## CMB International Securities | Equity Research | Company Update



招商银行全资附属机构 A Wholly Owned Subsidiary Of China Merchants Bank

# Yum China (9987 HK)

# Another hit taken, but stay mid-term positive

We see YUMC's 3Q21E business update as a profit warning and a bad news to the industry due to large-scale COVID-19 outbreak in Aug 2021. Magnitude of the profit decline was a miss, even though the capital market should have certain expectations. Nevertheless, going forward we remain positive about YUMC's growth in 4Q21E and FY22E, considering solid store expansions, strong delivery sales and Pizza Hut reform. We maintain BUY and cut our TP to HK\$ 532.66, based on 30x FY22E P/E (down from 32x to factor in sector de-rating). YUMC's valuation is not demanding at 26x FY22E P/E, vs HDL's 35x and JMJ's 38x.

- YUMC believes 3Q21E results could be under pressure. Based on the current trend, Yum China is now forecasting a 50-60% YoY decline in adj. operating profit in 3Q21E, due to: 1) Nanjing COVID-19 outbreak (~15%/ ~20% decline in SSSG vs 2020/ 2019 level during Aug 2021), which had spread to 16 provinces and resulted in cancellations of many summer trips and few social activities, dine-in SSSG dropped by 20-30% YoY while sales at transportation hubs and tourist locations fell by 40-50% YoY, 2) climbing raw material costs and wage hike (this was industry-wise) and 3) increased promotional activities to draw traffic. Even though a soft Aug 2021 is expected by the market, still, the magnitude of such decline is large. Given that one-off gains in 3Q20 (re-measurement gain of Suzhou KFC acquisition) was taken into account, operating de-leverage in this peak season is genuinely meaningful.
- SSSG should be improving in Sep 2021 and we remain cautiously optimistic for 2H21E. The Nanjing outbreak started on 20 Jul and died down on 14 Aug, hence we believe SSSG in Sep 2021 should be better at ~5% drop (vs ~15% drop in Aug). For 3Q21E/ 4Q21E, we now forecast: 1) 4% decline/ 3% increase in SSSG, 2) 2%/ 9% sales growth and 3) 70% drop/ 41% increase in net profit. We have factored in raw material (~3% YoY increase in poultry prices) and staff costs (~7% salary increase vs 2019 level) pressure in 2H21E.
- We stay optimistic about the FY22E and mid-term growth. We forecast a 14%/ 26%/ 34% sales/ adj. OP/ NP growth for FY22E (only 2%/ 5% cut in sales/ net profit vs previous estimates), thanks to: 1) solid store expansion plan (no delay for 1,300 new stores in FY21E), 2) extremely strong delivery sales growth (43%/ 27% for KFC/ Pizza Hut in 2Q21) and 3) structural positives yielding from the Pizza Hut reform, which should last for a long period.
- Maintain BUY but cut TP to HK\$ 532.66, based on 30x FY22E P/E (down from 32x). We revised down FY21E/ 22E/ 23E NP forecast by 11%/ 5%/ 5%, to factor in: 1) weak 3Q21E SSSG and 2) the related operating de-leverage. YUMC is trading at 26x FY22E P/E, not demanding vs HDL's 35x and JMJ's 38x, given a 15% EBIT CAGR in FY20-23E.

### **Earnings Summary**

Larmings Gammary					
(YE 31 Dec)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue (USD mn)	8,776	8,263	9,873	11,233	12,412
YoY growth (%)	4.3	(5.8)	19.5	13.8	10.5
Net income (USD mn)	713	784	756	1,009	1,153
Diluted EPS (USD)	1.81	1.89	1.73	2.29	2.60
YoY growth (%)	1.8	4.5	(8.8)	32.8	13.6
Consensus EPS (USD)	n/a	n/a	1.94	2.31	2.67
P/E (x)	32.3	31.1	34.1	25.7	22.6
P/B (x)	6.9	4.1	3.7	3.3	2.9
Yield (%)	0.8	0.4	0.7	1.0	1.1
ROE (%)	22.5	13.0	11.2	13.3	13.5
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIS estimates

## **BUY (Maintain)**

 Target Price
 HK\$532.66

 (Previous TP
 HK\$597.92)

