CMB International Securities | Equity Research | Company Update

Anta Sports (2020 HK)

4Q21 inline but we are prudent about FY22E

Maintain BUY but cut our TP to HK\$ 132.66, based on 32x FY22E P/E (down from 35x). Anta's performance in 4Q21 was roughly inline with our cautious view and we are prudent about the margins in FY22E. Current valuation of 27x FY22E P/E is not demanding, vs 5 years average of 20x and int'l peers' average of 23x.

- Anta 4Q21 retail sales was in-line. Anta's retail sales grew by mid-teens YoY in 4Q21, in-line with CMBI est., faster than low-teens in 3Q21, despite weakening macro and COVID-19 environment. Inventory to sales ratio was at 5 months and retail discounts was at 26% off in 4Q21, similar to 3Q21.
- **FILA 4Q21 retail sales missed slightly.** FILA's retail sales grew by HSD YoY in 4Q21, faster than MSD in 3Q21 but slower than CMBI est. of 12%. Inventory to sales ratio was at 6-7 months with 24% off retail discounts, similar to 3Q21.
- Positive profit alert and expect NP (including the Amer JV) to grow by 45%+ in FY21E. Anta attributed this growth to: 1) rapid sales growth of 35%+, partly supported by DTC transformation (50%+ Anta brand sales growth), 2) higher finance income and less loss from the Amer JV. Compared to CMBI est., FY21E sales was 4% higher but NP was 6% lower, due to more low margin DTC sales and greater than expected FILA operating deleverage.
- FY22E guidance is likely to stay but we are cautious about margins. Management cited a decent Jan-TD growth but it is still too early to judge given the early CNY in FY22E. We forecast a 20%+ Anta brand retail sales growth in FY22E, driven by: 1) more ASP hike thru more high-end product launches, 2) ramp up of larger sized stores, 3) category expansion (e.g. women, kids and online) and 4) greater investments in A&P (e.g. Winter Olympics, national team, re-branding). We expect only a 15%+ growth for FILA, which has not been benefited much from domestic fashion mania in FY21E. All in all, FY22E could be an investment year and brand momentum may take a while to pick up, hence the short-term margins may still be dragged.
- Amer sports expansion is still on track. Amer's losses narrowed to ~RMB 300m in FY21E despite the supply chain disruption in 2H21E. We are optimistic about its growth (Arc'teryx continued to expand rapidly in China and will open flagship stores in US, while Wilson has become the official game basketball brand) and expect it to break even in FY22E.
- Maintain BUY and revised down our TP to HK\$ 132.66. We maintain BUY but revised down TP to HK\$ 132.66, based on 32x FY22E P/E (cut from 35x due to sector de-rating). We cut our FY21E/ 22E/ 23E NP forecasts by 6%/ 7%/ 5%, to factor in: 1) slower FILA growth and 2) a lower OP margin. Current valuation is not too demanding at 27x FY22E P/E, given a 32% NP CAGR during FY20-23E and vs 5 years average of 20x P/E.

Earnings Summary

(YE 31 Dec)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue (RMB mn)	33,928	35,512	48,698	58,522	69,178
YoY growth (%)	40.8	4.7	37.1	20.2	18.2
Net income (RMB mn)	5,344	5,162	7,441	9,598	11,829
EPS (RMB)	1.917	1.850	2.667	3.441	4.240
YoY growth (%)	25.7	(3.5)	44.1	29.0	23.2
Consensus EPS (RMB)	n/a	n/a	2.843	3.619	4.524
P/E (x)	51.7	51.2	35.1	27.2	22.1
P/B (x)	13.3	10.7	8.5	7.0	6.0
Yield (%)	0.6	0.6	0.7	2.2	2.7
ROE (%)	26.6	21.5	25.0	26.4	28.0
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIS estimates



BUY (Maintain)

Target Price	HK\$132.66
(Previous TP	HK\$156.06)
Up/Downside	+17.7%
Current Price	HK\$112.70

China Sportswear Sector

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Stock Data

Mkt Cap (HK\$ mn)	304,665
Avg 3 mths t/o (HK\$ mn)	1,006.70
52w High/Low (HK\$)	191.37/105.51
Total Issued Shares (mn)	2,703.3
Source: Bloomberg	

