



MOVINN™

MOVINN

INVESTMENT CASE



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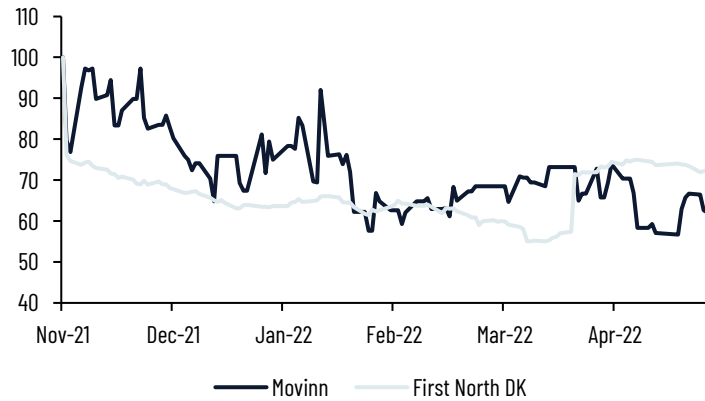
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MOVINN

Movinn is a Danish PropTech company providing serviced apartments, mainly to larger domestic and international corporations as well as organizations with expats that need an apartment.

Ticker: MOVINN
Share price (DKK): 6.70
Market value (DKK): 112,128,131



KEY FINANCIALS (DKKm)

	2020	2021	2022E**
Revenue	36.0	56.1	69.5
EBITDA*	0.8	6.1*	11.0*
Units (apartments)	220	298	363

*Operational EBITDA (no IPO/listing costs), **Midpoint in Movinn's own 2022 guidance.

INVESTMENT CASE

- **Movinn taps into a relatively new market with its “property technology” (PropTech) model, also referred to as Space-as-a-Service or serviced living, using technology to change a traditional industry and utilize assets in the real estate sector.** Founded in 2014, Movinn has grown its apartment portfolio to approx. 350 units located in Aarhus, Copenhagen, Odense, and recently also in Malmø.
- **In a more globalized business world, corporations recruit and attract foreign skilled employees from all over the world.** As a result, many of the largest corporations move their employees closer to headquarters for shorter stays. Alone in Denmark, there are more than 300,000 foreign workers; a number that has doubled from its 2010 levels. Looking ahead, this number is expected to increase due to a lack of skilled employees, favorable working conditions in Denmark, and new trends such as co-living and “bleisure”, combining business and leisure.
- **With an asset-light business model and an advanced IT platform for property management,** Movinn has been able to differentiate itself from competitors by having high customer satisfaction due to affordable and attractive services. With its IPO on the Danish Nasdaq First North, raising DKK 30.4 million in gross proceeds, Movinn is now ready to take the next step and expand across the Danish borders.
- **After being hit by COVID-19 lockdowns in 2020 and at the beginning of 2021, Movinn managed to exit 2021 with strong financial results in line with its IPO plans.** In 2022, normalized market conditions are expected to take full place with no lockdowns in the Nordics and tailwinds from record-high foreign workers in Denmark, demanding better apartments in the wake of COVID-19.
- Financially, Movinn grew its revenue by 56% in 2021. With revenue of DKK 56 million and EBITDA (before IPO costs) of DKK 6 million, **Movinn is one of the more mature and cash-generating (operations) companies listed on the First North with transparent reporting.**
- From a valuation perspective, Movinn now trades to 1.6x EV/Sales (2022E) and 10.1x EV/EBITDA (2022E) based on the midpoint in Movinn's own guidance. **Providing bear, base, and bull case scenarios towards 2025, Movinn is expected to trade at relatively low multiples.**

KEY INVESTMENT REASONS

- Founder-led management with large ownership of the company
- Scaling internationally and launch of new markets will generate a cash machine for Movinn's asset-light model
- PropTech market grows with more expats and new living habits, and Movinn expects to introduce new value-added services

KEY INVESTMENT RISKS

- Low free float (low share turnover) may limit the demand from larger investors, demanding a discount to buy the share
- Movinn's international expansion is emphasized by risks from expensive investments and less knowledge of foreign markets
- Changes in rent control regulations may affect Movinn negatively

DISCLAIMER

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SELECTED RISK FACTORS POTENTIALLY AFFECTING THE INVESTMENT CASE

We have identified general risks associated with the investment case of which we believe investors should be aware of

Nasdaq First North: Potential investors must be aware of the risks related to investing in companies listed on Nasdaq First Denmark. Companies traded on Nasdaq First North Growth Market are subject to fewer regulations compared to the regulated Main Market.

Share price development: The market price of the Movinn share may develop negatively depending on several factors, including financial results varying from expectations, economic downturns, changes in expectations, changes in geopolitical conditions, and the risk of declining global stock markets.

Rent regulation: There is a potential risk regarding the regulations of the rent level. In the Danish Housing Regulation (Section 5(2) and Section 29C of the Danish Act on Housing Regulation), it is stated that the rent cannot exceed the market rent based on e.g. location, type, and size. This implies that Movinn earns from the value-added services (furniture, electronic equipment, laundry etc.). Since 2015, Movinn has developed a portfolio in which 35% of the apartments are governed by either section 5(2) or section 29C of the Danish Act on Housing Regulation. If the subtenant challenges the size of the rent, there is a theoretical risk that the rent will be assessed to be higher than what is generally accepted from comparable apartments. However, Movinn has made approx. 2,800 lease agreements since 2015, and there have only been three disputes regarding the size of the rent, and one of the cases was settled.