 Up/Downside
 +16.8%

 Current Price
 HK\$456.00

### **China Catering Sector**

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Stock Data	
Mkt Cap (HK\$ mn)	191,923
Avg 3 mths t/o (HK\$ mn)	74.19
52w High/Low (HK\$)	544.0/385.6
Total Issued Shares (mn)	420.9
Source: Bloomberg	

<b>Shareholding Structure</b>	
Primavera Capital	5.7%
BlackRock	7.1%
Invesco	9.0%
Management	0.2%
Free Float	78.0%
Source: HKEx	

# Share Performance

	Absolute	Relative
1-mth	1.3%	4.8%
3-mth	-10.4%	1.3%
6-mth	-0.1%	12.6%
12-mth	18.8%	14.8%

Source: Bloomberg

# 

Source: Bloomberg

## Auditor: KPMG

### Related Reports

- Yum China (9987 HK, BUY) Robust Pizza Hut and accelerated expansion – 30 Jul 2021
- Yum China (9987 HK, BUY) A good start in FY21E despite a few headwinds – 29 Apr 2021
- China Catering Sector (OUTPERFORM) - Leaders to benefit even more during recovery – 12 Mar 2021



# **Earnings revision**

Figure 1: Earnings revision

		New			Old		Diff (%)			
US\$ mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	
Revenue	9,873	11,233	12,412	10,182	11,481	12,696	-3.0%	-2.2%	-2.2%	
Gross profit	7,092	8,054	8,874	7,313	8,213	9,059	-3.0%	-1.9%	-2.0%	
Operating Profit	965	1,298	1,472	1,091	1,369	1,550	-11.5%	-5.2%	-5.0%	
Net profit	756	1,009	1,153	846	1,062	1,211	-10.7%	-5.0%	-4.8%	
EPS (US\$ cents)	1.726	2.292	2.604	1.933	2.412	2.736	-10.7%	-5.0%	-4.8%	
Gross margin	71.8%	71.7%	71.5%	71.8%	71.5%	71.4%	0ppt	0.2ppt	0.1ppt	
EBIT margin	9.8%	11.6%	11.9%	10.7%	11.9%	12.2%	-0.9ppt	-0.4ppt	-0.4ppt	
Net profit att. margin	7.7%	9.0%	9.3%	8.3%	9.2%	9.5%	-0.7ppt	-0.3ppt	-0.3ppt	

Source: Company data, CMBIS estimates

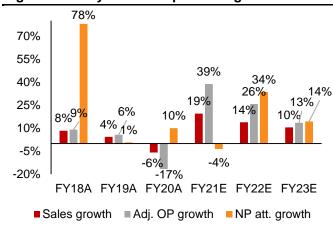
Figure 2: CMBIS estimates vs consensus

		CMBIS			Consensus		Diff (%)			
US\$ mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	
Revenue	9,873	11,233	12,412	10,237	11,473	12,770	-3.5%	-2.1%	-2.8%	
Gross profit	7,092	8,054	8,874	7,340	8,204	9,122	-3.4%	-1.8%	-2.7%	
Operating Profit	965	1,298	1,472	1,115	1,340	1,511	-13.5%	-3.1%	-2.5%	
Net profit	756	1,009	1,153	835	1,002	1,157	-9.5%	0.7%	-0.4%	
EPS (US\$ cents)	1.726	2.292	2.604	1.942	2.307	2.672	-11.1%	-0.7%	-2.5%	
Gross Margin	71.8%	71.7%	71.5%	71.7%	71.5%	71.4%	0.1ppt	0.2ppt	0.1ppt	
Operating Margin	9.8%	11.6%	11.9%	10.9%	11.7%	11.8%	-1.1ppt	-0.1ppt	0ppt	
Net Margin	7.7%	9.0%	9.3%	8.2%	8.7%	9.1%	-0.5ppt	0.2ppt	0.2ppt	



