ABG SUNDAL COLLIER

Consumer Goods

E-commerce Q2'25: 7% better than forecast

- Median EBIT(A) outcome vs. ABGSCe was 0%
- Sweden remains a growth driver, neg. FX impact lower in Q3
- BUY e-commerce, average share return 27% YTD

Q2: Median EBIT(A) beat of 7% on better opex efficiency

Summarising the Q2 reports, we find that e-commerce companies' median EBIT(A) deviation was positive (+7%) vs. consensus estimates. The median deviation on sales was 0%. The robust EBIT(A) outcome was achieved despite softer gross margins both y-o-y (-90bp on average) and vs. consensus expectations (-40bp), partly due to FX, meaning the strong results were driven by underlying strong opex efficiency. As in Q1, weather was unfavourable during Q2, when a warm spring ended abruptly with a -4 degree drop in May temperatures y-o-y, driving high discount rates in fashion especially during Q2, while geopolitical turbulence saw a decline in consumer sentiment. Comparable growth figures are easier to meet in Q3, where we have seen no adverse weather impact, while the QTD FX impact is halved y-o-y vs. Q2, all of which leaves us optimistic on H2 earnings growth.

We remain positive about the e-commerce sector into H2

We remain optimistic about the e-commerce sector in H2 following strong YTD returns for all companies except Boozt (average share price return of 30%; Boozt -24%, largely driven by adverse FX). We see signs in Sweden, Germany, the UK and the EU – all relevant markets for our e-commerce coverage – that the tempo of the move back online has picked up, with online penetration having trended higher again since mid-'24. Historically, this observation has coincided with higher multiples for the sector.

We rate 5/6 stocks BUY, but HOLD Apotea

One of the key reasons we believe investors should have exposure to e-commerce stocks is the long-running trend of migration to the online channel for shopping needs. While valuations for e-commerce stocks in general have been lowered by softer online penetration since the pandemic, we believe the now-stronger growth for e-commerce vs. physical retail is not reflected in valuations for the sector, which is trading at a median 1x EV/EBIT premium despite a median 2x+ higher EBIT CAGR '24-27e. We reiterate Boozt and Lyko as our top picks in the sector, considering Boozt overly depressed by a temporary FX impact and fast-growing market leader Lyko too cheap at 9x '27e EBIT, while our estimates reflect a 10% upside to '26e EBIT in both names. We reiterated BUY for all stocks except Apotea following the Q2 reports, as we believe the sector's stronger (sales and earnings) growth prospects are not reflected in sector valuations.

BUY HOLD SELL

BHG, Boozt, Lyko, Rugvista, RVRC

BUY **HOLD** SELL

Apotea

BUY HOLD **SELL**

Analyst(s):
benjamin.wahlstedt@abgsc.se, +46 8 566 286 73
fredrik.ivarsson@abgsc.se, +46 8 566 286 95
alice.beer@abgsc.se, +46 8 566 286 87

Case summaries, Swedish e-commerce

Company name	Mcap (EURm)	Rec	CCY	TP	SP	TP vs. SP	Investment case	Primary analyst
Apotea	1,014	HOLD	SEK	93	109	-15%	Apotea is the Swedish online leader in pharmacy retail, with a 40% market share. Its customer offering is unmatched in terms of price and assortment, and it always offers free shipping. Despite this, it is the most profitable online pharmacy. We expect Apotea to continue to ride the strong online migration trend in pharmacy retail, while added scale could drive profitability higher than the already industry-leading 3-5% EBIT margin target. Near term, a warehouse expansion weighing on margins due to lower capacity utilisation and rich multiples (1.3x '25e EV/S, 30x EV/EBIT) mean we have a HOLD on the stock.	Fredrik Ivarsson
BHG Group	437	BUY	SEK	29	27	6%	BHG commands a significant market share in online home improvement in Sweden. The category is lagging in terms of online penetration, which we believe could be a strong growth driver as consumer wallets become less strained. We furthermore forecast a strong margin recovery, partly due to closures of excess inventory space, which saves 1pp on the margin in 2024 and another in 2025. 15x-10x '25e-26e EV/EBITA with tailwinds from online penetration looks attractive. We have a BUY despite clouded visibility after several major rounds of restructuring and consolidation.	Benjamin Wahlstedt
Boozt	549	BUY	SEK	130	96	35%	Boozt has built significant moats around its business model. Its long-run strategy of turning into a department store has seen the AOV soar to levels well above competitors, while the warehouse efficiency is best in class. The leverage on fulfilment is significant, allowing for more marketing spend (i.e. growth) while retaining a higher margin than peers. Expanding the margin from 5.2% in '24 to 10% in '28 will not be easy, but is possible. This is not reflected in estimates, and even getting halfway should benefit the share. BUY at 11x '25e EV/EBIT, as FX headwinds are passing.	Benjamin Wahlstedt
Lyko	194	BUY	SEK	170	142	20%	From 2018, Lyko has more than tripled in size. At SEK 3.6bn in 2024 net sales, it is the clear market leader in online beauty retail in the Nordics. The company is going through a capex bump that means leverage could be stretched until 2026; however, the current 0.8x '25e EV/S (18x '25e EV/EBIT) is well below 2019 levels despite the added margin potential from scale. The Q4 report might have been the first clue to a gross margin-driven profitability turnaround, and gradually better confidence in 5% EBIT margins in '26e should benefit the share.	Benjamin Wahlstedt
RugVista	145	BUY	SEK	85	78	9%	Rugvista is built on its deep product knowledge of rugs, and it is currently in the process of becoming great at e-commerce. Selling online rugs solves a real customer problem in logistics, we believe, which means we believe there is upside to the current online penetration (currently ~15% vs. fashion at ~30%). Platform upgrades have seen traffic and order growth rise significantly from H2'23, which could drive strong profitable growth in this fragmented market. At 12x-9x '25e-'26e EV/EBIT, investors get an attractive long-term story at a value multiple due to the current soft market.	Benjamin Wahlstedt
RVRC	468	BUY	SEK	65	48	36%	RVRC is a true disruptor in the active lifestyle/outdoor space. Its colourful and reasonably priced high-quality products have found a strong customer base, and reviews on websites are a clear signal that there is demand for its offering. With an asset-light business model and best-in-class margins, the company is highly cash generative (6-8% annual sbb+div yields in the next three years). We believe there is upside to the current 12x-10x '24/25e-'25/26e EBIT multiple, and triggers could include clarity about the long-term cap table. At our estimated 11% '23/24-'26/27e EBIT CAGR, we like the stock.	Benjamin Wahlstedt

