

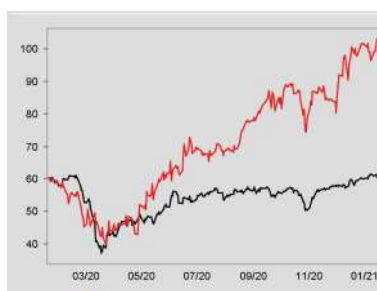
<b>Buy</b> <b>EUR 150.00</b>	<b>Value Indicators:</b> EUR DCF: 150.13 FCF-Value Potential 22e: 141.44	<b>Warburg ESG Risk Score: 2.3</b> ESG Score (MSCI based): 2.0 Balance Sheet Score: 4.0 Market Liquidity Score: 1.0	<b>Description:</b> Supplier of power tools and garden equipment for private household use.
	<b>Market Snapshot:</b> EUR m Market cap: 388.8 No. of shares (m): 3.8 EV: 369.2 Freefloat MC: 388.8 Ø Trad. Vol. (30d): 257.38 th	<b>Shareholders:</b> Freefloat 100.0 % Thannhuber AG (Ordinary sh.) 91.0 % Others (Ordinary shares) 9.0 %	<b>Key Figures (WRe):</b> 2020e Beta: 1.2 Price / Book: 1.6 x Equity Ratio: 55 %
Price EUR 103.00 Upside <b>45.6 %</b>			

## Further growth ahead after strong 2020 sales increase

Our roadshow with CFO Jan Teichert confirmed our positive view on Einhell. Discussion centred on the following key topics regarding strategy and the current business trend:

- Strong December sales:** As announced on January 13, the group achieved FY 2020 sales of EUR 720-725m. This was better than assumed following a very strong sales performance in December despite local lockdowns in the DIY retail segment. Contributors to the dynamic top-line increase at year-end were especially Germany, Australia, and South America.
- Further growth in 2021:** For the current year, the management is expecting sales in the range of EUR 725-745m. The forecast visibility is limited in light of current business restrictions for retail stores owing to the COVID-19 pandemic. Therefore the current sales target includes adverse effects from partial short-term lockdowns. For the EBT margin, the management anticipates a level of 7% in 2021. Einhell is confident of mastering current supply-chain challenges (increased freight costs and raw material prices). The group will maintain its strong focus on product development and new technologies.
- Power-X-Change as key growth pillar:** The key growth driver remains the Power-X-Change product series in the category of battery-driven power tools. With around 180 devices for house and garden, the Einhell platform offers one of the widest product ranges in this category. The management plans to extend the Power-X-Change programme to around 350 products in the coming years. The recent result of a product test by Germany's highly reputable "Stiftung Warentest" institute underpins the leading position of Einhell in this category. The share of Power-X-Change sales (30% in 2020) will increase further and should also have a positive impact on Einhell's gross margin. Moreover, the battery system offers significant potential for customer loyalty and recurring sales.
- Focus on key markets in Western Europe:** With the roll-out of Power-X-Change, Einhell has significantly increased market share in the core DACH region. The group is also focussed on the other markets in Western Europe. With additional retail listings and intensified marketing initiatives, the management has broadened the basis for sales growth in several countries.
- Further international expansion:** Einhell has a long-standing track record in international growth. Further regional expansion will be an important long-term growth driver. Therefore, the management has selected potentially interesting regional markets. For the US market, the group started a partnership with US company SnowJoe in 2019 and while the management is not satisfied with the US performance so far, the market remains highly attractive for Einhell.

Overall, Einhell is well positioned with a strong market position in the growing category of battery-driven power tools and garden tools. With strong financials, the group can flexibly react to potential growth opportunities. The EBT margin target of 7% for the current year underpins the structurally higher profitability level. This is not yet reflected in the current share-price valuation with key multiples significantly lower than peers. We confirm our Buy recommendation with a PT of EUR 150.

	FY End: 31.12. in EUR m	CAGR (19-22e)	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020e</b>	<b>2021e</b>	<b>2022e</b>
	<b>Sales</b>	8.8 %	487.2	553.4	577.9	605.7	702.0	737.0	781.0
<b>Change Sales yoy</b>		9.8 %	13.6 %	4.4 %	4.8 %	15.9 %	5.0 %	6.0 %	
<b>Gross profit margin</b>		32.2 %	34.6 %	34.2 %	34.1 %	34.2 %	34.2 %	34.2 %	
<b>EBITDA</b>	15.6 %	27.0	43.8	43.7	43.5	60.3	61.8	67.1	
<b>Margin</b>		5.5 %	7.9 %	7.6 %	7.2 %	8.6 %	8.4 %	8.6 %	
<b>EBIT</b>	17.7 %	20.5	38.5	38.9	35.0	51.2	52.3	57.2	
<b>Margin</b>		4.2 %	7.0 %	6.7 %	5.8 %	7.3 %	7.1 %	7.3 %	
<b>EBT</b>	19.0 %	17.0	35.7	36.2	32.5	48.9	49.8	54.7	
<b>Margin</b>		3.5 %	6.5 %	6.3 %	5.4 %	7.0 %	6.8 %	7.0 %	
<b>Net income</b>	16.0 %	9.3	21.2	26.0	24.3	33.7	34.5	38.0	
<b>EPS</b>	16.1 %	2.48	5.63	6.90	6.44	8.92	9.15	10.07	
<b>DPS</b>	16.3 %	0.80	1.20	1.40	1.40	1.90	1.90	2.20	
<b>Dividend Yield</b>		2.2 %	1.9 %	1.6 %	2.2 %	1.8 %	1.8 %	2.1 %	
<b>FCFPS</b>		8.25	-5.65	-3.64	8.62	7.87	3.85	5.08	
<b>FCF / Market cap</b>		23.1 %	-9.1 %	-4.1 %	13.6 %	7.6 %	3.7 %	4.9 %	
<b>EV / Sales</b>		0.2 x	0.4 x	0.6 x	0.4 x	0.5 x	0.5 x	0.5 x	
<b>EV / EBITDA</b>		4.3 x	5.6 x	8.5 x	5.9 x	6.2 x	6.0 x	5.3 x	
<b>EV / EBIT</b>		5.7 x	6.4 x	9.5 x	7.3 x	7.4 x	7.1 x	6.2 x	
<b>P / E</b>		14.4 x	11.1 x	12.8 x	9.8 x	11.5 x	11.3 x	10.2 x	
<b>FCF Potential Yield</b>		12.6 %	9.3 %	6.9 %	10.0 %	8.4 %	8.9 %	10.3 %	
<b>Net Debt</b>		-18.3	11.1	35.9	16.4	-12.4	-19.6	-31.6	
<b>ROCE (NOPAT)</b>		7.4 %	13.7 %	13.2 %	11.4 %	15.5 %	15.2 %	15.4 %	
<b>Guidance:</b>		2020: Sales EUR 700m, EBT margin ca. 7.0%							

