Equity Research

# Ascelia Pharma

Sector: Specialty Pharma

# Well placed to secure a partner

## Progress towards submission and partner discussions

Ascelia's Q2 confirmed a contained OPEX base. With support from the recent SPARKLE success and the ongoing secured part of the rights issue, Ascelia is well placed to secure a partner before approval and the launch. Our Base Case is SEK 12 (Bull SEK 31 and Bear SEK 2.3); the main reason for the revision is a high degree of dilution from the rights issue, and our earlier Base Case was SEK 17 (Bull SEK 45 and Bear SEK 6).

## Secured funding beyond FDA submission

The Q2 OPEX base was SEK 13.7m, a faster improvement than expected. The cash position as of the end of March was SEK 29.8m, ahead of the added minimum secured rights issue contribution of SEK 70m, where some of this will reduce the debt balance of SEK 33.4m. Ascelia refers to a run rate beyond mid-2025, presumably beyond securing a commercial partner before the US launch.

## The US partner strategy

Ascilia continues the work, progressing Orviglance through the regulatory submission and approval process and advancing the essential dialogue with potential commercialization partners. Ascelia repeats the objective to submit a New Drug Application (NDA) to the FDA by mid-2025, complete the clinical protocol by Q4 2024 and secure a pre-submission meeting by Q1 2025.

Key Financials (SEKm)	2023	2024E	2025E	2026E	2027E
Net sales	0	0	0	37	97
Revenue growth					165%
EBITDA	-111	-54	-62	-51	40
EBIT	-111	-54	-62	-52	36
EBIT Margin (%)				-143%	37%
Net Income	-109	-59	-59	-55	47
EV/Revenue				8,5	2,7
EV/EBITDA	neg	neg	neg	neg	6,6
EV/EBIT	neg	neg	neg	neg	7,5

#### **FAIR VALUE RANGE**

BEAR	BASE	BULL
2.3	12	31

#### **ACE-SE VERSUS OMXS30**



#### **REDEYE RATING**



#### **KEY STATS**

Ticker	ACE-SE
Market	Small Cap
Share Price (SEK)	2,6
Market Cap (SEKm)	89
Net Debt (SEKm)	-26,2
Free Float (%)	74
Avg. daily volume ('000)	231

# Investment thesis

#### Case: SPARKLE is ready for the market

Ascelia's Orviglance can address the core market by providing a non-gadolinium diagnostic drug (contrast agent) for MRI scans of the liver for patients with inferior kidney function (like CKD stages 4 and 5 or eGFR >30). These patients cannot dispose of the gadolinium gadolinium-based contrast agents naturally. Some patients must secure images regularly to control the risk of suspected focal liver lesions (liver metastases). An improved Orviglance will likely achieve a US premium price in this core market. Our base case is USD 2,000 per dose, which seems less conservative now after the unexpected issue of the Independent reader assessment. Our LOA is 92.5% (66,7% before the SPARKLE result earlier in 2024), reflecting the positive primary endpoint results from 2 May 2024. With the current cash position, the savings program and the ongoing rights issue, Ascelia has a financial run rate to well beyond mid-2025 even before securing a commercial partner.

Our base case is based on Ascelia securing a commercial partner for the US market. We use a royalty rate of 25%, which is modest at this late stage, and the royalty rate could be slightly less, especially in a scenario where Ascelia is interested in an early upfront milestone payment (as a proportion of the deal value). If Ascelia secures an Orviglance US partner with a substantial upfront milestone, this ongoing rights issue will probably be Ascelia's last defensive equity issue at a significant discount.

The Company is now in an excellent position to secure a commercial partner in the MRI contrast agent market featuring at least some 6-9 suitable companies, and this is likely to include milestones either upon signing or when securing US approval in 2026. A signed US partner will reduce the WACC, reduce the risk of equity dilution, and increase the launch support, and as a result, this is the critical trigger for Ascelia over the next 12 months, in our view.

