### Sunny Optical | March 11, 2015 MORGAN STANLEY RESEARCH

# March 11, 2015

# **Sunny Optical**

# Volume Could Exceed Guidance, but Blended ASP and Margin Remain Key Concerns

Industry View	Stock Rating	Price Target
In-Line	Underweight	HK\$9.60

Handset lens volume should remain healthy in 1H15 thanks to Samsung, but CCM remains a drag. Consensus valuation at a lens company multiple (of 15x) is not justified – we don't see lenses (handset + vehicle) contributing 50%+ of net profit by 2017. Retain UW.

What's Changed?	From:	То:
Sunny Optical		
Price Target	HK\$7.00	HK\$9.60
2015e EPS	0.60	0.64
2016e EPS	0.68	0.74

Our 2015e and 2016e EPS are still 11% and 16% below consensus: We

raise our EPS estimates by 7% for 2015 and 8% for 2016, to reflect higher handset lens volume/GPM and higher OPEX (lens royalty fees to Konica Minolta. We also lift our price target to HK\$9.6 using SOTP (assuming 8.5x for camera module business, 24x for vehicle lenses, 16x for handset lenses, and 6x for others), implying a blended 2015e P/E of 12x.

**Current consensus valuation of 15x for Sunny is not justified:** For Sunny to deserve a lens company valuation (similar to Largan's), our benchmark is

for lenses (handset + vehicle) to contribute 50%+ of earnings by 2017. Assuming a NPM of 15% for handset lenses and 20% for vehicle lenses, revenue CAGR for both businesses would need to be at least 50% from a high base in 2015. We see risk skewed to the downside. Further, the analysis ignores declining CCM business profitability, which should weigh on total profit growth and thus the multiple.

# Handset lens volume ahead of expectation; our concern lies in blended

**ASP:** Our checks suggest that handset lens shipments should remain healthy in 1H15 and could surpass previous levels, mainly thanks to orders from Samsung. We now aggressively forecast handset lens volume to grow another 112% YoY in 2015e and lift our GPM assumption to 30%+, thanks to scale benefit. External clients remain largely Samsung; our checks suggest limited improvement in other handset OEMs, leading to lower ASP. We believe blended ASP could remain flattish YoY unless we see a major breakthrough with other handset OEMs.

Camera modules remain a drag; blended ASP and GPM a concern:

MORGAN STANLEY ASIA LIMITED+	
Yunchen Tsai	
Yunchen.Tsai@morganstanley.com	+852 2848-5636
Jasmine Lu	
Jasmine.Lu@morganstanley.com	+886 2 2730-2870

# Sunny Optical (2382.HK, 2382 HK)

Sunny Optical (2502.11k, 2502.11k)								
Greater China Technology Hardware / China								
Stock Rating			Une	derweight				
Industry View		In-Line						
Price target				HK\$9.60				
Up/downside to price tar	get (%)			(29)				
Shr price, close (Mar 10,	2015)			HK\$13.46				
52-Week Range			HK\$	14.50-7.02				
Sh out, dil, curr (mn)				1,070				
Mkt cap, curr (mn)			R	mb11,623				
EV, curr (mn)			R	mb11,717				
Avg daily trading value (n	nn)			HK\$75				
Fiscal Year Ending	12/14	12/15e	12/16e	12/17e				
ModelWare EPS (Rmb)	0.53	0.64	0.74	0.85				
Prior ModelWare EPS (Rmb)	0.53	0.60	0.68	-				
Consensus EPS (Rmb)§	-	-	0.86	1.07				
Revenue, net (Rmb mn)	8,426	11,814	14,532	17,438				
EBITDA (Rmb mn)	964	1,191	1,385	1,592				
ModelWare net inc (Rmb mn)	566	684	791	908				
P/E	20.2	17.0	14.7	12.8				
P/BV	3.5	3.1	2.6	2.3				
RNOA (%)	21.6	20.7	19.1	18.7				
ROE (%)	19.8	21.0	20.8	20.5				
EV/EBITDA	12.0	10.1	8.7	7.7				
Div yld (%)	1.0	1.2	1.4	1.6				
FCF yld ratio (%)	2.4	(2.2)	(0.5)	(0.6)				
Leverage (EOP) (%)	0.5	8.1	8.9	9.7				

Unless otherwise noted, all metrics are based on Morgan Stanley ModelWare framework

\$ = Consensus data is provided by Thomson Reuters Estimates

e = Morgan Stanley Research estimates

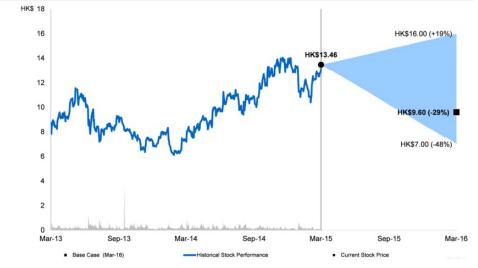
Morgan Stanley does and seeks to do business with companies covered in Morgan Stanley Research. As a result, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of Morgan Stanley Research. Investors should consider Morgan Stanley Research as only a single factor in making their investment decision.

