

Sept, 3rd
2020

BREAKING NEWS

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Innovative-RFK Investment in Reaxing

Price	€ 1,50
Recommendation	BUY
12 mth target price	€ 1,63
Ticker	MLIRF

NEWS

- *The i-RFK group acquired 7.15% of Reaxing (innovative SME), a company based in Milano, that designs and manufactures sports equipment. Reaxing products are used by major football clubs such as Milan, Juventus and Fiorentina, but also by the Italian Rugby team and the Chinese Olympic Committee for athletic training.*
- *Reaxing's 2019 revenues was €6,2 mln, while the Ebitda saw €1,0 mln.*
- *In particular, Reaxing is the only company in the world that developed a training methodology and a range of equipment that exploit the technology of the "sudden dynamic impulse", a training method that involves the gradual and controlled impulses and / or sudden motor interferences that force the athlete to activate rapid neuromuscular and / or cognitive reactions. Moreover, the company has recently launched a new multi-purpose tool (One Infinity One) that encompasses multiple and innovate training possibilities in just 4 square meters and at the same time it allow an anticovid automatic sanitization system that eliminates viruses and bacteria with ozone in just 8 minutes (guaranteed).*

CONCLUSIONS

- *The period of lock-down suffered by our country has not left evident signs on the companies of the Group. In other words, the management strategy combined with the gradual and opportunistic expansion of the revenue base (see the latest acquisitions), allows for the configuration of a Group whose turnover is partially independent of the cyclical variations in GDP. For the benefit of business industrial risks. Thus, the work of management continues incessantly aimed at increasing the number of subsidiaries which, with Reaxing, are now six.*
- *Waiting for more details on the acquisition, we do not change our Buy rating, TP of €1,63 per share and medium risk.*

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Date	Price	Recommendation	Target Price	Risk	Comment
13/7/2020	1,32	Buy	1,63	Medium	Initiation of Coverage

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Equity Total Return (ETR) for different risk categories			
Rating	Low Risk	Medium Risk	High Risk
BUY	ETR >= 7.5%	ETR >= 10%	ETR >= 15%
HOLD	-5% < ETR < 7.5%	-5% < ETR < 10%	0% < ETR < 15%
SELL	ETR <= -5%	ETR <= -5%	ETR <= 0%
U.R.	Rating e/o target price Under Review		
N.R.	Stock Not Rated		

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Date of production : Sept. 3rd, 2020 at 11:00

Date of publication: Sept. 3rd 2020 at 11:20