

## Proprietary solutions are boosting profitability

BUY | Fair Value: €5.05 (€4.70) | Current Price: €3.84 | Upside: 32%

### Research Update

September 20, 2021 – 7.00 h

€ Million	FY17PF	FY18PF	FY19A	FY20A	FY21E	FY22E	FY23E
Total Revenue:	14.5	16.6	17.0	17.9	23.9	31.5	37.7
EBITDA	2.1	3.6	3.8	3.4	6.1	8.0	9.7
margin	14.3%	22.0%	22.2%	19.0%	25.3%	25.3%	25.8%
Net Profit	0.9	2.0	2.0	1.0	2.5	2.8	4.4
margin	6.5%	12.2%	11.6%	5.7%	10.4%	9.0%	11.7%
EPS	n.m.	n.m.	0.22	0.11	0.23	0.26	0.41

Source: Company data, KT&Partners' elaboration

**Keep growing through M&A.** After exploiting the first cross-selling opportunities with the acquired SCS computers, Maps kept pursuing its M&A strategy with two new acquisitions. In July 2020, Maps reached the 100% ownership of Maps Healthcare (acquiring the remaining 7.94%) and subsequently, on July 31<sup>st</sup>, acquired IASI Srl to further strengthen group healthcare offerings. The deal consideration of both acquisitions was paid partly cash and partly in Maps' shares valued at €4.36ps. IASI registered €3.2mn of revenues in 2020 and is expected to strongly contribute to Maps cross-selling opportunities. Indeed, Maps is already developing and offering integrated solutions to IASI clients.

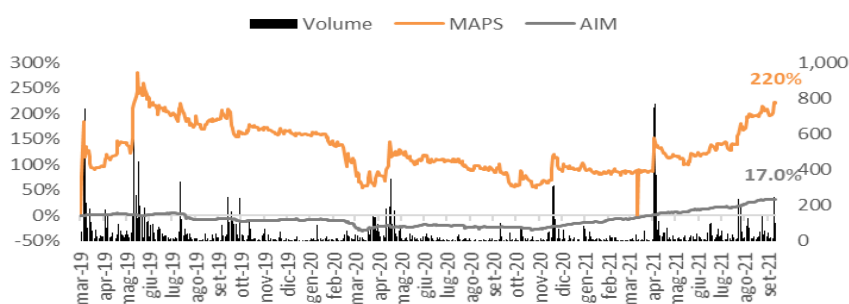
**Organic Development.** During 2021, the company closed several deals such as the tender called by Emilia Romagna' regional health service for ca. €400k (in five-years) and the tender called by the European Food Safety Authority for ca. €800k (in four years).

**1H21 Results.** 1H21 results confirmed the consolidation of the interest of both private companies and public administration toward digital transformation. Maps registered 1H21 Revenues of €10.7mn, growing by more than €2mn with respect to both 1H20 (which was impacted by COVID outbreak) and 1H19. Growth has been mainly driven by group's proprietary solutions, leading to €3.5mn of subscription fees, which grew from €2.0mn of 1H19 to €3.5mn of 1H21, also thanks SCS computer acquisition. Among the business lines, healthcare is still leading company growth, while Large Enterprise started its reacceleration after a penalized 2020. Looking at profitability, Maps reached €2.8mn 1H21 EBITDA, with a strong 26.7% margin, also thanks to proprietary solution growth and one-off items. NFP strongly improved by €3.3mn, reaching €3.7mn at the end of 1H21.

**Estimates update.** Following 1H21 results, we revised our 2021 estimates. To factor in the lower-than-expected 1H21 revenues, we slightly lowered our top-line forecast from €24.9mn to €23.9mn. Despite the revision of revenues, we left unchanged our EBITDA 2021 forecast at €6.1mn, also thanks to one-off items recorded in 1H21. For 2022 and 2023, we left unchanged our estimates both on revenues and on profitability, notwithstanding the higher-than-expected 1H21 EBITDA margin.

**Valuation.** We updated our valuation, based on both DCF and Multiples, leading to a fair value of €5.05ps (or €55mn), with an upside of 32% on current price of €3.84ps.

#### Relative Performance Chart – Since IPO



Source: FactSet, KT&Partners' elaboration

Equity Research Team  
[connect@ktepartners.com](mailto:connect@ktepartners.com)

Mauro IACCINO  
[miaccino@ktepartners.com](mailto:miaccino@ktepartners.com)

Federica FIORENZA  
[ffiorenza@ktepartners.com](mailto:ffiorenza@ktepartners.com)

#### Market Data:

Main Shareholders	
Marco Ciscato	17.4%
Maurizio Pontremoli	14.4%
Domenico Miglietta	10.9%
Mkt Cap (€ mn)	41.8
EV (€ mn)	48.8
Shares out.	10.9
Free Float	32.4%

