





## Malaysia

### ADD (no change)

Hold 0 Sell 0 Consensus ratings\*: Buy 1 Current price: RM0.705 Target price: RM0.88 Previous target: RM1.00 Up/downside: 24.8% CGS-CIMB / Consensus: -12.0% SENH.KL Reuters: Bloomberg: 5305 MK US\$241.5m Market cap: RM1,058m US\$0.48m Average daily turnover: RM2.05m Current shares o/s: 1,500m Free float: 31.3% \*Source: Bloomberg

### Key changes in this note

FY22-24F EPS cut by 11.9-12.6% to reflect lower revenue assumption across its physical and online sales channels and higher operating expenses



		Source: Bloomberg			
Price performance	1M	ЗМ	12M		
Absolute (%)	-16.1	-18			
Relative (%)	-13.6	-15.2			

Major shareholders	% held
SQ Digital Sdn Bhd	58.0
Lim Kim Heng	5.4
Lim Kim Chieng	5.4

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# **Senheng New Retail Bhd**

# Better 2Q22F ahead on higher footfall

- 1Q22 core net profit fell 14.6% yoy to RM11.4m, below expectations due to weaker-than-expected sales and narrower margin from higher opex.
- Senheng should post stronger qoq results in 2Q22F, driven by: i) higher footfall, ii) more new/upgraded stores, and iii) better product mix.
- Reiterate Add with a lower TP of RM0.88 (17.4x CY23F P/E).

### 1Q22 core net profit declined 14.6% yoy, below our expectations

Senheng New Retail Bhd's (Senheng) 1Q22 revenue fell 1.9% yoy as we believe sales were affected by lower consumer footfall due to increased Omicron cases in Feb 22. Note that, during 1Q21, the group experienced a surge in demand in its digital gadget categories, such as mobile phones and computer laptops, given the work-from-home (WFH) and study-from-home (SFH) trends due to movement restrictions. Given this, coupled with increases in operating and administrative expenses (+8.6% yoy) amidst its expansion strategies and including listing expenses, 1Q22 core net profit (CNP) waned 14.6% yoy to RM11.4m, below at 14.8% of our FY22 estimate. Nonetheless, 1Q22 GP margin improved to 21.1% (+0.6% pts yoy), which could have been driven by higher sales contribution from its exclusive and in-house brands (higher margins), in our view.

### Weaker gog results due to seasonality factors

On a qoq basis, 1Q22 revenue and CNP tumbled 19.5% and 58.5%, respectively. This was owing to: i) seasonally stronger 4Q on various mega year-end marketing campaigns (e.g. Members' Day sale, 11.11 sale, 12.12 sale and Christmas festive sales), ii) the impact of a surge in Omicron cases in Feb 22, leading to lower consumer footfall and fewer operating days during the quarter, and iii) higher operating and administrative costs (+10.8% qoq) amidst expansion/enhancements of stores and listing fees in 1Q22. No dividend was declared during the quarter, as expected.

### Better quarters ahead on higher footfall and store expansion plan

We expect Senheng to post stronger qoq results in 2Q22F from higher revenue and margin expansion, premised on: i) recovery in retail footfall post economic reopening as Omicron cases subside, ii) expansion strategy to launch new/upgraded stores, which could lead to higher per-store sales, and iii) more favourable margin mix from its aggressive plan to grow its in-house and exclusive products (which garner higher margins). Senheng expects to launch 6 new/upgraded stores in 2Q22.

### Reiterate Add, with a lower TP of RM0.88

We cut our FY22-24F EPS to account for lower sales volume and higher operating expenses. We reiterate Add with TP down to RM0.88, still pegged to 17.4x CY23F P/E, a 20% discount to CGS-CIMB's consumer discretionary sector's 5-year mean P/E of 21.8x. We continue to like Senheng for its: i) market leading position in Malaysia's retail E&E sector by revenue, ii) strong retail presence nationwide, and iii) sustained demand for consumer E&E products (Senheng has wider product offerings vs. peers).

