# INTESA M SANPAOLO

### **Daily Note**

# Calls from Italy: Specialist/Corporate Broking

On Our Radar: Today's Newsflow			
Negative			
-			

#### New Research

**REVO (No Rating)** 

Company Note

#### Company News

Growens (BUY) LU-VE (BUY) Pattern (BUY) Toscana Aeroporti (HOLD)

Binding Agreement to Acquire 100% of Contactlab Feedback from Roadshow Another Acquisition in the Leather Goods Segment

New Direct Flight Pisa-Dubai

MID CORPORATE

Equity

5 April 2022: 8:53 CET Date and time of production

#### Italy/Equity Market

2 2

3

3

4

#### MTA – STAR – EGM (ex-AIM)

Chg (%)	1D	3M	6M	12M
FTSE All Share	0.1	-10.2	-1.8	2.1
FTSE MIB	0.0	-9.9	-1.1	1.9
FTSE IT Star	0.0	-14.3	-6.7	10.7
Euro Stoxx 50	1.1	-2.3	8.7	13.2
Stoxx Small 200	0.7	-10.7	-5.3	0.4
NASDAQ	1.9	-7.0	1.9	7.8
S&P 500	0.8	-4.4	6.6	14.0

5	FTSE MIB Best	& Worst: 1D% chg	
6	Ferrari	5.0 Generali	-3.8
	Moncler	3.7 Snam	-2.6
	Leonardo	2.7 Saipem	-2.0

#### Euro Stoxx Best&Worst Sectors -1D % Trc

2./	Insurance	-0.8
2.1	<b>B</b> Resources	-0.3
1.7	Banks	-0.3
	2.1	2.7 Insurance 2.1 B Resources 1.7 Banks

#### FTSE MIB-STAR Performance (-12M)



Source: FactSet;

#### **Upcoming Intesa Sanpaolo Events**

What?	Where	When?
Euronext Growth Conf	.*Virtual	24-26 May
Sustainability Week*	Virtual	27 June-1 July
*Borsa Italiana		

Report priced at market close on day prior to issue; Ratings and Target Prices as assigned in the latest company reports (unless otherwise indicated).

This is an extract of our Equity Daily report published today, incorporating our comments on those companies for which Intesa Sanpaolo is Sponsor, Specialist or Corporate Broker.

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#### See page 7 for full disclosure and analyst certification

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## **Company News**

Growens (BUY)			
Binding Agreement to Ac	quire 100% of Cor	ntactlab	
Market Mover (GROW-IT	Positive	Neutral	Negative

**What's up?** Yesterday, Growens signed a binding agreement for the acquisition of 100% of the share capital of Contactlab. This company is a primary Italian player in the cloud marketing services and owns a proprietary digital marketing platform based on Engagement Intelligence. In FY21 it recorded preliminary revenues of approx. EUR 10.9M and EBITDA of EUR 1M (9.3% margin on sales). Contactlab's client base is 85% concentrated in Italy and is represented by around 330 enterprise clients. The transaction foresees the purchase of 100% of Contactlab's capital for a EUR 5M consideration to be paid: i) EUR 3.75M in cash; ii) EUR 1.25M in kind, via the attribution of 188,822 Growens' treasury shares (implied value of EUR 6.62/sh., at an approx. 28% premium vs. Growens' closing price as at 1 April 2022). In addition, the agreement foresees an earn-out for a total consideration up to EUR 6.6M based on Growens' and Contactlab's cumulated profitability goals for 2022-24. The closing of the transaction should take place by the end of May 2022. Following the closing (and net of the potential earn-out shares attribution), the selling shareholders will own an aggregate stake in Growens of approx. 1.3% of the share capital.

What we think: We believe the deal is consistent with Growens' strategy to diversify and increase the product offer in SaaS. Moreover, the integration of Contactlab should allow a consolidation of MailUp's leadership positioning on the Italian market also thanks to a complementary customers' base, as well as cross-selling opportunities. We also consider this agreement as a key lever for Growens' strategy to increase the average return per customer, leveraging on the enhancement of the product and solutions portfolio with a complementary technology with the MailUp platform, the BEE (beefree.io) email template editor and the Datatrics offer. A conference call will be held on 7 April, at 16:00 CET.

Growens - Key Data			
05/04/2022		Infor	mation
Target Price (EUR)			6.6
Rating			BUY
Mkt price (EUR)			5.18
Mkt cap (EUR M)			78
Main Metrics (€ M)	2021E	2022E	2023E
Revenues	68.92	75.52	83.86
EBITDA	5.64	7.95	9.81
EPS (EUR)	0.07	0.16	0.23
Net debt/-cash	-2.96	-4.87	-8.38
Ratios (x)	2021E	2022E	2023E
Adj. P/E	71.0	32.7	22.7
EV/EBITDA	13.2	9.1	7.0
EV/EBIT	43.5	19.6	13.3
Debt/EBITDA	Neg.	Neg.	Neg.
Div yield (%)	0	0	0
Performance (%)	1M	3M	12M
Absolute	17.7	-0.4	19.6
Rel. to FTSE IT All Sh	5.2	10.9	17.2

Source: FactSet, Company data, Intesa Sanpaolo Research estimates

Intesa Sanpaolo is Corporate Broker to Growens

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Market Mover: The indicators Positive/Neutral/Negative are the analysts' view on the market's possible reaction to the news in question. Intesa Sanpaolo's fundamentals-based 12-month rating can be found in the key data table in the comment.

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Long-term rating	Definition		
BUY	If the target price is 20% higher than the market price		
ADD	If the target price is 10%-20% higher than the market price		
HOLD	If the target price is 10% below or 10% above the market price		
REDUCE	If the target price is 10%-20% lower than the market price		
SELL	If the target price is 20% lower than the market price		
RATING SUSPENDED	The investment rating and target price for this stock have been suspended as there is not a sufficient fundamental basis for		
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	stock.		
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	where otherwise indicated		

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Total Equity Research Coverage relating to last rating (%)*	48	31	21	0	0
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* Last rating refers to rating as at end of the previous guarter: ** Companies on beh	alf of whom Intesa Sa	nnaolo and the ot	ther companies of	the Intera Sannaolo	Group have

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Short-term rating	Definition
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