

# Hopscotch

## Record FY2023; strong value proposition for 2024E

### 2023 operating profit at the highest level

The group published record annual results, despite exceptional expenses to prepare for growth. FY operating profit amounted to € 9.9 M (+6% YoY), c.5% above our estimate. The operating margin was 10.7%, stable compared to last year and in line with guidance. In H2, operating profit came out at € 8.8 M. However, these good performances have included exceptional investments in prospecting & innovation to prepare for 2024 and its major sporting and cultural events. According to management, the normative result would have easily exceeded € 10 M. Non-recurring financial charges (€ 850 k) impacted the net result, which came to € 5.2 M (vs € 6.0 M last year).

### Strong financial situation that allows future acquisitions

The financial structure is still solid (net cash) and improving. The Board proposed a dividend of € 0.65 per share (vs. € 0.50 in 2023). Furthermore, we emphasize that treasury shares (c.132 k) have a value of c.2.5 M€. Acquisitions are a lever for the group's growth, which targets sectoral and/or geographic collaborations. The group signed the acquisition of Interface Tourism in July 2023 (€ 20 M turnover and € 8 M in GM) and remains on the path of acquisitions. Hopscotch aims to become a world leader in destination marketing.

### Acquisition of Sopexa minority interests: accretive impact

During the analysts meeting, management announced ongoing discussions regarding the buyout of minority interests in Sopexa, currently 66% owned. We estimate the cost at c.€ 6 M (financed by debt), with an accretive impact on net income of around 8%. On a strategic level, the group will have access to Sopexa's cash situation and will be able to work on implementing additional synergies, particularly in tourism. Our estimates do not yet include this operation, which we are awaiting closing.

### 2024 will benefit from sport events & the Paris Motor Show

Mid- year sport events program has begun to contribute to momentum in H2 2023, but the biggest impact should be on FY2024. Activity should also be supported by the Paris Motor Show, among other major events.

### Attractive valuation – PO to € 30.80 - Strong Buy reiterated

On the back of the publication and analysts meeting, we raised our operating profit estimates by around 5% for 2024-25E. We have not yet integrated the future impact Sopexa's minority interests buyout, pending closing. **We raised our target price to € 30.80** (vs. € 29.80 previously), based on the average of DCF and stock market comparables. The upside potential is very significant at +57% and **we reiterate our Strong Buy opinion**. Shares trade on attractive levels: at about 3.2x EV/EBITDA NTM (12-month rolling) and 8x PE NTM.

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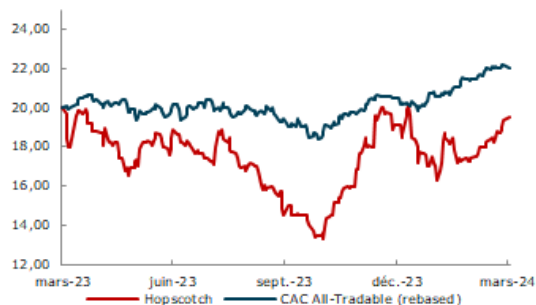
<b>Opinion</b>	<b>1. Strong Buy</b>
Closing price on 3 April 2024	€ 19.7
Price objective	€ 30.8 (+56.5 %)

#### Market data

Bloomberg Ticker	HOP:FP
Market capitalisation (€m)	59.2
Enterprise value (€m)	60.7
Free Float (€m)	18.52 (31.30 %)
Number of shares	3 003 722
Daily volume	€ 8 972
Capital turnover rate (1 year)	1.9%
High (52 weeks)	€ 20.1
Low (52 weeks)	€ 13.3

#### Performances

Absolute perf.	1 month	6 months	12 months
	12%	32%	-2%



#### Ownership

Founders : 27,60% ; Reworld Media : 26.41 % ;  
Flottant : 31.30 %

#### Agenda

2 May 2024 : Q1 2024 sales (after market)

#### Key figures

	2022	2023	2024E	2025E	2026E
GM (€m)	86,4	93,0	106,5	111,4	113,7
Change (%)	28,8%	7,6%	14,5%	4,7%	2,0%
EBITDA (€m)	13,8	14,4	16,8	17,8	18,1
EBIT (€m)	9,0	9,6	12,0	13,0	13,3
Ebit margin (%)	10,5%	10,3%	11,3%	11,7%	11,7%
Net profit (€m)	6,1	5,2	8,4	9,1	9,4
Net margin (%)	7,0%	5,6%	7,9%	8,2%	8,3%
EPS	2,12	1,81	2,58	2,80	2,88

#### Ratios

	2022	2023	2024E	2025E	2026E
EV / GM	0,7	0,6	0,5	0,4	0,4
EV / EBITDA	4,1	4,2	3,5	2,8	2,3
EV / EBIT	na	6,3	4,8	3,8	3,1
P / E	na	11,3	7,0	6,4	6,2
Gearing (%)	-25%	-30%	-28%	-39%	-46%
Net debt/EBITDA	-50%	-67%	-71%	-113%	-157%
ROCE (%)	22%	16%	20%	18%	15%

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## Company presentation

### Communication consultancy, Digital, PR, Influence, Events

Hopscotch is the leading public relations (PR) group in France and the third largest communications group. It is run by its founders and managers, driven by complementary expertise. With more than 800 employees, the group has published 2022 turnover of € 272 M and gross margin of € 93 M. Hopscotch listed on Euronext Growth Paris on 27 July 2022.

