# Analyst Group EQUITY RESEARCH REPORT

## SCANDINAVIAN MEDICAL SOLUTIONS

Well-Positioned For Growth

2022-03-16

Analyst: Ludwig Lindau

### SCANDINAVIAN MEDICAL SOLUTIONS A/S

#### Well-Positioned For Growth

Scandinavian Medical Solutions A/S ("SMS" or the "Company") is a broker, specialized in the purchase and resale of high-quality pre-owned medical imaging equipment to third parties globally. A strong market position with secured partnerships with some of the largest Original-Equipment-Manufactures (OEM:s), combined with underlying market trends and a greater product offering is expected to be key drivers going forward, estimated to result in a revenue CAGR of 13.1% between 2020/21-2025/26. The recent IPO has also enabled value adding investments such as a larger inventory and a greater product mix. With an applied target P/E multiple of 19.0x based on earnings per share of DKK 0.37 in 2022 combined with a discount rate of 13.4%, yields a fair value per share of DKK 6.5.

#### Proceeds from the IPO Enable Expansion

The IPO in November 2021 provided capital of DKK 30m, and SMS has a clear plan of how this capital raised will be allocated for value adding investments. These investments include introducing new verticals which will create new revenue streams, expanding the Company's inventory and recruiting additional sales staff. This combined is expected to play a substantial part of the sales growth going forward, resulting in an estimated revenue CAGR of 13.1% between 2020/21-2025/26.

#### Partnerships with Leading OEM:s

SMS has secured contracts with the four leading Original-Equipment-Manufactures (OEM:s), gaining access to the latest, most qualitative and sought-after medical equipment on the market. This is expected to lead to a competitive inventory which should attract new systems' orders and drive sales going forward.

#### Capitalizing on Underlying Market Trends

An ageing population globally has led to an increased demand for well-equipped healthcare. Hence, healthcare spending has outpaced economic growth for the past decade and is projected to still do so for the next 15 years. Moreover, pressure on public finances create a need for more economic alternatives such as pre-owned systems. Analyst Group assess SMS to be wellpositioned to capitalize on these trends.

#### Greater Product Mix Expected Within 2023/24

The announced goal of becoming an Inter Service Organization (ISO) with Multi Vendor Service (MSV) will extend the product offering to also include installation, service, renting and the sale of spare parts. This is expected to be reached within 2023/24 and will create new verticals and revenue streams. This is estimated to play a substantial part of Analyst Group's projections of revenue which is estimated to increase from DKK 71.6m in 2020/21 to DKK 132.8m in 2025/26.

#### SHARE PRICE DKK 5.0

SHARE PRICE DKK	5.0							
VALUATION INTERVAL								
BEAR DKK 4.1	BASE DKI	X 6.5	Bull DKI	X 8.3				
SCANDINAVIAN MEDICAL S	OLUTIONS	5						
Share Price (2022-03-16)				5.0				
Number of Shares Outstanding			2	7 250 000				
Market Cap (DKKm)				137.1				
Net cash(-)/debt(+) (DKKm)				-23.5				
Enterprise Value (DKKm)				113.5				
W.52 Price Intervall (DKK)				N/A				
List	Nasdaq Fi	rst North Gr	owth Market	Denmark				
DEVELOPMENT								
1 Week				-1.4%				
1 Month				-7.7%				
3 Months				7.0%				
Since IPO				-10.6%				
MAIN SHAREHIOLDERS (2022-01	l-11)							
SMS Holding ApS				25.2%				
J. Krohn Holding ApS			25.2%					
Fundamental Invest Afd Stock Pi	ck			2.9%				
Fundamental Invest Ald Stock Fick     2.1       Fundamental Fondsmæglerselskab A/S     2.1								
Jens Olsson 1.8								
CEO AND CHAIRMAN OF THE BO	DARD							
CEO			J,	ens Krohn				
Chairman of the board			Millie Tram Lux					
FINANCIAL CALENDAR								
H1 Report			2	022-05-19				
ESTIMATES (BASE), DKKM	2019/20	2020/21	2021/22E	2022/23E				
Revenue	41.9	71.6	86.7	101.1				
Revenue growth	34.5%	70.8%	21.1%	16.5%				
Gross profit	7.4	13.9	17.9	21.6				
Gross margin	17.5%	19.4%	20.7%	21.3%				
EBITDA	6.0	10.9	12.0	14.6				
EBITDA margin EBIT	14.3% 6.0	15.2%	13.9% <b>12.0</b>	14.4% 14.5				
EBIT margin	<b>6.0</b> 14.2%	<b>10.9</b> 15.2%	12.0	14.5				
P/S	N/A	2.4x	1.6x	1.4x				
EV/S	N/A	2.0x	1.1x	1.0x				
EV/EBITDA	N/A	13.3x	7.8x	6.9x				

