CMB International Securities | Equity Research | Company Update

Xtep (1368 HK)

Better retail trend drags by lower margins

Despite better retail sales trend and discounts environment in 2H20E onwards, the act to raise wholesale discount is a drag on margins. Providing limited near-term catalysts, we maintain HOLD and adjusted TP to HK\$2.73, based on a 10x FY21E P/E (up from 5 years avg. of 9x because of general industry re-rating).

- **1H20E results roughly inline.** The Group's net profit fell by 46% to RMB 248mn in 1H20, 2% above CMBI est. and slightly better than the "45% to 55% drop" in its pre-announced profit warning. However, the results quality, in our view, is dampened by: 1) higher other income, 2) higher opex, 3) higher finance costs as well as 4) need of receivable provisions.
- Retail sales growth in Jul-Aug resumed to +ve MSD and expect faster online growth and better retail discounts in 2H20E. Management cited retail sales growth in Jul-Aug 2020 had improved to ~+ve MSD (vs -ve LSD in 2Q20). They also expect online to speed up in 2H20E (vs flattish in 1H20) and retail discounts to be 25-30% off in 2H20E (vs 30-35% in 1H20).
- We are more concerned about receivable than inventory. Xtep's inventory days went up by 22% HoH to up to 94 days in 1H20 (vs 77 days in 2H19), which is somehow better than Anta's +55% HoH to 135 days (included effect of more direct retail/ FILA sales though) and Li Ning's +23% HoH to 84 days. However, we are more concerned on Xtep's receivable days, which went up by 41% HoH to 137 days in 1H20 (vs 96 days in 2H19), vs Anta's +35% HoH to 46 days and Li Ning's +5% HoH to 22 days.
- Raising wholesale discounts will help its distributors but negative for Xtep's margins. The Company has decided to raise its wholesale discounts since 4Q20E, which should help improving distributors' profitability and reducing chances and needs for further provisions on receivables. However, this would result in a decline in Xtep's GP margin, to ~40-41% from 4Q20E onwards and we estimate ~1ppt negative impact for NP margin in FY21-22E.
- K-Swiss & Palladium's turnaround may be longer and initial losses for Saucony & Merrell continue. Due to disruption by COVID-19, management believed it may take 3.5 years (vs 3 years previously) to achieve an operating breakeven for K&P. For K&P, we forecast a 22% sales decline and US\$ 15mn (~RMB 100mn) loss in FY20E. For S&M JV, we expect 35/ 10 new Saucony/ Merrell stores, RMB 48mn sales and RMB 36mn losses in FY20E.
- Maintain HOLD and adjusted TP to HK\$ 2.73. We cut our FY20E/ 21E/ 22E EPS estimates by 4%/ 9%/ 6%, to factor in 1) faster online sales, and 2) lower GP margin. Our TP is based on 10x FY21E P/E (up from 9x) and we maintain HOLD. Current 9x FY21E P/E is not attractive given lack of growth.

Earnings Summary

<u> </u>					
(YE 31 Dec)	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue (RMB mn)	6,383	8,183	8,309	9,299	10,131
YoY growth (%)	24.8	28.2	1.5	11.9	8.9
Net income (RMB mn)	657	728	449	586	766
EPS (RMB)	0.295	0.302	0.180	0.235	0.307
YoY growth (%)	60.6	2.3	(40.3)	30.4	30.8
Consensus EPS (RMB)	n/a	n/a	0.204	0.285	0.341
P/E (x)	7.5	7.4	12.3	9.4	7.2
P/B (x)	0.9	0.8	0.8	0.8	0.7
Yield (%)	7.9	7.9	4.9	6.4	8.3
ROE (%)	12.3	11.8	6.3	8.0	10.0
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIS estimates



HOLD (Maintain)

Target Price	HK\$2.73
(Previous TP	HK\$2.70)
Up/Downside	+5.9%
Current Price	HK\$2.58

China Sportswear Sector

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Stock Data

Slock Dala	
Mkt Cap (HK\$ mn)	6,500
Avg 3 mths t/o (HK\$ mn)	13.86
52w High/Low (HK\$)	5.39/2.04
Total Issued Shares (mn)	2,519.4
Source: Bloomberg	