# For analyst certification and other important disclosures, refer to the Disclosure Section, located at the end of this report.

+ = Analysts employed by non-U.S. affiliates are not registered with FINRA, may not be associated persons of the member and may not be subject to NASD/NYSE restrictions on communications with a subject company, public appearances and trading securities held by a research analyst account.

Despite volume strength and continuing pixel migration, we believe 2H14 camera module ASP grew only 5% YoY. OIS and duo cam volume remains limited. Our checks with premium Chinese brands including OPPO and BBK suggest limited interest in adopting OIS as a differentiator in 2015; metal casings are the key feature in greater focus. Given the intensifying competitive landscape in camera modules, we project merely ~5% YoY blended ASP growth and ~35% YoY volume growth in 2015; our GPM assumption is also below consensus at 10%.

# **Risk Reward**



Stretched valuation, even on our increased scenario values

Source: Thomson Reuters, Morgan Stanley Research

Price Target HK\$9.6	Base case, SOTP valuation
BullHK\$1615x 2015e bull case EPS	1) CCM GPM turns up in 2015, thanks to pixel migration and mass adoption of new function. 2) Revenue from vehicle and handset lenses grows faster than expected.
Base HK\$9.6   12x 2015e base case EPS	1) CCM GPM continues to trend down in 2015, 2) Vehicle/handset lens revenue contribution hits 10% of sales.
Bear HK\$7 8x 2015e bear case EPS	1) Higher contribution from vehicle/handset lenses fails to mitigate blended GPM decline. 2) Chinese smartphone volume growth continues to decelerate because pf 3G model decline.

### **Investment Thesis**

- We view Sunny as a proxy for our outlook for China's smartphone market. As growth in this market slows, we expect the same for Sunny's profitability
- Pixel migration deceleration after 8MP should stall camera module blended ASP
- Vehicle lenses, smart TV modules, and infrared lenses have yet to become the next growth drivers, while the camera module business is slowing down
- We believe the stock merits a blended 2015e P/E of 12x, given Sunny's commodity-like singleproduct exposure

#### **Key Value Drivers**

- Smartphone shipment growth of Chinese handset OEMs
- Pixel migration, rising ASP

#### **Potential Catalysts**

Lower camera module monthly shipment could raise concern on GPM

### **Risks to Achieving Price Target**

- Shipments to overseas markets from Chinese OEMs (Huawei, Lenovo, etc.) are higher than expected
- Improvement in handset/vehicle lenses comes faster than expected

# Analysis

	Rmb mn	% of NP	P/E (x)	Market Cap (Rmb mn)
2015 Net Profit	684			
Camera Module	410	60%	8.5	3,487
Vehicle Lens	103	15%	24.0	2,461
Handset Lens	123	18%	16.0	1,969
Others (DSLR, etc)	48	7%	6.0	287
Total				8,204
Implied Price Target (HKD)				9.6
Implied Blended 2015e P/E (x)				12.0

Exhibit 1: Sunny Optical: Sum-of-the-Parts Valuation

#### Source: Morgan Stanley Research estimates

We change our valuation method from a residual income model to sum-of-the-parts – the market is becoming more aware of Sunny's lens business growth, thus it is a key debate. A sum-of-the-parts approach enables us to reference the different aspects of the business more transparently.

We value Sunny's camera module business at a 2015e P/E of 8.5x, at a premium to Q-Tech (1478.HK, Not Covered), which currently trades at 7x (based on consensus estimates). We cite Sunny's higher quality and better ability to produce premium modules (including OIS, duo camera etc). Our prior assumption was 7.5x, which was at par with Q-Tech.

We value the handset lens business at 16x, on par with Largan. We think this is appropriate because Sunny has penetrated large handset OEMs such as Samsung. Our prior assumption was 14x; our increase reflects higher revenue CAGR during 2015-2017e.