Market multiples	2020	2021	2022
EV/EBITDA			
Maps S.p.A.	12.3x	6.9x	5.3x
Comps median	14.8x	13.6x	12.9x
Maps S.p.A. vs Median	-17%	-49%	-59%
P/E			
Maps S.p.A.	41.2x	16.9x	14.8x
Comps median	32.1x	23.9x	20.9x
Maps S.p.A. vs Median	28%	-29%	-29%

#### Stock Data:

52 Wk High (€)	4.06
52 Wk Low (€)	1.83
Avg. Daily Trading 90d	41,284
Price Change 1w (%)	8.17
Price Change 1m (%)	8.78
Price Change YTD (%)	69.16

KT&PARTNERS PREPARED THIS DOCUMENT PURSUANT TO AN ENGAGEMENT LETTER ENTERED INTO WITH BPER BANCA S.P.A. ACTING AS SPECIALIST IN ACCORDANCE WITH ART. 35 OF AIM ITALIA MARKET RULES FOR COMPANIES.

## Key Figures – Maps S.p.A.

	Current price (€)	Fair Value (€)	Sector				Free Float (%)	
	3.84	5.05	Information Technologies				32.4%	
<b>Per Share Data</b>								
		2017A	2018A	2019A	2020A	2021E	2022E	2023E
Total shares outstanding (mn)		n.m.	n.m.	9.13	9.64	10.89	10.89	10.89
EPS		n.m.	n.m.	0.22	0.11	0.23	0.26	0.41
Dividend per share (ord)		n.a.	n.a.	-	-	-	-	-
Dividend pay out ratio (%)		n.a.	n.a.	0%	0%	0%	0%	0%
<b>Profit and Loss (EUR thousand)</b>								
Revenues		14.5	16.6	17.0	17.9	23.9	31.5	37.7
EBITDA		2.1	3.6	3.8	3.4	6.1	8.0	9.7
EBIT		1.5	3.2	2.0	1.1	3.1	4.1	6.3
EBT		1.3	2.8	2.5	1.2	2.8	3.9	6.1
Taxes		(0.3)	(0.8)	(0.5)	(0.2)	(0.3)	(1.0)	(1.6)
Tax rate		0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net Income		0.9	2.0	2.0	1.0	2.5	2.8	4.4
<b>Balance Sheet (EUR thousand)</b>								
Total fixed assets		6.7	7.2	10.3	15.9	19.8	18.3	17.1
Net Working Capital (NWC)		3.4	3.2	7.0	7.0	9.1	11.2	13.8
Provisions		(2.5)	(2.9)	(3.5)	(4.6)	(4.9)	(5.2)	(5.5)
Total Net capital employed		7.6	7.6	13.8	18.2	24.0	24.2	25.3
Net financial position/(Cash)		4.5	3.0	4.4	7.0	6.9	4.3	1.0
Total Shareholder's Equity		3.2	4.6	9.4	11.2	17.1	19.9	24.3
<b>Cash Flow (EUR thousand)</b>								
Operating Cash Flow		-	3.1	(0.5)	3.3	3.6	4.9	5.5
Change in NWC		-	0.2	(3.7)	0.0	(2.2)	(2.0)	(2.6)
Capital expenditure		-	(1.1)	(2.7)	(6.2)	(6.8)	(2.4)	(2.3)
Other cash items/Uses of funds		-	0.6	0.6	1.2	0.3	0.3	0.3
Free cash flow		-	2.5	(2.6)	(1.8)	(3.0)	2.8	3.5
<b>Enterprise Value (EUR thousand)</b>								
Market Cap		n.a.	n.a.	28.6	21.9	41.8	41.8	41.8
Minorities		-	-	-	-	-	-	-
Net financial position/(Cash)		4.5	3.0	4.4	7.0	6.9	4.3	1.0
Enterprise value		n.a.	n.a.	33.0	28.9	48.7	46.2	42.9
<b>Ratios (%)</b>								
EBITDA margin		14.3%	22.0%	22.2%	19.0%	25.3%	25.3%	25.8%
EBIT margin		10.4%	19.2%	12.0%	6.3%	13.0%	12.9%	16.6%
Gearing - Debt/equity		142.5%	65.1%	47.4%	62.6%	40.4%	21.7%	4.2%
Interest cover on EBIT		4.1%	2.1%	-27.1%	-29.1%	10.0%	5.1%	3.3%
NFP/EBITDA		216.8%	82.1%	117.3%	205.8%	113.9%	54.3%	10.6%
ROCE		19.7%	42.0%	14.8%	6.2%	12.9%	16.8%	24.7%
ROE		30.1%	44.1%	21.0%	9.1%	14.5%	14.2%	18.2%
EV/Sales		n.m.	n.m.	2.46	2.33	1.75	1.33	1.11
EV/EBITDA		n.m.	n.m.	11.04	12.29	6.91	5.25	4.30
P/E		n.m.	n.m.	21.23	41.24	16.92	14.80	9.47
Free cash flow yield		n.m.	n.m.	-6%	-4%	-7%	7%	8%
<b>Growth Rates (%)</b>								
Sales		17.9%	14.2%	2.8%	5.3%	33.1%	32.1%	19.6%
EBITDA		11.8%	75.6%	4.1%	-10.1%	77.7%	31.6%	22.1%
EBIT		-4.8%	111.5%	-35.8%	-44.6%	173.3%	32.0%	53.4%
Net Income		-3.6%	113.4%	-2.7%	-48.5%	143.7%	14.3%	56.3%

Source: Company data, KT&amp;Partners' elaboration

### Company Overview

Maps is one of the main Italian digital transformation enablers focused on big data software solutions, offering its services and products to **large enterprises**, the **healthcare sector**, and **public administration**.

