

# Einhell Germany AG

## Germany - Consumer Goods



HAUCK  
AUFHÄUSER  
INVESTMENT BANKING

**Buy** (old: Buy)

**Price target: EUR 270.00** (old: EUR 250.00)

**Price:** EUR 216.00    **Next result:** Final Q4 21 tbc  
**Bloomberg:** EIN3 GR    **Market cap:** EUR 811.5 m  
**Reuters:** EING\_p.DE    **Enterprise Value:** EUR 849.0 m

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### PXC platform drives sustained market share gains, Est. & PT up

**Einhell once again released excellent Q4 prelims**, underpinning dynamic market share gains in the DIY and semi-professional power and garden tool segment on the back of its Power-X-Change platform.

**In FY 21, sales grew by an impressive 27% yoy to € 921m**, topping an already strong 20% comparable base. In Q4, this implies sales growth of 20% yoy to € 234m, strongly beating expectations (eH&A: € 214m, eCons: € 200m). This performance is remarkable given that growth even accelerated sequentially vs Q3 (18.7% yoy) despite a higher comp. Moreover, even though positive cocooning effects faded since Q3, **Einhell was able to accelerate growth on a 2-year stack in H2**. In our view, this fully underpins that the company is gaining dynamic market share on the back of its PXC platform (>200 devices), which enables customers to use different power and garden tools with a single battery.

While the company did not yet report on profitability, the sound top-line performance should have fuelled dynamic bottom-line growth. We therefore continue to see **upside to Einhell's EBT guidance of 8.5% EBT margin** (FY 21, eH&A: 8.8%, eCons: 8.4%), which implies an 8.3% EBT margin in Q4 (eH&A: 10.0%). Apart from operating leverage and positive mix effects, Einhell should be able to pass on input cost inflation to customers, in our view.

With that, **Einhell provided an initial 2022 outlook, which also arrived ahead of expectations**. Sales are seen to rise by 5-10% yoy (eH&A new: 8.0% yoy, eCons: 2.8% yoy) with an EBT margin of 8.5% (eH&A new: 8.5%, eCons: 8.3%). This early in the year and in light of uncertainty regarding COVID variants and supply-chain constraints, the new guidance should be seen as a strong sign of confidence. Solid visibility should also be the result of Einhell's conservative working capital approach, as the company now has **sufficient inventory to cater strong demand**.

Overall, Einhell's excellent Q4 prelims and 2022 outlook fully underpin our investment case. Valuation remains attractive, trading at only **13x PER 22E** despite dynamic top- and bottom-line growth. **Action:** Estimates are lifted to reflect faster than expected market share gains and operating leverage. **BUY, new PT € 270.00 (old: € 250.00), based on DCF** (8.5% TY EBIT margin, 2% LT growth).

Y/E 31.12 (EUR m)	2017	2018	2019	2020	2021P	2022E	2023E
Sales	553.4	577.9	605.7	724.7	920.3	994.0	1,061.6
Sales growth	14 %	4 %	5 %	20 %	27 %	8 %	7 %
EBITDA	43.8	43.5	43.5	68.6	96.6	101.4	110.4
EBIT	38.5	38.7	35.0	59.0	84.4	88.2	95.3
Net income	21.2	25.9	24.3	41.2	60.0	62.6	67.6
Net debt	9.1	35.2	1.2	-2.3	25.9	1.2	-42.3
Net gearing	5.2 %	18.2 %	0.6 %	-1.0 %	7.9 %	0.3 %	-9.8 %
Net Debt/EBITDA	0.2	0.8	0.0	0.0	0.3	0.0	0.0
EPS pro forma	12.65	15.40	6.44	10.92	15.89	16.58	17.92
CPS	-7.74	-12.49	19.73	9.02	-9.56	16.77	26.07
DPS	1.20	1.40	1.40	2.20	2.80	3.00	3.30
Dividend yield	0.6 %	0.7 %	0.7 %	1.0 %	1.3 %	1.4 %	1.5 %
Gross profit margin	34.6 %	34.2 %	34.1 %	35.9 %	36.2 %	36.3 %	36.5 %
EBITDA margin	7.9 %	7.5 %	7.2 %	9.5 %	10.5 %	10.2 %	10.4 %
EBIT margin	7.0 %	6.7 %	5.8 %	8.1 %	9.2 %	8.9 %	9.0 %
ROCE	30.8 %	14.9 %	13.3 %	22.2 %	25.8 %	22.3 %	21.2 %
EV/sales	1.4	1.3	1.4	1.1	0.9	0.8	0.7
EV/EBITDA	17.1	17.8	18.8	11.9	8.8	8.1	7.1
EV/EBIT	19.4	20.0	23.3	13.9	10.1	9.4	8.2
PER	17.0	14.0	33.4	19.7	13.5	13.0	12.0
Adjusted FCF yield	3.4 %	3.4 %	2.5 %	4.4 %	6.9 %	7.3 %	8.5 %

