



Hong Kong

ADD (no change)

Company Note

Consensus ratings*: Buy 26 Hold 1 Sell 0

Current price:	HK\$224.2
Target price:	HK\$318.0
Previous target:	HK\$330.0
Up/downside:	41.8%
CGI / Consensus:	-10.0%
Reuters:	9618.HK
Bloomberg:	9618 HK
Market cap:	US\$89,183m
	HK\$699,049m
Average daily turnover:	US\$333.3m
	HK\$2,603m
Current shares o/s:	3,107m
Free float:	51.0%

Key changes in this note

*Source: Bloomberg

- FY22F EPS decreased by 21.2%.
- FY23F EPS decreased by 7.9%.
- FY24F EPS decreased by 4.5%. 3



	Source: E	lloomberg
1M	ЗМ	12M
6.2	-26.5	-27.5
2.5	-13.9	-2.4
	6.2	1M 3M 6.2 -26.5

% held
21.3
20.0
10.8

JD.com Inc

1H22F to be impacted by the pandemic

- We held a pre-blackout conference call with JD regarding its 1Q22F performance and 2Q22F outlook.
- Given the current Omicron situation, we expect JD's 1Q22F top-line growth to be 16% yoy. We now expect the pandemic situation in Shanghai to be controlled in late Apr/early May and JD's sales growth to recover in 3Q21.
- Reiterate Add with a new DCF-based TP of HK\$318, JD is our top pick for the ecommerce sector.

1Q22F top line to be affected by city lockdowns

Because of the large-scale Omicron rebound starting in Mar, major cities in China, such as Shenzhen and Shanghai, successively experienced city-wide lockdowns. Currently, Shenzhen's lockdown is mostly over, but Shanghai is still largely locked down. Cities in other provinces, such as Jiangsu and Hebei, are also under small-scale lockdowns. Currently, in Shanghai, over 100 JD warehouses and distribution stations are still locked down, and each vehicle needs a special license to transport goods. Last weekend, JD and some other online platforms started to receive permits to deliver daily necessities, such as groceries and household products. But these are only one-time permits, and each permit is valid for only one vehicle, limiting logistics capacity, Currently, JD is actively applying for multi-trip permits to expand its logistics capacity. However, different communities may have different limitations, such as whether delivery drivers are allowed to enter the community or not, and some drivers are locked in their communities and cannot get to work. On the bright side, Shanghai has mapped out three pandemic control areas in the past few days, reflecting some relaxation of the lockdown in a few low-risk areas. The government policy indicating the shortening of the quarantine period from 14 days to 10 days is also a positive massage of relaxing pandemic control measures. Given the current situation, we expect JD's 1Q22F top-line growth to be 16% yoy, and we expect the 2Q22F to continue to be impacted. We expect the government to release more stimulus policies to achieve its 5.5% GDP growth target in FY22F and expect JD to see a growth recovery in 2H22F.

Net margin expected to narrow yoy in 1Q22F but improve in 2H22F

JD was the solo sponsor of the interactive section of CCTV's CNY Gala, and cooperated with brand merchants to offer Rmb1.5bn in coupons for brand building and nurturing the consumer mindset. JD's 1Q22F DAU growth was robust. In 1H22F, JD will focus on improving its ARPU and may step up marketing investment in 2H22F if the macro-economy improves. In 1Q22F, JD optimized its new businesses, especially Jingxi Pinpin, by concentrating on key cities and focusing on improving order density, efficiency and unit economy. JD has found that economy of scale from the nationwide perspective is not realistic for the local retail model and that local retail will not replace B2C e-commerce. Fixed costs related to business optimization will be booked in 1Q22F, affecting its margins. Investment in new businesses in FY22F will be less than that in FY21, and the losses of new businesses will narrow this year as the new businesses in some provinces are already profitable. The fulfillment issue amid the pandemic lockdown has hurt margins, so we expect the 1Q22F net margin to be 1%, down 1% pt yoy and margins to improve in 2H22F.

Reiterate Add with a new DCF-based TP of HK\$318

We cut our FY22-24F non-GAAP EPS by 21.2%, 7.9% and 4.5%, respectively, due to the pandemic impact. We reiterate our Add rating for JD, since we believe it will benefit from more 3P merchants joining its platform and further penetration into lower-tier cities through its Jingxi platform. The key risks include 1) a weaker macro environment, which would affect domestic consumption, and 2) supply chain shortages.

