

## Navigating market turns

**Q4 results were broadly in line with expectations, though regional performance diverged from our forecast. Revised financing provides operational flexibility, but cautious guidance and challenges in France weigh on the outlook.**

### Q4 broadly in line with estimates, but regional mix differed

Duell's Q4 results were broadly in line with expectations, with net sales and adj. EBITA close to our estimates. The regional mix diverged slightly, as Nordic sales exceeded expectations due to better weather and resilience in some markets. Central Europe fell short, with sales declining y/y as changes in the French brand portfolio negatively affected volumes and profitability. Overall profitability was soft as expected, although gross margin improved after a weak Q3. The company has launched a performance improvement programme targeting profitability, net working capital efficiency and operating cash flow, with positive impacts expected from FY26 onwards. Duell did not meet its covenant requirements by the end of the period, but a waiver was granted and more suitable loan terms were agreed in October. We see this as a key positive, as the revised financing terms give the company flexibility to focus on operations.

### Guidance on the cautious side

Duell provided what we view as a slightly cautious FY26 guidance expecting organic net sales and adj. EBITA to remain at FY25 levels (EUR 126.6m and EUR 4.9m), slightly below our estimate. The company expects the market environment to remain subdued, although opportunities persist and some markets continue to perform well. Dealer pre-orders are likely subdued for H1'26 due to leftover inventory from the slower winter and summer season in FY25. We also expect the brand portfolio transition in France to continue weighing on volumes and profitability in the short term. In FY25, these challenges reduced net sales by approx. EUR 4m and adj. EBITA by EUR 2.3m. The impact should moderate, and the performance improvement programme is expected to support margins. We now forecast FY26 net sales of EUR 127.5m and adj. EBITA of EUR 5.1m.

### ACCUMULATE with a TP of EUR 3.8 (prev. EUR 4.8)

Based on our FY26 estimates, Duell is trading at EV/EBITDA of 6x and P/E of 7x. Despite modest estimate reductions and slightly softer guidance, the valuation appears undemanding, particularly with financing clarified. Given continued operational headwinds and limited near-term growth visibility, we maintain a cautious stance. We reiterate ACCUMULATE but lower our target price to EUR 3.8 (prev. EUR 4.8).

## Rating

**+** Accumulate



**Share price, EUR** (Last trading day's closing price) **3.53**  
**Target price, EUR** 3.8

Latest change in recommendation 01-Jul-25

Latest report on company 17-Oct-25

Research paid by issuer: YES

No. of shares outstanding, '000's 5 161

No. of shares fully diluted, '000's 5 161

Market cap, EURm 18

Free float, % 60.0 %

Exchange rate 1.0

Reuters code DUELL.HE

Bloomberg code DUELL FH

Average daily volume, EURm 0.1

Next interim report

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**+** BUY **+** ACCUMULATE **-** REDUCE **-** SELL

## KEY FIGURES

|                          | Sales<br>EURm | EBIT<br>EURm | EBIT<br>% | FCF<br>EURm             | EPS<br>EUR | P/E<br>(x) | EV/Sales<br>(x) | EV/EBIT<br>(x)        | FCF yield<br>% | DPS<br>EUR |
|--------------------------|---------------|--------------|-----------|-------------------------|------------|------------|-----------------|-----------------------|----------------|------------|
| 2024                     | 124.7         | 0.8          | 0.7%      | -5.1                    | 0.00       | 65.7       | 0.4             | 60.2                  | -16.3%         |            |
| 2025                     | 126.6         | 1.2          | 0.9%      | 0.1                     | -0.20      | -21.0      | 0.3             | 35.8                  | 0.3%           |            |
| 2026E                    | 127.5         | 1.9          | 1.5%      | 3.1                     | 0.02       | 180.4      | 0.3             | 18.9                  | 16.9%          |            |
| 2027E                    | 131.9         | 3.5          | 2.7%      | 1.9                     | 0.18       | 19.3       | 0.3             | 9.6                   | 10.3%          | 0.05       |
| 2028E                    | 138.2         |              |           | -1.5                    | -0.33      | -10.8      | 0.3             |                       | -8.3%          |            |
| Market cap, EURm         | 18            |              |           | Gearing 2026E, %        |            | 34.2 %     |                 | CAGR EPS 2025-28, %   |                | 16.9 %     |
| Net debt 2026E, EURm     | 17            |              |           | Price/book 2026E        |            | 0.4        |                 | CAGR Sales 2025-28, % |                | 3.0 %      |
| Enterprise value, EURm   | 35            |              |           | Dividend yield 2026E, % |            | 0.0 %      |                 | ROE 2026E, %          |                | 0.2 %      |
| Total assets 2026E, EURm | 86            |              |           | Tax rate 2026E, %       |            | 5.5 %      |                 | ROCE 2026E, %         |                | 2.6 %      |
| Goodwill 2026E, EURm     | 13            |              |           | Equity ratio 2026E, %   |            | 58.2 %     |                 | PEG, P/E 26/CAGR      |                | 0.8        |

