

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

Kingsoft Cloud (KC US)

China cloud service pure play

LEADING VIDEO PUBLIC CLOUD VENDOR Kingsoft Cloud (KC) had 5.4% share in 2019 China laaS + PaaS market with ByteDance being top customer. KC delivered strong growth (Rev +78% YoY in 2019), thanks to 1) internet customers adopting multi-cloud strategy, 2) increasing number of premium customers (+58% YoY to 243 in 2019) and 3) higher ASP per premium customer (+16% YoY to RMB15.9mn) on product cross-selling. Lower revenue from Kingsoft Group and continuous margin expansion are re-rating catalysts.

- Robust growth as internet customers adopting multi-cloud strategy. Kingsoft Cloud (KC) is a leading cloud service provider in China with 5.4% market share in 2019 (laaS + PaaS). KC is well-positioned to capture the growing cloud market (28.3% CAGR in 2019-2024 to reach a size of RMB563.3bn in China). Although Alibaba is a leader in China public cloud market, KC is able to achieve robust growth (79% revenue CAGR in 2017-2019) as internet companies (e.g. game/ video verticals) are adopting multicloud strategy to lower reliance on single cloud provider. Among KC's new customers, around 80% are deployed on multi-cloud. According to Frost & Sullivan, 26% of enterprises with over 1,000 employees in China are using cloud adopted multi-cloud strategy, compared with 85% in the US.
- Improving customer mix with less dependence on Kingsoft Group. KC is gradually reducing dependency on Kingsoft Group, and revenue from related parties (Kingsoft Group + Xiaomi + Cheetah Group) declined from 34% in 2017 to only 12% in 1H20. This proves KC's cloud technology and R&D capabilities to attract new customers. KC has 1,150 R&D engineers and spent 15% of revenue (RMB595mn) on R&D in 2019.
- Continuous margin expansion with scale benefits. KC delivered continuous margin expansion on larger scale, higher efficiency and bandwidth utilization. Cost of revenue mainly consists of IDC costs (bandwidth + rack) and depreciation of servers. IDC costs as % of revenue was at 66% in 3Q20 (vs. 71% in 3Q19) while that of depreciation was at 10% (vs. 16% in 3Q19). KC gross margin turned positive since 3Q19 and reached 6.5% in 3Q20. Management expects gross margin to improve at +5 pct pts YoY in 2021E.
- Rare independent laaS provider. KC is a rare laaS pure play in the market and is trading at 9.2x consensus FY21E P/S. Along the cloud service supply chain, companies with laaS exposure are trading at 7.3x but with lower growth (avg. FY19-22E sales CAGR 24% vs. 61% for KC) while capex-light SaaS + PaaS companies are trading at 30x FY21E P/S.

Earnings Summary

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(YE 31 Dec)	FY17A	FY18A	FY19A	FY20E	FY21E
Revenue (RMB mn)	1,236	2,218	3,956	6,567	10,468
YoY growth (%)	n.a.	79%	78%	66%	59%
Adj. EBITDA (RMB mn)	(338)	(520)	(418)	(227)	248
YoY growth (%)	n.a.	n.a.	n.a.	n.a.	n.a.
Net income (RMB)	(1,320)	(1,749)	(1,161)	(942)	(728)
EPS (RMB)	(1.66)	(2.20)	(1.31)	(3.98)	(2.88)
YoY growth (%)	n.a.	n.a.	n.a.	n.a.	n.a.
P/S (x)	77.4	43.1	24.2	14.6	9.1
ROE (%)	n.a.	-43%	-33%	-17%	-12%
Net gearing (%)	net cash				

Source: Company data, Bloomberg consensus

NOT RATED

Current Price

US\$60.74

China Software & IT services

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Stock Data

Mkt Cap (US\$ mn)	14,875
Avg 3 mths t/o (US\$ mn)	88.73
52w High/Low (US\$)	74.67/ 17.01
Total Issued Shares (mn)	218
Source: Bloombera	

Shareholding Structure

Kingsoft Group (3888 HK)	43.6%
Xiaomi (1810 HK)	13.8%
Mr. Jun LEI	13.8%
Source: Bloomberg	

