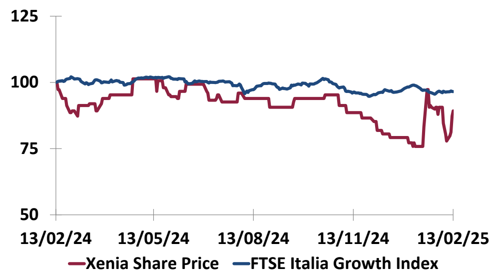
OUTPERFORM

Current Share Price (€): 2.66

Target Price (€): 5.55

Xenia - 1Y Performance



Source: S&P Capital IQ - Note: 13/02/2024=100

Company data

ISIN number	IT0005568487
Bloomberg code	XHS IM
Reuters code	XHS.MI
Industry	Hospitality
Stock market	Euronext Growth Milan
Share Price (€)	2.66
Date of Price	13/02/2025
Shares Outstanding (m)	3.2
Market Cap (€m)	8.6
Market Float (%)	25.4%
Daily Volume	15,000
Avg Daily Volume YTD	6,306
Target Price (€)	5.55
Upside (%)	109%
Recommendation	OUTPERFORM

Share price performance

	1M	3M	6M	1Y
Xenia - Absolute (%)	18%	1%	-5%	-8%
FTSE Italia Growth Index (%)	-1%	1%	-2%	-4%
1Y Range H/L (€)			3.02	2.26
YTD Change (€) / %			0.30	13%

Source: S&P Capital IQ

Analysts

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Redesigning the value proposition, quantum jump in capacity, 2025-28 guidance, FY24 pre-closing

2025-28 guidelines: Phi Hotels portfolio expansion through acquisitions

Xenia disclosed 2025-28 financial guidelines: €25m investments in 2025-26, to be financed through a mix of bank debt and own resources, plus ca. €25m to be possibly invested in 2027-28. Xenia is pursuing a roll-up strategy to acquire hotels in operation targeting a portfolio of >25 four-star hotels in Italy by 2028, from 10 (FY24 year-end), plus tour operators. According to management, gross revenues are expected at €70m in 2025, with 7-8% EBITDA margin, reflecting full contribution of four hotels acquired in 2024. Management is targeting >€120m gross revenues by 2028, with 10-12% EBITDA margin. The plan envisages a change in revenue mix with Hotel management accounting for >60% of revenues by 2028, from current >20%, redesigning and derisking Accommodation, from 75% to >35%. The strategic rationale is to build a hospitality company with a premium and experiential offering in Italian provinces for leisure and business clientele. First acquisition in 2025 part of the plan: 4-star Piajo Resort in Bergamo (€5m yearly turnover, 42 rooms).

FY24: a transitional year after IPO, laying the foundations for the new strategic plan

FY24 pre-closing gross revenues were €57.2m, in line with our €56.9m estimate, +14% YoY. By BU: accommodation €42.8m (+12%), hotel management €13.4m (+20.7%) and hotel distribution €1m (+43%). EBITDA was €2.5m (4.4% of revenues), from €4.5m in FY23 (8.9% margin), lower than our €5.3m estimate due to cost of acquisitions, timing of hotel additions and higher overheads. Reflecting investments, net financial debt (including IFRS 16 effect) increased from €6.2m in FY23 to €14m as of 2024 year-end.

Stock performance: rally in view of business plan figures

The share price mirrored the reference market until end of Oct 2024, then gradually reached a historic low at €2.30 in Jan 2025. In the days preceding the business plan presentation, the stock started a bullish trend to current €2.70 area. Xenia is down by 8% LTM, vs -4% of EGM.

Target Price €5.55 per share and OUTPERFORM rating confirmed

We have incorporated in our estimates 2025-28 guidance with some conservative assumptions. Xenia is, and will be for the next years, into an investment cycle for the build-up of a wider hotel network through portfolio additions. Weighing up growth opportunities with the underlying investment, we confirm our TP of €5.55 per share and OUTPERFORM rating on Xenia stock, based on updated estimates and valuation. The TP offers a wide upside potential, +109% on current price, also reflected in current multiples at significant discount to peers.

KEY FINANCIALS AND ESTIMATES (€m)	2022	2023	2024E	2025E	2026E	2027E	2028E
Gross revenues	**45.1**	**50.1**	**57.2**	**68.3**	**82.9**	**98.2**	**111.7**
Net revenues	**14.6**	**16.6**	**19.6**	**39.0**	**51.6**	**65.0**	**77.0**
EBITDA	**3.4**	**4.5**	**2.5**	**4.8**	**6.3**	**8.6**	**10.9**
Margin on Gross revenues	*7.6%*	*8.9%*	*4.4%*	*7.0%*	*7.6%*	*8.8%*	*9.8%*
EBIT	**1.7**	**2.5**	**0.3**	**1.1**	**1.2**	**2.3**	**3.7**
Net Income (Loss)	**0.9**	**1.4**	**(0.2)**	**(0.5)**	**(0.8)**	**(0.4)**	**0.4**
Net (Debt) Cash	**(10.1)**	**(6.2)**	**(14.2)**	**(22.4)**	**(27.5)**	**(31.9)**	**(31.7)**
Equity	**2.8**	**5.6**	**5.4**	**4.9**	**4.1**	**3.7**	**4.1**
KEY RATIOS AND MULTIPLES	2022	2023	2024E	2025E	2026E	2027E	2028E
Net Debt/EBITDA	3.0x	1.4x	5.6x	4.7x	4.3x	3.7x	2.9x
ROE	30%	26%	neg	neg	neg	neg	9%
EV/Revenues	-	1.4x	1.2x	0.6x	0.4x	0.3x	0.3x
EV/EBITDA	-	5.1x	9.1x	4.7x	3.6x	9.8x	6.1x

Source: EnVent on Company data 2022-23A, EnVent Research 2024-28E

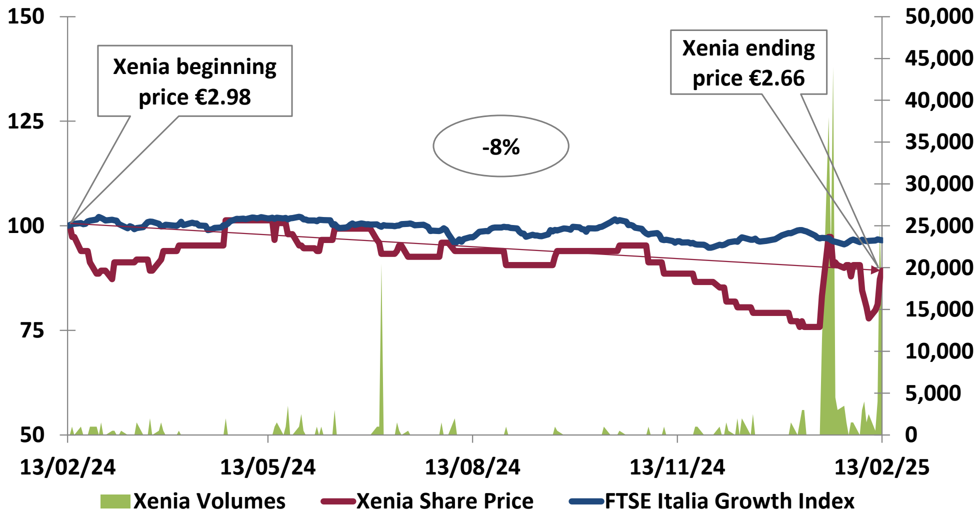
Market update

Trading price range €2.26-3.02 per share

-8% for Xenia, vs -4% of the Italia Growth Index

Rally in the end of Jan 2025 in view of business plan figures

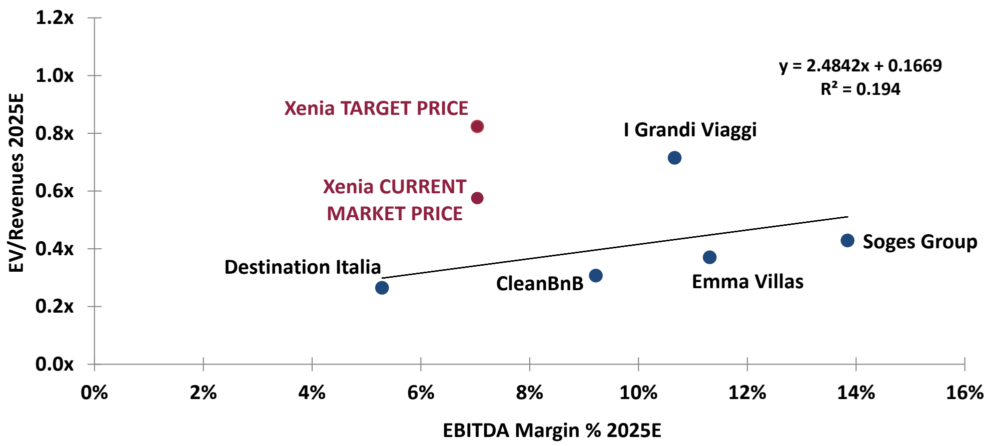
Xenia - 1Y Share price performance and trading volumes



Source: EnVent Research on S&P Capital IQ - Note: 13/02/2024=100

Low correlation, diverse business models among travel, tour operator, hôtellerie and short rent

Hospitality Italian peer group - Regression analysis and Xenia target positioning