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

Main items broadly in line with estimates, although the regional split differed

Duell's Q4 net sales declined by –2.3% to EUR 30.9m (Q4'24: EUR 31.6m) vs. Evli EUR 30.3m. Net sales in comparable FX decreased by –1.1%. In the Nordics, net sales reached EUR 16.4m, exceeding our estimate of EUR 13.8m. In Central Europe, net sales declined to EUR 14.5m (Q4'24: EUR 15.7m) vs. Evli EUR 16.5m. Adjusted EBITA in the quarter amounted to EUR 1.0m (Q4'24: EUR 1.4m) vs. Evli EUR 0.9m. Duell's gross margin improved to 24.4% (Q4'24: 23.2%). Profitability was affected by brand portfolio changes, which reduced volumes short term, while transition measures aim to support long-term growth. Cash flow from operating activities for the quarter was EUR 2.9m, down from EUR 7.4m in Q4'24. Net working capital increased to EUR 50.0m (Q4'24: EUR 48.3m), and inventories as a percentage of LTM net sales rose slightly to 36.7% from 36.1% in Q4'24. Net debt stood at EUR 20.2m (Q4'24: EUR 19.6m), translating into a net debt to LTM adjusted EBITDA of 3.3x (Q4'24: 2.8x). The company did not meet covenant requirements, although a waiver was granted by the lender, and adjusted loan terms better aligned with Duell's business were signed in October.

Minor estimate changes to reflect the guidance, market commentary and transition phase impacting the business in France

Guidance for FY 2026 was slightly more cautious than our expectations, reflecting ongoing market uncertainty.

- Duell expects organic net sales to remain at the same level as last year.
- Duell expects adjusted EBITDA to stay at the same level as last year.

We have slightly lowered our estimates in line with market commentary, the FY2026 outlook, and the earnings release. The French business area is expected to continue negatively impacting results during FY2026, leading us to expect moderate net sales growth in Central Europe at lower single-digit organic growth. In the Nordics, we anticipate a slight decline in sales due to subdued consumer sentiment and market maturity, where additional market share gains will be more difficult to achieve. We estimate that the performance improvement programme will support profitability, with actions gradually materializing from FY2026 onwards. Based on this, we now estimate net sales of EUR 127.5m and adjusted EBITA of EUR 5.1m.

Table 1: Estimate summary

|                               | Q1/'25       | Q2/'25      | Q3/'25      | Q4/'25       | 2025E        | Q1/'26E      | Q2/'26E     | Q3/'26E     | Q4/'26E     | 2026E        | 2027E        | 2028E        |
|-------------------------------|--------------|-------------|-------------|--------------|--------------|--------------|-------------|-------------|-------------|--------------|--------------|--------------|
| <b>Total net sales</b>        | <b>28.3</b>  | <b>29.3</b> | <b>38.2</b> | <b>30.9</b>  | <b>126.6</b> | <b>27.1</b>  | <b>29.9</b> | <b>39.0</b> | <b>31.5</b> | <b>127.5</b> | <b>131.9</b> | <b>138.2</b> |
| <i>y/y %</i>                  | 4.7%         | 3.9%        | 0.7%        | –2.3%        | 1.6%         | –4.2%        | 2.2%        | 2.1%        | 2.1%        | 0.7%         | 3.5%         | 4.7%         |
| <i>y/y comparable FX</i>      |              |             |             |              | 0.8%         |              |             |             |             |              |              |              |
| <b>EBITA</b>                  | <b>0.6</b>   | <b>1.0</b>  | <b>2.0</b>  | <b>0.4</b>   | <b>3.9</b>   | <b>0.1</b>   | <b>0.8</b>  | <b>2.8</b>  | <b>1.0</b>  | <b>4.7</b>   | <b>6.3</b>   | <b>9.6</b>   |
| <i>EBITA %</i>                | 2.0%         | 3.4%        | 5.2%        | 1.3%         | 3.1%         | 0.4%         | 2.8%        | 7.1%        | 3.1%        | 3.7%         | 4.8%         | 6.9%         |
| <b>EBIT</b>                   | <b>(0.1)</b> | <b>0.3</b>  | <b>1.3</b>  | <b>(0.3)</b> | <b>1.2</b>   | <b>(0.6)</b> | <b>0.1</b>  | <b>2.1</b>  | <b>0.3</b>  | <b>1.9</b>   | <b>3.5</b>   | <b>6.8</b>   |
| <i>EBIT %</i>                 | –0.5%        | 1.0%        | 3.4%        | –0.9%        | 0.9%         | –2.2%        | 0.4%        | 5.3%        | 0.9%        | 1.5%         | 2.6%         | 4.9%         |
| Items affecting comparability | (0.1)        | (0.1)       | (0.1)       | (0.6)        | (1.0)        | (0.2)        | (0.2)       | –           | –           | (0.4)        | –            | –            |
| <b>Adj. EBITA</b>             | <b>0.7</b>   | <b>1.1</b>  | <b>2.1</b>  | <b>1.0</b>   | <b>4.9</b>   | <b>0.3</b>   | <b>1.0</b>  | <b>2.8</b>  | <b>1.0</b>  | <b>5.1</b>   | <b>6.3</b>   | <b>9.6</b>   |
| <i>Adj. EBITA %</i>           | 2.4%         | 3.9%        | 5.4%        | 3.4%         | 3.9%         | 1.1%         | 3.4%        | 7.1%        | 3.1%        | 4.0%         | 4.8%         | 6.9%         |
| <b>Adj. EBIT</b>              | <b>(0.0)</b> | <b>0.4</b>  | <b>1.4</b>  | <b>0.4</b>   | <b>2.2</b>   | <b>(0.4)</b> | <b>0.3</b>  | <b>2.1</b>  | <b>0.3</b>  | <b>2.3</b>   | <b>3.5</b>   | <b>6.8</b>   |
| <i>Adj. EBIT %</i>            | –0.1%        | 1.5%        | 3.6%        | 1.2%         | 1.7%         | –1.5%        | 1.1%        | 5.3%        | 0.9%        | 1.8%         | 2.6%         | 4.9%         |

