

招商银行全资附属机构 A Wholly Owned Subsidiary Of China Merchants Bank

# **CR Beer (291 HK)**

# Sponsorship deal to expand young customer base

Premiumization trend has been on track to achieving 20-30% growth in FY21E. We think the sponsorship deal of Wang Yibo should expand its young customer base. We lift our TP from HK\$73.10 to HK\$81.00, based on 46x FY22E P/E (at high-end of P/E band) as we rolled forward our valuation benchmark. CR Beer's 2.0x FY22E PEG is lower than international peers' 2.6x and Bud APAC's 4.7x. Maintain Buy. 2020 European Cup may boost Heineiken China sales given that Heineiken is an official sponsor. **Catalysts:** better-than-expected revenue and margins. **Risks:** costs pressure, keen competition and food safety issues.

- Sponsorship deal to expand Super X young customer base. Super X officially announced that pop artist Wang Yibo (王一博) became its second spokesperson on 29 May. According to Spokesperson Sub-association of China Advertising Association (中广协代言人分会), the Endorsement Impact Index of Wang Yibo ranked No.1 for three brands (Anta, G-Shock and AUX) in Apr 2021. The Endorsement Contribution Index by Wang Yibo on first two days (29-30 May) beat the average index of all new endorsement in Apr 2021. Because Wang Yibo has good dancing skills, we think he will fit well into Super X's street dance marketing strategy. According to Weibo, Wang Yibo has 38.44mn followers, which is greater than another spokesperson Wang Jiaer's 28.15mn.
- Cooperate with baijiu company. News reported that the major shareholder of Shandong Jingzhijiuye (山东景芝酒业) had pledged 53mn shares to the Company. Both companies will cooperate in brand and channel development. Because of certain overlapping of catering channel for beer and baijiu, we think the cooperation could help the Company further penetrate in Shandong. The Company does not rule out cooperation with more baijiu companies.
- Premiumization trend on track. We think total sales volume in 4M21 has largely recovered to 4M19 level, including 1ppt volume reduction in FY20 due to proactive exit of low-profitability business. Premiumization trend has remained strong. Heineiken China continued to deliver strong double-digit volume growth in 1Q21. Overall, CR Beer's volume growth of sub-premium and above beer has been on track to achieving 20-30% growth in FY21E.
- Cost pressure under control so far. Peers delivered 4-6ppt GPM expansion in 1Q21 and we think the Company could see similar trend. The Company had procured in advance most of barley needed in FY21E. Coupled with efficiency enhancement by closure of four plants and expanded beer sales with returnable bottles in more regions in 2020, we think cost pressure is still under control. Bud APAC had raised prices by low single-digit for Bud and value brands in Apr, this should provide some room for other peers to increase price. If prices of raw materials increase further from current level, the Company might raise price nationwide in mid-2021 or 2H21.

**Earnings Summary** 

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(YE 31 Dec)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue (RMB mn)	33,190	31,448	35,939	38,864	41,580
YoY growth (%)	4	(5)	14	8	7
Net profit (RMB mn)	1,312	2,094	3,754	4,698	5,594
Adj. net profit (RMB mn)	2,838	2,967	4,129	5,048	5,944
Adj. EPS (RMB)	0.875	0.915	1.273	1.556	1.832
YoY growth (%)	12	5	39	22	18
Consensus EPS (RMB)	na	na	1.080	1.392	1.678
Adj. P/E (x)	70.2	67.7	48.4	39.6	33.6
P/B (x)	10.1	9.5	8.5	7.6	6.3
Yield (%)	0.3	0.4	0.8	0.9	1.1
Net cash (RMB mn)	1,897	4,606	7,640	10,875	16,324

Source: Company data, Bloomberg, CMBIS estimates

### **BUY (Maintain)**

Target Price HK\$81.00 (Previous TP HK\$73.10)
Up/Downside +16%
Current Price HK\$69.65

#### **China Beer Sector**

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### Stock Data

Mkt Cap (HK\$ mn)	225,957
	*
Avg 3 mths t/o (HK\$ mn)	545.67
52w High/Low (HK\$)	78.60/ 41.40
Total Issued Shares (mn)	3,244.0

