SLEEPZ AG

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Recommendation:	n.a.
Price target:	n.a.
Upside potential:	n.a.
Share data	

Share data	
Share price	1.03 Euro (XETRA)
Number of shares (in m)	12.44
Market cap. (in EUR m)	12.8
Enterprise Value (in EUR m)	15.6
Code	BTBB
ISIN	DE000A2E3772

Performance	
52 week high (in EUR)	1.99
52 week low (in EUR)	0.80
3 m relative to CDAX	-5.9%
6 m relative to CDAX	-13.5%



Shareholder structure	
Free float	43.9%
Heliad Equity Partners	23.9%
Carin Pepper-Hellstedt	9.1%
TriPos	8.8%
Oliver Borrmann	8.7%
Alessanderx	5.5%

Source: CapitalIQ

Calendar	
Q3 Report	30 November 2018

Changes in est	imates		
	2018e	2019e	2020e
Sales (old)	13.6	16.5	19.5
∆ in %	-9.6%	-9.1%	-7.7%
EBIT (old)	-2.7	-1.2	-0.3
∆ in %	n.m.	n.m.	n.m.
EPS (old)	-0.22	-0.11	-0.05
Δ in %	n.m.	n.m.	n.m.

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Publication	
Comment	18 September 2018

Urgent need for acquisition as well as capital injection

On Friday, SLEEPZ AG has published its semi-annual report. The table below summarises the key figures.

SLEEPZ AG – H1 2018	H1/18	H1/17	yoy
Sales	5.5	5.9	-6.9%
EBITDA	-2.7	-1.2	n.m.
Net Income	-2.8	-1.5	n.m.
Source: Company		Figu	ires in m Euro

Figures characterised by challenging market environment: With EUR 5.5m revenue was almost 7% down over last year. We had expected this development. The company's bottom line has plunged deeper into the red due to the weak revenue development and a noticeable decline in the gross profit margin (26.5% vs. 32.2%). The group continues to suffer from an intensive price competition with losses at sleepz home (EUR -1.9m) being primarily responsible for the decrease in earnings. The Matratzen Union group has done relatively well by delivering H1 earnings of EUR -0.2m and should be able to return to profitability in H2.

Package of measures to improve present state of business: SLEEPZ is working on the implementation of two acquisitions (URBANARA and Sam Stil-Art-Möbel (SAM)). The group aims to significantly increase its share of private labels through acquisitions. Both companies, SAM and URBANARA, have a private label share of 100%. Additionally, there would be synergies in procurement and logistics. SAM has comprehensive procurement experience in Asia and a warehouse of some 30k sqm. Losses at the level of the subsidiaries are expected to be reduced by adjusting the range of existing products, improving the price modulation and by reducing costs. A successful acquisition of both companies would raise revenue of the SLEEPZ group from EUR 35m to EUR 40m and significantly enhance the private label share.

Outlook: The placement of a convertible bond with a volume of up to EUR 7.0m is underway. The company needs liquid funds to implement both acquisitions and to finance its own losses. This is why a successful placement of the convertible bond is essential to continue the operating business in its present form.

Adjustment of estimates: We have revised our estimates. The reduction of the revenue estimates is due to the streamlining of the product range and the tight financial situation. The earnings estimates have also been significantly reduced based on the development in Q2 and a still challenging market environment.

Conclusion: The future development of SLEEPZ AG will essentially depend on the placement of the convertible bond, as the liquidity of sleepz home is no longer enough to cover the losses. The rating is suspended for the time being due to the unsettled financing situation of the business activities at sleepz home.

