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

Kuaishou (1024 HK)

A solid start into 2023E

Kuaishou delivered upbeat 4Q22, with stronger ads & livestreaming and better margin. Looking ahead, we are confident on KS's ads recovery, as well as share gain in ecommerce and livestreaming. After the current price correction, it would be a good time to accumulate, given: 1) resilient 1Q23E guidance (forecasting rev +15% YoY), with decent ads and livestreaming; 2) external ads demand to recover in 2Q23E; and 3) group breakeven in sight. We believe its solid guidance in FY23E would alleviate market concern on ecommerce slowdown and ads recovery pace. We slightly raised FY23-24E rev by 1.6-1.8% with higher margin (+0.2-0.8ppts), to reflect better livestreaming and effective cost control. Our SOTP-based TP was unchanged at HK\$94, considering slightly higher topline to offset FX change.

- Another upbeat quarter. As stated in our preview report, Kuaishou delivered upbeat 4Q22, with rev +16% YoY (4% above consensus and our estimates) and narrowing net loss at RMB45mn (vs. -RMB303/247mn of consensus/our estimate). Such strong topline was mainly driven by better-than-expected ads (+14% YoY, 4% above our estimate) and livestreaming (+14% YoY, 6% above our estimate), while ecommerce was largely in line (GMV +30% YoY). Margin beat on lower S&M/Rev ratio and higher other income.
- Expecting solid start with strong livestreaming and ads. KS is well positioned to capture ads recovery post China's reopening, and deliver above-industrial growth of livestreaming & ecommerce. 1Q23E would be a good start, with rev +15% YoY (vs. consensus of +10%) and bottom line at -RMB502mn (vs. consensus -RMB1.3bn). By segment, we forecast ads to rise +15%/20% YoY in 1Q23E/FY23E, in which external ads recovery might needs time, but internal ads and brand ads will keep strong momentum. Thanks to rising paying users with effective operation, livestreaming would keep solid growth, forecasting +12%/6% YoY in 1Q23E/FY23E (vs. prior +3%/2%). For ecommerce, despite macro uncertainty and fierce competition, we see high visibility for KS to deliver high-twenties YoY growth for GMV in 1Q23E/FY23E. Take rate would be relatively stable YoY, for lower returns after reopening to offset merchants support.
- Margin enhancement with disciplined S&M. We turn more positive on KS's margin expansion (expect profit at RMB1.1bn in FY23E, with adj. NPM at 1%), considering disciplined S&M and narrowing loss of overseas biz. We expect GPM at 46% in 1Q23E/FY23E, and S&M expenses to stay flat YoY in FY23E.
- Maintain BUY. To factor in resilient growth and better margin, we slightly raised FY23-24E rev by 1.6-1.8%, with higher margin by +0.2-0.8ppts. Our TP is HK\$94, with unchanged multiple assigned.

Earnings Summary

<u> </u>					
(YE 31 Dec)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue (RMB mn)	81,082	94,183	108,212	122,005	136,669
YoY growth (%)	37.9	16.2	14.9	12.7	12.0
Adj. net income (RMB mn)	(18,852)	(5,751)	1,076	5,262	11,273
Adj. EPS (RMB)	(4.7)	(1.3)	0.4	1.4	3.2
YoY growth (%)	NA	NA	NA	389	114
Consensus EPS (RMB)	NA	NA	0.1	2.1	4.6
P/E (x)	NA	NA	199	41	19
P/S (x)	2.6	2.3	2.0	1.8	1.6
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIGM estimates

BUY (Maintain)

Target Price HK\$94
(Previous TP HK\$94)
Up/Downside +33.0%
Current Price HK\$56.3

China Internet Sector

Sophie HUANG

(852) 3900 0889 sophiehuang@cmbi.com.hk

Eason XU

easonxu@cmbi.com.hk

Saiyi HE

hesaiyi@cmbi.com.hk

Ye TAO

franktao@cmbi.com.hk

Wentao LU

luwentao@cmbi.com.hk

Stock Data

Mkt Cap (HK\$ mn)	242,603
Avg 3 mths t/o (HK\$ mn)	1,542.88
52w High/Low (HK\$)	91.50/31.75
Total Issued Shares (mn)	3,566

Source: Bloomberg

Snareholding Structure	
Tencent	20.5%
Morningside Venture Cap	15.8%
DCM LP	6.8%
Source: Bloomberg	

Share Performance

Onale i en	Oi illulioc	
	Absolute	Relative
1-mth	2.2%	4.2%
3-mth	-20.1%	-20.0%
6-mth	-1.3%	-9.9%

