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Haier Smart Home (6690 HK)

Solid market share gain and 2H21E outlook

We maintain BUY on HSH-H, as we believe its current valuation is attractive and stock price has factored in domestic industry slowdown in 2H21E. Our new TP of HK\$ 40.36 is based on 18x FY22E P/E (from 23x for recent sector de-rating). HSH-H's valuation is attractive at 13x FY22E P/E, vs HSH-A's 17x, Midea's 15x and China peers average of 16x, given 30% NP CAGR in FY20-23E.

- 1H21 net profit beat, thanks to better margins. Haier's 1H21 sales increased by 17% YoY to RMB 111.6bn (12% vs 1H19), inline with CMBI est. while net profit grew by 146% YoY to RMB 6.8bn (36% vs 1H19), beating CMBI est. by 26%. Sluggish growth in mainland China (although Casarte sales grew by ~75%) in 1H21 was offset by robust overseas demand. GP margin was holding up well even with hikes in raw material prices and transportation costs, while OP margin expansion was impressive, thanks to: 1) premiumization, 2) ASP increases, 3) optimization of product designs and supply chain and 4) smarter marketing (more online, less offline), etc.
- 2H21E domestic sales growth target maintained despite concerns on industry slowdown. Management maintained 10%+ domestic sales growth in 2H21E (achieved during Jul - Aug 2021, even though the industry was weak). Management also expects 30%+ Casarte sales growth in 2H21E and FY22E, supported by: 1) superior brand and technology (liked by customers), 2) high profitability for distributors, 3) category expansions (Air-cons, kitchen appliances and water heaters) and 4) speed up in development of "threewinged bird" solution (targeting 1,000+ stores by FY21E, from ~400 in 1H21).
- Overseas market sales to stay strong and margin expansion to continue. Overseas sales growth was impressive in 1H21 (~13%/ 42%/ 43%/ 50% for North America/ Europe/ Australia/ South Asia, etc.) and OP margin surged to 5.7% (vs 4.0% in FY20). Management believe overseas sales might slow down slightly in 2H21E (not surprising due to high base) but margin in 2H21E should be at least stable (vs 1H21), because of: 1) blooming overseas property market and replacement demand thru consumption upgrades, 2) successful premiumization (premium segment sales mix reached 18%+ in 1H21, vs <5% back in FY16), 3) ample room for efficiency improvements, economies of scale and supply chain upgrades (new factories in US, Italty and India to gradually ramp up). We now expect 7.5%/ 7.0% OP margin by FY25E, still conservative vs management's long target of 10%/ 7-8%.
- Maintain BUY but trim TP to HK\$ 40.36, based on 18x FY22E P/E. We revised up FY21E/ 22E/ 23E net profit forecasts by 10%/ 9%/ 7% to factor in: faster overseas/Casarte sales growth and better GP margin, offsetting domestic weakness. New TP is based on 18x FY22E P/E (from 23x). The stock is trading at 14x/ 13x FY21E/ 22E P/E, fairly attractive in our view, vs China peers average of 16x and ~25% discounts to HSH-A's 17x FY22E P/E.

Earnings Summary

(YE 31 Dec)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue (RMB mn)	198,006	209,703	237,583	260,537	276,214
YoY growth (%)	11.5	5.9	13.3	9.7	6.0
NP att. (RMB mn)	8,206	8,877	13,239	16,801	19,581
Diluted EPS (RMB)	1.249	1.335	1.663	1.861	2.169
YoY growth (%)	5.5	8.2	26.7	11.9	16.5
Consensus EPS (RMB)	n/a	n/a	1.376	1.687	1.975
P/E (x)	19.2	17.7	14.0	12.5	10.7
P/B (x)	2.7	2.1	2.3	2.0	1.7
Yield (%)	1.6	2.1	2.9	3.2	3.7
ROE (%)	17.1	13.3	17.3	19.0	20.5
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIS estimates



BUY (Maintain)

Target Price	HK\$40.36
(Previous TP	HK\$47.26)
Up/Downside	+30.2%
Current Price	HK\$30.00

