

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

Soh Lin Sin (+65 6212 1847) Investment Analyst sohls@phillip.com.sg



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

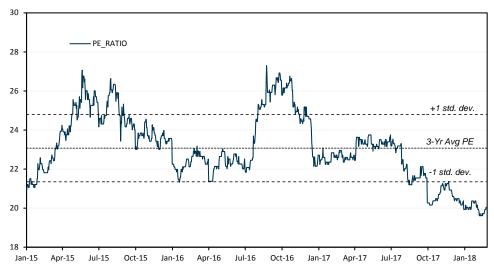


SSG is currently trading at 20.0x trailing PER, which is below its regional peers' average of 39.3x. It also provides an attractive FY18e dividend yield of 3.7%, as compared to its regional peers' average of 1.6%.

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	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
244 FY15 21.9 5.1	252 FY16 22.4 5.6	271 FY17 20.0 5.2	292 FY18e 19.3 4.8	313 FY196 18.8 4.5 13.4
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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)







Head of Research

Paul Chew – paulchewkl@phillip.com.sg

Consumer | Healthcare Soh Lin Sin - <u>sohls@phillip.com.sg</u>

Transport | REITs (Industrial) Richard Leow - <u>richardleowwt@phillip.com.sg</u>

Banking and Finance Jeremy Teong - jeremyteongfh@phillip.com.sg

SINGAPORE Phillip Securities Pte Ltd Raffles City Tower

250, North Bridge Road #06-00 Singapore 179101 Tel +65 6533 6001 Fax +65 6535 6631 Website: <u>www.poems.com.sg</u>

JAPAN

Phillip Securities Japan, Ltd. 4-2 Nihonbashi Kabuto-cho Chuo-ku, Tokyo 103-0026 Tel +81-3 3666 2101 Fax +81-3 3666 6090 Website: www.phillip.co.jp

THAILAND

Phillip Securities (Thailand) Public Co. Ltd 15th Floor, Vorawat Building, 849 Silom Road, Silom, Bangrak, Bangkok 10500 Thailand Tel +66-2 6351700 / 22680999 Fax +66-2 22680921 Website www.phillip.co.th

UNITED STATES Phillip Capital Inc

141 W Jackson Blvd Ste 3050 The Chicago Board of Trade Building Chicago, IL 60604 USA Tel +1-312 356 9000 Fax +1-312 356 9005 Website: www.phillipusa.com

INDIA

PhillipCapital (India) Private Limited No.1, 18th Floor, Urmi Estate

95, Ganpatrao Kadam Marg Lower Parel West, Mumbai 400-013 Maharashtra, India Tel: +91-22-2300 2999 / Fax: +91-22-2300 2969 Website: www.phillipcapital.in

CAMBODIA Phillip Bank Plc

Ground Floor of B-Office Centre,#61-64, Norodom Blvd Corner Street 306,Sangkat Boeung Keng Kang 1, Khan Chamkamorn, Phnom Penh, Cambodia Tel: 855 (0) 7796 6151/855 (0) 1620 0769 Website: www.phillipbank.com.kh

Contact Information (Singapore Research Team)

Oil & Gas | Energy Chen Guangzhi - <u>chengz@phillip.com.sg</u>

REITs (Commercial, Retail, Healthcare) | Property Dehong Tan - <u>tandh@phillip.com.sg</u>

US Equity Ho Kang Wei - <u>hokw@phillip.com.sg</u>

Contact Information (Regional Member Companies) MALAYSIA Phillip Capital Management Sdn Bhd B-3-6 Block B Level 3 Megan Avenue II,

No. 12, Jalan Yap Kwan Seng, 50450 Kuala Lumpur Tel +603 2162 8841 Fax +603 2166 5099 Website: <u>www.poems.com.my</u>

INDONESIA PT Phillip Securities Indonesia ANZ Tower Level 23B, Jl Jend Sudirman Kav 33A Jakarta 10220 – Indonesia Tel +62-21 5790 0800 Fax +62-21 5790 0809 Website: www.phillip.co.id

FRANCE

King & Shaxson Capital Limited 3rd Floor, 35 Rue de la Bienfaisance 75008 Paris France Tel +33-1 45633100 Fax +33-1 45636017 Website: www.kingandshaxson.com

AUSTRALIA

Phillip Capital Limited Level 10, 330 Collins Street Melbourne, Victoria 3000, Australia Tel +61-03 9629 8288 Fax +61-03 9629 8882 Website: www.phillipcapital.com.au

TURKEY

PhillipCapital Menkul Degerler Dr. Cemil Bengü Cad. Hak Is Merkezi No. 2 Kat. 6A Caglayan 34403 Istanbul, Turkey Tel: 0212 296 84 84 Fax: 0212 233 69 29 Website: www.phillipcapital.com.tr

Research Operations Officer

Mohamed Amiruddin - amiruddin@phillip.com.sg

Macro Pei Sai Teng - <u>peist@phillip.com.sg</u>

Technical Analysis Jeremy Ng - jeremyngch@phillip.com.sg

REITs (Commercial, Retail, Healthcare) | Property Tara Wong - <u>tarawongsj@phillip.com.sg</u>

> HONG KONG Phillip Securities (HK) Ltd 11/F United Centre 95 Queensway Hong Kong Tel +852 2277 6600 Fax +852 2868 5307 Websites: www.phillip.com.hk

CHINA

Phillip Financial Advisory (Shanghai) Co Ltd No 550 Yan An East Road, Ocean Tower Unit 2318, Postal code 200001 Tel +86-21 5169 9200 Fax +86-21 6351 2940 Website: www.phillip.com.cn

UNITED KINGDOM King & Shaxson Capital Limited 6th Floor, Candlewick House, 120 Cannon Street, London, EC4N 6AS Tel +44-20 7426 5950 Fax +44-20 7626 1757 Website: www.kingandshaxson.com

SRI LANKA

Asha Phillip Securities Limited 2nd Floor, Lakshmans Building, No. 321, Galle Road, Colombo 03, Sri Lanka Tel: (94) 11 2429 100 Fax: (94) 11 2429 199 Website: www.ashaphillip.net

DUBAI

Phillip Futures DMCC Member of the Dubai Gold and Commodities Exchange (DGCX) Unit No 601, Plot No 58, White Crown Bldg, Sheikh Zayed Road, P.O.Box 212291 Dubai-UAE Tel: +971-4-3325052 / Fax: + 971-4-3328895



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