CMB International Global Markets | Equity Research | Company Update

# Jiumaojiu (9922 HK)

### Resilient margin in 2H23 with positive outlook

Maintain BUY and raise TP to HK\$8.39 (we now assume a gradual improvement in SSS recovery rate onwards as the group is rolling out more new initiatives this year). We are still cautious about catering sector, but JMJ's numbers have stabilized lately. A rebound in share price is possible given undemanding valuation (12x FY24E P/E) while our TP is based on 17x and 3-year sales/ NP CAGR are at 20%/ 25%.

- FY23 results were roughly inline but GP margin and dividend were surprisingly good. Sales has increased by 49% YoY to RMB 6.0 while net profit has surged by 820% to RMB 453mn, both are highly inline with the previous positive profit alert. However, we are certainly impressed by the GP margin expansion (esp. in 2H23) from 63.9% in FY22 to 64.2% in FY23, because the industry environment was still rather promotional (Tai Er did provide more discount coupons). We attributed that to the greater use of central kitchen, refinement of sourcing costs and ramp up of Song Hot Pot. We are also delighted to see payout ratio to be raised to around 43% (from 26%), effectively implying a historical yield of 3%.
- SSSG was down in Jan-Feb 2024, but management is guiding for positive growth for FY24E. Management did mention that the SSS trend in Jan-Feb 2024 was rather similar to that in 4Q23 (CMBI est. SSS recovery of 75%+ for both period). The SSSG in Jan-Feb 2024 was negative due to high base last year (demand was explosive right after China's re-opening), but in FY24E, management is expecting that to turn positive.
- It is likely to see more initiatives in FY24E and the management is also looking for a better margin. While the numbers in FY23 may have missed the Company's internal target, the management did not give up and will continue to improve its supply chain, product and marketing, and we are certainly excited. In terms of product, the click rate of new products was good in FY23 (higher than 30%), and management will roll out more in FY24E, also the total number of SKUs available in both Tai Er and Song will be increased, so as the number of tastes and favour (e.g. the soup base). In terms of marketing, the management is going to invest more. They have done crossovers with bloggers and live streaming on Douyin in FY23, which are all quite successful and they will double down on it and may do more active advertising to draw offline traffic. In terms of supply chain, the Company is likely to do more product engineering and further reduce the sourcing costs.
- Maintain BUY and raise TP to HK\$8.39. Our new TP is based on 17x FY24E P/E (down from 20x, to factor in the industry de-rating). We cut our net profit forecasts by 39%/ 37% in FY24E/ 25E to factor in better-than-expected SSSG outlook, robust GP margin and hence the operative leverage. The 2H23E results were better than our estimates and so as the FY24E outlook. Given such an undemanding valuation (12x FY24E P/E), room for a rebound is possible, esp. when turnaround may start at some point in FY24E-25E.

### **Earnings Summary**

FY22A	FY23A	FY24E	FY25E	FY26E
4,006	5,986	8,245	10,305	12,254
(4.2)	49.4	37.7	25.0	18.9
240.9	701.8	1,004.1	1,328.0	1,617.8
55.6	480.0	682.3	931.7	1,171.2
0.03	0.31	0.44	0.60	0.75
(85.5)	820.2	40.2	36.5	25.7
424.3	40.5	11.3	8.3	6.6
6.5	5.0	1.6	1.3	1.0
0.1	1.1	3.7	5.0	6.3
1.8	13.9	16.5	18.0	17.9
34.7	34.1	40.7	49.3	58.1
	4,006 (4.2) 240.9 55.6 0.03 (85.5) 424.3 6.5 0.1 1.8	4,0065,986(4.2)49.4240.9701.855.6480.00.030.31(85.5)820.2424.340.56.55.00.11.11.813.9	$\begin{array}{c ccccc} 4,006 & 5,986 & 8,245 \\ (4.2) & 49.4 & 37.7 \\ 240.9 & 701.8 & 1,004.1 \\ 55.6 & 480.0 & 682.3 \\ 0.03 & 0.31 & 0.44 \\ (85.5) & 820.2 & 40.2 \\ 424.3 & 40.5 & 11.3 \\ 6.5 & 5.0 & 1.6 \\ 0.1 & 1.1 & 3.7 \\ 1.8 & 13.9 & 16.5 \end{array}$	$\begin{array}{c cccccc} 4,006 & 5,986 & 8,245 & 10,305 \\ (4.2) & 49.4 & 37.7 & 25.0 \\ 240.9 & 701.8 & 1,004.1 & 1,328.0 \\ 55.6 & 480.0 & 682.3 & 931.7 \\ 0.03 & 0.31 & 0.44 & 0.60 \\ (85.5) & 820.2 & 40.2 & 36.5 \\ 424.3 & 40.5 & 11.3 & 8.3 \\ 6.5 & 5.0 & 1.6 & 1.3 \\ 0.1 & 1.1 & 3.7 & 5.0 \\ 1.8 & 13.9 & 16.5 & 18.0 \\ \end{array}$

