

Strawbear Entertainment Group (2125 HK) Positive outlook on video demand; initiate with BUY

- Strawbear Entertainment Group ("the Group" or "Strawbear") to benefit from strong network relationship with online video platforms and rich video content.
- Driven by new drama series and partnership with online video platforms, total revenue would grow at a CAGR of 34.8% in 2020-23E.
- Gross profit margin would edge up by 0.7ppt YoY to 27.9% in 2021E on made-to-order series demand and contributions from online platforms
- Adjusted net profit to grow at a CAGR of 57.9% in 2020-23E.
- Initiate BUY with TP of HK\$17.0, which represents 35.0x 2021E P/E.

Overall revenue supported by the launch of new drama series and online video platform demand. Driven by the Group's expansion strategies in the web drama programs for online platforms and made-to-order series, we expect total revenue to grow at a CAGR of 34.8% in 2020-23E.

Strawbear's gross margin to go up by 0.7ppt YoY in 2021E. We forecast the Group's gross margin to improve 0.7ppt YoY to 27.9% in 2021E, thanks to contributions from made-to-order drama series business, which has a higher gross margin than other businesses, and online video platforms.

Adjusted net profit is forecast to grow at a CAGR of 57.9% in 2020-23E. The Group's adjusted net profit was supported with improving gross margin and solid revenue growth. Adjusted net profit margin is expected to improve 7.4ppt YoY to 21.1% in 2021E due to improving gross margin and growing revenue growth.

Valuation. We initiate the Group with BUY and TP of HK\$17.0, which represents 35.0x 2021E P/E.

Risks: (1) Reliance on major TV channels and top online video platforms for the distribution and broadcast; (2) The Group is subject to regulations and stringent laws; (3) Any damages to brand reputation or brand image may affect business; (4) Drama series depends on popularity and audiences' acceptance

Results and Valuation

| FY ended Dec 31 | FY19A | FY20A | FY21E | FY22E | FY23E |
|--------------------------------|---------|---------|----------|-------|-------|
| Revenue (RMB mn) | 765 | 952 | 1,343 | 1,832 | 2,332 |
| Chg (%,YoY) | 12.7% | 24.5% | 41.1% | 36.3% | 27.3% |
| Net profit (RMB mn) | 50 | 18 | 284 | 401 | 516 |
| Chg (%,YoY) | 302.4% | (63.2%) | 1,440.7% | 41.2% | 28.6% |
| Adjusted net profit (RMB mn)** | 65 | 131 | 284 | 401 | 516 |
| Chg (%,YoY) | (12.7%) | 100.1% | 117.0% | 41.2% | 28.6% |
| EPS (RMB) | 0.125 | 0.046 | 0.413 | 0.583 | 0.749 |
| Chg (%,YoY) | 302.4% | (63.2%) | 795.8% | 41.2% | 28.6% |
| BPS (RMB) | 0.486 | 0.562 | 0.741 | 1.326 | 2.079 |
| Chg (%,YoY) | 0.332 | 0.155 | 0.319 | 0.790 | 0.567 |
| P/E (x) | 86.1 | 236.8 | 25.2 | 17.9 | 13.9 |
| P/B (x) | 22.2 | 19.4 | 14.1 | 7.9 | 5.0 |
| ROAE (%) | 29.4% | 8.8% | 77.3% | 56.4% | 44.0% |
| ROAA (%) | 3.2% | 0.9% | 13.8% | 16.0% | 16.7% |

- *Exchange rate assumption for FY21E-23E: HKD 1 = RMB 0.85
- **Adjusted net profit was defined as profit for the period adjusted by adding back changes in fair value of financial liabilities at fair value through profit or loss, equity-settled share award expense, interest on other borrowings and listing expenses
- Source(s): Bloomberg, ABCI Securities estimates

Company Report Initiation May 12, 2021 Rating: BUY TP:HK\$17.0

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| Share price (HK\$) | 12.26 |
|-------------------------|---------|
| Est. share price return | 38.7% |
| Est. dividend yield | 0.0% |
| Est. total return | 38.7% |
| LSt. total return | 30.7 /0 |

Source(s): Bloomberg, ABCI Securities

estimates

Key Data

| 52Wk H/L(HK\$) | 15.30/5.85 |
|----------------------|------------|
| Issued shares (mn) | 688.0 |
| Market cap (HK\$ mn) | 8,434.9 |
| Avg daily turnover | 12.2 |
| (HK\$ mn) | 12.2 |