Source: Bloomberg

12-mth Price Performance



Source: Bloomberg

Auditor: PwC



Figure 1: 4Q22 financial review

RMB mn	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	QoQ	YoY	Consensus	Diff %	СМВІ	Diff %
Revenue	17,019	19,139	20,493	24,430	21,067	21,695	23,128	28,292	22%	16%	27,270	4%	27,116	4%
Operating Profit	(7,292)	(7,215)	(7,404)	(5,790)	(5,643)	(3,059)	(2,612)	(1,243)	NA	NA	(1,827)	NA	(1,580)	NA
Net profit	(57,750)	(7,035)	(7,086)	(6,202)	(6,254)	(3,176)	(2,712)	(1,547)	NA	NA	(1,842)	NA	(1,625)	NA
Adj. net profit	(5,896)	(4,770)	(4,616)	(3,569)	(3,722)	(1,312)	(672)	(45)	NA	NA	(303)	NA	(247)	NA
Margin (%)														
Gross Margin	41.1%	43.8%	41.5%	41.5%	41.7%	45.0%	46.3%	45.5%			46.1%		45.8%	
Operating Margin	-42.8%	-37.7%	-36.1%	-23.7%	-26.8%	-14.1%	-11.3%	-4.4%			-6.7%		-5.8%	
Adj. net margin	-34.6%	-24.9%	-22.5%	-14.6%	-17.7%	-6.0%	-2.9%	-0.2%			-1.1%		-0.9%	
Growth (%)														
Revenue (YoY)	36.6%	48.8%	33.4%	35.0%	23.8%	13.4%	12.9%	15.8%			11.6%		11.0%	
Revenue (QoQ)	-6.0%	12.5%	7.1%	19.2%	-13.8%	3.0%	6.6%	22.3%			17.9%		17.2%	
Operating Profit	NA	NA	NA	NA	NA	NA	NA	NA			NA		NA	
Adj. net profit	NA	NA	NA	NA	NA	NA	NA	NA			NA		NA	

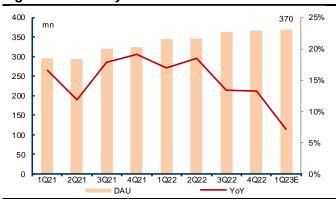
Source: Company data, Bloomberg, CMBIGM estimates

Figure 2: 4Q22 revenue breakdown

RMB mn	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	QoQ	YoY
Total revenue	17,019	19,139	20,493	24,430	21,067	21,695	23,128	28,292	22%	16%
Online marketing services	8,558	9,962	10,909	13,236	11,351	11,006	11,590	15,094	30%	14%
Live streaming	7,250	7,193	7,724	8,827	7,842	8,565	8,947	10,034	12%	14%
Other services	1,211	1,983	1,860	2,367	1,873	2,124	2,592	3,164	22%	34%

