28 September 2026

Retail

Verkkokauppa.com

Improving consumer confidence should gradually start to be visible also in electronics. Q3 26 results due 22 October

We expect Verkkokauppa.com to have continued its sales growth in Q3 driven by the international operations. The comparison figures are clearly tougher for H2 vs H1 but the improved consumer confidence should gradually start to contribute to electronics growth towards year end. Generally improved retail sales in recent months in Finland are, in our view, supportive for outlook in the seasonally more important H2. Once volumes pick up more significantly, we believe its focus on efficiency and margins should become increasingly visible. We keep our fair value range of EUR3.8-4.2 intact.

Improving consumer confidence supports H2 outlook. Last year, Verkkokauppa.com managed to clearly accelerate its sales growth rates and margins, especially in H2. One source of improvement has been inventory management, which has offered attractive purchase prices and thus supported gross margins. Simultaneously, the company has focused on costs. The war in Iran created some volatility in the electronics segment and further tightened the competitive landscape in the early part of 2026. However, general Finnish retail sales have developed quite favourably in recent months, indicating that Finnish consumers have become a bit more active, becoming a gradually supportive driver also in more discretionary product categories for Verkkokauppa.com in H2. Longer term, gradually improving volumes combined with tight cost discipline should result in quite decent earnings growth.

Tougher comparison figures dilute improvement in Q3. The generally tougher comparison figures is likely to have mitigated Verkkokauppa.com's sales growth rates in Q3 compared to previous quarters despite more active consumers. We estimate Q3 sales growth of 5.1% (slightly above MF consensus), arising mainly from the international operations. The supportive factor for Q3 performance is likely to have been the ongoing IT replacement cycle and continuously improving BtoB sales.

Estimate changes. No major changes to our earnings estimates.

Valuation. We maintain our fair value range of EUR3.8-4.2 for Verkkokauppa.com. The mid-point implies 11.3x EV/EBIT for 2026E – 20% below the Nordic retail median – while implying 14% upside potential at the current share price.

Key data

Price (EUR)	3.52
Country	Finland
Bloomberg	VERK FH
Reuters	VERK.HE
Free float	100.0%
Market cap (EURm)	158
Net debt (current Y/E) (EURm)	-2
No. of shares (m)	45.1
Next event	Q3: 22-Oct

** Price as at 15:30 EET on 28 September 2026*

CEO	Panu Porkka
CFO	Jesper Blomster

Company description

Verkkokauppa.com is the largest ecommerce player in Finland, with a strong foothold in consumer electronics. The company's omni-channel concept, including a web store and four physical mega stores, serves consumers and B2B customers. Some 66% of Verkkokauppa.com's sales comes from online. The company's offering consists of over 60,000 SKUs, with the largest product categories being televisions, computers and mobile phones. Verkkokauppa.com is currently focusing on improving efficiency and the sizeable profit improvement programme completed in 2024 has improved the company's operational leverage significantly.

Ownership structure

Seppälä Samuli	27.6%
Varma Mutual Pension Insurance Com	9.6%
Evli Finnish Small Cap Fund	7.0%
Ilmarinen Mutual Pension Insurance Co	4.8%
Nordea Nordic Small cap fund	3.1%

Source: Company data (31 August 2026)

Estimate changes

	26E	27E	28E
Sales	0.0%	0.0%	0.0%
EBITDA	0.0%	0.0%	0.0%
EBIT (adj.)	0.0%	0.0%	0.0%
EPS (adj.)	n.m.	n.m.	n.m.

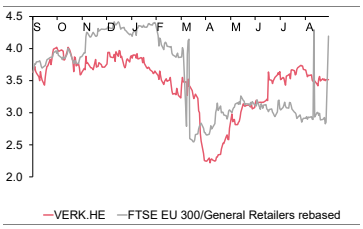
Source: Danske Bank Equity Research estimates

Key financials

Year-end Dec (EUR)	2024	2025	2026E	2027E	2028E
Revenues (m)	468	526	552	579	605
Revenues growth	-7.0%	12.5%	4.8%	4.9%	4.5%
EBITDA (m)	7.5	24.2	22.3	24.9	27.2
EBIT adj. (m)	1.8	14.9	15.2	17.4	19.5
EBIT growth	-70.4%	n.m.	2.3%	14.0%	12.4%
Pre-tax profit (m)	-1.4	15.3	13.5	15.9	18.2
EPS adj.	0.01	0.22	0.24	0.29	0.34
DPS	0.00	0.19	0.20	0.21	0.23
Dividend yield		4.9%	5.7%	6.1%	6.7%
FCFE yield (pre-IFRS16)	21.1%	9.4%	10.3%	11.5%	12.7%
EBIT margin (adj.)	0.4%	2.8%	2.8%	3.0%	3.2%
Net debt/EBITDA (x)	1.1	-0.3	-0.1	-0.1	-0.1
ROIC	5.2%	40.1%	39.2%	39.8%	39.8%
EV/sales (x)	0.1	0.3	0.3	0.3	0.2
EV/EBITDA (adj.) (x)	7.4	7.8	6.8	6.1	5.5
EV/EBITA (adj.) (x)	35.5	11.3	9.9	8.7	7.7
EV/EBIT (adj.) (x)	35.5	11.3	9.9	8.7	7.7
P/E (adj.) (x)	n.m.	18.0	14.5	12.1	10.5

Source: Company data, Danske Bank Equity Research estimates

Price performance



	1M	3M	12M	5Y
Absolute	-4%	15%	-6%	-55%
Rel. local market	n.m.	n.m.	n.m.	n.m.
Rel. EU sector	-34%	19%	-19%	-66%

Source: FactSet, Danske Bank Equity Research

Analyst(s)

Mika Karppinen

Find our research here:
https://research.danskebank.com

Important disclosures and certifications are contained from page 12 of this report

Not for US distribution

Investment summary

Over the past few years, Verkkokauppa.com has undertaken extensive restructuring to lower its fixed cost base (personnel costs and other opex) and improve its gross margins (e.g. streamlining of offering and inventory management). As the top line, after three years of decline, grew in 2025, the company has been able to deliver a clear margin improvement following a higher gross margin and leverage on the improved cost base. We believe the company has the potential to increase the top line (10-20% from the current level, we estimate) before a need to increase fixed costs, and we expect a gross margin of around 17% vs the company's target of 18% to be the new normal.

Finnish consumer sentiment has been quite cautious despite, e.g. increases in purchasing power, and the war in Iran further increased uncertainty among consumers in the early part of 2026, even though some improvement has been seen recently. While weak demand has partially overshadowed the effect of the cost actions that Verkkokauppa.com has undertaken, we find an improvement in consumer sentiment (and thus demand) to be a catalyst for Verkkokauppa.com's growth and margin improvement and the company is in its own communication confident that it will be able to grow in a weaker economic environment also. Given that over the past couple of years and especially in 2025, Verkkokauppa.com fared better than its two main competitors in terms of market share, we find that an increase in competition could temporarily hinder the continued improvement in Verkkokauppa.com's operations.

