CMB International Global Markets | Equity Research | Company Update



HUYA (HUYA US)

Looking at game monetization and better margin

Huya delivered better-than-feared 3Q23 results, with rev 8% above consensus and adj. NPM at 6.3% (vs. consensus of -4.1%). Livestreaming headwinds might linger into 4Q23E, but well priced in. We suggest focusing on its game monetization and better margin outlook in FY24E. We forecast game-related rev to contribute >10% in FY24E, and 30% in FY25E. We lift our adj. NPM estimates by +2.4ppts/1.1ppts/2.8ppts in FY23/24/25E, on the back of its scaling game-related rev (higher margin), content optimization and prudent operation. We see Huya as a defensive name for its upcoming fundamental improvement, attractive valuation (US\$1.5bn net cash, vs. mkt cap of US\$886mn), active share repurchases and potential dividends program. Maintain BUY with a higher TP at US\$6.8. Suggest to buy on dips.

- Better-than-feared 3Q23. Huya's 3Q23 rev declined 31% YoY (8% above consensus), with livestreaming -24% YoY and others -68% YoY. Livestreaming paying users dropped 23.6% YoY to 4.2mn in 3Q23, primarily on proactive business adjustments, soft macro and traffic shift towards offline activities. Shrinking others is attributable to the significant decrease in rev from content sub-licensing. Huya achieved a GPM of 13.9%, largely above consensus of 8.8%, mainly on lower rev-sharing fees and bandwidth costs. Coupled with prudent cost control, its adj. NPM beat consensus (-4.1%) and came in at 6.3%. During 3Q23, Huya repurchased 3.5mn ADRs with US\$9mn, representing 9% of the share repurchase program announced in Aug 2023.
- Moving beyond transition with better margin outlook. Given livestreaming adjustments, we forecast rev to fall 28% YoY in 4Q23E. We think 4Q23E topline trend has already been priced in, and suggest looking at FY24E recovery with revenue resuming growth and a better margin outlook. We are positive on its new monetization opportunities (e.g. game distribution, in-game sales, game ads, etc.), by leveraging the Tencent eSports ecosystem. Huya tested water in the distribution of Maple Story Mobile < 冒险岛>, and we expect more titles to come. We forecast game-related rev to contribute >10% in FY24E, and 30% in FY25E. On the margin front, we think Huya may turn profitable in FY23E (prior in FY24E) thanks to its better-than-expected GPM and stringent opex, despite ST dilution in 4Q23E on higher license cost. We lifted our adj. NPM estimates by +2.4ppts/1.1ppts/2.8ppts to 1.3%/1.6%/4.8% in FY23/24/25E, on the back of scaling game-related rev (higher margin), content optimization and prudent operation.

Maintain BUY. To reflect the better margin outlook, we raise our adj. NPM estimates by +2.4ppts/1.1ppts/2.8ppts in FY23/24/25E. Our DCF-based TP is lifted to US\$6.8. Further game monetization should boost a re-rating ahead, in our view.

Earnings Summary

Earnings Summary					
(YE 31 Dec)	FY21A	FY22A	FY23E	FY24E	FY 25E
Revenue (RMB mn)	11,351	9,220	6,924	6,926	7,725
YoY growth (%)	4.0	(18.8)	(24.9)	0.0	11.5
Adj. net income (RMB mn)	454	(282)	90	111	367
Adj. EPS (RMB)	1.88	(1.2)	0.4	0.45	1.45
YoY growth (%)	(64.5)	NA	NA	NA	230.1
Consensus EPS (RMB)	NA	NA	(0.3)	0.3	1.3
P/E (x)	14.3	NA	NA	60.2	18.5
P/S (x)	0.57	0.70	0.93	0.93	0.83
Yield (%)	0.0	0.0	0.0	0.0	0.0
ROE (%)	4.3	(2.6)	0.8	1.0	3.2
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIGM estimates

BUY (Maintain)

Target Price US\$6.8 (Previous TP US\$6.3) Up/Downside +83.8% Current Price US\$3.7

