

Company:	Rating:	Target Price:	Sector:
<b>Riba Mundo Tecnología</b>	<b>BUY</b>	<b>€35.8</b>	<b>Consumer Electronic Wholesalers</b>

## Data driven disruption in Consumer Electronics

September 8, 2023, at 18:00

### A global trader in B2B Consumer Electronics

Riba Mundo is a Tech Company operating in the global B2B commerce of Consumer Electronics. Its competitive advantage is its unique proprietary Big Data software, MarVin, which matches worldwide supply and demand of Consumer Electronics and releases the best price; furthermore, MarVin manages stock availability securing the best inventory turnover and time to market. Riba Mundo has a broad and diversified offering including 14 product categories which range from mobile phones and tablets to household appliances and micro-mobility vehicles. Riba Mundo was set up in 2018 and is headquartered in Valencia (Spain), a strategic location near the International Airport which allows the Company to optimize worldwide shipments.

### High revenue growth and EBITDA margin improving

Riba Mundo turnover rose significantly from €36.2m in 2019 to €329.1m in 2022 showing a 109% CAGR, mainly driven by the surge in volumes and geographical expansion. 2022 EBITDA rose to €7.5m from €3.9m in 2021 and EBITDA margin improved to 2.3% from 0.8% in 2019, mainly thanks to cost efficiencies related to operating leverage. At the end of 2022, the reported Net Debt was €16.2m, up from €10m in 2021 due to cash absorption from NOWC for ~€5m and capex for some €5m. We adjusted the 2022 reported Net Debt to €17.1m to exclude leasing liabilities deriving from the leaseback transaction on the warehouse and short-term financial investments occurred in 2022.

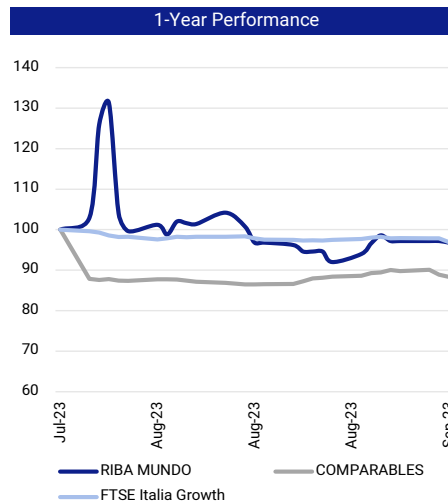
### Strategic lines and 2023-2026 estimates. 1H23 on track

Riba Mundo aims to expand its product range, by entering new categories such as White Goods, Pharma & Para pharmaceuticals, Beauty and Health products which allow for higher marginality compared to consumer electronics. According to our 2023-2026E estimates, revenues are expected to grow at 19% 22-26E CAGR, mainly driven by Mobile Phones; Tablets, Headphones and Other Revenues are projected to gradually increase their weight on sales with a peak in 2026. The Company released its preliminary 1H23 revenues at €183.6m (+51.2% yoy) which are 37% of our FY2023E revenues (€499.6m) and in line with previous year (1H22 revenues were 37% of FY2022). We expect EBITDA at 28% 2023-2026E CAGR to €19.7m with margin improving to 3%. We forecast a decrease in Adj. Net debt to €16m in 2023, following the IPO proceeds equal to ~€5.3m which includes investments for (i) 70% new product categories, (ii) 20% new Riba Mundo proprietary brand and (iii) 10% increasing warehouse capacity. Lastly, we expect cumulated 2023-2026E FCFs at €21.7m including some €8m of Capex and €17.2m of NOWC needs.

### Valuation: BUY; TP €35.8

We carried out a valuation of Riba Mundo based on DCF and multiples. Our estimates point to cumulated FCFs of €21.7m and WACC of 7.9%, leading to a fair value of €29.5/share. To assess a relative valuation, we selected a sample of listed companies specialized in B2B Consumer Electronics distribution. We suggest using a blend of 2023E EV/Sales multiple, since EBITDA remains very modest in this industry. Considering the sample of peers, the median EV/SALES 2023E is 0.2x, which compares to 0.1x at which Riba Mundo trades. Based on the simple average of the DCF and Market Multiples approach, we end up with a TP of €35.8/sh. Considering the significant potential upside on Riba Mundo closing price, we set a BUY recommendation.

Company Profile					
Bloomberg	RMT IM				
FactSet	RMT-IT				
Stock exchange	Italian Stock Exchange				
Reference Index	FTSE Italia Small Cap				
Market Data					
Last Price	€ 25.50				
Number of shares (mln)	2.30011				
Market cap. (mln)	€ 52				
1Y performance					
Absolute	-3.2%				
Max / Min	32.8/ 23				
(€/mln)	FY22	FY23E	FY24E	FY25E	FY26E
<b>Total Revenues</b>	<b>329.1</b>	<b>499.6</b>	<b>547.8</b>	<b>600.5</b>	<b>658.2</b>
yoy	89.5%	51.8%	9.7%	9.6%	9.6%
Gross Profit	15.3	24.5	28.0	31.8	36.2
Gross margin (%)	4.7%	4.9%	5.1%	5.3%	5.5%
<b>EBITDA</b>	<b>7.5</b>	<b>11.9</b>	<b>14.1</b>	<b>16.7</b>	<b>19.7</b>
EBITDA margin (%)	2.3%	2.4%	2.6%	2.8%	3.0%
<b>Adj. EBIT</b>	<b>7.0</b>	<b>11.1</b>	<b>13.0</b>	<b>15.5</b>	<b>18.4</b>
EBIT margin (%)	2.1%	2.2%	2.4%	2.6%	2.8%
Net income	5.0	7.0	8.6	10.9	13.1
Margin (%)	1.5%	1.4%	1.6%	1.8%	2.0%
<b>Adj. Net Debt</b>	<b>17.1</b>	<b>16.0</b>	<b>10.7</b>	<b>2.6</b>	<b>-7.7</b>
<b>Sh. Equity</b>	<b>7.4</b>	<b>18.9</b>	<b>27.5</b>	<b>38.4</b>	<b>51.5</b>
NOWC	15.6	24.6	27.1	29.8	32.8
Capex	2.0	3.3	2.0	1.5	1.1
<b>Free Cash Flow</b>	<b>-0.5</b>	<b>-3.4</b>	<b>6.1</b>	<b>8.3</b>	<b>10.7</b>


**Francesca Sabatini**

Head of Equity Research

francesca.sabatini@bancaprofilo.it

+39 02 58408 461

**Eleonora Chetri**

Equity Research Analyst

eleonora.chetri@bancaprofilo.it

+39 02 58408 298

Sales Desk

+39 02 58408 478

## SWOT analysis

### STRENGTHS

- Know-how and proprietary technology through MarVin
- Wide geographical network
- Strategic positioning for fast deliveries and time to market
- Big Data disruptive business model
- Customer oriented approach
- Market positioning as a global B2B trader

### WEAKNESSES

- Low profitability
- High volumes concentration in the smartphone category

### OPPORTUNITY

- Highly scalable business
- Large addressable market
- Highly fragmented competition
- US market penetration for Consumer Electronics
- M&A opportunities
- Products range diversification, including Pharmaceuticals, White Goods and Toys

### THREATS

- Low Sector's marginality in a complex scenario
- Impressive growth to be managed
- Quick evolving technology
- Rapid products and inventory obsolescence

## Contents

SWOT analysis .....	2
<b>The reference industry .....</b>	<b>4</b>
The mobile phones sub-industry .....	5
The tablets sub-industry .....	6
The headphones sub-industry .....	7
Key Market Drivers for Consumer Electronics in the next years.....	7
<b>Group's history, structure and people.....</b>	<b>8</b>
Company's evolution .....	8
Group structure .....	9
<b>Riba Mundo: a Big Data Company in Consumer Electronics .....</b>	<b>11</b>
Product Offering and Key Brands .....	11
Business Model and Value Chain .....	12
Supply Side Channel .....	14
Demand Side Channel.....	15
Case Study and value chain operation .....	16
Order and delivery management .....	16
<b>Riba Mundo Tecnología: competitive arena.....</b>	<b>18</b>
Key peers' financials .....	19
<b>Historical operating and financial performance.....</b>	<b>19</b>
Main operating and financial data 2019-2022.....	19
<b>2023-2026E Strategy and Estimates.....</b>	<b>25</b>
Corporate strategies .....	25
Our 2023-2026 estimates .....	25
Key Risks .....	31
<b>Valuation.....</b>	<b>33</b>
DCF valuation .....	33
Market multiples .....	33
<b>Disclaimer .....</b>	<b>37</b>

## The reference industry

<b>Riba Mundo Tecnología: a Consumer Electronics B2B global trader</b>	Riba Mundo Tecnología ("Riba Mundo") is specialized in the global B2B commerce of technological products, including smartphones, tablets, headphones, game consoles, TVs, smartwatches, personal computer components and portable electronic devices. The Company is a B2B mainly European trader, even if it operates also in the United Kingdom, United States and the United Arab Emirates, serving more than 45 countries.
--	--

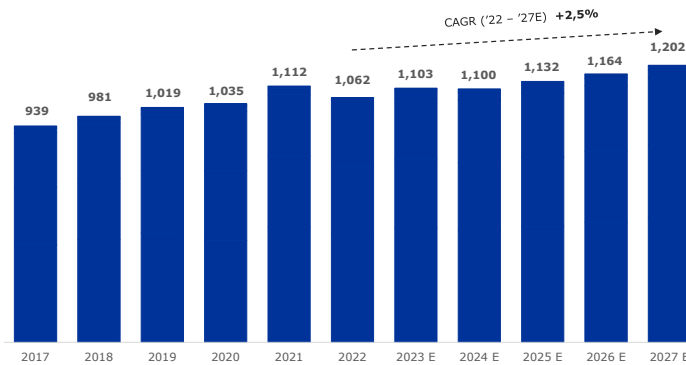
### The Consumer Electronics market

<b>Global Consumer Electronics market</b>	Consumer Electronics devices refer to a range of products designed for everyday use. The market includes several categories such as personal computing and devices, audio and video systems, mobile devices and smart home technology. These products are developed to enhance personal productivity, communication and entertainment. Main drivers propelling the Consumer Electronics market are (i) Technological upgrades, (ii) consumer preferences evolution and (iii) a growing desire for cost-effective, easy-to-use and high-performance devices.
---	---

<b>Six main segments of Consumer Electronics market</b>	<p>According to Statista (Consumer Electronic Worldwide Research, March 2023), the Consumer Electronics industry can be divided into six main segments:</p> <ul style="list-style-type: none"> <li>• Telephony, which includes smartphones, feature phones and landline phones, is driven by the increasing demand for mobile devices that enable communication and provide access to the internet.</li> <li>• TV, Radio &amp; Multimedia, which comprises televisions, radios, digital cameras, speakers, headphones and is characterized by the demand for high-quality and immersive entertainment experiences.</li> <li>• Computing which counts laptops, desktops, tablets, and other devices. These products are designed to meet individual needs for personal and professional computing tasks.</li> <li>• TV Peripheral Devices, which includes smart streaming devices, smart remotes and video players, is designed to enhance the TV viewing experience and enable individuals to access content from various sources.</li> <li>• Drones, which involves unmanned aerial vehicles (UAVs) that are used for personal purposes, is driven by the increasing demand for high-quality aerial photography and videography.</li> <li>• Gaming, which covers gaming consoles and VR headsets, is driven by the increasing popularity of video games and the rise of e-sports.</li> </ul>
---	---

<b>Global Consumer Electronic 2022-27E CAGR of 2.5%</b>	Global Consumer Electronics turnover in 2022 was \$1.1tn and is expected to grow at 2.5% CAGR in 2022-2027E.
---	--

Figure 1: Consumer Electronics turnover (\$/bn) and expected growth (%) (2017-2027E)

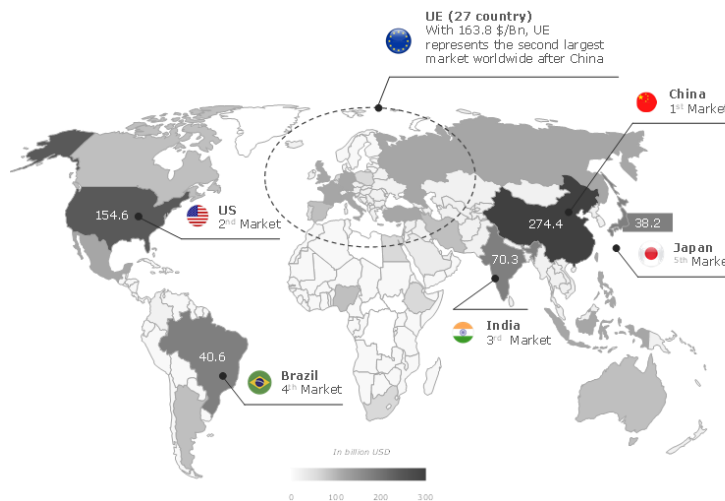


Source: Consumer Electronics – Worldwide Research, December 2022, Statista

China was the leading country in Consumer Electronics in 2021

In 2021, China was the leading country in Consumer Electronics with sales of \$274.4bn, followed by the European Union (27 states) with \$163.8bn and the United States with \$154.6bn.

Figure 2: Consumer Electronics by geography in 2021 (\$,bn)



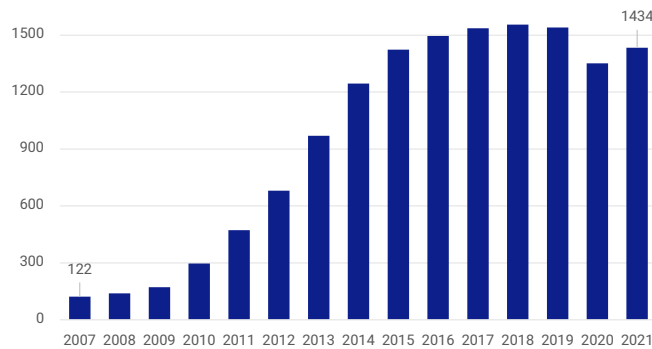
Source: Consumer Electronics – Worldwide Research, December 2022, Statista

### The mobile phones sub-industry

By the end of 2020, 78% of world’s population were smartphone users

The Smartphone segment has been steadily developing and growing since 2008, both in market size and in number of models and vendors. By the end of 2020, 78% of world’s population were smartphone users, with many people using more than one smartphone. Apple and Samsung tend to swap places at the top of the smartphone market, but the fight for the remaining places among the top five vendors is hotly contested. Huawei once had a solid hold on this position, even leading the market for a brief period, but restrictions on trade have taken a heavy toll on the Chinese smartphone manufacturer. Other Chinese manufacturers, such as Xiaomi, have primarily filled the gap left by Huawei’s decline.

**Figure 3: Smartphones volumes worldwide 2007-2021 (units, mln)**



Source: Consumer Electronics – Worldwide Research, December 2022, Statista

**Global Mobile Phones to grow at 7.3% CAGR in 22-29E**

According to Fortune Business Insights, in 2021, the global Mobile Phone market size was \$457.1bn; it is projected to reach \$792.5bn in 2029 at a 7.3% CAGR over 2022-29E.

**The tablets sub-industry**

**163.2mln/units of tablets shipped worldwide in 2022**

The tablets market consists portable computers that use touchscreens as their primary input. Most tablets are slightly smaller and weigh less than an average laptop. Around 163.2mln/units of tablets were shipped worldwide in 2022, with shipments reaching over 45mln/units in the final quarter of the year.