FYend: 31.12.	2017	2018e	2019 e	2020e	2021e
Sales	11.5	12.3	15.0	18.0	22.0
Growth yoy	-20.2%	7.3%	22.0%	20.0%	22.2%
EBITDA	-3.7	-3.7	-0.9	-0.1	0.9
EBIT	-4.0	-3.9	-1.1	-0.3	0.7
Net income	-4.2	-3.8	-1.3	-0.6	0.2
Gross profit margin	30.5%	28.0%	33.9%	34.0%	35.0%
EBITDA margin	-32.3%	-30.0%	-6.1%	-0.5%	4.0%
EBIT margin	-34.7%	-32.0%	-7.1%	-1.5%	3.0%
Net Debt	0.5	3.4	4.9	5.8	5.8
Net Debt/EBITDA	-0.1	-0.9	-5.3	-64.7	6.6
ROCE	-51.2%	-45.3%	-9.4%	-2.3%	5.4%
EPS	-0.50	-0.31	-0.10	-0.05	0.02
FCF per share	0.00	-0.23	-0.12	-0.07	0.00
Dividend	0.00	0.00	0.00	0.00	0.00
Dividend yield	0.0%	0.0%	0.0%	0.0%	0.0%
EV/Sales	1.4	1.3	1.0	0.9	0.7
EV/EBITDA	n.m.	n.m.	n.m.	n.m.	17.7
EV/EBIT	n.m.	n.m.	n.m.	n.m.	23.6
PER	n.m.	n.m.	n.m.	n.m.	51.5
P/B	2.1	1.5	1.8	1.9	1.9
Source: Company data, Montega, CapitallQ				Figures in EUR m, EF	S in EUR, Price: 1.03

SLEEPZ AG Company Background

COMPANY BACKGROUND

SLEEPZ AG is a holding company based in Berlin. The company has two operating subsidiaries in the sleeping worlds segment: sleepz home GmbH and the Matratzen Union Group.



Source: Company

The interest sleepz is fully consolidated since May 2015. The company emerged from the former muchasa GmbH, in which SLEEPZ acquired an interest in June 2014. sleepz generated revenues of roughly EUR 4.9m in 2017 (PY: EUR 5.9m). At the beginning of 2018 competitor cubitabo GmbH was contributed by capital increase in kind.

In November 2015, SLEEPZ acquired a majority interest in Matratzen Union Group. Like sleepz, the companies operate several online shops in the field of sleeping worlds and an online outlet for (sleeping) furniture and decoration. In the last financial year 2017, the Matratzen Union Group generated revenues of roughly EUR 6.6m (PY: EUR 8.6m).

The two subsidiaries reported a combined loss of EUR 2.9m in 2017.

sleepz home GmbH

sleepz home GmbH was founded in December 2012. The company is an online retailer for sleeping worlds. The company's online shop features more than 50,000 items. sleepz addresses both the premium segment and the strongly growing discounter market. Since mid-2015, sleepz offers its customers an own mattress brand – Matratzenheld – in the entry segment, which is exclusively available on Matratzen discount. In September 2015, the company also opened its first retail store in Berlin. sleepz generated revenues of EUR 4.9m in FY 2017 (PY: EUR 5.9m).

In April 2018 SLEEPZ increased its share in sleepz home GmbH by capital increase in kind to 92%. Prior to this measure competitor cubitabo GmbH was contributed to sleepz home.

Matratzen UnionGroup

Matratzen Union is the second investment of SLEEPZ in the field of sleeping worlds. The chart below provides an overview of the company's structure.



Source: Company

Matratzen Union GmbH and Markenschlaf GmbH are—like sleepz — pure online retailers for sleeping requirements. They are focused on best-selling mattresses in standard sizes and on box spring beds. The companies have very good access to most of the well-known mattress manufacturers and have over 2,500 products in store. In addition to a fast delivery, this may also result in price advantages in purchasing. Matratzen Union and Markenschlaf also have exclusive private labels: "Wolkenwunder" and "Schlafschatz".

SLEEPZ AG Company Background

Ecom Union GmbH operates the website "onletto.de", an online outlet for (sleeping room) furniture and decoration. The company purchases its products via MHK as purchasing association. This is a network of more than 2,000 retail partners in the furniture sector.

Denkvertrieb GmbH is the group's service company with a focus on IT and online marketing.

Experienced management with profound knowledge in the sleeping world segment

SLEEPZ AG has an experienced management. Oliver Borrmann has been a member of the executive board since the company's foundation. Besides that was Alexander von Tschirnhaus, who is also co-founder of the fully owned subsidiary Cubitabo, appointed to the board of directors in August 2018.

Oliver Borrmann founded SLEEPZ as an investment company in 1997. As the company's CEO he is responsible for corporate development. At SLEEPZ, he managed a parallel fund for KfW and accompanied more than 100 investments. Oliver Borrmann earned his degree in economics at the University of St. Gallen (Switzerland) with honours.

