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

			2021	2022	
Price [PLN]	23,0	P/E	4,8	4,4	<u>Analyst:</u> Krzysztof Pado
MC [PLN m]	525,2	EV/EBITDA	4,7	2,7	krzysztof.pado@bdm.pl
MC adj. [PLN m]*	497,7	EV/EBIT	6,9	3,5	tel.: (+48) 512 338 250
		P/BV	0,8	0,7	

Last recommendation BDM: ACCUMULATE with target price 28,8 PLN/share (2023/05/08) LINK

Q1'23 results [PLN m]

* adjusted for own share:

	Q1'22	Q1'23	у/у	Q1'23F BDM	dev.
Sales	421,6	412,2	-2,2%	413,1	-0,2%
Gross profit	135,2	119,3	-11,7%	125,1	-4,6%
Profit on sales	31,7	1,9	-93,9%	19,2	-89,9%
Other operating activity net	-5,9	-1,5		-1,0	
EBITDA	36,8	9,9	-73,0%	29,8	-66,6%
EBIT	25,8	0,4	-98,4%	18,2	-97,7%
Profit before tax	28,8	-4,2		13,9	
Net profit	25,0	-5,1		11,1	
Gross margin	32,1%	28,9%		30,3%	
EBITDA margin	8,7%	2,4%		7,2%	
EBIT margin	6,1%	0,1%		4,4%	
Net margin	5,9%	-1,2%		2,7%	

Source: BDM S.A., company

- Q1'23 revenue was PLN 412.2m (-2% y/y), in line with our expectations. Management signalled at the last earnings conference call that 1H'23 may not look optimistic.
- Gross margin (28.9%) at a noticeably weaker level y/y we had assumed a y/y decline, but it is larger than we had assumed. The company argues for the decline with higher raw material and energy costs and falling volumes. We note that the raw material cost base will start to become less demanding from Q2'23 onwards.
- The ratio of SG&A costs to revenue has increased markedly y/y (a sizable increase in cost of sales on lower volumes).
- Impact of the balance of other operating activities in Q1'22 at: PLN -1.5 million.
- EBITDA amounted to PLN 9.9m in Q1'23 (vs. PLN 36.8m a year ago). The result was much weaker than we had anticipated (due to weak margins and high SG&A expenses). Lowest EBITDA in Q1 since 2018.
- Financial activities with a negative impact of PLN -5.4m (significant impact of foreign exchange).
- Net result in Q1'23 at PLN -5.1m
- Operating cash flow was PLN -76m in Q1'23 (significant increase in receivables). CAPEX: PLN 13m.
- The Company had net debt of PLN 126m (PLN 76m after adjusting for loans to related parties).
- As at the balance sheet date, inventories located in the 'conflict region' amounted to PLN 57m and receivables from customers from unrelated companies in the region amounted to PLN 23m.

BDM Comment: The company's Q1'23 results are clearly below our expectations, despite our assumption that the results of Q1'22 could not be repeated. The gross margin fell more sharply than we expected, and SG&A costs rose sharply despite the decline in sales volumes. Management signalled at the last earnings conference call that 1H'23 may not look optimistic. It should also be taken into account that usually Q1 and Q4 are seasonally weak for the company and the strong results in Q1'22 and Q1'21 were rather a deviation from the norm. We assume that the demand environment for the company may continue to be challenging in the coming periods, while we expect cost pressures to ease (raw material prices in many categories are already clearly lower y/y, relatively high MDI prices in Europe remain a challenge). Our last forecast for 2023 was for PLN 151m EBITDA (vs. PLN 199m in 2022) - its realization will now largely depend on H2'23 (the base in Q2'23 will not be as demanding as in Q1'23, while Q3'22 was very strong in 2022, and Q4'22 recognized a one-off on the bank settlement). The company is not holding an earnings conference call, nor has there been a traditional earnings press release on the website to date. For the last four quarters' results, EV/EBITDA=3.6x, P/E=6.1x.



