

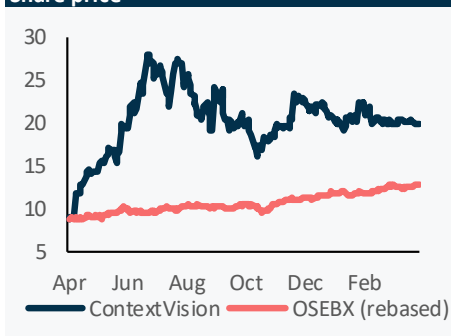
## ContextVision

BUY

### Key share data

Sector	Health Care
Reuters	COVI.OL
Bloomberg	COV NO
Market Cap (NOKm)	1,533
Net debt (NOKm)	-46
EV (NOKm)	1,487
Net debt / equity	-58%
Issued shares (m)	77.4

### Share price



### Performance

	1m	3m	12m
CONTX	0%	-5%	135%
OSEBX	1%	7%	42%

### Upcoming events

1Q21 report	April 22, 2021
AGM	May 5, 2021
2Q21 report	August 12, 2021
3Q21 report	October 21, 2021

**Norne Securities AS is a market maker in the shares of ContextVision**

### Analyst

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## Expecting more action post pandemic

**We stay positive on ContextVision share ahead of 1Q report next week. The company is a clear market leader in the existing Medical Imaging business that allowed them to venture into very exciting Digital Pathology field, where they are at the forefront with the first commercial product INIFY Prostate. Thus, as the pandemic ebbs INIFY Prostate commercialization efforts will start yielding tangible results, which should also be reflected in the share price.**

### Unimpressive and seasonally weaker 1Q expected with continuous pandemic effect

ContextVision is scheduled to release its 1Q21 report on April 22<sup>nd</sup>. The figures will not likely be impressive due to the continuous impact of the pandemic. We estimate sales of SEK 22m vs SEK 29m a year ago and SEK 24m in the previous quarter. Notably, 1Q20 was an unusually strong quarter, while regular seasonality should explain the QoQ decline. Despite modest revenues, we still expect positive EBITDA of SEK 3.9m, which is in line with the previous quarter. Bottom line should also be just above zero.

1Q/21 results	1Q/20	4Q/20	1Q/21E
SEKm			Norne
Revenues	29.2	23.5	21.8
EBITDA	13.8	3.0	3.9
EBITDA margin	47%	13%	18%
EBIT	11.8	0.1	1.0
Pre-tax profit	11.8	0.1	0.9
Net earnings	9.1	0.3	0.7
EPS reported (SEK)*	0.12	0.00	0.01
EPS adjusted (SEK)*	0.12	0.00	0.01

\* Adj. for share split of 10 for 1 effective August 19th, 2020

### Digital Pathology slowly moving forward, more speed post pandemic

Naturally, new business development is slowed down by the pandemic and 1Q is no exception. Thus, we do not expect any breakthroughs commercially within Digital Pathology to be announced in the report. Still, the slow and steady progress towards commercialization of INIFY Prostate should be reported. The key now is to prove the product works in a clinical setup and as the pandemic ebbs, the company is ready for a full-scale commercialization effort in the market that could reach USD 1bn in not too distant future.

### Investment case unchanged – Buy @ NOK 25/sh target price

Our Buy recommendation and NOK 25/sh target price is reiterated ahead of 1Q report. We are impressed by how the company's existing Medical Imaging business managed to pay for an extensive development of Digital Pathology products. The company is a clear market and technology leader in Medical Imaging software, which we also believe makes them a prime candidate to succeed within Digital Pathology field. The quarters and years ahead are going to be exciting and we stay positive on the share.

