May 8, 2015 Company Report Rating: BUY TP: HK\$ 4.50

Share price (HK\$) 3.12
Est. share price return 44.2%
Est. dividend yield 4.0%
Est. total return 48.2%

Previous Rating &TP
Previous Report Date

BUY; HK\$ 3.30 Jan 23, 2015

Analyst: Kenneth Tung Tel: (852) 2147 8311

Email: kennethtung@abci.com.hk

Key Data

52Wk H/L(HK\$)	3.34/1.79
Issued shares (mn)	9,068
Market cap (HK\$ mn)	28,656
3-mth avg daily turnover (HK\$ mn)	40.14
Major shareholder(s) (%):	
Sinochem Group	62.90
Source(s): Company, Bloomberg, ABCI	Securities

FY14 Revenue breakdown (%)

Property Development	46.9
Property Leasing	6.0
Hotels	9.9
Land Development	34.6
Others	2.6
Source(s): Company, ABCI Securities	

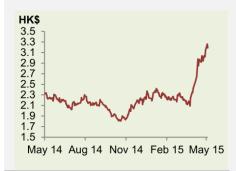
Share performance (%)

	<u>Absolute</u>	Relative*
1-mth	30.6	17.8
3-mth	39.8	23.6
6-mth	67.2	41.4

*Relative to HSI

Source(s): Bloomberg, ABCI Securities

1-Year stock performance (HK\$)



Source(s): Bloomberg, ABCI Securities

Franshion (817 HK) Attractively valued SOE player; top **BUY** in sector

Presales in April jumped 170% YoY to RMB 2.3bn following favorable policies launched in recent months.

- Three out of 7 sites acquired in 2014 are located in tier-1 cities; RMB11.3bn attributable land capex of RMB 11.3bn should increase saleable resources for 2015.
- Maintain BUY with a revised TP of HK\$ 4.50 (from HK\$ 3.30) based on a 40% (from 50%) discount to FY15E NAV

Presales surged 170% YoY in Apr 2015. As a result of various favorable policies (rate and RRR cuts, lower down payment ratio for 2nd-home purchase) in recent months, Franshion's presales rebounded 170%YoY to RMB2.3bn in Apr and 53% YoY to RMB 891mn in Mar, reversing the downtrend observed in Jan (-81%YoY) and Feb (-42% YoY). We expect sales momentum to accelerate further in 2H14. For 2015, Franshion announced a sales target of RMB 24.8bn (implying a 15% YoY growth) for 2015, of which RMB 21.8bn would be coming from residential/commercial sales (+18%YoY) and RMB3bn from land sales (+0%YoY). The announced target growth is higher than the 10% average growth target among peers.

Franshion announced its long-term target by achieving a presale of RMB80bn by 2019 (34%CAGR in 2015-19). This will be achieved by a) developing its primary landbank instead of selling to any third parties. Together with the Nanjing primary development secured in Jan 2015, total landbank for primary development reached 21.4mn sqm; b) engaging in more JV projects. Since 2014, most of Franshion's new projects are JV projects. Franshion decides that a 50-70% stake in new projects will be optimal; 2) rental revenue to reach HK\$ 5bn (vs. HK\$3.5bn from investment properties and hotels in 2014). This could be achieved by the addition of 0.69mn sqm of investment properties under construction at present.

Quality landbank addition. Franshion acquired several premium land sites in 2014 during the market downturn. In particular, 3 out of 7 sites acquired are located in tier-1 cities. Franshion spent a total of RMB11.3bn in attributable land capex in 2014 (or 61% of total presales in 2014), which should allow for more saleable resources for the Group going forward. Franshion also acquired an 80% stake in a primary development project in Nanjing Jiangning Shangfang City center in Jan 2015 with an area of 3.8mn sqm. Total estimated cost for the project is RMB 17bn (or ~RMB 4,500/sqm) and completion is expected to take place in 8 years. Only 12 km away from downtown, this site will be Franshion's first project in shantytown renewal. ASP in the region is around RMB 11-15k/sqm at present. With a cost of debt of 5.4% in 2014 (down from 5.6% in 2013), this SOE player is set to outperform via accelerated expansion of presales and landbank. In contrary, private developers, which suffered from tight cash flow and refinancing issues in the past year, will likely remain cautious in acquiring land. (Continue next page)

