## JNBY Design（3306 HK）

## Tough industry and conservative guidance

Maintain BUY but trim TP to HK\＄15．52，based on 13x FY6／20E P／E（from 14x as we foresee slower growth ahead）．With declining industry growth and prudent guidance，we foresee certain share price weakness in near future．However， given current valuation of $11 \times$ FY20E P／E and $7 \%$ yield，it should provide certain cushion and limit the downside risk．

■ FY6／19 net profit inline but sales slight missed．JNBY＇s sales／net profit rose by $17 \% / 18 \%$ YoY to RMB 3，358mn／485mn，which were 3\％below／same as CMBl＇s est．respectively．

■ Slowdown of sales growth in 2 H 19 was offset by more government grants．Sales growth of younger brands（CROQUIS，jnby by JNBY and less） was relatively slow，decelerated to only $8 \%$ in 2 H 19 ，vs $27 \%$ in 1 H 19 ，while that of e－commerce remained robust，at $38 \%$ in 2 H 19 vs $57 \%$ in 1 H 19 ． However，aided by strong government grants（ $\sim 1.8 \%$ of sales in 2 H 19 vs $1.2 \%$ in 2 H 18 ），net profit margin managed to stay flattish，at $14.4 \%$ in FY19．

■ Guiding an only low－teens sales growth in FY6／20E．While economic downtrend and worsening offline traffic continued to weigh on the apparel industry，we are not surprised to see JNBY giving out more conservative guidance，hence low－teens sales growth for FY20E（CMBI est．of online／ offline self－owned／offline distributors growth are 30\％／14\％／9\％），a slowdown from high－teens growth back in FY19．We also trimmed new store openings to just 187／195／ 193 or 9．3\％／8．8\％／8．0\％growth for FY19E／20E／21E．

■ ．．．and a $\sim 10 \%$ net profit growth in FY6／20E．Moreover，to factor in：1）rising D\＆A and greater rental expenses for new office，2）initial losses for new logistic centre and 3）depreciation and finance cost adjustments under，IFRS 16，the new accounting standard，we are expecting an additional expenses of $\sim$ RMB 36mn，thus pushing down NP growth to $\sim 10 \%$ in FY20E．

■ Maintain BUY but trimmed TP to HK\＄15．52．We maintain BUY but cut TP to HK\＄15．52，based on $13 x$ FY20E P／E（from $14 x$ P／E due to slower growth ahead），implying a $1.1 \times 3$ years PEG．The counter is undemanding，at 11 x FY19E P／E and 7\％yield．We revised down our FY20E／21E EPS estimates by $2.9 \% / 5.1 \%$ ，to factor in the 1）slower offline sales growth，2）greater discounted sales contribution，thus lower GP margin，3）slightly slower store expansion and 4）widened losses for the emerging brands．

Earnings Summary

| （YE 30 Jun） | FY18A | FY19A | FY20E | FY21E | FY22E |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Revenue（RMB mn） | 2,864 | 3,358 | 3,812 | 4,327 | 4,857 |
| YoY growth（\％） | 22.8 | 17.3 | 13.5 | 13.5 | 12.3 |
| Net income（RMB mn） | 410 | 480 | 535 | 606 | 686 |
| EPS（RMB） | 0.932 | 1.082 | 1.194 | 1.339 | 1.500 |
| YoY growth（\％） | 15.7 | 16.1 | 10.3 | 12.1 | 12.0 |
| P／E（x） | 13.6 | 11.7 | 10.6 | 9.5 | 8.5 |
| P／B（x） | 4.3 | 4.0 | 3.5 | 3.1 | 2.8 |
| Yield（\％） | 6.3 | 6.0 | 6.6 | 7.4 | 8.3 |
| ROE（\％） | 32.2 | 35.4 | 35.3 | 35.2 | 35.1 |
| Net gearing（\％） | Net cash | Net cash | Net cash | Net cash | Net cash |

