CMB International Global Markets | Equity Research | Company Update

# Kuaishou (1024 HK)

# Upbeat margin to continue

As stated in our preview notes, Kuaishou (KS) delivered upbeat margins and inline rev in 3Q23. Looking into 4Q23E, we expect the resilient momentum to continue. We forecast 4Q23E rev +15% YoY (largely in line), and bottom line at RMB2.8bn (9% above consensus). We are positive on its long-term ecommerce upside, boosted by deeper MAC penetration, higher traffic efficiency, and shelfbased mall expansion. Thanks to 11.11 outperformance (highest GMV growth among key platforms), we expect its ecommerce GMV/others rev +29.5%/40% YoY in 4Q23E. Ads would see above-industry growth in 4Q23E (forecasting +20% YoY). We raise FY23-25E earnings by 7%-10%, and keep TP unchanged at HK\$97.

- 3Q23 beat on earnings. KS delivered upbeat 3Q23 results, with rev +21% YoY to RMB27.9bn (1%/1% above consensus/our estimates), and adj. net profit at RMB3.2bn (19%/15% above consensus/our estimates, adj. NPM at 11.4%). By segment, ecommerce GMV/rev rose 30%/37% YoY, supported by extensive brand participation and shelf-based e-commerce. In 3Q23, shopping mall GMV showed sequential growth and shelf-based GMV accounted for nearly 20% of total GMV. Ads rev grew 27% YoY (in line), attributable to external ads recovery (e.g. media info, education and training) and robust internal ads. Adj. NP beat on higher GPM, better opex control and other income. DAU climbed up to 386.6mn (+6% YoY, in line), while daily time spent was stable at 129.9mins, with lower TAC.
- Better margin outlook in 4Q23E, with resilient ads & ecommerce. We expect KS to see a solid 4Q23E (forecasting rev +15% YoY), backed by strong ecommerce, resilient ads and better profit. KS delivered the highest GMV growth in 11.11 promotion among key platforms. We expect its ecommerce GMV/others rev +29.5%/40% YoY in 4Q23E, boosted by deeper MAC penetration and shelf-based mall contribution. There is still ample room for shelf-based mall GMV expansion (vs. ~30% mix of Douyin), with supply chain enrichment and higher purchase frequency. Ads would see above-industry growth in 4Q23E (forecasting +20% YoY), with internal ads to contribute around 50% of ads rev. We expect external ads recovery to continue, driven by resilient media (e.g. bite-sized shows), mini game, healthcare and education verticals. Given business adjustment, we forecast livestreaming rev flat YoY in 4Q23E. For the bottom line, we forecast adj. NP at RMB2.8bn in 4Q23E (9% above consensus, with adj. NPM at 9%), with domestic OP to be stable QoQ.
- Maintain BUY. We lift our earnings forecast by 7-10% in FY23-25E, with an unchanged SOTP-based TP at HK\$97. Catalysts: 1) a solid 4Q23E; 2) shelf-based mall expansion; and 3) earnings upside.

(YE 31 Dec)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue (RMB mn)	81,082	94,183	113,527	129,143	145,562
YoY growth (%)	37.9	16.2	20.5	13.8	12.7
Adjusted net profit (RMB mn)	(18,852)	(5,751)	8,752	13,566	21,538
Diluted EPS (RMB cents)	(4.7)	(1.3)	1.9	2.9	4.6
YoY growth (%)	NA	NA	NA	55	59
Consensus EPS (RMB)	NA	NA	1.7	3.2	4.8
P/S (x)	2.9	2.5	2.0	1.8	1.6
P/E (x)	NA	NA	26	17	11
ROE (%)	na	(32.2)	7.7	13.5	20.8
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIGM estimates

**Earnings Summary** 



# **BUY (Maintain)**

### Target Price (Previous TP Up/Downside

HK\$97.00 HK\$97.00) 65.8% HK\$58.50

#### China Entertainment

Sophie HUANG

**Current Price** 

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

#### Eason XU

(852) 3900 0849 easonxu@cmbi.com.hk

#### Stock Data

Mkt Cap (HK\$ mn)	5,850.0
Avg 3 mths t/o (HK\$ mn)	1,124.8
52w High/Low (HK\$)	79.85/48.10
Total Issued Shares (mn)	100.0
Source: FactSet	

#### **Shareholding Structure**

0	
Tencent Holdings	18.9%
Morningside Venture Capital	15.7%
Source: HKEx	

#### Share Performance

	Absolute	Relative
1-mth	3.4%	0.2%
3-mth	-4.8%	-5.4%
6-mth	16.9%	28.2%
Source: FactSet		

