

TME (TME US)

Inline 3Q24 results; SVIP evolves as the new growth driver

TME reported 3Q24 results on 12 Nov: total revenue increased by 7% YoY to RMB7.02bn, in line with our/Bloomberg consensus estimate; non-IFRS net income grew by 29% YoY to RMB1.81bn, also in line with our/consensus estimate of RMB1.76/1.79bn. The number of SVIP subscribers achieved the 10mn milestone in Sept 2024, and we expect it to become a key driver of the music ARPPU and revenue growth going forward. Looking ahead, we expect total revenue/non-IFRS net income to grow by 6/26% YoY to RMB7.31/1.98bn in 4Q24E. For FY25E, management expects total revenue growth to accelerate with further margin improvement, driven by the balanced growth of music subscribers and ARPPU. We keep our FY24-26 total revenue forecast largely unchanged, and maintain our DCF-derived TP of US\$16.0. Maintain BUY.

- growth. Online music business on balanced paid user and ARPPU growth. Online music revenue was up by 20% YoY to RMB5.48bn in 3Q24, fuelled by the solid growth of both subscription/non-subscription revenues (+20/21% YoY). The number of paid users recorded QoQ net adds of 2.0mn to 119.0mn in 3Q24 (+16% YoY); monthly ARPPU increased by 4% YoY and 1% QoQ to RMB10.8 in 3Q24. Total number of SVIP subscribers surpassed 10mn as of Sep 2024 (c.8% of total paid user base), with ARPPU and user engagement both higher than non-SVIP subscribers. Advertising revenue maintained strong YoY growth in 3Q24, driven by ad-supported mode and interactive ads. Social entertainment and others revenue was down by 24% YoY and 12% QoQ to RMB1.54bn in 3Q24, due to adjustment of certain live streaming functions and intense competition.
- Music subscription and ARPPU growth to sustain in FY25E. Looking ahead to 4Q24E, we expect total revenue to increase by 6% YoY to RMB7.31bn, with online music revenue up by 15% YoY and social entertainment revenue down by 17% YoY respectively. For online music business, we expect c.2mn QoQ net paid user adds and 2% QoQ ARPPU growth in 4Q24E. The company will continue to control its promotion discount for music subscription and drive further SVIP adoption over the coming quarters, which shall support the balanced growth of music subscribers and ARPPU in FY25E in our view.
- Expect further margin expansion in FY25E. TME GPM rose by 6.9ppt YoY and 0.6ppt QoQ to 42.6% in 3Q24, mainly attributable to 1) solid growth of music ARPPU & ad revenue; and 2) an increased proportion of self-produced music content. Non-IFRS net margin expanded by 4.4ppt YoY to 25.9% in 3Q24. For 4Q24E, we forecast GPM/non-IFRS net margin to improve by 5.0/4.2ppt YoY to 43.3/27.0%, underpinned by strong operating leverage and optimized content costs. For FY25E, management expects GPM and NPM to further increase, but at a slower pace compared to FY24.

Earnings Summary

FY22A	FY23A	FY24E	FY25E	FY26E
28,339	27,752	28,254	31,193	34,364
31.0	35.3	42.3	44.5	45.5
4,745.0	5,923.0	7,331.9	8,785.4	10,296.7
2.96	3.74	4.70	5.63	6.59
2.96	3.74	4.78	5.58	6.36
34.7	24.8	18.8	16.0	13.7
	28,339 31.0 4,745.0 2.96 2.96	28,339 27,752 31.0 35.3 4,745.0 5,923.0 2.96 3.74 2.96 3.74	28,339 27,752 28,254 31.0 35.3 42.3 4,745.0 5,923.0 7,331.9 2.96 3.74 4.70 2.96 3.74 4.78	28,339 27,752 28,254 31,193 31.0 35.3 42.3 44.5 4,745.0 5,923.0 7,331.9 8,785.4 2.96 3.74 4.70 5.63 2.96 3.74 4.78 5.58

Source: Company data, Bloomberg, CMBIGM estimates

BUY (Maintain)