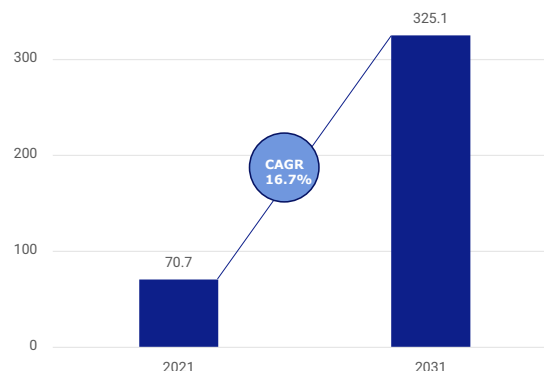
**Apple remains the leading tablets vendor; Samsung follows**

The tablets market leader is Apple with almost 50% share in the 4Q22, declining in recent years, due to the rise of Samsung Android tablet market share rising to 16.8% in 2021 from 7.3% in the 4Q12 and 7.7mln/units, compared to 22.5 mln/units by Apple.

**Global tablets to reach \$325bn in 2031 from \$71bn in 2021**

According to Allied Market Research, in 2021 global tablets market was valued \$70.7bn and it is expected to reach \$325.1bn by 2031, growing at 16.7% CAGR over 2021-31E.

**Figure 4: Global tablet market size (\$, bn)**



Source: Allied Market Research, August 2022

### The headphones sub-industry

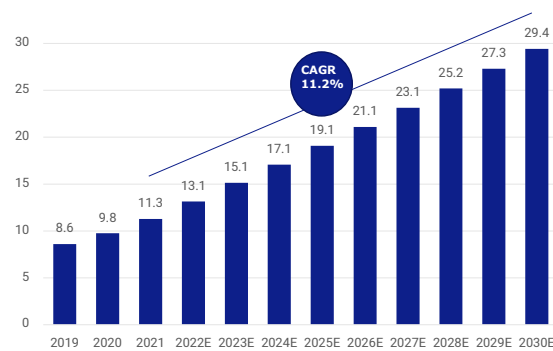
**Global Headphones to grow at 12.6% CAGR in 22-30E** According to Grand view Research (Earphones and Headphones Market, 2023), in 2022 global Earphones and Headphones market was worth \$58.2bn and it is expected to grow at 12.6% CAGR over 2022-2030E. Main driver is the changing consumer preferences for wireless headphones and earphones in the coming years.

### Key Market Drivers for Consumer Electronics in the next years

**Several drivers to fuel further growth in Consumer Electronics demand** According to Statista, there are several trends that will fuel further growth in Consumer Electronics, including 5G networks development, the surging popularity of smart homes and advancements in augmented and virtual reality technologies. These trends will trigger a digital transformation and an increasingly interconnected world, creating a plethora of opportunities for Consumer Electronics.

**IoT devices to grow at 11.2% CAGR in 2021-2030E** In 2020, consumers weighed for around 60% of Internet of Things (IoT) connected devices and this share is projected to stay at similar level over the next ten years. The number IoT devices is forecast to grow globally at 11.2% CAGR in 2021-2030E, reaching more than 29bn of IoT connected devices worldwide from 9.8bn in 2020. In 2030, the highest number of IoT devices will be found in China with around 5bn of consumer devices.

**Figure 5: Number of Internet of Things (IoT) connected devices worldwide – 2019-2030E (unit/bn)**



Source: Number of IoT connected devices worldwide, November 2022, Statista

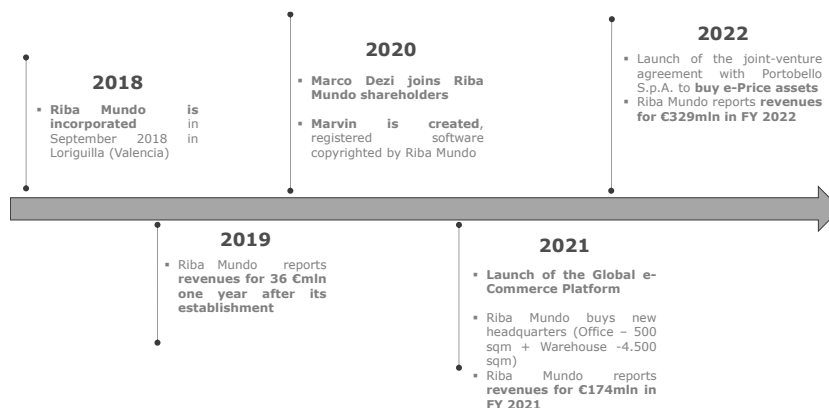
## Group's history, structure and people

### Company's evolution

An Innovative SME with a B2B model in Consumer Electronics trading

Riba Mundo is a Tech Company established in 2018 operating as a B2B trader of Consumer Electronics.

Figure 6: Riba Mundo timeline from 2018 to 2022



Source: Banca Profilo elaborations on Company data

**2020 pivotal change: the MarVin software was created**

Riba Mundo business model follows the pivotal change made in 2020, when the MarVin software was created. The software was designed to meet the needs of its business model and it was registered with a copyright by Riba Mundo. In the following years, the Company continued its organic growth through the launch of a Global B2B E-commerce platform. Moreover, Riba Mundo strengthened its logistics through the purchase of 5,000 sqm warehouse and diversified its offering adding new product categories. In 2022, only four years after its foundation, the Company achieved a record turnover of €329mln and bought, together with Portobello SpA (50% stake each), E-price assets.

**2022: Joint Venture with Portobello for E-price acquisition**

More in details, in June, Riba Mundo signed a Joint Venture agreement with Portobello for the acquisition of 50% each of a business unit of E-Price. Although E-Price is a B2C platform, Riba Mundo strategic goal through this acquisition is to have higher control over both the demand and supply side, as well as to expand its product categories. On the supply side, the acquisition allows Riba Mundo to have access to the data of E-price main suppliers, including their available stocks. On the demand side, E-price not only has become Riba Mundo's client, but it is a source of consumers statistical data mainly in terms of end-markets performance, preferences and trends.

**Riba Mundo acquired 50% of PB Online for €2.65mln**

Riba Mundo acquired 50% of share capital of PB Online for a total amount of €2.65mln (the average market capitalization of E-price in that period - between the announcement and the acquisition- was €6.1mln).

The offer of the "marketplace" business unit relates to eprice.it portal and consists of the following assets:

- ePrice brand and eprice.it domain;
- the goodwill, understood as the intangible value of ePrice market positioning, brand and commercial reputation, suppliers and customers networks;
- capital goods and hardware needed to ensure business continuity;
- the database including i) customers' personal data; ii) marketplace sellers' personal data; iii) users (i.e. web visitors) data;
- contracts and all authorizations related to the functioning of the business unit;



- 25% equity interest in the Dutch company International Marketing Network, which is a JV founded with 3 other operators to develop an international marketplace between Italy, France, Germany and Romania;
- 25 employees needed to ensure business continuity.

**Group structure**

**IPO Completed at the end of July and raising ~€5.3mln**

The Company was listed on the Euronext Growth segment of the Milan Stock Exchange on 28th July 2023. The IPO was carried out through a capital increase. Riba Mundo issued 268k new shares raising ~€5.3mln. The share capital is made of 2.3mln shares. Moreover, the greenshoe option exercise concerned 11,200 ordinary shares held by main shareholder Marco Dezi, which were subscribed at 19.70€/per share (equal to the IPO price), for a total amount of €220,640.

**18-month lock-up**

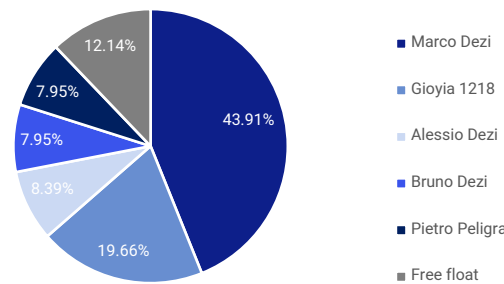
Pre-money shareholders have a 18-month lock-up period.

**Marco Dezi is CEO and main shareholder with 43.91%;**

Marco Dezi, CEO of the Company, owns 43.91%, whereas Vincenzo Poeta and Mirco Sorbo, Buyer Director and Sales Director respectively, own 19.66% through Gioya 1218 SL. The remaining stake is owned by Alessio Dezi (8.39%), Bruno Dezi (7.95%) and Pietro Peligra (7.95%). Free float is 12.14%. Moreover, following the partnership signed in 2022 with Portobello, Riba Mundo owns 50% of E-Price.

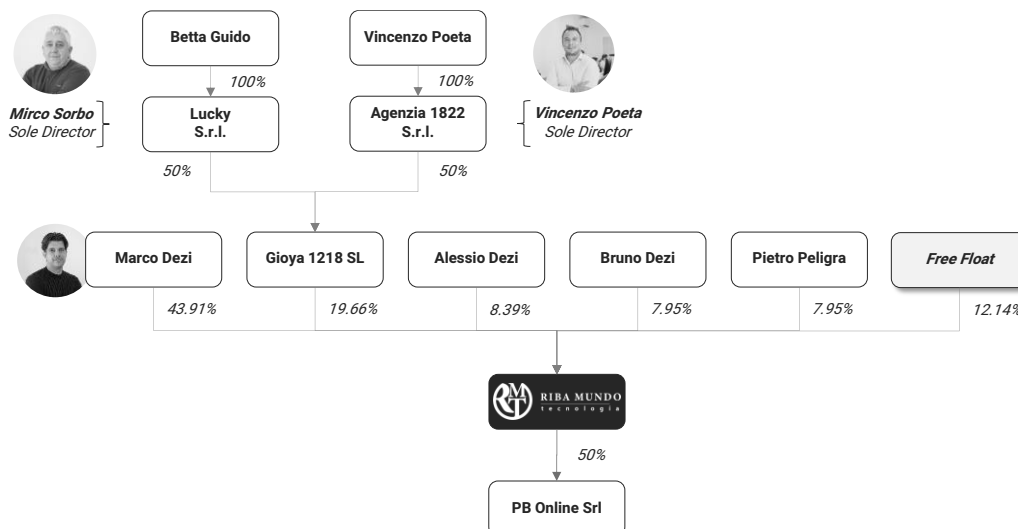
**free float is 12.14%**

**Figure 7: Shareholders post IPO**



Source: Banca Profilo elaborations on Company data

**Figure 8: Group Structure post IPO**

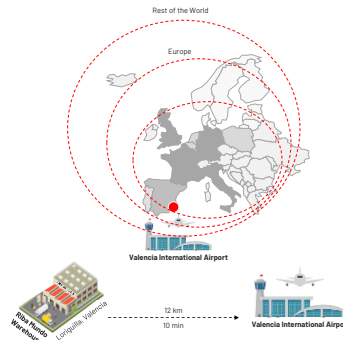


Source: Banca Profilo elaborations on Company data

**Headquarter in Valencia, a strategic hub in Europe**

The Company's headquarter is in Valencia (Spain), a strategic choice at 12km only distance from Valencia International Airport and the City itself is considered as a strategic logistics hub in Europe.

**Figure 9: Riba Mundo operating model**

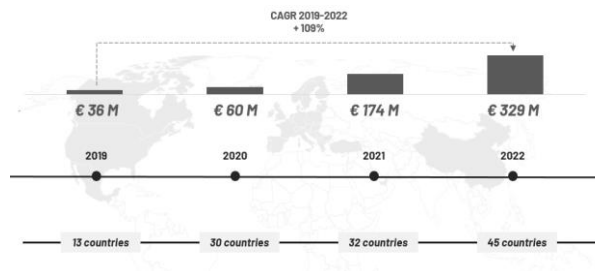


Source: Banca Profilo elaborations on Company data

**Riba Mundo traded in over 45 countries in 2022**

In 2022, Riba Mundo sold in more than 45 countries, of which 16% in Spain, 66% in Europe and the remaining in Extra European countries. The top 5 countries in terms of 2022 revenues were Italy (20%), Spain (16%), UAE (12%), Austria (6%) and Germany (6%). In addition, key perspective countries include United Kingdom, the United States and the United Arab Emirates.

**Figure 10: Riba Mundo's geographical presence**

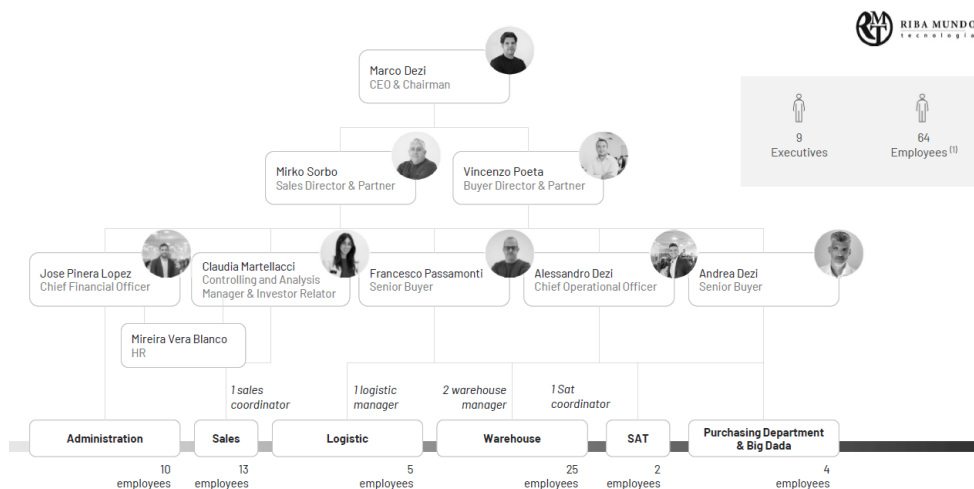


Source: Banca Profilo elaborations on Company data

**The Group employees 73 people including 9 executives**

As of August 2023, the Group employed 73 people (from 63 peoples as of March 2023) including 9 executives. The warehouse is the largest department with 25 employees (from 21 employees as of March 2023).

**Figure 11: Riba Mundo's Organizational chart and workforce**



Source: Banca Profilo elaborations on Company data

<b>Marco Dezi: CEO &amp; Partner</b>	Marco Dezi, main shareholder and CEO of Riba Mundo, graduated in Business & Economics in Rome, took an MBA in Milan and mastered in Marketing at the Business School Sole 24 Ore. He set up his first business (sold in 2004) focused on the importation and assembling of LCD and Plasma TVs.
<b>Mirco Sorbo: Sales Director</b>	Mirco Sorbo is Riba Mundo Sales Director. He holds 25 years of experience in phones and tablets trading.
<b>Vincenzo Poeta: Buyer Director</b>	Vincenzo Poeta is Riba Mundo Buyer Director. He has been working as a buyer in Consumer Electronics since 2010. He coordinates the in-depth analysis of end-markets, looking for most appealing products categories and best purchasing prices for each brand.
<b>Jose Pinera Lopez: Chairman and CFO</b>	Jose Pinera Lopez is Riba Mundo Chairman and CFO. He graduated in Business Administration at Catolica University in San Antonio de Murcia; he then took an MBA at the Luiss Business School in Rome and, finally, an Executive MBA at ENAE Business School in Murcia. Mr. Lopez has been working in the Food Industry for more than 15 years; he successfully completed the sale of the company where he had previously worked as CEO.