Lease terms – Movinn as a tenant: Movinn is not a titleholder of any properties, and thus, the company rents a number of empty, and newly renovated or newly built apartments from a number of landlords. Currently, 50 (of 298 units end 2021) of the lease agreements are subject to a time limitation clause, meaning that such apartments potentially can be separated from Movinn's portfolio by the end of the lease period, if it is not extended. The separation of the lease agreements subject to time limitation is an integrated part of a dynamic portfolio adjustment, and Movinn is targeting to reduce the lease agreements subject to time limitation further in the coming years as a part of Movinn's strategy, including by way of agreeing on standard terms instead of a lease agreement that only runs for a limited period.

Sourcing units domestically and abroad: Movinn's growth is constrained by the ability to ongoingly source new units from new and existing partners in the real estate sector. Movinn's board members and management have established a network of existing partners as well as experience in cultivating new partners. However, sourcing units in new markets is not easy as one needs to build new relationships before identifying suitable assets to lease from partners.

Key employees: Movinn's CEO Patrick Blok and the CFO Jesper Thaning are deemed as key personnel, and they are also major shareholders. If one or both leave the company entirely knowhow, network, and expertise would get temporarily lost for the company. Movinn has mitigated this risk by enforcing a 12-month-non-compete clause to the employment contracts of the key employees.

Energy prices: The bottlenecks caused by COVID-19 lockdowns and the current war in Ukraine have caused electricity and gas prices to rise. Movinn has no dependence on gas as an energy source, meaning that this risk is well-managed. The company is buying its electricity from renewable energy sources (Ørsted), and while electricity prices have risen to some degree, the price hikes have not been as high if they did not buy green energy. Furthermore, the company can adjust energy charges ongoingly, meaning the risk is somewhat limited.

Sale of shares: The price of shares may drop if there is an extensive sale of shares in the company, or if a large number of shares are sold due to the low liquidity in the share. However, Movinn has entered into a market maker agreement to increase the liquidity in the share. Moreover, all existing shareholders have entered into 12-month lockup agreements in connection with the IPO. In the future, Movinn may raise additional capital with the risk of dilution

Lock-downs: Pandemics similar to the one from COVID-19 will be a potential risk for Movinn if the specific pandemic leads to new lockdowns that prevent foreign citizens from entering Denmark. This will prevent expats from physically entering the country during such a lockdown, potentially decreasing Movinn's sales and profitability.

MOVINN – IN BRIEF

Movinn is a Danish fast-growing SaaS provider of serviced apartments, often used by expats during short to medium-term stays abroad

Overview: Movinn was founded in 2014 and has grown to become one of Denmark's leading PropTech providers of fully serviced apartments, delivering Space-as-a-Service to mainly larger domestic and international corporations and organizations. Movinn has grown from 1 apartment to 298 apartments, covering Aarhus, Odense, Copenhagen, and recently Malmö. In parallel with Movinn's core business growth, the company has created an integrated supply chain, consisting of in-house IT products, own furniture production/brand, own linen laundry, and in-house provision of all services. In addition, Movinn has created new services and revenue streams that act as self-employed brands and companies, in total 5 brands under the Movinn umbrella.

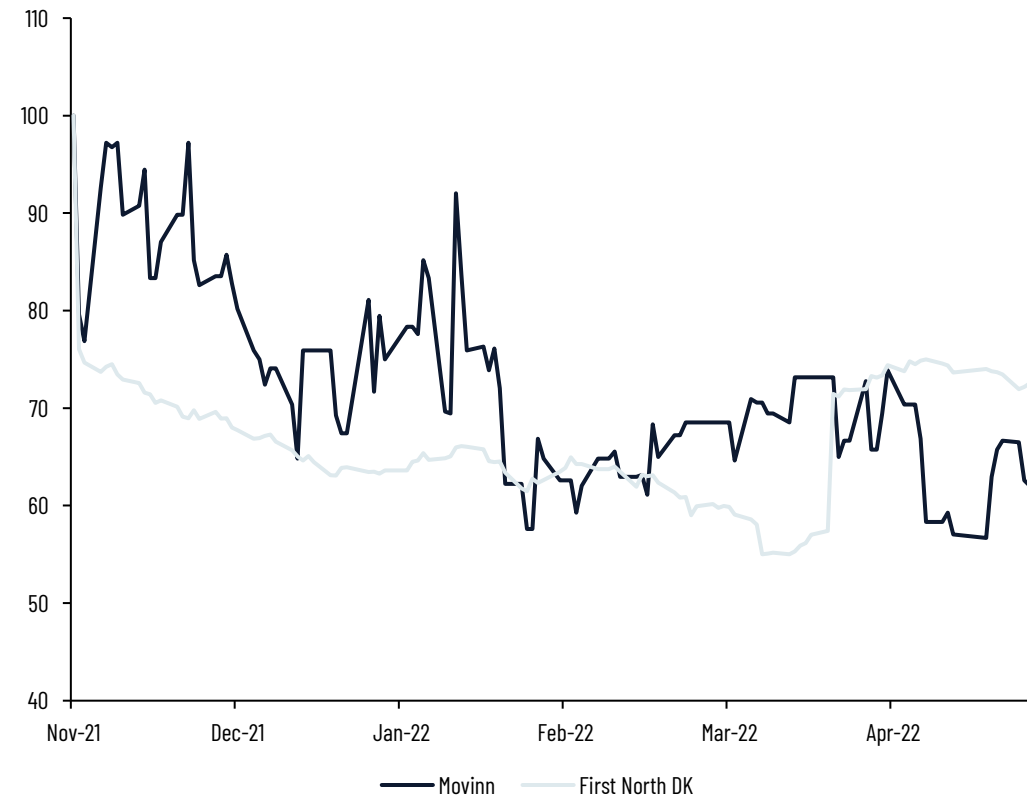
Customers: Movinn's customers are larger international and domestic (Danish C25) companies and insurance companies that need to house employees and insurance customers temporarily. The demand for Movinn's serviced apartments is driven mainly by the demand for skilled foreign labor and damage to homes. This means that the customers are large, reputable companies with almost non-existent credit risk. Currently, the expat workforce accounts for approx. 75% of the company's revenue. Rehousing (insurance companies) accounts for approx. 20% and the last approx. 5% from co-living.

