

## Update

## Buy

Target Price: EUR 20

## Overview

Industry:	IT Services & Software
Country:	Germany
Reuters:	PSAGn.DE
WKN	A0Z1JH
Website:	psi.de

Current Price:	17,10
	High Low
Price 52W.:	23,05 15,00
Market Cap. (Mill. EUR)	268,4
No. Of Shares (in Mill.)	15,7

## Shareholders

Free Float	57,01%
RWE Rheinwestfalen Netz AG	17,77%
Employee Consortium	9,35%
Harvinder Singh	8,10%
Allianz Global Investors	4,54%

## Performance

4 Weeks	5,0%
13 Weeks	0,3%
26 Weeks	-16,3%
52 Weeks	8,3%
YTD	-4,2%

## Dividend

	EUR/Share	in %
2009	0,20	48%
2010	0,20	45%
2011e	0,24	45%
2012e	0,30	45%
2013e	0,00	45%

## 52-Week Chart



## Analyst Coverage

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## PSI AG

## Q3 with Disappointing Energy but Surprising Production

- New orders came in strong increasing 13% to €17.3m lifting the order backlog to €124m. Revenues and earnings on a group level came in at our expectations. Disappointing margins in the energy segment were fetched by a strong performance in the production segment. While the financial expenses stayed stable the tax burden increased. Combined all effects resulted in a quarterly net income equal to previous year and earnings per share of €0.09. The cash flow from operations rose by 35% increasing the company's liquidity cushion to €29,6m.
- Whereas revenue increased slightly in the energy segment, the earnings result came in disappointing. Margins deteriorated due to investments in the export structure and energy network infrastructure almost doubling the operating expenses while material expenses decreased considerably and labor costs stayed stable. The recent dynamic developments together with an uncertain regulatory environment prolonged the planning phase of energy operators' sizeable investments. However we expect the first orders to step in by mid-2012.
- The results in the segment production came in surprisingly good representing its best year-to-date third quarter performance since years. While material costs grew slightly less, labor costs only grew half the rate of revenue growth, showing effects of scale. As a result quarterly margins increased to double digits. New orders came in from steel manufactures who are expecting increased demand of steel tubes due to the global pipeline buildup. During the last quarter the entry in the Asian market succeeded in the area of commodity extraction and several new logistics contracts could be signed.
- In the infrastructure segment several large scale contracts during the last quarters were signed amounting to a large order backlog in the segment. The company expects this to contribute to an increase in revenues and earnings at the end of this year.
- As the kick-off in the smart grid arena takes longer than anticipated we adjust our revenue forecasts downwards by 2%. The company revised its EBIT guidance for the current year to €11m. Investments in the energy segment came in larger as expected and a pickup in business is a necessary step in achieving the company's goal of double digit margins. We believe the company will meet the upper end of its renewed EBIT guidance at the end of this year and adjust our estimates downwards from previous €13m. This results in a target price of €20.00. Our investment case remains intact. Concluding, we rate the stock of PSI AG as a BUY.

## Key Data

EUR m	2007	2008	2009	2010	2011e	2012e
Revenues	126,37	131,3	150,58	165,34	174,39	191,14
EBITDA	7,19	8,87	11,45	13,94	14,00	20,09
EBIT	4,07	6,23	7,82	9,51	10,78	16,57
Net Income	1,87	4,14	6,6	7,05	7,23	10,99
EPS	0,15	0,34	0,42	0,45	0,46	0,70
BVPS	2,44	2,71	3,93	4,30	-3,7	-3,7
CFPS	0,01	1,33	0,61	0,92	1,30	1,29
RoA	3%	4%	5%	4%	4%	6%
RoE	9%	13%	11%	10%	10%	14%
EBIT margin	3%	5%	5%	6%	6%	9%

## Inhalt

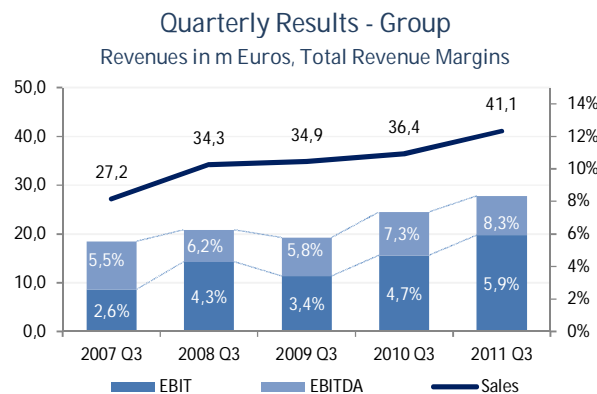
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## 1. Quarterly Results

