%	26%	26%	-0.1%			
EBIT (adj)	80	71	-11.8%	80	79	-1.5%	96	95	-1.0%			
EBIT margin (adj)	28%	27%	-4.4%	25%	25%	-0.2%	26%	26%	-0.1%			
Net financials	0	0	-178.5%	0	0	0.0%	2	0	n.m			
Pre-tax profit	75	71	-5.7%	80	79	-1.5%	98	95	-3.0%			
Net profit	60	56	-6.3%	63	62	-1.5%	85	77	-9.7%			
KPIs	2025e	2025e	Chg.	2026e	2026e	Chg.	2027e	2027e	Chg.			
Subscribers (thousands)	941	942	0%	1,081	1,081	0%	1,171	1,172	0%			
Subscriber growth Y/Y	3%	3%	0%	15%	15%	0%	8%	8%	0%			
ARPU	276	268	-3%	295	290	-2%	302	297	-2%			
ARPU growth Y/Y	-1%	-4%	-3%	7%	8%	2%	2%	2%	0%			

Source: DNB Carnegie (estimates) & company

Valuation

We see a fair value range for Sleep Cycle of SEK35–46, corresponding to 2026e EV/EBITDA of 5.6–8.0x. The range corresponds to two scenarios, the first of which represents a successful implementation of the partnership strategy leading to an acceleration in growth, and average growth of 10.1% in 2025–26e. At the lower end of our fair value range, EBITDA is 15% lower than in our estimates. We attribute the difference in growth to the success of the new commercial partnerships with Revolut, MyFitnessPal and WellHub. We believe the company is better positioned commercially than at time of the bid, as the margin is higher and KPIs such as ARPU are better.

We believe the best way to value Sleep Cycle is to look at other consumer subscription apps globally. We consider that all these companies share the same business dynamics with consumer subscription.

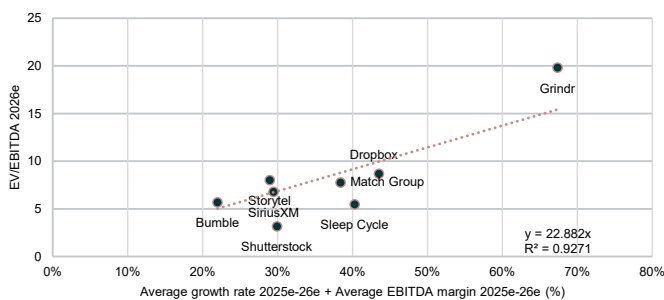
Valuation	MCAP (sek)	EV (sek)	EV / Sales			EV / EBITDA			EV / EBIT			Price / Earnings		
			LTM	2025	2026	LTM	2025	2026	LTM	2025	2026	LTM	2025	2026
Sleep Cycle	653	506	1.9x	1.9x	1.6x	5.7x	6.2x	5.5x	6.2x	7.2x	6.4x	10.1x	14.6x	13.2x
Bumble	4,859	14,558	1.4x	1.5x	1.6x	4.9x	5.2x	5.7x	6.2x	7.0x	7.3x	NEG	5.2x	5.8x
Chegg	1,367	1,321	0.2x	0.3x	0.4x	2.5x	2.0x	1.8x	--	NEG	NEG	NEG	8.4x	11.4x
Dropbox	75,139	93,496	3.8x	3.9x	3.9x	14.0x	8.8x	8.7x	17.8x	10.2x	10.2x	18.5x	10.6x	9.9x
Duolingo	206,686	197,195	25.6x	20.9x	16.4x	249.4x	74.0x	52.8x	293.0x	174.1x	101.3x	239.0x	163.3x	109.4x
Grindr	42,832	43,178	12.5x	10.4x	8.6x	39.0x	24.0x	19.8x	45.3x	36.7x	29.0x	NEG	49.0x	41.1x
Match Group	70,376	100,641	3.0x	3.0x	2.9x	10.7x	8.3x	7.8x	12.8x	8.3x	7.7x	14.9x	14.1x	11.9x
Life360	44,427	42,737	11.4x	9.6x	7.9x	390.7x	62.2x	40.6x	7624.6x	260.4x	112.5x	NM	81.2x	57.9x
Netflix	4,902,053	4,992,942	13.2x	11.8x	10.5x	19.6x	38.5x	32.1x	48.2x	40.1x	33.0x	57.3x	47.7x	38.9x
Shutterstock	5,886	7,759	0.8x	0.8x	0.8x	5.0x	3.0x	3.2x	11.7x	8.2x	8.7x	16.2x	8.0x	8.4x
SiriusXM	68,367	172,223	2.0x	2.1x	2.1x	6.9x	6.7x	6.8x	8.9x	9.8x	9.7x	NEG	7.4x	7.2x
Spotify Technology	1,376,975	1,294,134	7.8x	6.6x	5.7x	69.8x	48.1x	35.0x	74.6x	51.2x	37.3x	114.9x	72.3x	49.6x
Storytel	6,925	7,154	1.9x	1.7x	1.5x	13.6x	9.7x	8.0x	24.4x	16.9x	12.6x	29.3x	19.0x	13.2x
Mean			6.6x	5.7x	4.9x	64.0x	22.8x	17.5x	681.1x	52.5x	31.3x	62.5x	38.5x	29.1x
Median			3.0x	3.0x	2.9x	13.6x	8.8x	8.4x	21.1x	13.5x	11.4x	23.9x	14.6x	13.2x

