Xiaomi Corporation

Equity Research

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Earnings Review

Earnings beat on back of resilient operation, reiterate Buy on attractive valuation and upcoming sector recovery

Earnings beat, reiterate Buy on attractive valuation and sector recovery

Xiaomi reported solid Q4 results. Total revenue came in at RMB85.6bn, up 21.4% YoY, adjusted net profit grew strongly by 39.6% YoY to RMB4.5bn, ahead of our estimates. Thanks to its resilient operation, Xiaomi managed to improve blended GM to 17.1% from 16.1% in Q4 last year and maintained its opex ratio stable at 13.4%, despite the headwinds in both demand and supply side. As COVID impact is fading away and supply chain crunch will be fundamentally easing towards the second half of this year, we see Xiaomi is well positioned in this recovery cycle for: 1) adopt a more precise strategy to continuously gain smartphone market share, including offline/carrier channel expansion and market segmentation; 2) continuously grow its AloT product line up to form a unique smart internet service ecosystem; 3) set EV expansion as a LT aspiration. Due to the potential opex burden caused by upfront investment in EV, we expect Xiaomi's net profit will improve marginally in FY22e and return to a robust growth trajectory in FY23e. In addition, with the support of company's HK\$10bn share buyback plan, we see the recent correction a good buying opportunity. Thus, we reiterate Buy on Xiaomi with PT of HK\$38.3, implying a 30x FY23e P/E.

Smartphone: continuous channel expansion to gain more market share

Xiaomi's total shipments reached 44.1mn units globally in FY21Q4, up 4.4% YoY. In India, Xiaomi maintained the leadership with 9.3mn shipments in Q4; in China, despite weak retail sales, Xiaomi recorded 13.5mn shipments in Q4, up 23.9% QoQ on back of its continuous efforts on offline channel expansion and entering more market segments. The total number of retail stores in mainland China exceeds 10,200 as the end of FY21. In Europe, smartphone shipments ranked No.2 thanks to the success of offline carrier partnerships. On the product side, with successive mid-to-high-end model launches, including Redmi Note 11/Mi 12 series, Xiaomi managed to increase ASP by 5.6% YoY in FY21. In the meanwhile, Xiaomi continued to meet diversified needs by entering more segments such as female and gaming enthusiasts with designated models of Mi Civi and Redmi K50G. In Q4, smartphone revenue was RMB50.5bn, up 18.4% YoY. Given the uncertainties in NT, we expect Xiaomi's smartphone shipments will grow marginally by 9% YoY to 207mn units globally in FY22e.

AloT: growing product line-up to sustain future growth

AloT revenue was up 19.1% YoY to RMB25.1bn in Q4. Smart TV global shipments grew by 20%+ YoY to 4.2mn in Q4, maintaining the leadership in mainland China and top 5 globally. In addition, Xiaomi had substantial growth in premium white appliances, air-conditioners' shipments in 2021 exceeding 2.0mn, up 70%+ YoY. No. of AloT platform devices exceeded 434mn units globally as of Q4, up 33.6% YoY. Overseas expansion and enriching products will further support growth in AloT products, which are accretive to margin, in our view.

Internet services: driven by growing H/W installed base

In Q4, internet services revenue grew by 17.7% YoY to RMB7.3bn with a record gross margin of 76.1%. Thanks to increasing MIUI MAU (509mn as of FY21) and a higher portion of premium smartphones, advertising revenue in Q4 grew at 34.0% YoY to RMB4.9bn. The fast-expanding hardware sales and growing H/W installed base will continue to fuel the growth of high margin internet services, in our view.

Risks

Key risks to our PT include: 1) prolonged COVID-19 pandemic; 2) worse-thanexpected chip supply constraints; 3) more-than-expected EV upfront investment.

Please contact AMTD Global Markets Limited at (852) 3163 3288 for further product information. Please read the Important Disclosures and General Disclosures on Pages 9.

