WH IRELAND CAPITAL MARKETS

28 December 2021

CORPORATE

Ticker WATR
Index FTSE AIM
Sector Support Services
Market Cap £180m

Marketing Communication

This document has not been prepared in accordance with legal requirements designed to promote the independence of investment research. Please refer to important disclosures towards the end of this document.

Under the Markets in Financial Instruments Directive II ("MiFID II"), this research is paid for by the subject issuer as declared in the disclosure and disclaimer pages of this document.

MORNING COMMENT

Water Intelligence

Small, but great acquisition; following on from an impressive update last week

WATR is a leading supplier, across multiple geographies, of precision, minimally-invasive leak detection and remediation solutions for water, drinking and otherwise. Last week's Q3 update showed how the company is progressing rapidly – in the first nine months, revenues were up 43% YoY, EBITDA up 48% and PBTA +42%, impressive numbers by any measure. This morning's announcement that WATR has acquired Wat-er-save Services highlights (1) the company's ability to make acquisitions at an attractive price, (2) its wide-ranging offering to residential, commercial and public customers, as well as (3) its geographical ambitions and ability to fulfil them. Although small, the target is not just profitable but, providing leak detection, repair and water infrastructure services, highly synergistic with the existing business. At group level, WATR has generated impressive 5-year CAGR rates of 33% (revenues) and 53% (PBTA), which provide evidence for the strength of the operating model and the value of its highly focused strategy, as well as growing demand for their services arising from well-publicised and highly topical issues around water. The fundamentals remain strong, with the cost of water rising and the regulatory framework expanding. Our fair value is raised to 1350p following the strong update and this morning's acquisition (was: 1300p).

- Synergistic acquisition for a good price WATR's acquisition of Wat-er-save Services builds on a series of opportunities for the company in the UK, where it has had a presence for a number of years. Providing leak detection, repair and water infrastructure services to clients which range from universities to resorts, it is self-evidently highly synergistic with WATR's core business. Acquired for price / sales of 0.74x and 2.8x PBT, with an acquisition price of £0.7m, the deal illustrates WATR's ability to source attractive deals at sensible prices. We see excellent prospects for cross-sells into the target's existing client base, and believe that the deal will prove accretive as highlighted by the company.
- Deal follows on from strong 9m update Last week's update from WATR reflected again the
 very strong progress the company has been making, with all of the business strands firing well.
 Overall impressive YoY increases in the 40 50% range cloaked a 78% rise in Corporate Services
 revenues, while the franchise business made continued progress despite reacquisitions.
- Strong and topical opportunity We expect WATR to continue to benefit from major underlying secular trends, notably the growing scarcity (and value) of water, its ability to replicate its model in new or under-penetrated geographies (including the UK), its strong reach in the US, where it has no fewer than 150 sites across 46 states, and an increasingly strong spread of businesses all focused around the same area but at a different angle to it, eg its recent acquisition of a plumbing company, and its new-found partnership with a National Home Builder in the US. Its IP remains at the sector forefront and it has shown its ability to grow both organically and by acquisition.
- Forecasts Having put our numbers under review last week, we now upgrade them, bearing in mind the very strong drivers which last week's update demonstrated. We are lifting our adj. PBTA forecast for the current year from \$US6.25m to \$US6.55m (adj. EPS rises from 25.9c to 27.1c. Next year's profits are upgraded from \$US7.6m to \$US7.8m (adj. EPS from 31.4c to 32.3c). Our net cash forecast is reduced marginally to allow for the acquisition and ongoing investment. We continue to see upside for the shares, and have raised our fair value assessment again, from 1300p to 1350p.

Estimates (Dec)	2018A	2019A	2020A	2021E	2022E
Revenue (\$USm)	25.5	32.4	37.9	49.0 (48.3)	57.5 (57.0)
Adj. PBT (\$USm)	2.5	3.35	5.06	6.55(6.25)	7.8 (7.6)
EPS (USc) fd	12.7	15.3	22.8	27.1 (25.9)	32.3 (31.4)
PER (x)	126.1	101.2	69.9	58.9	49.4
EV/EBITDA (x)	97.7	60.5	39.5	30.0	24.3
Dividend Yield (%)	0.0	0.0	0.0	0.0	0.0
Net Cash (\$USm)	2.5	2.0	-1.9	1.0 (3.0)	1.8 (3.6)

Source: WHI Research

WH IRELAND CAPITAL MARKETS

28 December 2021

Contacts

Head of Capital Markets			
Fraser Marshall		020 7220 0484	fraser.marshall@whirelandplc.com
Research			
John Cummins		020 7220 1755	john.cummins@whirelandcb.com
Matthew Davis		0113 394 6620	matthew.davis@whirelandcb.com
Brendan Long	Oil & Gas	020 7220 1694	brendan.long@whirelandcb.com
Paul Smith	Mining	0113 394 6609	paul.smith@whirelandcb.com
Nick Spoliar		020 7220 1761	nick.spoliar@whirelandcb.com
Jason Streets		020 7220 1693	jason.streets@whirelandcb.com
Emma Ulker	Healthcare	020 7398 1141	emma.ulker@whirelandcb.com
Susanna Virtanen		020 7220 1674	susanna.virtanen@whirelandcb.com
Charlie Cullen		020 7220 1678	charlie.cullen@whirelandcb.com
Sales & Trading			
Harry Ansell		020 7220 1670	harry.ansell@whirelandcb.com
Dan Bristowe		020 7220 1648	daniel.bristowe@whirelandcb.com
Melvyn Brown		020 7220 1688	melvyn.brown@whirelandcb.com
Corporate Broking & Investor Relations			
Adam Pollock		020 7220 0482	adam.pollock@whirelandcb.com
Jasper Berry		020 7220 1690	jasper.berry@whirelandcb.com
Hayley Mullens		020 7220 1695	hayley.mullens@whirelandcb.com
Aimee McCusker		020 7398 1136	aimee.mccusker@whirelandcb.com
Alex Carroll		0207 220 1663	alex.carroll@whirelandcb.com