Source: Bloomberg

### **Shareholding Structure**

CR Group	31.24%
Heineken	20.67%
Source: HKEY	

#### **Share Performance**

	Absolute	Relative
1-mth	9.6%	8.1%
3-mth	17.6%	17.0%
6-mth	20.2%	8.7%

Source: Bloomberg

### 12-mth Price Performance



Source: Bloomberg

### **Auditor: Ernst & Young**

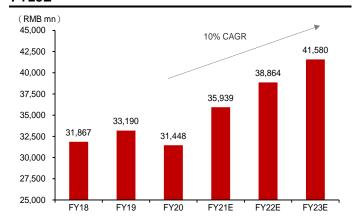
### Related reports

- "CR Beer (291 HK) Premiumization trend accelerated in 4Q20" – 23 Mar 2021
- "China Beer and White Wine Sector – Leaders to benefit from ASPgrowth and sector consolidation; top picks are Moutai and CR Beer" – 9 Nov 2020



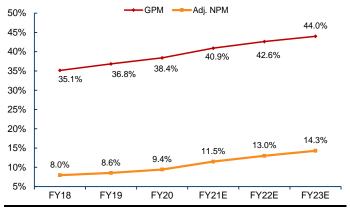
### **Focus Charts**

Figure 1: Revenue to grow at 10% CAGR from FY20 to FY23E



Source: Company data, CMBIS estimates

Figure 3: GPM expansion led by premiumization and capacity efficiency gain



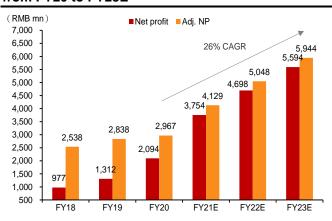
Source: Company data, CMBIS estimates

Figure 5: Wang Yibo became the latest spokesperson of Brave the World Super X



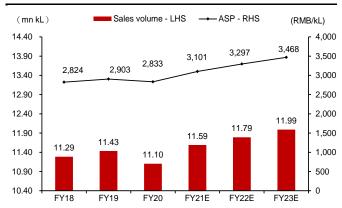
Source: media

Figure 2: Adjusted net profit to grow at 26% CAGR from FY20 to FY23E



Source: Company data, CMBIS estimates

Figure 4: Sales volume and ASP estimates in FY20-22E



Source: Company data, CMBIS estimates

Figure 6: P/E band chart



Source: Company data, Bloomberg, CMBIS estimates



spokespersons strategy, focusing on street dance theme to attract young consumers

Figure 7: Brave the World Super X now adopts double Figure 8: Wang Yibo has 38.44mn fans in Weibo, greater than Wang Jiaer's 28.15mn

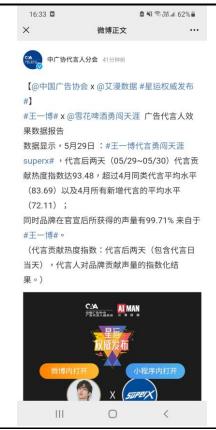


Figure 9: Wang Yibo was the spokesperson of Yanjing Figure 10: Endorsement Contribution Index by Wang U8 before joining Brave the World Super X

Yibo to Brave the World Super X on first two days (29-30 May) beat average index of all new endorsement in Apr 2021



Source: media



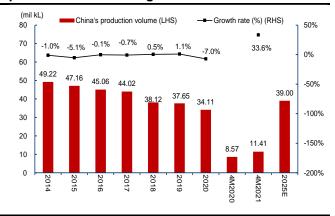
Source: Official Weibo of Spokesperson Sub-association of China Advertising Association



Figure 11: The endorsement impact by Wang Yibo to Anta ranked number 1 in apparel sector in Apr 2021

Figure 12: Above-designated size beer enterprises reported 33.6% volume growth YoY in 4M21





Source: Statistics Bureau Source: media

Figure 13: Heineiken promotion activities for 2020 European Cup and 2021 European Champions League European Champions League

Figure 14: Heineiken promotion activities for 2021





Source: Heineiken China Source: Heineiken China



## **Earnings Revision**

Figure 15: Earnings revision

	New						Diff (%)			
RMB mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	
Revenue	35,939	38,864	41,580	36,197	39,209	42,014	-1%	-1%	-1%	
Gross Profit	14,703	16,566	18,290	14,584	16,373	18,135	1%	1%	1%	
EBIT	5,587	6,675	7,785	5,565	6,646	7,813	0%	0%	0%	
Adj. Net profit	4,129	5,048	5,944	4,113	5,025	5,964	0%	0%	0%	
Gross Margin	40.9%	42.6%	44.0%	40.3%	41.8%	43.2%	+0.6ppt	+0.8ppt	+0.8ppt	
EBIT Margin	15.5%	17.2%	18.7%	15.4%	17.0%	18.6%	+0.1ppt	+0.2ppt	+0.1ppt	
Adj. Net Margin	11.5%	13.0%	14.3%	11.4%	12.8%	14.2%	+0.1ppt	+0.2ppt	+0.1ppt	

