### CMB International Securities | Equity Research | Company Update



招商银行全资附属机模 A Wholly Owned Subsidiary Of China Merchants Bank

# Anta Sports (2020 HK)

### A stellar golden week after an in-line 3Q

Maintain BUY and reiterate our TP of HK\$ 101.84, based on 32x FY21E P/E (unchanged). The 3Q numbers is in-line but the underlying fundamentals are encouraging, given stellar 10-1 performance, robust online even after offline reopened, and better weather, in our view. Therefore, we are confident on an astonishing revenue turnaround in 4Q20E and 1H21E, and we see current valuation of 27x FY21E P/E attractive, vs Li Ning/ Nike/ Adidas's 38x/ 35x/ 32x.

- 3Q20 retail sales growth were roughly in-line. Anta/ FILA/ other brands' retail sales growth were LSD/ 20-25%/ 50-55% YoY in 3Q20, roughly in-line with CMBI est. of 5%/ 20% YoY for Anta/ FILA, meaningful improved vs -ve LSD/ +ve Low-teens in 2Q20. The acceleration, in our view, was primarily driven by faster e-commerce growth (50%+/ 90%+ for Anta/ FILA), as both active users and purchasing frequency had gone up after the pandemic. Anta core brand sales decline could partly dragged by recent DTC transform.
- But 10-1 golden week was remarkable and better than expected. Management also highlighted sales growth for Anta/ FILA during the national holidays were 40%+/50%+ YoY. Other favorable factors include: 1) a colder and earlier winter 2) an extended holidays due to the mid-autumn festival, and 3) the thoroughly prepared sales and marketing campaign by Anta/ FILA team. Management also turned more confident on 4Q20E (e.g. a more ambitious double 11 target), as both the traffic and sentiment are returning healthily.
- Inventory remained excessive as at 3Q20 but it was a preparation for 10-1 golden week. Inventory to sales ratio for Anta/ FILA were still higher than usual at 6/8 months in 3Q20 (vs normal level of 4-5/6-7 months). However, management stated that it was reasonable for higher stock level before the long national day holidays and have reaffirmed their target of reducing whole channel inventory to a "lower than FY19's level" by FY20E. Noted that the 3Q20 retail discounts also improved comparing to 2Q20.
- Amer performance in 3Q20 was better than expected. Amer's sales was still falling YoY in 3Q20, but the decline had narrowed to less than -15% YoY, comparing to ~20% drop in 1H20. Moreover, management is optimistic on "at least a breakeven" in 2H20E, thanks to the robust online, direct retail, and China growth (20%+), plus the effective cost saving measures implemented.
- Maintain BUY and reiterated our TP of HK\$ 101.84. We maintain BUY and reiterate our TP of HK\$ 101.84, based on 32x FY21E P/E (unchanged). We believe the valuation is justifiable at 27x FY21E P/E, given a 22% NP CAGR during FY19-22E.

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Earnings Summary					
(YE 31 Dec)	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue (RMB mn)	24,100	33,928	36,030	44,331	51,789
YoY growth (%)	44.4	40.8	6.2	23.0	16.8
Net income (RMB mn)	4,103	5,344	5,359	7,809	9,793
EPS (RMB)	1.525	1.917	1.922	2.801	3.512
YoY growth (%)	32.8	25.7	0.3	45.7	25.4
Consensus EPS (RMB)	n/a	n/a	1.940	2.909	3.657
P/E (x)	49.2	39.2	39.1	26.8	21.4
P/B (x)	12.8	10.1	8.5	7.1	6.1
Yield (%)	0.9	0.8	0.7	2.4	3.0
ROE (%)	27.8	29.8	24.4	29.7	31.7
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIS estimates

### **BUY (Maintain)**

 Target Price
 HK\$101.84

 (Previous TP
 HK\$101.84)

 Up/Downside
 +19.4%

 Current Price
 HK\$85.30

### **China Sportswear Sector**

### Walter Woo

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#### Stock Data

Mkt Cap (HK\$ mn)	230,594
Avg 3 mths t/o (HK\$ mn)	508.80
52w High/Low (HK\$)	88.75/42.0
Total Issued Shares (mn)	2,703.3
Course: Bloomhora	