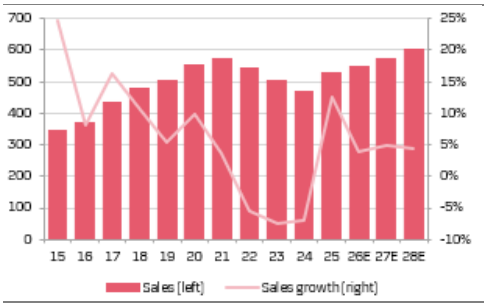
Verkkokauppa.com's main long-term market driver is capitalising on the consumer shift to online. The company aims to grow faster than the market and reach over 5% sales CAGR (2025-28) per year. This is supported by strengthening the core business (consumer electronics), expanding the assortment (e.g. private label products), moving to new markets, growing the service business and building fast delivery capability. Verkkokauppa.com targets an adjusted EBIT margin of at least 5% by 2028. We regard the company's growth target as challenging, although we expect growth in the next few years to be close to 5% on average. Reaching the margin target would require slightly higher growth, gross margins and even tighter opex discipline, in our view.

Our expectations and estimates in brief

Consumer confidence remained weak in the early part of 2026 due to the Iran war, even though some improvement has been seen recently and general retail sales have developed quite well, supporting the outlook for H2 26. Increased fuel costs affect consumers' purchasing power. We believe Verkkokauppa.com can continue to grow its sales in 2026 and onwards. We consider that this is driven by Verkkokauppa.com's own actions in the domestic market but especially in its efforts to expand sales outside of Finland. We expect sales in 2026 to increase 4.8% to EUR552m. For 2027E and 2028E, we expect growth of 4.9% and 4.5%, respectively.

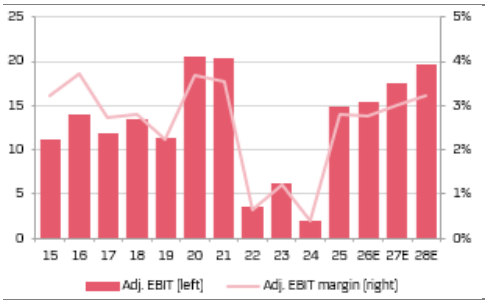
Not for US distribution

Chart 1. Sales (EURm) and sales growth (2013-28E)



Source: Company data, Danske Bank Equity Research estimates

Chart 2. Adj. EBIT (EURm) and adj. EBIT margin (2013-28E)

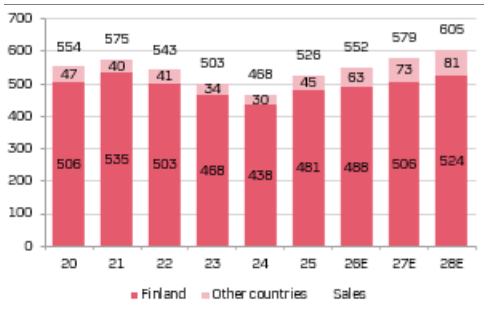


Source: Company data, Danske Bank Equity Research estimates

Over the past couple of years, Verkkokauppa.com has put more emphasis on growth outside of Finland. It seems to us that the company is now more structured in how it operates sales outside of Finland and the company's performance in Q4 25 showed very positive signs (+89% growth) and the trend also continued in H1 26. A lack of physical presence (e.g. warehouses and inventory) outside of Finland constrains growth to some extent, as we believe Verkkokauppa.com delivers all sold products from Finland.

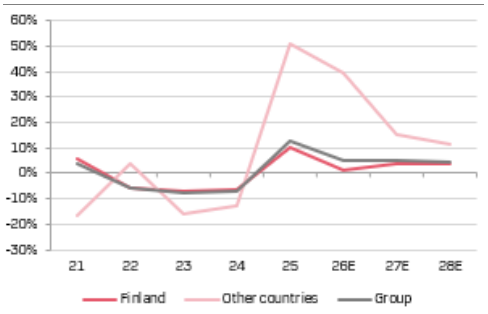
We think the company can continue to deliver significant growth outside of Finland in the coming years. We are especially intrigued by the potential from a cooperation with Amazon Sweden that could at best be a meaningful source of growth for the company (with seemingly low risks). We believe growth outside of Finland will remain in double digits in the coming years.

Chart 3. Sales (EURm) in Finland and other countries (2020-28E)



Source: Company data, Danske Bank Equity Research estimates

Chart 4. Sales growth (%) in Finland and other countries (2020-28E)

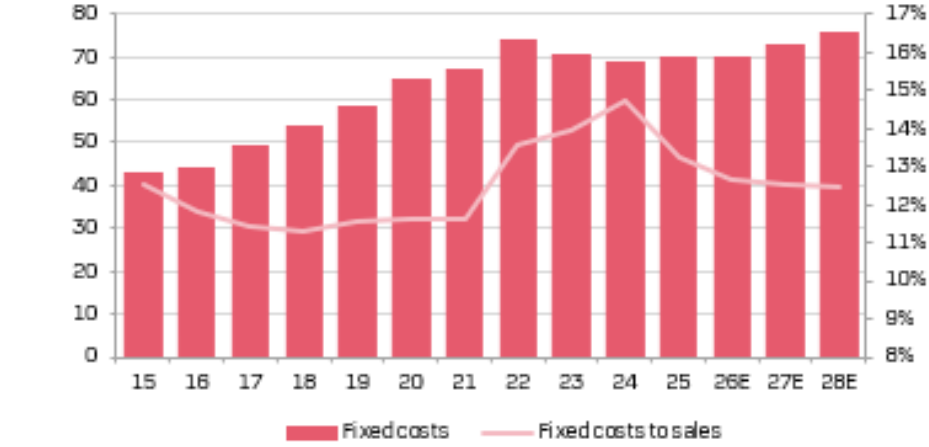


Source: Company data, Danske Bank Equity Research estimates

Having decreased by almost 5% in 2023, around 2% in 2024 but increasing by only 1.5% in 2025, we expect Verkkokauppa.com's fixed costs (personnel expenses and other opex) to grow by 0.1-3.9% annually in 2026-28E. This implies that fixed costs to sales peaked at 14.7% in 2024 while they decreased to 13.3% in 2025, and we estimate this will decrease to 12.7% in 2026E, 12.6% in 2027E and 12.4% in 2028E. This is still above Verkkokauppa.com's target of less than 12%, which we believe would require a more sizeable increase in sales.

