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Haitong Bank in a report from 4th September (08:38) initiates coverage of Ten Square Games (TSG) with a BUY rating and FV of PLN 110.10.

**Valuation Methodology**

Haitong Bank analysts value TSG using three valuation methods: DCF, EV/EBIT and P/E where each method has equal weight. Using DCF, analysts value TSG at PLN 126.1/share, P/E at PLN 105.7/share and using EV/EBIT at PLN 98.5/share. Final fair value is at PLN 110.1/share implying 30% upside.

**Risks to Fair Value**

Macro risks: TSG produces and sells entertainment goods whose consumption is related to the economic strength of households or individuals. Changes in macroeconomic factors in the global market, such as the GDP growth rate, household income and expenditure levels and remuneration levels can have an impact on TSG revenues.

FX risks: TSG incurs significant personnel costs and expenses related to the production of games in PLN, while a significant part of revenues is generated in foreign currencies. In 2017 USD and EUR represented ca. 69% of total revenues. The appreciation of PLN against USD and EUR may, by lowering revenues from sales with fixed, incur costs in PLN and negatively affect TSG's financial results.

Ad market risk: in 2017, ca. 33% of total revenues came from advertising whose budgets are susceptible to economic fluctuations.

Competition risk: Free-to-Play (F2P) and the mobile game market have relatively low entry barriers for new entities and easy access to global distribution of new products which results in considerable competition in the market.

Dependence on key distributors: Over 50% of TSG's revenue is generated by games that are distributed by Google, Facebook and Apple through their digital distribution platforms or online portals. A possible change in Google, Facebook and Apple policies regarding the acceptance of products for distribution would require TSG to adapt existing or future products, which may be difficult to achieve in the short term and generate additional high costs. The reliability of the IT systems of distributors, which allows effective sales of TSG products, is also important as failure can lead to disadvantageous situations like: (1) lack of access to the game for existing players; (2) lack of micropayments by players using a given game; (3) inability of potential new players to download the game.

Workforce risk: Personnel are TSG's key asset. The lack of a qualified workforce and higher than expected salary pressure may negatively affect the execution of TSG's strategy goals and financial results.

Key personnel risk: The competence and know-how of key employees, in particular those who form the management team, as well as management and game designers, are very important for TSG



operations. The departure of people from these groups may result in TSG losing knowledge and experience in the field of professional game design.

Technology risks: (1) TSG uses the Unity 3D engine in the process of game production, periodically purchasing a subscription with access to this technology. There is a risk that fees may increase to a level negatively affecting the profitability of produced games. (2) There is a risk that new technology appears to which TSG will not be able to adapt quickly, thus it may negatively impact its competitive market position. A new technology risk occurs mostly in Evergreen and Legacy types, characterized by a longer and demanding process of game production.

Delays in game production: Game production is a complex and multistage process, dependent not only on the human factor and the implementation of the next stages of work on the game, but also on technical factors. Failure to meet the planned production schedule may delay the game's release, which in turn may have a negative impact on the sales level of the product and prevent TSG from achieving the expected financial results.

Concentration of revenues on one type of game: TSG games have different levels of popularity, which indirectly also affects the amount of revenue from games released. The leaders in popularity are Evergreen games - Let's Fish and Fishing Clash - which in 2017 generated in total ca. 61% of revenues. TSG Evergreen and Legacy games are predominantly sports and simulation themes. These productions manage the theme area for a particular hobby. There is a risk that if the preferences of TSG product recipients change, the popularity of the games in TSG's portfolio may decrease.

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