Target Price US\$16.00 Up/Downside 38.5% Current Price US\$11.55

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Stock Data

Mkt Cap (US\$ mn)	17,798.5
Avg 3 mths t/o (US\$ mn)	29.3
52w High/Low (US\$)	15.49/7.43
Total Issued Shares (mn)	1541.0

Source: FactSet

Shareholding Structure

Tencent	52.5%
Spotify	8.2%

Source: Company data

Share Performance

	Absolute	Relative
1-mth	-9.6%	-14.1%
3-mth	-12.0%	-23.5%
6-mth	-13.4%	-26.7%

Source: FactSet

12-mth Price Performance



Source: FactSet



Business forecasts update and valuation

Figure 1: TME: forecast revision

		Current			Previous		(Change (%)	
RMB mn	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	28,254	31,193	34,364	28,415	31,447	34,582	-0.6%	-0.8%	-0.6%
Gross profit	11,939	13,876	15,629	12,000	13,912	15,604	-0.5%	-0.3%	0.2%
Operating profit	8,602	9,893	11,550	8,523	9,883	11,616	0.9%	0.1%	-0.6%
Non-IFRS net profit	7,332	8,785	10,297	7,501	8,913	10,474	-2.3%	-1.4%	-1.7%
Non-IFRS EPS (RMB)	4.7	5.6	6.6	4.8	5.7	6.7	-2.3%	-1.4%	-1.7%
Gross margin	42.3%	44.5%	45.5%	42.2%	44.2%	45.1%	0.0 ppt	0.2 ppt	0.4 ppt
Operating margin	30.4%	31.7%	33.6%	30.0%	31.4%	33.6%	0.5 ppt	0.3 ppt	0.0 ppt
Non-IFRS net margin	26.0%	28.2%	30.0%	26.4%	28.3%	30.3%	-0.4 ppt	-0.2 ppt	-0.3 ppt

Source: CMBIGM estimates

Figure 2: CMBIGM estimates vs consensus

		CMBIGM		(Consensus			Diff (%)	
RMB mn	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	28,254	31,193	34,364	28,371	31,269	34,440	-0.4%	-0.2%	-0.2%
Gross profit	11,939	13,876	15,629	11,942	13,624	15,255	0.0%	1.8%	2.4%
Operating profit	8,602	9,893	11,550	8,163	9,546	10,834	5.4%	3.6%	6.6%
Non-IFRS net profit	7,332	8,785	10,297	7,372	8,599	9,795	-0.5%	2.2%	5.1%
Non-IFRS EPS (RMB)	4.7	5.6	6.6	4.8	5.6	6.4	-1.9%	0.8%	3.7%
Gross margin	42.3%	44.5%	45.5%	42.1%	43.6%	44.3%	0.2 ppt	0.9 ppt	1.2 ppt
Operating margin	30.4%	31.7%	33.6%	28.8%	30.5%	31.5%	1.7 ppt	1.2 ppt	2.2 ppt
Non-IFRS net margin	26.0%	28.2%	30.0%	26.0%	27.5%	28.4%	0.0 ppt	0.7 ppt	1.5 ppt

Source: Bloomberg, CMBIGM estimates

Figure 3: TME: quarterly financials

(RMB mn)	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	Cons.	Diff%	СМВІ	Diff%
Online music	3,430	3,559	3,501	4,249	4,553	5,022	5,007	5,424	5,480				
YoY change (%)	18.8%	23.6%	33.8%	47.6%	32.7%	41.1%	43.0%	27.7%	20.4%				
Subscription revenue	2,249	2,352	2,599	2,890	3,193	3,417	3,618	3,740	3,842				
YoY change (%)	18.3%	20.6%	30.4%	37.2%	42.0%	45.3%	39.2%	29.4%	20.3%				
Other revenue	1,181	1,207	902	1,359	1,360	1,605	1,389	1,684	1,638				
YoY change (%)	19.7%	29.8%	44.8%	76.1%	15.1%	32.9%	54.0%	23.9%	20.5%				
Social entertainment	3,935	3,866	3,503	3,037	2,016	1,871	1,761	1,736	1,535				
YoY change (%)	-20.0%	-18.2%	-13.0%	-24.6%	-48.8%	-51.6%	-49.7%	-42.8%	-23.9%				
Total revenue	7,365	7,425	7,004	7,286	6,569	6,893	6,768	7,160	7,015	7,004	0.2%	7,063	-0.7%
YoY change (%)	-5.6%	-2.4%	5.4%	5.5%	-10.8%	-7.2%	-3.4%	-1.7%	6.8%				
GPM (%)	32.6%	33.0%	33.1%	34.3%	35.7%	38.3%	40.9%	42.0%	42.6%				
Adjusted NPM (%)	18.7%	19.4%	20.1%	21.0%	21.4%	22.8%	25.2%	26.2%	25.9%				
Adjusted net profit	1,379	1,438	1,411	1,529	1,408	1,575	1,704	1,873	1,814	1,787	1.5%	1,764	2.9%
YoY change (%)	35.9%	72.8%	57.0%	48.6%	2.1%	9.5%	20.8%	22.5%	28.8%				

