

# Xtep Intl (1368 HK)

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## Company Update

### BUY

UNCHANGED

Close price: HK\$5.17

Target Price: HK\$5.70 (+10%)

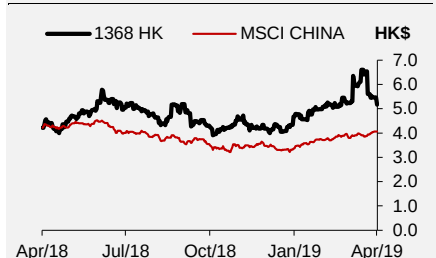
Prior TP: HK\$6.50

### Key Data

|                       |                       |
|-----------------------|-----------------------|
| HKEx code             | 1368 HK               |
| 12 Months High (HK\$) | 6.74                  |
| 12 Month Low (HK\$)   | 3.82                  |
| 3M Avg Dail Vol. (mn) | 10.34                 |
| Issue Share (mn)      | 2,244.68              |
| Market Cap (HK\$mn)   | 11,605.00             |
| Fiscal Year           | 31/12/2018            |
| Major shareholder (s) | Ding Shuibao (59.98%) |

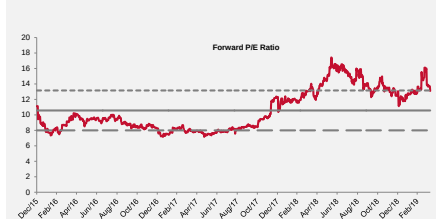
Source: Company data, Bloomberg, OP Research  
Closing price are as of 08/04/2019

### Price Chart



|                   | 1mth | 3mth | 6mth |
|-------------------|------|------|------|
| Absolute %        | 11.3 | 11.9 | -9.3 |
| Rel. MSCI CHINA % | 10.5 | 9.1  | 3.8  |

### PE



### Company Profile

Xtep International Holdings Ltd. designs, manufactures, and markets sportswear. The Company produces footwear, apparel, and accessories.

## 1Q19 operations on track

- Xtep announced 1Q19 operations update with SSSG/retail sell-through up low-teens percentage/over 20% yoy respectively.
- We revise down our FY19/20E diluted EPS by 12.8%/12.3% to HK\$0.406/HK\$0.476 mainly on the dilution effects due to share placement.
- Reiterate BUY on Xtep with TP HK\$5.70 revised down from HK\$6.50 based on same 14x FY19E P/E.

**1Q19 saw strong retail sell-through.** Xtep announced 1Q19 operation updates with retail sell-through (incl. both online and offline) up over 20% yoy, on track with OP expectations. SSSG was maintained at low-teens (LTS) percentage, vs LTNS in 1Q18 and MTS in 4Q18. Retail discount level rose slightly to ~25%, compared with around 20% in 1Q18, which the mgmt attributed to more promotions carried out during Chinese New Year. Retail inventory turnover was kept stable at around 4 months, flattish YoY/MoM.

**Revise down FY19/20E diluted EPS by 12.8%/12.3% to HK\$0.406/HK\$0.476 mainly on the dilution effects of share placement.** Xtep announced on 29 March to raise HK\$1,374mn by a top-up share placement at HK\$5.56 per share, around 15% discount to the latest closing price before the announcement. The company intends to use the proceeds for a potential acquisition of an international sportswear brand and financing the overseas expansion in Southeast Asia.

We factor in the cash inflow from share issuance and fine tune our FY19/20E core earnings by 0.7%/1.3% to RMB854mn/RMB1,001mn. Based on the enlarged share base, our FY19/20E diluted EPS is revised down to HK\$0.406/HK\$0.476 respectively.

**Maintain BUY.** We maintain BUY on Xtep with TP of HK\$5.70 revised down from HK\$6.50 based on same 14x FY19E P/E.

**Risks:** (1) Channel inventory build-up (2) slower than expected retail growth (3) deflated consumer confidence due to slowing down macro economy.

