

# Rainbow Tours S.A.



Price target: PLN 194.50

Update

Rating: BUY

Despite the Iran war, which led to historically high jet fuel prices and PLN 8m in one-off costs mainly related to repatriating clients from the Middle East and Asia at the beginning of March, Rainbow Tours delivered a solid set of results for Q1/26. The company's performance exceeded consensus forecasts by between 0.7% and 18.6%. Of the total revenues of PLN 884.3m, the Romanian subsidiary Paralela 45 likely accounted for c. PLN 18m. We particularly appreciate the cost discipline demonstrated by RBW in Q1/26. So far in Q2/26, both bookings (+9.1% y-o-y for the summer 2026 season) and revenues (+2% y-o-y in January–April) remain positive. While the company hedges nearly all of its exposure to jet fuel prices and FX, there could still be pressure on results if the Iran war extends beyond the summer season (most of the company's exotic bookings are for the winter season, which begins in October). Following adjusted estimates, significantly lower net cash figure and higher WACC (10.9% vs. 10.6% previously), our 12-months PT (80% DCF, 20% peer group) decreases from PLN 210 to PLN 194.50 (34.7% upside; BUY rating maintained). The main risk we identify is that a prolonged conflict in the Middle East could negatively impact travel demand to Turkey and Egypt, which are among RBW's most popular destinations. Additionally, persistently high jet fuel prices could weigh on the company's results from October onward.

In Jan–Mar 2025, RBW generated revenues of PLN 884.3m, up 1.7% y-o-y. Despite stronger competition, the core Touristic segment contributed PLN 882.3m (+1.4% y-o-y) in revenues and achieved a gross margin of 17.1% (Q1/25: 17.7%). Within this, foreign revenues surged by 486.7% to PLN 18.7m, driven by the first-time consolidation of Romanian Paralela 45 Turism in Q3/25. The Hotels segment, which generates virtually all revenues in Q2 and Q3, contributed negligibly. Due to a 0.7% decline in gross margin y-o-y, RBW's EBIT fell by 20.2% to PLN 55.7m (6.3% margin vs. 8.0% in Q1/25). A negative factor was net operating cash flow, which amounted to PLN -143.8m compared to PLN 18.6m in the prior year. This was mainly due to seasonal effects and the cancellation of some holiday trips to the Middle East and Asia that had been scheduled for March. As a result, RBW's net cash position declined from PLN 383.6m at the end of December 2025 to PLN 154.2m.

in PLNm	2023	2024	2025	2026E	2027E	2028E
Net sales	3,293.39	4,068.06	4,557.80	4,926.68	5,543.38	6,110.73
EBITDA	236.89	376.13	322.15	302.06	284.19	298.66
EBIT	215.01	353.68	294.08	273.43	255.00	268.87
Net income	172.84	281.98	231.15	232.41	215.07	218.81
EPS	11.94	19.45	17.70	15.97	14.78	15.04
DPS	6.29	11.00	8.60	7.99	7.39	7.52
Dividend yield	4.36%	7.62%	5.96%	5.53%	5.12%	5.21%
RoE	108.41%	91.82%	50.87%	41.87%	32.68%	28.70%
Net gearing	-89.39%	-47.74%	-76.50%	-63.29%	-57.55%	-52.34%
EV/Sales	0.59x	0.48x	0.43x	0.40x	0.35x	0.32x
EV/EBITDA	8.24x	5.19x	6.06x	6.46x	6.87x	6.54x
P/E	12.09x	7.42x	8.16x	9.04x	9.77x	9.60x

## Company profile

Rainbow Tours is the third-largest travel operator in Poland. In Romania, RBW's subsidiary Paralela 45 is No 5.

Date of publication	2 June 2026 / 6:30 am
Website	www.r.pl
Sector	Travel
Country	Poland
ISIN	PLRNBWT00031
Reuters	RBW.WA
Bloomberg	RBW PW

## Share information

Last price	144.40
No of shares (m)	14.55
Market cap. (PLNm)	2101.31
Market cap. (EURm)	495.59
52-week range	PLN 167.50 / PLN 112.70
Average volume	64,574

## Performance

4-weeks	6.76%
13-weeks	-1.22%
26-weeks	8.44%
52-weeks	6.39%
YTD	-4.10%

## Shareholder structure

Slawomir Wysmyk*	11.54%
NN Pension Fund	16.67%
Generali Pension Fund	7.51%
Free float	64.28%

\* Mr Wysmyk is one of RBW's founders

## Financial calendar

H1/26 report	September 24, 2026
--------------	--------------------

## Analyst

Adrian Kowollik  
a.kowollik@eastvalueresearch.com

## Current trading & our forecasts

As the tables below show, Rainbow Tours' results in Q1/26 were much better than initially feared. In the key Polish touristic events segment, revenues declined by only 0.3% y-o-y, while the Hotel segment and Paralela 45 — which has not yet offered exotic trips during the winter season and has been consolidated since Q3/25 — showed the expected seasonal weakness. A positive development was the growth of additional services under "Others," which includes, for example, the sale of airport parking spaces, as well as the continuously increasing share of the online sales channel.

in PLNm	Q1/26	Q1/25
<b>Touristic events (Poland)</b>	<b>863.64</b>	<b>866.62</b>
<i>Share in total sales</i>	97.7%	99.6%
Gross margin	17.8%	18.2%
<b>Hotel business</b>	<b>0.00</b>	<b>-0.04</b>
<i>Share in total sales</i>	0.0%	0.0%
Gross margin	n.a	n.a
<b>Others (incl. brokerage of flights, bus trips, travel)</b>	<b>2.02</b>	<b>0.07</b>
<i>Share in total sales</i>	0.2%	0.0%
Gross margin	18.1%	19.4%
<b>Paralela 45</b>	<b>18.66</b>	<b>3.18</b>
<i>Share in total sales</i>	2.1%	0.4%
Gross margin	-15.5%	-118.7%
<b>Total revenues</b>	<b>884.32</b>	<b>869.83</b>

\* in contrast to RBW, which includes Paralela 45 as foreign activity in the Touristic events segment, we show it separately. Paralela 45 has only been consolidated since August 2025  
Source: Company information, East Value Research GmbH

in PLNm	Q1/26	Q1/25	change y-o-y
<b>Net sales</b>	<b>884.32</b>	<b>869.83</b>	1.7%
<b>EBITDA</b>	<b>63.59</b>	<b>75.64</b>	-15.9%
<i>EBITDA margin</i>	7.2%	8.7%	
<b>EBIT</b>	<b>55.70</b>	<b>69.77</b>	-20.2%
<i>EBIT margin</i>	6.3%	8.0%	
<b>Net income</b>	<b>45.72</b>	<b>59.53</b>	-23.2%
<i>Net margin</i>	5.2%	6.8%	

Source: Company information, East Value Research GmbH

Apart from the outbreak of the Iran war at the end of February, we believe RBW's operations were negatively affected by the US attack on Venezuela and a temporary refueling ban in Cuba. In addition, the fully consolidated Romanian subsidiary Paralela 45 contributed a loss of c. PLN 7m to consolidated EBIT, in line with our previous expectations.

