

Zalando SE

Germany | Retail | MCap EUR 6,695m

24 June 2022

UPDATE



Profit warning as Zalando dismisses its previous FY 22 outlook – PT down

What's it all about?

Zalando dismissed its previous outlook for FY 22 given further decrease in the EU consumer confidence index. Also, Zalando expects the duration and intensity of the macroeconomic challenges to remain stronger for a longer period, which is why the company is no longer expecting a rebound in H2 22. Instead, FY outlook has been significantly revised across the board now expecting revenue growth between 0-3% to EUR 10.4-10.7bn (previously lower end of the range of 12-19%) and an adjusted EBIT of EUR 180-260m (previously lower end of EUR 430m-510m). While we have anticipated a persistence of the weak consumer sentiment in our last update dated June 14, we have been surprised about the severity of the cut in guidance. We adjust our model accordingly, which yields a new PT of EUR 50.00 (old EUR 69.00). Still remains BUY on long-term fundamentals.

BUY (BUY)

Target price	EUR 50.00 (69.00)
Current price	EUR 25.54
Up/downside	95.8%

 **ResearchHub**

MAIN AUTHOR

Alexander Zienkiewicz

a.zienkiewicz@alsterresearch.com

+49 40 309 293-56

Zalando SE

Germany | Retail | MCap EUR 6,695m | EV EUR 5,932m

BUY (BUY)

Target price EUR 50.00 (69.00)
Current price EUR 25.54
Up/downside 95.8%

MAIN AUTHOR

Alexander Zienkiewicz
a.zienkiewicz@alsterresearch.com
+49 40 309 293-56

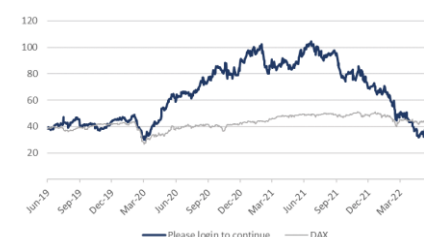
Profit warning as Zalando dismisses its previous FY 22 outlook

Yesterday, after market closing, Zalando issued a profit warning by dismissing its previous FY 22 outlook on the basis of further deterioration of macroeconomic conditions. In our last update on June 14 ([link](#)) we already hinted towards persisting headwinds due to muted consumer sentiment and supply chain bottlenecks, likely hitting the company's top and bottom line.

Q2 22 below consensus estimates In its previous outlook, from early May, Zalando pointed to the lower end of the FY guidance based on anticipated challenges but also early signs of a potential recovery. However, with consumer sentiment hitting new lows, management now expects macroeconomic challenges to be longer lasting and more intense than previously anticipated. For Q2 22, management expects Gross Merchandise Volume (GMV) growth, revenue growth and adjusted EBIT to be significantly below consensus estimates of 5% GMV growth, 1.5% revenue growth, and a EUR 104m adjusted EBIT. Still, Zalando expects Q2 to remain profitable on an EPS level.

FY 22 outlook reduced As the company no longer assumes that consumer confidence will rebound in the short-term, it is updating its guidance for the FY 22, now expecting GMV to grow between 3-7% to EUR 14.8-15.3bn, revenue growth between 0-3% to EUR 10.4-10.7bn (previously lower end of the range of 12-19%) and an adjusted EBIT of EUR 180-260m (previously lower end of EUR 430m-510m). Likewise, Zalando cuts back on its growth capex – from EUR 400-500m previously to now EUR 350-400m.

Conclusion. After stellar performances during the pandemic in 20 and 21, Zalando is facing an increasingly challenging environment, including rising interest rates, suppressed consumer sentiment, excess inventories and elevated logistics costs. All of these headwinds are likely to last longer as macroeconomic conditions show no sign of improvements. In contrast, the duration and intensity of the macroeconomic challenges seem to be severe, prompting us to further cut our model assumptions. Consequently, we lower our PT to EUR 50.00 (old EUR 69.00), but confirm our BUY, as we are convinced about the long-term quality and growth outlook for the company.



Source: Company data, AlsterResearch

High/low 52 weeks 105.90 / 24.22
Price/Book Ratio 3.0x

Ticker / Symbols

ISIN DE000ZAL1111
WKN ZAL111
Bloomberg ZAL:GR

Changes in estimates

		Sales	EBIT	EPS
2022E	old	11.493	374	0.80
	Δ	-8.1%	-27.9%	-34.4%
2023E	old	13.447	504	1.16
	Δ	-8.1%	-13.0%	-15.1%
2024E	old	15.464	668	1.66
	Δ	-8.1%	-11.7%	-13.1%

Key share data

Number of shares: (in m pcs) 262.14
Book value per share: (in EUR) 8.61
Ø trading volume: (12 months) 500,000

Major shareholders

Baillie Gifford & Co. 11.3%
Anders Holch Povlsen 10.0%
Morgan Stanley 7.9%
Free Float 78.7%

Company description

Zalando is an online platform for fashion and lifestyle that was founded in 2008. It offers clothing, footwear, accessories and beauty products. The company is active in a multitude of business areas such as online retailing, private labels, shopping clubs and style consulting.