Source: Factset 20250616

We have used a modified version of the rule of 40 regression, where we have changed the cash flow margin for EBITDA margin as a driving factor for the valuation. The value for each company is presented in Appendix I.

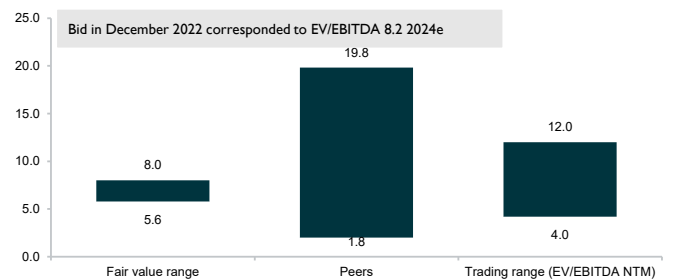
Sleep Cycle has one of the highest R40 scores – the sum of average growth in 2025–26e and average EBITDA (2025–26e) margin – in this peer set. We have excluded Spotify, Duolingo, Netflix and Life360 from the regression due to their different business dynamics and competition.

Rule of 40 (%)



Source: DNB Carnegie (estimates), FactSet (20250616)

Valuation Range EV/EBITDA 26e



Source: DNB Carnegie (estimates) & company data, FactSet

Risks

In this section we present what we consider to be the main risks for Sleep Cycle. This is not intended to be a comprehensive list of the risks that the company may be subject to but rather includes those risks that we consider most relevant. The list is not presented in order of importance.

Currency risk

As Sleep Cycle reports in SEK, has most of its costs in SEK, and most of its revenue in other currencies, there is currency risk. The main currency exposure is USD, EUR, JPY and GBP.

Risks related to product

Sleep Cycle is the market-leading sleep tracker and has a technical advantage versus its competitors with its large database of sleep. There is however a risk that a competitor can catch up and provide a better service.

Risk of 'Sherlocking'

Sherlocking is an expression to describe Apple or another tech giant developing a similar app and integrating it into its own offering. We believe this risk cannot be ignored, even though Apple previously acquired a sleep tracking company in 2017 and then discontinued it in 2022. We believe that Apple and Google will be careful about bundling products due to increased antitrust cases against the tech majors.

Risk of substitutes

Wearables are more expensive than Sleep Cycle but could become cheaper, making them a substitute for Sleep Cycle.

Risk related to cybersecurity

While the Sleep Cycle data is anonymously collected there is still a risk for data leaks. This could lead to loss in subscribers.

