

## **Equity Research**

## **Xiaomi Corporation**

# Company updates

## Fundamental unchanged, LT growth story intact, buying opportunity emerging

### Fundamental unchanged, buying opportunity emerging, reiterate Buy

Xiaomi's stock price retreated on the news of being subject to changes in the regulatory environment today. As a global leading consumer electronic devices maker, Xiaomi provides products and services, such as smartphones, IoT devices, and internet services for civilian and commercial use, in our view. Despite the near-term uncertainties, we believe Xiaomi's LT growth story intact, 1) fundamental unchanged as smartphone and 5G+AloT are on the fast track with full support from key suppliers; 2) sitting on a strong balance sheet with healthy cash flow and low refinancing risk. Also, since there might be force selling among certain investors due to the changes in the regulatory environment, we see this correction a good buying opportunity. Thus, we reiterate Buy on Xiaomi with a PT of HK\$35.0.

Smartphone: dual brand strategy playing out, leading the way of 5G cycle Xiaomi smartphone shipment regained top 3 globally in Q3'20, with a total

shipment growing by 45.3% YoY to 46.6mn units as Xiaomi has successfully carried out strategy repositioning for its smartphone business since the second half of 2019 and sticks to "Mi + Redmi" dual-brand strategy. We expect its smartphone shipment will grow by 27% YoY in 2021.

- **Mi brand:** Xiaomi lifted prices of Mi series while offered higher performance products to tap the premium market. Starting price of Mi10 was RMB1,000 higher than that of Mi9 and the selling price for high-end model of Mi10 exceeded RMB6,000. Xiaomi has strengthened its position in the premium market with its hot-selling Mi10 series, and the new Mi 11 will continue the momentum, in our view.
- Redmi brand: While in the mass market, Redmi brand, with three series
  Redmi K series, Note series, 7/8/9 series, increased model variety and
  accelerated new launches. There were 28 new Redmi models (incl. 2 models
  from POCO) launched in 2020, an increase of 50% from 2019. Now, Xiaomi
  has approached or even surpassed its major rivals in the mass market in
  terms of the number of new products, which we believe will give Xiaomi the
  edge over its competitors.
- 5G cycle: As one of the first smartphone makers to introduce 5G models and the first one to launch for sale the 5G model priced below RMB2,000, Xiaomi leads the way in 5G cycle. In 2020, Xiaomi launched more than 20 5G models, accounting for nearly 60% of its total new launches. In China market, Xiaomi had only one model from Redmi Note9 series without 5G option, compared to the average of 47% of 5G penetration rate of new launches in China market, according to CAICT. On 23 Dec 2020, Xiaomi launched its new Mi 11, the first smartphone come out with Qualcomm's new Snapdragon 888 processor. Mi 11 sold 50k units in just 10 days, which is another milestone of Xiaomi's 5G smartphone, in our view.

### AloT ecosystem: goes beyond the hardware

AloT sector is gaining steam and on a growth trajectory. No. of AloT platform devices grew strongly by 35.8% YoY to 289.5mn units as of Q3'20. We see AloT as a long-term growth driver for the many kinds of value-added services in Xiaomi's ecosystem during the super 5G cycle.

Stock code: 1810.HK Rating: Buy

|                                   | <u>-</u> |
|-----------------------------------|----------|
| Price target (HK\$)               | 35.0     |
| Current price (HK\$, 15 Jan 2021) | 29.3     |
| Upside/downside %                 | 20%      |
| Market cap (HK\$ m)               | 737,988  |
| Market cap (US\$ m)               | 95,180   |
| Avg daily turnover (HK\$ m)       | 3,983    |

Source: Bloomberg, AMTD Research

#### Key forecasts

| (Rmb m)                 | 2019    | 2020e   | 2021e   |
|-------------------------|---------|---------|---------|
| Non-IFRS net profit     | 11,532  | 11,811  | 16,549  |
| yoy %                   | 35%     | 2%      | 39%     |
| Revenue                 | 205,839 | 248,732 | 327,572 |
| yoy %                   | 18%     | 21%     | 32%     |
| Smartphone shipment (m) | 125     | 150     | 190     |
| yoy %                   | 5%      | 20%     | 27%     |
| Gross margin            | 13.9%   | 14.3%   | 14.5%   |
| Non-IFRS net margin     | 5.6%    | 4.7%    | 5.0%    |
| EPS                     | 0.47    | 0.49    | 0.66    |

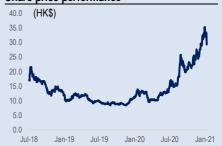
Source: Company data, AMTD Research estimates