Major shareholder(s)

| Liu Xiaofeng | 42.22% |
|--------------|--------|
| iQiyi | 14.15% |
| Liu Shishi | 10.70% |

Source(s): the Group, ABCI Securities



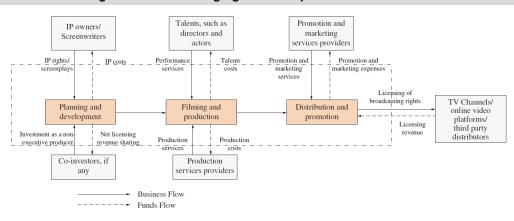
Background introduction

Strawbear Entertainment Group ("Strawbear" or "the Group") is a drama series distribution company engaging in the businesses of (i) licensing the broadcasting rights of self-produced drama series; (ii) licensing the broadcasting rights of outright-purchased drama series; (iii) production services for made-to-order drama series. The Group's customers include TV channels, online video platforms, and third-party distributors. The Group was listed in HKEX in 2020 with stock code of (2125 HK).

(1) Licensing of the broadcasting rights of self-produced drama series

The Group produces self-produced drama series and licenses the related broadcasting rights to major TV channels, top online video platforms, and third-party distributors.

Exhibit 1: Licensing of the broadcasting rights of self-produced drama series business model

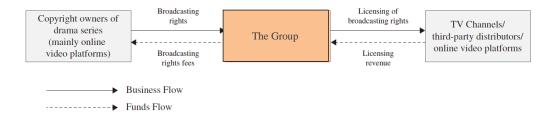


Source(s): the Group

(2) Licensing of the broadcasting rights of outright-purchased drama series

In this segment, the Group purchases the broadcasting rights of drama series from copyright owners, which are mainly online video platforms or drama series producers, and licenses such broadcasting rights to TV channels, third-party distributors, or online video platforms. Strawbear charges TV channels, third-party distributors or online video platforms a fixed-amount licensing fee of each episode for broadcasting of outright-purchased drama series.

Exhibit 2: Licensing of the broadcasting rights of outright-purchased drama series business model



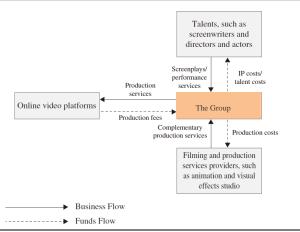
Source(s): the Group



(3) Made-to-order drama series production business

The Group produces made-to-order drama series by charging online video platforms production fees for provision of the overall production services, including cast talents and filming and production crew assembling, production management and quality control, as well as post-production editing. Strawbear pays the related IP costs to screenwriters for their screenplays, talent costs to directors and actors for their performance services, and production costs to third-party production services providers, such as animation and visual effects studios, for their complementary production services.

Exhibit 3: Made-to-order drama series production business

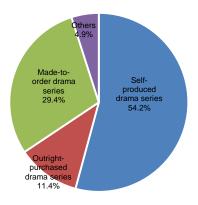


Source(s): the Group

Licensing of the broadcasting rights of self-produced drama series as the main revenue source

The licensing of broadcasting rights of self-produced drama series business is Strawbear's core revenue driver. The Group generated over 52.4% of its overall revenue from the licensing of broadcasting rights of self-produced drama series in 2020.

Exhibit 4: Revenue breakdown by business in 2020



Source(s): the Group



Strengths of the Group

(1) A large and diversified pool of IP rights

The Group maintains an adequate level of IP reserves (20 to 30 IPs) for drama series productions.

(2) Well-established relationships with producers and filming and production studios

Strawbear co-operates with production studios, producers for drama series from TV channels, and online video platforms. The Group has worked with six drama series filming or production studios, including Mandala Media, for drama series production. Strawbear has also acquired Nova Film, which is an industry-leading visual arts post-production house and also one of the Group's five largest suppliers.

(3) Well-established distribution channels

The Group has well-established relationships with various distribution channels, in particular the top five TV channels and the top three online video platforms in the PRC drama series market with aggregate shares reaching ~71.3%, as calculated by the number of the first-run broadcast drama series in 2019. According to Frost & Sullivan (F&S), the Group was the only drama series producer and distributor that distributed new drama series on all of the top five TV channels and the top three online video platforms in 2019.



