

招商银行全资附属机 A Wholly Owned Subsidiary Of China Merchants Ba

China Catering Sector

Government policy loosening continues

- What is new? NDRC and 13 other departments co-announced polices to facilitate recovery of the service industry. Last Friday, 14 government departments in China, including the NDRC, issued the "Policies to facilitate recovery and development of service industry which is in difficulties / 《关于促进服务业领域困难行业恢复发展的若干政策》". Under this guideline, the supportive measures can be split into 6 major categories, namely: 1) taxes reduction, 2) delay in insurance payments (e.g. for employees), 3) rental reliefs by state-owned landlords, 4) reductions of delivery fees charged by online platforms, 5) increases in COVID-19 related subsides and 6) looser bank lending and more favorable interest fees. The service industry (catering and retail in particular) will be the most eligible, and these benefits will mostly be effective in FY22E (a small part will last onwards).
- Our view: Positive, about 1ppt+ potential Net profit margin boost in FY22E, for most consumer sectors (even more for catering).
 - 1) Central government is continuing its policies loosening since Jan 2022. These measures are in-line with recent speeches by NDRC Vice chairman Mr. Ning Jizhe and Premier of State Council Mr. Li Keqiang in Jan and Feb 2021, that the government is now more pro-active on stabilizing the consumption and economic growth, by rolling out more fiscal and monetary stimulus.
 - 2) Positive and slightly better than expected, based on our calculation for the catering sector. COVID-19 related benefits (including government grants, taxes reliefs, rental reliefs and interest fees reduction) was about 2ppt-6ppt of sales back in FY20, assuming this round of measures to be much less, it can still generate about 1ppt+ boost in net profit margin.
 - 3) Catering sector will benefit more (Positives from delivery fees adjustments: Nayuki > Ajisen = JMJ > YUMC > XBXB > HDL). The catering brands may enjoy more thanks to the potential reduction in delivery fees. Based on our calculation, the take rate charged by online platforms (such as meituan) was about 13.4% in FY20 (10%-15%/ 20%-25% for restaurant chains/ independent ones, typical speaking) and for 1ppt cut in take rate, about RMB 18mn can be saved (about 0.18% of total sales, on average). Therefore, assuming 1ppt-2ppt cut in take rates, we forecast about 0.2ppt-0.4ppt NP margin boost in FY22E. Nayuki, given its super high delivery sales mix (at 38%), high other income (at 7% of sales) and high finance costs (4% of sales), plus its fairly low net profit margin, should benefit the most under these measures. YUMC, given its higher mix of self-operated OR outsourced rider team, the potential benefit may be less. For HDL and XBXB, due to their relatively low delivery mix, the boost might be limited. Our preference: JMJ> HDL>YUMC>Nayuki=XBXB.

Valuation Table

Company	Ticker	Rating	Mkt cap	TP	Price	Up/down	n P/E		РВ	ROE (%)	
			(HK\$ mn)	(LC)	(LC)	side	FY1	FY2	FY2	FY2	
Jiumaojiu	9922 HK	BUY	29,650	19.67	20.40	-4%	53.3	32.7	6.0	16.7	
Haidilao	6862 HK	HOLD	112,595	16.85	20.20	-17%	n/a	36.3	6.9	20.4	
Nayuki	2150 HK	HOLD	12,778	7.83	7.45	5%	n/a	47.2	2.6	8.6	
Yum China	9987 HK	HOLD	173,254	343.43	404.80	-15%	30.6	25.2	2.6	11.6	
CDC	341 HK	BUY	7,720	19.05	13.18	45%	33.1	19.7	2.4	12.5	
Yihai	1579 HK	BUY	40,410	108.52	38.60	181%	36.0	29.9	6.5	23.1	
XBXB	520 HK	NR	6,103	n/a	5.62	n/a	40.7	14.2	1.9	13.2	
Source: Bloomberg, CMBIS estimates											

OUTPERFORM (Maintain)

China Catering Sector

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Source: Bloomberg, CMBIS estimates

