

JD.com (JD US)

Expecting an upbeat bottom line for 2Q results

Although the high base in air conditioner category and industrywide soft performance of PC category are likely to weigh on JD's revenue growth on electronic and home appliance (E&HA) in 2Q24E, its strategies to focus on ROI and quality growth may drive a beat on earnings. We forecast JD has logged 2Q24E revenue of RMB290.9bn (up 1.0% YoY), and non-GAAP net income of RMB9.9bn, which translates into non-GAAP net margin of 3.4% and was 16% better than Bloomberg consensus. With a normalization in revenue growth of both E&HA and platform business, we expect YoY revenue growth for JD to reaccelerate in 3Q24E, and the GMV growth of JD Retail (JDR) can still outperform that of total retail sales in 2024E. Amid fierce industry competition, the steady profitability and enhancement of shareholder return could provide support for JD's valuation, while further rerating may hinge on consumption recovery, and JD's ability to prove the market that its core category could maintain stable market share over the medium to long term. Maintain BUY with unchanged DCF-based TP of US\$51.9.

- JD Retail: remains committed to drive for user growth. We estimate JD Retail (JDR) inked revenue of RMB254.2bn in 2Q24, up 0.3% YoY, 5.8% short of Bloomberg consensus, owing to the soft performance of E&HA revenue due to a high base in air conditioner category, as well as an industrywide soft performance of PC category. However, driven by the high ROI target and the strategy to drive for revenue growth in an efficient way, we estimate JDR has recorded non-GAAP operating profit of RMB9.2bn, up 12% YoY, and was 1% better than Bloomberg consensus, translating into non-GAAP OPM of 3.6% (2Q23: 3.2%).
- 2Q24 results preview: expecting an upbeat bottom line. For 2Q24E, we estimate JD logged revenue of RMB290.9bn, up 1.0% YoY, 5% shy of consensus estimates. However, we forecast JD to have recorded non-GAAP net income of RMB9.9bn, 16% better than Bloomberg consensus estimates, due to more stringent than expected cost control when driving for business development. Our non-GAAP net income forecast implies a non-GAAP net margin of 3.4% in 2Q24E (2Q23: 3.0%).
- Revision in revenue and earnings forecast. We revise down 2024-2026E revenue forecast by 0.6-0.9%, driven by a lowered forecast for E&HA revenue, while we lift non-GAAP net income forecast by 4-5% thanks to likely more efficient than expected spending in driving for revenue growth. JD's current valuation of 8/7x 2024/2025E non-GAAP PE is not demanding versus 11% non-GAAP earnings CAGR over 2023-2026E, in our view. Key catalysts include: 1) further enhancement of shareholder return; and 2) consumption recovery to drive a better outlook in revenue and earnings growth.

Earnings Summary

(YE 31 Dec)	FY22A	FY23A	FY24E	FY25E	FY26E			
Revenue (RMB mn)	1,046,236	1,084,662	1,150,566	1,217,581	1,274,194			
YoY growth (%)	9.9	3.7	6.1	5.8	4.6			
Net profit (RMB mn)	10,380.0	24,167.0	33,209.0	39,307.0	43,150.0			
Adjusted net profit (RMB mn)	28,220.0	35,200.0	38,456.6	43,812.8	47,894.4			
EPS (Adjusted) (RMB)	11.75	22.20	24.26	27.63	30.21			
Consensus EPS (RMB)			21.82	24.36	26.74			
P/E (x)	29.3	12.7	9.2	7.8	7.1			
Source: Company data, Bloomberg, CMBIGM estimates								

BUY (Maintain)

Target Price US\$51.90 Up/Downside 93.9% Current Price US\$26.76

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Stock Data

Mkt Cap (US\$ mn)	42,428.0
Avg 3 mths t/o (US\$ mn)	87.1
52w High/Low (US\$)	41.31/21.44
Total Issued Shares (mn)	1585.5

