

## Company Report: Lifestyle International (01212 HK)

公司报告: 利福国际 (01212 HK)

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# Short-Term Turbulence, Maintain "Buy"

短期震荡,维持"买入"评级

- Lifestyle International recorded revenue of HK\$1,993 million in 2020, down 43.7% YoY; shareholders' profit dropped 92.7% YoY to HK\$139 million, in line with our expectation. GSP declined by 39.9% YoY to HK\$5,674 million, materially impacted by the COVID-19 pandemic. SSS of SOGO CWB and SOGO TST was down by 36.2% YoY and 57.7% YoY, respectively. In 2H20, decline rate of SSSG narrowed to 17.5% and 31.7%, respectively, on a lower base. Gross margin narrowed by 1.0 ppt YoY to 73.9% and overall concessionaire rate declined by 1.4 ppts YoY, a result of higher discounts given to incentivize customer spending. The Company recorded a large amount of fair loss in its investment properties; shareholders' profit would be HK\$801 million in 2020 if excluding other gains and losses, down by 50.9% YoY.
- We expect the challenging retail market in Hong Kong to continue in 2021. Considering the ongoing fluctuating COVID-19 pandemic situation, we do not expect a quick rebound in the Company's sales in 2021. However, with the rollout of vaccines, we are positive on the reopening of border crossing and the Company's recovery afterwards. In addition, we believe that the Company's self-owned properties and income from investment properties could strongly support the bottom line.
- We maintain "Buy" rating and revise up TP to HK\$8.00. Our TP represents 14.4x and 10.9x 2021 and 2022 PER, respectively. Main risks include: 1) ongoing COVID-19 pandemic; 2) slower-than-expected SSSG recovery; and 3) delays in the completion of the Kai Tak project.
- 利福国际 2020 年录得收入 1,993 百万港元,同比下降 43.7%; 股东净利同比下滑 92.7% 至 139 百万港元,符合我们预期。销售收入总额同比下降 39.9%至 5,674 百万港元,受到 新冠疫情的严重影响。铜锣湾 SOGO 和尖沙咀 SOGO 的同店销售分别同比下降 36.2%和 57.7%。2020 年下半年,由于基数较低,同店销售跌幅分别收窄至 17..5%和 31.7%。由 于公司给予顾客更大的折扣以刺激消费,毛利率同比收缩 1.0 个百分点至 73.9%,总体特 许专柜扣率同比下降 1.4 个百分点。公司录得一笔较大数额的投资物业公平值损失,如果 扣除其他收益和损失, 2020年股东净利为801百万港元, 同比下降50.9%。
- 我们预期 2021 年香港零售市场仍面临挑战。考虑到新冠疫情反复,我们并不预期公司 2021 年的销售会有快速反弹。然而,随着疫苗的推出,我们看好口岸重新开放以及之后公司的 复苏。此外,我们认为公司的自有物业和投资物业的收入对其盈利是强有力的支撑。
- 我们维持"买入"评级,并上调目标价至8.00港元。目标价分别相当于14.4倍和10.9倍 2021年及2022年市盈率。主要风险包括: 1)新冠疫情持续: 2)慢于预期的同店复苏: 3) 启德项目完工推迟。

Rating: Buy Maintained

评级:

买入 (维持)

6-18m TP 目标价:

HK\$8.00

Share price 股价:

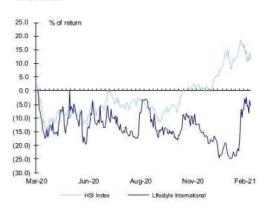
HK\$6.950

360.9

8.5

## Stock performance

股价表现



Change in Share Price	1 M	3 M	1 Y
股价变动	1个月	3个月	1年
Abs. % 绝对变动 %	24.2	8.1	(5.3)
Rel. % to HS Index 相对恒指变动 %	23.8	(0.9)	(16.8)
Avg. Share price(HK\$) 平均股价 (港元)	6.6	6.1	6.4

Source: Bloomberg, Guotai Junan International.

