

Wednesday, 09 March 2022

SECTOR UPDATE

Internet - China

The Bear Continues To Dominate

The Hang Sang Tech index has tumbled 23% ytd, just a mere 390 points or 9% to the low when the pandemic started in Mar 20. What makes the overall investment landscape different from 2020's is the sluggish retail data, a more stringent regulatory environment and heightened geopolitical risks. We maintain our MARKET WEIGHT view on the internet sector. We prefer JD.com and TCEL in such a challenging investment landscape.

WHAT'S NEW

- Near-term headwinds persist. The geopolitical tension which began on 24 Feb 22 has
 caused the HSTech Index to tumble by 17% (as at 8 Mar 22). While we reckon this may
 present attractive buying opportunities, other structural changes such as a stringent
 regulatory environment and sluggish retail sales data may continue to weigh on investors'
 sentiment.
 - a) Retail sales. As guided during the recent earnings call with Alibaba, we understand that the company's gross merchandise value (GMV) growth during 3QFY22 had continued to grow at single digits (2QFY22 was single digits as well), although the company did not share its January/February online retail sales performance (while we are awaiting data from the National Bureau Statistic (NBS), we feel that the online retail sales performance will continue to be disappointing in 2022 given the recently guided slower GDP target of 5.5.% and expected monetary easing to spur spending and investment activities.
 - b) Regulatory landscape. The increased regulatory scrutiny to bolster the cybersecurity regulations was no stranger in the China market but also commonly seen in the global front especially with some of the infamous cases such as Facebook and Google being fined by France (source), the privacy violation by Facebook against the EU (source) etc. This had resulted in most of the local tech companies reporting slower online advertising revenue growth in the recent financial quarter. Reading across companies that had reported their Dec 21 results ie Baba, Weibo, Baidu and Bili, the large cap names especially Alibaba customer management revenue's (CMR) segment revenue for Dec 21 quarter had slowed to -1% vs Dec 20's +40% growth, whereas Bilibili also saw slowing growth of +119.8% vs +149.5% in 4Q20; the other two names -- Weibo and Baidu had shown marginal improvement growth of +21.5/+0.1% vs 4Q20's +11.7/-0.3%. Other than the potential slower online advertising growth, we could also see a slowdown in the online game segment driven by the seven-month long new game approval halt. There could be some improvement in investor sentiment if the new game approval resumes. However, this will not necessarily translate into meaningful revenue growth in the short term as a game needs at least 12 months after obtaining approval (for demo assessment, public testing, promotion and marketing) before it can be launched.
- Quality growth and strong fundamentals will be crucial. In the near term, we favour
 companies which should continue to deliver double-digit revenue growth as well as able to
 sustain robust earnings growth. Recall that Bili recently reported strong growth in their 4Q21
 revenue (+51%); however, the widening net loss had resulted in heavy selldown. In view of
 that, JD.com and Tongcheng e-Long are our top picks in the internet sector.

MARKET WEIGHT

(Maintained)

STOCK PICKS

Company	Ticker	Rec	Share	Target
			Price (LC)	Price (LC)
JD.com	9618 HK	BUY	230.40	395.00
Tongcheng Travel	780 HK	BUY	12.24	22.00

Source: Bloomberg, UOB Kay Hian

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PEER COMPARISON

			Price @	Target	Upside/	Market		PE			EV/EBITD	Α		EV/Sale	S	ROE
			8 Mar 22	Price	(Downside)	Cap	2021	2022F	2023F	2021	2022F	2023F	2021	2022F	2023F	2022F
Company	Tickers	Rec	(HK\$)	(HK\$)	To TP (%)	(US\$m)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(%)
JD.com	9618 HK	BUY	230.40	395.00	71.4	91,854	36.7	30.2	20.5	30.8	20.6	13.0	0.5	0.4	0.3	6.0
Tongcheng Travel	780 HK	BUY	12.24	22.00	79.7	3.471	19.0	14.4	10.5	10.7	8.5	6.1	2.2	1.7	1.3	8.0

Source: Bloomberg, UOB Kay Hian



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- a) JD.com is our top pick from the e-commerce sector due to its robust omnichannel strategy, relatively less exposure to regulatory risks as well as potential further margin improvement driven by its expansion in the 3P segment. At this juncture, we believe JD.com deserves a valuation premium over Baba as the company was still able to record a 23% yoy growth in 3Q21 under its online direct sales segment vs Baba's CMR revenue growth of 3%.
- b) Tongcheng e-Long. We expect a bumpy recovery path for 2022; after seeing the recent COVID-19 regional outbreaks and lockdowns during 1Q22, we expect China's Zero Case Policy to persist into 2H22. Given the absence of border reopening catalysts, we prefer Tongcheng e-Long in the online travel agency (OTA) sector as: a) it is a proxy to the domestic tourism's recovery amid the absence of overseas tourists, b) OTA names are less susceptible to the regulatory risks, and c) its relatively assetlight business nature enables the company to deliver a robust and better-than-peers margin performance (TCEL's net margin was 16% in 2020 vs Trip.com's -5%).