ANALYST COMMENT – SELENA FM Q1'23 RESULTS

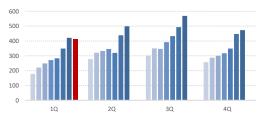
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Results in previous quarters [PLN m]

	Q1'19	Q2'19	Q3'19	Q4'19	Q1'20	Q2'20	Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22	Q3'22	Q4'22	Q1'23
Sales	271,1	346,1	391,8	317,6	282,7	319,5	433,3	349,2	349,5	438,2	493,1	447,6	421,6	499,2	569,0	473,5	412,2
Parent company													44,9				50,2
Production in Poland													1,8				1,8
Distribution in Poland													96,6				83,1
Western Europe													106,0				114,6
Eastern Europe and Asia													86,1				95,7
North and South America													40,5				31,9
Other countries													45,7				34,9
Adjustments													0,0				0,0
Gross profit	84,7	110,3	119,7	82,8	90,6	112,3	155,9	109,3	104,1	124,3	137,8	113,6	135,2	141,5	185,1	129,1	119,3
SG&A	73,5	81,7	82,6	87,0	79,7	80,3	89,3	93,4	86,0	98,8	104,2	107,4	103,5	114,5	118,2	116,8	117,4
Other operat. activity net	-1,0	-4,1	-7,3	3,3	-1,7	2,9	-0,3	1,1	1,7	3,0	2,8	1,9	-5,9	0,2	0,7	20,7	-1,5
EBITDA	19,3	34,2	39,4	8,9	18,8	43,8	76,0	27,1	30,3	39,5	47,8	19,2	36,8	38,8	79,4	44,2	9,9
Parent company													9,9				10,2
Production in Poland													22,1				24,5
Distribution in Poland													7,8				2,7
Western Europe													12,5				6,5
Eastern Europe and Asia													14,2				8,5
North and South America													5,2				0,7
Other countries													0,2				3,3
Adjustments													-35,0				-46,4
EBIT	10,2	24,5	29,8	-0,9	9,1	34,9	66,2	16,9	19,8	28,4	36,5	8,0	25,8	27,2	67,6	33,1	0,4
Net financial activity	-1,1	-3,2	3,1	-5,9	-3,7	-3,9	-7,1	-18,6	1,8	-1,8	-0,9	-5,9	2,3	3,1	-8,0	-19,9	-5,4
Profit before tax	9,1	21,7	32,9	-6,8	5,4	31,5	59,1	-0,7	21,6	27,8	37,8	1,3	28,8	30,9	60,3	14,2	-4,2
Net profit	6,1	14,6	26,2	-7,3	5,2	26,1	44,3	0,7	17,5	22,3	31,1	31,8	25,0	23,4	46,4	17,3	-5,1
OCF	12,1	23,4	35,5	65,0	-5,5	8,6	60,9	48,2	-9,5	-35,6	-33,9	48,8	-23,1	-31,9	103,7	141,1	-75,9
Net debt	137,7	126,4	98,7	72,9	74,6	73,8	24,5	32,2	49,6	97,1	145,4	138,9	175,6	257,0	161,6	34,2	126,1
Net debt adj.	137,7	126,4	98,7	72,9	74,6	73,8	24,5	-9,9	6,4	52,0	99,3	90,7	119,6	198,7	107,6	-17,8	76,3
Sales change y/y	9,2%	4,2%	12,9%	5,7%	4,3%	-7,7%	10,6%	10,0%	23,6%	37,2%	13,8%	28,2%	20,6%	13,9%	15,4%	5,8%	-2,2%
Parent company																	11,8%
Production in Poland																	-3,7%
Distribution in Poland																	-13,9%
Western Europe																	8,1%
Eastern Europe and Asia																	11,1%
North and South America																	-21,2%
Other countries																	-23,5%
Gross margin	31,3%	31,9%	30,5%	26,1%	32,0%	35,2%	36,0%	31,3%	29,8%	28,4%	28,0%	25,4%	32,1%	28,3%	32,5%	27,3%	28,9%
S&GA/sales	27,1%	23,6%	21,1%	27,4%	28,2%	25,1%	20,6%	26,8%	24,6%	22,5%	21,1%	24,0%	24,5%	22,9%	20,8%	24,7%	28,5%
EBITDA margin	7,1%	9,9%	10,1%	2,8%	6,6%	13,7%	17,5%	7,7%	8,7%	9,0%	9,7%	4,3%	8,7%	7,8%	14,0%	9,3%	2,4%
EBIT margin	3,8%	7,1%	7,6%	-0,3%	3,2%	10,9%	15,3%	4,8%	5,7%	6,5%	7,4%	1,8%	6,1%	5,4%	11,9%	7,0%	0,1%
Net margin	2,2%	4,2%	6,7%	-2,3%	1,8%	8,2%	10,2%	0,2%	5,0%	5,1%	6,3%	7,1%	5,9%	4,7%	8,2%	3,6%	-1,2%
P/E	14,3	14,5	10,5	13,3	13,6	10,5	7,7	6,9	5,6	5,9	6,9	4,8	4,5	4,5	3,9	4,4	6,1
EV/EBITDA	7,2	6,4	6,0	5,9	5,9	5,4	3,7	3,4	3,1	3,4	4,4	4,7	4,7	5,3	3,8	2,7	3,6
EV/EBITDA adj.	7,2	6,4	6,0	5,9	5,9	5,4	3,7	3,1	2,8	3,2	4,1	4,3	4,3	4,9	3,5	2,4	3,3

