

MIRA INFORM REPORT

Report No. :	541486
Report Date :	22.11.2018

IDENTIFICATION DETAILS

Name :	DIGITAL LOLA COMMERCE SAU
Formerly Known As :	COMPANIA INTERNACIONAL PARA LA FINANCIACION DE LA DISTRIBUCION SA
Registered Office :	Calle Cami Oliveres, 1, 08800 Vilanova I La Geltru
Country :	Spain
Financials (as on) :	31.12.2016
Date of Incorporation :	26.07.1985
Com. Reg. No.:	A58028655
Legal Form :	Sole corporation
Line of Business :	<ul style="list-style-type: none"> • Retail sale via mail order houses or via Internet • Subject is engaged in retail sale via mail order houses
No. of Employees :	290 [2016]

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :

B

Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	Slow but Correct
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
Spain	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

SPAIN - ECONOMIC OVERVIEW

After a prolonged recession that began in 2008 in the wake of the global financial crisis, Spain marked the fourth full year of positive economic growth in 2017, with economic activity surpassing its pre-crisis peak, largely because of increased private consumption. The financial crisis of 2008 broke 16 consecutive years of economic growth for Spain, leading to an economic contraction that lasted until late 2013. In that year, the government successfully shored up its struggling banking sector - heavily exposed to the collapse of Spain's real estate boom - with the help of an EU-funded restructuring and recapitalization program.

Until 2014, contraction in bank lending, fiscal austerity, and high unemployment constrained domestic consumption and investment. The unemployment rate rose from a low of about 8% in 2007 to more than 26% in 2013, but labor reforms prompted a modest reduction to 16.4% in 2017. High unemployment strained Spain's public finances, as spending on social benefits increased while tax revenues fell. Spain's budget deficit peaked at 11.4% of GDP in 2010, but Spain gradually reduced the deficit to about 3.3% of GDP in 2017. Public debt has increased substantially – from 60.1% of GDP in 2010 to nearly 96.7% in 2017.

Strong export growth helped bring Spain's current account into surplus in 2013 for the first time since 1986 and sustain Spain's economic growth. Increasing labor productivity and an internal devaluation resulting from moderating labor costs and lower inflation have improved Spain's export competitiveness and generated foreign investor interest in the economy, restoring FDI flows.

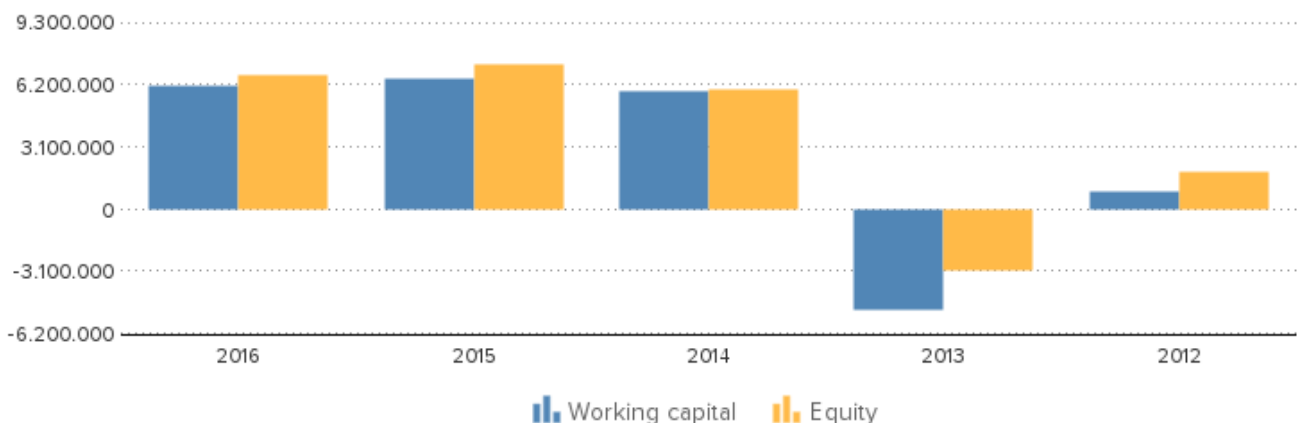
In 2017, the Spanish Government's minority status constrained its ability to implement controversial labor, pension, health care, tax, and education reforms. The European Commission expects the government to meet its 2017 budget deficit target and anticipates that expected economic growth in 2018 will help the government meet its deficit target. Spain's borrowing costs are dramatically lower since their peak in mid-2012, and increased economic activity has generated a modest level of inflation, at 2% in 2017.

