

ITAB SHOP CONCEPT

HMY drives raised forecasts

While the Q4 report was mixed, 2024 showed solid revenue growth overall, with weaker profitability in H2 than in H1 related to a negative product and customer mix in a project-driven operation. Upon the completed acquisition of HMY, ITAB will double in size, becoming the largest retail store fitting company in Europe. Consolidating HMY into our forecasts, we have raised our 2025–2026e EPS by c24–38%, and our fair value to SEK25–31 (22–28).

Mixed Q4 results. In part against tough YOY comparables, revenue grew 11% YOY (organic +10%) but the adj. EBIT margin declined to 6.0% (-288bp YOY), with adj. EBIT of SEK106m (-25% YOY), 8% below our forecast. Despite a weaker product and customer mix in H2 than in H1, the 2024 adj. EBIT margin was 7.7%, well within ITAB's target range and supported by a solid cash conversion, giving a good start for the HMY integration.

Transformative acquisition. The acquisition of French store fittings group Financière HMY was finalised in January. We believe it is a good fit, and is set to strengthen ITAB's southern European footprint and double the size of the company. We await the full financial details, but similar to ITAB, HMY is indicated to have seen growth in revenue and an expanding profit margin in 2024. In our view, this suggests attractive deal fundamentals (we calculate a 2024 EV/adj. EBITDA of 6.1x), with the indicated deal synergies of EUR30m fully realised by 2027e implying a ROIC of 20–21% by then.

Forecasts updated. Including HMY in our forecasts but taking a conservative view as we await more details, we have raised our 2025–2026e EPS by c24–38% and introduce cSEK3.20 for 2027e, implying an EPS CAGR of 33% over 2024–2027e.

Fair value raised to SEK25–31 to reflect the HMY acquisition and potential in creating a European market leader in the retail fittings segment. Using a valuation on a par with ITAB's historical LTM valuation multiples calculates to SEK24–27.5, our peer group relative valuation to SEK26.50–28 and our updated DCF to SEK31–40, which reflects a scenario of a fully realisation of the suggested cost and revenue synergies.

Year-end Dec	2021	2022	2023	2024	2025e	2026e	2027e
Revenue (SEKm)	6,087	6,868	6,139	6,585	13,221	14,343	14,845
EBITDA adj (SEKm)	644	704	686	761	1,283	1,500	1,694
EBIT adj (SEKm)	382	443	432	507	835	1,048	1,239
PTP (SEKm)	147	348	385	438	496	917	1,125
EPS rep (SEK)	0.44	0.78	1.25	1.35	1.44	2.61	3.20
EPS adj (SEK)	1.20	1.21	1.28	1.55	2.15	2.61	3.20
DPS (SEK)	0.00	0.50	0.75	0.00	0.40	0.80	1.00
Revenue growth (%)	14.4	12.8	-10.6	7.3	100.8	8.5	3.5
EBITDA growth adj (%)	11.4	9.3	-2.6	10.9	68.6	16.9	13.0
EPS growth adj (%)	1.7	0.8	6.5	20.8	38.4	21.8	22.3
EBITDA margin adj (%)	10.6	10.3	11.2	11.6	9.7	10.5	11.4
EV/Sales adj (x)	0.68	0.51	0.53	0.67	0.66	0.57	0.51
EV/EBITDA adj (x)	6.5	4.9	4.7	5.8	6.9	5.5	4.4
EV/EBIT adj (x)	10.9	7.9	7.5	8.8	10.5	7.9	6.1
P/E adj (x)	11.2	9.1	9.4	13.5	10.5	8.6	7.1
P/Book (x)	1.10	0.80	0.86	1.17	1.27	1.13	1.01
ROE (%)	4.2	5.7	8.6	8.3	8.2	13.5	14.7
Dividend yield (%)	0.0	4.5	6.2	0.0	1.8	3.6	4.4

Source: Company (historical figures), DNB Markets (estimates)

ITAB versus OMXS30 (12m)



Source: FactSet

SUMMARY

Share price (SEK)	22.6
Tickers	ITAB SS

CAPITAL STRUCTURE

No. of shares (m)	253.2
No. of shares fully dil. (m)	254.4
Market cap. (SEKm)	5,723
NIBD adj end-2025e (SEKm)	3,065
Enterprise value adj (SEKm)	8,788
Net debt/EBITDA adj (x)	2.39
Free float (%)	54

Source: Company, DNB Markets (estimates)

NEXT EVENT

DNB Oslo SME	03/04/2025
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ESTIMATE CHANGES (SEKm), (SEK)

Year-end Dec	2025e	2026e	2027e
Sales (old)	7,100	7,527	
Sales (new)	13,221	14,343	14,845
Change (%)	86.2	90.5	nm
Consensus	6,957	7,345	7,295
EPS adj (old)	1.74	1.90	
EPS adj (new)	2.15	2.61	3.20
Change (%)	23.5	37.7	nm
Consensus	1.63	1.79	1.77

Source: DNB Markets, Bloomberg

This report has been commissioned and paid for by Itab Shop Concept, and is deemed to constitute an acceptable minor non-monetary benefit as defined in MiFID II

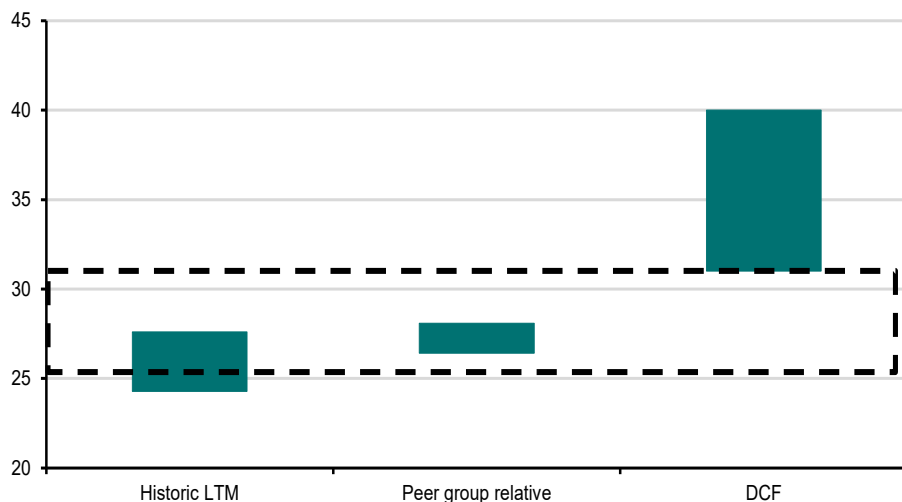
ANALYST

Karl-Johan Bonnevier

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Overview

Valuation (SEK)



Source: FactSet, DNB Markets

Valuation methodology

- Our fair value range has been raised to SEK25–31 (previously SEK22– 28), reflecting the acquisition of HMY.
- The low end of our fair value range of SEK25 is based on ITAB’s historical LTM average multiples applied to our 2025–2026e and the low range peer group relative valuation.
- The high end of our fair value range of SEK31 is based on our lower-end DCF.

Source: DNB Markets

Downside risks to our fair value

- Market demand not recovering as expected post-recession.
- Consumer confidence weakness affecting market demand more than expected and ITAB not able to offset it.
- ITAB failing to successfully integrate HMY, with the combined operation not able to realise the suggested potential.
- Limited free float and small-cap status imply liquidity constraints that could cap interest in the name.

Source: DNB Markets

DNB Markets estimates

- We believe ITAB returning to M&A with the HMY acquisition should be a transformational step in its sector roll-up, adding multiple sources of value creation.
- We believe ITAB’s strategy has gone largely unnoticed by the financial community given limited analyst coverage and institutional ownership (domestic and international).

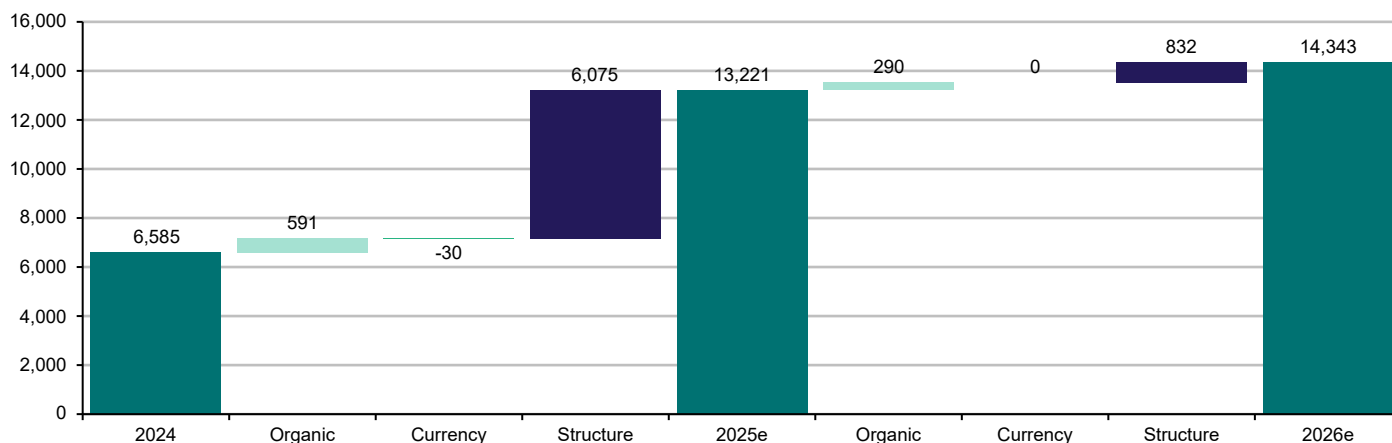
Source: DNB Markets

Upside risks to our fair value

- ITAB meeting its financial targets and successfully integrating HMY.
- Expansion into new countries and product offerings.
- Maintaining its strong acquisition track record and prices paid.
- EBIT margins well above its financial target, driven by an ongoing overall positive mix shift.

Source: DNB Markets

Net sales bridge 2024–2026e (SEKm)



Source: Company (historical figures), DNB Markets (estimates)

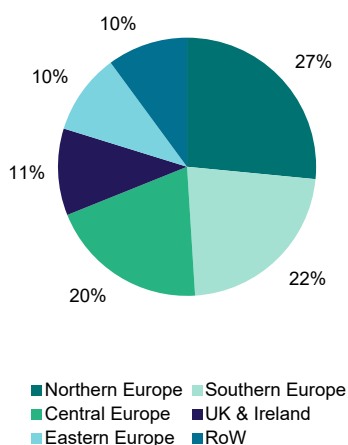
Company overview and SWOT analysis

Company description

- ITAB/HMY is the leading European supplier of retail solutions including consultative design services, custom-made interiors, checkout systems, consumer guidance solutions, professional lighting systems and interactive digital solutions for the physical store.

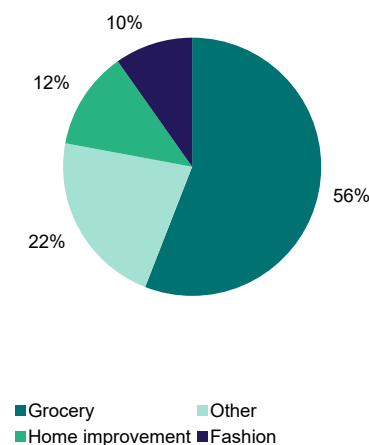
Source: DNB Markets

Revenues by region (LTM Q4 2024)



Source: Company

Revenues by business area (LTM Q4 2024)



Source: Company

Financial targets

- Growth – average net sales (CAGR) of 4-8% p.a. over a business cycle combining organic growth and strategic acquisitions.
- Profitability – average EBIT margin of 7–9% over a business cycle.
- Capital efficiency – average cash conversion ratio (OpCF to EBITDA) of ≥80% over a business cycle.
- Dividend – ≥30% of EPS over time adjusted for investment requirements and share buybacks.