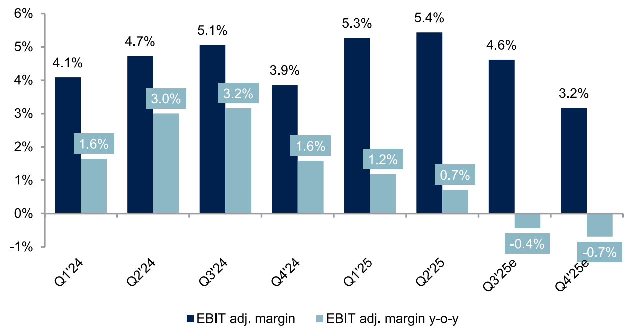
Source: ABG Sundal Collier, Factset

Report summaries and key charts

Apotea

Growth decelerated by 5pp vs Q1 to +10%, and as has been the case in recent quarters, Rx grew above TG (+17% vs +5%). This was partly due to tough comps and partly due to Easter, so we believe that the deceleration could be temporary. Our concerns about margin contraction due to excess capacity following the opening of the Varberg warehouse have so far proved unfounded: the reported EBIT margin of 5.4% in Q2 was even stronger than the already impressive target of 3-5%. As the conference call commentary suggests, the margin target is still relevant; one could infer that Apotea is indicating that profitability could soften in the near term. We forecast a negative margin development y-o-y in Q3 as costs for Varberg will have increased, and the uncertainty surrounding the scale of this cost increase is why we rate the share HOLD, given its steep valuation of 1.4x-1.2x '26e-'27e EV/S and 29x-22x EV/EBIT.

We expect an EBIT margin contraction in H2

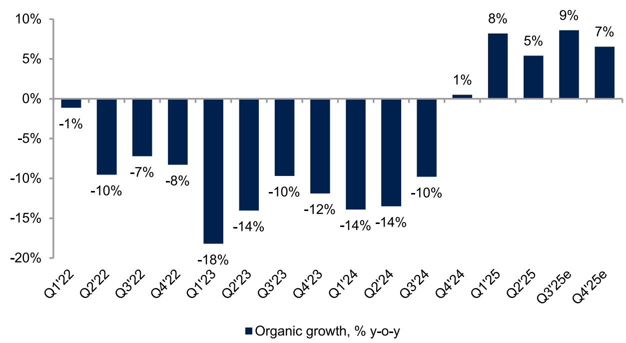


Source: ABG Sundal Collier, company data

BHG

Organic growth decelerated to 5% in Q2 versus 8% in Q1. However, we interpret management's comments during the conference call as indicating that growth in June was above 8%, and thus we view the deceleration as being driven by temporary factors such as weather and the timing of Easter. All three segments grew organically and improved or maintained their margins versus Q2 2024. The adjusted opex ratio declined, and BHG saved 40bp on D&A, achieving an adjusted EBITA margin expansion of 70bp and an adjusted EBITA of SEK 118m (a 19% y-o-y increase and a 42% increase in H1'25, adjusted for the divestment of IP Agency). BHG is therefore still gaining margin savings from its recent restructuring, and we believe that H2 could be as successful as H1, meaning a level of around 40% EBITA growth. Following the report, we reiterated our BUY rating, and the share is currently trading at 17x-12x '25e-'26e EV/EBITA adj.

Back to growth on easy comparables



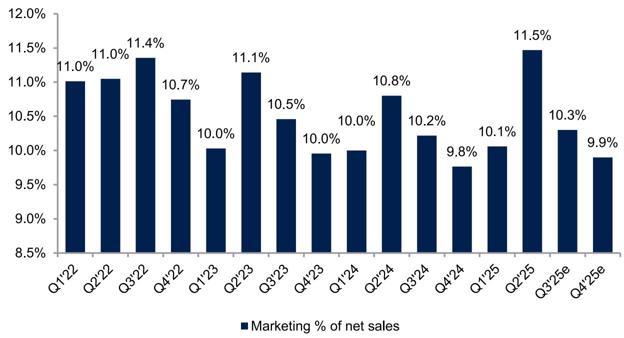
Source: ABG Sundal Collier, company data

Boozt

It was apparent before the report that Boozt's Q2 would be on the soft side, when looking at Modular Finance's consensus estimates. The main reason why we and consensus expected a y-o-y decline in EBIT was the overly high inventory levels into the quarter coupled with adverse weather in Q2, which we expected would lead to discounts. However, the negative gross margin impact of these campaigns was larger than anticipated (resulting in an EBIT miss of 27% vs ABGSCe). Nevertheless, the result was a normalisation of inventory levels by the end of the quarter, meaning that Boozt now expects to generate over SEK 500m in free cash flow (FCF) for the full year.

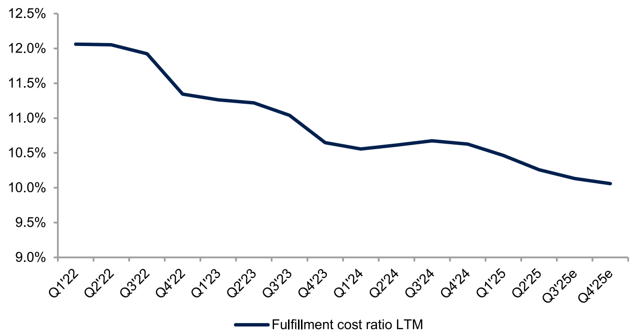
In addition to the gross margin, marketing costs also came in higher than expected. Boozt ran campaigns throughout Q2 to showcase the breadth of its product range, but the ROI was lower than management had anticipated. We expect the impact of warehouse clearance sales in Q3 to be smaller due to the now-lower inventory level, and the unsuccessful campaign has been stopped. Therefore, the reason for the miss appears to be contained. Conversely, improvements in fulfilment efficiency were significant, saving 90 basis points on the margin y-o-y. We believe these savings can be extrapolated. In this note, we reiterate our BUY rating, expecting improved momentum in the near term and an undemanding 12x–8x '25e–'26e adj. EV/EBIT.

