ABCI SECURITIES COMPANY LIMITED

November 22, 2013 Company Report Rating: BUY TP: HK\$ 3.00

Share price (HK\$) 2.05
Est. share price return 46.3%
Est. dividend yield 4.9%
Est. total return 51.2%

Previous Rating &TP
Previous Report Date

BUY; HK\$ 2.40 June 12, 2013

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Key Data

52Wk H/L(HK\$)	2.67/1.14
Issued shares (mn)	6,054
Market cap	12,980
3-mth avg daily turnover (HK\$ mn)	26.6
Major shareholder(s) (%):	
Cheng Chung Hing	40.35
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Source(s): Company, Bloomberg, ABCI Securities

FY12 Revenue breakdown (%)

Property development	95.9
Property investment	2.9
Property management	0.6
Hotels	0.2
Others	0.5
Source(s): Company ABCI Securitie	

Share performance (%)

	Absolute	<u>Relative</u>
1-mth	(9.5)	(10.7)
3-mth	(0.9)	(8.6)
6-mth	28.8	27.2

*Relative to HSI

Source(s): Bloomberg, ABCI Securities

1-Year stock performance (HK\$)



Source(s): Bloomberg, ABCI Securities

China South City (1668 HK) Top Pick: Unique commercial player with high margins

- Impressive 2Q13 presale of HK\$3.57mn, up 234% YoY
- Limited impact from possible tightening policy due to commercial property exposure
- Able to secure low-cost land with government support; expect gross margin of 55%-60% range for 2014E-15E
- Maintain Buy with revised TP of HK\$3.00 (from HK\$ 2.40) based on 60% discount to NAV. Top Pick in China property sector

Impressive 2Q13 presale. China South City (CSC) registered impressive presale in 2Q (Jun-Sep) of HK\$3.57bn, up 234% YoY, driven by significant increase in GFA sold. Despite overall ASP dropped 14% YoY, mainly due to changes in geographical mix as Shenzhen's contribution decreased, we notice ASP of all products rose QoQ. ASPs of commercial properties such as trade centre (shopping mall type) went up 16% QoQ, detached trade centre (i.e. separate commercial spaces) was up 5% QoQ, and office was up 3% QoQ. ASP of residential products was also up 5% QoQ, indicating the Group's improving pricing power. As CSC enter the conventional peak season in 3Q/4Q (Oct –Mar), we expect its presale to improve further.

Limited impact from policy. As commercial properties are rarely targets of the government's tightening policies, we believe CSC would enjoy solid pricing power with decent gross margins of 55%-60% in 2014E-15E.

Unique business model secures low-cost land supply. As local governments remain supportive of trade and logistics park development in city outskirts, we believe CSC will continue to enjoy low land cost when they acquire sites in the future. CSC's specialization in trade and logistics park development would protect itself from the rising land cost.

Maintain BUY with revised TP of HK\$3.00. On the back of strong 2Q13 presale, we raise our FY14E/15E presales forecasts to HK\$ 11.5bn/HK\$ 15.0bn from HK\$ 11.1bn/HK\$ 13.1bn. We also raise our earnings estimates by 6.7%-21.5% for FY14E-16E on better-than-expected sales performance. We roll over our NAV estimate to end-FY14 (HK\$ 7.48/share) and raise our TP to HK\$ 3.00 (from HK\$ 2.40) based on a 60% discount to NAV. Maintain **BUY** on CSC.

