CMB International Global Markets | Equity Research | Initiation

Chow Tai Fook (1929 HK)

Rosy near-term outlook with border re-opening; store efficiency enhancement a multi-year driver

The border re-opening between China and Hong Kong/ Macau has represented a clear catalyst to CTF, and we think the strong 4QFY23 is probably just one of the milestones of this upcycle. According to Hong Kong Tourism Board, there were 4.4mn visitors to HK in the first three months this year, of which 3.3mn were from Mainland China. While the data has been pre-emptive to CTF's sales trajectory, we see further upside to CTF's SSSG in the next few quarters. This is much explained by the strong travel booking rate of the 5.1 Golden Week holiday, and our internet team further expects the momentum to extend into 3Q aided by peak summer holiday travel period. Meanwhile, a better than expected new store addition of 1.6k (vs guidance 1.4-1.5k) has boded well to CTF's network growth, and hence, the cadence for its lower-tier cities penetration. However, we expect an inflection from here when CTF will switch its focus to lift existing store efficiency. Operationally, we see scope for the GPM mix to optimize with a refreshed branding and higher contribution from high-end collections (HUA/ Wonderful Life). We also expect more cost initiatives (such as streamlining SKU) to be in place to drive a 0.5pp OPM increase within our forecast period, and this is on track to management target of a 2-3pp increase by FY26E. With these, CTF has painted a rosy outlook to us with exposure to the re-opening theme and margins expansion. We initiate CTF at BUY.

- Recap on 4QFY23. Mainland China/ HK & Macau SSSG came in at -5.6% and +96.5%, respectively, in general higher than market consensus, and has demonstrated a V-shape recovery from that in 3Q (down 33.1%/ 7.8%). In the Mainland, the same store ASP of gem-sets was HK\$8,600 (4QFY22: HK\$7,600), while that of Hong Kong and Macau was HK\$18,000 (4QFY22: HK\$17,900). E-commerce's contribution in Mainland China amounted to 3.6% in RSV and 9.4% in volume.
- Sales by collection. The Wonderful Life Collection sold better than management expected, and this explained the ASP uplift mentioned above. Meanwhile, the HUA series (high-ASP) accounted for 40% of gold RSV.
- Senior management change. CTF announced that Mr. Chan, MD of China, retired by March 2023 and Mr. Wong, MD of HK will temporarily assume the role until suitable candidate is identified. While Mr. Wong has previously taken up the role before Mr. Chan joined, we see no major transition risk.
- Valuation. Our TP is based on 23.0x end-FY24E P/E which represents +1sd above long-term average since 2018.

Earnings Summary

	EVOLA		EVOOE	EVOIE	EVOLE
(YE 31 Mar)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue (HK\$ mn)	70,164	98,938	97,974	113,464	129,685
YoY growth (%)	23.6	41.0	(1.0)	15.8	14.3
Net profit (HK\$ mn)	6,026.4	6,712.3	7,083.0	8,784.9	10,622.8
EPS (Reported) (HK\$)	0.60	0.67	0.71	0.88	1.06
Consensus EPS (HK\$)	na	na	0.71	0.88	1.06
P/E (x)	14.8	22.3	22.1	17.8	14.8
P/B (x)	2.9	4.4	4.4	4.1	3.7
Yield (%)	4.5	3.3	3.4	4.2	5.0
ROE (%)	21.1	20.9	20.5	23.7	26.5
Net gearing (%)	(1.7)	(17.5)	(32.2)	(23.6)	(17.0)

Source: Company data, Bloomberg, CMBIGM estimates



BUY

Target Price	HK\$20.73
Up/Downside	32.2%
Current Price	HK\$15.68

China Consumer

Joseph WONG (852) 3900 0838

josephwong@cmbi.com.hk

Stock Data

Mkt Cap (HK\$ mn)	156,800.0
Avg 3 mths t/o (HK\$ mn)	106.0
52w High/Low (HK\$)	17.60/12.30
Total Issued Shares (mn)	10000.0
Source: FactSet	

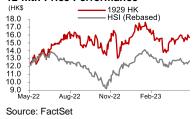
Shareholding Structure

0	
CTF Holding	72.4%
Yueford Corp	5.1%
Source: HKEx	

Share Performance

	Absolute	Relative
1-mth	2.2%	2.4%
3-mth	-5.2%	-0.6%
6-mth	1.6%	-17.2%
Source: FactSet		

