

**Equity Research
Sportswear / China**
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Company Update**BUY****UNCHANGED****Close price:** HK\$5.30**Target Price:** HK\$6.50 (+23%)**Prior TP:** HK\$5.70**Key Data**

| | |
|-----------------------|-------------------------|
| HKEx code | 1368 HK |
| 12 Months High | (HK\$) |
| 12 Month Low | (HK\$) |
| 3M Avg Dail Vol. | (mn) |
| Issue Share | (mn) |
| Market Cap | (HK\$mn) |
| Fiscal Year | 31/12/2018 |
| Major shareholder (s) | Ding Shuibo (59.98%) |

Source: Company data, Bloomberg, OP Research
 Closing price are as of 12/03/2019

Price Chart**PE****Company Profile**

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

Xtep Intl (1368 HK)**Growth momentum likely keeps up in FY19E**

- Xtep saw FY18 revenue/net earnings up 24.8%/60.9% yoy to RMB6,383mn/RMB657mn respectively.
- We revise up our FY19/20E earnings estimates by 14.1%/13.8% to RMB848mn/RMB988mn as we expect stronger topline growth.
- Reiterate **BUY** on Xtep with TP HK\$6.50 revised up from HK\$5.70 based on same 14x FY19E P/E.

Revenue beat, earnings miss on higher A&P expenses. Xtep announced FY18 results with revenue increased by 24.8% yoy to RMB6,383mn, beating consensus/OP expectations by 3.8%/3.6%, mainly thanks to (1) higher sell-through, more replenishment orders, and restocking demands from distributors after inventory buy-back in prior year. **GPM** edged up 0.4pppts to 44.3% on higher portion of functional products in sales mix. **A&P exp.** ratio swelled to 15.2%, up 2.3pppts from 12.9% in FY17 due to 2.2pppts increase, or RMB141mn in conditional rebates as incentives for distributors to carry out store refurbishment and relocate in shopping malls, which we believe will help align distributors' interests with the brand and improve the retail sell-through. As a result, FY18 core earnings grew by 60.9% yoy to RMB657mn. After adjusting RMB121mn inventory write-off in FY17 and RMB79mn receivables write-back in FY18, core earnings increased 9.1% yoy from RMB529mn to RMB577mn, missing consensus/OP target by ~10%. The Company declared final dividend of HKD9.5cents, implying a full-year **payout** ratio of 60%, same with FY17.

Revise up FY19/20E earnings estimates by 14.1%/13.8% to RMB848mn /RMB988mn. We revise up our FY19E/20E revenue by 12.3%/13.1% to RMB7,672mn/RMB8,794mn on better than expected offline sales. The company has seen similar retail sales growth as FY18 in the first two months of FY19E and keeps a positive full-year outlook. We also revise up FY19/20E opex by 9.2%/10.4% to RMB2,169mn/RMB2,449mn to factor in additional channel development expense(~2% of revenue). As a result, our FY19/20E diluted EPS is revised up by 14.1%./13.7% to HK\$0.466/HK\$0.543 respectively.

Reiterate BUY as reformed channel bears fruit. We reiterate **BUY** on Xtep with revised up TP of HK\$6.50 from HK\$5.70 based on same 14x FY19E P/E. We believe the company will reap the consolidation positives in tier 3-4 cities as its reform on distribution channel bears fruit.

Risks: (1) Deep discount on e-commerce platform (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 | 847.6 | 988.3 | 1,138.6 |
| Growth (%) | 0.2 | 9.1 | 46.8 | 16.6 | 15.2 |
| Diluted EPS (HK\$) | 0.230 | 0.369 | 0.466 | 0.543 | 0.625 |
| EPS growth (%) | (22.6) | 60.6 | 26.2 | 16.6 | 15.2 |
| Change to previous EPS (%) | | | 14.1 | 13.7 | |
| Consensus EPS (HK\$) | | | 0.356 | 0.416 | |
| ROE (%) | 8.0 | 12.4 | 15.3 | 16.6 | 17.7 |
| P/E (x) | 23.1 | 14.4 | 11.4 | 9.8 | 8.5 |
| P/B (x) | 1.8 | 1.8 | 1.7 | 1.5 | 1.4 |
| Yield (%) | 2.6 | 3.8 | 5.3 | 6.1 | 7.1 |
| DPS (HK\$) | 0.140 | 0.200 | 0.279 | 0.326 | 0.375 |

