Talenom

Post-results report Q2 2021



REDUCE

Recommendation

Robust growth with high valuation

- Talenom's growth gathered momentum in Q2, as expected, driven by acquisitions. It is positive that organic growth has also returned to pre-corona levels. Acquisitions will weigh on relative profitability in the short term, but the higher automation rate of the Finnish accounting business underpins expectations of profitability improving in the long term in Finland as well as in Sweden within a few years. As a result of a share price rise, we have downgraded our recommendation to Reduce (from Accumulate) with a target price of EUR 16.00.
- Q2: Sales growth (+30%) clearly picked up speed from the Q1 level (+17%), bolstered by acquisitions. Organic growth represented around one-third of growth in H1 and had returned to pre-corona levels in late spring, according to the company. The EBIT margin missed forecasts, but the company said that the profitability of Finnish operations improved YoY, excluding the dampening effect of acquisitions.
- Outlook: Talenom repeated its previous guidance and expects net sales of EUR 80–84m and operating profit of EUR 14–16m in 2021. In our view, the company's long-term growth projects are progressing as planned. Talenom expanded operations to Spain in July and has fortified its position in Finland and Sweden as well through acquisitions in the early part of the year. Growth projects will weigh on relative profitability in 2021, but the rise of the automation rate to above 75% in bookkeeping in Finland (H1 2020: 68%) and to above 50% in payroll accounting (0%) will support a margin improvement in the coming years. In turn, the establishment of a bridgehead in the vast market of Spain creates a new, interesting source of growth over the longer term. Talenom's growth story has become slightly stronger again.
- Target price: As a result of the brighter growth outlook, we accept an EV/EBITDA multiple 18x (prev. 16.5x) for Talenom for 2023, which corresponds to an EV/EBIT multiple 28x. The value indicated by the DCF model is EUR 15.70 per share. As a result of these valuation methods and our updated forecasts, our target price rises to EUR 16.00 (prev. EUR 14.50).

Talenom						
EURm	2018	2019	2020	2021e	2022e	2023e
Sales	48.9	58.0	65.2	82.8	96.8	111.4
Sales Growth (%)	18.1 %	18.6 %	12.4 %	27.1 %	16.9 %	15.0 %
EBIT	8.5	10.4	12.9	15.2	20.5	25.6
EBIT (%)	17.5 %	18.0 %	19.8 %	18.4 %	21.2 %	23.0 %
PTP	8.0	9.6	12.0	14.4	19.7	24.8
EPS	0.15	0.18	0.22	0.27	0.37	0.46
DPS	0.09	0.13	0.15	0.17	0.20	0.23
Yield (%)	2.9 %	1.7 %	1.0 %	1.0 %	1.2 %	1.4 %
EV/Sales	3.0	5.9	10.4	9.3	7.9	6.8
EV/EBITDA	10.9	18.0	29.0	27.9	22.5	18.8
P/E	20.6	40.8	67.7	63.0	45.7	36.2
P/B	7.0	13.2	20.1	19.4	15.8	12.5
ROE	34 %	32 %	30 %	31 %	35 %	34 %
ROCE	19 %	17 %	17 %	16 %	21 %	25 %
Equity Ratio	36 %	33 %	37 %	37 %	41 %	47 %
Gearing	96 %	116 %	87 %	99 %	69 %	42 %

Source: OP Markets

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Downgraded (prev. ACCUMULATE) Target price (€) 16.00 (prev. 14,50) Price (€)* 16,12 High (12m) 16.82 Low (12m) 7,94 704 Market cap (M€) 0,2 % Index weight Beta 0.80 Ticker TNOM 1.11.2021 Next report date 1m 3m 12m Performance Price (€) 14.22 13.32 9.32 73.0 % Change 13.4 % 21,0 % 18 16 14 12 10 8 6 4 2 1/19 6/19 11/19 4/20 9/20 2/21 7/21

----- Talenom

----- OMX Helsinki Cap

Source: OP Markets, Bloomberg, *) as of 3.8. 12:15



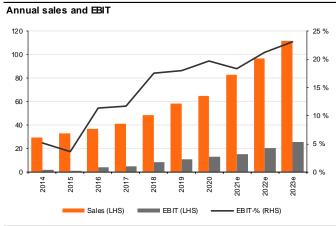
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Investment case