Appendix

Valuation	MCAP (sek)	EV (sek)	EV / Sales			EV / EBITDA			EV / EBIT			Price / Earnings		
			LTM	2025	2026	LTM	2025	2026	LTM	2025	2026	LTM	2025	2026
Sleep Cycle	630	482	1.8x	1.8x	1.5x	5.4x	5.9x	5.2x	5.9x	6.8x	6.1x	9.7x	14.6x	13.2x
Bumble	5,127	14,827	1.4x	1.6x	1.6x	5.0x	5.3x	5.8x	6.3x	7.1x	7.5x	NEG	5.4x	6.1x
Chegg	1,371	1,325	0.2x	0.3x	0.4x	2.5x	2.0x	1.8x	--	NEG	NEG	NEG	8.4x	11.4x
Dropbox	77,349	95,705	3.9x	4.0x	4.0x	14.3x	9.0x	8.9x	18.2x	10.4x	10.4x	18.9x	10.9x	10.2x
Duolingo	183,111	173,621	22.5x	18.4x	14.4x	219.0x	65.0x	46.4x	257.2x	152.9x	89.0x	211.2x	144.3x	96.6x
Grindr	41,256	41,601	12.0x	10.0x	8.2x	37.4x	23.1x	19.0x	43.5x	35.0x	27.7x	NEG	47.0x	39.4x
Match Group	73,762	104,028	3.1x	3.1x	3.0x	11.0x	8.6x	8.0x	13.3x	8.6x	8.0x	15.6x	14.8x	12.4x
Life360	45,404	43,714	11.6x	9.8x	8.1x	398.0x	63.4x	41.4x	7767.7x	265.6x	114.7x	NM	82.4x	58.7x
Netflix	5,186,481	5,277,371	13.9x	12.5x	11.1x	20.7x	40.6x	33.8x	50.9x	42.3x	34.9x	60.4x	50.3x	41.1x
Shutterstock	6,342	8,214	0.9x	0.8x	0.8x	5.3x	3.2x	3.3x	12.3x	8.7x	9.2x	17.4x	8.6x	9.0x
SiriusXM	72,153	176,009	2.1x	2.1x	2.1x	7.0x	6.8x	6.9x	9.1x	10.0x	9.9x	NEG	7.8x	7.6x
Spotify Technology	1,456,467	1,372,483	8.3x	7.0x	6.1x	73.8x	50.7x	37.0x	78.9x	53.8x	39.4x	121.2x	76.3x	52.1x
Storytel	6,960	7,188	1.9x	1.7x	1.6x	13.7x	9.7x	8.1x	24.5x	17.0x	12.7x	29.4x	19.1x	13.3x
Mean			6.4x	5.6x	4.8x	62.6x	22.6x	17.4x	690.7x	51.5x	30.8x	60.5x	37.7x	28.6x
Median			3.1x	3.1x	3.0x	13.7x	9.4x	8.5x	21.4x	13.7x	11.5x	24.2x	14.8x	13.2x

Source: Factset 20250616

Margins	Gross Income			EBITDA			EBIT			Net Income		
	LTM	2025	2026	LTM	2025	2026	LTM	2025	2026	LTM	2025	2026
Sleep Cycle	53%	79%	80%	34%	31%	29%	31%	27%	25%	25%	21%	20%
Bumble	64%	70%	70%	28%	30%	28%	22%	22%	-54%	12%	13%	13%
Chegg	67%	62%	64%	8%	17%	21%	-8%	-21%	-17%	-151%	4%	9%
Dropbox	82%	82%	83%	26%	45%	45%	21%	38%	39%	19%	30%	30%
Duolingo	72%	71%	71%	10%	28%	31%	9%	12%	16%	12%	15%	18%
Grindr	70%	75%	74%	32%	43%	43%	28%	29%	30%	-26%	22%	21%
Match Group	67%	72%	72%	28%	36%	37%	24%	36%	37%	16%	17%	18%
Life360	76%	79%	80%	3%	15%	19%	0%	4%	7%	2%	4%	9%
Netflix	47%	48%	49%	67%	31%	33%	27%	29%	32%	23%	25%	26%
Shutterstock	57%	61%	60%	16%	27%	25%	7%	10%	9%	4%	8%	7%
SiriusXM	42%	52%	52%	30%	31%	30%	23%	21%	21%	-19%	12%	12%
Spotify Technology	31%	32%	33%	11%	14%	16%	11%	13%	15%	7%	10%	13%
Storytel	49%	46%	46%	--	18%	19%	8%	10%	12%	6%	7%	10%
Mean	60%	64%	64%	25%	28%	29%	15%	18%	19%	-10%	14%	16%
Median	64%	70%	70%	27%	30%	29%	21%	21%	21%	6%	12%	13%

