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CG Services (6098 HK)

Keeping low for its second takeoff

CGS may face short-term volatility after adjusting down its 2022E NP growth to 40% from 50%, together with declining margin and high trade receivables. However, we think the downside is limited given the attractive valuation at 15x 2022E and management's promise not to do placement for M&A. Also, margin and receivables will improve in 2022E after the M&A dilution was mainly reflected in 2021. Maintain Buy rating but cut target price to HK\$47.63 on slower growth.

- Road to RMB100bn in 2025E remained but with slight mix change: The Company reiterated its confidence to achieve its 2025 plan. However the structure may be slightly adjusted to have more VAS contribution (target RMB35bn revenue, up from RMB30bn) as the outlook of city services looks challenging (RMB10bn, down from RMB15bn). Among all the segments, Basic PM Segment has high visibility to RMB50bn given its contracted GFA of 1.5bn sq m. Another key segment is commercial operational services in which CGS has held 100 projects already and will boost via M&A.
- Margin pressure may alleviate in 2022E: CGS saw a relatively significant margin contraction in 2021 with GPM/NPM down 3ppt to 30%/14%. It was mainly due to the M&A dilution that has dragged down basic PM and community VAS GPM to 30% and 60%. Looking into the future, we think basic PM may see slight downside risk to 28%-29% level but the rest of segment is expected to remain stable given less M&A dilution risk.
- Acquisition of Everjoy (Zhongliang) PM at an attractive valuation of 6x: CGS has also announced the consideration to acquire Everjoy PM at RMB748mn for its existing managed projects. This is equivalent to 6x 2021A PE which looks like a good deal. Moreover, the acquisition will also involve more payments after Everjoy delivered more GFA in the future with total consideration not exceeding RMB3.1bn. We think the consideration was much lower than the market expectation and thus cleared the concern.
- High trade receivables to improve: The Company saw a huge trade receivable increase by RMB10bn in 2021 (+200% YoY). Out of which, RMB2bn was the loan to the shareholders of potential M&A underlying and will be used for the payment once the M&A was completed. Also, the rest was mainly due to the consolidation of city service and other M&A companies (RMB1bn+ each from Languang Justbo/R&F PM/City services). We think the situation will improve in 2022E as there are1) less M&A; 2) CGS will put more efforts in the receivable management of those acquired companies.
- Maintain Buy: We expect 2022/23E revenue to grow 50/43% after adjusting down the city services segment. GPM and NPM are estimated to stay stable at 29% and 13%. Our new target price is HK\$47.63/share, using 22x 2022E PE, in line with the industry average.

Earnings Summary

FY20A	FY21A	FY22E	FY23E	FY24E
15,600	28,843	43,303	61,955	86,155
61.7	84.9	50.1	43.1	39.1
2,686	4,033	5,662	7,863	10,899
0.98	1.28	1.69	2.35	3.26
55.7	31.1	32.2	38.9	38.6
N.A.	N.A.	1.94	2.70	3.24
N.A.	30.1	22.7	16.4	11.8
N.A.	15.6	12.7	9.2	6.4
N.A.	0.8	1.1	1.5	2.1
18.4	11.1	14.1	17.1	20.1
Net cash	Net cash	Net cash	Net cash	Net cash
	15,600 61.7 2,686 0.98 55.7 N.A. N.A. N.A.	15,600 28,843 61.7 84.9 2,686 4,033 0.98 1.28 55.7 31.1 N.A. N.A. N.A. 30.1 N.A. 15.6 N.A. 0.8 18.4 11.1	15,600 28,843 43,303 61.7 84.9 50.1 2,686 4,033 5,662 0.98 1.28 1.69 55.7 31.1 32.2 N.A. N.A. 1.94 N.A. 30.1 22.7 N.A. 15.6 12.7 N.A. 0.8 1.1 18.4 11.1 14.1	15,600 28,843 43,303 61,955 61.7 84.9 50.1 43.1 2,686 4,033 5,662 7,863 0.98 1.28 1.69 2.35 55.7 31.1 32.2 38.9 N.A. N.A. 1.94 2.70 N.A. 30.1 22.7 16.4 N.A. 15.6 12.7 9.2 N.A. 0.8 1.1 1.5 18.4 11.1 14.1 17.1

Source: Company data, Bloomberg, CMBIGM estimates

BUY (Maintain)