Stock code: 1810.HK Rating: Buy

| Price target (HK\$) | 38.3 | | | | | | |
|-----------------------------------|---------|--|--|--|--|--|--|
| Current price (HK\$, 23 Mar 2022) | 14.8 | | | | | | |
| Upside/downside % | 159% | | | | | | |
| Market cap (HK\$ m) | 368,667 | | | | | | |
| Market cap (US\$ m) | 47,168 | | | | | | |
| Avg daily turnover (HK\$ m) | 2,642 | | | | | | |
| Source: Bloomberg, AMTD Research | | | | | | | |

Key forecasts

| (Rmb m) | 2021 | 2022e | 2023e |
|----------------------|---------|-------------|---------|
| Non-IFRS net profit | 22,040 | 22,603 | 26,713 |
| yoy % | 69% | 3% | 18% |
| Revenue | 328,309 | 378,598 | 445,818 |
| уоу % | 34% | 15% | 18% |
| Smartphone shipment | | | |
| (mn units) | 190 | 207 | 240 |
| yoy % | 30% | 9% | 16% |
| Gross margin | 17.7% | 17.3% | 17.2% |
| Non-IFRS net margin | 6.7% | 6.0% | 6.0% |
| EPS (RMB/sh) | 0.86 | 0.88 | 1.04 |
| Source: Company data | AMTD Re | search esti | mates |

ource: Company data, AMTD Research estimate

Valuation

| | 2021 | 2022e | 2023e |
|-------------------|------------|--------------|-------|
| P/E (adjusted) | 13.8 | 13.7 | 11.5 |
| P/S | 0.9 | 0.8 | 0.7 |
| ROE | 16.4% | 14.4% | 14.7% |
| ROA | 8.4% | 7.6% | 7.8% |
| Source: Pleamborg | AMTD Posoa | rob octimate | 20 |

Source: Bloomberg, AMTD Research estimates

Share price performance



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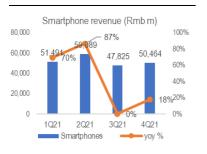
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Focus charts



Figure 4: Smartphone revenue grew by 18% YoY in 4Q21



Source: Company data

Figure 7: IoT and life style revenue continued to expand



Figure 10: MIUI MAU grew steadily

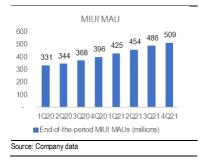


Figure 2: Xiaomi non-IFRS net profit grew higher in 4Q21 than last quarter Adjusted profit (Rmb m) 8,000 6,069,63,8% 6,000 5,176 4,000 87% 2,000 4,473

0.0%

yoy %

4Q21

Source: Company data

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2Q21

Adjusted net profit (non-IFRS) 🛁

Figure 5: Xiaomi shipped 44.5mn units smartphones in 4Q21, ranking No. 3 globally

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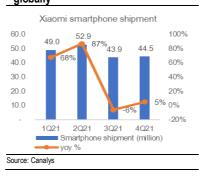


Figure 8: Internet service revenue slightly increased by 18% YoY in 4Q21

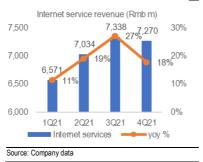


Figure 11: Xiaomi internet service ARPU dropped by 8% YoY Internet service ARPU 16 0% 15.4 15.5 -2% -4% 16 -6% 15 -8% 15 10% -12% 14 14% 14 16% 1Q21 2Q21 3Q21 4Q21 Internet ARPU (RMB) yoy %

Source: Company data

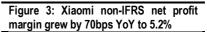
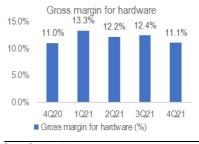




Figure 6: Xiaomi smartphone ASP reached RMB1,100, up 9% YoY in 4Q21



Figure 9: Overall hardware gross margin slightly increased 10bps YoY in 4Q21



Source: Company data

Figure 12: Operating efficiency was still at a high level

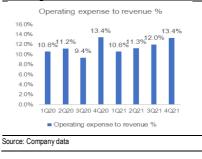
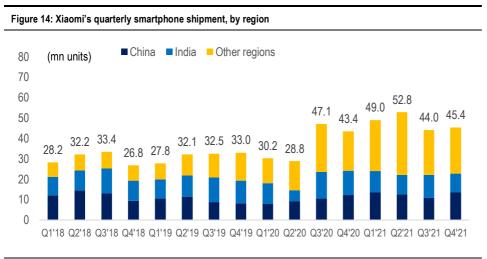


