

Summer season remains the key

Duell's Q2 was mixed as rapid growth continued in Europe while slower snowmobile products sales in the Nordics affected margins more than we had expected. Uncertainties are high, yet we expect growth to continue during H2 in both Nordics and Central Europe.

Full throttle in Europe, slower ride in the Nordics

Duell's Q2 net sales grew 3.9% y/y to EUR 29.3m (EUR 28.2m in Q2/24, EUR 28.3m Evli). Sales in Europe increased by over 13% compared to last year, while sales in the Nordics decreased by nearly 4%, in line with our estimates. The weaker snowmobile products sales affected volumes in the Nordics, while the company was able to grow in the central European market. Large online customers drove growth in the area. While the net sales were slightly higher than we estimated, the adj. EBITA in Q2 amounted to EUR 1.1m, falling short of our estimate (EUR 1.4m in Q2/24, EUR 1.5m Evli). The primary factor contributing to lower profitability was the gross margin, which decreased from 25.2% to 23.5% in Q2/24. The decline in the gross margin was mainly due to reduced snow mobile product sales, resulting in a less favorable sales mix.

Summer season growth expected despite uncertainties

Duell retains its guidance for 2025, as it expects organic net sales with comparable currencies to be at or above the previous year's level while adjusted EBITA is anticipated to improve. After stronger than expected net sales in Q2 and some adjustments to our estimates, we now forecast net sales of EUR 130.0m with growth of 4.3% y/y. While we continue to model stronger growth in the Central European markets, we expect some recovery also in the Nordics for H2 partly driven by the softer comparison period (especially in Q3/24) and FX. In addition, while the market remains uncertain, new motorcycle registrations were up during 1–3/2025 year-over-year in both Finland and Sweden. With increasing volumes and improving efficiency we now expect adj. EBITA of EUR 7.3m for 2025E with a margin of 5.6% (EUR 6.2m, 5.0% in 2024). Although Duell is not directly impacted by the trade war, its indirect effects on European economic growth, consumer confidence, and demand pose a key downside risk.

BUY with a TP of EUR 8.0 (prev. EUR 8.5)

Duell is priced at 7–5x EV/EBITDA and 8–5x adj. P/E on our updated estimates for FY 2025–2026E. We continue to see the valuation cautious especially considering the current depressed earnings levels due to challenging market conditions. After the adjustments to our estimates, we revise TP to EUR 8.0 (prev. EUR 8.5) while maintaining a BUY rating.

Rating

++ Buy



Share price, EUR (Last trading day's closing price) **6.26**
Target price, EUR **8.0**

Latest change in recommendation 02–Apr–24

Latest report on company 11–Apr–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 32

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 03–Jul–25

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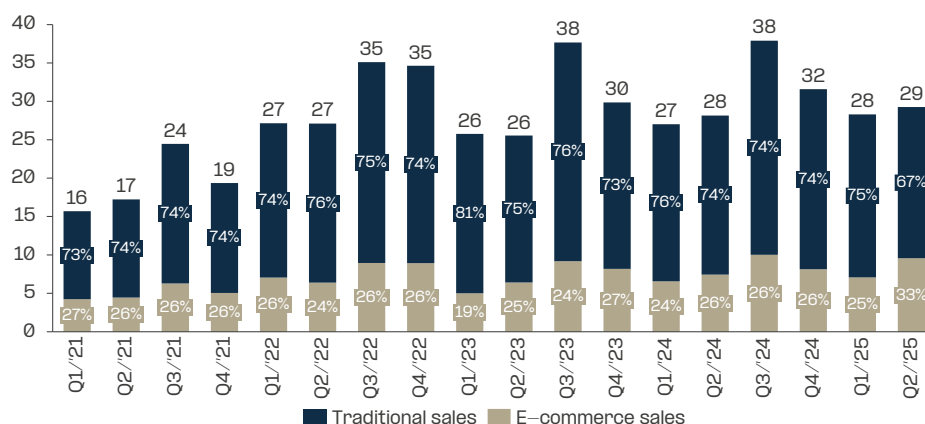
++ BUY ++ ACCUMULATE ■ REDUCE ■■ SELL