Source：Company data，CMBIS estimates

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CMB INTERNATIONAL

## Focus Charts

Figure 1：Sales／net profit growth


Source：Company data，CMBIS estimates
Figure 3：Sales growth by brand


Source：Company data，CMBIS estimates

Figure 5：GP margin by brand


[^0]Figure 2：GP／OP／NP margin


Source：Company data，CMBIS estimates
Figure 4：Sales growth by channel


Source：Company data，CMBIS estimates
Figure 6：Number of stores by brand


Source：Company data，CMBIS estimates

## Results Summary

Figure 7：Results summary－Half Year

| Half yearly <br> （RMB mn） | 1H18 | 2H18 | 1H19 | 2H19 | 1H18 yoy | $\begin{array}{r} 2 \mathrm{H} 18 \\ \text { yoy } \end{array}$ | 1H19 yoy | $\begin{array}{r} 2 \mathrm{H} 19 \\ \text { yoy } \end{array}$ | 2H19E <br> CMBI | Actual vs CMBI |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 1，654 | 1，210 | 2，027 | 1，331 | 26\％ | 18\％ | 23\％ | 10\％ | 1，426 | －7\％ |
| COGS | （619） | （420） | （783） | （519） |  |  |  |  | （508） |  |
| Gross profit | 1，035 | 790 | 1，244 | 812 | 23\％ | 25\％ | 20\％ | 3\％ | 917 | －12\％ |
| GP margins | 62．6\％ | 65．3\％ | 61．4\％ | 61．0\％ |  |  |  |  | 64．3\％ |  |
| Other income \＆gains | 23 | －4 | 44 | 16 |  |  |  |  | 1 |  |
| S \＆D expenses | （520） | （517） | （605） | （566） | 17\％ | 25\％ | 16\％ | 9\％ | （645） | －12\％ |
| $S$ \＆D exp／sales | －31．5\％ | －42．7\％ | －29．8\％ | －42．5\％ |  |  |  |  | －45．2\％ |  |
| Admin expenses | （111） | （140） | （159） | （143） | 15\％ | 39\％ | 44\％ | 2\％ | （138） | 3\％ |
| Admin exp／sales | －6．7\％ | －11．6\％ | －7．8\％ | －10．7\％ |  |  |  |  | －9．7\％ |  |
| Other opex | 0 | 0 | 0 | 0 |  |  |  |  | 0 |  |
| Operating profit（EBIT） | 427 | 129 | 525 | 120 | 33\％ | －6\％ | 23\％ | －7\％ | 136 | －12\％ |
| OP margins | 25．8\％ | 10．7\％ | 25．9\％ | 9．0\％ |  |  |  |  | 9．6\％ |  |
| Other items | 0 | 0 | 0 | 0 |  |  |  |  | 0 |  |
| Net finance income | 6 | 7 | 9 | 9 |  |  |  |  | 3 |  |
| Net finance income／sales | 0．4\％ | 0．6\％ | 0．5\％ | 0．7\％ |  |  |  |  | 0．2\％ |  |
| Profit after financing costs | 433 | 136 | 534 | 129 |  |  |  |  | 139 |  |
| Associated coms | （0） | （0） | 0 | 0 |  |  |  |  | 0 |  |
| Jointly controlled coms | 0 | 0 | 0 | 0 |  |  |  |  | 0 |  |
| Pre－tax profit | 433 | 136 | 534 | 129 | 34\％ | －6\％ | 23\％ | －5\％ | 139 | －7\％ |
| Tax | （121） | （38） | （154） | （25） |  |  |  |  | （35） |  |
| Tax／sales | －7．3\％ | －3．1\％ | －7．6\％ | －1．9\％ |  |  |  |  | －2．5\％ |  |
| Effective tax rate | －28．0\％ | －27．7\％ | －28．7\％ | －19．3\％ |  |  |  |  | －25．2\％ |  |
| Minority interests | 0 | 0 | 0 | 0 |  |  |  |  | 0 |  |
| Net profit att． | 312 | 98 | 381 | 104 | 37\％ | －5\％ | 22\％ | 6\％ | 104 | 0\％ |
| NP margins | 18．9\％ | 8．1\％ | 18．8\％ | 7．8\％ |  |  |  |  | 7．3\％ |  |