Industry outlook

The drama series market can be divided into two segments: (1) TV series market; (2) web series market. The TV drama series can be distributed to both the TV channels and online media platforms; the web drama series can only be broadcast on the internet media platforms.

Drama series market size in China

According to F&S, the market size of the drama series in China, as measured by the licensing, distribution and advertising revenues, grew from RMB 83.0bn in 2015 to RMB 99.1bn in 2019, representing a CAGR of 4.5% in 2015-19. Driven by increasing internet penetration and diversified broadcasting channels, the market size of drama series in China is expected to reach RMB 121.3bn in 2024E, representing a CAGR of 4.1% in 2019-24E.

Growth in web series drama market outpacing the TV series drama market

Due to internet proliferation, many online video platforms have attracted a massive user base with tremendous user engagement, representing significant monetization opportunities. According to Frost & Sullivan, the web series market reached RMB 18.1bn in 2019, representing a CAGR of 23.9% in 2015-19. The CAGR of web series market is estimated to reach 11.1% in 2019-24. The TV series market expanded from RMB 75.3bn in 2015 to RMB 81.0bn in 2019, which represents a CAGR of 1.8% in 2015-19. The CAGR of TV series market is estimated to reach 2.3% in 2019-24E.

Revenue of drama series generated from online video platforms is expected to grow at a CAGR of 8.9% in 2019-24

Due to the decrease in advertising revenue of TV channels, the revenue of drama series generated from TV channels recorded a drop from RMB 60.5bn in 2015 to RMB 54.4bn in 2019. Recently, the online video platforms have increased their focus on web series, which led to a revenue surge of drama series from online video platforms. The revenue of drama series from online video platforms jumped from RMB 22.5bn in 2015 to RMB 44.7bn in 2019, representing a CAGR of 18.7% in 2015-19. The revenue of drama series generated from online video platforms is expected to reach RMB 68.3bn in 2024E, representing a CAGR of 8.9% in 2019-24E.

Exhibit 5: Market size of drama series market

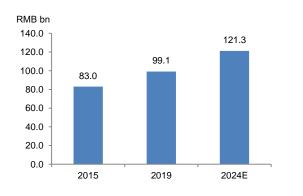
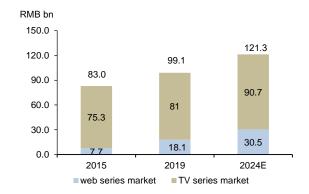


Exhibit 6: Market size breakdown of drama series market by category

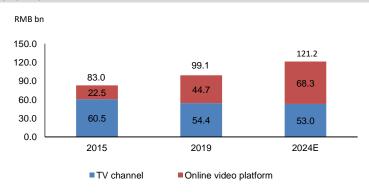


Source(s): Frost & Sullivan

Source(s): Frost & Sullivan



Exhibit 7: Market size breakdown of drama series market by channel



Source(s): Frost & Sullivan



Business Analysis and Forecast

Licensing of the broadcasting rights of self-produced drama series

Strawbear charges TV channels and online video platforms for broadcasting and third-party distributors for sub-licensing its self-produced drama series. Self-produced drama series are developed either solely by the Group or jointly with third-party investors. The Group broadcasts three self-produced drama series in 2020 (The Love Lasts Two Minds, Inside Man and Unbending Will). Revenue generated by licensing of the broadcasting rights of self-produced drama series was down by 9.6% YoY to RMB 516mn in 2020 due to the low licensing fees of Unbending Will (which is a drama series with a smaller investment scale, fewer episodes, and a lower investment percentage from the Group). We expect the Group will introduce self-produced drama series with higher licensing fees in 2021E-23E. Driven by the launch of new drama series and online video platform demand, we project the Group's revenue from this segment to grow at a CAGR of 44.1% in 2020-23E.

Licensing of the broadcasting rights of outright-purchased drama series

The Group purchases the broadcasting rights of drama series from copyright owners and licenses such broadcasting rights to TV channels, third-party distributors, and sometimes online video platforms. Revenue generated from broadcasting rights of outright-purchased drama series was down 40.6% YoY to RMB 109mn in 2020 because the outright-purchased drama series broadcast in 2019 were mostly first-run broadcast; its outright-purchased drama series broadcast in 2020 were mostly re-run broadcast with a smaller investment scale.