Source: EnVent Research on S&P Capital IQ, February 2025

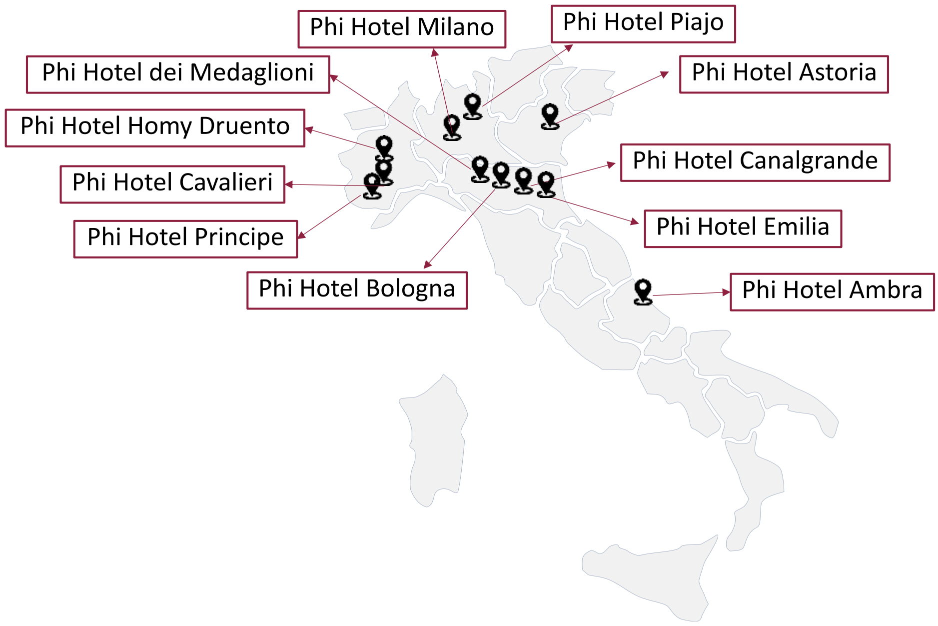
Investment case

Xenia Hôtellerie Solution SpA *Benefit Corporation* is an Italian hospitality company operating for over 30 years in the travel and tourism industry, with a joint business model made of three BUs:

- Hotel management under the proprietary brand Phi Hotels, with a portfolio located in Italy, mainly central and northern regions
- B2B accommodation services to crews (railway companies, airlines, cruise and shipping lines, construction teams), complemented with an incoming tour operator business
- Room brokerage platform for transactions between hotels and travel agencies

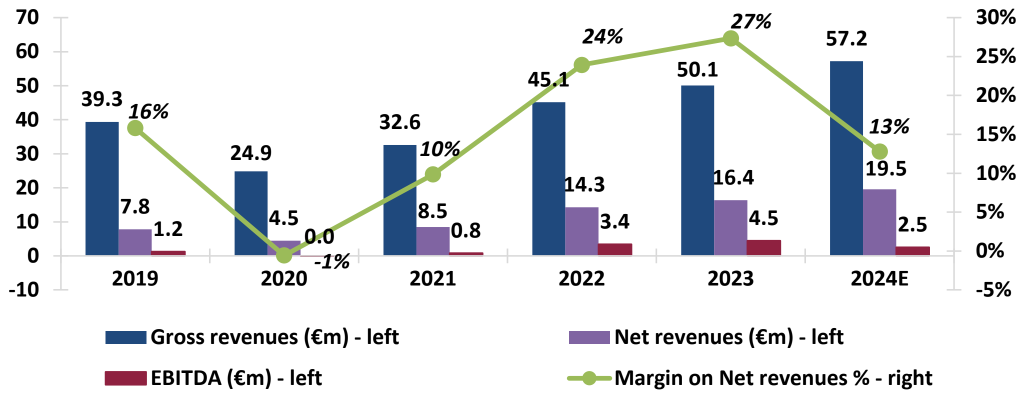
Phi Hotels network

Eleven 4-star hotels



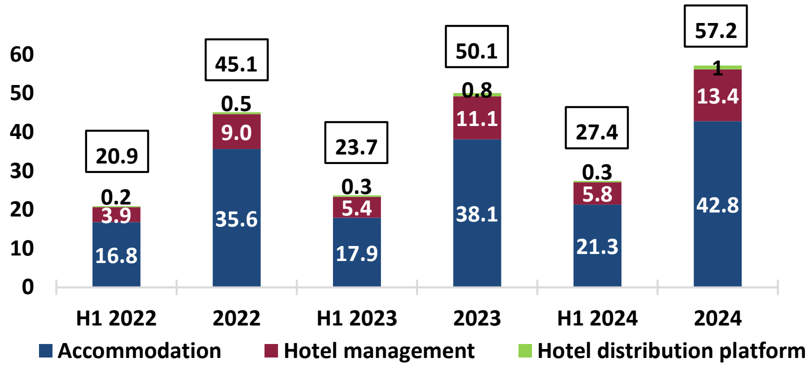
Source: Company data

Historical revenues and EBITDA



Source: EnVent Research on Company data - Notes: EnVent classification as per international practice standards: other income is included within Net revenues; write-down of trade receivables and provisions are included in other operating costs, before EBITDA; as such, revenues and EBITDA items may differ from Company's reported figures

Gross revenue mix (€m)



Source: EnVent Research on Company data

Drivers

Industry drivers

Italy more than ever appealing destination. Italy is among the most desirable destinations, offering a unique blend of history, culture and landscapes. Following the pandemic, tourist demand has rebounded, surpassing pre-Covid levels, driven by a remarkable increase in international and European arrivals.

Ongoing recovery in global business travel. Amid new working patterns, ongoing flexible arrangements and increased use of technology, business travel is likely to recover pre-pandemic levels at a slower pace compared to leisure tourism. While business travel has struggled to come back as strongly as leisure travel, the *Work from Anywhere* trend, the socialization of business travel and the resumption of live events, conferences, fairs and exhibitions are supporting corporate travel comeback.

Demand drives supply of accommodation solutions. Over the last years, the stock of accommodation, traditionally represented by hotels, has been enlarged by private players, homeowners of apartments/houses/villas available for rentals, perceived as flexible solutions and supported by guest experience, rapid growth in the global middle-class and low-cost flights. New industry trends such as *Work from Anywhere*, *Bleisure* and *Staycation* have driven blending of different segments of accommodation: hotels offering short/mid-term rental accommodations, traditional rental operators providing hotel-style services.

Blended travel: a new trend emerged with pandemic, here to stay. Combining a work trip with an extended vacation, blended travel is poised to take over traditional business travel. After some challenging years, *Bleisure* travel opens up new opportunities in the hospitality industry, with companies aiming to adjust and tailor their services to a new type of traveler.

Growing demand for experiential travel and food and wine tourism in Italy. Market growth is being fueled by demand for travel experiences involving a deeper emotional level through customized adventurous and more attuned to local culture experiences. In addition, food and wine-making, an integral part of the history and identity of most destinations in Italy, represent an opportunity to revitalize and diversify tourism and experiences.

Continued technology improvements in hospitality. Hotels, from global and regional chains to independent hotels and small to medium-sized chains, use a number of different technology systems to manage pricing, reservations and distribute their available rooms, and continue to seek increased connectivity and integrated solutions to ensure access to global travelers.

Company drivers

Experience and know-how in accommodation and hospitality. Born as a business travel company, with over 30 years of experience in accommodation, Xenia is among the main B2B players in the accommodation industry in Italy. Xenia is redesigning its value proposition, to build a hospitality network with a premium and experiential offering in the Italian province, leveraging on the industry background, expertise and relationships of its management team.

Hotel portfolio under management. The hotel network under the Phi Hotels brand consists of a portfolio of eleven hotels in Italy, mostly 4-star, mainly located in central and northern regions, diversified as to price, service points, target guests.

Flexible asset portfolio. Xenia, as common in the industry, takes advantage of opportunities to acquire hotels operating businesses (rights of use) and lease the property through long-term contracts. As such, it has a flexible business model and operates with low capital requirements.

Tech hotel distribution platform to serve the uncovered segment of independent hotels and small to medium-sized chains. The proprietary hotel distribution platform XENIAtoBOOK connects hoteliers with travel agencies and other travel partners to retail and distribute accommodation, namely rooms in hotels, B&B and apartments. Being integrated with major channel managers and Global Distribution Systems, Xenia platform is designed to fill the technology gap of independent hotels and small to medium-sized hotel chains.

Business mix integrated around hospitality. The selling proposition of accommodation services to B2B and B2C customers and the integrated business model built around hospitality, with three different businesses, is designed to facilitate cross-selling opportunities.

Self-commitment for social responsibility and sustainability. Xenia has been *Benefit Corporation* since 2021 and since 2023 also *B Corp*, a company verified by B Lab, a nonprofit international network, to meet standards of social and environmental performance, transparency and accountability. In 2024 Xenia obtained the EcoVadis sustainability rating with Gold medal Top 5% (95th percentile).

Challenges

Financial debt during the investment phase. Xenia business plan envisages significant investments to fuel growth. A substantial portion will be financed through debt, with challenges as to the Company financial risk profile.

Strategy execution. The execution of corporate strategy and planned expansion, based on growth through acquisitions, may require additional charges or may be subject to possible delays.

Revenue concentration. The revenue concentration in the accommodation business on few B2B customers so far has been a risk factor for volume reductions, pricing pressures and renewals. According to management, the accommodation business will be diversified with new market segments, in order to mitigate the risk, with revenue concentration within this BU expected to decrease from current 75% to less than 40% by 2028.

Occupancy risk. Occupancy rate is one of the most important hotel KPIs since it provides an overview of performance and also provides context to other KPIs for evaluating a hotel's profitability. As such, management and optimization of occupancy is a key task for hotel managers.