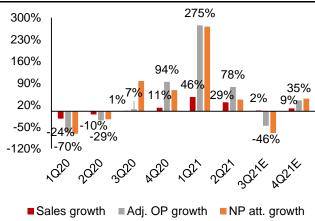
## **Focus Charts**

Figure 3: Yearly sales/ net profit att. growth



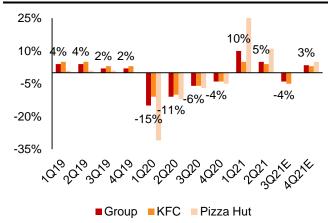
Source: Company data, CMBIS estimates

Figure 4: Quarterly sales/ net profit att. growth



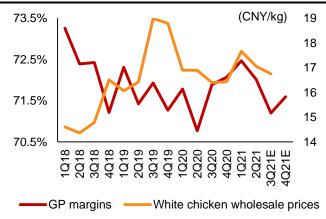
Source: Company data, CMBIS estimates

Figure 5: KFC/ Pizza Hut/ Group's SSSG



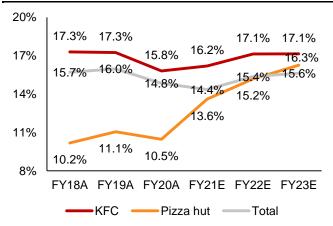
Source: Company data, CMBIS estimates

Figure 6: KFC's GP margin vs chicken prices



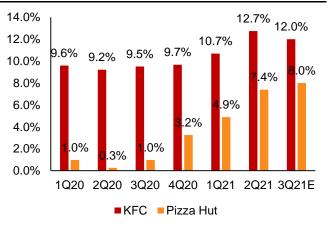
Source: Company data, CMBIS estimates

Figure 7: KFC/ Pizza Hut/ Group's restaurant OP margin



Source: Company data, CMBIS estimates

Figure 8: KFC/ Pizza Hut's number of restaurants growth





# **Assumptions**

Figure 9: CMBIS' assumptions

Major assumptions	FY18A	FY19A	FY20A	FY21E	FY22E	FY23E
Sales by segment (RMB mn)						
KFC - eat in sales	4,882	4,911	4,137	4,897	5,421	5,768
KFC - delivery sales	808	1,129	1,617	2,069	2,545	3,080
PH - eat in sales	1,611	1,527	1,146	1,388	1,536	1,658
PH- delivery sales	500	527	642	750	855	958
Others	614	682	721	769	876	947
Total	8,415	8,776	8,263	9,873	11,233	12,412
Sales by segment growth (%)						
KFC - eat in sales	9.2%	0.6%	-15.8%	18.4%	10.7%	6.4%
KFC - delivery sales	35.8%	39.7%	43.2%	28.0%	23.0%	21.0%
PH - eat in sales	-3.5%	-5.2%	-25.0%	21.2%	10.7%	8.0%
PH- delivery sales	18.1%	5.4%	21.7%	16.9%	14.0%	12.0%
Others	0.7%	11.1%	5.8%	6.6%	13.9%	8.2%
Total	8.3%	4.3%	-5.8%	19.5%	13.8%	10.5%
Sales network by brand						
KFC	5,910	6,534	7,166	8,071	8,761	9,341
Pizza Hut	2,240	2,281	2,355	2,545	2,685	2,825
Others	334	385	985	1,111	1,191	1,271
Total	8,484	9,200	10,506	11,727	12,637	13,437
Restaurant profit margin by brand						
KFC	17.3%	17.3%	15.8%	16.2%	17.1%	17.1%
Pizza hut	10.2%	11.1%	10.5%	13.6%	15.2%	16.3%
Others	0.0%	-0.4%	-0.4%	-0.2%	-0.2%	-0.2%
Total	15.7%	16.0%	14.8%	14.4%	15.4%	15.6%
Costs breakdown						
Food and paper/ sales	27.6%	28.2%	28.3%	28.2%	28.3%	28.5%
Payroll and employee benefits/ sales	20.4%	20.6%	20.9%	21.9%	21.3%	21.2%
Rental and other operating expenses/ sales	28.4%	27.0%	26.9%	26.4%	26.3%	26.4%
G & A expenses/ sales	5.4%	5.5%	5.8%	5.5%	5.3%	5.2%
Franchisees expenses/ sales	7.1%	7.3%	7.7%	6.4%	6.2%	5.9%
Effective tax rate	22.5%	25.9%	26.6%	26.0%	25.5%	25.0%
NP att. margin	8.4%	8.1%	9.5%	7.7%	9.0%	9.3%
NP att. growth (%)	77.9%	0.7%	10.0%	-3.6%	33.5%	14.3%