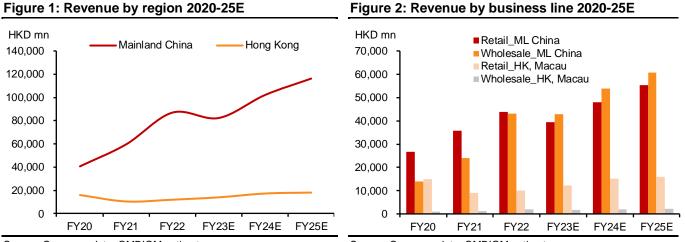






Financial analysis

Revenue: We project CTF's revenue to grow at a 15% 3-year CAGR, thanks to 16.5%/ 10.6% CAGR in its China/ HK market sales, respectively. By business function, we see relatively balanced contribution from both wholesale and retail business, with each contributing c.HK\$70/ 79bn revenue by 2025E.



Source: Company data, CMBIGM estimates

Source: Company data, CMBIGM estimates

Separately, gold products will remain the major revenue contributor, surging from 66% in FY20 to 74% in FY23, in our estimates, and we extrapolate the trend with more balanced growth between Watch and gem sets.

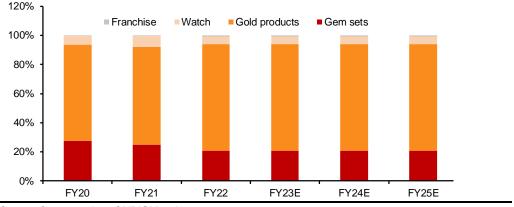


Figure 3: Revenue contribution by products 2020-25E

Source: Company data, CMBIGM estimates



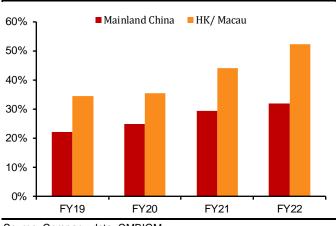
Figure 4: Major revenue assumptions FY15-25E (HK\$ mn)

<u> </u>			· ·	/						
Sales	FY15	FY16	FY17	FY18	FY19	FY20	FY22	FY23E	FY24E	FY25E
Total sales	56,592	51,246	59,156	66,661	56,751	70,164	98,938	97,974	113,464	129,685
Mainland China	33,670	31,019	36,805	42,432	40,763	59,698	86,932	83,952	96,342	110,125
Retail	26,473	24,314	28,096	30,424	26,796	35,716	43,794	41,032	50,877	61,487
Wholesale	7,198	6,705	8,708	12,008	13,967	23,982	43,138	42,920	45,465	48,638
Hong Kong/ Macau/ Others	22,921	20,226	22,352	24,229	15,988	10,466	12,006	14,022	17,123	19,560
Retail	21,853	19,299	20,633	23,058	14,875	9,123	10,114	12,225	15,235	17,635
Wholesale	1,068	927	1,719	1,171	1,113	1,343	1,892	1,797	1,887	1,925
Sales yoy chg	-12.0%	-9.4%	15.4%	12.7%	-14.9%	23.6%	41.0%	-1.0%	15.8%	14.3%
Mainland China	-11.0%	-7.9%	18.7%	15.3%	-3.9%	46.5%	45.6%	-3.4%	14.8%	14.3%
Retail	-7.8%	-8.2%	15.6%	8.3%	-11.9%	33.3%	22.6%	-6.3%	24.0%	20.9%
Wholesale	-21.3%	-6.8%	29.9%	37.9%	16.3%	71.7%	79.9%	-0.5%	5.9%	7.0%
Hong Kong/ Macau/ Others	-13.3%	-11.8%	10.5%	8.4%	-34.0%	-34.5%	14.7%	16.8%	22.1%	14.2%
Retail	-15.8%	-11.7%	6.9%	11.8%	-35.5%	-38.7%	10.9%	20.9%	24.6%	15.7%
Wholesale	125.6%	-13.2%	85.4%	-31.9%	-4.9%	20.7%	40.9%	-5.0%	5.0%	2.0%
Total sales contritbuion	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Retail_PRC	46.8%	47.4%	47.5%	45.6%	47.2%	50.9%	44.3%	41.9%	44.8%	47.4%
Retail_HK, Macau & others	38.6%	37.7%	34.9%	34.6%	26.2%	13.0%	10.2%	12.5%	13.4%	13.6%
Wholesale_PRC	12.7%	13.1%	14.7%	18.0%	24.6%	34.2%	43.6%	43.8%	40.1%	37.5%
Wholesale_HK, Macau & others	1.9%	1.8%	2.9%	1.8%	2.0%	1.9%	1.9%	1.8%	1.7%	1.5%