### Mix of all communications fields

Hopscotch combines all communication expertise: digital, Public Relations & influence, events, activation, public affairs and marketing services. The group structures its expertise around agencies bearing its name "Hopscotch" (Event / PR / Travel / Decision makers / Congresses), and specialized agencies: Sopexa, Heaven, Sagarmatha, Human to Human, Le Public Système Cinéma, Le Public PR system, Sport (Alizeum, Sport&Co and Uniteam).

### Expanding international footprint

The group has developed an integrated international network, with more than 30 offices spread over 5 continents.

### Sustainable CSR approach

Hopscotch has been a pioneer in CSR and devotes increasing resources to developing its results in these areas. The group obtained the EcoVadis Platinum label (less than 1% of the companies evaluated). Hopscotch PR received three stars for the RSE Agences actives label, obtained for the first time by a PR agency in July 2023.

## Investment thesis

### Unique positioning & enrichment of the offer

The group operates across the entire communications market, with an integrated, global and transversal offering, which closely combines consulting, digital, PR, influence and events. In a mature and competitive market, this unique offering differentiates the group from its competitors. In addition, the group is enriching and diversifying its offering in all sectors and developing business verticals (tourism, sport, CSR, etc.). Hopscotch has also digitized its offer and its campaigns and is benefiting from the continued recovery of events.

### Hopscotch Sport to benefit from the 2024 sport events

Mid-year's sport events program has begun to contribute to momentum in H2 2023, but the biggest impact should be on FY2024. Activity should also be supported by the Paris Motor Show, among other major events.

### Acquisitions to accelerate growth

Acquisitions are a lever to group's growth rate, which targets sectoral and/or geographic collaborations. The group signed the purchase of Interface Tourism (ITG) in July 2023 (€ 20 M sales and € 8 M Gross Margin) and remains on the path of acquisitions. Hopscotch aims to become a world leader in destination marketing.

### New profitability profile and accretive acquisitions

The group managed to double its profitability level (EBIT to Gross Margin rate) from c.5% pre-Covid to 10.5% in 2022. Most of the savings in structural costs made during the Covid period are sustainable. We anticipate a continuous gradual improvement in margins for the following years.

### Cash-flow generation and healthy financial situation

The Group combines growth prospects (organic & external) with the agility of its cost structure, resulting in significant cash-flow generation (low capex and WCR), and leading to a very healthy financial situation. Company is net cash, which allows it to return to acquisitions. Capital increases could take place to partially finance them.

### Attractive valuation

Despite its strong intrinsic qualities, shares trade on attractive levels: at about 3.2x EV/EBITDA NTM (12-month rolling) and 8x PE.

## SWOT

### Strengths

- A value proposition in line with clients' needs, global and transversal offer, underpinned by the complementarity of all Group's areas of expertise: influence, events, activation, digitization, internal communications, public affairs, marketing services, and more
- Ability to innovate (social networks, hybridization of formats, etc.)
- Leadership positioning in France
- Rigorous costs management and higher profitability level gained during the Covid crisis
- Net cash financial situation
- Low capex and WCR

### Weaknesses

- Balance of power with clients which limits the ability to value teams and consulting services
- Limited visibility on the business
- A mainly French reach

### Opportunities

- Expanding global reach
- Enriching and diversifying the offer (verticals, sectors, etc.)
- Shift from traditional communication tools towards Digital
- Artificial Intelligence

### Threats

- Economic crisis
- Deteriorating consumer purchasing power
- Competitive pressure

## Valuation methodology

Our price objective of € 30.80 results from an average of two valuation methodologies: discounted cash-flows and comparable trading multiples. Upside potential is attractive at +57% and we reiterate Strong Buy.

### Discounted cash-flow

Discounted cash-flow analysis yields € 28.40 value per share.

### Comparable trading multiples

Listed peers' valuation multiples applied to our estimated financials for the group allows to calculate a € 33.30 value per share. We selected peers with turnover less than € 1bn.

## Record FY2023 EBIT to 9.9 M€

The group published annual results at record levels, despite exceptional expenses to prepare for growth.

