INVESTOR'S Champion

SMALL CAP SHARE COMMENT *Commissioned Commentary*

SANDERSON GROUP

(AIM:SND) Share price 54p

Positive start to the new financial year results in upgrades

Date:28th February 2013 Sector: Software & Computer Services Market Cap: c£24m www.sanderson.com

The software and IT services business specialising in multi-channel retail and manufacturing markets in the UK has issued an encouraging AGM statement confirming a strong start to the current financial year ending September 2013.

- Attractive business model

After the first four months trading to 31st January 2013, both sales and profit are ahead of the comparative period of the previous year. The Group has an attractive business model with over half of Group sales being derived from pre-contracted recurring revenues, the margin from which covers just over two-thirds of business overheads, offering a good degree of visibility.

- Focus on key market areas

The Group continues to focus its efforts on key market areas which offer the best opportunities for growth with a strong and growing presence in the catalogue, online sales and ecommerce markets which have continued to achieve double digit annual growth rates.

In addition, over the past two years, they have increased investment in both products and services, as well as, sales and marketing capability to further address the active food & drink manufacturing market. The latest version of the Sanderson Unity product suite includes enhanced ingredient and raw material tracking which enables traceability not only through the manufacturing process but also through the supply chain - a very topical issue at the moment!

- Mobile solutions attract interest

The Group continues to develop a range of mobile solutions which are generating a strong level of interest from existing and new customers. Further growth opportunities are expected from the development of these mobile solutions across all the Sanderson businesses.

- Acquisition opportunities

With £11.75m received from the sale of Sanderson RBS as well as positive operating cash flow in the prior year, net cash at September 2012 year-end was £4.07m offering support for acquisitions.

A number of small opportunities are being considered and it is possible that one of these will be completed during the current financial year, although given the current parlous state of the economy management is adopting a cautious approach.

- Broker raises dividend forecast

On the back of the AGM statement and the solid start to the year the house broker has raised its price target and dividend forecast.

Estimates for the full year ending September 2013 are for sales of £14m, normalised profit before tax of £2.1m, normalised earnings per share of 3.9p and a full year dividend of 1.50p, equating to a yield of 2.7% at the current share price (54p). For the year ending September 2014 estimates are for sales of £15.1m, normalised pre-tax profit of £2.4m and normalised earnings per share of 4.11p.



Investor's Champion Ltd Langwood House, 63-81 High Street. Rickmansworth, Herts WD3 4DZ www.investorschampion.com



SMALL CAP SHARE COMMENT *Commissioned Commentary*

SANDERSON GROUP

(AIM:SND) Share price 54p

Positive start to the new financial year results in upgrades

Date:28th February 2013 Sector: Software & Computer Services Market Cap: c£24m www.sanderson.com

- Outlook

In prior years the tone from management has perhaps been more cautious, however, on this occasion the AGM statement concluded with management expressing "a good level of confidence for making further progress and achieving the current year targets."

The medium term objective (3-5 years) remains to grow annual revenue to $\pounds 20m$ and annual profit to $\pounds 3m-\pounds 4m$ supported by growth in online sales and ecommerce.

DISCLAIMER

This document is issued by Investors Champion. Investors Champion is a registered trade mark of Investors Champion Ltd who does not undertake investment business in the UK and therefore does not buy or sell shares, although it and individuals and companies associated with it may own shares. Investor's Champion Ltd does not make recommendations.

The conclusions and opinions expressed in this commentary accurately reflect the views of Investor's Champion Ltd. The company commented on in this Commissioned Commentary pays a fee to Investor's Champion Ltd in order for the commentary to be made available. While the information in the commentary is believed to be correct, this cannot be guaranteed.

If a 'Fair Value' price is given in a commentary this is the theoretical result of a study of a range of possible outcomes, and not a forecast of a likely share price. This commentary is issued in good faith but without legal responsibility and is subject to change or withdrawal without notice. This information does not constitute advice or a personal recommendation or take into account the particular investment objectives, financial situations or needs of individual clients. You are recommended to seek advice concerning suitability from your investment advisor.

This commentary is provided for the use of the professional investment community, market counterparties and sophisticated and high net worth investors as defined in the rules of the regulatory bodies. It is not intended to be made available to unsophisticated individuals. In the UK, any such individual who comes into possession of this commentary should consult their properly authorized professional adviser, or undertake one of the 'self certified' sophisticated investor tests that are available.

Investors should be aware that past performance is not necessarily a guide to the future and that the price of shares, and the income derived from them, may fall as well as rise and the amount realised may be less than the original sum invested. For AIM and PLUS shares, it is the opinion of the regulator that risks are higher. Furthermore the marketability of these shares is often restricted.

This commentary is based on current public information that we consider reliable, but we do not represent it is accurate or complete and it should not be relied on as such. This commentary is not an offer to sell or the solicitation of an offer to buy or sell any security in any jurisdiction where such an offer or solicitation would be illegal. Our commentaries are distributed primarily electronically and, in some cases, in printed form. No part of this commentary may be reproduced or distributed in any manner without the written permission of Investors Champion Ltd. Investors Champion Ltd specifically prohibits the redistribution of this report, via the Internet or otherwise, and accepts no liability whatsoever for the actions of third parties in this respect. This document must not be accessed or used in any way that would be illegal in any jurisdiction.



Investor's Champion Ltd Langwood House, 63-81 High Street. Rickmansworth, Herts WD3 4DZ www.investorschampion.com