CMB International Global Markets | Equity Research | Company Update

# JD.com (JD US)

# **Better-than-feared 3Q results**

JD.com (JD) reported (15 Nov) better-than-feared 3Q23 results: revenue was RMB247.7bn, up 1.7% YoY, 0.7/0.5% higher than our forecast/Bloomberg consensus. Non-GAAP net income was RMB10.6bn, ahead of our/consensus estimates of RMB8.8/9.2bn, thanks to better-than-feared margin performance of JD Retail (JDR) business, in our view, demonstrating JD's ability to retain the wallet share of its core consumer base in an effective way, and translating into a non-GAAP NPM of 4.3% (3Q22: 4.1%). Management highlighted double-digit order and user growth during the Double 11 shopping festival, noted that business adjustment impact will largely wear off in 2024, and guided to achieve a better-than-China retail sales growth performance in 2024. We lift our DCF-based TP by 2% to US\$57.5 (was US\$56.5) to factor in the better-than-expected 3Q results and better 2024 outlook. Maintain BUY.

- Business adjustment impact on GMR growth gradually wearing off. JD's net product revenue was RMB195.3bn in 3Q23 (79% of total revenue), down 0.9% YoY (3Q22: +5.9%), among which electronics and home appliance (E&HA) revenue was flat YoY (3Q22: +7.6%), due to seasonality and a high base from last year, and general merchandise revenue (GMR) was down 2.3% YoY (3Q22: +3.5%) due to business transition. However, the YoY decline in GMR has seen a narrowing trend on QoQ basis, from -9% YoY in both 1Q/2Q23, as the business adjustment impact is gradually wearing off.
- Solid advertising revenue growth. In 3Q23, net services revenue was RMB52.4bn (21% of total revenue), up 12.7% YoY, among which marketplace and ads revenue grew 3.0% YoY (3Q22: 13.0%; 2Q23: 8.5%), and logistics and other services was up 19.3% YoY. Management highlighted that advertising revenue has seen double-digit growth during 3Q23, while the decline in commission revenue, owing to JD's proactive move to provide preferential commission rate policies to merchants, weighed on overall segment revenue growth.
- JDR: delivered better-than-feared OPM amid fierce industry competition. JDR inked revenue of RMB212.1bn in 3Q23, flat YoY and was 0.7% ahead of our forecast, while OPM of JDR was 5.2% in 3Q23, flat YoY, and was both 0.6ppt ahead of our forecast and consensus estimates. JD announced that Ms. Sandy XU, CEO of JD will concurrently serve as CEO of JDR, aiming to drive for better operating efficiency improvement and for more business synergies across business groups.
- Margin volatility may exist in the near term. GPM for JD was 15.6% for 3Q23, up 0.7ppt YoY. Operating loss of new business was RMB140mn in 3Q23, improving from a loss of RMB953mn in 3Q22 (excluding gain on sales of development properties). We expect JD's NPM to experience some short-term fluctuations until new strategy becomes effective in combating competition and creating operational leverage. We forecast JD's non-GAAP NPM to be 2.5% in 4Q23E (4Q22: 2.6%), and 3.2% in 2023E (2022: 2.7%).

# **Earnings Summary**

(YE 31 Dec)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue (RMB mn)	951,592	1,046,236	1,078,078	1,163,242	1,237,389
YoY growth (%)	27.6	9.9	3.0	7.9	6.4
Net profit (RMB mn)	(3,559.6)	10,380.0	18,784.3	25,390.5	32,088.5
Adjusted net profit (RMB mn)	17,207.1	28,220.0	34,196.8	37,866.3	43,625.1
EPS (Adjusted) (RMB)	10.75	17.74	21.50	23.81	27.43
Consensus EPS (RMB)	na	na	20.40	23.08	26.20
P/E (x)	na	59.3	16.2	12.0	9.5
P/B (x)	3.8	2.9	1.3	1.1	1.0

