

Health Care/Finland, April 30, 2021 Preview

Expecting fairly good Q1 figures

Pihlajalinna reports its Q1 report on next week's Friday, 7th of May. Despite the worsened COVID-19 situation during Q1, we expect fairly good quarterly figures. We keep our rating "BUY" with TP of EUR 13.

We expect revenue to increase by 3%

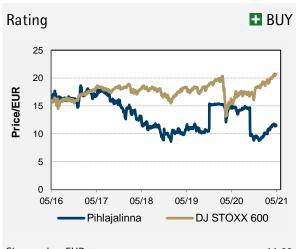
We expect Pihlajalinna to report relatively good Q1 result, with sales growth of 3% y/y (EUR 137m). We expect the COVID-19 testing is once again boosting sales. However, as the virus situation worsened towards the end of Q1 and new restrictions came into force, we expect private demand is still in lower levels than normally. As we saw at the end of last year, the company's efficiency improvement actions have paid off and we expect Q1'21E profitability to improve from Q1'20. We foresee Q1 adj. EBIT of EUR 5.6m, resulting in adj. EBIT margin of 4.1% (Q1'20: 3.2%).

Market drivers offer new opportunities

Pihlajalinna held its CMD in late March where it highlighted its strategic priorities for the upcoming years as the market is changing in many ways. The company aims to continue to strengthen its already strong partnership with the public side and to engage in close cooperation with the future wellbeing services counties. In addition, Pihlajalinna will make renewals to its private services with new service concepts and digital innovation. Further, the company will continue to strengthen digitalization. The market drivers have remained unchanged (aging population, digital solutions, individuals' interest in their own health etc.) offering many new opportunities to Pihlajalinna.

"BUY" with TP of EUR 13

We have included the acquisition of Työterveys Virta to our estimates from Q2'21E onwards. We expect 21E sales growth of \sim 11% (EUR 564m) and adj. EBIT of 28.8m (5.1% margin). We expect Pihlajalinna's profitability to improve further in 22E-23E and adj. EBIT margin of 5.6% in both years. With our estimates, the company trades with 21E-22E EV/EBIT multiple of 17.8x and 13.4x which is 8-20% discount compared to the peers. We keep our rating "BUY" with TP of EUR 13.



Share price, EUR (Last trading day's closing price) Target price, EUR	11.60 13.0
Latest change in rating Latest report on company Research paid by issuer: No. of shares outstanding, '000's No. of shares fully diluted, '000's Market cap, EURm Free float, % Exchange rate Reuters code Bloomberg code Average daily volume, EURm Next interim report Web site	22-Feb-21 31-Mar-21 YES 22,618 22,618 262 80.1 na. PIHLIS.HE PIHLIS FH na. 07-May-21 investors.pihlajalinna.fi
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■ BUY □ HOLD ■ SELL

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KEY FIGURES										
	Sales EURm	EBIT EURm	EBIT %	FCF EURm	EPS EUR	P/E (x)	EV/Sales (x)	EV/EBIT (x)	FCF yield %	DPS EUR
2019	518.7	20.9	4.0%	12.8	0.61	24.9	1.1	26.6	3.7	0.00
2020	508.8	20.8	4.1%	0.5	0.50	18.6	0.8	20.0	0.2	0.20
2021E	564.3	28.8	5.1%	-39.3	0.84	13.8	0.9	17.8	-15.0	0.29
2022E	596.6	33.2	5.6%	72.1	0.98	11.9	0.7	13.4	27.5	0.34
2023E	614.5	34.4	5.6%	18.5	1.00	11.6	0.7	12.6	7.1	0.35
Market cap	, EURm		262 G	earing 2021E,	0/0		184.4 CAGR	EPS 2020-2	3, %	25.6
Net debt 20	D21E, EURm		239 P	rice/book 2021	ΙE		2.1 CAGR	sales 2020-	23, %	6.5
Enterprise	value, EURm		512 D	Dividend yield 2021E, % 2.5 ROE 2021E, %				021E, %		16.3
Total assets	s 2021E, EURn	n	440 Ta	ax rate 2021E,	0/0		20.0 ROCE	2021E, %		8.0
Goodwill 20	021E, EURm		174 E	quity ratio 202	21E, %		29.4 PEG, P	P/E 21/CAGR		1.5