Source: Duell, Evli Research

| VALUATION RESULTS        | BASE CASE DETAILS            | VALUATION ASSUMPTIONS  | ASSUMPTIONS FOR WACC             |        |
|--------------------------|------------------------------|------------------------|----------------------------------|--------|
| Current share price      | 3.53 PV of Free Cash Flow    | 27 Long-term growth, % | 1.5 % Risk-free interest rate, % | 2.50 % |
| DCF share value          | 5.45 PV of Horizon value     | 21 WACC, %             | 10.5 % Market risk premium, %    | 6.5 %  |
| Share price potential, % | 54.4 % Unconsolidated equity | 0 Spread, %            | 0.5 % Debt risk premium %        | 4.5 %  |
| Maximum value            | 6.0 Marketable securities    | 6 Minimum WACC, %      | 10.0 % Equity beta coefficient   | 1.50   |
| Minimum value            | 4.9 Debt – dividend          | –26 Maximum WACC, %    | 11.0 % Target debt ratio, %      | 40 %   |
| Horizon value, %         | 44.4 % Value of stock        | 28 No. of shares, Mn   | 5.2 Effective tax rate, %        | 20 %   |

| DCF valuation, EURm       | 2025  | 2026E | 2027E | 2028E | 2029E | 2030E | 2031E | 2032E | 2033E | 2034E | 2035E | TERMINAL |
|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------|
| Net sales                 | 127   | 128   | 132   | 138   | 141   | 144   | 147   | 149   | 151   | 153   | 156   | 158      |
| Sales growth (%)          | 1.6%  | 0.7%  | 3.5%  | 4.7%  | 2.0%  | 2.0%  | 2.0%  | 1.5%  | 1.5%  | 1.5%  | 1.5%  | 1.5%     |
| Operating income (EBIT)   | 1     | 2     | 3     |       | 7     | 7     | 7     | 7     | 8     | 8     | 8     | 8        |
| Operating income margin % | 0.9%  | 1.5%  | 2.7%  |       | 4.8%  | 5.0%  | 5.0%  | 5.0%  | 5.0%  | 5.0%  | 5.0%  | 5.0%     |
| + Depreciation+amort.     | 4     | 4     | 4     | 4     | 4     | 4     | 3     | 1     | 1     | 1     | 1     |          |
| EBITDA                    | 5     | 6     | 7     | 4     | 11    | 11    | 11    | 8     | 9     | 9     | 9     |          |
| – Paid taxes              | 0     | 0     | –1    | –1    | –2    | –2    | –2    | –1    | –2    | –2    | –2    |          |
| – Change in NWC           | –2    | 0     | –2    | –2    | –1    | –1    | –1    | –1    | –1    | –1    | –1    |          |
| NWC / Sales, %            | 39.7% | 39.0% | 39.0% | 39.0% | 39.0% | 39.0% | 39.0% | 39.0% | 39.0% | 39.0% | 38.9% |          |
| + Change in other liabs   | 0     |       |       |       |       |       |       |       |       |       |       |          |
| – Operative CAPEX         | –1    | –2    | –1    | –1    | –1    | –1    | –1    | –1    | –1    | –1    | –1    |          |
| opCAPEX / Sales, %        | 0.9%  | 1.2%  | 0.8%  | 0.8%  | 0.8%  | 0.8%  | 0.8%  | 0.7%  | 0.7%  | 0.7%  | 0.7%  |          |
| – Acquisitions            |       |       |       |       |       |       |       |       |       |       |       |          |
| + Divestments             |       |       |       |       |       |       |       |       |       |       |       |          |
| – Other items             |       |       |       |       |       |       |       |       |       |       |       |          |
| = FCFF                    | 2     | 5     | 3     | 0     | 6     | 7     | 7     | 5     | 5     | 5     | 5     | 59       |
| = Discounted FCFF         |       | 4     | 3     | 0     | 4     | 4     | 4     | 2     | 2     | 2     | 2     | 21       |
| = DFCF min WACC           |       | 4     | 3     | 0     | 4     | 4     | 4     | 3     | 2     | 2     | 2     | 24       |
| = DFCF max WACC           |       | 4     | 3     | 0     | 4     | 4     | 3     | 2     | 2     | 2     | 2     | 19       |

## Sensitivity analysis, EUR

|                 |        | Terminal WACC |        |         |         |         |
|-----------------|--------|---------------|--------|---------|---------|---------|
|                 |        | 8.49 %        | 9.49 % | 10.49 % | 11.49 % | 12.49 % |
| Terminal EBIT–% | 3.00 % | 4.47          | 3.65   | 2.99    | 2.44    | 1.97    |
|                 | 4.00 % | 6.37          | 5.17   | 4.22    | 3.45    | 2.81    |
|                 | 5.00 % | 8.28          | 6.69   | 5.45    | 4.46    | 3.65    |
|                 | 6.00 % | 10.19         | 8.21   | 6.68    | 5.47    | 4.49    |
|                 | 7.00 % | 12.09         | 9.72   | 7.91    | 6.48    | 5.32    |