The Q2'25 marketing ratio level stands out



Source: ABG Sundal Collier, company data

...but fulfillment efficiency keeps improving



Source: ABG Sundal Collier, company data

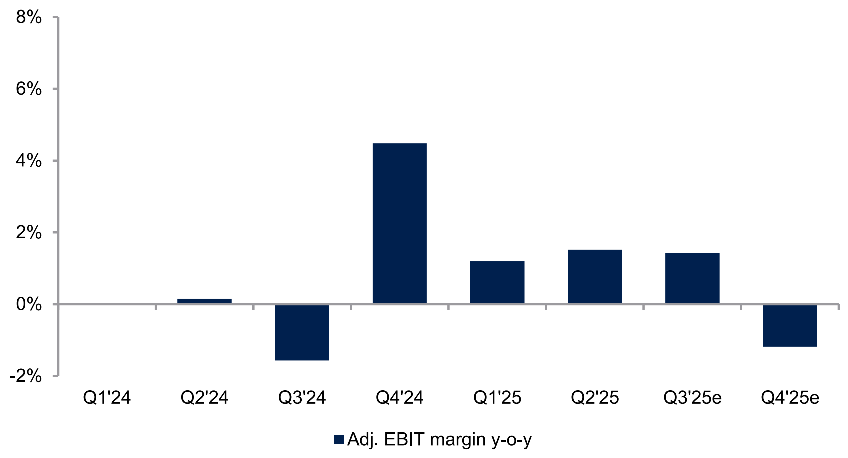
Lyko

In Q2, Nordic growth remained above the market at 9% y-o-y (org.). According to the company, June's organic growth was above 12%, and July's growth remained strong. The European expansion continues to transition towards profitability, which has hampered growth in this segment, however.

Gross margins improved by 40bp, which we believe is due to an increased level of campaign support and a positive impact from a higher proportion of offline sales. These factors are important drivers of profitability towards 5% EBIT margins in 2026e. Moreover, management commented on a better marketing ratio in 2025 than in 2024, meaning we expect further gains in H2. Admin costs were flat y-o-y in Q2, so Lyko could potentially start to gain scale effects on its admin costs.

After the report, we reiterated our BUY rating, gaining increased confidence in the margin story, which also means that the balance sheet risk (as perceived by the market) is reduced. The share is currently trading at 0.8x–0.6x '25e–'27e EV/S and 21x–9x EV/EBIT.

2025 is looking like a good year for profitability

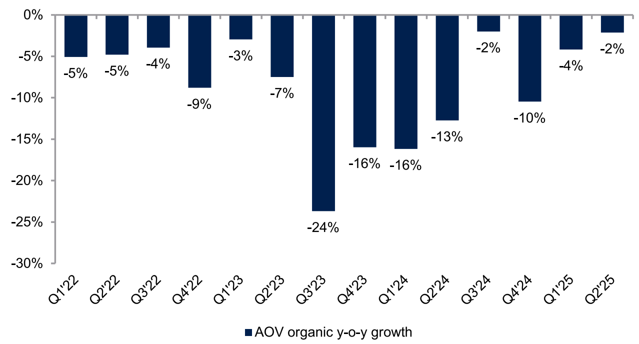


Source: ABG Sundal Collier, company data

Rugvista

Rugvista delivered another quarter of accelerating growth in Q2, with organic growth of 22%, which is a 10 percentage point acceleration versus the previous quarter, based on a similar underlying comparable figure. This significantly outperformed the FactSet consensus forecast of 9% organic growth. During Q2, Rugvista held a clearance sale in preparation for a warehouse move that is now mostly complete. Management says this had a limited impact on sales. It also had little effect on gross margins, which fell by only 20 basis points y-o-y. However, the added scale resulted in an adjusted admin cost ratio saving of 90 bp, and better marketing efficiency saved another 60 bp. Overall, adjusted EBIT more than doubled to SEK 11.3m, equating to a margin of 7.5%, the highest Q2 EBIT since 2021. The main issue for the share price over the past two years — a falling average order value (AOV) — could be a thing of the past, as AOV growth was ~flat when adjusted for FX and the warehouse clearance. Following the report, we reiterated our BUY rating, as the valuation is not stretched at 15x–12x '25e–'26e EV/EBIT, and Rugvista's H2 development could be strong given the still-easy comparable growth figures.

Rugvista looks like it is turning the AOV trend around

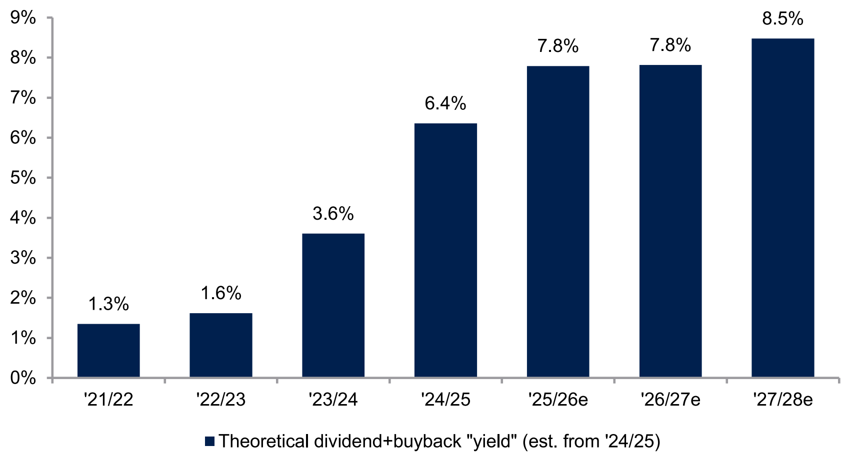


Source: ABG Sundal Collier, company data

RVRC

Growth picked up slightly in Q4 compared to Q3, reaching 4%. However, growth remains hampered by cautious German consumer sentiment, meaning that RVRC receives limited credit for the 15% organic growth in the Nordic segment in the quarter. FX had a negative impact on both the top line and the gross margin, as expected, but also on the AOV and, consequently, on logistics efficiency, given that last-mile payments are primarily SEK-denominated. Looking ahead, it will be easier to meet targets (as evidenced by the reported organic growth of 10% in July), and the negative FX impact is likely to have been greatest in Q4. As such, we forecast 15% EBIT growth in '25/26e. At the current EV/EBIT multiple of 11x-9x '25/26e-'26/27e, we forecast free cash flow yields of 8-9% over the next three years, all of which can be distributed through buybacks and dividends. In 2024/25, RVRC distributed 6.4% of the current market cap in this way. We reiterate our BUY recommendation and continue to view the ownership situation as the main dampener for the share price, an overhang that we expect to be resolved soon.

