China / Hong Kong Company Update

Baidu Inc

Bloomberg: 9888 HK Equity | BIDU US EQUITY | Reuters: 9888.HK | BIDU.OQ

Refer to important disclosures at the end of this report

DBS Group Research . Equity

27 May 2022

HK: BUY

Last Traded Price (26 May 2022):HK\$115.70(HSI: 20,116)
Price Target 12-mth: HK\$190 (64.2% upside) (Prev HK\$207)

US: BUY

Last Traded Price (26 May 2022): US\$136.19(**NASDAQ :** 11,741) **Price Target 12-mth:** US\$195 (43.2% upside) (Prev US\$212)

Analyst

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What's New

- Revenue increased by 1% y-o-y to Rmb28.4bn in 1Q22
- Non-GAAP net profit fell by 10% to Rmb4.1bn, due to tighter controls on SG&A and content costs
- Revised down core earnings by 3% for FY22F on slower ad growth amid weaker macro environment ahead
- Maintain BUY with lower TPs of HK\$190/US\$195



Forecasts and Valuation (HK Shares)

FY Dec (RMBm)	2021A	2022F	2023F	2024F
Turnover	124,493	129,677	150,355	174,607
EBITDA	14,833	15,548	21,506	25,707
Pre-tax Profit	10,778	12,077	18,035	22,207
Net Profit	10,226	10,277	15,835	19,707
Net Pft (Pre Ex) (core profit)	18,830	18,248	23,806	27,707
EPS (RMB)	3.71	3.73	5.74	7.15
EPS (HK\$)	4.32	4.34	6.69	8.32
EPS Gth (%)	(54.9)	0.5	54.1	24.4
Diluted EPS (HK\$)	4.23	4.25	6.55	8.16
DPS (HK\$)	0.00	0.00	0.00	0.00
BV Per Share (HK\$)	88.79	96.07	105.68	116.92
PE (X)	26.8	26.7	17.3	13.9
CorePE (X)	26.8	26.7	17.3	13.9
P/Cash Flow (X)	13.6	8.3	6.9	6.2
P/Free CF (X)	29.7	12.3	9.6	8.2
EV/EBITDA (X)	12.0	10.4	6.4	4.3
Net Div Yield (%)	0.0	0.0	0.0	0.0
P/Book Value (X)	1.3	1.2	1.1	1.0
Net Debt/Equity (X)	CASH	CASH	CASH	CASH
ROAE(%)	5.2	4.7	6.6	7.4
Core Earnings Rev (%):		(3.1)	7.5	New
Consensus EPS (RMB)		5.34	7.41	9.08
Other Broker Recs:		B:22	S:0	H:1

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

Leader in AI cloud and autonomous driving

Investment Thesis

Leading Al cloud player in China. We forecast Baidu's cloud revenue to grow at a 55% CAGR in FY22-FY23, driven by the nationwide smart transportation upgrade and growing demand for cloud services to digitalise business processes. Baidu had a leading market share of 33% in Al cloud as of 2020.

Monetisation of autonomous driving investment. Baidu is a leading player in the autonomous driving market, backed by its Alpowered capabilities. Current products include Robotaxi, ASD system, etc. Further monetisation, through more partnerships with autonomous makers, and an expanding product range should drive revenue growth and support a valuation re-rating.

Baidu app contributing steady ad revenue. Baidu has dominated the search market for years. The Baidu app continues to generate advertising income via its search function and feed, supported by various new features, including Baijiahao, mini programmes, and Managed Page.

Valuation:

We derive our BUY rating with new TPs of HK\$190/US\$195 based on the SOTP methodology: (1) Baidu Core: 12x on FY22F non-GAAP net profit (HK\$95); (2) cloud: 5x FY22F price-to-sales (HK\$52); (3) autonomous driving: (HK\$34); and (4) market value of major listed investees (HK\$9).

Where we differ:

More optimistic about cloud and autonomous driving. We are more optimistic about Baidu's Al cloud and the monetisation of its autonomous driving business in the long term, supported by its long-time investment in search and Al.

Key Risks to Our View:

(1) Regulatory changes; (2) macro slowdown, which negatively affects online advertising revenue; and (3) product execution risk in monetising its AI capability.

At A Glance

Issued Capital (m shrs)	2,764
Mkt Cap (HKm/US\$m)	319,795 / 40,740
Major Shareholders (%)	
NIL	
Free Float (%)	100.0
3m Avg. Daily Val. (US\$m)	95.49
GICS Industry: Information Technology / Software & Sen	vices .







