September 17, 2014 Equity focus Rating: BUY TP: HK\$ 4.70

Share price (HK\$) 3.62
Est. share price return 29.8%
Est. dividend yield 5.2%
Est. total return 35.0%

Previous Rating &TP BUY; HK\$ 4.70
Previous Report Date Jun 25, 2014

Analyst: Kenneth Tung Tel: (852) 2147 8311

Email: kennethtung@abci.com.hk

Key Data

52Wk H/L(HK\$)	4.99/1.77
Issued shares (mn)	7,759
Market cap (HK\$mn)	28,087
3-mth avg daily turnover (HK\$ mn)	120.65
Major shareholder(s) (%):	
Cheng Chung Hing	32.15
Tencent	11.94
Source(s): Company Bloomberg ABCL	Securities

FY14 Revenue breakdown (%)

Property development	95.1
Property investment	2.3
Property management	0.5
E-commerce	1.4
Others	0.7
Source(s): Company ABCI Securities	

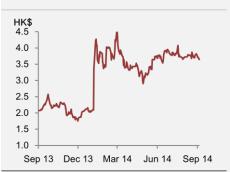
Share performance (%)

	<u>Absolute</u>	Relative*
1-mth	(2.7)	0.6
3-mth	(3.2)	(7.1)
6-mth	(8.0)	(17.7)
*Deletive to LICI		

*Relative to HSI

Source(s): Bloomberg, ABCI Securities

1-Year stock performance (HK\$)



Source(s): Bloomberg, ABCI Securities

China South City (1668 HK)

M&A to expand e-commerce logistics empire; maintain BUY

- Acquired a 19.05% stake in Makepolo, one of the largest B2B procurement platforms in China, at HK\$ 175mn.
- Makepolo will bring synergy to CSC's existing e-commerce business and open up new market in internet finance services
- Increasing M&A will drive up valuation of the logistics/property sector, as exemplified by Wuzhou's single-day share price jump of 18% after introducing Ping An Real Estate as a strategic investor
- Reiterate BUY with TP of HK\$4.70 based on a 50% discount to NAV

Acquiring a 19.05% stake in Makepolo at HK\$ 175mn. CSC announced to acquire a 19.05% stake in Makepolo, one of the largest B2B procurement platforms in China, at HK\$ 175mn. It marks the first e-commerce M&A of CSC after Tencent became its strategic shareholder in Jan 2014 and signifies CSC's role as Tencent's major B2B platform.

A sound investment to synergize existing B2B business and explore new internet finance opportunities. Makepolo, founded in 2006, is one of the leading procurement trading platforms in China with more than 12 million registered SME users and 500 million stock keeping units (SKU) of product information in the database. Its strategic investors include LB Investment and an investment fund of Intel Corporation. In 2009-13, B2B revenue grew 25% CAGR to RMB 17bn. Although Makepolo is extremely small compared to Alibaba, whose B2B market share reached 46.4% by revenue in 2013, teaming up with CSC will help speed up monetization of its well-developed platform with a 22% share of SKU in the B2B market.

Makepolo also provides SME users with third-party internet finance services based on big data technology. Makepolo has access to the transaction records, customer bases and other business information of SMEs, which could help financial institutions to assess credit profiles. Acquisition of Makepolo will help CSC tap into new revenue streams, primarily by bringing new internet finance services to its existing SME clients in its business parks.

Wuzhou's share price rose 18% on Ping An's strategic investment. On Sep 12, 2014, Wuzhou (1369 HK) announced the strategic investment from Ping An Real Estates and PAG on its US\$ 100mn convertible notes. According to the strategic cooperation framework agreement, Ping An Real Estate will provide financial support to Wuzhou to develop integrated merchandising and logistics platforms, as well as financial services platform, to existing SME clients. After the announcement, share price jumped 18% to HK\$ 1.94, well above the conversion price of HK\$ 1.78. (continue next page)

