#### CMB International Securities | Equity Research | Company Update

# Glodon (002410 CH)

### **Reset expectation**

Glodon preliminary FY21 net profit beat our estimate on improving operating leverage as SaaS migration is reaching a final stage. We expect Glodon FY21E costing/ construction management revenue to grow at +30%/ +25% YoY in spite of weak property industry data. We think current valuation has not reflected the long-term benefits brought by SaaS, including less fluctuation to property business cycle and significant free cash flow improvement. Maintain BUY.

- FY21 net profit to beat on better operating leverage. Glodon reported preliminary FY21 net profit to range between RMB650-700mn (+96.7-111.9% YoY). Mid-point of net profit guidance is 18% above our prior estimate, driven by better operating leverage as SaaS migration is reaching a final stage. We expect Glodon FY21 revenue/ operating profit to grow at +31%/ +76% YoY reaching RMB5,250mn/ RMB716mn respectively (OPM +3.5 pct pts to 13.6%).
- High costing SaaS retention helps cash flow. After 5 years of SaaS transformation (since 2017), Glodon's costing SaaS migration will complete by the end of 2022E. We like Glodon over MYC (909 HK) given 1) higher user stickiness and 2) lower exposure to property developers. Glodon SaaS is charged based on no. of cost estimator users, vs. MYC CRM SaaS charges based on no. of property sales offices. Also, Glodon's exposure to property developers is lower at 10% of costing revenue. These have resulted in a better free cash flow (FCF margin Glodon: 36% vs. MYC: 21% in FY20). We estimate Glodon's FY21 costing revenue to grow at +30% YoY to RMB3.7bn.
- Construction management business ramping up from low base. Although China real estate GFA newly started in 2021 was down by -12% YoY, we expect Glodon's construction management business to achieve strong revenue growth of +25% YoY to RMB1.2bn as it ramps up from low base (TAM: RMB50bn, assuming 500k new construction projects in China annually x digitalization input RMB100k per project). In 9M21, construction management business grew at +29% YoY.
- Maintain BUY. We raised FY21E net profit by 20% but we kept FY22-23E earnings largely unchanged. Glodon is trading at 1-SD below its 3-year mean. We think current valuation has not reflected the cash flow improvement brought by SaaS. Maintain BUY with new target price of RMB80.55 (prior RMB91.72), based on lowered 15x (prior 18x) FY22E EV/sales to reflect higher uncertainty in construction management if macro weakness persists.

#### **Earnings Summary**

(YE 31 Dec)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue (RMB mn)	3,541	4,005	5,250	6,017	6,647
YoY growth (%)	22%	13%	31%	15%	10%
Net profit (RMB mn)	235	330	686	871	1,020
EPS (RMB)	0.21	0.28	0.58	0.73	0.86
YoY growth (%)	-47%	34%	107%	27%	17%
Consensus EPS (RMB)	0.21	0.28	0.56	0.84	1.13
PE (x)	270.8	202.4	97.6	76.9	65.7
EV/sales	18.6	15.5	11.9	10.2	9.1
Dividend Yiled (%)	0.00	0.00	0.00	0.00	0.00
ROE (%)	7%	7%	11%	13%	14%
Net debt to equity	net cash				

Source: Company data, Bloomberg, CMBIS estimates



### **BUY (Maintain)**

Target Price	RMB80.55
(Previous TP	RMB91.72)
Up/Downside	+42.8%
Current Price	RMB56.41

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#### Stock Data

Mkt Cap (RMB mn)	67,103
Avg 3 mths t/o (RMB mn)	299.62
52w High/Low (RMB)	90.00/ 54.39
Total Issued Shares (mn)	1,190
Source: Bloomberg	

Shareholding Structure

Xi Zhizhong - Chairman	16.0%
Other co-founders	16.3%

Source: Bloomberg

#### Share Performance

	Absolute	Relative
1-mth	-5.7%	-3.1%
3-mth	-14.9%	-9.6%
6-mth	-10.4%	-3.7%
Source: Bloomberg		

