

Getting Closer to Black Numbers after Operating Improvements

Eevia Health Plc (publ) ("Eevia Health", "Eevia" or "the Company") is at a stage where the Company is scaling up the production capacity, focusing on higher margin extracts, and developing new proprietary ingredients targeting eye disorders, which constitute strong value drivers ahead. Based on current estimates as well as a slightly lower applied EV/EBIT multiple of 4.5x (5.0) due to revenue growing slower than our expectations in 2022, we lower our present valuation in terms of Market Cap to SEK 136m (140) in a Base scenario. Additionally, with respect to the new share count after the rights issue in November 2022, this corresponds to a value per share of SEK 4.5. This is lower in terms of value per share compared to our update in September, which is merely a technical adjustment due to an increase in shares outstanding.

▪ Riding on the ESG-Trend by Offering Organic and Sustainable Health Ingredients

The raw material that Eevia uses is sourced from nearby areas in Northern and Central Europe which minimizes the carbon footprint, the traceability of the products and allows for a more resilient supply chain that is less affected by global disruptions. Moreover, the wild organic raw material is taken from abundant resources that are either not utilized at all or underutilized which respects the natural ecosystem. Lastly, Eevia selects suppliers carefully in accordance with the Company's quality and sustainability criteria. Having high-quality organic raw material close to the production site in Seinäjoki gives Eevia a competitive advantage to deliver and capitalize on the sustainability trends.

▪ Operating in Vast Markets with Strong Macro Trends

The global market for nutraceuticals was estimated to be worth USD 241bn in 2019 and is projected to reach USD 373bn in 2025 which represent a CAGR of 7.5% during the forecast period where the growth is attributed to changing consumer preferences and demographics along with increases in R&D activity. Regarding the plant extract market, it was estimated to be worth USD 24b in 2019 and is projected to reach USD 59b in 2025 which represents a CAGR of 16.5%. Growth drivers for the plant extract market include rising awareness of synthetic flavour side-effects and health benefits offered by plant-based medicine. As the awareness of Eevia's product offerings and brand value grows over time, the Company is expected to benefit from market tailwinds.

▪ Maintaining the Valuation Range in Terms of Company Value

Given the shares from the rights issue during November 2022, which resulted in an additional 14.4m shares, the value per share in this update is not directly comparable to our last report since that was based on a lower share count. A better comparison is therefore to look at the valuation in absolute numbers, where we in this update have a valuation range of SEK 35m (39) – SEK 202m (206), with SEK 136m (140) in a Base scenario.

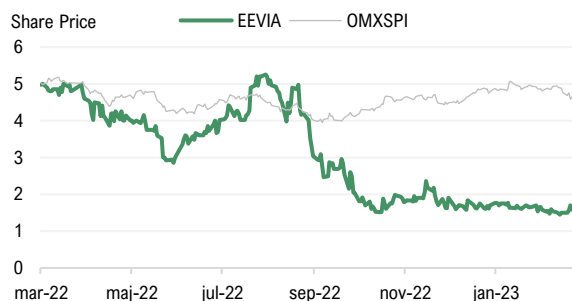
VALUATION RANGE

Bear SEK 1.1 **Base** SEK 4.5 **Bull** SEK 6.6

KEY INFORMATION

Share Price (2023-03-21) (SEK)	1.50
Shares Outstanding	30,349,371
Market Cap (SEKm)	45.5
Net cash(-)/debt(+) (SEKm)	3.7
Enterprise Value (SEKm)	49.2
List	Spotlight Stock Market
Quarterly report 1 2023	2023-05-15

SHARE PRICE DEVELOPMENT



OWNERS (SOURCE: HOLDINGS 2023-01-06)

Betulum AS	12.0%
Stein Ulve	7.5%
Futur Pension	6.8%
Marzoe Actives S.L.	5.0%
Daniel Johnsson	4.6%

ESTIMATES (EURm)	2023E	2024E	2025E	2026E
Net sales	12.7	21.8	28.3	30.6
Total Revenue	13.2	22.0	28.5	30.8
COGS	-8.3	-14.0	-17.7	-19.0
Gross Profit	4.9	8.0	10.8	11.8
Gross margin	38.5%	36.7%	38.1%	38.5%
Total operating costs	-5.0	-6.0	-6.3	-7.0
EBIT	-0.1	2.0	4.5	4.8
EBIT margin	neg.	9.3%	15.9%	15.6%
P/S	0.3x	0.2x	0.1x	0.1x
EV/S	0.3x	0.2x	0.2x	0.2x
EV/EBIT	neg.	2.3x	1.0x	1.0x

Table of Contents

Comment on Q4-report	3
Investment Thesis	4
Company Description	5-6
Market Analysis	7-8
Financial Forecast	9-11
Valuation	12
CEO Interview	13
Management and Board	14-15
Appendix	16-17
Disclaimer	18

ABOUT THE COMPANY

Eevia Health produces and distributes bioactive plant extracts in Finland and internationally. The product lines include extracts from elderberry, bilberry, lingonberry, chaga mushroom, pine bark, and other raw materials. Additionally, Eevia has new bioactive ingredient under development called Retinari which is aimed towards age-related macular degeneration. Eevia's products are mainly used in dietary supplements cosmetics, food & drinks, pharmaceuticals, as well as veterinary products. The Company sells its products through small- and mid-sized distributors. Eevia was founded in 2017, is listed on Spotlight Stock Market since 2021, and is headquartered in Seinäjoki, Finland.

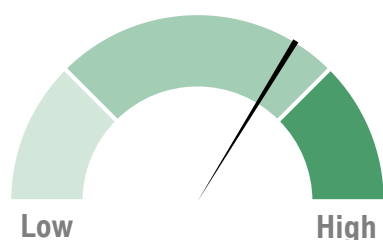
CEO AND CHAIRMAN

CEO	Stein Ulve
Chairman	Martin Bjørklund

ANALYST

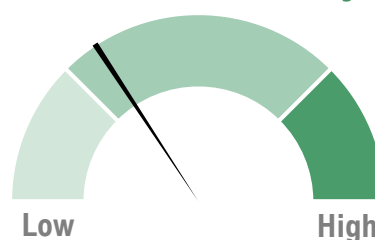
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Value Drivers



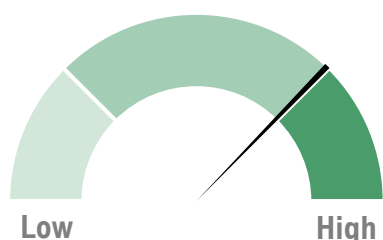
Eevia Health operate in billion-dollar markets with macro tailwinds that are in the Company's favour long-term. However, minor investments are required from Eevia in order to increase efficiency in operations, yields from the extraction process, and the capacity to meet the order backlog demand, which may take time to materialize. Value driving activities to monitor include new orders, product releases and improved margins.

Historical Profitability



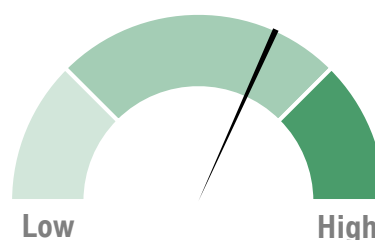
Eevia Health has a history of low profitability due to ramp-up of existing production processes. As a result, the Company has relied on equity financing as well as smaller debt financing to meet working capital requirements. However, the Company has managed to improve operations where break-even on a quarterly basis has occurred recently. The rating is based on historical results and is not forward-looking.

Management & Board



Stein Ulve, the CEO, and founder, is a major shareholder owning 7.5% of Eevia Health, and has been leading the Company since the start. He has over 20 years of experience and a track record where he built the company Ayanda together with board member Per Benjaminsen, generating EUR 45m in revenue before selling the company. Together, insiders own 23% of the Company which creates incentives to deliver continued shareholder value.

Risk Profile



Eevia Health is already selling its extracts to customers which lowers the operational risk. However, it is important to monitor the Company's liquidity since there is a risk that additional external financing could be required if the revenue growth does not keep up with the operational cost base and required investments going forward. Moreover, other risks include disruptions in the production process since Eevia Health is dependent on everything running smoothly on a continuous basis.

