tonies SE

Luxembourg | Consumer Discretionary | MCap EUR 1,344.6m

26 August 2026

UPDATE

Conference presentation confirms positive view, BUY

BUY (BUY)

Target price	**EUR 17.25** (17.25)
Current price	EUR 11.58
Up/downside	49.0%

ResearchHub

SCAN ME

What's it all about?

At the well-attended German Select 8 conference, tonies' Head of IR, Moritz Verleger, delivered a reassuring presentation that effectively addressed market concerns over H1 profitability and cash flows. The 4PP yoy expansion in H1 Toniebox revenue share temporarily diluted margins, but scales the global installed base, laying the foundation for accelerating figurine attachment rates and sharply higher margins. Furthermore, the H1 cash drag reflects proactive inventory positioning ahead of H2 catalyst launches like Toniebox Lite, Pokémon, and Bluey, setting up a powerful cash flow reversal as holiday demand hits retail channels. With H2 EBITDA margins poised to rebound and full-year FCF set to turn positive, any temporary weakness in the stock offers a compelling buying opportunity to capture tonies' long-term profitable growth story. We confirm our BUY rating with a PT of EUR 17.25. A recording of the event is available to view here: https://research-hub.de/events/video/2026-08-25-10-00/TNIE-GR

MAIN AUTHOR
Dr. Oliver Wojahn, CFA
o.wojahn@mwb-research.com
+49 40 309 293-55

IMPORTANT. Please refer to the last page of this report for "Important disclosures" and analyst(s) certifications.

tonies SE

Luxembourg | Consumer Discretionary | MCap EUR 1,344.6m | EV EUR 1,313.6m

BUY (BUY)	**Target price**	**EUR 17.25** (17.25)
	Current price	EUR 11.58
	Up/downside	49.0%

MAIN AUTHOR
Dr. Oliver Wojahn, CFA
o.wojahn@mwb-research.com
+49 40 309 293-55

Conference presentation confirms positive view, BUY

Conference presentation. Moritz Verleger, tonies' Head of Investor Relations, presented at the German Select 8 conference. The presentation was very well attended; a recording is available to view here.

High H1 box share points to future profitable growth. tonies reported their H1 results last week, which demonstrated strong topline momentum. This was highlighted by a 41% expansion in revenue in constant currency, driven by broad acceleration across all geographic markets. A notable feature was the increased revenue share of the Toniebox, up 4 percentage points yoy. This acts as a temporary headwind to near-term profitability, creating a drag on group gross margins due to the lower margins inherent in hardware compared to content. Nevertheless, increasing box sales directly expand tonies' global installed base, which acts as a high-margin razor-and-blade engine for long-term profitable growth. As these newly onboarded households begin to generate revenue through higher-margin figurine attachment rates, the expanding user base should drive substantial margin expansion in the second half of the year and beyond. This dynamic is already evident in the mature DACH segment, which achieved an H1 EBITDA margin of 24%.

Cash flow set to rebound in H2, BUY. Free cash flow fell sharply into negative territory in H1, reaching -64m EUR, primarily due to working capital being absorbed to fund upfront inventory positioning. This temporary cash outflow reflects the stock build-up required ahead of key commercial milestones in H2, including the launch of Toniebox Lite, as well as the release of high-profile content such as Pokémon, Bluey and Hasbro. Importantly, this working capital requirement is due to a timing mismatch rather than operational inefficiency or weak demand. As these products hit retail channels during H2, and as inventory converts into high-margin receivables and cash, we expect this working capital build to reverse completely, which will support management's target of achieving positive free cash flow for the full year. The reaffirmed guidance points to continued strong growth in H2, with EBITDA margins in the range of 15%, compared to 11% in H2 25. Overall, the conference showed that investor concerns about cash flow and profitability following the H1 results are likely to be unfounded, and that any resulting weakness in the share price could present an attractive buying opportunity. We confirm our BUY rating with a PT of EUR 17.25.

tonies SE	2023	2024	2025	2026E	2027E	2028E
Sales	360.9	480.5	630.3	765.0	924.2	1,084.1
Growth yoy	39.7%	33.2%	31.2%	21.4%	20.8%	17.3%
EBITDA	8.7	33.4	48.3	77.9	113.0	146.2
EBIT	-10.8	12.7	27.8	57.0	92.5	124.7
Net profit	-11.9	13.0	13.1	41.6	68.6	93.5
Net debt (net cash)	-24.9	-43.7	-32.9	-71.3	-143.7	-242.1
Net debt/EBITDA	-2.9x	-1.3x	-0.7x	-0.9x	-1.3x	-1.7x
EPS reported	-0.10	0.11	0.11	0.36	0.59	0.81
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	62.0%	62.4%	62.8%	64.0%	64.9%	66.1%
EBITDA margin	2.4%	7.0%	7.7%	10.2%	12.2%	13.5%
EBIT margin	-3.0%	2.6%	4.4%	7.5%	10.0%	11.5%
ROCE	-2.8%	3.0%	6.4%	12.8%	18.1%	20.8%
EV/Sales	3.7x	2.7x	2.1x	1.7x	1.3x	1.0x
EV/EBITDA	153.3x	39.0x	27.2x	16.3x	10.6x	7.5x
EV/EBIT	-122.6x	102.9x	47.2x	22.3x	13.0x	8.8x
PER	-110.8x	101.1x	100.9x	32.3x	19.6x	14.4x

Source: Company data, mwb research

Source: Company data, mwb research

High/low 52 weeks	13.42 / 5.73
Price/Book Ratio	3.7x

Ticker / Symbols

ISIN	LU2333563281
WKN	A3CM2W
Bloomberg	TNIE:GR

Changes in estimates

		Sales	EBIT	EPS
2026E	old	765.0	57.0	0.36
	Δ	0.0%	0.0%	0.0%
2027E	old	924.2	92.5	0.59
	Δ	0.0%	0.0%	0.0%
2028E	old	1,084.1	124.7	0.81
	Δ	0.0%	0.0%	0.0%

Key share data

Number of shares: (in m pcs)	116.12
Book value per share: (in EUR)	3.12
Ø trading vol.: (12 months)	162,896

Major shareholders

Armira	27.5%
Treasury Shares	8.4%
Santo Ella Co-Invest	5.5%
Free Float	58.6%

Company description

tonies SE provides audio entertainment systems. The company offers products with audio storytelling which allows children to ignite their imagination and immerse themselves in storytelling and audio adventures. tonies serves customers worldwide.