Shareholding Structure

Mr Ding Shui Po & Family	53.89%
Templeton Investments	2.62%
Employee incentive scheme	4.01%
Free Float	39.48%
Source: HKEx	

Share Performance

	Absolute	Relative
1-mth	11.7%	8.6%
3-mth	3.2%	-6.8%
6-mth	-17.8%	-15.5%
12-mth	-42.4%	-41.7%
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Source: Bloomberg

12-mth Price Performance



Source: Bloomberg

Auditor: Ernst & Young

Related Reports

- Xtep (1368 HK, HOLD) Recovery may take longer than expected – 14 Jul 2020
- Xtep (1368 HK, BUY) Solid cash position to yield attractive dividend – 19 Mar 2020
- Xtep (1368 HK, BUY) Good 4Q19 but likely a temporary drag in 1Q20 – 5 Feb 2020



Earnings revision

Figure 1: Earnings revision

		New			Old			Diff (%)			
RMB mn	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E		
Revenue	8,309	9,299	10,131	7,990	8,929	9,862	4.0%	4.1%	2.7%		
Gross profit	3,331	3,777	4,158	3,343	3,803	4,245	-0.4%	-0.7%	-2.1%		
EBIT	887	1,042	1,254	841	1,084	1,302	5.5%	-3.9%	-3.7%		
Net profit att.	449	586	766	467	642	817	-3.8%	-8.8%	-6.3%		
Diluted EPS (RMB)	0.180	0.235	0.307	0.187	0.258	0.328	-3.8%	-8.8%	-6.3%		
Gross margin	40.1%	40.6%	41.0%	41.8%	42.6%	43.0%	-1.8ppt	-2ppt	-2ppt		
EBIT margin	10.7%	11.2%	12.4%	10.5%	12.1%	13.2%	0.1ppt	-0.9ppt	-0.8ppt		
Net profit att. margin	5.4%	6.3%	7.6%	5.8%	7.2%	8.3%	-0.4ppt	-0.9ppt	-0.7ppt		

Source: Company data, CMBIS estimates

Figure 2: CMBIS estimates vs consensus

		CMBIS			Consensus		Diff (%)			
RMB mn	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	
Revenue	8,309	9,299	10,131	8,055	9,275	10,357	3.2%	0.3%	-2.2%	
Gross profit	3,331	3,777	4,158	3,280	3,856	4,343	1.6%	-2.0%	-4.3%	
EBIT	887	1,042	1,254	839	1,109	1,306	5.7%	-6.1%	-4.0%	
Net profit att.	449	586	766	485	695	829	-7.4%	-15.7%	-7.6%	
Diluted EPS (RMB)	0.180	0.235	0.307	0.204	0.285	0.341	-11.6%	-17.5%	-9.9%	
Gross margin	40.1%	40.6%	41.0%	40.7%	41.6%	41.9%	-0.6ppt	-1ppt	-0.9ppt	
EBIT margin	10.7%	11.2%	12.4%	10.4%	12.0%	12.6%	0.3ppt	-0.8ppt	-0.2ppt	
Net profit att. margin	5.4%	6.3%	7.6%	6.0%	7.5%	8.0%	-0.6ppt	-1.2ppt	-0.4ppt	