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Estimates

Net sales	2017	2018	2019	Q1'20	Q2'20	Q3'20	Q4'20	2020	Q1'21E	Q2'21E	Q3'21E	Q4'21E	2021E
Corporate Customers	82.6	103.7	122.1	32.9	27.8	30.7	36.1	127.5	35.8	36.4	35.2	40.7	148.1
of which insurance companies	26.6	25.2	27.6	8.3	6.6	6.4	8.6	29.9	8.7	7.4	7.0	9.5	32.5
of which other corporates	56.0	78.5	94.5	24.6	21.2	24.3	27.5	97.6	27.1	29.0	28.2	31.3	115.5
Private Customers	67.9	92.1	97.8	23.5	14.7	19.5	22.0	79.7	18.8	22.1	21.5	26.4	88.7
Public sector customers	330.5	349.7	360.6	92.6	88.1	88.9	97.5	367.1	98.7	97.8	95.1	102.0	393.5
Total	424.0	487.8	518.6	133.0	114.7	123.9	137.2	508.8	136.8	139.7	135.2	152.6	564.3
Net sales growth													
Corporate Customers	-	25.5%	17.3%	5.4%	-8.1%	13.7%	13.2%	4.4%	8.7%	30.8%	14.6%	12.8%	16.1%
Private Customers	-	35.6%	6.5%	-11.0%	-42.5%	-7.6%	-11.6%	-18.5%	-20.0%	50.0%	10.0%	20.0%	11.3%
Public sector customers	-	5.8%	3.2%	3.1%	-1.7%	-1.2%	5.2%	1.8%	6.6%	11.0%	6.9%	4.6%	7.2%
Total	6.2%	15.0%	6.3%	0.4%	-11.6%	0.9%	2.6%	-1.9%	2.9%	21.8%	9.2%	11.2%	10.9%
Adj. EBITDA (group)	34.0	45.9	55.2	12.7	9.0	17.2	15.7	54.6	14.4	13.3	19.6	16.8	64.0
Adj. EBITDA-margin (group)	8.0%	9.4%	10.6%	9.5%	7.8%	13.9%	10.4%	10.7%	10.5%	9.5%	14.5%	11.0%	11.3%

Source: Pihlajalinna, Evli Research

Valuation

	Security	MCAP	EV/EBITDA	EV/EBITDA	EV/EBITDA	EV/EBIT	EV/EBIT	EV/EBIT	P/E	P/E	P/E
PIHLAJALINNA PEER GROUP	identifier	Local FX	21	22	23	21	22	23	21	22	23
Ambea AB	AMBEA-SE	7517	8.8x	7.9x	7.5x	19.1x	16.2x	14.7x	14.5x	12.2x	10.3x
Attendo AB	ATT-SE	7923	8.6x	7.5x	7.1x	23.3x	18.0x	16.2x	29.2x	17.6x	14.0x
CareTech Holdings PLC	CTH-GB	640	9.3x	8.4x	7.6x	11.6x	10.3x	9.4x	12.3x	11.3x	11.8x
Fresenius SE & Co. KGaA	FRE-DE	22027	6.5x	5.8x	5.2x	10.4x	8.9x	7.8x	12.4x	10.8x	9.8x
Georgia Healthcare Group Plc	GHG-GB										
GHP Specialty Care AB	GHP-SE	2087	10.8x	9.5x	8.5x	21.6x	18.3x	16.1x	30.9x	26.6x	23.6x
Humana AB	HUM-SE	4060	8.3x	7.6x	7.6x	14.5x	13.0x	13.0x	13.2x	11.3x	11.0x
Korian SA	KORI-FR	3498	9.1x	8.2x	7.1x	23.4x	19.8x	16.8x	25.5x	18.5x	16.1x
LNA Sante SA	LNA-FR	464	9.5x	8.6x	8.4x	19.5x	17.2x	16.6x	16.6x	13.8x	12.2x
Mediclinic International Plc	MDC-GB	2275	7.7x	7.0x	5.9x	13.7x	11.9x	9.9x	14.1x	11.6x	10.7x
Orpea SA	ORP-FR	6936	14.4x	12.9x	12.4x	28.7x	24.8x	24.4x	28.9x	24.0x	22.2x
RHON-KLINIKUM AG	RHK-DE	1038									
Spire Healthcare Group PLC	SPI-GB	794	9.4x	7.2x	6.3x	19.1x	13.9x	11.1x	59.2x	32.0x	22.2x
Terveystalo Oy Class A	TTALO-FI	1535	10.5x	9.7x	8.9x	19.4x	17.2x	15.2x	21.0x	19.3x	17.5x
Peer Group Median		4704	9.2x	8.1x	7.5x	19.3x	16.7x	15.0x	18.8x	15.7x	13.1x
Peer Group Average		2275	9.4x	8.4x	7.7x	18.7x	15.8x	14.3x	23.1x	17.4x	15.1x
Pihlajalinna (Evli est.)		262	8.0x	6.4x	6.0x	17.8x	13.4x	12.6x	13.8x	11.9x	11.6x
Pihlajalinna premium/discount to peer median			-13 %	-20 %	-20 %	-8 %	-20 %	-16 %	-27 %	-24 %	-11 %