Source: Company data, Bloomberg, CMBIGM estimates



# **BUY (Maintain)**

# Target Price (Previous TP Up/Downside

US\$57.50 US\$56.50) 115.3% US\$26.71

# Current Price China Internet

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### Stock Data

Mkt Cap (US\$ mn)	42,482.3
Avg 3 mths t/o (US\$ mn)	115.7
52w High/Low (US\$)	66.10/24.38
Total Issued Shares (mn)	1590.5
Source: FactSet	

#### Shareholding Structure

Richard Qiangdong Liu	13.8%
Max Smart Limitied	13.3%
Source: HKEx	

#### Share Performance

	Absolute	Relative
1-mth	-1.3%	-6.1%
3-mth	-25.7%	-28.2%
6-mth	-29.1%	-37.8%
Source: FactSet		

### 12-mth Price Performance





# Business forecasts update and valuation

# Figure 1: JD: quarterly financial results

	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	3Q23 CMBI estimates	Diff%	3Q23 Consensus	Diff%
Revenue breakdown by product a	nd service	es revenu	e							
Net product revenues	226.0	197.0	237.6	195.6	233.9	195.3	192.3	1.6%	194.5	0.4%
YoY growth (%)	2.9%	5.9%	1.2%	-4.3%	3.5%	-0.9%	-2.4%			
Electronics and home appliance revenues	136.6	119.3	141.7	117.0	152.1	119.3	119.9	-0.5%	122.1	-2.3%
YoY growth (%)	-0.1%	7.6%	0.5%	-1.2%	11.4%	0.0%	0.5%			
General merchandise revenues	89.4	77.7	95.9	78.6	81.7	76.0	72.4	5.0%	72.4	4.9%
YoY growth (%)	7.8%	3.5%	2.3%	-8.7%	-8.6%	-2.3%	-6.9%			
Net services revenues	41.6	46.5	57.8	47.4	54.1	52.4	53.6	-2.3%	52.1	0.5%
YoY growth (%)	21.9%	42.2%	40.3%	34.5%	30.1%	12.7%	15.3%			
Marketplace and advertising revenues	20.7	19.0	24.6	19.1	22.5	19.5	20.5	-4.7%	19.3	1.1%
YoY growth (%)	9.3%	13.0%	10.6%	7.8%	8.5%	3.0%	8.1%			
Logistics and other service revenues	20.8	27.6	33.2	28.3	31.6	32.9	33.1	-0.8%	32.8	0.2%
YoY growth (%)	37.8%	73.0%	75.1%	61.3%	51.5%	19.3%	20.2%			
Revenue breakdown by business										
segments										
JD Retail	241.6	211.9	258.9	212.4	252.3	212.1	210.6	0.7%	212.5	-0.2%
YoY growth (%)	3.9%	7.0%	3.6%	-2.4%	4.4%	0.1%	-0.6%			
JD Logistics	31.3	35.8	43.0	36.7	41.0	41.7	40.4			
YoY growth (%)	20.0%	38.9%	41.1%	34.3%	31.2%	16.5%	12.9%			
Dada	2.3	2.4	2.7	2.6	2.8	2.9	2.9			
YoY growth (%)				274.4%	23.2%	20.5%	21.2%			
New businesses	6.3	5.0	4.8	3.5	4.3	3.8	0.0			
YoY growth (%)	-	-	-42.0%	-40.1%	-	-	-100.0%			
Intersegment elimination	10.0% <b>-13.8</b>	12.8% <b>-11.5</b>	-13.9	-11.7	31.1% <b>-13.5</b>	23.6% <b>-12.7</b>	0.0			
Total revenue	267.6	243.5	295.4	243.0	287.9	247.7	245.9	0.7%	246.6	0.5%
YoY growth (%)	5.4%	11.4%	7.1%	1.4%	7.6%	1.7%	1.0%			
Gross profit	35.9	36.2	41.5	36.0	41.4	38.8	38.7	0.1%	37.7	2.9%
Operating profit	3.8	8.7	4.8	6.4	8.3	9.3	9.5	-2.3%	9.0	3.1%
JD Retail operating profit	8.2	10.9	7.9	9.8	8.1	11.0	9.7	13.6%	9.8	12.8%
New businesses (ex. gain on sale of property)	(2.0)	(1.0)	(1.3)	(0.6)	0.1	(0.1)	0.0			
Non-GAAP net profit	6.5	10.0	7.7	7.6	8.6	10.6	8.8	21.4%	9.2	15.1%
YoY growth (%)	40.3%	98.9%	114.8%	88.3%	31.9%	5.9%	-12.7%			
Margin profile										
GPM (%)	13.4%	14.9%	14.1%	14.8%	14.4%	15.6%	15.7%	-0.1 ppt	15.3%	0.4 ppt
OPM (%)	1.4%	3.6%	1.6%	2.6%	2.9%	3.8%	3.9%	-0.1 ppt	3.7%	0.1 ppt
JD Retail	3.4%	5.2%	3.0%	4.6%	3.2%	5.2%	4.6%	0.6	4.6%	0.6
Adjusted NPM (%)	2.4%	4.1%	2.6%	3.1%	3.0%	4.3%	3.6%	ppt 0.7 ppt	3.7%	ppt 0.5 ppt