Risk factors: 1) Tightening policy on commercial property sector; 2) High level of unsold inventories may slow cash flow; 3) Dilution effects of CB conversion

Results and Valuation

FY ended Mar 31	FY12A	FY13A	FY14E	FY15E	FY16E
Revenue (HKD mn)	3,671	7,488	10,743	15,513	20,285
Chg (% YoY)	64.3	104.0	43.5	44.4	30.8
Core net profit (HKD mn)	923	1,776	2,172	3,908	5,131
Chg (% YoY)	70.1	92.5	22.2	79.9	31.3
Underlying EPS (HKD)	0.15	0.29	0.33	0.59	0.77
Chg (% YoY)	69.8	91.6	12.4	77.3	31.3
BVPS (HKD)	2.16	2.63	2.75	3.18	3.74
Chg (% YoY)	22.7	21.7	4.5	15.6	17.7
Underlying PE (x)	13.3	7.0	6.2	3.5	2.7
P/B (x)	0.95	0.78	0.75	0.65	0.55
ROE (%)	7.1	11.2	11.9	18.5	20.6
ROA (%)	3.0	4.2	4.3	6.7	7.8
DPS (HKD)	0.08	0.10	0.10	0.15	0.20
Dividend yield (%)	3.7	4.9	4.9	7.3	9.8
Net gearing (%)	21.5	32.0	45.4	48.7	13.9

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



Presales went up 234% YoY in 2Q13

China South City (CSC) registered impressive presale of HK\$ 3.57bn, up 234% YoY, driven by significant increase in GFA sold. Despite overall ASP drop 14% YoY due to changes in geographical mix in which contribution from Shenzhen decreased, we notice ASP of all types of products rose QoQ, including trade centre–shopping mall type (+16% QoQ), trade centre- detached type (+5% QoQ), office (+3% QoQ), and residential products (+5% QoQ), indicating the Group's improving pricing power.

According to *HFhouse* (合肥房地产交易网), more than 7,000 of the 8,000 units launched by CSC in Hefei in Nov were sold within the first week of sale. As CSC enters the peak season in 3Q/4Q, we expect presale to rise further.

Exhibit 1: CSC's quarterly presale (HK\$ mn)

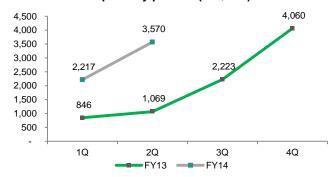
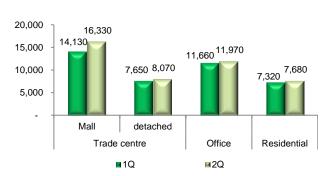


Exhibit 2: CSC's ASP: 1Q vs. 2Q14 (HK\$/sqm)



Source(s): Company, ABCI Securities

Source(s): Company, ABCI Securities

Limited impact from potential policy tightening and rising land cost

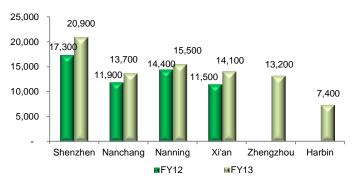
As commercial properties are less likely to be subjected to austerity measures on property sector, we believe the Group would enjoy solid pricing power with decent gross margins of 55%-60% in 2014E/15E.

In fact, the Group has demonstrated a solid record of price growth. E.g. ASP of CSC Shenzhen grew at 21% CAGR over FY07-13 from HK\$ 6,590/sqm to HK\$ 20,900/sqm. Other projects also registered ASP hikes of 8%-23% YoY in FY13.

Exhibit 3: CSC's Shenzhen ASP (HK\$/sqm)



Exhibit 4: ASP by project: FY13 vs. FY12 (HK\$/sqm)



Source(s): Company, ABCI Securities

Source(s): Company, ABCI Securities



Unique business model guarantees low-cost land supply. CSC's business model shields itself from rising land cost. As local governments remain supportive of trade and logistics park development in the city outskirts, we believe CSC will continue to enjoy low land cost in the future. In addition, its existing landbank with a GFA of 20mn sqm should be more than sufficient for seven to eight years of development. Average land cost of CSC's landbank is as low as RMB 269/sqm, representing 3% of ASP only.