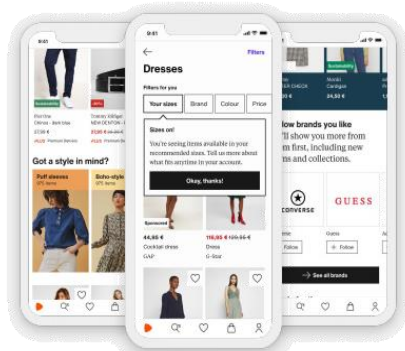
Zalando SE	2019	2020	2021	2022E	2023E	2024E
Sales	6,483	7,982	10,354	10,561	12,356	14,210
Growth yoy	20.3%	23.1%	29.7%	2.0%	17.0%	15.0%
EBITDA	361	578	660	568	802	960
EBIT	166	367	425	269	439	590
Net profit	100	226	235	137	257	378
Net debt (net cash)	-464	-908	-763	-864	-1,293	-1,762
Net debt/EBITDA	-1.3x	-1.6x	-1.2x	-1.5x	-1.6x	-1.8x
EPS reported	0.40	0.90	0.91	0.52	0.98	1.44
DPS	0.00	0.00	0.00	0.00	0.00	0.00
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gross profit margin	42.5%	42.5%	41.8%	41.5%	42.2%	42.6%
EBITDA margin	5.6%	7.2%	6.4%	5.4%	6.5%	6.8%
EBIT margin	2.6%	4.6%	4.1%	2.5%	3.5%	4.2%
ROCE	7.2%	9.2%	10.9%	6.8%	10.4%	12.8%
EV/EBITDA	17.3x	10.0x	9.0x	10.3x	6.7x	5.1x
EV/EBIT	37.6x	15.8x	14.0x	21.7x	12.3x	8.4x
PER	63.4x	28.3x	28.1x	48.9x	26.0x	17.7x
FCF yield	3.1%	6.0%	6.8%	4.9%	8.7%	10.9%

Source: Company data, AlsterResearch

Investment case in six charts

Zalando's USP

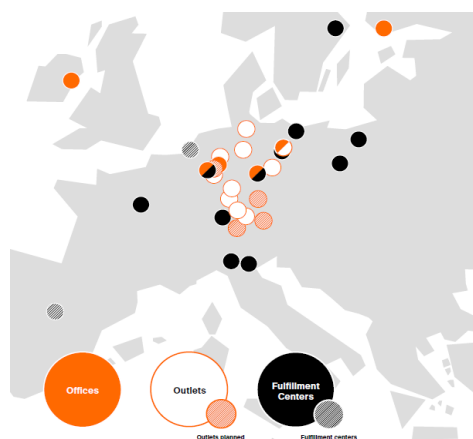
... making Zalando **THE app for fashion**



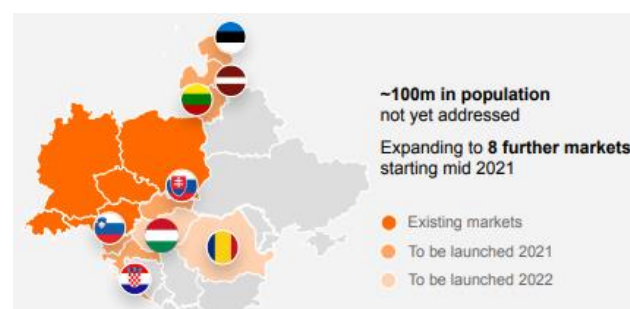
Zalando expected to be No. One



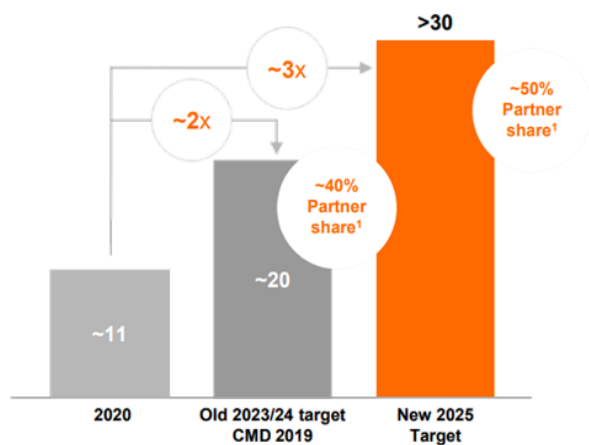
Location map Europe



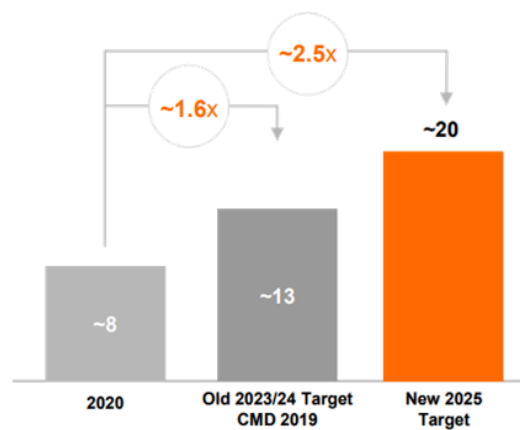
Footprint expansion



GMV growth ambition in the next 5 years...



...could result in c. EUR 20bn sales by 2025E



Source: Company Data, AlsterResearch

The DCF model results in a **fair value of EUR 50.52 per share:**

EBIT margins: The scalable business model should allow for double digit EBIT margins in the range of 10% to 13%. However, even these figures are achievable in our point of view, the earliest to reach these levels is expected in 2030 as the next 10 years stand for growth and not for profitability.

WACC. The averaged 1-, 3- and 5-year historical equity beta is calculated as 1.28. Unlevering and correcting for mean reversion yields an asset beta of 1.07. Combined with a risk free rate of 2.0% and an equity risk premium of 6.0% this yields cost of equity of 10.7%. With pre-tax cost of borrowing at 5.0%, a tax rate of 30% and target debt/equity of 0.5 this results in a long-term WACC of 8.3%.