Financial Summary	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Revenue (RMm)	1,295	1,444	1,509	1,698	1,908
Operating EBITDA (RMm)	114.0	127.0	141.0	162.1	182.1
Net Profit (RMm)	54.69	65.05	67.41	76.19	83.84
Core EPS (RM)	0.036	0.043	0.045	0.051	0.056
Core EPS Growth	20.4%	18.9%	3.6%	13.0%	10.0%
FD Core P/E (x)	19.34	16.26	15.69	13.88	12.61
DPS (RM)	0.008	0.013	0.013	0.015	0.017
Dividend Yield	1.13%	1.84%	1.91%	2.16%	2.38%
EV/EBITDA (x)	9.16	8.37	5.83	5.21	4.72
P/FCFE (x)	20.29	44.09	NA	22.86	17.80
Net Gearing	(8.2%)	2.2%	(42.8%)	(35.5%)	(30.0%)
P/BV (x)	6.36	4.53	1.93	1.76	1.60
ROE	37.8%	32.5%	17.2%	13.2%	13.3%
% Change In Core EPS Estimates			(12.6%)	(12.1%)	(11.9%)
CGS-CIMB/Consensus EPS (x)			0.88	0.88	0.89

SOURCES: CGS-CIMB RESEARCH, COMPANY REPORTS



# Better quarters ahead on its expansion drive

# Proposed acquisition of a prime property as part of its ongoing expansion strategy

On 25 May 2022, Senheng announced it has entered into a Sale & Purchase Agreement (SPA) with Loyal Landmark Sdn Bhd for a leasehold land and building located at Kuchai Entrepreneurs Park, as detailed in Fig 1. We view this as a positive development as the said property is a shoplot to be utilised as part of Senheng's ongoing store expansion strategy to display and retail its electrical and electronic (E&E) products in a prime area with high footfall, which could bode well to its future sales. The acquisition is expected to be completed within fifteen (15) weeks from the date of the SPA.

Figure 1: Details of the said acquisition of property announced on 25 May 2022

Property address	Buyer	Seller	Area	Tenure	Date of SPA	Purchase consideration (RM'm)	Price per square foot over property area	Sources of fund
No. 2, 2-1, 2-2, 2-3 and 2-4, Kuchai Entrepreneurs Park, Jalan 10/116B, Kuchai Entreprenuers Park, Off Jalan Kuchai Lama, 58200, Kuala Lumpur held under title no. PN43202, Lot 44827, Mukim Petaling, Daerah Kuala Lumpur, Wilayah Persekutuan	Senheng Electric (KL) Sdn Bhd	Loyal Landmark Sdn Bhd	14,842 sf	Leasehold till 25/2/2097	25-May-22	RM8.28m	RM557 psf	Internally- generated fund and IPO proceeds

SOURCES: CGS-CIMB RESEARCH, COMPANY REPORTS

# Downside risks and re-rating catalysts

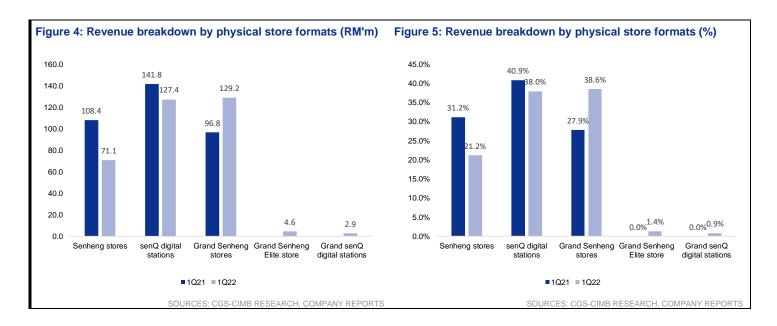
Upside risks: A strong recovery in footfall and lower-than-expected operating expenses.

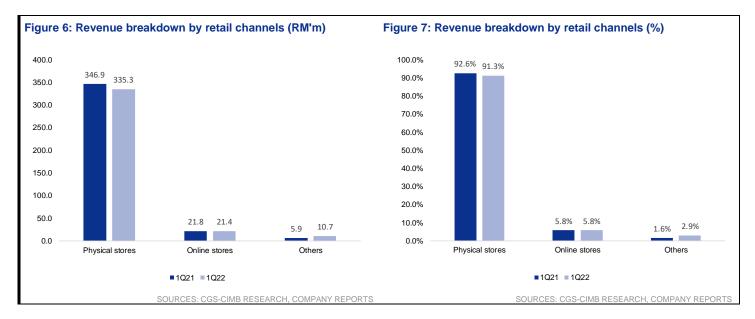
Downside risks: supply disruptions, slowdown in consumer E&E sales, sharp rise in operating expenses and intensifying competition.