Results Summary

Figure 3: Results summary – Half Year

Half yearly					1H19	2H19	1H20	2H20E	1H20E	Actual vs
(RMB mn)	1H19	2H19	1H20	2H20E	ΥοΥ	ΥοΥ	YoY	ΥοΥ	CMBIS	CMBIS
Revenue	3,357	4,826	3,679	4,630	23%	32%	10%	-4%	3,564	3%
COGS	(1,860)	(2,773)	(2,190)	(2,789)					(2,096)	
Gross profit	1,497	2,053	1,489	1,841	25%	26%	-1%	-10%	1,468	1%
GP margins	44.6%	42.5%	40.5%	39.8%					41.2%	
Other income & gains	138	170	210	81					89	135%
S & D expenses	(637)	(1,082)	(685)	(983)	33%	23%	8%	-9%	(791)	-13%
S & D exp / sales	-19.0%	-22.4%	-18.6%	-21.2%					-22.2%	
Admin expenses	(281)	(625)	(513)	(554)	7%	74%	83%	-11%	(317)	62%
Admin exp / sales	-8.4%	-13.0%	-13.9%	-12.0%					-8.9%	
Other opex	0	0	0	0					0	
Operating profit (EBIT)	717	517	501	386	21%	14%	-30%	-25%	449	12%
OP margins	21.4%	10.7%	13.6%	8.3%					12.6%	
Other items	0	0	0	0					0	
Net finance income	(35)	(76)	(77)	(38)					(32)	141%
Net finance income / sales	-1.1%	-1.6%	-2.1%	-0.8%					-0.9%	
Profit after financing costs	682	441	423	348					417	
Associated coms	(1)	(2)	(5)	(31)					(18)	
Jointly controlled coms	0	0	0	0					0	
Pre-tax profit	681	439	418	317	24%	3%	-39%	-28%	399	5%
Тах	(218)	(172)	(166)	(114)					(156)	
Tax / sales	-6.5%	-3.6%	-4.5%	-2.5%					-4.4%	
Effective tax rate	-32.0%	-39.1%	-39.6%	-35.9%					-39.0%	
Minority interests	(0)	4	4	2					0	
Net profit att.	463	264	248	201	23%	-6%	-46%	-24%	243	2%
NP margins	13.8%	5.5%	6.7%	4.3%					6.8%	
Sales by segment										
Mass market	3,357	4,350	3,201	4,179	23%	19%	-5%	-4%	3,096	3%
Athleisure	0	466	459	422				-9%	450	2%
Professional sports	0	10	20	29				186%	18	8%
Total	3,357	4,826	3,679	4,630	23%	32%	10%	-4%	3,564	3%



Figure 4: Results review - Full Year

					FY19	FY20E	FY21E
Full yearly (RMB mn)	FY18	FY19	FY20E	FY21E	YoY	YoY	YoY
Revenue	6,383	8,183	8,309	9,299	28%	2%	12%
COGS	(3,555)	(4,632)	(4,979)	(5,522)			
Gross profit	2,828	3,550	3,331	3,777	26%	-6%	13%
GP margins	44.3%	43.4%	40.1%	40.6%			
Other income & gains	196	308	291	214			
S & D expenses	(1,357)	(1,718)	(1,668)	(1,855)	27%	-3%	11%
S & D exp / sales	-21.3%	-21.0%	-20. 1%	-19.9%			
Admin expenses	(622)	(906)	(1,067)	(1,094)	46%	18%	3%
Admin exp / sales	-9.8%	-11.1%	-12.8%	-11.8%			
Other opex	0	0	0	0			
Operating profit (EBIT)	1,044	1,234	887	1,042	18%	-28%	17%
OP margins	16.4%	15.1%	10.7%	11.2%			
Other items	0	(2)	(36)	(65)			
Net finance income	(68)	(111)	(115)	(96)			
Net finance income / sales	-1.1%	-1.4%	-1.4%	-1.0%			
Profit after financing costs	976	1,121	735	881			
Associated coms	0	0	0	0			
Jointly controlled coms	0	0	0	0			
Pre-tax profit	976	1,121	735	881	15%	-34%	20%
Тах	(306)	(390)	(279)	(291)			
Tax / sales	-4.8%	-4.8%	-3.4%	-3 .1%			
Effective tax rate	-31.4%	-34.8%	-38.0%	-33.0%			
Minority interests	13	4	7	4			
Net profit att.	657	728	449	586	11%	-38%	30%
NP margins	10.3%	8.9%	5.4%	6.3%			
Sales by segment							
Mass market	6,383	7,707	7,380	8,083	21%	-4%	10%
Athleisure	0	466	881	999		89%	13%
Professional sports	0	10	48	217		379%	349%
Total	6,383	8,183	8,309	9,299	28%	2%	12%



