

# MLP

Outperform → | Target Price : € 11.0

Price (04/06/2025) : € 8.23 | Upside : 34%

Révision	12/25e	12/26e
EPS	ns	ns

## Advising clients creates long-term value

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Sources : ODDO BHF Securities, SIX

Share data			
MLPGR   MLPG.DE			
Market Cap (€m)			899
Enterprise value (€m)			1,160
Extrema 12 months (€)	5.38	-	8.68
Free Float (%)			46.8
Performance (%)			
	1m	3m	12m
Absolute	2.4	21.0	28.6
Perf. rel. Country Index	-0.3	21.0	20.7
Perf. rel. SDAX	-2.3	5.6	15.3
P&L			
	12/25e	12/26e	12/27e
Sales (€m)	1,129	1,190	1,248
EBITDA (€m)	134	141	150
Current EBIT (€m)	104	111	120
Attr. net profit (€m)	71.3	76.1	82.1
Adjusted EPS (€)	0.65	0.70	0.75
Dividend (€)	0.40	0.45	0.48
P/E (x)	12.6	11.8	11.0
P/B (x)	1.5	1.4	1.3
Dividend Yield (%)	4.9	5.5	5.8
FCF yield (%)	13.0	12.7	11.6
EV/Sales (x)	1.03	0.92	0.83
EV/EBITDA (x)	8.6	7.7	6.9
EV/Current EBIT (x)	11.1	9.8	8.6
Gearing (%)	ns	279	257
Net Debt/EBITDA (x)	13.7	12.5	11.4

### Next Events

25/06/2025	Annual General Meeting
14/08/2025	H1 Results
13/11/2025	Q3 Results

**Founded in 1971, MLP is a financial services provider for private, corporate and institutional clients primarily in Germany. The group divides its business into three competence fields: Wealth, Life & Health and Property & Casualty. In view of its attractive and defensive business model (~70% recurring revenue), growing total revenues (CAGR of +5.4%, 2024 to 2027e) and EBIT margins (+70bp to 9.6% in 2027e vs 2024), a sound balance sheet (average equity ratio of c. 15% and average ROE of 12.4%, 2025e to 2027e), as well as an attractive dividend yield (5.4%, average 2025e to 2027e), we initiate coverage with an Outperform rating and a target price of € 11.**

### Growth in all fields of expertise supported by favourable drivers

In our view, there is significant need for advisory services for family, corporate and institutional clients which should lead to further growth in MLP's business in the coming years. In the domains of Wealth (50% of total 2024 revenue and CAGR of +3.8% 2024-2027e) and Life & Health (29% and CAGR of +6.6%), we see growth driven, amongst other things, by: 1/ demographic trends which are likely to continue to have a negative impact on state-funded social security systems; 2/ the potential investment volumes of the top 10% of wealthiest households in Germany and; 3/ wealth succession due to a nationwide wealth transfer volume of around € 400bn per year in Germany to the next generation. In Property & Casualty, we see higher revenues (20%, CAGR of +7.3%) due to the need for residential building/household contents insurance (the German Insurance Association predicts that losses due to extreme weather events will at least double by 2050) or cyber insurance.

### Attractive business model as a basis for further profitable development

MLP's business model is characterised by a high percentage of recurring revenue (2024: € 708m or 68% of sales revenue) which is driven by structural growth of its client base, as well as growing assets under management (2024: € 63.1bn, CAGR +10% vs 2020) and non-life insurance portfolio volume (2024: € 751m, CAGR +14% vs 2020). Together with its digitisation strategy, in which AI applications will lead to ongoing efficiency gains and improvements in client support, revenues and earnings should continue to grow. For 2025e, we assume sales revenue of almost € 1.1bn (+6.0% vs 2024) and an EBIT of € 104.4m (+9.9% y-o-y), leading to an EBIT margin of 9.2% (+30bp y-o-y). We are in line with guidance ("slight increase in sales revenue", "EBIT between € 100m and € 110m") and FactSet cons. In the medium term (until 2027e), we project ongoing growth in all competence fields and see total revenue of € 1.24bn (CAGR of +5.4%, 2027e vs 2024), an EBIT of € 120.1m (CAGR of +8.1%, 2027e vs 2024) and an EBIT margin of 9.6% (+70bp vs 2024).

### Initiation with an Outperform rating and a target price of € 11

In the absence of relevant peers, we derive our € 11 target price for the company based on average historical P/E multiples (last five financial years to which we have added a 25% premium to reflect the improved profitability). Our Outperform recommendation is supported by MLP's attractive business model with a high percentage of recurring income, as well as improved profitability thanks to further growth across all three competence fields and an attractive dividend yield (5.4%, average for 2025-2027e). Based on our estimates, MLP is trading at 1.4x 2026e P/BV (in line with its 5-year historical average of 1.4x) and at 11.8x 2026e P/E (below its 5-year historical average of 12.2x).

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MLP

Financial Services | Germany  
Market Cap: € 899m

Outperform

Target price: € 11.0  
Price (04/06/2025) : € 8.23

Company profile

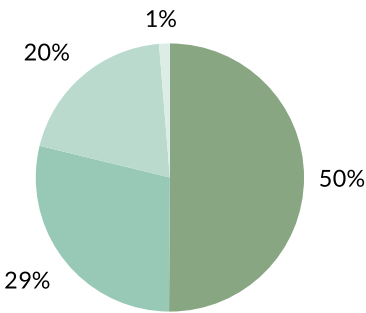
MLP is a financial services provider for private, corporate and institutional clients. Its brands include Deutschland.Immobilien, DOMCURA, FERI, MLP, RVM and TPC. The Group was founded in 1971 and manages assets of around € 63.1bn for around 590,700 private (family) clients and around 28,000 corporate and institutional clients as well as non-life insurance portfolio volumes of ca. € 751m. MLP has 2,110 self-employed consultants and around 2,500 employees. The company was floated on the regulated market of the Stuttgart stock exchange on 15 June 1988. The shares are traded in the SDAX.

Shareholders

Free Float	46.84%
Familie Lautenschläger (pooling agreement)	27.56%
HanseMerkur Krankenversicherung auf Gegenseitigkeit	10.03%
Barmenia Versicherungen a. G., Gothaer	9.39%
Versicherungsbank VVaG	
Allianz SE	6.18%

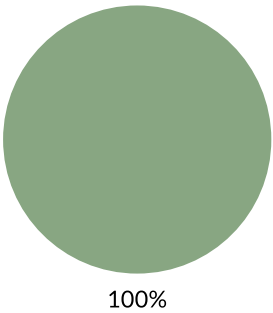
Sales breakdown (2024)

By business



■ Wealth ■ Life & Health ■ Property & Casualty ■ Others

By region



■ Germany

Investment case

MLP is a financial services provider for private, corporate and institutional clients primarily in Germany. Our Outperform recommendation is supported by MLP's attractive business model with a high percentage of recurring income, as well as improved profitability thanks to further growth across all three competence fields (Wealth, Life & Health, Property & Casualty) and an attractive dividend yield.

SWOT

Strengths

- Wide range of financial services incl. retirement plan, insurance, wealth management
- Strong customer loyalty
- Experienced consultants

Weaknesses

- Highly competitive sector leads to significant pressure on prices and margins
- Strong dependence on the German market

Opportunities

- Growing need for financial advice (retirement provision, wealth creation)
- Digitalization offers innovative services and reaches new customer groups

Threats

- Increased competition for qualified staff
- Regulatory changes could affect MLP's business activities
- Market entry of new competitors (e.g. Fintechs)



## ESG

Sustainability represents a commitment to the sustainable development of the economy, society and the environment. MLP makes its contribution as a company through its system of strategic sustainability management. This involves remaining economically successful in the long term, while at the same time acting with ecological and social responsibility.

**Environment:** In 2024, MLP recorded an overall reduction in CO<sub>2</sub> emissions of 2.46 tonnes of CO<sub>2</sub> per capita or 4.3% compared to the previous year. This effect is essentially the result of a reduction in Scope 1 (combustion in buildings, refrigerant leaks, direct emissions from the company's fleet) and Scope 2 (electricity, heat) values.

**Social:** As MLP is a knowledge-based service provider, qualified and motivated employees and self-employed client consultants represent the most important foundation for sustainable company success. Continuous development and optimisation of HR work for employees, as well as recruiting and training new consultants were key factors during the last financial years. In 2024, the average number of employees (excluding consultants) was 2,454 (2023: 2,338), of which 58% were female employees (2023: 59%). The proportion of women in the first management level below the Executive Board at MLP SE (Head of Division) was 60%, while in the second management level (Head of Department) there were no women employed. The total proportion of women across all management levels in the MLP Group in December 2024 was 32.3% (2023: 30%).

**Governance:** By consistently adhering to the provisions of the German Corporate Governance Code (DCGK) in the version of 28 April 2022 (GCGC 2022), MLP SE continuously reinforces the trust of its shareholders, employees, clients and other stakeholders in the management of the company. Responsible and long-term value-oriented management is of paramount importance to the company. The Executive and Supervisory Board ensure that MLP continues to review and develop corporate governance across the group.



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# INITIATION WITH AN OUTPERFORM RATING AND A TARGET PRICE OF € 11

*We have used average historical P&E multiples (including a premium) to determine the value of the company. In the absence of relevant peers, we believe that a valuation based on historical P&E multiples is the most suitable method to capture MLP's long-term growth potential. With a target price of € 11 implying around 35% upside, we initiate coverage with an Outperform rating.*

## Share price performance vs SDAX and Sector Index

Since the beginning of 2024, the share of MLP has outperformed the SDAX and DAX sector Financial Services. YTD, MLP outperformed both indexes and recorded an increase of around 50% vs an increase of around 20% for the SDAX and around 35% for the sector index.

Share price development – MLP vs SDAX and Sector Index (base 100)

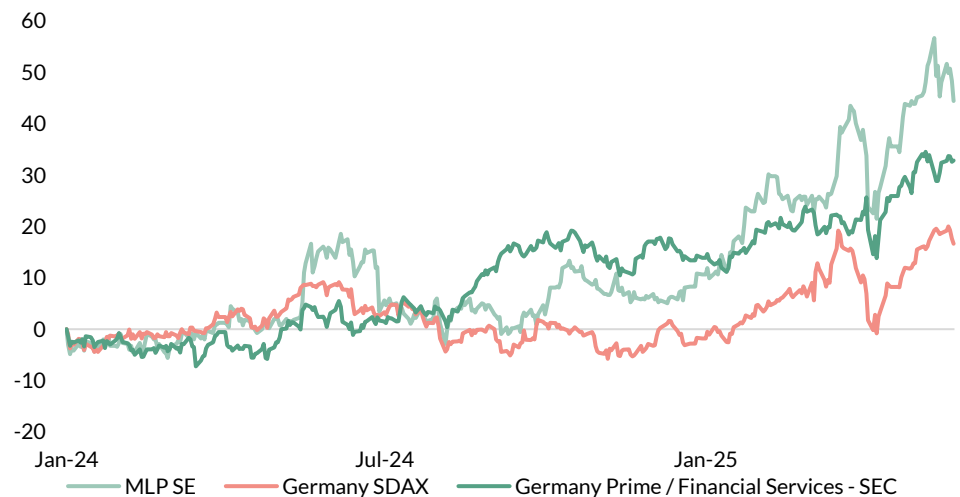


Chart 1 - Sources: FactSet, ODDO BHF Securities

## Target price of € 11

In the absence of relevant peers, we have determined the value of the company by applying a 25% premium to average historical P/E multiples (last five financial years, 2020 to 2024). We think that a premium is justified due to the expected improvement in profitability over the 2025e to 2027e period (average EBIT margin of 9.4%) vs an average EBIT margin of 8.4% over the 2020 to 2024 period. This method gives us a target price of € 11.



### P/E valuation

€ m	2026e	Comment
EPS (€)	0.70	ODDO BHF
P/E multiple	15.8	5-year historical average incl. 25% premium
Value per share (€)	11.06	

Table 2 - Sources: FactSet, ODDO BHF Securities

## Lack of suitable peers to value MLP

We have identified four listed companies which are active in the market for financial service providers: VZ Holding, St. James's Place, Ameriprise Financial and LPL Financial. However, valuing MLP using these peers may not accurately reflect the fair value of MLP due to: 1/ the significant difference in the size (market capitalisation of MLP of around € 900m vs an average market cap of € 20.8bn ranging from St James's Place of € 7.1bn to Ameriprise Financial of € 42.3bn; 2/ divergence in profitability (average EBIT margin of 9.4% for MLP vs average EBIT margin of 34.8% for the peer group, 2025e to 2027e); 3/ disparity in business activity (MLP has a full banking license), and; 4/ different regulatory requirements per country. We have therefore decided to value MLP using only historical average P/E multiples including a premium.

