CMB International Global Markets | Equity Research | Company Update

# **Bilibili (BILI US)**

# Game business weighed on revenue growth despite resilient ad and VAS business

BiliBili reported inline 3Q23 results on 29 Nov: total revenue was flat YoY at RMB5.81bn, in line with CMBI/consensus estimate of RMB5.77/5.80bn; adjusted net loss narrowed by 50% YoY and 9% QoQ to RMB878mn, but missed CMBI/consensus estimate of RMB757/778mn due to the higher-than-expected investment loss (incl. impairment). Bili guides its FY23 total revenue to be at the lower-end of the RMB22.5-23.5bn range, which is in line with our expectation, due to the softer-than-expected performance of mobile game business. For 4Q23E, we forecast total revenue to grow by 3% YoY to RMB6.3bn, primarily supported by growth of ad/VAS revenue (+25%/18% YoY) but partially offset by a decline in mobile games revenue (-5% YoY). We maintain our total revenue forecast largely unchanged and see Bili remain on track for breakeven by end-FY24. We maintain our SOTP-based TP of US\$24.0. Maintain BUY.

- Solid ad business growth on improved e-commerce products. Ad revenue was up by 21% YoY to RMB1.64bn in 3Q23 (28% of total revenue), driven by over 40% YoY revenue growth of performance-based ad. Bili continued to strengthen collaboration with e-commerce platforms and upgrade its video and live commerce products. Ad revenue from ecommerce grew by over 90% YoY in 3Q23. Total GMV from video and live commerce products grew by over 250% YoY during Double 11. VAS revenue increased by 17% YoY to RMB2.60bn in 3Q23 (45% of total revenue), mainly led by live streaming revenue growth. Mobile games revenue declined by 33% YoY to RMB992mn in 3Q23 (17% of total revenue), primarily on the lack of new titles and high base from the release of Space Hunter 3 in June 2022. In 4Q23, Bili further streamlined its in-house game development team, which shall improve its R&D efficiency in our view.
- Unleashing commercial value of the quality user base. Average DAUs achieved a record high of 103mn in 3Q23, up 14% YoY. The DAU/MAU ratio reached 30.1% in 3Q23 (3Q22/2Q23: 27.1/29.8%). Bili also developed a more prosperous commercial ecosystem, with the number of content creators that received income from video and live commerce up by over 160% YoY in 3Q23. We expect the improving user quality and commercial ecosystem to pave the way for Bili's revenue growth and breakeven.
- Stringent cost control supports margin improvement. Gross margin rose by 6.8ppt YoY and 1.9ppt QoQ to 25.0% in 3Q23 and was ahead of consensus estimate by 1.0ppt, underpinned by stringent cost control and increased revenue contribution from higher-margin ad business. Adjusted net loss margin improved from -30.4% in 3Q22 to -15.1% in 3Q23, and the operating cash flow turned positive in 3Q23. We expect adjusted net margin to further improve to -10.7% and the operating cash flow to remain positive in 4Q23E.

#### **Earnings Summary**

(YE 31 Dec)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue (RMB mn)	19,384	21,899	22,508	24,865	27,088
YoY growth (%)	61.5	13.0	2.8	10.5	8.9
Gross margin (%)	20.9	17.6	24.1	29.1	32.2
Adjusted net profit (RMB mn)	(5,478.1)	(6,691.7)	(3,545.8)	(958.2)	883.7
EPS (Reported) (RMB cents)	(1,442.44)	(1,700.40)	(857.61)	(231.75)	213.75
Consensus EPS (RMB cents)	(1,442.44)	(1,700.40)	(866.09)	(226.61)	197.00
P/S (x)	2.0	1.8	1.8	1.6	1.5
Source: Company data, Bloomber	g, CMBIGM es	stimates			

