

# JD.com (JD US)

### **Grinding through growth strategy pains**

JD.com (JD) reported (16 Aug) 2Q23 results: revenue was RMB287.9bn, up 7.6% YoY, 2.5/3.2% higher than our forecast/Bloomberg consensus. Non-GAAP net income was RMB8.6bn, ahead of our estimates/consensus at RMB8.2/7.8bn, thanks to better-than-expected loss reduction for new businesses, and translated into a non-GAAP NPM of 3.0% (2Q22: 2.4%). Despite the beat on overall margins, the 0.2pp miss on OPM of JD Retail (JDR) sparked concerns that its core business margin expansion trajectory could face fluctuations. We lower DCF-based TP by 2% to US\$62.0 to account for greater uncertainties in near-term margin outlook. Maintain BUY.

- Steady E&HA revenue growth drove a beat on 2Q revenue. JD's net product revenue was RMB233.9bn in 2Q23 (81% of total revenue), up 3.5% YoY (2Q22: 2.9%), among which general merchandise revenue was down 8.6% YoY due to a high base and business transition, and electronics and home appliance (E&HA) revenue was up 11.4% YoY (our forecast: 3%), driven by solid growth in both mobile phone and home appliance category, while partly offset by soft performance in PC category due to a high base.
- JDR: sales and marketing investments drove better-than-expected revenue growth. JD Retail (JDR) inked revenue of RMB252.3bn in 2Q23, up 4% YoY and was 3% ahead of our forecast, thanks to better-than-expected E&HA revenue growth, while OPM of JDR was 3.2% in 2Q23, down 0.2pp YoY, and was 0.2pp shy of both our forecast and consensus, which we attribute to additional investment in sales promotions that drove better consumer engagement. Due to soft consumption recovery in the near term, we forecast 2% YoY revenue growth for JDR in 3Q23E.
- Platform ecosystem saw further enhancement. In 2Q23, net services revenue was RMB54.1bn, up 30% YoY, among which marketplace and ads revenue grew 8.5% YoY (2Q22: 9.3%; 1Q23: 7.8%), and logistics and other services was up 51.5% YoY (or 12% YoY if excluding Deppon consolidation). Management highlighted that it is continuously enhancing platform governance, ensuring more fair traffic allocation mechanism between first-party and third-party (3P) merchants, as well as lowering entry barrier for merchants, in order to stimulate 3P business rev growth. In 2Q23, the no. of 3P merchants on JD's platform more than doubled YoY.
- Better-than-expected loss reduction from new businesses drove a beat on margin. GPM was 14.4% for 2Q23, up 1.0pp YoY, which we attribute to an improvement in the GPM of both JDR and increase in revenue contribution from 3P business. Operating income of new business was RMB52mn in 2Q23 (excluding gain on sale of development properties), turnaround from loss of RMB2.0bn in 2Q22 and was better than our forecast at loss of RMB1.0bn, which drove a beat on margin. JD's margin outlook will experience short-term fluctuations, and will take time to stabilize, in our view, until it finishes business operation adjustment. We forecast JD's non-GAAP net profit margin to be 3.5% in 3Q23E (3Q22: 4.1%).

### **Earnings Summary**

•									
(YE 31 Dec)	FY21A	FY22A	FY23E	FY24E	FY25E				
Revenue (RMB mn)	951,592	1,046,236	1,105,842	1,215,768	1,314,573				
YoY growth (%)	27.6	9.9	5.7	9.9	8.1				
Net profit (RMB mn)	(3,559.6)	10,380.0	21,208.4	30,456.2	36,920.2				
Adjusted net profit (RMB mn)	17,207.1	28,220.0	33,113.0	36,891.7	43,704.4				
EPS (Adjusted) (RMB)	10.75	17.74	20.82	23.20	27.48				
Consensus EPS (RMB)	na	na	19.48	22.79	27.25				
P/E (x)	na	59.3	19.3	13.4	11.1				
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Source: Company data, Bloomberg, CMBIGM estimates

### **BUY (Maintain)**

 Target Price
 U\$\$62.00

 (Previous TP
 U\$\$63.40)

 Up/Downside
 72.4%

 Current Price
 U\$\$35.97

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Stock Data

Mkt Cap (US\$ mn)	57,210.3
Avg 3 mths t/o (US\$ mn)	322.1
52w High/Low (US\$)	66.10/32.10
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	-5.7%	-2.4%
3-mth	-5.1%	-14.1%
6-mth	-33.5%	-42.2%