### Exhibit 1: Forecast and Valuation

| Year to Dec (RMB mn)       | FY17    | FY18    | FY19E   | FY20E   | FY21E   |
|----------------------------|---------|---------|---------|---------|---------|
| Revenue                    | 5,113.4 | 6,383.2 | 7,672.4 | 8,794.2 | 9,931.7 |
| Growth (%)                 | (5.2)   | 24.8    | 20.2    | 14.6    | 12.9    |
| Adjusted net profit        | 529.0   | 577.3   | 853.8   | 1,001.1 | 1,151.5 |
| Growth (%)                 | 0.2     | 9.1     | 47.9    | 17.2    | 15.0    |
| Diluted EPS (HK\$)         | 0.230   | 0.369   | 0.406   | 0.476   | 0.547   |
| EPS growth (%)             | (22.6)  | 60.6    | 10.1    | 17.2    | 15.0    |
| Change to previous EPS (%) |         |         | (12.8)  | (12.3)  |         |
| Consensus EPS (HK\$)       |         |         | 0.356   | 0.406   |         |
| ROE (%)                    | 8.0     | 12.4    | 14.0    | 14.1    | 15.2    |
| P/E (x)                    | 22.5    | 14.0    | 12.7    | 10.9    | 9.4     |
| P/B (x)                    | 1.8     | 1.7     | 1.6     | 1.5     | 1.4     |
| Yield (%)                  | 2.7     | 3.9     | 4.7     | 5.5     | 6.4     |
| DPS (HK\$)                 | 0.140   | 0.200   | 0.244   | 0.286   | 0.328   |

Source: Bloomberg, OP Research

**Exhibit 2: Earnings Revision**

| (RMB mn)           | FY19E        |              |            | FY20E        |              |            | OP Comments                                                       |
|--------------------|--------------|--------------|------------|--------------|--------------|------------|-------------------------------------------------------------------|
|                    | New          | Old          | % Chg      | New          | Old          | % Chg      |                                                                   |
| <b>Revenue</b>     | <b>7,672</b> | <b>7,672</b> | <b>0.0</b> | <b>8,794</b> | <b>8,794</b> | <b>0.0</b> |                                                                   |
| Gross profit       | 3,361        | 3,361        | 0.0        | 3,869        | 3,869        | 0.0        |                                                                   |
| Gross margin       | 43.8%        | 43.8%        | 0.0        | 44.0%        | 44.0%        | 0.0        |                                                                   |
| Opex               | (2,169)      | (2,169)      | 0.0        | (2,449)      | (2,449)      | 0.0        |                                                                   |
| EBIT               | 1,299        | 1,299        | 0.0        | 1,527        | 1,527        | 0.0        |                                                                   |
| Core Net Profit    | 854          | 848          | 0.7        | 1,001        | 988          | 1.3        |                                                                   |
| Diluted EPS (HK\$) | 0.406        | 0.466        | (12.8)     | 0.476        | 0.543        | (12.3)     | As we factor in the new share placement and updated exchange rate |