# **Valuation**

Figure 10: Peers valuation table

Figure 10: Pe	ers valua	tion tak	12m TP	Price	Up/ Down- Mkt. Cap		Year	P/E	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
Leading Great			(	(/	0.0.0	(,								
Yum China	9987 HK	BUY	532.66	456.00	17%	191,923	Dec-20	34.1	25.7	3.7	3.3	17.0	3.0	0.7
Jiumaojiu	9922 HK	BUY	30.47	24.20	26%	35,173	Dec-20	61.8	38.4	8.4	7.0	14.3	0.6	0.4
Haidilao	6862 HK	BUY	34.06	30.90	10%	168,683	Dec-20	70.3	34.6	11.1	8.5	14.3	0.4	0.4
Nayuki	2150 HK	BUY	17.10	13.60	26%	23,326	Dec-20	184.5	60.8	6.3	5.8	n/a	n/a	n/a
Helens	9869 HK	NR	n/a	22.75	n/a	28,363	Dec-20	110.8	31.9	n/a	n/a	56.2	n/a	n/a
Cafe De Coral	341 HK	BUY	19.05	13.84	38%	8,106	Mar-21	22.5	17.7	2.5	2.4	12.6	1.7	2.6
Xiabuxiabu	520 HK	NR	n/a	7.45	n/a	8,087	Dec-20	27.5	13.8	2.7	2.3	9.6	0.0	1.1
Yihai	1579 HK	BUY	108.52	41.15	164%	43,080	Dec-20	37.7	30.8	8.5	6.9	26.9	2.2	0.7
Gourmet Master	2723 TT	NR	n/a	139.00	n/a	7,034	Dec-20	19.8	18.5	2.1	2.0	13.2	1.1	3.0
Codiffict Master	2720 11	1411	π,α	100.00	11/4	7,004	Avg.	63.2	30.2	5.7	4.8	20.5	1.3	1.3
							Med.	37.7	30.8	5.0	4.5	14.3	1.1	0.7
Other Greater C	hina Caterir	าต					mou.	07.1	00.0	0.0	7.0	17.0		0.1
Tai Hing	6811 HK	NR	n/a	1.64	n/a	1,646	Dec-20	9.4	8.0	1.5	1.3	14.3	0.3	7.0
Ajisen China	538 HK	NR	n/a	1.36	n/a	1,484	Dec-20	n/a	n/a	n/a	n/a	2.6	n/a	n/a
7 glocii Oliila	0001110	1111	π,α	1.00	11/α	1,404	Avg.	9.4	8.0	1.5	1.3	9.0	0.3	7.0
							Med.	9.4	8.0	1.5	1.3	8.4	0.3	7.0
Greater China C	atering						mou.	<u> </u>	0.0	1.0	1.0	0.7	0.0	1.0
Oreater Offina O	<u>utoring</u>						Avg.	57.8	28.0	5.2	4.4	16.7	1.2	2.0
							Med.	35.9	28.3	3.7	3.3	14.3	0.8	0.9
International C	atering									<u> </u>			V.U	0.0
Yum! Brands	YUM US	NR	n/a	128.99	n/a	296,625	Dec-20	28.4	26.0	n/a	n/a	n/a	1.2	1.5
Mcdonald'S	MCD US	NR	n/a	241.13	n/a	1,400,664	Dec-20	26.7	24.4	n/a	n/a	n/a	1.4	2.2
Starbucks Corp	SBUX US	NR	n/a	118.86	n/a	1,090,098	Sep-20	36.7	31.8	n/a	n/a	n/a	0.5	1.6
Rest' Brands	QSR US	NR	n/a	64.63	n/a	228,268	Dec-20	23.2	20.3	9.1	9.8	27.8	0.7	3.3
Chipotle	CMG US	NR	n/a	1859.8	n/a	406,415	Dec-20	72.6	55.5	22.8	19.0	30.2	1.5	0.0
Darden	DRI US	NR	n/a	148.62	n/a	150,650	May-21	19.9	17.8	6.4	5.8	24.5	0.8	2.9
Domino'S Pizza	DPZ US	NR	n/a	506.96	n/a	145,325	Jan-21	37.0	32.1	n/a	n/a	n/a	3.0	0.7
Wendy'S Co	WEN US	NR	n/a	22.46	n/a	38,921	Jan-21	27.5	24.6	8.7	10.0	35.2	1.0	1.9
Shake Shack	SHAK US	NR	n/a	82.35	n/a	26,939	Dec-20	n/a	236.6	8.7	8.2	(5.2)	n/a	n/a
Wingstop Inc	WING US	NR	n/a	178.95	n/a	41,403	Dec-20	118.9	92.9	n/a	n/a	n/a	2.7	0.4
Jollibee Foods	JFC PM	NR	n/a	199.50	n/a	34,629	Dec-20	82.0	37.6	3.7	3.5	2.3	(0.4)	0.6
0011120011 0000	01 0 1 111	1111	11/4	100.00	11/4	01,020	Avg.	47.3	54.5	9.9	9.4	19.1	1.2	1.5
							Med.	32.5	31.8	8.7	9.0	26.1	1.1	1.6
H-shares Cons	sumer Sta	ples					- III GUI	02.0	0110	<u> </u>	0.0			
UPC	220 HK	NR	n/a	7.42	n/a	32,049	Dec-20	18.4	15.7	1.9	1.9	10.6	2.4	5.4
Tingyi	322 HK	NR	n/a	14.52	n/a	81,712	Dec-20	18.0	16.0	3.1	3.1	19.7	2.4	6.6
Want Want	151 HK	NR	n/a	5.43	n/a	64,972	Mar-21	12.8	12.0	3.4	3.1	27.6	1.7	5.1
China Mengniu	2319 HK	NR	n/a	48.50	n/a	191,531	Dec-20	30.1	24.9	4.2	3.7	16.4	1.0	0.9
Vitasoy	345 HK	NR	n/a	19.80	n/a	21,186	Mar-21	43.8	33.2	5.7	5.3	16.3	4.4	1.5
Budweiser	1876 HK	NR	n/a	18.34	n/a	242,884	Dec-20	32.7	27.1	2.8	2.6	8.3	0.9	1.2
Tsingtao	168 HK	NR	n/a	59.45	n/a	109,576	Dec-20	24.3	21.3	3.0	2.8	13.1	1.2	1.6
CR Beer	291 HK	NR	n/a	57.45	n/a	186,378	Dec-20	36.5	32.9	6.4	5.7	18.4	0.9	1.2
Dali Foods	3799 HK	NR	n/a	4.10	n/a	56,146	Dec-20	11.6	10.7	2.4	2.2	22.8	1.3	4.5
Dail 1:0003	ארן פפינכ	NIT	11/d	4.10	II/d	50, 140		25.4	21.5	3.7	3.4	17.0	1.8	3.1
							Avg. Med.	24.3	21.3	3. <i>1</i> 3.1	3.4 3.1	16.4	1.3	3.1 1.6
							IVICU.	۷4.3	۷1.3	J. I	J. 1	10.4	1.3	1.0