Source: Company

Key management

- Andrés Elgaard – president and CEO.
- Ulrika Bergmo Sköld – CFO.
- Jan Andersson – SVP Nordic.
- Andrea Ciotti – SVP South Europe.
- Roy French – SVP UK & Baltics.
- Nick Hughes – CCO.
- Mikael Nadelmann – COO.
- Frida Karlsson – general counsel.
- Klaus Schmid – SVP Central Europe.

Source: Company

Largest shareholders

- Acapital ITAB HoldCo AB – 22.2% of capital and votes.
- Pomona-gruppen – 15.8%.
- Petter Fägersten – 10.4%.
- Anna Benjamin – 5.6%.
- Stig-Olof Simonsson – 5.4%.
- ITAB Shop Concept holding of own shares 4,400,00 C-shares (1.8% of capital) excluded above.

Source: Company

SWOT analysis

Strengths

- Already one of the largest companies in the European retail store fittings industry, having deployed a sector roll-up strategy actively consolidating the fragmented market.
- Transformative acquisition of HMY, potentially doubling the size of the company, elevating the combined operation to a clear European market-leading position, with multiple synergy extraction opportunities to be realised.

Opportunities

- Move from a product focus to solutions and systems orientation holds the potential to become a preferred supplier to a larger part of the European retail sector.
- Promising growth platform in Retail Technology.

Source: DNB Markets

Weaknesses

- General retail under pressure making hurdles for new investments, including in ITAB's offering, harder to justify.
- External commodity prices inflation needs to be balanced.
- Volume sensitivity still being more of a product sales/project company and a service and systems provider to the sector.

Threats

- Competitive and fragmented market, with key customers generally being large with a high cost focus, putting pressure on the supplier base.
- Structural decline for physical shops making for lower investment requirements.

ESG overview

Sustainability assessment

	Positive	Negative
Conclusions	<ul style="list-style-type: none"> ■ With increasing customer focus on sustainability and innovation, collaboration for a sustainable future has become a key differentiator for ITAB and is an integrated part of its 'One ITAB' strategy. ■ This includes external opportunities such as the development of carbon assessment services for customers' operation and internal focus on sustainable product development and efficiency in the value chain as well as safeguarding good working conditions and business ethics. 	<ul style="list-style-type: none"> ■ We assess ITAB's ESG-related risks to be well-addressed by the company and primarily related to working conditions, efficiency, business ethics and development of new solutions. ■ In a wider context, unsuccessful acquisitions and quality failures could result in reputational damage and loss of business.
Actions being taken by company	<ul style="list-style-type: none"> ■ ITAB's updated materiality analysis (2023) reiterated its sustainability focus targeted on good working conditions, efficiency in the value chain, business ethics and sustainable business development, with KPIs added that are followed up quarterly. ■ ITAB has linked its sustainability work to the UN Sustainable Development Goals, highlighting eleven of the 17 goals in its operations (SDG 3, 5, 6, 7, 8, 9, 10, 12, 13, 16 and 17). ■ ITAB uses EcoVadis to assess its sustainability programme independently and take guidance on how to develop a roadmap for the future, receiving a Bronze medal with a score 58/100 in May 2023. 	<ul style="list-style-type: none"> ■ Like many other companies, ITAB does not score well in the EU Taxonomy scoring. Only its lighting manufacturing (9% of net sales) is eligible, as a 'climate change mitigator'. However, its current light sources do not meet the requirement of being in the two top classes. This implies a group alignment to Taxonomy of 0% for net sales and operating expenses and <1% for capital expenditure.

Key ESG drivers

Short-term	<ul style="list-style-type: none"> ■ With sustainability an increasing customer focus, it has also become an integrated part of ITAB's strategy work. ■ ITAB has established baselines, adding further metrics during 2023, to able to fully meet the CBAM and CSRD legislations and advanced towards some of its goals of 2022–2023. ■ ITAB has turned sustainability into a business proposition towards its clients, such as offering carbon assessment and its Retail Lighting operation offering advanced energy-saving solutions based on the latest LED technology. 	<ul style="list-style-type: none"> ■ In 2022 ITAB established a baseline for good working conditions with KPIs such as Total Frequency Rate (TFR) for accidents and a Lost Time Severity Rate (LTSR) reporting a 2023 TFR improvement to 8.23 (12.8) and LTSR of 0.29 (0.28). With a target of zero accidents, this still leaves some work to do. ■ Risk of reputational damage from partners failing to deliver on ESG factors, potentially limiting its product offering.
Long-term	<ul style="list-style-type: none"> ■ With benchmarks established in 2022 for Scope 1 and 2 greenhouse gas emissions, ITAB is working actively towards its own target to achieve a 50% absolute reduction by 2030, seeing a 23% Scope 1 and 10% Scope 2 reduction in 2023. ■ ITAB's goal is to source 100% of its electricity needs from renewable sources by 2025. For 2023, 38% was sustainably generated (29% in 2021). 	<ul style="list-style-type: none"> ■ Risk of ITAB failing to keep up with growing consumer ESG demands. ■ Challenge to get its sustainability work recognised in standard models such as the EU Taxonomy. ■ With acquisitions being a central part of ITAB's growth, there is a risk that unsuccessful acquisitions could result in adverse outcomes.

Source: DNB Markets

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Q4 review and update

Figure 1: Q4 results – DNB Markets' forecasts versus results

Key highlights (SEKm, except per share data)	Q4 2024			Deviation (%)		Deviation, Abs		Q4 2023	DNB
	Actual	DNB	Cons.	DNB	Cons.	DNB	Cons.	Actual	2024
Net sales	1,771.0	1,657.0	1,583.0	7%	12%	114	188	1,601.0	6,585.0
Change YOY	10.6%	3.5%	-1.1%	7.1pp	11.7pp			-5.9%	7.3%
Organic YOY	10.1%	3.0%	-1.6%	7.1pp	11.7pp			-8.2%	7.7%
Acquired YOY	0.0%	0.0%		0.0pp				0.0%	0.0%
FX / other YOY	0.5%	0.5%		0.0pp				2.3%	-0.4%
Gross profit	467.0	472.5	451.0	-1%	4%	-6	16	479.0	1,878.0
Gross margin	26.4%	28.5%	28.5%	-2.1pp	-2.1pp			29.9%	28.5%
EBITDA adjusted	172.0	178.7	179.0	-4%	-4%	-7	-7	209.0	761.0
Depr/Amort	-66.0	-64.0		-3%		-2		-67.0	-254.0
EBIT adjusted	106.0	114.7	115.0	-8%	-8%	-9	-9	142.0	507.0
EBIT margin	6.0%	6.9%	7.3%	-0.9pp	-1.3pp			8.9%	7.7%
One-offs	-27.0	-25.0		-		-2		0.0	-48.0
EBIT reported	79.0	89.7	115.0	-12%	-31%	-11	-36	142.0	459.0
Pretax profit	81.0	87.4	63.0	-7%	29%	-6		137.0	438.0
EPS	0.29	0.24	0.25	21%	15%	0.1		0.52	1.35
FCF	228.0	214.2		6%		14		289.0	320.0
DPS	0.00	0.50	0.47	-100%	-100%	-0.50	-0.47	0.75	0.00

Source: DNB Markets (forecasts), company (historical data), Bloomberg (limited number of contributors)

The Q4 report was mixed, following the same trends as in its Q3, showing further signs the positive demand trend over the past couple of quarters has continued. However, a weak customer and product mix hit the gross margin, as in Q3, creating a substantial earnings shortfall YOY. On the positive side, the much-improved capital efficiency looks to be more of a structural improvement, leaving the financials in good shape, ahead of the now in January finalised HMY acquisition.

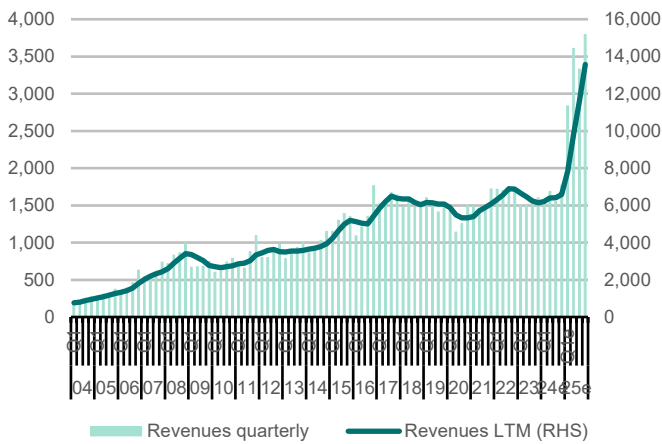
Q4 revenue increased 10.6% YOY (organic +10.1%) after the weak Q3, but the adj. EBIT margin declined to 6.0% (-288bp YOY), against tough YOY comparables, giving an adj. EBIT of SEK106m (-25% YOY), 8% below our expectation. Looking at the sales mix, Grocery (up 17% YOY), Home Improvement (up 34% YOY) and Fashion (+25% YOY) showed strength, while the Other (-15% YOY) segment weakened.

Central Europe (+51% YOY), that saw the weakest trend in Q4 2023, showed the strongest improvement YOY geographically. Eastern Europe (+34% YOY) and Southern Europe (+22% YOY) also showed strength, while Rest of World was weaker (down 42% YOY), having benefited from the delivery of a large loss-prevention solutions order (EUR25m) to Coles in Australia last year. Management again indicated retail customers remain cautious on investing in new stores and upgrading existing stores. However, interest in operating efficiency solutions, such as self-check-outs and other self-service solutions as well as technical and digital solutions for loss-prevention remains significant. Still, management described competition as fierce across segments and regions.

ITAB (pre-HMY) returned to organic growth in 2024 (+7.7% YOY), and our updated forecast scenario including HMY suggests a doubling of group revenues in 2025e (more details below).

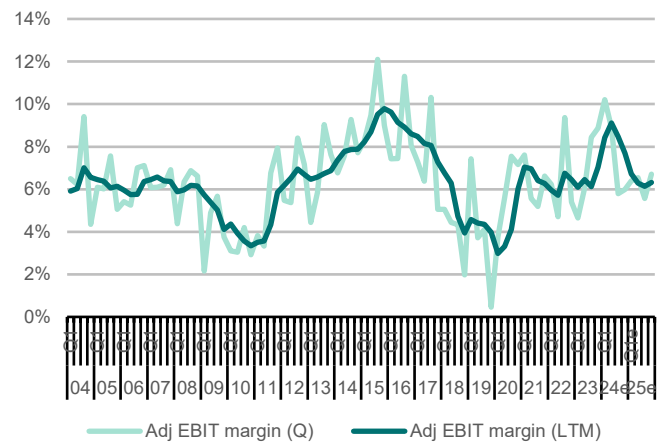
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Figure 2: Revenues quarterly and LTM (SEKm)



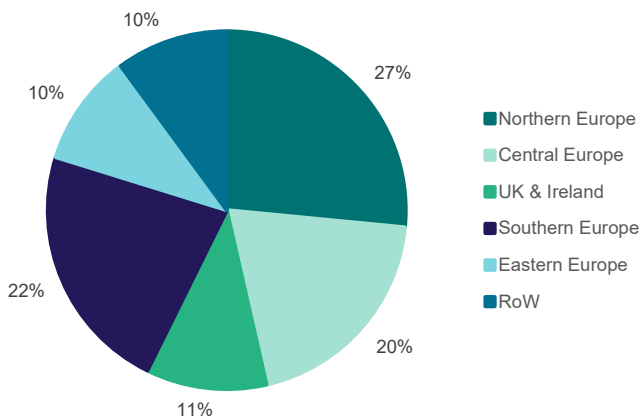
Source: DNB Markets (forecasts), company (historical data)