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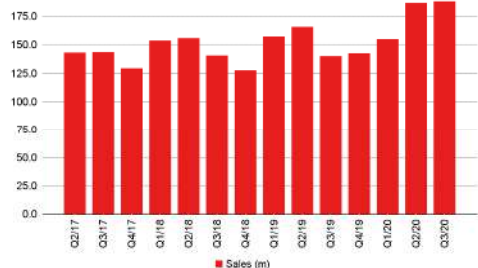
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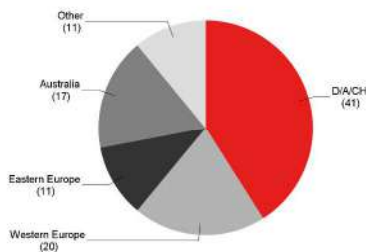
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**Sales development**  
in EUR m



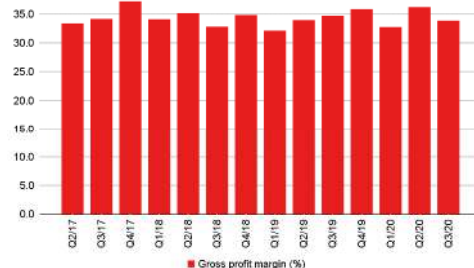
Source: Warburg Research

**Sales by regions**  
2019; in %



Source: Warburg Research

**Gross margin development**  
in %



Source: Warburg Research

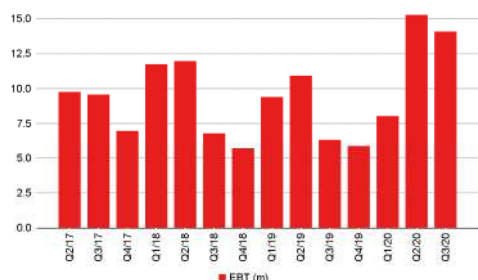
**Company Background**

- Einhell is a leading provider of power tools and garden equipment for household use. With around 40 subsidiaries, the products are sold globally.
- Particularly in the category of cordless battery-driven products, Einhell has built up a strong position. With the Power-X-Change series the company offers one of the leading systems in the market.
- Einhell's main customers are large DIY chains (58% of sales in 2019), e-commerce (16%) and specialised trade (14%). The share of business with discounters is less than 10%.
- Einhell has long-standing expertise in product development, quality control, international distribution and after-sales services. The production is outsourced and supervised by Einhell's own unit in Asia.
- The company was founded in 1964 by Josef Thannhuber. In 1987 Einhell was listed at the stock exchange. The Thannhuber family holds the majority of the non-listed ordinary shares.

**Competitive Quality**

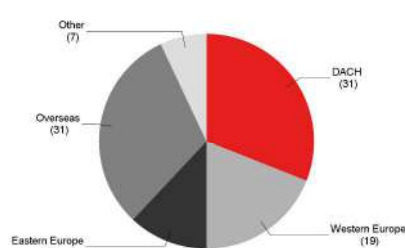
- Einhell has a high brand awareness in key markets, which will be further strengthened by marketing initiatives and presentation at the point-of-sale (including e-commerce) in the course of a long-term brand strategy.
- With its focus on innovative product development, the group can benefit from dynamic growth in the segment of cordless battery systems and gain market share.
- Under the Power-X-Change battery system, the group offers a broad assortment of around 180 devices for house and garden, which can be further expanded also by cooperation with other manufacturers.
- Einhell shows a strong balance sheet as well as a high level of cost flexibility and generated clearly positive earnings even in economically challenging years.
- Continued international expansion (for example in North America, Scandinavia and South East Asia) offers additional growth potential and economies of scale.