The company is characterized by strong client retention: clients with 5+ years relationship generated more than 85% of revenues in 2020.

Maps' business model is based on: a) proprietary solutions, which guarantee recurring revenues, and b) customized services.

## 1H21 Financial Results

Market performances and latest Maps' results confirmed the growing interest toward digital transformation of both private companies and public administration. Indeed, 1H21 Revenues reached €10.7mn (7% lower than our expectation), outperforming both 1H20 (+25%) and, even more relevant, 1H19 (+28%), resulting in a consolidated trend.

1H21 results are mainly driven by the growth of proprietary solutions - reaching more than 50% of total revenues - with subscription fee growing from €2.0mn in 1H19 to €3.5mn in 1H21 - also thanks the acquisition of SCS computers – reaching the 33% of total revenues (vs 27% of 1H20 and 24% of 1H21).

Looking at the business line, Healthcare division experienced a strong growth of ca. 60% YoY, with profitability boost thanks to the continuous investments on proprietary solution. Large Enterprise showed the first signals of reacceleration after a slower 2020, also benefiting from recurring contracts and one-off items which boosted profitability.

Gross Profit stood at €5.3mn, up by +44% YoY and 4% higher than our estimates, reaching a strong 49.8% Gross margin (+7pp YoY and +6pp with respect our estimates), also thanks to some non-recurring items.

Commercial and General and Administrative costs came in quite in line with our estimates, at €1.1mn and €1.4mn, respectively.

Following the great Gross Profit, EBITDA reached €2.8mn, growing by 74% YoY (4% higher than our estimate) and resulting in a 26.7% EBITDA margin mainly thanks to i) proprietary solutions growth, confirming the value-creating company strategy and ii) one-off items.

On the bottom line, 1H21 Net income reached €1.7mn, more than 3x with respect to 1H20 results, also benefitting from a tax shield related to revaluation of assets in accordance with D.L. 104/2020.

Looking at the Balance Sheet, the company enjoyed an improvement of €3.3mn of net financial position, going from €7.0mn of FY20 to €3.7mn of 1H21. The result is driven by i) the great company profitability (€2.8mn of EBITDA), and ii) the cash-in coming from warrant exercise (€1.7mn).

**1H21 Income Statement**

€ million	1H18A	1H19A	1H20A	1H21A	YoY growth	1H21E	A vs E
Subscription Fee	1.1	2.0	2.3	3.5	48%	4.2	-17%
Services Fee	5.7	5.6	4.7	6.4	38%	6.2	4%
Other Revenues	-	0.8	1.5	0.8	-50%	1.1	-33%
<b>Total Revenues</b>	<b>7.2</b>	<b>8.4</b>	<b>8.5</b>	<b>10.7</b>	<b>25%</b>	<b>11.5</b>	<b>-7%</b>
<i>Growth %</i>		15.8%	2.0%	25.0%		34.4%	
Direct Labour Costs	(3.2)	(3.8)	(3.4)	(4.0)		(4.6)	
Direct Services Costs	(0.8)	(1.0)	(1.5)	(1.3)		(1.7)	
<b>Gross Profit</b>	<b>2.9</b>	<b>3.6</b>	<b>3.7</b>	<b>5.3</b>	<b>44%</b>	<b>5.1</b>	<b>4%</b>
<i>Gross Margin</i>	42.3%	43.3%	43.4%	49.8%		44.5%	
Commercial Costs	(0.3)	(0.8)	(1.0)	(1.1)		(1.0)	
General and Administrative Costs	(0.8)	(1.1)	(1.1)	(1.4)		(1.3)	
<b>EBITDA</b>	<b>1.7</b>	<b>1.8</b>	<b>1.6</b>	<b>2.8</b>	<b>74%</b>	<b>2.8</b>	<b>4%</b>
<i>EBITDA margin</i>	25.6%	21.4%	19.2%	26.7%		24.0%	
<i>Growth %</i>		3.2%	-8.5%	73.9%		67.9%	
D&A and Provisions	(0.2)	(0.7)	(1.6)	(1.2)		(1.3)	
<b>EBIT</b>	<b>1.5</b>	<b>1.1</b>	<b>0.1</b>	<b>1.7</b>	<b>2414%</b>	<b>1.5</b>	<b>15%</b>
<i>EBIT margin</i>	22.7%	12.9%	0.8%	15.7%		12.7%	
<i>Growth %</i>		-29.8%	-93.8%	2413.8%		2081.1%	
Financial Income and Expenses	(0.0)	(0.2)	0.4	(0.2)		(0.1)	
Extraordinary Items	(0.0)	(0.0)	(0.0)			-	
<b>EBT</b>	<b>1.5</b>	<b>0.8</b>	<b>0.4</b>	<b>1.5</b>	<b>267%</b>	<b>1.3</b>	<b>11%</b>
Taxes	(0.4)	(0.2)	0.1	0.2		(0.1)	
<i>Tax Rate</i>	24.0%	21.8%	-20.3%	-11.5%		5.4%	
<b>Net Income</b>	<b>1.2</b>	<b>0.6</b>	<b>0.5</b>	<b>1.7</b>	<b>241%</b>	<b>1.3</b>	<b>31%</b>
<i>Net margin</i>	17.0%	7.4%	5.7%	15.6%		11.0%	

