

# Einhell Germany AG

## Germany - Consumer Goods



HAUCK  
AUFHÄUSER  
INVESTMENT BANKING

**Buy** (old: Buy)

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

**Price:** EUR 196.50    **Next result:** Final Q4 April 2022  
**Bloomberg:** EIN3 GR    **Market cap:** EUR 741.7 m  
**Reuters:** EING\_p.DE    **Enterprise Value:** EUR 779.1 m

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### Market entry in Canada to accelerate growth trajectory, Est up

**What happened:** Einhell announced the acquisition of power tool provider King Canada. With that, Einhell enters the Canadian DIY market, which ranks among the top global markets for power and garden tools, only trailing the US and Germany.

**Facts:** King Canada generated c. **EUR 42m revenue in FY 21** and should operate at solid mid-single digit EBIT margins as well as a healthy financial position. Einhell acquires 2/3 of the shares with 1/3 remaining at the founder with the possibility to be acquired in the future. Einhell should have paid around € 20m for the acquisition, which implies 0.6x EV/sales 23E and 8x EV/EBITDA 23E (vs Einhell 0.7x and 8x, respectively). The acquisition will be paid in cash, utilising existing credit lines. Closing is expected at the end of Q1 2022.

In our view, the **deal looks sensible** as Einhell will expand its international footprint in one of the most important DIY markets, which should allow to further **expand its high-margin PXC platform**. In fact, around **130 PXC products will be launched in Canada** from mid-2022 onwards, **utilising King Canada's direct market access**. At the same time, King Canada should benefit from Einhell's know-how regarding product development, battery-technology as well as online distribution, all of which is seen to lift King Canada's growth trajectory and profitability gradually over the next years.

Notably, **Einhell has a strong track record in acquiring and scaling international subsidiaries**. For instance, following the expansion in the Australian market by taking over the brand Ozito in 2013, Ozito's revenue almost doubled from € 60m in 2013 to more than € 100m in FY 20.

Meanwhile, Einhell looks set to sustain its organic growth trajectory thanks to market share gains in its home turf Germany (+1.7pp yoy to 11% in FY 20) fuelled by its leading battery-driven PXC platform. Moreover, a solid inventory level is seen to protect Einhell against ongoing supply-chain constraints and should support organic growth of 8% yoy in FY 22E (eHAIB). Against this backdrop, valuation looks highly attractive trading at **12x PER 22E despite sound growth and return generation (26% ROCE in 2021)**.

**Action:** Estimates are lifted to reflect the acquisition of King Canada.

**BUY, PT € 270, based on DCF** (8.5% TY EBIT margin, 2% LT growth, 7.5% WACC).

Y/E 31.12 (EUR m)	2017	2018	2019	2020	2021P	2022E	2023E
Sales	553.4	577.9	605.7	724.7	920.3	1,028.0	1,110.3
Sales growth	14 %	4 %	5 %	20 %	27 %	12 %	8 %
EBITDA	43.8	43.5	43.5	68.6	96.6	103.8	114.0
EBIT	38.5	38.7	35.0	59.0	84.4	90.2	98.2
Net income	21.2	25.9	24.3	41.2	60.0	63.9	69.6
Net debt	9.1	35.2	1.2	-2.3	25.9	30.4	-10.4
Net gearing	5.2 %	18.2 %	0.6 %	-1.0 %	7.9 %	8.4 %	-2.5 %
Net Debt/EBITDA	0.2	0.8	0.0	0.0	0.3	0.3	0.0
EPS pro forma	12.65	15.40	6.44	10.92	15.89	16.94	18.45
CPS	-7.74	-12.49	19.73	9.02	-9.56	12.34	25.06
DPS	1.20	1.40	1.40	2.20	2.80	3.00	3.30
Dividend yield	0.6 %	0.7 %	0.7 %	1.1 %	1.4 %	1.5 %	1.7 %
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 %	10.1 %	10.3 %
EBIT margin	7.0 %	6.7 %	5.8 %	8.1 %	9.2 %	8.8 %	8.8 %
ROCE	30.8 %	14.9 %	13.3 %	22.2 %	25.8 %	22.7 %	21.6 %
EV/sales	1.2	1.2	1.2	1.0	0.8	0.8	0.7
EV/EBITDA	15.7	16.3	17.2	10.9	8.1	7.6	6.5
EV/EBIT	17.8	18.4	21.4	12.7	9.2	8.7	7.6
PER	15.5	12.8	30.5	18.0	12.4	11.6	10.7
Adjusted FCF yield	3.7 %	3.7 %	2.8 %	4.9 %	7.5 %	7.9 %	9.2 %

