

Sheng Siong Group

The worst is over

SINGAPORE | CONSUMER | 3Q17 RESULTS

- FY17 Revenue/PATMI were in line with our full year estimations
- 11 new stores growth and improving macro backdrop to mitigate absence of contribution from the Verge and Woodlands Blk 6A
- Declared final dividend of 1.75 cents per share (Full year dividend of 3.30 cents, or 71.1% payout ratio in FY17)
- Maintain BUY and TP at S\$1.13

Results at a glance

| (SGD mn) | FY17 | FY16 | YoY (%) Comments |
|----------------------|--------------|--------------|---|
| Revenue | 829.9 | 796.7 | 4.2% +4.5% from new stores, +2.1% from mature stores, offset by -2.3% from Loyang Point, the Verge and Woodlands Blk 6A |
| Gross profit | 217.4 | 204.7 | 6.2% Lower input prices due to higher rebates from suppliers Gross margin +0.5pp to 26.2% in FY17 |
| EBITDA | 88.8 | 81.8 | 8.5% Lower depreciation (equipment in central distribution centre fully depreciated) |
| EBIT | 81.9 | 75.6 | 8.2% Operating margin +0.4pp to 9.9% in FY17 |
| PATMI DPS (cents) | 69.8 3.30 | 62.7 3.75 | 11.4% \$2.2m tax refunds; ex. tax refunds, PATMI +7.9% 16.7% Payout ratio: 71.1% in FY17 vs 90.0% in FY16 |

Source: Company, PSR

The Positive

+ Consumer sentiment picked up in 2H17 and to extend into 2018 on the back of brighter economic prospect and a delay in GST hike. Same-store-sales growth (SSSG), excluding contributions from Loyang, Verge and Woodlands Blk 6A stores, improved from FY16's 0.2% to 0.5% in 1H17 and 3% in 2H17. Overall SSSG was at 2.1% in FY17. Fewer and late store openings (opened 1 in Aug-17, and 2 in end-17) contributed to slower new stores growth in FY17 at 4.5% vs 6.2% a year ago.

In FY18e, we would see the full impact from the closure of the Verge and Woodlands Blk 6A stores, which contributed 5.3% to FY17 Revenue. Nonetheless, improving consumer sentiment coupled with expanded store count should mitigate the negative shortfall. We think 1Q18 should be a strong start, owing to seasonality – there is a 2-weeks window shift in 2018 Chinese New Year (Feb-18 vs Jan-17).

- + Gross margin continued to improve; sustainable at c.26% in FY18e. Margin drivers remain intact: efficiency gains derived from the central distribution centre, favourable input prices (still a buyer's market for groceries), as well as higher Fresh products penetration rate (44% of FY17 Revenue, +1% point from FY16's).
- + Strong financial position with zero debt and cash position of \$\$73.4mn as at end-FY17. Free cash flow turned positive from -\$\$11.2mn to \$\$60.9mn in FY17. We believe that the Group's free cash flow should improve further in FY18, as (a) set up costs of Kunming store in China has incurred in FY17; and (b) absence of huge ticket purchase in FY18 (such as FY16's \$\$89.9mn purchases of retail space).

After accounting for S\$31mn FY18e CapEx (including S\$16mn for the construction of central warehouse, and the remaining being new stores' fitting costs and maintenance CapEx), we expect FY18e free cash flow to be S\$65.6mn. Growing free cash flows could be a prelude to a higher dividend payout in future. Meanwhile, the expansion to the warehouse is on-track to be completed by FY18, adding c.97k sqft of storage area.