### MLP vs peer group

	Price (€)	Market cap (€ m)	EBIT margin			P/BV			P/E		
			2025e	2026e	2027e	2025e	2026e	2027e	2025e	2026e	2027e
VZ Holding	186.63	7,465	47.3%	46.9%	47.2%	6.0	5.4	4.9	30.3	28.0	25.4
St James's Place	13.38	7,153	48.8%	48.4%	55.9%	4.2	3.6	3.1	15.7	15.8	12.1
Ameriprise Financial	443.89	42,268	26.5%	25.7%	26.3%	7.4	6.3	5.3	14.0	13.0	11.4
LPL Financial	329.06	26,317	13.8%	14.6%	16.6%	8.0	6.4	4.4	20.2	17.2	13.8
Average peer group		20,801	34.1%	33.9%	36.5%	6.4	5.5	4.4	20.0	18.5	15.7
MLP estimate	8.23	899	9.2%	9.4%	9.6%	1.5	1.4	1.3	12.6	11.8	11.0

Table 3 - Sources: FactSet, ODDO BHF Securities

Based on our estimates, MLP is trading at 1.4x 2026e P/BV, in line with its 5-year historical average of 1.4x.

### MLP P/BV valuation history (x)



Chart 4 - Sources: FactSet, ODDO BHF Securities

Based on our estimates, MLP is trading at 11.8x 2026e P/E, below its 5-year historical average of 12.2x.



### MLP P/E valuation history (x)



Chart 5: - Sources: FactSet, ODDO BHF Securities

## Shareholder structure

MLP's capital is divided into 109,334,686 ordinary bearer shares. The company was floated on the regulated market of the Stuttgart stock exchange on 15 June 1988 at an issue price of € 0.5198. The shares are now traded in the SDAX.

A voting trust and pooling agreement is in place with the Lautenschläger family. Together with the shares held by Dr. Manfred Lautenschläger (who was a co-founder of the company in 1971), the share of the voting rights held by the family is now 27.56%. The Lautenschläger family therefore remains the largest single MLP shareholder. The next largest shareholder is HanseMerkur Krankenversicherung auf Gegenseitigkeit, with a 10.03% share of voting rights. The third largest shareholder is Barmenia Versicherungen a. G., Gothaer Versicherungsbank VVaG, with a 9.39% share of the voting rights.

### Shareholder structure (as of 8 January 2025)

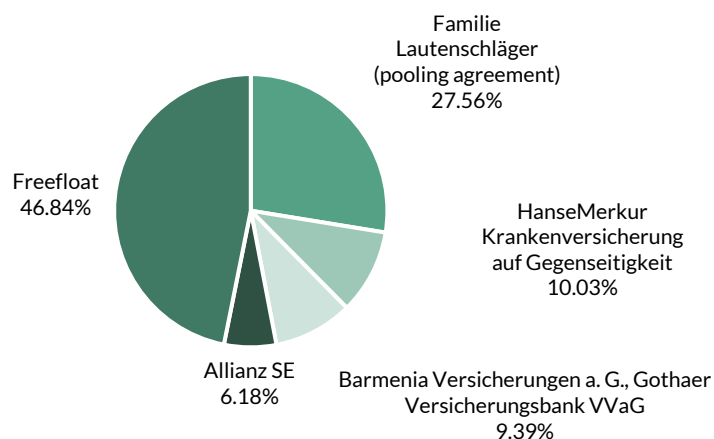


Chart 6 - Sources: company, ODDO BHF Securities



# MLP – A LEADING FINANCIAL ADVISORY NETWORK

MLP is a financial services provider (founded in 1971) which manages assets of around € 63.1bn for c. 590,700 private and c. 28,000 corporate and institutional clients, as well as non-life insurance portfolio volumes of c. € 751m. The group divides its business model into the competence fields of Wealth (around 50% of total revenues), Life & Health and Property & Casualty.

## The partner for all financial matters

The group was founded in 1971 and manages assets of around € 63.1bn for around 590,700 private and c. 28,000 corporate and institutional clients, as well as non-life insurance portfolio volumes of about € 751m. In the 2024 financial year, the average number of employees in the MLP group was 2,454 (2023: 2,338). The number of self-employed consultants was 2,110 (2023: 2,055) and the consultant turnover rate was 8.7% (2023: 9.6%).

### Milestones in the company's history

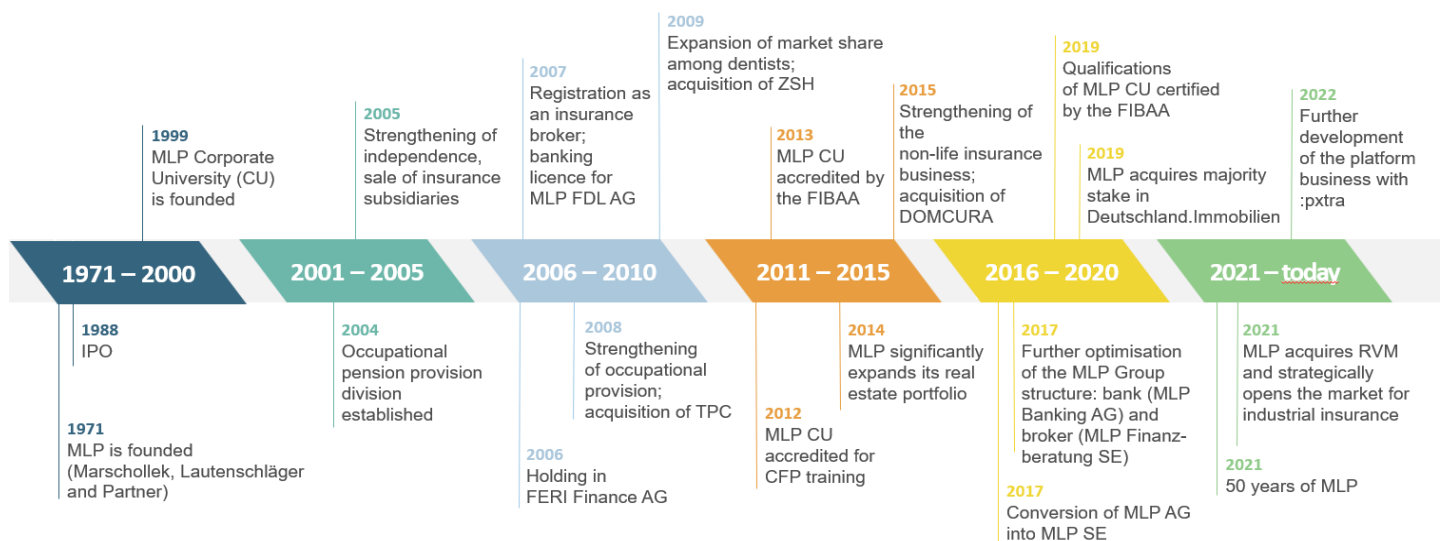


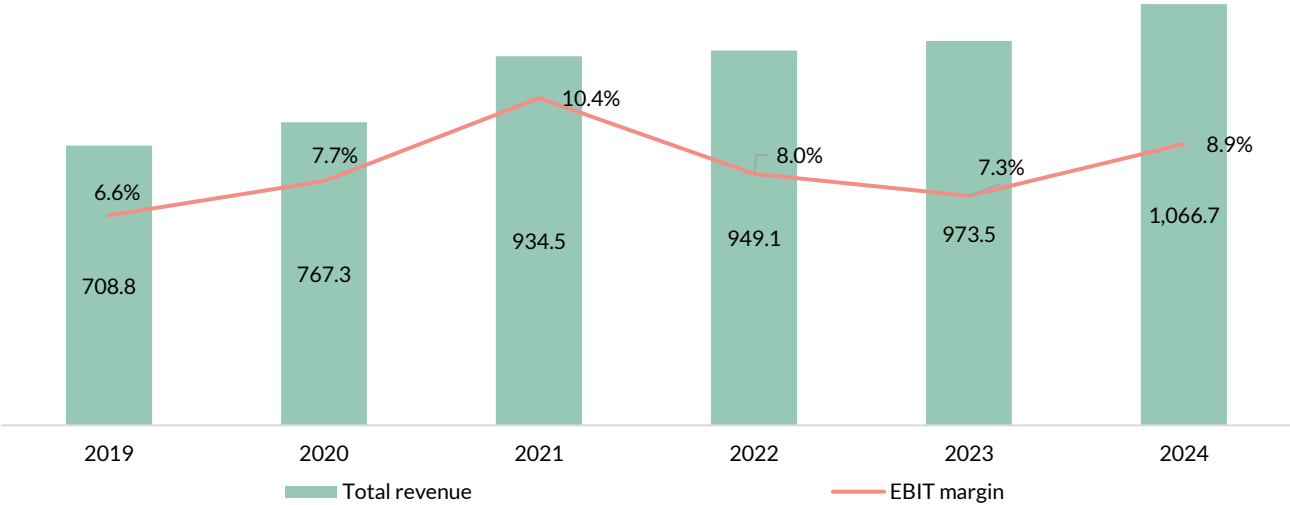
Chart 7 - Source: company

In 2024, total revenue rose by 9.6% y-o-y to € 1.07bn (thereby exceeding € 1bn for the first time) and EBIT by 34.3% y-o-y to € 95.0m. The EBIT margin was 8.9% (+ 160bp vs a year ago). Over the 2019 to 2024 period, total revenue rose at a CAGR of c. 9%, thereby showing MLP's significant growth path.





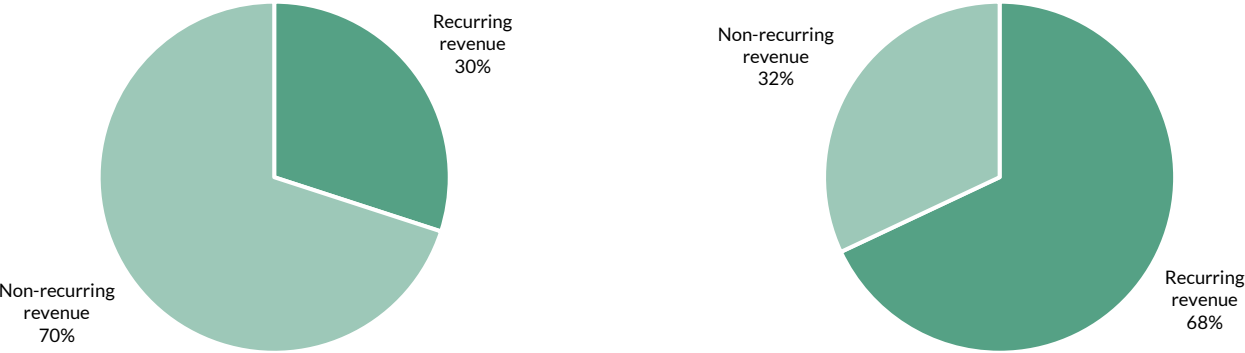
Trend in total revenue (€ m) and EBIT margin (%)



Charts 8 - Sources: company, ODDO BHF Securities

The share of recurring revenue (as a % of total revenue) improved from 30% in 2005 to 68% in 2024 as MLP focuses its M&A activity on companies that can contribute to expanding its share of recurring revenue. Recurring revenue includes, for example, revenue from wealth management or non-life insurance whereas non-recurring revenue includes, for example, revenue from real estate brokerage or loans and mortgages.

Revenue - recurring vs non-recurring (2005)      Revenue - recurring vs non-recurring (2024)



Charts 9 - Sources: company, ODDO BHF Securities



Business model

MLP’s business model can be divided into the competence fields of Wealth, Life & Health and Property & Casualty.