Source: Company data, Bloomberg, CMBIGM estimates



### **BUY (Maintain)**

Target Price	HK\$8.39
(Previous TP	HK\$7.05)
Up/Downside	49.9%
<b>Current Price</b>	HK\$5.60

### **China Consumer Discretionary**

Walter WOO

(852) 3761 8776 walterwoo@cmbi.com.hk

### Stock Data

Mkt Cap (HK\$ mn)	8,139.1
Avg 3 mths t/o (HK\$ mn)	77.7
52w High/Low (HK\$)	18.70/4.50
Total Issued Shares (mn)	1453.4
Source: FactSet	

#### **Shareholding Structure**

Mr. Guan Yi Hong	37.4%
T. Rowe Price Associates	5.1%
Source: HKEx	

#### Share Performance

	Absolute	Relative
1-mth	6.9%	8.5%
3-mth	-6.7%	-7.4%
6-mth	-47.4%	-43.4%
Source: FactSet		

#### 12-mth Price Performance



#### **Recent reports:**

Jiumaojiu (9922 HK) – Introduced the franchise model for Tai Er (6 Feb 24)

Cafe De Coral (341 HK) – The first results beat in a long while (1 Dec 23)

DPC Dash (1405 HK) – Value, delivery and new markets-driven growths (24 Nov 23)

Yum China (9987 HK) – 3Q23 result missed and we will stay cautious (03 Nov 23)

Haidilao (6862 HK) – Store expansion may be the next catalyst (1 Sep 23)



- Per store economic has further improved for both Tai Er and Song. For instance, Tai Er's seat turnover in 1H23/2H23 were at 3.1x/2.9x, which were roughly the same during period in 2H21/1H22. However, the restaurant level OP margin was higher at 21%/17% (vs 20%/15% in 1H21/1H22), noted that both ASP and sales per store were lower in 1H23/2H23. We believe such improvement was due to: 1) opening of the smaller sized stores (e.g. 250 sq.m. or below), 2) further simplification of staff line up (down from 30+ per store in the past to ~25 now) and 3) expansion into lower tier cities. On the other hand, we are also delighted to see ramp up of Song, as its OP margin has jumped from -1.9% in FY22 to 12.2% in FY23, and number of staff per store also improved from 60 in the past to around 55 now.
- Store opening target remains unchanged and franchising strategy will be finalized in FY24E. Tai Er will open 80 to 100 new stores in mainland China and 15 to 20 in overseas, while Song will have 35 to 45 new stores in total in FY24E, no changes vs previous guidance. Noted that overseas business has been profitmaking (reasonably good in both Singapore and Hong Kong) and one of the focuses this year will be the setup of talents pool for expansion in the next few years. For Tai Er's franchising model, no concrete numbers can be provided right now, but details should be finalized by FY24E. We believe the revenue model will be a mixture of sales sharing (e.g. 5% to 8%) and sales of raw materials (e.g. large amount will be supplied by the group).

### **Earnings revision**

### Figure 1: Earnings revision

		New			Old			Diff (%)	
RMB mn	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	8,245	10,305	12,254	7,540	9,231	n/a	9.3%	11.6%	n/a
Gross profit	5,292	6,611	7,860	4,740	5,818	n/a	11.6%	13.6%	n/a
EBIT	1,086	1,451	1,803	853	1,139	n/a	27.2%	27.4%	n/a
Net profit att.	636	868	1,091	457	633	n/a	38.9%	37.1%	n/a
Diluted EPS (RMB)	0.437	0.597	0.751	0.315	0.435	n/a	38.9%	37.1%	n/a
Gross margin	64.2%	64.2%	64.1%	62.9%	63.0%	n/a	1.3ppt	1.1ppt	n/a
EBIT margin	13.2%	14.1%	14.7%	11.3%	12.3%	n/a	1.8ppt	1.7ppt	n/a
Net profit att. margin	7.7%	8.4%	8.9%	6.1%	6.9%	n/a	1.6ppt	1.6ppt	n/a