8-9% yield could be possible



Source: ABG Sundal Collier, company data

Deviations

Compared to consensus estimates, our e-commerce coverage outperformed adjusted EBIT(A) by an average of 13%, driven by Lyko and Rugvista. The median outperformed by 7%. Compared to ABGSCe, the average beat was 11%, with the median outcome being in line. Examining the reported figures in more detail, we observe a negative year-on-year gross margin development of an average 90 bp, which can partly be explained by a significant foreign exchange impact. Consensus estimates did not fully capture this gross margin decline, reflecting an average decline of 50 bp. Consequently, companies also reported better underlying opex efficiency than expected. As the negative impact of FX, for example, is lower in Q3 to date than in Q2, this could signify better performance in H2'25e.

E-commerce deviations

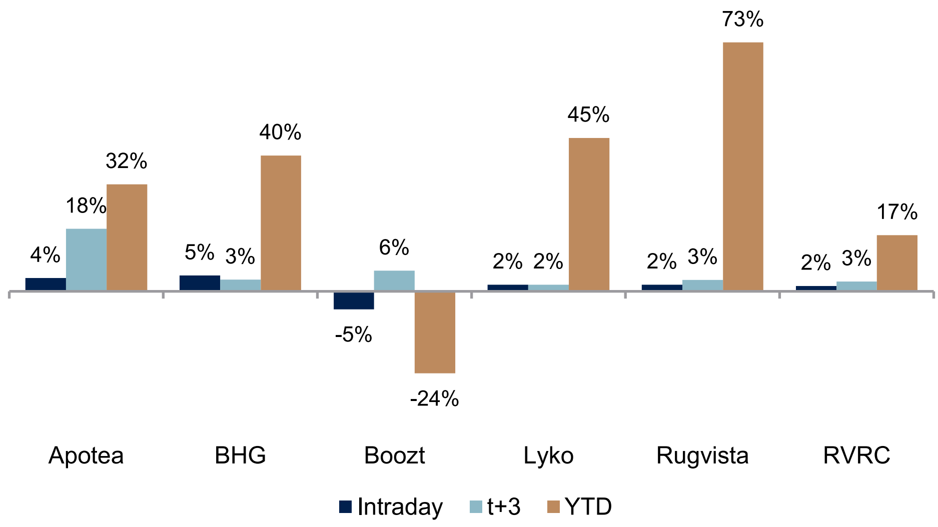
	Apotea	BHG	Boozt	Lyko	Rugvista	RVRC	Avg.	Median
Outcome vs. consensus est.								
Sales	0%	1%	-2%	-3%	11%	0%	**1%**	**0%**
Adj. EBIT(A)	10%	4%	-26%	30%	73%	-12%	**13%**	**7%**
Margin	50bp	10bp	-110bp	80bp	270bp	-220bp	**13bp**	**30bp**
Outcome vs. ABGSC est.								
Sales	-1%	-2%	-4%	-2%	12%	0%	**1%**	**-2%**
Adj. EBIT(A)	13%	-14%	-27%	41%	67%	-12%	**11%**	**0%**
Margin	70bp	-60bp	-110bp	100bp	250bp	-220bp	**5bp**	**5bp**

Source: ABG Sundal Collier, FactSet, Infront, Modular finance cons.

Share reactions

The sector has performed well YTD, with an average share price increase of 27%. All companies were rewarded with a higher share price in the days after the Q2 reports were published. Boozt is a clear outlier YTD, which is largely explained by the significant negative FX impact of a strong SEK: Boozt's suppliers are predominantly paid in SEK, and the majority of its handling costs are also SEK-denominated, whereas only around a third of its sales are in SEK.

Share price reaction around the report (and YTD)



Source: ABG Sundal Collier, Factset

Estimate revisions

Overall, we made limited sales revisions during the reporting period, with figures below 1% for Apotea, BHG and RVRC. In Boozt and Lyko, however, the revisions were slightly negative due to weaker top-line momentum than expected in Boozt and a slowdown in the European segment of Lyko. Rugvista clearly outperformed both our own estimates and consensus estimates on growth, and we have a strong impression that current trading is similarly robust, given that management commented on comparable growth figures being easy to meet in Q3.

As for profitability revisions: Apotea, Lyko and Rugvista clearly outperformed both ABGSCe and consensus in Q2. The stronger performance of both Apotea and Lyko was driven by gross margin improvements, which we believe can be extrapolated given that they are due to scale and campaign support from suppliers due to this added scale. With further growth, these effects could continue to have a positive impact. In the case of Rugvista, the majority of the higher EBIT estimates are due to the higher top-line estimates. In Boozt, we have made minor negative revisions (5pp of negative revisions in '25e are due to the Q2 outcome) due to a slightly lower gross margin outlook and lower sales. In RVRC, the lower EBIT is primarily driven by a lower gross margin.

ABGSC estimate revisions post report

Company	Fiscal year	Sales	Adj. EBIT(A)
Apotea	2025e	0%	5%
	2026e	0%	3%
BHG	2025e	0%	-7%
	2026e	0%	-4%
Boozt	2025e	-1%	-5%
	2026e	-1%	-2%
Lyko	2025e	-1%	9%
	2026e	-2%	5%
Rugvista	2025e	5%	8%
	2026e	5%	6%
RVRC	2025/2026e	0%	-4%
	2026/2027e	0%	-4%

Source: ABG Sundal Collier

Key theme: Sweden remains a strong consumer market

In Q1, we observed that Sweden appears to be a stronger consumer market than abroad, which we find holds true in Q2 as well. For all of the companies in our coverage that report sales growth by country, the Swedish market showed growth above the company average. This is also true if we adjust for FX translation effects for BHG, Boozt and RVRC, but it is not the case within Rugvista, where other Nordic countries (and DACH) showed stronger organic growth vs. Sweden.