Figure 13: Xiaomi's FY21 results

| Rmb m | 2021A | 2021E | Actual vs AMTD's forecast % |
|--------------------------------|-----------|-----------|--------------------------------|
| Profit & loss | | | |
| Revenue | 328,309 | 326,971 | 0.4% |
| Smartphones | 208,869 | 211,686 | -1.3% |
| IoT and lifestyle products | 84,980 | 81,829 | 3.9% |
| Internet services | 28,212 | 30,821 | -8.5% |
| Others | 6,248 | 2,634 | 137% |
| Cost of sales | (270,048) | (268,336) | 0.6% |
| Gross profit | 58,261 | 58,634 | -0.6% |
| Gross margin | 17.7% | 17.9% | -20bps |
| Operating expenses | (38,887) | (36,948) | 5.2% |
| Selling and marketing expenses | (20,981) | (19,291) | 8.8% |
| Administrative expenses | (4,739) | (4,905) | -3.4% |
| R&D expenses | (13,167) | (12,752) | 3.3% |
| EBIT | 19,374 | 21,687 | -10.7% |
| (Loss)/profit for the year | 19,283 | 21,438 | -10.1% |
| Attributable profit | 19,339 | 21,485 | -10.0% |
| Adjusted net profit (non-IFRS) | 22,040 | 21,252 | 3.7% |

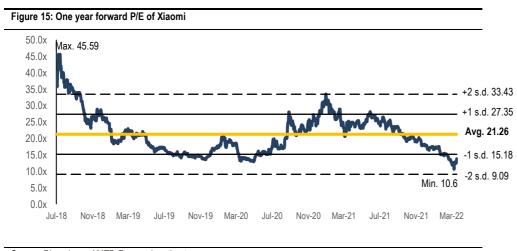
Source: Company data; AMTD estimates

Smartphone shipment



Source: Canalys, AMTD Research

Valuation



Source: Bloomberg, AMTD Research estimates

Figure 16: Xiaomi's quarterly P&L

| Rmb m | 4Q19 | 1Q20 | 2Q20 | 3Q20 | 4Q20 | 1Q21 | 2Q21 | 3Q21 | 4Q21 |
|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Profit & loss | | | | | | | | | |
| Revenue | 56,470 | 49,702 | 53,538 | 72,163 | 70,462 | 76,882 | 87,789 | 78,063 | 85,575 |
| Smartphones | 30,797 | 30,325 | 31,628 | 47,604 | 42,634 | 51,491 | 59,089 | 47,825 | 50,464 |
| IoT and lifestyle products | 19,494 | 12,984 | 15,253 | 18,119 | 21,054 | 18,243 | 20,735 | 20,936 | 25,067 |
| Internet services | 5,695 | 5,901 | 5,908 | 5,772 | 6,175 | 6,571 | 7,034 | 7,338 | 7,270 |
| Others | 484 | 493 | 750 | 668 | 599 | 577 | 932 | 1,965 | 2,775 |
| Cost of sales | (48,626) | (42,144) | (45,836) | (61,997) | (59,137) | (62,721) | (72,641) | (63,771) | (70,916) |
| Gross profit | 7,844 | 7,559 | 7,701 | 10,166 | 11,325 | 14,161 | 15,148 | 14,292 | 14,660 |
| Gross margin | 13.9% | 15.2% | 14.4% | 14.1% | 16.1% | 18.4% | 17.3% | 18.3% | 17.1% |
| Operating expenses | (6,859) | (5,277) | (6,018) | (6,775) | (9,472) | (8,163) | (9,895) | (9,395) | (11,434) |
| Selling and marketing expenses | (3,701) | (2,625) | (3,224) | (3,601) | (5,090) | (4,164) | (5,681) | (4,882) | (6,254) |
| Administrative expenses | (905) | (782) | (836) | (853) | (1,276) | (988) | (1,150) | (1,275) | (1,326) |
| R&D expenses | (2,253) | (1,871) | (1,958) | (2,321) | (3,106) | (3,012) | (3,064) | (3,238) | (3,853) |
| EBIT | 985 | 2,281 | 1,683 | 3,391 | 1,854 | 5,998 | 5,253 | 4,898 | 3,226 |
| Fair value changes on investments | 1,819 | 348 | 2,366 | 3,418 | 7,042 | 2,063 | 4,165 | (1,976) | 3,879 |
| Share of losses of investments | (274) | 131 | 893 | (11) | 368 | 9 | (26) | 45 | 247 |
| Other income | 351 | 74 | 183 | 139 | 247 | 152 | 235 | 235 | 205 |
| Other (losses)/gains, net | (183) | (510) | 288 | (241) | 91 | (65) | 1,099 | (472) | (3,142) |
| PBT | 2,717 | 2,454 | 4,868 | 5,451 | 8,861 | 9,067 | 9,679 | 1,787 | 3,885 |
| Income tax expenses | (280) | (294) | (374) | (586) | (66) | (1,278) | (1,415) | (999) | (1,442) |
| (Loss)/profit for the year | 2,436 | 2,160 | 4,493 | 4,864 | 8,795 | 7,789 | 8,263 | 789 | 2,443 |
| Minority interest | (5) | (4) | (5) | (16) | (18) | (4) | (4) | 4 | (51) |
| Attributable profit | 2,441 | 2,163 | 4,498 | 4,881 | 8,813 | 7,793 | 8,268 | 785 | 2,494 |
| Adjusted net profit (non-IFRS) | 2,344 | 2,301 | 3,373 | 4,128 | 3,204 | 6,069 | 6,322 | 5,176 | 4,473 |
| YoY growth % | | | | | | | | | |
| Total revenue | 27% | 14% | 3% | 34% | 25% | 55% | 64% | 8% | 21% |
| Smartphones | 23% | 12% | -1% | 48% | 38% | 70% | 87% | 0% | 18% |
| IoT and lifestyle products | 31% | 8% | 2% | 16% | 8% | 41% | 36% | 16% | 19% |
| Internet services | 41% | 39% | 29% | 9% | 8% | 11% | 19% | 27% | 18% |
| Advertising | 18% | 17% | 23% | 13% | 24% | 46% | 46% | 45% | 34% |
| IVAS | 80% | 64% | 36% | 3% | -8% | -17% | -10% | 4% | -6% |
| Others | 31% | 10% | 85% | 40% | 24% | 17% | 24% | 194% | 364% |
| Gross profit | 39% | 45% | 6% | 23% | 44% | 87% | 97% | 41% | 29% |
| Adjusted net profit (non-IFRS) | 27% | 11% | -7% | 19% | 37% | 164% | 87% | 25% | 40% |