Source : CIA

SUMMARY

Company name	Digital Lola Commerce Sau.
Operative address	Calle Cami Oliveres, 1 08800 Vilanova I La Geltru Spain
Status	Active
Legal form	Sole corporation
Registration number	A58028655
VAT-number	ESA58028655

Year	2016	Mutation	2015	Mutation	2014
Fixed assets	1.030.211	-18,26	1.260.299	118,86	575.839
Total receivables	4.449.163	32,06	3.369.136	-23,68	4.414.237
Total equity	6.636.713	-7,92	7.207.839	21,89	5.913.519
Short term liabilities	32.981.951	30,78	25.220.244	13,46	22.228.495
Net result	-8.832.588	-66,69	-5.298.725	0,17	-5.307.791
Working capital	6.149.739	-5,74	6.524.109	11,64	5.843.824
Quick ratio	0,55	44,74	0,38	5,56	0,36



CONTACT INFORMATION

Company name	Digital Lola Commerce Sau.
Trade names	Cifdsa
Operative address	Calle Cami Oliveres, 1 08800 Vilanova I La Geltru Spain
Correspondence address	Calle Cami Oliveres, 1 08800 Vilanova I La Geltru

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Telephone number Spain
Website +34 938140909
www.venca.es

REGISTRATION

Registration number A58028655
VAT-number ESA58028655
Status Active
Establishment date 1985-07-26
Legal form Sole corporation
Subscribed share capital EUR 6.350.000

ACTIVITIES

NACE 4791: Retail sale via mail order houses or via Internet
Goal Engaged in retail sale via mail order houses

RELATIONS

Shareholders
ULTIMATE GLOBAL SHAREHOLDER
Name: DIGITAL LOLA SL.
National id number: B66907783
Address: CALLE OLIVERES, 1
City: VILANOVA I LA GELTRU
Country: ES
Type: Corporate
Share direct: 100.00%
Share total: 100.00%

SHAREHOLDERS
Name: DIGITAL LOLA SL.
National id number: B66907783
Address: CALLE OLIVERES, 1
City: VILANOVA I LA GELTRU
Country: ES
Type: Corporate
Share direct: 100.00%

Structure
SUBSIDIARIES
Name: DIGITAL LOLA STYLE SL.
National id number: B87941217
Address: CALLE ALMAGRO, 15 PISO 4

Branches

City: MADRID
Country: ES
Type: Corporate
Share direct: 100.00%
Name: DIGITAL LOLA COMMERCE SAU.
Address: AV COLL D'EN FERRAN
City: VILANOVA I LA GELTRU
Country: ES
Phone: +34 93 8144943

BANK DETAILS

Accounts

B SABADELL
BBVA
CAIXABANK

MANAGEMENT

Management

Fullname: Mr Jorge Gonzalez Torrens
Type: Individual
Gender: Male
Number of involvements: 2
Function: President of the Board
Level of responsibility: President / Chairman
Appointment date: 2017/03/08

Fullname: Mr Juan Jaime Alemany Lahuerta
Type: Individual
Gender: Male
Number of involvements: 3
Function: Member of the Board
Level of responsibility: Member
Appointment date: 2017/03/08

Fullname: Mr Juan Jaime Alemany Lahuerta
Type: Individual
Gender: Male
Number of involvements: 3
Function: OPERATIONS Director
Level of responsibility: OPERATIONS & Production executive
Appointment date: 2005/04/01