Exposure to Sweden is beneficial

Growth y-o-y, by region	Sweden	Nordics	Total
BHG	12%	4%	1%
Boozt	4%	-3%	-3%
RVRC	13%	12%	0%
Rugvista	19%	36%	18%

Source: ABG Sundal Collier, company data

Footnote: Sales figures are as-reported, the change in EURSEK suggests a -5% translation effect y-o-y in Q2

Geographical exposure, e-commerce coverage

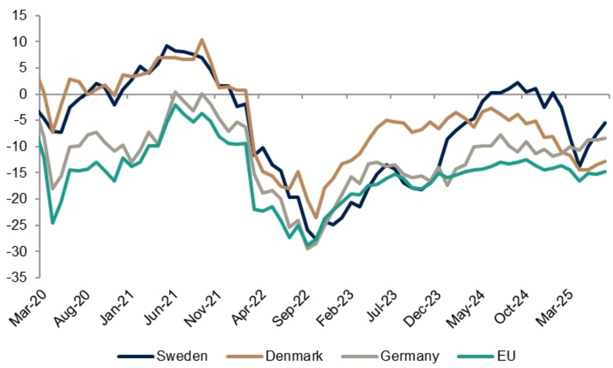
2024 unless specified	Apotea	BHG	Boozt	Lyko	Rugvista	RVRC ('23/24)
Sweden	98%	57%	33%	60%	9%	11%
Norway	2%	6%				
Denmark		1%	33%			
Finland		15%				6%
Nordics	100%	79%	90%	96%	26%	23%
Germany		5%			12%	49%
DACH					20%	56%
Other Europe		15%	10%	4%	54%	
Europe	100%	99%	100%	100%	100%	79%
Other/unspecified		1%				21%

Source: ABG Sundal Collier, company annual reports

Sweden leads post-liberation day confidence recovery

Following one-year highs in the latter half of 2024, consumer confidence indicators across key markets took a turn for the worse, with a trough in April. Note, however, that consumer confidence indicators have trended better since, with the biggest recovery seen in Sweden.

Consumer confidence



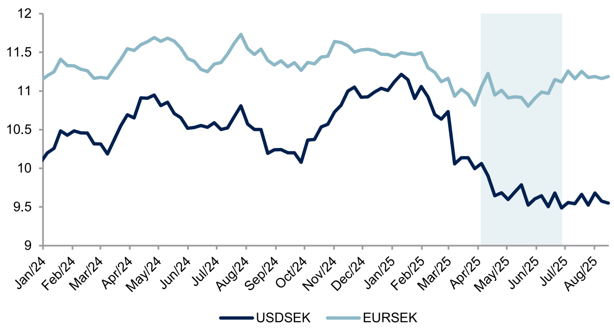
Source: ABG Sundal Collier, Eurostat

Key theme: better into H2

EUR/SEK and USD/SEK rates have normalised in Q3

As can be seen above, several of the e-commerce companies we cover have significant sales exposure to the Euro. While marketing expenditure is often paid in local currencies to neutralise the effect on transactions, companies such as Lyko and Boozt, which have built large fulfilment centres in Sweden, incur all handling costs in SEK. Boozt specifically buys the majority of its products in SEK, making it vulnerable to strong SEK rates. In Q2, the SEK was one of the world's strongest currencies. This clearly impacted several of our covered companies, with the EUR/SEK exchange rate depreciating by 4.5% year on year in Q2. To date in Q3, the negative impact is roughly half of that observed in Q2: a y-o-y depreciation of 2.2%. Sales exposure to the US is limited, but purchasing exposure is greater, and we believe that the lower USD/SEK rate could benefit several retailers (e.g. Rugvista, RVRC) in 2026.

EUR/SEK rate has recovered since Q2



Source: ABG Sundal Collier, company data

Optimistic management

Below, we have compiled commentary on current trading for our e-commerce coverage universe. Our assessment is that all companies have hinted that they expect a strong end to the year on both growth and profitability.

Comments on current trading around Q2 reports

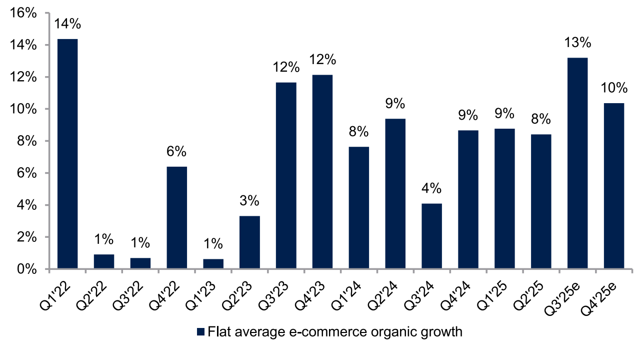
	Q2 organic growth	Current trading
Apotea	9.9%	-
Boozt	0%	June: Double digit growth. July: modest growth. 0-6% sales growth guidance implies H2 growth of 0-11% vs -0.3% in H1. Management says middle of range seems most likely.
BHG	5.4%	Says weather negatively impacted Q2, but not Q3 to date.
Lyko	9%	"Strong start in July"
Rugvista	22.3%	"Enter the second half of the year with confidence", says comparable figures are similarly easy to meet
RVRC	4%	QTD LCCY growth of around 10% y-o-y.

Source: ABG Sundal Collier, company data

Better confidence, better FX, easier comps

Based on the above observations regarding improving consumer sentiment and gross margin pressures from FX, which were most significant in Q2, we remain confident in H2 performance. Supporting this positive outlook is the fact that Q3 will have an easier organic growth comparable: Q3 2024 grew 5pp less than Q2 2024. Furthermore, we forecast better gross margins on average going into H2. Please note that the average gross margin improvement in Q4 2024 is clearly impacted by Rugvista, which had a very low gross margin in Q4 2023.

