

<b>Rating</b>	<b>Buy</b>
<b>Price target</b>	<b>79.00 EUR</b>
<b>Potential</b>	<b>32%</b>
<b>Share data</b>	
Share price (last close price in EUR)	60.00
Number of shares (in m)	18.2
Market cap. (in EUR m)	1,089.5
Trading vol. (Ø 3 months; in K shares)	13.0
Enterprise Value (in EUR m)	1,078.2
Ticker	XTRA:SLYG
<b>Guidance 2026</b>	
Sales (in EUR m)	195 - 205
EBIT (in EUR m)	47 - 52

Share price (EUR)



<b>Shareholder</b>	
Free float	42.9%
Dimitar Dimitrov	29.0%
Svetlin Todorov	28.1%
-	-

<b>Calendar</b>	
HV	June 30, 2026
AGM	August 13, 2026
Q3 Report	November 11, 2026

<b>Changes in estimates</b>			
	<b>2026e</b>	<b>2027e</b>	<b>2028e</b>
<b>Sales (old)</b>	<b>209.3</b>	<b>280.5</b>	<b>356.3</b>
Δ	-	-	-
<b>EBIT (old)</b>	<b>52.8</b>	<b>71.5</b>	<b>92.3</b>
Δ	-	-	-
<b>EPS (old)</b>	<b>2.31</b>	<b>3.16</b>	<b>4.11</b>
Δ	-	-	-

<b>Analyst</b>	
Bastian Brach	
+49 40 41111 37 66	
b.brach@montega.de	

<b>Publication</b>	
Comment	May 12, 2026

## Q1: Strong Growth and Improving Cash Flow Profile Mark Solid Start into 2026

Shelly reported a strong set of Q1 figures, with both revenue and profitability exceeding our expectations despite a comparatively slower start regarding new product launches. In particular, the continued expansion of the professional business and the improved cash flow profile underline the company's strong operational momentum entering 2026.

<b>Shelly Group SE - Q1 2026</b>	<b>Q1/26</b>	<b>Q1/25</b>	<b>yoy</b>
Revenue	33.3	26.5	+26%
EBIT	8.6	6.7	+29%
EBIT margin	25.9%	25.2%	+0.7PP
Free Cashflow	6.4	3.6	+78%

source: company, Montega

**Strong top line despite delayed product launches:** As previously expected, Q1 represented a comparatively slower start into the year from a product launch perspective, making the reported revenue growth of 26% yoy particularly noteworthy. The delayed timing of several important product introductions shifted the focus in recent quarters toward existing product lines, while the larger product offensive is gradually ramping up throughout 2026. Operationally, Shelly continued to expand across both DIY and professional distribution channels, while the installer network increased by roughly 1,400 members during the quarter to 6,700. Regional momentum also remained strong, with the Rest of World segment posting exceptionally strong growth of 86% yoy, mainly driven by the US and Australia.

**Margin expansion and improving cash conversion:** On the bottom line, Shelly delivered another strong result with the EBIT margin improving further to 25.9% (+0.7PP yoy), supported by favorable product mix effects. These more than offset increased marketing and G&A expenses related to the ongoing international expansion and build-out of local country teams. EBIT therefore came in above our expectations and provides a solid foundation for the remainder of the year. Particularly encouraging was the strong free cash flow development, which benefited from initial progress in working capital optimization. The cash conversion cycle improved to 267 days (FY25: 277 days), while management targets a further reduction to 220-240 days by year-end 2026. Achieving this range would imply a cash position of more than EUR 35m by year-end, which is now reflected in Shelly's guidance. We view the stronger management focus on working capital very positively, as this should materially strengthen Shelly's cash generation profile going forward.

Continue on the next page -&gt;

<b>FYend: 31.12.</b>	<b>2024</b>	<b>2025</b>	<b>2026e</b>	<b>2027e</b>	<b>2028e</b>
Sales	106.7	149.7	209.3	280.5	356.3
Growth yoy	42.4%	40.3%	39.8%	34.0%	27.0%
EBITDA	28.1	33.0	55.1	74.5	95.8
EBIT	26.2	30.3	52.8	71.5	92.3
Net income	23.6	25.5	41.9	57.4	74.5
Gross profit margin	59.6%	57.8%	59.0%	58.0%	57.5%
EBITDA margin	26.3%	22.0%	26.3%	26.6%	26.9%
EBIT margin	24.6%	20.3%	25.2%	25.5%	25.9%
Net Debt	-11.8	-7.9	-24.5	-49.1	-91.5
Net Debt/EBITDA	-0.4	-0.2	-0.4	-0.7	-1.0
ROCE	48.9%	37.2%	48.1%	53.0%	56.7%
EPS	1.30	1.41	2.31	3.16	4.11
FCF per share	-0.07	0.01	1.09	1.58	2.65
Dividend	0.13	0.17	0.23	0.32	0.41
Dividend yield	0.2%	0.3%	0.4%	0.5%	0.7%
EV/Sales	10.1	7.2	5.2	3.8	3.0
EV/EBITDA	38.4	32.7	19.6	14.5	11.3
EV/EBIT	41.1	35.5	20.4	15.1	11.7
PER	46.2	42.6	26.0	19.0	14.6
P/B	14.2	10.2	7.5	5.5	4.1

Source: Company data, Montega, Capital IQ

Figures in EUR m, EPS in EUR, Price: 60.00 EUR

**Product pipeline points to stronger H2 momentum:** The next major product launches are scheduled over the coming quarters and should support an acceleration in growth throughout the year. Following the launch of the Plug M in March, Shelly plans to introduce the Indoor Camera, new Smart Lock generation, and smart circuit breakers by the end of Q2, while the AI-powered outdoor camera is expected in Q3. Combined with the continued international rollout of local sales structures, we expect these launches to become increasingly relevant growth drivers in H2 2026.

