### 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

# Alibaba (BABA US)

## Prudent on CMR momentum

We expect 2QFY22 rev/ adj. net profit +33% YoY/-27% YoY, in which core commerce/ cloud/ DME rev +35%/29%/9% YoY and adj. EBITA margin at 14%. 2QFY22E CMR deceleration to continue (forecasting +7% YoY), with soft consumption amid COVID cases, macro moderation and tightening regulation. Taobao deals and Taocaicai users performed well, but meanwhile would damper core margin with stepping-up investment. We trimmed our FY22-24E earnings forecast by 1%-2%, with lower TP at US\$255. Despite ST weak macro and market sentiment, we view BABA's valuation as relatively defensive.

- Conservative on 2QFY22E growth. We estimate 2QFY22E topline/bottom line +33%/-27%% YoY (1%/3% below consensus), in which core commerce/cloud/ DME rev +35%/29%/9% YoY, with soft consumption and new retail biz normalization. Cloud growth would continuously moderate given rev decline from the top internet customer. We model adj. EBITA margin at 14% (-6ppts QoQ), mainly on wider loss of Taobao deals & Taocaicai.
- 2QFY22E soft CMR to continue, with macro uncertainty. We expect 2QFY22 CMR revenue to decelerate to +7% YoY, with soft consumption amid COVID cases, macro moderation and tightening regulation. Noted that online retail sales +8% YoY (below mkt expectation), and Sep data might still see pressure for macro environment. Taobao deals and Taocaicai users performed well, but meanwhile would damper ecommerce margin with stepping-up investment. We forecast core commerce adj. EBITA margin at 19%, with wider investment in other China retails.
- Walled garden impact needs more time to reflect. With dismantling walled gardens, we expect BABA (esp. Taobao Deal) to benefit from incremental traffic and improved user experience in the short term. However, we should note that Taobao and WeChat are not fully integrated, creating hurdles to convert WeChat users to Taobao buyers. While WeChat users can open JD/PDD links and shop with their WeChat accounts, they cannot purchase Taobao items without logging into their Taobao accounts. In the long run, there is also tradeoff between incremental traffic and merchants ads into private domain.
- Maintain BUY. We trimmed our FY22-24E earnings forecast by 1%-2%, with lower SOTP-based TP at US\$255 (27x/23x FY22/23E P/E).

# **Earnings Summary**

Earnings Summary					
(YE 31 Mar)	FY20A	FY21A	FY22E	FY23E	FY24E
Revenue (RMB mn)	509,711	717,289	930,050	1,112,665	1,322,355
YoY growth (%)	35.3	40.7	29.7	19.6	18.8
Adj. net profit (RMB mn)	132,479	171,985	165,296	196,261	241,640
Adj. EPS (RMB)	53.9	65.2	60.1	70.7	86.2
YoY growth (%)	41.8	21.0	-7.7	17.6	21.9
Consensus EPS (RMB)	NA	NA	61.8	72.1	87.4
P/E (x)	17.3	14.3	15.5	13.2	10.8
P/B (x)	2.8	2.3	2.1	1.8	1.6
Yield (%)	0.0	0.0	0.0	0.0	0.0
ROE (%)	16.3	16.6	14.1	14.6	15.4
Net gearing (%)	Net cash	Net cash	Net cash	Net cash	Net cash

Source: Company data, Bloomberg, CMBIS estimates

# **BUY (Maintain)**

Target Price (Previous TP US\$255.4 (Provious TP US\$284.7) Up/Downside +77.0% Current Price US\$144.6

#### **China Internet Sector**

#### **Sophie Huang**

(852) 3900 0889 sophiehuang@cmbi.com.hk

#### Miriam Lu

(852) 3761 8728 miriamlu@cmbi.com.hk

#### Stock Data

Mkt Cap (US\$ mn)	401,149
Avg 3 mths t/o (US\$ mn)	4,369.72
52w High/Low (US\$)	319.3/ 144.4
Total Issued Shares (mn)	2,718
Source: Bloomberg	

#### **Shareholding Structure**

T Rowe Price Group	1.3%
Goldman Sachs	1.1%
Baillie Gifford	1.0%
Source: Bloomberg	

