

Equity Research Real Estate/ China

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Company Update

BUY

UNCHANGED

Close price: HK\$5.97

Target Price: HK\$7.50(+25.8%)

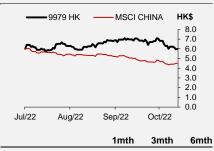
Prior TP: HK\$8.00

Key Data

HKEx code		9979 HK
12 Months High	(HK\$)	7.20
12 Month Low	(HK\$)	3.34
3M Avg Dail Vol.	(mn)	3.02
Issue Share	(mn)	2,010.00
Market Cap	(HK\$mn)	12,120.30
Fiscal Year		12/2021
Major shareholde	r (s)	Greentown China

Source: Company data, Bloomberg, OP Research Closing price are as of 19/10/2022

Price Chart



	IIIIIII	Jillui	Official
Absolute %	-14.3	+0.2	+6.0
Rel. MSCI CHINA %	-3.6	+21.2	+24.7

PΕ



Company Profile

Greentown Management provides a full range of consultation and management services during the property development process. According to China Index Academy, it is the largest project management company in the PRC real estate market in 2019.

Greentown Management (9979 HK)

Impressive new contracts growth in Q3 under severe headwinds

- The estimated project management fee from newly contracted projects in Q3 jumped 58.4% yoy
- More demand from capital owner project management
- Maintain BUY with new TP of HK\$7.50, based on 0.9x PEG or 15.4x PER for FY23E.

Robust growth of new contracts even under severe headwinds. In Q3, the total GFA of the newly contracted projects the under project management business jumped 94.4% yoy to 9.02mn sqm. These new projects are estimated to generate project management fee of RMB2.55bn, up 58.4% yoy. The slightly lower average estimated project management fee per sqm (RMB 283 in Q3, versus RMB307 in 1H22) is believed to be mainly driven by the change in customer mix rather than the price pressure for project management services. The company expects the average fee per sqm in FY22E to be similar to FY21 with an increase in commercial projects in Q4.

More demand for capital owner project management. The growing non-performing assets involving real estate and land have sparked strong demand for property project development and consulting services from financial institutions when they have to realise the value and ensure timely delivery of unfinished houses. The company has been involved in bailout property projects with Ping An and Cofco Trust etc. It is understood new contracts for capital owner project management account for 10% of the overall new contracts.

Little impact from the property market downturn. The increasing demand for project management services from local governments and financial institutions will be the main earnings drivers for Greentown Management, and it would offset slower growth of demand from private developers and enterprises. The impact of weak presales fee collection of the existing commercial projects should be lighter than peers. The company said the services fees associated with contracted sales for commercial projects is less than 20%. Meanwhile, according to Greentown China (3900 HK), the contracted sales for the project management business using the "Greentown" brand for the first 9 months this year declined 11.5% yoy, which is better than peers.

Maintain BUY with new TP of HK\$7.50. Our new target price is based on the 0.9x PEG or 15.4x PER in FY23E. We tune down our EPS forecast by 6.0%/5.9% to HK\$0.406/HK\$0.488 for FY22E/23E solely to reflect the recent RMB depreciation. We feel confident that Greentown Management's earnings to grow 30% yoy in FY22E with the strong order backlogs.

Risks: (1) Weak property sales, (2) Increase market competitions

Exhibit 1: Forecast and V	aluation				
Year to Dec (RMB mn)	FY20	FY21	FY22E	FY23E	FY24E
Revenue	1,813	2,243	2,734	3,599	4,615
Growth (%)	-9	+24	+22	+32	+28
Adj. net profit	469	565	732	892	1,134
Growth (%)	+39	+21	+30	+22	+27
Adj. diluted EPS (HK\$)	0.317	0.352	0.406	0.488	0.621
Adj. EPS growth (%)	+19	+11	+15	+20	+27
Change to previous EPS (%)			-6.0	-5.9	-5.9
Consensus EPS (HK\$)			0.404	0.508	0.611
ROE (%)	17.9	17.5	20.2	22.0	25.4
P/E (x)	20.9	17.0	14.7	12.2	9.6
P/B (x)	3.0	2.9	2.9	2.7	2.4
Yield (%)	3.4	4.1	4.4	5.3	6.8
DPS (HK\$)	0.20	0.24	0.26	0.32	0.40

