CMB International Securities | Equity Research | Company Update

# Xiaomi (1810 HK)

### 3Q20 beat; Global share gain to accelerate in 2021

Xiaomi reported stronger-than-expected 3Q20 adj. net profit of RMB4,128 (+19% YoY), 13%/20% above our/consensus estimates, driven by strong smartphone shipment (+45%), IoT recovery (+16%) and better operating leverage. 3Q20 revenue growth of 34% YoY slightly beat, backed by 48%/16%/9% YoY in smartphone/IoT/internet. Given accelerated R&D investment, "Smartphone x AloT" ecosystem and overseas network expansion, we expect Xiaomi to continue share gain from Huawei and smartphone shipment will grow 25%/20% YoY to 186mn/223mn in FY21E/22E. We lifted FY20-22E EPS by 1-3% for higher market share in smartphone and better operating leverage, and raised TP to HK\$31.1 based on 35x FY21E P/E (prev. 25x) for sector re-rating and stronger earnings CAGR of 33% during FY20-22E.

- Strong 3Q20 on better smartphone and IoT recovery. We believe strong 3Q20 was a result of Xiaomi's strong execution of global expansion & premium strategy and IoT recovery despite weaker internet revenue. We think smartphone's improving mix (ASP +1.5% YoY) is a positive sign of share gain in premium segment (Mi 10 series), while internet biz delivered slower growth at 9% YoY due to weaker gaming/fintech in near term.
- Rapid share gain in China/Europe/LATAM on Huawei restriction. We believe Xiaomi will continue to benefit from Huawei's restriction in China/Europe in 2021 given Xiaomi's R&D efforts, offline channel expansion in China and operator/e-commerce partnership in Europe/LATAM. Overall, we expect Xiaomi smartphone shipment to grow 38% YoY in 4Q20E, and accelerate with 25%/20% YoY to 186mn/ 223mn in FY21E/22E. In addition, we expect share gain in premium segment in China/Europe will help drive internet monetization and improve overall profitability in 2021.
- Our FY20-22E EPS are 15-18% above consensus; Raise TP to HK\$31.1. We believe Xiaomi is set to boost market share in China and outperform its Chinese peers in overseas markets with stronger product portfolio and expanding omni-channel distribution network. We slightly lifted FY20-22 EPS by 1-3% to reflect rapid smartphone share gain and better GPM. Our new TP of HK\$31.1 is based on higher 35x FY21E P/E (prev. 25x) given sector re-rating and stronger FY20-22E EPS CAGR of 33%, and global share gain in smartphone. Upcoming catalysts include stronger shipment growth and faster internet recovery.

### **Earnings Summary**

(YE31Dec)	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue (RMB mn)	174,915	205,839	249,659	323,983	414,370
YoY growth (%)	52.6	17.7	21.3	29.8	27.9
Adj. Net income (RMB mn)	8,743	11,532	13,486	19,014	23,761
Adj. EPS (RMB)	0.54	0.49	0.57	0.80	1.00
YoY growth (%)	-	(10.7)	16.5	41.0	25.0
Consensus EPS (RMB)	NA	NA	0.49	0.68	0.86
P/E (x)	55.6	50.1	43.0	30.5	24.4
Р/В (х)	6.8	8.8	7.4	6.0	4.9
ROE (%)	19	12.3	16.4	18.8	18.5
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIS estimates



### **BUY (Maintain)**

Target Price	HK\$31.1
(Previous TP	HK\$22.0)
Upside	15.0%
Current Price	HK\$27.15

### **China Technology Sector**

Alex Ng (852) 3900 0881 alexng@cmbi.com.hk

### Stock Data

Mkt. Cap. (HK\$mn)	655,241
Avg. 3mths t/o (HK\$mn)	5,156.15
52W High/Low (HK\$)	28.40/ 8.38
Total Issued Shares (mn)	17,639
Source: Bloomberg	

### **Shareholding Structure**

Smart Mobile Holdings Ltd	13.00%
Apoletto Ltd	4.85%
Qiming Corporate GP Ltd	4.72%
Source: HKEx	

#### Share Performance

	Absolute	Relative
1-mth	24.3%	16.5%
3-mth	47.2%	41.5%
6-mth	128.9%	97.4%
Courses Diese	ahara	

