Diversified Financial Services/Finland, February 15, 2019 Spot comment

Upgrade to BUY

EVLI

Fellow Finance's H2 revenue and EBIT amounted to EUR 6.4m (Evli 6.7m) and EUR 1.7m (Evli 1.7m) respectively. Fellow Finance expects revenue in 2019 to grow over 30% and the adjusted operating profit to grow compared to 2018. Consumer loans in Finland still accounted for the majority loan volume but international operations and business financing saw growth picking up. We upgrade to BUY (HOLD) with a TP of EUR 9.0 (8.0).

Revenue grew 38.2% and adj. EBIT 41.7% in 2018

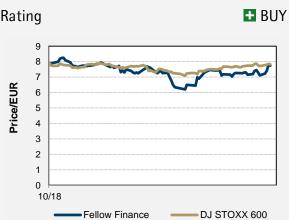
Fellow Finance's H2 revenue and EBIT amounted to EUR 6.4m (Evli 6.7m) and EUR 1.7m (Evli 1.7m) respectively. Full year revenue growth amounted to 38.2% and fee income growth to 50.1%. Fellow Finance estimates revenue in 2019 to grow over 30% and the adjusted operating profit (2018: EUR 3.5m) to grow compared to 2018. Focus in 2019 will be on continuing the expansion in Europe and broadening the product offering to investors. Fellow Finance expanded its services to Denmark during early 2019. In absolute terms growth in 2018 still derived mainly from Finland but growth was also solid in particular in Germany, were the company's services only kicked off properly in the latter half of 2018. Growth in business financing has also been good, with the relative share of loan volume at 27%.

Expect continued solid growth and margins

We have made only slight adjustments to our near-term estimates. We expect sales of EUR 16.5m in 2019, with growth of 38%, and adjusted EBIT of EUR 4.5m. We expect relative profitability to be slightly below 2018 levels driven by rapid expansion of services to new markets and ramp-up of existing ones but above the long-term strategic goal of 25%.

BUY (HOLD) with a TP of EUR 9.0 (8.0)

On 2019E figures valuation appears challenging but with signs of pick-up in international operations and a good outlook for business financing we are prepared to emphasize 2020E peer multiples. We value Fellow Finance at 16.4x 2020E P/E, closer to the payment processing and financing platform peers, for a target price of EUR 9.0 (8.0) and upgrade to BUY (HOLD). KEV EIGLIBES



Share price, EUR (Last trading day's closing price)	7.75
Target price, EUR	9.0
Latest change in recommendation	15-Feb-19
Latest report on company	15-Feb-19
Research paid by issuer:	YES
No. of shares outstanding, '000's	7,129
No. of shares fully diluted, '000's	7,129
Market cap, EURm	55
Free float, %	0.0
Exchange rate	0.000
Reuters code	FELLOW.HE
Bloomberg code	FELLOW HE
Average daily volume, EURm	0.0
Next interim report	23-Aug-19
Web site	www.fellowfinance.fi
Analyst	Jerker Salokivi
E-mail	jerker.salokivi@evli.com
Telephone	+358 9 4766 9149

BUY HOLD SELL

KEY FIGU	RES									
	Sales EURm	EBIT EURm	EBIT %	Ptx profit EURm	EPS EUR	P/E (x)	EV/Sales (x)	P/CF (x)	EV/EBIT (x)	DPS EUR
2017	9	2	28.8%	1	0.19	0.0	1.7	0.0	5.9	0.09
2018	12	3	28.3%	1	0.12	55.1	4.3	9.5	15.2	0.04
2019E	16	4	27.1%	3	0.34	22.6	3.6	17.2	13.4	0.10
2020E	23	6	26.4%	5	0.55	14.1	2.5	12.5	9.4	0.16
2021E	33	9	26.9%	8	0.92	8.5	1.6	8.0	6.0	0.27
Market cap	, EURm		55 E	3V per share 201	9E, EUR		2.3 CAGR I	EPS 2018-2	1,%	98.1
Net debt 2	019E, EURm		4 F	Price/book 2019	Ξ		3.3 CAGR s	ales 2018-	21, %	40.8
Enterprise	value, EURm		59 [Dividend yield 20	019E, %		1.3 ROE 20)19E, %		15.6
Total asset	s 2019E, EURn	n	34 1	ax rate 2019E, 9	/o		20.0 ROCE 2	2019E, %		15.4
Goodwill 2	019E, EURm		0 6	equity ratio 2019	9E, %		48.5 PEG, P/	'E 19/CAGR		0.4