Source: Company data, CMBIGM estimates

### Figure 2: CMBIGM estimates vs consensus

		CMBIGM			Consensus			Diff (%)	
RMB mn	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	8,245	10,305	12,254	10,235	11,859	15,615	-19.4%	-13.1%	-21.5%
Gross profit	5,292	6,611	7,860	6,559	7,600	10,067	-19.3%	-13.0%	-21.9%
EBIT	1,086	1,451	1,803	1,476	1,589	2,336	-26.4%	-8.7%	-22.8%
Net profit att.	636	868	1,091	919	1,102	1,465	-30.8%	-21.2%	-25.5%
Diluted EPS (RMB)	0.437	0.597	0.751	0.648	0.762	1.045	-32.5%	-21.6%	-28.2%
Gross margin	64.2%	64.2%	64.1%	64.1%	64.1%	64.5%	0.1ppt	0.1ppt	-0.3ppt
EBIT margin	13.2%	14.1%	14.7%	14.4%	13.4%	15.0%	-1.3ppt	0.7ppt	-0.3ppt
Net profit att. margin	7.7%	8.4%	8.9%	9.0%	9.3%	9.4%	-1.3ppt	-0.9ppt	-0.5ppt

Source: Bloomberg, CMBIGM estimates



### Valuation

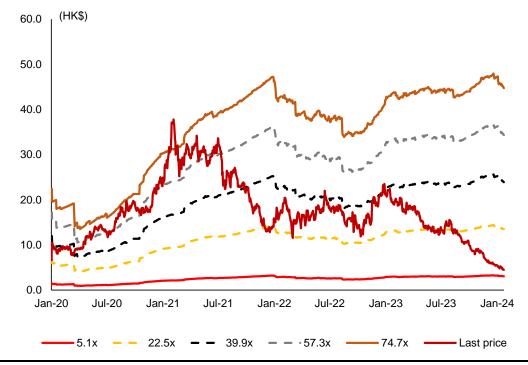
Figure 3: Peers valuation table

			12m TP	Price	Up/ Down-	Mkt. Cap	Year	P/E	: (x)	Р/В (x)	ROE (%)	3yrs PEG (x)	Yield (%)	YTD perf.
Company	Ticker	Rating	(LC)	(LC)	side	(HK\$mn)	End	FY1E	FY2E	FY2E	FY0	FY1E	FY1E	FY1E
Leading Greater	China Cate	ring												
Jiumaojiu	9922 HK	BUY	8.39	5.60	50%	8,045	Dec-23	11.3	8.3	1.6	1.2	1.6	0.5	3.8
Haidilao	6862 HK	BUY	24.76	17.08	45%	95,204	Dec-22	19.8	17.5	7.7	5.7	46.0	0.3	1.3
DPC Dash	1405 HK	BUY	75.51	53.90	40%	7,020	Dec-22	n/a	473.3	4.4	4.3	(26.0)	n/a	n/a
Nayuki	2150 HK	BUY	7.53	2.99	152%	5,128	Dec-22	23.4	11.0	0.9	0.8	(9.7)	(0.1)	0.7
Helens	9869 HK	NR	n/a	3.20	n/a	4,054	Dec-22	11.9	9.6	1.8	1.5	(68.1)	(0.1)	1.9
Cafe De Coral Xiabuxiabu	341 HK 520 HK	BUY BUY	14.82 4.89	8.12 1.58	83% 209%	4,756 1,716	Mar-23 Dec-22	13.4 14.7	9.9 6.4	1.6 1.1	1.6 0.9	7.2	0.2	8.5 3.0
Tam Jai	2217 HK	NR	4.89 n/a	1.08	209% n/a	1,454	Mar-23	9.8	8.0	0.9	0.9	9.1	0.7	6.0
Yihai	1579 HK	NR	n/a	13.00	n/a	13,477	Dec-22	13.9	12.4	2.4	2.1	20.5	1.4	2.2
Yum China	9987 HK	BUY	435.82	298.40	46%	117,573	Dec-23	17.3	15.3	2.3	2.2	12.8	1.4	1.6
Yum China	YUMC US	BUY	49.59	38.39	29%	118,303	Dec-23	17.4	15.4	2.4	2.2	12.8	1.4	1.6
Gourmet Master	2723 TT	NR	n/a	91.60	n/a	4,047	Dec-23	16.5	13.2	1.3	1.3	6.9	0.7	4.9
							Avg.	15.4	50.0	2.4	2.1	0.7	0.6	3.2