Pihlajalinna premium/discount to peer median Source: Factset, Evli Research

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INTERIM FIGURES

Net sales 133.0 114.7 123.9 137.2 508.8 136.8 139.7 135.2 152.6 564.3 596.6 614.5 EBITDA margin (%) 12.7 9.0 17.2 15.7 54.6 14.4 13.3 19.6 16.8 64.0 69.2 72.0 EBITDA margin (%) 9.5 7.8 13.9 11.4 10.7 10.5 9.5 14.5 11.0 11.3 11.6 11.1 EBIT 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBITDA margin (%) 3.2 0.5 7.0 5.3 4.1 4.1 3.2 8.0 5.2 5.1 5.6 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.5 5.7 5.6 5.5 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.5 5.7 5.6 5.5 5.5 5.5 5.7 5.5 5.7 5.5 5.7 5.5 5.5	EVLI ESTIMATES, EURm	2020Q1	2020Q2	2020Q3	2020Q4	2020	2021Q1E	2021Q2E	2021Q3E	2021Q4E	2021E	2022E	2023E
EBITDA 12.7 9.0 17.2 15.7 54.6 14.4 13.3 19.6 16.8 64.0 69.2 72.0 EBITDA 9.5 7.8 13.9 11.4 10.7 10.5 9.5 14.5 11.0 11.3 11.6 11.2 EBIT 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin (%) 3.2 0.5 7.0 5.3 4.1 4.1 3.2 8.0 5.2 5.7 5.6 5.5 Net financial items 1.4 -1.0 -1.0 -1.0 -1.0 -4.4 -1.1 -1.1 -1.1 -1.1 -1.1 -4.4 -5.0 -5.5 Teve tax profit 2.8 -0.4 7.7 6.3 16.4 4.5 3.4 9.7 6.9 24.4 28.2 28.9 Tex are (%) 21.4 25.0 19.5 44.4 29.3 20.0 20.0 20.0 20.0 20.0 20.0 20.0 20	· · · · · · · · · · · · · · · · · · ·												
EBITDA margin (%) 9.5 7.8 13.9 11.4 10.7 10.5 9.5 14.5 11.0 11.3 11.6 11.7 EBIT 42 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin (%) 3.2 0.5 7.0 5.3 4.1 4.1 3.2 8.0 5.2 5.1 5.6 5.6 Net financial items 1-1.4 -1.0 -1.0 -1.0 -1.0 -4.4 -1.1 -1.1 -1.1 -1.1 -1.1 -1.1 4.4 -5.0 -5.5 Pre-tax profit 2.8 -0.4 7.7 6.3 16.4 4.5 3.4 9.7 6.9 24.4 28.2 28.9 Tax at -0.6 0.1 -1.5 -2.8 -4.8 -0.9 -0.7 -1.9 -1.4 -4.9 -5.5 -5.5 -5.6 -5.6 Tax rate (%) 2.1 0.0 5.4 3.9 11.4 3.5 2.0 20.0 20.0 20.0 20.0 20.0 20.0 Net profit 2.1 0.0 5.4 3.9 11.4 3.5 2.6 7.6 5.4 19.0 22.1 22.6 EPS 9.09 0.00 0.24 0.17 0.50 0.15 0.11 0.34 0.24 0.84 0.98 1.00 EPS adjusted (diluted no. of shares) 0.09 0.00 0.24 0.17 0.50 0.15 0.11 0.34 0.24 0.84 0.98 1.00 ED vidend per share 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.													
EBIT margin (%) 3.2 0.5 7.0 5.3 4.1 4.1 3.2 8.0 5.2 5.1 5.6 5.5 5.7 5.5 5.7 5.5 5.7 5.5 5.7 5.5 5.7 5.7 5.5 5.7													11.7
EBIT margin (%) 3.2	EBIT (1.5)					-							
Net financial items	==::												5.6
Pre-tax profit 2.8	Net financial items												-5.5
Tax	Pre-tax profit		-0.4								24.4		28.9
Net profit 2.1 0.0 5.4 3.9 11.4 3.5 2.6 7.6 5.4 19.0 22.1 22.6 EPS 0.09 0.00 0.24 0.17 0.50 0.15 0.11 0.34 0.24 0.84 0.98 1.00 EPS adjusted (diluted no. of shares) 0.09 0.00 0.24 0.17 0.50 0.15 0.11 0.34 0.24 0.84 0.98 1.00 Dividend per share 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	Tax		0.1	-1.5							-4.9	-5.6	-5.8
EPS 0.09 0.00 0.24 0.17 0.50 0.15 0.11 0.34 0.24 0.84 0.98 1.00 EPS adjusted (diluted no. of shares) 0.09 0.00 0.24 0.17 0.50 0.15 0.11 0.34 0.24 0.84 0.98 1.00 Dividend per share 0.00	Tax rate (%)	21.4	25.0	19.5	44.4	29.3	20.0	20.0	20.0	20.0	20.0	20.0	20.0
EFS adjusted (diluted no. of shares) 0.09 0.00 0.24 0.17 0.50 0.15 0.11 0.34 0.24 0.84 0.98 1.00 Dividend per share 0.00	Net profit	2.1	0.0	5.4	3.9	11.4	3.5	2.6	7.6	5.4	19.0	22.1	22.6
Dividend per share 0.00	EPS	0.09	0.00	0.24	0.17	0.50	0.15	0.11	0.34	0.24	0.84	0.98	1.00
