CMB International Global Markets | Equity Research | Company Update

# Xiabu Xiabu Catering (520 HK)

## Dragged by 4Q22 but FY23E outlook still bright

### What is new? XBXB issued a profit warning in FY22E, with sales to drop 23% YoY and net losses to be at about RMB 330mn.

- XBXB (520 HK) issued a profit warning and expects its sales to fall by 23% YoY to RMB 4.7bn, around 14%/ 19% lower than BBG/ CMBI est..

- It also forecast net losses to be at about RMB 320mn-340mn in FY22E (vs RMB 280mn in FY21), missing BBG/ CMBI est. of about RMB 190mn.

- Management believed the drag was mainly due to temporary suspension of dine-in services and operating deleverage during the pandemic in FY22E.

- Given the net losses of RMB 278mn in 1H22, the implied net losses in 2H22E improved significantly to just RMB 42mn-62mn, thanks to active improvement in strategy, management and costs control.

### Our view: The miss was mainly on sales, but a bright FY23E is still intact, driven by better costs control and strong rebound in 2023 YTD.

1) The key was the miss in sales, mainly the result of reduced operating days (stores were closed or dine-in was suspended during pandemic) and we do see this as an one-off event,

2) the drag was mostly in Nov/Dec 2022, in our view, where SSSG were at - 27%/ -55% for XBXB and -20%/ -55% for Cou Cou, much worse than -17% for XBXB and -14% for Cou Cou (average during Jul - Oct 2022),

3) the reforms were excellent in 2H22E, because SSS drop in 2H22E was at 22%-23% (very similar to 24%-25% in 1H22), but net margin had successfully narrowed to just -2.6% in 2H22E (from -12.8% in 1H22). This was helped by better GP margin (more in-house meat processing) and refined costs control (after simplification of management layers and use of profit sharing scheme),

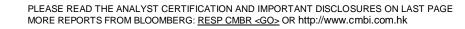
4) the rebound was strong in 2023 YTD, where SSSG already improved to 36%/7% for XBXB and 3%/-10% for Cou Cou in Jan/ Feb 2023, backed by better seat and table turnover of 2.3x/2.2x for XBXB and 2.2x/2.2x for Cou Cou (vs 1.6x/1.8x and 2.1x/2.2x last year). Moreover, HK segment also had a meaningful turnaround (HK was on lockdown last year) and Shao Hot's table turnover was still climbing, from 3.0x in Jan 2023 to 4.2x in Feb 2023.

Maintain BUY but trim TP to HK\$ 11.20, based on SOTP valuation (21x/ 35x for XBXB/ Cou Cou), also implied a 27x FY23E P/E, ~15% discount to industry average. We cut our net profit forecasts in 2023E/ 24E by 1%/ 7%, to factor in sales miss and slightly higher operating deleverage in FY22E. We still find XBXB attractive, given a 16%/ 48% sales/ restaurant level OP CAGR in FY21-24E, driven by various reforms and recovery. It is trading at 19x FY23E P/E and 1.0x FY23E P/S (vs peers' average of 32x and 2.1x).

## **Earnings Summary**

| (YE 31 Dec)         | FY20A    | FY21A    | FY22E    | FY23E    | FY24E    |
|---------------------|----------|----------|----------|----------|----------|
| Revenue (RMB mn)    | 5,455    | 6,147    | 4,734    | 7,733    | 9,651    |
| YoY growth (%)      | (9.5)    | 12.7     | (23.0)   | 63.3     | 24.8     |
| Net income (RMB mn) | 2        | -293     | -344     | 403      | 650      |
| Diluted EPS (RMB)   | 0.002    | (0.273)  | (0.317)  | 0.371    | 0.597    |
| YoY growth (%)      | (99.3)   | n/a      | n/a      | (217.0)  | 61.1     |
| Consensus EPS (RMB) | n/a      | n/a      | (0.174)  | 0.217    | 0.403    |
| P/E (x)             | n/a      | n/a      | n/a      | 18.9     | 11.7     |
| P/B (x)             | 3.1      | 3.5      | 4.6      | 3.7      | 2.9      |
| Yield (%)           | 1.1      | 0.9      | 0.8      | 1.9      | 3.4      |
| ROE (%)             | n/a      | 1.6      | 8.9      | 11.9     | 27.7     |
| Net gearing (%)     | Net cash |

Source: Company data, Bloomberg, CMBIGM estimates





## **BUY (Maintain)**

| Target Price  | HK\$11.20  |
|---------------|------------|
| (Previous TP  | HK\$11.61) |
| Up/Downside   | +42.7%     |
| Current Price | HK\$7.85   |

### **China Catering Sector**

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### Stock Data

| Mkt Cap (HK\$ mn)        | 8,526      |
|--------------------------|------------|
| Avg 3 mths t/o (HK\$ mn) | 167.42     |
| 52w High/Low (HK\$)      | 10.26/2.81 |
| Total Issued Shares (mn) | 1086.2     |
| Source: Bloomberg        |            |

#### Shareholding Structure

| Mr. Ho Kuang Chi        | 41.8% |
|-------------------------|-------|
| CICC                    | 13.5% |
| Goldman Sachs           | 5.0%  |
| Free Float              | 39.7% |
| Source: Bloomberg, HKEx |       |

