CMB International Securities | Equity Research | Company Update

Alibaba (BABA US)

Multi-app strategy in investment cycle

1QFY22 rev/ adj. net profit +34% YoY/+10% YoY, -2%/+12% vs. consensus. Mgmt kept FY22E rev >RMB930bn (+29.7% YoY) unchanged, and increased its share repurchase program from US\$10bn to US\$15bn. 2QFY22E tends to trend in-line amid COVID-19 uncertainty. Mgmt emphasized its multi-app strategy from super app, and stepping-up investment on user acquirement, merchant support, supply chain, and high-tech initiatives. We trimmed our earnings forecast by 3-6% in FY22-24E (to reflect higher tax rate), with new TP at US\$284.7. Given sector de-rating and weak market sentiment, stock price might see short-term pressure, but we view BABA as relatively defensive (vs. peers) with limited downside risk from valuation and regulation angle.

- Mixed 1QFY22. 1QFY22 topline/bottom line grew 34%/10% YoY (-2%/+12% vs. consensus), in which core commerce/ cloud/ DME rev +35%/29%/15% YoY. We view the topline miss as forgivable, given core commerce tough base, well-anticipated soft consumption and growth normalization of new retail biz. Cloud slightly missed on rev decline from the top internet customer since last quarter (+40% YoY if excl.). Adj. EBITA margin came out at 20%, slightly above our estimate, mainly on narrowing loss of DME.
- Soft CMR priced in, with multi-app strategy ahead. 1QFY22 CMR revenue grew 14% YoY, 3% below our estimate due to high base. Taobao deals impressed us with AAC at 190mn by Jun, (vs. ~100mn in Dec 2020), and mgmt. reiterated its ambition to boost Taobao Deals with deeper user penetration and enriched value-for-money products. GGB GMV+200% QoQ. Looking ahead, Lazada and local services would see healthy growth in 2QFY22E, while core commerce would be slightly conservative on COVID-19 uncertainty and Zhengzhou flooding. Mgmt guided effective tax rate up to 22-25% in FY22E. BABA stated its commitment to embrace data security regulation and the potential opening-up between Alibaba & Tencent ecosystem.
- Maintain BUY. We trimmed our earnings forecast by 3-6% in FY22-24E, to reflect tax rate change. Our SOTP-based TP was adjusted to US\$284.7 (30x/25x FY22/23E P/E). BABA's current forward P/E (17x) implies 10% downside vs. the historical forward P/E trough of 19x in 2016. Despite limited catalysts, we think BABA could be relatively defensive after the fine and biz adjustment under anti-trust law.

Earnings Summary

(YE 31 Mar)	FY20A	FY21A	FY22E	FY23E	FY24E
Revenue (RMB mn)	509,711	717,289	930,174	1,114,190	1,326,733
YoY growth (%)	35.3	40.7	29.7	19.8	19.1
Adj. net profit (RMB mn)	132,479	171,985	166,281	200,762	243,536
Adj. EPS (RMB)	53.9	65.2	60.5	72.3	86.8
YoY growth (%)	41.8	21.0	-7.2	19.5	20.1
Consensus EPS (RMB)	NA	NA	62.6	75.9	93.9
P/E (x)	23.4	19.4	20.9	17.5	14.5
P/B (x)	3.8	3.2	2.8	2.5	2.2
Yield (%)	0.0	0.0	0.0	0.0	0.0
ROE (%)	16.3	16.6	14.2	14.9	15.5
Net gearing (%)	Net cash	Net cash	Net cash	Net cash	Net cash

Source: Company data, Bloomberg, CMBIS estimates



BUY (Maintain)

US\$284.7
US\$302.5
+45.6%
US\$195.5

China Internet Sector

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Stock Data

Mkt Cap (US\$ mn)	530,561
Avg 3 mths t/o (US\$ mn)	3,621.74
52w High/Low (US\$)	319.3/ 179.7
Total Issued Shares (mn)	2,718
Source: Bloomberg	

Shareholding Structure

BlackRock	3.1%
T Rowe Price Group	1.9%
UBS AG	1.3%
Source: Bloomberg	

Share Performance

	Ahaaluta	Relative
	Absolute	Relative
1-mth	-12.0%	-12.9%
3-mth	-15.5%	-19.6%
6-mth	-26.3%	-32.6%
Source: Bloomberg	1	

12-mth Price Performance



Source: Bloomberg

Auditor: PwC

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Figure 1: 1QFY22 financial review

