

ad pepper media International N.V.

The Netherlands / Internet Services
 Frankfurt
 Bloomberg: APM GR
 ISIN: NL0000238145

ad agents
 stake sold

RATING
PRICE TARGET

Return Potential
 Risk Rating

BUY
€ 5.00
 86.6%
 Medium

REPOSITIONING AS AD-TECH PLAYER – STEP 3

Following the purchase of a majority stake in solute (price comparison portals) and the takeover of Checkout Charlie (discount & voucher portals), ad pepper media (APM) has completed step 3 of its repositioning as an ad-tech player – the sale of its 60% stake in the agency ad agents in December 2025. The sale price is €4m in cash, valuing ad agents at 11x LTM (last 12 months) EBITDA. In our view, APM received a good price for its stake, and the cash injection frees up resources for further takeovers of smaller ad-tech companies (plan: one takeover per year). Adding the €4m to liquid funds of €27m (end Q3/25) will result in some €31m in financial firepower. We have adjusted our group forecasts to reflect ad agents' deconsolidation at end December 2025 and slightly revised segment forecasts. An updated DCF model yields an unchanged price target of €5.00. We consider all catalysts (acquisition-driven earnings momentum, further M&A, internationalisation, cross-selling opportunities between Webgains and solute, tech-driven scalability) intact and confirm our Buy rating (upside: 87%).

Repositioning at astonishing speed Following the consolidation of solute in May and of Checkout Charlie in October, APM sold its stake in ad agents' in December 2025 (deconsolidation at the end of December 2025). Now, the only remaining agency business is the ad pepper media subsidiary, which, according to our forecasts, will contribute less than 10% to 2025 group EBITDA. APM plans to either sell the agency or integrate it into its ad-tech subsidiaries. The company has thus now almost completed its repositioning.

Annual report will probably come in April We are looking forward to the annual report 2025 scheduled for April and expect it to provide further insight into the Checkout Charlie takeover.

(p.t.o.)

FINANCIAL HISTORY & PROJECTIONS

	2022	2023	2024	2025E	2026E	2027E
Revenue (€m)	24.87	21.75	21.45	57.37	77.38	82.58
Y-o-y growth	-10.0%	-12.5%	-1.4%	167.4%	34.9%	6.7%
EBITDA (€m)	1.28	0.02	2.00	4.62	7.49	8.57
EBITDA margin	5.1%	0.1%	9.3%	8.1%	9.7%	10.4%
Net income (€m)	-0.89	-0.94	2.07	0.58	2.22	2.68
EPS (diluted) (€)	-0.04	-0.05	0.09	0.02	0.09	0.11
DPS (€)	0.00	0.00	0.00	0.00	0.00	0.00
FCF (€m)	1.71	1.13	2.04	1.61	4.26	5.09
Net gearing	-108.0%	-105.0%	-115.6%	-115.0%	-112.4%	-112.1%
Liquid assets (€m)	17.01	19.84	24.16	29.89	31.75	34.67

RISKS

The main risks are regulatory changes, technological innovations, dependence on key customers, and intense competition.

COMPANY PROFILE

ad pepper media International N.V. is an international digital performance marketing company, which acts as a holding for its four operating units Webgains (affiliate network), solute (price comparison portals), ad agents (full service agency), and ad pepper media (lead generation & audience targeting). The company is headquartered in Nuremberg, Germany.

MARKET DATA

As of 07 Jan 2026

Closing Price	€ 2.68
Shares outstanding	24.27m
Market Capitalisation	€ 65.05m
52-week Range	€ 1.85 / 3.86
Avg. Volume (12 Months)	6,738

Multiples	2024	2025E	2026E
P/E	31.4	111.3	29.4
EV/Sales	2.0	0.8	0.6
EV/EBITDA	21.9	9.5	5.9
Div. Yield	0.0%	0.0%	0.0%

STOCK OVERVIEW



COMPANY DATA

As of 30 Sep 2025

Liquid Assets	€ 26.26m
Current Assets	€ 54.17m
Intangible Assets	€ 15.65m
Total Assets	€ 72.95m
Current Liabilities	€ 31.14m
Shareholders' Equity	€ 36.49m

