

Making Science Group SA Ordinary Shares MAK5 ★★★ Q 8 May 2024, 22:43 UTC

Economic Moat ^Q	Uncertainty ^Q	Price/Fair Value ^Q	ESG Risk Rating Assessment ¹	Trailing Dividend Yield %	Market Cap	Investment Style	Sector	Industry
Narrow	Very High	0.8	—	—	74.5740 Mil	Small Core	Communication Services	Advertising Agencies

200	Fair Value ^Q	11.31
150	Last Close	9.00
100		
50		
0.5		

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	YTD	Performance
Price/Fair Value ^Q	—	—	—	—	—	—	1.17	0.77	0.47	0.64	0.80	Price/Fair Value ^Q
Total Return %	—	—	—	—	—	—	—	69.01	-58.56	1.01	-10.00	Total Return %
+/- Index	—	—	—	—	—	—	—	58.31	-57.34	-25.90	-22.86	+/- Index

As of 8 May 2024 | Index: Morningstar Spain GR EUR. Fair Value data as of 8 May 2024, 22:43 UTC.

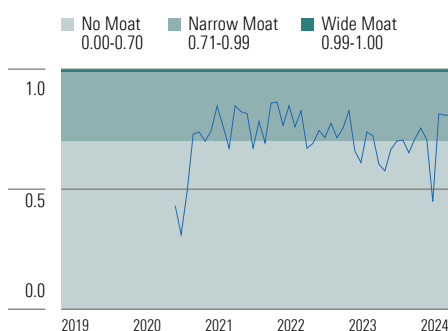
¹The ESG Risk Rating Assessment is a representation of Sustainalytics' ESG Risk Rating. Lee Davidson, Chief Analytics Officer for Morningstar, Inc, oversees the methodology that supports Quantitative Fair Value Estimates and Quantitative Star Ratings. Mr. Davidson is guided by the Morningstar, Inc. Code of Ethics in carrying out his responsibilities. For information regarding Conflicts of Interests, visit <http://global.morningstar.com/equitydisclosures>.

Key Metrics as of 3 May 2024

Metrics		Percentile in Sector
Earnings Yield (%)	-11.8	22.0
Sales Yield (%)	335.3	89.0
Book Value Yield (%)	11.6	14.0
Return on Assets (%)*	-6.3	24.0
Revenue(Mil)*	243.8	46.0
Market Value (Mil)	80.7	37.0
Enterprise Value (Mil)	124.0	41.0
EV/MV Ratio	1.5	75.0
Volatility TTM (%)	28.9	40.0
Drawdown TTM (%)	25.9	41.0
Volume (K)	1.1	8.0

*30 Jun 2023

Economic Moat^Q History as of 8 May 2024



Business Description

Making Science Group SA is engaged in the business of technology and marketing solutions for the digital business. The company provides solutions in areas of digital marketing, data analytics, e-commerce, and cloud. The company carries out its professional activity in 10 countries: United States, Spain, Portugal, Ireland, Georgia, Italy, France, United Kingdom, Mexico, Colombia. The Company obtains its income mainly from advertising and public relations services.

Valuation^Q as of 8 May 2024

Morningstar maintains a 3-star quantitative star rating for Making Science Group, derived from the firm's valuation and uncertainty scores.

The company's shares last closed at 9.00, below our quantitative fair value estimate of 11.35. These shares have traded between a 48.3% and 15.33% discount to their fair value estimate over the past year. In Morningstar's equity coverage universe for this methodology, the company's valuation rating lands at the 54th percentile; in the communication services sector, the firm's score lies at the 62nd percentile (meaning the shares are more undervalued than 62% of stocks in the sector).

Furthermore, Making Science Group maintains a quantitative valuation uncertainty rating of Very High.

The company has held this star rating over the past year. The uncertainty rating for Making Science Group has remained Very High since the previous rating of Extreme, which was last assigned on 01/17/2024.