Source: Company data, CMBIGM estimates

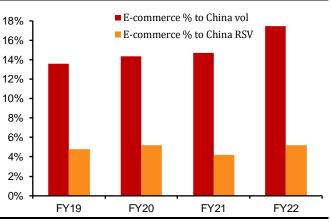
Figure 5: Member repeat purchase rate

Beyond this, we also attribute CTF's revenue growth to its well-executed membership program and e-commerce platform, which matches well to the consumption habit, and therefore, enhance consumer repeat purchase rate.



Source: Company data, CMBIGM

Figure 6: Online application rate in China business



Source: Company data, CMBIGM

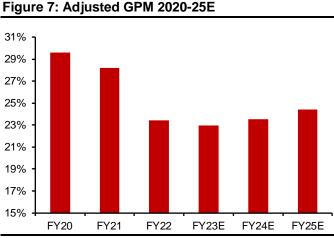


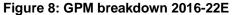
From a macro perspective, we assert that a few key drivers to sustain our revenue assumptions, with reference to the analysis from World Gold Council that 30%/ 30%/ 25%/ 15% of the gold purchase was stemmed from self-consumption/ marriage/ gifts/ investment, respectively.

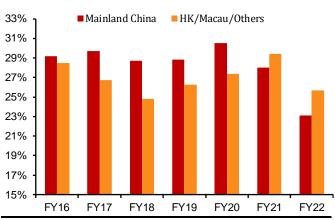
- 1) Self-consumption (c.30% of sector consumption). We think there will be a strong touristic spending given the border re-opening between HK and China. Beyond this, we think personal consumption may not be a strong driver to the Mainland China segment this year given the skewed consumption recovery as we noted in our sector piece. Despite this, we envisage the driver will again come on-line, hopefully, starting from next year;
- 2) Marriage ornaments (c.30% of sector consumption). Gold ornament and jewelry are popular items among Chinese weddings, and the abolishment of social distancing policy should start fueling the number of weddings this year. We assert that this will be the major gold demand driver, when it essentially consists of demand that relates to marriage this year and postponed marriage and ceremonies during the lockdown era. That said, we may not be able to accurate gauge the relevant ceremony spending especially those in gold jewelry.
- 3) Gifting (c.25% of sector consumption). Gold ornaments and jewelry are also popular gifts to elderly and children during traditional festive seasons. The resumption of family and friends gatherings should prompt for an immediate rebound in gifting as what we noted from the last Chinese New Year;
- 4) Investment (c.15% of sector consumption). This is more likely a very steady demand on gold bar/ ornaments as a store of value, and consumers likely buy ahead in expectation of a gold price rally in the imminent future.



GPM: We project GPM to edge up by an average of 0.5pp within our forecast period. The trend is generally on track to what management guided for a 2-3pp GPM by FY26E. Behind this, the major driver, in our view, would be 1) brand re-vamp with more high-end collection launched; 2) a potential GPM increase from wholesales POS in Mainland China, which have been a dilution to the Group; 3) a higher sales mix from the fixed-priced gold SKU, which typically offers higher GPM. Considering further operation efficiency that could be achieved such as that from streamlining SKUs, we think management target is achievable.







Source: Company data, CMBIGM estimates

EBITDA margins: Given a steadily improving GPM, assuming a linear opex ratio, we see similar expansion trajectory on CTF's EBITDA margins within our forecast period.

