

Mips

Safety first: BUY

- Upside to Q2 cons from better tariff situation, EBIT raised 2-3%
- Safety deep dive shows good interest and large price premium
- Long growth runway, upside to cons. '26-'27e: BUY, TP of SEK 550

Upside to Q2 consensus

The lowered tariffs from China to the US from 145% to 30% over the next 90 days will likely have a positive effect on Mips' Q2 growth, as volumes should recover in the second half of Q2. As a result of FX movements and slightly raised Q2 assumptions, we lift sales and EBIT by 2-3% for 2025-27e. We find our Q2 adj. EBIT estimate of SEK 47m 24% above the latest FactSet consensus, which was reduced after Q1 amid the cautious Q2 guidance.

Safety deep dive shows good interest and large price premium

Mips has been successful in bike and snow helmets, but the safety market offers a 3x larger TAM. We have looked deeper into the most recent data points around the launch of safety helmets and conclude that the vertical looks set for strong growth for many years. We conclude: 1) penetration of safety helmets is starting to take off among retailers and brands in both the US and Europe, 2) our construction firm survey indicates good awareness of Mips, with 50% of respondents already offering Mips helmets to their employees and all are considering doing so in the future, and 3) the price premium on a Mips helmet is an average of EUR 35/helmet (or a 65% higher price), showing both willingness to pay for Mips and the possibility for brands to drive growth and increase profitability, as they could raise their gross margins by >10pp by including Mips at the current price premium. All these factors play into the hands of Mips and pave the way for a successful launch in the years to come.

We stick to BUY and remain well above consensus

Even though we are below the company's financial targets, we are 14-20% above consensus on 2026-27e EBIT. With the share at 24x 2026e EV/EBIT vs. our 2026e EBIT growth of 65% and 113% ROIC, we remain positive and reiterate our BUY and TP of SEK 550.

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SEKm	2023	2024	2025e	2026e	2027e
Sales	358	483	607	870	1,171
EBITDA	86	191	231	424	606
EBITDA margin (%)	24.1	39.6	38.1	48.7	51.8
EBIT adj.	71	175	245	404	588
EBIT adj. margin (%)	19.8	36.2	40.4	46.4	50.2
Pretax profit	84	184	220	404	588
EPS	2.41	5.44	6.56	12.08	17.57
EPS adj.	2.41	5.44	7.52	12.08	17.57
Sales growth (%)	-36.4	34.9	25.7	43.3	34.6
EPS growth (%)	-64.0	nm	20.6	84.0	45.5

Source: ABG Sundal Collier, Company Data

Reason: In-depth research

BUY ● HOLD ○ SELL ○

Consumer Goods

Estimate changes (%)

	2025e	2026e	2027e
Sales	2.2	2.2	2.2
EBIT	1.7	3.3	3.0
EPS	4.8	3.3	3.0

Source: ABG Sundal Collier

MIPS-SE/MIPS SS

Share price (SEK)	27/5/2025	392.00
Target price		550.0

MCap (SEKm)	10,099
MCap (EURm)	935
No. of shares (m)	26.5
Free float (%)	99.3
Av. daily volume (k)	185

Next event Q2 Report 16 July 2025

Performance



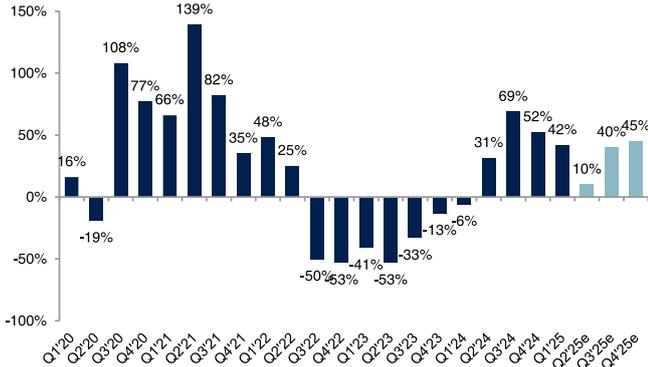
— Mips — OMX Stockholm All Share Index

Company description

MIPS is a leader in rotational motion via a technology used in safety helmets, i.e. protection for the brain from impact to the head. The MIPS Brain Protection System (BPS) is based on 20 years of research and development and is sold to the global helmet industry. Financial targets are to grow net sales organically to >SEK 2bn and achieve an EBIT margin of >50% in 2029, plus distribute ~50% of net earnings as dividends.

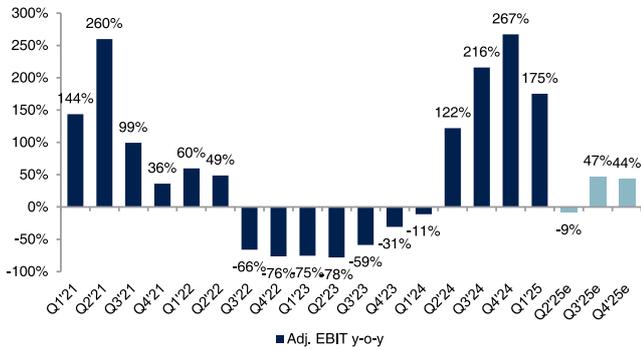
Sustainability Information

Quarterly organic growth



Source: ABG Sundal Collier, company data

Adj. EBIT y-o-y



Source: ABG Sundal Collier, company data

Sales and adj. EBIT margin (2029 financial target)

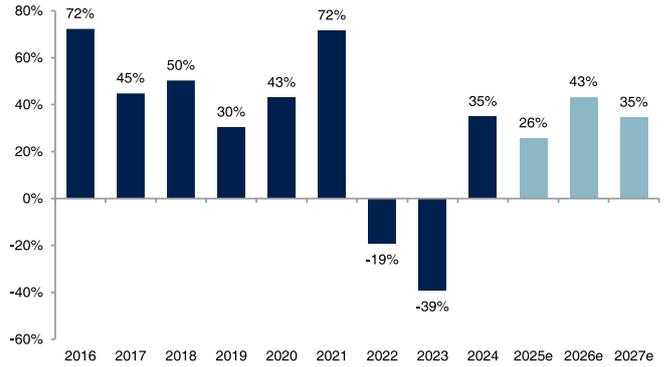


Source: ABG Sundal Collier, company data

Risks

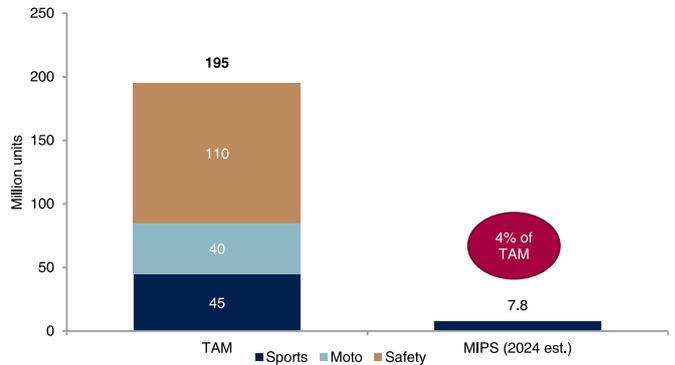
We find the main risk is increased competition, hence defending patents will be crucial for MIPS to sustain its market position. MIPS currently has a relatively high dependency on one client, which we also find as a potential risk. Other risks include one brand recognition, volume discounts and currency exposure.

Annual organic growth



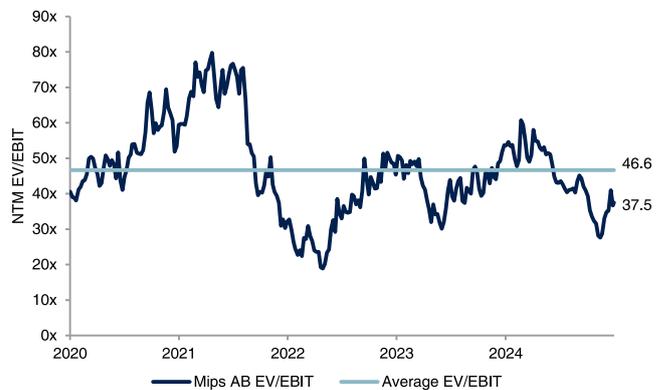
Source: ABG Sundal Collier, company data

Mips penetrated 4% of its TAM in 2024 (est.)



Source: ABG Sundal Collier, company data

NTM EV/EBIT



Source: ABG Sundal Collier, FactSet

Safety market is huge, penetration low

The safety helmet market is huge, and Mips' penetration is close to 0%. However, early signs show that penetration is picking up, demand is good and incentives are in place to drive a high adoption over time. We are positive about the safety market potential.