Not for US distribution

Chart 5. Fixed costs (EURm) and fixed costs to net sales (%)



Source: Company data, Danske Bank Equity Research estimates

We expect the adjusted EBIT margin to improve from 0.4% in 2024 to 2.8% in 2026E, 3.0% in 2027E and 3.2% in 2028E. The key driver for profitability is, in our view, top-line growth and we believe the company can add 10-20% more to the top line with the current opex. Gross margins have clearly improved over the past three years, and we believe that the relatively high share of private label sales (which we estimate currently to be c.7% vs domestic competitors at c.2-3%) could make the current gross margin level sustainable. However, pushing the share of private label sales well above 10%, for example, and thus increasing the gross margin, could be challenging as many consumers prefer the A brands in several categories (e.g. phones, laptops). Finally, a key aspect in Verkkokauppa.com's margin improvement is to keep costs under control. While fixed costs have typically grown hand in hand with the top line, there was a time when Verkkokauppa.com's fixed costs increased while the top line decreased, eventually eroding margins. Here, the company needs to react somewhat faster in the future if demand turns sour again.

Table 1. Detailed estimates (EURm)

	Q1 26	Q2 26	Q3 26E	Q4 26E	2023	2024	2025	2026E	2027E	2028E	2029E
Sales	**117.9**	**123.1**	**137.9**	**172.8**	**502.9**	**467.8**	**526.5**	**551.7**	**578.7**	**604.8**	**627.8**
Growth (y/y)	6.7%	5.7%	5.1%	2.7%	-7.4%	-7.0%	12.5%	4.8%	4.9%	4.5%	3.8%
Export sales	13.5	14.1	15.0	20.6	34.5	30.1	45.4	63.3	72.7	81.1	88.4
Growth (y/y)	60.3%	63.2%	40.0%	17.0%	-15.8%	-12.7%	50.8%	39.3%	15.0%	11.5%	9.0%
% of group sales	11.5%	11.5%	10.9%	11.9%	6.9%	6.4%	8.6%	11.5%	12.6%	13.4%	14.1%
Sales excl. exports	104.4	109.0	122.9	152.2	468.4	437.7	481.1	488.4	506.0	523.7	539.4
Growth (y/y)	2.2%	1.1%	2.0%	1.0%	-6.9%	-6.5%	9.9%	1.5%	3.6%	3.5%	3.0%
Gross profit	**20.4**	**20.5**	**22.6**	**28.2**	**80.9**	**75.8**	**89.9**	**91.7**	**96.9**	**101.9**	**106.1**
Gross margin	17.3%	16.6%	16.4%	16.3%	16.1%	16.2%	17.1%	16.6%	16.8%	16.9%	16.9%
EBIT adjusted	**2.5**	**2.4**	**4.4**	**6.0**	**6.1**	**1.8**	**14.8**	**15.2**	**17.4**	**19.5**	**21.0**
EBIT-%	2.2%	1.9%	3.2%	3.5%	1.2%	0.4%	2.8%	2.8%	3.0%	3.2%	3.3%
Finance costs	-0.4	-0.5	-0.5	-0.4	-1.9	-2.0	-2.1	-1.8	-1.5	-1.3	-1.2
PTP	2.0	2.0	3.9	5.6	2.8	-1.4	15.3	13.5	15.9	18.2	19.8
Taxes	-0.4	-0.5	-0.8	-1.1	-0.7	0.6	-2.9	-2.8	-3.2	-3.6	-4.0
Tax rate (%)	20%	24%	20%	20%	25%	44%	19%	21%	20%	20%	20%
Net Income	1.6	1.5	3.1	4.5	2.1	-0.8	12.4	10.7	12.7	14.6	15.8
EPS adj.	**0.04**	**0.03**	**0.07**	**0.10**	**0.08**	**0.01**	**0.22**	**0.25**	**0.29**	**0.34**	**0.36**
EPS	0.04	0.03	0.07	0.10	0.05	-0.02	0.27	0.25	0.29	0.34	0.36
DPS	-	-	-	-	**0.00**	**0.00**	**0.19**	**0.20**	**0.21**	**0.23**	**0.25**

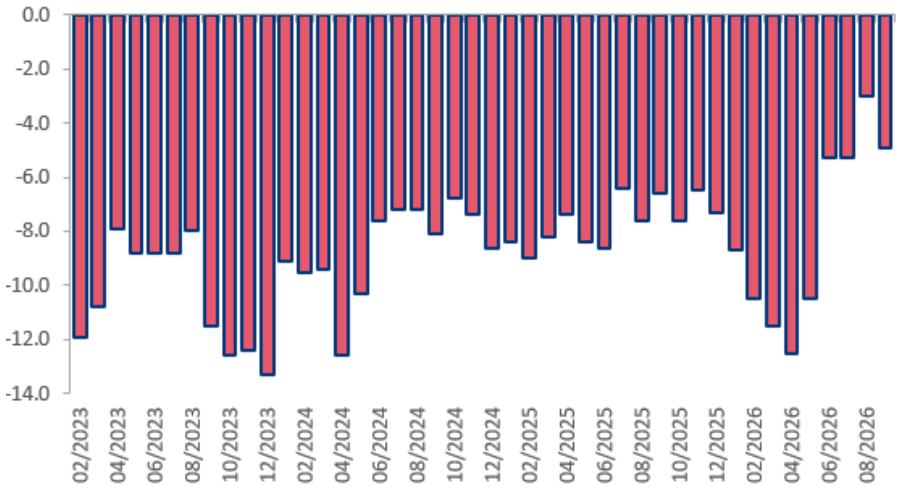
Source: Company data, Danske Bank Equity Research estimates

Not for US distribution

Q3 26E preview

Consumer confidence in Finland started to improve during the spring, even though in September, confidence weakened slightly compared to August. It seems that the weakness has mainly arisen from households, which are in the lowest income quartile; for example, students and people dependent on certain subsidies. Consumers' intentions to purchase discretionary products have remained subdued. It still seems that high unemployment and fears of losing jobs continue to affect consumer confidence and bigger investment decisions by consumers. On the positive side, intentions to purchase cars and homes have increased.

Chart 6. Consumer confidence in Finland, past three years



Source: Stat.fi, Danske Bank Equity Research estimates

General retail sales have been developing surprisingly well in recent months, albeit partly boosted by the weak comparison figures, which in Verkkokauppa.com's case are much more demanding, However, in our view, the recent retail sales data indicates that the Finnish consumer has become a bit more active recently. We expect the improved consumer confidence to be increasingly visible in growth also in more discretionary product categories towards the end of this year, which should start to support Verkkokauppa.com's sales growth.

Chart 7. Finnish retail sales development, growth y/y, %



Source: Stat.fi, Danske Bank Equity Research estimates

Not for US distribution

In Q3 26, we expect Verkkokauppa.com's sales to have grown 5.1% y/y (5.7% in Q2), driven by the foreign operations, with sales up 40% y/y. One needs to remember that the comparison figures for sales growth in H2 are much more demanding than they were for H1. However, the improved consumer confidence should become increasingly visible in the performance towards year end. We expect that slightly high comparison figures in TVs could limit growth but, for example, the ongoing IT replacement cycle on top of the BtoB sales should be growth drivers also in Finland. We expect the company's gross margin to have slightly weakened y/y due to a divested financing business. We expect to see a small underlying improvement in the gross margin, benefiting for example from improved component pricing. We expect the gross margin to come in at 16.4% vs the previous year's 16.6%. We expect adj. EBIT to total EUR4.4m vs Modular Finance consensus of EUR4.2m and the previous year's EUR3.9m.