On March 18, Rainbow Tours estimated the total costs of bringing back its clients at PLN 8m (PLN 5m of evacuation costs and PLN 3m of lost revenues e.g. due to terminated travel trips). During the Q1 call management stated that RBW was the first Polish travel operator to evacuate all its Polish customers (>1,200) in Oman, UAE and Jordan (on March 8). Apparently, this was mainly done via Muscat.

As shown in the table below, Egypt (13.7% of all winter bookings), Thailand (12.9%) and Vietnam (8.1%) are Rainbow Tours' most important winter destinations.

<b>Destination</b>	<b>Share in total winter bookings</b>
Egypt	13.7%
Thailand	12.9%
Vietnam	8.1%
Morocco	6.6%
Spain	6.5%
Kenya	4.8%
Mexico	4.7%
Gambia	4.0%
UAE	3.7%
Dominican Republic	3.4%

Source: Based on the Q1 company presentation from a webinar, East Value Research GmbH

In Romania, Rainbow Tours plans in total 11 new sales offices in shopping malls in 2026E, thereof 5 in the capital Bucharest, and is heavily investing in the marketing of the Paralela 45 brand, which will result in a loss of the subsidiary in the whole year. We estimate the equipment of one such sales office to cost EUR 30,000-40,000.

During the call management stated that it was looking for further investment opportunities e.g. new hotels in Greece but potentially also other travel operators. Apparently, this was one of the reasons for the lower-than-expected dividend proposal for 2025 (PLN 8.60/share vs. our estimate of PLN 8.85).

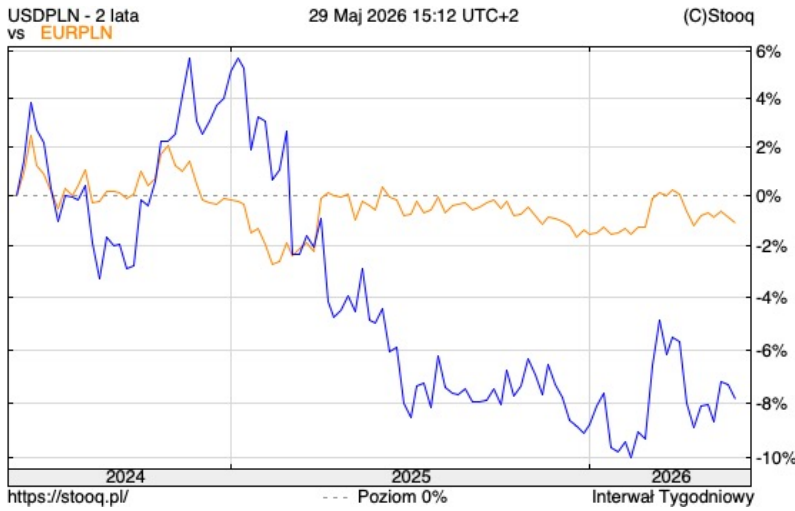
Regarding bookings for the summer season this year, which is most important for travel operators, they are pretty solid so far. RBW's management is also satisfied with their level in Romania. Starting with the winter season 2026, Paralela 45 will also offer exotic trips. In Poland, RBW is constantly extending its offering of destinations.

	<b>Latest</b>	<b>Prev. Year</b>	<b>change y-o-y</b>
Pre-bookings for the summer season 2026*	355,879	326,048	9.1%

Source: Company information, East Value Research GmbH

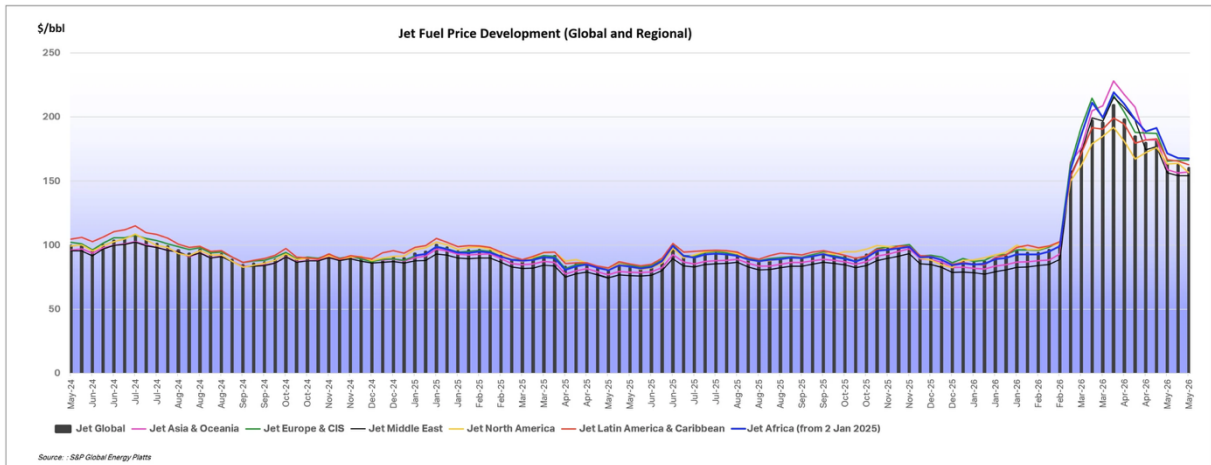
Currently, jet fuel prices do not appear as threatening to travel operators as they did 21/2 months ago. According to management, all airlines cooperating with Rainbow Tours have assured the company that jet fuel availability is not a risk.