Source: Company data

## Change in Estimates

Following 1H21 results and recent developments we updated our financial projections.

Looking at 2021, on one hand we slightly lowered our revenue projection from €24.9mn to €23.9mn to factor in the lower-than-expected 1H21 revenue results. On the other hand, we kept unchanged our EBITDA forecast at €6.1mn, following the strong 1H21 profitability (26.7% EBITDA Margin). Finally, we revised upward our 2021 Net Income to €2.5mn to factor in the €0.4mn tax benefit coming from asset revaluation related to revaluation of assets in accordance with D.L. 104/2020.

For 2022 and 2023 estimates, we left unchanged our projections both in terms of revenue and profitability. Indeed, despite that 1H21 EBITDA margin came higher than our expectation - strongly confirming the profitability increase of the company - it has been partially influenced by one-off items.

The key points of our estimates are as follows:

- FY21 revenues at €23.9mn, reaching €37.7 in 2023 (CAGR 2020–23 of 30%)
- FY21 EBITDA at €6.1mn, reaching €9.7 in 2023 (CAGR 2020–23 of 37%)
- FY21 net income at €2.5mn, reaching €4.4 in 2023 (CAGR 2020–23 of 31%)
- FY21 NFP at €6.9mn, reaching €1.0mn in 2023.

Change in Estimates												
€ million	2019A	2020A	YoY	2021E	2021E	Change	2022E	2022E	Change	2023E	2023E	Change
				Old	New		Old	New		Old	New	
<b>Revenues</b>	17.0	17.9	5.3%	24.9	23.9	-4.1%	31.6	31.5	-0.1%	37.7	37.7	0.0%
YoY Change (%)	2.8%	5.3%		38.8%	33.1%		26.9%	32.1%		19.5%	19.6%	
<b>EBITDA</b>	3.8	3.4	-10.1%	6.1	6.1	-0.4%	8.0	8.0	-0.3%	9.7	9.7	0.0%
YoY Change (%)	4.1%	-6.4%		78.3%	77.7%		31.6%	31.6%		21.7%	22.1%	
EBITDA margin%	22.2%	19.0%		24.4%	25.3%		25.3%	25.3%		25.8%	25.8%	
<b>EBIT</b>	2.0	1.1	-44.6%	3.1	3.1	-1.8%	4.2	4.1	-2.3%	6.3	6.3	-0.1%
YoY Change (%)	-35.8%	-64.4%		178.2%	173.3%		32.7%	32.0%		50.0%	53.4%	
EBIT margin%	12.0%	6.3%		12.7%	13.0%		13.2%	12.9%		16.6%	16.6%	
<b>Net Income</b>	2.0	1.0	-48.5%	2.1	2.5	19.2%	2.9	2.8	-2.4%	4.4	4.4	-0.1%
YoY Change (%)	-2.7%	-49.9%		104.4%	143.7%		39.7%	14.3%		52.6%	56.3%	
Net margin%	11.6%	5.7%		8.3%	10.4%		9.2%	9.0%		11.7%	11.7%	
<b>NFP/(Cash)</b>	4.4	7.0	2.6	7.3	6.9	(0.4)	4.3	4.3	(0.0)	1.0	1.0	0.0
YoY Change (€mn)		2.6		0.3	(0.1)		(2.6)	(2.6)		(3.3)	-76.1%	

Source: FactSet, KT&Partners' elaboration

## Valuation

Following the projections of Maps' future financials, we carried out the valuations of the company by applying two major methods: i) the market multiples analysis based on EV/EBITDA and P/E, and ii) the DCF model.

The average of the three different valuation methods returns an equity value equal to €55mn, or €5.05 per share (+7% with respect our previous fair value).

### Valuation Recap

	Equity Value €mn	Value per share €
EV/EBITDA	69.6	6.39
P/E	47.3	4.34
<b>Average - Multiples</b>	<b>58.4</b>	<b>5.36</b>
DCF	51.6	4.74
<b>Average - btw method</b>	<b>55.0</b>	<b>5.05</b>

Source: FactSet, KT&Partners' elaboration

## Market Multiples Valuation

Following the comparables' analysis, we proceeded with the definition of market multiples for each peer group, focusing on 2020–22 data.