### INVESTMENT THESIS

#### **Proceeds From the IPO Enable Significant Opportunities for Growth**

The IPO in November 2021 raised 30 MDKK and SMS has clearly expressed how these proceeds will be used for investments in the organization, 45% will be used to turn SMS into an ISO with MSV and 45% for increasing the Company's inventory. Broader inventory is expected to lead to more attractive systems supplied and faster deliveries as they can be ordered ondemand and selling to a larger pool of customers. The last 10% will be used for technical development. Partnerships with leading OEM:s, underlying market growth and extending the product offering presents great growth opportunities for SMS. Analyst Group assess SMS to be well-positioned to further capitalize going forward.

#### Partnerships with Leading OEM:s Result in an Inventory of Highest-Quality

SMS' position within the industry as a professional and trusted dealer has enabled the company to establish partnerships with the four leading Original-Equipment-Manufactures; GE Healthcare, Siemens Healthineers, Canon Medical Systems and Philips Healthcare. SMS is one of the few approved buyers of these OEM:s' equipment, giving access to the latest, most qualitative and sought-after systems on the market. The Company also has its key operations in one of the most developed healthcare sectors in the world as Denmark's healthcare sector ranks #4 in Science and Technology and 11# Overall globally. This results in a competitive product offering which is one of several important drivers for gaining new orders in the future.

#### **Capitalizing on Underlying Market Trends**

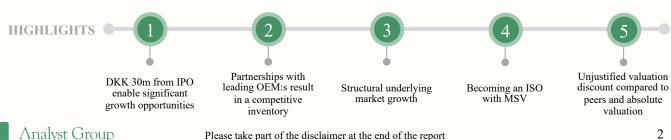
An aging population worldwide has resulted in a greater need for well-equipped healthcare sectors. This has led to healthcare spending outpacing economic growth in most OECD countries for the past decade, and OECD forecasts healthcare spending outpacing economic growth for the next 15 years. An aging population also puts pressure on public finances which is expected to increase demand for more economically feasible alternatives such as acquiring pre-owned systems. Political legislation is also pushing for early diagnosis to prevent sickness and illnesses. This drives the demand for medical imaging systems on a global level and consequently SMS' systems.

#### **Greater Product Offering Creates New Revenue Streams**

The Company's announced goal of becoming an Inter Service Organization (ISO) with Multi Vendor Service (MSV) bodes well for SMS, since this is expected to extend the product offering from solely buying and reselling equipment to also renting, installation, service and the sale of spare parts. Analyst Group deems it likely that this goal will be reached within 2023/24. Moreover, the industry is seeing increased demand for temporary solutions and after-sale services which presents opportunities for SMS. Developing the organization to an ISO with MSV will create entirely new revenue streams and is estimated to play a substantial part of the estimated sales growth for the Company, which is estimated to lead to a revenue CAGR of 13.1% is expected between 2020/21-2024/25.

