招銀国际
CMB INTERNATIONAL

## 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 re－ opened，and better weather，in our view．Therefore，we are confident on an astonishing revenue turnaround in 4Q20E and 1 H 21 E ，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 $\sim 20 \%$ drop in 1 H 20 ．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．

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） | $\mathrm{n} / \mathrm{a}$ | $\mathrm{n} / \mathrm{a}$ | 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 | Net cash | Net cash | Net cash | Net cash |

Source：Company data，Bloomberg，CMBIS estimates

## Operating numbers

Figure 1：Sportswear brands sales growth trend

| Operating numbers | 1 Q17 | 2 Q17 | 3Q17 | 4Q17 | 1 Q18 | 2 Q18 | 3Q18 | 4Q18 | 3 1Q19 | 2 Q19 | 3Q19 | 4Q19 | 1 Q20 | 2 Q 20 | 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 Low－ teens | $\begin{array}{r} + \text { ve } 20 \%- \\ 30 \% \\ \hline \end{array}$ | ＋ve Mid－ teens | $\begin{array}{r} \text { +ve 20\%- } \\ 25 \% \\ \hline \end{array}$ | $\begin{array}{r} \hline \text { +ve 20\%- } \\ 25 \% \\ \hline \end{array}$ | ＋ve Low－ teens | ＋ve Mid－ teens | ＋ve Mid－ teens | $\begin{aligned} & \text { +ve Low- } \\ & \text { s teens } \\ & \hline \end{aligned}$ | ＋ve Mid－ teens | ＋ve Mid－ teens | ＋ve High－ teens | $\begin{array}{r} \text {-ve 20\%- } \\ 25 \% \\ \hline \end{array}$ | －ve LSD | ＋ve LSD | 10．0\％ |
| 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 | $\begin{array}{r} \hline \text {-ve 20\%- } \\ 25 \% \end{array}$ | －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\％ | $\begin{array}{r} \text {-ve } 20 \% \text { - } \\ 25 \% \end{array}$ | ＋ve MSD | ＋ve Low－ teens |  |
| Online | over 50\％ | over 50\％ | over 50\％ | over 40\％ | over 40\％ | over 25\％ | Over 20\％ | Over 25\％ | $\begin{array}{r} \text { +ve Mid- } \\ \text { teens } \end{array}$ | 25\％ | 35\％ | Over 40\％ | ＋ve MSD | Over 40\％ | Over 50\％ |  |
| Non－Anta brands（FILA ${ }^{\text {a }}$ | $\begin{array}{r} \text { +ve 40\%- } \\ 50 \% \\ \hline \end{array}$ | $\begin{array}{r} + \text { ve } 50 \% \\ 60 \% \\ \hline \end{array}$ | $\begin{array}{r} \hline \text { +ve 40\%- } \\ 50 \% \\ \hline \end{array}$ | $\begin{array}{r} \hline \text { +ve 85\%- } \\ 90 \% \\ \hline \end{array}$ | $\begin{array}{r} \hline \text { +ve 80\%- } \\ 85 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve 90\% } \\ 95 \% \\ \hline \end{array}$ | $\begin{array}{r} \hline \text { +ve 90\%- } \\ 95 \% \\ \hline \end{array}$ | $\begin{array}{r} \hline \text { +ve 80\%- } \\ 85 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve 65\%- } \\ \% \\ \hline \end{array}$ | $\begin{array}{r} \hline \text { +ve 55\%- } \\ 60 \% \\ \hline \end{array}$ |  |  |  |  |  |  |
| FILA brand＇s retail sales |  |  |  |  |  |  |  |  |  |  | 50\％－55\％ | 50\％－55\％ | －ve MSD | ＋ve Low－ teens | 20\％－25\％ | 30．0\％ |
| Classic／Core brand |  |  |  |  |  |  |  |  |  |  |  | Over 40\％ | $\begin{array}{r} \hline \text {-ve 20\%- } \\ 25 \% \end{array}$ | ＋ve MSD | ＋ve MSD |  |
| Kids |  |  |  |  |  |  |  |  |  |  |  | Over 70\％ | －ve LSD | Over 30\％ | Over 30\％ |  |
| Fusion |  |  |  |  |  |  |  |  |  |  |  | $\begin{aligned} & \text { Over } \\ & 100 \% \end{aligned}$ | ＋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 | $\begin{array}{rr} -{ }^{-} & \text {+ve Mid- } \\ \text { s } & \text { teens } \\ \hline \end{array}$ | ＋ve Mid－ teens | ＋ve High－ teens | ＋ve Low－ twenties | n／a | －ve MSD |  |  |
| Direct retail | －ve MSD | Flat | －ve MSD | ＋ve Low－ teens | +ve Low- <br> teens | ＋ve HSD | ＋ve HSD | ＋ve MSD | ＋ve HSD | ＋ve Low－ teens | ＋ve Low－ teens | ＋ve High－ teens | n／a | －ve High－ teens |  |  |
| Wholesales | －ve MSD | ＋ve LSD | －ve MSD | ＋ve HSD | ＋ve MSD | ＋ve LSD | ＋ve HSD | ＋ve MSD | ＋ve Low－ teens | ＋ve Low－ teens | ＋ve Low－ teens | ＋ve Mid－ teens | n／a | －ve Low－ teens |  |  |