CORPORATE SPONSORED MARKETING COMMUNICATION

WH IRELAND CAPITAL MARKETS

28 December 2021

Marketing Communication

This research report is disseminated by WH Ireland Limited ("WHI") which is authorised and regulated by the Financial Conduct Authority ("FCA") and is a member of the London Stock Exchange. This research report is intended for the sole use of the person for whom it is addressed and is not intended for private individuals or those classified as Retails Clients as defined by the Markets in Financial Instruments Directive 2004/39/EC ("MiFID").

Non-independent research

This research report is marketing communications and is produced in accordance with the FCA's Conduct of Business Sourcebook. It has not been prepared in accordance with legal requirements designed to promote the independence of investment research and it is not subject to any prohibition on dealing ahead of the dissemination of investment research. However, WHI is required by the FCA to have policies in place to identify and manage the conflicts of interest which may arise in the production and dissemination of this research report, such management of conflicts include a firm wide ban of PA dealings in any issuer under research coverage.

Planned frequency of updates to recommendation

WHI does not have a schedule for issuing research recommendations, they are issued whenever the research analyst and members of the research team alone deem it relevant, but usually in the event of significant development.

Disclaimer

This research report has been approved under part IV article 19 of The Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "FPO") by WHI for communication in the United Kingdom only to investment professionals as that term is defined in article 19(5) of the FPO. Its contents are not directed at, may not be suitable for and should not be relied on by anyone who is not an investment professional including retail clients. This research report is for distribution only as may be permitted by law. It is not directed to, or intended for distribution to or use by, any person or entity in any jurisdiction where doing so would be contrary to law or regulation or would subject WHI to any registration or licensing requirement within such jurisdiction. This research report is not an offer or a solicitation of an offer to buy or sell any financial instruments or to participate in any particular trading strategy. It does not constitute a personal recommendation and recipients must satisfy themselves that any dealing is appropriate in the light of their own understanding, appraisal of risk and reward, objectives, experience, and financial and operational resources.

The information herein is believed to be reliable and has been obtained from public sources believed to be reliable. WHI makes no representation or warranty, either express or implied, as to the accuracy or completeness of such information. Any opinions expressed in this research report may change without notice and may differ or be contrary to opinions expressed by other business areas of WHI. Any statements contained in this report attributed to a third party represent WHI's interpretation of the data, information and/or opinions provided by that third party either publicly or through a subscription service, and such use and interpretation have not been reviewed by the third party. Investments involve risks, and investors should exercise prudence and their own judgement in making their investment decisions. The financial instruments described in this research report may not be eligible for sale in all jurisdictions or to certain categories of investors. Options, derivative products and futures are not suitable for all investors, and trading in these instruments is considered risky. Foreign currency rates of exchange may adversely affect the value, price or income of any security or related instrument referred to in this research report. For investment advice, trade execution or other enquiries, clients should contact their local sales representative.

The value of any investment or income may go down as well as up, and investors may not get back the full amount invested. Past performance is not necessarily a guide to future performance. WHI accepts no fiduciary duties to the reader of this research report and in communicating it WHI is not acting in a fiduciary capacity. Neither WHI nor any of its directors, employees or agents accepts any liability for any loss (including investment loss) or damage arising out of the use of all or any of the Information.

As at the quarter ending 30 September 2021 the distribution of all our published recommendations is as follows:

Recommendation	Total Stocks	Percentage %	Corporate	Percentage %
Corporate	61	95.3	61	100.0
Buy	3	4.7	0	0.0
Speculative Buy	0	0.0	0	0.0
Outperform	0	0.0	0	0.0
Market Perform	0	0.0	0	0.0
Underperform	0	0.0	0	0.0
Sell	0	0.0	0	0.0
Total	64.0	100.0	61.0	100.0

CORPORATE SPONSORED MARKETING COMMUNICATION

WH IRELAND CAPITAL MARKETS

28 December 2021

Valuation and Risks

For details relating to valuation and risks for subject issuers, please refer to the comments contained herein or in previously published research reports or sector notes.

Time and date of recommendation and financial instruments in the recommendation

The time and date when the production of this research recommendation is published is the date and time found in the header of the email carrying the research report.

Any prices stated in this document are for information purposes only, there is no representation that any transaction can or could have been effected at those prices. Different assumptions by any other source may yield substantially different results. Where a price of a financial instrument is quoted it will generally, in the absence of the contrary, be the closing mid-point price at the close of business the day before publication date.

A draft of this research report has been shown to the company following which factual amendments have been made.

No part of the content of this research report may be copied, forwarded or duplicated in any form or by any means without the prior consent of WHI and WHI accepts no liability whatsoever for the actions of third parties in this respect.

By accepting this document, you agree to be bound by the disclaimers stated above. Please refer to https://www.whirelandplc.com/capital-markets/coi-for-research for conflicts of Interest regarding Non-Independent Research.

Company/Issuer Disclosures

Company Name	Table of interest number	12-month recommendation history	Date
Water Intelligence (WATR)	1,2,3,4,5,7	Corporate	14.02.19

https://www.whirelandplc.com/capital-markets/research-recommendations

The WH Ireland Research & Corporate Events Portal is available at https://www.whirelandplc.com/research-portal