Source: Company data, Hauck Aufhäuser Investment Banking Close price as of: 18.02.2022



Source: Company data, Hauck Aufhäuser Investment Banking

**High/low 52 weeks:** 227.00 / 110.00  
**Price/Book Ratio:** 2.2  
**Relative performance (SDAX):**  
 3 months 5.3 %  
 6 months 27.1 %  
 12 months 65.0 %

#### Changes in estimates

		Sales	EBIT	EPS
2021	old:	920.3	84.4	15.89
	Δ	-	-	-
2022	old:	994.0	88.2	16.58
	Δ	3.4%	2.3%	2.1%
2023	old:	1,061.6	95.3	17.92
	Δ	4.6%	3.1%	3.0%

#### 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>1,028.0</b>	<b>1,110.3</b>
<i>Sales growth</i>	13.6 %	4.4 %	4.8 %	19.6 %	27.0 %	11.7 %	8.0 %
Increase/decrease in finished goods and work-in-process	0.0	0.3	0.2	1.0	1.3	1.5	1.6
<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>1,029.5</b>	<b>1,111.9</b>
Other operating income	7.8	11.0	6.9	8.9	11.0	12.3	13.3
Material expenses	361.9	380.2	399.3	464.8	587.6	655.3	705.5
Personnel expenses	72.4	76.5	78.5	92.1	107.7	122.3	132.1
Other operating expenses	83.1	88.9	91.5	109.1	140.8	160.4	173.5
Total operating expenses	509.6	534.7	562.4	657.1	825.0	925.7	997.8
<b>EBITDA</b>	<b>43.8</b>	<b>43.5</b>	<b>43.5</b>	<b>68.6</b>	<b>96.6</b>	<b>103.8</b>	<b>114.0</b>
Depreciation	5.2	4.8	8.4	9.6	12.2	13.7	15.9
<b>EBITA</b>	<b>38.5</b>	<b>38.7</b>	<b>35.0</b>	<b>59.0</b>	<b>84.4</b>	<b>90.2</b>	<b>98.2</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>90.2</b>	<b>98.2</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	3.8	4.1
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	-3.8	-4.1
<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>86.4</b>	<b>94.1</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>86.4</b>	<b>94.1</b>
Taxes	14.2	9.8	7.9	14.6	21.1	22.5	24.5
<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>63.9</b>	<b>69.6</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>63.9</b>	<b>69.6</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>63.9</b>	<b>69.6</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>16.94</b>	<b>18.45</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 %	15.6 %	15.6 %
Total operating expenses	92.1 %	92.5 %	92.9 %	90.7 %	89.6 %	90.0 %	89.9 %
<b>EBITDA</b>	<b>7.9 %</b>	<b>7.5 %</b>	<b>7.2 %</b>	<b>9.5 %</b>	<b>10.5 %</b>	<b>10.1 %</b>	<b>10.3 %</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>8.8 %</b>	<b>8.8 %</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>8.8 %</b>	<b>8.8 %</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>8.4 %</b>	<b>8.5 %</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>8.4 %</b>	<b>8.5 %</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>6.2 %</b>	<b>6.3 %</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>6.2 %</b>	<b>6.3 %</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>6.2 %</b>	<b>6.3 %</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>28.1</b>	<b>30.4</b>
Property, plant and equipment	22.1	25.9	36.2	46.2	58.6	65.5	70.7
Financial assets	0.7	1.0	0.8	0.9	1.2	1.3	1.4
<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>94.9</b>	<b>102.5</b>
Inventories	180.1	188.5	173.3	194.8	296.9	321.3	326.5
Accounts receivable	82.3	88.1	92.9	119.2	143.7	160.5	170.3
Other current assets	26.7	28.5	40.5	52.5	66.7	74.5	80.4
Liquid assets	14.4	14.1	25.7	32.1	5.8	19.7	60.5
Deferred taxes	9.7	10.4	10.2	13.0	16.5	18.4	19.9
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>594.4</b>	<b>657.7</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>689.3</b>	<b>760.2</b>
SHAREHOLDERS EQUITY	176.6	193.4	213.0	243.0	326.6	361.5	419.2
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	44.8	44.8
Provisions for pensions and similar obligations	17.0	15.1	5.3	9.1	11.6	13.0	14.0
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>57.8</b>	<b>58.8</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	154.9	158.2
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	104.3	112.7
Deferred taxes	3.1	3.1	3.6	3.9	5.0	5.5	6.0