Source: OP Research

## Financial Summary

| Year to Dec                         | FY17           | FY18           | FY19E          | FY20E          | FY21E          |
|-------------------------------------|----------------|----------------|----------------|----------------|----------------|
| <b>Income Statement (RMB mn)</b>    |                |                |                |                |                |
| Footwear                            | 3,258          | 3,925          | 4,718          | 5,408          | 6,107          |
| Apparel                             | 1,759          | 2,327          | 2,797          | 3,206          | 3,620          |
| Accessories                         | 96             | 131            | 158            | 181            | 204            |
| <b>Turnover</b>                     | <b>5,113</b>   | <b>6,383</b>   | <b>7,672</b>   | <b>8,794</b>   | <b>9,932</b>   |
| YoY%                                | (5.2)          | 24.8           | 20.2           | 14.6           | 12.9           |
| COGS                                | (2,869)        | (3,555)        | (4,312)        | (4,925)        | (5,562)        |
| <b>Gross profit</b>                 | <b>2,244</b>   | <b>2,828</b>   | <b>3,361</b>   | <b>3,869</b>   | <b>4,370</b>   |
| Gross margin                        | 43.9%          | 44.3%          | 43.8%          | 44.0%          | 44.0%          |
| Other income                        | 158            | 196            | 107            | 107            | 107            |
| Selling & distribution              | (911)          | (1,357)        | (1,596)        | (1,809)        | (2,028)        |
| Admin                               | (623)          | (456)          | (358)          | (420)          | (466)          |
| R&D                                 | (143)          | (166)          | (215)          | (220)          | (248)          |
| Other opex                          | 0              | 0              | 0              | 0              | 0              |
| <b>Total opex</b>                   | <b>(1,678)</b> | <b>(1,980)</b> | <b>(2,169)</b> | <b>(2,449)</b> | <b>(2,742)</b> |
| <b>Operating profit (EBIT)</b>      | <b>725</b>     | <b>1,044</b>   | <b>1,299</b>   | <b>1,527</b>   | <b>1,734</b>   |
| Operating margin                    | 14.2%          | 16.4%          | 16.9%          | 17.4%          | 17.5%          |
| Provisions                          | 0              | 0              | 0              | 0              | 0              |
| Interest Income                     | 52             | 72             | 82             | 97             | 102            |
| Finance costs                       | (106)          | (141)          | (144)          | (144)          | (144)          |
| Profit after financing costs        | 671            | 976            | 1,237          | 1,480          | 1,692          |
| Associated companies & JVs          | 0              | 0              | 0              | (50)           | (50)           |
| Pre-tax profit                      | 671            | 976            | 1,237          | 1,430          | 1,642          |
| Tax                                 | (224)          | (306)          | (371)          | (414)          | (474)          |
| Minority interests                  | (38)           | (13)           | (12)           | (15)           | (17)           |
| Profit from discontinued operations | 0              | 0              | 0              | 0              | 0              |
| <b>Net profit</b>                   | <b>408</b>     | <b>657</b>     | <b>854</b>     | <b>1,001</b>   | <b>1,151</b>   |
| YoY%                                | (23)           | 61             | 30             | 17             | 15             |
| <b>Adjusted net profit</b>          | <b>529</b>     | <b>577</b>     | <b>854</b>     | <b>1,001</b>   | <b>1,151</b>   |
| YoY%                                | 0              | 9              | 48             | 17             | 15             |
| Adjusted net margin                 | 10.3%          | 9.0%           | 11.1%          | 11.4%          | 11.6%          |
| <b>EBITDA</b>                       | <b>783</b>     | <b>1,126</b>   | <b>1,367</b>   | <b>1,602</b>   | <b>1,818</b>   |
| EBITDA margin                       | 15.3%          | 17.6%          | 17.8%          | 18.2%          | 18.3%          |
| <b>EPS (RMB)</b>                    | <b>0.184</b>   | <b>0.295</b>   | <b>0.338</b>   | <b>0.397</b>   | <b>0.456</b>   |
| YoY%                                | (23)           | 61             | 10             | 17             | 15             |
| DPS (HK\$)                          | 0.140          | 0.200          | 0.244          | 0.286          | 0.328          |
| Year to Dec                         | FY17           | FY18           | FY19E          | FY20E          | FY21E          |
| <b>Cash Flow (RMB mn)</b>           |                |                |                |                |                |
| EBITDA                              | 783            | 1,126          | 1,367          | 1,602          | 1,818          |
| Chg in working cap                  | (119)          | (513)          | (193)          | (299)          | (273)          |
| Others                              | 205            | (94)           | 0              | 0              | 0              |
| <b>Operating cash</b>               | <b>868</b>     | <b>518</b>     | <b>1,174</b>   | <b>1,303</b>   | <b>1,545</b>   |
| Interest received                   | (51)           | (55)           | 82             | 97             | 102            |
| Tax                                 | (259)          | (309)          | (54)           | (371)          | (414)          |
| <b>Net cash from operations</b>     | <b>558</b>     | <b>154</b>     | <b>1,202</b>   | <b>1,029</b>   | <b>1,232</b>   |
| Capex                               | (123)          | (72)           | (87)           | (100)          | (113)          |
| Investments                         | (75)           | (81)           | 0              | 0              | 0              |
| Change in short-term bank deposits  | 447            | (234)          | 0              | 0              | 0              |
| Sales of assets                     | 63             | 83             | 0              | 0              | 0              |
| Interests received                  | 0              | 0              | 0              | 0              | 0              |
| Others                              | (37)           | 24             | 0              | 0              | 0              |
| <b>Investing cash</b>               | <b>275</b>     | <b>(281)</b>   | <b>(87)</b>    | <b>(100)</b>   | <b>(113)</b>   |
| <b>FCF</b>                          | <b>833</b>     | <b>(127)</b>   | <b>1,115</b>   | <b>929</b>     | <b>1,119</b>   |
| Issue of shares                     | 7              | 59             | 1,129          | 0              | 0              |
| Buy-back                            | 0              | (89)           | 0              | 0              | 0              |
| Minority interests                  | 0              | (4)            | 0              | 0              | 0              |
| Dividends paid                      | (271)          | (459)          | (455)          | (551)          | (640)          |
| Net change in bank loans            | 421            | (10)           | 0              | 0              | 0              |
| Others                              | (3)            | (7)            | (144)          | (144)          | (144)          |
| <b>Financing cash</b>               | <b>154</b>     | <b>(511)</b>   | <b>530</b>     | <b>(696)</b>   | <b>(784)</b>   |
| <b>Net change in cash</b>           | <b>987</b>     | <b>(637)</b>   | <b>1,645</b>   | <b>234</b>     | <b>335</b>     |
| Exchange rate or other Adj          | (1)            | 1              | 0              | 0              | 0              |
| Opening cash                        | 2,847          | 3,832          | 3,196          | 4,841          | 5,075          |
| <b>Closing cash</b>                 | <b>3,832</b>   | <b>3,196</b>   | <b>4,841</b>   | <b>5,075</b>   | <b>5,410</b>   |
| <b>CFPS (HK\$)</b>                  | <b>0.314</b>   | <b>0.087</b>   | <b>0.571</b>   | <b>0.489</b>   | <b>0.586</b>   |

