## CMB International Securities | Equity Research | Company Update



# 招商银行全资附属机 A Wholly Owned Subsidiary Of China Merchants

# **Kweichow Moutai (600519 CH)**

# 2021 growth target implies no increase in exfactory price of Moutai

FY20 NP rose 13%, in line with consensus and our estimates. The Company targets a 10.5% YoY revenue growth to ~RMB108bn in FY21E, which is 5%/11% below consensus/our estimates. We assume the Company will postpone the exfactory price increase to 1Q22E. Our TP is raised from RMB2,313.0 to RMB2,447.3, based on 53.7x average of FY21E and FY22E EPS. Given that wholesale price of Moutai trades at RMB2.460, the upside potential of ex-factory price is still large at >100%. Maintain Buy.

- Results highlights. Revenue rose 10% to RMB98.0bn, in line. Moutai revenue +12% to RMB84.8bn, driven by 13% ASP growth. The ASP growth was mainly led by increase of revenue mix in direct sales (from 9% of liquor revenue in FY19 to 14% in FY20), KA and e-commerce channels. Overall GPM widened 0.1ppt to 91.6%, attributable to 0.2ppt GPM expansion of Moutai revenue. EBIT margin expanded 1.3ppt to 67.8%, 1.4ppt above our estimates, due to 1.1ppt decrease of selling expenses ratio. In 4Q20, revenue increased 11% and NP rose 20%.
- Unlikely to raise ex-factory price in 2021. The 10.5% revenue growth target in FY21E implies Moutai ex-factory price would remain at RMB969. The production volume of Moutai base wine was 42,829 tonnes in FY17. Assuming 87% of base wine is converted into Moutai, 37,261 tonnes could be sold in FY21E. This implies a 9% Moutai volume growth at most in FY21E. Coupled with the improvement of direct sales mix and prices hikes of Moutai Zodiac (生 肖酒), we think the Company could comfortably achieve its growth target.
- Upside potential of ex-factory price still large. News reported the Company raised ex-factory prices of Moutai Zodiac and series wine products by 53% and 10-40% in 2021. One of its 2021 goals is to strengthen management of distributors and maintain Moutai sales in order (维护茅台酒正常市场秩序). Given that wholesale price of Moutai trades at RMB2,460, the upside potential of ex-factory price is >100%.
- Maintain Buv. We lowered our FY21/22E NP estimates by 3%/6% as we assume the Company postpones the ex-factory price increase to 1Q22E. We lift TP from RMB2,313.0 to RMB2,447.3, at 53.7x average of FY21E and FY22E EPS, as we rolled forward our valuation basis. Catalysts: raise exfactory price, better-than-expected revenue and margins. Risks: policy risk and food safety issues.

## **Earnings Summary**

(YE 31 Dec)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue (RMB mn)	88,854	97,993	109,222	128,355	144,161
YoY growth (%)	15	10	11	18	12
Net income (RMB mn)	41,206	46,697	52,289	62,208	70,171
EPS (RMB)	32.80	37.17	41.62	49.52	55.86
YoY growth (%)	17	13	12	19	13
Consensus EPS (RMB)	na	na	43.47	51.20	58.18
P/E (x)	61.2	54.0	48.3	40.6	36.0
P/B (x)	18.6	15.6	13.3	11.2	9.6
Yield (%)	0.8	1.0	1.1	1.3	1.4
ROAE (%)	33.1	31.4	29.8	30.1	28.8
Net cash (RMB mn)	119,581	140,049	163,891	196,097	233,057

Source: Company data, Bloomberg, CMBIS estimates

# **BUY (Maintain)**

**Target Price** RMB2,447.30 (Previous TP RMB2,313.00) Up/Downside +22% **Current Price** RMB2,009.00

### **China White Wine Sector**

## **Albert Yip**

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#### Stock Data

Mkt Cap (HK\$ mn)	2,523,701
Avg 3 mths t/o (HK\$ mn)	10,036.03
52w High/Low (HK\$)	2627.88/
	1081.80
Total Issued Shares (mn)	1,256.2
Source: Bloomberg	