Source: Bloomberg, Company data, CMBIS estimates,



# **Financial Summary**

Income statement						Cash flow summary					
YE 31 Dec (USD mn)	FY19A	FY20A	FY21E	FY22E	FY23E	YE 31 Dec (USD mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue	8,776	8,263	9,873	11,233	12,412	Net income	901	961	965	1,298	1,472
Company sales	7,925	7,396	8,973	10,255	11,377	D&A	419	386	435	487	550
Franchise fees and income	148	148	163	178	194	Change in working capital	74	(7)	86	76	67
Fran. & uncol. affiliates sales	654	647	666	728	774	Income tax paid	16	(295)	(277)	(360)	(400)
Other revenues	49	72	72	72	67	Others	(225)	234	136	122	131
Cost of goods sold	(2,479)	(2,342)	(2,782)	(3,179)	(3,538)	Net cash from operating	1,185	1,279	1,345	1,623	1,820
Gross profit	6,297	5,921	7,092	8,054	8,874						
Other net income	60	285	10	79	87	Capex & investments	(435)	(578)	(691)	(674)	(745)
						Associated companies	-	-	-	-	-
Operating expenses	(5,456)	(5,245)	(6,137)	(6,835)	(7,488)	Interest received	-	-	-	-	-
Staff costs	(1,807)	(1,730)	(2,165)	(2,392)	(2,627)	Others	(475)	-	-	-	-
Admin	(560)	(591)	(652)	(708)	(770)	Net cash from investing	(910)	(578)	(691)	(674)	(745)
Property rent & related	(877)	(814)	(969)	(1,108)	(1,229)	_					
D & A	(428)	(404)	(446)	(497)	(552)	Equity raised	(265)	2,220	-	-	-
Other operating expenses	(1,784)	(1,706)	(1,905)	(2,131)	(2,311)	Change of Debts	-	-	-	-	-
EBIT	901	961	965	1,298	1,472	Dividend paid	(181)	(181)	(95)	(182)	(243)
						Others	(34)	-	-	-	-
Finance costs, net	39	43	79	91	104	Net cash from financing	(480)	2,039	(95)	(182)	(243)
JV & associates	-	-	-	-	-	_					
Exceptional	63	104	20	22	25	Net change in cash	(205)	2,740	559	767	832
Pre-tax profit	1,003	1,108	1,064	1,411	1,601	Beginning cash balance	1,266	1,046	3,786	4,345	5,112
•						Exchange difference	(15)	-	-	-	-
Income tax	(260)	(295)	(277)	(360)	(400)	Cash at the end of the year	1,046	3,786	4,345	5,112	5,944
Less: Minority interests	30	29	32	42	48	·					
Net profit	713	784	756	1,009	1,153						