### PLN vs. EUR and USD over the last 2 years



Source: stooq.pl, East Value Research GmbH

### Global jet fuel prices since May 2024



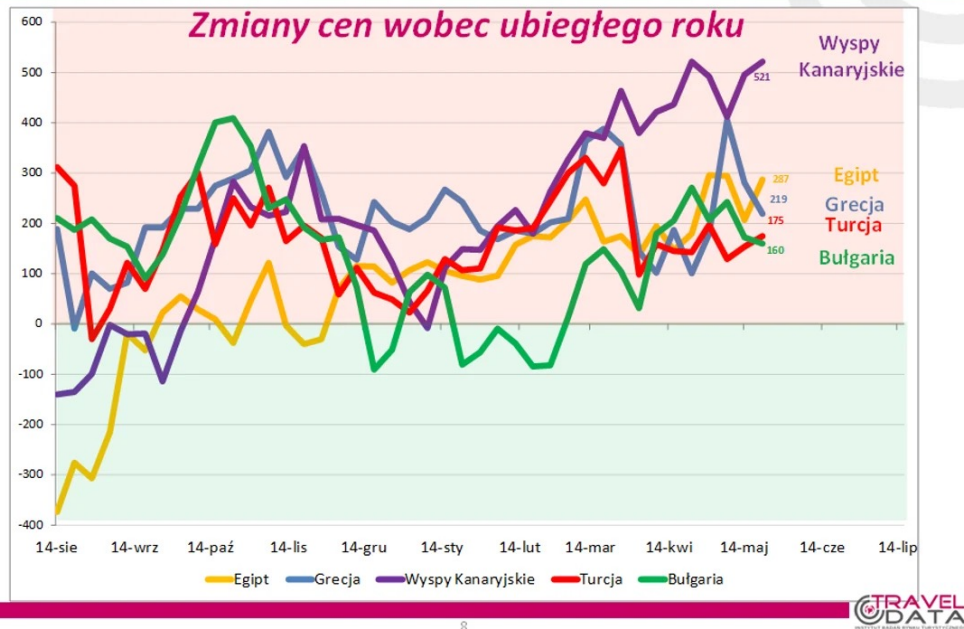
Source: IATA, East Value Research GmbH

Regarding average prices for the most popular destinations in August 2026 in Poland – the Canary Islands, Greece, Turkey, Egypt, Bulgaria – according to traveldata and rp.pl they are up between PLN 160 and PLN 521 compared to last year and thus significantly. While macro data in Poland remains supportive for consumer/travel spending, we believe in Romania consumer spending might be hit by the very high inflation, which reached 10.7% in April after 9.9% in March.

## Y-o-Y change of prices for travel in August 2026 to Bulgaria, Greece, Canary Islands, Turkey and Egypt

### RYNEK: LATO 2026 - Sierpień 2026 All Inclusive

Średnie ceny wycieczek na głównych kierunkach z wylotami w pierwszym tygodniu sierpnia



Source: Traveledata.pl, rp.pl, East Value Research GmbH

## Expected GDP growth, inflation and unemployment rates in Poland and Romania 2026E-2027E

	2026E	2027E
<b>Poland</b>		
GDP growth	3.5%	2.8%
Inflation	3.6%	2.9%
Unemployment	3.1%	3.0%
<b>Romania</b>		
GDP growth	0.1%	2.3%
Inflation	7.0%	3.0%
Unemployment	6.3%	5.9%

Source: Eurostat, East Value Research GmbH

Below are our detailed estimates for Rainbow Tours' results in 2026E-2028E. Due to the Iran war we have lowered them slightly. Regarding the Hotel segment, we have modelled an average capacity utilisation of 83.2% vs. 90% before and average price per hotel room per day of EUR 56 (EUR 52 before). For Other sales, we now assume PLN 6.5m (previously: PLN 1.4m) of revenues this year and a 5% CAGR going forward. We have also increased our assumptions for the negative minorities in 2026E and 2027E and for the net financial result.

in PLNm	2026E	2027E	2028E
<b>Touristic events (Poland)</b>	<b>4,527.62</b>	<b>5,079.99</b>	<b>5,570.21</b>
<i>Share in total sales</i>	91.9%	91.6%	91.2%
Gross margin	16.1%	14.9%	14.6%
Number of bookings	906,441	997,085	1,071,866
Average price per booking	4,995	5,095	5,197
<b>Hotel business</b>	<b>72.60</b>	<b>72.60</b>	<b>72.60</b>
<i>Share in total sales</i>	1.5%	1.3%	1.2%
Gross margin	50.5%	49.5%	48.5%
Number of rooms	1,000	1,000	1,000
Avg. capacity utilisation	83.6%	83.6%	83.6%
Avg. Room rate	56	56	56
Avg. FX rate	4.24	4.24	4.24
<b>Others (incl. brokerage of flights, bus trips, travel)</b>	<b>6.46</b>	<b>6.79</b>	<b>7.13</b>
<i>Share in total sales</i>	0.1%	0.1%	0.1%
Gross margin	15.5%	14.5%	13.5%
<b>Paralela 45</b>	<b>320.00</b>	<b>384.00</b>	<b>460.80</b>
<i>Share in total sales</i>	6.5%	6.9%	7.5%
Gross margin	2.0%	5.0%	8.0%
<b>Total net sales</b>	<b>4,926.68</b>	<b>5,543.38</b>	<b>6,110.73</b>
(change y-o-y)	8.1%	12.5%	10.2%

Source: East Value Research GmbH

	2026E		2027E		2028E	
in PLNm	new	old	new	old	new	old
<b>Net sales</b>	<b>4926.68</b>	<b>4966.38</b>	<b>5543.38</b>	<b>5588.22</b>	<b>6110.73</b>	<b>6160.10</b>
<b>EBITDA</b>	<b>302.06</b>	<b>306.14</b>	<b>284.19</b>	<b>285.64</b>	<b>298.66</b>	<b>300.19</b>
<i>EBITDA margin</i>	6.1%	6.2%	5.1%	5.1%	4.9%	4.9%
<b>EBIT</b>	<b>273.43</b>	<b>278.12</b>	<b>255.00</b>	<b>257.06</b>	<b>268.87</b>	<b>271.04</b>
<i>EBIT margin</i>	5.6%	5.6%	4.6%	4.6%	4.4%	4.4%
<b>Net income</b>	<b>232.41</b>	<b>229.35</b>	<b>215.07</b>	<b>209.78</b>	<b>218.81</b>	<b>224.04</b>
<i>Net margin</i>	4.7%	4.6%	3.9%	3.8%	3.6%	3.6%