Source: Company data, Bloomberg, CMBIGM estimates



## **BUY (Maintain)**

# **Target Price**

(Previous TP Up/Downside **Current Price**  US\$24.00 US\$24.00) 79.9% US\$13.34

13.7%

9.3%

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#### Stock Data

Mkt Cap (US\$ mn)	5,515.4
Avg 3 mths t/o (US\$ mn)	35.2
52w High/Low (US\$)	29.20/12.51
Total Issued Shares (mn)	413.4
Source: FactSet	

#### **Shareholding Structure**

Rui Chen Tencent

Source: Company data

#### Share Performance

	Absolute	Relative
1-mth	0.3%	-11.2%
3-mth	-15.7%	-17.7%
6-mth	-21.0%	-28.2%
Source: FactSet		



Source: FactSet



# **Business forecasts update and valuation**

### Figure 1: Bili: forecast revision

		Current			Previous		C	hange (%)	
RMB mn	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	22,508	24,865	27,088	22,525	24,890	27,119	-0.1%	-0.1%	-0.1%
Gross Profit	5,422	7,248	8,716	5,445	7,123	8,464	-0.4%	1.8%	3.0%
Operating Profit	(4,718)	(2,325)	(711)	(4,579)	(2,584)	(1,245)	na	na	na
Adjusted net profit	(3,546)	(958)	884	(3,390)	(1,258)	356	na	na	na
Adjusted EPS (RMB)	(8.6)	(2.3)	2.1	(8.2)	(3.0)	0.9	na	na	na
Gross Margin	24.1%	29.1%	32.2%	24.2%	28.6%	31.2%	-0.1 ppt	0.5 ppt	1.0 ppt
Operating Margin	-21.0%	-9.4%	-2.6%	-20.3%	-10.4%	-4.6%	-0.6 ppt	1.0 ppt	2.0 ppt
Adjusted net margin	-15.8%	-3.9%	3.3%	-15.0%	-5.1%	1.3%	-0.7 ppt	1.2 ppt	2.0 ppt

Source: CMBIGM estimates

#### Figure 2: CMBIGM estimates vs consensus

		CMBIGM		(	Consensus			Diff (%)	
RMB mn	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	22,508	24,865	27,088	22,844	26,550	30,266	-1.5%	-6.3%	-10.5%
Gross Profit	5,422	7,248	8,716	5,471	7,647	9,575	-0.9%	-5.2%	-9.0%
Operating Profit	(4,718)	(2,325)	(711)	(4,638)	(2,009)	(292)	na	na	na
Adjusted net profit	(3,546)	(958)	884	(3,461)	(849)	902	na	na	na
Adjusted EPS (RMB)	(8.6)	(2.3)	2.1	(8.7)	(2.3)	2.0	na	na	na
Gross Margin	24.1%	29.1%	32.2%	24.0%	28.8%	31.6%	0.1 ppt	0.3 ppt	0.5 ppt
Operating Margin	-21.0%	-9.4%	-2.6%	-20.3%	-7.6%	-1.0%	-0.7 ppt	-1.8 ppt	-1.7 ppt
Adjusted net margin	-15.8%	-3.9%	3.3%	-15.2%	-3.2%	3.0%	-0.6 ppt	-0.7 ppt	0.3 ppt