**EBT development**  
in EUR m



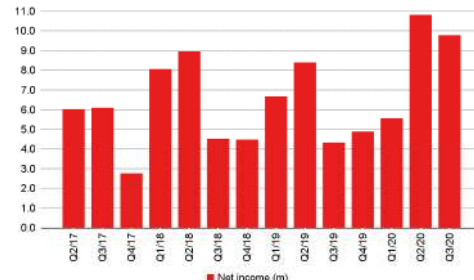
Source: Warburg Research

**EBT by regions**  
2019; in %



Source: Warburg Research

**Net income development**  
in EUR m



Source: Warburg Research

## DCF model

Figures in EUR m	Detailed forecast period			Transitional period										Term. Value
	2020e	2021e	2022e	2023e	2024e	2025e	2026e	2027e	2028e	2029e	2030e	2031e	2032e	
Sales	702.0	737.0	781.0	827.9	877.5	925.8	976.7	1,025.6	1,076.8	1,125.3	1,164.7	1,199.6	1,229.6	
Sales change	15.9 %	5.0 %	6.0 %	6.0 %	6.0 %	5.5 %	5.5 %	5.0 %	5.0 %	4.5 %	3.5 %	3.0 %	2.5 %	2.0 %
EBIT	51.2	52.3	57.2	58.0	61.4	60.2	63.5	66.7	64.6	67.5	69.9	66.0	67.0	
EBIT-margin	7.3 %	7.1 %	7.3 %	7.0 %	7.0 %	6.5 %	6.5 %	6.5 %	6.0 %	6.0 %	6.0 %	5.5 %	5.5 %	
Tax rate (EBT)	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	30.0 %	
NOPAT	35.8	36.6	40.0	40.6	43.0	42.1	44.4	46.7	45.2	47.3	48.9	46.2	46.9	
Depreciation	9.1	9.5	9.9	10.8	11.4	12.0	12.7	13.3	14.0	14.6	15.1	15.6	16.0	
in % of Sales	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	
Changes in provisions	-0.4	0.2	0.0	-0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	
Change in Liquidity from														
- Working Capital	-3.0	14.0	12.0	16.7	14.5	14.2	15.1	14.6	15.4	13.6	11.0	9.8	8.4	
- Capex	14.0	13.0	13.0	13.2	13.2	13.0	12.7	13.3	14.0	14.6	15.1	15.6	16.0	
Capex in % of Sales	2.0 %	1.8 %	1.7 %	1.6 %	1.5 %	1.4 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	1.3 %	
Other	4.0	4.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Free Cash Flow (WACC Model)	29.5	15.3	20.9	21.1	26.9	27.2	29.6	32.3	30.1	33.9	38.1	36.6	38.6	40
PV of FCF	29.5	14.2	18.2	17.1	20.3	19.1	19.4	19.7	17.1	18.0	18.8	16.8	16.6	327
share of PVs	10.83 %			31.98 %										57.19 %

## Model parameter

Derivation of WACC:		Derivation of Beta:	
Debt ratio	15.00 %	Financial Strength	1.00
Cost of debt (after tax)	2.8 %	Liquidity (share)	1.50
Market return	7.00 %	Cyclicality	1.00
Risk free rate	1.50 %	Transparency	1.00
		Others	1.50
<b>WACC</b>	<b>7.30 %</b>	<b>Beta</b>	<b>1.20</b>

## Valuation (m)

Present values 2032e	245		
Terminal Value	327		
Financial liabilities	25		
Pension liabilities	4		
Hybrid capital	0		
Minority interest	2		
Market val. of investments	0		
Liquidity	26	No. of shares (m)	3.8
<b>Equity Value</b>	<b>567</b>	<b>Value per share (EUR)</b>	<b>150.13</b>

## Sensitivity Value per Share (EUR)

Beta	WACC	Terminal Growth							Beta	WACC	Delta EBIT-margin						
		1.25 %	1.50 %	1.75 %	2.00 %	2.25 %	2.50 %	2.75 %			-1.5 pp	-1.0 pp	-0.5 pp	+0.0 pp	+0.5 pp	+1.0 pp	+1.5 pp
1.41	8.3 %	118.44	120.58	122.89	125.37	128.07	130.99	134.18	1.41	8.3 %	82.53	96.81	111.09	125.37	139.65	153.94	168.22
1.31	7.8 %	128.09	130.72	133.57	136.67	140.04	143.73	147.78	1.31	7.8 %	90.11	105.63	121.15	136.67	152.18	167.70	183.22
1.25	7.6 %	133.51	136.44	139.62	143.09	146.88	151.05	155.65	1.25	7.6 %	94.42	110.64	126.87	143.09	159.31	175.53	191.75
1.20	7.3 %	139.39	142.66	146.22	150.13	154.41	159.14	164.40	1.20	7.3 %	99.15	116.14	133.13	150.13	167.12	184.11	201.10
1.15	7.1 %	145.78	149.45	153.46	157.87	162.74	168.14	174.17	1.15	7.1 %	104.35	122.19	140.03	157.87	175.71	193.55	211.39
1.09	6.8 %	152.77	156.89	161.43	166.43	171.99	178.19	185.15	1.09	6.8 %	110.10	128.88	147.66	166.43	185.21	203.98	222.76
0.99	6.3 %	168.85	174.14	180.02	186.58	193.95	202.28	211.79	0.99	6.3 %	123.65	144.63	165.60	186.58	207.56	228.53	249.51

- Mid to long-term EBIT margin assumption in line with management target and average EBIT margin of 6.2% from 2016/20.
- Sales growth assumption in line with Einhell's long-standing target range of +5-10% p.a.
- Beta of 1.2 due to non-voting preference share with limited liquidity.

