Deutsche Bank Markets Research

Rating Buy

<mark>Asia</mark> China

Consumer Alcohol & Tobacco Reuters 600519.SS

Company

Bloomberg 600519 CG

Kweichow Moutai

Exchange Ticker SHH 600519

How much Moutai is stored in channels now?

Restocking cycle to continue; revising up TP to Rmb745

We estimate Moutai's current channel inventory equals six months of Moutai's real consumption, indicating there is still room for distributors and high-wealth individuals to fill up their warehouses. More importantly, this would leave management time to deal with the channel stocking problem. Meanwhile, we identify three possible catalysts that might trigger channel de-stocking, and before these catalysts are triggered, we expect less risk of a strong de-stocking. We are revising up Moutai's TP to Rmb745 and we maintain Buy.

Current channel inventory equals six months of real consumption

We think Moutai's strong sales recovery from 2016 has been mainly driven by both channel restocking and a consumption upgrade. Therefore, it is important for investors to gauge the water line in the channels. Based on historical channel inventory movement, Moutai's ex-factory supply, and Moutai's real consumption pattern, we estimate that currently there are 12,000 tons of Moutai in distributors' and investors' warehouses, representing six months of real consumption in 2017. Compared with the peak level of 12 months in 2012, this implies there is room for channels to stock up (Figure 1).

Three catalysts that could trigger channel de-stocking in next 12 months

Distributors are building up channel stocking because they expect the retail price to continue to go up. Therefore, whenever such an expectation weakens, the cycle could turn from restocking to de-stocking. We identify three events that might lead to weakened expectation: 1) Moutai strictly implements a fixed price e-commerce policy; 2) Moutai raises its ex-factory price at an inappropriate time; and 3) the retail price rises to Rmb2000 suddenly, which is the peak level in the last cycle. Before these catalysts happen, we believe risk-reward remains attractive for a Buy on the stock.

Maintaining Buy

Moutai's management is undertaking several measures, including implementing price guidance, increasing supply and implementing an e-commerce policy, to stabilize the retail price. We expect these measures to push distributors to release channel inventory gradually (instead of suddenly). We are revising up our TP to Rmb745 based on the DCF method (factoring in 9.5% WACC and 2% TG). We reiterate Buy. **Downside risk: sudden channel de-stocking**.

Deutsche Bank AG/Hong Kong

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Date 16 November 2017 Forecast Change

Price at 15 Nov 2017 (CNY)	688.08
Price target - 12mth (CNY)	745.00
52-week range (CNY)	688.08 - 308.97
Shanghai Composite	3,403

Valuation & Risks

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Key changes			
ТР	650.00 to 745.00	î	14.6%
Sales (FYE)	44,522 to 48,551	î	9.0%
Op prof margin (FYE)	71.6 to 71.8	î	0.3%
Net profit (FYE)	23,295.4 to 25,350.4	î	8.8%
Source: Deutsche Bank			

Price/price relative



- Kweichow Moutai - Shanghai Composite (Rebased)

Performance (%)	1m	3m 12m
Absolute	23.6	38.7119.1
Shanghai Composite	0.3	4.6 6.1
Source: Deutsche Bank		
Key indicators (FY1)		
ROE (%)		31.6
Net debt/equity (%)		-85.6
Book value/share (CNY)		69.79
Price/book (x)		9.9
Net interest cover (x)		-
Operating profit margin (%)		71.8
Source: Deutsche Bank		



Revisiting our channel inventory model

What's the channel inventory by the end of 2017?

We introduced our Moutai channel inventory model in our report "<u>The restocking</u> cycle is just beginning; reiterating Buy" published on 22 June 2017 as below:

Ending channel stocking = beginning channel stocking ("A") + Moutai exfactory supply ("B") - real consumption in the period ("C"), where,

- A = based on channel check and historical movement
- B= based on reported data
- C= based on last year real consumption and a growth rate (which correlated to changes in retail price, income growth and national FAI growth)

We are revisiting the model based on recent changes. We estimate the ending stock level to be 12,000 tons by the end of 2017 (Figure 1). Particularly, we estimate the real consumption ("C") to decline 10% yoy from 27,000 tons in 2016 to 24,000 tons in 2017, mainly due to negative impact from a 50% yoy retail price increase, which is partly offset by rising demand from per capita income growth and consumption upgrade. The stocking level is higher than our previous forecast in June (4,000 tons) mainly because Moutai increased its supply in 3Q17 to stabilize the retail price.