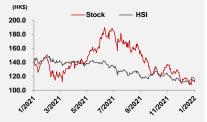
Shareholding Structure

Mr. Ding Shizhong (CEO), Mr. 57.78% Ding Shijia (V-Chairman), Mr. Lai Shixian (CFO) & Family Free Float 42.22% Source: HKEx

Share Performance

	Absolute	Relative
1-mth	0.3%	-3.6%
3-mth	-9.3%	-4.4%
6-mth	-38.3%	-28.4%
12-mth	-12.5%	4.7%
Source: Bloomberg		

12-mth Price Performance



Source: Bloomberg

Auditor: KPMG

Related Reports

- Anta Sports (2020 HK, BUY) Reset expectations and long-term target remains intact – 19 Oct 2021
- 2. Anta Sports (2020 HK, BUY) -Guidance maintained but be cautious on opex – 25 Aug 2021
- Anta Sports (2020 HK, BUY) An astonishing 5-year target for Anta brand – 9 Jul 2021



Results preview

Figure 1: Results preview – Half Year

Half yearly (RMB mn)	1H20	2H20	1H21	2H21E	1Н20 ҮоҮ	2H20 YoY	1H21 YoY	2H21 E YoY
Revenue	14,669	20,843	22,812	25,886	-1%	9%	56%	24%
COGS	(6,330)	(8,531)	(8,404)	(10,425)				
Gross profit	8,339	12,312	14,408	15,461	0%	19%	73%	26%
GP margins	56.8%	59.1%	63.2%	59.7%				
Other income & gains	710	679	339	1,317				
S & D expenses	(4,395)	(6,371)	(7,556)	(9,440)	7%	14%	72%	48%
S & D exp / sales	-30.0%	-30.6%	-33.1%	-36.5%				
Admin expenses	(1,050)	(1,072)	(1,286)	(1,951)	128%	26%	22%	82%
Admin exp / sales	-7.2%	-5.1%	-5.6%	-7.5%				
Other opex	0	0	0	0				
Operating profit (EBIT)	3,604	5,548	5,905	5,387	-15%	25%	64%	-3%
OP margins	24.6%	26.6%	25.9%	20.8%				
Other items	0	0	0	0				
Net finance income	(65)	(397)	231	(166)				
Net fin. income / sales	-0.4%	-1.9%	1.0%	-0.6%				
Profit after financing costs	3,539	5,151	6,136	5,221				
Associated coms	0	0	0	0				
Jointly controlled coms	(719)	118	(346)	54				
Pre-tax profit	2,820	5,269	5,790	5,275	-21%	18%	105%	0%
Tax	(1,040)	(1,480)	(1,658)	(1,330)				
Tax / sales	-7.1%	-7.1%	-7.3%	-5.1%				
Effective tax rate	-36.9%	-28.1%	-28.6%	-25.2%				
Minority interests	122	285	292	345				
Net profit att.	1,658	3,504	3,840	3,601	-27%	13%	132%	3%
NP margins	11.3%	16.8%	1 6.8 %	13.9%				
Sales								
Anta	6,777	8,972	10,578	12,607	-11%	-9%	56%	41%
FILA & others	7,892	11,871	12,234	13,279	9%	28%	55%	12%
GP margins								
Anta	41.6%	46.9%	52.8%	52.1%				
FILA & others	70.5%	68.5%	72.3%	67.7%				
OP margins								
Anta	26.8%	29.5%	23.3%	17.4%				
FILA & others	24.7%	26.5%	29.0%	23.0%				