## **Evidence: Scientific support**

Ascelia has secured support from nine studies and some 286 patients. The SPARKLE study also includes patients with suspected liver lesions (liver metastases), which is important because it corresponds to a larger market and the clinical rationale for using MRI for this patient group. Orviglance is an orphan candidate supported by clinical evidence. Specialists have expressed a high intention to treat them if and when approved. The requirement to re-evaluate SPARKLE leaves a question mark, and even if we expect Ascelia to take active measures to reduce the risk of a repeat intra-reader failure, this risk is higher than zero. Our LOA is 92.5% (66,7% before the SPARKLE result) ahead of the FDA decision, which is expected in 2026.

# Challenge I: Establish a commercial partner and clinical user base in the US

Ascelia's original direct marketing strategy involved 40 FTEs in the US commercial team, addressing around 400 clinics and hospitals caring for approximately 75% of the target patient group. Ascelia has opened up for signing a commercial partner for the US market, which is also our Base Case scenario. Considering Orviglance's late-stage status, we use a relatively modest royalty rate of 25%. The SPARKLE results were successful, and Ascelia is in a much-improved position to secure a partner for the US market. Ascelia may also be able to secure an upfront milestone payment and a slightly reduced royalty rate.

Our view is that the core part of the market has a strong rationale for using an approved Orviglance. The extended market opportunity will likely require a longer launch period. A successful initial launch typically requires diligent pre-launch preparations and early involvement with specialists, KOL and future payers; this is also why our Base Case is the

partnership alternative, as a resourceful commercial partner can fast-forward the launch process whilst Ascialia is now focusing entirely on completing the last stage of SPARKLE and the re-reading process.

## Challenge II: Limited financial resources

Ascelia has limited financial resources to support the growth and the launch strategy. The SEK is 29.8m in cash as of Q2 2024, and the ongoing rights issue is sufficient to go well beyond mid-2025.

# Valuation: Fair value of SEK 12 (SEK 17) per share

Our DCF-based Base Case fair value estimate for Ascelia is SEK 12 (17) per share (WACC: 14.5%; valuation range: SEK 2.3-31 per share). We estimate the Ascelia share can reach our Base Case in the coming 12–24 months with support from the headline SPARKLE results, signing a US partner, the FDA submission, and the approaching US launch in 2026. If Ascelia can secure a strong US partner on good terms with support from the positive SPARKLE result, our base case can probably be reached within six months.

# Counter-thesis

## A negative re-evaluation scenario

The intra-reader inconsistency was a significant negative surprise. According to Acselia, we expect a new review and a result by May 2024. Ascelia has taken more direct control over the preparation and support process.

It is impossible to exclude a more pessimistic scenario, including a requirement to add more patients, a larger group of readers, and a higher proportion of re-evaluated images. The risk is not zero risk that this issue would resurface. Such a scenario would, of course, take longer and require more financial resources.

# A future premium price for Orviglance

Ascelia pointed to a likely price interval of USD 3,000-4,500, a distinct premium to the present gadolinium contrast agents. The most severe risk when the heavy metal gadolinium stays in the body (and brain) for an extended period (in patients with more regular kidney function, the gadolinium is washed out rapidly) is an elevated risk of nephrogenic systemic fibrosis. Some professionals may view that the risk is sufficiently low for some patients and that the risk can be controlled by other measures (lower dose, different imaging protocol, etc.). The price could be excessive in some channels, regions, or countries. We use a USD 2,000 price level for the US market in our base case. We have used this price to assess Orviglance's future 25% royalty rates from the US market. Our premium price are based on the orphan drug designation and our presumption that the core market is patients with severely impaired Kidney function.