#### **Share Performance**

	Absolute	Relative
1-mth	-7.5%	-3.5%
3-mth	-35.7%	-35.6%
6-mth	-36.3%	-42.7%

Source: Bloomberg

#### 12-mth Price Performance



Source: Bloomberg

#### **Auditor: PwC**

### **Related Reports**

- Multi-app strategy in investment cycle – 4 Aug 2021
- A big investment year ahead 14 May 2021
- Investment for long-term growth 13 Apr 2021



Figure	1 -	20F	Y22F	finan	icial	preview

<u> </u>													
RMB mn, Mar-YE	2QFY20	3QFY20	4QFY20	1QFY21	2QFY21	3QFY21	4QFY21	1QFY22	2QFY22E	QoQ	YoY	Consensus	Diff %
Revenue	119,017	161,456	114,314	153,751	155,059	221,084	187,395	205,740	206,272	0.3%	33.0%	209,372	-1%
Operating Profit	20,364	39,560	7,131	34,705	13,634	49,002	(7,663)	30,847	19,735	-36.0%	44.7%	21,668	-9%
Net profit	72,540	52,309	3,162	46,437	26,524	79,427	(5,479)	42,835	24,084	-43.8%	-9.2%	24,714	-3%
Adj. net profit	32,750	46,493	22,287	39,494	47,088	59,207	26,216	43,441	34,486	-20.6%	-26.8%	35,643	-3%
Adj. EPS (RMB)	13.10	18.19	9.20	14.82	17.97	22.03	10.32	16.60	13.06	-21.3%	-27.3%	13.14	-1%
Margin (%)													
Gross margin	45.0%	47.8%	36.6%	45.0%	42.0%	45.1%	33.1%	39.7%	39.0%			38.6%	
Operating margin	17.1%	24.5%	6.2%	22.6%	8.8%	22.2%	-4.1%	15.0%	9.6%			10.3%	
Adj. net margin	27.5%	28.8%	19.5%	25.7%	30.4%	26.8%	14.0%	21.1%	16.7%			17.0%	
Growth (%)													
Revenue (YoY)	39.8%	37.7%	22.3%	33.8%	30.3%	36.9%	63.9%	33.8%	33.0%			35.0%	
Revenue (QoQ)	3.6%	35.7%	-29.2%	34.5%	0.9%	42.6%	-15.2%	9.8%	0.3%			1.8%	
Operating Profit	50.8%	47.6%	-18.6%	42.4%	-33.0%	23.9%	-207.5%	-11.1%	44.7%			58.9%	
Adj. net profit	39.6%	56.0%	11.1%	27.6%	43.8%	27.3%	17.6%	10.0%	-26.8%			-24.3%	

Source: Company data, CMBIS estimates, Bloomberg

Figure 2: Revenue breakdown

RMB mn, Mar-YE	2QFY20	3QFY20	4QFY20	1QFY21	2QFY21	3QFY21	4QFY21	1QFY22	2QFY22E	QoQ	YoY
Total revenue	119,017	161,456	114,314	153,751	155,059	221,084	187,395	205,740	206,272	0%	33%
Core commerce	101,220	102,843	93,865	133,318	130,922	195,541	161,365	180,241	176,737	-2%	35%
Cloud computing	9,291	10,721	12,217	12,437	14,899	16,115	16,669	16,051	19,152	19%	29%
Digital media and ente	7,296	7,396	5,944	6,994	8,066	8,079	8,047	8,073	8,823	9%	9%
Innovation initiatives ar	1,210	1,864	2,288	1,002	1,172	1,349	1,314	1,375	1,560	13%	33%

Source: Company data, CMBIS estimates

Figure 3: Earnings revision

		New			Old			Diff (%)	
Rmb mn, Mar-YE	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E
Revenue	930,050	1,112,665	1,322,355	930,174	1,114,190	1,326,733	0.0%	-0.1%	-0.3%
Gross profit	353,419	425,038	507,784	353,466	428,963	510,792	0.0%	-0.9%	-0.6%
Operating profit	122,014	149,453	182,984	122,962	154,130	184,955	-0.8%	-3.0%	-1.1%
Adj. net profit	165,296	196,261	241,640	166,281	200,762	243,536	-0.6%	-2.2%	-0.8%
EPS (RMB)	60.13	70.69	86.17	60.49	72.31	86.85	-0.6%	-2.2%	-0.8%
Gross margin	38.0%	38.2%	38.4%	38.0%	38.5%	39%	0.0ppts	-0.3ppts	-0.1ppts
Operating margin	13.1%	13.4%	13.8%	13.2%	13.8%	13.9%	-0.1ppts	-0.4ppts	-0.1ppts
Adj. net margin	17.8%	17.6%	18.3%	17.9%	18.0%	18%	-0.1ppts	-0.4ppts	-0.1ppts