FYE Dec (RM m)	1QFY22	1QFY21	yoy % chg	4QFY21	qoq % chg	Prev. FY22F	Commonte
Revenue	367.3	374.6	(1.9)	456.4	(19.5)	1646.6	Lower revenue yoy and qoq due to surge in demand for certai digital gadgets categories, such as mobile phone and computer laptops amid WFH and SFH trends in 2021
Cost of sales	(289.7)	(297.8)	(2.7)	(359.1)	(19.3)	(1298.7)	
Gross profit	77.6	76.8	1.1	97.3	(20.3)	347.9	
GP margin %	21.1%	20.5%	0.6	21.3%	(0.2)	0.2	Higher GP margin yoy due to more favourable product mix in 1Q22
Operating costs	(52.1)	(49.3)	5.7	(46.7)	11.5	(1492.7)	Higher yoy and qoqo due to higher operating and administrative expenses, which included listing expenses on the Main Market of Bursa Malaysia
EBITDA	25.5	27.4	(7.2)	50.6	(49.6)	153.9	
EBITDA margin (%)	6.9%	7.3%	(0.4)	11.1%	(4.1)	9.3	Lower EBITDA margin yoy in 1Q22 due to higher operating expenses
Depn & amort.	(10.2)	(9.6)	6.3	(9.8)	4.3	(50.3)	
EBIT	15.3	17.9	(14.4)	40.8	(62.5)	103.6	
Interest expense	(1.3)	(1.2)	3.7	(1.0)	26.8	(5.4)	
Interest & invt inc	0.4	0.3	21.3	0.5	(21.8)	2.6	
Exceptionals & revaln	(2.5)	(1.3)	94.3	3.7	(167.3)	0.0	1Q22 exceptional items included potential listing fee of c.RM1.04m
Pretax profit	11.9	15.6	(24.1)	40.3	(70.5)	100.8	
Tax	(3.0)	(3.6)	(16.9)	(9.1)	(67.2)	(23.7)	
Tax rate (%)	25.0%	22.9%	2.2	22.5%	2.5	23.5%	Certain expenses are non tax deductible
Minority interests	0.0	0.0	0.0	0.0	0.0	0.0	
Net profit	8.9	12.1	(26.2)	31.2	(71.5)	77.1	
Core net profit	11.4	13.3	(14.6)	27.5	(58.5)	77.1	Below expectation at 14.8% of our FY22F EPS estimates
EPS (sen)	0.6	0.8	(26.2)	2.1	(71.5)	5.1	
Core EPS (sen)	0.8	0.9	(14.6)	1.8	(58.5)	5.1	

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Figure 3: Earnings revision										
RM m	FY21		FY22F			FY23F			FY24F	
		Old	New	%chg	Old	New	%chg	Old	New	%chg
Revenue	2809.1	1646.6	1508.6	-8.4%	1846.8	1698.2	-8.0%	2066.3	1907.8	-7.7%
EBITDA	351.9	153.9	141.0	-8.4%	176.3	162.1	-8.0%	197.2	182.1	-7.7%
Core pretax profit	117.9	100.8	88.1	-12.6%	114.1	100.2	-12.1%	125.2	110.3	-11.9%
Core net profit	61.2	77.1	67.4	-12.6%	86.7	76.2	-12.1%	95.1	83.8	-11.9%
						SOUR	CES: CGS	-CIMB, CC	MPANY R	REPORTS









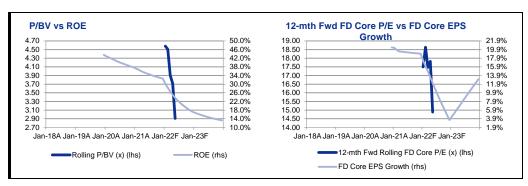
### ESG in a nutshell

In 2013, Senheng launched its e-waste recycling programme to encourage and facilitate the disposal of electronic waste in a responsible and safe manner. Through this programme, customers can bring their non-bulky electronic appliances, such as personal computers, mobile phones, tablet computers, projectors and media players, to any of Senheng's physical stores for recycling at no charge. In addition, Senheng collects for recycling at no added charges any unwanted electronic appliances from customers' premises when it delivers the customers' purchases. The collected electronic waste will then be sent to licenced e-waste recycling centres for processing.