Source: Factset

2025-06-25

Growth	Sales			EBITDA			EBIT			Net Income		
	LTM	2025	2026	LTM	2025	2026	LTM	2025	2026	LTM	2025	2026
Sleep Cycle	8%	1%	20%	19%	-5%	13%	37%	-8%	12%	33%	-10%	11%
Bumble	-2%	-11%	-3%	35%	-7%	-8%	56%	NM	-4%	NM	NM	9%
Chegg	-20%	-34%	-11%	-61%	-54%	12%	953%	NM	NM	NM	-80%	97%
Dropbox	1%	-3%	0%	10%	4%	1%	19%	3%	0%	-9%	-8%	-1%
Duolingo	39%	33%	27%	330%	47%	40%	494%	91%	72%	112%	65%	55%
Grindr	30%	26%	22%	16%	28%	21%	30%	35%	26%	193%	NM	15%
Match Group	0%	-1%	4%	-5%	0%	7%	-10%	0%	8%	-17%	4%	14%
Life360	27%	20%	22%	-208%	52%	53%	-104%	NM	131%	-141%	NM	130%
Netflix	14%	14%	12%	18%	24%	20%	37%	26%	21%	44%	26%	20%
Shutterstock	10%	8%	0%	19%	8%	-5%	36%	42%	-6%	-59%	116%	-4%
SiriusXM	-4%	-2%	0%	-4%	-4%	-1%	-4%	NM	1%	-228%	NM	3%
Spotify Technology	16%	28%	15%	1135%	85%	37%	164338%	89%	37%	-1149%	75%	47%
Storytel	8%	9%	12%	285%	35%	21%	-140%	54%	33%	-130%	44%	58%
Mean	10%	7%	9%	122%	16%	16%	12749%	37%	28%	-123%	26%	35%
Median	8%	8%	12%	18%	8%	13%	36%	35%	17%	-17%	26%	15%

Source: Factset

2025-06-25



Interim figures

QUARTERLY DATA	2023Q1	2023Q2	2023Q3	2023Q4	2024Q1	2024Q2	2024Q3	2024Q4	2025Q1	2025Q2e	2025Q3e	2025Q4e
Financial Year End	2023-03-31	2023-06-30	2023-09-30	2023-12-31	2024-03-31	2024-06-30	2024-09-30	2024-12-31	2025-03-31	2025-06-30	2025-09-30	2025-12-31
Sales	56	58	61	61	63	65	66	67	65	65	66	68
EBITDA	13	15	23	21	16	23	23	24	18	20	21	21
Adjusted EBITDA	13	20	23	21	16	23	23	24	18	20	21	21
EBITA	12	14	22	14	15	22	22	22	17	19	19	20
Adjusted EBITA	12	19	22	14	15	22	22	22	17	19	19	20
EBIT	11	13	20	13	14	21	21	22	17	17	17	18
Adjusted EBIT	11	17	20	13	14	21	21	22	17	17	17	18
Net Financial Items	0	0	0	0	1	0	0	1	0	0	0	0
EAFI	11	13	21	13	15	21	21	22	17	17	17	18
Pre-Tax Profit	11	13	21	13	15	21	21	22	17	17	17	18
Adjusted Pre-Tax Profit	12	18	21	13	15	21	21	22	17	17	17	18
Net Profit	9	10	17	10	12	17	17	18	14	13	14	14
Adjusted Net Profit	9	15	17	10	12	17	17	18	14	13	14	14
EPS	0.4	0.5	0.8	0.5	0.6	0.8	0.8	0.9	0.7	0.7	0.7	0.7
Adjusted EPS	0.5	0.7	0.8	0.5	0.6	0.8	0.8	0.9	0.7	0.7	0.7	0.7