**Shareholding Structure** 

Guizhou Moutai Group	54.00%
Source: Company	

#### **Share Performance**

	Absolute	Relative
1-mth	-3.1%	-1.7%
3-mth	6.4%	5.1%
6-mth	23.2%	14.7%

Source: Bloomberg

## 12-mth Price Performance



Source: Bloomberg

## **Auditor: Ernst & Young**

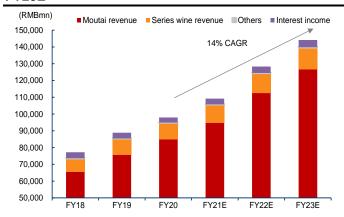
### Related reports

- "China White Wine sector Channel and product mix optimization as well as price hikes drive ASP growth" - 11 Jan 2021
- "China Beer and White Wine Sector - Leaders to benefit from ASPgrowth and sector consolidation; top picks are Moutai and CR Beer" - 9 Nov 2020



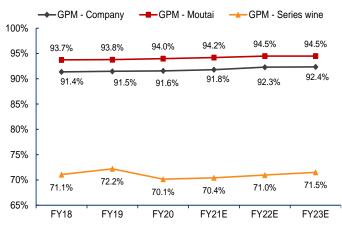
# **Focus Charts**

Figure 1: Revenue to grow at 14% CAGR from FY20 to FY23E



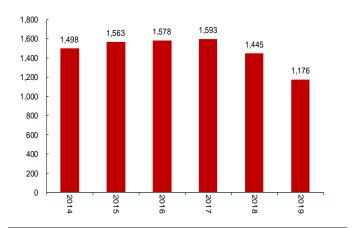
Source: Company data, CMBIS estimates

Figure 3: GPM expansion



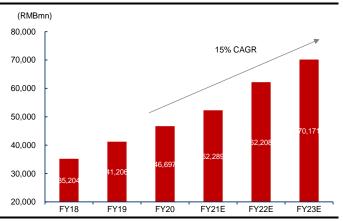
Source: Company data, CMBIS estimates

Figure 5: CR Beer and Heineken have unrivalled market leadership in China



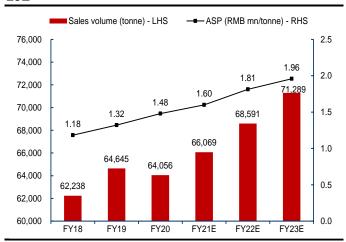
Source: National Statistics Bureau, CMBIS

Figure 2: Net profit to grow at 15% CAGR from FY20 to FY23E



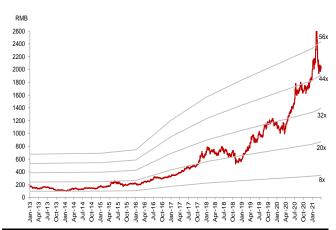
Source: Company data, CMBIS estimates

Figure 4: Sales volume and ASP estimates in FY20-23E



Source: Company data, CMBIS estimates

Figure 6: P/E band chart



Source: Company data, Bloomberg, CMBIS estimates



Figure 7: FY20 results review

Y/E Dec (RMB m)	FY20	FY19	YoY (%)	Remarks
Total revenue	97,993	88,854	10%	Total sales volume -1%, ASP +12%
Cost of sales	(8,265)	(7,576)	9%	
Gross profit	89,728	81,278	10%	
Other income	18	5	282%	
Selling expenses	(2,548)	(3,279)	-22%	
Administrative expenses	(6,790)	(6,168)	10%	
R&D expenses	(50)	(49)	4%	
Tax & surcharges	(13,887)	(12,733)	9%	
Others	(71)	(5)	1243%	
EBIT	66,400	59,049	12%	
Finance income, net	235	(7)	-3246%	
Non-operating income, net	(438)	(259)	69%	
Profit before tax	66,197	58,783	13%	
Tax expense	(16,674)	(14,813)	13%	
Profit after tax	49,523	43,970	13%	
Non-controlling interests	(2,826)	(2,764)	2%	
Net profit	46,697	41,206	13%	
Margin & Ratio (%)				
Gross margin	91.6	91.5	0.1	Moutai GPM +0.2ppt to 94.0%; series wine GPM -2.1ppt to 70.1%
EBIT margin	67.8	66.5	1.3	
SG&A expenses ratio	7.0	7.0	(0.0)	
Net margin	47.7	46.4	1.3	
Effective tax rate	25.2	25.2	(0.0)	
	FY20	FY19	change	
Inventory days	1,196	1,175	20	
A/C receivables days	6	4	2	
A/C payable days	63	65	(2)	
Net cash (RMB mn)	140,049	119,581	17%	