**Shareholding Structure** 

Mr. Ding Shizhong (CEO), Mr.
Ding Shijia (V-Chairman), Mr.
Lai Shixian (CFO) & Family
Free Float

38.94%

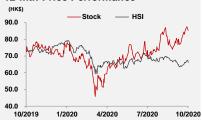
Source: HKEx

**Share Performance** 

,	Absolute	Relative
1-mth	12.1%	12.0%
3-mth	21.7%	25.7%
6-mth	44.3%	42.9%
12-mth	22.6%	31.8%

Source: Bloomberg

### 12-mth Price Performance



Source: Bloomberg

### Auditor: KPMG

### **Related Reports**

- Anta Sports (2020 HK, BUY) Solid profitability and promising guidance – 26 Aug 2020
- Anta Sports (2020 HK, BUY) Prudent guidance as inventory issue lingers 16 Jul 2020
- Anta Sports (2020 HK, BUY) -Expecting a strong 2Q, driven by ecommerce – 10 Jul 2020

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## **Operating numbers**

Figure 1: Sportswear brands sales growth trend

Operating numbers	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20E	4Q20E
Nike China sales	15.0%	16.0%	12.0%	15.0%	19.0%	25.0%	20.0%	31.0%	24.0%	22.0%	27.0%	23.0%	-4.0%	1.0%	8.0%	
Adidas China sales	30.3%	27.7%	28.0%	32.0%	26.0%	27.0%	26.0%	23.0%	16.0%	14.0%	11.0%	15.0%	-58.0%	0.0%		
Anta brand's SSSG																
Anta brand's retail sales		+ve 20%-		+ve 20%-			+ve Mid-		+ve Low-	+ve Mid-		+ve High-	-ve 20%-	-ve LSD	+ve LSD	10.0%
	teens	30%	teens	25%	25%	teens	teens	teens	teens	teens	teens	teens	25%			
Core brand	+ve LSD	+ve Mid- teens	+ve MSD	+ve Mid- teens	+ve Mid- teens	+ve HSD	+ve Low- teens	+ve HSD	+ve HSD	+ve Low- teens	+ve Low- teens	+ve HSD	-ve 20%- 25%	-ve LSD	-ve MSD	
Kids	over 30%	25%-30%	over 30%	over 40%	over 40%	over 25%	Over 25%	Over 25%	Over 20%	30%	Over 25%	25%	-ve 20%- 25%	+ve MSD	+ve Low- teens	
Online	over 50%	over 50%	over 50%	over 40%	over 40%	over 25%	Over 20%	Over 25%	+ve Mid- teens	25%	35%	Over 40%	+ve MSD	Over 40%	Over 50%	
Non-Anta brands (FILA)	+ve 40%-	+ve 50%-	+ve 40%-	+ve 85%-	+ve 80%-	+ve 90%-	+ve 90%-	+ve 80%-	+ve 65%-	+ve 55%-						
Non-Anta brands (FILA	50%	60%	50%	90%	85%	95%	95%	85%	70%	60%						
FILA brand's retail sales											50%-55%	50%-55%	-ve MSD	+ve Low- teens	20%-25%	30.0%
Classic/ Core brand												Over 40%	-ve 20%- 25%	+ve MSD	+ve MSD	
Kids												Over 70%	-ve LSD	Over 30%	Over 30%	
Fusion												Over 100%	+ve MSD	Over 70%	Over 50%	
Online												Over 70%	160%	Over 80%	Over 90%	
Other brands											30%-35%	25%-30%	-ve HSD	25%-30%	50%-55%	
Li Ning group's SSSG	Flat	+ve HSD	-ve LSD	+ve Low- teens	+ve Low- teens	+ve HSD	+ve Low- teens	+ve Mid- teens	+ve Mid- teens	+ve Mid- teens	+ve High- teens	+ve Low- twenties	n/a	-ve MSD		