ESSENTIALS

• In our peer comparison table below (sorted by 2022 revenue growth), China's internet sector revenue and net profit growth on average is still expected to outpace US peers (according to street's estimate) in 2022. In terms of valuation, China's tech sector appears to be relatively undervalued as compared with US peers with 2023E forward PE of 21x vs 27x from the US peers. As such, we believe the downside risk for China's internet sector should be limited as compared with US peers (not to mention the further downside risk when the Fed raises interest rates in 2022).

SECTOR CATALYST AND RISK

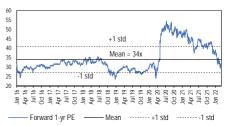
- Catalysts: a) Supportive government policies, b) increasing online retail penetration driven by less developed areas and younger generations, and c) continued improvements in technology and e-commerce infrastructure.
- Risks: a) Uncertain geopolitical risks, b) a challenging regulatory landscape, c) weak macro
 environment, d) high user acquisition expenses as well as increased competition as multiple
 players seek to increase market shares and heavy investments in new retail, and e) local
 services strategy dragging down e-commerce companies' margins and ROEs.

MSCI CHINA IT INDEX



Source: Bloomberg, UOB Kay Hian

NASDAQ CTA INTERNET TECH INDEX



Source: Bloomberg, UOB Kay Hian

OVERVIEW OF CHINA TECH VS US TECH

			Last			- Reveni	ıe (I C\$)				PS				F	arnings				PF		Cash per share (LC\$
		Market cap	price	4Q20	4Q21E	yoy	2021E	2022E	yoy	2021E	2022E	2023E	4Q20	4Q21E	yoy	2021E	2022E	yoy	2021F	2022E		2022E
China	Ticker	(US\$)	(LC\$)	(RMB)	(RMB)	,,,	(RMB)	(RMB)	,,,	LULIL	LULL	LULUL	(RMB)	(RMB)	,0,	(RMB)	(RMB)	,0,	LULIL	LULLL	LULUL	LULL
Meituan	3690 HK	114,173.3	145.5	37,917.5	48,858.7	29%	178,463.5	242,891.3	36%	4.0	3.0	2.3	-1,436.4	-6,262.3	n.a.	-17,898.1	-5,989.7	n.a.	n.a.	n.a.	69.3	1.0
PDD	PDD US	48,389.5	38.6	26,547.7	33,555.7	26%	100,274.8	135,996.6	36%	3.1	2.4	1.8	-1,376.4	-474.7	n.a.	674.5	3,498.1	418.6%	54.3	29.1	15.6	3.2
Fongcheng																						
-Long	780 HK	3,471.2	12.2	1,812.9	1,795.2	-1%	7,486.4	10,074.0	35%	2.9	2.2	1.8	307.3	267.2	-13%	1,313.2	1,718.5	30.9%	19.0	14.4	10.5	1.2
D.com	9618 HK	91,853.9	230.4	224,328.2	276,153.6	23%	951,838.6	1,143,146.5	20%	0.6	0.5	0.4	2,386.2	2,787.9	17%	16,430.1	21,183.6	28.9%	36.7	30.2	20.5	15.7
Alibaba	9988 HK	268,703.1	96.9	221,084.0	242,580.0	10%	717,289.0	848,011.1	18%	2.1	1.8	1.6	79,427.0	20,429.0	-74%	150,308.0	81,481.7	-45.8%	11.7	11.4	10.3	6.4