Mature and highly competitive markets. The wide hospitality market, despite continuing evolution based on industry trends, is mature, highly populated and competitive. Xenia encounters competition from national and international chains or independent hotels and private homeowners through online platforms, depending on the coverage of the local market. In the B2B accommodation segment, Xenia competes with both national and international players specialized in crew accommodation and travel disruption. In the hotel distribution business, competition mainly comes from other GDS, local distribution systems and marketplace providers.

International hotel chains moving to second-tier locations. International hotel chains, with higher marketing budgets, have historically targeted historic and artistic locations in Italy, where traffic is higher. However, they are reportedly showing interest for second-tier locations, also present Xenia target market, thus leading to expectations of increasing competition both in the acquisition and also in the management phase.

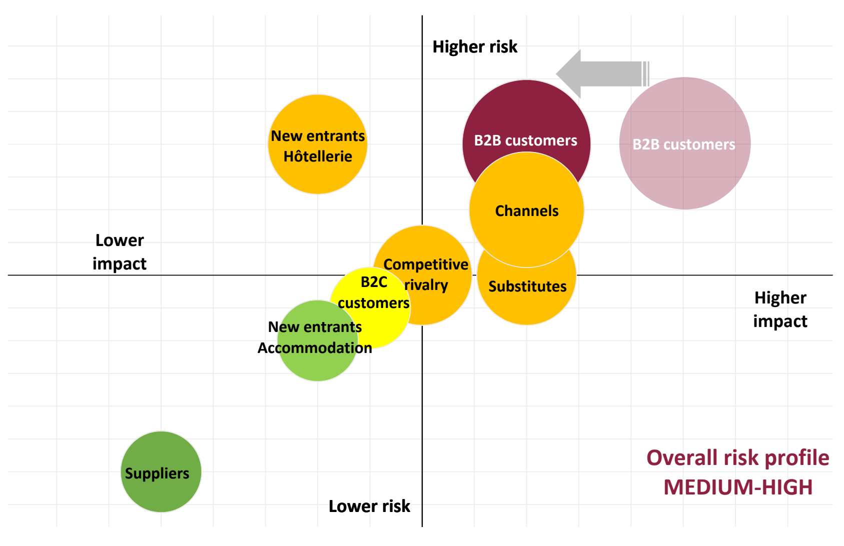
Attract flagship hotels to own distribution platform. The increasing awareness of XENIAtoBOOK platform and the ability to expand its hotels base, especially by adding some flagship hotels, are key factors to increase traffic and grow revenue. As such, effective sales and marketing efforts to drive hotels addition are factors of the growth strategy. The expansion of the hotels base could be slower than planned.

Risk profile: *medium-high*

Competitive forces

Force	Factors
Competitive rivalry	• Low in crew accommodation industry • High in hôtellerie industry
Substitutes	• Alternative accommodations • In-house crew management
Customers	• High power B2B • Medium-low B2C
Channels	• High power of online platforms
Suppliers	• Large availability, low power
New entrants	• Investment in facilities and established reputation imply low risk • High risk for B2B business

Materiality of risk map



Source: EnVent Research

FY24 pre-closing figures

- Gross revenues €57.2m, +14% YoY
- Performance by BU: accommodation €42.8m (+12% YoY), hotel management €13.4m (+20.7%) and hotel distribution €1m (+43%)
- EBITDA €2.5m, 4.4% on revenues (vs €4.5m in FY23, 8.9% margin), due to acquisitions and their phasing, as well as higher overheads
- Net financial debt €14m from €11.9m in H1 2024 and €6.2m in FY23 (IFRS 16 accounting), reflecting the acquisition of four hotels

2025-28E Strategy and management guidelines highlights

Financial guidelines

Management disclosed the financial guidelines for 2025-28E:

Mid-term revenues and EBITDA guidelines

- Revenues up to €70m in 2025E, from €57.2m in 2024, EBITDA margin 7-8%, reflecting full contribution of four hotels acquired in 2024 and the support from further acquisitions
- Revenues over €120m in 2028E, EBITDA margin 10-12%
- Planned investments of €25m in 2025-26, to be financed through a mix of bank debt (€17m) and own cash (€8m), plus ca. €25m to be possibly invested in 2027-28, in acquisitions of hotels and vertical incoming tour operators

Phi Hotels at the core of the strategy: acquisitions driving growth

Revenue growth is expected to be driven by over 15 hotel acquisitions during the period, bringing Phi Hotels portfolio to over 25 in 2028, mostly 4-stars, mainly located in northern and central Italy, from current 11.

Revenue mix change

Revenue mix is projected to change by 2028: the Hotel management BU is expected to account for over 60% of total gross revenues; the weight of the Accommodation BU, currently concentrated on few customers, is expected to be reduced to over 35% of revenues, from current 75%, and de-risked thanks to diversification with the incoming tour operator and wholesaler businesses.

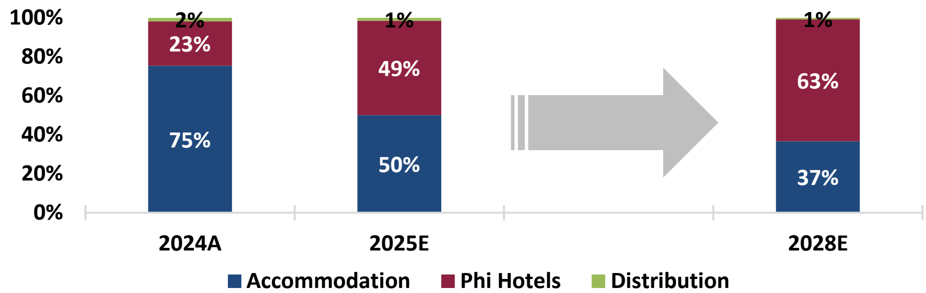
Management guidance 2025-28E (issued in January 2025)

€m	2024A	2025E	2028E
Revenues	**57**	**70**	**120**
Accommodation	43	35	44
PHI Hotels	13	34	75
Distribution	1	1	1
EBITDA Margin	**4.4%**	**7-8%**	**10-12%**

Source: Company data

Diversified and re-balanced revenue mix

Revenue breakdown by BU - 2024-28E



Source: Company data

Operating metrics - 2024-28E

>25 Phi hotels by 2028

Pipeline of >900 rooms

	2024A	2025E	2028E
PHI hotels	10	16	25
Rooms	570	900	1,500
Accommodation customers	42	50	70
Distribution partners	1,200	1,250	1,250

Source: Company data

Strategy key pillars

Refreshed value proposition within hospitality: from business to leisure

- Xenia redesigned **mission** is to become a reference hospitality company with a distinctive premium and experiential offering in Italian provinces. This approach combines high-quality accommodations with comprehensive experiences. Target guests include premium leisure customers (art, food and wine, sports), business travellers, travel health, crews.

Flexible growth through asset-light operations

- **Phi Hotels** target is to almost triple current portfolio coverage across second-tier locations mainly in northern and central Italy regions, with a balanced offer among art cities, sea, mountains, hills and lakes. Target hotels are 25-30 comfort and exclusive 4-star hotels with 50-100 rooms. Key features of Phi Hotels offering: distinctive hospitality, superior breakfast, unique services and experiences.

De-risking of revenue concentration in accommodation

Expansion in incoming tour operator business

- De-risking of revenue concentration in the **Accommodation** business, while increasing exposure to incoming tours focused on the Italian province and wholesale business. Through a Buy & Build strategy, Xenia is targeting to develop an offer for incoming travel experiences covering target regions through local operators.

Services

Business	Accommodation	Hotel management	Hotel distribution
Brand	Xenia	PHI HOTELS	XENIAtoBOOK
Services	Crew accommodation Incoming tour operator Wholesaler	Management of hotels under rights of use	Tech platform, connecting hotels to 1,200 travel agencies
Customers	B2B (crews of railway companies, airlines, shipping lines, passengers and cargo, construction teams); B2C as incoming tour operator	B2C-B2B	B2B
Source of revenue	Fees on bookings within framework agreements	Hotel operations, including conferences, food and beverage, events and other services	Booking fees

Source: Company data

Business update

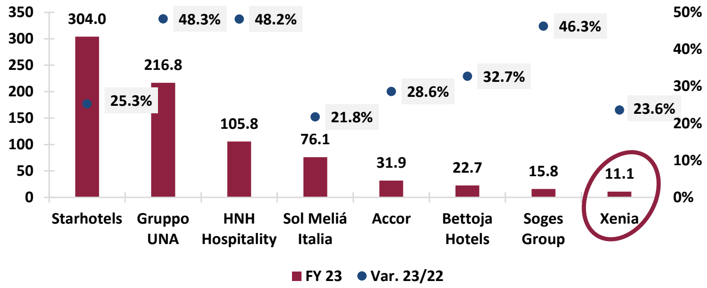
New hotel in Bergamo: portfolio of 11

- Acquisition of 4-star Piajo Resort in January 2025, part of the announced growth plan, bringing own portfolio to 11 hotels. The hotel is located in Bergamo-Nembro, close to the city of Bergamo and to Orio al Serio Milan Bergamo airport. Yearly turnover of €5m, 42 rooms, restaurant, wellness area and event hall.
- Extension of lease agreements for Phi Hotel Bologna and Phi Hotel Emilia, originally set to expire in 2039, up to 2043
- Six-month contract extension with a leading customer of Accommodation, effective from January 2025
- Partnership with Binary System, software solutions for rail operators, to integrate technological solutions and manage rostering/crew activities for rail and new segments

Competition recall

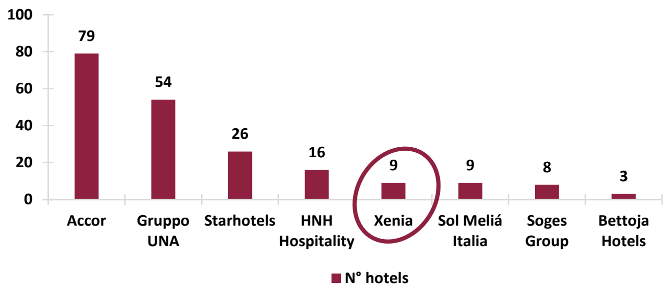
Here below our last analysis of the Italian competitive playground in hôtellerie.