#### Share Performance

|                   | Absolute | Relative |
|-------------------|----------|----------|
| 1-mth             | 10.7%    | 14.8%    |
| 3-mth             | 14.0%    | 4.4%     |
| 6-mth             | 129.5%   | 112.9%   |
| 12-mth            | 89.2%    | 94.0%    |
| Source: Bloomberg | 1        |          |

#### 12-mth Price Performance



Source: Bloomberg

Auditor: Deloitte

#### **Related Reports**

Xiabu Xiabu Catering (520 HK, BUY) – Much needed reforms to bring XBXB nationwide – 17 Feb 2023



## **Earnings revision**

## Figure 1: Earnings revision

| New                    |         |       |       |         | Old   |        | Diff (%) |        |        |  |
|------------------------|---------|-------|-------|---------|-------|--------|----------|--------|--------|--|
| RMB mn                 | FY22E   | FY23E | FY24E | FY22E   | FY23E | FY24E  | FY22E    | FY23E  | FY24E  |  |
| Revenue                | 4,734   | 7,733 | 9,651 | 5,814   | 8,431 | 10,507 | -18.6%   | -8.3%  | -8.1%  |  |
| Gross profit           | 2,963   | 4,864 | 6,099 | 3,639   | 5,303 | 6,641  | -18.6%   | -8.3%  | -8.1%  |  |
| EBIT                   | -324    | 738   | 1,093 | -87     | 764   | 1,176  | 271.3%   | -3.3%  | -7.1%  |  |
| Net profit att.        | -344    | 403   | 650   | -189    | 408   | 697    | 82.4%    | -1.3%  | -6.8%  |  |
| Diluted EPS (RMB)      | (0.317) | 0.371 | 0.597 | (0.174) | 0.376 | 0.641  | 82.4%    | -1.3%  | -6.8%  |  |
| Gross margin           | 62.6%   | 62.9% | 63.2% | 62.6%   | 62.9% | 63.2%  | 0ppt     | 0ppt   | 0ppt   |  |
| EBIT margin            | -6.9%   | 9.5%  | 11.3% | -1.5%   | 9.1%  | 11.2%  | -5.4ppt  | 0.5ppt | 0.1ppt |  |
| Net profit att. margin | -7.3%   | 5.2%  | 6.7%  | -3.2%   | 4.8%  | 6.6%   | -4ppt    | 0.4ppt | 0.1ppt |  |

Source: Company data, CMBIGM estimates

## Figure 2: CMBIGM estimates vs consensus

|                        | CMBIGM  |       |       |         | Consensus |       | Diff (%) |        |        |  |
|------------------------|---------|-------|-------|---------|-----------|-------|----------|--------|--------|--|
| RMB mn                 | FY22E   | FY23E | FY24E | FY22E   | FY23E     | FY24E | FY22E    | FY23E  | FY24E  |  |
| Revenue                | 4,734   | 7,733 | 9,651 | 5,496   | 7,491     | 9,360 | -13.9%   | 3.2%   | 3.1%   |  |
| Gross profit           | 2,963   | 4,864 | 6,099 | 3,453   | 4,566     | 5,708 | -14.2%   | 6.5%   | 6.9%   |  |
| EBIT                   | -324    | 738   | 1,093 | -123    | 396       | 672   | 163.0%   | 86.2%  | 62.6%  |  |
| Net profit att.        | -344    | 403   | 650   | -188    | 251       | 427   | 82.8%    | 60.5%  | 52.2%  |  |
| Diluted EPS (RMB)      | (0.317) | 0.371 | 0.597 | (0.174) | 0.217     | 0.403 | 82.4%    | 70.7%  | 48.1%  |  |
| Gross margin           | 62.6%   | 62.9% | 63.2% | 62.8%   | 60.9%     | 61.0% | -0.2ppt  | 2ppt   | 2.2ppt |  |
| EBIT margin            | -6.9%   | 9.5%  | 11.3% | -2.2%   | 5.3%      | 7.2%  | -4.6ppt  | 4.3ppt | 4.1ppt |  |
| Net profit att. margin | -7.3%   | 5.2%  | 6.7%  | -3.4%   | 3.4%      | 4.6%  | -3.8ppt  | 1.9ppt | 2.2ppt |  |

