

**Buy** (old: Hold)

**Price target: EUR 74.00** (old: EUR 71.00)

**Price:** EUR 48.46      **Next result:** Q3 18 05.11.18  
**Bloomberg:** ACX@GR      **Market cap:** EUR 340.1 m  
**Reuters:** ARTG.DE      **Enterprise Value:** EUR 254.5 m

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### Q3 preview: Strong operational turnaround expected, up to Buy

Bet-at-home faced some stiff headwinds given the ban in Poland (that was against EU law), which negatively affected H1 results. Now in Q3 we see the company set for a return to growth that should come as a positive surprise and most importantly also put the full year guidance back in reach.

	Q3 2018 est	Q3 2017	yoy	Q2 2018	qoq	9M 2018	9M 2018 est	9M 2017	yoy
<b>Gross Gaming Revenue</b>	<b>35.9</b>	<b>31.9</b>	<b>12.5%</b>	<b>33.4</b>	<b>7.5%</b>	<b>102.5</b>	<b>102.5</b>	<b>108.7</b>	<b>-5.7%</b>
<b>EBITDA</b>	<b>10.8</b>	<b>8.0</b>	<b>35.4%</b>	<b>1.3</b>	<b>706.0%</b>	<b>21.5</b>	<b>21.5</b>	<b>25.4</b>	<b>-16.3%</b>
EBITDA margin	30.1%	25.0%	+5.1pp	4.0%	+26.1pp	21.0%	21.0%	23.3%	-2.4 pp

Source: Company data; Hauck & Aufhäuser

**Seasonal stronger Q3:** Given the Fifa World Cup in Q2, bet-at-home spent a larger proportion of its yearly marketing budget during that quarter (34%). Therefore, EBITDA in Q2 amounted to merely € 1.3m. Now the company looks set to reap the profits: With a larger customer base of >5m and lower marketing expenses, we see EBITDA to seven-fold qoq and also rise 35% yoy to c. € 11m.

**Full year EBITDA guidance back on the table:** The full year guidance of c. € 150m revenues and EBITDA of € 36-40m looked out of reach after the weak H1. We still remain conservative for the top line development and expect € 143m of revenues this year, but our new estimate of € 35m EBITDA is already close to the lower end of guidance. Given that the holiday quarter is seasonally strong (high demand for casino gaming) even € 36m might be in reach.

**Strong dividend yield:** The current shareprice level offers also a high dividend yield of >12%, which should not be at risk given the strong free cash flow generation.

**Regulatory risks remain:** The aforementioned ban in Poland and also the ban for foreign providers for online gaming in Switzerland (eH&A Q1 2019E) are already affecting the growth of bet-at-home strongly. While other key markets such as Austria and Germany are not actively pursuing any ban, regulation remains a risk factor.

Overall, we see the current valuation of 10x PER 2019E & 12% dividend yield as cheap and expect a positive newsflow from the Q3 results.

Against this backdrop, **we upgrade the recommendation to BUY from HOLD with a new PT of € 74** (Prior: € 71) based on FCFY 2019E.

Y/E 31.12 (EUR m)	2014	2015	2016	2017	2018E	2019E	2020E
Sales	107.0	121.6	138.7	145.4	143.2	151.1	160.2
Sales growth	25 %	14 %	14 %	5 %	-2 %	6 %	6 %
EBITDA	26.7	31.7	33.0	35.5	34.8	36.2	38.4
EBIT	25.8	30.8	31.9	34.1	33.4	34.5	36.7
Net income	25.6	30.7	31.0	32.8	32.0	34.0	36.5
Net debt	-31.5	-50.1	-91.8	-100.4	-85.7	-87.3	-93.1
Net gearing	-46.7 %	-53.3 %	-83.8 %	-115.2 %	-128.8 %	-149.4 %	-176.4 %
Net Debt/EBITDA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EPS pro forma	7.33	8.74	4.42	4.68	4.56	4.85	5.19
CPS	7.29	8.78	4.20	4.71	4.50	4.52	4.86
DPS	1.20	4.50	7.50	7.50	6.00	6.00	7.00
Dividend yield	2.5 %	9.3 %	15.5 %	15.5 %	12.4 %	12.4 %	14.4 %
Gross profit margin	61.6 %	70.0 %	68.3 %	71.1 %	72.0 %	71.6 %	71.6 %
EBITDA margin	25.0 %	26.1 %	23.8 %	24.4 %	24.3 %	24.0 %	24.0 %
EBIT margin	24.1 %	25.3 %	23.0 %	23.5 %	23.3 %	22.9 %	22.9 %
ROCE	37.9 %	31.4 %	26.0 %	28.5 %	34.0 %	41.1 %	45.2 %
EV/sales	1.3	1.0	1.8	1.6	1.8	1.7	1.5
EV/EBITDA	5.2	3.8	7.5	6.8	7.3	7.0	6.4
EV/EBIT	5.4	3.9	7.8	7.0	7.6	7.3	6.7
PER	6.6	5.5	11.0	10.4	10.6	10.0	9.3
Adjusted FCF yield	17.7 %	24.6 %	12.6 %	17.1 %	14.9 %	14.4 %	15.8 %

