

Equity Research 17 September 2020

Enad Global 7

Sector: Gaming

Valuable "Free-to-Play Add-On"

Redeye raises its valuation due to an expected value-adding acquisition. Despite we estimate a postponed Stock Catalyst in 2020 namely the release of the self-developed "EvilvEvil" we project higher than previously estimated revenues and profits thanks to the "Free-to-Play Add-On".

A Valuable "Add-On"

The major news in the Q2-report was the acquisition of the Canadian gaming studio "Big Blue Bubble". The company has its strongest focus on free-to-play games with "My Singing Monsters" for mobile as its biggest commercial success. The game has 2 million monthly users and the game has generated over SEK 660 million during its lifetime. With many licensed prestigious projects and accomplishments in the mobile games industry, we would say "Big Blue Bubble" seems like a valuable "add-on". The synergy's and the "knowhow" in the free-to-play market is also much valuable for EG7 as a group.

Expected Postponed Stock Catalyst

In the Q2- report's section "Pipeline" regarding this "EvilvEvil" the company wrote "More information in Q4 2020". We expect the game will likely be released during the first half of 2021 instead. As we have stated before, we believe game studios always should do the hard decision to delay game releases to optimize the game experience at launch.

Positive Bubbles in our Projections

We have increased our estimated revenue mainly due to the acquisition of "Big Blue Bubble". As stated, above the studio generated around SEK 80 million on a trailing twelve months basis with an EBITDA of approximately SEK 24 million. No estimated revenue from "EvilvEvil" is, therefore, more than compensated mainly by two newly acquired titles; "My Singing Monsters" and "Foregone".

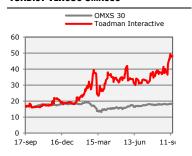
We have increased our fair value range to SEK 21-100 (17-60) with a base case of SEK 44 per share (SEK 33).

KEY FINANCIALS (SEKm)	2018	2019	2020E	2021E	2022E	2023E
Net sales	73	152	745	955	1097	1216
EBITDA	6	3	116	180	223	254
EBIT	6	-23	0	65	95	113
EPS (adj.)	0.3	-0.9	-1.1	1.0	2.4	2.4
EV/Sales	2.1	6.2	2.5	1.8	1.5	1.2
EV/EBITDA	24.4	304.3	16.1	9.8	7.1	5.8
EV/EBIT	27.1	-41.4	-5077.9	27.1	16.7	13.0
P/E	43.0	-21.5	-43.9	48.5	19.2	19.4

FAIR VALUE RANGE

BEAR	BASE	BULL
21	45	100

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REDEYE RATING



KEY STATS

Ticker	EG7
Market	First North
Share Price (SEK)	46.6
Market Cap (MSEK)	1713
Net Debt 20E (MSEK)	34
Free Float	42 %

ANALYSTS

Tomas Otterbeck	
tomas.otterbeck@redeye.se	
Jonas Amnesten	
jonas.amnesten@redeye.se	

Big Blue Bubble

The Deal

The major news in the report was the acquisition of the Canadian gaming studio "Big Blue Bubble" (BBB). The company has its strongest focus on free-to-play games with "My Singing Monsters" for mobile as its biggest commercial success. The game has 2 million monthly users and the game has generated over SEK 660 million during its lifetime.

The company as a whole generated SEK 80 million in revenue trailing twelve months (TTM) with an EBITDA of SEK 23 million (29% EBITDA margin). The up-front payment is SEK 106 million (CAD 16 million), cash, and stocks combined. The earn-out is set to a maximal of almost SEK 400 million (CAD 60 million). Therefore, the quite cheap EV/EBITDA multiple of 4.6x in the initial offer is well compensated in the earn-out according to us. The generous earn-out will of course motivate the previous owners in BBB to achieve high profitability which will benefit all the shareholders in EG7.

With many licensed projects for Disney and Dreamworks for example, combined with the accomplishments in the mobile games industry we would say "Big Blue Bubble" seems like a high-quality studio. The synergy's and the "know-how" in the free-to-play market is also much valuable for EG7 as a group.