## INTERIM FIGURES

| EVLI ESTIMATES, EURm | 2025Q1  | 2025Q2 | 2025Q3 | 2025Q4  | 2025   | 2026Q1E | 2026Q2E | 2026Q3E | 2026Q4E | 2026E  | 2027E  | 2028E |
|----------------------|---------|--------|--------|---------|--------|---------|---------|---------|---------|--------|--------|-------|
| Net sales            | 28.3    | 29.3   | 38.2   | 30.9    | 126.6  | 27.1    | 29.9    | 39.0    | 31.5    | 127.5  | 131.9  | 138.2 |
| EBITDA               | 0.8     | 1.2    | 2.3    | 0.8     | 5.2    | 0.4     | 1.1     | 3.1     | 1.3     | 5.9    | 7.2    | 3.7   |
| EBITDA margin (%)    | 2.9%    | 4.3%   | 6.1%   | 2.6%    | 4.1%   | 1.5%    | 3.8%    | 7.9%    | 4.1%    | 4.6%   | 5.5%   | 2.7%  |
| EBIT                 | -0.1    | 0.3    | 1.3    | -0.3    | 1.2    | -0.6    | 0.1     | 2.1     | 0.3     | 1.9    | 3.5    |       |
| EBIT margin (%)      | -0.5%   | 1.0%   | 3.4%   | -0.9%   | 0.9%   | -2.2%   | 0.4%    | 5.3%    | 0.9%    | 1.5%   | 2.7%   |       |
| Net financial items  | -0.5    | -0.6   | -0.1   | -1.1    | -2.3   | -0.4    | -0.4    | -0.4    | -0.4    | -1.6   | -1.6   | -1.4  |
| Pre-tax profit       | -0.6    | -0.3   | 1.2    | -1.3    | -1.1   | -1.0    | -0.3    | 1.7     | -0.1    | 0.3    | 1.9    | -1.4  |
| Tax                  | 0.2     | -0.1   | -0.4   | 0.4     | 0.0    | 0.0     |         | -0.2    |         | -0.2   | -0.9   | -0.3  |
| Tax rate (%)         | -274.3% | 34.5%  | 21.6%  | 57.6%   | -2.6%  | 10.1%   |         | 8.5%    |         | 5.5%   | 20.0%  | 20.0% |
| Net profit           | -0.4    | -0.4   | 0.8    | -1.0    | -1.1   | -1.0    | -0.3    | 1.5     | -0.1    | 0.1    | 0.9    | -1.7  |
| EPS                  | -0.08   | -0.09  | 0.15   | -0.18   | -0.20  | -0.19   | -0.05   | 0.28    | -0.02   | 0.02   | 0.18   | -0.33 |
| EPS adj. (diluted)   | -0.08   | -0.09  | 0.15   | -0.18   | -0.20  | -0.19   | -0.05   | 0.28    | -0.02   | 0.02   | 0.18   | -0.33 |
| Dividend per share   |         |        |        |         |        |         |         |         |         |        | 0.05   |       |
| SALES, EURm          | 2025Q1  | 2025Q2 | 2025Q3 | 2025Q4  | 2025   | 2026Q1E | 2026Q2E | 2026Q3E | 2026Q4E | 2026E  | 2027E  | 2028E |
| Nordics              | 15.3    | 15.1   | 18.7   | 16.4    | 65.5   | 15.0    | 15.3    | 18.9    | 16.0    | 65.2   | 66.5   | 68.5  |
| Europe               | 13.0    | 14.2   | 19.5   | 14.5    | 61.1   | 12.1    | 14.6    | 20.1    | 15.5    | 62.3   | 65.4   | 69.7  |
| Total                | 28.3    | 29.3   | 38.2   | 30.9    | 126.6  | 27.1    | 29.9    | 39.0    | 31.5    | 127.5  | 131.9  | 138.2 |
| SALES GROWTH, Y/Y %  | 2025Q1  | 2025Q2 | 2025Q3 | 2025Q4  | 2025   | 2026Q1E | 2026Q2E | 2026Q3E | 2026Q4E | 2026E  | 2027E  | 2028E |
| Nordics              | 1.4%    | -3.8%  | -4.0%  | 2.9%    | -1.1%  | -1.9%   | 1.4%    | 1.0%    | -2.2%   | -0.4%  | 2.0%   | 3.0%  |
| Europe               | 9.0%    | 13.7%  | 5.7%   | -7.5%   | 4.5%   | -6.9%   | 3.1%    | 3.2%    | 6.9%    | 1.9%   | 5.0%   | 6.5%  |
| Total                | 4.7%    | 3.9%   | 0.7%   | -2.3%   | 1.6%   | -4.2%   | 2.2%    | 2.1%    | 2.1%    | 0.7%   | 3.5%   | 4.7%  |
| EBIT, EURm           | 2025Q1  | 2025Q2 | 2025Q3 | 2025Q4  | 2025   | 2026Q1E | 2026Q2E | 2026Q3E | 2026Q4E | 2026E  | 2027E  | 2028E |
| Group                | -0.1    | 0.3    | 1.3    | -0.3    | 1.2    | -0.6    | 0.1     | 2.1     | 0.3     | 1.9    | 3.5    |       |
| Total                | -0.1    | 0.3    | 1.3    | -0.3    | 1.2    | -0.6    | 0.1     | 2.1     | 0.3     | 1.9    | 3.5    |       |
| EBIT margin %        | 2025Q1  | 2025Q2 | 2025Q3 | 2025Q4  | 2025   | 2026Q1E | 2026Q2E | 2026Q3E | 2026Q4E | 2026E  | 2027E  | 2028E |
| Group                | -100.0% | 100.0% | 100.0% | -100.0% | 100.0% | -100.0% | 100.0%  | 100.0%  | 100.0%  | 100.0% | 100.0% |       |
| Total                | -0.5%   | 1.0%   | 3.4%   | -0.9%   | 0.9%   | -2.2%   | 0.4%    | 5.3%    | 0.9%    | 1.5%   | 2.7%   |       |