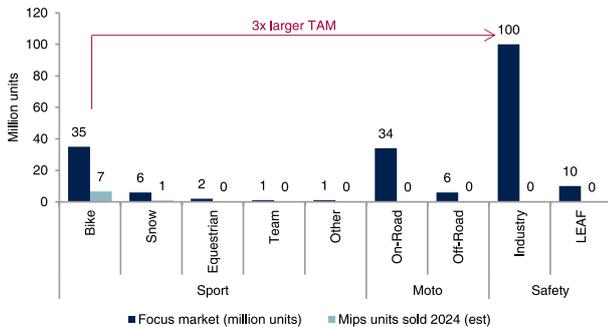
Since 2021, Mips has started to be included in helmets for the safety markets such as construction, mining, and industrial use, to name a few. According to Mips, the market opportunity in its focus area is 100 million units per year, or 3x larger than the bike market, in which Mips has been highly successful. In addition to a continued recovery of the bike market after the post-pandemic decline and further solid growth in snow helmets, we argue that penetrating the safety market is important for the longer-term equity story.

Mips targets >SEK 2bn in sales in 2029, of which 25% should come from the safety vertical. This represents a 9% penetration of the TAM, compared to 19% reached in the sports vertical in 2024, for example. At first sight, the target looks reachable in absolute terms, in our view, although it is difficult to assess in exactly which year it will be met.

In this in-depth report, we have dug deeper into the initial traction of the safety market and conclude:

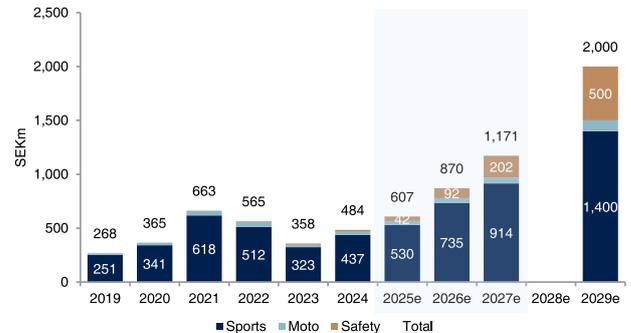
1. Penetration among retailers and brands is taking off, ranging from 4% to 32% on average across the US and Europe. We expect these to continue rise over time.
2. Our construction market survey shows that construction firms have started to adopt Mips helmets (50% of respondents) while all firms were aware of Mips and expected to have Mips models in the future. This confirms product advancements and shows increasing demand for Mips helmets in construction.
3. Our price analysis of recently launched construction helmets with Mips shows a EUR 28-47 higher price tag per helmet vs. non-Mips equivalent models. Construction firms seem willing to pay for Mips, and helmet brands can achieve higher growth and improve gross margins by >10pp, as price premiums are ~3x the cost of Mips.

Mips' focus markets and estimated penetration



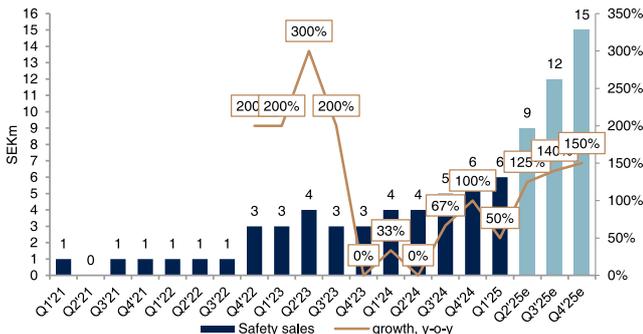
Source: ABG Sundal Collier, company data

Sales per year (financial target in 2029)



Source: ABG Sundal Collier, company data

Safety sales per quarter



Source: ABG Sundal Collier, company data

Growth per category



Source: ABG Sundal Collier, company data

Introduction to Mips' advantages in safety helmets

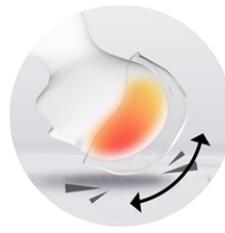
Traditional helmets are designed and tested for straight impacts, causing vertical force. However, research shows that most impacts even on a construction site are angled, leading to rotational motion of the head. This type of motion increases the risk of brain injuries, as it causes shearing and stretching of brain tissues. This is where Mips technology plays a crucial role. Backed by over 25 years of research and successful market penetration, especially in the bike and snow helmet market, Mips' solution has a low-friction layer inside the helmet that allows the head to move 10-15mm in all directions. This movement lowers the risk of severe brain injuries.

Mips business model is an ingredient brand strategy, meaning that it does not produce helmets itself but sells its Mips BPS (brain protection system) to the helmet industry, which licenses the right to use Mips in selected models and pay a unit-based fee.

Mips addresses rotational motion



1. Traditional helmets are designed and tested for straight impacts



2. The rotational motion can cause brain injuries



3. The low friction layer is intended to help reduce rotational motion

Source: ABG Sundal Collier, Mips, SecurisProtect.com

Construction sites - A high-risk workplace for brain injuries

The construction industry is consistently ranked as one of the most dangerous workplaces around the world. Workers face a higher risk of traumatic brain injuries (TBIs) due to hazards such as falling or flying objects and slips and falls from heights. Only 16% of TBIs in the construction sector are caused by falling objects; 60% result from falls between levels, making the nature of the accident similar to that of a bike accident.

Concussions, the most common type of TBI, account for up to 75% of all cases. 50% of TBIs go undiagnosed or undetected, and 90% of diagnosed TBIs occur without loss of consciousness. This highlights the challenge of identifying and addressing head injuries in the construction industry and is a strong argument for including MIPS in safety helmets.

The selection of safety equipment suppliers is an extensive process in which proposed industrial helmets must have the correct certification (EN 397) before they can be considered. In-house units work with suppliers and test helmets during daily operations before selection, which distinguishes the construction market from consumer sectors such as bike or snow sports equipment. However, it also makes it more difficult to capture market share.

In the UK, construction workers are more likely to suffer a concussion than workers in any other sector. The annual cost of work-related concussions in construction is estimated at GBP 34m.

According to McKinsey, USD 10tn is spent on construction goods and services annually. As the market recovers, we anticipate increased potential for the safety segment in the future.

Examples of safety helmets for industrial use

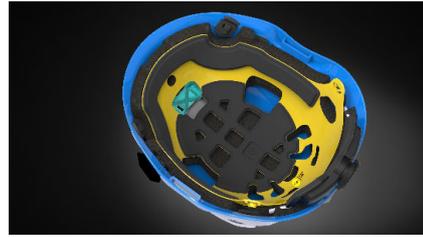
The safety vertical includes different end markets such as industry, mining, construction and forestry. Below are two examples of recently launched helmets with Mips: the Guardio construction helmet and Husqvarna forest helmet.

Guardio construction helmet with Mips



Source: ABG Sundal Collier, Guardio

Guardio construction helmet with Mips



Source: ABG Sundal Collier, Guardio

Husqvarna forest helmet with Mips



Source: ABG Sundal Collier, Husqvarna

Husqvarna forest helmet with Mips

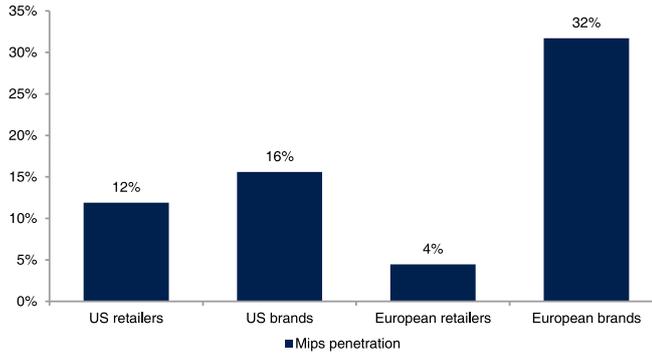


Source: ABG Sundal Collier, Husqvarna

1) Penetration is starting to take off

We are seeing increased adoption of Mips technology among both retailers and helmet brands for use in construction helmets. While we currently see somewhat greater penetration in the European market and among European brands, we have also understood from Mips' communications that the US construction market has initially showed the greatest interest. We expect to see more MIPS models among retailers and across brands in the coming years. We compare the current situation to that in the bike industry around 2015–16, before the strong growth really took off.

Mips penetration among retailers and brands (no of models)

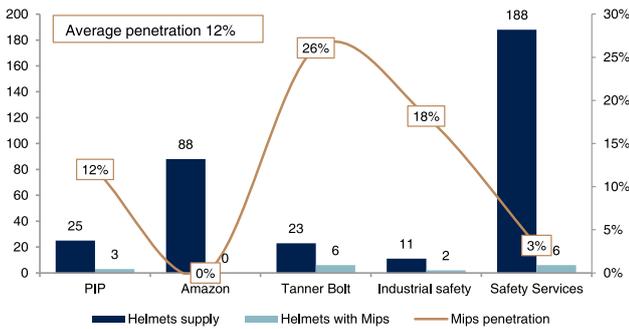


Source: ABG Sundal Collier, various retailers and brands (see below graphs for details)

The US market

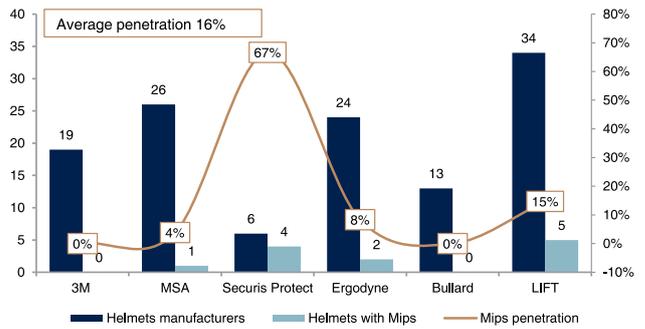
In the US, there are signs that the integration of Mips technology is growing among key retailers and helmet manufacturers. Tanner Bolt is leading the way among retailers, with 26% of its helmets integrated with Mips, followed by Industrial Safety with 18%. Among brands, Securis and LIFT are the leading US manufacturers, with penetration rates of 67% and 15%, respectively. All of these metrics have increased since our last check, in December 2024, which is positive for growth despite there being plenty of room for more growth.