**Conclusion:** Overall, Shelly delivered a strong Q1 result despite temporarily slower launch activity and confirmed its strong operational execution. The combination of an increasingly diversified product portfolio, accelerating international expansion, and improved working capital management should support both stronger revenue growth and significantly improved cash generation over the remainder of 2026. We reaffirm our buy rating and price target of EUR 79.00.

## Company Background

Shelly Group is a Societas Europaea (SE) headquartered in Sofia, which is specialized in the development and distribution of products from the smart home sector.

The smart home products are sold under the „Shelly“ brand. Alongside plug-and-play solutions and sensors, the portfolio mainly includes relays which are installed hidden behind the socket or switch, and which can be directly controlled via a Wi-Fi connection or Bluetooth. The company differs essentially from many other providers (Philips Hue, Tado or Fibaro amongst others), whose product often can only be controlled via a hub/bridge within their own ecosystem. Furthermore, the products can be combined with other smart home applications and are in the entry-level price segment with a starting price of less than EUR 20. In addition to smart home products, the product portfolio also includes smartwatches specifically for children as well as tracking devices, for instance for baggage, pets, or health care data.

### Key Facts

<b>Sector</b>	Technology
<b>Code</b>	SLYG
<b>Employees</b>	350
<b>Revenue</b>	EUR 149.7 m
<b>EBIT</b>	EUR 30.3 m
<b>EBIT margin</b>	20.3%
<b>Core Competence</b>	Development, production as well as marketing of high-quality IoT products, especially in the field of Smart Home
<b>Locations</b>	Headquarters Sofia (Bulgaria), other locations are in Munich (Germany) and Las Vegas (USA)
<b>Regions</b>	DACH (42%), Rest of Europe (50%), RoW (9%)

Source: Company data

Status: 31.12.2025

### Major events in the company's history



2023

Acquisition of Slovenian IoT provider GOAP d.o.o. & renaming in "Shelly Group"

2024

XETRA-Listing; Asset Deal LOQED B.V.

### Products

The Shelly Group's product portfolio spans from various smart home products and smartwatches specifically for children to monitoring and tracking products. Smart home products account for the lion's share (> 95%) of group's revenues and thus are at the center of the company's equity story.



Source: Company data

The smart home products are sold and distributed under the **"Shelly"** brand. Relays build the basis of these products. They allow for remote control of lights, electric devices, or sensors. These relays are connected to the power supply behind a socket or a switch and can be controlled through Wi-Fi via the Shelly app or one of many different providers from the IoT sector (Amazon Alexa, Google Home, SmartThings, Home Assistant etc.) entirely without additional hub. Besides controlling the devices in case of need, Shelly also allows for establishing routines (e.g. retracting the awning in the event of storm warnings) and monitoring energy consumption. Because of the Wi-Fi standard used, the relays can be combined with other smart home devices with Wi-Fi standard without any problems.

In addition to the traditional relays, which people can easily install in their own home, the Shelly brand also offers products within their **Pro line** for an installation in the fuse box. The Pro products can be controlled both via Wi-Fi and LAN and thus are more secure and reliable. Consequently, the Shelly Pro line is often also installed in office buildings, retail stores or production sites. We believe it is also of major interest for B2B customers (such as electricians). The **Plus line** introduced a new generation of Shelly relays, which are characterized by newer technology (processor, W-Fi and Bluetooth module) and a slightly smaller design.

Alongside the relays, which are not visible after their installation, Shelly Group also offers various **plug-and-play** products. The assortment includes the Shelly Plug (WiFi socket), the Shelly Bulb (smart bulb), the Shelly Button (programmable Wi-Fi button) and the Shelly TRV (WiFi heating thermostat). Additionally, the Shelly product portfolio provides various **detectors and sensors** (motion detectors, temperature and humidity sensors, smoke detectors as well as door and window sensors).

Most of Shelly Group's products are developed in Sofia. The key parts of the raw materials – most notably chips – are procured by the company itself and made available to the suppliers in Asia. Procurement is almost exclusively done in China among a couple of core suppliers (Top 5 suppliers > 90% of material expenses). The group always strives to be the largest customer of every supplier to have a good bargaining position. As the products have a very low pack size, they are shipped by air and sea freight. The share of sea freight is planned to be significantly increased to continue to lower ancillary costs of procurement.

**Markets and sales**

The company does not provide segment reporting pursuant to IFRS 8 so far. The 2023 Annual Report is based on a regional segment analysis as primary segment.

Shelly Group generates the largest portion of revenues in the DACH region (49%). In further European countries, the group most recently generated a sales share of around 43.7%. The rest of the world (RoW) accounts for further 7.3%. The company still sees significant growth potential in all the regions. Due to the success of actions made to optimize revenues in the DACH region, local sales teams are also being set up in further markets. The North American market is a key growth region in the RoW sector, which has hardly been developed so far. According to the company, in addition to the progress made recently inorganic growth may also be an option here to accelerate the development of the market.

**ESG positioning**

In line with the product portfolio, which includes a broad variety of products for energy metering and energy conservation, the company also pursues ambitious ESG goals. Amongst others, this includes the conversion to 100% renewable energy and the reduction of energy consumption by 70% by 2030 at the latest. Furthermore, the Shelly Group aims to establish more diversity at management level and to provide a concerted work-life balance for the employees. The table below summarizes the ESG goals.