Source: FactSet

#### 12-mth Price Performance



Source: FactSet



## **Business forecasts update and valuation**

Figure 1: JD: quarterly financial results

(RMBbn)	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	2Q23 CMBI estimates	Diff%	2Q23 Consensus	Diff%
Revenue breakdown by product a	and servi	ces rever	nue							
Net product revenues	204.4	226.0	197.0	237.6	195.6	233.9	224.6	4.1%	224.7	4.1%
YoY growth (%)	16.6%	2.9%	5.9%	1.2%	-4.3%	3.5%	-0.6%			
Electronics and home appliance revenues	118.4	136.6	119.3	141.7	117.0	152.1	140.8	8.1%	137.3	10.8%
YoY growth (%)	13.8%	-0.1%	7.6%	0.5%	-1.2%	11.4%	3.0%	0.170	107.5	10.070
General merchandise revenues	86.0	89.4	77.7	95.9	78.6	81.7	83.8	-2.5%	87.3	-6.4%
YoY growth (%)	20.7%	7.8%	3.5%	2.3%	-8.7%	-8.6%	-6.2%	2.070	01.0	0.470
Net services revenues	35.2	41.6	46.5	57.8	47.4	54.1	56.2	-3.8%	53.4	1.3%
YoY growth (%)	26.3%	21.9%	42.2%	40.3%	34.5%	30.1%	35.2%	0.070	0011	110 /
Marketplace and advertising		,	,							
revenues	17.7	20.7	19.0	24.6	19.1	22.5	23.2	-3.0%	22.9	-1.9%
YoY growth (%) Logistics and other service	25.2%	9.3%	13.0%	10.6%	7.8%	8.5%	11.9%			
revenues	17.6	20.8	27.6	33.2	28.3	31.6	33.0	-4.4%	30.5	3.6%
YoY growth (%)	27.5%	37.8%	73.0%	75.1%	61.3%	51.5%	58.5%			
Revenue breakdown by business	segment	ts								
JD Retail	217.5	241.6	211.9	258.9	212.4	252.3	245.2	2.9%	245.2	2.9%
YoY growth (%)	17.1%	3.9%	7.0%	3.6%	-2.4%	4.4%				
JD Logistics	27.4	31.3	35.8	43.0	36.7	41.0				
YoY growth (%)	22.0%	20.0%	38.9%	41.1%	34.3%	31.2%				
Dada	0.7	2.3	2.4	2.7	2.6	2.8				
YoY growth (%)					274.4%	23.2%				
New businesses	5.8	6.3	5.0	4.8	3.5	4.3				
YoY growth (%)	11.7%	10.0%	12.8%	-42.0%	-40.1%	31.1%				
Intersegment elimination	-11.7	-13.8	-11.5	-13.9	-11.7	-13.5				
Total revenue	239.7	267.6	243.5	295.4	243.0	287.9	280.8	2.5%	279.1	3.2%
YoY growth (%)	18.0%	5.4%	11.4%	7.1%	1.4%	7.6%	4.9%			
Gross profit	33.4	35.9	36.2	41.5	36.0	41.4	40.0	3.5%	39.8	4.2%
Operating profit	2.4	3.8	8.7	4.8	6.4	8.3	7.6	9.0%	6.9	20.1%
JD Retail operating profit	7.9	8.2	10.9	7.9	9.8	8.1	8.5	-4.6%	8.4	-2.7%
Non-GAAP net profit	4.0	6.5	10.0	7.7	7.6	8.6	8.2	4.2%	7.8	10.0%
YoY growth (%)	1.6%	40.3%	98.9%	114.8%	88.3%	31.9%	26.5%			
Margin profile										
GPM (%)	14.0%	13.4%	14.9%	14.1%	14.8%	14.4%	14.3%	0.1 ppt	14.2%	0.1 ppt
OPM (%)	1.0%	1.4%	3.6%	1.6%	2.6%	2.9%	2.7%	0.2 ppt	2.5%	0.4 pp
JD Retail	3.6%	3.4%	5.2%	3.0%	4.6%	3.2%	3.4%	-0.2 ppt	3.4%	-0.2 ppt
Adjusted NPM (%)	1.7%	2.4%	4.1%	2.6%	3.1%	3.0%	2.9%	0.0 ppt	2.8%	0.2 pp

Source: Company data, CMBIGM



Figure 2: JD: forecast revision

			Current	Previous			Change (		
RMB bn	2023E	2024E	2025E	2023E	2024E	2025E	2023E	2024E	2025E
Revenue	1,105.8	1,215.8	1,314.6	1,094.3	1,205.5	1,307.4	1.1%	0.9%	0.5%
Gross Profit	163.7	183.5	200.2	161.4	181.3	198.3	1.5%	1.2%	1.0%
Non-GAAP net profit	33.1	36.9	43.7	34.4	38.9	45.2	-3.6%	-5.1%	-3.2%
Gross Margin	14.8%	15.1%	15.2%	14.7%	15.0%	15.2%	0.1 ppt	0.1 ppt	0.1 ppt
Non-GAAP net margin	3.0%	3.0%	3.3%	3.1%	3.2%	3.5%	-0.1 ppt	-0.2 ppt	-0.1 ppt