All the important disclosures can be found on the last pages of this report.

Rating

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Fellow Finance	2017	H1/'18	H2/'18E	2018E	H1/'19E	H2/'19E	2019E	2020E	2021E
Net sales	8.7	5.6	6.4	12.0	7.6	8.9	16.5	23.1	33.5
sales growth, %	55%	<i>43%</i>	34%	38%	36%	<i>39%</i>	<u>38</u> %	40%	45%
Fee income	6.0	4.1	4.8	9.0	6.1	7.3	13.4	19.8	30.0
Interest income	2.7	1.4	1.5	3.0	1.5	1.6	3.1	3.3	3.5
Facilitated loans	99	76	96	172	122	145	267	400	620
change, %	120%	74%	74%	74%	61%	51%	55%	50%	55%
Expenses									
Materials and services	-3.0	-1.8	-1.9	-3.8	-2.8	-3.4	-6.2	-9.5	-15.0
as % of facilitated loans	3.0%	2.4%	2.0%	2.2%	2.3%	2.3%	2.3%	2.4%	2.4%
Personnel expenses	-1.0	-0.7	-1.0	-1.7	-1.0	-1.2	-2.2	-3.0	-4.0
Other op. expenses	-1.8	-1.2	-1.5	-2.7	-1.5	-1.7	-3.2	-4.0	-5.0
D&A	-0.4	-0.2	-0.2	-0.4	-0.2	-0.2	-0.4	-0.5	-0.5
EBIT	2.5	1.7	1.7	3.4	2.1	2.4	4.5	6.1	9.0
EBIT margin	28.8%	<i>29.9%</i>	26.4%	<i>28.1%</i>	27.6%	26.6%	27.1%	<i>26.4%</i>	<i>26.9%</i>

Source: Evli Research

PAYMENT PROCESSING &	Ticker	MCAP	P/	E	P/Sa	ales	Sale	s gr.	Net incom	ne margin
FINANCING PLATFORMS		EUR	19E	20E	19E	20E	19E	20E	19E	20E
Green Dot	GDOT US	3475	20.6x	17.6x	3.4x	3.1x	10%	10%	17%	
Total System Services	TSS US	14943	19.0x	16.7x	4.0x	3.7x	8%	8%	21%	23%
WEX	WEX US	6566	19.2x	16.6x	4.6x	4.2x	10%	10%	25%	26%
GreenSky	GSKY US	1733	14.9x	11.5x	3.7x	3.0x	28%	24%	26%	
PayPal Holdings	PYPL US	98566	32.9x	27.2x	6.2x	5.3x	21%	18%	19%	19%
Mastercard	MA US	200439	29.3x	24.7x	13.5x	11.9x	17%	13%	47%	48%
Visa	V US	254607	26.1x	22.5x	12.3x	11.1x	15%	9%	54%	55%
Worldpay	WP US	24208	19.0x	16.2x	6.4x	5.8x	9%	10%	36%	36%
LendingTree	TREE US	3526	40.1x	32.4x	3.9x	3.3x	32%	17%	12%	16%
Fidelity Natl Info Svcs	FIS US	30993	15.8x	14.1x	4.2x	4.0x	4%	4%	28%	30%
Peer Group Average		67562	23.7x	20.0x	6.2x	5.5x	15%	12%	29 %	32%
Peer Group Median		14943	19.9x	17.2x	4.4x	4.1x	12%	10%	26%	28%