Source: Bloomberg, OP Research



	•	•	•	•					
Period	Total GF contracted		he newly in mn sqm)	Estimated presented from the feet (in RMI)	•	nagement	Project per sqm	managem	ent fee
	2021	2022	yoy	2021	2022	yoy	2021	2022	yoy
Third quarter	4.64	9.02	+94.4%	1.61	2.55	+58.4%	347	283	-18.5%
First three quarters	16.68	22.25	+33.4%	4.83	6.61	+36.8%	290	297	+2.3%

Source: OP Research, Company

Exhibit 3: Earnings Revision

		FY22E			FY23E		OP Comments
(RMB mn)	New	Old	%Chg	New	Old	%Chg	
Revenue	2,734	2,734	-	3,599	3,599	-	
Gross margin	48.5%	48.5%	-	48.5%	48.5%	-	
Adj. net Profit	732	732	-	892	892	-	
Diluted adj. EPS (HK\$)	0.406	0.432	-6.0	0.488	0.519	-5.9	Due to the recent RMB depreciation

Source: OP Research

Exhibit 4: Peer Group Comparison

								3-Yr									
			Mkt	3-mth				EPS						ROE	ROE	Sh px	Sh px
			сар	avg t/o	PER	PER	PER	Cagr		Div yld	Div yld	P/B	P/B	Hist	FY1	1-mth	3-mth
Company	Ticker	Price	(US\$m)	(US\$m)	Hist (x)	FY1 (x)	FY2 (x)	(%)	PEG(x)	Hist	FY1	Hist (x)	FY1 (x)	(%)	(%)	%	%
Greentown Management	9979 HK	5.97	1,529	2.5	17.0	14.7	12.2	26.1	0.6	4.1	4.4	2.9	2.9	17.5	20.2	-14.3	+0.2
HSI		16,511.28			6.2	9.3	8.1	(5.2)	(1.8)	4.0	-1.77	0.67	0.94	10.8	10.2	-11.1	-20.1
HSCEI		5,597.79			5.4	7.8	7.0	(5.2)	(1.5)	4.2	-1.50	0.61	0.89	11.3	11.4	-11.7	-21.1
CSI300		3,776.53			13.8	12.4	10.6					1.72	1.61	12.5	13.0	-3.9	-11.5
Peers																	
Adjusted sector avg*					6.1	5.3	5.3	6.1	0.4	6.5	8.0	0.9	0.9	25.7	20.3	-5.9	-10.9
Central China Ma	9982 HK	0.68	285	0.2	2.6	3.4	3.5	-6.4	-0.5	14.6	20.0	0.9	0.8	46.3	23.8	-5.6	-22.7
China State Cons	3311 HK	7.45	4,781	5.7	5.5	4.7	4.1	14.8	0.3	6.0	6.4	0.7	0.6	13.9	13.2	-14.4	-14.8
Pultegroup Inc	PHM US	39.63	9,174	92.2	5.3	3.6	4.3	8.9	0.4	1.5	1.5	1.2	1.0	30.4	32.8	-2.6	-11.0
Sekisui House	1928 JT	2,471.50	11,326	47.0	10.9	9.5	9.3	7.1	1.3	4.0	4.1	1.0	1.0	12.3	11.4	-1.2	4.9

