

This report is prepared for the Warsaw Stock Exchange SA within the framework of the Analytical Coverage Support Program 4.0.

361/2025/AR/ May 19, 2025

Company	LT fundamental recommendation	12M EFV (PLN)	ST market-relative bias	Analyst
Action	Buy	23.1	Neutral	Jakub K. Viscardi

Event: 1Q25 results' forecasts.

On May 29 Action will publish 1Q25 financial results, albeit some preliminary figures may be released earlier. Given monthly sales data and gross margin on sales revealed by the Company we expect a high single-digit rate of a revenues yoy growth in 1Q25. On the one hand, we expect a gross margin on sales yoy erosion, on the other, the pressure on SG&A costs should soften.

On the back of reported data for January, February and March we forecast 1Q25 revenues at PLN 658.7 million which implies a 7% yoy growth featuring some sales improvement in IT hardware and other categories. In January/ February/ March, Action's gross margin on sales reached 7.7%/ 7.6%/ 7.4%, vs 7.6%/ 7.6%/ 8.2% a year before (preliminary data); we assume that the final gross margin on sales should be higher than the preliminary one (as it was in 4Q24) and would reach 8.2% in 1Q25 vs 8.6% in 1Q24.

We forecast 1Q25 EBITDA at c. PLN 11.0 million (down 49% yoy) taking into consideration on the one hand (i) a 7% growth of sales (positive effect of the operating leverage) and (ii) subsiding pressure of the sales costs due to restructuring (effects of which were visible already in 3Q and 4Q last year) and on the other (iii) lower yoy gross margin on sales, mainly on the back of PLN strengthening vs EUR. However, in 1Q24 the Company's EBITDA was elevated by a one-off PLN 12.2 million gain on a real estate disposal, thus we expect adj 1Q25 adj EBITDA to grow 16% yoy with adj EBITDA margin to reach 1.7% vs 1.5% in 1Q24. We assume a PLN 2.3 million D&A and expect adj EBIT to reach PLN 8.7 million (up 17% yoy). With the effective tax rate assumed at c. 19% we forecast the Company's adj net profit at c. PLN 7.4 million (up 23% yoy).

Action; 1Q25 results' forecasts

IFRS, consolidated (PLN million)				Realization of FY forecast in:	
	1Q25	1Q24	yoy	1Q25	1Q24
Sales	658.7	615.6	7%	25%	24%
Gross profit on sales	54.1	53.0	2%	24%	25%
Gross margin on sales	82%	8.6%	-	-	-
EBITDA	11.0	21.7	-49%	28%	39%
EBITDA margin	1.7%	3.5%	-	-	-
Adj EBITDA	11.0	9.5	16%	28%	24%
Adj EBITDA margin	1.7%	1.5%	-	-	-
EBIT	8.7	19.6	-56%	29%	42%
EBIT margin	1.3%	3.2%	-	-	-
Adj EBIT	8.7	7.5	17%	29%	24%
adj EBIT margin	1.3%	1.2%	-	-	-
Gross profit	9.2	20.4	-55%	29%	42%
Gross margin	1.4%	3.3%	-	-	-
Adj gross profit	9.2	8.2	13%	29%	25%
Adj gross profit margin	1.4%	1.3%	-	-	-
Net profit	7.4	15.9	-53%	29%	40%
Net margin	1.1%	2.6%	-	-	-
Adj net profit	7.4	6.1	23%	29%	23%
Adj net margin	1.1%	1.0%	-	-	-

Adjusted profits

1Q24 profits adjusted for a PLN 12.2 million gain on a real estate disposal

Source: Company. DM BOS SA estimates

Expected impact: Depending on the differences between the Company's reported results and our forecasts.

The report is not a recommendation within the meaning of Commission Delegated Regulation (EU) 2016/958 of 9 March 2016 supplementing Regulation (EU) No 596/2014 of the European Parliament and of the Council with regard to regulatory technical standards for technical arrangements for objective presentation of investment recommendations or other information recommending or suggesting an investment strategy and for disclosure of particular interests or indications of conflicts of interest.