| INCOME STATEMENT, EURm                   | 2021  | 2022  | 2023  | 2024  | 2025  | 2026E | 2027E | 2028E |
|------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Sales                                    | 76.8  | 124.0 | 118.8 | 124.7 | 126.6 | 127.5 | 131.9 | 138.2 |
| <i>Sales growth (%)</i>                  |       | 61.5% | -4.2% | 4.9%  | 1.6%  | 0.7%  | 3.5%  | 4.7%  |
| EBITDA                                   | 8.3   | 7.4   | 4.1   | 4.6   | 5.2   | 5.9   | 7.2   | 3.7   |
| <i>EBITDA margin (%)</i>                 | 10.8% | 5.9%  | 3.4%  | 3.7%  | 4.1%  | 4.6%  | 5.5%  | 2.7%  |
| Depreciation                             | -1.0  | -0.7  | -0.9  | -0.9  | -1.2  | -1.2  | -0.9  | -0.9  |
| EBITA                                    | 7.3   | 6.7   | 3.2   | 3.6   | 3.9   | 4.7   | 6.3   | 2.8   |
| Goodwill amortization / writedown        |       | -1.7  | -2.2  | -2.8  | -2.8  | -2.8  | -2.8  | -2.8  |
| EBIT                                     | 7.3   | 4.9   | 1.0   | 0.8   | 1.2   | 1.9   | 3.5   |       |
| <i>EBIT margin (%)</i>                   | 9.5%  | 4.0%  | 0.9%  | 0.7%  | 0.9%  | 1.5%  | 2.7%  |       |
| Reported EBIT                            | 7.3   | 4.9   | 1.0   | 0.8   | 1.2   | 1.9   | 3.5   |       |
| <i>EBIT margin (reported) (%)</i>        | 9.5%  | 4.0%  | 0.9%  | 0.7%  | 0.9%  | 1.5%  | 2.7%  |       |
| Net financials                           | -2.7  | -1.9  | -3.4  | -2.5  | -2.3  | -1.6  | -1.6  | -1.4  |
| Pre-tax profit                           | 4.6   | 3.0   | -2.4  | -1.7  | -1.1  | 0.3   | 1.9   | -1.4  |
| Taxes                                    | -1.2  | -1.1  | -0.4  | -1.0  | 0.0   | -0.2  | -0.9  | -0.3  |
| Minority shares                          |       |       |       |       |       |       |       |       |
| Net profit                               | 3.3   | 1.9   | -2.8  | -2.6  | -1.1  | 0.1   | 0.9   | -1.7  |
| Cash NRIs                                |       |       |       |       |       |       |       |       |
| Non-cash NRIs                            |       |       |       |       |       |       |       |       |
| BALANCE SHEET, EURm                      |       |       |       |       |       |       |       |       |
| Assets                                   |       |       |       |       |       |       |       |       |
| Fixed assets                             | 2     | 2     | 4     | 4     | 4     | 4     | 4     | 4     |
| Goodwill                                 | 14    | 16    | 21    | 19    | 16    | 13    | 11    | 8     |
| Right of use assets                      |       |       |       |       |       |       |       |       |
| Inventory                                | 35    | 48    | 50    | 45    | 46    | 46    | 47    | 50    |
| Receivables                              | 16    | 25    | 18    | 17    | 19    | 19    | 19    | 20    |
| Liquid funds                             | 3     | 4     | 2     | 9     | 6     | 4     | 5     | 6     |
| Total assets                             | 69    | 95    | 95    | 94    | 91    | 86    | 87    | 88    |
| Liabilities                              |       |       |       |       |       |       |       |       |
| Shareholders' equity                     | 11    | 32    | 37    | 52    | 50    | 50    | 51    | 49    |
| Minority interest                        |       |       |       |       |       |       |       |       |
| Convertibles                             |       |       |       |       |       |       |       |       |
| Lease liabilities                        |       |       |       |       |       |       |       |       |
| Deferred taxes                           | 0     | 0     | 0     |       |       |       |       |       |
| Interest bearing debt                    | 41    | 49    | 34    | 29    | 26    | 21    | 21    | 23    |
| Non-interest bearing current liabilities | 17    | 15    | 24    | 13    | 15    | 15    | 16    | 16    |
| Other interest-free debt                 | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     |
| Total liabilities                        | 69    | 95    | 95    | 94    | 91    | 86    | 87    | 88    |
| CASH FLOW, EURm                          |       |       |       |       |       |       |       |       |
| + EBITDA                                 | 8     | 7     | 4     | 5     | 5     | 6     | 7     | 4     |
| - Net financial items                    | -3    | -2    | -3    | -3    | -2    | -2    | -2    | -1    |
| - Taxes                                  | -1    | -1    | 0     | -1    | 0     | 0     | -1    | 0     |
| - Increase in Net Working Capital        | -19   | -24   | 14    | -5    | -2    | 0     | -2    | -2    |
| +/- Other                                |       |       |       |       |       |       |       |       |
| = Cash flow from operations              | -15   | -20   | 15    | -4    | 1     | 5     | 3     | 0     |
| - Capex                                  | -9    | -6    | -10   | -1    | -1    | -2    | -1    | -1    |
| - Acquisitions                           |       |       |       |       |       |       |       |       |
| + Divestments                            |       |       |       |       |       |       |       |       |
| = Free cash flow                         | -24   | -25   | 5     | -5    | 0     | 3     | 2     | -2    |
| +/- New issues/buybacks                  | -3    | 19    | 8     | 17    | -1    |       |       |       |
| - Paid dividend                          |       |       |       |       |       |       | 0     |       |
| +/- Other                                | 27    | 7     | -14   | -5    | -3    | -5    | 0     | 2     |
| Change in cash                           |       | 1     | -2    | 7     | -4    | -2    | 1     | 0     |