[^1]Figure 8：Results summary－Full Year

| Full yearly（RMB mn） | FY18 | FY19 | FY20E | $\begin{array}{r} \text { FY19 } \\ \text { yoy } \end{array}$ | $\begin{aligned} & \text { FY20 } \\ & \text { E yoy } \end{aligned}$ | FY19E CMBI | Actual vs CMBI |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 2，864 | 3，358 | 3，812 | 17\％ | 14\％ | 3，453 | －3\％ |
| COGS | $(1,038)$ | $(1,302)$ | $(1,456)$ |  |  | $(1,291)$ |  |
| Gross profit | 1，826 | 2，056 | 2，356 | 13\％ | 15\％ | 2，162 | －5\％ |
| GP margins | 63．7\％ | 61．2\％ | 61．8\％ |  |  | 62．6\％ |  |
| Other income \＆gains | 18 | 61 | 47 |  |  | 46 |  |
| S \＆D expenses | $(1,037)$ | $(1,170)$ | $(1,353)$ | 13\％ | 16\％ | $(1,249)$ | －6\％ |
| $S$ \＆$D \exp$／sales | －36．2\％ | －34．8\％ | －35．5\％ |  |  | －36．2\％ |  |
| Admin expenses | （251） | （302） | （317） |  |  | （297） |  |
| Admin exp／sales | －8．8\％ | －9．0\％ | －8．3\％ |  |  | －8．6\％ |  |
| Other opex | 0 | 0 | 0 |  |  | 0 |  |
| Operating profit（EBIT） | 556 | 645 | 732 | 16\％ | 14\％ | 661 |  |
| OP margins | 19．4\％ | 19．2\％ | 19．2\％ |  |  | 19．2\％ |  |
| Other items | 0 | 0 | 0 |  |  | 0 |  |
| Net finance income | 13 | 18 | 11 |  |  | 12 |  |
| Net finance income／sales | 0．5\％ | 0．5\％ | 0．3\％ |  |  | 0．4\％ |  |
| Profit after financing costs | 569 | 663 | 743 |  |  | 674 |  |
| Associated coms | （0） | 0 | 0 |  |  | 0 |  |
| Jointly controlled coms | 0 | 0 | 0 |  |  | 0 |  |
| Pre－tax profit | 569 | 663 | 743 | 17\％ | 12\％ | 674 | －2\％ |
| Tax | （159） | （179） | （208） |  |  | （189） |  |
| Tax／sales | －5．5\％ | －5．3\％ | －5．5\％ |  |  | －5．5\％ |  |
| Effective tax rate | －27．9\％ | －26．9\％ | －28．0\％ |  |  | －28．0\％ |  |
| Minority interests | 0 | 0 | 0 |  |  | 0 |  |
| Net profit att． | 410 | 485 | 535 | 18\％ | 10\％ | 485 | 0\％ |
| NP margins | 14．3\％ | 14．4\％ | 14．0\％ |  |  | 14．0\％ |  |

Source：Company data，CMBIS estimates

## Earnings revision

## Figure 9：Earnings revision

| RMB mn | FY20E | $\begin{gathered} \text { New } \\ \text { FY21E } \end{gathered}$ | FY22E | FY20E | $\begin{gathered} \text { Old } \\ \text { FY21E } \end{gathered}$ | FY22E | FY20E | Diff（\％） <br> FY21E | FY22E |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 3，812 | 4，327 | 4，857 | 3，988 | 4，588 |  | －4．4\％ | －5．7\％ |  |
| Gross profit | 2，356 | 2，682 | 3，021 | 2，505 | 2，890 |  | －5．9\％ | －7．2\％ |  |
| EBIT | 732 | 830 | 940 | 770 | 898 |  | －4．9\％ | －7．6\％ |  |
| Reported Net profit | 535 | 606 | 686 | 563 | 655 |  | －4．9\％ | －7．5\％ |  |
| Diluted EPS（RMB） | 1.027 | 1.151 | 1.290 | 1.058 | 1.213 |  | －2．9\％ | －5．1\％ |  |
| Gross margin | 61．8\％ | 62．0\％ | 62．2\％ | 62．8\％ | 63．0\％ |  | －1ppt | －1ppt |  |
| EBIT margin | 19．2\％ | 19．2\％ | 19．3\％ | 19．3\％ | 19．6\％ |  | －0．1ppt | －0．4ppt |  |
| Net profit att．margin | 14．0\％ | 14．0\％ | 14．1\％ | 14．1\％ | 14．3\％ |  | －0．1ppt | －0．3ppt |  |