Target Price HK\$47.63 (Previous TP HK\$91.17)
Up/Downside +52.2%
Current Price HK\$31.30

China Property Service Sector

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Stock Data

Mkt Cap (HK\$ mn)	105,311
Avg 3 mths t/o (HK\$ mn)	869.15
52w High/Low (HK\$)	85.20/22.80
Total Issued Shares (mn)	3,365

Source: Bloomberg

 Shareholding Structure

 Chen Chong
 45.1%

 JPM
 5.7%

 Free float
 48.7%

Source: HKEx

Share Performance

	Absolute	Relative							
1-mth	-29.6%	-26.2%							
3-mth	-30.8%	-25.7%							
6-mth	-41.5%	-33.9%							
12-mth	-57.1%	-43.9%							

Source: Bloomberg

12-mth Price Performance



Source: Bloomberg

Auditor: PwC



Figure 1: 2021 results summary

RMB mn	2020	2021	YoY	Diff. vs. Estimate
Revenue	15,600	28,843	85%	6%
- Property management services	8,607	13,794	60%	
- Developer VAS	1,731	3,328	92%	
- Community VAS	1,370	2,675	95%	
- City services	884	4,529	412%	
- Commercial operational	NA	654	NA	
- Others	3,009	3,863	28%	
Gross profit	5,300	8,864	67%	
Net profit	2,686	4,033	50%	-11%
EPS (RMB)	0.98	1.28	31%	
DPS (RMB)	0.22	0.30	37%	
Dividend payout ratio	22.4%	23.4%	1 ppt	
GP Margin	34.0%	30.7%	-3.2 ppt	-1 ppt
Net Margin	17.2%	14.0%	-3.2 ppt	-2.7 ppt
Managed GFA (mn sq m)	319.5	765.7	140%	2 pp.
Contracted GFA (mn sq m)	745.8	1,437.9	93%	

Source: Company data, CMBIGM

- 2021 results in line: The Company delivered 50% YoY growth in 2021 earnings at RMB4bn, in-line with guidance and profit alert of 50% YoY. However, the EPS growth was only 31% due to the placement dilution. Their total revenue grew 85% YoY to RMB29bn mainly driven by its consolidation of city service segment (+412% YoY); Community VAS segment (+95% YoY); Developer VAS segment (+92% YoY); Managed GFA rose to 140% YoY growth to 766mn sq m. after M&A GFA consolidation. GP Margin eroded 3.2ppt YoY to 30.7% in 2021 due to the consolidation of lower GPM city services and acquisitions of new community VAS business. In turn, the decrease caused NPM to erodes 3.2ppt YoY to 14.0% in 2021. The Company decided to declare dividend of RMB0.2995/share (+37% YoY), representing a dividend payout ratio of 23% (+1ppt YoY).
- High trade receivable: The Company has a trade receivable of RMB10.3bn in 2021 (+141% YoY). Among which, there were RMB882mn (+491% YoY) from parenco and RMB9.7bn (+130% YoY) from third parties. During the post-results announcement, the Company said 80% of trade receivable is due within 1 year and most arising from new business lines (city services) and M&As (Languang Justbon; R&F).
- Consolidation of city services and commercial segment. The Company consolidated two M&As (acquired in 2020 Manguo & Dongfei), which promoted this segment revenue to RMB4.5bn (+412% YoY) marking 16% of total revenue (+10ppts YoY). Segment GPM decreased to 17.6% in 2021 (-15ppts YoY) also due to consolidation of full year revenue. Moreover, the Company separated commercial operational services segment providing 100 projects services and recording RMB654mn in revenue. Management has guided they will do an acquisition which will be completed this April or May. GPM for commercial operational services was 50.3% in 2021.
- Community VAS: Segment revenue increased to RMB3.3bn (+92% YoY) accounting for 11.5% of total revenue mainly due to increase in community media services (M&A driven) which recorded +179% YoY growth in revenue. This single business line has accounted for 37% of segment revenue. However, GPM has narrowed to 60.5% (-4.6ppts YoY) due to lower margin new businesses and media services.