RMB mn, Mar-YE	2QFY20	3QFY20	4QFY20	1QFY21	2QFY21	3QFY21	4QFY21	1QFY22	QoQ	YoY	Consensus	Diff %
Revenue	119,017	161,456	114,314	153,751	155,059	221,084	187,395	205,740	9.8%	33.8%	209,380	-2%
Operating Profit	20,364	39,560	7,131	34,705	13,634	49,002	(7,663)	30,847	-502.5%	-11.1%	26,560	16%
Net profit	72,540	52,309	3,162	46,437	26,524	79,427	(5,479)	42,835	-881.8%	-7.8%	31,024	38%
Adj. net profit	32,750	46,493	22,287	39,494	47,088	59,207	26,216	43,441	65.7%	10.0%	38,824	12%
Adj. EPS (RMB)	13.10	18.19	9.20	14.82	17.97	22.03	10.32	16.60	60.9%	12.0%	14.45	15%
Margin (%)												
Gross margin	45.0%	47.8%	36.6%	45.0%	42.0%	45.1%	33.1%	39.7%			40.2%	
Operating margin	17.1%	24.5%	6.2%	22.6%	8.8%	22.2%	-4.1%	15.0%			12.7%	
Adj. net margin	27.5%	28.8%	19.5%	25.7%	30.4%	26.8%	14.0%	21.1%			18.5%	
Growth (%)												
Revenue (YoY)	39.8%	37.7%	22.3%	33.8%	30.3%	36.9%	63.9%	33.8%			36.2%	
Revenue (QoQ)	3.6%	35.7%	-29.2%	34.5%	0.9%	42.6%	-15.2%	9.8%			11.7%	
Operating Profit	50.8%	47.6%	-18.6%	42.4%	-33.0%	23.9%	-207.5%	-11.1%			-23.5%	
Adj. net profit	39.6%	56.0%	11.1%	27.6%	43.8%	27.3%	17.6%	10.0%			-1.7%	

Source: Company data, CMBIS estimates, Bloomberg

Figure 2: Revenue breakdown

2QFY20	3QFY20	4QFY20	1QFY21	2QFY21	3QFY21	4QFY21	1QFY22	QoQ	YoY
119,017	161,456	114,314	153,751	155,059	221,084	187,395	205,740	10%	34%
101,220	102,843	93,865	133,318	130,922	195,541	161,365	180,241	12%	35%
9,291	10,721	12,217	12,437	14,899	16,115	16,669	16,051	-4%	29%
7,296	7,396	5,944	6,994	8,066	8,079	8,047	8,073	0%	15%
1,210	1,864	2,288	1,002	1,172	1,349	1,314	1,375	5%	37%
	119,017 101,220 9,291 7,296	119,017161,456101,220102,8439,29110,7217,2967,396	119,017161,456114,314101,220102,84393,8659,29110,72112,2177,2967,3965,944	119,017161,456114,314153,751101,220102,84393,865133,3189,29110,72112,21712,4377,2967,3965,9446,994	119,017161,456114,314153,751155,059101,220102,84393,865133,318130,9229,29110,72112,21712,43714,8997,2967,3965,9446,9948,066	119,017161,456114,314153,751155,059221,084101,220102,84393,865133,318130,922195,5419,29110,72112,21712,43714,89916,1157,2967,3965,9446,9948,0668,079	119,017161,456114,314153,751155,059221,084187,395101,220102,84393,865133,318130,922195,541161,3659,29110,72112,21712,43714,89916,11516,6697,2967,3965,9446,9948,0668,0798,047	119,017161,456114,314153,751155,059221,084187,395205,740101,220102,84393,865133,318130,922195,541161,365180,2419,29110,72112,21712,43714,89916,11516,66916,0517,2967,3965,9446,9948,0668,0798,0478,073	119,017161,456114,314153,751155,059221,084187,395205,74010%101,220102,84393,865133,318130,922195,541161,365180,24112%9,29110,72112,21712,43714,89916,11516,66916,051-4%7,2967,3965,9446,9948,0668,0798,0478,0730%