Source: DNB Carnegie (estimates) & company

Financial statements

Profit & loss (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Sales	93	123	159	183	212	236	262	263	315	367
COGS	-25	-30	-40	-44	-50	-54	-58	-58	-70	-82
Gross profit	68	92	119	139	162	183	204	205	245	285
Other income & costs	-31	-39	-62	-127	-114	-111	-118	-124	-153	-177
Share in ass. operations and JV	0	0	0	0	0	0	0	0	0	0
EBITDA	37	53	57	12	48	71	86	82	92	108
Depreciation PPE	0	0	0	0	0	-1	0	-2	-2	-2
Depreciation lease assets	-1	-1	0	-2	-3	-4	-3	-4	-5	-5
Amortisation development costs	0	0	0	0	-2	-4	-5	-6	-6	-6
Amortisation other intangibles	0	0	0	0	0	0	0	0	0	0
Impairments / writedowns	0	0	0	0	0	-6	0	0	0	0
EBITA	36	52	56	10	43	57	77	71	79	95
Amortization acquisition related	0	0	0	0	0	0	0	0	0	0
Impairment acquisition related	0	0	0	0	0	0	0	0	0	0
EBIT	36	52	56	10	43	57	77	71	79	95
Share in ass. operations and JV	0	0	0	0	0	0	0	0	0	0
Net financial items	0	0	0	0	0	2	2	0	0	0
of which interest income/expenses	0	0	0	0	0	0	2	0	0	0
of which interest on lease liabilities	0	0	0	0	0	-1	0	0	0	0
of which other items	0	0	0	0	0	3	0	0	0	0
Pre-tax profit	36	52	56	10	43	58	79	71	79	95
Taxes	-9	-10	-12	-2	-9	-12	-17	-15	-17	-18
Post-tax minorities interest	0	0	0	0	0	0	0	0	0	0
Discontinued operations	0	0	0	0	0	0	0	0	0	0
Net profit	27	42	44	8	34	46	63	56	62	77
Adjusted EBITDA	37	53	64	38	51	76	91	82	92	108
Adjusted EBITA	36	52	64	36	46	68	83	71	79	95
Adjusted EBIT	36	52	64	36	46	68	83	71	79	95
Adjusted net profit	27	42	50	29	36	55	67	56	62	77
Sales growth Y/Y	+chg	31.5%	30.0%	14.7%	15.9%	11.4%	10.7%	0.7%	19.6%	16.5%
EBITDA growth Y/Y	+chg	43.0%	7.8%	-78.2%	289.3%	48.0%	20.0%	-4.6%	12.9%	17.0%
EBITA growth Y/Y	+chg	44.0%	8.2%	-81.6%	315.6%	32.0%	35.9%	-8.2%	12.2%	19.8%
EBIT growth Y/Y	+chg	44.0%	8.2%	-81.6%	315.6%	32.0%	35.9%	-8.2%	12.2%	19.8%
EBITDA margin	39.6%	43.0%	35.7%	6.8%	22.7%	30.2%	32.7%	31.0%	29.3%	29.4%
EBITA margin	38.7%	42.4%	35.3%	5.6%	20.2%	24.0%	29.4%	26.8%	25.1%	25.8%
EBIT margin	38.7%	42.4%	35.3%	5.6%	20.2%	24.0%	29.4%	26.8%	25.1%	25.8%
Tax rate	25.9%	19.8%	21.5%	20.9%	20.7%	20.8%	20.9%	20.5%	21.0%	19.0%
Cash flow (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
EBITDA	37	53	57	12	48	71	86	82	92	108
Paid taxes	-6	-12	-22	4	-6	-12	-14	-12	-14	-15
Change in NWC	22	14	12	4	18	-9	-10	5	18	8
Interests paid	0	0	0	0	0	3	2	0	0	0
Actual lease payments	-1	-1	0	-1	-3	-5	-4	-1	-1	0
Discontinued operations	0	0	0	0	0	0	0	0	0	0
Total operating activities	52	54	46	19	57	48	59	74	95	100
Capex tangible assets	0	0	0	-1	-1	-2	-1	-2	-2	-2
Capitalised development costs	0	0	0	-5	-7	-5	-3	-9	-10	-9
Capex - other intangible assets	0	0	0	0	0	0	0	0	0	0
Acquisitions/divestments	0	3	0	0	0	0	0	0	0	0
Other non-cash adjustments	0	0	0	0	0	0	0	0	0	0
Total investing activities	0	3	0	-6	-8	-7	-4	-11	-12	-11
Dividend paid and received	-23	-43	-51	0	0	-142	-47	-61	-25	-28
Share issues & buybacks	0	0	0	100	17	0	0	0	0	0
Change in bank debt	0	0	0	0	0	0	0	0	0	0
Other cash flow items	0	1	1	0	0	0	2	0	0	0
Total financing activities	-23	-42	-51	100	17	-142	-44	-61	-25	-28
Operating cash flow	52	54	46	19	57	48	59	74	95	100
Free cash flow	51	53	45	11	47	40	54	62	83	89
Net cash flow	29	15	-5	112	67	-100	11	2	58	61
Change in net IB debt	29	15	-6	111	62	-100	12	0	56	59
Capex / Sales	0.3%	0.1%	0.0%	0.5%	0.4%	0.7%	0.3%	0.8%	0.6%	0.5%
NWC / Sales	-21.7%	-37.4%	-35.8%	-35.6%	-37.2%	-36.4%	-29.3%	-28.3%	-27.3%	-26.9%

