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Prada (1913 HK)

Returned to profit with strong sales in Jun

Upgrade to BUY and raised TP to HK\$ 32.82. based on 41x FY21E P/E, ~2 s.d. above 5 years avg. of 28x (from 25x FY21E P/E). We believe Prada's impressive turnaround in Jun - Jul 2020 is the result of series of successful reforms and should deserve a re-rating. Therefore, its valuation at 35x FY21E P/E, at ~1 s.d. above 5 years avg. of 28x, in our view, is still attractive (vs peers' average of 29x).

- 1H20 results slightly missed. 1H20 sales fell by 40% YoY to EUR 0.94bn. below BBG est. by 7%, and net losses of EUR 180mn was recorded, also below BBG est. of EUR 129mn. This miss. in our view, was mainly due to lower-than-expected GP margin at 70.4%, where a drag of ~3.3pt came from high industrial fixed costs in the supply chain during pandemic.
- However, 2Q20 recovery was impressive and happened not only in mainland China. Prada's momentum was strong since 2H19, with high-teens retail sales growth in Jan 2020, indicating gains in brand traction following successful product launches and marketing campaign. Therefore, even with COVID-19 disruption, we are not surprised to see a strong comeback from them. In fact, retail sales growth already returned to single digit decline in Jul 2020 vs ~20% drop in Jun 2020, despite ~30 stores are yet to re-open, lack of tourists flow and various travel restrictions. Note that momentum in Jul was not only superb in mainland China (~66% iump), but also in Asia Pacific (~20% growth) and Middle East (strong double digit), while US (slight negative), Japan (low double digit negative) and EU (double digit negative) are also recovering meaningfully from 2Q20. More importantly, the group already went back into profit in Jun and Jul 2020.
- The Company is cautiously targeting a EBIT breakeven in FY20E. According to management, a EBIT breakeven in FY20E is still possible as long as retail sales growth in 2H20E stay flattish. We believe that is achievable as long as strong sales trend in Jul 2020 sustains into 2H20E.
- We are more optimistic on FY21E, thanks to: 1) better pricing and margins, 2) ramp up of e-commerce and 3) opex savings (e.g. rental and other variables). We are becoming more positive on FY21E, as: 1) management guided for a strong 75% GP margin, with the aid of ASP increases (a sign of better popularity), 2) higher margin e-commerce sales growth to stay fast (online sales grew by 150% in 1H20) and 3) pressure from opex to be eased with many rental contracts being renegotiated.
- Upgrade to BUY and raised TP to HK\$ 32.82. We revised down FY20E/21E/22E EPS estimates by 129%/11%/7%, to factor in the pandemic related losses. As we believe Prada is in a much better position to gain market shares in near future, we upgrade Prada to BUY and lifted TP to HK\$ 32.82, based on a 41x FY21E P/E, ~2 s.d. above 5 years average of 28x (from 25x FY21E P/E, given strong turnaround).

Earnings :	Summary
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Larinings Summary					
(YE 31 Dec)	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue (EUR mn)	3,142	3,226	2,537	3,024	3,146
YoY growth (%)	2.8	2.7	(21.4)	19.2	4.0
Net profit (EUR mn)	205	256	(45)	225	252
EPS (EUR)	0.080	0.100	(0.018)	0.088	0.099
Adj. NP (EUR mn)	205	179	(45)	225	252
YoY growth (%)	(17.5)	(13.0)	n/a	n/a	12.4
Consensus EPS (EUR)	n/a	n/a	0.003	0.061	0.088
P/E (x)	39.3	32.4	n/a	35.4	31.5
P/B (x)	2.8	2.8	2.7	2.5	2.4
Yield (%)	1.9	0.6	0.0	1.7	2.5
ROE (%)	7.2	8.8	(1.5)	7.4	7.9
Net gearing (%)	10.7	14.3	8.4	Net cash	Net cash

Source: Company data, Bloomberg, CMBIS estimates

BUY (Up)

Target Price HK\$32.82 (Previous TP HK\$22.08) Up/Downside Current Price HK\$28.30