China Entertainment Sector

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

Eason Xu (852) 3900 0849 easonxu@cmbi.com.hk

Stock Data Mkt Cap (US\$ mn) 886 Avg 3 mths t/o (US\$ mn) 3.81 52w High/Low (US\$) 6.50/2.01 Total Issued Shares (mn) 90

Source: Bloomberg

Shareholding Structure
Teachers Insurance & Annuity 10.8%
Asso of America
Goldman Sachs 7.9%
ARK Investment Management 6.0%

Source: Bloomberg Share Performance

	Absolute	Relative
1-mth	10.7%	7.8%
3-mth	23.5%	22.4%
6-mth	7.2%	-4.3%

Source: Bloomberg

12-mth Price Performance



Source: Bloomberg

Auditor: Ernst & Young



Figure 1: 3Q23 financial review

RMB mn	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	QoQ	YoY	Consensus	Diff %
Revenue	2,976	2,809	2,465	2,275	2,379	2,102	1,949	1,821	1,648	-7%	-31%	1,527	8%
Gross profit	504	1	334	219	342	(284)	256	273	228	6%	-33%	135	69%
Net profit	524	(313)	(3)	(19)	60	(524)	45	23	12	-48%	-80%	(83)	NA
Adj. net profit	180	(241.7)	47	6	106	(440)	86	115	103	35%	-3%	(63)	NA
Adj. EPS (RMB)	0.75	(1.00)	0.19	0.02	0.44	(1.81)	0.35	0.47	0.42	34%	-4%	(0.25)	NA
Margin (%)													
Gross margin	16.9%	0.0%	13.5%	9.6%	14.4%	-13.5%	13.2%	15.0%	13.9%			8.8%	
Operating margin	5.2%	-13.8%	-0.1%	-2.5%	2.4%	-26.1%	-0.5%	-0.1%	-1.1%			-10.7%	
Adj. net margin	6.0%	-8.6%	1.9%	0.3%	4.5%	-20.9%	4.4%	6.3%	6.3%			-4.1%	
Growth (%)													
Revenue (YoY)	5.7%	-6.1%	-5.4%	-23.2%	-20.1%	-25.2%	-20.9%	-19.9%	-30.7%			-38.0%	
Revenue (QoQ)	0.4%	-5.6%	-12.3%	-7.7%	4.5%	-11.6%	-7.3%	-6.6%	-9.5%			-27.4%	
Gross profit	-18.8%	-99.8%	-35.1%	-62.3%	-32.1%	NA	-23.1%	24.6%	-33.3%			-59.5%	
Adj. net profit	-50.2%	NA	-82.5%	-97.7%	-41.1%	NA	83.5%	1860.3%	-2.6%			NA	

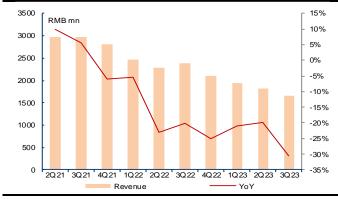
Source: Company data, Bloomberg, CMBIGM

Figure 2: 3Q23 revenue breakdown

3									_		
	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	QoQ	YoY
Revenue (RMB mn)	2,976	2,809	2,465	2,275	2,379	2,102	1,949	1,821	1,648	-9.5%	-30.7%
Live broadcasting	2,602	2,613	2,152	2,052	2,017	1,975	1,860	1,716	1,532	-10.7%	-24.1%
Others	374	196	313	223	361	127	89	106	116	9.8%	-67.9%