#### **12-mth Price Performance**

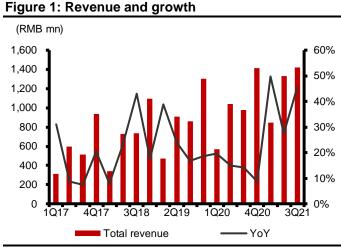


#### Auditor: BDO

#### **Related Reports**

- China property SaaS "Property weakness may slow digitalization pace" – 28 Oct 2021
- 2. Glodon (002410 CH) "Operating leverage from SaaS emerging" – 25 Aug 2021

### **Focus Charts**



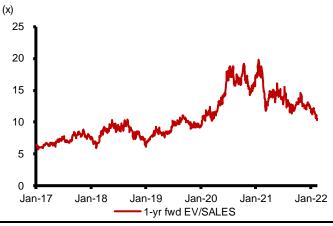
Source: Company data





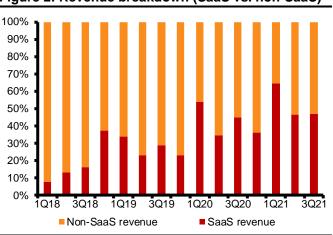
Source: Company data

### Figure 5: Glodon 1-yr fwd EV/sales

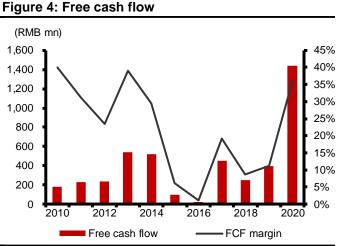


Source: Company data \*Glodon disclosed SaaS revenue since 2017 (2% of 2017 revenue)

#### Figure 2: Revenue breakdown (SaaS vs. non-SaaS)

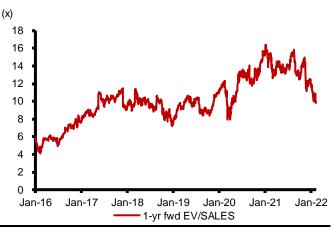


Source: Company data



Source: Company data

#### Figure 6: Autodesk 1-yr fwd EV/sales



Source: Company data \*Autodesk disclosed subscription revenue since 2016 (9% of 2016 revenue)





### **Earnings revision**

#### Figure 7: Earnings revision

		2021E			2022E		2023E			
RMB mn	New	Old	%Diff	New	Old	%Diff	New	Old	%Diff	
Sales	5,250	5,203	1%	6,017	5,987	0%	6,647	6,609	1%	
Gross profit	4,524	4,495	1%	5,190	5,173	0%	5,610	5,588	0%	
OP Profit	716	621	15%	977	1,019	-4%	1,107	1,167	-5%	
PBT	771	639	21%	1,074	1,066	1%	1,219	1,234	-1%	
Net profit	686	570	20%	871	862	1%	1,020	1,027	-1%	
EPS (RMB)	0.58	0.48	20%	0.73	0.73	1%	0.86	0.86	-1%	
Margins										
GM	86.2%	86.4%	-23 bps	86.3%	86.4%	-14 bps	84.4%	84.6%	-15 bps	
OPM	13.6%	11.9%	170 bps	16.2%	17.0%	-77 bps	16.7%	17.7%	-101 bps	
PBT margin	14.7%	12.3%	240 bps	17.8%	17.8%	4 bps	18.3%	18.7%	-33 bps	
Net margin	13.1%	11.0%	212 bps	14.5%	14.4%	8 bps	15.3%	15.5%	-20 bps	