### Peer Comparison – Market Multiples 2020–2022

Company Name	Exchange	Market Cap	EV/SALES 2020	EV/SALES 2021	EV/SALES 2022	EV/SALES 2023	EV/EBITDA 2020	EV/EBITDA 2021	EV/EBITDA 2022	EV/EBITDA 2023	EV/EBIT 2020	EV/EBIT 2021	EV/EBIT 2022	EV/EBIT 2023	P/E 2020	P/E 2021	P/E 2022	P/E 2023
Reply S.p.A.	Milan	6,453	5.0x	4.3x	3.8x	3.5x	30.5x	25.4x	22.7x	20.6x	n.m.	31.4x	31.4x	31.4x	n.m.	45.3x	39.9x	35.6x
Capgemini SE	Euronext Paris	32,466	2.4x	2.2x	2.0x	1.9x	15.6x	13.6x	12.9x	11.9x	21.6x	17.8x	17.8x	17.8x	33.7x	23.9x	20.9x	18.8x
adesso SE	XETRA	1,167	2.5x	2.1x	1.8x	1.6x	22.0x	13.9x	14.9x	13.1x	n.m.	20.5x	20.5x	20.5x	n.m.	29.3x	32.2x	27.1x
GPI SpA	Milan	224	1.3x	1.1x	1.1x	1.0x	8.6x	9.6x	6.8x	6.6x	18.3x	14.0x	14.0x	14.0x	16.2x	15.3x	13.8x	12.9x
Expert.ai S.p.A.	Milan	145	4.4x	3.7x	2.7x	1.8x	n.m.	n.m.	n.m.	16.3x	n.m.	n.a	n.a	n.m.	n.m.	n.m.	n.m.	n.m.
Atos SE	Euronext Paris	5,007	0.7x	0.7x	0.7x	0.7x	5.1x	6.5x	5.8x	5.3x	9.5x	13.2x	13.2x	13.2x	9.0x	12.5x	9.9x	8.4x
Software AG	XETRA	3,077	3.4x	3.4x	3.2x	2.9x	14.8x	17.6x	14.1x	11.2x	20.6x	22.7x	22.7x	22.7x	32.1x	30.6x	23.9x	19.0x
Sopra Steria Group SA	Euronext Paris	3,690	1.0x	1.0x	0.9x	0.9x	9.7x	8.6x	7.8x	7.3x	17.4x	12.1x	12.1x	12.1x	34.1x	17.3x	14.6x	12.9x
Average peer group		6,529	2.6x	2.3x	2.0x	1.8x	15.2x	13.6x	12.1x	11.5x	17.5x	18.8x	18.8x	18.8x	25.0x	24.9x	22.2x	19.3x
Median peer group		3,384	2.5x	2.1x	1.9x	1.7x	14.8x	13.6x	12.9x	11.6x	18.3x	17.8x	17.8x	17.8x	32.1x	23.9x	20.9x	18.8x
Maps S.p.A.	Milan	42	2.5x	1.9x	1.4x	1.2x	13.3x	7.5x	5.7x	4.7x	n.m.	14.7x	11.1x	7.2x	36.7x	17.0x	14.9x	9.5x

Source: FactSet, KT&Partners' elaboration

We included in our relative valuation a size discount of 20%, and our estimates of Maps' EBITDA and net income for 2021 and 2022. We also consider a NFP adjusted for cash-in deriving from capital increase following the warrant exercise.

### Multiple Valuation – EV/EBITDA and P/E

Multiple Valuation (€mn)	2021E	2022E	Multiple Valuation (€mn)	2021E	2022E
EV/EBITDA Comps	13.6x	12.9x	P/E Comps	23.9x	20.9x
Maps EBITDA	6.1	8.0	Maps Net Income	2.5	2.8
<b>Enterprise value</b>	<b>82.1</b>	<b>102.4</b>	<b>Equity Value</b>	<b>59.1</b>	<b>59.1</b>
Maps 2020 NFP Adjusted	5.3	5.3	Average Equity Value		59.1
<b>Equity Value</b>	<b>76.8</b>	<b>97.2</b>	Size Discount		20%
Average Equity Value		87.0	<b>Equity Value Post-Discount</b>		<b>47.3</b>
Size Discount		20%	Number of shares (mn)		10.9
<b>Equity Value Post-Discount</b>		<b>69.6</b>	<b>Value per Share €</b>		<b>4.34</b>
Number of shares (mn)		10.9			
<b>Value per Share €</b>		<b>6.39</b>			

Source: FactSet, KT&Partners' elaboration

## DCF Valuation

We have also conducted our valuation using a four-year DCF model, based on 9.2% cost of equity, 4.6% cost of debt, and a target capital structure with 15% of debt. The cost of equity is a function of the risk-free rate of 0.69% (Italian 10y BTP), 5.39% mature market expected return and a premium for size and liquidity of 3.8%. **We, therefore, obtained 8.6% WACC.**

We discounted 2021E–24E annual cash flow and considered a terminal growth rate of 1.5%, considering also NFP adjusted for cash-in deriving from capital increase following the warrant exercise.