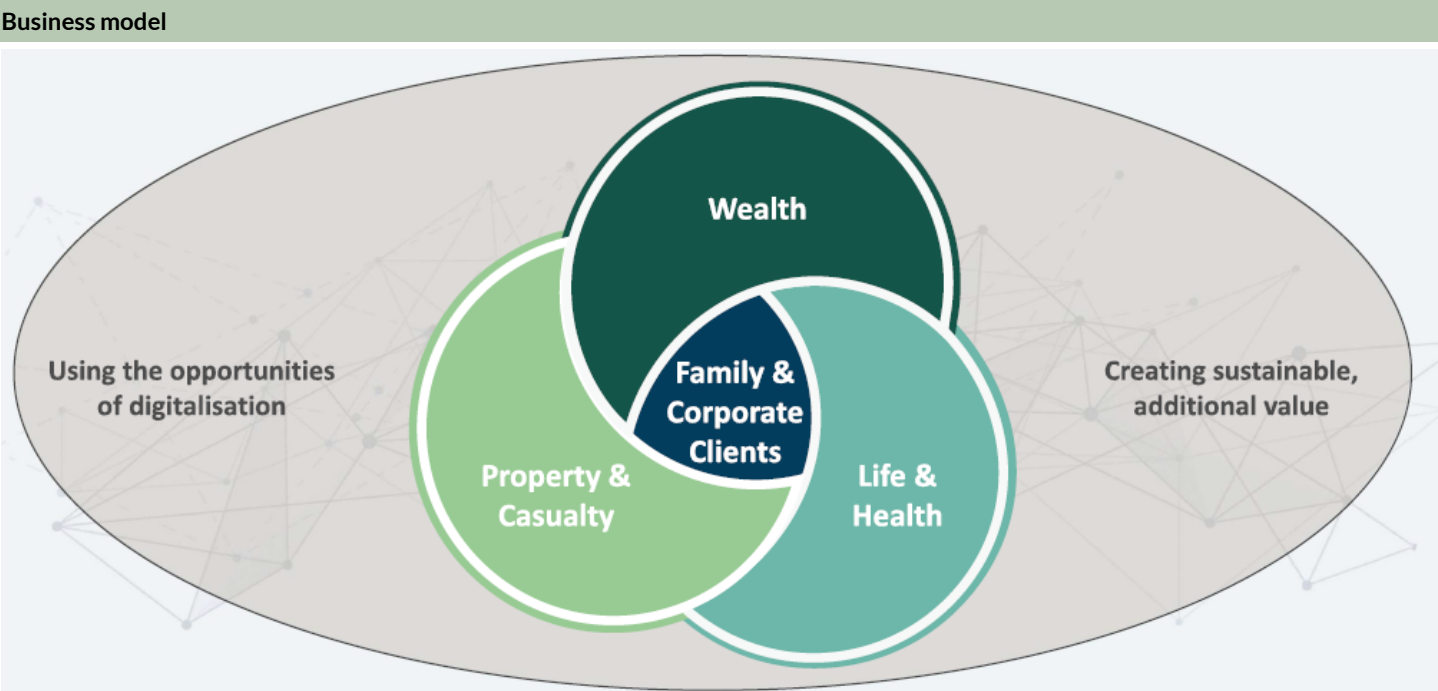
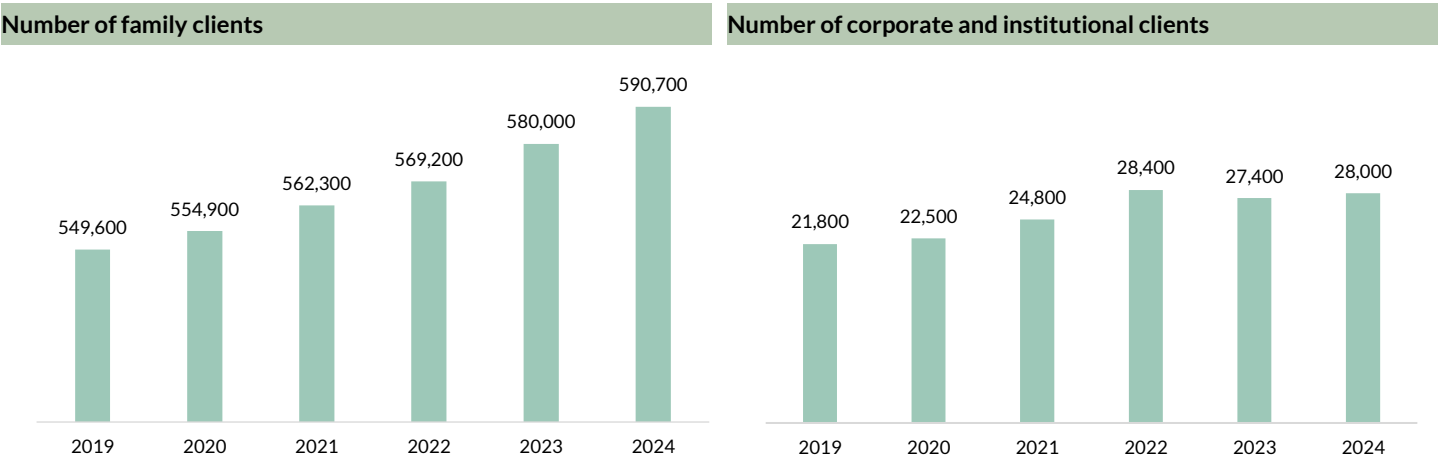


Chart 10 - Source: company

As of 31 December 2024, MLP had around 590,700 family clients and c. 28,000 corporate and institutional clients. Over the 2019 to 2024 period, the number of family clients and corporate/institutional clients has grown by a CAGR of +1.5% and +5.1% respectively, thereby showing the structural growth of its client base.



Charts 11 - Sources: company, ODDO BHF Securities

The chart below illustrates which consulting fields and competence fields contribute to the revenue development in the respective business segments (incl. Banking, FERl and Industrial Broker). The three competence fields of Wealth, Life & Health and Property & Casualty represent the core. The existing consulting fields, as well as the interest rate business, are all being transferred to one of these three competence fields. The Wealth competence field comprises wealth management, the interest rate business, as well as real estate brokerage and loans & mortgages. The Life & Health competence field includes both old-age provision and health insurance. Non-life insurance is part of the Property & Casualty competence field. The activities not covered by these segments include the real estate development business and so-called other commission and fees.



### Allocation of consulting fields and competence fields to the business segments

	Financial Consultancy	Banking	FERI	DOMCURA	Industrial Broker	Deutschland. Immobilien
<b>Wealth competence field</b>	x	x	x			x
Wealth management	x	x	x			
Interest rate business		x				
Real estate brokerage	x					x
Loans and mortgages	x	x				
<b>Life &amp; Health competence field</b>	x				x	
Old-age provision	x				x	
Health insurance	x				x	
<b>Property &amp; Casualty competence field</b>	x			x	x	
Non-life insurance	x			x	x	
<b>Other</b>	x	x			x	x
Real estate development						x
Other commission and fees	x	x			x	

Chart 12 - Source: company

### Three competence fields – strong growth in Wealth

In 2024, MLP achieved significant revenue growth (+27.4% y-o-y to € 520.3m) in the Wealth segment which, as a reminder, contributes 50% of total revenue. In the Life & Health competence field, MLP recorded revenue of € 298.0m (+1.4% y-o-y). In Property & Casualty, revenue rose by 2.7% y-o-y to € 206.4m. The activities not assigned to the three mentioned competence fields generated revenue of € 12.8m, down from € 37.9m a year ago. In 2024, Wealth accounted for c. 50% of total revenue, followed by Life & Health (c. 29% of total revenue).

### Development of areas of expertise as a % of sales revenue

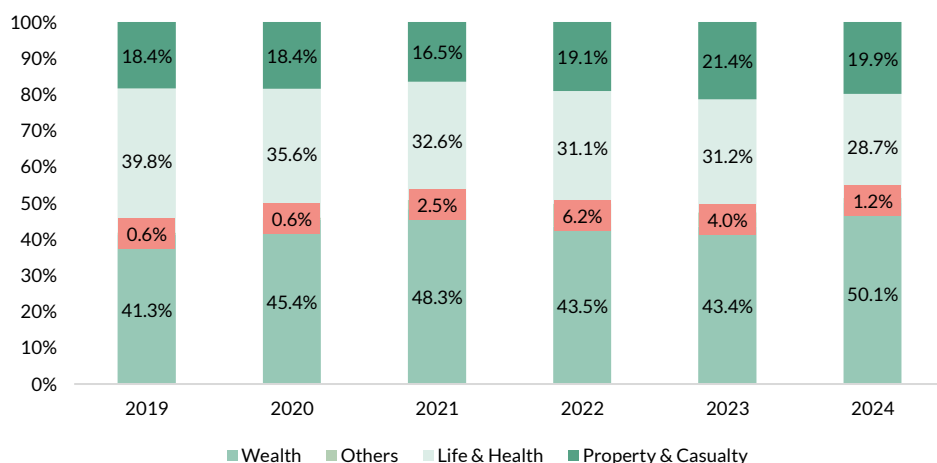


Chart 13 - Sources: company, ODDO BHF Securities



Broken down by consulting fields, wealth management accounts for most of the revenues (2024: 73%) in the Wealth competence field with a CAGR of +11.2% over the 2019 to 2024 period.

#### Wealth competence field

€ m	2019	2020	2021	2022	2023	2024	CAGR 2019 to 2024
Wealth management	224	262	356	317	308	380	11.2%
Interest income	17	15	13	21	66	90	40.3%
Real estate brokerage	24	39	45	38	20	35	8.1%
Loans and mortgages	21	22	25	22	14	15	-6.5%
<b>Wealth</b>	<b>285</b>	<b>339</b>	<b>439</b>	<b>398</b>	<b>408</b>	<b>520</b>	<b>12.8%</b>
Chg y-o-y		19.0%	29.6%	-9.3%	2.7%	27.4%	

Table 14 - Sources: company, ODDO BHF Securities

In the Life & Health consulting field, old-age provisions contributed almost 79% of 2024 revenues.

#### Life & Health competence field

€ m	2019	2020	2021	2022	2023	2024	CAGR 2019 to 2024
Old-age provisions	226	215	242	229	234	234	0.7%
Health insurance	48	51	54	56	60	64	5.7%
<b>Life &amp; Health</b>	<b>274</b>	<b>265</b>	<b>296</b>	<b>285</b>	<b>294</b>	<b>298</b>	<b>1.7%</b>
Chg y-o-y		-3.3%	11.6%	-3.8%	3.2%	1.4%	

Table 15 - Sources: company, ODDO BHF Securities

Over the 2019 to 2024 period, revenue in Property & Casualty improved by a CAGR of +10.3%.

#### Property & Casualty competence field

€ m	2019	2020	2021	2022	2023	2024	CAGR 2019 to 2024
Non-life insurance	127	137	150	174	201	206	10.3%
<b>Property &amp; Casualty</b>	<b>127</b>	<b>137</b>	<b>150</b>	<b>174</b>	<b>201</b>	<b>206</b>	<b>10.3%</b>
Chg y-o-y		8.4%	8.9%	16.6%	15.3%	2.7%	

Table 16 - Sources: company, ODDO BHF Securities

## Six different brands

The MLP Group, with its brands Deutschland.Immobilien, DOMCURA, FERI, MLP, RVM and TPC, is the financial services provider for private, corporate and institutional clients. Special added value is created by networking the various perspectives and areas of expertise – enabling clients to reach better financial decisions. To this end, the MLP Group competently combines personal and digital offers. Several of the brands also offer selected products, services and technology for other financial services providers. An intensive transfer of knowledge and expertise takes place within the network. The specialists support one another in the areas of research and concept development, as well as in client consulting. This valuable and targeted interaction generates additional value for clients, as well as for the company and its shareholders. Economic success also forms the basis for accepting social responsibility.



## MLP Group



Chart 17 -Source: company

Revenue from the following six segments is allocated to the three aforementioned areas of expertise (see p.11 chart 12 "Allocation of consulting fields and competence fields to the business segments for a better overview of revenue breakdown") and consulting activity, and include Financial Consulting, Banking, FERI, DOMCURA, Deutschland.Immobilien and Industrial Broker.

In 2024, the Financial Consulting segment accounted for around 38% of total revenues, whereas Banking accounted for around 45% of total EBIT. Total numbers exclude Holding and Consolidation.

## Business segment revenue breakdown as a % of total revenue (2024), excluding Holding and Consolidation

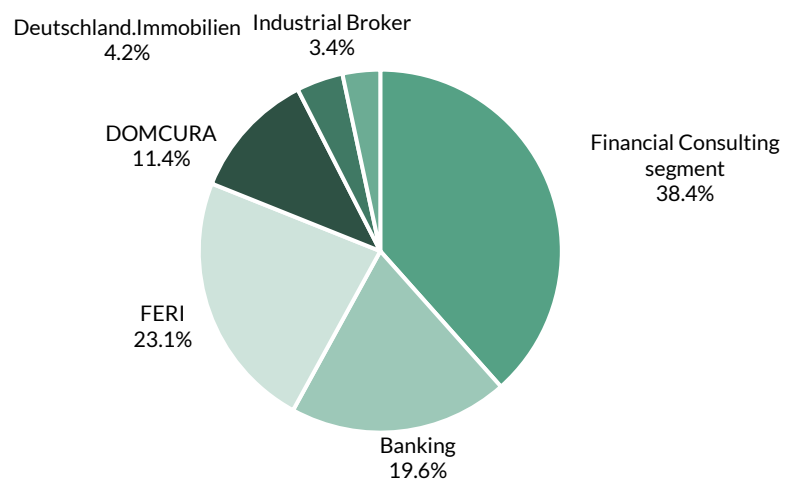


Chart 18 - Sources: company, ODDO BHF Securities



## Financial Consulting

The Financial Consulting segment includes revenue generated in the consulting fields of old-age provision, health and non-life insurance, loans & mortgages, real estate brokerage and wealth management. In 2024, this segment was made up of MLP Finanzberatung SE, ZSH GmbH Finanzdienstleistungen, MLPdialog GmbH, MLP Startup GmbH as well as the associate MLP Hyp GmbH. Total revenue in Financial Consulting rose to € 440m in 2024 vs € 422.8m in 2023. The non-life insurance business and the health insurance business, as well as a significantly stronger real estate brokerage business following a weak previous year, were the main contributors to the positive development. EBIT declined slightly to € 24.0m (2023: € 26.3m) and the EBIT margin reached 5.5% (-70bp y-o-y).