Source: Company data, Hauck Aufhäuser Investment Banking Close price as of: 13.01.2022



Source: Company data, Hauck Aufhäuser Investment Banking

**High/low 52 weeks:** 218.00 / 99.20  
**Price/Book Ratio:** 2.3  
**Relative performance (SDAX):**  
 3 months 28.6 %  
 6 months 17.8 %  
 12 months 94.0 %

#### Changes in estimates

		Sales	EBIT	EPS
2021	old:	898.6	79.7	14.99
	Δ	2.4%	5.9%	6.0%
2022	old:	930.0	78.8	14.79
	Δ	6.9%	11.9%	12.1%
2023	old:	976.6	85.7	16.10
	Δ	8.7%	11.2%	11.3%

#### Key share data:

Number of shares: (in m pcs) 3.8  
 Authorised capital: (in € m) -  
 Book value per share: (in €) 86.5  
 Ø trading volume: (12 months) 2,600

#### Major shareholders:

Free float (Preference shares) 100.0 %  
 Thannhuber AG (Ordinary shares) 93.0 %  
 Others (Ordinary shares) 7.0 %

#### Company description:

Leading provider of power tools in the DIY and semi-professional market

## Financials

Profit and loss (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
<b>Net sales</b>	<b>553.4</b>	<b>577.9</b>	<b>605.7</b>	<b>724.7</b>	<b>920.3</b>	<b>994.0</b>	<b>1,061.6</b>
<i>Sales growth</i>	13.6 %	4.4 %	4.8 %	19.6 %	27.0 %	8.0 %	6.8 %
Increase/decrease in finished goods and work-in-process	0.0	0.3	0.2	1.0	1.3	1.4	1.5
<b>Total sales</b>	<b>553.4</b>	<b>578.2</b>	<b>605.9</b>	<b>725.7</b>	<b>921.7</b>	<b>995.4</b>	<b>1,063.1</b>
Other operating income	7.8	11.0	6.9	8.9	11.0	11.9	12.7
Material expenses	361.9	380.2	399.3	464.8	587.6	633.6	674.5
Personnel expenses	72.4	76.5	78.5	92.1	107.7	118.3	126.3
Other operating expenses	83.1	88.9	91.5	109.1	140.8	154.1	164.5
Total operating expenses	509.6	534.7	562.4	657.1	825.0	894.0	952.7
<b>EBITDA</b>	<b>43.8</b>	<b>43.5</b>	<b>43.5</b>	<b>68.6</b>	<b>96.6</b>	<b>101.4</b>	<b>110.4</b>
Depreciation	5.2	4.8	8.4	9.6	12.2	13.2	15.2
<b>EBITA</b>	<b>38.5</b>	<b>38.7</b>	<b>35.0</b>	<b>59.0</b>	<b>84.4</b>	<b>88.2</b>	<b>95.3</b>
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Impairment charges	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBIT (inc revaluation net)</b>	<b>38.5</b>	<b>38.7</b>	<b>35.0</b>	<b>59.0</b>	<b>84.4</b>	<b>88.2</b>	<b>95.3</b>
Interest income	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interest expenses	2.8	2.7	2.5	2.6	3.4	3.6	3.9
Other financial result	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial result	-2.8	-2.7	-2.5	-2.6	-3.4	-3.6	-3.9
<b>Recurring pretax income from continuing operations</b>	<b>35.7</b>	<b>36.0</b>	<b>32.5</b>	<b>56.4</b>	<b>81.1</b>	<b>84.6</b>	<b>91.4</b>
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Earnings before taxes</b>	<b>35.7</b>	<b>36.0</b>	<b>32.5</b>	<b>56.4</b>	<b>81.1</b>	<b>84.6</b>	<b>91.4</b>
Taxes	14.2	9.8	7.9	14.6	21.1	22.0	23.8
<b>Net income from continuing operations</b>	<b>21.6</b>	<b>26.1</b>	<b>24.6</b>	<b>41.8</b>	<b>60.0</b>	<b>62.6</b>	<b>67.6</b>
