August 21, 2014 Company Report Rating: BUY TP: HK\$ 4.00

Share price (HK\$) Est. share price return Est. dividend yield Est. total return 2.78 43.8% 6.4% 50.2%

Previous Rating &TP
Previous Report Date

HK\$4.00, BUY Mar 12, 2014

Analyst: Kenneth Tung Tel: (852) 2147 8311

Email: kennethtung@abci.com.hk

Key Data

52Wk H/L(HK\$)	2.93/2.09
Issued shares (mn)	4,930
Market cap	14,315
3-mth avg daily turnover (HK\$ mn)	12.52
Major shareholder(s) (%):	

Kwok's Family 62. Source(s): Company, Bloomberg, ABCI Securities

FY13 Revenue breakdown (%)

Property development	97.8
Property investment	1.1
Property management	0.9
Others	0.2

Source(s): Company, ABCI Securities

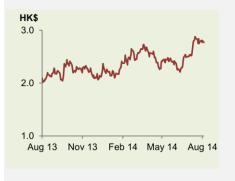
Share performance (%)

	<u>Absolute</u>	Relative*
1-mth	9.7	4.2
3-mth	15.1	5.6
6-mth	11.6	(0.2)

*Relative to HSI

Source(s): Bloomberg, ABCI Securities

1-Year stock performance (HK\$)



Source(s): Bloomberg, ABCI Securities

Kaisa (1638 HK) High margin and fast presales could co-exist

- 1H14 core profit rose 6% YoY to RMB1,156mn. Gross margin that rose 3.9ppt YoY to 40.3% is a major positive surprise
- Management commented a gross margin of over 35% will likely sustain on increasing exposures to tier 1 / 2 cities and urban redevelopment projects
- Presales should pick up in 2H14 with increased saleable resources; management is confident in meeting the RMB 30bn sales target
- Maintain BUY with TP of HK\$ 4.00 based on a 50% discount to our end-FY14E NAV

1H14 gross margin surged **3.9ppt YoY**. Kaisa reported 1H14 core profit increased 6% YoY to RMB 1,156mn despite a 3% YoY drop in revenue. Gross margin improved significantly from 36.4% in 1H13 to 40.3% in 1H14, driven by ASP increment on rising contribution from Shenzhen (from 15% of total sales in FY13 to 35% in 1H14). Kaisa's gross margin of over 40% is well above that of the market leader, COLI, at 33.6%. Net gearing (including MI) increased 10ppt YoY to 73% as at June 2014 after spending RMB 9.0bn to acquire 8 quality sites in top tier 1 and 2 cities in 1H14. Kaisa also diversified its fundraising channel by issuing a RMB 1bn onshore perpetual instrument (classified as equity on balance sheet) with a 11% coupon rate that will step up to 18% in 3 years. However, overall cost of debt remains low at 8.2% in 1H14 (1H13: 8.4%).

Gross margin is likely to remain high at above 35%. Urban redevelopment project has been progressing well. The Group secured 450k sqm of land from the Shenzhen Yantian project in Mar 2014; the Group also obtained approval to be the developer of the Shenzhen Futian Donshan project with a GFA of 120k sqm (expected ASP: RMB60k/sqm) in July 2014. Increasing exposure in tier 1 / 2 cities as well as redevelopment projects would ensure high margins in Kaisa. Management also commented they are confident in maintaining a gross margin of over 35% in the current environment.

Presales momentum will likely pick up in 2H14. In 1H14, Kaisa's presales rose 1% YoY to RMB 11.2bn, driven by higher ASP (+28% YoY) and a sell-through rate of 60%. Kaisa also ranked No.1 in Shenzhen and No.19 in China by presales value. Although Kaisa only achieved 43% of its RMB 30bn sales target as at July 2014, management expects a strong pickup in 2H14 when more new projects are scheduled to launch. Kaisa's saleable resources would increase 60% HoH from RMB 28bn in 1H14 to RMB 45bn in 2H14, and surge further to RMB 70bn in 2015. With a historical sell-through rate of ~60%, 2015 presales is likely to reach RMB 40bn, implying a 33% YoY growth for next year (based on 2014 presales target). In addition, GFA delivery would jump almost 3 times from 671k sgm in 1H14 to 1.8-2mn sgm in 2H14. (Continue next page)