- Annual operating profit amounted to € 9.9 M (+6% YoY), representing an operating margin of 10.7%, stable compared to last year, in line with guidance (the group expected to return to a level of operating margin comparable to that observed in 2022).
- In H2, operating profit came to € 8.8 M, about 5% above our estimate of € 8.4 M.
- These good performances, however, have included investments in prospecting and innovation (including AI) to prepare for 2024 and its major sporting and cultural events. Thus, personnel costs have increased a little more than necessary to support growth in 2023. According to management, the normative result would have easily exceeded € 10 M without these exceptional costs.
- Financial charges were higher this year due to non-recurring entries (charge of €850k) linked to the rationalization of the group's legal organization chart and the deconsolidation of a stopped activity, as well as the renewal of the rental lease for the headquarters.
- Net Profit stood at € 5.2 M, down slightly due to these non-recurring financial charges.

Regarding the balance sheet:

- The financial structure is still solid with a strong and improving net cash position.
- The Management Board proposed the distribution of a dividend of € 0.65 per share (vs. € 0.50 in 2023).

In addition, we emphasize that treasury shares have a value of c.2.5 M€ (c.132 k securities).

## P&L published

(€ M)	2021	2022	H1	H2	2023
<b>Sales</b>	<b>153.7</b>	<b>246.8</b>	<b>271.9</b>	<b>306.9</b>	<b>271.9</b>
% YoY chg	26%	60.6%	13%	8%	10.2%
<b>Gross Margin</b>	<b>67.1</b>	<b>86.4</b>	<b>42</b>	<b>51</b>	<b>93</b>
Hopscotch	42.4	60.3	32.2	34.7	66.9
Sopexa	24.6	25.8	9.7	16.4	26.1
<b>Current operating income</b>	<b>6.8</b>	<b>9</b>	<b>0.6</b>	<b>9</b>	<b>9.6</b>
% YoY chg	na	33.9%			6.3%
% of gross margin	10.1%	10.5%	1.3%	17.7%	10.3%
<b>Operating income</b>	<b>8.8</b>	<b>9.4</b>	<b>1.1</b>	<b>8.8</b>	<b>9.9</b>
% YoY chg	na	6.6%			6.1%
% of gross margin	13.1%	10.8%	2.7%	17.2%	10.7%
Other operating income & charges	2	0.3	0.6	-0.2	0.3
<b>Financial result</b>	<b>-1.6</b>	<b>-0.6</b>	<b>-0.6</b>	<b>-2.2</b>	<b>-2.8</b>
<b>Earnings before tax</b>	<b>7.2</b>	<b>8.7</b>	<b>0.5</b>	<b>6.6</b>	<b>7.2</b>
Income tax	-2.2	-2.8	-0.9	-1.1	-2
<b>Net income</b>	<b>4.7</b>	<b>6.1</b>	<b>-0.4</b>	<b>5.6</b>	<b>5.2</b>
% YoY chg	na	28.5%			-14.4%
% of sales	3.1%	2.5%			1.9%
<b>EPS (basic)</b>	<b>1.5</b>	<b>2.1</b>	<b>0.2</b>	<b>1.6</b>	<b>1.8</b>
% YoY chg	na	38.7%			-14.8%
<b>Diluted EPS</b>	<b>1.5</b>	<b>2</b>	<b>0.2</b>	<b>1.5</b>	<b>1.7</b>
% YoY chg	na	36.5%			-15.4%

Source : Historique Société et IE Finance

## 2024 outlook: the group should benefit from major sporting events

The group affirmed that by consolidating the Tourism branch in 2024, the gross margin will exceed € 100 M, and operating margin should improve.

Hopscotch invested in 2023 for its growth in 2024 (prospecting costs). There should be no additional investments linked to the Olympics.

The group also confirmed that thanks to its solid financial structure, it will pursue its external growth strategy, focused internationally, and will continue to strengthen its position in promising businesses such as influence and social (recent integration of a team of 12 specialized consultants). Hopscotch thus aims to become a leading communications group in the world.

In addition, during the analyst presentation (02/04), management communicated on the ongoing buy-out of Sopexa's minority interests (the entity is currently held at 66%). The closing is imminent (end of April-beginning of May). The group will thus have access to the cash held by the entity, and will be able to implement more synergies, particularly in Tourism, and therefore improve profitability.

We add that 2024 will be rich in major activities, in sports with the Olympics, and with the Paris Motor Show, among others.

