# Hong Kong

June 27, 2022 - 4:27 PM

Company Flash Note

# ADD (no change)

Consensus ratings*:	Buy 16	Hold 2	Sell 1
Current price:		F	HK\$6.37
Target price:		F	HK\$7.80
Previous target:		H	HK\$7.80
Up/downside:			22.4%
CGS-CIMB / Consens	sus:		-41.8%
Reuters:		9	909.HK
Bloomberg:		9	909 HK
Market cap:		US\$	521.7m
		HK\$	4,095m
Average daily turnove	r:	US	\$2.06m
		HK\$	16.19m
Current shares o/s			642.9m
Free float:			30.0%

## **Key financial forecasts**

\*Source: Bloomberg

	Dec-22F	Dec-23F	Dec-24F
Net Profit (Rmbm)	616.2	760.4	932.2
Core EPS (Rmb)	0.96	1.18	1.45
Core EPS Growth	22.9%	23.4%	22.6%
FD Core P/E (x)	5.67	4.59	3.75
Recurring ROE	23.3%	24.9%	26.2%
P/BV (x)	1.24	1.07	0.91
DPS (Rmb)	0.48	0.59	0.72
Dividend Yield	8.8%	10.9%	13.3%



		Source: E	Bloomberg
Price performance	1M	ЗМ	12M
Absolute (%)	7.6	-9.7	-77.3
Relative (%)	-0.4	-8.7	-52.5

Major shareholders	% held
Powerlong Real Estate (1238 HK)	63.0
Huihong (share incentive trust)	7.0

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# Powerlong Commercial Management

# Mild business impact from lockdowns

- Management explained that its third-party GFA expansion progress has been disrupted by lockdowns in Shanghai.
- It however thinks a higher overall gross profit margin is possible in 1H22F given the lower cost of mall management during the lockdowns.
- Meanwhile, management reiterated its five-year M&A target.
- Reiterate Add and target price of HK\$7.8. PCM's parent's inability to repay its US\$ bond due in Jul 22 on time is one of the key risks to our call.

# Business mildly disrupted by lockdowns

- In our virtual property conference, management of Powerlong Commercial (PCM) explained that out of the 88 malls it is managing under commercial operational services, retail sales of some 10-20 malls were more affected than others by pandemic-related lockdown measures in recent months.
- Management has started the pre-leasing work for Taizhou Jiaojiang Powerlong City, the only mall carrying "Powerlong City" brand that is going to be added to PCM's management portfolio in FY22F.
- Progress for third-party (3P) expansion has been slow due to lockdowns in Shanghai.
   Management however still targets to close one or two 3P bidding deals by end-Jun 22.

## Margin expansion possible in 1H22F

- In contrast to its peers that have been suffering from margin compression in 1H22F in
  property management (PM) services, management expects a possible expansion in
  overall gross profit margin (GPM) in 1H22F, given that its management fee collection
  from retail malls has remained largely unchanged, while mall management costs have
  decreased due to lockdowns in some cities.
- Management does not expect concessions on commercial management fees even though there may be rent and tax reliefs provided to tenants and approved by the government.

#### Reiterates its five-year M&A growth target

- PCM has not changed its five-year M&A growth target (2.5m sq m commercial GFA expansion). Even though this target is equivalent to 0.5m sq m growth per year on average, management explained that it foresees growth exceeding 0.5m sq m in some years, making up for slower growth in other years.
- PCM prefers asset-light targets (which means sub-leasing management is unlikely, in our view) from small developers.
- Management does not expect PCM to acquire other assets from parent Powerlong Real Estate (1238 HK, NR) after an office transaction with its parent was cancelled.

#### Reiterate Add with a TP of HK\$7.8

- Management believes that PCM's annual payout ratio of 50% is sufficiently high to reward its shareholders, while still retaining earnings for business expansion.
- We reiterate our Add call for PCM with a TP of HK\$7.8, still based on a 0.3x PEG (6.9x FY22F P/E). We think its 23% EPS CAGR over FY21-24F is achievable, given the stable growth and high-margin nature of its commercial-focused PM portfolio.
- Key downside risks include its parent's inability to repay its debt (e.g. US\$200m notes
  due in Jul 22) on time, which could hamper PCM's growth in both commercial and
  residential PM.



