## CMB International Global Markets | Equity Research | Company Update



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# **Greentown Management (9979 HK)**

# Earnings beat with double surprises on dividend payout; Maintain Buy

Company's +32% YoY earnings growth in 2022 slightly beat the market expectation. Double surprises come from a special dividend which pushes the payout ratio to 100% in 2022, and a lift of future payout ratio to 80% (vs.60% originally). This boosted the share price by 3% against the HSI (-3%) yesterday. Considering 1) company's absolute leading position in the industry (25.5% mkt share) amid more favorable competitive landscape as others were affected by troubled parent.co.; 2) More business from Fls/LGFVs, which partly offset the continued slowdown in SMD business; and 3) Company's good target completion records, good cash flow and super high dividend payout, we maintain buy and lift TP 9% to HK\$9.39, reflecting 18x 2023E P/E.

- Earnings beat with margin largely improved. Company reported +32% YoY NP growth in 2022, (0.2% above our expectation) as total GP margin surprisingly lifted 6 ppt to 52% in 2022 from 46% in 2021 due to decrease in staff costs and slowdown in growth of services & outsourcing costs. (Figure 3). GPM for commercial PJM went up 9ppt to 54% from 45% and we noticed that the proportion of self-operated projects largely increased (Figure 2). We think it was likely due to 1) consolidation of Shangli who has more self-operated projects; 2) Company needs less help from partners to expand business amid more favorable competitive landscape; 3) Prop. market is having higher quality standard that makes company to choose more self-operating pattern to avoid risk; 4) Capital PJM with higher margin was included in this segment. Company expects NP growth to stay stable at ~30% YoY.
- Structure shifting continues with business from SMDs further declined. Company's revenue of RMB 2.7bn (+18.4% YoY) missed our estimates by 7.8% as commercial PJM growth slowed to 0.7% YoY if excluded the revenue from acquired company (vs. +13% YoY in 2022 with no acquisition). It is mainly due to the decline in business from SMDs which outpaced the growth of business from FIs/LGFVs, etc. Commercial PJM now accounted for 63% of total revenue in 2022 vs. 66% in 2021. Contribution from Government PJM reached 29%, close to the company's target of 30%. Company stated to lift contribution from Capital PJM (included in Commercial PJM) to 20% in the future and it already accounted for 11.7% of total new contract value in 2022.
- Double Surprises: payout ratio at 100%/80% in 2022/going forward. Company's special div. of HK\$ 0.9/share pushes 2022 payout ratio to 100%, totaled HK\$ 0.43/share represents dividend yield of 5.9%. The future payout ratio is also lifted to 80% from original guidance of 60%.
- Maintain Buy and lift TP 9% to HK\$ 9.39. Take into account of company's absolute leading position with 25.5% market share in the industry and more favorable competitive landscape, as well as factors including company's high brand value, asset light model, good cash flow without debt, super high dividend payout ratio, etc., we maintain Buy rating and lifted TP to HK\$ 9.39 (up 9% from the previous TP), reflecting 18x 2023E PE.

## **BUY (Maintain)**

Target Price HK\$9.39
(Previous TP HK\$8.60)
Up/Downside +29.5%
Current Price HK\$7.25

### **China PJM Sector**

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#### Stock Data

Mkt Cap (HK\$ mn)	14,573
Avg 3 mths t/o (HK\$ mn)	17.06
52w High/Low (HK\$)	7.67/4.19
Total Issued Shares (mn)	2,010
Source: Bloomberg	

#### **Shareholding Structure**

Greentown China Holings Ltd	71.28%
SUPOR Industrial capital	2.91%
LOU GONGWANG	1.23%
Source: HKEx	

#### **Share Performance**

	Absolute	Relative
1-mth	4.5%	10.9%
3-mth	16.0%	15.0%
6-mth	2.8%	-2.2%

Source: Bloomberg

#### 12-mth Price Performance



Source: Bloomberg Auditor: Deloitte



# **Earnings Summary**

(VE 24 Day)	EVO4 A	EVOCA	EVOSE	EVOAE	EVACE
(YE 31 Dec)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue (RMB mn)	2,243	2,656	3,372	4,294	5,465
YoY growth (%)	23.7	18.4	27.0	27.4	27.3
Net income (RMB mn)	565	745	935	1,174	1,461
EPS (RMB)	0.29	0.38	0.48	0.61	0.75
YoY growth (%)	12.4	30.7	25.6	25.5	24.4
Consensus EPS (RMB)	N.A.	0.37	0.46	0.58	0.76
P/E (x)	22.2	17.0	13.5	10.8	8.7
P/B (x)	3.8	3.4	3.8	3.6	3.4
Yield (%)	3.1	5.8	5.9	7.4	9.2
ROE (%)	16.9	19.9	27.8	33.1	38.8
Net gearing (%)	Net cash				

