

## Profitability way above expectations

Marimekko reported Q2 results above expectations. Q2 net sales came in line with our estimates while profitability topped our expectations. The guidance for 2023 was reiterated and the market outlook implies growth to continue in all of Marimekko's main markets.

- Group result:** driven by strong Int'l development, Q2 net sales grew by 6% to EUR 40.3m (40.6/39.0m Evli/cons.), roughly in line with our expectations. Domestic sales however came in soft with decreased demand for wholesale sales. Improved gross margin was supported by lower logistics costs and increased licensing sales. Despite increased fixed costs, higher volumes and improved gross margin boosted adj. EBIT above the comparison period and our expectations. Adj. EBIT amounted to EUR 6.6m (4.9/5.0m Evli/cons.), reflecting a margin of 16.8%. Adj. EPS accounted for EUR 0.12 (0.09/0.10 Evli/cons.), which could have been better without decreased net financials.
- Finland:** topline decreased by 3% to EUR 22.2m, which was below our estimates (Evli: 24.2m). The growth was driven by solid retail sales while wholesale and licensing sales decreased by some 20%.
- Int'l:** net sales came in very strong and above our expectations. Topline grew by 21% to EUR 18.1m (Evli: 16.4m). The increase was supported by strong APAC and EMEA regions as well as North America. In total, Int'l wholesale sales increased by 18% y/y.
- 23 market outlook:** Marimekko expects its domestic sales to grow, and one-off wholesale deliveries to support Finnish sales development in H2. The APAC region and Int'l net sales are expected to grow. Licensing sales are expected to increase.
- 23 guidance intact:** Net sales to grow and adj. EBIT margin between 16-19%.

**Rating** 🟡 HOLD

Q2'23	Actual	Evli	Consensus*	Q2'22
Net sales	40.3	40.6	39.0	38.0
Finland	22.2	24.2	-	23.0
Int'l	18.1	16.4	-	15.0
Adj. EBIT	6.8	4.9	5.0	5.7
Adj. EBIT-margin	16.8%	12.0%	12.8%	15.0%
Adj. EPS	0.12	0.09	0.10	0.12

*\* Consensus estimate from FactSet (5 analysts)*

 Share price, EUR (Last trading day's closing price) **8.72**

 Target price, EUR **10.0**

 Latest change in **13-Feb-23**

 Latest report on **14-Aug-23**

 Research paid by **YES**

 No. of shares **40,571**

 No. of shares fully **40,571**

 Market cap, EURm **354**

 Free float, % **74.0**

 Exchange rate **0.000**

 Reuters code **MEKKO.HE**

 Bloomberg code **MEKKO FH**

 Average daily volume, **0.0**

 Next interim report **17-Aug-23**

 Web site **company.marimekko.com/en/investors/**

 Analyst **Arttu Heikura**

 E-mail **arttu.heikura@evli.com**

Telephone

+ BUY + HOLD - SELL

### PRE-REPORT KEY FIGURES

	Sales EURm	EBIT EURm	EBIT %	FCF EURm	EPS EUR	P/E (x)	EV/Sales (x)	EV/EBIT (x)	FCF yield %	DPS EUR
2021	152.2	31.3	20.5%	31.2	0.60	28.3	4.4	21.2	4.5	0.72
2022	166.5	30.4	18.2%	10.3	0.56	15.6	2.1	11.8	2.9	0.34
2023E	178.3	31.3	17.5%	28.0	0.60	14.6	1.9	10.9	7.9	0.36
2024E	193.1	36.4	18.8%	30.3	0.71	12.2	1.7	8.9	8.6	0.43
2025E	203.1	37.6	18.5%	27.4	0.74	11.8	1.6	8.4	7.7	0.48
Market cap, EURm	354		BV per share 2023E, EUR		-19.7		CAGR EPS 2022-25, %		9.6	
Net debt 2023E, EURm	-13		Price/book 2023E		5.4		CAGR sales 2022-25, %		6.8	
Enterprise value, EURm	341		Dividend yield 2023E, %		4.1		ROE 2023E, %		39.9	
Total assets 2023E, EURm	133		Tax rate 2023E, %		19.8		ROCE 2023E, %		33.6	
Goodwill 2023E, EURm	0		Equity ratio 2023E, %		49.6		PEG, P/E 23/CAGR		1.7	

All the important disclosures can be found on the last pages of this report.