Source(s): Company; ABCI Securities

Exhibit 6: CSC's landbank as at Mar 2013

					Total				
	Comp	oleted	Under	For Future	planned	GF.	A of	G	FA
<u>Project</u>	Prop	erties	<u>Development</u>	Development	<u>GFA</u>	Land a	cquired	To be a	cquired
(m sqm)	Sold	Unsold		Estimated	Estimated		%		
Shenzhen	0.6	1.2	-	0.8	2.6	2.6	100%	-	0%
Nanchang	0.6	0.2	0.3	3.2	4.3	4.3	100%	-	0%
Nanning	0.1	0.3	1.0	3.5	4.9	2.5	51%	2.4	49%
Xi'an	0.2	0.4	0.3	16.6	17.5	2.0	12%	15.5	88%
Harbin	0.0	0.0	0.7	11.3	12.0	2.2	19%	9.8	81%
Zhengzhou	0.0	0.0	1.5	10.5	12.0	4.2	35%	7.8	65%
Hefei	0.0	0.0	-	12.0	12.0	3.9	33%	8.1	67%
Total	1.4	2.1	3.8	57.9	65.3	21.8	33%	43.5	67%

Source(s): Company; ABCI Securities

Strategic acquisition of HOBA furnishing

On July 29 2013, CSC announced the acquisition of HOBA furnishing - an established furniture retailer that operates nine furnishing centres across six cities in China. CSC will acquire 75% of HOBA's new shares at RMB 522mn (or HK\$ 656.47mn). As HOBA has become CSC's subsidiary, the consideration for the acquisition will be consolidated at the Group level. We believe this strategic acquisition will widen CSC's customer base to include the medium chain operators aside from the SME ones. If CSC is able to turn around HOBA's business (HOBA incurred a loss of RMB 1.8mn in FY12) by introducing the stores into the Group's trade centers (which can boost visitation and lower rent), other mid-scale space intensive operators (e.g. car dealers, textile makers) may consider setting up stores at CSC's properties.

Exhibit 7: CSC's convertible bonds issued in Apr 2013

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CB's details	
CB holder	PAG
Principle	HK\$975mn
Maturity	2018
Coupon rate	6.5%
Exercise Price	HK\$1.52
Dilution impact	10.4% of existing
	no of shares

Source(s):Company

Raise TP to HK\$ 3.00; reiterate BUY

On the back of strong 2Q13 presale, we raise our FY14E/15E presales forecasts to HK\$11.5bn /HK\$15.0bn (from HK\$11.1bn/HK\$13.1bn). We also raise our earnings estimates by 6.7%-21.5% for FYE14-16E on better-than-expected sales performance. We assume CSC's CB will be fully converted in FY14E, given the current share price (HK\$ 2.08) is well above the exercise price of HK\$1.59/share. This should reduce CSC's financing cost and gearing but its outstanding shares will increase at the same time. We roll over our NAV estimate to end-FY14 (HK\$ 7.48) and raise our TP to HK\$ 3.00 (from HK\$ 2.40) based on a 60% discount to NAV. Maintain **BUY** on CSC.



Exhibit 8: Major forecast changes for CSC

	Previous			Current			Change (%)		
	FY14E	FY15E	FY16E	FY14E	FY15E	FY16E	FY14E	FY15E	FY16E
Core net profit (RMB mn)	2,020	3,662	4,224	2,172	3,908	5,131	7.5%	6.7%	21.5%
YoY chg (%)	13.7	81.3	15.4	22.2	79.9	31.3			
Contracted sales (RMB mn)	11,113	13,123	20,102	11,533	14,979	23,188	3.8%	14.1%	15.4%
YoY chg (%)	35.4	18.1	53.2	40.6	29.9	54.8			
GFA delivery (mn sqm)	0.98	1.18	1.53	1.03	1.34	1.81	4.5%	13.6%	18.7%
Gross margin (%)	52.4%	59.9%	57.4%	52.6%	58.0%	56.8%	+0.2ppt	-1.8ppt	-0.6ppt
Source(s): ABCI Securities es	stimates								