Results and Valuation

FY ended Mar 31	FY13A	FY14A	FY15E	FY16E	FY17E
Revenue (HK\$ mn)	7,488	13,468	18,237	24,456	26,597
Chg (% YoY)	104.0	79.9	35.4	34.1	8.8
Core net profit (HK\$ mn)	1,776	2,678	3,737	5,680	6,344
Chg (% YoY)	92.5	50.7	39.6	52.0	11.7
Underlying EPS (HK\$)	0.29	0.40	0.48	0.73	0.82
Chg (% YoY)	91.6	35.1	21.0	52.0	11.7
BVPS (HK\$)	2.63	2.64	2.85	3.34	3.85
Chg (% YoY)	21.7	0.2	8.3	16.9	15.5
Underlying PE (x)	12.3	9.1	7.5	4.9	4.4
P/B (x)	1.38	1.37	1.27	1.09	0.94
ROE (%)	11.2	13.4	16.9	21.9	21.2
ROA (%)	4.2	4.5	5.5	7.7	8.0
DPS (HK\$)	0.10	0.14	0.19	0.24	0.29
Dividend yield (%)	2.8	3.9	5.2	6.6	8.0
Net gearing (%)	32.0	23.7	15.0	(8.9)	(32.8)

*Net gearing=Net debt/Total Shareholders' equity Source(s): Bloomberg, ABCI Securities estimates



Sizzling hot e-commerce may boost valuation of logistics/property sector. Maintain BUY. Since the beginning of 2014, we have seen growing interest from both leading online giants and property funds to acquire e-commerce and logistics entities. We believe e-commerce and logistics will be the key focuses of internet and property sectors in the future. Increasing M&A activities will help boost valuation of the logistics/property sector. CSC, with solid progress in the B2B segment, will benefit in our view. Our TP of HK\$ 4.70 is still based on a 50% discount to NAV, in line with the commercial property sector average. Maintain BUY.

Risk factors: 1) Housing oversupply in second-tier cities; 2) Company's high level of unsold inventories may strain cash flow.

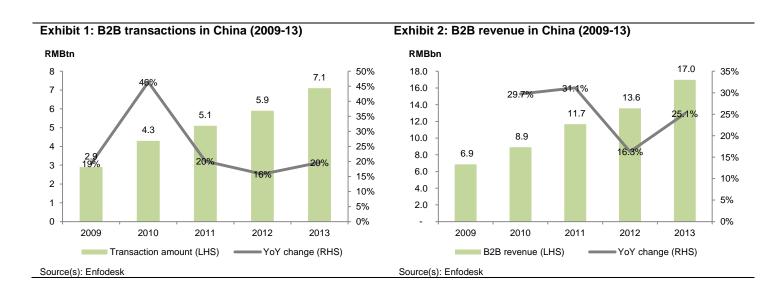


Exhibit 3: B2B market share in China by revenue (2013) Exhibit 4: B2B market share in China by SKU (2013) Alibaba, 24% Others, 41% Others, 50% Alibaba, 46% Makepolo. 22% HC HC Global International, International Sources, 8% 4% 4% Source(s): Enfodesk Source(s): Enfodesk



	Attr. GFA	NAV		Valuation	Implied value per sqm
	(mn sqm)	(HK\$ mn)	% of total	Method	(HK\$)
Property development					· · ·
Shenzhen	2.2	10,027	14%		4,656
Nanning	2.7	9,183	12%	505	3,428
Nanchang	3.7	14,083	19%	DCF at WACC of	3,853
Xi'an	1.7	4,432	6%	7.4%	2,670
Harbin	2.2	3,773	5%	7.470	1,691
Others	9.5	16,080	22%		1,695
Subtotal	21.9	57,579	78%		2,633
Investment Properties & retail outlets		7,294	10%	5% cap rate	on FY15E net rental income
Online Platform (E-commerce and logistics)		9,240	12%	30x 2015E PE on online platform operation	
Total FY15E GAV		74,112	100%		
FY15E Net debt		(3,292)	-4%		
Total FY15E NAV		70,820	96%		
No. of share outstanding		7,577			
NAV per share (HK\$)		9.35			
Target discount (%)		50%			
Target Price (HK\$)		4.70			
WACC	7.4%				
Cost of debt	6.5%				
Cost of equity	10.0%				
Debt/ (Debt + Equity)	51%				