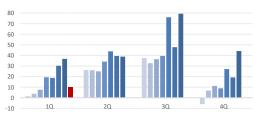
Source: Dom Maklerski BDM S.A., company

Sales [PLN m]



2016 2017 2018 2019 2020 2021 2022 2023

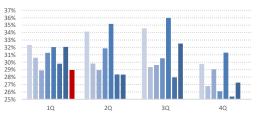
Source: Dom Maklerski BDM S.A., company EBITDA [PLN m]



2016 2017 2018 2019 2020 2021 2022 2023

Source: Dom Maklerski BDM S.A., company

Gross margin



^{■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023}

Source: Dom Maklerski BDM S.A., company EBITDA adj. [PLN m]



Source: Dom Maklerski BDM S.A., company



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Explanations of terminology:

EBIT - earnings before interest and tax 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

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.

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Ratings and price targets history

rating	price	previous	previous target	report	report date	-	WIG
raung	target	rating	price	date	(hour)	price	wig
Accumulate	28,8	Buy	28,8	08.05.2023*	11:35 CEST	27,00	63 055
Buy	28,8	Accumulate	22,0	25.11.2022*	12:15 CEST	22,10	56 028
Accumulate	22,0	Buy	30,0	05.10.2022*	14:45 CEST	19,35	47 830
Buy	30,0	Buy	44,3	27.06.2022*	07:00 CEST	22,20	53 014
Buy	44,3			07.09.2021*	17:30 CEST	28,00	71 799
Buy	16,5	Buy	14,4	31.05.2019	09:20 CEST	11,50	57 187
Buy	14,4	Sell	15,4	25.02.2019	09:35 CEST	9,45	60 454
Sell	15,4	Buy	21,3	11.09.2017	11:55 CEST	19,7	64 990
Buy	21,3	Buy	18,8	15.07.2016	08:49 CEST	17,05	45 246
Buy	18,8	Hold	22,3	15.02.2016		15,0	43 849
Hold	22,3	Buy	26,4	06.07.2015		20,3	52 467
Buy	26,4	Suspended		16.02.2015		18,3	52 561
Suspended	-	Accumulate	19,3	09.08.2012		5,83	41 254
Accumulate	19,3	Hold	20,5	13.06.2011		16,51	49 121
Hold	20,5	Reduce	17,0	06.04.2011		19,64	50 248
Reduce	17,0	Accumulate	17,0	10.12.2010		18,45	47 398
Accumulate	17,0	Buy	14,3	07.04.2010		15,1	43 500
Buy	14,3	Buy	18,7	15.10.2009		11,5	37 300
Buy	18,7			30.07.2008		14,5	42 416