Source: Company data, Bloomberg, CMBIGM



DCF valuation

Our target price of US\$16.00 is based on the DCF valuation methodology (WACC of 11.6% and terminal growth of 2.5%).

Figure 4: TME: DCF Valuation

(RMBmn)	FY25E	FY26E	FY27E	FY28E	FY29E	FY30E	FY31E	FY32E
Free cash flow	8,981	10,771	12,273	13,799	14,444	15,122	15,846	16,640
NPV of free cash flow	72,425							
Discounted terminal value	87,232							
Net cash	17,825							
Total TME valuation	177,482							
Number of ADS (diluted, mn)	1,541							
Valuation per ADS (US\$)	16.00							

Source: Company data, CMBIGM estimates



Financial Summary

Total equity and liabilities

INCOME STATEMENT	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Revenue	31,244	28,339	27,752	28,254	31,193	34,364
Cost of goods sold	21,840	19,566	17,957	16,314	17,317	18,735
Gross profit	9,404	8,773	9,795	11,939	13,876	15,629
Operating expenses	5,604	4,330	3,736	3,337	3,982	4,079
Selling expense	2,678	1,144	897	856	899	942
Admin expense	4,009	4,413	4,121	3,884	4,180	4,490
Others	(1,083)	(1,227)	(1,282)	(1,402)	(1,096)	(1,353)
Operating profit	3,800	4,443	6,059	8,602	9,893	11,550
Share of (losses)/profits of associates/JV	(47)	38	127	94	0	0
Interest expense	(121)	(108)	(141)	(250)	(225)	(203)
Pre-tax profit	3,632	4,373	6,045	8,446	9,668	11,347
Income tax	(417)	(534)	(825)	(1,647)	(1,692)	(1,986)
After tax profit	3,215	3,839	5,220	6,799	7,976	9,361
Net profit	3,215	3,839	5,220	6,799	7,976	9,361
Adjusted net profit	4,146	4,745	5,923	7,332	8,785	10,297
BALANCE SHEET	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Current assets	26,791	26,559	29,936	34,589	41,627	50,147
Cash & equivalents	6,591	9,589	13,598	17,931	23,461	30,267
Account receivables	3,610	2,670	2,918	2,922	3,311	3,742
Inventories	24	14	8	5	3	1
Prepayment	2,731	2,958	3,438	2,760	2,783	2,861
ST bank deposits	12,769	11,291	9,937	10,931	12,024	13,226
Other current assets	1,066	37	37	41	45	49
Non-current assets	40,463	40,450	45,600	47,490	49,536	51,757
PP&E	243	323	490	693	889	1,079
Right-of-use assets	283	398	367	367	367	367
Deferred income tax	346	347	352	370	388	407
Investment in JVs & assos	3,599	4,330	4,274	4,324	4,374	4,424
Intangibles	2,829	2,368	2,032	1,815	1,603	1,396
Goodwill	19,121	19,493	19,542	19,792	20,042	20,292
Financial assets at FVTPL	7,302	3,168	6,540	7,194	7,913	8,705
Other non-current assets	6,740	10,023	12,003	12,935	13,960	15,087
Total assets	67,254	67,009	75,536	82,079	91,163	101,903
Current liabilities	10,450	11,717	12,014	11,751	12,831	14,183
Account payables	4,329	4,998	5,006	4,656	5,061	5,604
Tax payable	363	404	567	577	637	702
Other current liabilities	5,666	6,192	6,326	6,399	7,011	7,751
Lease liabilities	92	123	115	118	122	126
Long-term borrowings	5,749	6,165	6,320	6,327	6,354	6,382
Bond payables	5,062	5,536	5,636	5,636	5,636	5,636
Obligations under finance leases	205	306	297	312	327	344
Other non-current liabilities	482	323	387	379	390	402
Total liabilities	16,199	17,882	18,334	18,078	19,185	20,564
Share capital	2	2	2	2	2	2
Capital surplus	32,395	29,905	29,278	29,278	29,278	29,278
Retained earnings	14,194	12,052	16,969	23,768	31,745	41,106
Other reserves	3,726	6,140	9,658	9,658	9,658	9,658
Total shareholders equity	50,317	48,099	55,907	62,706	70,683	80,044
Minority interest	738	1,028	1,295	1,295	1,295	1,295
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67,009