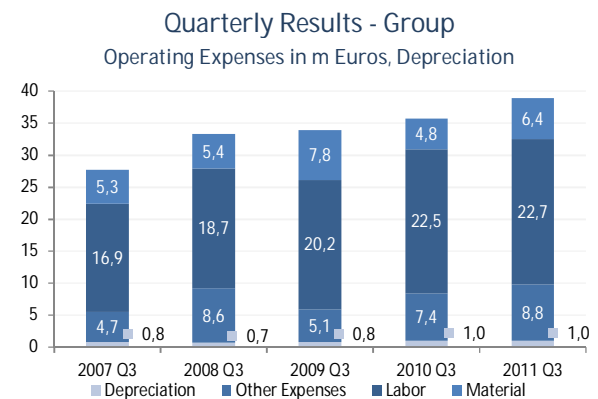
Revenue		Quarterly Performance					Year-to-Date Performance					Q3 Estimate Group		
		2007 Q3	2008 Q3	2009 Q3	2010 Q3	2011 Q3	2007 TY	2008 TY	2009 TY	2010 TY	2011 TY			
Segment Energy	External	mio. €	11,9	13,9	14,7	14,8	15,3	mio. €	38,2	39,3	43,5	45,1	47,0	Mean
		Δ		16,5%	6,3%	0,0%	3,4%	Δ		2,9%	10,7%	3,7%	4,2%	40,03
		% Group	44%	40%	42%	40%	37%	% Group	44%	43%	43%	40%	40%	Stdv
Segment Production	External	mio. €	12,4	17,2	13,5	15,8	20,3	mio. €	37,5	41,9	43,5	48,7	56,1	1,39
		Δ		38,1%	-21,6%	17,6%	28,3%	Δ		11,7%	3,9%	11,9%	15,1%	High
		% Group	46%	50%	39%	43%	49%	% Group	43%	46%	43%	43%	48%	42,00
Segment Infrastructure	External	mio. €	2,8	3,2	6,6	5,9	5,5	mio. €	12,0	10,8	13,1	19,7	14,2	Low
		Δ		13,2%	106,2%	-11,9%	-5,8%	Δ		-10,3%	21,2%	50,4%	-27,7%	38,60
		% Group	10%	9%	19%	16%	13%	% Group	14%	12%	13%	17%	12%	Number
Group	Net Sales	mio. €	27,2	34,3	34,9	36,4	41,1	mio. €	87,7	92,0	100,1	113,5	117,3	6
		Δ		26,0%	1,7%	4,6%	12,7%	Δ		4,9%	8,8%	13,4%	3,3%	Analyst
		% Group	100%	100%	100%	100%	100%	% Group	100%	100%	100%	100%	100%	41

Sources: Company, Reuters, Dr. Kalliwoda | Research © 2011

New orders came in strong increasing 13% to €17.3m lifting the order backlog to €24m. Revenues and earnings on a group level came in at our expectations. Disappointing margins in the energy segment were fetched by a strong performance in the production segment. While the financial expenses stayed stable the tax burden increased. Combined all effects resulted in a quarterly net income equal to previous year and earnings per share of €0.09. The cash flow from operations increased 35% giving the company a liquidity cushion of €29,6m.