Current presence and new markets: At the end of 2021, Movinn is operating in Aarhus (28 serviced apartments), Odense (35 serviced apartments), and Copenhagen (224 serviced apartments), covering a large part of Denmark. Part of the future growth strategy is to maintain growth in existing locations and expand into new cities/markets – both domestically but primarily outside the Danish borders. Launching new cities in new countries is a major milestone for Movinn because it generates the foundation for future growth, and it will also diversify the risk when moving from local to international markets. Following the IPO plan, Movinn announced a soft launch in Malmö (Sweden), which is obviously an important milestone for the company as it is in line with the international expansion strategy. So far, Movinn has only secured 7 units in Malmö yet the company strives on securing a critical mass before the end of 2022. Germany is the next focus area for the next international launch, implying that Movinn is working actively on securing the pipeline in Germany as well.



Share information: Movinn was listed with an offer price per share of DKK 10.80. The company raised DKK 30.44 million before costs from 452 investors. As of 28 April 2022, Movinn's market value is DKK 112,128,131. The share trades at DKK 6.70.

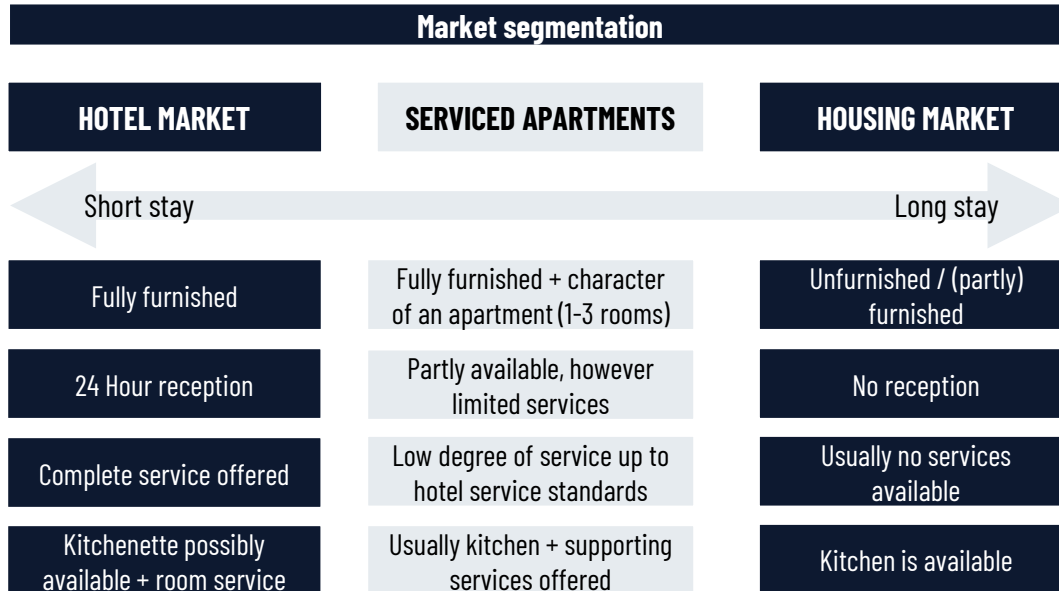
Indexed share price development (Index 100 = November 2021, IPO price)



MARKET AND COMPETITION

Service apartments are a hybrid form of residential use with a fragmented competition in the Nordics

Market trends: Serviced apartments will fill the gap between the hotel market and the traditional housing market, being a hybrid form of residential use – between short-term and long-term stays. The market for serviced apartments has increased in popularity, since more companies want to house employees over periods of several months, due to globalization and increasing mobility of the workforce. Currently, the majority of serviced apartments are found in bigger cities, in close proximity to transport hubs and commercial centers. Looking at the figure below, serviced apartments offer a more personalized home experience, compared with the hotel market, due to e.g. the kitchen and the supporting services offered. Serviced apartments are also cheaper for longer stays compared to hotel accommodation. When compared to the housing market, serviced apartments provide ease of transition due to a high service level and flexibility. Summed up, serviced apartments are a bridge between market trends such as; increasing mobility in the modern business world, central locations in bigger cities, higher living comfort required by customers and organizations, and a higher demand for flexibility.



