

ASETEK



Market: OMXC Small Cap

Ticker: ASTK

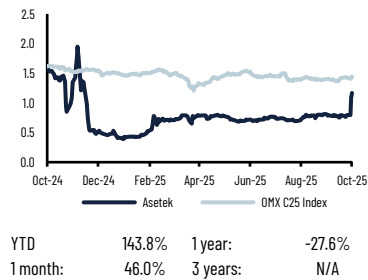
Share price (DKK): 1.168

Market cap (DKK): 370m

Net debt (DKK): 97m

Enterprise value (DKK): 466m

Share information



Note: *We apply the closing price from 19 August 2025. Index rebased to 20 August 2024. Source: S&P Capital IQ

Financials

USDm	2023	2024	2025E*
Revenue	76.3	52.5	45 - 53
Revenue growth	50.7%	-31.2%	-14% to +1%
Adj EBITDA	15.9	0.3	0 - 1.6
Adj EBITDA margin	20.8%	0.5%	0-3%
Operating income	9.4	-19.2 ^[1]	N/A
Operating margin	12.3%	N/A	N/A
Net income	6.0	-23.9	N/A
Net income margin	7.9%	N/A	N/A
Net debt	9.3	18.8	N/A

Note: *Asetek's own 2025 guidance. [1] includes USD 13.8m impairment cost. Guidance downgraded from revenue USD 52-58m and Adj EBITDA margin 3-5% in connection with Q1 2025.

Valuation multiples

	2023	2024	2025E*
P/S (x)	0.7	0.6	1.2
EV/Sales (x)	0.8	1.0	1.5
EV/Adj EBITDA (x)	4.1	N/A	91.8
EV/Adj EBIT (x)	6.9	N/A	N/A
P/E (x)	9.3	N/A	N/A
P/B (x)	0.1	0.8	N/A
P/CF (x)	0.6	5.3	N/A

Note: Multiples for 2023 and 2024 are based on historical numbers from S&P Capital IQ. *Multiples in 2025 are based on Asetek's own mid-point guidance.

Company description

Asetek is a Danish tech company focused on the design, manufacture, and sale of gaming hardware. It is a leading producer of liquid cooling solutions for major PC and Enthusiast gaming brands; selling B2B to the OEM producers. The company is also ramping up SimSports activities, where Asetek produces a range of high-end and upper mid-market SimSports products for sim racing. Asetek is listed on the Nasdaq Copenhagen, switching from the Oslo Børs in 2024.

Investment case

Asetek has experienced significant demand volatility over the past five years – surging during Covid-19, followed by weakness in 2022 and renewed swings through 2023-24. Over the medium to long term, both the Liquid Cooling and SimSports divisions are supported by structural digitalization trends, with the SimSports market forecast to grow at ~14% annually.

In January 2025, Asetek completed a rights issue of DKK 88m (USD 12m) to strengthen liquidity and fund further SimSports expansion. Following the recent agreement with a returning top-three OEM customer, Asetek raised its medium-term Liquid Cooling revenue target to above USD 65m (from >USD 50m) while maintaining an adjusted EBITDA margin target above 25%. SimSports continues to target revenues above USD 50m (USD 9.6m in 2024) with single-digit EBITDA margins. Although tariff-related headwinds remain a drag on profitability, conditions appear to be stabilizing.

Asetek's Liquid Cooling business has also attracted strategic interest from potential buyers, including discussions around its dormant data center assets. A potential transaction could further strengthen the balance sheet and accelerate the SimSports scale-up. While Asetek's valuation remains elevated near term, given minimal current earnings, it has moderated in absolute and relative terms. Greater visibility on tariff developments and potential asset divestments could serve as near-term catalysts for the shares.

Key investment reasons

Asetek's partnership with Xbox, with entry-level console-compatible (Initium) products launching H2 2025, in combination with expanded European distribution, and 16 new product launches expected in Q3 2025, can support market expansion in a high-growth SimSports market.

Asetek has secured new OEM wins (including Antec) and launched its Ingrid platform, leading a former top-three customer to return from Q2 2026. The company has raised its 2026 Liquid Cooling revenue target to >USD 65m (from >USD 50m) while maintaining an adj. EBITDA margin above 25%. Early traction from Ingrid indicates Asetek is positioned to benefit from an AI-driven PC upgrade cycle.

Interest from third parties in both Asetek's core Liquid Cooling business and its dormant data centre IP. A potential carve-out or sale could unlock value and fund SimSports scale-up to become a BtC SimSports platform without further shareholder dilution.