Source: Company data, CMBIS estimates



Figure 2: Results preview - Full Year

Full yearly (RMB mn)	FY20	FY21E	FY22E	FY21E YoY	FY22E YoY
Revenue	35,512	48,698	58,522	37%	20%
COGS	(14,861)	(18,829)	(22,395)		
Gross profit	20,651	29,869	36,128	45%	21%
GP margins	58.2%	61.3%	61.7%		
Other income & gains	1,389	1,656	1,931		
S & D expenses	(10,766)	(16,996)	(20,032)	58%	18%
S & D exp / sales	-30.3%	-34.9%	-34.2%		
Admin expenses	(2,122)	(3,237)	(3,816)	53%	18%
Admin exp / sales	-6.0%	-6.6%	-6.5%		
Other opex	0	0	0		
Operating profit (EBIT)	9,152	11,292	14,211	23%	26%
OP margins	25.8%	23.2%	24.3%		
Other items	0	0	0		
Net finance income	(462)	65	(13)		
Net fin. income / sales	-1.3%	0.1%	0.0%		
Profit after financing costs	8,690	11,357	14,198		
Associated coms	0	0	0		
Jointly controlled coms	(601)	(292)	(117)		
Pre-tax profit	8,089	11,065	14,081	37%	27%
Тах	(2,520)	(2,988)	(3,661)		
Tax / sales	-7.1%	-6.1%	-6.3%		
Effective tax rate	-31.2%	-27.0%	-26.0%		
Minority interests	407	637	822		
Net profit att.	5,162	7,441	9,598	44%	29%
NP margins	14.5%	15.3%	16.4%		
Sales					
Anta	15,749	23,185	28,257	47%	22%
FILA & others	19,763	25,513	30,265	29%	19%
GP margins					
Anta	44.7%	52.4%	53.6%		
FILA & others	69.3%	70.0%	70.0%		
OP margins					
Anta	28.3%	20.1%	21.0%		
FILA & others	25.8%	26.0%	27.2%		