DCF per share derived from	
Total present value	11,899
Mid-year adj. total present value	12,386
Net debt / cash at start of year	-763
Financial assets	95
Provisions and off b/s debt	na
Equity value	13,243
No. of shares outstanding	262.1
Discounted cash flow / share	50.52
upside/(downside)	97.8%
Share price	25.54

DCF avg. growth and earnings assumptions	
Planning horizon avg. revenue growth (2022E - 2029E)	10.2%
Terminal value growth (2029E - infinity)	2.0%
Terminal year ROCE	14.6%
Terminal year WACC	8.3%
Terminal WACC derived from	
Cost of borrowing (before taxes)	5.0%
Long-term tax rate	30%
Equity beta	1.28
Unlevered beta (industry or company)	1.07
Target debt / equity	0.5
Relevered beta	1.45
Risk-free rate	2.0%
Equity risk premium	6.0%
Cost of equity	10.7%

Sensitivity analysis DCF

change in WACC (%-points)	Long term growth					Share of present value	
	1.0%	1.5%	2.0%	2.5%	3.0%		
2.0%	36.0	37.2	38.6	40.1	41.8	2021E - 2024E	12.0%
1.0%	40.3	41.9	43.7	45.8	48.2	2025E - 2028E	18.6%
0.0%	45.7	47.9	50.5	53.5	57.1	terminal value	69.4%
-1.0%	52.9	56.1	59.9	64.5	70.1		
-2.0%	62.9	67.7	73.7	81.2	91.0		

Source: AlsterResearch

Due to the fact that companies rarely bear sufficient resemblance to peers in terms of geographical exposure, size or competitive strength and in order to adjust for the pitfalls of weak long-term visibility, an Adjusted Free Cash Flow analysis (Adjusted FCF) has been conducted.

The adjusted Free Cash Flow Yield results in a fair value between EUR 29.20 per share based on 2022E and 67.75 EUR per share on 2026E estimates. For the sake of completeness, the FCF model is presented here. However, the company is in a strong growth phase. Six markets were added in 2021 and two will follow in 2022. For FY22 CAPEX is guided with EUR 350-400m. The FCF model has only extremely limited informative value, which is why we only use the DCF model for valuation.

The main driver of this model is the level of return available to a controlling investor, influenced by the cost of that investors' capital (opportunity costs) and the purchase price – in this case the enterprise value of the company. Here, the adjusted FCF yield is used as a proxy for the required return and is defined as EBITDA less minority interest, taxes and investments required to maintain existing assets (maintenance capex).

FCF yield in EURm	2022E	2023E	2024E	2025E	2026E
EBITDA	568	802	960	1,125	1,224
- Maintenance capex	125	155	154	163	168
- Minorities	0	0	0	0	0
- tax expenses	61	110	141	198	220
= Adjusted Free Cash Flow	382	536	666	763	836
Actual Market Cap	6,695	6,695	6,695	6,695	6,695
+ Net debt (cash)	-864	-1,293	-1,762	-2,292	-3,001
+ Pension provisions	0	0	0	0	0
+ Off balance sheet financing	0	0	0	0	0
- Financial assets	95	95	95	95	95
- Acc. dividend payments	0	0	0	0	0
<i>EV Reconciliations</i>	-959	-1,388	-1,857	-2,387	-3,096
= Actual EV'	5,736	5,307	4,838	4,308	3,599
Adjusted RW_FCF yield	6.7%	10.1%	13.8%	17.7%	23.2%
base hurdle rate	6.0%	6.0%	6.0%	6.0%	6.0%
ESG adjustment	0.3%	0.3%	0.3%	0.3%	0.3%
adjusted hurdle rate	5.7%	5.7%	5.7%	5.7%	5.7%
Fair EV	6,695	9,412	11,678	13,392	14,663
- <i>EV Reconciliations</i>	-959	-1,388	-1,857	-2,387	-3,096
Fair Market Cap	7,655	10,800	13,536	15,779	17,759
No. of shares (million)	262	262	262	262	262
Fair value per share in EUR	29.20	41.20	51.64	60.20	67.75
Premium (-) / discount (+)	14.3%	61.3%	102.2%	135.7%	165.3%

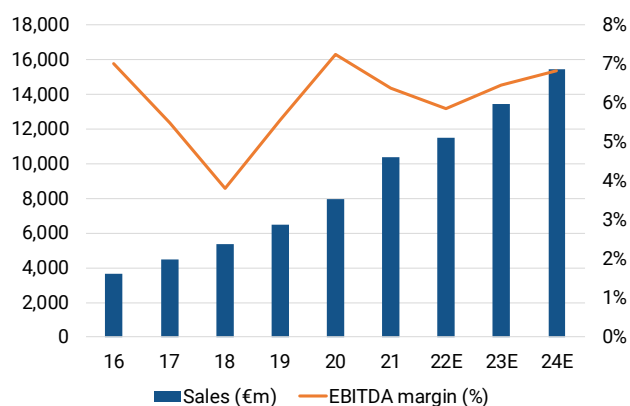
Sensitivity analysis fair value					
Adjusted hurdle rate	3.7%	43	61	76	88
	4.7%	35	49	61	71
	5.7%	29	41	52	60
	6.7%	25	36	45	53
	7.7%	23	32	40	47