#### Trading at a Bargain with an Implied Valuation of 6.5 DKK

SMS is currently trading at a forward-looking P/E multiple of 13.6x 2022 based on Analyst Group's estimates. Compared to peers' median, this corresponds to a discount of 42.6%. A conservatively applied multiple discount of 20% to peers' median motivates a P/E target multiple of P/E 19.0x 2022. The discount is based on SMS' smaller MCAP and that the Company only broker equipment and have no in-house production compared to peers. Based on a relative valuation to peers, weighted equally to a discount rate of 13.4%, a potential price per share of 6.5 DKK is implied in a Base scenario.



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DKK 30M IN VALUE ADDING **INVESTMENTS** 

**HEALTHCARE SPENDING OUTPACING** ECONOMIC **GROWTH** 

POTENTIAL PRICE PER **SHARE OF** 6.5 DKK



### COMPANY DESCRIPTION

Scandinavian Medical Solutions was formed in 2019 by CEO Jens John. The Company did its initial public offering on Nasdag First North Copenhagen in November, 2021, in which SMS raised DKK 30m. SMS is an independent dealer of high-quality pre-owned medical imaging equipment. The Company primarily deals with heavy imaging diagnostic equipment such as CT, MRI and PET/CT-scanners through contracts with leading OEM:s which allow SMS to submit tenders o equipment advertised by OEM:s. This equipment include the most costly and complex medical equipments found in hospitals. Transportation, maintenance and installation of this equipment requires advanced technical expertise, possessed by Scandinavian Medical Solutions. The Company is currently a reseller, acting as a bridge between OEM:s and other third parties globally. These third parties include other resellers and ISOs who then sell equipment to the end customer which are usually clinics or hospitals. However, the Company recently announced the goal of extending its product offering to include installation, service and transportation which would transform SMS to the first ISO with MSV in Europe.

#### **OEM:s** having partnership with Scandinavian Medical Solutions



Source: Scandinavian Medical Solutions

#### **Global Reseller of High-Quality Pre-Owned Medical Equipment**

SMS specialize in the purchase and sale of pre-owned medical imaging equipment to customers around the world. Customers in the USA constitute 40% of sales, Western Europe 30%, Eastern Europe 20% and 10% of sales to other customers globally. As a reseller, SMS identify equipment for customers' needs and then sell the systems to third parties which are responsible for installing the equipment to the end customer which can be clinics or hospitals. OEM:s advertise pre-owned equipment on portals where resellers are able to submit tenders. Next to SMS, there are 10-30 other resellers registered across these portals. Most products are sourced on-demand and 60% of SMS' systems never hit the market as they are purchased by customers. The Company also find systems based on customers tailored-needs and requirements.

#### Significant Costs Include COGS and Transportation

MRI, CT and PET/CT-scanners include some of the most costly medical equipment. Therefore, COGS are a significant cost affecting the gross margin. Moreover, SMS' net sales depends on the amount of buyers and sellers available to identify and then resell equipment to customers, more sales staff would theoretically enable increased sales. This inherently leads to personnel cost being a major cost for the Company. Transportation cost also include significant costs for SMS as systems need to be delivered globally. Problems in the global supply chain has increased transportation costs recently with up to 200% as reported by the Company. Similarily, SMS has also seen transportation delays in their supply chain, delays cause lower prices for sold systems and therefore decrease top-line revenue as it leads to longer contract timelines.

#### Need For Larger Inventory and More Sales Personnel Going Forward

The Company was ranked #29 in DOTmed's 2020 Top 100 ranking of global medicine companies, based on reviews from customers. As a reseller, customers are gained by maintaining a good brand recognition as its quality as a company is based on expertise and professionalism when delivering systems. Hence, satisfied customers generate recurring and new customers. The announced objective of becoming an ISO with Multi Vendor Service would create new revenue streams, such as after-sales service and temporary renting of systems to capitalize from. In order to implement this transformation, SMS needs to expand the organization by recruiting additional sellers and buyers equipped with the right skills. The Company increased from 2 to 9 full-time employees in connection with the IPO, but the Company will need to employ more in order to become an ISO with MSV in the future. Moreover, an increased inventory with more systems is of significance as it allows to sell to a larger customer pool and set higher prices as equipment can be delivered faster.