Source: Company data, CMBIS estimates



Operating numbers

Figure 3: Sportswear brands sales growth trend

Operating numbers	1Q18	2Q18	3Q18	4Q18	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21	4Q21E
Nike China sales	19.0%	25.0%	20.0%	31.0%	24.0%	22.0%	27.0%	23.0%	-4.0%	1.0%	8.0%	19.0%	42.0%	9.0%	1.0%	-24.0%
Adidas China sales	26.0%	27.0%	26.0%	23.0%	16.0%	14.0%	11.0%	15.0%	-58.0%	0.0%	-5.0%	7.0%	156.0%	-16.0%	-15.0%	24.07
Anta brand's SSSG	20.070	21.070	20.070	20.070	10.070	14.070	11.070	10.070	00.070	0.070	0.070	1.070	100.070	10.070	10.070	
		+ve Low-	+ve Mid-	+ve Mid-	+ve Low-	+ve Mid-	+ve Mid-	+ve High-	-ve 20%-						+ve Low-	+ve Mid-
Anta brand's retail sales	20%-25%	teens	teens	teens	teens	teens	teens	teens	25%	-ve LSD	+ve LSD	+ve LSD	40%-45%	35%-40%	teens	teens
	+ve Mid-		+ve Low-			+ve Low-	+ve Low-		-ve 20%-							r
Core brand	teens	+ve HSD	teens	+ve HSD	+ve HSD	teens	teens	+ve HSD	25%	-ve LSD	-ve MSD	-ve MSD	35%-40%	35%-40%	+ve HSD	+ve MSD
									-ve 20%-		+ve Low-	-ve Low-				+ve Mid-
Kids	over 40%	over 25%	Over 25%	Over 25%	Over 20%	30%	Over 25%	25%	25%	+ve MSD	teens	teens	45%-50%	Over 20%	+ve MSD	teens
				_	+ve Mid-											
Online	over 40%	over 25%	Over 20%	Over 25%	teens	25%	35%	Over 40%	+ve MSD	Over 40%	Over 50%	Over 25%	Over 60%	Over 45%	25%-30%	30%-35%
Non-Anta brands (FILA	80%-85%	90%-95%	90%-95%	80%-85%	65%-70%	55%-60%										
										+ve Low-						
FILA brand's retail sales							50%-55%	50%-55%	-ve MSD	teens	20%-25%	25%-30%	75%-80%	30%-35%	+ve MSD	+ve HSD
a a									-ve 20%-							
Classic/ Core brand								Over 40%	25%	+ve MSD	+ve MSD	+ve MSD	80%	Over 20%	Flat	Flat
										-	-	-			+ve Mid-	+ve Mid-
Kids								Over 70%	-ve LSD	Over 30%	Over 30%	Over 20%	100%	Over 40%	teens	teens
								Over							+ve Mid-	+ve Low-
Fusion								100%	+ve MSD	Over 70%	Over 50%	Over 50%	150%	Over 80%	teens	teens
0.1								0 700/	1000/	0 000	0 000	700/ 000/	0 4004	0 400/	000/ 050/	050/ 000/
Online								Over 70%	160%	Over 80%	Over 90%	70%-80%	Over 40%	Over 40%	20%-25%	25%-30%
							000/ 050/	050/ 000/		050/ 000/		FF0(000(115%-	700/ 750/	0.50/ 400/	000/ 050/
Other brands							30%-35%	25%-30%	-ve HSD	25%-30%	50%-55%	55%-60%	120%	70%-75%	35%-40%	30%-35%
				Over	Over	0	500/	500/	+ve Mid-	0	000/	0		4000/	500/	100/ 150/
Descente				100%	100%	Over 90%	50%	50%	teens	Over 60%	90%	Over 80%	150%	100%	50%	40%-45%
K						450/	000/	000/	-ve High-		000/ 050/	000/ 100/	0 750	400/	000/	-ve High-
Kolon						15%	20%	20%	teens	+ve LSD	20%-25%	30%-40%	Over 75%	40%	30%	teens
	+ve Low-		+ve Low-	+ve Mid-	+ve Mid-	+ve Mid-	+ve High-	+ve Low-				+ve Low-		+ve Low	+ve High	
Li Ning group's SSSG	teens	+ve HSD	teens	teens	teens	teens	teens	twenties	n/a	-ve MSD	+ve LSD	teens	n/a	80%	20%	
	+ve Low-					+ve Low-	+ve Low-	+ve High-	,	-ve High-				+ve Low	+ve Low	
Direct retail	teens	+ve HSD	+ve HSD	+ve MSD	+ve HSD	teens	teens	teens	n/a	teens	-ve MSD	+ve HSD	n/a	90%	30%	
14/1 - 1 1	1000	1.00			+ve Low-	+ve Low-	+ve Low-	+ve Mid-		-ve Low-		100	. (+ve Low	+ve Mid	
Wholesales	+ve MSD	+ve LSD	+ve HSD	+ve MSD	teens	teens	teens	teens	n/a	teens	-ve MSD	+ve MSD	n/a	70%	20%	
5.0	+ve High	+ve Mid-	+ve High	+ve Mid	+ve High	+ve Mid	+ve Mid	+ve Low	+ve Low-	+ve Mid	+ve High	+ve Low	. (+ve High	+ve Mid	
E- Commerce	30%	30%	30%	50%	30%	30%	50%	40%	teens	20%	30%	30%	n/a	80%	30%	
	+ve Mid-	+ve Low-	+ve Mid-	+ve High-	+ve Low	+ve Low	+ve Low	+ve Mid	-ve High-			+ve Mid-	+ve High	+ve Low	+ve Low	
Li Ning group's retail sa	teens	teens	teens	teens	20%-25%	20%-25%	30%-35%	30%-40%	teens	-ve MSD	+ve MSD	teens		90%	40%	29.0%
	Low 20%-	+ve Mid-	+ve Mid-		+ve Low-		+ve Mid-	+ve High-	-ve Mid	-ve Low-			+ve Low	+ve High	+ve Mid	
Direct retail	30%	teens	teens	+ve HSD	teens	+ve HSD	teens	teens	30%	teens	Flat	+ve MSD	90%	80%	30%	
			+ve Low-	+ve Low-	+ve Low	+ve Mid-	+ve Mid-	+ve Low	-ve High-			+ve Low-	+ve Low	+ve Low	+ve High	
Wholesales	+ve MSD	+ve MSD	teens	teens	20%-25%	20%	30%	40%	teens	-ve HSD	-ve LSD	teens	80%	90%	30%	
	+ve High	+ve High	+ve Low	+ve Mid	+ve Low	+ve High	+ve Low	+ve Low	+ve Low-	+ve High	+ve Low	+ve Mid		+ve High	+ve Mid	
E- Commerce	30%	30%	30%	50%	40%	20%	50%	40%	teens	20%	40%	30%	100%	90%	50%	
	+ve Low-	+ve Mid-	+ve Mid-	+ve Mid-	+ve Low-	+ve Low-		+ve Low-								
Xtep's SSSG	teens	teens	teens	teens	teens	teens	10%	teens								
									-ve 20%-				Mid 50%-		+ve Mid-	
Xtep's retail sales					Over 20%	Over 20%	20%	Over 20%	25%	-ve LSD	+ve MSD	+ve HSD	60%	30%-35%	teens	20%-25%
361 Degrees' SSSG	+ve HSD	+ve HSD	+ve MSD	Flat	+ve LSD	+ve LSD	+ve LSD	+ve LSD	20/0				0070		100113	
55. Degrees 0000				i idt	110 200		110 200	110 200	-ve 20%-	-ve Low-			+ve High-			+ve High-
361 Degree's retail sales	5								25%	teens	-ve HSD	+ve LSD	teens	15%-20%	teens	teens
Pou Sheng's SSSG	10.1%	2.2%	8.9%	8.7%	8.4%	4.2%	6.0%	1.9%	-32.5%	-17.8%			teens		teena	teena
¥	17.7%	17.7%	24.4%	22.0%	19.9%	4.2%	21.9%	19.1%	-32.5%	0.3%	-0.3%	1.0%	47.8%	-15.0%	-25.1%	-26.7%
Pou Sheng's sales	+ve Mid	-ve Mid	24.4%	22.0%	19.9%	10.9%	+ve Mid		-23.1%	0.3%	-0.3%	1.0%	47.0%	+ve Mid	-23.1%	-20.7%
D									-ve Low		+ve Low				-ve High-	
Dong Xiang's SSSG	to High	to High	+ve MSD	+ve LSD	-ve LSD	+ve MSD	to High	to High	to Mid SD	-ve MSD	to Mid SD	+ve MSD	+ve HSD	to High	teens	
	SD	SD					SD	SD				-		SD		
							+ve Mid-	+ve Low-	-ve 25%-	-ve Low-		+ve Low-			-ve Mid to	
Dong Xiang's retail sales	5				+ve MSD	+ve MSD	teens	teens	30%	Mid SD	+ve MSD	teens	60%-70%	to Mid-	High-	
							100113	100113				teena		teens	teens	
Direct retail	+ve HSD	Flat	+ve Low-	+ve HSD	Flat	+ve LSD	+ve HSD	+ve MSD	-ve 30%-	-ve Low-	Flat	+ve MSD	70%-75%			
		ridt	teens	TV61130	ridl	TVO LOD	TV6113D	T 40 100D	35%	teens	ridl		10/0-10/0			
Diroctrotain			leens						0070	100110						
			leens		+ve 35%-	+ve 30%-	+ve 55%-	+ve 40%-	-ve Low-	+ve 30%-	+ve 30%-	+ve 20%-	35%-40%			
E- Commerce			leens		+ve 35%- 45%	+ve 30%- 35%	+ve 55%- 60%	+ve 40%- 45%			+ve 30%- 35%	+ve 20%- 30%	35%-40%			