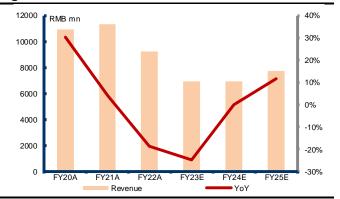
Source: Company data, CMBIGM

Figure 3: Quarterly revenue



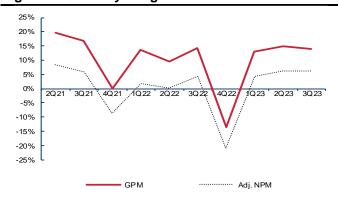
Source: Company data, CMBIGM

Figure 5: Annual rev estimates



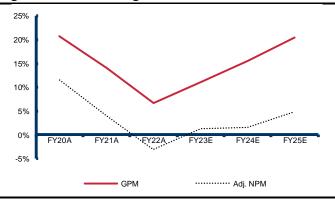
Source: Company data, CMBIGM estimates

Figure 4: Quarterly margin



Source: Company data, CMBIGM

Figure 6: Annual margin estimates



Source: Company data, CMBIGM estimates



Figure 7: CMBIGM estimates vs consensus

		CMBIGM		(Consensus			Diff (%)	
RMB mn, Dec-YE	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	6,924	6,926	7,725	6,777	6,630	7,373	2.2%	4.5%	4.8%
Gross profit	762	1,073	1,584	665	842	1,171	14.6%	27.5%	35.3%
Operating profit	(285)	(73)	248	(518)	(380)	(62)	NA	-80.8%	-497.9%
Adj. net profit	90	111	367	(111)	66	300	NA	69.5%	22.5%
EPS (RMB)	0.37	0.45	1.45	(0.34)	0.29	1.34	NA	56.0%	8.2%
Gross margin	11.0%	15.5%	20.5%	9.8%	12.7%	15.9%	+1.2ppts	+2.8ppts	+4.6ppts
Operating margin	-4.1%	-1.1%	3.2%	-7.6%	-5.7%	-0.8%	+3.5ppts	+4.7ppts	+4.0ppts
Net margin	1.3%	1.6%	4.8%	-1.6%	1.0%	4.1%	+2.9ppts	+0.6ppts	+0.7ppts

Source: Company data, Bloomberg, CMBIGM estimates

Figure 8: Earnings revision

		New			Old			Diff (%)	
RMB mn, Dec-YE	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	6,924	6,926	7,725	6,682	6,615	7,393	3.6%	4.7%	4.5%
Gross profit	762	1,073	1,584	670	1,079	1,545	13.8%	-0.6%	2.5%
Operating profit	(285)	(73)	248	(312)	(167)	19	NA	-56.3%	1194.7%
Adj. net profit	90	111	367	(92)	31	173	NA	256.2%	112.1%
EPS (RMB)	0.37	0.45	1.45	(0.38)	0.13	0.68	NA	256.2%	112.1%
Gross margin	11.0%	15.5%	20.5%	9.7%	10.9%	12.7%	+1.3ppts	+4.6ppts	+7.9ppts
Operating margin	-4.1%	-1.1%	3.2%	-3.7%	-1.7%	0.3%	-0.4ppts	+0.7ppts	+2.9ppts
Net margin	1.3%	1.6%	4.8%	-1.1%	0.5%	2.0%	+2.4ppts	+1.1ppts	+2.8ppts

Source: Company data, CMBIGM estimates

Figure 9: DCF valuation

DCF valuation (RMB mn)										
	2023E	2024E	2025E	2026E	2025E	2026E	2027E	2028E	2029E	2030E
EBIT	(285)	(73)	248	287	324	360	392	419	443	463
Tax	0	(20)	(65)	(43)	(49)	(54)	(59)	(63)	(66)	(69)
D&A	137	151	166	182	200	220	242	267	293	323
Working capital	(326)	(52)	71	33	27	30	40	42	38	34
CAPEX	(63)	(66)	(69)	(73)	(77)	(80)	(84)	(89)	(93)	(98)
FCF	(538)	(60)	350	386	427	476	532	576	614	652
FCF Growth	NA	NA	NA	10%	10%	12%	12%	8%	7%	6%
Terminal Value										5,973
PV (FCF+ Terminal Value)	(538)	(53)	268	259	250	245	239	227	212	1,998

Assumptions	
WACC	14.2%
Tax rate	20.0%
Risk free rate	3.6%
Cost of debt	0.0%
Beta	1.30
Market risk return	11.8%
Terminal growth rate	3.0%

					VV.			
				12.2%	13.2%	14.2%	15.2%	16.2%
Equity Value			1.5%	7.1	6.9	6.7	6.5	6.4
PV	3,108		2.0%	7.2	6.9	6.7	6.5	6.4
minus: Net cash	(9,229)	Growth	2.5%	7.3	7.0	6.8	6.6	6.4
minus: Minority Interest	0	Olow all	3.0%	7.3	7.1	6.8	6.6	6.5
Equity Value	12,337		3.5%	7.4	7.1	6.9	6.7	6.5
Shares (mn)	248		4.0%	7.5	7.2	6.9	6.7	6.5
Target Price (US\$) based on DCF	6.8		4.5%	7.6	7.3	7.0	6.7	6.6