Source: Company data, CMBIS estimates

Figure 3: Earnings revision

		New			Old		Diff (%)			
Rmb mn, Mar-YE	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E	
Revenue	930,174	1,114,190	1,326,733	930,174	1,114,190	1,326,733	0.0%	0.0%	0.0%	
Gross profit	353,466	428,963	510,792	353,466	428,963	510,792	0.0%	0.0%	0.0%	
Operating profit	122,962	154,130	184,955	122,962	154,130	184,955	0.0%	0.0%	0.0%	
Adj. net profit	166,281	200,762	243,536	172,217	213,030	257,363	-3.4%	-5.8%	-5.4%	
EPS (RMB)	60.49	72.31	86.85	62.65	76.73	91.78	-3.4%	-5.8%	-5.4%	
Gross margin	38.0%	38.5%	38.5%	38.0%	38.5%	39%	0.0ppts	0.0ppts	0.0ppts	
Operating margin	13.2%	13.8%	13.9%	13.2%	13.8%	13.9%	0.0ppts	0.0ppts	0.0ppts	
Adj. net margin	17.9%	18.0%	18.4%	18.5%	19.1%	19%	-0.6ppts	-1.1ppts	-1.0ppts	

Source: Company data, CMBIS estimates

Figure 4: CMBI estimates vs. consensus

		CMBI			Consensus		Diff (%)			
Rmb mn, Mar-YE	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E	FY22E	FY23E	FY24E	
Revenue	930,174	1,114,190	1,326,733	927,717	1,121,468	1,343,002	0.3%	-0.6%	-1.2%	
Gross profit	353,466	428,963	510,792	366,913	442,979	536,840	-3.7%	-3.2%	-4.9%	
Operating profit	122,962	154,130	184,955	115,056	154,636	196,463	6.9%	-0.3%	-5.9%	
Adj. net profit	166,281	200,762	243,536	169,717	211,304	252,786	-2.0%	-5.0%	-3.7%	
EPS (RMB)	60.49	72.31	86.85	62.6	75.9	93.9	-3.4%	-4.8%	-7.5%	
Gross margin	38.0%	38.5%	38.5%	39.6%	39.5%	40.0%	-1.6ppts	-1.0ppts	-1.5ppts	
Operating margin	13.2%	13.8%	13.9%	12.4%	13.8%	14.6%	+0.8ppts	+0.0ppts	-0.7ppts	
Adj. net margin	17.9%	18.0%	18.4%	18.3%	18.8%	18.8%	-0.4ppts	-0.8ppts	-0.5ppts	

Source: Company data, Bloomberg, CMBIS estimates



Figure 5: SOTP valuation

US\$bn	Val	uation	Methodology	Multiple Applie	d	Metrics			
	US\$bn	Per share(US\$)		FY21A	FY22E	FY21A	FY22E		
Core Commerce	550.7	200.3	EV/EBITA	20.7	16.0	26.6	34.4		
Cloud	128.5	46.7	P/S	14.0	10.0	9.2	12.9		
Others	103.4	37.6							
Digital Entertainment	18.9	6.9	P/S	4.0	3.5	4.8	5.4		
Innovations	2.5	0.9	P/S	3.5	3.0	0.7	0.8		
Strategic Investments	52.4	19.1	SoTP for all inv	restments	-				
Net (Debt)/Cash	29.6	10.8	Cash forecasted on Balance sheet						
Equity Value (US\$)	783	284.7							