### Financial Consulting

€ m	2019	2020	2021	2022	2023	2024
<b>Total revenue</b>	<b>390.9</b>	<b>401.5</b>	<b>437.2</b>	<b>428.6</b>	<b>422.8</b>	<b>440.0</b>
Chg y-o-y		2.7%	11.5%	-2.0%	-1.4%	4.1%
EBIT	19.5	12.6	15.9	31.4	26.3	24.0
Chg y-o-y		-35.3%	12.6%	97.4%	-16.4%	-8.4%
EBIT margin	5.0%	3.2%	3.2%	7.3%	6.2%	5.5%

Table 19 - Sources: company, ODDO BHF Securities

## Banking Services

All banking services for private and corporate clients, ranging from wealth management, accounts and cards to the interest rate business, are consolidated with the Banking segment. Revenue is primarily generated from wealth management and the interest rate business. MLP Banking AG is included in this segment. In the 2024 reporting year, total revenue in the Banking segment increased by almost 24% to € 224.0m driven by the ongoing strong interest rate business, as well as strong wealth management business. EBIT increased significantly to € 48.4m (2023: € 41.6m) resulting in an EBIT margin of 21.6%.

### Banking Services

€ m	2019	2020	2021	2022	2023	2024
<b>Total revenue</b>	<b>86.7</b>	<b>95.1</b>	<b>109.0</b>	<b>137.1</b>	<b>181.0</b>	<b>224.0</b>
Chg y-o-y		9.7%	14.7%	25.7%	32.1%	23.7%
EBIT	5.3	6.5	7.8	23.5	41.6	48.4
Chg y-o-y		22.4%	19.1%	202.0%	76.9%	16.5%
EBIT margin	6.2%	6.9%	7.1%	17.2%	23.0%	21.6%

Table 20 - Sources: company, ODDO BHF Securities

## FERI

Revenue in the FERI segment is generated from the wealth management field of consulting. This segment is made up of FERI AG (formerly: FERI Management AG and FERI Trust GmbH), FERI (Schweiz) AG and FERI (Luxembourg) S.A. (formerly: FERI Trust (Luxembourg) S.A. Total revenue in the FERI segment increased by c. 24% y-o-y to € 264.3m in 2024. This was due to a strong wealth management business with increased performance-based compensation. EBIT rose significantly to € 36.2m vs € 19.6m in the previous year. The main reason for the high annual change in EBIT is volatile and at the same time highly effective performance-related remuneration.



## FERI

€ m	2019	2020	2021	2022	2023	2024
<b>Total revenue</b>	<b>166.7</b>	<b>197.7</b>	<b>275.0</b>	<b>216.8</b>	<b>212.6</b>	<b>264.3</b>
Chg y-o-y		18.6%	39.1%	-21.2%	-1.9%	24.3%
EBIT	23.3	41.8	82.9	28.3	19.6	36.2
Chg y-o-y		79.7%	98.1%	-65.9%	-30.5%	84.2%
EBIT margin	14.0%	21.1%	30.1%	13.0%	9.2%	13.7%

Table 21 - Sources: company, ODDO BHF Securities

## DOMCURA

The DOMCURA segment primarily generates revenue from the brokering of non-life insurance. It encompasses the design, development and implementation of comprehensive coverage concepts in the field of non-life insurance as a so-called underwriting agency. The business model is characterised by a high degree of seasonality during the year. Accordingly, the segment records comparably high earnings in Q1 of each year along with high sales revenue. This is then typically followed by significantly lower revenues in Q2 to Q4.

Total revenue in the DOMCURA segment rose to € 130.7m (2023: € 128.7m) whereas EBIT declined significantly to € 5.1m (2023: € 8.8m) due to higher D&A, personnel and other expenses. Payroll charges rose slightly to € 23.1m vs € 20.9m a year ago. This is due to several factors incl. a higher number of employees, salary adjustments, severance payments and changes in the headcount structure. D&A and impairment increased significantly to € 4.8m (2023: € 3.1m) due to the shortening of the useful life of fixtures in the administrative building rented by MLP SE. At € 15.3m, other expenses were significantly higher than in 2023 (€ 13.6m). The increase is the result of a one-off effect related to the reduction in fixed assets due to changes in the IT infrastructure. As a result, DOMCURA's EBIT margin declined to 3.9% vs 6.8% a year ago.

## DOMCURA

€ m	2019	2020	2021	2022	2023	2024
<b>Total revenue</b>	<b>91.1</b>	<b>99.6</b>	<b>102.1</b>	<b>112.2</b>	<b>128.7</b>	<b>130.7</b>
Chg y-o-y		9.4%	2.5%	9.9%	14.7%	1.6%
EBIT	6.3	7.5	7.4	8.1	8.8	5.1
Chg y-o-y		18.1%	-0.7%	9.8%	7.8%	-42.4%
EBIT margin	6.9%	7.5%	7.3%	7.3%	6.8%	3.9%

Table 22 - Sources: company, ODDO BHF Securities

## Deutschland.Immobilien

All revenue from real estate brokerage and real estate development of the DI Group is disclosed in the Deutschland.Immobilien segment. Total revenue in this segment declined by around 16% to € 47.7m in 2024. The significant increase (+72.9%) in revenue from real estate brokerage was unable to compensate for the expected and significant decline (-84.9%) in revenue from real estate development. The decline in real estate development in 2024 can be attributed to MLP's cautious approach in this environment. The company had temporarily halted the launch of new projects in the last financial year and therefore actively reduced risk in this area. In 2024, EBIT came in at -€ 11.7m vs -€ 15.3m in 2023.

## Deutschland.Immobilien

€ m	2021	2022	2023	2024
<b>Total revenue</b>	<b>68.8</b>	<b>92.5</b>	<b>56.9</b>	<b>47.7</b>
Chg y-o-y		34.4%	-38.5%	-16.3%
EBIT	4.4	-9.4	-15.3	-11.7
Chg y-o-y		-313.0%	63.3%	-23.3%
EBIT margin	6.4%	-10.1%	-26.8%	-24.6%

Table 23 - Sources: company, ODDO BHF Securities



## Industrial Broker

The Industrial Broker segment primarily generates revenue from the non-life insurance consulting field through brokerage of insurance policies for industrial and commercial clients. Business in the Industrial Broker segment is also characterised by high seasonal fluctuations. Accordingly, the segment records high revenue and high earnings in Q1 of each year. The is the typically followed by significantly lower revenues in Q2 to Q4. This segment comprises RVM GmbH, RVM Versicherungsmakler GmbH, RISConsult GmbH, Jahn & Sengstack GmbH and Dr. Schmitt GmbH Würzburg.

Total revenue in the Industrial Broker segment improved to € 38.4m (2023: € 34.9m) in 2024, largely because of increased revenue from the non-life insurance business. Commission expenses remained virtually unchanged at € 1.0m (2023: € 1.1m) whereas payroll charges rose slightly to € 21.8m (2023: € 20.4m) due to higher salaries and an increase in the number of employees. D&A and impairment amounted to € 3.0m (€ 3.4m). Other expenses declined significantly to € 6.2m (2023: € 8.7m) due to the negative impact on this item in the previous year from the merging of Dr. Schmitt Versicherungsmakler GmbH and Bavaria-Assekuranz Versicherungsmakler GmbH with and into Dr. Schmitt GmbH Würzburg. As a result, EBIT increased significantly to € 6.4m (2023: € 1.4m) in this segment.

Industrial Broker				
€ m	2021	2022	2023	2024
<b>Total revenue</b>	<b>9.9</b>	<b>28.0</b>	<b>34.9</b>	<b>38.4</b>
Chg y-o-y		182.09%	24.6%	9.9%
EBIT	-3.6	2.9	1.4	6.4
Chg y-o-y		182.0%	-52.6%	363.0%
EBIT margin	-35.9%	10.4%	4.0%	16.8%

Table 24 - Sources: company, ODDO BHF Securities

## Competition

The German market for financial services remains very heterogeneous and is characterised by trends towards consolidation. The providers include numerous financial service providers, single agents, banks (e.g. Deutsche Bank, ING), insurance companies (e.g. Allianz) and independent finance brokers, as well as FinTechs (e.g. N26, Trade Republic) and InsurTechs. However, their quality of consulting can vary quite markedly. Regulations impact market participants in various ways. Accordingly, MLP is affected by a multitude of them.

In terms of its own market position, MLP's private client business is in particular characterised by a comprehensive consulting approach, in which the consultant is also supported by the best-rated tool according to the SWI Institute ("consultant portal"). In this way, MLP endeavours to be at the client's side as a discussion partner for all financial questions and concerns. The offer also includes banking services via MLP Banking AG, which competitors without their own bank are unable to offer. The MLP Group and its brands (FERI, RVM, TPC, Deutschland.Immobilien, DOMCURA) are also among the leading providers in their respective markets in the corporate client business.





# PLANNING 2028 – GROWTH IN ALL COMPETENCE FIELDS

MLP's ambitious mid-term planning up to the end of 2028 enables the company to leverage diverse opportunities and create profitable growth. Planning focuses on strategic growth in all three competence fields of Wealth, Life & Health and Property & Casualty. This should lead to total revenues of € 1.3bn to € 1.4bn and EBIT of € 140m to € 150m. An important factor plays the expansion of the corporate client business.

## New mid-term planning

MLP plans to continue its successful growth path with EBIT of € 140m to € 150m (CAGR of +11.2% at the mid-point of guidance vs 2024) and total revenue of € 1.3bn to € 1.4bn (CAGR of +6.1% at the mid-point of guidance vs 2024) by the end of 2028. Performance-based compensation at FERI is considered cautiously in this planning and therefore only included to a limited extent. In our view, it is too early to focus on the 2028 guidance, but we believe that the company will continue its profitable growth path and report higher revenue and EBIT in the coming years.

Planning 2028 vs 2024			
€ m	2024	2028 guidance mid-point	2028 vs 2024
Total revenue	1,066.7	1,350.0	26.6%
EBIT	95.0	145.0	52.6%
EBIT margin	8.9%	10.7%	+180bp

Table 25 - Sources: company, ODDO BHF Securities

Growth is planned strategically across all three competence fields: Wealth, Life & Health, and Property & Casualty.

## Planning 2028

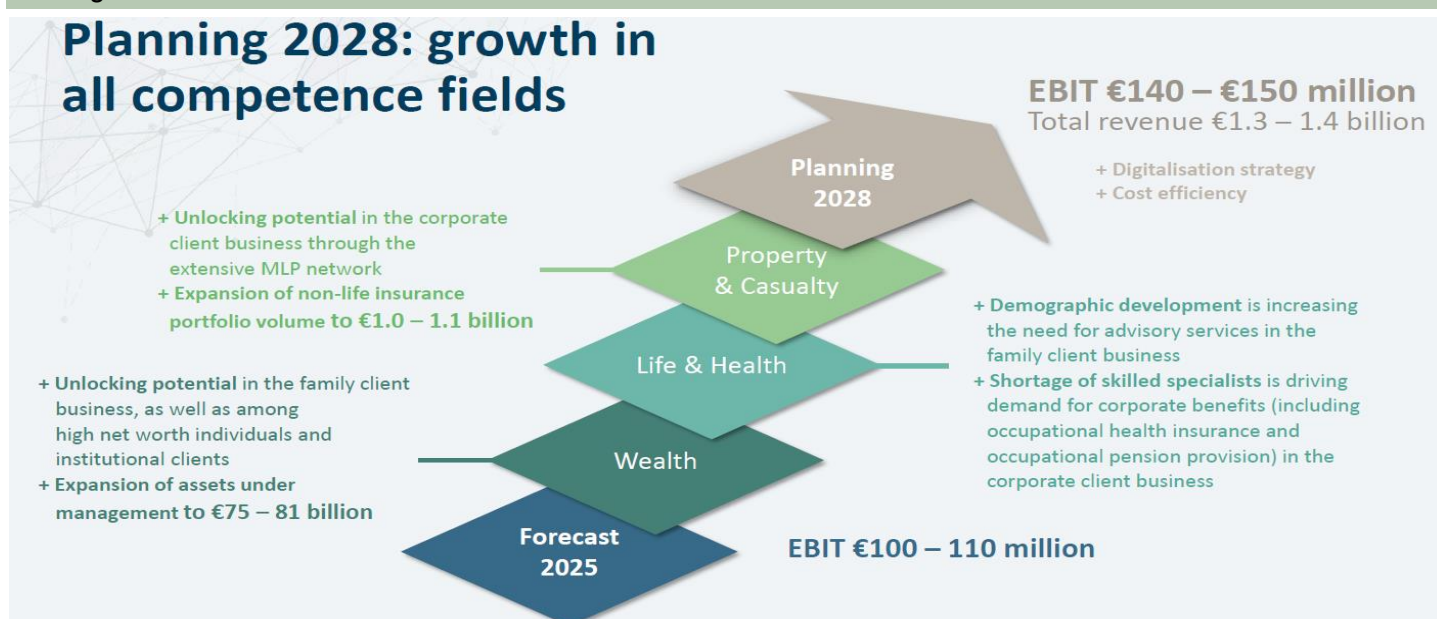


Chart 26 - Source: company



## Wealth

In the competence field Wealth, further and extensive consultancy needs of MLP family clients can be covered. This involves the further expansion of the successful wealth management business. MLP offers a wide range of solutions as part of its holistic financial consulting approach. Clients now also have the option of receiving regular payouts from their accumulated assets. This becomes increasingly relevant especially in the later stages of professional life. To achieve this client objective in the ongoing support of clients, MLP consultants will prospectively have an additional tool ("portfolio pension") at their disposal. Overall, the potential investment volumes amount to € 194,300 per household (minimum financial wealth of the top 10 percent in Germany). Given a nationwide wealth transfer volume of around € 400bn per year, further growth can be expected here. There is also potential from high net worth and institutional clients, which are both served by FERl. When looking after large mandates in wealth management, MLP consultants can also draw on help in the network and involve specialists from multi-asset investment house FERl. FERl itself has also taken the next step towards further growth with a series of new appointments in client support for the institutional business.