Results and Valuation

recounts and valuation					
FY ended Dec 31	2012A	2013A	2014E	2015E	2016E
Revenue (RMB mn)	11,955	19,523	26,181	31,030	33,611
Chg (%, YoY)	10.3	63.3	34.1	18.5	8.3
Core Net Income (RMB mn) ¹	1,504	2,516	3,498	4,575	5,274
Chg (%, YoY)	(4.6)	67.3	39.0	30.8	15.3
Underlying EPS (RMB)	0.27	0.46	0.63	0.83	0.95
Chg (%, YoY)	(4.2)	67.3	39.0	30.8	15.3
BVPS (RMB)	2.6	3.1	3.6	4.3	5.0
Chg (%, YoY)	20.7	20.5	16.0	18.4	16.4
Underlying PE (x)	8.2	4.9	3.5	2.7	2.3
P/B (x)	0.9	0.7	0.6	0.5	0.4
ROE (%)	10.5	14.5	17.4	19.3	19.1
ROA (%)	2.6	2.9	3.7	4.5	4.9
DPS(HK\$)	-	0.15	0.18	0.28	0.32
Yield (%)	-	5.4	6.4	10.1	11.6
Net gearing (%) ²	70.1	78.2	27.4	Net	Net
				cash	cash

Core net income =Net profit - revaluation gain of investment properties and one-off items

Source(s): Bloomberg, ABCI Securities estimates

²Net gearing=Net debt/Shareholders' equity



Maintain BUY, TP HK\$4.00. Kaisa's interim results demonstrated that the Group is on the right track to attain its presales and margin targets. Hence, we keep our profit forecasts and NAV unchanged. Our TP of HK\$ 4.00 is still based on a 50% discount to end-FY14E NAV estimate of HK\$8.03/share. Although Kaisa's share price has rallied 19% YTD, the counter's valuation remains attractive at 3.5x 2014E P/E and a 6.4% yield. Kaisa once again differentiates itself from other players with a high asset turnover by improving its gross margin while preserving growth at a satisfactory level. Maintain **BUY.**

Risk factors: 1) Timing of redevelopment project approvals is uncertain; 2) Oversupply in tier 2/3 cities.

hibit 1: Kaisa's 1H14 results			
P&L	1H14	1H13	YoY
raL	1014	1013	Chq
	RMB	RMB	
	mn	MN	(%)
Turnover	6,793	7,016	(3)
Cost of Sales & direct operating costs	(4,056)	(4,461)	(9)
Gross Profit			
	2,737	2,555	7
Gross Margin (%)	40.3	36.4	3.9ppt
Selling and distribution costs	(417)	(357)	17
Administrative expense	(414)	(406)	2
EBIT .	1,905	1,793	6
EBIT Margin (%)	28.0	25.6	2.5ppt
LBIT Margin (70)	20.0	25.0	2.5ρρι
Other income, gains and losses	19	2	839
Fair value gain of investment properties	232	364	(36)
Other exceptional items	26	(361)	(107)
Share of profit from JCE/ Associates	0	Ò	NA
Finance cost	(61)	(33)	84
Profit before tax	2,121	1,764	20
Tolk before tax	2,121	1,704	20
Тах	(775)	(760)	2
- LAT	(108)	(17)	534
- Enterprise tax	(667)	(743)	(10)
B. C. C.	4.040	4.004	0.4
Profit after tax	1,346	1,004	34
Minority Interest	(18)	20	(188)
Net profit	1,329	1,025	30
Core net profit	1,156	1,093	6
Core Net Margin (%)	17.0	15.6	1.4
Operating statistics			
Presales GFA (mn sqm)	0.94	1.19	(21)
ASP sold (RMB/sqm)	11,856	9,253	28
Presales (RMB mn)	11,165	11,022	1
CEA Delivered (mn. agm)	1	1.00	(22)
GFA Delivered (mn sqm)	-	1.00	(33)
Booked ASP (RMB/sqm)	9,754	6,854	42
Property sales booked (RMB/sqm)	6,540	6,834	(4)
		Dec 13	НоН %
Balance sheet	Jun 14		
Balance sheet	RMB	RMB mn	
	RMB mn	RMB mn	24
Gross debt	RMB mn 29,774	RMB mn 22,225	34
Gross debt Cash	RMB mn 29,774 11,091	RMB mn 22,225 8,706	27
Gross debt Cash Net debt	RMB mn 29,774 11,091 18,683	RMB mn 22,225 8,706 13,519	27 38
Balance sheet Gross debt Cash Net debt Net gearing- excluded MI (%) Net gearing- included MI (%)	RMB mn 29,774 11,091	RMB mn 22,225 8,706	27