Figure 17: Xiaomi's P&L forecast

| Rmb m | 2018 | 2019 | 2020 | 2021 | 2022E | 2023E |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|--------------------|
| Profit & loss | | | | | | |
| Revenue | 174,915 | 205,839 | 245,866 | 328,309 | 378,598 | 445,818 |
| Smartphones | 113,800 | 122,095 | 152,190 | 208,869 | 239,326 | 282,612 |
| IoT and lifestyle products | 43,817 | 62,088 | 67,411 | 84,980 | 99,338 | 116,185 |
| Internet services | 15,956 | 19,842 | 23,755 | 28,212 | 33,372 | 40,133 |
| Others | 1,343 | 1,814 | 2,509 | 6,248 | 6,561 | 6,889 |
| Cost of sales | (152,723) | (177,285) | (209,114) | (270,048) | (313,019) | (368,970 |
| Gross profit | 22,192 | 28,554 | 36,752 | 58,261 | 65,578 | 76,848 |
| Gross margin | 12.7% | 13.9% | 14.9% | 17.7% | 17.3% | 17.2% |
| Operating expenses | (25,869) | (20,975) | (27,542) | (38,887) | (44,675) | (50,377 |
| Selling and marketing expenses | (7,993) | (10,378) | (14,539) | (20,981) | (21,959) | (24,520 |
| Administrative expenses | (12,099) | (3,104) | (3,746) | (4,739) | (5,300) | (5,796 |
| R&D expenses | (5,777) | (7,493) | (9,256) | (13,167) | (17,415) | (20,062 |
| EBIT | (3,677) | 7,580 | 9,210 | 19,374 | 20,904 | 26,47 |
| РВТ | 13,927 | 12,163 | 21,633 | 24,417 | 23,004 | 27,57 |
| Income tax expenses | (449) | (2,060) | (1,321) | (5,134) | (2,400) | (2,857 |
| (Loss)/profit for the year | 13,478 | 10,103 | 20,313 | 19,283 | 20,603 | 24,713 |
| Minority interest | (76) | 59 | (43) | (56) | (62) | (68 |
| Attributable profit | 13,554 | 10,044 | 20,356 | 19,339 | 20,665 | 24,78 ⁻ |
| Adjusted net profit (non-IFRS) | 8,555 | 11,532 | 13,006 | 22,040 | 22,603 | 26,713 |
| Yoy growth % | | | | | | |
| Total revenue | 53% | 18% | 19% | 34% | 15% | 18% |
| Smartphones | 41% | 7% | 25% | 37% | 15% | 18% |
| IoT and lifestyle products | 87% | 42% | 9% | 26% | 17% | 17% |
| Internet services | 61% | 24% | 20% | 19% | 18% | 20% |
| Others | 87% | 35% | 38% | 149% | 5% | 5% |
| Gross profit | 46% | 29% | 29% | 59% | 13% | 17% |
| (Loss)/profit for the year (reported) | na | -25% | 101% | -5% | 7% | 20% |
| Adjusted net profit (non-IFRS) | 60% | 35% | 13% | 69% | 3% | 18% |