Source: Company, OP Research

| Year to Dec                    | FY17         | FY18         | FY19E         | FY20E         | FY21E         |
|--------------------------------|--------------|--------------|---------------|---------------|---------------|
| <b>Ratios</b>                  |              |              |               |               |               |
| Gross margin (%)               | 43.9         | 44.3         | 43.8          | 44.0          | 44.0          |
| Operating margin (%)           | 14.2         | 16.4         | 16.9          | 17.4          | 17.5          |
| Net margin (%)                 | 8.0          | 10.3         | 11.1          | 11.4          | 11.6          |
| Selling & dist'n exp/Sales (%) | 17.8         | 21.3         | 20.8          | 20.6          | 20.4          |
| Admin exp/Sales (%)            | 12.2         | 7.2          | 4.7           | 4.8           | 4.7           |
| Salaries/Sales (%)             | 12.1         | 11.6         | 11.1          | 10.8          | 10.6          |
| A&P/Sales (%)                  | 12.9         | 15.2         | 15.0          | 15.0          | 15.0          |
| R&D/Sales (%)                  | 2.8          | 2.6          | 2.8           | 2.5           | 2.5           |
| Payout ratio (%)               | 101.4        | 59.5         | 60.0          | 60.0          | 60.0          |
| Effective tax (%)              | 33.5         | 31.4         | 30.0          | 28.0          | 28.0          |
| Total debt/equity (%)          | 35.4         | 36.5         | 28.4          | 26.6          | 24.9          |
| Net debt/equity (%)            | Net cash     | Net cash     | Net cash      | Net cash      | Net cash      |
| Current ratio (x)              | 3.2          | 2.5          | 2.6           | 2.6           | 2.6           |
| Quick ratio (x)                | 2.9          | 2.2          | 2.4           | 2.3           | 2.3           |
| Inventory T/O (days)           | 91           | 86           | 86            | 86            | 86            |
| AR T/O (days)                  | 129          | 121          | 120           | 117           | 115           |
| AP T/O (days)                  | 131          | 90           | 90            | 90            | 90            |
| Cash conversion cycle (days)   | 90           | 117          | 116           | 113           | 111           |
| Asset turnover (x)             | 0.6          | 0.7          | 0.7           | 0.7           | 0.8           |
| Financial leverage (x)         | 1.7          | 1.7          | 1.7           | 1.7           | 1.7           |
| EBIT margin (%)                | 14.2         | 16.4         | 16.9          | 17.4          | 17.5          |
| Interest burden (x)            | 0.9          | 0.9          | 1.0           | 0.9           | 0.9           |
| Tax burden (x)                 | 0.6          | 0.7          | 0.7           | 0.7           | 0.7           |
| <b>Return on equity (%)</b>    | <b>8.0</b>   | <b>12.4</b>  | <b>14.0</b>   | <b>14.1</b>   | <b>15.2</b>   |
| <b>ROIC (%)</b>                | <b>19.9</b>  | <b>26.2</b>  | <b>31.1</b>   | <b>36.9</b>   | <b>39.2</b>   |
| Year to Dec                    | FY17         | FY18         | FY19E         | FY20E         | FY21E         |
| <b>Balance Sheet (RMB mn)</b>  |              |              |               |               |               |
| Fixed assets                   | 686          | 677          | 698           | 724           | 755           |
| Intangible assets & goodwill   | 8            | 8            | 6             | 4             | 3             |
| Associated companies & JVs     | 0            | 0            | 0             | (50)          | (100)         |
| Long-term investments          | 267          | 339          | 339           | 339           | 339           |
| Other non-current assets       | 92           | 114          | 114           | 114           | 114           |
| <b>Non-current assets</b>      | <b>1,052</b> | <b>1,139</b> | <b>1,157</b>  | <b>1,132</b>  | <b>1,112</b>  |
| Inventories                    | 718          | 836          | 836           | 1,014         | 1,158         |
| AR                             | 1,807        | 2,115        | 2,522         | 2,819         | 3,129         |
| Prepayments & deposits         | 572          | 727          | 874           | 1,002         | 1,132         |
| Other current assets           | 953          | 1,186        | 1,186         | 1,186         | 1,186         |
| Cash                           | 3,832        | 3,196        | 4,841         | 5,075         | 5,410         |
| <b>Current assets</b>          | <b>7,882</b> | <b>8,060</b> | <b>10,259</b> | <b>11,095</b> | <b>12,014</b> |
| AP                             | 1,028        | 879          | 1,066         | 1,217         | 1,375         |
| Tax                            | 66           | 54           | 371           | 414           | 474           |
| Accruals & other payables      | 565          | 861          | 1,035         | 1,187         | 1,340         |
| Bank loans & leases            | 831          | 1,483        | 1,483         | 1,483         | 1,483         |
| CB & othe debts                | 0            | 0            | 0             | 0             | 0             |
| Other current liabilities      | 0            | 1            | 1             | 1             | 1             |
| <b>Current liabilities</b>     | <b>2,489</b> | <b>3,278</b> | <b>3,956</b>  | <b>4,302</b>  | <b>4,672</b>  |
| Bank loans & leases            | 1,019        | 461          | 461           | 461           | 461           |
| CB & othe debts                | 0            | 0            | 0             | 0             | 0             |
| Deferred tax & others          | 97           | 129          | 129           | 129           | 129           |
| MI                             | 108          | 5            | 17            | 31            | 48            |
| <b>Non-current liabilities</b> | <b>1,224</b> | <b>595</b>   | <b>606</b>    | <b>621</b>    | <b>638</b>    |
| <b>Total net assets</b>        | <b>5,221</b> | <b>5,326</b> | <b>6,855</b>  | <b>7,304</b>  | <b>7,816</b>  |
| <b>Shareholder's equity</b>    | <b>5,221</b> | <b>5,326</b> | <b>6,855</b>  | <b>7,304</b>  | <b>7,816</b>  |
| Share capital                  | 20           | 20           | 20            | 20            | 20            |
| Reserves                       | 5,201        | 5,306        | 6,835         | 7,284         | 7,796         |
| <b>BVPS (HK\$)</b>             | <b>2.94</b>  | <b>2.97</b>  | <b>3.30</b>   | <b>3.52</b>   | <b>3.76</b>   |
| Total debts                    | 1,850        | 1,944        | 1,944         | 1,944         | 1,944         |
| Net cash/(debts)               | 2,934        | 2,438        | 4,083         | 4,316         | 4,652         |