- **Defensive growth market:** In 2019, the Finnish accounting market totalled around EUR 1.2bn. Annual growth in this market was 5.4% on average in 2001–2019, which is clearly faster than economic growth in general. In addition to healthy growth, the sector is very defensive the sector grew even during the financial crisis in 2008–2009.
- Competitive advantage in technology and service: Automation gains and economies of scale are sizeable in this sector, so
 it is inevitable that consolidation will continue. Digitalisation will accelerate consolidation, as small, manually operating
 accounting firms do not have sufficient resources to develop their operations. Talenom's business model is based on efficiency
 brought by in-house software development, which means that specialists may focus on value-added services. This will improve
 customer satisfaction and enable additional sales to existing customers.
- Additional growth from international expansion as well as new services and customer groups: Talenom expanded
 operations to Sweden in 2019 and is investigating other European countries for potential expansion. Internationalisation offers
 significant growth potential for the company. Talenom has profound expertise in contract law and taxation, among other things,
 and the company's strategy is to provide services to SMEs widely on matters related to business management. The company
 has also expanded operations to smaller companies with new business based on digital distribution and enhanced its product
 offering to banking services, among other things.

Drivers

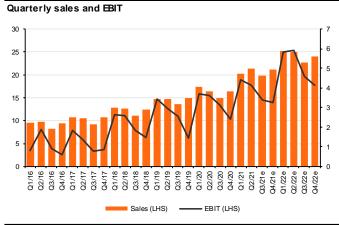
- International expansion: Talenom's international expansion started in Sweden in 2019 and now the scope of expansion is considerable. New countries are actively charted.
- Increasing importance of value-added services: The automation of accounting has meant that specialists have more time for value-added services, which increases sales per customer and improves customer experience and the personnel's job satisfaction.
- Value-creating acquisitions: Talenom has accelerated acquisitions both in Finland and Sweden in recent years. Talenom has very successfully integrated acquisitions and raised their profitability, which creates shareholder value coupled with inexpensive acquisition prices.



Source: OP Markets

Risks

- **Intensifying competition:** Advancing automation and digitalisation in the sector will probably lead to intensifying price competition in the future.
- Failure in international expansion: There is not yet any proof that the profitability of business operations in Sweden can be raised through the localisation of software that increases automation.
- Goodwill and intangible rights: The amount of goodwill and intangible rights is high in Talenom's balance sheet. If profitability declined sharply, these items would involve uncertainty. However, in our view the risk is very low.



Source: OP Market s

Q2 results

Talenom's sales topped forecasts, but profitability was weaker than expected. However, the profitability of Finnish operations increased YoY, excluding the impact of acquisitions.

Talenom						
			Q2/202	21e	Q2/20a	Growth
EURm	Q2/21a	vs. OP	OP	Cons.		YoY
Sales	21.4	1 %	21.1	21.1	16.5	30 %
EBIT (adjusted)	4.1	-5 %	4.4	4.4	3.6	15 %
EBIT margin	19.4 %		20.7 %	20.9 %	21.8 %	
РТР	3.8	-8 %	4.2	4.2	3.4	14 %
EPS, reported	0.07	-10 %	0.08	0.08	0.06	14 %

Source : OP Markets and FactSet

Forecast revisions

Talenom announced two acquisitions in July. The company expanded to Spain by acquiring Avail Services (Avalanding) and strengthened its position in Sweden by acquiring YOUnited Professionals. We have updated our forecasts as a result of the Q2 report and the beforementioned acquisitions. Due to the higher sales forecast, our EBIT forecasts for 2022–2023 have also risen mildly.