	Ticker	MCAP	P/	Έ	P/S	ales	Sale	s gr.	Net incom	ne margin
LENDING PLATFORMS		EUR	19E	20E	19E	20E	19E	20E	19E	20E
On Deck Capital	ONDK US	401	12.9x	10.5x	1.0x	0.9x	19%	11%	9%	9%
LendingClub	LC US	1342	18.9x	12.7x	1.9 x	1.7x	15%	14%	14%	
Funding Circle Holdings	FCH GB	1316			5.9 x	4.2x	43%	41%	-6%	4%
Peer Group Average		872	15.9x	11.6x	2.9x	2.2x	26%	22%	6%	6%
Peer Group Median		872	15.9x	11.6x	1.9x	1.7x	19%	14%	9%	6%

Source: Bloomberg

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VALUATION RESULTS	BASE CASE DETAILS	VALUATION ASSUMPTIONS	ASSUMPTIONS FOR WACC	
Current share price	7.75 PV of Free Cash Flow	55 Long-term growth, %	2.0 Risk-free interest rate, %	2.25
DCF share value	13.55 PV of Horizon value	47 WACC, %	11.5 Market risk premium, %	5.8
Share price potential, %	74.9 Unconsolidated equity	0 Spread, %	0.5 Debt risk premium, %	3.3
Maximum value	14.4 Marketable securities	9 Minimum WACC, %	11.0 Equity beta coefficient	1.40
Minimum value	12.8 Debt - dividend	-14 Maximum WACC, %	12.0 Target debt ratio, %	20
Horizon value, %	46.4 Value of stock	97 Nr of shares, Mn	7.1 Effective tax rate, %	20

DCF valuation, EURm	2018	2019E	2020E	2021E	2022E	2023E	2024E	2025E	2026E	2027E	2028E	Horizon
Net sales	12	16	23	33	49	70	88	97	102	107	109	111
Sales growth, %	38.5	37.1	40.4	45.0	45.0	45.0	25.0	10.0	5.0	5.0	2.0	2.0
Operating income (EBIT)	3	4	6	9	13	19	22	19	16	17	17	18
EBIT margin, %	28.3	27.1	26.4	26.9	26.7	27.0	25.0	20.0	16.0	16.0	16.0	16.0
+ Depreciation+amort.	0	0	0	1	1	1	2	2	2	2	3	
- Income taxes	-1	-1	-1	-2	-3	-4	-4	-4	-3	-3	-3	
- Change in NWC	2	-1	-1	-1	-1	-1	2	1	0	0	-1	
NWC / Sales, %	26.3	24.0	20.8	16.7	13.1	9.8	5.2	4.1	4.1	4.1	4.8	
+ Change in other liabs	0	0	0	0	0	0	0	0	0	0	0	
- Capital Expenditure	-3	-1	-1	-1	-2	-3	-3	-3	-3	-3	-3	-3
Investments / Sales, %	26.3	4.5	3.6	3.7	3.7	3.7	3.2	2.7	2.6	2.6	2.4	2.4
- Other items	0	0	0	0	0	0	0	0	0	0	0	
= Unlevered Free CF (FCF)	2	2	4	6	9	13	19	15	12	13	13	139
= Discounted FCF (DFCF)		2	3	4	6	8	10	7	5	5	4	47
= DFCF min WACC		2	3	4	6	8	10	8	5	5	5	52
= DFCF max WACC		2	3	4	6	8	10	7	5	5	4	43