KEY FIGURES

	Sales EURm	EBIT EURm	EBIT %	FCF EURm	EPS EUR	P/E (x)	EV/Sales (x)	EV/EBIT (x)	FCF yield %	DPS EUR
2023	118.8	1.0	0.9%	4.8	-0.01	-12.7	0.5	56.2	18.8%	
2024	124.7	0.8	0.7%	-5.1	0.00				-0.1%	
2025E	130.0	3.9	3.0%	1.0	0.22	28.0	0.4	12.9	3.0%	0.07
2026E	137.7	6.1	4.4%	2.0	0.63	9.9	0.4	8.1	6.3%	0.19
2027E	141.8	6.8	4.8%	4.5	0.76	8.3	0.3	6.7	14.0%	0.23
Market cap, EURm	32		Gearing 2025E, %		35.2 %		CAGR EPS 2024–27, %			
Net debt 2025E, EURm	19		Price/book 2025E		0.6		CAGR Sales 2024–27, %		4.4 %	
Enterprise value, EURm	51		Dividend yield 2025E, %		1.1 %		ROE 2025E, %		2.2 %	
Total assets 2025E, EURm	89		Tax rate 2025E, %		16.6 %		ROCE 2025E, %		5.1 %	
Goodwill 2025E, EURm	16		Equity ratio 2025E, %		59.5 %		PEG, P/E 25/CAGR		0.4	

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

Figure 1: Quarterly net sales divided into traditional and e-commerce sales, in EURm (% of total)



Source: Duell, Evli Research

Online growth in Europe drove sales in Q2/25

Duell's Q2 net sales grew 3.9% y/y to EUR 29.3m (EUR 28.2m in Q2/24, EUR 28.3m Evli est.). The share of online sales of total sales increased to 32.7% in the quarter while in Q2/24 the share was 26.4%. This is a notable increase as it marks the highest quarterly share of e-commerce sales during Q1/2021 – Q2/2025. In euro terms online sales grew 28.7% y/y to EUR 9.6m from EUR 7.4m in Q2/2024. According to our understanding, growth in e-commerce came solely from the Central European market where sales growth was particularly rapid among the existing large e-commerce customers.

Expecting profitable growth for H2 despite uncertainties

We expect net sales to grow about 4% year-over-year in the second half, similar to the first half. In addition to easier comparable figures, especially in Q3 for Nordics, we expect FX to keep aiding and see continued strong growth in the European market, which will support the company also during the second half. Duell concluded the change negotiations in January. The company expects that it will achieve the targeted annual cost savings of approximately EUR 1m across the group mainly during the financial year 2025. According to our understanding, the cost savings will be at least partly invested in growth so the net effect will be smaller. We forecast that improving efficiency, in addition to increased volumes, will drive profitability in H2. The primary downside risk continues to be the ongoing trade war and its indirect impact on European economic growth, consumer confidence, and demand. Duell has minimal direct exposure to the tariffs, as only a small portion of its suppliers are based in the United States. Furthermore, given this relatively small share, we believe it is likely that the company can adjust its sourcing to other countries if the commercial terms become unfavorable. We now estimate net sales of EUR 130.0m (prev. EUR 129.4) and adj. EBITA of EUR 7.3m (prev. EUR 7.9m) with a margin of 5.6% (prev. 6.1%).

Table 1: Estimate summary

	Q1/'24	Q2/'24	Q3/'24	Q4/'24	2 024	Q1/'25	Q2/'25	Q3/'25E	Q4/'25E	2025E	2026E	2027E
Total net sales	27.0	28.2	37.9	31.6	124.7	28.3	29.3	39.6	32.8	130.0	137.7	141.8
y/y %	4.9%	10.2%	0.6%	5.8%	4.9%	4.7%	3.9%	4.5%	4.0%	4.3%	5.9%	3.0%
EBITA	(0.5)	(0.7)	2.9	1.9	3.6	0.6	1.0	3.6	1.6	7.0	8.9	9.6
EBITA %	-1.7%	-2.6%	7.7%	6.0%	2.9%	2.0%	3.4%	9.0%	4.9%	5.4%	6.5%	6.8%
EBIT	(1.1)	(1.4)	2.2	1.2	0.8	(0.1)	0.3	2.9	0.9	3.9	6.1	6.8
EBIT %	-4.2%	-5.1%	5.9%	3.7%	0.7%	-0.5%	1.0%	7.2%	2.8%	3.0%	4.4%	4.8%
Items affecting comparability	(0.7)	(2.1)	(0.3)	0.5	(2.6)	(0.1)	(0.1)	—	—	(0.3)	—	—
Adj. EBITA	0.3	1.4	3.2	1.4	6.2	0.7	1.1	3.6	1.6	7.3	8.9	9.6
Adj. EBITA %	1.0%	4.9%	8.4%	4.3%	5.0%	2.4%	3.9%	9.0%	4.9%	5.6%	6.5%	6.8%
Adj. EBIT	(0.4)	0.7	2.5	0.7	3.4	(0.0)	0.4	2.9	0.9	4.2	6.1	6.8
Adj. EBIT %	-1.5%	2.4%	6.6%	2.1%	2.7%	-0.1%	1.5%	7.2%	2.8%	3.2%	4.4%	4.8%