Source: Company



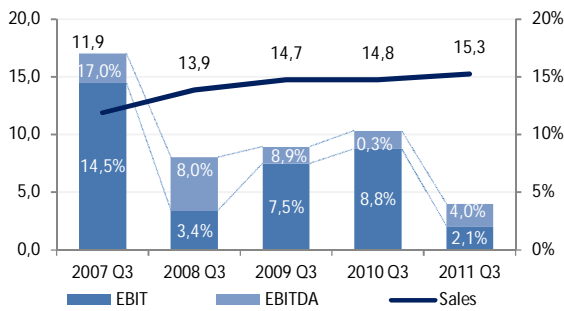
Source: Company

EBIT		Quarterly Performance					Year-to-Date Performance					Q3 Estimate Group		
		2007 Q3	2008 Q3	2009 Q3	2010 Q3	2011 Q3	2007 TY	2008 TY	2009 TY	2010 TY	2011 TY			
Segment Energy	EBIT	mio. €	2,2	0,5	1,1	1,4	0,3	mio. €	1,6	2,5	3,0	4,6	3,1	Mean
		Δ		-77,0%	117,5%	28,7%	-78,0%	Δ		59,7%	22,2%	50,5%	-32,7%	2,42
		% Group	300%	34%	92%	80%	13%	% Group	60%	59%	65%	84%	49%	Stdv
		% Rev	14%	3%	7%	9%	2%	% Rev	4%	6%	6%	9%	6%	3,20
Segment Production	EBIT	mio. €	2,2	0,7	0,3	-0,2	1,9	mio. €	0,8	1,7	1,7	0,2	3,6	Low
		Δ		-69,0%	-61,4%	-180,0%	-	Δ		113,4%	-2,5%	-89,9%	2029%	1,83
		% Group	303%	46%	22%	-12%	77%	% Group	31%	41%	36%	3%	57%	Number
		% Rev	15%	5%	2%	-1%	11%	% Rev	2%	4%	4%	0%	7%	6
Segment Infrastructure	EBIT	mio. €	0,9	0,1	0,0	0,8	0,5	mio. €	0,5	0,2	0,3	1,3	1,0	Analyst
		Δ		-91,6%	-62,5%	2740,7%	-37,8%	Δ		-52,5%	27,6%	319,3%	-24,4%	2,40
		% Group	118%	5%	2%	44%	19%	% Group	20%	6%	7%	24%	15%	6
		% Rev	6%	0%	0%	5%	3%	% Rev	1%	1%	1%	2%	2%	6
Group	EBIT	mio. €	0,7	1,5	1,2	1,8	2,4	mio. €	2,6	4,2	4,7	5,4	6,3	Analyst
		Δ		104,1%	-20,1%	47,2%	39,8%	Δ		62,3%	11,5%	16,8%	15,7%	2,40
		% Rev	3%	4%	3%	5%	6%	% Rev	3%	4%	5%	5%	5%	6

Sources: Company, Reuters, Dr. Kalliwoda | Research © 2011

## Quarterly Results – Segment Energy

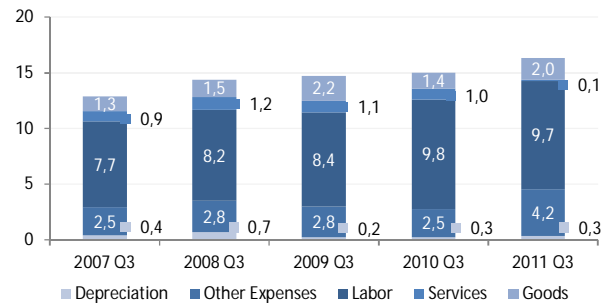
External Revenues in m Euros, Total Revenue Margins



Source: Company

## Quarterly Results - Segment Energy

Operating Expenses in m Euros, Depreciation

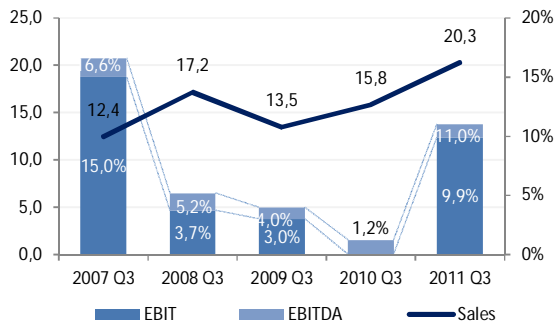


Source: Company

Whereas revenue increased slightly in the **energy segment**, the earnings result came in disappointing. Margins deteriorated due to investments in the export structure and energy network infrastructure almost doubling operating expenses while material expenses decreased considerably and labor costs stayed stable. According to the company the investments will enable it to increase the share of maintenance revenues from orders related to the smart grid area in 2012. The recent dynamic developments together with an uncertain regulatory environment prolonged the planning phase of energy operators' sizeable investments. However we await orders to step in by mid-2012.

## Quarterly Results – Segment Production

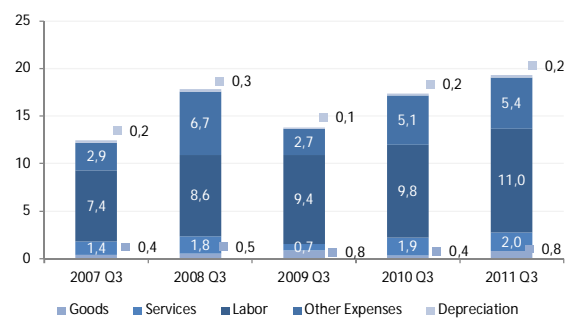
External Revenues in m Euros, Total Revenue Margins



Source: Company

## Quarterly Results - Segment Production

Operating Expenses in m Euros, Depreciation

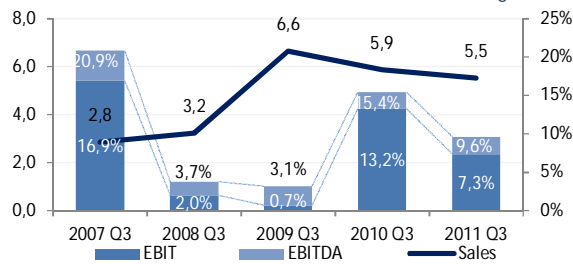


Source: Company

The results in the **segment production** came in surprisingly good representing its best year-to-date third quarter performance since years. While material costs grew slightly less, labor costs only grew half the rate of revenue growth, showing effects of scale. As a result quarterly margins increased to double digits. New orders came in from steel manufacturers who are expecting an increased demand in steel tube due to the global pipeline buildup. During the last quarter the entry in the Asian market succeeded in the area of commodity extraction and several new logistics contracts could be signed.