Source(s): Company, ABCI Securities



Exhibit 2: 2H14 GFA and presales guidance						
GFA guidance	1H14	2H14E	Total			
New launch (mn sqm)	1.00	2.70	3.70			
GFA available for sales (mn sqm)	2.59	2.70	5.29			
GFA completion (mn sqm)	0.93	2.10	3.03			
GFA under construction (mn sqm)	8.60	8.50	8.50			
GFA delivery (mn sqm)	0.67	1.8-2	2.471-2.671			
Sellable resources (RMB bn)	1H14	2H14E	2015E			
Balance b/f	18.0	16.7	26.3			
Add: New resources	9.9	28.4	43.1			

27.9

(11.2)

16.7

45.1

26.3

51%

(18.8)

Exhibit 3: 1H14 cashflow vs full-year guidance

<u>Cashflow</u>	2013	2014E	YoY	1H14
(RMB bn)	Actual	Budget	chg (%)	Actual
Sales proceeds	26.8	27.5	3%	10.7
Land premium	(15.0)	(12.4)	-17%	(9.3)
Construction	(9.3)	(13.1)	41%	(6.6)
SG&A	(1.5)	(2.0)	33%	(0.9)
Finance costs	(2.2)	(2.4)	9%	(1.1)
Taxes and others	(2.3)	(3.6)	57%	(1.4)
Net cashflow	(3.5)	(6.0)		(8.6)

Source(s): Company, ABCI Securities estimates

673

9,012

Exhibit 4:	Kaisa's 1H14 land acquisition				
Month	Location	Stake	Attr. GFA	Consideration	AV
		%	mn sqm	RMB mnn	RMB/sqm
Jan-14	Huizhou 惠州惠东县	100%	0.30	142	481
Jan-14	Suzhou 苏州相城区	51%	0.05	369	7,779
Jan-14	Suzhou 苏州高新区	51%	0.08	241	3,052
Jan-14	Nanjing 南京建邺区	96%	0.29	4,205	14,502
Feb-14	Chengdu 成都温江区	100%	0.25	570	2,319
Mar-14	Shenzhen 深圳盐田区	100%	0.45	57	4,573
Apr-14	Shenzhen 深圳大鹏新区	51%	0.23	2 754	12 000

69.4

(40.0)

29.4

0.10

1.74

Total Source(s): Company, ABCI Securities

Shenzhen 深圳南山区

Resources during period

Balance c/f

Jun-14

Less: Presold during period

Source(s): Company, ABCI Securities estimates

Exhibit 5: Kaisa's land, construction and finance costs per sqm (before business tax)

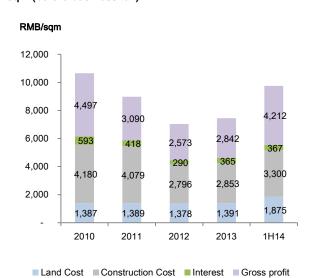
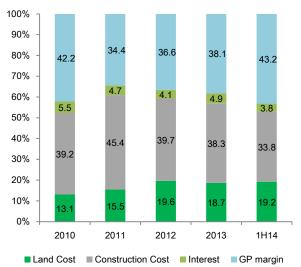


Exhibit 6: Kaisa's land, construction and finance costs as a percentage of sales (before business tax)

