

Xiaomi (1810 HK)

1Q24 beat on strong margins; Positive on upbeat SU7 delivery target

Xiaomi's 1Q24 revenue/net profit growth of 27%/101% YoY beat our/consensus estimates, mainly driven by a stronger GPM, improving revenue mix and better finance incomes. Looking ahead, Xiaomi reiterated its positive view on smartphone global share gains, new retail strategy execution and EV shipment deliveries, and mgmt. guided to target 120k annual EV deliveries (vs 100k prior guidance). We believe Xiaomi's share gain momentum, AloT sales strength and overseas internet revenue will continue to drive earnings growth into FY24E-25E. We raise FY24-26E EPS by 12-16% to factor in the strong 1Q results, and lift SOTP-based TP to HK\$25.39. Upcoming catalysts include SU7 shipment progress and smartphone market share gains.

- 1Q24 beat on better margins. Xiaomi's 1Q24 global smartphone shipments increased 33.7% YoY and ASP dropped 0.6% YoY due to an increasing share of lower-ASP smartphone shipments overseas. By segment, smartphone/AloT/internet revenue rose 32.9%/21.0%/14.5% YoY, boosted by strong SP/Pad/TWS/large home appliance shipments, a large global user base and better monetization in overseas internet segment. Despite market concerns on rising BOM cost pressure, 1Q24 blended GPM came in at 22.3%, better than our/consensus estimates, mainly due to resilient smartphone margin and record-high AloT GPM of 19.9% with a better product mix.
- 2024E outlook: 120k SU7 annual delivery target, new retail strategy to accelerate for AloT expansion. Xiaomi guided to target 120k annual EV deliveries (vs. prior 100k units) and 10k monthly deliveries in June. Xiaomi's EV sales network targeted to expend to 219 stores in 46 cities by year-end, together with Xiaomi's new retail strategy targeting at opening another 10k new stores in China in FY24-26. Overseas retail channels expansion plan is also set to boost AloT sales. Overall, we expect Xiaomi's revenue/adj. net profit to grow 24%/19% YoY in FY24E.
- Our FY24-26E EPS are 28-39% above consensus; Maintain BUY. We raise FY24-26E EPS by 12%-16% to factor in the strong 1Q24 results, and lift SOTP-based TP to HK\$25.39, implying 25x FY24E P/E. Reiterate BUY. Catalysts include EV product shipment progress and smartphone market share gains.

Earnings Summary

(YE 31 Dec)	FY22A	FY23A	FY24E	FY25E	FY26E
,					
Revenue (RMB mn)	280,044	270,970	337,161	377,185	414,232
YoY growth (%)	(14.7)	(3.2)	24.4	11.9	9.8
Adjusted net profit (RMB mn)	8,518.0	19,272.8	22,973.7	25,196.1	28,277.4
YoY growth (%)	(61.4)	126.3	19.2	9.7	12.2
EPS (Adjusted) (RMB)	0.34	0.77	0.92	1.01	1.14
Consensus EPS (RMB)	N/A	N/A	0.66	0.73	0.89
P/E (x)	51.2	22.7	19.0	17.3	15.5
P/B (x)	3.0	2.7	2.4	2.2	2.0
Yield (%)	0.0	0.0	0.0	0.0	0.0
ROE (%)	1.8	11.3	10.6	10.7	11.0
Net gearing (%)	70.9	76.9	83.0	57.1	57.1

Source: Company data, Bloomberg, CMBIGM estimates

BUY (Maintain)

 Target Price
 HK\$25.39

 (Previous TP
 HK\$23.77)

 Up/Downside
 34.0%

 Current Price
 HK\$18.94

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Stock Data

MI-t O = = (LUZC)	005 077 5
Mkt Cap (HK\$ mn)	385,277.5
Avg 3 mths t/o (HK\$ mn)	2,030.4
52w High/Low (HK\$)	19.98/9.99
Total Issued Shares (mn)	20342.0
Source: FactSet	