FY23 Domestic sales comparison (€m) - selected chains



Source: EnVent Research on Creditsafe
Note: For Xenia we only considered the Hotel management BU turnover

Number of hotels in Italy - selected chains



Source: EnVent Research on publicly available information - Latest update Sept 2024

Industry outlook

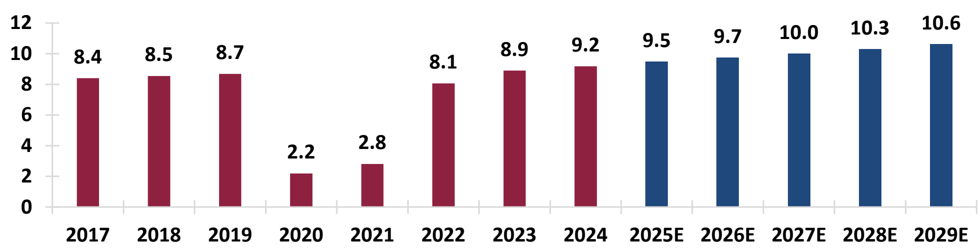
International tourist flow and attractiveness of provinces

Tourism has returned to pre-Covid levels and Italy experienced a remarkable swing of international arrivals from the United States and key European countries, including Germany, France, and the United Kingdom. Overtourism in major Italian cities may make room for the development of tourism in provincial areas, which are increasingly appealing to international travellers.

Hôtellerie: +3% 2024-29E CAGR

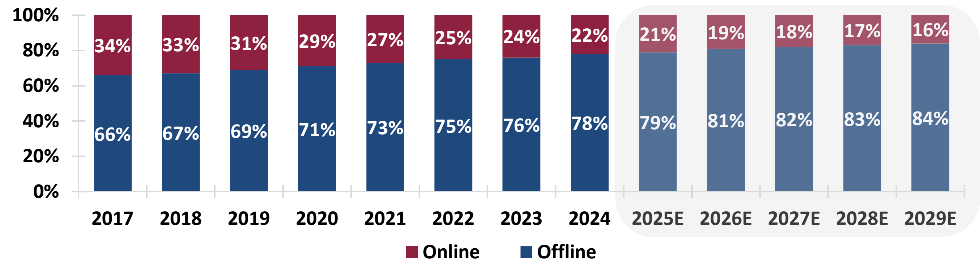
According to Statista, the Italian hôtellerie market is expected to maintain the recent growth trajectory in the coming years. By 2029, market revenue is projected to reach $10.6bn, growing at a 3% 2024-29E CAGR. In this framework, nearly 84% of total revenue will be generated through online sales by 2029, from 78% in 2024.

Italian hôtellerie market - Revenue (€bn) - 2017-29E



Source: Statista, *Hotels - Italy*

Revenue by sales channels - 2017-29E



Source: Statista, Hotels - Italy

Estimates revision

Xenia FY24 pre-closing results are consistent with our revenue estimate (gross revenues €57.2m, in line with EnVent €56.9m). EBITDA came in at €2.5m, lower than our €5.3m estimate, due to cost of acquisitions, timing of revenues of hotels additions and higher overheads. As a consequence of lower cash flow from operations, net financial debt was higher than our estimate.

We have updated our estimates and added 2026-28E to the forecast period, consistently with the foreseen investment cycle.

Management guidance critique

In the short-term we estimate revenue growth and profitability on the conservative side with respect to the Company's guidelines. We highlight as main determinants of Xenia performance in the investment period the level and timing of capex, funding needs and financial debt load.

Main assumptions 2025-28E:

EnVent assumptions on estimates

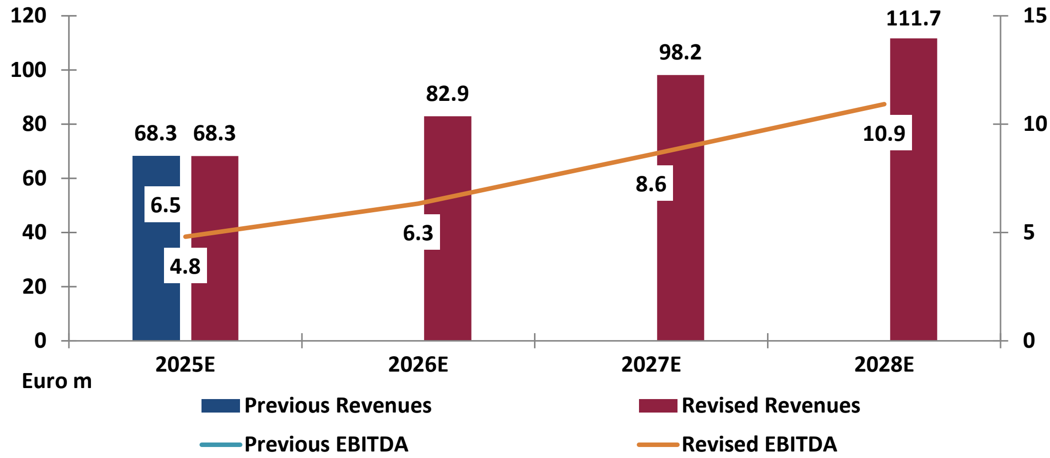
- 2025 as year of major growth for Hotel management BU, based on full contribution to turnover by the four hotels acquired in 2024 and support from further acquisitions
- Hotel management revenue estimates based on additions of 11 hotels in 2025-26E and 7 in 2027-28E, adding on average 60 rooms per hotel and contributing €2-3m per year per new property
- Conservative assumptions as to average daily rates, set at 5-7% YoY, and target average occupancy set at 60-75%
- Accommodation BU expected to stay a step behind in 2025, after renewal of a major contract limited to six months
- Profitability mainly driven by enrichment of services and economies of scale in Hotel management
- Personnel cost reflecting the staff increase for new facilities, in the region of 30% of revenues
- As a consequence of revenue mix change, factor in of benefit on working capital dynamics, based on faster revenue collection for guest payments typical of Hôtellerie (lower than 15 DSO)
- Capex set at €25m in 2025-26E and €21m in 2027-28E for acquisition of 18 hotels

management through rights of use and leases and renovation/maintenance of facilities

Source: EnVent Research

Change in estimates

Previous vs Revised Revenues and EBITDA estimates (€m)



Source: EnVent Research - Note: columns left axe, curve right axe

Looking at the revision of 2025 estimates:

- we maintain our previous revenue estimate of €68.3m (management target €70m)
- we adjust operating costs to reflect recent records, higher overheads and the operating costs of new hotels
- the change in financial debt position is attributable to the acquisition of six hotels

	Revised					Previous					Change
€m	2024A	2025E	2026E	2027E	2028E	2024E	2025E	2026E	2027E	2028E	2025E
Gross revenues	57.2	68.3	82.9	98.2	111.7	56.9	68.3	na	na	na	0%
EBITDA	2.5	4.8	6.3	8.6	10.9	5.3	6.5	na	na	na	-26%
Margin	*4%*	*7%*	*8%*	*9%*	*10%*	*9%*	*10%*				
EBIT	0.3	1.1	1.2	2.3	3.7	1.4	2.3	na	na	na	-54%
Margin	*neg*	*2%*	*1%*	*2%*	*3%*	*4%*	*3%*				
Net Income (Loss)	(0.2)	(0.5)	(0.8)	(0.4)	0.4	1.0	1.0	na	na	na	-145%
Net Debt (Cash)	14.2	22.4	27.5	31.9	31.7	10.3	11.7	na	na	na	91%
Net Debt/EBITDA	*5.6x*	*4.7x*	*4.3x*	*3.7x*	*2.9x*	*1.9x*	*1.8x*	*na*	*na*	*na*	

Source: EnVent Research - Note: EnVent estimates for EBIT and net income 2024A

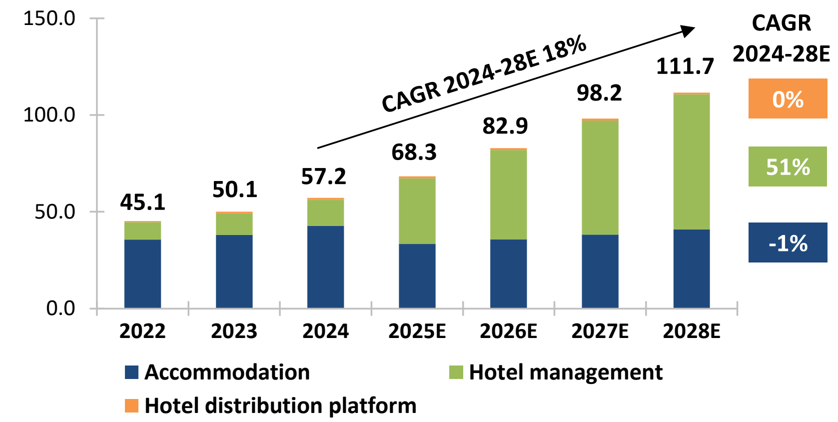
Financial projections

Recall of industry accounting practices and matters

- **Accounting standards -** IFRS
- **Weight of partner services** - Accommodation services, as typical in the industry, imply billing from partner hotels of rooms, accounted for in both revenues and costs, as passing and rebilled charges
- **Leases under IFRS 16** - Lease contracts for hotel management with property owners are capitalized in the balance sheet among fixed assets as rights of use and as lease liabilities. This results in a substantial increase in financial liabilities, because the lease liability includes the present value of future lease payments.
- **EBITDA vs EBIT** - Properties rights of use are depreciated according to the term of the leasing contract; as such, EBITDA may have lower relevance compared to EBIT since the cost of leases is not included in operating costs. EBIT, after depreciations of rights of use, is a better measure of operating profit margin, where applicable.