Share Performance

	Absolute	Relative
1-mth	49.5%	45.8%
3-mth	90.7%	63.0%
6-mth	99.2%	62.4%

Source: Bloomberg

12-mth Price Performance

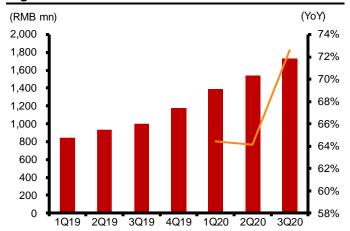


Auditor: Ernst & Young Hua Ming



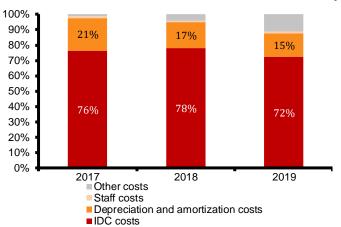
Focus Charts

Figure 1: Revenue and YoY



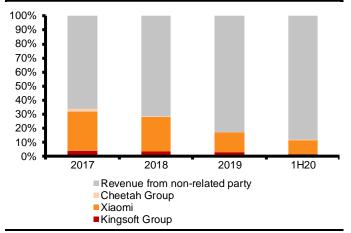
Source: Company data

Figure 3: Cost of sales



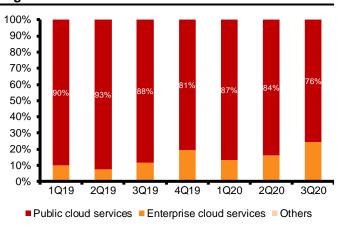
Source: Company data

Figure 5: Related party transaction (revenue)



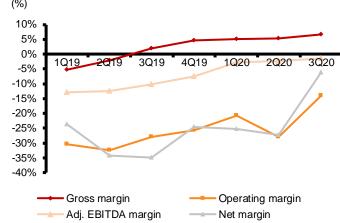
Source: Company data

Figure 2: Revenue mix



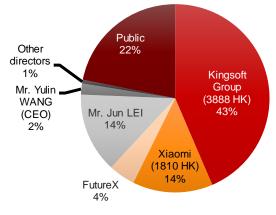
Source: Company data

Figure 4: Margins



Source: Company data

Figure 6: Shareholding structure





Company overview

Kingsoft Cloud (KC), founded in 2012 and listed on Nasdaq in May 2020, is a leading cloud service provider in China. It had 5.4% market share from IaaS and PaaS public cloud services in 2019, according to Frost & Sullivan. As of 31 Dec 2019, KC had a data center and CDN node network with >73,000 servers throughout China and in six other countries.

In 2019, KC derived RMB3.5bn revenue from Public Cloud Services with 175 premium customers (paying >RMB700k annually). Net dollar retention rate is high at 155%. In 2017, KC started to provide private cloud solutions for financial, public service and healthcare industries. Number of premium customers grew from only 2 in 2017 to 67 in 2019 with average revenue per premium customer of RMB7.2mn.

Figure 7: Kingsoft Cloud key businesses

RMB mn	Public Cloud Services	Enterprise Cloud Services
Verticals served	Game, video, AI, e-commerce,	Financial service, public service and
	education and mobile internet	healthcare business
Pricing model	1) Monthly billing based on utilization	Project based
	and duration or 2) subscription	
<u>2019</u>		
No. of premium customers*	175 (+25% YoY)	67 (+294% YoY)
Avg. revenue per premium customer	19.2 (+32% YoY)	7.2 (31% YoY)
Net dollar retention rate of premium customer	155%	-
Revenue	3,459	486
as % of total	87%	12%
YoY	64%	415%

Source: Company data *premium customer: annual revenue to Kingsoft Cloud >RMB700,000