Results and Valuation

FY ended Dec 31	2013A	2014A	2015E	2016E	2017E
Revenue (HK\$ mn)	20,719	29,548	31,204	37,406	41,713
Chg (% YoY)	20.6	42.6	5.6	19.9	11.5
Core net profit (HK\$ mn)	2,910	3,610	3,751	4,819	5,565
Chg (% YoY)	35.1	24.0	3.9	28.5	15.5
Core EPS (HK\$)	0.30	0.37	0.38	0.48	0.55
Chg (% YoY)	30.7	22.8	3.6	26.3	14.6
BVPS (HK\$)	3.07	3.53	3.82	4.19	4.62
Chg (% YoY)	18.8	15.1	8.2	9.7	10.2
Core PE (x)	10.5	8.5	8.2	6.5	5.7
PB (x)	1.0	0.9	0.8	0.7	0.7
ROE (%)	10.0	10.9	10.5	12.3	13.0
ROA (%)	2.4	2.6	2.7	3.3	3.4
DPS (HK\$)	0.10	0.12	0.12	0.16	0.18
Dividend yield (%)	3.0	3.7	4.0	5.1	5.9
Net gearing (%)	44.5	58.1	55.4	40.2	11.5

*Net gearing=Net debt/Total equity

Source(s): Bloomberg, ABCI Securities estimates



FY14 results review. Franshion's FY14 core profit rose 24% YoY to HK\$3.6bn. Although Franshion missed its 2014 presales target, margin held up better than expected. Blended gross margin remained high at 39% in 2014 (vs 44% in 2013). Gross margin for land development improves from 36 to 46%, which offset the 11ppt gross margin drop in residential sales (from 45% to 34%) as market competition intensified. In particular, we believe Franshion has deferred its land sales to 2015 to avoid oversupply in the market and stabilize land price. Franshion's rental income also increased 12%YoY to HK\$1.4bn, producing a steady cashflow stream for the group. Net gearing remains healthy at 56% as at Dec 14, although higher than 41% a year ago. DPS of HK\$0.115, implying 5% dividend yield on current share price.

SOE developers with attractive valuations—top BUY in the sector. We factor in Franshion's latest land acquisitions and raise our 2015E-16E net profit by 20-30% to reflect better-than-expected presales. We also lift our FY15E NAV to HK\$ 7.42 (from HK\$6.64) and TP to HK\$ 4.50 (from HK\$ 3.30) based on a 40% discount to NAV. Franshion's valuations at 8.2x FY15E P/E and a 58% discount to FY15E NAV are the lowest among SOE developers (COLI: 9.9x FY15E P/E, 0% discount to FY15E NAV; CR Land: 12.0x FY15E P/E, 5% discount to FY15E NAV).

Risk factors: 1) Rising litigation risks across sector; 2) Further slowdown in land sales.

Exhibit 1: Franshion's FY14 results

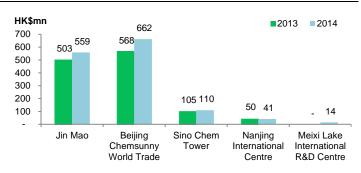
P&L	2014	2013	YoY Chg	Operating statistics	2014	2013	YoY Chg
	HK\$m	HK\$m	(%)	Contracted GFA ('000 sqm)	0.88	0.57	54
Turnover	29,548	20,719	43	Contracted ASP (RMB/sqm)	20,924	25,466	(18)
Property sales	21,895	9,708	126	Presales (RMBm)	18,487	14,591	27
Primary land development	3,650	7,160	(49)				
Property leasing	1,399	1,249	12	GFA Delivered (mn sqm)	0.88	0.22	299
Hotel	2,127	2,061	3	Booked ASP (HK\$/sqm)	24,936	44,144	(44)
Others	478	541	(12)	Property sales booked (HK\$mn)	21,895	9,708	126
Cost of Sales & direct operating costs	(17,989)	(11,519)	56	Land sold (mn sqm)	0.99	2.59	(62)
Gross Profit	11,559	9,200	26	Booked ASP (HK\$/sqm)	3,684	2,768	33
Gross Margin (%)	39.1	44.4	-4.1ppt	Land sales (HK\$mn)	3,650	7,160	(49)
Selling and distribution costs	(915)	(624)	47	Gross margin by segment	2014	2013	YoY Chg
Administrative expense	(1,679)	(1,162)	45				(ppt)
EBIT	8,965	7,415	21	Property sales	48.0%	48.0%	+13ppt
EBIT Margin (%)	30.3	35.8	-5.1ppt	Land development	31.0%	31.0%	+13ppt
				Property leasing	90.0%	90.0%	-
Other income, gains and losses	546	524	4	Hotel	53.0%	53.0%	-1ppt
Fair value gain of investment properties	2,310	1,831	26				
Other exceptional items	0	0	NA	Balance sheet	Dec 14	Dec 13	НоН %
Share of profit from JCE/ Associates	(33)	2	(1,528)		HKDm	HKDm	
Finance cost	(1,222)	(1,325)	(8)	Gross debt	46,759	35,806	31
Profit before tax	10,566	8,448	25	Cash	14,053	14,793	(5)
				Net debt	32,707	21,013	56
Тах	(3,884)	(3,393)	14	Net gearing- include perpetual instrument(%)	58.1	44.5	+25.5ppt
- LAT	(1,094)	(1,286)	(15)	. ,			
- Enterprise tax	(2,790)	(2,107)	32				
Profit after tax	6,682	5,055	32				
Minority Interest	(1,360)	(807)	68				
Net profit	5,322	4,247	25				
Underlying net profit	3,610	2,910	24				