Source: Company data

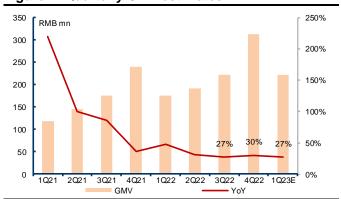
Figure 3: Quarterly DAU estimates



Source: Company data, CMBIGM estimates

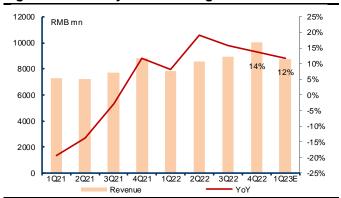


Figure 4: Quarterly GMV estimates



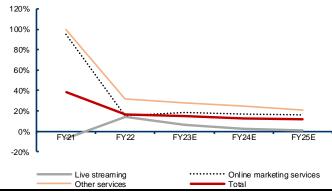
Source: Company data, CMBIGM estimates

Figure 6: Quarterly livestreaming rev estimates



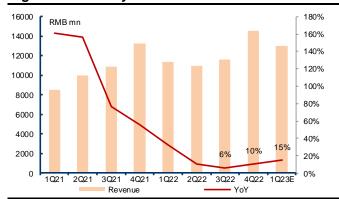
Source: Company data, CMBIGM estimates

Figure 8: Yearly revenue growth estimates



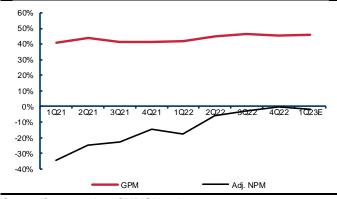
Source: Company data, CMBIGM estimates

Figure 5: Quarterly ads rev estimates



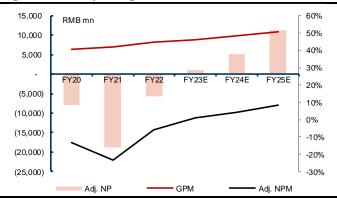
Source: Company data, CMBIGM estimates

Figure 7: Quarterly margin estimates



Source: Company data, CMBIGM estimates

Figure 9: Yearly margin estimates



Source: Company data, CMBIGM estimates



Maintain BUY with TP at HK\$94

To factor in stronger livestreaming, we slightly raised FY23-24E rev forecast by 1.6-1.8%. We also lifted its adj. NPM by 0.2-0.8ppt in FY23-24E, to reflect effective cost control in S&M.

Figure 10: CMBIGM estimates vs consensus

		CMBIGM			Consensus			Diff (%)	
RMB mn, Dec-YE	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	108,212	122,005	136,669	108,190	125,360	142,494	0.0%	-2.7%	-4.1%
Gross Profit	49,764	59,110	69,158	51,775	63,532	78,382	-3.9%	-7.0%	-11.8%
Operating Profit	(6,084)	(198)	9,762	(5,787)	2,423	13,622	NA	NA	-28.3%
Adj. net profit	1,076	5,262	11,273	923	9,278	19,635	16.6%	-43.3%	-42.6%
Adj. EPS (RMB)	0.41	1.41	3.21	0.1	2.1	4.6	549.1%	-32.1%	-30.8%
Gross Margin	46.0%	48.4%	50.6%	47.9%	50.7%	55.0%	-1.9ppts	-2.2ppts	-4.4ppts
Operating Margin	-5.6%	-0.2%	7.1%	-5.3%	1.9%	9.6%	-0.3ppts	-2.1ppts	-2.4ppts
Adj. net margin	1.0%	4.3%	8.2%	0.9%	7.4%	13.8%	+0.1ppts	-3.1ppts	-5.5ppts

Source: CMBIGM estimates, Bloomberg

Figure 11: Earnings revision

		New			Old			Diff (%)	
RMB mn, Dec-YE	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	108,212	122,005	136,669	106,317	120,109	NA	1.8%	1.6%	NA
Gross Profit	49,764	59,110	69,158	49,706	59,162	NA	0.1%	-0.1%	NA
Operating Profit	(6,084)	(198)	9,762	(7,766)	(2,044)	NA	NA	NA	NA
Adj. net profit	1,076	5,262	11,273	220	4,896	NA	389.1%	7.5%	NA
EPS (RMB)	0.41	1.41	3.21	0.05	1.06	NA	745.8%	33.4%	NA
Gross Margin	46.0%	48.4%	50.6%	46.8%	49.3%	NA	-0.8ppts	-0.8ppts	NA
Operating Margin	-5.6%	-0.2%	7.1%	-7.3%	-1.7%	NA	+1.7ppts	+1.5ppts	NA
Net Margin	1.0%	4.3%	8.2%	0.2%	4.1%	NA	+0.8ppts	+0.2ppts	NA

Source: Company data, CMBIGM estimates



We maintain our SOTP-based TP of HK\$94 (implying 3.3x FY23E P/S) and barely changed our forecasts, with slightly higher rev to offset FX change (multiple assigned unchanged). We assigned 2x FY23E EV/sales to ad biz (unchanged, still below industrial average), 1x FY23E EV/sales to livestreaming biz (unchanged), and 1.6x FY23E P/GMV to ecommerce biz (unchanged). Sub segments multiple assigned are below industrial average, considering its low margin currently. Our TP-implied multiple of 3.3x FY23E P/S is slightly above industrial average of 2.6x (for ecommerce with P/GMV multiple), but we think KS deserves premium multiple given its share gain and better margin outlook.