Source: Company data; AlsterResearch

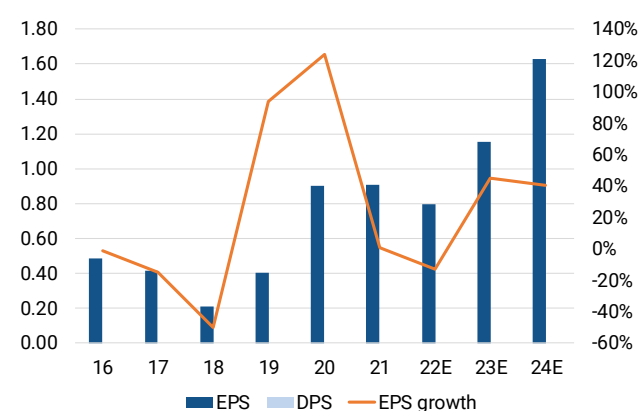
Simply put, the model assumes that investors require companies to generate a minimum return on the investor's purchase price. The required after-tax return equals the model's hurdle rate. Anything less suggests the stock is expensive; anything more suggests the stock is cheap. **ESG adjustments might be applicable, based on the overall Leeway ESG Score. A high score indicates high awareness for environmental, social or governance issues and thus might lower the overall risk an investment in the company might carry. A low score on the contrary might increase the risk of an investment and might therefore trigger a higher required hurdle rate.**

Financials in six charts

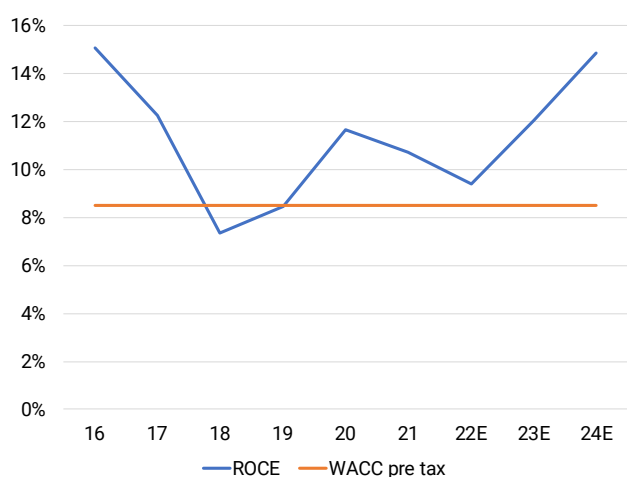
Sales vs. EBITDA margin development



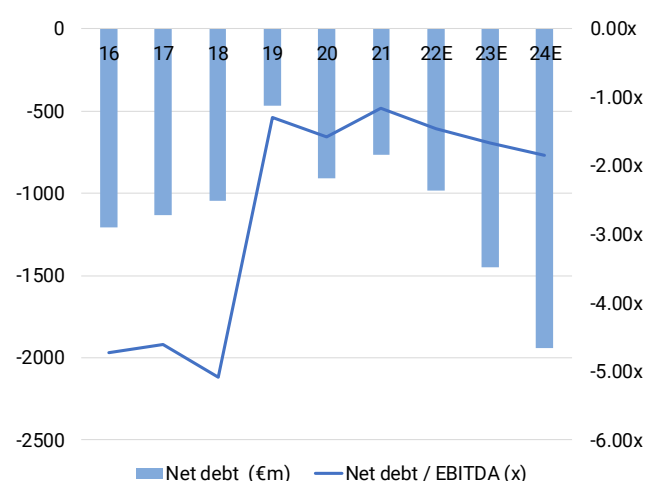
EPS, DPS in EUR & yoy EPS growth



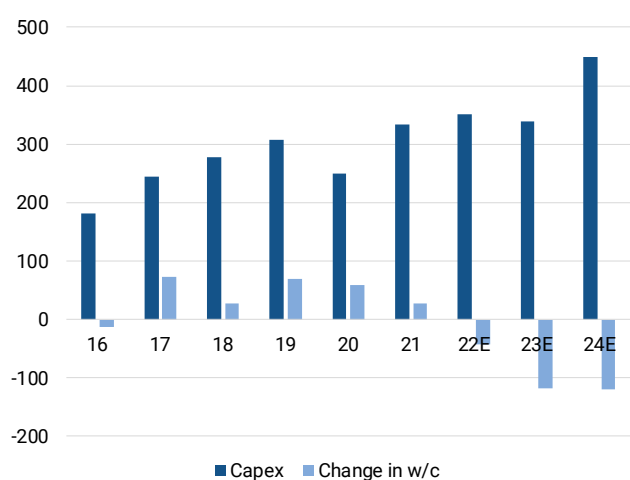
ROCE vs. WACC (pre tax)