### Massive potential among discerning family clients

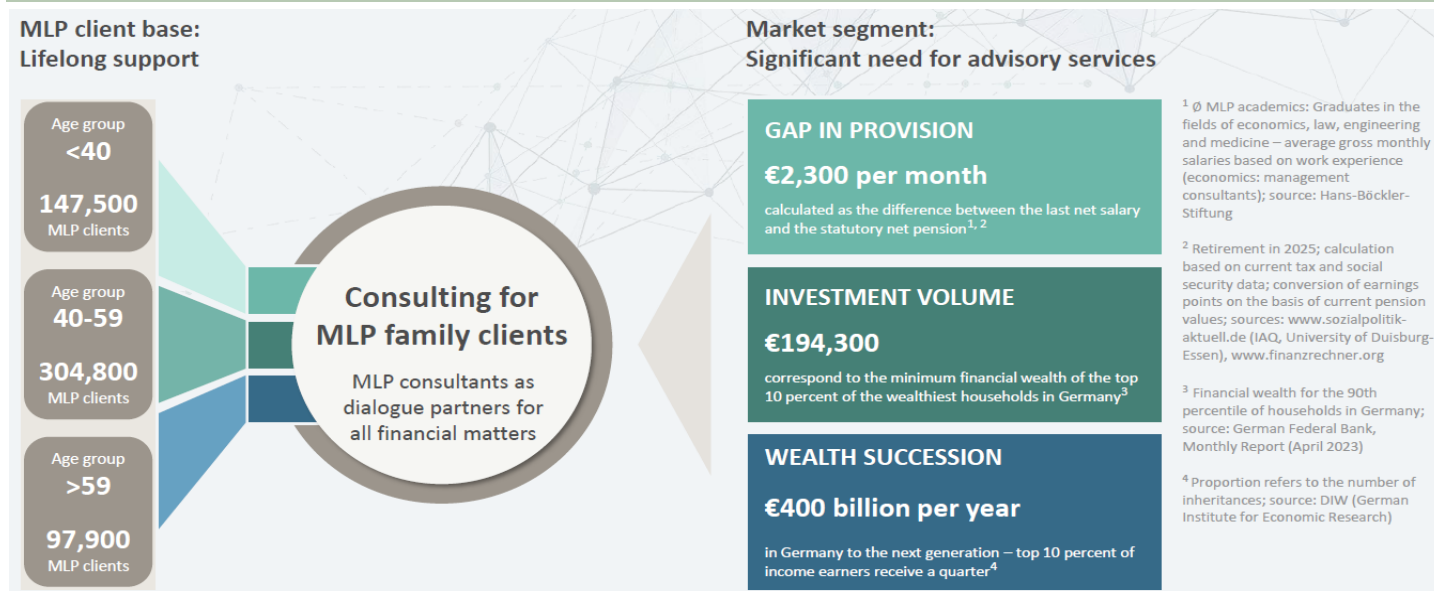


Chart 27 - Source: company

### Growth in the market for institutional clients



<sup>1</sup> Source: GAC GmbH, available at: <https://www.gacgmbh.de/instiportal.html>; the CAGR shown is the result of an in-house extrapolation based on the source, without taking market effects into account, in the period 2023 to 2029

<sup>2</sup> Source: Preqin, available at: <https://www.preqin.com/insights/research/reports/future-of-alternatives-2029>;

the CAGR shown refers to hedge funds, private markets (private equity and private debt), venture capital, real estate, infrastructure and natural resources in the period 2023 to 2029

<sup>3</sup> Alternative investments as defined by FERl include hedge funds, private markets (private equity and private debt), real estate, volatility strategies, commodities and precious metals

Chart 28 - Source: company



Assets under management should increase from € 63.1bn in 2024 to between € 75bn and € 81bn by the end of 2028, thereby implying a CAGR of +5.5% at the mid-point (€ 78bn) of the 2028 target.

#### Assets under management (€ bn)

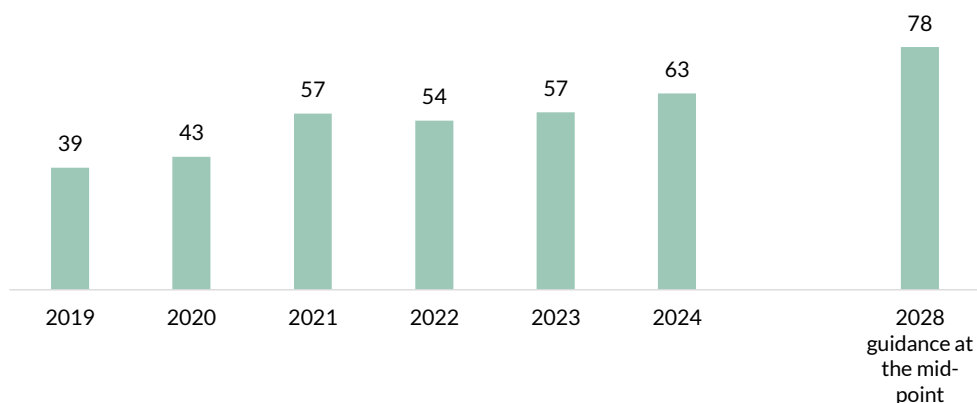


Chart 29 - Sources: company, ODDO BHF Securities

### Life & Health

In the Life & Health competence field, there is still a great need for supplementary old-age provision. Among the academically educated professional groups relevant to MLP, the gap in pension provision (defined as the difference between the last earned income and the statutory pension) is around € 2,300 per month or more for each individual (see chart 27). Demographic trends are likely to continue to have a negative impact on state-funded social security systems. Accordingly, getting the right advice and implementing occupational and private old-age provision schemes will become even more important in the future. In the corporate client business, there is another growth area for MLP in corporate benefits (including occupational health insurance and occupational pension provision). The ongoing shortage of skilled specialists is fuelling demand here.

### Property & Casualty

In the competence field of Property & Casualty, the targeted expansion of the corporate client business in particular continues to grow in importance. Alongside the ongoing organic growth at industrial insurance broker RVM Group and insurance specialist DOMCURA, MLP's broad portfolio of family clients is also playing an increasingly important part. Consultants can meet clients' needs with suitable solutions, not only in the private realm but also at their companies. This applies notably to industrial insurance or occupational pension provision for employees. MLP consultants receive structural assistance ("on-site support") in their contact with corporate clients.

As a result of the targeted realisation of potential, the MLP Group is planning a significant increase in the key figures for assets under management and the non-life insurance premium volume.

Over the same period, the non-life insurance portfolio volume (including insurance for health, residential building and household contents and motor vehicles) should increase to between € 1.0bn and € 1.1bn vs € 751m in 2024, equivalent to a CAGR of +8.7% at the mid-point (€ 1.05bn) of the 2028 target. The business segments, financial consultancy, industrial broker and DOMCURA, generate revenues from the non-life insurance portfolio volume.



### Non-life insurance portfolio volume (€ m)

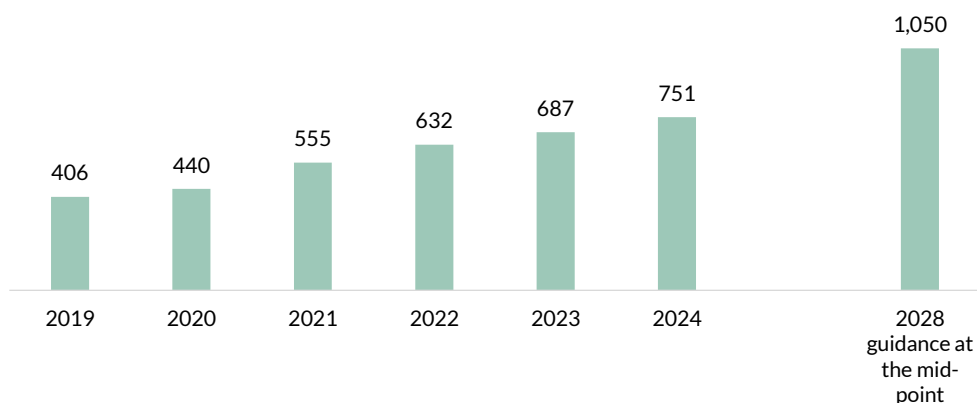


Chart 30 - Sources: company, ODDO BHF Securities

The significant increase in earnings planned by the end of 2028 will also be supported by MLP Group's digitisation strategy, in which AI applications will lead to ongoing efficiency gains and improvements in client support. In addition, cost management remains strict.

