

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

Ming Yuan Cloud (909 HK)

Recovery not in sight yet

MYC hosted conf. call on 12 Jan to provide business updates. MYC toned down on FY22 outlook with SaaS growth of +35-45% YoY while ERP to be down 10-20% YoY as 1) ERP will partially undergo SaaS migration and 2) it may take over 6 months for property sector to recover although policy bottomed out. We think ERP SaaS transition could be slower than expected given system complexity. We trimmed target price to HK\$25.24 (prior HK\$35.75) on lower earnings visibility.

- FY21 SaaS beat but ERP target missed. FY2H21 was affected by property sector policy headwinds, especially for the ERP segment as ASP is high. ERP achieved positive YoY growth but missed prior target (+15-20% YoY). Although SaaS slowed down in FY2H21, MYC achieved full year +50% YoY revenue target as 1) CRM Cloud ASP continued to increase and 2) Construction sites coverage increased to >7,000 (vs, 4,100 in FY20) for its Construction Cloud business. For FY22E, MYC guided SaaS to grow +35-45% YoY while ERP will be down 10-20% YoY.
- On-premise ERP will gradually change to SaaS. ERP has been a stable business to MYC (~50% of revenue, consistent net margin at 36%). However, revenue growth correlates with property companies IT spending cycle given its license-based model. To mitigate the revenue fluctuation, MYC will start to migrate part of ERP to SaaS in FY22. Pricing will be around 25-30% of existing license model. The Company expects 10-20% of existing ERP clients will change to SaaS base. SaaS migration can be positive to cash flow but given the complexity of ERP system, migration pace could be slower than expected.
- Increasing focus on SOEs and Skyline PaaS. MYC will maintain its product strategy to focus on standardized SaaS + Skyline PaaS that enables third-party IT service providers to develop customized products for property customers. At the same time, to support localization and better serve SOE customers, MYC products are compatible with Huawei ARM based ecosystem.
- Near term earnings visibility remains low. We cut FY21-23E net profit by 6-18% mainly to reflect weaker ERP sales and a slow transition to SaaS model. Although MYC announced share buyback plan on 5 Jan (up to 10% of issued shares/ US\$100mn) and the stock is trading at 1-SD below mean valuation, we think near term earnings visibility remains low. Maintain BUY with lowered target price of HK\$25.24 (prior HK\$35.75), based on 16x FY22E P/S.

Earnings Summary

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(YE 31 Dec)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue (RMB mn)	1,264	1,705	2,218	2,612	3,210
YoY growth (%)	38%	35%	30%	18%	23%
Core net profit (RMB mn)	216	328	363	474	631
EPS (RMB)	0.15	0.22	0.20	0.26	0.34
YoY growth (%)	40%	49%	11%	30%	33%
Consensus EPS (RMB)	0.15	0.22	0.17	0.26	0.39
PE (x)	100.3	67.4	77.1	59.1	44.4
PS (x)	23.8	17.7	13.6	11.5	9.4
Dividend Yield (%)	0.00	0.00	0.01	0.01	0.01
ROE (%)	n.a.	-11%	5%	7%	8%
Net debt to equity	net cash	net cash	net cash	net cash	net cash

Source: Company data, Bloomberg, CMBIS estimates

BUY (Maintain)

 Target Price
 HK\$25.24

 (Previous TP
 HK\$35.75)

 Up/Downside
 +38.8%

 Current Price
 HK\$18.18

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Stock Data

Mkt Cap (HK\$ mn)	35,789
Avg 3 mths t/o (HK\$ mn)	156.22
52w High/Low (HK\$)	60.67/ 14.64
Total Issued Shares (mn)	1,969
Source: Bloomberg	

Shareholding Structure

Mr. Gao Yu - Chairman	20.11%
Mr. Chen Xiaohui - VP	15.09%
Mr. Jiang Haiyang- CEO	9.49%
Source: HKEx	