Fullname: Mr Jordi Badia Munill

Type: Individual
Gender: Male
Number of involvements: 3
Function: Member of the Board
Level of responsibility: Member
Appointment date: 2017/03/08

Fullname: Mr Jordi Badia Munill
Type: Individual
Gender: Male
Number of involvements: 3
Function: IT Director
Level of responsibility: IT & IS executive
Appointment date: 2014/06/03

Fullname: Mr Paz Angelica Usandizaga Usandizaga
Type: Individual
Gender: Male
Number of involvements: 4
Function: Member of the Board
Level of responsibility: Member
Appointment date: 2017/03/08

Fullname: Mr Paz Angelica Usandizaga Usandizaga
Type: Individual
Gender: Male
Number of involvements: 4
Function: Financial Manager
Level of responsibility: Finance & Accounting Manager
Appointment date: 2014/06/03

Fullname: Mr Paz Angelica Usandizaga Usandizaga
Type: Individual
Gender: Male
Number of involvements: 4
Function: Human Resources Director
Level of responsibility: Human Resource Chief Officer; Human
Resource executive
Appointment date: 2011/04/26

Fullname: Ms Marta Alemany Castell
Type: Individual
Gender: Female
Number of involvements: 3
Function: Secretary of the Board
Level of responsibility: Other & unspecified
Appointment date: 2017/03/08

Fullname: Ms Marta Alemany Castell

Type: Individual
Gender: Female
Number of involvements: 3
Function: Secretary
Level of responsibility: Company secretary
Appointment date: 2017/03/08

Fullname: Mr Jordi Gonzalez Torrens
Type: Individual
Gender: Male
Number of involvements: 2
Function: General Manager
Level of responsibility: Unspecified executive
Appointment date: 2006/03/28

Fullname: KPMG AUDITORES, S.L.
Type: Company
Country: Spain
Number of involvements: 129
Function: Consolidated Accounts Auditor
Level of responsibility: Sales executive; Auditor
Appointment date: 2011/10/05

Fullname: Ms Madeleine Rouchout
Type: Individual
Gender: Female
Number of involvements: 1
Function: Commercial Director
Level of responsibility: Sales executive
Appointment date: 2005/04/01

Fullname: Ms Madeleine Rouchout
Type: Individual
Gender: Female
Number of involvements: 1
Function: Purchases Director
Level of responsibility: Purchasing executive
Appointment date: 2005/04/01

Fullname: Ms Madeleine Rouchout
Type: Individual
Gender: Female
Number of involvements: 1
Function: Imports Director
Level of responsibility: Executive
Appointment date: 2017/09/27

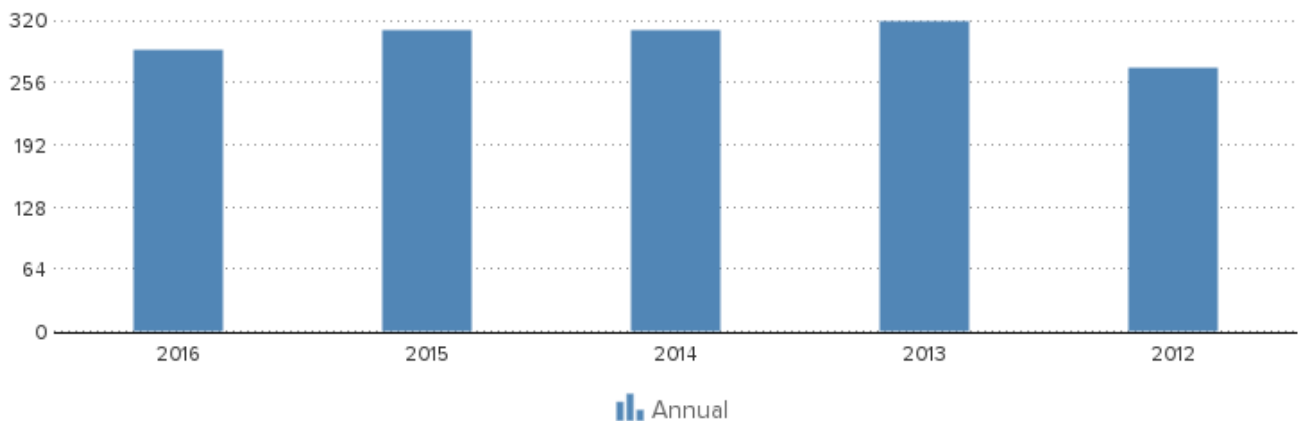
Fullname: Ms Ana Rossello
Type: Individual