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

Source: Bloomberg, OP Research



Financial Summary

Year to Dec	FY20	FY21	FY22E	FY23E	FY24E
Income Statement (RMB m		ГІДІ	FIZZE	FIZSE	F1Z4E
Project - Commercial	1,312	1,478	1,530	1,863	2,082
Project - Government	310	572	1,001	1,503	2,002
Other services	191	194	203	235	282
Turnover	1,813	2,243	2,734	3,599	4,615
YoY%	-9	+24	+22	+32	+28
COGS	-947	-1,203	-1,409	-1,853	-2,376
Gross profit	866	1,041	1,325	1,746	2,240
Gross margin	47.8%	46.4%	48.5%	48.5%	48.5%
Other gain/losses	-21	64	105	50	52
Selling expenses	-48	-93	-99	-125	-143
Admin expenses	-331	-378	-465	-606	-776
Other expenses	-34	-1	0	0	0
Total opex	-413	-472	-564	-731	-919
Operating profit (EBIT)	432	633	866	1,067	1,373
Operating margin	23.8%	28.2%	31.7%	29.6%	29.8%
Interest Income	38	44	29	29	29
Finance costs	-1	-6	-6	-6	-6
Profit after financing costs	469	670	889	1,090	1,396
Associated companies & JVs	56	52	57	60	63
Pre-tax profit	525	722	947	1,151	1,439
Tax	-117	-152	-204	-249	-315
Minority interests	21	-6	-10	-10	-10
Net profit	429	565	732	892	1,134
Net margin	23.6%	25.4%	26.8%	24.8%	24.6%
YoY%	+27	+33	+30	+22	+27
Adj. net profit	469	565	732	892	1,134
Adj. net margin	25.9%	25.2%	26.8%	24.8%	24.6%
YoY%	+39	+21	+30	+22	+27
EBITDA	452	651	887	1,090	1,398
EBITDA margin	24.9%	29.0%	32.4%	30.3%	30.3%
Adj. EPS (HK\$)	0.317	0.352	0.406	0.488	0.621
YoY%	+20	+11	+15	+20	+27
DPS (HK\$)	0.20	0.24	0.26	0.32	0.40

Year to Dec	FY20	FY21	FY22E	FY23E	FY24E
Cash Flow (RMB mn)					
EBITDA	492	664	887	1,090	1,398
Chg in working cap	503	57	545	438	237
Others	-11	-36	0	0	0
Operating cash	985	685	1,431	1,528	1,635
Tax	-81	-119	-204	-249	-315
Net cash from operations	903	566	1,227	1,279	1,320
Capex	-14	-21	-50	-50	-50
Other investment	-1	-86	-400	0	0
Div from assoc	4	43	0	0	0
Interests received	47	98	29	29	29
Others	-129	-531	0	0	0
Investing cash	-92	-497	-421	-21	-21
FCF	764	-29	806	1,259	1,299
Issue of shares	1,184	0	0	0	0
Minority interests	0	0	0	0	0
Dividends paid	-15	-333	-390	-476	-580
Interest paid	-4	-4	-6	-6	-6
Net change in bank loans	3	0	0	0	0
Related parties	-524	0	0	0	0
Others	-158	25	0	0	0
Financing cash	486	-322	-396	-482	-586
Net change in cash	1,297	-253	410	777	713
	-39	-6	0	0	0
	1,139	2,397		2,548	3,325
	2,397			3,325	4,038
CFPS (HK\$)	0.91	-0.16	0.24	0.45	0.42
	1,297 -39 1,139 2,397	-253 -6 2,397 2,138	410 0 2,138	777 0 2,548	713 0 3,325 4,038