Source: Company data, CMBIS

#### Figure 8: CMBI vs. consensus forecast

		2021			2022		2023			
RMB mn	СМВІ	Street	Diff	CMBI	Street	Diff	CMBI	Street	Diff	
Sales	5,250	5,141	2%	6,017	6,333	-5%	6,647	7,647	-13%	
Gross profit	4,524	4,520	0%	5,190	5,541	-6%	5,610	6,633	-15%	
OP Profit	716	802	-11%	977	1,168	-16%	1,107	1,539	-28%	
PBT	771	787	-2%	1,074	1,183	-9%	1,219	1,583	-23%	
Net profit	686	674	2%	871	1,000	-13%	1,020	1,344	-24%	
EPS (RMB)	0.6	0.6	4%	0.7	0.8	-13%	0.9	1.1	-25%	
Margins										
GM	86.2%	87.9%	-176 bps	86.3%	87.5%	-123 bps	84.4%	86.7%	-234 bps	
OPM	13.6%	15.6%	-197 bps	16.2%	18.4%	-220 bps	16.7%	20.1%	-347 bps	
PBT margin	14.7%	15.3%	-62 bps	17.8%	18.7%	-83 bps	18.3%	20.7%	-236 bps	
Net margin	13.1%	13.1%	-3 bps	14.5%	15.8%	-132 bps	15.3%	17.6%	-223 bps	

Source: Company data, CMBIS



### **Operating model**

Figure 9: Operating model RMB mn	2019	2020	2021E	2022E	2023E
Revenues	3,541	4,005	5,250	6,017	6,647
Cost of sales	-371	-454	-726	-827	-1,037
Gross Profit	3,170	3,550	4,524	5,190	5,610
Gross margin	89.5%	88.7%	86.2%	86.3%	84.4%
R&D	-969	-1,083	-1,324	-1,445	-1,554
SG&A	-1,922	-2,135	-2,532	-2,813	-2,999
Operating Income	338	408	716	977	1,10
Operating margin	9.5%	10.2%	13.6%	16.2%	16.7%
Interest Expense	-41	17	69	93	10
Non-operating income/ (expense)	-14	-15	-13	3	
Profit Before Income Taxes	284	410	771	1,074	1,21
Income Tax Expense	-29	-29	-16	-86	-7
Net profit (loss)	235	330	686	871	1,02
Net margin	6.6%	8.3%	13.1%	14.5%	15.3%
EPS (RMB)	0.21	0.28	0.58	0.73	0.8
DPS (RMB)	0.10	0.25	0.20	0.20	0.2
Revenue breakdown					
Engineering costing	2,452	2,791	3,696	4,271	4,44
recurring revenue	921	1,622	2,539	3,230	3,45
non-recurring revenue	1,531	1,169	1,157	1,041	98
Engineering construction	853	943	1,226	1,373	1,78
Others	236	271	329	372	42
Gross margin breakdown					
Engineering costing	94.0%	94.2%	94.9%	95.5%	95.2%
Engineering construction	76.0%	72.1%	61.2%	60.0%	58.8%
Growth (YoY)					
Revenues	22%	13%	31%	15%	10%
Gross Profit	17%	12%	27%	15%	8%
Operating Income	-39%	21%	76%	37%	13%
EPS	-47%	34%	107%	27%	179

Source: Company data, CMBIS



#### Figure 10: Quarterly operating model

RMB mn	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21E
Revenues	566	1,043	979	1,417	849	1,329	1,423	1,649
Gross Profit	534	924	879	1,213	764	1,171	1,220	1,369
	82	121	121	84	90	244	191	1,000
Operating income				-	90 77			
Net profit	53	77	100	101		209	189	211
EPS (RMB)	0.05	0.07	0.08	0.08	0.06	0.18	0.16	0.18
<u>Margins</u>								
Gross margin	94.3%	88.6%	89.8%	85.6%	90.0%	88.1%	85.7%	83.0%
Operating margin	14.5%	11.6%	12.4%	5.9%	10.6%	18.4%	13.5%	11.5%
Net margin	9.4%	7.4%	10.2%	7.1%	9.0%	15.7%	13.3%	12.8%
Growth (QoQ)								
Revenues	-57%	84%	-6%	45%	-40%	57%	7%	16%
Gross Profit	-53%	73%	-5%	38%	-37%	53%	4%	12%
Operating income	-26%	47%	1%	-31%	8%	171%	-22%	-1%
EPS	-31%	42%	26%	1%	-24%	173%	-10%	12%
Growth (YoY)								
Revenues	20%	15%	14%	9%	50%	27%	45%	16%
Gross Profit	20%	8%	18%	8%	43%	27%	39%	13%
Operating income	9%	113%	28%	-25%	10%	103%	58%	127%
EPS	-5%	119%	37%	26%	38%	165%	89%	109%

Source: Company data, CMBIS



### Valuation

#### Glodon (002410 CH, BUY, TP RMB80.55)

We maintain BUY with new target price of RMB80.55 (prior RMB91.72), based on lowered 15x (prior 18x) FY22E EV/Sales (1-SD above its 3-year mean). We use a lower target multiple to reflect growth uncertainty in construction management business if property sector weakness persists. However, we think Glodon deserves re-rating as free cash flow continues to expand with increasing SaaS revenue contribution and operating leverage from SaaS transition is emerging.