							Med.	14.7	11.7	1.7	1.5	7.1	0.5	2.2
International Cat	tering													
Yum! Brands	YUM US	NR	n/a	135.44	n/a	298,017	Dec-23	23.4	20.9	n/a	n/a	n/a	2.7	2.0
Mcdonald's	MCD US	NR	n/a	277.94	n/a	1,569,593	Dec-23	22.3	20.5	n/a	n/a	n/a	2.6	2.4
Starbucks Corp	SBUX US	NR	n/a	90.95	n/a	805,367	Oct-23	22.4	19.2	n/a	n/a	n/a	1.5	2.5
Rest' Brands	QSR US	NR	n/a	78.92	n/a	280,715	Dec-23	23.1	20.2	7.2	6.6	44.4	5.3	2.9
Chipotle	CMG US	NR	n/a	2874.5	n/a	616,475	Dec-23	54.0	44.5	21.9	18.5	45.3	2.7	0.0
Darden	DRI US	NR	n/a	163.03	n/a	152,258	May-23	18.4	16.9	8.7	8.2	49.0	2.0	3.2
Domino's Pizza	DPZ US	NR	n/a	465.48	n/a	126,737	Dec-23	29.5	26.3	n/a	n/a	n/a	2.9	1.3
Wendy's Co	WENUS	NR	n/a	18.50	n/a	29,729	Dec-23	18.5	16.7	16.5	56.4	52.7	2.0	5.6
Shake Shack	SHAK US	NR	n/a	105.74	n/a	34,990	Dec-23	154	112	9.0	8.0	4.7	4.1	n/a
Wingstop Inc	WING US	NR	n/a	364.26	n/a	83,581	Dec-23	122.1	99.8	n/a	n/a	n/a	5.0	0.3
Jollibee Foods	JFC PM	NR	n/a	257.40	n/a	40,129	Dec-23	30.3	24.5	3.4	3.1	11.3	1.6	1.2
Johnbee 1 0003	01011		n/a	201.40	170	40,120	Avg.	47.1	38.3	11.1	16.8	34.6	3.0	2.1
							Med.	23.4	20.9	8.8	8.1	44.8	2.7	2.2
Li ahara Canaun	ar Stanlag						wieu.	23.4	20.5	0.0	0.1	44.0	2.1	2.2
H-share Consum		ND	<b>n/n</b>	E 61	n/o	04.004	Dec 22	10.7	10.0	4 7	47	10.6	2.4	7.4
UPC	220 HK	NR	n/a	5.61	n/a	24,231	Dec-23	13.7	12.2	1.7	1.7	12.6	3.1	7.1
Tingyi	322 HK	NR	n/a	9.09	n/a	51,216	Dec-22	14.3	12.3	3.7	3.3	21.7	0.9	7.1
Want Want	151 HK	NR	n/a	4.65	n/a	54,926	Mar-23	13.1	12.2	3.1	1.7	25.0	1.7	5.2
*China Mengniu	2319 HK	BUY	36.50	19.40	88%	76,345	Dec-22	12.6	10.8	1.6	1.4	11.3	1.3	2.9
*Nongfu Spring	9633 HK	BUY	57.80	40.95	41%	460,543	Dec-22	39.7	34.0	15.4	13.3	45.6	2.5	2.1
Vitasoy	345 HK	NR	n/a	7.14	n/a	7,660	Mar-23	66.1	30.6	2.5	2.4	2.1	0.6	0.9
*Budweiser	1876 HK	HOLD	16.90	11.62	45%	153,888	Dec-23	18.3	16.0	1.8	1.7	7.9	1.1	3.6
*Tsingtao	168 HK	BUY	82.10	53.15	54%	98,494	Dec-22	15.5	13.4	2.4	2.2	16.0	1.3	3.6
*CR Beer	291 HK	BUY	69.80	35.80	95%	116,142	Dec-23	17.4	15.1	3.1	2.7	18.0	1.2	2.5
							Avg.	23.4	17.4	3.9	3.4	17.8	1.5	3.9
							Med.	15.5	13.4	2.5	2.2	16.0	1.3	3.6

