

Equity Research Sportswear / China

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Company Update

BUY

UNCHANGED

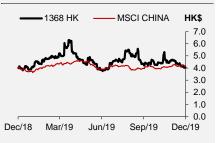
Close price: HK\$4.04
Target Price: HK\$5.90 (+46%)
Prior TP: HK\$6.50

Key Data

HKEx code		1368 HK
12 Months High	(HK\$)	6.74
12 Month Low	(HK\$)	3.81
3M Avg Dail Vol.	(mn)	8.26
Issue Share	(mn)	2,512.45
Market Cap	(HK\$mn)	10,150.28
Fiscal Year		31/12/2018
Major shareholde	er (s)	Ding Shuibo (54.16%)

Source: Company data, Bloomberg, OP Research Closing price are as of 02/12/2019

Price Chart



	1mth	3mth	6mth
Absolute %	-13.3	-3.6	4.5
Dal MCCI CHINA 9/	112	0.5	20

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Company Profile

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

Xtep Intl (1368 HK)

Update on winter sales and new brands

- Winter sales picking up after Sept. We expect ramp-up of Saucony and Merrell in FY20E to be a slight drag on near-term earnings.
- We revised down FY19E/20E adj. net earnings by 2.7%/9.9% to RMB706mn/RMB806mn respectively on lower GPM and higher opex.
- Maintain BUY with TP revised down to HK\$5.90 from HK\$6.50 based on same 16x FY20E P/E.

Winter sales recovering from Sept. Our channel check suggests that 4Q sales is doing better than late 3Q thanks to the combined effects from cold air and T-Mall shopping festival. Looking into 2020E, ramp-up of new brands may bring slight drag on near-term earnings:

Updates for new brands: We expect Xtep to kick off **Saucony/Merrell** store opening in FY20E with a plan of 30-40/20-30 stores respectively through JV with Wolverine, who will supply as a wholesaler for 30% of the products (international designs). The remaining 70% products will be designed and manufactured in China. We expect these two brands to achieve breakeven in FY22E when the scale of each brand hopefully reaches 200-300 stores. **K-Swiss**: We believe K-Swiss has the most similar brand gene to Anta's FILA among all other brands Xtep acquired. The mgmt mentioned in acquisition presentation that they needed a longer time to perform the re-branding and re-positioning process (i.e. 18-24 months). Thus we believe contributions in sales and operating profits should kick in from 2021E at the earliest.

Revise down FY19/20E net earnings by 2.7%/9.9% to RMB706mn/RMB806mn respectively on lower margin and higher opex. Eyeing the upcoming Olympic Games in 2020E, we tune up our A&P expense estimates and revised up total opex by +1.1% for FY20E. We also trim our FY19/FY20 GPM assumptions by 0.4 ppt/0.4ppt to 44.1%/43.6% respectively as we tune up the portion of apparel in the total sales mix. As a result, our FY19/20E diluted EPS is revised down by 2.7%/9.9% to HK\$0.322/HK\$0.367 respectively.

Maintain BUY on attractive valuation. We revise down TP to HK\$5.90 from HK\$6.50 based on same 16x FY20E P/E, at 50% discount to Li-Ning (2331 HK, BUY). Maintain BUY on Xtep given attractive valuation (14x FY20E P/E vs industry average of 17x) and 4.8% yield rate.

Risks: (1) Slower than expected retail growth (2) deflated consumer confidence due to slowing down macro economy, (3) execution risks in overseas expansion and the ramp-up of newly acquired brands.