Financial Summary	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Revenue (Rmbm)	745,802	951,592	1,120,035	1,380,327	1,633,498
Operating EBITDA (Rmbm)	-15,153	33,818	22,240	38,314	53,756
Net Profit (Rmbm)	49,405	-3,560	6,623	16,105	27,401
Core EPS (Rmb)	5.41	5.39	4.49	7.62	10.79
Core EPS Growth	49.4%	(0.5%)	(16.6%)	69.6%	41.6%
FD Core P/E (x)	32.70	32.89	39.44	23.25	16.42
DPS (Rmb)	-	-	-	-	-
Dividend Yield	0%	0%	0%	0%	0%
EV/EBITDA (x)	NA	13.07	20.52	12.08	8.59
P/FCFE (x)	NA	NA	NA	NA	NA
Net Gearing	(62.4%)	(71.9%)	(68.7%)	(66.6%)	(64.8%)
P/BV (x)	2.93	2.71	2.59	2.39	2.14
ROE	12.5%	8.7%	6.8%	10.9%	14.0%
% Change In Core EPS Estimates			(21.2%)	(7.9%)	(4.5%)
CGI/consensus EPS (x)			0.33	0.52	0.61

SOURCES: CGIS RESEARCH, COMPANY DATA, BLOOMBERG

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1H22F to be impacted by the pandemic

		FY22F			FY23F			FY24F	
Rmb m	Old	New	% change	Old	New	% change	Old	New	% change
Sales	1,140,172	1,120,035	-1.8%	1,405,035	1,380,327	-1.8%	1,662,494	1,633,498	-1.7%
GP margin	13.3%	13.6%	0.3%	13.5%	14.2%	0.7%	13.9%	14.6%	0.7%
Operating margin (Non-GAAP)	1.5%	1.2%	-0.2%	2.0%	1.9%	-0.1%	2.5%	2.4%	-0.1%
Net income (Loss) (GAAP)	8,488	6,623	-22.0%	18,308	16,105	-12.0%	29,195	27,401	-6.1%
Net income (Loss) (Non-GAAP)	18,746	14,781	-21.2%	28,025	25,822	-7.9%	39,447	37,653	-4.5%
EPS (Non-GAAP) (Rmb)	5.70	4.49	-21.2%	8.27	7.62	-7.9%	11.30	10.79	-4.5%

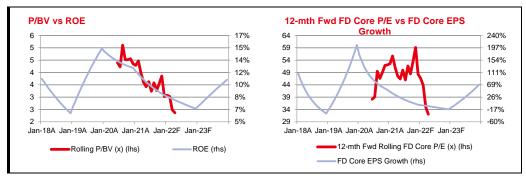
Figure 2: Our forecasts ve		GI forecasts		ВЕ	3G consensus			Diff.	
Rmb m	FY22F	FY23F	FY24F	FY22F	FY23F	FY24F	FY22F	FY23F	FY24F
Sales	1,120,035	1,380,327	1,633,498	1,138,000	1,348,000	1,560,000	-1.6%	2.4%	4.7%
GP margin	13.6%	14.2%	14.6%	13.9%	14.1%	14.4%	-0.2%	0.1%	0.2%
Operating margin (Non-GAAP)	1.2%	1.9%	2.4%	1.0%	1.7%	2.1%	0.2%	0.2%	0.3%
Net income (Loss) (GAAP)	6,623	16,105	27,401	8,609	18,281	27,027	-23.1%	-11.9%	1.4%
Net income (Loss) (Non-GAAP)	14,781	25,822	37,653	19,687	29,699	38,818	-24.9%	-13.1%	-3.0%
							SOURCES:	CGIS RESEARCH	H, BLOOMBERG