We project Strawbear's revenue in this segment to grow at a CAGR of -13.5% in 2020-23E, due to the Group's strategy of focusing on developing other businesses, such as licensing of the broadcasting rights of self-produced drama series and made-to-order drama series.

Made-to-order drama series

The Group operates the made-to-order drama series business and licenses the broadcasting rights of its self-produced and outright-purchased drama series to online video platforms. The Group delivered three made-to-order drama series (Customer First, Marry Me, and Dating In The Kitchen) in 2020, compared to nil in 2019. The Group recorded RMB 280mn in revenue from made-to-order drama series business in 2020. The Group is expected to benefit from the strong relationship with online video platforms and increase its launch of made-to-order drama series programs. We forecast revenue from the segment to grow at a CAGR of 31.2% in 2020-23E.

Total revenue is forecast to grow at a CAGR of 34.8% in 2020-23E

The Group has strong network relationships with online video platforms for video distributions and content supply. Driven by the Group's expansion in the web drama programs for online platforms, made-to-order series business, and self-produced drama series, we expect total revenue to grow at a CAGR of 34.8% in 2020-23E.



Exhibit 8: Video pipelines

| | Video name | Timeline |
|-----|--------------------------------|----------|
| (1) | My Mr. Cat | 3Q21 |
| (2) | Our Destiny In Self-Redemption | 4Q21 |
| (3) | Handsome Yong Master | 4Q21 |
| (4) | Flying To The Moon | 1Q22 |
| (5) | Steal His Heart | 1Q22 |
| (6) | Hello Baby | 2Q22 |
| (7) | The Wind Catcher | 2022 |
| (8) | Two Capitals | 2022 |

Source(s): the Group

Exhibit 9: Revenue analysis

| RMB mn | FY19A | FY20A | FY21E | FY22E | FY23E |
|---|---------|---------|---------|---------|--------|
| Total revenue | 765 | 952 | 1,343 | 1,832 | 2,332 |
| YoY | 12.7% | 24.5% | 41.1% | 36.3% | 27.3% |
| Self-produced drama series revenue | 571 | 516 | 800 | 1,144 | 1,545 |
| YoY | 28.3% | (9.6%) | 55.0% | 43.0% | 35.0% |
| Outright-purchased drama series revenue | 183 | 109 | 76 | 70 | 70 |
| YoY | (18.2%) | (40.6%) | (25.0%) | (13.0%) | (8.0%) |
| Made to order drama series revenue | 0 | 280 | 406 | 540 | 632 |
| YoY | N/A | N/A | 45.0% | 33.0% | 17.0% |
| Others revenue | 10 | 47 | 61 | 77 | 85 |
| YoY | 8.0% | 352.2% | 30.0% | 25.0% | 11.0% |

Source(s): the Group, ABCI Securities estimates

Profit margins analysis

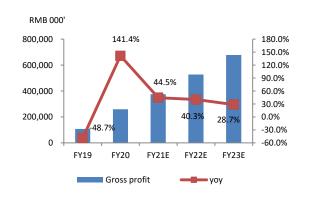
Gross profit margin increased 13.2ppt YoY to 27.3% in 2020 due to the higher revenue contribution from made-to-order drama series business as well as improved gross margin in self-produced drama series and outright-purchased drama series businesses. We forecast gross margin to go up by 0.7ppt/0.8ppt to 27.9%/ 28.8% in 2021E-22E due to increased contributions from made-to-order drama series business and online video platforms. The gross margin for distributing video series to online platforms is much higher than distributing to TV and third-party channels. Revenue growth and the improved gross margin would result in a gross profit CAGR of 37.7% in 2020-23E.



Exhibit 10: Strawbear's gross profit

Exhibit 11: Strawbear's gross profit and growth





Source(s): the Group, ABCI Securities estimates

Source(s): the Group, ABCI Securities estimates

Adjusted net profit is expected to grow at a CAGR of 57.9% in 2020-23E

The Group's adjusted net profit (net profit excluding changes in fair value of financial liabilities at fair value through profit or loss, equity-settled share award expense, interest on other borrowings and listing expenses) improved by 108.1% YoY in 2020, thanks to higher gross margin and revenue growth. Adjusted net profit margin is expected to improve 7.4ppt yoy to 21.1% in 2021E due to improving gross margin and growing revenue growth. Overall adjusted net profit is estimated to improve 117.0% YoY in 2021E. We project the Group's adjusted net profit to expand at a CAGR of 57.9% in 2020-23E.