Forecast revisions

		2021			2022		2023			
EURm	New	Old	Diff.	New	Old	Diff.	New	Old	Diff.	
Total sales	82.8	81.4	2 %	96.8	93.6	3 %	111.4	107.6	3 %	
Sales growth	0.0%	0.0%		16.9%	15.0%		15.0%	15.0%		
EBIT	15.2	15.5	-2 %	20.5	20.2	2 %	25.6	25.0	3 %	
Margin	18.4 %	19.1 %		21.2 %	21.6 %		23.0 %	23.2 %		
PTP	14.4	14.8	-3 %	19.7	19.4	2 %	24.8	24.2	3 %	
EPS	0.27	0.27	-3 %	0.37	0.36	2 %	0.46	0.45	3 %	

Source: OP Markets

Acquired company	Location	Staff	Sales	Result	Transaction price	Additional transaction price (max.)	EV/S (max.)
2017							
Trust Accounts TKG 2018	Киоріо	17	1.2	0.1	0.5		0.4
Tilitoimisto K Ollila	Oulu		0.5				
Tilitoimisto Tuloslaskenta and ATT yritys 2019	spalv.		1.4				
Wakers Consulting	Stockholm	30	2.6	0.4	2.6		1.0
Wasa Tilit and WT Företagstjänster 2020	Vaasa	30	2.2	0.2	1.6		0.7
Addvalue Advisors	Vantaa	6	0.5	0.1	0.3		0.5
Niva Ekonomi AB	Stockholm	17	1.4	0.2	1.1	0.2	0.9
Frivision	Gothenburg and Malmö	20	1.4	0.0	1.4	0.6	1.4
Larsen & Co Tilitoimisto	Helsinki	17	1.4	0.2	1.0		0.7
Ekonomianalys and Persson&Thorin 2021	Järfalla, Växjö	42	3.5	0.3	2.9	2.3	1.5
Balance Systems and Laskentalinja	Kemi and Kuopio		0.9		0.6	0.3	1.0
Tilipalvelu Pirkko Kemppainen	Ivalo, Rovaniemi	5	0.4		0.2	0.1	0.8
Crescendo and Progredo	Nacka, Östersund, Åre	25	2.3	0.3	2.2	0.4	1.1
AC-Tilit and Tilitoimisto Reijo Mäki	Espoo and Hämeenlinna		0.6		0.3		0.5
Balance-Team	Helsinki	20	2.7	1.0	5.3		2.0
Lapin Tulostieto	Tornio, Ylitornio, Kolari	7	0.5				
Avail Services SL	Barcelona	16	0.9	0.0	1.9	1.5	3.8
YOUnited Professionals	Nyköping	14	1.2	0.3	1.3	0.2	1.3

Source: Talenom, Asiakastieto, OP Markets, OP's estimates marked with grey

Peer companies

It is difficult to find listed peer companies for Talenom. The company's operating model differs from companies that provide accounting services, such as Aallon Group which is listed in Finland, but also from software houses, such as Admicom or Fortnox.

We have gathered four types of peer companies in the table below: (1) Finnish service companies of which Enento (former Asiakastieto) we think is closest based on the defensive nature of its business and good competitive position, (2) Nordic IT service firms that sell specialist work, (3) Nordic software houses and (4) accounting service providers.

As shown by the table, there are great valuation differences between the companies. The valuations of software houses whose profitability and growth are high are naturally higher compared with service companies whose business is clearly less scalable.

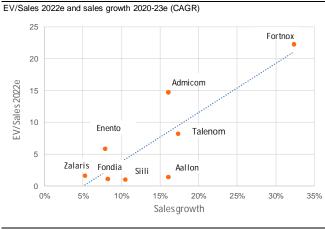
In terms of sales growth and profitability, Talenom is between software houses and service companies.