Shareholding Structure

Lin Bin	8.6%
Smart Mobile Holdings Ltd	8.6%
Source: HKEx	<u> </u>

Share Performance

	Absolute	Relative
1-mth	17.1%	4.4%
3-mth	43.3%	27.0%
6-mth	22.7%	16.4%

Source: FactSet

12-mth Price Performance



Source: FactSet

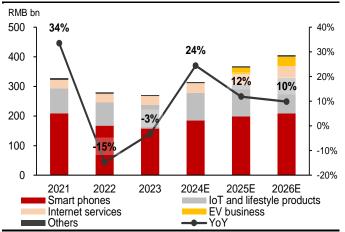
Related reports:

- Xiaomi (1810 HK)-1Q24E preview: Expect strong earnings ahead; Raise TP to HK\$ 23.77-9 May 2024 (link)
- Xiaomi (1810 HK)-Key takeaways from Xiaomi Investor Day-24 Apr 2024 (link)
- Xiaomi (1810 HK)-Xiaomi EV SU7's pricing and pre-order above expectations; Raise TP to HK\$ 22.19- 2 Apr 2024 (link)
- 4. Xiaomi (1810 HK)- Raise TP and estimates on 4Q23 beat; All eyes on EV official launch on 28 March-20 Mar 2024 (link)



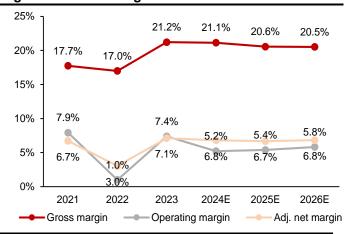
Focus Charts

Figure 1: Xiaomi revenue trend



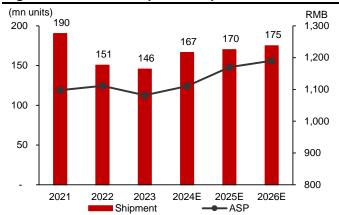
Source: Company data, CMBIGM estimates

Figure 2: Xiaomi margin trend



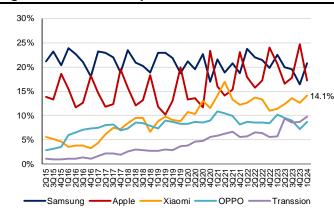
Source: Company data, CMBIGM estimates

Figure 3: Xiaomi smartphone shipment forecast



Source: Company data, CMBIGM estimates

Figure 4: Global smartphone market share



Source: IDC, CMBIGM

Figure 5: Xiaomi's global smartphone market share gains

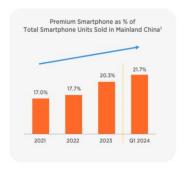
Smartphone Market Share Improved in All Major Markets Globally



Source: Company data, CMBIGM

Figure 6: Smartphone premiumization strategy

Relentless Execution of Smartphone Premiumization Strategy





Source: Company data, CMBIGM



1Q24 Review

Figure 7: 1Q24 results review

						CMBIGM		
RMB mn	1Q23	4Q23	1Q24	QoQ	YoY	1Q24E	Diff %	
Revenue	59,477	73,244	75,507	3.1%	27%	75,167	0%	
Gross profit	11,592	15,614	16,830	7.8%	45%	16,236	4%	
Operating profit	5,900	5,057	3,683	-27.2%	-38%	8,091	-54%	
Adj. net profit	3,233	4,910	6,491	32.2%	101%	5,403	20%	
Adj. EPS (RMB)	0.13	0.20	0.26	31.4%	99%	0.22	19%	
Gross margin	19.5%	21.3%	22.3%	1 ppt	2.8 ppt	21.6%	0.7 ppt	
Operating margin	9.9%	6.9%	4.9%	-2 ppt	-5 ppt	10.8%	-5.9 ppt	
Adj. net margin	5.4%	6.7%	8.6%	1.9 ppt	3.2 ppt	7.2%	1.4 ppt	

