# China / Hong Kong Company Update **China Traditional Chinese Medicine**

#### Bloomberg: 570 HK Equity | Reuters: 0570.HK

# DBS Group Research . Equity

## HOLD (Upgraded from FULLY VALUED)

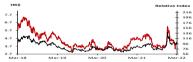
Last Traded Price (1 Apr 2022): HK\$4.23 (HSI: 22,040) Price Target 12-mth: HK\$4.50 (6% upside) (Prev HK\$3.00) Analyst

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## What's New

- Raised FY22F/23F earnings by 35%/70% and TP by 50%; upgrade to HOLD to factor in sales volume increase driven by release of favourable polices in 1Q22
- Threatened by intensifying competition for concentrated Chinese medicines granules segment (CCMG, 69% of FY21 sales) with competitors increased from 4 in 2021 to 47 in Mar 2022
- Price pressure increasing for finished Chinese medicines segment (18% of FY21A sales) as joint-province tender of these products began in 1Q22 with average price cut of 42%. The tender will continue in future

### **Price Relative**



#### **Forecasts and Valuation**

Forecasts and valuation	n			
FY Dec (RMBm) Turnover EBITDA Pre-tax Profit Net Profit Net Profit Gth (Pre-ex) (%) EPS (RMB) EPS (HK\$) Core EPS (RMB) Core EPS (RMB) Core EPS (HK\$) EPS Gth (%) Core EPS Gth (%) Diluted EPS (HK\$) DPS (HK\$) BV Per Share (HK\$) PE (X) CorePE (X) P/Cash Flow (X) P/Free CF (X) EV/EBITDA (X) Net Div Yield (%) P/Book Value (X) Net Debt/Equity (X) ROAE(%)	<b>2021A</b> 19.053 3.529 2.520 1.933 1.933 1.6.2 0.38 0.47 0.38 0.47 0.38 0.47 1.6.2 0.47 0.14 4.82 9.0 9.0 nm nm 6.3 3.4 0.9 0.1 10.2	<b>2022F</b> 23,085 3,850 2,794 2,135 2,136 10,5 0,42 0,52 0,42 0,52 0,42 0,52 10,5 0,52 0,16 5,18 8,1 7,2 12,0 5,7 3,7 0,8 0,1 10,4	<b>2023F</b> 28.045 4.158 3.105 2.372 2.374 11.1 0.47 0.58 0.47 0.58 0.47 0.58 11.1 11.1 1.1 1.1 0.58 0.17 5.59 7.3 7.3 7.3 nm nm 5.9 4.1 0.8 0.2 10.8	<b>2024F</b> 34,155 4,516 3,408 2,604 2,607 9,8 0,52 0,64 0,52 0,64 0,52 0,64 0,19 6,04 6,6 6,6 3,32 nm 5,8 4,5 0,7 0,2 0,9
Earnings Rev (%): Consensus EPS (RMB) Other Broker Recs:		35 0.44 B:11	70 0.50 S:1	New 0.54 H:0

Source of all data on this page: Company, DBS Bank (Hong Kong) Limited ("DBS HK"), Thomson Reuters



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## 4 Apr 2022

# **Cloudy prospects from potential** price cuts

### **Investment Thesis**

Upgrade to HOLD on favourable policies released in 1Q22 to boost industry sales volume. An example is "Development of Chinese medicine industry in the 14<sup>th</sup> five-year plan" released on 29 Mar 2022. The number of Chinese medicines medical institutes will increase from 72.3k to 95k in 2020-25, and the number of beds in the Chinese medicines ward in public hospitals will surge from 67.5k to 84.3k in the period. This would drive sales volume.

Drastic increase in competitors after Nov 2021 in the concentrated Chinese medicine granule (CCMG) industry. CCMG made up 69% of group sales in FY21. The number of players has increased from 5 in the beginning of 2021 to 52 as of Mar 2022. Intensifying competition will increase price pressure and marketing costs.

Potential price cuts imposed by National or joint-province tender for products made up 95% of FY21 sales. The collective procurement of Chinese medicines kicked off in 2022. There were 19 provincial governments that called for tenders of finished Chinese medicines in 1022, and the average price cut was 42%. The National Healthcare Security Administration will continue this sort of tender.

#### Valuation:

Our previous TP was based on 50% discount to average PE of Chinese medicine producers, to reflect potential price cuts. We trimmed the discount to 35% due to favourable policies released in 1Q22 to raise sales volume. Accordingly, we derive a TP of HK\$4.5 for CTCM, based on 9x FY22F PE.