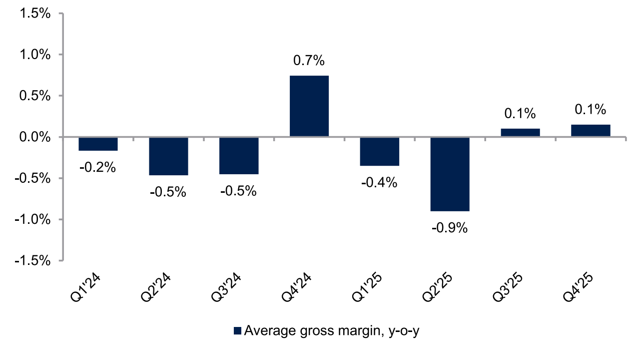
We forecast stronger H2 growth vs H1



Source: ABG Sundal Collier, company data

Footnote: Flat average Apotea, BHG, Boozt, Lyko, Rugvista, RVRC

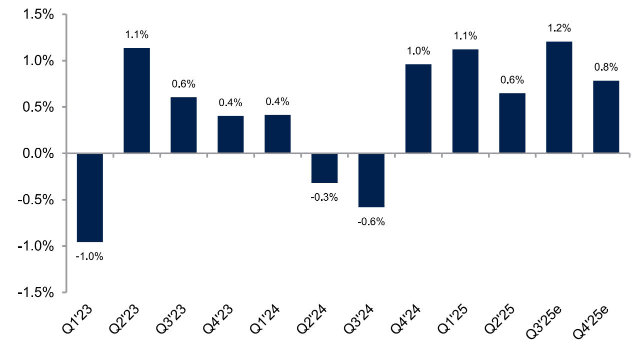
...and the gross margin outlook is also better



Source: ABG Sundal Collier, company data

Footnote: Flat average Apotea, BHG, Boozt, Lyko, Rugvista, RVRC

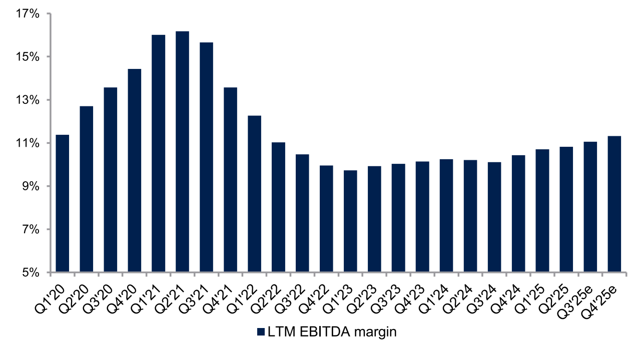
Margin comps become easier in Q3



Source: ABG Sundal Collier, company data

Footnote: Flat average Apotea, BHG, Boozt, Lyko, Rugvista, RVRC

Overall, the positive margin trend could continue



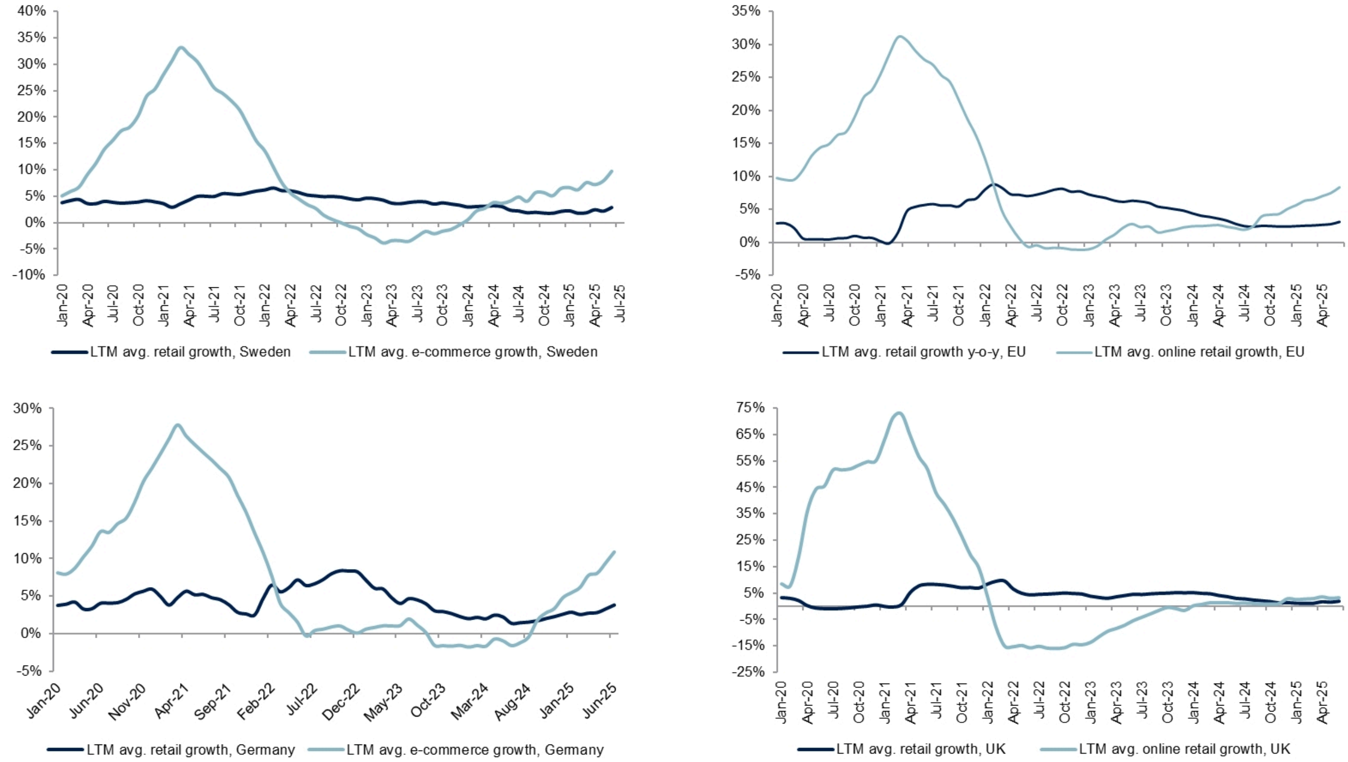
Source: ABG Sundal Collier, company data

Footnote: Flat average Apotea, BHG, Boozt, Lyko, Rugvista, RVRC

E-commerce penetration trending higher

Across all key markets within our e-commerce coverage, the online penetration rate again looks supportive following a post-pandemic return to retail. In Sweden, the LTM average e-commerce growth rate (as of June'25) was 9.8%, whereas retail overall grew 2.9%. In Germany, this was 10.9% vs. 3.8% and in the EU overall, 8.3% vs. 3.1%. The difference is less marked in the UK, at 3.2% vs. 1.9%.

E-commerce penetration is growing across markets



Source: ABG Sundal Collier, Factset

Largest deviations to the upside in Boozt and Lyko

When we evaluate our estimates against FactSet's consensus figures, we find the greatest upside potential in Boozt and Lyko. For Boozt, we expect '25e to exceed the impact of adverse spring weather and adverse FX, resulting in a significant margin expansion from '26e. In Lyko, we expect Q4 2025 EBIT to be challenging to achieve, but we believe that the margin expansion seen in recent quarters is indicative of what is to come, as Lyko starts to reap the benefits of its stronger brand and increased administrative efficiency.

