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# Telecommunication Services | Company

### 04 March 2015

减持

下调

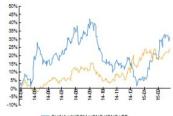
# 年报点评:预计网络刚性费用和资本开支增加,下调至减持

# 中国联通 (762:HK)

### Market Data: 03 Mar

Closing Price (HK\$)	12.38
Price Target (HK\$)	11.00
HSCEI	11,945
HSCCI	4,628
52-week High/Low (HK\$)	14.22/9.03
Market Cap (US\$m)	39,653
Market Cap (HK\$m)	307,479
Shares Outstanding (m)	23,947
Exchange Rate (Rmb-HK\$)	1.26

Price Performance Chart:



CHINA UNICOM HONG KONG LTD
Hang Seng China Ent Index

#### Source: Bloomberg

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"CHINA UNICOM HONG KONG (762:HK)- Result coverage" Mar 3,2014 "CHINA UNICOM HONG KONG

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# Financial summary and valuation

	2013	2014	2015E	2016E	2017E
Revenue (Rmbm)	295,038	284,681	275,922	275,160	276,871
YoY (%)	18.5	-3.5	-3.1	-0.3	0.6
Net income (Rmbm)	10,408	12,055	13,962	17,336	20,368
YoY (%)	46.7	15.8	15.8	24.2	17.5
EPS (Rmb)	0.44	0.51	0.59	0.74	0.86
Diluted EPS (Rmb)	0.42	0.49	0.57	0.70	0.83
ROE (%)	4.75	5.48	5.92	7.83	9.36
Debt/asset (%)	58.63	59.09	57.78	61.64	62.45
Dividend yield (%)	24.11	24.33	24.64	24.36	24.44
PE (x)	22.25	19.21	16.58	13.36	11.37
PB (x)	1.06	1.05	0.98	1.05	1.06
EV/Ebitda (x)	3.80	3.48	3.18	3.07	2.95

Note: Diluted EPS is calculated as if all outstanding convertible securities, such as convertible preferred shares, convertible debentures, stock options and warrants, were exercised..

投资要点:

● 年报低于市场一致预期。中国联通公布了 2014 年收入为人民币 2847 亿元(申万宏源预期 2748 亿元,彭博一致预期 2868 亿元) · 其中 4 季度收入为人民币 694 亿元(同比下滑 7.4%) · 主要原因是营改增和营销方式转变对 ARPU 的负面影响。14 年全年净利润为人民币 121 亿元(申万宏源预期 121 亿元,彭博一致预期 129 亿元),其中 4 季度净利润预计为人民币 15 亿元(同比下滑 25%),主要原因是营改增负面影响和网络相关刚性费用增加。

● 激进的资本开支指引。考虑到铁塔公司共享共建对于资本开支的节约部分,管理层指引了 15 年资本开支为人民币 1000 亿元。这超过了我们之前对资本开支 900 亿元的估计,和市场 的一致预期。借助激进的资本开支和铁塔公司的支持,联通计划建设一张覆盖全国 95%人口 和大部分行政村的移动宽带(3G/4G)一体化网络。我们预计网络相关的费用,例如折旧,运维 支持将持续增长。而营销费用和话机补贴预计将是费用中唯一够压缩的部分。

● 新定义移动宽带用户。15 年联通发展方式正从增量扩展为主转向调整存量、做优增量并存的深度调整,需更加理性关注量质并重,量收平衡。管理层介绍,联通移动宽带用户划分是按照用户实际使用的套餐,并不考虑终端或网络,换言之用户使用 2G 手机和 2G 网络,只要订购了 4G 套餐即被认为 4G 用户。公司鼓励 2G/3G 终端、网络的用户仍然能升级为资费更加优惠实用的 4G 套餐,因此我们上调了全年净增移动宽带用户数到 7000 万,主要来自于存量 2G 用户。考虑到监管部门对于实名制的要求,非实名制的卡在宽限期后可能会被停止服务计入离网用户,对净增移动用户数造成压力,我们维持全年净增移动用户数 1000 万的估计。

● 下调至减持评级。考虑到激进的资本开支和网络刚性费用有所提升,我们下调 15E EPS 从 人民币 0.62 到 0.59 元 (同比增加 15.8%),下调 16E EPS 从人民币 0.80 元到 0.74 元(同比 增加+24.2%),并预计 17E EPS 为 0.86 元 (同比增加 17.5%)。我们将目标价从港币 12.0 元下调至港币 11.0 元,对应 14.6 倍 15 年 PE 和 11.6 倍 16 年 PE。相比上个交易日收盘价 港币 12.38 元 有 11%的下行空间,我们从持有下调到减持评级。

