



# Hong Kong

## ADD (no change)

Company Note

Consensus ratings\*: Buy 38 Hold 2 Sell 0

Current price:	HK\$105.3
Target price:	HK\$170.0
Previous target:	HK\$207.0
Up/downside:	61.4%
CGI / Consensus:	-11.9%
Reuters:	9988.HK
Bloomberg:	9988 HK
Market cap:	US\$292,441m
	LUKO 000 074

HK\$2,283,674m Average daily turnover: US\$575.6m HK\$4.488m

21,619m Current shares o/s: Free float: 61.3% \*Source: Bloomberg

#### Key changes in this note

- FY3/22F net profit decreased by 5.1%.
- FY3/23F net profit decreased by 12.2%.
- 3 FY3/24F net profit decreased by 15.0%.



	Source: Bloomberg			
1M	ЗМ	12M		
-9.9	-22.2	-56.7		
-3.8	-14.2	-32.4		
	-9.9	1M 3M -9.9 -22.2		

Major shareholders	% held
SoftBank	24.9
Jack Yun MA	4.8

# Alibaba Group

# From growth of scale to optimizing efficiency

- Alibaba reported 3Q FY3/22 revenue of Rmb243bn, up 9.7% yoy, slightly below our expectation, mainly because of a yoy decline in CMR in the China commerce retail segment due to low single-digit GMV growth and more support to merchants.
- We expect Alibaba to meet its goal of 1bn China AACs in the next quarter; management guided that international AACs would double in the next few years.
- The losses of Taobao Deals and Taocaicai are expected to gradually narrow in the next few quarters, owing to improving order density and supply chain performance.
- AliCloud will focus on converting hybrid cloud customers to public cloud and adding customers in new industries, such as financial services, telecom, new energy vehicles and healthcare.
- Reiterate Add with a new DCF-based TP of HK\$170.

#### 3Q FY3/22 results missed as revenue growth slowed down

3Q FY3/22 revenue growth for China commerce, international commerce, Cainiao, local consumer services, cloud computing, media and entertainment, and innovation initiatives was 7%, 18%, 15%, 27%, 20%, 0% and 63% yoy, respectively (2Q FY3/22 estimated: 32%, 34%, 20%, 23%, 33%, 0% and 37% yoy). The revenue growth slowdown was mainly due to weak macro, more intense competition and various types of support to merchants. Its gross margin was 39.5%, down 6% pts, due to a higher contribution of direct sales business and the growth of Taocaicai, Freshippo and Tmall Supermarket, which led to an increase in logistics costs. Alibaba spent more on user acquisition and engagement; as a result, its sales and marketing expenses ratio increased from 11.5% in 3Q FY3/21 to 15.1% in 3Q FY3/22. Non-GAAP net profit was Rmb44.6bn, down 25% yoy, below our expectation, because of slower-than-expected revenue growth and higher-than-expected sales and marketing expenses. Alibaba will continue its share repurchases while maintaining a strong cash position for business investment.

#### Robust AAC growth but slower GMV growth

The overall number of annual active consumers (AACs) in 3Q FY3/22 reached 1.28bn; the number in overseas markets was up 6% gog to 301m, and in the China market, it was up 2.7% gog to 979m, with AACs in local consumer services up 4.8% gog to 372m. Taobao Deal was the major contributor of AAC growth, with 13.9% gog growth to 280m. We expect Alibaba to fulfill its goal of 1bn China AACs in the next quarter, and management guided that international AACs would double in the next few years. Overall GMV growth in the quarter was in the low single-digits because of the weak macro environment and the high base last year. GMV growth in all product categories was positive yoy; FMCG and home furnishing had the highest GMV growth, while growth of apparel and accessories, and consumer electronics was lower. Management said Jan GMV growth remained resilient, at a positive low single-digit level. We expect GMV growth to return to a healthy level when the overall consumption environment improves and the penetration increases in more product categories.