SALES, FURM Corporate Customers 32.9 27.8 30.7 36.1 127.5 35.8 36.4 35.2 40.7 148.1 155.8 160.4 Private Customers 23.5 14.7 19.5 22.0 79.7 18.8 22.1 21.5 26.4 88.7 104.9 108.1 Public sector customers 92.6 88.1 88.9 97.5 367.1 98.7 97.8 95.1 102.0 393.5 403.9 416.0 Eliminations -16.0 -15.9 -15.2 -18.4 -65.5 -16.5 -16.5 -16.5 -16.5 -66.0 -68.0 -70.0 Total 133.0 114.7 123.9 137.2 508.8 136.8 139.7 135.2 152.6 564.3 596.6 614.5 SALES GROWTH, Y/Y % Corporate Customers 4.1 -8.1 13.7 10.1 4.8 8.7 30.8 14.6 12.8 16.1 5.2 3.0 Private Customers -11.3 -42.5 -7.6 -11.6 -18.7 -20.0 50.0 10.0 20.0 11.3 18.3 3.0 Public sector customers -2.7 -1.7 -1.2 6.1 1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total -2.7 -1.6 -1.6 -1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Total -2.7 -1.6 -1.6 -1.7 6.6 13.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total -2.7 -1.6 -1.6 -1.7 6.6 13.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total -2.7 -1.7 -1.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURM -2.7 -1.7 -1.6 -1.7 -1.7 2.8 5.1 5.1 5.1 5.1 5.1 5.1 5.1 5.1 5.1 5.1	EPS adjusted (diluted no. of shares)	0.09	0.00	0.24	0.17	0.50	0.15	0.11	0.34	0.24	0.84	0.98	1.00
Corporate Customers 32.9 27.8 30.7 36.1 127.5 35.8 36.4 35.2 40.7 148.1 155.8 160.4 Private Customers 23.5 14.7 19.5 22.0 79.7 18.8 22.1 21.5 26.4 88.7 104.9 108.1 Public sector customers 92.6 88.1 88.9 97.5 367.1 98.7 97.8 95.1 102.0 393.5 403.9 416.0 Eliminations -16.0 -15.9 -15.2 -18.4 -65.5 -16.5 -16.5 -16.5 -66.0 -68.0 -70.0 Total 133.0 114.7 123.9 137.2 508.8 136.8 139.7 135.2 152.6 564.3 596.6 614.5 SALES GROWTH, Y/Y % Corporate Customers 4.1 -8.1 13.7 10.1 4.8 8.7 30.8 14.6 12.8 16.1 5.2 3.0 Private Customers -11.3 -42.5 <	Dividend per share	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.29	0.34	0.35
Private Customers 23.5 14.7 19.5 22.0 79.7 18.8 22.1 21.5 26.4 88.7 104.9 108.1 Public sector customers 92.6 88.1 88.9 97.5 367.1 98.7 97.8 95.1 102.0 393.5 403.9 416.0 Eliminations -16.0 -15.9 -15.2 -18.4 -65.5 -16.5 -16.5 -16.5 -16.5 -66.0 -68.0 -70.0 Total 133.0 114.7 123.9 137.2 508.8 136.8 139.7 135.2 152.6 564.3 596.6 614.5 SALES GROWTH, Y/Y % Corporate Customers 4.1 -8.1 13.7 10.1 4.8 8.7 30.8 14.6 12.8 16.1 5.2 3.0 Private Customers -11.3 -42.5 -7.6 -11.6 -18.7 -20.0 50.0 10.0 20.0 11.3 18.3 3.0 Public sector customers 3.7 -1.7 -1.2 6.1 1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURM Group 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, %	SALES, EURm												
Public sector customers 92.6 88.1 88.9 97.5 367.1 98.7 97.8 95.1 102.0 393.5 403.9 416.0 Eliminations -16.0 -15.9 -15.2 -18.4 -65.5 -16.5 -16.5 -16.5 -16.5 -66.0 -68.0 -70.0 Total 133.0 114.7 123.9 137.2 508.8 136.8 139.7 135.2 152.6 564.3 596.6 614.5 SALES GROWTH, Y/Y % Corporate Customers 4.1 -8.1 13.7 10.1 4.8 8.7 30.8 14.6 12.8 16.1 5.2 3.0 Private Customers -11.3 -42.5 -7.6 -11.6 -18.7 -20.0 50.0 10.0 20.0 11.3 18.3 3.0 Public sector customers 3.7 -1.7 -1.2 6.1 1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURM Group 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, %	Corporate Customers	32.9	27.8	30.7	36.1	127.5	35.8	36.4	35.2	40.7	148.1	155.8	160.4
Eliminations -16.0 -15.9 -15.2 -18.4 -65.5 -16.5 -16.5 -16.5 -16.5 -66.0 -68.0 -70.0 Total 133.0 114.7 123.9 137.2 508.8 136.8 139.7 135.2 152.6 564.3 596.6 614.5 SALES GROWTH, Y/Y % Corporate Customers 4.1 -8.1 13.7 10.1 4.8 8.7 30.8 14.6 12.8 16.1 5.2 3.0 Private Customers -11.3 -42.5 -7.6 -11.6 -18.7 -20.0 50.0 10.0 20.0 11.3 18.3 3.0 Public sector customers 3.7 -1.7 -1.2 6.1 1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURM Group 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, %	Private Customers	23.5	14.7	19.5	22.0	79.7	18.8	22.1	21.5	26.4	88.7	104.9	108.1