Source: Company data, Bloomberg, CMBIGM estimates



# **Earnings revision**

Considering that the competitive landscape is becoming more favorable as most competitors are affected by troubled parent Co. (company's mkt share rose to 25.5% in 2022 from 22.4% in 2021) and continued slowdown in SMD business will be partly offset by more business from Fls/LGFVs/local SOEs, we lifted our revenue estimates by 4-10% in 2023-24E and expect it to grow at 26-27% YoY in 2023-25E. We expect GPM to be stable at ~50%, resulted in a 9-13% higher NP estimates in 2023-24E. The NP growth was estimated at 27-28% YoY in 2023-25E.

Figure 1: Earnings revision

		New		Old		Diff (%)			
RMBmn	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E	FY23E	FY24E	FY25E
Revenue	3,372	4,294	5,465	3,257	3,910	n.a.	4%	10%	n.a.
Gross Profit	1,691	2,143	2,723	1,472	1,778	n.a.	15%	21%	n.a.
Operating Profit	969	1,269	1,625	924	1,142	n.a.	5%	11%	n.a.
Net profit	935	1,174	1,461	850	1,029	n.a.	10%	14%	n.a.
EPS (RMB)	0.48	0.61	0.75	0.44	0.54	n.a.	9%	13%	n.a.
Gross Margin	50.1%	49.9%	49.8%	45.2%	45.5%	n.a.	4.9 ppt	4.4 ppt	n.a.
Operating Margin	28.8%	29.5%	29.7%	28.4%	29.2%	n.a.	0.4 ppt	0.3 ppt	n.a.
Net Margin	27.7%	27.3%	26.7%	26.1%	26.3%	n.a.	1.6 ppt	1.0 ppt	n.a.

Source: Company data, CMBIGM estimates

Figure 2: FY22 results summary

9979 HK Greentown Mgmt. results summary				
RMB mn	2021	2022	YoY	vs. Est.
Revenue	2,243	2,656	18.4%	-7.8%
Commercial PJM	1,478	1,669	13.0%	-12.9%
Government PJM	572	781	36.6%	2.6%
Other services	194	206	6.1%	1.0%
Gross profit	1,041	1,389	33.4%	6.4%
Net profit	565	745	31.7%	0.2%
EPS (RMB)	0.29	0.38	30.7%	-0.6%
DPS (RMB)	0.20	0.38	90.0%	63.9%
Dividend payout ratio	68%	99%	45.4%	39 ppt
GP Margin	46.4%	52.3%	5.9 ppt	7 ppt
GP Margin - Commercial	45%	54%	9 ppt	10 ppt
GP Margin - Goernment	40.9%	40.8%	-0.1 ppt	0 ppt
GP Margin - Other services	74.2%	84.0%	9.8 ppt	10 ppt
Net Margin	25%	28%	3 ppt	2 ppt
Newly contacted GFA (mn sqm)	22.78	28.23	23.9%	
Collectable service fee	7.11	8.61	21.1%	
Total contracted GFA (mn sqm)	84.68	101.40	19.7%	

Source: Company data, CMBIGM

Figure 3: Self-operated projects largely increased

Revenue structure of main business	2020	2021	2022
Commercial PJM			
Self-operated	53%	48%	62%
Cooperation with business partners	47%	52%	38%
Government PJM			
Self-operated	98%	97%	95%
Cooperation with business partners	2%	3%	5%

Source: Company data, CMBIGM



Figure 4: Staff costs declined and Service & Outsourcing costs growth slowed down

		COGS		as % of total			
	2021	2022	YoY	2021	2022	YoY	
Staff costs	498.2	492.9	-1%	41%	39%	-3 ppt	
Service and outsouring costs	659.3	665.3	1%	55%	52%	-2 ppt	
Traveling expenses	13.2	15.0	14%	1%	1%	0 ppt	
Amortization of intangible assets	0.0	53.4	n.a.	0%	4%	4 ppt	
Others	31.8	40.8	28%	3%	3%	1 ppt	
Total	1,202.5	1,267.4	5%	100%	100%	n.a.	