Source: FactSet

Shareholding Structure Richard Qiangdong Liu 13.8% Max Smart Limited 13.3%

Source: HKEx

Share Performance

	Absolute	Relative
1-mth	-9.0%	-15.4%
3-mth	-0.9%	-12.6%
6-mth	5.4%	-15.4%

Source: FactSet

12-mth Price Performance



Source: FactSet



Revision in financial forecast with target price unchanged at US\$51.9

Figure 1: JD: forecast revision

	Current			Previous			Change (%)		
RMB bn	2024E	2025E	2026E	2024E	2025E	2026E	2024E	2025E	2026E
Revenue	1,150.6	1,217.6	1,274.2	1,161.0	1,226.4	1,281.8	-0.9%	-0.7%	-0.6%
Gross profit	173.6	186.1	196.1	173.6	185.9	196.7	0.0%	0.1%	-0.3%
Non-GAAP net profit	38.5	43.8	47.9	36.6	41.8	46.2	5.1%	4.8%	3.8%
Gross margin	15.1%	15.3%	15.4%	15.0%	15.2%	15.3%	0.1 ppt	0.1 ppt	0.0 ppt
Non-GAAP net margin	3.3%	3.6%	3.8%	3.2%	3.4%	3.6%	0.2 ppt	0.2 ppt	0.2 ppt

Source: CMBIGM estimates

Figure 2: CMBIGM estimates vs consensus

		Current		(Consensus			Diff (%)	
RMB bn	2024E	2025E	2026E	2024E	2025E	2026E	2024E	2025E	2026E
Revenue	1,150.6	1,217.6	1,274.2	1,162.6	1,237.3	1,313.0	-1.0%	-1.6%	-3.0%
Gross profit	173.6	186.1	196.1	174.6	187.8	201.6	-0.6%	-0.9%	-2.7%
Non-GAAP net profit	38.5	43.8	47.9	37.0	40.7	44.4	4.0%	7.7%	7.9%
Gross margin	15.1%	15.3%	15.4%	15.0%	15.2%	15.4%	0.1 ppt	0.1 ppt	0.0 ppt
Non-GAAP net margin	3.3%	3.6%	3.8%	3.2%	3.3%	3.4%	0.2 ppt	0.3 ppt	0.4 ppt

Source: Bloomberg, CMBIGM estimates

DCF-based target price of US\$51.9

Our target price is US\$51.9, based on DCF valuation methodology (WACC of 11.8% and terminal growth of 1.5%; both unchanged). Our target price translates into 15x 2024E PE (non-GAAP).

Figure 3: JD: DCF valuation (WACC of 11.8% and terminal growth of 1.5%)

(RMBbn)	2024E	2025E	2026E	2027E	2028E	2029E	2030E
Total revenue	1,151	1,218	1,274	1,320	1,356	1,385	1,408
NPV of FCF Discounted terminal	212	211					
value	266	298					
Total equity valuation No. of shares (diluted,	575	648					
mn) Valuation per share	1,586	1,586					
(USD)	50.3	56.6					
TP per share (USD)	51.9						

Source: Bloomberg, CMBIGM estimates

Note: Our target price is based on the weighted average of 9-month target price in 2024E and 3-month target price in 2025E