26 February 2018

Buy (Maintained)

| LAST CLOSE PRICE | SGD 0.93 |
|--------------------------------|-------------|
| LAST CLOSE PRICE | |
| FORECAST DIV | SGD 0.03 |
| TARGET PRICE | SGD 1.13 |
| TOTAL RETURN | 25.2% |
| COMPANY DATA | |
| BLOOM BERG CODE | SSG SP |
| O/S SHARES (MN) : | 1,504 |
| MARKET CAP (USD mn / SGD mn) : | 1038 / 1398 |
| 52 - WK HI/LO (SGD) : | 1.02 / 0.9 |
| 3M Average Daily T/O (mn) : | 1.98 |

| MAJOR SHAREHOLDERS (%) | |
|------------------------|--------|
| SS HOLDINGS | 29.85% |
| LIM HOCK CHEE | 11.33% |
| LIM HOCK LENG | 11.33% |
| LIM HOCK ENG | 11.33% |
| | |

PRICE PERFORMANCE (%)

| | 1M T H | 3 M T H | 1Y R |
|-----------|--------|---------|-------|
| COMPANY | (3.6) | 0.0 | 0.3 |
| STIRETURN | 1.14 | 6.89 | 20.17 |

PRICE VS. STI



Source: Bloomberg, PSR KEY FINANCIALS

| Y/E Dec | F Y 15 | F Y 16 | F Y 17e | FY 18 e |
|------------------|--------|--------|---------|---------|
| Revenue (SGD mn) | 764 | 797 | 841 | 883 |
| EBITDA (SGD mn) | 73 | 82 | 90 | 98 |
| NPAT (adj.) | 57 | 63 | 69 | 74 |
| EPS (adj.) | 3.78 | 4.17 | 4.61 | 4.93 |
| PER, x (adj.) | 21.9 | 22.4 | 20.2 | 18.9 |
| P/BV, x | 5.1 | 5.6 | 5.1 | 4.7 |
| DPS (SGD cents) | 3.50 | 3.75 | 3.25 | 3.45 |
| Div Yield, % | 3.8% | 4.0% | 3.5% | 3.7% |
| ROE, % | 23.6% | 25.2% | 26.4% | 26.1% |

Source: Company Data, PSR est.

Valuation Method P/E Multiple @ 23x

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The Negative

 Gestation of Kunming store could take time. Its first flagship store in China has softlaunched in Nov-17 but may take a longer period to breakeven. Including preoperating costs, the Group's share of the losses was S\$0.4m in FY17 and could increase up to S\$1mn in FY18e.

Outlook

Outlook remains positive. Tailwinds from favourable macro backdrop:

- (a) Inflation to remain benign and stronger confidence to spur consumer spending.
- (b) Government grants to support bottom line. FY18e Other Income to be comparable to FY17's S\$10.3mn. The recent 2018 Singapore Budget has extended the Wage Credit Scheme (WCS) to 2020, though the level of co-funding will be tapered. It will provide co-funding of 20% for 2018 (same as 2017), 15% for 2019 and 10% for 2020. On the other hand, it has obtained approval for S\$1mn productivity grant YTD, (37% of FY17's S\$2.7mn).
- (c) 11 new stores continue to underpin FY18e growth. 7 new stores opened in 2016-17, together with the 4 new HDB stores gained from the recent bidding exercise would mitigate the closure of two big stores. The 4 new stores will increase net retail area by 7.9% by Apr-18 as compared to end-FY17 (see Figure 2).

Maintained BUY with TP at \$\$1.13. We kept dividend payout for FY18e to c.70%, an implied dividend yield of 3.7%.

Re-rating catalysts: (i) Successful bidding of new stores; and (ii) Improvement of product mix.

Healthy pipeline of new stores up for bidding in 2018. There are 13 new supermarkets units pending completion by 2018, according to data on HDB HBiz website. However, management shared its concern on the proximity of these locations with existing stores, which include those under Sheng Siong's brand.



