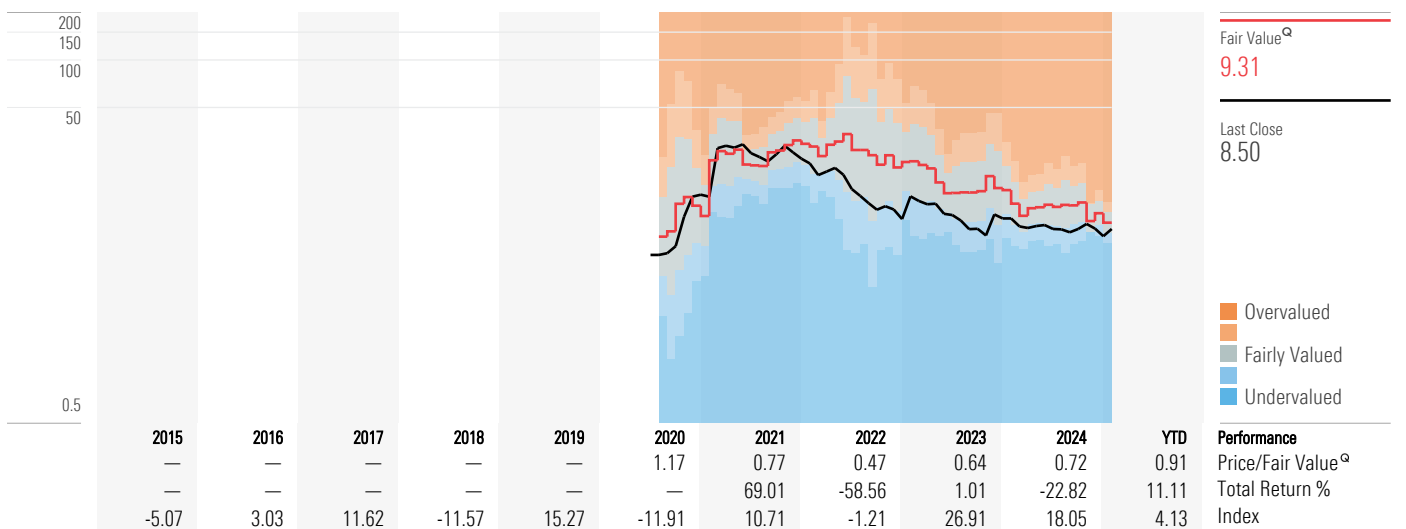


Making Science Group SA Ordinary Shares MAKS ★★★ Q 25 Jan 2025 06:42, UTC

Economic Moat ^Q	Uncertainty ^Q	Price/Fair Value ^Q	ESG Risk Rating Assessment ¹	Trailing Dividend Yield %	Market Cap	Investment Style	Sector	Industry
None	High	0.91		0.00	—	Small Growth	Communication Services	Advertising Agencies



As of 24 Jan 2025 | Index: Morningstar Spain GR EUR. Fair Value data as of 21 Jan 2025 06:33, UTC.

¹The ESG Risk Rating Assessment is a representation of Sustainalytics' ESG Risk Rating. Jeffrey Ptak, Chief Ratings Officer for Morningstar Research Services LLC oversees the methodology that supports Quantitative Fair Value Estimates and Quantitative Star Ratings. Mr Ptak is guided by the Morningstar Research Services' Code of Ethics and 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

Metrics	Percentile in Sector
Earnings Yield (%)	—
Sales Yield (%)	—
Book Value Yield (%)	—
Return on Assets (%)*	—
Revenue*	—
Market Value	—
Enterprise Value	—
EVMV Ratio	—
Volatility TTM (%)	—
Drawdown TTM (%)	—
Volume	—

* —

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 25 Jan 2025

Making Science Group SA Ordinary Shares is assigned a 3-star quantitative star rating, illustrating our stance that this share class is a balanced choice, but prudent investors should consider looking elsewhere. The stock currently trades at a 9% discount to our quantitative fair value estimate of 9.31 EUR per share; however, caution is warranted due to this estimate's high uncertainty rating.

The firm's valuation metrics strengthen our fair value estimate. A company's valuation metrics provide insights into the market's expectations for its future growth and profitability. For example, the firm's enterprise value to EBITDA ratio of 8.8 lies in the bottom 30% globally. Relative to the company's EBITDA, the enterprise value of the business is low, which contributes to our view that shares are cheap.