Source: Company, OP Research

Year to Dec	FY20	FY21	FY22E	FY23E	FY24E
Ratios					
Gross margin (%) - blended	47.8	46.4	48.5	48.5	48.5
Operating margin (%)	23.8	28.2	31.7	29.6	29.8
Net margin (%)	23.6	25.2	26.8	24.8	24.6
Net adj. margin (%)	25.9	25.2	26.8	24.8	24.6
Selling exp/sales (%)	3.7	4.1	3.6	3.5	3.1
Admin exp/sales (%)	18.2	16.9	17.0	16.8	16.8
R&D exp/Sales (%)	0.0	0.0	0.0	0.0	0.0
Payout ratio (%)	65.4	69.0	65.0	65.0	65.0
Effective tax (%)	22.4	21.0	21.6	21.6	21.6
Total debt/equity (%)	0.6	0.5	0.4	0.4	0.3
Net debt/equity (%)			Net cash		
Current ratio (x)	2.1	2.0	1.8	1.9	1.9
Quick ratio (x)	2.1	2.0	1.8	1.9	1.9
Inventory T/O (days)	0	0	0	0	0
AR T/O (days)	78	122	45	45	45
AP T/O (days)	316	286	275	275	275
Cash conversion cycle (days)	-237	-164	-230	-230	-230
Asset turnover (x)	0.4	0.4	0.5	0.6	0.6
Financial leverage (x)	1.8	1.5	1.5	1.6	1.6
EBIT margin (%)	24.0	28.2	31.7	29.6	29.8
Interest burden (x)	1.2	1.1	1.1	1.1	1.1
Tax burden (x)	0.8	0.8	0.8	0.8	0.8
Return on equity (%)	17.9	17.5	20.2	22.0	25.4
Year to Dec	FY20	FY21	FY22E	FY23E	FY24E
Delenes Chest (DMD mr.)					
Balance Sheet (RMB mn)					
Net PPE	98	102	105	102	98
` ,	98 53	102 47	105 47	102 47	98 47
Net PPE		_		_	
Net PPE Investment property	53	47	47	47	47
Net PPE Investment property Intangible assets	53 0	47 0	47 441	47 441	47 441
Net PPE Investment property Intangible assets Goodwills	53 0 769	47 0 769	47 441 982	47 441 982	47 441 982
Net PPE Investment property Intangible assets Goodwills Deferred tax	53 0 769 17	47 0 769 18	47 441 982 18	47 441 982 18	47 441 982 18
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets	53 0 769 17 489	47 0 769 18 606	47 441 982 18 606	47 441 982 18 368	47 441 982 18 368
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets	53 0 769 17 489 1,427	47 0 769 18 606 1,543	47 441 982 18 606 2,199	47 441 982 18 368 1,958	47 441 982 18 368 1,954
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories	53 0 769 17 489 1,427 0	47 0 769 18 606 1,543 0	47 441 982 18 606 2,199 0	47 441 982 18 368 1,958 0	47 441 982 18 368 1,954
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR	53 0 769 17 489 1,427 0 388	47 0 769 18 606 1,543 0 749	47 441 982 18 606 2,199 0 336	47 441 982 18 368 1,958 0 443	47 441 982 18 368 1,954 0 569
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets	53 0 769 17 489 1,427 0 388 317	47 0 769 18 606 1,543 0 749 482	47 441 982 18 606 2,199 0 336 547	47 441 982 18 368 1,958 0 443 720	47 441 982 18 368 1,954 0 569 923
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets	53 0 769 17 489 1,427 0 388 317 219	47 0 769 18 606 1,543 0 749 482 332	47 441 982 18 606 2,199 0 336 547 328	47 441 982 18 368 1,958 0 443 720 328	47 441 982 18 368 1,954 0 569 923 328
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets Cash	53 0 769 17 489 1,427 0 388 317 219 2,397	47 0 769 18 606 1,543 0 749 482 332 2,138	47 441 982 18 606 2,199 0 336 547 328 2,548	47 441 982 18 368 1,958 0 443 720 328 3,325 4,816	47 441 982 18 368 1,954 0 569 923 328 4,038 5,858
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets Cash Current assets AP	53 0 769 17 489 1,427 0 388 317 219 2,397 3,321	47 0 769 18 606 1,543 0 749 482 332 2,138 3,701 943	47 441 982 18 606 2,199 0 336 547 328 2,548 3,759	47 441 982 18 368 1,958 0 443 720 328 3,325	47 441 982 18 368 1,954 0 569 923 328 4,038
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets Cash Current assets	53 0 769 17 489 1,427 0 388 317 219 2,397 3,321 819	47 0 769 18 606 1,543 0 749 482 332 2,138 3,701	47 441 982 18 606 2,199 0 336 547 328 2,548 3,759	47 441 982 18 368 1,958 0 443 720 328 3,325 4,816 1,396	47 441 982 18 368 1,954 0 569 923 328 4,038 5,858 1,790