Ecological	Social	Governance
<p><i>Developing a sustainable future</i></p>	<p><i>Connecting communities across the globe</i></p>	<p><i>Guiding the industry through early adoption</i></p>
<p><b>Enabling</b> On target to reduce company energy consumption latest by 70% by 2030</p>	<p><b>Communities</b> Committed to a sustainable environment for the communities we serve</p>	<p><b>Diverse Leadership</b> Committed to a diverse leadership &amp; supervisory board</p>
<p><b>Sustainability</b> On Track to shift internal Products &amp; Services to sustainable alternatives latest by 2030</p>	<p><b>Employees &amp; Neighbors</b> Engaged as employees &amp; neighbors, actively working together to benefit our community</p>	<p><b>Empowering</b> Delivering results while empowering employees to make key decisions</p>
<p><b>100% renewables</b> In-line with company commitment to have a net zero carbon footprint latest by 2030</p>	<p><b>Outreach</b> Actively communicating to benefit our community &amp; environment</p>	<p><b>Enabling Balance</b> Flexible employee workplaces</p>

Source: Company data

**Management**

The Shelly Group has a one-tier governance model with an executive and non-executive board structure. Dimitar Dimitrov and Wolfgang Kirsch are executive board members responsible for the company’s operational management.



**Dimitar Dimitrov** is the founder, CEO of the Bulgarian holding company, and one of the biggest individual shareholders with a stake of some 30%. In addition to administrative topics at group level, Mr. Dimitrov is primarily responsible for R&D. Mr. Dimitrov had already established other IT companies before, such as a software company for 8- and 16-bit computers and a television channel (REAL TV) as well as IT magazines such as PC Review, Computers, and GSM Review.



**Wolfgang Kirsch** has been the CEO of Shelly Europe since end-2021 and is primarily focused on the expansion of the European business. Prior to this, Mr. Kirsch had been active in the retail business for over 25 years. He held the position of Chief Operating Officer (COO) at the MediaMarktSaturn retail group. Following his job at MediaMarktSaturn, Mr. Kirsch worked as an external consultant of McKinsey & Company and of private equity companies and was involved in various projects related to the digital transformation of international conglomerates and midsize companies.

## DCF Model

Figures in EUR m

	2026e	2027e	2028e	2029e	2030e	2031e	2032e	Terminal Value
<b>Sales</b>	<b>209.3</b>	<b>280.5</b>	<b>356.3</b>	<b>427.5</b>	<b>500.2</b>	<b>570.2</b>	<b>627.2</b>	<b>642.9</b>
Change yoy	39.8%	34.0%	27.0%	20.0%	17.0%	14.0%	10.0%	2.5%
<b>EBIT</b>	<b>52.8</b>	<b>71.5</b>	<b>92.3</b>	<b>112.4</b>	<b>123.5</b>	<b>141.4</b>	<b>156.8</b>	<b>160.7</b>
EBIT margin	25.2%	25.5%	25.9%	26.3%	24.7%	24.8%	25.0%	25.0%
<b>NOPAT</b>	<b>43.5</b>	<b>59.0</b>	<b>77.0</b>	<b>95.6</b>	<b>105.0</b>	<b>120.2</b>	<b>133.3</b>	<b>136.6</b>
<b>Depreciation</b>	<b>2.3</b>	<b>2.9</b>	<b>3.5</b>	<b>4.2</b>	<b>5.0</b>	<b>5.7</b>	<b>5.6</b>	<b>5.8</b>
in % of Sales	1.1%	1.1%	1.0%	1.0%	1.0%	1.0%	0.9%	0.9%
<b>Change in Liquidity from</b>								
- Working Capital	-18.7	-24.7	-21.7	-19.2	-11.0	-20.2	-8.0	-5.3
- Capex	-5.8	-6.9	-8.2	-9.0	-9.0	-8.6	-7.5	-5.8
Capex in % of Sales	2.8%	2.5%	2.3%	2.1%	1.8%	1.5%	1.2%	0.9%
<b>Other</b>								
<b>Free Cash Flow (WACC model)</b>	<b>21.4</b>	<b>30.4</b>	<b>50.6</b>	<b>71.6</b>	<b>90.3</b>	<b>97.5</b>	<b>123.7</b>	<b>131.4</b>
WACC	8.7%	8.7%	8.7%	8.7%	8.7%	8.7%	8.7%	8.7%
Present value	20.1	26.2	40.2	52.3	60.7	60.3	70.3	1,103.6
<b>Total present value</b>	<b>20.1</b>	<b>46.3</b>	<b>86.6</b>	<b>138.9</b>	<b>199.6</b>	<b>259.8</b>	<b>330.2</b>	<b>1,433.8</b>

## Valuation (in EUR m)

Total present value (Tpv)	1,433.8
Terminal Value	1,103.6
Share of TV on Tpv	77%
Liabilities	5.8
Liquidity	13.7
<b>Equity value</b>	<b>1,441.7</b>

Number of shares (in m)	18.2
<b>Value per share (EUR)</b>	<b>79.4</b>
<b>+Upside / -Downside</b>	<b>32%</b>
<b>Share price (EUR)</b>	<b>60.00</b>

## Model parameter

Debt ratio	25.0%
Costs of Debt	7.0%
Market return	9.0%
Risk free rate	2.5%

Beta	1.1
WACC	8.7%
Terminal Growth	2.5%

## Growth: sales and margin

Short term sales growth	2026-2029	26.8%
Mid term sales growth	2026-2032	20.1%
Long term sales growth	from 2033	2.5%
Short term EBIT margin	2026-2029	25.7%
Mid term EBIT margin	2026-2032	25.3%
Long term EBIT margin	from 2033	25.0%

## Sensitivity Value per Share (EUR)

WACC	1.75%	2.25%	<b>2.50%</b>	2.75%	3.25%
9.23%	67.10	70.60	72.54	74.64	79.36
8.98%	69.87	73.70	75.83	78.14	83.35
<b>8.73%</b>	72.86	77.05	<b>79.40</b>	81.94	87.72
8.48%	76.08	80.68	83.27	86.08	92.52
8.23%	79.55	84.62	87.49	90.61	97.81