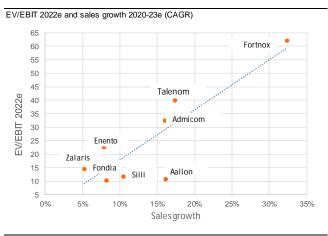
Peer valuation

	MCAP		EV/Sales			EV/EBITD	A		EV/EBIT			P/E	
Company	EURm	2021e	2022e	2023e	2021e	2022e	2023e	2021e	2022e	2023e	2021e	2022e	2023e
Finnish peer companies													
Enento Group Oyj	928	6.4x	5.9x	5.4x	17.4x	15.1x	13.6x	27.5x	22.8x	20.1x	32.0x	27.4x	24.0x
Fondia Oyj	31	1.2x	1.1x	na.	10.7x	8.1x	na.	13.5x	10.4x	na.	21.1x	16.3x	12.8x
Gofore Plc	284	na.	na.	na.	na.	na.	na.	na.	na.	na.	22.7x	20.5x	18.6x
Siili Solutions Oy	111	1.2x	1.0x	na.	9.7x	7.7x	na.	16.4x	11.9x	na.	14.0x	11.5x	11.5x
Nordic software firms													
Admicom Oyj	456	17.7x	14.8x	12.4x	37.6x	31.8x	26.3x	38.9x	32.6x	26.7x	50.7x	43.0x	35.8x
Fortnox AB	2,780	29.1x	22.2x	16.9x	70.1x	51.2x	37.0x	87.2x	62.2x	43.8x	111.8x	80.9x	58.0x
Accounting service providers													
Zalaris ASA	125	1.9x	1.7x	1.5x	11.7x	9.8x	10.1x	18.8x	14.7x	11.6x	21.7x	17.6x	12.5x
Aallon Group Oyj	44	1.7x	1.4x	na.	12.1x	9.8x	na.	13.7x	10.9x	na.	18.3x	15.0x	14.3x
Talenom Oyj	728	9.4x	8.3x	7.2x	27.8x	23.4x	20.2x	49.6x	39.9x	32.9x	62.5x	50.7x	41.3x
Median -Finnish companies		1.2x	1.1x	5.4x	10.7x	8.1x	13.6x	16.4x	11.9x	20.1x	21.9x	18.4x	15.7x
Median - Nordic software firms		23.4x	18.5x	14.6x	53.8x	41.5x	31.6x	63.1x	47.4x	35.2x	81.3x	62.0x	46.9x
Median - Accounting service providers		1.9x	1.7x	4.4x	12.1x	9.8x	15.1x	18.8x	14.7x	22.2x	21.7x	17.6x	14.3x
Talenom (OP)		9.3x	7.9x	6.8x	27.9x	22.5x	18.8x	50.4x	37.1x	29.4x	63.0x	45.7x	36.2x

Source: FactSet, OP (2 Aug 2021)

Based on the comparison, the predicted high average sales and earnings growth for the next few years (CAGR 2020–2023e) lifts the valuation multiples sharply. We have included the companies on the previous page in the graphs below. The forecasts are consensus forecasts.





Source: Consensus forecasts FactSet (2 August 2021)

Source: Consensus forecasts FactSet (2 August 2021)

Financial performance and forecasts

Quarter							
1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21
17.4	16.5	14.8	16.5	20.3	21.4	19.9	21.3
17 %	12 %	10 %	10 %	17 %	30 %	34 %	29 %
3.7	3.6	3.1	2.4	4.4	4.1	3.4	3.3
21.4 %	21.8 %	21.2 %	14.7 %	21.7 %	19.4 %	17.1 %	15.4 %
3.5	3.4	2.9	2.2	4.2	3.8	3.2	3.1
0.07	0.06	0.05	0.04	0.08	0.07	0.06	0.06
	1Q20 17.4 17 % 3.7 21.4 % 3.5	1Q20 2Q20 17.4 16.5 17 % 12 % 3.7 3.6 21.4 % 21.8 % 3.5 3.4	1Q20 2Q20 3Q20 17.4 16.5 14.8 17.% 12.% 10.% 3.7 3.6 3.1 21.4 % 21.8 % 21.2 % 3.5 3.4 2.9	1Q20 2Q20 3Q20 4Q20 17.4 16.5 14.8 16.5 17.% 12.% 10.% 10.% 3.7 3.6 3.1 2.4 21.4% 21.8% 21.2% 14.7% 3.5 3.4 2.9 2.2	1Q20 2Q20 3Q20 4Q20 1Q21 17.4 16.5 14.8 16.5 20.3 17.% 12.% 10.% 10.% 17.% 3.7 3.6 3.1 2.4 4.4 21.4.% 21.8.% 21.2.% 14.7.% 21.7.% 3.5 3.4 2.9 2.2 4.2	1Q20 2Q20 3Q20 4Q20 1Q21 2Q21 17.4 16.5 14.8 16.5 20.3 21.4 17.% 12.% 10.% 10.% 17.% 30.% 3.7 3.6 3.1 2.4 4.4 4.1 21.4% 21.8% 21.2% 14.7% 21.7% 19.4% 3.5 3.4 2.9 2.2 4.2 3.8	1Q20 2Q20 3Q20 4Q20 1Q21 2Q21 3Q21 17.4 16.5 14.8 16.5 20.3 21.4 19.9 17.% 12.% 10.% 10.% 17.% 30.% 34.% 3.7 3.6 3.1 2.4 4.4 4.1 3.4 21.4% 21.8% 21.2.% 14.7% 21.7.% 19.4.% 17.1.% 3.5 3.4 2.9 2.2 4.2 3.8 3.2