China Home Appliance Sector

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Stock Data

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Mkt Cap (HK\$ mn)	307,654
Avg 3 mths t/o (HK\$ mn)	338.41
52w High/Low (HK\$)	38.45/ 22.60
Total Issued Shares (mn)	2,814.3
Source: Bloomberg	

Shareholding Structure

Haier Group - A	28.54%
Haier Group - H	5.97%
Haier Group - D	0.63%
HKEX stock connect	6.06%
GIC	1.26%
Free Float - A	34.02%
Free Float - H	21.15%
Free Float - D	2.37%
Source: HKEx	

Share Performance

	Absolute	Relative
1-mth	10.7%	13.0%
3-mth	-3.3%	8.0%
6-mth	4.2%	17.6%
12-mth	n/a	n/a
Source: Bloomber	r	

Source: Bloomberg

12-mth Price Performance



Source: Bloomberg

Auditor: Ernst & Young

Related Report

- Haier Smart Home (6690 HK, BUY)

 Positive outlook for 2Q21E, after a strong 1Q21 - 3 May 2021
- Haier Smart Home (6690 HK, BUY) – Outperforming by various selfupgrades - 7 Apr 2021
- Haier Smart Home (6690 HK, BUY) – Premiumization, globalization and synergies - 23 Dec 2020



Earnings revision

Figure 1: Earnings revision

		New			Old			Diff (%)	
RMB mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E
Revenue	237,583	260,537	276,214	238,192	258,886	274,348	-0.3%	0.6%	0.7%
Gross profit	70,909	79,620	85,164	69,897	77,915	83,389	1.4%	2.2%	2.1%
EBIT	16,290	20,549	23,634	15,891	19,956	23,100	2.5%	3.0%	2.3%
Net profit att.	13,239	16,801	19,581	12,070	15,396	18,323	9.7%	9.1%	6.9%
Diluted EPS (RMB)	1.663	1.861	2.169	1.516	1.705	2.030	9.7%	9.1%	6.9%
Gross margin	29.8%	30.6%	30.8%	29.3%	30.1%	30.4%	0.5ppt	0.5ppt	0.4ppt
EBIT margin	6.9%	7.9%	8.6%	6.7%	7.7%	8.4%	0.2ppt	0.2ppt	0.1ppt
Net profit att. margin	5.6%	6.4%	7.1%	5.1%	5.9%	6.7%	0.5ppt	0.5ppt	0.4ppt

Source: Company data, CMBIS estimates

Figure 2: CMBIS estimates vs consensus

		CMBIS			Consensus			Diff (%)	
RMB mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E
Revenue	237,583	260,537	276,214	234,167	256,310	277,367	1.5%	1.6%	-0.4%
Gross profit	70,909	79,620	85,164	70,100	78,632	86,594	1.2%	1.3%	-1.7%
EBIT	16,290	20,549	23,634	14,917	18,445	22,118	9.2%	11.4%	6.9%
Net profit att.	13,239	16,801	19,581	12,686	15,788	18,634	4.4%	6.4%	5.1%
Diluted EPS (RMB)	1.663	1.861	2.169	1.376	1.687	1.975	20.9%	10.3%	9.8%
Gross margin	29.8%	30.6%	30.8%	29.9%	30.7%	31.2%	-0.1ppt	-0.1ppt	-0.4ppt
EBIT margin	6.9%	7.9%	8.6%	6.4%	7.2%	8.0%	0.5ppt	0.7ppt	0.6ppt
Net profit att. margin	5.6%	6.4%	7.1%	5.4%	6.2%	6.7%	0.2ppt	0.3ppt	0.4ppt