#### Driving penetration across more product categories

Alibaba's Taobao Deals and Taocaicai made an important contribution in attracting new consumers and transactions in low-penetration product categories, such as home goods and groceries. Paid orders of Taobao Deals grew over 100% yoy in the quarter and Taocaicai's GMV grew by 30% qoq. Taocaicai's UE improved, with higher order density and a more efficient supply chain and delivery network. As the business scale has increased, the focus of these two businesses is changing to optimizing efficiency. With further improvements in supply chain efficiency, the losses of these two businesses are expected to gradually narrow in the next few quarters.

Financial Summary	Mar-20A	Mar-21A	Mar-22F	Mar-23F	Mar-24F
Revenue (Rmbm)	509,711	717,289	854,321	957,202	1,107,282
Operating EBITDA (Rmbm)	133,857	137,587	128,878	144,596	177,387
Net Profit (Rmbm)	132,479	171,985	135,569	151,264	180,254
Core EPS (Rmb)	6.30	7.96	5.97	6.66	7.94
Core EPS Growth	39.3%	26.2%	(24.9%)	11.6%	19.2%
FD Core P/E (x)	13.75	10.90	14.52	13.02	10.92
DPS (Rmb)	-	-	-	-	-
Dividend Yield	0%	0%	0%	0%	0%
EV/EBITDA (x)	12.36	11.72	12.74	10.56	7.96
P/FCFE (x)	20.62	72.12	35.64	18.42	18.56
Net Gearing	(28.8%)	(34.1%)	(35.8%)	(41.0%)	(44.7%)
P/BV (x)	2.35	1.95	1.84	1.66	1.48
ROE	21.0%	20.1%	13.6%	13.6%	14.5%
% Change In Core EPS Estimates			(5.1%)	(12.2%)	(15.0%)
CGI/consensus EPS (x)			0.93	0.91	

#### SOURCES: CGIS RESEARCH, COMPANY DATA, BLOOMBERG

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# From growth of scale to optimizing efficiency

#### A more diversified and green cloud business

In the quarter, cloud revenue grew by 20% yoy. But excluding the impact from the loss of a large internet customer, revenue growth of AliCloud was still a robust 29% yoy. Management said non-internet customers accounted for 52% of AliCloud's total revenue. AliCloud continued to invest in expanding its international infrastructure, adding one data centre in Korea and one in Thailand in the quarter, and now serving 25 regions globally. AliCloud saw strong demand growth in the financial services, telecom, new energy vehicles and healthcare sectors, which partially offset slower demand from the internet sector. Budget constraints were adopted by many players in the internet and online education sectors under the new government policy environment. AliCloud's laaS business was more affected because of weak demand of internet companies, but the growth of higher-margin products, such as database, continue to be resilient since these products are less needed by the internet sector. Going forward, AliCloud will focus on converting hybrid cloud customers to public cloud and adding customers in new industries, such as healthcare and new energy, which are heavy data users. AliCloud is well positioned in energy efficiency. It has already achieved an average PUE of less than 1.3 in all of its self-developed data centers, with a minimum PUE of as low as 1.09, making it the biggest green energy cloud business in China and maintaining its competitive advantage.

#### International business another major investment area

Cainiao's global business is already larger than its domestic business thanks to the fast growth of Alibaba's international commerce business. In the quarter, the overall order growth of Alibaba's international commerce retail business continued to remain healthy at 25% yoy, with Lazada and Trendyol growing 52% and 49% yoy, respectively. However, AliExpress was negatively affected by a change in the EU's VAT exemptions and the significant depreciation of the Turkish lira against the Rmb, which had a negative impact on Trendyol's revenue.

#### Minimum policy impact from the food delivery take rate

Regarding the recent policy on the food delivery take rate, management stated that Ele.me is not the largest player in the market, and it currently is charging a lower take rate than its major competitor, so the policy impact on Ele.me will be limited. Ele.me optimized its consumer subsidy in the quarter and recorded over 20% yoy revenue growth. Thanks to a strategy of more disciplined user acquisition spending and improved delivery costs, Ele.me's UE also improved.