Source: Bloomberg, CMBIGM estimates

#### Figure 3: Bili: Quarterly financial figures

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(RMB mn)	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	Cons.	Diff%	СМВІ	Diff%
Mobile games	1,358	1,046	1,471	1,146	1,132	891	992	1,004	-1.2%	961	3.1%
YoY%	16.0%	-15.2%	5.7%	-11.5%	-16.7%	-14.8%	-32.6%				
VAS	2,052	2,103	2,210	2,350	2,156	2,302	2,595	2,584	0.4%	2,570	1.0%
YoY%	37.1%	28.7%	15.8%	24.0%	5.1%	9.4%	17.4%				
Advertising	1,041	1,158	1,355	1,512	1,272	1,573	1,638	1,676	-2.3%	1,697	-3.4%
YoY%	45.6%	10.4%	15.6%	-4.7%	22.2%	35.8%	20.9%				
IP derivatives and others	603	601	758	1,134	510	539	580	529	9.6%	539	7.7%
YoY%	16.2%	4.0%	3.2%	13.1%	-15.5%	-10.4%	-23.5%				
Total revenue	5,054	4,909	5,794	6,142	5,070	5,304	5,805	5,804	0.0%	5,766	0.7%
YoY%	29.6%	9.2%	11.3%	6.3%	0.3%	8.1%	0.2%				
Average MAUs	294	306	333	326	315	324	340				
YoY%	7.0%	6.0%	3.9%	2.5%	1.6%	1.1%	0.0%				
Gross profit margin	16.0%	15.0%	18.2%	20.3%	21.8%	23.1%	25.0%	24.0%		24.2%	
S&M ratio (%)	24.8%	23.9%	21.2%	20.6%	17.4%	17.3%	17.1%				
R&D ratio (%)	20.0%	23.1%	19.5%	24.3%	20.3%	19.7%	18.4%				
Adjusted net margin (%)	-32.7%	-40.0%	-30.4%	-21.4%	-20.3%	-18.1%	-15.1%	-13.4%		-13.1%	
Adjusted net profit	(1,653)	(1,964)	(1,763)	(1,312)	(1,029)	(963)	(878)	(778)		(757)	

Source: Company data, CMBIGM estimates



#### **SOTP** Valuation

Based on the SOTP valuation, our target price for Bili is US\$24.0 per ADS, which implies 3.2/2.9x 2023E/2024E PS. Our target price of US\$24.0 includes:

1) US\$10.1 for the advertising business (42.1% of the total valuation), based on a 16x 2024E PE. The target PE multiple is at a premium to the average PE of the mature advertising platforms (14x 2024E PE), to reflect Bili's unique value proposition in the video advertising market and its strong growth outlook.

2) US\$9.1 for the VAS business (38.0% of the total valuation), based on a 2.5x 2024E PS. The target PS multiple is at a premium to the average PS of other video platforms (2.0x 2024E PS), mainly due to its growing user base and improving monetization efficiency.

3) US\$4.5 for mobile games (18.8% of the total valuation), based on a 15x 2024E PE. The target PE multiple is at a discount to the industry average (18x 2024E PE), as Bili has yet to establish a successful track record in in-house games development.

4) US\$0.3 for IP derivatives and others (1.2% of the total valuation, previously disclosed as e-commerce and others), based on a 0.4x 2024E PS. The target PS multiple is on par with the average PS of the other e-commerce platforms.

#### Figure 4: Bili: SOTP Valuation

(RMBmn)	2024E revenue	t margin (%)	Target PS (x)	Target PE (x)	Target valuation	As of total valuation
VAS (Live streaming + Membership)	10,838		2.5		27,094	38.0%
Advertising	7,504	25%		16	30,015	42.1%
Mobile games	4,457	20%		15	13,372	18.8%
IP derivatives and others	2,066		0.4		827	1.2%
Total valuation (RMBmn)					71,308	
Number of ADS (mn)					413	
Valuation per ADS (US\$)					24.0	

Source: Company data, CMBIGM estimates

#### Figure 5: Peer comparison: online games and advertising sector

		Price	EPS gr	owth (YoY %	)		PE (x)	
Companies	Ticker	(Local)	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Online games								
NetEase	NTES US	114.2	22	3	(9)	19	18	17
Electronic Arts	EA US	136.4	(14)	13	11	23	19	17
Nexon	3659 JP	3,192.0	7	7	10	23	21	19
Nintendo	7974 JP	6,825.0	(9)	8	(18)	21	18	23
Bandai Namco	7832 JP	2,959.5	18	6	11	21	20	18
Perfect World	002624 CH	12.8	(19)	33	16	24	17	14
37 Interactive	002555 CH	22.4	11	15	13	15	13	11
Average PE						21	18	17
Online advertising								
Weibo	WB US	11.7	0	3	12	6	5	5
Baidu	BIDU US	119.6	39	(0)	9	11	11	10
Meta	Meta US	339.0	37	21	12	23	19	17
Google	GOOG US	138.6	15	20	18	23	19	16
Average PE						16	14	12