90% OF SALES IN THE US AND EUROPE

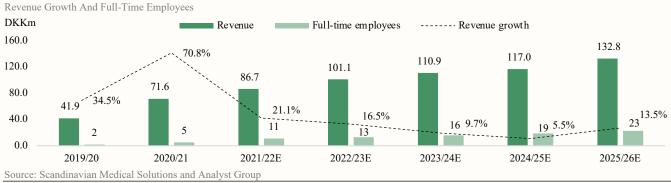
> #29 RANK GLOBALLY BASED ON CUSTOMER REVIEWS

### FINANCIAL FORECAST

#### Revenue Estimated to Reach DKK 132.8m in 2025/26

The main factor driving sales are sales staff for brokering equipment, since the sales staff drive turnover and ultimately sales. In connection to the IPO in November 2021, the Company increased full-time employees from 2 to 6, including more sales staff. Since then, the Company has recruited 3 more personnel reaching 9 full-time employees under 2021/22. SMS expect to hire at least 2 more people in 2021/22 of which 1-2 will be sellers and 1 buyer. It is expected that the Company will recruit 2 employees in 2022/23 and 4 additional in 2023/24 in connection with expanding to an ISO with MSV. The greater product offering is expected to play a substantial role in sales growth as a result of new verticals in Analyst Group's estimates. Moreover, an expanded systems' inventory will allow systems to be delivered faster which will enable higher prices on equipment due to shorter contractual obligations in line with statements by SMS. This is expected to result in a revenue CAGR of 13.1% between 2020/21-2025/26.

#### **Revenue Estimated To Increase Mainly Due To Sales Staff**



#### Need For Buyers and Sellers Will Increase Personnel Costs

<b>BOTTOM-LINE</b>
NET INCOME
OUTPACING
COSTS

REVENUE

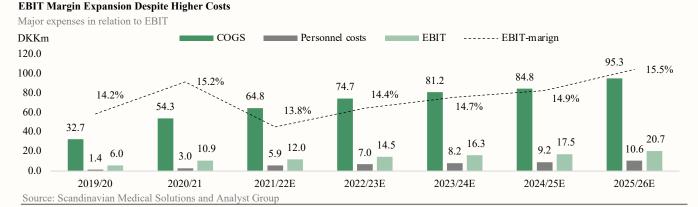
CAGR OF

13.1%

The average salary per employee decreased by 21% 2019/20 and 13% 2020/21, the reason is that the Company consisted of 1-2 in the early stages, in managerial positions and thus higher salaries. Therefore, as the number of employees increase, the cost per employee is expected to slightly decrease. However, a need for more personnel to drive future sales growth will lead to additional personnel costs in the coming years. Personnel costs is estimated to increase from DKK 3m in 2020/21 to DKK 10.6m in 2025/26, representing a decrease in cost per employee with a CAGR of 3.8% between 2021/22-2025/26.

#### **EBIT Margin Expansion Despite Increasing Costs**

COGS is expected to increase from DKK 54.3m in 2020/21 to DKK 95.3m in 2025/26 as this will follow the turnover of sold equipment, which is also expected to increase SMS' expenditures. The Company's EBIT margin is estimated to slightly improve though due to efficiencies and an improving organizational structure over time. Analyst Group estimate that EBIT margin will increase from 15.2% in 2020/21 to 15.5% in 2025/26.