Exhibit 1: Forecast and	Valuation				
Year to Dec (RMB mn)	FY17	FY18	FY19E	FY20E	FY21E
Revenue	5,113.4	6,383.2	7,722.4	8,845.2	9,885.8
Growth (%)	(5.2)	24.8	21.0	14.5	11.8
Adjusted net profit	529.0	577.3	706.1	806.5	899.5
Growth (%)	0.2	9.1	22.3	14.2	11.5
Diluted EPS (HK\$)	0.298	0.324	0.322	0.367	0.410
EPS growth (%)	0.3	9.0	(8.0)	14.2	11.5
Change to previous EPS (%)			(2.7)	(9.9)	
Consensus EPS (HK\$)			0.345	0.423	
ROE (%)	8.0	12.4	11.1	11.7	12.4
P/E (x)	17.8	16.4	12.6	11.0	9.9
P/B (x)	1.8	1.8	1.3	1.2	1.2
Yield (%)	2.6	3.8	4.8	5.5	6.1
DPS (HK\$)	0.140	0.200	0.193	0.220	0.246

Source: Bloomberg, OP Research



		FY19E		FY20E		OP Comments			
(RMB mn)	New	Old	% Chg	New	Old	% Chg			
Revenue	7,722	7,672	0.7	8,845	8,878	(0.4)			
Gross profit	3,406	3,414	(0.3)	3,857	3,906	(1.3)			
Gross margin	44.1%	44.5%	(0.4)	43.6%	44.0%	(0.4)			
Opex	(2,466)	(2,364)	4.3	(2,631)	(2,602)	1.1	Lift on higher expectation of A&P expenses		
EBIT	1,092	1,217	(10.3)	1,317	1,411	(6.7)			
Core Net Profit	706	725	(2.7)	806	895	(9.9)			
Diluted EPS (HK\$)	0.322	0.330	(2.7)	0.367	0.408	(9.9)			

Source: OP Research

	Online launch	Offline stores opening	Products	P/L estimates
Saucony	2019-Jul: T-Mall	2020E-Apr: 30-40 stores	30% international version:	2020E: RMB20-30mn loss
			(~RMB1,000/pair)	2022E: breakeven
			70% domestic design:	
			25-50% cheaper	
Merrell	2020E-Jan	2020E-3Q: 20-30 stores	RMB500-800/pair	2020E: RMB20-30mn loss
				2022E: breakeven
Palladium	-	2019E: 180 stores (existing)	-	-
		Future: add 100-150 stores		
K-Swiss	-	2021E	Key focus of Xtep, Chairman will	-
		(needs 18-24 mths for	personally direct the progress. LA team	
		rebranding after acquisition)	will move to China.	

