CMB International Global Markets | Equity Research | Company Update

# **CMGE Technology (302 HK)**

### Eyes on strong pipeline in FY23E

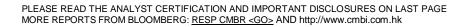
We suggest investors to look beyond CMGE's soft FY22 (rev -31% YoY) which is disrupted by licenses suspension. Looking into 2023E, we see high visibility for CMGE to regain momentum (forecasting rev +97% in FY23E), backed by 11 new titles to be launched (including two highly-anticipated titles: *Soul Land: Shrek College, Sword and Fairy: Wen Qing*). *Sword and Fair World* (仙剑世界), a self-developed metaverse platform to be launched in 2H23E, will bring further upside if it is executed well. We expect CMGE to benefit from game license normalization and AIGC tailwinds. We keep our financials unchanged, with DCF-based TP at HK\$3.52 (implying 14x/11x FY23/24E P/E).

- Look beyond mixed FY22. CMGE delivered mixed FY22 results, in which revenue -31% YoY, in line with our estimates. But adj. net profit came in at RMB196mn, below our forecast of RMB70mn, mainly due to non-operating losses incurred by investees whose launches were postponed amid license suspension in 2022. However, we think the results could be forgivable as GPM lifted up to 41% (above our estimate of 39.6%), improving sequentially from 37.2% in FY21, despite the challenging macro and tightened regulatory environment. As the market has already well anticipated the softness, we suggest to look beyond FY22 and move into fruitful FY23/24E, backed by 1) loosening of regulation, 2) strong pipeline, 3) overseas expansion and 4) low base in FY22.
- Reacceleration in sight with strong pipeline. CMGE exceled itself with abundant valuable IP reserve and rich pipeline. We expect FY23/24E to regain momentum, with ~20 games in pipeline (6 licensed), including over five key titles (e.g. Sword and Fairy: Wen Qing (新仙剑之挥剑问情, to be launched in Jul 2023), Soul Land: Shrek College (斗罗大陆: 史莱克学院, Sep 2023), Sword and Fair World (仙剑世界)). Coupled with full-year contribution from two games launched in 2H22, we forecast its rev +97% YoY in FY23E, in which overseas games account for ~25% of rev (backed by 15 new games). CMGE plans to launch Sword and Fairy World in 2H23E. As an open world game + entertainment and social networking Metaverse platform, we expect it to attract more users and creators with vibrant content and AIGC initiatives.
- Maintain BUY. We keep our FY23-24E earnings unchanged, with DCF-based TP at HK\$3.52. The stock is trading at 8.6x FY23E P/E, an attractive valuation in our view. We expect its multiple to rerate, considering its abundant pipeline, strong earnings growth and low grossing concentration. Key catalysts: 1) Sword and Fair World PV in Apr; and 2) blockbuster games in 2H23E.

#### **Earnings Summary**

(YE 31 Dec)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue (RMB mn)	3,957	2,714	5,350	7,403	8,436
YoY change (%)	4%	-31%	97%	38%	14%
Adj. net income (RMB mn)	630	(196)	601	812	931
Adj. EPS (RMB)	0.27	(0.07)	0.22	0.29	0.34
YoY growth (%)	-22%	NA	NA	35%	15%
Consensus EPS (RMB)	NA	NA	0.23	0.31	0.30
P/E (x)	7.2	NA	9.0	6.7	5.8
P/S (x)	1.2	1.7	0.9	0.6	0.5
Yield (%)	3%	3%	3%	3%	3%
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIGM estimates





### **BUY (Maintain)**

Target Price	HK\$3.52
(Previous TP	HK\$3.52)
Up/Downside	+57.8%
Current Price	HK\$2.23

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#### Stock Data

Mkt Cap (HK\$ mn)	6,283
Avg 3 mths t/o (HK\$ mn)	28.58
52w High/Low (HK\$)	2.75/ 1.10
Total Issued Shares (mn)	2,768
Source: Bloomberg	

#### Shareholding Structure

Fairview Ridge Investment	25.1%
Pegasus Network	10.6%
Bilibili	7.2%
Source: Bloomberg	

#### Share Performance

	Absolute	Relative
1-mth	0.5%	2.0%
3-mth	42.0%	38.8%
6-mth	38.5%	23.9%
Source: Bloomberg		