### Digitisation strategy creates competitive advantages

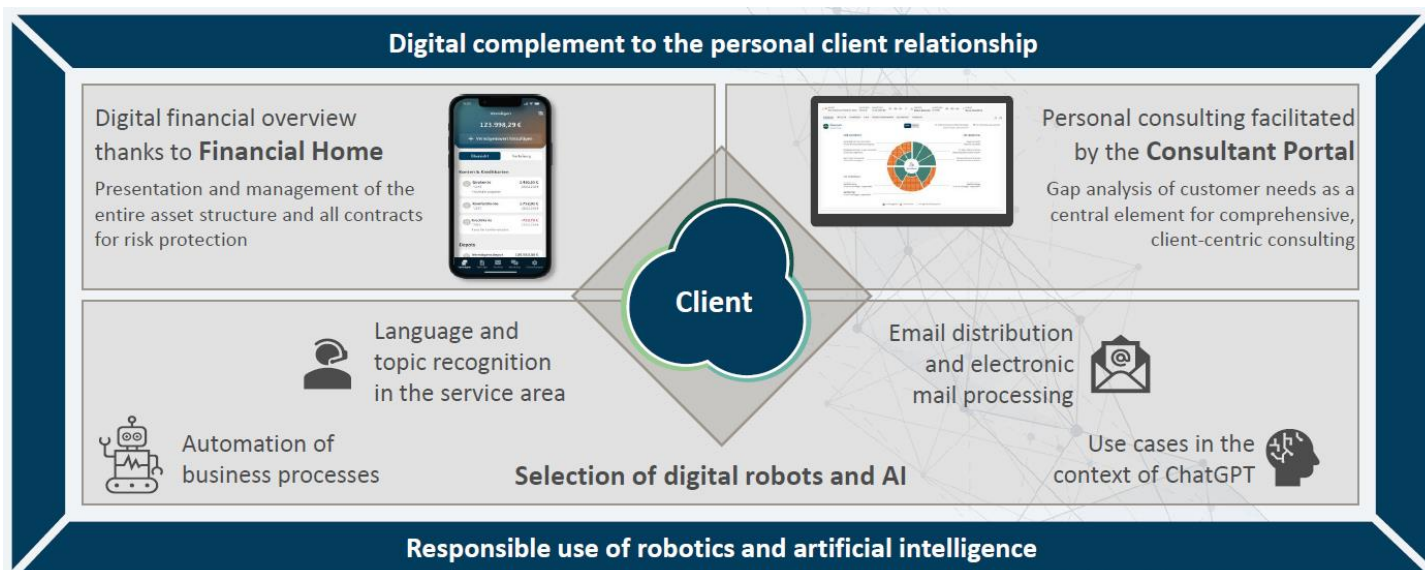


Chart 31 - Source: company

### Further efficiency gains thanks to artificial intelligence

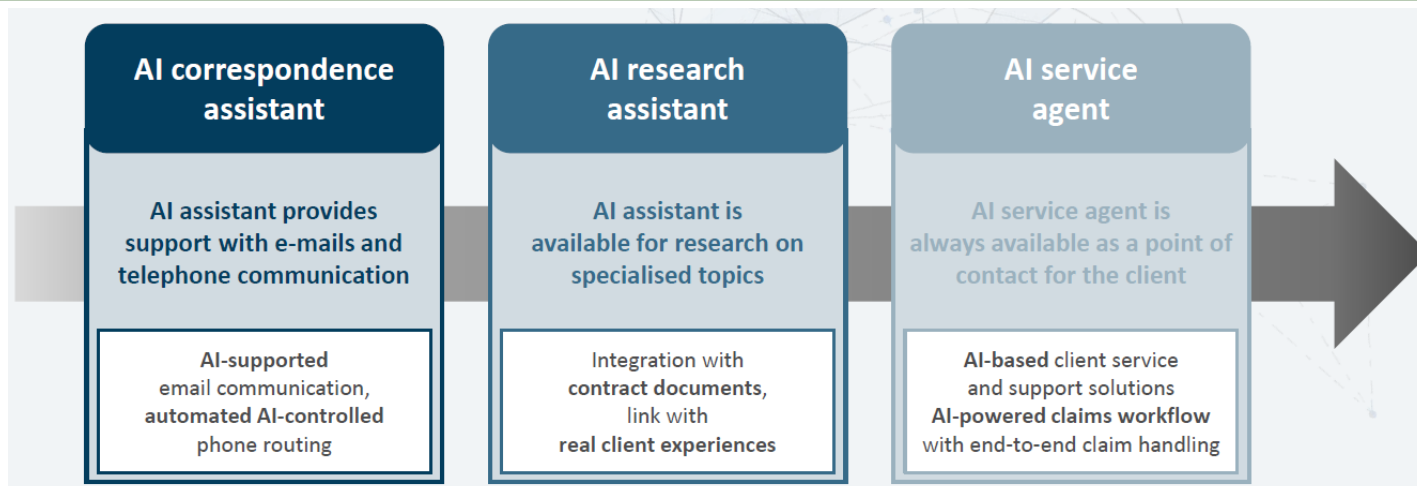


Chart 32 - Source: company



# STRONG TRENDS ENCOURAGE PROFITABLE GROWTH PATHS

We believe that MLP is very well-positioned to benefit from growing wealth, demographic development and digitisation in the coming years. As a result, we project total revenues of € 1.29bn (CAGR +5.4%, 2024 to 2027e) and an EBIT margin of 9.6% (+70bp vs 2024) in 2027e.

## 2025e and beyond – great potential for MLP's business model

During the first quarter of 2025, MLP achieved record levels of total revenue at € 300.6m (+5.8% y-o-y) and an EBIT of € 37.8m (+2.3% y-o-y), leading to an EBIT margin of 12.6% (Q1 2024: 13.0%). The background to the EBIT performance is the positive revenue development in all competence fields, combined with consistent cost management. The strongest revenue growth was in the Life & Health competence field (+9.9% y-o-y to € 64.3m) which was mainly driven by the health insurance business, but also by the old-age provision business. The competence field of Wealth posted revenue of € 124.8m (+7.9% y-o-y) and the competence field of Property & Casualty revenue of € 102.1m (+4.8% y-o-y). In addition to wealth management (+7.1% y-o-y to € 92.5m), real estate brokerage (+157.0% y-o-y to € 7.9m) also grew significantly in the Wealth competence field. The Property & Casualty competence field displayed its typically strong seasonal business performance. Revenue in the Others competence field, which includes the real estate development business as well as other consultancy fees, declined significantly to around € 3m (Q1 2024: € 6m). This was due to the proactive reduction of market- and business-related risks. Non-life insurance premium volume was at a new high of € 779m vs € 751m at the end of December 2024 whereas assets under management were stable at € 62.8bn (31 December 2024: € 63.1bn) despite a slump on the capital markets. We believe that with the successful start in 2025, MLP has made considerable progress towards its earnings forecast for the year.

For 2025e, MLP expects a slight increase in total revenue, consisting of a slight increase in sales revenue and stable other income. The company sees EBIT in a corridor of between € 100m and € 110m. However, in the mid-term – up to the end of 2028 – MLP is planning a significant increase in EBIT (see 17).

We assume that MLP will report 2025e sales revenue of almost € 1.1bn (+6.0% vs 2024) and an EBIT of € 104.4m (+9.9% y-o-y). We are in line with company guidance and FactSet cons.

### 2025 guidance vs estimates

€ m	2024	2025 guidance mid-point	Y-o-y	2025e	ODDO BHF vs guidance	2025e css	ODDO BHF vs css
Sales revenue	1,037.5	slight increase		1,099.8		1,106.2	-0.6%
EBIT	95.0	105.0	10.5%	104.4	-0.6%	104.6	-0.2%
EBIT margin	8.9%			9.2%		9.5%	

Table 33 - Sources: company, ODDO BHF Securities, FactSet

Sales revenue can be broken down into the following two ways: competence fields and revenue types.





In the area of Wealth, revenue in 2025e should increase by 4.2% y-o-y to € 542.3m (guidance “0% to less than 5%”) whereas in Life & Health by +7.1% y-o-y to €319.3m (guidance “5% to less than 10%”) and Property & Casualty by +8.0% y-o-y to € 222.9m (guidance “5% to less than 10%”). The activities not assigned to these areas of expertise are likely to generate significantly higher revenues (ODDO BHFe +19.6% y-o-y to € 19.3m vs guidance of “10% or more”).

Broken down by revenue type, revenue from the interest rate business should be slightly lower compared to last year. In contrast, revenue from real estate development is likely to be significantly higher again in the current year, given the low base of 2024 as a result of the temporary halt to new projects. MLP should therefore be able to slightly increase commission income across all its consulting fields.

Within wealth management, we expect revenue growth of +4.5% y-o-y to € 397.2m. Overall, we see an increased need for professional wealth management advisory services in an environment that continues to be characterised by political and economic uncertainty. At the same time, the wealth of the group's clients is likely to continue to grow in the future as demographic trends progress and inheritances increase. For 2025e, MLP expects assets under management of € 62bn to € 68bn vs € 63.1bn in 2024, implying a growth of +3.0% at the mid-point of the guidance range vs 2024.

In 2025, MLP anticipates a significant increase (guidance for “10% or more”) in real estate brokerage revenue (ODDO BHFe +25.0% y-o-y to € 43.7m), following a marked recovery in this area in the past financial year. The expected continued easing of monetary policy should continue to have a supportive effect here. In addition, as part of a broad-based investment strategy, we continue to see investment properties used by third parties as a good investment opportunity for MLP's clients, sometimes also as a hedge against inflation.

In loans & mortgages, MLP anticipates a significant increase (guidance “10% or more”) in revenue (ODDO BHFe +20.0% y-o-y to € 17.8m) after the recovery in this area did not yet fully materialise in 2024. With the continued easing of monetary policy that is expected, the desire for home ownership is likely to become more concrete again for many.

A slight rise (guidance “5% to less than 10%”) in revenue from old-age provision (ODOD BHFe +8.0% y-o-y to € 252.9m) will happen in 2025. The ongoing demographic trend is likely to lead to increasing demand and therefore also demand among clients. We see this trend not only in private old-age provision but also in occupational pension provision. In the case of the latter, the increasing shortage of skilled specialists should provide further positive impetus for business, as employers will increasingly offer corresponding benefits. The increasing development of the existing corporate client potential in MLP's private client base should have a supporting effect. At the same time, however, clients in the occupational pension provision sector are currently experiencing uncertainty in view of the political and economic environment.

MLP expects stable (guidance “0% to less than 5%”) revenues in health insurance (ODDO BHFe +4.0% y-o-y to € 66.3m) due to a sustained high level of interest in healthcare provision, particularly in the private health insurance sector. The occupational health insurance sector should also continue to benefit from the increasing shortage of skilled specialists, as well as companies' efforts to attract and retain talented employees. The increasing development of the existing corporate client potential in MLP's private client base should also have a further supporting effect here. However, clients are also currently experiencing uncertainty when it comes to occupational health insurance because of the political and economic environment.

MLP anticipates a slight rising revenue (guidance for “5% to less than 10%”) in non-life insurance (ODDO BHFe +8.0% y-o-y to € 222.9m). The easing inflationary pressure, and therefore also the pressure to adjust premiums, should be more than compensated for by the increasing development of existing client potential. For 2025, MLP plans a non-life insurance portfolio volume of € 730m to € 810m, which would imply a CAGR of between +5% to +9% vs 2022. In 2024, the non-life insurance portfolio volume stood at € 751m.

In the medium term (until 2027e), we forecast ongoing growth in all competence fields and expect total revenue of € 1.48bn (CAGR of +5.4%, 2027e vs 2024).



## Revenue of competence fields

€ m	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e	CAGR 2024 to 2027e
Wealth management	224	262	356	317	308	380	397	417	438	4.8%
Interest income	17	15	13	21	66	90	83	75	58	-13.8%
Real estate brokerage	24	39	45	38	20	35	44	52	63	21.6%
Loans and mortgages	21	22	25	22	14	15	18	21	24	16.6%
<b>Wealth</b>	<b>285</b>	<b>339</b>	<b>439</b>	<b>398</b>	<b>408</b>	<b>520</b>	<b>542</b>	<b>565</b>	<b>582</b>	<b>3.8%</b>
Chg y-o-y		19.0%	29.6%	-9.3%	2.7%	27.4%	4.2%	4.1%	3.2%	
Old-age provisions	226	215	242	229	234	234	253	271	290	7.3%
Health insurance	48	51	54	56	60	64	66	69	72	4.0%
<b>Life &amp; Health</b>	<b>274</b>	<b>265</b>	<b>296</b>	<b>285</b>	<b>294</b>	<b>298</b>	<b>319</b>	<b>340</b>	<b>361</b>	<b>6.6%</b>
Chg y-o-y		-3.3%	11.6%	-3.8%	3.2%	1.4%	7.1%	6.4%	6.4%	
Non-life insurance	127	137	150	174	201	206	223	239	255	7.3%
<b>Property &amp; Casualty</b>	<b>127</b>	<b>137</b>	<b>150</b>	<b>174</b>	<b>201</b>	<b>206</b>	<b>223</b>	<b>239</b>	<b>255</b>	<b>7.3%</b>
Chg y-o-y		8.4%	8.9%	16.6%	15.3%	2.7%	8.0%	7.0%	7.0%	
Real estate development income			18	50	31	5	7	8	9	22.7%
Other commissions and fees	4	5	5	7	7	8	9	10	11	9.3%
<b>Others</b>	<b>4</b>	<b>5</b>	<b>23</b>	<b>57</b>	<b>38</b>	<b>13</b>	<b>15</b>	<b>18</b>	<b>19</b>	<b>14.6%</b>
Chg y-o-y		7.4%	401.8%	146.4%	-33.5%	-66.2%	19.6%	14.3%	10.0%	
Other revenue	19	22	27	35	32	29	29	30	30	1.0%
Chg y-o-y		13.5%	24.9%	29.9%	-8.4%	-10.0%	1.0%	1.0%	1.0%	
<b>Total revenue</b>	<b>709</b>	<b>767</b>	<b>935</b>	<b>949</b>	<b>973</b>	<b>1,067</b>	<b>1,129</b>	<b>1,190</b>	<b>1,248</b>	<b>5.4%</b>
Chg y-o-y		8.3%	21.8%	1.6%	2.6%	9.6%	5.9%	5.4%	4.9%	

Table 34 - Sources: company, ODDO BHF Securities

Over the same period, we think that EBIT will grow to € 120.1m (CAGR +8.1%, 2027e vs 2024) resulting in an EBIT margin (based on total revenue) of 9.6% (+70bp vs 2024).