Source: Movinn

Competitive situation						
	Q Apartments	Forenom	LifeX	Movinn	City Apartment	Nordic Housing
Founded (Year)	1996	2000	2017	2014	1990	2013
Headquarter (Country)	United Kingdom	Finland	Denmark	Denmark	Denmark	Denmark
Employees (Number)	75	+500	35	22	22	21
Apartments (Number)	2,000	7,800	400	298	2,000	N/A
Trustpilot rating (Score)	2.9	1.9	4.7	4.6	3.3	4.6
Public (Yes/No)	No	No	No	Yes	No	No

Source: Company reports, company websites, HC Andersen Capital

Competition: The market, in which Movinn operates, is fragmented with competitors spanning from short-term (0-30 days) rentals mostly catering to tourists to long-term (3-12 months) rentals, primarily catering to the corporate housing segment. Parameters such as quality of service and price also play a major role for the companies, why it is also interesting to analyze the Trustpilot rating in the above-stated figure. Generally, Movinn operates within the short/mid-term category offering high quality at relatively standard prices, with a high Trustpilot score compared to peers. The biggest competitors are Q Apartments and Forenom within serviced apartments, and LifeX is a competitor within co-living apartments. Besides an observed attractive price-to-customer value ratio, Movinn's competitive advantages are the PropTech platform and the in-house services, which allow for scalability when expanding internationally as well as efficient internal operations.

FINANCIALS, KEY OPERATIONAL DATA AND ROADMAP TOWARDS 2025

Movinn grew 56% in 2021 from a COVID-19 affected 2020 – transparent reporting and metrics indicate a solid road to higher margins in 2025

Financials: Movinn ended 2021 with revenue of DKK 56 million, up from DKK 36 million in 2020, corresponding to a growth rate of approx. 55%. EBITDA (before one-off costs to IPO) ended just above DKK 6 million. The realized figures are in line with IPO expectations. Furthermore, the average vacancy significantly improved from 15.2% in 2020 to 10.6% in 2021, which is around Movinn’s ambitions of less than 10%.

Guidance 2022: In 2022, Movinn is guiding revenue for the full year between DKK 67-72 million, corresponding to revenue growth between approx. 19-28%. EBITDA (before IPO costs) guidance is between DKK 10-12 million on the existing markets, classified as existing cities (Aarhus, Copenhagen, Odense). This implies that Movinn may deviate from these numbers based on new operations in Malmø as well as other potential new markets.

Key ratios & metrics	2021	2020	Change*
EBITDA margin** (%)	10.7%	2.2%	8.5%
EBIT margin** (%)	3.1%	(5.0%)	8.1%
ROIC** (%)	6.4%	(7.5%)	13.9%
Cash Conversion Ratio (CCR) **	128%	47%	81%
Equity Ratio (%)	48%	11%	38%
Quick Ratio	2.08	0.83	1.28
Total unit number (year end)	298	220	35.5%
Revenue per unit (DKK)	188,792	164,296	14.9%
Average vacancy (%)	10.6%	15.2%	-4.6%

*Nominal change or percentage point change. **Movinn is treating one-off IPO costs as a financial item to keep operations normalized and numbers from previous periods comparable.

Source: Movinn’s annual report 2021

Roadmap towards 2025: Movinn has listed its key value drivers from its mid-term strategy as well as mid-term value driver guidance. The value driver guidance is summarized here:

- 20% CAGR of unit numbers (existing unit portfolio)
- Launch 1-2 new markets (cities) each year, corresponding to minimum of 30-40 apartments
- Annual revenue per unit is expected to average between DKK 180-220k (approx. 189k in 2021)
- EBITDA margin (before IPO costs) above 15% (10.7% in 2021)
- Return on invested capital (ROIC) above 18% (6.4% in 2021)
- Operating vacancy is expected to be lower than 10% (10.6% in 2021)

2025 targets	
	Movinn aims to maintain a rate of 20% CAGR YoY in unit numbers domestically.
	Besides maintaining domestic growth, Movinn has a strategic plan to launch 1-2 new markets a year. Each is expected to launch minimum. 30-40 apartments.
	Movinn has a value driver towards 2025, delivering annual revenue per unit to an average of DKK 180,000 – 220,000.
	High growth rates could potentially affect the margins, but Movinn is guiding on EBITDA margin > 15%.
	Return on invested capital (ROIC) from mid- and long-term operating must be higher than 18%.
	Operating vacancy to be lower than 10%. The vacancy is measuring the normal level of empty days in which units are vacant during the year

VALUATION PERSPECTIVES (1/2)

Three different scenarios indicate a relatively low EV/Sales multiple, however, EV/EBITDA should be followed and assessed going forward

Scenario analysis: We have conducted three scenarios based on key operational data and financial metrics to set a bear (negative below guidance) case scenario, base (in line with expectations) case scenario, and bull (positive above guidance) case scenario. We build a simple model based on Movinn's transparency and reported numbers for 2020 and 2021 and the company's own ambitions. The goal is not to derive a target price or fair value per share from a DCF-model. Instead, we take a more holistic approach and put things into perspective, providing the three scenarios with an EV/EBITDA multiple for 2022, 2023, 2024, and 2025.

Bear case: In a bear case, we assume that Movinn faces difficulties entering new markets. A bear case also includes high vacancy rates in a situation where Movinn is challenged with bad market conditions. Despite Movinn having a vacancy rate of approx. 35% at worst during COVID-19, the company reported an average vacancy rate of approx. 15% in 2020. This number highly affects the revenue per unit as well as the revenue growth. EBITDA margin is kept at a reasonable level (2021) because new investments are not affecting the costs heavily, and Movinn is able to optimize its costs. Key assumptions are **1)** Existing portfolio of units grows by 15% (CAGR), **2)** Only 1 new market (city) with 20 units is opened every second year, starting in 2023, **3)** Revenue per unit declines to DKK 175,000 in 2025, and **4)** EBITDA margin is maintained at approx. 9-12% over the period.