#### 12-mth Price Performance



Source: Bloomberg

Auditor: Ernst & Young



#### Figure 1: CMGE key game pipeline in 2023 & 2024

Title	Chinese title	License	Genre	(est.)Launch date	Detail
Sword and Fairy World	仙剑世界	Ν	PRG/Open world	3Q23	Self-developed
Sword and Fairy: Wen Qing	新仙剑之挥剑问情	Y	PRG/CCG	2Q23	
Soul Land · Shrek College	斗罗大陆:史莱克学院	Ν	MMORPG	3Q23	
Swallowed Star	吞噬星空	Y	Action/CCG	1Q23	
Cultivation Fantasy	我的御剑日记	Y	CCG	2Q23	
3asketball 3v3	街篮 3v3	Y	Sports	3Q23	Self-developed
Vorld of Castellan	城主天下	Y	SLG	2Q23	Self-developed
Soul Land · reverse time and space	斗罗大陆:逆转时空	Ν	MMORPG	2024	
DreamWorks: All Stars	梦工厂全明星	Ν	ARPG	2024	
Battle Through the Heaven	斗破苍穹	Ν	ARPG	2024	
Disney: All Stars	迪士尼全明星	Ν	ARPG	2024.	
Soul Land · Longyuan	斗罗大陆:龙渊	Ν	MMORPG	2024	

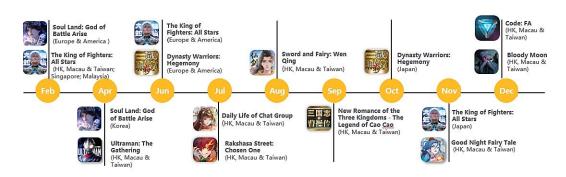
Source: Company data, CMBIGM

#### Figure 2: Pipeline of new games in 2023 (China)



Source: Company data, CMBIGM

#### Figure 3: Pipeline of new games in 2023 (overseas)



Source: Company data, CMBIGM



#### Figure 4: CMGE's FY22 review

RMB mn, Dec-YE	FY21	FY22	FY23E	FY24E	FY25E
Revenue	3,957	2,714	5,350	7,403	8,436
Game publishing	2,820	2,114	3,247	3,930	4,519
Game development	905	453	1,941	3,207	3,623
IP licensing	232	147	162	267	294
Overseas game	432	366	1,483	2,863	3,664
Domestic game	2,698	1,939	2,435	2,513	2,647
Cost of sales	(2,483)	(1,602)	(3,156)	(4,368)	(4,977)
Gross profit	1,473	1,112	2,193	3,035	3,459
Selling and distribution expenses	(498)	(238)	(545)	(755)	(860)
Administrative expenses	(446)	(731)	(893)	(1,255)	(1,434)
Other expenses	(31)	(193)	(34)	(38)	(34)
Operating profit	499	(50)	721	987	1,130
Other income and gains	237	64	-	-	-
Finance costs	(24)	(35)	(23)	(20)	(21)
Share of profits and losses of JV	(4)	(0)	(1)	(2)	(1)
Share of profits and losses of associates	(2)	(17)	(11)	(10)	(12)
Pre-tax profit	705	(38)	686	955	1,095
Tax	(57)	(41)	(86)	(143)	(164)
Profit for the period from continuing operations	648	(80)	601	812	931
Profit for the period from a discontinued operation	-	-	-	-	-
Profit for the period	594	(217)	601	812	931
MI	(18)	(12)	0	0	0
Net profit attributable to ordinary shareholders	612	(205)	601	812	931
Adj. net profit	630	(196)	601	812	931
Margin Analysis					
Gross margin	37%	41%	41%	41%	41%
Operating margin	13%	-2%	13%	13%	13%
Net margin	16%	-7%	11%	11%	11%
Growth Analysis					
Revenue	4%	-31%	97%	38%	14%
Gross profit	20%	-25%	97%	38%	14%
Operating profit	17%	NA	NA	37%	14%
Net profit	-22%	NA	NA	35%	15%

Source: Company data, CMBIGM estimates



*Sword and Fairy World* aims not only to be an online game but also a social platform to maintain core users base for games in the future. The mgmt expects to launch PVs on 20 April and 27 April, the first-round test in May or June, and finally game launch in 2H23E.

