

Digital Network S.A.



Price target: PLN 331.20

Preview

Rating: ADD

Since our initiating coverage on 15 June the Digital Network (DIG) stock has delivered a phenomenal performance (27.6% vs. 5.2% for WIG index). The company, which with its digital screens reaches c. 60% of urban residents in Poland in our view, benefits from a rapid Polish OOH/DOOH market, which according to latest forecasts is expected to grow by 9.8% in 2026E (vs. 6.9% for total advertising market). Prel. Q2 revenues of PLN 60.9m (+197.5%) are at record level and due to the launch of the first digitalized screen of newly-acquired Braughman Group Media Outdoor (BGMO) in Warsaw on July 7 – Warsaw Stage, the largest LED screen in the EU - we also believe that Q3 will be strong. After discussions with management, we forecast Q2 EBITDA of PLN 36.5m (+82.8% y-o-y; 60% margin) and net income of PLN 13.5m (+81%). We have also decided to increase our forecasts for 2026E and beyond, which raises our 12-months PT (80% DCF, 20% peer group) from PLN 251.90 to PLN 331.20 (ADD rating maintained). We now expect EPS to grow by 83.9%/26.8% in 2026E/2027E vs. respective P/E multiples of 20.4x/16.1x.

Our forecasts for 2026E-2028E are now 1.2%-8.3% higher than before as Digital Network should benefit from the rapid replacement of traditional billboards in prime BGMO locations with higher-margin digital screens, a robust advertising market, and greater efficiency from broader use of AI. Our updated forecasts for 2026E foresee PLN 280m (prev. PLN 276.7m) for revenues, PLN 140m (PLN 138.2m) for EBITDA and PLN 69.2m (PLN 67.7m) for net income. Additionally, we have increased our assumption for net CAPEX in 2026E-2028E from previously PLN 66.1m to PLN 69.7m. In 2026E-34E, we now expect a revenue CAGR of 11.7% (10.1% before) and a target EBITDA margin of 55.5% (53.3%, 2023-25 avg.: 56.6%)

We would like to emphasize that our estimates do not account for a potential expansion into Czechia, Hungary, and Romania, where, as in Poland, DOOH remains underdeveloped. According to the latest market data, DOOH accounts for c. 4.8% of the total advertising market and 48% of the OOH segment in D, compared to 1.5% & 30% in PL, 1.2% & 25% in CZ, 0.8% & 20% in H, and 0.6% & 20% in RO. In our view, the most likely scenario is that DIG will seek to enter these markets through acquisitions, with potential targets including e.g. BigBoard Group (CZ), Phoenix Media (RO), and Publiment (H).

Company profile

Digital Network S.A. is the No 1 Digital-Out-of-Home advertising company in Poland.

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Website	www.digitalnetwork.pl
Sector	Advertising
Country	Poland
ISIN	PL4FNMD00013
Reuters	DIG.WA
Bloomberg	DIG PW

Share information

Last price	309.00
Number of shares (m)	4.57
Market cap. (PLNm)	1410.86
Market cap. (EURm)	325.83
52-weeks range	PLN 317 / PLN 81.30
Average volume (shares)	12,440

Performance

4-weeks	16.17%
13-weeks	52.22%
26-weeks	96.07%
52-weeks	278.21%
YTD	88.64%

Shareholder structure

Epicom Ltd.	49.76%
IT Fashion Polska Properties Sp. z o.o.**	7.16%
Free float	43.08%

Financial calendar

H1/26 report	September 30, 2026
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Analyst

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in PLNm	2023	2024	2025	2026E	2027E	2028E
Net sales	64.28	74.67	112.92	280.04	324.85	376.82
EBITDA	33.35	43.72	66.90	140.02	164.70	194.06
EBIT	22.73	31.70	50.52	101.02	123.75	151.07
Net income	21.35	25.15	37.61	69.19	87.73	109.99
EPS	5.12	6.04	9.03	15.15	19.21	24.09
DPS	4.10	4.82	5.00	5.20	5.40	5.60
Dividend yield	1.33%	1.56%	1.62%	1.68%	1.75%	1.81%
RoE	44.30%	47.72%	48.95%	53.30%	46.91%	41.69%
Net gearing	-2.06%	21.05%	171.85%	61.30%	22.01%	-4.84%
EV/Sales	24.75x	21.31x	14.09x	5.68x	4.90x	4.22x
EV/EBITDA	47.71x	36.39x	23.78x	11.36x	9.66x	8.20x
P/E	60.35x	51.16x	34.22x	20.39x	16.08x	12.83x