Change in mix towards hospitality

Gross revenue mix (€m)



Source: Company data 2022-24A, EnVent Research 2025-28E

Management guidance incorporated in 2024E

2025-28E EnVent assumptions

Profit and Loss

€m	2022	2023	2024E	2025E	2026E	2027E	2028E
Gross revenues	**45.1**	**50.1**	**57.2**	**68.3**	**82.9**	**98.2**	**111.7**
Cost of partners services	(30.9)	(33.7)	(37.7)	(29.4)	(31.4)	(33.3)	(34.8)
Other income	0.3	0.2	0.1	0.1	0.1	0.1	0.1
Net revenues	**14.6**	**16.6**	**19.6**	**39.0**	**51.6**	**65.0**	**77.0**
YoY %	*72.1%*	*13.8%*	*18.2%*	*99.2%*	*32.2%*	*26.0%*	*18.5%*
Services	(4.8)	(4.6)	(8.6)	(21.0)	(28.2)	(33.6)	(38.4)
Personnel	(4.2)	(5.4)	(6.5)	(10.7)	(14.5)	(19.5)	(24.4)
Other operating costs	(2.2)	(2.0)	(1.9)	(2.5)	(2.6)	(3.3)	(3.3)
Operating charges	(11.2)	(12.1)	(17.1)	(34.2)	(45.3)	(56.4)	(66.1)
EBITDA	**3.4**	**4.5**	**2.5**	**4.8**	**6.3**	**8.6**	**10.9**
Margin on Gross revenues	*7.6%*	*8.9%*	*4.4%*	*7.0%*	*7.6%*	*8.8%*	*9.8%*
Margin on Net revenues	*23.4%*	*27.0%*	*12.8%*	*12.3%*	*12.3%*	*13.2%*	*14.2%*
D&A	(1.7)	(1.9)	(2.2)	(3.7)	(5.1)	(6.3)	(7.2)
EBIT	**1.7**	**2.5**	**0.3**	**1.1**	**1.2**	**2.3**	**3.7**
Margin on Gross revenues	*3.8%*	*5.1%*	*0.6%*	*1.6%*	*1.4%*	*2.4%*	*3.3%*
Margin on Net revenues	*11.7%*	*15.4%*	*1.6%*	*2.8%*	*2.3%*	*3.6%*	*4.8%*
Interest	(0.4)	(0.4)	(0.6)	(1.6)	(2.2)	(2.7)	(3.0)
EBT	**1.2**	**2.1**	**(0.2)**	**(0.6)**	**(1.0)**	**(0.4)**	**0.7**
Margin on Gross revenues	*2.8%*	*4.2%*	*-0.4%*	*-0.8%*	*-1.3%*	*-0.4%*	*0.6%*
Income taxes	(0.4)	(0.7)	0.0	0.1	0.2	(0.0)	(0.3)
Net Income (Loss)	**0.9**	**1.4**	**(0.2)**	**(0.5)**	**(0.8)**	**(0.4)**	**0.4**
Margin on Gross revenues	*1.9%*	*2.9%*	*-0.3%*	*-0.7%*	*-1.0%*	*-0.4%*	*0.4%*

Source: Company data 2022-23, EnVent Research 2024-28E - Notes: EnVent classification as per international practice standards: other income is included within Net revenues; write-down of trade receivables and provisions are included in other operating costs, before EBITDA; as such, revenues and EBITDA items may differ from Company's reported figures

Balance Sheet

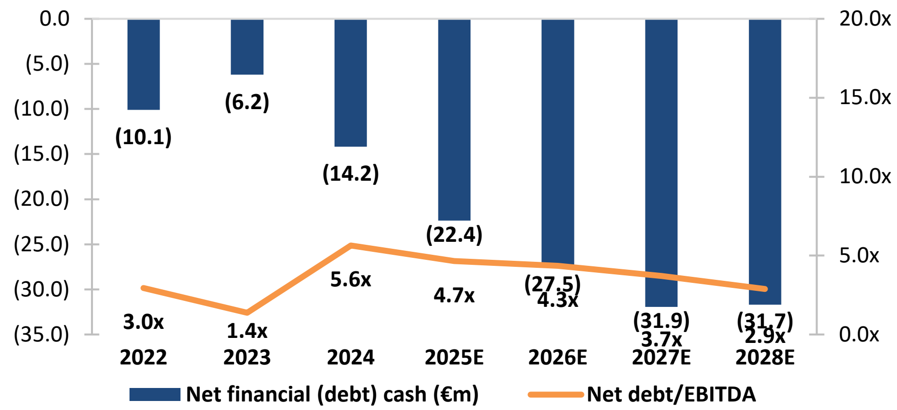
€m	2022	2023	2024E	2025E	2026E	2027E	2028E
Inventory	0.1	0.1	0.1	0.4	0.5	0.6	0.8
Trade receivables	9.3	10.9	13.5	11.7	13.1	13.8	15.1
Trade payables	(16.8)	(16.3)	(18.5)	(17.7)	(20.8)	(22.3)	(24.3)
Trade Working Capital	(7.4)	(5.4)	(4.8)	(5.6)	(7.2)	(7.8)	(8.4)
Other assets (liabilities)	(0.4)	(0.4)	(0.8)	(1.0)	(1.3)	(1.6)	(1.9)
Net Working Capital	**(7.8)**	**(5.8)**	**(5.6)**	**(6.5)**	**(8.5)**	**(9.4)**	**(10.3)**
Goodwill and other intangible assets	1.5	1.4	3.8	6.7	9.1	12.0	14.3
Property, plant and equipment	11.1	10.7	12.5	14.4	15.4	16.4	16.5
Property rights of use	8.9	6.3	9.9	14.4	17.9	19.7	19.1
Equity investments and financial assets	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Non-current assets	**21.5**	**18.4**	**26.2**	**35.5**	**42.4**	**48.1**	**49.9**
Provisions	**(0.7)**	**(0.8)**	**(1.0)**	**(1.7)**	**(2.3)**	**(3.0)**	**(3.8)**
Net Invested Capital	**12.9**	**11.8**	**19.6**	**27.3**	**31.6**	**35.7**	**35.8**
Net Debt (Cash)	**10.1**	**6.2**	**14.2**	**22.4**	**27.5**	**31.9**	**31.7**
Equity	**2.8**	**5.6**	**5.4**	**4.9**	**4.1**	**3.7**	**4.1**
Sources	**12.9**	**11.8**	**19.6**	**27.3**	**31.6**	**35.7**	**35.8**

Source: Company data 2022-23, EnVent Research 2024-28E

Net financial debt including IFRS 16 effect on lease liabilities

Target net debt/EBITDA below 3x

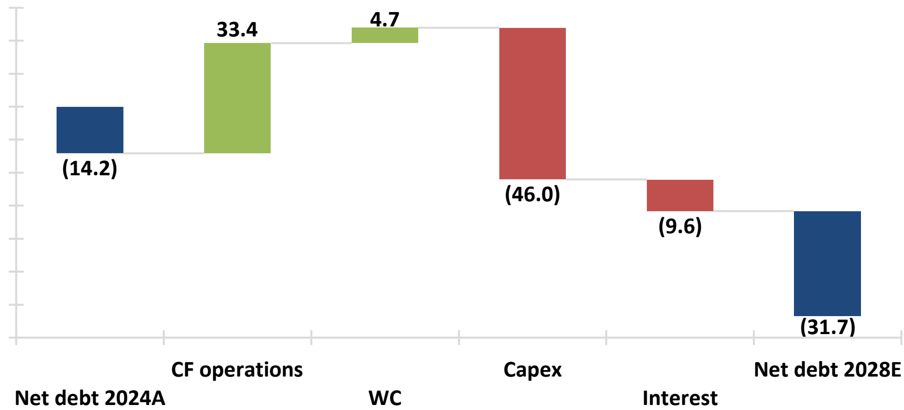
Net financial debt (€m) and net debt/EBITDA (x)



Source: Company data 2022-24, EnVent Research 2025-28E

Capex as determinant of performance and financial risk profile

Net financial debt bridge cumulative 2024-28E (€m)