Source: Company data, CMBIGM estimates

Figure 8: Revenue breakdown

RMB mn	FY23	1Q24	2Q24E	3Q24E	4Q24E	FY24E	FY25E	FY26E
Smart phones	157,461	46,480	45,510	45,150	47,880	185,020	198,900	208,250
YoY	-6%	33%	24%	8%	8%	18%	8%	5%
Shipments (mn)	145,600	40,600	41,000	43,000	42,000	166,600	170,000	175,000
YoY	-3%	34%	25%	3%	4%	14%	2%	3%
ASP (RMB)	1,081	1,145	1,110	1,050	1,140	1,111	1,170	1,190
YoY	-2.7%	-0.6%	-0.2%	5.4%	4.4%	2.7%	5.4%	1.7%
IoT and lifestyle products	80,108	20,373	26,000	23,747	23,144	93,264	106,232	121,043
YoY	0%	21%	17%	15%	14%	16%	14%	14%
Smart TVs and laptops	19,482	4,656	4,935	5,231	5,610	20,433	22,476	24,723
YoY	-18%	-1%	-1%	3%	10%	5%	10%	10%
Other IoTs	60,626	15,717	21,065	18,515	17,534	72,831	83,756	96,319
YoY	8%	30%	34%	21%	15%	20%	15%	15%
Internet services	30,107	8,048	8,142	8,268	8,398	32,856	36,142	39,756
YoY	6%	15%	9%	7%	7%	9%	10%	10%
Advertising services	20,500	5,500	5,610	5,724	5,936	22,770	25,047	27,552
YoY	11%	25%	10%	6%	6%	11%	10%	10%
Internet value-added	9,607	2,548	2,532	2,544	2,462	10,086	11,095	12,204
YoY	-2%	-3%	8%	8%	8%	5%	10%	10%
Gaming	4,387	1,200	1,094	1,161	1,030	4,485	4,933	5,427
YoY	7%	-11%	8%	8%	8%	2%	10%	10%
Other (incl. Youpin fintech, etc.)	5,220	1,348	1,438	1,383	1,432	5,601	6,161	6,777
YoY	-9%	5%	8%	8%	8%	7%	10%	10%
EV Business						22,220	31,350	39,710
Others	3,294	605	1,274	980	942	3,801	4,561	5,473
YoY	-30%	-4%	20%	20%	20%	15%	20%	20%
Total	270,970	75,507	85,545	85,845	90,264	337,161	377,185	414,232
YoY	-3%	27%	27%	21%	23%	24%	12%	10%
Gross margin								
Smart phones	14.6%	14.8%	14.5%	14.3%	14.0%	14.4%	14.0%	14.0%
loT and lifestyle products	16.3%	19.9%	19.8%	19.3%	18.5%	19.4%	18.0%	17.5%
Internet services	74.2%	74.2%	75.0%	74.8%	74.5%	74.6%	74.5%	74.5%
EV Business	-	-	4.0%	8.0%	10.0%	8.1%	10.0%	11.0%
Others	-27.8%	-11.9%	10.0%	10.0%	10.0%	6.5%	11.0%	12.0%
Total	21.2%	22.3%	22.2%	22.2%	21.6%	20.6%	21.5%	21.5%

Source: Company data, CMBIGM estimates



Earnings Revision

Our FY24-26E adj. NP are 28-39% above consensus

We raise FY24-26E adj. EPS by 12-16% to reflect strong 1Q24 performance and betterthan-expected margins. Our FY24-26E EPS are 28-39% above consensus given our more positive view on smartphone share gains and EV business upside.

Figure 9: CMBIGM earnings revision

RMB mn		New			Old		C	hange (%)	
KIVID IIIII	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	337,161	377,185	414,232	335,701	375,130	411,867	0%	1%	1%
Gross profit	71,259	77,530	84,980	68,683	76,131	84,008	4%	2%	1%
Operating profit	17,569	20,308	24,106	21,547	23,621	27,881	-18%	-14%	-14%
Adj. net profit	22,974	25,196	28,277	20,030	21,722	25,200	15%	16%	12%
Adj. EPS (RMB)	0.92	1.01	1.14	0.80	0.87	1.01	15%	16%	12%
Gross margin	21.1%	20.6%	20.5%	20.5%	20.3%	20.4%	0.7 ppt	0.3 ppt	0.1 ppt
Operating margin	5.2%	5.4%	5.8%	6.4%	6.3%	6.8%	-1.2 ppt	-0.9 ppt	-1 ppt
Adj. net margin	6.8%	6.7%	6.8%	6.0%	5.8%	6.1%	0.8 ppt	0.9 ppt	0.7 ppt