### Valuation table

Company	Code	Rating	Target price (HK\$)	+/-		PE (x)			PB (x)	
			price (HKŞ)	orice (HK\$) (%)	15E	16E	17E	15E	16E	17E
China Unicom	762 HK	U-PF	11.0	-11%	16.6	13.4	11.4	1.0	1.1	1.1
Source: SWS Rese	arch									

**Results miss as expected.** China Unicom reported 2014 full-year revenue of Rmb284.7bn (SWS forecast Rmb274.8bn vs Bloomberg consensus of Rmb286.8bn) and full-year net profit of Rmb12.1bn (SWS Rmb12.1bn vs Bloomberg consensus Rmb12.9bn). The lower than consensus revenue was primarily due to VAT reform, the company's shift in marketing from subsidising handsets to subsidised tariff rates and China Mobile's (941:HK) aggressive 4G migration which dragged down data service industry unit rates. We expect the subsidised tariff rate to be a common way for solicitation. Lower than consensus net income was mainly due to the combined impacts of both VAT reform and growing network-related expenses.

**Aggressive Capex guidance.** Considering the benefits from its tower sharing JV, the company guided c.Rmb100bn (exceeding our estimate of Rmb90bn) Capex in 2015. China Unicom plans to build a mobile broadband network covering c.95% of the nation's population. We expect the network related expenses (including depreciation, network operation & support) to continue to increase YoY.

**New definition of mobile broadband subscriber.** According to management, the company will focus on both service quality and revenue efficiency in 2015. In addition, management will define any user subscribing to a mobile broadband tariff package as a mobile broadband sub (including 2G handset terminals and 2G networks). We revise up our mobile broadband sub net add forecasts to 70m in 2014 and maintain mobile sub net add forecasts of 10m, since the real name registration process would cancel the services of some anonymous mobile subs.

**Average revenue per user (Arpu) contraction.** Blended Arpu continued to fall in 2014 from Rmb47.6 in 1Q14, Rmb46.4 in 2Q14, Rmb42.5 in 3Q14 and Rmb40.3 in 4Q14, while mobile broadband Arpu fell from Rmb70.3 in 1Q14, Rmb67.2 in 2Q14, Rmb60.3 in 3Q14 and Rmb57.6 in 4Q14 and 2G mobile Arpu declined from Rmb23.0 in 1Q14, Rmb22.3 in 2Q14, Rmb22.7 in 3Q14 and Rmb20.5 in 4Q14. We believe China Unicom's flexible definition of mobile broadband user will encourage more 2G subs with relatively low Arpu to mobile broadband services with higher tariffs, partially offsetting the rapidly declining Arpu for each group.

**Downgrade to Underperform.** Considering the revised Capex forecast and increased network related expenses, we revise down our EPS forecasts from Rmb0.62 to Rmb0.59 (+15.8% YoY) in 15E and from Rmb0.80 to Rmb0.74 (+24.2% YoY) in 16E, and expect EPS of Rmb0.86 (+17.5% YoY) in 17E. We revise down our target price from HK\$12.0 to HK11.0, representing 14.6x 15E and 11.6x 16E PE. With 11.1% downside, we downgrade our rating from Hold to Underperform.

# **APPENDIX**

## **Table 1: Consolidated Income Statement**

Rmbm	2013	2014	2015E	2016E	2017E
Revenue	295,038	284,681	275,922	275,160	276,871
Cost of Sales	217,307	204,367	201,273	199,162	201,552
Gross Profit	77,731	80,314	74,650	75,999	75,319
Other Income	887	1,362	1,213	1,118	1,222
Distribution expenses	42,991	40,191	34,164	30,748	29,210
Adminstrative expenses	18,973	21,220	19,590	19,949	21,596
EBITDA	83,963	92,771	102,098	108,224	108,925
EBIT	15,767	18,903	20,895	25,302	24,513
Finance Costs	2,940	4,334	3,582	3,501	0
Profit before tax	13,714	15,931	18,526	22,919	25,735
Income tax expense	3,306	3,876	4,564	5,582	5,367
Minority interests	-	-	-	-	-
Profit for the year	10,408	12,055	13,962	17,336	20,368