Source: Company data, Hauck & Aufhäuser Close price as of: 31.10.2018



Source: Company data, Hauck & Aufhäuser

**High/low 52 weeks:** 124.00 / 45.00

**Price/Book Ratio:** 5.1

**Relative performance (TecDAX):**

3 months -  
6 months -  
12 months -

#### Changes in estimates

		Sales	EBIT	EPS
2018	<b>old:</b>	142.0	31.1	4.25
	Δ	0.8%	7.5%	7.3%
2019	<b>old:</b>	149.9	32.9	4.63
	Δ	0.8%	5.0%	4.7%
2020	<b>old:</b>	158.9	34.9	4.97
	Δ	0.8%	5.0%	4.6%

#### Key share data:

Number of shares: (in m pcs) 7.0  
Authorised capital: (in € m) 1.8  
Book value per share: (in €) 9.5  
Ø trading volume: (12 months) 2,342

#### Major shareholders:

Betclic Everest Group 51.7 %  
Free Float 45.5 %  
BDL Capital 5.0 %  
Union Investment 3.0 %

#### Company description:

bet-at-home.com is one of Europe's leading providers of online gaming and betting services

## Financials

Profit and loss (EUR m)	2014	2015	2016	2017	2018E	2019E	2020E
<b>Net sales</b>	<b>107.0</b>	<b>121.6</b>	<b>138.7</b>	<b>145.4</b>	<b>143.2</b>	<b>151.1</b>	<b>160.2</b>
Sales growth	25.0 %	13.6 %	14.0 %	4.8 %	-1.5 %	5.5 %	6.0 %
Increase/decrease in finished goods and work-in-process	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total sales</b>	<b>107.0</b>	<b>121.6</b>	<b>138.7</b>	<b>145.4</b>	<b>143.2</b>	<b>151.1</b>	<b>160.2</b>
Other operating income	0.5	0.9	1.0	0.9	0.9	0.8	0.8
Material expenses	41.1	36.5	44.0	42.0	40.1	42.9	45.5
Personnel expenses	14.4	15.5	17.3	18.1	18.7	19.2	20.4
Other operating expenses	25.4	38.9	45.3	50.8	50.5	53.5	56.7
Total operating expenses	80.3	89.9	105.6	109.9	108.4	114.9	121.8
<b>EBITDA</b>	<b>26.7</b>	<b>31.7</b>	<b>33.0</b>	<b>35.5</b>	<b>34.8</b>	<b>36.2</b>	<b>38.4</b>
Depreciation	0.6	0.6	0.9	1.0	1.1	1.3	1.3
<b>EBITA</b>	<b>26.1</b>	<b>31.1</b>	<b>32.1</b>	<b>34.5</b>	<b>33.7</b>	<b>34.9</b>	<b>37.1</b>
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Impairment charges	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBIT (inc revaluation net)</b>	<b>25.8</b>	<b>30.8</b>	<b>31.9</b>	<b>34.1</b>	<b>33.4</b>	<b>34.5</b>	<b>36.7</b>
Interest income	1.7	2.2	2.2	1.5	1.2	2.3	2.8
Interest expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other financial result	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Financial result	1.7	2.2	2.2	1.5	1.2	2.3	2.8
<b>Recurring pretax income from continuing operations</b>	<b>27.5</b>	<b>32.9</b>	<b>34.1</b>	<b>35.6</b>	<b>34.6</b>	<b>36.8</b>	<b>39.5</b>
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Earnings before taxes</b>	<b>27.5</b>	<b>32.9</b>	<b>34.1</b>	<b>35.6</b>	<b>34.6</b>	<b>36.8</b>	<b>39.5</b>
Taxes	1.8	2.3	3.1	2.8	2.6	2.8	3.0
<b>Net income from continuing operations</b>	<b>25.6</b>	<b>30.7</b>	<b>31.0</b>	<b>32.8</b>	<b>32.0</b>	<b>34.0</b>	<b>36.5</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>25.6</b>	<b>30.7</b>	<b>31.0</b>	<b>32.8</b>	<b>32.0</b>	<b>34.0</b>	<b>36.5</b>
Minority interest	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net profit (reported)</b>	<b>25.6</b>	<b>30.7</b>	<b>31.0</b>	<b>32.8</b>	<b>32.0</b>	<b>34.0</b>	<b>36.5</b>
Average number of shares	3.5	3.5	7.0	7.0	7.0	7.0	7.0
<b>EPS reported</b>	<b>7.31</b>	<b>8.74</b>	<b>4.42</b>	<b>4.68</b>	<b>4.56</b>	<b>4.85</b>	<b>5.19</b>