#### Reiterate Add with a new DCF-based TP of HK\$170

We cut our FY3/22–24F non-GAAP net profit by 5.1%, 12.2% and 15.0%, respectively, to reflect slower revenue growth and margin pressure. But we still believe Alibaba's new initiatives, such as Taobao Deals, Taocaicai, AliCloud, international business, Cainiao and domestic retail business, to bear fruit in the future. Short-term catalysts for Alibaba are 1) robust growth in its user base, owing to growth in lower-tier markets, 2) synergies in the Alibaba's retail ecosystem, 3) fast growth in its international retail business, such as Lazada, and 4) returns from industrial digitalization with its cloud computing service offerings. Key risks include 1) more intense competition in the domestic e-commerce market, 2) global political issues, and 3) a negative impact from any new regulations.





Figure 1: Alibaba quarterly results			
(RMB m)	3Q21	3Q22	yoy
Core commerce	196,144	213,894	9.0%
China commerce retail	157,497	167,995	6.7%
China commerce wholesale	3,831	4,231	10.4%
International commerce retail	10,158	11,606	14.3%
International commerce wholesale	3,762	4,843	28.7%
Cainiao logistics services	11,360	13,078	15.1%
Local consumer services	9,536	12,141	27.3%
Others	-	-	N/A
Cloud	16,227	19,539	20.4%
Digital media and entertainment	8,079	8,113	0.4%
Innovation initiatives and others	634	1,034	63.1%
Operating revenue	221,084	242,580	9.7%
Cost of revenue	(121,268)	(146,658)	20.9%
Gross profit	99,816	95,922	-3.9%
GP margin	45.1%	39.5%	-5.6% pts
Product development expenses	(13,607)	(15,705)	15.4%
Sales and marketing expenses	(25,343)	(36,706)	44.8%
General and administrative expenses	(8,692)	(8,465)	-2.6%
Amortization of intangible assets	(3,172)	(2,837)	-10.6%
Impairment of goodwill and intangible assets	-	(25,141)	N/A
Income from operations	49,002	7,068	-85.6%
OP margin	22.2%	2.9%	-19.3% pts
Interest and investment income, net	40,036	18,361	-54.1%
Interest expense	(1,092)	(1,186)	8.6%
Other income, net	2,826	5,083	79.9%
Income before income tax	90,772	29,326	-67.7%
Income tax expenses	(9,194)	(9,553)	3.9%
Share of results of equity investees	(3,601)	(549)	-84.8%
Net income	77,977	19,224	-75.3%
Non-controlling interests	1,558	1,322	-15.1%
Net income attributable to Alibaba	79,535	20,546	-74.2%
Preference Shares or mezzanine equity	(108)	(117)	8.3%
Net income attributable to ordinary shareholders	79,427	20,429	-74.3%
NP margin	35.9%	8.4%	-27.5% pts
Non-GAAP adjustments	(18,770)	25,400	N/A
Non-GAAP net income	59,207	44,624	-24.6%
Non-GAAP NP margin	26.8%	18.4%	-8.4% pts
	SOURCES	CGIS RESEARCH, C	COMPANY DATA

Annual Active Consumers (mn)	Dec 2020	Sep 2021	Dec 2021	QoQ Net Adds (Dec 2021 vs Sep 2021)	YoY Growth (Dec 2021 vs Dec 2020)
China <sup>(1)</sup>	855	953	979	26.4	15%
China Commerce Retail <sup>(2)</sup>	782	863	882	19.6	13%
Local Consumer Services <sup>(3)</sup>	296	355	372	17.0	26%
International	220	285	301	16.3	37%
Global	1,075	1,238	1,281	42.7	19%
iotes: For the twelve months ended on the respective dates  1) Annual Active Consumers in China have been deduplicated.  2) China Commerce Retail businesses primarily include Taobao, Tmall, Tmall:  3) Local Consumer Services businesses primarily include Ele.me, Amap, Figgy  10 Local Consumer Services husinesses primarily include Ele.me, Amap, Figgy		iippo.			