### Quarterly Results – Segment Infrastructure

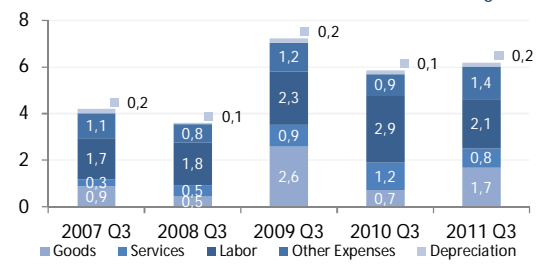
External Revenues in m Euros, Total Revenue Margins



Source: Company

### Quarterly Results - Segment Infrastructure

External Revenues in m Euros, Total Revenue Margins



Source: Company

When looking at the performance of the **infrastructure segment** keep in mind the sold telecommunications unit at the end of 2010. Several large scale contracts during the last quarters were signed amounting to a large order backlog in the segment. The company expects this to contribute to an increase in revenues and earnings at the end of this year.

## 2. Investment Case

**Strong Market Position** We view PSI's competitive position as very strong and stable. PSI enjoys a first mover advantage in many of its product areas. It is the leader in volume in many of its markets and its software products carry unique features making it a quality leader in further market niches where it endeavors the position as volume leader. We view its success as the result of the company's focus on its core competency in network control systems and experience in this area, the ability to spot market trends and innovate having a highly specialized workforce and last but not least the company's pilot project development approach.

**Dynamic Growth Potential** All company segments envision organic and inorganic growth. In the energy segment the development of a smart grid in Germany's medium-voltage system should trigger orders as soon as utility providers face a stable regulatory environment and concluded their infrastructure plans which we currently expect to be the case next year. Adding to this dynamic with a lag, the development of a smart layer in the low-voltage system is expected with the timing depending on the growth of renewable energy production among households and firms. Germany is a forth comer with the development its electricity network due to high costs and the trend in renewable energies which both should be enforced by the recent decision to exit nuclear energy. As a first-mover and current market leader PSI will be able to export its products in the long-term if other countries follow Germany's approach. However the scale effects from exports will be bounded by the fact that foreign networks are very different and considerable software adjustments are expected to be necessary. In the developing markets smart grid products will not be able to include a forecast related software component due to lack of data, diminishing the efficiency and therefore attractiveness of a smart grid establishment.

As the leading software developer in the steel market worldwide the production management segment faces further growth potential through the in 2010 developed mining control system. Already customers from China have acknowledged interest in the product. A further strong sales channel for the product to existing steel customers could develop if the trend of vertical integration by steel companies facing fluctuating input prices continues.

The segment of infrastructure not only produces stable revenue streams through a large share of government

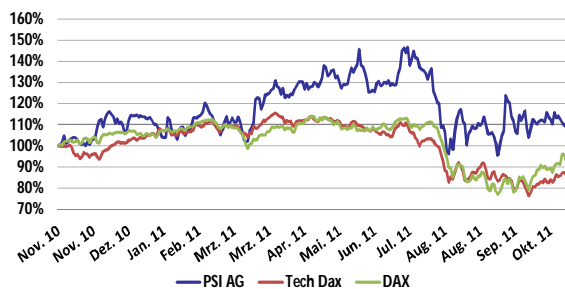
related contracts, but also growth potential due increased need of traffic management systems in the increasing metropolitan areas around the world.

**Business Risk** Overall PSI's customers are from very cyclical sectors. The exposure to business cycle risk is somewhat diminished by the fact that the company delivers products mainly related to efficiency and cost cutting gains. The company works on increasing its share of large rollout contracts enabling it to receive large upfront payments and a larger share of maintenance revenue resulting in a more stable the revenue stream and higher cash flow.

**Margin Improvement Expected** We expect margins to increase as software related revenues are expected to increase, especially due to the high growth in the energy segment. The effect will be enforce though a lowering of costs through the lower product development costs and costs of finishing the product platform and related gains in efficiency. Labor costs are expected to decrease as the production of standardized product features will be moved to Eastern European markets where mathematically skilled labor force is available. We view the near-shoring together with the newly developed product platform as strategically important factors. They free capacity of the highly specialized inland workforce such as electrical engineers with software skills which can so forth focus on innovations. This lessens the dependence on the tight software engineering labor market.