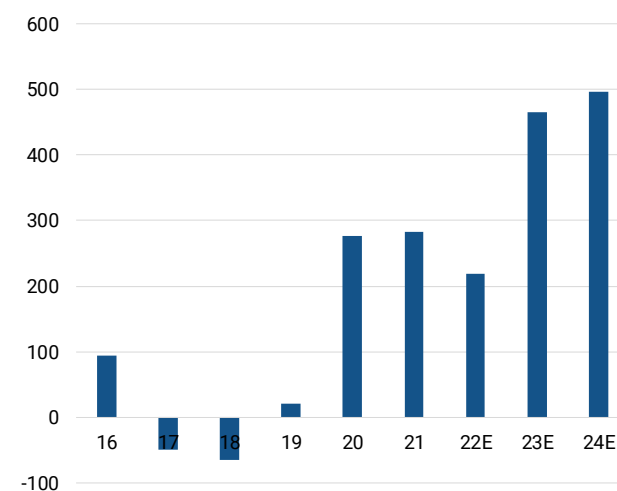
Net debt and net debt/EBITDA



Capex & chgn in w/c requirements in EURm



Free Cash Flow in EURm



Source: Company data; AlsterResearch

Financials

Profit and loss (EUR m)	2019	2020	2021	2022E	2023E	2024E
Sales	6,483	7,982	10,354	10,561	12,356	14,210
Sales growth	20.3%	23.1%	29.7%	2.0%	17.0%	15.0%
Cost of sales	3,724	4,588	6,028	6,178	7,142	8,157
Gross profit	2,758	3,394	4,326	4,383	5,214	6,053
SG&A expenses	2,594	3,035	3,923	4,119	4,782	5,471
Research and development	0	0	0	0	0	0
Other operating expenses (income)	-2	-8	-21	-5	-6	-7
EBITDA	361	578	660	568	802	960
Depreciation	133	145	171	249	309	307
EBITA	228	433	490	319	492	653
Amortisation of goodwill and intangible assets	62	66	65	49	54	63
EBIT	166	367	425	269	439	590
Financial result	-21	-49	-70	-71	-71	-71
Recurring pretax income from continuing operations	145	319	354	198	368	519
Extraordinary income/loss	0	0	0	0	0	0
Earnings before taxes	145	319	354	198	368	519
Taxes	45	92	120	61	110	141
Net income from continuing operations	100	226	235	137	257	378
Result from discontinued operations (net of tax)	0	0	0	0	0	0
Net income	100	226	235	137	257	378
Minority interest	0	0	-0	-0	-0	-0
Net profit (reported)	100	226	235	137	257	378
Average number of shares	247.60	250.50	257.60	262.14	262.14	262.14
EPS reported	0.40	0.90	0.91	0.52	0.98	1.44

Profit and loss (common size)	2019	2020	2021	2022E	2023E	2024E
Sales	100%	100%	100%	100%	100%	100%
Cost of sales	57%	57%	58%	59%	58%	57%
Gross profit	43%	43%	42%	42%	42%	43%
SG&A expenses	40%	38%	38%	39%	39%	39%
Research and development	0%	0%	0%	0%	0%	0%
Other operating expenses (income)	-0%	-0%	-0%	-0%	-0%	-0%
EBITDA	6%	7%	6%	5%	6%	7%
Depreciation	2%	2%	2%	2%	3%	2%
EBITA	4%	5%	5%	3%	4%	5%
Amortisation of goodwill and intangible assets	1%	1%	1%	0%	0%	0%
EBIT	3%	5%	4%	3%	4%	4%
Financial result	-0%	-1%	-1%	-1%	-1%	-0%
Recurring pretax income from continuing operations	2%	4%	3%	2%	3%	4%
Extraordinary income/loss	0%	0%	0%	0%	0%	0%
Earnings before taxes	2%	4%	3%	2%	3%	4%
Taxes	1%	1%	1%	1%	1%	1%
Net income from continuing operations	2%	3%	2%	1%	2%	3%
Result from discontinued operations (net of tax)	0%	0%	0%	0%	0%	0%
Net income	2%	3%	2%	1%	2%	3%
Minority interest	0%	0%	-0%	-0%	-0%	-0%
Net profit (reported)	2%	3%	2%	1%	2%	3%

Source: Company data; AlsterResearch

Balance sheet (EUR m)	2019	2020	2021	2022E	2023E	2024E
Intangible assets (exl. Goodwill)	143	180	207	255	288	310
Goodwill	49	56	56	56	56	56
Property, plant and equipment	1,234	1,290	1,544	1,547	1,463	1,482
Financial assets	64	34	95	95	95	95
FIXED ASSETS	1,491	1,560	1,901	1,953	1,902	1,943
Inventories	1,098	1,361	1,547	1,585	1,832	2,093
Accounts receivable	462	603	727	742	868	998
Other current assets	108	157	215	215	215	215
Liquid assets	1,019	2,676	2,338	2,338	2,767	3,236
Deferred taxes	0	0	0	0	0	0
Deferred charges and prepaid expenses	154	138	168	190	222	256
CURRENT ASSETS	2,842	4,935	4,996	5,071	5,905	6,798
TOTAL ASSETS	4,333	6,495	6,897	7,024	7,807	8,741
SHAREHOLDERS EQUITY	1,684	2,151	2,219	2,356	2,613	2,991
MINORITY INTEREST	-0	-0	-0	-0	-0	-0
Long-term debt	484	1,317	1,474	1,474	1,474	1,474
Provisions for pensions and similar obligations	0	0	0	0	0	0
Other provisions	59	88	107	116	135	156
Non-current liabilities	543	1,404	1,581	1,590	1,609	1,630
short-term liabilities to banks	71	451	101	0	0	0
Accounts payable	1,708	2,051	2,437	2,517	2,933	3,377
Advance payments received on orders	35	47	41	42	49	57
Other liabilities (incl. from lease and rental contracts)	169	150	258	211	247	284
Deferred taxes	11	19	34	34	34	34
Deferred income	113	222	227	275	321	369
Current liabilities	2,107	2,940	3,098	3,079	3,584	4,121
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	4,333	6,495	6,897	7,024	7,807	8,741

