

# **ARTIFEX MUNDI**

#### ANALYTICAL REPORT - SUMMARY

We maintain a positive attitude to the values of Artifex Mundi and we issue a buy recommendation, raising the target price to PLN 22.5 / share. From month to month, the company proves how much potential lies in the "Unsolved" application, showing levels of PLN 1.8 million in revenue readings per month, which is much higher than our previous estimates. In the previous recommendation, we expected revenues from this source in 2021 at PLN 7.2m, currently we believe that the real level is PLN 25.5m. It is worth noting that this product is still at the beginning of its life, and its development plans are set out for many months ahead. Currently, the developer is working on expanding the meta with new functionalities (gift pass, ads, premium currency, meta-achievements), as well as on new UA paths (Google Ads, Unity Ads, IronSource). All this, in our opinion, will have an impact on further improvement of the company's earnings path.

#### Q1'21

Artifex Mundi in Q1'21 generated PLN 10.5m in revenues (+ 87% y/y), including PLN 4.1m from Unsolved itself, which is much higher than our assumptions from the previous recommendation. We expect EBIT in this period to be PLN 3.6m, and net profit to PLN 3.1m.

#### Unsolved

Since the beginning of the year, this application has generated PLN 4,1 million, while on AU has spent PLN 2,9 million. We hope that due to its subsequent updates, expansion with new functionalities and the addition of new advertising channels, this title will continue to dynamically develop and improve its results in subsequent periods. We would like to point out that the company intends to add a new method of monetization to its application in the near future - through advertising, which on the one hand will affect the cannibalization of microtransactions, but ultimately will be an added value driving further sales readings.

#### **HOPA** games

Due to the high revenue base of the HOPA games segment in 2020, whose results were driven by the pandemic, we expect that the company will not be able to maintain such high levels of monetization. However, thanks to continued porting of HOPES to consoles, these will be much higher than in 2019. In 2021, we expect revenues from this branch of activity in the amount of PLN 18.0 million (-13.3% y/y). In the years 2022-2024, we forecast that monetization will remain stable at the level of approx. PLN 17-18 million.

#### Bladebound

Due to the transition to the low maintenance mode, we expect revenues to remain at a similar level to the latest readings from the end of 2020 (approx. 0.3 million per month), which will translate into PLN 3.6 million throughout 2021.

	2017	2018	2019	2020P	2021P	2022P	2023P	2024P
Revenues [mln PLN]	20,5	20,1	16,7	25,7	47,9	52,3	74,7	78,3
EBITDA [mln PLN]	-4,3	-12,4	-8,2	17,0	20,4	22,2	30,5	33,3
EBIT [mln PLN]	-4,8	-12,9	-14,4	10,0	14,0	15,1	22,4	24,4
Gross income [mln PLN]	-4,3	-13,2	-14,4	10,2	13,5	14,7	21,9	24,0
Net income [mln PLN]	-3,6	-10,5	-13,7	8,2	12,2	13,2	19,7	21,6
P/BV	6,0	6,1	10,0	7,2	5,4	4,1	3,0	2,3
P/E	-	-	-	25,7	18,5	17,0	11,4	10,4
EV/EBITDA	-	-	-	12,5	11,0	10,1	7,4	6,7
EV/EBIT	-	-	-	21,2	16,1	14,8	10,0	9,2
DPS	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0
DY	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

The report was prepared by Dom Maklerski BDM at the request of the WSE as part of the Exchange's Analytical Coverage Support Programme



(PREVIOUS: BUY)

### **TARGET PRICE 22,5 PLN**

16 APRIL 2021, 07:00 CEST

Target price [PLN]	22,5
Price upside/downside	27%
Cost of capital	10%
Price [PLN]	17,8
Market cap [mln PLN]	211,8
Shares mln. szt.]	11,9
Max. price 6M [PLN]	18,0
Min. price 6m [PLN]	8,1
Rate of return 3M	64,1%
Rate of return 6M	97,8%
Rate of return 9M	122,5%
Shareholders (% of votes):	
Shareholders' agreement	19,9%
Greenlight FIZ AN	13,1%
Nationale-Nederlanden OFE	11,8%
Aviva Investors Poland TFI	10,0%
Robert Mikuszewski	5,5%
Adrian Dębowski	5,5%
Remainder	34,3%

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Val	uation	summary

	Share	Valuation
DCF valution	100%	22,5
Peer valuation	0%	26,6
Target price [PLN]	2:	2,5

Source: BDM S.A.