SHAREHOLDERS

M. Oschmann	41.8%
Schlütersche Verlagsges.	5.0%
Treasury shares	4.8%
Free Float	53.8%



We see all five share price catalysts intact:

- **Catalyst 1:** Acquisition-driven earnings momentum from the solute (consolidated since 1 May 2025) and Checkout Charlie (consolidated since 1 October 2025) acquisitions will persist into 2026E.
- **Catalyst 2:** APM plans to continue its M&A activity and targets one takeover per year with a focus on price comparison and voucher portals. Management also hopes to increase APM's 60% share in solute to ca. 90%.
- **Catalyst 3:** APM will further internationalise its business. As a first step, solute will launch its price comparison portal business model in France (Q1/26). The next expansion step will be the UK. As APM has branches in some European countries such as Italy, France, the Netherlands, Poland, Spain, and the UK, it can build on its current network to scale solute's business.
- **Catalyst 4:** APM will exploit cross and upselling opportunities between Webgains (affiliate power with 1.800+ retailers) and solute (conversion impact with 2.500+ retailers) as the customer overlap is less than 5%.
- **Catalyst 5:** APM will scale the business based on its strong technological position. Smart product matching, data-driven campaign automation, and the use of AI in development & operations will lead to faster releases and leaner workflows. This suggests that the topline will outpace growth in the headcount.

Forecasts adjusted We have deconsolidated ad agents and slightly adjusted our segment & group forecasts (see figure 1). We continue to expect strong sales and margin growth in the coming years.

Figure 1: Revisions to forecasts

All figures in €m	2025E			2026E			2027E		
	Old	New	Delta	Old	New	Delta	Old	New	Delta
Revenue	57.37	57.37	0%	84.81	77.38	-9%	90.26	82.58	-9%
EBITDA	4.62	4.62	0%	9.00	7.49	-17%	10.00	8.57	-14%
margin	8.1%	8.1%		10.6%	9.7%		11.1%	10.4%	
Net income	0.58	0.58	0%	3.30	2.22	-33%	3.82	2.68	-30%
margin	1.0%	1.0%		3.9%	2.9%		4.2%	3.3%	
EPS (diluted)	0.02	0.02	0%	0.13	0.09	-32%	0.15	0.11	-28%

Source: First Berlin Equity Research

Buy recommendation confirmed at unchanged price target A revised DCF model yields an unchanged €5 price target. Our model does not contain any external growth. APM remains a very promising growth story. With a 2026E EV/EBITDA multiple of 6x, the stock is attractively valued, and we confirm our Buy recommendation.



VALUATION MODEL

DCF valuation model								
All figures in EUR '000	2025 E	2026 E	2027 E	2028 E	2029 E	2030 E	2031 E	2032 E
Net revenue	57,368	77,384	82,582	87,537	92,788	98,343	104,191	110,300
NOPLAT	1,546	3,126	3,868	5,016	5,452	5,921	6,425	6,962
+ depreciation & amortisation	2,260	2,860	2,865	2,859	2,912	2,924	2,921	2,913
Net operating cash flow	3,806	5,986	6,734	7,875	8,364	8,845	9,346	9,875
- total investments (CAPEX and WC)	-2,853	-2,117	-2,053	-1,116	-1,185	-1,256	-1,330	-1,409
Capital expenditures	-688	-1,006	-1,074	-1,138	-1,206	-1,278	-1,354	-1,434
Working capital	-2,164	-1,111	-979	22	22	23	24	25
Free cash flows (FCF)	953	3,868	4,681	6,759	7,179	7,590	8,015	8,466
PV of FCF's	953	3,528	3,885	5,104	4,934	4,747	4,562	4,384

All figures in thousands		
PV of FCFs in explicit period (2025E-2039E)	54,850	
PV of FCFs in terminal period	43,625	
Enterprise value (EV)	98,475	Terminal growth 2.0%
+ Net cash / - net debt	26,683	Terminal EBIT margin 10.7%
+ Investments / minority interests	894	
Fair value of solute stake (44.37%)	0	
Shareholder value	126,052	
Number of shares (diluted)	25,004	
Fair value per share in EUR	5.04	