### Source: Bloomberg

#### 12-mth Price Performance



Source: Bloomberg

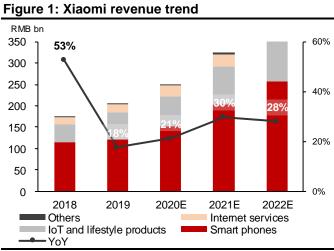
#### Auditor: PricewaterhouseCoopers

#### **Recent Reports:**

- Xiaomi (1810 HK, Buy) 2Q beat on ASP and ads recovery - 27 Aug 2020
- Xiaomi (1810 HK, Buy) Beneficiary on Huawei weakness; Lift TP to HK\$21 – 24 Aug 2020
- Xiaomi (1810 HK, Buy) Strong 5G momentum to outweigh India impact – 23 Jun 2020
- Xiaomi (1810 HK, Buy) Strong 5G outlook and share gain; U/G to BUY – 21 May 2020

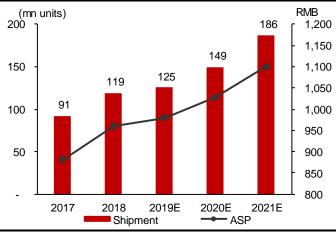


### **Focus Charts**



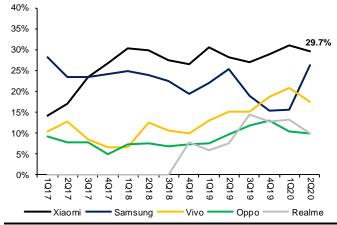
Source: Company data, CMBIS estimates





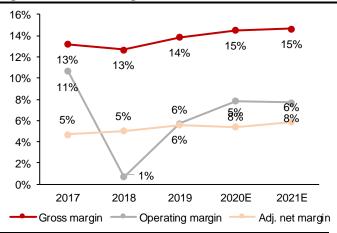
Source: Xiaomi, CMBIS estimates

### Figure 5: India smartphone market share in 3Q20



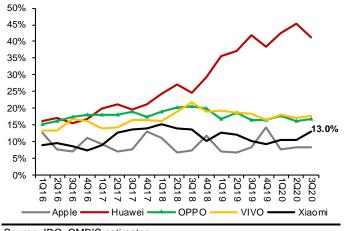
Source: IDC, CMBIS estimates

### Figure 2: Xiaomi margin trend



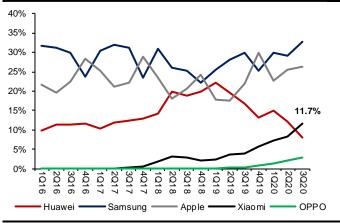
Source: Company data, CMBIS estimates

### Figure 4: China smartphone market share in 3Q20



Source: IDC, CMBIS estimates





Source: IDC, CMBIS estimates



### **3Q20 Review**

### Figure 7: 3Q20 results review

						CME	SIS	Consensus		
RMB mn	3Q19	2Q20	3Q20	QoQ	YoY	3Q20E	Diff %	3Q20E	Diff %	
Revenue	53,661	53,538	72,163	34.8%	34%	71,457	1%	69,276	4%	
Gross Profit	8,236	7,701	10,166	32.0%	23%	9,746	4%	9,994	2%	
Operating Profit	3,113	5,413	6,697	23.7%	115%	3,524	90%	4,000	67%	
Adj. net profit	3,472	3,373	4,128	22.4%	19%	3,643	13%	3,429	20%	
Adj. EPS (RMB)	0.15	0.14	0.17	22.4%	19%	0.15	13%	0.13	31%	
Gross Margin	15.3%	14.4%	14.1%	-0.8 ppt	-1.3 ppt	13.6%	0.4 ppt	14.4%	-0.3 ppt	
Operating Margin	5.8%	10.1%	9.3%	5.4 ppt	3.5 ppt	4.9%	4.3 ppt	5.8%	3.5 ppt	
Adj. Net Margin	6.5%	6.3%	5.7%	1.7 ppt	-0.7 ppt	5.1%	0.6 ppt	4.9%	0.8 ppt	

