

Record-Level Margins Generate Substantial Bottom-Line Profits

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. Having a broad product portfolio with a market demand, Eevia is estimated to enter a rapid growth phase where an EBIT of EUR 4.8m is forecasted. Based on an applied EV/EBIT multiple of 4.5x on the estimated EBIT of EUR 4.8m in year 2026, and a discount rate of 12%, this yields an implied value per share of SEK 4.9 (3.8) in a Base scenario. Given that Eevia takes steps in the right direction and is able to capitalise on the structural market trends, Analyst Group see a potential for the Company to reduce the valuation discount going forward.

▪ 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 capitalise on the sustainability trends.

▪ Long-term Customers are Vital

In August 2023, Eevia reached an exclusive sales agreement with the Company's long-term customer Select Ingredients for a new special formulation for a tart cherry extract which will be marketed under the tradename CherryMax®. The sales agreement has binding volumes and minimum sales volume per year. This cooperation is expected to generate a total sales value of over USD 1m in 2024, with additional growth in the following years. This is Eevia's largest sales contract related to the tart cherry product line as of today, which Analyst Group sees as a positive sign as it validates the demand for the product line, increases Eevia's future revenue potential, and is in line with the Company's strategy to grow organically with existing customers.

▪ Reduced Risk

Given the directed share issue during August 2023, which resulted in a cash infusion of approximately SEK 11.5m before transaction fees, as well as strong operating results, we are of the opinion that Eevia will be able to lower the Company's debt burden and find better sources of financing going forward. As a result, we lower our applied discount rate from 14% to 12% to reflect the reduced financing risk and improvement in the capital structure. Therefore, we increase our valuation range to SEK 4.9 (3.8) in a Base scenario, adjusted for the new share count.

VALUATION RANGE

Bear
SEK 1.3

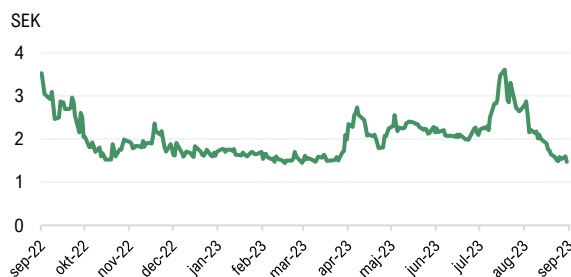
Base
SEK 4.9

Bull
SEK 7.2

KEY INFORMATION

Share Price (2023-09-19) (SEK)	1.47
Shares Outstanding	35,713,884
Market Cap (SEKm)	52.5
Net cash(-)/debt(+) (SEKm)	0.4
Enterprise Value (SEKm)	52.9
List	Spotlight Stock Market
Quarterly report 3 2023	2023-11-22

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	4.1%

ESTIMATES (EURm)	2023E	2024E	2025E	2026E
Net sales	7.4	21.8	28.3	30.6
Total Revenue	7.6	22.0	28.5	30.8
COGS	-3.6	-14.0	-17.7	-19.0
Gross Profit	4.1	8.0	10.8	11.8
Gross margin	55.3%	36.7%	38.1%	38.5%
Total operating costs	-4.2	-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	0.6x	0.2x	0.2x	0.1x
EV/S	0.6x	0.2x	0.2x	0.1x
EV/EBIT	neg.	2.2x	1.0x	0.9x

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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.

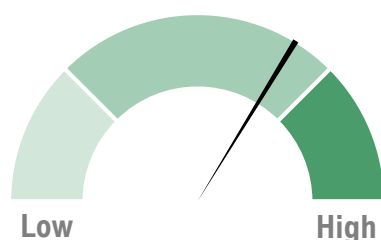
CEO AND CHAIRMAN

CEO	Stein Ulve
Chairman	Martin Bjørklund

ANALYST

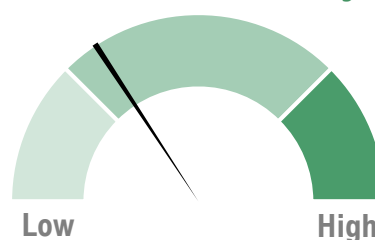
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Value Drivers