Total 133.0 114.7 123.9 137.2 508.8 136.8 139.7 135.2 152.6 564.3 596.6 614.5 SALES GROWTH, Y/Y %	Public sector customers	92.6	88.1	88.9	97.5	367.1	98.7	97.8	95.1	102.0	393.5	403.9	416.0
SALES GROWTH, Y/Y % Corporate Customers 4.1 -8.1 13.7 10.1 4.8 8.7 30.8 14.6 12.8 16.1 5.2 3.0 Private Customers -11.3 -42.5 -7.6 -11.6 -18.7 -20.0 50.0 10.0 20.0 11.3 18.3 3.0 Public sector customers 3.7 -1.7 -1.2 6.1 1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURm Group 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, % 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 2	Eliminations	-16.0	-15.9	-15.2	-18.4	-65.5	-16.5	-16.5	-16.5	-16.5	-66.0	-68.0	-70.0
Corporate Customers 4.1 -8.1 13.7 10.1 4.8 8.7 30.8 14.6 12.8 16.1 5.2 3.0 Private Customers -11.3 -42.5 -7.6 -11.6 -18.7 -20.0 50.0 10.0 20.0 11.3 18.3 3.0 Public sector customers 3.7 -1.7 -1.2 6.1 1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURm 5.6 4.5 10.8 8.0 28.8 33.2 34.4 Total 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4	Total	133.0	114.7	123.9	137.2	508.8	136.8	139.7	135.2	152.6	564.3	596.6	614.5
Private Customers -11.3 -42.5 -7.6 -11.6 -18.7 -20.0 50.0 10.0 20.0 11.3 18.3 3.0 Public sector customers 3.7 -1.7 -1.2 6.1 1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURm 5.6 4.5 10.8 8.0 28.8 33.2 34.4 Total 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, % 5.6 4.5 10.8 8.0 28.8 33.2 34.4	SALES GROWTH, Y/Y %												
Public sector customers 3.7 -1.7 -1.2 6.1 1.7 6.6 11.0 6.9 4.6 7.2 2.6 3.0 Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURm Group 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 Total 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, %	Corporate Customers	4.1	-8.1	13.7	10.1	4.8	8.7	30.8	14.6	12.8	16.1	5.2	3.0
Eliminations 7.4 1.3 -1.0 16.5 6.1 3.1 3.8 8.2 -10.3 0.7 3.0 3.0 Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURM 6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 Total 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, % 5.6 4.5 10.8 8.0 28.8 33.2 34.4	Private Customers	-11.3	-42.5	-7.6	-11.6	-18.7	-20.0	50.0	10.0	20.0	11.3	18.3	3.0
Total 0.4 -11.6 0.9 2.5 -1.9 2.9 21.8 9.2 11.2 10.9 5.7 3.0 EBIT, EURm Group 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 Total 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, % EBIT margin, %	Public sector customers	3.7	-1.7	-1.2	6.1	1.7	6.6	11.0	6.9	4.6	7.2	2.6	3.0
EBIT, EURM Group 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 Total 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, %	Eliminations	7.4	1.3	-1.0	16.5	6.1	3.1	3.8	8.2	-10.3	0.7	3.0	3.0
Group 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 Total 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 EBIT margin, % EBIT margin, %	Total	0.4	-11.6	0.9	2.5	-1.9	2.9	21.8	9.2	11.2	10.9	5.7	3.0
Total 4.2 0.6 8.7 7.3 20.8 5.6 4.5 10.8 8.0 28.8 33.2 34.4 <i>EBIT margin, %</i>	EBIT, EURm												
EBIT margin, %	Group	4.2	0.6	8.7	7.3	20.8	5.6	4.5	10.8	8.0	28.8	33.2	34.4
	Total	4.2	0.6	8.7	7.3	20.8	5.6	4.5	10.8	8.0	28.8	33.2	34.4
Total 3.2 0.5 7.0 5.3 4.1 4.1 3.2 8.0 5.2 5.1 5.6 5.6	EBIT margin, %												
	Total	3.2	0.5	7.0	5.3	4.1	4.1	3.2	8.0	5.2	5.1	5.6	5.6