Source: Company data, Bloomberg, CMBIS estimates

### Figure 8: Revenue breakdown

RMB mn	FY18	FY19	1Q20	2Q20	3Q20	4Q20E	FY20E	FY21E	FY22E
Smart phones	113,800	122,095	30,325	31,628	47,604	43,671	153,191	204,361	256,615
YoY	41%	7%	12%	-1%	<b>48</b> %	42%	25%	33%	26%
Shipment (mn)	118,655	124,700	29,200	28,300	46,600	45,000	149,100	185,783	223,144
YoY	5%	5%	5%	-12%	45%	38%	20%	25%	20%
ASP (RMB)	959	979	1,038	1,116	1,022	970	1,027	1,100	1,150
IoT and lifestyle products	43,817	62,088	12,984	15,253	18,119	23,578	69,934	87,257	116,552
YoY	87%	42%	8%	2%	16%	21%	13%	25%	34%
Smart TVs and laptops	18,200	24,200	4,694	4,800	5,800	9,086	24,380	28,037	33,644
YoY	119%	33%	-8%	-13%	1%	15%	1%	15%	20%
Other IoTs	25,617	37,888	8,290	10,453	12,319	14,492	45,554	59,220	82,908
YoY	69%	48%	20%	11%	25%	25%	20%	30%	40%
Internet services	15,956	19,842	5,901	5,908	5,772	6,512	24,092	29,190	37,075
YoY	61%	24%	<b>39</b> %	<b>29</b> %	9%	14%	21%	21%	27%
Advertising services	10,100	10,676	2,661	3,086	3,311	3,512	12,570	14,456	16,624
YoY	80%	6%	17%	23%	14%	18%	18%	15%	15%
Internet value-added services	5,855	9,166	3,239	2,821	2,461	3,000	11,522	14,734	20,451
YoY	37%	57%	64%	36%	3%	10%	26%	28%	39%
Gaming	2,700	3,195	1,500	1,000	800	800	4,100	4,715	5,422
YoY	-	18%	82%	48%	-3%	-9%	28%	15%	15%
Other (incl. Youpin fintech, etc)	3,200	5,971	1,739	1,821	1,661	2,200	7,422	10,019	15,029
YoY	-	87%	51%	30%	5%	19%	24%	35%	50%
Others	1,343	1,814	493	750	668	532	2,442	3,175	4,127
YoY	87%	35%	10%	85%	40%	10%	35%	30%	30%
Total	174,915	205,839	49,702	53,538	72,163	74,292	249,659	323,983	414,370
YoY	53%	18%	14%	3%	34%	32%	21%	30%	28%
Gross Margin									
Smart phones	6.2%	7.2%	8.1%	7.2%	8.4%	8.0%	8.0%	8.5%	8.5%
IoT and lifestyle products	10.3%	11.2%	13.4%	11.4%	14.2%	14.0%	13.4%	13.5%	13.5%
Internet services	64.4%	64.7%	57.1%	60.3%	60.4%	60.5%	59.6%	61.5%	61.5%
Others	27.3%	-0.1%	-1.4%	15.0%	16.1%	16.0%	12.2%	12.0%	12.0%
Total	12.7%	13.9%	15.2%	14.4%	14.1%	14.6%	14.5%	14.7%	14.7%

Source: Company data, CMBIS estimates



### **Earnings Revision**

Our FY20-22E EPS are 15-18% above consensus

We adjusted FY20-22E EPS by 1-3% to reflect higher smartphone shipment. Our FY20-22E EPS are 15-18% above consensus given our more positive view on smartphone market share and better GPM ahead.

### Figure 9: CMBIS earnings revision

DMD mm		New			Old		Change (%)			
Gross Profit Operating Profit Adj. net profit	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	
Revenue	249,659	323,983	414,370	236,460	309,376	394,868	6%	5%	5%	
Gross Profit	36,245	47,483	60,843	34,287	45,932	58,428	6%	3%	4%	
Operating Profit	19,592	25,005	30,336	16,928	22,636	27,373	16%	10%	11%	
Adj. net profit	13,486	19,014	23,761	13,263	18,844	23,022	2%	1%	3%	
Adj. EPS (RMB)	0.57	0.80	1.00	0.56	0.79	0.97	2%	1%	3%	
Gross Margin	14.5%	14.7%	14.7%	14.50%	14.8%	14.8%	0 ppt	-0.2 ppt	-0.1 ppt	
Operating Margin	7.8%	7.7%	7.3%	7.16%	7.3%	6.9%	0.7 ppt	0.4 ppt	0.4 ppt	
Adj. Net Margin	5.4%	5.9%	5.7%	5.61%	6.1%	5.8%	-0.2 ppt	-0.2 ppt	-0.1 ppt	