Source: Company data, CMBIS estimates

Figure 4: CMBI estimates vs. consensus

		CMBI			Consensus			Diff (%)	
Rmb mn, Mar-YE	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E
Revenue	930,050	1,112,665	1,322,355	921,421	1,110,325	1,326,961	0.9%	0.2%	-0.3%
Gross profit	353,419	425,038	507,784	360,537	436,395	522,046	-2.0%	-2.6%	-2.7%
Operating profit	122,014	149,453	182,984	114,685	153,655	194,406	6.4%	-2.7%	-5.9%
Adj. net profit	165,296	196,261	241,640	169,289	200,649	241,238	-2.4%	-2.2%	0.2%
EPS (RMB)	60.13	70.69	86.17	61.8	72.1	87.4	-2.7%	-1.9%	-1.4%
Gross margin	38.0%	38.2%	38.4%	39.1%	39.3%	39.3%	-1.1ppts	-1.1ppts	-0.9ppts
Operating margin	13.1%	13.4%	13.8%	12.4%	13.8%	14.7%	+0.7ppts	-0.4ppts	-0.8ppts
Adj. net margin	17.8%	17.6%	18.3%	18.4%	18.1%	18.2%	-0.6ppts	-0.4ppts	+0.1ppts

Source: Company data, Bloomberg, CMBIS estimates



Figure 5: SOTP valuation

US\$bn	Val	uation	Methodology	Multiple Applie	9	Metrics		
	US\$bn	Per share(US\$)		FY21A	FY22E	FY21A	FY22E	
Core Commerce	499.1	181.6	EV/EBITA	19.5	15.0	25.6	33.3	
Cloud	99.1	36.1	P/S	10.8	8.0	9.2	12.4	
Others	103.8	37.8						
Digital Entertainment	19.0	6.9	P/S	4.0	3.5	4.8	5.4	
Innovations	2.8	1.0	P/S	3.8	3.0	0.7	0.9	
Strategic Investments	52.4	19.1	SoTP for all inv	restments	•			
Net (Debt)/Cash	29.6	10.8	Cash forecasted on Balance sheet					
Equity Value (US\$)	702	255.4						