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Inventories AR Contract assets Other current assets Cash Current assets AP Contracted liabilities Tax	53 0 769 17 489 1,427 0 388 317 219 2,397 3,321 819 396 197	47 0 769 18 606 1,543 0 749 482 332 2,138 3,701 943 385 265	47 441 982 18 606 2,199 0 336 547 328 2,548 3,759 1,062 463 265	47 441 982 18 368 1,958 0 443 720 328 3,325 4,816 1,396 609 265	47 441 982 18 368 1,954 0 569 923 328 4,038 5,858 1,790 781 265
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets Cash Current assets AP Contracted liabilities Tax Bank loans & leases	53 0 769 17 489 1,427 0 388 317 219 2,397 3,321 819 396 197 0	47 0 769 18 606 1,543 0 749 482 332 2,138 3,701 943 385 265 0	47 441 982 18 606 2,199 0 336 547 328 2,548 3,759 1,062 463 265	47 441 982 18 368 1,958 0 443 720 328 3,325 4,816 1,396 609 265 0	47 441 982 18 368 1,954 0 569 923 328 4,038 5,858 1,790 781 265
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Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets Cash Current assets AP Contracted liabilities Tax Bank loans & leases Leased liabilities Other current liabilities	53 0 769 17 489 1,427 0 388 317 219 2,397 3,321 819 396 197 0 9	47 0 769 18 606 1,543 0 749 482 332 2,138 3,701 943 385 265 0 5 246	47 441 982 18 606 2,199 0 336 547 328 2,548 3,759 1,062 463 265 0 5 246 2,041	47 441 982 18 368 1,958 0 443 720 328 3,325 4,816 1,396 609 265 0 5 246 2,521	47 441 982 18 368 1,954 0 569 923 328 4,038 5,858 1,790 781 265 0 5 246 3,087
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets Cash Current assets AP Contracted liabilities Tax Bank loans & leases Leased liabilities Other current liabilities Current liabilities	53 0 769 17 489 1,427 0 388 317 219 2,397 3,321 819 396 197 0 9 1,619	47 0 769 18 606 1,543 0 749 482 332 2,138 3,701 943 3855 265 0 5 246 1,844	47 441 982 18 606 2,199 0 336 547 328 2,548 3,759 1,062 463 265 0 5 246 2,041 0	47 441 982 18 368 1,958 0 443 720 328 3,325 4,816 1,396 609 265 0 5 246 2,521 0	47 441 982 18 368 1,954 0 569 923 328 4,038 5,858 1,790 781 265 0 5 246 3,087
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets Cash Current assets AP Contracted liabilities Tax Bank loans & leases Leased liabilities Other current liabilities Current liabilities Bank loans Leased liabilities	53 0 769 17 489 1,427 0 388 317 219 2,397 3,321 819 396 197 0 9 1,619 0 9	47 0 769 18 606 1,543 0 749 482 332 2,138 3,701 943 385 265 0 5 246 1,844 0	47 441 982 18 606 2,199 0 336 547 328 2,548 3,759 1,062 463 265 0 5 246 2,041 0 10	47 441 982 18 368 1,958 0 443 720 328 3,325 4,816 1,396 609 265 0 5 246 2,521 0 10	47 441 982 18 368 1,954 0 569 923 328 4,038 5,858 1,790 781 265 0 5 246 3,087
Net PPE Investment property Intangible assets Goodwills Deferred tax Other non-current assets Non-current assets Inventories AR Contract assets Other current assets Cash Current assets AP Contracted liabilities Tax Bank loans & leases Leased liabilities Other current liabilities Current liabilities Bank loans	53 0 769 17 489 1,427 0 388 317 219 2,397 3,321 819 396 197 0 9 1,619	47 0 769 18 606 1,543 0 749 482 332 2,138 3,701 943 3855 265 0 5 246 1,844	47 441 982 18 606 2,199 0 336 547 328 2,548 3,759 1,062 463 265 0 5 246 2,041 0	47 441 982 18 368 1,958 0 443 720 328 3,325 4,816 1,396 609 265 0 5 246 2,521 0	47 441 982 18 368 1,954 0 569 923 328 4,038 5,858 1,790 781 265 0 5 246 3,087