	WACC	Terminal growth rate							
		0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	3.5%	
WACC	9.9%	5.9%	7.84	8.32	8.92	9.67	10.63	11.94	13.79
Cost of equity	9.9%	6.9%	6.67	6.98	7.34	7.79	8.33	9.01	9.90
Pre-tax cost of debt	5.0%	7.9%	5.82	6.03	6.27	6.55	6.89	7.29	7.79
Tax rate	30.0%	8.9%	5.18	5.33	5.49	5.68	5.91	6.16	6.47
After-tax cost of debt	3.5%	9.9%	4.68	4.79	4.91	5.04	5.19	5.37	5.57
Share of equity capital	100.0%	10.9%	4.28	4.36	4.45	4.55	4.66	4.78	4.92
Share of debt capital	0.0%	11.9%	3.96	4.02	4.08	4.16	4.24	4.32	4.42
Price target in EUR	5.00	12.9%	3.69	3.73	3.78	3.84	3.90	3.96	4.04

* for layout purposes the model shows numbers only to 2032, but runs until 2039



INCOME STATEMENT

All figures in EUR '000	2022A	2023A	2024A	2025E	2026E	2027E
Gross sales	98,229	85,988	89,656	113,518	128,692	136,725
Media costs	73,361	64,239	68,206	56,150	51,308	54,143
Revenues	24,868	21,749	21,450	57,368	77,384	82,582
Cost of sales	1,164	873	590	21,808	37,519	40,132
Gross profit	23,704	20,876	20,861	35,560	39,865	42,450
S&M	16,638	14,867	13,363	23,345	23,963	24,490
G&A	7,164	7,785	7,235	11,978	12,432	13,000
Other operating income	937	966	1,110	2,868	2,322	2,312
Other operating expenses	651	184	214	746	1,161	1,569
EBITDA	1,275	24	2,003	4,619	7,491	8,569
Depreciation and amortisation	1,088	1,018	843	2,260	2,860	2,865
Operating income (EBIT)	187	-994	1,160	2,360	4,631	5,703
Net financial result	-131	363	1,749	655	387	413
Non-operating expenses	0	0	0	0	0	0
Pre-tax income (EBT)	56	-631	2,909	3,014	5,018	6,116
Income taxes	306	68	489	814	1,505	1,835
Minority interests	-643	-245	-345	-1,616	-1,297	-1,597
Net income / loss	-893	-944	2,075	584	2,216	2,684
Diluted EPS (in €)	-0.04	-0.05	0.09	0.02	0.09	0.11
Ratios						
Gross margin in % of gross sales	24.1%	24.3%	23.3%	31.3%	31.0%	31.0%
Gross margin in % of revenues	95.3%	96.0%	97.3%	62.0%	51.5%	51.4%
EBITDA margin in % of revenues	5.1%	0.1%	9.3%	8.1%	9.7%	10.4%
EBIT margin	0.8%	-4.6%	5.4%	4.1%	6.0%	6.9%
Net margin	-3.6%	-4.3%	9.7%	1.0%	2.9%	3.3%
Tax rate	542.6%	-10.8%	16.8%	27.0%	30.0%	30.0%
Expenses as % of sales or revenues						
Media costs (as % of gross sales)	74.7%	74.7%	76.1%	49.5%	39.9%	39.6%
S&M (as % of revenues)	66.9%	68.4%	62.3%	40.7%	31.0%	29.7%
G&A (as % of revenues)	28.8%	35.8%	33.7%	20.9%	16.1%	15.7%
Depreciation and amortisation	4.4%	4.7%	3.9%	3.9%	3.7%	3.5%
Other operating expenses	2.6%	0.8%	1.0%	1.3%	1.5%	1.9%
Y-Y Growth						
Gross sales	-11.9%	-12.5%	4.3%	26.6%	13.4%	6.2%
Net revenues	-10.0%	-12.5%	-1.4%	167.4%	34.9%	6.7%
EBITDA	-70.9%	-98.1%	8243.8%	130.7%	62.2%	14.4%
Operating income	-94.1%	n.m.	n.m.	103.5%	96.3%	23.2%
Net income/ loss	n.m.	n.m.	n.m.	-71.8%	279.2%	21.2%