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>270.1</b>	<b>282.1</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>689.3</b>	<b>760.2</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>4.1 %</b>	<b>4.0 %</b>
Property, plant and equipment	6.2 %	7.0 %	9.1 %	9.6 %	9.5 %	9.5 %	9.3 %
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>13.8 %</b>	<b>13.5 %</b>
Inventories	50.9 %	50.5 %	43.6 %	40.7 %	48.3 %	46.6 %	43.0 %
Accounts receivable	23.2 %	23.6 %	23.4 %	24.9 %	23.4 %	23.3 %	22.4 %
Other current assets	7.5 %	7.6 %	10.2 %	11.0 %	10.8 %	10.8 %	10.6 %
Liquid assets	4.1 %	3.8 %	6.5 %	6.7 %	0.9 %	2.9 %	8.0 %
Deferred taxes	2.8 %	2.8 %	2.6 %	2.7 %	2.7 %	2.7 %	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>86.2 %</b>	<b>86.5 %</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 %	52.4 %	55.1 %
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 %	6.5 %	5.9 %
Provisions for pensions and similar obligations	4.8 %	4.0 %	1.3 %	1.9 %	1.9 %	1.9 %	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>8.4 %</b>	<b>7.7 %</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 %	22.5 %	20.8 %
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 %	15.1 %	14.8 %
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>39.2 %</b>	<b>37.1 %</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	63.9	69.6
Depreciation of fixed assets (incl. leases)	5.2	4.8	8.4	9.6	12.2	13.7	15.9
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	1.4	1.0
Cash flow from operations before changes in w/c	45.4	17.4	35.8	65.5	74.7	78.9	86.5
Increase/decrease in inventory	-56.4	-8.4	15.2	-21.4	-102.1	-24.4	-5.3
Increase/decrease in accounts receivable	-16.9	-5.8	-4.7	-26.3	-24.5	-16.8	-9.8
Increase/decrease in accounts payable	18.7	-17.0	9.7	18.6	49.4	8.7	3.3
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	-32.5	-11.8
<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>46.4</b>	<b>74.7</b>
CAPEX	6.4	8.0	14.7	17.4	17.5	20.6	22.2
Payments for acquisitions	8.1	0.7	0.0	0.3	0.0	20.0	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>-40.6</b>	<b>-22.2</b>
Cash flow before financing	-24.1	-22.1	42.2	18.6	-20.0	5.9	52.5
Increase/decrease in debt position	-10.4	25.8	-22.4	2.8	1.9	18.5	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>8.1</b>	<b>-11.2</b>
Increase/decrease in liquid assets	-40.3	-0.3	11.6	6.4	-26.3	13.9	41.3
<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>19.7</b>	<b>61.0</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 %	11.7 %	8.0 %
EBITDA growth	62.2 %	-0.6 %	-0.1 %	57.9 %	40.8 %	7.4 %	9.8 %
EBIT growth	87.7 %	0.4 %	-9.4 %	68.4 %	43.1 %	6.8 %	8.9 %
EPS growth	127.4 %	21.8 %	-58.2 %	69.4 %	45.6 %	6.6 %	8.9 %
<b>Efficiency</b>							
Total operating costs / sales	92.1 %	92.5 %	92.9 %	90.7 %	89.6 %	90.0 %	89.9 %
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 %	30.2 %	30.0 %
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	25.9	52.5
Free cash flow/sales	-2.8 %	-3.8 %	6.8 %	2.6 %	-2.2 %	2.5 %	4.7 %
FCF / net profit	neg.	neg.	170.0 %	45.9 %	neg.	40.4 %	75.4 %
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	30.4	-10.4
Net Debt/EBITDA	0.2	0.8	0.0	0.0	0.3	0.3	0.0
Net debt / equity	0.1	0.2	0.0	neg.	0.1	0.1	neg.
Interest cover	13.8	14.3	13.8	22.3	25.2	23.7	23.9
Dividend payout ratio	14.6 %	17.8 %	23.8 %	13.4 %	13.7 %	16.3 %	16.0 %
<b>Asset utilisation</b>							
Capital employed turnover	2.3	2.1	2.5	2.5	2.5	2.4	2.3
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 %	22.7 %	21.6 %
ROE	12.0 %	13.4 %	11.4 %	17.0 %	18.4 %	17.7 %	16.6 %
<b>Other</b>							
Interest paid / avg. debt	11.8 %	7.4 %	6.7 %	9.3 %	10.9 %	9.3 %	8.2 %
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	16.94	18.45
<b>Valuation ratios</b>							
P/BV	1.9	1.7	3.5	3.1	2.3	2.1	1.8
EV/sales	1.2	1.2	1.2	1.0	0.8	0.8	0.7
EV/EBITDA	15.7	16.3	17.2	10.9	8.1	7.6	6.5
EV/EBITA	17.8	18.4	21.4	12.7	9.2	8.7	7.6
EV/EBIT	17.8	18.4	21.4	12.7	9.2	8.7	7.6
EV/FCF	-44.2	-32.6	18.1	39.6	-38.9	30.4	14.2
Adjusted FCF yield	3.7 %	3.7 %	2.8 %	4.9 %	7.5 %	7.9 %	9.2 %
Dividend yield	0.6 %	0.7 %	0.7 %	1.1 %	1.4 %	1.5 %	1.7 %