### Guidance

	Event	Change	Details
<b>2023</b>			
04/05/2023	Q1 sales		The approach of the 2024 Olympics will lead to a progressive dynamic in the group's activities.
03/08/2023	H1 sales		X
27/09/2023	H1 results	<u>H2 2023 prospects</u> <u>2024 prospects</u>	Momentum will continue in H2 The group aims to maintain the same level of operating margin as last year 2024 will be rich in major activities, in sports and with the Paris Motor Show among others.
02/11/2023	Q3 sales	<u>2023 prospects</u>	Hopscotch expects to benefit from the same momentum over the full year The group's participation in the sporting events during the summer of 2024 will begin contributing to this momentum in H2 2023, but the main focus will remain on the FY2024.
<b>2024</b>			
06/02/2024	Q4 sales		X
02/04/2024	FY2023 results	<u>2024 prospects</u>	By consolidating the Tourism division in 2024, the Group's GM will exceed € 100 M, and operating margin should improve.

Source : Company history & IE Finance

## We increase our EPS estimates by c.5%

We keep our GM estimates unchanged for 2024-25E. However, we raise our operating profit estimates by around 5% over the period, and expect a further improvement in the margin rate of +90 bps in 2024E to 11.6% (vs. 10.7% in 2023).

We have not yet integrated the future impact of Sopexa's minority interests buyout. We believe that the impact will be accretive to net income (by around +8%).

In 2022, Sopexa recorded an EBIT of € 1.5 M. By applying a multiple of 9x EV/EBIT and considering that the entity has positive net cash, we value the minority interests at about € 6 M, financed by debt.

## P&amp;L estimates

(€ M)	2021	2022	2023	2024E	2025E	2026E
<b>Sales</b>	<b>153.7</b>	<b>246.8</b>	<b>271.9</b>	<b>306.9</b>	<b>319.4</b>	<b>325.8</b>
% YoY chg	26%	60.6%	10.2%	12.9%	4.1%	2%
<b>Gross Margin</b>	<b>67.1</b>	<b>86.4</b>	<b>93</b>	<b>106.5</b>	<b>111.4</b>	<b>113.7</b>
Hopscotch	42.4	60.3	66.9	79	82.7	84.4
Sopexa	24.6	25.8	26.1	27.5	28.7	29.3
<b>Current operating income</b>	<b>6.8</b>	<b>9</b>	<b>9.6</b>	<b>12</b>	<b>13</b>	<b>13.3</b>
% YoY chg	na	33.9%	6.3%	24.7%	8.3%	2.7%
% of gross margin	10.1%	10.5%	10.3%	11.3%	11.7%	11.7%
<b>Operating income</b>	<b>8.8</b>	<b>9.4</b>	<b>9.9</b>	<b>12.3</b>	<b>13.3</b>	<b>13.7</b>
% YoY chg	na	6.6%	6.1%	23.9%	8.1%	2.7%
% of gross margin	13.1%	10.8%	10.7%	11.6%	11.9%	12%
Other operating income & charges	2	0.3	0.3	0.3	0.3	0.3
<b>Financial result</b>	<b>-1.6</b>	<b>-0.6</b>	<b>-2.8</b>	<b>-0.8</b>	<b>-0.8</b>	<b>-0.8</b>
<b>Earnings before tax</b>	<b>7.2</b>	<b>8.7</b>	<b>7.2</b>	<b>11.5</b>	<b>12.5</b>	<b>12.9</b>
Income tax	-2.2	-2.8	-2	-3.1	-3.4	-3.5
<b>Net income</b>	<b>4.7</b>	<b>6.1</b>	<b>5.2</b>	<b>8.4</b>	<b>9.1</b>	<b>9.4</b>
% YoY chg	na	28.5%	-14.4%	62.1%	8.7%	2.8%
% of sales	3.1%	2.5%	1.9%	2.7%	2.9%	2.9%
<b>EPS (basic)</b>	<b>1.5</b>	<b>2.1</b>	<b>1.8</b>	<b>2.6</b>	<b>2.8</b>	<b>2.9</b>
% YoY chg	na	38.7%	-14.8%	42.6%	8.7%	2.8%
<b>Diluted EPS</b>	<b>1.5</b>	<b>2</b>	<b>1.7</b>	<b>2.5</b>	<b>2.7</b>	<b>2.8</b>
% YoY chg	na	36.5%	-15.4%	43.5%	8.7%	2.8%