Source: East Value Research GmbH

in PLNm	Q1/23	Q2/23	Q3/23	Q4/23	2023	Q1/24	Q2/24	Q3/24	Q4/24	2024
<b>Net sales</b>	<b>556.03</b>	<b>709.05</b>	<b>1,434.04</b>	<b>594.26</b>	<b>3,293.39</b>	<b>721.60</b>	<b>885.77</b>	<b>1,736.75</b>	<b>723.95</b>	<b>4,068.06</b>
<i>y-o-y change</i>	76.1%	40.5%	26.6%	35.1%	37.6%	29.8%	24.9%	21.1%	21.8%	23.5%
<b>EBITDA</b>	<b>30.58</b>	<b>49.62</b>	<b>146.40</b>	<b>10.28</b>	<b>236.89</b>	<b>51.15</b>	<b>77.09</b>	<b>215.67</b>	<b>32.23</b>	<b>376.13</b>
<i>EBITDA margin</i>	5.5%	7.0%	10.2%	1.7%	7.2%	7.1%	8.7%	12.4%	4.5%	9.2%
<b>EBIT</b>	<b>24.27</b>	<b>43.24</b>	<b>142.62</b>	<b>4.89</b>	<b>215.01</b>	<b>46.00</b>	<b>71.59</b>	<b>209.78</b>	<b>26.31</b>	<b>353.68</b>
<i>EBIT margin</i>	4.4%	6.1%	9.9%	0.8%	6.5%	6.4%	8.1%	12.1%	3.6%	8.7%
<b>Net income</b>	<b>19.82</b>	<b>34.71</b>	<b>110.83</b>	<b>7.48</b>	<b>172.84</b>	<b>38.17</b>	<b>58.96</b>	<b>159.80</b>	<b>25.05</b>	<b>281.98</b>
<i>Net margin</i>	3.6%	4.9%	7.7%	1.3%	5.2%	5.3%	6.7%	9.2%	3.5%	6.9%

in PLNm	Q1/25	Q2/25	Q3/25	Q4/25	2025	Q1/26
<b>Net sales</b>	<b>869.83</b>	<b>928.13</b>	<b>1,956.53</b>	<b>803.31</b>	<b>4,557.80</b>	<b>884.32</b>
<i>y-o-y change</i>	20.5%	4.8%	12.7%	11.0%	12.0%	1.7%
<b>EBITDA</b>	<b>75.64</b>	<b>40.59</b>	<b>211.31</b>	<b>-5.39</b>	<b>322.15</b>	<b>63.59</b>
<i>EBITDA margin</i>	8.7%	4.4%	10.8%	-0.7%	7.1%	7.2%
<b>EBIT</b>	<b>69.77</b>	<b>33.24</b>	<b>203.93</b>	<b>-12.85</b>	<b>294.08</b>	<b>55.70</b>
<i>EBIT margin</i>	8.0%	3.6%	10.4%	-1.6%	6.5%	6.3%
<b>Net income</b>	<b>59.53</b>	<b>26.85</b>	<b>160.05</b>	<b>-15.28</b>	<b>231.15</b>	<b>45.72</b>
<i>Net margin</i>	6.8%	2.9%	8.2%	-1.9%	5.1%	5.2%

Source: Company information, East Value Research GmbH

## Valuation

Due to slightly lower estimates, a lower net cash figure (PLN 154.2m vs. 363.9m compared to our last update) and a higher WACC of 10.9% (prev. 10.6%) our 12-months PT (80% DCF, 20% peer group) for Rainbow Tours goes down from PLN 210 to PLN 194.50. Nevertheless, our new PT implies an upside of 34.7% at present and we continue to rate Rainbow Tours a BUY.

Below are the key assumptions of our WACC calculation:

- (1) *Risk-free rate*: Current yield of Polish long-term government bonds with maturity in 2047E is 5.91% (Source: www.boerse-stuttgart.de)
- (2) *Beta*: 5y average unlevered beta of companies from the Recreation sector of 0.93x (Source: www.damodaran.com)
- (3) *Equity risk premium (Poland)*: 5.33% (Source: www.damodaran.com)
- (4) *Effective tax rate*: 19%
- (5) *Target equity ratio*: 100%
- (6) *After-tax debt costs*: 5.7%
- (7) *WACC = Equity costs*: 10.9%
- (8) Free cash flows and residual values are discounted to June 1<sup>st</sup>, 2026