Source: Duell, Evli Research

Table 2: Peer group

	MCAP	EV/EBITDA			EV/EBIT			P/E		
European peers	MEUR	25	26	27	25	26	27	25	26	27
Relais Group	248	7.2x	6.7x	6.4x	11.2x	9.7x	8.9x	10.8x	9.5x	8.6x
Pierce Group	64	3.7x	3.1x	2.7x	7.5x	5.1x	4.3x	12.6x	8.8x	7.6x
Auto Partner SA	518	7.0x	5.8x		7.9x	6.6x	5.6x			
Inter Cars	1709	7.0x	6.3x		8.4x	7.6x	6.8x	8.0x	7.2x	
MEKO	597	5.7x	5.3x	5.2x	10.0x	8.9x	8.8x	8.5x	7.9x	7.9x
Delticom	33	5.2x	4.7x	4.3x	11.3x	9.4x	8.3x	9.4x	5.3x	4.6x
Peer Group Average	528	6.0x	5.3x	4.6x	9.4x	7.9x	7.1x	9.9x	7.7x	7.2x
Peer Group Median	383	6.3x	5.5x	4.7x	9.2x	8.3x	7.6x	9.4x	7.9x	7.7x
Duell (Evli est.)*	32	6.6x	5.0x	4.3x	7.0x	5.5x	4.8x	7.6x	5.3x	4.8x
Duell prem./disc. to peer median		4 %	-11 %	-9 %	-24 %	-33 %	-37 %	-19 %	-33 %	-38 %

	MCAP	EV/EBITDA			EV/EBIT			P/E		
North American peers	MEUR	25	26	27	25	26	27	25	26	27
Advance Auto Parts	1722	9.5x	7.3x	6.0x	25.2x	15.1x	10.0x	21.7x	10.7x	6.8x
AutoZone	54093	16.8x	15.6x	14.8x	19.5x	18.1x	16.7x	23.1x	20.6x	18.3x
LKQ	9507	9.4x	8.9x	8.6x	10.9x	10.8x	10.3x	11.5x	10.6x	10.0x
Genuine Parts	14063	10.6x	9.8x	9.1x	13.0x	12.2x	11.1x	14.4x	12.9x	11.7x
O'Reilly Automotive	70312	22.5x	21.0x	19.3x	25.5x	23.6x	21.9x	31.0x	27.7x	24.7x
Peer Group Average	29939	13.8x	12.5x	11.6x	18.8x	16.0x	14.0x	20.3x	16.5x	14.3x
Peer Group Median	14063	10.6x	9.8x	9.1x	19.5x	15.1x	11.1x	21.7x	12.9x	11.7x
Duell (Evli est.)*	32	6.6x	5.0x	4.3x	7.0x	5.5x	4.8x	7.6x	5.3x	4.8x
Duell prem./disc. to peer median		-38 %	-49 %	-53 %	-64 %	-63 %	-57 %	-65 %	-59 %	-59 %

*Duell's figures adjusted for goodwill depreciation and non-recurring items.