Source: OP Markets

Income Statement							
EURm	2017	2018	2019	2020	2021e	2022e	2023e
Sales	41.4	48.9	58.0	65.2	82.8	96.8	111.4
EBITDA	9.5	13.7	18.9	23.3	27.5	33.9	40.0
Depreciation	4.7	5.1	8.5	10.4	12.2	13.4	14.4
EBIT	4.8	8.5	10.4	12.9	15.2	20.5	25.6
Financials	-0.5	-0.6	-0.8	-0.9	-0.9	-0.8	-0.8
РТР	4.3	8.0	9.6	12.0	14.4	19.7	24.8
Taxes	0.9	1.6	2.0	2.4	2.9	3.9	5.0
Net profit	3.4	6.4	7.6	9.6	11.4	15.8	19.9
EPS, reported	0.08	0.15	0.18	0.22	0.27	0.37	0.46
DPS	0.05	0.09	0.13	0.15	0.17	0.20	0.23

Source: OP Markets

Balance Sheet							
EURm	2017	2018	2019	2020	2021e	2022e	2023e
Assets:							
Goodwill	18	18	21	24	30	30	30
Other intangibles	14	19	25	34	43	47	53
Tangible assets	3	2	11	10	10	10	10
Investments	0	0	0	0	0	0	0
Inventory	0	0	0	0	0	0	0
Receivables	5	5	7	7	9	10	12
Short-term investments	0	0	1	2	2	2	3
Cash and bank	5	6	8	9	7	10	13
Total assets	46	51	72	87	102	110	122
Liabilities:							
Share capital	0	0	0	0	0	0	0
Other restricted share capital	0	0	0	0	0	0	0
Retained earnings	14	19	24	32	37	45	58
Minority interest	0	0	0	0	0	0	0
Shareholders equity total	14	19	24	32	37	45	58
Provisions	0	0	0	0	0	0	0
LT interest bearing debt	23	24	35	37	44	41	37
LT non-interest bearing debt	0	0	0	0	0	0	0
Other long-term debt	0	0	1	2	2	2	3
ST interest bearing debt	1	0	0	0	0	0	0
ST non-interest bearing debt	9	9	13	16	19	22	24
Total liabilities	46	51	72	87	102	110	122

Source: OP Markets

Cash flow forecasts

CASH FLOW	PROJECT	IONS											
EURm	TROOLOT		2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Revenues			83	97	111	127	144	163	183	204	221	237	249
Revenue growth			27.1 %	16.9 %	15.0 %	14.3 %	13.5 %	12.9 %	12.2 %	11.6 %	8.0 %	7.5 %	5.0 %
EBIT			15	21	26	29	33	37	41	45	48	52	54
EBIT margin			18.4 %	21.2 %	23.0 %	22.8 %	22.7 %	22.5 %	22.3 %	22.1 %	21.9 %	21.8 %	21.6 %
Gross Investm	nents		27	20	20	20	22	23	26	28	30	32	32
Gross inv./depred	ciation		2.2	1.5	1.4	1.3	1.3	1.2	1.2	1.1	1.1	1.1	1.1
Free cash flov	N		-2	11	16	20	24	28	31	36	37	40	43
	Base	Case	Optin	nistic	Pessi	mistic							
FCF	growth	% pv*	growth	% pv	growth	% pv							
Level 1								0	Cash flow o	listribution	1		
2021													
:	108.0 %	3%	108.0 %	2 %	108.0 %	5 %	100 % 1			n í			
2023							80 % -					D. evel 3	1
Level 2								75 %	81 9		66 %		
2024							60 % -	10,00	013	/0			
:	13.1 %	22 %	15.6 %	17 %	10.6 %	29 %	40 % -					Level 2	2
2031											29 %		
Level 3							20 % -	22 %	17 9	6		-	
2032	3.0 %	75 %	3.5 %	81 %	1.0 %	66 %	0% +	/ 3%	2%		5%	Level 1	
PV total	723	100 %	926	100 %	441	100 %		Base Case	Optimis	stic Pes	simistic		