#### Where we differ:

While the market is excited about the favourable policies for industry sales volume released in 1Q22, we remain cautious about the share price performance going forward as it will be impacted by potential price cuts resulting from intensifying competition and National / joint-province tenders.

#### **Key Risks to Our View:**

Major shareholders increasing their stakes.

#### At A Glance

All A Glarice	
Issued Capital (m shrs)	5,036
Mkt Cap (HK\$m/US\$m)	21,302 / 2,719
Major Shareholders (%)	
China National Pharmaceutical Group Corporation	32.5
Ping An Life Insurance Company of China, Ltd	12.0
Free Float (%)	55.5
3m Avg. Daily Val. (US\$m)	28.44
GICS Industry: Health Care / Pharmaceuticals Biotechno	

GICS Industry: Health Care / Pharmaceuticals, Biotechnology



## WHAT'S NEW

### Cloudy prospects from potential price cuts

Raised FY22F - 23F earnings by 35% and 70% and upgrade to HOLD for favourable policies to boost industry sales volume. We raise our annual sales growth in FY22F-23F assumption from 9% and 2% to 21% for both years, and FY22F-23F net margin from 8.3% and 7.2% to 9.2% and 8.5%. This is because we believe the following favourable policies released in Mar 2022 and Dec 2021 can boost the sales volume of Chinese medicines industry.

On 29 Mar 2022, the State Council issued "Development of Chinese medicines industry in the 14<sup>th</sup> five-year plan" ("The Plan"). We believe various measures in the plan will boost the sales volume of Chinese medicines. For example, the number of Chinese medicine medical institutes will increase from 72.3k in 2020 to 95k in 2025. Another example, the number of beds allocated to Chinese medicines ward in public hospitals will increase from 67.5k in 2020 to 84.3k in 2025. These measures would drive the demand of Chinese medicines.

On 14 Dec 2021, National Healthcare Security Administration issued "Chinese medicines industry: guidance to support inheritance of tradition and innovation" ("The Guidance"). While the price of medical products in public hospitals are not allowed to be marked up over procurement cost when sold to patients, the Guidance stipulates that herbal decoction pieces are allowed to be marked up by 25%. CCMG is classified under herbal decoction pieces. The Guidance encourages public hospitals to sell more of these products.

Previously, our TP was based on a 50% discount to average industry PE due to regulatory risk. The release of favourable policies on industry sales volume has prompted us to believe the risk is reduced. Thus, we have trimmed the discount to 35%. Rolling over to 2022F, and based on 35% discount to industry PE, we derive a target PE of 9x (22F) and TP of HK\$4.5. Thanks to the supportive policies, we upgrade to HOLD.

However, share price is stilled clouded by potential price cuts. We upgrade to HOLD instead of BUY because we believe the potential price cuts on CCMG, herbal decoction pieces, finished Chinese medicines will be a drag on the share price performance.

In 2021, CCMG, herbal decoction pieces, finished Chinese medicines made up 69%, 18%, 7% of revenue, or 95% in

aggregate. These are all facing increasing price pressure due to:

Firstly, intensifying competition, particularly CCMG. The Government is allowing more players to participate in this industry. The number of players approved by the central government has increased from 5 at the beginning of 2021 to 52 as of Mar 2022 (see: 湖北中药配方颗粒备案企业和品种数量居全国第一、第三 - 湖北省人民政府门户网站(hubei.gov.cn) ), and competition has drastically intensified. The pricing pressure should increase due to this, and thus we expect gross margin of CCMG to drop 0.5ppt annually in 2022-24. Also, the marketing cost will increase to gain or retain market share. Thus, we expect distribution cost as a % of sales to rise 1ppt annually in 2022-24.

Secondly, the National or joint-province tenders imposed by government. This would impact finished Chinese medicines first. In 1Q22, public medical institutes in 19 provinces jointly completed the tender for 182 Chinese medicines, with average price cut of 42%. The National Healthcare Security Administration re-iterated that they will continue this sort of tender. CCMG is classified under herbal decoction pieces. We believe National or jointprovince tender will be imposed on this too because:

- a) There are provinces already doing it. The Shanxi provincial government in Mar 2022 initiated a tender for 21 kinds of herbal decoction pieces, Beijing government started the tender for both herbal decoction pieces and CCMG in Feb 2022;
- b) Sufficient competition is a criteria for National or jointprovince tenders. In terms of number of players in CCMG, finished Chinese medicines, herbal decoction pieces, there are 52, >1600, and >1000. We believe this is sufficient.

## **Company Background**

China Traditional Chinese Medicine (CTCM) is the largest concentrated Chinese medicine granule maker (CCMG) with a 50% market share. CTCM's parent company is a state-owned enterprise directly under the State-owned Assets Supervision & Administration Commission: China National Pharmaceutical Group Corp (which owns a 32% stake in CTCM).