Source: Bloomberg



Figure 3: PM sector comps

Company	pany Ticker CMBI rating TP Last		Last price	Mkt Cap	P/E			Net profit growth (%)		
			(HK\$)	(HK\$)	(HK\$ mn)	21A	22E	23E	22E	23E
Country Garden Services	6098 HK	BUY	47.6	31.3	105,311	30.1	22.7	16.4	49.6	38.5
CR MixC Lifestyle	1209 HK	BUY	56.0	36.3	82,855	43.6	31.2	23.2	37.7	34.4
A-Living	3319 HK	HOLD	34.2	11.5	16,387	5.5	4.4	3.5	25.6	25.1
Greentown Services	2869 HK	HOLD	9.5	7.5	24,278	21.3	17.9	14.0	20.7	28.9
Ever Sunshine	1995 HK	HOLD	12.7	9.7	16,965	21.0	15.0	10.9	43.4	38.1
Poly Services	6049 HK	HOLD	53.4	55.4	30,655	28.6	23.0	18.1	23.5	26.7
S-Enjoy	1755 HK	SELL	8.6	8.9	7,745	9.1	6.8	5.0	36.6	34.6
Powerlong Commercial	9909 HK	BUY	33.2	5.6	3,626	6.6	4.7	3.5	38.4	33.3
Excellence CM	6989 HK	BUY	14.9	3.9	4,698	7.0	5.0	3.8	39.2	35.0
Central China New Life	9983 HK	BUY	12.9	4.2	5,267	6.8	5.1	3.9	31.7	30.4
Sino-Ocean Services	6677 HK	BUY	7.1	3.7	4,393	8.6	6.0	4.4	43.7	36.4
New Hope Services	3658 HK	BUY	4.4	2.3	1,905	8.1	4.8	NA	55.5	NA
Redsun Services	1971 HK	BUY	9.4	3.0	1,257	6.5	4.4	3.1	50.2	44.1
Evergrande Services	6666 HK	BUY	10.4	2.3	24,865	5.6	4.2	3.2	32.1	31.2
Sunac Services	1516 HK	BUY	29.8	4.4	13,422	8.4	5.7	4.1	45.0	37.9
COPH	2669 HK	NR	NA	9.3	30,403	32.8	23.9	18.3	38.8	30.0
Times Neighborhood	9928 HK	NR	NA	2.1	2,099	4.3	2.3	1.9	39.9	30.1
Aoyuan Healthy Life	3662 HK	NR	NA	1.7	1,249	2.7	1.9	1.5	41.3	31.2
Shimao Services	873 HK	NR	NA	3.8	9,428	6.0	4.2	3.0	40.7	38.2
KWG Living	3913 HK	NR	NA	2.7	5,527	6.2	4.2	3.1	50.4	32.9
Jinke Smart Services	9666 HK	NR	NA	25.2	16,452	12.1	8.1	5.8	47.3	41.1
		· · · · · · · · · · · · · · · · · · ·			Average	22.5	16.3	12.2	39.2	34.1