Gender: Female
Number of involvements: 1
Function: Marketing Director
Level of responsibility: Chief Marketing Officer; Marketing executive
Appointment date: 2017/07/18

Fullname: Ms Ana Rossello
Type: Individual
Gender: Female
Number of involvements: 1
Function: Exports Director
Level of responsibility: Executive
Appointment date: 2017/09/27

EMPLOYEES

Year	2016	2015	2014	2013	2012
Annual	290	309	309	319	272



FINANCIAL ANALYSIS

Trend	Declining
Profitability	Negative
Solvability	Limited
Liquidity	Sufficient
Show amount in	Euro

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KEY FIGURES

Year	2016	2015	2014	2013	2012
Quick ratio	0,55	0,38	0,36	0,20	0,32
Current ratio	1,19	1,26	1,26	0,82	1,04
Working capital/ balance total	0,15	0,20	0,20	-0,19	0,03
Equity / balance total	0,17	0,22	0,21	-0,12	0,07
Equity / Fixed assets	6,44	5,72	10,27	-1,20	1,18
Working capital	6.149.739	6.524.109	5.843.824	-5.052.809	829.692
Equity	6.636.713	7.207.839	5.913.519	-3.040.515	1.871.804
Mutation equity	-7,92	21,89	294,49	-262,44	
Mutation short term liabilities	30,78	13,46	-21,99	25,38	
Return on total assets (ROA)	-20,22	-23,21	-18,48	-19,17	-18,13
Return on equity (ROE)	-122,33	-106,29	-89,55	163,74	-243,53
Gross profit margin	-16,03	-17,47	-11,37	-12,27	-10,21
Net profit margin	-19,55	-13,50	-13,61	-12,78	-10,74
Average collection ratio	1,37	1,56	1,75	1,35	1,89
Average payment ratio	10,16	11,65	8,83	8,90	10,01
Equity turnover ratio	6,81	5,44	6,59	-12,66	22,97
Total assets turnover ratio	1,12	1,19	1,36	1,48	1,71
Fixed assets turnover ratio	43,86	31,13	67,72	15,25	27,07
Inventory conversion ratio	2,16	1,78	1,95	2,16	2,64
Turnover	45.181.783	39.239.263	38.997.590	38.494.956	42.995.230
Operating result	-7.243.037	-6.855.825	-4.432.628	-4.723.996	-4.391.297
Net result after taxes	-8.832.588	-5.298.725	-5.307.791	-4.920.659	-4.618.237
Cashflow	-8.663.706	-5.243.467	-5.148.793	-4.536.002	-3.935.219
Gross profit	3.628.491	2.977.888	3.992.601	4.567.813	5.337.738
EBITDA	-7.074.155	-6.800.567	-4.273.630	-4.339.339	-3.708.279

Summary

The 2016 financial result structure is a positive working capital of 6.149.739 euro, which is in agreement with 15 % of the total assets of the company.

The working capital has diminished with -5.74 % compared to previous year. The ratio, with respect to the total assets of the company has however, declined.

The deterioration between 2015 and 2016 has mainly been caused by a change of the current liabilities.

The current ratio of the company in 2016 was 1.19. When the current ratio is below 1.5, the company may have problems meeting its short-term obligations.