Finishing off the Final Quarter with Solid Growth

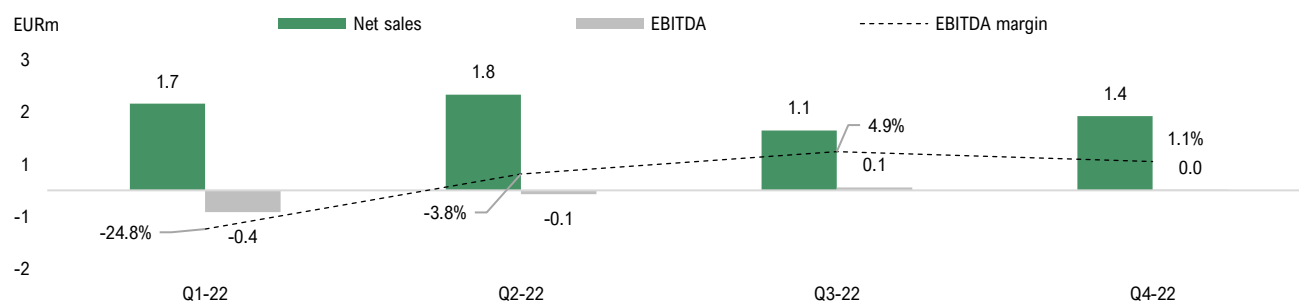
During Q4-22, the net sales amounted to EUR 1.4m (1.3), corresponding to an increase of 115% YoY and 24% QoQ. Adjusted for one-off charges of EUR 0.14m in Q4-21, net sales increased by 77%, from EUR 0.8m in Q4-21 to EUR 1.4m in Q4-22. In a full-year perspective, net sales amounted to EUR 5.9m (6.7), corresponding to a decrease of 11%, which is below our expectation as we had forecasted EUR 7.0m. Revenues in 2021 included approximately EUR 2m trading revenues, which was not the case in 2022. Hence, there was an underlying revenue growth when the trading revenues are corrected for. Although the net sales were below our forecast, we estimate that Evia will capitalize on market tailwinds going into 2023. The Company has achieved significant production improvements during Q4-22 and received multiple sales orders in Q1-23, where the biggest order amounted to EUR 187k. In the CEO comment, it is mentioned that the average product output per batch has increased from 65 kg in Q1-22 to 250 kg at the end of Q4-22, with further expected improvements in Q1-23, which indicates that production issues are becoming less of a problem. However, it is also mentioned that a slight slowdown in customer demand has been observed, which is estimated to cause headwinds in the short-term. Nonetheless, we believe that Evia's improved operations and the unique product offerings will enable the Company to capitalize on the structural market growth in the nutraceutical market going forward.

Another Quarter Yielding a Positive EBITDA

The EBITDA during Q4-22 amounted to EUR 17k, compared to EUR -811k in Q4-21, resulting in an EBITDA-margin of 1%. A small decrease in EBITDA from Q3-22 was attributed to higher personnel and other operating expenses. Looking at the full year results, EBITDA amounted to EUR -0.6m (-2.1), corresponding to a 73% decrease in the negative result. The result for the full year is relatively in line with our estimate as we had forecasted an EBITDA of EUR -0.5m. While we had forecasted higher net sales, the gross margin was stronger than expected due to continued improvements in production and recovery yields, which boosted the EBITDA. Evia has now achieved two consecutive quarters with a positive EBITDA, and Analyst Group expects the trend to continue going into the year 2023, where the Company is forecasted to reach a positive EBITDA for the full year of 2023.

Evia Health Shows an Upward Trend and Break-Even on an EBITDA Basis in the Last Two Quarters

Evia Health's operating results in the last four quarters



Source: Analyst Group (illustration)

Cash Position and Free Cash Flow

At the end of Q4-22, Evia's cash balance was EUR 0.6m, compared to EUR 0.1m at the end of Q3-22, corresponding to a net change in cash of EUR 0.5m. The increase in cash was mainly attributable to the net proceeds of EUR 1.9m from the rights issue in November 2022. Evia's free cash flow during Q4-22 amounted to EUR -1.1m, compared to EUR -0.5m during the previous quarter. The widening of the negative free cash flow was mainly attributable to a build-up in inventory causing a cash outflow of EUR -0.8m. Furthermore, Evia had current assets of EUR 3.9m at the end of Q4-22, where EUR 2.7m consisted of inventory, given that this is converted to cash, this should be sufficient to finance the operations in the next 12 months. During the first weeks of 2023, Evia has also announced a number of business wins, for example a sales order of EUR 187k which will be delivered over three deliveries during 2023, the first one in February. Additionally, Evia had a current ratio of 1.1x which indicates that the Company's is able to pay its near-term obligations.



SUSTAINABILITY
A PART OF
EEVIA'S
DNA

Riding on the ESG-Trend by Offering Organic and Sustainable Health Ingredients

Eevia targets global health challenges by providing bioactive ingredients extracted from nature. The raw material that Eevia use is sourced from nearby areas in Northern and Central Europe which minimizes the carbon footprint, the traceability of the products, and allows for a more resilient supply chain that is less affected by global disruptions. Moreover, the wild organic raw material is taken from abundant resources that are either not utilized at all or underutilized which respects the natural ecosystem. The harvesting is performed carefully through handpicking and the majority of the raw materials come from forests of the Finnish Lapland which are 99% organically certified. Lastly, Eevia selects its suppliers carefully in accordance with its quality and sustainability criteria. Having implemented these actions, it displays that sustainability is a part of Eevia's DNA, considering it at each stage of the supply chain. The Company is supporting UN's sustainability goals, particularly number three, having good health and well-being. Having high-quality organic raw material close to the production site in Seinäjoki puts Eevia in a unique position to deliver and capitalize on the sustainability trends. Additionally, it gives the Company a competitive advantage because of better access to high-quality raw material than competitors.

Operating in Vast Markets with Strong Macro Trends

Eevia Health is operating within the global market for nutraceutical ingredients and plant extracts market. The global market for nutraceuticals was estimated to be worth USD 241bn in 2019. Furthermore, it is projected to reach USD 373bn in 2025 which represent a CAGR of 7.5% during the forecast period where the growth is attributed to changing consumer preferences and demographics along with increases in R&D activity. Regarding the plant extract market, it was estimated to be worth USD 24b in 2019 and is projected to reach USD 59b in 2025 which represents a CAGR of 16.5%. Growth drivers for the plant extract market include rising awareness of synthetic flavor side-effects and health benefits offered by plant-based medicine. The drivers are expected to benefit Eevia as the awareness of the Company's product offerings and brand as a nutraceutical leader grows over time.

Value Drivers in the Next 36 Months

Since the formation of the Company, Eevia has invested in production and processes to increase the capacity for organic products to their international clients. There has been a strong demand for the Company's products but due to insufficient production capacity and inability to make expansive investments, multi-million-euro sales opportunities has been rejected. However, despite the inability to service the demand fully, the Company has managed to grow the net revenue with a CAGR of 45% in the last five years. Therefore, as the Company continues to invest and grow their production capacity, potentially expanding the existing plant or building a completely new one, there will be a greater possibility to capitalize on customer orders which can be seen as value drivers in terms of growth. Additionally, managing to turn the sales from lower margin products, such as berry extracts, to higher margin products, such as pine bark extracts or customized extracts, constitute as value drivers in terms of increasing the profitability.

Summary of Forecast and Valuation in a Base Scenario

Based on an EV/EBIT multiple of 4.5x applied on estimated EBIT of EUR 4.8m in 2026 and a discount rate of 14%, which accounts for the time specific risk of events that are far away and have not yet occurred, this yields an implied value per share of SEK 4.5 in a Base scenario.

Risks to Monitor

Eevia is working on both credit financing options, including off-balance sheet financing, as well as investment grants to secure parts of the financial plan. For example, the Company received a business development grant of EUR 243k from Business Finland. Moreover, the Company is basing its working capital requirements in the financial plan on continued prepayments by negotiating with major customers, to fund raw material procurement during harvest seasons. Eevia is operating in a resource-intensive industry where it is critical to achieve a sufficient volume and product mix to expand successfully. There will be a continuous investment need in order to capitalize on the customer demand which is key to unlock the full potential of the business model. Therefore, it is important to monitor the Company's liquidity over time since there is a considerable risk that additional external financing would be required if the revenue growth does not keep up with the growing operational cost base and required investments going forward.