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INCOME STATEMENT, EURm	2016	2017	2018	2019	2020	2021E	2022E	2023E
Sales	399.1	424.0	487.8	518.7	508.8	564.3	596.6	614.5
Sales growth (%)	87.0	6.2	15.0	6.3	- 1.9	10.9	5.7	3.0
EBITDA	29.4	34.3	45.9	55.1	54.6	64.0	69.2	72.0
EBITDA margin (%)	7.4	8.1	9.4	10.6	10.7	11.3	11.6	11.7
Depreciation	-12.8	-14.2	-31.5	-34.2	-33.8	-35.2	-36.0	-37.6
EBITA	16.6	20.1	14.4	20.9	20.8	28.8	33.2	34.4
Goodwill amortization / writedown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBIT	16.6	20.1	14.4	20.9	20.8	28.8	33.2	34.4
EBIT margin (%)	4.2	4.7	3.0	4.0	4.1	5.1	5.6	5.6
Reported EBIT	15.1	19.2	13.8	10.2	18.2	28.8	33.2	34.4
EBIT margin (reported) (%)	3.8	4.5	2.8	2.0	3.6	5.1	5.6	5.6
Net financials	-1.2	-1.4	-3.8	-4.0	-4.4	-4.4	-5.0	-5.5
Pre-tax profit	15.4	18.7	10.6	16.9	16.4	24.4	28.2	28.9
Taxes	-3.0	-3.4	-2.7	-1.9	-4.8	-4.9	-5.6	-5.8
Minority shares	-2.7	-4.6	-3.3	-1.1	-0.2	-0.5	-0.5	-0.5
Net profit	8.2	9.8	4.0	3.2	8.8	19.0	22.1	22.6
Cash NRIs	-1.5	-0.9	-0.6	-10.7	-2.6	0.0	0.0	0.0
Non-cash NRIs	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BALANCE SHEET, EURm		***						
Assets								,
Fixed assets	67	83	68	74	66	67	68	67
Goodwill	92	104	170	174	174	174	174	174
Right of use assets	0	0	116	108	103	110	118	124
Inventory	2	2	3	2	3	3	3	3
Receivables	27	25	40	47	78	53	50	51
Liquid funds	28	37	36	27	13	28	30	31
Total assets	218	254	437	438	442	440	447	455
Liabilities								
Shareholder's equity	98	100	121	101	110	124	140	154
Minority interest	3	6	9	5	5	5	5	5
Convertibles	0	0	0	0	0	0	0	0
Lease liabilities	0	0	119	114	114	110	118	124
Deferred taxes	6	6	6	6	6	6	6	6
Interest bearing debt	52	77	99	107	94	157	86	69
Non-interest bearing current liabilities	55	62	80	102	109	34	89	92
Other interest-free debt	3	3	3	2	3	3	3	3
Total liabilities	217	254	437	438	442	440	447	455
CASH FLOW, EURm								
+ EBITDA	29	34	46	55	55	64	69	72
- Net financial items	-1	-1	-4	-4	-4	-4	-5	-6
- Taxes	-2	-5	-5	-4	-4	-5	-6	-6
- Increase in Net Working Capital	8	7	2	14	-23	-50	59	1
+/- Other	-1	0	-11	-12	-3	0	-1	-1
= Cash flow from operations	32	35	27	49	21	4	117	61
- Capex	-5	-10	-23	-36	-20	-44	-45	-43
- Acquisitions	-22	-17	-79	0	0	0	0	0
+ Divestments	0	0	0	0	0	0	0	0
= Free cash flow	6	8	-74	13	1	-39	72	19
+/- New issues/buybacks	-1	-2	24	-25	0	0	0	0
- Paid dividend	0	-3	-3	-2	0	-5	-7	-8
+/- Other	7	7	53	5	-14	59	-64	-10
Change in cash	12	10	-1	-9	-14	15	2	1
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KEY FIGURES	2017	2018	2019	2020	2021E	2022E	2023E
M-cap	275	195	346	212	262	262	262
Net debt (excl. convertibles)	40	181	194	195	239	173	162
Enterprise value	325	391	557	417	512	445	434