Source: Bloomberg, CMBIS estimates



Assumptions

Figure 3: CMBI's assumptions

RMB mn	FY18A	FY19A	FY20A	FY21E	FY22E	FY23E
Sales by segment (RMB mn)						
Mainland China						
Refrigerators/freezers	29,638	30,424	30,562	34,841	37,628	39,509
Kitchen appliances	2,271	2,149	2,636	3,216	3,763	4,064
Air-conditioners	23,420	20,366	21,861	27,763	31,095	34,205
Laundry appliances	20,853	22,113	22,483	24,956	26,953	28,031
Water appliances	8,812	9,521	9,833	11,406	12,205	12,571
Overseas	74,896	92,392	100,044	118,687	130,677	138,707
Other businesses	17,704	21,041	22,284	16,713	18,217	19,128
Total	177,594	198,006	209,703	237,583	260,537	276,214
Sales by segment growth (%)						
Mainland China						
Refrigerators/freezers	12.2%	2.7%	0.5%	14.0%	8.0%	5.0%
Kitchen appliances	17.1%	-5.4%	22.7%	22.0%	17.0%	8.0%
Air-conditioners	8.7%	-13.0%	7.3%	27.0%	12.0%	10.0%
Laundry appliances	13.2%	6.0%	1.7%	11.0%	8.0%	4.0%
Water appliances	11.1%	8.0%	3.3%	16.0%	7.0%	3.0%
Overseas	7.1%	23.4%	8.3%	18.6%	10.1%	6.1%
Other businesses	121.7%	18.8%	5.9%	-25.0%	9.0%	5.0%
Total	15.2%	11.5%	5.9%	13.3%	9.7%	6.0%
Sales by brand growth (%)						
Haier, Leader & others	21.0%	1.1%	2.8%	4.8%	6.7%	4.5%
Casarte	40.0%	32.1%	17.6%	50.0%	30.0%	15.0%
GEA	13.8%	9.0%	10.0%	10.0%	12.0%	6.0%
Candy	n/a	n/a	2.0%	9.0%	11.0%	4.0%
Others	-5.7%	13.5%	6.9%	41.8%	6.5%	7.0%
Total	15.2%	11.5%	5.9%	13.3%	9.7%	6.0%
GP margin (%)	29.4%	29.6%	29.0%	29.8%	30.6%	30.8%
Costs breakdown						
Selling & distribution expenses	16.4%	17.1%	16.0%	15.8%	15.7%	15.5%
Admin expenses	7.9%	8.7%	8.6%	8.0%	7.8%	7.8%
Effective tax rate	15.8%	14.9%	16.5%	15.7%	15.5%	15.3%
NP margin (con. bus.)	5.4%	4.6%	5.4%	6.3%	7.1%	7.8%
NP growth (con. bus.)	8.4%	-5.4%	25.5%	31.6%	25.0%	15.5%
NP att. margin	4.2%	4.1%	4.2%	5.6%	6.4%	7.1%
NP att. growth Source: Company data. CMBIS estimates	7.8%	9.6%	8.2%	49.1%	26.9%	16.5%

