

Update

Equities - China

April 23, 2014

Rating:	under review
Risk:	High
Current Price:	EUR 1.8
Price Target:	under review
Potential:	
Sector:	Retail
Reuters Code:	
Bloomberg Code:	GO8 GR
Internet Page:	www.goldrooster.de
Fiscal Year Ending:	December

Trading Data

Price High/Low 52w:	EUR 4.65 - 1.21
Market Capitalisation:	EUR 42.26m
Shares Outstanding:	20.74m
Free Float:	3,5%

Graph



Financial Calendar

Q3 2012 (the latest)	2013 Figures
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Date and Time of Prices

April 23, 2014 10:00 (CET)

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Please take a note of the Disclaimer and other Information on Page 2



Goldrooster AG

The Chinese "Auditor Sickness" spreads to Goldrooster AG - Stock falls

After several retail companies like Kinghero AG and Ming Le Sports AG are facing or having faced auditing difficulties, Goldrooster AG announced last week that it has to postpone the publication of its fiscal year 2013 results until the third quarter 2014 at the latest.

Reasons are as follows, so the company:

- Personnel changes (they have hired a new CFO in December)
- A more complex auditing process

Additionally, the company has reported that it will reach at least EUR 170m in sales for fiscal year 2013 (unaudited) and a higher profit (before tax) than in 2012. These announcements are quite vague and our estimates were with sales of EUR 188m substantially higher. If pre-announced figures are somehow reliable, fourth quarter 2013 must have been very disappointing and more than 20% below sales of Q4 2012; which would be a bad sign.

Taking the auditing issues alone under consideration, it is currently not possible to model or forecast future sales and earnings for Goldrooster AG. There is of course the likelihood that issues are solved and that numbers turn out to be fine. On the other hand we see the risk that results have to be restated, which would consequently have a tremendous negative effect on the future development of the company.

Until this issue is solved, we see us not able to either rate the value of the company.

Consequently we put the Rating as well as the target price under review.

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Summary of VEM's recommendations over the last 12 month concerning the securities of the company being subject of this analysis

Date of publication	Share Price at this date	Recommendation	New Fair Value (at date of publication)
27.04.2012	IPO	BUY	EUR 5,2
09.11.2012	EUR 1.70	BUY	EUR 5,6
18.06.2013	EUR 1.96	BUY	EUR 5,8
11.09.2013	EUR 3.30	BUY	EUR 5,8
08.11.2013	EUR 3,20	BUY	EUR 5,8

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Company	Disclosure
Goldrooster AG	3 - 5 - 8 - 9 - 10 - 11-13

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This financial analysis is based on public available information (Company presentations, Annual Reports, Quarterly Reports, Press Information, prospectus, ad-hoc announcements etc.). Moreover, management interviews for more detailed information about the current business development were held with the company.

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 HOLD: The expected return (composed of the projected change of the share price and the anticipated dividend yield) ranges from - 10 % and + 10 %.
 SELL: The expected return (composed of the projected change of the share price and the anticipated dividend yield) is worse than - 10 %.

For further important details concerning the valuation methods applied in the preparation of this analysis, the meaning of the specific investment recommendation (including the recommended investment period, the risks associated with the investment and the sensitivity of the valuation parameters) please see the Section "Valuation" in this analysis.

Quarterly summary:

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Additional important information:

Date of first publication of this analysis by VEM : April 23, 2014

Date and Time of relevant Share Price (see first page)

A schedule for an update of this Analysis is not appointed yet. VEM reserves the right to update any individual analysis without prior notice.