The Games - Revenue Distribution

BBB currently has 70 employees and develop PC/Console games as well. However, approximately 80% of total revenue in BBB comes from mobile games and most of this revenue comes from "My Singing Monsters" according to CEO Robin Flodin (webcast interview with Carnegie). The revenue distribution in the mobile games business is approximately 65% In-App Purchases and 35% Ads. With around 80% of revenue coming from Apple App Store according to Sensor Tower we estimate 20% of revenue is generated from ads in Apple's IOS. The new IOS14 will likely only give less accurate ads, due to the increasing absence of user profiling.

The PC/console game called "Foregone" will be released on October 5. The game has been in so-called "Early Access" on PC for many months. The game is best explained as an interesting copycat of the highly successful indie title "Dead Cells". However, the game developer has taken some important decisions to differentiate the game from its role model. Tomas Otterbeck (the analyst in this report) is a big fan of "Dead Cells" as well and would say the pixel art graphics and fluent gameplay looks promising in this title. And the game is also more forgiving than Dead Cells which could attract new types of players. On the other hand, many gamers dislike the fact that the game is too similar to Dead Cells, which likely will dampen sales.

Financial Projections

Q2-results

Net revenue amounted to SEK 138 million somewhat above our estimate of SEK 124 million. EBITDA of SEK 18.7 million was spot on our estimate of SEK 19 million. EBIT was SEK -4.3 million versus our expected SEK 1 million. Games (currently mostly Sold Out) had net revenue of SEK 65 million and Services (mostly Petrol) had net revenue of SEK 97.6 million.

Game releases during Q3

August 26 the publisher "Sold Out" released the games "No Straight Roads" (Metascore 69) and Descenders (Metascore 76). Due to the distribution agreement with Epic Games "No Straight Roads" was profitable the first day according to the company. According to our sources (gamstat.com), the game sold rather poorly on PS4 and Xbox. This shows that publishers can minimize risk through exclusive distribution agreements, and in this case, that was a seemingly good decision.

We also want to illustrate in the table below the difference between a physical distribution and pure publishing. "No Straight Roads" was a pure publishing agreement and "Descenders" was a physical distribution agreement. We estimate pure publishing generates a gross margin of 60-70% while physical distribution generates a gross margin of 12-15%.

Gamestats					
Title	Steam	PS4	Xbox	Switch**	Gross*
Initial Sales					
No Straight Roads		12k	3k	10k	6.2
Descenders		18k	N/A		0.3
Foregone Peers (L	ifetime S	sales)			
Dead Cells	1870k	400k		1000k	
Katana Zero	625k			350k	
Blasphemous	365k	110k		120k	

Source: gamstat.com * Redeye Estimated Gross Revenue **Redeye Estimate

In the table above we have some of the most successful similar games to Foregone. Both "Dead Cells" and "Katana Zero" are considered huge commercial hits and are loved amongst gamers. "Blasphemous" is also a successful game published by a strong player namely "Team17". All these games are critically acclaimed with compelling game design and relatively unique. We believe that the perception of Foregone will be that the game is a "rather good Dead Cells copycat". We estimate 50-70 000 units sold during Q4.

Expected Postponed Stock Catalyst

In the Q2- report's section "Pipeline" regarding this game the company wrote "More information in Q4 2020". We expect the game will likely be released during the first half of 2021 instead. As we have stated before, we believe game studios always should do the hard decision to delay game releases to optimize the game experience at launch. In late June we lowered our estimates due to the fact that EvilvEvil is "free-to-play". In our updated estimates we estimate no revenue from this game during 2020.

Boasted by a "Bubble"

We have increased our estimated revenue mainly due to the acquisition of "Big Blue Bubble" (BBB). As stated, above BBB generated around SEK 80 million on a trailing twelve months basis with an EBITDA of approximately SEK 24 million. No estimated revenue from "EvilvEvil" is, therefore, more than compensated mainly by two BBB titles; "My Singing Monsters" and "Foregone". The communicated earn-out from the acquisition will have a minor impact on our estimated revenue and profits we believe.