Source: Company data, CMBIGM estimates



## **Results preview**

## Figure 3: Results review – half year

| Half yearly / Full yearly (RMB mn)  | 1H21         | 2H21           | 1H22         | 2H22E          | 1H22<br>YoY | 2H22E<br>YoY | 2H22E<br>CMBIG<br>M | Actual<br>vs<br>CMBIG<br>M |
|-------------------------------------|--------------|----------------|--------------|----------------|-------------|--------------|---------------------|----------------------------|
| Revenue                             | 3,047        | 3,100          | 2,156        | 2,577          | -29%        | -17%         | 3,657               | -30%                       |
| COGS                                | -1,135       | -1,207         | -811         | -959           |             |              | -1,363              |                            |
| Gross profit                        | 1,912        | 1,894          | 1,345        | 1,618          | -30%        | -15%         | 2,294               | -29%                       |
| GP margins                          | 62.8%        | 61.1%          | 62.4%        | 62.8%          |             |              | 62.7%               |                            |
| Other income & gains                | 59           | 45             | 43           | -1             |             |              | 7                   | -116%                      |
| Staff costs                         | -927         | -903           | -751         | -824           | -19%        | -9%          | -1,116              | -26%                       |
| Staff costs / sales                 | -30.4%       | <b>-29</b> .1% | -34.8%       | -32.0%         |             |              | -30.5%              |                            |
| Dep.of right-of-use assets expenses | -302         | -284           | -273         | -220           | -10%        | -23%         | -280                | -21%                       |
| Dep. of ROU assets exp / sales      | <b>-9.9%</b> | <b>-9.2%</b>   | -12.6%       | <b>-8.5%</b>   |             |              | -7.7%               |                            |
| Other rentals expenses              | -141         | -157           | -134         | -198           | -5%         | 26%          | -157                | 26%                        |
| Other rentals exp / sales           | -4.6%        | -5.1%          | -6.2%        | -7.7%          |             |              | -4.3%               |                            |
| D & A of other assets               | -229         | -238           | -201         | -257           | -12%        | 8%           | -256                | 0%                         |
| D & A of other assets exp / sales   | -7.5%        | -7.7%          | -9.3%        | -10.0%         |             |              | -7.0%               |                            |
| Utilities expenses                  | -95          | -107           | -75          | -90            | -21%        | -15%         | -128                | -29%                       |
| Utilities exp / sales               | -3.1%        | -3.4%          | -3.5%        | -3.5%          |             |              | -3.5%               |                            |
| Other opex                          | -207         | -235           | -172         | -136           | -17%        | -42%         | -235                | -42%                       |
| Other opex / sales                  | -6.8%        | -7.6%          | <b>-8.0%</b> | -5.3%          |             |              | -6.4%               |                            |
| Operating profit (EBIT)             | 71           | 15             | -218         | -107           | -406%       | -832%        | 130                 | -182%                      |
| OP margins                          | 2.3%         | 0.5%           | -10.1%       | -4.1%          |             |              | 3.6%                |                            |
| Other items                         | -75          | -131           | -38          | -19            |             |              | -32                 |                            |
| Net finance income                  | -49          | -43            | -44          | -26            |             |              | -41                 | -37%                       |
| <i>Net finance income / sales</i>   | -1.6%        | -1.4%          | -2.1%        | -1.0%          |             |              | -1.1%               |                            |
| Profit after financing costs        | -54          | -160           | -300         | -151           |             |              | 57                  |                            |
| Associated coms                     | 0            | 0              | 0            | 0              |             |              | 0                   |                            |
| Jointly controlled coms             | 0            | 0              | 0            | 0              |             |              | 0                   |                            |
| Pre-tax profit                      | -54          | -160           | -300         | -151           | 457%        | -5%          | 57                  | -364%                      |
| Tax                                 | 7            | -76            | 25           | 88             |             |              | 36                  | 146%                       |
| Tax / sales                         | 0.2%         | -2.5%          | 1.2%         | 3.4%           |             |              | 1.0%                |                            |
| Effective tax rate                  | -12.9%       | 47.8%          | -8.3%        | <b>-58</b> .1% |             |              | 62.6%               |                            |
| Minority interests                  | 3            | 7              | 1            | 4              |             |              | 6                   | -23%                       |
| Net profit att.                     | -50          | -243           | -277         | -68            | 454%        | -72%         | 88                  | -177%                      |
| NP margins                          | -1.6%        | -7.8%          | -12.8%       | -2.6%          |             |              | 2.4%                |                            |