Table 2. Danske Bank Equity Research estimates vs consensus (Modular Finance)

EURm	DBER Q3 26E	Cons. Q3 26E	Diff (%)	Q3 25	Growth y/y	DBER 2026E	Cons. 2026E	Diff (%)	DBER 2027E	Cons. 2027E	Diff (%)
Sales	137.9	137.0	1%	131.2	5%	551.7	552.6	0%	578.7	578.3	0%
Gross profit	22.6			21.8	4%	91.7			96.9		
Gross profit-%	16.4%			16.6%	-0.2pp	16.6%			16.8%		
EBIT	4.4	4.2	4%	7.2	-40%	15.2	15.0	2%	17.4	17.1	2%
EBIT adj. margin	3.2%	3.1%	0.1pp	5.5%	-2.4pp	2.8%	2.7%	0.0pp	3.0%	3.0%	0.0pp
EBIT adj.	4.4	4.2	4%	3.9	11%	15.2	15.1	1%	17.4	17.1	2%
EBIT adj. margin	3.2%	3.1%	0.1pp	3.0%	0.2pp	2.8%	2.7%	0.0pp	3.0%	3.0%	0.0pp
Net Income	3.1	3.0	4%	5.3	-41%	10.7	10.6	1%	12.7	12.4	2%
Adj. EPS (EUR)	0.07	0.07	4%	0.04	61%	0.25	0.25	0%	0.29	0.28	2%

Source: Company data, Modular Finance consensus, Danske Bank Equity Research (DBER) estimates

We do not make any changes to our estimates ahead of the Q3 26 report.

Valuation

We maintain our fair value range of EUR3.8-4.2 for Verkkokauppa.com. The midpoint implies 11.3x EV/EBIT for 2026E – 20% below the Nordic retail median – while implying 14% upside potential at the current share price. Our estimates are still below the company's own targets.

Table 3. Verkkokauppa.com valuation range (x) (%)

2026E	3.40	3.60	3.80	4.00	4.20	4.40	4.60
EV/EBIT	9.6	10.1	10.7	11.3	11.9	12.4	13.0
vs. Nordic retail	*-32%*	*-28%*	*-24%*	*-20%*	*-16%*	*-12%*	*-8%*
vs. European online	*-39%*	*-35%*	*-31%*	*-28%*	*-24%*	*-20%*	*-17%*
P/E	13.8	14.6	15.5	16.3	17.1	17.9	18.7
Dividend yield	5.9%	5.6%	5.3%	5.0%	4.8%	4.6%	4.4%
Upside to current share price	-3.3%	2.4%	8.1%	13.8%	19.5%	25.2%	30.9%

2027E	3.40	3.60	3.80	4.00	4.20	4.40	4.60
EV/EBIT	8.4	8.9	9.4	9.9	10.4	10.9	11.4
vs. Nordic retail	*-38%*	*-34%*	*-31%*	*-27%*	*-23%*	*-20%*	*-16%*
vs. European online	*-22%*	*-18%*	*-13%*	*-8%*	*-4%*	*1%*	*5%*
P/E	11.7	12.3	13.0	13.7	14.4	15.1	15.8
Dividend yield	6.3%	5.9%	5.6%	5.3%	5.1%	4.8%	4.6%
Upside to current share price	-3.3%	2.4%	8.1%	13.8%	19.5%	25.2%	30.9%

** Prices as at 15:30 EET on 28 September 2026*

Source: LSEG Data & Analytics, Danske Bank Equity Research estimates

Not for US distribution

Table 4. Peer group comparison

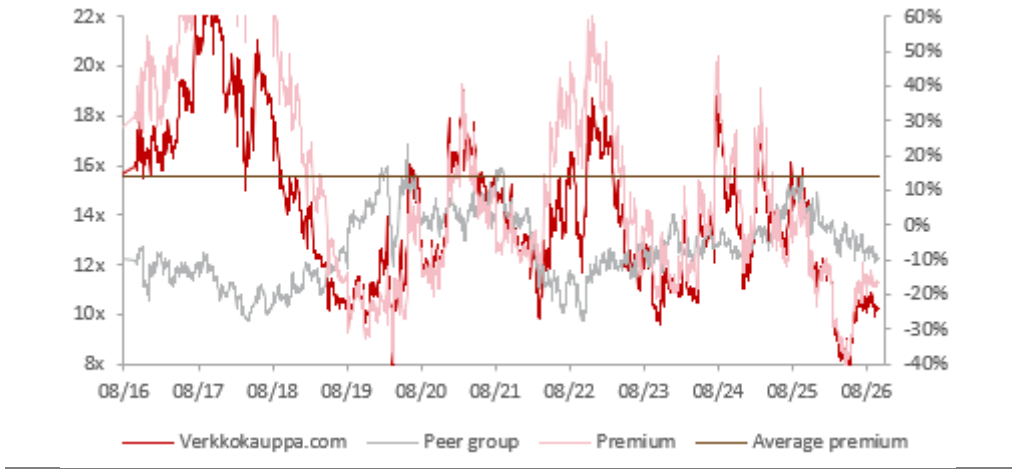
Company	Ticker	Price (local ccy)	Market cap (MEUR)	EV/Sales (x) 2026E	EV/EBIT (x) 2026E	EV/EBIT (x) 2027E	EV/EBITDA (x) 2026E	EV/EBITDA (x) 2027E	P/E (x) 2026E	P/E (x) 2027E	EBIT-% 2025E	Div. yield 2026E
Nordic brick & mortar												
Europris	EPR NO	81.3	1,254	1.2	13.0	10.8	7.4	6.6	14.9	11.6	9.4%	5.0%
Clas Ohlson	CLASB SS	433.6	2,275	2.1	17.1	13.6	11.7	9.6	21.7	19.0	12.4%	2.8%
Puuilo	PUUILO FH	17.5	1,475	2.6	15.5	17.1	12.0	13.4	18.4	21.2	18.1%	4.5%
Matas	MATAS DC	84.2	422	0.9	14.2	13.8	6.5	6.0	16.4	8.4	6.5%	3.2%
Tokmanni	TOKMAN FH	6.9	405	0.7	15.4	13.7	5.8	5.4	10.8	8.6	4.0%	6.3%
BHG Group	BHG SS	20.0	316	0.5	13.6	9.5	6.7	5.8	17.1	11.4	3.7%	0.0%
Byggmax	BMAX SE	53.2	277	0.8	13.4	12.3	5.1	4.9	12.5	11.2	6.0%	4.5%
European retailers												
Ceconomy	CEC GY	4.0	1,926	0.1	6.7	6.3	2.8	2.7	7.1	6.3	2.0%	3.7%
Currys	CURY LN	1.5	1,832	0.2	8.5	9.0	4.0	4.4	8.1	10.4	2.7%	2.3%
Fnac Darty	FNAC FP	34.5	1,023	0.3	14.6	13.4	4.6	4.5	14.4	11.4	2.1%	3.6%
European online												
Boozt	BOOZT SS	145.1	774	1.0	15.6	13.4	10.5	9.2	19.7	16.6	6.6%	0.0%
Dustin Group	DUST SS	1.7	209	0.2	14.9	10.8	7.0	5.6	7.9	7.9	1.2%	5.8%
Komplett	KOMPL NO	6.9	112	0.1	18.5	9.5	4.5	3.7	-40.7	14.1	0.8%	0.0%
Zalando	ZAL GR	22.0	5,513	0.4	10.3	7.8	5.1	4.5	19.3	12.2	3.7%	0.0%
ASOS	ASC LN	5.1	708	0.5	126.8	45.4	7.0	6.3	-12.5	-18.7	0.5%	0.0%
Nordic brick & mortar, median				0.9	14.2	13.6	6.7	6.0	16.4	11.4	6.5%	4.5%
European online, median			0.4	15.6	10.8	7.0	5.6	7.9	12.2	1.2%	0.0%	0.0%
Verkkokauppa.com	**VERK FH**	**3.5**	**159**	**0.3**	**9.9**	**8.7**	**6.8**	**6.1**	**14.5**	**12.1**	**2.8%**	**5.7%**
Verkkokauppa.com vs. Nordic median				-70%	-30%	-36%	1%	1%	-11%	6%	-3.7pp	1.3pp
Verkkokauppa.com vs. Europe online average				-31%	-37%	-20%	-4%	9%	84%	-2%	1.5pp	5.7pp