Valuation

We have valued Digital Network by using a weighted average of a DCF model (80% weight) and peer-group-based fair value (20%). With higher estimates for 2026E and beyond, lower WACC (13.3% vs. 13.5%) and higher peer-group-based FV (PLN 291.78 vs. PLN 273.93 before), our new 12-months PT for the stock equals PLN 331.20 (previously: PLN 251.90). Given an upside of 7.2% at present, our ADD rating remains unchanged.

Below are the key assumptions of our WACC calculation:

- (1) *Risk-free rate*: Current yield of Polish long-term government bonds with maturity in 2047E is 5.8% (Source: www.boerse-stuttgart.de)
- (2) *Beta*: Average historical unlevered beta of companies from the Advertising sector of 1.41x (Source: www.damodaran.com)
- (3) *Equity risk premium (Poland)*: 5.33%
- (4) *Target equity ratio*: 100%
- (5) *After-tax cost of debt*: 6.5%
- (6) *WACC = Equity costs*: 13.3%
- (7) *Sales growth in the terminal period*: 2%
- (8) Free cash flows and residual values are discounted to July 27, 2026

DCF model

in PLNm	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E
Net sales	280.04	324.85	376.82	425.81	481.16	524.47	571.67	623.12	679.20
(y-o-y change)	148.0%	16.0%	16.0%	13.0%	13.0%	9.0%	9.0%	9.0%	9.0%
EBIT	101.02	123.75	151.07	178.19	209.54	235.27	265.01	290.33	317.88
(EBIT margin)	36.1%	38.1%	40.1%	41.8%	43.5%	44.9%	46.4%	46.6%	46.8%
NOPLAT	81.83	100.24	122.36	144.33	169.72	190.57	214.66	235.17	257.48
+ Depreciation & amortisation	39.00	40.95	43.00	45.15	47.40	49.77	52.26	54.88	57.62
= Net operating cash flow	120.83	141.19	165.36	189.48	217.13	240.35	266.92	290.05	315.10
- Total investments (Capex and WC)	-15.04	-68.18	-72.66	-56.80	-61.98	-66.91	-71.92	-76.67	-82.28
Capital expenditure	-66.09	-62.23	-64.28	-45.20	-47.46	-49.83	-52.32	-54.93	-57.67
Working capital	51.04	-5.94	-8.38	-11.60	-14.52	-17.08	-19.60	-21.74	-24.61
= Free cash flow (FCF)	105.78	73.01	92.70	132.68	155.15	173.44	195.01	213.38	232.82
PV of FCF's	100.25	61.06	68.42	86.42	89.18	87.97	87.29	84.29	81.16
PV of FCFs in explicit period	746.03								
PV of FCFs in terminal period	769.28								
Enterprise value (EV)	1,515.31								
+ Net cash / - net debt (31 March 2025)	-178.47								
+ Investment / - minorities	-1.72								
Shareholder value	1,335.12								
Number of shares outstanding (m)	4.57								
						Terminal EBIT margin			
WACC	13.3%								
Cost of equity	13.3%	9.3%	43.8%	44.8%	45.8%	46.8%	47.8%	48.8%	49.8%
Pre-tax cost of debt	8.0%	10.3%	468.32	475.65	482.97	490.29	497.61	504.93	512.25
Normal tax rate	19.0%	11.3%	407.30	413.36	419.41	425.47	431.52	437.58	443.64
After-tax cost of debt	6.5%	12.3%	358.43	363.50	368.57	373.65	378.72	383.79	388.86
Share of equity	100.0%	13.3%	318.48	322.77	327.06	331.35	335.64	339.93	344.22
Share of debt	0.0%	14.3%	285.25	288.91	292.57	296.23	299.89	303.55	307.21
Fair value per share in PLN (today)	292.41	15.3%	257.22	260.37	263.51	266.66	269.80	272.95	276.10
Fair value per share in PLN (in 12 months)	331.35								

Source: East Value Research GmbH

Peer Group Analysis

The following listed companies operate in the OOH and/or DOOH segments and are covered by sell-side analysts.