Source FactSet, Evli Research

VALUATION RESULTS	BASE CASE DETAILS	VALUATION ASSUMPTIONS	ASSUMPTIONS FOR WACC	
Current share price	6.26 PV of Free Cash Flow	37 Long-term growth, %	2.0 % Risk-free interest rate, %	2.50 %
DCF share value	10.48 PV of Horizon value	36 WACC, %	10.2 % Market risk premium, %	6.5 %
Share price potential, %	67.5 % Unconsolidated equity	0 Spread, %	0.5 % Debt risk premium %	4.5 %
Maximum value	11.5 Marketable securities	9 Minimum WACC, %	9.7 % Equity beta coefficient	1.50
Minimum value	9.6 Debt – dividend	–29 Maximum WACC, %	10.7 % Target debt ratio, %	40 %
Horizon value, %	49.5 % Value of stock	54 No. of shares, Mn	5.2 Effective tax rate, %	20 %

DCF valuation, EURm	2024	2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E	TERMINAL
Net sales	125	130	138	142	146	149	152	155	158	161	165	168
Sales growth (%)	4.9%	4.3%	5.9%	3.0%	3.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Operating income (EBIT)	1	4	6	7	8	9	10	10	10	10	12	12
Operating income margin %	0.7%	3.0%	4.4%	4.8%	5.7%	6.2%	6.5%	6.5%	6.5%	6.5%	7.0%	7.0%
+ Depreciation+amort.	4	4	4	4	4	4	4	3	1	1	1	
EBITDA	5	8	10	11	12	13	14	14	11	12	13	
– Paid taxes	–2	–1	–2	–2	–2	–2	–3	–2	–2	–2	–2	
– Change in NWC	–5	–3	–4	–2	–2	–1	–1	–2	–2	–2	–2	
NWC / Sales, %	38.9%	39.4%	39.9%	40.2%	40.5%	40.6%	40.8%	41.0%	41.2%	41.3%	41.5%	
+ Change in other liabs	0											
– Operative CAPEX	–1	–1	–1	–1	–1	–1	–1	–1	–1	–1	–1	
opCAPEX / Sales, %	1.0%	1.0%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	
– Acquisitions												
+ Divestments												
– Other items												
= FCFF	–3	3	3	5	7	8	9	8	7	7	8	94
= Discounted FCFF		2	3	4	5	5	5	4	3	3	3	36
= DFCF min WACC		2	3	4	5	5	5	5	3	3	3	41
= DFCF max WACC		2	3	4	5	5	5	4	3	3	3	33

Sensitivity analysis, EUR

		Terminal WACC				
		8.19 %	9.19 %	10.19 %	11.19 %	12.19 %
Terminal EBIT–%	5.00 %	10.43	8.72	7.39	6.33	5.46
	6.00 %	12.88	10.64	8.94	7.59	6.50
	7.00 %	15.32	12.56	10.48	8.85	7.55
	8.00 %	17.76	14.49	12.03	10.12	8.59
	9.00 %	20.20	16.41	13.57	11.38	9.63