Haidilao (6862 HK) share price



Source: Bloomberg, CMBIS estimates

Nayuki (2150 HK) share price



Source: Bloomberg, CMBIS estimates

Yum China (9987 HK) share price

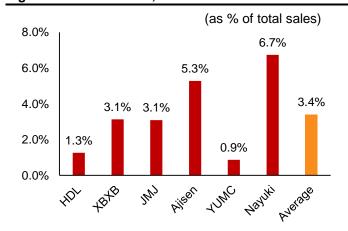


Source: Bloomberg, CMBIS estimates



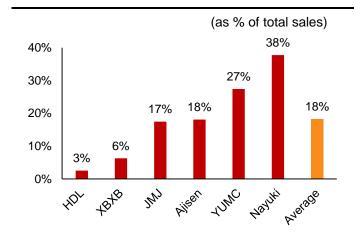
Focus Charts

Figure 1: Other income, as % of total sales in FY20



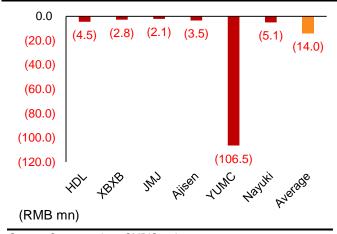
Source: Company data, CMBIS estimates

Figure 3: Delivery sales, as % of total sales in FY20



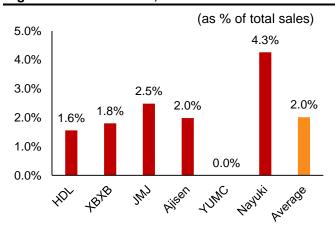
Source: Company data, CMBIS estimates

in take rate in FY20



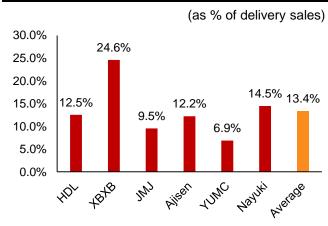
Source: Company data, CMBIS estimates

Figure 2: Finance costs, as % of total sales in FY20



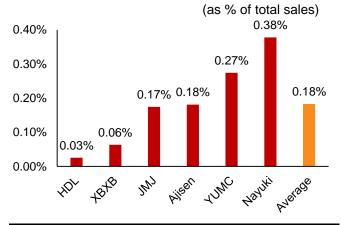
Source: Company data, CMBIS estimates

Figure 4: Delivery service fees, as % of delivery sales in FY20



Source: Company data, CMBIS estimates

Figure 5: Delivery fees reduction, assuming 1ppt cut Figure 6: Potential increase in net profit margin, assuming 1ppt cut in take rate in FY20.



Source: Company data, CMBIS estimates



Figure 7: "Policies to facilitate recovery and development of service industry which is in difficulties/《关于促进服务业领域困难行业恢复发展的若干政策》 – on service industry