Source: Bloomberg, Company data, CMBIGM



# Figure 2: JD: forecast revision

		Current			Previous		Change (%)		
RMB bn	2023E	2024E	2025E	2023E	2024E	2025E	2023E	2024E	2025E
Revenue	1,078.1	1,163.2	1,237.4	1,075.3	1,148.7	1,211.1	0.3%	1.3%	2.2%
Gross Profit	160.5	176.9	191.8	160.6	176.1	188.6	0.0%	0.5%	1.7%
Non-GAAP net profit	34.2	37.9	43.6	32.6	35.4	41.3	4.9%	7.0%	5.6%
Gross Margin	14.9%	15.2%	15.5%	14.9%	15.3%	15.6%	0.0 ppt	-0.1 ppt	-0.1 ppt
Non-GAAP net margin	3.2%	3.3%	3.5%	3.0%	3.1%	3.4%	0.1 ppt	0.2 ppt	0.1 ppt

Source: CMBIGM estimates

# Figure 3: CMBIGM estimates vs consensus

		Current		(	Consensus			Diff (%)	
RMB bn	2023E	2024E	2025E	2023E	2024E	2025E	2023E	2024E	2025E
Revenue	1,078.1	1,163.2	1,237.4	1,079.8	1,167.2	1,257.8	-0.2%	-0.3%	-1.6%
Gross Profit	160.5	176.9	191.8	159.1	174.5	190.7	0.9%	1.4%	0.6%
Non-GAAP net profit	34.2	37.9	43.6	32.4	36.9	42.7	5.5%	2.5%	2.1%
Gross Margin	14.9%	15.2%	15.5%	14.7%	14.9%	15.2%	0.2 ppt	0.3 ppt	0.3 ppt
Non-GAAP net margin	3.2%	3.3%	3.5%	3.0%	3.2%	3.4%	0.2 ppt	0.1 ppt	0.1 ppt

Source: Bloomberg, CMBIGM estimates

# DCF-based target price of US\$57.5

Our target price is US\$57.5, based on DCF valuation methodology (WACC of 11.8% and terminal growth of 1.5%; both unchanged). Our target price translates into 19.2x 2023E PE and 17.4x 2024E PE (non-GAAP). Our previous DCF-based target price of US\$56.5 translates into 19x 2023E PE (non-GAAP).

# Figure 4: JD: DCF valuation (WACC of 11.8% and terminal growth of 1.5%)

(RMBbn)	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Total revenue	1,078	1,163	1,237	1,301	1,355	1,399	1,436	1,465
NPV of FCF	228	244						
Discounted terminal value	289	323						
Total equity valuation	596	670						
No. of shares (diluted, mn)	1,591	1,591						
Valuation per share (USD)	52.0	58.6						
TP per share (USD)	57.5							

Source: Bloomberg, CMBIGM estimates

Note: 1) our target price is based on weighted average of 2-month target price in 2023E and 10-month target price in 2024E; 2) we fine-tuned exchange rate assumption from RMB:USD = 1:6.925 to RMB:USD = 1:7.2