- **Top Chinoiserie IP with fruitful years to come.** Sword and Fairy is the top IP (with more than 100mn fans) in Chinoiserie. Mgmt believes 2023-2025 will be fruitful years for the IP, attributable to its multi-year development and efforts in this field. Hundreds of co-operation with the IP further underpin solid foundation for Sword and Fairy World.
- Promising addressable market. Sword and Fairy World's addressable market is promising, given it steps into the Chinoiserie market with a more trillion market size, in which Sword and Fairy games occupy RMB30bn-50bn. With sophisticated experiences in Sword and Fairy series games, Sword and Fairy World is capable of fulfilling users' demands with high-quality content, differentiating it from other Sword and Fairy games in the homogeneous market.
- Well positioned in the open-world games. Compared to major genres, such as ACG and martial arts, Sword and Fairy is well-positioned to capture the opportunity in the open-world games with its unique IP.

Figure 5: Introduction of Sword and Fairy World



Source: Company data, CMBIGM

#### Figure 6: Gameplay of Sword and Fairy World



Source: Company data, CMBIGM



#### Figure 7: CMBIGM estimates vs consensus

	CMBIGM			Consensus			Diff (%)		
RMB mn, Dec-YE	2023E	2024E	2025E	2023E	2024E	2025E	2023E	2024E	2025E
Revenue	5,350	7,403	8,436	4,868	6,340	6,663	9.9%	16.8%	26.6%
Gross profit	2,193	3,035	3,459	1,955	2,540	2,614	12.2%	19.5%	32.3%
Operating profit	721	987	1,130	736	1,010	538	-2.0%	-2.3%	110.0%
Adj. net profit	601	812	931	566	836	833	6.1%	-2.8%	11.7%
Adj. EPS (RMB)	0.22	0.29	0.34	0.23	0.31	0.30	-6.8%	-6.1%	14.0%
Gross margin	41.0%	41.0%	41.0%	40.2%	40.1%	39.2%	+0.8ppts	+0.9ppts	+1.8ppts
Operating margin	13.5%	13.3%	13.4%	15.1%	15.9%	8.1%	-1.6ppts	-2.6ppts	+5.3ppts
Adj. net margin	11.2%	11.0%	11.0%	11.6%	13.2%	12.5%	-0.4ppts	-2.2ppts	-1.5ppts

Source: CMBIGM estimates, Bloomberg

#### Figure 8: Earnings revision

		New			Old			Diff (%)	
RMB mn, Dec-YE	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	5,350	7,403	8,436	5,350	7,403	NA	0.0%	0.0%	NA
Gross profit	2,193	3,035	3,459	2,193	3,035	NA	0.0%	0.0%	NA
Operating profit	721	987	1,130	721	987	NA	0.0%	0.0%	NA
Adj. net profit	601	812	931	601	812	NA	0.0%	0.0%	NA
EPS (RMB)	0.22	0.29	0.34	0.22	0.29	NA	0.0%	0.0%	NA
Gross margin	41.0%	41.0%	41.0%	41.0%	41.0%	NA	0.0ppts	0.0ppts	NA
Operating margin	13.5%	13.3%	13.4%	13.5%	13.3%	NA	0.0ppts	0.0ppts	NA
Net margin	11.2%	11.0%	11.0%	11.2%	11.0%	NA	0.0ppts	0.0ppts	NA

Source: Company data, CMBIGM estimates

#### Figure 9: DCF valuation

DCF Valuation (Rmb mn)								
	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E
EBIT	709	975	1,116	1,331	1,548	1,762	1,970	2,168
Tax	(86)	(143)	(164)	(232)	(269)	(307)	(343)	(377)
D&A	40	37	39	41	43	45	47	50
Change in working capital	(513)	(680)	(340)	(347)	(354)	(361)	(368)	(375)
CAPEX	(30)	(30)	(30)	(32)	(33)	(35)	(36)	(38)
FCF	120	159	621	762	934	1,105	1,270	1,426
FCF Growth		33%	291%	23%	23%	18%	15%	12%
PV	120	138	471	503	538	554	555	5,274
Terminal Value								12,441

Assumptions	
WACC	14.8%
Tax rate	-17.0%
Risk free rate	3.95%
Beta	1.2
Market risk return	13.0%
Cost of equity	14.8%
Long term growth	3.0%