### Valuation

|                | 2019  | 2020e | 2021e |
|----------------|-------|-------|-------|
| P/E (adjusted) | 56.7  | 54.4  | 40.4  |
| P/S            | 3.3   | 2.7   | 2.1   |
| ROE            | 15.1% | 13.4% | 16.0% |
| ROA            | 7.0%  | 6.3%  | 7.4%  |

Source: Bloomberg, AMTD Research estimates

### Share price performance



Source: Bloomberg

Brian Li Analyst +852 3163 3384 brian.li@amtdgroup.com

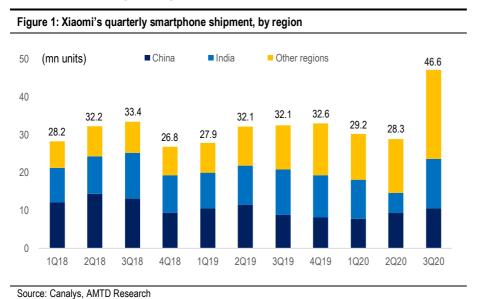
Halsey Wu Associate +852 3163 3220 halsey.wu@amtdgroup.com

### Valuation & risks

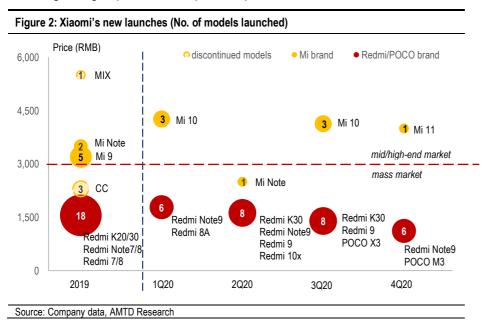
Our PT of HK\$35.0 was based on 45x FY21E P/E. Key risks to our PT include:
1) prolonged COVID-19 pandemic; 2) longer-than-expected smartphone replacement cycle; 3) weaker-than-expected internet user acquisitions; 4) potential changes in the regulatory environment.

## **Smartphone**

Xiaomi smartphone shipment regained top 3 globally in Q3'20, with a total shipment growing by 45.3% YoY to 46.6mn units. We expect its smartphone shipment will grow by 27% YoY in 2021, as: 1) in Europe, with the successful entering into the sales network of telecom carriers and brand-boosting by its hot-selling IoT products, we believe Xiaomi will continue to fill the market left by Huawei and to gain more market share; 2) in India, Xiaomi launched serval low price (under RMB700) models in Redmi 9 series to compete with Samsung. In addition, the strength of online channels and POCO sub-brand will help Xiaomi continue to maintain its leading position in the post-pandemic market; 3) in China, we expect Xiaomi's smartphone shipment will continue to rebound thanks to accelerating expansion of offline channels and strong "Mi + Redmi" dual-brand strategy that focuses on high performance to price ratio in each targeted segment.



Xiaomi has carried out strategy repositioning for its smartphone business since the second half of 2019 and sticks to "Mi + Redmi" dual-brand strategy by cutting MIX and Mi CC series and reorganizing its product development capabilities.



#### Mid-/high-end market: Mi series to rebrand Xiaomi in premium market

In Feb 2020, Xiaomi released Mi 10, whose starting price was RMB1,000 higher than that of Mi 9, serving as a promising effort to advance into mid-/high-end market. To differentiate itself from the Redmi K30 series targeting mass market, Mi 10 flagship solidifies its identity as a premium smartphone by introducing superior product configuration and delivering a luxury experience.

Comparing to recently launched Nova 8 Pro, Vivo X60 Pro and OPPO Reno 5 Pro+, Mi10 has similar even higher-level features in display, camera, etc., such as a 108MP main camera and impeccable hardware quality, implying a higher performance to price ratio than rivals. Therefore, new-launched Mi11 flagship in Dec 2020, the successor of Mi 10, with a variety of next-generation enhancements in processor (Mi11 5nm Snapdragon 888 vs. Mi10 7nm Snapdragon 865), GPU (Mi 11 Adreno 660 vs. Mi10 Adreno 650), sound and other hardware upgrades, is expected to continue to provide a privilege for Xiaomi to expand its share in mid-/high-end market, in our view.

Xiaomi has announced that Mi11 has sold over 500,000 units in first 10 days after it went on sale on 1 Jan 2021. Looking forward, following Mi 10 Pro/10 Lite/10T/10T Pro, we project there are also Pro, Lite and "T" variants within the Mi 11 line, further empowering Xiaomi to solidify its position in premium smartphone market.