Valuation

Figure 5: Peers valuation table

			12m TP	Price	Up/ Down-	Mkt. Cap	Year	P/E	: (x)	P/B	(x)	ROE (%)	3yrs PEG (x)	Yield (%)
Company	Ticker	Rating	(LC)	(LC)	side	(HK\$mn)	End	FY1E	FY2E	FY1E	FY2E	FY1E	FY1E	FY1E
H shares Spo	ortswear													
Xtep Intl	1368 HK	HOLD	2.73	2.58	5.9%	6,500	Dec-19	12.3	9.4	0.8	0.8	8.0	20.5	6.4
Anta Sports	2020 HK	BUY	101.84	82.05	24.1%	221,783	Dec-19	37.0	25.3	8.3	6.6	23.0	1.7	0.9
Li Ning	2331 HK	BUY	36.52	34.45	6.0%	85,564	Dec-19	47.6	35.1	9.0	7.4	19.8	2.3	0.6
361 Degrees	1361 HK	NR	n/a	1.11	n/a	2,295	Dec-19	5.1	4.5	0.3	0.3	n/a	1.1	7.7
Topsports	6110 HK	NR	n/a	9.81	n/a	60,834	Feb-20	22.1	17.1	4.5	3.9	36.9	1.6	2.2
Pou Sheng	3813 HK	NR	n/a	1.81	n/a	9,696	Dec-19	20.3	7.6	1.1	0.9	5.6	1.1	0.9
China DX	3818 HK	NR	n/a	1.02	n/a	6,004	Mar-20	12.0	10.6	0.5	0.5	n/a	0.8	5.5
							Avg.	22.4	15.7	3.5	2.9	18.5	4.1	3.2
							Med.	20.3	10.6	1.1	0.9	19.8	1.6	2.2
International S	portswear													
Nike Inc	NKE US	NR	n/a	112.29	n/a	1,357,542	May-20	47.9	34.0	22.0	19.4	29.7	1.5	0.9
Adidas	ADS GY	NR	n/a	253.00	n/a	467,215	Dec-19	97.4	28.9	6.9	6.1	8.5	24.7	1.0
Puma	PUM GY	NR	n/a	69.42	n/a	96,476	Dec-19	161.1	36.8	5.3	4.9	3.3	11.1	0.3
Under Armour	UAA US	NR	n/a	10.15	n/a	33,805	Dec-19	n/a	94.0	3.2	3.2	(39.5)	0.0	0.0
Lululemon	LULU US	NR	n/a	377.48	n/a	380,931	Feb-20	87.2	59.7	20.9	18.3	36.1	5.8	0.0
Skechers	SKX US	NR	n/a	31.03	n/a	37,967	Dec-19	47.8	13.9	1.9	1.7	6.6	10.4	0.0
Vf Corp	VFC US	NR	n/a	67.94	n/a	205,172	Mar-20	63.7	26.6	9.2	9.3	9.8	3.1	2.9
Columbia	COLM US	NR	n/a	87.61	n/a	44,915	Dec-19	46.0	21.3	3.2	2.6	11.1	(45.6)	0.5
Wolverine	WWW US	NR	n/a	25.67	n/a	16,289	Dec-19	24.5	12.7	2.8	2.4	7.4	1.8	1.6
Mizuno Corp	8022 JP	NR	n/a	1905.00	n/a	3,723	Mar-20	n/a	14.6	0.5	0.5	2.3	0.0	2.6
Asics Corp	7936 JP	NR	n/a	1411.00	n/a	19,700	Dec-19	n/a	34.8	1.9	1.8	(3.1)	0.0	1.8
							Avg.	72.0	34.3	7.1	6.4	6.6	1.2	1.0
							Med.	55.8	28.9	3.2	3.2	7.4	1.8	0.9