EV21E	EV22E	EV23E	EV24E	EV25E	EV26E	EV27E	EV28E	EV29E	EV30E	EV31E	EV32E	FY33
												92,67
,			•	· · ·	•	- ,-					•	-4,30
,		,			,	,					-,-	88.36
-28.1%	21.3%	88.1%	48.2%	13.4%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
8,911	11,518	13,997	16,354	16,845	17,350	17,871	18,407	18,959	19,528	20,114	20,717	21,33
19,656	24,555	38,525	52,713	58,069	62,697	67,752	73,276	79,315	85,920	93,145	101,051	109,70
9,391	27,754	34,003	41,682	42,933	44,221	45,547	46,914	48,321	49,771	51,264	52,802	54,386
29,048	52,308	72,528	94,395	101,002	106,917	113,299	120,190	127,636	135,690	144,408	153,853	164,092
-18,885	-21,670	-21,198	-20,932	-21,560	-22,207	-22,873	-23,559	-24,266	-24,994	-25,744	-26,516	-27,31
10,163	30,638	51,330	73,463	79,442	84,711	90,426	96,631	103,370	110,696	118,665	127,337	136,780
-62.7%	201.5%	67.5%	43.1%	8.1%	6.6%	6.7%	6.9%	7.0%	7.1%	7.2%	7.3%	7.4%
1,453,	199					1	NACC Ass	umptions				
503,0)34			Cost of equity				13%				
289,8	302						Risk free	rate		4%		
							Market Ri	sk Premium	1	8%		
792,8	336						Beta			1.24		
-52,5	68					(Cost of debt			6%		
845,4	104					ı	Kd (after ta	x)		5%		
3,20)1					-	Γarget Equit	y / (Debt + E	equity)	100%		
264	.1					1	NACC			13%		
3.0	3						Terminal gr	owth		3%		
318.	00											
	8,911 19,656 9,391 29,048 -18,885 10,163 -62.7% 1,453, 503,0 289,6 792,6 -52,5 845,6 3,20 264 0.8	12,632 13,672 -1,887 -635 10,746 13,037 -28.1% 21,3% 8,911 11,518 19,656 24,555 9,391 27,754 29,048 52,308 -18,885 -21,670 10,163 30,638	12,632 13,672 26,217 -1,887 -635 -1,689 10,746 13,037 24,528 -28.1% 21.3% 88.1% 8,911 11,518 13,997 19,656 24,555 38,525 9,391 27,754 34,003 29,048 52,308 72,528 -18,885 -21,670 -21,198 10,163 30,638 51,330 -62.7% 201.5% 67.5% 1,453,199 503,034 289,802 792,836 -52,568 845,404 3,201 264.1 0.8	12,632 13,672 26,217 39,302 -1,887 -635 -1,689 -2,944 10,746 13,037 24,528 36,358 -28.1% 21.3% 88.1% 48.2% 8,911 11,518 13,997 16,354 19,656 24,555 38,525 52,713 9,391 27,754 34,003 41,682 29,048 52,308 72,528 94,395 -18,885 -21,670 -21,198 -20,932 10,163 30,638 51,330 73,463 -62.7% 201.5% 67.5% 43.1% 1,453,199 503,034 289,802 792,836 -52,568 845,404 3,201 264.1 0.8	12,632 13,672 26,217 39,302 43,232 -1,887 -635 -1,689 -2,944 -2,008 10,746 13,037 24,528 36,358 41,224 -28.1% 21.3% 88.1% 48.2% 13.4% 8,911 11,518 13,997 16,354 16,845 19,656 24,555 38,525 52,713 58,069 9,391 27,754 34,003 41,682 42,933 29,048 52,308 72,528 94,395 101,002 -18,885 -21,670 -21,198 -20,932 -21,560 10,163 30,638 51,330 73,463 79,442 -62.7% 201.5% 67.5% 43.1% 8.1% 1,453,199 503,034 289,802 792,836 -52,568 845,404 3,201 264.1 0.8	12,632 13,672 26,217 39,302 43,232 47,555 -1,887 -635 -1,689 -2,944 -2,008 -2,209 10,746 13,037 24,528 36,358 41,224 45,346 -28.1% 21.3% 88.1% 48.2% 13.4% 10.0% 8,911 11,518 13,997 16,354 16,845 17,350 19,656 24,555 38,525 52,713 58,069 62,697 9,391 27,754 34,003 41,682 42,933 44,221 29,048 52,308 72,528 94,395 101,002 106,917 -18,885 -21,670 -21,198 -20,932 -21,560 -22,207 10,163 30,638 51,330 73,463 79,442 84,711 -62.7% 201.5% 67.5% 43.1% 8.1% 6.6% 792,836 -52,568 845,404 3,201 264.1 0.8	12,632 13,672 26,217 39,302 43,232 47,555 52,311 -1,887 -635 -1,689 -2,944 -2,008 -2,209 -2,430 10,746 13,037 24,528 36,358 41,224 45,346 49,881 -28.1% 21,3% 88.1% 48.2% 13.4% 10.0% 10.0% 8,911 11,518 13,997 16,354 16,845 17,350 17,871 19,656 24,555 38,525 52,713 58,069 62,697 67,752 9,391 27,754 34,003 41,682 42,933 44,221 45,547 29,048 52,308 72,528 94,395 101,002 106,917 113,299 -18,885 -21,670 -21,198 -20,932 -21,560 -22,207 -22,873 10,163 30,638 51,330 73,463 79,442 84,711 90,426 -62.7% 201.5% 67.5% 43.1% 8.1% 6.6% 6.7% 792,836 -52,568 64.1 70,200 7	12,632 13,672 26,217 39,302 43,232 47,555 52,311 57,542 -1,887 -635 -1,689 -2,944 -2,008 -2,209 -2,430 -2,673 10,746 13,037 24,528 36,358 41,224 45,346 49,881 54,869 -28,1% 21,3% 88,1% 48,2% 13,4% 10,0% 10,0% 10,0% 8,911 11,518 13,997 16,354 16,845 17,350 17,871 18,407 19,656 24,555 38,525 52,713 58,069 62,697 67,752 73,276 9,391 27,754 34,003 41,682 42,933 44,221 45,547 46,914 29,048 52,308 72,528 94,395 101,002 106,917 113,299 120,190 -18,885 -21,670 -21,198 -20,932 -21,560 -22,207 -22,873 -23,559 10,163 30,638 51,330 73,463 79,442 84,	12,632	12,632	12,632 13,672 26,217 39,302 43,232 47,555 52,311 57,542 63,296 69,626 76,588 -1,887 -635 -1,689 -2,944 -2,008 -2,209 -2,430 -2,673 -2,940 -3,234 -3,558 10,746 13,037 24,528 36,358 41,224 45,346 49,881 54,869 60,356 66,392 73,031 -28,1% 21,3% 88,1% 48,2% 13,4% 10.0%	12,632 13,672 26,217 39,302 43,232 47,555 52,311 57,542 63,296 69,626 76,588 84,247