Figure 3: Mi 11



Source: Company data

Figure 4: Mi11 vs. Mi 10 vs. Huawei Nova 8 Pro

|                           | Xiaomi 11             | Xiaomi 10                  | Huawei Nova 8 Pro          |
|---------------------------|-----------------------|----------------------------|----------------------------|
| Launch Date               | 12/28/2020            | 2/13/2020                  | 12/23/2020                 |
| Price                     | RMB3,999 (8GB/128GB)  | RMB3,999 (8GB/128GB)       | RMB3,999(8GB/128GB)        |
|                           | RMB4,299 (8GB/256GB)  | RMB4,299 (8GB/256GB)       | RMB4,399(8GB/256GB)        |
|                           | RMB4,699 (12GB/256GB) | RMB4,699 (12GB/256GB)      |                            |
| Processor                 | Snapdragon 888 (5 nm) | Snapdragon 865 (7 nm)      | Kirin 985 (7 nm)           |
| GPU                       | Adreno 660            | Adreno 650                 | Mali-G77                   |
| Display                   |                       |                            |                            |
| Туре                      | AMOLED                | Super AMOLED               | OLED                       |
| Size                      | 6.81"                 | 6.67"                      | 6.72"                      |
| Resolution                | 1440 x 3200           | 1080 x 2340                | 1236 x 2676                |
| Refresh rate              | 120Hz                 | 90Hz                       | 120Hz                      |
| Camera                    |                       |                            |                            |
| Rear-cam                  | Triple                | Quad                       | Quad                       |
| Pixels                    | 108MP, 13MP, 5MP      | 108MP, 13MP, 2MP, 2MP      | 64MP, 8MP, 2MP, 2MP        |
| Aperture                  | f/1.85, f/2.4, f/2.4  | f/1.7, f/2.4, f/2.4, f/2.4 | f/1.8, f/2.4, f/2.4, f/2.4 |
| Lens piece - Main cam     | 7P                    | 7P                         | -                          |
| Front-cam                 | 20MP, f/2.4           | 20MP, f/2.4                | 32MP, f/2.4; 16MP, f/2.0   |
| Charging                  |                       |                            |                            |
| Fast charging             | 55W                   | 30W                        | 66W                        |
| Fast wireless charging    | 50W                   | 30W                        | -                          |
| Reverse wireless charging | support, 10W          | support, 5W                | support, 5W                |
| Battery                   | 4600mAh               | 4780mAh                    | 4000mAh                    |

Source: Company data, AMTD Research

Figure 5: Mi11 vs. Vivo X60 Pro vs. OPPO Reno 5 Pro+

|                        | Xiaomi 11             | Vivo X60 Pro                 | OPPO Reno 5 Pro+           |
|------------------------|-----------------------|------------------------------|----------------------------|
| Launch Date            | 12/28/2020            | 12/29/2020                   | 12/24/2020                 |
| Price                  | RMB3,999 (8GB/128GB)  | RMB4,498 (12GB/256GB)        | RMB3,999 (8GB/128GB)       |
|                        | RMB4,299 (8GB/256GB)  |                              | RMB4,499(12GB/256GB)       |
|                        | RMB4,699 (12GB/256GB) |                              |                            |
| Processor              | Snapdragon 888 (5 nm) | Exynos 1080 (5 nm)           | Snapdragon 865 (7 nm)      |
| GPU                    | Adreno 660            | Mali-G78                     | Adreno 650                 |
| Display                |                       |                              |                            |
| Туре                   | AMOLED                | AMOLED                       | AMOLED                     |
| Size                   | 6.81"                 | 6.56"                        | 6.55"                      |
| Resolution             | 1440 x 3200           | 1080 x 2376                  | 1080 x 2400                |
| Refresh rate           | 120Hz                 | 120Hz                        | 90Hz                       |
| Camera                 |                       |                              |                            |
| Rear-cam               | Triple                | Quad                         | Quad                       |
| Pixels                 | 108MP, 13MP, 5MP      | 48MP, 13MP, 13MP, 8MP        | 50MP, 16MP, 13MP, 2MP      |
| Aperture               | f/1.85, f/2.4, f/2.4  | f/1.48, f/2.2, f/2.46, f/3.4 | f/1.8, f/2.2, f/2.4, f/2.4 |
| Lens piece - Main cam  | 7P                    | 7P                           | 6P                         |
| Front-cam              | 20MP, f/2.4           | 32MP, f/2.45                 | 32MP, f/2.4                |
| Charging               |                       |                              |                            |
| Fast charging          | 55W                   | 33W                          | 65W                        |
| Fast wireless charging | 50W                   | -                            | -                          |
| Reverse wireless       | support, 10W          | support                      | support                    |
| charging               | ., .                  |                              |                            |
| Battery                | 4600mAh               | 4200mAh                      | 4500mAh                    |