Financial Summary

Revenue	INCOME STATEMENT	2021A	2022A	2023A	2024E	2025E	2026E
Cost profes 129,687 139,746 173,569 161,314,500 1073,1260 1074,1	YE 31 Dec (RMB mn)						
Page	Revenue	951,592	1,046,236	1,084,662	1,150,566	1,217,581	1,274,194
Departing expense (124,926) (127,350) (13,6616) (146,096) (146,465	Cost of goods sold	(822,525)	(899,163)	(924,958)	(976,998)	(1,031,450)	(1,078,126)
Selling openese (38,743) (37,772) (46),730) (40,845) (43,724) (44,879) Admin expense (16,332) (16,839) (16,339) (16,108) (16,437) (16,947) (16,947) Ohers (58,288) (16,332) (16,333) (16,108) (16,437) (16,947) Ohers (58,288) (16,1332) (16,333) (16,108) (16,437) (16,947) Ohers Ohe	Gross profit	129,067	147,073	159,704	173,569	186,131	196,068
Admin spepmee (11.562) (11.053) (19.710) (68.829) (9.741) (10.194)	Operating expenses	(124,926)	(127,350)	(132,663)	(134,616)	(140,996)	(146,405)
RAD sepame	Selling expense	(38,743)	(37,772)	(40,133)	(40,845)	(43,224)	(44,979)
Ohrenis (58,288) (51,532) (66,427) (69,03) (71,594) (74,286) Oher alimar(Iosaee) (590) (1,555) 7,496 6,796 6,796 6,796 Sharo of (Iosaear) profits of associates/JV (4,018) (2,195) 1,010 0 0 0 6,796 EBIT interest Income (1,213) (1,210) (1,2881) (2,4881) (2,463) (1,754) (1,679) Ohres 0 0 (1,018) (30,00) 0 0 0 Ohres 0 0 (1,018) (30,00) 0	•			,		,	,
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Share of (losses)/profits of associates/JV 4,918 1,919 1,910 0 0 0 0 0 0 0 0 0		•	•		•		-
EBIT		, ,	* ' '				
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Ohres 0 0 1,116 (7,30) 0 0 Pre-lax profit (2,881) 13,887 4,176 8,933 42,555 50,178 44,981 After tax profit (4,467) 9,891 22,257 34,044 40,142 43,985 Minority inferest (924) (987) (910) 835 835 835 Discontinued operations 0 <th< td=""><td></td><td></td><td>•</td><td>· ·</td><td>•</td><td>=</td><td>•</td></th<>			•	· ·	•	=	•
Per-tax profit (2,581) 13,867 31,650 42,555 50,176 54,981 1000me lax 1,887 4,176 8,393 8,511 10,033 10,996 12,3257 34,044 40,142 43,985 46,000 10 0 0 0 0 0 0 0 0		,	* ' '	,		,	
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After tax profit (4,467) 9,891 23,257 34,044 40,142 3,985 Miscontinated operations 0 <td< td=""><td>-</td><td></td><td>•</td><td></td><td>•</td><td>•</td><td>•</td></td<>	-		•		•	•	•
Minority interest (924) (697) (910) 835 835 835 835			,				
Discontinued operations			•		•	=	•
Net profit (3,560) (10,380) (24,167) (33,200) (33,457) (43,813) (43,150) (43,814) (44,846)	Discontinued operations	, ,	` '	, ,	0	0	0
Adjusted net profit 17,207 28,220 35,200 38,457 43,813 47,894	Others	(16)	(8)	0	0	0	0
SALANCE SHEET 2021A 2022A 2023A 2024E 2025E 2026E 2026	Net profit	(3,560)	10,380	24,167	33,209	39,307	43,150
Variable	Adjusted net profit	17,207	28,220	35,200	38,457	43,813	47,894
Variable	BALANCE SHEET	2021A	2022A	2023A	2024E	2025E	2026E
Current assets 299,672 351,074 307,810 355,762 405,303 458,514 Cash & equivalents 7,767 78,861 71,892 105,744 114,975 197,506 Account receivables 11,900 20,576 20,302 25,218 26,687 27,928 Inventories 75,501 177,949 68,058 77,111 81,409 85,929 Prepayment 11,456 15,156 15,639 15,639 15,639 15,639 Other current assets 124,023 152,278 124,413 124,544 124,688 124,808 Non-current assets 196,835 224,4176 321,148 317,687 75,909 83,4415 PRAE 32,944 55,000 70,035 66,074 75,909 83,440 Right-of use assets 19,987 22,267 20,863 20,863 20,863 20,863 20,863 20,863 20,863 20,863 20,863 20,863 20,863 20,863 20,863 20,863 20,863							
Cash & equivalents 70,767 78,861 71,892 105,744 149,375 197,541 Restricted cash 5,926 6,254 7,506 7,508 2,7928 180,806 77,111 81,409 85,092 70035 15,639 14,800 10 10 10 10 10 10 1	, ,	299 672	351 074	307 810	355 762	405 303	458 514