Share Performance

	Absolute	Relative
1-mth	-16.3%	-15.4%
3-mth	-33.9%	-29.4%
6-mth	-50.6%	-43.1%

Source: Bloomberg

12-mth Price Performance



Source: Bloomberg

Auditor: PwC

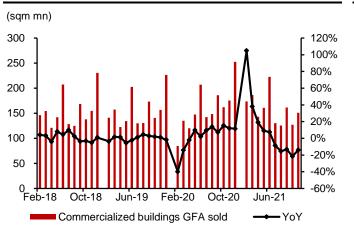
Related Reports

- MYC (909 HK) "Property policy bottomed but sales data still weak" –16 Nov 2021
- China Software & IT Services "Property weakness may slow digitalization pace" – 28 Oct 2021



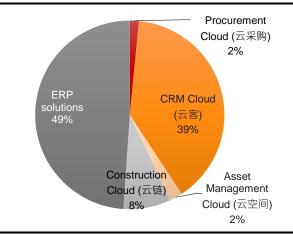
Focus Charts

Figure 1: China commercialized buildings GFA sold was down 14% YoY in Nov 2021



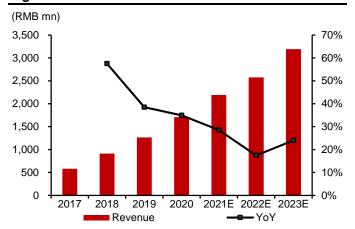
Source: NBS, CMBIS

Figure 3: CRM Cloud accounted for 39% of MYC FY20 revenue



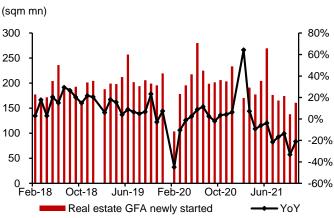
Source: Company data

Figure 5: MYC revenue and YoY



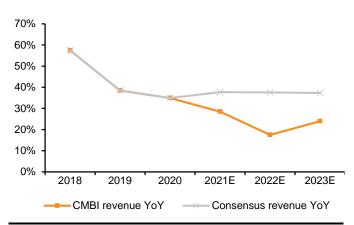
Source: Company data, CMBIS estimates

Figure 2: China real estate GFA newly started was down 21% YoY in 2021



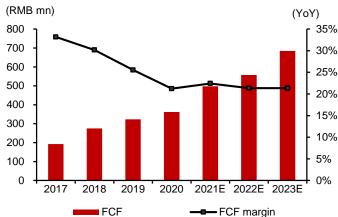
Source: NBS, CMBIS

Figure 4: We are more conservative in FY22E outlook (vs. consensus FY22E revenue +38% YoY)



Source: Company data

Figure 6: MYC FCF margin



Source: Company data, CMBIS estimates



Business update call takeaways

FY21 business review

FY2H21 was affected by tightening property sector regulations, especially the ERP business as ASP is high. New contract win and project delivery were being affected. ERP segment achieved positive growth YoY but could not meet full year target (+15-20% YoY). For SaaS, although FY2H21 growth rate slowed down, the Company was able to meet full year target of +50% YoY. Account receivable as % of revenue was at 10%, largest customer of account receivable was lower than RMB10mn (vs. FY21CMBI est. revenue size of RMB2.2bn).

Figure 7: MYC FY21 business review



Source: Company data, CMBIS

FY22E targets

Management no longer keeps its prior 3 year target guidance (SaaS +50% CAGR, ERP + 15-20% CAGR) on lower business visibility. For FY22E, SaaS is expected to grow at +35-45% YoY while ERP will decline 10-20% YoY as 1) part of the ERP will migrate to SaaS base and 2) it takes time for property sector to recover although regulations are loosening.