-、服务业普惠性纾困扶持措施 延续服务业增值税加计抵减政策,2022年对生产、生活性服务业纳税人当期可抵扣进项税额继续分别按10%和15%加计抵减应纳税 额。 2022年扩大"六税两费"适用范围,将省级人民政府在50%税额幅度内减征资源税、城市维护建设税、房产税、城镇土地使用税、印花 税(不含证券交易印花税)、耕地占用税和教育费附加、地方教育附加等"六税两费"的适用主体,由增值税小规模纳税人扩展至小型 微利企业和个体工商户。符合条件的服务业市场主体可以享受。 鼓励各地可根据条例授权和本地实际,2022年对缴纳房产税、城镇土地使用税确有困难的纳税人给予减免。符合条件的服务业市场 3 主体可以享受。 2022 年加大中小微企业设备器具税前扣除力度。中小微企业 2022年度内新购置的单位价值 500 万元以上的设备器具,折旧年限为 3年的可选择一次性税前扣除,折旧年限为4年、5年、10年的可减半扣除。企业可按季度享受优惠,当年不足扣除形成的亏损,可在 以后 5 个纳税年度结转扣除。符合条件的服务业市场主体可以享受。 2022年延续实施阶段性降低失业保险、工伤保险费率政策。对不裁员、少裁员的企业继续实施普惠性失业保险稳岗返还政策, 在 5 2022 年度将中小微企业返还比例从 60%最高提至 90%。符合条件的服务业市场主体可以享受。 2022年被列为疫情中高风险地区所在的县级行政区域内的服务业小微企业和个体工商户承租国有房屋,2022年减免6个月租金,其他 地区减免3个月租金。各地可统筹各类资金,对承租非国有房屋的服务业小微企业和个体工商户给予适当帮扶。鼓励非国有房屋租赁 主体在平等协商的基础上合理分担疫情带来的损失。对减免租金的房屋业主,2022年缴纳房产税、城镇土地使用税确有困难的,鼓 励各地可根据条例授权和地方实际给予减免。因减免租金影响国有企事业单位业绩的,在考核中根据实际情况予以认可。 2022 年引导银行用好 2021 年两次降低存款准备金率释放的 2.2 万亿元资金,发挥好货币政策工具的总量和结构双重功能, 7 优先支持困难行业特别是服务业小微企业和民营企业。 2022 年发挥好支持普惠小微的市场化工具引导作用,对地方法人银行普惠小微贷款余额增量的 1%提供激励资金,用好 4000 亿元再贷款滚动额度,引导金融机构加大对困难行业特别是服务业领域的倾斜力度。鼓励金融机构对符合续贷条件的服务业市场主 体按正常续贷业务办理,不得盲目惜贷、抽贷、断贷、压贷, 保持合理流动性。 2022年继续推动金融系统减费让利,落实好贷款市场报价利率(LPR)下行、支农支小再贷款利率下调,推动实际贷款利率在前期 大幅降低基础上继续下行,督促指导降低银行账户服务收费、人民币转账汇款手续费、银行卡刷卡手续费,减轻服务业小微企业和 个体工商户经营成本压力。

采取切实有效措施制止乱收费、乱摊派、乱罚款行为,研究实施专项整治行动方案,完善整治涉企乱收费协同治理和联合惩戒机制

防止对服务业的各项助企纾困政策效果被"三乱"抵消。鼓励服务业行业采取多种手段开展促销活动。

Source: NDRC, CMBIS estimates

10



Figure 8: "Policies to facilitate recovery and development of service industry which is in difficulties/《关于促进服务业领域困难行业恢复发展的若干政策》 - on catering industry

	二、餐饮业纾困扶持措施
1	鼓励有条件的地方对餐饮企业免费开展员工定期核酸检测,对企业防疫、消杀支出给予补贴支持。2022年原则上应给予餐饮企业员工定期核酸检测不低于 50%比例的补贴支持。
2	引导外卖等互联网平台企业进一步下调餐饮业商户服务费标准,降低相关餐饮企业经营成本。引导互联网平台企业对疫情中高风险地区所在的县级行政区域内的餐饮企业,给予阶段性商户服务费优惠。
3	允许失业保险、工伤保险基金结余较多的省份对餐饮企业阶段性实施缓缴失业保险、工伤保险费政策,具体办法由省级人民政府确定。符合条件的餐饮企业提出申请,经参保地人民政府批准可以缓缴,期限不超过一年,缓缴期间免收滞纳金。
4	引导金融机构加强与餐饮行业主管部门信息共享,运用中小微企业和个体工商户的交易流水、经营用房租赁以及有关部门掌握的信用信息等数据,提升风险定价能力,更多发放信用贷款。鼓励符合条件的餐饮企业发行公司信用类债券,拓宽餐饮企业多元化融资渠道。
5	鼓励政府性融资担保机构为符合条件的餐饮业中小微企业提供融资增信支持,依法依约及时履行代偿责任,积极帮助受疫情影响企业续保续贷。支持有条件的地方向政府性融资担保机构注资、提供融资担保费用补贴。
6	鼓励保险机构优化产品和服务,扩大因疫情导致餐饮企业营业中断损失保险的覆盖面,提升理赔效率,提高对餐饮企业的保障程度。鼓励有条件的地方给予保费补贴。
7	鼓励餐饮企业为老年人提供助餐服务,地方结合实际因地制宜对老年人助餐服务给予适当支持。不得强制餐饮企业给予配套优惠措施。