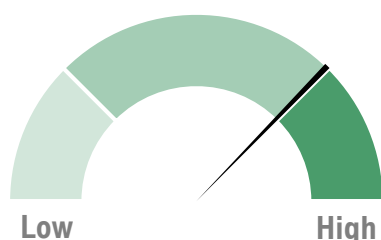
Eevia Health operate in billion-dollar markets with macro tailwinds that are in the Company's favour long-term. However, minor investments are required from Eevia in order to increase efficiency in operations, yields from the extraction process, and the capacity to meet the order backlog demand, which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

Historical Profitability



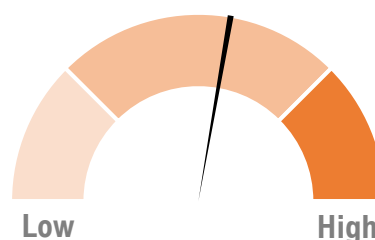
Eevia Health has a history of low profitability due to ramp-up of existing production processes. As a result, the Company has relied on equity financing as well as smaller debt financing to meet working capital requirements. However, the Company has improved operations to become profitable in the most recent quarters which is a step in the right direction. 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 has strengthened the balance sheet through a recent share issue and has improved operational efficiency, which reduces the financing risk in our view, and allows the Company to continue its growth journey. However, while the company has been successful in selling its products, ongoing monitoring of liquidity remains important. Alternative financing options could be required if working capital is not sufficient to serve larger customer orders.

Continued Revenue Growth

EUR 1.9m
NET SALES
Q2-23

During Q2-23, the net sales amounted to approx. EUR 1.9m (1.8), corresponding to an increase of 8% YoY, and 16% QoQ compared to Q1-23, where net sales amounted to EUR 1.7m. The net sales were in relatively line with our expectations, where we estimated that Eevia would record sales from several orders in April amounting to EUR 2.1m. Looking forward, the Company guides for weaker results in the second half of 2023. Nonetheless, we see that Eevia has a solid order backlog in the short term and is well-positioned to perform well in the year of 2023 going forward. However, longer term revenue targets remain intact. Eevia delivers a strong quarter in terms of top-line results and although the H2-23 is expected to be weaker than H1-23, we see that Eevia is well-positioned to reach long-term goals as the Company has managed to resolve temporary issues with production and achieved increased efficiency.

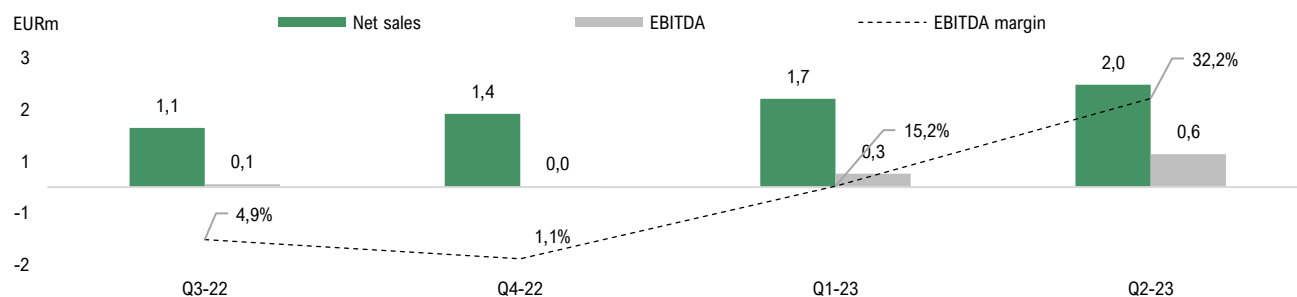
EBITDA Reaches New Record Levels

32%
EBITDA
MARGIN
Q2-23

The EBITDA during Q2-23 amounted to EUR 0.6m (-69k in Q2-22), resulting in an EBITDA margin of 32%, which was significantly above our expectations. The YoY improvement in EBITDA was attributed to a stronger gross margin due to better production yields and improved productivity. Eevia has now achieved a positive EBITDA in the last twelve months, and we estimate that the Company will reach a positive EBITDA for the full year of 2023. However, we forecast the EBITDA margin to reach high single-digits for the full year rather than double-digits. Eevia also managed to show a positive net income of EUR 0.4m during Q2-23, resulting in a net margin of 21%. The positive net result was mainly attributable to the increased revenue and improved EBITDA due to higher gross margins as well as reductions in personnel which was enabled by productivity increases in production.

Eevia Health Delivers a Record EBITDA margin of 32% in Q2-23.