Source: Company data, CMBIS estimates, *Nike's year end is in May (e.g. 4Q18 calendar year = 2Q19 fiscal year = Sep-Nov 2018)



Earnings revision

Figure 4: Earnings revision

		New			Old			Diff (%)	
RMB mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E
Revenue	48,698	58,522	69,178	47,018	57,140	67,517	3.6%	2.4%	2.5%
Gross profit	29,869	36,128	42,928	29,210	35,881	42,799	2.3%	0.7%	0.3%
EBIT	11,338	14,032	16,752	12,154	15,069	18,163	-6.7%	-6.9%	-7.8%
Net profit att.	7,484	9,640	12,026	7,961	10,324	12,642	-6.0%	-6.6%	-4.9%
Diluted EPS (RMB)	2.683	3.456	4.311	2.854	3.701	4.532	-6.0%	-6.6%	-4.9%
Gross margin	61.3%	61.7%	62.1%	62.1%	62.8%	63.4%	-0.8ppt	-1.1ppt	-1.3ppt
EBIT margin	23.3%	24.0%	24.2%	25.9%	26.4%	26.9%	-2.6ppt	-2.4ppt	-2.7ppt
Net profit att. margin	15.4%	16.5%	17.4%	16.9%	18.1%	18.7%	-1.6ppt	-1.6ppt	-1.3ppt