Source: Company data, CMBIGM estimates

Figure 10: CMBIGM estimates vs consensus

RMB mn		CMBIGM			Consensus			Diff (%)	
KIND IIII	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	337,161	377,185	414,232	324,879	370,966	420,388	4%	2%	-1%
Gross profit	71,259	77,530	84,980	63,928	71,666	80,840	11%	8%	5%
Operating profit	17,569	20,308	24,106	15,349	18,366	23,057	14%	11%	5%
Adj. net profit	22,974	25,196	28,277	16,154	17,723	22,174	42%	42%	28%
Adj. EPS (RMB)	0.92	1.01	1.14	0.66	0.73	0.89	39%	38%	28%
Gross margin	21.1%	20.6%	20.5%	19.7%	19.3%	19.2%	1.5 ppt	1.2 ppt	1.3 ppt
Operating margin	5.2%	5.4%	5.8%	4.7%	5.0%	5.5%	0.5 ppt	0.4 ppt	0.3 ppt
Adj. net margin	6.8%	6.7%	6.8%	5.0%	4.8%	5.3%	1.8 ppt	1.9 ppt	1.6 ppt

Source: Bloomberg, CMBIGM estimates

Figure 11: P&L forecast

RMB mn	FY23	1Q24	2Q24E	3Q24E	4Q24E	FY24E	FY25E	FY26E
Revenue	270,970	75,507	85,545	85,845	90,264	337,161	377,185	414,232
YoY	-3%	27%	27%	21%	23%	24%	12%	10%
Cost of sales	(213,494)	(58,677)	(67,380)	(67,907)	(71,938)	(265,902)	(299,655)	(329,251)
Gross profit	57,476	16,830	18,165	17,938	18,326	71,259	77,530	84,980
GPM (%)	21.2%	22.3%	21.2%	20.9%	20.3%	21.1%	20.6%	20.5%
YoY	21%	45%	28%	11%	17%	24%	9%	10%
SG&A	(24,353)	(7,004)	(7,271)	(7,468)	(8,575)	(30,319)	(32,626)	(35,831)
% of rev	-9.0%	-9.3%	-8.5%	-8.7%	-9.5%	-9.0%	-8.7%	-8.7%
R&D	(19,098)	(5,159)	(5,817)	(6,009)	(6,680)	(23,665)	(25,649)	(26,097)
% of rev	-7.0%	-6.8%	-6.8%	-7.0%	-7.4%	-7.0%	-6.8%	-6.3%
Operating profit	20,009	3,683	5,148	4,487	4,250	17,569	20,308	24,106
OPM (%)	7.4%	4.9%	6.0%	5.2%	4.7%	5.2%	5.4%	5.8%
YoY	610%	-38%	27%	-10%	-16%	-12%	16%	19%
Adj. net profit	19,273	6,491	5,922	5,843	4,753	22,974	25,196	28,277
NPM (%)	7.1%	8.6%	6.9%	6.8%	5.3%	6.8%	6.7%	6.8%
YoY	126%	101%	15%	-2%	-3%	19%	10%	12%

Source: Company data, CMBIGM estimates



Valuation and risks

Maintain BUY with new SOTP-based TP of HK\$25.39

We derive a new SOTP-based TP of HK\$25.39 in order to reflect different growth profiles of Xiaomi's various businesses. We assign 15x/15x/15x FY24E P/E to its smartphone/ AloT/Internet businesses, in-line with its peers. For EV business, we assign 0.75x FY25E P/S, in-line with the average of its Chinese EV peers (Li Auto, Xpeng, NIO, BYD). Upcoming catalysts include EV product shipment ramp-up, and smartphone market share gains.

Figure 12: Xiaomi - SOTP valuation

Business segment	FY24E Rev (RMB mn)	% of FY24E Core NP	FY24E NP (RMB mn)	Valuation methodology	Target Mutiple (x)	Valuation (RMB mn)
Smart phones	185,020	38%	12,532	P/E	15.0	187,987
AloT and lifestyle products	93,264	26%	8,497	P/E	15.0	127,453
Internet services	32,856	35%	11,537	P/E	15.0	173,059
Others	3,801	0%	116	P/E	10.0	1,163
EV (FY25E)	31,350			P/S	0.75	23,513
			32,683			513,175
Investment (Rmb mn)						68,000
Total (RMB mn)				_	•	581,175
No of shares (mn)						24,885
TP (RMB)						23.35
TP (HK\$)						25.39

Source: Company data, CMBIGM estimates

Risks

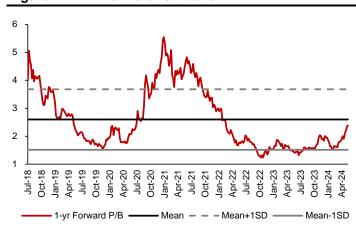
Potential risk factors including intensified smartphone market competition and slower-thanexpected EV production ramp-up.