Figure 3:	Alibaba	earnings	revisions
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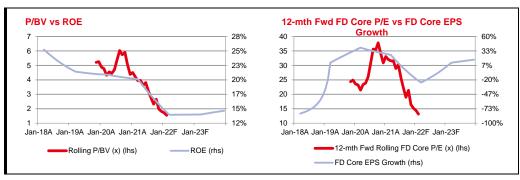
3									
		FY3/22F			FY3/23F			FY3/24F	
(Rmb m)	Old	New	% change	Old	New	% change	Old	New	% change
Revenue	871,309	854,321	-1.9%	1,010,677	957,202	-5.3%	1,178,613	1,107,282	-6.1%
Gross margin (%)	37.5%	37.5%	0.0% pts	38.0%	37.2%	-0.8% pts	38.5%	37.6%	-0.9% pts
Operating margin (%)	10.5%	9.7%	-0.8% pts	11.1%	9.2%	-2.0% pts	12.4%	9.9%	-2.5% pts
Net income	115,660	108,322	-6.3%	135,800	114,819	-15.4%	172,360	140,575	-18.4%
Adjusted net income	142,906	135,569	-5.1%	172,244	151,264	-12.2%	212,039	180,254	-15.0%
EPS	6.30	5.97	-5.1%	7.59	6.66	-12.2%	9.34	7.94	-15.0%
•				•		'	•	SOURCES:	CGIS RESEARCH

Figure 4: Alibaba DCF valuati	on										
(RMB m)	FY3/22F	FY3/23E	FY3/24E	FY3/25E	FY3/26E	FY3/27E	FY3/28E	FY3/29E	FY3/30E	FY3/31E	FY3/32E
EBIT	83,009	87,620	109,305	134,445	165,368	203,402	250,185	307,727	378,504	465,560	572,639
Add: Depreciation & amortization	33,195	42,176	51,157	51,668	52,185	52,707	53,234	53,766	54,304	54,847	55,395
Less: Tax	19,890	21,157	26,495	32,588	40,084	49,303	60,642	74,590	91,746	112,848	138,802
Less: Capex	95,000	95,000	95,000	95,950	96,910	97,879	98,857	99,846	100,844	101,853	102,871
Less: Net change in working capital	(22,833)	(59,652)	(25,953)	(26,212)	(26,474)	(26,739)	(27,007)	(27,277)	(27,549)	(27,825)	(28,103)
Unlevered FCF	24,147	73,291	64,920	83,787	107,034	135,667	170,925	214,334	267,767	333,532	414,464
Terminal value											5,820,393
DCF	24,147	66,427	53,328	62,380	72,223	82,969	94,741	107,674	121,918	137,637	155,015
				Assumptior	ıs						
PV for the forecasted period		954,310		Risk-free Ra	ite of Return		3.0%				
PV for the terminal value		2,176,899		Equity Risk	Premium		7.7%				
Enterprise Value		3,131,209		Company B	eta		0.98				
Minus: Net debt + Minority interest		(91,437)		Cost of Equi	ity		10.5%				
NPV to equity shareholders		3,222,647		Pre-tax Cos	t of Debt		4.0%				
Divided by: # of shares outstanding		22,700		Tax Rate			12%				
NPV per share to equity shareholders	(RMB)	142		After-tax Co	st of Debt		3.5%				
HKD/CNY		0.83		Target debt	to total capit	al	3%				
NPV per share to equity shareholde	ers (HKD)	170		WACC			10.3%				
				Terminal gro	wth ("g")		3%				
							SOURCE	S: CGIS RES	EARCH, COM	IPANY DATA,	BLOOMBERG