Source: Company data, CMBIS

# **Earnings Revision**

Figure 8: Earnings revision

		New			Old		Diff (%)			
RMB mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	
Revenue	109,222	128,355	144,161	114,733	138,187	na	-5%	-7%	na	
Gross Profit	100,272	118,468	133,147	105,850	128,543	na	-5%	-8%	na	
EBIT	74,117	88,222	99,521	77,555	95,076	na	-4%	-7%	na	
Adj. Net profit	52,289	62,208	70,171	54,107	66,472	na	-3%	-6%	na	
Gross Margin	91.8%	92.3%	92.4%	92.3%	93.0%	na	-0.5ppt	-0.7ppt	na	
EBIT Margin	67.9%	68.7%	69.0%	67.6%	68.8%	na	+0.3ppt	-0.1ppt	na	
Adj. Net Margin	47.9%	48.5%	48.7%	47.2%	48.1%	na	+0.7ppt	+0.4ppt	na	

Source: CMBIS estimates

Figure 9: CMBIS estimates vs consensus

		Consensus		Diff (%)					
RMB mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E
Revenue	109,222	128,355	144,161	113,109	130,624	152,484	-3%	-2%	-5%
Gross Profit	100,272	118,468	133,147	104,612	121,015	na	-4%	-2%	na
EBIT	74,117	88,222	99,521	77,048	92,647	104,650	-4%	-5%	-5%
Adj. Net profit	52,289	62,208	70,171	54,661	64,506	74,223	-4%	-4%	-5%
Gross Margin	91.8%	92.3%	92.4%	92.5%	92.6%	na	-0.7ppt	-0.3ppt	na
EBIT Margin	67.9%	68.7%	69.0%	68.1%	70.9%	68.6%	-0.2ppt	-2.2ppt	+0.4ppt
Adj. Net Margin	47.9%	48.5%	48.7%	48.3%	49.4%	48.7%	-0.4ppt	-0.9ppt	flat