#### Figure 11: Peers' valuation

			Mkt Cap	Price	ТР	EV/	sales (x)	FCF ma	argin (%)	Sales CAGR	EPS CAGR
Company	Ticker	Rating	(US\$ mn)	(LC)	(LC)	FY21E	FY22E	FY21E	FY22E	FY20-23	FY20-23
Glodon	002410 CH	BUY	10,587	56.41	80.55	11.9	10.2	20%	17%	18%	46%
MYC	909 HK	BUY	4,416	17.50	25.24	9.3	7.2	22%	15%	23%	15%
Yonyou	600588 CH	NR	17,562	32.39	N/A	11.5	9.1	13%	8%	20%	24%
Kingsoft Office	688111 CH	NR	15,844	217.83	N/A	27.5	20.2	63%	46%	39%	36%
Kingdee	268 HK	NR	8,743	19.64	N/A	12.3	9.9	2%	5%	26%	n.a.
Adobe	ADBE US	NR	226,180	479.50	N/A	14.3	12.5	43%	37%	17%	18%
Autodesk	ADSK US	NR	51,337	233.38	N/A	14.0	12.0	36%	28%	17%	35%
Salesforce	CRM US	NR	211,036	214.25	N/A	10.2	8.2	20%	16%	23%	18%
Veeva System	VEEV US	NR	35,352	229.91	N/A	22.8	17.9	36%	34%	26%	22%
CoStar	CSGP US	NR	26,733	67.69	N/A	12.4	10.9	22%	22%	16%	23%
					Mean	14.7	11.8	27%	23%	23%	26%
					Median	12.4	10.5	22%	20%	22%	23%

Source: Bloomberg, CMBIS

(x)

25

20

15

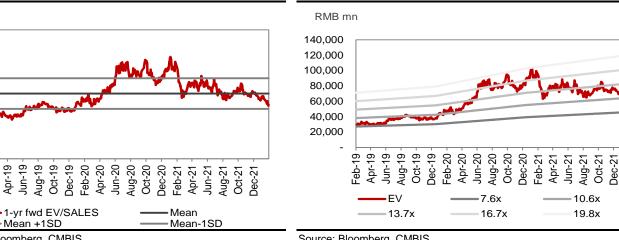
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Feb-19







Source: Bloomberg, CMBIS

Source: Bloomberg, CMBIS



### **Financial Summary**

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)	FY19	FY20	FY21E	FY22E	FY23E	YE 31 Dec (RMB mn)	FY19	FY20	FY21E	FY22E	FY23E
Revenue	3,541	4,005	5,250	6,017	6,647	Net profit	235	330	686	871	1,020
Cost of sales	(371)	(454)	(726)	(827)	(1,037)	Depreciation/amortization	187	134	153	189	222
Gross profit	3,170	3,550	4,524	5,190	5,610	Change in working capital	312	784	480	383	337
						Others	(93)	628	280	117	122
Selling exp	(1,102)	(1,256)	(1,473)	(1,642)	(1,747)	Net cash from operating	641	1,876	1,599	1,560	1,700
Admin exp	(820)	(879)	(1,059)	(1,172)	(1,251)						
R&D exp	(969)	(1,083)	(1,324)	(1,445)	(1,554)	Capex	(243)	(439)	(535)	(515)	(529)
Other operating exp.	59	75	48	45	50	Other	16	(257)	(787)	0	0
Operating profit	338	408	716	977	1,107	Net cash from investing	(227)	(697)	(1,322)	(515)	(529)
Finance income/ (costs)	(41)	17	69	93	107	Net borrowings	(112)	(1,088)	(3)	(0)	(0)
Other non-oper exp.	(14)	(15)	(13)	3	5	Dividend paid	(301)	(157)	(297)	(238)	(238)
Pre-tax profit	284	410	771	1,074	1,219	Other	23	2,645	(181)	(117)	(122)
-						Net cash from financing	(389)	1,400	(481)	(355)	(359)
Income tax expense	(29)	(29)	(16)	(86)	(78)	_					
Minority interests	(20)	(51)	(69)	(117)	(122)	Net change in cash	24	2,580	(204)	690	811
Net profit to shareholders	235	330	686	871	1,020	Cash at beginning of the year	2,212	2,231	4,797	4,582	5,273
						Exchange difference	(5)	(14)	(11)	0	0
						Cash at the end of the year	2,231	4,797	4,582	5,273	6,084