rip.com	9961 HK	14,076.2	172.7	4,964.0	4,267.2	-14%	19,609.2	23,002.0	17%	4.6	3.7	2.6	1,063.0	-340.8	n.a.	706.2	3,506.5	396.6%	149.7	39.6	16.2	5.4
encent	700 HK	470,578.3	383.2	133,669.0	150,240.9	12%	566,170.9	640,530.0	13%	5.3	4.6	3.9	33,207.0	30,800.1	-7%	129,708.1	144,019.0	11.0%	23.2	20.7	17.2	28.4
Vetease	9999 HK	55,465.4	129.3	19,761.7	24,373.6	23%	94,177.5	100,236.0	6%	4.0	3.5	3.1	1,597.9	6,518.3	308%	19,641.9	18,294.9	-6.9%	21.0	18.1	13.5	8.0
Bili	BILI US	9,077.3	23.4	3,673.8	5,741.9	56%	19,337.9	26,119.1	35%	3.0	2.2	1.7	-730.0	-1,729.4	n.a.	-5,782.7	-6,106.8	n.a.	n.a.	n.a.	n.a.	-1.0
Kuaishou	1024 HK	39,162.0	71.9	17,783.0	23,120.4	30%	80,115.0	101,747.4	27%	3.1	2.4	2.0	-704.5	-3,922.5	n.a.	-19,136.3	-12,149.6	n.a.	n.a.	n.a.	n.a.	-0.8
Baidu	BIDU US	48,160.9	138.4	30,055.6	32,227.6	7%	123,803.4	135,055.4	9%	2.5	2.3	2.0	5,778.9	2,942.9	-49%	17,188.1	17,139.0	n.a.	18.7	17.6	13.5	8.7
Average						18%			23%	3.2	2.6	2.1			30%			119%	41.8	22.7	20.7	6.9
			Last																			
JS	Ticker	Market cap (US\$)	price (LC\$)	4Q20 (US\$)	4Q21E (US\$)	yoy	2021E (US\$)	2022E (US\$)	yoy	2021E	2022E	2023E	4Q20 (US\$)	4Q21E (US\$)	yoy	2021E (US\$)	2022E (US\$)	yoy	2021E	2021E	2021E	
Affirm	AFRM US	9,546.4	33.6	189.3	332.5	76%	835.2	1,313.0	57%	8.9	5.9	4.2	-82.7	-85.3	n.a.	-376.2	-818.8	n.a.	n.a.	n.a.	n.a.	0.1
Sea	SE US	49,944.5	90.0	1,970.4	3,077.1	56%	9,913.4	13,785.2	39%	5.0	3.6	2.7	-358.6	-506.9	n.a.	-1,617.0	-2,025.4	25.3%	n.a.	n.a.	n.a.	-2.5
/licrosoft	MSFT US	2,090,951.0	278.9	40,200.7	50,871.8	27%	166,232.7	198,873.3	20%	11.5	9.8	8.6	12,440.6	17,521.8	41%	59,109.5	71,265.7	20.6%	32.4	27.6	24.0	12.1
Google	GOOGL US	1,671,232.5	2,527.6	44,116.2	59,371.1	35%	209,450.1	249,932.6	19%	8.0	6.7	5.8	12,271.3	20,077.6	64%	77,094.1	82,678.0	7.2%	22.1	20.2	17.1	138.6
Amazon	AMZN US	1,398,843.8	2,749.1	119,699.0	137,823.7	15%	470,209.3	541,216.5	15%	3.0	2.6	2.2	6,106.3	4,102.5	-33%	29,292.4	34,808.1	18.8%	47.8	40.4	29.4	144.2
	FB US	510,282.5	187.5	26,407.2	33,432.9	27%	117,661.3	132,484.6	13%	4.3	3.9	3.3	10,702.0	11,441.2	7%	42,337.4	37,116.9	n.a.	12.5	13.4	11.6	19.6
Meta					783.6	n.a.	2.736.4	2.998.9	10%	8.9	8.1	6.6	0.0	-63.9	n.a.	-416.9	-221.1	n.a.	n.a.	n.a.	n.a.	1.1
	RBLX US	24.274.5	41.3	0.0	/03.0																	
Roblox										3.2			118.9	115.1	-3%	867.5	741.3	-14.6%	58.1			1.8
Meta Roblox Block Inc Coinbase	RBLX US SQ US COIN US	24,274.5 56,561.5 35.366.9	41.3 97.5 161.1	0.0 3,221.3 n.a.	4,011.1 1,996.1	25% n.a.	17,589.5 7.302.2	18,952.5 7.402.4	8% 1%	3.2 4.8	3.0	2.5	118.9 n.a.	115.1 576.1	-3% n.a.	867.5 3.268.6	741.3 308.5	-14.6% -90.6%	58.1 11.5	78.4 51.1	44.8	1.8 17.4