Source: Company data, Hauck Aufhäuser Investment Banking

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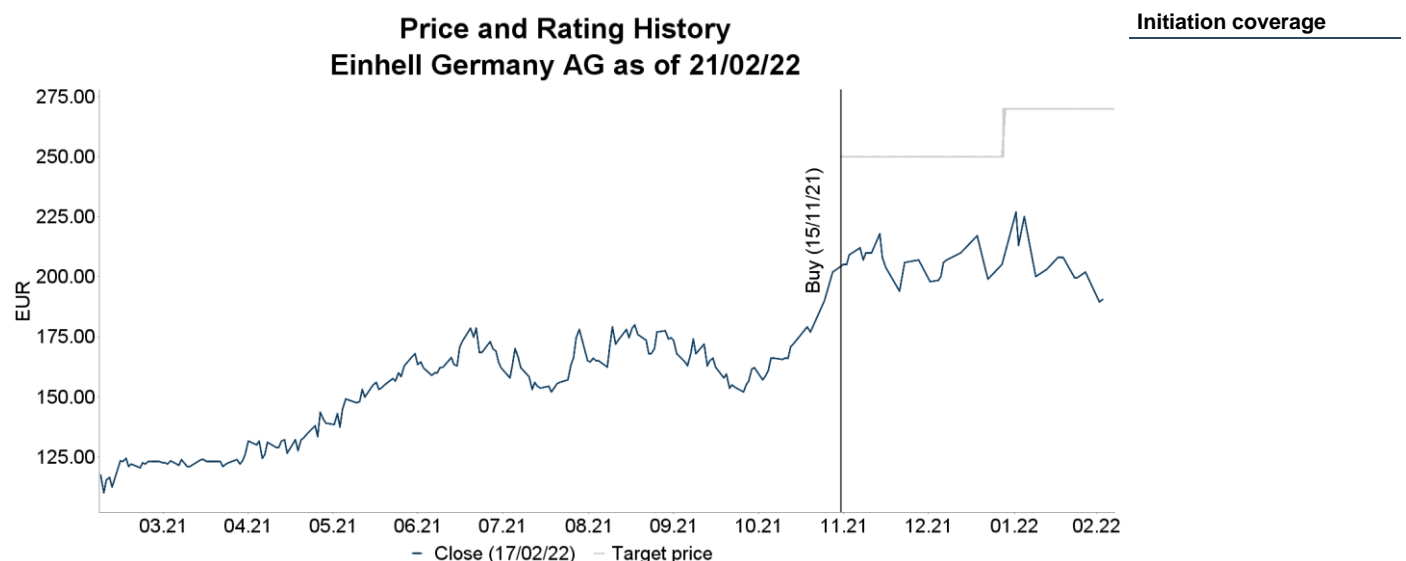
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Company	Disclosure
Einhell Germany AG	2, 8

### 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	14.01.2022	Salis, Christian	Buy	EUR 270,00	EUR 205,00
	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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