Alexander von Tschirnhaus is managing director of sleepz Home GmbH and co-founder and managing director of the fully owned subsidiary Cubitabo GmbH. Prior to that he was co-founder of Codiga GmbH, a provider of a digital bonus programme for end customers in the retail industry. In the years before, he established the European cooperation at Deloitte & Touche GmbH as assistant to the management, and was also active for BMW AG, Daimler AG and Valentino USA as well as the United Nations. Alexander von Tschirnhaus is a graduated economist and studied economics at the Ruhr University Bochum.

The group's subsidiaries have a large expertise in the addressed market segment of sleeping worlds.

Martin Jungermann, managing director of Matratzen Union GmbH, started his career in 1994 with an apprenticeship as industrial clerk at Klute GmbH Schlafsysteme, thus gaining first experience in the living/sleeping world market segment. Since then, the state-certified business economist has been working in retail, as sales manager and house director at Möbel Schaumann, store manager at company group Gebers and founder in the living/sleeping sector. Since 2011, Martin Jungermann has been managing partner of Markenschlaf GmbH, Matratzen Union GmbH and Ecom Union GmbH.

Shareholder structure

As of the capital reduction in ratio of 3:1 in May 2017 and the following capital increases the registered share capital is now divided into 12,443,554 no-par value shares. The main shareholder is Heliad Equity Partners (23.9%), a listed holding company, followed by Carin Pepper-Hellstedt (9.1%), a Berlin entrepreneur, and TriPos, owned by the Pohlmann-Family (8.8%). The CEO and founder Oliver Borrmann owns 8.7% of the company, what makes him the fourth biggest shareholder. Another significant investor is Alessanderx (5.5%), an Italian manufacturer of mattresses. The free float is 43.9%.

APPENDIX

DCF Model								
Figures in m	2018e	2019e	2020e	2021e	2022e	2023e	2024e	Terminal Value
Sales	12.3	15.0	18.0	22.0	25.3	27.8	30.1	30.8
Change yoy	7.3%	22.0%	20.0%	22.2%	15.0%	10.0%	8.0%	2.5%
EBIT	-3.9	-1.1	-0.3	0.7	0.8	1.0	1.2	1.5
EBIT margin	-32.0%	-7.1%	-1.5%	3.0%	3.3%	3.5%	4.0%	5.0%
NOPAT	-3.9	-1.1	-0.3	0.7	0.8	1.0	1.2	1.5
Depreciation	0.2	0.2	0.2	0.2	0.3	0.1	0.2	0.1
in % of Sales	2.0%	1.0%	1.0%	1.0%	1.0%	0.5%	0.5%	0.4%
Change in Liquidity from								
- Working Capital	1.4	0.0	-0.2	-0.2	-0.3	-0.2	-0.4	0.0
- Capex	-0.4	-0.4	-0.4	-0.4	-0.2	-0.1	-0.2	-0.2
Capex in % of Sales	3.3%	2.7%	2.2%	1.8%	0.7%	0.5%	0.5%	0.5%
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Free Cash Flow (WACC model)	-2.7	-1.3	-0.7	0.3	0.6	0.7	0.8	1.5
WACC	7.74%	7.74%	7.74%	7.74%	7.74%	7.74%	7.74%	7.74%
Present value	-2.7	-1.2	-0.6	0.2	0.5	0.5	0.5	16.4
Total present value	-2.7	-3.9	-4.5	-4.2	-3.8	-3.3	-2.8	13.6
Valuation		Gr	owth: sales and i	margin				
Total present value (Tpv)	13.6						2018-2021	21.4%
Terminal Value	16.4		-					17.7%
Share of TV on Tpv	120%		Mid term: Sales growth 2018-2023 Long term: Sales growth from 2025					2.5%
Liabilities	0.5		Long term: Sales growth from 2025 Short term: Margin growth 2018-2021					-9.4%
Liquidity	0.5		d term: Margin g	-			2018-2023	-5.1%
Equity value	13.6		ng term: Margin g					5.0%
Number of shares (mln)	12.44	Se	nsitivity Value pe	er Share (EUR)		Ter	minal Growth	
Value per share (EUR)	1.09		ACC	1.75%	2.25%	2.50%	2.75%	3.25%
+Upside / -Downside	6%		8.24%	0.80	0.89	0.94	0.99	1.11
Share price	1.03		7.99%	0.86	0.96	1.01	1.07	1.21
			7.74%	0.93	1.03	1.09	1.16	1.31
Model parameter			7.49%	1.00	1.12	1.18	1.26	1.43
Debt ratio	40.00%		7.24%	1.08	1.21	1.28	1.37	1.56
Costs of Debt	6.0%							
Market return	9.00%	Se	nsitivity Value pe	er Share (EUR)		EBI	T-margin from 20	025e
Risk free rate	2.50%		ACC	4.50%	4.75%	5.00%	5.25%	5.50%
			8.24%	0.81	0.87	0.94	1.00	1.06
Beta	1.20		7.99%	0.88	0.95	1.01	1.07	1.14
WACC	7.74%		7.74%	0.95	1.02	1.09	1.16	1.23
Terminal Growth	2.50%		7.49%	1.04	1.11	1.18	1.26	1.33
			7.24%	1.12	1.20	1.28	1.36	1.44
Source: Montega								