## Riba Mundo: a Big Data Company in Consumer Electronics

<b>Riba Mundo Tecnología has radically changed B2B global commerce</b>	Riba Mundo Tecnología launched its proprietary Big Data software, MarVin, to radically change the Business-to-Business (B2B) global commerce, mainly in Consumer Electronics. Riba Mundo trades Consumer Electronics among retailers and resellers, using Marvin database as the sole software.
--	---

### Product Offering and Key Brands

<b>Broad and diversified product portfolio including 14 main categories</b>	Riba Mundo Tecnología has a broad and diversified product portfolio, including smartphones, computing, gaming, smartwatches, speakers, headphones, office supplies, home and ecosystem products, household appliances, personal technologies, photo and video devices, tablets, toys and TV & Accessories.
---	--

**Figure 12: Riba Mundo product offering**

*Smartphone*



*Speakers*



*Computing*



*Headphone*



*Gaming*



*Office Supplies*



*Smartwatch*



*Home and Ecosystem*



Household appliances



Personal Technology



Toys



Photo and Video



TV & Accessories



Tablet

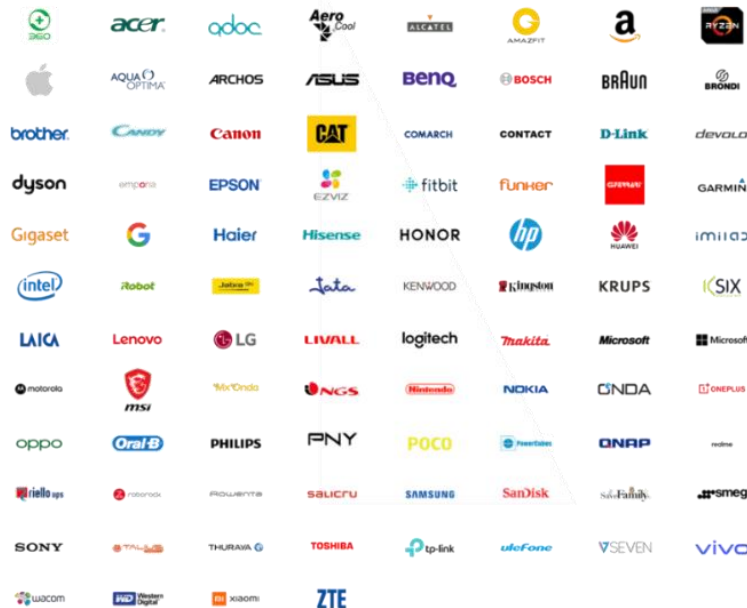


Source: Banca Profilo elaborations on Company data

Over 130 brands and 5,000 SKUs in 14 categories

Riba Mundo offering is made of more than 5,000 references (stock keeping units, “SKUs”) and over 130 brands in 14 different Consumer Electronics categories. The Company’s aim is to progressively expand its products range, leveraging on MarVin capacity to Big Data analysis and spotting the most prospectively requested SKUs. The Group’s SKUs rose from 775 in 2020 to 5,141 in 2022.

Figure 13: Riba Mundo keys brands



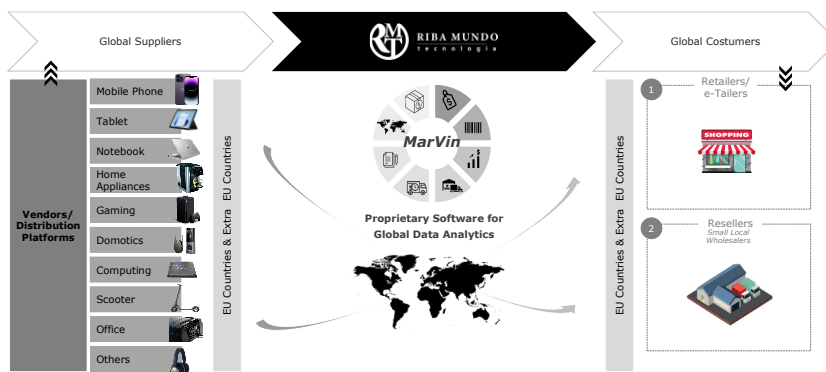
Source: Banca Profilo elaborations on Company data

Business Model and Value Chain

Data-driven layer in global B2B Consumer Electronics commerce

Riba Mundo business model has its roots in its proprietary MarVin software. The Group operates worldwide buying products at the lowest price from global suppliers and reselling it to global customers, i.e. retailers and resellers.

Figure 14: Riba Mundo business model and value chain



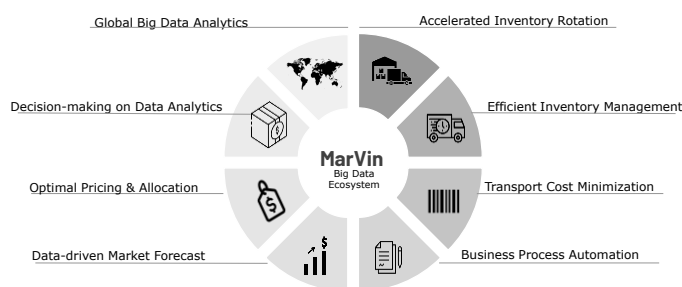
Source: Banca Profilo elaborations on Company data

**MarVin technology at the core of the business**

MarVin was created in 2020 and it relies on a fully centralized Big Data ecosystem, which integrated automated business processes from warehouse management to customer orders analysis and optimal pricing & allocation. In details, using MarVin, the Group can benefit from:

- Global big data analytics, which gives real-time visibility on the existing stock and on the demand-supply pricing dynamics worldwide;
- Decision-making on data analytics which spots real time buying and selling opportunities worldwide;
- Optimal pricing & allocation in any market trends;
- Data-driven market forecast through data empowered algorithmics for forecasting pricing and stock evolution;
- Accelerated inventory rotation based on data driven stock optimization;
- Efficient inventory management through MarVin-linked inbound and outbound flows of goods accelerating pick-ups;
- Transport costs minimization thanks to international courier costs monitoring for shipping processes optimization;
- Business process automation to minimize Sales Accounts discretion.

Figure 15: MarVin and Global Data analytics

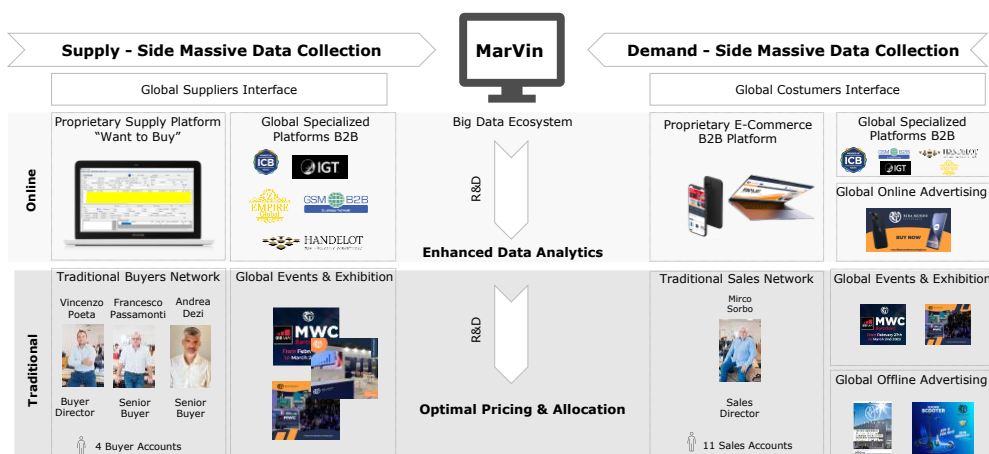


Source: Banca Profilo elaborations on Company data

**MarVin supply and demand cross analysis**

MarVin is integrated both on demand and supply side. On one hand, MarVin works out the quantities that are needed for an optimal stock and the right target price. Therefore, both in online (Proprietary Supply Platform “Want to Buy” and Global Specialized Platforms B2B) and traditional form (traditional buyer network and global events and exhibition), Riba Mundo procures its resources from suppliers. On the other hand, the Group uses MarVin algorithm to sell its products at the optimal price both online (proprietary E-Commerce B2B platform, global specialized platforms B2B and online advertising) and on traditional channels (traditional sales network, global events and exhibition or global offline advertising).

Figure 16: Riba Mundo supply and demand cross analysis



Source: Banca Profilo elaborations on Company data

### Supply Side Channel

Combining online and traditional procurement channels

Riba Mundo uses few channels for procurement:

- Its proprietary Supply Platform, named “Want to Buy” which indicates the optimal quantity and type of electronic item to purchase;
- Its membership to Global Specialized B2B Platforms, including ICB, Igt, Z-empire, Handelot and Gsm;
- Traditional networks of four experienced buyers, including Vincenzo Poeta, Mirco Sorbo and Andrea Dezi who negotiate significant size orders;
- Participation to specific events and exhibitions focused on consumer electronics to expand its supplier network on a global scale.

The proprietary supply platform “Want to Buy”

Thanks to its proprietary platform “Want to Buy”, which is integrated in MarVin, Riba Mundo can quickly identify both the type and the optimal quantity of electronic products to purchase. MarVin can compare global prices in real-time, not only through the identification of the arithmetic average of the sales prices charged but also through the calculation of the “potential” average, re-measured according to a propriety algorithm.

Thanks to its ability to import, standardise and reprocess data, MarVin can return a complete information to set the best procurement in terms of both quantity and price and thus guarantee the targeted margin and minimum stock piling.

In addition, MarVin can draw up detailed reports taking into account current and future stock requirements and suggest a range of possible solutions to efficiently pursue the predetermined purchasing, storage and subsequent resale objectives (such as the automatic creation of orders to suppliers according to predetermined deadlines, to avoid the out-of-stock of a certain product or the reporting of products on which price reductions are necessary).

**Demand Side Channel**

**On and off-line distribution channels**

Riba Mundo resells to its customers through on- and off-line channels:

- Its proprietary e-Commerce B2B multilingual (7 languages) platform which leverages on around 1.4k registered users (as of March 2023). It also offers a real-time update of tailored offering in terms of price and stock;
- Global specialized B2B Platforms to reach out to new customers;
- Global online advertising, SEO and digital marketing to improve its e-Commerce positioning;
- Traditional sales network of experienced first-class senior executives and 11 Sales Accounts usually managing larger orders from tier-one customers;
- Offline advertising which typically involves leaflets and billboards in major cities;
- Global B2B Consumer Electronics events & exhibitions to expand customers’ network on a global scale.

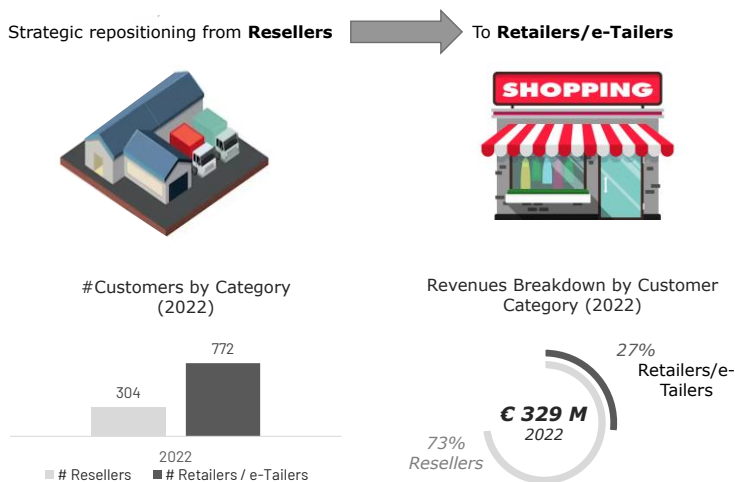
**Retailers and Resellers**

Riba Mundo’s main customers are:

- Retailers/e-Tailers which are basically B2C stores;
- Resellers that act as an intermediary between either Consumer Electronics producers or distributors and final customers.

In 2022, Riba Mundo served more than 300 resellers and more than 770 retailers. Riba Mundo aims to increase the weight of Retailers/e-Tailers on revenues to improve profitability.

**Figure 17: Riba Mundo customers and strategic repositioning**



Source: Banca Profilo elaborations on Company data

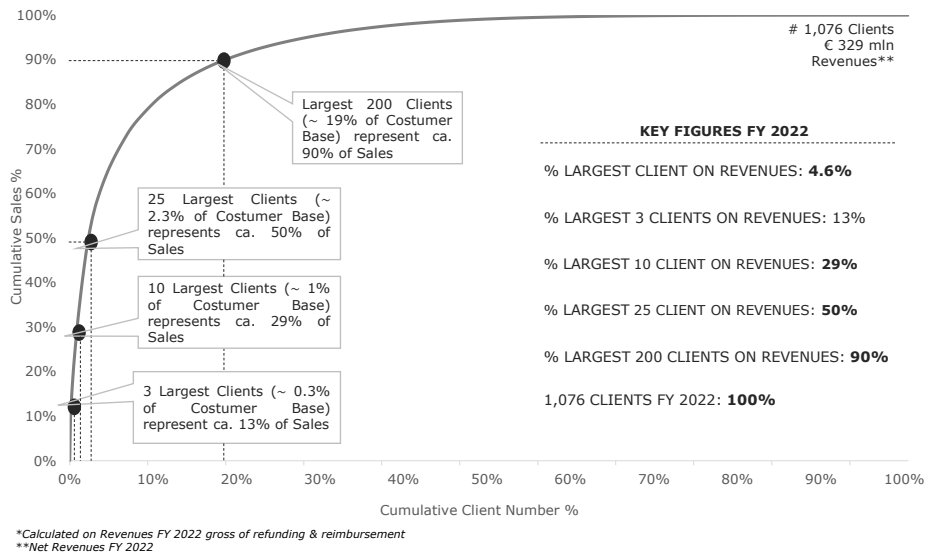
**“Drop Shipping” service offered mainly to E-tailers**

Riba Mundo has been working to increase its strategic positioning in the E-tailers market by offering a new service called “Drop Shipping” which is a form of retail business in which the E-tailers accepts customer orders without keeping stock on hand. By doing this, it eliminates the costs of maintaining warehouses – or even a storefront – purchasing and storing inventory and reduce the related personnel. Overall, Riba Mundo will take care of products shipping to end customers, thus streamlining the whole distribution process.

**Customer base structure**

In 2022, Riba Mundo could count on more than 1,070 customers; in details, the 3 largest clients represented 13% of sales, while the 10 largest customers weighed some 30% of total revenues. Overall, the percentage of the largest 200 clients on revenues is almost 90%.

Figure 18: Riba Mundo customer base structure in 2022



Source: Banca Profilo elaborations on Company data

### Case Study and value chain operation

#### Case study of Riba Mundo's value chain

By analysing a specific purchase and resale transaction of a Motorola smartphone, it is possible to gain a deeper understanding of Riba Mundo's value chain. In this case study, the Company buys a Motorola smartphone from Bulgaria for €96.8 and resells it in the US for €102.25, gaining a 5.3% margin.

Figure 19: Riba Mundo customer base structure in 2022



Source: Banca Profilo elaborations on Company data

### Order and delivery management

#### Riba Mundo developed a warehouse application to manage and handle the stock

In order to optimize the logistics including in-coming, products storage and deliveries, Riba Mundo developed an application, linked and fully integrated in MarVin and running on Android and iOS systems, which is used by warehouse staff to manage the handling of goods. The application also indicates the specific position of products according to the calculated rotation, optimising the route within the warehouses. Thanks to this application, the available stock is always mapped and updated.



An efficient and well organised warehouse thanks to MarVin systems integration

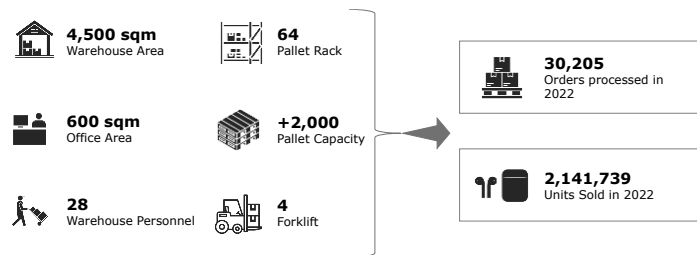
The warehouse is approximately 4,500 square metres and is composed of:

- 3 separate areas: storage area, entrance area and exit area;
- 4 workstations for goods entry;
- 6 picking and check stations;
- 6 stations for final packaging;
- 4 electric forklifts for picking, including 2 electric pallet trucks for goods positioning and picking and 2 forklift trucks for loading and unloading;
- 64 pallet racks with a total capacity of approximately 1,200 pallets. There is also space for another 800 pallets outside the racks.