### Exhibit 3: Peer Group Comparison

| Company              | Ticker    | Price     | Mkt cap<br>(US\$m) | 3-mth avg<br>t/o (US\$m) | PER         |            |            | EPS         |             |                 | 3-Yr EPS<br>Cagr (%) | Div yld     |            | P/B         |            | EV/            |                  | Net gearing | Gross<br>margin Hist (%) | Net<br>margin Hist (%) | ROE<br>Hist (%) | ROE<br>FY1 (%) | Sh px<br>1-mth % | Sh px<br>3-mth % |
|----------------------|-----------|-----------|--------------------|--------------------------|-------------|------------|------------|-------------|-------------|-----------------|----------------------|-------------|------------|-------------|------------|----------------|------------------|-------------|--------------------------|------------------------|-----------------|----------------|------------------|------------------|
|                      |           |           |                    |                          | Hist<br>(x) | FY1<br>(x) | FY2<br>(x) | FY1<br>YoY% | FY2<br>YoY% | FY2<br>Cagr (%) |                      | Hist<br>(%) | FY1<br>(%) | Hist<br>(x) | FY1<br>(x) | Ebitda<br>Hist | Ebitda<br>Cur Yr |             |                          |                        |                 |                |                  |                  |
| Xtep Intl            | 1368 HK   | 5.17      | 1,478              | 7.3                      | 14.0        | 12.7       | 10.9       | 10.1        | 17.2        | 16.4            | 0.8                  | 3.9         | 4.7        | 1.7         | 1.6        | 8.1            | 6.4              | Net cash    | 44.3                     | 10.3                   | 12.4            | 14.0           | (1.1)            | 10.5             |
| HSI                  |           | 30,077.15 |                    |                          | 11.8        | 11.6       | 10.7       | 1.1         | 8.3         | 6.2             | 1.89                 | 3.3         | 3.5        | 1.40        | 1.28       |                |                  |             |                          |                        | 11.9            | 11.0           | 3.9              | 17.4             |
| HSCEI                |           | 11,793.65 |                    |                          | 9.7         | 9.0        | 8.3        | 8.4         | 8.4         | 8.4             | 1.07                 | 3.5         | 3.8        | 1.21        | 1.07       |                |                  |             |                          |                        | 12.4            | 11.9           | 1.8              | 17.6             |
| CSI300               |           | 4,057.23  |                    |                          | 15.4        | 12.8       | 11.4       | 20.2        | 12.5        | 14.6            | 0.9                  | 2.0         | 2.5        | 2.0         | 1.7        |                |                  |             |                          |                        | 12.7            | 13.1           | 6.3              | 33.6             |
| Domestic peers       |           |           |                    |                          |             |            |            |             |             |                 |                      |             |            |             |            |                |                  |             |                          |                        |                 |                |                  |                  |
| Adjusted sector avg* |           |           |                    |                          | 24.5        | 20.5       | 14.9       | 17.0        | 19.9        | 22.2            | 0.8                  | 3.9         | 3.2        | 1.9         | 1.8        | 14.6           | 9.3              | 8.0         | 45.8                     | 8.9                    | 6.8             | 8.5            | 7.2              | 24.6             |
| 361 Degrees          | 1361 HK   | 1.61      | 424                | 0.7                      | 9.4         | 7.4        | 6.4        | 26.5        | 15.1        | 17.4            | 0.4                  | 7.0         | 6.1        | 0.5         | 0.5        | (0.0)          | (0.0)            | 0.0         | 40.6                     | 5.9                    | 5.3             | 6.6            | 5.2              | (4.7)            |
| Anta Sports Prod     | 2020 HK   | 51.00     | 17,447             | 36.1                     | 28.6        | 23.0       | 19.1       | 24.4        | 20.4        | 20.2            | 1.1                  | 2.1         | 1.6        | 7.4         | 6.0        | 18.1           | 14.9             | 0.0         | 52.6                     | 17.0                   | 27.8            | 28.9           | 8.3              | 45.9             |