Estimate changes (SEKm)	1Q21E		2021E		2022E		2023E	
	New	Old	New	Old	New	Old	New	Old
<b>Operating revenues</b>	<b>21.8</b>	<b>22.8</b>	<b>99.0</b>	<b>100.6</b>	<b>133.9</b>	<b>134.0</b>	<b>227.8</b>	<b>225.8</b>
<b>EBITDA adj.</b>	<b>3.9</b>	<b>4.9</b>	<b>19.7</b>	<b>21.3</b>	<b>44.8</b>	<b>44.9</b>	<b>128.2</b>	<b>126.3</b>
<i>EBITDA adj. margin</i>	18%	22%	20%	21%	33%	34%	56%	56%
EBIT (adj)	1.0	2.0	7.8	9.3	31.1	31.2	111.6	109.7
<i>EBIT adj. margin</i>	5%	9%	8%	9%	23%	23%	49%	49%
Non-recurring items	-	-	-	-	-	-	-	-
EBIT	1.0	2.0	7.8	9.3	31.1	31.2	111.6	109.7
Pre-tax profit	0.9	1.9	7.6	9.1	30.8	30.9	111.3	109.4
Tax	-0.2	-0.4	-1.6	-1.9	-6.4	-6.4	-22.9	-22.5
Tax rate	21%	21%	21%	21%	21%	21%	21%	21%
<b>Profit after tax</b>	<b>0.7</b>	<b>1.5</b>	<b>6.0</b>	<b>7.2</b>	<b>24.5</b>	<b>24.6</b>	<b>88.4</b>	<b>86.9</b>
<b>Revenue split by segment</b>								
<b>Medical Imaging</b>	<b>21.8</b>	<b>22.8</b>	<b>98.5</b>	<b>100.0</b>	<b>107.4</b>	<b>108.1</b>	<b>112.2</b>	<b>113.0</b>
X-ray	5.1	5.4	25.1	25.4	28.6	28.6	30.1	30.1
Ultrasound 2D	12.5	13.2	55.2	56.7	58.0	59.5	60.9	62.5
Ultrasound 3D	2.0	2.2	9.8	9.6	12.4	11.6	12.9	12.0
Magnetic Resonance Imaging	1.6	1.6	6.3	6.3	6.2	6.2	6.2	6.2
Others (iRV, CT, Mammo)	0.5	0.5	2.1	2.1	2.2	2.2	2.2	2.2
<b>Digital Pathology</b>	-	-	<b>0.5</b>	<b>0.5</b>	<b>26.6</b>	<b>25.9</b>	<b>115.6</b>	<b>112.8</b>
<b>Total</b>	<b>21.8</b>	<b>22.8</b>	<b>99.0</b>	<b>100.6</b>	<b>133.9</b>	<b>134.0</b>	<b>227.8</b>	<b>225.8</b>

## DCF model

SEKm	2021E	2022E	2023E	2024E	2025E
<b>Revenues</b>	<b>99</b>	<b>134</b>	<b>228</b>	<b>403</b>	<b>447</b>
EBIT*	6	31	112	271	303
Tax on EBIT	-1	-6	-23	-56	-62
NOPLAT (+)	5	25	89	215	240
Depreciation & amortization (+)	12	14	17	20	25
Capital expenditure (-)	-4	-19	-28	-30	-32
Change in working capital (- or +)	-4	-13	-30	-46	-10
<b>Free Cash Flow to the Firm</b>	<b>8</b>	<b>6</b>	<b>48</b>	<b>160</b>	<b>224</b>
NPV of FCFF	8	5	35	105	133

\* Includes office leasing agreements

WACC calculation	
Debt ratio	0%
Cost of debt (after tax)	nm
Risk free rate	2.0%
Beta	1.5
Market risk premium	6.0%
Cost of equity	11.0%
<b>WACC</b>	<b>11.0%</b>

Valuation, SEKm	
Net debt	-46
Minority interest	0
NPV cash flow	
2021-2025E	286
2026E-	1,602
Total NPV cash flow	1,888
Equity value	1,934
<b>Value per share, SEK</b>	<b>25.00</b>