Source: CMBIS estimates

Financial Summary

Income statement



Cash flow summary

YE 31 Mar (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E	YE 31 Mar (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E
Revenue	509,711	717,289	930,174	1,114,190	1,326,733	Net income	140,350	143,284	152,484	189,556	220,946
Core commerce	436,104	621,146	805,089	952,266	1,122,657	D&A	74,169	79,510	87,027	84,898	96,223
Cloud	40,016	60,120	84,168	116,489	154,510	Change in WC	59,388	120,741	52,186	62,623	75,148
DME	26,948	31,186	35,355	39,372	43,175	Others	(93,300)	(111,749)	(74,567)	(76,884)	(79,964)
Others	6,643	4,837	5,563	6,063	6,391	Operating CF	180,607	231,786	217,129	260,194	312,353
COSG	(282,367)	(421,205)	(576,708)	(685,227)	(815,941)						
Gross profit	227,344	296,084	353,466	428,963	510,792	Capex	(180,406)	(192,679)	(204,577)	(217,664)	(232,059)
						Associates	(105,178)	(10,557)	0	0	0
R&D	(43,080)	(57,236)	(74,414)	(89,135)	(106,139)	Others	177,512	(40,958)	0	0	0
S&M	(50,673)	(81,519)	(99,529)	(119,218)	(141,960)	Investing CF	(108,072)	(244,194)	(204,577)	(217,664)	(232,059)
Admin. Expense	(28,197)	(55,224)	(46,509)	(55,709)	(66,337)						
Other income	(13,964)	(12,427)	(10,053)	(10,770)	(11,402)	Equity raised	0	0	0	0	0
Operating profit	91,430	89,678	122,962	154,130	184,955	Change of Debts	(32,422)	(1,548)	3,750	0	0
						Dividend paid	0	0	0	0	0
Interest exp	(5,180)	(4,476)	(4,924)	(5,416)	(5,958)	Others	103,275	31,630	0	0	0
Associates	72,956	72,794	87,353	104,823	115,306	Financing CF	70,853	30,082	3,750	0	0
Others	7,439	7,582	7,000	7,000	7,000						
Pre-tax profit	166,645	165,578	212,391	260,537	301,303	Change in cash	143,388	17,674	16,303	42,530	80,294
						Cash (beg of yr)	189,976	345,982	321,262	337,565	380,095
Equity investees	(5,733)	6,984	(11,057)	(11,057)	(11,057)	FX	0	(7,187)	0	0	0
Tax	(20,562)	(29,278)	(48,850)	(59,924)	(69,300)	Cash (end of yr)	333,364	356,469	337,565	380,095	460,389
Net profit	140,180	143,014	152,484	189,556	220,946						
Non-GAAP NI	132,479	171,985	166,281	200,762	243,536						

Balance sheet						Key ratios					
YE 31 Mar (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E	YE 31 Mar	FY20A	FY21A	FY22E	FY23E	FY24E
NC assets	850,062	1,046,858	1,252,431	1,419,539	1,594,659	Sales mix (%)					
Fixed asset	103,387	147,412	232,964	263,900	291,990	Core commerce	85.6	86.6	86.6	85.5	84.6
Associates	189,632	200,189	200,189	200,189	200,189	Cloud	7.9	8.4	9.0	10.5	11.6
Land use-right	57,985	98,432	0	0	0	DME	5.3	4.3	3.8	3.5	3.3
Intangible assets	337,729	363,604	582,056	718,229	865,260	Others	1.3	0.7	0.6	0.5	0.5
Others	161,329	237,221	237,221	237,221	237,221	Total	100.0	100.0	100.0	100.0	100.0
Current assets	462,923	643,360	684,604	757,064	873,274	Profitability (%)					
Cash	330,503	321,262	337,565	380,095	460,389	Gross margin	44.6	41.3	38.0	38.5	38.5
Account receivable	99,708	159,915	184,857	214,787	250,702	PreTax margin	32.7	23.1	22.8	23.4	22.7
Other	32,712	162,183	162,183	162,183	162,183	Tax rate	(12.3)	(17.7)	(23.0)	(23.0)	(23.0)
						Adj. net margin	28.2	25.0	18.7	18.7	18.9
Current liabilities	241,872	377,358	423,463	486,086	561,233						
Borrowings	5,154	13,437	7,356	7,356	7,356	Balance sheet					
Trade & payables	164,550	261,140	313,326	375,949	451,096	Current ratio (x)	1.9	1.7	1.6	1.6	1.6
Income tax	20,190	25,275	25,275	25,275	25,275	Debtors turnover	51.1	53.2	53.8	53.9	54.3
Other	51,978	77,506	77,506	77,506	77,506	Creditors turnover	180.5	183.0	181.7	183.5	184.9
						Net gearing (%)	Net Cash				
NC liabilities	191,462	229,226	229,226	229,226	229,226						
Borrowings	39,660	38,335	38,335	38,335	38,335	Returns (%)					
Deferred taxation	43,898	59,598	59,598	59,598	59,598	ROE	16.3	16.6	14.2	14.9	15.5
Other	107,904	131,293	131,293	131,293	131,293	ROA	10.1	10.2	8.6	9.2	9.9
Mezzanine equity	9,103	8,673	8,673	8,673	8,673						
						Per share data					
Total Equity	870,548	1,074,961	1,220,815	1,397,760	1,613,943	Adj. EPS (RMB)	53.9	65.2	60.5	72.3	86.8
MI	115,147	137,491	129,481	121,352	113,542	DPS (RMB)	0.0	0.0	0.0	0.0	0.0
S/H equity	755,401	937,470	1,091,333	1,276,408	1,500,401	BVPS (RMB)	329.7	398.1	447.3	506.6	578.6



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