Source: Company data, CMBIS estimates



Valuation

Figure 4: Peers' valuation

			12m TP	Price	Up/ Down-	Mkt. Cap	Year	P/E	E (x)	P/B	3 (x)	ROE (%)	3yrs PEG (x)	Yield (%)
Company	Ticker	Rating	(LC)	(LC)	side	(HK\$mn)	End	FY1E	FY2E	FY1E	FY2E	FY1E	FY1E	FY1E
A+ H shares Hom	e Appliances	- White	goods,	Kitchen a	nd Small /	Appliances								
Haier SH - H	6690 HK	BUY	40.36	31.00	30%	307,654	Dec-20	14.0	12.5	2.3	2.0	17.9	0.8	2.9
Gree Electronics	000651 CH	NR	n/a	40.59	n/a	293,956	Dec-20	9.9	8.6	2.0	1.8	19.4	0.6	6.2
Haier SH - A	600690 CH	NR	n/a	28.44	n/a	307,662	Dec-20	20.2	16.8	3.5	3.1	17.5	1.3	1.9
Midea Group	000333 CH	BUY	95.24	70.04	36%	588,651	Dec-20	17.1	14.8	3.7	3.2	21.8	1.2	2.6
Hisense JA	921 HK	NR	n/a	9.56	n/a	18,908	Dec-20	6.0	5.0	1.0	0.8	17.3	0.3	3.5
Hisense HA	000921 CH	NR	n/a	а	n/a	18,909	Dec-20	10.2	8.5	1.6	1.4	16.7	0.6	2.1
Whirlpool China	600983 CH	NR	n/a	7.85	n/a	7,243	Dec-20	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Zhejiang Aishida	002403 CH	NR	n/a	7.26	n/a	3,062	Dec-20	17.9	45.4	1.1	1.1	3.3	n/a	1.1
Bear Electric	002959 CH	NR	n/a	48.70	n/a	9,172	Dec-20	17.9	14.0	3.4	2.8	18.6	1.0	2.4
Ecovacs Robotics	603486 CH	NR	n/a	150.95	n/a	103,996	Dec-20	49.0	34.3	18.4	13.2	40.7	0.7	0.7
JS Global Lifestyle	1691 HK	BUY	27.54	18.68	47%	65,279	Dec-20	17.3	14.2	4.3	3.5	24.5	0.6	1.5
Joyoung Co	002242 CH	NR	n/a	20.92	n/a	19,317	Dec-20	16.1	14.2	3.5	3.2	22.0	1.2	4.6
Hangzhou Robam	002508 CH	NR	n/a	35.08	n/a	40,079	Dec-20	17.1	14.8	3.5	3.0	20.5	0.9	2.0
Zhejiang Supor	002032 CH	NR	n/a	48.90	n/a	48,087	Dec-20	19.4	17.0	4.8	4.1	25.1	1.3	2.8
Vatti Corporation	002035 CH	NR	n/a	7.62	n/a	7,974	Dec-20	11.5	9.9	1.8	1.6	15.5	0.5	2.5
Xinbao Electrica	002705 CH	NR	n/a	21.40	n/a	21,299	Dec-20	15.6	12.5	2.6	2.3	15.5	1.0	2.7
							Avg.	17.3	16.2	3.8	3.1	19.8	0.9	2.6
							Med.	17.1	14.2	3.4	2.8	18.6	0.9	2.5
International Hom	e Appliances	- White	goods,	Kitchen a	nd Small	Appliances								
Whirlpool Corp	WHR US	NR	n/a	226	n/a	110,075	Dec-20	8.6	9.3	2.8	2.4	35.4	0.8	2.4
Ingersoll-Rand Plc	IR US	NR	n/a	53	n/a	172,875	Dec-20	28.2	24.2	2.8	2.5	5.6	(0.1)	0.0
Smith (A.O.) Corp	AOS US	NR	n/a	73	n/a	90,609	Dec-20	26.4	22.8	6.7	6.2	25.1	1.5	1.5
Helen Of Troy	HELE US	NR	n/a	240	n/a	44,867	Feb-21	22.2	19.7	4.1	3.4	17.3	n/a	n/a
Cree Inc	CREE US	NR	n/a	86	n/a	77,165	Jun-21	n/a	n/a	4.5	4.4	(7.5)	n/a	0.0
Irobot Corp	IRBT US	NR	n/a	83	n/a	18,172	Jan-21	30.1	20.2	3.3	3.1	10.3	7.9	0.0
Electrolux Ab	ELUXB SS	NR	n/a	218	n/a	61,711	Dec-20	11.3	11.9	3.5	3.2	30.6	(4.1)	4.1
Seb Sa	SK FP	NR	n/a	138	n/a	70,366	Dec-20	16.9	15.2	2.6	2.3	16.7	0.7	1.7
Koninklijke Philips	PHIA NA	NR	n/a	40	n/a	338,642	Dec-20	21.1	19.2	2.9	2.8	10.9	1.0	2.3
Daikin Industries	6367 JP	NR	n/a	28435	n/a	590,825	Mar-21	37.4	33.1	4.5	4.1	12.8	1.9	0.7
Panasonic Corp	6752 JP	NR	n/a	1344	n/a	233,787	Mar-21	13.5	11.8	1.2	1.1	9.0	0.7	2.2
Sony Corp	6758 JP	NR	n/a	11880	n/a	1,061,992	Mar-21	19.9	17.8	2.2	2.0	12.7	(2.3)	0.5
Hitachi	6501 JP	NR	n/a	6499	n/a	446,063	Mar-21	10.6	11.5	1.6	1.4	16.1	2.5	1.7
Sharp Corp	6753 JP	NR	n/a	1444	n/a	62,640	Mar-21	12.4	13.1	2.2	1.9	18.1	1.6	2.3
Fujitsu General	6755 JP	NR	n/a	2927	n/a	22,679	Mar-21	22.6	18.7	2.4	2.2	10.3	2.0	1.1
Lg Electronics	066570 KS	NR	n/a	153500	n/a	169,027	Dec-20	10.6	8.2	1.5	1.3	14.3	0.4	0.8
Samsung Elect.	005930 KS	NR	n/a	76600	n/a	3,076,981	Dec-20	12.8	10.7	1.7	1.6	14.0	0.5	1.9
Woongjin Coway	021240 KS	NR	n/a	77600	n/a	38,535	Dec-20	12.4	11.1	3.1	2.6	27.9	1.0	1.6
						,	Avg.	18.6	16.4	3.0	2.7	15.5	1.0	1.5
							Med.	16.9	15.2	2.8	2.5	14.1	0.9	1.6