## DCF model

in PLNm	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E	
<b>Net sales</b>	<b>4,926.68</b>	<b>5,543.38</b>	<b>6,110.73</b>	<b>6,740.78</b>	<b>7,441.14</b>	<b>8,210.56</b>	<b>9,065.08</b>	<b>10,014.91</b>	<b>11,032.99</b>	
(y-o-y change)	8.1%	12.5%	10.2%	10.3%	10.4%	10.3%	10.4%	10.5%	10.2%	
<b>Operating profit</b>	<b>273.43</b>	<b>255.00</b>	<b>268.87</b>	<b>276.37</b>	<b>297.65</b>	<b>312.00</b>	<b>326.34</b>	<b>350.52</b>	<b>377.16</b>	
(operating margin)	5.6%	4.6%	4.4%	4.1%	4.0%	3.8%	3.6%	3.5%	3.4%	
<b>NOPLAT</b>	<b>221.48</b>	<b>206.55</b>	<b>217.79</b>	<b>223.86</b>	<b>241.09</b>	<b>252.72</b>	<b>264.34</b>	<b>283.92</b>	<b>305.50</b>	
+ Depreciation & amortisation	28.63	29.20	29.78	30.38	30.99	31.61	32.24	32.88	33.54	
= Net operating cash flow	250.11	235.75	247.57	254.24	272.08	284.33	296.58	316.81	339.04	
- Total investments (Capex and WC)	-103.41	-81.79	-92.25	-53.83	-66.59	-72.89	-124.15	-55.54	-55.98	
Capital expenditures	-53.97	-64.77	-65.51	-31.47	-31.64	-32.32	-33.04	-33.77	-34.49	
Working capital	-49.44	-17.01	-26.73	-22.36	-34.95	-40.56	-91.12	-21.77	-21.49	
= Free cash flow (FCF)	146.70	153.96	155.32	200.41	205.49	211.44	172.42	261.27	283.07	
<b>PV of FCF's</b>	<b>138.13</b>	<b>130.76</b>	<b>118.99</b>	<b>138.48</b>	<b>128.07</b>	<b>118.86</b>	<b>87.43</b>	<b>119.50</b>	<b>116.78</b>	
PV of FCFs in explicit period	1,096.99									
PV of FCFs in terminal period	1,378.67									
<b>Enterprise value (EV)</b>	<b>2,475.66</b>									
+ Net cash / - net debt (31 March 2026)	154.22									
+ Investment / - minorities	-4.91									
<b>Shareholder value</b>	<b>2,624.97</b>									
<b>Number of shares outstanding (m)</b>	<b>14.55</b>									
<b>WACC</b>	<b>10.9%</b>									
Cost of equity	10.9%									
Pre-tax cost of debt	7.0%									
Normal tax rate	19.0%									
After-tax cost of debt	5.7%									
Share of equity	100.0%									
Share of debt	0.0%									
<b>Fair value per share in PLN</b>	<b>180.39</b>									
<b>Fair value per share in PLN (in 12 months)</b>	<b>199.99</b>									
		<b>Terminal EBIT margin</b>								
		<b>0.4%</b>	<b>1.4%</b>	<b>2.4%</b>	<b>3.4%</b>	<b>4.4%</b>	<b>5.4%</b>	<b>6.4%</b>		
	<b>6.9%</b>	130.27	210.98	291.70	372.41	291.70	372.41	453.13		
	<b>7.9%</b>	121.38	183.19	245.00	306.81	245.00	306.81	368.62		
	<b>8.9%</b>	114.23	163.02	211.81	260.59	211.81	260.59	309.38		
	<b>9.9%</b>	108.23	147.60	186.97	226.34	186.97	226.34	265.71		
	<b>10.9%</b>	103.04	135.36	167.67	<b>199.99</b>	167.67	199.99	232.30		
	<b>11.9%</b>	98.47	125.35	152.24	179.12	152.24	179.12	206.01		
	<b>12.9%</b>	94.37	116.99	139.60	162.22	139.60	162.22	184.84		
	<b>13.9%</b>	90.67	109.87	129.07	148.27	129.07	148.27	167.47		

Source: East Value Research GmbH

## Peer Group Analysis

Our peer group analysis includes tour operators e.g. TUI, Voyageurs du Monde and companies that provide online travel services such as Booking Holdings and Expedia.

When it comes to the impact of the Middle East conflict on the results of our peer group, the situation appears similar to that of Rainbow Tours. For example, TUI reported in its fiscal Q2 results (ending March 31) one-off costs of EUR 40m related to the repatriation and evacuation of passengers. Moreover, the company indicated that, for this year's summer season, customer demand is expected to shift from Eastern to Western Mediterranean destinations, with clients booking closer to departure dates – an information that has been confirmed by another peer, On the Beach Group.

- (1) *TUI AG*: TUI, which is headquartered in Hanover/Germany, is the world's largest tour operator company. TUI offers a broad suite of travel products, including boat cruises, airline tickets, hotel rentals, travel packages. The TUI Group operates and owns >120 aircraft, >460 own hotels, 18 cruise ships and 6 river cruise vessels. The German company serves >21m clients annually and has over 65k employees. The TUI AG comprises >260 direct and indirect subsidiaries as well as c. 20 affiliated companies and >20 joint ventures. In its latest financial year ending in 09/2025, TUI generated revenues of EUR 24.2bn and an EBITDA margin of 4.9%. Its ROCE equalled 7.7%. Currently, TUI has a market cap of EUR 3.6bn.
- (2) *Booking Holdings Inc.*: Booking Holdings, which is based in Norwalk/USA, is the world's leading online travel company, offering comprehensive platforms that facilitate travel purchases between travel service suppliers and travellers. With over 21k employees, it provides services to international customers through six recognisable brands. In 2025, Booking generated revenues of USD 26.9bn, an EBITDA margin of 37.6% and ROCE of 59.6%. The company currently has a market cap of USD 129.7bn.
- (3) *Voyageurs du Monde SA*: Voyageurs du Monde, which is based in Paris/France, is a leading French tour operator that specializes in tailor-made individual and adventure travel and cycling holidays. The French company has c. 44 sales outlets in France (most), Switzerland, Belgium, UK, Austria and Canada and >2,000 employees. In 2025, Voyageurs generated revenues of EUR 785m, an EBITDA margin of 9.4% and ROCE of 19.3%. Its current market cap equals EUR 652.5m.
- (4) *On the Beach Group PLC*: On the Beach, which is based in Manchester/UK and was founded in 2004, is one of the UK's largest online package holiday specialists with c. 2m customers annually. Since its inception, the company has evolved from short haul beach destinations to also offering long haul and premium beach holidays, and city breaks in an asset-light and tech-powered model. In 2024/25, On the Beach generated revenues of GBP 121.4m, an EBITDA margin of 22.5% and a ROCE of 11.5%. Currently, the company has a market cap of GBP 213m.