Source : Company history &amp; IE Finance estimates

## BS estimates

Balance Sheet (in €M)	2021	2022	2023E	2024E	2025E	2026E
<b>ASSET</b>						
Goodwill	15,8	19,0	21,3	30,3	31,3	32,3
Other Intangible Assets	0,1	0,1	0,1	0,1	0,1	0,1
Usage rights	9,4	6,7	5,2	5,2	5,2	5,2
Tangible Assets	1,6	1,5	1,7	1,7	1,7	1,7
Financial Assets			0,2			
Deferred tax assets	2,9	2,0	1,6	1,6	1,6	1,6
Other financial assets	2,7	3,1	3,3	3,3	3,3	3,3
<b>Total non-current assets</b>	<b>32,5</b>	<b>32,5</b>	<b>33,4</b>	<b>42,2</b>	<b>43,2</b>	<b>44,2</b>
Customer receivables	52,1	74,7	82,3	92,9	96,7	98,6
Other assets	14,5	23,7	26,2	29,5	30,7	31,3
Derivatives - assets	0,1	0,0	0,0	0,0	0,0	0,0
Cash assets	45,2	45,4	41,1	37,3	40,6	45,8
<b>Total current assets</b>	<b>112,0</b>	<b>143,8</b>	<b>149,6</b>	<b>159,8</b>	<b>168,0</b>	<b>175,8</b>
Assets classified as held for sale	1,1					
	<b>144,5</b>	<b>176,3</b>	<b>182,9</b>	<b>202,0</b>	<b>211,2</b>	<b>219,9</b>
<b>EQUITY AND LIABILITIES</b>						
Equity	2,0	2,0	2,1	2,1	2,1	2,1
Issuance premiums	6,5	6,5	6,5	10,5	10,5	10,5
Reserves	1,9	5,8	11,4	14,8	23,3	32,4
Treasury securities						
Results	4,0	5,6	5,2	8,4	9,1	9,4
Amounts recognized directly in equity in respect of	14,4	19,9				
Non-controlling interests	7,8	8,1	7,1	7,1	7,1	7,1
<b>Total equity</b>	<b>22,3</b>	<b>28,0</b>	<b>32,3</b>	<b>43,0</b>	<b>52,1</b>	<b>61,5</b>
Loans and financial debt	21,9	21,1	16,9	11,9	6,9	3,6
Rental debts	7,3	3,9	0,9	0,0	0,0	0,0
Provisions	7,7	8,1	8,2	8,2	8,2	8,2
Deferred tax liabilities	0,0					
Other liabilities						
<b>Total non-current liabilities</b>	<b>36,9</b>	<b>33,1</b>	<b>26,0</b>	<b>20,1</b>	<b>15,1</b>	<b>11,8</b>
Payables	32,4	43,5	47,9	54,1	56,3	57,4
Derivative instruments – Liabilities	0,0	0,1	0,2	0,2	0,2	0,2
Loans and financial debts	9,3	9,5	9,9	9,9	9,9	9,9
Rental debts	3,8	3,9	3,7	3,7	3,7	3,7
Current tax liabilities	0,6	0,5	0,1	0,1	0,1	0,1
Provisions	1,3	0,7	0,2	0,2	0,2	0,2
Other liabilities	37,9	56,9	62,7	70,8	73,6	75,1
<b>Total current liabilities</b>	<b>85,3</b>	<b>115,2</b>	<b>124,7</b>	<b>139,0</b>	<b>144,0</b>	<b>146,6</b>
Liabilities directly related to assets classified as held for sale						
<b>Total equity and liabilities</b>	<b>144,5</b>	<b>176,3</b>	<b>182,9</b>	<b>202,0</b>	<b>211,2</b>	<b>219,9</b>

Source : Company history &amp; IE Finance estimates

## Cash-Flow Statement estimates

<i>Cash-Flow Statement (in €M)</i>	2021	2022	2023E	2024E	2025E	2026E
Net result for the year	4,7	6,1	5,2	8,4	9,1	9,4
Result of discontinued activities	0,2	(0,1)	0,0	0,0	0,0	0,0
Total tax expense (product)	2,2	2,8	2,0	3,1	3,4	3,5
Amortization and provisions	(0,8)	4,3	0,9	0,9	0,9	0,9
<b>FCF</b>	<b>7,8</b>	<b>13,6</b>	<b>8,0</b>	<b>12,4</b>	<b>13,4</b>	<b>13,7</b>
Variations in working capital requirements	2,3	(2,6)	0,2	0,3	0,1	0,1
<b>Cash generated from operations</b>	<b>10,1</b>	<b>11,1</b>	<b>8,2</b>	<b>12,7</b>	<b>13,5</b>	<b>13,8</b>
Interest paid	0,5	0,6				
Income taxes paid	(0,7)	(2,8)	(2,0)	(3,1)	(3,4)	(3,5)
<b>Net cash generated by operating activities</b>	<b>9,9</b>	<b>8,9</b>	<b>6,3</b>	<b>9,6</b>	<b>10,1</b>	<b>10,3</b>
Acquisition of financial assets	(0,5)		(1,8)	(8,5)	(0,5)	(0,5)
Variation in loans and advances granted	(0,1)	(0,5)				
Payments under tangible and intangible assets	(0,4)	(0,6)	(0,5)	(0,5)	(0,5)	(0,5)
<b>Net cash from investing activities</b>	<b>(1,0)</b>	<b>0,1</b>	<b>(2,3)</b>	<b>(9,0)</b>	<b>(1,0)</b>	<b>(1,0)</b>
Capital increase				4,0		
Repurchases and resales of own shares	(0,1)	(1,2)	(0,2)			
Collection from borrowings	5,0					
Repayment of loans and financial debts	(3,2)	(3,7)	(4,2)	(5,0)	(5,0)	(3,3)
Repayment of rental debts	(3,7)	(3,8)	(3,0)	(0,9)		
Net financial interest paid	(0,5)	(0,6)				
Dividends paid	(0,1)	(0,2)	(1,5)	(1,7)		
<b>Net cash from financing activities</b>	<b>(2,7)</b>	<b>(9,6)</b>	<b>(7,3)</b>	<b>(4,3)</b>	<b>(5,8)</b>	<b>(4,2)</b>
<b>Net increase in cash and cash equivalents</b>	<b>6,2</b>	<b>(0,6)</b>	<b>(3,3)</b>	<b>(3,8)</b>	<b>3,3</b>	<b>5,2</b>