Then we carried out a sensitivity analysis on the terminal growth rate (+/- 0.25%) and on WACC (+/- 0.25%).

### DCF Valuation

€ million	2021E	2022E	2023E	2024E
<b>EBIT</b>	<b>3.1</b>	<b>4.1</b>	<b>6.3</b>	<b>8.4</b>
Taxes	(0.3)	(1.0)	(1.6)	(2.2)
D&A	3.0	3.9	3.5	3.5
Change in Net Working Capital	(2.2)	(2.0)	(2.6)	(3.2)
Change in Funds	0.3	0.3	0.3	0.3
<b>Net Operating Cash Flow</b>	<b>3.9</b>	<b>5.2</b>	<b>5.8</b>	<b>6.8</b>
Capex	(6.8)	(2.4)	(2.3)	(2.2)
<b>FCFO</b>	<b>(3.0)</b>	<b>2.8</b>	<b>3.5</b>	<b>4.6</b>
<b>g</b>	<b>1.5%</b>			
<b>Wacc</b>	<b>8.4%</b>			
FCFO (discounted)	(2.9)	2.5	2.9	3.5
Discounted Cumulated FCFO	6.0			
TV	66.3			
TV (discounted)	50.9			
<b>Enterprise Value</b>	<b>56.9</b>			
NFP FY20 adj.	5.3			
<b>Equity Value</b>	<b>51.6</b>			
# shares (mn)	10.9			
<b>Value per share (€)</b>	<b>4.74</b>			

Source: Company data, KT&Partners' elaboration

### Sensitivity Analysis (€mn)

		WACC				
		8.9%	8.7%	8.4%	8.2%	7.9%
Terminal growth Rate	1.0%	44.2	46.0	48.0	50.0	52.2
	1.2%	45.8	47.7	49.7	51.9	54.3
	1.5%	47.4	49.4	51.6	53.9	56.5
	1.7%	49.1	51.3	53.6	56.1	58.9
	2.0%	51.0	53.3	55.8	58.5	61.4

Source: Company data, KT&Partners' elaboration





## Appendix

### Peer Comparison

We carried out an in-depth analysis of potential public companies that could be considered as peers of Maps, taking into account its software development business and its digital transformation services.

We built an eight-company sample, consisting of:

- **Reply SpA:** listed on the Borsa Italiana, with a market capitalization of ca. €6.5bn. Reply engages in the creation and implementation of solutions based on new communication channels and digital media. It supports its clients in defining and developing new business models, using big data, cloud computing, customer relationship management, mobile, social media, and IoT paradigms. In 2020, Reply reached revenues of €1.3bn.
- **Capgemini SE:** listed on Euronext Paris with a market capitalization of ca. €32.5bn. Capgemini provides consulting, technology, professional, and outsourcing services. The consulting services business aims to help the group's clients in digital transformation programs, while the technology services business involves system integration and IT application development. Revenues for 2020 reached €15.9bn.
- **Adesso AG:** listed on XETRA (Frankfurt, Germany) with a market capitalization of ca. €1.1bn. Adesso is engaged in the provision of IT services, focused on consulting and software development and IT solutions, i.e., distribution of software products and industry-specific or industry-neutral solutions. The company reached revenues of €523mn in 2020.
- **GPI SpA:** listed on Borsa Italiana with a market capitalization of ca. €220mn. GPI provides IT management and consulting services focusing on the health and social assistance sectors. It registered €268mn in revenues in 2019.
- **Expert.ai SpA:** listed on Borsa Italiana with a market capitalization of ca. €150mn. Expert System engages in the development of semantic technology, providing solutions for online activities. In 2020, Expert reached revenues of €28mn.
- **Atos SE:** listed on Euronext Paris with a market capitalization of ca. €5.0bn. Atos provides consulting and system integration services. It provides managed services and NPO, cloud operations, big data, and cyber security solutions. Atos reached revenues of €11.2bn in 2020.
- **Software AG:** listed on XETRA (Frankfurt, Germany) with a market capitalization of ca. €3.1bn. Software AG engages in the development and provision of technology solutions for digitalization. It reached revenues of €835mn in 2020.
- **Sopra Steria Group SA:** listed on Euronext Paris with a market capitalization of ca. €3.7bn. Sopra Steria Group engages in the business of digital transformation, providing consulting, system integration, software development, infrastructure management, and business process services. In 2020, revenues equaled €4.3bn.

We analyzed the peer companies by considering their marginalities at EBITDA and net income level.

Peers have a level of marginality that is below Maps' 2020 results: the average EBITDA margin in 2020 recorded by peers was 15%, whereas Maps' margin registered in the same period was 19%. At net income level, the peers' average net margin was equal to 6%, in line with Maps' results.

