28 April 2024

MYHOTELMATCH

Travel Services / France



Preparing to launch Matching App

Pros

- Facing Booking, Tripadvisor or Airbnb, MHM intervenes on the mature hotel market. It wants to build on two advantages: strengthening the customer & hotel experience, and the price competitiveness of its service
- On a market scale, the creation of the MHM platform requires little investment until the proof of concept (about €20-25m by 2025)
- Very high risk project, therefore with related leverage and expected return

Cons

- The financing structure of the project, as well as the valuation, remain dependent on significant subsequent fundraising at the scale of the company
- In its first stage (development of the application, deployment), the model requires high fixed costs, with significant operational losses
- The speed of development, and therefore of revenue and the achievement of the operational break-even point, is highly dependent on a double effect of proliferation: reference hoteliers and clientmatchers

Key Figures	12/21A	12/22A	12/23E	12/24E	12/25E
Adjusted P/E (x)	ns	-19.8	-7.98	-0.85	-1.40
Dividend yield (%)	0.00	0.00	0.00	0.00	0.00
EV/EBITDA(R) (x)	-41.6	-16.5	-7.88	-2.24	-4.56
Adjusted EPS (€)	-0.05	-0.12	-0.24	-1.20	-0.73
Growth in EPS (%)	n/a	n/a	n/a	n/a	n/a
Dividend (€)	0.00	0.00	0.00	0.00	0.00
Sales (€th)	0.00	7,753	13,800	15,780	19,569
EBIT margin (%)	ns	-15.4	-14.8	-48.2	-24.8
Attributable net profit (€th)	-15.0	-705	-1,399	-6,949	-4,211
ROE (after tax) (%)	0.29	39.6	56.8	126	49.2
Gearing (%)					

Buy	Upside : 483%
Price (€)	1.02
Target Price (€)	5.95
Momentum	•
Market Cap (€M)	5.90
Enterprise Value (€th)	17,008
High/Low (12M)	€ 0.54/3.22
BBG : MHM FP	RIC : MHM.PA
Credit Risk & outlook	DDD →
Fundamental Strength	0 /10
Sustainability score	2.5 /10

Price relative to index & historical opinion



Performances (%)	1m	3m	12m
Absolute	67.2%	16.0%	-67.9%

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Corporate broking	No
Trading in corporate shares	No
Analyst ownership	No
Advice to corporate	No
Research paid for by corporate	No
Corporate access	No
Brokerage activity at AlphaValue	No
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