- Landlords/REIT

Source(s): Company, ABCI Securities estimates, Bloomberg

* Data as at 16 Sep 2014

Exhibit 6: **Sector valuation- Property sector** Share Performance Valuation Ratin Price P/E P/B China Property TP сар зМ YTD 2013 to NAV Yield (%) Ticke (HKD (loca 2013A 2014E 2015E 2013A 2014E 2015E 2013A 2014E 2015E % Chq % Chq % Chg (%) bn) ccy) Residential: COLI 688 HK HOLD 24.40 175 21.40 5 (4) (12.23)9.2 7.5 6.6 2.2 2.7 3.0 1.6 1.4 1.2 2 Vanke-H 2202 HK NR 132 14 38 NA NA NΑ (25.95) 10.9 7 1 6 1 3.6 42 49 16 1 4 1.2 3 CR Land 1109 HK NR 103 17.66 18 (6) (8) (37.04) 11.1 8.8 7.5 2.5 29 3.3 1.2 1.1 1.0 Country Garden 2007 HK NR (53.10) 65 3.18 (26) 20 6.0 6.6 7.5 1.0 0.9 0.8 5 813 HK NR 26 0.8 Shimao 58 16.84 14 (48.76) 6.3 5.2 4.6 4.7 5.8 6.5 1.1 1.0 (1) 6 Lonafor 960 HK NR 52 9.55 (3) (9) (27)(50.34)6.6 5.8 5.2 3.0 3.3 3.8 1.0 0.9 0.8 7 Evergrande 3333 HK BUY 4 10 46 3 16 (14)25 (27)(68.59)39 4.5 29 172 77 121 0.5 0.4 0.4 8 Guangzhou R&F 2777 HK NR 29 8.97 (9) (16) (7) (71.02) 4.0 4.2 3.6 8.7 7.6 8.7 0.7 0.6 0.5 3377 HK NR 33 8 (7) (8) (50.65) 7.8 7.2 6.3 5.2 5.5 6.1 0.6 0.6 0.5 3383 HK NR 21 10 6.04 (65.64) 3.7 3.7 3.5 7.9 7.8 0.5 0.5 0.4 Agile (1) (21)(20)8.1 11 Greentown 3900 HK HOLD 9.30 18 8.30 8 (25)(12)(55.16)3.7 4.0 4.0 6.5 6.1 6.1 0.6 0.6 0.5 12 Sunac 1918 HK BUY 7.10 21 6 24 45 43 (21)(68.02)47 3.7 3.5 3.9 49 52 12 1.0 0.8 13 Yuexiu Properties 123 HK NR 15 1.63 7 (13) (18) (63.37) 9.6 7.3 6.4 5.1 5.3 6.0 0.5 0.5 0.5 14 COGO 81 HK NR 11 4.86 (4) (33) (20) (62.53) 4.0 4.2 3.7 2.3 2.1 2.6 0.9 0.8 0.7 15 1813 HK NR KWG 18 6.08 32 (23) (60.47) 6.1 4.9 4.1 6.0 6.2 7.2 0.8 0.7 0.6 53 1638 HK BUY 16 4.00 28 (62.28) 2.9 9.2 0.8 Kaisa 16 3.03 28 5.3 3.8 5.0 5.9 0.7 0.6 17 884 HK BUY 2.20 