#### BY THE NUMBERS



Profit & Loss					
(Rmbm)	Mar-20A	Mar-21A	Mar-22F	Mar-23F	Mar-24F
Total Net Revenues	509,711	717,289	854,321	957,202	1,107,282
Gross Profit	227,344	296,084	320,370	356,079	416,338
Operating EBITDA	133,857	137,587	128,878	144,596	177,387
Depreciation And Amortisation	(42,427)	(47,909)	(45,870)	(56,976)	(68,082)
Operating EBIT	91,430	89,678	83,009	87,620	109,305
Financial Income/(Expense)	67,776	68,318	26,275	28,626	36,269
Pretax Income/(Loss) from Assoc.	0	0	0	0	0
Non-Operating Income/(Expense)	1,706	14,566	11,174	11,174	11,174
Profit Before Tax (pre-El)	160,912	172,562	120,459	127,420	156,749
Exceptional Items					
Pre-tax Profit	160,912	172,562	120,459	127,420	156,749
Taxation	(20,562)	(29,278)	(19,890)	(21,157)	(26,495)
Exceptional Income - post-tax					
Profit After Tax	140,350	143,284	100,569	106,264	130,254
Minority Interests	9,083	7,294	8,023	8,826	10,591
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax	(16,954)	21,407	26,977	36,174	39,409
Net Profit	132,479	171,985	135,569	151,264	180,254
Recurring Net Profit	132,479	171,985	135,569	151,264	180,254
Fully Diluted Recurring Net Profit	132,479	171,985	135,569	151,264	180,254

Cash Flow					
(Rmbm)	Mar-20A	Mar-21A	Mar-22F	Mar-23F	Mar-24F
EBITDA	133,857	137,587	128,878	144,596	177,387
Cash Flow from Invt. & Assoc.					
Change In Working Capital	21,418	50,508	22,833	59,652	25,953
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense	(23,588)	(9,915)	0	0	0
Other Operating Cashflow	1,706	14,566	11,174	11,174	11,174
Net Interest (Paid)/Received	67,776	68,318	26,275	28,626	36,269
Tax Paid	(20,562)	(29,278)	(19,890)	(21,157)	(26,495)
Cashflow From Operations	180,607	231,786	169,272	222,892	224,289
Capex	(45,386)	(43,185)	(95,000)	(95,000)	(95,000)
Disposals Of FAs/subsidiaries	31,417	10,061	0	0	0
Acq. Of Subsidiaries/investments	(54,432)	(76,175)	(20,019)	(22,021)	(24,223)
Other Investing Cashflow	(39,671)	(134,895)	0	0	0
Cash Flow From Investing	(108,072)	(244,194)	(115,019)	(117,021)	(119,223)
Debt Raised/(repaid)	15,788	38,410	1,000	1,000	1,000
Proceeds From Issue Of Shares	91,506	175	0	0	0
Shares Repurchased	0	(773)	0	0	0
Dividends Paid					
Preferred Dividends	0	0	0	0	0
Other Financing Cashflow	(36,441)	(7,730)	0	0	0
Cash Flow From Financing	70,853	30,082	1,000	1,000	1,000
Total Cash Generated	143,388	17,674	55,253	106,871	106,066
Free Cashflow To Equity	88,323	26,002	55,253	106,871	106,066
Free Cashflow To Firm	77,715	(7,932)	59,132	110,782	110,010