Source: Bloomberg, Company data, CMBIGM estimates



## Figure 4: Results review – full year

| Half yearly / Full yearly (RMB mn)  | FY21   | FY22E         | FY23E        | FY21 YoY | FY22E<br>YoY | FY22E<br>CMBIGM | Actual vs<br>CMBIGM |
|-------------------------------------|--------|---------------|--------------|----------|--------------|-----------------|---------------------|
| Revenue                             | 6,147  | 4,734         | 7,733        | -23%     | 63%          | 5,814           | -19%                |
| COGS                                | -1,537 | -1,471        | -2,264       |          |              | -2,174          |                     |
| Gross profit                        | 3,806  | 2,963         | 4,864        | -22%     | 64%          | 3,639           | -19%                |
| GP margins                          | 61.9%  | 62.6%         | 62.9%        |          |              | 62.6%           |                     |
| Other income & gains                | 104    | 42            | 63           |          |              | 51              | -17%                |
| Staff costs                         | -1,830 | -1,575        | -1,993       | -14%     | 27%          | -1,867          | -16%                |
| Staff costs / sales                 | -29.8% | -33.3%        | -25.8%       |          |              | -32.1%          |                     |
| Dep.of right-of-use assets expenses | -586   | -493          | -588         | -16%     | 19%          | -553            | -11%                |
| Dep. of ROU assets exp / sales      | -9.5%  | -10.4%        | -7.6%        |          |              | -9.5%           |                     |
| Other rentals expenses              | -298   | -331          | -363         | 11%      | 10%          | -291            | 14%                 |
| Other rentals exp / sales           | -4.8%  | -7.0%         | -4.7%        |          |              | -5.0%           |                     |
| D & A of other assets               | -467   | -458          | -471         | -2%      | 3%           | -457            | 0%                  |
| D & A of other assets exp / sales   | -7.6%  | <b>-9</b> .7% | <b>-6.1%</b> |          |              | -7.9%           |                     |
| Utilities expenses                  | -202   | -166          | -271         | -18%     | 63%          | -203            | -19%                |
| Utilities exp / sales               | -3.3%  | -3.5%         | -3.5%        |          |              | -3.5%           |                     |
| Other opex                          | -442   | -308          | -503         | -30%     | 63%          | -407            | -24%                |
| Other opex / sales                  | -7.2%  | -6.5%         | -6.5%        |          |              | -7.0%           |                     |
| Operating profit (EBIT)             | 86     | -324          | 738          | -479%    | -327%        | -88             | 270%                |
| OP margins                          | 1.4%   | <b>-6.9%</b>  | 9.5%         |          |              | -1.5%           |                     |
| Other items                         | -207   | -57           | -93          |          |              | -70             |                     |
| Net finance income                  | -93    | -70           | -103         |          |              | -85             | -18%                |
| Net finance income / sales          | -1.5%  | -1.5%         | -1.3%        |          |              | -1.5%           |                     |
| Profit after financing costs        | -214   | -451          | 543          |          |              | -243            |                     |
| Associated coms                     | 0      | 0             | 0            |          |              | 0               |                     |
| Jointly controlled coms             | 0      | 0             | 0            |          |              | 0               |                     |
| Pre-tax profit                      | -214   | -451          | 543          | 111%     | -220%        | -243            | 86%                 |
| Tax                                 | -69    | 113           | -130         |          |              | 61              | 86%                 |
| Tax / sales                         | -1.1%  | 2.4%          | -1.7%        |          |              | 1.0%            |                     |
| Effective tax rate                  | 32.5%  | -25.0%        | -24.0%       |          |              | -25.0%          |                     |
| Minority interests                  | 10     | 6             | 9            |          |              | 7               | -19%                |
| Net profit att.                     | -293   | -344          | 403          | 17%      | -217%        | -189            | 82%                 |
| NP margins                          | -4.8%  | -7.3%         | 5.2%         |          |              | -3.3%           |                     |