- (1) *Stroer SE & Co. KGaA*: Stroer, which is based in Cologne/Germany, operates on a highly integrated business model known fundamentally as the "OOH+" (Out-of-Home Plus) strategy. Instead of functioning purely as a traditional billboard provider, Stroer uses its massive physical advertising footprint as a monetization platform, combining it with digital marketing and data-driven dialog services. With in total c. 300,000 physical advertising spaces and >46,000 digital screens especially in Germany, Stroer controls over 10,000 digital screens in Poland (mainly Warsaw, Krakow and Wroclaw). Among others, the company holds exclusive advertising rights for the Warsaw Metro system, where it operates nearly 2,000 HD screens installed directly inside the train carriages, alongside large-format digital Metroboards located on station platforms. In 2025, the company generated total revenues of EUR 2.1bn (thereof: c. EUR 36m in Poland), an EBITDA margin of 27.2% and ROCE of 8.7%.
- (2) *APG SGA AG*: APG SGA (Allgemeine Plakatgesellschaft), which is based in Geneva/Switzerland, is the market leader in Switzerland's Out-of-Home (OOH) segment with an estimated market share of 63%. Established in 1900, the company is one of the world's top 10 largest outdoor advertising entities. APG serves in total >7,500 advertisers and operates c. 150,000 advertising spaces (incl. Traditional physical posters, large-format billboards, cultural/political panels, >2,100 DOOH screens). In 2025, APG SGA generated total revenues of CHF 329m, an EBITDA margin of 12.9% and ROCE of 33.5%.
- (3) *Clear Channel Outdoor Holdings Inc.*: Clear Channel Outdoor, which is based in San Antonio/US, operates a "Pure-Play" OOH & Data Media model. CCO, which is active in >10 countries, is now the leading provider of airport advertising in the US. In total, the company operates >430,000 advertising displays globally (thereof the vast majority in the US), of which >23,000 are digital screens. Moreover, it serves >13,000 advertisers globally (both SMEs and Fortune 500 companies). Its RADAR platform uses anonymized mobile location data to track consumer movement patterns. In 2025, Clear Channel Outdoor generated total revenues of USD 1.6bn, an EBITDA margin of 29.9% and ROCE of 7.5%.
- (4) *OUTFRONT Media Inc.*: OUTFRONT Media, which is based in New York/US, operates as a REIT that functions as an audience monetization platform. Strategically positioned between physical real estate and media, the company leases or secures exclusive concession rights for high-traffic real estate in top US metropolitan markets and sells that space to SMEs and Fortune 500 advertisers. It operates >40,000 prime billboard faces complemented by hundreds of thousands of individual transit assets (bus, rail, subway interior cards) and >31,000 digital displays. In 2025, OUTFRONT Media generated total revenues of USD 1.8bn, an EBITDA margin of 22.8% and ROCE of 5.2%.

(5) *JCDecaux SA*: JCDecaux, which is based in Neuilly-sur-Seine/France, is the No 1 outdoor advertising network worldwide. For cities & transit authorities, the company designs, manufactures, installs, and maintains premium public amenities (such as bus shelters, citylight maps, public toilets, and bike-sharing systems) completely free of charge. In exchange for providing the infrastructure, municipalities grant JCDecaux exclusive long term concessions (often 10 to 20 years) to sell the advertising space built directly into those amenities. The company operates in c. 80 countries worldwide, serves >40,000 advertisers each year (both SMEs and Fortune 500 companies), controls >1,100,000 advertising panels and >30,000 digital screens. In 2025, JCDecaux generated total revenues of EUR 3.7bn, an EBITDA margin of 21% and ROCE of 5.6%.