Result from discontinued operations (net of tax)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net income</b>	<b>21.6</b>	<b>26.1</b>	<b>24.6</b>	<b>41.8</b>	<b>60.0</b>	<b>62.6</b>	<b>67.6</b>
Minority interest	0.3	0.3	0.3	0.6	0.0	0.0	0.0
<b>Net profit (reported)</b>	<b>21.2</b>	<b>25.9</b>	<b>24.3</b>	<b>41.2</b>	<b>60.0</b>	<b>62.6</b>	<b>67.6</b>
Average number of shares	1.7	1.7	3.8	3.8	3.8	3.8	3.8
<b>EPS reported</b>	<b>12.65</b>	<b>15.40</b>	<b>6.44</b>	<b>10.92</b>	<b>15.89</b>	<b>16.58</b>	<b>17.92</b>

Profit and loss (common size)	2017	2018	2019	2020	2021E	2022E	2023E
<b>Net sales</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>
Increase/decrease in finished goods and work-in-process	0.0 %	0.0 %	0.0 %	0.1 %	0.1 %	0.1 %	0.1 %
<b>Total sales</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.1 %</b>	<b>100.1 %</b>	<b>100.1 %</b>	<b>100.1 %</b>
Other operating income	1.4 %	1.9 %	1.1 %	1.2 %	1.2 %	1.2 %	1.2 %
Material expenses	65.4 %	65.8 %	65.9 %	64.1 %	63.8 %	63.7 %	63.5 %
Personnel expenses	13.1 %	13.2 %	13.0 %	12.7 %	11.7 %	11.9 %	11.9 %
Other operating expenses	15.0 %	15.4 %	15.1 %	15.1 %	15.3 %	15.5 %	15.5 %
Total operating expenses	92.1 %	92.5 %	92.9 %	90.7 %	89.6 %	89.9 %	89.7 %
<b>EBITDA</b>	<b>7.9 %</b>	<b>7.5 %</b>	<b>7.2 %</b>	<b>9.5 %</b>	<b>10.5 %</b>	<b>10.2 %</b>	<b>10.4 %</b>
Depreciation	0.9 %	0.8 %	1.4 %	1.3 %	1.3 %	1.3 %	1.4 %
<b>EBITA</b>	<b>7.0 %</b>	<b>6.7 %</b>	<b>5.8 %</b>	<b>8.1 %</b>	<b>9.2 %</b>	<b>8.9 %</b>	<b>9.0 %</b>
Amortisation of goodwill	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Impairment charges	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>EBIT (inc revaluation net)</b>	<b>7.0 %</b>	<b>6.7 %</b>	<b>5.8 %</b>	<b>8.1 %</b>	<b>9.2 %</b>	<b>8.9 %</b>	<b>9.0 %</b>
Interest income	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Interest expenses	0.5 %	0.5 %	0.4 %	0.4 %	0.4 %	0.4 %	0.4 %
Other financial result	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Financial result	neg.	neg.	neg.	neg.	neg.	neg.	neg.
<b>Recurring pretax income from continuing operations</b>	<b>6.5 %</b>	<b>6.2 %</b>	<b>5.4 %</b>	<b>7.8 %</b>	<b>8.8 %</b>	<b>8.5 %</b>	<b>8.6 %</b>
Extraordinary income/loss	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Earnings before taxes</b>	<b>6.5 %</b>	<b>6.2 %</b>	<b>5.4 %</b>	<b>7.8 %</b>	<b>8.8 %</b>	<b>8.5 %</b>	<b>8.6 %</b>
Tax rate	39.7 %	27.3 %	24.4 %	25.8 %	26.0 %	26.0 %	26.0 %
<b>Net income from continuing operations</b>	<b>3.9 %</b>	<b>4.5 %</b>	<b>4.1 %</b>	<b>5.8 %</b>	<b>6.5 %</b>	<b>6.3 %</b>	<b>6.4 %</b>
Income from discontinued operations (net of tax)	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Net income</b>	<b>3.9 %</b>	<b>4.5 %</b>	<b>4.1 %</b>	<b>5.8 %</b>	<b>6.5 %</b>	<b>6.3 %</b>	<b>6.4 %</b>
Minority interest	0.1 %	0.0 %	0.0 %	0.1 %	0.0 %	0.0 %	0.0 %
<b>Net profit (reported)</b>	<b>3.8 %</b>	<b>4.5 %</b>	<b>4.0 %</b>	<b>5.7 %</b>	<b>6.5 %</b>	<b>6.3 %</b>	<b>6.4 %</b>