Assumptions	
Lt. growth	2.5%
Tax rate	20.6%
SEK/NOK	1.00
# shares, m	77.4

**Value per share, NOK 25.00**

Sensitivity analysis						
		Lt. growth				
		1.5%	2.0%	2.5%	3.5%	4.0%
WACC	9%	30.0	32.0	34.2	40.0	43.7
	10%	25.9	27.3	29.0	33.0	35.6
	11%	22.6	23.8	<b>25.0</b>	28.0	29.8
	12%	20.0	20.9	21.9	24.1	25.5
	13%	17.9	18.6	19.4	21.1	22.2

<b>Profit &amp; Loss (SEKm)</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021E</b>	<b>2022E</b>	<b>2023E</b>
<b>Operating revenues</b>	<b>81.9</b>	<b>80.5</b>	<b>90.9</b>	<b>95.3</b>	<b>94.7</b>	<b>99.0</b>	<b>133.9</b>	<b>227.8</b>
Operating expenses	-71.3	-78.9	-86.1	-67.1	-69.3	-79.3	-89.1	-99.6
<b>EBITDA</b>	<b>10.6</b>	<b>1.6</b>	<b>4.8</b>	<b>28.2</b>	<b>25.5</b>	<b>19.7</b>	<b>44.8</b>	<b>128.2</b>
Depreciation & Amortisation	-4.8	-4.9	-5.0	-8.2	-9.9	-12.0	-13.8	-16.7
<b>EBIT (adj)</b>	<b>5.8</b>	<b>-3.3</b>	<b>-0.2</b>	<b>20.1</b>	<b>15.6</b>	<b>7.8</b>	<b>31.1</b>	<b>111.6</b>
Non-recurring items	-	1.3	-1.1	-10.0	-0.1	-	-	-
EBIT	5.8	-2.0	-1.3	10.1	15.5	7.8	31.1	111.6
Net interest & other financial effects	-0.0	-0.0	0.0	-0.3	-0.2	-0.2	-0.2	-0.2
<b>Pre-tax profit</b>	<b>5.8</b>	<b>-2.0</b>	<b>-1.3</b>	<b>9.8</b>	<b>15.2</b>	<b>7.6</b>	<b>30.8</b>	<b>111.3</b>
Minority interests	-	-	-	-	-	-	-	-
Taxes	-1.5	0.3	0.1	-2.4	-3.2	-1.6	-6.4	-22.9
<b>Profit after tax</b>	<b>4.3</b>	<b>-1.7</b>	<b>-1.2</b>	<b>7.4</b>	<b>12.1</b>	<b>6.0</b>	<b>24.5</b>	<b>88.4</b>
<b>EPS rep. (SEK)</b>	<b>0.05</b>	<b>-0.02</b>	<b>-0.02</b>	<b>0.10</b>	<b>0.16</b>	<b>0.08</b>	<b>0.32</b>	<b>1.14</b>
<b>EPS adj. (SEK)</b>	<b>0.06</b>	<b>-0.03</b>	<b>-0.00</b>	<b>0.20</b>	<b>0.16</b>	<b>0.08</b>	<b>0.32</b>	<b>1.14</b>
<b>Margins</b>								
Operating margin	7%	-4%	0%	21%	16%	8%	23%	49%
ROE	8%	-4%	0%	25%	17%	7%	25%	57%
ROCE	10%	-5%	0%	30%	20%	9%	31%	71%
Tax rate	26%	14%	9%	24%	21%	21%	21%	21%
<b>Growth rates (YoY)</b>								
Operating revenues	13%	-2%	13%	5%	-1%	4%	35%	70%
EBIT (adj)	-8%	nm	nm	nm	-22%	-50%	>100%	>100%
EPS (adj)	-8%	nm	nm	nm	-22%	-50%	>100%	>100%