Source(s): Company, ABCI Securities

Exhibit 2: Franshion's GPM breakdown by division

100.0% 90.5% ■2013 ■2014 87.7% 80.0% 50.6% 60.0% 45.3% 46.1% 47.8% 36.0% 34.3% 40.0% 20.0% 0.0% Property sales Land sales Hotels Leasing

Exhibit 3: Rental revenue breakdown



Source(s): Company; ABCI Securities

Source(s): Company; ABCI Securities

Exhibit 4: Hotel revenue breakdown

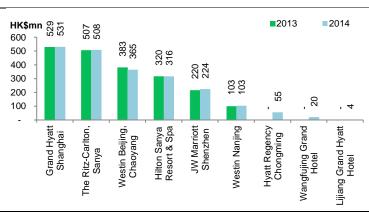


Exhibit 5: GFA of Franshion's completed investment properties



Source(s): Company; ABCI Securities

Source(s): Company; ABCI Securities estimates

Exhibit 6: Franshion's land acquisition

Month	City	GFA	Land premium	AV	stake
		mn sqm	RMB mn	RMB/sqm	%
Jan-15	Qingdao	0.481	754	1,569	100%
Dec-14	Changsha	0.191	297	1,553	100%
Dec-14	Changsha	0.499	1,396	2,800	100%
Oct-14	Chongqing	0.826	2,135	2,586	40%
Sep-14	Guangzhou	0.314	3,242	10,314	50%
Feb-14	Beijing	0.559	6,000	10,735	25.5%-50%
Jan-14	Shanghai	0.289	10,100	34,924	36%
Jan-14	Hangzhou	0.242	2,370	9,781	85%
	Total	3.401	26,294	7,731	

Source(s): Company, ABCI Securities



Exhibit 7: Franshion's FY15E NAV

	Attr. GFA	Net assets value		Valuation	Implied value per sqm
	(mn sqm)	(HKD mn)	% of total	Method	(HKD)
Property development	•	•			
Beijjng	0.8	9,171	9%		10,887
Shanghai	0.5	15,884	15%		32,984
Changsha	2.1	6,198	6%	DCF at WACC of	2,954
Suzhou	0.3	2,013	2%	9.2%	7,347
Chongqing	1.5	9,053	9%		6,146
Others	6.7	32,420	31%		4,851
Subtotal	10.4	74,738	70%		7,201
Primary Land Development	4.1	14,733	14%	Mkt value	3,629
Investment Properties	0.5	9,463	9%	8.5% c	ap rate on net rental income
Hotels		7,172	7%	Market value of	stake in Jinmao investment (6139 HK)
Total 2015E GAV		106,106	100%		
2015E Net debt (including Perpetual convertible securities)		(38,146)	-36%		
Total 2015E NAV		67,960	64%		
No. of share outstanding		9,161			
NAV per share (HKD)		7.42			
Target discount (%)		40%			
Target Price (HKD)		4.50			
WACC	9.2%				
Cost of debt	6.0%				
Cost of Equity	15.0%				
Debt/ (Debt + Equity)	55%				