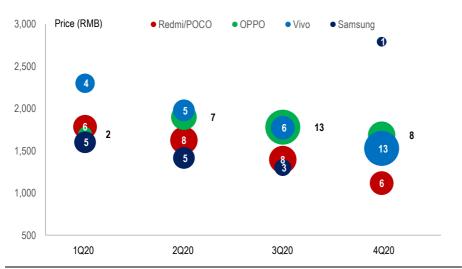
Source: Company data, AMTD Research

### Mass market: increased product variety, pushed higher performance to price ratio

Under "Mi + Redmi" dual brand strategy, Xiaomi uses "Redmi", including a sub-brand "POCO" that focuses on India market, to compete in mass market. By tracking Xiaomi's new product launches, we found that: 1) Xiaomi increased product variety without expanding its current product lines (Redmi K series, Note series, 7/8/9 series) as a total of 28 new products of Redmi/POCO were launched in 2020 compared to 18 in 2019; 2) constantly pushed higher performance to price ratio of its product by cutting prices of new launches as the starting price of new Redmi K30 was RMB300 lower than that of K20, and launched Redmi 9A/C with starting prices low to RMB500 in India market to compete with Samsung.

Overall, Xiaomi has approached or even surpassed its major rivals in the mass market, such as Samsung, OPPO, and Vivo, in terms of number of new products. Meanwhile, with focus on high performance to price ratio, we believe Xiaomi is well positioned in the mass market. In addition, Xiaomi is accelerating its offline channels expansion in the county-level market and has opened more than 1,000 Mi Home stores in China by the end of 2020, which will also greatly enhance Xiaomi's competitiveness in the mass market, in our view.

Figure 6: Xiaomi, Samsung, Oppo and Vivo's new launches in the mass market (No. of models launched)

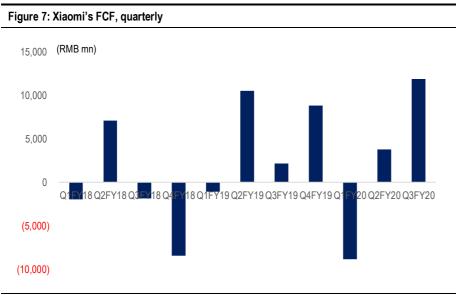


Source: Company data, AMTD Research

## **Financials**

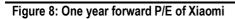
### Strong balance sheet with positive FCF

We think the changes in the regulatory environment have a limited impact on Xiaomi's balance sheet and its refinancing capability. As of Q3'20, Xiaomi was sitting on a strong balance sheet with a net cash of RMB11.69bn. In addition, Xiaomi raised US\$3.06bn by selling 1bn shares and another US\$855mn through sales of zero-coupon CB in Dec 2020 to further strengthen its balance sheet. On the other hand, Xiaomi maintained a healthy FCF, which was gradually expanding by deducting seasonality and could fully cover an RMB2bn-3bn capex each year. Thus, Xiaomi has low refinancing risks under the headwinds in the near term, in our view.



Source: Company data, AMTD Research

## **Valuation**





Source: Bloomberg, AMTD Research

Figure 9: Valuation comparison table (1) – Global smartphone and home appliance companies