Source: Bloomberg, CMBIS estimates

Assumptions

Figure 6: Xtep's key assumptions

Major assumptions	FY18A	FY19A	FY20E	FY21E	FY22E
Sales by segment (RMB mn)					
Shoes	3,925	4,653	4,856	5,542	6,075
Apparels	2,327	3,344	3,278	3,573	3,858
Accessories	131	185	176	185	198
Total	6,383	8,183	8,309	9,299	10,131
Sales by segment growth (%)					
Shoes	20.5%	18.6%	4.4%	14.1%	9.6%
Apparels	32.2%	43.7%	-2.0%	9.0%	8.0%
Accessories	36.6%	41.0%	-5.0%	5.0%	7.0%
Total	24.8%	28.2%	1.5%	11.9%	8.9%
Sales by segment (RMB mn)					
Mass market	6,383	7,707	7,380	8,083	8,683
Athleisure	0	466	881	999	1,148
Professional sports	0	10	48	217	301
Total	6,383	8,183	8,309	9,299	10,131
Sales by segment growth (YoY)					
Mass market	24.8%	20.7%	-4.2%	9.5%	7.4%
Athleisure	n/a	n/a	89.0%	13.5%	14.9%
Professional sports	n/a	n/a	379.0%	349.2%	38.4%
Total	24.8%	28.2%	1.5%	11.9%	8.9%
Sales network					
Xtep	5,580	5,279	5,015	5,065	5,167
Xtep kids	450	850	833	891	980
Oversea stores	200	250	250	250	300
Total	6,230	6,379	6,098	6,207	6,447
GP margins	44.3%	43.4%	40.1%	40.6%	41.0%
Opex breakdown					
A&P / sales	15.2%	14.4%	12.1%	11.7%	11.3%
Staff costs/ sales	11.6%	11.0%	12.9%	12.6%	12.4%
R&D / sales	2.6%	2.4%	2.8%	2.6%	2.5%
D&A / sales	1.4%	1.7%	2.2%	2.0%	1.9%
Provisions (write backs) / sales	-0.8%	-0.9%	-0.3%	0.0%	0.0%
Rental / sales	0.3%	0.1%	0.7%	0.9%	1.1%
Selling & distribution costs / sales	21.3%	21.0%	20.1%	19.9%	19.7%
Admin expenses / sales	9.8%	11.1%	12.8%	11.8%	11.2%
Total	31.0%	32.1%	32.9%	31.7%	30.8%
OP margins	16.4%	15.1%	10.7%	11.2%	12.4%
Effective tax rate	31.4%	34.8%	38.0%	33.0%	32.0%
Net profit att. margins	10.3%	8.9%	5.4%	6.3%	7.6%
Net profit att. growth (%)	60.9%	10.8%	-38.3%	30.4%	30.8%

Financial Summary

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E	YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue	6,383	8,183	8,309	9,299	10,131	EBIT	1,044	1,234	887	1,042	1,254
Footwear	3,925	4,653	4,856	5,542	6,075	D & A	60	185	317	330	341
Apparel	2,327	3,344	3,278	3,573	3,858	Change in working capital	(513)	36	174	(266)	(224)
Accessories	131	185	176	185	198	Income tax paid	(309)	(334)	(279)	(291)	(364)
						Others	(128)	(343)	(115)	(96)	(101)
Cost of goods sold	(3,555)	(4,632)	(4,979)	(5,522)	(5,973)	Net cash from operating	154	778	983	720	906
Gross profit	2,828	3,550	3,331	3,777	4,158						
Other income	196	308	291	214	218	Capex & investments	(72)	(97)	(208)	(139)	(152)
						Associated companies	(1)	(35)	-	-	-
Operating expenses	(1,980)	(2,625)	(2,735)	(2,949)	(3,122)	Interest received	-	-	-	-	-
D & A	(8)	(141)	(267)	(272)	(276)	Others	(208)	(1,913)	-	-	-
Staff costs	(738)	(901)	(1,075)	(1,170)	(1,253)	Net cash from investing	(281)	(2,045)	(208)	(139)	(152)
S & D costs (ex-staff, D&A)	(623)	(823)	(600)	(691)	(745)						
Admin exp. (ex-staff, D&A)	(611)	(760)	(794)	(816)	(847)	Equity raised	(31)	1,187	-	-	-
Other operating expenses	-	-	-	-	-	Net change in bank loans	(10)	386	-	-	-
EBIT	1,044	1,234	887	1,042	1,254	Dividend paid	(459)	(436)	(332)	(321)	(419)
						Others	(11)	(98)	-	-	-
Finance costs, net	(68)	(111)	(115)	(96)	(101)	Net cash from financing	(511)	1,039	(332)	(321)	(419)
JVs & associates	-	(2)	(36)	(65)	(15)						
Exceptional	-	-	-	-	-	Net change in cash	(637)	(227)	443	259	335
Pre-tax profit	976	1,121	735	881	1,138	Beginning cash balance	3,832	3,196	2,970	3,412	3,672
						Exchange difference	1	1	-	-	-
Income tax	(306)	(390)	(279)	(291)	(364)	Cash at the end of the year	3,196	2,970	3,412	3,672	4,006
Less: Minority interests	13	4	7	4	8						
Net profit	657	728	449	586	766						