#### Penetration rate and take-up rate

The future penetration rate is probably related to different segments of the future market. We believe the core market with diagnosed primary liver cancer and severe kidney impairment will likely be penetrated fast. These patients are regularly monitored based on MRI for the risk of suspected liver lesions (metastases). Several other (primary) cancer types are also more prone to developing liver lesions. Some of these patients will suffer from severe kidney impairments, which is natural since the risk of cancer and kidney impairments is strongly related to age. The number of suspected lesions in this extended group and the intervals for a regular check-up (including MRI imaging) are more challenging to assess in this enlarged market. It is also possible that a more extensive market penetration will require more real-life evidence, experience, updated guidelines, and a more modest price. Today, many parents will be restrained from more regular MRI-based screening to reduce the risk of gadolinium-based contrast agents in these patient groups.

# The existing and future competition

So far, Ascelia and the Orviglance remain the most advanced non-gadolinium contrast agent candidates. Reveal's (RVP-001) Phase 1 candidate, which is about to enter Phase 2, is another potential future alternative. If Reveal's candidate progresses further, the price dynamics could also change, as RVP-001 is a general-purpose candidate. Once approved, the price point could be well below Orviglance's intended price level. The main point is that Orviglance has a distinctive market lead. We also note that innovative candidates like Ultrasmall superparamagnetic iron oxide nanoparticles (uSPIOs) based GBCA free agents could approach the market.

# **Expected News flow and catalysts**

# Remaining risk

In our view, the time to secure a commercial partner is both a significant opportunity. Another relevant aspect is the additional SPARKLE results relating to secondary endpoints and the level of the margins, over and above the minimal level of variability SPARKLE achieved.

#### SPARKLE and the positive re-readout result

Ascelia's leading SPARKLE delivered positive results for the primary endpoint of superiority in visualisation of focal liver lesions with Orviglance (CMRI) vs unenhanced MRI with statistical significance for all three readers (<0.001) in the trial, including an acceptable level of reader variability. This 85-patient study was fully Orviglance is a non-gadolinium diagnostic drug (contrast agent) to be used in MRI scans of the liver for patients with inferior kidney function (like CKD stages 4 and 5, eGFR <30), and these patients had a corresponding inability to dispose of the gadolinium-based contrast agents naturally. Results from earlier studies have been strong, and we earlier increased our LOA to 92.5% following the positive top-line results. The SPARKLE study also includes patients with suspected focal liver lesions (liver metastases). The results should be good enough to secure a commercial partner on good terms.

#### **US** submission

The total SPARKLE result and the analysis will result in a Clinical Protocol, most likely by late 2024. The next stage is to complete the FDA pre-submission meeting by Q1 2025 and the actual FDA formal submission, which we expect by mid-2025.

#### Access to growth capital

Ascelia has limited financial resources to support the growth and the launch strategy. The SEK has 29.8m in cash as of the end of Q2 2025, and the Rights Issue is sufficient beyond mid-2025. Ascelia's need for additional future equity funding will reduced significantly, or totally, when Ascelia secures a commercial partner. Ascelia may have one partner for the US market and one or several partners for other international regions.

# Financials and our revision

#### Our P&L base case to 2027E and our revision

Our annual base case to 2027E is illustrated in the table below. Our base case has zero sales for 2024E, including a US launch late in 2026E. Ascelia's Q2 delivered an OPEX of SEK 13m, and we expect this to remain modest due to the savings over the next 6-9 months, with some volatility relating to additional external resources related to the FDA submission process.

The 2026E and 2027E sales levels depend on when Ascelia will secure a complete submission and how fast the FDA can approve. This process could take six to twelve months for an orphan drug (without fast track or priority review). We expect Ascelia to progress with a minimal OPEX level ahead of the reviewed headline SPARKLE result and ahead of securing additional growth capital. As a result, we expect Ascelia or as in our base case, Ascelia's US partner, to progress into a more intense launch preparation stage in late 2025 and 2026.

Our revised estimates reflect an LOA of 92.5% (we increased this earlier from 66,7%). Our base case includes 25% royalties from a future US Orviglance partner, a relatively high royalty rate reflecting the late stage of Orviglance. If Ascelia and future partners agree to include higher upfront milestone payments, the royalty rates could range below 25%.