The key factors behind these ratings are the company's EV-MV ratio and drawdown. The enterprise value-to-market value ratio is 1.54, and its maximum trailing 12-month maximum drawdown is 43.48%. The EV-MV ratio falls at the 76th percent-

ile in the communication services sector while the drawdown is at the 41st percentile. Over the past year, the company's EV-MV ratio has been between 1.19 and 1.61; its drawdown has ranged between 25.71% and 43.48%.

Economic Moat^Q as of 8 May 2024

Quantitatively, we believe Making Science Group has a Narrow economic moat. Its moat score of 0.81 corresponds to the 78th percentile in the communication services sector. Furthermore, this rating last differed from its previous rating of None on 05/01/2024, when the company's moat score fell from its maximum of 0.86 (score of 1 indicates greatest economic moat).

The company also maintains a quantitative financial health rating of Moderate. Its score sits at the 30th percentile overall and the 33rd percentile in the sector.

Examining the company's financials and market statistics, we find these ratings are principally driven by its book value yield and annualized trailing 12-month volatility. The book value yield is 11.57%, sitting at the 14th percentile in the communication services sector. The company's annualized trailing 12-month volatility is 28.82%, corresponding to the 43rd percentile in the equity coverage universe and the 40th percentile in the sector.

Fundamentals as of 8 May 2024

The earnings per share for Making Science Group is -1.06. The company earns a return on invested capital of -9.24%, falling at the 19th percentile in the communication services sector. The company did not report a dividend. We calculate the above figures over a trailing 12-month period.

Examining valuation further, the company's price-to-free cash flow ratio is 72.98, greater than 93% of

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Narrow	Very High	0.8	—	—	74.5740 Mil	Small Core	Communication Services	Advertising Agencies

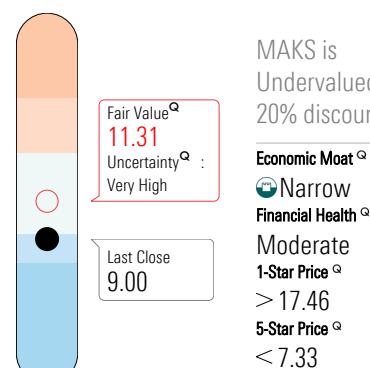
Earnings as of 3 May 2024

Earnings	%	■ Percentile in Sector
Dividend Yield*	—	—
Payout Ratio*	—	—
Price to Earnings	—	—
Price to Cash Flow	73.4	90.0
ROIC**	-9.2	19.0
*—		
**30 Jun 2023		

Dividends as of 8 May 2024



Valuation^Q as of 8 May 2024



MAKS is Undervalued at a 20% discount.

Economic Moat^Q
Narrow
Financial Health^Q
Moderate
1-Star Price^Q
> 17.46
5-Star Price^Q
< 7.33

its sector peers. These values are calculated using the stock's price at last market close.

Contact

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Financials as of 8 May 2024 (Fiscal Year End 31 Dec 2023)

2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	YTD	Fiscal
—	—	—	—	—	35	58	110	210	—	114	Revenue (Mil)
—	—	—	—	—	1,114	2,583	-1,437	-35	—	-2,364	Operating Income (K)
—	—	—	—	—	3.22	4.48	-1.3	-0.02	—	-2.08	Operating Margin (%)
—	—	—	—	—	665	1,542	-3,485	-4,985	—	-4,550	Net Income (K)
—	—	—	—	—	0.09	0.22	-0.46	-0.67	—	-0.61	Diluted Earnings/Share
—	—	—	—	—	-0.63	3.48	7.21	10.93	—	-13.51	Operating Cash Flow (Mil)
—	—	—	—	—	-1.12	-6.60	-29.40	-4.66	—	-2.86	Capital Spending (Mil)
—	—	—	—	—	-1.74	-3.13	-22.19	6.27	—	-16.37	Free Cash Flow (Mil)
—	—	—	—	—	7,095	7,095	7,593	7,487	—	7,504	Avg Shares Outstand(K)