| | | Targeted / | Total Gross Floor | |
|-----|------------------------------------|----------------|-------------------|---|
| | Location | Effective Date | Area (sqft) | Remarks |
| Α. | 2 Store closures | | | |
| 1. | The Verge | Jun-17 | 45,000 | Contributed 5.3% to FY17 Revenue. |
| 2. | Woodlands Blk 6A | Oct-17 | 41,500 | Contributed 5.5% to FTTY Revenue. |
| В. | 11 new stores opened between 2016 | and Apr-18 | | |
| 1. | Block 18B Circuit Road | Apr-16 | 3,500 | |
| 2. | Block 11 Upper Boon Keng Road | Apr-16 | 3,000 | |
| 3. | Block 473 Fernvale Street | Jun-16 | 3,300 | |
| 4. | Yishun Junction 9 | Sep-16 | 15,500 | |
| 5. | Block 446 Fajar Road | Aug-17 | 4,000 | Taking into consideration of the 2 store closure |
| 6. | Block 660A Edgedale Plain | Nov-17 | 3,100 | (in Point A) and the 3 new stores, total retail area |
| 7. | Woodlands Street 12 | Dec-17 | 11,800 | was down by 10.2% to 404,000 sqft as at end FY17. |
| 8. | Block 417 Fernvale Street | 18 Jan-18 | 5,600 | |
| 9. | Block 338 Anchorvale Crescent | 18 Jan-18 | 5,200 | The 4 new stores to add 7 0% retail space |
| 10. | Block 105 Canberra Street | 3 Feb-18 | 11,300 | The 4 new stores to <i>add</i> 7.9% retail space. |
| 11. | ITE Ang Mo Kio | Early Apr-18 | 10,000 | |
| C. | Other | | | |
| 1. | Kunming, China | Nov-17 | 50,000 | |
| 2. | Land adjacent to central warehouse | 4Q18 | 597,000 | 97,000 sqft of additional storage space (up from previous estimate of 50,000 sqft). |
| | | | | Remaining construction cost is estimated to be c.S\$16mn. |

Source: Company, PSR

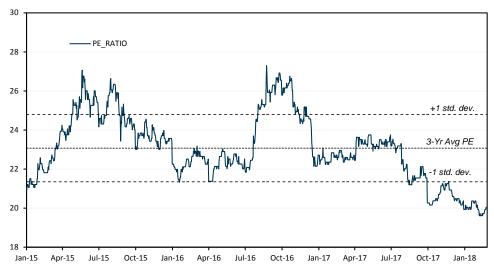


SSG is currently trading at 20.0x trailing PER, which is below its regional peers' average of 39.3x. It also provides an attractive FY18e dividend yield of 3.7%, as compared to its regional peers' average of 1.6%.