SEK 4.5
VALUE PER
SHARE
BASE SCENARIO

Company Description

EXTRACTS ARE
USED IN
FOOD, DRINKS &
COSMETICS

Eevia is a leading expert in identifying, extracting, and purifying natural compounds based on raw materials mostly growing wild in the arctic or sub-arctic regions around Finland. The ingredients are extracted from organic bilberries, lingonberries, elderberries, chaga mushrooms, and pine bark. The majority of the raw materials are wild harvested from Finnish forests. The Company also imports European elderberries from Central Europe to produce Feno-Sambucus 14, one of the anthocyanin products. Eevia's ingredients are mostly extracts and concentration of polyphenolic compounds. The extracts are mainly used in food (nutraceuticals), drinks and cosmetics while also being certified organic, natural, and sustainable.

Business Model

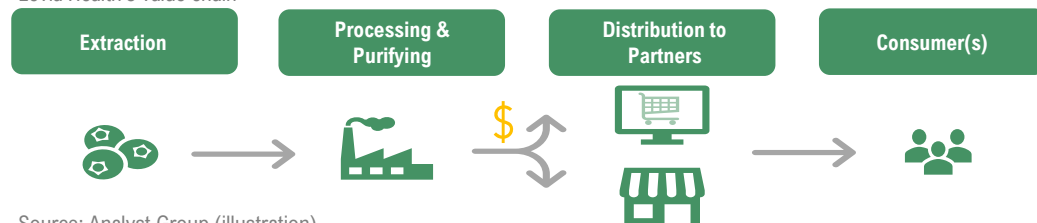
Eevia operates under a distributor business-to-business (B2B) model, meaning that the Company extracts and exports branded ingredients to other distributors or manufacturers in the US, EU, and Australia. The plant extracts are available in multiple concentrations and forms which include, for example, powders and liquids. Thus, the price levels in which the customers will purchase the ingredients will depend on aforementioned factors as well as the quantity. An important aspect of Eevia's business model is also to continuously develop new products and expand the product portfolio by launching a wide variety of branded ingredients with documented clinical health benefits. Consequently, this strategy will enable the Company to expand to new markets and reach more customers which will create a stronger awareness about the brand and increase the sales.

Distribution partners



Eevia Health is Selling Mainly to Other Distributors and Global Brands, not to the end customer.

Eevia Health's value chain



Source: Analyst Group (illustration)

Product Lines

A summary of Eevia's extract product lines are given in the following paragraphs:

- Elderberry extracts:** (Sambucus Nigra) are sold in powder form, which is made through either spray-drying or freeze drying of the liquid extracts. Eevia does not currently sell liquid variants of Elderberry extracts, but some customers will dissolve the powders, which are 99.9% soluble, and use these in drink formulas. The highest concentration for any product variant currently in sale, has a 14% concentration of anthocyanins. The Feno-Sambucus sets itself apart from other elderberry products by the following:
 - Short value chain and strong supply chain due to raw material proximity
 - 100% traceability (from the forest to the product)
 - High quality (pesticides, PAHs, hydrogen cyanide, etc.)
- Bilberry Extracts:** (Vaccinium myrtillus L.) is one of the richest natural sources of anthocyanins. Anthocyanins are believed to be the key bioactive responsible for the many reported health benefits of bilberry and other berry fruits. Bilberry is of potential value for the prevention of conditions associated with inflammation, dyslipidemia, hyperglycemia or increased oxidative stress, cardiovascular disease (CVD), cancer, diabetes, and dementia and other age-related diseases. There are also reports that bilberry has antimicrobial activity¹. Some of the key features of Eevia's Feno-Myrtillus are:
 - Organically certified
 - Wild-crafted (not cultivated) with 100 percent traceability
 - Clinically documented health effects
 - Unparalleled quality (NO radioactivity, pesticides, PAHs, etc.)

1) Scientific publications relevant for Feno-Myrtillus® line of products. <https://eeviahealth.com/wpcontent/uploads/feno-myrtillus%20AE-prl-v04.pdf>

Company Description

Feno-Chaga Mushroom Extract



Applications:

Sachets and tablets
Instant tea
Powders in jars
Pouches
Serums and creams

- **Mushroom extracts:** Eevia extracts Feno-Chaga from the arctic chaga mushroom. Recent internal studies from the Company have shown that the wild-crafted Feno-Chaga activates natural killer cells. Additionally, Chaga is said to be an adaptogen which benefits the immune system according to alternative medicine nomenclature. Eevia's Feno-Chaga sets itself apart from other chagas by being wild-crafted, not cultivated or grown on grain. It is pre-clinically proven immune & clinically proven inflammatory response².
 - 100% traceability (from the forest to the product)
 - Unparalleled quality (No radioactivity, pesticides, PAHs, etc.)

Feno-Vitis Lingonberry extract



Applications:

Sachets and tablets
Soft gels
Superfood berry powders
Food applications
Bakery products, cereals, bars

- **Lingonberry extracts:** For these products, Eevia uses hand-picked arctic lingonberries, which are growing in the wild and are harvested sustainably in the certified organic forests of Finland. Lingonberries contain antioxidants and anti-inflammatory effects with very promising science on several health indications. Feno-Vitis® is sold as a powder with up to 25% concentration, and can be marketed with several distinct features:
 - Wild-crafted (not cultivated)
 - Organically certified and highly scalable

Fenoprolin Pine Bark Extract



Applications:

Sachets and tablets
Hard gels
Health drinks
Pouches
Serums and creams

- **Pine bark extracts:** The active substance from the crown bark of young pine trees has several documented health benefits and is well-known for its anti-inflammatory effects. There is also evidence pointing towards protection against oxidative damage in blood vessels and reduced blood pressure.

Upcoming products in the Pipeline and New Product Lines

Eevia is developing a new ingredient which will be branded as Retinari. Retinari is, according to the Company's pre-clinical studies on mice models, beneficial for eye health on a cellular level and has the potential to mitigate age-related macular degeneration (AMD). In combination with positive health effects being backed by clinical or pre-clinical data, the bioactive compound of Retinari has a low production cost which makes it a promising product for improving the Company's margins. Furthermore, in November 2022, Eevia released the new product Feno-Cerasus, which is a standardized anthocyanin extract from tart cherry. Eevia is focusing on the cognitive effects of the new product which has been documented in studies³.

Strategic Outlook

Eevia operates a unique supply chain that is very close to harvesting areas which gives the company a competitive advantage. As the effects from the investments materialize, and yields from the raw material stabilize, Analyst Group estimates that Eevia is well positioned to continue the growth journey going forward, with improved profitability, at a CAGR of 34% 2023E-2026E, driven by an increased capacity to meet the demand, underlying macro trends, improved yields, and focus on higher margin proprietary products. Going into 2023, the Company is well-positioned to become profitable on an EBITDA-basis.

Eevia Health's has Set Specific, Measurable and Achievable Goals with the Expectation of Reaching a Positive EBITDA Margin in 2024.

Eevia Health's strategic roadmap

At least **1** new product release (Retinari).
Expand portfolio to **5-10** large customers.
No customer more than **20%** of total sales.

Over EUR **25m** in net sales.
Gross margin over **40%**.
EBITDA margin over **15%**.

Strategic Focus

2023

2024

Expand to new factories.
New products managed by Product Managers and Key Account Managers.
Executing a robust go-to-market strategy for at least **1** product.



Tactical Focus

Source: Company, Analyst Group (illustration)

2) Scientific publications relevant for Feno-Chaga™ line of products. <https://eeviahealth.com/wp-content/uploads/feno-chaga%C2%AE-prl-v05.pdf>
3) Mansoori S, Dini A, Chai SC. Effects of tart cherry and its metabolites on aging and inflammatory conditions: Efficacy and possible mechanisms