Direct retail	-ve MSD	Flat	-ve MSD	+ve Low-	+ve Low-	+ve HSD	+ve HSD	+ve MSD	+ve HSD	+ve Low-	+ve Low-	+ve High-	n/a	-ve High-		
Direct retail	-ve ivod	i iai	-ve wod	teens	teens	+461100	+461100	TVC IVIOD		teens	teens	teens	II/a	teens		
Wholesales	-ve MSD	+ve LSD	-ve MSD	+ve HSD	+ve MSD	+ve LSD	+ve HSD	+ve MSD	+ve Low-	+ve Low-	+ve Low-	+ve Mid-	n/a	-ve Low-		
				+ve High-	+ve High	+ve Mid-	+ve High	+ve Mid	teens +ve High	teens +ve Mid	teens +ve Mid	teens +ve Low	+ve Low-	teens +ve Mid		
E- Commerce	Mid-60%	Mid-90%	Low 30%	teens	30%	30%	30%	50%	30%	30%	50%	40%	teens	20%		
				100110		+ve Low-		+ve High-	+ve Low	+ve Low	+ve Low	+ve Mid	-ve High-			
Li Ning group's retail sal	les				teens	teens	teens	teens		20%-25%	30%-35%	30%-40%	teens	-ve MSD	7.0%	12.0%
Discret setell					Low 20%-	+ve Mid-	+ve Mid-		+ve Low-		+ve Mid-	+ve High-	-ve Mid	-ve Low-		
Direct retail					30%	teens	teens	+ve HSD	teens	+ve HSD	teens	teens	30%	teens		
Wholesales					+ve MSD	+ve MSD	+ve Low-	+ve Low-	+ve Low	+ve Mid-	+ve Mid-	+ve Low	-ve High-	-ve HSD		
VVIIOICOGICO							teens	teens	20%-25%	20%	30%	40%	teens			
E- Commerce					+ve High 30%	+ve High 30%	+ve Low 30%	+ve Mid 50%	+ve Low 40%	+ve High 20%	+ve Low 50%	+ve Low 40%	+ve Low-	+ve High 20%		
-					+ve Low-	+ve Mid-	+ve Mid-	+ve Mid-	+ve Low-	+ve Low-		+ve Low-	teens	20%		
Xtep's SSSG	+ve LSD	+ve MSD	+ve MSD	+ve HSD	teens	teens	teens	teens	teens	teens	10%	teens				
Xtep's retail sales									Over 20%		20%	Over 20%	-ve 20%- 25%	-ve LSD	3.0%	5.0%
361 Degrees' SSSG	7.0%	+ve HSD	+ve HSD	+ve HSD	+ve HSD	+ve HSD	+ve MSD	Flat	+ve LSD	+ve LSD	+ve LSD	+ve LSD				
361 Degree's retail sales	3												-ve 20%- 25%	-ve Low- teens		
Pou Sheng's SSSG	1.9%	5.6%	1.5%	12.0%	10.1%	2.2%	8.9%	8.7%	8.4%	4.2%	6.0%	1.9%	-32.5%	-17.8%		
Pou Sheng's sales	14.4%	14.5%	13.4%	21.6%	17.7%	17.7%	24.4%	22.0%	19.9%	18.9%	21.9%	19.1%	-25.1%	0.3%	-0.3%	9.0%
Dong Xiang's SSSG		-ve LSD			+ve Mid to High	-ve Mid to High	+ve MSD			+ve MSD	+ve Mid to High	+ve Mid to High	-ve Low- Mid SD	-ve Mid SD		
Direct retail					+ve HSD	Flat	+ve Low- teens	+ve HSD	Flat	+ve LSD	+ve HSD	+ve Low- teens	-ve LSD	-ve Low to Mid-teens		
E- Commerce									+ve 35%- 45%	+ve 30%- 35%	+ve 55%- 60%	+ve 40%- 45%	-ve Low- teens	+ve 30%- 35%		
Source: Company	1-1- 0	4010		48191 1			. ,				∩10 fise			ov 2018		

Source: Company data, CMBIS estimates, \*Nike's year end is at May (e.g. 4Q18 calendar year = 2Q19 fiscal year = Sep-Nov 2018)