## Peers Comparison – EBITDA Margin and Net Margin

Company Name	EBITDA Margin						Net Margin					
	2018	2019	2020	2021	2022	2023	2018	2019	2020	2021	2022	2023
Reply S.p.A.	12.5%	14.2%	16.4%	16.9%	16.9%	16.8%	9.6%	9.6%	9.9%	9.7%	9.9%	10.0%
Capgemini SE	13.8%	15.7%	15.4%	15.9%	15.8%	16.0%	5.5%	6.1%	6.0%	7.8%	8.4%	8.8%
adesso SE	7.9%	9.7%	11.5%	14.9%	12.0%	11.9%	3.7%	3.9%	4.0%	6.7%	4.7%	5.0%
GPI SpA	11.2%	13.2%	15.0%	11.6%	15.9%	15.8%	4.6%	4.0%	4.4%	4.3%	4.7%	4.8%
Expert.ai S.p.A.	11.5%	12.6%	neg	neg	neg	11.3%	neg	neg	neg	neg	neg	neg
Atos SE	12.0%	15.6%	13.0%	10.4%	11.5%	12.4%	5.3%	3.6%	4.9%	3.6%	4.6%	5.4%
Software AG	29.2%	28.9%	23.0%	19.5%	22.7%	26.2%	19.0%	17.4%	11.5%	11.3%	13.5%	15.6%
Sopra Steria Group SA	8.2%	11.1%	10.7%	11.1%	11.7%	12.1%	3.1%	3.6%	2.5%	4.0%	4.6%	5.1%
<b>Average</b>	<b>13.3%</b>	<b>15.1%</b>	<b>15.0%</b>	<b>14.3%</b>	<b>15.2%</b>	<b>15.3%</b>	<b>7.3%</b>	<b>6.9%</b>	<b>6.2%</b>	<b>6.8%</b>	<b>7.2%</b>	<b>7.8%</b>
<b>MAPS</b>	<b>22.0%</b>	<b>22.2%</b>	<b>19.0%</b>	<b>25.3%</b>	<b>25.3%</b>	<b>25.8%</b>	<b>12.2%</b>	<b>11.6%</b>	<b>5.7%</b>	<b>10.4%</b>	<b>9.0%</b>	<b>11.7%</b>

Source: Company data, KT&amp;Partners' elaboration

## DISCLAIMER

THIS DOCUMENT WAS PREPARED BY MAURO IACCINO – SENIOR ANALYST – AND FEDERICA FIORENZA – SENIOR ANALYST – ON BEHALF OF KT&PARTNERS S.R.L., WITH REGISTERED OFFICE AT VIA DELLA POSTA 10, MILAN, ITALY, MILAN COMPANY REGISTER NO. 1926922, SPECIALIZING IN FINANCIAL RESEARCH AND ANALYSIS (HEREINAFTER, “KT&PARTNERS”).

NO OTHER PEOPLE OR COMPANY CONTRIBUTED TO THE RESEARCH. NEITHER THE MEMBERS OF THE RESEARCH TEAM, NOR ANY PERSON CLOSELY ASSOCIATED WITH THEM HAVE ANY RELATIONSHIPS OR ARE INVOLVED IN CIRCUMSTANCES THAT MAY REASONABLY BE EXPECTED TO IMPAIR THE OBJECTIVITY OF THE RESEARCH, INCLUDING INTERESTS OR CONFLICTS OF INTEREST, ON THEIR PART OR ON THE PART OF ANY NATURAL OR LEGAL PERSON WORKING FOR THEM, WHO WAS INVOLVED IN PRODUCING THE RESEARCH.

FOR THIS PURPOSE, THE MEMBERS OF THE RESEARCH TEAM CERTIFY THAT: (I) THEY HAVE NOT RECEIVED AND WILL NOT RECEIVE ANY DIRECT OR INDIRECT COMPENSATION IN EXCHANGE FOR ANY VIEWS EXPRESSED IN THE RESEARCH; (II) THEY DO NOT OWN ANY SECURITIES AND/OR ANY OTHER FINANCIAL INSTRUMENTS ISSUED BY THE COMPANY OR ANY FINANCIAL INSTRUMENT WHICH THE PRICE DEPENDS ON, OR IS LINKED TO ANY SECURITIES AND/OR ANY FINANCIAL INSTRUMENTS ISSUED BY THE COMPANY; (III) NEITHER THE ANALYSTS NOR ANY MEMBER OF THE ANALYST’S HOUSEHOLD SERVE AS AN OFFICER, DIRECTOR OR ADVISORY BOARD MEMBER OF THE COMPANY.

KT&PARTNERS HAS IN PLACE AN EQUITY RESEARCH POLICY, IN ORDER TO RULE RESEARCH SERVICES IN COMPLIANCE WITH PARLIAMENT REGULATION (EU) NO.596/2014 AND COMMISSION DELEGATED REGULATION (EU) NO. 958/2016 ON MARKET ABUSE. IN THIS POLICY, THERE ARE ALSO DESCRIBED THE ORGANIZATIONAL MECHANISMS ADOPTED BY KT&PARTNERS TO PREVENT AND PROFESSIONALLY MANAGE CONFLICTS OF INTEREST THAT MAY BE ARISE DURING THE PERFORMANCE OF THE RESEARCH. IN ANY CASE, CHINESE WALLS AND OTHER INFORMATION BARRIERS ARE IN PLACE TO AVOID THE EXCHANGE OF CONFIDENTIAL INFORMATION BETWEEN THE EQUITY RESEARCH DEPARTMENT AND OTHER SERVICES AREAS.