Source: Bloomberg, CMBIS estimates



Income statement

YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue	198,00	209,70	237,58	260,53	276,21
Food Solutions	32,573	33,198	38,057	41,391	43,573
Air Solutions	20,366	21,861	27,763	31,095	34,205
Clothing & Water Solutions	31,634	32,316	36,362	39,157	40,602
Overseas & Other business	113,43	122,32	135,40	148,89	157,83
Cost of goods sold	(139,393)	(148,870)	(166,674)	(180,917)	(191,050)
Gross profit	58,613	60,833	70,909	79,620	85,164
Other net income	2,485	3,275	2,019	2,215	2,624
Operating expenses	(51.008)	(51.571)	(56,638)	(61.286)	(64.154)
S & D costs	(33,843)	• • •	(37,573)		• • •
Admin exp. (ex- R&D)	(10,944)	(11,070)	(11,463)	(12,083)	(12,581)
R & D exp.	(6,221)	(6,860)	(7,603)	(8,337)	(8,839)
Other operating exp.	-	-	-	-	-
EBIT	10,090	12,537	16,290	20,549	23,634
Finance costs, net	(893)	(602)	(513)	(331)	(167)
JV & associates	-	-	-	-	-
Exceptional	1,409	1,620	1,901	1,824	1,933
Pre-tax profit	10,606	13,555	17,678	22,042	25,400
Income tax	(1,584)	(2,232)	(2,775)	(3,416)	(3,886)
Less: Minority interests	816	2,446	1,663	1,824	1,933
Net profit	8,206	8,877	13,239	16,801	19,581

YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Net income	10,090	12,537	16,290	20,549	23,634
D&A	33,843	33,641	37,573	40,865	42,735
Change in working capital	848	1,928	6,949	1,796	1,304
Income tax paid	(8,011)	(8,019)	(2,775)	(3,416)	(3,886)
Others	(21,687)	(22,488)	(31,088)	(33,816)	(35,223)
Net cash from operating	15,083	17,599	26,949	25,978	28,563
Capex & investments	(7,575)	(7,272)	(9,301)	(9,932)	(11,000)
Associated companies	-	-	-	-	-
Interest received	-	-	-	-	-
Others	(3,386)	2,008	-	-	-
Net cash from investing	(10,962)	(5,264)	(9,301)	(9,932)	(11,000)
Equity raised	(1,250)	-	-	-	-
Change of Debts	(559)	(277)	-	-	-
Dividend paid	(2,467)	(4,980)	(3,400)	(4,983)	(5,578)
Others	(1,737)	4,231	(1,352)	(1,352)	(1,352)
Net cash from financing	(6,013)	(1,026)	(4,752)	(6,335)	(6,930)
Net change in cash	(1,892)	11,309	12,895	9,710	10,633
Beginning cash balance	44,051	43,588	54,897	67,792	77,501
Exchange difference	1,428	-	-	-	-
Cash at the end of the year	43,588	54,897	67,792	77,501	88,134