Source: DNB Carnegie (estimates) & company data

Financial statements, cont.

Balance sheet (SEK m)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Acquired intangible assets	0	0	0	0	0	0	0	0	0	0
Other fixed intangible assets	0	0	0	0	0	0	0	0	0	0
Capitalised development	0	0	0	5	10	4	5	8	12	15
Tangible assets	0	0	0	1	1	2	2	3	3	3
Lease assets	2	1	1	2	4	16	11	9	6	3
Other IB assets (1)	0	0	0	0	0	0	0	0	0	0
Other non-IB assets	9	12	0	0	0	0	0	0	0	0
Fixed assets	11	14	1	8	15	23	18	20	21	21
Inventories (2)	0	0	0	0	0	0	0	0	0	0
Receivables (2)	1	1	2	24	23	41	41	43	52	59
Prepaid exp. & other NWC items (2)	22	34	39	26	28	31	31	34	41	51
IB current assets (1)	0	0	0	0	0	0	0	0	0	0
Other current assets	0	0	10	5	3	2	1	2	2	2
Cash & cash equivalents (1)	50	58	53	166	233	133	145	146	204	265
Current assets	73	93	103	220	287	208	219	226	299	377
Total assets	84	107	105	228	303	231	236	246	320	398
Shareholders' equity	7	7	0	109	157	61	79	75	112	161
Minorities	0	0	0	0	0	0	0	0	0	0
Other equity	0	0	0	0	0	0	0	0	0	0
Total equity	7	7	0	109	157	61	79	75	112	161
Deferred tax	0	0	0	0	0	0	1	3	5	8
LT IB debt (1)	0	0	0	0	0	0	0	0	0	0
Other IB provisions (1)	0	0	0	0	0	0	0	0	0	0
Lease liabilities	1	1	1	2	4	16	12	13	14	17
Other non-IB liabilities	0	0	0	0	0	0	0	0	0	0
LT liabilities	1	1	1	2	4	16	12	16	19	24
ST IB debt (1)	0	0	0	0	0	0	0	0	0	0
Payables (2)	3	1	7	10	14	14	15	14	18	21
Accrued exp. & other NWC items (2)	61	85	97	107	128	140	130	140	170	192
Other ST non-IB liabilities	12	13	0	0	0	0	0	0	0	0
Liabilities - assets held for sale	0	0	0	0	0	0	0	0	0	0
Current liabilities	76	99	104	116	142	154	145	155	188	213
Total equity and liabilities	84	107	105	228	303	231	236	246	320	398
Net IB debt (=1)	-48	-57	-52	-163	-229	-118	-133	-133	-190	-249
Net working capital (NWC) (=2)	-41	-51	-63	-67	-90	-81	-72	-77	-95	-103
Capital employed (CE)	0	-4	1	111	161	77	92	91	132	185
Capital invested (CI)	-38	-49	-62	-64	-85	-63	-59	-65	-86	-97
