

## NEWS

29 December 2021

### MEGLIOQUESTO

#### Strategic acquisition of Omicron (the company) (+)

(Company)

MeglioQuesto announced that it has reached an agreement to acquire 51% of the share capital of Omicron Servizi S.r.l. (a subsidiary of OM Group), a company operating in Italy in the management of commercial networks through simulation and analysis tools, able to provide customers with evaluations on the effectiveness of a project.

MeglioQuesto completes the first M&A operation as a listed company, strengthening the "Human" sales channel with the integration of 400 additional physical contact points and expands its client portfolio in the financial sector.

The "Omicron Group" (Omicron Servizi S.r.l., together with its subsidiaries Omnia Servizi S.r.l., Omisicily S.r.l., Ozone Servizi S.r.l., and Connecta S.r.l.) had as of December 31, 2020 and June 30, 2021, respectively:

- revenues of approximately €7.5 million and €4.9 million ;
- an adjusted EBITDA of approximately €1.02 million (or an EBITDA margin of 13.6%) and €1.25 million ;
- an adjusted net financial position of approximately €(1.77) million and €(1.13) million.

The company acquires 51% of the capital of Omicron Servizi for an amount of €5.6 million, of which €2.0 million is paid in cash before December 31, 2021 and the remainder at the end of post-closing adjustments. In addition, MeglioQuesto and OM Group have call and put options on the remaining 49% of the share capital in 3 equal tranches exercisable in 2022, 2023 and 2024 respectively.

With the acquisition of Omicron Servizi, the group strengthens its presence in the Italian customer acquisition market. Our forecasts will be adjusted after evaluation of the potential synergies. The acquisition is highly accretive on the face of it and reinforces our positive sentiment on the file.

Buy, TP of 4,47€ - Simone Mieli: +33 1 78 95 71 64

#### Market Data

Industry	Business Services
Share Price (€)	3,6
Market Cap (€M)	185,7
Market Segment	AIM Italia
Bloomberg	1CALL-IT

#### Ownership structure

MQ Holding	71,9%
Jaime Torrents Rotelli	1,5%
Atlantiscom srl	1,5%
Francesco Esposito	1,5%
Market	23,5%

€M (31/03)	2020	2021	2022	2023
Sales (€M)	55,8	69,8	81,5	89,9
Growth	66,6%	25,2%	16,7%	10,3%
EBIT	6,7	12,1	15,0	17,1
Op. Margin(%)	12,0%	17,3%	18,4%	19,0%
Net income	2,2	6,8	7,9	9,0
EPS €	0,04	0,13	0,15	0,17
EPS growth		209,9%	17,2%	13,8%
Dividend	0,00	0,00	0,00	0,00
Yield (%)	0,0%	0,0%	0,0%	0,0%
FCF	-12,9	-3,1	4,1	6,6
ROCE	9,7%	24,6%	26,3%	28,2%
EV/Sales (x)		2,6	2,2	2,0
VE/EBIT (x)		18,1	15,6	13,8
PE (x)		27,5	23,4	20,6
Net Debt	14,7	-4,7	-10,1	-17,4
Gearing	215%	-15%	-26%	-37%

Midcap Partners estimates

#### Upcoming event : Nd

#### Consensus - Number of analysts : 2

	2021	2022	2023
Sales	69,3	83,6	92,3
EBIT	9,5	12,7	14,1
Net income	6,1	7,9	8,9

Source: FACTSET

TOP Peers	Market Cap (€M)	EV/Sales 2021	EV/Sales 2022	EV/EBITDA 2021	EV/EBITDA 2022
Teleperformance SA	22 784	3,7	3,4	17,4	16,1
TELUS Corporation	27 842	3,5	3,3	9,7	8,9
Doxee S.p.A.	98	3,8	3,2	14,9	11,3

Source: FACTSET

## Disclaimer

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### Methodology

This Report may mention evaluation methods defined as follows:

- 1.DCF method: discounting of future cash flows generated by the company's operations. Cash flows are determined by the analyst's financial forecasts and models. The discount rate used corresponds to the weighted average cost of capital, which is defined as the weighted average cost of the company's debt and the theoretical cost of its equity as estimated by the analyst.
- 2.Comparable method: application of market valuation multiples or those observed in recent transactions. These multiples can be used as references and applied to the company's financial aggregates to deduce its valuation. The sample is selected by the analyst based on the characteristics of the company (size, growth, profitability, etc.). The analyst may also apply a premium/discount depending on his perception of the company's characteristics.
- 3.Assets and liabilities method: estimate of the value of equity capital based on revalued assets adjusted for the value of the debt.
- 4.Discounted dividend method: discounting of estimated future dividend flows. The discount rate used is generally the cost of capital.
- 5.Sum of the parts: this method consists of estimating the various activities of a company using the most appropriate valuation method for each of them, then realizing the sum of the parts.

### Conflict of Interests

Company	Conflict Type
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- A.Midcap or any related legal entity holds more than 5% of the total issued capital of the Issuer;
- B.The Issuer holds more than 5% of the total issued share capital of Midcap or any related legal entity;
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The history of ratings and target prices for the Issuers covered in this report are available on request at [marketing@midcapp.com](mailto:marketing@midcapp.com).

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