* The report was prepared by Dom Maklerski BDM at the request of the WSE as part of the Exchange's Analytical -- the author of the reports of Selena in 2008-2019 and from 10'2022 is Krzysztof Pado
-- the author of the reports on Selena in 2021-06'2022 was Krzystian Brymora

Distribution of BDM's recommendations in Q2'23*:

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

number	%	number	%
7	54%	0	0%
2	15%	0	0%
4	31%	0	0%
0	0%	0	0%
0	0%	0	0%
	7 2 4 0	7 54% 2 15% 4 31% 0 0%	7 54% 0 2 15% 0 4 31% 0 0 0% 0

at https://www.bdm.pl/analizy-i-informacje/analizy/historia-rekomendacji



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A Legal note:

This report (hereinafter also referred to as an analysis, a document) has been prepared in compliance with Regulation (EU) No. 596/2014 of the European Parliament and of the Council of 16 April 2014 (on market abuse), Commission Delegated Regulation (EU) 2016/958 and Commission Delegated Regulation (EU) 2017/565. The report constitutes an investment research within the meaning of art. 36 §1 of Commission Delegated Regulation (EU) 2017/565.

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For the first time this report has been made available to the public on 26.05.2023 (10:32 CEST). Date of preparing the report is the date of making it accessible. Before the recommendation was made accessible, information included in it had been confidential.

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 loaded to 24 hours before the moment of completing the report. Detailed list of all analytical reports (recommendations) published by BDM during the last 12 months is included in a cyclical "Monthly Report".

In the opinion of BDM this report has been prepared observing principles of methodological correctness and objectivity on the basis of sources available to the public which BDM considers reliable. The sources of information used in recommendation are all data related to financial instruments concerned and available to an analyst, including current and periodic reports of the company, current and periodic reports of entities used for comparative valuation, business reports, press releases and other. However, BDM S.A., in no case, guarantees the accuracy and completeness of this report, in particular should sources on the basis of which the report was prepared prove to be inaccurate, incomplete or not fully consistent with the facts. The forecasts presented in the report are solely based on the analysis made by BDM without consultations with companies or other entities and are based on a number of assumptions which could prove to be wrong in the future. BDM does not guarantee that the presented forecasts will prove right.

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The report was not transferred to the issuer prior to its publication.

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- BDM states and assures that BDM is involved financially in financial instruments of the Issuer. • BDM is not a holder of net long or short positions exceeding the threshold of 0,5 % of the total issued share capital of the issuer,
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- The issuer does not hold shares exceeding 5 % of the BDM issued share capital,
- BDM is not a market maker or liquidity provider in the financial instruments of the issuer
- BDM has not been lead manager or colead manager over the previous 12 months of any publicly disclosed offer of financial instruments of the issuer,

BDM is not a party to an agreement with the issuer relating to the provision of investment banking services pursuant to art. 69 §2 and 4 of the Act on Trading in Financial Instruments dated 25th July 2005

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- BDM is not a party to an agreement with the issuer relating to the production of the recommendation,
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- There are no significant connections between BDM or its related affiliates and the issuer of financial instruments
- The person affiliated with BDM who was involved in the preparation of recommendations did not receive or purchase the shares of the issuer, to whom the recommendation relates directly or indirectly, prior to public offering of such shares,
- The person affiliated with BDM who was involved in the preparation of recommendations declares that they respect internal regulations and are subject to organizational and technical solutions and information barriers established by BDM to eliminate any conflicts of interest concerning recommendations and to avoid them,
- The person affiliated with BDM who was involved in the preparation of recommendations are observed unany form by the issuer, to whom the recommendation relates directly or indirectly, or was not directly connected with any possible transactions concerning services defined in art. 69 §2 and 4 of the Act on Trading in Financial Instruments dated 25th July 2005.
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