Source: Bloomberg, CMBIGM

Note: data as at 28 Nov market close



		Price	Revenue	growth (YoY	%)		PS (x)		
Companies	Ticker	(Local)	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	
Online video									
iQiyi	IQ US	4.6	5.4	6.3	6.8	1.0	0.9	0.9	
Mango Excellent Media	300413 CH	26.1	(1.5)	13.3	10.8	3.4	3.0	2.7	
Average PS						2.2	2.0	1.8	
First-party e-commerce	•								
JD	JD US	28.2	(0.5)	7.7	7.5	0.3	0.3	0.3	
Vipshop	VIPS US	16.4	2.9	5.1	4.8	0.6	0.5	0.5	
Average PS						0.4	0.4	0.4	

Source: Bloomberg, CMBIGM Note: data as at 28 Nov market close



# **Financial Summary**

INCOME STATEMENT	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Revenue	11,999	19,384	21,899	22,508	24,865	27,088
Cost of goods sold	9,159	15,341	18,050	17,086	17,618	18,373
Gross profit	2,840	4,043	3,849	5,422	7,248	8,716
Operating expenses	5,981	10,472	12,207	10,140	9,573	9,427
Selling expense	3,492	5,795	4,921	3,826	3,605	3,521
Admin expense	976	1,838	2,521	2,116	2,114	2,113
R&D expense	1,513	2,840	4,765	4,198	3,854	3,792
Operating profit	(3,141)	(6,429)	(8,358)	(4,718)	(2,325)	(711)
Investment gain/loss	28	(194)	(532)	(338)	(336)	(347)
Other gains/(losses)	137	(5)	1,457	274	0 0	Ó
EBIT	(2,975)	(6,628)	(7,434)	(4,781)	(2,661)	(1,058)
Interest income	83	70	281	538	765	844
Interest expense	(109)	(155)	(251)	(168)	(356)	(416)
Pre-tax profit	(3,001)	(6,713)	(7,404)	(4,410)	(2,252)	(630)
Income tax	53	95	104	88	45	(95)
After tax profit	(3,054)	(6,809)	(7,508)	(4,498)	(2,297)	(536)
Minority interest	47	20	11	(9)	46	11
Others	(4)	0	0	(3)	0	0
Net profit	(3,012)	(6,789)	(7,497)	(4,507)	(2,251)	(525)
Adjusted net profit	(2,560)	(5,478)	(6,692)	(3,546)	(958)	884
BALANCE SHEET	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Current assets	15,740	36,447	24,453	33,931	36,980	39,019
Cash & equivalents	4,678	7,523	10,187	16,331	18,387	19,478
Account receivables	1,218	1,382	1,329	2,436	2,691	2,931
Prepayment	1,766	4,848	3,545	5,630	6,219	6,776
ST bank deposits	4,720	7,632	4,768	4,911	5,058	5,210
Other current assets	3,357	15,061	4,623	4,623	4,623	4,623
Non-current assets	8,126	15,606	17,378	16,722	16,701	16,579
PP&E	762	1,350	1,227	1,428	1,592	1,733
Investment in JVs & assos	2,233	5,503	5,651	5,426	5,090	4,743
Intangibles	2,357	3,836	4,327	4,439	4,475	4,426
Goodwill	1,296	2,338	2,725	2,725	2,725	2,725
Other non-current assets	1,478	2,580	3,448	2,704	2,819	2,951
Total assets	23,866	52,053	41,831	50,653	53,681	55,597
Current liabilities	7,392	12,071	17,093	20,267	21,184	22,152
Short-term borrowings	100	1,232	6,621	6,621	6,621	6,621
Account payables	3,074	4,361	4,292	5,851	6,033	6,292
Tax payable	100	1,232	6,621	6,621	6,621	6,621
Other current liabilities	2,880	2,613	(2,084)	(1,885)	(1,470)	(1,063)
Accrued expenses	1,238	2,633	1,643	3,058	3,378	3,680
Non-current liabilities	8,692	18,266	9,498	18,442	21,511	21,576
Long-term borrowings	8,341	17,784	8,683	17,784	20,784	20,784
Other non-current liabilities	351	482	814	658	727	792
Total liabilities	16,083	30,337	26,591	38,710	42,696	43,729
Share capital	0	0	0	0	0	0
-						
Capital surplus	14,616	35,930	35,930	35,930	35,930	35,930
Retained earnings	(7,175)	(13,971)	(20,437)	(23,725)	(24,729)	(23,856)
Other reserves	159 7 600	(255) 21 704	(255) 15 238	(255)	(255)	(255) 11 810
Total shareholders equity	7,600	21,704	15,238	11,950	<b>10,946</b>	11,819
Minority interest	182	12 52 053	2	(7) 50 653	39 53 681	49 55 597
Total equity and liabilities	23,866	52,053	41,831	50,653	53,681	55,597