Source: Company data, Hauck Aufhäuser Investment Banking

Balance sheet (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
<b>Intangible assets</b>	<b>17.9</b>	<b>16.5</b>	<b>17.7</b>	<b>19.8</b>	<b>25.2</b>	<b>27.2</b>	<b>29.0</b>
Property, plant and equipment	22.1	25.9	36.2	46.2	58.6	63.3	67.6
Financial assets	0.7	1.0	0.8	0.9	1.2	1.2	1.3
<b>FIXED ASSETS</b>	<b>40.7</b>	<b>43.4</b>	<b>54.7</b>	<b>66.9</b>	<b>85.0</b>	<b>91.8</b>	<b>98.0</b>
Inventories	180.1	188.5	173.3	194.8	296.9	310.6	312.2
Accounts receivable	82.3	88.1	92.9	119.2	143.7	155.2	162.9
Other current assets	26.7	28.5	40.5	52.5	66.7	72.0	76.9
Liquid assets	14.4	14.1	25.7	32.1	5.8	30.5	74.0
Deferred taxes	9.7	10.4	10.2	13.0	16.5	17.8	19.0
Deferred charges and prepaid expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>CURRENT ASSETS</b>	<b>313.3</b>	<b>329.7</b>	<b>342.7</b>	<b>411.5</b>	<b>529.6</b>	<b>586.2</b>	<b>645.0</b>
<b>TOTAL ASSETS</b>	<b>354.0</b>	<b>373.1</b>	<b>397.4</b>	<b>478.4</b>	<b>614.5</b>	<b>677.9</b>	<b>743.0</b>
SHAREHOLDERS EQUITY	176.6	193.4	213.0	243.0	326.6	377.7	433.3
MINORITY INTEREST	2.0	2.1	1.9	2.4	0.0	0.0	0.0
Long-term debt	1.1	27.7	24.6	26.4	26.4	26.4	26.4
Provisions for pensions and similar obligations	17.0	15.1	5.3	9.1	11.6	12.5	13.4
Other provisions	21.8	19.1	0.0	0.0	0.0	0.0	0.0
<b>Non-current liabilities</b>	<b>39.9</b>	<b>61.9</b>	<b>29.9</b>	<b>35.5</b>	<b>38.0</b>	<b>38.9</b>	<b>39.8</b>
short-term liabilities to banks	22.4	21.6	2.4	3.4	5.3	5.3	5.3
Accounts payable	85.4	68.5	78.2	96.8	146.2	149.8	151.2
Advance payments received on orders	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other liabilities (incl. from lease and rental contracts)	24.4	22.4	68.5	93.4	93.4	100.9	107.7
Deferred taxes	3.1	3.1	3.6	3.9	5.0	5.4	5.7
Deferred income	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Current liabilities</b>	<b>135.4</b>	<b>115.6</b>	<b>152.7</b>	<b>197.5</b>	<b>249.9</b>	<b>261.3</b>	<b>270.0</b>
<b>TOTAL LIABILITIES AND SHAREHOLDERS EQUITY</b>	<b>354.0</b>	<b>373.1</b>	<b>397.4</b>	<b>478.4</b>	<b>614.5</b>	<b>677.9</b>	<b>743.0</b>