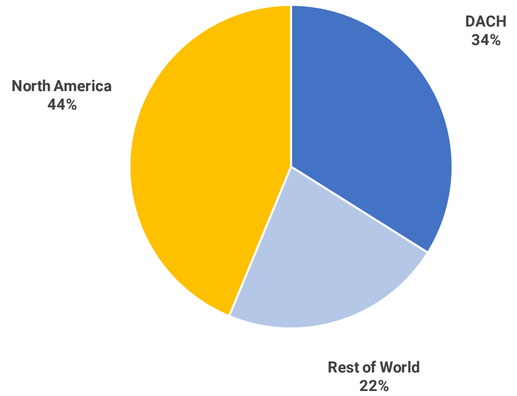
The following table displays the half-yearly performance of **tonies SE:**

P&L data	H2 2022	H1 2023	H2 2023	H1 2024	H2 2024	H1 2025	H2 2025	H1 2026
Sales	173.9	113.1	247.8	146.8	333.7	176.6	453.7	242.9
yoy growth in %	na%	34.1%	42.5%	29.7%	34.7%	20.3%	36.0%	37.5%
Gross profit	90.4	73.5	148.9	98.7	199.7	125.1	270.8	156.2
Gross margin in %	52.0%	65.0%	60.1%	67.2%	59.8%	70.8%	59.7%	64.3%
EBITDA	0.4	2.1	12.3	3.9	32.2	3.8	50.4	1.8
EBITDA margin in %	0.2%	1.9%	5.0%	2.7%	9.6%	2.2%	11.1%	0.7%
EBIT	-9.8	-7.6	2.5	-7.2	22.5	-6.1	39.6	-8.6
EBIT margin in %	-5.6%	-6.7%	1.0%	-4.9%	6.7%	-3.5%	8.7%	-3.5%
EBT	-34.1	-5.7	0.6	-13.8	18.8	0.7	15.7	-26.4
taxes paid	-3.0	-7.6	14.4	1.9	-9.9	1.8	1.4	1.0
tax rate in %	8.9%	134.2%	2,385.0%	-13.9%	-52.9%	261.9%	9.2%	-3.8%
net profit	-31.0	1.9	-13.8	-15.7	28.8	-1.1	14.2	-27.3
yoy growth in %	na%	-406.0%	-55.7%	-904.1%	-309.0%	-92.9%	-50.5%	2,361.7%
EPS	**-0.31**	**0.02**	**-0.12**	**-0.14**	**0.25**	**-0.01**	**0.12**	**-0.24**

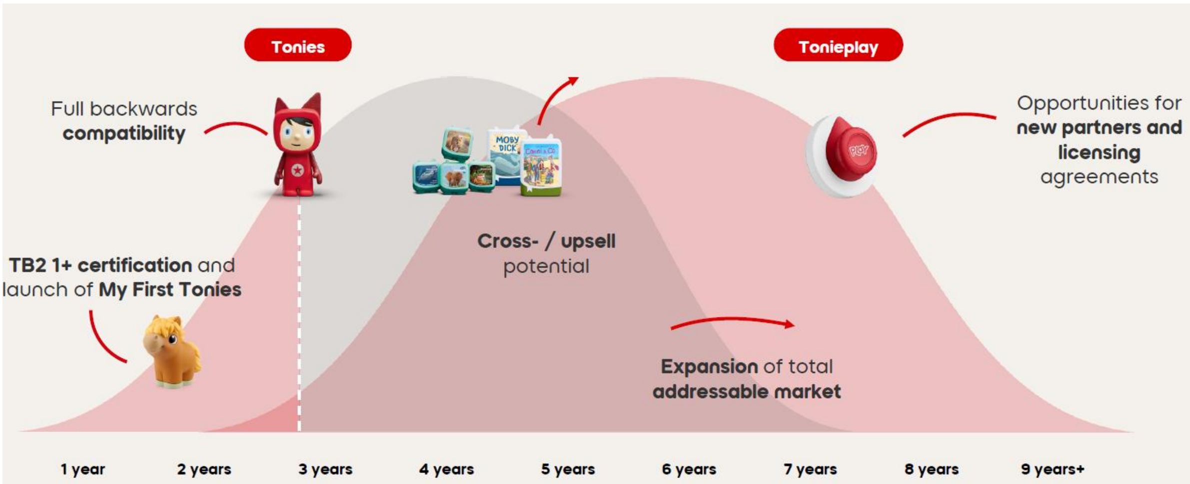
Investment case in five charts

Products & Services

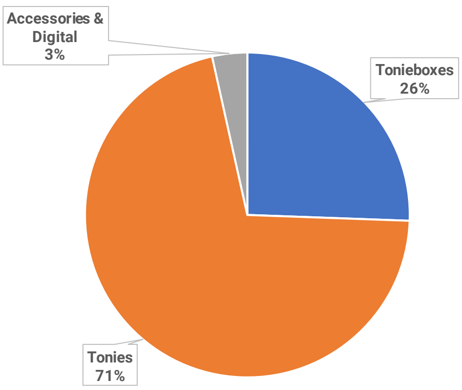
Regional sales split in %



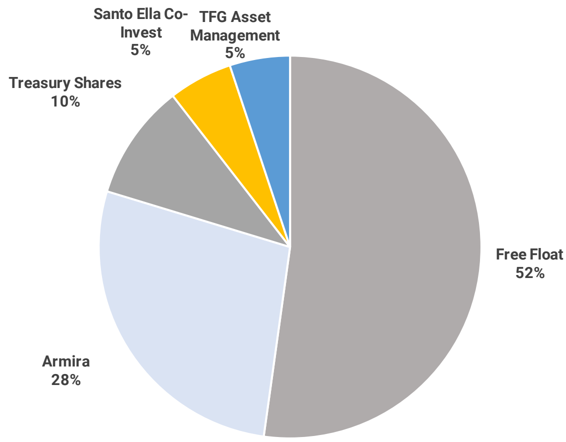
First one in child's room



Revenue by Product



Major Shareholders



Source: Company data, mwb research

SWOT analysis

Strengths

- Pioneer for the new product category of child-friendly connected audio systems
- strong portfolio and pipeline of licensed blockbuster content (Disney, Universal, Warner Bros., Pixar etc.)
- Loyal customer base of kids aged 3 to 8 who do not pay for the product
- Large installed base drives recurring sales of ecosystem products
- Scalable asset-light business model
- Strong brand in core DACH markets
- Positive network externalities as a moat against competition

Weaknesses

- Margins burdened by high costs for international rollout
- No brand recognition in many international markets yet

Opportunities

- replicate DACH-success in other regions (esp. vast US market)
- licensing cost reduction through shift to in-house recordings
- stronger leverage of installed base through category innovation

Threats

- market entry of deep-pocketed tech / media / entertainment / toy companies
- forward integration of content owners
- increasing competition with yoto
- knock-off products
- US tariffs

mwb research

Valuation

DCF Model

The DCF model results in a **fair value of EUR 17.31 per share**:

Top-line growth: We expect tonies SE to grow revenues at a CAGR of 9.3% between 2026E and 2033E. The long-term growth rate is set at 2.0%.

