

# **ANALYTICAL REPORT - SUMMARY**

The company entered 2024 by significantly increasing its marketing budgets, which allowed "Unsolved" to return to a dynamic growth path again and throughout Q1'24 achieve a record result at the adjusted EBIT level equal to 8,3 million PLN (+84% y/y). However, the latest data on the monetization of this application cools our optimism regarding its result path in 2024. Since April, we have observed a significant anomaly regarding user acquisition costs, the notable increase of which we believe could be a result of intensified competition (more releases, increased UA costs), as well as aggressive marketing from the new sales platform Temu. Increased CPIs forced the company to reduce acquisition expenses, which translated into a decline in revenues from "Unsolved". Observing the current data, we expect this trend to continue throughout May. Taking into account the seasonality and assuming the normalization of the market situation, we expect that the fight for a return to growth will probably only be possible around September-October. At the same time, we would like to emphasize that the current situation does not mean that the potential for further growth of "Unsolved" is exhausted. The most important change planned to be implemented at the end of 2024 is the metagame, which will play a key role in the monetization of this product in the following years. The implication of this solution should provide an increase in application LTV of over 100%. We would like to note that the improvement in LTV in 2023 by approximately 80% allowed "Unsolved" to increase revenues by more than 3x y/y. Throughout 2024, we assume that Artifex will be able to generate PLN 39,2 million adj. EBITDA (+34% y/y) and PLN 30,3 million adj. net profit (+19% y/y). We hope that 2025 thanks to metagame will bring significant progression of adj. EBITDA and adj. net profit to PLN 49,6 million/PLN 33,9 million (+27%/+12%), respectively. Considering the recent increase in the stock prices of the Katowicebased mobile game developer and a deterioration in the outlook for "Unsolved" in 2024, we downgrade our recommendation from BUY to HOLD, while simultaneously raising the target price to 26,0 PLN per share, which is 2% below the current market price.

After a seasonally difficult Q4'23 in terms of acquiring new users (high CPI), the company entered 2024 by significantly increasing its marketing budgets, which once again allowed to release the potential for improving KPIs and put "Unsolved" back on a dynamic growth path, as well as in the entire Q1'24 achieve a record result at the adj. EBIT equal to PLN 8,3 million (+84% y/y).

The latest data regarding the monetization of this application cools our optimism regarding its result path in 2024. Since April, we have observed a significant anomaly regarding user acquisition costs, the notable increase of which we believe could be a result of intensified competition (more releases, increased UA costs), as well as aggressive marketing from the new sales platform Temu. Increased CPIs forced the company to reduce acquisition expenses, which translated into a decline in revenues from "Unsolved". Observing the current data, we expect this trend to continue throughout May. Taking into account the seasonality and assuming the normalization of the market situation, we expect that the fight for a return to growth will probably only be possible around September-October.

We would like to emphasize that the current situation does not mean that the potential for further growth of "Unsolved" is exhausted. The most important change planned to be implemented at the end of 2024 is the metagame, which will play a key role in the monetization of this product in the following years. The implication of this solution should provide an increase in application LTV of over 100%. We would like to note that the improvement in LTV in 2023 by approximately 80% allowed "Unsolved" to increase revenues by more than 3x y/y.

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We would like to point out that an area still undeveloped by the company is its own sales platform which could reduce commission costs. For comparison, in the case of HUG and TEN, their own stores account for 9%/10% of payments for these entities. Currently, we do not include this solution in our assumptions. However, we want to emphasize that the potential creation of such a platform may have a significant impact on our future updates.

The launch of a new RPG game remains both a potential risk area and a potential source of new revenue streams. At the end of Q4'23, the company had PLN 18,9m of costs capitalised on the balance sheet related to this project. The current game schedule assumes another round of tests with players around mid-year. Assuming positive verification of the project, the game reveal and the start of marketing activities are planned for H2'24. In our model, we maintain the launch in 2025.