FY21 Net gearing (%) FY21 净负债/股东资金 (%)

FY21 Est. NAV (HK\$) FY21 每股估值(港元)

Year End	Tumover	Net Profit	EPS	EPS	PER	BPS	PBR	DPS	Yield	ROE
12/31	收入	股东净利	每股净利	每股净利变动	市盈率	每股净资产	市浄率	每股股息	股息率	净资产收益率
12/31	(HK\$ m)	(HK\$ m)	(HK\$)	(△ %)	(x)	(HK\$)	(x)	(HK\$)	(%)	(%)
2019A	3,542	1,891	1.259	11.9	5.5	2.558	2.7	0.370	5.3	55.8
2020A	1,993	139	0.092	(92.7)	75.4	2.560	2.7	0.000	0.0	3.6
2021F	2,257	834	0.556	502.4	12.5	3.116	2.2	0.083	1.2	19.6
2022F	2,795	1,100	0.732	31.8	9.5	3.655	1.9	0.220	3.2	21.6
2023F	3,472	1,559	1.038	41.8	6.7	4.427	1.6	0.311	4.5	25.7
Shares in iss	ue (m) 总股数	(m)		1,501.9	Major s	hareholder 大朋	t东		Lau Lue	n Hung 75.0%
Market cap.	HK\$ m) 市值 (	HK\$ m)		8,996.4	Free flo	oat (%) 自由流逝	重比率 (%)			25.0

52 Weeks high/low (HK\$) 52 周高/低 (HK\$) Source: the Company, Guotai Junan International.

3 month average vol. 3 个月平均成交股数 ('000)

540.1

9.500 / 5.800



#### 2020 Results Review

Lifestyle International's ("Lifestyle" or the "Company") revenue decreased by 43.7% YoY to HK\$1,993 million in 2020. Gross sales proceeds (GSP) dropped by 39.9% YoY to HK\$5,674 million in 2020. By segment, sales income from direct sales, APO sales and concessionaire sales declined by 43.3% YoY, 45.9% YoY and 42.0% YoY, respectively. By store, SSS in SOGO Causeway Bay (CWB) and SOGO Tsim Sha Tsui (TST) was down by 36.2% YoY and 57.7% YoY, respectively. In 2H20, the COVID-19 pandemic continued to linger in Hong Kong and border crossings remained closed during the period, therefore the Company's sales remained under pressure and did not show recovery. However, the decline in SSSG in SOGO CWB and SOGO TST narrowed to 17.5% and 31.7% in 2H20, respectively. Advertisement income from CVISION also dropped by around 50% in 2020 due to challenging retail environment. In terms of rental income, the Company recorded HK\$48 million, including HK\$13.4 million from a newly acquired commercial property located in London, up 17.4% YoY. Gross profit dropped by 44.5% YoY to HK\$1,474 million and gross margin narrowed by 1.0 ppt YoY to 73.9%. Overall concessionaire rate declined by 1.4 ppts YoY to 23.4%, of which concessionaire rate of SOGO CWB and SOGO TST was down by 1.4 ppts YoY and 0.8 ppts YoY to 23.2% and 25.2%, respectively, mainly a result of higher discounts given to incentivize customer spending.

Shareholders' profit decreased by 92.7% YoY to HK\$139 million in 2020. Selling and distribution costs were cut by 17.1% YoY, mainly thanks to a sharp drop in rental expenses for SOGO TST amid a substantial drop in sales due to the requirement of fixed base rent payment only. The reduced costs were also due to the Company's cost tightening measures during the period. However, S&D costs ratio was up 2.8 ppts YoY due to operating deleveraging. The Company received subsidy under the Employment Support Scheme from the government amounting HK\$35.5 million and exchange gain of HK\$45.9 million. However, the Company recorded a mark-to-market fair value loss of HK\$333.8 million in financial investments and a fair value loss of HK\$418.1 million in investment properties. The net profit attributable to the shareholders excluding other gains and losses would be HK\$801.2 million in 2020, down by 50.9% YoY. The Company will not pay dividend for the year 2020, preserving cash for long-term financial health.