Balance sheet (common size)	2019	2020	2021	2022E	2023E	2024E
Intangible assets (excl. Goodwill)	3%	3%	3%	4%	4%	4%
Goodwill	1%	1%	1%	1%	1%	1%
Property, plant and equipment	28%	20%	22%	22%	19%	17%
Financial assets	1%	1%	1%	1%	1%	1%
FIXED ASSETS	34%	24%	28%	28%	24%	22%
Inventories	25%	21%	22%	23%	23%	24%
Accounts receivable	11%	9%	11%	11%	11%	11%
Other current assets	3%	2%	3%	3%	3%	2%
Liquid assets	24%	41%	34%	33%	35%	37%
Deferred taxes	0%	0%	0%	0%	0%	0%
Deferred charges and prepaid expenses	4%	2%	2%	3%	3%	3%
CURRENT ASSETS	66%	76%	72%	72%	76%	78%
TOTAL ASSETS	100%	100%	100%	100%	100%	100%
SHAREHOLDERS EQUITY	39%	33%	32%	34%	33%	34%
MINORITY INTEREST	-0%	-0%	-0%	-0%	-0%	-0%
Long-term debt	11%	20%	21%	21%	19%	17%
Provisions for pensions and similar obligations	0%	0%	0%	0%	0%	0%
Other provisions	1%	1%	2%	2%	2%	2%
Non-current liabilities	13%	22%	23%	23%	21%	19%
short-term liabilities to banks	2%	7%	1%	0%	0%	0%
Accounts payable	39%	32%	35%	36%	38%	39%
Advance payments received on orders	1%	1%	1%	1%	1%	1%
Other liabilities (incl. from lease and rental contracts)	4%	2%	4%	3%	3%	3%
Deferred taxes	0%	0%	0%	0%	0%	0%
Deferred income	3%	3%	3%	4%	4%	4%
Current liabilities	49%	45%	45%	44%	46%	47%
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	100%	100%	100%	100%	100%	100%

Source: Company data; AlsterResearch

Cash flow statement (EUR m)	2019	2020	2021	2022E	2023E	2024E
Net profit/loss	100	226	235	137	257	378
Depreciation of fixed assets (incl. leases)	133	145	171	249	309	307
Amortisation of goodwill	0	0	0	0	0	0
Amortisation of intangible assets	62	66	65	49	54	63
Others	102	149	174	9	20	20
Cash flow from operations before changes in w/c	397	586	644	444	640	769
Increase/decrease in inventory	-279	-263	-186	-38	-247	-260
Increase/decrease in accounts receivable	-67	-140	-126	-14	-126	-130
Increase/decrease in accounts payable	404	329	392	80	416	443
Increase/decrease in other w/c positions	-127	15	-108	-20	57	59
Increase/decrease in working capital	-70	-58	-28	8	100	112
Cash flow from operating activities	327	527	616	452	740	881
CAPEX	-307	-250	-333	-350	-311	-412
Payments for acquisitions	0	0	0	0	0	0
Financial investments	-6	-0	-3	0	0	0
Income from asset disposals	23	33	0	0	0	0
Cash flow from investing activities	-290	-218	-336	-350	-311	-412
Cash flow before financing	37	310	280	102	429	469
Increase/decrease in debt position	-57	1,299	-462	-101	0	0
Purchase of own shares	-39	0	-200	0	0	0
Capital measures	39	55	23	0	0	0
Dividends paid	0	0	0	0	0	0
Others	0	0	-0	0	0	0
Effects of exchange rate changes on cash	2	4	4	0	0	0
Cash flow from financing activities	-55	1,358	-636	-101	0	0
Increase/decrease in liquid assets	-19	1,668	-356	1	429	469
Liquid assets at end of period	977	2,644	2,288	2,289	2,717	3,186

Source: Company data; AlsterResearch

Regional sales split (EURm)	2019	2020	2021	2022E	2023E	2024E
Domestic	2,936	2,307	3,220	3,284	3,843	4,419
Europe (ex domestic)	3,456	5,516	6,927	7,065	8,266	9,506
The Americas	0	0	0	0	0	0
Asia	0	0	0	0	0	0
Rest of World	92	68	207	211	247	284
Total sales	6,483	7,982	10,354	10,561	12,356	14,210

Regional sales split (common size)	2019	2020	2021	2022E	2023E	2024E
Domestic	45.3%	28.9%	31.1%	31.1%	31.1%	31.1%
Europe (ex domestic)	53.3%	69.1%	66.9%	66.9%	66.9%	66.9%
The Americas	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rest of World	1.4%	0.9%	2.0%	2.0%	2.0%	2.0%
Total sales	100%	100%	100%	100%	100%	100%

Source: Company data; AlsterResearch

Ratios	2019	2020	2021	2022E	2023E	2024E
Per share data						
Earnings per share reported	0.40	0.90	0.91	0.52	0.98	1.44
Cash flow per share	0.79	1.53	1.73	1.25	2.23	2.78
Book value per share	6.80	8.59	8.61	8.99	9.97	11.41
Dividend per share	0.00	0.00	0.00	0.00	0.00	0.00
Valuation						
P/E	63.4x	28.3x	28.1x	48.9x	26.0x	17.7x
P/CF	32.5x	16.7x	14.8x	20.4x	11.4x	9.2x
P/BV	3.8x	3.0x	3.0x	2.8x	2.6x	2.2x
Dividend yield (%)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
FCF yield (%)	3.1%	6.0%	6.8%	4.9%	8.7%	10.9%
EV/Sales	1.0x	0.7x	0.6x	0.6x	0.4x	0.3x
EV/EBITDA	17.3x	10.0x	9.0x	10.3x	6.7x	5.1x
EV/EBIT	37.6x	15.8x	14.0x	21.7x	12.3x	8.4x
Income statement (EURm)						
Sales	6,483	7,982	10,354	10,561	12,356	14,210
yoy chg in %	20.3%	23.1%	29.7%	2.0%	17.0%	15.0%
Gross profit	2,758	3,394	4,326	4,383	5,214	6,053
Gross margin in %	42.5%	42.5%	41.8%	41.5%	42.2%	42.6%
EBITDA	361	578	660	568	802	960
EBITDA margin in %	5.6%	7.2%	6.4%	5.4%	6.5%	6.8%
EBIT	166	367	425	269	439	590
EBIT margin in %	2.6%	4.6%	4.1%	2.5%	3.5%	4.2%
Net profit	100	226	235	137	257	378
Cash flow statement (EURm)						
CF from operations	327	527	616	452	740	881
Capex	-307	-250	-333	-350	-311	-412
Maintenance Capex	133	145	171	125	155	154
Free cash flow	21	277	283	102	429	469
Balance sheet (EURm)						
Intangible assets	193	236	263	311	344	366
Tangible assets	1,234	1,290	1,544	1,547	1,463	1,482
Shareholders' equity	1,684	2,151	2,219	2,356	2,613	2,991
Pension provisions	0	0	0	0	0	0
Liabilities and provisions	613	1,856	1,682	1,590	1,609	1,630
Net financial debt	-464	-908	-763	-864	-1,293	-1,762
w/c requirements	-183	-134	-203	-232	-282	-343
Ratios						
ROE	5.9%	10.5%	10.6%	5.8%	9.8%	12.6%
ROCE	7.2%	9.2%	10.9%	6.8%	10.4%	12.8%
Net gearing	-27.6%	-42.2%	-34.4%	-36.7%	-49.5%	-58.9%
Net debt / EBITDA	-1.3x	-1.6x	-1.2x	-1.5x	-1.6x	-1.8x