# Ascelia: Yearly estimates to 2027E

Ascelia: Estimate (MSEK)									
(SEKm)	2023	2024Q1	2024Q2	2024Q3	2024Q4	2024	2025	2026	2027
Net sales	0	0	0	0	0	0	0	37	97
Gross Profit	0	0	0	0	0	0	0	35	92
EBITDA	-111	-17	-11	-12	-13	-54	-62	-51	40
EBIT	-111	-17	-11	-12	-13	-54	-62	-52	36
Adjusted Diluted EPS	-3,2	-0,5	-0,4	-0,2	-0,2	-1,0	-0,6	-0,6	0,4
Cash & Equivalents	22	27	30	75	59	61	33	-29	16
Growth (%) Gross margin EBITDA margin (%) EBIT margin (%) Net income margin (%)								97% -140% -143% -149%	165% 95% 42% 37% 48%

Source: Redeye Research

As the launch is advancing during 2026E and 2027E, our base case reflects that Ascelia has an opportunity to secure early support in the core market. In 2027E, our SEK 97m in mostly royalty-related sales are based on a US Orviglance price of USD 2,000. The average patient has two images per year in this core market.

As the launch progresses, we expect support from patients with suspected lesions with MRI imaging based on an average frequency below twice yearly. Depending on the future competitive landscape, this support will probably require more clinical experience, possibly a change in guidelines and a reduced average price. Only in the US are some 45m MRI images processed per year, and both the cancer prevalence and the CKD (stage 3b, 4 and 5) are related to age. Our view is that the extended patient group is likely to be significantly higher than the initial target of 50,000 patients treated on average twice yearly.

Following the imaging review issue, the future price level could be affected, and we suspect that the FDA could ask for a higher proportion of intra-variability reviews (that each reader will be required to assess the same image twice) to secure the robustness of the result. The future price, if approved, could range between our Base Case (USD 2,000) and Ascelia's objective (USD 3,000-4,500). A higher premium price is now a more realistic probability in the initial core market as a result of the strong SPARKLE readout.

# Valuation

We base our valuation on discounted cash flow (DCF) analysis. Our fair Base case does not include support from future M&A. We use a 14.5% weighted average cost of capital (WACC, based on Redeye's Quality Rating System) to discount Ascelia's projected future cash flows. We use a case-based approach, with what we judge as a fair Base Case, an optimistic Bull Case, and a pessimistic Bear Case. Our Base Case, fair value estimate, amounts to SEK 12 per share, while our valuation range equals SEK 2.3-31 per share. We believe the Company's share could reach our Base Case of SEK 12 (17) within 12 to 24 months.

# Base Case: SEK 12 (17) per share

Our Base Case reflects an LOA of 92.5% and that Orviglance will secure approximately 50% of the US target market (in reality, less than 50% as we expect support also from outside the core target market). Our base case also includes a US price point of USD 2,000, which is modest compared with Ascelia's target of USD 3,500-4,500. Our view is that an approved Orviglance has a strong case in the core market where there is a need to secure regular MRI images without exposing patients to gadolinium in a stage where the kidney function is already inferior.

- Pro-forma sales growth at a CAGR of some 114% pa for 2025-2028E and SEK 205m in sales by 2028E
- EBIT margin reaches some 69% in 2028E
- Sales growth at a CAGR of some 22% for 2028E-2035E
- EBIT margin rises to some 42.5% in 2036E
- EBIT margin settles at some 17.5% in 2041E, with terminal growth of some -25%
- Our 92.5% LOA might be on the high side, and our cost base related to a partner strategy is probably also on the high side. Still, we also recognise that a partnership could involve a step-up process in royalties reflecting the level of uncertainty regarding the future market dynamic and demand for an improved Orviglance.