P&L (in Euro m) SLEEPZ AG	2017	2018e	2019e	2020e	2021
Sales	11.5	12.3	15.0	18.0	22.0
ncrease / decrease in inventory	-0.1	0.0	0.0	0.0	0.0
Own work capitalised	0.0	0.0	0.0	0.0	0.0
Total sales	11.4	12.3	15.0	18.0	22.0
Material Expenses	7.9	8.9	9.9	11.9	14.3
Gross profit	3.5	3.4	5.1	6.1	7.7
Personnel expenses	2.0	2.5	2.3	2.3	2.5
Other operating expenses	5.5	5.3	4.5	4.8	5.4
Other operating income	0.3	0.6	0.8	0.9	1.1
EBITDA	-3.7	-3.7	-0.9	-0.1	0.9
Depreciation on fixed assets	0.2	0.2	0.1	0.1	0.1
EBITA	-3.9	-3.9	-1.0	-0.2	0.8
Amortisation of intangible assets	0.1	0.1	0.1	0.1	0.1
mpairment charges and Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0
EBIT	-4.0	-3.9	-1.1	-0.3	0.7
Financial result	-0.2	-0.2	-0.2	-0.2	-0.3
ЕВТ	-4.1	-4.1	-1.3	-0.5	0.4
Taxes	0.0	0.0	0.0	0.0	0.0
Net Profit of continued operations	-4.1	-4.1	-1.3	-0.5	0.4
Net Profit of discontinued operations	-0.8	0.0	0.0	0.0	0.0
Net profit before minorities	-5.0	-4.1	-1.3	-0.5	0.4
Minority interests	-0.8	-0.3	0.0	0.1	0.1
Net profit	-4.2	-3.8	-1.3	-0.6	0.2
Source: Company (reported results), Montega (forecast)					
P&L (in % of Sales) SLEEPZ AG	2017	2018e	2019e	2020e	20216
Sales	100.0%	100.0%	100.0%	100.0%	100.0%
ncrease / decrease in inventory	-0.5%	0.0%	0.0%	0.0%	0.0%
Own work capitalised	0.0%	0.0%	0.0%	0.0%	0.0%
Total sales	99.5%	100.0%	100.0%	100.0%	100.0%
Material Expenses	69.1%	72.0%	66.1%	66.0%	65.0%
Gross profit	30.5%	28.0%	33.9%	34.0%	35.0%
Personnel expenses	17.5%	20.0%	15.0%	13.0%	11.5%
Other operating expenses	47.8%	43.0%	30.0%	26.5%	24.5%
Other operating income	2.5%	5.0%	5.0%	5.0%	5.0%
EBITDA	-32.3%	-30.0%	-6.1%	-0.5%	4.0%
Depreciation on fixed assets	1.5%	1.5%	0.5%	0.5%	0.5%
EBITA	-33.8%	-31.5%	-6.6%	-1.0%	3.5%
	0.9%	0.5%	0.5%	0.5%	0.5%
Amortisation of intangible assets EBIT	-34.7%	-32.0%	- 7.1%	-1.5%	3.0%
	-1.4%	-1.6%	-1.3%	-1.3%	-1.4%
Financial result					
EBT -	-36.1%	-33.6%	-8.4%	-2.8%	1.6%
Faxes	0.1%	0.0%	0.0%	0.0%	0.0%
Net Profit of continued operations	-36.1%	-33.6%	-8.4%	-2.8%	1.6%
Net Profit of discontinued operations	-7.2%	0.0%	0.0%	0.0%	0.0%
	-43.3%	-33.6%	-8.4%	-2.8%	1.6%
•					
Net profit before minorities Minority interests Net profit	-6.8% - 36.5%	-2.4% - 31.2%	0.0% - 8.4%	0.6% - 3.4%	0.6% 1.0%