| Code                                 | Company                               |            | Price                 | Mkt Cap             |              |              | P/S (x) EV/EBITDA   |               |                |             | EV/EBIT |       |       |            |            |            |              |              |              |
|--------------------------------------|---------------------------------------|------------|-----------------------|---------------------|--------------|--------------|---------------------|---------------|----------------|-------------|---------|-------|-------|------------|------------|------------|--------------|--------------|--------------|
| Code                                 | Company                               | Curr.      | 14-Jan                | Mkt Cap<br>(US\$ m) | 2019         | 2020e        | 2021e               | 2019          | 2020e          | 2021e       | 2019    |       | 2021e | 2019       |            | 2021e      | 2019         |              | 2021e        |
| China smartnhon                      | es & home appliances                  |            | 14 ouii               | , ,                 | 2010         | 20200        | 20210               | 2010          | 20200          | 20210       | 2010    | 20200 | 20210 | 2010       | 20200      | 20210      | 2010         | 20200        | 20210        |
| 992 HK equity                        | Lenovo                                | HKD        | 8.8                   | 13,667              | 22.7         | 21.4         | 14.6                | 168.7         | 13.1           | 37.7        | 0.3     | 0.3   | 0.2   | 8.4        | 7.3        | 6.0        | 14.3         | 11.2         | 8.8          |
| 000333 CH equity                     | Midea                                 | CNY        | 99.7                  | 108,233             | 28.8         | 27.3         | 23.5                | 16.9          | 1.6            | 15.8        | 2.5     | 2.5   | 2.2   | 23.6       | 22.3       | 19.4       | 28.2         | 26.9         | 22.6         |
| 000651 CH equity                     | Gree                                  | CNY        | 63.4                  | 58,901              | 14.7         | 19.6         | 15.1                | (5.7)         | (21.4)         | 29.7        | 1.9     | 2.2   | 1.9   | 9.3        | 12.4       | 9.5        | 9.9          | 14.4         | 10.8         |
| 600690 CH equity                     | Haier                                 | CNY        | 33.3                  | 43,088              | 24.7         | 29.5         | 23.9                | 6.3           | (12.1)         | 23.5        | 1.4     | 1.3   | 1.2   | 20.6       | 20.1       | 16.3       | 27.2         | 29.4         | 22.1         |
| 6690 HK equity                       | Haier Electronics                     | HKD        | 31.6                  | 43,088              | n.a.         | 25.3         | 20.4                | 6.3           | (18.8)         | 24.1        | n.a.    | 1.3   | 1.2   | n.a.       | 19.6       | 16.1       | n.a.         | 29.1         | 21.9         |
| 000921 CH equity                     | Hisence Kelon                         | CNY        | 15.9                  | 3.009               | 14.0         | 15.4         | 12.6                | n.a.          | (17.3)         | 22.4        | 0.6     | 0.4   | 0.4   | 22.1       | 7.1        | 6.2        | 12.9         | n.a.         | n.a.         |
| Average                              |                                       |            |                       | .,                  | 21.0         | 23.1         | 18.3                | 38.5          | (9.2)          | 25.5        | 1.3     | 1.3   | 1.2   | 16.8       | 14.8       | 12.3       | 18.5         | 22.2         | 17.3         |
| ·                                    |                                       |            |                       |                     |              |              |                     |               | ` ,            |             |         |       |       |            |            |            |              |              |              |
| China kitchen & s                    | mall appliance                        |            |                       |                     |              |              |                     |               |                |             |         |       |       |            |            |            |              |              |              |
| 002508 CH equity                     | Robam                                 | CNY        | 43.9                  | 6,435               | 26.2         | 24.3         | 21.3                | 8.4           | 7.7            | 13.7        | 5.3     | 5.1   | 4.5   | 21.8       | 20.3       | 17.9       | 24.0         | 21.7         | 19.2         |
| 002035 CH equity                     | Vatti                                 | CNY        | 8.2                   | 1,096               | 9.3          | 12.0         | 9.8                 | 9.9           | (20.4)         | 22.4        | 1.2     | 1.5   | 1.3   | 7.2        | 9.6        | 7.7        | 7.7          | 9.6          | 8.2          |
| 002242 CH equity                     | Joyoung                               | CNY        | 32.0                  | 3,792               | 29.8         | 27.0         | 22.9                | 8.1           | 10.6           | 18.1        | 2.6     | 2.3   | 2.0   | 25.1       | 23.0       | 19.5       | 27.0         | 24.7         | 20.6         |