| ingure of receipteoinpurison | | | | | | | | | | |
|---|----------|-----------|-----------|------|------|----------|------|-------|------|------------|
| | Mkt Cap | EV/EBITDA | EV/EBITDA | P/E | P/E | Net D/E | ROA | ROE | P/B | Div. yield |
| Company | (SGD mn) | TTM | FY1 | | FY1 | (%) | (%) | (%) | | FY1 (%) |
| Sheng Siong Group | 1,398.3 | 14.0 | 15.0 | 20.0 | 23.0 | Net Cash | 18.7 | 27.9 | 5.5 | 3.7 |
| Singapore | | | | | | | | | | |
| Dairy Farm Intl Hldgs Ltd | 15,172.6 | 16.9 | 17.6 | 23.8 | 23.2 | 40.6 | 9.6 | 32.5 | 7.3 | 2.7 |
| Hong Kong | | | | | | | | | | |
| Lianhua Supermarket Holdings Co Ltd | 487.2 | N/A | N/A | N/A | N/A | Net Cash | -2.8 | -17.0 | 0.9 | 0.0 |
| China Resources Enterprise | 16,964.3 | 15.7 | 21.6 | 68.3 | 48.7 | 21.4 | 2.8 | 8.2 | 4.4 | 0.6 |
| Market Cap Weighted Average | | 15.3 | 21.0 | 66.4 | 47.3 | 20.8 | 2.6 | 7.5 | 4.3 | 0.6 |
| Indonesia | | | | | | | | | | |
| Matahari Putra Prima Tbk PT | 226.3 | 11.8 | 13.4 | N/A | N/A | 20.6 | -1.6 | -4.5 | 1.0 | 0.0 |
| Hero Supermarket Tbk Pt | 383.6 | 11.8 | N/A | 21.0 | N/A | Net Cash | 1.9 | 2.7 | 0.7 | N/A |
| Ramayana Lestari Sentosa Tbk PT | 780.7 | 7.5 | 11.1 | 18.5 | 19.2 | Net Cash | 9.3 | 12.3 | 2.2 | 2.9 |
| Market Cap Weighted Average | | 9.4 | 8.4 | 16.2 | 10.8 | 3.4 | 5.5 | 6.9 | 1.6 | 1.6 |
| Malaysia | | | | | | | | | | |
| 7-Eleven Malaysia Holdings Bhd | 568.7 | N/A | 14.7 | 38.5 | 39.0 | 188.2 | N/A | N/A | 32.0 | 1.6 |
| Parkson Holdings | 179.8 | 6.1 | 3.1 | N/A | 16.7 | Net Cash | -1.1 | -4.2 | 0.2 | 4.4 |
| Market Cap Weighted Average | | 6.0 | 3.4 | 1.1 | 17.3 | 5.3 | -1.0 | -4.1 | 1.1 | 4.3 |
| Thailand | | | | | | | | | | |
| Big C Supercenter Pcl | N/A | 17.3 | N/A | N/A | 21.5 | 25.7 | 6.3 | 11.7 | N/A | N/A |
| CP All Pcl | 31,708.0 | 20.4 | 20.1 | 38.6 | 32.7 | 170.5 | 5.6 | 30.5 | 10.0 | 1.6 |
| Robinson Department Store Pcl | 3,278.6 | 48.5 | 13.5 | 28.5 | 24.4 | Net Cash | 10.1 | 17.3 | 4.7 | 2.0 |
| Siam Makro Pcl | 8,925.2 | 18.4 | 19.6 | 34.3 | 31.3 | 26.6 | 11.0 | 37.1 | 12.1 | 2.3 |
| Market Cap Weighted Average | | 22.1 | 19.5 | 37.0 | 31.8 | 128.5 | 7.0 | 30.9 | 10.0 | 1.7 |
| Philippines | | | | | | | | | | |
| Robinsons Retail Holdings Inc | 3,321.0 | 16.7 | 15.2 | 25.9 | 24.7 | Net Cash | 7.0 | 10.4 | 2.6 | 0.8 |
| Puregold Price Club | 3,456.5 | 14.8 | 13.3 | 23.5 | 22.2 | 2.5 | 9.4 | 13.0 | 2.9 | 0.7 |
| Market Cap Weighted Average | | 15.7 | 14.2 | 24.7 | 23.4 | 1.3 | 8.2 | 11.7 | 2.7 | 0.7 |
| Market Cap Weighted Average (Excl. SSG) | | 18.9 | 18.8 | 39.3 | 32.4 | 78.9 | 6.6 | 24.2 | 7.8 | 1.6 |
| | | | | | | | | | | |

Source: Bloomberg, PSR

Figure 4. Trading below at its 3-Year Historical PER average





Financials

Income Statement

| Y/E Dec, SGD mn | FY15 | FY16 | FY17 | FY18e | FY19e |
|-----------------------------|------|------|------|-------|-------|
| Revenue | 764 | 797 | 830 | 859 | 893 |
| Gross profit | 189 | 205 | 217 | 225 | 234 |
| EBITDA | 73 | 82 | 89 | 94 | 97 |
| Depreciation & Amortisation | 13 | 15 | 15 | 16 | 17 |
| EBIT | 66 | 76 | 82 | 86 | 88 |
| Net Finance Inc/(Exp) | 1 | 1 | 0 | 0 | 0 |
| Profit Before Tax | 68 | 76 | 82 | 86 | 89 |
| Taxation | (11) | (13) | (13) | (15) | (15) |
| Profit After Tax | 57 | 63 | 70 | 72 | 74 |
| Non Controlling Interest | 0 | 0 | (0) | (1) | (1) |
| Net profit, reported | 57 | 63 | 70 | 72 | 74 |
| Net profit, adj. | 57 | 63 | 70 | 72 | 74 |

| Per share data (SGD Cents) | | | | | |
|----------------------------|-------|-------|-------|-------|-------|
| Y/E Dec | FY15 | FY16 | FY17 | FY18e | FY19e |
| EPS, reported | 3.78 | 4.17 | 4.64 | 4.81 | 4.94 |
| EPS, adj. | 3.78 | 4.17 | 4.64 | 4.81 | 4.94 |
| DPS | 3.50 | 3.75 | 3.30 | 3.40 | 3.50 |
| BVPS | 16.24 | 16.76 | 18.00 | 19.40 | 20.82 |