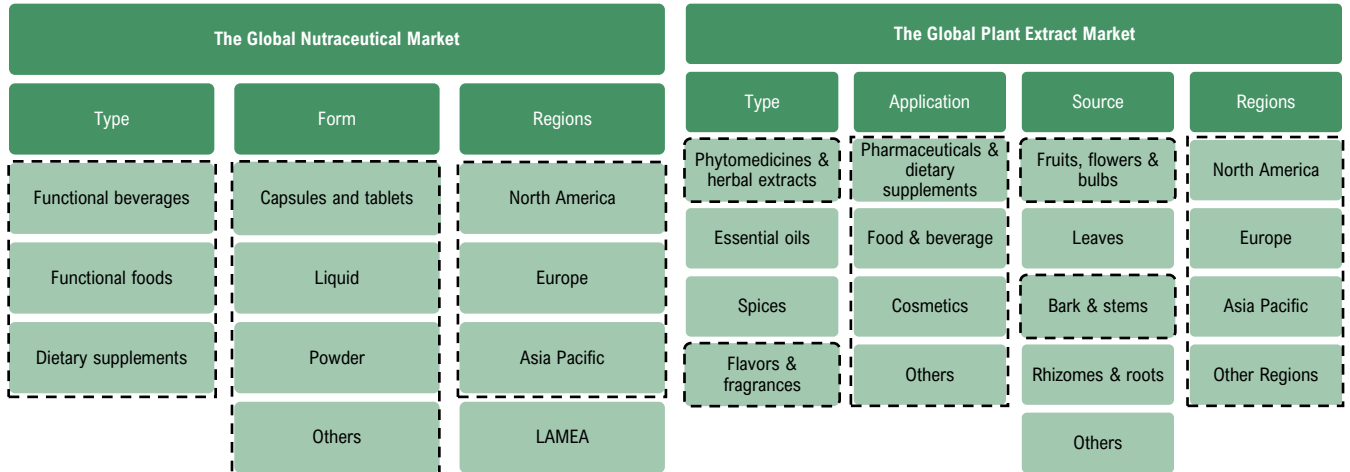


Evia Health is Addressing Fragmented Markets

Evia Health is operating within the global markets for nutraceutical ingredients and plant extracts which are fragmented into many different categories with different characteristics. The relevant main and sub-segments that Evia address in the respective markets can be seen in the figure below where the dashed lines are most relevant for its products.

Segmentation of the Global Market for Plant Extracts with Main Segments (green) and Sub-Segments (light green).

Evia Health's most relevant markets (dashed lines)



Source: Nutraceuticals Market, 2021 | AlliedMarketResearch, Plant Extracts Market, 2019 | MarketsandMarkets, Analyst Group (illustration)

The Global Market Potential for Nutraceuticals and Plant Extracts

~USD 373bn
MARKET FOR
NUTRACEUTICALS
2025

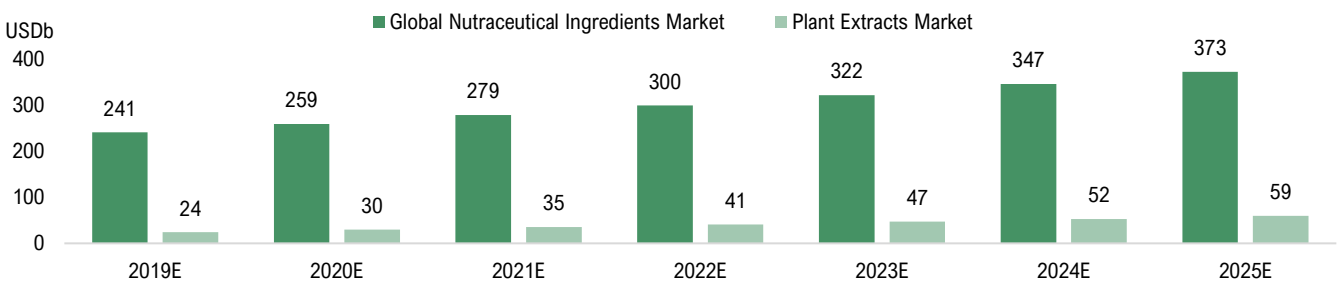
The global market for nutraceuticals was estimated to be worth USD 241bn in 2019. Furthermore, it is projected to reach USD 373bn in 2025 which represent a CAGR of 7.5% during the forecast period. The growth in the nutraceutical market will primarily be driven by changing consumer preferences and demographics along with increases in R&D activity. Additionally, an upsurge in the geriatric and obese population, type 2 diabetes patients and healthcare related expenses are expected to drive market size growth.

~USD 59bn
MARKET FOR PLANT
EXTRACTS
2025

Regarding the plant extract market, it was estimated to be worth USD 24bn in 2019 and is projected to reach USD 59bn in 2025 which represents a CAGR of 16.5%. Growth drivers for the plant extract market include rising awareness of synthetic flavor side-effects and health benefits offered by plant-based medicine. Moreover, herbal extracts have propelled the market for plant extracts substantially. Lastly, the growth of R&D activities in plant extract markets and the increase in popularity of convenience foods has created a growing need for plant extracts in the food and beverage industry.

The Global Market for Nutraceuticals and Plant Extracts to Grow 7.5% and 19.5% Annually to USD 373b and 59.4 respectively in 2025.

Global market for Nutraceuticals and Plant Extracts 2019-2025E



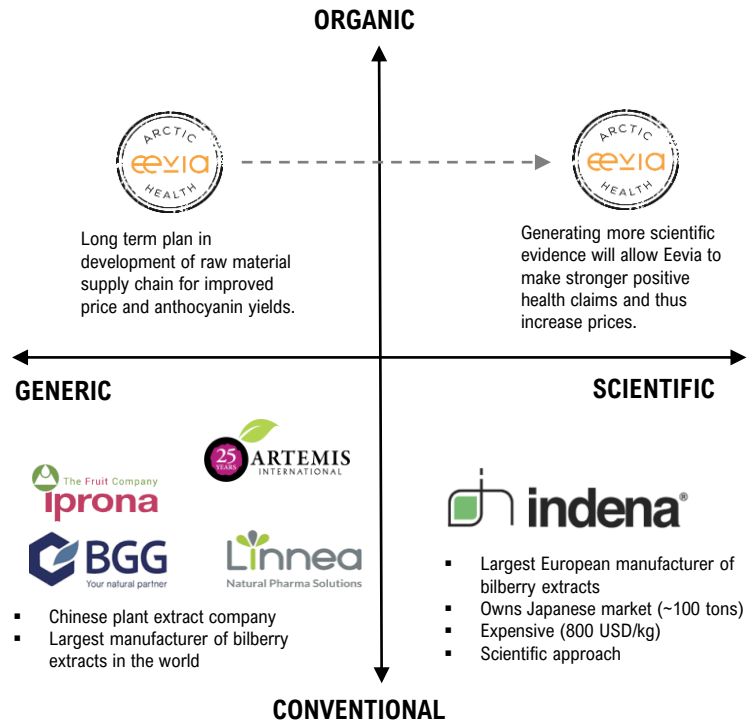
Source: PMMI BIM Report 2021 | AlliedMarketResearch, Plant Extracts Market, 2019 | MarketsandMarkets, Analyst Group (illustration)

Competitive Positioning in the Nutraceutical and Plant Extract Markets

Depending on the market and product line, Eevia has distinct competitors for each category consisting of few dominant companies. For the elderberry extracts segment, Artemis International is one of the largest competitors, with some second-tier smaller manufactures in the market space as well. For bilberry extracts, the two dominant players are the Chinese company Beijing Ginko Group (BGC) and the Italian company Indena, followed by a second-tier of semi-strong companies such as the Swiss firm Linnea. BGC is also a strong competitor in the lingonberry extract segment along with Italian company Iprona. For the pine bark segment, the Swiss firm Horphag is a major competitor with its pinnacle product Pycnogenol. The reason is that Pycnogenol has a comprehensive portfolio of clinical documentation which allows for making stronger health claims. Oligopin is another pine bark producer in the second tier, then there are several Chinese suppliers which provide affordable products of lower quality.

Competitive Landscape and Companies which may Compete with Eevia over One or More Product Line.

Selected competitors of Eevia Health in different categories



Source: Company Investment Memorandum, 2021

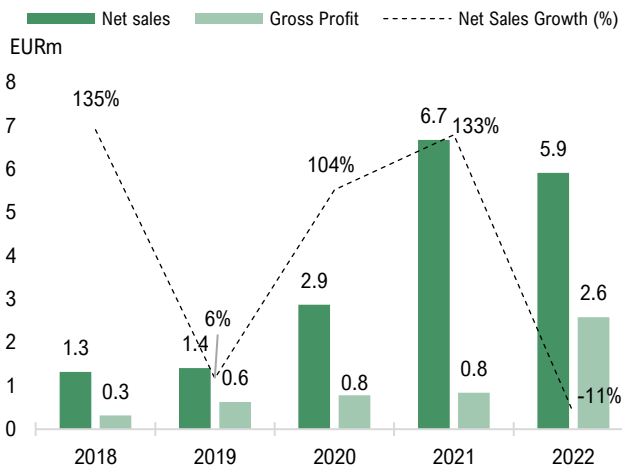
Operating History and Financial Snapshot

Eevia Health's business strategy is to provide their organic products as a manufacturer of branded nutraceuticals and plant-based extracts. Below is a summary of the operating history.