Source: CMBIS estimates



# **Financial Summary**

Income statem	ent					Cash flow sumr	nary				
YE 31 Mar (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E	YE 31 Mar (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E
Revenue	509,711	717,289	930,050	1,112,665	1,322,355	Net income	140,350	143,284	151,754	185,956	219,429
Core commerce	436,104	621,146	807,242	957,397	1,131,414	D&A	74,169	79,510	86,771	83,998	95,844
Cloud	40,016	60,120	81,162	108,432	139,401	Change in WC	59,388	120,741	52,186	62,623	75,148
DME	26,948	31,186	35,600	39,883	43,962	Others	(93,300)	(111,749)	(74,567)	(76,884)	(79,964
Others	6,643	4,837	6,046	6,953	7,579	Operating CF	180,607	231,786	216,144	255,693	310,457
COSG	(282,367)	(421,205)	(576,631)	(687,627)	(814,571)						
Gross profit	227,344	296,084	353,419	425,038	507,784	Capex	(180,406)	(192,679)	(204,577)	(217,664)	(232,059)
						Associates	(105,178)	(10,557)	0	0	C
R&D	(43,080)	(57,236)	(74,404)	(89,013)	(105,788)	Others	177,512	(40,958)	0	0	C
S&M	(50,673)	, ,	, ,	(120,168)	, ,	Investing CF	(108,072)	(244,194)	(204,577)	(217,664)	(232,059)
Admin. Expense	(28,197)	(55,224)	(46,503)	(55,633)	(66,118)	· ·	, , ,	,	,	. , ,	•
Other income	(13,964)	(12,427)	(10,053)	(10,770)	(11,402)	Equity raised	0	0	0	0	C
Operating profit	91,430	89,678	122,014	149,453	182,984	Change of Debts	(32,422)	(1,548)	3,750	0	C
						Dividend paid	0	0	0	0	C
Interest exp	(5,180)	(4,476)	(4,924)	(5,416)	(5,958)	Others	103,275	31,630	0	0	C
Associates	72,956	72,794	87,353	104,823	115,306	Financing CF	70,853	30,082	3,750	0	0
Others	7,439	7,582	7,000	7,000	7,000						
Pre-tax profit	166,645	165,578	211,443	255,861	299,332	Change in cash	143,388	17,674	15,318	38,029	78,397
						Cash (beg of yr)	189,976	345,982	321,262	336,580	374,609
Equity investees	(5,733)	6,984	(11,057)	, , ,	(11,057)	FX	0	(7,187)	0	0	C
Tax	(20,562)	(29,278)	(48,632)		(68,846)	Cash (end of yr)	333,364	356,469	336,580	374,609	453,006
Net profit	140,180	143,014	151,754	185,956	219,429						
Non-GAAP NI	132,479	171,985	165,296	196,261	241,640						
Balance sheet						Key ratios					
YE 31 Mar (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E	YE 31 Mar	FY20A	FY21A	FY22E	FY23E	FY24E
NC assets	850.062	1.046.858	1.252.431	1.419.539	1.594.659	Sales mix (%)					
Fixed asset	103,387	147,412			291,990	Core commerce	85.6	86.6	86.8	86.0	85.6
Associates	189,632	200,189	200,189		200,189	Cloud	7.9	8.4	8.7	9.7	10.5
Land use-right	57,985	98,432	0	-		DME	5.3	4.3	3.8	3.6	3.3
Intangible assets	337,729	363,604	582,056		865.260	Others	1.3	0.7	0.7		0.6
Others	161,329	237,221	237,221	237,221	237,221		100.0	100.0	100.0	100.0	100.0
Current assets	462,923	643,360	683,619	751,578	865 892	Profitability (%)					
Cash	330,503	321,262	336,580	•	453,006	Gross margin	44.6	41.3	38.0	38.2	38.4
Account receivable	-	159,915	184,857			PreTax margin	32.7	23.1	22.7	23.0	22.6
Other	32,712	-				Tax rate	(12.3)	(17.7)	(23.0)	(23.0)	(23.0)
	,		,	,	,	Adj. net margin	28.2	25.0	18.6		18.9
Current liabilities	241,872	377,358	423,463	486,086	561,233	7 taji 1101 111a. g.i.i					
Borrowings	5,154	13,437	7,356		7,356	Balance sheet					
Trade & payables	164,550	261,140				Current ratio (x)	1.9	1.7	1.6	1.5	1.5
Income tax	20,190	25,275	25,275			Debtors turnover	51.1	53.2	53.8		54.5
Other	51,978	77,506		-		Creditors turnover	180.5	183.0	181.7	182.8	185.2
	•	•	,	,	•	Net gearing (%)				Net Cash	Net Cash
NC liabilities	191,462	229,226	229,226	229,226	229,226						
Borrowings	39,660	38,335	38,335			Returns (%)					
Deferred taxation	43,898	59,598	59,598		59,598	ROE	16.3	16.6	14.1	14.6	15.4
Other	107,904	131,293				ROA	10.1	10.2	8.5		9.8
Mezzanine equity	9,103	8,673	8,673	8,673	8,673						
_						Per share data					
Total Equity	•			1,392,274	1,606,560	Adj. EPS (RMB)	53.9	65.2		70.7	86.2

DPS (RMB)

**BVPS (RMB)** 

Source: Company data, CMBIS estimates Note: all financials data are recorded in RMB mn

MI

S/H equity

115,147 137,491 129,481 121,352 113,542

755,401 937,470 1,090,348 1,270,922 1,493,019

0.0

576.0

0.0

398.1

0.0

446.9

0.0

504.6

0.0

329.7



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#### CMB International Securities Limited

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

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