Source : Company history & IE Finance estimates







## Peer comparison method gives share price valuation of € 33.30

Applying average multiples of a sample of stock market comparables to group's main aggregates allows us to calculate a share price average of € 33.30.

We composed two samples of stock market comparables: a "SMALL" group made up of companies whose market capitalization is < €1 billion, and a "LARGE" group for market capitalizations above this threshold.

We applied only the multiples of the "SMALL" sample to our core estimates for the Hopscotch group. However, we also present the multiples of the "LARGE" sample, for comparison.

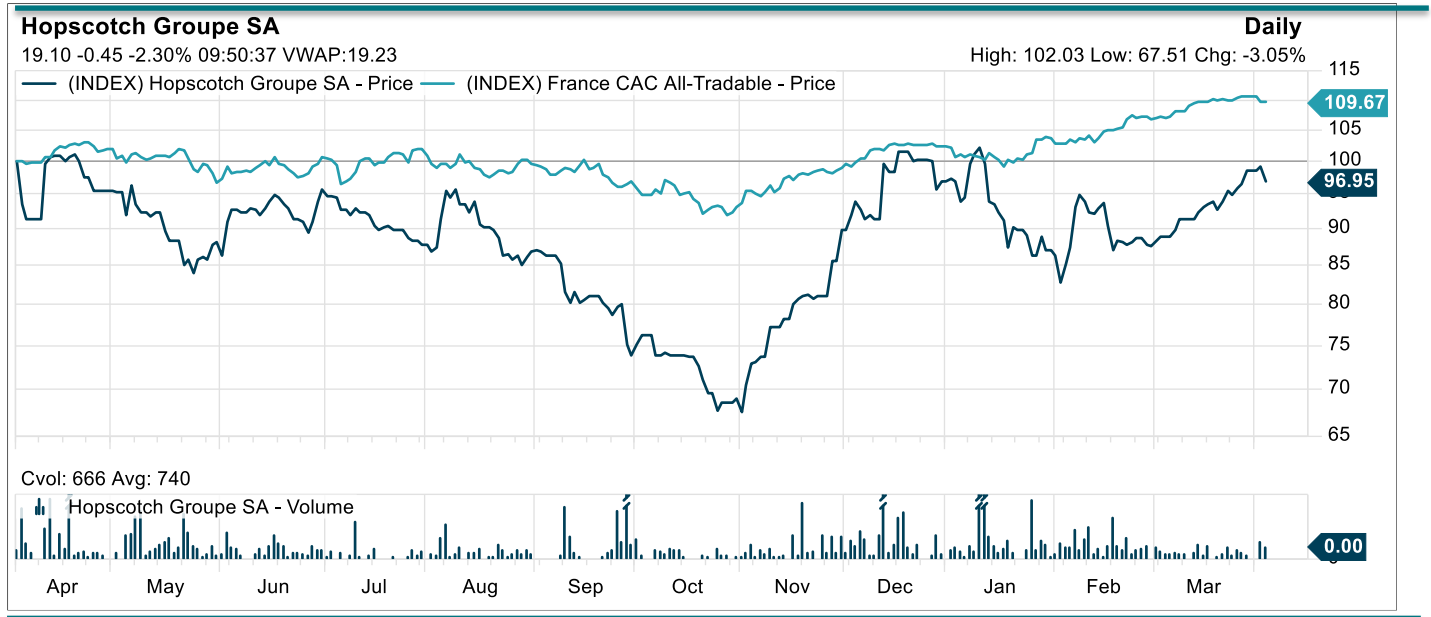
	EBITDA	EBITDA	EBIT	EBIT	RN	RN
	Cal 2024	Cal 2025	Cal 2024	Cal 2025	Cal 2024	Cal 2025
Agrégats Hopscotch	16,8	17,8	12,0	13,0	8,4	9,1
<u>Multiples boursiers retenus des pairs (x)</u>	EV/EBITDA	EV/EBITDA	EV/EBIT	EV/EBIT	PE	PE
Group SMALL - Marketing digital & agences de publicité	5,6	5,0	8,6	7,8	12,9	12,0
Valorisation induite des capitaux propres	93	87	101	100	109	110
Par action :	30,8	29,0	33,8	33,2	36,1	36,6
<b>Valeur du titre</b>	<b>33,3 €</b>					
# actions ('000)	3 004					
Dernier cours	19,6 €					
Potentiel upside / downside %	70%					