Figure 8: Kingsoft Cloud key customers







































Financials

Figure 9: Kingsoft Cloud operating model

RMB mn	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	2017	2018	2019
Revenue breakdown										
Public cloud services	763	866	885	945	1,209	1,287	1,310	1,202	2,111	3,459
Enterprise cloud services	83	68	114	220	182	246	409	15	94	486
Others	-	0	3	8	1	2	10	18	13	11
Total	846	935	1,002	1,174	1,391	1,535	1,729	1,236	2,218	3,956
Revenue mix										
Public cloud services	90%	93%	88%	81%	87%	84%	76%	97%	95%	87%
Enterprise cloud services	10%	7%	11%	19%	13%	16%	24%	1%	4%	12%
Others	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%
Revenue YoY										
Public cloud services					58%	49%	48%		76%	64%
Enterprise cloud services					119%	259%	257%		518%	415%
Others						397%	256%		-27%	-16%
Total					64%	64%	73%		79%	78%
Key operating metrics										
Public cloud								440	400	475
No. of premium customers*								112	139	175
YoY Net dollar retention rate of premium									24%	26%
customer								0%	161%	155%
Avg. revenue per premium customer								10.2	14.5	19.2
YoY									42%	32%
Computing								356	663	1,018
Storage								220	289	298
Delivery								629	1,161	2,137
•								020	.,	_,
Enterprise cloud No. of premium customers*								2	17	67
Avg. revenue per premium customer								-	5.5	7.2
Cost of sales breakdown										
IDC costs	676	744	701	735	920	978	1,060	1,033	1,890	2,857
Depreciation and amortization costs	135	137	154	173	205	218	157	290	407	599
Staff costs				• • •				17	24	52
Other costs								14	98	440
Total	891	955	983	1,119	1,320	1,454	1,616	1,354	2,419	3,949
Cost of sales mix										
IDC costs	76%	78%	71%	66%	70%	67%	66%	76%	78%	72%
Depreciation and amortization costs	15%	14%	16%	15%	16%	15%	10%	21%	17%	15%
Staff costs								1%	1%	1%
Other costs								1%	4%	11%

Source: Company data, *premium customer: annual revenue to Kingsoft Cloud >RMB700,000



Figure 10: Kingsoft Cloud income statement

RMB mn	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	2017	2018	2019
Revenues	846	935	1,002	1,174	1,391	1,535	1,729	1,236	2,218	3,956
Cost of sales	(891)	(955)	(983)	(1,119)	(1,320)	(1,454)	(1,616)	(1,354)	(2,419)	(3,949)
Gross Profit	(45)	(20)	19	54	71	81	113	(118)	(200)	8
Gross margin	-5.3%	-2.2%	1.9%	4.6%	5.1%	5.3%	6.5%	-9.6%	-9.0%	0.2%
R&D	(124)	(143)	(156)	(171)	(196)	(231)	(168)	(399)	(441)	(595)
SG&A	(88)	(140)	(143)	(186)	(164)	(280)	(188)	(210)	(339)	(556)
Operating Income	(257)	(304)	(280)	(303)	(289)	(430)	(243)	(727)	(979)	(1,144)
Operating margin	-30.4%	-32.5%	-27.9%	-25.8%	-20.8%	-28.0%	-14.0%	-58.8%	-44.2%	-28.9%
Adj. EBITDA	(109)	(118)	(102)	(89)	(39)	(36)	(26)	(338)	(520)	(418)
Adj. EBITDA margin	-12.9%	-12.6%	-10.2%	-7.6%	-2.8%	-2.3%	-1.5%	-27.4%	-23.4%	-10.6%
Non-Operating Income	59	(14)	(68)	65	(37)	12	142	13	(17)	41
Profit Before Tax	(199)	(318)	(348)	(237)	(326)	(418)	(101)	(714)	(997)	(1,102)
Income tax (expense) gain	(3)	(2)	(2)	(2)	(6)	(2)	(4)	(1)	(10)	(9)
Minorities	-	-	-	-	(0)	0	0	2	2	2
Accretion to redemption value of convertible preferred shares	-	-	-	(50)	(20)	-	-	-	-	-
Net Income to Shareholders	(201)	(320)	(351)	(289)	(352)	(420)	(105)	(1,320)	(1,749)	(1,161)
Net margin	-24%	-34%	-35%	-25%	-25%	-27%	-6%	-107%	-79%	-29%