| 002032 CH equity                     | Supor                                 | CNY        | 81.1                  | 10,287              | 34.5         | 36.5         | 30.7                | 14.9          | (5.2)          | 18.9        | 3.3     | 3.5   | 3.0   | 27.8       | 29.3       | 25.4       | 29.8         | 33.5         | 27.6         |
| 603868 CH equity                     | Flyco                                 | CNY        | 48.0                  | 3,229               | 27.0         | 30.8         | 27.9                | (19.1)        | (0.8)          | 10.5        | 5.3     | 5.6   | 5.2   | 19.7       | 21.8       | 20.0       | 22.2         | 23.0         | 21.5         |
| 603355 CH equity                     | Kingclean                             | CNY        | 30.7                  | 1,949               | 24.8         | 23.1         | 20.1                | 19.0          | 6.4            | 14.7        | 2.1     | 2.1   | 1.8   | 15.5       | 14.3       | 12.6       | 19.7         | n.a.         | n.a.         |
| Average                              |                                       |            |                       |                     | 25.3         | 25.6         | 22.1                | 6.9           | (0.3)          | 16.4        | 3.3     | 3.4   | 3.0   | 19.5       | 19.7       | 17.2       | 21.7         | 22.5         | 19.4         |
|                                      |                                       |            |                       |                     |              |              |                     |               |                |             |         |       |       |            |            |            |              |              |              |
| China TV                             |                                       |            |                       |                     |              |              |                     |               |                |             |         |       |       |            |            |            |              |              |              |
| 751 HK equity                        | Skyworth Digital                      | HKD        | 2.2                   | 771                 | 10.0         | 6.1          | 5.4                 | 55.8          | 30.7           | 13.7        | 0.1     | 0.1   | 0.1   | 4.3        | 3.3        | 3.1        | n.a.         | n.a.         | n.a.         |
| 1070 HK equity                       | TCL Multimidea                        | HKD        | 6.2                   | 1,945               | 9.3          | 11.6         | 9.5                 | 127.9         | (35.8)         | 21.6        | 0.3     | 0.3   | 0.3   | 7.2        | 7.7        | 6.5        | 6.7          | 8.1          | 7.5          |
| 600060 CH equity                     | Hisence                               | CNY        | 11.3                  | 2,288               | 39.9         | 18.1         | 15.1                | 41.7          | 47.1           | 20.0        | 0.4     | 0.4   | 0.4   | 9.8        | 6.9        | 6.2        | n.a.         | n.a.         | n.a.         |
| Average                              |                                       |            |                       |                     | 19.7         | 11.9         | 10.0                | 75.1          | 14.0           | 18.4        | 0.3     | 0.3   | 0.2   | 7.1        | 6.0        | 5.3        | 6.7          | 8.1          | 7.5          |
|                                      |                                       |            |                       |                     |              |              |                     |               |                |             |         |       |       |            |            |            |              |              |              |
| Global automation                    | n                                     |            |                       |                     |              |              |                     |               |                |             |         |       |       |            |            |            |              |              |              |
| 6954 JP equity                       | Faunc                                 | JPY        | 27,675.0              | 53,596              | 35.9         | 74.6         | 71.6                | (15.3)        | (52.0)         | 0.7         | 8.8     | 10.9  | 11.1  | 25.4       | 37.7       | 37.3       | 32.3         | 58.0         | 60.2         |
| 6506 JP equity                       | Yaskawa Electric                      | JPY        | 5,960.0               | 15,148              | 35.2         | 99.6         | 82.3                | 4.4           | n.a.           | n.a.        | 3.3     | 3.8   | 4.2   | 23.9       | 44.1       | 37.3       | 30.5         | 75.1         | 60.5         |
| KU2 GR equity                        | KUKA                                  | EUR        | 37.1                  | 1,789               | 53.0         | n.a.         | n.a.                | (19.7)        | (647.6)        | 61.5        | 0.5     | 0.5   | 0.5   | 9.4        | 27.2       | 13.6       | 41.8         | n.a.         | n.a.         |