- (5) *Lastminute.com NV*: Lastminute, which is headquartered in Amsterdam/the Netherlands, is an European online travel and leisure retailer. Lastminute sells a variety of travel related products and services, including holiday packages, transportation tickets, hotel and vacation rentals, adventure experiences, and ancillaries. With over 1,700 employees, the company focuses on holiday packages in five core markets, located in Western Europe. In 2025, Lastminute Group reported revenues of CHF 329.8m, an EBITDA margin of 6.6% and ROCE of 17.1%. Currently, the company's market cap equals CHF 145.2m.
- (6) *Expedia Group Inc.*: Expedia, which is based in Seattle/USA, is a global online travel provider. It operates and owns various online travel websites and travel metasearch engines, including Trivago, Hotels.com and Orbitz. It creates travel products and services, including airplane tickets, boat cruises, travel packages, car rentals, accommodations, and adventure experiences. With >200 travel sites in >70 countries, it offers over 3m bookable properties and >200,000 unique activities. In 2025, Expedia generated revenues of USD 14.7bn, an EBITDA margin of 15.6% and a ROCE of 21.9%. Currently, the company has a market capitalization of USD 27.1bn.
- (7) *Jet2 PLC*: Jet2, which is based in Leeds/UK, engages in the leisure travel business primarily in the United Kingdom. The company operates scheduled holiday flights to leisure destinations in the Mediterranean, the Canary Islands, and European leisure cities. It is also involved in the package holiday and non-ticket retail activities, as well as passenger and charter aircraft operations. In addition, it engages in the aircraft leasing and financing services. In 2024/25, Jet2 generated revenues of GBP bn, an EBITDA margin of 8.4% and a ROCE of 11.8%. Currently, it is valued at GBP 2.3bn.

Company	EV/Sales			EV/EBITDA			P/E			P/BVPS	EBITDA margin	Net gearing
	2026E	2027E	2028E	2026E	2027E	2028E	2026E	2027E	2028E	Latest	Last FY	Latest
TUI AG (EUR)	0.32x	0.31x	0.30x	3.54x	3.08x	2.87x	6.55x	4.94x	4.34x	1.77x	4.85%	149.03%
Booking Holdings Inc. (USD)	4.51x	4.13x	3.82x	12.12x	9.95x	9.75x	16.02x	13.61x	11.64x	neg	37.56%	n.a
Voyageurs du Monde SA (EUR)	0.56x	0.53x	0.51x	6.11x	5.74x	5.39x	13.63x	13.65x	16.72x	2.82x	9.35%	-94.60%
On the Beach Group PLC (GBP)	2.11x	1.72x	1.48x	8.39x	5.19x	4.12x	11.31x	7.35x	5.65x	1.68x	22.49%	23.85%
Lastminute.com NV (CHF)	0.24x	0.23x	0.21x	1.61x	1.49x	1.36x	7.25x	6.40x	5.98x	2.52x	6.55%	-96.76%
Expedia Group Inc. (USD)	1.70x	1.59x	1.47x	6.80x	6.16x	5.54x	11.42x	9.77x	8.29x	47.04x	15.62%	-188.19%
Jet2 PLC (GBP)	0.03x	0.02x	0.02x	0.26x	0.33x	0.24x	5.79x	9.86x	6.35x	1.10x	8.41%	-101.15%
<b>Median</b>	<b>0.56x</b>	<b>0.53x</b>	<b>0.51x</b>	<b>6.11x</b>	<b>5.19x</b>	<b>4.12x</b>	<b>11.31x</b>	<b>9.77x</b>	<b>6.35x</b>	<b>2.15x</b>	<b>9.35%</b>	<b>-95.68%</b>
Rainbow Tours S.A. (PLN)	0.40x	0.35x	0.32x	6.46x	6.87x	6.54x	9.04x	9.77x	9.60x	3.20x	7.07%	-23.47%
<b>Premium/Discount</b>	<b>-28.8%</b>	<b>-34.1%</b>	<b>-37.3%</b>	<b>5.8%</b>	<b>32.3%</b>	<b>58.7%</b>	<b>-20.0%</b>	<b>0.0%</b>	<b>51.3%</b>			
<b>Fair value per share Rainbow Tours (PLN)</b>	<b>155.63</b>											

Source: CapitalIQ, East Value Research GmbH

As the table below shows, Rainbow Tours is No 3 in Poland in terms of the number of monthly website visitors. Its subsidiary Paralela 45 is No 4 in Romania. Regarding customer ratings for the Romanian travel agencies, they are based on a Gemini search due to limited alternative sources.

	Apr-26		Average	Number of
	Total visits	Country rank	customer ratings	opinions
r.pl	3.14m	302	6/10	2,612
itaka.pl	3.79m	257	5.3/10	3,397
tui.pl	3.32m	309	n.a	n.a
coraltravel.pl	826.8k	1,083	5.4/10	3,079
paralela45.ro	108.7k	1,708	4-4.5/5	n.a
karpaten.ro	396.2k	493	4.3-4.7/5	n.a
dertour.ro	289.2k	675	4.2-4.7/5	n.a
christiantour.ro	492k	462	4.1-4.5/5	n.a

Source: Similarweb.com, wakacje.pl, Gemini for Romanian agencies, East Value Research GmbH

### Price target calculation

Valuation method	Fair value	Weight
DCF model	180.39	80%
Peer-group-based fair value	155.63	20%
<b>Weighted average (present value)</b>	<b>175.43</b>	
<b>In 12-months (PV * (1+WACC))</b>	<b>194.50</b>	