# Bull Case: SEK 31 (45) per share

Our Bull case is based on 100% LOA, a higher price point and a more prominent future market share. In our Bull case, Ascelia is also attracting license partners, reducing the need for dilutive funding to secure growth capital ahead of the US launch. In our Bull case, we also use a net US price of USD2,850, approaching the USD3,000-4,500 range.

- Pro-forma sales growth at a CAGR of some133% pa for 2025E-2028E and SEK 237m in sales by 2028E
- EBIT margin reaches some 72.5% in 2028E
- Sales growth at a CAGR of some 33% for 2028E-2035E
- EBIT margin rises to some 58,5% in 2036E
- EBIT margin settles at some 20% in 2040E, with terminal growth of some -15%

# Bear Case: SEK 2.3 (SEK 7) per share

Our Bear case implies that Ascelia will be restricted to the core market at a price point less than our base case of USD 2,000 (on the US market) compared with the currently available contrast agents. Our Bear case includes modest international support outside the US and some competition from future gadolinium-free alternatives within five years. It also has a 55% LOA and a higher risk of more severe FDA requirements for the next readout.

- A delayed launch to 2027E and SEK 111m in sales in 2028E
- EBIT margin reaches some 41% in 2028E
- Sales growth at a CAGR of some 4% pa for 2028E-2035E
- EBIT margin rises to some 25% in 2036E
- EBIT margin settles at some 10% in 2040E, with terminal growth of some -40%

# Ascelia is in the process of securing additional capital

Ascelia has SEK29.8m of cash as of the end of June, and the Company is in the process of completing a rights issue where a minimum of SEK 70m is secured plus the potential contribution from TO1 options later in H1 2025 priced at SEK 1.69 per share. This will allow Ascelai to negotiate with potential commercial partners from a financially stronger position, fund the preparation process supporting the FDA submission even if the commercial parent process would take longer to secure, and reduce the required up-front proportion from a future partner.

This level of the rights issue is very much in line with our earlier base case; however, the terms with a share price of SEK 1.69 per share are considerably below our earlier base case. This is the main reason for our negative revision of our Base Case from SEK 17 per share to SEK 11 per share. The next major positive potential trigger is when Ascelia secures a commercial launch partner, especially for the US market.

The Company is now in a stronger position to secure a commercial partner in the MRI contrast agent market featuring at least some 6-9 suitable companies, and this is likely to include milestones either upon signing or when securing US approval in 2026, possibly both. A signed US partner will reduce the WACC, reduce the risk of equity dilution, and increase the launch support, and as a result, this is the critical trigger for Ascelia over the next 12 months, in our view.

# Ascelia: An illustration of different future potential funding scenarios

	Share Price (SEK)							
		1,2	1,4	1,7	2,7	3,7		
5	70	64%	59%	55%	44%	36%		
SEK'M	77,5	66%	62%	58%	46%	38%		
	85	68%	64%	60%	48%	41%		
Funds	92,5	70%	66%	62%	51%	43%		
ш	100	71%	67%	64%	52%	45%		

Basa Case scenario table (SEK per share)

	Share Price (SEK)							
		1,2	1,4	1,7	2,7	3,7		
	69,95	10	12	13	17	20		
K,	77,5	10	11	12	16	19		
s SEI	85	9	10	11	15	18		
Funds	92,5	8	10	11	15	17		
ш	100	8	9	10	14	17		

Source: Redeye Research

# Summary Redeye Rating

The rating consists of three valuation keys, each constituting an overall assessment of several factors rated on a scale of 0 to 1 points. The maximum score for a valuation key is 5 points.

# Rating changes in the report

# People: 3

We rate Ascelia high in passion, execution, transparency, and the ability to generate long-term value.

## Business: 3

We rate Ascelia highly in terms of competitive and scalable growth. Ascelia is also rated high in terms of structural growth.