Valuation

Figure 9: Peers' valuation

			Market Cap	Price	Price P/S			ales	Sales CAGR	EBITDA margin	
Company	Ticker	Rating	(US\$ mn)	(LC)	FY20E	FY21E	FY20E	FY21E	FY19-22E	FY19	
Companies with I	aaS business										
Kingsoft Cloud	KC US	NR	14,875	68.23	14.7	9.2	13.7	8.6	61%	-14%	
Ucloud	688158 CH	NR	2,927	44.80	8.0	5.5	7.1	4.9	48%	219	
Alibaba	BABA US	NR	713,537	263.59	9.2	6.5	8.3	5.9	35%	25%	
Tencent	700 HK	NR	882,917	713.50	11.9	9.6	12.1	9.8	24%	419	
Baidu	BIDU US	NR	115,935	339.91	7.0	6.0	6.3	5.4	10%	269	
Amazon	AMZN US	NR	1,636,535	3249.90	4.3	3.5	4.4	3.5	26%	149	
Microsoft	MSFT US	NR	1,817,448	240.97	12.8	11.1	12.5	10.8	13%	45%	
Google	GOOG US	NR	1,412,465	2101.14	9.6	7.3	8.8	6.7	12%	309	
				Mean	9.7	7.3	9.2	7.0	31%	239	
China SaaS + Pa	aS										
Agora	API US	NR	9,989	98.08	76.4	58.4	71.5	54.7	57%	-79	
Glodon	002410 CH	BUY	14,025	76.50	22.1	17.9	21.3	17.3	20%	119	
Yonyou	600588 CH	NR	20,546	40.63	14.8	12.5	14.7	12.4	17%	189	
Kingsoft Office	688111 CH	NR	26,656	374.00	69.5	46.7	66.7	44.8	48%	25	
Kingdee	268 HK	NR	14,848	33.20	28.5	22.9	27.8	22.4	17%	27	
MYC	909 HK	HOLD	12,564	50.55	46.7	33.2	46.2	32.9	39%	219	
Youzan	8083 HK	NR	8,459	3.80	29.9	19.2	29.5	18.9	53%	-65	
Weimob	2013 HK	NR	7,895	26.90	22.8	15.0	22.7	14.9	48%	89	
				Mean	38.8	28.2	37.6	27.3	37%	59	
US SaaS + PaaS											
Adobe	ADBE US	NR	229,355	479.12	17.9	15.1	17.8	15.0	16%	369	
Atlassian	TEAM US	NR	64,618	258.41	33.3	28.3	40.0	32.9	24%	19	
Autodesk	ADSK US	NR	67,154	305.40	20.6	17.9	20.7	18.0	19%	39	
Datadog	DDOG US	NR	31,991	105.05	54.3	38.4	52.8	37.4	45%	29	
Docusign	DOCU US	NR	49,467	265.16	51.2	34.6	51.3	34.7	39%	-559	
Intuit	INTU US	NR	108,080	411.35	14.6	12.1	14.1	11.8	15%	319	
Salesforce	CRM US	NR	226,277	246.56	13.3	10.7	13.1	10.6	24%	149	
SAP	SAP US	NR	155,799	126.82	4.8	4.8	5.1	5.1	1%	239	
ServiceNow	NOW US	NR	111,920	570.73	25.0	19.5	24.8	19.4	27%	10	
Shopify	SHOP US	NR	175,780	1435.01	44.1	33.3	59.4	42.7	50%	-69	
Snowflake	SNOW US	NR	82,099	290.00	n.a.	141.6	n.a.	133.7	125%	-187	
Twilio	TWLO US	NR	64,241	425.55	38.5	26.5	37.0	25.5	41%	-209	
Veeva System	VEEV US	NR	47,533	313.82	43.6	32.8	42.2	31.8	26%	279	
Workday	WDAY US	NR	66,322	276.34	15.4	13.2	18.1	15.3	21%	-71	
Zoom	ZM US	NR	121,768	417.26	47.2	34.5	196.5	46.5	120%	4	
				Mean	30.3	30.9	42.4	32.0	39%	-89	