Source: Bloomberg, OP Research

Exhibit 2: Earnings Revision

| (RMB mn) | FY19E | | | FY20E | | | OP Comments |
|--------------------|---------|---------|-------|---------|---------|-------|--|
| | New | Old | % Chg | New | Old | % Chg | |
| Revenue | 7,672 | 6,831 | 12.3 | 8,794 | 7,778 | 13.1 | On better than expected offline sales performance. |
| Gross profit | 3,361 | 2,979 | 12.8 | 3,869 | 3,391 | 14.1 | |
| Gross margin | 43.8% | 43.6% | 0.5 | 44.0% | 43.6% | 0.9 | |
| Opex | (2,169) | (1,986) | 9.2 | (2,449) | (2,217) | 10.4 | On higher expenses for distribution channel investment |
| EBIT | 1,299 | 1,144 | 13.5 | 1,527 | 1,326 | 15.2 | |
| Net Profit | 848 | 743 | 14.1 | 988 | 869 | 13.8 | |
| Diluted EPS (HK\$) | 0.466 | 0.408 | 14.1 | 0.543 | 0.477 | 13.7 | |

Source: OP Research

Exhibit 3: 1H18 results review

| (RMB mn) | 1H17 | 2H17 | 1H18 | 2H18A | 2H18E | Act/Est (%) | FY17 | FY18 | yoY% |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|
| Revenue | 2,311 | 4,072 | 2,729 | 3,654 | 3,435 | 6.4% | 5,113 | 6,383 | 24.8% |
| COGS | (1,295) | (1,574) | (1,536) | (2,019) | (1,941) | 4.0% | (2,869) | (3,555) | 23.9% |
| Gross profit | 1,016 | 1,229 | 1,193 | 1,635 | 1,494 | 9.4% | 2,244 | 2,828 | 26.0% |
| Other income & gains | 96 | 63 | 143 | 53 | 9 | 490.0% | 158 | 196 | 23.6% |
| Selling exp | (385) | (526) | (480) | (877) | (569) | 54.1% | (911) | (1,357) | 48.9% |
| Admin exp excl R&D | (183) | (441) | (194) | (263) | (407) | -35.4% | (623) | (456) | -26.8% |
| R&D | (64) | (79) | (70) | (96) | (84) | 14.1% | (143) | (166) | 15.7% |
| Operating profit (EBIT) | 479 | 245 | 592 | 452 | 444 | 2.0% | 725 | 1,044 | 44.1% |
| Provisions or other items | 0 | 0 | 0 | 0 | 0 | n.a. | 0 | 0 | n.a. |
| Interest income | 23 | 29 | 28 | 45 | 27 | 63.9% | 52 | 72 | 40.0% |
| Finance costs | (35.2) | (70.3) | (69.2) | (71.3) | (47) | 51.0% | (106) | (141) | 33.2% |
| Profit after financing costs | 467 | 204 | 551 | 426 | 423 | 0.5% | 671 | 976 | 45.5% |
| Associated cos | 0 | 0 | 0 | 0 | 0 | n.a. | 0 | 0 | n.a. |
| Jointly controlled cos | 0 | 0 | 0 | 0 | 0 | n.a. | 0 | 0 | n.a. |
| Pre-tax profit | 467 | 204 | 551 | 426 | 423 | 0.5% | 671 | 976 | 45.5% |
| Tax | (131) | (93) | (175) | (131) | (98) | 34.2% | (224) | (306) | 36.5% |
| Minority interests | (25) | (12.81) | (0) | (12.98) | (35) | -62.5% | (38) | (13) | -64.8% |
| Profit from discontinued operations | 0.00 | 0.00 | 0.00 | 0.00 | 0 | n.a. | 0 | 0 | n.a. |
| Net profit | 310 | 98 | 375 | 281 | 291 | -3.4% | 408 | 657 | 60.9% |
| Adjusted net profit | | | 352 | 225 | 291 | -22.7% | 529 | 577 | 9.1% |
| HoH% | | | | | | | | | |
| Revenue | -19% | 76% | -33% | 34% | 26% | n.a. | n.a. | n.a. | n.a. |
| Gross profit | -18% | 21% | -3% | 37% | 25% | n.a. | n.a. | n.a. | n.a. |
| Net profit | 110% | -68% | 283% | -25% | -22% | n.a. | n.a. | n.a. | n.a. |
| YoY% | | | | | | | | | |
| Revenue | -9% | 42% | 18% | -10% | -11% | n.a. | -5.2% | 24.8% | n.a. |
| Gross profit | -8% | 0% | 17% | 33% | 22% | n.a. | -3.7% | 26.0% | n.a. |
| Net profit | -18% | -34% | 21% | 188% | 198% | n.a. | -22.7% | 60.9% | n.a. |
| Key ratios | | | | | | | | | |
| (in ppts) | | | | | | | | | |
| GPM | 43.9% | 30.2% | 43.7% | 44.7% | 43.5% | 1.24 | 43.9% | 44.3% | 0.42 |
| Selling exp | 16.7% | 12.9% | 17.6% | 24.0% | 16.6% | 7.44 | 17.8% | 21.3% | 3.44 |
| Admin exp | 7.9% | 10.8% | 7.1% | 7.2% | 11.8% | (4.65) | 12.2% | 7.2% | (5.04) |
| EIT | 28.1% | 45.7% | 31.8% | 30.8% | 23.1% | 7.75 | 33.5% | 31.4% | (2.08) |
| Net margin | 13.4% | 2.4% | 13.7% | 7.7% | 8.5% | (0.78) | 8.0% | 10.3% | 2.30 |