Source: CMBIGM estimates

Figure 3: CMBIGM estimates vs consensus

	Current			(	Diff (%)				
RMB bn	2023E	2024E	2025E	2023E	2024E	2025E	2023E	2024E	2025E
Revenue	1,105.8	1,215.8	1,314.6	1,094.3	1,205.5	1,307.4	1.1%	0.9%	0.5%
Gross Profit	163.7	183.5	200.2	161.4	181.3	198.3	1.5%	1.2%	1.0%
Non-GAAP net profit	33.1	36.9	43.7	34.4	38.9	45.2	-3.6%	-5.1%	-3.2%
Gross Margin	14.8%	15.1%	15.2%	14.7%	15.0%	15.2%	0.1 ppt	0.1 ppt	0.1 ppt
Non-GAAP net margin	3.0%	3.0%	3.3%	3.1%	3.2%	3.5%	-0.1 ppt	-0.2 ppt	-0.1 ppt

Source: Bloomberg, CMBIGM estimates

### DCF based target price of US\$62.0

Our target price is US\$62.0, based on DCF valuation methodology (WACC of 11.8% and terminal growth of 2.0%; both unchanged). Our target price translates into 20.6x 2023E PE (non-GAAP). Our previous DCF-based target price of US\$63.4 translates into 20.3x 2023E PE (non-GAAP).

Figure 4: JD: DCF valuation (WACC of 11.8% and terminal growth of 2.0%)

(RMBbn)	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Total revenue	1,106	1,216	1,315	1,397	1,465	1,519	1,561	1,595
NPV of FCF Discounted terminal	251							
value	310							
Total equity valuation No. of shares	644							
(diluted, mn) Valuation per share	1,591							
(USD)	58.4							
TP per share (USD)	62.0							

Source: CMBIGM estimates



# **Financial Summary**

INCOME STATEMENT	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Revenue	745,802	951,592	1,046,236	1,105,842	1,215,768	1,314,573
Cost of goods sold	(636,694)	(822,525)	(899,163)	(942,120)	(1,032,306)	(1,114,366)
Gross profit	109,108	129,067	147,073	163,722	183,462	200,208
Operating expenses	(96,766)	(124,926)	(127,350)	(132,340)	(142,366)	(151,307)
Selling expense	(27,156)	(38,743)	(37,772)	(40,916)	(43,768)	(46,010)
Admin expense	(6,409)	(11,562)	(11,053)	(11,058)	(12,158)	(13,146)
R&D expense	(16,149)	(16,332)	(16,893)	(16,698)	(17,750)	(18,535)
Others	(47,051)	(58,288)	(61,632)	(63,667)	(68,691)	(73,616)
Operating profit	12,343	4,141	19,723	31,382	41,096	48,900
Other gains/(losses)	32,556	(590)	(1,555)	0	0	0
Share of (losses)/profits of associates/JV	4,291	(4,918)	(2,195)	86	0	0
EBIT	49,191	(1,367)	15,973	31,468	41,096	48,900
Interest income	1,628	(1,213)	(2,106)	(2,505)	(2,676)	(2,400)
Pre-tax profit Income tax	<b>50,819</b> 1,482	<b>(2,581)</b> 1,887	<b>13,867</b> 4,176	<b>28,963</b> 7,474	<b>38,420</b> 7,684	<b>46,500</b> 9,300
After tax profit	49,337	(4,467)	9,691	21,488	30,736	37,200
Minority interest	(75)	(924)	(697)	280	280	280
Discontinued operations	0	0	0	0	0	0
Others	(7)	(16)	(8)	0	0	0
Net profit	49,405	(3,560)	10,380	21,208	30,456	36,920
Adjusted net profit	16,828	17,207	28,220	33,113	36,892	43,704
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BALANCE SHEET	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Current assets	234,801	299,672	351,074	378,097	420,531	473,302
Cash & equivalents	86,085	70,767	78,861	99,637	131,624	174,918
Restricted cash	4,434	5,926	6,254	6,254	6,254	6,254
Account receivables	7,112	11,900	20,576	24,238	26,647	28,813
Inventories	58,933	75,601	77,949	80,443	88,144	95,150
Prepayment	7,077	11,456	15,156	15,156	15,156	15,156
Other current assets	71,161	124,023	152,278	152,369	152,706	153,012
Non-current assets	187,487	196,835	244,176	245,119	256,340	266,463
PP&E	22,597	32,944	55,080	56,023	67,244	77,367
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  Total assets	73,005 <b>422,288</b>	61,300 <b>496,507</b>	75,390 <b>595,250</b>	75,390 <b>623,216</b>	75,390 <b>676,871</b>	75,390 <b>739,765</b>
Total assets	422,200	490,307	595,250	023,210	676,671	739,763
Current liabilities	174,017	221,636	266,561	264,227	276,610	290,878
Short-term borrowings	0	4,368	12,146	12,146	12,146	12,146
Account payables	106,818	140,484	160,607	157,450	166,866	178,451
Tax payable	3,029	2,568	5,926	5,926	5,926	5,926
Other current liabilities	28,621	33,083	37,624	38,447	41,414	44,097
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	65,515	67,002	68,754
Long-term borrowings	12,531	9,386	10,224	21,173	22,660	24,412
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	329,742	343,612	359,632
Share capital	0	0	0	0	0	0
Capital surplus	153,357	208,912	213,366	211,549	220,878	230,832
Retained earnings	37,418	0	0	21,208	51,665	88,585
Other reserves	13,900	1,212	590	590	590	590
Total shareholders equity	204,677	210,124	213,956	233,348	273,133	320,007
Minority interest	16,943	36,661	60,167	60,167	60,167	60,167
Total equity and liabilities	422,288	496,507	595,250	623,257	676,912	739,806