Balance sheet (common size)	2017	2018	2019	2020	2021E	2022E	2023E
<b>Intangible assets</b>	<b>5.0 %</b>	<b>4.4 %</b>	<b>4.4 %</b>	<b>4.1 %</b>	<b>4.1 %</b>	<b>4.0 %</b>	<b>3.9 %</b>
Property, plant and equipment	6.2 %	7.0 %	9.1 %	9.6 %	9.5 %	9.3 %	9.1 %
Financial assets	0.2 %	0.3 %	0.2 %	0.2 %	0.2 %	0.2 %	0.2 %
<b>FIXED ASSETS</b>	<b>11.5 %</b>	<b>11.6 %</b>	<b>13.8 %</b>	<b>14.0 %</b>	<b>13.8 %</b>	<b>13.5 %</b>	<b>13.2 %</b>
Inventories	50.9 %	50.5 %	43.6 %	40.7 %	48.3 %	45.8 %	42.0 %
Accounts receivable	23.2 %	23.6 %	23.4 %	24.9 %	23.4 %	22.9 %	21.9 %
Other current assets	7.5 %	7.6 %	10.2 %	11.0 %	10.8 %	10.6 %	10.3 %
Liquid assets	4.1 %	3.8 %	6.5 %	6.7 %	0.9 %	4.5 %	10.0 %
Deferred taxes	2.8 %	2.8 %	2.6 %	2.7 %	2.7 %	2.6 %	2.6 %
Deferred charges and prepaid expenses	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>CURRENT ASSETS</b>	<b>88.5 %</b>	<b>88.4 %</b>	<b>86.2 %</b>	<b>86.0 %</b>	<b>86.2 %</b>	<b>86.5 %</b>	<b>86.8 %</b>
<b>TOTAL ASSETS</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>
SHAREHOLDERS EQUITY	49.9 %	51.8 %	53.6 %	50.8 %	53.2 %	55.7 %	58.3 %
MINORITY INTEREST	0.6 %	0.6 %	0.5 %	0.5 %	0.0 %	0.0 %	0.0 %
Long-term debt	0.3 %	7.4 %	6.2 %	5.5 %	4.3 %	3.9 %	3.5 %
Provisions for pensions and similar obligations	4.8 %	4.0 %	1.3 %	1.9 %	1.9 %	1.8 %	1.8 %
Other provisions	6.2 %	5.1 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Non-current liabilities</b>	<b>11.3 %</b>	<b>16.6 %</b>	<b>7.5 %</b>	<b>7.4 %</b>	<b>6.2 %</b>	<b>5.7 %</b>	<b>5.4 %</b>
short-term liabilities to banks	6.3 %	5.8 %	0.6 %	0.7 %	0.9 %	0.8 %	0.7 %
Accounts payable	24.1 %	18.4 %	19.7 %	20.2 %	23.8 %	22.1 %	20.4 %
Advance payments received on orders	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other liabilities (incl. from lease and rental contracts)	6.9 %	6.0 %	17.2 %	19.5 %	15.2 %	14.9 %	14.5 %
Deferred taxes	0.9 %	0.8 %	0.9 %	0.8 %	0.8 %	0.8 %	0.8 %
Deferred income	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Current liabilities</b>	<b>38.3 %</b>	<b>31.0 %</b>	<b>38.4 %</b>	<b>41.3 %</b>	<b>40.7 %</b>	<b>38.5 %</b>	<b>36.3 %</b>
<b>TOTAL LIABILITIES AND SHAREHOLDERS EQUITY</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>