Bear case	2020	2021	2022E	2023E	2024E	2025E
Revenue	36.0	56.1	63.0	75.4	86.0	101.3
Revenue growth	N/A	56%	12%	20%	14%	18%
EBITDA*	0.8	6.0	6.3	6.8	9.0	12.2
EBITDA margin*	2.2%	10.7%	10.0%	9.0%	10.5%	12.0%
EV/Sales (x)	3.1	2.0	1.8	1.5	1.3	1.1
EV/EBITDA (x)	140.4	18.5	17.6	16.4	12.3	9.1

Base case: In the base case, we assume that Movinn manages to deliver in line with its expectations. Overall, key assumptions are **1)** 20% unit growth on the existing portfolio, **2)** One new market (city) is opened every year with 40 additional units, starting in 2023, **3)** Revenue per unit is approx. DKK 190,000, and **4)** EBITDA margin increases to 16% in 2025.

Base case	2020	2021	2022E	2023E	2024E	2025E
Revenue	36.0	56.1	69.0	90.1	115.8	146.5
Revenue growth	N/A	56%	23%	31%	28%	27%
EBITDA*	0.8	6.0	10.0	12.6	17.4	23.4
EBITDA margin*	2.2%	10.7%	14.5%	14.0%	15.0%	16.0%
EV/Sales (x)	3.1	2.0	1.6	1.2	1.0	0.8
EV/EBITDA (x)	140.4	18.5	11.1	8.8	6.4	4.7

Bull case: In the bull case, we assume that Movinn exceeds expectations. Key assumptions are **1)** Existing portfolio of units grows by 22% annually, on average, from 2023 to 2025, **2)** Two new markets (cities) with 50 units (total) are opened every year, starting in 2023, **3)** Revenue per unit increases to DKK 225,000 in 2025, and **4)** EBITDA margin increases to 21.5% in 2025.

Bull case	2020	2021	2022E	2023E	2024E	2025E
Revenue	36.0	56.1	74.0	104.0	142.3	192.9
Revenue growth	N/A	56%	32%	41%	37%	36%
EBITDA*	0.8	6.0	12.2	18.2	27.7	41.5
EBITDA margin*	2.2%	10.7%	16.5%	17.5%	19.5%	21.5%
EV/Sales (x)	3.1	2.0	1.5	1.1	0.8	0.6
EV/EBITDA (x)	140.4	18.5	9.1	6.1	4.0	2.7

*We apply operational EBITDA in all three scenarios based on Movinn's reporting methodology.

VALUATION PERSPECTIVES (2/2)

Larger peers in the “Space-as-a-Service” segment indicate mixed multiples, yet Movinn trades below other more mature growth companies in a Nasdaq First North perspective

Industry multiples: Looking at peers, many of the companies are private, implying that we cannot compare Movinn’s valuation with other comparable companies. However, looking at the environment outside the Nordics and Movinn’s existing markets, there has been some activity that provides us with valuation perspectives. In 2021, the US company, Common Living, raised approx. USD 113 million. Common Living’s revenue was approx. USD 29 million, and the capital was raised to a valuation of USD 260 million, corresponding to a sales multiple of approx. 9x. “Space-as-a-Service” is a relatively new business model. Besides being a very large company, WeWork – a newly listed US company – differentiates from Movinn by providing office space or co-working rather than homes and co-living in Movinn’s situation. For perspective, WeWork is currently traded to approx. 10x EV/Sales (no number for EV/EBITDA due to negative operational profitability). In comparison, a London-listed peer company to WeWork, IWG Plc, currently trades at approx. 4.3x EV/Sales and approx. 8.1x EV/EBITDA.

Nasdaq First North valuation: Focusing on other newly-listed (2021) companies with revenue above DKK 30 million on the Danish Nasdaq First North, the median sales multiple is 4.4x (2021) with an average growth rate of 41% in 2021. In that perspective, Movinn trades below the “First North” peer group at a simple sales multiple (2021) of approx. 2x. That being said, Movinn is compared to many more scalable business models (software), but on the other hand, also companies in the group that is less scalable. With Movinn’s business model and focus on cost-efficiency, we also suggest that most effort should be emphasized on the EV/EBITDA multiple. Compared to the Danish OMX Small Cap companies (excluding banks) that are traded to approx. 12x EV/EBITDA (2021), Movinn trades above at 18.5x EV/EBITDA. As shown on the previous page, however, Movinn trades to relatively low EV/Sales multiples if the company manages to deliver on its targets towards 2025 with EBITDA margins at or above 15%. This is somewhat backed up by the recent insider purchases by both the company’s chairman Jacob Holm and board member Christian Scherfig, despite amounts being relatively small.

Company/Market	Market Cap. (EURm)	EV/Sales		EV/EBITDA		Price/Sales 2021
		2021	2022E	2021	2022E	
WeWork Inc	4,759	10.33	7.36	N/A	N/A	2.40
IWG Plc	2,878	4.25	3.30	8.05	23.10	1.32
Movinn	14.9	1.98	1.61	18.53	10.11	2.00
Simple average		5.52	4.09	13.29	16.61	1.91
Nasdaq First North DK 2021 listings* (median)						4.39
Nasdaq OMXC Small Cap** (median)				11.97		

*Only companies listed at Nasdaq First North DK in 2021, **Danish companies listed at OMXC Small Cap excluding banks (Refinitiv data, 24th April 2022).