| E－Commerce | Mid－60\％ | Mid－90\％ | Low 30\％ | ＋ve High－ teens | $\begin{gathered} \text { +ve High }{ }^{\text {r }} \\ 30 \% \\ \hline \end{gathered}$ | $\begin{array}{r} \text { +ve Mid- } \\ 30 \% \\ \hline \end{array}$ | $\begin{gathered} \text { +ve High" } \\ 30 \% \\ \hline \end{gathered}$ | $\begin{array}{r} \text { +ve Mid } \\ 50 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { d } \\ \% \end{array} \begin{array}{r} \text { +ve High } \\ \hline \end{array}$ | $\begin{array}{r} +\mathrm{ve} \text { Mid } \\ 30 \% \\ \hline \end{array}$ | $\begin{array}{r} +\mathrm{ve} \text { Mid } \\ 50 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve Low } \\ 40 \% \\ \hline \end{array}$ | ＋ve Low－ teens | $\begin{array}{r} \text { +ve Mid } \\ 20 \% \\ \hline \end{array}$ |  |  |
| Li Ning group＇s retail sales |  |  |  |  | $\begin{gathered} + \text { ve Mid- } \\ \text { teens } \end{gathered}$ | ＋ve Low－ teens | ＋ve Mid－＋ve High－ teens teens |  | $\begin{aligned} & \text { +ve Low } \\ & 20 \%-25 \% \end{aligned}$ | $\begin{aligned} & \text { +ve Low } \\ & \text { 20\%-25\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { +ve Low } \\ & \text { 30\%-35\% } \end{aligned}$ | $\begin{array}{r} \text { +ve Mid } \\ 30 \%-40 \% \\ \hline \end{array}$ | －ve High－ teens | －ve MSD | 7．0\％ | 12．0\％ |
| Direct retail |  |  |  |  | $\begin{array}{r} \text { Low 20\%- } \\ 30 \% \end{array}$ | ＋ve Mid－ teens | ＋ve Mid－ teens | ＋ve HSD | ＋ve Low－ teens | ＋ve HSD | ＋ve Mid－ teens | ＋ve High－ teens | $\begin{array}{r} \text {-ve Mid } \\ 30 \% \end{array}$ | －ve Low－ teens |  |  |
| Wholesales |  |  |  |  | ＋ve MSD | ＋ve MSD | ＋ve Low－ teens | ＋ve Low－ teens | $\begin{aligned} & \text { +ve Low } \\ & \text { s } 20 \%-25 \% \end{aligned}$ | $\begin{array}{r} +\mathrm{ve} \text { Mid- } \\ 20 \% \end{array}$ | $\begin{array}{r} \text { +ve Mid- } \\ 30 \% \end{array}$ | $\begin{array}{r} \text { +ve Low } \\ 40 \% \end{array}$ | －ve High－ teens | －ve HSD |  |  |
| E－Commerce |  |  |  |  | $\begin{array}{r} \text { +ve High } \\ 30 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve High } \\ 30 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve Low } \\ 30 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve Mid } \\ 50 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { d } \\ \% \end{array}$ | $\begin{array}{r} \text { +ve High } \\ 20 \% \end{array}$ | $\begin{array}{r} \text { +ve Low } \\ 50 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve Low } \\ 40 \% \\ \hline \end{array}$ | ＋ve Low－ teens | $\begin{array}{r} \text { +ve High } \\ 20 \% \\ \hline \end{array}$ |  |  |
| Xtep＇s SSSG | ＋ve LSD | ＋ve MSD | ＋ve MSD | ＋ve HSD | ＋ve Low－ teens | ＋ve Mid－ teens | ＋ve Mid－ teens | ＋ve Mid－ teens | $\begin{array}{r} \text { +ve Low- } \\ \text { s } \begin{array}{l} \text { teens } \end{array} \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve Low- } \\ \text { teens } \end{array}$ | 10\％ | $\begin{array}{r} \text { +ve Low- } \\ \text { teens } \end{array}$ |  |  |  |  |
| Xtep＇s retail sales |  |  |  |  |  |  |  |  | Over 20\％ | Over 20\％ | 20\％ | Over 20\％ | $\begin{array}{r} \text {-ve 20\%- } \\ 25 \% \end{array}$ | －ve LSD | 3．0\％ | 5．0\％ |
| 361 Degrees＇SSSG | 7．0\％ | ＋ve HSD | ＋ve HSD | ＋ve HSD | ＋ve HSD | ＋ve HSD | ＋ve MSD | Flat | t＋ve LSD | ＋ve LSD | ＋ve LSD | ＋ve LSD |  |  |  |  |
| 361 Degree＇s retail sales |  |  |  |  |  |  |  |  |  |  |  |  | $\begin{array}{r} \text {-ve 20\%- } \\ 25 \% \\ \hline \end{array}$ | －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 | Flat | －ve LSD | －ve MSD | ＋ve LSD | ＋ve Mid to High | －ve Mid to High | ＋ve MSD | ＋ve LSD | －ve LSD | ＋ve MSD | ＋ve Mid to High | ＋ve Mid to High | －ve Low－ Mid SD | $\begin{array}{r} \hline \text {-ve Mid } \\ \text { SD } \\ \hline \end{array}$ |  |  |
| 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 |  |  |  |  |  |  |  |  | $\begin{array}{r} + \text { ve } 35 \%- \\ 45 \% \end{array}$ | $\begin{array}{r} +\mathrm{ve} 30 \%- \\ 35 \% \\ \hline \end{array}$ | $\begin{array}{r} \text { +ve } 55 \%- \\ 60 \% \\ \hline \end{array}$ | $\begin{array}{r} +\mathrm{ve} 40 \%- \\ 45 \% \\ \hline \end{array}$ | －ve Low－ teens | $\begin{array}{r} + \text { ve } 30 \% \text { - } \\ 35 \% \\ \hline \end{array}$ |  |  |

