



Company Update: Plaisio Computers S.A. Reason: Update

Investment Thesis

Plaisio Computers is offering a compelling investment case in our top down analysis.

We have passed the stage of expecting rising inflation when going long commodities was rewarding. Now we have reached the point of elevated inflation and the prudent thing to do is holding equities, ie assets that are able to generate higher cash flows by increasing the asking price for the same products/services.

The sector that can pass through rising costs more smoothly is the retail sector, and the most undervalued equity vis-a-vis our DCF analysis is Plaisio Computers SA. Accordingly, should the market re-test the €3,95~€4,00 range, it offers an attractive entry level.

Setting the ask price for a retail product and eventually the actual resulting market price that the consumer pays, has always been a game of information asymmetry between the retailer and the consumer. In the past, while inflation and transportation costs were low, the actual inventory cost management was not decisive. The game was dictated by the bidding war between retailers offering similar products, purchased at similar prices, that could be compared in platforms like Skroutz (the Greek equivalent of Amazon and Alibaba). In the current environment of high inflation and volatile transportation costs, the significance of inventory costs increases, and the information asymmetry between the retailer and the consumer widens. Consumers see their grocery store bill, their utility bill and gasoline prices rising. They are bombarded by news explaining the inflationary pressures, and are prepared/biased to accept rising prices. No platform (like Skroutz) can shrink the information asymmetry between the seller and the buyer. The retailer can actually go for bigger margins, as the time element of the bidding war with its competitors intensifies.

Rising margins could be expected in 2022, even with the same recorded volumes. Nevertheless, it is fair to assume that the volumes of Plaisio's products will grow. The Greek economy is growing (IMF, OECD, EU, rating agencies are pointing to a significant GDP expansion), unemployment is falling, apartments are being renovated and boutique hotels are being built to accommodate the expected increase in tourism. The icing on the cake for Plaisio's business, is a new government program that is supposed to start on 2Q22 that would incentivize Greeks to upgrade their white goods and save energy. Plaisio is the only listed company that will take advantage of that program.

Date	21/1/2022
Fair Estimated Price (€)	4,40
Investment Thesis	UV
Bloomberg Ticker	PLAIS:GA
Reuters Ticker	PLAIS.AT
Closing Price (20/1/22)	4,09
Low/High price 52w	3,46 / 4,88
Market Cap (€mn)	90,3
EPS (2021F)	0,14
P/E (x)	29,1

Retail Sales : Computers, Electronics,
Office supplies and White goods



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For important disclosure information, please refer to the disclaimer page of this report.

All N. Chrysochoidis Stock Brokerage I.S.S.A. research is available on the company website and FactSet.



We are expecting at least 10% EBITDA growth without accounting for the above government program, and Net Income of €4,23M in 2022, from €3,11M in 2021. Plasio offers an efficient and reliable management spanning in two generations, excellent customer support, continuous development/fine-tuning/effectiveness of the electronic shop, and a deep expertise in the logistics part of the business.

Valuation

Plasio Computers S.A. is valued at €4.50 per share through a FCF exercise with a WACC of 12.86% and at the same time is ticking all the ESG considerations.

Summary Financials						
(€ mn)	2020 A	2021 F	2022 F	2023 F	2024 F	2025 F
Profit & Loss Items						
Total Net Revenues	355	458	468	477	487	496
EBITDA	13,86	13,48	14,93	16,50	17,72	17,91
EBIT	6,00	6,03	7,47	9,05	10,27	10,46
Net Income	3,59	3,11	4,23	5,27	6,03	5,94
Balance Sheet Items						
Cash at Hand	58	49				
Total Equity	96	98				
Cash Flow Items						
Operating Cash Flow	5,50	5,15	6,57	7,92	8,98	9,19
Free Cash Flow	6,67	-10,75	10,26	11,26	13,05	12,48
Key Financial Ratios						
Revenue Growth	18,7%	29,2%	2,1%	2,0%	2,0%	2,0%
EBIT margin %	1,7%	1,3%	1,6%	1,9%	2,1%	2,1%
EPS	0,14	0,19	0,24	0,27	0,27	0,26

Πήτρα Περιορισμού Ευθύνης:

Απαγορεύεται η αναδημοσίευση του παρόντος χωρίς την άδεια της Ν. ΧΡΥΣΟΧΟΪΔΗΣ ΧΡΗΜΑΤΙΣΤΗΡΙΑΚΗΣ Α.Ε.Π.Ε.Υ. Οι απόψεις που περιέχονται βασίζονται σε πηγές που θεωρούνται αξιόπιστες, ωστόσο η Ν. ΧΡΥΣΟΧΟΪΔΗΣ ΧΡΗΜΑΤΙΣΤΗΡΙΑΚΗ Α.Ε.Π.Ε.Υ. δεν ευθύνεται για την εγκυρότητα, ορθότητα ή αξιοπιστία τους και διατηρεί το δικαίωμα αλλαγής τους χωρίς πρότερη ειδοποίηση. Τόσο η Ν. ΧΡΥΣΟΧΟΪΔΗΣ ΧΡΗΜΑΤΙΣΤΗΡΙΑΚΗ Α.Ε.Π.Ε.Υ. όσο και οι διευθύνοντες και υπάλληλοι της δεν φέρουν ουδεμία ευθύνη για οποιαδήποτε συνέπεια των πληροφοριών αυτών. **Το παρόν δεν αποτελεί προσφορά, προτροπή ή επενδυτική πρόταση για αγορά ή πώληση μετοχών ή άλλων κινητών αξιών. Οι επενδύσεις που αναφέρονται ενδέχεται να μην είναι οι ενδεδειγμένες για ορισμένους επενδυτές.**

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Σημειώσεις/Notes

P:	Τρέχουσα Τιμή	Market Price
MCAP:	Κεφαλαίωση	Capitalization
EPS:	Καθαρά Κέρδη Ανά Μετοχή	Earnings per Share
P/E:	Λόγος Τιμής προς Κέρδη	Price/Earnings Ratio
P/S:	Λόγος Τιμής προς Πωλήσεις	Price/Sales Ratio
D/A:	Συνολικός Δανεισμός προς Παθητικό	Total Debt/ Assets Ratio
DY:	Απόδοση Μερισματος	Dividend Yield
ROE:	Απόδοση Ιδίων Κεφαλαίων	Return on Equity
FV:	Τιμή Σωστής Αποτίμησης	Fair Value Price

Οδηγός Συστάσεων/Ratings

UV	Χαμηλή Αποτίμηση/ Χαμηλός Κίνδυνος	Underpriced/ Small Risk Stock Price < 20% of Fair
UV1	Χαμηλή Αποτίμηση/ Κίνδυνος	Underpriced/ Risk Stock Price < 10% of Fair
FV	Σωστή Αποτίμηση/ Χαμηλός Κίνδυνος	Fairly Priced/ Small Risk 10% < Stock Price < 10%
OV1	Σωστή Αποτίμηση/ Κίνδυνος	Fairly Priced/ Risk Stock Price > 10% of Fair
OV	Υπερτιμημένη Μετοχή	Overvalued Stock Price > 20% of Fair
N/R	Μη Αποτιμημένη Μετοχή	Not Rated