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### Figure 1: 3Q23 financial review

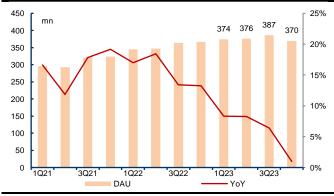
RMB mn	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	QoQ	YoY	Consensus	Diff %	CMBI	Diff <sup>o</sup>
Revenue	19,139	20,493	24,430	21,067	21,695	23,128	28,292	25,217	27,744	27,948	1%	21%	27,708	1%	27,654	19
Operating Profit	(7,215)	(7,404)	(5,790)	(5,643)	(3,059)	(2,612)	(1,243)	(698)	1,296	2,211	71%	NA	1,292	71%	1,562	42%
Net profit	(7,035)	(7,086)	(6,202)	(6,254)	(3,176)	(2,712)	(1,547)	(876)	1,481	2,182	47%	NA	1,358	61%	1,758	24%
Adj. net profit	(4,770)	(4,616)	(3,569)	(3,722)	(1,312)	(672)	(45)	42	2,694	3,173	18%	NA	2,660	19%	2,758	15%
Margin (%)																
Gross Margin	43.8%	41.5%	41.5%	41.7%	45.0%	46.3%	45.5%	46.4%	50.2%	51.7%			50.7%		50.6%	
Operating Margin	-37.7%	-36.1%	-23.7%	-26.8%	-14.1%	-11.3%	-4.4%	-2.8%	4.7%	7.9%			4.7%		5.6%	
Adj. net margin	-24.9%	-22.5%	-14.6%	-17.7%	-6.0%	-2.9%	-0.2%	0.2%	9.7%	11.4%			9.6%		10.0%	
Growth (%)																
Revenue (YoY)	48.8%	33.4%	35.0%	23.8%	13.4%	12.9%	15.8%	19.7%	27.9%	20.8%			19.8%		19.6%	
Revenue (QoQ)	12.5%	7.1%	19.2%	-13.8%	3.0%	6.6%	22.3%	-10.9%	10.0%	0.7%			-0.1%		-0.3%	
Operating Profit	NA	NA	NA	NA			NA		NA							
Adj. net profit	NA	NA	NA	NA			NA		NA							

Figure 2: 3Q23 revenue breakdown

RMB mn	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	QoQ	YoY
Total revenue	19,139	20,493	24,430	21,067	21,695	23,128	28,292	25,217	27,744	27,948	1%	21%
Online marketing services	9,962	10,909	13,236	11,351	11,006	11,590	15,094	13,064	14,347	14,690	2%	27%
Live streaming	7,193	7,724	8,827	7,842	8,565	8,947	10,034	9,319	9,968	9,719	-2%	9%
Other services	1,983	1,860	2,367	1,873	2,124	2,592	3,164	2,834	3,429	3,539	3%	37%

Source: Company data

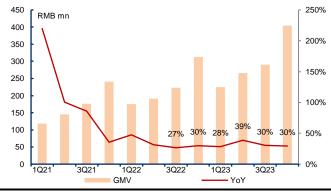
# Figure 3: Quarterly DAU estimates



Source: Company data, CMBIGM estimates



### Figure 4: Quarterly GMV estimates



Source: Company data, CMBIGM estimates

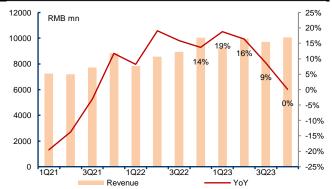
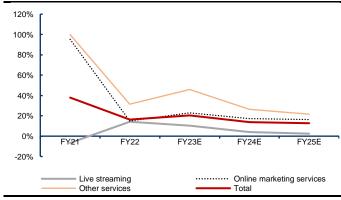


Figure 6: Quarterly livestreaming rev estimates

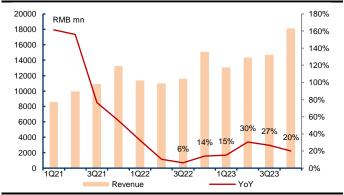
### Source: Company data, CMBIGM estimates