			WACC						
			~	13%	14%	15%	16%	17%	
Equity Value			1.5%	3.94	3.58	3.28	3.02	2.79	
PV	8,153	Terminal	2.0%	4.06	3.67	3.35	3.08	2.84	
minus: Net debt (Rmb mn)	(508)		2.5%	4.18	3.77	3.43	3.14	2.90	
minus: Minority interest (Rmb mn)	0	growth	3.0%	4.32	3.88	3.52	3.21	2.95	
Equity Value(Rmb mn)	8,660	rate	3.5%	4.48	4.00	3.61	3.29	3.02	
FX	0.89		4.0%	4.65	4.13	3.72	3.37	3.08	
Target Price (HK\$) based on DCF	3.52		4.5%	4.84	4.28	3.83	3.46	3.16	

Source: CMBIGM estimates, Bloomberg



#### Figure 10: Comps table

Company	Ticker	Mkt cap Currency		Price	CMBI	CMBI	PE			PS		
		(USD mn)			Raiting	TP	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
CMGE	302 HK	786	HKD	2.23	BUY	3.52	9.0	6.7	5.8	0.9	0.6	0.
Domestic Game												
Tencent	700 HK	457,834	HKD	376	BUY	450	22.5	19.0	16.2	5.1	4.6	4.1
NetEase	NTES US	55,939	USD	85	BUY	116	16.4	14.7	13.2	3.7	3.3	3.0
XD Inc	2400 HK	1,622	HKD	27	NA	NA	NA	NA	32.4	3.4	2.5	2.0
Kingsoft	3888 HK	5,953	HKD	34	NA	NA	62.7	38.6	29.7	4.5	3.8	3.2
IGG	799 HK	416	HKD	3	NA	NA	NA	66.1	11.2	0.7	0.6	0.6
FriendTimes	6820 HK	272	HKD	1	BUY	3	7.9	4.1	2.4	1.0	0.8	0.6
Archosaur Games	9990 HK	671	HKD	7	NA	NA	NA	NA	NA	5.9	3.2	0.5
Perfect World	002624 CH	4,620	CNY	16	BUY	49	20.4	17.8	15.0	4.1	3.4	3.0
Sanqi Interactive	002555 CH	8,609	CNY	26	BUY	30	20.0	17.3	15.3	3.6	3.1	2.
Average							17.4	14.6	12.2	3.5	2.8	2.2
International Gan	ne											
Activision Blizzard	ATVI US	61,675	USD	79	NA	NA	20.1	18.5	16.9	6.6	6.4	5.9
Electronic Arts	EA US	31,032	USD	113	NA	NA	18.5	17.2	15.5	4.3	4.1	3.8
Take-Two	TTWO US	19,155	USD	114	NA	NA	33.3	21.4	14.7	3.6	3.1	2.5
ROBLOX	RBLX US	25,930	USD	43	NA	NA	NA	NA	NA	8.6	7.5	6.8
Nintendo	7974 JT	50,234	JPY	5,076	NA	NA	16.7	18.8	20.1	4.1	4.4	4.6
Bandai Namco	7832 JT	14,200	JPY	8,394	NA	NA	19.1	18.5	16.9	1.9	1.9	1.8
Square Enix	9684 JT	5,882	JPY	6,300	NA	NA	17.2	16.4	16.7	2.3	2.1	2.1
Z Holdings	4689 JT	22,238	JPY	382	NA	NA	15.9	29.8	24.0	1.7	1.6	1.5
CyberAgent	4751 JT	4,443	JPY	1,152	NA	NA	29.0	20.5	15.1	0.8	0.8	0.7
Sony	6758 JT	111,280	JPY	11,580	NA	NA	16.8	16.0	14.4	1.3	1.2	1.2
Capcom	9697 JT	9,575	JPY	4,715	NA	NA	35.0	31.6	28.2	10.3	9.3	8.
Oriental Land	4661 JT	61,137	JPY	22,060	NA	NA	NA	82.9	62.1	17.3	14.5	12.1
Nexon	3659 JT	19,825	JPY	2,998	NA	NA	24.7	21.4	19.6	6.5	5.9	5.4
Average							22.4	19.8	18.4	5.3	4.8	4.4
Average							23.3	18.9	17.4	4.6	4.0	3.