ROCE. Returns on capital are developing from 12.8% in 2026E to 15.9% in 2033E.

WACC. Starting point is a historical equity beta of 1.07. Unlevering and correcting for mean reversion yields an asset beta of 1.04. Combined with a risk-free rate of 2.0% and an equity risk premium of 6.0% this yields cost of equity of 8.2%. With pre-tax cost of borrowing at 5.0%, a tax rate of 25.0% and target debt/equity of 0.5 this results in a long-term WACC of 8.2%.

DCF (EURm) (except per share data and beta)	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	Terminal value
NOPAT	42.8	69.4	93.5	117.1	134.2	140.8	142.7	144.8	
Depreciation & amortization	20.9	20.6	21.4	23.1	25.2	27.5	29.2	30.7	
Change in working capital	-6.5	2.6	7.1	-6.6	-4.8	-1.2	-1.2	-1.3	
Chg. in long-term provisions	3.1	5.6	5.6	5.2	3.9	0.9	1.0	1.0	
Capex	-20.7	-25.0	-29.3	-33.3	-36.3	-37.0	-37.7	-33.0	
Cash flow	39.5	73.1	98.4	105.6	122.3	131.0	133.9	142.3	2,328.7
Present value	38.5	65.7	81.7	81.0	86.7	85.8	81.0	79.6	1,302.2
WACC	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%	8.2%

DCF per share derived from	
Total present value	1,902.1
Mid-year adj. total present value	1,978.9
Net debt / cash at start of year	-32.9
Financial assets	8.0
Provisions and off b/s debt	1.8
Equity value	2,009.9
No. of shares outstanding	116.1
Discounted cash flow / share	**17.31**
upside/(downside)	**49.5%**
Share price	**11.58**

DCF avg. growth and earnings assumptions	
Planning horizon avg. revenue growth (2026E-2033E)	9.3%
Terminal value growth (2033E - infinity)	2.0%
Terminal year ROCE	15.9%
Terminal year WACC	8.2%

Terminal WACC derived from	
Cost of borrowing (before taxes)	5.0%
Long-term tax rate	25.0%
Equity beta	1.07
Unlevered beta (industry or company)	1.04
Target debt / equity	0.5
Relevered beta	1.04
Risk-free rate	2.0%
Equity risk premium	6.0%
Cost of equity	8.2%

Sensitivity analysis DCF

Change in WACC (%-points)	Long term growth 1.0%	1.5%	2.0%	2.5%	3.0%
2.0%	12.2	12.6	13.1	13.6	14.3
1.0%	13.7	14.3	14.9	15.7	16.5
0.0%	15.6	16.4	17.3	18.4	19.7
-1.0%	18.1	19.3	20.6	22.3	24.3
-2.0%	21.7	23.4	25.5	28.3	31.8

Share of present value	
2026E-2029E	14.0%
2030E-2033E	17.5%
terminal value	68.5%

Source: mwb research

mwb research

FCF Yield Model

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 7.80 per share based on 2026E and EUR 22.79 per share on 2030E estimates.

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	2026E	2027E	2028E	2029E	2030E
EBITDA	**77.9**	**113.0**	**146.2**	**179.2**	**204.2**
- Maintenance capex	6.2	5.8	6.1	6.9	7.7
- Minorities	0.0	0.0	0.0	0.0	0.0
- tax expenses	13.9	22.9	31.2	39.0	44.7
= Adjusted FCF	**57.8**	**84.4**	**108.9**	**133.3**	**151.7**
Actual Market Cap	**1,468.9**	**1,468.9**	**1,468.9**	**1,468.9**	**1,468.9**
+ Net debt (cash)	-71.3	-143.7	-242.1	-347.6	-470.9
+ Pension provisions	0.0	0.0	0.0	0.0	0.0
+ Off B/S financing	0.0	0.0	0.0	0.0	0.0
- Financial assets	8.0	8.0	8.0	8.0	8.0
- Acc. dividend payments	0.0	0.0	0.0	0.0	0.0
EV Reconciliations	-79.3	-151.7	-250.1	-355.6	-478.9
= Actual EV'	**1,389.6**	**1,317.2**	**1,218.8**	**1,113.2**	**990.0**
Adjusted FCF yield	**4.2%**	**6.4%**	**8.9%**	**12.0%**	**15.3%**
base hurdle rate	7.0%	7.0%	7.0%	7.0%	7.0%
ESG adjustment	0.0%	0.0%	0.0%	0.0%	0.0%
adjusted hurdle rate	7.0%	7.0%	7.0%	7.0%	7.0%
Fair EV	**826.3**	**1,205.4**	**1,555.3**	**1,904.9**	**2,167.6**
- *EV Reconciliations*	-79.3	-151.7	-250.1	-355.6	-478.9
Fair Market Cap	**905.6**	**1,357.1**	**1,805.4**	**2,260.5**	**2,646.5**
No. of shares (million)	116.1	116.1	116.1	116.1	116.1
Fair value per share in EUR	**7.80**	**11.69**	**15.55**	**19.47**	**22.79**
Premium (-) / discount (+)	**-32.7%**	**0.9%**	**34.3%**	**68.1%**	**96.8%**

Sensitivity analysis FV						
	5.0%	10.6	15.8	20.9	26.0	30.3
	6.0%	9.0	13.4	17.8	22.2	25.9
Adjusted hurdle rate	**7.0%**	**7.8**	**11.7**	**15.5**	**19.5**	**22.8**
	8.0%	6.9	10.4	13.9	17.4	20.5
	9.0%	6.2	9.4	12.6	15.8	18.6

Source: Company data; mwb research

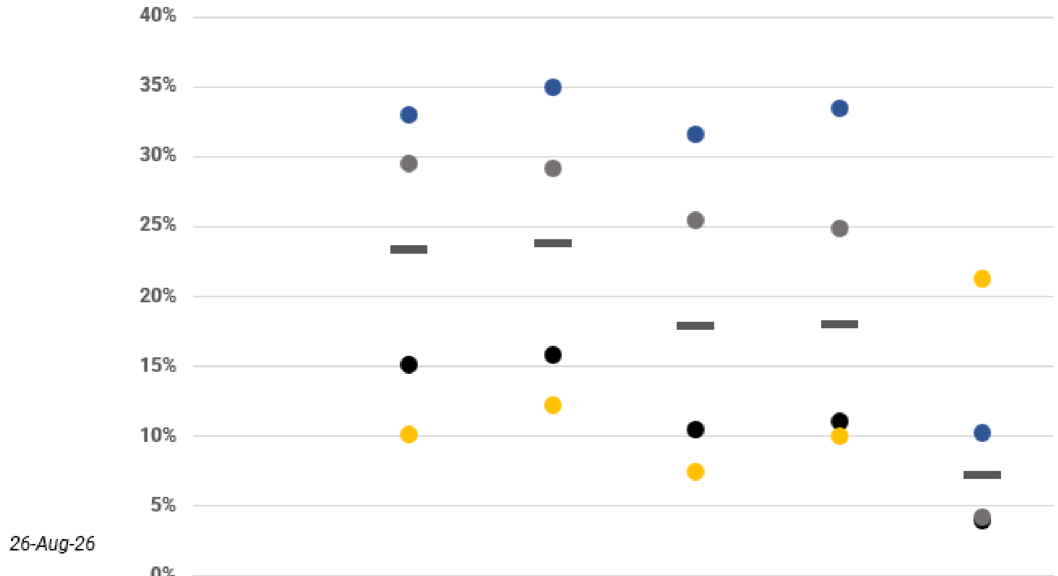
Simply put, the model assumes that investors require companies to generate a minimum return on the investor's purchase price. The required after-tax return equals the model's hurdle rate of 7.0%. Anything less suggests the stock is expensive; anything more suggests the stock is cheap. **ESG adjustments might be applicable. 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.**