Figure 3: EBIT margin quarterly and LTM



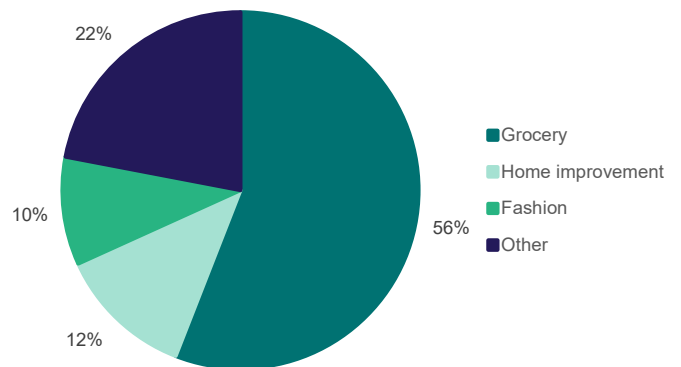
Source: DNB Markets (forecasts), company (historical data)

Figure 4: Geographical revenue breakdown LTM Q4 2024



Source: DNB Markets (compilation), company (historical data)

Figure 5: Customer segment revenue split LTM Q4 2024



Source: DNB Markets (compilation), company (historical data)

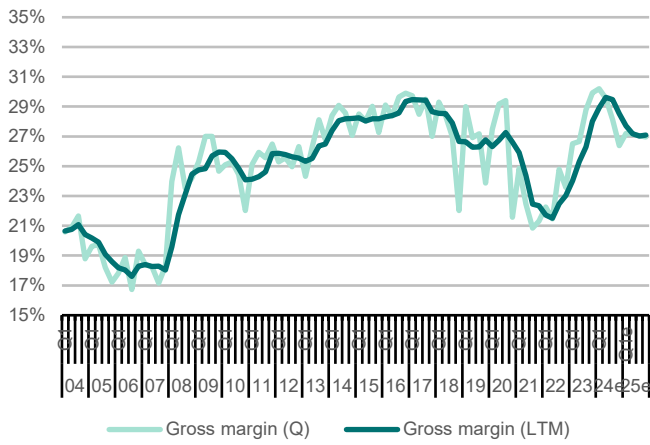
Looking at the old ITAB operations, the Q4 gross margin fell by a full 355bp YOY to 26.4% on a weaker product and customer mix. The mix showed a lower share of higher gross margin loss-prevention and technical solutions, but a higher share of traditional shop fittings and conventional check-outs with lower gross margins (higher material content). ITAB highlighted a continued healthy gross margin within the respective product categories, implying a normal product and customer mix effect with H1 benefiting from a strong mix and H2 a more normal mix in an historical context.

In more detail, ITAB is still dependent on the timing of deliveries, with Q4 last year benefiting from the rapid deployment of theft protection systems to the Australian grocery chain Coles. The order was worth EUR25m and delivered over Q3 2023–Q1 2024, and we calculate that the order could represent about 200bp of the Q4 gross margin erosion swing YOY. The stronger sales of lower gross margin products such as traditional store fittings taking a higher share of the mix in Q4 2024 could explain almost a similar magnitude of gross margin erosion. This highlights the high mix effect on ITAB’s results and the project-based nature of the operation and the potential volatility related to it on a quarterly basis related to the timing of deliveries.

Despite the intra-year volatility, the 2024 adj. EBIT margin still reached 7.7% (LTM Q2 2024 9.1%), meeting the financial target of 7–9%. The OnelTAB transformation has created a more scalable operation, from which it is now benefiting, with further potential when volume growth reemerges. We view this as a good starting point for the HMY integration.

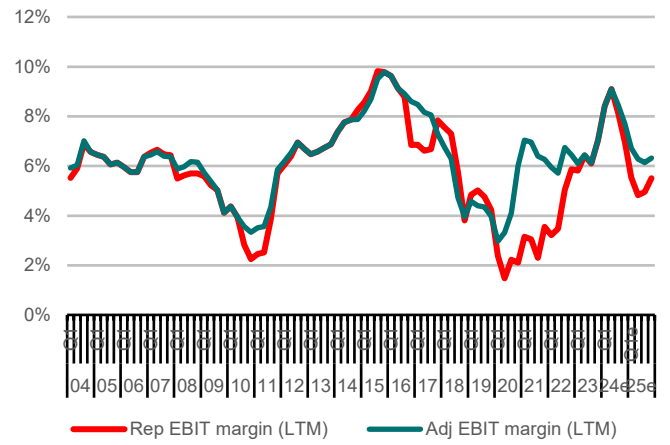
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Figure 6: Gross margin quarterly and LTM



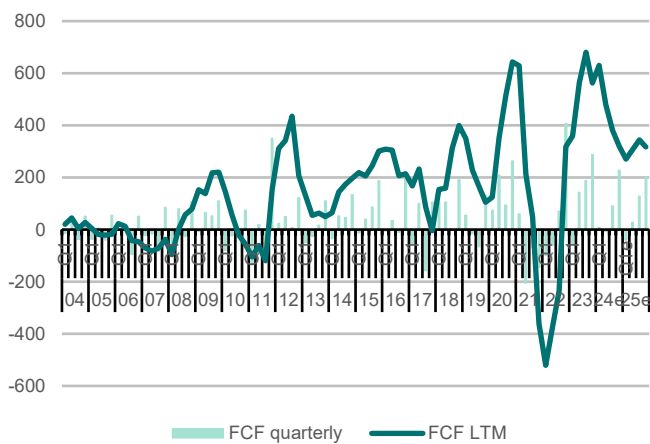
Source: DNB Markets (forecasts), company (historical data)

Figure 7: EBIT margin report and adjusted LTM



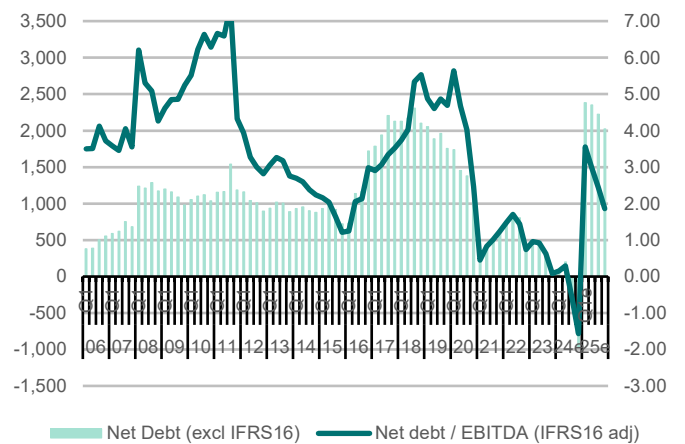
Source: DNB Markets (forecasts), company (historical data)

Figure 8: FCF quarterly and LTM (SEKm)



Source: DNB Markets (forecasts), company (historical data)

Figure 9: Net debt IFRS 16 adj (SEKm) and net debt/EBITDA (RHS)



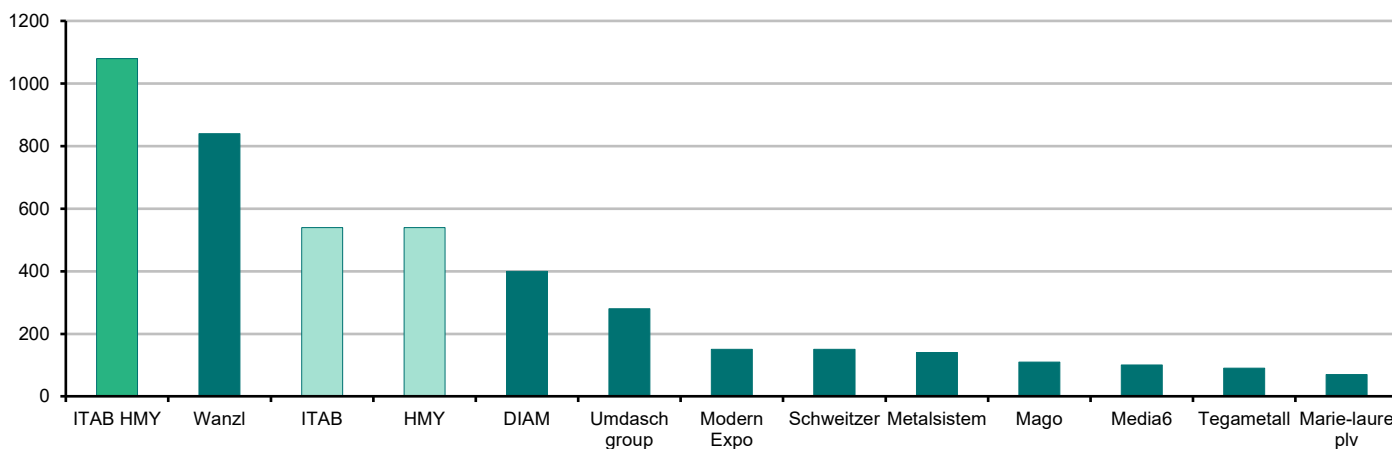
Source: DNB Markets (forecasts), company (historical data)

HMV acquisition next step in industrial roll-up

Given ITAB’s historical track record of acquisition-based growth and the still-fragmented European retail interior market, we have seen its financials and strengthened own platform as an improved base for further industrial roll-up opportunities. Thus, we see significant potential in ITAB’s acquisition of French store fittings group Financière HMY, doubling the size of the company and creating a new European market leader.

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Figure 10: European companies in the retail store fittings market (2023, EURm, global revenue)

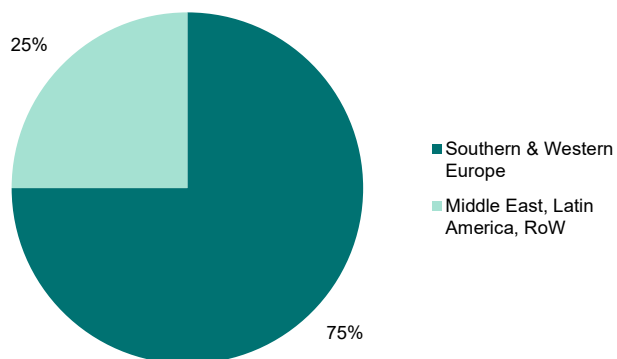


Source: Company

Note: Based on management estimates and latest available financial statements (figures rounded) and excluding other operations than retail store fittings solutions

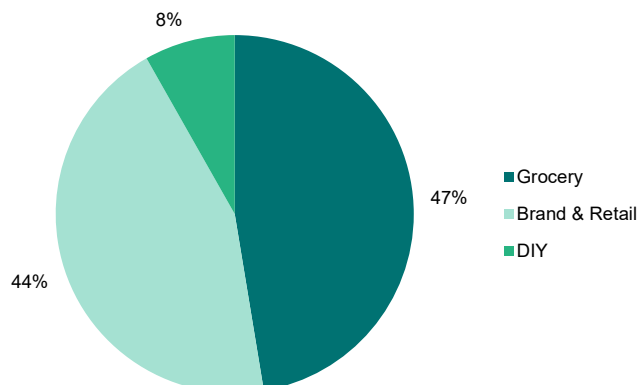
HMY looks to be a good match with ITAB, set to strengthen the southern European footprint and add the Middle East and Latin America (largely complementary). Similar to ITAB, we understand that during the recent period of lower end-customer demand, HMY worked on business improvements and efficiency measures. To us, this implies two stronger, more agile companies, and the next step in consolidating the fragmented European market.

Figure 11: HMY geographical revenue breakdown, 2023



Source: Company

Figure 12: HMY customer segment revenue split, 2023



Source: Company

The HMY acquisition was finalised on 31 January as the EUR320m purchase price was settled, implying HMY will be consolidated as of February 2025. Given the short period since the completion of the acquisition, ITAB has not been able to give a more detailed view of the 2024 performance for HMY, but said it aims update the market ahead of its Q1 report due on 29 April. HMY's accounts for 2024 are still to be finalised and approved, with the consolidation into ITAB also requiring the French GAAP used by HMY to be adjusted to ITAB's reporting structure. However, ITAB's CEO indicated that similar to ITAB, HMY grew revenues and expanded its profit margin in 2024, suggesting an improvement on 2023 reported revenue of EUR541m and adj. EBIT margin of 5.0%.