The quick ratio in 2016 of the company was 0.55. A company with a Quick Ratio of less than 1 cannot currently pay back its current liabilities.

The 2015 financial result structure is a positive working capital of 6.524.109 euro, which is in agreement with 20 % of the total assets of the company.

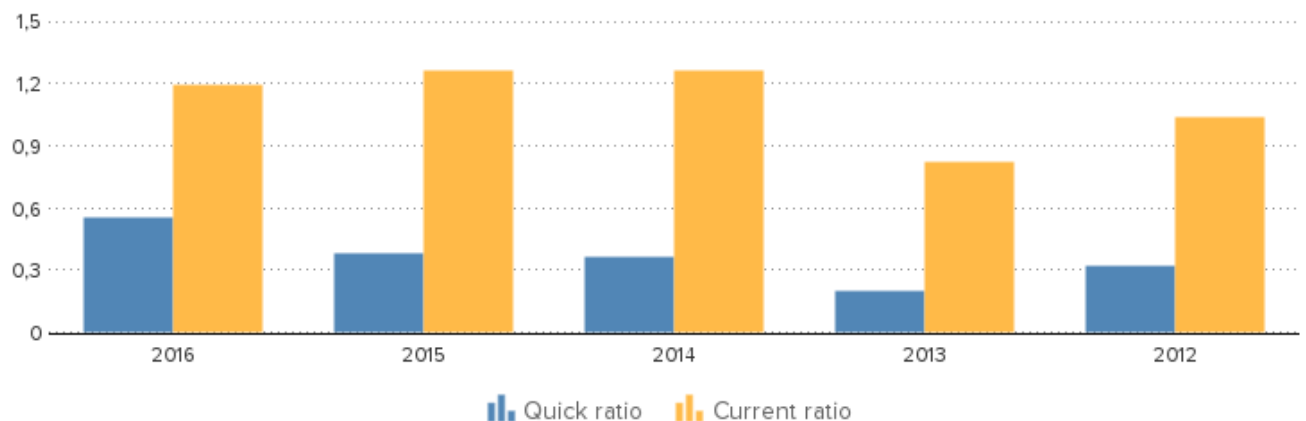
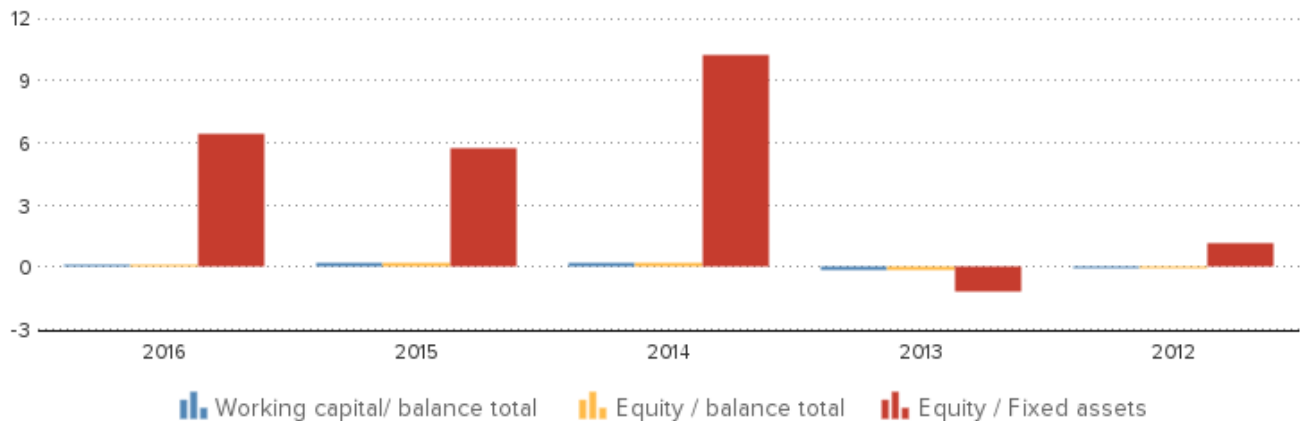
The working capital has increased with 11.64 % compared to

previous year. The ratio with respect to the total assets of the company remains unchanged.