Figure 1: China property management valuation summary

		Share price	Target price		Upside	Mkt cap		P/E	(x)		Div	idend yi	eld	EPS CAGR	FY22F	Net gearing (%)
Company Name	Ticker	(HK\$)	(HK\$)	Rating	(%)	(US\$ m)	2021	2022F	2023F	2024F	2021	2022F	2023F	FY21-24F	PEG (x)*	2021
A-Living	3319 HK	12.46	12.30	HOLD	(1)	2,254	6.4	5.5	4.7	4.2	3.9	4.6	5.3	15%	0.36	(33)
COPH	2669 HK	8.26	11.60	ADD	40	3,459	27.6	20.3	15.6	12.1	1.1	1.5	1.9	32%	0.64	(140)
Country Garden Services	6098 HK	32.50	62.60	ADD	93	13,950	21.1	15.9	11.5	8.9	1.1	1.6	2.2	33%	0.48	(17)
CIFI Ever Sunshine	1995 HK	9.65	17.60	ADD	82	2,155	23.4	16.8	12.4	9.5	1.3	1.8	2.4	33%	0.51	(85)
Greentown Service	2869 HK	8.67	7.40	HOLD	(15)	3,587	27.9	23.0	18.8	15.7	2.2	2.4	2.5	21%	1.08	(56)
KWG Living	3913 HK	2.35	5.80	ADD	147	604	6.0	4.3	3.2	2.4	6.0	8.2	11.0	35%	0.12	(35)
Poly Property Services	6049 HK	51.70	47.00	HOLD	(9)	3,645	28.6	22.7	18.6	15.5	0.7	0.9	1.1	23%	1.01	(112)
Powerlong CM	9909 HK	6.37	7.80	ADD	22	522	7.0	5.7	4.6	3.7	7.1	8.8	10.9	23%	0.25	(162)
Times Neighborhood	9928 HK	1.67	2.75	ADD	65	210	4.2	3.5	3.0	2.5	4.0	6.9	8.6	19%	0.19	(42)
Shimao Services	873 HK	3.86	4.30	HOLD	11	1,214	7.9	6.7	5.5	4.7	0.0	3.7	4.6	19%	0.36	(72)
Sunac Services	1516 HK	4.49	5.60	HOLD	25	1,749	9.3	7.4	6.1	5.1	3.2	4.1	5.0	22%	0.33	(62)
Jinke Smart Services	9666 HK	19.88	21.40	HOLD	8	1,653	10.5	8.4	6.8	5.6	3.8	4.8	5.9	23%	0.37	(67)
CR Mixc Lifestyle	1209 HK	37.80	40.70	HOLD	8	10,992	44.2	29.8	22.6	17.3	0.9	1.2	1.6	37%	0.81	(93)
Mid- and large-cap average					26		22.1	16.6	13.0	10.4	2.0	2.5	3.1	27%	0.62	(74)
Small-cap average					61		6.3	5.0	4.0	3.4	4.3	6.9	8.8	24%	0.23	(78)
Overall average					37		17.2	13.1	10.3	8.2	2.7	3.9	4.8	26%	0.50	(75)

Share price data as of 24 Jun 2022, \* PEG = FY22F PE/EPS CAGR (FY21-24F)\*100

SOURCES: CGS-CIMB RESEARCH, BLOOMBERG, COMPANY REPORTS

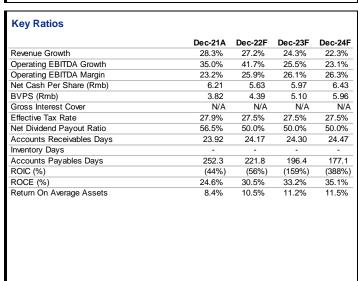


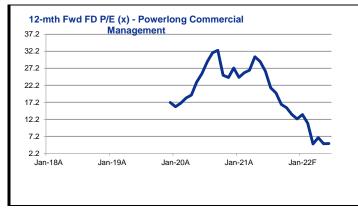
### BY THE NUMBERS

(Rmbm)	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Total Net Revenues	2,464	3,135	3,895	4,766
Gross Profit	822	1,046	1,300	1,591
Operating EBITDA	572	811	1,018	1,253
Depreciation And Amortisation	0	0	0	0
Operating EBIT	572	811	1,018	1,253
Financial Income/(Expense)	35	39	31	32
Pretax Income/(Loss) from Assoc.	1	2	2	2
Non-Operating Income/(Expense)	0	0	0	0
Profit Before Tax (pre-El)	609	851	1,051	1,288
Exceptional Items				
Pre-tax Profit	609	851	1,051	1,288
Taxation	(170)	(234)	(289)	(354)
Exceptional Income - post-tax				
Profit After Tax	439	617	762	934
Minority Interests	(1)	(1)	(1)	(2)
Pref. & Special Div	0	0	0	0
FX Gain/(Loss) - post tax				
Other Adjustments - post-tax				
Net Profit	438	616	760	932
Recurring Net Profit	493	616	760	932
Fully Diluted Recurring Net Profit	493	616	760	932