| Li Ning Co Ltd       | 2331 HK   | 12.64     | 3,531              | 25.7                     | 36.5        | 26.8       | 21.1       | 36.3        | 27.2        | 27.4            | 1.0                  | N/A         | 1.1        | 3.8         | 3.9        | 16.9           | 13.6             | 0.0         | 48.1                     | 6.8                    | 13.1            | 15.7           | 13.9             | 44.6             |
| Pou Sheng Intl       | 3813 HK   | 1.83      | 1,249              | 0.3                      | 15.1        | 14.0       | 11.4       | 7.8         | 23.2        | 16.4            | 0.9                  | 1.1         | 1.8        | 1.2         | 1.1        | 7.7            | 7.2              | 39.8        | 33.5                     | 2.4                    | 8.2             | 8.2            | 13.7             | 22.8             |
| China Dongxiang      | 3818 HK   | 1.14      | 855                | 0.7                      | 17.9        | 8.6        | 8.9        | 107.7       | (2.7)       | 30.2            | 0.3                  | 9.6         | 8.0        | 0.6         | 0.6        | 30.4           | 11.1             | 0.0         | 57.3                     | 18.5                   | 3.3             | 6.3            | (0.9)            | (2.6)            |
| Annil Co Ltd-A       | 002875 CH | 20.63     | 405                | 20.0                     | 32.7        | 26.7       | 22.4       | 22.7        | 19.4        | 21.6            | 1.2                  | 0.7         | N/A        | 3.2         | 2.8        | N/A            | N/A              | N/A         | 55.0                     | 6.9                    | 10.0            | 10.9           | (6.1)            | 39.0             |
| Guirenniao Co-A      | 603555 CH | 7.77      | 727                | 9.8                      | 31.1        | 37.0       | 32.4       | (16.1)      | 14.3        | 6.2             | 5.9                  | 3.2         | 0.5        | 2.2         | 2.2        | 14.3           | N/A              | 74.7        | 33.8                     | 4.9                    | 1.1             | 3.3            | 16.0             | 27.4             |
| International peers  |           |           |                    |                          |             |            |            |             |             |                 |                      |             |            |             |            |                |                  |             |                          |                        |                 |                |                  |                  |
| Adjusted sector avg* |           |           |                    |                          | 47.4        | 31.8       | 26.9       | 46.9        | 18.0        | 24.7            | 1.55                 | 1.5         | 0.7        | 9.39        | 8.79       | 21.4           | 19.3             | 0.0         | 48.9                     | 6.2                    | 22.6            | 25.5           | 7.6              | 17.6             |
| Nike Inc -Cl B       | NKE US    | 85.40     | 134,227            | 550.5                    | 73.2        | 33.2       | 28.2       | 120.6       | 17.7        | 45.0            | 0.7                  | 1.0         | 1.0        | 15.0        | 16.4       | 25.7           | 23.4             | 0.0         | 43.8                     | 5.3                    | 44.6            | 44.2           | 0.7              | 11.3             |
| Under Armour-A       | UAA US    | 21.83     | 9,265              | 103.2                    | N/A         | 66.2       | 46.9       | N/A         | 40.9        | (286.8)         | N/A                  | N/A         | 0.0        | 4.9         | 4.5        | 60.2           | 22.8             | 8.5         | 45.1                     | (0.9)                  | (2.3)           | 6.3            | 1.7              | 15.7             |
| Lululemon Ath        | LULU US   | 169.37    | 22,179             | 362.3                    | 46.7        | 37.1       | 31.5       | 25.8        | 18.0        | 17.4            | 2.1                  | N/A         | 0.0        | 15.3        | 12.7       | 25.7           | 22.2             | 0.0         | 55.2                     | 14.7                   | 31.8            | 36.0           | 18.8             | 24.7             |
| Adidas Ag            | ADS GR    | 226.00    | 50,892             | 133.7                    | 26.8        | 24.0       | 21.3       | 11.6        | 12.8        | 12.3            | 1.9                  | 1.2         | 1.6        | 7.1         | 6.0        | 15.4           | 13.7             | 0.0         | 51.9                     | 7.8                    | 27.4            | 27.4           | 7.2              | 15.9             |
| Puma Se              | PUM GR    | 537.50    | 9,109              | 18.4                     | 42.9        | 33.0       | 26.7       | 29.8        | 23.5        | 23.9            | 1.4                  | 2.3         | 0.8        | 4.7         | 4.3        | 18.7           | 14.7             | 0.0         | 48.4                     | 4.0                    | 11.3            | 13.9           | 9.8              | 20.5             |