Source: Bloomberg, Company data, CMBIGM estimates



## Valuation

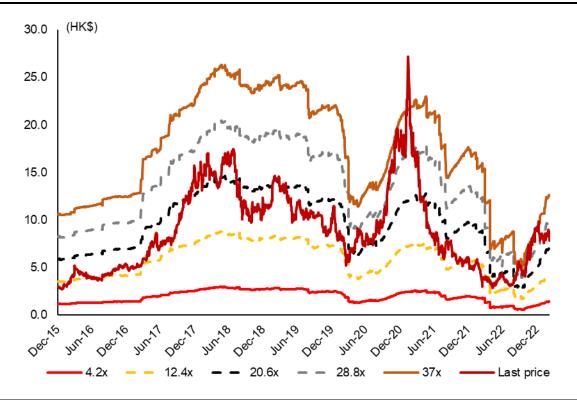
## Figure 5: Peers valuation table

|                  |            |          | 12m<br>TP | Price  | Up/<br>Down- | Mkt. Cap  | Year   | P/E    | : (x) | P/B<br>(x) | ROE<br>(%) | 3yrs<br>PEG<br>(x) | Yield<br>(%) | YTD<br>per.(<br>%) |
|------------------|------------|----------|-----------|--------|--------------|-----------|--------|--------|-------|------------|------------|--------------------|--------------|--------------------|
| Company          | Ticker     | Rating   | (LC)      | (LC)   | side         | (HK\$mn)  | End    | FY1E   | FY2E  | FY2E       | FY2E       |                    | FY1E         | FY1E               |
| Leading Great    | er China ( | Catering |           |        |              |           |        |        |       |            |            |                    |              |                    |
| Xiabuxiabu       | 520 HK     | BUY      | 11.20     | 7.85   | 43%          | 8,526     | Dec-21 | (22.2) | 19.0  | 4.6        | n/a        | 0.1                | 0.8          | (11.6)             |
| Jiumaojiu        | 9922 HK    | BUY      | 19.70     | 18.82  | 5%           | 27,374    | Dec-21 | 115.2  | 36.2  | 7.3        | 6.7        | 2.8                | 0.2          | (9.7)              |
| Haidilao         | 6862 HK    | BUY      | 21.62     | 23.15  | -7%          | 129,038   | Dec-21 | 158.1  | 42.6  | 13.0       | (50.6)     | (0.8)              | 0.1          | 3.3                |
| Helens           | 9869 HK    | NR       | n/a       | 16.12  | n/a          | 20,422    | Dec-21 | n/a    | 43.9  | 7.6        | (15.1)     | n/a                | 0.4          | 8.8                |
| Cafe De Coral    | 341 HK     | BUY      | 15.12     | 12.12  | 25%          | 7,099     | Mar-22 | 32.1   | 17.9  | 2.4        | 1.7        | 0.2                | 2.1          | (18.7)             |
| Tam Jai          | 2217 HK    | NR       | n/a       | 2.31   | n/a          | 3,097     | Mar-22 | 23.1   | 12.2  | 2.1        | 19.3       | 1.6                | 1.3          | (12.2)             |
| Yihai            | 1579 HK    | NR       | n/a       | 24.10  | n/a          | 25,230    | Dec-21 | 32.2   | 26.4  | 4.9        | 18.8       | 6.4                | 0.9          | (12.7)             |
| Yum China        | 9987 HK    | BUY      | 554.60    | 470.20 | 18%          | 196,714   | Dec-22 | 30.8   | 24.9  | 3.6        | 6.5        | 0.8                | 0.9          | 7.1                |
| Gourmet Master   | 2723 TT    | NR       | n/a       | 153.00 | n/a          | 7,018     | Dec-21 | 51.6   | 26.3  | 2.5        | 4.9        | 9.2                | 1.8          | 1.0                |
|                  |            |          |           |        |              |           | Avg.   | 52.6   | 31.9  | 5.1        | (1.0)      | 2.5                | 0.9          | (3.3)              |
|                  |            |          |           |        |              |           | Med.   | 32.2   | 26.4  | 4.1        | 5.7        | 1.2                | 0.8          | (4.4)              |
| International C  | atering    |          |           |        |              |           |        |        |       |            |            |                    |              |                    |
| Yum! Brands      | YUMUS      | NR       | n/a       | 127    | n/a          | 279,074   | Dec-22 | 24.6   | 21.5  | n/a        | n/a        | 1.8                | 1.9          | (0.9)              |
| McDonald's       | MCD US     | NR       | n/a       | 267    | n/a          | 1,533,908 | Dec-22 | 25.3   | 22.9  | n/a        | n/a        | 1.7                | 2.3          | 1.4                |
| Starbucks        | SBUX US    | NR       | n/a       | 103    | n/a          | 932,322   | Oct-22 | 30.5   | 25.5  | n/a        | n/a        | 1.6                | 2.1          | 4.2                |
| Rest. Brands     | QSR US     | NR       | n/a       | 63     | n/a          | 222,772   | Dec-22 | 21.0   | 18.8  | 8.0        | 42.6       | 5.2                | 3.5          | (2.7)              |
| Chipotle Mexican | CMG US     | NR       | n/a       | 1510   | n/a          | 327,342   | Dec-22 | 36.1   | 29.6  | 15.3       | 38.5       | 1.5                | 0.0          | 8.8                |
| Darden Rest.     | DRI US     | NR       | n/a       | 147    | n/a          | 139,991   | May-22 | 18.8   | 16.9  | 8.3        | 39.8       | 2.2                | 3.3          | 5.9                |
| Domino's         | DPZ US     | NR       | n/a       | 311    | n/a          | 86,429    | Jan-23 | 23.9   | 21.1  | n/a        | n/a        | 2.7                | 1.5          | (10.3)             |
| Wendy's          | WEN US     | NR       | n/a       | 21     | n/a          | 35,864    | Jan-23 | 22.0   | 19.1  | 15.2       | 39.3       | 1.4                | 4.4          | (5.0)              |
| Shake Shack      | SHAK US    | NR       | n/a       | 58     | n/a          | 19,202    | Dec-22 | n/a    | n/a   | 5.8        | (6.0)      | n/a                | n/a          | 39.7               |
| Wingstop         | WING US    | NR       | n/a       | 170    | n/a          | 39,869    | Dec-22 | 88     | 72.4  | n/a        | n/a        | 5.3                | 0.5          | 23.3               |
| Jollibee Foods   | JFC PM     | NR       | n/a       | 230    | n/a          | 36,491    | Dec-21 | 27.6   | 27.8  | 3.7        | 18.0       | 1.3                | 1.0          | 0.0                |
|                  |            |          |           |        |              |           | Avg.   | 31.8   | 27.6  | 9.4        | 28.7       | 2.5                | 2.1          | 5.9                |
|                  |            |          |           |        |              |           | Med.   | 24.9   | 22.2  | 8.1        | 38.9       | 1.8                | 2.0          | 1.4                |
| H-shares Cons    | sumer Sta  | ples     |           |        |              |           |        |        |       |            |            |                    |              |                    |
| UPC              | 220 HK     | NR       | n/a       | 7.04   | n/a          | 30,408    | Dec-21 | 21.7   | 16.8  | 2.0        | 9.9        | 4.0                | 5.1          | (9.9)              |
| Tingyi           | 322 HK     | NR       | n/a       | 13.04  | n/a          | 73,470    | Dec-21 | 23.4   | 17.1  | 4.1        | 17.4       | 6.3                | 6.7          | (5.4)              |
| Want Want*       | 151 HK     | NR       | n/a       | 5.03   | n/a          | 59,775    | Mar-22 | 13.8   | 12.5  | 3.1        | 25.6       | 51.9               | 5.8          | (3.6)              |
| China Mengniu*   | 2319 HK    | NR       | n/a       | 35.00  | n/a          | 138,433   | Dec-21 | 21.3   | 18.5  | 3.0        | n/a        | 1.6                | 1.4          | (1.1)              |
| Vitasoy          | 345 HK     | NR       | n/a       | 16.16  | n/a          | 17,306    | Mar-22 | 143.0  | 61.4  | 5.1        | (1.5)      | (0.6)              | 0.1          | 0.6                |
| Nongfu Spring*   | 9633 HK    | NR       | n/a       | 44.50  | n/a          | 500,468   | Dec-21 | 56.0   | 46.9  | 17.9       | 41.1       | 4.1                | 1.1          | 0.9                |
| Budweiser*       | 1876 HK    | NR       | n/a       | 23.30  | n/a          | 308,571   | Dec-22 | 34.1   | 22.5  | 3.4        | 8.4        | 1.0                | 1.4          | (5.1)              |
| Tsingtao*        | 168 HK     | NR       | n/a       | 82.15  | n/a          | 144,630   | Dec-21 | 29.8   | 26.0  | 4.0        | 15.4       | 3.5                | 1.6          | 6.5                |
| CR Beer*         | 291 HK     | NR       | n/a       | 60.20  | n/a          | 195,299   | Dec-21 | 41.0   | 32.9  | 6.6        | 15.6       | 4.4                | 0.9          | 10.4               |
| Dali Foods       | 3799 HK    | NR       | n/a       | 3.33   | n/a          | 45,601    | Dec-21 | 12.1   | 10.7  | 1.9        | 18.5       | 6.8                | 4.2          | (6.5)              |
|                  |            |          |           |        |              | ,         | Avg.   | 39.6   | 26.5  | 5.1        | 16.7       | 8.3                | 2.8          | (1.3)              |
|                  |            |          |           |        |              |           | Med.   | 26.6   | 20.5  | 3.7        | 15.6       | 4.0                | 1.5          | (2.4)              |