EG7 financial fo	recast							
Year	2019	2020-Q1	2020-Q2	2020-Q3E	2020-Q4E	2020E	2021E	2022E
Net sales	152	155	163	204	223	745	955	1097
OPEX	-149	-143	-144	-174	-188	-619	-771	-869
EBITDA	3	12	19	29	35	126	184	228
Depreciation	-2	-1	-3	-2	-2	-7	-11	-16
EBITA	1	12	16	28	33	119	173	212
Amortization	-24	-23	-20	-24	-22	-89	-108	-117
EBIT	-23	-11	-4	4	11	30	65	95
Grow th Y/Y	107%	949%	1094%	206%	294%	391%	28%	15%
EBITDA margin	2%	8%	11%	14%	16%	17%	19%	21%
EBITA margin	1%	8%	10%	14%	15%	16%	18%	19%
EBIT margin	-15%	-7%	-3%	2%	5%	4%	7%	9%

Source: Redeye Research

Estimate Changes

We estimate net sales of SEK 204 million (SEK 162 million) in Q3 and an EBITDA of SEK 29 million (SEK 26 million). For the full year, we estimate net sales of SEK 745 million (SEK 617 million) which gives an EBITDA of SEK 126 million (SEK 81 million).

FY2021; Net sales of SEK 955 million (SEK 782 million), EBITDA of SEK 184 million (SEK 155 million).

FY2022; Net sales of SEK 1,097 million (SEK 883 million), EBITDA of SEK 228 million (SEK 191 million).

Investment Case

EG7 has transformed itself from a small gaming studio focused on work-for-hire to a presence across almost the whole gaming value chain. In our view, management is building a highly attractive operation with a clear focus on cash flow generation in combination with game development's significant return potential.

Stable cash flow gives many shots at goal: Gaming is a volatile business where success depends on how well games releases perform. EG7 differs from most listed gaming companies by its stable cash flow from work-for-hire/financed projects, marketing consultancy (Petrol) and publishing (Sold Out). This is then reinvested into game development projects that could produce significant returns. Assessing games' potential success before launch is almost impossible, but Toadman's strong financials enable it to manage title risk as its future does not depend on any single title.

Skin in the Game: 58% of EG7 is owned by management, the board and other key employees, which shows that its leadership is highly incentivized to generate shareholder returns; we find this as undoubtedly positive. We genuinely prefer what we call "Owner Operators", namely a management team that owns a substantial stake of the company. We regard Robin Flodin, founder, and CEO, as crucial for EG7's future success. He is the largest shareholder with over 12% of the capital. Fatshark, the renowned Swedish gaming studio, is both an owner and a close partner on work-for-hire deals.

M&A across the value chain: EG7 has an active M&A agenda with the aim of expanding across the gaming value chain. The company has used SEK 220m of its SEK 500m bond program. With an underlying pro forma EBITDA of some SEK 50m following the acquisition of Sold Out, there is still significant room to increase leverage. It is clear that we will see more acquisitions to strengthen EG7, either by filling current gaps or reinforcing current business areas. EG7 focuses on not overpaying for companies and has historically paid an EV/EBIT multiple of about 6x for their acquisitions. Compared to standard gaming valuations, this is low. EG7 has strengthened its M&A team significantly during 2019. We view the recruitment of COO Christopher Bergstresser as key in this.

Counter-arguments

Title risk: Although EG7 has sought to build a broad portfolio of games, it nonetheless faces title risk (particularly on larger projects) like all of its gaming peers.

Somewhat unproven M&A strategy: Growing through acquisitions always involves the risk that targets fail to add shareholder value. As EG7 is a rather young company, it's still too early to judge all of its acquisitions – especially the most recent. Investors should focus on tracking their performance during the coming years to judge management's capacity to add value through M&A.

Valuation

Bear Case 21.0 SEK

CAGR sales '20-28: 7% (5%) EBITA margin: 13% (15%) Terminal FCF growth: 2% Terminal EBITA margin: 15% In our Bear-case, we take a much more pessimistic approach and model less success for EG7's own games, which also affect the margin levels of the Group. Thanks to the stability of Petrol and Sold Out, we do not assume any more significant margins fluctuations.

Base Case 44.0 SEK

CAGR sales '20-28: 11% (8%) EBITA margin: 17% Terminal FCF growth: 2% Terminal EBITA margin: 20% Our Base-case assumes an uptake within Games with good to decent returns on game investments, but no blockbuster success. Furthermore, we presume market growth within both Petrol and Sold Out, but that Sold Out shows increasing margins thanks to increased digital sales.