mwb research

Peer group analysis

A peer group or comparable company ("comps") analysis is a methodology that calculates a company's relative value — how much it should be worth based on how it compares to other similar companies. Given that **tonies SE** differs quite significantly in terms of size, focus, financial health and growth trajectory, we regard our peer group analysis merely as a support for other valuation methods. The peer group of tonies SE consists of the stocks displayed in the chart below. As of 26 August 2026 the median market cap of the peer group was EUR 17,076.5m, compared to EUR 1,344.6m for tonies SE. In the period under review, the peer group was more profitable than tonies SE. The expectations for sales growth are lower for the peer group than for tonies SE.

Peer Group – Key data



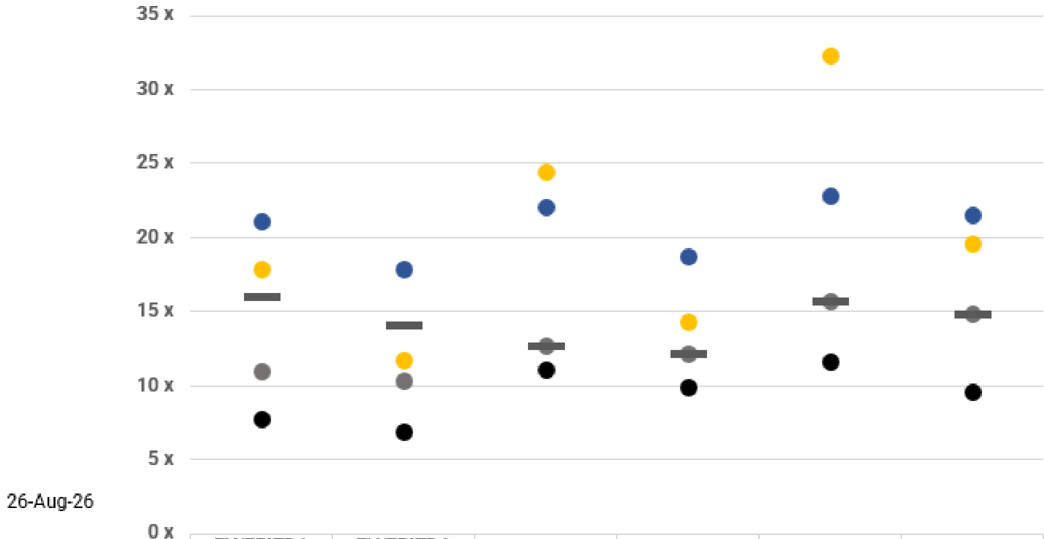
	Market Cap (EURm)	EBITDA margin 2026	EBITDA margin 2027	EBIT margin 2026	EBIT margin 2027	Sales CAGR 2025-2028
● Mattel, Inc.	3.736	15,1%	15,9%	10,5%	11,1%	4,0%
● Hasbro, Inc.	11.693	29,5%	29,3%	25,5%	24,9%	4,3%
● Netflix, Inc.	293.415	33,0%	35,0%	31,6%	33,6%	10,3%
● tonies SE	1.469	10,2%	12,2%	7,5%	10,0%	21,4%
– Peer Group Median	17.076	23,5%	23,9%	18,0%	18,0%	7,3%

Source: FactSet, mwb research

Comparable company analysis operates under the assumption that similar companies will have similar valuation multiples. We use the following multiples: EV/EBITDA 2026, EV/EBITDA 2027, EV/EBIT 2026, EV/EBIT 2027, P/E 2026 and P/E 2027.

Applying these to tonies SE results in a range of fair values from EUR 5.64 to EUR 14.37.

Peer Group – Multiples and valuation



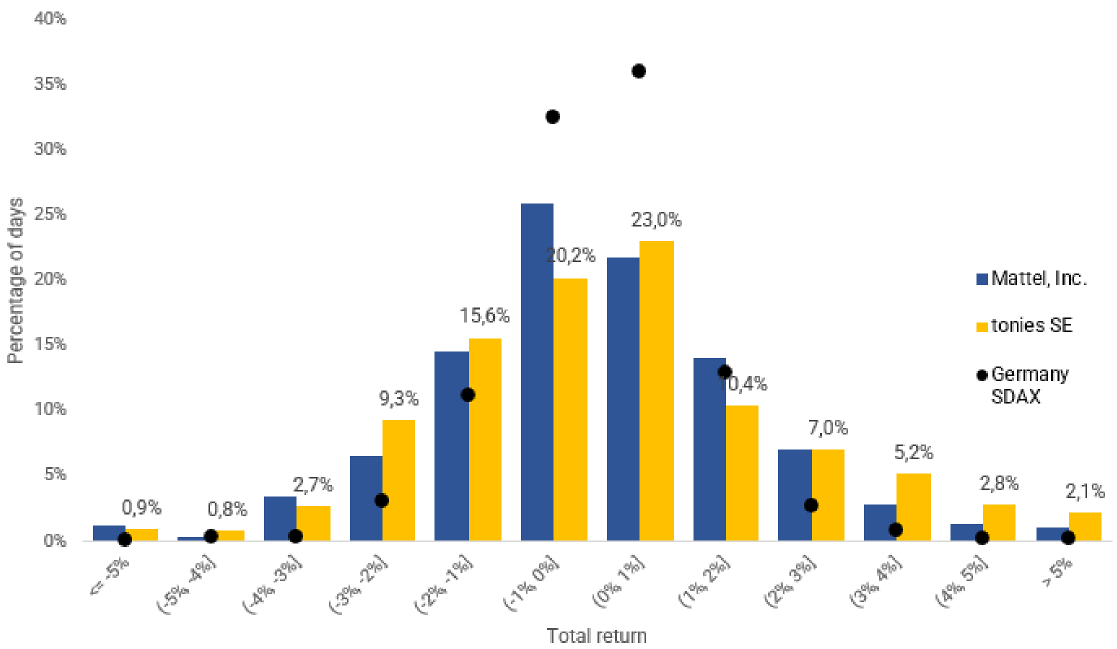
	EV/EBITDA 2026	EV/EBITDA 2027	EV/EBIT 2026	EV/EBIT 2027	P/E 2026	P/E 2027
● Mattel, Inc.	7,7x	7,0x	11,1x	9,9x	11,7x	9,6x
● Hasbro, Inc.	11,0x	10,3x	12,7x	12,1x	15,7x	14,9x
● Netflix, Inc.	21,2x	17,9x	22,1x	18,7x	22,9x	21,6x
● tonies SE	17,9x	11,7x	24,5x	14,3x	32,3x	19,6x
– Peer Group Median	16,1x	14,1x	12,7x	12,1x	15,7x	14,9x
Fair Value (EUR)	11,39	14,37	6,86	10,28	5,64	8,78