Sales	424	488	519	509	564	597	615
EBITDA	34	46	55	55	64	69	72
EBIT	20	14	21	21	29	33	34
Pre-tax	19	11	17	16	24	28	29
Earnings	11	5	14	11	19	22	23
Equity book value (excl. minorities)	100	121	101	110	124	140	154
Valuation multiples							
EV/sales	0.8	0.8	1.1	0.8	0.9	0.7	0.7
EV/EBITDA	9.5	8.5	10.1	7.6	8.0	6.4	6.0
EV/EBITA	16.2	27.1	26.6	20.0	17.8	13.4	12.6
EV/EBIT	16.2	27.1	26.6	20.0	17.8	13.4	12.6
EV/OCF	9.3	14.3	11.3	20.3	119.4	3.8	7.1
EV/FCFF	19.3	-11.7	20.3	33.3	-43.8	4.4	9.0
P/FCFE	35.7	-2.6	27.0	424.3	-6.7	3.6	14.1
P/E	25.7	42.4	24.9	18.6	13.8	11.9	11.6
P/B	2.7	1.6	3.4	1.9	2.1	1.9	1.7
Target EV/EBITDA	0.0	0.0	0.0	0.0	8.4	6.8	6.4
Target EV/EBIT	0.0	0.0	0.0	0.0	18.7	14.2	13.4
Target EV/FCF	0.0	0.0	0.0	0.0	-13.7	6.6	24.9
Target P/B	0.0	0.0	0.0	0.0	2.4	2.1	1.9
Target P/E	0.0	0.0	0.0	0.0	15.4	13.3	13.0
Per share measures							
Number of shares	20,613	22,620	22,620	22,618	22,618	22,618	22,618
Number of shares (diluted)	20,613	22,620	22,620	22,618	22,618	22,618	22,618
EPS (ENDITED)	0.52	0.20	0.61	0.50	0.84	0.98	1.00
Operating cash flow per share	1.69	1.21	2.17	0.91	0.19	5.16	2.71
Free cash flow per share	0.37	-3.29	0.57	0.02	-1.74	3.19	0.82
Book value per share	4.87	5.36	4.47	4.85	5.49	6.17	6.83
Dividend per share	0.16	0.10	0.00	0.20	0.29	0.34	0.35
Dividend payout ratio, %	30.8	49.2	0.0	39.7	35.0	35.0	35.0
Dividend yield, %	1.2	1.2	0.0	1.7	2.5	2.9	3.0
FCF yield, %	2.8	-38.2	3.7	0.2	-15.0	27.5	7.1
Efficiency measures		00.2	0.7	0.2	10.0	27.0	
ROE	10.8	4.2	12.5	10.8	16.3	16.7	15.4
ROCE	12.2	5.4	6.2	6.4	8.0	8.9	9.8
Financial ratios	12.2	3.4	0.2	0.4	0.0	0.5	5.0
Inventories as % of sales	0.5	0.5	0.4	0.7	0.5	0.5	0.5
Receivables as % of sales	5.9	8.2	9.1	15.3	9.3	8.3	8.3
Non-interest bearing liabilities as % of sales	14.6	16.3	19.7	21.5	6.0	15.0	15.0
NWC/sales, %	-8.4	-8.0	-10.2	-6.0	3.5	-6.5	-6.5
Operative CAPEX/sales, %	-0.4		7.0	3.9	5.5 7.7	-0.5 7.5	7.0
	2.4			ა.უ	/./	7.5	7.0
	2.4	4.6 -11.6					7.0
CAPEX/sales (incl. acquisitions), %	-1.6	-11.6	7.0	3.9	7.7	7.5	7.0
CAPEX/sales (incl. acquisitions), % FCFF/EBITDA	-1.6 0.5	-11.6 -0.7	7.0 0.5	3.9 0.2	7.7 -0.2	7.5 1.5	0.7
CAPEX/sales (incl. acquisitions), % FCFF/EBITDA Net debt/EBITDA, book-weighted	-1.6 0.5 1.2	-11.6 -0.7 3.9	7.0 0.5 3.5	3.9 0.2 3.6	7.7 -0.2 3.7	7.5 1.5 2.5	0.7 2.3
CAPEX/sales (incl. acquisitions), % FCFF/EBITDA Net debt/EBITDA, book-weighted Debt/equity, market-weighted	-1.6 0.5 1.2 0.3	-11.6 -0.7 3.9 0.5	7.0 0.5 3.5 0.3	3.9 0.2 3.6 0.4	7.7 -0.2 3.7 0.6	7.5 1.5 2.5 0.3	0.7 2.3 0.3
CAPEX/sales (incl. acquisitions), % FCFF/EBITDA Net debt/EBITDA, book-weighted	-1.6 0.5 1.2	-11.6 -0.7 3.9	7.0 0.5 3.5	3.9 0.2 3.6	7.7 -0.2 3.7	7.5 1.5 2.5	0.7 2.3