Figure 13: 12M forward P/E band



Source: Bloomberg, CMBIGM

Figure 14: 12M forward P/B band



Source: Bloomberg, CMBIGM



Financial Summary

INCOME STATEMENT	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Revenue	328,309	280,044	270,970	337,161	377,185	414,232
Cost of goods sold	(270,048)	(232,467)	(213,494)	(265,902)	(299,655)	(329,251)
Gross profit	58,261	47,577	57,476	71,259	77,530	84,980
Selling expense	(20,981)	(21,323)	(19,227)	(24,077)	(26,026)	(28,582)
Admin expense	(4,739)	(5,114)	(5,127)	(6,242)	(6,601)	(7,249)
R&D expense	(13,167)	(16,028)	(19,098)	(23,665)	(25,649)	(26,097)
Other income	827	1,136	740	898	898	898
Gain/loss on financial assets at FVTPL	8,132	(1,662)	3,501	(1,179)	(1,179)	(1,179)
Investment gain/loss	275	(400)	46	334	334	334
EBIT	26,029	2,816	20,009	17,569	20,308	24,106
Net Interest income/(expense)	(1,612)	1,117	2,002	5,043	5,043	5,043
Foreign exchange gain/loss	(2,580)	(1,369)	1,697	241	1,000	1,000
Others	0	0	0	0	0	0
Pre-tax profit	24,417	3,934	22,011	22,612	25,351	29,149
Income tax	(5,134)	(1,431)	(4,537)	(4,266)	(4,783)	(5,499)
Minority interest	(56)	29	(1)	(23)	(26)	(30)
Net profit	19,283	2,503	17,474	18,345	20,568	23,649
Adjusted net profit	22,039	8,518	19,273	22,974	25,196	28,277
Net dividends	0	0	0	0	0	0
BALANCE SHEET	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Current assets	185,851	160,415	199,053	226,330	245,831	276,134
Cash & equivalents	23,512	27,607	33,631	22,161	61,406	55,107
Account receivables	23,095	19,625	21,924	31,338	25,926	35,042
Inventories	52,398	50,438	44,423	73,756	59,424	86,910
Prepayment	19,852	18,578	20,079	20,079	20,079	20,079
ST bank deposits	31,041	29,875	52,798	52,798	52,798	52,798
Financial assets at FVTPL	30,910	9,846	20,194	20,194	20,194	20,194
Other current assets	5,045	4,446	6,005	6,005	6,005	6,005
Non-current assets	107,040	113,092	125,195	129,951	134,832	139,711
PP&E	6,965	9,138	13,721	18,477	23,358	28,237
Deferred income tax	1,662	2,278	2,161	2,161	2,161	2,161
Investment in JVs & assos	10,231	7,932	6,922	6,922	6,922	6,922
Intangibles	5,579	4,630	8,629	8,629	8,629	8,629
Financial assets at FVTPL	50,114	55,980	60,200	60,200	60,200	60,200
Other non-current assets	32,490	33,134	33,562	33,562	33,562	33,562
Total assets	292,892	273,507	324,247	356,281	380,663	415,846
Current liabilities	115,727	89,628	115,588	129,276	133,090	144,623
Short-term borrowings	5,527	2,151	6,183	6,183	6,183	6,183
Account payables	74,643	53,094	62,099	75,787	79,601	91,134
Tax payable	2,335	1,384	1,838	1,838	1,838	1,838
Other current liabilities	33,222	32,999	45,467	45,467	45,467	45,467
Non-current liabilities	39,732	39,957	44,398	44,398	44,398	44,398
Long-term borrowings	20,720	21,493	21,674	21,674	21,674	21,674
Deferred income	1,203	983	1,494	1,494	1,494	1,494
Other non-current liabilities	17,809	17,480	21,230	21,230	21,230	21,230
Total liabilities	155,459	129,584	159,986	173,674	177,488	189,021
Share capital	407	406	407	407	407	407
Other reserves	137,212	143,658	163,995	182,364	202,958	226,638
Total shareholders equity	137,432	143,923	164,262	182,607	203,175	226,824
Minority interest	220	265	266	243	217	186
Total equity and liabilities	292,892	273,507	324,247	356,281	380,663	415,846