Eevia Health's operating results in the last four quarters



Source: Company Filings, Analyst Group (illustration)

Strong Cash Flow and External Funding Strengthens Financial Position

At the end of Q2-23, Eevia's cash balance was EUR 0.3m, compared to EUR 81k at the end of Q1-23, resulting in a net cash of EUR 0.24m. The increase in cash was mainly attributable to stronger operating cash flow which amounted to EUR 0.3m. Furthermore, after the end Q2-23, Eevia Health managed to secure additional funding of approximately EUR 1m (or SEK 11.5m) before fees through a directed share issue in August. Going forward, assuming a burn rate of EUR -0.1m per month, which we believe is conservative to assume and is also in line with the LTM burn rate per month, and cash balance of EUR 0.3m as well as proceeds from the directed share issue of EUR 1m, Eevia is estimated to be financed until the end of Q2-24. However, CEO Stein Ulve expects that the Company will be able to tap into more conventional funding now when the Eevia has strengthened its capitalization which will enable the Company, along with improved operating results, to be financed longer than estimated. Therefore, we believe that Eevia is sufficiently capitalized and that the worst uncertainty regarding the financial position is behind the Company.

Adjusting Forecast for Year 2023

Given Eevia's results during the first half of 2023, we lower our revenue forecast for year 2023 from EUR 12.7m to 7.4m and increase estimated gross margin from 38.5% to 55.3%, to reflect the improved productivity and decreased cost base in H1-23, as well as the lowered guidance for H2-23. In terms of absolute numbers, the forecasted EBITDA stays unchanged at EUR 1.1m in a Base scenario.



SUSTAINABILITY
A PART OF
EEVIA'S
DNA

USD 599bn
GLOBAL
NUTRACEUTICAL
MARKET
2030

SEK 4.9
VALUE PER
SHARE
BASE SCENARIO

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 is estimated to be worth USD 317bn in 2023, furthermore, it is projected to reach USD 599bn in 2030 which represent a CAGR of 9.4% 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 is estimated to be worth USD 50b in 2023 and is projected to reach USD 74b in 2030, which represents a CAGR of 5.9%. 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, superior raw material quality versus competitors, 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 12%, 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 4.9 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. 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 capital-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.

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

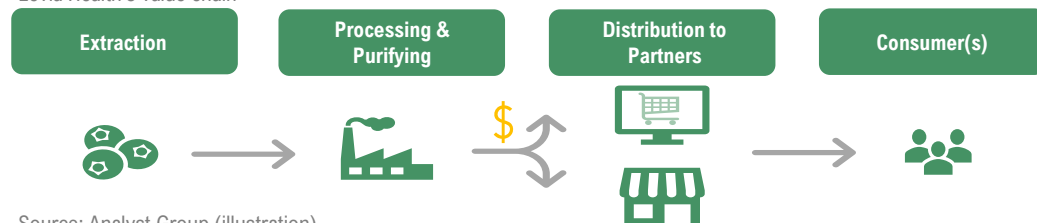
Eevia operates under a distributor business-to-business (B2B) model, meaning that the Company extracts and exports branded ingredients to other distributors or manufacturers in the US, EU, and Australia. The plant extracts are available in multiple concentrations and forms which include, for example, powders and liquids. Thus, the price levels in which the customers will purchase the ingredients for 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 Consumer.

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



Eveia Health is Addressing Fragmented Markets

Eveia 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 Eveia 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).

Eveia Health's most relevant markets (dashed lines)

The Global Nutraceutical Market			The Global Plant Extract Market			
Type	Form	Regions	Type	Application	Source	Regions
Functional beverages	Capsules and tablets	North America	Phytomedicines & herbal extracts	Pharmaceuticals & dietary supplements	Fruits, flowers & bulbs	North America
Functional foods	Liquid	Europe	Essential oils	Food & beverage	Leaves	Europe
Dietary supplements	Powder	Asia Pacific	Spices	Cosmetics	Bark & stems	Asia Pacific
	Others	LAMEA	Flavors & fragrances	Others	Rhizomes & roots	Other Regions
					Others	