The improvement between 2014 and 2015 has mainly been caused by a change of the current liabilities.

The current ratio of the company in 2015 was 1.26. When the current ratio is below 1.5, the company may have problems meeting its short-term obligations.

The quick ratio in 2015 of the company was 0.38. A company with a Quick Ratio of less than 1 cannot currently pay back its current liabilities.

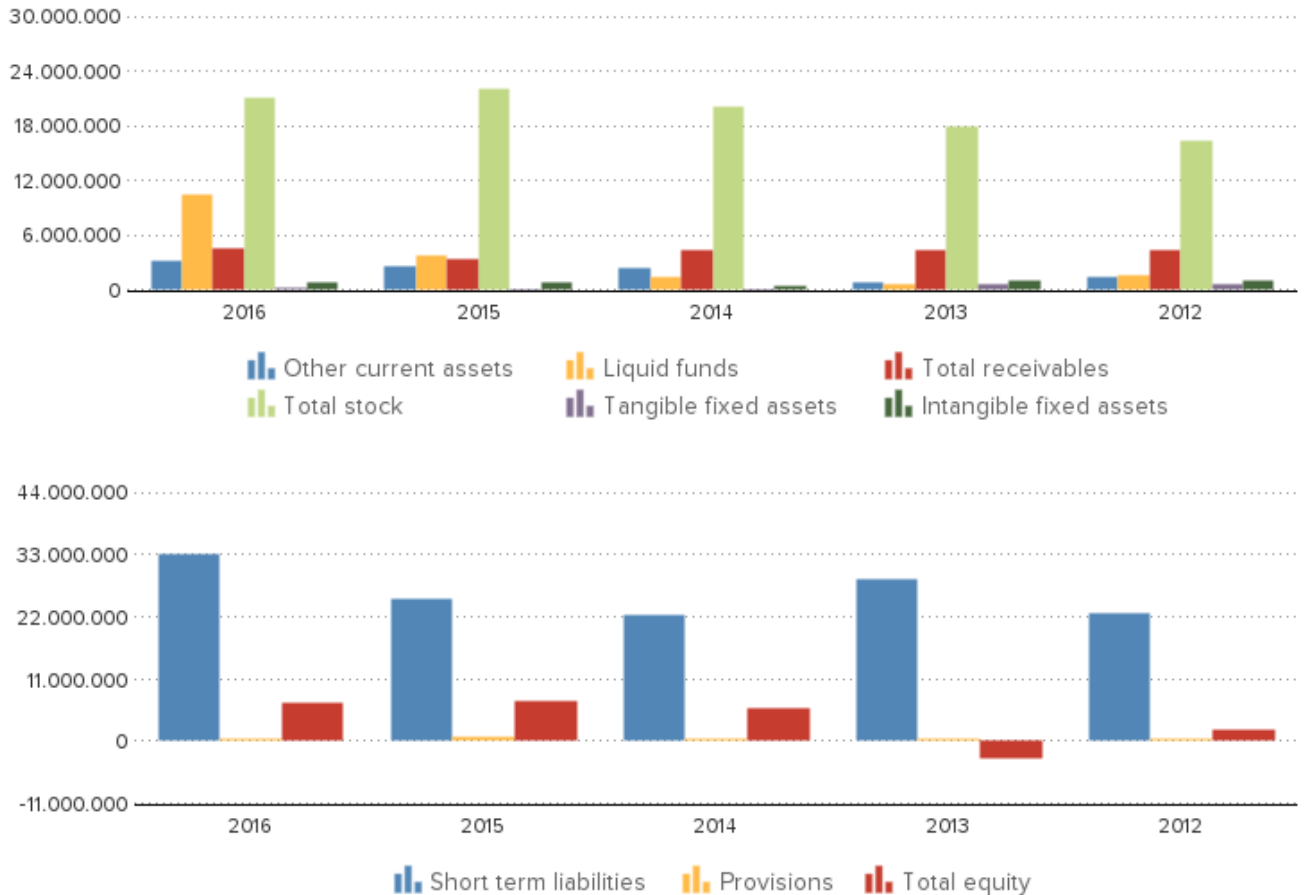


FINANCIAL STATEMENT

Auditor
Last annual account
Remark annual account

Name: KPMG AUDITORES S.L.
2016
The company is obliged to file its financial statements.