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Keep your eye on	Implications
Currently, only two out of Senheng's seven directors are female. This is below the Malaysian Code of Corporate Governance's recommendation of at least 30% female directors.	While we view this negatively, Senheng has set a target of appointing additional female directors within two years of its listing date (25 Jan 2022).
ESG highlights	Implications
Senheng was able to grow its revenue base at a CAGR of 10.1% despite gradually closing physical outlets over 2016-2021 (it had 105 outlets as at end-FY21 vs. 125 at end-FY16). We also note that Senheng has been aggressively expanding its online sales business, with online sales accounting for 8.6% of its revenue in FY21.	We are positive on this matter as the company is showing efforts to reduce its energy consumption (in terms of water and electricity) with a lower number of physical outlets in operations. However, it has yet to disclose any data related to its energy usage; thus, we are unable to do any analysis on this matter.
Trends	Implications
Senheng has initiated various environmentally-friendly programmes, such as "Tree Planting Project" (since 2010), "Paperless Initiatives" (since 2015), "E-waste Recycling Programme" (since 2013) and "Adoption of Bio-Degradable Plastic" (since 2003).	We are positive on the company's efforts for environmental sustainability. However, it has yet to disclose any data related to its energy usage; thus, we are unable to do any analysis on this matter.
	SOURCES: CGS-CIMB RESEARCH, REFINITIV



## **BY THE NUMBERS**



(RMm)	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Total Net Revenues	1,295	1,444	1,509	1,698	1,908
Gross Profit	270	304	319	360	406
Operating EBITDA	114	127	141	162	182
Depreciation And Amortisation	-37	-39	-50	-60	-70
Operating EBIT	77	88	91	102	113
Financial Income/(Expense)	-4	-3	-3	-2	-2
Pretax Income/(Loss) from Assoc.	0	0	0	0	0
Non-Operating Income/(Expense)	0	0	0	0	0
Profit Before Tax (pre-EI)	74	85	88	100	110
Exceptional Items					
Pre-tax Profit	74	85	88	100	110
Taxation	-18	-19	-21	-24	-26
Exceptional Income - post-tax					
Profit After Tax	56	65	67	76	84
Minority Interests					
Preferred Dividends					
FX Gain/(Loss) - post tax					
Other Adjustments - post-tax	-1	-0	0	0	0
Net Profit	55	65	67	76	84
Recurring Net Profit	55	65	67	76	84
Fully Diluted Recurring Net Profit	55	65	67	76	84

Cash Flow					
(RMm)	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
EBITDA	114.0	127.0	141.0	162.1	182.1
Cash Flow from Invt. & Assoc.					
Change In Working Capital	(45.3)	(49.8)	(37.5)	(40.3)	(44.6)
(Incr)/Decr in Total Provisions					
Other Non-Cash (Income)/Expense	38.7	41.5	52.9	61.9	71.8
Other Operating Cashflow	(40.3)	(42.5)	(52.9)	(61.9)	(71.8)
Net Interest (Paid)/Received	(2.1)	(1.9)	(1.3)	(0.0)	(0.0)
Tax Paid	(6.4)	(20.3)	(20.7)	(24.1)	(26.5)
Cashflow From Operations	58.6	54.1	81.5	97.7	111.0
Capex	(7.5)	(22.8)	(55.0)	(55.0)	(55.0)
Disposals Of FAs/subsidiaries	21.9	6.5	0.0	0.0	0.0
Acq. Of Subsidiaries/investments	(20.7)	(16.9)	0.0	0.0	0.0
Other Investing Cashflow	(5.0)	1.8	2.9	3.5	3.4
Cash Flow From Investing	(11.3)	(31.3)	(52.1)	(51.5)	(51.6)
Debt Raised/(repaid)	4.8	1.3	(57.0)	0.0	0.0
Proceeds From Issue Of Shares					
Shares Repurchased					
Dividends Paid	(12.0)	(12.0)	(20.2)	(22.9)	(25.2)
Preferred Dividends					
Other Financing Cashflow	(26.6)	(29.3)	231.1	(45.0)	(49.3)
Cash Flow From Financing	(33.8)	(40.0)	153.9	(67.9)	(74.5)
Total Cash Generated	13.5	(17.3)	183.3	(21.6)	(15.1)
Free Cashflow To Equity	52.1	24.0	(27.6)	46.3	59.4
Free Cashflow To Firm	49.4	24.7	30.6	46.3	59.4