12,500 **6,686**



Source(s): Company, ABCI Securities

Source(s): Company, ABCI Securities



Source(s): Company, ABCI Securities estimates

Exhibit 7: Kaisa's FY14E NAV

	Attr. GFA	Net assets value		Valuation	Implied value per sqm
	(Mn sqm)	(RMB mn)	% of total	Methodology	(RMB)
Property development					
PRD	9.0	16,405	40%		1,814
Pan-Bohai Bay Rim	7.0	7,383	18%	DCF at WACC of	1,052
YRD	0.9	4,156	10%	12.8%	4,719
Western	2.0	2,739	7%		1,337
Others	4.8	7,913	20%		1,657
Subtotal	23.8	38,596	95%		1,624
Investment Properties		1,945	5%	6.0% cap rate on 2014	1E net rental income
Total 2014E GAV		40,541	100%	0.0 % cap rate on 201-	+L net rental income
10ta 20142 0AV		40,041	10070		
2014E Net debt		(5,505)	(14%)		
Total 2014E NAV		35,036	86%		
No. of share outstanding (diluted)		5,526			
NAV per share (RMB)		6.34			
Ex rate		1.27			
NAV per share (HK\$)		8.03			
Target discount (%)		50%			
Target Price (HK\$)	Г	4.00			
. 3 , ,	L				
WACC	12.8%				
Cost of Debt	8.5%				
Cost of Equity	20.0%				
Debt/ (Debt + Equity)	53%				



Consolidated income statement (2012A-2016E)

EV Ended Doc 31 (PMP mp)	•	2013A	2014E	20155	20165
FY Ended Dec 31 (RMB mn)	2012A		2014E	2015E	2016E
Revenue	11,955	19,523	26,181	31,030	33,611
Cost of sales	(8,070)	(12,923)	(16,549)	(19,021)	(20,250)
Gross Profit	3,885	6,599	9,632	12,010	13,361
SG&A expenses EBIT	(1,397)	(1,814)	(2,064)	(2,216)	(2,271)
	2,489	4,785	7,568	9,793	11,090
Finance cost	(39)	(122)	(47)	(42)	(42)
Share of profit of associates Other income/ (expenses)	(0) 62	0 38	0 127	0 211	0 296
	0	0	0	0	
Fair value gain of investment properties	757	455	0	0	0
Disposal/one-off items Profit before tax	3, 269	5,155	-	9,963	11,344
Tax			7,648		
Profit after tax	(1,153)	(2,293) 2,862	(3,716)	(4,837) 5.136	(5,537)
Minority interest	2,116 (44)	,	3,933 (435)	5,126 (551)	5,807
Reported net profit	2, 072	(5) 2,857	3, 498	(551) 4,575	(533) 5,274
Less: exceptional items	(568)	2, 637 (341)	3,496 0	4,373 0	•
Underlying net profit	1, 504	2, 516	3, 498	4,575	(0) 5,274
Onderlying het pront	1,504	2,510	3,490	4,575	5,274
Per share					
Underlying EPS (RMB)	0.27	0.46	0.63	0.83	0.95
DPS (RMB)	-	0.15	0.18	0.28	0.32
Payout ratio (%)	0%	33%	28%	34%	34%
BVPS (RMB)	2.60	3.13	3.63	4.30	5.01
BVI G (INVID)	2.00	0.10	0.00	4.00	0.01
Growth %					
Revenue	10.3%	63.3%	34.1%	18.5%	8.3%
Gross Profit	20.2%	69.8%	45.9%	24.7%	11.3%
EBIT	9.9%	92.3%	58.1%	29.4%	13.2%
Underlying net profit	-4.6%	67.3%	39.0%	30.8%	15.3%
, , ,					
Margin %					
Gross margin	32.5%	33.8%	36.8%	38.7%	39.8%
Gross margin (post-LAT)	31.6%	32.2%	28.1%	29.1%	29.5%
EBIT margin	20.8%	24.5%	28.9%	31.6%	33.0%
Core net margin	13.0%	12.9%	15.0%	16.5%	17.3%
Key assumptions					
Presale (RMB mn)	17,341	23,921	30,591	33,665	33,836
GFA sold (m sqm)	2.58	2.45	3.06	3.37	3.52
ASP (RMB/sqm)	6,730	9,764	10,003	9,975	9,624
Booked Sales (RMB mn)	11,598	19,090	25,714	30,538	33,091
GFA delivered (m sqm)	1,598	2.56	23,714	3.09	33,091
Booked ASP (RMB/sqm)	7,037	7,451	9,314	9,871	9,846
BOOKER AOI (ININID/SYIII)	1,031	1,401	3,314	3,071	3,040