Global Luxury Goods Sector

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Stock Data	
Mkt Cap (HK\$ mn)	72,415
Avg 3 mths t/o (HK\$ mn)	24.03
52w High/Low (HK\$)	33.20/18.38
Total Issued Shares (mn)	2,558.8

Source: Bloomberg

Shareholding Structure	
Prada Family	79.98%
Invesco Ltd	5.38%
Free Float	14.64%
Source: HKEx	

Share Perfe	ormance	
	Absolute	Relative
1-mth	6.4%	3.9%
3-mth	12.7%	11.7%
6-mth	-4.2%	4.5%
12-mth	11.6%	26.1%

Source: Bloomberg



Source: Bloombera

Auditor: Deloitte & Touche

Related Reports

- Prada (1913 HK, HOLD) Selfupgrades cannot resist sector derating - 23 Mar 2020
- Prada (1913 HK, HOLD) The drags are probably worse than SARS - 3 Mar 2020
- Prada (1913 HK, BUY) Retail turnaround may drive further re-rating - 26 Nov 2019

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Earnings revision

Figure 1: Earnings revision

<u> </u>		New			Old		Diff (%)			
(EUR mn)	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	
Revenue	2,537	3,024	3,146	3,103	3,445	3,584	-18.2%	-12.2%	-12.2%	
Gross profit	1,844	2,253	2,350	2,252	2,515	2,616	-18.1%	-10.4%	-10.2%	
EBIT	4	379	412	278	412	431	-98.6%	-7.8%	-4.5%	
Net profit att.	(45)	225	252	155	252	271	-128.9%	-10.8%	-7.1%	
Diluted EPS (EUR)	(0.018)	0.088	0.099	0.061	0.098	0.106	-128.9%	-10.8%	-7.1%	
Gross margin	72.7%	74.5%	74.7%	72.6%	73.0%	73.0%	0.1ppt	1.5ppt	1.7ppt	
EBIT margin	0.1%	12.5%	13.1%	9.0%	11.9%	12.0%	-8.8ppt	0.6ppt	1.1ppt	
Net profit att. margin	-1.8%	7.4%	8.0%	5.0%	7.3%	7.6%	-6.8ppt	0.1ppt	0.4ppt	

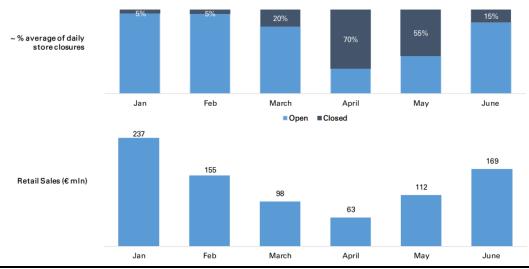
Source: Company data, CMBIS estimates

Figure 2: CMBIS estimates vs consensus

		CMBIS		(Consensus		Diff (%)			
(EUR mn)	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	
Revenue	2,537	3,024	3,146	2,689	3,105	3,336	-5.7%	-2.6%	-5.7%	
Gross profit	1,844	2,253	2,350	1,908	2,237	2,417	-3.4%	0.7%	-2.8%	
EBIT	4	379	412	47	279	368	-91.9%	36.2%	12.0%	
Net profit att.	(45)	225	252	6	161	229	-807.7%	39.1%	10.3%	
Diluted EPS (EUR)	(0.018)	0.088	0.099	0.003	0.061	0.088	-793.2%	43.3%	12.2%	
Gross margin	72.7%	74.5%	74.7%	72.4%	72.7%	72.7%	0.3ppt	1.8ppt	2ppt	
EBIT margin	0.1%	12.5%	13.1%	10.1%	11.7%	12.9%	-10ppt	0.8ppt	0.2ppt	
Net profit att. margin	-1.8%	7.4%	8.0%	6.4%	7.7%	8.7%	-8.1ppt	-0.3ppt	-0.7ppt	