	2020	2021	2022	2023	2024F	2025F	2026F	2027F
Revenues [mln PLN]	25,7	39,1	38,5	82,5	101,9	124,5	164,2	179,6
EBITDA [mln PLN]	17,0	20,3	14,9	28,8	38,4	48,9	64,8	72,7
EBITDA adj. [mln PLN]	19,5	21,5	16,4	29,3	39,2	49,6	65,5	72,7
EBIT [mln PLN]	10,0	15,3	9,9	24,0	31,6	34,8	46,3	51,5
Net income [mln PLN]	8,2	13,0	12,1	24,9	29,6	33,1	43,9	49,1
Net income adj. [mln PLN]	10,8	14,2	13,6	25,4	30,3	33,9	44,6	49,1
P/E	38,2	26,5	28,6	13,8	11,7	10,4	7,9	7,0
P/E adj.*	29,2	24,2	25,4	13,5	11,4	10,2	7,7	7,0
EV/EBITDA	15,7	16,2	21,8	10,9	8,1	6,3	4,5	3,7
EV/EBITDA adj.*	16,6	15,3	19,8	10,7	8,0	6,2	4,4	3,7
DPS	0,0	0,0	0,0	0,0	0,6	0,9	1,0	1,3
DY	0,0%	0,0%	0,0%	0,0%	2,2%	3,4%	3,8%	5,1%

# HOLD

(PREVIOUS: BUY)

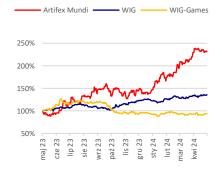
# **TARGET PRICE 26,0 PLN**

08 MAY 2024, 08:20 CEST

Target price [PLN]	26,0
Price upside/downside	-2%
Cost of capital	15,8%
Price [PLN]	26,5
Market cap [mln PLN]	320,0
Shares mln. szt.]	11,9
Max. price 6M [PLN]	29,6
Min. price 6m [PLN]	15,8
Rate of return 3M	23%
Rate of return 6M	66%
Rate of return 9M	63%
Shareholders (% of votes):	
Shareholders' agreement	21,6%
Warsaw Equity ASI	14,7%
Nationale-Nederlanden OFE	9,9%
G5 Entertainment AB	5,2%
Others	48,5%

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<sup>\*-</sup> adj. for cost of the incentive program



	Share	Valuation
DCF valution	70%	21,7
Peer valuation	30%	36,0
Target price [PLN]	20	5,0

Source: BDM S.A.

DCF		

	2024F	2025F	2026F	2027F	2028F	2029F	2030F	2031F	2032F	2033F
Revenues [min PLN]	101,9	124,5	164,2	179,6	192,1	202,6	213,3	224,6	236,0	247,2
EBIT [mln PLN]	31,6	34,8	46,3	51,5	55,1	56,8	58,6	60,6	62,4	64,2
Tax rate	9,5%	9,6%	9,6%	9,6%	9,6%	9,6%	9,6%	9,6%	9,6%	9,6%
Tax on EBIT [mln PLN]	3,0	3,3	4,4	4,9	5,3	5,5	5,6	5,8	6,0	6,2
NOPLAT [mln PLN]	28,6	31,5	41,9	46,6	49,8	51,4	53,0	54,8	56,4	58,0
Amortization [mln PLN]	1,0	1,1	1,1	1,1	1,2	1,2	1,3	1,3	1,3	1,4
CAPEX [mln PLN]	-1,3	-1,4	-1,4	-1,4	-1,5	-1,5	-1,6	-1,6	-1,6	-1,7
Purchase of investmen[mln PLN]	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0
Working capital movement [mln PLN]	-19,7	-17,0	-13,2	-11,5	-9,9	-8,3	-7,3	-7,2	-7,5	-7,7
FCF [mln PLN]	8,7	14,1	28,4	34,8	39,6	42,8	45,4	47,2	48,7	50,0
DFCF [min PLN]	8,2	11,6	20,2	21,4	21,0	19,6	18,0	16,1	14,4	12,8
Total DFCF [mln PLN]	163,3									

Terminal value [mln PLN] 347.9 Discounted terminal value [mln PLN] 88,8 Enterprise value [mln PLN] 252,1 Net debt 2023 [mln PLN] -30,4 Equity value [mln PLN] 282,5 Number of shares [mln] 13.0 Value per share [PLN] 21,7

Terminal growth rate: 3,0%

WACC calculation
Pick-free rate

	2024F	2025F	2026F	2027F	2028F	2029F	2030F	2031F	2032F	2033F
Risk-free rate	5,6%	5,6%	5,6%	5,6%	5,6%	5,6%	5,6%	5,6%	5,6%	5,6%
Risk premium	6,5%	6,5%	6,5%	6,5%	6,5%	6,5%	6,5%	6,5%	6,5%	6,5%
Beta	1,10	1,10	1,10	1,10	1,10	1,10	1,10	1,10	1,10	1,10
Credit premium	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%	1,5%
Cost of equity	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%
Contribution of equity	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
Cost of debt after tax	6,4%	6,4%	6,4%	6,4%	6,4%	6,4%	6,4%	6,4%	6,4%	6,4%
Contribution of debt	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
WACC	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%	15,8%

Source: BDM S.A.