SOURCES: CGIS RESEARCH, COMPANY DATA, BLOOMBERG





# BY THE NUMBERS... cont'd

Balance Sheet					
(Rmbm)	Mar-20A	Mar-21A	Mar-22F	Mar-23F	Mar-24F
Total Cash And Equivalents	378,694	518,652	573,905	680,776	786,842
Total Debtors	0	0	0	0	0
Inventories					
Total Other Current Assets	84,229	124,708	124,145	154,676	167,861
Total Current Assets	462,923	643,360	698,050	835,452	954,703
Fixed Assets	103,387	147,412	184,218	212,042	230,886
Total Investments	350,961	437,410	457,429	479,450	503,673
Intangible Assets	337,729	363,604	375,929	386,128	394,203
Total Other Non-Current Assets	57,985	98,432	98,432	98,432	98,432
Total Non-current Assets	850,062	1,046,858	1,116,007	1,176,052	1,227,193
Short-term Debt	5,154	13,437	13,527	13,617	13,707
Current Portion of Long-Term Debt					
Total Creditors	236,718	363,921	386,191	476,374	515,512
Other Current Liabilities	0	0	0	0	0
Total Current Liabilities	241,872	377,358	399,718	489,992	529,220
Total Long-term Debt	120,276	135,716	136,626	137,536	138,446
Hybrid Debt - Debt Component	0	0	0	0	0
Total Other Non-Current Liabilities	27,288	33,912	33,912	33,912	33,912
Total Non-current Liabilities	147,564	169,628	170,538	171,448	172,358
Total Provisions	43,898	59,598	59,598	59,598	59,598
Total Liabilities	433,334	606,584	629,854	721,037	761,175
Shareholders' Equity	764,504	946,143	1,054,735	1,169,825	1,310,670
Minority Interests	115,147	137,491	129,468	120,642	110,051
Total Equity	879,651	1,083,634	1,184,203	1,290,467	1,420,721

Key Ratios					
	Mar-20A	Mar-21A	Mar-22F	Mar-23F	Mar-24F
Revenue Growth	35.3%	40.7%	19.1%	12.0%	15.7%
Operating EBITDA Growth	42.2%	2.8%	(6.3%)	12.2%	22.7%
Operating EBITDA Margin	26.3%	19.2%	15.1%	15.1%	16.0%
Net Cash Per Share (Rmb)	12.05	17.09	18.67	23.33	27.96
BVPS (Rmb)	36.38	43.76	46.46	51.53	57.74
Gross Interest Cover	17.65	20.04	17.01	17.84	22.11
Effective Tax Rate	12.8%	17.0%	16.5%	16.6%	16.9%
Net Dividend Payout Ratio	NA	NA	NA	NA	NA
Accounts Receivables Days	-	-	-	-	-
Inventory Days	-	-	-	-	-
Accounts Payables Days	60.62	56.10	45.92	46.91	47.06
ROIC (%)	28.0%	25.9%	22.4%	22.1%	29.2%
ROCE (%)	17.4%	14.5%	9.3%	9.1%	10.3%
Return On Average Assets	4.88%	6.42%	5.78%	5.95%	6.36%

Key Drivers					
	Mar-20A	Mar-21A	Mar-22F	Mar-23F	Mar-24F
AAU change (%)	11.0%	11.7%	9.5%	6.0%	6.0%
China commerce retail monetization rate (%)	5.1%	6.3%	6.4%	6.5%	6.6%

SOURCES: CGIS RESEARCH, COMPANY DATA, BLOOMBERG





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Spitzer Chart for stock being researched ( 2 year data )

Alibaba Group (9988 HK)





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Reduce The stock's total return is expected to fall below negative 10% over the next 12 months.

The total expected return of a stock is defined as the sum of the:(i) percentage difference between the target price and the current price and (ii) the

forward net dividend yields of the stock. Stock price targets have an investment horizon of 12 months.

Definition:

Overweight An Overweight rating means stocks in the sector have, on a market cap-weighted basis, a positive absolute recommendation.

Neutral A Neutral rating means stocks in the sector have, on a market cap-weighted basis, a neutral absolute recommendation.

Underweight An Underweight rating means stocks in the sector have, on a market cap-weighted basis, a negative absolute recommendation.

Country Ratings

Overweight An Overweight rating means investors should be positioned with an above-market weight in this country relative to

Neutral A Neutral rating means investors should be positioned with a neutral weight in this country relative to benchmark.

Underweight An Underweight rating means investors should be positioned with a below-market weight in this country relative to

benchmark.

#### **Analyst Certification**

The analyst who is primarily responsible for the content of this report, in whole or in part, certifies that with respect to the securities or issuer covered in this report: (1) all of the views expressed accurately reflect his or her personal views about the subject, securities or issuer; and (2) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific views expressed by the analyst in this report.

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