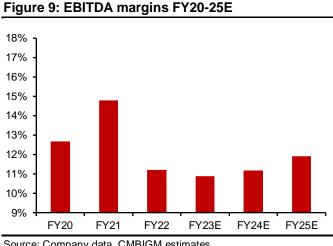
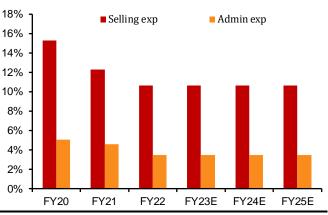


Figure 10: Opex ratio breakdown 2020-25E



Source: Company data, CMBIGM estimates

Source: Company data, CMBIGM estimates

Source: Company data, CMBIGM estimates



Cashflow/ dividend: We think CTF will see a peak-out in new capex, when new store addition per year could decelerate from 1.6k to 600-800. That said, when maintenance capex will likely surge on a bigger store network, we expect a flat total capex of HK\$1.5bn per annum. Despite this, the ample operating cash inflow could offset the expenditure and results in a positive free cashflow generation. And this should continue to sustain an approximately 75% dividend payout (80%+ if including special dividend).

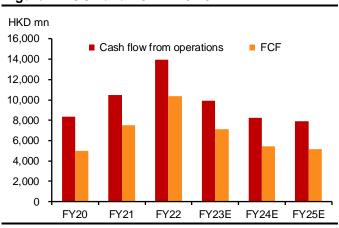


Figure 11: OCF and FCF FY20-25E

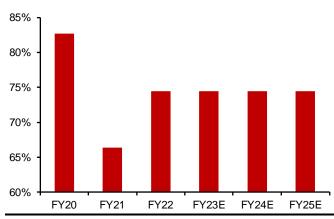


Figure 12: Dividend payout ratio 2020-25E

Source: Company data, CMBIGM estimates

Source: Company data, CMBIGM estimates



A robust 5.1 travel traffic

According to our <u>China Internet team</u>, Labour Day (LD) Holiday data revealed a strong recovery trend for travel industry aided by the release of pent-up demand, which is likely to trend into 3Q22 aided by the coming of peak summer holiday travel period. With the recovery of offline activities and low base effect, local consumer services industry also saw robust recovery, while the evolvement of competitive landscape is the key to watch.

- Strong recovery of travel industry is likely to trend into 3Q22. Per Ministry of Culture and Tourism, domestic tourism volume/spending reached 119.1%/100.7% of 2019 level during this year's LD holiday, compared to 67%/44% for 2022 LD holiday and 89/73% for 2023 Spring Festival. Data from Meituan revealed that the number of accommodation reservation volume for long-haul travel has increased by 40% during the first three days of this year's LD holiday, compared with the same period in 2019. Per Tongcheng, during 2023 LD Holiday, booking volume for international hotel has surpassed that in 2019. In addition, HK Immigration Department estimated trips to and from HK to reach 4.61mn for this year's LD holiday period (29 Apr-4 May), recovered to c. 69% of 2019 level. Labour Day travel data reviewed a strong release of pent-up demand, in our view, with long-haul travel demonstrated robust recovery trend. The strong recovery is likely to trend into 3Q23 aided by the peak summer holiday travel period.
- Offline activities saw solid recovery and has surpassed 2019 level. According to the Ministry of Transport, the number of passenger volume reached 57.0mn on 29 April 2023, up 151.8% YoY and has surpassed that in 2019. Per Wind, the daily average subway passenger volume in China's 10 large cities between 28 April and 1 May 2023 was up 14% compared to the comparable period in 2019 (30 Apr-3 May).

Recovery in travel and offline activities aided consumption recovery during LD holiday. Per Ministry of Commerce, China's key retail and catering enterprises saw sales GMV growth of 18.9% YoY during this year's LD holiday. Data from Meituan also revealed a solid consumption recovery trend: during the first three days of this year's LD holiday: 1) compared to the same comparable period in 2019, daily average consumption GTV for life services related industries on Meituan platform increased by 133%, indicating a 4-year CAGR of 23.5% (2023 New Year Day holiday: 15.0% CAGR), and catering services GMV increased by 92% (17.7% 4-year CAGR); 2) the proportion of consumption made by users from cities that they are not currently living in increased by 10pp compared to that in the same period in 2019. Per Alipay, total consumption GTV during this year's LD holiday increased by 200% YoY and was up 70% compared to that of 2019. Local consumer services industry is likely to see strong GMV growth in 2Q23, due to a constant recovery in offline activities and low base effect, in our view, while the evolvement of industry competition and related long-term impact is the key to watch.