Eevia Health has been Able to Grow its Revenues Rapidly Over the Past 5 Years.

Historical financials for the last five years

Income Statement (EURk)	2018	2019	2020	2021	2022
Net Sales Growth (%YOY)	135%	6%	104%	133%	-11%
Net Sales	1,321	1,404	2,866	6,671	5,910
Other income	51	116	117	15	169
Total Revenue	1,372	1,520	2,983	6,686	6,079
Material and external expenses	-1,058	-892	-2,200	-5,847	-3,501
Gross Profit	314	628	783	839	2,578
Gross margin	22.9%	41.3%	26.2%	12.5%	42.4%
Personnel expenses	-516	-386	-698	-1,502	-1,776
Other operating expenses	-462	-497	-778	-1,437	-1,363
EBITDA	-664	-255	-693	-2,100	-561
EBITDA margin	neg.	neg.	neg.	neg.	neg.
Depreciation	-149	-114	-229	-490	-772
EBIT	-813	-369	-922	-2,590	-1,333
EBIT margin	neg.	neg.	neg.	neg.	neg.
Financial income and expenses	-22	-38	-100	-46	-426
EBT	-835	-407	-1,022	-2,636	-1,759
Taxes	0	0	0	0	0
Net Income (loss)	-835	-407	-1,022	-2,636	-1,759
Net Income margin	neg.	neg.	neg.	neg.	neg.



EUR 5.9m

NET REVENUE

Fiscal Year 2022

45%

CAGR

Net Revenue
2018 - 2022

EUR -0.6m

EBITDA

Fiscal Year 2022

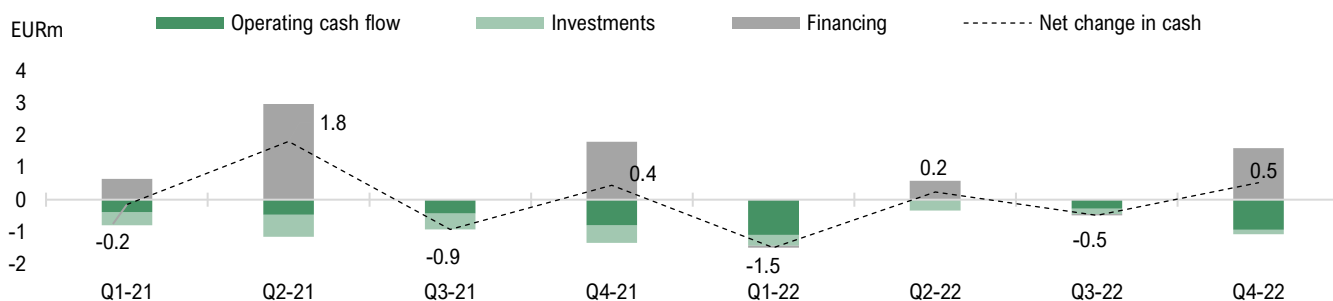
Source: Company

Investment Needs

In 2022, Eevia's total CAPEX amounted to roughly EUR -0.9m, compared to EUR -2.1m in 2021. Going forward, Analyst Group estimates the CAPEX to be in the range of EUR -0.5-1m during the forecast period in order to increase production efficiency and yields from the extraction process. However, the goal of reaching EUR 25m turnover, 40% gross margin and 15% EBITDA margin in 2024 should be possible to achieve without these investments. Nonetheless, continuous investments will be a key factor to solidify the operations and reach higher margins going forward. The size of the investments will depend on whether Eevia will undertake smaller incremental investments or decide to build a new plant. For example, if Eevia wanted to build another plant, that would require significantly more than EUR 1m.

Operating Cash Flow has been Relatively Stable during the Last Quarters which keeps Eevia's Burn Rate Low.

Eevia Health's historical cash flow in the last eight quarters



Source: Company, Analyst Group (illustration)

Revenue Forecast 2023-2026

The following forecast extends to 2026 and is based on Eevia's existing products (berry extracts, pine bark and other extracts), where new products like Retinari, and the side project related to berry powder and sugars makes up for additional upside on our revenue forecasts. Eevia's ambition is to expand with one or more production facilities during the period. In a Base scenario, a conservative approach is taken where the forecast only considers the modern green-chemistry production facility in Kauhajoki. For other scenarios, see Bull- and Bear scenario on page 12.

Eevia's current production facility in Kauhajoki has the capacity to handle around 80 tons of elderberry extracts, 48 tons of bilberry extracts and approximately 22 tons of pine bark, mushroom, and other extracts per year, given a 24/7 basis. Going forward, an estimated capacity of approximately 100 tons per year or more is expected to be feasible for the respective extracts in case the Company would expand the operations and build another production plant to handle the different types of extracts.

Production Facility in Kauhajoki	Current Capacity without significant investments	Future Capacity (with new investments)
Elderberry extracts	80 tons/year	100+ tons/year
Bilberry extracts	48 tons/year	100+ tons/year
Pine bark, mushroom and other extracts	22 tons/year	100+ tons/year

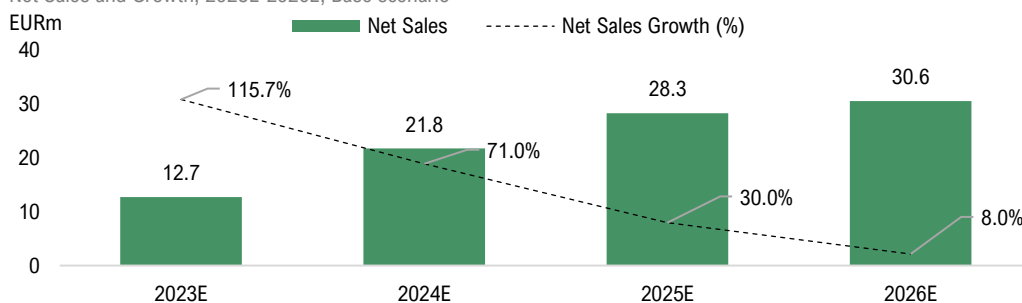
To derive the revenue forecast in a Base scenario, assumptions have been made about what volumes can be achieved in the production facility over time, as well as average price levels for the different product lines. Next, it will be assumed that berry extracts are going to generate most of the revenue (80%) initially, and the that the rest of the revenue will be generated by pine bark, mushroom and custom-made or other extracts (20%), but where the product mix will shift over towards the higher margin pine bark extracts at the end of the forecast period. Based on the price assumptions, product revenue mix and estimated sales volume implemented in the model, it generates the following revenue forecast.

Average Selling Price per Kilogram to End Customer:	
Elderberry extracts	EUR ~200
Bilberry extracts	EUR ~200 – 600
Pine bark, mushroom, and other extracts	EUR ~600 – 800

Forecasted Revenue (EURk)	2023E	2024E	2025E	2026E
Berry extracts	9,561	15,260	18,421	18,364
Pine bark and other extracts	3,187	6,540	9,919	12,243
Net Sales	12,748	21,800	28,339	30,607
Growth YOY	116%	71%	30%	8%

Improvements in Operations and Economies of Scale is Expected to Generate Continued High Growth.

Net Sales and Growth, 2023E-2026E, Base scenario



Source: Analyst Group (estimates)

Cost of Goods Sold (COGS)

~39%
GROSS MARGIN
END OF
FORECAST
PERIOD

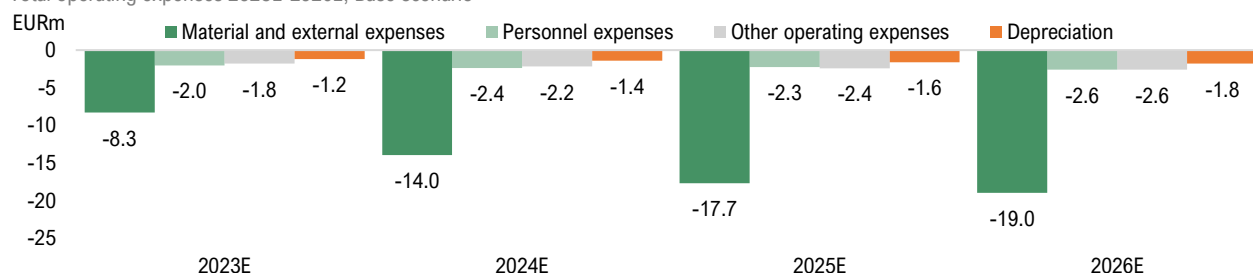
Eevia's COGS are mainly derived from raw material costs, but also from energy and heating costs for running the production site. As Eevia achieves improvements in sales and production volume over time, where the Company will be able to draw benefits from economies of scale, and the transitioning from lower margin products to higher margin products like Retinari or pine bark extracts, Analyst Group expects margins to expand further. Moreover, Analyst Group estimates that as Eevia manage to increase scale, with the awareness for plant extracts increasing and the side projects for turning berry powders as well as sugars to additional products, they will be able to draw the benefits of higher scale in the production which will push down the COGS and gradually increase the gross margin. A conservative gross margin of approximately 39% will be assumed in a Base scenario at the end of the forecast period, which is higher than the 5-year-average (29%). However, it should be noted that in 2022 Eevia saw improvements after installing new equipment which was not functioning properly before. Thus, the production process was disrupted and lowered the yields from the extracts, leading to lower gross margins. Going forward, Analyst Group assumes that the new equipment will improve the production process over time, leading to higher yields and margins.