### Free Cash Flow Value Potential

Warburg Research's valuation tool "FCF Value Potential" reflects the ability of the company to generate sustainable free cash flows. It is based on the "FCF potential" - a FCF "ex growth" figure - which assumes unchanged working capital and pure maintenance capex. A value indication is derived via the perpetuity of a given year's "FCF potential" with consideration of the weighted costs of capital. The fluctuating value indications over time add a timing element to the DCF model (our preferred valuation tool).

in EUR m	2016	2017	2018	2019	2020e	2021e	2022e	
Net Income before minorities	9.6	21.6	26.3	24.6	34.2	34.8	38.3	
+ Depreciation + Amortisation	6.5	5.2	4.8	8.4	9.1	9.5	9.9	
- Net Interest Income	-3.5	-2.8	-2.7	-2.5	-2.3	-2.5	-2.5	
- Maintenance Capex	5.0	6.7	8.4	10.0	14.0	14.0	14.0	
+ Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
<b>= Free Cash Flow Potential</b>	<b>14.6</b>	<b>22.9</b>	<b>25.4</b>	<b>25.5</b>	<b>31.6</b>	<b>32.8</b>	<b>36.7</b>	
FCF Potential Yield (on market EV)	12.6 %	9.3 %	6.9 %	10.0 %	8.4 %	8.9 %	10.3 %	
WACC	7.30 %	7.30 %	7.30 %	7.30 %	7.30 %	7.30 %	7.30 %	
<b>= Enterprise Value (EV)</b>	<b>116.7</b>	<b>246.2</b>	<b>369.7</b>	<b>254.9</b>	<b>376.4</b>	<b>369.2</b>	<b>357.2</b>	
<b>= Fair Enterprise Value</b>	<b>200.5</b>	<b>313.4</b>	<b>348.2</b>	<b>349.7</b>	<b>432.8</b>	<b>449.4</b>	<b>502.3</b>	
- Net Debt (Cash)	12.2	12.2	12.2	12.2	-16.2	-23.6	-35.6	
- Pension Liabilities	4.2	4.2	4.2	4.2	3.8	4.0	4.0	
- Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
- Market value of minorities	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
+ Market value of investments	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
<b>= Fair Market Capitalisation</b>	<b>184.1</b>	<b>296.9</b>	<b>331.8</b>	<b>333.2</b>	<b>445.2</b>	<b>468.9</b>	<b>533.9</b>	
Number of shares, average	3.8	3.8	3.8	3.8	3.8	3.8	3.8	
<b>= Fair value per share (EUR)</b>	<b>48.76</b>	<b>78.67</b>	<b>87.91</b>	<b>88.29</b>	<b>117.96</b>	<b>124.24</b>	<b>141.44</b>	
premium (-) / discount (+) in %					14.5 %	20.6 %	37.3 %	
<b>Sensitivity Fair value per Share (EUR)</b>								
	10.30 %	33.30	54.50	61.05	61.32	84.58	89.58	102.70
	9.31 %	37.35	60.83	68.08	68.38	93.31	98.65	112.84
	8.30 %	42.37	68.67	76.80	77.13	104.15	109.91	125.42
WACC	<b>7.30 %</b>	<b>48.76</b>	<b>78.67</b>	<b>87.91</b>	<b>88.29</b>	<b>117.96</b>	<b>124.24</b>	<b>141.44</b>
	6.31 %	57.19	91.84	102.55	102.98	136.15	143.13	162.55
	5.30 %	68.79	109.97	122.70	123.22	161.20	169.13	191.61
	4.30 %	85.78	136.53	152.21	152.85	197.88	207.21	234.17

▪ Increase in net cash position expected in the coming years.

Valuation	2016	2017	2018	2019	2020e	2021e	2022e
Price / Book	0.8 x	1.3 x	1.7 x	1.1 x	1.6 x	1.4 x	1.3 x
Book value per share ex intangibles	37.74	42.83	47.69	51.76	59.15	66.11	74.01
EV / Sales	0.2 x	0.4 x	0.6 x	0.4 x	0.5 x	0.5 x	0.5 x
EV / EBITDA	4.3 x	5.6 x	8.5 x	5.9 x	6.2 x	6.0 x	5.3 x
EV / EBIT	5.7 x	6.4 x	9.5 x	7.3 x	7.4 x	7.1 x	6.2 x
EV / EBIT adj.*	5.2 x	6.1 x	9.3 x	7.3 x	7.4 x	7.1 x	6.2 x
P / FCF	4.3 x	n.a.	n.a.	7.3 x	13.1 x	26.8 x	20.3 x
P / E	14.4 x	11.1 x	12.8 x	9.8 x	11.5 x	11.3 x	10.2 x
P / E adj.*	14.4 x	11.1 x	12.8 x	9.8 x	11.5 x	11.3 x	10.2 x
Dividend Yield	2.2 %	1.9 %	1.6 %	2.2 %	1.8 %	1.8 %	2.1 %
FCF Potential Yield (on market EV)	12.6 %	9.3 %	6.9 %	10.0 %	8.4 %	8.9 %	10.3 %