Balance sheet						Key ratios					
YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E	YE 31 Dec	FY18A	FY19A	FY20E	FY21E	FY22E
Non-current assets	1,139	3,057	2,911	2,655	2,451	Sales mix (%)					
Fixed asset	641	662	791	841	893	Footwear	61.5	56.9	58.4	59.6	60.0
Intangible assets & goodwill	105	1,738	1,499	1,258	1,017	Apparel	36.5	40.9	39.4	38.4	38.1
Prepaid lease payments	279	104	104	104	104	Accessories	2.1	2.3	2.1	2.0	2.0
Interest in joint ventures	114	197	161	96	81		-	-	-	-	-
Other non-current assets	-	356	356	356	356	Total	100.0	100.0	100.0	100.0	100.0
Current assets	8,060	9,266	9,767	10,590	11,397	P&L ratios (%)					
Cash and cash equivalents	3,196	2,970	3,523	3,795	4,141	Gross margin	44.3	43.4	40.1	40.6	41.0
Inventories	836	1,046	1,159	1,286	1,391	Operating margin	16.4	15.1	10.7	11.2	12.4
Trade and other receivables	2,115	2,910	2,732	3,057	3,331	Pre-tax margin	15.3	13.7	8.8	9.5	11.2
Prepayments	727	818	830	929	1,012	Net margin	10.3	8.9	5.4	6.3	7.6
Other current assets	1,186	1,522	1,522	1,522	1,522	Effective tax rate	31.4	34.7	36.2	30.7	31.6
Current liabilities	3,278	3,671	3,903	4,201	4,449	Balance sheet ratios					
Bank loans	1,483	1,086	1,086	1,086	1,086	Current ratio (x)	2.5	2.5	2.5	2.5	2.6
Trade payables	879	1,420	1,637	1,816	1,964	Quick ratio (x)	2.2	2.2	2.2	2.2	2.2
Accruals & other payables	861	981	996	1,114	1,214	Cash ratio (x)	1.0	0.8	0.9	0.9	0.9
Tax payables	54	115	115	115	115	Inventory turnover days	86	82	85	85	85
Others	1	69	69	69	69	Trade receivables days	121	130	120	120	120
						Trade payables days	90	112	120	120	120
Non-current liabilities	590	1,691	1,691	1,691	1,691	Total debt / total equity ratio (%)	36	34	33	32	31
Bank loans	461	1,269	1,269	1,269	1,269	Net debt / equity ratio (%)	Net cash				
Deferred income	-	-	-	-	-	Returns (%)					
Deferred tax	107	280	280	280	280	ROE	12.3	10.5	6.3	8.0	10.0
Others	22	142	142	142	142	ROA	7.1	5.9	3.5	4.4	5.5
						Per share					
Minority Interest	-	-	7	11	19	EPS (RMB)	0.30	0.30	0.18	0.24	0.31
Total net assets	5,331	6,960	7,077	7,342	7,689	DPS (RMB)	0.18	0.18	0.11	0.14	0.18
Shareholders' equity	5,331	6, <u>960</u>	7,077	7,342	7,689	BVPS (RMB)	2.40	2.79	2.84	2.95	3.09
Source: Company data, CMBIS estimates											

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