Balance Sheet				
(Rmbm)	Dec-21A	Dec-22F	Dec-23F	Dec-24F
Total Cash And Equivalents	3,992	3,621	3,835	4,133
Properties Under Development				
Total Debtors	262	386	436	595
Inventories				
Total Other Current Assets	8	950	1,570	2,229
Total Current Assets	4,262	4,958	5,841	6,957
Fixed Assets	16	47	63	64
Total Investments	632	791	988	1,235
Intangible Assets	25	27	29	31
Total Other Non-Current Assets	136	157	185	221
Total Non-current Assets	810	1,022	1,265	1,552
Short-term Debt	0	0	0	0
Current Portion of Long-Term Debt				
Total Creditors	1,209	1,330	1,463	1,609
Other Current Liabilities	676	879	1,143	1,486
Total Current Liabilities	1,885	2,209	2,606	3,095
Total Long-term Debt	0	0	0	0
Hybrid Debt - Debt Component				
Total Other Non-Current Liabilities	714	928	1,207	1,569
Total Non-current Liabilities	714	928	1,207	1,569
Total Provisions	2	3	4	5
Total Liabilities	2,602	3,140	3,816	4,669
Shareholders' Equity	2,456	2,825	3,278	3,830
Minority Interests	15	14	13	11
Total Equity	2,471	2,839	3,290	3,840

Cash Flow				
(Rmbm)	Dec-21A	Dec-22F	Dec-23F	Dec-24F
EBITDA	572.1	810.9	1,017.9	1,253.4
Cash Flow from Invt. & Assoc.				
Change In Working Capital	285.5	132.3	258.3	214.8
Straight Line Adjustment				
(Incr)/Decr in Total Provisions				
Other Non-Cash (Income)/Expense				
Other Operating Cashflow	258.6	131.4	144.9	157.7
Net Interest (Paid)/Received	0.0	(42.4)	(42.4)	(42.4)
Tax Paid	(145.4)	(187.3)	(231.1)	(283.3)
Cashflow From Operations	970.9	844.9	1,147.6	1,300.2
Capex	(11.1)	(850.0)	(500.0)	(500.0)
Disposals Of FAs/subsidiaries				
Disposals of Investment Properties				
Acq. Of Subsidiaries/investments				
Other Investing Cashflow	(20.6)	68.9	62.5	66.2
Cash Flow From Investing	(31.7)	(781.1)	(437.5)	(433.8)
Debt Raised/(repaid)	0.0	0.0	0.0	0.0
Proceeds From Issue Of Shares	0.0	0.0	0.0	0.0
Shares Repurchased				
Dividends Paid	(174.7)	(246.6)	(308.1)	(380.2)
Preferred Dividends				
Other Financing Cashflow	(187.3)	(187.6)	(188.0)	(188.4)
Cash Flow From Financing	(362.0)	(434.2)	(496.1)	(568.6)





Dec-21A	Dec-22F	Dec-23F	Dec-24F
27.6	33.1	40.6	47.7
33.4%	33.4%	33.4%	33.4%
24.9%	24.9%	24.9%	24.9%
35.2%	35.2%	35.2%	35.2%
13.5%	13.5%	13.4%	13.3%
86.5%	86.5%	86.6%	86.7%
	27.6 33.4% 24.9% 35.2% 13.5%	27.6 33.1 33.4% 33.4% 24.9% 24.9% 35.2% 35.2% 13.5% 13.5%	27.6     33.1     40.6       33.4%     33.4%     33.4%       24.9%     24.9%     24.9%       35.2%     35.2%     35.2%       13.5%     13.5%     13.4%

SOURCES: CGS-CIMB RESEARCH, COMPANY REPORTS





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**Corporate Governance Report:** 



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Description:	Excellent	Very Good	Good	N/A	N/A

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632 companies under cov erage for quarter ended on 31 March 2022					
	Rating Distribution (%)	Investment Banking clients (%)			
Add	70.3%	0.8%			
Hold	22.0%	0.0%			
Reduce	7.8%	0.2%			