Valuation as of 8 May 2024

2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Current	Calendar
—	—	—	—	—	—	1.17	0.77	0.47	0.64	0.80	Price/Fair Value ^Q
—	—	—	—	—	—	4.32	3.92	0.43	0.33	0.30	Price/Sales
—	—	—	—	—	—	105.67	—	—	—	—	Price/Earnings
—	—	—	—	—	—	—	13.57	—	491.84	442.66	Price/Cash Flow
—	—	—	—	—	—	42.22	20.14	4.28	9.61	8.65	Price/Book

Operating Performance as of — (Fiscal Year End 31 Dec 2023)

2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Q3	Fiscal (%)
—	—	—	—	—	2.69	4.63	-4.73	-4.17	—	—	Return on Assets
—	—	—	—	—	150	92.95	-47.45	-37.69	—	—	Return on Equity
—	—	—	—	—	10.97	15.91	-7.95	-6.06	—	—	Rtn on Invested Capital

Dividends

No data available

Appendix

Economic Moat [®] History as of 8 May 2024 (No Moat: 0.00-0.70, Narrow Moat: 0.70-0.99, Wide Moat: 0.99-1.00)												
Year	January	February	March	April	May	June	July	August	September	October	November	December
2024	0.75	0.71	0.45	0.81	0.81	—	—	—	—	—	—	—
2023	0.83	0.66	0.61	0.74	0.72	0.60	0.58	0.67	0.70	0.70	0.65	0.71
2022	0.86	0.77	0.85	0.76	0.83	0.67	0.69	0.74	0.72	0.77	0.71	0.75
2021	0.70	0.74	0.85	0.76	0.67	0.85	0.82	0.81	0.67	0.78	0.69	0.86
2020	—	—	—	—	—	—	—	0.43	0.31	0.49	0.73	0.74
2019	—	—	—	—	—	—	—	—	—	—	—	—

Quantitative Equity Report Overview

The quantitative report on equities consists of data, statistics and quantitative equity ratings on equity securities. Morningstar, Inc.'s quantitative equity ratings are forward looking and are generated by a statistical model that is based on Morningstar Inc.'s analyst-driven equity ratings and quantitative statistics. Given the nature of the quantitative report and the quantitative ratings, there is no one analyst in which a given report is attributed to; however, Mr. Lee Davidson, Head of Quantitative Research for Morningstar, Inc., is responsible for overseeing the methodology that supports the quantitative equity ratings used in this report. As an employee of Morningstar, Inc., Mr. Davidson is guided by Morningstar, Inc.'s Code of Ethics and Personal Securities Trading Policy in carrying out his responsibilities.

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Morningstar's quantitative equity ratings consist of: (i) Quantitative Fair Value Estimate, (ii) Quantitative Star Rating, (iii) Quantitative Uncertainty, (iv) Quantitative Economic Moat, and (v) Quantitative Financial Health (collectively the "Quantitative Ratings").

The Quantitative Ratings are calculated daily and derived from the analyst-driven ratings of a company's peers as determined by statistical algorithms. Morningstar, Inc. ("Morningstar", "we", "our") calculates Quantitative Ratings for companies whether or not it already provides analyst ratings and qualitative coverage. In some cases, the Quantitative Ratings may differ from the analyst ratings because a company's analyst-driven ratings can significantly differ from other companies in its peer group.

i. **Quantitative Fair Value Estimate:** Intended to represent Morningstar's estimate of the per share dollar amount that a company's equity is worth today. Morningstar calculates the Quantitative Fair Value Estimate using a statistical model derived from the Fair Value Estimate Morningstar's equity analysts assign to companies. Please go to <http://global.morningstar.com/equitydisclosures> for information about Fair Value Estimate Morningstar's equity analysts assign to companies.

ii. **Quantitative Economic Moat:** Intended to describe the strength of a firm's competitive position. It is calculated using an algorithm designed to predict the Economic Moat rating a Morningstar analyst would assign to the stock. The rating is expressed as Narrow, Wide, or None.

Narrow – assigned when the probability of a stock receiving a "Wide Moat" rating by an analyst is greater than 70% but less than 99%.

Wide – assigned when the probability of a stock receiving a "Wide Moat" rating by an analyst is greater than 99%.