Operating Expenses

In order for Eevia Health to execute the Company's commercial strategy and grow its revenue, it is expected that they will continue to generate relevant scientific evidence and commercial capabilities. Eevia's customers include small and/or mid-sized distributors that can represent Eevia's branded products, but the end customer is ultimately a nutraceutical brand owner with either a global or regional footprint. Due to regulations in the herbal medicine industry and the capital-intensiveness related to production, barriers to entry can often be high, and there is an inherent inertia that affects everything from the sales cycles to negotiations and closing deals. Nonetheless, Analyst Group estimates that the operating expenses will increase in the next three years and then stabilize at the end of the forecast period. The increase is estimated to be driven by higher personnel costs due to an expanding sales & marketing organization, but also costs related R&D and product management activities. As the operating expenses grow, albeit at a slower pace than previously, we estimate that the increased selling volumes, and rapidly growing revenues will result in a positive EBIT margin in year 2024.

Most of the Expenses are Expected to Consist of Material and External Expenses.

Total operating expenses 2023E-2026E, Base scenario



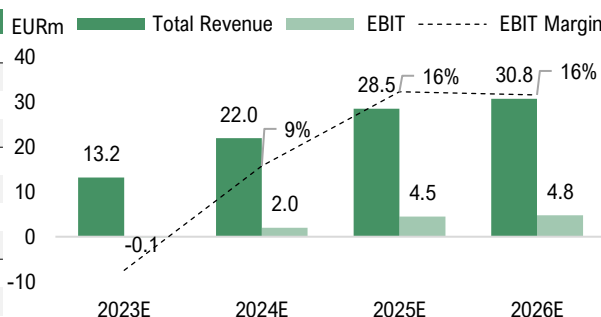
Source: Analyst Group (estimates)

A Summary of Analyst Group's Financial Forecast for Eevia Health.

Financial forecast 2023E-2026E, Base scenario

Base scenario (EURm)	2023E	2024E	2025E	2026E
Net Sales	12.7	21.8	28.3	30.6
Total Revenue	13.2	22.0	28.5	30.8
Material & external expenses	-8.3	-14.0	-17.7	-19.0
Gross Profit	4.9	8.0	10.8	11.8
Gross margin	38.5%	36.7%	38.1%	38.5%
Total operating expenses	-5.0	-6.0	-6.3	-7.0
EBIT	-0.1	2.0	4.5	4.8
EBIT margin	neg.	9.3%	15.9%	15.6%

Source: Analyst Group (estimates)



Valuation: Base Scenario

Eevia's business model enables stable operating margins with increasing volumes, which is why the valuation will be derived from the EBIT. To give the valuation perspective, we have chosen to look at Evonik Industries AG which is a more mature business engaging in specialty chemicals, including segments such as specialty additives, nutrition & care, and smart materials, among many others. Evonik acquired the Norwegian company MedPalett AS in 2016 for a total of EUR 100m. MedPalett AS specializes in food ingredients containing anthocyanins and is known for its brand MEDOX which contains bilberry as well as black currant extracts.

Evonik has a Similar Business Model but is Growing Slower Compared to Eevia.

Key financial ratios of Evonik Industries AG



EUR 12.2bn	9%	EUR 18.5bn	27.3%	8.4%	8.6x
ENTERPRISE VALUE	CAGR	SALES	GROSS MARGIN	EBIT MARGIN	EV/EBIT (LTM)
March 21, 2023	Sales Growth 2018 - 2022	Fiscal Year 2022	Average 2018 - 2022	Average 2018 - 2022	March 21, 2022

Source: Company Filings

Evonik share similarities with Eevia in terms of business model, capital structure, product offerings, margins, and is valued at approximately EV/EBIT 8.6x (LTM). However, it is important to note that the comparison is not perfect due to different size, target markets, growth and/or distribution channels. In a Base scenario, it is estimated that Eevia will grow the revenue 34% annually between 2023-2026, driven by an increased capacity to take larger customer orders. A ~39% gross margin is assumed at the end of the forecast period, driven by efficiency improvements, an increased focus on higher margin proprietary products, and products with documented positive health claims which allows charging higher prices. The operating costs are expected to grow moderately due to an increase in personnel and salaries, where it will stabilize and result in an EBIT margin of 15.6% at the end of the forecast period. An EV/EBIT multiple of 4.5x will be applied to year 2026's EBIT of EUR 4.8m, resulting in an Enterprise Value of EUR 21.5m. The derived valuation multiple coming from comparing Eevia to Evonik is, in our view, justified by business model, as well as similar capital and margin structure, reflecting Eevia as a business in the maturity phase. Although Eevia is expected to grow faster, the multiple discount is justified by Eevia's shorter history, relatively smaller size, and riskier solvency profile. Assuming a discount rate of 14% for Eevia Health, this yields a present value per share of SEK 4.5 and a Market Cap of SEK 136m as of today in a Base scenario.

SEK 4.5 BASE SCENARIO

Bull Scenario

The following are potential value drivers in a Bull scenario:

- Eevia Health delivers on their set agenda to ramp up the production capacity, sales development and raise awareness for their higher margin products faster than expected.
- Eevia Health succeeds in establishing a broader network of distributors and customers, which contributes to a faster market sales growth and larger market share.
- Additional capital could be required before positive cash flows can be achieved. Given a good business development, it should be possible to raise funds at a higher valuation, which lowers the dilution effects and enables a better return for investors.

Given a discount rate of 14% and a target multiple of EV/EBIT 5.5x on year 2026 estimated EBIT of EUR 5.8m in a Bull scenario, this yields a present value per share of SEK 6.6³.

Bear Scenario

The following are potential factors in a Bear scenario:

- It might take longer than expected for Eevia to ramp up production and reach a critical level of adoption for higher margin products, which will result in slower growth and lower profitability.
- Delayed revenues resulting in an extended period of negative cash flows, which means that the Company's need for external capital increases.
- In the event of a "worse-than-expected" development, it is conceivable that capital raises will need to be conducted with a higher valuation discount, and thus may put a downward pressure on the share price.

Based on the financial estimates of such a scenario, a target multiple of EV/EBIT 2.5x on year 2026 estimated EBIT of EUR 2.4m and a discount rate of 14%, this yields a present value per share of SEK 1.1 in a Bear scenario³.

SEK 6.6 BULL SCENARIO

SEK 1.1 BEAR SCENARIO

APPLIED
EXCHANGE RATE
EUR/SEK: ~11

³See Appendix page 16 for forecasts made in the Bull and Bear scenarios, respectively.



The report for the final quarter of 2022 was recently presented. Could you give a summary of Eevia's development during the past year of 2022, and how it sets the stage for year 2023?

Most importantly, we saw dramatic improvements in production, especially in productivity with a huge increase in output per day. This enables us to improve profitability on key products. We are now a leading manufacturer of berry extracts and can serve larger clients with their needs. At the same time, we are coming out of a long period of back-logging, and that means we are now much more forward leaning in marketing and sales, chasing new larger and smaller sales orders. That means in 2023 we aim to diversify our customer portfolio.

You mention in the report that you have observed several brand owners (Eevia's customers) have been through a period of significant inventory stockpiling during the last few quarters after a slight slowdown in consumer demand following the surge in nutraceutical growth post covid. Could you tell us more about your observations and the potential implications for Eevia's strategic goals?