Source: Company data; AlsterResearch

Conflicts of interest

Disclosures regarding research publications of SRH AlsterResearch AG pursuant to section 85 of the German Securities Trading Act (WpHG) and distributed in the UK under an EEA branch passport, subject to the FCA requirements on research recommendation disclosures. It is essential that any research recommendation is fairly presented and discloses interests of indicates relevant conflicts of interest. Pursuant to section 85 of the German Securities Trading Act (WpHG) a research report has to point out possible conflicts of interest in connection with the analyzed company. Further to this, under the FCA's rules on research recommendations, any conflicts of interest in connection with the recommendation must be disclosed. A conflict of interest is presumed to exist in particular if SRH AlsterResearch AG

- (1) or its affiliate(s) (either in its own right or as part of a consortium) within the past twelve months, acquired the financial instruments of the analyzed company,
- (2) has entered into an agreement on the production of the research report with the analyzed company,
- (3) or its affiliate(s) has, within the past twelve months, been party to an agreement on the provision of investment banking services with the analyzed company or have received services or a promise of services under the term of such an agreement,
- (4) or its affiliate(s) holds a) 5% or more of the share capital of the analyzed company, or b) the analyzed company holds 5% or more of the share capital of SRH AlsterResearch AG or its affiliate(s),
- (5) or its affiliate(s) holds a net long (a) or a net short (b) position of 0.5% of the outstanding share capital of the analyzed company or derivatives thereof,
- (6) or its affiliate(s) is a market maker or liquidity provider in the financial instruments of the issuer,
- (7) or the analyst has any other significant financial interests relating to the analyzed company such as, for example, exercising mandates in the interest of the analyzed company or a significant conflict of interest with respect to the issuer,
- (8) The research report has been made available to the company prior to its publication. Thereafter, only factual changes have been made to the report.

Conflicts of interest that existed at the time when this research report was published:

Company	Disclosure
Zalando SE	na

Important disclosures

1. General Information/Liabilities This research report has been produced for the information purposes of institutional investors only, and is not in any way a personal recommendation, offer or solicitation to buy or sell the financial instruments mentioned herein. The document is confidential and is made available by SRH AlsterResearch AG, exclusively to selected recipients [in DE, GB, FR, CH, US, UK, Scandinavia, and Benelux or, in individual cases, also in other countries]. A distribution to private investors in the sense of the German Securities Trading Act (WpHG) is excluded. It is not allowed to pass the research report on to persons other than the intended recipient without the permission of SRH AlsterResearch AG. Reproduction of this document, in whole or in part, is not permitted without prior permission SRH AlsterResearch AG. All rights reserved. Under no circumstances shall SRH AlsterResearch AG, any of its employees involved in the preparation, have any liability for possible errors or incompleteness of the information included in this research report – neither in relation to indirect or direct or consequential damages. Liability for damages arising either directly or as a consequence of the use of information, opinions and estimates is also excluded. Past performance of a financial instrument is not necessarily indicative of future performance.

2. Responsibilities This research report was prepared by the research analyst named on the front page (the "Producer"). The Producer is solely responsible for the views and estimates expressed in this report. The report has been prepared independently. The content of the research report was not influenced by the issuer of the analyzed financial instrument at any time. It may be possible that parts of the research report were handed out to the issuer for information purposes prior to the publication without any major amendments being made thereafter.

3. Organizational Requirements SRH AlsterResearch AG took internal organizational and regulative precautions to avoid or accordingly disclose possible conflicts of interest in connection with the preparation and distribution of the research report. All members of AlsterResearch AG involved in the preparation of the research report are subject to internal compliance regulations. No part of the Producer's compensation is directly or indirectly related to the preparation of this financial analysis. In case a research analyst or a closely related person is confronted with a conflict of interest, the research analyst is restricted from covering this company.

4. Information Concerning the Methods of Valuation/Update The determination of the fair value per share, i.e. the price target, and the resultant rating is done on the basis of the adjusted free cash flow (adj. FCF) method and on the basis of the discounted cash flow – DCF model. Furthermore, a peer group comparison is made. The adj. FCF method is based on the assumption that investors purchase assets only at a price (enterprise value) at which the operating cash flow return after taxes on this investment exceeds their opportunity costs in the form of a hurdle rate. The operating cash flow is calculated as EBITDA less maintenance capex and taxes. Within the framework of the DCF approach, the future free cash flows are calculated initially on the basis of a fictitious capital structure of 100% equity, i.e. interest and repayments on debt capital are not factored in initially. The adjustment towards the actual capital structure is done by discounting the calculated free cash flows with the weighted average cost of capital (WACC), which takes into account both the cost of equity capital and the cost of debt. After discounting, the calculated total enterprise value is reduced by the interest-bearing debt capital in order to arrive at the equity value. Detailed information on the valuation principles and methods used and the underlying assumptions can be found at <https://www.alsterresearch.com>.