Source: SWS Research

### **Table 2: Consolidated Cash Flow Statement**

Rmbm	2013	2014	2015E	2016E	2017E
Profit before taxation	13,714	15,931	18,526	22,919	21,957
Plus : Depr. and amortisation	68,196	73,868	81,203	82,922	84,412
Finance cost	2,963	3,328	3,329	3,329	3,329
Losses from investments	-	-	-	-	-
Change in working capital	(2,263)	11,404	(30,561)	(210)	795
Others	(4,128)	(7,806)	(9,709)	(10,224)	(10,246)
CF from operating activities	78,482	96,725	62,788	98,736	100,247
CAPEX	77,264	81,896	72,054	96,529	80,902
Other CF from investing activities	154	198	42	140	140
CF from investing activities	(77,110)	(81,698)	(72,012)	(96,389)	(80,762)
Equity financing	1,102	-	-	-	-
Net change in liabilities	17,166	16,789	24,502	32,203	4,206
Dividend and interest paid	(2,686)	(4,822)	(5,585)	(6,935)	(6,636)
Other CF from financing activities	-	-	-	-	-
CF from financing activities	15,582	11,967	18,917	25,268	(2,430)
Net cash flow	16,954	26,994	9,693	27,616	17,055
FCFF	155,658	182,195	139,027	198,960	185,255
FCFE	169,861	195,656	160,200	227,834	186,132

Source: SWS Research

Rmbm	2013	2014	2015E	2016E	2017E
Current Assets	52,210	56,574	63,043	84,775	96,207
Bank balances and cash	21,506	25,308	33,811	55,543	66,714
Trade and other receivables	25,103	26,820	23,470	23,405	23,551
Inventories	5,536	4,378	5,518	5,503	5,537
Other current assets	-	-	-	-	-
Long-term investment	27,793	28,943	26,032	26,078	26,298
PP&E	342,066	345,463	365,480	353,450	336,221
Intangible and other assets	2,771	2,771	2,771	2,771	2,771
Total Assets	529,171	537,371	558,806	576,867	579,602
Current Liabilities	295,239	291,920	316,980	348,908	354,486
Borrowings	94,422	91,503	122,000	150,000	150,000
Trade and other payables	159,367	173,829	138,375	137,993	138,851
Other current liabilities	38,816	25,122	54,398	58,713	63,420
Long-term liabilities	15,007	25,594	5,825	6,605	7,386
Total Liabilities	310,272	317,531	322,858	355,582	361,958
Minority Interests	-	-	-	-	-
Equity attributable					
Share Capital	2,328	179,101	177,515	177,515	177,515
Reserves	155,754	(19,482)	(15,931)	(14,197)	(12,538)
Retained profit	60,817	67,922	71,507	80,175	88,471
Total Liabilities and equity	529,171	545,072	555,949	599,074	615,405

#### **Table 3: Consolidated Balance Sheet**

Source: SWS Research

# Table 4: Key Financial Ratios

	2013	2014	2015E	2016E	2017E
Ratios per share (yuan)					
Earnings per share	0.44	0.51	0.59	0.74	0.86
Diluted EPS	0.42	0.49	0.57	0.70	0.83
Operating CF per share	3.33	4.10	2.66	4.19	4.25
Dividend per share	0.18	0.20	0.24	0.29	0.28
Net assets per share	9.29	9.33	10.01	9.39	9.24
Key Operating Ratios(%)					
ROIC	6.71	7.58	7.07	8.86	9.42
ROE	4.75	5.48	5.92	7.83	9.36
Gross profit margin	26.35	28.21	27.05	27.62	27.20
EBITDA Margin	28.46	32.59	37.00	39.33	39.34
EBIT Margin	5.34	6.64	7.57	9.20	8.85
Growth rate of Revenue(YoY)	18.52	(3.51)	(3.08)	(0.28)	0.62
Growth rate of Profit(YoY)	46.67	15.82	15.82	24.17	17.49
Debt-to-asset ratio	58.63	59.09	57.78	61.64	62.45
Turnover rate of net assets	1.35	1.25	1.18	1.13	1.09
Turnover rate of total assets	1.79	1.89	2.03	2.10	2.09
Effective tax rate (%)	24.11	24.33	24.64	24.36	24.44
Dividend yield (%)	1.80	2.08	2.41	3.00	2.87
Valuation Ratios (X)					
P/E	22.25	19.21	16.58	13.36	11.37
P/B	1.06	1.05	0.98	1.05	1.06
EV/EBITDA	3.80	3.48	3.18	3.07	2.95

Source: SWS Research



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