Exhibit 12: Strawbear's profit margins

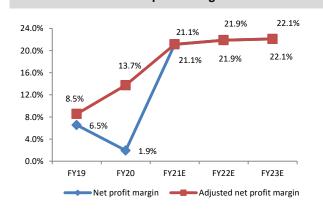
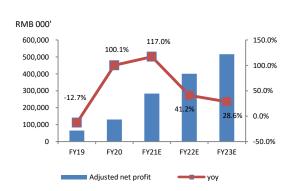


Exhibit 13: Strawbear's adjusted net profit and growth



Source(s): the Group, ABCI Securities estimates



Valuation

Our DCF-derived TP of the Group is HK\$17.0 (WACC: 11.9%; perpetuity growth rate: 2.1%), representing 35.0x 2021E P/E. Recommend **BUY** with 38.7% upside potential. We forecast the Group's ROAE and ROAA to have significant improvement in 2021E with 77.3%/ 13.8%, compared to 8.8%/ 0.9% in 2020, respectively.

Exhibit 14: Peer comparison table

| | | | | P/E | | | P/B | | ROE | ROA | EV/ EBITDA |
|-----------------------|-----------|--------|------|-------|------|------|------|------|------|-----|---------------|
| | Ticker | Price* | 20A | 21E | 22E | 20A | 21E | 22E | 21E | 21E | 21E |
| | | | | | | | | | | | |
| Zhejiang Huace | 300133 CH | 6.27 | n.a. | 26.0 | 19.2 | 2.3 | 2.1 | 1.9 | 6.5 | 4.3 | 22.0 |
| Beijing Enlight Media | 300251 CH | 11.72 | 38.0 | 74.0 | 31.0 | 4.0 | 3.8 | 3.3 | 4.4 | 3.5 | 30.5 |
| Tvzone Media Co | 603721 CH | 19.37 | 55.0 | 20.1 | 13.0 | 3.1 | n.a. | n.a. | 12.0 | 5.1 | n.a. |
| Mango Excellent Media | 300413 CH | 64.90 | 70.5 | 55.0 | 31.0 | 12.0 | 7.5 | 6.5 | 13.0 | 8.0 | 18.0 |
| Huayi Brothers Media | 300027 CH | 3.63 | n.a. | 22.0. | 19.0 | 2.5 | 2.0 | 1.8 | 3.5 | 4.0 | 7.9 |
| Average | | | 60.2 | 44.5 | 23.9 | 4.8 | 4.0 | 3.5 | 8.0 | 5.1 | 24.0 |

Note: All figures were based on closing price on May 11, 2021

Source(s): Bloomberg



Risk factors

Drama series depends on popularity and audiences' acceptance

The Group's revenue is dependent on the popularity and audience acceptance of its drama series. If the Group's drama series are not accepted or favored by audiences, its business model cannot be sustained.

Reliance on major TV channels and top online video platforms for the distribution and broadcast

Strawbear generated its revenue by distributing drama series on TV channels and online video platforms. The Group needs to maintain a good relationship with these distribution channels.

Production risk

Revenue derived from the self-produced drama series will be adversely affected by the disruption of production caused by various factors such as the outbreak of COVID-19. Any changes or delay in drama series production will affect the Group's revenue.

Our forecasts are based on assumptions

Our forecasts are based on a number of assumptions such as number of drama series produced and these assumptions may deviate from the actual figures which may result in discrepancy.

Any damages to brand reputation or brand image may affect business

The Group's business depends highly on brand reputation and image. Its business will be affected if its brand is compromised.

The Group is subject to regulations and stringent laws

The Group's business operations are subject to extensive government regulations and compliance requirements. Any promulgation of additional or more stringent laws or regulations on the distribution of drama series by the PRC government may result in an adverse effect on the Group's business and results. If the Group's licenses or permits are revoked, its financial results will be significantly affected.

Uneven video revenue distribution

The Group may launch its video series in different time, which result in uneven revenue distribution.