Source: Bloomberg, Company data, CMBIGM estimates, \*covered by Joseph Wong







Source: Bloomberg, CMBIGM estimates

### Assumptions

### Figure 5: Major assumptions

Major assumptions	FY21A	FY22A	FY23A	FY24E	FY25E	FY26E
Sales by brand (RMB mn)						
Jiu Mao Jiu	760	606	630	639	646	659
Tai Er	3,292	3,108	4,477	5,847	7,021	8,166
Other brands	127	292	879	1,759	2,638	3,430
Total	4,180	4,006	5,986	8,245	10,305	12,254
Sales growth by brand (%)						
Jiu Mao Jiu	6.3%	-20.4%	4.0%	1.6%	1.0%	2.0%
Tai Er	67.8%	-5.6%	44.0%	30.6%	20.1%	16.3%
Other brands	238.8%	129.7%	201.3%	100.0%	50.0%	30.0%
Total	54.0%	-4.2%	49.4%	37.7%	25.0%	18.9%
Sales by segment growth (%)						
Restaurant operations	59.2%	-9.1%	58.2%	40.0%	26.3%	19.6%
Delivery business	31.2%	26.6%	14.5%	25.4%	17.1%	14.4%
Sales of specialties	416.4%	-90.7%	15.0%	15.0%	15.0%	15.0%
Others	-26.9%	-22.3%	18.3%	10.0%	10.0%	10.0%
Total	54.0%	-4.2%	49.4%	37.7%	25.0%	18.9%
Number of restaurants by brand						
liu Mao Jiu	83	76	77	77	77	77
「ai Er	350	450	578	698	816	937
Other brands	37	30	71	106	141	176
Total	470	556	726	881	1,034	1,190
GP margins by segment (%)						
Jiu Mao Jiu	61.0%	61.0%	61.5%	61.5%	61.5%	61.5%
Tai Er	63.8%	64.6%	64.8%	64.8%	64.8%	64.8%
Other brands	62.0%	62.0%	63.0%	63.0%	63.0%	63.0%
Total	63.2%	63.9%	64.2%	64.2%	64.2%	64.1%
Opex breakdown (%)						
Staff costs	-25.3%	-28.3%	-25.8%	-25.9%	-25.6%	-25.5%
Depreciation of right-of-use assets	-8.2%	-10.1%	-8.1%	-7.3%	-6.9%	-6.7%
Other rentals & related expenses	-2.3%	-2.1%	-2.3%	-2.2%	-2.2%	-2.2%
D & A of other assets	-3.8%	-4.7%	-3.9%	-4.6%	-4.7%	-4.8%
Jtilities expenses	-3.2%	-3.7%	-3.7%	-3.6%	-3.5%	-3.4%
Others	-8.4%	-10.1%	-9.8%	-9.5%	-9.4%	-9.4%
EBIT margins (%)	13.6%	6.7%	12.8%	13.2%	14.1%	14.7%
Effective tax rate	26.5%	39.7%	24.5%	27.0%	27.0%	27.0%
NP att. margins (%)	8.1%	1.2%	7.6%	7.7%	8.4%	8.9%
NP att. growth (%) ource: Company data. CMBIGM estimates	174.0%	-85.5%	820.2%	40.2%	36.5%	25.7%