## Earnings summary

€ m	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
<b>Total revenue</b>	<b>708.8</b>	<b>767.3</b>	<b>934.5</b>	<b>949.1</b>	<b>973.5</b>	<b>1,066.7</b>	<b>1,129.2</b>	<b>1,190.0</b>	<b>1,248.3</b>
Chg y-o-y		8.3%	21.8%	1.6%	2.6%	9.6%	5.9%	5.4%	4.9%
EBIT	47.1	59.4	96.8	75.6	70.7	95.0	104.4	111.5	120.1
Chg y-o-y		26.0%	63.1%	-21.9%	-6.5%	34.3%	9.9%	6.8%	7.7%
EBIT margin	6.6%	7.7%	10.4%	8.0%	7.3%	8.9%	9.2%	9.4%	9.6%

Table 35 - Sources: company, ODDO BHF Securities



## From revenue to EPS

€ m	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Sales revenue	689.6	745.5	907.3	913.8	941.1	1,037.5	1,099.8	1,160.3	1,218.3
Chg y-o-y		8.1%	21.7%	0.7%	3.0%	10.2%	6.0%	5.5%	5.0%
Other revenue	19.2	21.8	27.2	35.4	32.4	29.1	29.4	29.7	30.0
Chg y-o-y		13.5%	24.9%	29.9%	-8.4%	-10.0%	1.0%	1.0%	1.0%
<b>Total revenue</b>	<b>708.8</b>	<b>767.3</b>	<b>934.5</b>	<b>949.1</b>	<b>973.5</b>	<b>1,066.7</b>	<b>1,129.2</b>	<b>1,190.0</b>	<b>1,248.3</b>
Chg y-o-y		8.3%	21.8%	1.6%	2.6%	9.6%	5.9%	5.4%	4.9%
Inventory changes	3.9	7.3	16.9	17.8	-11.3	-4.3	-4.0	-4.0	-4.0
Chg y-o-y		84.9%	131.8%	5.6%	-163.2%	-61.9%	-6.9%	0.0%	0.0%
Commission expenses	-369.9	-397.0	-451.7	-438.4	-426.7	-474.9	-517.0	-561.0	-600.0
Chg y-o-y		7.3%	13.8%	-2.9%	-2.7%	11.3%	8.9%	8.5%	6.9%
Real estate development expenses	0.0	0.0	-30.8	-57.3	-18.7	-5.1	-10.0	-10.0	-10.0
Chg y-o-y				86.4%	-67.4%	-72.7%	96.2%	0.0%	0.0%
Interest expenses	-0.6	-0.4	-0.3	-0.4	-16.3	-30.2	-25.7	-21.8	-18.6
<b>Gross profit</b>	<b>338.1</b>	<b>377.1</b>	<b>468.6</b>	<b>470.8</b>	<b>500.5</b>	<b>552.1</b>	<b>572.5</b>	<b>593.1</b>	<b>615.7</b>
Gross profit margin	47.7%	49.1%	50.1%	49.6%	51.4%	51.8%	50.7%	49.8%	49.3%
Valuation result/loan loss provisions	-0.9	-3.0	1.6	-12.9	-1.0	-8.0	-5.0	-5.0	-5.0
Personnel expenses	-135.7	-148.0	-180.5	-187.9	-209.1	-233.0	-242.4	-252.0	-262.1
Chg y-o-y		9.0%	22.0%	4.1%	11.3%	11.5%	4.0%	4.0%	4.0%
Depreciation and impairments	-26.4	-27.7	-30.4	-35.0	-35.8	-30.0	-30.0	-30.0	-30.0
Other expenses	-135.1	-142.8	-166.8	-162.2	-184.3	-187.5	-191.3	-195.1	-199.0
Earnings from investments accounted for using the equity method	3.0	3.7	4.3	2.9	0.4	1.4	0.5	0.5	0.5
<b>EBIT</b>	<b>47.1</b>	<b>59.4</b>	<b>96.8</b>	<b>75.6</b>	<b>70.7</b>	<b>95.0</b>	<b>104.4</b>	<b>111.5</b>	<b>120.1</b>
EBIT margin (as a % of total revenue)	6.6%	7.7%	10.4%	8.0%	7.3%	8.9%	9.2%	9.4%	9.6%
Chg y-o-y		26.0%	63.1%	-21.9%	-6.5%	34.3%	9.9%	6.8%	7.7%
Other interest and similar income	0.8	1.3	0.7	2.8	8.4	6.3	4.8	3.8	3.3
Other interest and similar expenses	-3.1	-4.1	-4.9	-5.4	-9.6	-7.9	-6.8	-6.1	-5.7
Valuation results not relating to operating activities	0.0	-0.2	0.6	0.1	-0.5	6.2	-0.5	-0.5	-0.5
<b>Finance cost</b>	<b>-2.3</b>	<b>-3.0</b>	<b>-3.6</b>	<b>-2.5</b>	<b>-1.7</b>	<b>4.6</b>	<b>-2.6</b>	<b>-2.8</b>	<b>-2.9</b>
<b>EBT</b>	<b>44.8</b>	<b>56.3</b>	<b>93.3</b>	<b>73.1</b>	<b>69.0</b>	<b>99.6</b>	<b>101.8</b>	<b>108.7</b>	<b>117.2</b>
Income taxes	-7.8	-13.1	-30.4	-24.4	-24.9	-30.3	-30.5	-32.6	-35.2
Income tax rate	-17.5%	-23.2%	-32.6%	-33.4%	-36.0%	-30.4%	-30.0%	-30.0%	-30.0%
<b>Net profit</b>	<b>36.9</b>	<b>43.2</b>	<b>62.8</b>	<b>48.6</b>	<b>44.1</b>	<b>69.3</b>	<b>71.3</b>	<b>76.1</b>	<b>82.1</b>
Of which attributable to									
Owners of the parent company	37.3	43.3	62.6	51.5	48.6	69.3	71.3	76.1	82.1
Non-controlling interest	-0.4	-0.0	0.2	-2.8	-4.5	0.0	0.0	0.0	0.0
<b>Earnings per share</b>									
Average number of ordinary shares outstanding (as of 31 Dec.)	109.2	109.2	109.2	109.2	109.2	109.2	109.2	109.2	109.2
Basic EPS (€)	0.34	0.40	0.57	0.47	0.44	0.63	0.65	0.70	0.75
Average number of ordinary shares outstanding (as of 31 Dec.)	109.3	109.3	109.3	109.3	109.3	109.3	109.3	109.3	109.3
Diluted EPS (€)	0.34	0.40	0.57	0.47	0.44	0.63	0.65	0.70	0.75

Table 36 - Sources: company, ODDO BHF Securities

## Highly attractive financial profile

MLP boasts a solid balance sheet structure and an attractive dividend yield.

### Solid capital structure

The equity capital adequacy of the MLP Group remains good in our view. At € 570.3m at the end of 2024, shareholders' equity was above the previous year's level (2023: € 532.2m). Net profit for the 2024 financial year had a notable impact on the changes in the consolidated shareholders' equity, which rose significantly to € 69.3m (2023: € 44.1m) despite operating in a challenging environment. Non-controlling interests, which previously resulted primarily from the acquisition of the majority stake in the Deutschland.Immobilien Group in 2019, declined to -€ 0.2m (2023: -€ 6.3m) because of the increase in the stake in DI Deutschland.Immobilien AG. The equity ratio remained almost unchanged at 13.7% (2023: 13.6%). Based on net profit (attributable to the owners of the parent company) of € 69.3m (2023: € 48.6m), the MLP Group achieved a return on equity of 12.5% in 2024 (2023: 9.1%).





In our view, net assets, financial position (cash and cash equivalents of € 1.15bn) and results of operations were solid in 2024, and we also expect this to continue in 2025e.

For the following three years (2025e to 2027e), we project an average equity ratio of almost 15% and an average return on equity (ROE) of 12.4%.

#### Equity ratios

€ m	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Total shareholders' equity	437.3	454.0	496.2	525.5	532.2	570.3	602.3	634.7	667.6
Total assets	2,799.5	3,235.0	3,693.4	3,784.6	3,917.5	4,152.3	4,209.4	4,259.7	4,294.5
Equity ratio	15.6%	14.0%	13.4%	13.9%	13.6%	13.7%	14.3%	14.9%	15.5%

Table 37 - Sources: company, ODDO BHF Securities

#### Return on equity

€ m	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Net profit	37.3	43.2	62.6	51.5	48.6	69.3	71.3	76.1	82.1
Total shareholders' equity*	430.7	444.9	474.2	511.3	532.9	554.5	586.4	618.6	651.3
ROE	8.7%	9.7%	13.2%	10.1%	9.1%	12.5%	12.2%	12.3%	12.6%

Table 38 - Sources: company, ODDO BHF Securities, \* average of year N and N-1

Set against the backdrop of increased equity, the regulatory core capital ratio rose to 19.2% in 2024 vs 18.1% a year earlier in the financial holding group. For the years from 2025 onwards, MLP is anticipating an increased capital requirement in the current group structure due to the requirements resulting from implementation of Basel IV (CRR III), with the new approach to determining operational risks being a particular driver.

### Asset-light business model

MLP's business is not especially capital intensive and generates high cash flows. It generally finances capital expenditures from operating cash flow. In 2024, the company's total investment volume (purchase of intangible assets and PP&E) of € 27.2m was significantly higher than in 2023 (€ 16.8m). Capital expenditure on PP&E rose from € 11.4m to € 24.4m. This increase is essentially the result of the ongoing construction project for the RVM administration building in Reutlingen, as well as investments in operating and office equipment, in particular on the MLP Campus in Wiesloch. Investments in intangible assets fell by c. 47% to € 2.8m in 2024. The decline is essentially due to lower advance payments for software and software in use, as well as lower investments in purchased software. For 2025e to 2027e, we project an annual investment of € 10m (or 0.9% of sales revenue vs an average of 1.8% of sales revenue over the 2019 to 2024 period).

#### Capital expenditures (excl. M&A)

€ m	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Cash flow from operating activities	191.6	408.1	546.4	-292.5	116.7	165.0	126.5	123.9	114.0
Capex (Purchase of intangible assets and PP&E)	-9.3	-9.3	-10.1	-22.3	-16.6	-27.2	-10.0	-10.0	-10.0
Chg y-o-y		-0.1%	8.3%	121.3%	-25.4%	64.0%	-63.3%	0.0%	0.0%
Thereof									
Property, plant & equipment	-5.4	-3.5	-4.9	-16.7	-11.4	-24.4	-5.0	-5.0	-5.0
Intangible assets	-3.9	-5.8	-5.2	-5.5	-5.3	-2.8	-5.0	-5.0	-5.0
Capex as a % of sales revenue	-1.3%	-1.2%	-1.1%	-2.4%	-1.8%	-2.6%	-0.9%	-0.9%	-0.8%
Sales revenue	689.6	745.5	907.3	913.8	941.1	1,037.5	1,099.8	1,160.3	1,218.3

Table 39 - Sources: company, ODDO BHF Securities

### Free cash flow

After a negative free cash flow of almost € 315m (excl. M&A) in 2022, MLP reported positive free cash flow in the 2023 and 2024. In 2022, cash flow from operating activities was clearly negative mainly due to cash flows from the deposit business with clients and from the investment of these funds. Also investments in PP&E and intangible assets were higher than in 2021. For 2025e to 2027e, we think that MLP will report an average positive FCF of c. € 111m.



### Development of free cash flow (excl. M&A)

€ m	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Cash flow from operating activities	191.6	408.1	546.4	-292.5	116.7	165.0	126.5	123.9	114.0
Purchase of intangible assets and PP&E	-9.3	-9.3	-10.1	-22.3	-16.6	-27.2	-10.0	-10.0	-10.0
Proceeds from disposal of intangible assets and PP&E	0.2	0.3	0.7	0.1	0.1	0.3	0.0	0.0	0.0
<b>Free Cash Flow (excl. M&amp;A)</b>	<b>182.4</b>	<b>399.1</b>	<b>537.0</b>	<b>-314.7</b>	<b>100.2</b>	<b>138.1</b>	<b>116.5</b>	<b>113.9</b>	<b>104.0</b>

Table 40 - Sources: company, ODDO BHF Securities

### Net debt

At the end of 2024, MLP reported net debt of c. € 329m vs c. € 390m a year ago. The decrease was mainly due to higher cash and cash equivalents than in 2023. For 2025e, we assume a further decrease in the net debt position. We believe that MLP can use its financial profile to expand its current business for additional growth in the future.

### Development of net debt

€ m	2019	2020	2021	2022	2023	2024	2025e	2026e	2027e
Provisions	101.6	115.8	137.0	97.6	104.2	106.8	106.8	106.8	106.8
Deferred tax liabilities	10.7	9.2	11.3	19.3	17.3	20.6	20.6	20.6	20.6
Tax liabilities	6.1	10.9	33.1	18.6	17.5	18.6	18.6	18.6	18.6
Other liabilities	250.6	265.7	370.3	353.1	341.0	369.2	369.2	369.2	369.2
Cash and cash equivalents*	-107.9	-63.3	-95.5	-95.5	-90.1	-186.5	-263.7	-333.9	-338.7
<b>Net debt</b>	<b>261.0</b>	<b>338.4</b>	<b>456.2</b>	<b>393.1</b>	<b>389.9</b>	<b>328.6</b>	<b>251.5</b>	<b>181.2</b>	<b>126.4</b>

Table 41 - Sources: company, ODDO BHF Securities, \* excl. MLP Banking AG

### Attractive dividend policy

MLP's aim is to enable its shareholders to participate fairly in the company's success, as well as to pay an attractive and reliable dividend corresponding to its dividend policy, whereby the company's financial and earnings position, as well as its future liquidity requirements, are the determining factors for the dividend policy. At the same time, MLP will retain a portion of profit to further strengthen its business model. MLP's dividend policy is to pay 50% to 70% of group net profit to its shareholders in the form of dividends. For the financial year 2025e, we assume a dividend of € 0.40 per share, which is equivalent to a payout ratio of c. 61%.