Source: Company data, CMBIGM estimates



Figure 10: Peers valuation

Company	Ticker	Mkt cap C	urrency	Price	CMBI	СМВІ		PE			PS		FY23-25 EPS
		(USD mn)		ı	Rating	TP	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	CAGR
Huya	HUYA US	886	USD	3.7	BUY	6.8	73.3	60.2	18.5	0.9	0.9	0.8	120%
Game													
Tencent	700 HK	385,005	HKD	316	BUY	460	18.8	15.9	13.9	4.5	4.1	3.7	15%
NetEase	NTES US	73,705	USD	114	BUY	125	18.0	17.5	15.8	5.1	4.6	4.2	-3%
XD Inc.	2400 HK	861	HKD	14	NA	NA	30.9	16.4	11.5	1.6	1.3	1.2	65%
Average							18.4	16.6	13.7	3.7	3.3	3.0	6%
Livestreaming	& VAS												
Momo	MOMO US	1,327	USD	7	HOLD	14	4.6	4.5	4.2	0.8	0.8	0.8	5%
YY	YY US	2,599	USD	42	BUY	51	11.3	11.2	9.8	1.1	1.1	1.0	11%
Bilibili	BILI US	6,142	USD	15	BUY	24	NA	NA	49.6	2.0	1.7	1.5	NA
Douyu	DOYU US	305	USD	1	NA	NA	17.9	17.9	18.0	0.4	0.4	0.4	45%
TME	TME US	13,145	USD	8	NA	NA	16.2	15.2	13.6	3.5	3.5	3.1	10%
Mango	300413 CH	7,301	CNY	28	NA	NA	24.3	20.4	17.7	3.6	3.2	2.9	18%
iQIYI	IQ US	4,762	USD	5	BUY	9	13.8	10.0	8.3	1.1	1.0	0.9	26%
Average							14.7	13.2	11.9	1.8	1.7	1.5	14%
Advertising													
Baidu	BIDU US	38,295	USD	110	BUY	199	10.6	10.5	9.4	2.1	1.9	1.7	6%
Weibo	WB US	2,731	USD	12	BUY	25	5.4	5.1	4.7	1.5	1.5	1.4	9%
Average							8.0	7.8	7.0	1.8	1.7	1.6	7%
Global entertai	inment												
Facebook	META US	864,271	USD	336	NA	NA	23.0	18.3	16.4	6.5	5.7	5.1	16%
Netflix	NFLX US	196,365	USD	449	NA	NA	35.8	27.5	22.5	5.8	5.1	4.6	27%
Snapchat	SNAP US	20,004	USD	12	NA	NA	NA	99.7	76.0	4.3	3.8	3.3	99%
Average							29.4	22.9	19.4	5.6	4.9	4.4	21%
Average							16.7	14.7	12.7	2.9	2.6	2.4	13%