The ending balance of 12,000 tons equals around six months' consumption. We believe this is still a safe level. To recap, the channel inventory reached one year's consumption by the end of 2011 in the last peak cycle, based on our estimates, and at the 12 month level, the retail price continued to go up, to Rmb2000 at Chinese New Year 2012. This implies that there is still room for distributors to build up inventories (Figure 1 & 2), which also leaves time for Moutai's management to solve the channel problem.

(thousands tons)	2012	2013	2014	2015	2016	2017E	2018E	2019E
Channel stocking - beginning ("A")	13	14	15	14	10	6	12	18
Add: Moutai ex-factory sales ("B")	15	17	18	20	23	30	33	35
Less: retail consumption ("C")	-14	-16	-20	-24	-27	-24	-27	-30
Channel stocking - ending	14	15	14	10	6	12	18	23
Actual retail price (RMB/bottle)	1,771	1,145	951	865	942	1,400	1,600	1,800
YoY	17%	-35%	-17%	-9%	9%	49%	14%	13%



What will happen if everything goes well in 2018-19?

For 2018-19, we calculate our model based on an important assumption -Moutai successfully stabilizes the retail price, and, at the same time, avoids the sudden channel de-stocking. This is our base case, because we believe Moutai's management is fully aware of the risks of over channel stocking, and it is taking various measures to resolve the risks. In this scenario, we expect:

- A gradual increase in the retail price. The price increase pace should not be too strong to depress real consumption, and should not be too weak to trigger channel de-stocking;
- Real consumption recovers to positive growth in 2018-19, helped by a more stable retail price; and
- Channel stocking to be maintained at a safe level of < one year's real consumption in 2018-19.
 Due to lower price hike expectation (but still some), distributors gradually

Due to lower price hike expectation (but still some), distributors gradually (instead of suddenly) release the channel stockings. This could ultimately remove the channel de-stocking risk.

In this base case, we expect Moutai's actual ex-factory volume to increase by 10% in 2018, and it will be able to raise the ex-factory price slightly in 2019. We forecast Moutai's sales and earnings to grow 20% and 22% in 2018-19, which is also helped by mix upgrade.

What will happen if something goes wrong in 2018-19?

If channels begin heavy de-stocking, then what happened in 2013-15 will happen again in 2018-19. The retail price could collapse and decline to Rmb1200, and then even lower. At the same time, the distributors will rush to push out their inventories and drive a further decline in retail price.

We don't expect this to happen in our base case . Moutai's management is fully aware of the channel de-stocking risk and is taking various measures to avoid this situation. However, it is still important for investors to keep an eye on potential risks that might lead to heavy channel de-stockings. Channels are building up 16 November 2017 Alcohol & Tobacco Kweichow Moutai

inventories because of price hike expectations, and therefore any events that remove such expectations could lead to a reverse trend. We think there are three potential events that could remove this price hike expectation:

- Catalyst I: Moutai strengthens its requirement on e-commerce policy strictly. On Sept 9, Moutai launched its e-commerce platform ("Moutai Yunshang") and requires all distributors to sell 30% of their volume on the platform at Rmb1299. Distributors have indicated that the impact is limited because some distributors could buy back the stock and sell it again in offline channels. But if Moutai strictly implements this policy, or increases the ratio to a higher portion, say 50%, then this could reduce distributors' stocking-up incentives, due to fixed channel profits.
- Catalyst II: Moutai raises its ex-factory price at an inappropriate time or by an inappropriate magnitude. For example, if Moutai raises its exfactory significantly in 1H18, distributors' incentive to stock up liquor will decline, because the liquor is already priced up (as happened in other FMCG products). Some distributors might begin to take profits and sell out inventories. This would result in a change in Moutai liquor's market from undersupply to oversupply, and lead to a retail price decline.
- Catalyst III: Retail price rises to over Rmb2000/bottle. The peak level of retail price for "Feitian Mouta" in the last cycle was Rmb2000 in 2012. Some distributors might stop channel restocking at this level.