Source: Bloomberg, CMBIS estimates

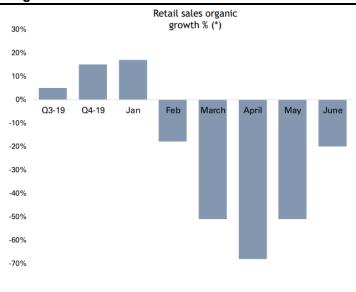
Figure 3: Store opened/ closed and monthly retail sales in 1H20



Source: Company data, CMBIS estimates



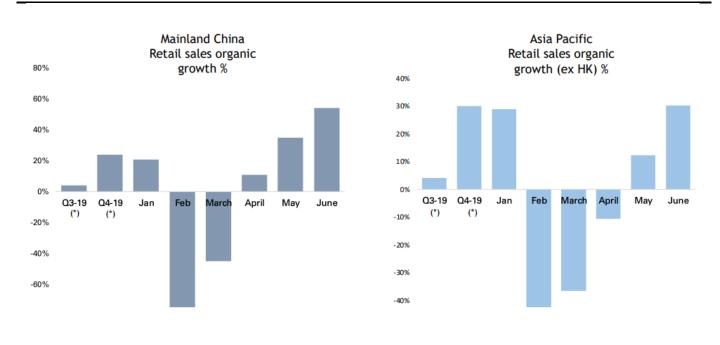
Figure 4: Group's retail sales growth trend



(*) Q3-19 and Q4-19 refer to full price sales

Source: Company data, CMBIS estimates

Figure 5: Group's retail sales growth trend in Asia Pacific



(*) Q3-19 and Q4-19 refer to full price sales

Source: Company data, CMBIS estimates



Assumption

Figure 6: Major assumptions

Major assumptions	FY18A	FY19A	FY20E	FY21E	FY22E
Sales by segment (EUR mn)					
Direct sales	2,532	2,636	2,247	2,696	2,806
Prada	2,069	2,167	1,877	2,271	2,369
Miu Miu	400	404	323	375	386
Other	62	65	46	50	51
Franchise sales	566	547	262	301	311
Royalties	44	42	27	28	29
Total	3,142	3,226	2,537	3,024	3,146
Sales growth by segment (%)					
Direct sales	3.6%	4.1%	-14.8%	20.0%	4.1%
Prada	4.0%	4.7%	-13.4%	21.0%	4.3%
Miu Miu	3.0%	1.0%	-20.0%	16.0%	3.0%
Other	-3.1%	4.2%	-28.9%	7.3%	2.7%
Franchise sales	0.3%	-3.3%	-52.1%	14.6%	3.5%
Royalties	-8.5%	-4.1%	-35.0%	2.0%	2.0%
Total	2.8%	2.7%	-21.4%	19.2%	4.0%
GP margins	72.0%	71.9%	72.7%	74.5%	74.7%
Opex breakdown by segment					
Design, R & D/ sales	4.0%	3.9%	4.4%	3.9%	3.8%
A & P/ sales	6.6%	7.2%	8.5%	7.2%	7.0%
D & A/ sales	7.2%	7.2%	9.0%	7.8%	7.7%
Labour costs/ sales	19.0%	19.2%	23.6%	20.5%	20.3%
Variable rental/ sales	10.5%	10.3%	11.2%	9.3%	9.7%
Fixed rental/ sales	9.0%	8.7%	10.0%	8.3%	8.2%
Others/ sales	-1.2%	-1.3%	-1.5%	-1.3%	-1.3%
G & A/ sales	6.1%	5.7%	7.1%	6.0%	5.8%
Total	61.2%	60.9%	72.3%	61.7%	61.3%
EBIT margins	10.3%	9.5%	0.4%	12.8%	13.4%
Pre-tax margins	9.6%	7.3%	-2.5%	10.4%	11.2%
Effective tax rate	-31.2%	9.8%	-20.0%	-28.0%	-28.0%
Net profit att. (EUR mn)	205	256	- 45	225	252
Net profit att. margins	6.5%	7.9%	-1.8%	7.4%	8.0%
Net profit att. Growth (%)	-17.5%	24.5%	-117.5%	-601.1%	12.4%
Adjusted NP att. (EUR mn)	205	179	- 45	225	252
Adjusted NP att. Growth (%)	-17.5%	-13.0%	-125.1%	-601.1%	12.4%
Number of stores by brand					
Prada	398	410	408	412	416
Miu Miu	166	160	156	159	162
Others	72	71	71	72	73
Franchises stores	34	25	25	25	25
Sum total Source: Company data, CMBIS estimate	670	666	660	668	676