KT&PARTNERS PREPARED THIS DOCUMENT ON BEHALF OF MAPS S.P.A. ACCORDING TO AN AGREEMENT ENTERED WITH THE SAME AND ON THE BASIS OF THE DATA AND PUBLIC INFORMATION PROVIDED BY THE SAME OR DERIVED FROM SOURCES DEEMED SERIOUS AND RELIABLE ON THE FINANCIAL MARKET BUT WHOSE ABSOLUTE TRUSTWORTHINESS, COMPLETENESS, AND ACCURACY CANNOT BE GUARANTEED. THE FEES AGREED FOR THIS RESEARCH DO NOT DEPEND ON THE RESULTS OF THE RESEARCH.

KT&PARTNERS PREPARED THIS DOCUMENT PURSUANT TO AN ENGAGEMENT LETTER ENTERED INTO WITH BPER BANCA S.P.A. ACTING AS SPECIALIST IN ACCORDANCE TO ART. 35 OF AIM ITALIA MARKET RULES FOR COMPANIES.

KT&PARTNERS PUBLISHED A REPORT ON MAPS ON JULY 29, 2021 WITH A FAIR VALUE OF €4.70 PER SHARE.

THIS DOCUMENT IS A SOURCE OF INFORMATION ONLY, AND IS NOT PART OF, AND IN NO WAY MUST BE CONSIDERED AN OFFER TO SELL, SUBSCRIBE OR TRADE, OR A SOLICITATION TO PURCHASE, SUBSCRIBE OR TRADE, FINANCIAL INSTRUMENTS/PRODUCTS, OR IN GENERAL TO INVEST, NOR MUST IT BE CONSIDERED ANY FORM OF CONSULTING FOR AN INVESTMENT IN FINANCIAL INSTRUMENTS.

THE INFORMATION PROVIDED IN THIS DOCUMENT MUST NOT BE UNDERSTOOD AS A REQUEST OR SUGGESTION TO CONDUCT OR CARRY OUT A SPECIFIC TRANSACTION.

EACH INVESTOR MUST FORM HIS/HER OWN OPINION BASED EXCLUSIVELY ON HIS/HER ASSESSMENT OF THE ADVISABILITY OF INVESTING. ANY INVESTMENT DECISION MADE ON THE BASIS OF THE INFORMATION AND ANALYSES IN THIS DOCUMENT IS THE EXCLUSIVE RESPONSIBILITY OF THE RECIPIENTS OF THIS DOCUMENT, WHO MUST CONSIDER THIS DOCUMENT MERELY AS A SOURCE OF INFORMATION AND ANALYSIS TO SUPPORT SUCH DECISION.

ANY OPINIONS, FORECAST OR ESTIMATES CONTAINED HEREIN CONSTITUTE A JUDGEMENT AS AT THE DATE OF THIS DOCUMENT, AND THERE CAN BE NO ASSURANCE THAT THE FUTURE RESULTS OF THE COMPANY AND/OR ANY FUTURE EVENTS WILL BE CONSISTENT WITH ANY OF SUCH OPINIONS, FORECAST OR ESTIMATES.

KT&PARTNERS MAKES NO EXPLICIT OR IMPLICIT GUARANTEE WITH RESPECT TO PERFORMANCE OR THE OUTCOME OF ANY INVESTMENT OR PROJECTIONS MADE.

THEREFORE, KT&PARTNERS, ITS REPRESENTATIVES AND/OR EMPLOYEES WILL NOT BE LIABLE FOR ANY EFFECT DERIVING FROM THE USE OF THIS DOCUMENT, AND HEREBY DECLINE ALL LIABILITY FOR ANY DIRECT OR INDIRECT DAMAGES, FINANCIAL OR OTHERWISE, DERIVING FROM ANY USE OF THE INFORMATION IT CONTAINS.

KT&PARTNERS AIMS TO PROVIDE CONTINUOUS COVERAGE OF THE COMPANY IN CONJUNCTION WITH ANY EXCEPTIONAL EVENT THAT OCCURS AFFECTING THE ISSUER'S SPHERE OF OPERATIONS AND IN ANY CASE AT LEAST TWICE PER YEAR.

IN THIS STUDY, DCF AND MULTIPLE VALUATION MODELS HAVE BEEN USED. RECOMMENDATIONS FOLLOW THE FOLLOWING RULES:

- ADD – FOR A FAIR VALUE > 15% ON CURRENT PRICE
- HOLD – FOR A FAIR VALUE < 15% AND > – 15% ON CURRENT PRICE
- REDUCE – FOR A FAIR VALUE < – 15% ON CURRENT PRICE