# Sensivity analysis

		Terr	minal growth	rate			Terr	minal growth	rate				Beta	
		2,5%	3,0%	3,5%			2,5%	3,0%	3,5%			1,0	1,1	1,2
h - 4 -	1,0	22,5	22,8	23,2	Risk	5,5%	23,3	23,7	24,1	Risk	5,5%	24,1	23,7	23,3
beta	1,1	21,4	21,7	22,0	premium	6,5%	21,4	21,7	22,0	premium	6,5%	22,1	21,7	21,4
	1,2	20,5	20,7	21,0		7,5%	19,9	20,1	20,3		7,5%	20,4	20,1	19,8

Source: BDM S.A.

# Peer valuation – Polish game developers

		P/E		E	V/EBITD	A
	2024F	2025F	2026F	2024F	2025F	2026F
11 BIT STUDIOS	7,8	8,5	10,1	5,4	5,4	9,3
BIG CHEESE STUDIO	35,4	3,8	-	24,2	2,1	-
CD PROJEKT SA	57,2	75,7	45,3	35,2	57,1	13,4
CI GAMES	13,7	11,3	4,6	3,8	3,2	-
CREEPY JAR	23,0	9,4	15,0	21,5	6,4	9,6
HUUUGE GAMES	5,6	6,0	6,7	2,6	2,9	3,1
PCF GROUP	94,0	6,8	9,5	17,6	5,2	2,6
PLAYWAY	13,8	13,2	13,2	9,1	8,9	9,1
TEN SQUARE GAMES	8,7	9,9	11,6	5,3	6,0	6,5
Median	13,8	9,4	10,9	9,1	5,4	9,1
Artifex Mundi*	11,4	10,2	7,7	8,0	6,2	4,4
Premium/discount	-17,3%	8,7%	-29,1%	-12,4%	14,1%	-51,5%
Valuation [PLN/share]	32,1	24,4	37,4	28,0	21,7	48,4
Year's contribution	33%	33%	33%	33%	33%	33%
Average valuation [PLN/share]		31,3			32,7	
Multiple's contribution		50%			50%	
Value per share [PLN]	32	,0				

		P/E	
	2024F	2025F	202
PLAYTIKA HOLDING CORP	11,7	10,6	10
			_

Peer valuation - global game developers

		F/E			V/EDITO	м.
	2024F	2025F	2026F	2024F	2025F	2026F
PLAYTIKA HOLDING CORP	11,7	10,6	10,2	5,4	4,8	3,8
G5 ENTERTAINMENT AB	9,5	8,9	8,4	3,0	2,7	2,5
TENCENT HOLDINGS LTD	18,6	16,3	14,7	14,5	12,6	11,3
NETMARBLE CORP	73,9	43,4	29,4	24,4	18,2	15,4
STILLFRONT GROUP AB	7,9	6,0	5,0	4,1	3,4	3,0
ROBLOX	-	-	-	43,0	29,4	20,8
NEXON	22,1	18,3	17,2	13,2	9,8	9,0
Median	15,1	13,4	12,4	13,2	9,8	9,0
Artifex Mundi*	11,4	10,2	7,7	8,0	6,2	4,4
Premium/discount	-24,8%	-24,3%	-37,8%	-39,7%	-36,9%	-50,8%
Valuation [PLN/share]	35,3	35,0	42,6	40,4	38,5	47,7
Year's contribution	33%	33%	33%	33%	33%	33%
Average valuation [PLN/share]		37,6			42,2	
Multiple's contribution		50%			50%	
Value per share [PLN]	39,9					
Source: RDM S A Bloomhera: *-a	di for co	ct of the	incentive	nroaram		