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

The Global Market Potential for Nutraceuticals and Plant Extracts

USD 599bn
MARKET FOR
NUTRACEUTICALS
2030

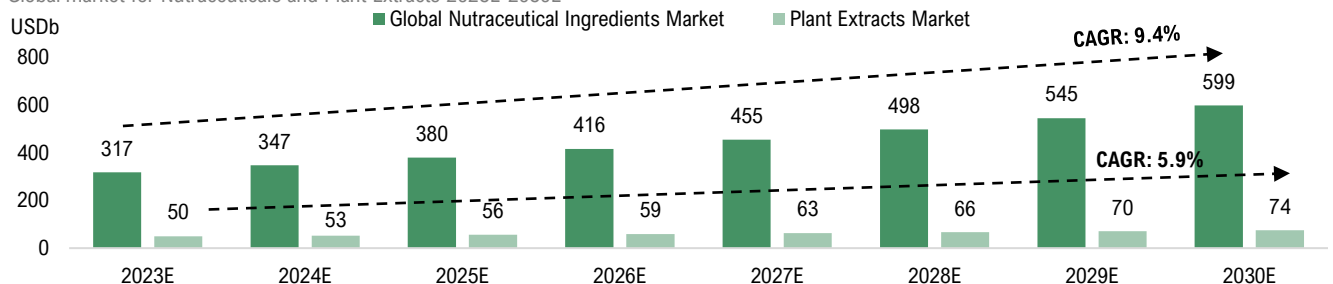
The global market for nutraceuticals is estimated to be worth USD 317bn in 2023, furthermore, it is projected to reach USD 599bn in 2030 which represent a CAGR of 9.4% during the forecast period. The growth in the nutraceutical market will primarily be driven by changing consumer preferences and demographics 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 74bn
MARKET FOR PLANT
EXTRACTS
2030

Regarding the plant extract market, is estimated to be worth USD 50bn in 2023 and is projected to reach USD 74bn in 2030 which represents a CAGR of 5.9%. Growth drivers for the plant extract market include rising awareness of synthetic flavour side-effects and health benefits offered by plant-based medicine as customers are more inclined to seek out natural and healthy products. Moreover, the rising trend of using cosmetics with natural extracts is expected to drive the demand for plant extracts further. 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. As the awareness for Eveia's products grows, the Company is well-positioned to capitalise on the market drivers.

The Global Market for Nutraceuticals and Plant Extracts to Grow 9.4% and 5.9% Annually, Reaching USD 599b and 74b Respectively in 2030.

Global market for Nutraceuticals and Plant Extracts 2023E-2030E



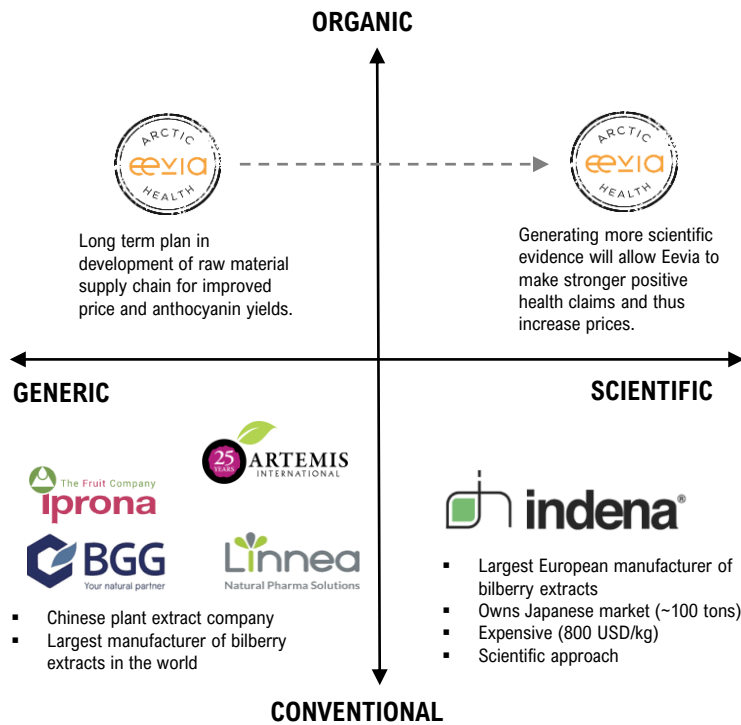
Source: Nutraceuticals Market (grandviewresearch.com), Plant Extracts Market (coherentmarketinsights.com), Analyst Group (illustration)