INTERIM FIGURES

EVLI ESTIMATES, EURm	2024Q1	2024Q2	2024Q3	2024Q4	2024	2025Q1	2025Q2	2025Q3E	2025Q4E	2025E	2026E	2027E
Net sales	27.0	28.2	37.9	31.6	124.7	28.3	29.3	39.6	32.8	130.0	137.7	141.8
EBITDA	-0.2	-0.6	3.2	2.1	4.6	0.8	1.2	3.8	1.9	7.7	9.8	10.5
EBITDA margin (%)	-0.7%	-2.0%	8.4%	6.8%	3.7%	2.9%	4.3%	9.6%	5.7%	6.0%	7.1%	7.4%
EBIT	-1.1	-1.4	2.2	1.2	0.8	-0.1	0.3	2.9	0.9	3.9	6.1	6.8
EBIT margin (%)	-4.3%	-5.1%	5.9%	3.7%	0.7%	-0.5%	1.0%	7.2%	2.8%	3.0%	4.4%	4.8%
Net financial items	-0.7	-0.8	-0.9	-0.1	-2.5	-0.5	-0.6	-0.5	-0.4	-2.0	-1.3	-1.2
Pre-tax profit	-1.8	-2.2	1.3	1.1	-1.7	-0.6	-0.3	2.4	0.5	1.9	4.8	5.6
Tax	-0.1	-0.1	-0.2	-0.5	-1.0	0.2	-0.1	-0.6	-0.2	-0.8	-1.5	-1.7
Tax rate (%)	-10.8%	-8.1%	9.9%	28.5%	86.0%	-281.9%	34.5%	20.0%	20.0%	16.6%	20.0%	20.0%
Net profit	-2.0	-2.4	1.1	0.6	-2.6	-0.4	-0.4	1.8	0.3	1.2	3.3	3.9
EPS	0.00	0.00	0.00	0.00	0.00	-0.08	-0.09	0.34	0.05	0.22	0.63	0.76
EPS adj. (diluted)	0.00	0.00	0.00	0.00	0.00	-0.08	-0.09	0.34	0.05	0.22	0.63	0.76
Dividend per share										0.07	0.19	0.23
SALES, EURm	2024Q1	2024Q2	2024Q3	2024Q4	2024	2025Q1	2025Q2	2025Q3E	2025Q4E	2025E	2026E	2027E
Nordics	15.1	15.7	19.5	15.9	66.2	15.3	15.1	20.1	16.4	66.8	68.8	70.2
Europe	11.9	12.5	18.4	15.7	58.5	13.0	14.2	19.5	16.5	63.2	68.8	71.6
Total	27.0	28.2	37.9	31.6	124.7	28.3	29.3	39.6	32.8	130.0	137.7	141.8
SALES GROWTH, Y/Y %	2024Q1	2024Q2	2024Q3	2024Q4	2024	2025Q1	2025Q2	2025Q3E	2025Q4E	2025E	2026E	2027E
Nordics	-6.7%	-3.8%	-10.8%	4.9%	-4.6%	1.4%	-3.8%	3.0%	3.0%	1.0%	3.0%	2.0%
Europe	22.4%	35.0%	16.4%	6.6%	18.1%	9.0%	13.7%	6.0%	5.0%	8.0%	9.0%	4.0%
Total	4.9%	10.2%	0.6%	5.7%	4.9%	4.8%	3.9%	4.5%	4.0%	4.3%	5.9%	3.0%
EBIT, EURm	2024Q1	2024Q2	2024Q3	2024Q4	2024	2025Q1	2025Q2	2025Q3E	2025Q4E	2025E	2026E	2027E
Group	-1.1	-1.4	2.2	1.2	0.8	-0.1	0.3	2.9	0.9	3.9	6.1	6.8
Total	-1.1	-1.4	2.2	1.2	0.8	-0.1	0.3	2.9	0.9	3.9	6.1	6.8
EBIT margin %	2024Q1	2024Q2	2024Q3	2024Q4	2024	2025Q1	2025Q2	2025Q3E	2025Q4E	2025E	2026E	2027E
Group	-100.0%	-100.0%	100.0%	100.0%	100.0%	-100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	-4.3%	-5.1%	5.9%	3.7%	0.7%	-0.5%	1.0%	7.2%	2.8%	3.0%	4.4%	4.8%