Source(s): Company, ABCI Securities estimates



Consolidated income statement (2013A-2017E)

FY Ended Dec 31 (HK\$ mn)	2013A	2014A	2015E	2016E	2017E
Revenue	20,719	29,548	31,204	37,406	41,713
Cost of sales	(11,519)	(17,989)	(16,888)	(19,779)	(22,221)
Gross Profit	9,200	11,559	14,316	17,627	19,492
SG&A expenses	(1,785)	(2,593)	(3,008)	(3,516)	(4,427)
EBIT	7,415	8,965	11,308	14,111	15,064
Finance cost	(1,325)	(1,222)	(1,333)	(1,333)	(1,333)
Share of profit of associates	2	(33)	0	423	1,310
Other income/ (expenses)	524	546	525	261	411
Fair value gain of investment properties	1,831	2,310	0	0	0
Disposal/one-off items	0	(26)	0	0	0
Profit before tax	8,448	10,540	10,500	13,462	15,452
Tax	(3,393)	(3,884)	(4,772)	(5,913)	(6,609)
Profit after tax	5,055	6,656	5,728	7,549	8,843
Minority interest	(807)	(1,360)	(1,977)	(2,730)	(3,278)
Reported net profit	4,247	5,296	3,751	4,819	5,565
Less: exceptional items	(1,337)	(1,686)	0	0	0
Underlying net profit	2,910	3,610	3,751	4,819	5,565
<u>Per share</u>					
Underlying EPS (HK\$)	0.30	0.37	0.38	0.48	0.55
DPS (HK\$)	0.10	0.12	0.12	0.16	0.18
Payout ratio (%)	32%	31%	33%	33%	34%
BVPS (HK\$)	3.07	3.53	3.82	4.19	4.62
Growth %					
Revenue	20.6%	42.6%	5.6%	19.9%	11.5%
Gross Profit	27.8%	25.6%	23.9%	23.1%	10.6%
EBIT	28.0%	20.9%	26.1%	24.8%	6.8%
Underlying net profit	35.1%	24.0%	3.9%	28.5%	15.5%
Margin %					
Gross margin	44.4%	39.1%	45.9%	47.1%	46.7%
Gross margin (post-LAT)	15.0%	21.7%	22.4%	21.6%	21.4%
EBIT margin	35.8%	30.3%	36.2%	37.7%	36.1%
Core net margin	17.8%	16.8%	18.4%	19.1%	18.1%
V.					
Key assumptions	40.004	00.400	00.445	24.000	F7 000
Contracted Sales (HK\$m)	18,384	23,108	26,445	34,888	57,663
GFA sold (m sqm)	0.57	0.88	0.89	0.92	1.91
ASP (HK\$/sqm)	32,087	26,155	29,724	37,885	30,223
Booked Sales (HK\$)	9,708	21,895	22,592	24,762	27,788
GFA delivered (m sqm)	0.22	0.88	0.74	0.75	0.94
Booked ASP (HK\$/sqm)	44,144	24,936	30,489	33,165	29,644

Source: Company, ABCI Securities estimates



Consolidated balance sheet (2013A-2017E)