	Multiples boursiers (x)	Mcap	EV/CA			EV/EBITDA			EV/EBIT			PE		
			FY1	FY2	FY3	FY1	FY2	FY3	FY1	FY2	FY3	FY1	FY2	FY3
<b>SMALL</b>	Obiz	34	0,4	0,3	0,2	12,7	6,7	5,6	29,0	11,5	8,6	43,7	17,8	12,9
	Bilendi	68	1,2	1,1	1,0	6,7	5,6	4,8	15,8	10,9	8,4	27,0	15,5	10,1
	HighCo	56	0,2	0,2	0,2	2,5	2,1	2,5	2,4	2,6	3,1	10,4	10,6	12,9
	ISPD Network	49												
	Ad Pepper Media Group	47	1,4	1,3										
	Solocal	6												
	Reworld	172	0,6	0,6	0,6	5,0	4,6	4,1	5,7	5,1	4,7			3,7
	Next 15 Group	917	1,8	1,7	1,6	7,8	7,2	6,7	8,9	8,2	7,5	33,0	18,7	15,7
	Advantage Solutions	1 375	0,8	0,8	0,8	7,6	7,2	7,0	12,3	10,5	15,6			20,9
	Stagewell A	696	1,0	0,9	0,8	6,1	5,8	5,0	13,1	12,5	9,7	19,2	15,2	15,7
	S4 Capital	300	0,6	0,6	0,5	5,9	4,8	4,0	7,0	5,6	4,7	7,9	5,4	4,2
	GL Events SA	560	1,1	1,1		6,7	6,4		11,2	10,3		7,7	7,2	
<b>LARGE</b>	4imprint	1 786	1,5	1,4	1,3	14,1	13,1	12,4	14,8	13,9	13,1	20,1	18,8	17,7
	Publicis	25 313	2,0	1,9	1,8	8,9	8,5	8,1	11,2	10,6	10,1	15,7	14,8	13,8
	Vivendi	10 350	0,9	0,9	0,8	8,3	7,9	7,2	12,9	11,8	10,1	12,8	11,4	9,4
	WPP	8 091	1,1	1,1	1,1	6,3	6,1	5,9	7,7	7,3	6,8	8,3	7,7	7,3
	Interpublic	12 309	1,6	1,5	1,4	8,5	8,2	7,8	9,9	9,5	9,0	11,5	10,9	10,3
	Omnicom	19 122	1,5	1,4	1,3	8,8	8,4	8,0	9,7	9,2	8,8	12,3	11,7	11,0
	Moyenne - SMALL			0,8	0,7	6,8	5,6	5,0	11,7	8,6	7,8	21,3	12,9	12,0
	Moyenne - LARGE			1,4	1,3	9,1	8,7	8,2	11,0	10,4	9,6	13,4	12,6	11,6
	<b>Moyenne - ALL</b>			<b>1,0</b>	<b>1,0</b>	<b>7,7</b>	<b>6,9</b>	<b>6,4</b>	<b>11,4</b>	<b>9,3</b>	<b>8,6</b>	<b>17,7</b>	<b>12,7</b>	<b>11,8</b>
	Médiane - ALL			1,1	0,9	7,6	6,7	6,3	11,2	10,3	8,7	12,8	11,7	11,9