Source: Bloomberg, UOB Kay Hian



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PEER COMPARISON

	-			Price	Mkt Cap		endarised			arised EV/			darised E\		ROE	EPS 22-25	PEG
Company	Ticker	Currency	Year end	(LC)	(US\$m)	2021	2022E	2023E	2021	2022E	2023E	2021	2022E	2023E	2022E	3-yr CAGR	22
China																	
MEITUAN-B	3690 HK	HKD	12/2020	145.5	114,173	n.a.	n.a.	69.3	n.a.	n.a.	34.8	3.7	2.7	2.1	-10.4	n.a.	n.a.
PINDUODUO IN-ADR	PDD US	USD	12/2020	38.6	48,389	54.3	29.1	15.6	53.6	25.8	9.7	2.3	1.7	1.3	12.0	68%	0.4
TONGCHENG TRAVEL	780 HK	HKD	12/2020	12.2	3,471	19.0	14.4	10.5	10.7	8.5	6.1	2.2	1.7	1.3	8.0	19%	0.8
JD.COM INC-CL A	9618 HK	HKD	12/2020	230.4	91,854	36.7	30.2	20.5	30.8	20.6	13.0	0.5	0.4	0.3	6.0	41%	0.7
ALIBABA GROUP HO	9988 HK	HKD	03/2021	96.9	268,703	11.7	11.4	10.3	7.5	7.2	6.1	1.5	1.3	1.1	10.0	16%	0.7
TRIP.COM GROUP L	9961 HK	HKD	12/2020	172.7	14,076	149.7	39.6	16.2	n.a.	44.4	15.0	4.6	3.7	2.7	1.7	66%	0.6
TENCENT	700 HK	HKD	12/2020	383.2	470,578	23.2	20.7	17.2	17.7	15.9	13.9	5.5	4.8	4.1	15.2	21%	1.0
NETEASE INC	9999 HK	HKD	12/2021	129.3	55,465	21.0	18.1	13.5	14.4	12.4	10.4	3.2	2.8	2.4	17.6	16%	1.1
BILIBILI INC-ADR	BILI US	USD	12/2021	23.4	9,077	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	2.8	2.1	1.6	-40.2	n.a.	n.a.
KUAISHOU TECHNOL	1024 HK	HKD	12/2020	71.9	39,162	n.a.	n.a.	n.a.	n.a.	n.a.	53.1	2.6	2.1	1.7	-36.7	n.a.	n.a.
BAIDU INC-SP ADR	BIDU US	USD	12/2021	138.4	48,161	18.7	17.6	13.5	9.4	9.7	7.5	1.8	1.7	1.5	6.4	29%	0.6
Average						41.8	22.7	20.7	20.6	18.1	17.0	2.8	2.3	1.8	-0.9	35%	
US																	
AFFIRM HOLDINGS	AFRM US	USD	06/2021	33.6	9,546	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	8.7	5.8	4.1	-31.4	n.a.	n.a.
SEA LTD-ADR	SE US	USD	12/2021	90.0	49,944	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	4.4	3.2	2.4	-41.8	n.a.	n.a.
MICROSOFT CORP	MSFT US	USD	06/2021	278.9	2,090,951	32.4	27.6	24.0	22.9	19.2	16.4	11.2	9.6	8.4	43.2	13%	2.1
ALPHABET INC-A	GOOGL US	USD	12/2021	2,527.6	1,671,233	22.1	20.2	17.1	14.7	12.9	11.2	7.4	6.2	5.4	27.7	20%	1.0
AMAZON.COM INC	AMZN US	USD	12/2021	2,749.1	1,398,844	47.8	40.4	29.4	20.7	17.5	13.7	3.1	2.7	2.3	17.2	30%	1.3
META PLATFORMS-A	FB US	USD	12/2021	187.5	510,282	12.5	13.4	11.6	7.6	8.0	6.8	4.1	3.6	3.1	26.2	18%	0.7
ROBLOX CORP - A	RBLX US	USD	12/2021	41.3	24,274	n.a.	n.a.	n.a.	32.8	43.7	33.4	8.2	7.5	6.1	-53.3	n.a.	n.a.
BLOCK INC	SQ US	USD	12/2021	97.5	56,561	58.1	78.4	44.8	57.8	65.9	40.3	3.2	3.0	2.4	4.5	49%	1.6
COINBASE GLOBA-A	Coin US	USD	12/2021	161.1	35,367	11.5	51.1	33.6	8.7	17.1	13.3	4.4	4.3	3.7	17.5	1%	58.1
Average						30.7	38.5	26.7	23.6	26.3	19.3	6.1	5.1	4.2	1.1	22%	

Source: Bloomberg, UOB Kay Hian



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