\*Adjustments made for: -

**Consolidated profit & loss**

In EUR m	2016	2017	2018	2019	2020e	2021e	2022e
<b>Sales</b>	<b>487.2</b>	<b>553.4</b>	<b>577.9</b>	<b>605.7</b>	<b>702.0</b>	<b>737.0</b>	<b>781.0</b>
Change Sales yoy	9.8 %	13.6 %	4.4 %	4.8 %	15.9 %	5.0 %	6.0 %
Increase / decrease in inventory	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Own work capitalised	0.0	0.0	0.3	0.2	0.0	0.0	0.0
<b>Total Sales</b>	<b>487.2</b>	<b>553.4</b>	<b>578.2</b>	<b>605.9</b>	<b>702.0</b>	<b>737.0</b>	<b>781.0</b>
Material expenses	330.1	361.9	380.2	399.3	461.9	484.9	513.9
<b>Gross profit</b>	<b>157.1</b>	<b>191.4</b>	<b>197.9</b>	<b>206.6</b>	<b>240.1</b>	<b>252.1</b>	<b>267.1</b>
<i>Gross profit margin</i>	<i>32.2 %</i>	<i>34.6 %</i>	<i>34.2 %</i>	<i>34.1 %</i>	<i>34.2 %</i>	<i>34.2 %</i>	<i>34.2 %</i>
Personnel expenses	63.2	72.4	76.2	78.5	86.3	91.1	95.8
Other operating income	6.2	7.8	11.0	6.9	7.0	7.2	7.3
Other operating expenses	73.1	83.1	88.9	91.5	100.5	106.4	111.5
Unfrequent items	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBITDA</b>	<b>27.0</b>	<b>43.8</b>	<b>43.7</b>	<b>43.5</b>	<b>60.3</b>	<b>61.8</b>	<b>67.1</b>
<i>Margin</i>	<i>5.5 %</i>	<i>7.9 %</i>	<i>7.6 %</i>	<i>7.2 %</i>	<i>8.6 %</i>	<i>8.4 %</i>	<i>8.6 %</i>
Depreciation of fixed assets	3.9	3.1	3.4	7.9	8.6	8.9	9.2
<b>EBITA</b>	<b>23.1</b>	<b>40.6</b>	<b>40.3</b>	<b>35.6</b>	<b>51.7</b>	<b>52.9</b>	<b>57.9</b>
Amortisation of intangible assets	2.6	2.1	1.4	0.5	0.5	0.6	0.7
Goodwill amortisation	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBIT</b>	<b>20.5</b>	<b>38.5</b>	<b>38.9</b>	<b>35.0</b>	<b>51.2</b>	<b>52.3</b>	<b>57.2</b>
<i>Margin</i>	<i>4.2 %</i>	<i>7.0 %</i>	<i>6.7 %</i>	<i>5.8 %</i>	<i>7.3 %</i>	<i>7.1 %</i>	<i>7.3 %</i>
<b>EBIT adj.</b>	<b>22.3</b>	<b>40.3</b>	<b>39.8</b>	<b>35.0</b>	<b>51.2</b>	<b>52.3</b>	<b>57.2</b>
Interest income	0.1	0.2	0.2	0.2	0.0	0.0	0.0
Interest expenses	2.1	2.2	1.5	1.0	1.3	1.3	1.3
Other financial income (loss)	-1.5	-0.8	-1.4	-1.8	-1.0	-1.2	-1.2
<b>EBT</b>	<b>17.0</b>	<b>35.7</b>	<b>36.2</b>	<b>32.5</b>	<b>48.9</b>	<b>49.8</b>	<b>54.7</b>
<i>Margin</i>	<i>3.5 %</i>	<i>6.5 %</i>	<i>6.3 %</i>	<i>5.4 %</i>	<i>7.0 %</i>	<i>6.8 %</i>	<i>7.0 %</i>
Total taxes	7.3	14.2	9.9	7.9	14.7	14.9	16.4
<b>Net income from continuing operations</b>	<b>9.6</b>	<b>21.6</b>	<b>26.3</b>	<b>24.6</b>	<b>34.2</b>	<b>34.8</b>	<b>38.3</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 before minorities</b>	<b>9.6</b>	<b>21.6</b>	<b>26.3</b>	<b>24.6</b>	<b>34.2</b>	<b>34.8</b>	<b>38.3</b>
Minority interest	0.3	0.3	0.3	0.3	0.6	0.3	0.3
<b>Net income</b>	<b>9.3</b>	<b>21.2</b>	<b>26.0</b>	<b>24.3</b>	<b>33.7</b>	<b>34.5</b>	<b>38.0</b>
<i>Margin</i>	<i>1.9 %</i>	<i>3.8 %</i>	<i>4.5 %</i>	<i>4.0 %</i>	<i>4.8 %</i>	<i>4.7 %</i>	<i>4.9 %</i>
Number of shares, average	3.8	3.8	3.8	3.8	3.8	3.8	3.8
<b>EPS</b>	<b>2.48</b>	<b>5.63</b>	<b>6.90</b>	<b>6.44</b>	<b>8.92</b>	<b>9.15</b>	<b>10.07</b>
EPS adj.	2.48	5.63	6.90	6.44	8.92	9.15	10.07

\*Adjustments made for:

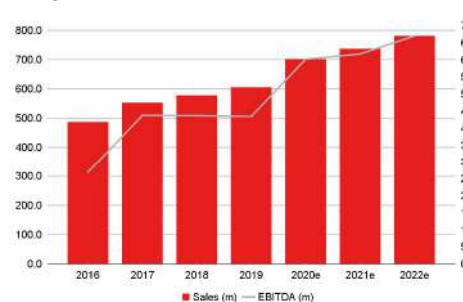
**Guidance: 2020: Sales EUR 700m, EBT margin ca. 7.0%**