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

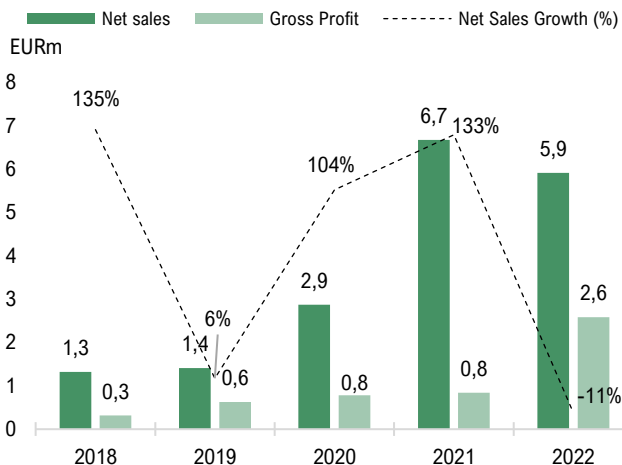
Operating History and Financial Snapshot

Evia 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.

Evia 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

Total Revenue
2018 - 2022

EUR -0.6m

EBITDA

Fiscal Year 2022

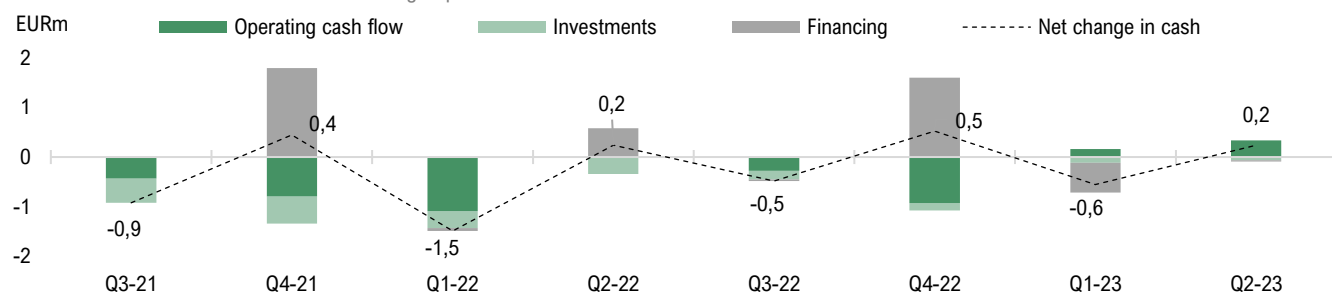
Source: Company

Investment Needs

In 2022, Evia'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 Evia will undertake smaller incremental investments or decide to build a new plant. For example, if Evia wanted to build another plant, that would require significantly more than EUR 1m.

Evia Generated a Positive Free Cash Flow in Q2-23 due to Strong Operating Results Despite Minor Investments and Repayments of Debt.

Evia 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

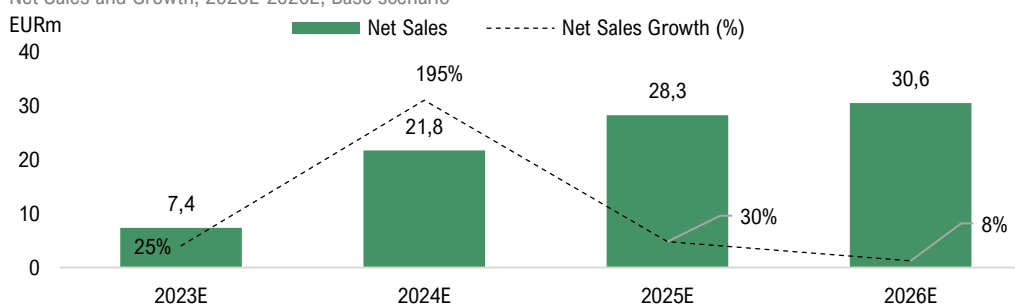
To derive the revenue forecast in a Base scenario, assumptions have been made about what volumes can be achieved in the production facility over time, as well as average price levels for the different product lines. Next, it will be assumed that berry extracts are going to generate most of the revenue (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	5,550	15,260	18,421	18,364
Pine bark and other extracts	1,850	6,540	9,919	12,243
Net Sales	7,400	21,800	28,339	30,607
Growth YOY	25%	195%	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