Mips penetration among US retailers



Source: ABG Sundal Collier, various retailers

Mips penetration among US brands

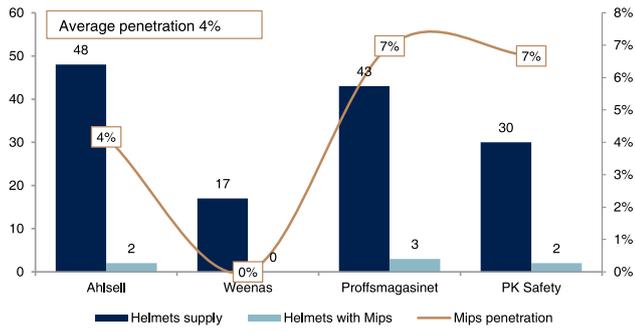


Source: ABG Sundal Collier, various brands

The European market

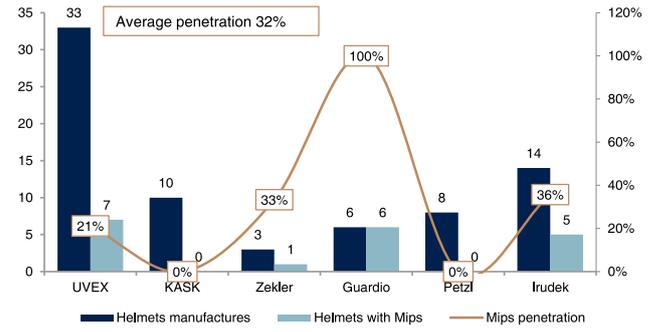
The European market shows slightly different adoption rates compared to the US. Among retailers, Proffsmagasinet and PK Safety have 7% of helmets with Mips technology, followed by Ahsell with 4%. Among manufacturers, the Swedish brand Guardio has achieved 100% penetration of Mips models, while Irudek (36%) and Zekler (33%) follow. This demonstrates growing awareness of and interest in Mips technology among brands, which will likely lead to higher adoption rates among retailers over time.

Mips penetration among European retailers



Source: ABG Sundal Collier, various retailers

Mips penetration among European brands



Source: ABG Sundal Collier, various brands

2) Survey shows high interest among construction firms

Ahead of the launch of MIPS safety helmets (primarily for the construction market), we conducted a safety survey in 2020. In that survey, we concluded that awareness was good, likely driven by the solid consumer brand awareness already in place, while adoption of Mips construction helmets was zero. We have now conducted a similar survey for comparable use and have found that two companies (Peab and Skanska) have adopted construction helmets with Mips as part of their range of helmets for employees. All the other construction companies were well aware of Mips and are considering providing Mips helmets for their employees in the future.

Construction market survey

The participating companies in our survey were Peab, Veidekke, Serneke and Skanska, with a focus on helmet safety to reduce workplace injuries. Our key conclusions are as follows:

- Two of the four construction companies have incorporated Mips technology into their helmets. In contrast, not a single company offered Mips technology in their products in our 2020 survey. This shift is positive.
- All respondents are aware that Mips technology can reduce the risk of brain tissue shearing by allowing the head to move inside the helmet.
- All are considering Mips for future products. Some are developing their offerings and will review them and consider Mips in the coming months.
- While pricing is not critical, it is a factor alongside functionality and compliance with security and regulatory requirements.

We find it positive to see that in just four years, construction companies have begun to include Mips in their helmet offerings. We believe this shift reflects the growing recognition of the Mips technology and brand, as well as its increasing value within the construction sector.

Summarised survey answers

Questions	Peab	Veidekke	Serneke	Skanska
How many safety helmets can your employees choose from today?	6	1	2	7
Is Mips integrated in any of the available helmets?	Yes	No	No	Yes
Are you familiar with Mips and its safety features?	Yes	Yes	Yes	Yes
Would you consider sourcing helmets with Mips in the future?	Yes	Yes	Yes	Yes
Does price matter when you source safety equipment?	No	Yes	Yes	Yes

Source: ABG Sundal Collier

Detailed survey answers

Questions	Peab	Veidekke	Serneke	Skanska
How many safety helmets can your employees choose from today?	In the ordinary offering we have six different helmets to choose from	In our standard range with our supplier Ahlsell for Sweden and Norway we offer one safety helmet	We have two	Seven to choose from
Is Mips integrated in any of the available helmets?	Yes, in one of the helmets	Mips is not integrated into the standard helmet in our basic range. Ahlsell however offers it in their broader product range	No, it is not	Yes, two of our suppliers have Mips integrated
Are you familiar with Mips and its safety features?	The general knowledge is probably good since the Mips is used for leisure, but its use for work is less known	Yes we are and we know it can provide extra protection in case of falls	Yes	Yes
Would you consider sourcing helmets with Mips in the future?	Our offering is constantly developing, and the more helmets have MIPS, the more we will offer as well	Our five year agreement ends late next year and at that time we will review our offering and consider having Mips in our standard offering	Yes, we would consider having MIPS	We already do
Does price matter when you source safety equipment?	No	Price and total cost are factors, combined with functionality and compliance with safety and legal requirements	Yes, it does	It is one of several factors

Source: ABG Sundal Collier

Comparing to our 2020 survey

For comparison purposes, we have included our 2020 survey, which was conducted somewhat after Mips announced that it would start to target the industrial and construction market. Awareness of Mips was already good back then (likely as a result of its well-known consumer brand in bike and snow helmets), while no construction companies had Mips helmets for their employees. However, all of them expected to have them in the future, and the above study shows that two out of four responding firms have actually started to offer construction helmets including Mips to their employees.

Construction survey summary - 2020

Questions	NCC	Skanska	JM	Bonava	Veidekke	PEAB
How many safety helmets can your employees choose from today?	5	3	2	1	N/A	5
Is MIPS integrated in any of the available helmets?	No	No	No	No	No	No
Are you familiar with MIPS and its safety features?	Yes	Yes	Yes	Yes	Yes	Yes
Would you consider sourcing helmets with MIPS in the future?	Yes	Yes	Yes	Yes	Yes	Yes
Does price matter when you source safety equipment?	Primarily demand, safety and quality	Yes, but not primarily	Yes, but not primarily	Yes, but not primarily	NA	We evaluate on the basis of demand, technological change and safety

Source: ABG Sundal Collier

Construction survey detailed answers - 2020

Questions	Bonava	JM	NCC	Skanska	Veidekke	PEAB
How many safety helmets can your employees choose from today? Who and on what grounds is that list determined?	At Bonava we guide our employees to one specific supplier, and since we don't have our own construction workers also one specific helmet. Our employees have the opportunity to select another helmet, in the case of individual objections.	Two helmets, brought forward by the health and safety department in conjunction with our supplier. Helmets should be certificated with regards to SS-EN 397(industry-helmets). The helmet also needs to be compatible with hearing protection, eye protection and chinstrap.	We have five helmets in our assortment. Products are put forward and approved by NCC Approval Group for personal safety equipment. In our different operational regions we have test groups who makes suggestions and evaluates products before they becomes available in our assortment. We have three local and one central test group in Sweden.	We have two types of safety helmets and a third that our asphalt pavers can use. A PPE group with representatives from Health & Safety, procurement and Skanska Rental makes decisions regarding safety equipment and do so in conjunction with different test groups. All products shall meet current legalization, standards and Skanska's internal requirements as well as the prequalifying requirements we have on suppliers.	NA	Five different helmets. The list is determined in conjunction between PEAB and our construction workers. The selection is based on the works characteristic and the technological development in society.
Is MIPS integrated in any of the available helmets?	Mips is not integrated in our current helmet.	No	No	No	No	No
Are you aware of MIPS and that its technology can reduce the risk for brain injuries in the events of e.g. falling incidents?	We are well aware of MIPS and that it reduces potential injuries in events of falling.	Yes	Yes, we are aware of MIPS and follows the development. We currently have MIPS helmets under test.	We are aware that MIPS reduces the risk for sheering of brain tissue in the events of damages to the head, e.g. from falling incidents.	We are in the middle of forming a group that will work systematically with PSU and we are looking at MIPS helmets as we speak.	We haven't evaluated the MIPS technology enough to make a statement of the technology features and the potential effects on reduced injuries in our day-to-day work.
Would you consider sourcing safety helmets with MIPS in the future?	MIPS is not excluded in a future agreement negotiation.	Yes, but not right now.	We follow the development and have MIPS helmets under test.	We follow the development thoroughly and listens to our suppliers. For us to extend our assortment with new products and solutions, scientific evidence is an important factor.	Yes, MIPS is supposed to be an available helmet for our workers. However, nothing is decided yet.	We continuously evaluate our assortment of personal safety equipment.
Is price an important factor when you source safety equipment?	In all agreements where the volume is large, price is part of the assessment.	Yes, but not primarily.	We prioritize demand, quality and safety.	Safety is the most important factor and similar to everyone else we want collaboration benefits with our suppliers, e.g. ability to affect development and pricing.	NA	We continuously evaluate our assortment with regards to the works nature and technological change.