We have consolidated HMY, assuming 3% revenue growth in EUR and an adj. EBIT margin of 5.2% in 2024. The acquisition price of EUR320m suggests a 2024 EV/sales of 0.58x (2023 0.59x) and EV/adj. EBITDA of 6.1x (2023 6.4x). In our acquisition accounting, assuming full delivery of the indicated deal synergies of EUR30m by 2027 suggests a post-synergy 2027e EV/EBITDA of c3.5x and ROIC of 20–21%.

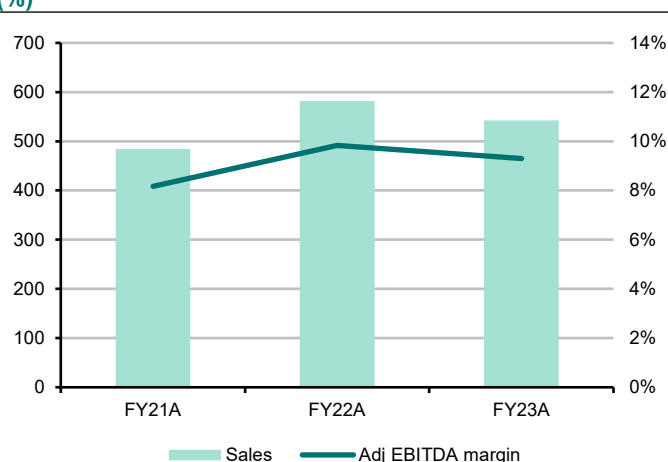
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Figure 13: HMY acquisition accounting (preliminary) September 2024

SEKm	2023	2024e	2025e	2026e	2027e
Revenues	6211	6373	6523	6784	7280
EBIT bef goodwill	311	330	351	379	408
margin %	5.0	5.2	5.4	5.6	5.6
+ Synergy potential			34	169	338
- Interest cost (6.0%)		-169	-169	-169	-169
Pretax impact	311	160	216	379	577
EPS impact		0.45	0.61	1.06	1.62
Imp on pre-deal est (%)		25.4	30.2	48.3	
RoIC (%)		9.0	10.5	14.9	20.3
	2023	2024e			2027e
EV/Sales	0.59	0.58			0.50
EV/EBITDA	6.4	6.1			3.5
Acquisition cost	3672				

Source: Company (historical data), DNB Markets (estimates and compilation)

Figure 14: HMY revenues (EURm) and adj. EBITDA margin (%)



Source: Company

The indicated deal synergies of EUR30m seem realistic to us, with EUR20m related to purchasing gains and removing double-manning situations, and not seeking further complicated savings in the manufacturing footprint, at least at this stage. Similarly, using HMY’s customer relations to cross-sell ITAB’s technology and lighting solutions could add at least EUR20m in revenue, with a high-gross margin contribution, i.e. cEUR10m in profit contribution by 2027e. Looking at purchasing, its largely doubled combined volume to an annual value of EUR600m seems beneficial for an agile purchasing team. We understand work has begun to find the new combined opportunities, with the normal contract period indicating most savings should be realised already in 2026, in our view, with ITAB committing to 2027.

In Q1, we expect ITAB to provide a better view on integration costs to realise the full synergies by 2027. We provisionally estimate SEK180m in 2025 related to closing the transaction (EUR10m indicated, of which SEK33m booked in 2024) and normal integration costs. Consolidating HMY into our ITAB forecasts, and taking a conservative view on growth, costs and synergy realisation, we have raised our 2025e EPS by 24%, 2026e by 38% and introduced cSEK3.20 for 2027e, suggesting an EPS CAGR of 33% over 2024–2027e.

From a financing perspective, with the acquisition, ITAB’s net cash of SEK384m in Q4 (SEK969m excluding IFRS 16-related leasing debt) should become net debt of cSEK3,400m by end Q1e, implying net debt/EBITDA of c4.1x LTM (only benefitting from two months of HMY earnings but the full financing burden). However, we estimate more normalised gearing of around 2.4x (2.0x excluding IFRS 16 effect) by end-Q4 2025e. We understand ITAB’s financial covenants regarding its bank debt financing are flexible, suggesting an RTM basis for net debt/EBITDA. Moreover, the high gearing short-term implies a higher interest spread set to normalise with the return to a more normal lower gearing level. Medium-term, ITAB said it would focus on successfully integrating HMY, realising the indicated deal synergies and reestablishing its financial strength, with any potential further consolidation of the European retail store fittings market likely to be more of a consideration after 2027.

We expect ITAB to report substantially higher revenue growth over 2025–2027 than its targeted 4–8%. While the 2025 EBIT margin is likely to be below its 7–9% target, we expect 2026–2027 to be supported by synergy realisation and progress towards the higher end of the range. We forecast cash conversion to be slightly weaker than its target during the period, but still expect healthy FCF generation. We see headroom for ITAB to restart its dividend distribution in 2025.

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Figure 15: ITAB financial targets and DNB Markets estimates

	Average	Reported - fiscal years				ITAB Group target	DNB Markets' estimates		
	2003-2020	2021	2022	2023	2024		2025e	2026e	2027e
Sales growth	13.3%	14.4%	12.8%	-10.6%	7.3%	4-8%	105.8%	8.9%	3.5%
Organic sales growth	1.9%	9.1%	6.9%	-13.9%	7.7%	-	8.6%	3.3%	3.5%
EBIT margin	6.2%	6.3%	6.5%	7.0%	7.7%	7-9%	6.3%	7.3%	8.3%
Cash conversion	74%	-34%	80%	118%	82%	>80%	54%	67%	71%
Dividend of net profit	25%	0%	41%	58%	0%	>30%	23%	31%	32%

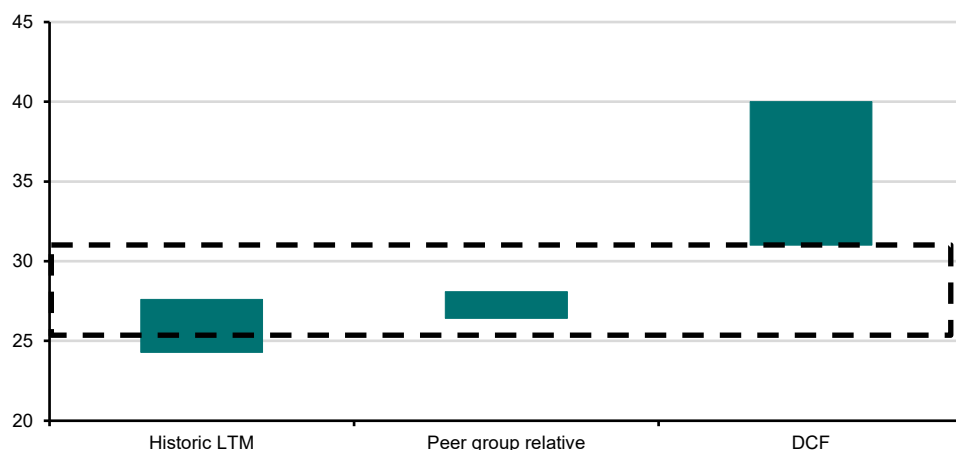
Source: DNB Markets (forecasts), company (historical data and targets)

Fair value range raised to SEK25–31 (22–28)

Our SEK25–31 fair value range reflects the HMY acquisition and potential for the coming years, including front-end loaded risks as is usual for larger mergers, in creating a European market leader in the retail fittings segment.

In our view, our updated DCF of SEK31–40 more fully reflects the potential in a successful completion and full realisation of the indicated cost and revenue synergies (historical LTM valuation multiples SEK24–27.5, peer group SEK26.50–28). Note our valuation methodology does not include uncompleted value-creating acquisitions or undisclosed capital allocation.

Figure 16: ITAB fair value range (SEK)



Source: DNB Markets

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Figure 17: ITAB acquisition and disposal log

Year	con.	Target	Price (SEKm)	Sales	OpP	OpP margin	EVS (x)	EVOpP (x)	comment
2024	Dec	Nuco Sourcing (HK) Co Ltd (HK)	25						Disposal of Chinese lighting component company
	May	Financière HMY (Fr)	3616	6116	568	9.3%	0.59	6.4	Leading European store fittings group
	May	Signatrix GmbH (Ge)	23						German Retail AI startup (18% holding)
	May	Imola Retail Solutions Srl (It)	12						19% option to make operation w hole ow ned utilised
2023	May	OmboriGrid AB	15						21% shareholding disposed
2022	Feb	Oy Checkmark Ltd (Fi)	53	117	19.1	16.4%	0.45	2.8	Nordic supplier of checkout and store guidance tech
2021	Apr	La Fortezza Sudamericana SA (Arg)	19						Remaining 15% of subsidiary in South America
	Jan	Imola Retail Solutions Srl (It)	57	510	30.0	5.9%	0.14	2.3	81% hld (+opt in 2024) in Cefla's unit retail solutions
2019	Jul	Ombori Apps AB	15	21.0	0.4	1.8%	2.38	-	30% holding in digital shop experience company
2017	Jul	D&L Lichtplanung GmbH (It)	151	206	22.6	11.0%	0.73	6.7	Leading German store lighting company
2016	May	La Fortezza Group (It)	990	1291	116.2	9.0%	0.77	8.5	Leading Southern European store fittings company
	May	Pikval Group Oy (Fi)	61	159	12.7	8.0%	0.38	4.8	Finnish producer of concept store fittings
	May	MB Shop Design i Hillerstorp	106	140	17.3	12.4%	0.76	6.1	Sw edish producer concept store fittings
	Apr	LICHTSPIEL Lichtprojekte und Design	24	37	2.2	6.0%	0.64	10.7	German retail lighting company
2015	Feb	JDP (Latvia)	60	105	10.5	10.0%	0.58	5.8	Latvian store fitting company Euro speciality retail
2014	Dec	Reklamepartner (No)	4	27.5			0.31		51% hld Norw egian in-store promotion company
	Nov	Eurolys (No)	4	33			0.12		Assets from Norw egian lighting sales company
	Oct	New Store Europe BV (Ne)	12	200			0.06		Assets from Dutch bankruptcy
	Oct	New Store Europe Denmark AS (Dk)	9	139			0.06		Assets from Danish bankruptcy
	Oct	New Store Europe Sverige AB	8	100			0.08		Assets from Sw edish bankruptcy
	Oct	New Store Europe Norge AS (No)	20	275			0.07		Assets from Norw egian bankruptcy
2012	Jun	Maxted Hld Group Ltd (UK)	22	130	2.6	2.0%	0.17	8.5	UK producers of wood store fittings
	Apr	Prolight Försäljnings AB	16	87	8.4	9.7%	0.38	3.9	Acq of 49% minority of retail lighting sales company
2011	Aug	Nordic Light Group AB	265	553	83	15.0%	0.48	3.2	Leading Scandinavian retail lighting company
2008	May	Scangineers BV (Ho)							Asset acq of producer self-checkout systems
	Feb	Pan-Oston (Fi)							Finnish producer cashier disks & entry/exit systems
	Jan	L-Form Logisitcs AB	7	20	good		0.35		Producer of entrance and flow systems
2007	Dec	Hansa Kontor Shopfitting	250	850	30	3.5%	0.29	8.4	Market leader in Europe for cashier desks
	Jun	Sintek	15	50	good		0.30		Leading store fitter for pharmacies in Sw eden
2006	Oct	Radford CGC (UK)	50	200	good		0.25		UK producer of cashier desks & entry/exit systems
	Jun	PharmaService (No)	14	40	good		0.35		Leading Norw egian producer of Pharmacy interiors
	Mar	City Group (UK)	88	300	18	6.0%	0.29	4.9	UK producer of complete store systems & concepts
	Jan	Novena (Lithuania)	18	60	good		0.30		Lithuanian producer of complete store systems
	Jan	PremOers (Ne)	15	45	good		0.33		Dutch project mgmt company for store concepts
2004	Nov	Lindco AS (No)		50	good				Leading Norw egian sales channel
	Jul	ABL Blansco (Cz)		120					Czech family ow ned low -cost manufacturer
	Jul	APOS Letovice (Cz)							
	Jun	Stenestams Industri		90					Sw edish cashier desk manufacturer
	May	ITAB Shop Concept							Spin-off from XANO Industries. IPO.
2003		Sisustus AS (Est)							
		Södergrens Metallkonstr							
		Shop Equipe (Cz)		25					Czech development company
		Shop Equipe (Dk)							Danish shop fitting company
		Skandinavisk Inredning							
2001		Legra Baltic (Latvia)							
2000		ISC Inter Shop Center (Ne)		120					Assets from Dutch bankruptcy (Ahold customer)
1999		Sabina Inredningar							
1998		Expo Kaluste Oy (Fi)							
1996		Produktions AB R.Berg							
		RIVA Hugin Sw eda (Dk)							
		KB Design AS (No)							
1992		Metalltechnik met-o-matic							
1991		Legra ASA (No)		50					
		Super Service (Dk)							
1989		ABO Metall							
1988		Törnblom Nässjö							