Source：Company data，CMBIS estimates
Figure 10：CMBI estimates vs consensus

| RMB mn |  | $\begin{aligned} & \text { CMBI } \\ & \text { FY21E } \end{aligned}$ | FY22E | Consensus |  |  | Diff（\％） |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | FY20E |  |  | FY20E | FY21E | FY22E | FY20E | FY21E | FY22E |
| Revenue | 3，812 | 4，327 | 4，857 | 3，927 | 4，555 |  | －2．9\％ | －5．0\％ |  |
| Gross profit | 2，356 | 2，682 | 3，021 | 2，494 | 2，904 |  | －5．5\％ | －7．6\％ |  |
| EBIT | 732 | 830 | 940 | 766 | 893 |  | －4．4\％ | －7．0\％ |  |
| Net profit att． | 535 | 606 | 686 | 557 | 649 |  | －4．0\％ | －6．7\％ |  |
| Diluted EPS（RMB） | 1.027 | 1.151 | 1.290 | 1.096 | 1.243 |  | －6．3\％ | －7．4\％ |  |
| Gross margin | 61．8\％ | 62．0\％ | 62．2\％ | 63．5\％ | 63．8\％ |  | －1．7ppt | －1．8ppt |  |
| EBIT margin | 19．2\％ | 19．2\％ | 19．3\％ | 19．5\％ | 19．6\％ |  | －0．3ppt | －0．4ppt |  |
| Net profit att．margin | 14．0\％ | 14．0\％ | 14．1\％ | 14．2\％ | 14．3\％ |  | －0．1ppt | －0．2ppt |  |