INCOME STATEMENT, EURm	2020	2021	2022	2023	2024	2025E	2026E	2027E
Sales		76.8	124.0	118.8	124.7	130.0	137.7	141.8
<i>Sales growth (%)</i>			61.5%	-4.2%	4.9%	4.3%	5.9%	3.0%
EBITDA		8.3	7.4	4.1	4.6	7.7	9.8	10.5
<i>EBITDA margin (%)</i>		10.8%	5.9%	3.4%	3.7%	6.0%	7.1%	7.4%
Depreciation		-1.0	-0.7	-0.9	-0.9	-1.0	-0.9	-1.0
EBITA		7.3	6.7	3.2	3.6	6.7	8.9	9.6
Goodwill amortization / writedown			-1.7	-2.2	-2.8	-2.8	-2.8	-2.8
EBIT		7.3	4.9	1.0	0.8	3.9	6.1	6.8
<i>EBIT margin (%)</i>		9.5%	4.0%	0.9%	0.7%	3.0%	4.4%	4.8%
Reported EBIT		7.3	4.9	1.0	0.8	3.9	6.1	6.8
<i>EBIT margin (reported) (%)</i>		9.5%	4.0%	0.9%	0.7%	3.0%	4.4%	4.8%
Net financials		-2.7	-1.9	-3.4	-2.5	-2.0	-1.3	-1.2
Pre-tax profit		4.6	3.0	-2.4	-1.7	1.9	4.8	5.6
Taxes		-1.2	-1.1	-0.4	-1.0	-0.8	-1.5	-1.7
Minority shares								
Net profit		3.3	1.9	-2.8	-2.6	1.2	3.3	3.9
Cash NRIs								
Non-cash NRIs								
BALANCE SHEET, EURm								
Assets								
Fixed assets	2	2	2	4	4	4	4	4
Goodwill	6	14	16	21	19	16	14	11
Right of use assets								
Inventory	21	35	48	50	45	47	50	51
Receivables	11	16	25	18	17	18	19	19
Liquid funds	3	3	4	2	9	4	4	6
Total assets	42	69	95	95	94	89	90	91
Liabilities								
Shareholders' equity	11	11	32	37	52	53	56	59
Minority interest								
Convertibles								
Lease liabilities								
Deferred taxes	0	0	0	0				
Interest bearing debt	15	41	49	34	29	22	21	19
Non-interest bearing current liabilities								
Other interest-free debt	17	17	15	24	13	13	13	13
Total liabilities	43	69	95	95	94	89	90	91
CASH FLOW, EURm								
+ EBITDA		8	7	4	5	8	10	11
- Net financial items		-3	-2	-3	-3	-2	-1	-1
- Taxes	0	-1	-1	0	-1	-1	-2	-2
- Increase in Net Working Capital	-15	-19	-24	14	-5	-3	-4	-2
+/- Other								
= Cash flow from operations	-15	-15	-20	15	-4	2	3	6
- Capex	-8	-9	-6	-10	-1	-1	-1	-1
- Acquisitions								
+ Divestments								
= Free cash flow	-22	-24	-25	5	-5	1	2	5
+/- New issues/buybacks	11	-3	19	8	17			
- Paid dividend						0	1	1
+/- Other	14	27	7	-14	-5	-6	-1	-2
Change in cash	3		1	-2	7	-5	0	2

KEY FIGURES	2021	2022	2023	2024	2025E	2026E	2027E
M-cap			26	7 140	32	32	32
Net debt (excl. convertibles)	39	45	32	20	19	17	13
Enterprise value	39	45	58	7 160	51	49	46
Sales	77	124	119	125	130	138	142
EBITDA	8	7	4	5	8	10	11
EBIT	7	5	1	1	4	6	7
Pre-tax	5	3	-2	-2	2	5	6
Earnings	3	2	-3	-3	1	3	4
Equity book value (excl. minorities)	11	32	37	52	53	56	59

Valuation multiple	2021	2022	2023	2024	2025E	2026E	2027E
EV/Sales	0.5	0.4	0.5	57.4	0.4	0.4	0.3
EV/EBITDA	4.6	6.0	14.1	1566.0	6.6	5.0	4.3
EV/EBITA	5.3	6.7	18.0	1976.2	7.6	5.5	4.8
EV/EBIT	5.3	9.1	56.2	8503.5	12.9	8.1	6.7
EV/OCF	-2.6	-2.3	4.0	-1846.1	21.9	15.5	8.1
EV/FCF	-1.8	-1.9	7.6	-2315.6	19.3	16.0	8.3
P/FCFR			62.7	-1405.8	33.3	15.9	7.1
P/E			-12.7	15064.0	28.0	9.9	8.3
P/BV			0.7	138.3	0.6	0.6	0.6
Target EV/EBITDA					7.7	5.9	5.2
Target EV/EBIT					15.2	9.5	8.1
Target EV/FCFF					61.7	28.7	12.1
Target P/BV					0.8	0.7	0.7
Target P/E, diluted			-15.4	-145.8	35.8	12.6	10.6

Per share measures	2021	2022	2023	2024	2025E	2026E	2027E
Number of shares (million)		299.91	359.89	1 036.33	5.16	5.16	5.16
Number of shares (diluted, million)		299.91	359.89	1 036.33	5.16	5.16	5.16
EPS		0.01	-0.01	0.00	0.22	0.63	0.76
Operating cash flow per share		-0.07	0.04	0.00	0.45	0.62	1.09
Free cash flow per share		-0.08	0.01	0.00	0.19	0.39	0.88
Book value per share		0.11	0.10	0.05	10.23	10.80	11.36
Dividend per share					0.07	0.19	0.23
Dividend payout ratio, %					30.0%	30.0%	30.0%
Dividend yield, %					1.1%	3.0%	3.6%
FCF yield, %			18.8%	-0.1%	3.0%	6.3%	14.0%