Source: FactSet, mwb research

Risk

The chart displays the **distribution of daily returns of tonies SE** over the last 3 years, compared to the same distribution for Mattel, Inc.. We have also included the distribution for the index Germany SDAX. The distribution gives a better understanding of risk than measures like volatility, which assume that log returns are normally distributed. In reality, they are skewed (down moves are larger) and have fat tails (large moves occur more often than predicted). Also, volatility treats up and down moves the same, while investors are more worried about down moves. For tonies SE, the worst day during the past 3 years was 15/04/2026 with a share price decline of -7.1%. The best day was 29/08/2025 when the share price increased by 14.1%.

Risk – Daily Returns Distribution (trailing 3 years)

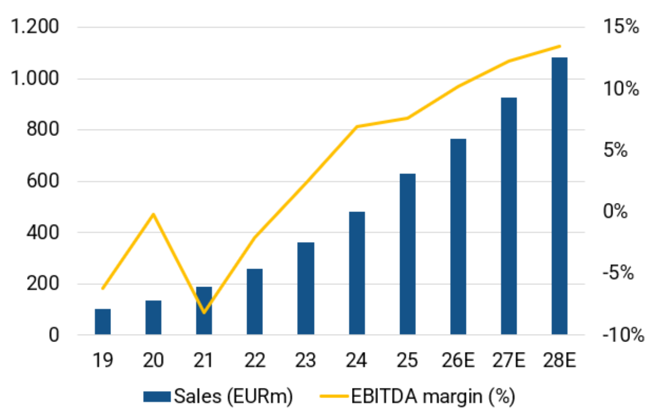


Source: FactSet, mwb research

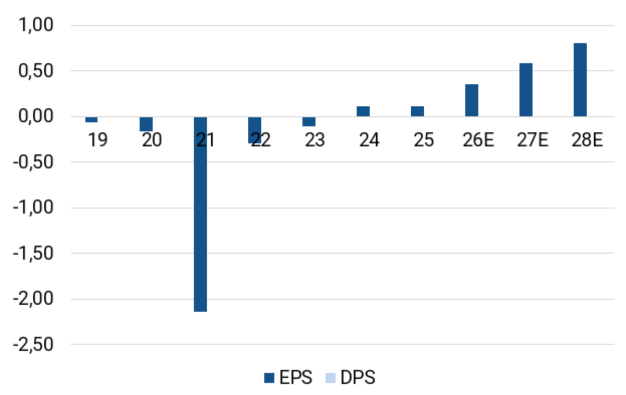
mwb research

Financials in six charts

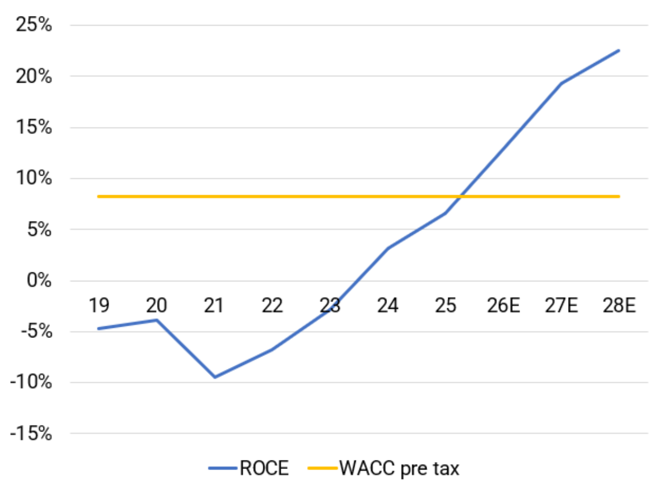
Sales vs. EBITDA margin development



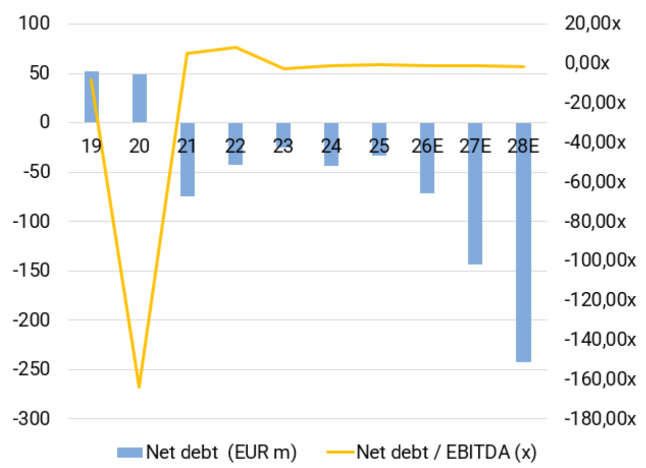
EPS, DPS in EUR & yoy EPS growth



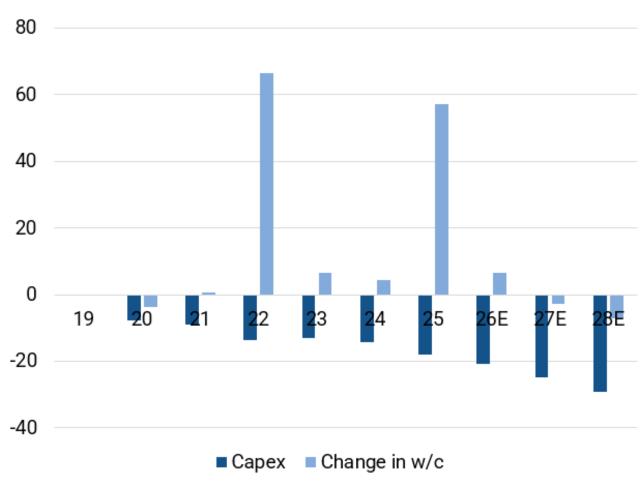
ROCE vs. WACC (pre tax)