Source: Company data, CMBIS estimates



Figure 7: Peers' valuation

			12m TP	Price	Up/ Down -	Mkt. Cap	Year	P/E	(x)	P/I	3 (x)	ROE (%)	2yrs PEG (x)	Yield (%)
Company	Ticker	Rating	(LC)	(LC)	side	(HK\$mn)	End	FY19	FY20E	FY19	FY20E	FY19	FY20	FY19
H shares Luxury,	Jewellery, Wa	atches												
Prada	1913 HK	BUY	32.82	28.30	16%	72,415	Dec-19	(177.2)	35.4	2.7	2.5	8.8	n/a	0.0
Samsonite	1910 HK	NR	n/a	7.20	n/a	10,323	Dec-19	n/a	19.4	1.2	1.1	(43.8)	0.0	1.8
Chow Tai Fook	1929 HK	NR	n/a	8.24	n/a	82,400	Mar-20	20.5	16.1	3.0	2.9	10.2	0.8	3.8
Luk Fook	590 HK	NR	n/a	16.80	n/a	9,863	Mar-20	11.2	8.7	0.9	0.9	8.3	0.8	5.1
Chow Sang Sang	116 HK	NR	n/a	8.28	n/a	5,609	Dec-19	9.2	6.0	0.5	0.5	6.1	0.6	3.9
Emperor Watch	887 HK	NR	n/a	0.12	n/a	786	Dec-19	n/a	n/a	n/a	n/a	2.0	0.0	n/a
Oriental Watch	398 HK	NR	n/a	1.95	n/a	1,112	Mar-20	n/a	n/a	n/a	n/a	4.7	0.0	n/a
Hengdeli	3389 HK	NR	n/a	0.33	n/a	1,515	Dec-19	n/a	n/a	n/a	n/a	(8.0)	0.0	n/a
							Avg.	(34.0)	17.1	1.7	1.6	(1.5)	48.7	2.9
							Med.	10.2	16.1	1.2	1.1	5.4	0.3	3.8
A-shares Luxury,	Jewellery, Wa	atches												
Lao Feng Xiang	600612 CH	NR	n/a	61.48	n/a	27,006	Dec-19	21.6	18.2	3.9	3.4	20.2	1.8	1.8
Chow Tai Seng	002867 CH	NR	n/a	28.91	n/a	23,386	Dec-19	19.9	16.5	3.9	3.3	20.0	1.5	1.6
Leysen Jewelry	603900 CH	NR	n/a	8.82	n/a	3,324	Dec-19	n/a	n/a	n/a	n/a	2.9	0.0	n/a
Guangdong Chj	002345 CH	NR	n/a	3.91	n/a	3,919	Dec-19	n/a	n/a	n/a	n/a	(0.9)	0.0	n/a
Fiyta Holdings	000026 CH	NR	n/a	15.28	n/a	6,497	Dec-19	31.2	22.2	2.4	2.2	6.4	1.8	n/a
Zhejiang Ming	002574 CH	NR	n/a	5.11	n/a	2,986	Dec-19	n/a	n/a	n/a	n/a	0.7	0.0	n/a
Eastern Gold Jade	600086 CH	NR	n/a	0.99	n/a	1,479	Dec-19	n/a	n/a	n/a	n/a	(148.4)	0.0	n/a
							Avg.	24.2	19.0	3.4	3.0	(14.2)	0.7	1.7
							Med.	21.6	18.2	3.9	3.3	2.9	0.0	1.7
International Luxu	ry, Jewellery	, Watch	<u>es</u>											
Prada	1913 HK	BUY	32.82	28.30	16%	72,415	Dec-19	(177.2)	35.4	2.7	2.5	8.8	n/a	0.0
Samsonite	1910 HK	NR	n/a	7.20	n/a	10,323	Dec-19	n/a	19.4	1.2	1.1	2.7	(43.8)	0.0
LVMH	MC FP	NR	n/a	387.15	n/a	1,786,527	Dec-19	43.8	27.5	5.0	4.7	4.1	12.7	7.4
Kering	KER FP	NR	n/a	502.40	n/a	579,692	Dec-19	30.4	22.0	5.6	4.9	4.2	20.8	2.2
Hermes	RMS FP	NR	n/a	736.00	n/a	709,956	Dec-19	61.9	47.6	10.5	8.9	9.5	25.4	8.9
Richemont	CFR SW	NR	n/a	58.26	n/a	284,027	Mar-20	44.9	24.7	1.8	1.7	2.3	5.5	2.2
Tiffany & Co	TIF US	NR	n/a	124.90	n/a	117,461	Jan-20	68.4	32.7	4.3	4.2	3.7	11.1	(31.3)
Moncler	MONC IM	NR	n/a	33.20	n/a	78,373	Dec-19	39.1	26.9	5.6	4.8	6.7	22.4	19.9
Burberry	BRBY LN	NR	n/a	1306.50	n/a	53,247	Mar-20	26.1	18.6	4.2	3.7	4.7	9.1	0.7
Ferragamo	SFER IM	NR	n/a	11.64	n/a	17,952	Dec-19	n/a	61.3	2.7	2.7	5.0	5.2	0.0
Essilorluxottica	EL FP	NR	n/a	117.30	n/a	469,000	Dec-19	49.7	27.7	1.5	1.4	4.1	3.2	2.0
Swatch	UHR SW	NR	n/a	191.45	n/a	83,268	Dec-19	137.5	20.3	0.9	0.9	1.5	0.2	(124.7)
Tod'S	TOD IM	NR	n/a	24.34	n/a	7,360	Dec-19	n/a	n/a	0.8	0.9	1.8	4.3	0.0
Hugo Boss	BOSS GY	NR	n/a	23.80	n/a	15,310	Dec-19	410.3	13.8	1.7	1.5	4.4	14.7	(77.5)
<u> </u>							Avg.	66.8	29.1	3.5	3.1	4.1	7.1	14.1
							Med.	44.9	26.9	2.7	2.6	4.1	8.9	1.3