Profit and loss (common size)	2014	2015	2016	2017	2018E	2019E	2020E
<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 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Total 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>
Other operating income	0.5 %	0.8 %	0.7 %	0.6 %	0.6 %	0.5 %	0.5 %
Material expenses	38.4 %	30.0 %	31.7 %	28.9 %	28.0 %	28.4 %	28.4 %
Personnel expenses	13.5 %	12.8 %	12.5 %	12.4 %	13.1 %	12.7 %	12.7 %
Other operating expenses	23.7 %	32.0 %	32.7 %	34.9 %	35.2 %	35.4 %	35.4 %
Total operating expenses	75.0 %	73.9 %	76.2 %	75.6 %	75.7 %	76.0 %	76.0 %
<b>EBITDA</b>	<b>25.0 %</b>	<b>26.1 %</b>	<b>23.8 %</b>	<b>24.4 %</b>	<b>24.3 %</b>	<b>24.0 %</b>	<b>24.0 %</b>
Depreciation	0.6 %	0.5 %	0.7 %	0.7 %	0.8 %	0.9 %	0.8 %
<b>EBITA</b>	<b>24.4 %</b>	<b>25.6 %</b>	<b>23.2 %</b>	<b>23.7 %</b>	<b>23.5 %</b>	<b>23.1 %</b>	<b>23.1 %</b>
Amortisation of goodwill	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Amortisation of intangible assets	0.2 %	0.3 %	0.2 %	0.2 %	0.2 %	0.2 %	0.2 %
Impairment charges	0.1 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>EBIT (inc revaluation net)</b>	<b>24.1 %</b>	<b>25.3 %</b>	<b>23.0 %</b>	<b>23.5 %</b>	<b>23.3 %</b>	<b>22.9 %</b>	<b>22.9 %</b>
Interest income	1.5 %	1.8 %	1.6 %	1.0 %	0.8 %	1.5 %	1.7 %
Interest expenses	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Other financial result	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Financial result	1.5 %	1.8 %	1.6 %	1.0 %	0.8 %	1.5 %	1.7 %
<b>Recurring pretax income from continuing operations</b>	<b>25.7 %</b>	<b>27.1 %</b>	<b>24.6 %</b>	<b>24.5 %</b>	<b>24.2 %</b>	<b>24.4 %</b>	<b>24.6 %</b>
Extraordinary income/loss	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Earnings before taxes</b>	<b>25.7 %</b>	<b>27.1 %</b>	<b>24.6 %</b>	<b>24.5 %</b>	<b>24.2 %</b>	<b>24.4 %</b>	<b>24.6 %</b>
Tax rate	6.6 %	6.9 %	9.1 %	7.9 %	7.6 %	7.6 %	7.6 %
<b>Net income from continuing operations</b>	<b>24.0 %</b>	<b>25.2 %</b>	<b>22.4 %</b>	<b>22.6 %</b>	<b>22.3 %</b>	<b>22.5 %</b>	<b>22.8 %</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>24.0 %</b>	<b>25.2 %</b>	<b>22.4 %</b>	<b>22.6 %</b>	<b>22.3 %</b>	<b>22.5 %</b>	<b>22.8 %</b>
Minority interest	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>Net profit (reported)</b>	<b>24.0 %</b>	<b>25.2 %</b>	<b>22.4 %</b>	<b>22.6 %</b>	<b>22.3 %</b>	<b>22.5 %</b>	<b>22.8 %</b>