Source: Bloomberg, Company data, CMBIGM estimates, \*covered by another analyst – Joseph Wong







Source: Bloomberg, Company data, CMBIGM estimates



## Assumptions

## Figure 7: CMBIGM' assumptions

| Major assumptions                | FY19A  | FY20A  | FY21A  | FY22E  | FY23E  | FY24E  |
|----------------------------------|--------|--------|--------|--------|--------|--------|
| Sales by brand (RMB mn)          |        |        |        |        |        |        |
| XBXB                             | 4,671  | 3,502  | 3,525  | 2,428  | 3,849  | 4,582  |
| Cou Cou                          | 1,196  | 1,689  | 2,354  | 2,010  | 3,573  | 4,743  |
| Total                            | 5,867  | 5,191  | 5,878  | 4,438  | 7,422  | 9,325  |
| Sales growth by brand (%)        |        |        |        |        |        |        |
| XBXB                             | 15%    | -25%   | 1%     | -31%   | 59%    | 19%    |
| Cou Cou                          | 120%   | 41%    | 39%    | -15%   | 78%    | 33%    |
| Total                            | 27%    | -12%   | 13%    | -24%   | 67%    | 26%    |
| Number of restaurants            |        |        |        |        |        |        |
| XBXB                             | 1,022  | 1,061  | 841    | 886    | 1,016  | 1,136  |
| Cou Cou                          | 102    | 140    | 183    | 243    | 315    | 382    |
| Total                            | 1,124  | 1,201  | 1,024  | 1,129  | 1,331  | 1,518  |
| Number of restaurants growth (%) |        |        |        |        |        |        |
| XBXB                             | 15%    | 4%     | -21%   | 5%     | 15%    | 12%    |
| Cou Cou                          | 113%   | 37%    | 31%    | 33%    | 30%    | 21%    |
| Total                            | 20%    | 7%     | -15%   | 10%    | 18%    | 14%    |
| Seat turnover (x)                |        |        |        |        |        |        |
| XBXB                             | 2.3    | 2.3    | 1.6    | 2.0    | 2.2    | 2.3    |
| Cou Cou                          | 2.9    | 2.5    | 2.5    | 1.9    | 2.4    | 2.6    |
| ASP (RMB)                        |        |        |        |        |        |        |
| XBXB                             | 56     | 62     | 63     | 59     | 60     | 61     |
| Cou Cou                          | 132    | 137    | 141    | 136    | 140    | 143    |
| Sales per store (RMB mn)         |        |        |        |        |        |        |
| XBXB                             | 4.6    | 3.3    | 4.2    | 2.7    | 3.8    | 4.0    |
| Cou Cou                          | 11.8   | 12.1   | 12.9   | 8.3    | 11.3   | 12.4   |
| Sales per store growth (%)       |        |        |        |        |        |        |
| XBXB                             |        | -29%   | 28%    | -35%   | 39%    | 7%     |
| Cou Cou                          |        | 2%     | 7%     | -36%   | 37%    | 9%     |
| GP margins                       | 61.0%  | 61.9%  | 62.6%  | 62.9%  | 63.2%  | 63.2%  |
| Staff costs                      | -27.1% | -29.8% | -33.3% | -25.8% | -26.0% | -25.2% |
| Rental and related expenses      | -4.0%  | -4.8%  | -7.0%  | -4.7%  | -4.5%  | -4.5%  |
| Depreciation of ROU assets       | -10.9% | -9.5%  | -10.4% | -7.6%  | -7.2%  | -7.1%  |
| D & A of other assets            | -7.5%  | -7.6%  | -9.7%  | -6.1%  | -5.2%  | -4.7%  |
| Utilities expenses               | -3.5%  | -3.3%  | -3.5%  | -3.5%  | -3.5%  | -3.5%  |
| Other expenses                   | -7.0%  | -7.2%  | -6.5%  | -6.5%  | -6.3%  | -6.3%  |
| Effective tax rate               | -83%   | 33%    | -25%   | -24%   | -23%   | -23%   |
| NP att. margin                   | 0%     | -5%    | -7%    | 5%     | 7%     | 8%     |
| NP att. growth (%)               | -99%   | n/a    | n/a    | n/a    | 61%    | 42%    |