**Financial Ratios**

	2016	2017	2018	2019	2020e	2021e	2022e
Total Operating Costs / Sales	95.7 %	93.5 %	94.4 %	94.0 %	92.4 %	92.6 %	92.3 %
Operating Leverage	4.9 x	6.5 x	0.2 x	-2.1 x	2.9 x	0.4 x	1.6 x
EBITDA / Interest expenses	12.8 x	19.8 x	29.2 x	44.6 x	46.4 x	47.5 x	51.6 x
Tax rate (EBT)	43.2 %	39.6 %	27.3 %	24.4 %	30.0 %	30.0 %	30.0 %
Dividend Payout Ratio	31.3 %	21.0 %	20.1 %	21.5 %	21.0 %	20.6 %	21.7 %
Sales per Employee	357,193	374,392	368,326	384,323	438,750	449,390	46,240

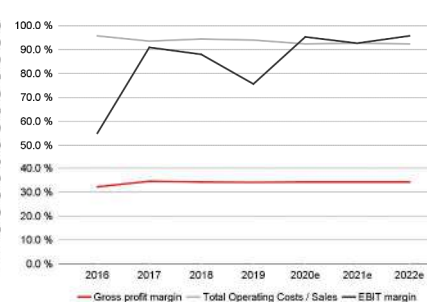
**Sales, EBITDA**

in EUR m

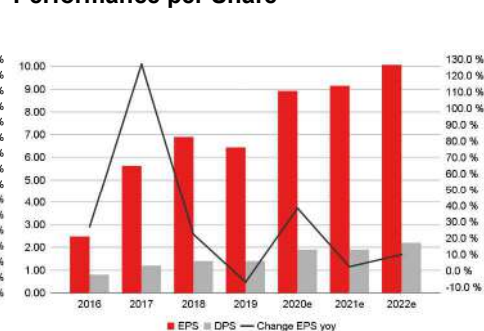


**Operating Performance**

in %



**Performance per Share**



Source: Warburg Research

Source: Warburg Research

Source: Warburg Research

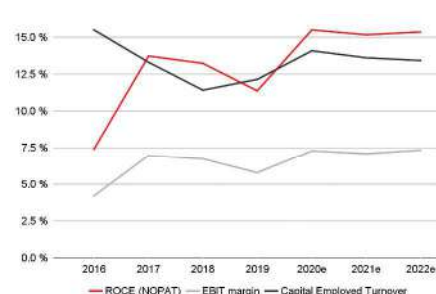
**Consolidated balance sheet**

In EUR m	2016	2017	2018	2019	2020e	2021e	2022e
<b>Assets</b>							
Goodwill and other intangible assets	19.8	17.9	16.5	17.7	18.1	19.2	20.2
thereof other intangible assets	7.0	5.5	4.8	5.9	6.4	7.5	8.5
thereof Goodwill	12.8	12.3	11.7	11.7	11.7	11.7	11.7
Property, plant and equipment	19.9	22.1	26.0	48.9	52.3	54.4	56.2
Financial assets	0.4	0.7	0.7	0.4	0.4	0.4	0.4
Other long-term assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Fixed assets</b>	<b>40.0</b>	<b>40.7</b>	<b>43.2</b>	<b>66.9</b>	<b>70.8</b>	<b>74.0</b>	<b>76.8</b>
Inventories	127.7	180.1	188.5	173.3	173.0	189.0	200.0
Accounts receivable	67.9	82.3	88.1	92.9	108.0	113.0	120.0
Liquid assets	54.7	14.4	14.1	25.7	49.1	56.4	68.5
Other short-term assets	32.9	35.2	37.8	38.5	39.0	39.0	39.0
<b>Current assets</b>	<b>283.2</b>	<b>312.1</b>	<b>328.6</b>	<b>330.5</b>	<b>369.1</b>	<b>397.4</b>	<b>427.5</b>
<b>Total Assets</b>	<b>323.3</b>	<b>352.8</b>	<b>371.8</b>	<b>397.4</b>	<b>439.9</b>	<b>471.5</b>	<b>504.3</b>
<b>Liabilities and shareholders' equity</b>							
Subscribed capital	9.7	9.7	9.7	9.7	9.7	9.7	9.7
Capital reserve	26.7	26.7	26.7	26.7	26.7	26.7	26.7
Retained earnings	132.9	151.9	173.4	189.6	171.4	197.9	225.3
Other equity components	-7.0	-8.7	-13.2	-12.9	33.7	34.5	38.0
Shareholders' equity	162.2	179.5	196.5	213.0	241.4	268.8	299.6
Minority interest	1.9	2.0	2.1	1.9	2.0	2.0	2.0
<b>Total equity</b>	<b>164.1</b>	<b>181.6</b>	<b>198.6</b>	<b>214.9</b>	<b>243.4</b>	<b>270.8</b>	<b>301.6</b>
Provisions	21.9	31.9	26.6	25.9	27.2	28.4	28.4
thereof provisions for pensions and similar obligations	3.2	3.1	3.4	4.2	3.8	4.0	4.0
Financial liabilities (total)	33.2	22.4	46.7	37.9	32.9	32.9	32.9
thereof short-term financial liabilities	3.2	22.4	21.6	2.4	0.0	0.0	0.0
Accounts payable	70.3	85.4	68.5	78.2	96.0	103.0	109.0
Other liabilities	33.8	31.4	31.4	40.6	40.4	36.4	32.4
<b>Liabilities</b>	<b>159.2</b>	<b>171.2</b>	<b>173.1</b>	<b>182.5</b>	<b>196.5</b>	<b>200.7</b>	<b>202.7</b>
<b>Total liabilities and shareholders' equity</b>	<b>323.3</b>	<b>352.8</b>	<b>371.8</b>	<b>397.4</b>	<b>439.9</b>	<b>471.5</b>	<b>504.3</b>