Source: Company data, CMBIS estimates

### Figure 10: CMBIS estimates vs consensus

Gross Profit Operating Profit Adj. net profit Adj. EPS (RMB) Gross Margin	CMBIS				Consensus		Diff (%)		
	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E
Revenue	249,659	323,983	414,370	242,388	315,264	384,815	3%	3%	8%
Gross Profit	36,245	47,483	60,843	34,929	45,884	56,400	4%	3%	8%
Operating Profit	19,592	25,005	30,336	14,270	18,890	23,678	37%	32%	28%
Adj. net profit	13,486	19,014	23,761	11,755	16,131	20,739	15%	18%	15%
Adj. EPS (RMB)	0.57	0.80	1.00	0.49	0.68	0.86	15%	18%	16%
Gross Margin	14.5%	14.7%	14.7%	14.4%	14.6%	14.7%	0.1 ppt	0.1 ppt	0 ppt
Operating Margin	7.8%	7.7%	7.3%	5.9%	6.0%	6.2%	2 ppt	1.7 ppt	1.2 ppt
Adj. Net Margin	5.4%	5.9%	5.7%	4.8%	5.1%	5.4%	0.6 ppt	0.8 ppt	0.3 ppt

Source: Bloomberg, CMBIS estimates

### Figure 11: P&L forecast

RMB mn	FY19	1Q20	2Q20	3Q30	4Q20E	FY20E	FY21E	FY22E
Revenue	205,839	49,702	53,538	72,163	74,292	249,659	323,983	414,370
YoY	18%	14%	3%	34%	32%	21%	30%	28%
Cost of sales	(177,285)	(42,144)	(45,836)	(61,997)	(63,473)	(213,414)	(276,500)	(353,527)
Gross profit	28,554	7,558	7,701	10,166	10,819	36,245	47,483	60,843
GPM (%)	13.9%	15.2%	14.4%	14.1%	14.6%	14.5%	14.7%	14.7%
YoY	29%	45%	6%	23%	38%	27%	31%	28%
SG&A	(13,482)	(3,406)	(4,060)	(4,453)	(4,606)	(16,526)	(19,439)	(24,448)
% of rev	-6.5%	-6.9%	-7.6%	-6.2%	-6.2%	-6.6%	-6.0%	-5.9%
R&D	(7,493)	(1,871)	(1,958)	(2,321)	(2,972)	(9,122)	(12,311)	(15,332)
% of rev	-3.6%	-3.8%	-3.7%	-3.2%	-4.0%	-3.7%	-3.8%	-3.7%
Operating profit	11,760	2,323	5,413	6,697	5,159	19,592	25,005	30,336
OPM (%)	5.7%	4.7%	10.1%	9.3%	6.9%	7.8%	7.7%	7.3%
YoY	883%	-36%	132%	115%	91%	67%	28%	21%
Adj. net profit	11,532	2,301	3,373	4,128	3,353	13,486	19,014	23,761
NPM (%)	5.6%	4.6%	6.3%	5.7%	4.5%	5.4%	5.9%	5.7%
YoY	35%	11%	-7%	19%	43%	17%	41%	25%

Source: Company data, CMBIS estimates



### Valuation

### Maintain BUY and raised TP of HK\$31.1

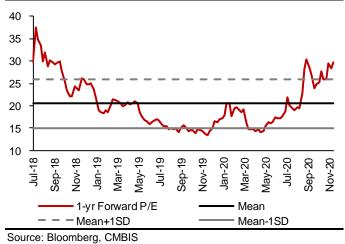
Our new 12m TP of HK\$ 31.1 is based on higher 35x FY21E P/E (vs prev 25x). We think it is justified given sector re-rating, accelerated share gain and stronger earnings CAGR of 33% during F20-22E. Catalysts include stronger shipment, share gain and internet revenue recovery.