BY THE NUMBERS



Profit & Loss					
(Rmbm)	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Total Net Revenues	745,802	951,592	1,120,035	1,380,327	1,633,498
Gross Profit	114,190	137,977	164,003	209,927	254,879
Operating EBITDA	-15,153	33,818	22,240	38,314	53,756
Depreciation And Amortisation	-5,081	-8,911	-11,518	-13,997	-16,354
Operating EBIT	-20,235	24,908	10,722	24,317	37,402
Financial Income/(Expense)	1,628	-1,213	-1,213	-1,213	-1,213
Pretax Income/(Loss) from Assoc.	4,291	-4,918	3,000	3,000	3,000
Non-Operating Income/(Expense)	32,556	-590	2,000	500	500
Profit Before Tax (pre-El)	18,241	18,186	14,508	26,603	39,689
Exceptional Items					
Pre-tax Profit	18,241	18,186	14,508	26,603	39,689
Taxation	-1,482	-1,887	-635	-1,689	-2,944
Exceptional Income - post-tax	32,578	-20,767	-8,157	-9,717	-10,252
Profit After Tax	49,337	-4,467	5,716	15,197	26,493
Minority Interests	68	908	908	908	908
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax					
Net Profit	49,405	-3,560	6,623	16,105	27,401
Recurring Net Profit	16,828	17,207	14,781	25,822	37,653
Fully Diluted Recurring Net Profit	16,828	17,207	14,781	25,822	37,653