We value the vehicle lens business at 24x thanks to its stability, higher entry barriers, and stable GPM. Our prior assumption was 16x, in line with global auto parts multiple average; our increase reflects the scarcity of automobile electronics plays in the HK market.

Our price target of HK\$9.6 implies a blended 2015e P/E of 12x.

**Our bull case value rises 7%, to HK\$16:** In our bull case scenario, we factored in higher camera module GPM assumptions and faster lens volume growth. Since the transition towards a focus on lens products is faster than expected, we view an implied multiple of 15x as appropriate.

**Our bear case value rises 40%, to HK\$7:** We lift our bear case scenario EPS by 40% to factor in higher CCM volume/GPM assumptions and higher vehicle/handset revenue. Our implied multiple remains 8x

Exhibit 2: Sunny Optical: What's Changed in Our Estimates

	2015e				2016e	
	New	Old	Diff	New	Old	Diff
Net sales	11,814	10,901	8%	14,532	12,578	16%
Gross profit	1,728	1,538	12%	2,093	1,783	17%
Operating income	738	707	4%	862	809	7%
Pre-tax income	791	742	7%	916	844	8%
Net income	684	637	7%	791	724	9%
Basic EPS (RMB)	0.64	0.60	7%	0.74	0.68	9%
Gross Margin	14.6%	14.1%		14.4%	14.2%	
OPEX	-8.4%	-7.6%		-8.5%	-7.7%	
Operating Margin	6.2%	6.5%		5.9%	6.4%	
Pretax Margin	6.7%	6.8%		6.3%	6.7%	
Net Margin	5.8%	5.8%		5.4%	5.8%	

Source: Morgan Stanley Research estimates

Our change in 2015 and 2016 EPS estimates mainly comes from higher handset lens volume; we lift our volume growth forecast to 112% YoY from 40% YoY in 2015. Handset lenses carry higher GPM, so overall corporate GPM improves. We also increase our OPEX assumption to reflect higher handset lens royalty fees to Konica Minolta.

We previously underestimated handset lens volume growth. We differ from consensus mainly on CCM GPM.

Exhibit 3: Sunny Optical: Morgan Stanley estimates vs. consensus

	2015e				2016e	
	MS	Consensus	Diff	MS	Consensus	Diff
Net sales	11,814	10,797	9%	14,532	12,980	12%
Gross profit	1,728	1,710	1%	2,093	2,079	1%
Operating income	738	875	-16%	862	1,095	-21%
Pre-tax income	791	896	-12%	916	1,101	-17%
Net income	684	767	-11%	791	938	-16%
Basic EPS (RMB)	0.64	0.72	-11%	0.74	0.88	-16%
		13.44				
Gross Margin	14.6%	15.8%		14.4%	16.0%	
OPEX	-8.4%	-7.7%		-8.5%	-7.6%	
Operating Margin	6.2%	8.1%		5.9%	8.4%	
Pretax Margin	6.7%	8.3%		6.3%	8.5%	
Net Margin	5.8%	7.1%		5.4%	7.2%	

Source: Bloomberg consensus, Morgan Stanley Research estimates.

# Sunny Optical | March 11, 2015 MORGAN STANLEY RESEARCH

# Exhibit 4: Sunny Optical: Financial Summary

### **Consolidated Income Statement**

	2014	2015E	2016E	2017E
Net sales	8,426	11,814	14,532	17,438
COGS	(7,137)	(10,086)	(12,438)	(14,962)
Gross profit	1,289	1,728	2,093	2,476
Other operating income	81	68	68	68
Operating expenses	(712)	(991)	(1,231)	(1,477)
Selling expenses	(89)	(108)	(134)	(160)
ADM	(231)	(301)	(374)	(449)
R&D	(392)	(582)	(723)	(868)
Operating income	577	738	862	999
Investment income	1	-	-	-
Interest expense	(14)	(14)	(14)	(14)
Pre-tax income	634	791	916	1,052
Income tax	(73)	(111)	(128)	(147)
Minority interests	(5)	(3)	(3)	(3)
Net income	566	684	791	908
EPS	0.53	0.64	0.74	0.85