	Attr. GFA	Net assets value		Valuation	Implied value per sqm
	(mn sqm)	(HKD m)	% of total	Methodology	(HKD)
Property development					
Shenzhen	2.2	10,052	17%		4,667
Nanning	2.7	6,890	11%		2,572
Nanchang	3.7	10,958	18%	DCF at WACC of	2,998
Xi'an	1.1	2,364	4%	10.4%	2,191
Harbin	2.2	3,530	6%		1,582
Others	8.2	22,006	37%		2,698
Subtotal	20.0	55,801	93%		2,797
Investment Properties & Others		4,279	7%	5% cap rate on	FY15E net rental income
Total FY15E GAV		60,080	100%		
FY15E Net debt		(10,289)	-17%		
Total FY15E NAV		49,791	83%		
No. of share outstanding		6,652			
NAV per share (HKD)		7.48			
		60%			
Target discount (%)		0070			

WACC	10.4%
Cost of debt	8.0%
Cost of Equity	15.0%
Debt/ (Debt + Equity)	52%
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Source(s): Company, ABCI Securities estimates



Consolidated income statement (2012A-2016E)

FY Ended Mar 31 (HK\$ mn)	2012A	2013A	2014E	2015E	2016E
Revenue	3,671	7,488	10,743	15,513	20,285
Cost of sales	(1,435)	(3,311)	(5,090)	(6,510)	(8,763)
Gross Profit	2,236	4,177	5,653	9,004	11,522
SG&A expenses	(538)	(826)	(974)	(1,202)	(1,516)
EBIT	1,698	3,351	4,680	7,801	10,006
Finance cost	(59)	(133)	(196)	(252)	(252)
Share of profit of associates	1	1	=	-	-
Other income/ (expenses)	22	52	115	151	225
Fair value gain of investment properties	1,118	1,251	=	=	-
Disposal/one-off items	525	(49)	- -	-	-
Profit before tax	3,306	4,473	4,599	7,700	9,979
Tax	(1,258)	(1,606)	(2,093)	(3,529)	(4,475)
Profit after tax	2,048	2,867	2,506	4,171	5,504
Minority interest	23	(117)	(334)	(264)	(373)
Reported net profit	2,071	2,750	2,172	3,908	5,131
Less: exceptional items	(1,148)	(973)			
Underlying net profit	923	1,776	2,172	3,908	5,131
Per share					
Underlying EPS (RMB)	0.15	0.29	0.33	0.59	0.77
DPS (RMB)	0.08	0.10	0.10	0.15	0.20
Payout ratio (%)	49%	34%	30%	26%	26%
BVPS (RMB)	2.16	2.63	2.75	3.18	3.74
Growth %					
Revenue	64.3%	104.0%	43.5%	44.4%	30.8%
Gross Profit	67.7%	86.8%	35.4%	59.3%	28.0%
EBIT	67.6%	97.4%	39.7%	66.7%	28.3%
Underlying net profit	70.1%	92.5%	22.2%	79.9%	31.3%
Margin %					
Gross margin	60.9%	55.8%	52.6%	58.0%	56.8%
Gross margin (post-LAT)	51.4%	48.2%	41.4%	44.8%	44.5%
EBIT margin	46.3%	44.8%	43.6%	50.3%	49.3%
Core net margin	22.2%	26.2%	23.3%	26.9%	27.1%
Key assumptions					
Contracted Sales (HK\$ mn)	6,207	8,205	11,533	14,979	23,188
GFA sold (m sqm)	0.59	0.71	1.08	1.39	2.12
ASP (HK\$/sqm)	10,487	11,573	10,639	10,763	10,930
Booked Sales (HK\$)	3,011	6,899	10,369	15,066	19,769
GFA delivered (mn sqm)	0.25	0.66	1.03	1.34	1.81
Booked ASP (HK\$/sqm)	11,986	10,409	10,090	11,257	10,894