Balance sheet						Key ratios					
YE 31 Dec (RMB mn)	FY19	FY20	FY21E	FY22E	FY23E	YE 31 Dec	FY19	FY20	FY21E	FY22E	FY23E
Current assets	2,950	5,420	5,863	6,510	7,265	Revenue mix					
Cash & equivalents	2,231	4,797	4,582	5,273	6,084	Engineering costing	69%	70%	70%	71%	67%
Account receivables	591	475	575	527	466	- SaaS	26%	41%	48%	54%	52%
Inventory	21	26	36	41	46	Engineering construction	24%	24%	23%	23%	27%
Other current assets	106	121	669	669	669	Overseas	4%	4%	3%	3%	3%
						Others	1%	2%	2%	2%	2%
Non-current assets	3,217	4,127	4,734	5,060	5,367	Finance income	2%	1%	1%	1%	1%
PPE	860	994	1,198	1,605	1,993						
Intangible assets	1,148	1,664	1,830	1,749	1,668	Growth (%)					
Other non-current assets	1,209	1,470	1,706	1,706	1,706	Revenue	22%	13%	31%	15%	10%
Total assets	6,167	9,547	10,597	11,570	12,632	Operating profit	-39%	21%	76%	37%	13%
						EPS	-47%	34%	107%	27%	17%
Current liabilities	2,809	2,858	3,517	3,857	4,137						
ST borrowings	1,089	3	0	0	0	Profit & loss ratio (%)					
Account payables	1,068	1,740	2,330	2,670	2,950	Gross margin	89.5%	88.7%	86.2%	86.3%	84.4%
Accrued expense	0	0	0	0	0	Operating margin	9.5%	10.2%	13.6%	16.2%	16.7%
Unearned revenue	653	1,115	1,187	1,187	1,187	Net profit margin	6.6%	8.3%	13.1%	14.5%	15.3%
Non-current liabilities	9	131	192	192	192	Balance sheet ratio					
LT borrowings	0	0	0	0	0	Receivable turnover days	47	49	36	33	27
Other non-current liabilities	9	131	191	191	191	Unearned revenue days	67	81	80	72	65
Total liabilities	2,818	2,989	3,708	4,048	4,328	Payable turnover days	110	159	162	162	162
						Current ratio (x)	1.05	1.90	1.67	1.69	1.76
Share capital	1,129	1,186	1,188	1,188	1,188	Net debt to equity	net cash				
Capital surplus	509	3,135	3,301	3,301	3,301						
Retained earnings	1,709	1,957	2,446	3,079	3,861	Profitability (%)					
Other reserves	(78)	125	(528)	(528)	(528)	ROE	7%	7%	11%	13%	14%
Minority interest	80	156	482	482	482	ROIC	14%	18%	32%	36%	43%
Total equity	3,349	6,558	6,888	7,521	8,304						
Total liabilities and equity	6,167	9,547	10,597	11,570	12,632	Per share data (RMB)					
						EPS (RMB)	0.21	0.28	0.58	0.73	0.86
						DPS (RMB)	0.10	0.25	0.20	0.20	0.20
						BVPS (RMB)	2.90	5.40	5.39	5.93	6.58
Source: Company data CMBI	Soctimat	00									

Source: Company data, CMBIS estimates



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