## Terminal Growth

## Sensitivity Value per Share (EUR)

WACC	24.50%	24.75%	<b>25.00%</b>	25.25%	25.50%
9.23%	71.41	71.98	72.54	73.11	73.67
8.98%	74.64	75.24	75.83	76.43	77.03
<b>8.73%</b>	78.13	78.76	<b>79.40</b>	80.03	80.66
8.48%	81.93	82.60	83.27	83.94	84.61
8.23%	86.06	86.77	87.49	88.20	88.91

## EBIT-margin from 2033e

Source: Montega

P&L (in EUR m) Shelly Group SE	2023	2024	2025	2026e	2027e	2028e
<b>Sales</b>	<b>74.9</b>	<b>106.7</b>	<b>149.7</b>	<b>209.3</b>	<b>280.5</b>	<b>356.3</b>
Cost of sales	32.1	43.1	63.3	85.8	117.8	151.4
<b>Gross profit</b>	<b>42.8</b>	<b>63.6</b>	<b>86.5</b>	<b>123.5</b>	<b>162.7</b>	<b>204.8</b>
Research and development	0.0	0.0	0.0	0.0	0.0	0.0
Sales and marketing	5.2	18.4	20.6	29.7	38.4	46.7
General and administration	14.0	19.8	31.2	33.5	42.6	51.7
Other operating expenses	3.3	1.6	7.8	8.8	10.7	15.0
Other operating income	0.5	2.4	3.5	1.3	0.6	0.7
<b>EBITDA</b>	<b>20.1</b>	<b>28.1</b>	<b>33.0</b>	<b>55.1</b>	<b>74.5</b>	<b>95.8</b>
Depreciation on fixed assets	0.4	1.1	1.1	0.8	1.0	1.1
<b>EBITA</b>	<b>19.7</b>	<b>27.0</b>	<b>31.8</b>	<b>54.3</b>	<b>73.5</b>	<b>94.7</b>
Amortisation of intangible assets	0.6	0.8	1.5	1.5	2.0	2.4
Impairment charges and Amortisation of goodwill	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBIT</b>	<b>19.1</b>	<b>26.2</b>	<b>30.3</b>	<b>52.8</b>	<b>71.5</b>	<b>92.3</b>
Financial result	0.1	-0.1	-1.1	-2.0	-2.0	-3.0
<b>Result from ordinary operations</b>	<b>19.2</b>	<b>26.2</b>	<b>29.2</b>	<b>50.8</b>	<b>69.5</b>	<b>89.3</b>
Extraordinary result	0.0	0.0	0.0	0.0	0.0	0.0
<b>EBT</b>	<b>19.2</b>	<b>26.2</b>	<b>29.2</b>	<b>50.8</b>	<b>69.5</b>	<b>89.3</b>
Taxes	2.3	3.2	3.7	8.9	12.2	14.7
<b>Net Profit of continued operations</b>	<b>16.8</b>	<b>23.0</b>	<b>25.5</b>	<b>41.9</b>	<b>57.4</b>	<b>74.5</b>
Net Profit of discontinued operations	0.0	0.6	0.0	0.0	0.0	0.0
<b>Net profit before minorities</b>	<b>16.8</b>	<b>23.6</b>	<b>25.5</b>	<b>41.9</b>	<b>57.4</b>	<b>74.5</b>
Minority interests	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net profit</b>	<b>16.8</b>	<b>23.6</b>	<b>25.5</b>	<b>41.9</b>	<b>57.4</b>	<b>74.5</b>

Source: Company (reported results), Montega (forecast)

P&L (in % of Sales) Shelly Group AD	2023	2024	2025	2026e	2027e	2028e
<b>Sales</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
Cost of sales	42.9%	40.4%	42.2%	41.0%	42.0%	42.5%
<b>Gross profit</b>	<b>57.1%</b>	<b>59.6%</b>	<b>57.8%</b>	<b>59.0%</b>	<b>58.0%</b>	<b>57.5%</b>
Research and development	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sales and marketing	6.9%	17.3%	13.8%	14.2%	13.7%	13.1%
General and administration	18.7%	18.6%	20.8%	16.0%	15.2%	14.5%
Other operating expenses	4.4%	1.5%	5.2%	4.2%	3.8%	4.2%
Other operating income	0.6%	2.3%	2.3%	0.6%	0.2%	0.2%
<b>EBITDA</b>	<b>26.8%</b>	<b>26.3%</b>	<b>22.0%</b>	<b>26.3%</b>	<b>26.6%</b>	<b>26.9%</b>
Depreciation on fixed assets	0.5%	1.0%	0.8%	0.4%	0.4%	0.3%
<b>EBITA</b>	<b>26.3%</b>	<b>25.3%</b>	<b>21.3%</b>	<b>25.9%</b>	<b>26.2%</b>	<b>26.6%</b>
Amortisation of intangible assets	0.8%	0.7%	1.0%	0.7%	0.7%	0.7%
Impairment charges and Amortisation of goodwill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>EBIT</b>	<b>25.5%</b>	<b>24.6%</b>	<b>20.3%</b>	<b>25.2%</b>	<b>25.5%</b>	<b>25.9%</b>
Financial result	0.1%	-0.1%	-0.8%	-1.0%	-0.7%	-0.8%
<b>Result from ordinary operations</b>	<b>25.6%</b>	<b>24.5%</b>	<b>19.5%</b>	<b>24.2%</b>	<b>24.8%</b>	<b>25.1%</b>
Extraordinary result	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>EBT</b>	<b>25.6%</b>	<b>24.5%</b>	<b>19.5%</b>	<b>24.2%</b>	<b>24.8%</b>	<b>25.1%</b>
Taxes	3.1%	3.0%	2.5%	4.2%	4.3%	4.1%
<b>Net Profit of continued operations</b>	<b>22.5%</b>	<b>21.5%</b>	<b>17.0%</b>	<b>20.0%</b>	<b>20.4%</b>	<b>20.9%</b>
Net Profit of discontinued operations	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
<b>Net profit before minorities</b>	<b>22.5%</b>	<b>22.1%</b>	<b>17.0%</b>	<b>20.0%</b>	<b>20.4%</b>	<b>20.9%</b>
Minority interests	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Net profit</b>	<b>22.5%</b>	<b>22.1%</b>	<b>17.0%</b>	<b>20.0%</b>	<b>20.4%</b>	<b>20.9%</b>