Key investment risks

Asetek announced projections for a USD 20m cash shortfall following a weaker liquid cooling earnings outlook. Its January 2025 rights issue raised over half of this amount (USD 10.5m), but could suggest further dilutive capital raises for Asetek in the future. The liquid cooling upgrade may reduce liquidity tightness, but a SimSports downgrade in Q1 2025 works in the other direction.

The introduction of a mid-market liquid-cooling product may combat the lower-cost entrants with guidance for 2026E upgraded, but further margin pressure may still occur. Asetek may also fail to capture a sizeable share of the SimSports market and/or the industry may not develop as expected.

A recent board of directors overhaul following the company's AGM on 28.04.2025, suggests significant changes to the strategic direction may materialize in 2025 and beyond. This represents a risk, but possibly also an opportunity.

¹Asetek Annual Report 2024, via Statista

²<https://www.marketsandmarkets.com/Market-Reports/racing-simulator-market-247895850.html>

Peer group

Company	Price (local)	Total return YTD	Market cap (EURm)	EV (EURm)	EV/Sales 2024	EV/Sales 2025E	EV/EBITDA 2024	EV/EBITDA 2025E	EV/EBIT 2024	EV/EBIT 2025E	Revenue growth 2024	Revenue growth 2025E
Fractal Gaming Group AB (publ)	SEK 40.5	24.6%	107	102	1.5	1.3	15.3	10.9	21.8	15.1	-9.0%	22.1%
Corsair Gaming Inc.	USD 8.0	20.6%	724	808	0.7	0.6	34.2	10.5	NA	11.7	-9.8%	14.6%
Micro-Star International Co.	TWD 108	-38.1%	2,587	1,985	0.7	0.3	14.8	6.7	17.2	7.9	8.1%	19.1%
Turtle Beach Corp.	USD 15.4	-11.3%	261	309	1.4	1.0	15.8	7.5	25.6	10.4	44.4%	-6.3%
Median		4.7%	492	558	1.0	0.8	15.5	9.0	21.8	11.1	-0.4%	16.9%
Asetek A/S	DKK 1.2	143.8%	50	62.5	0.5	1.5	93.1	91.8	-1.3	NA	-31.2%	-6.7%
Premium (+) / Discount (-) to peers					-54%	80%	nm	nm	nm	nm		

Note: Data from 16/10/2025

Source: S&P Capital IQ



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Investment Case
One-pager

Appendix



Estimates and assumptions: The data in the peer group concerning the peer companies has not been calculated by HC Andersen Capital but is instead consensus analyst estimates S&P Capital IQ. Some peers have no or limited analyst cover; hence N/A shows for some data points. HC Andersen Capital assumes no responsibility for the correctness of the numbers in the peer group; however, considers S&P Capital IQ a credible source of information.

Peers Group overview:

Peer group overview: Asetek's peer group consists of companies engaged in the manufacture of gaming hardware and SimSports equipment. Corsair is a leading competitor to Asetek in the liquid cooling segment, while Endor is a market leader within sim racing sim equipment manufacture. Asetek's peers generally share a greater market cap than Asetek, but we feel comparison remains appropriate.

Fractal Gaming Group: is a Swedish company that operates in the gaming and esports industry. The company designs and manufactures a wide range of gaming peripherals, including cases, power supplies, cooling solutions, and other PC components, with a primary focus on premium PC cases for gamers. Fractal is a customer of Asetek's liquid cooling systems, as a core component to Fractal's liquid cooling systems.

Corsair Gaming: is a US-based company that designs, manufactures, and sells high-performance gaming peripherals and hardware. The company's products include gaming keyboards, mice, headsets, and PC components such as cooling systems, power supplies, and memory modules. Corsair Gaming primarily targets gamers and PC enthusiasts and also offers a range of products and services for streaming and content creation, such as microphones and webcams. Corsair develops a liquid cooling system in partnership with Asetek's leading competitor CoolIT.

Micro-star International: also known as MSI, is a Taiwan-based multinational electronics company that specialises in computer hardware. The company's products include motherboards, graphics cards, laptops, desktops, and other gaming peripherals. MSI is a well-known brand in the gaming industry, and its products are aimed at gamers and PC enthusiasts. The company has a strong presence in Asia, Europe, and North America, and it has a significant market share in the gaming motherboard and graphics card markets.

Turtle Beach Corp: is a US-listed gaming hardware equipment producer. It is the market leader for gaming headsets in the US, also producing SimSports hardware, including eRacing since 2024 (entry level), and other segments include PC gaming accessories and gaming controllers. Turtle Beach Corp sells its products globally under its own brand.