Source: Company data, Hauck Aufhäuser Investment Banking

Cash flow statement (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
Net profit/loss	21.6	26.1	24.6	41.8	60.0	62.6	67.6
Depreciation of fixed assets (incl. leases)	5.2	4.8	8.4	9.6	12.2	13.2	15.2
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	16.7	9.2	-2.1	21.8	2.5	0.9	0.9
Cash flow from operations before changes in w/c	45.4	17.4	35.8	65.5	74.7	76.7	83.6
Increase/decrease in inventory	-56.4	-8.4	15.2	-21.4	-102.1	-13.7	-1.6
Increase/decrease in accounts receivable	-16.9	-5.8	-4.7	-26.3	-24.5	-11.5	-7.6
Increase/decrease in accounts payable	18.7	-17.0	9.7	18.6	49.4	3.5	1.5
Increase/decrease in other working capital positions	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase/decrease in working capital	-54.6	-31.2	20.2	-29.2	-77.2	-21.7	-7.8
<b>Cash flow from operating activities</b>	<b>-9.2</b>	<b>-13.8</b>	<b>56.0</b>	<b>36.3</b>	<b>-2.5</b>	<b>55.0</b>	<b>75.8</b>
CAPEX	6.4	8.0	14.7	17.4	17.5	19.9	21.2
Payments for acquisitions	8.1	0.7	0.0	0.3	0.0	0.0	0.0
Financial investments	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	-0.5	0.6	0.8	0.0	0.0	0.0	0.0
<b>Cash flow from investing activities</b>	<b>-14.9</b>	<b>-8.3</b>	<b>-13.8</b>	<b>-17.7</b>	<b>-17.5</b>	<b>-19.9</b>	<b>-21.2</b>
Cash flow before financing	-24.1	-22.1	42.2	18.6	-20.0	35.1	54.6
Increase/decrease in debt position	-10.4	25.8	-22.4	2.8	1.9	0.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dividends paid	3.1	4.6	5.8	5.5	8.2	10.4	11.2
Others	0.0	0.8	-3.1	-7.9	0.0	0.0	0.0
Effects of exchange rate changes on cash	-2.7	-0.2	0.7	-1.6	0.0	0.0	0.0
<b>Cash flow from financing activities</b>	<b>-13.5</b>	<b>22.0</b>	<b>-31.3</b>	<b>-10.6</b>	<b>-6.3</b>	<b>-10.4</b>	<b>-11.2</b>
Increase/decrease in liquid assets	-40.3	-0.3	11.6	6.4	-26.3	24.7	43.5
<b>Liquid assets at end of period</b>	<b>14.4</b>	<b>14.1</b>	<b>25.7</b>	<b>32.1</b>	<b>5.8</b>	<b>30.5</b>	<b>74.0</b>

Source: Company data, Hauck Aufhäuser Investment Banking

Regional split (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
Domestic	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of Europe	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
NAFTA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Asia Pacific	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Rest of world	0.0	0.0	0.0	0.0	0.0	0.0	0.0
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>TTL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
yoy change	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Source: Company data, Hauck Aufhäuser Investment Banking