## Interim Income Statement (RMBm)

FY Dec	2H2020	1H2021	2H2021	% chg yoy	% chg hoh
Revenue	8,151	8,149	10,903	33.8	33.8
Cost of Goods Sold	(3,042)	(3,147)	(4,077)	34.0	29.6
Gross Profit	5,109	5,003	6,826	33.6	36.5
Other Oper. (Exp)/Inc	(3,823)	(3,718)	(5,533)	44.7	48.8
Operating Profit	1,287	1,285	1,293	0.5	0.6
Other Non Opg (Exp)/Inc	70	17	95	34.5	441.1
Associates & JV Inc	(11)	(8)	(3)	73.3	(62.3)
Net Interest (Exp)/Inc	(106)	(86)	(74)	30.5	13.7
Exceptional Gain/(Loss)	0	(11)	11	nm	nm
Pre-tax Profit	1,241	1,200	1,325	6.8	10.5
Тах	(209)	(191)	(206)	(1.7)	7.5
Minority Interest	(99)	(77)	(114)	(14.6)	48.0
Net Profit	931	930	1,003	7.7	7.9
Net profit bef Except.	932	932	1,006	6.5	5.4
EBITDA	1,347	1,297	1,388	3.0	7.0
Margins (%)					
Gross Margins	62.7	61.4	62.6		
Opg Profit Margins	15.8	15.8	11.9		
Net Profit Margins	11.4	11.4	9.2		

Source: Company, DBS HK

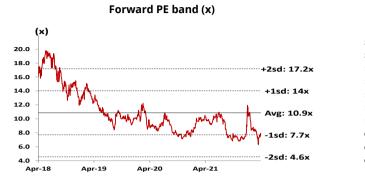
## Income Statement (RMB m)

FY Dec	2020A	2021A	% chg vov	
Revenue	14,806	19,053	28.7	
Cost of Goods Sold	(5,680)	(7,224)	27.2	
Gross Profit	9,126	11,829	29.6	
Other Opng (Exp)/Inc	(6,844)	(9,251)	35.2	
Operating Profit	2,282	2,578	13.0	
Other Non Opg (Exp)/Inc	161	112	(30.5)	
Associates & JV Inc	(16)	(11)	32.3	
Net Interest (Exp)/Inc	(197)	(159)	19.1	
Exceptional Gain/(Loss)	0	0	nm	
Pre-tax Profit	2,230	2,520	13.0	
Тах	(369)	(397)	7.4	
Minority Interest	(197)	(191)	3.5	
Net Profit	1,663	1,933	16.2	
Net Profit before Except.	1,663	1,933	16.2	
EBITDA	3,111	3,529	13.4	
Margins & Ratio				
Gross Margins (%)	61.6	62.1		
Opg Profit Margin (%)	15.4	13.5		
Net Profit Margin (%)	11.2	10.1		

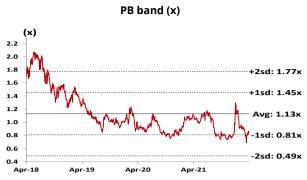
Source: Company, DBS HK



### **Historical PE and PB band**



Source: Thomson Reuters, DBS HK





# Key Assumptions

FY Dec	2020A	2021A	2022F	2023F	2024F
Finished drugs - revenue growth %	(12.5)	13.8	10.0	10.0	10.0
Concentrated Chinese medicine granule - revenue growth %	8.5	32.2	25.0	25.0	25.0
Finished drugs - gross margin % Concentrated Chinese	57.2	61.0	60.0	59.0	58.5
Medicine Granule - gross margin % Source: Company, DBS HK	70.5	70.0	69.5	69.0	68.5

## Segmental Breakdown (RMB m)

FY Dec	2020A	2021A	2022F	2023F	2024F
Revenues (RMB m)					
Finished drugs	3,067	3,489	3,838	4,222	4,644
Concentrated Chinese Medicine Granules	10,013	13,234	16,542	20,678	25,847
TCM decoction pieces	1,237	1,418	1,702	2,042	2,450
Others	489	912	1,003	1,103	1,213
- Total	14,806	19,053	23,085	28,045	34,155
Gross margin (RMB m)					
Finished drugs	1,753	2,129	2,303	2,491	2,717
Concentrated Chinese Medicine Granules	7,059	9,268	11,497	14,268	17,705
TCM decoction pieces	188	245	289	337	404
Others	126	187	206	226	249
- Total	9,126	11,829	14,295	17,322	21,075
Gross margin Margins (%)				· ·	
Finished drugs	57.2	61.0	60.0	59.0	58.5
Concentrated Chinese Medicine Granules	70.5	70.0	69.5	69.0	68.5
TCM decoction pieces	15.2	17.3	17.0	16.5	16.5
Others	25.8	20.5	20.5	20.5	20.5
- Total	61.6	62.1	61.9	61.8	61.7