SOURCES: CGS-CIMB RESEARCH, COMPANY REPORTS



# BY THE NUMBERS... cont'd

Balance Sheet					
(RMm)	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Total Cash And Equivalents	68.8	51.7	235.0	213.4	198.3
Total Debtors	74.3	97.2	103.3	116.3	130.7
Inventories	211.4	253.9	277.1	311.5	349.8
Total Other Current Assets	13.0	37.3	37.3	37.3	37.3
Total Current Assets	367.4	440.1	652.7	678.5	716.1
Fixed Assets	96.4	108.4	154.4	193.1	229.2
Total Investments	15.1	2.9	2.9	2.9	2.9
Intangible Assets	0.0	0.0	0.0	0.0	0.0
Total Other Non-Current Assets	178.0	181.4	223.6	240.8	249.5
Total Non-current Assets	289.5	292.6	380.9	436.9	481.6
Short-term Debt	14.5	16.9	0.0	0.0	0.0
Current Portion of Long-Term Debt					
Total Creditors	124.8	135.5	130.4	146.6	164.6
Other Current Liabilities	114.1	107.4	121.4	125.0	126.7
Total Current Liabilities	253.4	259.9	251.8	271.7	291.4
Total Long-term Debt	40.7	40.1	0.0	0.0	0.0
Hybrid Debt - Debt Component					
Total Other Non-Current Liabilities	188.0	194.2	228.4	237.0	240.9
Total Non-current Liabilities	228.7	234.2	228.4	237.0	240.9
Total Provisions	8.6	5.1	5.1	5.1	5.1
Total Liabilities	490.7	499.1	485.3	513.7	537.3
Shareholders' Equity	166.2	233.7	548.4	601.7	660.4
Minority Interests					
Total Equity	166.2	233.7	548.4	601.7	660.4

<b>Key Ratios</b>					
	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Revenue Growth	13.1%	11.5%	4.5%	12.6%	12.3%
Operating EBITDA Growth	12.5%	11.5%	11.0%	15.0%	12.3%
Operating EBITDA Margin	8.80%	8.80%	9.35%	9.55%	9.55%
Net Cash Per Share (RM)	0.01	-0.00	0.16	0.14	0.13
BVPS (RM)	0.11	0.16	0.37	0.40	0.44
Gross Interest Cover	14.32	17.69	16.66	19.78	19.97
Effective Tax Rate	24.4%	22.8%	23.5%	24.0%	24.0%
Net Dividend Payout Ratio	21.9%	30.0%	30.0%	30.0%	30.0%
Accounts Receivables Days	20.91	21.66	24.25	23.60	23.69
Inventory Days	68.41	74.46	81.45	80.30	80.58
Accounts Payables Days	44.42	41.65	40.78	37.79	37.92
ROIC (%)	26.8%	26.3%	20.8%	18.7%	17.9%
ROCE (%)	40.6%	35.0%	22.3%	18.3%	18.4%
Return On Average Assets	9.39%	9.83%	7.92%	7.24%	7.44%

Key Drivers					
	Dec-20A	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Revenue Growth %Physical stores	8.9%	9.2%	5.2%	12.3%	11.9%
Revenue Growth %Online stores	154.6%	29.8%	-14.8%	1.0%	1.0%
Revenue Growth %Others	-19.1%	63.2%	50.0%	45.0%	40.0%

SOURCES: CGS-CIMB RESEARCH, COMPANY REPORTS



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India	CGS-CIMB Securities (India) Private Limited	Securities and Exchange Board of India (SEBI)
Indonesia	PT CGS-CIMB Sekuritas Indonesia	Financial Services Authority of Indonesia
Malaysia	CGS-CIMB Securities Sdn. Bhd.	Securities Commission Malaysia
Singapore	CGS-CIMB Securities (Singapore) Pte. Ltd.	Monetary Authority of Singapore
South Korea	CGS-CIMB Securities (Hong Kong) Limited, Korea Branch	Financial Services Commission and Financial Supervisory Service
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### Spitzer Chart for stock being researched (2 year data)

### Senheng New Retail Bhd (5305 MK)



Corporate Governance Report of Thai Listed Companies (CGR). CG Rating by the Thai Institute of Directors Association (Thai IOD) in 2021, Anti-Corruption 2021

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