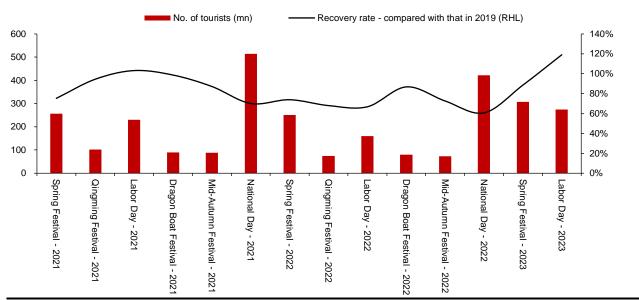
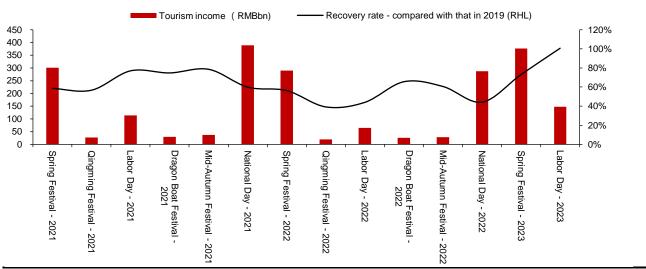


Figure 13: Domestic tourism volume and recovery rate

Source: Ministry of Culture and Tourism, CMBIGM



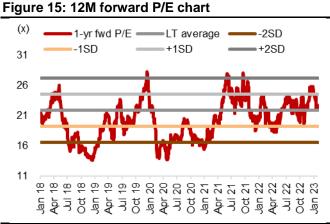


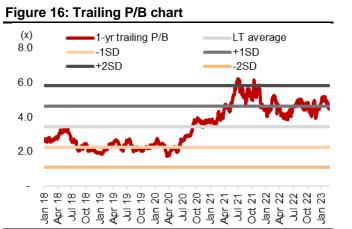
Source: Ministry of Culture and Tourism, CMBIGM



Valuation

Our TP is based on 23.0x end-FY24E P/E which represents +1sd above long-term average since 2018. CTF shares have been trading in a wide range, from 16x to 27x, as a result of the lingering re-opening expectations during FY21-22. We think our methodology is appropriate in capturing the earnings upcycle of CTF subsequent to China's eventual re-opening.





Source: Bloomberg, CMBIGM estimates

Source: Bloomberg, CMBIGM estimates

Figure 17: Earnings revisions

		New			Old			Diff (%)	
HK\$ mn	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	97,974	113,464	129,685	n.a	n.a	n.a	n.a	n.a	n.a
Gross Profit	22,717	26,961	31,561	n.a	n.a	n.a	n.a	n.a	n.a
EBIT	9,713	11,991	14,450	n.a	n.a	n.a	n.a	n.a	n.a
Net profit	7,083	8,785	10,623	n.a	n.a	n.a	n.a	n.a	n.a
Gross Margin	23.2%	23.8%	24.3%	n.a	n.a	n.a	n.a	n.a	n.a
EBIT margin	9.9%	10.6%	11.1%	n.a	n.a	n.a	n.a	n.a	n.a
Net margin	7.2%	7.7%	8.2%	n.a	n.a	n.a	n.a	n.a	n.a

Source: Company data, CMBIGM estimates

Figure 18: CMBIGM estimates vs consensus

		CMBIGM		(Consensus			Diff (%)	
HK\$ mn	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	97,974	113,464	129,685	98,246	116,258	128,256	-0.3%	-2.4%	1.1%
Gross Profit	22,717	26,961	31,561	22,301	27,040	30,925	1.9%	-0.3%	2.1%
EBIT	9,713	11,991	14,450	9,302	11,799	13,523	4.4%	1.6%	6.9%
Net profit	7,083	8,785	10,623	6,822	8,652	10,203	3.8%	1.5%	4.1%
Gross Margin	23.2%	23.8%	24.3%	22.7%	23.3%	24.1%	0.5ppt	0.5ppt	0.2ppt
EBIT margin	9.9%	10.6%	11.1%	9.5%	10.1%	10.5%	0.4ppt	0.4ppt	0.6ppt
Net margin	7.2%	7.7%	8.2%	6.9%	7.4%	8.0%	0.3ppt	0.3ppt	0.2ppt

Source: Bloomberg, CMBIGM estimates



Key investment risks

- Slower than expected network expansion pace
- Unexpected slowdown in China's economy
- Intensifying competition with irrational price discounts

Company background

Found in 1929 by Chow Chi-Yuen on Hongde Road in Guangzhou, CTF is a leading jeweler in great China. By end 2022, the company had approximately 7,000 POS, of which almost 90% located in mainland China. CTF also owns a brunch of brand portfolio, and this includes Hearts on Fire, CTF Watch, ENZO, SOINLOVE etc. CTF derives approximately 75% of its revenue from gold products, which consist of fixed and weigh-based pricing. In December 2011, CTF raised US\$1.96bn and listed in the HK Stock Exchange.