\* Adj. for share split effective August 19th, 2020

<b>Cash flow (SEKm)</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021E</b>	<b>2022E</b>	<b>2023E</b>
Pre-tax profit	5.8	-2.0	-1.3	7.9	15.2	7.6	30.8	111.3
Depreciation and amortisation	6.2	5.0	6.7	18.2	10.0	12.0	13.8	16.7
Unrealized g/l on current investments	-0.0	-0.2	0.3	0.1	1.7	-	-	-
Paid taxes	-3.5	-3.4	0.4	1.8	-2.8	-1.6	-6.4	-22.9
Other	-	-	-	-	-	-	-	-
Change in working capital	1.1	2.6	-1.0	-3.0	-1.8	-4.3	-13.0	-30.1
<b>Operating cash flow (OCF)</b>	<b>9.5</b>	<b>1.9</b>	<b>5.1</b>	<b>25.1</b>	<b>22.3</b>	<b>13.6</b>	<b>25.2</b>	<b>75.0</b>
Capital expenditures	-2.2	-4.5	-7.5	-22.8	-8.6	-4.2	-19.0	-27.7
Other cash flow from investments	-0.1	-	-	-0.2	-0.2	-	-	-
<b>Free Cash Flow (FCF)</b>	<b>7.3</b>	<b>-2.6</b>	<b>-2.4</b>	<b>2.0</b>	<b>13.6</b>	<b>9.5</b>	<b>6.3</b>	<b>47.3</b>
Cash flow from financing activities	-	-	-	-3.7	-3.6	-1.6	-	-
<b>Change in cash</b>	<b>7.3</b>	<b>-2.6</b>	<b>-2.4</b>	<b>-1.6</b>	<b>10.0</b>	<b>7.9</b>	<b>6.3</b>	<b>47.3</b>

Balance sheet (SEKm)	2016	2017	2018	2019	2020	2021E	2022E	2023E
Goodwill	-	-	-	-	-	-	-	-
Deferred tax asset	-	-	-	-	-	-	-	-
Licences, property, plant & equipment	15.2	14.5	15.0	23.5	25.9	18.2	23.4	34.4
Other intangible assets	0.3	0.4	0.3	10.0	6.3	6.3	6.3	6.3
<b>Non-current Assets</b>	<b>15.5</b>	<b>14.9</b>	<b>15.4</b>	<b>33.5</b>	<b>32.2</b>	<b>24.4</b>	<b>29.7</b>	<b>40.7</b>
Inventory	0.3	0.6	0.7	0.9	0.8	1.1	1.6	2.7
Receivables	20.6	23.3	22.8	23.4	26.7	30.6	43.2	72.1
Other current assets	-	-	-	-	-	-	-	-
Cash and cash equivalents	42.9	40.3	37.9	36.3	46.4	54.2	60.5	107.8
<b>Current Assets</b>	<b>63.8</b>	<b>64.2</b>	<b>61.5</b>	<b>60.6</b>	<b>73.8</b>	<b>86.0</b>	<b>105.3</b>	<b>182.6</b>
<b>Total assets</b>	<b>79.3</b>	<b>79.1</b>	<b>76.8</b>	<b>94.1</b>	<b>106.0</b>	<b>110.4</b>	<b>134.9</b>	<b>223.3</b>
Shareholders equity	61.4	59.3	58.6	66.1	79.8	85.8	110.3	198.7
Non-controlling interests	-	-	-	-	-	-	-	-
<b>Total equity</b>	<b>61.4</b>	<b>59.3</b>	<b>58.6</b>	<b>66.1</b>	<b>79.8</b>	<b>85.8</b>	<b>110.3</b>	<b>198.7</b>
Deferred tax liability	-	-	1.0	1.6	2.9	2.9	2.9	2.9
Long-term interest bearing debt	-	-	-	-	-	-	-	-
Other long-term liabilities	1.5	1.1	-	4.7	1.6	-	-	-
<b>Non-current liabilities</b>	<b>1.5</b>	<b>1.1</b>	<b>1.0</b>	<b>6.3</b>	<b>4.5</b>	<b>2.9</b>	<b>2.9</b>	<b>2.9</b>
Current interest bearing debt	-	-	-	-	-	-	-	-
Trade payables	-	-	-	-	-	-	-	-
Other current liabilities	16.4	18.6	17.3	21.7	21.8	21.8	21.8	21.8
<b>Current liabilities</b>	<b>16.4</b>	<b>18.6</b>	<b>17.3</b>	<b>21.7</b>	<b>21.8</b>	<b>21.8</b>	<b>21.8</b>	<b>21.8</b>
<b>Total liabilities</b>	<b>17.9</b>	<b>19.7</b>	<b>18.3</b>	<b>28.0</b>	<b>26.2</b>	<b>24.6</b>	<b>24.6</b>	<b>24.6</b>
<b>Total liabilities and equity</b>	<b>79.3</b>	<b>79.1</b>	<b>76.8</b>	<b>94.1</b>	<b>106.0</b>	<b>110.4</b>	<b>134.9</b>	<b>223.3</b>
Working capital	20.9	23.8	23.5	24.3	27.5	31.8	44.8	74.8
Net IB debt	-42.9	-40.3	-37.9	-36.3	-46.4	-54.2	-60.5	-107.8
Capital employed	62.9	60.5	59.5	72.4	84.3	88.7	113.1	201.5
Net IB debt / equity	-70%	-68%	-65%	-55%	-58%	-63%	-55%	-54%
Equity / total assets	77%	75%	76%	70%	75%	78%	82%	89%