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EVLI ESTIMATES, EURm	2018Q1	2018Q2	2018Q3	2018Q4	2018	2019Q1E	2019Q2E	2019Q3E	2019Q4E	2019E	2020E	2021E
Net sales	0	6	0	6	12	0	8	0	9	16	23	33
EBITDA	0	2	0	2	4	0	2	0	3	5	6	10
EBITDA margin (%)	0.0	33.3	0.0	30.6	31.9	1,673.0	30.3	1,673.0	28.8	29.7	28.1	28.5
EBIT	0	2	0	2	3	0	2	0	2	4	6	9
EBIT margin (%)	0.0	30.0	0.0	26.9	28.3	0.0	27.6	0.0	26.6	27.1	26.4	26.9
Net financial items	0	-1	0	-2	-2	0	-1	0	-1	-1	-1	-1
Pre-tax profit	0	1	0	0	1	0	1	0	2	3	5	8
Tax	0	0	0	0	0	0	0	0	0	-1	- 1	-2
Tax rate (%)	0.0	21.8	0.0	39.8	23.3	0.0	20.0	0.0	20.0	20.0	20.0	20.0
Net profit	0	1	0	0	1	0	1	0	1	2	4	7
EPS	0.00	0.11	0.00	0.01	0.12	0.00	0.16	0.00	0.19	0.34	0.55	0.92
EPS adjusted (diluted no. of shares)	0.00	0.11	0.00	0.01	0.12	0.00	0.16	0.00	0.19	0.34	0.55	0.92
Dividend per share	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.10	0.16	0.27
SALES, EURm												
Fellow Finance	0	6	0	6	12	0	8	0	9	16	23	33
Total	0	6	0	6	12	0	8	0	9	16	23	33
SALES GROWTH, Y/Y %												
Fellow Finance	0.0	0.0	0.0	-25.9	38.5	0.0	36.1	0.0	37.9	37.1	40.4	45.0
Total	0.0	0.0	0.0	-26.0	38.5	0.0	36.2	0.0	37.9	37.1	40.4	45.0
EBIT, EURm												
Fellow Finance	0	2	0	2	3	0	2	0	2	4	6	9
Total	0	2	0	2	3	0	2	0	2	4	6	9
EBIT margin, %						_						
Fellow Finance	0.0	30.0	0.0	26.9	28.3	0.0	27.6	0.0	26.6	27.1	26.4	26.9
Total	0.0	30.0	0.0	26.9	28.3	0.0	27.6	0.0	26.6	27.1	26.4	26.9

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INCOME STATEMENT, EURm	2014	2015	2016	2017	2018	2019E	2020E	2021E
Sales	0	4	6	9	12	16	23	33
Sales growth (%)	0.0	100,025.0	39.6	55.0	38.5	37.1	40.4	45.0
Costs	0	-2	-4	-6	-8	-12	-17	-24
Reported EBITDA	0	2	1	3	4	5	6	10
Extraordinary items in EBITDA	0	0	0	0	0	0	0	0
EBITDA margin (%)	0.0	40.7	22.5	33.1	31.9	29.7	28.1	28.5
Depreciation	0	0	0	0	0	0	0	-1
EBITA	0	1	1	2	3	4	6	9
Goodwill amortization / writedown	0	0	0	0	0	0	0	0
Reported EBIT	0	1	1	2	3	4	6	9
EBIT margin (%)	0.0	32.2	16.4	28.8	28.3	27.1	26.4	26.9
Net financials	0	-1	-1	-1	-2	-1	-1	-1
Pre-tax profit	0	0	0	1	1	3	5	8
Extraordinary items	0	0	0	0	0	0	0	0
Taxes	0	0	0	0	0	-1	-1	-2
Minority shares	0	0	0	0	0	0	0	0
Net profit	0	0	0	1	1	2	4	7
BALANCE SHEET, EURm								
Assets								
Fixed assets	0	11	10	14	17	17	17	18
% of sales	0	264	171	160	139	103	75	54
Goodwill	0	0	0	0	0	0	0	0
% of sales	0	3	2	1	0	0	0	0
Inventory	0	0	0	0	0	0	0	0
% of sales	0	0	0	0	0	0	0	0
Receivables	0	3	5	6	7	9	12	16
% of sales	0	82	94	71	, 58	56	53	49
Liquid funds	0	2	2	2	9	8	8	49 7
% of sales	0	39	40	20	72	50	35	20
Total assets	0	16	40	20	32	34	38	41
Liabilities	0	10	17	22	32	34	30	41
	0	3	3	4	15	17	20	25
Equity								
% of sales	<i>0</i> 0	<i>76</i> 0	<i>55</i> 0	<i>48</i> 0	121	101	<i>86</i> 0	75
Deferred taxes					0	0		0
% of sales	0	0	0	0	0	0	0	0
Interest bearing debt	0	11	13	17	14	12	10	5
% of sales	0	276	238	191	117	76	45	16
Non-interest bearing current liabilities	0	2	1	1	4	5	7	11
% of sales	0	38	12	13	32	32	32	32
Other interest free debt	0	0	0	0	0	0	0	0
% of sales	0	0	0	0	0	0	0	0
Total liabilities	0	16	17	22	32	34	38	41
CASH FLOW, EURm								
+ EBITDA	0	2	1	3	4	5	6	10
- Net financial items	0	-1	- 1	-1	-2	-1	-1	-1
- Taxes	0	0	0	0	0	-1	-1	-2
- Increase in Net Working Capital	0	-2	-3	0	2	-1	-1	-1
+/- Other	0	0	0	0	0	0	0	0
= Cash flow from operations	0	-2	-2	1	3	2	3	6
- Capex	0	-11	1	-5	-3	-1	-1	-1
- Acquisitions	0	0	0	0	0	0	0	0
+ Divestments	0	0	0	0	0	0	0	0
= Net cash flow	0	-13	-2	-4	0	1	3	5
+/- Change in interest-bearing debt	0	11	2	3	-3	-2	-2	-5
+/- New issues/buybacks	0	3	0	0	10	0	0	0
	0	0	0	0	-1	0	-1	-1
- Paid dividend								
 Paid dividend +/- Change in loan receivables 	0	0	0	0	0	0	0	0