Source: Company data; AMTD Research estimates

Figure 18: Valuation comparison table (1) – Global smartphone and home appliance companies

| Code | Company | | Price | Mkt Cap (US\$ | | PE (x) | | EPS g (%) | | | | P/S (x) | | E | V/EBITD | 4 | | EV/EBI1 | Г |
|-------------------|----------------------|-------|-----------|---------------|------|--------|-------------|-----------|--------|-------|------|---------|-------|------|---------|-------|------|---------|------|
| | | Curr. | 22-Mar | m) | 2021 | 2022e | 2023e | 2021 | 2022e | 2023e | 2021 | 2022e | 2023e | 2021 | 2022e | 2023e | 2021 | 2022e | 2023 |
| China smartphone | es & home appliances | | | | | | | | | | | | | | | | | | |
| 992 HK equity | Lenov o | HKD | 8.3 | 12,769 | 11.3 | 6.7 | 6.6 | 27.8 | 119.5 | 1.3 | 0.2 | 0.2 | 0.2 | 4.5 | 3.2 | 3.2 | 6.2 | 4.3 | 4. |
| 000333 CH equity | Midea | CNY | 58.6 | 63,633 | 14.2 | 12.2 | 10.7 | 4.0 | 16.0 | 14.5 | 1.2 | 1.1 | 1.0 | 13.1 | 11.3 | 10.0 | 14.3 | 12.3 | 10.8 |
| 000651 CH equity | Gree | CNY | 32.5 | 29,867 | 8.3 | 7.3 | 6.5 | 4.7 | 13.7 | 12.3 | 1.0 | 0.9 | 0.8 | 5.0 | 4.6 | 4.1 | 5.3 | 4.7 | 4.3 |
| 600690 CH equity | Haier | CNY | 22.4 | 31,437 | 16.0 | 13.5 | 11.7 | 4.0 | 18.3 | 15.0 | 0.9 | 0.8 | 0.7 | 10.7 | 9.2 | 8.1 | 13.2 | 11.5 | 9.1 |
| 6690 HK equity | Haier Electronics | HKD | 26.0 | 31,457 | 13.9 | 11.7 | 10.3 | 7.9 | 18.7 | 13.6 | 0.9 | 0.8 | 0.7 | 10.5 | 9.0 | 8.1 | 14.1 | 11.8 | 10. |
| 000921 CH equity | Hisence Kelon | CNY | 11.6 | 2,072 | 11.3 | 9.5 | 8.1 | (11.0) | 19.1 | 16.1 | 0.2 | 0.2 | 0.2 | 5.7 | 4.8 | 4.4 | 7.2 | 6.1 | 5. |
| Average | | 0.11 | | 2,072 | 12.5 | 10.1 | 9.0 | 6.2 | 34.2 | 12.1 | 0.7 | 0.7 | 0.6 | 8.3 | 7.0 | 6.3 | 10.1 | 8.4 | 7.4 |
| China kitchen & s | mall appliance | | | | | | | | | | | | | | | | | | |
| 002508 CH equity | Robam | CNY | 29.0 | 4,268 | 17.4 | 12.1 | 10.6 | (5.9) | 43.4 | 14.6 | 2.7 | 2.4 | 2.1 | 11.2 | 8.6 | 7.7 | 12.0 | 8.6 | 7.0 |
| 002035 CH equity | Vatti | CNY | 5.5 | 733 | 11.4 | 8.6 | 8.2 | 3.4 | 31.5 | 4.7 | 0.9 | 0.8 | 0.7 | 7.8 | 6.5 | 6.4 | 9.2 | 7.4 | 6.1 |