Table-1: Lifestyle's 2020 Results Review

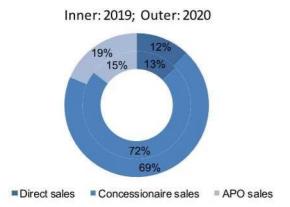
RMB million	2019	2020	YoY	2H19	2H20	YoY
GSP	9,445	5,674	(39.9%)	3,784	3,042	(19.6%)
Revenue	3,542	1,993	(43.7%)	1,439	1,051	(26.9%)
Cost of sales	(889)	(519)	(41.6%)	(342)	(281)	(18.0%)
Gross profit	2,653	1,474	(44.5%)	1,096	770	(29.7%)
Other income & gains	147	219	48.7%	71	100	40.2%
Selling & distribution expenses	(697)	(578)	(17.1%)	(322)	(296)	(8.0%)
Administrative expenses	(138)	(115)	(16.8%)	(73)	(59)	(19.8%)
Operating profit	1,965	1,000	(49.1%)	773	516	(33.2%)
Finance income	740	35	(95.3%)	313	337	7.6%
Finance costs	(365)	(369)	1.1%	(210)	(165)	(21.7%)
PBT	2,166	247	(88.6%)	675	450	(33.4%)
Income tax expense	(276)	(108)	(60.6%)	(71)	(85)	19.4%
Shareholders' profit	1,891	139	(92.7%)	605	365	(39.6%)
Gross margin	74.9%	73.9%	-1.0 ppt	76.2%	73.9%	-2.3 ppts
Operating margin	55.5%	50.2%	-5.3 ppts	53.7%	56.9%	3.2 ppts
Net margin	53.4%	6.9%	-46.4 ppts	42.0%	36.2%	-5.8 ppts

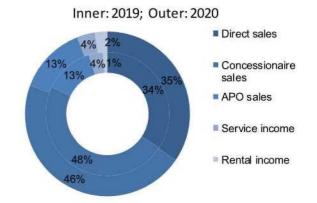
Source: the Company, Guotai Junan International.



Figure-1: GSP Breakdown by Operation Model







Source: the Company, Guotai Junan International.

Source: the Company, Guotai Junan International.

Figure-3: Lifestyle's SSSG







Source: the Company, Guotai Junan International.

Source: the Company, Guotai Junan International.

**Update on Kai Tak Project.** The Company's twin towers are mainly for retailing use, including a full-fledged SOGO store and other complementary facilities and amenities. Construction of Kai Tak Project has been slightly delayed due to both the COVID-19 pandemic and a suspension of work for carrying out the tunnel settlement investigation as requested by MTR. Despite this, foundation works were largely completed and the Company expects the project to be completed and commence operation in 2023. Capex for the project was around HK\$1.2 billion in 2020 and the management guided another HK\$4.6 billion for the remainder of the project.

Investment in property is expected to provide stable income to the Company. The Company acquired a commercial property in London with total consideration of around HK\$2.6 billion. The rental income is expected to be HK\$115 million with rental yield of 4.4% in the next two years. Management expects the yield to improve afterwards upon refurbishment and the current single tenant will transform into multiple tenants.

## **Earnings Forecasts Assumptions and Revisions**

We expect the Company's sales to continue to face challenges in 2021 but will recover afterwards. The COVID-19 pandemic is still fluctuating in Hong Kong in the first two months of 2021 and border crossings remained closed during the period. In Jan. and Feb., the management guided that SSSG showed increase in SOGO CWB but still recorded a decline in SOGO TST. Foot traffic dropped for both stores due to lack of tourists and weak local consumption sentiment. The management holds a pessimistic view on Hong Kong retail market in 2021. However, the rollout of vaccines is expected to bring a return to normality by the end of year and it is looking hopeful that border crossings will reopen in 2021 after mass vaccination has taken place. As a leading department brand in Hong Kong, we are positive on SOGO's long-term competiveness and sustainable growth. In addition, the Company has been enhancing its omni-channel capabilities and its SOGO Rewards to expand its business and attract customers. Considering the fact that the containment of the COVID-19 pandemic did not meet our previous

See the last page for disclaimer



expectation and that retail market recovery is yet to come, we have lowered our revenue forecasts by 12.7% and 13.7% in 2021 and 2022, respectively. Also, the Company has been offering larger discounts to customers in the challenging environment and concessionaire rates are expected to remain low. We cut profit margin forecasts and revise down shareholders profit by 17.1% and 23.3% in 2021 and 2022.