A heavy channel de-stocking would pressure Moutai's ex-factory volume growth (mainly on the column that is not in quotas), and hurt its branding. **Meanwhile, investors will likely turn bearish on Moutai's sales outlook, and its valuation could de-rate.**

Too early to take profit; revising up TP to Rmb745

Near-term, given Moutai's channel stocking level is still far from its peak level, and the de-stocking catalysts have not happened, we believe the key drivers for Moutai's sales growth are still valid. Meanwhile, we expect Moutai's retail price to gradually increase until peak consumption season during Chinese New Year 2018, which will drive further valuation re-ratings of the stock.

We are revising up our sales and net profit to factor in Moutai's increased exfactory volume in 2018. We forecast 29% and 31% sales/earnings CAGR in 2017-19E. We are revising up our target price to Rmb745 based on the DCF method, factoring in 9.5% WACC (3.9% RFR, 5.6% ERP, 1.0 beta, debt-free structure) and a 2% terminal growth rate. **Downside risk:** early-than-expected channel de-stockings.

Figure 3: Forecast change

		New			Old			Change	
RMBm	2017E	2018E	2019E	2017E	2018E	2019E	2017E	2018E	2019E
Gross sales	58,990	71,265	85,223	54,251	66,938	76,082	8.7%	6.5%	12.0%
Net Sales	48,551	58,703	70,148	44,522	55,048	62,424	9.0%	6.6%	12.4%
Gross profit	43,416	52,430	62,984	39,733	49,319	55,850	9.3%	6.3%	12.8%
EBIT	34,861	42,733	52,072	31,888	40,060	45,952	9.3%	6.7%	13.3%
Net profit	25,350	31,001	37,836	23,295	29,141	33,575	8.8%	6.4%	12.7%
GPM	73.6%	73.6%	73.9%	73.2%	73.7%	73.4%	0.4%	-0.1%	0.5%
EBITM	59.1%	60.0%	61.1%	58.8%	59.8%	60.4%	0.3%	0.1%	0.7%
NPM	43.0%	43.5%	44.4%	42.9%	43.5%	44.1%	0.0%	0.0%	0.3%

Source: Deutsche Bank

Figure 4: Valuation comp

Tisker	Deeem	Listing	Deles	Mkt Cap		PE (x)			PB (x)		EV	/EBITD/	1	Div	Yield (%)
TICKET	Recom	Curr	Flice	US\$mn	Hist	FY1Y	FY2Y	Hist	FY1Y	FY2Y	Hist	FY1Y	FY2Y	Hist	FY1Y	FY2Y
600519.SS	Buy	CNY	688.08	133,773	20.7	34.1	27.9	5.8	9.9	8.3	12.1	21.8	17.3	2.5	1.6	1.9
02304.SZ	NR	CNY	112.08	25,956	18.2	25.6	21.4	4.1	5.8	5.0	12.0	18.4	15.6	1.8	2.0	2.4
000568.SZ	NR	CNY	67.31	15,239	24.0	39.0	29.6	4.2	7.4	6.6	17.2	27.1	20.4	1.4	1.3	2.0
600809.SS	NR	CNY	59.05	7,826	35.8	50.3	34.0	4.6	9.6	8.1	19.7	29.7	21.2	0.9	1.0	1.5
000596.SZ	NR	CNY	68.93	4,718	27.6	32.1	25.4	4.1	5.4	4.6	17.8	18.2	15.1	0.9	0.9	1.2
603198.SS	NR	CNY	18.58	2,271	25.4	20.6	18.0	4.4	N/A	N/A	16.6	N/A	N/A	3.2	N/A	N/A
500779.SS	NR	CNY	48.24	3,647	41.5	69.3	38.9	6.4	14.2	11.2	30.4	44.7	26.6	0.9	0.7	1.0
600702.SS	NR	CNY	46.73	2,460	95.0	95.7	43.0	3.3	6.1	5.0	29.8	39.5	19.8	0.1	0.1	0.4
600059.SS	NR	CNY	9.49	1,161	68.3	48.6	41.1	2.1	1.9	1.9	34.0	28.5	26.2	1.0	0.8	1.0
00799.SZ	NR	CNY	29.36	1,530	61.4	59.3	40.4	3.6	5.0	4.5	38.6	37.6	25.5	0.4	N/A	N/A
600197.SS	NR	CNY	24.76	1,673	23.1	30.0	24.0	3.3	5.0	4.3	11.9	18.3	15.6	1.0	1.2	1.3
					40.1	45.9	31.2	4.2	7.0	6.0	21.8	28.4	20.3	1.3	1.1	1.4
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Source: Deutsche Bank, Bloomberg Finance LP. Stock price is on 15 Nov 2017. We use DB estimates for those companies we cover and Bloomberg consensus for others.