** Prices as at 15:30 EET on 28 September 2026*

Source: LSEG Data & Analytics prices and peers, Danske Bank Equity Research (DBER) estimates for Verkkokauppa.com

Verkkokauppa.com's forward EV/EBIT valuation has clearly declined since February. We believe that the weakness reflects worries around the war in Iran, and the implications for consumers and component cost inflation. Historically, Verkkokauppa.com has traded at a premium of 16% to Nordic retailing peers while now it is trading at a discount of 20%, and the absolute valuation multiple has declined to record low levels. In our view, the shares have over-reacted to the general worries in the market while the electronics and retail market data already indicate a clear relief after the weakness seen in March due to the war in Iran.

Chart 7. Verkkokauppa.com forward EV/EBIT vs peers



** Prices as at 15:30 EET on 28 September 2026*

Source: LSEG Data & Analytics, Danske Bank Equity Research

Not for US distribution

Key risks

Changes in consumer confidence and discretionary spend. Many of Verkkokauppa.com's products, especially products in the core categories, are discretionary in nature. Some of the products may be expensive, with a long replacement cycle. If consumer confidence is weak and/or disposable income decreases, this might negatively affect demand for Verkkokauppa.com's products.

Changes in consumer behaviour and consumption patterns. Changes in consumption behaviour or alternative sales channels becoming more common may reduce demand for Verkkokauppa.com's products. For example, the company benefited from the COVID-19 pandemic as consumers stayed at home more and upgraded home offices and other equipment. However, since the pandemic, demand has been significantly lower, partly as consumer behaviour and consumption patterns have shifted.

Increasing competition and/or competitor efforts to take market share by discounting. Verkkokauppa.com's customer promise is to sell its products at 'probably always lower prices'. Increased competition and/or competitor efforts to take market share by discounting could have a negative impact on Verkkokauppa.com's business or profitability if it wants to keep its customer promise.

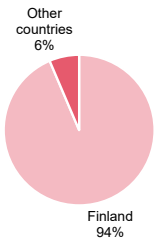
Business is seasonal and the fourth quarter is the most important of the year. A successful Q4 is usually a pre-requisite to achieving full-year targets.

Brand image and reputation. Verkkokauppa.com's brand and reputation are among the company's most significant assets. Any bad publicity could harm Verkkokauppa.com's ability to attract customers and personnel. Verkkokauppa.com is perceived as having low prices; however, an excessive focus on margins could distort the price image, leading to the company becoming less attractive to consumers.

Not for US distribution

Company summary

Sales breakdown by geographical area



Sales breakdown by division

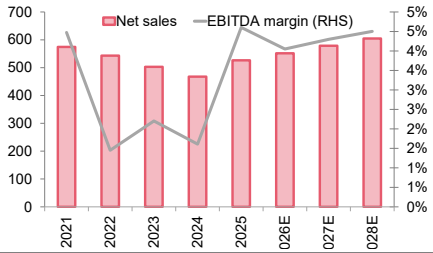
Company information

Verkkokauppa.com
Tyynenmerenkatu 11, 00220 Helsinki
Finland
https://investors.verkkokauppa.com/

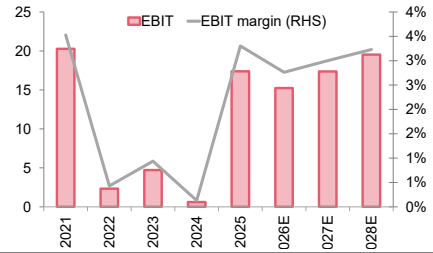
Main shareholders

Name	Votes (%)	Capital (%)
Seppälä Samuli	27.6%	27.6%
Varma Mutual Pension Insurance Company	9.6%	9.6%
Evli Finnish Small Cap Fund	7.0%	7.0%
Ilmarinen Mutual Pension Insurance Compa	4.8%	4.8%
Nordea Nordic Small cap fund	3.1%	3.1%

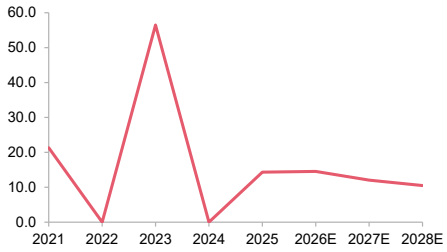
Net sales and EBITDA margin (EURm)



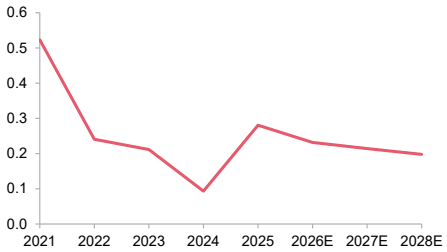
EBIT and EBIT margin (EURm)



P/E NTM (x)



EV/sales NTM (x)



Source: FactSet, Company data, Danske Bank Equity Research estimates

Click here for link to ESG webpage for all companies under coverage.