Source: OP Research

Exhibit 4: Peer Group Comparison

| Company | Ticker | Price | Mkt cap (US\$m) | 3-mth avg t/o (US\$m) | PER | | | PER | | | Div yld | | | P/B | | | EV/ | | | Gross | | | Net | | | ROE | | |
|-----------------------------|-----------|-----------|--------------------|--------------------------|------|------|------|--------|-------|---------|---------|----------|-----|------|------|------|------|----------|----------|-------------|----------|------|--------|--------|------|-------|-------|--|
| | | | | | Hist | FY1 | FY2 | EPS | FY1 | EPS | FY2 | 3-Yr EPS | PEG | Hist | FY1 | Hist | FY1 | Ebitda | Ebitda | Net gearing | margin | Hist | margin | Hist | FY1 | 1-mth | 3-mth | |
| | | | | | (x) | (x) | (x) | YoY% | YoY% | | | (x) | (%) | (%) | (x) | (x) | (x) | Cur Yr | Hist (%) | (%) | Hist (%) | (%) | (%) | (%) | (%) | (%) | (%) | |
| Xtep Intl | 1368 HK | 5.30 | 1,520 | 1.6 | 14.4 | 11.4 | 9.8 | 26.2 | 16.6 | 16.3 | 0.7 | 3.8 | 5.3 | 1.8 | 1.7 | 8.4 | 6.5 | Net cash | 44.3 | 10.3 | 12.4 | 15.3 | 4.5 | 33.0 | | | | |
| HSI | | 28,929.43 | | | 11.1 | 11.2 | 10.2 | (0.4) | 9.1 | 4.3 | 2.57 | 3.5 | 3.7 | 1.37 | 1.23 | | | | | | | | 12.3 | 11.0 | 2.7 | 10.5 | | |
| HSCEI | | 11,469.61 | | | 9.3 | 8.7 | 7.9 | 7.1 | 9.5 | 4.9 | 1.79 | 3.6 | 3.9 | 1.19 | 1.04 | | | | | | | | 12.8 | 12.0 | 3.8 | 10.1 | | |
| CSI300 | | 3,755.35 | | | 14.2 | 11.9 | 10.5 | 19.2 | 13.3 | | | 2.1 | 2.7 | 1.8 | 1.6 | | | | | | | | 12.8 | 13.1 | 12.8 | 18.4 | | |
| Domestic peers | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Adjusted sector avg* | | | | | 26.0 | 21.7 | 18.2 | 13.0 | 20.8 | 18.4 | 1.1 | 4.1 | 3.1 | 1.9 | 2.3 | 17.0 | 9.9 | 5.6 | 46.1 | 9.1 | 6.7 | 7.7 | 10.2 | 16.1 | | | | |
| 361 Degrees | 1361 HK | 1.52 | 400 | 0.7 | 5.9 | 6.0 | 5.3 | (2.3) | 13.9 | 4.5 | 1.3 | 7.4 | 6.0 | 0.4 | 0.5 | 0.3 | 0.3 | 0.0 | 41.8 | 8.9 | 8.1 | 6.8 | (10.6) | (17.8) | | | | |
| Anta Sports Prod | 2020 HK | 48.35 | 16,538 | 31.1 | 27.1 | 21.8 | 18.1 | 24.2 | 20.2 | 20.3 | 1.1 | 2.2 | 1.7 | 7.0 | 5.7 | 17.1 | 14.0 | 0.0 | 52.6 | 17.0 | 27.8 | 28.9 | 17.2 | 35.6 | | | | |