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0 15	46		2020E	2021E
15		55	55	55
	5	4	2	-1
15	52	59	58	54
9	12	16	23	33
3	4	5	6	10
2	3	4	6	9
1	1	3	5	8
1	1	2	4	7
4	15	17	20	25
1.7	4.3	3.6	2.5	1.6
5.2	13.5	12.2	8.9	5.6
5.9	15.2	13.4	9.4	6.0
5.9	15.2	13.4	9.4	6.0
6.9	10.6	18.6	13.1	7.7
10.1	40.9	20.7	13.4	7.6
0.0	55.1	22.6	14.1	8.5
0.0	55.1	22.6	14.1	8.5
0.0	3.2	3.3	2.8	2.2
0.0	3.9	3.4	2.4	1.6
0.0	9.5	17.2	12.5	8.0
0.0	0.0	15.4	10.9	7.0
0.0	0.0	26.3	16.4	9.8
0.0	0.0	3.8	3.2	2.5
5,818	7,129	7,129	7,129	7,129
5,818	7,129	7,129	7,129	7,129
0.19	0.12	0.34	0.55	0.92
0.19	0.12	0.34	0.55	0.92
0.25	0.18	0.40	0.60	0.99
0.37	0.68	0.45	0.62	0.97
3.26	2.78	2.93	3.12	3.33
0.72	2.04	2.34	2.79	3.54
0.71	2.03	2.34	2.78	3.53
0.09	0.04	0.10	0.16	0.27
47.2	33.9	30.0	30.0	30.0
0.0	0.5	1.3	2.1	3.5
29.8	9.0	15.6	21.4	29.0
				29.6
54.0	26.3	4.5	3.6	3.7
1,257.8	751.5	169.4	216.5	229.6
1,237.0	1.4	0.9	0.4	-0.2
5.2	1.77	0.3		-0.2
5.2	0.3	0.2	0.2	
0.0	0.3 44.8	0.2 48 5	0.2	
0.0 19.1	44.8	48.5	52.6	61.3
0.0 19.1 3.54	44.8 0.37	48.5 0.25	52.6 0.12	61.3 -0.06
0.0 19.1 3.54 0	44.8 0.37 0	48.5 0.25 0	52.6 0.12 0	61.3 -0.06 0
0.0 19.1 3.54	44.8 0.37	48.5 0.25	52.6 0.12	61.3 -0.06
	1 1 1 1 1 1 1 2 5.9 5.9 6.9 10.1 0.0 0.0 0.0 0.0 0.0 0.0 0.	1 1 1 1 4 15 1.7 4.3 5.2 13.5 5.9 15.2 6.9 10.6 10.1 40.9 0.0 55.1 0.0 3.2 0.0 3.9 0.0 3.9 0.0 3.9 0.0 3.0 0.0 3.2 0.0 3.9 0.0 9.5 0.0 0.0 2.0 0.3 0.0 3.2 0.0 3.2 0.0 3.0 0.0 2.0 2.0 0.0 0.0 0.0 0.0 0.0 0.19 0.12 0.19 0.12 0.25 0.18 0.72 2.04 0.71 2.03 0.09 0.04 47.2 33.9 0	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$