Source: Company, ABCI Securities estimates



Consolidated balance sheet (2012A-2016E)

As of Mar 31 (HK\$ mn)	2012A	2013A	2014E	2015E	2016E
Current assets	13,245	18,428	20,195	23,214	30,044
Bank balances and cash	3,832	6,778	8,546	11,564	18,394
Trade receivables	526	937	937	937	937
Properties held for sale	7,908	9,953	9,953	9,953	9,953
Other current assets	979	760	760	760	760
Non-current assets	17,421	23,917	30,900	35,522	35,363
Properties under development	2,878	2,382	9,180	13,829	13,700
Property, plant and equipment	196	601	742	715	685
Investment properties	13,637	19,426	19,426	19,426	19,426
Investment in Associate and JCE	1	6	6	6	6
Other non-current assets	709	1,502	1,546	1,546	1,546
Total Assets	30,666	42,345	51,095	58,736	65,407
Current Liabilities	10,895	15,374	21,207	25,775	28,374
Short term borrowings	2,740	4,418	9,418	14,418	14,418
Trade and other payables	3,067	4,373	4,373	4,373	4,373
Pre-sale deposits	3,463	3,793	4,625	4,193	6,792
Other current liabilities	1,624	2,790	2,790	2,790	2,790
Non-current liabilities	6,777	10,928	10,928	10,928	10,928
Long term borrowings	3,878	7,435	7,435	7,435	7,435
Other payables	53	-	-	-	-
Other non-current liabilities	2,845	3,493	3,493	3,493	3,493
Total Liabilities	17,671	26,302	32,134	36,703	39,302
Net Assets	12,995	16,043	18,961	22,033	26,105
Shareholders' Equity	12,939	15,853	18,283	21,141	24,891
Minority Interest	57	190	678	892	1,214
Total Equity	12,995	16,043	18,961	22,033	26,105
Key ratio:					
Gross debt (HK\$ mn)	6,618	11,853	16,853	21,853	21,853
Net debt (HK\$ mn)	2,786	5,076	8,308	10,289	3,460
Net gearing (%)	22%	32%	45%	49%	14%
Contracted sales/ Total assets (x)	0.20	0.19	0.23	0.26	0.35

Source(s): Company, ABCI Securities estimates



Consolidated cash flow statement (2011A-2015E)

FY ended Mar 31 (HK\$ mn)	2012A	2013A	2014E	2015E	2016E
EBITDA	1,721	3,378	4,710	7,838	10,047
Change in Working Capital	(2,468)	(554)	(4,857)	(3,652)	4,156
Tax payment	(160)	(200)	(2,093)	(3,529)	(4,475)
Operating Cashflow	(907)	2,624	(2,240)	658	9,728
Purchase of PP&E	(11)	(10)	(10)	(10)	(10)
Addition of Investment Properties	Ó	Ó	Ó	Ó	Ó
Investment in Associate/ JCE	11	0	0	0	0
Proceeds from Disposals	286	0	0	0	0
Others	(20)	0	115	151	225
Investing Cash flow	265	(10)	105	141	215
Debt raised	2,172	2,000	10,000	10,000	10,000
Debt repaid	(1,588)	(500)	(5,000)	(5,000)	(10,000)
Interest expenses	(522)	(719)	(1,305)	(1,681)	(1,681)
Equity raised	0	0	0	0	0
Convertible securities raised	0	0	975	0	0
Dividend to shareholders	(150)	(449)	(717)	(1,049)	(1,382)
Others	7	0	(50)	(50)	(50)
Financing Cash flow	(81)	332	3,903	2,220	(3,113)
Net cash inflow/ (outflow)	(722)	2,946	1,768	3,018	6,830
Cash- beginning	4,554	3,832	6,778	8,546	11,564
Cash- year-end	3,832	6,778	8,546	11,564	18,394

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 2007-2011

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 manage chara price rick by its volatility relative to volatility of benchmark		

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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