# Figure 8: Yearly revenue growth estimates

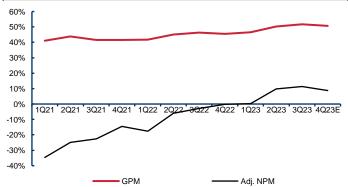


Source: Company data, CMBIGM estimates

# Figure 5: Quarterly ads rev estimates

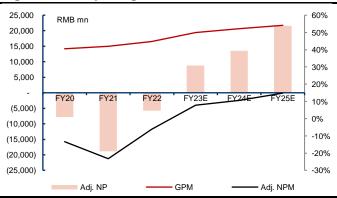






# Figure 7: Quarterly margin estimates

### Figure 9: Yearly margin estimates



Source: Company data, CMBIGM estimates

Source: Company data, CMBIGM estimates



# Figure 10: CMBIGM estimates vs consensus

		CMBIGM			Consensus			Diff (%)	
RMB mn, Dec-YE	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	113,527	129,143	145,562	113,382	130,335	146,753	0.1%	-0.9%	-0.8%
Gross Profit	56,664	67,432	78,781	56,370	67,460	78,875	0.5%	0.0%	-0.1%
Operating Profit	3,637	9,169	17,464	3,148	9,936	17,626	NA	-7.7%	-0.9%
Adj. net profit	8,752	13,566	21,538	7,558	13,970	21,288	15.8%	-2.9%	1.2%
Adj. EPS (RMB)	1.92	2.93	4.56	1.7	3.2	4.8	15.6%	-8.3%	-6.0%
Gross Margin	49.9%	52.2%	54.1%	49.7%	51.8%	53.7%	+0.2ppts	+0.5ppts	+0.4ppts
Operating Margin	3.2%	7.1%	12.0%	2.8%	7.6%	12.0%	+0.4ppts	-0.5ppts	-0.0ppts
Adj. net margin	7.7%	10.5%	14.8%	6.7%	10.7%	14.5%	+1.0ppts	-0.2ppts	+0.3ppts

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	113,527	129,143	145,562	111,959	127,322	143,471	1.4%	1.4%	1.5%
Gross Profit	56,664	67,432	78,781	55,740	66,346	77,481	1.7%	1.6%	1.7%
Operating Profit	3,637	9,169	17,464	2,145	7,807	15,872	69.6%	17.4%	10.0%
Adj. net profit	8,752	13,566	21,538	7,933	12,408	20,185	10.3%	9.3%	6.7%
Adj. EPS (RMB)	1.92	2.93	4.56	1.74	2.68	4.3	10.3%	9.3%	6.7%
Gross Margin	49.9%	52.2%	54.1%	49.8%	52.1%	54.0%	+0.1ppts	+0.1ppts	+0.1ppts
Operating Margin	3.2%	7.1%	12.0%	1.9%	6.1%	11.1%	+1.3ppts	+1.0ppts	+0.9ppts
Adj. net margin	7.7%	10.5%	14.8%	7.1%	9.7%	14.1%	+0.6ppts	+0.8ppts	+0.7ppts

Source: CMBIGM estimates, Bloomberg

# Figure 12: SOTP valuation

Business (RMB mn)	23E Rev or GMV	Methodology	Multiple	Valuation	Stakes	Value
Live streaming	39,054	EV/Sales	1.0x	39,054	100%	39,054
Advertising	60,227	EV/Sales	2.0x	120,454	100%	120,454
Ecommerce	1,185,021	P/GMV	0.16x	190,788	100%	190,788
Enterprise Value						350,297
(+) Net Cash						25,828
Equity Value						376,125
FX						0.9
Valuation (HK\$ mn)						422,612
TP (HK\$) based on SOTP						97
Source: CMRIGM estimates						