(6) *Lamar Advertising Company*: Lamar Advertising, which is based in Baton Rouge/US, is a REIT that in contrast to e.g. OUTFRONT focuses on OOH at roadside highway bulletins, interstate logo signs, and suburban/interstate highway corridors. Its network in the US and Canada, which is the largest in North America, comprises >360,000 advertising displays and >5,000 digital screens. The company serves >50,000 advertisers annually, of which most are SMEs. In 2025, Lamar generated total revenues of USD 2.3bn, an EBITDA margin of 45.2% and ROCE of 9%.

Peer group analysis

Company	EV/Sales		EV/EBITDA		P/E		P/BVPS	EBITDA margin	Net gearing
	2026E	2027E	2026E	2027E	2026E	2027E	Latest	Last FY	Latest
Stroer SE & Co. KG (EUR)	1.70x	1.63x	5.76x	5.39x	11.73x	9.97x	4.07x	27.19%	351.03%
APG SGA AG (CHF)	1.66x	1.61x	12.36x	11.32x	20.18x	18.06x	11.06x	12.89%	-42.72%
Clear Channel Outdoor Holdings Inc. (USD)	4.43x	4.28x	13.75x	13.03x	-34.43x	241.00x	neg	29.92%	n.a
OUTFRONT Media Inc. (USD)	4.94x	4.84x	16.84x	16.16x	23.90x	22.56x	8.52x	22.83%	618.78%
JCDecaux SE (EUR)	1.80x	1.72x	6.10x	6.20x	16.03x	14.35x	2.09x	21.01%	116.36%
Lamar Advertising Company (USD)	8.88x	8.55x	18.68x	17.77x	26.94x	25.27x	16.69x	45.21%	506.94%
Median	3.12x	3.00x	13.05x	12.17x	18.10x	20.31x	8.52x	25.01%	351.03%
Digital Network S.A. (PLN)	5.68x	4.90x	11.36x	9.66x	20.39x	16.08x	24.60x	59.25%	314.24%
Premium/Discount	82.3%	63.2%	-12.9%	-20.6%	12.6%	-20.8%			
Fair value Digital Network (PLN)	291.78								

Source: CapitalIQ, marketscreener.com, East Value Research GmbH

Price target calculation

Valuation method	Fair value	Weight
DCF model	292.41	80%
Peer Group Analysis	291.78	20%
Weighted average (present value)	292.28	
In 12-months (PV * (1+WACC))	331.20	