16 November 2017 Alcohol & Tobacco Kweichow Moutai

Model updated: 16 November 2017

Running the numbers Asia	F
China	Re Di
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Kweichow Moutai

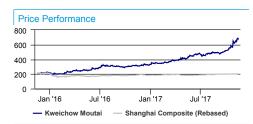
Reuters: 600519.SS Bloomberg: 600519 CG

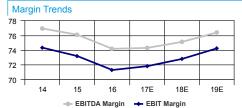
Buy

Price (15 Nov 17)	CNY 688.1
Target Price	CNY 745.0
52 Week range	CNY 308.97 - 688.08
Market cap (m)	CNYm 864,366 USDm 130,293

Company Profile

Kweichow Moutai is China's largest local spirit brand/producer by sales value.









Fiscal year end 31-Dec	2014	2015	2016	2017E	2018E	2019E
Financial Summary						
DB EPS (CNY) Reported EPS (CNY)	12.22 12.22	12.34 12.34	13.31 13.31	20.18 20.18	24.68 24.68	30.12 30.12
DPS (CNY)	3.98	6.17	6.79	10.73	13.13	16.02
BVPS (CNY)	42.5	50.9	58.0	69.8	83.1	97.5
Weighted average shares (m) Average market cap (CNYm) Enterprise value (CNYm)	1,256 169,335 145,643	1,256 256,416 225,583	1,256 346,172 290,095	1,256 864,366 785,482	1,256 864,366 764,794	1,256 864,366 742,879
Valuation Metrics						
P/E (DB) (x) P/E (Reported) (x)	11.0 11.0	16.5 16.5	20.7 20.7	34.1 34.1	27.9 27.9	22.8 22.8
P/BV (x)	4.05	4.28	5.76	9.86	8.28	7.06
FCF Yield (%)	4.8	6.0	10.5	3.9	4.0	4.8
Dividend Yield (%) EV/Sales (x)	2.9 5.1	3.0 7.7	2.5 9.0	1.6 16.2	1.9 13.0	2.3 10.6
EV/EBITDA (x)	6.6	10.2	12.1	21.8	17.3	13.9
EV/EBIT (x)	6.8	10.6	12.6	22.5	17.9	14.3
Income Statement (CNYm)						
Sales revenue Gross profit	28,785 26,446	29,210 26,672	32,353 28,943	48,551 43,416	58,703 52,430	70,148 62,984
EBITDA	22,146	22,223	23,997	36,069	44,096	53,591
Depreciation Amortisation	753 0	848 0	934 0	1,207 0	1,363 0	1,519 0
EBIT	21,393	21,375	23,063	34,861	42,733	52,072
Net interest income(expense) Associates/affiliates	707 0	780 0	1,203 0	1,819 0	1,808 0	2,284 0
Exceptionals/extraordinaries	0	0	0	0	0	0
Other pre-tax income/(expense) Profit before tax	-218 21,882	-153 22,002	-308 23,958	-236 36,444	-214 44,327	-256 54.101
Income tax expense	5,613	5,547	6,027	9,475	11,348	13,850
Minorities Other post-tax income/(expense)	920 0	952 0	1,212 0	1,618 0	1,979 0	2,415 0
Net profit	15,350	15,503	16,718	25,350	31,001	37,836
DB adjustments (including dilution) DB Net profit	0 15,350	0 15,503	0 16,718	0 25,350	0 31,001	0 37,836
Cash Flow (CNYm)						