Source: Company, DBS HK



# Income Statement (RMB m)

Income Statement (RMB	,,				
FY Dec	2020A	2021A	2022F	2023F	2024
Revenue	14,806	19,053	23,085	28,045	34,155
Cost of Goods Sold	(5,680)	(7,224)	(8,790)	(10,723)	(13,080
Gross Profit	9,126	11,829	14,295	17,322	21,075
Other Opng (Exp)/Inc	(6,844)	(9,251)	(11,484)	(14,219)	(17,624
Operating Profit	2,282	2,578	2,811	3,103	3,451
Other Non Opg (Exp)/Inc	161	112	143	143	143
Associates & JV Inc	(16)	(11)	0	0	(
Net Interest (Exp)/Inc	(197)	(159)	(161)	(143)	(189
Dividend Income	0	0	1	2	3
Exceptional Gain/(Loss)	0	0	0	0	(
Pre-tax Profit	2,230	2,520	2,794	3,105	3,408
Тах	(369)	(397)	(447)	(496)	(545
Minority Interest	(197)	(191)	(211)	(234)	(257
Preference Dividend	0	0	0	0	(
 Net Profit	1,663	1,933	2,135	2,372	2,604
Net Profit before Except.	1,663	1,933	2,136	2,374	2,60
EBITDA	3,111	3,529	3,850	4,158	4,516
Growth					
Revenue Gth (%)	3.4	28.7	21.2	21.5	21.8
EBITDA Gth (%)	3.9	13.4	9.1	8.0	8.6
Opg Profit Gth (%)	(1.5)	13.0	9.0	10.4	11.2
Net Profit Gth (%)	4.7	16.2	10.5	11.1	9.8
Margins & Ratio					
Gross Margins (%)	61.6	62.1	61.9	61.8	61.
Opg Profit Margin (%)	15.4	13.5	12.2	11.1	10.1
Net Profit Margin (%)	11.2	10.1	9.2	8.5	7.6
ROAE (%)	9.6	10.2	10.4	10.8	10.9
ROA (%)	5.1	5.6	5.7	6.0	6.1
ROCE (%)	6.9	7.5	7.8	8.1	8.4
Div Payout Ratio (%)	0.0	30.1	30.1	30.1	30.1
Net Interest Cover (x)	11.6	16.2	17.4	21.6	18.3
Source: Company, DBS HK				20	. 0

# Interim Income Statement (RMB m)

FY Dec	2H2019	1H2020	2H2020	1H2021	2H2021
Revenue	7,384	6,655	8,151	8,149	10,903
Cost of Goods Sold	(2,995)	(2,638)	(3,042)	(3,147)	(4,077)
Gross Profit	4,389	4,017	5,109	5,003	6,826
Other Oper. (Exp)/Inc	(3,294)	(3,022)	(3,823)	(3,718)	(5,533)
Operating Profit	1,095	995	1,287	1,285	1,293
Other Non Opg (Exp)/Inc	87	91	70	17	95
Associates & JV Inc	(3)	(5)	(11)	(8)	(3)
Net Interest (Exp)/Inc	(164)	(91)	(106)	(86)	(74)
Exceptional Gain/(Loss)	0	0	0	(11)	11
Pre-tax Profit	1,014	990	1,241	1,200	1,325
Тах	(195)	(160)	(209)	(191)	(206)
Minority Interest	(90)	(98)	(99)	(77)	(114)
Net Profit	729	732	931	930	1,003
Net profit bef Except.	729	732	932	932	1,006
Growth					
Revenue Gth (%)	27.4	(4.1)	10.4	22.4	33.8
Opg Profit Gth (%)	35.7	(18.5)	17.5	29.1	0.5
Net Profit Gth (%)	7.4	(14.8)	27.7	27.0	7.7
Margins					
Gross Margins (%)	59.4	60.4	62.7	61.4	62.6
Opg Profit Margins (%)	14.8	15.0	15.8	15.8	11.9
Net Profit Margins (%) Source: Company, DBS HK	9.9	11.0	11.4	11.4	9.2