| 002242 CH equity | Joyoung | CNY | 16.8 | 2,029 | 13.4 | 11.9 | 10.5 | 2.3 | 12.8 | 13.0 | 1.1 | 1.0 | 0.9 | 12.4 | 10.5 | 9.4 | 12.1 | 10.5 | 9.1 |
| 002032 CH equity | Supor | CNY | 47.0 | 6,154 | 19.9 | 16.9 | 15.0 | 8.2 | 17.9 | 12.7 | 1.8 | 1.6 | 1.5 | 15.8 | 13.5 | 12.0 | 15.9 | 13.5 | 12. |
| 603868 CH equity | Fly co | CNY | 50.4 | 3,433 | 31.1 | 28.0 | 25.0 | 9.9 | 11.1 | 11.8 | 5.4 | 4.8 | 4.3 | 21.7 | 19.1 | 17.0 | 23.6 | 20.8 | 12. |
| 603355 CH equity | Kingclean | CNY | 21.5 | 1,928 | 18.4 | 12.4 | 23.0 9.9 | 100.5 | 49.1 | 24.9 | 1.5 | 4.0 | 4.5 | 12.5 | 9.4 | 7.9 | 15.2 | 10.2 | 8. |
| | Ringclean | CINT | 21.5 | 1,520 | 18.6 | 15.0 | 13.2 | 100.5 | 27.6 | 13.6 | 2.2 | 2.0 | 1.0 | 12.5 | 11.3 | 10.1 | 14.7 | 11.8 | |
| Average | | | | | 18.0 | 15.0 | 13.2 | 19.7 | 27.0 | 13.0 | 2.2 | 2.0 | 1.7 | 13.0 | 11.3 | 10.1 | 14.7 | 11.8 | 10. |
| China TV | | | | | | | | | | | | | | | | | | | |
| 751 HK equity | Sky w orth Digital | HKD | 4.3 | 1,465 | 9.5 | 7.4 | 6.0 | n.a. | n.a. | 22.7 | 0.2 | 0.2 | 0.2 | 7.5 | 6.1 | 10.0 | 7.8 | 6.3 | 6. |
| 1070 HK equity | TCL Multimidea | HKD | 3.3 | 1,061 | 5.5 | 7.2 | 6.2 | (82.3) | 108.1 | 17.3 | 0.1 | 0.1 | 0.1 | 1.9 | 2.6 | 2.2 | 2.2 | 4.3 | 3. |
| 600060 CH equity | Hisence | CNY | 11.4 | 2,337 | 11.3 | 9.3 | 7.8 | 10.2 | 21.3 | 19.2 | 0.3 | 0.3 | 0.2 | 7.3 | 6.3 | 5.9 | 7.3 | 6.3 | 5. |
| Average | | | | | 8.8 | 8.0 | 6.7 | (36.1) | 64.7 | 19.7 | 0.2 | 0.2 | 0.2 | 5.5 | 5.0 | 6.0 | 5.8 | 5.6 | 5. |
| Global automation | ı | | | | | | | | | | | | | | | | | | |
| 6954 JP equity | Faunc | JPY | 21,340.0 | 36,586 | 46.9 | 26.3 | 23.1 | 28.3 | 70.0 | 14.1 | 8.3 | 6.1 | 5.6 | 25.3 | 16.3 | 14.3 | 36.2 | 20.3 | 17.5 |
| 6506 JP equity | Yaskawa Electric | JPY | 4,835.0 | 10,991 | 64.5 | 30.8 | 26.7 | n.a. | 123.4 | 15.6 | 3.5 | 2.8 | 2.6 | 30.1 | 18.3 | 16.0 | 47.5 | 23.7 | 20.3 |
| KU2 GR equity | KUKA | EUR | 77.2 | 3,386 | 63.8 | 52.9 | 40.8 | 146.8 | 20.7 | 29.5 | 1.0 | 1.0 | n.a. | 16.1 | 14.5 | n.a. | 46.8 | 36.4 | n.a |