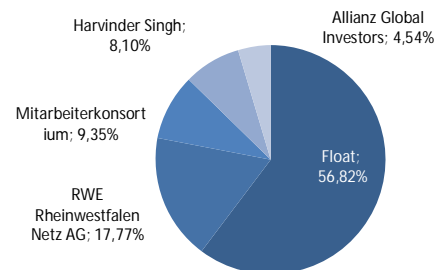
### 3. Stock and Shareholder Structure

Stock Price Development



Source: Reuters, Own Calculations

Shareholder Structure



Source: Company

Since the beginning of September the stock is part of the TecDax which should increase the liquidity in the shares. There exists speculation among investors and analyst about PSI being an attractive takeover target which could provide a bottom to the stock price performance.

### 4. Conclusion

As the kick-off in the smart grid arena takes longer than anticipated we adjust our revenue forecasts downwards by 2%. The company revised its EBIT guidance for the current year to €1m. Investments in the energy segment came in larger as expected and a pickup in business is a necessary step of achieving the company's goal of double digit margins. We believe the company will meet the upper end of its renewed EBIT guidance at the end of this year and adjust our estimates downwards from previous €13m. This results in a target price of €20.00. Our investment case remains intact. Concluding, we rate the stock of PSI AG as a BUY.

## 5. Financials

### 5.1. Profit & Loss Statements

Profit & Loss Statement						
Figures in mio. €	Fiscal Year					
	2007	2008	2009	2010	2011e	2012e
<b>Revenues</b>	<b>123,2</b>	<b>128,9</b>	<b>147,0</b>	<b>158,7</b>	<b>169,3</b>	<b>185,6</b>
Other Operating Income	3,2	2,5	3,6	6,7	5,1	5,6
Cost of Revenues	25,7	22,2	28,4	26,2	27,0	28,6
<b>Gross income</b>	<b>97,5</b>	<b>106,7</b>	<b>118,6</b>	<b>132,5</b>	<b>147,4</b>	<b>162,6</b>
Personnel expenses	71,8	75,3	83,6	94,2	101,2	111,0
Depreciation and amortization	3,1	2,6	3,6	4,4	3,2	3,5
Other operating expenses	21,7	24,9	27,1	31,0	32,2	31,5
<b>Operating Result</b>	<b>4,1</b>	<b>6,2</b>	<b>7,8</b>	<b>9,5</b>	<b>10,8</b>	<b>16,6</b>
Financial profit / loss	-1,1	-1,0	-0,9	-1,6	-1,7	-1,9
<b>Earnings before taxes</b>	<b>2,9</b>	<b>5,3</b>	<b>7,0</b>	<b>7,9</b>	<b>9,0</b>	<b>14,7</b>
Taxes on income	1,1	1,1	0,3	0,8	1,8	3,7
<b>Consolidated net profit</b>	<b>1,9</b>	<b>4,1</b>	<b>6,6</b>	<b>7,1</b>	<b>7,2</b>	<b>11,0</b>
<b>Shares outstanding (million)</b>	<b>12,11</b>	<b>12,11</b>	<b>15,70</b>	<b>15,70</b>	<b>15,70</b>	<b>15,70</b>
<b>Earnings per share</b>	<b>0,15</b>	<b>0,34</b>	<b>0,42</b>	<b>0,45</b>	<b>0,46</b>	<b>0,70</b>
<b>Profit &amp; Loss (Year on Year)</b>						
<b>Revenues</b>	<b>5%</b>	<b>5%</b>	<b>14%</b>	<b>8%</b>	<b>7%</b>	<b>10%</b>
Other Operating Income	5%	-23%	47%	86%	-24%	10%
Cost of Revenues	7%	-14%	28%	-8%	3%	6%
<b>Gross income</b>	<b>5%</b>	<b>9%</b>	<b>11%</b>	<b>12%</b>	<b>11%</b>	<b>10%</b>
Personnel expenses	1%	5%	11%	13%	7%	10%
Depreciation and amortization	0%	-15%	38%	22%	-27%	9%
Other operating expenses	3%	15%	9%	14%	4%	-2%
<b>Operating Result</b>	<b>288%</b>	<b>53%</b>	<b>26%</b>	<b>22%</b>	<b>13%</b>	<b>54%</b>
Financial profit / loss	-19%	-15%	-8%	87%	7%	10%
<b>Earnings before taxes</b>	<b>-</b>	<b>80%</b>	<b>32%</b>	<b>13%</b>	<b>15%</b>	<b>62%</b>
Taxes on income	-	7%	-70%	144%	118%	103%
<b>Consolidated net profit</b>	<b>335%</b>	<b>121%</b>	<b>59%</b>	<b>7%</b>	<b>3%</b>	<b>52%</b>
<b>Shares outstanding (million)</b>	<b>0%</b>	<b>0%</b>	<b>30%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Earnings per share</b>	<b>3,35</b>	<b>1,21</b>	<b>0,23</b>	<b>0,07</b>	<b>0,03</b>	<b>0,52</b>
<b>Profit &amp; Loss (% of Revenues)</b>						
<b>Revenues</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Other Operating Income	3%	2%	2%	4%	3%	3%
Cost of Revenues	21%	17%	19%	17%	16%	15%
<b>Gross income</b>	<b>79%</b>	<b>83%</b>	<b>81%</b>	<b>83%</b>	<b>87%</b>	<b>88%</b>
Personnel expenses	58%	58%	57%	59%	60%	60%
Depreciation and amortization	3%	2%	2%	3%	2%	2%
Other operating expenses	18%	19%	18%	20%	19%	17%
<b>Operating Result</b>	<b>3%</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>	<b>6%</b>	<b>9%</b>
Financial profit / loss	-1%	-1%	-1%	-1%	-1%	-1%
<b>Earnings before taxes</b>	<b>2%</b>	<b>4%</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>8%</b>
Taxes on income	1%	1%	0%	1%	1%	2%
<b>Consolidated net profit</b>	<b>2%</b>	<b>3%</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>	<b>6%</b>