9 1.53 9 18 (72.71) 4.8 3.8 3.2 6.9 8.0 (2) 4.6 5.8 0.7 0.6 BJ Capital Land 2868 HK (12)(48.55)2.3 9.8 10.2 18 NR 6 2.83 13 18 4.0 3.0 9.8 0.5 na na 3883 HK BUY 11 19 2.40 4 1.30 (14)(76.47)4.1 2.3 1.3 7.8 10.8 18.6 0.4 0.3 0.3 China Aoyuan 35 **HK Listed Avg** (55.41)6.1 5.9 0.9 0.7 9 (0) (6) 5.1 4.3 5.9 7.2 0.8 - Large cap (>HKD30b) avg 4 (3) (4) (43.33)7.7 6.4 5.4 5.6 4.9 6.0 1.1 1.0 0.8 - Small-mid cap (<HKD30b) avg 13 3 (11) (62.98) 5.0 4.3 3.7 6.0 6.1 7.0 0.7 0.7 0.6 NR 1 Vanke-A 000002 CH 132 9.21 12 21 (15)(40.19)8.6 5.6 4.8 4.5 4.6 5.4 1.3 1.1 1.0 Poly-A China Merchants 2 600048 CH NR 75 5.58 9 6 (38)(67.93)6.9 4.5 3.7 3.6 4.4 5.3 1.1 0.9 0.8 3 Property 000024 CH 37 11.83 9 (12) (30) (64.93) 8.8 5.7 4.8 2.7 3.0 3.7 1.1 1.0 0.8 600383 CH Gemdale NR (30.05) 10.7 1.0 50 8.80 34 9.7 8.2 1.7 1.4 1.2 4 (4) 1.7 1.1 A-share Listed Avg 8 (50.78) 12 (22) 8.8 6.4 5.4 2.9 3.4 4.0 1.2 1.1 0.9 Commercial: 410 HK NR SOHO China 32 6.06 (1) (5) 13 (24.25)11.7 20.8 5.2 5.2 0.6 0.6 0.6 5.6 5.0 2 China South City 1668 HK BUY 4.70 28 3.62 (8) 71 97 (61.27)9.1 7.5 4.9 3.9 5.2 6.6 1.4 1.3 1.1 3 Hui Xian REIT 87001 HK NR 23 3 43 2 (5) (1) (21.60) 24.3 16.5 15.7 7.3 7.5 7.8 0.6 0.6 0.7 Franshion 817 HK HOLD 2.30 19 2.07 (5) (20) (1) (57.30) 6.9 6.4 4.5 4.6 5.8 7.7 0.7 0.6 0.6 5 Shui On Land 272 HK NR 16 1.95 (45.45) 10.5 12.6 10.7 3.2 3.5 2.8 0.3 0.3 0.3 (3) (16)(30)6 Yuexiu REIT 405 HK NR 11 46.3 23.8 6.8 3.99 8 10 9 na 28.8 7.3 7.7 0.7 0.7 0.7 7 Zall 2098 HK NR 10 2 72 (0) (1) (10) na 27 2 0.0 na 1.1 na na 8 Wuzhou 1369 HK NR 10 2.09 31 66 71 na 21.9 11.3 7.8 1.7 22 3.6 3.2 na na Commercial Avg (46.63) (1) 10 17.3 12.2 4.7 6.2 1.1 0.7 0.7 - Developers (4) 8 20 (47.07)12.1 8.7 8.5 4.1 5.8 6.9 1.2 0.8 0.7