Source: Company data, CMBIGM estimates



## **Financial Summary**

| Income statement         |         |         |         |         |         | Cash flow summary           |       |       |       |       |       |
|--------------------------|---------|---------|---------|---------|---------|-----------------------------|-------|-------|-------|-------|-------|
| YE 31 Dec (RMB mn)       | FY20A   | FY21A   | FY22E   | FY23E   | FY24E   | YE 31 Dec (RMB mn)          | FY20A | FY21A | FY22E | FY23E | FY24E |
| Revenue                  | 5,455   | 6,147   | 4,734   | 7,733   | 9,651   | Net income                  | 219   | 86    | (324) | 738   | 1,093 |
| Xiabu Xiabu              | 3,502   | 3,525   | 2,428   | 3,849   | 4,582   | D&A                         | 409   | 467   | 458   | 471   | 506   |
| Cou Cou                  | 1,689   | 2,354   | 2,010   | 3,573   | 4,743   | Change in working capital   | 28    | 12    | 37    | (61)  | (36)  |
| Others                   | 265     | 269     | 296     | 310     | 326     | Income tax paid             | (113) | (58)  | 113   | (130) | (198) |
|                          |         |         |         |         |         | Others                      | 727   | 542   | 161   | 8     | 104   |
| Cost of goods sold       | (2,130) | (2,341) | (1,770) | (2,869) | (3,552) | Net cash from operating     | 1,270 | 1,049 | 444   | 1,027 | 1,469 |
| Gross profit             | 3,325   | 3,806   | 2,963   | 4,864   | 6,099   |                             |       |       |       |       |       |
| Other net income         | 171     | 104     | 42      | 63      | 80      | Capex & investments         | (405) | (439) | (426) | (619) | (676) |
|                          |         |         |         |         |         | Associated companies        | -     | -     | -     | -     | -     |
| Operating expenses       | (3,277) | (3,824) | (3,330) | (4,189) | (5,086) | Interest received           | 2     | 4     | -     | -     | -     |
| Staff costs              | (1,478) | (1,830) | (1,575) | (1,993) | (2,510) | Others                      | 28    | (104) | -     | -     | -     |
| Admin                    | (597)   | (586)   | (493)   | (588)   | (691)   | Net cash from investing     | (374) | (539) | (426) | (619) | (676) |
| Property rent & related  | (220)   | (298)   | (331)   | (363)   | (434)   |                             |       |       |       |       |       |
| D & A                    | (409)   | (467)   | (458)   | (471)   | (506)   | Equity raised               | 8     | (6)   | -     | -     | -     |
| Other operating expenses | (573)   | (643)   | (473)   | (773)   | (946)   | Change of Debts             | 20    | 56    | -     | -     | -     |
| EBIT                     | 219     | 86      | (324)   | 738     | 1,093   | Dividend paid               | (80)  | (60)  | -     | -     | -     |
|                          |         |         |         |         |         | Others                      | (515) | (673) | (70)  | (103) | (118) |
| Finance costs, net       | (98)    | (93)    | (70)    | (103)   | (118)   | Net cash from financing     | (566) | (683) | (70)  | (103) | (118) |
| JV & associates          | -       | -       | -       | -       | -       | -                           |       |       |       |       |       |
| Exceptional              | (54)    | (207)   | (57)    | (93)    | (116)   | Net change in cash          | 330   | (174) | (52)  | 305   | 675   |
| Pre-tax profit           | 67      | (214)   | (451)   | 543     | 859     | Beginning cash balance      | 785   | 1,097 | 921   | 868   | 1,247 |
| -                        |         |         |         |         |         | Exchange difference         | (18)  | (3)   | -     | -     | -     |
| Income tax               | (56)    | (69)    | 113     | (130)   | (198)   | Cash at the end of the year | 1,097 | 921   | 868   | 1,173 | 1,922 |
| Less: Minority interests | 10      | 10      | 6       | 9       | 12      | -                           |       |       |       |       |       |
| Net profit               | 2       | (293)   | (344)   | 403     | 650     |                             |       |       |       |       |       |