Source: CMBIS estimates

Figure 16: CMBIS estimates vs consensus

		CMBIS		(	Consensus		Diff (%)				
RMB mn	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E	FY21E	FY22E	FY23E		
Revenue	35,939	38,864	41,580	35,153	37,844	40,526	2%	3%	3%		
Gross Profit	14,703	16,566	18,290	14,155	15,926	17,741	4%	4%	3%		
EBIT	5,587	6,675	7,785	4,757	6,087	7,234	17%	10%	8%		
Adj. Net profit	4,129	5,048	5,944	3,373	4,450	5,427	22%	13%	10%		
Gross Margin	40.9%	42.6%	44.0%	40.3%	42.1%	43.8%	+0.6ppt	+0.5ppt	+0.2ppt		
EBIT Margin	15.5%	17.2%	18.7%	13.5%	16.1%	17.9%	+2.0ppt	+1.1ppt	+0.8ppt		
Adj. Net Margin	11.5%	13.0%	14.3%	9.6%	11.8%	13.4%	+1.9ppt	+1.2ppt	+0.9ppt		

Source: CMBIS estimates, Bloomberg estimates

### **Valuation**

Figure 17: Peers valuation table

	Ot I-			Mkt cap			D/E (··)		EDO		(0/)	P/B	ROAE	FY19-23E	EVO
	Stock	B 41		(HK\$/US\$/ P/E (x)			E1/0	EPS growth (%) (x)				(%)	EPS	FY2	
	code	Rating	Price	RMBmn)	Y/E	FY1	FY2	FY3	FY1	FY2	FY3	FY1	FY1	cagr	PEG
Budweiser Brewing	1876 HK	NR	26.35	348,964	Dec-20	44.7	37.3	33.3	80	20	12	4.0	8.9	8.0	4.7
CR Beer	291 HK	Buy	69.65	225,957	Dec-20	48.4	39.6	33.6	39	22	18	8.5	18.4	20.3	2.0
Tsingdao Beer	168 HK	Buy	84.75	146,211	Dec-20	30.9	27.5	24.2	15	12	14	4.5	12.5	14.9	1.9
H share beer sector						41.4	34.9	30.3	45	18	15	6	13	14.4	2.8
Tsingtao Brewery	600600 CH	Hold	104.94	120,016	Dec-20	52.7	46.9	41.3	15	12	14	6.4	12.5	14.9	3.2
Chongqing Brewery	600132 CH	NR	172.85	83,654	Dec-20	76.7	60.9	51.7	1	26	18	64.2	104.9	25.2	2.4
Yanjing Brewery	000729 CH	NR	7.62	21,477	Dec-20	67.4	56.4	50.8	61	19	11	1.6	2.3	17.0	3.3
Zhujiang Beer	002461 CH	NR	12.01	26,582	Dec-20	38.2	31.9	28.1	21	20	14	2.8	7.5	18.1	1.8
A share beer sector						58.8	49.0	43.0	25	19	14	18.7	31.8	18.8	2.7
Asahi	2502 JP	NR	5219.00	24,127	Dec-20	16.6	15.3	14.1	60	8	8	1.6	10.1	3.9	3.9
Kirin	2503 JP	NR	2211.50	18,431	Dec-20	17.6	14.6	13.2	47	21	10	2.0	12.1	5.2	2.8
Carlsberg	CARLB DC	NR	1124.00	28,371	Dec-20	24.4	21.4	19.3	6	14	11	4.0	16.5	9.2	2.3
Heineken NV	HEIA NA	NR	98.12	68,895	Dec-20	31.4	24.6	21.1	56	28	16	3.9	12.5	1.5	16.4
Budweiser	BUD US	NR	75.77	152,998	Dec-20	25.4	21.4	18.9	57	19	13	2.1	8.1	(1.2)	(18.1)
Int'l beer sector						23.1	19.5	17.3	45	18	12	2.7	11.9	3.7	1.5
Int'l beer sector - excl	uding outliers													7.2	2.6