Not for US distribution

Summary tables

INCOME STATEMENT

Year end Dec, EURm	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
Net sales	504	554	575	543	503	468	526	552	579	605
Cost of sales & operating costs	-488	-529	-550	-536	-492	-461	-506	-530	-554	-578
EBITDA	**16.3**	**24.9**	**25.7**	**7.9**	**11.1**	**7.5**	**24.2**	**22.3**	**24.9**	**27.2**
EBITDA, adj.	16.3	25.7	25.7	9.1	12.5	8.7	21.7	22.3	24.9	27.2
Depreciation	-4.5	-4.6	-4.8	-5.6	-6.4	-6.9	-6.8	-7.1	-7.5	-7.7
EBITA	**11.9**	**20.3**	**20.9**	**2.3**	**4.7**	**0.6**	**17.4**	**15.2**	**17.4**	**19.5**
EBIT incl. EO, bef. ass.	**11.3**	**19.6**	**20.3**	**2.3**	**4.7**	**0.6**	**17.4**	**15.2**	**17.4**	**19.5**
EBIT, adj.	11.3	20.4	20.3	3.5	6.1	1.8	14.9	15.2	17.4	19.5
Financial items, net	-1.5	-1.4	-1.3	-1.7	-1.9	-2.0	-2.1	-1.8	-1.5	-1.3
Pre-tax profit	**9.8**	**18.2**	**18.9**	**0.7**	**2.8**	**-1.4**	**15.3**	**13.5**	**15.9**	**18.2**
Taxes	-2.0	-3.5	-3.9	-0.3	-0.7	0.6	-2.9	-2.8	-3.2	-3.6
Net profit, rep.	**7.8**	**14.7**	**15.1**	**0.4**	**2.1**	**-0.8**	**12.4**	**10.7**	**12.7**	**14.6**
Net profit, adj.	7.8	15.5	15.1	1.5	3.5	0.4	9.9	10.7	12.7	14.6

CASH FLOW

EURm	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
EBITDA	16.3	24.9	25.7	7.9	11.1	7.5	24.2	22.3	24.9	27.2
Change in working capital	-13.6	-4.8	-14.0	-2.4	10.3	8.1	1.3	1.1	-0.2	-0.4
Net interest paid	-1.5	-1.4	-1.3	-1.7	-1.7	-2.2	-1.0	-1.8	-1.5	-1.3
Taxes paid	-2.3	-2.0	-3.5	-3.0	0.4	0.0	-2.0	-2.8	-3.2	-3.6
Other operating cash items	8.9			0.7	0.3	-0.5	-0.9			
Cash flow from operations	**7.8**	**16.8**	**6.8**	**1.5**	**20.3**	**12.9**	**21.6**	**19.0**	**20.0**	**21.8**
Capex	-1.2	-1.4	-4.9	-9.3	-2.4	-1.8	-2.8	-3.6	-2.9	-3.0
Div to min										
Free cash flow	**6.6**	**15.4**	**1.9**	**-7.8**	**17.9**	**11.1**	**18.8**	**15.4**	**17.1**	**18.8**
Disposals/(acquisitions)				-4.6	0.4					
Free cash flow to equity	**6.6**	**15.4**	**1.9**	**-12.4**	**18.3**	**11.1**	**18.8**	**15.4**	**17.1**	**18.8**
Dividend paid	-8.9	-9.6	-20.1	-11.1				-8.4	-8.8	-9.3
Share buybacks	-0.2	-1.5					-1.0	-5.0		
New issue common stock										
Incr./(decr.) in debt				25.0	-2.8	-2.3	-2.0			
Minorities & other financing CF	0.5	-3.7	-4.0	0.5	-4.8	-5.1	-4.1	-6.5	-4.5	-5.2
Cash flow from financing	**-8.6**	**-14.8**	**-24.1**	**12.7**	**-7.6**	**-7.4**	**-7.1**	**-20.0**	**-13.3**	**-14.4**
Disc. ops & other	-4.2									
Incr./(decr.) in cash	**-4.3**	**0.6**	**-22.2**	**0.3**	**10.7**	**3.7**	**11.7**	**-4.6**	**3.8**	**4.4**

BALANCE SHEET

EURm	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
Cash & cash equivalents	42.5	43.1	20.9	21.2	31.9	35.6	47.3	42.7	46.5	50.8
Inventory	66.7	75.4	87.8	74.8	62.7	51.1	64.9	68.0	71.8	75.6
Trade receivables	16.5	21.9	26.9	35.8	45.1	39.2	6.8	7.1	7.5	7.8
Other current assets	6.3	9.4	8.6	9.7	11.0	13.2	17.8	18.7	19.6	20.5
Goodwill				2.8	2.8	2.8	2.8	2.8	2.8	2.8
Other intangible assets	0.6	0.8	1.4	3.8	5.0	4.5	4.3	5.3	6.3	7.3
Fixed tangible assets	2.4	2.2	5.2	6.8	5.8	5.5	6.2	5.6	4.5	4.0
Associated companies										
Other non-current assets	1.5	3.5	5.7	4.5	1.6	2.3	1.9	1.9	1.9	1.9
Total assets	**160**	**174**	**172**	**172**	**179**	**178**	**173**	**175**	**188**	**202**
Shareholders' equity	**36.6**	**40.5**	**35.7**	**26.5**	**28.5**	**27.9**	**39.4**	**36.6**	**40.6**	**45.9**
Of which minority interests										
Current liabilities	99.5	109	114	104	112	104	92.2	97.6	102	107
Interest-bearing debt				24.1	21.3	19.0	17.4	17.4	17.4	17.4
Pension liabilities										
Oth non-curr. liabilities	0.7	2.2	2.6	0.9	1.1	0.3	0.4	0.4	0.4	0.4
Total liabilities	**124**	**133**	**137**	**146**	**151**	**150**	**134**	**139**	**147**	**156**
Total liabilities and equity	**160**	**174**	**172**	**172**	**179**	**178**	**173**	**175**	**188**	**202**
Net debt	-42.5	-43.1	-20.9	2.9	-10.6	-16.6	-29.8	-25.2	-29.0	-33.4

Source: Company data, Danske Bank Equity Research estimates

Not for US distribution

Summary tables

PER SHARE DATA	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
No. of shares, fully diluted (y.e.) (m)	45.1	45.1	45.1	45.1	45.1	45.1	45.1	43.5	43.5	43.5
No. of shares, fully diluted (avg.) (m)	45.1	45.1	45.1	45.1	45.1	45.1	45.1	44.3	43.5	43.5
EPS (EUR)	0.17	0.33	0.33	0.01	0.05	-0.02	0.27	0.24	0.29	0.34
EPS adj. (EUR)	0.17	0.34	0.33	0.03	0.08	0.01	0.22	0.24	0.29	0.34
DPS (EUR)	0.21	0.45	0.25	0.00	0.00	0.00	0.19	0.20	0.21	0.23
CFFO/share (EUR)	0.2	0.4	0.2	0.1	0.5	0.3	0.4	0.4	0.5	0.5
Book value/share (EUR)	0.81	0.90	0.79	0.59	0.63	0.62	0.87	0.84	0.93	1.05