Source: Company (reported results), Montega (forecast)

Balance sheet (in EUR m) Shelly Group SE	2023	2024	2025	2026e	2027e	2028e
<b>ASSETS</b>						
Intangible assets	5.9	8.7	11.5	15.3	19.5	24.2
Property, plant & equipment	2.7	1.1	1.1	0.9	0.6	0.6
Financial assets	0.2	0.2	0.1	0.1	0.1	0.1
<b>Fixed assets</b>	<b>8.8</b>	<b>10.0</b>	<b>12.7</b>	<b>16.2</b>	<b>20.1</b>	<b>24.8</b>
Inventories	9.3	23.3	19.5	27.9	33.0	37.5
Accounts receivable	26.9	34.8	78.7	86.0	107.6	126.9
Liquid assets	15.7	14.0	13.7	30.3	54.9	97.3
Other assets	4.5	11.5	10.5	10.5	10.5	10.5
<b>Current assets</b>	<b>56.5</b>	<b>83.6</b>	<b>122.3</b>	<b>154.7</b>	<b>206.0</b>	<b>272.2</b>
<b>Total assets</b>	<b>65.3</b>	<b>93.6</b>	<b>135.0</b>	<b>170.9</b>	<b>226.1</b>	<b>297.0</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>						
<b>Shareholders' equity</b>	<b>56.4</b>	<b>76.5</b>	<b>106.4</b>	<b>145.2</b>	<b>198.5</b>	<b>267.3</b>
<b>Minority Interest</b>	<b>-0.4</b>	<b>-0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
Provisions	1.3	1.4	2.5	2.5	2.5	2.5
Financial liabilities	1.2	0.8	3.4	3.4	3.4	3.4
Accounts payable	2.1	4.1	8.6	5.7	7.7	9.8
Other liabilities	4.7	11.1	14.1	14.1	14.1	14.1
<b>Liabilities</b>	<b>9.2</b>	<b>17.4</b>	<b>28.6</b>	<b>25.6</b>	<b>27.6</b>	<b>29.7</b>
<b>Total liabilities and shareholders' equity</b>	<b>65.3</b>	<b>93.6</b>	<b>135.0</b>	<b>170.9</b>	<b>226.1</b>	<b>297.0</b>

Source: Company (reported results), Montega (forecast)

Balance sheet (in %) Shelly Group AD	2023	2024	2025	2026e	2027e	2028e
<b>ASSETS</b>						
Intangible assets	9.0%	9.3%	8.5%	8.9%	8.6%	8.1%
Property, plant & equipment	4.2%	1.2%	0.8%	0.5%	0.3%	0.2%
Financial assets	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%
<b>Fixed assets</b>	<b>13.5%</b>	<b>10.7%</b>	<b>9.4%</b>	<b>9.5%</b>	<b>8.9%</b>	<b>8.4%</b>
Inventories	14.3%	24.9%	14.4%	16.3%	14.6%	12.6%
Accounts receivable	41.2%	37.2%	58.3%	50.3%	47.6%	42.7%
Liquid assets	24.1%	14.9%	10.1%	17.8%	24.3%	32.8%
Other assets	6.8%	12.2%	7.8%	6.1%	4.6%	3.5%
<b>Current assets</b>	<b>86.5%</b>	<b>89.3%</b>	<b>90.6%</b>	<b>90.5%</b>	<b>91.1%</b>	<b>91.6%</b>
<b>Total Assets</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>						
<b>Shareholders' equity</b>	<b>86.4%</b>	<b>81.7%</b>	<b>78.9%</b>	<b>85.0%</b>	<b>87.8%</b>	<b>90.0%</b>
<b>Minority Interest</b>	<b>-0.6%</b>	<b>-0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Provisions	2.0%	1.5%	1.8%	1.4%	1.1%	0.8%
Financial liabilities	1.8%	0.9%	2.5%	2.0%	1.5%	1.1%
Accounts payable	3.2%	4.4%	6.4%	3.3%	3.4%	3.3%
Other liabilities	7.1%	11.9%	10.5%	8.3%	6.2%	4.8%
<b>Total Liabilities</b>	<b>14.2%</b>	<b>18.6%</b>	<b>21.2%</b>	<b>15.0%</b>	<b>12.2%</b>	<b>10.0%</b>
<b>Total Liabilities and Shareholders' Equity</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Company (reported results), Montega (forecast)