Source: East Value Research GmbH

## Profit and loss statement

in PLNm	2023	2024	2025	2026E	2027E	2027E
<b>Revenues</b>	<b>3,293.39</b>	<b>4,068.06</b>	<b>4,557.80</b>	<b>4,926.68</b>	<b>5,543.38</b>	<b>6,110.73</b>
Cost of goods sold	-2,724.09	-3,298.10	-3,797.80	-4,155.93	-4,730.33	-5,224.44
<b>Gross profit</b>	<b>569.31</b>	<b>769.97</b>	<b>760.00</b>	<b>770.75</b>	<b>813.04</b>	<b>886.29</b>
Other operating income	10.90	2.95	4.55	4.32	4.11	3.90
Distribution costs	-255.62	-287.06	-318.96	-344.78	-387.93	-427.64
Administration costs	-76.82	-96.70	-115.10	-124.41	-139.99	-154.32
Other operating expenses	-10.88	-13.02	-8.34	-3.83	-5.03	-9.58
<b>EBITDA</b>	<b>236.89</b>	<b>376.13</b>	<b>322.15</b>	<b>302.06</b>	<b>284.19</b>	<b>298.66</b>
Depreciation	-21.88	-22.45	-28.07	-28.63	-29.20	-29.78
<b>Operating income</b>	<b>215.01</b>	<b>353.68</b>	<b>294.08</b>	<b>273.43</b>	<b>255.00</b>	<b>268.87</b>
Net financial result	0.44	-0.10	-0.68	3.00	2.50	2.00
Gain/Loss from at-equity investments	0.00	0.00	0.00	0.00	0.00	0.00
<b>EBT</b>	<b>215.45</b>	<b>353.57</b>	<b>293.41</b>	<b>276.43</b>	<b>257.50</b>	<b>270.87</b>
Income taxes	-41.69	-70.52	-60.62	-52.52	-48.92	-51.47
Minorities	-0.92	-1.07	-1.65	8.50	6.50	-0.60
<b>Net income / loss</b>	<b>172.84</b>	<b>281.98</b>	<b>231.15</b>	<b>232.41</b>	<b>215.07</b>	<b>218.81</b>
EPS	11.94	19.45	17.70	15.97	14.78	15.04
DPS	6.29	11.00	8.60	7.99	7.39	7.52
<b>Share in total sales</b>						
Revenues	100.00 %	100.00 %	100.00 %	100.00 %	100.00 %	100.00 %
Cost of goods sold	-82.71 %	-81.07 %	-83.33 %	-84.36 %	-85.33 %	-85.50 %
Gross profit	17.29 %	18.93 %	16.67 %	15.64 %	14.67 %	14.50 %
Other operating income	0.33 %	0.07 %	0.10 %	0.09 %	0.07 %	0.06 %
Distribution costs	-7.76 %	-7.06 %	-7.00 %	-7.00 %	-7.00 %	-7.00 %
Administration costs	-2.33 %	-2.38 %	-2.53 %	-2.53 %	-2.53 %	-2.53 %
Other operating expenses	-0.33 %	-0.32 %	-0.18 %	-0.08 %	-0.09 %	-0.16 %
EBITDA	7.19 %	9.25 %	7.07 %	6.13 %	5.13 %	4.89 %
Depreciation	-0.66 %	-0.55 %	-0.62 %	-0.58 %	-0.53 %	-0.49 %
Operating income	6.53 %	8.69 %	6.45 %	5.55 %	4.60 %	4.40 %
Net financial result	0.01 %	0.00 %	-0.01 %	0.06 %	0.05 %	0.03 %
Gain/Loss from at-equity investments	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %	0.00 %
EBT	6.54 %	8.69 %	6.44 %	5.61 %	4.65 %	4.43 %
Income taxes	-1.27 %	-1.73 %	-1.33 %	-1.07 %	-0.88 %	-0.84 %
Minorities	-0.03 %	-0.03 %	-0.04 %	0.17 %	0.12 %	-0.01 %
Net income / loss	5.25 %	6.93 %	5.07 %	4.72 %	3.88 %	3.58 %

## Balance sheet

in PLNm	2023	2024	2025	2026E	2027E	2028E
Cash and equivalents	275.63	287.63	470.04	451.66	453.67	454.05
Short-term financial assets	2.02	6.29	0.00	0.00	0.00	0.00
Inventories	0.19	0.24	0.30	0.30	0.35	0.38
Trade accounts and notes receivab	39.27	53.68	44.98	132.50	187.05	248.05
Other current assets	325.27	438.90	450.27	463.78	477.69	492.03
<b>Current assets, total</b>	<b>642.38</b>	<b>786.74</b>	<b>965.59</b>	<b>1048.25</b>	<b>1118.76</b>	<b>1194.51</b>
Property, plant and equipment	236.62	383.10	396.66	421.66	456.66	491.86
Other intangible assets	4.34	4.61	4.25	4.59	5.17	5.69
Goodwill	4.54	4.54	44.06	44.06	44.06	44.06
Other long-term assets	72.58	112.36	0.27	0.27	0.28	0.28
Deferred tax assets	22.97	7.89	17.15	0.00	0.00	0.00
<b>Non-current assets, total</b>	<b>341.05</b>	<b>512.51</b>	<b>462.38</b>	<b>470.58</b>	<b>506.16</b>	<b>541.89</b>
<b>Total assets</b>	<b>983.43</b>	<b>1299.24</b>	<b>1427.97</b>	<b>1518.83</b>	<b>1624.92</b>	<b>1736.40</b>
Trade payables	74.81	117.93	106.95	145.04	182.62	216.92
Other short-term liabilities	471.47	560.98	652.17	652.17	652.17	652.17
Short-term financial debt	40.20	27.09	26.49	16.49	6.49	-3.51
Provisions	72.35	44.45	57.50	49.27	44.35	30.55
<b>Current liabilities, total</b>	<b>658.82</b>	<b>750.45</b>	<b>843.11</b>	<b>862.96</b>	<b>885.62</b>	<b>896.13</b>
Long-term financial debt	50.49	66.10	59.95	49.95	39.95	29.95
Other long-term liabilities	23.18	15.46	7.83	8.47	9.53	10.50
Other provisions	0.00	0.98	0.63	0.00	0.00	0.00
Deferred tax liabilities	1.17	15.02	17.77	0.00	0.00	0.00
<b>Long-term liabilities, total</b>	<b>74.84</b>	<b>97.55</b>	<b>86.18</b>	<b>58.42</b>	<b>49.48</b>	<b>40.45</b>
<b>Total liabilities</b>	<b>733.65</b>	<b>848.00</b>	<b>929.29</b>	<b>921.38</b>	<b>935.10</b>	<b>936.59</b>
<b>Shareholders equity, total</b>	<b>206.91</b>	<b>407.30</b>	<b>501.44</b>	<b>608.70</b>	<b>707.57</b>	<b>816.97</b>
Minority interests	42.87	43.94	-2.75	-11.25	-17.75	-17.15
<b>Total equity and debt</b>	<b>983.43</b>	<b>1299.24</b>	<b>1427.97</b>	<b>1518.83</b>	<b>1624.92</b>	<b>1736.40</b>