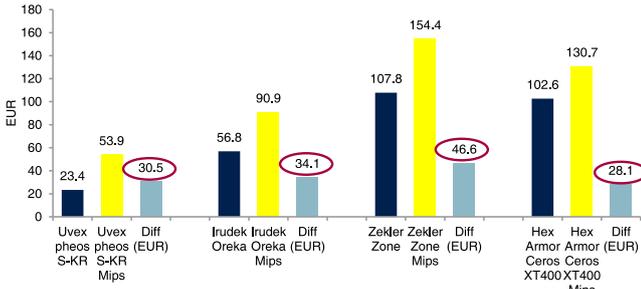
Source: ABG Sundal Collier

3) Price premium surprises positively

We have made a deep dive in the recent data points for the Safety vertical and conclude that the proposed price levels for Mips helmets indicate an average price premium of EUR 35/ helmet (or a 65% higher price) over non-Mips models. We view this as positive because of two things:

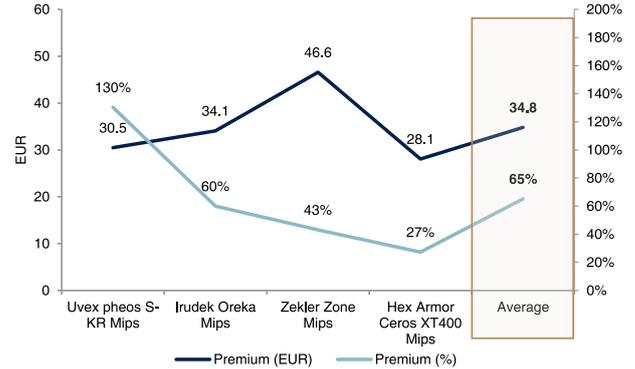
- A higher price supports the thesis that construction companies are willing to pay for Mips as a feature for increased safety, proving the product advantages.
- A larger difference between Mips helmets and non-Mips helmets encourages brands to push Mips models to drive their own growth and higher profitability.

Price premium of EUR 28-47 per Mips helmet



Source: ABG Sundal Collier, various retailers

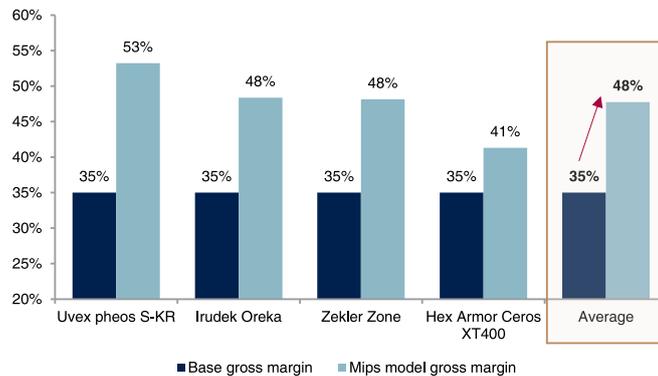
Mips model price difference (EUR and %)



Source: ABG Sundal Collier, various retailers

If we assume that brands originally make a 35% gross margin on their helmets, and that the COGS for the Mips solution is EUR 10 (ASP of USD 6-7 and some extra for assembly), the average gross margin impact could be in excess of 10pp, lifting the average gross margin of the Mips models to 48%. This is a meaningful impact for a construction brand company.

Gross margin on original helmet vs Mips model (theoretical example)



Source: ABG Sundal Collier

In the section below, we have gone through a couple of the announced Safety brands Mips has signed regarding their status on both marketing the Mips brand and solution and looked at price differences between comparable non-Mips models with recently launched Mips upgrades.

Uvex pheos S-KR now with Mips

Uvex, one of the world's largest construction gear companies, has recently upgraded its Pheos S-KR model with Mips, increasing the price by EUR 31 per helmet on its website (+130%). In addition, Uvex has launched a dedicated website where it explains the advantages of Mips technology and how it improves helmet safety: <https://www.uvex-safety.com/en/mips/>.

We argue that Uvex is a large and important client that shows a clear dedication to Mips. The fact that the Pheos S-KR Mips model is currently out of stock and expected to be available from 5 June 2025 could potentially boost Mips' Q2 production volumes.

Uvex pheos S-KR

Source: ABG Sundal Collier, Uvex

Uvex pheos S-KR Mips

Source: ABG Sundal Collier, Uvex

Irudek Oreka now with Mips

The Spanish construction gear brand Irudek is another company that has recently introduced Mips models. It has upgraded several of its models with Mips solutions, and when we look at a Swedish retailer selling both helmets, we find that the Oreka Mips model is priced EUR 34 higher (or 60% more expensive) than the non-Mips model.

Irudek has also launched a website with detailed information about the advantages of Mips in its latest models: <https://www.irudek.com/en/product/oreka-mips/>.

Irudek Oreka

Source: ABG Sundal Collier, ställningsprodukter.se

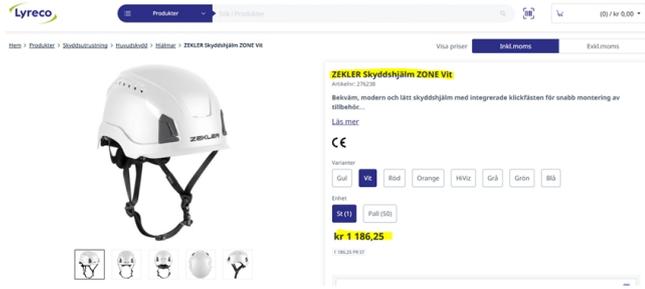
Irudek Oreka Mips

Source: ABG Sundal Collier, ställningsprodukter.se

Zekler Zone now with Mips

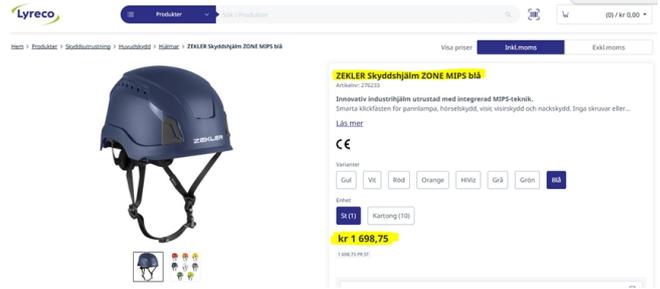
The Swedish premium brand Zekler has updated its Zone construction helmet with a Mips version. The local retailer Lyreco is selling the helmet at a premium price of EUR 47, which is 43% higher than the original price. This is a good example of a like-for-like price premium for the Mips version, and yet more proof that brands are incentivised to increase the share of sales of Mips products.

Zekler Zone



Source: ABG Sundal Collier, Lyreco

Zekler Zone Mips

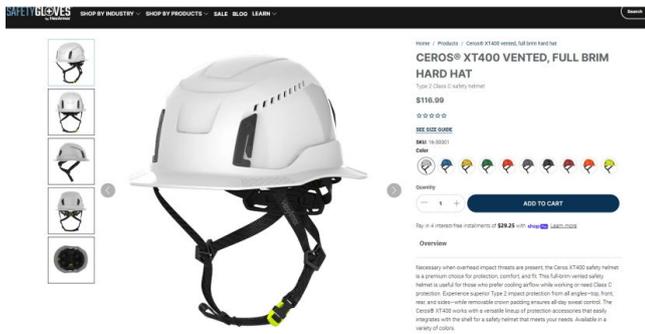


Source: ABG Sundal Collier, Lyreco

Hex Armor Ceros now with Mips

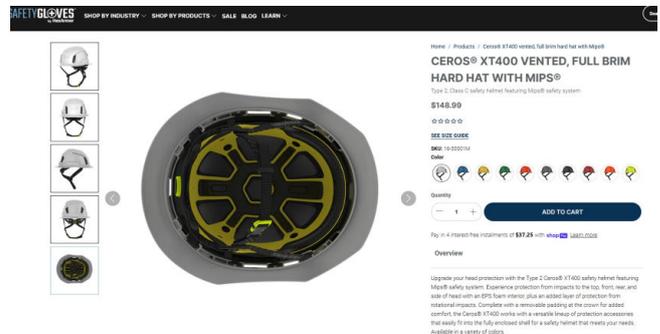
The brand Hex Armor has upgraded its Type 2 helmet assortment by releasing Mips versions of both its Ceros XT400 and Ceros XT400E models. Looking at retailer sites, we find that the Mips version of the Ceros XT400 model has a price tag that is EUR 28 higher (+27%), which is in line with previous price differences.