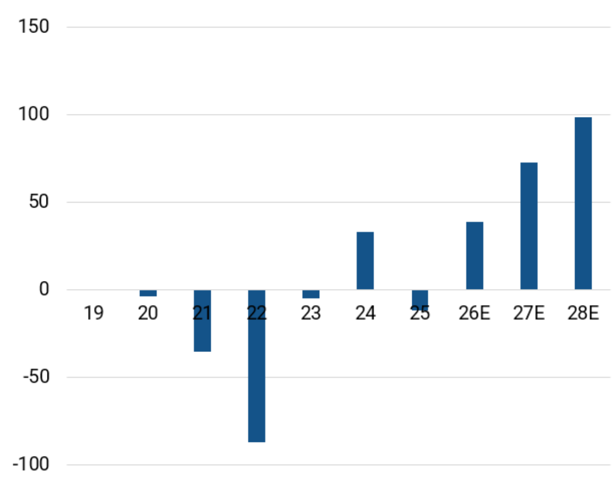
Net debt and net debt/EBITDA



Capex & chgn in w/c requirements in EURm



Free Cash Flow in EURm



Source: Company data; mwb research

Financials

Profit and loss (EURm)	2023	2024	2025	2026E	2027E	2028E
Net sales	**360.9**	**480.5**	**630.3**	**765.0**	**924.2**	**1,084.1**
Sales growth	39.7%	33.2%	31.2%	21.4%	20.8%	17.3%
Change in finished goods and work-in-process	-7.4	23.3	65.3	0.0	0.0	0.0
Total sales	**353.5**	**503.8**	**695.7**	**765.0**	**924.2**	**1,084.1**
Material expenses	129.7	203.9	299.8	275.5	324.1	367.7
Gross profit	**223.8**	**299.9**	**395.9**	**489.5**	**600.1**	**716.4**
Other operating income	8.1	14.9	6.3	11.5	18.5	10.8
Personnel expenses	48.6	53.7	70.7	75.0	87.8	97.6
Other operating expenses	174.7	227.7	283.2	348.1	417.7	483.5
EBITDA	**8.7**	**33.4**	**48.3**	**77.9**	**113.0**	**146.2**
Depreciation	4.3	4.9	5.1	6.2	5.8	6.1
EBITA	4.4	28.5	43.2	71.7	107.2	140.1
Amortisation of goodwill and intangible assets	15.2	15.9	15.3	14.7	14.8	15.3
EBIT	**-10.8**	**12.7**	**27.8**	**57.0**	**92.5**	**124.7**
Financial result	5.7	-7.7	-11.5	-1.5	-1.0	0.0
Recurring pretax income from continuing operations	-5.1	5.0	16.3	55.5	91.5	124.7
Extraordinary income/loss	0.0	0.0	0.0	0.0	0.0	0.0
Earnings before taxes	-5.1	5.0	16.3	55.5	91.5	124.7
Taxes	6.7	-8.0	3.2	13.9	22.9	31.2
Net income from continuing operations	-11.9	13.0	13.1	41.6	68.6	93.5
Result from discontinued operations (net of tax)	0.0	0.0	0.0	0.0	0.0	0.0
Net income	**-11.9**	**13.0**	**13.1**	**41.6**	**68.6**	**93.5**
Minority interest	0.0	0.0	0.0	0.0	0.0	0.0
Net profit (reported)	-11.9	13.0	13.1	41.6	68.6	93.5
Average number of shares	113.44	113.79	114.27	116.12	116.12	116.12
EPS reported	**-0.10**	**0.11**	**0.11**	**0.36**	**0.59**	**0.81**

Profit and loss (common size)	2023	2024	2025	2026E	2027E	2028E
Net sales	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
Change in finished goods and work-in-process	-2%	5%	10%	0%	0%	0%
Total sales	**98%**	**105%**	**110%**	**100%**	**100%**	**100%**
Material expenses	36%	42%	48%	36%	35%	34%
Gross profit	**62%**	**62%**	**63%**	**64%**	**65%**	**66%**
Other operating income	2%	3%	1%	2%	2%	1%
Personnel expenses	13%	11%	11%	10%	10%	9%
Other operating expenses	48%	47%	45%	45%	45%	45%
EBITDA	**2%**	**7%**	**8%**	**10%**	**12%**	**13%**
Depreciation	1%	1%	1%	1%	1%	1%
EBITA	1%	6%	7%	9%	12%	13%
Amortisation of goodwill and intangible assets	4%	3%	2%	2%	2%	1%
EBIT	**-3%**	**3%**	**4%**	**7%**	**10%**	**12%**
Financial result	2%	-2%	-2%	-0%	-0%	0%
Recurring pretax income from continuing operations	-1%	1%	3%	7%	10%	12%
Extraordinary income/loss	0%	0%	0%	0%	0%	0%
Earnings before taxes	-1%	1%	3%	7%	10%	12%
Taxes	2%	-2%	1%	2%	2%	3%
Net income from continuing operations	-3%	3%	2%	5%	7%	9%
Result from discontinued operations (net of tax)	0%	0%	0%	0%	0%	0%
Net income	**-3%**	**3%**	**2%**	**5%**	**7%**	**9%**
Minority interest	0%	0%	0%	0%	0%	0%
Net profit (reported)	**-3%**	**3%**	**2%**	**5%**	**7%**	**9%**

Source: Company data; mwb research

Balance sheet (EURm)	2023	2024	2025	2026E	2027E	2028E
Intangible assets (exl. Goodwill)	**108.6**	**103.9**	**99.5**	**100.1**	**103.8**	**110.2**
Goodwill	162.2	162.2	162.2	162.2	162.2	162.2
Property, plant and equipment	12.0	10.1	12.4	11.5	12.2	13.7
Financial assets	0.1	11.2	8.0	8.0	8.0	8.0
FIXED ASSETS	**282.8**	**287.4**	**282.1**	**281.9**	**286.3**	**294.1**
Inventories	76.1	89.1	151.8	151.0	164.3	171.3
Accounts receivable	49.1	76.9	100.5	121.6	146.9	172.3
Other current assets	25.1	17.7	15.0	15.0	15.0	15.0
Liquid assets	59.3	87.4	87.8	93.5	155.9	242.1
Deferred taxes	0.0	0.0	0.0	0.0	0.0	0.0
Deferred charges and prepaid expenses	0.0	0.0	0.0	0.0	0.0	0.0
CURRENT ASSETS	**209.6**	**271.1**	**355.1**	**381.0**	**482.0**	**600.6**
TOTAL ASSETS	**492.4**	**558.5**	**637.3**	**662.9**	**768.3**	**894.7**
SHAREHOLDERS EQUITY	**325.4**	**346.4**	**356.5**	**398.2**	**466.8**	**560.3**
MINORITY INTEREST	0.0	0.0	0.0	0.0	0.0	0.0
Long-term debt	12.2	19.3	13.2	12.2	12.2	0.0
Provisions for pensions and similar obligations	6.8	1.3	1.8	0.0	0.0	0.0
Other provisions	24.3	25.3	21.9	26.8	32.3	37.9
Non-current liabilities	**43.3**	**45.9**	**36.9**	**39.0**	**44.5**	**37.9**
short-term liabilities to banks	22.2	24.4	41.8	10.0	0.0	0.0
Accounts payable	38.9	75.5	110.6	101.9	119.9	136.0
Advance payments received on orders	0.0	0.0	0.0	0.0	0.0	0.0
Other liabilities (incl. from lease and rental contracts)	62.6	48.8	72.9	91.8	110.9	130.1
Deferred taxes	0.0	4.2	2.2	2.2	2.2	2.2
Deferred income	0.0	13.2	16.4	19.9	24.0	28.2
Current liabilities	**123.8**	**166.2**	**243.8**	**225.8**	**257.0**	**296.4**
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	**492.4**	**558.5**	**637.3**	**662.9**	**768.3**	**894.7**