* Level share of present value cash flows

IMPLIED SHARE PRICE vs CURRENT SHARE PRICE

Talenom	Base Case	Optimistic	Pessimistic	Difference DCF / market price
Present value FCF	723	926	441	
- debt (intbearing)	49	49	49	
- minority interest	0	0	0	30%
+ fin. investments	0	0	0	20%
+ cash and bank	11	11	11	
PV shareholder equity	685	888	403	
No. of shares (million)	43.7	43.7	43.7	-10% <u>6.2 %</u> -20%
Implied share price	15.7	20.3	9.2	-40%
Current share price	16.7	16.7	16.7	-50% -44.9 %
Difference (EUR)	-1.0	3.6	-7.5	■ Base Case ■Optimistic ■Pessimistic
Difference %	-6.2 %	21.5 %	-44.9 %	

SENSITIVITY ANALYSIS

Interest rate	()		Ir	nplied sh	are price			WACC vs risk-free rate				
sensitivity		Base Ca	se	Optim	istic	Pessim	istic					
risk-free	1.50 %	18.3		24.3		10.3			Risk-fr. r.	1.50 %	2.00 %	2.50 %
rate	2.00 %	15.7		20.3		9.2			CAPM	5.90 %	6.40 %	6.90 %
	2.50 %	13.7		17.3		8.3			WACC	6.35 %	6.8 %	7.3 %
										WACC ₂	WACC1	WACC ₃
Growth sens	sitivity		Implie	d share p	rice							
Base Case		5.8 %	6.3 %	6.8 %	7.3 %	7.8 % V	ACC					
	0.00.0/	17 0	110	10.0		10.0						

Growth sens	sitivity		implie	a snare p	nice		
Base Case		5.8 %	6.3 %	6.8 %	7.3 %	7.8 %	WACC
	2.00 %	17.2	14.9	13.0	11.5	10.3	
infinite	2.50 %	19.4	16.4	14.2	12.4	11.0	
cash flow	3.00 %	22.3	18.5	15.7	13.5	11.9	
growth	3.50 %	26.4	21.2	17.6	15.0	12.9	
	4.00 %	32.9	25.2	20.2	16.8	14.3	
	4.00 %	32.9	25.2	20.2	16.8	14.3	

WACC

Cost of equity capital:

Cost of equity capital	6.40 %	Cost of debt capital
Company beta	0.80	Tax shield on interest exp.
Market risk premium	5.50 %	Tax rate
Risk-free rate	2.00 %	Risk premium
CAPM		Risk-free rate

Cost of debt capital:

WAC	C:

2.00 % 1.50 % 20.0 % 0.70 % 2.80 %

WACC	6.8%
Liquidity premium	1.50 %
Equity ratio (target)	70.0 %
Debt ratio (target)	30.0 %
Cost of debt capital	2.80 %
Cost of equity capital	6.40 %

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Recommendations and target price history		Talenom		
Recommendation	Target price (€)	Price (€)	Date	
REDUCE	16.0	16.7	3.8.2021	Recommendation and target price change
ACCUMULATE	14.5	13.6	9.6.2021	

The recommendation breakdown of OP Corporate Bank plc for all companies under its coverage and for the aforementioned* companies OP Corporate Bank plc or another company pertaining to the same group has been party to an agreement with concerning the provision of investment banking services:

Share recommendation breakdown (as of 10 May 2021)					
	All Compa	Inv. Banking R	Inv. Banking Relationships*		
Recommendation	Count	%	Count	%	
BUY	12	16	2	15	
ACCUMULATE	35	47	6	46	
REDUCE	21	28	4	31	
SELL	7	9	1	8	
	75	100	13	100	

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