Hex Armor Ceros XT400



Source: ABG Sundal Collier, safetygloves.com

Hex Armor Ceros XT400 Mips



Source: ABG Sundal Collier, safetygloves.com

Share price view

We continue to have high growth expectations on Mips, driven by several verticals, primarily bike, moto and safety.

The business model is highly scalable, with gross margins of 72–73% and a fixed operating expense base, resulting in high operating scalability. The target EBIT margin of >50% in 2029 is achievable, as demonstrated by the 53% EBIT margin achieved in 2021. We estimate that the EBIT margin will expand from 36% in 2024 to 50% in 2027.

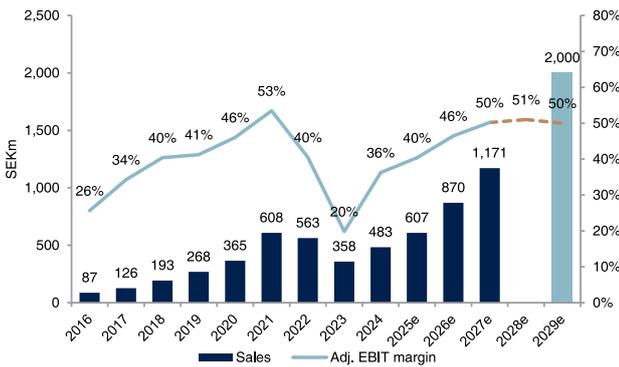
The balance sheet is slim, driven by the licensing business model, with inventory/sales of ~1%. It primarily consists of a net cash position of SEK 408m (no debt), which corresponds to 55% of total assets. Consequently, the ROIC is strong and we estimate it will exceed 100% in 2026 and beyond.

In terms of valuation, the share is trading at 39.9x 2025e EV/EBIT, but with high growth expectations, the valuation falls quite rapidly to 16.2x 2027e EV/EBIT.

Based on financial targets of >SEK 1bn in EBIT in 2029, the share is trading at 9x 2029e EV/EBIT, which we consider attractive and achievable.

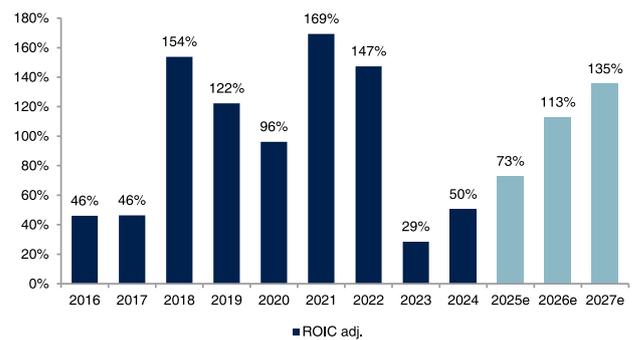
We maintain our positive view of the share, with key triggers being: 1) a Q2 beat due to an easing of the tariff situation, 2) increased growth rates and a greater share of sales from the safety vertical in the coming quarters, and 3) an upside to consensus, as we are currently 14–20% above the FactSet consensus for 2026–27 EBIT.

Sales and adj. EBIT margin (2029 financial target)



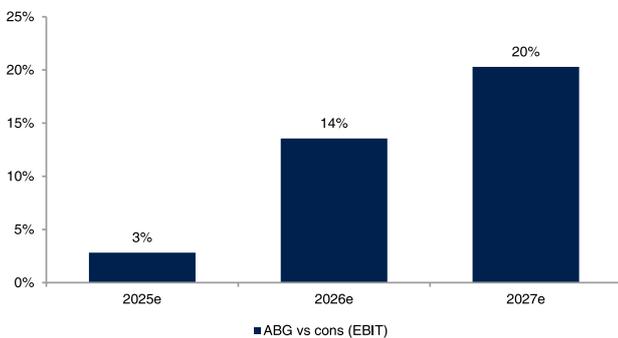
Source: ABG Sundal Collier, company data

Return on invested capital (ROIC)



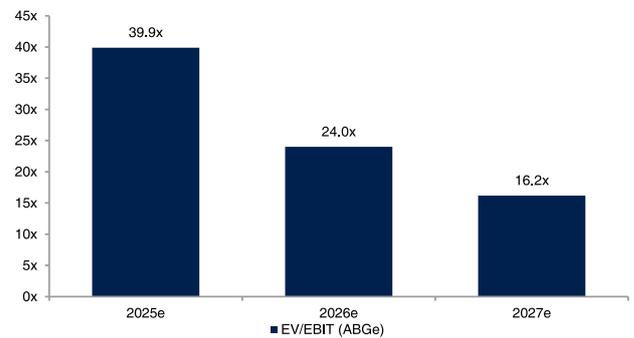
Source: ABG Sundal Collier, company data

ABG vs cons (EBIT)



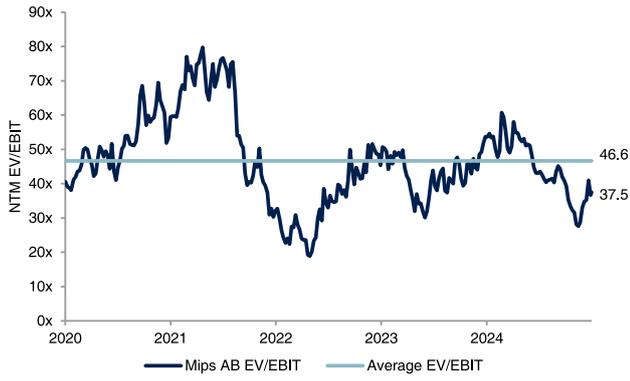
Source: ABG Sundal Collier, FactSet

EV/EBIT 2025-27e (ABGe)



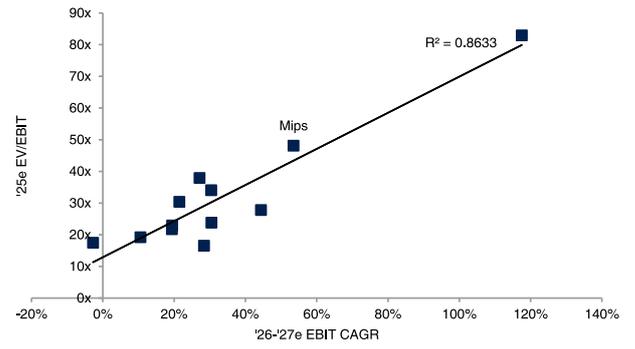
Source: ABG Sundal Collier

NTM EV/EBIT



Source: ABG Sundal Collier, FactSet

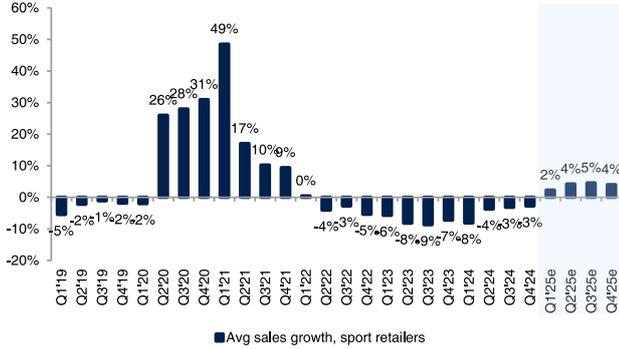
Nordic hardware peers - '25e EV/EBIT vs '26-'27e EBIT CAGR



Source: ABG Sundal Collier, FactSet, peers: Autostore, CTT, engcon, Hexagon, HMS Networks, Invisio, Nordic Semiconductor, NCAB, Mycronic, Tomra, Troax, Mips

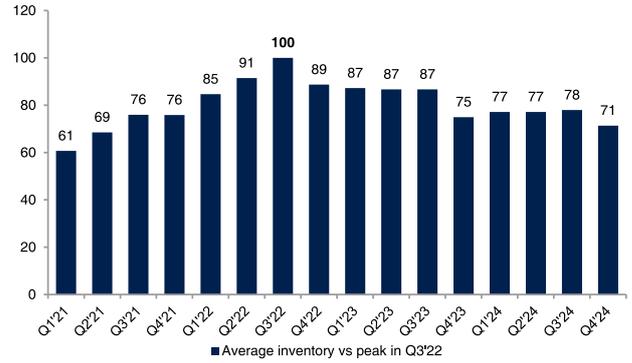
Sport KPIs

Average growth, sport retailers, y-o-y



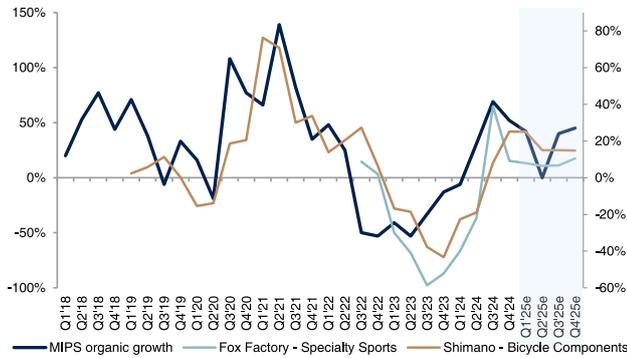
Source: ABG Sundal Collier, company data, FactSet, companies: XXL, Dick's Sporting Good, Sportsman's Warehouse, Big 5 Sporting Goods, Academy Sports and Outdoors, Bike24, Vista Outdoor