Source: Company data, CMBIS estimates

Figure 5: CMBIS estimates vs consensus

		CMBIS			Consensus			Diff (%)	
RMB mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E
Revenue	48,698	58,522	69,178	47,341	57,887	70,036	2.9%	1.1%	-1.2%
Gross profit	29,869	36,128	42,928	28,917	35,598	43,341	3.3%	1.5%	-1.0%
EBIT	11,338	14,032	16,752	11,605	14,411	17,910	-2.3%	-2.6%	-6.5%
Net profit att.	7,484	9,640	12,026	7,756	9,876	12,418	-3.5%	-2.4%	-3.2%
Diluted EPS (RMB)	2.683	3.456	4.311	2.843	3.619	4.524	-5.6%	-4.5%	-4.7%
Gross margin	61.3%	61.7%	62.1%	61.1%	61.5%	61.9%	0.3ppt	0.2ppt	0.2ppt
EBIT margin	23.3%	24.0%	24.2%	24.5%	24.9%	25.6%	-1.2ppt	-0.9ppt	-1.4ppt
Net profit att. margin	15.4%	16.5%	17.4%	16.4%	17.1%	17.7%	-1ppt	-0.6ppt	-0.3ppt

Source: Bloomberg, CMBIS estimates

Assumptions

Figure 6: Major assumptions

Major assumptions	FY19A	FY20A	FY21E	FY22E	FY23E
Sales by segment growth (%)					
Shoes	32.2%	11.3%	42.0%	17.0%	15.0%
Apparels	45.5%	1.3%	35.9%	22.5%	20.3%
Accessories	47.5%	1.8%	6.0%	12.0%	12.0%
Total	40.8%	4.7%	37.1%	20.2%	18.2%
Sales by brand growth (%)					
Anta	9.2%	-41.6%	50.0%	20.0%	17.0%
Anta Kids	27.0%	-37.0%	50.0%	22.0%	19.0%
FILA	73.8%	18.1%	25.0%	15.0%	15.0%
Descente & Others	33.3%	35.4%	60.0%	40.0%	30.0%
E-commerce	45.0%	53.0%	45.0%	23.0%	20.0%
Total	40.8%	4.7%	37.1%	20.2%	18.2%
.					
Sales network	7.0.44	0.054	0.004	0.054	
Anta	7,341	6,851	6,801	6,851	6,881
Anta Kids	3,175	3,071	3,051	3,121	3,191
FILA	1,951	2,006	2,100	2,200	2,300
Descente & Others	476	457	505	620	745
Total	12,943	12,385	12,457	12,792	13,117
GP margins					
Anta	41.3%	44.7%	52.4%	53.6%	54.4%
FILA	70.4%	69.3%	70.0%	70.0%	70.0%
Total	55.0%	58.2%	62.2%	62.8%	63.4%
Opex breakdown					
A&P Expenses / sales	10.6%	10.0%	12.7%	12.2%	12.1%
Labour costs / sales	11.7%	12.5%	14.2%	14.5%	14.8%
R &D expenses / sales	5.2%	5.9%	6.0%	6.0%	6.0%
Rental expenses/ sales	8.8%	10.4%	11.3%	10.8%	10.5%
Selling & distribution costs / sales	28.7%	30.3%	34.9%	34.2%	34.2%
Admin expenses / sales	3.9%	6.0%	6.6%	6.5%	6.5%
OP margin					
Anta	27.1%	28.3%	20.1%	21.0%	21.1%
FILA	27.2%	25.8%	26.0%	27.2%	27.5%
Total	25.6%	25.8%	23.2%	24.3%	24.5%
Effective tax rate	29.8%	31.2%	27.0%	26.0%	26.0%
NP att. margin	15.8%	14.5%	15.3%	16.4%	17.1%
NP att. growth	30.3%	-3.4%	44.1%	29.0%	23.2%
Source: Company data, CMBIS estimates					