Source: Company, OP Research estimates



Financial Summary

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Year to Dec	FY17	FY18	FY19E	FY20E	FY21E	Year to Dec	FY17	FY18	FY19E	FY20E	FY21E
Income Statement (RMB mn)						Ratios					
Footwear	3,258	3,925	4,247	4,688	5,042	Gross margin (%)	43.9	44.3	44.1	43.6	43.6
Apparel	1,759	2,327	3,259	3,892	4,547	Operating margin (%)	14.2	16.4	14.1	14.9	15.4
Accessories	96	131	216	265	297	Net margin (%)	8.0	10.3	8.6	9.1	9.1
Turnover	5,113	6,383	7,722	8,845	9,886	Selling & dist'n exp/Sales (%)	17.8	21.3	21.7	20.8	20.2
YoY%	(5.2)	24.8	21.0	14.5	11.8	Admin exp/Sales (%)	12.2	7.2	6.6	6.7	6.6
COGS	(2,869)	(3,555)	(4,317)	(4,989)	(5,576)	Salaries/Sales (%)	12.1	11.6	11.4	11.5	11.5
Gross profit	2,244	2,828	3,406	3,857	4,310	A&P/Sales (%)	12.9	15.2	16.2	15.5	15.0
Gross margin	43.9%	44.3%	44.1%	43.6%	43.6%	R&D/Sales (%)	2.8	2.6	2.3	2.3	2.3
Other income	158	196	152	92	92	Payout ratio (%)	101.4	59.5	60.0	60.0	60.0
Selling & distribution	(911)	· · /	(1,677)	, ,	· , ,	Effective tax (%)	33.5	31.4	31.0	29.5	29.5
Admin	(623)	(456)	(511)	(588)	(657)	Total debt/equity (%)	35.4	36.5	29.0	27.5	26.1
R&D	(143)	(166)	(178)	(203)	(227)	Net debt/equity (%)			Net cash		Net cash
Other opex	0	0	(100)	0	0	Current ratio (x)	3.2	2.5	2.1	2.1	2.1
Total opex	(1,678)	(1,980)		(2,631)	(2,882)	Quick ratio (x)	2.9	2.2	1.9	1.8	1.8
Operating profit (EBIT)	725	1,044	1,092	1,317	1,520	Inventory T/O (days)	91	86	86	86	86
Operating margin	14.2%	16.4%	14.1%	14.9%	15.4%	AR T/O (days)	129	121	120	117	115
Provisions	0	0	0	0	0	AP T/O (days)	131	90	90	90	90
Interest Income	52	72	62	59	62	Cash conversion cycle (days)	90	117	116	113	111
Finance costs	(106)	(141)	(144)	(144)	(144)	Asset turnover (x)	0.6	0.7	0.8	0.8	0.8
Profit after financing costs	671	976	1,010	1,232	1,438	Financial leverage (x)	1.7	1.7	1.7	1.7	1.7
Associated companies & JVs	0	0	(20)	(50)	(100)	EBIT margin (%)	14.2	16.4	14.1	14.9	15.4
Pre-tax profit	671	976	990	1,182	1,338	Interest burden (x)	0.9	0.9	0.9	0.9	0.9
Tax	(224)	(306)	(313)	(363)	(424)	Tax burden (x)	0.6	0.7	0.7	0.7	0.7
Minority interests	(38)	(13)	(10)	(12)	(14)	Return on equity (%)	8.0	12.4	11.1	11.7	12.4
Profit from discontinued operations	` ó	` ó	` ó	` ó	Ò	ROIC (%)	19.9	26.2	19.0	18.4	20.6
Net profit	408	657	667	806	899	` ,					
YoY%	(23)	61	2	21	12	Year to Dec	FY17	FY18	FY19E	FY20E	FY21E
Adjusted net profit	529	577	706	806	899	Balance Sheet (RMB mn)					
YoY%	0	9	22	14	12	Fixed assets	686	677	698	725	756
Adjusted net margin	10.3%	9.0%	9.1%	9.1%	9.1%	Intangible assets & goodwill	8	8	6	4	3
EBITDA	783	1,126	1,160	1,392	1,603	Associated companies & JVs	0	0	(20)	(70)	(170)