Average inventory levels, sport retailers (base Q3'22)



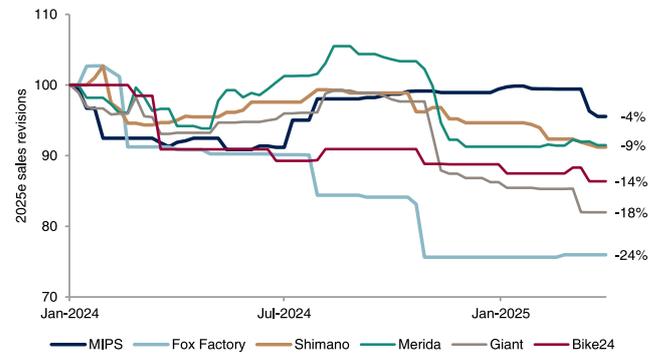
Source: ABG Sundal Collier, company data, companies: XXL, Vista Outdoor, Bike24 and Academy Sports and Outdoor

MIPS vs Fox Factory and Shimano



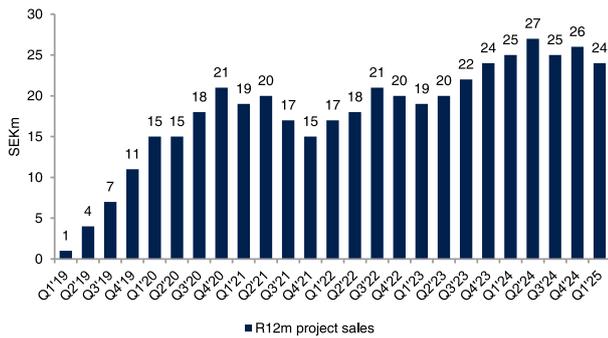
Source: ABG Sundal Collier, company data, Fox Factory, Shimano, FactSet

2025 sales estimates still under pressure for bike peers



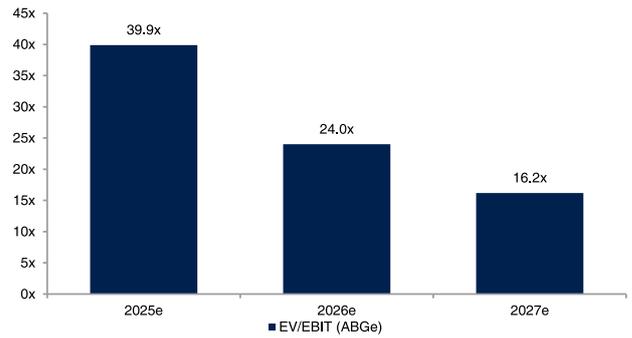
Source: ABG Sundal Collier, FactSet

R12m project sales



Source: ABG Sundal Collier, company data

EV/EBIT 2025-27e (ABGe)



Source: ABG Sundal Collier

Estimate changes

	New			Old			Estimate changes		
	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
Net sales	607	870	1,171	594	851	1,146	2%	2%	2%
COGS	-170	-235	-316	-160	-230	-309	6%	2%	2%
Gross profit	437	635	855	434	621	836	1%	2%	2%
Selling expenses	-83	-104	-114	-83	-104	-114	0%	0%	0%
Administrative expenses	-93	-75	-83	-93	-75	-83	0%	0%	0%
R&D expenses	-42	-52	-70	-42	-51	-69	0%	2%	2%
Other operating expenses	-6	0	0	-6	0	0	0%	na	na
Total Opex	-224	-231	-267	-224	-230	-266	0%	0%	1%
EBIT	213	404	588	210	391	571	2%	3%	3%
Non-recurring items	-32	0	0	0	0	0	na	na	na
Total opex adj.	-192	-231	-267	-224	-230	-266	-14%	0%	1%
EBIT adj.	245	404	588	210	391	571	17%	3%	3%
Net financial items	7	0	0	0	0	0	na	na	na
PTP	219	404	588	210	391	571	5%	3%	3%
Tax	-49	-89	-129	-46	-86	-126	6%	3%	3%
Net profit	171	315	459	163	305	445	5%	3%	3%
EPS	6.56	12.08	17.57	6.26	11.69	17.05	5%	3%	3%
DPS	7.00	7.50	8.78	7.00	7.50	8.53	0%	0%	3%
Growth									
Sales growth	26%	43%	35%	23%	43%	35%	3%	0%	0%
Organic growth	26%	43%	35%	23%	43%	35%	3%	0%	0%
EBIT adj. growth	40%	65%	45%	38%	62%	46%	2%	3%	0%
Margins									
Gross margin	72%	73%	73%	73%	73%	73%	-1%	0%	0%
EBIT margin	35%	46%	50%	35%	46%	50%	0%	0%	0%
EBIT margin adj.	40%	46%	50%	41%	46%	50%	0%	0%	0%
Sales split	2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
Sports	530	735	914	517	715	889	3%	3%	3%
y-o-y	21%	38%	24%	18%	38%	24%	3%	0%	0%
Moto	35	44	55	35	44	55	0%	0%	0%
y-o-y	25%	25%	25%	25%	25%	25%	0%	0%	0%
Safety	42	92	202	42	92	202	0%	0%	0%
y-o-y	120%	120%	120%	120%	120%	120%	0%	0%	0%

Source: ABG Sundal Collier

Interim breakdown of forecast

Income statement	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25e	Q3'25e	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e
Net sales	83	133	123	144	116	135	163	193	608	563	358	483	607	870	1,171
COGS	-25	-36	-33	-39	-32	-38	-46	-54	-162	-158	-105	-133	-170	-235	-316
Gross profit	57	97	91	105	83	97	117	139	446	405	253	350	437	635	855
Selling expenses	-20	-19	-18	-20	-20	-21	-20	-22	-58	-76	-74	-77	-83	-104	-114
Administrative expenses	-15	-16	-14	-15	-23	-26	-24	-20	-48	-58	-59	-60	-93	-75	-83
R&D expenses	-9	-10	-9	-10	-10	-11	-10	-11	-24	-26	-35	-38	-42	-52	-70
Other operating expenses	0	0	-2	2	-6	0	0	0	9	-17	-14	0	-6	0	0
Total Opex	-44	-45	-43	-43	-59	-58	-54	-53	-121	-177	-182	-175	-224	-231	-267
EBIT	14	52	48	62	24	39	63	86	325	228	71	175	213	404	588
Non-recurring items	0	0	0	0	-13	-8	-8	-3	0	0	0	0	-32	0	0
Total opex adj.	-44	-45	-43	-43	-46	-50	-46	-50	-121	-177	-182	-175	-192	-231	-267
EBIT adj.	14	52	48	62	37	47	71	89	325	228	71	175	245	404	588
Net financial items	2	0	-1	8	1	2	2	2	2	-5	13	9	7	0	0
PTP	16	52	47	70	25	41	65	88	327	223	84	184	219	404	588
Tax	-4	-11	-10	-17	-6	-9	-14	-19	0	0	0	0	0	0	0
Net profit	12	41	37	53	19	32	51	69	253	175	63	142	171	315	459
EPS	0.44	1.57	1.43	2.03	0.74	1.24	1.95	2.63	9.69	6.71	2.41	5.44	6.56	12.08	17.57
DPS									5.00	5.50	6.00	6.50	7.00	7.50	8.78
payout ratio									52%	82%	249%	119%	107%	62%	50%
Growth															
Sales growth	-6%	30%	60%	58%	40%	2%	32%	34%	67%	-7%	-36%	35%	26%	43%	35%
Organic growth	-6%	31%	69%	52%	42%	10%	40%	45%	72%	-19%	-39%	35%	26%	43%	35%
EBIT adj. growth	-11%	122%	216%	267%	175%	-9%	47%	44%	93%	-30%	-69%	146%	40%	65%	45%
Margins															
Gross margin	69%	73%	73%	73%	72%	72%	72%	72%	73%	72%	71%	72%	72%	73%	73%
EBIT margin	16%	39%	39%	43%	21%	29%	39%	45%	53%	40%	20%	36%	35%	46%	50%
EBIT margin adj.	16%	39%	39%	43%	32%	35%	44%	46%	53%	40%	20%	36%	40%	46%	50%
Sales split	Q1'24	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25e	Q3'25e	Q4'25e	2021	2022	2023	2024	2025e	2026e	2027e
Sports	71	122	111	133	100	117	143	173	618	512	323	437	530	735	914
y-o-y	-9%	34%	61%	56%	41%	-4%	29%	30%	81%	-17%	-37%	35%	21%	38%	24%
Moto	8	8	7	5	10	9	8	6	42	47	22	28	35	44	55
y-o-y	14%	14%	40%	67%	25%	15%	15%	15%	75%	12%	-53%	27%	25%	25%	25%
Safety	4	4	5	6	6	9	12	15	3	6	13	19	42	92	202
y-o-y	33%	0%	67%	100%	50%	125%	140%	150%	100%	117%	46%	120%	120%	120%	120%