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 \＆${ }^{\text {expenses／sales }}$ | 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

| Company | Ticker | Rating | $\begin{aligned} & 12 \mathrm{~m} \\ & \text { TP } \\ & \text { (LC) } \end{aligned}$ | Price <br> （LC） | Up／ Down－ side | Mkt．Cap <br> （HK\＄mn） | Year <br> End | P／E（x） |  | P／B（x） |  | ROE <br> （\％） <br> FY1E | 3yrs <br> PEG <br> （x） <br> FY1E | Yield <br> （\％） <br> FY1E |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  | FY1E | FY2E | FY1E | FY2E |  |  |  |
| H shares Sportswear |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 Sportswear |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | 0.8 |
| 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 | 0.8 |
| 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


[^0]$\qquad$
Financial Summary

Income statement
YE 31 Dec（RMB mn）
Revenue
Footwear
Apparel
Accessories

Cost of goods sold
Gross profit
Other income

Operating expenses
D \＆A
Staff costs
S \＆D costs（ex－staff，D\＆A）
Admin exp．（exx－staff，D\＆A）
Other operating expenses
EBIT

| FY18A | FY19A | FY20E | FY21E | FY22E |
| ---: | ---: | ---: | ---: | ---: |
| $\mathbf{2 4 , 1 0 0}$ | $\mathbf{3 3 , 9 2 8}$ | $\mathbf{3 6 , 0 3 0}$ | $\mathbf{4 4 , 3 3 1}$ | $\mathbf{5 1 , 7 8 9}$ |
| 8,631 | 11,410 | 11,980 | 14,496 | 16,381 |
| 14,70 | 21,39 | 22,81 | 28,52 | 33,94 |
| 759 | 1,120 | 1,232 | 1,306 | 1,463 |

$\begin{array}{rrrrrrrrrr}(11,413) & (15,269) & (15,817) & (18,708) & (21,375) & \text { Net cash from operating } & \mathbf{4 , 4 4 0} & \mathbf{7 , 4 8 5} & \mathbf{6 , 5 1 3} & \mathbf{9 , 0 4 3} \\ \mathbf{1 0 , 6 8 7} & \mathbf{1 0 , 3 8 3} \\ \mathbf{1 2 , 6 8 7} & 18,659 & 20,213 & 25,623 & 30,414 & & & & & \\ 652 & \mathbf{1 , 1 2 7} & \mathbf{1 , 1 6 7} & \mathbf{1 , 5 6 0} & \mathbf{1 , 7 7 1} & \text { Capex \＆investments } & (1,319) & (11,28 & (3,534) & (1,444) \\ (1,480)\end{array}$