Source: East Value Research GmbH

Profit and loss statement

in PLNm	2023	2024	2025	2026E	2027E	2028E
Net sales	64.28	74.67	112.92	280.04	324.85	376.82
Cost of goods sold	-16.16	-19.24	-30.46	-117.90	-135.14	-154.87
Gross profit	48.13	55.42	82.46	162.14	189.71	221.95
Other operating income	0.17	0.57	0.40	0.20	0.20	0.20
Distribution expenses	-3.76	-3.73	-3.37	-2.74	-2.94	-3.14
Administration costs	-8.49	-8.10	-11.79	-19.04	-20.38	-21.80
Other operating expenses	-2.69	-0.44	-0.80	-0.54	-1.90	-3.14
EBITDA	33.35	43.72	66.90	140.02	164.70	194.06
Depreciation & Amortization	-10.61	-12.02	-16.39	-39.00	-40.95	-43.00
EBIT	22.73	31.70	50.52	101.02	123.75	151.07
Net financial results	8.24	2.76	-0.74	-14.00	-13.75	-13.50
EBT	30.98	34.46	49.78	87.02	110.00	137.57
Income taxes	-6.93	-6.27	-9.68	-16.53	-20.90	-26.14
Result from discontinued operations	0.68	0.00	0.00	0.00	0.00	0.00
Minority interests	-3.38	-3.04	-2.48	-1.30	-1.37	-1.43
Net income / loss	21.35	25.15	37.61	69.19	87.73	109.99
EPS	5.12	6.04	9.03	15.15	19.21	24.09
DPS	4.10	4.82	5.00	5.20	5.40	5.60
Share in total sales						
Net sales	100.00 %	100.00 %	100.00 %	100.00 %	100.00 %	100.00 %
Cost of goods sold	-25.13 %	-25.77 %	-26.97 %	-42.10 %	-41.60 %	-41.10 %
Gross profit	74.87 %	74.23 %	73.03 %	57.90 %	58.40 %	58.90 %
Other operating income	0.26 %	0.76 %	0.36 %	0.07 %	0.06 %	0.05 %
Distribution expenses	-5.85 %	-5.00 %	-2.99 %	-0.98 %	-0.90 %	-0.83 %
Administration costs	-13.21 %	-10.85 %	-10.44 %	-6.80 %	-6.27 %	-5.79 %
Other operating expenses	-4.19 %	-0.59 %	-0.71 %	-0.19 %	-0.59 %	-0.83 %
EBITDA	51.87 %	58.55 %	59.25 %	50.00 %	50.70 %	51.50 %
Depreciation & Amortization	-16.51 %	-16.10 %	-14.51 %	-13.93 %	-12.61 %	-11.41 %
EBIT	35.37 %	42.46 %	44.74 %	36.07 %	38.09 %	40.09 %
Net financial results	12.82 %	3.70 %	-0.66 %	-5.00 %	-4.23 %	-3.58 %
EBT	48.19 %	46.16 %	44.08 %	31.07 %	33.86 %	36.51 %
Income taxes	-10.79 %	-8.40 %	-8.58 %	-5.90 %	-6.43 %	-6.94 %
Result from discontinued operations	1.06 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %
Minority interests	-5.26 %	-4.07 %	-2.19 %	-0.46 %	-0.42 %	-0.38 %
Net income / loss	33.21 %	33.68 %	33.31 %	24.71 %	27.01 %	29.19 %

Balance sheet

in PLNm	2023	2024	2025	2026E	2027E	2028E
Cash and cash equivalents	25.38	13.14	24.13	82.59	114.57	163.88
Other financial assets	11.37	11.28	7.04	7.11	7.18	7.25
Inventories	0.00	0.00	0.00	0.00	0.00	0.00
Trade accounts and notes receivables	13.70	17.18	41.35	59.08	66.75	75.36
Prepaid expenses, deferred charges and others	3.31	3.63	9.12	9.30	9.48	9.67
Current assets	53.76	45.23	81.63	158.08	197.98	256.17
Property, plant and equipment	12.74	13.31	20.15	26.04	26.09	26.14
Rights-to-use assets	22.01	21.60	129.03	150.26	171.49	192.72
Other intangible assets	0.58	0.45	0.36	0.32	0.32	0.33
Goodwill	8.03	8.03	125.91	125.91	125.91	125.91
Other long-term assets	2.94	1.46	3.68	3.72	3.75	3.79
Deferred tax assets	1.40	2.07	3.68	3.50	0.00	0.00
Non-current assets	47.70	46.92	282.81	309.75	327.56	348.88
Total assets	101.47	92.15	364.44	467.83	525.55	605.05
Trade payables	7.85	9.21	24.07	92.84	94.57	94.80
Short-term financial debt	7.84	7.34	67.60	57.00	53.00	49.00
Other liabilities	5.68	5.91	7.93	8.01	8.09	8.17
Provisions	2.00	0.05	0.30	0.30	0.31	0.32
Current liabilities	23.37	22.52	99.89	158.15	155.97	152.29
Long-term financial debt	16.36	15.92	138.06	120.00	110.00	100.00
Other long-term liabilities	0.16	0.07	9.05	22.45	26.04	30.20
Provisions	0.00	2.29	7.94	8.02	8.10	8.18
Deferred tax liabilities	1.24	1.33	1.14	1.20	0.00	0.00
Long-term liabilities	17.75	19.61	156.20	151.67	144.14	138.39
Total liabilities	41.12	42.13	256.09	309.82	300.11	290.68
Shareholders equity	57.34	48.06	105.63	153.99	220.07	307.57
Minority interests	3.00	1.97	2.71	4.01	5.38	6.81
Total liabilities and equity	101.47	92.15	364.44	467.83	525.55	605.05