The warehouse is organised using MarVin algorithms, with the rationale of placing the highest-rotation products in the easiest to collect parts of the warehouse and leading the pickers to spend as little time as possible on picking, also through the application installed on the smartphones provided to the warehouse staff.

Moreover, MarVin uses its algorithms to calculate the target duration for which each SKU should remain in stock: if the turnover index for a SKU is higher than the target calculated by MarVin, the price of the SKU is gradually increased until the stock is completely sold; conversely, if the turnover index is lower than the target, the price is gradually reduced until the stock is completely sold.

Figure 20: Warehouse key figures



Source: Banca Profilo elaborations on Company data

Fast shipping within 24 hours to European countries at the lowest real-time cost

Thanks to agreements with major national and international couriers, Riba Mundo is able to guarantee products delivery within 24 hours to all European countries, and thanks to MarVin, to optimise transport costs through data analysis that selects, in real time, the best courier for each type of shipment. To this end, MarVin uses, among others, key elements such as actual and volumetric weight of the product, as well as the courier rates in the various destination countries.

## Riba Mundo Tecnología: competitive arena

### A sample of seven listed companies

Riba Mundo faces competition from non-listed companies such as Yukatel, TelePart, Globomatik, Datamatic, Ingram Micro and Computer Gross. Nevertheless, there are cases where Riba Mundo might operate in conjunction with some competitors that do not have a specific capability.

We selected seven listed traditional B2B Consumer Electronics distributors: Esprinet, Also Holding, DistIT, Arrow Electronics, TD Synnex Corporation, PC Connection and Sesa. None of these companies has a software as sophisticated as MarVin, the data management application that Riba Mundo created for best-in value and time Consumer Electronics trading worldwide. On the other hand, these listed selected companies can rely on strong relationships with big Consumer Electronics suppliers.

#### Esprinet (IT):

FY22 sales €4.7bn;  
EBITDA margin 1.9%

Esprinet is an Italian company specialized in the wholesale distribution of information technology, consumer electronics, and solutions to resellers, VARs, system integrators, specialized stores, retailers, and ecommerce portals. The Company also offers traditional wholesale sales services, logistics and financial services through consumption-based sales model. It serves customers in Italy, Spain, and Portugal. The Company was founded in 2000 and is headquartered in Vimercate, Italy.

#### ALSO Holding (CH)

FY22 sales €12.6bn;  
EBITDA margin 2.2%

ALSO Holding is a B2B distributor of personal computers (hardware and software) and consumer electronics. The Company operates in Central and Northern/Eastern Europe. It was founded in 1984 and is based in Emmen, Switzerland.

#### DistIT (SE)

FY22 sales SEK2.5bn;  
Adj. EBITDA margin 1.4%

DistIT distributes electronic products including web camera's, modems, USB connectors, docking stations, computer power supplies, HDMI cables, servers and home electronics. The Company was founded in 1968 and is headquartered in Alvsjo, Sweden.

#### Arrow Electronics (US):

FY22 sales € 37.1bn;  
EBITDA margin 6.4%

Arrow Electronics is a global distributor of electronic components and computing solutions. It sells semiconductors, passive components, interconnect products, computing and memory and computer peripherals to more than 220,000 equipment and contract manufacturers and resellers. The Company, which generates about 70% of revenue outside the US, serves about 210,000 customers over 90 countries. The Company was incorporated in New York in 1946.

#### TD SYNnex (US):

FY22 sales \$62.3bn;  
EBITDA margin 3.1%

TD SYNnex is a leading global provider of IT hardware, software, and systems including personal computing devices and peripherals, mobile phones and accessories, printers, server and datacentre infrastructure, hybrid cloud, security, networking, communications and storage solutions and system components. SYNnex operates in the Americas, Europe and Asia-Pacific and generates about 65% of its revenues in the US. In 2021, SYNnex and Tech Data completed a merger and became TD SYNnex, a leading global distributor and solutions aggregator for the IT ecosystem. The Company was founded in 1980 and is headquartered in Fremont, California.

#### PC Connection (US):

FY22 sales \$3.1bn;  
EBITDA margin 4.3%

PC Connection is a wholesaler of personal computers and related peripherals, software, accessories, and networking products. PC Connection carries high turnover products in inventory, and in addition, provides customer service and technical support. It offers more than 460,000 items from manufacturers such as Apple, Cisco Systems, and Microsoft as well as a range of IT services. Through its websites, catalogues, and direct sales force, Connection targets mainly small and mid-sized businesses, large corporations, government agencies and educational institutions. The Company was founded in 1982 and is headquartered in Merrimack, New Hampshire.

**SeSa (IT):**

**FY22 sales €2.4bn;**  
**EBITDA margin 7%**

Sesa is the holding of the Group active throughout Italy and some foreign countries including Germany, Switzerland, Austria, France, Spain, Romania and China that constitutes the reference operator in Italy in the sector of technological innovation and IT and digital services for the business segment. We choose this Company because Sesa holds 100% of Computer Gross, a major company within the Group with 2022 revenues amounted approximately to €1.6bn compared to €2.4bn of Sesa revenues. As a market-leading value-added distributor, Computer Gross stands out in the ICT landscape for its comprehensive range of technology solutions from leading vendors including device and printing, business applications, video surveillance and more.

**Key peers' financials****Riba Mundo's higher sales growth**

We conducted an analysis on main financial indicators of Riba Mundo's selected competitors, which highlights Riba Mundo's superior sales growth. In fact, in terms of revenue growth, the sample shows a median 5.1% yoy in 2022, while Riba Mundo turnover increased by 89.5% yoy. In terms of cash flows generation, in 2022 peer's median EBITDA margin was 3.1%, above Riba Mundo's 2.3%.

**Table 1: Riba Mundo and Peers Sales Growth and EBITDA margin evolution (%)**

B2B ELECTRONIC DISTRIBUTORS COMPARABLES	Currency	Market Cap (mln)	Enterprise Value (mln)	Sales growth					EBITDA margin				
				2020	2021	2022	2023E	2024E	2020	2021	2022	2023E	2024E
06/09/2023													
Esprinet S.p.A.	Euro	278	371	13.8%	-4.4%	-0.1%	-0.2%	5.8%	1.5%	1.6%	1.9%	1.9%	2.0%
ALSO Holding AG	Swiss Franc	2,525	2,369	14.7%	-0.6%	-10.7%	-2.1%	4.4%	1.9%	2.1%	2.2%	2.4%	2.4%
DistIT AB	Swedish Krona	152	515	n.a.	n.a.	1.6%	-4.5%	7.1%	n.a.	4.2%	1.4%	2.4%	3.9%
Arrow Electronics, Inc.	U.S. Dollar	7,211	11,104	-0.8%	20.2%	7.7%	-9.8%	-4.7%	3.8%	5.2%	6.4%	5.1%	4.6%
TD SYNEX Corporation	U.S. Dollar	9,195	13,199	6.0%	35.4%	82.2%	-6.3%	3.8%	3.7%	3.0%	3.1%	3.0%	3.0%
PC Connection, Inc.	U.S. Dollar	1,280	1,165	-8.1%	11.7%	8.0%	-5.4%	6.6%	3.3%	3.8%	4.3%	4.2%	4.3%
SeSa S.p.A.	Euro	1,627	1,458	15.1%	16.3%	5.1%	35.9%	7.8%	5.9%	6.6%	7.0%	7.1%	7.4%
Median best peers				9.9%	14.0%	5.1%	-4.5%	5.8%	3.5%	3.6%	3.1%	3.0%	3.9%
<b>RIBA MUNDO</b>	<b>EUR</b>	<b>46.7</b>	<b>63.8</b>	<b>n.a.</b>	<b>190.1%</b>	<b>89.5%</b>	<b>57.8%</b>	<b>0.1</b>	<b>1.4%</b>	<b>2.2%</b>	<b>2.3%</b>	<b>2.4%</b>	<b>2.6%</b>

Source: Banca Profilo elaborations and estimates on Company data

**Historical operating and financial performance****Main operating and financial data 2019-2022**

Sales rose to  
**€329mln in 2022**  
from **€36.2mln in 2019**

Riba Mundo turnover rose significantly from €36.2mln in 2019 to €329.1mln in 2022 showing a 109% CAGR, mainly driven by the surge in volumes and geographical expansion. Last year, Total revenues increased by 89.5% yoy.

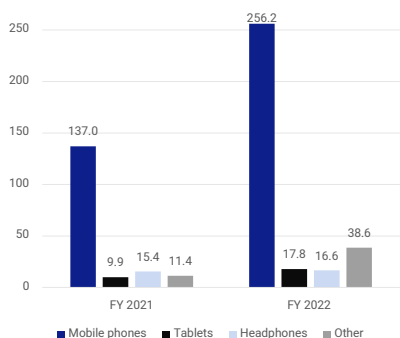
**Figure 21: Riba Mundo Total Revenues breakdown 2019-22 (€/mln)**

Source: Banca Profilo elaborations on Company data

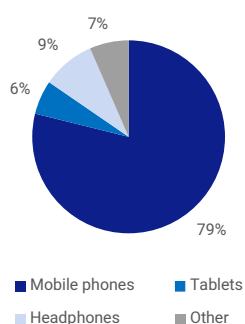
**2022 turnover breakdown:**  
**Mobile phones (78%)**  
**Tablets (5%)**  
**Headphones (5%)**

In 2021 and 2022, Total Revenues were mainly driven by the Mobile phone segment which reached €256.2mIn (78% of sales) in 2022 (vs €137mIn or 79% of sales in 2021). In 2022, Tablets and Headphones showed similar contribution to the top line with a weight of 5% on sales. Tablets revenues came in at €17.8mIn in 2022 from €9.9mIn in 2021, whereas Headphone turnover stood at €16.6mIn in 2022 from €15.4mIn in 2021. Lastly, Other revenues amounted to €38.6mIn or 12% of sales in 2022, up from €11.4mIn or 7% of sales 2021.

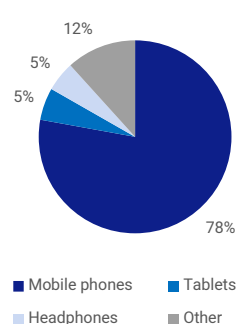
**Figure 22: Revenues breakdown by segment 2021–22 (€/mIn)**



**Figure 23: Revenues breakdown by segment 2021 (%)**



**Figure 24: Revenues breakdown by segment 2022 (%)**

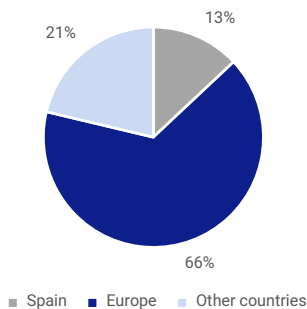


Source: Banca Profilo elaborations on Company data

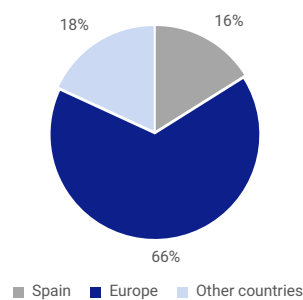
**Europe weighs approximately 66% of sales**

Revenues from Europe amounted to approximately 66% of sales in both 2021 and 2022, at €114.1mIn and €216.5mIn, respectively. Revenues from Spain increased by 3pp from 13% of sales in 2021. Revenues from other countries decreased by 3pp to 18% in 2022.

**Figure 25: Revenues breakdown by region 2021 (€/mIn)**



**Figure 26: Revenues breakdown by region 2022 (€/mIn)**

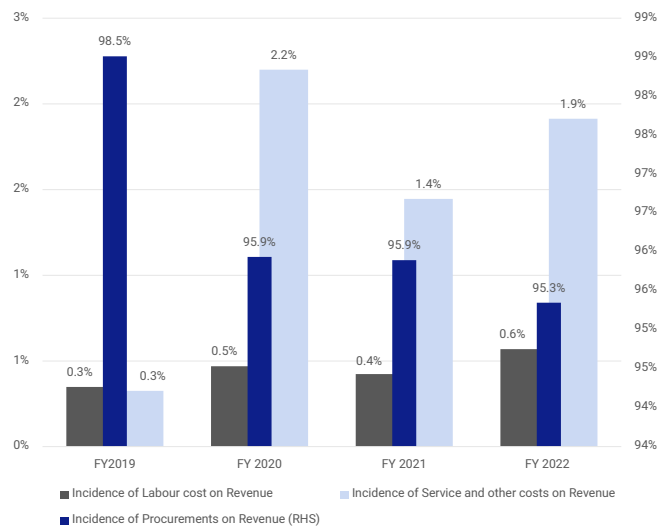


Source: Banca Profilo elaborations on Company data

**Costs' structure mainly impacted by cost of procurements**

The cost structure is mainly impacted by procurement costs, with an incidence on revenues of more than 95%. Procurement costs was 98.5% of revenues in 2019 and declined over the years to 95.9% and 95.3% in 2021 and 2022, respectively. Service and other costs follow with 1.9% of Revenues in 2022 from 0.3% in 2019. This increase was mainly due to (i) higher services expenses related to advisory fees also linked to the IPO process (auditing, legal and tax), (ii) increasing transport expenses and (iii) rising insurance premiums. Finally, labour cost amounted to €1.9mIn in 2022 with an incidence on revenues equal to 0.6% from 0.3% in 2019.

**Figure 27: Incidence of costs on Total Revenues 2019–2022**

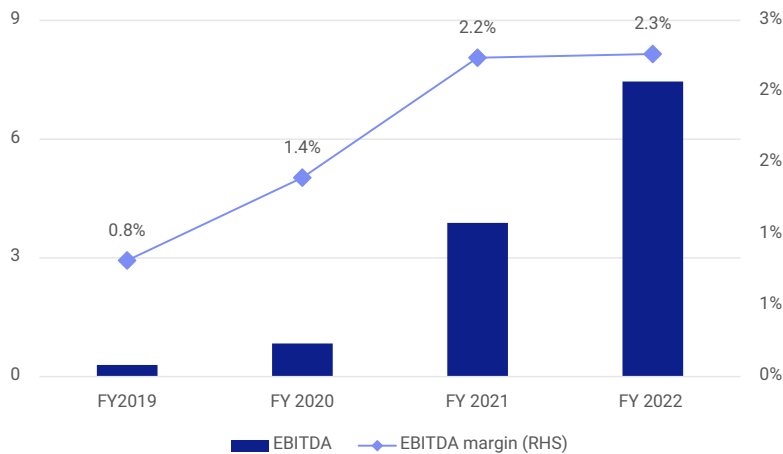


Source: Banca Profilo elaborations on Company data

**EBITDA margin at its historical record (2.3% in 2022)**

In 2022, EBITDA rose to €7.5mln from €3.9mln in 2021 and EBITDA margin improved to 2.3% from 0.8% in 2019, mainly thanks to cost efficiencies related to operating leverage.