# Balance Sheet (RMB m)

Balance Sheet (RMB m)					
FY Dec	2020A	2021A	2022F	2023F	2024
Net Fixed Assets	7,769	8,135	8.421	8.634	8,829
Invts in Associates & Vs	22	18	18	18	18
Other LT Assets	10,166	10,034	9,802	9,579	9,364
Cash & ST Invts	3,440	2,895	3,203	674	5,3 6
Inventory	4,908	5,043	7,387	8,133	11,954
Debtors	4,553	8,343	7,618	11,779	11,954
Other Current Assets	2,230	1,923	1,923	1,923	1,923
– Total Assets	33,088	36,389	38,372	40,740	44,095
-					
ST Debt	2,665	2,156	2,665	2,665	3,064
Creditors	1,393	1,464	2,078	2,524	3,074
Other Current Liab	3,477	5,145	5,145	5,145	5,14
LT Debt	2,452	2,810	2,011	2,011	2,31
Other LT Liabilities	2,205	2,153	2,153	2,153	2,15
Shareholder's Equity	18,064	19,719	21,168	22,855	24,704
Minority Interests	2,832	2,942	3,153	3,387	3,64
Total Cap. & Liab.	33,088	36,389	38,372	40,740	44,09
Non-Cash Wkg. Capital	6,822	8,699	9,705	14,165	17,612
Net Cash/(Debt)	(1,677)	(2,071)	(1,472)	(4,001)	(5,322
Debtors Turn (avg days)	92.4	123.5	126.2	126.2	126.
Creditors Turn (avg days)	112.4	81.8	81.9	85.6	84.0
Inventory Turn (avg days)	350.7	284.9	287.3	288.6	301.
Asset Turnover (x)	0.5	0.5	0.6	0.7	0.8
Current Ratio (x)	2.0	2.1	2.0	2.2	2.3
Quick Ratio (x)	1.1	1.3	1.1	1.2	1.1
Net Debt/Equity (X)	0.1	0.1	0.1	0.2	0.2
Net Debt/Equity ex MI (X)	0.1	0.1	0.1	0.2	0.2
Capex to Debt (%)	33.5	17.4	20.3	19.3	16.
Z-Score (X) Source: Company, DBS HK	NA	NA	NA	NA	NA

# Cash Flow Statement (RMB m)

FY Dec	2020A	2021A	2022F	2023F	2024F
Pre-Tax Profit	2,230	2,520	2,793	3,103	3,405
Dep. & Amort.	684	850	895	910	919
Tax Paid	(369)	(397)	(447)	(496)	(545)
Assoc. & JV Inc/(loss)	16	11	0	0	0
(Pft)/ Loss on disposal of FAs	0	0	0	0	0
Chg in Wkg.Cap.	(2,114)	(3,854)	(1,006)	(4,460)	(3,447)
Other Operating CF	(218)	159	161	143	189
Net Operating CF	228	(711)	2,397	(801)	522
Capital Exp.(net)	(1,713)	(863)	(950)	(900)	(899)
Other Invts.(net)	0	0	0	0	0
Invts in Assoc. & JV	2	4	0	0	0
Div from Assoc & JV	0	0	0	0	0
Other Investing CF	48	63	52	58	12
Net Investing CF	(1,663)	(796)	(898)	(842)	(887)
Div Paid	(219)	(280)	(686)	(685)	(755)
Chg in Gross Debt	(551)	(151)	(291)	0	700
Capital Issues	0	0	0	0	0
Other Financing CF	32	1,392	(214)	(201)	(201)
Net Financing CF	(739)	961	(1,191)	(886)	(256)
Currency Adjustments	0	0	0	0	0
Chg in Cash	(2,173)	(545)	308	(2,529)	(621)
Opg CFPS (RMB)	0.47	0.62	0.68	0.73	0.79
Free CFPS (RMB)	(0.29)	(0.31)	0.29	(0.34)	(0.07)

Source: Company, DBS HK



## **Target Price & Ratings History**



S.N	o. Date	Closing 12-m Price Targ		Rating
			Price	
1:	25-Aug-21	HK\$3.82	HK\$3.00	Fully Valued

Source: DBS HK Analyst: Mark Kong Nico Chen

Live more, Bank less

DBS HK recommendations are based on an Absolute Total Return\* Rating system, defined as follows:

STRONG BUY (>20% total return over the next 3 months, with identifiable share price catalysts within this time frame)

**BUY** (>15% total return over the next 12 months for small caps, >10% for large caps)

HOLD (-10% to +15% total return over the next 12 months for small caps, -10% to +10% for large caps)

FULLY VALUED (negative total return, i.e., > -10% over the next 12 months)

SELL (negative total return of > -20% over the next 3 months, with identifiable share price catalysts within this time frame)

\*Share price appreciation + dividends

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Sources for all charts and tables are DBS HK unless otherwise specified.

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