Source: NDRC, CMBIS estimates



Figure 9: "Policies to facilitate recovery and development of service industry which is in difficulties/《关于促进服务业领域困难行业恢复发展的若干政策》- on retail industry

	三、零售业纾困扶持措施
1	鼓励有条件的地方对零售企业免费开展员工定期核酸检测,对企业防疫、消杀支出给予补贴支持。2022年原则上应给予零售企业员 工定期核酸检测不低于 50%比例的补贴支持。
2	中央财政通过服务业发展资金,支持开展县域商业体系建设。加强政策支持,发挥市场机制作用,推动"一个上行(农产品(5.950, 0.05, 0.85%)上行)"和"三个下沉(供应链下沉、物流配送下沉、商品和服务下沉)"。
3	中央财政继续通过服务业发展资金,支持10个省(自治区、直辖市)进一步加强农产品供应链体系建设,完善农产品流通骨干网络等。
4	允许失业保险、工伤保险基金结余较多的省份对零售企业阶段性实施缓缴失业保险、工伤保险费政策,具体办法由省级人民政府确定。符合条件的零售企业提出申请,经参保地人民政府批准可以缓缴,期限不超过一年,缓缴期间免收滞纳金。
5	对于各地商务主管部门推荐的应急保供、重点培育、便民生活圈建设等名单企业,鼓励银行业金融机构加大信贷支持,适当降低贷款利率,鼓励有条件的地方给予贷款贴息。引导金融机构加强与零售行业主管部门信息共享,运用中小微企业和个体工商户的交易流水、经营用房租赁以及有关部门掌握的信用信息等数据,提升风险定价能力,更多发放信用贷款。鼓励符合条件的零售企业发行公司信用类债券,拓宽零售企业多元化融资渠道。
6	鼓励政府性融资担保机构为符合条件的零售业中小微企业提供融资增信支持,依法依约及时履行代偿责任,积极帮助受疫情影响企业续保续贷。支持有条件的地方向政府性融资担保机构注资、提供融资担保费用补贴。