Cash flow from operations Net Capex	12,633 -4,431	17,436 -2,061	37,451 -1,019	34,798 -1,389	36,464 -1,497	43,538 -1,783
Free cash flow	8,201	15,375	36,432	33,408	34,967	41,755
Equity raised/(bought back) Dividends paid	0 -5,122	0 -5,554	0 -8,351	0 -8,526	0 -13,484	0 -16,490
Net inc/(dec) in borrowings	1,246	1,948	4,811	11	11	11
Other investing/financing cash flows Net cash flow	105 4,430	65 11,834	6 32,899	2- 24,892	0 21,493	0 25,276
Change in working capital	-4,480	471	19,162	6,001	2,121	1,768
Balance Sheet (CNYm)						
Cash and other liquid assets	27,711	36,801	66,855	89,673	110,372	132,298
Tangible fixed assets Goodwill/intangible assets	13,798 3,583	16,312 3,582	17,199 3,532	17,332 3,481	17,436 3,430	17,569 3,380
Associates/investments	64	29	29	29	29	29
Other assets Total assets	20,718 65,873	29,577 86,301	25,320 112,935	27,827 138,342	32,807 164,074	36,916 190,191
Interest bearing debt	4,019	5,967	10,779	10,790	10,800	10,811
Other liabilities Total liabilities	6,543 10,562	14,100 20,067	26,257 37,036	35,397 46,186	42,509 53,310	48,398 59,209
Shareholders' equity	53,430	63,926	72,894	87,664	104,413	122,488
Minorities Total shareholders' equity	1,881 55,312	2,308 66,234	3,004 75,899	4,491 92,155	6,351 110,765	8,494 130,982
Net debt	-23,692	-30,833	-56,076	-78,884	-99,572	-121,487
Key Company Metrics						
Sales growth (%)	2.3	1.5	10.8	50.1	20.9	19.5
DB EPS growth (%) EBITDA Margin (%)	1.4 76.9	1.0 76.1	7.8 74.2	51.6 74.3	22.3 75.1	22.0 76.4
EBIT Margin (%)	74.3	73.2	71.3	71.8	72.8	74.2
Payout ratio (%) ROE (%)	32.5 32.0	50.0 26.4	51.0 24.4	53.2 31.6	53.2 32.3	53.2 33.4
Capex/sales (%)	15.4	7.1	3.2	2.9	2.6	2.5
Capex/depreciation (x) Net debt/equity (%)	5.9 -42.8	2.4 -46.6	1.1 -73.9	1.2 -85.6	1.1 -89.9	1.2 -92.8
Net interest cover (x)	nm	nm	nm	nm	nm	nm

Source: Company data, Deutsche Securities estimates



Appendix 1

Important Disclosures

*Other information available upon request

Disclosure checklist			
Company	Ticker	Recent price*	Disclosure
Kweichow Moutai	600519.SS	688.08 (CNY) 15 Nov 2017	NA

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Historical recommendations and target price. Kweichow Moutai (600519.SS)

Equity Rating Key

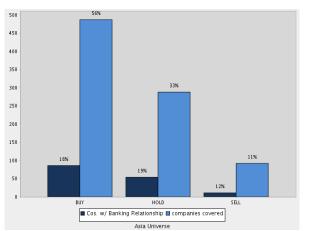
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