Cash Flow Statement

in PLNm	2023	2024	2025	2026E	2027E	2028E
Net income / loss	21.35	25.15	37.61	69.19	87.73	109.99
Depreciation & Amortization	10.61	12.02	16.39	39.00	40.95	43.00
Change of working capital	-0.65	-2.11	-2.55	51.04	-5.94	-8.38
Others	0.11	-1.09	2.50	-13.51	-5.76	-4.04
Net operating cash flow	31.42	33.97	53.95	145.72	116.97	140.58
Cash flow from investing	-4.40	-6.96	-91.50	-66.09	-62.23	-64.28
Free cash flow	27.02	27.01	-37.55	79.63	54.74	76.30
Cash flow from financing	-14.87	-39.24	48.54	-21.17	-22.77	-26.99
Change of cash	12.15	-12.23	10.99	58.46	31.98	49.31
Cash at the beginning of the period	12.47	25.38	13.14	24.13	82.59	114.57
Cash at the end of the period	25.38	13.14	24.13	82.59	114.57	163.88

Financial ratios

Fiscal year	2023	2024	2025	2026E	2027E	2028E
Profitability and balance sheet quality						
Gross margin	74.87%	74.23%	73.03%	57.90%	58.40%	58.90%
EBITDA margin	51.87%	58.55%	59.25%	50.00%	50.70%	51.50%
EBIT margin	35.37%	42.46%	44.74%	36.07%	38.09%	40.09%
Net margin	33.21%	33.68%	33.31%	24.71%	27.01%	29.19%
Return on equity (ROE)	44.30%	47.72%	48.95%	53.30%	46.91%	41.69%
Return on assets (ROA)	14.58%	23.12%	16.80%	19.99%	20.43%	21.85%
Return on capital employed (ROCE)	22.59%	37.24%	15.38%	26.42%	27.12%	27.03%
Economic Value Added (in PLNm)	7.25	16.66	5.46	40.59	51.02	62.08
Net debt (in PLNm)	-1.18	10.12	181.53	94.41	48.43	-14.88
Net gearing	-2.06%	21.05%	171.85%	61.30%	22.01%	-4.84%
Equity ratio	56.51%	52.15%	28.99%	32.92%	41.87%	50.83%
Current ratio	2.30	2.01	0.82	1.00	1.27	1.68
Quick ratio	2.16	1.85	0.73	0.94	1.21	1.62
Net interest cover	-2.76	-11.47	67.99	7.22	9.00	11.19
Net debt/EBITDA	-0.04	0.23	2.71	0.67	0.29	-0.08
Tangible BVPS	11.83	9.61	-4.87	6.15	20.62	39.79
Capex/Sales	-21.46%	-16.14%	-220.01%	-23.60%	-19.16%	-17.06%
Working capital/Sales	9.10%	10.67%	15.30%	-12.06%	-8.56%	-5.16%
Cash Conversion Cycle (in days)	-100	-91	-155	-210	-180	-150
Trading multiples						
EV/Sales	24.75	21.31	14.09	5.68	4.90	4.22
EV/EBITDA	47.71	36.39	23.78	11.36	9.66	8.20
EV/EBIT	69.99	50.19	31.49	15.75	12.86	10.53
P/Tangible BVPS	26.12	32.14	-63.48	50.24	14.98	7.77
P/E	60.35	51.16	34.22	20.39	16.08	12.83
P/FCF	47.68	47.64	-34.28	17.72	25.77	18.49

Disclaimer

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Meaning of the investment judgement:

Buy: Based on our analysis, we expect the stock to appreciate and generate a total return of at least 10% over the next twelve months

Add: Based on our analysis, we expect the stock to appreciate and generate a total return between 0%- 10% over the next twelve months

Reduce: Based on our analysis, we expect the stock to cause a negative return between 0% and -10% over the next twelve months

Sell: Based on our analysis, we expect the stock to cause a negative return exceeding -10% over the next twelve months

The respective supervisory authority is:

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