**Figure 28: EBITDA and EBITDA margin on Total Revenues 2019-2022**



Source: Banca Profilo elaborations on Company data

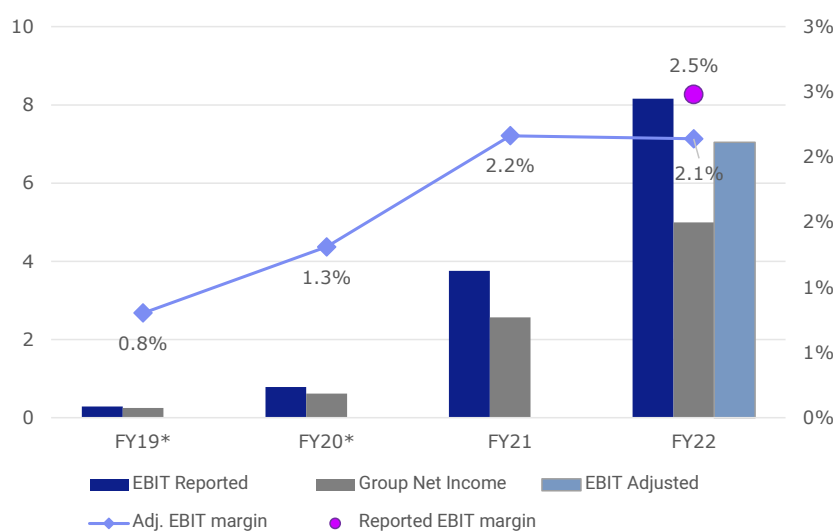
**Adjusted EBIT to exclude extraordinary items**

In 2022, reported EBIT was €8.2mln or 2.5% margin. Excluding the extraordinary income (capital gain from the warehouse disposal) and losses (related to the theft and stock damages, not fully covered by the insurance), the adjusted EBIT come to €7mln or 2.1% margin.

**Adj. EBIT margin surged from 0.8% in 2019 to 2.1% in 2022**

In the past four years, adjusted EBIT margin surged from 0.8% in 2019 to 2.1% in 2022. EBIT increased by ~€7mln during the 2019-2022 period and reached €7mln. Net profit also grew by some €4.5mln from 2019 to €5mln in 2022.

Figure 29: EBIT, Net Profit (€/mln) and EBIT margin 2019-2022



Source: Banca Profilo elaborations on Company data

Table 2: Income Statement 2019-2022

		Profit & Loss (€/mln)			
		FY19*	FY20*	FY21	FY22
<b>Total Revenues</b>		<b>36.2</b>	<b>59.9</b>	<b>173.7</b>	<b>329.1</b>
	yoy	n.a.	65.4%	190.1%	89.5%
<b>Procurements</b>		(35.7)	(57.4)	(166.6)	(313.8)
	% on Revenue	98.5%	95.9%	95.9%	95.3%
<b>Gross Profit</b>		<b>0.5</b>	<b>2.4</b>	<b>7.1</b>	<b>15.3</b>
	Margin	1.5%	4.1%	4.1%	4.7%
	yoy	n.a.	351.4%	193.2%	114.6%
Labour cost		(0.1)	(0.3)	(0.7)	(1.9)
	% on Revenue	0.3%	0.5%	0.4%	0.6%
Cost of services and other operating costs		(0.1)	(1.3)	(2.5)	(6.3)
	% on Revenue	0.3%	2.2%	1.4%	1.9%
<b>Comprehensive operating costs</b>		<b>(35.9)</b>	<b>(59.0)</b>	<b>(169.8)</b>	<b>(321.6)</b>
	% on Revenue	99.2%	98.6%	97.8%	97.7%
<b>EBITDA</b>		<b>0.3</b>	<b>0.8</b>	<b>3.9</b>	<b>7.5</b>
	Margin	0.8%	1.4%	2.2%	2.3%
D&A		(0.0)	(0.1)	(0.1)	(0.4)
	% on Revenue	0.0%	0.1%	0.1%	0.1%
<b>EBIT Reported</b>		<b>0.3</b>	<b>0.8</b>	<b>3.8</b>	<b>8.2</b>
	Margin	0.8%	1.3%	2.2%	2.5%
<b>EBIT Adjusted</b>		<b>0.3</b>	<b>0.8</b>	<b>3.8</b>	<b>7.0</b>
	Margin	0.8%	1.3%	2.2%	2.1%
Net Financial Income (expenses)		0.0	0.0	(0.3)	(0.2)
	% on Revenue	0.0%	-0.1%	0.2%	0.1%
<b>EBT</b>		<b>0.3</b>	<b>0.8</b>	<b>3.4</b>	<b>6.9</b>
	Margin	0.8%	1.4%	2.0%	2.1%
Income Tax Expense		(0.0)	(0.2)	(0.9)	(1.9)
	Tax rate	14.9%	24.2%	25.3%	27.1%
<b>Group Net Income</b>		<b>0.3</b>	<b>0.6</b>	<b>2.6</b>	<b>5.0</b>
	Margin	0.7%	1.0%	1.5%	1.5%

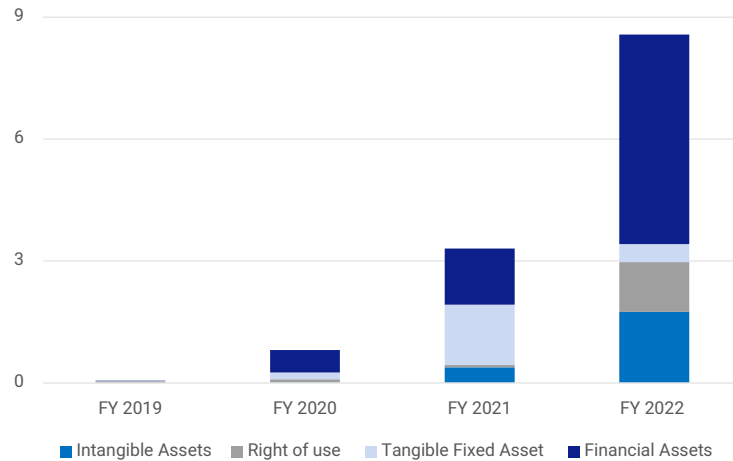
Source: Banca Profilo elaborations and estimates on Company data

Note: \*Financial year 2019 and 2020 are unaudited

**2022: Fixed Assets increased by some €5m for the financial investment in E-price**

At the end of December 2022, Fixed Assets were €8.6m increasing from €3.3m in 2021, for the investment in financial assets, which rose from €1.4m to €5.2m in the same period. More in details, Riba Mundo acquired E-price business unit for €2.2m (an initial investment of €2.6m less the recognition of losses equal to €429k attributable to Riba Mundo according to the equity method). Since Riba Mundo sold the warehouse and started to use it under a lease agreement, Tangible assets decreased from €1.5m to €0.4m, whereas right of use rose from €0.1m to €1.2m. Lastly, intangible assets increased to €1.7m from €0.4m in 2021 for software development, especially MarVin.

**Figure 30: Fixed assets breakdown and evolution 2019-2022 (€/m)**

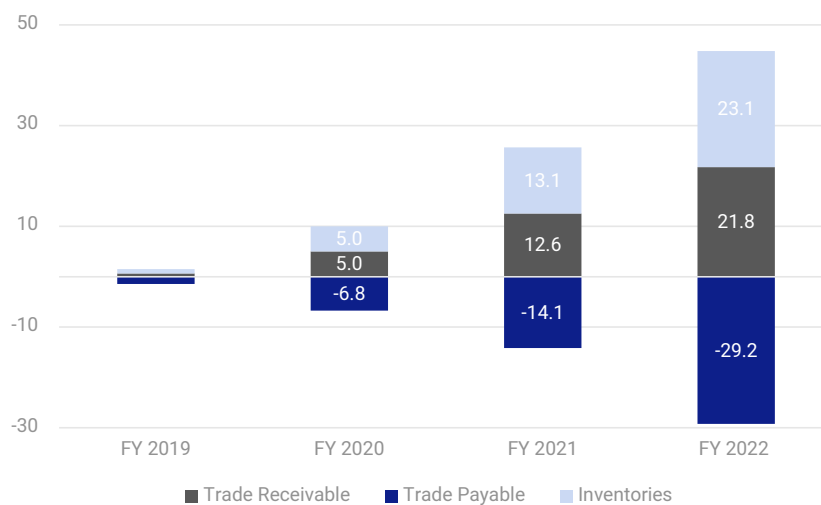


Source: Banca Profilo elaborations on Company data

**2022: Net operating working capital increased by some €4m from 2021 well in line with turnover evolution**

Net Operating Net Working Capital stood at €15.6m at the end of 2022 (from 11.5m in 2021), including €21.8m of Trade Receivables (or 7% of sales), €29.2m of Trade Payables (or 9.1% of COGS) and €23.1m of Inventories (or 7% of sales). Trade Receivables surged from €12.6m in 2021 mainly, following turnover evolution. Even the increase in Trade Payables and Inventories (from €14.1m and €13.1m respectively in 2021) is well correlated to operating development.

**Figure 31: Operating Net Working Capital breakdown and evolution (€/m)**



Source: Banca Profilo elaborations on Company data

**Capex driven by E-price business unit acquisition and intangibles**

During 2022, Riba Mundo carried out €4.5mln of capex, up from €2.4mln in 2021. This increase was mainly the result of i) investments in intangibles, ii) acquisition of PB Online for some €2.6mln, iii) investments in funds and iv) the warehouse disposal.

**2022: Adjusted Net Debt at €17.1mln**

At the end of December 2022, the reported Net Debt was €16.2mln, up from €10mln in 2021, mainly due to cash absorption from NOWC for ~€4mln and capex for some €5mln. We adjusted the 2022 reported Net Debt to €17.1mln to exclude leasing liabilities deriving from the leaseback transaction on the warehouse and short-term financial investments occurred in 2022.

**Table 3: Balance Sheet 2019-2022**

Balance Sheet (€/mln)				
	FY19*	FY20*	FY21	FY22
Intangible Assets	0.0	0.0	0.4	1.7
Right of use	0.0	0.1	0.1	1.2
Tangible Fixed Asset	0.0	0.2	1.5	0.4
Financial Assets	0.0	0.5	1.4	5.2
<b>Fixed Assets</b>	<b>0.1</b>	<b>0.8</b>	<b>3.3</b>	<b>8.6</b>
Trade Receivable	0.6	5.0	12.6	21.8
Inventories	0.9	5.0	13.1	23.1
Trade Payable	(1.4)	(6.8)	(14.1)	(29.2)
<b>Net Operating Working Capital</b>	<b>0.1</b>	<b>3.3</b>	<b>11.5</b>	<b>15.6</b>
<i>% on Revenue</i>	<i>0.3%</i>	<i>5.5%</i>	<i>6.6%</i>	<i>4.7%</i>
<i>Trade receivables (% on Revenue)</i>	<i>1.8%</i>	<i>8.4%</i>	<i>7.2%</i>	<i>6.6%</i>
<i>Inventories (% on Revenue)</i>	<i>2.4%</i>	<i>8.3%</i>	<i>7.5%</i>	<i>7.0%</i>
<i>Trade p.(% on cost of services&amp;materials)</i>	<i>4.0%</i>	<i>11.5%</i>	<i>8.4%</i>	<i>9.1%</i>
Other Current Assets	0.1	0.3	0.9	3.8
Other Current Liabilities	(0.1)	(0.2)	(1.0)	(3.4)
<b>Net Working Capital</b>	<b>0.2</b>	<b>3.3</b>	<b>11.4</b>	<b>16.1</b>
<i>% on Revenue</i>	<i>0%</i>	<i>6%</i>	<i>7%</i>	<i>5%</i>
Non Current Liabilities	0.0	0.0	(0.1)	(0.0)
Leasing liabilities	(0.0)	(0.0)	(0.0)	(1.0)
<b>Net Invested Capital</b>	<b>0.2</b>	<b>4.1</b>	<b>14.7</b>	<b>23.6</b>
<b>CapEx</b>	<b>0.0</b>	<b>0.8</b>	<b>2.4</b>	<b>4.5</b>
<i>% on Revenue</i>		<i>1.3%</i>	<i>1.4%</i>	<i>1.4%</i>
<i>Intangible</i>		0.0	0.4	1.6
<i>Tangible</i>		0.2	1.3	0.4
Share capital	0.0	1.2	2.0	2.0
Reserves and Retained Earnings	0.0	0.3	0.1	0.4
Group Net Income	0.3	0.6	2.6	5.0
Financial assets at fair value through equity	0.0	0.0	0.0	(0.1)
<b>Consolidated Shareholders' Equity</b>	<b>0.3</b>	<b>2.1</b>	<b>4.7</b>	<b>7.4</b>
<b>Net Financial Position (Cash)</b>	<b>(0.1)</b>	<b>1.9</b>	<b>10.0</b>	<b>16.2</b>
<b>NPF ADJUSTED</b>	<b>0.0</b>	<b>2.0</b>	<b>10.0</b>	<b>17.1</b>

Source: Banca Profilo elaborations and estimates on Company data

Note: \*Financial year 2019 and 2020 are unaudited

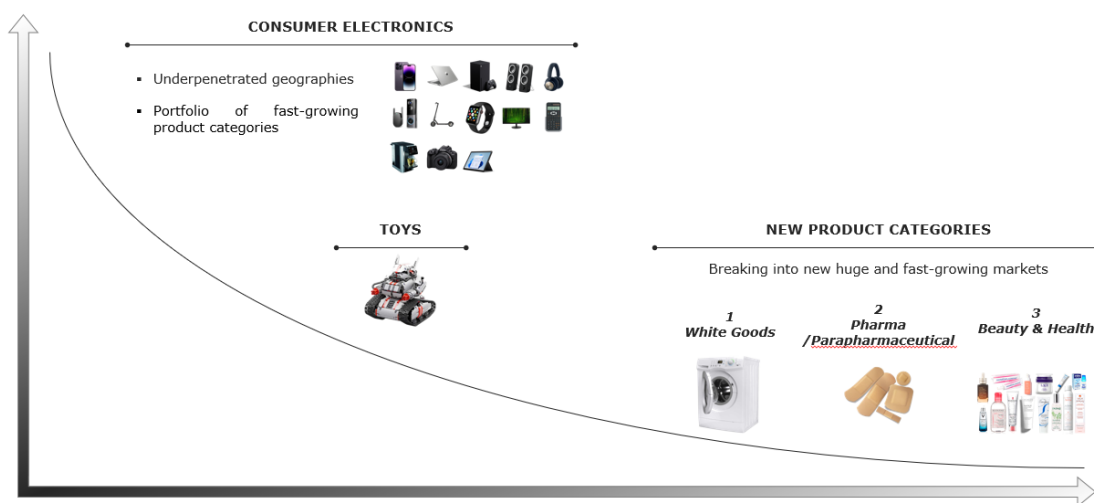


## 2023-2026E Strategy and Estimates

### Corporate strategies

**Strategic guidelines: products range expansion** Riba Mundo aims to expand its products range, by entering new categories, and diversifying from its core products (mobile phones and tablets). In 2023, the Company started selling personal and household small appliances, micro-mobility products, which release higher marginality than Consumer Electronics. Over the next few years, the Company will further expand its products range, including White Goods, Pharmaceuticals, Beauty and Personal Care products.

**Figure 32: : Riba Mundo's strategic product lines**



Source: Banca Profilo elaborations on Company data

**Strategic repositioning: from resellers to Retailers/E-Tailers**

In terms of final clients, Riba Mundo’s will increase the weight of Retailers/e-Tailers to further improve profitability.