As of Dec 31 (HK\$ mn)	2013A	2014A	2015E	2016E	2017E
Current assets	46,720	55,658	55,755	60,619	76,806
Cash	14,490	12,455	11,603	18,486	36,755
Restricted cash	303	1,598	1,598	1,598	1,598
Trade & other receivables	4,202	3,593	3,593	3,593	3,593
Properties under development	10,714	18,319	18,319	18,319	18,319
Properties held for sale	5,915	7,619	7,619	7,619	7,619
Land under development	5,163	3,400	4,349	2,330	248
Other current assets	17,011	19,693	20,642	18,623	16,541
Non-current assets	74,123	82,367	85,411	85,521	84,622
Property, plant & equipment	7,495	12,423	12,910	13,388	13,855
Properties under development	33,318	27,759	33,316	32,526	29,850
Land under development	4,549	9,560	6,560	6,560	6,560
Investment properties	22,018	24,356	24,356	24,356	24,356
Investment in Associate and JCE	42	1,861	1,861	2,284	3,593
Other non-current assets	6,700	6,408	6,408	6,408	6,408
Total Assets	120,843	138,026	141,166	146,140	161,428
Current Liabilities	39,604	33,903	32,801	32,034	40,511
Short term borrowings	6,139	4,072	4,072	4,072	4,072
Trade & other payables	9,504	13,629	13,629	13,629	13,629
Pre-sales deposits	16,749	9,610	8,508	7,741	16,217
Other current liabilities	7,212	6,592	6,592	6,592	6,592
Non-current liabilities	34,020	47,790	47,790	47,790	47,790
Long term borrowings	29,667	42,687	42,687	42,687	42,687
Other payables	- -	- -	- -	- -	- -
Other non-current liabilities	4,353	5,103	5,103	5,103	5,103
Total Liabilities	73,624	81,693	80,591	79,825	88,301
Net Assets	47,219	56,333	60,574	66,316	73,128
Shareholders Equity	28,974	33,062	35,688	39,061	42,957
Perpetual Convertible Securities	4,588	4,588	4,588	4,588	4,588
Minority Interest	13,658	18,682	20,297	22,666	25,582
Total Equity	47,219	56,333	60,573	66,315	73,127
Key ratio					
Gross debt (HK\$m)	35,806	46,759	46,759	46,759	46,759
Net debt (HK\$m)	21,013	32,707	33,558	26,675	8,406
Net gearing (%)	45%	58%	55%	40%	11%
Contracted sales/ Total assets (x)	0.15	0.17	0.19	0.24	0.36
Contracted sales/ Total assets (X)	0.15	0.17	0.13	0.24	0.50

Source(s): Company, ABCI Securities estimates



Consolidated cash flow statement (2013A-2017E)

FY ended Dec 31 (HK\$ mn)	2013A	2014A	2015E	2016E	2017E
EBITDA	7,684	9,277	11,628	14,441	15,405
Change in Working Capital	(10,505)	2,491	(3,134)	3,514	14,707
Tax payment	(2,365)	(3,884)	(4,772)	(5,913)	(6,609)
Operating Cashflow	(5,186)	7,884	3,723	12,043	23,503
Purchase of PP&E	(808)	(808)	(808)	(808)	(808)
Addition of Investment Properties	0	0	0	0	0
Investment in Associate/ JCE	0	0	0	0	0
Proceeds from Disposals	0	0	0	0	0
Others	32	546	525	261	411
Investing Cashflow	(776)	(262)	(283)	(547)	(397)
Debt raised	25,961	10,000	10,000	10,000	10,000
Debt repaid	(21,339)	(20,397)	(10,000)	(10,000)	(10,000)
Interest expenses	(1,947)	(2,477)	(2,806)	(2,806)	(2,806)
Equity raised	0	0	0	0	0
Convertible securities coupon payments	(317)	(312)	(312)	(312)	(312)
Dividend to shareholders	(641)	(1,043)	(1,125)	(1,446)	(1,670)
Others	5,848	4,573	(50)	(50)	(50)
Financing Cashflow	7,564	(9,655)	(4,293)	(4,613)	(4,837)
Net cash inflow/ (outflow)	1,602	(2,034)	(853)	6,883	18,269
Cash- beginning	12,888	14,490	12,456	11,603	18,486
Cash- year-end	14,490	12,456	11,603	18,486	36,755

Source(s): Company, ABCI Securities estimates



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Definition of equity rating

Rating	Definition
Buy	Stock return ≥ Market return rate
Hold	Market return – 6% ≤ Stock return < Market return rate
Sell	Stock return < Market return – 6%
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Stock return is defined as the expected % change of share price plus gross dividend yield over the next 12 months

Market return: 5-year average market return rate from 2009-2013

Time horizon of share price target: 12-month

Definition of share price risk

Rating	Definition
Very high	2.6 ≤180 day volatility/180 day benchmark index volatility
High	1.5 ≤ 180 day volatility/180 day benchmark index volatility < 2.6
Medium	1.0 ≤180 day volatility/180 day benchmark index volatility < 1.5
Low	180 day volatility/180 day benchmark index volatility < 1.0
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We measure share price risk by its volatility relative to volatility of benchmark index. Benchmark index: Hang Seng Index.

Volatility is calculated from the standard deviation of day to day logarithmic historic price change. The 180-day price volatility equals the annualized standard deviation of the relative price change for the 180 most recent trading days closing price.

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Office address: ABCI Securities Company Limited, 13/F Fairmont House,

8 Cotton Tree Drive, Central, Hong Kong.

Tel: (852) 2868 2183