MARGINS AND GROWTH	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
EBITDA margin	3.2%	4.5%	4.5%	1.5%	2.2%	1.6%	4.6%	4.1%	4.3%	4.5%
EBITA margin	2.4%	3.7%	3.6%	0.4%	0.9%	0.1%	3.3%	2.8%	3.0%	3.2%
EBIT margin	2.2%	3.5%	3.5%	0.4%	0.9%	0.1%	3.3%	2.8%	3.0%	3.2%
EBIT adj margin	2.2%	3.7%	3.5%	0.6%	1.2%	0.4%	2.8%	2.8%	3.0%	3.2%
Sales growth	5.5%	9.8%	3.8%	-5.5%	-7.4%	-7.0%	12.5%	4.8%	4.9%	4.5%
EBITDA growth	-11.3%	52.4%	3.3%	-69.3%	40.5%	-32.1%	n.m.	-7.8%	11.3%	9.5%
EBITA growth	-14.6%	70.9%	3.4%	-88.9%	n.m.	-87.1%	n.m.	-12.4%	14.0%	12.4%
EPS adj growth	-16.3%	97.8%	-2.5%	-89.8%	n.m.	-88.6%	n.m.	10.2%	20.7%	14.9%

PROFITABILITY	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
ROIC (after tax, incl. GW, adj.)	54.2%	87.1%	57.5%	7.4%	12.5%	5.2%	40.1%	39.2%	39.8%	39.8%
ROIC (after tax, excl. GW, adj.)	54.2%	87.1%	57.5%	7.7%	13.4%	5.7%	44.2%	43.1%	43.2%	42.8%
ROE (adj.)	21.1%	40.1%	39.5%	5.0%	12.6%	1.4%	29.4%	28.2%	32.9%	33.8%
ROIC (adj.) - WACC	44.2%	77.1%	47.5%	-2.6%	2.5%	-4.8%	30.1%	29.2%	29.8%	29.8%

MARKET VALUE	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
Share price (EUR)	3.53	7.12	7.13	2.84	2.60	1.34	3.94	3.52	3.52	3.52
No. shares reduced by buybacks (m)	45.1	45.1	45.1	45.1	45.1	45.1	45.1	43.5	43.5	43.5
Mkt cap used in EV (m)	**159**	**321**	**321**	**128**	**117**	**60**	**178**	**153**	**153**	**153**
Net debt, year-end (m)	-19	-21	-1	20	8	4	-9	-2	-2	-2
MV of min/ass and oth (m)	0	0	0	0	0	0	0	0	0	0
Enterprise value (m)	**140**	**300**	**321**	**148**	**125**	**64**	**169**	**151**	**151**	**151**

VALUATION	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
EV/sales (x)	0.28	0.54	0.56	0.27	0.25	0.14	0.32	0.27	0.26	0.25
EV/EBITDA (x)	8.6	11.7	12.5	16.3	10.0	7.4	7.8	6.8	6.1	5.5
EV/EBITA (x)	11.8	14.2	15.3	42.1	20.4	35.5	11.3	9.9	8.7	7.7
EV/EBIT (x)	12.4	14.7	15.8	42.1	20.4	35.5	11.3	9.9	8.7	7.7
P/E (reported) (x)	20.4	21.9	21.3	n.m.	56.5	n.m.	14.3	14.5	12.1	10.5
P/E (adj.) (x)	20.4	20.8	21.3	83.0	33.7	n.m.	18.0	14.5	12.1	10.5
P/BV (x)	4.35	7.91	9.00	4.82	4.10	2.16	4.51	4.18	3.77	3.34
EV/invested capital (x)	8.0	14.4	8.7	3.4	3.7	2.3	6.2	4.9	4.3	3.8
Dividend yield	6.06%	6.32%	3.45%				4.92%	5.73%	6.06%	6.67%
Total yield (incl. buybacks)	6.19%	6.79%	3.45%				5.48%	8.95%	6.06%	6.67%
FCFE-yield	4.16%	4.79%	0.59%	-6.10%	15.30%	18.41%	10.60%	10.03%	11.16%	12.30%

FINANCIAL RATIOS	2019	2020	2021	2022	2023	2024	2025	2026E	2027E	2028E
Net debt/EBITDA (x)	-1.2	-0.8	-0.0	2.2	0.5	1.1	-0.3	-0.1	-0.1	-0.1
Net debt/equity (x), year-end	-0.5	-0.5	-0.0	0.7	0.2	0.4	-0.2	-0.1	-0.0	-0.1
Dividend payout ratio	123.4%	138.4%	73.6%	0.0%	0.0%	0.0%	70.6%	83.4%	73.0%	70.0%
Interest coverage (x)	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.
Cash conversion (FCF/net profit)	84.6%	104.9%	12.6%	n.m.	864.6%	n.m.	151.9%	143.5%	134.5%	129.0%
Capex/sales	0.2%	0.3%	0.9%	1.7%	0.5%	0.4%	0.5%	0.7%	0.5%	0.5%
NWC/sales	-2.0%	-0.4%	1.7%	3.0%	1.4%	-0.2%	-0.5%	-0.7%	-0.6%	-0.5%

QUARTERLY P&L	Q1 25	Q2 25	Q3 25	Q4 25	Q1 26	Q2 26	Q3 26E	Q4 26E
Sales (m)	111	116	131	168	118	123	138	173
EBITDA (m)	4.9	3.4	1.6	14.3	4.2	4.2	6.1	7.8
EBIT before non-recurring items (m)	3.2	2.0	3.9	5.8	2.4	2.5	4.4	6.0
Net profit (adj.) (m)	2.0	1.2	2.0	4.7	1.6	1.5	3.1	4.5
EPS (adj.) (EUR)	0.04	0.03	0.04	0.10	0.04	0.03	0.07	0.10
EBITDA margin	4.4%	3.0%	1.2%	8.5%	3.6%	3.4%	4.4%	4.5%
EBIT margin (adj.)	2.9%	1.7%	3.0%	3.5%	2.1%	2.0%	3.2%	3.5%

Source: Company data, Danske Bank Equity Research estimates

Not for US distribution

Disclosures

This commissioned research report has been prepared by Equity Research, a division of Danske Bank A/S ('Danske Bank'). The author of this research report is Mika Karppinen.

This commissioned research report should be considered marketing material, as it has been requested and paid for by Verkkokauppa.com and has therefore not been prepared in accordance with the legal requirements designed to promote the independence of investment research. However, the report is still subject to prohibition on dealing ahead of the dissemination of the report.

Analyst certification

Each research analyst responsible for the content of this commissioned research report certifies that the views expressed in the research report accurately reflect the research analyst's personal view about the financial instruments and issuers covered by the research report.

Regulation

Danske Bank is authorised and regulated by the Danish Financial Services Authority (Finanstilsynet). Danske Bank is authorised by the Prudential Regulation Authority in the UK and subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority. Details about the extent of our regulation by the Prudential Regulation Authority are available from us on request.