Source: Bloomberg, CMBIS estimates



Peers Valuation

Figure 10: Peers valuation

		Rating	12M TP HK\$/ LC	Price HK\$/ LC	Up/dow n-side (%)	Mkt cap	Year	PER (x)		PBR (x)		ROE (%)	3yrs PEG(x)	Yield (%)	YTD
Company	Ticker						End	FY1	FY2	FY1	FY2	FY2	FY1	FY1	perf. (%)
Leading Greater China		Rating	LU	LU	(/0)	тихф инг	Liiu		FIZ		FIZ	FIZ			(70)
		DLIV	40.07	00.40	40/	20,050	D 00	C7 7	44 5	7.4		40.7	0.0	0.4	40.0
Jiumaojiu	9922 HK	BUY	19.67	20.40	-4%	29,650	Dec-20		41.5	7.1	6.0	16.7	0.8	0.1	48.9
Haidilao	6862 HK	HOLD	16.85	20.20	-17%	112,595	Dec-20	n/a	36.3	8.2	6.9	20.4	n/a	0.1	14.8
Nayuki	2150 HK	HOLD	7.83	7.45	5%	12,778	Dec-20	n/a	47.2	2.6	2.5	8.6	n/a	n/a	(13.0
Helens	9869 HK	NR	n/a	18.76	n/a	23,767	Dec-20	271.6	33.0	12.4	8.5	19.3	n/a	0.0	(0.6
Cafe De Coral	341 HK	BUY	19.05	13.18	45%	7,720	Mar-21	33.1	19.7	2.5	2.4	12.5	2.6	1.7	(5.2
Xiabuxiabu	520 HK	NR	n/a	5.62	n/a	6,103	Dec-20	40.7	14.2	2.1	1.9	13.2	0.1	1.2	(7.7)
Tam Jai	2217 HK	NR	n/a	2.82	n/a	3,780	Mar-21	12.8	9.7	2.2	1.9	20.6	1.1	1.9	(15.6
Yihai	1579 HK	BUY	108.52	38.60	181%	40,410	Dec-20		29.9	7.9	6.5	23.1	2.3	0.7	7.1
		HOLD		404.80								11.6			
Yum China	9987 HK		343.43		-15%	173,254	Dec-21	30.6	25.2	2.9	2.6		255.3	1.0	5.8
Gourmet Master	2723 TT	NR	n/a	115.00	n/a	5,797	Dec-20	17.7	16.5	1.7	1.7	10.2	1.1	3.5	2.2
							Avg.	63.8	27.3	5.0	4.1	15.6	37.6	1.1	3.7
							Med.	34.5	27.5	2.7	2.6	15.0	1.1	1.0	0.8
Other Greater China C	atering														
Fairwood	52 HK	NR	n/a	15.50	n/a	2,008	Mar-21	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.0
Tai Hing	6811 HK	NR	n/a	1.30	n/a	1,305	Dec-20	n/a	n/a	n/a	n/a	n/a	n/a	n/a	(4.4)
Hop Hing	47 HK	NR	n/a	0.08	n/a	796	Dec-20	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.0
Ajisen	538 HK	NR	n/a	1.23	n/a	1,343	Dec-20	14.9	10.1	n/a	n/a	n/a	n/a	5.0	(2.4)
, Aloci I	JJU I IIX	1417	11/4	1.20	11/4	1,343	Avg.	14.9	10.1	n/a	n/a	n/a	n/a	5.0 5.0	(1.7)
							_	14.9	10.1						
Greater China Caterin	a						Med.	14.9	10.1	n/a	n/a	n/a	n/a	5.0	(1.2)
Greater China Caterin	<u>y</u>						۸۷۵	58.3	25.7	5.0	4.1	15.6	37.6	1.5	2.1
							Avg.	33.1	25.7	2.7	2.6	15.0	1.1	1.5	
							Med.	33.1	25.2	2.1	2.6	15.0	1.1	1.1	(0.3)
nternational Catering															
Yum! Brands	YUM US	NR	n/a	125.80	n/a	283,611	Dec-21	25.7	22.7	n/a	n/a	(12.1)	1.1	1.8	(9.4)
Mcdonald'S	MCD US	NR	n/a	250.60	n/a	1,460,794	Dec-21	24.6	22.5	n/a	n/a	(452.5)	4.2	2.2	(6.5)
Starbucks	SBUX US	NR	n/a	93.34	n/a	837,575	Oct-21	27.9	23.9	n/a	n/a	(42.4)	1.6	2.1	(20.2
Restaurant Brands	QSR US	NR	n/a	57.05	n/a	202,411	Dec-21	19.1	17.1	10.4	10.3	42.5	1.7	3.8	(6.0)
Chipotle Mexican	CMG US	NR	n/a	1523.3	n/a	333,111	Dec-21	48.2	36.7	16.1	13.2	38.4	1.6	n/a	(12.9