\* Outliners and "N/A" entries are in red and excl. from the calculation of averages

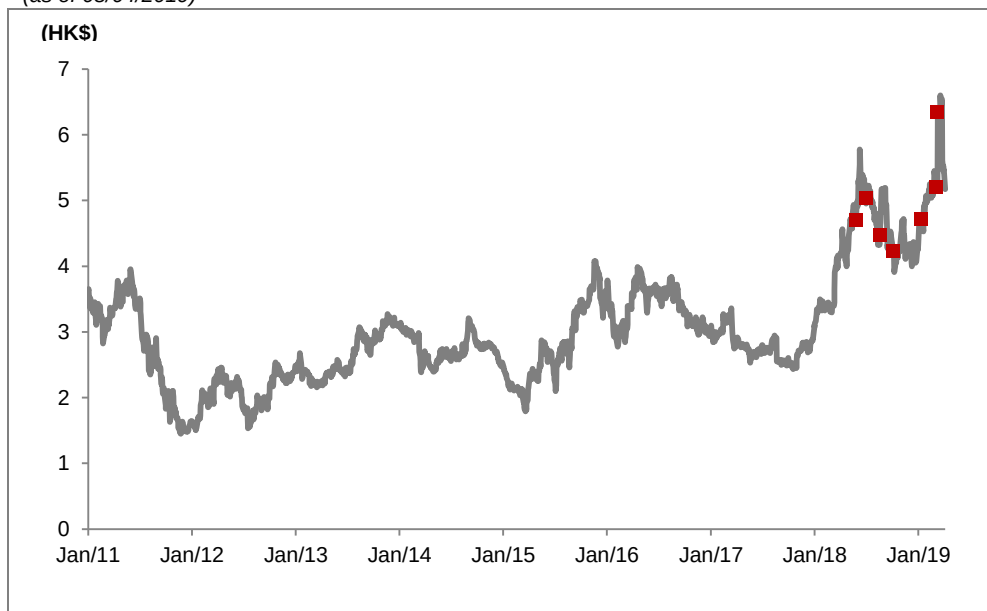
Source: Bloomberg, OP Research

## Our recent reports

| Date       | Company / Sector   | Stock Code | Title                                              | Rating | Analyst              |
|------------|--------------------|------------|----------------------------------------------------|--------|----------------------|
| 04/04/2019 | Regal Intl Airport | 357        | FY18 results up to expectations                    | BUY    | Yuji Fung/Dallas Cai |
| 02/04/2019 | Tianlun Gas        | 1600       | FY18 results up to expectations                    | BUY    | Yuji Fung/Dallas Cai |
| 01/04/2019 | Truly Int'l        | 732        | FY18 earnings miss on GPM and loss from associate  | BUY    | Yuji Fung/Dallas Cai |
| 28/03/2019 | China Youzan       | 8083       | FY18 saw narrower loss than expected               | BUY    | Yuji Fung/Dallas Cai |
| 27/03/2019 | Sinosoft Tech      | 1297       | FY18 results in line                               | BUY    | Yuji Fung/Dallas Cai |
| 26/03/2019 | Q Tech             | 1478       | Downgrade to SELL as margin recovery was priced in | SELL   | Yuji Fung/Dallas Cai |
| 25/03/2019 | Li Ning            | 2331       | FY18 saw sustainable high-quality growth           | HOLD   | Dallas Cai/Megan Jin |
| 22/03/2019 | Chinasoft Intl     | 354        | FY18 results up to expectations                    | BUY    | Yuji Fung/Dallas Cai |
| 21/03/2019 | Sunny Optical      | 2382       | Downgrade on fair value                            | HOLD   | Yuji Fung/Dallas Cai |
| 21/03/2019 | Tongda             | 698        | GPM likely bottom out                              | BUY    | Yuji Fung/Dallas Cai |
| 21/03/2019 | Ju Teng Intl       | 3336       | On secular trend of metal casing adoption          | BUY    | Yuji Fung/Dallas Cai |
| 20/03/2019 | CH Display OPT     | 334        | FY18 revenue beat, earnings in line                | BUY    | Yuji Fung/Dallas Cai |
| 20/03/2019 | Ausnutria Dairy    | 1717       | Margin expansion story continues                   | BUY    | Dallas Cai           |
| 20/03/2019 | TCL Electronics    | 1070       | Promising FY19E ahead                              | BUY    | Yuji Fung/Dallas Cai |
| 18/03/2019 | 361 Degrees Intl   | 1361       | Rebranding strategies to bear fruit in 2020E       | BUY    | Yuji Fung/Dallas Cai |
| 15/03/2019 | Kingdee Intl       | 268        | FY18 results up to expectations                    | HOLD   | Yuji Fung/Dallas Cai |
| 13/03/2019 | Xtep Intl          | 1368       | Growth momentum likely keeps up in FY19E           | BUY    | Dallas Cai/Megan Jin |
| 06/03/2019 | Xtep Intl          | 1368       | JV with Wolverine for multi-brand portfolio        | BUY    | Dallas Cai/Megan Jin |