| Li Ning Co Ltd | 2331 HK | 11.72 | 3,273 | 14.5 | 46.7 | 34.0 | 25.8 | 37.4 | 31.9 | 30.2 | 1.1 | N/A | 0.6 | 4.0 | 4.2 | 23.4 | 17.0 | 0.0 | 47.1 | 5.8 | 11.7 | 13.2 | 14.9 | 40.5 | | | | |
| Pou Sheng Intl | 3813 HK | 1.61 | 1,099 | 0.3 | 18.2 | 15.3 | 12.2 | 18.9 | 25.6 | 21.9 | 0.7 | 1.2 | 1.7 | 1.1 | 1.1 | 7.9 | 7.0 | 33.7 | 35.0 | 2.1 | 6.2 | 7.0 | 5.2 | 6.6 | | | | |
| China Dongxiang | 3818 HK | 1.16 | 870 | 0.7 | 18.2 | 8.8 | 9.0 | 107.7 | (2.7) | 30.2 | 0.3 | 9.4 | 7.9 | 0.6 | 0.6 | 31.0 | 11.3 | 0.0 | 57.3 | 18.5 | 3.3 | 6.3 | (0.9) | (4.9) | | | | |
| Annil Co Ltd-A | 002875 CH | 21.80 | 429 | 17.8 | 36.8 | 31.7 | 26.7 | 16.0 | 18.9 | 15.4 | 2.1 | 0.7 | N/A | 3.4 | N/A | 26.0 | N/A | 0.0 | 55.1 | 6.7 | 10.0 | 9.8 | 15.3 | 43.0 | | | | |
| Guirenniao Co-A | 603555 CH | 7.23 | 677 | 6.5 | 28.9 | 34.4 | 30.1 | (16.1) | 14.3 | 6.2 | 5.5 | 3.5 | 0.6 | 2.1 | 2.0 | 13.6 | N/A | 74.7 | 33.8 | 4.9 | 1.1 | 3.3 | 30.0 | 9.5 | | | | |
| International peers | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Adjusted sector avg* | | | | | 57.3 | 31.7 | 30.9 | 77.9 | 18.2 | 34.0 | 0.98 | 1.6 | 0.7 | 9.01 | 8.72 | 23.0 | 19.2 | 0.0 | 48.1 | 4.7 | 16.4 | 25.1 | 0.6 | 12.4 | | | | |
| Nike Inc -Cl B | NKE US | 85.82 | 135,063 | 550.6 | 73.6 | 32.3 | 27.3 | 128.0 | 18.4 | 46.4 | 0.7 | 1.0 | 1.0 | 15.5 | 16.8 | 25.9 | 22.8 | 0.0 | 43.8 | 5.3 | 21.0 | 46.4 | 1.3 | 15.5 | | | | |
| Under Armour-A | UAA US | 22.03 | 9,316 | 118.0 | N/A | 66.8 | 47.4 | N/A | 40.9 | (286.7) | N/A | N/A | 0.0 | 4.9 | 4.5 | 60.5 | 22.9 | 8.5 | 45.1 | (0.9) | (2.3) | 6.2 | (0.8) | 11.2 | | | | |
| Lululemon Ath | LULU US | 145.29 | 19,028 | 314.2 | 76.5 | 38.4 | 33.0 | 98.9 | 16.5 | 39.5 | 1.0 | N/A | 0.0 | 13.7 | 11.8 | 32.5 | 22.2 | 0.0 | 52.8 | 9.8 | 27.2 | 33.5 | (7.6) | 18.5 | | | | |
| Adidas Ag | ADS GR | 214.40 | 48,413 | 128.9 | 39.6 | 25.6 | 22.4 | 54.5 | 14.2 | 26.1 | 1.0 | 1.2 | 1.5 | 6.6 | 6.4 | 16.4 | 14.6 | 0.0 | 50.4 | 5.2 | 24.7 | 25.5 | 6.5 | 7.8 | | | | |
| Puma Se | PUM GR | 496.00 | 8,429 | 19.3 | 39.6 | 30.4 | 24.6 | 30.0 | 23.6 | 23.8 | 1.3 | 2.5 | 0.9 | 4.4 | 4.1 | 17.2 | 13.7 | 0.0 | 48.4 | 4.0 | 11.3 | 14.0 | 3.4 | 9.3 | | | | |