## **Assumptions**

Figure 2: Anta's key assumptions

Major assumptions	FY18A	FY19A	FY20E	FY21E	FY22E
Sales by segment growth (%)					
Shoes	22.5%	32.2%	5.0%	21.0%	13.0%
Apparels	61.4%	45.5%	6.6%	25.0%	19.0%
Accessories	43.9%	47.5%	10.0%	6.0%	12.0%
Total	44.4%	40.8%	6.2%	23.0%	16.8%
Sales by brand growth (%)					
Anta	8.7%	9.2%	-23.0%	14.0%	7.0%
Anta Kids	29.0%	27.0%	-21.0%	27.0%	18.0%
FILA	100.0%	73.8%	17.0%	25.0%	19.0%
Descente & Others	155.9%	33.3%	13.0%	25.0%	23.0%
E-commerce	45.0%	45.0%	35.0%	25.0%	18.0%
Total	44.4%	40.8%	6.2%	23.0%	16.8%
Sales network					
Anta	7,271	7,341	6,791	6,871	6,921
Anta Kids	2,786	3,175	3,059	3,209	3,359
FILA	1,652	1,951	2,050	2,200	2,400
Descente & Others	479	476	465	660	855
Total	12,188	12,943	12,365	12,940	13,535
GP margins					
Anta	42.0%	41.3%	40.9%	42.9%	44.1%
FILA	69.9%	70.4%	70.0%	71.0%	71.2%
Total	52.6%	55.0%	56.1%	57.8%	58.7%
Opex breakdown					
A&P Expenses / sales	12.1%	10.6%	10.0%	11.6%	11.4%
Labour costs / sales	10.9%	11.7%	12.5%	12.0%	12.2%
R &D expenses / sales	5.2%	5.2%	5.4%	5.5%	5.6%
Rental expenses/ sales	7.2%	8.8%	9.5%	9.8%	10.0%
Selling & distribution costs / sales	27.1%	28.7%	29.9%	30.2%	30.2%
Admin expenses / sales	5.1%	3.9%	6.1%	5.7%	5.8%
OP margin					
Anta	25.9%	27.1%	24.5%	26.6%	27.3%
FILA	25.3%	27.2%	25.3%	27.0%	28.0%
Total	23.7%	25.6%	23.7%	25.6%	26.3%
Effective tax rate	26.6%	29.8%	28.0%	27.0%	26.0%
NP att. margin	17.0%	15.8%	14.9%	17.6%	18.9%
NP att. growth (%)	32.9%	30.3%	0.3%	45.7%	25.4%