Table-2: Key Figure Revisions for Lifestyle

RMB million		New			Old			Change	
KMB IIIIIIOII	2021F	2022F	2023F	2021F	2022F	2023F	2021F	2022F	2023F
GSP	6,128	7,635	9,514	6,843	8,527	n.a.	(10.4%)	(10.5%)	n.a.
Revenue	2,257	2,795	3,472	2,587	3,238	n.a.	(12.7%)	(13.7%)	n.a.
Gross profit	1,695	2,099	2,609	1,967	2,460	n.a.	(13.8%)	(14.7%)	n.a.
SD&A expenses	-790	-825	-944	-776	-832	n.a.	1.8%	(0.9%)	n.a.
Operating profit	1,037	1,412	1,808	1,323	1,765	n.a.	(21.6%)	(20.0%)	n.a.
Shareholders' profit	834	1,100	1,559	1,006	1,433	n.a.	(17.1%)	(23.3%)	n.a.
EPS (HK\$)	0.556	0.732	1.038	0.670	0.954	n.a.	(17.1%)	(23.3%)	n.a.
Gross margin	75.1%	75.1%	75.1%	76.0%	76.0%	n.a.	-0.9 ppts	-0.9 ppts	n.a.
Operating margin	45.9%	50.5%	52.1%	51.2%	54.5%	n.a.	-5.3 ppts	-4.0 ppts	n.a.
Net margin	37.0%	39.3%	44.9%	38.9%	44.3%	n.a.	-1.9 ppts	-5.0 ppts	n.a.

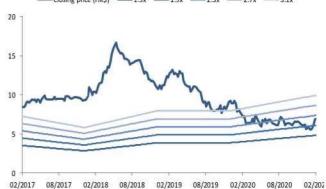
Source: Guotai Junan International.

Maintain "Buy" investment rating and revise up TP to HK\$8.00. We are of the view that the Company's short-term turbulence will not affect its long-term valuation as a leading local retail brand in Hong Kong with its own property. We believe that the Company will deliver solid results when the COVID-19 pandemic subsides, and we expect dividend payment to resume. Our TP is derived from 14.4x 2021 PER and 10.9x 2022 PER, lower than the Company's historic average. Major downside risk factors include: 1) Ongoing COVID-19 pandemic, 2) Slower-than-expected SSSG recovery, 3) Delays in the completion of the Kai Tak project.

Figure-5: Historical Forward PER of Lifestyle



Figure-6: Historical Forward PBR of Lifestyle



Source: Bloomberg, Guotai Junan International.

Source: Bloomberg, Guotai Junan International.