Figure 8: MYC FY21 business review





ERP – SaaS migration to begin

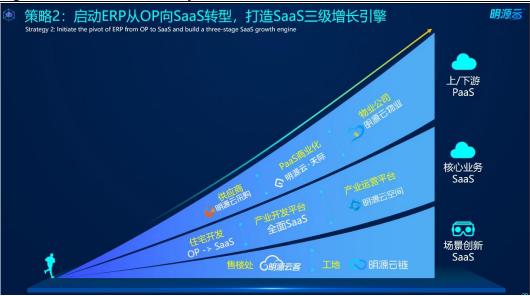
In Sep 2021, MYC started ERP SaaS transition plan. The pricing will be around 25-30% of existing license fee + maintenance fee model. Mgmt. expects 10-20% of existing ERP clients will change to SaaS model and will start with small to mid-sized customers. Only ERP for housing will be changed from on-premise to SaaS base while ERP for industrial purpose is always built upon SaaS model.

Figure 9: Started ERP to SaaS migration



Source: Company data, CMBIS

Figure 10: Real estate industry market breakdown





Comprehensive real estate products

Residential housing only accounted for 31% of China's real estate market. MYC is positioned to provide comprehensive products covering the whole value chain from development, operation to service industry in the residential housing and industrial property market. To better serve SOE clients, MYC supports localization and its SaaS products are built on Huawei laaS.

Figure 11: MYC products cover whole real estate (residential + industrial) value chain from development, operation to service industry



Source: Company data, CMBIS

Figure 12: MYC SaaS is built on Huawei laaS platform to support localization and to better serve SOE clients





Focusing on Skyline Open Platform

MYC will maintain its product strategy to focus on standardized SaaS + Skyline PaaS that enables third-party IT service providers to develop customized products for property customers. Skyline Open Platform has accumulated 1,500 clients.

Figure 13: MYC continues to cultivate its Skyline ecosystem



Source: Company data, CMBIS

Figure 14: MYC will increase R&D on Skyline platform





Earnings revision

Figure 15: Earnings revision

		2021E			2022E		2023E			
RMB mn	New	Old	%Diff	New	Old	%Diff	New	Old	%Diff	
Sales	2,218	2,328	-5%	2,612	2,946	-11%	3,210	3,858	-17%	
Gross profit	1,769	1,846	-4%	2,137	2,354	-9%	2,658	3,106	-14%	
OP Profit	190	215	-12%	319	393	-19%	514	678	-24%	
PBT	416	441	-6%	542	616	-12%	738	903	-18%	
Net profit	363	384	-6%	474	538	-12%	631	772	-18%	
EPS	0.20	0.21	-6%	0.26	0.29	-12%	0.34	0.42	-18%	
Margins										
GM	79.8%	79.3%	47 bps	81.8%	79.9%	192 bps	82.8%	80.5%	228 bps	
OPM	8.6%	9.2%	-66 bps	12.2%	13.3%	-112 bps	16.0%	17.6%	-155 bps	
PBT margin	18.7%	18.9%	-18 bps	20.7%	20.9%	-17 bps	23.0%	23.4%	-44 bps	
Net margin	16.4%	16.5%	-15 bps	18.1%	18.3%	-15 bps	19.6%	20.0%	-37 bps	

Source: Company data, CMBIS

Figure 16: CMBI estimates vs consensus

		2021E			2022E		2023E			
RMB mn	СМВІ	Street	Diff	CMBI	Street	Diff	СМВІ	Street	Diff	
Sales	2,218	2,348	-6%	2,612	3,229	-19%	3,210	4,435	-28%	
Gross profit	1,769	1,868	-5%	2,137	2,602	-18%	2,658	3,608	-26%	
Operating profit	190	276	-31%	319	463	-31%	514	749	-31%	
Profit before tax	416	346	20%	542	531	2%	738	832	-11%	
Core net profit	363	355	2%	474	509	-7%	631	795	-21%	
EPS	0.20	0.17	14%	0.26	0.26	-1%	0.34	0.39	-13%	
Margins										
GM	79.8%	79.5%	22 bps	81.8%	80.6%	123 bps	82.8%	81.4%	143 bps	
OPM	8.6%	11.8%	-320 bps	12.2%	14.3%	-211 bps	16.0%	16.9%	-88 bps	
Profit before tax margin	18.7%	14.7%	402 bps	20.7%	16.5%	429 bps	23.0%	18.8%	422 bps	
Net margin	16.4%	15.1%	125 bps	18.1%	15.8%	236 bps	19.6%	17.9%	171 bps	