Source: EnVent Research 2024-28E

Cash Flow

€m	2022	2023	2024E	2025E	2026E	2027E	2028E
EBIT	**1.7**	**2.5**	**0.3**	**1.1**	**1.2**	**2.3**	**3.7**
Current taxes	(0.4)	(0.7)	0.0	0.1	0.2	(0.0)	(0.3)
D&A	1.7	1.9	2.2	3.7	5.1	6.3	7.2
Provisions	(0.1)	0.1	0.2	0.7	0.6	0.8	0.8
Cash flow from P&L operations	**2.9**	**3.9**	**2.7**	**5.6**	**7.1**	**9.4**	**11.4**
Trade Working Capital	2.3	(2.0)	(0.5)	0.7	1.7	0.6	0.6
Other assets and liabilities	0.3	(0.0)	0.4	0.2	0.3	0.3	0.3
Capex or disposals	(1.5)	1.9	(10.0)	(13.0)	(12.0)	(12.0)	(9.0)
Operating cash flow after WC and capex	**4.1**	**3.8**	**(7.4)**	**(6.6)**	**(2.9)**	**(1.7)**	**3.3**
Interest	(0.4)	(0.4)	(0.6)	(1.6)	(2.2)	(2.7)	(3.0)
Equity investments and financial assets	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Paid-in capital	0	(1.0)	0.0	0.0	0.0	0.0	0.0
IPO proceeds	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Capex - IPO cost	0.0	(0.9)	0.0	0.0	0.0	0.0	0.0
Changes in equity and adjustments	1.0	0.0	0.0	(0.0)	(0.0)	0.0	0.0
Net cash flow	**4.6**	**3.9**	**(8.0)**	**(8.2)**	**(5.2)**	**(4.4)**	**0.2**
Net Debt - Beginning	(14.1)	(10.1)	(6.2)	(14.2)	(22.4)	(27.5)	(31.9)
Net Debt - End	(10.1)	(6.2)	(14.2)	(22.4)	(27.5)	(31.9)	(31.7)
Change in Net (Debt) Cash	**4.0**	**3.9**	**(8.0)**	**(8.2)**	**(5.2)**	**(4.4)**	**0.2**

Source: Company data 2022-23, EnVent Research 2024-28E

Net Debt/EBITDA gradually normalizing after explicit projections, with target ratio below 3x

Ratio analysis

KPIs	2022	2023	2024E	2025E	2026E	2027E	2028E
ROE	30%	26%	neg	neg	neg	neg	9%
ROS	12%	15%	2%	3%	2%	4%	5%
ROIC	13%	22%	2%	4%	4%	6%	10%
DSO	78	86	86	51	47	42	41
DPO	135	121	115	100	100	95	95
DOI	4	2	4	4	4	4	4
TWC/Gross revenues	-16%	-11%	-8%	-8%	-9%	-8%	-8%
NWC/Gross revenues	-17%	-12%	-10%	-10%	-10%	-10%	-9%
Net Debt/EBITDA	3.0x	1.4x	5.6x	4.7x	4.3x	3.7x	2.9x
Net Debt/Equity	3.5x	1.1x	2.6x	4.5x	6.7x	8.5x	7.7x
Cash flow from P&L operations/EBITDA	86%	88%	109%	116%	112%	109%	104%
FCF/EBITDA	120%	84%	neg	neg	neg	neg	30%

Source: Company data 2022-23, EnVent Research 2024-28E

Valuation

Xenia is catching the market demand coming from the rebound of hospitality in Italy and beyond borders.
In our view, the planned scaling investment phase to build up a wider hotel presence and refocus the core of operations implies an expectation of substantial value creation, together with challenges as to strategy execution, market fluctuations and cost/revenue dynamics.
We point out as key valuation factors:

- Sensitivity to investment in capacity, occupancy and pricing trends
- Financial leverage linked to the accomplishment of the investment program

Methodologies:

- Discounted Cash Flows applied on 2025-28E financial projections
- Market multiples, combined and by BU under the Sum of the Parts approach

Discounted Cash Flows

Updated assumptions:

- Risk free rate: 3.1% (last 30 days average. Source: Bloomberg, February 2025)
- Market return: 11.8% (last 30 days average. Source: Bloomberg, February 2025)
- Market risk premium: 8.6%
- Beta: 1.3 (conservatively judgmental to factor in accelerated growth risk)
- Cost of equity: 14.4%
- Cost of debt: 5.0%
- Tax rate: 24% (IRES)
- 40% debt/(debt + equity) as target capital structure
- WACC calculated at 10.1%, according to above data
- Perpetual growth rate after explicit projections (G): 3%
- Terminal Value assumes 5% EBIT margin on gross revenues

DCF model

€m		2022	2023	2024E	2025E	2026E	2027E	2028E	Perpetuity
Gross revenues		**45.1**	**50.1**	**57.2**	**68.3**	**82.9**	**98.2**	**111.7**	**115.0**
Net revenues		**14.6**	**16.6**	**19.6**	**39.0**	**51.6**	**65.0**	**77.0**	**79.3**
EBITDA		**3.4**	**4.5**	**2.5**	**4.8**	**6.3**	**8.6**	**10.9**	**9.2**
Margin on Gross revenues		*7.6%*	*8.9%*	*4.4%*	*7.0%*	*7.6%*	*8.8%*	*9.8%*	*8.0%*
Margin on Net revenues		*23.4%*	*27.0%*	*12.8%*	*12.3%*	*12.3%*	*13.2%*	*14.2%*	*11.6%*
EBIT		**1.7**	**2.5**	**0.3**	**1.1**	**1.2**	**2.3**	**3.7**	**5.6**
Margin on Gross revenues		*3.8%*	*5.1%*	*0.6%*	*1.6%*	*1.4%*	*2.4%*	*3.3%*	*4.9%*
Margin on Net revenues		*11.7%*	*15.4%*	*1.6%*	*2.8%*	*2.3%*	*3.6%*	*4.8%*	*7.1%*
Taxes		(0.5)	(0.7)	(0.1)	(0.3)	(0.3)	(0.6)	(1.0)	(1.6)
NOPAT		**1.2**	**1.8**	**0.2**	**0.8**	**0.9**	**1.7**	**2.7**	**4.0**
D&A			1.9	2.2	3.7	5.1	6.3	7.2	3.6
Provisions			0.1	0.2	0.7	0.6	0.8	0.8	0.0
Cash flow from operations			**3.9**	**2.6**	**5.2**	**6.6**	**8.7**	**10.6**	**7.6**
Trade Working Capital			(2.0)	(0.5)	0.7	1.7	0.6	0.6	0.3
Other assets and liabilities			(0.0)	0.4	0.2	0.3	0.3	0.3	0.0
Capex - TV 5% of revenues			1.0	(10.0)	(13.0)	(12.0)	(12.0)	(9.0)	(3.6)
Unlevered free cash flow				**(7.5)**	**(7.0)**	**(3.4)**	**(2.3)**	**2.5**	**4.3**
Free cash flow to be discounted					**(7.0)**	**(3.4)**	**(2.3)**	**2.5**	**4.3**
WACC	10.1%								
Long-term growth (G)	3.0%								
Discounted Cash Flows					**(6.3)**	**(2.8)**	**(1.8)**	**1.7**	
Sum of Discounted Cash Flows	(9.2)								
Terminal Value									**60.5**
Discounted TV	41.1								
Enterprise Value	**31.9**								
Net debt as of 31/12/24E	(14.2)								
Equity Value	**17.8**								

Source: EnVent Research

DCF - Implied multiples	2023	2024E	2025E	2026E	2027E	2028E
EV/Revenues	1.9x	1.6x	0.8x	0.6x	0.5x	0.4x
EV/EBITDA	7.1x	12.7x	6.6x	5.0x	3.7x	2.9x
EV/EBIT	12.5x	100.3x	29.6x	26.6x	13.8x	8.6x
P/E	12.4x	neg	neg	neg	neg	45.4x

Current market price - Implied multiples	2023	2024E	2025E	2026E	2027E	2028E
EV/Revenues	1.4x	1.2x	0.6x	0.4x	0.3x	0.3x
EV/EBITDA	5.1x	9.1x	4.7x	3.6x	2.6x	2.1x
EV/EBIT	8.9x	71.3x	21.1x	18.9x	9.8x	6.1x
P/E	6.0x	neg	neg	neg	neg	21.9x