Source : Factset & IE Finance estimates

**Price performance**

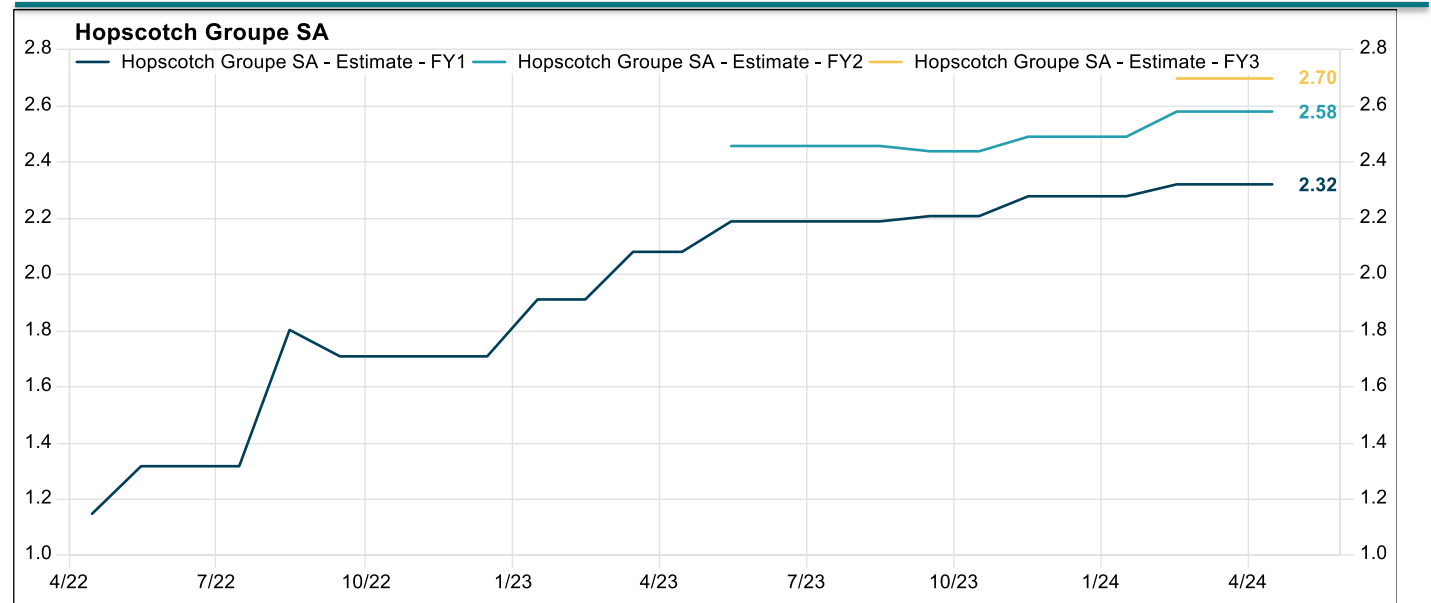
**Share price performance – 12 month-rolling**



Source : Factset & IE Finance

**EPS expectations illustrate Hopscotch’s significant growth prospects**

**EPS revisions (€)**



Source : Factset & IE Finance

## Attractive valuation levels

Shares trade on attractive levels: at about 3.2x EV/EBITDA NTM (12-month rolling) and 8x PE.

### EV/EBITDA NTM (x)



### PE NTM (x)



Source : Factset & IE Finance

## Important disclosures

### In Extenso Finance ratings and target prices definition

In Extenso Finance stock market recommendations reflect the absolute change expected in the share price from a six to twelve-months perspective (in local currencies).

<b>1. Strong Buy</b>	The absolute share price performance is expected to be at least +25 %
<b>2. Buy</b>	The absolute share price performance is expected to be comprised between +10 % and +25 %
<b>3. Neutral</b>	The absolute share price performance is expected to be comprised between +10 % and -10 %
<b>4. Sell</b>	The absolute share price performance is expected to be comprised between -10 % and -25 %
<b>5. Strong Sell</b>	The absolute share price performance is expected to be at least -25 %

Details of valuation methods used by In Extenso Finance in target price calculations are available at [https://finance.inextenso.fr/wp-content/uploads/2022/11/Methodologie\\_Valo\\_Analyse\\_Fin\\_IEFM.pdf](https://finance.inextenso.fr/wp-content/uploads/2022/11/Methodologie_Valo_Analyse_Fin_IEFM.pdf)

### Detection of potential conflicts of interest

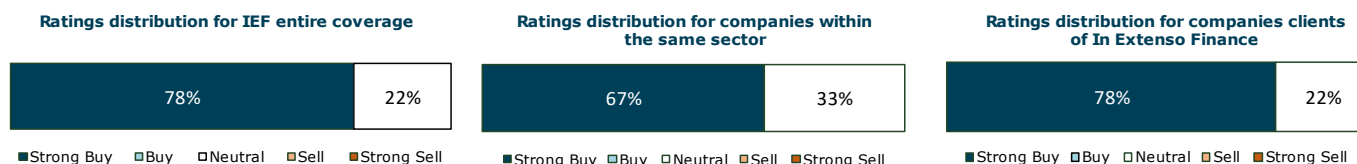
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No	No	No	No	Yes	No	No

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### Rating and target price evolution throughout the last 12 months

Date	Rating	Target price
April 3 <sup>rd</sup> 2024	Annual Study <b>Strong Buy</b>	<b>€ 30.80</b>
February 7 <sup>th</sup> 2024	Equity Flash <b>Strong Buy</b>	<b>€ 29.80</b>
November 7 <sup>th</sup> 2023	Coverage Initiation <b>Strong Buy</b>	<b>€ 29.1</b>

### Ratings distribution



## Additional disclosures

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