# **Financial Summary**

INCOME STATEMENT	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Revenue	745,802	951,592	1,046,236	1,078,078	1,163,242	1,237,389
Cost of goods sold	(636,694)	(822,525)	(899,163)	(917,561)	(986,306)	(1,045,608)
Gross profit	109,108	129,067	147,073	160,517	176,936	191,782
Operating expenses	(96,766)	(124,926)	(127,350)	(131,485)	(140,054)	(147,126)
Selling expense	(27,156)	(38,743)	(37,772)	(40,428)	(42,458)	(44,546)
Admin expense	(6,409)	(11,562)	(11,053)	(10,781)	(11,632)	(12,374)
R&D expense	(16,149)	(16,332)	(16,893)	(16,279)	(16,983)	(17,447)
Others	(47,051)	(58,288)	(61,632)	(63,997)	(68,980)	(72,758)
Operating profit	12,343	4,141	19,723	29,032	36,882	44,656
Other gains/(losses)	32,556	(590)	(1,555)	0	0	0
Share of (losses)/profits of associates/JV	4,291	(4,918)	(2,195)	513	0	0
EBIT	49,191	(1,367)	15,973	29,545	36,882	44,656
Interest income	1,628	(1,213)	(2,106)	(2,505)	(2,710)	(2,457)
Pre-tax profit	50,819	(2,581)	13,867	27,040	34,172	42,199
Income tax	1,482	1,887	4,176	7,689	8,214	9,544
After tax profit	49,337	(4,467)	9,691	19,351	25,958	32,656
Minority interest	(75)	(924)	(697)	567	567	567
Discontinued operations	0	0	0	0	0	0
Others	(7)	(16)	(8)	0	0	0
Net profit	49,405	(3,560)	10,380	18,784	25,391	32,089
Adjusted net profit	16,828	17,207	28,220	34,197	37,866	43,625
BALANCE SHEET	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Current assets	234,801	299,672	351,074	371,092	404,899	449,099
Cash & equivalents	86,085	70,767	78,861	95,443	121,253	158,543
Restricted cash	4,434	5,926	6,254	6,254	6,254	6,254
Account receivables	7,112	11,900	20,576	23,629	25,496	27,121
Inventories	58,933	75,601	77,949	78,346	84,216	89,279
Prepayment	7,077	11,456	15,156	15,156	15,156	15,156
Other current assets	71,161	124,023	152,278	152,265	152,524	152,746
Non-current assets	187,487	196,835	244,176	244,717	255,252	264,505
PP&E	22,597	32,944	55,080	55,621	66,156	75,409
Right-of-use assets	15,484	19,987	22,267	22,267	22,267	22,267
Deferred income tax	533	1,111	1,536	1,536	1,536	1,536
Investment in JVs & assos	58,501	63,222	57,641	57,641	57,641	57,641
Intangibles	6,463	5,837	9,139	9,139	9,139	9,139
Goodwill	10,904	12,433	23,123	23,123	23,123	23,123
Other non-current assets	73,005	61,300	75,390	75,390	75,390	75,390
Total assets	422,288	496,507	595,250	615,810	660,151	713,604
Current liabilities	174,017	221,636	266,561	259,207	267,567	277,530
Short-term borrowings	0	4,368	12,146	12,146	12,146	12,146
Account payables	106,818	140,484	160,607	153,346	159,430	167,440
Tax payable	3,029	2,568	5,926	5,926	5,926	5,926
Other current liabilities	28,621	33,083	37,624	37,531	39,807	41,760
Lease liabilities	5,514	6,665	7,688	7,688	7,688	7,688
Accrued expenses	30,035	34,469	42,570	42,570	42,570	42,570
Non-current liabilities	26,652	28,087	54,566	65,427	66,724	68,291
Long-term borrowings	12,531	9,386	10,224	21,085	22,382	23,949
Deferred income	1,618	1,297	1,107	1,107	1,107	1,107
Other non-current liabilities	12,503	17,404	43,235	43,235	43,235	43,235
Total liabilities	200,669	249,723	321,127	324,634	334,291	345,821
Share capital	0	0	0	0	0	0
Capital surplus	153,357	208,912	213,366	211,634	220,928	230,762
		0	0	18,784	44,175	76,263
Retained earnings	37,418	0	•	-, -	,	,
Retained earnings Other reserves	37,418 13,900	1,212	590	590	590	590
5						
Other reserves	13,900	1,212	590	590	590	590