The company's balance sheet is an additional encouraging factor. Leverage can enable a company to invest in growth, potentially boosting shareholder value more than equity financing alone. The firm's debt to EBITDA ratio of 5.4, a core component of leverage, falls in the top 30% compared with global peers. The firm has a high level of debt relat-

ive to its asset base, which can signal significant investment in the business or a pending merger. In either case, it may suggest future growth in cash flows. This characteristic further promotes our favorable price/fair value ratio.

In addition to the aforementioned drivers, our model considers momentum as part of its comprehensive analysis. This share class has been a laggard relative to the broader universe over the past year. This underperformance makes the stock appear cheap, which portends a buying opportunity in light of other contributors to our model.

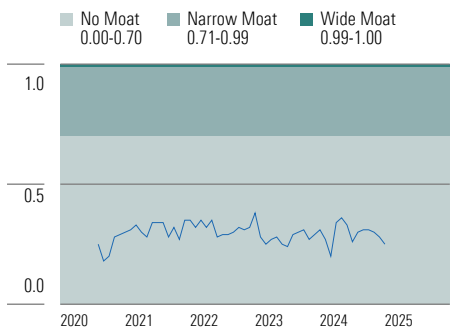
Economic Moat ^Q as of 25 Jan 2025

With its quantitative economic moat rating of none, we do not expect this company to materially outearn its cost of capital in the long run. Additionally, the firm's moderate financial health score suggests it is acceptably positioned against adverse economic circumstances.

Contact

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<https://www.makingscience.com>

Economic Moat ^Q History as of 18 Jan 2025



Making Science Group SA Ordinary Shares MAKS ★★★

25 Jan 2025 06:42, UTC

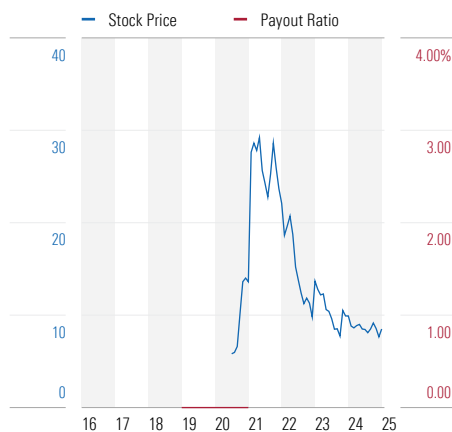
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None	High	0.91		0.00	—	Small Growth	Communication Services	Advertising Agencies

Earnings

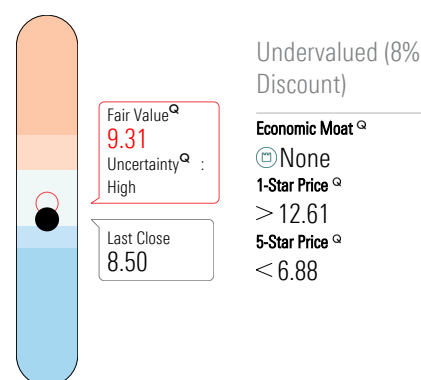
Earnings	%	■ Percentile in Sector
Dividend Yield*	—	—
Payout Ratio*	—	—
Price to Earnings	—	—
Price to Cash Flow	—	—
ROIC**	—	—

* —
** —

Dividends as of 24 Jan 2025



Valuation ^Q as of 21 Jan 2025



Financials (Fiscal Year End 31 Dec 2023)

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	06/2024	Fiscal
Revenue (Mil)	—	—	—	—	34.57	57.67	110.45	210.13	—	—	247.87	Revenue (Mil)
Operating Income (Mil)	—	—	—	—	1.11	2.67	-1.47	-0.03	—	—	8.67	Operating Income (Mil)
Operating Margin (%)	—	—	—	—	3.22	4.63	-1.33	-0.02	—	—	3.50	Operating Margin (%)
Net Income (Mil)	—	—	—	—	0.67	1.54	-3.49	-4.99	—	—	0.62	Net Income (Mil)
Diluted Earnings/Share	—	—	—	—	0.09	0.22	-0.49	-0.11	—	—	-0.22	Diluted Earnings/Share
Operating Cash Flow (Mil)	—	—	—	—	-0.63	3.48	7.21	10.93	—	—	14.38	Operating Cash Flow (Mil)
Capital Spending (Mil)	—	—	—	—	1.12	6.60	29.40	4.66	—	—	5.90	Capital Spending (Mil)
Free Cash Flow (Mil)	—	—	—	—	0.20	-3.62	-27.95	0.59	—	—	0.88	Free Cash Flow (Mil)
Avg Shares Outstand(Mil)	—	—	—	—	7.16	7.16	7.66	7.55	—	—	8.31	Avg Shares Outstand(Mil)