Source: Bloomberg, CMBIS estimates



Financial Summary

Cash flow summary

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YE 31 Dec (RMB mn)	FY17A	FY18A	FY19A	YE 31 Dec (RMB mn)	FY17A	FY18A	FY19A
Revenue	1,236	2,218	3,956	Net Income	(714)	(1,006)	(1,111)
Cost of sales	(1,354)	(2,419)	(3,949)	Depreciation and Amortization	298	412	605
Gross Profit	(118)	(200)	8	Net Change In Working Capital	220	68	(113)
				Others	62	143	181
Selling And Distribution Expenses	(116)	(192)	(317)	Net cash from operating activities	(135)	(383)	(439)
Administrative Expenses	(94)	(147)	(239)				
Research And Development Expenses	(399)	(441)	(595)	Capital Expenditures	(346)	(1,095)	(1,000)
Operating Profit/(Loss)	(727)	(979)	(1,144)	Purchases of short-term investments	(1,902)	(2,867)	(1,112)
Adj. EBITDA	(338)	(520)	(418)	Other Investing Activities	427	2,788	2,995
				Net cash from investing activities	(1,821)	(1,174)	883
Interest income	26	24	17				
Interest expense	(3)	(2)	-	Proceeds from redeem. conv. pref. shares	1,723	2,852	349
Other non-operating income	505	640	778	Change of debts	16	(80)	(81)
Profit Before Tax	(199)	(318)	(348)	Dividend paid	0	0	0
Income Tax Expense	(1)	(10)	(9)	Others	123	(336)	(204)
				Net cash from financing activities	1,861	2,436	65
Profit After Tax	(714)	(1,006)	(1,111)				
Non-controlling Interest	-	-	-	Net change in cash	(94)	879	509
Accretion to redemption value of	(606)	(742)	(50)	Cash at the beginning of the year	706	573	1,507
redeemable convertible preferred shares							
Attributable To Owners Of The Parent	(1,320)	(1,749)	(1,161)	Exchange difference and others	(39)	54	8
				Cash at the end of the year	573	1,507	2,023

Balance sheet	Kev ratio
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Balance sheet				Key ratios			
YE 31 Dec (RMB mn)	FY17A	FY18A	FY19A	YE 31 Dec	FY17A	FY18A	FY19A
Non-current assets	n.a.	1,125	1,882	Key operating metrics			
PPE - Net	n.a.	1,043	1,721	Public cloud - # of premium customer	112	139	175
Other Intangible Assets	n.a.	10	7	Net dollar retention rate of prem. customer	0%	161%	155%
Other noncurrent assets	n.a.	71	154	Avg. revenue per premium customer	10	15	19
				Enterprise cloud - # of premium customer	2	17	67
Current assets	n.a.	4,734	4,150				
Cash and Equivalents	n.a.	1,507	2,023	Growth (YoY)			
Accounts Receivable - Trade	n.a.	542	1,347	Revenue	n.a.	79%	78%
Other current assets	n.a.	2,686	779	Gross profit	n.a.	n.a.	n.a.
				Adj. EBITDA	n.a.	n.a.	n.a.
Current liabilities	n.a.	1,437	2,420	Net profit	n.a.	n.a.	n.a.
Borrowings	n.a.	81	100				
Accounts Payable - Trade	n.a.	721	1,255	Margins			
Accrued Expenses	n.a.	424	949	Gross margin	-10%	-9%	0%
Other non-current liabilities	n.a.	212	116	Operating margin	-59%	-44%	-29%
				Adj. EBITDA margin	-27%	-23%	-11%
Non-current liabilities	n.a.	320	75				
Borrowings	n.a.	174	74	Balance sheet ratio			
Amounts due to related parties	n.a.	145	-	Net debt / equity ratio (%)	n.a.	net cash	net cash
Others	n.a.	0	0	Current ratio	n.a.	3.3	1.7
Total mezzanine equity	n.a.	7,346	7,735	Returns (%)			
Share capital	n.a.	5	6	ROE	n.a.	n.a.	n.a.
Capital surplus	n.a.	-	92	ROA	n.a.	n.a.	n.a.
Retained earnings	n.a.	-	-				
Others	n.a.	543	608	Per share			
Total equity	n.a.	(3,243)	(4,197)	EPS (RMB)	(1.66)	(2.20)	(1.31)
				BVPS (RMB)	n.a.	(4.1)	(4.7)



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