Source: Company data, Hauck &amp; Aufhäuser

Balance sheet (EUR m)	2014	2015	2016	2017	2018E	2019E	2020E
<b>Intangible assets</b>	<b>2.4</b>	<b>2.2</b>	<b>2.0</b>	<b>1.7</b>	<b>1.4</b>	<b>1.1</b>	<b>0.7</b>
Property, plant and equipment	2.1	2.6	2.9	2.5	2.4	2.1	2.3
Financial assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>FIXED ASSETS</b>	<b>4.5</b>	<b>4.8</b>	<b>4.9</b>	<b>4.1</b>	<b>3.8</b>	<b>3.1</b>	<b>2.9</b>
Inventories	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts receivable	12.9	15.7	17.1	17.9	17.7	18.6	19.8
Other current assets	45.5	56.2	31.5	1.5	1.5	1.5	1.5
Liquid assets	31.5	50.1	91.8	100.5	85.7	87.3	93.1
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>CURRENT ASSETS</b>	<b>89.9</b>	<b>122.0</b>	<b>140.5</b>	<b>119.9</b>	<b>104.9</b>	<b>107.5</b>	<b>114.4</b>
<b>TOTAL ASSETS</b>	<b>94.5</b>	<b>126.8</b>	<b>145.4</b>	<b>124.1</b>	<b>108.7</b>	<b>110.6</b>	<b>117.4</b>
<b>SHAREHOLDERS EQUITY</b>	<b>67.5</b>	<b>94.0</b>	<b>109.6</b>	<b>87.2</b>	<b>66.5</b>	<b>58.4</b>	<b>52.8</b>
MINORITY INTEREST	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long-term debt	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Provisions for pensions and similar obligations	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Other provisions	14.1	19.9	21.4	21.4	21.4	21.4	21.4
<b>Non-current liabilities</b>	<b>14.2</b>	<b>20.0</b>	<b>21.5</b>	<b>21.5</b>	<b>21.5</b>	<b>21.5</b>	<b>21.5</b>
short-term liabilities to banks	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts payable	1.3	1.0	0.5	0.9	0.9	0.9	1.0
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)	11.0	11.0	13.2	13.9	13.7	14.4	15.3
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred income	0.6	0.8	0.6	0.6	0.6	0.6	0.6
<b>Current liabilities</b>	<b>12.8</b>	<b>12.8</b>	<b>14.3</b>	<b>15.4</b>	<b>15.2</b>	<b>16.0</b>	<b>16.9</b>
<b>TOTAL LIABILITIES AND SHAREHOLDERS EQUITY</b>	<b>94.5</b>	<b>126.8</b>	<b>145.4</b>	<b>124.1</b>	<b>103.2</b>	<b>95.9</b>	<b>91.2</b>