| 05/03/2019 | CH Display OPT     | 334        | Foldable smartphone play backed by CSOT            | BUY    | Yuji Fung/Dallas Cai |
| 27/02/2019 | Anta Sports        | 2020       | FY18 revenue strong beat, profits in-line          | BUY    | Dallas Cai/Megan Jin |
| 22/02/2019 | Ausnutria Dairy    | 1717       | FY18 profit surprise on margin expansion           | BUY    | Dallas Cai           |
| 20/02/2019 | Q Tech             | 1478       | Jan shipments growth was solid                     | BUY    | Yuji Fung/Dallas Cai |
| 19/02/2019 | Tongda             | 698        | FY18E profit warning                               | BUY    | Yuji Fung/Dallas Cai |
| 18/02/2019 | Sunny Optical      | 2382       | Earnings growth momentum likely resume in 2019     | BUY    | Yuji Fung/Dallas Cai |
| 30/01/2019 | Li Ning            | 2331       | FY18E results preview                              | HOLD   | Dallas Cai           |
| 30/01/2019 | Anta Sports        | 2020       | FY18E results preview                              | BUY    | Dallas Cai           |
| 15/01/2019 | 361 Degrees Intl   | 1361       | FY18E results preview                              | BUY    | Yuji Fung/Dallas Cai |

## Historical recommendations and target price: Xtep (1368 HK)

(as of 08/04/2019)



| Date          | Rating | TP (HK\$) | Close (HK\$) | Date           | Rating | TP (HK\$) | Close (HK\$) |
|---------------|--------|-----------|--------------|----------------|--------|-----------|--------------|
| 1 29 May 2018 | BUY    | 6.40      | 4.94         | 5. 15 Jan 2019 | BUY    | 5.70      | 4.62         |
| 2 25 Jun 2018 | BUY    | 7.30      | 5.30         | 6. 06 Mar 2019 | BUY    | 5.70      | 5.27         |
| 3 22 Aug 2018 | BUY    | 6.60      | 5.07         | 7. 13 Mar 2019 | BUY    | 6.50      | 5.30         |
| 4 09 Oct 2018 | BUY    | 5.70      | 4.23         |                |        |           |              |

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|                           |                                                                                                      |
|---------------------------|------------------------------------------------------------------------------------------------------|
| <b>Buy (B)</b>            | We expect this stock outperform the relevant benchmark greater than 15% over the next 12 months.     |
| <b>Hold (H)</b>           | We expect this stock to perform in line with the relevant benchmark over the next 12 months.         |
| <b>Sell (S)</b>           | We expect this stock to underperform the relevant benchmark greater than 15% over the next 12 month. |
| <b>Relevant Benchmark</b> | Represents the stock closing price as at the date quoted in this report.                             |

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