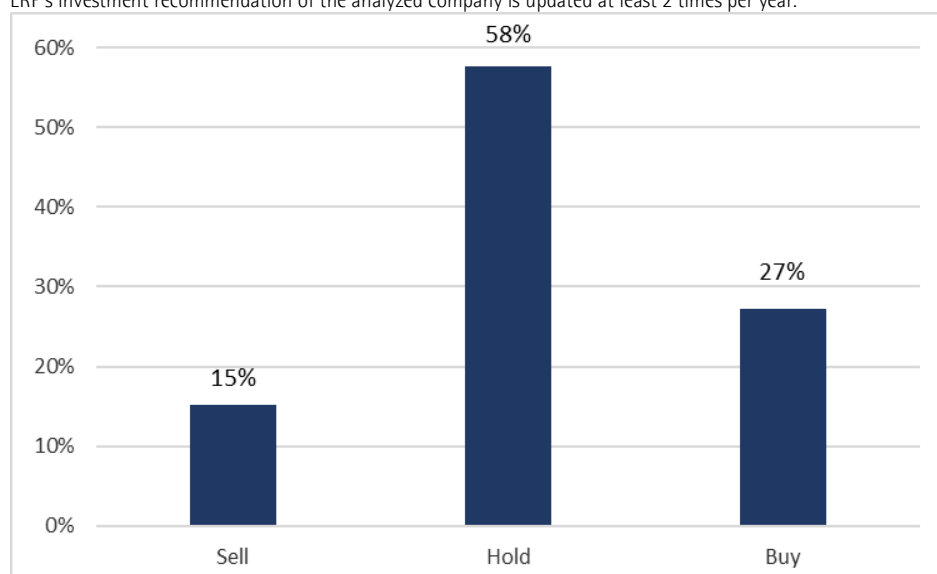
## Important Disclosures

Evli Research Partners Plc ("ERP") uses 12-month target prices. Target prices are defined by utilizing analytical techniques based on financial theory including (but not limited to) discounted cash flow analysis and comparative valuation. The selection of valuation methods depends on different circumstances. Target prices may be altered on the basis of new information coming to light in the underlying company or changes in interest rates, changes in foreign exchange rates, other securities prices or market indices or outlook for the aforementioned factors or other factors that may change the conditions of financial markets. Recommendations and changes by analysts are available at [Analysts' recommendations and ratings revisions](#).

Investment recommendations are defined as follows:

Target price compared to share price	Recommendation
< -10 %	SELL
-10 – (+10) %	HOLD
> 10 %	BUY

ERP's investment recommendation of the analyzed company is updated at least 2 times per year.



The graph above shows the distribution of ERP's recommendations of companies under coverage in 11th of May 2020. If recommendation is not given, it is not mentioned here.

Name(s) of the analyst(s): Heikura

This research report has been prepared by Evli Research Partners Plc ("ERP" or "Evli Research"). ERP is a subsidiary of Evli Plc. Production of the investment recommendation has been concluded on 14.8.2023, 08:30. This report has been published on 17.8.2023, 08:50.

None of the analysts contributing to this report, persons under their guardianship or corporations under their control have a position in the shares of the company or related securities.

The date and time for any price of financial instruments mentioned in the recommendation refer to the previous trading day's closing price(s) unless otherwise stated in the report.

Each analyst responsible for the content of this report assures that the expressed views accurately reflect the personal views of each analyst on the covered companies and securities. Each analyst assures that (s)he has not been, nor are or will be, receiving direct or indirect compensation related to the specific recommendations or views contained in this report.

Companies in the Evli Group, affiliates or staff of companies in the Evli Group, may perform services for, solicit business from, hold long or short positions in, or otherwise be interested in the investments (including derivatives) of any company mentioned in the publication or report.

Neither ERP nor any company within the Evli Group have managed or co-managed a public offering of the company's securities during the last 12 months prior to, received compensation for investment banking services from the company during the last 12 months prior to the publication of the research report.

ERP has signed an agreement with the issuer of the financial instruments mentioned in the recommendation, which includes production of research reports. This assignment has a limited economic and financial impact on ERP and/or Evli. Under the assignment ERP performs services including, but not limited to, arranging investor meetings or –events, investor relations communication advisory and production of research material.

ERP or another company within the Evli Group does not have an agreement with the company to perform market making or liquidity providing services.