Source: Company, ABCI Securities estimates



ABCI SECURITIES COMPANY LIMITED

Consolidated balance sheet (2012A-2016E)

As of Dec 31 (RMB mn)	2012A	2013A	2014E	2015E	2016E
Current assets	49,836	77,270	83,900	90,270	94,878
Cash	4,683	6,766	14,780	23,620	31,618
Restricted cash	670	1,940	1,940	1,940	1,940
Trade & other receivables	5,843	12,986	12,986	12,986	12,986
Property under development	34,840	51,304	49,919	47,450	44,059
Other current assets	3,801	4,275	4,275	4,275	4,275
Non-current assets	8,117	10,538	11,034	11,530	12,026
Property, plant & equipment	308	580	576	572	568
Investment properties	7,540	9,595	10,095	10,595	11,095
Investment in Associate and JCE	0	0	0	0	0
Other non-current assets	269	363	363	363	363
Total Assets	57,953	87,808	94,933	101,800	106,904
Current Liabilities	29,439	46,549	50,527	53,193	53,913
Short term borrowings	3,150	4,024	4,024	4,024	4,024
Trade & other payables	7,112	9,998	9,998	9,998	9,998
Pre-sales deposits	17,244	29,639	33,618	36,284	37,003
Other current assets	1,933	2,888	2,888	2,888	2,888
Non-current liabilities	13,460	19,501	19,501	19,501	19,501
Long term borrowings	12,257	18,201	18,201	18,201	18,201
Other non-current assets	1,202	1,300	1,300	1,300	1,300
Total Liabilities	42,898	66,050	70,029	72,694	73,414
Net Assets	15,054	21,758	24,905	29,106	33,490
Shareholders' Equity	14,350	17,298	20,060	23,760	27,662
Minority Interest	704	4,461	4,845	5,346	5,829
Total Equity	15,054	21,758	24,905	29,106	33,490
Key ratio					
Gross debt (RMB mn)	15,408	22,225	22,225	22,225	22,225
Net debt (RMB mn)	10,055	13,519	5,505	(3,335)	(11,334)
Net gearing (%)	70%	78%	27%	Net cash	Net cash
Presale/ Total assets (x)	0.30	0.27	0.32	0.33	0.32

Source(s): Company, ABCI Securities estimates



ABCI SECURITIES COMPANY LIMITED

Consolidated cash flow statement (2012A-2016E)

FY Ended Dec 31 (RMB mn)	2012A	2013A	2014E	2015E	2016E
EBITDA	2,531	4,859	7,642	9,867	11,164
Change in Working Capital	(882)	(7,459)	7,317	6,872	5,847
Tax payment	(906)	(2,293)	(3,716)	(4,837)	(5,537)
Operating Cashflow	743	(4,893)	11,243	11,901	11,473
Purchase of PP&E	(73)	(70)	(70)	(70)	(70)
Addition of Investment Properties	(531)	(500)	(500)	(500)	(500)
Others	(553)	` 38	`127	`211	`296
Investing Cashflow	(1,157)	(532)	(443)	(359)	(274)
Debt raised	5,216	9,628	5,000	5,000	5,000
Debt repaid	(3,533)	-	(5,000)	(5,000)	(5,000)
Interest expenses	(1,468)	(2,070)	(2,000)	(1,778)	(1,778)
Equity raised	(1,157)	(532)	(443)	(359)	(274)
Dividend to shareholders	-	· -	(736)	(874)	(1,373)
Others	2,094	482	393	309	224
Financing Cashflow	1,151	7,509	(2,786)	(2,702)	(3,200)
Net cash inflow/ (outflow)	737	2,083	8,014	8,840	7,998
Cash- beginning	3,945	4,683	6,766	14,780	23,620
Cash- year-end	4,682	6,766	14,780	23,620	31,618

Source(s): Company, ABCI Securities estimates

Disclosures

Analyst Certification

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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%

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

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