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COMPANY DESCRIPTION: Pihlajalinna is the 3rd largest private social welfare and healthcare service provider in Finland offering a wide selection of services to private individuals, businesses, insurance companies and public sector entities, such as municipalities and joint municipal authorities. In its private clinics and hospitals Pihlajalinna provides general practitioner services, specialized care, emergency and on-call services, a wide range of surgical services, occupational healthcare and dental care. Pihlajalinna is the market leader in complete social and healthcare outsourcings in Finland.

INVESTMENT CASE: The demand for private social and healthcare services is growing due to ageing population and increasing pressure on public healthcare spending, offering Pihlajalinna growth opportunities in primary care as well as in specialized care. Profitability improvement stems from increased volumes and better utilization rate

OWNERSHIP STRUCTURE	SHARES	EURm	0/0
Lähitapiola Keskinäinen Vakuutusyhtiö	3,481,641	40.387	15.4%
Mww Yhtiö Oy	2,309,010	26.785	10.2%
Fennia Mutual Insurance Company	1,998,965	23.188	8.8%
Tapiola Keskinäinen Henkivakuutusyhtiö	1,891,385	21.940	8.4%
Elo Pension Company	1,267,161	14.699	5.6%
Niemistö Leena Katriina	703,475	8.160	3.1%
Ilmarinen Mutual Pension Insurance Company	628,431	7.290	2.8%
Fondita Nordic Micro Cap	470,000	5.452	2.1%
FIM Fenno Sijoitusrahasto	321,421	3.728	1.4%
Fennia Life Insurance Company Ltd	309,993	3.596	1.4%
Ten largest	13,381,482	155.225	59%
Residual	9,236,359	107.142	41%
Total	22,617,841	262.367	100%

EARNINGS CALENDAR	
May 07, 2021	Q1 report
August 13, 2021	Q2 report
November 04, 2021	Q3 report
OTHER EVENTS	
April 15, 2021	AGM

COMPANY MISCELLANEOUS	
CEO: Joni Aaltonen	Kehräsaari B, 33200 Tampere
CFO: Tarja Rantala	Tel:
IR: Marko Savolainen	

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DEFINITIONS

fore extraord. items and taxes– income taxes + minority interest Number of shares
Dividend for the financial period per share
ng cash flow)
a – Net financial items – Taxes – Increase in working capital – Cash NRIs ± Other adjustments
n flow)
cash flow – operative CAPEX – acquisitions + divestments
Free cash flow Market cap
PEX/sales
pital expenditure – divestments – acquisitions Sales
capital
Current assets – current liabilities
oyed/Share
Total assets – non-interest bearing debt Number of shares
Net debt Equity
%
Interest bearing debt olders' equity + minority interest + taxed provisions
%
olders' equity + minority interest + taxed provisions Total assets – interest-free loans
ative annual growth rate = Average growth per year
3

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Important Disclosures

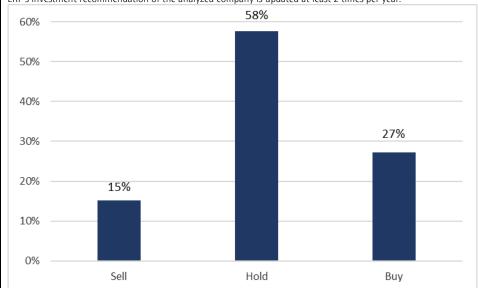
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Investment recommendations are defined as follows:

Target price compared to share price Recommendation

< -10 % SELL -10 - (+10) % HOLD > 10 % BUY

ERP's investment recommendation of the analyzed company is updated at least 2 times per year.



The graph above shows the distribution of ERP's recommendations of companies under coverage in 11th of May 2020. If recommendation is not given, it is not mentioned here.

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

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