CASH FLOW	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	(3,001)	(6,713)	(7,404)	(4,410)	(2,252)	(630)
Depreciation & amortization	327	539	755	462	532	589
Tax paid	53	95	104	88	45	(95)
Change in working capital	1,487	(9)	(1,246)	(18)	72	171
Others	1,887	3,442	3,878	3,864	4,567	5,168
Net cash from operations	753	(2,647)	(3,911)	(13)	2,964	5,204
Investing						
Capital expenditure	(2,239)	(3,687)	(2,738)	(3,472)	(3,646)	(3,828)
Acquisition of subsidiaries/ investments	(1,757)	(7,238)	(2,646)	(113)	0	0
Others	(4,911)	(13,652)	15,994	600	(262)	(285)
Net cash from investing	(8,907)	(24,578)	10,609	(2,985)	(3,908)	(4,113)
Financing						
Net borrowings	5,695	11,203	251	9,101	3,000	0
Proceeds from share issues	2,817	19,288	0	0	0	0
Others	(177)	(103)	(4,606)	0	0	0
Net cash from financing	8,335	30,389	(4,355)	9,101	3,000	0
Net change in cash						
Cash at the beginning of the year	4,963	4,678	7,523	10,187	16,331	18,387
Exchange difference	(466)	(319)	321	40	0	0
Cash at the end of the year	4,678	7,523	10,187	16,331	18,387	19,478
GROWTH	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Revenue	77.0%	61.5%	13.0%	2.8%	10.5%	8.9%
Gross profit	138.6%	42.4%	(4.8%)	40.9%	33.7%	20.3%
PROFITABILITY	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Gross profit margin	23.7%	20.9%	17.6%	24.1%	29.1%	32.2%
Operating margin	(26.2%)	(33.2%)	(38.2%)	(21.0%)	(9.4%)	(2.6%)
Adj. net profit margin	(21.3%)	(28.3%)	(30.6%)	(15.8%)	(3.9%)	3.3%
Return on equity (ROE)	(41.1%)	(46.3%)	(40.6%)	(33.2%)	(19.7%)	(4.6%)
GEARING/LIQUIDITY/ACTIVITIES	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Net debt to equity (x)	0.5	0.5	0.3	0.7	0.8	0.7
Current ratio (x)	2.1	3.0	1.4	1.7	1.7	1.8
Receivable turnover days	37.1	26.0	22.1	39.5	39.5	39.5
Payable turnover days	122.5	103.8	86.8	125.0	125.0	125.0
VALUATION	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec	40 <i>(</i>	10.0				0.0
P/B	12.4	10.8	4.1	3.3	3.6	3.3

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.



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