Source: Company data, CMBIS estimates







Valuation

Figure 7: Peers valuation table

			12m TP	Price	Up/ Down-	Mkt. Cap	Year	P/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
H shares Spor	tswear													
Anta Sports	2020 HK	BUY	132.66	112.70	18%	304,665	Dec-20	35.1	27.2	8.2	6.7	30.5	1.1	1.1
Li Ning Co	2331 HK	BUY	102.84	75.10	37%	196,503	Dec-20	42.2	33.6	12.3	9.5	33.2	0.8	0.7
Xtep Intl	1368 HK	BUY	16.43	13.46	22%	35,404	Dec-20	32.0	24.6	3.6	3.3	9.5	0.8	1.9
361 Degrees Intl	1361 HK	NR	n/a	3.91	n/a	8,084	Dec-20	11.8	10.5	0.9	0.8	7.7	0.6	1.2
Topsports Intl	6110 HK	NR	n/a	7.63	n/a	47,315	Feb-21	13.4	11.2	3.5	3.0	26.5	0.8	3.9
Pou Sheng Intl	3813 HK	NR	n/a	1.25	n/a	6,658	Dec-20	7.1	4.6	0.6	0.6	11.6	0.1	1.6
China DX	3818 HK	NR	n/a	0.70	n/a	4,121	Mar-21	n/a	5.2	0.3	0.3	(0.5)	0.0	n/a
							Avg.	23.6	16.7	4.2	3.5	16.9	0.6	1.7
							Med.	22.7	11.2	3.5	3.0	11.6	0.8	1.4
International S	portswea	<u>r</u>												
Nike	NKE US	NR	n/a	146.95	n/a	1,810,452	May-21	39.7	30.6	16.5	15.0	48.3	2.5	0.8
Adidas	ADS GY	NR	n/a	257.20	n/a	436,878	Dec-20	34.9	26.7	6.7	6.2	29.0	0.5	1.3
Puma	PUM GY	NR	n/a	95.38	n/a	127,201	Dec-20	47.7	33.2	7.4	6.5	16.3	0.5	0.6
Under Armour	UAA US	NR	n/a	18.81	n/a	64,175	Dec-20	24.5	24.8	4.4	3.7	25.2	(0.1)	0.0
Lululemon	LULU US	NR	n/a	332.53	n/a	334,976	Jan-21	43.2	36.2	14.5	11.4	36.1	1.3	0.0
Skechers	SKX US	NR	n/a	43.71	n/a	53,072	Dec-20	17.4	14.6	2.2	1.9	15.0	0.2	0.0
Vf Corp	VFC US	NR	n/a	71.11	n/a	217,614	Apr-21	22.3	19.3	7.4	6.8	37.4	0.4	2.8
Columbia	COLM US	NR	n/a	91.53	n/a	46,508	Dec-20	19.2	16.7	3.1	2.7	16.3	0.3	1.2
Wolverine	WWW US	NR	n/a	25.95	n/a	16,654	Jan-21	12.3	9.9	3.2	2.7	(12.9)	(0.1)	1.6
Mizuno Corp	8022 JP	NR	n/a	2157.00	n/a	3,903	Mar-21	16.1	12.1	0.5	0.5	7.7	1.2	2.3
Asics Corp	7936 JP	NR	n/a	2189.00	n/a	28,299	Dec-20	72.1	27.5	3.0	2.8	4.3	(0.3)	1.1
							Avg.	31.8	22.9	6.3	5.5	20.2	0.6	1.1
							Med.	24.5	24.8	4.4	3.7	16.3	0.4	1.1

Source: Bloomberg, CMBIS estimates

Financial Summary

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E	YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue	33,928	35,512	48,698	58,522	69,178	EBIT	8,752	8,826	11,338	14,032	16,752
Footwear	11,410	12,700	18,034	21,100	24,265	D & A	448	509	710	723	569
Apparel	21,398	21,671	29,455	36,068	43,396	Change in working capital	1,178	(3,461)	(54)	(1,143)	(1,342)
Accessories	1,120	1,141	1,209	1,355	1,517	Income tax paid	(2,133)	(2,181)	(2,988)	(3,661)	(4,512)
						Others	(759)	3,765	543	689	818
Cost of goods sold	(15,269)	(14,861)	(18,829)	(22,395)	(26,250)	Net cash from operating	7,485	7,458	9,549	10,640	12,285
Gross profit	18,659	20,651	29,869	36,128	42,928						
Other income	1,127	1,063	1,702	1,752	2,002	Capex & investments	(11,28	(785)	(877)	(819)	(830)
						Associated companies	-	-	-	-	-
Operating expenses	(11,034)	(12,888)	(20,233)	(23,848)	(28,178)	Interest received	-	-	-	-	-
D & A	(210)	(261)	(454)	(441)	(362)	Others	(1,783)	(1,138)	-	-	-
Staff costs	(1,859)	(2,085)	(3,361)	(4,648)	(5,608)	Net cash from investing	(13,06	(1,923)	(877)	(819)	(830)
S & D costs (ex-staff, D&A)	(8,443)	(9,307)	(14,628	(16,713	(19,948						
Admin exp. (ex-staff, D&A)	(247)	(940)	(1,386)	(1,561)	(1,686)	Equity raised	709	21	-	-	-
Other operating expenses	(275)	(294)	(404)	(485)	(573)	Net change in bank loans	7,733	(3,343)	-	-	-
EBIT	8,752	8,826	11,338	14,032	16,752	Dividend paid	(1,417)	(1,404)	(1,656)	(3,046)	(5,990)
						Others	(2,356)	5,955	(523)	(523)	(523)
Finance costs, net	(110)	(136)	19	166	295	Net cash from financing	4,670	1,229	(2,179)	(3,569)	(6,513)
JVs & associates	(633)	(601)	(292)	(117)	307						
Exceptional	-	-	-	-	-	Net change in cash	(910)	6,764	6,493	6,251	4,942
Pre-tax profit	8,008	8,089	11,065	14,081	17,354	Beginning cash balance	9,284	8,221	15,323	21,816	28,068
						Exchange difference	(153)	338	-	-	-
Income tax	(2,384)	(2,520)	(2,988)	(3,661)	(4,512)	Cash at the end of the year	8,221	15,323	21,816	28,068	33,009
Less: Minority interests	280	407	637	822	1,013						
Net profit	5,344	5,162	7,441	9,598	11,829						