Source: Company data, CMBIGM

Figure 5: Valuation table

Company	Ticker	CMBI rating	TP	Last price	Mkt Cap		P/E		Net profit g	rowth %	Dividend	l Yield	Payout ratio
			(HK\$)	(HK\$ mn)	(HK\$ mn)	22E	23E	24E	22E	23E	21A	22E	21A
Greentown Management	9979 HK	Buy	9.4	7.3	14,573	17.0	13.5	10.8	31.7	25.6	3.3%	5.9%	68%
Central China Management	9982 HK	Hold	1.4	0.6	1,941	5.1	4.4	3.8	-60.5	16.4	25.4%	14.0%	65%
					Average	15.6	12.4	10.0	20.9	24.5	5.9%	6.9%	67.6%
PM													
Country Garden Services	6098 HK	Buy	47.6	12.8	43,041	8.5	6.4	5.4	1.7	26.9	2.8%	3.1%	24%
CR MixC Lifestyle	1209 HK	Buy	44.3	40.1	91,528	36.1	27.6	21.9	23.3	31.4	0.8%	1.2%	38%
A-Living	3319 HK	Hold	34.2	7.9	11,175	4.5	3.8	3.3	-10.8	15.2	6.3%	5.1%	23%
Greentown Services	2869 HK	Buy	7.9	4.9	15,936	17.1	13.5	11.3	-12.0	26.2	4.1%	3.0%	69%
Ever Sunshine	1995 HK	Hold	12.7	2.9	5,090	5.8	4.5	3.6	18.4	26.8	4.5%	5.5%	29%
Poly Services	6049 HK	Hold	53.4	43.2	23,904	19.6	15.6	12.5	19.5	26.1	0.9%	1.0%	20%
S-Enjoy	1755 HK	Sell	8.5	5.8	5,018	6.7	4.8	4.1	18.0	27.5	3.2%	4.9%	21%
Powerlong Commercial	9909 HK	Buy	33.2	5.2	3,330	5.4	4.4	4.4	5.9	15.4	5.8%	6.8%	35%
Excellence CM	6989 HK	Buy	14.9	3.4	4,100	4.6	3.4	2.9	33.5	33.8	10.7%	10.8%	71%
Central China New Life	9983 HK	Buy	12.9	2.8	3,555	4.5	4.0	3.5	3.3	11.6	12.1%	15.6%	51%
Sino-Ocean Services	6677 HK	Buy	7.1	2.4	2,818	4.8	3.8	3.6	5.1	21.7	4.7%	6.3%	24%
New Hope Services	3658 HK	Buy	4.4	1.4	1,099	2.6	NA	NA	83.5	NA	6.3%	9.2%	29%
Redsun Services	1971 HK	Buy	9.4	2.2	892	2.9	2.0	NA	41.2	32.2	NA	NA	NA
Evergrande Services	6666 HK	Buy	10.4	2.3	24,865	4.9	3.7	NA	21.9	32.8	NA	NA	NA
Sunac Services	1516 HK	Buy	7.0	3.0	9,201	4.6	6.1	8.1	-161.8	NA	5.0%	0.0%	24%
Jinmao Services	816 HK	Hold	5.5	3.9	3,563	7.8	5.8	4.0	102.0	45.7	NA	NA	NA
					Average	19.2	14.9	11.8	9.1	27.4	2.3%	2.3%	30.3%