Operating model

Figure 17: Operating model

RMB mn	2019	2020	2021E	2022E	2023E
Revenues	1,264	1,705	2,218	2,612	3,210
Cost of sales	(269)	(366)	(449)	(475)	(552)
Gross Profit	995	1,340	1,769	2,137	2,658
Gross margin	78.7%	78.6%	79.8%	81.8%	82.8%
R&D	(286)	(356)	(541)	(560)	(646)
SG&A	(550)	(798)	(1,038)	(1,257)	(1,498)
Operating Income	159	186	190	319	514
Operating margin	12.6%	10.9%	8.6%	12.2%	16.0%
Non-Operating Income	84	(836)	226	222	224
Profit Before Tax	242	(650)	416	542	738
Income tax (expense) gain	(11)	(18)	(19)	(43)	(74)
Minorities	15	36	34	25	33
Net Income to Shareholders	216	(704)	363	474	631
Core net income	216	328	363	474	631
Net margin	17.1%	19.3%	16.4%	18.1%	19.6%
Core EPS (RMB)	0.15	0.22	0.20	0.26	0.34
Revenue breakdown					
SaaS product	329	510	871	1,322	1,813
Procurement Cloud (云采购)	11	17	27	41	62
CRM Cloud (云客)	226	355	669	1,043	1,320
Asset Management Cloud (云空间)	18	27	38	55	78
Construction Cloud (云链)	74	111	138	183	263
ERP solutions	584	754	834	895	799
Gross margin breakdown					
SaaS product	91%	87%	87%	87%	87%
ERP solutions	70%	70%	70%	70%	70%
Growth YoY					
Revenues	38%	35%	30%	18%	23%
Gross profit	35%	35%	32%	21%	24%
Operating Income	67%	17%	2%	68%	61%
Core EPS Source: Company data, CMRIS	40%	49%	-13%	30%	33%



Figure 18: Semi-annual Operating model

RMB mn	1H20	2H20	1H21	2H21E	1H22E	2H22E
Revenues	671	1,035	974	1,244	1,045	1,567
Gross Profit	529	810	774	995	868	1,269
Operating profit	78	108	53	137	86	233
Core net profit	146	244	194	216	161	312
EPS (RMB)	0.05	-0.53	0.09	0.12	0.09	0.17
<u>Margins</u>						
Gross margin	78.9%	78.3%	79.5%	80.0%	83.1%	81.0%
Operating margin	11.6%	10.4%	5.4%	11.0%	8.2%	14.9%
Net margin	10.4%	23.6%	19.9%	17.4%	15.4%	19.9%
Growth (HoH)						
Revenues	-14%	54%	-6%	28%	-16%	50%
Gross Profit	-14%	53%	-5%	29%	-13%	46%
Operating profit	-41%	38%	-51%	161%	-37%	171%
Core net profit	-15%	68%	-21%	12%	-26%	94%
Growth (YoY)						
Revenues	37%	33%	45%	20%	7%	26%
Gross Profit	40%	31%	46%	23%	12%	27%
Operating profit	194%	-19%	-32%	27%	63%	70%
Core net profit	165%	43%	33%	-11%	-17%	44%



Valuation

MYC (909 HK, BUY, TP HK\$25.24)

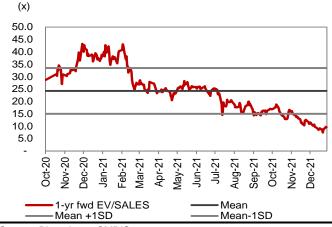
We cut FY21-23E net profit by 6-18% to reflect lower ERP sales and a slow SaaS transition process. We derived our new target price of HK\$25.24 (prior HK\$35.75), based on lowered 16x (prior 20x) FY22E fully diluted P/S as earnings visibility deteriorates. We use P/S as the valuation methodology as earnings cannot reflect operating profitability during SaaS ramp-up stage as operating leverage is not obvious with high S&M and R&D cost.