| KEY FIGURES                          | 2022 | 2023 | 2024 | 2025 | 2026E | 2027E | 2028E |
|--------------------------------------|------|------|------|------|-------|-------|-------|
| M-cap                                |      | 26   | 31   | 22   | 18    | 18    | 18    |
| Net debt (excl. convertibles)        | 45   | 32   | 20   | 20   | 17    | 15    | 17    |
| Enterprise value                     | 45   | 58   | 51   | 42   | 35    | 33    | 35    |
| Sales                                | 124  | 119  | 125  | 127  | 128   | 132   | 138   |
| EBITDA                               | 7    | 4    | 5    | 5    | 6     | 7     | 4     |
| EBIT                                 | 5    | 1    | 1    | 1    | 2     | 3     |       |
| Pre-tax                              | 3    | -2   | -2   | -1   | 0     | 2     | -1    |
| Earnings                             | 2    | -3   | -3   | -1   | 0     | 1     | -2    |
| Equity book value (excl. minorities) | 32   | 37   | 52   | 50   | 50    | 51    | 49    |

| Valuation multiple  | 2022 | 2023  | 2024   | 2025  | 2026E | 2027E | 2028E |
|---------------------|------|-------|--------|-------|-------|-------|-------|
| EV/Sales            | 0.4  | 0.5   | 0.4    | 0.3   | 0.3   | 0.3   | 0.3   |
| EV/EBITDA           | 6.0  | 14.1  | 11.1   | 8.2   | 6.0   | 4.7   | 9.5   |
| EV/EBITA            | 6.7  | 18.0  | 14.0   | 10.7  | 7.6   | 5.3   | 12.6  |
| EV/EBIT             | 9.1  | 56.2  | 60.2   | 35.8  | 18.9  | 9.6   |       |
| EV/OCF              | -2.3 | 4.0   | -13.1  | 33.9  | 7.7   | 11.4  | -92.8 |
| EV/FCF              | -1.9 | 7.6   | -16.4  | 17.8  | 7.7   | 10.5  | -91.0 |
| P/FCFR              |      | 62.7  | -6.1   | 387.5 | 5.9   | 9.7   | -12.1 |
| P/E                 |      | -12.7 | 65.7   | -21.0 | 180.4 | 19.3  | -10.8 |
| P/BV                |      | 0.7   | 0.6    | 0.4   | 0.4   | 0.4   | 0.4   |
| Target EV/EBITDA    |      |       |        |       | 6.3   | 4.8   | 9.8   |
| Target EV/EBIT      |      |       |        |       | 19.6  | 10.0  |       |
| Target EV/FCFF      |      |       |        |       | 11.9  | 18.5  | -24.3 |
| Target P/BV         |      |       |        |       | 0.4   | 0.4   | 0.4   |
| Target P/E, diluted |      | -15.4 | -145.8 | -58.3 | 194.2 | 20.8  | -11.7 |

| Per share measures                  | 2022   | 2023   | 2024     | 2025  | 2026E | 2027E | 2028E |
|-------------------------------------|--------|--------|----------|-------|-------|-------|-------|
| Number of shares (million)          | 299.91 | 359.89 | 1 038.55 | 5.16  | 5.16  | 5.16  | 5.16  |
| Number of shares (diluted, million) | 299.91 | 359.89 | 1 038.55 | 5.16  | 5.16  | 5.16  | 5.16  |
| EPS                                 | 0.01   | -0.01  | 0.00     | -0.20 | 0.02  | 0.18  | -0.33 |
| Operating cash flow per share       | -0.07  | 0.04   | 0.00     | 0.24  | 0.89  | 0.57  | -0.07 |
| Free cash flow per share            | -0.08  | 0.01   | 0.00     | 0.01  | 0.60  | 0.37  | -0.29 |
| Book value per share                | 0.11   | 0.10   | 0.05     | 9.67  | 9.69  | 9.88  | 9.50  |
| Dividend per share                  |        |        |          |       |       | 0.05  |       |
| Dividend payout ratio, %            |        |        |          |       |       | 30.0% |       |
| Dividend yield, %                   |        |        |          |       |       | 1.6%  |       |
| FCF yield, %                        |        | 18.8%  | -16.3%   | 0.3%  | 16.9% | 10.3% | -8.3% |