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	17,898	19,150	19,024	19,003	19,571	Sales mix (%)					
Fixed asset	2,148	2,184	2,633	2,981	3,466	Footwear	33.6	35.8	37.0	36.1	35.1
Intangible assets & goodwill	678	1,579	1,296	1,044	821	Apparel	63.1	61.0	60.5	61.6	62.7
Prepaid lease payments	53	46	46	46	46	Accessories	3.3	3.2	2.5	2.3	2.2
Interest in joint ventures	10,551	9,658	9,366	9,249	9,555						
Other non-current assets	4,468	5,683	5,683	5,683	5,683	Total	100.0	100.0	100.0	100.0	100.0
Current assets	23,321	32,717	41,597	50,826	59,099	P&L ratios (%)					
Cash and cash equivalents	8,221	15,323	21,816	28,068	33,009	Gross margin	55.0	58.2	61.3	61.7	62.1
Inventories	4,405	5,486	5,417	6,565	7,911	Operating margin	25.8	24.9	23.3	24.0	24.2
Trade and other receivables	6,309	6,614	9,070	10,900	12,884	Pre-tax margin	23.6	22.8	22.7	24.1	25.1
Prepayments	-	-	-	-	-	Net margin	15.8	14.5	15.6	16.8	17.1
Other current assets	4,386	5,294	5,294	5,294	5,294	Effective tax rate	27.6	29.0	27.0	26.0	26.0
Current liabilities	12,412	11,715	14,047	15,882	17,870	Balance sheet ratios					
Bank loans	1,359	1,968	1,968	1,968	1,968	Current ratio (x)	1.9	2.8	3.0	3.2	3.3
Trade payables	2,963	2,376	3,010	3,581	4,197	Quick ratio (x)	1.5	2.3	2.6	2.8	2.9
Accruals & other payables	5,821	4,572	6,270	7,534	8,906	Cash ratio (x)	66	131	155	177	185
Tax payables	1,225	1,507	1,507	1,507	1,507	Inventory turnover days	105	135	105	107	110
Others	1,044	1,292	1,292	1,292	1,292	Trade receivables days	68	68	68	68	68
						Trade payables days	71	58	58	58	58
Non-current liabilities	7,746	14,328	14,328	14,328	14,328	Total debt / total equity ratio (%)	40	60	48	40	34
Bank loans	6,644	12,456	12,456	12,456	12,456	Net debt / equity ratio (%)	Net cash				
Deferred income	-	99	99	99	99	Returns (%)					
Deferred tax	256	527	527	527	527	ROE	26.6	21.5	25.0	26.4	28.0
Others	846	1,246	1,246	1,246	1,246	ROA	13.0	10.0	12.3	13.7	15.0
						Per share					
Minority Interest	979	1,811	2,448	3,269	4,282	EPS (RMB)	1.92	1.85	2.67	3.44	4.24
Total net assets	20,082	24,013	29,798	36,350	42,189	DPS (RMB)	0.61	0.58	0.69	2.06	2.54
Shareholders' equity	20,082	24, <mark>01</mark> 3	29,798	36,350	42,189	BVPS (RMB)	7.43	8.88	11.02	13.45	15.61
Source: Company data, CMBIS estimates											



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