### Figure 12: Peers' valuation

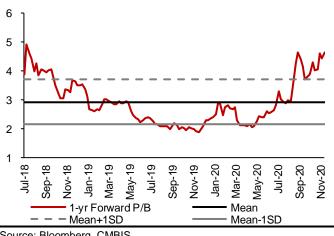
			Market Cap	Price	TP	Up/Down	P/E	(x)	P/B	(x)	ROE	(%)
Company	Ticker	Rating	US\$(mn)	(LC)	(LC)	-side	FY20E	FY21E	FY20E	FY21E	FY20E	FY21E
HK-listed												
Xiaomi	1810 HK	Buy	84,532	27.2	31.1	15%	42.7	30.4	5.9	4.8	13.9	15.9
Sunny Optical	2382 HK	Buy	22,301	157.6	*146.1	N/A	36.1	26.6	9.4	7.2	26.0	27.1
AAC Tech	2018 HK	Hold	6,657	42.7	43.2	1%	35.1	23.5	2.3	2.2	6.5	9.3
BYDE	285 HK	Buy	11,090	38.2	49.5	30%	14.0	12.5	3.5	2.8	25.1	22.4
FIT Hon Teng	6088 HK	Buy	2,436	2.7	4.1	50%	14.5	10.0	1.1	1.0	7.3	9.8
Tongda	698 HK	Buy	435	0.5	0.6	8%	10.6	6.5	0.5	0.5	4.7	7.7
Q tech	1478 HK	Buy	1,555	10.3	16.6	61%	13.5	11.2	3.0	2.4	22.0	21.8
TK Group	2283 HK	Buy	264	2.5	*2.3	N/A	4.4	3.8	1.6	1.6	35.7	41.7
			Average				23.8	17.3	3.7	3.0	15.1	16.3
Smartphone												
Apple	AAPL US	NR	1,946,366	114.5	NA	NA	35.3	29.1	31.4	39.1	70.7	127.8
Lenovo	992 HK	NR	8,882	5.7	NA	NA	13.9	10.0	2.1	1.9	18.5	24.1
Samsung	005930 KS	NR	363,710	67,700.0	NA	NA	16.4	12.7	1.7	1.5	10.2	12.2
LG Elec	066570 KS	NR	13,048	88,600.0	NA	NA	8.3	7.7	1.0	0.9	12.1	11.9
			Average				18.5	14.9	9.1	10.9	27.9	44.0
ΙοΤ												
Skyworth	751 HK	NR	771	2.2	NA	NA	6.1	6.2	0.3	0.3	6.2	5.2
Hisense	600060 CH	NR	2,245	11.3	NA	NA	18.7	15.6	1.0	0.9	5.6	6.3
Midea	000333 CH	NR	96,568	90.7	NA	NA	25.1	21.5	5.4	4.7	22.4	22.6
Gree	000651 CH	NR	60,965	66.8	NA	NA	20.3	15.8	3.4	3.0	16.6	19.2
Huami	HMI US	NR	811	13.1	NA	NA	16.7	12.2	2.0	1.7	19.5	24.3
Fitbit	FIT US	NR	1,958	7.2	NA	NA	-	-	5.2	6.2	(37.2)	(66.1)
			Average				17.4	14.3	2.9	2.8	5.5	1.9
Internet												
Tencent	700 HK	-	722,125	584.0	-	-	38.4	31.1	8.4	6.7	23.8	22.6
Alibaba	BABA US	-	747,162	276.2	-	-	36.8	28.1	6.6	5.3	21.7	18.1
Baidu	BIDU US	-	45,373	133.0	-	-	14.9	13.8	1.6	1.5	12.0	10.7
JD	JD US	-	138,626	88.6	-	-	54.0	38.2	7.6	6.6	17.1	14.2
			Average				36.0	27.8	6.1	5.0	18.7	16.4

Source: Bloomberg, CMBIS, \* TP under review





### Figure 14: 12M forward P/B band



Source: Bloomberg, CMBIS



## **Financial Summary**

Income						C
YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E	Υ
Revenue	174,915	205,839	249,659	323,983	414,370	Ρ
COGS	(152,723)	(177,285)	(213,414)	(276,500)	(353,527)	D
Gross profit	22,192	28,554	36,245	47,483	60,843	С
						С
Selling and marketing	(7,993)	(10,378)	(13,164)	(15,227)	(19,061)	Ν
Administrative	(12,099)	(3,104)	(3,362)	(4,212)	(5,387)	
R&D	(5,777)	(7,493)	(9,122)	(12,311)	(15,332)	С
Other operating exp.	4,874	4,181	8,995	9,273	9,273	С
Operating profit	1,196	11,760	19,592	25,005	30,336	N
Financial cost	216	402	(1,641)	1,218	1,718	Ν
Other income/(losses)	12,514	-	-	-	-	D
Pre-tax profit	13,927	12,163	17,951	26,223	32,055	С
						Ν
Тах	(449)	(2,060)	(2,032)	(3,724)	(4,808)	
Minority interest	(76)	59	(38)	(53)	(65)	Ν
Net profit	13,554	10,044	15,957	22,553	27,311	С
Adj. Net profit	8,743	11,532	13,486	19,014	23,761	Е
						С