Balance sheet						Key ratios					
YE 31 Dec (USD mn)	FY19A	FY20A	FY21E	FY22E	FY23E	YE 31 Dec	FY19A	FY20A	FY21E	FY22E	FY23E
Non-current assets	4,691	4,797	5,016	5,194	5,387	Sales mix (%)					
Fixed asset	1,594	1,775	2,031	2,219	2,414	Company sales	90.3	89.5	90.9	91.3	91.7
Intangible assets & goodwill	94	75	64	54	52	Franchise fees and income	1.7	1.8	1.6	1.6	1.6
Prepaid lease payments	-	-	-	-	-	Fran. & uncol. affiliates sales	7.5	7.8	6.7	6.5	6.2
Interest in asso. & JV	89	89	89	89	89	Other revenues	0.6	0.9	0.7	0.6	0.5
Others	2,914	2,858	2,832	2,833	2,833	Total	100.0	100.0	100.0	100.0	100.0
Current assets	2,259	4,934	5,596	6,453	7,365	P&L ratios (%)					
Cash and cash equivalents	1,046	3,786	4,345	5,112	5,944	Gross margin	71.8	71.7	71.8	71.7	71.5
Inventories	380	321	381	435	485	Operating margin	10.3	11.6	9.8	11.6	11.9
Trade and other receivables	88	91	108	123	136	Pre-tax margin	11.4	13.4	10.8	12.6	12.9
Prepayments	134	126	151	172	190	Net margin	8.1	9.5	7.7	9.0	9.3
Others	611	611	611	611	611	Effective tax rate	25.9	26.6	26.0	25.5	25.0
Current liabilities	1,736	1,665	1,854	2,019	2,166	Balance sheet ratios					
Borrowings	-	-	-	-	-	Current ratio (x)	1.3	3.0	3.0	3.2	3.4
Trade payables	623	577	686	784	872	Quick ratio (x)	1.1	2.8	2.8	3.0	3.2
Accruals & other payables	437	411	492	559	618	Cash ratio (x)	0.6	2.3	2.3	2.5	2.7
Tax payables	45	45	45	45	45	Inventory turnover days	51	50	50	50	50
Others	631	631	631	631	631	Trade receivables days	3	4	4	4	4
						Trade payables days	91	90	90	90	90
Non-current liabilities	2,039	2,039	2,039	2,039	2,039	Total debt / total equity ratio (%)	0	0	0	0	0
Borrowings	-	-	-	-	-	Net debt / equity ratio (%)	Net cash				
Deferred income	-	-	-	-	-	Returns (%)					
Deferred tax	136	136	136	136	136	ROE	22.5	13.0	11.2	13.3	13.5
Others	1,903	1,903	1,903	1,903	1,903	ROA	10.3	8.1	7.1	8.7	9.0
						Per share					
Minority Interest	-	-	-	-	-	EPS (USD)	1.81	1.89	1.73	2.29	2.60
Total net assets	3,175	6,027	6,719	7,589	8,547	DPS (USD)	0.48	0.23	0.43	0.57	0.65
Shareholders' equity	3,175	6,027	6,719	7,589	8,547	BVPS (USD)	8.44	14.35	15.90	17.85	19.99



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