Source: EnVent Research

Market multiples

Peers - Key data comparison

Company	Revenues				EBITDA Margin %		Net income (loss)	Net (debt) cash	Market cap
	2023 (€m)	YoY % Chg.	2019-23 CAGR %	2023-25E CAGR %	2023	Avg. 2019-23	2023 (€m)	2023 (€m)	current (€m)
OTA and tour operators									
AirBnB	8,972	14%	20%	14%	16%	-12%	4,335	7,027	84,782
Booking	19,329	21%	10%	12%	30%	28%	3,880	(1,818)	160,386
Expedia	11,615	6%	2%	10%	13%	4%	721	(1,855)	25,212
TripAdvisor	1,618	16%	4%	7%	10%	-2%	9	140	2,376
MakeMyTrip	546	100%	6%	33%	6%	-12%	-10	226	11,132
eDreams	588	48%	2%	11%	-2%	-9%	-43	(352)	1,061
Trip.com	5,679	109%	6%	19%	27%	9%	1,265	1,756	42,794
Trivago	485	-9%	-13%	1%	8%	3%	-164	86	273
Voyageurs du Monde	694	39%	9%	4%	9%	4%	44	233	487
lastminute.com	317	8%	-2%	4%	5%	-12%	7	26	173
TUI	20,666	25%	2%	9%	4%	-11%	306	(2,106)	3,687
I Grandi Viaggi	59	19%	-2%	7%	10%	4%	3	9	59
Destination Italia	55	105%	13%	25%	-1%	-22%	-2	(12)	11
Mean		**38%**	**4%**	**12%**	**10%**				
Median		**21%**	**4%**	**10%**	**9%**				
International hotels									
Marriott	5,700	14%	4%	112%	68%	57%	2,789	-11,333	77,329
Hilton	3,988	14%	4%	71%	55%	46%	1,032	-8,432	63,534
Hyatt	6,032	9%	28%	6%	11%	1%	199	-2,238	15,035
InterContinental	3,373	18%	2%	-16%	28%	25%	679	-2,070	20,409
Accor	5,056	20%	6%	7%	18%	3%	633	-2,089	11,923
Wyndham	1,252	-1%	0%	8%	43%	41%	261	-1,941	8,196
NH	2,159	25%	6%	6%	20%	6%	128	-2,226	2,753
Meliá	1,929	15%	2%	4%	17%	-6%	118	-2,597	1,611
Mean		**15%**	**9%**	**36%**	**36%**				
Median		**14%**	**4%**	**7%**	**28%**				
Mid-sized hotels									
Scandic Hotels	1,973	14%	2%	1%	17%	9%	48	(3,979)	1,556
Choice Hotels	688	9%	-9%	51%	63%	61%	234	(1,497)	6,861
MHP Hotel	136	30%	508%	15%	0%	1%	-6	5	57
Whitbread	2,957	43%	5%	9%	27%	5%	314	(4,265)	5,773
Dalata Hotel Group	608	9%	9%	7%	32%	22%	90	(912)	1,004
Soges Group	16	38%	na	31%	9%	-7%	0.4	3	12
Mean		**24%**	**103%**	**19%**	**25%**				
Median		**22%**	**5%**	**12%**	**22%**				
Travel tech									
Sabre	2,374	60%	-7%	8%	-6%	-17%	-407	(3,716)	1,297
Amadeus	4,486	68%	-1%	11%	34%	28%	664	(2,416)	31,385
Mean		**64%**	**-4%**	**10%**	**14%**				

Source: EnVent Research on S&P Capital IQ, 12/02/2025

Peers - Market multiples

Company	EV/REVENUES			EV/EBITDA			EV/EBIT			P/E		
	2024E	2025E	2026E	2024E	2025E	2026E	2024E	2025E	2026E	2024E	2025E	2026E
OTA and tour operators												
AirBnB	7.2x	6.5x	5.9x	20.2x	19.0x	16.8x	33.0x	30.3x	25.6x	33.9x	32.4x	28.1x
Booking	7.1x	6.6x	6.1x	20.6x	18.5x	16.4x	22.7x	20.2x	17.8x	26.6x	24.2x	21.6x
Expedia	2.1x	2.0x	1.9x	10.2x	9.2x	8.3x	21.6x	15.5x	13.6x	16.4x	13.9x	12.3x
TripAdvisor	1.2x	1.2x	1.1x	7.0x	6.7x	5.9x	22.4x	17.9x	15.3x	14.2x	12.2x	10.2x
eDreams	2.2x	1.9x	1.7x	17.7x	10.1x	7.6x	36.1x	16.4x	10.9x	nm	19.8x	12.9x
Trip.com	5.6x	4.8x	4.3x	17.0x	14.6x	12.5x	20.9x	17.3x	14.6x	18.0x	16.8x	14.7x
Trivago	0.4x	0.4x	0.3x	77.7x	41.0x	11.9x	neg	neg	53.2x	23.7x	nm	49.7x
Voyageurs du Monde	0.3x	0.3x	0.3x	3.2x	3.1x	3.0x	3.6x	3.5x	3.4x	11.4x	11.3x	10.6x
lastminute.com	0.4x	0.4x	0.4x	3.3x	3.0x	2.7x	6.0x	5.2x	4.6x	12.2x	9.9x	8.8x
TUI	0.4x	0.3x	0.3x	3.9x	3.7x	3.5x	6.5x	6.0x	5.6x	6.8x	5.8x	5.2x
I Grandi Viaggi	0.7x	0.7x	n.a.	6.7x	6.7x	n.a.	10.5x	12.1x	n.a.	19.2x	n.a.	n.a.
Destination Italia	0.4x	0.3x	0.2x	35.4x	5.0x	2.4x	neg	10.9x	3.7x	neg	11.9x	2.8x
Mean	**2.3x**	**2.1x**	**2.0x**	**18.6x**	**11.7x**	**8.3x**	**18.3x**	**14.1x**	**15.3x**	**18.2x**	**15.8x**	**16.1x**
Mean w/out extremes	**2.1x**	**1.9x**	**1.8x**	**14.2x**	**9.6x**	**8.0x**	**17.9x**	**13.5x**	**12.4x**	**17.7x**	**15.0x**	**13.8x**
Median	**1.0x**	**0.9x**	**1.1x**	**13.6x**	**7.9x**	**7.6x**	**21.3x**	**15.5x**	**13.6x**	**17.2x**	**13.1x**	**12.3x**
International hotels												
Marriott	3.8x	3.6x	3.4x	19.2x	17.7x	16.6x	23.0x	21.1x	19.5x	30.3x	28.7x	26.3x
Hilton	6.8x	6.3x	5.8x	22.5x	20.7x	18.9x	29.6x	24.1x	21.5x	37.3x	34.5x	31.2x
Hyatt	2.7x	2.6x	2.4x	16.0x	15.2x	14.1x	40.7x	28.7x	25.6x	38.7x	40.9x	34.6x
InterContinental	10.2x	9.6x	9.1x	19.9x	18.2x	16.9x	21.2x	19.3x	17.9x	30.2x	27.1x	24.9x
Accor	2.8x	2.6x	2.5x	13.7x	12.5x	11.5x	18.7x	16.8x	15.2x	21.2x	19.4x	17.4x
Wyndham	7.7x	7.2x	6.8x	15.6x	14.5x	13.6x	20.1x	17.9x	16.4x	24.7x	22.9x	21.1x
NH	2.1x	2.1x	2.0x	7.7x	7.5x	7.3x	14.3x	14.4x	14.2x	18.9x	19.7x	20.0x
Meliá	2.0x	1.9x	1.8x	7.5x	7.2x	7.0x	14.1x	13.5x	12.8x	12.0x	11.2x	10.0x
Mean	**4.8x**	**4.5x**	**4.2x**	**15.3x**	**14.2x**	**13.2x**	**22.7x**	**19.5x**	**17.9x**	**26.6x**	**25.5x**	**23.2x**
Mean w/out extremes	**4.3x**	**4.1x**	**3.8x**	**15.3x**	**14.3x**	**13.3x**	**21.1x**	**18.9x**	**17.4x**	**27.1x**	**25.4x**	**23.5x**
Median	**3.3x**	**3.1x**	**2.9x**	**15.8x**	**14.8x**	**13.8x**	**20.7x**	**18.6x**	**17.1x**	**27.4x**	**25.0x**	**23.0x**
Mid-sized hotels												
Scandic Hotels	2.8x	2.7x	2.6x	9.3x	8.7x	8.4x	18.7x	16.8x	15.2x	19.8x	16.6x	15.6x
Choice Hotels	5.6x	5.4x	5.2x	14.8x	14.6x	14.1x	20.1x	17.9x	16.4x	21.7x	21.9x	20.8x
MHP Hotel	0.4x	0.3x	0.3x	6.7x	4.3x	4.4x	14.3x	14.4x	14.2x	n.a.	14.0x	10.1x
Whitbread	2.9x	2.9x	2.9x	8.2x	8.1x	7.8x	12.6x	13.2x	12.4x	11.7x	13.2x	12.6x
Dalata Hotel Group	2.7x	2.5x	2.4x	7.6x	7.1x	6.8x	11.1x	10.4x	9.8x	11.9x	11.7x	10.7x
Soges Group	0.7x	0.4x	0.4x	7.8x	3.1x	2.5x	8.1x	7.6x	5.5x	5.6x	18.1x	10.2x
Mean	**2.5x**	**2.4x**	**2.3x**	**9.1x**	**7.6x**	**7.3x**	**14.1x**	**13.4x**	**12.2x**	**14.1x**	**15.9x**	**13.3x**
Mean w/out extremes	**2.3x**	**2.1x**	**2.1x**	**8.2x**	**7.1x**	**6.8x**	**14.2x**	**13.7x**	**12.9x**	**14.4x**	**15.5x**	**12.3x**
Median	**2.7x**	**2.6x**	**2.5x**	**8.0x**	**7.6x**	**7.3x**	**13.4x**	**13.8x**	**13.3x**	**11.9x**	**15.3x**	**11.7x**
Hotels												
Mean	**3.8x**	**3.6x**	**3.4x**	**12.6x**	**11.4x**	**10.7x**	**19.0x**	**16.8x**	**15.5x**	**21.8x**	**21.4x**	**19.0x**
Mean w/out extremes	**3.5x**	**3.4x**	**3.2x**	**12.3x**	**11.3x**	**10.7x**	**18.1x**	**16.6x**	**15.4x**	**21.8x**	**20.6x**	**18.4x**
Median	**2.8x**	**2.6x**	**2.5x**	**11.5x**	**10.6x**	**10.0x**	**18.7x**	**16.8x**	**15.2x**	**21.2x**	**19.5x**	**18.7x**
Travel tech												
Sabre	1.8x	1.7x	1.6x	10.5x	8.1x	7.8x	12.8x	9.5x	9.0x	neg	15.0x	8.9x
Amadeus	5.6x	5.1x	4.7x	14.6x	13.2x	12.0x	20.3x	18.0x	16.1x	24.5x	21.9x	19.6x
Mean	**3.7x**	**3.4x**	**3.2x**	**12.6x**	**10.6x**	**9.9x**	**16.6x**	**13.7x**	**12.6x**	**24.5x**	**18.5x**	**14.2x**
Combined peer groups												
Mean	**3.2x**	**2.9x**	**2.8x**	**15.2x**	**11.5x**	**9.6x**	**18.6x**	**15.5x**	**15.2x**	**20.4x**	**19.0x**	**17.4x**
Median	**2.4x**	**2.3x**	**2.4x**	**12.1x**	**9.0x**	**8.3x**	**19.4x**	**16.4x**	**14.6x**	**19.5x**	**17.5x**	**14.7x**
Short/mid-term accommodation rentals												
Vacasa	0.1x	0.1x	0.1x	neg	26.8x	5.2x	neg	neg	neg	7.0x	neg	neg
Sonder	1.8x	1.6x	n.a.	neg	neg	n.a.	neg	neg	n.a.	n.a.	n.a.	n.a.
HomeToGo	0.9x	0.8x	0.7x	17.2x	8.8x	5.2x	neg	neg	20.4x	neg	neg	25.4x
CleanBnB	0.4x	0.3x	n.a.	6.7x	3.3x	n.a.	11.1x	4.4x	n.a.	20.9x	9.4x	n.a.
G Rent	2.8x	1.1x	0.7x	neg	13.8x	6.9x	neg	neg	21.2x	n.a.	neg	31.2x
Dotstay	n.a.	n.a.	n.a.	19.8x	1.6x	1.2x	nm	neg	neg	n.a.	neg	neg
Emma Villas	0.4x	0.4x	0.3x	4.2x	3.3x	2.6x	5.2x	3.9x	3.0x	6.8x	5.1x	3.8x
Mean	**1.1x**	**0.7x**	**0.5x**	**12.0x**	**9.6x**	**4.2x**	**8.1x**	**4.2x**	**14.9x**	**11.6x**	**7.2x**	**20.1x**
Mean w/out extremes	**0.9x**	**0.6x**	**0.5x**	**11.9x**	**7.3x**	**4.4x**	**na**	**na**	**20.4x**	**7.0x**	**na**	**25.4x**
Median	**0.7x**	**0.6x**	**0.5x**	**11.9x**	**6.1x**	**5.2x**	**8.1x**	**4.2x**	**20.4x**	**7.0x**	**7.2x**	**25.4x**
Outliers												
MakeMyTrip	14.5x	11.1x	9.2x	100.1x	74.5x	53.0x	163.0x	83.2x	57.2x	104.7x	74.4x	52.9x