Statement of cash flows (in EUR m) Shelly Group SE	2023	2024	2025	2026e	2027e	2028e
Net income	16.8	23.6	25.5	41.9	57.4	74.5
Depreciation of fixed assets	0.4	1.1	1.1	0.8	1.0	1.1
Amortisation of intangible assets	0.6	0.8	1.5	1.5	2.0	2.4
Increase/decrease in long-term provisions	0.2	0.1	1.1	0.0	0.0	0.0
Other non-cash related payments	0.9	-2.8	11.3	0.0	0.0	0.0
<b>Cash flow</b>	<b>18.9</b>	<b>22.7</b>	<b>40.5</b>	<b>44.2</b>	<b>60.3</b>	<b>78.0</b>
Increase / decrease in working capital	-11.2	-19.9	-35.3	-18.7	-24.7	-21.7
<b>Cash flow from operating activities</b>	<b>7.7</b>	<b>2.8</b>	<b>5.3</b>	<b>25.5</b>	<b>35.6</b>	<b>56.3</b>
CAPEX	-0.5	-4.0	-5.0	-5.8	-6.9	-8.2
Other	-1.6	2.1	1.3	0.0	0.0	0.0
<b>Cash flow from investing activities</b>	<b>-2.1</b>	<b>-1.9</b>	<b>-3.7</b>	<b>-5.8</b>	<b>-6.9</b>	<b>-8.2</b>
Dividends paid	-2.3	-2.3	-2.4	-3.1	-4.2	-5.7
Change in financial liabilities	-0.1	-0.4	2.6	0.0	0.0	0.0
Other	0.2	0.0	-1.1	0.0	0.0	0.0
<b>Cash flow from financing activities</b>	<b>-2.2</b>	<b>-2.7</b>	<b>-0.9</b>	<b>-3.1</b>	<b>-4.2</b>	<b>-5.7</b>
Effects of exchange rate changes on cash	-0.1	0.1	-1.0	0.0	0.0	0.0
<b>Change in liquid funds</b>	<b>3.5</b>	<b>-1.8</b>	<b>0.7</b>	<b>16.7</b>	<b>24.5</b>	<b>42.4</b>
<b>Liquid assets at end of period</b>	<b>17.8</b>	<b>14.0</b>	<b>13.7</b>	<b>30.3</b>	<b>54.9</b>	<b>97.3</b>

Source: Company (reported results), Montega (forecast)

Key figures Shelly Group AD	2023	2024	2025	2026e	2027e	2028e
<b>Earnings margins</b>						
Gross margin (%)	57.1%	59.6%	57.8%	59.0%	58.0%	57.5%
EBITDA margin (%)	26.8%	26.3%	22.0%	26.3%	26.6%	26.9%
EBIT margin (%)	25.5%	24.6%	20.3%	25.2%	25.5%	25.9%
EBT margin (%)	25.6%	24.5%	19.5%	24.2%	24.8%	25.1%
Net income margin (%)	22.5%	21.5%	17.0%	20.0%	20.4%	20.9%
<b>Return on capital</b>						
ROCE (%)	53.7%	48.9%	37.2%	48.1%	53.0%	56.7%
ROE (%)	41.6%	42.1%	33.5%	39.3%	39.5%	37.6%
ROA (%)	25.8%	25.2%	18.9%	24.5%	25.4%	25.1%
<b>Solvency</b>						
YE net debt (in BGN)	-13.3	-11.8	-7.9	-24.5	-49.1	-91.5
Net debt / EBITDA	-0.7	-0.4	-0.2	-0.4	-0.7	-1.0
Net gearing (Net debt/equity)	-0.2	-0.2	-0.1	-0.2	-0.2	-0.3
<b>Cash Flow</b>						
Free cash flow (BGN m)	4.2	-1.2	0.3	19.7	28.7	48.1
Capex / sales (%)	0.7%	3.7%	3.4%	2.8%	2.5%	2.3%
Working capital / sales (%)	38.1%	41.6%	48.1%	47.4%	43.1%	40.4%
<b>Valuation</b>						
EV/Sales	14.4	10.1	7.2	5.2	3.8	3.0
EV/EBITDA	53.7	38.4	32.7	19.6	14.5	11.3
EV/EBIT	56.4	41.1	35.5	20.4	15.1	11.7
EV/FCF	257.4	-	4,142.0	54.7	37.5	22.4
PE	63.8	46.2	42.6	26.0	19.0	14.6
KBV	19.3	14.2	10.2	7.5	5.5	4.1
Dividend yield	0.2%	0.2%	0.3%	0.4%	0.5%	0.7%

Source: Company (reported results), Montega (forecast)

## DISCLAIMER

### General Information

This document neither constitutes an offer nor an invitation to buy or sell securities, other financial instruments or any other investment instruments. It is intended for information purposes only. This document is not tailored to the specific investment objectives, financial situation or particular needs of the recipient and therefore does not constitute personal investment advice. Recipients should make their own investment decisions based on their individual investment objectives, financial situation and needs, and taking into account all available information on the financial instrument, in particular sales prospectuses or comparable information sources, and, where appropriate, with the support of an independent financial adviser.

The information, statements, assessments and forecasts contained in this document reflect the personal views of the author as of the date of publication. Such opinions are subject to change at any time without notice, and Montega is under no obligation to supplement, amend or update this document or to otherwise inform the recipient thereof. To the extent that this document contains information on past performance, recipients should note that past performance is not a reliable indicator of future performance.

Montega AG is the principal shareholder of Montega Markets GmbH. Montega Markets GmbH provides investment banking and corporate finance services to issuers. In this context, research publications of Montega AG may be used in a supporting capacity within such mandates. This may give rise to potential conflicts of interest. Existing or potential conflicts of interest are disclosed transparently in the section "Disclosure" of this publication in accordance with applicable legal requirements.

### Disclaimer of Liability

This document and the statements contained herein are based on information and sources which we consider to be reliable. However, we do not provide any representation or warranty as to the accuracy or completeness of the information, statements, assessments or forecasts contained in this document. Any incomplete or inaccurate information, statements, assessments or forecasts shall not give rise to any liability on the part of Montega, its shareholders, analysts or the institutions commissioning them for any damages or other disadvantages of whatever nature arising from the distribution or use of this document, which are hereby excluded.