(16)

(6)

(1)

(45.75)

35.3

22.6

19.8 7.0

7.4

7.8

0.7

0.7

0.7



Consolidated income statement (FY13A-FY17E)

FY Ended Mar 31 (HK\$ mn)	FY13A	FY14A	FY15E	FY16E	FY17E
Revenue	7,488	13,468	18,237	24,456	26,597
Cost of sales	(3,311)	(6,921)	(8,839)	(10,910)	(11,736)
Gross Profit	4,177	6,547	9,398	13,545	14,861
SG&A expenses	(826)	(1,444)	(2,051)	(2,507)	(2,645)
EBIT	3,351	5,103	7,347	11,039	12,216
Finance cost	(133)	(153)	(271)	(271)	(271)
Share of profit of assocaites	1	(1)	-	-	-
Other income/ (expenses)	52	188	80	110	143
Fair value gain of investment properties	1,251	1,266	-	-	-
Disposal/one-off items	(49)	(235)	-	-	-
Profit before tax	4,473	6,169	7,156	10,878	12,088
Tax	(1,606)	(2,472)	(3,419)	(5,197)	(5,744)
Profit after tax	2,867	3,696	3,737	5,680	6,344
Minority interest	(117)	(202)	-	-	-
Reported net profit	2,750	3,494	3,737	5,680	6,344
Less: exceptional items	(973)	(817)	-		-
Underlying net profit	1,776	2,678	3,737	5,680	6,344
Per share					
Underlying EPS (HK\$)	0.29	0.40	0.48	0.73	0.82
DPS (HK\$)	0.10	0.14	0.19	0.24	0.29
Payout ratio (%)	34%	35%	39%	33%	35%
BVPS (HK\$)	2.63	2.64	2.85	3.34	3.85
2 · · · · (· · · · · ·)	2.00			0.0 .	0.00
Growth %					
Revenue	104.0%	79.9%	35.4%	34.1%	8.8%
Gross Profit	86.8%	56.8%	43.5%	44.1%	9.7%
EBIT	97.4%	52.3%	44.0%	50.2%	10.7%
Underlying net profit	92.5%	50.7%	39.6%	52.0%	11.7%
Margin %					
Gross margin	55.8%	48.6%	51.5%	55.4%	55.9%
Gross margin (post-LAT)	48.2%	39.2%	39.3%	41.6%	41.8%
EBIT margin	44.8%	37.9%	40.3%	45.1%	45.9%
Core net margin	26.2%	21.7%	20.5%	23.2%	23.9%
Key assumptions					
Contracted Sales (HK\$m)	8,205	14,106	18,471	26,404	26,306
GFA sold (m sqm)	0.71	1.75	1.84	2.42	2.39
ASP (HK\$/sqm)	11,573	8,083	10,013	10,908	11,026
, (c. (i ii (ψ/οφίτι)	11,010	5,505	10,010	10,000	11,020
Booked Sales (HK\$)	6,899	12,813	17,210	23,087	24,779
GFA delivered (m sqm)	0.66	1.62	1.86	2.26	2.37
Booked ASP (HK\$/sqm)	10,409	7,910	9,269	10,211	10,444

Source: Company, ABCI Securities estimates



Consolidated balance sheet (FY13A-FY17E)

Consolidated balance sheet (F113	•				
As of Mar 31 (HK\$ mn)	FY13A	FY14A	FY15E	FY16E	FY17E
Current assets	18,428	30,042	36,492	42,170	49,732
Bank balances and cash	6,778	12,777	19,227	24,905	32,467
Trade receivables	937	2,806	2,806	2,806	2,806
Properties held for sale	9,953	13,701	13,701	13,701	13,701
Other current assets	760	759	759	759	759
Non-current assets	23,917	29,919	31,460	32,035	30,024
Properties under development	2,382	2,933	4,564	5,240	3,340
Property, plant and equipment	601	659	569	469	358
Investment properties	19,426	24,034	24,034	24,034	24,034
Investment in Associate and JCE	6	13	13	13	13
Other non-current assets	1,502	2,279	2,279	2,279	2,279
Total Assets	42,345	59,961	67,952	74,205	79,757
Current Liabilities	15,374	24,243	30,069	32,593	34,129
Short term borrowings	4,418	5,842	10,842	10,842	10,842
Trade and other payables	4,373	8,871	8,871	8,871	8,871
Pre-sale deposits	3,793	5,120	5,945	8,470	10,006
Other current liabilities	2,790	4,411	4,411	4,411	4,411
Non-current liabilities	10,928	15,573	15,573	15,573	15,573
Long term borrowings	7,435	11,677	11,677	11,677	11,677
Other payables	-	-	-	-	-
Other non-current liabilities	3,493	3,896	3,896	3,896	3,896
Total Liabilities	26,302	39,817	45,642	48,166	49,703
Net Assets	16,043	20,144	22,310	26,039	30,054
Shareholders Equity	15,853	19,970	22,185	25,965	30,029
Minority Interest	190	175	125	75	25
Total Equity	16,043	20,144	22,310	26,039	30,054
Key ratios:					
Gross debt (HK\$ mn)	11,853	17,519	22,519	22,519	22,519
Net debt (HK\$ mn)	5,076	4,742	3,292	(2,386)	(9,949)
Net gearing (%)	32%	24%	15%	(9%)	(33%)
Presales/ Total assets (x)	0.19	0.24	0.27	0.36	0.33

Source(s): Company, ABCI Securities estimates



Consolidated cash flow statement (FY12A-FY16E)