Source: EnVent Research on S&P Capital IQ, 12/02/2025

Hints from market multiples analysis:

- Industry market multiples, mostly from large corporations with global coverage and a powerful competitive position, might be misleading as a source of valuable indications and require normalization discounts
- Different accounting methods among industry players may harm comparability
- High relevance of cash use for investments in capacity recognized by cash flow-based values might be under-emphasized by multiples method, which is the case of the short-term Xenia program

Market multiples by BU - Sum of the Parts

In a highly diversified environment, as described above, subjectivity in applying multiples is high, and mean and medians include companies that are too heterogeneous and especially have a too different size and market presence compared to Xenia. We deem advisable to attribute a higher relevance to the analytical methodologies on fundamentals, as a consequence we take into account the values coming from market multiples as appreciation of industry outlook. We notice, through comparison of the two methodologies, a discount in the region of 30-40% of multiples values. Accordingly, we apply discounted market multiples of single peer groups to our 2025E revenue estimates by business.

Xenia		2025E Market multiples	
EV Accommodation			
2025E Net revenues	4.0	0.6x	**2.3**
EV Hotel management			
2025E Revenues	33.9	1.1x	**36.2**
EV Hotel distribution platform			
2025E Revenues	1.0	2.0x	**2.0**
Sum of Parts EV Xenia			**40.5**
Net debt as of 31/12/24E			(14.2)
Equity value Xenia			**26.4**

Source: EnVent Research

Market multiples application

We also applied to our 2024-26E projections the median multiples of the full panel of industry peers deriving from analyst consensus, with the same judgmental discount factor to reflect the limited comparability of most peers to Xenia, mainly for size, scope of operations and business model, and identify a suitable value area for Xenia.

Xenia (€m)		Market Multiples	EV	Net debt as of 31/12/24E	Equity value
2024E Net revenues	19.6	1.7x	33.2	(14.2)	**19.0**
2025E Net revenues	39.0	1.6x	62.7	(14.2)	**48.6**
2026E Net revenues	51.6	1.7x	86.3	(14.2)	**72.2**
Mean 2024-26E			60.7		**46.6**
2024E EBITDA	2.5	8.5x	21.2	(14.2)	**7.1**
2025E EBITDA	4.8	6.3x	30.2	(14.2)	**16.0**
2026E EBITDA	6.3	5.8x	37.0	(14.2)	**22.8**
Mean 2024-26E			29.4		**15.3**

Source: EnVent Research

Wide discrepancy between EV/Revenues and EV/EBITDA outcomes

EBIT and net income unpracticable in 2025-26E as impacted by investment cycle

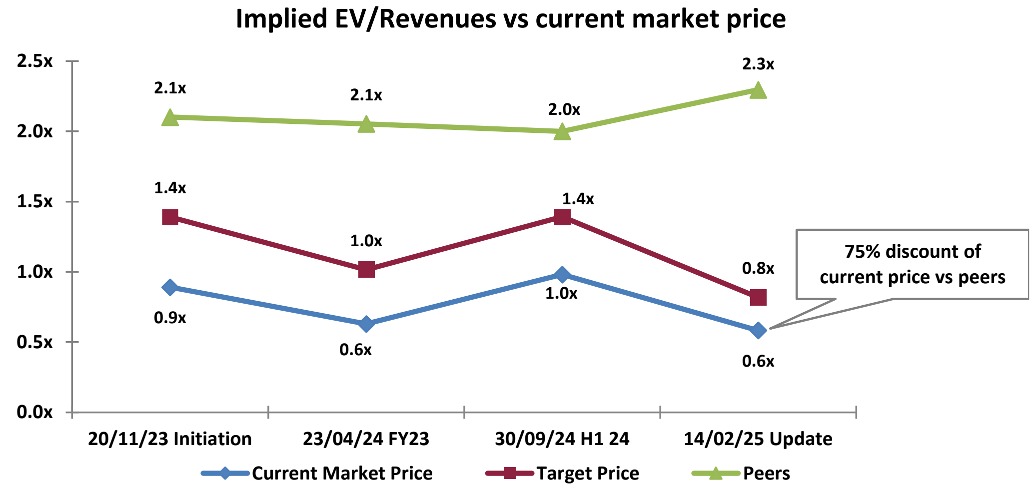
Target Price

Xenia expected investment of €25m, up to €50m, in hotel opportunities anticipates the scale and nature of its accelerating growth strategy and vision to become part of the leading competitive positioning in its segment.
We continue to attribute higher significance and weight to fundamentals, and thus to DCF methodology, recalling the limited comparability with listed industry peers.
We confirm the Target Price of €5.55, implying 109% upside potential on current share price, and an OUTPERFORM rating.

Please refer to important disclosures at the end of this report.

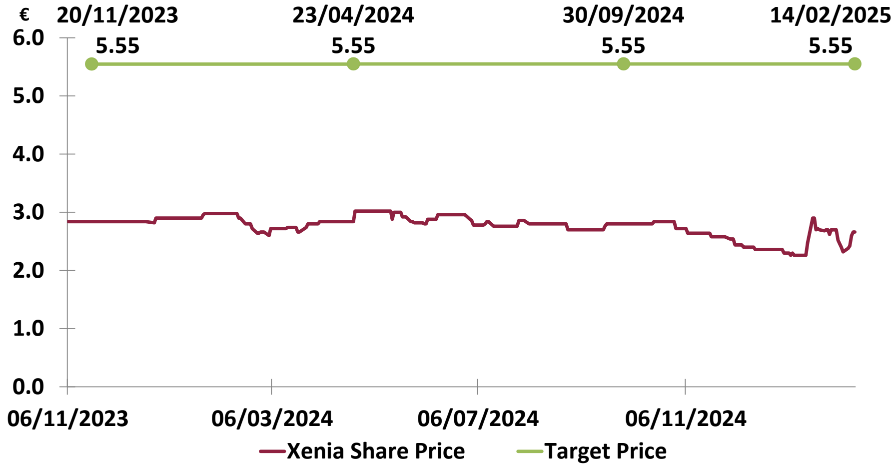
Xenia Price per Share	€
Target Price	**5.55**
Current Share Price (13/02/2025)	2.66
Premium (Discount)	**109%**

Source: EnVent Research



Source: EnVent Research on S&P Capital IQ, 14/02/2025

Xenia Share Price vs EnVent Target Price



Source: EnVent Research on S&P Capital IQ, 14/02/2025

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Rating system and rationale (12-month time horizon):

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NEUTRAL: stocks are expected to have a performance between -10% and +10% consistent with market or industry trend and appear less attractive than Outperform rated stocks;

UNDERPERFORM: stocks expected to have a downside within the reference market or industry, with a target price more than 10% below the current market price;

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The stock price indicated in the report is the last closing price on the day of Production.

Date and time of Production: 13/02/2024 h. 7.00pm

Date and time of Distribution: 14/02/2025 h. 6.30pm

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Date	Recommendation	Target Price (€)	Share Price (€)
20/11/2023	OUTPERFORM	5.55	2.84
23/04/2024	OUTPERFORM	5.55	2.84
30/09/2024	OUTPERFORM	5.55	2.80
14/02/2025	OUTPERFORM	5.55	2.66

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