All retailers stocked up during the pandemic, for instance in the US big retailers like Amazon, Target, Walmart, etc. The retailers were therefore overstocked going into 2023, with demand dropping during 2022. Although the drop in consumer demand is only 1-2% the demand to brand holders may have dropped ten-fold due to the process of reducing inventory by the retailers. This again has impact on the demand to ingredient manufacturers such as Eevia Health.

Negotiations have been undertaken with employees in production where layoffs are expected to be executed during the spring of 2023. What is the estimated cost savings, and when do you expect to see the effects of the savings?

The negotiations have now ended, and we can execute up to 90 days of layoffs in Production. We will execute some layoffs in April and expect to save about EUR 50 000 for April. The remainder will be executed later if needed.

In your report, you announced that you have adjusted the company's strategic focus to the health challenges related to cellular recycling, which was emphasized when Yoshinori Ohsumi received the Nobel Prize in 2016. Can you tell us more about how this will be reflected in your product portfolio and offerings going forward?

This is a longer-term trajectory and direction for the indications we wish to be competing in. We need to pursue several development actions before we are properly positioned. The scientific study we published on Retinari™ in 2022 was a big step forward, but more work is needed on safety and clinical documentation before we are ready to get turnover and profits from this product.

You have several exciting opportunities ahead, what would you highlight as particularly interesting for an investor to monitor going into year 2023?

We are continuously improving in all performance areas and expect to be profitable in the first half of 2023. If we can secure sufficient orders for the second half and 2024, we should see a nice development in profits and cash flow. At some point the development should be transferred to the valuation of the company, with a significant upside.

March 7th, 2023



Stein Ulve, Chief Executive Officer

Stein has 25 years of CEO experience in food, pharmaceuticals, and dietary supplements. He has been CEO for a stock exchange listed (Nasdaq) company in the US when the Sarbanes-Oxley Act was introduced, Geschäftsführer in Germany and Managing Director in several other countries. He is a serial entrepreneur and has founded and managed several successful companies. He founded Ayanda in 2000 together with Per Benjaminsen, which they developed from EUR 0 to 45m by 2012. Stein got his M.Sc in Economics from London School of Economics in 1992 and participated in the General Management. Program at Harvard Business School in 2011. In the later years he has founded and built Eevia Health Plc.

Other commitments: None

Shareholding in Eevia: 2,284,714 shares, 7.5% of Total



Petri Lackman, Chief Technology Officer

Petri is a leading expert in Finland on extraction of bioactive compounds from natural raw materials. He has a Master of Science in biochemistry from the University of Oulu along with Ph.D. studies in biochemistry and pharmacognosy from the University of Helsinki. Furthermore, Petri has served as a research scientist at VTT. Petri has 8 years of practical experiences developing products, employing new technologies and building up production processes.

Other commitments: None

Shareholding in Eevia: None



Harri Salo, Chief Manufacturing Officer

Harri has a 15-year strong career in operations and production management in international industrial business environments. He comes from a position at 9Solutions being responsible for health care delivery projects. Previously, Harri was head of operations at Specim, responsible for complex industrial camera production. He has experience as a project manager from Nokia and Flextronics, including expatriate positions in South-East Asia supervising ODM outsourced manufacturing. Harri's educational background is a Master of Science in Industrial Engineering and Management from the University of Oulu (2002).

Other commitments: None

Shareholding in Eevia: 112,782 shares, 0.4% of Total



Matleena Kotila, Commercial Manager

Matleena has a long and versatile background from pharmaceutical marketing. She started on March 1st and came from the multinational company Reckitt Benckiser where she worked as a Pharma Activation Manager, being responsible of Finland's marketing and brand activation. Additionally, Matleena has experience in developing and building channel and customer expertise, as well as having social media and digital marketing close to her heart. Her educational background is a Bachelor Degree of Pharmacy.

Other commitments: None

Shareholding in Eevia: None



Martin Bjørklund, Chairman of the Board

Martin works as an investment professional and independent consultant, with recent experience as an executive at a listed Norwegian discount variety retail chain, Europris. His experience also includes several years at the Scandinavian private equity firm, Nordic Capital. Before his time at Nordic Capital, he was an investment banker at Stamford Partners and Credit Suisse in London between 2005 to 2011.

Other commitments: Svendsen Eksos (Board), Betulum AS (CEO)

Shareholding in Eevia: 3,653,700 shares, 12.0% of Total (Owned via Betulum AS)

Per Benjaminsen, Member of the Board

Per is currently developing his tourism-business Lofoten Beach Camp in the North-Norway, as well as other investments, mostly in real-estate. After his studies at the University of Tromsø, he worked for 20 years in the Nutraceutical industry. He is a co-founder and executive of several companies within ingredients manufacturing, toll manufacturing as well as some branded nutraceuticals products. He founded Ayanda in 2000 together with Stein Ulve, which they developed from EUR 0 to 45m by 2012.

Other Commitments: Chairman of the Board, Alvi AS

Shareholding in Eevia: 49,500 shares, 0.3% of Total

Magne Ruus Simensen, Member of the Board

Magne is an entrepreneur with a long career in the Norwegian oil industry. Magne is educated as a steel engineer and has also worked internationally for companies like Hughes Tools. Since the 1990s, he developed one of the leading businesses in the Norwegian gaming, which he later sold. He is also a real estate investor on the West-Coast of Norway. Magne sometimes does angel-investments, and together with Per Benjaminsen, he was the first angel investor in Eevia Health Plc.

Other Commitments: Chairman of the Board, Tirna Holding AS

Shareholding in Eevia: 895,965 shares, 3.0% of Total (Owned via Tirna Holding AS)

Johanna Panula, Member of the Board

Johanna is offering expert services for the needs of the pharmaceutical industry and Health Care sector. In addition, she is acting as a Strategic Adviser at Psyongames, a start-up company specializing in health and science games. She has long experience from the pharmaceutical industry, and many years of experience from acting as a member of various global business area management boards. Johanna joined Novo Nordisk in 1992 and acted as the Managing Director of the Finnish affiliate between 2002-2018. Johanna also has experience from several positions of trust in the Finnish Pharma Industry including Member of the Board, 2012-2014 and Chairman of the Health Political Committee 2009-2011. Johanna is also a founding member of Innovative Pharma Working Group (IPWG).

Other Commitments: Johanna Panula Consulting (own consulting company)