Source: Company (historical data), DNB Markets (compilation and estimates in red)

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Figure 18: ITAB – peer group valuation (x) and performance (%)

Security Name	Price LFX	M CAP EURm	EV EURm	EV/SALES			EV/EBITDA			EV/EBIT		
				+1y	+2y	+3y	+1y	+2y	+3y	+1y	+2y	+3y
ITAB SHOP CONCEPT (DNB est)	22.60	509	811	0.66	0.58	0.53	6.9	5.6	4.6	10.5	7.9	6.3
ITAB SHOP CONCEPT AB	22.60	518	453	0.82	0.77	0.78	6.8	6.3	6.3	9.9	8.9	9.1
SME Industrial peers												
ALLIGO AB-B	136.40	617	803	1.06	0.97	0.92	8.8	7.1	6.1	18.9	12.7	10.0
ALIMAK AB	119.60	1,144	1,379	2.24	2.18	2.09	11.1	10.1	9.6	15.8	13.1	12.3
BERGMAN & BEVING AB	320.00	781	940	2.12	1.99	1.91	14.6	13.2	12.5	25.5	22.3	20.7
COOR SERVICE MANAGEMENT	32.00	273	443	0.43	0.42	0.41	6.3	5.7	5.7	10.8	9.1	8.9
ELANDERS AB-B	79.70	251	1,021	0.81	0.80	0.78	5.1	4.8	4.8	12.4	11.5	11.2
FAGERHULT AB	52.00	819	979	1.41	1.39	1.31	10.0	9.4	8.6	15.4	14.7	12.8
FASADGRUPPEN AB	25.40	122	388	0.60	0.57	0.53	5.7	5.1	5.3	5.9	5.1	4.8
GREEN LANDSCAPING AB	67.80	342	525	0.89	0.85	0.82	6.7	6.2	6.0	12.6	11.1	10.9
INWIDO AB	207.40	1,069	1,149	1.42	1.33	1.27	9.5	8.6	8.2	12.8	11.3	10.7
MOMENTUM GROUP AB-B	181.60	815	849	3.37	3.17	3.05	22.6	21.0	20.1	33.2	30.8	29.1
NETEL HOLDING AB	12.90	56	110	0.38	0.36	0.35	5.0	4.4	4.1	6.7	5.8	5.2
NEDERMAN HOLDING AB	218.00	681	757	1.62	1.53	1.43	11.1	10.1	9.5	16.2	14.1	12.9
NORVA24 GROUP AB	24.80	403	530	1.72	1.59	1.51	8.6	7.4	6.9	19.3	14.5	13.5
NOTE AB	153.50	396	391	1.14	1.03	0.95	8.6	7.6	7.0	11.3	9.9	9.0
NORDIC WATERPROOFING AB	182.60	391	457	1.15	1.12	-	8.9	8.4	-	12.4	11.5	-
OEM INTL AB-B	125.20	1,548	1,513	3.28	3.12	2.98	20.2	19.5	18.4	23.2	22.2	20.9
PRICER AB-B	9.95	145	-	0.54	0.47	-	5.3	4.8	-	6.8	6.2	-
SCANFIL OYJ	8.33	544	567	0.72	0.65	0.61	7.5	6.9	6.5	10.4	9.4	8.8
SITOWISE GROUP PLC	2.70	97	179	0.94	0.91	0.86	10.5	8.0	6.8	31.7	17.3	12.2
<i>Average sub-group</i>				<i>1.36</i>	<i>1.29</i>	<i>1.28</i>	<i>9.8</i>	<i>8.9</i>	<i>8.6</i>	<i>15.9</i>	<i>13.3</i>	<i>12.6</i>
Nordic Retail peers												
HENNES & MAURITZ AB-B SHS	150.20	21,512	25,462	1.23	1.19	1.15	7.1	6.8	6.7	15.1	14.0	13.5
AXFOOD AB	235.80	4,547	5,781	0.74	0.71	0.69	8.7	8.2	7.9	18.2	16.1	15.1
XXL ASA	12.67	22	250	0.44	0.40	0.36	7.2	4.2	2.6	neg	77.5	6.8
CLAS OHLSON AB-B SHS	247.00	1,441	1,528	1.54	1.46	1.40	9.5	8.9	8.6	16.1	14.9	14.3
TOKMANNI GROUP CORP	13.75	809	1,565	0.98	0.93	0.89	7.1	6.5	6.0	16.0	13.5	12.2
EUROPRIAS ASA	79.35	1,143	1,430	1.20	1.14	1.09	7.1	6.3	5.9	12.7	10.8	9.5
KID ASA	148.40	521	653	2.13	1.97	1.83	7.8	7.1	6.5	14.4	12.6	11.0
BYGGMAX GROUP AB	51.10	266	469	0.84	0.79	0.76	5.6	5.1	5.0	17.7	13.5	12.7
MATAS A/S	138.80	713	1,159	1.02	0.95	0.89	7.0	6.2	5.7	14.6	11.8	10.5
BILIA AB-A SHS	146.60	1,255	1,743	0.55	0.53	0.50	8.1	7.8	7.4	14.9	12.8	11.5
ELEKTRO IMPORTOREN AS	13.00	57	105	0.62	0.58	0.54	7.0	5.1	4.3	26.9	11.7	8.6
<i>Average sub-group</i>				<i>1.03</i>	<i>0.97</i>	<i>0.92</i>	<i>7.5</i>	<i>6.6</i>	<i>6.1</i>	<i>16.7</i>	<i>19.0</i>	<i>11.4</i>
Total peer group				1.24	1.17	1.14	9.0	8.1	7.6	16.1	15.3	12.1

Source: Bloomberg (consensus), DNB Markets (estimates in red)
 Note: Share price correct as of market close on 11 February 2025

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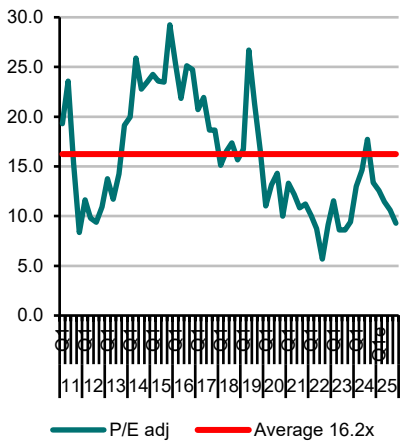
Figure 19: ITAB – peer group valuation (x) and performance (%) continued

Security Name	P/E			FCF Yield			P/BV	RoE	Div.Y	Performance (%)		
	+1y	+2y	+3y	+1y	+2y	+3y				+1y	+1y	+1y
ITAB SHOP CONCEPT (DNB est)	10.5	8.6	7.1	4.6%	9.8%	12.7%	127%	7.5%	1.8%	13.6	-12.1	51.7
ITAB SHOP CONCEPT AB	13.9	12.6	12.8	4.8%	6.2%	-	134%	9.1%	3.6%	13.6	-12.1	51.7
SME Industrial peers												
ALLIGO AB-B	21.8	13.0	9.6	7.7%	9.1%	13.9%	177%	8.1%	2.6%	8.4	9.8	4.3
ALIMAK AB	20.1	15.3	13.6	6.3%	6.9%	7.4%	176%	8.9%	2.3%	7.2	-5.2	26.2
BERGMAN & BEVING AB	36.2	29.5	25.9	3.5%	4.7%	7.6%	385%	9.9%	1.3%	11.1	6.8	82.4
COOR SERVICE MANAGEMENT	8.5	6.6	5.8	17.8%	20.0%	19.8%	200%	21.2%	7.4%	-14.6	-12.0	-22.5
ELANDERS AB-B	8.5	6.8	6.0	40.5%	59.4%	59.6%	67%	8.0%	4.8%	-5.8	-16.8	-23.4
FAGERHULT AB	18.7	16.5	13.9	7.2%	7.6%	8.2%	126%	5.7%	3.2%	-1.3	-15.7	-20.9
FASADGRUPPEN AB	3.6	2.9	2.1	neg	27.9%	44.4%	49%	12.6%	5.7%	-39.6	-41.9	-59.6
GREEN LANDSCAPING AB	12.4	10.1	9.4	12.8%	12.9%	16.0%	195%	15.4%	0.0%	-2.6	-5.7	-0.7
INWIDO AB	16.2	14.2	13.3	6.0%	7.3%	7.0%	201%	12.7%	3.1%	15.5	5.5	65.0
MOMENTUM GROUP AB-B	42.0	37.6	34.8	2.4%	3.3%	3.8%	1215%	28.0%	0.7%	0.0	1.9	26.6
NETEL HOLDING AB	6.3	4.5	3.8	17.6%	22.1%	28.4%	52%	9.3%	5.2%	-12.1	-9.4	-11.6
NEDERMAN HOLDING AB	22.2	17.9	16.4	6.7%	6.7%	6.7%	294%	14.0%	1.9%	6.3	-1.4	22.5
NORVA24 GROUP AB	18.9	15.7	13.8	1.3%	7.3%	7.0%	205%	9.7%	0.0%	-4.6	-20.4	-11.1
NOTE AB	14.2	12.3	11.1	6.2%	6.1%	8.7%	227%	17.3%	0.0%	4.9	14.0	9.4
NORDIC WATERPROOFING AB	14.0	13.0	-	6.7%	7.7%	-	317%	15.5%	3.8%	3.6	4.3	6.9
OEM INTL AB-B	28.1	27.0	25.5	3.2%	3.3%	3.5%	745%	26.9%	1.4%	13.2	6.8	21.3
PRICER AB-B	8.4	7.3	-	2.8%	16.0%	-	127%	16.2%	5.0%	-10.5	-16.1	22.1
SCANFIL OYJ	13.5	11.9	10.7	7.9%	9.9%	8.6%	186%	14.6%	3.0%	0.4	4.1	10.3
SITOWISE GROUP PLC	40.3	15.9	10.3	2.6%	12.0%	14.9%	81%	1.8%	0.0%	-6.9	15.9	-2.5
<i>Average sub-group</i>	<i>18.6</i>	<i>14.6</i>	<i>13.3</i>	<i>8.8%</i>	<i>13.2%</i>	<i>15.6%</i>	<i>265%</i>	<i>13.5%</i>	<i>2.7%</i>	<i>-1.4</i>	<i>-4.0</i>	<i>7.6</i>
Nordic Retail peers												
HENNES & MAURITZ AB-B SHS	17.8	16.0	14.9	9.0%	9.6%	11.2%	497%	29.2%	4.9%	3.9	-4.8	6.9
AXFOOD AB	20.6	17.8	16.4	9.2%	9.8%	10.3%	666%	33.1%	3.8%	2.4	-2.2	-16.8
XXL ASA	-	-	-	-	-	-	128%	neg	0.0%	-14.8	62.8	-75.9
CLAS OHLSON AB-B SHS	19.4	17.8	17.0	5.6%	6.0%	6.0%	676%	38.8%	2.6%	17.3	29.2	64.0
TOKMANNI GROUP CORP	15.5	11.7	10.0	4.1%	8.3%	10.1%	297%	19.2%	4.9%	15.9	34.7	-6.8
EUROPRI ASA	14.3	11.9	10.4	8.5%	10.7%	9.2%	300%	21.3%	4.6%	7.2	21.1	9.5
KID ASA	16.2	13.8	11.7	9.1%	12.6%	17.4%	419%	26.7%	5.0%	-1.1	7.1	10.3
BYGGMAX GROUP AB	15.1	11.2	10.0	7.0%	10.8%	11.2%	118%	7.5%	2.6%	14.9	10.6	50.7
MATAS A/S	16.0	11.8	9.5	3.0%	11.0%	12.8%	142%	8.7%	1.8%	0.4	6.3	19.7
BILIA AB-A SHS	12.8	10.4	9.3	14.4%	14.6%	14.9%	251%	19.8%	4.9%	28.6	11.2	25.1
ELEKTRO IMPORTOREN AS	16.0	16.8	9.8	25.1%	16.3%	18.7%	99%	7.5%	0.0%	2.4	8.3	60.5
<i>Average sub-group</i>	<i>16.4</i>	<i>13.9</i>	<i>11.9</i>	<i>9.5%</i>	<i>11.0%</i>	<i>12.2%</i>	<i>327%</i>	<i>21.2%</i>	<i>3.2%</i>	<i>7.0</i>	<i>16.7</i>	<i>13.4</i>
Total peer group	17.9	14.4	12.8	9.1%	12.4%	14.4%	287%	16.0%	2.9%	1.6	3.4	9.7