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PROFIT AND LOSS

Year	2016	2015	2014	2013	2012
Revenues	44,479,458	38,650,631	38,406,303	38,036,303	41,938,413
Net turnover	45,181,783	39,239,263	38,997,590	38,494,956	42,995,230
Wages and salaries	10,367,725	9,754,534	8,042,810	8,880,873	9,012,236
Amorization and depreciation	168,882	55,258	158,998	384,657	683,018
Production costs	21,252,215	14,888,681	13,772,332	13,013,551	15,034,500
Operating result	-7,243,037	-6,855,825	-4,432,628	-4,723,996	-4,391,297
Financial income	334,921	23,921	223,421	45,312	38,523
Financial expenses	1,210,842	829,182	1,086,137	299,981	205,578
Financial result	-875,921	-805,261	-862,716	-254,669	-167,055
Result on ordinary operations before taxes	-8,118,958	-7,661,086	-5,295,344	-4,978,665	-4,558,352
Taxation on the result of ordinary activities	713,630	-2,362,361	12,447	-58,006	59,885
Result of ordinary activities after taxes	-8,832,588	-5,298,725	-5,307,791	-4,920,659	-4,618,237

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Net result -8.832.588 -5.298.725 -5.307.791 -4.920.659 -4.618.237

Summary

The turnover of the company grew with 15.14 % between 2015 and 2016.

The operating result of the company declined with -5.65 % between 2015 and 2016. This evolution implies an decrease of the company's economic profitability.

The result of these changes is an increase of the company's Economic Profitability of 12.88 % of the analysed period, being equal to -20.22 in the year 2016.

Despite the growth the assets turnover decreased, whose index evolved with -5.88 % to a level of 1.12.

The Net Result of the company decreased by -66.69 % between 2015 and 2016.

The company's Financial Profitability has been negatively affected by the financial activities in comparison to the EBITs behaviour.

The result of these variations is a profitability reduction of -15.09 % of the analysed period, being -122.33 in the year 2016.

The company's financial profitability has been positively affected by its financial structure.

The turnover of the company remained the same between 2014 and 2015.

The operating result of the company declined with -54.67 % between 2014 and 2015. This evolution implies an decrease of the company's economic profitability.

The result of these changes is a reduction of the company's Economic Profitability of -25.6 % of the analysed period, being equal to -23.21 in the year 2015.