Danske Bank's commissioned research reports are prepared in accordance with the recommendations of Capital Market Denmark.

Conflicts of interest

Danske Bank has established procedures to prevent conflicts of interest and to ensure the provision of high-quality research based on research objectivity and independence from outside influences. These procedures are documented in Danske Bank's research policies. Employees within Danske Bank's Research Departments have been instructed that any request that might impair the objectivity of research and independence from outside influence of research shall be referred to Research Management and the Compliance Department. Danske Bank's Research Departments are physically separated from other business areas within Danske Bank and surrounded by arrangements (Chinese Walls) to restrict the flows of sensitive information.

Research analysts are remunerated in part based on the overall profitability of Danske Bank, which includes investment banking revenues, but do not receive bonuses or other remuneration linked to specific corporate finance or debt capital transactions.

Danske Bank, its affiliates, subsidiaries and staff may perform services for or solicit business from Verkkokauppa.com and may hold long or short positions in, or otherwise be interested in, the financial instruments mentioned in this research report. The Equity and Corporate Bonds analysts of Danske Bank and persons in other departments of Danske Bank with which the relevant analysts have close links are not permitted to invest in 1) financial instruments that are covered by the relevant Equity or Corporate Bonds analyst and 2) the research sector within the geographical area (the Nordics) to which the analyst is linked.

Danske Bank, its affiliates and subsidiaries are engaged in commercial banking, securities underwriting, dealing, trading, brokerage, investment management, investment banking, custody and other financial services activities, may be a lender to Verkkokauppa.com and have whatever rights as are available to a creditor under applicable law and the applicable loan and credit agreements. At any time, Danske Bank, its affiliates and subsidiaries may have credit or other information regarding Verkkokauppa.com that is not available to or may not be used by the personnel responsible for the preparation of this report, which might affect the analysis and opinions expressed in this research report.

Danske Bank is a market maker and a liquidity provider and may hold positions in the financial instruments of the issuer(s) mentioned in this research report.

No parts of this research report have been disclosed to Verkkokauppa.com for factual check.

As an investment bank, Danske Bank, its affiliates and subsidiaries provide a variety of financial services, including investment banking services. It is possible that Danske Bank and/or its affiliates and/or its subsidiaries might seek to become engaged to provide such services to Verkkokauppa.com in the next three months.

Financial models and/or methodology used in this research report

Investment views and opinions in this research report are formed on the basis of a combined selection of discounted cash flow analysis, industry knowledge, peer group analysis and company-specific and market technical elements (events affecting both the financial and operational profile of the company). Forecasting of company sales and earnings is based on segmented bottom-up models using subjective views of relevant future market developments. In addition, the expected macroeconomic environment is taken into account. The output is aggregated into models for group profit and loss, balance sheets and cash flow estimates – all taking into account the recent development in historical research reports.

More information about the valuation and/or methodology and the underlying assumptions is accessible via *https://www.danskebank.com/equityresearch*.

Risk warning

Major risks connected with investment views or opinions in this research report, including a sensitivity analysis of relevant assumptions, are stated throughout the text.

Expected updates

This research product will be updated on a semi-annual basis as a minimum.

Completion and first dissemination

The completion date and time in this research report mean the date and time when the author hands over the final version of the research report to Danske Bank's editing function for legal review and editing.

The date and time of first dissemination mean the date and estimated time of the first dissemination of this research report. The estimated time may deviate up to 15 minutes from the effective dissemination time due to technical limitations.

See the back page of this research report for the date and time of first dissemination.

Recommendation structure

This report does not have a target price or a buy/sell recommendation but it does include a valuation discussion and a suggested valuation range.

Not for US distribution

Validity time period

This communication as well as previous communications referred to below are valid until the earlier of (a) dissemination of a superseding communication by the author, or (b) significant changes in circumstances following its dissemination, including events relating to the market or the issuer, which can influence the price of the issuer or financial instrument.

General disclaimer

This commissioned research report has been prepared by Danske Bank A/S. It is provided for informational purposes only and should not be considered investment, legal or tax advice. It does not constitute or form part of, and shall under no circumstances be considered as, an offer to sell or a solicitation of an offer to purchase or sell any relevant financial instruments (i.e. financial instruments mentioned herein or other financial instruments of any issuer mentioned herein and/or options, warrants, rights or other interests with respect to any such financial instruments) ('Relevant Financial Instruments').

This commissioned research report has been prepared independently and solely on the basis of publicly available information that Danske Bank A/S considers to be reliable but Danske Bank A/S has not independently verified the contents hereof. While reasonable care has been taken to ensure that its contents are not untrue or misleading, no representation or warranty, express or implied, is made as to and no reliance should be placed on the fairness, accuracy, completeness or reasonableness of the information, opinions and projections contained in this commissioned research report and Danske Bank A/S, its affiliates and subsidiaries accept no liability whatsoever for any direct or consequential loss, including without limitation any loss of profits, arising from reliance on this commissioned research report.

The opinions expressed herein are the opinions of the research analysts and reflect their opinion as of the date hereof. These opinions are subject to change and Danske Bank A/S does not undertake to notify any recipient of this research report of any such change nor of any other changes related to the information provided in this commissioned research report.

This commissioned research is not intended for, and may not be redistributed to, retail customers in the United Kingdom and may under no circumstances be distributed in the United States.

This research report is protected by copyright and is intended solely for the designated addressee. It may not be reproduced or distributed, in whole or in part, by any recipient for any purpose without Danske Bank A/S's prior written consent.

Disclaimer related to distribution in the United Kingdom

In the United Kingdom, this document is for distribution only to (I) persons who have professional experience in matters relating to investments falling within article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the 'Order'); (II) high net worth entities falling within article 49(2)(a) to (d) of the Order; or (III) persons who are an elective professional client or a per se professional client under Chapter 3 of the FCA Conduct of Business Sourcebook (all such persons together being referred to as 'Relevant Persons'). In the United Kingdom, this document is directed only at Relevant Persons, and other persons should not act or rely on this document or any of its contents.

Disclaimer related to distribution in the European Economic Area

This document is being distributed to and is directed only at persons in member states of the European Economic Area ('EEA') who are 'Qualified Investors' within the meaning of Article 2(e) of the Prospectus Regulation (Regulation (EU) 2017/1129) ('Qualified Investors'). Any person in the EEA who receives this document will be deemed to have represented and agreed that it is a Qualified Investor. Any such recipient will also be deemed to have represented and agreed that it has not received this document on behalf of persons in the EEA other than Qualified Investors or persons in the UK and member states (where equivalent legislation exists) for whom the investor has authority to make decisions on a wholly discretionary basis. Danske Bank A/S will rely on the truth and accuracy of the foregoing representations and agreements. Any person in the EEA who is not a Qualified Investor should not act or rely on this document or any of its contents.

Report completed: 28 September 2026 at 14:55 CET
Report disseminated: 28 September 2026 at 16:15 CET

Not for US distribution