Source: Bloomberg (consensus), DNB Markets (estimates in red)
 Note: Share price correct as of market close on 11 February 2025

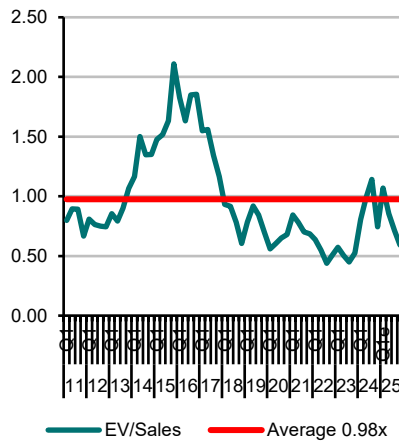
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Figure 20: ITAB – P/E LTM (x)



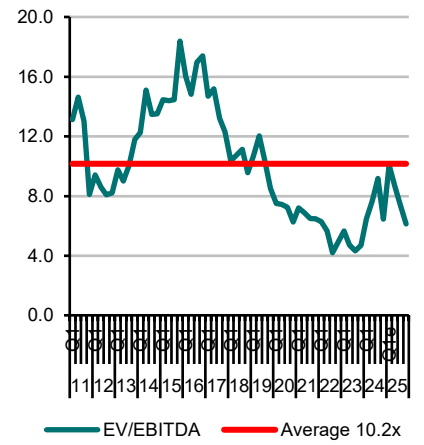
Source: Bloomberg (price data), Company (historical figures), DNB Markets (further calculations)

Figure 21: ITAB – EV/sales LTM (x)



Source: Bloomberg (price data), Company (historical figures), DNB Markets (further calculations)

Figure 22: ITAB – EV/EBITDA LTM (x)



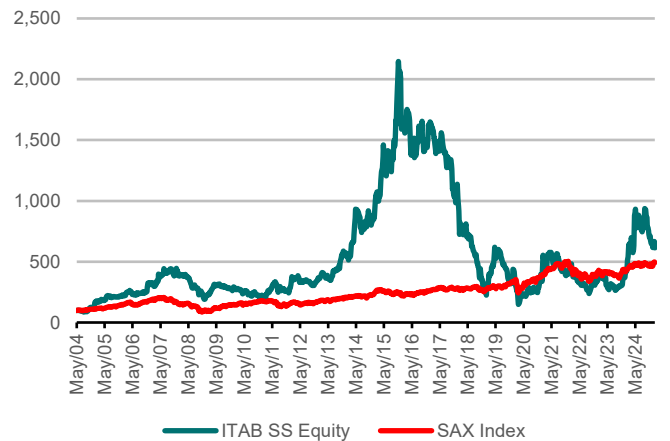
Source: Bloomberg (price data), Company (historical figures), DNB Markets (further calculations)

Figure 23: ITAB – share price since IPO (SEK)



Source: Bloomberg (data), DNB Markets (compilation)
Note: Share price correct as of market close on 11 February 2025.

Figure 24: ITAB relative to OMX All-share since IPO (indexed)



Source: Bloomberg (data), DNB Markets (compilation)
Note: Share price correct as of market close on 11 February 2025.

Figure 25: ITAB share price – since January 2019 (SEK)



Source: Bloomberg (data), DNB Markets (compilation)
Note: Share price correct as of market close on 11 February 2025.

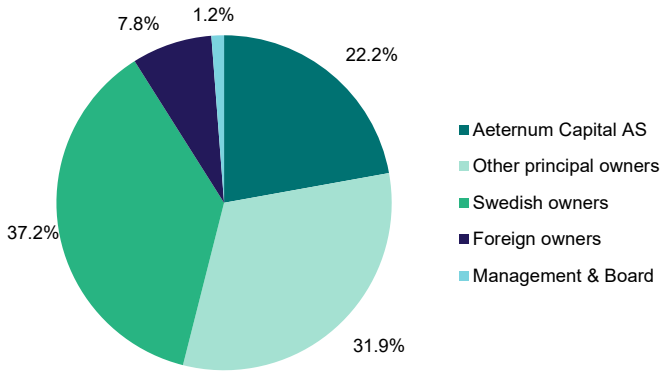
Figure 26: ITAB relative to OMX All-share – since January 2019 (indexed)



Source: Bloomberg (data), DNB Markets (compilation)
Note: Share price correct as of market close on 11 February 2025.

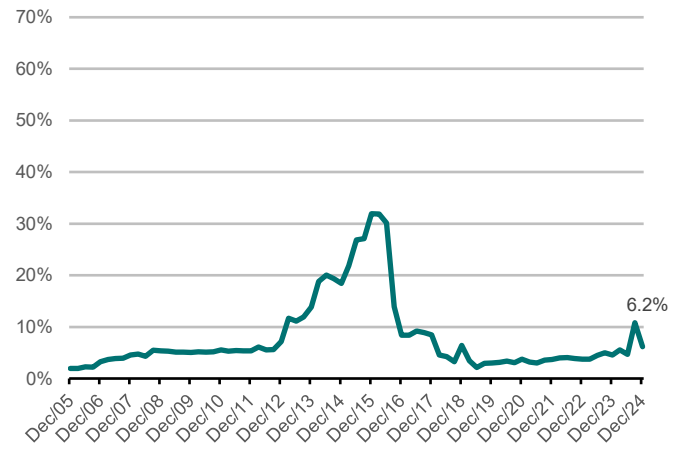
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Figure 27: ITAB ownership structure (December 2024)



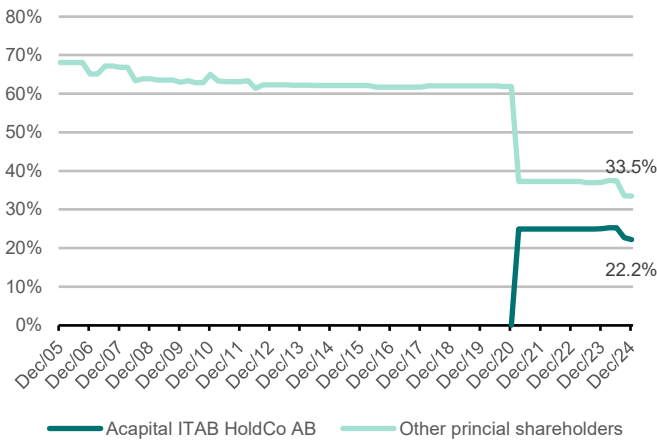
Source: Holdings

Figure 28: ITAB international ownership of free float



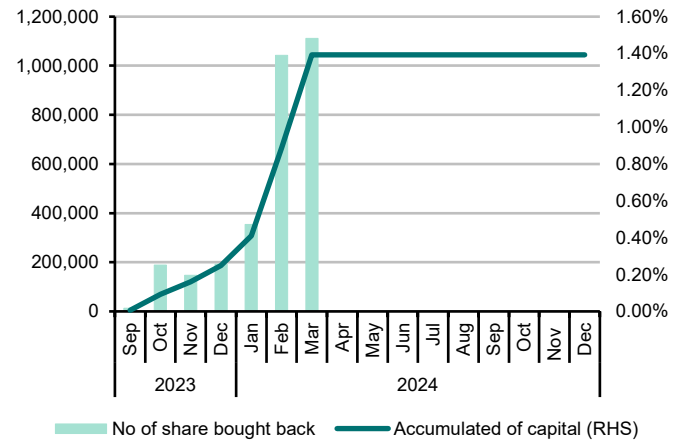
Source: Holdings (data), DNB Markets (compilation and further calculations)

Figure 29: Acapital ITAB HoldCo AB and the other principal shareholders (% of capital)



Source: Holdings (owner data), DNB Markets (compilation and calculations)
 Note: Capital ownership share adjusted for ITAB own holding of shares

Figure 30: ITAB share buybacks (number of shares and accumulated percentage of shares outstanding RHS)



Source: Nasdaq OMX (buyback data), DNB Markets (compilation and calculations)

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Figure 31: ITAB owner structure – 10 largest owners, board of directors and management (December 2024)

10 largest owners	Shares	Capital %	Chg 2024
Aeternum Capital AS	56,116,610	22.16	1,762,114
Pomona-gruppen	40,018,440	15.80	2,202,643
Petter Fägersten	26,262,112	10.37	1,541,850
Anna Benjamin	14,208,693	5.61	5,280
Stig-Olof Simonsson	13,727,871	5.42	2,535,461
Svolder	12,411,235	4.90	-784,645
Handelsbanken Fonder	9,415,507	3.72	8,112,128
Lannebo Kapitalförvaltning	5,219,324	2.06	-48,622
ITAB Shop Concept	4,400,000	-	-541,748
Nordea Funds	3,813,379	1.51	3,875,732
Total outstanding	253,220,533		

Board of Directors	Shares	Capital %	Chg 2024
Anders Moberg [Chairman]	1,990,000	0.79	880,000
Lars Kvarnsund	15,012	0.01	15,012
Petter Fägersten	26,262,112	10.37	1,541,850
Amelie De Geer	20,000	0.01	20,000
Madeleine Persson	34,498	0.01	34,498
Fredrik Rapp	40,148,040	15.85	2,202,643
Peder Strand	56,116,610	22.16	1,762,114
Vegard Søråunet	56,116,610	22.16	1,762,114

Group management	Shares	Capital %	Chg 2024
Andreas Elgaard [CEO]	700,000	0.28	0
Ulrika Bergmo Sköld [CFO]	103,480	0.04	0
Jan Andersson [SVP Nordic]	150,000	0.06	0
Andrea Ciotti [SVP South Europe]	20,000	0.01	0
Roy French [SVP UK & Baltics]	0	0.00	0
Nick Hughes [Chief Commercial Officer]	30,000	0.01	0
Mikael Nadelmann [Chief Operating Officer]	0	0.00	0
Frida Karlsson [General Counsel]	0	0.00	0
Petra Axelsson [SVP Sustainability & People]	0	0.00	0
Klaus Schmid [SVP Central Europe]	8,000	0.00	0

Source: Holdings (owner data), DNB Markets (compilation and further calculations)