For the prevention and avoidance of conflicts of interests with respect to this report, there is an information barrier (Chinese wall) between Investment Research and Corporate Finance units concerning unpublished investment banking services to the company. The remuneration of the analyst(s) is not tied

directly or indirectly to investment banking transactions or other services performed by Evli Plc or any company within Evli Group.

This report has not been disclosed to the company prior to its dissemination.

This report is provided and intended for informational purposes only and may not be used or considered under any circumstances as an offer to sell or buy any securities or as advice to trade any securities.

This report is based on sources ERP considers to be correct and reliable. The sources include information providers Reuters and Bloomberg, stock-exchange releases from the companies and other company news, Statistics Finland and articles in newspapers and magazines. However, ERP does not guarantee the materialization, correctness, accuracy or completeness of the information, opinions, estimates or forecasts expressed or implied in the report. In addition, circumstantial changes may have an influence on opinions and estimates presented in this report. The opinions and estimates presented are valid at the moment of their publication and they can be changed without a separate announcement. Neither ERP nor any company within the Evli Group are responsible for amending, correcting or updating any information, opinions or estimates contained in this report. Neither ERP nor any company within the Evli Group will compensate any direct or consequential loss caused by or derived from the use of the information represented in this publication.

All information published in this report is for the original recipient's private and internal use only. ERP reserves all rights to the report. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, or stored in any retrieval system of any nature, without the written permission of ERP.

This report or its copy may not be published or distributed in Australia, Canada, Hong Kong, Japan, New Zealand, Singapore or South Africa. The publication or distribution of this report in certain other jurisdictions may also be restricted by law. Persons into whose possession this report comes are required to inform themselves about and to observe any such restrictions.

Evli Plc is not registered as a broker-dealer with the U. S. Securities and Exchange Commission ("SEC"), and it and its analysts are not subject to SEC rules on securities analysts' certification as to the currency of their views reflected in the research report. Evli is not a member of the Financial Industry Regulatory Authority ("FINRA"). It and its securities analysts are not subject to FINRA's rules on Communications with the Public and Research Analysts and Research Reports and the attendant requirements for fairness, balance and disclosure of potential conflicts of interest. This research report is only being offered in U.S. by Auerbach Grayson & Company, LLC (Auerbach Grayson) to Major U.S. Institutional Investors and is not available to, and should not be used by, any U.S. person or entity that is not a Major U.S. Institutional Investor. Auerbach Grayson is a broker-dealer registered with the U.S. Securities and Exchange Commission and is a member of the FINRA. U.S. entities seeking more information about any of the issuers or securities discussed in this report should contact Auerbach Grayson. The securities of non-U.S. issuers may not be registered with or subject to SEC reporting and other requirements.

ERP is not a supervised entity but its parent company Evli Plc is supervised by the Finnish Financial Supervision Authority.

August 17, 2023

## Contact information

### SALES, TRADING AND RESEARCH

#### Equity, ETF and Derivatives Sales

Joachim Dannberg +358 9 4766 9123  
Ari Laine +358 9 4766 9115  
Kimmo Lilja +358 9 4766 9130

#### Trading

Lauri Vehkaluoto (Head) +358 9 4766 9120  
Pasi Väisänen +358 9 4766 9120  
Antti Kässi +358 9 4766 9120  
Miika Ronkanen +358 9 4766 9120

#### Structured Investments

Heikki Savijoki +358 9 4766 9726  
Aki Lakkisto +358 9 4766 9123

#### Equity Research

Arttu Heikura +358 40 082 8098  
Joonas Ilvonen +358 44 430 9071  
Jerker Salokivi +358 9 4766 9149

#### Evli Investment Solutions

Johannes Asuja +358 9 4766 9205



**EVLI PLC**  
Aleksanterinkatu 19 A  
P.O. Box 1081  
FIN-00101 Helsinki, FINLAND  
Phone +358 9 476 690  
Internet [www.evli.com](http://www.evli.com)  
E-mail [firstname.lastname@evli.com](mailto:firstname.lastname@evli.com)

**EVLI PLC,  
STOCKHOLMSFILIAL**  
Regeringsgatan 67 P.O. Box 16354  
SE-103 26 Stockholm  
Sverige  
[stockholm@evli.com](mailto:stockholm@evli.com)  
Tel +46 (0)8 407 8000