**Use of proceeds:**  
 70% new product categories  
 20% new Riba Mundo proprietary brand  
 10% increasing warehouse capacity

- The IPO proceeds will be used for both internal and external business expansion:
- new product categories (~70% of IPO proceeds): Riba Mundo intends to invest in R&D to integrate new global markets into its Big Data ecosystem. The Company aspires to enter in White Goods, Pharma & Para Pharmaceuticals, and Beauty & Personal Care markets;
  - the Riba Mundo Proprietary Brand (~20% of IPO proceeds): the Group intends to invest in R&D to launch its brand and secure higher margins;
  - warehouse capacity (~10% of IPO proceeds) to support the growth acceleration in the next years.

### Our 2023-2026 estimates

**Riba Mundo to outperform market in 2023E and to grow in line with Consumer Electronics over 2024-2026E**

Consumer Electronics remained stable in 2022, being worth approximately \$1.1tn. Riba Mundo showed great growth over the past three years with turnover increasing at a 109% 2019-22 CAGR. We expect the Company to continue to significantly outperform market growth and assume more than 50% yoy turnover growth this year. Afterwards, in 2024-2026E we expect single sectors to grow at their estimated market CAGR.

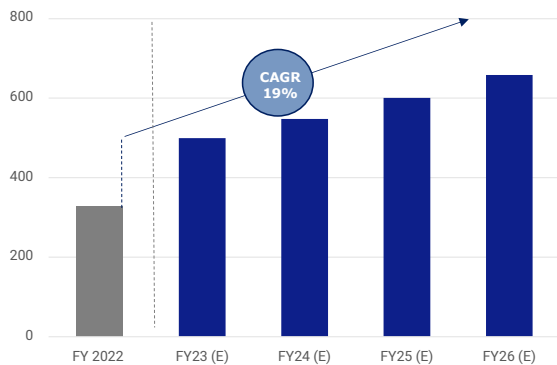
According to independent studies, which we have already analysed in the “Reference Industry Market” paragraph:

- we project Mobile Phones to grow by 45% in 2023 and at market CAGR of 7.3% over the period 2024-2026E;
- we expect Tablets to rise by 50% in 2023 and at market CAGR of 16.7% over the period 2024-2026E;
- we forecast Headphones to increase by 75% in 2023 and at market CAGR of 12.6% over the period 2024-2026E;
- we estimate Other products to grow by 90% yoy in 2023 and to rise at market CAGR of 17.3% over the period 2024-2026E.

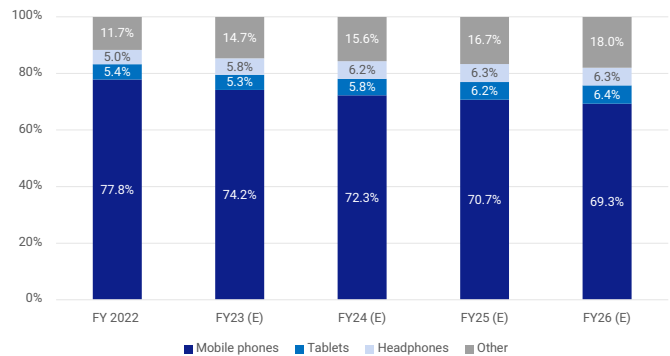
**Total Revenues to grow at 19% 22-26E CAGR**

As such, we estimate Total Revenues to grow at 19% 22-26E CAGR, mainly driven by Mobile Phones, which we expect to account for an average of 72% of yearly sales; Tablets, Headphones and Other Revenues are projected to gradually increase their weight on sales with a peak in 2026E. More in details, we see a significant increase of Other Revenues contribution to Total Revenue to 18% in 2026 from 11.7% in 2022.

**Figure 33: Riba Mundo revenue trend 2022-2026E (€, mln)**



**Figure 34: Riba Mundo revenue breakdown trend 2022-2026E (€, mln)**

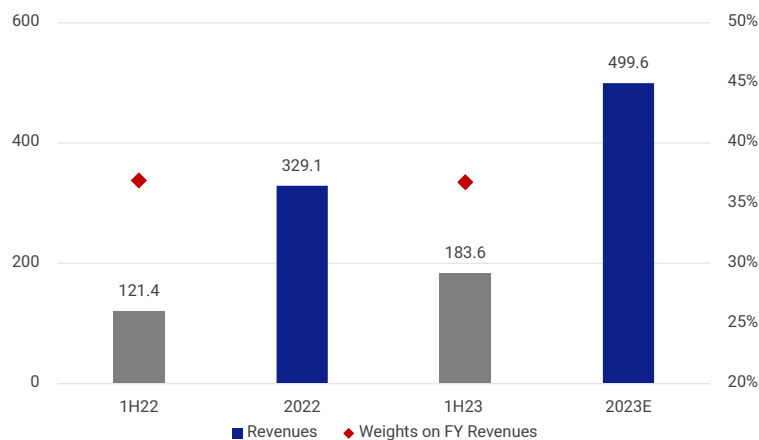


Source: Banca Profilo elaborations and estimates on Company data

**1H23 preliminary revenues on track with our FY2023 estimates**

The Company released its preliminary 1H23 revenues at €183.6mln (+51.2% yoy) which are 37% of our FY2023E (€499.6mln) and in line with previous year (in which 1H22 revenues were 37% of FY2022 revenues).

**Figure 35: weights of 1H22 and 1H23 on FY (€, mln)**



Source: Banca Profilo elaborations and estimates on Company data

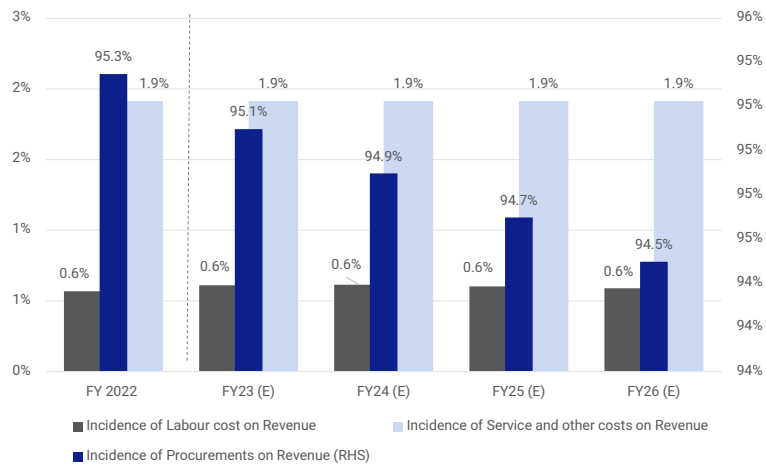
Costs incidence is expected to decline from 97.7% in 2022 to 97% of revenue in 2026E

In terms of costs assumptions over 2023-2026:

- Procurements are projected to gradually decrease their incidence on revenues, yet keeping an average of 95%;
- Services costs are assumed unchanged at 1.9% of sales;
- Labour costs are kept constant at 0.6% on Total Revenues;

Overall, total costs incidence on revenues is expected to decline from 97.7% in 2022 to 97% in FY26E, thanks to the declining weight of procurements.

Figure 36: Cost structure and incidence on Total Revenues (%) 2022-2026E

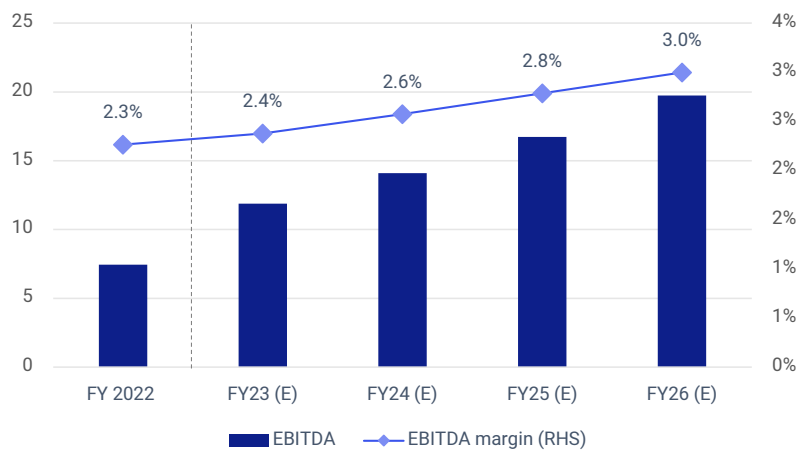


Source: Banca Profilo elaborations and estimates on Company data

EBITDA to reach €20mln in 2026E or 3% margin

In 2023, we expect EBITDA to increase to €11.9mln from €7.5mln in FY22 and its margin to improve some 10bps to 2.4%. According to our projections, EBITDA will then reach €19.7mln in 2026E or 3% margin, driven by revenue growth and operating leverage.

Figure 37: EBITDA (€, mln) and EBITDA margin (%) in 2022-2026E



Source: Banca Profilo elaborations and estimates on Company data

Net income to grow at 27% 22-26E CAGR

Finally, we end with a 27% Net income CAGR over 2022-2026E: Net Profit is expected to increase from €5mln in 2022 to €13.1mln in 2026E. Considering the early stage of the Company, we assume that Riba Mundo will not pay dividends over the explicit period.

Table 4: Riba Mundo Profit &amp; Loss 2022-2026E (€, mln)

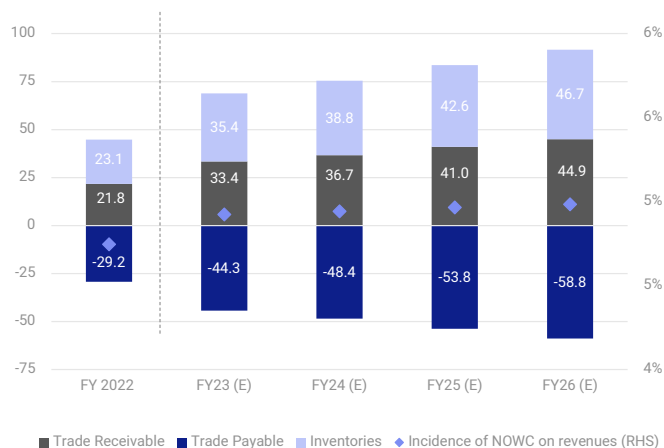
		Profit & Loss (€/mln)				
		FY22	FY23 (E)	FY24 (E)	FY25 (E)	FY26 (E)
<b>Total Revenues</b>		<b>329.1</b>	<b>499.6</b>	<b>547.8</b>	<b>600.5</b>	<b>658.2</b>
	<i>yoy</i>	89.5%	51.8%	9.7%	9.6%	9.6%
<b>Procurements</b>		(313.8)	(475.1)	(519.9)	(568.7)	(622.0)
	<i>% on Revenue</i>	95.3%	95.1%	94.9%	94.7%	94.5%
<b>Gross Profit</b>		<b>15.3</b>	<b>24.5</b>	<b>28.0</b>	<b>31.8</b>	<b>36.2</b>
	<i>Margin</i>	4.7%	4.9%	5.1%	5.3%	5.5%
	<i>yoy</i>	114.6%	60.0%	14.1%	13.9%	13.7%
Labour cost		(1.9)	(3.0)	(3.4)	(3.6)	(3.9)
	<i>% on Revenue</i>	0.6%	0.6%	0.6%	0.6%	0.6%
Cost of services and other operating costs		(6.3)	(9.6)	(10.5)	(11.5)	(12.6)
	<i>% on Revenue</i>	1.9%	1.9%	1.9%	1.9%	1.9%
<b>Comprehensive operating costs</b>		<b>(321.6)</b>	<b>(487.7)</b>	<b>(533.7)</b>	<b>(583.8)</b>	<b>(638.5)</b>
	<i>% on Revenue</i>	97.7%	97.6%	97.4%	97.2%	97.0%
<b>EBITDA</b>		<b>7.5</b>	<b>11.9</b>	<b>14.1</b>	<b>16.7</b>	<b>19.7</b>
	<i>Margin</i>	2.3%	2.4%	2.6%	2.8%	3.0%
D&A		(0.4)	(0.7)	(1.1)	(1.3)	(1.3)
	<i>% on Revenue</i>	0.1%	0.1%	0.2%	0.2%	0.2%
<b>EBIT Reported</b>		<b>8.2</b>				
	<i>Margin</i>	2.5%				
<b>EBIT Adjusted</b>		<b>7.0</b>	<b>11.1</b>	<b>13.0</b>	<b>15.5</b>	<b>18.4</b>
	<i>Margin</i>	2.1%	2.2%	2.4%	2.6%	2.8%
Net Financial Income (expenses)		(0.2)	(1.6)	(1.2)	(0.5)	(0.4)
	<i>% on Revenue</i>	0.1%	0.3%	0.2%	0.1%	0.1%
<b>EBT</b>		<b>6.9</b>	<b>9.5</b>	<b>11.8</b>	<b>14.9</b>	<b>18.0</b>
	<i>Margin</i>	2.1%	1.9%	2.2%	2.5%	2.7%
Income Tax Expense		(1.9)	(2.6)	(3.2)	(4.0)	(4.9)
	<i>Tax rate</i>	27.1%	27.1%	27.1%	27.1%	27.1%
<b>Group Net Income</b>		<b>5.0</b>	<b>7.0</b>	<b>8.6</b>	<b>10.9</b>	<b>13.1</b>
	<i>Margin</i>	1.5%	1.4%	1.6%	1.8%	2.0%

Source: Banca Profilo elaborations and estimates on Company data

### NOWC to grow in line with projected revenue growth

In 2023, we estimate NOWC to increase in absolute terms but to remain stable in relative terms with a similar 2022 incidence on revenues at 4.9%. We project NOWC to increase from €15.6mln in 2022 to €24.6mln in 2023, in line with projected sales growth, including €33.4mln of Trade Receivables, €44.3mln of Trade Payables and €35.4mln of Inventories. Overall, we expect NOWC to grow by some €4.3mln on average per year and reach €32.8mln in 2026E. Its incidence on Total Revenue will be 5% in 2026E, from 4.9% and 5% in 2024 and 2025E respectively.

Figure 38: Net Operating Working Capital projections (€,mln) and incidence of NOWC on revenues (%) 2022-26E



Source: Banca Profilo elaborations and estimates on Company data

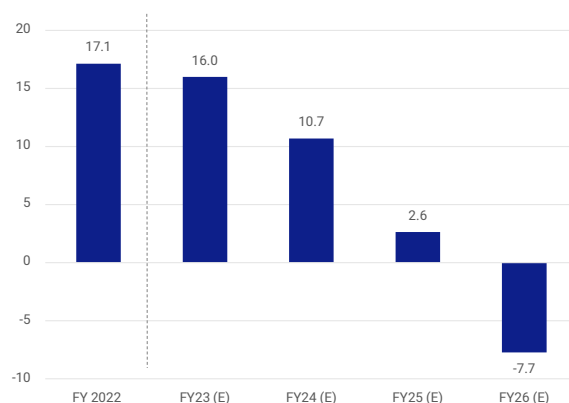
~€8mln Capex plan focused on intangible assets

We project €7.9mln of cumulated Capex during 2023-2026E, mainly on intangible assets. More precisely, we forecast €3.3mln Capex in 2023E, declining gradually to ~€1mln in 2026E.

Adj. Net debt at €20.7mln in 2023E to become cash positive at the end of 2026E

At the end of 2023, our Profit&Loss and Balance Sheet assumptions lead to a decrease in Adj. Net debt to €16mln from €17.1mln a year before, following the IPO proceeds equal to ~€5.3mln; we expect to become cash positive at the end of 2026E.