Source: Bloomberg, CMBIGM estimates



Financial Summary

Income statement						Cash flow summa	ry				
YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E	YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenues	11,351	9,220	6,924	6,926	7,725	Net income	583	(487)	(243)	(6)	236
Live broadcasting	10,186	8,196	6,492	5,694	5,507	D&A	113	124	137	151	166
Others	1,165	1,025	432	1,232	2,218	Change in WC	(160)	(312)	(326)	(52)	71
						Others	(134)	149	308	118	132
COGS	(9,751)	(8,610)	(6, 162)	(5,853)	(6,141)	Operating CF	403	(525)	(125)	211	605
Gross profit	1,600	611	762	1,073	1,584						
R&D	(819)	(680)	(621)	(661)	(727)	Capex	(124)	(130)	(137)	(143)	(151)
S&M	(760)	(483)	(377)	(419)	(544)	Others	(2,377)	(666)	-	. ,	
G&A	(327)	(320)	(267)	(272)	(280)	Investing CF	(2,501)	(796)	(137)	(143)	(151)
Other income	275	166	100	88	85		(, ,	(/	(- /	(-/	(-)
Operating profit	(30)	(706)	(403)	(191)	116						
operating prom	(,	(/	(/	(- /		Issuance of preference shares	-	-	-	-	-
Fair value change	44	8	(190)	-	-	Issuance of common	-	-	-	-	-
-	247	298	350	205	185	shares	595				
Interest income Other income and	(1)	(58)	0	(0)	100	Others	595	-	-	_	-
expenses	(1)	(30)	U	(0)	_	Financing CF	393	-	-	-	-
Pre-tax Income	260	(458)	(243)	14	302						
						Net change in cash	(1,503)	(1,322)	(261)	67	454
Income Tax	(55)	(28)	-	(20)	(65)	Cash (beg of yr)	3,294	1,791	469	208	275
Net profit	583	(487)	(243)	(6)	236	Fx effect	-	-	-	-	-
Adj. net profit	454	(282)	90	111	367	Cash (end of yr)	1,791	469	208	275	729
Balance sheet	FV04 A	EV00 A	FYOOF	EV0.4E	FYORE	Key ratios YE 31 Dec	EV04 A	E)/00 A	EV-00E	EV04E	E)/OFE
YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E		FY21A	FY22A	FY23E	FY24E	FY25E
Non-current assets	1,339	2,693	1,620	1,613	1,597	Sales mix (%)	00.7	00.0	00.0	00.0	74.0
Property and equipment	80	201	186	167	142	Live broadcasting	89.7		93.8	82.2	71.3
Right-of-use assets	395	345	345	345	345	Others	10.3		6.2	17.8	28.7
Intangible assets	84	58	72	85	94	Total	100.0	100.0	100.0	100.0	100.0
Others	780	2,090	1,017	1,016	1,016	• 4 (00)					
	44.040	40.454	0.007	40.054	40.545	Growth rate (%)	4.0	(40.0)	(04.0)	0.0	44.5
Current assets	11,916	10,454	9,987	10,054	10,515	Revenue	4.0	` ,	(24.9)	0.0	11.5
Cash, and stricted cash	1,791	655	208	275	729	Gross profit	(29.4)	(61.8)	24.8	40.8	47.6
Accounts and notes receivables	88	76	57	57	64	EBIT	NA	NA	NA	NA	NA
Short-term deposits	8,352	9,018	9,018	9,018	9,018	Adj. net profit	NA	NA	NA	NA	230.1
Other current asset	1,686	704	704	704	704						
						P&L ratios (%)					
Current liabilities	2,745	2,304	1,959	1,907	1,985	Operating margin	(0.3)	(7.7)	(5.8)	(2.8)	1.5
Accounts payables	13	23	16	15	16	Pre-tax margin	2.3	(5.0)	(3.5)	0.2	3.9
Deferred revenue	460	446	435	425	416	Adj. net margin	4.0	(3.1)	1.3	1.6	4.8
Accruals	1,845	1,592	1,265	1,224	1,310	Effective tax rate	(21.3)	6.1	0.0	(140.8)	(21.5)
Others	427	243	243	243	243		. ,			. ,	. ,
Name and the second	400	400	400	400	100	Returns (%)		(0.0)	2.5		
Non-current liabilities	169	103	103	103	103	ROE	4.3	(2.6)	8.0	1.0	3.2
Lease liabilities	45	9	9	9	9	ROA	3.4	(2.1)	0.8	1.0	3.0
Deferred revenue	119	73	73	73	73						
Deferred tax liabilities	5	21	21	21	21	Per share					
						EPS (RMB)	1.9	(1.2)	0.4	0.4	1.4
	10 E10	10 0 12	10,907	11,019	11,386	DPS (RMB)	_		_	_	_
Shareholders' equity	10,510	10,843	10,307	,	11,000	DE 2 (KIND)					



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OUTPERFORM : Industry expected to outperform the relevant broad market benchmark over next 12 months

MARKET-PERFORM : Industry expected to perform in-line with the relevant broad market benchmark over next 12 months

UNDERPERFORM : Industry expected to underperform the relevant broad market benchmark over next 12 months

CMB International Global Markets Limited

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

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