| Cash Flow | | | | | |
|---------------------------|------|------|------|-------|-------|
| Y/E Dec, SGD mn | FY15 | FY16 | FY17 | FY18e | FY19e |
| CFO | | | | | |
| Profit before tax | 68 | 76 | 82 | 86 | 89 |
| Adjustments | 12 | 14 | 15 | 16 | 17 |
| WC changes | 3 | 1 | -9 | 8 | -5 |
| Cash generated from ops | 82 | 91 | 87 | 110 | 100 |
| Others | (9) | (13) | (9) | (15) | (15) |
| Cashflow from ops | 73 | 78 | 79 | 96 | 85 |
| CFI | | | | | |
| CAPEX, net | (30) | (89) | (18) | (30) | (27) |
| Others | 1 | 1 | 0 | 0 | 0 |
| Cashflow from investments | (29) | (89) | (17) | (30) | (26) |
| CFF | | | | | |
| Share issuance, net | 0 | 0 | 0 | 0 | 0 |
| Loans, net of repayments | 0 | 0 | 0 | 0 | 0 |
| Dividends | (49) | (55) | (51) | (51) | (52) |
| Others | 0 | 0 | 0 | 0 | 0 |
| Cashflow from financing | (49) | (55) | (51) | (51) | (52) |
| Net change in cash | (5) | (66) | 10 | 15 | 6 |
| Effects of exchange rates | 0 | 0 | (0) | 0 | 0 |
| CCE, end | 126 | 64 | 73 | 89 | 95 |

| FY15 | FY16 | FY17 | FY18e | FY19e |
|---|---|--|--|--|
| | | | | |
| 178 | 252 | 255 | 269 | 279 |
| 0 | 0 | 0 | 0 | (|
| 178 | 252 | 255 | 269 | 279 |
| 12 | 10 | 15 | 13 | 13 |
| 126 | 64 | 73 | 89 | 95 |
| 52 | 62 | 61 | 63 | 65 |
| 0 | 0 | 0 | 0 | (|
| 190 | 136 | 149 | 164 | 173 |
| 368 | 388 | 404 | 433 | 452 |
| | | | | |
| 109 | 118 | 111 | 120 | 117 |
| 0 | 0 | 0 | 0 | 0 |
| 13 | 13 | 17 | 17 | 17 |
| 121 | 131 | 128 | 136 | 134 |
| 0 | 0 | 0 | 0 | 0 |
| 2 | 2 | 3 | 3 | 4 |
| 2 | 2 | 3 | 3 | 4 |
| 124 | 133 | 130 | 140 | 138 |
| | | | | |
| | | | | |
| 0 | 3 | 2 | 2 | 1 |
| 0 244 | 3 252 | 2 271 | 2 292 | 1 313 |
| | | | | |
| | | | | 313 |
| 244 | 252 | 271 | 292 | |
| 244 FY15 | 252 FY16 | 271 FY17 | 292 FY18e | 313 FY196 18.8 |
| 244 FY15 21.9 | 252 FY16 22.4 | 271 FY17 20.0 | 292 FY18e 19.3 | 313 FY19 18.8 4.5 |
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| 244 FY15 21.9 5.1 15.4 3.8% 5.3% 11.8% 17.0% | 252 FY16 22.4 5.6 16.4 4.0% 4.2% 12.6% 13.7% | 271 20.0 5.2 15.0 3.5% 4.2% 8.5% 8.2% | 292 FY18e 19.3 4.8 13.9 3.7% 3.5% 6.0% 5.0% | FY196 18.8 4.5 13.4 3.8% 4.0% 3.5% |
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(126)

(64) (73)

Net Cash Net Cash Net Cash Net Cash

(89)

(95)

Source: Company, Phillip Securities Research (Singapore) Estimates

*Forward multiples & yields based on current market price; historical multiples & yields based on historical market price.

Net Debt/(Cash)

Net Gearing (X)







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