BALANCE SHEET

All figures in EUR '000	2022A	2023A	2024A	2025E	2026E	2027E
Assets						
Current assets, total	41,768	37,297	41,257	48,268	57,212	62,906
Cash and cash equivalents	17,008	19,842	24,155	29,895	31,747	34,672
Financial assets	6,334	3,621	15	15	15	15
Receivables	17,568	13,124	16,018	17,289	24,381	27,150
Inventories	0	0	0	0	0	0
Other current assets	858	710	1,069	1,069	1,069	1,069
Non-current assets, total	2,186	5,644	7,113	17,409	17,959	18,335
Property, plant & equipment	230	173	100	354	659	812
Goodwill & other intangibles	374	168	336	14,790	15,035	15,258
Right-of-use assets	1,318	1,184	1,197	1,197	1,197	1,197
Financial assets	184	3,936	5,412	1,000	1,000	1,000
Other assets	79	183	68	68	68	68
Total assets	43,954	42,941	48,370	65,677	75,170	81,241
Liabilities & shareholders' equity						
Current liabilities, total	27,448	23,238	26,914	26,021	32,002	33,792
Short-term debt	0	0	0	0	0	0
Accounts payable	20,836	17,657	20,610	19,717	25,698	27,488
Current provisions	0	0	0	0	0	0
Other current liabilities	6,089	5,045	5,768	5,768	5,768	5,768
Lease liabilities	523	536	536	536	536	536
Long-term liabilities, total	840	822	853	3,853	3,853	3,853
Long-term debt	0	0	0	0	0	0
Lease liabilities	840	754	840	840	840	840
Other liabilities	0	68	13	3,013	3,013	3,013
Minority interests	1,176	1,217	894	11,010	12,307	13,904
Shareholders' equity	14,490	17,664	19,709	24,793	27,009	29,693
Share capital	1,075	1,160	1,160	1,275	1,275	1,275
Capital reserve	63,782	67,173	67,149	71,533	71,533	71,533
Other reserves	0	0	0	0	0	0
Loss carryforward / retained earnings	-50,367	-50,669	-48,600	-48,016	-45,800	-43,116
Total liabilities & shareholders' equity	43,954	42,941	48,370	65,677	75,170	81,241
Ratios						
Current ratio (x)	1.52	1.61	1.53	1.85	1.79	1.86
Quick ratio (x)	1.52	1.61	1.53	1.85	1.79	1.86
Net debt	-15,645	-18,552	-22,779	-28,519	-30,371	-33,296
Net gearing	-108.0%	-105.0%	-115.6%	-115.0%	-112.4%	-112.1%
Equity ratio	35.6%	44.0%	42.6%	54.5%	52.3%	53.7%
Book value per share (in €)	0.71	0.85	0.90	0.99	1.08	1.19
Return on equity (ROE)	-6.2%	-5.3%	10.5%	2.4%	8.2%	9.0%
Return on investment (ROI)	-2.0%	-2.2%	4.3%	0.9%	2.9%	3.3%
Return on assets (ROA)	-1.6%	-2.1%	4.4%	0.9%	2.9%	3.3%



CASH FLOW STATEMENT

All figures in EUR '000	2022A	2023A	2024A	2025E	2026E	2027E
EBIT	187	-994	1,160	2,360	4,631	5,703
Depreciation and amortisation	1,088	1,018	843	2,260	2,860	2,865
EBITDA	1,275	24	2,003	4,619	7,491	8,569
Changes in working capital	3,256	1,975	1,971	-2,164	-1,111	-979
Other adjustments	-2,600	-760	-1,631	-159	-1,118	-1,422
Operating cash flow	1,931	1,239	2,343	2,296	5,261	6,167
Investments in PP&E	-111	-53	-42	-344	-542	-495
Investments in intangibles	-108	-61	-261	-344	-464	-578
Free cash flow	1,712	1,125	2,040	1,607	4,255	5,094
Acquisitions & disposals, net	1,938	6,091	3,556	1,000	0	0
Other investments	-5,000	-3,521	135	500	0	0
Investment cash flow	-3,281	2,456	3,389	812	-1,006	-1,074
Debt financing, net	0	0	0	0	0	0
Equity financing, net	-1,232	0	0	4,500	0	0
Dividends paid	0	0	0	0	0	0
Other financing	-1,124	-893	-1,321	-1,867	-2,404	-2,168
Financing cash flow	-2,356	-893	-1,321	2,632	-2,404	-2,168
FOREX & other effects	10	33	-96	0	0	0
Net cash flows	-3,696	2,834	4,314	5,740	1,852	2,925
Cash, start of the year	20,704	17,008	19,842	24,155	29,895	31,747
Cash, end of the year	17,008	19,842	24,156	29,895	31,747	34,672
EBITDA/share (in €)	0.06	0.00	0.09	0.18	0.30	0.34
Y-Y Growth						
Operating cash flow	-12.5%	-35.8%	89.1%	-2.0%	129.2%	17.2%
Free cash flow	-10.3%	-34.3%	81.3%	-21.2%	164.7%	19.7%
EBITDA/share	-69.9%	-98.2%	7746.3%	102.8%	62.2%	14.4%