### VALUATION

Comparable peers	MCAP (MDKK)	Enterprise Value (MDKK)	Revenue 2022E (MDKK)	Revenue CAGR 2020-2022E	P/E 2022E	EV/EBIT 2022E	ROIC LTM
C-RAD	1 079	1 003	234	15.3%	34.4x	25.7x	13.6%
Integrum	599	489	95	14.6%	11.1x	163.1x	21.8%
Euromedis Group	160	157	696	15.3%	34.4x	25.7x	13.6%
Arcoma	88	98	126	23.3%	13.1x	10.9x	neg
Average	482	437	288	17.2%	23.2x	56.4x	16.3%
Median	380	323	180	15.3%	23.7x	25.7x	13.6%
SMS <sup>1</sup>	137	114	94	19.8%	13.6x	8.6x	35.9%

Source: Analyst Group and Bloomberg

<sup>1</sup>Revenue, Revenue CAGR, forward-looking P/E and EV/EBIT for SMS constitute the median of their financial years 2021/22 and 2022/23.

#### **Undervalued to Peers Despite a Significant Multiple Discount**

SMS is currently trading at a significant discount to comparable peers and at a forward-looking P/E of 13.6x trading, based on Analyst Group's estimates, at a discount of 42.6% to peers' medians. This considering the Company have a considerably higher yield on invested capital with a LTM ROIC of 35.9% compared to peers' median of 13.6%. SMS is also expected to grow at a higher rate than peers with an estimated revenue CAGR of 19.8% compared to peers' median of 15.3% between 2020-2022. Nonetheless, Analyst Group motivate a conservative discount of 20% theoretically applied on a forward-looking P/E multiple of 13.6x in 2022 which is firstly based on SMS' smaller MCAP and secondly that comparable peers' have in-house production which SMS lack. In-house production yields better margins and R&D has potential for introducing new revenue-earning products, which is valued higher by the market. With a 20% applied discount to peers, this results in a target P/E multiple of 19.0x on an estimated net income of DKK 15.7m in 2022.

#### Fair Value of 6.5 DKK

An absolute valuation is applied weighted equally with a relative valuation. Given Scandinavian Medical Solutions' financial characteristics and size, an applied discount rate of 13.4%. Combining the relative valuation and the absolute valuation, a target price of 6.5 DKK is motivated in a Base scenario.

#### **Bull scenario**

The following are potential value drivers in a Bull scenario:

- More sales staff with expertise in medical imaging equipment are recruited than anticipated.
- The organizational transformation targeted for 2023/24 will have been successfully implemented in-time and leveraged, leading to increased revenue.
- Recent wave in cases of the Omicron variant of Covid-19 will increase global demand as seen previously.
- The above is expected to lead to revenue reaching DKK 174.6m and net income DKK 24.4m in 2025/26.

Based on a forward-looking P/E 2022 and a discount rate of 13.4%, a target price of DKK 8.3 is motivated in a Bull scenario.

#### **Bear scenario**

The following are potential factors in a Bear scenario:

- SMS fail to find experienced buyers and sellers to the same extent as anticipated by our and the Company's projections.
- Problems in global supply chains will result in increased transportation costs and delays, resulting in lowered prices.
- Failure to successfully expand current offering to become an ISO with MSV within 2023/24.
- The above is expected to result in revenue increasing to DKK 84.0m and net income of DKK 6.1m in 2025/26.

Based on a foorward-looking P/E 2022 and a discount rate of 13.4%, a target price of DKK 4.1 is motivated in a Bear scenario.