Figure 12: SOTP Valuation

'23E Rev or GMV	Methodology	Multiple	Valuation	Stakes	Value
37,592	EV/Sales	1.0x	37,592	100%	37,592
58,141	EV/Sales	2.0x	116,282	100%	116,282
1,144,469	P/GMV	0.16x	183,115	100%	183,115
					336,989
					22,533
					359,522
					0.88
					408,548
					94
	37,592 58,141	37,592 EV/Sales 58,141 EV/Sales	37,592 EV/Sales 1.0x 58,141 EV/Sales 2.0x	37,592 EV/Sales 1.0x 37,592 58,141 EV/Sales 2.0x 116,282	37,592 EV/Sales 1.0x 37,592 100% 58,141 EV/Sales 2.0x 116,282 100%

Source: CMBIGM estimates

Figure 13: Comps table

Company	Ticker	Mkt cap C	urrency	Price	CMBI	CMBI		PE			PS		FY23-25 EPS
		(USD mn)			Raiting	TP	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	CAGR
Kuaishou	1024 HK	31,043	HKD	56	BUY	94	199.2	40.8	19.0	2.0	1.8	1.6	224%
Game													
Tencent	700 HK	469,037	HKD	385	BUY	455	22.4	19.1	16.4	5.2	4.6	4.2	17%
NetEase	NTES US	59,565	USD	91	BUY	116	17.5	15.7	14.1	3.9	3.6	3.2	10%
XD Inc.	2400 HK	1,714	HKD	28	NA	NA	NA	NA	34.2	3.6	2.7	2.1	NA
Average							20.0	17.4	21.6	4.2	3.6	3.2	13%
Livestreaming &	k VAS												
Bilibili	BILI US	10,290	USD	25	BUY	30	NA	NA	56.9	2.8	2.4	2.1	NA
Momo	MOMO US	1,735	USD	9	HOLD	14	6.0	5.6	5.3	1.0	0.9	0.9	6%
YY	YY US	2,145	USD	30	BUY	46	14.4	11.1	9.1	0.9	0.8	0.7	25%
Huya	HUYA US	803	USD	3	BUY	7	NA	62.7	27.2	0.7	0.6	0.6	NA
Douyu	DOYU US	359	USD	1	NA	NA	NA	NA	NA	0.5	0.4	0.4	NA
TME	TME US	13,814	USD	8	BUY	11	17.5	15.9	14.2	3.2	3.0	2.8	12%
Mango	300413 CH	10,107	CNY	37	NA	NA	35.4	28.5	24.4	4.9	4.3	3.8	21%
iQIYI	IQ US	6,627	USD	7	BUY	9	21.6	14.2	11.3	1.4	1.3	1.2	38%
Average							14.9	15.1	20.2	1.9	1.7	1.6	16%
Advertising													
Baidu	BIDU US	55,922	USD	160	BUY	196	17.4	14.7	13.0	2.8	2.6	2.4	41%
Weibo	WB US	4,547	USD	19	BUY	22	8.6	7.7	7.0	2.3	2.1	2.0	12%
Average							13.0	11.2	10.0	2.6	2.3	2.2	26%
Ecommerce													
Alibaba	BABA US	254,610	USD	98	BUY	156	12.6	11.0	9.7	2.0	1.8	1.6	7%
JD.com	JD US	65,635	USD	42	BUY	74	14.5	11.4	9.6	0.4	0.3	0.3	21%
Pinduoduo	PDD US	92,098	USD	73	BUY	106	15.2	11.9	9.5	3.8	3.2	2.7	23%
Vipshop	VIPS US	8,923	USD	15	NA	NA	8.7	8.2	7.7	0.6	0.5	0.5	5%
Average							12.7	10.6	9.1	1.7	1.5	1.3	14%
Global entertain	ment												
Meta Platforms	META US	520,291	USD	201	NA	NA	18.8	15.6	14.2	4.3	3.8	3.4	20%
Netflix	NFLX US	144,079	USD	324	NA	NA	26.2	21.3	17.6	4.2	3.8	3.4	21%
Snapchat	SNAP US	17,490	USD	11	NA	NA	NA	63.3	28.2	3.7	3.2	2.7	301%
Average							22.5	18.4	15.9	4.1	3.6	3.2	17%
Average							15.8	14.1	12.4	2.6	2.3	2.1	17%