### Development of dividend (€ per share) and dividend yield

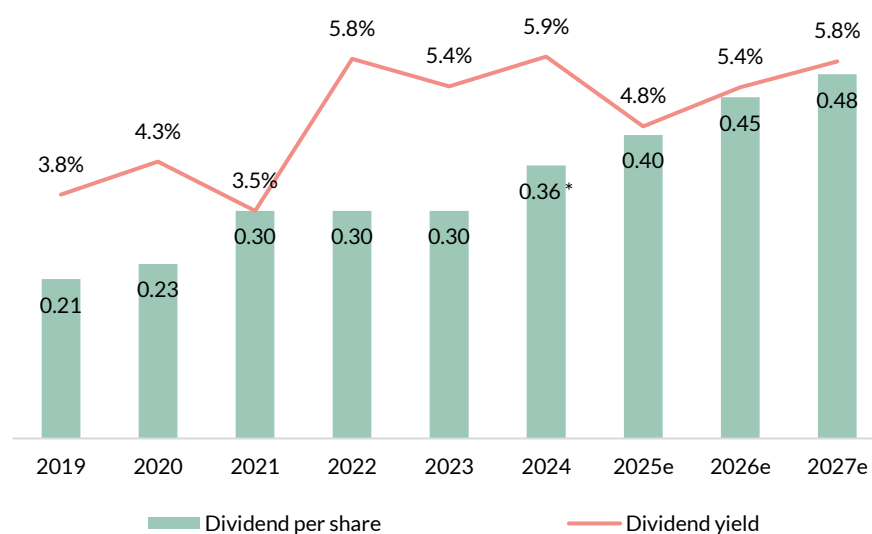


Chart 42 - Sources: company, ODDO BHF Securities, \* subject to approval by the AGM on 25 June 2025


**MLP**  
**Financial Services | Germany**

Outperform

Price 8.23 €

Upside 33.66%

TP 11.0 €

PER SHARE DATA (€)	12/20	12/21	12/22	12/23	12/24	12/25e	12/26e	12/27e
Adjusted EPS	0.40	0.57	0.47	0.44	0.63	0.65	0.70	0.75
Reported EPS	0.40	0.57	0.47	0.44	0.63	0.65	0.70	0.75
Growth in adjusted EPS	-	44.8%	-17.8%	-5.6%	42.6%	2.9%	6.7%	7.8%
Net dividend per share	0.23	0.30	0.30	0.30	0.36	0.40	0.45	0.48
FCF to equity per share	3.65	4.92	-2.88	0.92	1.26	1.07	1.04	0.95
Book value per share	4.15	4.53	4.83	4.93	5.22	5.52	5.81	6.12
Number of shares market cap (m)	109.21	109.24	109.21	109.21	109.19	109.19	109.19	109.19
Number of diluted shares (m)	109.21	109.24	109.21	109.21	109.19	109.19	109.19	109.19
VALUATION (€m)	12/20	12/21	12/22	12/23	12/24	12/25e	12/26e	12/27e
12m highest price (€)	5.95	8.89	8.65	6.05	6.57	8.68		
12m lowest price (€)	3.84	5.40	4.55	4.45	5.23	6.09		
(*) Reference price (€)	5.25	7.26	6.17	5.10	5.76	8.23	8.23	8.23
Capitalization	574	793	674	557	629	899	899	899
Restated Net debt	338	456	393	390	329	251	181	126
Minorities (fair value)	0.8	1.0	-1.9	-6.3	-0.2	-0.2	-0.2	-0.2
Financial fixed assets (fair value)	5.4	6.1	4.7	2.2	3.2	3.2		3.2
Provisions	34.5	31.2	10.9	15.2	13.0	13.0	13.0	13.0
Enterprise Value	942	1,276	1,072	953	967	1,160	1,089	1,035
P/E (x)	13.3	12.7	13.1	11.5	9.1	12.6	11.8	11.0
P/CF (x)	1.4	2.1	3.6	2.6	2.4	7.1	7.3	7.9
Net Yield	4.4%	4.1%	4.9%	5.9%	6.2%	4.9%	5.5%	5.8%
FCF yield	69.6%	67.7%	ns	18.0%	21.9%	13.0%	12.7%	11.6%
P/B incl. GW (x)	1.27	1.60	1.28	1.03	1.10	1.49	1.42	1.35
P/B excl. GW (x)	1.27	1.60	1.28	1.03	1.10	1.49	1.42	1.35
EV/Sales (x)	1.23	1.37	1.13	0.98	0.91	1.03	0.92	0.83
EV/EBITDA (x)	10.8	10.0	9.7	8.9	7.7	8.6	7.7	6.9
EV/Current EBIT (x)	15.9	13.2	14.2	13.5	10.2	11.1	9.8	8.6
(*) historical average price								
PROFIT AND LOSS (€m)	12/20	12/21	12/22	12/23	12/24	12/25e	12/26e	12/27e
Sales	767	935	949	973	1,067	1,129	1,190	1,248
EBITDA	87	127	111	107	125	134	141	150
Depreciations	-27.7	-30.4	-35.0	-35.8	-30.0	-30.0	-30.0	-30.0
Current EBIT	59	97	76	71	95	104	111	120
Published EBIT	59	97	76	71	95	104	111	120
Net financial income	-3.0	-3.6	-2.5	-1.7	4.6	-2.6	-2.8	-2.9
Corporate Tax	-13.1	-30.4	-24.4	-24.9	-30.3	-30.5	-32.6	-35.2
Net income of equity-accounted companies	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Profit/loss of discontinued activities (after tax)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Minority interests	0.0	-0.2	2.8	4.5	-0.0	0.0	0.0	0.0
Attributable net profit	43.3	63	51	48.6	69	71	76	82
Adjusted attributable net profit	43.2	63	51	48.6	69	71	76	82
BALANCE SHEET (€m)	12/20	12/21	12/22	12/23	12/24	12/25e	12/26e	12/27e
Goodwill	123	139	136	133	135	135	135	135
Other intangible assets	56.4	88.0	98.1	92.5	86.8	81.8	76.8	71.8
Tangible fixed assets	125	128	137	142	158	143	128	113
WCR	1,650	1,474	1,954	2,050	2,147	2,147	2,147	2,147
Financial assets	422	486	498	446	475	450	432	430
Ordinary shareholders equity	453	495	527	539	570	602	635	668
Minority interests	0.8	1.0	-1.9	-6.3	-0.2	-0.2	-0.2	-0.2
Shareholders equity	454	496	526	532	570	602	635	668
Non-current provisions	402	552	489	480	515	515	515	515
Net debt	1,520	1,268	1,809	1,851	1,916	1,839	1,769	1,714
CASH FLOW STATEMENT (€m)	12/20	12/21	12/22	12/23	12/24	12/25e	12/26e	12/27e
EBITDA	87.1	127.2	110.6	106.5	125.0	134.4	141.5	150.1
Change in WCR	0.0	175.7	-480.1	-95.2	-97.3	0.0	0.0	0.0
Interests & taxes	-3.0	-0.9	-12.7	22.5	35.1	25.2	17.8	1.9
Others	324.0	244.4	89.8	82.8	102.1	-33.1	-35.4	-38.0
Operating Cash flow	408.0	546.4	-292.4	116.7	164.9	126.5	123.9	114.0
CAPEX	-9.0	-9.3	-22.2	-16.5	-26.9	-10.0	-10.0	-10.0
Free cash-flow	399.1	537.0	-314.7	100.2	138.0	116.5	113.9	104.0
Acquisitions / disposals	-2.5	-3.6	-6.6	-2.5	-4.0	0.0	0.0	0.0
Dividends	-23.0	-25.1	-32.8	-32.8	-32.8	-39.3	-43.7	-49.1
Net capital increase	0.0	0.0	-0.4	0.0	0.0	0.0	0.0	0.0
Others	-12.0	-13.0	-14.8	-14.6	-17.3	0.0	0.0	0.0
Change in net cash	344.7	252.8	-541.7	-42.0	-65.2	77.1	70.2	54.8
GROWTH MARGINS PRODUCTIVITY	12/20	12/21	12/22	12/23	12/24	12/25e	12/26e	12/27e
Sales growth	-	21.8%	1.6%	2.6%	9.6%	5.9%	5.4%	4.9%
Lfl sales growth	-	-	-	-	-	-	-	-
Current EBIT growth	-	63.1%	-21.9%	-6.5%	34.3%	9.9%	6.8%	7.7%
Growth in adjusted EPS	-	44.8%	-17.8%	-5.6%	42.6%	2.9%	6.7%	7.8%
Net margin	5.6%	6.7%	5.4%	5.0%	6.5%	6.3%	6.4%	6.6%
EBITDA margin	11.3%	13.6%	11.7%	10.9%	11.7%	11.9%	11.9%	12.0%
Current EBIT margin	7.7%	10.4%	8.0%	7.3%	8.9%	9.2%	9.4%	9.6%
CAPEX / Sales	-1.2%	-1.1%	-2.3%	-1.7%	-2.6%	-0.9%	-0.8%	-0.8%
WCR / Sales	ns	ns	ns	ns	ns	ns	ns	ns
Tax Rate	23.2%	32.6%	33.4%	36.0%	30.4%	30.0%	30.0%	30.0%
Normative tax rate	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%
Asset Turnover	-	0.5	0.5	0.4	0.4	0.4	0.5	0.5
ROCE post-tax (normative tax rate)	-	3.6%	2.5%	2.1%	2.7%	2.9%	3.1%	3.4%
ROCE post-tax hors GW (normative tax rate)	-	3.8%	2.7%	2.2%	2.8%	3.1%	3.3%	3.6%
ROE	-	13.2%	10.1%	9.1%	12.5%	12.2%	12.3%	12.6%
DEBT RATIOS	12/20	12/21	12/22	12/23	12/24	12/25e	12/26e	12/27e
Gearing	335%	255%	344%	348%	336%	305%	279%	257%
Net Debt / Market Cap	2.65	1.60	2.68	3.33	3.05	2.05	1.97	1.91
Net debt / EBITDA	17.46	9.97	16.36	17.38	15.33	13.69	12.51	11.42
EBITDA / net financial charges	30.9	30.6	41.8	88.1	76.5	65.1	62.3	63.5

Sources: ODDO BHF Securities, SIX



#### • Valuation method

Our target prices are established on a 12-month timeframe and we use three valuation methods to determine them. First, the discounting of available cash flows using the discounting parameters set by the Group and indicated on ODDO BHF website. Second, the sum-of-the-parts method based on the most pertinent financial aggregate depending on the sector of activity. Third, we also use the peer comparison method which facilitates an evaluation of the company relative to similar businesses, either because they operate in identical sectors (and are therefore in competition with one another) or because they benefit from comparable financial dynamics. A mixture of these valuation methods may be used in specific instances to more accurately reflect the specific characteristics of each company covered, thereby fine-tuning its evaluation.

#### • Sensitivity of the result of the analysis/ risk classification:

The opinions expressed in the financial analysis are opinions as per a particular date, i.e. the date indicated in the financial analysis. The recommendation (cf. explanation of the recommendation systematic) can change owing to unforeseeable events which may, for instance, have repercussions on both the company and on the whole industry.

#### • Our stock market recommendations

Our stock market recommendations reflect the RELATIVE performance expected for each stock on a 12-month timeframe.

Outperform: performance expected to exceed that of the benchmark index, sectoral (large caps) or other (small and mid caps).

Neutral: performance expected to be comparable to that of the benchmark index, sectoral (large caps) or other (small and mid caps).

Underperform: performance expected to fall short of that of the benchmark index, sectoral (large caps) or other (small and mid caps).

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Recommendation and target price changes history over the last 12 months for the company analysed in this report

Date	Reco	Price Target (EUR)	Price (EUR)	Analyst
In accordance with Article 20 of European Regulation No. 596/2014 (Market Abuse Regulation), a list of all recommendations on any financial instrument or issuer that have been disseminated over the past twelve months is available by clicking on the following link <a href="http://www.securities.oddobhf.com/#disclaimer">www.securities.oddobhf.com/#disclaimer</a> .				

#### Recommendation split

		Outperform	Neutral	Underperform
Our whole coverage	(777)	51%	40%	9%
Liquidity providers coverage	(120)	47%	43%	11%
Research service coverage	(73)	55%	38%	7%
Investment banking services	(44)	66%	30%	5%

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