WHAT'S NEW

1Q22 earnings above expectations due to tighter cost control, expect gradual recovery in 2H

1Q22 results highlights

- -Revenue increased by 1% y-o-y to Rmb28.4bn in 1Q22, above market expectations
- -Baidu Core's revenue grew 4% to Rmb21bn, higher than market expectations. Revenue from iQiyi decreased 9% to Rmb7.3bn, in line.
- -Segment wise, online marketing revenue from Baidu Core decreased by 4% to Rmb15.7bn and non-online marketing revenue rose 35% y-o-y to Rmb5.7bn, mainly driven by the cloud and Al-powered businesses
- -Baidu Al cloud revenue increased by 45% to Rmb4,350m in 1Q22. The growth was driven by the strong momentum of the smart transportation business.
- -Non-GAAP net profit declined by 10% to Rmb3.9bn, above market expectations of Rmb1.9bn. The iQiyi business turned profitable in 1Q22, mainly due to declining content costs and stricter cost control.

Outlook

- -Online marketing business is sluggish due to macro weaknesses and is expected to pick up in 2H22 along with economic recovery. On the other hand, the cloud and Al businesses remained resilient, with revenue increasing by 45% y-o-y in 1Q22
- -iQiyi's turnaround is a positive sign of continuous profitability improvement in the long term

- -Overall performance was satisfactory, with stronger revenue growth for Baidu Core. We believe the mid to long term growth will remain robust, supported by the cloud and Al-powered businesses
- -We have revised down our non-GAAP net profit by 3% for FY22F, to reflect slower ad growth amid weaker macro, which is partly offset by increased focus on cost optimisation. We maintain our BUY rating with new TPs of HK\$190/US\$195 based on the SOTP methodology: (1) Baidu Core: 12x on FY22F non-GAAP net profit (HK\$95); (2) cloud: 5x FY22F price-to-sales (HK\$52); (3) autonomous driving: (HK\$34); and (4) market value of major listed investees (HK\$9).

Company Background

Established in 2000 and listed in 2005, Baidu is China's largest search platform in terms of mobile search traffic. In 2010, the company expanded into the online video segment by establishing iQiyi, China's largest online video platform in terms of monthly active users (MAUs). Baidu Core and iQiyi accounted for 72% and 28% of the company's FY20 revenue, respectively. The company's cofounder Robin Yanhong Li (李彦宏) is also its chairman and CEO.





Quarterly / Interim Income Statement (RMBm)

FY Dec	4Q2020	3Q2021	4Q2021	% chg yoy	% chg qoq
Revenue	30,263	31,921	33,088	9.3	3.7
Cost of Goods Sold	(14,522)	(16,126)	(17,289)	19.1	7.2
Gross Profit	15,741	15,795	15,799	0.4	0.0
Other Oper. (Exp)/Inc	(10,764)	(13,487)	(13,841)	28.6	2.6
Operating Profit	4,977	2,308	1,958	(60.7)	(15.2)
Other Non Opg (Exp)/Inc	153	(22,072)	539	252.3	(102.4)
Associates & JV Inc	(151)	(4.0)	(773)	(411.9)	19,225.0
Net Interest (Exp)/Inc	531	582	641	20.7	10.1
Exceptional Gain/(Loss)	0.0	0.0	0.0	nm	nm
Pre-tax Profit	5,510	(19,186)	2,365	(57.1)	nm
Tax	(1,026)	1,839	(1,295)	26.2	(170.4)
Minority Interest	690	788	645	(6.5)	(18.1)
Net Profit	5,174	(16,559)	1,715	(66.9)	(110.4)
Net profit bef Except.	5,174	(16,559)	1,715	(66.9)	(110.4)
EBITDA	6,587	(18,438)	3,251	(50.6)	nm
Margins (%)					
Gross Margins	52.0	49.5	47.7		
Opg Profit Margins	16.4	7.2	5.9		
Net Profit Margins	17.1	(51.9)	5.2		

Source: Company, DBS HK

Income Statement (RMB m)