Source: Company data, Bloomberg, CMBIGM

Source: Company and CMBIGM estimates



# **Financial Summary**

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)		FY22A			FY25E	YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E
Revenue	2,243	2,656	3,372	4,294	5,465	Profit before tax	571	735	926	1,165	1,452
Commercial	1,478	1,669	2,097	2,653	3,346	D&A	25	24	24	24	24
Government	572	781	1,057	1,411	1,874	Change in working capital	57	29	(102)	19	17
Other service	194	206	218	231	245	Others	(119)	(118)	(238)	(300)	(374)
Cost of sales	(1,203)	(1,267)	(1,681)	(2,152)	(2,742)	Net cash from operating	566	714	686	1,044	1,325
Gross Profit	1,041	1,389	1,691	2,143	2,723						
						Capex	(21)	(39)	(46)	(56)	(67)
						Advance/repayment of long-term receivables	(238)	(36)	-	-	-
Selling and marketing expenses	(93)	(120)	(145)	(176)	(224)	Others	(238)	(178)	110	112	106
Administration expenses	(378)	(489)	(546)	(668)	(843)	Net cash from investing	(497)	(253)	63	57	39
Listing fee	-	-	-	-	-						
Other gains and losses	(10)	(73)	(30)	(30)	(30)	Dividends paid	(333)	(764)	(748)	(939)	(1,169)
Operating profit	560	707	969	1,269	1,625	Advance from/repayment of a related party	25	-	-	-	-
						Proceeds from issue of new shares	-	-	-	-	-
Finance cost - net	110	159	137	138	142	Others	(15)	(5)	(7)	(7)	(7)
Pre-tax Profit	722	925	1,16	1,46	1,825	Net cash from financing	(322)	(769)	(755)	(946)	(1,176)
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Income tax	(152)	(189)	(238)	(300)	(374)	Net change in cash	(260)	(307)	(6)	155	188
Discontinued operations	(.02)	(100)	(-55)	(000)	(014)	Exchange difference	(6)	-	-	-	-
PROFIT FOR THE YEAR	571	735	926	1,16	1,452	Exchange unicronic	(0)				
Non-controlling interest	5, 1	(9)	(9)	(9)	(9)	Cash at the beginning of the year	2,397	2,138	1,830	1,824	1,979
Net Profit attribute to	565	745	935	1,174	1,461	Cash at the end of the year	2,138	1,830	1,824	1,979	2,168
Net Floit attribute to	303	743	333	1,174	1,401	Cash at the end of the year	2,130	1,030	1,024	1,313	2,100
Balance sheet						Key ratios					
YE 31 Dec (RMB mn)	FY21A	FY22A	FY23E	FY24E	FY25E	YE 31 Dec	FY21A	FY22A	FY23E	FY24E	FY25E
Current assets	3,701	3,858	4,264	5,024	5,980	Sales mix (%)					
Bank balances and cash	2,138	1,933	1,824	1,979	2,168	Commercial	65.9	62.9	62.2	61.8	61.2
Trade and other receivables	749	824	1,126	1,434	1,824	Government	25.5	29.4	31.4	32.9	34.3
Contract assets	482	574	725	924	1,175	Others	8.6	7.7	6.5	5.4	4.5
Amounts due from related parties	240	298	361	460	585	Total	100.0	100.0	100.0	100.0	100.0
Other current assets	92	228	228	228	228	lotai					
Other current assets	02					Crowth (9/)					
N	1,543	2,304	1,926	1,958	2,001	Growth (%)	23.7%	18.4%	27.0%	27.4%	27.3%
Non-current assets	102	109	139	166	203	Revenue	20.2%	33.4%	21.7%	26.7%	27.1%
Property, plant and equipment	17	19	24	28	34	Gross profit	32.8%	26.3%	37.1%	30.9%	28.1%
Right-of-use assets	47	46	46	46		Operating profit	28.7%	31.7%	25.6%	25.5%	24.4%
Investment properties					46	Net profit	20.1%	31.7%	23.0%	23.5%	24.4%
Goodwill	769	982	982	982	982						
Interests in associates and JVs	244	317	317	317	317	Profit & loss ratios (%)	40.4	50.0	50.4	40.0	40.0
Long-term receivables	238	265	265	265	265	Gross profit margin	46.4	52.3	50.1	49.9	49.8
Other non-current assets	126	567	154	154	154	Net profit margin	25.2	28.0	27.7	27.3	26.7
Total assets	5,244	6,161	6,190	6,982	7,981	Effective tax rate	21.0	20.5	20.5	20.5	20.5
	4 044	2 007	2 504	2 4 2 4	2 000						
Current liabilities	1,844	2,087	2,501	3,124	3,908	Balance sheet ratios	0.4			0.0	0.0
Trade and other payables	943	1,173	1,318	1,688	2,150	Cash/total assets (%)	0.4	0.3	0.3	0.3	0.3
Amounts due to related parties	246	221	344	440	561	Current ratio (x)	0.8	1.1	0.8	0.6	0.5
Contract liabilities	385	433	579	737	938	Receivable turnover days	122	122	122	122	122
Others	270	260	260	260	260	Payable turnover days	286	286	286	286	286
						IBL to total assets	0.00	0.00	0.00	-	-
Non-current liabilities	29	201	201	201	201						
Deferred tax liabilities	19	103	103	103	103	Returns (%)					
Lease liabilities	10	9	9	9	9	ROE	16.9	19.9	27.8	33.1	38.8
	1,872	2,288	2,702	3,325	4,110	ROA	10.8	12.1	15.1	16.8	18.3
Total liabilities											
Total liabilities											
Total liabilities  Equity to shareholders	3,341	3,739	3,364	3,541	3,765	Per share					
	<b>3,341</b> 16	<b>3,739</b> 17	<b>3,364</b> 17	<b>3,541</b> 17	<b>3,765</b> 17	Per share EPS (RMB)	0.29	0.38	0.48	0.61	0.75
Equity to shareholders							0.29 0.20	0.38 0.38	0.48 0.39	0.61 0.48	0.75 0.60
<b>Equity to shareholders</b> Share capital	16	17	17	17	17	EPS (RMB)					



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