Key ratios (EUR m)	2017	2018	2019	2020	2021E	2022E	2023E
<b>P&amp;L growth analysis</b>							
Sales growth	13.6 %	4.4 %	4.8 %	19.6 %	27.0 %	8.0 %	6.8 %
EBITDA growth	62.2 %	-0.6 %	-0.1 %	57.9 %	40.8 %	4.9 %	8.9 %
EBIT growth	87.7 %	0.4 %	-9.4 %	68.4 %	43.1 %	4.5 %	8.0 %
EPS growth	127.4 %	21.8 %	-58.2 %	69.4 %	45.6 %	4.3 %	8.1 %
<b>Efficiency</b>							
Total operating costs / sales	92.1 %	92.5 %	92.9 %	90.7 %	89.6 %	89.9 %	89.7 %
Sales per employee	n/a	n/a	n/a	n/a	n/a	n/a	n/a
EBITDA per employee	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Balance sheet analysis</b>							
Avg. working capital / sales	19.4 %	33.3 %	32.7 %	28.0 %	27.8 %	30.7 %	30.1 %
Inventory turnover (sales/inventory)	3.1	3.1	3.5	3.7	3.1	3.2	3.4
Trade debtors in days of sales	54.3	55.7	56.0	60.0	57.0	57.0	56.0
A/P turnover [(A/P*365)/sales]	56.4	43.3	47.1	48.8	58.0	55.0	52.0
Cash conversion cycle (days)	149.8	170.9	142.9	137.0	150.6	149.7	143.1
<b>Cash flow analysis</b>							
Free cash flow	-15.5	-21.8	41.3	18.9	-20.0	35.1	54.6
Free cash flow/sales	-2.8 %	-3.8 %	6.8 %	2.6 %	-2.2 %	3.5 %	5.1 %
FCF / net profit	neg.	neg.	170.0 %	45.9 %	neg.	56.1 %	80.8 %
Capex / depre	121.1 %	169.4 %	174.3 %	181.0 %	143.2 %	150.6 %	140.1 %
Capex / maintenance capex	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Capex / sales	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Security</b>							
Net debt	9.1	35.2	1.2	-2.3	25.9	1.2	-42.3
Net Debt/EBITDA	0.2	0.8	0.0	0.0	0.3	0.0	0.0
Net debt / equity	0.1	0.2	0.0	neg.	0.1	0.0	neg.
Interest cover	13.8	14.3	13.8	22.3	25.2	24.3	24.6
Dividend payout ratio	14.6 %	17.8 %	23.8 %	13.4 %	13.7 %	16.6 %	16.5 %
<b>Asset utilisation</b>							
Capital employed turnover	2.3	2.1	2.5	2.5	2.5	2.4	2.2
Operating assets turnover	2.8	2.5	2.7	2.8	2.6	2.6	2.7
Plant turnover	25.0	22.3	16.7	15.7	15.7	15.7	15.7
Inventory turnover (sales/inventory)	3.1	3.1	3.5	3.7	3.1	3.2	3.4
<b>Returns</b>							
ROCE	30.8 %	14.9 %	13.3 %	22.2 %	25.8 %	22.3 %	21.2 %
ROE	12.0 %	13.4 %	11.4 %	17.0 %	18.4 %	16.6 %	15.6 %
<b>Other</b>							
Interest paid / avg. debt	11.8 %	7.4 %	6.7 %	9.3 %	10.9 %	11.4 %	12.2 %
No. employees (average)	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Number of shares	1.7	1.7	3.8	3.8	3.8	3.8	3.8
DPS	1.2	1.4	1.4	2.2	2.8	3.0	3.3
EPS reported	12.65	15.40	6.44	10.92	15.89	16.58	17.92
<b>Valuation ratios</b>							
P/BV	2.0	1.9	3.8	3.3	2.5	2.1	1.9
EV/sales	1.4	1.3	1.4	1.1	0.9	0.8	0.7
EV/EBITDA	17.1	17.8	18.8	11.9	8.8	8.1	7.1
EV/EBITA	19.4	20.0	23.3	13.9	10.1	9.4	8.2
EV/EBIT	19.4	20.0	23.3	13.9	10.1	9.4	8.2
EV/FCF	-48.2	-35.5	19.8	43.3	-42.4	23.5	14.3
Adjusted FCF yield	3.4 %	3.4 %	2.5 %	4.4 %	6.9 %	7.3 %	8.5 %
Dividend yield	0.6 %	0.7 %	0.7 %	1.0 %	1.3 %	1.4 %	1.5 %