FAIR VALUE

CONSERVATIVE

**DISCOUNT OF** 

**20% TO PEERS** 

FAIR VALUE

OF DKK 6.5 IN

A BASE SCENARIO

OF 8.3 DKK IN A BULL SCENARIO

FAIR VALUE OF 4.1 DKK IN A BEAR SCENARIO



### APPENDIX

Base scenario, DKKtn	2019/20	2020/21	2021/22E	2022/23E	2023/24E	2024/25E	2025/26E
Net sales	41 949	71 638	86 745	101 086	110 916	117 011	132 826
Total revenue	41 949	71 638	86 745	101 086	110 916	117 011	132 826
COGS	-32 717	-54 300	-64 765	-74 718	-81 164	-84 767	-95 262
Other external costs	-1 876	-3 457	-4 033	-4 789	-5 206	-5 517	-6 249
Gross profit	7 356	13 880	17 947	21 580	24 547	26 726	31 315
Gross margin	17.5%	19.4%	20.7%	21.3%	22.1%	22.8%	23.6%
Personnel costs	-1 367	-2 983	-5 906	-6 980	-8 161	-9 207	-10 587
D&A	-24	-24	-49	-57	-62	-66	-75
EBIT	5 965	10 873	11 992	14 543	16 324	17 454	20 653
EBIT margin	14.2%	15.2%	13.8%	14.4%	14.7%	14.9%	15.5%
<b>F</b> ' ' 1 '	121	202	259	201	220	240	205
Financial income	131	203	258	301	330	348	395
Financial expenses	-278	-536	-612	-713	-782	-825	-937
EBT	5 818	10 540	11 639	14 131	15 871	16 977	20 111
Tax	-1 307	-2 383	-2 560	-3 109	-3 492	-3 735	-4 425
Profit/loss for the year	4 511	8 157	9 078	11 022	12 380	13 242	15 687
Net income margin	10.8%	11.4%	10.5%	10.9%	11.2%	11.3%	11.8%

Bull scenario, DKKtn	2019/20	2020/21	2021/22E	2022/23E	2023/24E	2024/25E	2025/26E
Net sales	41 949	71 638	90 133	104 248	141 294	161 706	174 642
Total revenue	41 949	71 638	90 133	104 248	141 294	161 706	174 642
COGS	-32 717	-54 300	-66 270	-75 882	-101 818	-115 362	-123 345
Other external costs	-1 876	-3 457	-4 146	-4 900	-6 570	-7 560	-8 143
Gross profit	7 356	13 880	19 717	23 467	32 905	38 784	43 154
Gross margin	17.5%	19.4%	21.9%	22.5%	23.3%	24.0%	24.7%
Personnel costs	-1 367	-2 983	-5 906	-6 980	-8 671	-10 176	-11 048
D&A	-24	-24	-51	-59	-79	-91	-98
EBIT	5 965	10 873	13 761	16 429	24 155	28 517	32 008
EBIT margin	14.2%	15.2%	15.3%	15.8%	17.1%	17.6%	18.3%
Financial income	131	203	268	310	421	481	520
Financial costs	-278	-536	-636	-735	-997	-1 141	-1 232
ЕВТ	5 818	10 540	13 393	16 004	23 579	27 858	31 296
Tax	-1 307	-2 383	-2 946	-3 521	-5 187	-6 129	-6 885
Profit/los for the year	4 511	8 157	10 447	12 483	18 392	21 729	24 411
Net income margin	10.8%	11.4%	11.6%	12.0%	13.0%	13.4%	14.0%