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## 5.2. Balance Sheet

### Balance Sheet

Figures in mio. €	Fiscal Year					
	2007	2008	2009	2010	2011e	2012e
<b>Assets</b>						
<u>Non-current assets</u>						
Property, plant and equipment	7,8	8,0	9,3	13,7	15,1	16,6
Intangible assets	2,1	2,5	4,7	2,7	2,5	2,3
Goodwill	12,9	16,2	43,9	43,9	43,9	43,9
Long term investments	2,1	2,5	4,7	2,7	2,5	2,3
Other long term Assets	3,6	2,4	2,9	4,3	1,7	1,7
<b>Sum non-current assets</b>	<b>26,4</b>	<b>29,0</b>	<b>61,2</b>	<b>65,0</b>	<b>63,5</b>	<b>64,9</b>
<u>Current assets</u>						
Inventories	1,0	1,7	2,8	3,4	0,3	0,3
Total receivables, net	41,4	45,9	66,4	65,2	65,8	69,4
Other assets	19,0	23,7	20,8	28,9	43,5	57,7
Cash and cash equivalents	64,1	73,6	93,5	104,2	115,0	133,1
<b>Sum current assets</b>	<b>64,1</b>	<b>73,6</b>	<b>93,5</b>	<b>104,2</b>	<b>115,0</b>	<b>133,1</b>
<b>Total assets</b>	<b>90,6</b>	<b>102,6</b>	<b>154,7</b>	<b>169,2</b>	<b>178,5</b>	<b>198,0</b>
<b>Equity and Liabilities</b>						
<u>Shareholders' equity</u>						
Subscribed capital	31,0	30,5	40,2	40,2	40,2	40,2
Capital reserves	31,8	31,6	35,2	35,1	35,1	35,1
Retained earnings	-33,4	-28,4	-9,1	-7,2	-3,1	4,6
<b>Sum equity</b>	<b>29,4</b>	<b>33,7</b>	<b>66,3</b>	<b>68,1</b>	<b>72,2</b>	<b>80,0</b>
<u>Non-current liabilities</u>						
Non-current loans	0,0	0,0	0,8	5,7	6,7	7,7
Deferred tax liabilities	2,0	2,2	2,3	1,7	3,3	3,5
Other non-current liabilities	27,4	26,7	30,1	33,6	33,2	35,0
<b>Sum non-current liabilities</b>	<b>29,4</b>	<b>28,8</b>	<b>33,3</b>	<b>41,0</b>	<b>43,2</b>	<b>46,2</b>
<u>Current liabilities</u>						
Trade payables	9,4	9,6	14,6	15,4	15,9	17,7
Accrued expenses	22,1	30,2	39,0	42,2	45,1	51,9
Financial liabilities	0,3	0,3	1,6	2,5	2,1	2,3
<b>Sum current liabilities</b>	<b>31,7</b>	<b>40,1</b>	<b>55,2</b>	<b>60,1</b>	<b>63,1</b>	<b>71,9</b>
<b>Total equity and liabilities</b>	<b>90,6</b>	<b>102,6</b>	<b>154,7</b>	<b>169,2</b>	<b>178,5</b>	<b>198,0</b>

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## 6. Valuation

### 6.1.DCF-Model

In order to determine the fair value, we established a three-stage discounted cash flow model and used market data for peer group companies. All data are based on the consolidated financial statements.