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COMPANY DESCRIPTION: Fellow Finance Oyj operates a lending platform for debt-based consumer and business financing. The company operates in Finland, Sweden, Germany, and Poland. The company began its operations in 2014 and listed on the Nasdaq First North Finland -marketplace in 2018.

INVESTMENT CASE:

OWNERSHIP STRUCTURE	SHARES	EURm	0/0
Taaleri Oyj	1,847,163	14.316	25.9%
Margin Investments Oy	830,843	6.439	11.7%
TN Ventures Oy	830,843	6.439	11.7%
Oy T&T Nordcap Ab	646,436	5.010	9.1%
Avensis Capital Oy	277,266	2.149	3.9%
OP-Finland Micro Cap	140,060	1.085	2.0%
Fennia Life Insurance Company	134,949	1.046	1.9%
OP-Finland Small Cap	130,000	1.008	1.8%
Säästöpankki Small Cap mutual fund	129,366	1.003	1.8%
Varma Mutual Pension Insurance Company	100,980	0.783	1.4%
Ten largest	5,067,906	39.276	71%
Residual	2,060,719	15.971	29%
Total	7,128,625	55.247	100%

EARNINGS CALENDAR	
August 23, 2019	Q2 report
OTHER EVENTS	
April 03, 2019	AGM
COMPANY MISCELLANEOUS	
CEO: Jouni Hintikka	Pursimiehenkatu 4 A, FIN-00150 Helsinki

CFO: Pasi Rantamäki IR: Pursimiehenkatu 4 A, FIN-00150 Helsinki Tel: 0203, 80,101

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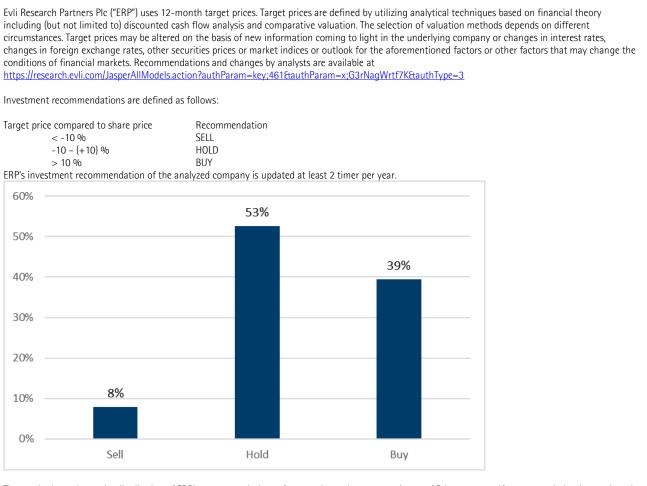
DEFINITIONS