| ABB US equity                        | ABB                                   | USD        | 30.7                  | 66,649              | 29.5         | 37.9         | 24.9                | n.a.          | n.a.           | 52.0        | 2.4     | 2.6   | 2.4   | 24.8       | 22.0       | 15.7       | 21.6         | 41.6         | 21.0         |
| 300024 CH equity                     | Siasun Robotics                       | CNY        | 13.0                  | 3,142               | 47.1         | 83.1         | 62.1                | (34.7)        | (16.5)         | 33.8        | 6.4     | 7.9   | 6.9   | 37.6       | 81.0       | 62.9       | 47.1         | 135.2        | 89.6         |
| Average                              |                                       |            |                       |                     | 40.1         | 73.8         | 60.2                | (16.3)        | (238.7)        | 37.0        | 4.3     | 5.1   | 5.0   | 24.2       | 42.4       | 33.4       | 34.7         | 77.5         | 57.8         |
|                                      |                                       |            |                       |                     |              |              |                     |               |                |             |         |       |       |            |            |            |              |              |              |
| •                                    | ies & home appliance                  |            | 400.0                 | 0.400.007           |              | 00.0         | 00.0                | 0.4           | 40.0           | 04.0        |         | 7.0   | 0.0   | 07.7       | 00.0       | 00.0       | 04.4         | 00.0         | 00.5         |
| AAPL US equity                       | Apple                                 | USD        | 128.9                 | 2,168,687           | 44.1         | 39.8         | 32.3                | 0.1           | 10.2           | 21.9        | 8.4     | 7.9   | 6.8   | 27.7       | 26.8       | 22.8       | 34.4         | 32.0         | 26.5         |
| 005930 KS equity<br>066570 KS equity | Samsung Electronics<br>LG Electronics |            | 89,700.0<br>147,000.0 | 477,696             | 27.2         | 21.6         | 16.2                | (56.9)        | n.a.           | n.a.        | 2.3     | 2.2   | 2.0   | 7.9        | 6.6        | 5.4        | 16.0         | 11.9         | 8.8          |
| 6758 JP equity                       |                                       | KRW<br>JPY | 10.750.0              | 20,833              | 28.8         | 12.0         | 11.1                | (97.5)        | n.a.           | n.a.        | 0.4     | 0.4   | 0.3   | 6.0        | 5.2        | 4.8        | 11.5         | 9.3          | 8.1          |
| 6752 JP equity                       | Sony                                  |            | .,                    | 128,416             | 16.1         | 22.4         | 16.4                | 86.3          | (34.8)         | 36.1        | 1.6     | 1.6   | 1.6   | 8.8        | 8.7        | 9.4        | 13.0         | 13.0         | 14.6         |
| WHR US equity                        | Panasonic                             | JPY<br>USD | 1,289.0<br>192.9      | 30,415<br>12,063    | 12.3<br>12.6 | 15.4<br>10.7 | 26.6                | 20.4          | (20.6)<br>12.7 | (50.1)      | 0.4     | 0.4   | 0.5   | 5.6        | 6.0        | 8.5        | 9.6<br>12.1  | 12.2<br>10.4 | 23.4<br>9.8  |
| ELUXB SS equity                      | Whirlpool<br>Electrolux               | SEK        | 192.9                 | 7,338               | 14.2         | 15.8         | 10.1<br>13.9        | 5.5<br>(21.0) | (6.3)          | 5.6<br>13.6 | 0.6     | 0.6   | 0.6   | 8.5<br>5.7 | 7.7<br>6.1 | 7.4<br>5.7 | 10.3         | 11.1         | 9.8          |
| AOS US equity                        | AO Smith                              | USD        | 57.4                  | 9,271               | 25.4         | 28.6         | 24.1                | (14.9)        | (9.7)          | 18.9        | 3.1     | 3.3   | 3.1   | 15.8       | 17.5       | 15.5       |              | 20.6         | 17.5         |
| SK FP equity                         | AU Smith<br>SEB                       | EUR        | 154.0                 | 9,271               | 18.2         | 25.8         | 18.3                | (14.9)        | (31.6)         | 40.5        | 1.0     | 1.1   | 1.0   | 10.9       | 17.5       | 10.8       | n.a.<br>14.3 | 20.6<br>n.a. | 17.5<br>n.a. |
| 5947 JP equity                       | Rinnai                                | JPY        | 11,850.0              | 5,774               | 30.2         | 28.6         | 25.5                | (2.9)         | 5.3            | 8.6         | 1.7     | 1.7   | 1.8   | 10.9       | 10.2       | 9.9        | n.a.         | n.a.         | n.a.         |
|                                      | MIIII                                 | JF' I      | 11,000.0              | 3,114               | 22.9         | 20.0         | 25.5<br><b>19.5</b> | (8.3)         | 9.3)           | 11.9        | 2.0     | 2.0   | 1.8   | 10.6       | 10.2       | 10.0       | 15.1         | 15.1         | 14.9         |
| Average                              |                                       |            |                       |                     | 22.9         | 22.1         | 19.5                | (0.3)         | (9.3)          | 11.9        | 2.0     | 2.0   | 1.6   | 10.7       | 10.6       | 10.0       | 15.1         | 13.1         | 14.9         |