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CASH FLOW	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Operating	50.040	(0.504)	40.007	00.000	00.400	40.500
Profit before taxation	50,819	(2,581)	13,867	28,963	38,420	46,500
Depreciation & amortization	6,068 (1,482)	6,232	7,236	5,268	5,800	6,310
Tax paid Change in working capital	18,678	(1,887) 18,948	(4,176) 22,119	(7,474) (8,580)	(7,684) 1,935	(9,300) 4,790
Change in working capital Others	(31,539)	21,588	18,773	(8,580) 8,239	9,049	9,674
Net cash from operations	<b>42,544</b>	42,301	<b>57,819</b>	26,415	47,520	57,974
Investing						
Capital expenditure	(9,340)	(19,057)	(38,165)	(16,588)	(17,021)	(16,432)
Acquisition of subsidiaries/ investments	(78,807)	(181,916)	(184,792)	0	0	0
Net proceeds from disposal of short-term				0	0	0
investments	35,379	126,934	171,853			
Others	(5,042)	(209)	(2,922)	0	0	0
Net cash from investing	(57,811)	(74,248)	(54,026)	(16,588)	(17,021)	(16,432)
Financing		/·				
Net borrowings	4,784	(2,975)	7,027	10,949	1,487	1,752
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	10,949	1,487	1,752
Net change in cash						
Cash at the beginning of the year	39,912	90,519	76,693	85,115	105,891	137,878
Exchange difference	(5,198)	(1,382)	3,449	0	0	0
Cash at the end of the year	90,519	76,693	85,115	105,891	137,878	181,172
GROWTH	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Revenue	29.3%	27.6%	9.9%	5.7%	9.9%	8.1%
Gross profit	29.2%	18.3%	14.0%	11.3%	12.1%	9.1%
Operating profit	37.2%	(66.5%)	376.3%	59.1%	31.0%	19.0%
EBIT	289.4%	na	na	97.0%	30.6%	19.0%
Net profit	305.5%	na 2 20/	na c4 ov	104.3%	43.6%	21.2%
Adj. net profit	56.5%	2.3%	64.0%	17.3%	11.4%	18.5%
PROFITABILITY	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Gross profit margin	14.6%	13.6%	14.1%	14.8%	15.1%	15.2%
Operating margin	1.7%	0.4%	1.9%	2.8%	3.4%	3.7%
Adj. net profit margin	2.3%	1.8%	2.7%	3.0%	3.0%	3.3%
Return on equity (ROE)	32.7%	(1.7%)	4.9%	9.5%	12.0%	12.4%
GEARING/LIQUIDITY/ACTIVITIES	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec	45.00	(= =)	45.51	4>	4- 0	
Net debt to equity (x)	(0.4)	(0.3)	(0.3)	(0.3)	(0.4)	(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	7.4	7.6	7.7
Inventory turnover days Payable turnover days	(33.5)	(29.9) (54.9)	(31.2)	(30.7)	(29.8) (57.3)	(30.0)
	(56.5)	(54.9)	(61.1)	(61.6)	(57.3)	(56.6)
VALUATION	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
P/E	12.8	na	59.3	19.3	13.4	11.1
P/E (diluted)	13.1	na	60.4	19.7	13.7	11.3
P/B	3.1	3.8	2.9	1.8	1.5	1.3

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



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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

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