75,536

82,079

91,163

67,254

101,903



CASH FLOW	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	3,632	4,373	6,045	8,446	9,668	11,347
Depreciation & amortization	1,001	1,160	724	573	628	684
Tax paid	(589)	(733)	0	0	0	0
Change in working capital	579	2,211	(197)	335	603	771
Others	616	470	765	(1,647)	(1,692)	(1,986)
Net cash from operations	5,239	7,481	7,337	7,707	9,208	10,816
Investing						
Capital expenditure	(2,758)	(1,053)	(555)	(559)	(612)	(667)
Acquisition of subsidiaries/ investments	(2,078)	(165)	(250)	(250)	(250)	(250)
Net proceeds from disposal of short-term	(877)	1,055	0	0	0	0
investments						
Others	(286)	(1,283)	(1,058)	(2,579)	(2,832)	(3,110)
Net cash from investing	(5,999)	(1,446)	(1,863)	(3,389)	(3,693)	(4,027)
Financing						
Net borrowings	0	0	0	0	0	0
Proceeds from share issues	0	0	0	0	0	0
Others	(3,710)	(3,419)	(1,538)	15	16	16
Net cash from financing	(3,710)	(3,419)	(1,538)	15	16	16
Net change in cash						
Cash at the beginning of the year	11,128	6,591	9,589	13,598	17,931	23,461
Exchange difference	(67)	382	73	0	0	0
Cash at the end of the year	6,591	9,589	13,598	17,931	23,461	30,267
GROWTH	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Revenue	7.2%	(9.3%)	(2.1%)	1.8%	10.4%	10.2%
Gross profit	1.1%	(6.7%)	11.6%	21.9%	16.2%	12.6%
Operating profit	(19.3%)	16.9%	36.4%	42.0%	15.0%	16.7%
Net profit	(23.0%)	19.4%	36.0%	30.3%	17.3%	17.4%
Adj. net profit	(16.2%)	14.4%	24.8%	23.8%	19.8%	17.2%
PROFITABILITY	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Gross profit margin	30.1%	31.0%	35.3%	42.3%	44.5%	45.5%
Operating margin	12.2%	15.7%	21.8%	30.4%	31.7%	33.6%
Adj. net profit margin	13.3%	16.7%	21.3%	26.0%	28.2%	30.0%
Return on equity (ROE)	6.3%	7.8%	10.0%	11.5%	12.0%	12.4%
GEARING/LIQUIDITY/ACTIVITIES	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Net debt to equity (x)	(0.0)	(0.1)	(0.1)	(0.2)	(0.2)	(0.3)
Current ratio (x)	2.6	2.3	2.5	2.9	3.2	3.5
Receivable turnover days	37.4	40.4	36.7	37.7	36.5	37.5
Payable turnover days	66.0	87.0	101.7	108.1	102.4	103.9
VALUATION	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
P/E	42.9	34.7	24.8	18.8	16.0	13.7
P/E (diluted)	43.4	35.0	25.2	19.1	16.3	13.9
P/B	2.7	2.8	2.3	2.0	1.8	1.6

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.



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