SRH AlsterResearch AG uses the following three-step rating system for the analyzed companies:

- **Buy:** Sustainable upside potential of more than 10% within 12 months
- **Sell:** Sustainable downside potential of more than 10% within 12 months.
- **Hold:** Upside/downside potential is limited. No immediate catalyst visible.

NB: The ratings of SRH AlsterResearch AG are not based on a performance that is expected to be "relative" to the market.

The decision on the choice of the financial instruments analyzed in this document was solely made by SRH AlsterResearch AG. The opinions and estimates in this research report are subject to change without notice. It is within the discretion of SRH AlsterResearch AG whether and when it publishes an update to this research report, but in general updates are created on a regular basis, after 6 months at the latest. A sensitivity analysis is included and published in company's initial studies.

5. Date and time of first publication of this financial analysis
24-Jun-22 10:42:35

6. Risk information

- Stock exchange investments and investments in companies (shares) are always speculative and involve the risk of total loss.
- This is particularly true in respect of investments in companies which are not established and/or small and have no established business or corporate assets.
- Share prices may fluctuate significantly. This is particularly true for shares with low liquidity (market breadth). Even small orders can have a significant impact on the share price.
- In the case of shares in narrow markets, it may also happen that there is no or very little actual trading there and that published prices are not based on actual trading but have only been provided by a stockbroker.
- In such markets a shareholder cannot expect to find a buyer for his shares at all and/or at reasonable prices. In such narrow markets there is a very high possibility of manipulating prices and in such markets there are often considerable price fluctuations.
- An investment in shares with low liquidity and low market capitalization is therefore highly speculative and represents a very high risk.
- There is no regulated market for unlisted shares and securities and a sale is not possible or only possible on an individual basis.

7. Major Sources of Information Part of the information required for this research report was made available by the issuer of the financial instrument. Furthermore, this report is based on publicly available sources (such as, for example, Bloomberg, Reuters, VWD-Trader and the relevant daily press) believed to be reliable. SRH AlsterResearch AG has checked the information for plausibility but not for accuracy or completeness.

8. Competent Supervisory Authority SRH AlsterResearch AG are under supervision of the BaFin – German Federal Financial Supervisory Authority (Bundesanstalt für Finanzdienstleistungsaufsicht), Graurheindorfer Straße 108, 53117 Bonn and Marie-Curie-Straße 24 – 28, 60439 Frankfurt a.M. This document is distributed in the UK under a MiFID EEA branch passport and in compliance with the applicable FCA requirements.

9. Specific Comments for Recipients Outside of Germany This research report is subject to the law of the Federal Republic of Germany. The distribution of this information to other states in particular to the USA, Canada, Australia and Japan may be restricted or prohibited by the laws applicable within this state.

10. Miscellaneous According to Article 4(1) No. i of the delegated regulation 2016/958 supplementing regulation 596/2014 of the European Parliament, further information regarding investment recommendations of the last 12 months are published free of charge under <https://www.alsterresearch.com>.

Contacts

SRH AlsterResearch AG
Himmelstr. 9
22299 Hamburg

Tel: +49 40 309 293-52
E-Mail: info@alsterresearch.com

Sales

MARKUS KÖNIG-WEISS
Head of Sales
Tel: +49 40 309 293-52
E-Mail: mkw@alsterresearch.com

Team Assistant

HANNAH GABERT
Team Assistant
Tel: +49 40 309 293-53
E-Mail: h.gabert@alsterresearch.com

mwb fairtrade Wertpapierhandelsbank AG
Rottenbucher Straße 28
82166 Gräfelfing

Tel: +49 89 85852-0
Fax: +49 89 85852-505
E-Mail: info@mwbfairtrade.com

Our research can be found under

Research

HARALD HOF
Senior Analyst
Tel: +49 40 309 293-52
E-Mail: h.hof@alsterresearch.com

PRATIKSHA PATIL
Analyst
Tel: +49 40 309 293-53
E-Mail: p.patil@alsterresearch.com

KATHARINA SCHLÖTER
Analyst
Tel: +49 40 309 293-52
E-Mail: k.schloeter@alsterresearch.com

THOMAS WISSLER
Senior Analyst
Tel: +49 40 309 293-58
E-Mail: t.wissler@alsterresearch.com

DR. OLIVER WOJAHN, CFA
Senior Analyst
Tel: +49 40 309 293-55
E-Mail: o.wojahn@alsterresearch.com

ALEXANDER ZIENKOWICZ
Senior Analyst
Tel: +49 40 309 293-56
E-Mail: a.zienkowicz@alsterresearch.com

Equity Capital Markets / Trading

KAI JORDAN
Member of the Board
Tel: +49 40 36 0995-22
E-Mail: kjordan@mwbfairtrade.com

ALEXANDER DEUSS
Head of Institutional Sales
Tel: +49 40 36 0995-22
E-Mail: adeuss@mwbfairtrade.com

SASCHA GUENON
Head of Designated Sponsoring
Tel: +49 40 360 995-23
E-Mail: sguenon@mwbfairtrade.com



RESEARCH HUB	www.research-hub.de
BLOOMBERG	www.bloomberg.com
FACTSET	www.factset.com
THOMSON REUTERS / REFINITIV	www.refinitiv.com
CAPITALIQ	www.capitaliq.com