Financial Statements

Consolidated income statement

| As of Dec 31 (RMB '000) | FY19A | FY20A | FY21E | FY22E | FY23E |
|-----------------------------------|-----------|-----------|-----------|-------------|-------------|
| Self-produced drama series | 571,412 | 516,302 | 800,268 | 1,144,383 | 1,544,918 |
| Outright-purchased drama series | 183,272 | 108,782 | 75,727 | 70,291 | 70,292 |
| Made-to-order drama series | 0 | 280,189 | 406,274 | 540,344 | 632,203 |
| Others | 10,413 | 47,089 | 61,216 | 76,520 | 84,937 |
| Total revenue | 765,097 | 952,362 | 1,343,485 | 1,831,538 | 2,332,349 |
| | | | | | |
| Cost of sales | (657,457) | (692,541) | (968,052) | (1,304,775) | (1,654,619) |
| Gross profit | 107,640 | 259,821 | 375,432 | 526,763 | 677,730 |
| Other income and gains | 34,343 | 24,882 | 26,126 | 27,432 | 28,804 |
| Selling and distribution expenses | (33,498) | (80,972) | (61,800) | (86,082) | (111,953) |
| Administrative expenses | (17,655) | (68,017) | (33,587) | (45,788) | (58,309) |
| Others | (15,124) | (77,350) | 332 | 355 | 373 |
| Finance costs | (9,734) | (9,944) | (10,640) | (11,385) | (12,182) |
| Profit before to: | 05.070 | 40,400 | 005.000 | 444.005 | 504.400 |
| Profit before tax | 65,972 | 48,420 | 295,863 | 411,295 | 524,463 |
| Tax | (15,572) | (30,228) | (15,572) | (15,572) | (15,571) |
| Profit after tax | 50,400 | 18,192 | 280,291 | 395,723 | 508,892 |
| Net profit | 50,032 | 18,430 | 283,957 | 400,900 | 515,550 |
| Non-controlling interests | 368 | (238) | (3,667) | (5,177) | (6,658) |
| Adjusted net profit | 65,396 | 136,087 | 283,957 | 400,900 | 515,550 |
| EPS (RMB) | 0.125 | 0.046 | 0.413 | 0.583 | 0.749 |

^{*}Adjusted net profit was defined as profit for the period adjusted by adding back changes in fair value of financial liabilities at fair value through profit or loss, equity-settled share award expense, interest on other borrowings and listing expenses.



ABCI SECURITIES COMPANY LIMITED Consolidated balance sheet

| As of Dec 31 (RMB '000) | FY19A | FY20A | FY21E | FY22E | FY23E |
|--|-----------|-----------|-----------|-----------|-----------|
| PPE | 2,665 | 9,411 | 9,693 | 9,984 | 10,284 |
| Others | 194,508 | 186,683 | 161,513 | 161,137 | 160,780 |
| Total non-current assets | 197,173 | 196,094 | 171,207 | 171,121 | 171,064 |
| | | | | | |
| Inventories | 919,119 | 856,338 | 899,155 | 944,113 | 991,318 |
| Trade and notes receivables | 485,396 | 440,731 | 498,026 | 562,769 | 635,929 |
| cash at bank and on hand | 52,349 | 95,598 | 1,366,639 | 1,657,178 | 2,066,791 |
| Others | 398,218 | 271,159 | 248,324 | 255,704 | 613,529 |
| Total current assets | 1,855,082 | 1,663,826 | 3,012,144 | 3,419,765 | 4,307,568 |
| Total assets | 2,052,255 | 1,859,920 | 3,183,351 | 3,590,886 | 4,478,631 |
| | | | | | |
| Trade payable | 449,190 | 238,351 | 262,186 | 288,405 | 317,245 |
| other payable and accrued expenses | 734,535 | 587,759 | 623,025 | 660,406 | 700,030 |
| Bank and other loans | 125,000 | 159,000 | 170,130 | 182,039 | 194,782 |
| Others | 245,546 | 160,804 | 1,094,330 | 992,073 | 1,246,236 |
| Total current liabilities | 1,554,271 | 1,145,914 | 2,149,671 | 2,122,923 | 2,458,294 |
| | | | | | |
| Financial liabilities at fair value through profit or loss | 289,521 | 475,428 | 513,462 | 554,539 | 598,902 |
| Others | 14,012 | 13,941 | 12,544 | 11,307 | 10,211 |
| Total non-current liabilities | 303,533 | 489,369 | 526,006 | 565,846 | 609,113 |
| Total liabilities | 1,857,804 | 1,635,283 | 2,675,677 | 2,688,769 | 3,067,407 |
| Total equity | 194,451 | 224,637 | 507,674 | 902,117 | 1,411,224 |