Balance sheet (common size)	2014	2015	2016	2017	2018E	2019E	2020E
<b>Intangible assets</b>	<b>2.6 %</b>	<b>1.7 %</b>	<b>1.4 %</b>	<b>1.3 %</b>	<b>1.4 %</b>	<b>1.1 %</b>	<b>0.7 %</b>
Property, plant and equipment	2.3 %	2.0 %	2.0 %	2.0 %	2.3 %	2.2 %	2.5 %
Financial assets	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>FIXED ASSETS</b>	<b>4.8 %</b>	<b>3.8 %</b>	<b>3.4 %</b>	<b>3.3 %</b>	<b>3.7 %</b>	<b>3.3 %</b>	<b>3.2 %</b>
Inventories	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Accounts receivable	13.6 %	12.4 %	11.8 %	14.5 %	17.1 %	19.4 %	21.7 %
Other current assets	48.2 %	44.3 %	21.7 %	1.2 %	1.5 %	1.6 %	1.7 %
Liquid assets	33.4 %	39.5 %	63.2 %	81.0 %	83.1 %	91.1 %	102.2 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred charges and prepaid expenses	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
<b>CURRENT ASSETS</b>	<b>95.2 %</b>	<b>96.2 %</b>	<b>96.6 %</b>	<b>96.7 %</b>	<b>101.7 %</b>	<b>112.1 %</b>	<b>125.5 %</b>
<b>TOTAL ASSETS</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>100.0 %</b>	<b>105.4 %</b>	<b>115.4 %</b>	<b>128.8 %</b>
<b>SHAREHOLDERS EQUITY</b>	<b>71.4 %</b>	<b>74.1 %</b>	<b>75.4 %</b>	<b>70.3 %</b>	<b>64.5 %</b>	<b>60.9 %</b>	<b>57.9 %</b>
MINORITY INTEREST	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Long-term debt	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Provisions for pensions and similar obligations	0.0 %	0.1 %	0.0 %	0.1 %	0.1 %	0.1 %	0.1 %
Other provisions	15.0 %	15.7 %	14.7 %	17.2 %	20.7 %	22.3 %	23.5 %
<b>Non-current liabilities</b>	<b>15.0 %</b>	<b>15.8 %</b>	<b>14.8 %</b>	<b>17.3 %</b>	<b>20.8 %</b>	<b>22.4 %</b>	<b>23.6 %</b>
short-term liabilities to banks	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Accounts payable	1.3 %	0.8 %	0.3 %	0.7 %	0.8 %	1.0 %	1.1 %
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)	11.6 %	8.7 %	9.1 %	11.2 %	13.2 %	15.0 %	16.8 %
Deferred taxes	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %
Deferred income	0.6 %	0.6 %	0.4 %	0.5 %	0.6 %	0.7 %	0.7 %
<b>Current liabilities</b>	<b>13.6 %</b>	<b>10.1 %</b>	<b>9.9 %</b>	<b>12.4 %</b>	<b>14.7 %</b>	<b>16.7 %</b>	<b>18.5 %</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

Cash flow statement (EUR m)	2014	2015	2016	2017	2018E	2019E	2020E
Net profit/loss	25.6	30.7	31.0	32.8	32.0	34.0	36.5
Depreciation of fixed assets (incl. leases)	0.6	0.6	0.9	1.0	1.1	1.3	1.3
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash flow from operations before changes in w/c	26.5	31.6	32.2	34.2	33.3	35.7	38.2
Increase/decrease in inventory	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Increase/decrease in accounts receivable	-3.7	-2.8	-1.4	-0.8	0.3	-1.0	-1.1
Increase/decrease in accounts payable	-1.3	-0.3	-0.6	0.4	0.0	0.0	0.1
Increase/decrease in other working capital positions	4.9	3.2	0.0	0.0	0.0	0.0	0.0
Increase/decrease in working capital	-0.1	0.1	-2.0	-0.4	0.3	-0.9	-1.1
<b>Cash flow from operating activities</b>	<b>26.4</b>	<b>31.7</b>	<b>30.2</b>	<b>33.8</b>	<b>33.6</b>	<b>34.7</b>	<b>37.1</b>
CAPEX	0.0	0.0	1.2	0.6	1.0	1.0	1.5
Payments for acquisitions	2.4	1.1	0.0	0.0	0.0	0.0	0.0
Financial investments	13.0	0.0	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	0.0	-7.9	0.0	0.0	0.0	0.0	0.0
<b>Cash flow from investing activities</b>	<b>-15.4</b>	<b>-9.0</b>	<b>-1.2</b>	<b>-0.6</b>	<b>-1.0</b>	<b>-1.0</b>	<b>-1.5</b>
Cash flow before financing	11.1	22.7	29.0	33.2	32.6	33.7	35.6
Increase/decrease in debt position	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dividends paid	2.8	4.2	15.8	52.6	52.6	42.1	42.1
Others	0.0	0.0	27.2	30.6	-0.2	0.8	0.9
Effects of exchange rate changes on cash	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Cash flow from financing activities</b>	<b>-2.8</b>	<b>-4.2</b>	<b>11.5</b>	<b>-22.0</b>	<b>-52.8</b>	<b>-41.4</b>	<b>-41.2</b>
Increase/decrease in liquid assets	8.2	18.5	40.5	11.2	-20.3	-7.6	-5.7
<b>Liquid assets at end of period</b>	<b>30.3</b>	<b>48.8</b>	<b>89.3</b>	<b>100.5</b>	<b>80.2</b>	<b>72.6</b>	<b>66.9</b>