Bull Case 100.0 SEK

CAGR sales '20-28: 14% (11%)
EBITA margin: 19% Terminal FCF
growth: 2% Terminal EBITA margin:
24% (23%) Our Bull-case assumes
much greater success within
Games for EG7 and also for Sold
Out's digital publishing. The
progress within the product
segments leads to high growth
during the forecast period with
expanding margins.

Summary Redeye Rating

The rating consists of three valuation keys, each constituting an overall assessment of several factors that are rated on a scale of 0 to 1 points. The maximum score for a valuation key is 5 points.

People: 4

Over 58% of the capital in EG7 is owned by the management, board and key employees, which shows that the leaders of the Group are highly incentivized on generating shareholder returns; we find this as undoubtedly positive. We genuinely prefer what we call "Owner Operators", namely a management team that owns a substantial stake of the company. We regard Robin Flodin, founder, and CEO, as crucial for Toadman's future success. Robin is the largest shareholder of the Group, with +12% of the capital. The sellers of Petrol, Alan Hunter Ben Granados, are the CEO, and Vice president of Petrol owns 7.4% each of the capital. The previous owners of Sold Out, Garry Williams and James Cato, owns 4.4% each in the Group. Toadman's focus on using their own share as partial payment for acquisitions is, in our view, a great thing, as the new "members" of the Group have aligned interest with the rest. We view the management team and key employees of EG7 as highly experienced, and the company has been able to attract some industry-leading talent to join the team.

Business: 3

Gaming is by its nature a volatile business where the success depends on how well games that are released performs. EG7 differs from most public gaming companies as they have a stable cash flow generated from their work-for-hire/financed projects, marketing consultancy (Petrol) and publishing business (Sold Out). These cash-flows are then reinvested into EG7's game development projects, which could produce significant returns.

Financials: 2

EG7 (earlier Toadman Interactive) as the Group we see today was formed in conjunction with the acquisition of Artplant in June 2018; therefore, the historical figures before that are of limited usability. Our Financial Rating has a focus on historical figures, and as the history for EG7 is short they receive a relatively low rating. During 2019 the company also conducted a couple of major acquisitions which changed the margin levels, risks, cash flows and income mix complete. When looking at proforma figures we see a strong and solid company with healthy cash flow generating capabilities. The bond framework (SEK 220m of 500m utilized) has a 12% annual interest rate, which is high in today's interest rate environment and given the business characteristics of EG7 post the latest acquisitions. We find it likely that there will be a refinancing of the bond at more favorable terms.