Balance sheet (in Euro m) SLEEPZ AG	2017	2018e	2019e	2020e	2021e
ASSETS					
Intangible assets	4.8	11.2	11.3	11.4	11.5
Property, plant & equipment	0.3	0.5	0.6	0.8	0.8
Financial assets	0.0	0.0	0.0	0.0	0.0
Fixed assets	5.2	11.7	11.9	12.2	12.3
Inventories	2.1	1.0	1.1	1.3	1.6
Accounts receivable	0.3	0.7	0.8	1.0	1.2
Liquid assets	0.5	0.5	0.0	0.0	0.0
Other Assets	0.6	0.6	0.6	0.6	0.6
Current assets	3.5	2.7	2.5	2.9	3.3
Total assets	8.7	14.4	14.4	15.0	15.7
LIABILITIES AND SHAREHOLDERS' EQUITY					
Shareholders' equity	6.1	8.5	7.2	6.6	6.9
Minority Interest	-0.4	-0.6	-0.6	-0.5	-0.3
Provisions	0.0	0.0	0.0	0.0	0.0
Financial liabilities	1.0	3.8	4.9	5.8	5.8
Accounts payable	0.5	1.1	1.3	1.5	1.8
Other liabilities	1.6	1.6	1.6	1.6	1.6
Liabilities	3.0	6.5	7.8	8.9	9.2
Total liabilities and shareholders' equity	8.7	14.4	14.4	15.0	15.7
Source: Company (reported results), Montega (forecast)					
Balance sheet (in %) SLEEPZ AG	2017	2018e	2019e	2020e	2021e
ASSETS					
Intangible assets	55.4%	77.5%	78.3%	75.9%	73.1%
Property, plant & equipment	3.7%	3.6%	4.5%	5.0%	5.4%
Financial assets	0.2%	0.1%	0.1%	0.1%	0.1%
Fixed assets	59.2%	81.2%	82.9%	81.1%	78.6%
Inventories	23.9%	6.9%	7.6%	8.7%	10.2%
Accounts receivable	4.0%	4.9%	5.6%	6.7%	7.6%
Liquid assets	5.7%	3.1%	0.0%	-0.2%	-0.3%
Other Assets	6.7%	4.1%	4.1%	3.9%	3.7%
Current assets	40.4%	19.0%	17.3%	19.1%	21.3%
Total Assets	100.0%	100.0%	100.0%	100.0%	100.0%
LIABILITIES AND SHAREHOLDERS' EQUITY					
Shareholders' equity	70.1%	59.1%	50.3%	44.3%	43.7%
Minority Interest	-5.0%	-4.4%	-4.4%	-3.6%	-2.1%
Provisions	0.5%	0.3%	0.3%	0.3%	0.3%
Financial liabilities	11.0%	26.6%	34.0%	38.6%	36.9%
Accounts payable	5.3%	7.6%	9.0%	10.0%	11.5%
Other liabilities	18.1%	10.9%	10.9%	10.5%	10.0%
Total Liabilities	34.8%	45.4%	54.2%	59.4%	58.7%
Total Liabilites and Shareholders' Equity	100.0%	100.0%	100.0%	100.0%	100.0%
Source: Company (reported results), Montega (forecast)					