Source: Company data, Hauck & Aufhäuser

Regional split (EUR m)	2014	2015	2016	2017	2018E	2019E	2020E
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

Key ratios (EUR m)	2014	2015	2016	2017	2018E	2019E	2020E
<b>P&amp;L growth analysis</b>							
Sales growth	25.0 %	13.6 %	14.0 %	4.8 %	-1.5 %	5.5 %	6.0 %
EBITDA growth	78.4 %	18.6 %	4.3 %	7.4 %	-2.0 %	4.1 %	10.4 %
EBIT growth	80.4 %	19.2 %	3.6 %	7.1 %	-2.2 %	3.4 %	9.8 %
EPS growth	76.8 %	19.6 %	-49.5 %	5.9 %	-2.7 %	6.4 %	14.0 %
<b>Efficiency</b>							
Total operating costs / sales	75.0 %	73.9 %	76.2 %	75.6 %	75.7 %	76.0 %	76.0 %
Sales per employee	424.7	460.6	495.3	487.1	951.4	n/a	n/a
EBITDA per employee	106.1	120.0	118.0	118.8	230.9	n/a	n/a
<b>Balance sheet analysis</b>							
Avg. working capital / sales	8.5 %	10.8 %	11.3 %	11.6 %	11.8 %	11.4 %	11.1 %
Inventory turnover (sales/inventory)	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Trade debtors in days of sales	43.9	47.1	45.0	45.0	45.0	45.0	45.0
A/P turnover [(A/P*365)/sales]	4.3	3.0	1.2	2.2	2.2	2.2	2.2
Cash conversion cycle (days)	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Cash flow analysis</b>							
Free cash flow	26.4	31.7	29.0	33.2	32.6	33.7	35.6
Free cash flow/sales	24.7 %	26.1 %	20.9 %	22.8 %	22.8 %	22.3 %	22.2 %
FCF / net profit	103.0 %	103.5 %	93.7 %	101.0 %	101.9 %	99.2 %	97.6 %
Capex / depn	1529.4 %	0.0 %	100.0 %	44.7 %	74.0 %	60.6 %	88.2 %
Capex / maintenance capex	70.5 %	64.7 %	129.1 %	80.0 %	50.0 %	33.3 %	50.0 %
Capex / sales	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Security</b>							
Net debt	-31.5	-50.1	-91.8	-100.4	-85.7	-87.3	-93.1
Net Debt/EBITDA	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net debt / equity	neg.	neg.	neg.	neg.	neg.	neg.	neg.
Interest cover	999.0	999.0	999.0	999.0	999.0	999.0	999.0
Dividend payout ratio	16.4 %	51.5 %	169.8 %	160.3 %	131.7 %	123.8 %	134.8 %
<b>Asset utilisation</b>							
Capital employed turnover	1.3	1.1	1.1	1.3	1.6	1.9	2.2
Operating assets turnover	7.8	7.1	7.1	7.4	7.5	7.6	7.6
Plant turnover	50.3	47.6	48.2	58.6	60.2	72.7	70.3
Inventory turnover (sales/inventory)	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>Returns</b>							
ROCE	37.9 %	31.4 %	26.0 %	28.5 %	34.0 %	41.1 %	45.2 %
ROE	38.0 %	32.6 %	28.3 %	37.7 %	48.1 %	58.2 %	69.1 %
<b>Other</b>							
Interest paid / avg. debt	n/a	n/a	6.0 %	6.0 %	6.0 %	6.0 %	6.0 %
No. employees (average)	252	264	280	299	151	0	0
Number of shares	3.5	3.5	7.0	7.0	7.0	7.0	7.0
DPS	1.2	4.5	7.5	7.5	6.0	6.0	7.0
EPS reported	7.31	8.74	4.42	4.68	4.56	4.85	5.19
<b>Valuation ratios</b>							
P/BV	2.5	1.8	3.1	3.9	5.1	5.8	6.4
EV/sales	1.3	1.0	1.8	1.6	1.8	1.7	1.5
EV/EBITDA	5.2	3.8	7.5	6.8	7.3	7.0	6.4
EV/EBITA	5.3	3.9	7.7	7.0	7.6	7.2	6.7
EV/EBIT	5.4	3.9	7.8	7.0	7.6	7.3	6.7
EV/FCF	5.2	3.8	8.6	7.2	7.8	7.5	6.9
Adjusted FCF yield	17.7 %	24.6 %	12.6 %	17.1 %	14.9 %	14.4 %	15.8 %
Dividend yield	2.5 %	9.3 %	15.5 %	15.5 %	12.4 %	12.4 %	14.4 %