ABCI SECURITIES COMPANY LIMITED Consolidated cash flow statement

| As of Dec 31 (RMB '000) | FY19A | FY20A | FY21E | FY22E | FY23E |
|--|-----------|-----------|----------|----------|-----------|
| Operating cash flow before change in working capital | 83,476 | 177,003 | 372,768 | 500,631 | 616,174 |
| Change in working capital | (6,824) | (123,407) | (48,176) | (53,481) | (59,502) |
| Interest paid | (37,518) | (40,843) | (34,717) | (29,509) | (25,083) |
| Net cash flows from/(used in) operating activities | 39,134 | 12,753 | 289,875 | 417,640 | 531,589 |
| | | | | | |
| Purchase of PPE | (130) | (2,569) | (3,083) | (3,699) | (4,439) |
| Others | (186,440) | 25,936 | (38,103) | (30,483) | (24,386) |
| Net cash flows from/(used in) investing activities | (186,570) | 23,367 | (41,186) | (34,182) | (28,825) |
| | | | | | |
| Change in bank loans | 75,000 | 23,500 | 11,130 | 11,909 | 12,743 |
| Interest paid | (6,087) | (18,804) | (15,983) | (13,586) | (11,548) |
| Others | 33,617 | 2,433 | 450 | 360 | 288 |
| Net cash flows from/(used in) financing activities | 102,530 | 7,129 | (4,403) | (1,317) | 1,483 |
| | | | | | |
| Changes in cash and cash equivalents | (44,906) | 43,249 | 244,286 | 382,142 | 504,246 |
| Cash and cash equivalents at beginning of the year | 97,255 | 52,349 | 95,598 | 339,884 | 722,026 |
| Cash and cash equivalents at end of the year | 52,349 | 95,598 | 339,884 | 722,026 | 1,226,272 |

Source(s): the Group, ABCI Securities estimates

Financial Ratios

| As of Dec 31 | FY19A | FY20A | FY21E | FY22E | FY23E |
|----------------------------|---------|---------|----------|-------|-------|
| ROAA | 3.2% | 0.9% | 13.8% | 16.0% | 16.7% |
| ROAE | 29.4% | 8.8% | 77.3% | 56.4% | 44.0% |
| Gross profit margin | 14.1% | 27.3% | 27.9% | 28.8% | 29.1% |
| Net profit margin | 6.5% | 1.9% | 21.1% | 21.9% | 22.1% |
| Adjusted net profit margin | 8.5% | 13.7% | 21.1% | 21.9% | 22.1% |
| | | | | | |
| Growth: | | | | | |
| Revenue | 12.7% | 24.5% | 41.1% | 36.3% | 27.3% |
| Gross profit | 14.1% | 27.3% | 27.9% | 28.8% | 29.1% |
| Net profit | 302.4% | (63.2%) | 1,440.7% | 41.2% | 28.6% |
| Adjusted net profit | (12.7%) | 100.1% | 117.0% | 41.2% | 28.6% |



Disclosures

Analyst Certification

The analyst, LAI Pak Kin, primarily responsible for the content of this research report, in whole or in part, hereby certify that all of the views expressed in this report accurately reflect my personal view about the subject company or companies and its or their securities. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed in this report. I and/or my associates have no financial interests in relation to the listed company(ies) covered in this report, and I and/or my associates do not serve as officer(s) of the listed company (ies) covered in this report.

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Definition of equity rating

| Rating | Definition |
|--------|---|
| Buy | Stock return rate≥ Market return rate (10%) |
| Hold | - Market return rate (-10%) ≤ Stock return rate < Market return rate (+10%) |
| Sell | Stock return < - Market return (-10%) |

Notes: Stock return rate: expected percentage change of share price plus gross dividend yield over the next 12 months Market return rate: average market return rate since 2008 (For reference: HSI total return index 2008-20CAGR at 9.2%)

Time horizon of share price target: 12-month

Stock rating, however, may vary from the stated framework due to factors including but not limited to: corporate governance, market capitalization, historical price volatility relative to corresponding benchmark index, average daily turnover of the stock relative to market capitalization of the stock, competitive advantages in corresponding industry, etc.

Disclaimers

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