[^2]
## Valuation

Figure 11：Peers＇valuation

| Company | Ticker | Rating | $\begin{gathered} 12 \mathrm{~m} \\ \text { TP } \\ \text { (LC) } \end{gathered}$ | Price <br> （LC） | Up／ <br> Down－ side | Mkt．Cap <br> （HK\＄mn） | Year <br> End | P／E（x） |  | P／B（x） |  | ROE <br> （\％） <br> FY1E | $\begin{gathered} \text { 3yrs } \\ \text { PEG }(\mathrm{x}) \\ \text { FY1E } \end{gathered}$ | Yield <br> （\％） <br> FY1E |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  | FY1E | FY2E | FY1E | FY2E |  |  |  |
| H shares Apparel |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Jnby Design | 3306 HK | BUY | 15.52 | 12.70 | 22\％ | 6，588 | Jun－19 | 10.6 | 9.5 | 3.6 | 3.3 | 35.9 | 0.9 | 7.0 |
| Bosideng Int＇I | 3998 HK | BUY | 2.74 | 2.67 | 3\％ | 28，603 | Mar－19 | 21.2 | 17.0 | 2.5 | 2.3 | 10.1 | 1.1 | 3.2 |
| China Lilang | 1234 HK | BUY | 9.01 | 6.22 | 45\％ | 7，448 | Dec－18 | 7.7 | 6.8 | 1.8 | 1.7 | 23.9 | 0.7 | 9.2 |
| Cosmo Lady | 2298 HK | SELL | 1.14 | 1.31 | －13\％ | 2，947 | Dec－18 | 10.6 | 9.2 | 0.6 | 0.6 | 10.2 | （1．8） | 3.3 |
| Giordano | 709 HK | NR | n／a | 2.62 | n／a | 4，136 | Dec－18 | 11.7 | 10.6 | 1.5 | 1.5 | 13.9 | （1．5） | 9.9 |
| Koradior | 3709 HK | NR | n／a | 9.15 | n／a | 6，268 | Dec－18 | n／a | n／a | n／a | n／a | 24.5 | 0.0 | n／a |
| I．T Ltd | 999 HK | NR | n／a | 2.08 | n／a | 2，487 | Feb－19 | 4.4 | 3.6 | 0.6 | 0.6 | 12.3 | 0.2 | 11.8 |
| Esprit Holdings | 330 HK | NR | n／a | 1.17 | n／a | 2，208 | Jun－18 | n／a | n／a | 0.4 | 0.5 | （37．9） | 0.0 | 0.0 |
| La Chapelle | 6116 HK | NR | n／a | 2.84 | n／a | 2，569 | Dec－18 | n／a | n／a | 0.5 | 0.6 | （8．6） | 0.0 | 17.0 |
| Bauhaus Intl | 483 HK | NR | n／a | 1.11 | n／a | 408 | Mar－19 | n／a | n／a | n／a | n／a | （7．9） | 0.0 | n／a |
|  |  |  |  |  |  |  | Avg． | 11.0 | 9.5 | 1.4 | 1.4 | 7.6 | （0．0） | 7.7 |
|  |  |  |  |  |  |  | Med． | 10.6 | 9.3 | 1.1 | 1.0 | 11.3 | 0.0 | 8.1 |
| A－shares Apparel |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ningbo Peacebird | 603877 CH | NR | n／a | 13.75 | n／a | 7，243 | Dec－18 | 10.3 | 9.0 | 1.7 | 1.5 | 16.1 | 1.1 | 6.8 |
| Joeone Co Ltd | 601566 CH | NR | n／a | 11.49 | n／a | 7，234 | Dec－18 | 11.6 | 10.8 | 1.5 | 1.5 | 13.6 | 2.0 | 8.5 |
| Fujian Septwolves | 002029 CH | NR | n／a | 5.96 | n／a | 4，934 | Dec－18 | 11.9 | 10.5 | 0.7 | 0.7 | 5.9 | 1.4 | 1.8 |
| Hla Corp Ltd | 600398 CH | NR | n／a | 8.46 | n／a | 40，969 | Dec－18 | 10.2 | 9.5 | 2.5 | 2.2 | 26.8 | 1.8 | 6.0 |
| Jiangsu Hongdou | 600400 CH | NR | n／a | 3.37 | n／a | 9，353 | Dec－18 | 33.7 | 28.6 | 1.9 | 1.8 | 4.8 | 1.7 | 1.5 |
| Lancy Co Ltd | 002612 CH | NR | n／a | 8.22 | n／a | 3，918 | Dec－18 | 12.3 | 11.0 | 1.1 | 1.0 | 6.8 | 1.0 | 1.6 |
| Shenzhen Huijie | 002763 CH | NR | n／a | 8.21 | n／a | 3，704 | Dec－18 | 11.6 | 10.7 | 1.5 | 1.3 | 9.2 | 0.5 | n／a |
| Ellassay Fashion | 603808 CH | NR | $\mathrm{n} / \mathrm{a}$ | 14.71 | n／a | 5，359 | Dec－18 | 11.1 | 9.2 | 1.8 | 1.6 | 16.4 | 0.6 | 2.7 |
| Bobaolon Co | 002776 CH | NR | n／a | 7.81 | n／a | 4，621 | Dec－18 | n／a | n／a | n／a | n／a | 8.6 | 0.0 | n／a |
|  |  |  |  |  |  |  | Avg． | 14.1 | 12.4 | 1.6 | 1.5 | 12.0 | 1.1 | 4.1 |
|  |  |  |  |  |  |  | Med． | 11.6 | 10.6 | 1.6 | 1.5 | 9.2 | 1.1 | 2.7 |
| International Apparel |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hugo Boss | BOSS GR | NR | $\mathrm{n} / \mathrm{a}$ | 50.48 | n／a | 30，927 | Dec－18 | 13.7 | 12.3 | 3.3 | 3.1 | 24.2 | 1.9 | 5.7 |
| Ted Baker | TED LN | NR | n／a | 912.00 | n／a | 3，919 | Jan－19 | 9.5 | 8.9 | 1.6 | 1.4 | 17.4 | （9．5） | 5.5 |
| Next | NXT LN | NR | n／a | 5882.00 | n／a | 75，558 | Jan－19 | 12.8 | 12.3 | 13.6 | 9.9 | 113.9 | 8.8 | 2.9 |
| Hennes \＆Mauritz | HMB SS | NR | n／a | 180.30 | n／a | 242，184 | Nov－18 | 23.4 | 21.7 | 5.4 | 5.4 | 23.8 | 30.6 | 5.1 |
| Industria De Diseno | ITX SM | NR | $\mathrm{n} / \mathrm{a}$ | 27.16 | n／a | 736，646 | Jan－19 | 22.4 | 20.9 | 5.4 | 5.2 | 26.6 | 3.8 | 3.9 |
| Ovs Spa | OVS IM | NR | n／a | 1.64 | n／a | 3，242 | Jan－19 | 7.0 | 6.8 | 0.4 | 0.4 | 3.0 | 0.2 | 0.8 |
| Pvh Corp | PVH US | NR | n／a | 69.77 | n／a | 41，014 | Feb－19 | 6.9 | 6.4 | 0.8 | 0.8 | 11.5 | 1.1 | 0.2 |
| Vf Corp | VFC US | NR | n／a | 79.29 | n／a | 247，728 | Mar－19 | 23.0 | 20.6 | 6.8 | 6.5 | 29.1 | 2.1 | 2.2 |
| Marks \＆Spencer | MKS LN | NR | n／a | 189.60 | n／a | 35，649 | Mar－19 | 9.7 | 9.7 | 1.2 | 1.2 | 1.2 | 0.1 | 5.8 |
|  |  |  |  |  |  |  | Avg． | 14.3 | 13.3 | 4.3 | 3.8 | 27.9 | 4.3 | 3.6 |
|  |  |  |  |  |  |  | Med． | 12.8 | 12.3 | 3.3 | 3.1 | 23.8 | 1.9 | 3.9 |