Source: Company data, Hauck & Aufhäuser

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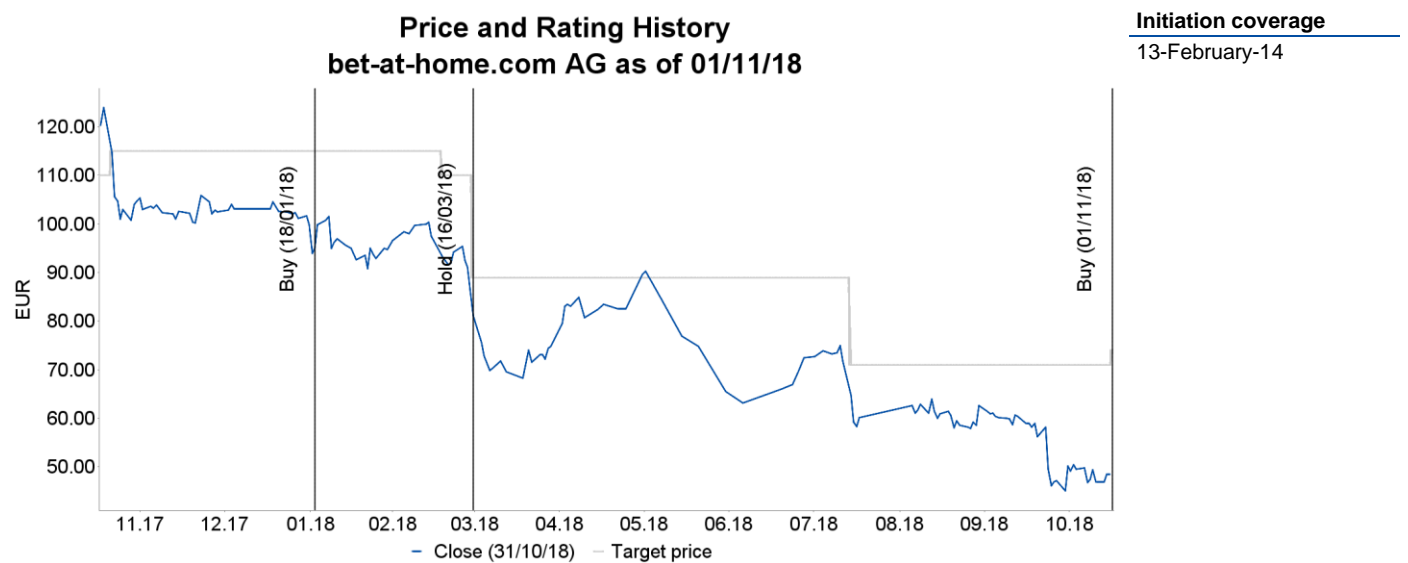
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Company	Disclosure
bet-at-home.com AG	2

**Historical target price and rating changes for bet-at-home.com AG in the last 12 months**



Company	Date	Analyst	Rating	Target price	Close
bet-at-home.com AG	31.07.2018	Brass, CFA, Robin	Hold	EUR 71,00	EUR 59,20
	03.05.2018	Brass, CFA, Robin	Hold	EUR 89,00	EUR 83,45
	19.03.2018	Brass, CFA, Robin	Hold	EUR 89,00	EUR 75,60
	07.03.2018	Brass, CFA, Robin	Buy	EUR 110,00	EUR 91,55
	19.01.2018	Brass, CFA, Robin	Buy	EUR 115,00	EUR 99,90
	07.11.2017	Brass, CFA, Robin	Hold	EUR 115,00	EUR 105,60

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