Table-3: Peers Comparison Table

C					PE(x	)			PB(x	)		ROE(%)	D/Y(%)	Market Cap
Company	Stock Code	Currency	Last price	20A	21F	22F	23F	20A	21F	22F	23F	21F	21F	HKD mr
HK - Listed Department Stores	s													
Golden Eagle Retail	3308 HK	HKD	7.090	11.8	8.6	7.7	n.a.	1.4	1.2	1.1	n.a.	15.7	5.6	11,771
Lifestyle Intl	1212 HK	HKD	6.970	77.4	11.0	8.6	7.0	2.6	2.3	2.0	1.7	23.1	2.1	10,468
Wing On Co International	289 HK	HKD	17.100	n.a.	n.a.	4,991								
New World Dept Store China	825 HK	HKD	1.180	n.a.	n.a.	n.a.	n.a.	0.5	n.a.	n.a.	n.a.	n.a.	n.a.	1,990
Maoye International	848 HK	HKD	0.385	n.a.	n.a.	1,979								
Parkson Retail	3368 HK	HKD	0.310	n.a.	n.a.	n.a.	n.a.	0.2	n.a.	n.a.	n.a.	n.a.	n.a.	817
Simple Average				44.6	9.8	8.1	7.0	1.1	1.7	1.6	1.7	19.4	3.8	
Weighted Average				42.7	9.7	8.1	7.0	1.8	1.7	1.6	1.7	19.2	3.9	
HK Based Retailers														
Chow Tai Fook Jewellery	1929 HK	HKD	11.300	24.8	21.2	18.1	n.a.	4.1	3.8	3.6	n.a.	18.6	3.7	113,000
Luk Fook Holdings	590 HK	HKD	19.540	13.6	10.1	8.4	n.a.	1.1	1.0	0.9	n.a.	10.2	5.4	11,472
Chow Sang Sang	116 HK	HKD	10.600	11.2	7.5	6.7	n.a.	0.7	0.6	0.6	n.a.	8.4	5.4	7,181
Sa Sa International	178 HK	HKD	1.850	n.a.	61.7	28.0	n.a.	3.8	3.6	3.6	n.a.	8.7	1.1	5,741
Oriental Watch Holdings	398 HK	HKD	2.660	n.a.	n.a.	1,296								
Bonjour Holdings	653 HK	HKD	0.196	n.a.	n.a.	669								
King Fook Holdings	280 HK	HKD	0.350	n.a.	n.a.	319								
Tse Sui Luen	417 HK	HKD	0.860	n.a.	n.a.	214								
Simple Average				16.5	25.1	15.3	n.a.	2.4	2.3	2.2	n.a.	11.5	3.9	
Weighted Average				23.1	21.2	17.1	n.a.	3.6	3.4	3.3	n.a.	16.9	3.9	
PRC - Listed Department Stor	es													
Chongqing Department Store	600729 CH	CNY	29.070	11.5	9.5	8.3	n.a.	1.7	1.5	1.3	n.a.	15.2	2.9	14,172
Wangfujing Group	600859 CH	CNY	29.350	53.4	23.4	19.3	n.a.	2.0	1.9	1.7	n.a.	8.0	1.4	27,322
Rainbow Digital Commercial	002419 CH	CNY	7.920	28.7	12.4	9.8	n.a.	1.4	1.3	1.2	n.a.	10.2	4.3	11,400
Wuhan Department Store	000501 CH	CNY	11.550	7.3	6.9	n.a.	n.a.	10,651						
Hunan Friendship & Apollo	002277 CH	CNY	3.410	20.1	13.6	10.7	n.a.	0.7	0.7	n.a.	n.a.	4.6	1.5	5,701
Hefei Department Store	000417 CH	CNY	4.560	26.8	22.8	n.a.	n.a.	0.9	0.9	n.a.	n.a.	3.8	1.3	4,265
Simple Average				24.6	14.8	12.0	n.a.	1.3	1.2	1.4	n.a.	8.4	2.3	
Weighted Average				30.7	15.8	13.9	n.a.	1.6	1.5	1.5	n.a.	9.4	2.3	

Source: Bloomberg, Guotai Junan International.



## **Financial Statements and Ratios**

Income Statement								
Year end 31 Dec (HK\$ m)	2019A	2020A	2021F	2022F	2023F			
Total Revenue	3,542	1,993	2,257	2,795	3,472			
Cost of sales	(889)	(519)	(563)	(696)	(863)			
Gross profit	2,653	1,474	1,695	2,099	2,609			
Other income & gains	147	219	132	138	144			
Selling & distribution expenses	(697)	(578)	(655)	(699)	(799			
Administrative expenses	(138)	(115)	(135)	(126)	(146			
Operating Profit	1,965	1,000	1,037	1,412	1,808			
Interest and investment gains	740	35	176	190	147			
Fair value changes	(174)	(418)	50	67	67			
Finance income, net	(539)	(787)	(254)	(338)	(163			
Profit Before Tax	2,166	247	959	1,264	1,792			
Income Tax	(276)	(108)	(125)	(164)	(233)			
Profit After Tax	1,891	139	834	1,100	1,559			
Non-controlling Interest	0	0	0	0	(			
Shareholders' Profit / Loss	1,891	139	834	1,100	1,559			
Basic EPS	1.259	0.092	0.556	0.732	1.038			

	Cash Flow S	Statement		- 8	
Year end 31 Dec (HK\$ m)	2019A	2020F	2021F	2022F	2023
PBT	2,166	247	959	1,264	1,79
Finance costs, net	164	264	199	321	19
Depreciation & amortisation	271	223	246	270	29
Fair value changes of FA	(404)	334	150	120	12
Change in WC	(290)	(710)	610	70	2
Income tax paid	(103)	(108)	(125)	(164)	(233
Others	224	(592)	(682)	(289)	(333
Cash from Operating Activities	2,029	(342)	1,357	1,592	1,86
Additions to PPE	239	500	500	500	50
Additions to investment properties	218	3,732	1,500	1,500	1,50
Others	2,034	(8,248)	(3,779)	(3,776)	(3,772
Cash from Investing Activities	2,492	(4,016)	(1,779)	(1,776)	(1,77
Net bank loans	468	1,791	97	0	
Dividend paid	(1,006)	0	0	(290)	(399
Others	1,731	(369)	(304)	(405)	(230
Cash from Financing Activities	1,192	1,422	(207)	(695)	(628
Net Changes in Cash	5,713	(2,937)	(629)	(880)	(538
Cash at Beg of Year	1,413	7,113	4,176	3,547	2,66
Foreign exchange effect	(14)	0	0	0	
Cash at End of Year	7.113	4.176	3.547	2.667	2.12

Cash at End of Year 7,113 4,176
Source: the Company, Guotai Junan International.