#### Spitzer Chart for stock being researched (2 year data)

# Powerlong Commercial Management (9909 HK)



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

ADVANC - Excellent, Certified, AMATA - Excellent, Certified, ANAN - Excellent, n/a, AOT - Excellent, n/a, AP - Excellent, Certified, ASP -Excellent, n/a, AWC - Excellent, Declared, AU - Good, n/a, BAM - Very Good, Certified, BAY - Excellent, Certified, BBL - Excellent, Certified, BCH - Very Good, Certified, BCP - Excellent, Certified, BCPG - Excellent, Certified, BDMS - Excellent, n/a, BEAUTY - Good, n/a, BEM -Excellent, n/a BH - Good, n/a, BJC - Very Good, n/a, BLA - Very Good, Certified, BTS - Excellent, Certified, CBG - Very Good, n/a, CCET - n/a, n/a, CENTEL - Excellent, Certified, CHAYO - Very Good, n/a, CHG - Very Good, n/a, CK - Excellent, n/a, COM7 - Excellent, Certified, CPALL -Excellent, Certified, CPF - Excellent, Certified, CPN - Excellent, Certified, CPNREIT - n/a, n/a, CRC - Excellent, Declared, DELTA - Excellent, Certified, DDD - Excellent, n/a, DIF - n/a, n/a, DOHOME - Very Good, Declared, DREIT - n/a, n/a, DTAC - Excellent, Certified, ECL - Excellent, Certified, EGCO - Excellent, Certified, EPG - Excellent, Certified, ERW - Very Good, Certified, GFPT - Excellent, Certified, GGC - Excellent, Certified, GLOBAL - Excellent, n/a, HANA - Excellent, Certified, HMPRO - Excellent, Certified, HUMAN - Good, n/a, ICHI - Excellent, Certified, III - Excellent, Declared, INTUCH - Excellent, Certified, IRPC - Excellent, Certified, ITD - Very Good, n/a, IVL - Excellent, Certified, JASIF - n/a, n/a, JKN - n/a, Certified, JMT - Very Good, n/a, KBANK - Excellent, Certified, KCE - Excellent, Certified, KEX - Very Good, Declared, KKP - Excellent, Certified, KSL - Excellent, Certified, KTB - Excellent, Certified, KTC - Excellent, Certified, LH - Excellent, n/a, LPN - Excellent, Certified, M - Very Good, Certified, MAKRO - Excellent, Certified, MC - Excellent, Certified, MEGA - Very Good, n/a, MINT - Excellent, Certified, MTC - Excellent, Certified, NETBAY - Very Good, n/a, NRF - Very Good, Declared, OR - Excellent, n/a, ORI - Excellent, Certified, OSP - Excellent, n/a, PLANB -Excellent, Certified, PRINC - Very Good, Certified, PR9 - Excellent, Declared, PSH - Excellent, Certified, PTT - E Excellent, n/a, PTTGC - Excellent, Certified, QH - Excellent, Certified, RAM - n/a, n/a, RBF - Very Good, n/a, RS - Excellent, Declared, RSP -Good, n/a, S - Excellent, n/a, SAK - Very Good, Declared, SAPPE - Very Good, Certified, SAWAD - Very Good, n/a, SCB - Excellent, Certified, SCC - Excellent, Certified, SCGP - Excellent, Declared, SECURE - n/a, n/a, SHR - Excellent, n/a, SIRI - Excellent, Certified, SPA - Very Good, n/a, SPALI - Excellent, Certified, SPRC - Excellent, Certified, SSP - Good, Certified, STEC - Excellent, n/a, SVI - Excellent, Certified, SYNEX -Very Good, Certified, TCAP - Excellent, Certified, THANI - Excellent, Certified, TIDLOR - n/a, Certified TISCO - Excellent, Certified, TKN - Very Good, n/a, TOP - Excellent, Certified, TRUE - Excellent, Certified, TTB - Excellent, Certified, TU - Excellent, Certified, TVO - Excellent, Certified, VGI - Excellent, Certified, WHA - Excellent, Certified, WHART - n/a, n/a, WICE - Excellent, Certified, WORK - Good, n/a.

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Property Management | Hong Kong

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**Recommendation Framework** 

**Stock Ratings** 

Add The stock's total return is expected to exceed 10% over the next 12 months.

The stock's total return is expected to be between 0% and positive 10% over the next 12 months. Hold

The stock's total return is expected to fall below 0% or more over the next 12 months. Reduce

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:

An Overweight rating means stocks in the sector have, on a market cap-weighted basis, a positive absolute recommendation. Overweight 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.

**Country Ratings** 

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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.