Source: Bloomberg, CMBIS estimates



Financial Summary

Income statement						Cash flow summary					
YE 31 Dec (EUR mn)	FY18A	FY19A	FY20E	FY21E	FY22E	YE 31 Dec (EUR mn)	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue	3,142	3,226	2,537	3,024	3,146	EBIT	307	293	4	379	412
Direct sales	2,532	2,636	2,247	2,696	2,806	D & A	261	322	366	368	341
Franchise sales	566	547	262	301	311	Change in working capital	(123)	(108)	185	(70)	(11)
Royalties	44	42	27	28	29	Income tax paid	(62)	(26)	12	(88)	(99)
						Others	(16)	329	260	405	327
Cost of goods sold	(880)	(906)	(693)	(771)	(796)	Net cash from operating	365	810	827	995	970
Gross profit	2,263	2,320	1,844	2,253	2,350						
Other income	(17)	(14)	(8)	(9)	(9)	Capex & investments	(380)	(286)	(132)	(159)	(167)
						Associated companies	-	-	-	-	-
Operating expenses	(1,939)	(2,013)	(1,833)	(1,865)	(1,929)	Interest received	-	-	-	-	-
D & A	(261)	(322)	(366)	(368)	(341)	Others	0	(17)	(18)	(18)	(18)
Staff costs	(625)	(645)	(619)	(645)	(667)	Net cash from investing	(379)	(302)	(150)	(178)	(185)
S & D costs (ex-staff, D&A)	(796)	(752)	(635)	(613)	(676)						
Admin exp. (ex-staff, D&A)	(257)	(293)	(213)	(238)	(245)	Equity raised	-	-	-	-	-
Other operating	-	-	-	-	-	Net change in bank loans	(67)	(19)	400	(200)	(100)
Operating profit	307	293	4	379	412	Dividend paid	(198)	(155)	(51)	-	(135)
						Others	(25)	(519)	(448)	(448)	(448)
Finance costs, net	(4)	(10)	(20)	(20)	(15)	Net cash from financing	(289)	(692)	(99)	(648)	(682)
JVs & associates	-	-	-	-	-						
Exceptional	-	(48.98)	(45.66)	(45.36)	(44.04)	Net change in cash	(303)	(185)	578	170	102
Pre-tax profit	303	235	(62)	314	353	Beginning cash balance	893	600	421	999	1,169
						Exchange difference	10	6	-	-	-
Income tax	(94)	23	12	(88)	(99)	Cash at the end of the year	600	421	999	1,169	1,272
Less: Minority interests	3	2	(5)	2	2		307	293	4	379	412
Net profit	205	256	(45)	225	252						