FY ended Mar 31 (HK\$ mn)	FY13A	FY14A	FY15E	FY16E	FY17E
EBITDA	3,378	5,173	7,447	11,149	12,337
Change in Working Capital	(554)	2,245	730	3,384	4,972
Tax payment	(200)	(2,472)	(3,419)	(5,198)	(5,744)
Operating Cashflow	2,624	4,945	4,758	9,335	11,565
Purchase of PP&E	(10)	(10)	(10)	(10)	(10)
Addition of Investment Properties	Ô	Ó	Ó	Ó	Ó
Investment in Associate/ JCE	0	0	0	0	0
Proceeds from Disposals	0	0	0	0	0
Others	0	188	80	110	143
Investing Cashflow	(10)	178	70	100	133
Debt raised	2,000	10,000	10,000	10,000	10,000
Debt repaid	(500)	(9,721)	(5,000)	(10,000)	(10,000)
Interest expenses	(719)	(1,208)	(1,807)	(1,807)	(1,807)
Equity raised	0	3,328	0	0	0
Convertible securities raised	0	0	0	0	0
Dividend to shareholders	(449)	(1,143)	(1,522)	(1,901)	(2,280)
Others	0	(380)	(50)	(50)	(50)
Financing Cashflow	332	877	1,621	(3,758)	(4,136)
Net cash inflow/ (outflow)	2,946	5,999	6,450	5,678	7,562
Cash- beginning	3,832	6,778	12,777	19,227	24,905
Cash- year-end	6,778	12,777	19,227	24,905	32,467

Source(s): Company, ABCI Securities estimates



Disclosures

Analyst Certification

I, Tung Yiu Kei Kenneth, being the person 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.

Disclosures of Interests

ABCI Securities Company Limited and/or its affiliates, within the past 12 months, have investment banking relationship with one or more of the companies mentioned in the report.

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%

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
147	

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.

Disclaimers

Datina

This report is for our clients only and is for distribution only under such circumstances as may be permitted by applicable law. It has no regard to the specific investment objectives, financial situation or particular needs of any specific recipient. It is published solely for informational purposes and is not to be construed as a solicitation or an offer to buy or sell any securities or related financial instruments. No representation or warranty, either expresses or implied, is provided in relation to the accuracy, completeness or reliability of the information contained herein. This report should not be regarded by recipients as a substitute for the exercise of their own judgment. Any opinions expressed in this report are subject to change without notice and may differ or be contrary to opinions expressed by other business areas as a result of using different assumptions and criteria. The analysis contained herein is based on numerous assumptions. Different assumptions could result in materially different results. The analyst(s) responsible for the preparation of this report may interact with trading desk personnel, sales personnel and other constituencies for the purpose of gathering, synthesizing and interpreting market information. ABCI Securities Company Limited is under no obligation to update or keep current the information contained herein. ABCI Securities Company Limited relies on information barriers to control the flow of information contained in one or more areas within ABCI Securities Company Limited, into other areas, units, groups or affiliates of ABCI Securities Company Limited. The compensation of the analyst who prepared this report is



determined exclusively by research management and senior management (not including investment banking). Analyst compensation is not based on investment banking revenues, however, compensation may relate to the revenues of ABCI Securities Company Limited as a whole, of which investment banking, sales and trading are a part. The securities described herein may not be eligible for sale in all jurisdictions or to certain categories of investors. The price and value of the investments referred to in this research and the income from them may fluctuate. Past performance is not necessarily indicative of future results. Foreign currency rates of exchange may adversely affect the value, price or income of any security or related instrument mentioned in this report. For investment advice, trade execution or other enquiries, clients should contact their local sales representative. Neither ABCI Securities Company Limited nor any of its affiliates, directors, employees or agents accepts any liability for any loss or damage arising out of the use of all or any part of this report. Additional information will be made available upon request.

Copyright 2014 ABCI Securities Company Limited

No part of this material may be (i) copied, photocopied or duplicated in any form by any means or (ii) redistributed without the prior written consent of ABCI Securities Company Limited.

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

8 Cotton Tree Drive, Central, Hong Kong.

Tel: (852) 2868 2183