Balance sheet (common size)	2023	2024	2025	2026E	2027E	2028E
Intangible assets (excl. Goodwill)	**22%**	**19%**	**16%**	**15%**	**14%**	**12%**
Goodwill	33%	29%	25%	24%	21%	18%
Property, plant and equipment	2%	2%	2%	2%	2%	2%
Financial assets	0%	2%	1%	1%	1%	1%
FIXED ASSETS	**57%**	**51%**	**44%**	**43%**	**37%**	**33%**
Inventories	15%	16%	24%	23%	21%	19%
Accounts receivable	10%	14%	16%	18%	19%	19%
Other current assets	5%	3%	2%	2%	2%	2%
Liquid assets	12%	16%	14%	14%	20%	27%
Deferred taxes	0%	0%	0%	0%	0%	0%
Deferred charges and prepaid expenses	0%	0%	0%	0%	0%	0%
CURRENT ASSETS	**43%**	**49%**	**56%**	**57%**	**63%**	**67%**
TOTAL ASSETS	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
SHAREHOLDERS EQUITY	**66%**	**62%**	**56%**	**60%**	**61%**	**63%**
MINORITY INTEREST	0%	0%	0%	0%	0%	0%
Long-term debt	2%	3%	2%	2%	2%	0%
Provisions for pensions and similar obligations	1%	0%	0%	0%	0%	0%
Other provisions	5%	5%	3%	4%	4%	4%
Non-current liabilities	**9%**	**8%**	**6%**	**6%**	**6%**	**4%**
short-term liabilities to banks	5%	4%	7%	2%	0%	0%
Accounts payable	8%	14%	17%	15%	16%	15%
Advance payments received on orders	0%	0%	0%	0%	0%	0%
Other liabilities (incl. from lease and rental contracts)	13%	9%	11%	14%	14%	15%
Deferred taxes	0%	1%	0%	0%	0%	0%
Deferred income	0%	2%	3%	3%	3%	3%
Current liabilities	**25%**	**30%**	**38%**	**34%**	**33%**	**33%**
TOTAL LIABILITIES AND SHAREHOLDERS EQUITY	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Company data; mwb research

Cash flow statement (EURm)	2023	2024	2025	2026E	2027E	2028E
Net profit/loss	-11.8	13.1	13.1	41.6	68.6	93.5
Depreciation of fixed assets (incl. leases)	4.3	4.9	5.1	6.2	5.8	6.1
Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	15.2	15.9	15.3	14.7	14.8	15.3
Others	6.9	17.6	29.5	3.1	5.6	5.6
Cash flow from operations before changes in w/c	14.6	51.4	63.0	65.6	94.7	120.6
Increase/decrease in inventory	8.3	-13.0	-68.4	0.9	-13.3	-7.0
Increase/decrease in accounts receivable	-14.3	-27.9	-29.1	-21.1	-25.3	-25.4
Increase/decrease in accounts payable	-0.5	36.6	40.5	-8.7	18.0	16.1
Increase/decrease in other w/c positions	0.0	0.0	0.0	22.4	23.2	23.3
Increase/decrease in working capital	-6.5	-4.3	-57.1	-6.5	2.6	7.1
Cash flow from operating activities	**8.1**	**47.2**	**5.9**	**59.1**	**97.3**	**127.7**
CAPEX	-13.0	-14.1	-17.8	-20.7	-25.0	-29.3
Payments for acquisitions	0.0	0.0	0.0	0.0	0.0	0.0
Financial investments	0.1	0.0	0.0	0.0	0.0	0.0
Income from asset disposals	0.0	0.0	0.0	0.0	0.0	0.0
Cash flow from investing activities	**-12.9**	**-14.1**	**-17.8**	**-20.7**	**-25.0**	**-29.3**
Cash flow before financing	-4.8	33.1	-11.9	38.4	72.4	98.4
Increase/decrease in debt position	15.0	-8.5	13.8	-32.8	-10.0	-12.2
Purchase of own shares	0.0	0.0	0.0	0.0	0.0	0.0
Capital measures	0.0	2.0	3.2	0.0	0.0	0.0
Dividends paid	0.0	0.0	0.0	0.0	0.0	0.0
Others	-3.4	-2.6	-1.4	0.0	0.0	0.0
Effects of exchange rate changes on cash	-2.5	4.2	-3.3	0.0	0.0	0.0
Cash flow from financing activities	**9.1**	**-4.9**	**12.4**	**-32.8**	**-10.0**	**-12.2**
Increase/decrease in liquid assets	4.3	28.1	0.5	5.6	62.4	86.2
Liquid assets at end of period	**59.3**	**87.4**	**87.9**	**93.5**	**155.9**	**242.1**

Source: Company data; mwb research

Regional sales split (EURm)	2023	2024	2025	2026E	2027E	2028E
Domestic	166.0	184.3	213.8	224.5	235.7	240.4
Europe (ex domestic)	0.0	0.0	0.0	0.0	0.0	0.0
The Americas	139.9	210.4	275.7	363.4	448.2	525.8
Asia	0.0	0.0	0.0	0.0	0.0	0.0
Rest of World	54.7	85.9	140.8	177.2	240.2	317.9
Total sales	**360.9**	**480.5**	**630.3**	**765.0**	**924.2**	**1,084.1**

Regional sales split (common size)	2023	2024	2025	2026E	2027E	2028E
Domestic	46.0%	38.4%	33.9%	29.3%	25.5%	22.2%
Europe (ex domestic)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Americas	38.8%	43.8%	43.7%	47.5%	48.5%	48.5%
Asia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rest of World	15.2%	17.9%	22.3%	23.2%	26.0%	29.3%
Total sales	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Source: Company data; mwb research