Equity / Total assets	9%	6%	0%	48%	52%	26%	34%	31%	35%	40%
Net IB debt / EBITDA	-1.3	-1.1	-0.9	-13.2	-4.8	-1.6	-1.6	-1.6	-2.1	-2.3
Per share data (SEK)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Adj. no. of shares in issue YE (m)	0.15	18.00	18.00	19.43	20.28	20.28	20.28	20.28	20.28	20.28
Diluted no. of Shares YE (m)	0.15	18.00	18.00	20.28	20.28	20.28	20.28	20.28	20.28	20.28
EPS	177.9	4.59	2.45	0.40	1.67	2.27	3.09	2.77	3.08	3.78
EPS adj.	177.9	4.59	2.77	1.42	1.78	2.71	3.31	2.77	3.08	3.78
CEPS	180.0	4.62	2.46	0.43	1.80	2.82	3.31	3.28	3.69	4.43
DPS	288.9	342.9	0.00	0.00	7.00	1.02	3.00	1.25	1.38	1.70
BVPS	47.9	0.39	0.01	5.61	7.72	3.01	3.92	3.72	5.55	7.94
Performance measures	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
ROE	742.4%	589.9%	1248.2%	14.9%	25.5%	42.4%	89.1%	72.6%	66.4%	56.1%
Adj. ROCE pre-tax	na	-2387.1%	-3765.2%	64.7%	33.6%	58.4%	101.5%	77.6%	71.0%	59.7%
Adj. ROIC after-tax	na	-95.5%	-90.1%	-45.9%	-48.7%	-72.5%	-106.8%	-90.2%	-82.6%	-84.0%
Valuation	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
FCF yield	8.1%	8.4%	7.2%	1.8%	7.4%	6.3%	8.5%	9.8%	13.1%	14.2%
Dividend yield YE	na	na	na	0.0%	16.2%	2.7%	8.0%	4.0%	4.5%	5.5%
Dividend payout ratio	162.4%	7472.8%	0.0%	0.0%	418.7%	45.0%	97.2%	45.0%	45.0%	45.0%
Dividend + buy backs yield YE	na	na	na	0.0%	16.2%	6.0%	8.0%	4.0%	4.5%	0.0%
EV/Sales YE	na	na	na	6.20	3.05	2.82	2.40	1.89	1.40	1.04
EV/EBITDA YE	na	na	na	>50	13.4	9.3	7.4	6.1	4.8	3.5
EV/EBITA YE	na	na	na	>50	15.1	11.7	8.2	7.0	5.6	4.0
EV/EBITA adj. YE	na	na	na	31.2	14.2	9.8	7.6	7.0	5.6	4.0
EV/EBIT YE	na	na	na	>50	15.1	11.7	8.2	7.0	5.6	4.0
P/E YE	na	na	na	>50	25.8	17.0	12.2	11.2	10.1	8.2
P/E adj. YE	na	na	na	45.2	24.2	14.3	11.4	11.2	10.1	8.2
P/BV YE	na	na	na	11.42	5.60	12.83	9.60	8.35	5.60	3.91
Share price YE (SEK)				64.0	43.2	38.6	37.6	31.1		

Source: DNB Carnegie (estimates) & company data

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