Statement of cash flows (in Euro m) SLEEPZ AG	2017	2018e	2019e	2020e	2021e
Net income	-5.0	-4.1	-1.3	-0.5	0.4
Depreciation of fixed assets	0.3	0.2	0.1	0.1	0.1
Increase/decrease in long-term provisions	0.0	0.0	0.0	0.0	0.0
Amortisation of intangible assets	0.0	0.1	0.1	0.1	0.1
Other non-cash related payments	1.6	0.0	0.0	0.0	0.0
Cash flow	-3.1	-3.9	-1.1	-0.3	0.6
Increase / decrease in working capital	0.2	1.4	0.0	-0.2	-0.2
Cash flow from operating activities	-2.8	-2.5	-1.1	-0.5	0.4
CAPEX	-0.1	-0.4	-0.4	-0.4	-0.4
Other	5.0	0.0	0.0	0.0	0.0
Cash flow from investing activities	4.9	-0.4	-0.4	-0.4	-0.4
Dividends paid	0.0	0.0	0.0	0.0	0.0
Change in financial liabilities	-1.6	2.9	1.1	0.9	0.0
Other	-0.4	0.0	0.0	0.0	0.0
Cash flow from financing activities	-2.0	2.9	1.1	0.9	0.0
Effects of exchange rate changes on cash	-0.3	0.0	0.0	0.0	0.0
Change in liquid funds	0.0	0.0	-0.4	0.0	0.0
Liquid assets at end of period	0.5	0.5	0.0	0.0	0.0
Source: Company (reported results), Montega (forecast)					

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Fundamental basics and principles of the evaluative judgements contained in this document:

Assessments and valuations leading to ratings and judgements given by Montega AG are generally based on acknowledged and broadly approved methods of analysis i.e. a DCF model, a peer group comparison, or sum-of-the-parts model.

Our ratings:

Buy: The analysts at Montega AG believe the share price will rise during the next twelve months.

Hold: Upside/downside potential limited. No immediate catalyst visible.

Sell: The analysts at Montega AG believe the share price will fall during the next twelve months.

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SLEEPZ AG Disclaimer

Share price and recommendation history

Recommendation	Date	Price (EUR)	Price target (EUR)	Potential
nitiation (Buy)	18.11.2011	0.66	1.60	+142%
Buy	20.02.2012	0.63	1.60	+154%
Buy	13.03.2012	0.73	1.60	+120%
Buy	30.04.2012	0.75	1.60	+113%
Buy	20.08.2012	0.75	1.25	+67%
Buy	08.11.2012	0.66	1.15	+74%
Buy	17.01.2013	0.62	1.20	+94%
Buy	14.03.2013	0.83	1.20	+44%
Buy	20.08.2013	0.67	1.10	+64%
Buy	30.08.2013	0.71	1.10	+56%
Buy	24.10.2013	0.75	1.10	+48%
Buy	02.12.2013	0.78	1.35	+73%
Buy	03.02.2014	0.98	1.35	+38%
Buy	15.05.2014	0.83	1.30	+56%
Buy	30.07.2014	0.79	1.30	+65%
Buy	20.10.2014	0.72	1.30	+80%
n.a.	05.02.2015	0.70	n.a.	n.a.
n.a.	27.04.2015	0.77	n.a.	n.a.
Buy	19.05.2015	0.80	1.30	+63%
Buy	28.08.2015	0.66	1.30	+96%
Buy	16.11.2015	0.64	1.40	+117%
Buy	24.02.2016	0.71	1.40	+97%
Buy	20.04.2016	0.91	1.20	+32%
Buy	31.05.2016	0.76	1.20	+58%
Buy	21.07.2016	0.74	1.20	+62%
Buy	20.09.2016	0.70	1.10	+57%
Buy	31.10.2016	0.80	1.10	+38%
Buy	30.11.2016	0.73	1.00	+37%
Buy	20.01.2017	0.59	0.80	+35%
Buy	09.02.2017	0.51	0.80	+57%
Buy (share consolidation in ratio of 3:1)	09.05.2017	1.55	2.00	+29%
Buy	01.06.2017	1.71	2.00	+17%
Hold	21.08.2017	1.91	2.00	+5%
Hold	18.09.2017	1.91	2.00	+5%
Hold	16.10.2017	1.67	1.80	+8%
Hold	23.11.2017	1.53	1.80	+18%
Hold	03.05.2018	1.25	1.40	+12%
Hold	31.05.2018	1.17	1.20	+3%
n.a.	18.09.2018	1.03	n.a.	n.a.