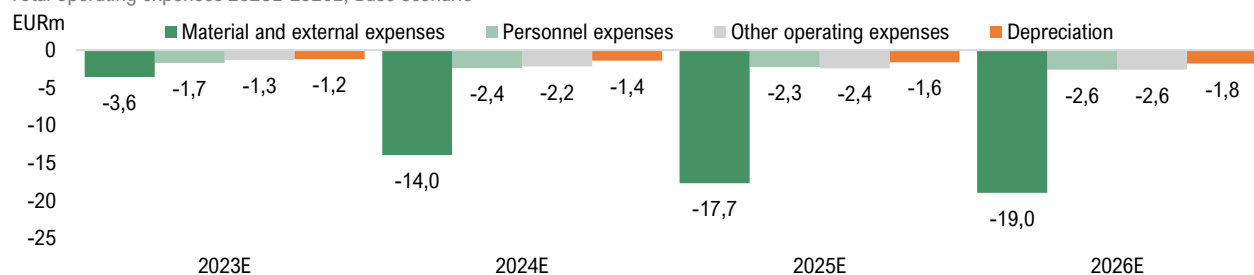
Eevia's COGS are mainly derived from raw material costs, but also from energy and heating costs for running the production site. As Eevia achieves improvements in sales and production volume over time, where the Company will be able to draw benefits from economies of scale, and the transitioning from 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 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 create challenges, 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 upcoming 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



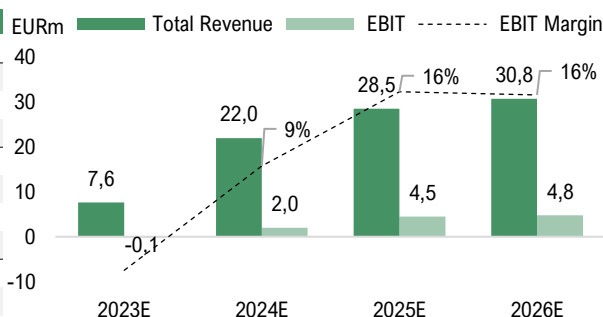
Source: Analyst Group (estimates)

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	7.4	21.8	28.3	30.6
Total Revenue	7.6	22.0	28.5	30.8
Material & external expenses	-3.6	-14.0	-17.7	-19.0
Gross Profit	4.1	8.0	10.8	11.8
Gross margin	55.3%	36.7%	38.1%	38.5%
Total operating expenses	-4.2	-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 11.3bn	18.4%	EUR 17.1bn	18.4%	1.7%	39.9x
ENTERPRISE VALUE		REVENUE GROWTH	SALES	GROSS MARGIN	EBIT MARGIN	EV/EBIT (LTM)
September 20, 2023		Sales Growth LTM	LTM as of September 2023	LTM as of September 2023	LTM as of September 2023	September 2023

Source: Company Filings, Börssdata

Evonik share similarities with Eevia in terms of business model, capital structure, margins, and is valued at approximately EV/EBIT 40x (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, Analyst Group estimates 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 12% for Eevia Health, this yields a present value per share of SEK 4.9 and a Market Cap of SEK 175m as of today in a Base scenario.

SEK 4.9 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 12% 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 7.2³.

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 12%, this yields a present value per share of SEK 1.3 in a Bear scenario³.

³See Appendix page 17 for forecasts made in the Bull and Bear scenarios, respectively.



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



Jaakko Rajala, Production Manager

Jaakko has a background in Food engineering and has worked in Eevia Health since 2020 as Shift Leader and since 2022 as Production Manager. He focuses on production execution and improving the process.

Other Commitments: None

Shareholding in Eevia: None



Anna-Maija Vanhatalo, Customer Service Manager

Anna-Maija holds a double master's degree in Sports Management and Business Administration. She is focused on collaborating with customers and has 4 years of experience in the field with great knowledge of customer work and sales order handling process.

Other Commitments: None

Shareholding in Eevia: 3,900 shares, 0.01% of Total



Eini Nieminen, Quality Assurance Manager

Eini has dedicated herself to her work in quality assurance, support in production management. She is well-known for her collaborative skills and experience in shift management in Eevia Health for more than 2 years. Her expertise lies in quality, HR, and in production knowledge.