Source: Company data, CMBIGM estimates





## **Financial Summary**

INCOME STATEMENT	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Revenue	4,180	4,006	5,986	8,245	10,305	12,254
Cost of goods sold	(1,537)	(1,447)	(2,142)	(2,953)	(3,694)	(4,394)
Gross profit	2,642	2,559	3,844	5,292	6,611	7,860
Operating expenses	(2,138)	(2,363)	(3,207)	(4,376)	(5,393)	(6,373)
Staff costs	(1,057)	(1,134)	(1,544)	(2,139)	(2,643)	(3,122)
Other rental related expenses	(97)	(83)	(139)	(179)	(224)	(266)
Others	(482)	(553)	(803)	(1,079)	(1,332)	(1,572)
Operating profit	556	241	702	1,004	1,328	1,618
Other income	52	46	65	88	110	131
Share of (losses)/profits of associates/JV	1	(3)	(2)	(3)	(4)	(4)
EBITDA	1,058	834	1,423	1,982	2,523	3,030
Depreciation	(159)	(190)	(236)	(380)	(486)	(588)
Depreciation of ROU assets	(343)	(403)	(485)	(598)	(709)	(824)
Interest income	12	26	62	82	123	185
Interest expense	(75)	(81)	(93)	(102)	(114)	(126)
Other income/expense	11	(88)	(32)	(44)	(56)	(66)
Pre-tax profit	506	94	636	936	1,278	1,606
Income tax	(134)	(39)	(156)	(253)	(346)	(435)
Minority interest	(32)	(6)	(27)	(47)	(64)	(80)
Net profit	372	56	480	682	932	1,171
BALANCE SHEET	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Current assets	2,559	2,585	2,978	3,869	5,117	6,766
Cash & equivalents	1,342	1,099	1,252	1,852	2,835	4,233
Account receivables	1,342	21	44	61	2,035	4,233
Inventories	71	118	44 140	193	78 241	287
	325	392	586	808	1,010	1,201
Prepayment	2	11	11	11	1,010	1,201
ST bank deposits Other current assets	807	945	945	945	945	945
Non-current assets	2,576	945 <b>2,822</b>	3,047	3,288	3,492	3,635
PP&E	<b>2,376</b> 572	737	<b>3,047</b> 966	<b>3,200</b> 1,210	-	<b>3,635</b> 1,568
Investment in JVs & assos	13	10	900	1,210	1,419 1	
						(3)
Intangibles	18	25	23	22	21	20
Other non-current assets	1,972	2,051	2,051	2,051	2,051	2,051
Total assets	5,135	5,407	6,025	7,157	8,609	10,401
Current liabilities	805	955	1,048	1,257	1,448	1,628
Short-term borrowings	0	0	0	0	0	0
Account payables	141	188	147	202	253	301
Tax payable	38	17	17	17	17	17
Other current liabilities	625	749	884	1,037	1,177	1,310
Non-current liabilities	1,193	1,253	1,280	1,326	1,390	1,470
Long-term borrowings	0	0	0	0	0	0
Other non-current liabilities	1,193	1,253	1,280	1,326	1,390	1,470
			o oo <del>z</del>	2,583	2,838	3,099
Total liabilities	1,998	2,208	2,327	2,000	2,000	-,
Total liabilities Share capital	<b>1,998</b> 0	<b>2,208</b> 0	<b>2,327</b> 0	0	0	0
Share capital	0	0	0	0	0	0
Share capital Retained earnings	0 0	0 0	0 662	0 1,572	0 2,814	0 4,375
Share capital Retained earnings Other reserves	0 0 3,138	0 0 3,199	0 662 3,036	0 1,572 3,002	0 2,814 2,957	0 4,375 2,927