DCF		

	2021P	2022P	2023P	2024P	2025P	2026P	2027P	2028P	2029P	2030P
Revenues [mln PLN]	47,9	52,3	74,7	78,3	92,1	89,8	106,4	106,3	117,4	112,5
EBIT [min PLN]	14,0	15,1	22,4	24,4	30,1	30,9	38,1	38,7	43,2	42,5
Tax rate	10,0%	10,0%	10,0%	10,0%	10,0%	10,0%	10,0%	10,0%	10,0%	10,0%
Tax on EBIT [mln PLN]	1,4	1,5	2,2	2,4	3,0	3,1	3,8	3,9	4,3	4,2
NOPLAT [mln PLN]	12,6	13,6	20,1	22,0	27,1	27,8	34,3	34,8	38,9	38,2
Amortization [mln PLN]	1,5	2,2	2,8	2,8	2,6	2,5	2,3	2,2	2,0	1,9
CAPEX [mln PLN]	-3,7	-4,4	-4,0	-2,3	-2,1	-2,0	-1,8	-1,7	-1,5	-1,4
Purchase of investmen[mln PLN]	-6,0	-5,7	-7,2	-5,0	-5,6	-4,8	-6,1	-4,9	-5,5	-4,4
Working capital movement [mln PLN]	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0
FCF [min PLN]	4,4	5,7	11,8	17,5	22,0	23,5	28,6	30,4	33,9	34,3
DFCF [mln PLN]	4,1	4,8	9,0	12,2	13,9	13,5	14,9	14,4	14,5	13,4
Total DFCF [mln PLN]	114,8									

Terminal value [mln PLN] 410,0 Discounted terminal value [mln PLN] 159,6 Enterprise value [mln PLN] 274,4 Net debt 2020 [mln PLN] -10,3 Dividend 2021 [mln PLN] 0,0 Own shares [mln PLN] 0.0 Equity value [mln PLN] 284,7 Number of shares [mln] 12,6 Value per share [PLN] 22,5

Terminal growth rate: 3,0%

10,2%

WACC calculation										
	2021P	2022P	2023P	2024P	2025P	2026P	2027P	2028P	2029P	2030P
Risk-free rate	3,0%	3,0%	3,0%	3,0%	3,0%	3,0%	3,0%	3,0%	3,0%	3,0%
Risk premium	6,0%	6,0%	6,0%	6,0%	6,0%	6,0%	6,0%	6,0%	6,0%	6,0%
Beta	1,20	1,20	1,20	1,20	1,20	1,20	1,20	1,20	1,20	1,20
Credit premium	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%
Cost of equity	10,2%	10,2%	10,2%	10,2%	10,2%	10,2%	10,2%	10,2%	10,2%	10,2%
Contribution of equity	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
Cost of debt after tax	4,1%	4,1%	4,1%	4,1%	4,1%	4,1%	4,1%	4,1%	4,1%	4,1%
Contribution of debt	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

Source: BDM S.A.

Sensivity analysis

	Terminal growth rate Terminal growth rate			Beta										
		2,5%	3,0%	3,5%			2,5%	3,0%	3,5%			1,1	1,2	1,3
	1,1	23,7	24,8	26,0	Risk	5,0%	26,0	27,4	29,0	Risk	5,0%	28,9	27,4	26,1
beta	1,2	21,7	22,5	23,6	premium	6,0%	21,7	22,5	23,6	premium	6,0%	23,7	22,5	21,6
	1,3	20,0	20,7	21,5		7,0%	18,5	19,1	19,8		7,0%	20,0	19,1	18,3

Source: BDM S.A.

## Peer valuation

		P/E			EV/EBITDA	
	2021	2022	2023	2021	2022	2023
11 bit studios	71,8	27,4	10,1	42,5	17,7	6,9
PlayWay	64,2	-	-	8,0	18,0	-
Ten Square Games	16,2	13,7	13,2	13,5	11,3	10,0
CD Projekt	22,1	24,4	27,0	15,5	16,7	16,8
Median	23,3	22,6	16,7	15,5	16,7	11,4
Artifex Mundi	18,7	17,2	11,5	11,2	10,2	7,4
Premium/discount	80,2%	75,9%	-30,9%	72,2%	61,1%	-34,8%
Valuation [PLN/share]	22,4	23,7	26,0	26,1	31,1	30,1
Year's contribution	33%	33%	33%	33%	33%	33%
Average valuation [PLN/share]		24,0			29,1	
Multiple's contribution		50%			50%	
Value per share [PLN]	20	5,6		•		

Main risks: 1) The risk of diversified and unforeseen demand for different products 2) The risk related to possible delays in game production 3) Risk related to the loss of key employees 4) Risk related to difficulties in acquiring experienced employees 5)The risk related to the possible failure of IT systems, telecommunications infrastructure and servers 6) The risk related to the competitive environment 7) Risk related to the development of new technologies and industry 8)Risk of volatility of foreign exchange rates 9) The risk related to the new Apple privacy policy – iOS 14.0.