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16

Total net assets

Shareholder's equity

Total Equity

Share capital

BVPS (HK\$)

Reserves

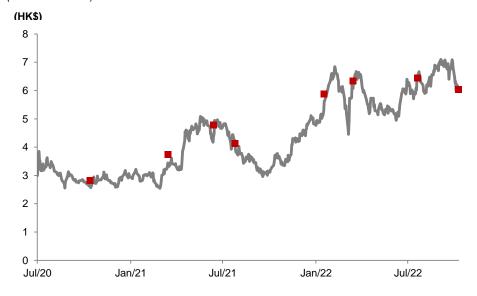


Our recent reports

Date	Company / Sector	Ticker	Title	Rating	Analyst
16/09/2022	EVA Holdings	838	Decent earnings outlook supported by strong order backlogs	BUY	John Siah
02/09/2022	Tian Lun Gas	1600	1H22 results missed, tough near-term outlook	HOLD	John Siah
02/09/2022	HK Tech Venture	1137	1H22 results beats amid better costs management	BUY	John Siah
31/08/2022	AAC Tech	2018	Headwinds likely to persist in 2H22E	HOLD	John Siah
31/08/2022	Truly Int'l	732	1H22 earnings decline as expected, negatives priced in	BUY	John Siah
26/08/2022	361 Degrees	1361	1H22 earnings beats, strong growth in e-commerce and kids' wear	BUY	John Siah
03/08/2022	Xinyi Energy	3868	Flat earnings growth in 1H22, slowing M&A pace due to high prices	BUY	John Siah
01/08/2022	Greentown Mgmt	9979	Impressive growth trajectory in 1H22 despite industry headwinds	BUY	John Siah
20/07/2022	361 Degrees	1361	Retail sales in 2Q2022 remained robust, even under COVID lockdown	BUY	John Siah
11/07/2022	Truly Int'l	732	Automotive display missed in 1H22 on weak car sales	BUY	John Siah
07/07/2022	EVA Holdings	838	Kicking off a new growth cycle	BUY	John Siah
04/05/2022	China Edu Group	839	1H22 results showed strong organic growth of higher schools	BUY	John Siah
29/04/2022	Edvantage Group	382	1H22 earnings remains robust despite higher costs	BUY	John Siah
28/04/2022	New Higher Edu	2001	Mixed 1H22 results amid investments to deliver quality education	BUY	John Siah
08/04/2022	Tian Lun Gas	1600	Strong gas sales offsetting by weak dollar margin, more details for rural solar development	BUY	John Siah
06/06/2022	Truly's Int'l	732	Mixed outlook for FY22E	BUY	John Siah
06/04/2022	HK Tech Venture	1137	Compelling growth story despite weak near-term profit	BUY	John Siah
29/03/2022	361 Degrees	1361	FY21 earnings beat on strong GPM	BUY	John Siah
29/03/2022	AAC Tech	2018	Earnings challenges remain in FY22E	HOLD	John Siah
29/03/2022	Greentown Mgmt	9979	Aligning with new trends in China property market	BUY	John Siah

Historical recommendations and target price: Greentown Management (9979 HK)

(as of 19/10/2022)



Date	Rating	TP	Close		Date	Rating	TP	Close
1 20 Nov 2020	BUY	HK\$4.50	HK\$2.79	6	25 Mar 2022	BUY	HK\$8.00	HK\$6.40
2 25 Mar 2021	BUY	HK\$5.60	HK\$3.74	7	1 Aug 2022	BUY	HK\$8.00	HK\$6.54
3. 23 Jun 2021	BUY	HK\$5.90	HK\$4.77	8	20 Oct 2022	BUY	HK\$7.50	HK\$5.97
4 5 Aug 2021	BUY	HK\$5.90	HK\$4.12					
5 27 Jan 2022	BUY	HK\$8.00	HK\$5.88					



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