EBITDA margin	15.3%	17.6%	15.0%	15.7%	16.2%	Long-term investments	267	339	2,339	2,339	2,339
EPS (RMB)	0.184	0.295	0.264	0.319	0.356	Other non-current assets	92	114	114	114	114
YoY%	0	9	(1)	14	12	Non-current assets	1,052	1,139	3,138	3,113	3,042
DPS (HK\$)	0.140	0.200	0.193	0.220	0.246	non carroni accosts	.,002	.,	0,100	0,110	0,0.2
Σ. Θ (ψ)	0	0.200	000	0.220	0.2.0	Inventories	718	836	836	1,015	1,173
Year to Dec	FY17	FY18	FY19E	FY20E	FY21E	AR	1,807	2,115	2,539	2,835	3,115
Cash Flow (RMB mn)						Prepayments & deposits	572	727	880	1,008	1,127
EBITDA	783	1,126	1,160	1,392	1,603	Other current assets	953	1,186	1,186	1,186	1,186
Chg in working cap	(119)	(513)	(207)	(286)	(270)	Cash	3,832	3,196	2,642	2,791	3,051
Others	205	(94)	0	0	0	Current assets	7,882	8,060	8.082	8,835	9,651
Operating cash	868	518	953	1,106	1,333	Ourient assets	7,002	0,000	0,002	0,000	3,031
Interest received	(51)	(55)	62	59	62	AP	1,028	879	1,067	1,233	1,378
Tax	(259)	(309)	(54)	(313)	(363)	Tax	66	54	313	363	424
	558	154	960	852	1,031	Accruals & other payables	565	861	1,042	1,194	1,334
Net cash from operations	556	134	900	032	1,031	Bank loans & leases	831	1,483	1,483	1,194	1,483
Capex	(123)	(72)	(88)	(100)	(112)	CB & othe debts	0.51	0	0	0	0,403
Investments	(75)	` '	(2,000)	(100)	(112)	Other current liabilities	0	1	1	1	1
	` '	` '		_	-	Current liabilities					
Change in short-term bank deposits	447	(234)	0	0	0	Current liabilities	2,489	3,278	3,905	4,274	4,620
Sales of assets	63	83	0	0	0	Dank laana 9 laasaa	4 040	404	404	404	404
Interests received	(27)	0	0	0	0	Bank loans & leases	1,019	461	461	461	461
Others	(37)	24	0	0	0	CB & othe debts	0	0	0	0	0
Investing cash	275		(2,088)	(100)	(112)	Deferred tax & others	97	129	129	129	129
FCF	833		(1,127)	752	919	MI	108	5	14	26	40
Issue of shares	7	59	1,178	0	0	Non-current liabilities	1,224	595	604	616	630
Buy-back	0	(89)	0	0	0	Total not apport	F 004	F 000	0 744	7 050	7 440
Minority interests	(074)	(4)	(404)	(450)	(5.4.5)	Total net assets	5,221	5,326	6,711	7,059	7,443
Dividends paid	(271)	(459)	(461)	(458)	(515)	Chanabalded 2	F 004	F 000	0 744	7 050	7 446
Net change in bank loans	421	(10)	0	0	0	Shareholder's equity	5,221	5,326		7,059	7,443
Others	(3)	(7)	(144)	(144)	(144)	Share capital	20	20	20	20	20
Financing cash	154	(511)	573	(602)	(659)	Reserves	5,201	5,306		7,039	7,424
Net change in cash	987	(637)	(554)	150	260	BVPS (HK\$)	2.94	2.97	3.09	3.25	3.42
Exchange rate or other Adj	(1)	1	0	0	0						
Opening cash	2,847	3,832	3,196	2,642	2,791	Total debts	1,850	1,944	1,944	1,944	1,944
Closing cash	3,832	3,196	2,642	2,791	3,051	Net cash/(debts)	2,934	2,438	1,884	2,033	2,293
CFPS (HK\$)	0.314	0.087	0.438	0.388	0.470						
Source: Company OP Research											