BUSINESS MODEL

Asset light and scalable business model with in-house services that boost quality and minimizes operating costs

Business model: Movinn delivers serviced apartments in high-quality conditions, in central locations with a high standard of service. Movinn rents apartments using two different types of rent agreements: time-limited or rolling. As previously described time-limited agreements have to be renegotiated after usually five years in Denmark, as this presents a potential risk, Movinn has decided to avoid signing time-limited contracts from now on and therefore only sign rolling rent agreements. Otherwise, Movinn's business model is asset-light and flexible, as a central part of the business model is Movinn's decision to conduct certain operations in-house instead of outsourcing them. Movinn's management is experienced service operators and has hands-on experience with real estate development, why operations such as the IT platform development, laundry and cleaning services as well as furniture production are conducted within the company. As a result, the business model is scalable, as Movinn's reliance on external suppliers is minimal and cost-efficient after having secured its units in new markets.

PropTech platform / Movinn.io: Movinn's in-house developed IT infrastructure enables the company to scale the business model, deliver new services, and launch new markets efficiently. The first IT product is 1) Management System: Internally used to increase efficiency in sales and business processes. 2) Booking platform: Fully integrated into the management system, meaning all information can be user-friendly uploaded and that all information on the website is automatically updated with real-time availability. 3) Movinn Access System: This allows customers to check in to any of Movinn's units without keys and physical meetings, meaning customers thereby can check in at any time of the day. 4) Movinn Butler: This app is currently under development and will handle all service deliveries and provide more efficient communication with the residents.

In-house services: Movinn has a strategic focus to integrate as much of the supply chain as possible. There are several reasons why in-house services boost quality as well as cost-efficiency. 1) It reduces supplier dependency, 2) It reduces investment needs in future growth, and 3) It minimizes operating costs. Today, Movinn has created its own furniture line, in-house industrial laundry, own PropTech platform, and employed in-house cleaning staff.

Movinn's business model can be summed up in six parts:

1



Rental of empty property /
apartment by Landlord

4



Residents move in

2



Apartment is prepared for
Movinn's operations

5



Residents get access to
services 24/7

3



Rental to Movinn's customers
(typically B2B)

6



Customer is invoiced

SERVICES AND CURRENT PRODUCT PORTFOLIO

Movinn currently has three products operating and servicing customers and an in-housed brand developed to design high-quality furniture

Services: Movinn's current product portfolio consists of three services, with the core one being Serviced Apartments, and the other two being Co-Living and Collective Yoyo. Furthermore, Movinn has an in-housed brand, Aurnia, developed to design high-quality furniture.

MOVINN™

Serviced Apartments is Movinn's core business, representing high-quality plug-and-play serviced living. Serviced Apartments was Movinn's first brand launched in 2015 and is today the umbrella brand in the group. The brand offers fully furnished apartments in city centers for short or long-term stays. The apartments are usually rented to large corporations and organizations in need of a home for employees temporarily stationed in the relevant city. In 2021, 96.8% of Movinn's sales pertain to the segment.



Co-Living is Movinn's second service offering. Co-Living operates under the brand name Movinn Co-Living. Co-Living differentiates by offering rooms within the apartments to rent. The service is developed to enable the company to add larger apartments to the portfolio and to utilize current large apartments more efficiently. In the latest financial report, the segment had a revenue share of 3.2%.

Revenue by product	Share	2021 (DKK)	2020 (DKK)	Change (%)
Co-living	3.2%	1,814,334	375,340	383%
Serviced Apartments	96.8%	54,445,686	35,716,343	53%
Colective Yoyo	0%	0	53,332	-100%
Total	100.0%	56,260,020	36,145,015	56%

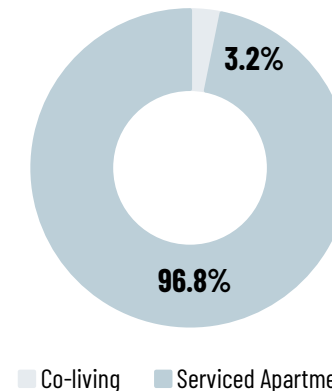


Collective Yoyo is the third service, which is a service where customers can purchase or rent designer furniture by the month. The service is developed to activate the furniture assets on the balance sheet and to deliver Danish design to a wider customer group. The concept taps into its present and future, as one can promote both sustainability and the benefits of a more circular economy.



Aurnia is in-house designed furniture, developed to reduce the investment in furniture without compromising the quality of the core product being the Serviced Apartments. Furniture costs for the apartments are a major investment, but since the launch of Aurnia, furniture investments have decreased by 35%.

Revenue by product group



DEMAND

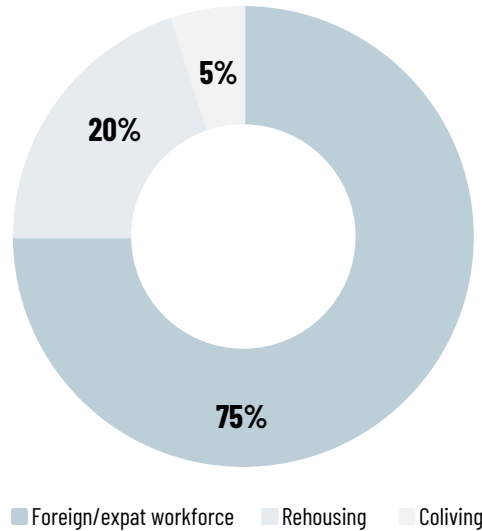
Increasing demand for foreign expats and trends like Space-as-a-Service and Co-Living will have a positive effect on the demand for serviced apartments

Demand for foreign skilled labour: Demand for foreign skilled workers is an underlying indicator of demand for Movinn, as the core business (serviced apartments) is partly catering to the international workforce on assignments in larger corporations. Due to the low unemployment rate in Denmark, Denmark is attracting more foreign skilled labour than ever before. According to Børsen, there have never been as many foreign workers in Denmark as now. Looking at the graph below to the right, it shows a sharply rising trend over the last decade in the number of expats in Denmark from 2010 to 2022. COVID-19 pandemic forced entry restrictions during the early phase of the pandemic, however, recent statistics have shown that Denmark is back to an even higher level than before the pandemic. Specifically, the number has grown from 148,679 expats in 2010 to 318,966 expats in 2022, corresponding to an increase of 114.5%, and the development is expected to drive the demand for serviced apartments.