CASH FLOW	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	506	94	636	936	1,278	1,606
Depreciation & amortization	159	190	236	380	486	588
Tax paid	(133)	(88)	(156)	(253)	(346)	(435)
Change in working capital	(104)	9	(146)	(82)	(75)	(71)
Others	428	478	157	131	153	176
Net cash from operations	856	684	727	1,112	1,496	1,865
Investing						
Capital expenditure	(336)	(370)	(493)	(605)	(674)	(715)
Acquisition of subsidiaries/ investments	(6)	(11)	0	0	0	0
Others	(148)	(207)	0	0	0	0
Net cash from investing	(490)	(588)	(493)	(605)	(674)	(715)
Financing	(50)	(00)	10	100	074	074
Dividend paid	(56)	(83)	13	196	274	374
Net borrowings	(43)	30	0	0	0	0
Proceeds from share issues	0	13	0	0	0	0
Share repurchases	0	0	0	0	0	0
Others Net cash from financing	(689) <b>(789)</b>	(441) <b>(481)</b>	(93) <b>(80)</b>	(102) <b>93</b>	(114) <b>160</b>	(126) <b>248</b>
-	(103)	(401)	(00)	35	100	240
Net change in cash						
Cash at the beginning of the year	1,844	1,342	1,099	1,252	1,852	2,835
Exchange difference	(79)	141	0	0	0	0
Others	(423)	(384)	153	600	983	1,398
Cash at the end of the year	1,342	1,099	1,252	1,852	2,835	4,233
GROWTH	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Revenue	54.0%	(4.2%)	49.4%	37.7%	25.0%	18.9%
Gross profit	58.3%	(3.2%)	50.2%	37.7%	24.9%	18.9%
Operating profit	160.3%	(56.7%)	191.4%	43.1%	32.3%	21.8%
EBITDA	86.5%	(21.2%)	70.6%	39.3%	27.2%	20.1%
Net profit	169.7%	(85.1%)	763.2%	42.2%	36.5%	25.7%
PROFITABILITY	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec	<b>22</b> 22/	<b>22</b> 22/	<b>a</b> 4 <b>a</b> 4			
Gross profit margin	63.2%	63.9%	64.2%	64.2%	64.2%	64.1%
Operating margin	13.3%	6.0%	11.7%	12.2%	12.9%	13.2%
EBITDA margin	25.3%	20.8%	23.8%	24.0%	24.5%	24.7%
Return on equity (ROE)	12.0%	1.8%	13.9%	16.5%	18.0%	17.9%
GEARING/LIQUIDITY/ACTIVITIES	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec					0.5	
Net debt to equity (x)	0.4	0.3	0.3	0.4	0.5	0.6
Current ratio (x) Receivable turnover days	3.2 2.7	2.7 2.7	2.8	3.1 2.7	3.5	4.2
			2.7		2.7	2.7
Inventory turnover days Payable turnover days	14.5 33.1	23.8 41.5	23.8 25.0	23.8 25.0	23.8 25.0	23.8 25.0
VALUATION YE 31 Dec	2021A	2022A	2023A	2024E	2025E	2026E
P/E	02.0	404.9	40 E	11.0	0.0	6.6
P/E P/E (diluted)	92.0 92.0	424.3 424.3	40.5 40.5	11.3 11.3	8.3 8.3	6.6 6.6
P/B	92.0 10.0	424.3 6.5	40.5 5.0	1.6	6.3 1.3	0.0 1.0
P/B P/CFPS	36.5	6.5 30.6	25.3	6.7	5.0	4.0
Div yield (%)	0.2	0.1	25.5	3.7	5.0	6.3
EV	6,795.2	7,029.7	6,876.4	6,276.5	5,293.6	3,896.0
EV/Sales	1.6	1.8	1.1	0.8	0.5	0.3
EV/EBITDA	6.4	8.4	4.8	3.2	2.1	1.3
	0.1	5.1	1.0	5.2		

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



# **Disclosures & Disclaimers**

### Analyst Certification

The research analyst who is primary responsible for the content of this research report, in whole or in part, certifies that with respect to the securities or issuer that the analyst covered in this report: (1) all of the views expressed accurately reflect his or her personal views about the subject securities or issuer; and (2) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific views expressed by that analyst in this report.

Besides, the analyst confirms that neither the analyst nor his/her associates (as defined in the code of conduct issued by The Hong Kong Securities and Futures Commission) (1) have dealt in or traded in the stock(s) covered in this research report within 30 calendar days prior to the date of issue of this report; (2) will deal in or trade in the stock(s) covered in this research report 3 business days after the date of issue of this report; (3) serve as an officer of any of the Hong Kong listed companies covered in this report; and (4) have any financial interests in the Hong Kong listed companies covered in this report.

### **CMBIGM Ratings**

BUY	: Stock with potential return of over 15% over next 12 months
HOLD	: Stock with potential return of +15% to -10% over next 12 months
SELL	: Stock with potential loss of over 10% over next 12 months
NOT RATED	: Stock is not rated by CMBIGM
OUTPERFORM	: Industry expected to outperform the relevant broad market benchmark over next 12 months
MARKET-PERFORM	: Industry expected to perform in-line with the relevant broad market benchmark over next 12 months
UNDERPERFORM	: Industry expected to underperform the relevant broad market benchmark over next 12 months

### CMB International Global Markets Limited

Address: 45/F, Champion Tower, 3 Garden Road, Hong Kong, Tel: (852) 3900 0888 Fax: (852) 3900 0800 CMB International Global Markets Limited ("CMBIGM") is a wholly owned subsidiary of CMB International Capital Corporation Limited (a wholly owned subsidiary of China Merchants Bank)

### Important Disclosures

There are risks involved in transacting in any securities. The information contained in this report may not be suitable for the purposes of all investors. CMBIGM does not provide individually tailored investment advice. This report has been prepared without regard to the individual investment objectives, financial position or special requirements. Past performance has no indication of future performance, and actual events may differ materially from that which is contained in the report. The value of, and returns from, any investments are uncertain and are not guaranteed and may fluctuate as a result of their dependence on the performance of underlying assets or other variable market factors. CMBIGM recommends that investors should independently evaluate particular investments and strategies, and encourages investors to consult with a professional financial advisor in order to make their own investment decisions.