Darden	DRIUS	NR	n/a	144.74	n/a	144,213	May-21		17.1	7.3	6.8	41.8	0.8	3.0	(3.9)
							•								
Domino'S Pizza	DPZ US	NR	n/a	435.62	n/a	123,651	Jan-21		28.6	n/a	n/a	(1.8)	2.8	0.9	(22.8
Wendy'S	WENUS	NR	n/a	22.71	n/a	39,087	Jan-21		25.6	10.2	11.8	43.5	1.4	1.9	(4.8)
Shake Shack	SHAK US	NR	n/a	72.07	n/a	23,649	Dec-21	n/a	237.1	7.3	7.0	2.2	n/a	n/a	(0.1)
Wingstop	WING US	NR	n/a	150.30	n/a	34,985	Dec-21	84.7	68.1	n/a	n/a	(28.2)	1.4	0.5	(13.0)
Jollibee Foods	JFC PM	NR	n/a	247.00	n/a	41,547	Dec-21	45.9	32.9	3.9	3.9	13.7	5.0	8.0	14.1
	<u> </u>					,.	Avg.	35.5	48.4	9.2	8.8	(32.3)	2.1	1.9	(7.8)
							Med.	28.0	25.6	8.8	8.6	2.2	1.6	1.9	(6.5)
							wicu.	20.0	20.0	0.0	0.0		1.0	1.5	(0.0)
A-shares Greater Chin	a Caterina														
		NID	n/a	07.00	n/a	E00 400	Doc 20	61.6	E1 0	16.2	12 E	20.4	2.6	0.0	(6.0)
Foshan Haitian	603288 CH	NR	n/a	97.88	n/a	508,493	Dec-20		51.9	16.3	13.5	29.1	3.6	0.9	(6.9)
Fujian Sunner	002299 CH		n/a	20.95	n/a	32,139	Dec-20		19.6	2.8	2.6	11.8	5.1	1.2	(13.3
Angel Yeast	600298 CH		n/a	56.20	n/a	57,723	Dec-20		28.3	6.5	5.5	20.2	2.1	0.9	(6.9)
Meihua	600873 CH	NR	n/a	7.91	n/a	30,226	Dec-20	10.3	8.6	2.3	1.8	21.2	0.2	3.8	3.1
Guangzhou Restaurant	603043 CH	NR	n/a	23.60	n/a	16,461	Dec-20	24.5	19.7	4.4	3.8	19.6	1.0	1.8	(1.9)
China Quanjude	002186 CH		n/a	9.75	n/a	3,709	Dec-20	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.6
Xi'An Catering	000721 CH		n/a	4.39	n/a	3,107	Dec-20	n/a	n/a	n/a	n/a	n/a	n/a	n/a	8.9
	000121 011	1411	11/4	1.00	11/4	5,107	Avg.	34.6	25.6	6.5	5.4	20.4	2.4	1.7	(2.3)
							Med.	34.3	19.7	4.4	3.8	20.4	2.1	1.2	
							wed.	34.3	13.7	4.4	3.0	20.2	4.1	1.2	(1.9)
H charac Canauma - C	tanlas														
H-shares Consumer S		ND	n/-	0.40	n/-	26.000	Doc 00	20.0	47.0	0.4	0.4	10.4	2.5	E 4	44.4
UPC	220 HK	NR	n/a	8.40	n/a	36,282	Dec-20		17.6	2.1	2.1	12.1	2.5	5.1	11.1
Tingyi	322 HK	NR	n/a	18.04	n/a	101,591	Dec-20		19.2	3.9	3.9	20.8	2.6	5.9	12.6
Want Want	151 HK	NR	n/a	7.96	n/a	94,720	Mar-21	18.0	16.9	4.6	4.4	27.3	2.0	3.5	11.2
Mengniu Dairy	2319 HK	NR	n/a	49.70	n/a	196,477	Dec-20		25.0	4.3	3.8	15.4	0.9	0.9	12.4
Vitasoy	345 HK	NR	n/a	15.32	n/a	16,393	Mar-21	n/a	42.8	4.9	4.5	10.4	n/a	0.1	(2.7)
Budweiser Brewing	1876 HK	NR	n/a	23.10	n/a	305,922	Dec-20		35.7	3.5	3.3	9.3	1.2	0.1	13.0
•															
Tsingtao Brewery	168 HK	NR	n/a	76.30	n/a	134,209	Dec-20		26.3	3.8	3.5	13.5	1.4	1.5	4.5
CR Beer	291 HK	NR	n/a	62.85	n/a	203,897	Dec-20		36.4	6.8	6.1	16.7	0.9	1.1	(1.6)
Dali Foods	3799 HK	NR	n/a	4.29	n/a	58,748	Dec-20		11.6	2.5	2.3	20.1	1.6	4.2	5.1
							A	00 5	05.7	4.4	2.0	16.2	1.6	2.6	7.3
							Avg.	26.5	25.7	4.1	3.8	10.2	1.0	2.0	7.5

Source: Bloomberg, Company data, CMBIS estimates



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