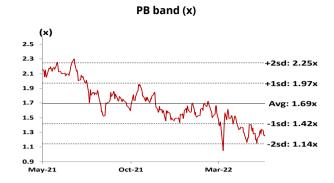
FY Dec	2021A	2022F	% chg vov
Revenue	124,493	129,677	4.2
Cost of Goods Sold	(64,314)	(70,025)	8.9
Gross Profit	60,179	59,651	(0.9)
Other Opng (Exp)/Inc	(49,661)	(50,574)	1.8
Operating Profit	10,518	9,077	(13.7)
Other Non Opg (Exp)/Inc	(938)	0	nm
Associates & JV Inc	(932)	0	nm
Net Interest (Exp)/Inc	2,130	3,000	40.8
Exceptional Gain/(Loss)	0	0	nm
Pre-tax Profit	10,778	12,077	12.1
Tax	(3,187)	(3,000)	(5.9)
Minority Interest	2,635	1,200	(54.5)
Net Profit	10,226	10,277	0.5
Net Profit before Except.	10,226	10,277	0.5
EBITDA	14,833	15,548	4.8
Margins & Ratio			
Gross Margins (%)	48.3	46.0	
Opg Profit Margin (%)	8.4	7.0	
Net Profit Margin (%)	8.2	7.9	

Source: Company, DBS HK



Historical PE and PB band

Forward PE band (x) (x) 47.7 42.7 42.7 42.7 42.7 42.7 42.7 42.7 Avg: 33x -1sd: 27.2x 22.7 17.7 May-21 Oct-21 Mar-22



Source: Thomson Reuters, DBS HK





Key Assumptions

FY Dec	2020A	2021A	2022F	2023F	2024F
Baidu app MAU (m)	544.0	622.0	653.1	685.8	720.0
iQiyi MAU (m)	101.7	96.8	99.7	102.7	105.8
Source: Company, DBS HK					

Segmental Breakdown (RMB m)

FY Dec	2020A	2021A	2022F	2023F	2024F
Revenues (RMB m)					
Baidu core	78,684	95,163	100,183	119,528	141,009
iQiyi	29,707	30,554	30,494	31,827	34,597
Others	(1,317)	(1,224)	(1,000)	(1,000)	(1,000)
Total	107,074	124,493	129,677	150,355	174,607

Source: Company, DBS HK

Income Statement (RMB m)

FY Dec	2020A	2021A	2022F	2023F	2024F
Revenue	107,074	124,493	129,677	150,355	174,607
Cost of Goods Sold	(55,158)	(64,314)	(70,025)	(78,184)	(89,049)
Gross Profit	51,916	60,179	59,651	72,170	85,557
Other Opng (Exp)/Inc	(37,576)	(49,661)	(50,574)	(57,135)	(66,350)
Operating Profit	14,340	10,518	9,077	15,035	19,207
Other Non Opg (Exp)/Inc	8,743	(938)	0	0	0
Associates & JV Inc	(2,248)	(932)	0	0	0
Net Interest (Exp)/Inc	2,255	2,130	3,000	3,000	3,000
Dividend Income	0	0	0	0	0
Exceptional Gain/(Loss)	0	0	0	0	0
Pre-tax Profit	23,090	10,778	12,077	18,035	22,207
Tax	(4,064)	(3,187)	(3,000)	(3,000)	(3,000)
Minority Interest	3,446	2,635	1,200	800	500
Preference Dividend	0	0	0	0	0
Net Profit	22,472	10,226	10,277	15,835	19,707
Net Profit before Except.	22,472	10,226	10,277	15,835	19,707
EBITDA	27,270	14,833	15,548	21,506	25,707
Growth					
Revenue Gth (%)	(0.3)	16.3	4.2	15.9	16.1
EBITDA Gth (%)	796.2	(45.6)	4.8	38.3	19.5
Opg Profit Gth (%)	127.4	(26.7)	(13.7)	65.6	27.7
Net Profit Gth (%)	992.5	(54.5)	0.5	54.1	24.4
Margins & Ratio					
Gross Margins (%)	48.5	48.3	46.0	48.0	49.0
Opg Profit Margin (%)	13.4	8.4	7.0	10.0	11.0
Net Profit Margin (%)	21.0	8.2	7.9	10.5	11.3
ROAE (%)	13.0	5.2	4.7	6.6	7.4
ROA (%)	7.1	2.9	2.6	3.8	4.4
ROCE (%)	4.4	2.5	2.1	3.6	4.5
Div Payout Ratio (%)	0.0	0.0	0.0	0.0	0.0
Net Interest Cover (x)	NM	NM	NM	NM	NM
Source: Company, DBS HK					





Balance Sheet (RMB m)