### Cash flow summary

YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E
Profit before taxation	13,927	12,163	17,951	26,223	32,055
Depreciation	748	2,192	1,092	1,565	2,171
Change in working capital	(13,396)	9,641	1,176	10,958	3,881
Others	(2,693)	(186)	(2,032)	(3,724)	(4,808)
Net cash from operating	(1,415)	23,810	18,187	35,022	33,298
Capex	(3,758)	(4,117)	(4,993)	(6,480)	(8,287)
Other	(3,750)	(27,453)	-	-	-
Net cash from investing	(7,508)	(31,570)	(4,993)	(6,480)	(8,287)
Net bank borrowings	(236)	-	-	-	-
Dividend paid	-	-	-	-	-
Other	26,810	3,121	-	-	-
Net cash from financing	26,574	3,121	-	-	-
Net change in cash	17,652	(4,639)	13,194	28,543	25,011
Cash at beginning of the yr	11,563	30,230	25,920	39,114	67,656
Exchange difference	1,015	328	-	-	-
Cash at the end of the year	30,230	25,920	39,114	67,656	92,667

Deleves chest						Kaunatian					
Balance sheet YE 31 Dec (RMB mn)	FY18A	FY19A	FY20E	FY21E	FY22E	Key ratios YE 31 Dec	FY18A	FY19A	FY20F	FY21E	FY22F
Current assets		137,539	141,168	199,855	219,826	Sales mix (%)	THUA	11104	TILOL		
Cash & equivalents	30,230	25,920	39,114	67,656	92,667	Smart phones	65	59	61	63	62
Account receivables	5,598	6,949	9,515	11,850	15,476	IoT and lifestyle products	25	30	28	27	28
Inventories	29,481	32,585	20,454	48,264	39,597	Internet services	9	10	10	9	9
ST bank deposits	1,366	21,523	21,523	21,523	21,523	Others	1	1	1	1	1
Other	39,337	50,562	50,562	50,562	50,562						
						Growth (%)					
Non-current assets	39,215	46,090	49,991	54,906	61,023	Revenue	52.6	17.7	21.3	29.8	27.9
PPE	5,068	6,992	10,894	15,808	21,925	Gross profit	46.4	28.7	26.9	31.0	28.1
Deferred income tax	1,312	1,283	1,283	1,283	1,283	Operating profit	-	882.9	66.6	27.6	21.3
Intangibles	2,061	1,672	1,672	1,672	1,672	Adj. Net profit	63.1	31.9	16.9	41.0	25.0
Other	30,774	36,142	36,142	36,142	36,142						
Total assets	145,228	183,629	191,160	254,761	280,848	Profit & loss ratio (%)					
						Gross margin	12.7	13.9	14.5	14.7	14.7
Current liabilities	61,940	92,181	83,792	124,894	123,735	Operating margin	0.7	5.7	7.8	7.7	7.3
Short-term borrowings	3,075	12,837	12,837	12,837	12,837	Net profit margin	7.7	4.9	6.4	7.0	6.6
Account payables	46,287	59,528	51,139	92,241	91,082						
Tax payable	662	479	479	479	479	Balance sheet ratio					
Other	11,916	19,337	19,337	19,337	19,337	Net debt/total equity (x)	Net cash				
						Current ratio (x)	1.7	1.5	1.7	1.6	1.8
Non-current liabilities	12,038	9,791	9,791	9,791	9,791	Receivable turnover days	32	30	30	30	30
Long-term borrowings	7,856	4,787	4,787	4,787	4,787	Inventory turnover days	7	8	8	8	8
Deferred tax liability	778	580	580	580	580	Payable turnover days	4	4	4	4	4
Other	3,404	4,424	4,424	4,424	4,424						
Total liabilities	73,978	101,972	93,583	134,685	133,526	Profitability (%)					
						ROE	19.0	12.3	16.4	18.8	18.5
Share capital	0	0	0	0	0	ROA	9.3	5.5	8.3	8.9	9.7
Reserves	71,323	81,330	97,287	119,840	147,151						
Minority interest	(73)	327	289	236	171	Per share data (RMB)					
Shareholders' equity	71,250	81,658	97,577	120,077	147,323	Adj. EPS	0.54	0.49	0.57	0.80	1.00
Total equity/liabilities	145,228	183,629	191,160	254,761	280,848	DPS	-	-	-	-	-

Source: Company data, CMBIS estimates



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Address: 45/F, Champion Tower, 3 Garden Road, Hong Kong, Tel: (852) 3900 0888 Fax: (852) 3900 0800

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