CASH FLOW	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	24,417	3,934	22,011	22,612	25,351	29,149
Depreciation & amortization	3,062	3,707	(1,383)	1,987	2,663	3,405
Tax paid	(2,442)	(3,420)	(4,083)	(4,266)	(4,783)	(5,499)
Change in working capital	(15,725)	(21,255)	25,862	(25,059)	23,558	(25,069)
Others	474	12,644	(1,107)	0	0	0
Net cash from operations	9,785	(4,390)	41,300	(4,727)	46,789	1,985
Investing						
Capital expenditure	(7,169)	(5,800)	(3,200)	(6,743)	(7,544)	(8,285)
Acquisition of subsidiaries/ investments	(1,086)	(25)	0	0	0	0
Net proceeds from disposal of short-term	166,947	23,136	0	0	0	0
investments				0		0
Others	(203,699)	(1,763)	(31,969)	0 (6.742)	0 (7.544)	(0.20E)
Net cash from investing	(45,008)	15,549	(35,169)	(6,743)	(7,544)	(8,285)
Financing Net borrowings	0.007	(2,791)	0	0	0	0
Net borrowings Proceeds from share issues	9,227 0	(2,791)	0	0	0	0
		(2,386)	0	0	0	
Share repurchases	(7,007)	· , ,		0	0	0
Others Net cash from financing	2,278 4,499	(2,677) (7,855)	(505) (505)	0	0	0
Net change in cash						
Cash at the beginning of the year	55,580	24,339	27,607	33,631	22,161	61,406
Exchange difference	791	398	0	0	0	01,400
Cash at the end of the year	24,339	27,607	33,631	22,161	61,406	55,107
GROWTH	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Revenue	33.5%	(14.7%)	(3.2%)	24.4%	11.9%	9.8%
Gross profit	58.5%	(18.3%)	20.8%	24.0%	8.8%	9.6%
EBIT	8.3%	(89.2%)	610.4%	(12.2%)	15.6%	18.7%
Net profit	(5.1%)	(87.0%)	598.3%	5.0%	12.1%	15.0%
Adj. net profit	69.5%	(61.4%)	126.3%	19.2%	9.7%	12.2%
PROFITABILITY	2021A	2022A	2023A	2024E	2025E	2026E
	ZUZTA	ZUZZA	2023A	2024L	2023L	2020L
YE 31 Dec	4==04	4= 004	24.207			
Gross profit margin	17.7%	17.0%	21.2%	21.1%	20.6%	20.5%
Adj. net profit margin	6.7%	3.0%	7.1%	6.8%	6.7%	6.8%
Return on equity (ROE) GEARING/LIQUIDITY/ACTIVITIES	14.8% 2021A	1.8% 2022A	11.3% 2023A	10.6% 2024E	10.7% 2025E	11.0% 2026E
YE 31 Dec	2021A	2022A	2023A	2024E	2023E	2020E
Net debt to equity (x)	1.0	0.7	0.8	0.8	0.6	na
Current ratio (x)	1.6	1.8	1.7	1.8	1.8	1.9
Receivable turnover days	15.6	19.4	16.1	12.0	12.0	12.0
Inventory turnover days	63.6	80.7	81.1	45.4	45.4	45.4
Payable turnover days	99.2	100.3	98.5	94.6	94.6	94.6
VALUATION	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec	00.0	54.0	00.7	40.0	47.0	45.5
P/E	22.6	51.2	22.7	19.0	17.3	15.5
P/E (diluted)	19.9	51.2	22.7	19.0	17.3	15.5
P/B	3.2	3.0	2.7	2.4	2.2	ns
Div yield (%)	0.0	0.0	0.0	0.0	0.0	0.0

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



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