YE 31 Dec (EUR mn)	FY18A	FY19A	FY20E	FY21E	FY22E	Key ratios YE 31 Dec	FY184	FY19A	FY20F	FY21F	FY22F
Non-current assets	2,917	5,341	5,201	5,089	5,005	Sales mix (%)	1 1 104	11137	1 120L	1 1212	1 1221
Fixed asset	1,577	1.642	1.509	1,398	1.315	Direct sales	80.6	81.7	88.6	89.1	89.2
Intangible assets & goodwill	920	844	835	830	826	Franchise sales	18.0	17.0	10.3	9.9	9.9
Prepaid lease payments	0	-	-	-	020	Royalties	1.4	1.3	1.1	0.9	0.9
Interest in joint ventures	100	81	81	81	81	Royalties	1.4	1.5	1.1	0.5	0.5
Other non-current assets	320	2,773	2,776	2,779	2,782	Total	100.0	100.0	100.0	100.0	100.0
Current assets	1,762	1,698	2,014	2,281	2,404	P&L ratios (%)					
Cash and cash equivalents	600	421	999	1,169	1,272	Gross margin	72.0	71.9	72.7	74.5	74.7
Inventories	632	713	550	602	611	Operating margin	9.8	9.1	0.1	12.5	13.1
Trade and other	322	318	222	265	276	Pre-tax margin	9.6	7.3	-2.5	10.4	11.2
Prepayments	13	22	17	20	21	Net margin	6.5	7.9	-1.8	7.4	8.0
Other current assets	195	225	225	225	225	Effective tax rate	31.2	-9.8	20.0	28.0	28.0
Current liabilities	987	1,232	1,458	1,387	1,307	Balance sheet ratios					
Bank loans	421	241	641	441	341	Current ratio (x)	1.8	1.4	1.4	1.6	1.9
Trade payables	315	327	250	279	288	Quick ratio (x)	1.8	1.4	1.4	1.6	1.9
Accruals & other payables	-	-	-	-	-	Cash ratio (x)	0.6	0.3	0.7	0.8	1.0
Tax payables	85	84	-12	88	99	Inventory turnover days	262	287	290	285	280
others	165	579	579	579	579	Trade receivables days	37	36	32	32	32
						Trade payables days	131	132	132	132	132
Non-current liabilities	795	2,818	2,818	2,818	2,818	Total debt / total equity	32	29	43	33	29
Bank loans	487	584	584	584	584	Net debt / equity ratio (%)	11	14	8	Net cash	Net cash
Deferred income	-	-	-	-	-	Returns (%)					
Deferred tax	30	29	29	29	29	ROE	7.1	8.6	-1.5	7.1	7.7
Others	277	2,205	2,205	2,205	2,205	ROA	4.4	3.6	-0.6	3.0	3.4
						Per share					
Minority Interest	19	21	16	18	19	EPS (EUR)	0.08	0.10	-0.02	0.09	0.10
Total net assets	2,878	2,967	2,922	3,147	3,264	DPS (EUR)	0.06	0.02	-	0.05	0.08
Shareholders' equity	2,878	2,967	2,922	3,147	3,264	BVPS (EUR)	1.12	1.16	1.14	1.23	1.28



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