Source: ABG Sundal Collier, company data

Income Statement (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Sales	193	268	365	608	563	358	483	607	870	1,171
COGS	-50	-69	-98	-162	-158	-105	-133	-170	-235	-316
Gross profit	142	198	267	446	405	253	350	438	635	855
Other operating items	-64	-84	-91	-111	-164	-167	-159	-207	-211	-249
EBITDA	78	115	176	335	241	86	191	231	424	606
Depreciation and amortisation	-5	-6	-8	-10	-13	-15	-16	-18	-20	-18
of which leasing depreciation	0	-0	-0	-3	-5	-5	-5	-5	-5	-5
EBITA	73	108	168	325	228	71	175	213	404	588
EO Items	-5	-3	0	0	0	0	0	-32	0	0
Impairment and PPA amortisation	0	0	0	0	0	0	0	0	0	0
EBIT	73	108	168	325	228	71	175	213	404	588
Net financial items	-0	0	-1	2	-5	13	9	7	0	0
Pretax profit	73	108	167	327	223	84	184	220	404	588
Tax	-16	-24	-38	-74	-48	-21	-42	-49	-89	-129
Net profit	56	85	129	253	175	63	142	171	315	459
Minority interest	0	0	0	0	0	0	0	0	0	0
Net profit discontinued	0	0	0	0	0	0	0	0	0	0
Net profit to shareholders	56	85	129	253	175	63	142	171	315	459
EPS	2.23	3.35	4.94	9.69	6.71	2.41	5.44	6.56	12.08	17.57
EPS adj.	2.38	3.43	4.94	9.69	6.71	2.41	5.44	7.52	12.08	17.57
Total extraordinary items after tax	-4	-2	0	0	0	0	0	-25	0	0
Leasing payments	0	-0	-0	-3	-5	-5	-5	-5	-5	-5
Tax rate (%)	22.6	21.7	22.8	22.6	21.5	25.0	22.8	22.2	22.0	22.0
Gross margin (%)	73.9	74.1	73.2	73.4	71.9	70.7	72.5	72.1	73.0	73.0
EBITDA margin (%)	40.7	42.7	48.2	55.1	42.8	24.1	39.6	38.1	48.7	51.8
EBITA margin (%)	37.9	40.3	46.0	53.5	40.5	19.8	36.2	35.1	46.4	50.2
EBIT margin (%)	37.9	40.3	46.0	53.5	40.5	19.8	36.2	35.1	46.4	50.2
Pre-tax margin (%)	37.8	40.5	45.8	53.8	39.6	23.5	38.1	36.3	46.4	50.2
Net margin (%)	29.3	31.7	35.3	41.6	31.1	17.6	29.4	28.2	36.2	39.1
Growth Rates y-o-y	-	-	-	-	-	-	-	-	-	-
Sales growth (%)	53.3	39.1	36.3	66.6	-7.4	-36.4	34.9	25.7	43.3	34.6
EBITDA growth (%)	208.4	46.1	53.6	90.3	-28.0	-64.2	121.7	20.7	83.4	43.1
EBITA growth (%)	250.4	48.0	55.5	93.5	-29.8	-68.9	146.5	21.8	89.6	45.5
EBIT growth (%)	nm	48.0	55.5	93.5	-29.8	-68.9	nm	21.8	89.6	45.5
Net profit growth (%)	256.6	50.4	52.1	96.1	-30.8	-64.0	125.4	20.6	84.0	45.5
EPS growth (%)	nm	50.4	47.4	96.1	-30.8	-64.0	nm	20.6	84.0	45.5
Profitability	-	-	-	-	-	-	-	-	-	-
ROE (%)	22.7	29.6	35.6	50.4	29.1	9.8	21.9	26.7	44.5	50.6
ROE adj. (%)	24.2	30.3	35.6	50.4	29.1	9.8	21.9	30.6	44.5	50.6
ROCE (%)	29.4	37.8	45.4	64.1	36.3	12.8	27.8	33.7	56.0	64.0
ROCE adj. (%)	31.3	38.7	45.4	64.1	36.3	12.8	27.8	38.6	56.0	64.0
ROIC (%)	153.8	122.2	96.2	169.3	147.3	28.5	50.4	63.3	112.8	135.4
ROIC adj. (%)	164.0	125.0	96.2	169.3	147.3	28.5	50.4	72.8	112.8	135.4
Adj. earnings numbers	-	-	-	-	-	-	-	-	-	-
EBITDA adj.	83	117	176	335	241	86	191	263	424	606
EBITDA adj. margin (%)	43.2	43.7	48.2	55.1	42.8	24.1	39.6	43.3	48.7	51.8
EBITDA lease adj.	83	117	176	332	236	81	186	258	419	601
EBITDA lease adj. margin (%)	43.2	43.6	48.1	54.6	41.9	22.7	38.6	42.5	48.1	51.3
EBITA adj.	78	111	168	325	228	71	175	245	404	588
EBITA adj. margin (%)	40.4	41.3	46.0	53.5	40.5	19.8	36.2	40.4	46.4	50.2
EBIT adj.	78	111	168	325	228	71	175	245	404	588
EBIT adj. margin (%)	40.4	41.3	46.0	53.5	40.5	19.8	36.2	40.4	46.4	50.2
Pretax profit Adj.	78	111	167	327	223	84	184	252	404	588
Net profit Adj.	60	87	129	253	175	63	142	196	315	459
Net profit to shareholders adj.	60	87	129	253	175	63	142	196	315	459
Net adj. margin (%)	31.2	32.4	35.3	41.6	31.1	17.6	29.4	32.3	36.2	39.1

Source: ABG Sundal Collier, Company Data

Cash Flow (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
EBITDA	78	115	176	335	241	86	191	231	424	606
Net financial items	-0	0	-1	2	-5	13	9	7	0	0
Paid tax	-16	-27	-19	-42	-56	-98	-21	-49	-89	-129
Non-cash items	3	6	5	-52	15	96	-19	-24	0	0
Cash flow before change in WC	64	94	161	243	195	97	160	165	335	477
Change in working capital	5	-31	-45	34	41	-86	-18	22	-53	-60

Cash Flow (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Operating cash flow	69	63	116	277	236	11	142	187	282	417
Capex tangible fixed assets	-2	-1	-10	-4	-6	-2	-4	-5	-6	-7
Capex intangible fixed assets	-5	-8	-5	-6	-15	-7	-6	-8	-9	-10
Acquisitions and Disposals	0	-40	0	0	0	-80	0	0	0	0
Free cash flow	62	15	101	267	215	-78	132	174	267	400
Dividend paid	0	-63	-76	-92	-131	-144	-159	-170	-183	-196
Share issues and buybacks	0	0	0	0	0	0	0	0	0	0
Leasing liability amortisation	0	-2	-4	-3	-5	-5	-6	-6	-6	-6
Other non-cash items	1	-2	43	15	-16	100	11	22	0	0
Balance Sheet (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Goodwill	0	45	44	45	52	51	49	49	49	49
Other intangible assets	11	11	11	11	20	20	20	17	14	11
Tangible fixed assets	4	3	11	11	13	10	8	11	14	21
Right-of-use asset	0	0	11	8	18	15	13	14	15	16
Total other fixed assets	1	1	0	0	0	80	74	75	75	75
Fixed assets	16	60	77	75	103	176	164	166	168	172
Inventories	2	2	3	10	6	4	8	6	9	12
Receivables	54	82	138	200	110	91	156	167	239	322
Other current assets	5	7	27	20	14	59	29	5	5	5
Cash and liquid assets	243	192	272	450	533	408	382	402	481	679
Total assets	319	343	517	755	766	738	739	746	901	1,189
Shareholders equity	276	298	426	577	626	657	641	643	775	1,038
Minority	0	0	0	0	0	0	0	0	0	0
Total equity	276	298	426	577	626	657	641	643	775	1,038
Long-term debt	0	0	0	0	0	0	0	0	0	0
Pension debt	0	0	0	0	0	0	0	0	0	0
Convertible debt	0	0	0	0	0	0	0	0	0	0
Leasing liability	0	0	11	7	17	14	12	12	12	12
Total other long-term liabilities	0	2	6	1	11	16	14	14	14	14
Short-term debt	0	0	0	0	0	0	0	0	0	0
Accounts payable	20	26	33	70	29	30	45	52	74	100
Other current liabilities	24	17	42	101	83	20	26	26	26	26
Total liabilities and equity	319	343	518	756	766	737	738	746	901	1,189
Net IB debt	-243	-192	-261	-443	-516	-394	-370	-390	-469	-667
Net IB debt excl. pension debt	-243	-192	-261	-443	-516	-394	-370	-390	-469	-667
Net IB debt excl. leasing	-243	-192	-272	-450	-533	-408	-382	-402	-481	-679
Capital employed	276	298	437	584	643	671	653	655	787	1,050
Capital invested	33	106	164	133	110	264	272	252	306	371
Working capital	17	48	93	59	18	104	122	100	153	213
EV breakdown	-	-	-	-	-	-	-	-	-	-
Market cap. diluted (m)	9,918	9,918	10,231	10,231	10,231	10,231	10,231	10,231	10,231	10,231
Net IB debt adj.	-243	-192	-261	-443	-516	-394	-370	-390	-469	-667
Market value of minority	0	0	0	0	0	0	0	0	0	0
Reversal of shares and participations	0	0	0	0	0	-80	-74	-74	-74	-74
Reversal of conv. debt assumed equity	-	-	-	-	-	-	-	-	-	-
EV	9,675	9,725	9,970	9,788	9,715	9,757	9,787	9,767	9,688	9,490
Total assets turnover (%)	68.6	80.9	84.9	95.6	74.0	47.6	65.4	81.8	105.6	112.1
Working capital/sales (%)	10.1	12.1	19.3	12.5	6.8	17.0	23.4	18.3	14.5	15.6
Financial risk and debt service	-	-	-	-	-	-	-	-	-	-
Net debt/equity (%)	-88.2	-64.5	-61.3	-76.8	-82.4	-60.0	-57.7	-60.7	-60.5	-64.3
Net debt / market cap (%)	-2.5	-1.9	-2.6	-4.3	-5.0	-3.9	-3.6	-3.8	-4.6	-6.5
Equity ratio (%)	86.3	87.0	82.4	76.4	81.7	89.0	86.7	86.1	86.0	87.3
Net IB debt adj. / equity (%)	-88.2	-64.5	-61.3	-76.8	-82.4	-60.0	-57.7	-60.7	-60.5	-64.3
Current ratio	6.93	6.57	5.87	3.98	5.92	11.24	8.10	7.47	7.34	8.10
EBITDA/net interest	632.0	318.1	175.9	167.4	48.2	6.6	21.3	33.0	--	--
Net IB debt/EBITDA (x)	-3.1	-1.7	-1.5	-1.3	-2.1	-4.6	-1.9	-1.7	-1.1	-1.1
Net IB debt/EBITDA lease adj. (x)	-2.9	-1.6	-1.5	-1.4	-2.3	-5.0	-2.0	-1.6	-1.1	-1.1
Interest coverage	--	--	--	--	--	--	--	--	--	--