[^3]
## Assumption

Figure 12：JNBY＇s key assumptions

| Major assumptions | FY18A | FY19A | FY20E | FY21E | FY22E |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Sales by brand（RMB mn） |  |  |  |  |  |
| JNBY | 1，622 | 1，879 | 2，086 | 2，315 | 2，524 |
| CROQUIS | 565 | 645 | 722 | 809 | 890 |
| jnby by JNBY | 394 | 476 | 547 | 630 | 737 |
| less | 238 | 287 | 353 | 424 | 496 |
| Other brands | 45 | 71 | 104 | 150 | 212 |
| Total | 2，864 | 3，358 | 3，812 | 4，327 | 4，857 |
| Sales by brand growth（\％） |  |  |  |  |  |
| JNBY | 18．7\％ | 15．9\％ | 11．0\％ | 11．0\％ | 9．0\％ |
| CROQUIS | 15．5\％ | 14．1\％ | 12．0\％ | 12．0\％ | 10．0\％ |
| jnby by JNBY | 34．3\％ | 20．8\％ | 15．0\％ | 15．0\％ | 17．0\％ |
| less | 40．5\％ | 20．6\％ | 23．0\％ | 20．0\％ | 17．0\％ |
| Other brands | 206．5\％ | 57．8\％ | 45．0\％ | 44．4\％ | 41．7\％ |
| Total | 22．8\％ | 17．3\％ | 13．5\％ | 13．5\％ | 12．3\％ |
| Sales by channel growth（\％） |  |  |  |  |  |
| Self－owned | 22．5\％ | 6．3\％ | 8．6\％ | 11．4\％ | 9．8\％ |
| Distributors | 19．5\％ | 22．8\％ | 14．0\％ | 12．0\％ | 12．0\％ |
| Online | 42．0\％ | 47．9\％ | 30．0\％ | 25．0\％ | 20．0\％ |
| Sales network by segment |  |  |  |  |  |
| JNBY | 832 | 884 | 934 | 974 | 1，009 |
| CROQUIS | 308 | 338 | 368 | 398 | 428 |
| jnby by JNBY | 461 | 514 | 554 | 594 | 624 |
| less | 150 | 186 | 211 | 236 | 261 |
| Other brands | 80 | 96 | 138 | 198 | 271 |
| Total | 1，831 | 2，018 | 2，205 | 2，400 | 2，593 |
| GP margins by segment |  |  |  |  |  |
| JNBY | 63．6\％ | 61．9\％ | 62．0\％ | 62．2\％ | 62．2\％ |
| CROQUIS | 66．8\％ | 64．1\％ | 64．0\％ | 64．0\％ | 64．0\％ |
| jnby by JNBY | 58．1\％ | 54．4\％ | 55．0\％ | 55．5\％ | 55．7\％ |
| less | 69．4\％ | 66．3\％ | 68．0\％ | 68．5\％ | 68．7\％ |
| Other brands | 51．5\％ | 40．8\％ | 56．7\％ | 56．9\％ | 62．0\％ |
| Total | 63．7\％ | 61．2\％ | 61．8\％ | 62．0\％ | 62．2\％ |
| Opex breakdown |  |  |  |  |  |
| Outsourcing charges／sales | 9．1\％ | 8．9\％ | 8．3\％ | 8．2\％ | 8．1\％ |
| Rental expenses／sales | 15．1\％ | 14．3\％ | 13．8\％ | 13．5\％ | 13．5\％ |
| Staff costs／sales | 7．0\％ | 7．1\％ | 7．3\％ | 7．5\％ | 7．6\％ |
| A\＆P expenses／sales | 4．8\％ | 4．4\％ | 4．8\％ | 4．8\％ | 4．8\％ |
| Provisions for inventory／sales | 2．8\％ | 3．5\％ | 2．8\％ | 2．8\％ | 2．8\％ |
| D\＆A／sales | 1．3\％ | 1．4\％ | 1．3\％ | 1．3\％ | 1．3\％ |
| Selling \＆distribution costs／sales | 36．2\％ | 34．8\％ | 35．5\％ | 35．6\％ | 35．6\％ |
| Admin expenses／sales | 8．8\％ | 9．0\％ | 8．3\％ | 8．3\％ | 8．3\％ |
| OP margins | 19．4\％ | 19．2\％ | 19．2\％ | 19．2\％ | 19．3\％ |
| Effective tax rate | 27．9\％ | 26．9\％ | 28．0\％ | 28．0\％ | 28．0\％ |
| Net profit margins | 14．3\％ | 14．3\％ | 14．0\％ | 14．0\％ | 14．1\％ |
| Net profit att．growth（\％） | 23．8\％ | 17．1\％ | 11．4\％ | 13．2\％ | 13．2\％ |