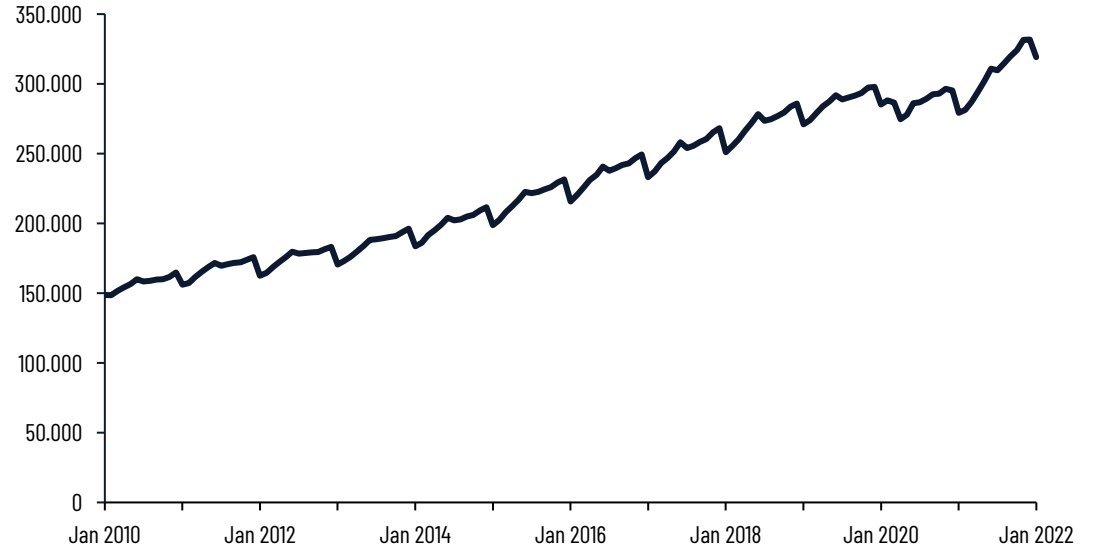
PropTech / Space-as-a-Service: The serviced apartment market is currently experiencing some new trends on the demand side. First of all, the real estate sector is affected by the trend, that a lot of industries are transforming their business model from one where the customer pays as they use (as-a-service). Moreover, many people are living a busy working life with a lot of travel time. Movinn taps into this trend by offering a ready, fully furnished, plug-and-play living alternative, distributed by a PropTech platform.

Co-Living: The cost of living in big cities has increased significantly due to urbanization, which makes co-living attractive to sharing apartments. Movinn currently has a solution where the customer rents a private room but shares facilities with other roommates, tapping into this trend.

Division of customer categories



Number of foreign workers in Denmark



Source: jobindsats.dk

SUPPLY

Existing sourcing partners with long relationships ensure supply in home markets; however, new international partners are important for growth in new markets

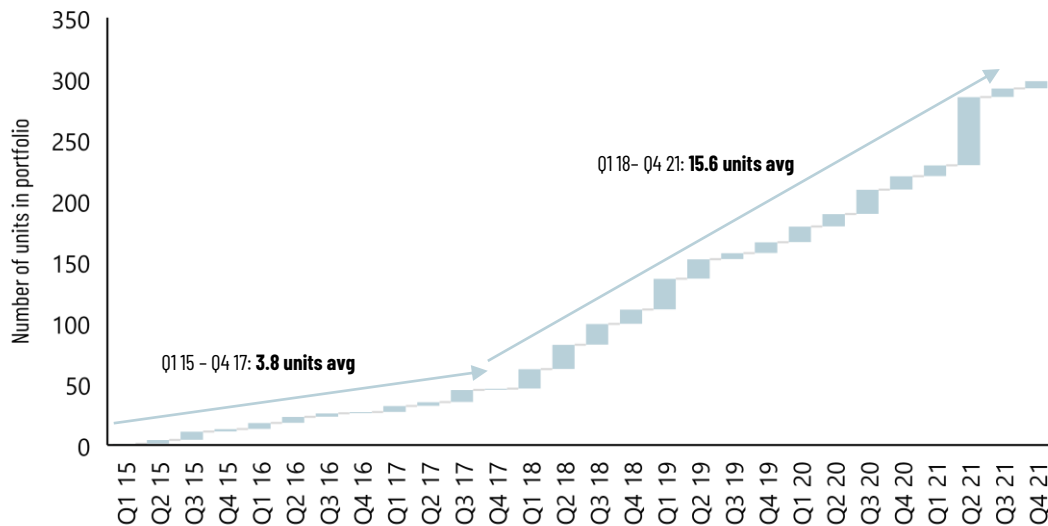
Unit growth: Movinn has grown its unit portfolio at a fast pace since the foundation to meet the demand for serviced apartments. The figure below illustrates the unit growth since 2015, which was relatively slow in the first two-three years (3.8 units per quarter from Q1 2015 to Q4 2017). Since Q1 2018, Movinn has managed to source an increased number of units, resulting in an average number of units per quarter of 15.6 until Q4 2021. At the end of 2021, Movinn’s apartment portfolio consists of 298 units, corresponding to a net change in units from 2020 to 2021 at 78 units (35.5% increase).