Source: ABG Sundal Collier, Company Data

Share Data (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Actual shares outstanding	25	25	26	26	26	26	26	26	26	26
Actual shares outstanding (avg)	25	25	26	26	26	26	26	26	26	26

Share Data (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
All additional shares	0	0	1	0	0	0	0	0	0	0
Issue month	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Assumed dil. of shares from conv.	0	0	0	0	0	0	0	0	0	0
As. dil. of shares from conv. (avg)	0	0	0	0	0	0	0	0	0	0
Conv. debt not assumed as equity	0	0	0	0	0	0	0	0	0	0
No. of warrants	0	0	0	0	0	0	0	0	0	0
Market value per warrant	0	0	0	0	0	0	0	0	0	0
Dilution from warrants	0	0	0	0	0	0	0	0	0	0
Issue factor	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Actual dividend per share	2.50	3.00	3.52	5.02	5.52	6.09	6.50	7.00	7.50	8.78
Reported earnings per share	2.23	3.35	4.94	9.69	6.71	2.41	5.44	6.56	12.08	17.57

Source: ABG Sundal Collier, Company Data

Valuation and Ratios (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Shares outstanding adj.	25	25	26	26	26	26	26	26	26	26
Diluted shares adj.	25	25	26	26	26	26	26	26	26	26
EPS	2.23	3.35	4.94	9.69	6.71	2.41	5.44	6.56	12.08	17.57
Dividend per share	2.50	3.00	3.50	5.00	5.50	6.00	6.50	7.00	7.50	8.78
EPS adj.	2.38	3.43	4.94	9.69	6.71	2.41	5.44	7.52	12.08	17.57
BVPS	10.89	11.77	16.32	22.11	23.98	25.17	24.56	24.62	29.70	39.77
BVPS adj.	10.46	9.57	14.21	19.96	21.23	22.45	21.92	22.09	27.28	37.48
Net IB debt/share	-9.60	-7.59	-10.00	-16.97	-19.77	-15.10	-14.18	-14.95	-17.97	-25.55
Share price	392.00	392.00	392.00	392.00	392.00	392.00	392.00	392.00	392.00	392.00
Market cap. (m)	9,918	9,918	10,231	10,231	10,231	10,231	10,231	10,231	10,231	10,231
Valuation	-	-	-	-	-	-	-	-	-	-
P/E (x)	nm	nm	79.3	40.4	58.5	nm	72.1	59.7	32.5	22.3
EV/sales (x)	50.25	36.31	27.32	16.10	17.26	27.25	20.26	16.08	11.13	8.10
EV/EBITDA (x)	123.4	84.9	56.7	29.2	40.3	113.0	51.1	42.3	22.9	15.7
EV/EBITA (x)	132.6	90.0	59.3	30.1	42.6	137.4	55.9	45.8	24.0	16.1
EV/EBIT (x)	132.6	90.0	59.3	30.1	42.6	137.4	55.9	45.8	24.0	16.1
Dividend yield (%)	0.6	0.8	0.9	1.3	1.4	1.6	1.7	1.8	1.9	2.2
FCF yield (%)	0.6	0.1	1.0	2.6	2.1	-0.8	1.3	1.7	2.6	3.9
Le. adj. FCF yld. (%)	0.6	0.1	0.9	2.6	2.1	-0.8	1.2	1.6	2.6	3.8
P/BVPS (x)	35.98	33.29	24.02	17.73	16.34	15.57	15.96	15.92	13.20	9.86
P/BVPS adj. (x)	37.48	40.98	27.58	19.64	18.47	17.46	17.89	17.74	14.37	10.46
P/E adj. (x)	nm	nm	79.3	40.4	58.5	nm	72.1	52.1	32.5	22.3
EV/EBITDA adj. (x)	116.3	83.1	56.7	29.2	40.3	113.0	51.1	37.1	22.9	15.7
EV/EBITA adj. (x)	124.4	88.0	59.3	30.1	42.6	137.4	55.9	39.8	24.0	16.1
EV/EBIT adj. (x)	124.4	88.0	59.3	30.1	42.6	137.4	55.9	39.8	24.0	16.1
EV/CE (x)	35.1	32.6	22.8	16.8	15.1	14.5	15.0	14.9	12.3	9.0
Investment ratios	-	-	-	-	-	-	-	-	-	-
Capex/sales (%)	3.5	3.2	4.1	1.6	3.7	2.5	2.1	2.1	1.7	1.5
Capex/depreciation	1.2	1.4	2.0	1.5	2.7	0.9	0.9	1.0	1.0	1.3
Capex tangibles / tangible fixed assets	59.4	29.3	90.9	36.4	46.2	20.0	50.0	45.5	41.9	33.2
Capex intangibles / definite intangibles	40.8	70.0	45.2	54.3	75.0	35.0	30.0	46.9	64.2	92.9
Depreciation on intang / def. intang	11	19	30	43	37	46	50	64	86	123
Depreciation on tangibles / tangibles	111.72	131.87	39.14	17.57	4.40	11.38	18.73	18.37	18.66	0.97

Source: ABG Sundal Collier, Company Data

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Stock price, company ratings and target price history

Company: Mips

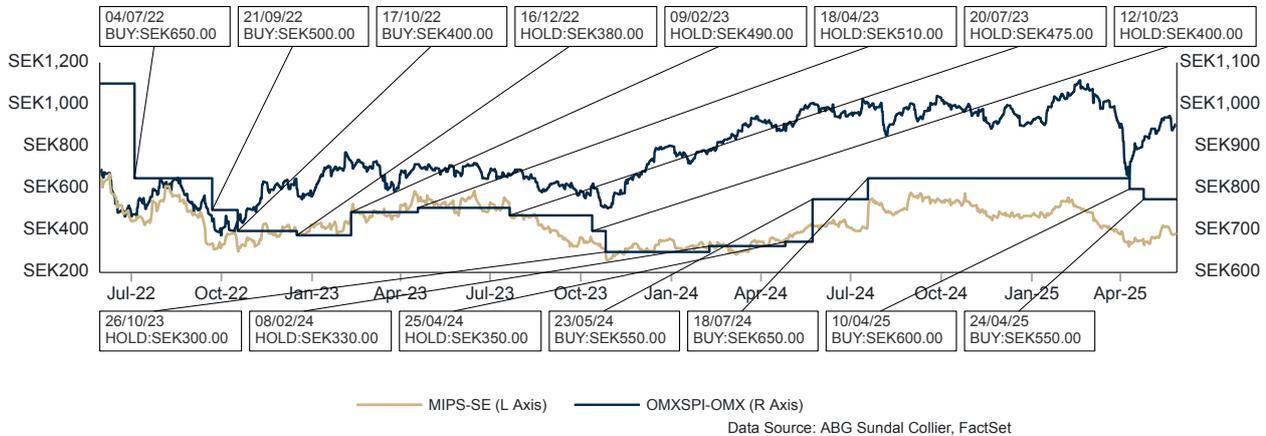
Currency: SEK

Current Recommendation: BUY

Date: 27/5/2025

Current Target price: 550.0

Current Share price: 392.00



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