# Financials: 1

Ascelia is in a financially challenging position, but The leading asset is about to report headline results with a respectable probability of success. This will likely improve Ascelia's opportunity to secure growth capital without excessive share price dilution.

	2023	2024E	2025E	2026E	DCF Valuation Metrics			Sum FCI	F (SEKm)
INCOME STATEMENT					Initial Period (2024–2028)				40
Net sales	0	0	0	37	Momentum Period (2029–2033)				514
Cost of Revenues	0	0	0	1	Stable Period (2034–)				627
Gross Profit	0	0	0	35	Firm Value				1097
Operating Expenses	111	54	62	87	Net Debt (last quarter)				-71
EBITDA	-111	-54	-62	-51	Equity Value				1167
Depreciation & Amortization	0	0	0	1	Fair Value per Share				11
EBIT	-111 1	-54	-62	-52			00045	00055	00005
Net Financial Items EBT	-110	-6 -60	-2 -64	4 -48	CAPITAL STRUCTURE	2023	2024E	2025E	2026E
Income Tax Expenses	-110	-60 -1	-64 -1	-48 10	Equity Ratio	0,9	0,7	0,6	0,1
Non-Controlling Interest	0	0	0	0	Debt to equity	0,9	0,7	0,8	4,6
Net Income	-109	-59	-59	-55	Net Debt	-22	-42	-14	4,0
Net moone	100	00	00	00	Capital Employed	75	110	79	24
BALANCE SHEET	<del></del>				Working Capital Turnover	0,0	0,0	0,0	-4,8
Assets					rroming capital rameter	0,0	0,0	0,0	.,0
Current assets					GROWTH				
Cash & Equivalents	22	61	33	-29	Revenue Growth				
Inventories	0	0	0	5	Basic EPS Growth	-13%	-69%	-41%	-7%
Accounts Receivable	0	1	0	5	Adjusted Basic EPS Growth	-13%	-69%	-37%	-7%
Other Current Assets	7	7	0	3					
Total Current Assets	29	68	33	-15	PROFITABILITY				
					ROE	-86%	-71%	-79%	-174%
Non-current assets					ROCE	-149%	-49%	-79%	-215%
Property, Plant & Equipment, Net	0	0	0	0	ROIC	-267%	-105%	-131%	-136%
Goodwill	0	0	0	0	EBITDA Margin (%)	na	na	na	-140%
Intangible Assets	57	57	57	57	EBIT Margin (%)	na	na	na	-143%
Right-of-Use Assets	1	1	1	0	Net Income Margin (%)	na	na	na	-149%
Shares in Associates	0	0	0	0					
Other Long-Term Assets	0	0	2	3					
Total Non-Current Assets	58	58	60	61	VALUATION				
					Basic EPS	na	-1,0	-0,6	-0,5
Total Assets	87	125	92	45	Adjusted Basic EPS	na	-1,0	-0,6	-0,6
11-1965					P/E	na	neg	neg	neg
Liabilities					EV/Revenue	na	na	na	8,5
Current liabilities	0	0	0	0	EV/EBITDA EV/EBIT	na	neg	neg	neg
Short-Term Debt Short-Term Lease Liabilities	1	1	1	1	P/B	na na	neg 1,5	neg 4,1	neg 65,1
Accounts Payable	2	3	0	4	F/D	IIa	1,5	4, 1	05,1
Other Current Liabilities	10	11	13	16					
Total Current Liabilities	13	15	13	21	SHAREHOLDER STRUCTURE		,	APITAL % V	OTES %
Total Current Liabilities	13	10	10	21	Sunstone Capital			13,7%	14,1%
Non-current liabilities					Avanza Pension			4,4%	4,6%
Long-Term Debt	0	18	18	18	Fjärde AP-fonden			7,8%	8,0%
Long-Term Lease Liabilities	0	0	0	0	ÖstVäst Capital Management			3,4%	3,6%
Other Long-Term Liabilities	0	0	0	0	Ascelia Pharma AB			3,4%	0.3%
Total Non-current Liabilities	0	18	18	18	Ascella Filamia Ab			3,2/0	0,376
Total Nor-Current Liabilities	U	10	10	10	SHARE INFORMATION				
Non-Controlling Interest	0	0	0	0	Reuters code				ACE-SE
Shareholder's Equity	74	90	59	4	List				Small Cap
Total Liabilities & Equity	87	124	91	44	Share price			,	2,6
Total Elabilities & Equity	07	124	91	44	Total shares, million				52,5
CASH FLOW	<del></del> -				rotal shares, Hillion				32,3
NOPAT	-111	-53	-61	-63					
Change in Working Capital	-21	2	6	-6	MANAGEMENT & BOARD				
Operating Cash Flow	-127	-55	-55	-61	CEO			Magnue	Corfitzen
Speciality Scient 10W	-121	-50	-50	31	CFO			Julie Wara	
Capital Expenditures	0	0	0	0	Chairman				er Benson
Investment in Intangible Assets	0	0	0	0	S. amman			. 60	J. JOHOUH
Investing Cash Flow	0	0	0	-1					
	3	Ü	Ü	•	ANALYSTS			R	edeye AB
Financing Cash Flow	-1	93	28	0	Johan Unnerus		Mäster 9	r. Samuelsgata	,
Free Cash Flow	-127	-55	-55	-62	Richard Ramanius				Stockholm
	121	55	55	02	. sonara ramanao			111 37 1	