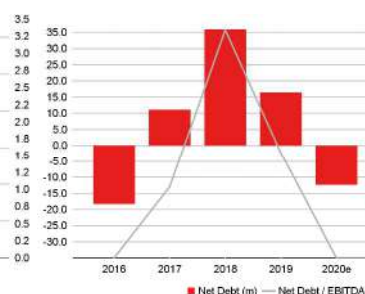
**Financial Ratios**

	2016	2017	2018	2019	2020e	2021e	2022e
<b>Efficiency of Capital Employment</b>							
Operating Assets Turnover	3.4 x	2.8 x	2.5 x	2.6 x	3.0 x	2.9 x	2.9 x
Capital Employed Turnover	3.3 x	2.9 x	2.5 x	2.6 x	3.0 x	2.9 x	2.9 x
ROA	23.3 %	52.3 %	60.3 %	36.3 %	47.5 %	46.6 %	49.4 %
<b>Return on Capital</b>							
ROCE (NOPAT)	7.4 %	13.7 %	13.2 %	11.4 %	15.5 %	15.2 %	15.4 %
ROE	5.9 %	12.4 %	13.8 %	11.9 %	14.8 %	13.5 %	13.4 %
Adj. ROE	5.9 %	12.4 %	13.8 %	11.9 %	14.8 %	13.5 %	13.4 %
<b>Balance sheet quality</b>							
Net Debt	-18.3	11.1	35.9	16.4	-12.4	-19.6	-31.6
Net Financial Debt	-21.5	8.0	32.6	12.2	-16.2	-23.6	-35.6
Net Gearing	-11.2 %	6.1 %	18.1 %	7.6 %	-5.1 %	-7.2 %	-10.5 %
Net Fin. Debt / EBITDA	n.a.	18.3 %	74.4 %	28.1 %	n.a.	n.a.	n.a.
Book Value / Share	43.0	47.6	52.1	56.4	64.0	71.2	79.4
Book value per share ex intangibles	37.7	42.8	47.7	51.8	59.2	66.1	74.0

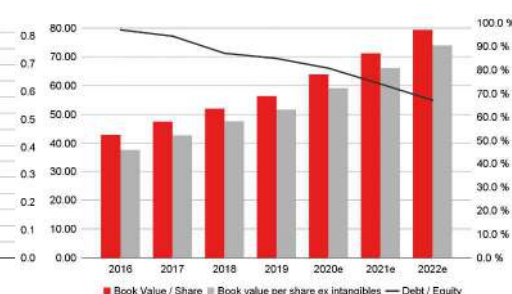
**ROCE Development**



**Net debt in EUR m**



**Book Value per Share in EUR**



Source: Warburg Research

Source: Warburg Research

Source: Warburg Research



**Consolidated cash flow statement**

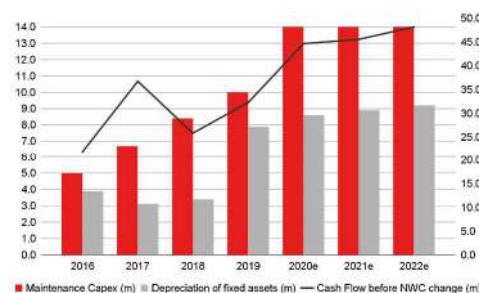
In EUR m	2016	2017	2018	2019	2020e	2021e	2022e
Net income	17.0	35.7	36.2	32.5	48.9	49.8	54.7
Depreciation of fixed assets	3.9	3.1	3.4	7.9	8.6	8.9	9.2
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	2.6	2.1	1.4	0.5	0.5	0.6	0.7
Increase/decrease in long-term provisions	5.7	10.0	-5.3	-0.7	1.4	1.2	0.0
Other non-cash income and expenses	-7.3	-14.2	-9.9	-7.9	-14.7	-14.9	-16.4
<b>Cash Flow before NWC change</b>	<b>21.9</b>	<b>36.8</b>	<b>25.8</b>	<b>32.3</b>	<b>44.7</b>	<b>45.5</b>	<b>48.2</b>
Increase / decrease in inventory	11.4	-52.4	-8.4	15.2	0.3	-16.0	-11.0
Increase / decrease in accounts receivable	-5.2	-14.4	-5.8	-4.7	-15.1	-5.0	-7.0
Increase / decrease in accounts payable	7.8	15.1	-17.0	9.7	17.8	7.0	6.0
Increase / decrease in other working capital positions	0.0	0.0	0.0	-4.0	-4.0	-4.0	-4.0
Increase / decrease in working capital (total)	14.0	-51.7	-31.2	16.2	-1.0	-18.0	-16.0
<b>Net cash provided by operating activities [1]</b>	<b>35.9</b>	<b>-15.0</b>	<b>-5.4</b>	<b>48.5</b>	<b>43.7</b>	<b>27.5</b>	<b>32.2</b>
Investments in intangible assets	-0.5	-0.7	-0.7	-1.7	-2.0	-2.0	-2.0
Investments in property, plant and equipment	-4.2	-5.6	-7.7	-14.2	-12.0	-11.0	-11.0
Payments for acquisitions	0.0	0.3	0.4	0.0	0.0	0.0	0.0
Financial investments	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net cash provided by investing activities [2]</b>	<b>-4.7</b>	<b>-6.0</b>	<b>-8.0</b>	<b>-15.9</b>	<b>-14.0</b>	<b>-13.0</b>	<b>-13.0</b>
Change in financial liabilities	0.6	-10.7	24.2	-8.7	-5.0	0.0	0.0
Dividends paid	-2.3	-3.0	-4.5	-5.3	-5.3	-7.2	-7.2
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
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net cash provided by financing activities [3]</b>	<b>-1.6</b>	<b>-13.8</b>	<b>19.7</b>	<b>-14.0</b>	<b>-10.3</b>	<b>-7.2</b>	<b>-7.2</b>
<b>Change in liquid funds [1]+[2]+[3]</b>	<b>29.5</b>	<b>-34.8</b>	<b>6.4</b>	<b>18.5</b>	<b>19.4</b>	<b>7.4</b>	<b>12.0</b>
Effects of exchange-rate changes on cash	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Cash and cash equivalent at end of period</b>	<b>53.8</b>	<b>19.9</b>	<b>20.8</b>	<b>32.6</b>	<b>45.1</b>	<b>56.4</b>	<b>68.5</b>