| Balance sheet                |       |       |       |       |       | Key ratios                          |          |          |          |          |          |
|------------------------------|-------|-------|-------|-------|-------|-------------------------------------|----------|----------|----------|----------|----------|
| YE 31 Dec (RMB mn)           | FY20A | FY21A | FY22E | FY23E | FY24E | YE 31 Dec                           | FY20A    | FY21A    | FY22E    | FY23E    | FY24E    |
| Non-current assets           | 3,562 | 2,955 | 2,923 | 3,071 | 3,241 | Sales mix (%)                       |          |          |          |          |          |
| Fixed asset                  | 1,297 | 1,053 | 1,022 | 1,169 | 1,339 | Xiabu Xiabu                         | 64.2     | 57.3     | 51.3     | 49.8     | 47.5     |
| Intangible assets & goodwill | 2     | 2     | 2     | 2     | 1     | Cou Cou                             | 31.0     | 38.3     | 42.5     | 46.2     | 49.1     |
| Prepaid lease payments       | 170   | 170   | 170   | 170   | 170   | Others                              | 4.9      | 4.4      | 6.2      | 4.0      | 3.4      |
| Interest in asso. & JV       | 0     | 49    | 49    | 49    | 49    |                                     |          |          |          |          |          |
| Others                       | 2,094 | 1,681 | 1,681 | 1,681 | 1,681 | Total                               | 100.0    | 100.0    | 100.0    | 100.0    | 100.0    |
| Current assets               | 2,218 | 1,996 | 1,520 | 2,211 | 2,893 | P&L ratios (%)                      |          |          |          |          |          |
| Cash and cash equivalents    | 1,097 | 921   | 648   | 844   | 1,215 | Gross margin                        | 61.0     | 61.9     | 62.6     | 62.9     | 63.2     |
| Inventories                  | 691   | 599   | 488   | 790   | 978   | Operating margin                    | 4.0      | 1.4      | (6.9)    | 9.5      | 11.3     |
| Trade and other receivables  | 392   | 395   | 303   | 495   | 617   | Pre-tax margin                      | 1.2      | (3.5)    | (9.5)    | 7.0      | 8.9      |
| Prepayments                  | 0     | 0     | 0     | 0     | 0     | Net margin                          | 0.0      | (4.8)    | (7.3)    | 5.2      | 6.7      |
| Others                       | 38    | 82    | 82    | 82    | 82    | Effective tax rate                  | 82.9     | (32.5)   | 25.0     | 24.0     | 23.0     |
| Current liabilities          | 1,979 | 1,768 | 1,602 | 2,036 | 2,310 | Balance sheet ratios                |          |          |          |          |          |
| Borrowings                   | 20    | 76    | 76    | 76    | 76    | Current ratio (x)                   | 1.1      | 1.1      | 0.9      | 1.1      | 1.3      |
| Trade payables               | 341   | 251   | 224   | 363   | 449   | Quick ratio (x)                     | 0.8      | 0.8      | 0.6      | 0.7      | 0.8      |
| Accruals & other payables    | 704   | 604   | 465   | 760   | 948   | Cash ratio (x)                      | 0.6      | 0.5      | 0.4      | 0.4      | 0.5      |
| Tax payables                 | 0     | 0     | 0     | 0     | 0     | Inventory turnover days             | 120      | 101      | 101      | 101      | 101      |
| Others                       | 914   | 838   | 838   | 838   | 838   | Trade receivables days              | 28       | 23       | 23       | 23       | 23       |
|                              |       |       |       |       |       | Trade payables days                 | 59       | 46       | 46       | 46       | 46       |
| Non-current liabilities      | 1,461 | 1,172 | 1,172 | 1,172 | 1,172 | Total debt / total equity ratio (%) | 1        | 4        | 5        | 4        | З        |
| Borrowings                   | 0     | 0     | 0     | 0     | 0     | Net debt / equity ratio (%)         | Net cash |
| Deferred income              | 0     | 0     | 0     | 0     | 0     | Returns (%)                         |          |          |          |          |          |
| Deferred tax                 | 0     | 0     | 0     | 0     | 0     | ROE                                 | 0.1      | (14.6)   | (20.7)   | 19.6     | 24.8     |
| Others                       | 1,461 | 1,172 | 1,172 | 1,172 | 1,172 | ROA                                 | 0.0      | (5.9)    | (7.7)    | 7.6      | 10.6     |
|                              |       |       |       |       |       | Per share                           |          |          |          |          |          |
| Minority Interest            | 0     | 0     | 6     | 15    | 27    | EPS (RMB)                           | 0.00     | (0.27)   | (0.17)   | 0.37     | 0.71     |
| Total net assets             | 2,340 | 2,011 | 1,664 | 2,059 | 2,624 | DPS (RMB)                           | 0.07     | 0.06     | 0.06     | 0.13     | 0.24     |
| Shareholders' equity         | 2,340 | 2,011 | 1,664 | 2,059 | 2,624 | BVPS (RMB)                          | 2.16     | 1.85     | 1.53     | 1.89     | 2.41     |

Source: Company data, CMBIGM estimates



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