# Redeye Rating and Background Definitions

## **Company Quality**

Company Quality is based on a set of quality checks across three categories; PEOPLE, BUSINESS, FINANCE. These are the building blocks that enable a company to deliver sustained operational outperformance and attractive long-term earnings growth.

Each category is grouped into multiple sub-categories assessed by five checks. These are based on widely accepted and tested investment criteria and used by demonstrably successful investors and investment firms. Each sub-category may also include a complementary check that provides additional information to assist with investment decision-making.

If a check is successful, it is assigned a score of one point; the total successful checks are added to give a score for each sub-category. The overall score for a category is the average of all sub-category scores, based on a scale that ranges from 0 to 5 rounded up to the nearest whole number. The overall score for each category is then used to generate the size of the bar in the Company Quality graphic.

# People

At the end of the day, people drive profits. Not numbers. Understanding the motivations of people behind a business is a significant part of understanding the long-term drive of the Company. It all comes down to doing business with people you trust, or at least avoiding dealing with people of questionable character.

The People rating is based on quantitative scores in seven categories:

• Passion, Execution, Capital Allocation, Communication, Compensation, Ownership, and Board.

## **Business**

If you don't understand the competitive environment and don't have a clear sense of how the business will engage customers, create value and consistently deliver that value at a profit, you won't succeed as an investor. Knowing the business model inside out will provide you some level of certainty and reduce the risk when you buy a stock. The Business rating is based on quantitative scores grouped into five sub-categories:

• Business Scalability, Market Structure, Value Proposition, Economic Moat, and Operational Risks.

#### **Financials**

Investing is part art, part science. Financial ratios make up most of the science. Ratios are used to evaluate the financial soundness of a business. Also, these ratios are key factors that will impact a company's financial performance and valuation. However, you only need a few to determine whether a company is financially strong or weak.

The Financial rating is based on quantitative scores that are grouped into five separate categories:

• Earnings Power, Profit Margin, Growth Rate, Financial Health, and Earnings Quality.

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# Disclaimer

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#### Redeye Rating (2024-08-19)

Rating	People	Business	Financials
5р	32	15	4
3p - 4p	156	138	48
0p - 2p	5	40	141
Company N	193	193	193

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# CONFLICT OF INTERESTS

Johan Unnérus owns shares in the Company: Yes

Richard Romanius owns shares in the Company: No

Redeye performs services for the Company and receives compensation from the Company in connection with this.