Valuation as of 24 Jan 2025

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Current	Calendar
Price/Fair Value ^Q	—	—	—	—	—	1.17	0.77	0.47	0.64	0.72	0.91	Price/Fair Value ^Q
Price/Sales	—	—	—	—	—	4.32	2.10	0.43	0.38	0.26	0.29	Price/Sales
Price/Earnings	—	—	—	—	—	105.67	—	—	—	—	—	Price/Earnings
Price/Cash Flow	—	—	—	—	—	76.20	59.13	23.00	34.09	9.52	10.58	Price/Cash Flow
Price/Book	—	—	—	—	—	42.22	18.82	4.05	8.70	3.52	3.92	Price/Book

Operating Performance (Fiscal Year End 31 Dec 2023)

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	06/2024	Fiscal (%)
Return on Assets	—	—	—	—	2.69	4.63	-4.73	-4.17	—	—	-1.31	Return on Assets
Return on Equity	—	—	—	—	150.96	92.95	-47.45	-37.69	—	—	-13.60	Return on Equity
Rtn on Invested Capital	—	—	—	—	10.97	15.91	-7.95	-6.06	—	—	2.30	Rtn on Invested Capital

Dividends as of 24 Jan 2025

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Current	Calendar (%)
Dividend Per Share	—	—	—	—	—	—	—	—	—	—	0.00	Dividend Per Share
Trailing Dividend Yield	—	—	—	—	—	0.00	0.00	0.00	0.00	0.00	0.00	Trailing Dividend Yield
Buyback Yield	—	—	—	—	—	—	—	—	—	—	—	Buyback Yield

Appendix

Economic Moat [®]History as of 18 Jan 2025 (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
2025	0.25	—	—	—	—	—	—	—	—	—	—	—
2024	0.31	0.27	0.20	0.34	0.36	0.33	0.26	0.30	0.31	0.31	0.30	0.28
2023	0.38	0.28	0.25	0.27	0.28	0.25	0.24	0.29	0.30	0.31	0.27	0.29
2022	0.35	0.32	0.35	0.32	0.35	0.28	0.29	0.29	0.30	0.32	0.31	0.32
2021	0.30	0.31	0.33	0.30	0.28	0.34	0.34	0.34	0.28	0.32	0.27	0.35
2020	—	—	—	—	—	—	—	0.25	0.18	0.20	0.28	0.29

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, Jeffrey Ptak, Chief Ratings Officer for Morningstar Research Services LLC is responsible for overseeing the methodology that supports the quantitative equity ratings used in this report. As an employee of Morningstar Research Services LLC, a subsidiary of Morningstar, Inc., Mr Ptak is guided by the Morningstar Research Services' Code of Ethics and the Morningstar, Inc. Code of Ethics and Personal Securities trading Policy in carrying out his responsibilities.

Quantitative Equity Ratings

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*

Under Review – Morningstar will assign a rating of "Under Review" in three scenarios: when there is occurrence of a corporate event, when the closing price is unavailable for at least 7 days, or when the quantitative Fair Value to Price Ratio does not fall into the expected range of 0.25-4.

Not Rated – Morningstar will assign a rating of 'Not Rated' when closing price data is unavailable for at least 30 days.

Momentum Flag – 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%

v. **Quantitative Financial Health:** Intended to reflect the probability that a firm will face financial distress in the near future. The calculation uses a predictive model designed to anticipate when a company may default on its financial obligations. The rating is expressed as Weak, Moderate, and Strong.

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.

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

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Sustainalytics' ESG Risk Ratings measure the degree to which company's economic value at risk is driven by environment, social and governance (ESG) factors.

Sustainalytics analyzes over 1,300 data points to assess a company's exposure to and management of ESG risks. In other words, ESG Risk Ratings measures a company's unmanaged ESG Risks represented as a quantitative score.

Unmanaged Risk is measured on an open-ended scale starting at zero (no risk) with lower scores representing less unmanaged risk and, for 95% of cases, the unmanaged ESG Risk score is below 50.

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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