Through discounting operative free cash flows to the valuation date we accommodated the during the period valuation date. As the valuation date we chose the first of November 2011. As far as non-operating assets are concerned, their value was derived separately and added to the present value of payouts.

Tying in with this, the phase of terminal value follows, for which we calculated with a growth rate of 2.5% p.a.

#### / Discounted Cash Flow-Modell (Basis 11/2011)

(mEUR)	Phase 1					
	2011e	2012e	2013e	2014e	2015e	2016e
<b>Revenues</b>	<b>169,32</b>	<b>185,57</b>	<b>202,65</b>	<b>221,38</b>	<b>241,93</b>	<b>264,46</b>
Rate of change	10%	10%	9%	9%	9%	9%
<b>EBIT</b>	<b>10,78</b>	<b>16,57</b>	<b>21,28</b>	<b>24,53</b>	<b>28,18</b>	<b>32,32</b>
Rate of change	13%	54%	28%	15%	15%	15%
Margin	6,4%	8,9%	10,5%	11,1%	11,6%	12,2%
Interest and Shareholding Income	<b>-1,74</b>	<b>-1,91</b>	<b>-2,08</b>	<b>-2,27</b>	<b>-2,48</b>	<b>-2,72</b>
<b>EBT</b>	<b>9,04</b>	<b>14,66</b>	<b>19,20</b>	<b>22,25</b>	<b>25,69</b>	<b>29,61</b>
Operational tax expenses	<b>-1,81</b>	<b>-3,66</b>	<b>-5,76</b>	<b>-6,68</b>	<b>-7,71</b>	<b>-8,88</b>
Effective Tax Rate (ex. Interest Income)	20,0%	25,0%	30,0%	30,0%	30,0%	30,0%
Depreciation and Amortization	<b>3,22</b>	<b>3,52</b>	<b>3,85</b>	<b>4,22</b>	<b>4,63</b>	<b>5,07</b>
Depreciation Ratio (%Revenues)	1,9%	1,9%	1,9%	1,9%	1,9%	1,9%
Changes in long-term provisions	<b>1,64</b>	<b>0,18</b>	<b>0,33</b>	<b>0,35</b>	<b>0,39</b>	<b>0,42</b>
Proportion of Revenues	1,0%	0,1%	0,2%	0,2%	0,2%	0,2%
Cash Flow -Business needs (change WC)	<b>8,45</b>	<b>2,15</b>	<b>-2,20</b>	<b>1,38</b>	<b>-2,93</b>	<b>-3,49</b>
Working-Capital-Ratio (%Revenues)	5,0%	1,2%	-1,1%	0,6%	-1,2%	-1,3%
Investments into fixed assets	<b>-4,39</b>	<b>-4,83</b>	<b>-5,32</b>	<b>-5,86</b>	<b>-6,46</b>	<b>-7,12</b>
Investments ratio (%Revenues)	-2,6%	-2,6%	-2,6%	-2,6%	-2,7%	-2,7%
Other	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>
<b>Free Cash-Flow</b>						

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## 6.2. WACC

The discount rate was calculated by deriving the weighted average cost of capital. We assume that the target capital structure will not change in the subsequent business years.

### WACC Annahmen

#### Wachstumsprämissen

Langfristiges Wachstum / Inflationsrate	2,5%
Angleichungsphase (ab 2017)	5 Jahre
Anfangswachstum des Umsatzes	9,0%
Margenentwicklung (p.a.)	+3 BP

#### Eigenkapitalkosten

Langfristiger risikoloser Zinssatz	3,8%
Risikoprämie Markt / Aktienmarktrendite	5,0%
Beta des Unternehmens (Näherung)	1,03
Zinssatz	9,0%

#### Fremdkapitalkosten

Fremdkapitalkostensatz (vor St.)	7,0%
Steuersatz auf Fremdkapitalzinsen	30,0%
<b>Fremdkapitalkostensatz (nach St.)</b>	<b>4,9%</b>

Wert des Eigenkapitals	304
Wert des Fremdkapitals	8
Gearing	2,7%
<b>WACC</b>	<b>8,84%</b>

Adjustments for debt to current interest were not made. Risk free profitability is based on the average profitability of the 30-year treasury bond.

Figuring a risk prime follows the capital asset pricing model (CAPM) and covers in particular the systemic risks (market risk prime esp. company specific risk). The beta value we used to identify the company specific risk is based on the performance of the reference index DAX.

## 6.3. Fair Value – Sensitivstes

Our derived fair value per share amounts to EUR 20.01. This implies an upside potential of 23.6 % to the current share price (EUR 17.21). The modification of the action parameter in terminal value is shown below in the sensitivity analysis. It shows variance in our derived fair value in variant scenarios.