	Balance	e Sheet			
Year end 31 Dec (HK\$ m)	2019A	2020A	2021F	2022F	2023F
Investment properties	5.420	8,069	10.462	11,962	13,462
PPE	6.292	6,541	6.822	7,052	7.255
Financial assets	649	1,337	979	986	986
Others	72	170	83	83	83
Total Non-current Assets	12,433	16,117	18,346	20,083	21,785
Cash & Cash Equivalents	7,113	4,176	3,547	2,667	2,129
Inventories	39	26	31	37	45
Trade and other receivables	103	645	97	96	144
Financial assets	3,306	4,814	4,718	4,765	4,813
Time deposits	1,509	0	0	0	0
Total Current Assets	12,069	9,661	8,393	7,565	7,131
Total Assets	24,502	25,778	26,740	27,648	28,916
Trade and other payables	826	662	728	801	881
Tax payables	491	105	110	116	122
Short term bank borrowings	4,071	9,629	3,800	3,800	3,800
Others	214	429	374	380	386
Total Current Liabilities	5,603	10,826	5,013	5,097	5,189
Long term bank borrowings	7,641	3,874	9,800	9,800	9,800
Long term bonds	6,962	6,836	6,836	6,836	6,836
Deferred tax liabilities	243	260	273	287	301
Others	211	137	138	139	141
Total Non-current Liabilities	15,058	11,107	17,047	17,062	17,078
Total Liabilities	20,660	21,933	22,060	22,159	22,267
Total Shareholders' Equity	3,841	3,845	4,679	5,489	6,649
Minority Interest	0	0	0	0	0
Total Equity	3,841	3,845	4,679	5,489	6,649

	Financial R	atios			
	2019A	2020A	2021F	2022F	2023F
Profitability:					
Gross margin (%)	74.9	73.9	75.1	75.1	75.1
Operating margin (%)	55.5	50.2	45.9	50.5	52.1
Net profit margin (%)	53.4	6.9	37.0	39.3	44.9
ROE (%)	55.8	3.6	19.6	21.6	25.7
ROA (%)	8.4	0.6	3.2	4.0	5.5
Operating (days):					
Inventory days	17.1	22.6	18.4	17.9	17.3
A/C receivable days	13.3	68.5	60.0	12.6	12.6
Liquidity & Solvency:					
Current ratio (x)	2.2	0.9	1.7	1.5	1.4
Interest cover (x)	5.9	0.7	3.2	3.1	7.8
Net gearing (%)	261.7	420.4	360.9	323.7	275.3
Payout ratio (%)	29.4	0.0	15.0	30.0	30.0

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### **Company Rating Definition**

The Benchmark: Hong Kong Hang Seng Index

Time Horizon: 6 to 18 months

Rating		Definition	
Buy	买入	Relative Performance>15%; or the fundamental outlook of the company or sector is favorable.	
Accumulate	收集	Relative Performance is 5% to 15%; or the fundamental outlook of the company or sector is favorable.	
Neutral	中性	Relative Performance is -5% to 5%; or the fundamental outlook of the company or sector is neutral.	
Reduce	减持	Relative Performance is -5% to -15%; or the fundamental outlook of the company or sector is unfavorable.	
Sell	卖出	Relative Performance <-15%; or the fundamental outlook of the company or sector is unfavorable.	

## **Sector Rating Definition**

The Benchmark: Hong Kong Hang Seng Index

Time Horizon: 6 to 18 months

Rating		Definition	
Outperform	跑赢大市	Relative Performance>5%; or the fundamental outlook of the sector is favorable.	
Neutral	中性	Relative Performance is -5% to 5%; or the fundamental outlook of the sector is neutral.	
Underperform	跑输大市	Relative Performance<-5%; Or the fundamental outlook of the sector is unfavorable.	

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