Efficiency measures	2021	2022	2023	2024	2025E	2026E	2027E
ROE	31.7%	9.1%	-8.3%	-5.9%	2.2%	6.0%	6.8%
ROCE	18.8%	7.4%	1.4%	1.1%	5.1%	8.0%	8.8%

Financial ratios	2021	2022	2023	2024	2025E	2026E	2027E
Inventories as % of sales	45.5%	38.6%	41.7%	36.1%	36.1%	36.1%	36.1%
Receivables as % of sales	20.8%	20.1%	15.4%	13.5%	13.5%	13.5%	13.5%
Non-int. bearing liabilities as % of sales							
NWC/sales, %	44.2%	46.8%	36.7%	38.9%	39.4%	39.9%	40.2%
Operative CAPEX/Sales, %	11.7%	4.5%	8.2%	1.0%	1.0%	0.8%	0.8%
CAPEX/sales (incl. acquisitions), %	11.7%	4.5%	8.2%	1.0%	1.0%	0.8%	0.8%
FCFF/EBITDA	-2.6	-3.2	1.9	-0.7	0.3	0.3	0.5
Net Debt/EBITDA, book-weighted	4.6	6.0	7.8	4.3	2.4	1.7	1.3
Debt/equity, market-weighted			1.3	0.0	0.7	0.7	0.6
Equity ratio, book-weighted	0.2	0.3	0.4	0.5	0.6	0.6	0.6
Gearing, %	367.7%	139.9%	86.8%	37.9%	35.2%	30.3%	22.8%

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: After a period of strong performance in 2021 and the early months of 2022, the European powersports aftermarket saw a slowdown towards the end of 2022 and into 2023. The market dynamics are largely influenced by the number of registered powersports vehicles and the willingness of consumers to spend on aftermarket products and accessories. While a steady demand remained for essential parts, the sector as a whole slowed down significantly in 2023. The downturn impacted Duell's financial results, with a 4% drop in net sales for the fiscal year 2023, and the adjusted EBITA margin declining to 3.9%, a decrease from the previous year's 7.0%. The combination of a weak operational performance and a burdened balance sheet, exacerbated by elevated inventory levels, led the company to complete a rights issue in December 2023. In 2024, the company's net sales grew 4.9% despite the challenging market while organic net sales were flat. Especially the Nordic market remained challenging while the company grew faster in Europe. Adjusted EBITA improved to EUR 6.2m (EUR 4.6m) and the adjusted EBITA margin to 5.0% (3.9%). After the challenging period, Duell is making progress with its turnaround despite a tough market, and the overall risk has been reduced thanks to balance sheet deleveraging.

OWNERSHIP STRUCTURE	SHARES	EURm	%
Hartwall Capital Oy Ab	1 566 316	9.805	30.4 %
Sponsor Capital Oy	526 085	3.293	10.2 %
Keskinäinen Työeläkevakuutusyhtiö Varma	238 517	1.493	4.6 %
Säästöpankki Fonder	226 377	1.417	4.4 %
Danske Invest Finnish Equity Fund	141 834	0.888	2.7 %
Erikoissijoitusrahasto Aktia Mikro Markka	118 605	0.742	2.3 %
Keskinäinen Työeläkevakuutusyhtiö Elo	108 800	0.681	2.1 %
Twin Engine Oy	85 000	0.532	1.6 %
Valjakka Juha Matti	67 500	0.423	1.3 %
Evli Finland Select Fund	66 055	0.414	1.3 %
Ten largest	3 145 089	19.688	60.9 %
Residual	2 015 485	12.617	39.1 %
Total	5 160 574	32.305	100%

EARNINGS CALENDAR

July 03, 2025
October 16, 2025

Q3 report
FY 2025 Results

OTHER EVENTS**COMPANY MISCELLANEOUS**

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

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DEFINITIONS

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

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Investment recommendations are defined as follows:

Target price compared to share price	Recommendation
< -10 %	SELL
-10 - 0 %	RECUDE
0 - (+10) %	ACCUMULATE
> 10 %	BUY

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

Recommendation	Percentage
Sell	0%
Hold	48%
Buy	52%

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Name(s) of the analyst(s): Atte Jortikka

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