Financial Summary

INCOME STATEMENT	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Mar (HK\$ mn)						
Revenue	56,751	70,164	98,938	97,974	113,464	129,685
Cost of goods sold	(40,655)	(50,089)	(76,598)	(75,257)	(86,503)	(98,124)
Gross profit	16,096	20,075	22,340	22,717	26,961	31,561
Operating expenses	(11,267)	(11,821)	(13,265)	(13,004)	(14,970)	(17,110)
Selling expense	(8,690)	(8,635)	(10,522)	(10,287)	(11,914)	(13,617)
Admin expense	(2,867)	(3,214)	(3,442)	(3,408)	(3,858)	(4,409)
Others	290	28	699	692	801	916
Operating profit	4,830	8,254	9,074	9,713	11,991	14,450
EBITDA	7,200	10,369	11,096	10,968	13,239	15,692
Depreciation	(975)	(1,024)	(1,148)	(1,148)	(1,148)	(1,148)
Goodwill amortisation	(57)	(57)	(57)	0	0	0
EBIT	6,167	9,287	9,891	9,820	12,091	14,544
Net Interest income/(expense)	(482)	(295)	(268)	(240)	(240)	(240)
Other income/expense	4	5	6	6	6	6
Others	(147)	431	171	0	0	0
Pre-tax profit	4,205	8,395	8,983	9,479	11,757	14,216
After tax profit	2,983	6,176	6,880	7,260	9,004	10,888
Minority interest	(82)	(150)	(168)	(177)	(219)	(265)
Net profit	2,901	6,026	6,712	7,083	8,785	10,623
Adjusted net profit	3,162	5,714	6,601	7,083	8,785	10,623
Gross dividends	2,400	4,000	5,000	5,276	6,544	7,913
Net dividends	2,400	4,000	5,000	5,276	6,544	7,913
Net underlas	2,400	4,000	3,000	0,210	0,044	7,515
BALANCE SHEET	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Mar (HK\$ mn)						
Current assets	55,205	55,243	78,126	71,637	77,562	84,150
	55,205 7,219	55,243 6,032	-	-	77,562 14,149	-
Current assets Cash & equivalents Account receivables	7,219	55,243 6,032 6,180	14,942	71,637 16,511 5,856	77,562 14,149 6,782	84,150 12,161 7,752
Cash & equivalents	7,219 5,341	6,032 6,180	14,942 5,914	16,511 5,856	14,149 6,782	12,161 7,752
Cash & equivalents Account receivables Inventories	7,219 5,341 42,538	6,032 6,180 43,011	14,942 5,914 57,254	16,511 5,856 49,255	14,149 6,782 56,616	12,161 7,752 64,221
Cash & equivalents Account receivables	7,219 5,341 42,538 107	6,032 6,180 43,011 19	14,942 5,914 57,254 15	16,511 5,856 49,255 15	14,149 6,782 56,616 15	12,161 7,752 64,221 15
Cash & equivalents Account receivables Inventories Other current assets Non-current assets	7,219 5,341 42,538 107 10,038	6,032 6,180 43,011 19 9,065	14,942 5,914 57,254 15 9,612	16,511 5,856 49,255 15 9,887	14,149 6,782 56,616 15 10,170	12,161 7,752 64,221 15 10,459
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E	7,219 5,341 42,538 107 10,038 4,641	6,032 6,180 43,011 19 9,065 4,615	14,942 5,914 57,254 15 9,612 5,039	16,511 5,856 49,255 15 9,887 5,421	14,149 6,782 56,616 15 10,170 5,804	12,161 7,752 64,221 15 10,459 6,187
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets	7,219 5,341 42,538 107 10,038 4,641 2,288	6,032 6,180 43,011 19 9,065 4,615 1,793	14,942 5,914 57,254 15 9,612 5,039 1,679	16,511 5,856 49,255 15 9,887 5,421 1,572	14,149 6,782 56,616 15 10,170 5,804 1,472	12,161 7,752 64,221 15 10,459 6,187 1,378
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles	7,219 5,341 42,538 107 10,038 4,641 2,288 439	6,032 6,180 43,011 19 9,065 4,615 1,793 158	14,942 5,914 57,254 15 9,612 5,039 1,679 109	16,511 5,856 49,255 15 9,887 5,421 1,572 109	14,149 6,782 56,616 15 10,170 5,804 1,472 109	12,161 7,752 64,221 15 10,459 6,187 1,378 109
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets	7,219 5,341 42,538 107 10,038 4,641 2,288	6,032 6,180 43,011 19 9,065 4,615 1,793	14,942 5,914 57,254 15 9,612 5,039 1,679	16,511 5,856 49,255 15 9,887 5,421 1,572	14,149 6,782 56,616 15 10,170 5,804 1,472	12,161 7,752 64,221 15 10,459 6,187 1,378
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities Non-current liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626 2,597	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598 898	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553 1,799	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553 1,789	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553 1,789	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553 1,789
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities Non-current liabilities Long-term borrowings Other non-current liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626 2,597 29	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598 898 2,701	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553 1,799 1,754	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553 1,789 1,764	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553 1,789 1,764	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553 1,789 1,764