Other Commitments: None

Shareholding in Eevia: None

**Lourdes Hoyo, Procurement Manager**

Lourdes has a master's degree in Business with Major in Logistics, Operations and Supply Chain Management from BI Norwegian Business School. She joined Eevia 3 years ago and her focus is on strategic purchasing ensuring the raw material quality and vendor qualification.

Other Commitments: None

Shareholding in Eevia: 2,280, 0.01% of Total

**Anton Ivanov, Business Controller**

Anton is a dedicated and collaborative business controller and financial analyst with experience in Telecom, Production, and Consulting. He joined Eevia in September and came from VEON telecom holding, where he worked as a Senior Financial Analyst-Controller. His expertise lies in financial and business analysis, forecasting, and providing valuable insights into investments and operations. He holds bachelor's and master's degrees in Economics and Business.

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



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



Patricia Wiklund, Board member

Patricia Wiklund currently works as Managing Director and consultant in her own marketing, strategy and commercialization agency firm Invenire, based in Åbo, Finland. She has educational background with an M.Sc. in Economics from Åbo Akademi University and a long career within the international nutrition industry marketing.

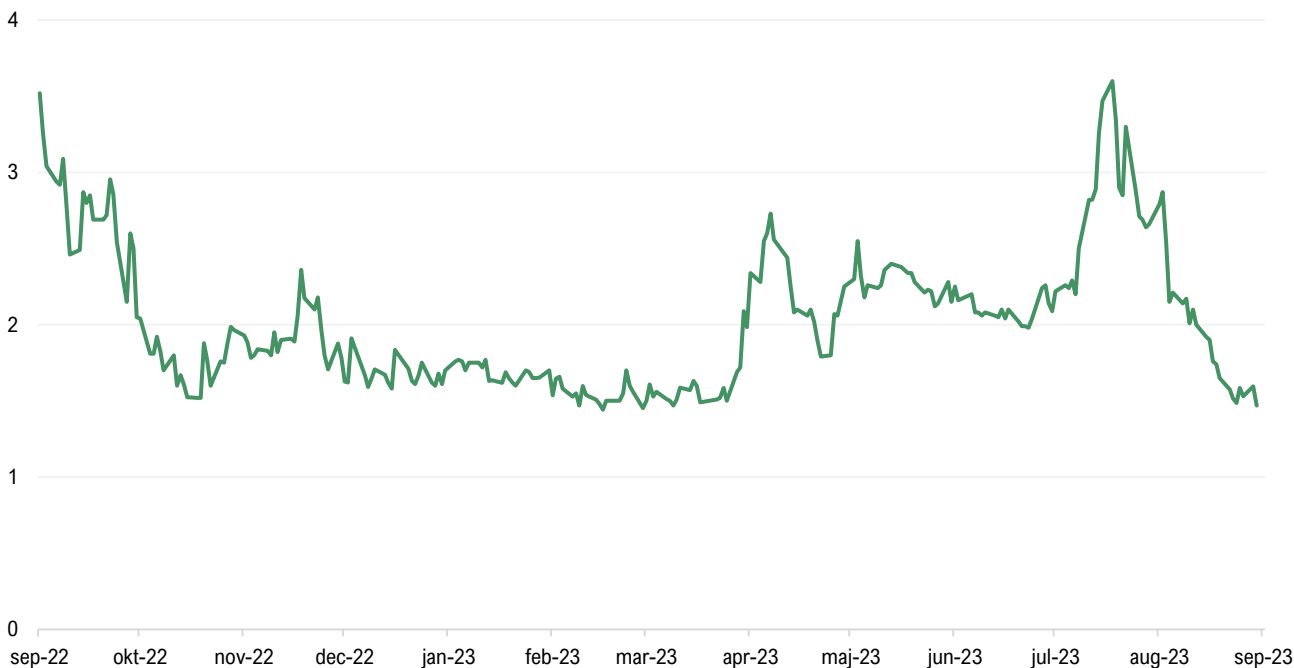
Other Commitments: Invenire.