Source: CMBIS estimates, Bloomberg estimates



# **Valuation**

Figure 10: Peers valuation table

				Mkt cap								P/B	ROAE	FY0-3	
	Stock			(RMB/			P/E (x)		EPS	growth (	%)	(x)	(%)	EPS	FY.
	code	Rating	Price	US\$mn)	Y/E	FY1	FY2	FY3	FY1	FY2	FY3	FY1	FY1	cagr	PE
Kweichou Moutai	600519 CH	Buy	2009.00	2,523,701	Dec-19	54.0	48.3	40.6	13	12	19	15.6	31.4	14.7	3.3
Haitian Flavouring	603288 CH	NR	159.80	517,823	Dec-19	79.9	66.9	56.3	21	19	19	25.2	33.1	19.8	3.4
Yili	600887 CH	Buy	40.03	243,487	Dec-19	32.9	27.8	24.1	6	18	15	8.5	27.1	13.0	2.1
Tsingtao Brewery	600600 CH	Hold	84.64	98,056	Dec-19	49.0	42.5	37.8	18	15	12	5.5	11.7	15.3	2.8
Yonghui	601933 CH	NR	6.80	64,711	Dec-19	27.6	22.1	18.0	48	25	23	3.1	10.8	31.6	0.7
C&S Paper	002511 CH	NR	25.84	33,876	Dec-19	37.9	30.3	25.5	45	25	19	6.9	18.5	29.1	1.0
Shanghai Jahwa	600315 CH	NR	48.02	32,556	Dec-19	82.7	62.1	42.9	(30)	33	45	4.9	5.7	10.5	5.9
Segment leaders						51.7	42.0	34.1	18	23	22	9.0	17.8	19.9	2.7
Wuliangye	000858 CH	Buy	267.98	1,040,193	Dec-19	52.2	41.8	34.8	15	25	20	12.1	24.9	19.7	2.1
Jiangsu Yanghe	002304 CH	NR	164.70	248,201	Dec-19	33.1	29.6	25.4	1	12	16	6.2	19.2	9.7	3.0
Luzhou Laojiao	000568 CH	NR	225.02	329,599	Dec-19	56.8	46.2	38.2	25	23	21	14.4	26.3	22.9	2.0
Shanxi Fen Wine	600809 CH	NR	332.80	290,045	Dec-19	97.5	74.9	58.1	53	30	29	30.1	32.2	36.9	2.0
Anhui Gujing	000596 CH	NR	210.17	91,644	Dec-19	50.8	39.9	33.0	(1)	27	21	10.2	19.9	15.2	2.6
Sichuan Swellfun	600779 CH	NR	71.53	34,938	Dec-19	50.4	38.1	31.0	(16)	32	23	15.4	30.5	10.9	3.5
Jiangsu King's Luck	603369 CH	NR	49.05	61,533	Dec-19	39.8	32.0	26.0	6	24	23	7.4	18.7	17.4	1.8
Beijing Shunxin	000860 CH	NR	46.93	34,811	Dec-19	47.8	35.1	27.1	(10)	36	29	4.3	8.4	16.6	2.1
Anhui Kouzi	603589 CH	NR	62.00	37,200	Dec-19	27.1	22.5	19.7	(20)	20	14	4.9	17.8	3.1	7.2
White wine sector						50.6	40.0	32.6	6	26	22	11.7	22.0	16.9	2.9
Diageo	DGE LN	NR	3019.50	97,343	Jun-20	26.7	24.0	21.8	3	11	10	9.0	37.0	8.2	2.9
Remy Cointreau	RCO FP	NR	159.60	9,459	Mar-20	60.7	48.9	42.2	6	24	16	5.4	9.1	14.9	3.3
Pernod Ricard	RI FP	NR	160.90	49,447	Jun-20	28.8	24.9	22.2	5	16	12	2.8	10.0	10.9	2.3
Brown-Forman	BF/B US	NR	70.00	32,665	Apr-20	40.4	37.3	33.7	1	9	11	13.2	37.1	6.5	5.7
Constellation	STZ US	NR	233.95	45,220	Feb-20	23.8	22.4	19.4	8	7	15	3.1	14.5	9.7	2.3
Int'l wine sector						36.1	31.5	27.9	4	13	13	6.7	21.5	10.0	3.3
Int'l wine sector - excl	luidng outliers													10.0	3.3
LVMH	MC FP	NR	565.30	334,905	Dec-19	70.6	37.1	31.8	(44)	90	17	7.5	11.1	7.7	4.8
Hermes	RMS FP	NR	945.20	117,097	Dec-19	87.9	56.4	49.2	(26)	56	14	14.0	16.4	9.7	5.8
Richemont	CFR SW	NR	91.14	55,472	Mar-20	58.5	31.7	25.7	(18)	85	23	3.0	4.6	22.9	1.4
Kering	KER FP	NR	591.10	86,719	Dec-19	36.8	26.4	22.6	(37)	39	17	6.5	18.2	0.7	38.3
Ferrari	RACE IM	NR	177.95	38,571	Dec-19	62.5	42.8	37.1	(23)	46	15	19.9	31.8	8.9	4.8
Prada	1913 HK	Buy	48.55	15,980	Dec-19	na	73.9	45.9	(118)	(500)	61	4.9	(1.8)	5.1	14.6
Int'l luxury goods sec	tor					63.3	44.7	35.4	(44)	(31)	25	9.3	13.4	9.2	11.6
Int'l luxury goods sec	tor - excluding o	outliers												12.3	4.2