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

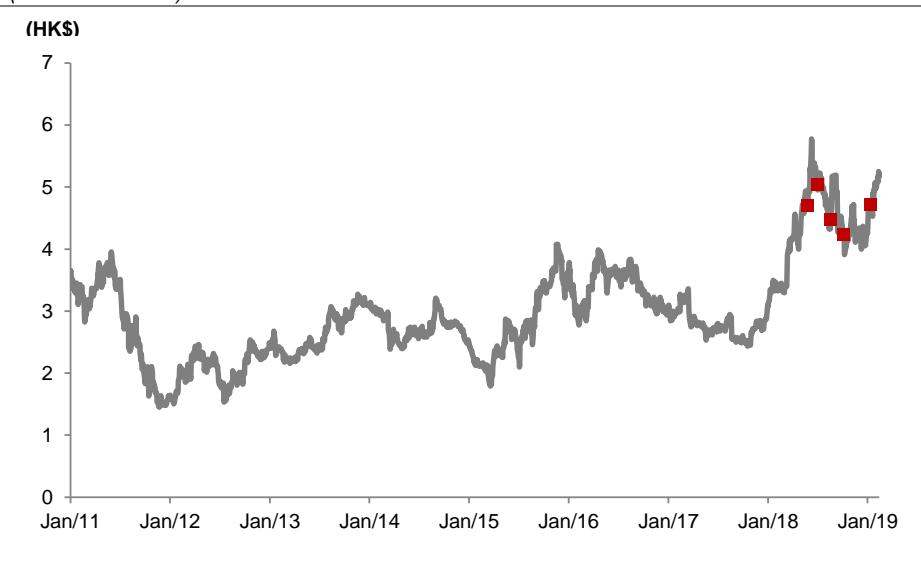
Source: Bloomberg, OP Research

Our recent reports

| Date | Company / Sector | Stock Code | Title | Rating | Analyst |
|------------|------------------|------------|--|--------|----------------------|
| 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 |
| 15/01/2019 | Xtep Intl | 1368 | FY18E results preview | BUY | Dallas Cai |
| 14/01/2019 | Sinosoft Tech | 1297 | FY18E results preview | BUY | Yuji Fung/Dallas Cai |
| 11/01/2019 | Sunny Optical | 2382 | FY18E results preview | BUY | Yuji Fung/Dallas Cai |
| 11/01/2019 | Q Tech | 1478 | FY18E results preview | BUY | Yuji Fung/Dallas Cai |
| 11/01/2019 | Tian Lun Gas | 1600 | FY18E results preview | BUY | Yuji Fung/Dallas Cai |
| 08/01/2019 | Chinasoft Intl | 354 | FY18E results preview | BUY | Yuji Fung/Dallas Cai |
| 20/12/2018 | Tian Lun Gas | 1600 | A different coal-to-gas tale from Henan | BUY | Yuji Fung/Dallas Cai |
| 11/12/2018 | Sunny Optical | 2382 | November saw resilient shipments | BUY | Yuji Fung/Dallas Cai |
| 11/12/2018 | Q Tech | 1478 | November shipments in line with expectations | BUY | Yuji Fung/Dallas Cai |
| 10/12/2018 | Anta Sports | 2020 | Acquisition of Amer comes to a deal | BUY | Dallas Cai |
| 03/12/2018 | China Youzan | 8083 | December foresight bears fruit | BUY | Yuji Fung/Dallas Cai |
| 03/12/2018 | Ju Teng Intl | 3336 | Positive profit alert for FY18E | BUY | Yuji Fung/Dallas Cai |
| 26/11/2018 | Truly Intl | 732 | 3Q18 turnover flat as expected | BUY | Yuji Fung/Dallas Cai |
| 19/11/2018 | Ausnutria Dairy | 1717 | Nurturing by global layout | BUY | Dallas Cai |
| 13/11/2018 | 361 Degrees Intl | 1361 | Introduce new investor to kids' wear business | BUY | Yuji Fung/Dallas Cai |
| 12/11/2018 | Sunny Optical | 2382 | Oct shipments up to expectations | BUY | Yuji Fung/Dallas Cai |
| 12/11/2018 | Q Tech | 1478 | Shipment growth looms on horizon | BUY | Yuji Fung/Dallas Cai |

Historical recommendations and target price: Xtep (1368 HK)

(as of 12/03/2019)



| Date | Rating | TP | Close | Date | Rating | TP | Close |
|---------------|--------|------|-------|----------------|--------|------|-------|
| 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 | | | | |
| 4 09 Oct 2018 | BUY | 5.70 | 4.23 | | | | |

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Rating and Related Definitions

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

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