| YE 31 Dec（RMB mn） | FY18A | FY19A | FY20E | FY21E | FY22E |
| :--- | ---: | ---: | ---: | ---: | ---: |
| EBIT | $\mathbf{5 , 5 9 2}$ | $\mathbf{8 , 7 5 2}$ | $\mathbf{8 , 4 1 0}$ | $\mathbf{1 1 , 2 5 2}$ | $\mathbf{1 3 , 5 5 2}$ |
| D \＆A | 342 | 448 | 327 | 416 | 468 |
| Change in working capital | 866 | 1,178 | $(321)$ | 76 | $(444)$ |
| Income tax paid | $(1,288)$ | $(2,133)$ | $(2,171)$ | $(3,008)$ | $(3,584)$ |
| Others | $(1,072)$ | $(759)$ | 268 | 307 | 390 |
| Net cash from operating | $\mathbf{4 , 4 4 0}$ | $\mathbf{7 , 4 8 5}$ | $\mathbf{6 , 5 1 3}$ | $\mathbf{9 , 0 4 3}$ | $\mathbf{1 0 , 3 8 3}$ |
|  |  |  |  |  |  |
| Capex \＆investments | $(1,319)$ | $(11,28$ | $(3,534)$ | $(1,444)$ | $(1,480)$ |

$\begin{array}{llllll}652 & 1,127 & 1,167 & 1,560 & 1,771 & \begin{array}{l}\text { Capex \＆investments } \\ \text { Associated companies }\end{array}\end{array}$
（7，748）（11，034（12，971（15，931（18，634 Interest received
（159）（210）（186）（225）（235）Others
$(1,238)(1,859)(2,117)(2,500)(2,969)$ Net cash from investing（1，201）$(13,06(3,534)(1,444)(1,480)$ $(5,655)(8,443)(10,152)(12,574)(14,719)$
（440）（247）（225）（272）（290）Equity raised
（256）（275）（292）（359）（420）Net change in bank loans
$\begin{array}{lllll}5,592 & 8,752 & 8,410 & 11,252 & 13,552\end{array}$

| 175 | $(110)$ | $(13)$ | 66 | 149 |
| ---: | ---: | ---: | ---: | ---: |
| - | $(633)$ | $(644)$ | $(175)$ | 84 |
| - | - | - | - |  |
| $\mathbf{5 , 7 6 7}$ | $\mathbf{8 , 0 0 8}$ | $\mathbf{7 , 7 5 3}$ | $\mathbf{1 1 , 1 4 2}$ | $\mathbf{1 3 , 7 8 6}$ |
|  |  |  |  |  |
| $(1,533)$ | $(2,384)$ | $(2,171)$ | $(3,008)$ | $(3,584)$ |
| 131 | 280 | 223 | 325 | 408 |
| $\mathbf{4 , 1 0 3}$ | 5,344 | $\mathbf{5 , 3 5 9}$ | $\mathbf{7 , 8 0 9}$ | $\mathbf{9 , 7 9 3}$ |

Cash flow summary

$118(1,783)$

| 4 | 709 | - | - |
| ---: | ---: | ---: | ---: |
| 1,165 | 7,733 | $(2,000)$ | - |
| $(2,425)$ | $(1,417)$ | $(1,539)$ | $(3,007)$ |
| $(5,400)$ |  |  |  |

$119(2,356) \quad(281) \quad(241) \quad(241)$
$(1,136) \quad 4,670(3,820)(3,248)(5,641)$
2，102（910）（841）4，350 3，262
6，968 $\quad 9,284 \quad 8,221 \quad 7,380 \quad 11,730$
214 （153）
Cash at the end of the year $\begin{array}{llllll}9,284 & 8,221 & 7,380 & 11,730 & 14,992\end{array}$

| Net change in cash | $\mathbf{2 , 1 0 2}$ | $\mathbf{( 9 1 0 )}$ | $\mathbf{( 8 4 1 )}$ | $\mathbf{4 , 3 5 0}$ | $\mathbf{3 , 2 6 2}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Beginning cash balance | 6,968 | 9,284 | 8,221 | 7,380 | 11,730 |
| Exchange difference | 214 | $(153)$ | - | - | - |
| Cash at the end of the year | $\mathbf{9 , 2 8 4}$ | $\mathbf{8 , 2 2 1}$ | $\mathbf{7 , 3 8 0}$ | $\mathbf{1 1 , 7 3 0}$ | $\mathbf{1 4 , 9 9 2}$ |

## Balance sheet

| 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 | Net cash | Net cash | Net cash | 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 |

Source：Company data，CMBIS estimates

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