Note: Capital ownership share adjusted for ITAB own holding of shares

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Forecast changes – P&L

(SEKm)	New			Old			Change		
	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
Revenues	13,221	14,343	14,845	7,100	7,527		6,121	6,815	
Cost of sales	-9,640	-10,381	-10,685	-5,021	-5,301		-4,619	-5,081	
Gross profit	3,581	3,961	4,159	2,079	2,227		1,502	1,735	
Operating expenses	-2,478	-2,461	-2,465	-1,236	-1,296		-1,242	-1,165	
EBITDA	1,103	1,500	1,694	843	930		260	570	
EBITDA adj	1,283	1,500	1,694	868	930		415	570	
EBITDA margin (%)	8.3	10.5	11.4	11.9	12.4	nm	-3.5	-1.9	nm
Depreciation	-448	-452	-455	-248	-252		-200	-200	
EBITA	655	1,048	1,239	595	678		60	370	
EBIT	655	1,048	1,239	595	678		60	370	
EBIT adj	835	1,048	1,239	620	678		215	370	
Net interest	-159	-130	-114	-1	12		-158	-143	
Net financial items	-159	-130	-114	-1	12		-158	-143	
PBT	496	917	1,125	594	691		-98	227	
Taxes	-134	-250	-309	-160	-189		27	-62	
Minorities	2	-5	-6	-18	-21		20	16	
Net profit	364	662	810	415	481		-52	181	
Adjustments to net profit	180	0	0	25	0		155	0	
Net profit adj	544	662	810	440	481		103	181	
<i>Per share data (SEK)</i>									
EPS	1.44	2.61	3.20	1.64	1.90		-0.20	0.72	
EPS adj	2.15	2.61	3.20	1.74	1.90		0.41	0.72	
DPS ordinary	0.40	0.80	1.00	0.80	0.90		-0.40	-0.10	
DPS	0.40	0.80	1.00	0.80	0.90		-0.40	-0.10	
<i>Other key metrics (%)</i>									
Revenue growth	100.8	8.5	3.5	9.2	6.0	nm	91.6	2.5	nm
EBIT adj growth	64.7	25.5	18.3	14.3	9.4	nm	50.4	16.1	nm
EPS adj growth	38.4	21.8	22.3	10.8	9.2	nm	27.6	12.5	nm
Avg. number of shares (m)	254	254	254	254	254		0	0	
Capex	-198	-258	-282	-142	-151		-56	-108	
OpFCF	1,085	1,242	1,412	726	780		359	462	
NIBD adj	3,065	2,505	1,780	-899	-1,315		3,965	3,819	

Source: DNB Markets

Forecast changes – By segment and assumptions

(SEKm)	New			Old			Change		
	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
Revenue									
Northern Europe	3,482	3,815	3,948	1,918	2,033		1,564	1,781	
Central Europe	2,639	2,853	2,953	1,311	1,389		1,329	1,463	
UK & Ireland	1,434	1,561	1,616	818	867		616	694	
Southern Europe	2,985	3,219	3,331	1,552	1,645		1,433	1,574	
Eastern Europe	1,351	1,448	1,499	684	726		666	723	
RoW	1,331	1,447	1,498	818	867		513	580	
Assumptions									
Revenue org. % YOY	8.63	3.25	3.50	8.38	6.00		0.25	-2.75	
Structure impact % YOY	92.26	6.29	0.00	0.00	0.00		92.26	6.29	
Currency impact % YOY	-0.46	0.00	0.00	0.85	0.00		-1.30	0.00	

Source: DNB Markets

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Quarterly numbers

(SEKm)	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025e	Q2 2025e	Q3 2025e	Q4 2025e	Q1 2026e
Revenues	1,529	1,601	1,576	1,685	1,553	1,771	2,771	3,515	3,242	3,693	3,579
Cost of sales	-1,089	-1,122	-1,100	-1,187	-1,116	-1,304	-2,017	-2,560	-2,365	-2,697	-2,591
Gross profit	440	479	476	498	437	467	754	954	877	996	988
Operating expenses	-260	-270	-253	-286	-304	-322	-556	-673	-615	-635	-618
EBITDA	180	209	223	212	133	145	198	282	262	361	370
Depreciation	-51	-67	-62	-62	-64	-66	-111	-112	-112	-113	-113
EBITA	129	142	161	150	69	79	87	170	150	248	257
EBIT	129	142	161	150	69	79	87	170	150	248	257
Net interest	-16	-5	-20	-7	4	2	-30	-47	-42	-41	-33
Net financial items	-16	-5	-20	-7	4	2	-30	-47	-42	-41	-33
PBT	113	137	141	143	73	81	58	123	108	207	224
Taxes	-34	-18	-38	-46	-23	-11	-16	-33	-29	-56	-61
Minorities	-4	-5	-4	-2	-7	3	-2	-2	-4	10	-6
Discontinued operations	-5	0	1	0	0	0	0	0	0	0	0
Net profit	70	114	100	95	43	73	40	88	74	161	157
Adjustments to net profit	0	0	0	0	21	27	90	60	30	0	0
Net profit adj	70	114	100	95	64	100	130	148	104	161	157
Dividend paid	0	0	0	-161	-15	0	0	0	0	0	0
Avg. number of shares (m)	220	219	216	216	241	254	254	254	254	254	254
<i>Per share data (SEK)</i>											
EPS	0.32	0.52	0.47	0.44	0.18	0.29	0.16	0.35	0.29	0.63	0.62
EPS adj	0.34	0.52	0.46	0.44	0.27	0.39	0.51	0.59	0.41	0.63	0.62
<i>Growth and margins (%)</i>											
Revenues, QOQ growth	1.7	4.7	-1.6	6.9	-7.8	14.0	56.5	26.8	-7.8	13.9	-3.1
Revenues, YOY growth	-12.6	-5.9	4.7	12.0	1.6	10.6	75.8	108.6	108.8	108.5	29.2
EPS adj, YOY growth	-18.5	78.6	151.0	88.9	-22.4	-24.6	11.8	32.6	54.3	60.7	20.1
Gross margin	28.8	29.9	30.2	29.6	28.1	26.4	27.2	27.2	27.0	27.0	27.6
EBITDA adj margin	11.8	13.1	14.1	12.6	9.9	9.7	10.4	9.7	9.0	9.8	10.3
Depreciation/revenues	-3.3	-4.2	-3.9	-3.7	-4.1	-3.7	-4.0	-3.2	-3.5	-3.1	-3.2
EBIT adj margin	8.4	8.9	10.2	8.9	5.8	6.0	6.4	6.5	5.6	6.7	7.2
Net profit margin	4.8	7.4	6.6	5.8	3.2	4.0	1.5	2.6	2.4	4.1	4.6

Source: Company (historical figures), DNB Markets (estimates)

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Adjustments to quarterly numbers

(SEKm)	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025e	Q2 2025e	Q3 2025e	Q4 2025e	Q1 2026e
EBITDA	180	209	223	212	133	145	198	282	262	361	370
Other EBITDA adjustments	0	0	0	0	21	27	90	60	30	0	0
EBITDA adj	180	209	223	212	154	172	288	342	292	361	370
EBITA	129	142	161	150	69	79	87	170	150	248	257
Other EBITA adjustments	0	0	0	0	21	27	90	60	30	0	0
EBITA adj	129	142	161	150	90	106	177	230	180	248	257
EBIT	129	142	161	150	69	79	87	170	150	248	257
Other EBIT adjustments	0	0	0	0	21	27	90	60	30	0	0
EBIT adj	129	142	161	150	90	106	177	230	180	248	257
Net profit	70	114	100	95	43	73	40	88	74	161	157
Other EBIT adjustments	0	0	0	0	21	27	90	60	30	0	0
Net profit adj	70	114	100	95	64	100	130	148	104	161	157

Source: Company (historical figures), DNB Markets (estimates)

Quarterly numbers by segment and assumptions

(SEKm)	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025e	Q2 2025e	Q3 2025e	Q4 2025e	Q1 2026e
Revenue											
Northern Europe	348	409	496	469	335	447	872	978	699	932	1,126
Central Europe	318	246	292	332	316	371	513	693	660	774	663
UK & Ireland	204	189	183	160	192	181	322	334	401	377	416
Southern Europe	335	349	314	367	372	427	552	766	777	890	713
Eastern Europe	110	141	124	167	187	189	218	348	390	394	282
RoW	214	267	167	190	151	156	294	396	315	325	379
Assumptions											
Revenue org. % YOY	-15.23	-8.24	4.61	11.71	4.19	10.12	8.00	9.00	8.50	9.00	4.00
Structure impact % YOY	0.00	0.00	0.00	0.00	0.00	0.00	67.10	100.6	100.6	100.6	25.16
Currency impact % YOY	2.60	2.31	0.11	0.32	-2.62	0.50	0.72	-1.05	-0.39	-1.11	0.00

Source: Company (historical figures), DNB Markets (estimates)

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Annual P&L

(SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Revenues	6,031	6,064	5,323	6,087	6,868	6,139	6,585	13,221	14,343	14,845
Cost of sales	-4,423	-4,441	-3,906	-4,727	-5,286	-4,420	-4,707	-9,640	-10,381	-10,685
Gross profit	1,608	1,623	1,417	1,360	1,582	1,719	1,878	3,581	3,961	4,159
Operating expenses	-1,236	-1,110	-1,047	-882	-918	-1,033	-1,165	-2,478	-2,461	-2,465
EBITDA	372	513	370	478	664	686	713	1,103	1,500	1,694
Depreciation	-142	-256	-258	-262	-261	-254	-254	-448	-452	-455
EBITA	230	257	112	216	403	432	459	655	1,048	1,239
EBIT	230	257	112	216	403	432	459	655	1,048	1,239
Net interest	-73	-83	-112	-69	-55	-47	-21	-159	-130	-114
Net financial items	-73	-83	-112	-69	-55	-47	-21	-159	-130	-114
PBT	157	174	0	147	348	385	438	496	917	1,125
Taxes	-60	-54	-22	-52	-105	-93	-118	-134	-250	-309
Effective tax rate (%)	38	31		35	30	24	27	27	27	28
Minorities	-7	0	1	-8	-20	-12	-10	2	-5	-6
Discontinued operations	0	0	0	8	-53	-7	1	0	0	0
Net profit	90	120	-21	95	170	273	311	364	662	810
Adjustments to net profit	8	-16	208	166	40	0	48	180	0	0
Net profit adj	98	104	187	261	210	273	359	544	662	810
Dividend paid	-179	0	0	0	0	-109	-176	0	-102	-204
Avg. number of shares	162	162	162	218	220	219	232	254	254	254
<i>Per share data (SEK)</i>										
EPS	0.57	0.76	-0.13	0.44	0.78	1.25	1.35	1.44	2.61	3.20
EPS adj	0.62	0.65	1.18	1.20	1.21	1.28	1.55	2.15	2.61	3.20
DPS ordinary	0.00	0.00	0.00	0.00	0.50	0.75	0.00	0.40	0.80	1.00
DPS	0.00	0.00	0.00	0.00	0.50	0.75	0.00	0.40	0.80	1.00
<i>Growth and margins (%)</i>										
Revenue growth	-5.5	0.5	-12.2	14.4	12.8	-10.6	7.3	100.8	8.5	3.5
EPS adj growth	-65.5	6.1	79.8	1.7	0.8	6.5	20.8	38.4	21.8	22.3
Gross margin	26.7	26.8	26.6	22.3	23.0	28.0	28.5	27.1	27.6	28.0
EBITDA margin	6.2	8.5	7.0	7.9	9.7	11.2	10.8	8.3	10.5	11.4
EBITDA adj margin	6.3	8.2	10.9	10.6	10.3	11.2	11.6	9.7	10.5	11.4
Depreciation/revenues	-2.4	-4.2	-4.8	-4.3	-3.8	-4.1	-3.9	-3.4	-3.2	-3.1
EBIT margin	3.8	4.2	2.1	3.5	5.9	7.0	7.0	5.0	7.3	8.3
EBIT adj margin	3.9	4.0	6.0	6.3	6.5	7.0	7.7	6.3	7.3	8.3
PBT margin	2.6	2.9	0.0	2.4	5.1	6.3	6.7	3.7	6.4	7.6
Net profit margin	1.6	2.0	nm	1.7	2.8	4.6	4.9	2.7	4.7	5.5