Looking ahead to the next quarter, we see the greatest potential for upside in Rugvista, primarily driven by our forecast of stronger topline growth. The deviation in absolute terms is rather small, and we do not know if consensus have adjusted its Q3 figures for moving costs. We have SEK 2m in moving costs in Q3 in our estimates.

Deviations vs. FactSet consensus

			ABGSCe					Cons					% vs cons.				
		2024a	2025e	2026e	2027e	Next Q	Q after	2025e	2026e	2027e	Next Q	Q after	2025e	2026e	2027e	Next Q	Q after
Apotea	Net sales	6,541	7,456	8,615	9,791	1,868	2,008	7,462	8,599	9,787	1,867	2,016	0%	0%	0%	0%	0%
	Adj. EBIT	**290**	**342**	**403**	**510**	**86**	**64**	**333**	**421**	**533**	**78**	**63**	**3%**	**-4%**	**-4%**	**10%**	**2%**
	Adj. EBIT mrg.	4.4%	4.6%	4.7%	5.2%	4.6%	3.2%	4.5%	4.9%	5.4%	4.2%	3.1%	10 bps	-20 bps	-20 bps	40 bps	10 bps
BHG	Net sales	9,963	10,391	11,319	11,939	2,476	2,966	10,382	11,142	11,843	2,445	2,989	0%	2%	1%	1%	-1%
	Adj. EBITA	**258**	**373**	**532**	**601**	**86**	**148**	**416**	**572**	**675**	**106**	**160**	**-10%**	**-7%**	**-11%**	**-19%**	**-8%**
	Adj. EBITA mrg.	2.6%	3.6%	4.7%	5.0%	3.5%	5.0%	4.0%	5.1%	5.7%	4.3%	5.4%	-40 bps	-40 bps	-70 bps	-90 bps	-40 bps
Boozt	Net sales	8,244	8,537	9,075	9,635	1,733	3,262	8,461	9,051	9,632	1,725	3,274	1%	0%	0%	0%	0%
	Adj. EBIT	**433**	**447**	**596**	**712**	**65**	**282**	**439**	**540**	**634**	**56**	**283**	**2%**	**10%**	**12%**	**16%**	**0%**
	Adj. EBIT mrg.	5.3%	5.2%	6.6%	7.4%	3.8%	8.6%	5.2%	6.0%	6.6%	3.2%	8.6%	10 bps	60 bps	80 bps	50 bps	0 bps
Lyko	Net sales	3,562	3,989	4,657	5,331	889	1,243	4,002	4,554	5,114	874	1,266	0%	2%	4%	2%	-2%
	Adj. EBIT	**125**	**164**	**241**	**337**	**24**	**79**	**171**	**220**	**274**	**26**	**88**	**-4%**	**10%**	**23%**	**-8%**	**-10%**
	Adj. EBIT mrg.	3.5%	4.1%	5.2%	6.3%	2.7%	6.4%	4.3%	4.8%	5.4%	3.0%	7.0%	-20 bps	30 bps	100 bps	-30 bps	-60 bps
Rugvista	Net sales	695	781	854	924	172	262	775	856	928	167	261	1%	0%	0%	3%	1%
	Adj. EBIT	**68**	**101**	**120**	**132**	**21**	**39**	**96**	**122**	**139**	**17**	**41**	**5%**	**-1%**	**-5%**	**21%**	**-6%**
	Adj. EBIT mrg.	9.8%	12.9%	14.1%	14.3%	12.2%	14.9%	12.4%	14.2%	15.0%	10.4%	15.9%	50 bps	-10 bps	-70 bps	180 bps	-100 bps
RVRC	Net sales	1,840	1,925	2,103	2,371	379	719	1,925	2,081	2,354	370	711	0%	1%	1%	3%	1%
	Adj. EBIT	**389**	**383**	**441**	**513**	**65**	**167**	**389**	**428**	**492**	**65**	**162**	**-2%**	**3%**	**4%**	**1%**	**3%**
	Adj. EBIT mrg.	21.1%	19.9%	21.0%	21.6%	17.2%	23.2%	20.2%	20.6%	20.9%	17.5%	22.8%	-30 bps	40 bps	80 bps	-30 bps	40 bps

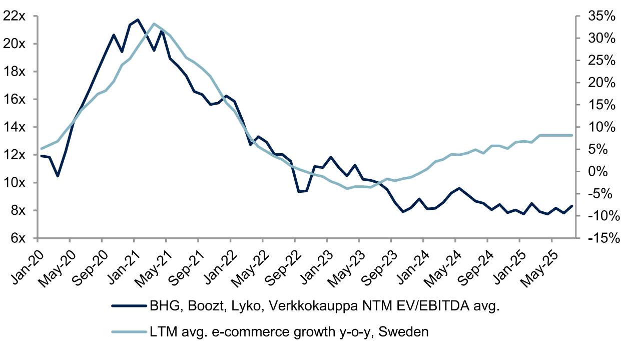
Source: ABG Sundal Collier, FactSet

Valuation

Sector valuation does not reflect e-commerce growth

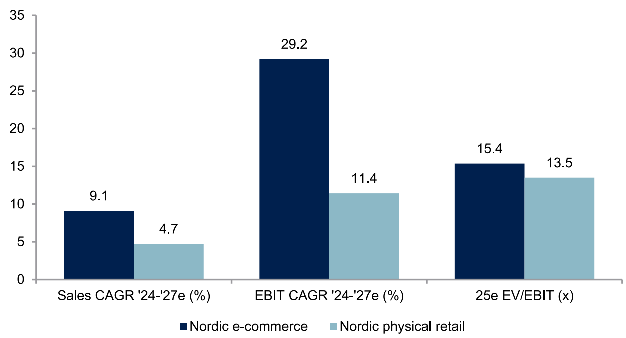
We evaluated the correlation between valuations and e-commerce trends using companies that were listed prior to the pandemic. We found a fairly strong correlation up until mid-2023. Since then, the e-commerce market has gradually improved, but this has had limited impact on valuation. When we compare Nordic e-commerce companies with omni-channel or physical retailers, we find that the former are trading 14% above the latter despite consensus estimates suggesting a profitability CAGR more than twice that of omni-channel/ physical retailers, driven by a higher sales CAGR. Considering the observed e-commerce vs. retail growth delta of 7pp in Sweden and Germany, the delta in e-commerce growth forecasts seems fair to us.