| ABB US equity | ABB | USD | 35.3 | 72,497 | 24.7 | 22.7 | 20.0 | n.a. | n.a. | 13.4 | 2.5 | 2.4 | 2.3 | 15.2 | 14.5 | 12.9 | 12.9 | 18.2 | 15.7 |
| 300024 CH equity | Siasun Robotics | CNY | 9.3 | 2,268 | n.a. | 88.8 | 68.0 | 24.0 | 155.3 | 30.5 | 5.0 | 4.1 | 3.5 | n.a. | 95.3 | 82.9 | n.a. | n.a. | n.a |
| Average | | | | | 50.0 | 44.3 | 35.7 | 66.4 | 92.3 | 20.6 | 4.1 | 3.3 | 3.5 | 21.7 | 31.8 | 31.5 | 35.9 | 24.7 | 17.8 |
| Global smartphon | es & home appliance | S | | | | | | | | | | | | | | | | | |
| AAPL US equity | Apple | USD | 168.8 | 2,755,048 | 30.2 | 27.4 | 25.7 | 71.4 | 9.6 | 6.6 | 7.5 | 7.0 | 6.6 | 22.3 | 20.2 | 19.5 | 24.6 | 22.2 | 21.4 |
| 005930 KS equity | Samsung Electronics | KRW | 70,300.0 | 347,543 | 11.8 | 10.1 | 8.8 | 50.4 | 21.2 | 14.1 | 1.5 | 1.3 | 1.2 | 3.8 | 3.3 | 3.0 | 6.1 | 5.2 | 4. |
| 066570 KS equity | LG Electronics | KRW | 124,000.0 | 16,644 | 14.0 | 7.3 | 6.3 | (47.6) | 168.1 | 16.1 | 0.3 | 0.3 | 0.2 | 4.2 | 3.7 | 3.4 | 6.9 | 6.0 | 5. |
| 6758 JP equity | Sony | JPY | 12,570.0 | 133,472 | 14.3 | 18.3 | 18.2 | 101.9 | (26.4) | 0.5 | 1.8 | 1.6 | 1.5 | 12.1 | 9.5 | 9.4 | 16.9 | 14.1 | 14. |
| 6752 JP equity | Panasonic | JPY | 1,186.0 | 24,543 | 17.9 | 11.6 | 11.0 | (26.9) | 47.8 | 5.7 | 0.4 | 0.4 | 0.4 | 7.4 | 5.8 | 5.5 | 16.1 | 10.7 | 10. |
| WHR US equity | Whirlpool | USD | 188.8 | 11,040 | 7.1 | 7.1 | 6.8 | 43.3 | (0.3) | 4.8 | 0.5 | 0.5 | 0.5 | 4.6 | 4.8 | 4.8 | 6.0 | 6.3 | 6. |
| ELUXB SS equity | Electrolux | SEK | 154.7 | 5,097 | 8.5 | 8.6 | 7.5 | 31.4 | (1.6) | 15.4 | 0.4 | 0.4 | 0.4 | 4.6 | 4.6 | 4.3 | 7.5 | 7.8 | 6. |
| AOS US equity | AO Smith | USD | 67.8 | 10,646 | 23.2 | 19.1 | 17.8 | 39.8 | 17.3 | 7.7 | 3.0 | 2.6 | 2.5 | 15.0 | 12.5 | 11.9 | 17.0 | 13.9 | 13. |
| SK FP equity | SEB | EUR | 124.2 | 7,579 | 14.5 | 13.5 | 12.5 | 28.7 | 12.2 | 8.3 | 0.9 | 0.8 | 0.8 | 8.4 | 8.0 | 7.5 | 11.5 | 10.7 | 10. |
| 5947 JP equity | Rinnai | JPY | 9,200.0 | 3,871 | 18.4 | 19.3 | 16.8 | 27.9 | (9.4) | 14.9 | 1.4 | 1.3 | 1.2 | 5.8 | 5.9 | 5.3 | n.a. | 7.7 | 6. |
| Average | | | | | 16.0 | 14.2 | 13.1 | 32.0 | 23.9 | 9.4 | 1.8 | 1.6 | 1.5 | 8.8 | 7.8 | 7.5 | 12.5 | 10.5 | 9. |