Share data	2016	2017	2018	2019	2020	2021E	2022E	2023E
Shares outstanding, year end (mill.)	77.368	77.368	77.368	77.368	77.368	77.368	77.368	77.368
Share price, year end (NOK)	4.95	5.75	5.52	10.40	22.10	19.81	19.81	19.81
Market cap (NOKm)	383	445	427	805	1,710	1,533	1,533	1,533
Enterprise value (NOKm)	343	405	392	770	1,661	1,479	1,472	1,425
EPS rep. (SEK)	0.05	-0.02	-0.02	0.10	0.16	0.08	0.32	1.14
EPS adj. (SEK)	0.06	-0.03	-0.00	0.20	0.16	0.08	0.32	1.14
DPS. (SEK)	-	-	-	-	-	-	-	-

Valuation	2016	2017	2018	2019	2020	2021E	2022E	2023E
EV/Sales	4.5	5.1	4.6	8.5	16.7	14.9	11.0	6.3
EV/EBITDA	34.8	>100	87.8	28.8	62.2	74.9	32.9	11.1
EV/EBIT (adj)	63.9	neg	neg	40.5	>100	>100	47.4	12.8
P/E (adj)	91.5	neg	neg	54.7	>100	>100	62.6	17.3
P/B (excl. goodwill)	6.7	7.6	7.8	12.8	20.4	17.9	13.9	7.7

Growth (YoY)	2016	2017	2018	2019	2020	2021E	2022E	2023E
Revenues	13%	-2%	13%	5%	-1%	4%	35%	70%
EBITDA	1%	-85%	199%	489%	-10%	-23%	127%	186%
EBIT (adj)	-8%	nm	nm	nm	-22%	-50%	299%	259%
Pre-tax profit (rep)	-17%	nm	nm	nm	56%	-50%	308%	261%
Net profit (rep)	-20%	nm	nm	nm	63%	-50%	308%	261%
EPS (rep)	-20%	nm	nm	nm	63%	-50%	308%	261%
EPS (adj)	-8%	nm	nm	nm	-22%	-50%	308%	261%

Margins	2016	2017	2018	2019	2020	2021E	2022E	2023E
EBITDA	12.9 %	2.0 %	5.3 %	29.6 %	26.9 %	19.9 %	33.5 %	56.3 %
EBIT (adj)	7.0 %	-4.1 %	-0.3 %	21.1 %	16.4 %	7.9 %	23.2 %	49.0 %
Pre-tax profit	7.0 %	-2.5 %	-1.4 %	10.2 %	16.1 %	7.6 %	23.0 %	48.9 %
Net profit	5.2 %	-2.1 %	-1.3 %	7.8 %	12.8 %	6.1 %	18.3 %	38.8 %