Source: Company data, CMBIS estimates



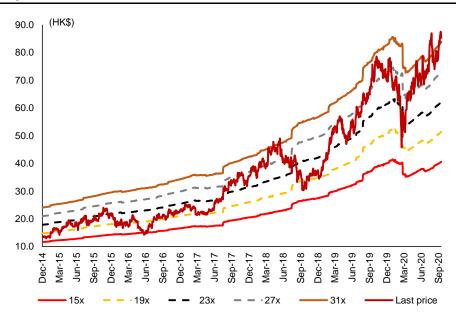
### **Valuation**

Figure 3: Peers valuation table

			12m TP	Price	Up/ Down-	Mkt. Cap	Year	P/E	(x)	P/B	(x)	ROE (%)	3yrs PEG (x)	Yield (%)
Company	Ticker	Rating	(LC)	(LC)	side	(HK\$mn)	End	FY1E	FY2E	FY1E	FY2E	FY1E	FY1E	FY1E
H shares Spor	tswear													
Anta Sports	2020 HK	BUY	101.84	85.30	19%	230,594	Dec-19	39.1	26.8	8.5	7.0	23.0	1.7	0.8
Li Ning Co	2331 HK	BUY	36.52	37.80	-3%	94,029	Dec-19	51.3	37.7	9.7	7.9	19.8	2.4	0.5
Xtep Intl	1368 HK	HOLD	2.70	2.60	4%	6,551	Dec-19	11.3	8.1	0.8	0.7	7.4	2.7	5.4
361 Degrees Intl	1361 HK	NR	n/a	0.98	n/a	2,026	Dec-19	4.5	3.9	0.2	0.2	5.8	0.9	8.9
Topsports Intl	6110 HK	NR	n/a	11.00	n/a	68,213	Feb-20	24.6	19.1	5.0	4.4	36.9	1.8	2.0
Pou Sheng Intl	3813 HK	NR	n/a	1.85	n/a	9,910	Dec-19	20.9	7.8	1.1	0.9	5.6	1.2	0.6
China DX	3818 HK	NR	n/a	0.97	n/a	5,710	Mar-20	11.2	9.9	0.5	0.4	n/a	0.7	5.9
							Avg.	23.3	16.2	3.7	3.1	16.4	1.6	3.5
							Med.	20.9	9.9	1.1	0.9	13.6	1.7	2.0
International S	Sportswea	<u>r</u>												
Nike	NKE US	NR	n/a	127.66	n/a	1,553,151	May-20	44.9	35.0	21.1	17.4	29.2	1.2	8.0
Adidas	ADS GY	NR	n/a	276.00	n/a	501,274	Dec-19	115.8	31.9	7.6	6.7	8.5	37.2	8.0
Puma	PUM GY	NR	n/a	78.96	n/a	107,923	Dec-19	167.3	41.2	6.1	5.5	3.3	10.9	0.2
Under Armour	UAA US	NR	n/a	12.54	n/a	41,066	Dec-19	n/a	112.0	3.8	3.8	(39.5)	0.0	0.0
Lululemon	LULU US	NR	n/a	352.07	n/a	355,570	Feb-20	83.7	54.3	19.4	16.2	30.8	5.2	0.0
Skechers	SKX US	NR	n/a	31.80	n/a	38,908	Dec-19	51.1	15.1	1.9	1.7	6.6	15.5	0.0
Vf Corp	VFC US	NR	n/a	75.74	n/a	228,721	Mar-20	68.3	29.1	9.6	9.5	9.8	3.4	2.6
Columbia	COLM US	NR	n/a	92.50	n/a	47,421	Dec-19	48.0	22.6	3.4	2.9	11.1	(32.1)	0.3
Wolverine	www us	NR	n/a	27.91	n/a	17,710	Dec-19	26.3	13.7	2.9	2.6	7.4	1.8	1.4
Mizuno Corp	8022 JP	NR	n/a	1822.00	n/a	3,565	Mar-20	n/a	13.9	0.5	0.5	2.3	0.0	2.7
Asics Corp	7936 JP	NR	n/a	1403.00	n/a	19,612	Dec-19	n/a	35.1	1.9	1.9	(3.1)	0.0	1.8
							Avg.	75.7	36.7	7.1	6.3	6.0	3.9	1.0
							Med.	59.7	31.9	3.8	3.8	7.4	1.8	0.8

Source: Bloomberg, CMBIS estimates

Figure 4: Forward 1 year P/E band



Source: Company data, Bloomberg, CMBIS estimates



## **Financial Summary**

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E	YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue	24,100	33,928	36,030	44,331	51,789	EBIT	5,592	8,752	8,410	11,252	13,552
Footwear	8,631	11,410	11,980	14,496	16,381	D & A	342	448	327	416	468
Apparel	14,70	21,39	22,81	28,52	33,94	Change in working capital	866	1,178	(321)	76	(444)
Accessories	759	1,120	1,232	1,306	1,463	Income tax paid	(1,288)	(2,133)	(2,171)	(3,008)	(3,584)
						Others	(1,072)	(759)	268	307	390
Cost of goods sold	(11,413)	(15,269)	(15,817)	(18,708)	(21,375)	Net cash from operating	4,440	7,485	6,513	9,043	10,383
Gross profit	12,687	18,659	20,213	25,623	30,414						
Other income	652	1,127	1,167	1,560	1,771	Capex & investments	(1,319)	(11,28	(3,534)	(1,444)	(1,480)
						Associated companies	-	-	-	-	-
Operating expenses	(7,748)	(11,034	(12,971	(15,931	(18,634	Interest received	-	-	-	-	-
D & A	(159)	(210)	(186)	(225)	(235)	Others	118	(1,783)	-	-	-
Staff costs	(1,238)	(1,859)	(2,117)	(2,500)	(2,969)	Net cash from investing	(1,201)	(13,06	(3,534)	(1,444)	(1,480)
S & D costs (ex-staff, D&A)	(5,655)	(8,443)	(10,152)	(12,574)	(14,719)						
Admin exp. (ex-staff, D&A)	(440)	(247)	(225)	(272)	(290)	Equity raised	4	709	-	-	-
Other operating expenses	(256)	(275)	(292)	(359)	(420)	Net change in bank loans	1,165	7,733	(2,000)	-	-
EBIT	5,592	8,752	8,410	11,252	13,552	Dividend paid	(2,425)	(1,417)	(1,539)	(3,007)	(5,400)
						Others	119	(2,356)	(281)	(241)	(241)
Finance costs, net	175	(110)	(13)	66	149	Net cash from financing	(1,136)	4,670	(3,820)	(3,248)	(5,641)
JVs & associates	-	(633)	(644)	(175)	84						
Exceptional	-	-	-	-	-	Net change in cash	2,102	(910)	(841)	4,350	3,262
Pre-tax profit	5,767	8,008	7,753	11,142	13,786	Beginning cash balance	6,968	9,284	8,221	7,380	11,730
						Exchange difference	214	(153)	-	-	-
Income tax	(1,533)	(2,384)	(2,171)	(3,008)	(3,584)	Cash at the end of the year	9,284	8,221	7,380	11,730	14,992
Less: Minority interests	131	280	223	325	408						
Net profit	4,103	5,344	5,359	7,809	9,793						

YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E	YE 31 Dec	FY18A	FY19A	FY20E	FY21E	FY22E
Non-current assets	5,090	17,898	20,461	21,313	22,409	Sales mix (%)					
Fixed asset	1,787	2,148	2,927	3,413	3,757	Footwear	35.8	33.6	33.3	32.7	31.6
Intangible assets & goodwill	1,106	678	1,106	1,648	2,316	Apparel	61.0	63.1	63.3	64.4	65.5
Prepaid lease payments	367	53	2,053	2,053	2,053	Accessories	3.2	3.3	3.4	2.9	2.8
Interest in joint ventures	-	10,551	9,907	9,732	9,816						
Other non-current assets	1,830	4,468	4,468	4,468	4,468	Total	100.0	100.0	100.0	100.0	100.0
Current assets	19,284	23,321	23,449	29,741	35,274	P&L ratios (%)					
Cash and cash equivalents	9,284	8,221	7,380	11,730	14,992	Gross margin	52.6	55.0	56.1	57.8	58.7
Inventories	2,892	4,405	4,983	5,382	6,266	Operating margin	23.2	25.8	23.3	25.4	26.2
Trade and other receivables	4,638	6,309	6,700	8,243	9,630	Pre-tax margin	23.9	23.6	21.5	25.1	26.6
Prepayments	-	-	-	-	-	Net margin	17.0	15.8	14.9	17.6	18.9
Other current assets	2,470	4,386	4,386	4,386	4,386	Effective tax rate	26.6	27.6	25.9	26.6	26.2
Current liabilities	7,548	12,412	13,060	15,078	16,905	Balance sheet ratios					
Bank loans	1,244	1,359	1,359	1,359	1,359	Current ratio (x)	2.6	1.9	1.8	2.0	2.1
Trade payables	1,792	2,963	3,250	3,844	4,392	Quick ratio (x)	2.2	1.5	1.4	1.6	1.7
Accruals & other payables	3,841	5,821	6,181	7,605	8,885	Cash ratio (x)	123	66	57	78	89
Tax payables	650	1,225	1,225	1,225	1,225	Inventory turnover days	93	105	115	105	107
Others	21	1,044	1,044	1,044	1,044	Trade receivables days	70	68	68	68	68
						Trade payables days	57	71	75	75	75
Non-current liabilities	306	7,746	5,746	5,746	5,746	Total debt / total equity ratio (%)	8	40	25	21	18
Bank loans	70	6,644	4,644	4,644	4,644	Net debt / equity ratio (%)	Net cash				
Deferred income	-	-	-	-	-	Returns (%)					
Deferred tax	236	256	256	256	256	ROE	26.0	26.6	22.4	27.2	29.6
Others	-	846	846	846	846	ROA	16.8	13.0	12.2	15.3	17.0
						Per share					
Minority Interest	743	979	1,203	1,528	1,936	EPS (RMB)	1.53	1.92	1.92	2.80	3.51
Total net assets	15,777	20,082	23,902	28,703	33,096	DPS (RMB)	0.68	0.61	0.53	1.79	2.24
Shareholders' equity	15,777	20,082	23,902	28,703	33,096	BVPS (RMB)	5.87	7.43	8.85	10.62	12.25



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