Sector multiples do not reflect growth



Source: ABG Sundal Collier, Statistics Sweden, FactSet

Stronger profit growth not reflected in valuation



Source: ABG Sundal Collier, FactSet

Peer overview

Financials

	MCAP	Gross margin (%)			EBITDA margin (%)			EBIT margin (%)			CAGR '24-'27e (%)		
Company	**SEKm**	**2025e**	**2026e**	**2027e**	**2025e**	**2026e**	**2027e**	**2025e**	**2026e**	**2027e**	**Sales**	**EBIT(A)**	**EPS**
Apotea AB	11,631	27.5	27.5	27.7	6.7	7.2	7.7	4.5	4.9	5.4	14.4	26.1	21.8
BHG Group AB	4,427	25.4	25.7	25.8	7.6	8.1	8.6	3.5	4.7	5.3	5.9	37.8	n.a.
Boozt AB	5,997	38.1	38.6	38.9	8.5	9.0	9.5	5.1	5.7	6.2	5.3	8.2	11.7
Lyko Group AB Class A	2,202	44.1	44.8	44.8	8.9	9.7	10.1	4.3	4.8	5.4	12.8	30.4	84.0
RugVista Group AB	1,538	62.9	63.3	63.3	15.2	17.0	17.7	12.4	14.2	15.0	10.1	28.0	25.3
RVRC Holding AB	5,162	69.8	70.5	71.1	20.4	21.2	21.5	20.2	20.6	20.9	8.6	8.2	10.1
Pierce Group AB	697	43.8	44.0	44.3	6.1	7.4	8.0	2.6	4.4	5.0	9.7	64.6	27.6
Haypp Group AB	4,275	19.0	21.0	21.7	6.4	8.5	8.9	3.6	6.3	7.1	14.4	57.8	40.3
Verkkokauppa.com Oyj	1,828	16.9	16.6	16.7	3.8	3.8	4.1	2.6	2.5	2.8	5.4	112.5	257.2
Komplett ASA	2,391	14.6	14.9	15.0	3.2	4.2	4.5	0.9	1.8	2.2	6.0	-306.0	-207.1
E-com average		**36.2**	**36.7**	**36.9**	**8.7**	**9.6**	**10.1**	**6.0**	**7.0**	**7.5**	**9.3**	**6.8**	**30.1**
E-com median		**32.8**	**33.1**	**33.3**	**7.1**	**8.3**	**8.7**	**3.9**	**4.9**	**5.4**	**9.1**	**29.2**	**25.3**

Valuation

	MCAP	EV/Sales (x)			EV/EBITDA (x)			EV/EBIT(A) (x)			P/E (x)		
Company	**SEKm**	**2025e**	**2026e**	**2027e**	**2025e**	**2026e**	**2027e**	**2025e**	**2026e**	**2027e**	**2025e**	**2026e**	**2027e**
Apotea AB	11,631	1.6	1.3	1.1	23.7	18.4	14.6	35.4	27.1	20.6	45.7	35.5	27.9
BHG Group AB	4,427	0.6	0.5	0.5	8.0	6.6	5.5	15.2	10.5	8.3	22.1	14.1	11.2
Boozt AB	5,997	0.6	0.6	0.5	7.6	6.3	5.3	12.7	10.0	8.1	19.0	15.5	13.1
Lyko Group AB Class A	2,202	0.8	0.7	0.6	9.1	7.0	5.8	18.8	14.1	10.9	28.7	18.1	13.5
RugVista Group AB	1,538	1.9	1.7	1.5	12.7	9.8	8.4	15.5	11.8	9.9	21.0	16.3	14.3
RVRC Holding AB	5,162	2.5	2.1	1.8	11.8	10.0	8.5	12.0	10.3	8.7	16.2	13.9	12.3
Pierce Group AB	697	0.2	0.2	0.1	3.6	2.5	1.7	8.2	4.1	2.7	37.3	10.1	8.3
Haypp Group AB	4,275	1.2	0.9	0.7	18.1	10.8	8.3	32.0	14.6	10.5	33.0	19.6	14.0
Verkkokauppa.com Oyj	1,828	0.3	0.3	0.2	7.4	6.9	5.8	11.1	10.6	8.6	22.7	18.7	15.6
Komplett ASA	2,391	0.2	0.2	0.2	6.6	4.4	3.6	23.3	10.2	7.3	n.a.	16.3	10.6
E-com average		**1.0**	**0.8**	**0.7**	**10.9**	**8.3**	**6.7**	**18.4**	**12.3**	**9.6**	**27.3**	**17.8**	**14.1**
E-com median		**0.7**	**0.6**	**0.5**	**8.6**	**7.0**	**5.8**	**15.4**	**10.5**	**8.7**	**22.7**	**16.3**	**13.3**

Source: ABG Sundal Collier, Factset

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Norway
Ruseløkkveien 26, 8th floor
0251 Oslo
Norway
Tel: +47 22 01 60 00
Fax: +47 22 01 60 60

Sweden
Regeringsgatan 25, 8th floor
111 53 Stockholm
Sweden
Tel: +46 8 566 286 00
Fax: +46 8 566 286 01

USA
140 Broadway, Suite 4604
New York, NY 10005
USA
Tel. +1 212 605 3800
Fax. +1 212 605 3801

Germany
Schillerstrasse 2, 5. OG
60313 Frankfurt
Germany
Tel +49 69 96 86 96 0
Fax +49 69 96 86 96 99

Denmark
Forbindelsesvej 12,
2100 Copenhagen
Denmark
Tel: +45 35 46 61 00
Fax: +45 35 46 61 10

United Kingdom
10 Paternoster Row, 5th floor
London EC4M 7EJ
UK
Tel: +44 20 7905 5600
Fax: +44 20 7905 5601

Singapore
10 Collyer Quay
Ocean Financial Center
#40-07, Singapore 049315
Tel +65 6808 6082

Switzerland
ABG Sundal Collier AG
Representative Office
Schwanenplatz 4
6004 Lucerne
Switzerland
Tel +41 79 502 33 39