Shareholding in Eevia: None

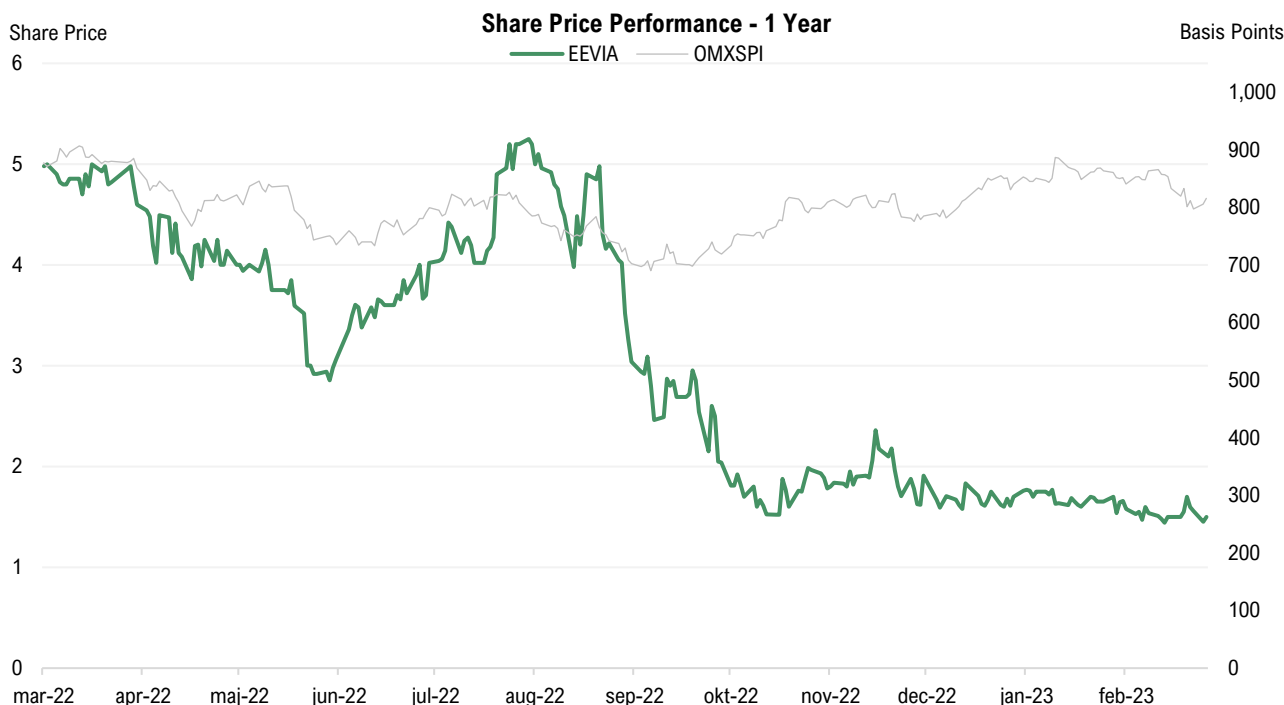
Oskar Wegelius, Member of the Board

Oskar holds a M.Sc. in Technology from Aalto University in Helsinki where he majored in Biomass Refining and minored in Management and International Business. He has experience as a process engineer at Borealis Polymers Oy where he managed projects related to process technical service and produced feasibility studies for potential investment projects. Furthermore, he has experience working as an Area Lead in the same company where he has coordinated feasibility studies on a bigger scale and managed investments well over EUR 1m.

Other Commitments: None

Shareholding in Eevia: None





Base scenario (EURm)	2019	2020	2021	2022	2023E	2024E	2025E	2026E
Net sales	1.4	2.9	6.7	5.9	12.7	21.8	28.3	30.6
Other income	0.1	0.1	0.0	0.2	0.4	0.2	0.2	0.2
Total Net Sales	1.5	3.0	6.7	6.1	13.2	22.0	28.5	30.8
Material and external expenses	-0.9	-2.2	-5.8	-3.5	-8.3	-14.0	-17.7	-19.0
Gross Profit	0.6	0.8	0.8	2.6	4.9	8.0	10.8	11.8
Gross Margin	44.7%	27.3%	12.6%	43.6%	38.5%	36.7%	38.1%	38.5%
Personnel expenses	-0.4	-0.7	-1.5	-1.8	-2.0	-2.4	-2.3	-2.6
Other operating expenses	-0.5	-0.8	-1.4	-1.4	-1.8	-2.2	-2.4	-2.6
EBITDA	-0.3	-0.7	-2.1	-0.6	1.1	3.4	6.1	6.6
EBITDA margin	neg.	neg.	neg.	neg.	8.5%	15.7%	21.6%	21.5%
Depreciation	-0.1	-0.2	-0.5	-0.8	-1.2	-1.4	-1.6	-1.8
EBIT	-0.4	-0.9	-2.6	-1.3	-0.1	2.0	4.5	4.8
EBIT margin	neg.	neg.	neg.	neg.	neg.	9.3%	15.9%	15.6%
Financial income and expenses	0.0	-0.1	0.0	-0.4	-0.4	0.0	0.0	0.0
EBT	-0.4	-1.0	-2.6	-1.8	-0.5	2.0	4.5	4.8
Taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net income (loss)	-0.4	-1.0	-2.6	-1.8	-0.5	2.0	4.5	4.8
Net income margin	neg.	neg.	neg.	neg.	neg.	9.3%	15.9%	15.6%
Ratios	2019	2020	2021	2022	2023E	2024E	2025E	2026E
P/S	2.8x	1.4x	0.6x	0.7x	0.3x	0.2x	0.1x	0.1x
EV/S	3.0x	1.5x	0.7x	0.8x	0.3x	0.2x	0.2x	0.2x
EV/EBIT	neg.	neg.	neg.	neg.	neg.	2.3x	1.0x	1.0x

Bull scenario (EURm)	2019	2020	2021	2022	2023E	2024E	2025E	2026E
Net sales	1.4	2.9	6.7	5.9	13.3	23.0	30.4	33.6
Other income	0.1	0.1	0.0	0.2	0.4	0.2	0.2	0.2
Total Net Sales	1.5	3.0	6.7	6.1	13.7	23.2	30.6	33.8
Material and external expenses	-0.9	-2.2	-5.8	-3.5	-8.5	-14.5	-18.7	-20.5
Gross Profit	0.6	0.8	0.8	2.6	5.2	8.7	11.9	13.3
Gross margin	44.7%	27.3%	12.6%	43.6%	39.4%	37.7%	39.0%	39.5%
Personnel expenses	-0.4	-0.7	-1.5	-1.8	-2.1	-2.5	-2.4	-2.9
Other operating expenses	-0.5	-0.8	-1.4	-1.4	-1.9	-2.3	-2.6	-2.9
EBITDA	-0.3	-0.7	-2.1	-0.6	1.2	3.8	6.8	7.6
EBITDA margin	neg.	neg.	neg.	neg.	9.4%	16.7%	22.5%	22.5%
Depreciation	-0.1	-0.2	-0.5	-0.8	-1.2	-1.4	-1.6	-1.8
EBIT	-0.4	-0.9	-2.6	-1.3	0.0	2.4	5.2	5.8
EBIT margin	neg.	neg.	neg.	neg.	0.3%	10.6%	17.3%	17.1%
Financial income and expenses	0.0	-0.1	0.0	-0.4	-0.4	0.0	0.0	0.0
EBT	-0.4	-1.0	-2.6	-1.8	-0.4	2.4	5.2	5.8
Taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net income (Loss)	-0.4	-1.0	-2.6	-1.8	-0.4	2.4	5.2	5.8
Net income margin	neg.	neg.	neg.	neg.	neg.	10.6%	17.3%	17.1%
Ratios	2019	2020	2021	2022	2023E	2024E	2025E	2026E
P/S	2.8x	1.4x	0.6x	0.7x	0.3x	0.2x	0.1x	0.1x
EV/S	3.0x	1.5x	0.7x	0.8x	0.3x	0.2x	0.2x	0.1x
EV/EBIT	neg.	neg.	neg.	neg.	110.9x	1.9x	0.9x	0.8x

Bear scenario (EURm)	2019	2020	2021	2022	2023E	2024E	2025E	2026E
Net sales	1.4	2.9	6.7	5.9	11.7	19.6	24.5	25.2
Other income	0.1	0.1	0.0	0.2	0.4	0.2	0.2	0.2
Total Net Sales	1.5	3.0	6.7	6.1	12.2	19.8	24.7	25.4
Material and external expenses	-0.9	-2.2	-5.8	-3.5	-8.2	-13.5	-16.6	-16.9
Gross Profit	0.6	0.8	0.8	2.6	4.0	6.2	8.1	8.5
Gross margin	44.7%	27.3%	12.6%	43.6%	33.8%	31.8%	33.1%	33.6%
Personnel expenses	-0.4	-0.7	-1.5	-1.8	-2.0	-2.2	-2.0	-2.2
Other operating expenses	-0.5	-0.8	-1.4	-1.4	-1.7	-2.0	-2.1	-2.2
EBITDA	-0.3	-0.7	-2.1	-0.6	0.3	2.1	4.1	4.2
EBITDA margin	neg.	neg.	neg.	neg.	2.7%	10.6%	16.5%	16.5%
Depreciation	-0.1	-0.2	-0.5	-0.8	-1.2	-1.4	-1.6	-1.8
EBIT	-0.4	-0.9	-2.6	-1.3	-0.9	0.7	2.5	2.4
EBIT margin	neg.	neg.	neg.	neg.	neg.	3.5%	10.0%	9.4%
Financial income and expenses	0.0	-0.1	0.0	-0.4	-0.4	0.0	0.0	0.0
EBT	-0.4	-1.0	-2.6	-1.8	-1.3	0.7	2.5	2.4
Taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net income (loss)	-0.4	-1.0	-2.6	-1.8	-1.3	0.7	2.5	2.4
Net income margin	neg.	neg.	neg.	neg.	neg.	3.5%	10.0%	9.4%
Ratios	2019	2020	2021	2022	2023E	2024E	2025E	2026E
P/S	2.8x	1.4x	0.6x	0.7x	0.4x	0.2x	0.2x	0.2x
EV/S	3.0x	1.5x	0.7x	0.8x	0.4x	0.2x	0.2x	0.2x
EV/EBIT	neg.	neg.	neg.	neg.	neg.	6.7x	1.9x	2.0x

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