| Code | Company | | Price | Mkt Cap | | | | Non-GAAP | | | | | | | | | |
|------------------|----------|-------|---------|-----------|------|--------|-------|----------|------|----------|-------|------|---------|-------|-------|--------|------|
| | | | | (US\$ m) | | PE (x) | | EPS 3yr% | | PE/G (x) | 1 | | P/S (x) | | EV | /EBITD | 4 |
| | | Curr. | 22-Mar | | 2021 | 2022e | 2023e | 2021-23e | 2021 | 2022e | 2023e | 2021 | 2022e | 2023e | 2021 | 2022e | 2023 |
| China Internet | | | | | | | | | | | | | | | | | |
| BABA US equity | Alibaba | USD | 115.0 | 311,728 | 11.2 | 15.6 | 13.4 | -8.7% | n.a. | n.a. | n.a. | 2.8 | 2.3 | 2.0 | 7.7 | 9.9 | 8.5 |
| 700 HK equity | Tencent | HKD | 388.0 | 488,767 | 24.4 | 21.6 | 18.0 | 16.5% | 1.5 | 1.3 | 1.1 | 5.5 | 4.8 | 4.1 | 18.6 | 16.8 | 14.2 |
| BIDU US equity | Baidu | USD | 154.6 | 53,806 | 21.1 | 19.8 | 15.2 | 17.7% | 2.5 | 2.3 | 1.8 | 2.8 | 2.5 | 2.2 | 10.6 | 10.7 | 8.3 |
| JD US equity | JD.com | USD | 64.7 | 100,913 | 40.7 | 35.4 | 23.6 | 31.2% | 5.2 | 4.5 | 3.0 | 0.7 | 0.6 | 0.5 | 33.7 | 22.0 | 14. |
| NTES US equity | Netease | USD | 94.7 | 63,549 | 24.2 | 20.1 | 17.3 | 18.5% | 1.7 | 1.4 | 1.2 | 4.6 | 4.1 | 3.6 | 17.2 | 15.1 | 12. |
| TCOM US equity | Ctrip | USD | 24.2 | 15,414 | 164 | 43.7 | 17.9 | 203.4% | n.a. | n.a. | n.a. | 5.0 | 4.1 | 2.9 | 1,650 | 51.1 | 14.4 |
| WB US equity | Weibo | USD | 27.2 | 6,425 | 8.8 | 9.9 | 8.7 | 0.6% | 1.0 | 1.2 | 1.0 | 2.9 | 2.7 | 2.5 | 7.4 | 7.8 | 6. |
| ATHM US equity | Autohome | USD | 31.4 | 4,000 | 10.0 | 12.4 | 10.9 | -3.9% | n.a. | n.a. | n.a. | 3.5 | 3.6 | 3.4 | 2.4 | 3.1 | 2. |
| YY US equity | YY | USD | 43.5 | 3,204 | 94.8 | 21.2 | 16.3 | 141.3% | n.a. | n.a. | n.a. | 1.3 | 1.1 | 1.0 | n.a. | n.a. | n.a |
| VIPS US equity | Vipshop | USD | 9.3 | 6,342 | 7.1 | 6.8 | 6.3 | 5.7% | n.a. | n.a. | n.a. | 0.3 | 0.3 | 0.3 | 3.3 | 3.1 | 2. |
| 2858 HK equity | Yixin | HKD | 1.0 | 808 | 20.8 | 9.9 | 8.1 | 59.8% | n.a. | n.a. | n.a. | 1.5 | 1.2 | 1.0 | 14.3 | 11.9 | 10. |
| MOMO US equity | Momo | USD | 7.5 | 1,786 | 5.0 | 4.4 | 3.8 | 14.3% | n.a. | n.a. | n.a. | 0.8 | 0.7 | 0.7 | 2.9 | 2.7 | 2. |
| FANG US equity | Fang | USD | 137.4 | 24,368 | 12.5 | 6.5 | 7.3 | 30.6% | 0.8 | 0.4 | 0.5 | 4.0 | 3.0 | 3.4 | 7.6 | 5.4 | 5. |
| BZUN US equity | Baozun | USD | 8.0 | 554 | 20.4 | 9.2 | 5.8 | 87.4% | n.a. | n.a. | n.a. | 0.4 | 0.3 | 0.3 | 9.5 | 4.9 | 3. |
| Average | | | | | 33.2 | 16.9 | 12.3 | 43.9% | 2.1 | 1.8 | 1.4 | 2.6 | 2.2 | 2.0 | 137.3 | 12.6 | 8. |
| Average ex-Tence | ent | | | | 33.9 | 16.5 | 11.9 | 46.0% | 2.2 | 2.0 | 1.5 | 2.3 | 2.0 | 1.8 | 147.2 | 12.3 | 7. |
| Leading golobal | Internet | | | | | | | | | | | | | | | | |
| FB US equity | Facebook | USD | 216.7 | 589,709 | 14.5 | 15.7 | 13.5 | 3.4% | 1.6 | 1.1 | 0.9 | 5.0 | 4.5 | 3.8 | 8.6 | 9.1 | 7. |
| GOOGL US equity | Google | USD | 2,797.4 | 1,851,742 | 24.4 | 22.4 | 18.9 | 13.7% | 2.3 | 1.1 | 0.9 | 8.8 | 7.4 | 6.3 | 16.3 | 14.3 | 12. |
| AMZN US equity | Amazon | USD | 3,297.8 | 1,678,057 | 57.4 | 48.7 | 35.3 | 27.4% | 5.4 | 2.6 | 1.9 | 3.6 | 3.1 | 2.6 | 23.9 | 20.4 | 15. |
| Average | | | | | 32.1 | 28.9 | 22.6 | 14.8% | 3.1 | 1.6 | 1.2 | 5.8 | 5.0 | 4.2 | 16.3 | 14.6 | 12. |

Figure 19: Valuation comparison table (2) – Global internet companies

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| Otook realing | |
|---------------|---------------------------------------------------------------------|
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| | |

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