Figure 39: Net Debt (Cash) evolution in 2022-2026E (€,mln)



Source: Banca Profilo elaborations and estimates on Company data

Table 5: Riba Mundo Group Balance Sheet 2022-26E (€, mln)

Balance Sheet (€/mln)					
	FY22	FY23 (E)	FY24 (E)	FY25 (E)	FY26 (E)
Intangible Assets	1.7	4.5	5.6	6.0	5.8
Right of use	1.2	1.0	0.8	0.6	0.6
Tangible Fixed Asset	0.4	0.5	0.5	0.5	0.5
Financial Assets	5.2	4.9	4.8	4.9	5.1
<b>Fixed Assets</b>	<b>8.6</b>	<b>10.9</b>	<b>11.7</b>	<b>12.1</b>	<b>12.0</b>
Trade Receivable	21.8	33.4	36.7	41.0	44.9
Inventories	23.1	35.4	38.8	42.6	46.7
Trade Payable	(29.2)	(44.3)	(48.4)	(53.8)	(58.8)
<b>Net Operating Working Capital</b>	<b>15.6</b>	<b>24.6</b>	<b>27.1</b>	<b>29.8</b>	<b>32.8</b>
% on Revenue	4.7%	4.9%	4.9%	5.0%	5.0%
Trade receivables (% on Revenue)	6.6%	6.7%	6.7%	6.8%	6.8%
Inventories (% on Revenue)	7.0%	7.1%	7.1%	7.1%	7.1%
Trade p.(% on cost of services&materials)	9.1%	9.1%	9.1%	9.3%	9.3%
Other Current Assets	3.8	2.0	2.2	2.4	2.7
Other Current Liabilities	(3.4)	(2.8)	(3.0)	(3.5)	(3.9)
<b>Net Working Capital</b>	<b>16.1</b>	<b>23.8</b>	<b>26.3</b>	<b>28.8</b>	<b>31.6</b>
% on Revenue	5%				
Non Current Liabilities	(0.0)	0.0	0.0	0.0	0.0
Leasing liabilities	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)
<b>Net Invested Capital</b>	<b>23.6</b>	<b>33.7</b>	<b>37.0</b>	<b>39.8</b>	<b>42.6</b>
<b>CapEx</b>	<b>4.5</b>	<b>3.3</b>	<b>2.0</b>	<b>1.5</b>	<b>1.1</b>
% on Revenue	1.4%	0.7%	0.4%	0.2%	0.2%
Intangible	1.6	3.2	1.9	1.4	1.0
Tangible	0.4	0.1	0.1	0.1	0.1
Share capital	2.0	2.3	2.3	2.3	2.3
Reserves and Retained Earnings	0.4	9.7	16.6	25.2	36.1
Group Net Income	5.0	7.0	8.6	10.9	13.1
Financial assets at fair value through equity	(0.1)	0.0	0.0	0.0	0.0
<b>Consolidated Shareholders' Equity</b>	<b>7.4</b>	<b>18.9</b>	<b>27.5</b>	<b>38.4</b>	<b>51.5</b>
<b>Net Financial Position (Cash)</b>	<b>16.2</b>	<b>14.8</b>	<b>9.5</b>	<b>1.4</b>	<b>(9.0)</b>
<b>NPF ADJUSTED</b>	<b>17.1</b>	<b>16.0</b>	<b>10.7</b>	<b>2.6</b>	<b>(7.7)</b>

Source: Banca Profilo elaborations and estimates on Company data

Cumulated FCFs at  
€21.7mln in 2023-2026E

Consequently, we estimate positive FCFs from 2024 to reach €10.7mln in 2026E. Cumulated 2023-26E FCFs are projected at €21.7mln, including some €8mln of Capex and €17.2mln of NOWC needs.

**Table 6: Riba Mundo FCF 2022-2026E (€, mln)**

	Cash Flow (€/mln)				
	FY22	FY23 (E)	FY24 (E)	FY25 (E)	FY26 (E)
EBIT	7.0	11.1	13.0	15.5	18.4
Tax rate	27%	27%	27%	27%	27%
<b>NOPAT</b>	<b>5.1</b>	<b>8.1</b>	<b>9.5</b>	<b>11.3</b>	<b>13.4</b>
D&A	0.4	0.7	1.1	1.3	1.3
Changes in Funds	0.0	0.0	0.0	0.0	0.0
Changes in Operating NWC	(4.1)	(9.0)	(2.5)	(2.7)	(3.0)
Capex	(2.0)	(3.3)	(2.0)	(1.5)	(1.1)
Acquisitions and other investments	(2.6)				
<b>Cash Flow</b>	<b>(3.1)</b>	<b>(3.4)</b>	<b>6.1</b>	<b>8.3</b>	<b>10.7</b>

Source: Banca Profilo elaborations and estimates on Company data

## Key Risks

	TYPE OF RISK	DESCRIPTION
EXTERNAL CONTEXT	<i>Hacker attack:</i> - low likelihood - high impact	Risk of hacker attacks on MarVin platform causing the loss and/or dissemination of all data collected on customers and suppliers.
	<i>Obsolescence:</i> - medium likelihood - medium impact	High level of technological innovation in the Consumer Electronics industry. Risk of having an obsolete warehouse with an increase in turnover days.
	<i>Cycle demand:</i> -medium-low likelihood -medium impact	Potential risk of contraction in demand deriving from a reduction in the activity of the main customers or from potential exogenous events that could negatively impact the business.
	<i>Theft of product in stock:</i> - medium likelihood -medium-low impact	Riba Mundo' warehouse may be subject to attempts by unauthorised person to steal products. The occurrence of such risks would have an adverse effect on the Riba Mundo results, even if the Company is insured against theft.
BUSINESS & STRATEGY EXECUTION	<i>Low marginality:</i> - medium likelihood - high impact	High revenues but risk of low margins; the Company has so far defended it, striking a balance between marginality and top line growth.
	<i>Personnel:</i> - low likelihood - medium impact	Management and key people retention, especially the management who thanks to their consolidated experience in the sector or within the scope of their specific responsibilities and competencies, contribute significantly to the development of the Company activities.
	<i>Rapid growth management:</i> - medium-low likelihood - medium-low impact	The prospect of high growth will entail an increase in technology and human capital investments compared to the current organisational structure. Should the actual growth in the coming years turn out to be lower than budgeted, Riba Mundo's ability to repay the investments in the organisational structure could be impaired, with consequent negative effects on its growth prospects as well as on its results.
	<i>Customer concentration:</i> - low likelihood - high impact	The Consumer Electronic market in which Riba Mundo operates is very competitive and there is a high possibility for customers to replace the operator. The occurrence of such risks would have a detrimental effect on the Company results.

**Table 7: Risk matrix**

<b>Impact</b>	Very high					
	High	Hacker attack; customer concentration		Low marginality		
	Medium	Personnel	Cycle demand	Obsolescence		
	Medium-Low		Rapid growth management	Theft of product in stock		
	Low					
<b>Potential impact on the business VS likelihood of occurrence</b>		Low	Medium-Low	Medium	High	Very high
		<b>Likelihood</b>				

*Source: Banca Profilo elaborations on Company data*



## Valuation

**DCF method and market multiples** Given Riba Mundo's potential cash generating business model, a DCF method well adapts as a valuation approach. Furthermore, we have selected a sample of listed international companies "comparables" to Riba Mundo, to suggest an appropriate sample for the relative valuation through market multiples.

### DCF valuation

**DCF assumptions: €21.7mln of cumulated FCFs** To run a DCF model, we used our projections of FCFs for the 2023E-26E explicit period: €21.7mln of cumulated FCFs. We would consider the 2023-2026 average FCF of €5.4mln as the Terminal Value cash flow.

#### 7.9% WACC

We would use an 7.9% WACC, derived from:

- risk free rate at 5.1%, as implicitly expected by consensus on the 30Y Italian BTP yield curve (moving average of the last 100 days) with an estimated increase in interest rates of 50bps;
- market risk premium equal to 5.5%;
- beta of 1 coming from the average of chosen listed peers;
- target Debt to Equity structure, with 54% weight of Equity

**Table 8: WACC calculation**

WACC Calculation	
perpetual growth rate	2.0%
<b>WACC</b>	<b>7.9%</b>
risk free rate (30Y)	5.1%
equity risk premium	5.5%
beta	1.0
<b>KE</b>	<b>11%</b>
cost of debt	6%
tax rate	27%
<b>KD</b>	<b>4.6%</b>

**Table 9: DCF Valuation (€mln)**

DCF Valuation (€ mln, except for the target price)	FY23 (E)	FY24 (E)	FY25 (E)	FY26 (E)	over
Free Cash Flows (€/000)	-3.4	6.1	8.3	10.7	5.4
years	1	2	3	4	
discount factor	0.93	0.86	0.80	0.74	
NPV Cash flows (€/000)	-3.1	5.2	6.6	7.9	
Sum of NPVs (€/000)					16.5
Terminal Value (€/000)					91.2
NPV Terminal Value (€/000)					67.2
<b>Enterprise Value (€/000)</b>					<b>83.8</b>
Adj. Net debt 2023E (€/000)					16.0
<b>Equity Value (€/000)</b>					<b>67.8</b>
number of shares (mln)					2.3
<b>Per share value (€)</b>					<b>29.5</b>

Source: Banca Profilo elaborations and estimates on Company data

**DCF valuation: €29.5/share** The DCF method leads us to an Enterprise Value of €83.8mln and to an Equity Value of €67.8mln showing a fair value of €29.5/share.

### Market multiples

#### EV/Sales the multiple to be used

To assess a relative valuation of Riba Mundo through the market multiples relative approach, we selected a sample of listed national and international companies specialized in B2B Consumer Electronics distribution. Riba Mundo competitive advantage compared to these operators is its MarVin Real Time Database to assess the best-in-value and time B2B trade.

We used a blend of 2023E EV/Sales multiple since EBITDA remains very modest in this Industry. Our selected sample comprises: Esprinet, Also Holding, DistIT, Arrow Electronics, TD Synnex Corporation, PC Connection and SeSa.

Table 10: Sample market multiples

B2B ELECTRONIC DISTRIBUTORS	EV/SALES		
	06/09/2023	2023E	2024E
Esprinet S.p.A.	0.1x	0.1x	
ALSO Holding AG	0.2x	0.2x	
DistIT AB	0.2x	0.2x	
Arrow Electronics, Inc.	0.3x	0.3x	
TD SYNEX Corporation	0.2x	0.2x	
PC Connection, Inc.	0.4x	0.4x	
SeSa S.p.A.	0.4x	0.4x	
<b>Median</b>	<b>0.2x</b>	<b>0.2x</b>	
<b>RIBA MUNDO</b>	0.1x	0.1x	

Table 11: Relative valuation

Valuation on EV/sales market multiples	
(€/000)	2023E
<b>EV/SALES</b>	<b>0.2x</b>
SALES	500
EV	113
Adj. Net debt 2023E	
Equity	<b>97</b>
<hr/>	
n of shares	2.3
<b>Price per share</b>	<b>42.1</b>
price	<b>24.2</b>

Source: Banca Profilo elaborations and estimates on Company data

**Median EV/Sales 23E at 0.2x**

To compute valuation through market multiples, we chose the median FY2023 EV/Sales at 0.2x (as of 6<sup>th</sup> September 2023) for the uncertain macro scenario and high volatility of financial markets.

**Market multiples valuation: €42.1/share**

The relative method leads us to an Enterprise Value of €113mln and to an Equity Value of €97mln or €42.1/share.

**BUY with 12-month price target at €35.8**

We took the simple average of the DCF and multiple valuation and end up with a TP of €35.8/sh. Given the significant potential upside on Riba Mundo closing price (as of 6<sup>th</sup> September 2023), we set a BUY recommendation.

**Riba Mundo**  
**"ID Card"**

 Recommendation  
**BUY**

 Target Price  
**35.8 €**

 Upside  
**40%**
**Company Overview**

Riba Mundo is a Tech Company established in 2018 operating as a B2B trader of Consumer Electronics. The Company launched its proprietary Big Data software, MarVin, to radically change Business-to-Business (B2B) distribution, mainly in Consumer Electronics. Riba Mundo trades Consumer Electronics to retailers and resellers, using MarVin as the only software. MarVin was created in 2020 and it relies on a fully centralized Big Data ecosystem, which integrated automated business processes from warehouse management to customer orders analysis and optimal pricing & allocation. In details, using MarVin, the Group can benefit from:

- Global Big Data Analytics, which gives real-time visibility on the existing stock and on the demand-supply pricing dynamics worldwide;
- Decision-making on Data Analytics which spots real time buying and selling opportunities worldwide;
- Optimal Pricing & Allocation in any market trends;
- Data-driven Market Forecast through data empowered algorithmics for forecasting pricing and stock evolution;
- Accelerated Inventory rotation based on data driven stock optimization;
- Efficient Inventory Management through MarVin-linked inbound and outbound flows of goods accelerating pick-ups;
- Transport costs minimization thanks to international courier costs monitoring for shipping processes optimization;
- Business Process Automation to minimize Sales Accounts discretion.

The Group operates worldwide buying products at the lowest price from global suppliers and reselling it to global customers, i.e. retailers and resellers. Riba Mundo Tecnología has a broad and diversified product portfolio, including smartphones, computing, gaming, smartwatches, speakers, headphones, office supplies, home and ecosystem products, household appliances, personal technologies, photo and video devices, tablets, toys and TV & Accessories. The Company's aim is to progressively expand its products range, leveraging on MarVin capacity to Big Data analysis and spotting the most prospectively requested SKUs. The Group's SKUs rose from 775 in 2020 to 5,141 in 2022.

**SWOT Analysis**
**Strengths**

- Know-how and proprietary technology through MarVin
- Wide geographical network
- Strategic positioning for fast deliveries and time to market
- Big Data disruptive business model
- Customer oriented approach
- Market positioning as a global B2B distributor

**Weaknesses**

- Low profitability
- High volumes concentration in the smartphone category

**Opportunities**

- Highly scalable business
- Large addressable market
- Highly fragmented competition
- US market penetration for Consumer Electronics
- M&A opportunities
- Products range diversification, including Pharmaceuticals, White Goods and Toys

**Threats**

- Low Sector's marginality in a complex scenario
- Impressive growth to be manage
- Quick evolving technology
- Rapid products and inventory obsolescence

**Main catalysts**

- 👍 Consumer Electronic market is expected to grow at 2.5% CAGR in 2022-27E
- Higher marginality in new categories such as personal, household and micro-mobility products
- Increasing the weight of Retailers/e-Tailors on Revenues in the next years to further improve profitability

**Main risks**

- 👎 Risk of hacker attacks on Marvin platform
- Risk of having an obsolete warehouse with an increase in turnover days.
- High revenues but risk of low margins