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities Non-current liabilities Long-term borrowings	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626 2,597	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598 898	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553 1,799	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553 1,789	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553 1,789	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553 1,789
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities Non-current liabilities Long-term borrowings Other non-current liabilities Total liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626 2,597 29 38,253	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598 898 2,701 32,741	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553 1,799 1,754 53,183	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553 1,789 1,764 44,848	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553 1,789 1,764 47,961	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553 1,789 1,764 51,178
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities Non-current liabilities Long-term borrowings Other non-current liabilities Total liabilities	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626 2,597 29 38,253 15,499	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598 898 2,701 32,741	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553 1,799 1,754 53,183	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553 1,789 1,764 44,848	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553 1,789 1,764 47,961	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553 1,789 1,764 51,178
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities Non-current liabilities Long-term borrowings Other non-current liabilities Total liabilities Share capital Retained earnings	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626 2,597 29 38,253 15,499 10,845	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598 898 2,701 32,741 15,499 15,268	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553 1,799 1,754 53,183 15,499 18,121	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553 1,789 1,764 44,848 15,499 20,066	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553 1,789 1,764 47,961 15,499 22,940	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553 1,789 1,764 51,178 15,499 26,335
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities Non-current liabilities Long-term borrowings Other non-current liabilities Total liabilities Share capital Retained earnings Total shareholders equity	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626 2,597 29 38,253 15,499 10,845 26,343	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598 898 2,701 32,741 15,499 15,268 30,767	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553 1,799 1,754 53,183 15,499 18,121 33,619	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553 1,789 1,764 44,848 15,499 20,066 35,564	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553 1,789 1,764 47,961 15,499 22,940 38,439	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553 1,789 1,764 51,178 15,499 26,335 41,834
Cash & equivalents Account receivables Inventories Other current assets Non-current assets PP&E Right-of-use assets Intangibles Other non-current assets Total assets Current liabilities Short-term borrowings Account payables Other current liabilities Contract liabilities Non-current liabilities Long-term borrowings Other non-current liabilities Total liabilities Share capital Retained earnings	7,219 5,341 42,538 107 10,038 4,641 2,288 439 2,670 65,243 35,627 10,533 12,430 1,383 11,280 2,626 2,597 29 38,253 15,499 10,845	6,032 6,180 43,011 19 9,065 4,615 1,793 158 2,500 64,308 29,142 4,619 17,240 1,558 5,725 3,598 898 2,701 32,741 15,499 15,268	14,942 5,914 57,254 15 9,612 5,039 1,679 109 2,785 87,737 49,629 7,276 25,166 1,467 15,721 3,553 1,799 1,754 53,183 15,499 18,121	16,511 5,856 49,255 15 9,887 5,421 1,572 109 2,785 81,525 41,295 3,276 20,832 1,467 15,721 3,553 1,789 1,764 44,848 15,499 20,066	14,149 6,782 56,616 15 10,170 5,804 1,472 109 2,785 87,732 44,408 3,276 23,945 1,467 15,721 3,553 1,789 1,764 47,961 15,499 22,940	12,161 7,752 64,221 15 10,459 6,187 1,378 109 2,785 94,609 47,625 3,276 27,162 1,467 15,721 3,553 1,789 1,764 51,178 15,499 26,335