FY Dec	2020A	2021A	2022F	2023F	2024F
Net Fixed Assets	17,508	23,027	27,923	32,819	37,715
Invts in Associates & JVs	0	0	0	0	0
Other LT Assets	131,858	143,692	143,692	143,692	143,692
Cash & ST Invts	162,942	190,914	206,704	228,905	255,775
Inventory	0	0	0	0	0
Debtors	8,668	9,981	11,493	13,234	15,238
Other Current Assets	11,732	12,420	12,418	12,418	12,418
Total Assets	332,708	380,034	402,230	431,068	464,839
ST Debt	15,195	14,675	14,675	14,675	14,675
Creditors	36,716	41,384	46,350	51,912	58,142
Other Current Liab	16,474	18,429	19,525	20,710	21,989
LT Debt	60,335	68,401	68,401	68,401	68,401
Other LT Liabilities	12,145	13,193	13,193	13,193	13,193
Shareholder's Equity	185,798	218,607	235,940	258,832	285,595
Minority Interests	6,045	5,345	4,145	3,345	2,845
Total Cap. & Liab.	332,708	380,034	402,230	431,068	464,839
Non-Cash Wkg. Capital	(32,790)	(37,412)	(41,965)	(46,970)	(52,474)
Net Cash/(Debt)	87,412	107,838	123,628	145,829	172,699
Debtors Turn (avg days)	27.4	27.3	30.2	30.0	29.8
Creditors Turn (avg days)	260.0	245.2	251.9	250.1	243.3
Inventory Turn (avg days)	N/A	N/A	N/A	N/A	N/A
Asset Turnover (x)	0.3	0.3	0.3	0.4	0.4
Current Ratio (x)	2.7	2.9	2.9	2.9	3.0
Quick Ratio (x)	2.5	2.7	2.7	2.8	2.9
Net Debt/Equity (X)	CASH	CASH	CASH	CASH	CASH
Net Debt/Equity ex MI (X)	CASH	CASH	CASH	CASH	CASH
Capex to Debt (%)	6.7	13.1	13.1	13.1	13.1
Z-Score (X)	NA	NA	NA	NA	NA
Source: Company, DBS HK	•	• • •			

Cash Flow Statement (RMB m)

FY Dec	2020A	2021A	2022F	2023F	2024F
Pre-Tax Profit	23,090	10,778	12,077	18,035	22,207
Dep. & Amort.	22,714	22,559	18,471	18,471	18,500
Tax Paid	(4,064)	(3,187)	(3,000)	(3,000)	(3,000)
Assoc. & JV Inc/(loss)	0	0	0	0	0
(Pft)/ Loss on disposal of FAs	0	(45)	0	0	0
Chg in Wkg.Cap.	(18,207)	(18,691)	4,551	5,005	5,504
Other Operating CF	667	8,708	1,058	1,056	1,056
Net Operating CF	24,200	20,122	33,157	39,568	44,266
Capital Exp.(net)	(5,084)	(10,896)	(10,896)	(10,896)	(10,896)
Other Invts.(net)	(23,373)	(8,584)	(12,471)	(12,471)	(12,500)
Invts in Assoc. & JV	0	0	0	0	0
Div from Assoc & JV	0	0	0	0	0
Other Investing CF	905	(11,964)	6,000	6,000	6,000
Net Investing CF	(27,552)	(31,444)	(17,367)	(17,367)	(17,396)
Div Paid	0	0	0	0	0
Chg in Gross Debt	18	31	0	0	0
Capital Issues	(12,826)	(7,246)	0	0	0
Other Financing CF	(18,279)	(18,003)	(63,461)	(85,662)	(112,532)
Net Financing CF	(31,087)	(25,218)	(63,461)	(85,662)	(112,532)
Currency Adjustments	36,540	47,671	63,461	85,662	112,532
Chg in Cash	2,101	11,131	15,790	22,201	26,870
Opg CFPS (RMB)	15.52	14.07	10.37	12.53	14.05
Free CFPS (RMB)	7.00	3.35	8.07	10.40	12.10
Source: Company, DBS HK					



HK Share - Target Price & Ratings History



S.No	o. Date	Closing Price	12-mth Target Price	Rating
1:	11-Jun-21	HK\$182.50	HK\$299.00	Buy
2:	16-Aug-21	HK\$154.10	HK\$236.00	Buy
3:	18-Nov-21	HK\$169.70	HK\$210.00	Buy
4:	2-Mar-22	HK\$148.10	HK\$207.00	Buy

Source: DBS HK

Analyst: Tsz Wang Tam Lilian Lv

US Share - Target Price & Ratings History



S.N	o. Date	Closing Price	12-mth Target Price	Rating
1:	11-Jun-21	US\$190.21	US\$307.00	Buy
2:	16-Aug-21	US\$152.45	US\$243.00	Buy
3:	18-Nov-21	US\$161.82	US\$216.00	Buy
4:	2-Mar-22	US\$162.86	US\$212.00	Buy

Source: DBS HK

Analyst: Tsz Wang Tam

Lilian Lv

Baidu Inc



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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)

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Baidu Inc



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