This report or any information contained herein, have been prepared by the CMBIGM, solely for the purpose of supplying information to the clients of CMBIGM or its affiliate(s) to whom it is distributed. This report is not and should not be construed as an offer or solicitation to buy or sell any security or any interest in securities or enter into any transaction. Neither CMBIGM nor any of its affiliates, shareholders, agents, consultants, directors, officers or employees shall be liable for any loss, damage or expense whatsoever, whether direct or consequential, incurred in relying on the information contained in this report. Anyone making use of the information contained in this report does so entirely at their own risk.

The information and contents contained in this report are based on the analyses and interpretations of information believed to be publicly available and reliable. CMBIGM has exerted every effort in its capacity to ensure, but not to guarantee, their accuracy, completeness, timeliness or correctness. CMBIGM provides the information, advices and forecasts on an "AS IS" basis. The information and contents are subject to change without notice. CMBIGM may issue other publications having information and/ or conclusions different from this report. These publications reflect different assumption, point-of-view and analytical methods when compiling. CMBIGM may make investment decisions or take proprietary positions that are inconsistent with the recommendations or views in this report.

CMBIGM may have a position, make markets or act as principal or engage in transactions in securities of companies referred to in this report for itself and/or on behalf of its clients from time to time. Investors should assume that CMBIGM does or seeks to have investment banking or other business relationships with the companies in this report. As a result, recipients should be aware that CMBIGM may have a conflict of interest that could affect the objectivity of this report and CMBIGM will not assume any responsibility in respect thereof. This report is for the use of intended recipients only and this publication, may not be reproduced, reprinted, sold, redistributed or published in whole or in part for any purpose without prior written consent of CMBIGM. Additional information on recommended securities is available upon request.

### For recipients of this document in the United Kingdom

This report has been provided only to persons (I) falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended from time to time)("The Order") or (II) are persons falling within Article 49(2) (a) to (d) ("High Net Worth Companies, Unincorporated Associations, etc.,) of the Order, and may not be provided to any other person without the prior written consent of CMBIGM.

### For recipients of this document in the United States

CMBIGM is not a registered broker-dealer in the United States. As a result, CMBIGM is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. The research analyst who is primary responsible for the content of this research report is not registered or qualified as a research analyst with the Financial Industry Regulatory Authority ("FINRA"). The analyst is not subject to applicable restrictions under FINRA Rules intended to ensure that the analyst is not affected by potential conflicts of interest that could bear upon the reliability of the research report. This report is intended for distribution in the United States solely to "major US institutional investors", as defined in Rule 15a-6 under the US, Securities Exchange Act of 1934, as amended, and may not be furnished to any other person in the United States. Each major US institutional investors that receives a copy of this report by its acceptance hereof represents and agrees that it shall not distribute or provide this report to any other person. Any U.S. recipient of this report wishing to effect any transaction to buy or sell securities based on the information provided in this report should do so only through a U.S.-registered broker-dealer.

#### For recipients of this document in Singapore

This report is distributed in Singapore by CMBI (Singapore) Pte. Limited (CMBISG) (Company Regn. No. 201731928D), an Exempt Financial Adviser as defined in the Financial Advisers Act (Cap. 110) of Singapore and regulated by the Monetary Authority of Singapore. CMBISG may distribute reports produced by its respective foreign entities, affiliates or other foreign research houses pursuant to an arrangement under Regulation 32C of the Financial Advisers Regulations. Where the report is distributed in Singapore to a person who is not an Accredited Investor, Expert Investor or an Institutional Investor, as defined in the Securities and Futures Act (Cap. 289) of Singapore, CMBISG accepts legal responsibility for the contents of the report to such persons only to the extent required by law. Singapore recipients should contact CMBISG at +65 6350 4400 for matters arising from, or in connection with the report. 