CASH FLOW	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Mar (HK\$ mn)						
Operating						
Profit before taxation	4,205	8,395	8,983	9,479	11,757	14,216
Depreciation & amortization	2,370	2,115	2,022	1,255	1,248	1,242
Tax paid	(1,221)	(2,219)	(2,103)	(2,219)	(2,752)	(3,328)
Change in working capital	55	2,874	(5,101)	3,722	(5,174)	(5,358)
Others	2,956	(689)	10,137	0	0	0
Net cash from operations	8,364	10,476	13,938	12,238	5,079	6,772
Investing						
Capital expenditure	(973)	(839)	(1,531)	(1,531)	(1,531)	(1,531)
Net proceeds from disposal of short-term	0	0	0	0	0	0
investments Others	140	(241)	372	0	0	0
Net cash from investing	(1,025)	(693)	(1,458)	(1,531)	(1,531)	(1,531)
-	(1,020)	(000)	(1,400)	(1,001)	(1,001)	(1,001)
Financing Dividend paid	(4,450)	(3,200)	(4,500)	(5,138)	(5,910)	(7,228)
Net borrowings	4,643	(10,568)	(4,300) 12,642	(4,000)	(3,910)	(7,228)
Others	(7,845)	2,580	(11,934)	(4,000)	0	0
Net cash from financing	(7,653)	(11,188)	(3,793)	(9,138)	(5,910)	(7,228)
Net change in cash						
Cash at the beginning of the year	7,641	7,219	6,032	14,942	16,511	14,149
Exchange difference	(108)	217	222	0	0	0
Cash at the end of the year	7,219	6,032	14,942	16,511	14,149	12,161
GROWTH	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Mar	_0_0/1					
Revenue	(14.9%)	23.6%	41.0%	(1.0%)	15.8%	14.3%
Gross profit	(13.5%)	24.7%	11.3%	1.7%	18.7%	17.1%
Operating profit	(30.2%)	70.9%	9.9%	7.0%	23.4%	20.5%
EBITDA	(8.7%)	44.0%	7.0%	(1.2%)	20.7%	18.5%
EBIT	(10.8%)	50.6%	6.5%	(0.7%)	23.1%	20.3%
Net profit	(36.6%)	107.7%	11.4%	5.5%	24.0%	20.9%
Adj. net profit	(34.6%)	80.7%	15.5%	7.3%	24.0%	20.9%
PROFITABILITY	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Mar						
Gross profit margin	28.4%	28.6%	22.6%	23.2%	23.8%	24.3%
Operating margin	8.5%	11.8%	9.2%	9.9%	10.6%	11.1%
EBITDA margin	12.7%	14.8%	11.2%	11.2%	11.7%	12.1%
Adj. net profit margin	5.6%	8.1%	6.7%	7.2%	7.7%	8.2%
Return on equity (ROE)	10.2%	21.1%	20.9%	20.5%	23.7%	26.5%
GEARING/LIQUIDITY/ACTIVITIES	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Mar						
Net debt to equity (x)	0.2	(0.0)	(0.2)	(0.3)	(0.2)	(0.2)
Current ratio (x)	1.5	1.9	1.6	1.7	1.7	1.8
Receivable turnover days	34.4	32.2	21.8	21.8	21.8	21.8
Inventory turnover days	368.2	311.7	238.9	238.9	238.9	238.9
Payable turnover days	103.8	108.1	101.0	101.0	101.0	101.0
VALUATION	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Mar						
P/E	na	14.8	22.3	22.1	17.8	14.8
P/E (diluted)	na	22.2	29.9	29.7	24.0	19.8
P/B	na	2.9	4.4	4.4	4.1	3.7
Div yield (%)	na	4.5	3.3	3.4	4.2	5.0

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; and (4) have any financial interests in the Hong Kong listed companies covered in this report.

CMBIGM Ratings BUY HOLD SELL NOT RATED	: Stock with potential return of over 15% over next 12 months : Stock with potential return of +15% to -10% over next 12 months : Stock with potential loss of over 10% over next 12 months : 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 CMBIS 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 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.