[^4]Financial Summary

| Income statement |  |  |  |  |  | Cash flow summary |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YE Jun 30 （RMB mn） | FY18A | FY19A | FY20E | FY21E | FY22E | YE Jun 30 （RMB mn） | FY18A | FY19A | FY20E | FY21E | FY22E |
| Revenue | 2，864 | 3，358 | 3，812 | 4，327 | 4，857 | EBIT | 556 | 645 | 732 | 830 | 940 |
| Self－owned | 1，401 | 1，489 | 1，618 | 1，802 | 1，978 | D \＆A | 38 | 60 | 90 | 122 | 157 |
| Distributors | 1，197 | 1，470 | 1，676 | 1，877 | 2，102 | Change in working capital | （140） | （104） | （24） | （55） | （55） |
| Online | 266 | 393 | 511 | 639 | 767 | Income tax paid | （179） | （177） | （208） | （236） | （267） |
| Others | － | 5 | 7 | 8 | 10 | Others | 104 | 13 | 12 | 13 | 14 |
| Cost of goods sold | $(1,038)$ | $(1,302)$ | $(1,456)$ | $(1,644)$ | $(1,836)$ | Net cash from operating | 379 | 437 | 602 | 675 | 788 |
| Gross profit | 1，826 | 2，056 | 2，356 | 2，682 | 3，021 |  |  |  |  |  |  |
| Other income | 18 | 61 | 47 | 49 | 50 | Capex \＆investments | （116） | （201） | （229） | （260） | （291） |
|  |  |  |  |  |  | Associated companies | － | － | － | － |  |
| Operating expenses | $(1,288)$ | $(1,472)$ | $(1,670)$ | $(1,902)$ | $(2,132)$ | Interest received | 11 | － | － | － | － |
| D \＆A | （5） | （7） | （10） | （12） | （15） | Others | （44） | － | － | － | － |
| Staff costs | （168） | （189） | （238） | （274） | （313） | Net cash from investing | （149） | （201） | （229） | （260） | （291） |
| S \＆D costs（ex－staff，D\＆A） | （957） | $(1,080)$ | $(1,238)$ | $(1,410)$ | $(1,577)$ |  |  |  |  |  |  |
| Admin exp．（ex－staff，D\＆A） | （158） | （196） | （185） | （205） | （226） | Equity raised | （31） | － | － | － | － |
| Other operating expenses | － | － | － | － | － | Net change in bank loans | － | － | － | － | － |
| EBIT | 556 | 645 | 732 | 830 | 940 | Dividend paid | （348） | （345） | （348） | （387） | （436） |
|  |  |  |  |  |  | Others | － | （1） | （1） | （1） | （1） |
| Finance costs，net | 13 | 12 | 11 | 12 | 13 | Net cash from financing | （379） | （346） | （349） | （388） | （437） |
| JVs \＆associates | （0） | － | － | － | － |  |  |  |  |  |  |
| Exceptional | － | － | － | － | － | Net change in cash | （149） | （110） | 25 | 27 | 59 |
| Pre－tax profit | 569 | 657 | 743 | 842 | 952 | Beginning cash balance | 494 | 333 | 223 | 248 | 274 |
|  |  |  |  |  |  | Exchange difference | （12） | － | － | － | － |
| Income tax | （159） | （177） | （208） | （236） | （267） | Cash at the end of the year | 333 | 223 | 248 | 274 | 334 |
| Less：Minority interests | 0 | 0 | 0 | 0 | 0 |  |  |  |  |  |  |
| Net profit | 410 | 480 | 535 | 606 | 686 |  |  |  |  |  |  |