Source: Bloomberg, CMBIGM



Financial Summary

Income statement						Cash flow summary					
YE 31 Dec (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E	YE 31 Dec (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E
Revenue	15,600	28,843	43,303	61,955	86,155	Profit before tax	3,715	5,673	7,740	10,864	15,220
Basic PM	8,607	13,794	21,348	30,834	41,400	D&A	60	NA	60	60	60
Non-owner VAS	1,370	2,675	3,936	5,398	6,983	Change in working capital	3,951	NA	2,182	2,543	(11,128)
Community VAS	1,731	3,328	6,106	9,426	14,806	Others	(1,017)	NA	(1,834)	(2,569)	(3,592)
City services	884	4,529	4,785	5,635	6,831	Net cash from operating	6,709	NA	8,148	10,899	561
Others	3,009	3,863	6,147	9,190	13,928						
Cost of sales	(10,301)	(19,979)	(30,540)	(43,901)	(60,896)	Capex	(5,570)	NA	(2,800)	(2,800)	(2,800)
Gross Profit	5,300	8,864	12,763	18,054	25,259	JV/Associates	-	NA	-	-	-
Other income	121	199	238	286	343	Others	44	NA	-	-	-
Selling expenses	(136)	(338)	(476)	(620)	(862)	Net cash from investing	(5,526)	NA	(2,800)	(2,800)	(2,800)
Administrative expenses	(1,950)	(3,259)	(4,547)	(6,505)	(9,046)						
Impairment	(98)	(188)	(291)	(421)	(565)	Equity raised	-	NA	-	-	-
Operating profit	3,236	5,277	7,686	10,794	15,129	Change of debts	3,812	NA	-	-	-
						Others	3,307	NA	(1,416)	(1,966)	(2,725)
JV/Associates	41	41	54	70	91	Net cash from financing	7,118	NA	(1,416)	(1,966)	(2,725)
Finance cost	44	(98)	-	-	-						
Exceptional	394	452	-	-	-	Net change in cash	8,301	(3,596)	3,932	6,133	(4,964)
Pre-tax Profit	3,715	5,673	7,740	10,864	15,220	Cash at the beginning of the year	6,914	15,215	11,619	15,551	21,684
						Exchange difference	-	-	-	-	-
Income tax	(933)	(1,323)	(1,780)	(2,499)	(3,501)	Cash at the end of the year	15,215	11,619	15,551	21,684	16,720
PROFIT FOR THE YEAR	2,782	4,349	5,960	8,365	11,720						
Non-controlling interest	(96)	(316)	(298)	(502)	(820)	Key ratios					
Net Profit attribute to	2,686	4,033	5,662	7,863	10,899	YE 31 Dec	FY20A	FY21A	FY22E	FY23E	FY24E
						Sales mix (%)					
						Basic PM	55.2	47.8	49.3	49.8	48.1
						Non-owner VAS	8.8	9.3	9.1	8.7	8.1
Balance sheet						Community VAS	11.1	11.5	14.1	15.2	17.2
YE 31 Dec (RMB mn)	FY20A	FY21A	FY22E	FY23E	FY24E	City services	5.7	15.7	11.0	9.1	7.9
Non-current assets	7,916	35,612	38,015	40,826	43,658	Commercial operational services	0.0	2.3	2.3	2.4	2.6
Property, plant and equipment	1,249	1,366	2,136	2,907	3,678	Others	19.3	13.4	14.2	14.8	16.2
Intangible assets	6,176	27,945	29,915	31,885	33,855	Total	100.0	100.0	100.0	100.0	100.0
Others	490	6,302	5,965	6,035	6,126	Profit & loss ratios (%)					
						Gross margin	34.0	30.7	29.5	29.1	29.3
Current assets	23,288	31,200	43,054	59,402	67.687	Net margin	17.2	14.0	13.1	12.7	12.7
Trade and other receivables	5,244	15,578	23,388	33,461	46,532	Effective tax rate	25.1	23.3	23.0	23.0	23.0
Cash and cash equivalents	15,215	11,619	15,551	21,684	16,720	Elicolivo tax rato	20.1	20.0	20.0	20.0	20.0
Others	2,829	4,004	4,115	4,256	4,435	Growth (%)					
	2,020	1,001	1,110	1,200	1,100	Revenue	61.7	84.9	50.1	43.1	39.1
Total assets	31,204	66,813	81,069	100 228	111 345	Gross profit	73.6	67.3	44.0	41.5	39.9
Total assets	31,204	00,013	01,003	100,220	111,545	Operating profit	80.0	63.1	45.7	40.4	40.2
Current liabilities	14,233	24,791	34,893	47,651	49,773	Net profit	60.8	50.2	40.4	38.9	38.6
Trade and other payables	7,476	14,413	22,032	31,671	43,931	Net profit	00.0	30.2	40.4	30.9	30.0
Others	6,757	10,378	12,861	15,981	5,842	Balance sheet ratios					
Others	0,757	10,376	12,001	13,961	3,042	Current ratio (x)	1.6	1 2	1.2	1 2	1.4
Non-current liabilities	812	3 640	2 6 4 0	2 640	2 6 4 0	Receivable turnover days	1.6 123	1.3		1.2	1.4
Deferred income tax liabilities		3,649	3,649	3,649	3,649	Receivable turnover days	123	197	197	197	197
	510	2,275	2,275	2,275	2,275	Poturno (9/)					
Others	302	1,374	1,374	1,374	1,374	Returns (%)	40.4	44.4	444	47.4	00.4
				=	==	ROE	18.4	11.1	14.1	17.1	20.1
Total liabilities	15,045	28,439	38,542	51,300	53,421	ROA	8.6	6.0	7.0	7.8	9.8
						Per share					
Equity to shareholders	14,566	36,187	40,043	45,941		EPS (RMB)	0.98	1.28	1.69	2.35	3.26
Non-controlling interests	1,593	2,187	2,485	2,987	3,807	DPS (RMB)	0.23	0.30	0.42	0.59	0.81
Total Equity	16,159	38,373	42,527	48,928		BVPS (RMB)	2.84	2.46	3.03	4.20	6.05



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