None – assigned when the probability of an analyst receiving a "Wide Moat" rating by an analyst is less than 70%.

iii. **Quantitative Star Rating:** Intended to be the summary rating based on the combination of our Quantitative Fair Value Estimate, current market price, Quantitative Uncertainty Rating, and momentum. The rating is expressed as One-Star, Two-Star, Three-Star, Four-Star, and Five-Star.

★ – the stock is overvalued with a reasonable margin of safety.

*Log (Quant FVE/Price) < -1*Quantitative Uncertainty*

*Micro-Caps: Log (Quant FVE/Price) < -1.5*Quantitative Uncertainty*

★★ – the stock is somewhat overvalued.

*Log (Quant FVE/Price) between (-1*Quantitative Uncertainty, -0.5*Quantitative Uncertainty)*

*Micro-Caps: Log (Quant FVE/Price) between (-1.5*Quantitative Uncertainty, -0.75*Quantitative Uncertainty)*

★★★ – the stock is approximately fairly valued.

*Log (Quant FVE/Price) between (-0.5*Quantitative Uncertainty, 0.5*Quantitative Uncertainty)*

*Micro-Caps: Log (Quant FVE/Price) between (-0.75*Quantitative Uncertainty, 0.75*Quantitative Uncertainty)*

★★★★ – the stock is somewhat undervalued.

*Log (Quant FVE/Price) between (0.5*Quantitative Uncertainty, 1*Quantitative*

Uncertainty)

*Micro-Caps: Log (Quant FVE/Price) between (0.75*Quantitative Uncertainty, 1.5*Quantitative Uncertainty)*

★★★★★ – the stock is undervalued with a reasonable margin of safety.

*Log (Quant FVE/Price) > 1*Quantitative Uncertainty*

*Micro-Caps: Log (Quant FVE/Price) > 1.5*Quantitative Uncertainty*

After the initial calculation for the star rating, there is a final filtering step based on the momentum of the company. We rank the companies based on their 12-1 month momentum, then restrict those below the 30th percentile to a maximum of 3 stars.

iv. **Quantitative Uncertainty:** Intended to represent Morningstar's level of uncertainty about the accuracy of the Quantitative Fair Value Estimate. Generally, the lower the Quantitative Uncertainty, the narrower the potential range of outcomes for that particular company. The rating is expressed as Low, Medium, High, Very High, and Extreme.

Low – the interquartile range for possible fair values is less than 10%

Medium – the interquartile range for possible fair values is less than 15% but greater than 10%

High – the interquartile range for possible fair values is less than 35% but greater than 15%

Very High – the interquartile range for possible fair values is less than 80% but greater than 35%

Extreme – the interquartile range for possible fair values is greater than 80%

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Weak – assigned when Quantitative Financial Health < 0.2

Moderate – assigned when Quantitative Financial Health is between 0.2 and 0.7

Strong – assigned when Quantitative Financial Health > 0.7

Other Definitions

i. **Last Close** – Price of the stock as of the close of the market of the last trading day before date of the report.

ii. **Quantitative Valuation** – Using the below terms, intended to denote the relationship between the security's **Last Price** and Morningstar's quantitative fair value estimate for that security.

Undervalued – Last Price is below Morningstar's quantitative fair value estimate.

Fairly Valued – Last Price is in line with Morningstar's quantitative fair value estimate.

Fairly Valued – Last Price is in line with Morningstar's quantitative fair value estimate.

Overvalued – Last Price is above Morningstar's quantitative fair value estimate.

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Based on their quantitative scores, companies are grouped into one of five Risk Categories (negligible, low, medium, high, severe). These risk categories are absolute, meaning that a 'high risk' assessment reflects a comparable degree

of unmanaged ESG risk across all subindustries covered.

The ESG Risk Rating Assessment is a visual representation of Sustainalytics ESG Risk Categories on a 1 to 5 scale. Companies with Negligible Risk = 5 Globes, Low Risk = 4, Medium Risk = 3 Globes, High Risk = 2 Globes, Severe Risk = 1 Globe. For more information, please visit sustainalytics.com/esg-ratings/

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