Source: CMBIGM estimates



# Figure 13: Comps table

Company	Ticker	Mkt cap C	urrency	Price	CMBI	CMBI		PE			PS		FY23-25 EP
		(USD mn)		1	Raiting	TP	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	CAGR
Kuaishou	1024 HK	33,582	HKD	59	BUY	97	26.5	17.1	10.8	2.0	1.8	1.6	57%
Game													
Tencent	700 HK	398,446	HKD	327	BUY	460	18.3	15.6	13.8	4.7	4.2	3.8	15%
NetEase	NTES US	75,550	USD	117	BUY	125	17.4	16.8	15.2	5.2	4.7	4.2	6%
XD Inc.	2400 HK	826	HKD	13	NA	NA	29.6	15.8	11.0	1.5	1.3	1.1	65%
Average							17.9	16.0	13.3	3.8	3.4	3.0	10%
Livestreaming &	VAS												
Bilibili	BILI US	5,810	USD	14	BUY	24	NA	NA	47.0	1.9	1.6	1.4	NA
Momo	MOMO US	1,316	USD	7	HOLD	14	4.6	4.4	4.2	0.8	0.8	0.8	5%
YY	YY US	2,578	USD	42	BUY	51	11.2	11.1	9.7	1.1	1.1	1.0	11%
Huya	HUYA US	911	USD	4	BUY	6	NA	51.8	19.7	1.0	1.0	0.9	NA
Douyu	DOYU US	298	USD	1	NA	NA	19.6	17.2	12.6	0.4	0.4	0.4	40%
TME	TME US	14,364	USD	8	NA	NA	17.4	15.9	14.3	3.8	3.7	3.3	12%
Mango	300413 CH	7,224	CNY	28	NA	NA	23.8	20.0	17.3	3.6	3.1	2.8	18%
iQIYI	IQ US	4,858	USD	5	BUY	9	14.1	10.2	8.4	1.1	1.0	1.0	26%
Average							15.1	13.1	12.3	1.7	1.6	1.4	19%
Advertising													
Baidu	BIDU US	37,791	USD	108	BUY	199	10.5	10.4	9.2	2.0	1.9	1.7	6%
Weibo	WB US	2,753	USD	12	BUY	25	5.5	5.1	4.7	1.6	1.5	1.4	8%
Average							8.0	7.8	7.0	1.8	1.7	1.6	7%
Ecommerce													
Alibaba	BABA US	197,370	USD	78	BUY	155	8.6	8.0	7.1	1.5	1.4	1.2	11%
JD.com	JD US	43,389	USD	28	BUY	57	9.5	8.5	7.3	0.3	0.3	0.2	11%
Pinduoduo	PDD US	145,594	USD	115	BUY	132	19.9	15.4	11.8	5.1	4.0	3.2	26%
Vipshop	VIPS US	8,408	USD	16	NA	NA	6.9	6.6	6.3	0.5	0.5	0.5	5%
Average							11.2	9.6	8.1	0.8	0.7	0.7	13%
Global entertain	ment												
Meta Platforms	META US	861,007	USD	335	NA	NA	23.0	18.4	16.4	6.4	5.7	5.1	16%
Netflix	NFLX US	203,919	USD	466	NA	NA	37.2	28.5	23.3	6.1	5.3	4.8	27%
Snapchat	SNAP US	19,576	USD	12	NA	NA	NA	97.5	74.4	4.3	3.8	3.3	98%
Average							30.1	23.5	19.9	5.6	4.9	4.4	22%
Average							16.3	13.4	11.8	2.6	2.4	2.1	15%

Source: Bloomberg, CMBIGM estimates



# **Financial Summary**

INCOME STATEMENT	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Revenue	58,776	81,082	94,183	113,527	129,143	145,562
Cost of goods sold	(34,961)	(47,052)	(52,051)	(56,863)	(61,711)	(66,781)
Gross profit	23,815	34,030	42,131	56,664	67,432	78,781
Operating expenses	(34,135)	(61,731)	(54,689)	(53,027)	(58,263)	(61,317)
Selling expense	(26,615)	(44,176)	(37,121)	(37,171)	(40,218)	(42,142)
Admin expense	(1,677)	(3,400)	(3,921)	(3,803)	(4,293)	(4,500)
R&D expense	(6,548)	(14,956)	(13,784)	(12,652)	(14,252)	(15,175)
Operating profit	(10,320)	(27,701)	(12,558)	3,637	9,169	17,464
Other income	528	1,027	1,547	500	500	500
Gain/loss on financial assets at FVTPL	176	(225)	(1,410)	100	0	0
Income tax	566	1,025	(1,158)	(380)	(2,133)	(3,422)
Net profit	(116,635)	(78,074)	(13,689)	3,342	7,186	14,289
Adjusted net profit	(7,864)	(18,852)	(5,751)	8,752	13,566	21,538
BALANCE SHEET	2020A	2021A	2022A	2023E	2024E	2025E
	LOLOA	LULIA	LULLA	20202		20202
YE 31 Dec (RMB mn) Current assets	04 E00	E2 044	45,859	E0 407	6E 060	05 077
	31,528	53,011	,	52,407	65,962	85,277
Cash & equivalents	20,392	32,612	13,274	18,878	31,008	48,827
Restricted cash	4	2	59	59	59	59
Account receivables	2,428	4,450	6,288	7,579	8,622	9,718
Prepayment	2,285	3,278	4,106	4,486	4,868	5,268
ST bank deposits	2,729	3,825	8,318	8,318	8,318	8,318
Financial assets at FVTPL	3,690	8,842	13,087	13,087	13,087	13,087
Non-current assets	20,619	39,505	43,449	48,859	50,924	54,699
PP&E	7,206	11,051	13,215	11,728	14,759	19,774
Right-of-use assets	5,200	12,562	10,806	18,700	18,199	17,425
Intangibles	1,248	1,172	1,123	1,336	1,413	1,489
Financial assets at FVTPL	3,843	3,301	3,626	3,626	3,626	3,626
Other non-current assets	3,122	11,420	14,680	13,468	12,927	12,385
Total assets	52,147	92,515	89,307	101,266	116,886	139,976
Current liabilities	23,185	37,256	40,710	44,336	47,871	51,571
Account payables	11,544	20,021	22,868	24,982	27,113	29,340
Tax payable	488	1,080	936	936	936	936
Other current liabilities	9,053	12,626	13,430	14,942	16,347	17,820
Lease liabilities	2,099	3,529	3,475	3,475	3,475	3,475
Non-current liabilities	189,012	<b>10,164</b> 0	<b>8,760</b> 0	<b>8,760</b> 0	<b>8,760</b> 0	<b>8,760</b> 0
Convertible bonds	185,373					
Deferred income	32	28	23	23	23	23
Other non-current liabilities Total liabilities	3,608	10,135	8,737	8,737 <b>53 006</b>	8,737	8,737
	212,197	47,419	49,470	53,096	56,630	60,331
Capital surplus	0	274,408	274,473	274,473	274,473	274,473
Retained earnings	(172,062)	(250,172)	(263,883)	(260,540)	(253,355)	(239,065)
Other reserves	12,012	20,854	29,239	33,109	38,009	43,109
Total shareholders equity	(160,050)	45,096	39,838	47,050	59,136	78,525
Minority interest	0	7	8	8	8	8
Total equity and liabilities	52,147	92,515	89,307	100,146	115,766	138,856