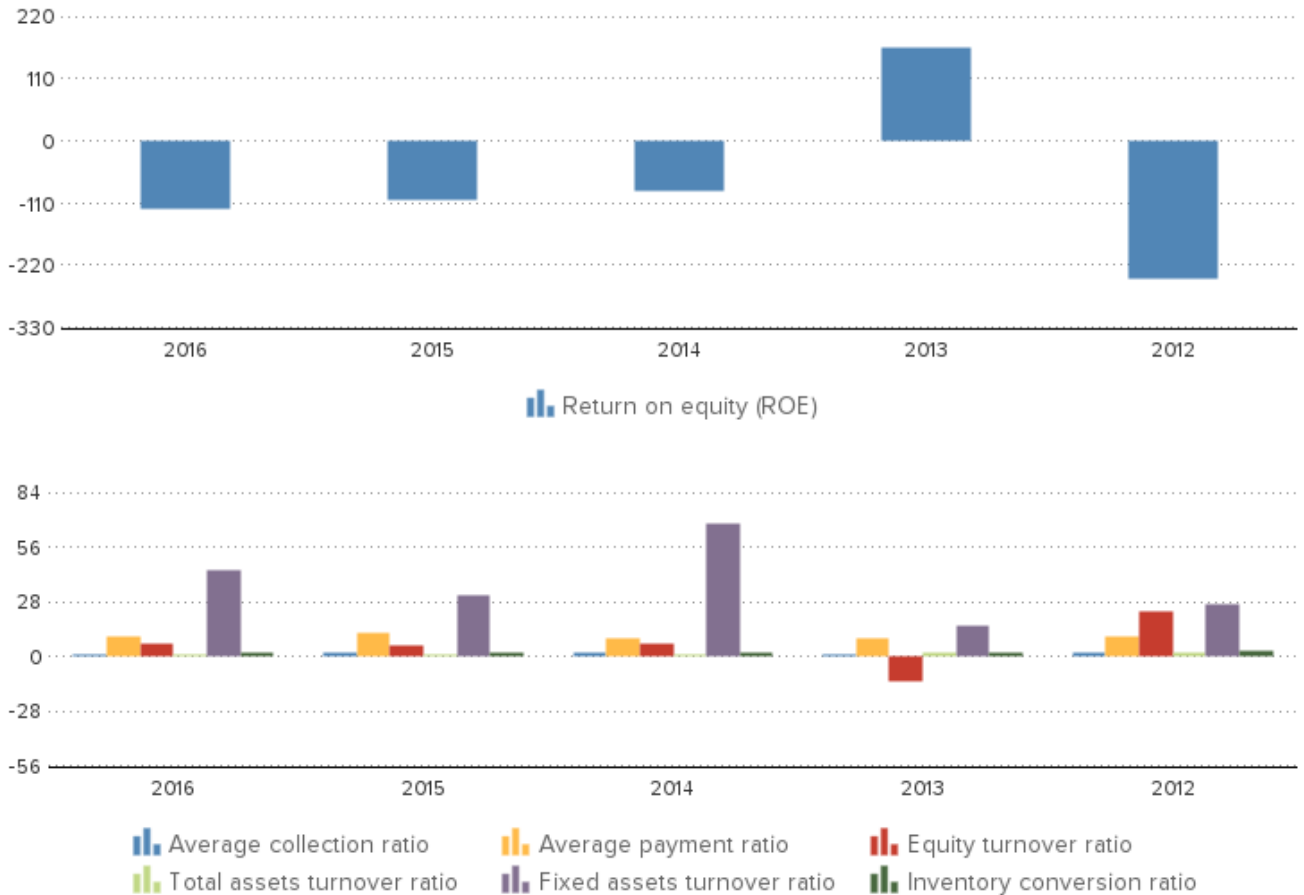
This fall has contributed to a asset turnover decrease, whose index evolved from -12.5 to a level of 1.19.

The Net Result of the company has not changed between 2014 and 2015.

The company's Financial Profitability has been positively affected by the financial activities in comparison to the EBITs behaviour.

The result of these variations is a profitability increase of -18.69 % of the analysed period, being -106.29 in the year 2015.

The company's financial profitability has been positively affected by its financial structure.



COUNTRY INFORMATION

Population	46.4 million
GDP per capita	26.565 USD
Country risk	Low
Company risk	Very Low

PUBLICATIONS

Remarks	Status: Active
	Status date: 1985-07-26
	Category: Large company
	Last year: 2016

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History

Turnover last year: 45.181.783 EUR
Result last year: -8.832.588 EUR
TOTAL assets last year: 40.161.901 EUR
Number of employees: 290
Number of shareholders: 1
Number of subsidiaries: 1
Number of branches: 1
Previous name: Compania INTERNACIONAL Para La
Financiacion De La Distribucion Sa

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 71.33
UK Pound	1	INR 91.72
Euro	1	INR 81.69
Euro	1	INR 80.68

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	NIS
Report Prepared by :	SYL

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)