Source: BDM S.A., Bloomberg; \*-adj. for cost of the incentive program

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Main risks: 1) Risk associated with Apple's new privacy policy and planned changes in Google's policy; 2) Risk of diverse and unpredictable demand for the company's individual products; 3) The risk related to possible delays in game production; 4) Risk related to the loss of key employees; 5) Risk related to difficulties in acquiring experienced employees; 6) Risk related to the possible failure of IT systems, telecommunications infrastructure and servers; 7) Risk related to the competitive environment; 8) Risk related to the development of new technologies and industry 9) Risk of volatility of foreign exchange rates; 10) Risks of Unity's new charging policy

EV/EBITDA



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# Ratings and price targets history:

rating	price target	previous rating	previous target price	report date	report date (hour)	price	WIG
hold *	26,0	buy*	24,8	08.05.2024	08:20 CEST	26,5	86 484
buy *	24,8	buy*	22,8	01.12.2023	11:40 CET	16,7	75 195
buy *	22,8	buy	14,1	30.08.2023	08:50 CEST	17,6	68 795
buy	14,1	buy	18,0	13.03.2023	12:40 CET	10,4	58 050
buy	18,0	buy	22,5	18.01.2022	07:00 CEST	9,94	72 250
Buy*	22,5	buy	13,9	16.04.2021	07:00 CEST	17,8	60 280
Buy*	13,9	buy	13,6	19.10.2021	07:00 CEST	9,00	48 210
Buy*	13,6	-	-	10.08.2021	07:00 CEST	9,12	51 732

<sup>\*</sup> The report was prepared by Dom Maklerski BDM at the request of the WSE as part of the Exchange's Analytical Coverage Support Programme



#### Explanations of terminology:

EBIT - earnings before interest and tax

 ${\tt EBITDA-earnings\ before\ interest,\ taxes,\ depreciation,\ and\ amortization}$ 

Net debt – interest bearing debt minus cash and equivalents

WACC - weighted average cost of capital

CAGR - cumulative average annual growth

EPS - earnings per share

DPS - dividend per share

CEPS - net profit plus depreciation per share

EV - market capitalization plus interest bearing debt minus cash and equivalents

EV/S - market capitalization / sales

EV/EBITDA – EV / sales

P/EBIT – market capitalization / EBIT

MC/S — market capitalization / sales

P/E — market capitalization / net profit

P/BV — market capitalization / book value

P/CE - market capitalization / net profit plus depreciation

ROE - net profit / equity

ROA - net income / assets

Gross margin - gross profit on sales / sales

EBITDA margin – EBITDA / sales EBIT margin – EBIT / sales

Net margin – net profit / sales

#### The strengths and weaknesses of the valuation methods used in the report:

DCF – the most popular and the most effective of the valuation methods - it is based on the discounting of future cash flows generated by the company. The disadvantage is the high sensitivity to changes in the basic financial parameters forecast in the model (interest rates, exchange rates, profits, residual value).

DDM – the method is based on discounting future cash flows from dividends. The advantage of the valuation is the inclusion of future financial results and cash flows from dividends. The main disadvantages are the high sensitivity to changes in the basic financial parameters forecasted in the model (capital cost, profits, residual value) and the risk of changing the dividend payment policy.

Comparative – the method is based on current and forecasted market multipliers of companies from the companies—the includes based or further than DCF shows the current market situation. The main disadvantages are the difficulty in choosing the right companies for comparison, the risk of ineffective valuation of companies companed at a given moment, as well as high volatility (along with price fluctuations).

#### **Explanation of ratings:**

Buy – we believe that the security will reach the target price in the recommended period, which significantly exceeds the current market price (at least + 15%);

Accumulate – we believe that the security will reach the target price in the recommended period, which exceeds the current market price (in the range of +5 to + 14.99%);

Hold – we believe that a security in the recommended period will fluctuate around the target price, which is close to the current market price (in the range from -4.99% to + 4.99%);

Reduce - we believe that the security will reach the target price in the recommended period, which is lower than the market price (range of decline from 5% to 14.99%);

Sell – we believe that a security in the recommended period will reach the target price, which is significantly lower than the market price (suggested erosion of the value exceeds 15%).

Target price – the theoretical price which, in our opinion, should reach a security in the recommended period; This price is the result of the company's value (eg based on DCF, comparative and other valuations), market conditions and the industry as well as other factors subjectively considered by the analyst. Recommendations made by BDM are binding for 12 months from the issue date or until the target level is reached, unless they are updated during this period of time.