Sourcing partners: Going forward, the supply side is key for Movinn to succeed with its growth strategy. Over the past years, Movinn has been able to gain new units from different external partners such as pension funds, however, Movinn does not disclose these partners for competitive reasons.

Movinn as a tenant: Movinn is not a titleholder of any apartments, emphasized by the asset-light business model. Therefore, the company is dependent on the landlords of the apartments having an interest in Movinn as a tenant. In most cases, the landlords have a commercial interest in keeping Movinn as a tenant, due to credit security and long rolling contracts. This is supported by the fact that Movinn has terminated less than 5 units in its lifetime. As we concluded in the demand section, new trends and business models arise to utilize a customer-focused approach. The number one factor driving this PropTech trend is naturally technology, such as high-speed connectivity and IoT devices, creating a fundamental change. For traditional landlords, this change will be difficult to manage, leading to a potential higher demand for Movinn’s services, as the company fills the gap between renting an apartment, to renting an apartment with services and user experience focus connected with new technology.

Expansion strategy: Movinn’s ambition is to grow its number of units domestically with a CAGR of 20% towards 2025, corresponding to an increase of approx. 60 units in 2022 and 72 units in 2023. From the guided number of an increase of 62-67 units in 2022, approx. 60% of the growth has already been secured, and Movinn expects to end the year 2022 with 360-365 units in existing markets, corresponding to a percentage increase between 20.8% and 22.4%. Movinn has also stated that besides maintaining organic domestic growth, the company has a strategic plan to launch 1-2 new markets every year until 2025. New geographical markets are expected to launch with a minimum portfolio of 30-40 units. Movinn has already secured Malmö (Sweden) as a new geographical market from Q2 2022, with a step-by-step soft launch approach, because it is possible to service the units in Malmö with the staff from Copenhagen. So far, Movinn has secured 7 units in Malmö, and the company strives on securing a critical mass before the end of 2022. Germany is the focus area for the next international launch, so the company is working actively on securing the pipeline in Germany as well. When identifying potential new cities to launch in, the most important asset is suitable properties. The right apartments have historically been identified through the use of Movinn’s network of local property developers and property owners. However, sourcing units in new markets is not easy as one needs to build new relationships before identifying suitable assets to lease from partners, implying a risk factor.

Growth in the number of apartments/units



MANAGEMENT TEAM AND MEMBERS OF THE BOARD OF DIRECTORS

Dedicated founder-led management with a large stake in Movinn backed by experienced board members

Patrick Blok
CEO



Jesper Thaning
CFO & Board member



Jacob Holm
Chairman



Christian Scherfig
Board member



Kristian Jensen
Board member



Christian Dalum
Board member



CEO Patrick Blok has been working professionally with serviced apartment operations, property development, and property management for 8 years. He has experience in the Danish and UK serviced apartment sectors. He was part of the team that launched Movinn in 2014 and he was later promoted to Managing Director / CEO where he continues to spearhead the growth and business development of the company. He owns 2,783,325 shares in Movinn, corresponding to ~16.6% of the share capital.

CFO and board member Jesper Thaning has more than 30 years old experience in the service and facility management industry. He co-founded Kølving & Thaning A/S in 1989, grew it to approx. 1500 employees and eventually sold it in 2009 to Polaris Private Equity. He co-founded Movinn in 2014 and is also a member of the board of directors. He owns 9,324,150 shares in Movinn, corresponding to ~55.7% of the share capital.

Largest shareholders: Movinn's board members and management own a combined 83.4% of the total share capital. CFO and board member, Jesper Thaning (Mac-Invest ApS), is the largest shareholder. Consequently, the free float in the share is relatively low. However, the company recently initiated a market maker agreement with Pareto Securities AB. Existing shares in connection with the IPO in November are under lock-up for 12 months.

Chairman Jacob Holm has been working professionally with international high-end lifestyle brands for more than 20 years as the CEO of Fritz Hansen A/S. During his time, the company set up 17 subsidiaries and reached DKK 650 million in turnover. Today, he has several board positions from well-respected and large Danish companies. In connection with the IPO, he subscribed to shares, and he recently increased his stake. In total, he owns 29,600 shares, corresponding to ~0.18% of the share capital.

Board member Christian Scherfig is Partner in the Danish law firm, Lundgrens, with a specialty in M&A. He has held several high-profile positions in the past. In connection with the IPO, he subscribed to shares, and he has recently increased his stake. In total, he owns 20,875 shares, corresponding to ~0.12% of the share capital.

Board member Kristian Jensen is educated in the banking sector and was elected to the Danish Parliament in 1998. He has since served as Minister of Taxation, Foreign Affairs, and Finance. He owns 4,650 shares, corresponding to ~0.03% of the share capital. At the ordinary general meeting in May 2022, Kristian Jensen is expected to be replaced by Salomé A. Trambach.

Board member Christian Dalum has a background in private equity and corporate finance. He is currently the Managing Partner in DANE CAPITAL focusing on private equity buyouts. He owns 1,809,200 shares, corresponding to ~10.8% of the share capital.

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