Figure 19: Peers' valuation

			Market Cap	Price	TP	P P/S (x)		FCF ma	rgin (%)	Sales CAGR	EPS CAGR	
Company	Ticker	Rating	(US\$ mn)	(LC)	(LC)	FY21E	FY22E	FY21E	FY22E	FY20-23E	FY20- 23E	
MYC	909 HK	BUY	4,591	18.18	25.24	13.6	11.5	22%	21%	23%	15%	
Glodon	002410 CH	BUY	11,233	60.10	95.18	14.0	11.4	18%	21%	23%	54%	
Yonyou	600588 CH	NR	18,013	35.05	N/A	11.7	9.2	13%	11%	21%	25%	
Kingsoft Office	688111 CH	NR	18,873	260.55	N/A	35.4	26.0	63%	62%	39%	36%	
Kingdee	268 HK	NR	10,266	23.05	N/A	15.3	12.3	2%	6%	26%	N/A	
Adobe	ADBE US	NR	252,122	529.89	N/A	16.0	14.0	43%	42%	17%	18%	
Autodesk	ADSK US	NR	59,531	270.63	N/A	15.8	13.6	36%	33%	16%	35%	
CoStar	CSGP US	NR	29,735	75.29	N/A	15.3	13.4	22%	26%	16%	23%	
					Mean	17.1	13.9	27%	28%	23%	29%	
					Median	15.3	12.9	22%	23%	22%	25%	

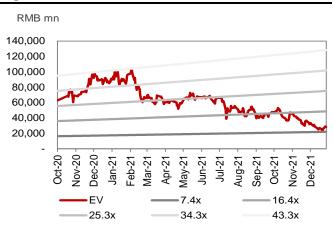
Source: Bloomberg, CMBIS

Figure 20: 12M forward P/S chart



Source: Bloomberg, CMBIS

Figure 21: 12M forward P/S band



Source: Bloomberg, CMBIS



Financial Summary

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E	YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E
Revenue	1,264	1,705	2,218	2,612	3,210	Net profit	242	(650)	416	542	738
Cost of sales	(269)	(366)	(449)	(475)	(552)	Depreciation/amortization	28	34	11	12	13
Gross profit	995	1,340	1,769	2,137	2,658	Change in working capital	95	108	110	71	37
						Others	(27)	914	(17)	(41)	(71)
Selling exp	(441)	(590)	(832)	(1,004)	(1,223)	Net cash from operating	339	406	520	583	717
Admin exp	(108)	(208)	(206)	(253)	(275)						
R&D exp	(286)	(356)	(541)	(560)	(646)	Capex	(16)	(44)	(22)	(26)	(32)
Other operating exp.	Ó	Ó	Ô	Ó	Ó	Others	(67)	(2,007)	Ó	Ó	Ô
Operating profit	159	186	190	319	514	Net cash from investing	(83)	(2,051)	(22)	(26)	(32)
Finance income/ (costs)	(2)	12	96	102	108	Net borrowings	0	0	0	0	0
Other non-oper exp.	85	(848)	130	121	116	Dividend paid	0	0	(135)	(149)	(195)
Pre-tax profit	242	(650)	416	542	738	Others	30	5,889	(2)	(2)	(2)
•						Net cash from financing	30	5,889	(137)	(151)	(197)
Income tax expense	(11)	(18)	(19)	(43)	(74)	_			. ,	, ,	, ,
Minority interests	(15)	(36)	(34)	(25)	(33)	Net change in cash	286	4,243	360	406	488
Net profit to shareholders	216	(704)	363	474	631	Cash at beginning of the year	448	732	4,759	5,120	5,525
Core net profit	216	328	363	474	631	Exchange difference	(1)	(216)	0	0	0