Source: Bloomberg estimates, CMBIS estimates



# **Financial Summary**

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E	YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue	88,854	97,993	109,222	128,355	144,161	Profit after tax	43,970	49,523	55,482	66,040	74,501
Liquor	85,345	94,822	105,705	124,401	139,617	D&A	1,243	1,317	1,376	1,455	1,519
Others	3,510	3,171	3,517	3,954	4,545	Net finance cost	0	0	(316)	(326)	(338)
Cost of sales	(7,576)	(8,265)	(8,950)	(9,887)	(11,014)	Change in working capital	(23)	763	(426)	(655)	(621)
Gross profit	81,278	89,728	100,272	118,468	133,147	Others	20	66	(1,424)	(1,567)	(1,723)
						Net cash from operating	45,211	51,669	54,692	64,946	73,338
Other income	5	18	10	10	10						
Selling expenses	(3,279)	(2,548)	(2,995)	(3,347)	(3,659)	Capex	(3,149)	(2,090)	(4,225)	(3,225)	(1,725)
Admin expenses	(6,168)	(6,790)	(7,521)	(8,550)	(9,518)	Others	(17)	285	1,784	1,937	2,105
R&D expenses	(49)	(50)	(87)	(103)	(12)	Net cash from investing	(3,166)	(1,805)	(2,441)	(1,288)	380
Tax & surcharges	(12,733)	(13,887)	(15,557)	(18,252)	(20,444)	_					
Others	(5)	(71)	(5)	(5)	(4)	Interest paid	(0)	0	(44)	(44)	(44)
EBIT	59,049	66,400	74,117	88,222	99,521	Dividend paid	(20,117)	(24,091)	(26,940)	(29,842)	(34,990)
						Others	833	(37)	0	0	0
Finance costs, net	(7)	235	316	326	338	Net cash from financing	(19,284)	(24,128)	(26,984)	(29,886)	(35,034)
Non-operating items	(259)	(438)	(259)	(259)	(259)	_					
Profit before tax	58,783	66,197	74,174	88,289	99,600	Net change in cash	22,761	25,736	25,267	33,772	38,684
Income tax	(14,813)	(16,674)	(18,692)	(22,249)	(25,099)	Cash at the beginning	98,243	121,004	146,741	172,007	205,779
Non-controlling interests	(2,764)	(2,826)	(3,193)	(3,832)	(4,330)	Exchange difference	0	0	0	0	0
Net profit	41,206	46,697	52,289	62,208	70,171	Cash at the end	121,004	146,741	172,007	205,779	244,463

Balance sheet						Key ratios					
YE 31 Dec (RMB mn)	FY19A 24,018	FY20A 27,744	FY21E 30,593	FY22E 32,363	FY23E 32,569	YE 31 Dec	FY19A	FY20A	FY21E	FY22E	FY23E
Non-current assets	17,663	18,673	,	23,146	23,285	Sales mix (%)	96.0	96.8	96.8	96.9	96.8
PPE	,	,	21,447	,	,	Liquor					
Intangible assets	4,728	4,817	4,903	4,984	5,062	Others	4.0	3.2	3.2	3.1	3.2
Loans and advances	49	2,953	2,953	2,953	2,953						
Other non-current assets	1,578	1,301	1,290	1,280	1,269	Margin & ratios (%)					
						Gross margin	91.5	91.6	91.8	92.3	92.4
Current assets	159,024	185,652	214,088	251,517	294,092	EBIT margin	66.5	67.8	67.9	68.7	69.0
Inventories	25,285	28,869	31,756	34,932	38,425	Net margin	46.4	47.7	47.9	48.5	48.7
Trade receivables	1,463	1,533	1,708	2,008	2,255	Payout ratio	51.9	51.9	51.9	51.9	51.9
Others	1,647	960	1,067	1,249	1,399						
Placement with inst.	117,378	118,200	124,110	130,315	136,831	Balance sheet ratios					
Cash balance	13,252	36,091	55,448	83,014	115,182	Current ratio (x)	3.9	4.1	4.4	4.9	5.4
						Quick ratio (x)	3.3	3.4	3.8	4.2	4.7
Current liabilities	41,093	45,674	48,417	51,418	54,688	A/C receivables days	4	6	5	5	5
Trade payables	1,514	1,342	1,454	1,606	1,789	A/C payables days	65	63	57	56	56
Other payables	6,035	6,238	6,699	7,198	7,739	Inventory turnover days	1175	1196	1236	1231	1215
Customer deposits	13,740	14,931	15,678	16,462	17,285	Net cash (RMB mn)	119,581	140,049	163,891	196,097	233,057
Others	19,805	23,162	24,586	26,152	27,876	,					
						Returns (%)					
Non-current liabilities	73	1	1	1	1	ROAE	33.1	31.4	29.8	30.1	28.8
Deferred tax liabilities	73	1	1	1	1	ROAA	25.6	25.0	24.2	25.0	24.4
Total net assets	141,876	167,721	196,263	232,461	271,972	Per share					
Shareholders' equity	136,010	161,323	189,376	224,446	262,331	EPS (RMB)	32.80	37.17	41.62	49.52	55.86
Minority Interest	5,866	6,398	6,887	8,015	9,641	DPS (RMB)	17.03	19.29	21.60	25.70	28.99
						BVPS (RMB)	108.27	128.42	150.75	178.67	208.83

Source: Company data, CMBIS estimates



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BUY
Stock with potential return of over 15% over next 12 months
SELL
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 CMBIS

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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