P/E	EPS		
Price per share	Profit before extraordinary items and taxes		
Earnings per share	– income taxes + minority interest		
	Number of shares		
P/Sales	DPS		
Market cap	Dividend for the financial period per share		
Sales			
P/BV	CEPS		
Priceper share	Gross cash flow from operations		
Shareholders' equity + taxed provisionsper share	Number of shares		
P/CF	EV/Share		
Price per share	Enterprise value		
Operating cash flow per share	Number of shares		
EV (Enterprise value)	Sales/Share		
Market cap + net debt + minority interest at market value	Sales		
 – share of associated companies at market value 	Number of shares		
Net debt	EBITDA/Share		
Interest bearing debt – financial assets	Earnings before interest, tax, depreciation and amortisation		
	Number of shares		
	Number of shares		
EV/Sales	EBIT/Share		
Enterprise value	Operating profit		
Sales	Number of shares		
Jairs			
EV/EBITDA	EAFI/Share		
Enterprise value	Pretax profit		
Earnings before interest, tax, depreciation and amortisation	Number of shares		
Earnings before interest, tax, depreciation and amortisation			
EV/EBIT	Capital employed/Share		
Enterprise value	Total assets – non interest bearing debt		
Operating profit	Number of shares		
Div yield, %	Total assets		
Dividend per share	Balance sheet total		
Price per share			
Payout ratio, %	Interest coverage (x)		
Total dividends	Operating profit		
${\sf Earnings} \ {\sf before} \ {\sf extraordinary} \ {\sf items} \ {\sf and} \ {\sf taxes} - {\sf income} \ {\sf taxes} + {\sf minority} \ {\sf interest}$	Financial items		
Net cash/Share	Asset turnover (x)		
Financial assets – interest bearing debt	Turnover		
Number of shares	Balance sheet to tal (average)		
	-		
ROA, %	Debt/Equity, %		
Operating profit + financial income + extraordinary items	Interest bearing debt		
Balance sheet total – interest free short term debt	Shareholders' equity + minority interest + taxed provisions		
 – long term advances received and accounts payable (average) 			
iong termulaturees teerved and decountspayable (average)			
ROCE, %	Equity ratio, %		
Profit before extraordinary items + interest expenses + other financial costs			
	Shareholders' equity + minority interest + taxed provisions		
Balance sheet total – non interest bearing debt (average)	Total assets – interest free loans		
ROE, %	CAGR, %		
Profit before extraordinary items and taxes – income taxes	Cumulative annual growth rate = Average growth per year		
Shareholders' equity + minority interest + taxed provisions (average)			

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Name(s) of the analyst(s): Salokivi

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Contact information SALES, TRADING AND RESE	EARCH				
Equity Sales		Trading		ETFs and Derivatives	
Ari Laine	+358 9 4766 9115	Lauri Vehkaluoto (Head)	+358 9 4766 9130	Tobias Björk (Head)	+358 9 4766 9130
Lauri Ahokanto Niclas Henelius	+358 9 4766 9117 +358 9 4766 9116	Pasi Väisänen Antti Kässi	+358 9 4766 9120 +358 9 4766 9120	Joachim Dannberg Kimmo Lilja Sami Järvinen	+358 9 4766 9123 +358 9 4766 9130 +358 9 4766 9110
Structured Investments		Equity Research			
Heikki Savijoki Aki Lakkisto	+358 9 4766 9726 +358 9 4766 9123	Joonas Häyhä Jonas Forslund Joonas Ilvonen Jerker Salokivi	+358 9 4766 9662 +358 9 4766 9314 +358 44 430 9071 +358 9 4766 9149		
Evli Investment Solutions		Jerker Salokivi	+338 9 4708 9149		
Johannes Asuja Markku Reinikainen	+358 9 4766 9205 +358 9 4766 9669				



Aleksanterinkatu 19 A P.O. Box 1081 FIN-00101 Helsinki, FINLAND Phone +358 9 476 690 Fax +358 9 634 382 Internet www.evli.com E-mail firstname.lastname@evli.com

EVLI BANK PLC, STOCKHOLMSFILIAL Kungsgatan 27, P.O. Box 16354 SE-111 56 Stockholm Sverige stockholm@evli.com Tel +46 (0)8 407 8000 Fax +46 (0)8 407 8001