Source: Company, OP Research



					PER	PER	PER					Div yld I	Div yld	P/B		EV/	EV/		Gross	Net	ROE	ROE	Sh px	Sh px
			Mkt cap	3-mth avg	Hist	FY1	FY2	EPS FY1 E	EPS FY2	3-Yr EPS	PEG	Hist	FY1	Hist	P/B	Ebitda	Ebitda	Net gearing	margin	margin	Hist	FY1	1-mth	3-mth
Company	Ticker	Price	(US\$m)	t/o (US\$m)	(x)	(x)	(x)	YoY%	YoY%	Cagr (%)	(x)	(%)	(%)	(x) I	FY1 (x)	Hist	Cur Yr	Hist (%)	Hist (%)	Hist (%)	(%)	(%)	%	%
Xtep Intl	1368 HK	4.04	1,297	4.7	12.5	12.6	11.0	(8.0)	14.2	16.1	8.0	5.0	4.8	1.4	1.3	5.9	7.1	Net cash	44.3	10.3	12.4	11.1	(13.3)	(8.0)
HSI	2	26,444.72			11.2	10.5	10.0	6.8	5.3	6.6	1.58	3.8	3.9	1.23	1.14						11.0	10.9	(1.6)	2.5
HSCEI	1	10,363.91			8.7	8.1	7.7	6.6	5.8	7.1	1.15	3.7	4.0	1.19	1.05						13.7	12.9	(2.3)	3.1
CSI300		3,836.06			13.4	12.5	11.0	7.3	14.0	11.1	1.1	2.2	2.5	1.7	1.7						13.0	13.2	(2.9)	(0.3)
Domestic peers																								
Adjusted sector avo	*				34.6	20.4	16.9	44.2	24.6	28.9	0.9	1.3	4.7	2.4	3.3	13.5	11.9	6.6	43.1	7.8	12.5	10.8	(6.5)	4.3
361 Degrees	1361 HK	1.43	378	0.5	8.7	5.8	5.2	49.7	12.3	24.0	0.2	6.5	7.5	0.4	0.4	(0.4)	(0.3)	0.0	40.6	5.9	5.5	7.8	(8.3)	(4.0)
Anta Sports Prod	2020 HK	73.85	25,487	48.5	43.5	31.4	24.9	38.3	26.2	28.1	1.1	8.0	1.1	10.0	9.0	30.0	21.8	0.0	52.6	17.0	28.6	31.3	(2.8)	14.1
Li Ning Co Ltd	2331 HK	25.60	7,572	36.2	77.7	39.6	32.5	96.1	22.0	45.6	0.9	0.4	0.8	8.1	7.9	41.6	26.6	0.0	48.1	6.8	20.9	21.4	(3.8)	5.6
Pou Sheng Intl	3813 HK	2.58	1,765	1.2	22.3	15.4	11.6	45.3	32.5	32.6	0.5	1.0	1.2	1.7	1.6	11.8	7.7	39.8	33.5	2.4	9.6	10.3	(12.5)	7.9
China Dongxiang	3818 HK	0.88	662	0.7	N/A	7.2	10.0	N/A	(28.2)	N/A	N/A	3.1	12.6	0.5	0.5	N/A	3.0	0.0	N/A	N/A	3.3	6.4	0.0	6.0
Annil Co Ltd-A	002875 CH	14.62	273	6.4	20.7	22.7	17.4	(8.5)	29.9	14.5	1.6	1.1	N/A	2.2	2.0	17.1	12.3	0.0	55.3	6.9	6.9	7.5	(11.7)	(16.3)
Guirenniao Co-A	603555 CH	4.19	374	4.3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.7	1.9	(18.9)	N/A	146.8	28.7	(24.4)	(46.6)	(8.9)	10.3	(3.9)
International peers																								
Adjusted sector avo	*				46.9	40.6	33.0	25.4	17.3	19.8	1.92	0.9	0.6	10.50	10.27	27.5	21.9	0.0	49.0	7.2	26.5	27.6	2.0	7.4
Nike Inc -Cl B	NKE US	93.49	145,943	576.5	36.7	31.4	27.1	16.7	15.8	16.4	1.9	1.0	1.0	15.9	17.7	27.2	23.7	0.0	44.7	10.3	47.3	48.6	4.8	10.6
Under Armour-A	UAA US	18.89	8,139	89.1	N/A	55.2	39.4	N/A	40.1	(284.2)	N/A	N/A	0.0	4.0	3.9	57.6	21.3	8.5	45.1	(0.9)	5.4	7.3	(10.6)	1.5
Lululemon Ath	LULU US	225.69	29,402	376.3	62.2	47.6	40.0	30.7	19.0	22.3	2.1	N/A	0.0	19.5	16.5	35.6	29.7	0.0	55.2	14.7	37.8	39.0	12.5	22.2
Adidas Ag	ADS GR	286.10	63,159	140.1	33.9	29.2	26.0	16.0	12.4	13.6	2.2	1.2	1.3	7.9	7.8	20.9	16.7	0.0	51.9	7.8	28.2	28.8	2.3	6.1
Puma Se	PUM GR	68.60	11,397	23.6	54.7	39.6	32.5	38.1	22.0	26.9	1.5	0.5	0.7	5.3	5.4	26.1	18.3	0.0	48.4	4.0	14.0	14.1	1.0	(3.7)