NCOME STATEMENT	2018	2019	2020E	2021E	2022E
let sales	73	152	745	955	1,097
otal operating costs	-67	-149	-629	-774	-874
BITDA	6	3	116	180	223
Depreciation	0	0	0	-2	-1
Amortization	-1	-26	-116	-113	-127
mpairment charges	0	0	0	0	0
EBIT	6	-23	0	65	95
	0	-23 0	0	00	90
Share in profits					
let financial items	1	-5	-34	-34	-17
xchange rate dif.	0	0	0	0	0
Pre-tax profit	6	-28	-34	31	78
Гах	-2	0	-5	4	11
Vet earnings	4	-28	-39	35	89
BALANCE SHEET	2018	2019	2020E	2021E	2022E
ssets	2018	2019	ZUZUE	20216	2022E
Purrent assets					
	10	າາ	210	217	220
Cash in banks	15	23	216	317	236
Receivables	24	91	224	286	329
nventories	0	0	0	0	0
Other current assets	0	0	0	0	0
Current assets	38	114	440	603	565
Fixed assets					
angible assets	0	1	2	1	1
Associated comp.	0	0	0	0	. 0
nvestments	0	0	0	0	0
oodwill	0	0	0	0	0
ap. exp. for dev.	0	475	365	263	152
intangible rights	8	21	36	54	71
non-current assets	1	1	1	1	1
otal fixed assets	9	498	405	319	225
eferred tax assets	0	0	0	0	0
otal (assets)	47	611	845	922	790
abilities			- 10		
Current liabilities					
hort-term debt	0	0	0	0	0
ccounts payable	9	61	149	191	219
current liabilities	0	0	0	0	0
Current liabilities	9	61	149	191	219
ong-term debt	0	250	250	250	0
long-term liabilities	0	0	0	0	0
onvertibles	0	0	0	0	0
otal Liabilities	9	311	399	441	219
eferred tax liab	0	0	0	0	0
rovisions	8	113	113	113	113
hareholders' equity	31	252	333	368	457
Ainority interest (BS)	0	0	0	0	0
Ainority & equity	31	252	333	368	457
otal liab & SE	47	676	845	922	790
REE CASH FLOW	2018	2019	2020E	2021E	2022E
let sales	73	152	745	955	1,097
	-67	-149	-629	-774	-874
otal operating costs					
lepreciations total	-1	-26	-116	-115	-128
BIT	6	-23	0	65	95
axes on EBIT	0	0	0	0	0
OPLAT	6	-23	0	65	95
)epreciation	1	26	116	115	128
Gross cash flow	6	3	116	180	223
Change in WC	-12	-16	-44	-21	-14
Gross CAPEX	-10 15	-514 -527	-23	-30 120	-34 175
ree cash flow	-15	-52/	48	130	175
CAPITAL STRUCTURE	2018	2019	2020E	2021E	2022E
quity ratio	65%	37%	39%	40%	58%
Debt/equity ratio	0%	99%	75%	68%	0%
let debt	-15	227	34	-67	-236
apital employed	16	479	366	302	222
apital turnover rate	1.5	0.2	0.9	1.0	1.4
ROWTH	2018	2019	2020E	2021E	2022E
ROWTH ales growth	2018 566%	2019 107%	2020E 391%	2021E 28%	2022E 15%

NP\ NP\ Non Inte Fair	% Net sal % Operati % EPS, ju:	2021) 2028) sets Jebt te MSEK hare, SEK 2020E -13% 0% 0% 16% 0% -5% 2020E -1.06 -1.06 0.00 0.91 36.76 2020E 1.859.3 -43.9 -43.9 2.3 2.5 16.1 -5,077.9 5.1 WTH/YEAR es ing profit adj st	%	288 657 865 -90 -250 1470 40.0 46.6 2022I 189 329 209 89 2022E 1.42 0.00 -6.41 36.76 2022E 1.590.2 1.6 1.5 1.5 18/20E 219.2 ◆ 229.5 % VOTES 12.2 12.2 12.2 12.2 12.2 12.2 12.2 12.
NP\ NON Inte Fair Sha	VFCF (2022-2 VFCF (2029-)	2028) sets debt te MSEK 2020E -13% 0% 0% 16% 0% -5% 2020E -1.06 -1.06 0.00 0.91 36.76 2020E 1.859.3 -43.9 -43.9 -43.9 -5.077.9 5.1 WTH/YEAR es ing profit adj st	10% 11% 18% 19% 7% 4% 2021E 0.96 0.96 0.00 -1.81 36.76 2021E 1,759.2 48.5 1.8 1.8 9.8 27.1 4.7	657 8655 -90 1470 40.0 46.6 2022I 189 329 89 89 2022E 1,590.3 19.3 18/20E 219.2 % VOTES 12.2 9 1250 1470 40.0 1470 40.0 1470 40.0 1470 40.0 1470 40.0 1470 40.0 1470 40.0 1470 40.0 1470 40.0 1470 40.0 40.0 40.0 40.0 40.0 40.0 40.0 4
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Redeye Rating and Background Definitions

Company Quality

Company Quality is based on a set of quality checks across three categories; PEOPLE, BUSINESS, FINANCE. These are the building blocks that enable a company to deliver sustained operational outperformance and attractive long-term earnings growth.

Each category is grouped into multiple sub-categories assessed by five checks. These are based on widely accepted and tested investment criteria and used by demonstrably successful investors and investment firms. Each sub-category may also include a complementary check that provides additional information to assist with investment decision-making.

If a check is successful, it is assigned a score of one point; the total successful checks are added to give a score for each sub-category. The overall score for a category is the average of all sub-category scores, based on a scale that ranges from 0 to 5 rounded up to the nearest whole number. The overall score for each category is then used to generate the size of the bar in the Company Quality graphic.