Source: Bloomberg estimates, CMBIS estimates



# **Financial Summary**

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)	FY19A	_	FY21E		-	YE 31 Dec (RMB mn)	FY19A			FY22E	_
Revenue	33,190	31,448	35,939	38,864	41,580	Profit before tax	2,202	3,009	5,074	6,306	7,509
Cost of sales	(20,964)	(19,373)	(21,236)	(22,298)	(23,290)	D&A	1,724	1,746	1,605	1,585	1,607
Gross profit	12,226	12,075	14,703	16,566	18,290	Net finance cost	(44)	(85)	(161)	(231)	(323)
						Change in working capital	75	185	877	538	541
Other income	741	1,493	1,565	1,529	1,579	Others	141	(375)	(1,392)	(1,713)	(1,968)
Selling expenses	(5,925)	(6,123)	(7,403)	(8,045)	(8,607)	Operating cash flow	4,098	4,480	6,002	6,485	7,366
Administration expenses	(3,168)	(3,151)	(3,277)	(3,375)	(3,477)						
EBIT	3,874	4,294	5,587	6,675	7,785	Capex	(1,490)	(1,047)	(2,000)	(2,000)	(2,000)
						Acquisitions	(2,216)	0	0	0	0
Finance income, net	39	(70)	161	231	323	Others	938	(23)	580	594	716
Profit on disposals of FA	167	53	100	100	100	Investing cash flow	(2,768)	(1,070)	(1,420)	(1,406)	(1,284)
Impairment losses	(1,052)	(969)	(600)	(550)	(550)						
Staff compensation	(826)	(299)	(75)	(50)	(50)	Change of borrowing	(241)	(526)	0	0	0
Pre-tax profit	2,202	3,009	5,174	6,406	7,609	Dividend paid	(494)	(561)	(1,477)	(1,768)	(561)
Income tax	(892)	(915)	(1,319)	(1,608)	(1,915)	Others	(143)	(110)	(80)	(76)	(72)
Less: Minority interests	2	0	0	0	0	Financing cash flow	(878)	(1,197)	(1,557)	(1,844)	(633)
Net profit	1,312	2,094	3,754	4,698	5,594						
Adjusted net profit	2,838	2,967	4,129	5,048	5,944	Net change in cash	452	2,203	3,026	3,235	5,449
						Cash at the beginning	1,858	2,340	4,543	7,569	10,804
						Forex effect	30	0	0	0	0
						Cash at the end	2,340	4,543	7,569	10,804	16,253

Balance sheet						Key ratios					
YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E	YE 31 Dec	FY19A	FY20A	FY21E	FY22E	FY23E
Non-current assets	31,816	30,398	30,793	31,248	31,602	P&L ratios (%)					
PPE	19,413	17,781	18,240	18,720	19,177	Gross margin	36.8	38.4	40.9	42.6	44.0
Goodwill and intangible assets	9,749	9,646	9,582	9,557	9,454	EBIT margin	11.7	13.7	15.5	17.2	18.7
Others	2,654	2,971	2,971	2,971	2,971	Net margin	4.0	6.7	10.4	12.1	13.5
						Adjusted net margin	8.6	9.4	11.5	13.0	14.3
Current assets	9,775	13,377	16,991	20,761	26,708	Payout ratio	40.8	40.1	40.0	40.0	40.0
Inventories	6,018	6,014	6,263	6,576	6,868						
Trade receivables	329	196	224	242	259	Balance sheet ratios					
Other receivables	671	2,182	2,494	2,697	2,885	Current ratio (x)	0.5	0.6	8.0	0.9	1.1
Others	417	447	447	447	447	Quick ratio (x)	0.2	0.3	0.5	0.6	8.0
Cash balance	2,340	4,538	7,564	10,799	16,248	A/C receivables days	4	4	2	2	2
						A/C payables days	44	48	42	43	43
Current liabilities	19,856	19,572	21,329	22,644	23,930	Inventory days	99	107	106	105	105
Trade payables	2,713	2,337	2,562	2,690	2,810	Asset turnover (x)	0.8	8.0	8.0	0.7	0.7
Other payables	16,348	16,990	18,531	19,725	20,894	Net cash (RMB mn)	1,897	4,606	7,640	10,875	16,324
Bank borrowings	511	0	0	0	0						
Others	284	245	237	229	226	Returns (%)					
						Adjusted ROE	14.7	13.7	18.4	20.2	20.5
Non-current liabilities	2,008	2,929	2,904	2,883	2,866	Adjusted ROA	7.0	6.6	9.0	10.1	10.8
Borrowings	0	0	0	0	0						
Others	1,330	2,141	2,116	2,095	2,078	Per share					
Deferred tax liabilities	678	788	788	788	788	Adj. EPS (RMB)	0.87	0.91	1.27	1.56	1.83
						DPS (RMB)	0.17	0.26	0.46	0.58	0.69
Total net assets	19,727	21,274	23,551	26,482	31,514	BVPS (RMB)	6.06	6.54	7.24	8.15	9.70
Shareholders' equity	19,670	21,217	23,494	26,424	31,457						
Non-controlling interests	57	57	57	57	57						

Source: Company data, CMBIS estimates



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