Balance sheet						Key ratios					
YE 31 Dec (RMB mn)	FY19A	FY20A	FY21E	FY22E	FY23E	YE 31 Dec	FY19A	FY20A	FY21E	FY22E	FY23E
Current assets	988	7,210	7,702	8,285	9,036	Revenue mix					
Cash & equivalents	732	4,759	5,120	5,525	6,013	SaaS product	36%	40%	51%	60%	69%
Account receivables	21	30	33	39	48	Procurement Cloud	1%	2%	2%	2%	3%
Contract acquisition cost	103	191	322	491	735	CRM Cloud	28%	39%	47%	51%	57%
Contract assets	25	48	52	46	44	Asset Management Cloud	2%	2%	2%	3%	3%
Other receivables	16	51	44	51	63	Construction Cloud	9%	8%	8%	10%	10%
Others	91	2,130	2,131	2,132	2,132	ERP solutions	60%	49%	40%	31%	24%
Non-current assets	246	262	274	288	307	Growth (%)					
PPE	118	150	162	176	194	Revenue	38%	35%	30%	18%	23%
Intangible assets	2	3	3	3	3	Operating profit	67%	17%	2%	68%	61%
Other non-current assets	126	109	109	109	109	Core net profit	40%	49%	11%	30%	33%
Total assets	1,235	7,472	7,975	8,573	9,343						
						Profit & loss ratio (%)					
Current liabilities	915	843	1,075	1,313	1,603	Gross margin	78.7%	78.6%	79.8%	81.8%	82.8%
ST borrowings	0	0	0	0	0	Operating margin	12.6%	10.9%	8.6%	12.2%	16.0%
Account payables	24	43	41	43	50	Core net profit margin	17.1%	19.3%	16.4%	18.1%	19.6%
Contract liabilities	378	549	760	981	1,221						
Others	513	252	275	289	332	Balance sheet ratio					
						Receivable turnover days	5	5	5	5	5
Non-current liabilities	49	59	69	79	90	Payable turnover days	21	33	33	33	33
LT borrowings	0	0	0	0	0	Current ratio (x)	1.08	8.55	7.16	6.31	5.64
Contract liabilities	18	25	35	45	56	Net debt to equity	net cash				
Other non-current liabilities	31	34	34	34	34						
Total liabilities	964	903	1,144	1,393	1,693	Profitability (%)					
						FCF margin	26%	21%	22%	21%	21%
Share capital	0.1	0.2	0.2	0.2	0.2	ROE	n.a.	-11%	5%	7%	8%
Capital surplus	0.0	0.0	0.0	0.0	0.0						
Retained earnings	254	(463)	(235)	90	526	Per share data (RMB)					
Other reserves	13	7,001	7,001	7,001	7,001	Core EPS (RMB)	0.15	0.22	0.20	0.26	0.34
Minority interest	254	(463)	(235)	90	526	DPS (RMB)	0.00	0.07	0.08	0.10	0.14
Total equity	271	6,570	6,831	7,180	7,650	BVPS (RMB)	0.18	4.48	3.68	3.87	4.12
Total liabilities and equity	1,235	7,472	7,975	8,573	9,343						

Source: Company data, CMBIS estimates



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BUY
Stock with potential return of over 15% over next 12 months
SELL
Stock with potential return of +15% to -10% over next 12 months
SELL
Stock with potential loss of over 10% over next 12 months

NOT RATED : Stock is not rated by CMBIS

OUTPERFORM : Industry expected to outperform the relevant broad market benchmark over next 12 months

MARKET-PERFORM : Industry expected to perform in-line with the relevant broad market benchmark over next 12 months

UNDERPERFORM : Industry expected to underperform the relevant broad market benchmark over next 12 months

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