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PRICE TARGET DATES

Unless otherwise indicated, current prices refer to the closing prices of the previous trading day.

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The present financial analysis is based on the author's own knowledge and research. The author prepared this study without any direct or indirect influence exerted on the part of the analysed company. Parts of the financial analysis were possibly provided to the analysed company prior to publication in order to avoid inaccuracies in the representation of facts. However, no substantial changes were made at the request of the analysed company following any such provision.

ASSET VALUATION SYSTEM

First Berlin's system for asset valuation is divided into an asset recommendation and a risk assessment.

ASSET RECOMMENDATION

The recommendations determined in accordance with the share price trend anticipated by First Berlin in the respectively indicated investment period are as follows:

Category		1	2
Current market capitalisation (in €)		0 - 2 billion	> 2 billion
Strong Buy ¹	An expected favourable price trend of:	> 50%	> 30%
Buy	An expected favourable price trend of:	> 25%	> 15%
Add	An expected favourable price trend of:	0% to 25%	0% to 15%
Reduce	An expected negative price trend of:	0% to -15%	0% to -10%
Sell	An expected negative price trend of:	< -15%	< -10%

¹ The expected price trend is in combination with sizable confidence in the quality and forecast security of management.

Our recommendation system places each company into one of two market capitalisation categories. Category 1 companies have a market capitalisation of €0 – €2 billion, and Category 2 companies have a market capitalisation of > €2 billion. The expected return thresholds underlying our recommendation system are lower for Category 2 companies than for Category 1 companies. This reflects the generally lower level of risk associated with higher market capitalisation companies.

RISK ASSESSMENT

The First Berlin categories for risk assessment are low, average, high and speculative. They are determined by ten factors: Corporate governance, quality of earnings, management strength, balance sheet and financial risk, competitive position, standard of financial disclosure, regulatory and political uncertainty, strength of brandname, market capitalisation and free float. These risk factors are incorporated into the First Berlin valuation models and are thus included in the target prices. First Berlin customers may request the models.

RECOMMENDATION & PRICE TARGET HISTORY

Report No.:	Date of publication	Previous day closing price	Recommendation	Price target
Initial Report	9 January 2018	€4.06	Add	€4.30
2...60	↓	↓	↓	↓
61	18 February 2025	€1.96	Buy	€2.90
62	25 February 2025	€2.30	Buy	€2.90
63	5 May 2025	€2.94	Buy	€4.10
64	28 May 2025	€3.00	Buy	€4.10
65	28 July 2025	€3.12	Buy	€5.00
66	21 August 2025	€3.50	Buy	€5.00
67	22 October 2025	€3.30	Buy	€5.00
68	21 November 2025	€2.92	Buy	€5.00
69	Today	€2.68	Buy	€5.00

INVESTMENT HORIZON

Unless otherwise stated in the financial analysis, the ratings refer to an investment period of twelve months.

UPDATES

At the time of publication of this financial analysis it is not certain whether, when and on what occasion an update will be provided. In general First Berlin strives to review the financial analysis for its topicality and, if required, to update it in a very timely manner in connection with the reporting obligations of the analysed company or on the occasion of ad hoc notifications.

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Legally required information regarding

- key sources of information in the preparation of this research report
- valuation methods and principles
- sensitivity of valuation parameters

can be accessed through the following internet link: <https://firstberlin.com/disclaimer-english-link/>

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