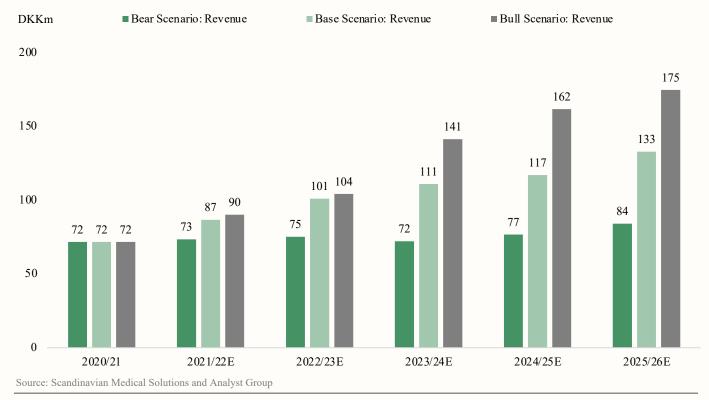


### APPENDIX

Designed DVV	2019/20	2020/21	2021/22E	2022/23E	2023/24E	2024/25E	2025/26E
Bear scenario, DKKtn							
Net sales	41 949	71 638	73 414	75 180	72 173	76 605	84 009
Total revenue	41 949	71 638	73 414	75 180	72 173	76 605	84 009
COGS	-32 717	-54 300	-55 647	-57 286	-55 139	-58 602	-64 266
Other external costs	-1 876	-3 457	-3 487	-3 571	-3 509	-3 768	-4 109
Gross profit	7 356	13 880	14 280	14 323	13 525	14 235	15 635
Gross margin	17.5%	19.4%	19.5%	19.1%	18.7%	18.6%	18.6%
Personnel costs	-1 367	-2 983	-5 369	-5 906	-6 121	-6 784	-7 365
D&A	-24	-24	-41	-42	-41	-43	-47
EBIT	5 965	10 873	8 870	8 375	7 363	7 409	8 222
EBIT margin	14.2%	15.2%	12.1%	11.1%	10.2%	9.7%	9.8%
Financial income	131	203	219	224	215	228	250
Financial costs	-278	-536	-518	-530	-509	-540	-593
EBT	5 818	10 540	8 571	8 068	7 069	7 096	7 880
Tax	-1 307	-2 383	-1 886	-1 775	-1 555	-1 561	-1 734
Profit/loss for the year	4 511	8 157	6 685	6 293	5 514	5 535	6 146
Net income margin	10.8%	11.4%	9.1%	8.4%	7.6%	7.2%	7.3%

#### Difference In Estimated Revenue In The Three Scenarios

Total revenue in each scenario







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#### Bull and bear

The recommendations in the form of bull alternatively Bear aims to provide a comprehensive picture of Analyst Group's opinion. The recommendations are developed through rigorous processes consisting of qualitative research and the weighing and discussion with other qualified analysts.

#### **Definition Bull**

Bull is a metaphor for an optimistic view of the future. It indicates a belief in improvement.

#### Definition Bear

Bear is a metaphor for a pessimistic view set on the future. It indicates a belief deterioration.

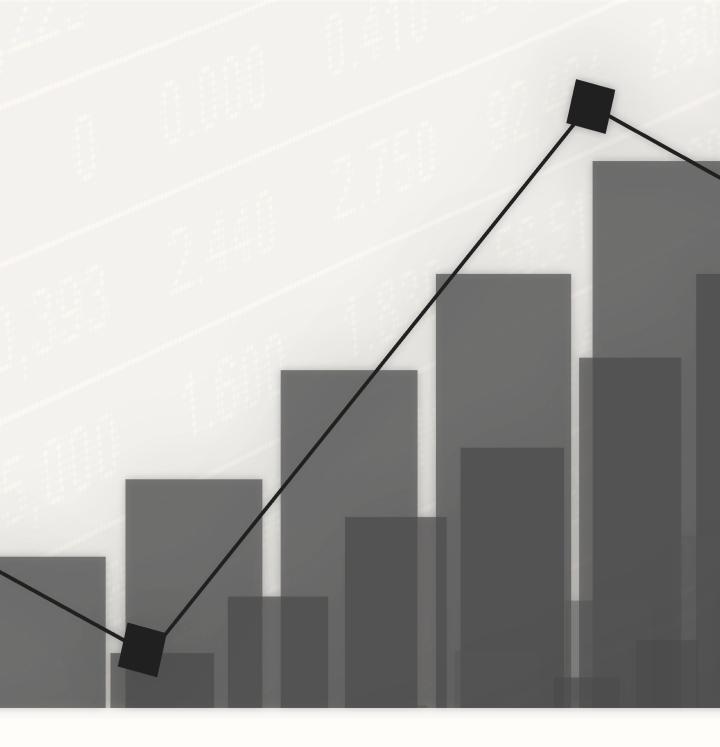
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