In particular, Montega assumes no liability for statements, assumptions, projections or other information relating to the analysed companies, their affiliated entities, business strategies, market, competitive or macroeconomic conditions, or regulatory and legal frameworks.

### Restrictions on Distribution and Dissemination Outside Germany/EU

Any forwarding or distribution of this report to third parties is only permitted with the prior consent of Montega. All copyrights and usage rights in this document remain with Montega. All applicable capital markets regulations governing the preparation, content and distribution of research in the respective national jurisdictions must be observed and complied with by both the provider and the recipient.

Distribution in the United Kingdom: This document is directed only at persons who are authorised or exempt persons within the meaning of the Financial Services Act 1986 or any order made thereunder, or at persons described in Article 11 (3) of the Financial Services Act 1986 (Investment Advertisements) (Exemptions) Order 1996 (as amended), and it is not intended that it be distributed, directly or indirectly, to any other group of persons.

Restricted jurisdictions: Neither this document nor any copy thereof may be taken into, transmitted or distributed in or into the United States of America, Canada, Japan or any of their territories or possessions.

### Competent Supervisory Authority

Montega AG (Schauenburgerstraße 10, 20095 Hamburg) is supervised by the Federal Financial Supervisory Authority (BaFin), Bonn, with regard to compliance with the provisions of Sections 34b and 34c of the German Securities Trading Act (WpHG) as well as the German Regulation on Financial Analysis.

#### Supervisory Authority:

Federal Financial Supervisory Authority  
Graurheindorfer Str. 108  
53117 Bonn

#### Contact Montega:

Schauenburgerstraße 10  
20095 Hamburg  
www.montega.de / Tel: +49 40 4 1111 37 80

### Statement pursuant to Section 85 WpHG and MAR as well as MiFID II, including Delegated Regulations (EU) No. 2016/958 and (EU) No. 2017/565

This publication has been prepared on the basis of a contractual agreement between Montega AG and the issuer and has been remunerated by the latter. This document has been broadly disseminated and made available to all interested parties simultaneously. Its receipt therefore constitutes a permissible minor non-monetary benefit within the meaning of Section 64 (7) sentence 2 no. 1 and 2 WpHG.

### Key Valuation Principles and Methodologies Underlying the Investment Judgements Contained in this Document

The valuations underlying the investment judgements of Montega AG are based on generally accepted and widely used methods of fundamental analysis.

The fair value or price target of a share is primarily determined using the following methodologies:

**Discounted Cash Flow (DCF) model:** The DCF model applies projections of future free cash flows, which are discounted to determine their present value. As a rule, the weighted average cost of capital (WACC) is used as the discount rate in order to reflect the time value of money, the risks associated with the cash flows and the company's financing structure. The enterprise value is derived using the DCF analysis.

A sensitivity analysis of key underlying valuation parameters (WACC, growth rate, EBIT margin) is incorporated in the respective DCF models and illustrates the range of possible enterprise values per share resulting from variations in assumptions.

**Peer group comparisons:** A relative valuation approach used to derive enterprise value. The peer group generally comprises sufficiently comparable listed companies. Comparisons may be based on revenue, earnings metrics (e.g. EBITDA, EBIT, EPS) or other key performance indicators.

**Historical multiples valuation (where applicable):** A valuation method in which enterprise value is determined based on historical valuation multiples (e.g. EV/EBITDA, P/E ratio) of the company in relation to current or forecast financial metrics.

**Sum-of-the-parts model (where applicable):** A valuation approach deriving enterprise value from the aggregate value of individual assets. Equity value is determined by deducting net debt.

The outcome of this fundamental valuation may be adjusted to reflect the analyst's assessment of expected investor sentiment and its potential impact on the share price.

Irrespective of the valuation methodology applied, there is a risk that the price target may not be achieved. Key influencing factors may include, in particular, deviations of actual business performance from the assumptions underlying the valuation model, changes in capital market valuation levels (e.g. valuation multiples or discount rates), adjustments to risk premia, changes in financing conditions, regulatory interventions with direct effects on the business model, margins or capital structure, corporate actions, as well as lower market liquidity of the share.

Forward-looking statements, forecasts, estimates, price targets and scenarios are based on assumptions and expectations that may prove to be incorrect. Unexpected economic, regulatory or company-specific developments may result in actual outcomes differing materially from the assessments presented herein. Investments in foreign markets and instruments entail additional risks, in particular arising from exchange rate fluctuations as well as political and regulatory conditions.

This report reflects the opinion of the respective author at the time of its preparation. Subsequent changes in the fundamental factors underlying the valuation may lead to the assessment no longer being valid.

Past performance is not a reliable indicator of future results.

### Meaning of the Investment Recommendation

The investment horizon for the following recommendations is generally twelve months, unless explicitly stated otherwise in the text.

Investment Recommendation	Expected Price Performance of the Financial Instrument (within 12 months)
Buy	The price of the analysed financial instrument is expected to increase.
Hold	The price of the analysed financial instrument is expected to remain broadly stable.
Sell	The price of the analysed financial instrument is expected to decline.
Recommendation suspended	The current information base does not allow for a well-founded assessment of the company.

### Sources of Information and Updates

The information underlying this publication is derived from publicly available sources, company disclosures and discussions with company representatives, which Montega considered to be reliable at the time of preparation. However, no representation or warranty is made as to the accuracy, completeness or timeliness of the information used. No independent verification of all data has been carried out.

This publication is updated on an ad hoc basis when events occur that, in Montega's assessment, may be relevant to the share price. The timing and frequency of such updates are not determined in advance. Montega assumes no obligation to update, revise or adapt this publication to reflect changing market conditions.