CASH FLOW	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	50,819	(2,581)	13,867	27,040	34,172	42,199
Depreciation & amortization	6,068	6,232	7,236	5,253	5,750	6,215
Tax paid	(1,482)	(1,887)	(4,176)	(7,689)	(8,214)	(9,544)
Change in working capital	18,678	18,948	22,119	(10,791)	365	3,052
Others	(31,539)	21,588	18,773	8,077	8,727	9,267
Net cash from operations	42,544	42,301	57,819	21,891	40,800	51,190
Investing						
Capital expenditure	(9,340)	(19,057)	(38,165)	(16,171)	(16,285)	(15,467)
Acquisition of subsidiaries/ investments	(78,807)	(181,916)	(184,792)	0	0	0
Net proceeds from disposal of short-term investments	35,379	126,934	171,853	0	0	0
Others	(5,042)	(209)	(2,922)	0	0	0
Net cash from investing	(57,811)	(74,248)	(54,026)	(16,171)	(16,285)	(15,467)
Financing						
Net borrowings	4,784	(2,975)	7,027	10,861	1,296	1,567
Proceeds from share issues	66,288	22,478	(5,847)	0	0	0
Others	0	0	0	0	0	0
Net cash from financing	71,072	19,503	1,180	10,861	1,296	1,567
Net change in cash						
Cash at the beginning of the year	39,912	90,519	76,693	85,115	101,697	127,507
Exchange difference	(5,198)	(1,382)	3,449	0	0	0
Cash at the end of the year	90,519	76,693	85,115	101,697	127,507	164,797
GROWTH	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Revenue	29.3%	27.6%	9.9%	3.0%	7.9%	6.4%
Gross profit	29.2%	18.3%	14.0%	9.1%	10.2%	8.4%
Operating profit	37.2%	(66.5%)	376.3%	47.2%	27.0%	21.1%
EBIT Not profit	289.4%	na	na	85.0%	24.8% 35.2%	21.1%
Net profit Adj. net profit	305.5% 56.5%	na 2.3%	na 64.0%	81.0% 21.2%	10.7%	26.4% 15.2%
PROFITABILITY	2020A	2.3%	2022A	2023E	2024E	2025E
YE 31 Dec	ZUZUA	20217	LULLA	LOLUL	LULTE	20236
Gross profit margin	14.6%	13.6%	14.1%	14.9%	15.2%	15.5%
Operating margin	1.7%	0.4%	1.9%	2.7%	3.2%	3.6%
Adj. net profit margin	2.3%	1.8%	2.7%	3.2%	3.3%	3.5%
Return on equity (ROE)	32.7%	(1.7%)	4.9%	8.4%	10.2%	11.2%
GEARING/LIQUIDITY/ACTIVITIES	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Net debt to equity (x)	(0.4)	(0.3)	(0.3)	(0.3)	(0.3)	(0.4)
Current ratio (x)	1.3	1.4	1.3	1.4	1.5	1.6
Receivable turnover days	3.3	3.6	5.7	7.5	7.7	7.8
Inventory turnover days	(33.5)	(29.9)	(31.2)	(31.1)	(30.1)	(30.3)
Payable turnover days	(56.5)	(54.9)	(61.1)	(62.4)	(57.9)	(57.1)
VALUATION	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
P/E	12.8	na	59.3	16.2	12.0	9.5
P/E (diluted)	13.1	na	60.4	16.5	12.2	9.7
P/B	3.1	3.8	2.9	1.3	1.1	1.0

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.



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