## Cash Flow Statement

in PLNm	2023	2024	2025	2026E	2027E	2028E
Net income / loss	172.84	281.98	231.15	232.41	215.07	218.81
Depreciation	21.88	22.45	28.07	28.63	29.20	29.78
Change of working capital	-5.09	-65.77	-2.34	-49.44	-17.01	-26.73
Others	66.48	23.95	124.63	-22.36	-17.78	-27.15
<b>Net operating cash flow</b>	<b>256.10</b>	<b>262.61</b>	<b>381.51</b>	<b>189.24</b>	<b>209.48</b>	<b>194.70</b>
<b>Cash flow from investing</b>	<b>-18.74</b>	<b>-82.06</b>	<b>-33.63</b>	<b>-53.97</b>	<b>-64.77</b>	<b>-65.51</b>
Free cash flow	237.36	180.55	347.88	135.27	144.71	129.19
<b>Cash flow from financing</b>	<b>-104.15</b>	<b>-168.93</b>	<b>-165.46</b>	<b>-153.65</b>	<b>-142.70</b>	<b>-128.80</b>
Change of cash	133.21	12.00	182.41	-18.38	2.00	0.39
Cash at the beginning of the peri	142.42	275.63	287.63	470.04	451.66	453.67
Cash at the end of the period	275.63	287.63	470.04	451.66	453.67	454.05

## Financial ratios

	2023	2024	2025	2026E	2027E	2027E
<b>Profitability and balance sheet quality</b>						
Gross margin	17.29%	18.93%	16.67%	15.64%	14.67%	14.50%
EBITDA margin	7.19%	9.25%	7.07%	6.13%	5.13%	4.89%
EBIT margin	6.53%	8.69%	6.45%	5.55%	4.60%	4.40%
Net margin	5.25%	6.93%	5.07%	4.72%	3.88%	3.58%
Return on equity (ROE)	108.41%	91.82%	50.87%	41.87%	32.68%	28.70%
Return on assets (ROA)	17.53%	21.71%	16.23%	15.10%	13.08%	12.49%
Return on capital employed (ROCE)	53.42%	51.59%	39.89%	33.77%	27.94%	25.92%
Economic Value Added (in PLNm)	138.14	223.50	169.78	150.21	126.22	126.48
Net debt (in PLNm)	-184.95	-194.43	-383.60	-385.22	-407.22	-427.61
Net gearing	-89.39%	-47.74%	-76.50%	-63.29%	-57.55%	-52.34%
Equity ratio	21.04%	31.35%	35.12%	40.08%	43.54%	47.05%
Current ratio	0.98	1.05	1.15	1.21	1.26	1.33
Quick ratio	0.48	0.46	0.61	0.68	0.72	0.78
Net interest cover	488.67	-3467.40	-435.68	91.14	102.00	134.44
Net debt/EBITDA	-0.78	-0.52	-1.19	-1.28	-1.43	-1.43
Tangible BVPS	13.98	27.78	35.02	38.80	45.60	53.11
Capex/Sales	0.44%	4.16%	1.77%	1.10%	1.17%	1.07%
Working capital/Sales	-1.07%	-1.57%	-1.35%	-0.25%	0.09%	0.52%
Cash Conversion Cycle (in days)	-6	-8	-7	-6	-5	-4
<b>Trading multiples</b>						
EV/Sales	0.59	0.48	0.43	0.40	0.35	0.32
EV/EBITDA	8.24	5.19	6.06	6.46	6.87	6.54
EV/EBIT	9.08	5.52	6.64	7.14	7.66	7.26
P/Tangible BVPS	10.33	5.20	4.12	3.72	3.17	2.72
P/E	12.09	7.42	8.16	9.04	9.77	9.60
P/FCF	8.85	11.64	6.04	15.53	14.52	16.27

## Disclaimer

This document (prepared on June 1, 2026) constitutes neither an offer nor a solicitation to buy or sell any security. It is for information purposes only. This document merely contains a non-binding expression of opinion on the investment instruments addressed and the market conditions at the time of publication of the document. Due to its content, which serves to provide general information, this document is not a substitute for personal and property-related advice when making investment decisions and does not convey the information that is fundamental to an investment decision and that is formulated in other sources, in particular in duly authorized prospectuses. The data used in this document alone and the statements made are based on sources that we consider to be reliable. However, we do not guarantee their accuracy or completeness. Opinion statements contained herein reflect the personal judgement of the author at a specific point in time. These opinions are subject to change at any time without notice. Any liability of the analyst or the institutions commissioning him for direct or indirect damages is excluded. This confidential report is only made available to a limited circle of recipients. Forwarding or distribution to third parties is only permitted with the authorization of East Value Research GmbH.

All applicable capital market rules relating to the preparation, content and distribution of research in the various national jurisdictions must be applied and complied with by both the supplier and the recipient. Distribution in the United Kingdom: The document is for distribution only to persons who are authorized persons or exempt persons within the meaning of the Financial Services Act 1986 or any enactment made under it or to persons described in Article 11(3) of the Financial Act 1986 (Investments Advertisements) (Exemptions) Order 1996 (as amended) and is not intended to be passed on, directly or indirectly, to any other person. Neither the document nor any copy thereof may be taken, transferred or distributed in the United States of America, Canada, Japan or any of their territories or possessions.

### *Notice pursuant to MiFID II:*

This publication has been commissioned by Rainbow Tours S.A.

### *Sources of information:*

The main sources of information for the preparation of this analysis are publications by the issuer and publicly available information from domestic and foreign media that East Value Research considers to be reliable. In addition, discussions were held with members of the management or the investor relations department of the company concerned in order to prepare the analysis. All prices of financial instruments quoted in this financial analysis are closing prices on the date stated in the analysis (or the previous day), unless another date is expressly stated. This publication is updated on occasions which East Value Research believes may be price-relevant. Reference is made in advance to the discontinuation of regular commentary on events in connection with the issuer (coverage).

*Key principles and benchmarks of the value judgements contained in the document:*

The valuations on which East Value Research's investment judgements are based are generally recognized and widely used methods of fundamental analysis, such as the DCF model, peer group comparisons, dividend discount model and, where appropriate, a sum-of-the-parts model.

*Meaning of the investment judgement:*

**Buy:** Based on our analysis, we expect the stock to appreciate and generate a total return of at least 10% over the next twelve months

**Add:** Based on our analysis, we expect the stock to appreciate and generate a total return between 0%- 10% over the next twelve months

**Reduce:** Based on our analysis, we expect the stock to cause a negative return between 0% and -10% over the next twelve months

**Sell:** Based on our analysis, we expect the stock to cause a negative return exceeding -10% over the next twelve months

*The respective supervisory authority is:*

Bundesanstalt für Finanzdienstleistungsaufsicht  
Graurheindorfer Straße 108  
53117 Bonn