Profitability	2016	2017	2018	2019	2020	2021E	2022E	2023E
ROE	7.6 %	-4.2 %	-0.3 %	24.9 %	16.5 %	7.2 %	25.0 %	57.2 %
ROCE	9.5 %	-5.3 %	-0.4 %	30.4 %	19.9 %	9.0 %	30.8 %	70.9 %
Dividend yield	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %

\* Adj. for share split effective August 19th, 2020

## Recommendation, valuation, risk and sources

### Recommendation and target price

Recommendation history for ContextVision's share during the last 12 months:

Date	Recommendation	Target price (NOK) *
16/04/2021	BUY	25.00
24/02/2021	BUY	25.00
09/02/2021	BUY	25.00
23/10/2020	BUY	27.00
12/10/2020	BUY	26.00
19/08/2020	HOLD	26.00
31/07/2020	HOLD	25.00
29/04/2020	HOLD	13.00
20/04/2020	BUY	12.00
25/02/2020	BUY	14.00

\* Adj. for share 10:1 share split effective August 19th, 2020

### Valuation

To arrive at our share price target, we have used a rounded result from our DCF valuation.

### Risks

The main risks to our target price on ContextVision are the following:

- Slower sales growth in the operating areas of the existing Medical Imaging business, particularly in the Ultrasound/X-Ray segments;
- Failure to successfully complete R&D and market the new products in the portfolio, i.e. within Digital Pathology field;
- The company invests heavily in R&D and being able to capitalize on these investments, not to incur significant cost overruns etc. in the future is the key for the company's long-term growth;
- Digital Pathology is a rapidly developing field and relevant market for ContextVision is expected to grow from USD 20m in 2020 to USD 700m by 2024 (company's estimates). Our estimates are based on company achieving certain market share of the Digital Pathology market and failure for the market to develop according to expectations would impact estimates and valuation negatively.
- Currency risk – our long-term estimates for the Digital Pathology market are based on USD, the company reports in SEK and the share is traded in NOK.

### Sources

The sources used in the preparation of this report were: ContextVision, Oslo Stock Exchange, Bloomberg and Infront.

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Norne Securities' general recommendations – Buy, Hold and Sell – are based on the expected absolute return on the financial instrument within the next 12 months, which equals to an upside to the target price, in combination with a risk profile. The target price represents the price level which the analyst expects the financial instrument to trade at within the coming 12 months. The table below shows the ranges of returns under different risk levels, based on which the recommendation is being determined:

Risk	Total return next 12 months (upside to target price)		
	Buy	Hold	Sell
Low	> 10%	2% - 10%	< 2%
Medium	> 15%	3% - 15%	< 3%
High	> 25%	5% - 25%	< 5%

Our risk assessments range from “high risk” to “medium risk” and “low risk” and are based on a subjective assessment of the following factors: 1) volatility in the share price, 2) liquidity in the share, 3) strength of the balance sheet, 4) absolute earnings level and trend and 5) estimate risk.

Share prices used in the report are as of market close on the last trading day if the report is being published before the stock market opening, or market price within 15 min. before the publication if the report is published during the trading hours of the Oslo Stock Exchange.

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Responsible analyst(s)	0
All Norne analysts	0
Other Norne employees	0
Norne Securities AS	0

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Distribution of Norne Securities' recommendations during three months up till March 31, 2021:

	Buy	Hold	Sell
Total	60	37	3
% of total	60%	37%	3%
Corporate clients*	26	11	1
% of corporate clients*	68%	29%	3%

\* Includes publicly disclosed not immaterial investment banking services or issues of financial instruments where Norne Securities AS has been lead manager or co-lead manager, and market making clients during the 12 months prior to the overview date.

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