Any discontinuation of regular coverage of events relating to the issuer (coverage) will be communicated in advance. Unless stated otherwise, price data refer to the closing price of the last trading day prior to publication of this analysis.

### Statistical Distribution and History of Investment Recommendations

A tabular overview of individual investment recommendations over the past twelve months – including publication date, responsible analyst, respective price target, relevant market price at the time of publication and the corresponding recommendation – is available for the respective issuer via the following [overview page](#). The individual view also provides the statistical distribution of investment recommendations of Montega AG across the entire coverage universe.

## Conflicts of interest

Montega has implemented various measures to avoid conflicts of interest. This includes a ban for all employees of Montega AG from trading stocks within the coverage universe for which Montega has a mandate for the creation of research. Additionally, both employees and the company are prohibited from accepting gifts from individuals with a special interest in the content of research publications. The remuneration of persons employed by or otherwise contractually engaged with Montega who are involved in the preparation of investment recommendations is not directly linked to transactions in investment services within the meaning of Annex I Sections A and B of Directive 2014/65/EU or to any other transactions carried out by Montega AG or any of its affiliated companies.

To ensure maximum transparency, Montega has created an overview in accordance with § 85 WpHG and Article 20 of Regulation (EU) No. 596/2014 in conjunction with Delegated Regulation 2016/958.

- (1) In the past 12 months, Montega AG has entered into an agreement with the issuer for the creation of financial analyses, for which Montega AG receives compensation.
- (2) In the past 12 months, Montega AG has entered into an agreement with a third party for the creation of financial analyses, for which Montega AG receives compensation.
- (3) In the past 12 months, Montega AG has provided other consulting services to this company and/or its shareholders.
- (4) In the last 12 months, Montega AG and/or a contractually bound affiliated entity have been party to an agreement with the analyzed company for services related to investment banking activities or have received compensation from such an agreement.
- (5) Montega AG and/or an affiliated entity expect compensation from the company for investment banking services in the next three months or intend to seek such compensation.
- (6) At the time of publication, Montega AG's analyst responsible for the publication or another Montega AG employee holds shares representing over 5% of the analyzed issuer's share capital.
- (7) At the time of publication, Montega AG's analyst responsible for the publication or another Montega AG employee holds a net long or short position of more than 0.5% of the analyzed issuer's share capital.
- (8) A company affiliated with Montega AG may be involved in the share capital of the issuer or hold other financial instruments in this company.
- (9) Montega AG or an affiliated entity has significant financial interests in the analyzed company, such as obtaining and/or exercising mandates or providing services for the analyzed company (e.g., roadshows, round tables, earnings calls, presentations at conferences, etc.).
- (10) In the last 12 months, Montega AG provided services (through a third party) to a member of the analyzed company's management related to the transfer of shares of the analyzed company and received compensation for this.
- (11) Montega AG has presented the issuer as an investment opportunity to a potential investor and is entitled to a remuneration from the potential investor if the latter invests in the issuer.
- (12) The issuer has commissioned Montega AG to provide additional services for which Montega AG is entitled to a remuneration from the issuer.

Company	Disclosure (as of 12.05.2026)
Shelly Group SE	1, 3, 5, 8, 9, 12

## Price history

Recommendation	Date	Price (EUR)	Price target (EUR)	Potential
Buy (Initiation)	21.07.2022	9.15	14.00	+53%
Buy	08.08.2023	17.84	27.00	+51%
Buy	18.08.2023	18.15	27.00	+49%
Buy	07.09.2023	21.68	30.00	+38%
Buy	25.09.2023	21.93	30.00	+37%
Buy	20.10.2023	21.68	30.00	+38%
Buy	14.11.2023	21.22	30.00	+41%
Buy	08.12.2023	21.88	32.00	+46%
Buy	12.01.2024	26.08	32.00	+23%
Buy	29.02.2024	30.27	39.00	+29%
Buy	12.04.2024	34.46	39.00	+13%
Buy	15.05.2024	35.28	39.00	+11%
Buy	22.05.2024	37.22	42.00	+13%
Buy	19.06.2024	34.97	42.00	+20%
Buy	01.07.2024	35.69	42.00	+18%
Buy	10.07.2024	36.10	49.00	+36%
Buy	11.07.2024	36.81	49.00	+33%
Buy	18.07.2024	38.37	49.00	+28%
Buy	14.08.2024	35.90	49.00	+36%
Buy	28.08.2024	34.10	49.00	+44%
Buy	10.09.2024	34.70	49.00	+41%
Buy	10.10.2024	35.40	49.00	+38%
Buy	07.11.2024	35.30	49.00	+39%
Buy	14.11.2024	34.90	49.00	+40%
Buy	09.12.2024	34.80	49.00	+41%
Buy	10.01.2025	35.50	49.00	+38%
Buy	20.01.2025	35,10	49.00	+40%
Buy	26.02.2025	37.40	49.00	+31%
Buy	16.05.2025	44.00	54.00	+23%
Buy	09.07.2025	47.80	54.00	+13%
Buy	15.08.2025	51.20	61.00	+19%
Buy	11.09.2025	55.30	61.00	+10%
Buy	09.10.2025	56.60	61.00	+8%
Buy	13.11.2025	52.20	61.00	+17%
Buy	04.12.2025	52.80	61.00	+16%
Buy	14.01.2026	62.00	79.00	+27%
Buy	09.02.2026	67.10	79.00	+18%
Buy	05.03.2026	54.80	79.00	+44%
Buy	18.03.2026	47.90	79.00	+65%
Buy	08.04.2026	52.55	79.00	+50%
Buy	15.04.2026	55.10	79.00	+43%
Buy	12.05.2026	60.00	79.00	+32%