People

At the end of the day, people drive profits. Not numbers. Understanding the motivations of people behind a business is a significant part of understanding the long-term drive of the company. It all comes down to doing business with people you trust, or at least avoiding dealing with people of questionable character.

The People rating is based on quantitative scores in seven categories:

Passion, Execution, Capital Allocation, Communication, Compensation, Ownership, and Board.

Business

If you don't understand the competitive environment and don't have a clear sense of how the business will engage customers, create value and consistently deliver that value at a profit, you won't succeed as an investor. Knowing the business model inside out will provide you some level of certainty and reduce the risk when you buy a stock.

The Business rating is based on quantitative scores grouped into five sub-categories:

• Business Scalability, Market Structure, Value Proposition, Economic Moat, and Operational Risks.

Financials

Investing is part art, part science. Financial ratios make up most of the science. Ratios are used to evaluate the financial soundness of a business. Also, these ratios are key factors that will impact a company's financial performance and valuation. However, you only need a few to determine whether a company is financially strong or weak.

The Financial rating is based on quantitative scores that are grouped into five separate categories:

Earnings Power, Profit Margin, Growth Rate, Financial Health, and Earnings Quality.

Redeye Equity Research team

Management

Björn Fahlén

bjorn.fahlen@redeye.se

Håkan Östling

hakan.ostling@redeye.se

Technology Team

Jonas Amnesten

jonas.amnesten@redeye.se

Henrik Alveskog

henrik.alveskog@redeye.se

Havan Hanna

havan.hanna@redeye.se

Erika Madebrink

erika.madebrink@redeye.se

Fredrik Nilsson

fredrik.nilsson@redeye.se

Tomas Otterbeck

tomas.otterbeck@redeye.se

Oskar Vilhelmsson

oskar.vilhelmsson@redeye.se

Viktor Westman

viktor.westman@redeye.se

Forbes Goldman

forbes.goldman@redeye.se

Mark Siöstedt

mark.siostedt@redeye.se

Nima Faroghi

nima.faroghi@redeye.se

Editorial

Mark Siöstedt

mark.siostedt@redeye.se

Gabriel Höglund

gabriel.hoglund@redeye.se

Life Science Team

Gergana Almquist

gergana.almquist@redeye.se

Oscar Bergman

oscar.bergman@redeye.se

Anders Hedlund

anders.hedlund@redeye.se

Ludvig Svensson

ludvig.svensson@redeye.se

Niklas Elmhammer

niklas.elmhammer@redeye.se

Mats Hyttinge

mats.hyttinge@redeye.se

Forbes Goldman

forbes.goldman@redeye.se

Nima Faroghi

nima.faroghi@redeye.se

Filip Einarsson

filip.einarsson@redeye.se

Fredrik Thor

fredrik.thor@redeye.se

Disclaimer

Important information

Redeye AB ("Redeye" or "the Company") is a specialist financial advisory boutique that focuses on small and mid-cap growth companies in the Nordic region. We focus on the technology and life science sectors. We provide services within Corporate Broking, Corporate Finance, equity research and investor relations. Our strengths are our award-winning research department, experienced advisers, a unique investor network, and the powerful distribution channel redeye.se. Redeye was founded in 1999 and since 2007 has been subject to the supervision of the Swedish Financial Supervision validation.

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Recommendation structure

Redeye does not issue any investment recommendations for fundamental analysis. However, Redeye has developed a proprietary analysis and rating model, Redeye Rating, in which each company is analyzed and evaluated. This analysis aims to provide an independent assessment of the company in question, its opportunities, risks, etc. The purpose is to provide an objective and professional set of data for owners and investors to use in their decision-making.

Redeye Rating (2020-09-17)

Rating	People	Business	Financials
5p	16	12	3
3p - 4p	108	85	35
0p - 2p	4	31	90
Company N	128	128	128

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CONFLICT OF INTERESTS

Tomas Otterbeck owns shares in the company : Yes

Jonas Amnesten owns shares in the company : No

Redeye performs/have performed services for the Company and receives/have received compensation from the Company in connection with this.