Restricted cash 5,926 6,254 7,506 7,506 7,506 7,506 Account receivables 11,900 20,576 20,302 25,218 26,887 27,926 Inventories 75,601 77,949 68,058 77,111 81,409 85,0592 Prepayment 11,456 15,156 15,639 334,153 134,153 12,144 15,446 15,44 1,744 1,744 1,744 1,744 1,744 1,744 1,744 1,744 1,744 1,744 1,744 1,744<		•	•	· ·	•	•	•
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Inventories 75,601 77,949 68,058 77,111 81,409 85,092 Prepayment 11,456 15,156 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 15,639 16,639 16,639 124,436 124,480 124,							
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Non-current assets 196,835 244,176 321,148 317,187 326,03 334,153 PP&E 32,944 55,080 70,035 66,074 75,090 83,040 Right-of-use assets 19,987 22,267 20,863 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,803 20,804	Prepayment	11,456	15,156	15,639	15,639	15,639	15,639
PP&E 32,944 55,080 70,035 66,074 75,090 83,040 Right-of-use assets 19,987 22,267 20,863 1,744 1,748 1,448 1,048 1,048 1,048 1,448 1,048 1,448 1,048 <td>Other current assets</td> <td>124,023</td> <td>152,278</td> <td>124,413</td> <td>124,544</td> <td>124,688</td> <td>124,808</td>	Other current assets	124,023	152,278	124,413	124,544	124,688	124,808
Right-of-use assets 19,987 22,267 20,863 20,864 56,746 56,746 56,746 56,746 56,746 56,746 56,746 56,746 56,746 50,35 6,935	Non-current assets	196,835	244,176	321,148	317,187	326,203	334,153
Deferred income tax 1,111 1,536 1,744 1,744 1,744 1,744 Investment in JVs & assos 63,222 57,641 56,746 56,355 69,355 69,355 69,355 69,355 69,355 69,355 60,355 69,356 60,355 69,356 60,355 69,356 60,355 69,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 60,355 731,506 731,506 731,506 731,506 731,506 74,602 731,5	PP&E	32,944	55,080	70,035	66,074	75,090	83,040
Investment in JVs & assos 63,222 57,641 56,746 56,759 57,756 57,756 57,756 57,756 57,756 57,755	Right-of-use assets	19,987	22,267	20,863	20,863	20,863	20,863
Intangibles							
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Account payables 140,484 160,607 166,167 172,579 182,198 190,443 Tax payable 2,568 5,926 7,313 43,573 43,533 43,533 43,533 43,533 43,533 43,533 43,533 43,533 43,533 43,533 43,533 43,533 43,631<							
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Capital surplus 208,912 213,366 231,858 220,332 226,580 233,117 Retained earnings 0 0 0 33,939 73,246 116,396 Other reserves 1,212 590 614 614 614 614 Total shareholders equity 210,124 213,956 232,472 254,885 300,440 350,127 Minority interest 36,661 60,167 63,908 63,908 63,908 63,908	Total liabilities	249,723	321,127				
Capital surplus 208,912 213,366 231,858 220,332 226,580 233,117 Retained earnings 0 0 0 33,939 73,246 116,396 Other reserves 1,212 590 614 614 614 614 Total shareholders equity 210,124 213,956 232,472 254,885 300,440 350,127 Minority interest 36,661 60,167 63,908 63,908 63,908 63,908	Share capital	0	0	0	0	0	0
Retained earnings 0 0 0 33,939 73,246 116,396 Other reserves 1,212 590 614 614 614 614 Total shareholders equity 210,124 213,956 232,472 254,885 300,440 350,127 Minority interest 36,661 60,167 63,908 63,908 63,908 63,908	•				220,332		233,117
Other reserves 1,212 590 614 614 614 614 Total shareholders equity 210,124 213,956 232,472 254,885 300,440 350,127 Minority interest 36,661 60,167 63,908 63,908 63,908 63,908		0	0	0	33,939		
Minority interest 36,661 60,167 63,908 63,908 63,908 63,908	Other reserves	1,212	590	614			
	Total shareholders equity	210,124	213,956	232,472	254,885	300,440	350,127
Total equity and liabilities 496,507 595,250 628,958 672,948 731,506 792,667	Minority interest	36,661	60,167	63,908	63,908	63,908	63,908
	Total equity and liabilities	496,507	595,250	628,958	672,948	731,506	792,667