# Distribution of BDM's recommendations in 2Q'24\*:

. distribution of BDM's recommendations for the companies which BDM has supplied with investment banking services within the last 12 months

	numbers	%	numbers	%
Buy	2	33%	0	0%
Accumulate	2	33%	0	0%
Hold	2	33%	0	0%
Reduce	0	0%	0	0%
Sell	0	0%	0	0%

<sup>\*</sup> detailed list of all analytical reports (recommendations) published by BDM during the last 12 months is included at https://www.bdm.pl/analizy-i-informacje/analizy/historia-rekomendacj



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This report (hereinafter also referred to as an analysis, a document) has been prepared in compliance with Regulation (EU) No. 596/2014 of the European Parliament and of the Council of 16 April 2014 (on market abuse), Commission Delegated Regulation (EU) 2016/958 and Commission Delegated Regulation (EU) 2017/565.

The report constitutes an investment research within the meaning of art. 36 §1 of Commission Delegated Regulation (EU) 2017/565.

The report has been prepared by Dom Maklerski BDM S.A. (hereinafter BDM S.A.) within the Exchange Analytical Coverage Support Programme (https://www.gpw.pl/gpwpa). BDM S.A. is a party to the

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For the first time this report has been made available to the public on 08.05.2024 (08:20 CEST). Date of preparing the report is the date of making it accessible. Before the recommendation was made accessible, information included in it had been confidential.
The prices of the financial instruments listed in the document have been taken from the real-time pricing as provided by Bloomberg. Data concerning financial instrument prices used in the report could be

loaded to 24 hours before the moment of completing the report.

Detailed list of all analytical reports (recommendations) published by BDM during the last 12 months is included in a cyclical "Monthly Report".

In the opinion of BDM this report has been prepared observing principles of methodological correctness and objectivity on the basis of sources available to the public which BDM considers reliable. The sources of information used in recommendation are all data related to financial instruments concerned and available to an analyst, including current and periodic reports of the company, current and periodic reports of entities used for comparative valuation, business reports, press releases and other. However, BDM S.A., in no case, guarantees the accuracy and completeness of this report, in particular should sources on the basis of which the report was prepared prove to be inaccurate, incomplete or not fully consistent with the facts. The forecasts presented in the report are solely based on the analysis made by BDM without consultations with companies or other entities and are based on a number of assumptions which could prove to be wrong in the future. BDM does not guarantee that the presented forecasts will prove right.

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- The person that participated in preparing recommendation is not a holder of net long or short positions exceeding the threshold of 0,5 % of the total issued share capital of the issuer,
- The issuer does not hold shares exceeding 5 % of the BDM issued share capital,
- BDM is not a market maker or liquidity provider in the financial instruments of the issuer,
- BDM has not been lead manager or co-lead manager over the previous 12 months of any publicly disclosed offer of financial instruments of the issuer
- BDM is not a party to an agreement with the issuer relating to the provision of investment banking services pursuant to art. 69 §2 and 4 of the Act on Trading in Financial Instruments dated 25th July
- BDM is not a party to an agreement with the issuer relating to the provision of investment banking services pursuant to section A and B od Annex I to the Directive 2014/65/EU of the European Parliament and of the Council (hereinafter the Directive 2014/65/EU),
- BDM is not a party to an agreement with the issuer relating to the production of the recommendation,
- There is other significant financial interest that BDM or its related affiliates have in relation to the issuer of financial instruments\* There are no significant connections between BDM or its related affiliates and the issuer of financial instruments,
- The person affiliated with BDM who was involved in the preparation of recommendations did not receive or purchase the shares of the issuer, to whom the recommendation relates directly or indirectly, prior to public offering of such shares, The person affiliated with BDM who was involved in the preparation of recommendations declares that they respect internal regulations and are subject to organizational and technical solutions and
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  The person affiliated with BDM who was involved in the preparation of recommendations was not rewarded in any form by the issuer, to whom the recommendation relates directly or indirectly, or
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According to the best knowledge of the party recommending upon the publication of the report there are no other connections between BDM and the company described in this report that the party preparing this report would know of. However, the investor should be aware that the list disclosing conflicts of interest is long and that in the future there may occur situations leading to conflicts of interest which have not been identified or disclosed at the moment of publication of the report concerned. Especially, the investor should assume that BDM may submit an offer for services to a company or other companies mentioned in this report.

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