CASH FLOW	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	(117,201)	(79,102)	(12,531)	3,722	9,318	17,711
Depreciation & amortization	4,863	6,885	6,306	7,105	8,195	8,910
Tax paid	(830)	1,025	(1,158)	(380)	(2,133)	(3,422)
Change in working capital	6,898	2,444	(2,631)	1,955	2,110	2,205
Others	109,389	62,204	7,407	4,250	7,033	8,522
Net cash from operations	3,119	(6,544)	(2,607)	16,652	24,523	33,926
Investing						
Capital expenditure	(5,908)	(5,789)	(9,181)	(11,210)	(10,802)	(13,227)
Acquisition of subsidiaries/ investments	0	(859)	0	0	0	0
Net proceeds from disposal of short-term investments	3,440	0	0	0	0	0
Others	(2,399)	(11,713)	(8,367)	47	47	47
Net cash from investing	(4,867)	(18,361)	(17,548)	(11,163)	(10,755)	(13,179)
Financing						
Net borrowings	19,310	56	0	0	0	0
Proceeds from share issues	0	39,386	0	0	0	0
Net cash from financing	19,290	36,500	(4,482)	0	0	0
Net change in cash						
Cash at the beginning of the year	16,711	12,620	(19,841)	5,109	11,636	17,325
Exchange difference	(316)	(399)	494	494	494	494
Cash at the end of the year	20,392	32,612	13,274	18,878	31,008	48,827
GROWTH	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Revenue	na	37.9%	16.2%	20.5%	13.8%	12.7%
Gross profit	na	42.9%	23.8%	34.5%	19.0%	16.8%
Operating profit	na	na	na	na	152.1%	90.5%
Net profit	na	na	na	na	115.0%	98.9%
Adj. net profit	na	na	na	na	55.0%	58.8%
PROFITABILITY	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Gross profit margin	40.5%	42.0%	44.7%	49.9%	52.2%	54.1%
Operating margin	(17.6%)	(34.2%)	(13.3%)	3.2%	7.1%	12.0%
Adj. net profit margin	(13.4%)	(23.3%)	(6.1%)	7.7%	10.5%	14.8%
Return on equity (ROE)	na	na	(32.2%)	7.7%	13.5%	20.8%
GEARING/LIQUIDITY/ACTIVITIES	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec						
Net debt to equity (x)	na	(0.8)	(0.5)	(0.6)	(0.7)	(0.7)
Current ratio (x)	1.4	1.4	1.1	1.2	1.4	1.7
Receivable turnover days	15.1	15.5	20.8	22.3	22.9	23.0
Payable turnover days	120.5	122.4	150.4	153.6	154.1	154.3
VALUATION	2020A	2021A	2022A	2023E	2024E	2025E
YE 31 Dec				~~ -	<i>i</i> = a	
P/E	na	na	na	26.7	17.6	11.3
P/E (diluted)	na	na	na	28.0	18.4	11.8

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



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