Cash Flow					
(Rmbm)	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
EBITDA	-15,153	33,818	22,240	38,314	53,756
Cash Flow from Invt. & Assoc.					
Change In Working Capital	18,678	9,391	27,754	34,003	41,682
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense					
Other Operating Cashflow	40,145	305	6,706	3,072	1,786
Net Interest (Paid)/Received	-1,125	-1,213	-1,213	-1,213	-1,213
Tax Paid					
Cashflow From Operations	42,544	42,301	55,486	74,175	96,011
Capex	-10,919	-15,536	-18,489	-18,175	-18,061
Disposals Of FAs/subsidiaries					
Acq. Of Subsidiaries/investments					
Other Investing Cashflow	-46,891	-58,712	-56,587	-71,678	-91,534
Cash Flow From Investing	-57,811	-74,248	-75,076	-89,853	-109,594
Debt Raised/(repaid)	4,792	2,869	437	480	528
Proceeds From Issue Of Shares	31,342	0	0	0	0
Shares Repurchased	-312	0	0	0	0
Dividends Paid	0	0	0	0	0
Preferred Dividends					
Other Financing Cashflow	35,250	16,635	-166	-149	-134
Cash Flow From Financing	71,072	19,503	271	331	394
Total Cash Generated	55,805	-12,443	-19,319	-15,347	-13,189
Free Cashflow To Equity	-10,474	-29,078	-19,153	-15,198	-13,055
Free Cashflow To Firm	-14,141	-30,733	-18,377	-14,465	-12,370

SOURCES: CGIS RESEARCH, COMPANY DATA, BLOOMBERG





BY THE NUMBERS... cont'd

Balance Sheet					
Balance officer					
(Rmbm)	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Total Cash And Equivalents	151,245	191,256	194,850	206,998	226,804
Total Debtors	16,526	22,069	22,135	22,293	22,548
Inventories	58,933	75,601	83,161	91,478	100,625
Total Other Current Assets	8,098	10,745	11,324	11,957	12,648
Total Current Assets	234,801	299,672	311,471	332,725	362,624
Fixed Assets	22,597	32,944	39,833	43,436	43,917
Total Investments	97,586	82,311	111,942	152,242	207,048
Intangible Assets	28,492	32,598	34,977	37,167	39,175
Total Other Non-Current Assets	38,811	48,983	52,886	57,421	62,750
Total Non-current Assets	187,487	196,835	239,639	290,266	352,891
Short-term Debt	3,260	4,368	4,804	5,285	5,813
Current Portion of Long-Term Debt					
Total Creditors	127,816	169,590	200,799	238,224	283,226
Other Current Liabilities	42,940	47,678	54,586	62,537	71,689
Total Current Liabilities	174,017	221,636	260,190	306,046	360,729
Total Long-term Debt	9,595	9,386	9,386	9,386	9,386
Hybrid Debt - Debt Component					
Total Other Non-Current Liabilities	17,057	18,701	18,701	18,701	18,701
Total Non-current Liabilities	26,652	28,087	28,087	28,087	28,087
Total Provisions	0	0	0	0	0
Total Liabilities	200,669	249,723	288,277	334,133	388,816
Shareholders' Equity	187,543	208,912	224,960	250,986	288,826
Minority Interests	34,076	37,872	37,872	37,872	37,872
Total Equity	221,619	246,784	262,832	288,858	326,699

Key Ratios					
	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Revenue Growth	29.3%	27.6%	17.7%	23.2%	18.3%
Operating EBITDA Growth	(221%)	N/A	(34%)	72%	40%
Operating EBITDA Margin	(2.03%)	3.55%	1.99%	2.78%	3.29%
Net Cash Per Share (Rmb)	45.80	57.12	56.44	58.34	62.32
BVPS (Rmb)	62.06	67.23	70.29	76.13	85.06
Gross Interest Cover	-17.98	20.53	8.84	20.04	30.82
Effective Tax Rate	8.1%	10.4%	4.4%	6.3%	7.4%
Net Dividend Payout Ratio	NA	NA	NA	NA	NA
Accounts Receivables Days	3.26	3.65	3.78	2.91	2.35
Inventory Days	33.86	30.18	30.31	27.23	25.50
Accounts Payables Days	57.15	55.47	57.93	54.89	54.20
ROIC (%)	1123%	923%	189%	(220%)	(101%)
ROCE (%)	(10.2%)	10.1%	4.0%	8.4%	11.6%
Return On Average Assets	4.44%	3.81%	2.88%	4.45%	5.67%

Key Drivers					
	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Total GMV growth (%)	25.3%	21.5%	21.5%	24.2%	18.8%
Active customer accounts growth (%)	30.4%	20.7%	18.0%	15.0%	10.0%

SOURCES: CGIS RESEARCH, COMPANY DATA, BLOOMBERG





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Reduce	7.1%	0.0%				

Spitzer Chart for stock being researched (2 year data)

JD.com Inc (9618 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.

Sector Ratings 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. Definition: **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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