Ratios	2023	2024	2025	2026E	2027E	2028E
Per share data						
Earnings per share reported	-0.10	0.11	0.11	0.36	0.59	0.81
Cash flow per share	0.03	0.37	0.01	0.46	0.79	1.05
Book value per share	2.87	3.04	3.12	3.43	4.02	4.83
Dividend per share	0.00	0.00	0.00	0.00	0.00	0.00
Valuation						
P/E	-110.8x	101.1x	100.9x	32.3x	19.6x	14.4x
P/CF	342.8x	31.2x	1,689.9x	25.4x	14.7x	11.1x
P/BV	4.0x	3.8x	3.7x	3.4x	2.9x	2.4x
Dividend yield (%)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
FCF yield (%)	0.3%	3.2%	0.1%	3.9%	6.8%	9.0%
EV/Sales	3.7x	2.7x	2.1x	1.7x	1.3x	1.0x
EV/EBITDA	153.3x	39.0x	27.2x	16.3x	10.6x	7.5x
EV/EBIT	-122.6x	102.9x	47.2x	22.3x	13.0x	8.8x
Income statement (EURm)						
Sales	360.9	480.5	630.3	765.0	924.2	1,084.1
yoy chg in %	39.7%	33.2%	31.2%	21.4%	20.8%	17.3%
Gross profit	223.8	299.9	395.9	489.5	600.1	716.4
Gross margin in %	62.0%	62.4%	62.8%	64.0%	64.9%	66.1%
EBITDA	8.7	33.4	48.3	77.9	113.0	146.2
EBITDA margin in %	2.4%	7.0%	7.7%	10.2%	12.2%	13.5%
EBIT	-10.8	12.7	27.8	57.0	92.5	124.7
EBIT margin in %	-3.0%	2.6%	4.4%	7.5%	10.0%	11.5%
Net profit	-11.9	13.0	13.1	41.6	68.6	93.5
Cash flow statement (EURm)						
CF from operations	8.1	47.2	5.9	59.1	97.3	127.7
Capex	-13.0	-14.1	-17.8	-20.7	-25.0	-29.3
Maintenance Capex	4.3	4.9	5.1	6.2	5.8	6.1
Free cash flow	-4.9	33.1	-11.9	38.4	72.4	98.4
Balance sheet (EURm)						
Intangible assets	270.8	266.1	261.7	262.3	266.0	272.4
Tangible assets	12.0	10.1	12.4	11.5	12.2	13.7
Shareholders' equity	325.4	346.4	356.5	398.2	466.8	560.3
Pension provisions	6.8	1.3	1.8	0.0	0.0	0.0
Liabilities and provisions	65.5	70.3	78.7	49.0	44.5	37.9
Net financial debt	-24.9	-43.7	-32.9	-71.3	-143.7	-242.1
w/c requirements	86.2	90.5	141.7	170.6	191.3	207.5
Ratios						
ROE	-3.6%	3.8%	3.7%	10.5%	14.7%	16.7%
ROCE	-2.8%	3.0%	6.4%	12.8%	18.1%	20.8%
Net gearing	-7.6%	-12.6%	-9.2%	-17.9%	-30.8%	-43.2%
Net debt / EBITDA	-2.9x	-1.3x	-0.7x	-0.9x	-1.3x	-1.7x

Source: Company data; mwb research

Conflicts of interest

Disclosures regarding research publications of mwb research 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 mwb research 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 mwb research 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
tonies SE	7, 8

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 mwb research 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 mwb research AG. Reproduction of this document, in whole or in part, is not permitted without prior permission mwb research AG. All rights reserved. Under no circumstances shall mwb research 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 nor 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 mwb research 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 mwb research 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.mwb.-research.com.

mwb research AG uses the following three-step rating system for the analyzed companies:

- **Speculative (Spec.) BUY:** Sustainable upside potential of more than 25% within 12 months, above average risk
- **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 mwb research 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 mwb research AG. The opinions and estimates in this research report are subject to change without notice. It is within the discretion of mwb research 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
26-Aug-26 09:46:24

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. mwb research AG has checked the information for plausibility but not for accuracy or completeness.

8. Competent Supervisory Authority mwb research 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.mwb.-research.com..

Contacts

mwb research AG
Mittelweg 142
20148 Hamburg
Germany

Tel.: +49 40 309 293-52
Email.: contact@mwb-research.com
Website: www.mwb-research.com
Research: www.research-hub.de

Research

HARALD HOF
Senior Analyst
Tel: +49 40 309 293-53
E-Mail: h.hof@mwb-research.com

LEON MÜHLENBRUCH
Analyst
Tel: +49 40 309 293-57
E-Mail: l.muehlenbruch@mwb-research.com

ABED JARAD
Analyst
Tel: +49 40 309 293-54
E-Mail: a.jarad@mwb-research.com

JENS-PETER RIECK
Analyst
Tel: +49 40 309 293-54
E-Mail: jp.rieck@mwb-research.com

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

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

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

Sales

HOLGER NASS
Head of Sales
Tel: +49 40 309 293-52
E-Mail: h.nass@mwb-research.com

Team Assistant

DAVID DANKE
Team Assistant
Tel: +49 40 309 293-52
E-Mail: d.danke@mwb-research.com

mwb fairtrade
Wertpapierhandelsbank AG
Rottenbucher Straße 28
82166 Gräfelfing

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

Sales / Designated Sponsoring /Corporate Finance

KAI JORDAN
Corporates & Markets
Tel: +49 40 36 0995-22
E-Mail: kjordan@mwbfairtrade.com

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

JAN NEYNABER
Institutional Sales
Tel: +49 69 1387-1255
E-Mail: jneynaber@mwbfairtrade.com

DIRK WEYERHÄUSER
Corporate Finance
Tel: +49 69 1387-1250
E-Mail: dweyerhaeuser@mwbfairtrade.com

Locations

HAMBURG (Research)
Mittelweg 142
20148 Hamburg
+49 40 309 293-52

HAMBURG (Corporates & Markets)
Kleine Johannisstraße 4
20457 Hamburg
+49 40 360 995-0

FRANKFURT A.M.
Unterlindau 29
60323 Frankfurt am Main
+49 40 360 995-22

MUNICH
Rottenbucher Str. 28
82166 Gräfelfing
+49 89-85852-0

BERLIN
Kurfürstendamm 151
10709 Berlin

HANNOVER
An der Börse 2
30159 Hannover

Our research can be found at

ResearchHub	www.research-hub.de
Bloomberg	www.bloomberg.com
FactSet	www.factset.com
Thomson Reuters / Refinitiv	www.refinitiv.com
CapitalIQ	www.capitaliq.com