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

Source: Bloomberg, OP Research

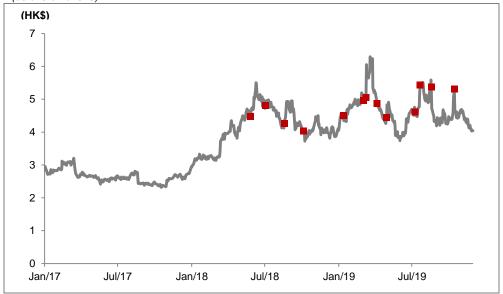


Our recent reports

Date	Company / Sector	Stock Code	Title	Rating	Analyst
28/11/2019	Edvantage Group	382	Advantageous Educator in Greater Bay Area	BUY	Yuji Fung/Dallas Cai
14/11/2019	Ausnutria Dairy	1717	3Q results up to expectations	BUY	Dallas Cai/Megan Jin
14/11/2019	Anta Sports	2020	Dispose 5% of Amer for introduction of experienced investors	BUY	Dallas Cai/Megan Jin
11/11/2019	Sunny Optical	2382	October shipments in line with expectations	BUY	Yuji Fung/Dallas Cai
11/11/2019	Q Tech	1478	Another month of robust growth in October	BUY	Yuji Fung/Dallas Cai
30/10/2019	CH Display OPT	334	More shifting to processing mode in 3Q19	HOLD	Yuji Fung/Dallas Cai
22/10/2019	Li-Ning	2331	3Q19 saw solid retail performance	BUY	Dallas Cai/Megan Jin
21/10/2019	Q Tech	1478	Upgrade on diversified global footprint	BUY	Yuji Fung/Dallas Cai
18/10/2019	Xtep Intl	1368	3Q19 operations in line	BUY	Dallas Cai/Megan Jin
17/10/2019	Anta Sports	2020	3Q19 retail performance up to expectations	BUY	Dallas Cai/Megan Jin
17/10/2019	361 Degrees Intl	1361	3Q19 operations in line with expectations	BUY	Megan Jin
14/10/2019	Sunny Optical	2382	Another month of robust HLS growth	BUY	Yuji Fung/Dallas Cai
11/10/2019	Q Tech	1478	September saw robust shipment growth momentum	BUY	Yuji Fung/Dallas Cai
02/10/2019	China Prop Mgmt	-	Clear vision of promising secular growth	BUY	Dallas Cai/Yuji Fung
11/09/2019	Q Tech	1478	August saw product mix improving on track	BUY	Yuji Fung/Dallas Cai
10/09/2019	Sunny Optical	2382	Upgrade on HLS market share gain	BUY	Yuji Fung/Dallas Cai
05/09/2019	Sinosoft Tech	1297	1H19 saw softened growth	BUY	Yuji Fung/Dallas Cai
05/09/2019	Truly Int'l	732	1H19 saw loss from associate narrowing on track	BUY	Yuji Fung/Dallas Cai
02/09/2019	TCL Electronics	1070	1H19 earnings beat our expectations	BUY	Yuji Fung/Dallas Cai
27/08/2019	Anta Sports	2020	Positive surprise from OPM and Descente breakeven	BUY	Dallas Cai/Megan Jin
23/08/2019	Tian Lun Gas	1600	1H19 saw growth on track	BUY	Yuji Fung/Dallas Cai
23/08/2019	Ju Teng Intl	3336	1H19 results in line with expectations	BUY	Yuji Fung/Dallas Cai
22/08/2019	Xtep Intl	1368	1H19 earnings beat on non-core items	BUY	Dallas Cai/Megan Jin
22/08/2019	Tongda	698	1H19 saw GPM recovery as expected	BUY	Yuji Fung/Dallas Cai
21/08/2019	Chinasoft Intl	354	1H19 results in line with expectations	BUY	Yuji Fung/Dallas Cai
21/08/2019	361 Degrees Intl	1361	1H19 results in line	BUY	Megan Jin
21/08/2019	Edvantage Group	382	Pathway to the World	NR	Yuji Fung

Historical recommendations and target price: Xtep (1368 HK)





Date	•	Rating	TP (HK\$)	Close (HK\$)	Date	Rating	TP (HK\$)	Close (HK\$)
1 09 C	Oct 2018	BUY	5.70	4.23	6. 03 May 2019	BUY	5.70	4.67
2 15	Jan 2019	BUY	5.70	4.62	7. 15 Jul 2019	BUY	5.60	4.74
3 06 N	Mar 2019	BUY	5.70	5.27	8. 24 Jul 2019	BUY	6.40	5.59
4 13 N	Mar 2019	BUY	6.50	5.30	9. 21 Aug 2019	BUY	6.50	5.52
5 09 A	Apr 2019	BUY	5.70	5.11	10. 18 Oct 2019	BUY	6.50	5.31



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