A/H-listed stock priced as of 15 Jan 2021; Others priced as of 14 Jan 2021; Source: Bloomberg

Figure 10: Valuation comparison table (2) – Global internet companies

| Code Company       |          |       | Price   | Mkt Cap   |      |        |       | Non-GAAP   |      |          | P/S (x) |      | EV/EBITDA |       |      |       |       |
|--------------------|----------|-------|---------|-----------|------|--------|-------|------------|------|----------|---------|------|-----------|-------|------|-------|-------|
|                    |          |       |         | (US\$ m)  |      | PE (x) |       | EPS 3yr%   |      | PE/G (x) |         |      |           |       |      |       |       |
|                    |          | Curr. | 14-Jan  |           | 2019 | 2020e  | 2021e | 2019-2021e | 2019 | 2020e    | 2021e   | 2019 | 2020e     | 2021e | 2019 | 2020e | 2021e |
| China Internet     |          |       |         |           |      |        |       |            |      |          |         |      |           |       |      |       |       |
| BABA US equity     | Alibaba  | USD   | 243.0   | 657,416   | 42.9 | 31.8   | 23.6  | 34.9%      | 2.1  | 1.6      | 1.1     | 11.3 | 8.5       | 6.1   | 32.6 | 25.7  | 19.0  |
| 700 HK equity      | Tencent  | HKD   | 645.0   | 798,090   | 54.6 | 42.0   | 33.6  | 27.5%      | 2.5  | 1.9      | 1.5     | 13.8 | 10.7      | 8.7   | 38.7 | 29.9  | 24.8  |
| BIDU US equity     | Baidu    | USD   | 249.0   | 84,928    | 37.3 | 25.6   | 24.3  | 24.0%      | 0.6  | 0.4      | 0.4     | 5.2  | 5.1       | 4.5   | 31.5 | 18.2  | 16.5  |
| JD US equity       | JD.com   | USD   | 89.2    | 139,651   | 81.3 | 54.2   | 38.2  | 45.9%      | 1.9  | 1.3      | 0.9     | 1.6  | 1.2       | 1.0   | 57.6 | 38.8  | 27.0  |
| NTES US equity     | Netease  | USD   | 104.8   | 72,399    | 30.1 | 28.3   | 24.3  | 11.2%      | n.a. | n.a.     | n.a.    | 7.4  | 6.4       | 5.4   | 24.7 | 23.1  | 19.8  |
| TCOM US equity     | Ctrip    | USD   | 33.0    | 19,571    | 23   | n.a.   | 41    | -25.7%     | 12.3 | n.a.     | 22.4    | 4    | 7         | 5     | 24   | 530   | 40    |
| WB US equity       | Weibo    | USD   | 40.6    | 9,190     | 14.9 | 19.4   | 15.8  | -3.0%      | 6.6  | 8.6      | 7.0     | 5.2  | 5.5       | 4.9   | 12.7 | 15.8  | 12.9  |
| ATHM US equity     | Autohome | USD   | 97.8    | 11,640    | 23.2 | 21.2   | 18.6  | 11.6%      | 1.4  | 1.3      | 1.1     | 9.0  | 8.7       | 7.8   | 18.5 | 16.8  | 14.4  |
| SINA US equity     | Sina     | USD   | 41.9    | 2,501     | 14.4 | 19.9   | 17.5  | -9.2%      | n.a. | n.a.     | n.a.    | 1.2  | 1.2       | 1.1   | 5.5  | 6.9   | 5.4   |
| YY US equity       | YY       | USD   | 90.0    | 7,289     | 21.1 | 21.5   | 17.8  | 9.0%       | n.a. | n.a.     | n.a.    | 1.9  | 1.8       | 1.6   | 16.7 | 11.7  | 10.2  |
| VIPS US equity     | Vipshop  | USD   | 27.9    | 18,897    | 27.5 | 21.4   | 17.5  | 25.4%      | n.a. | n.a.     | n.a.    | 1.3  | 1.2       | 1.0   | 19.3 | 15.3  | 12.6  |
| 2858 HK equity     | Yixin    | HKD   | 2.6     | 2,171     | 22.3 | n.a.   | 29.0  | -12.4%     | n.a. | n.a.     | n.a.    | n.a. | 4.3       | 3.2   | n.a. | n.a.  | 150.3 |
| MOMO US equity     | Momo     | USD   | 15.2    | 3,164     | 5.1  | 8.5    | 8.0   | -19.8%     | n.a. | n.a.     | n.a.    | 1.2  | 1.4       | 1.3   | 3.6  | 4.9   | 5.2   |
| FANG US equity     | Fang     | USD   | 61.9    | 9,783     | 9.7  | 20.5   | 12.7  | -12.7%     | 0.5  | 1.1      | 0.7     | 2.5  | 3.4       | 2.5   | 5.5  | 7.8   | 6.1   |
| BZUN US equity     | Baozun   | USD   | 35.4    | 2,904     | 36.3 | 27.8   | 20.7  | 32.3%      | 95.5 | 73.2     | 54.6    | 2.6  | 2.1       | 1.6   | 34.0 | 22.3  | 15.9  |
| Average            |          |       |         |           | 29.6 | 26.3   | 22.9  | 9.3%       | 13.7 | 11.2     | 10.0    | 4.8  | 4.6       | 3.7   | 23.2 | 54.8  | 25.3  |
| Average ex-Tencer  | nt       |       |         |           | 27.8 | 25.0   | 22.1  | 8.0%       | 15.1 | 12.5     | 11.0    | 4.1  | 4.1       | 3.3   | 22.0 | 56.7  | 25.4  |
| Leading golobal Ir | nternet  |       |         |           |      |        |       |            |      |          |         |      |           |       |      |       |       |
| FB US equity       | Facebook | USD   | 245.6   | 699,655   | 27.0 | 24.6   | 22.0  | 13.8%      | 1.2  | 1.2      | 1.2     | 9.9  | 8.3       | 6.7   | 16.3 | 14.6  | 12.7  |
| GOOGL US equity    | Google   | USD   | 1,730.9 | 1,174,107 | 28.8 | 30.3   | 25.3  | 14.2%      | 1.6  | 1.6      | 1.6     | 8.9  | 8.0       | 6.5   | 17.9 | 16.5  | 13.6  |
| AMZN US equity     | Amazon   | USD   | 3,127.5 | 1,569,212 | 96.2 | 64.9   | 52.9  | 35.2%      | 2.7  | 2.7      | 2.7     | 5.6  | 4.1       | 3.5   | 37.6 | 28.7  | 23.0  |
| Average            |          |       |         |           | 50.6 | 39.9   | 33.4  | 21.1%      | 1.8  | 1.8      | 1.8     | 8.1  | 6.8       | 5.6   | 24.0 | 20.0  | 16.4  |

H-listed stock priced as of 15 Jan 2021; Others priced as of 14 Jan 2021; Source: Bloomberg

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#### **AMTD Global Markets Limited**

Address: 23/F - 25/F, Nexxus Building, No. 41 Connaught Road Central, Central, Hong Kong

Tel: (852) 3163-3288 Fax: (852) 3163-3289

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