| Efficiency measures | 2022 | 2023  | 2024  | 2025  | 2026E | 2027E | 2028E |
|---------------------|------|-------|-------|-------|-------|-------|-------|
| ROE                 | 9.1% | -8.3% | -5.9% | -2.1% | 0.2%  | 1.9%  | -3.4% |
| ROCE                | 7.4% | 1.4%  | 1.1%  | 1.5%  | 2.6%  | 4.9%  |       |

| Financial ratios                           | 2022   | 2023  | 2024  | 2025  | 2026E | 2027E | 2028E |
|--------------------------------------------|--------|-------|-------|-------|-------|-------|-------|
| Inventories as % of sales                  | 38.6%  | 41.7% | 36.1% | 36.7% | 36.0% | 36.0% | 36.0% |
| Receivables as % of sales                  | 20.1%  | 15.4% | 13.5% | 14.7% | 14.7% | 14.7% | 14.7% |
| Non-int. bearing liabilities as % of sales | 11.9%  | 20.3% | 10.7% | 11.8% | 11.8% | 11.8% | 11.8% |
| NWC/sales, %                               | 46.8%  | 36.7% | 38.9% | 39.7% | 39.0% | 39.0% | 39.0% |
| Operative CAPEX/Sales, %                   | 4.5%   | 8.2%  | 1.0%  | 0.9%  | 1.2%  | 0.8%  | 0.8%  |
| CAPEX/sales (incl. acquisitions), %        | 4.5%   | 8.2%  | 1.0%  | 0.9%  | 1.2%  | 0.8%  | 0.8%  |
| FCFF/EBITDA                                | -3.2   | 1.9   | -0.7  | 0.5   | 0.8   | 0.4   | -0.1  |
| Net Debt/EBITDA, book-weighted             | 6.0    | 7.8   | 4.3   | 3.9   | 2.9   | 2.1   | 4.6   |
| Debt/equity, market-weighted               |        | 1.3   | 0.9   | 1.2   | 1.1   | 1.1   | 1.2   |
| Equity ratio, book-weighted                | 0.3    | 0.4   | 0.5   | 0.6   | 0.6   | 0.6   | 0.6   |
| Gearing, %                                 | 139.9% | 86.8% | 37.9% | 40.4% | 34.2% | 29.9% | 34.7% |

**COMPANY DESCRIPTION:** Duell, a Finnish distribution company, operates within the European powersports aftermarket. Founded in 1983 by Tom and Stefan Nylund, the company is headquartered in Mustasaari, Finland, and has established warehouses and sales offices throughout Europe. Its primary warehouses are situated in Mustasaari, Finland, and Tranås, Sweden, while additional warehouses are located in the Netherlands, United Kingdom, Finland (Tampere) and France. During FY 2024, 53% of Duell's sales came from the Nordics and while the rest of the Europe accounted for 47%. Approximately 80% of the sales were generated through the distribution of third-party products, while the remaining 20% came from the distribution of Duell's own brand products, which are designed by Duell but manufactured in Asia.

**INVESTMENT CASE:** Duell serves as a one-stop shop for powersports aftermarket equipment and spare parts, covering over 500 brands and approximately 130,000 SKUs. Duell's customers include around 8,500 dealers across Europe, ranging from traditional brick-and-mortar retailers to e-commerce players. The underlying powersports aftermarket has been challenging after the post-COVID boom due to heightened geopolitical uncertainty, inflation and interest rates leading to weaker consumer sentiment. Duell's investment case is increasingly dependent on profitable growth in Central Europe as the demand continues weak in the Nordics. The company's ongoing turnaround would gain momentum if consumer sentiment improves and macroeconomic conditions stabilize, which could revive demand in the Nordics and support a broader recovery in the aftermarket sector.

| OWNERSHIP STRUCTURE                       | SHARES    | EURm   | %      |
|-------------------------------------------|-----------|--------|--------|
| Hartwall Capital Oy Ab                    | 1 566 316 | 5.529  | 30.4 % |
| Sponsor Capital Oy                        | 526 085   | 1.857  | 10.2 % |
| Keskinäinen Työeläkevakuutusyhtiö Varma   | 238 517   | 0.842  | 4.6 %  |
| Säästöpankki Fonder                       | 226 377   | 0.799  | 4.4 %  |
| Danske Invest Finnish Equity Fund         | 171 123   | 0.604  | 3.3 %  |
| Twin Engine Oy                            | 133 159   | 0.470  | 2.6 %  |
| Erikoissijoitusrahasto Aktia Mikro Markka | 118 605   | 0.419  | 2.3 %  |
| Keskinäinen Työeläkevakuutusyhtiö Elo     | 108 800   | 0.384  | 2.1 %  |
| Kelhu Markku Juhani                       | 90 000    | 0.318  | 1.7 %  |
| Valjakka Juha Matti                       | 68 799    | 0.243  | 1.3 %  |
| Ten largest                               | 3 247 781 | 11.465 | 62.9 % |
| Residual                                  | 1 912 793 | 6.752  | 37.1 % |
| Total                                     | 5 160 574 | 18.217 | 100%   |