0.39

8.77

0.49

11.47

0.67

10.23

0.74

11.81

Cash flow summary

Balance sheet Key ratios YE 31 Dec (RMB mn) FY19A FY20A FY21E FY22E FY23E YE 31 Dec FY19A FY20A FY21E FY22E FY23E Non-current assets 86,907 89,196 94,752 100,48 107,08 Sales mix (%) 36,712 16.5 16.0 30,577 15.8 15.9 Fixed asset 21,180 24,815 43,226 Food Solutions 15.8 Intangible assets & goodwill 34,232 31,475 30,569 29,662 28,756 Air Solutions 10.3 10.4 11.7 11.9 12.4 Prepaid lease payments 21,206 24,228 24,928 25,428 26,428 Clothing & Water Solutions 16.0 15.4 15.3 15.0 14.7 Interest in asso. & JV 57.3 58.3 57.0 57.1 -. Overseas & Other business 57.1 Others 10,289 8,678 8,678 8,678 8,678 Total 100.0 100.0 100.0 100.0 100.0 **Current assets** 100,54 114,24 127,29 142,94 157,70 P&L ratios (%) Cash and cash equivalents 43,588 45,635 58,530 68,240 78.873 Gross margin 29.6 29.0 29.8 30.6 30.8 Inventories 28,229 29,447 29,682 32,218 34,023 Operating margin 5.1 6.0 6.9 7.9 8.6 30,066 34,054 5.4 6.5 7.4 8.5 Trade and other receivables 24.967 29.291 32.121 Pre-tax margin 9.2 5,905 5,212 6,475 6.865 4.1 4.2 Prepayments 3,436 Net margin 5.6 6.4 71 3,886 3,886 3,886 3,886 Effective tax rate 14.9 16.5 15.5 Others 327 15.7 15.3 **Current liabilities** 95,610 109,47 116,57 124,30 129,74 **Balance sheet ratios** Borrowings 8,585 12,643 12,643 12,643 12,643 Current ratio (x) 1.1 1.0 1.1 1.1 1.2 Trade payables 53,059 57,539 61,646 66,915 70,662 Quick ratio (x) 0.8 0.8 0.8 0.9 1.0 Accruals & other payables 18,312 22,519 25,513 27,978 29,661 Cash ratio (x) 0.5 0.4 0.5 0.5 0.6 Inventory turnover days 74 72 65 65 Tax payables 2,117 1,371 1,371 1.371 1.371 65 13,537 Trade receivables days 15,402 15,402 15.402 15.402 46 52 45 45 45 Others 141 Trade payables days 139 135 135 135 Non-current liabilities 26,855 25,874 25,874 25,874 25,874 Total debt / total equity ratio (%) 48 42 36 31 63 Borrowings 14,675 11,858 11,858 11,858 11,858 Net debt / equity ratio (%) Net cash Net cash Net cash Net cash Deferred income Returns (%) Deferred tax ROE 17.1 13.3 17.3 19.0 19.1 1.154 1.900 1,900 1.900 1.900 Others 11,025 12,116 12,116 12,116 ROA 4.4 4.4 6.0 6.9 7.4 12,116 Per share **Minority Interest** 17,102 1,295 2,958 4,782 1.25 1.34 1.66 1.86 2.17 6,715 EPS (RMB)

Source: Company data, CMBIS estimates

Total net assets

Shareholders' equity

76,638

47,888 66,799 76,638

47,888 66,799

88,456

88,456

102,45

102,45

DPS (RMB)

BVPS (RMB)



0.87

13.67



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