Shareholding in Eevia: 0 shares, 0 % of Total

Share Price Performance - 1 Year

— EEVIA

Share Price



Base scenario (EURm)	2019	2020	2021	2022	2023E	2024E	2025E	2026E
Net sales	1.4	2.9	6.7	5.9	7.4	21.8	28.3	30.6
Other income	0.1	0.1	0.0	0.2	0.2	0.2	0.2	0.2
Total Net Sales	1.5	3.0	6.7	6.1	7.6	22.0	28.5	30.8
Material and external expenses	-0.9	-2.2	-5.8	-3.5	-3.6	-14.0	-17.7	-19.0
Gross Profit	0.6	0.8	0.8	2.6	4.1	8.0	10.8	11.8
Gross Margin	44.7%	27.3%	12.6%	43.6%	55.3%	36.7%	38.1%	38.5%
Personnel expenses	-0.4	-0.7	-1.5	-1.8	-1.7	-2.4	-2.3	-2.6
Other operating expenses	-0.5	-0.8	-1.4	-1.4	-1.3	-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.	14.3%	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	-0.1	0.0	0.0	0.0
EBT	-0.4	-1.0	-2.6	-1.8	-0.3	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	-0.3	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	2.9x	1.5x	0.7x	0.7x	0,6x	0,2x	0,2x	0,1x
EV/S	2.9x	1.5x	0.7x	0.7x	0,6x	0,2x	0,2x	0,1x
EV/EBIT	neg.	neg.	neg.	neg.	neg.	2,2x	1,0x	0,9x

Bull scenario (EURm)	2019	2020	2021	2022	2023E	2024E	2025E	2026E
Net sales	1.4	2.9	6.7	5.9	8.1	23.0	30.4	33.6
Other income	0.1	0.1	0.0	0.2	0.2	0.2	0.2	0.2
Total Net Sales	1.5	3.0	6.7	6.1	8.4	23.2	30.6	33.8
Material and external expenses	-0.9	-2.2	-5.8	-3.5	-3.8	-14.5	-18.7	-20.5
Gross Profit	0.6	0.8	0.8	2.6	4.6	8.7	11.9	13.3
Gross margin	44.7%	27.3%	12.6%	43.6%	56.0%	37.7%	39.0%	39.5%
Personnel expenses	-0.4	-0.7	-1.5	-1.8	-1.9	-2.5	-2.4	-2.9
Other operating expenses	-0.5	-0.8	-1.4	-1.4	-1.5	-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.	15.0%	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.	0.2%	10.6%	17.3%	17.1%
Financial income and expenses	0.0	-0.1	0.0	-0.4	-0.1	0.0	0.0	0.0
EBT	-0.4	-1.0	-2.6	-1.8	-0.1	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	-0.1	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	2.9x	1.5x	0.7x	0.7x	0.5x	0.2x	0.1x	0.1x
EV/S	2.9x	1.5x	0.7x	0.7x	0.5x	0.2x	0.1x	0.1x
EV/EBIT	neg.	neg.	neg.	neg.	N/A	1.8x	0.8x	0.8x

Bear scenario (EURm)	2019	2020	2021	2022	2023E	2024E	2025E	2026E
Net sales	1.4	2.9	6.7	5.9	7.0	19.6	24.5	25.2
Other income	0.1	0.1	0.0	0.2	0.2	0.2	0.2	0.2
Total Net Sales	1.5	3.0	6.7	6.1	7.3	19.8	24.7	25.4
Material and external expenses	-0.9	-2.2	-5.8	-3.5	-3.7	-13.5	-16.6	-16.9
Gross Profit	0.6	0.8	0.8	2.6	3.5	6.2	8.1	8.5
Gross margin	44.7%	27.3%	12.6%	43.6%	50.5%	31.8%	33.1%	33.6%
Personnel expenses	-0.4	-0.7	-1.5	-1.8	-1.7	-2.2	-2.0	-2.2
Other operating expenses	-0.5	-0.8	-1.4	-1.4	-1.3	-2.0	-2.1	-2.2
EBITDA	-0.3	-0.7	-2.1	-0.6	0.6	2.1	4.1	4.2
EBITDA margin	neg.	neg.	neg.	neg.	8.0%	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	-0.6	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	-0.1	0.0	0.0	0.0
EBT	-0.4	-1.0	-2.6	-1.8	-0.8	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	-0.8	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	2.9x	1.5x	0.7x	0.7x	0.6x	0.2x	0.2x	0.2x
EV/S	2.9x	1.5x	0.7x	0.7x	0.6x	0.2x	0.2x	0.2x
EV/EBIT	neg.	neg.	neg.	neg.	neg.	6.5x	1.8x	1.9x

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Other

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The analyst does not own shares in the Company.

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