Source: Bloomberg, CMBIGM estimates

### **Financial Summary**

Income statement					
YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue	3,957	2,714	5,350	7,403	8,436
Game publishing	2,820	2,114	3,247	3,930	4,519
Game development	905	453	1,941	3,207	3,623
IP licensing	232	147	162	267	294
COGS	(2,483)	(1,602)	(3,156)	(4,368)	(4,977)
Gross profit	1,473	1,112	2,193	3,035	3,459
S&M	(498)	(238)	(545)	(755)	(860)
R&D	(446)	(731)	(893)	(1,255)	(1,434)
Other expenses	(31)	(193)	(34)	(38)	(34)
Operating profit	499	(50)	721	987	1,130
Other income	237	64	-	-	-
Finance costs	(24)	(35)	(23)	(20)	(21)
Associates	(7)	(17)	(12)	(12)	(13)
Pre-tax Income	705	(38)	686	955	1,095
Income Tax	(57)	(41)	(86)	(143)	(164)
MI	(18)	(12)	-	-	-
Net profit	612	(205)	601	812	931
Adj. net profit	630	(196)	601	812	931

Cash flow summary					
YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E
Pre-tax Income	651	(175)	686	955	1,095
D&A	132	25	40	37	39
Change in WC	(339)	(263)	(513)	(680)	(340)
Others	(88)	411	(72)	(130)	(150)
Operating CF	356	(2)	141	183	595
Capex	(305)	(300)	(30)	(30)	(30)
Others	(690)	124	-	-	-
Investing CF	(995)	(177)	(30)	(30)	(30)
Equity raised	702	-	-	-	-
Others	(651)	(588)	271	73	606
Financing CF	51	(588)	271	73	606
Net change in cash	51	(588)	271	73	606
Cash (beg of yr)	795	819	237	508	581
FX	(27)	7	-	-	-
Cash (end of yr)	819	237	508	581	1,186

Balance sheet						Key ratios					
YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E	YE 31 Dec	FY21A	FY22A	FY23E	FY24E	FY25E
Non-current assets	4,517	4,923	5,071	5,460	5,699	Sales mix (%)					
Fixed asset	9	18	4	0	42	Game publishing	71.3	77.9	60.7	53.1	53.6
Goodwill	1,108	1,125	1,023	1,023	1,023	Game development	22.9	16.7	36.3	43.3	43.0
Intangible assets	537	539	692	688	687	IP licensing	5.9	5.4	3.0	3.6	3.5
Others	3,457	3,821	4,130	4,580	4,799	Total	100.0	100.0	100.0	100.0	100.0
Current assets	3,325	2,231	2,992	3,930	4,972	Growth rate (%)					
Cash	819	237	508	581	1,186	Revenue	3.6	(31.4)	97.1	38.4	14.0
Trade receivables	1,052	1,071	1,444	1,999	2,278	Gross profit	20.5	(24.6)	97.3	38.4	14.0
Other current assets	1,454	923	1,040	1,351	1,508	EBIT	16.7	NÁ	NA	36.9	14.5
						Net profit	(21.9)	NA	NA	35.2	14.6
Current liabilities	1,788	1,359	1,329	1,435	1,571		. ,				
Bank loans	765	444	604	524	564	P&L ratios (%)					
Trade and other payables	867	590	568	754	850	Gross Margin	37.2	41.0	41.0	41.0	41.0
Tax payable	135	133	133	133	133	Pre-tax margin	17.8	(1.4)	12.8	12.9	13.0
Other current liabilities	21	192	23	23	23	Adj. net margin	15.9	(7.2)	11.2	11.0	11.0
						Effective tax rate	(8.8)	23.6	(12.5)	(15.0)	(15.0)
Non-current liabilities	260	103	75	75	75		. ,		. ,	. ,	. ,
Deferred tax liabilities	73	75	75	75	75	Returns (%)					
Contingent consideration	178	-	-	-	-	ROE	11.2	(3.8)	9.7	11.2	11.0
Others	8	27	-	-	-	ROA	8.4	(2.9)	7.9	9.3	9.3
Total Equity	5,794	5,692	6,658	7,880	9,025						

Source: Company data, CMBIGM estimates





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