## Riba Mundo "ID Card"

Recommendation

BUY

Target Price

35.8 €

Upside

40%

### Main financial data

(€/mln)	FY22	FY23E	FY24E	FY25E	FY26E
<b>Total Revenues</b>	<b>329.1</b>	<b>499.6</b>	<b>547.8</b>	<b>600.5</b>	<b>658.2</b>
<i>yoy</i>	<i>89.5%</i>	<i>52%</i>	<i>10%</i>	<i>10%</i>	<i>10%</i>
<b>Gross Profit</b>	<b>15.3</b>	<b>24.5</b>	<b>28.0</b>	<b>31.8</b>	<b>36.2</b>
<i>Gross margin (%)</i>	<i>4.7%</i>	<i>4.9%</i>	<i>5.1%</i>	<i>5.3%</i>	<i>5.5%</i>
<b>EBITDA</b>	<b>7.5</b>	<b>11.9</b>	<b>14.1</b>	<b>16.7</b>	<b>19.7</b>
<i>EBITDA margin (%)</i>	<i>2.3%</i>	<i>2.4%</i>	<i>2.6%</i>	<i>2.8%</i>	<i>3.0%</i>
<b>Adj. EBIT</b>	<b>7.0</b>	<b>11.1</b>	<b>13.0</b>	<b>15.5</b>	<b>18.4</b>
<i>EBIT margin (%)</i>	<i>2.1%</i>	<i>2.2%</i>	<i>2.4%</i>	<i>2.6%</i>	<i>2.8%</i>
<b>EBT</b>	<b>6.9</b>	<b>9.5</b>	<b>11.8</b>	<b>14.9</b>	<b>18.0</b>
<i>EBT margin (%)</i>	<i>2.1%</i>	<i>1.9%</i>	<i>2.2%</i>	<i>2.5%</i>	<i>2.7%</i>
<b>Net income</b>	<b>5.0</b>	<b>7.0</b>	<b>8.6</b>	<b>10.9</b>	<b>13.1</b>
<i>Margin (%)</i>	<i>1.5%</i>	<i>1.4%</i>	<i>1.6%</i>	<i>1.8%</i>	<i>2.0%</i>
<b>Adj. Net Debt</b>	<b>17.1</b>	<b>16.0</b>	<b>10.7</b>	<b>2.6</b>	<b>(7.7)</b>
Shareholders Equity	7.4	18.9	27.5	38.4	51.5
NOWC	15.6	24.6	27.1	29.8	32.8
Capex	2.0	3.3	2.0	1.5	1.1
<b>Free Cash Flow</b>	<b>(0.5)</b>	<b>(3.4)</b>	<b>6.1</b>	<b>8.3</b>	<b>10.7</b>

### Revenue breakdown by business unit

	FY 2022	FY23 (E)	FY24 (E)	FY25 (E)	FY26 (E)
<b>Total Revenues</b>	<b>329.1</b>	<b>499.6</b>	<b>547.8</b>	<b>600.5</b>	<b>658.2</b>
Mobile phones	256.2	370.7	395.9	424.8	456.2
Tablets	17.8	26.7	32.0	37.3	42.4
Headphones	16.6	29.0	34.2	38.1	41.3
Other	38.6	73.3	85.7	100.3	118.3

### Financial and Operative ratios

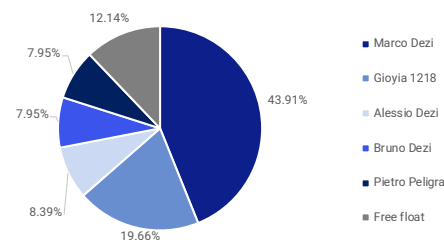
	FY 2022	FY23 (E)	FY24 (E)	FY25 (E)	FY26 (E)
Tax rate	27%	27%	27%	27%	27%
ROIC	22%	24%	26%	28%	32%
ROE	68%	37%	31%	28%	25%
Capex/Sales	1%	1%	0%	0%	0%

Source: Bloomberg, Facset, Banca Profilo estimates and elaborations

### Company Description

Company Sector	Consumer Electronic Wholesalers
Price (€)	25.5
Number of shares (mln)	2.3
Market Cap (€ mln)	46.7
Market Cap (€ mln)	
Reference Index	FTSE Italia Small Cap
Main Shareholders	Marco Dezi, Mirco Sorbo, Vincenzo Poeta
Main Shareholder stake	44%
Free Float	12.1%
Daily Average Volumes	1,264
Sample of comparables	Esprinet (IT), Also Holding (CH), DistIT (SE), Arrow Electronics (US) TD Synnex Corporation (US), PC Connection (US), SeSa (IT)

### Group Structure Post-IPO



### Data of peers (median)

	2021	2022	2023E	2024E
Sales Growth (yoy)	14.0%	5.1%	-4.5%	5.8%
EBITDA Margin	3.8%	3.1%	3.0%	3.9%

### Multiples of peers (mean)

	2023E	2024E
EV / SALES	0.2x	0.2x

## Disclaimer

### ANALYST'S AND BANK'S INFORMATION

THIS DOCUMENT CONCERNING INTRED S.P.A. (THE "ISSUER" OR THE "COMPANY") HAS BEEN DRAFTED BY FRANCESCA SABATINI WHO IS EMPLOYED BY BANCA PROFILO S.P.A. ("THE BANK") AS FINANCIAL ANALYST; FRANCESCA SABATINI IS RESPONSIBLE FOR THE DRAFTING OF THE DOCUMENT.

BANCA PROFILO S.P.A. IS A BANK AUTHORISED TO PERFORM BANKING AND INVESTMENT SERVICES; IT IS PART OF BANCA PROFILO BANKING GROUP (THE "GROUP") AND IT IS SUBJECT TO THE MANAGEMENT AND CO-ORDINATION OF AREPO BP S.P.A. (THE "PARENT COMPANY"). SATOR PRIVATE EQUITY FUND "A" LP (THE "PARENT ENTITY") HOLDS INDIRECT CONTROL PARTICIPATION INTERESTS IN BANCA PROFILO.

THE BANK IS REGISTERED WITH THE ITALIAN BANKING ASSOCIATION CODE NO. 3025 AND IS SUBJECT TO THE REGULATION AND SURVEILLANCE OF THE BANK OF ITALY AND OF CONSOB (COMMISSIONE NAZIONALE PER LE SOCIETÀ E LE BORSE). THE BANK HAS PREPARED THIS DOCUMENT FOR ITS PROFESSIONAL CLIENTS ONLY, PURSUANT TO DIRECTIVE 2004/39/EC AND ANNEX 3 OF THE CONSOB REGULATION ON INTERMEDIARIES (RESOLUTION N. 16190). THIS DOCUMENT IS BEING DISTRIBUTED AS OF [September the 11<sup>th</sup>, 8:30].

THE ANALYST FRANCESCA SABATINI WHO HAS DRAFTED THIS DOCUMENT HAS SIGNIFICANT EXPERIENCE IN BANCA PROFILO S.P.A. AND OTHER INVESTMENT COMPANIES. THE ANALYST AND ITS RELATIVES DO NOT OWN FINANCIAL INSTRUMENTS ISSUED BY THE ISSUER AND SHE DOES NOT ACT AS SENIOR MANAGER, DIRECTOR OR ADVISOR FOR THE ISSUER. THE ANALYST DOES NOT RECEIVE BONUSES, INCOME OR ANY OTHER REMUNERATION CORRELATING, DIRECTLY OR INDIRECTLY, TO THE SUCCESS OF THE INVESTMENT BANKING OPERATIONS OF BANCA PROFILO S.P.A.

A REDACTED VERSION OF THIS REPORT HAS BEEN DISCLOSED TO THE ISSUER TO PERMIT TO IT TO REVIEW AND COMMENT ON FACTUAL INFORMATION RELATING TO THE ISSUER AND THIS REPORT HAS BEEN AMENDED FOLLOWING SUCH DISCLOSURE PRIOR TO ITS FINAL DISSEMINATION.

THIS DOCUMENT IS BASED UPON INFORMATION THAT WE CONSIDER RELIABLE, BUT THE BANK HAS NOT INDEPENDENTLY VERIFIED THE CONTENTS HEREOF. THE OPINIONS, ESTIMATES AND PROJECTIONS EXPRESSED IN IT ARE AS OF THE DATE HEREOF AND ARE SUBJECT TO CHANGE WITHOUT NOTICE TO THE RECIPIENT. PAST PERFORMANCE IS NOT GUARANTEE OF FUTURE RESULTS.

THIS REPORT HAS BEEN PREPARED BY ITS AUTHORS INDEPENDENTLY OF THE COMPANY AND ITS SHAREHOLDERS, SUBSIDIARIES AND AFFILIATES. THE BANK HAS NO AUTHORITY WHATSOEVER TO GIVE ANY INFORMATION OR MAKE ANY REPRESENTATION OR WARRANTY ON BEHALF OF THE COMPANY, ANY OTHER PERSON IN CONNECTION THEREWITH. IN PARTICULAR, THE OPINIONS, ESTIMATES AND PROJECTIONS EXPRESSED IN IT ARE ENTIRELY THOSE OF THE AUTHOR HEREOF.

NO REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, IS MADE AS TO AND NO RELIANCE SHOULD BE PLACED ON THE FAIRNESS, ACCURACY, COMPLETENESS OR REASONABLENESS OF THE INFORMATION, OPINIONS AND PROJECTIONS CONTAINED IN THIS DOCUMENT, AND NONE OF THE BANK, THE COMPANY, NOR ANY OTHER PERSON ACCEPTS ANY LIABILITY WHATSOEVER FOR ANY LOSS HOWSOEVER ARISING FROM ANY USE OF THIS DOCUMENT OR ITS CONTENTS OR OTHERWISE ARISING IN CONNECTION THEREWITH.

### NO DUPLICATION

NO PART OF THE CONTENT OF THE DOCUMENT MAY BE COPIED, FORWARDED OR DUPLICATED IN ANY FORM OR BY ANY MEANS WITHOUT THE PRIOR CONSENT OF THE BANK. BY ACCEPTING THIS REPORT, YOU AGREE TO BE BOUND BY THE FOREGOING LIMITATIONS.

### NO OFFER OR SOLICITATION

THIS DOCUMENT DOES NOT CONSTITUTE AN OFFER OR INVITATION OR FORM PART OF AN OFFER, SOLICITATION OR INVITATION TO PURCHASE ANY SECURITIES, AND NEITHER THIS DOCUMENT NOR ANYTHING CONTAINED HEREIN SHALL FORM THE BASIS OF ANY CONTRACT OR COMMITMENT WHATSOEVER.

### RECIPIENTS

THIS DOCUMENT IS GIVEN TO YOU SOLELY FOR YOUR INFORMATION ON A CONFIDENTIAL BASIS AND MAY NOT BE REPRODUCED OR REDISTRIBUTED, IN WHOLE OR IN PART, TO ANY OTHER PERSON. IN PARTICULAR, NEITHER THIS DOCUMENT NOR ANY COPY HEREOF MAY BE TAKEN OR TRANSMITTED IN OR INTO THE UNITED STATES (THE "U.S."), AUSTRALIA, CANADA OR JAPAN OR REDISTRIBUTED, DIRECTLY OR INDIRECTLY, IN THE U.S., AUSTRALIA, CANADA OR JAPAN. ANY FAILURE TO COMPLY WITH THIS RESTRICTION MAY CONSTITUTE A VIOLATION OF U.S., AUSTRALIAN, CANADIAN OR JAPANESE SECURITIES LAWS.

THIS DOCUMENT IS BEING DISTRIBUTED ONLY TO, AND IS DIRECTED ONLY AT, PERSONS WHO ARE QUALIFIED INVESTORS WITHIN THE MEANING OF ARTICLE 2(1) (E) OF THE PROSPECTUS DIRECTIVE (DIRECTIVE 2003/71/EC) (ALL SUCH PERSONS BEING REFERRED TO AS "RELEVANT PERSONS"). THIS DOCUMENT MUST NOT BE ACTED ON OR RELIED ON BY PERSONS WHO ARE NOT RELEVANT PERSONS. ANY INVESTMENT OR INVESTMENT ACTIVITY TO WHICH THIS COMMUNICATION RELATES IS AVAILABLE ONLY TO RELEVANT PERSONS AND WILL BE ENGAGED IN ONLY WITH RELEVANT PERSONS.

IN CASE THAT THIS DOCUMENT IS DISTRIBUTED IN ITALY IT SHALL BE DIRECTED ONLY AT QUALIFIED INVESTORS WITHIN THE MEANING OF ARTICLE 100(1) (A) OF LEGISLATIVE DECREE NO. 58 OF FEBRUARY 24, 1998, AS AMENDED, AND ARTICLE 34-TER, PARA. 1, LETT B), OF CONSOB REGULATION NO. 11971 OF 1999, AS AMENDED. THIS DOCUMENT IS NOT ADDRESSED TO ANY MEMBER OF THE GENERAL PUBLIC IN ITALY. IN NO CIRCUMSTANCES SHOULD THIS DOCUMENT CIRCULATE AMONG OR BE DISTRIBUTED TO (I) A MEMBER OF THE GENERAL PUBLIC, (II) INDIVIDUALS OR ENTITIES FALLING OUTSIDE THE DEFINITION OF "QUALIFIED INVESTORS" AS SPECIFIED ABOVE OR (III) TO DISTRIBUTION CHANNELS THROUGH WHICH INFORMATION IS OR IS LIKELY TO BECOME AVAILABLE TO A LARGE NUMBER OF PERSONS.

THE DISTRIBUTION OF THIS DOCUMENT IN OTHER JURISDICTIONS MAY BE RESTRICTED BY LAW AND PERSONS INTO WHOSE POSSESSION THIS DOCUMENT COMES SHOULD INFORM THEMSELVES ABOUT, AND OBSERVE, ANY SUCH RESTRICTION. ANY FAILURE TO COMPLY WITH THESE RESTRICTIONS MAY CONSTITUTE A VIOLATION OF THE LAWS OF ANY SUCH OTHER JURISDICTION.

### CONFLICTS OF INTEREST

THE BANK MAY, FROM TIME TO TIME, DEAL IN, HOLD OR ACT AS MARKET MAKER OR ADVISER, BROKER OR BANKER IN RELATION TO THE FINANCIAL INSTRUMENTS, OR DERIVATIVES THEREOF, OF PERSONS, FIRMS OR ENTITIES MENTIONED IN THIS DOCUMENT, OR BE REPRESENTED IN THE GOVERNING BODIES OF THE COMPANY. IN FACT, THE BANK ACTED AS GLOBAL COORDINATOR IN THE IPO OF THE ISSUER, THE BANK IS PRESENTLY NOMAD, CORPORATE BROKER, LIQUIDITY PROVIDER AND SPECIALIST OF THE ISSUER.

BANCA PROFILO S.P.A. HAS ADOPTED INTERNAL PROCEDURES FOR THE PREVENTION AND AVOIDANCE OF CONFLICTS OF INTEREST WITH RESPECT TO THE RECOMMENDATIONS, WHICH CAN BE CONSULTED ON THE RELEVANT SECTION OF ITS WEBSITE ([WWW.BANCAPROFILO.IT](http://WWW.BANCAPROFILO.IT), IN THE SECTION "CLIENTI AZIENDALI E ISTITUZIONALI/ANALISI E RICERCA").

### EQUITY RESEARCH PUBLICATIONS IN LAST 12M

THE BANK PUBLISHES ON ITS WEBSITE [WWW.BANCAPROFILO.IT](http://WWW.BANCAPROFILO.IT), ON A QUARTERLY BASIS, THE PROPORTION OF ALL RECOMMENDATIONS THAT ARE 'BUY', 'HOLD', 'SELL' OR EQUIVALENT TERMS OVER THE PREVIOUS 12 MONTHS, AND THE PROPORTION OF ISSUERS CORRESPONDING TO EACH OF THOSE CATEGORIES TO WHICH SUCH PERSON HAS SUPPLIED MATERIAL SERVICES OF INVESTMENT FIRMS SET OUT IN SECTIONS A AND B OF ANNEX I TO DIRECTIVE 2014/65/EU OVER THE PREVIOUS 12 MONTHS.

### ADDITIONAL INFORMATION

THE BANK PROVIDES ALL OTHER ADDITIONAL INFORMATION, ACCORDING TO ARTICLE 114, PARAGRAPH 8 OF LEGISLATIVE DECREE 58/98 ("FINANCIAL DECREE") AND COMMISSION DELEGATED REGULATION (EU) 2016/958 AS OF 9 MARCH 2016 (THE "COMMISSION REGULATION") ON THE RELEVANT SECTION OF ITS WEBSITE ([WWW.BANCAPROFILO.IT](http://WWW.BANCAPROFILO.IT), IN THE SECTION "CLIENTI AZIENDALI E ISTITUZIONALI/ANALISI E RICERCA").