| Balance sheet |  |  |  |  |  | Key ratios |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YE Jun 30 （Rmb mn） | FY18A | FY19A | FY20E | FY21E | FY22E | YE Jun 30 | FY18A | FY19A | FY20E | FY21E | FY22E |
| Non－current assets | 318 | 459 | 598 | 736 | 871 | Sales mix（\％） |  |  |  |  |  |
| Fixed asset | 142 | 285 | 426 | 566 | 703 | LILANZ | 48.9 | 44.4 | 42.4 | 41.7 | 40.7 |
| Intangible assets \＆goodwill | 9 | 8 | 6 | 5 | 4 | L2 | 41.8 | 43.8 | 44.0 | 43.4 | 43.3 |
| Prepaid lease payments | 9 | 9 | 9 | 9 | 9 | Others | 9.3 | 11.7 | 13.4 | 14.8 | 15.8 |
| Interest in joint ventures | － | － | － | － | － |  | － | 0.2 | 0.2 | 0.2 | 0.2 |
| Other non－current assets | 159 | 158 | 157 | 156 | 155 | Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Current assets | 1，804 | 1，949 | 2，120 | 2，341 | 2，600 | P\＆L ratios（\％） |  |  |  |  |  |
| Cash and cash equivalents | 333 | 223 | 248 | 274 | 334 | Gross margin | 63.7 | 61.2 | 61.8 | 62.0 | 62.2 |
| Inventories | 764 | 945 | 1，037 | 1，171 | 1，308 | Operating margin | 19.4 | 19.2 | 19.2 | 19.2 | 19.3 |
| Trade and other receivables | 95 | 129 | 146 | 166 | 186 | Pre－tax margin | 19.9 | 19.6 | 19.5 | 19.5 | 19.6 |
| Prepayments | 231 | 270 | 307 | 348 | 391 | Net margin | 14.3 | 14.3 | 14.0 | 14.0 | 14.1 |
| Other current assets | 382 | 382 | 382 | 382 | 382 | Effective tax rate | 27.9 | 26.9 | 28.0 | 28.0 | 28.0 |
| Current liabilities | 823 | 975 | 1，096 | 1，237 | 1，381 | Balance sheet ratios |  |  |  |  |  |
| Bank loans | － | － | － | － | － | Current ratio（x） | 2.2 | 2.0 | 1.9 | 1.9 | 1.9 |
| Trade payables | 204 | 256 | 286 | 323 | 361 | Quick ratio（x） | 1.3 | 1.0 | 1.0 | 0.9 | 0.9 |
| Accruals \＆other payables | 576 | 675 | 767 | 870 | 977 | Cash ratio（x） | 0.4 | 0.2 | 0.2 | 0.2 | 0.2 |
| Tax payables | － | － | － | － | － | Inventory turnover days | 268 | 265 | 260 | 260 | 260 |
| Others | 43 | 43 | 43 | 43 | 43 | Trade receivables days | 12 | 14 | 14 | 14 | 14 |
|  |  |  |  |  |  | Trade payables days | 72 | 72 | 72 | 72 | 72 |
| Non－current liabilities | 11 | 11 | 11 | 11 | 11 | Total debt／total equity ratio（\％） | 1 | 1 | 1 | 1 | 1 |
| Bank loans | － | － | － | － | － | Net debt／equity ratio（\％） | Net | Net | Net | Net | Net |
| Deferred income | － | － | － | － | － | Returns（\％） |  |  |  |  |  |
| Deferred tax | 11 | 11 | 11 | 11 | 11 | ROE | 31.9 | 33.7 | 33.2 | 33.1 | 33.0 |
| Others | － | － | － | － | － | ROA | 19.3 | 19.9 | 19.7 | 19.7 | 19.8 |
|  |  |  |  |  |  | Per share |  |  |  |  |  |
| Minority Interest | － | － | － | － | － | EPS（RMB） | 0.93 | 1.03 | 1.15 | 1.29 | 1.44 |
| Total net assets | 1，288 | 1，423 | 1，611 | 1，830 | 2，079 | DPS（RMB） | 0.67 | 0.65 | 0.72 | 0.81 | 0.90 |
| Shareholders＇equity | 1，288 | 1，423 | 1，611 | 1，830 | 2，079 | BVPS（RMB） | 2.48 | 2.75 | 3.10 | 3.50 | 3.96 |

[^5]招銀国际
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