#### EARNINGS CALENDAR

#### OTHER EVENTS

#### COMPANY MISCELLANEOUS

CEO: Magnus Miemois  
CFO: Caj Malmsten  
IR: Pellervo Hämäläinen

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## DEFINITIONS

|                              |                                                                                                                                                                                      |                                  |                                                                                                                                             |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>P/E</b>                   | $\frac{\text{Price per share}}{\text{Earnings per share}}$                                                                                                                           | <b>EPS</b>                       | $\frac{\text{Profit before extraord. items and taxes} - \text{income taxes} + \text{minority interest}}{\text{Number of shares}}$           |
| <b>P/BV</b>                  | $\frac{\text{Price per share}}{\text{Shareholder's equity} + \text{taxed provisions per share}}$                                                                                     | <b>DPS</b>                       | Dividend for the financial period per share                                                                                                 |
| <b>Market cap</b>            | Price per share * Number of shares                                                                                                                                                   | <b>OCF (Operating cash flow)</b> | EBITDA – Net financial items – Taxes – Increase in working capital – Cash NRIs ± Other adjustments                                          |
| <b>EV (Enterprise value)</b> | Market cap + net debt + minority interest at market value<br>– share of associated companies at market value                                                                         | <b>FCF (Free cash flow)</b>      | Operating cash flow – Operative CAPEX – acquisitions + divestments                                                                          |
| <b>EV/Sales</b>              | $\frac{\text{Enterprise value}}{\text{Sales}}$                                                                                                                                       | <b>FCF yield, %</b>              | $\frac{\text{Free cash flow}}{\text{Market cap}}$                                                                                           |
| <b>EV/EBITDA</b>             | $\frac{\text{Enterprise value}}{\text{Earnings before interest, tax, depreciation and amortization}}$                                                                                | <b>Operative CAPEX / Sales</b>   | $\frac{\text{Capital expenditure} - \text{divestments} - \text{acquisitions}}{\text{Sales}}$                                                |
| <b>EV/EBIT</b>               | $\frac{\text{Enterprise value}}{\text{Operating profit}}$                                                                                                                            | <b>Net working capital</b>       | Current assets – current liabilities                                                                                                        |
| <b>Net debt</b>              | Interest bearing debt – financial assets                                                                                                                                             | <b>Capital employed / Share</b>  | $\frac{\text{Total assets} - \text{non-interest bearing debt}}{\text{Number of shares}}$                                                    |
| <b>Total assets</b>          | Balance sheet total                                                                                                                                                                  | <b>Gearing</b>                   | $\frac{\text{Net debt}}{\text{Equity}}$                                                                                                     |
| <b>Div yield, %</b>          | $\frac{\text{Dividend per share}}{\text{Price per share}}$                                                                                                                           | <b>Debt/Equity, %</b>            | $\frac{\text{Interest bearing debt}}{\text{Shareholders' equity} + \text{minority interest} + \text{taxed provisions}}$                     |
| <b>Payout ratio, %</b>       | $\frac{\text{Total dividends}}{\text{Earnings before extraordinary items and taxes} - \text{income taxes} + \text{minority interest}}$                                               | <b>Equity ratio, %</b>           | $\frac{\text{Shareholders' equity} + \text{minority interest} + \text{taxed provisions}}{\text{Total assets} - \text{interest-free loans}}$ |
| <b>ROCE, %</b>               | $\frac{\text{Profit before extraordinary items} + \text{interest expenses} + \text{other financial costs}}{\text{Balance sheet total} - \text{non-interest bearing debt (average)}}$ | <b>CAGR, %</b>                   | Cumulative annual growth rate = Average growth rate per year                                                                                |
| <b>ROE, %</b>                | $\frac{\text{Profit before extraordinary items and taxes} - \text{income taxes}}{\text{Shareholders' equity} + \text{minority interest} + \text{taxed provisions (average)}}$        |                                  |                                                                                                                                             |

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Target price compared to share price

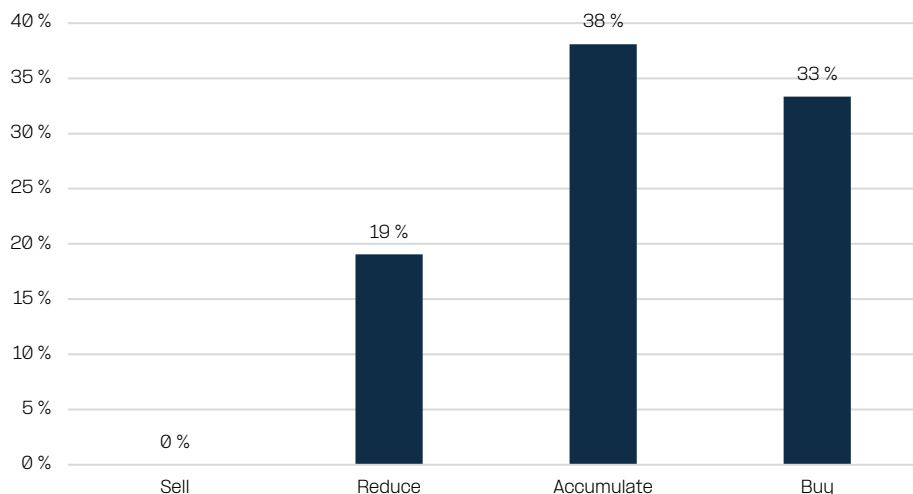
< -10 %  
-10 - 0 %  
0 - (+10) %  
> 10 %

Recommendation

SELL  
REDUCE  
ACCUMULATE  
BUY

ERP may temporarily suspend the rating and, if applicable, the target price to comply with regulations and/or firm policies, in which case a NOT RATED classification is used.

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