Source: Company data, Hauck Aufhäuser Investment Banking

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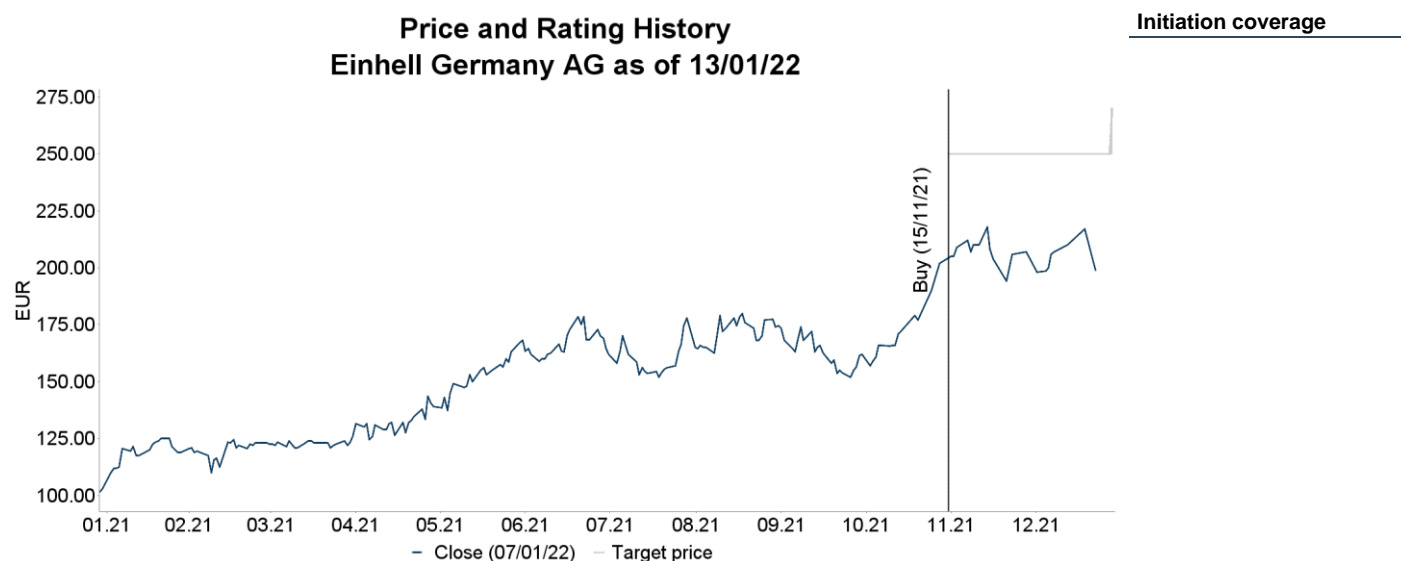
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Company	Disclosure
Einhell Germany AG	2, 8

### Historical target price and rating changes for Einhell Germany AG in the last 12 months



Company	Date	Analyst	Rating	Target price	Close
Einhell Germany AG	19.11.2021	Salis, Christian	Buy	EUR 250,00	EUR 209,00
	16.11.2021	Salis, Christian	Buy	EUR 250,00	EUR 205,00
	16.11.2021	Salis, Christian	Buy	EUR 250,00	EUR 205,00

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