10,2%

10,2%

Source: BDM S.A., Bloomberg



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#### Ratings and price targets history:

rating	price target	previous rating	previous target price	report date	report date (hour)	price	WIG
Buy	22,5	Buy	13,9	16.04.2021*	07:00 CEST	17,80	60 280
Buy	13,9	Buy	13,6	19.10.2020*	07:00 CEST	9,00	48 210
Buy	13,6	-	-	10.08.2020*	07:00 CEST	9,12	51 732

<sup>\*</sup> The report was prepared by Dom Maklerski BDM at the request of the WSE as part of the Exchange's Analytical Coverage Support Programme



#### **Explanations of terminology:**

EBIT - earnings before interest and tax

 ${\tt EBITDA-earnings\ before\ interest,\ taxes,\ depreciation,\ and\ amortization}$ 

Net debt – interest bearing debt minus cash and equivalents

WACC - weighted average cost of capital

CAGR - cumulative average annual growth

EPS - earnings per share

DPS - dividend per share

CEPS - net profit plus depreciation per share

EV - market capitalization plus interest bearing debt minus cash and equivalents

EV/S - market capitalization / sales

EV/EBITDA – EV / sales

P/EBIT – market capitalization / EBIT

MC/S — market capitalization / sales

P/E — market capitalization / net profit

P/BV — market capitalization / book value

P/CE - market capitalization / net profit plus depreciation

ROE - net profit / equity

ROA - net income / assets

Gross margin - gross profit on sales / sales

EBITDA margin – EBITDA / sales EBIT margin – EBIT / sales

Net margin – net profit / sales

#### The strengths and weaknesses of the valuation methods used in the report:

DCF – the most popular and the most effective of the valuation methods - it is based on the discounting of future cash flows generated by the company. The disadvantage is the high sensitivity to changes in the basic financial parameters forecast in the model (interest rates, exchange rates, profits, residual value).

DDM – the method is based on discounting future cash flows from dividends. The advantage of the valuation is the inclusion of future financial results and cash flows from dividends. The main disadvantages are the high sensitivity to changes in the basic financial parameters forecasted in the model (capital cost, profits, residual value) and the risk of changing the dividend payment policy.

Comparative – the method is based on current and forecasted market multipliers of companies from the industry or related industries, which better than DCF shows the current market situation. The main disadvantages are the difficulty in choosing the right companies for comparison, the risk of ineffective valuation of companies compared at a given moment, as well as high volatility (along with price fluctuations).

#### **Explanation of ratings:**

Buy – we believe that the security will reach the target price in the recommended period, which significantly exceeds the current market price (at least + 15%);

Accumulate – we believe that the security will reach the target price in the recommended period, which exceeds the current market price (in the range of +5 to + 14.99%);

Hold — we believe that a security in the recommended period will fluctuate around the target price, which is close to the current market price (in the range from -4.99% to + 4.99%);

Reduce - we believe that the security will reach the target price in the recommended period, which is lower than the market price (range of decline from 5% to 14.99%); Sell – we believe that a security in the recommended period will reach the target price, which is significantly

lower than the market price (suggested erosion of the value exceeds 15%). Target price – the theoretical price which, in our opinion, should reach a security in the recommended period; This price is the result of the company's value (eg based on DCF, comparative and other valuations), market conditions and the industry as well as other factors subjectively considered by the analyst.

Recommendations made by BDM are binding for 12 months from the issue date or until the target level is reached, unless they are updated during this period of time.

#### Distribution of BDM's recommendations in 2Q'21\*:

. distribution of BDM's recommendations for the companies which BDM has supplied with investment banking services within the last 12 months

	numbers	%	numbers	%
Buy	1	100%	0	0%
Accumulate	0	0%	0	0%
Hold	0	0%	0	0%
Reduce	0	0%	0	0%
Sell	0	0%	0	0%

<sup>\*</sup> detailed list of all analytical reports (recommendations) published by BDM during the last 12 months  $and\ information\ on\ the\ numbers\ of\ issuers\ to\ which\ BDM\ has\ supplied\ services\ of\ investment\ firms\ set$ out in Sections A and B of Annex I to Directive 2014/65/EU is included in a cyclical "Monthly Report" or at www.bdm.pl



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The report constitutes an investment research within the meaning of art. 36 §1 of Commission Delegated Regulation (EU) 2017/565.
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The prices of the financial instruments listed in the document have been taken from the real-time pricing as provided by Bloomberg. Data concerning financial instrument prices used in the report could be

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- The issuer does not hold shares exceeding 5 % of the BDM issued share capital,
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