**Financial Ratios**

	2016	2017	2018	2019	2020e	2021e	2022e
<b>Cash Flow</b>							
FCF	31.1	-21.3	-13.7	32.5	29.7	14.5	19.2
Free Cash Flow / Sales	6.4 %	-3.9 %	-2.4 %	5.4 %	4.2 %	2.0 %	2.5 %
Free Cash Flow Potential	14.6	22.9	25.4	25.5	31.6	32.8	36.7
Free Cash Flow / Net Profit	333.3 %	-100.4 %	-52.7 %	133.7 %	88.2 %	42.1 %	50.5 %
Interest Received / Avg. Cash	0.3 %	0.6 %	1.2 %	1.1 %	0.0 %	0.0 %	0.0 %
Interest Paid / Avg. Debt	6.4 %	7.9 %	4.3 %	2.3 %	3.7 %	4.0 %	4.0 %
<b>Management of Funds</b>							
Investment ratio	1.0 %	1.1 %	1.4 %	2.6 %	2.0 %	1.8 %	1.7 %
Maint. Capex / Sales	1.0 %	1.2 %	1.5 %	1.7 %	2.0 %	1.9 %	1.8 %
Capex / Dep	73.4 %	120.8 %	173.1 %	189.3 %	153.8 %	136.8 %	131.3 %
Avg. Working Capital / Sales	27.1 %	27.3 %	33.3 %	32.7 %	26.6 %	26.1 %	26.2 %
Trade Debtors / Trade Creditors	96.5 %	96.3 %	128.7 %	118.8 %	112.5 %	109.7 %	110.1 %
Inventory Turnover	2.6 x	2.0 x	2.0 x	2.3 x	2.7 x	2.6 x	2.6 x
Receivables collection period (days)	51	54	56	56	56	56	56
Payables payment period (days)	78	86	66	71	76	78	77
Cash conversion cycle (Days)	114	150	171	143	117	121	121

**CAPEX and Cash Flow**

in EUR m



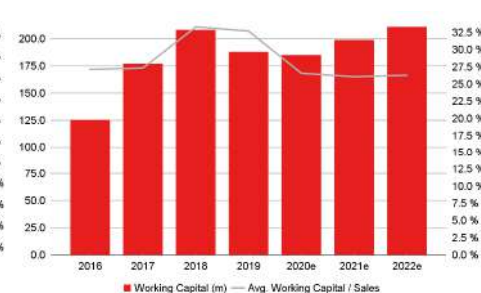
Source: Warburg Research

**Free Cash Flow Generation**



Source: Warburg Research

**Working Capital**



Source: Warburg Research



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Company	Disclosure	Link to the historical price targets and rating changes (last 12 months)
Einhell Pref.	3, 5	<a href="http://www.mmwarburg.com/disclaimer/disclaimer_en/DE0005654933.htm">http://www.mmwarburg.com/disclaimer/disclaimer_en/DE0005654933.htm</a>

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Investment recommendation: expected direction of the share price development of the financial instrument up to the given price target in the opinion of the analyst who covers this financial instrument.

-B-	<b>Buy:</b>	The price of the analysed financial instrument is expected to rise over the next 12 months.
-H-	<b>Hold:</b>	The price of the analysed financial instrument is expected to remain mostly flat over the next 12 months.
-S-	<b>Sell:</b>	The price of the analysed financial instrument is expected to fall over the next 12 months.
“-“	<b>Rating suspended:</b>	The available information currently does not permit an evaluation of the company.

**WARBURG RESEARCH GMBH – ANALYSED RESEARCH UNIVERSE BY RATING**

Rating	Number of stocks	% of Universe
Buy	129	63
Hold	60	29
Sell	8	4
Rating suspended	7	3
<b>Total</b>	<b>204</b>	<b>100</b>

**WARBURG RESEARCH GMBH – ANALYSED RESEARCH UNIVERSE BY RATING ...**

... taking into account only those companies which were provided with major investment services in the last twelve months.

Rating	Number of stocks	% of Universe
Buy	37	80
Hold	6	13
Sell	0	0
Rating suspended	3	7
<b>Total</b>	<b>46</b>	<b>100</b>

**PRICE AND RATING HISTORY EINHELL PREF. AS OF 18.01.2021**


Markings in the chart show rating changes by Warburg Research GmbH in the last 12 months. Every marking details the date and closing price on the day of the rating change.

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