Sensitivity analysis		Fair value per share				
(EUR)		Discount rate				
$\beta = 1,03$	8,34%	8,59%	8,84%	9,09%	9,34%	
Growth	1,5%	20,36	19,50	18,71	17,98	17,29
	2,0%	21,10	20,17	19,31	18,52	17,78
	2,5%	21,98	20,95	<b>20,01</b>	19,14	18,34
	3,0%	23,01	21,87	20,83	19,87	18,99
	3,5%	24,27	22,97	21,79	20,73	19,75

Sensitivity analysis		Market capitalization				
(EUR m)		Discount rate				
$\beta = 1,03$	8,34%	8,59%	8,84%	9,09%	9,34%	
Growth	1,5%	319,59	306,22	293,80	282,22	271,41
	2,0%	331,31	316,73	303,24	290,73	279,10
	2,5%	345,03	328,96	<b>314,18</b>	300,54	287,92
	3,0%	361,32	343,37	326,98	311,95	298,12
	3,5%	380,96	360,61	342,18	325,41	310,08

## Appendix

### Segment Energy

#### PSI Division Electrical Energy

PSIcontrol:	Control system for managing electricity grids.
PSIcommand:	Assignment system for maintenance and disturbance management in energy networks.
PSIpassage:	Grid utilization management for operators of electrical transportation and distribution grids.

#### PSI Division Gas and Oil

PSIcontrol:	Control system for the oil and gas market.
PSIcomcentre:	Modular communication system for communication amongst market participants in the energy market.
PSIfetch:	Remote meter readout, remote parameterization, monitoring of incoming calls for the gas market.
PSIganesi:	Network simulation system for the gas market.
PSIpipelines:	Pipeline management system for oil and gas pipelines.
PSItransport:	Transportation management system for the gas market.

#### PSI Büsing und Buchwald GmbH

DAISY:	System for the allocation and invoicing of special contracts in the liberalized gas market.
GAPS:	Analysis and planning system for the gas sector.
PSImarket:	Energy trading and sales system.
R-Win®:	Solution for the technical auditing and calibration of gas metering systems.

#### PSI Nentec GmbH

PSIcontrol/FG:	guaranties a flexible, scalable and secure process interfacing of telecontrol substations to the control center in the area of energy
PSIcommand/CBX:	The CommBox is a powerful on-board unit for telematic applications inside emergency vehicles.

### Segment Production

#### PSI Production GmbH

PSImining:	Instrumentation and control of the production supervision of mines.
PSItraffic:	Supervision and visualization of the infrastructure of the traffic telematics.

#### PSI Metals Group

PSImetals:	Complete sector solution for the entire value added chain in the metals industry.
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#### PSIPENTA Software Systems GmbH

PSImes:	Modular Manufacturing Execution System for manufacturing companies.
PSIpps:	Production and Planning System (PPS) for the machine and plant construction industry and the automobile.
PSIpenta:	Enterprise Resource Planning (ERP) solution for the machine and plant construction and the automobile industry.
PSImaintenance:	Solution for the maintenance and repair of machines, plants and vehicles.

#### PSI Logistics GmbH

PSIglobal:	Software for planning, analysis and optimization of logistics networks.
PSItps:	Optimizes transportation processes, supports routine activities, assures transparency in the transportation planning.
PSIwms:	Warehouse Management System for industrial and logistics companies.
PSIcontrol:	Control System for visualization, tracking and tracing of logistics processes.
PSIairport:	Solutions with a focus on passenger, baggage and cargo handling.

#### F/L/S Fuzzy Logik Systeme GmbH

Qualicision®:	Qualicision® is a software and consulting concept aimed at assuring and optimizing the process quality by means of intelligent data collection, analysis and balance between target and criteria conflicts.
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## Segment Infrastructure

### PSI Transcom GmbH - Division Public Transportation

<i>PSItraffic:</i>	PSItraffic is a powerful automated platform for visualizing, monitoring and dispatching as well as for managing vehicles and transport processes in public transport.
<i>PSItraffic/ITCS:</i>	Automated Vehicle Management for buses, trams and trains in public transport, group call.
<i>PSItraffic/Info:</i>	State-of-the-art passenger information, innovative display technologies, passenger information via internet or mobile devices, acoustic announcements.
<i>PSItraffic/Depot:</i>	Depot Management for buses and trams with fully automatic disposition, failure management, central control of unmanned depots, real-time RFID-tracking.

### PSI Transcom GmbH - Division Safety

<i>PSIcontrol:</i>	Control system for monitoring data and predicting environmental disasters.
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Source: Company

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