Source: Bloomberg, CMBIGM estimates



Financial Summary

Income statemen						Cash flow summa					
YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E	YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue	81,082	94,183	108,212	122,005	136,669	Net income	(78,077)	(13,689)	(6,498)	(2,668)	3,105
Live streaming	30,995	35,388	37,592	38,344	38,699	D&A	6,885	6,306	7,418	8,559	9,309
Online marketing services	42,665	49,042	58,141	68,101	79,224	Change in WC	2,444	(2,631)	3,055	1,964	2,029
Other services	7,421	9,753	12,478	15,560	18,745	Others	63,229	12,203	7,282	9,156	13,001
COGS	(52,051)	(56,399)	(62,895)	(67,511)	(72,035)	Operating CF	(5,519)	2,189	11,257	17,010	27,443
Gross profit	29,030	37,783	45,317	54,494	64,634	•	(= ===)	(0.404)	(44.040)	(40.000)	(40.000)
					,	Capex	(5,789)	(9,181)	(11,210)	(10,802)	(13,228)
S&M	(44,176)	(37,121)	(36,891)	(39,604)	(41,119)	Purchase of investments	-	-	-	-	
Admin.Exp.	(3,400)	(3,921)	(4,375)	(4,633)	(4,842)	Others	(12,572)	(8,367)	47	47	47
R&D	(14,956)	(13,784)	(15,390)	(17,117)	(18,807)	Investing CF	(18,361)	(17,548)	(11,163)	(10,755)	(13,180)
Other gains	801	137	366	354	457						
Operating profit	(32,701)	(16,906)	(10,974)	(6,505)	324	Equity raised Change of Debts	39,386	-	-	-	
Other income/(exp)	(51,314)	166	97	153	247	Cash from CB raised	_	_	_	_	
Pre-tax Income	(79,102)	(12,531)	(6,442)	(1,740)	5,094	Others	(2,885)	(4,482)	_	_	
Tie-tax income	(13,102)	(12,001)	(0,442)	(1,740)	0,004	Financing CF	36,500	(4,482)			
Income Tax	1,025	(1,158)	(57)	(929)	(1.090)	rinancing Cr	30,300	(4,402)	_	-	
		,	(57)	, ,	(1,989)	Not about a la cook	40.000	(40.044)	05	6.056	14.000
Net profit	(78,077)	(13,689)	(6,498)	(2,668)	3,105	Net change in cash	12,620	(19,841)	95	6,256	14,263
Adj. net profit	(18,852)	(5,751)	1,076	5,262	11,273	Cash (beg of yr)	20,392	32,612	13,274	13,863	20,613
						FX	(399)	494	494	494	494
						Cash (end of yr)	32,612	13,274	13,863	20,613	35,370
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	39,505	43,449	48,545	50,246	53,623	Sales mix (%)					
Property and equipment	11,051	13,215	11,543	14,485	19,380	Live streaming	38.2	37.6	34.7	31.4	28.3
Right-of-use assets	12,562	10,806	18,572	17,795	16,743	Online marketing services	52.6	52.1	53.7	55.8	58.0
Intangible assets	1,172	1,123	1,336	1,413	1,489	Other services	9.2	10.4	11.5	12.8	13.7
Others	14,720	18,305	17,094	16,553	16,011	Total	100.0	100.0	100.0	100.0	100.0
Current assets	53,011	45,859	47,455	54,251	71,496						
Cash	32,612	13,274	14,156	19,680	35,370	Growth rate (%)					
Prepayments	3,278	4,106	4,611	4,962	5,292	Revenue	37.9	16.2	14.9	12.7	12.0
Financial assets at fair	8,842		13,087	13,087	13,087	Gross profit	42.9	23.8	18.7	19.1	23.1
value through profit or loss	-,-	-,	-,	-,	-,	0.000 p.c					
Trade receivables	4,450	6,288	7,224	8,145	9,124	EBIT	NA	NA	NA	NA	NA
Others	3,828	9,103	8,377	8,377	8,623	Adj. net profit	NA	NA	NA	388.9	114.2
Current liabilities	37,256	40,710	45,206	48,442	51,572	P&L ratios (%)					
Accounts payables	20,021	22,868	25,679	27,633	29,471	Operating margin	(40.3)	(18.0)	(10.1)	(5.3)	0.2
Other payables and accruals	9,123			12,312	13,131	Pre-tax margin	(97.6)	(13.3)	(6.0)	(1.4)	3.7
Advances from customer	s 3,503	3,240	3,674	4,085	4,526	Adj. net margin	(23.3)	(6.1)	1.0	4.3	8.2
Others	4,608	4,411	4,411	4,411	4,444	Effective tax rate	(1.3)	9.2	0.9	15.0	15.0
	10,108	8,744	8,744	8,744	8,760	Returns (%)					
Non-current liabilities			-	-		ROE	NA	NA	NA	12.1	20.5
Convertible redeemable preferred shares Others	10,108				8,760		797	1471	14/1	12.1	20.0
MI	45,096			46,176	63,668						
Total Equity	45,096	39,838	40,914	46,176	63,668						



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CMBIGM Ratings

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 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

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