Source: Company (historical figures), DNB Markets (estimates)

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Adjustments to annual P&L

(SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
EBITDA	372	513	370	478	664	686	713	1,103	1,500	1,694
Other EBITDA adjustments	8	-16	208	166	40	0	48	180	0	0
EBITDA adj	380	497	578	644	704	686	761	1,283	1,500	1,694
EBITA	230	257	112	216	403	432	459	655	1,048	1,239
Other EBITA adjustments	8	-16	208	166	40	0	48	180	0	0
EBITA adj	238	241	320	382	443	432	507	835	1,048	1,239
EBIT	230	257	112	216	403	432	459	655	1,048	1,239
Other EBIT adjustments	8	-16	208	166	40	0	48	180	0	0
EBIT adj	238	241	320	382	443	432	507	835	1,048	1,239
Net profit	90	120	-21	95	170	273	311	364	662	810
Other EBIT adjustments	8	-16	208	166	40	0	48	180	0	0
Net profit adj	98	104	187	261	210	273	359	544	662	810
<i>Per share data (SEK)</i>										
EPS	0.57	0.76	-0.13	0.44	0.78	1.25	1.35	1.44	2.61	3.20
Recommended adjustment	0.05	-0.10	1.31	0.76	0.43	0.03	0.20	0.71	0.00	0.00
EPS adj	0.62	0.65	1.18	1.20	1.21	1.28	1.55	2.15	2.61	3.20

Source: Company (historical figures), DNB Markets (estimates)

Cash flow

(SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Net profit	90	120	-21	95	170	273	311	364	662	810
Depreciation and amortisation	142	256	258	262	261	254	254	448	452	455
Other non-cash adjustments	-69	-330	58	-67	-44	-135	-40	-185	-183	-182
Change in net working capital	337	193	394	-589	15	287	-29	-166	-112	-75
Cash flow from operations (CFO)	500	239	689	-299	402	679	496	461	819	1,007
Capital expenditure	-100	-134	-45	-63	-84	-116	-176	-198	-258	-282
Acquisitions/Investments	-142	168	0	-40	-66	9	32	-3,712	0	0
Cash flow from investing (CFI)	-242	34	-45	-103	-150	-107	-144	-3,910	-258	-282
Free cash flow (FCF)	258	273	644	-402	252	572	352	-3,449	561	725
Net change in debt	8	8	-33	37	3	-66	23	3,529	-188	-188
Dividends paid	-179	0	0	0	0	-109	-176	0	-102	-204
Other	-101	-250	-221	-852	293	-570	-50	183	188	188
Cash flow from financing (CFF)	-272	-242	-254	-82	296	-750	583	3,712	-102	-204
Total cash flow (CFO+CFI+CFF)	-14	31	390	-484	548	-178	935	263	459	521
<i>FCFF calculation</i>										
Free cash flow	258	273	644	-402	252	572	352	-3,449	561	725
Less: net interest	73	83	112	69	55	47	21	159	130	114
Less: acquisitions	142	-168	0	40	66	-9	-32	3,712	0	0
Growth (%)										
CFO	163.2	-52.2	188.3	-143.4	234.4	68.9	-27.0	-7.1	77.7	23.0
CFI	18.0	114.0	-232.4	-128.9	-45.6	28.7	-34.6	-2615.5	93.4	-9.3
FCF	345.7	5.8	135.9	-162.4	162.7	127.0	-38.5	-1080.0	116.3	29.3
CFF	-1842.9	11.0	-5.0	67.7	461.0	-353.4	177.7	536.7	-102.7	-100.7

Source: Company (historical figures), DNB Markets (estimates)

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Balance sheet

(SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Assets	5,364	5,896	5,519	6,024	6,576	5,768	7,081	11,155	11,720	12,332
Inventories	1,019	926	698	1,176	1,030	793	799	799	799	799
Other receivables	1,219	1,095	900	1,372	1,244	1,033	1,222	1,388	1,500	1,575
Cash and cash equivalents	271	302	692	208	756	578	1,513	1,776	2,235	2,756
Current assets	2,509	2,323	2,290	2,756	3,030	2,404	3,534	3,962	4,534	5,130
Property, plant and equipment	1,048	1,736	1,486	1,512	1,649	1,445	1,483	2,530	2,524	2,539
Other intangible assets	1,807	1,837	1,743	1,756	1,897	1,919	2,064	4,662	4,662	4,662
Non-current assets	2,855	3,573	3,229	3,268	3,546	3,364	3,547	7,192	7,186	7,202
Total assets	5,364	5,896	5,519	6,024	6,576	5,768	7,081	11,155	11,720	12,332
Equity and liabilities	5,364	5,896	5,519	6,024	6,576	5,768	7,081	11,155	11,720	12,332
Total equity to the parent	1,698	1,748	1,607	2,654	3,012	3,049	4,128	4,492	5,052	5,658
Minority interests	128	128	118	128	157	159	134	132	137	143
Total equity	1,826	1,876	1,725	2,782	3,169	3,208	4,262	4,624	5,189	5,801
Other payables and accruals	1,163	1,209	1,354	1,795	1,571	1,391	1,690	1,690	1,690	1,690
Total current liabilities	1,163	1,209	1,354	1,795	1,571	1,391	1,690	1,690	1,690	1,690
Long-term debt	2,375	2,811	2,440	1,447	1,836	1,169	1,129	4,841	4,841	4,841
Total non-current liabilities	2,375	2,811	2,440	1,447	1,836	1,169	1,129	4,841	4,841	4,841
Total liabilities	3,538	4,020	3,794	3,242	3,407	2,560	2,819	6,531	6,531	6,531
Total equity and liabilities	5,364	5,896	5,519	6,024	6,576	5,768	7,081	11,155	11,720	12,332
<i>Key metrics</i>										
Net interest bearing debt	2,104	2,509	1,748	1,239	1,080	591	-384	3,065	2,606	2,085

Source: Company (historical figures), DNB Markets (estimates)

12 February 2025

Valuation ratios

(SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
<i>Enterprise value</i>										
Share price (SEK)	9.66	10.84	11.75	13.42	11.00	12.10	20.90	22.60	22.60	22.60
Number of shares (m)	158.9	158.9	158.9	218.1	218.1	218.0	230.8	253.2	253.2	253.2
Market capitalisation	1,536	1,722	1,868	2,927	2,399	2,637	4,823	5,723	5,723	5,723
Net interest bearing debt	2,104	2,509	1,748	1,239	1,080	591	-384	3,065	2,606	2,085
Adjustments to NIBD	0	0	0	0	0	0	0	0	-102	-305
Net interest bearing debt adj	2,104	2,509	1,748	1,239	1,080	591	-384	3,065	2,505	1,780
EV	3,640	4,231	3,616	4,166	3,479	3,228	4,439	8,788	8,329	7,808
EV adj	3,640	4,231	3,616	4,166	3,479	3,228	4,439	8,788	8,228	7,502
<i>Valuation</i>										
EPS	0.57	0.76	-0.13	0.44	0.78	1.25	1.35	1.44	2.61	3.20
EPS adj	0.62	0.65	1.18	1.20	1.21	1.28	1.55	2.15	2.61	3.20
DPS ordinary	0.00	0.00	0.00	0.00	0.50	0.75	0.00	0.40	0.80	1.00
DPS	0.00	0.00	0.00	0.00	0.50	0.75	0.00	0.40	0.80	1.00
P/E	17.1	14.4	-88.9	30.8	14.1	9.7	15.5	15.7	8.6	7.1
P/E adj	15.7	16.6	10.0	11.2	9.1	9.4	13.5	10.5	8.6	7.1
P/B	0.90	0.99	1.16	1.10	0.80	0.86	1.17	1.27	1.13	1.01
Average ROE	5.0%	6.5%	-1.2%	4.2%	5.7%	8.6%	8.3%	8.2%	13.5%	14.7%
Earnings yield adj	5.8%	6.8%	-1.1%	3.2%	10.9%	10.5%	7.4%	9.5%	11.5%	14.1%
Dividend yield	0.0%	0.0%	0.0%	0.0%	4.5%	6.2%	0.0%	1.8%	3.6%	4.4%
EV/SALES	0.60	0.70	0.68	0.68	0.51	0.53	0.67	0.66	0.58	0.53
EV/SALES adj	0.60	0.70	0.68	0.68	0.51	0.53	0.67	0.66	0.57	0.51
EV/EBITDA	9.8	8.2	9.8	8.7	5.2	4.7	6.2	8.0	5.6	4.6
EV/EBITDA adj	9.6	8.5	6.3	6.5	4.9	4.7	5.8	6.9	5.5	4.4
EV/EBIT	15.8	16.5	32.3	19.3	8.6	7.5	9.7	13.4	7.9	6.3
EV/EBIT adj	15.3	17.6	11.3	10.9	7.9	7.5	8.8	10.5	7.9	6.1
EV/NOPLAT	15.8	16.5	32.3	19.3	8.6	7.5	9.7	13.4	7.9	6.3
EV/OpFCF (taxed)	13.0	11.7	6.8	7.2	5.6	5.7	7.6	8.1	6.7	5.5

Source: Company (historical figures), DNB Markets (estimates)

12 February 2025

Key accounting ratios

	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
<i>Profitability (%)</i>										
ROA	1.6	2.1	-0.4	1.6	2.7	4.4	4.8	4.0	5.8	6.7
<i>Return on invested capital (%)</i>										
Net PPE/revenues	17.4	28.6	27.9	24.8	24.0	23.5	22.5	19.1	17.6	17.1
<i>Cash flow ratios (%)</i>										
FCF/revenues	4.3	4.5	12.1	-6.6	3.7	9.3	5.3	-26.1	3.9	4.9
CFO/revenues	8.3	3.9	12.9	-4.9	5.9	11.1	7.5	3.5	5.7	6.8
CFO/market capitalisation	32.6	13.9	36.9	-10.2	16.8	25.7	10.3	8.1	14.3	17.6
CFO/capex	500.0	178.4	1531.1	-474.6	478.6	585.3	281.8	232.4	317.2	357.1
CFO/current liabilities	43.0	19.8	50.9	-16.7	25.6	48.8	29.3	27.3	48.5	59.6
Cash conversion ratio	286.7	227.5	-3066.7	-423.2	148.2	209.5	113.2	-948.4	84.7	89.6
Capex/revenues	1.7	2.2	0.8	1.0	1.2	1.9	2.7	1.5	1.8	1.9
Capex/depreciation	70.4	52.3	17.4	24.0	32.2	45.7	69.3	44.3	57.1	62.0
OpFCF margin	4.6	6.0	10.0	9.5	9.0	9.3	8.9	8.2	8.7	9.5
Total payout ratio	0.0	0.0	0.0	0.0	64.1	59.9	0.0	27.9	30.8	31.3
<i>Leverage and solvency (x)</i>										
EBIT/interest payable	3.15	3.10	1.00	3.13	7.33	9.19	21.86	4.11	8.04	10.85
EBITA adj/interest payable	3.26	2.90	2.86	5.54	8.05	9.19	24.14	5.24	8.04	10.85
Cash coverage	5.10	6.18	3.30	6.93	12.07	14.60	33.95	6.92	11.51	14.83
Net debt/EBITDA	5.66	4.89	4.72	2.59	1.63	0.86	-0.54	2.78	1.74	1.23
LTD / (LTD + equity (MV))	0.61	0.62	0.57	0.33	0.43	0.31	0.19	0.46	0.46	0.46
<i>Cash conversion cycle</i>										
Inventory turnover days	84.1	76.1	65.2	90.8	71.1	65.5	62.0	30.3	28.1	27.3

Source: Company (historical figures), DNB Markets (estimates)

12 February 2025

Important Information

Company: Itab Shop Concept
 Coverage by Analyst: Karl-Johan Bonnevier
 Date: 11/2/2025

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DNB Markets client	27%	9%	5%	3%	151

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