CASH FLOW	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	(2,581)	13,867	31,650	42,555	50,178	54,981
Depreciation & amortization	6,232	7,236	5,257	5,751	6,203	6,704
Tax paid	(1,887)	(4,176)	(8,393)	(8,511)	(10,036)	(10,996)
Change in working capital	18,948	22,119	20,639	(3,722)	5,489	4,680
Others	21,588	18,773	10,368	5,777	5,413	5,702
Net cash from operations	42,301	57,819	59,521	41,850	57,246	61,071
Investing						
Capital expenditure	(19,057)	(38,165)	(16,270)	(16,108)	(15,220)	(14,653)
Acquisition of subsidiaries/ investments	(181,916)	(184,792)	0	0	0	0
Net proceeds from disposal of short-term	126,934	171,853	0	0	0	0
investments Others	(209)	(2,922)	(43,273)	0	0	0
Net cash from investing	(74,248)	(54,026)	(5 9, 543)	(16,108)	(15,220)	(14,653)
Financing						
Financing Net borrowings	(2,975)	7,027	(6,925)	11,200	1,604	1,749
Proceeds from share issues	22,478	(5,847)	(0,929)	0	0	0
Others	0	0	1,117	0	0	0
Net cash from financing	19,503	1,180	(5,808)	11,200	1,604	1,749
Net change in cash						
Cash at the beginning of the year	87,376	73,550	82,013	76,308	113,250	156,881
Exchange difference	(1,382)	3,490	125	0	0	0
Cash at the end of the year	73,550	82,013	76,308	113,250	156,881	205,047
GROWTH	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Revenue	27.6%	9.9%	3.7%	6.1%	5.8%	4.6%
Gross profit	18.3%	14.0%	8.6%	8.7%	7.2%	5.3%
Operating profit	(55.0%)	376.3%	37.1%	44.0%	15.9%	10.0%
EBIT	na	na	122.5%	28.7%	13.5%	8.7%
Net profit	na	na	132.8%	37.4%	18.4%	9.8%
Adj. net profit	25.7%	64.0%	24.7%	9.3%	13.9%	9.3%
PROFITABILITY	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Gross profit margin	13.6%	14.1%	14.7%	15.1%	15.3%	15.4%
Operating margin	0.4%	1.9%	2.5%	3.4%	3.7%	3.9%
Adj. net profit margin	1.8%	2.7%	3.2%	3.3%	3.6%	3.8%
Return on equity (ROE)	(1.7%)	4.9%	10.8%	13.6%	14.2%	13.3%
GEARING/LIQUIDITY/ACTIVITIES	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Net debt to equity (x)						
	(0.3)	(0.3)	(0.2)	(0.3)	(0.4)	(0.5)
	(0.3) 1.4	(0.3) 1.3	(0.2) 1.2	(0.3) 1.3	(0.4) 1.4	(0.5) 1.5
Current ratio (x)						
Current ratio (x) Receivable turnover days	1.4	1.3	1.2	1.3	1.4	1.5
Current ratio (x) Receivable turnover days Inventory turnover days	1.4 3.6	1.3 5.7	1.2 6.9	1.3 7.2	1.4 7.8	1.5 7.8
Current ratio (x) Receivable turnover days Inventory turnover days Payable turnover days	1.4 3.6 (29.9)	1.3 5.7 (31.2)	1.2 6.9 (28.8)	1.3 7.2 (27.1)	1.4 7.8 (28.0)	1.5 7.8 (28.2)
Current ratio (x) Receivable turnover days Inventory turnover days Payable turnover days VALUATION	1.4 3.6 (29.9) (54.9)	1.3 5.7 (31.2) (61.1)	1.2 6.9 (28.8) (64.5)	1.3 7.2 (27.1) (63.3)	1.4 7.8 (28.0) (62.8)	1.5 7.8 (28.2) (63.1)
Current ratio (x) Receivable turnover days Inventory turnover days Payable turnover days VALUATION YE 31 Dec	1.4 3.6 (29.9) (54.9) 2021 A	1.3 5.7 (31.2) (61.1) 2022A	1.2 6.9 (28.8) (64.5) 2023A	1.3 7.2 (27.1) (63.3) 2024E	1.4 7.8 (28.0) (62.8)	1.5 7.8 (28.2) (63.1) 2026E
Current ratio (x)	1.4 3.6 (29.9) (54.9)	1.3 5.7 (31.2) (61.1)	1.2 6.9 (28.8) (64.5)	1.3 7.2 (27.1) (63.3)	1.4 7.8 (28.0) (62.8) 2025E	1.5 7.8 (28.2) (63.1)

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.



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