#### **Consolidated Cash Flow Statement**

	2014E	2015E	2016E	2017E
Cashflow from operations	109	247	422	426
Profits from operation	634	791	916	1,052
Depreciation & Amortization	305	385	455	525
Change in Working Capital	(753)	(815)	(818)	(1,001)
Interest paid	(30)	(30)	(30)	(30)
Income taxes paid	(73)	(111)	(128)	(147)
Cashflow from investing	224	(400)	(350)	(350)
(Purchases) sale of PPE	(369)	(400)	(350)	(350)
Increase in bank deposits	-	-	-	-
Cashflow from financing	(81)	63	(158)	(182)
Issuance of stock	-	-	-	-
Increase in bank loans	33	200	-	-
Cash dividends	(113)	(137)	(158)	(182)
Others	-	-	-	-
Net Change in Cash	(204)	(89)	(86)	(105)

#### **Consolidated Balance Sheet**

	2014	2015E	2016E	2017E
Bank balances and cash	505	415	329	223
Trade receivables	2,388	3,684	4,984	6,579
Deposits, prepayments and other	4	4	4	4
Inventories	896	1,392	1,889	2,499
Current Assets	4,204	5,907	7,617	9,717
Property, plant and equipment	1,035	1,050	944	769
Land use rights	116	116	116	116
Other assets	238	238	238	238
Total Assets	5,594	7,311	8,916	10,840
Trade payables	1,744	2,712	3,679	4,868
Other payables and accrued expe	31	40	52	68
Bank loans - due within one year	522	722	722	722
Current Liabilities	2,297	3,473	4,452	5,657
Other liabilities	46	46	46	46
Total Liabilities	2,343	3,520	4,499	5,703
Share capital	105	105	105	105
Reserves and minority interests	3,145	3,686	4,312	5,032
Shareholders' equity	3,251	3,791	4,417	5,137
Total Liab./Shrhldr's Equity	5,594	7,311	8,916	10,840

#### **Consolidated Financial Ratios**

	2014	2015E	2016E	2017E
Margins				
Gross margin	15.3%	14.6%	14.4%	14.2%
Operating margin	6.8%	6.2%	5.9%	5.7%
Pretax margin	7.5%	6.7%	6.3%	6.0%
Net margin	6.7%	5.8%	5.4%	5.2%
YoY growth				
Sales	45.0%	40.2%	23.0%	20.0%
Operating profits	24.9%	27.8%	16.9%	15.8%
Pretax profits	25.7%	24.8%	15.7%	14.9%
Net profits	28.5%	20.8%	15.7%	14.9%
Cash dividend payout ratio	20%	20%	20%	20%
Net Debt/Equity	1%	8%	9%	10%
Liabilities/Equity	72%	93%	102%	111%
Liabilities/Assets	42%	48%	50%	53%
ROAE	19%	19%	19%	19%
ROAA	11%	11%	10%	9%
AR/NR Turnover (days)	77	94	109	121
AP/NP Turnover (days)	77	81	94	104
Inventory Days	43	41	48	54
Cash conversion cycle (days)	43	55	63	70

Source: Company data, Morgan Stanley Research estimates

Sunny Optical | March 11, 2015

MORGAN STANLEY RESEARCH

Exhibit 5: Sunny Optical: Earnings Summary

RMB m	1H12	2H12	1H13	2H13	1H14	2H14	1H15E	2H15E	1H16E	2H16E	2012	2013	2014	2015E	2016E
Net sales	1,770	2,215	2,786	3,027	3,836	4,590	5,490	6,324	6,882	7,650	3,984	5,813	8,426	11,814	14,532
COGS	(1,430)	(1,814)	(2,345)	(2,500)	(3,275)	(3,863)	(4,694)	(5,392)	(5,903)	(6,536)	(3,243)	(4,846)	(7,137)	(10,086)	(12,438)
Gross profit	340	401	440	527	562	728	796	932	979	1,115	741	967	1,289	1,728	2,093
Operating expenses	(175)	(203)	(224)	(281)	(293)	(420)	(460)	(530)	(577)	(654)	(378)	(505)	(712)	(991)	(1,231)
Selling expenses	(32)	(33)	(42)	(46)	(43)	(46)	(50)	(58)	(63)	(71)	(64)	(88)	(89)	(108)	(134)
ADM	(68)	(82)	(81)	(86)	(101)	(130)	(140)	(161)	(175)	(199)	(150)	(166)	(231)	(301)	(374)
R&D	(75)	(88)	(102)	(149)	(149)	(243)	(270)	(311)	(339)	(384)	(163)	(251)	(392)	(582)	(723)
Operating income	165	198	216	246	269	308	336	402	402	460	363	462	577	738	862
Non-operating income	22	11	19	23	32	25	27	27	27	27	33	43	57	54	54
Pre-tax income	188	209	235	269	301	333	363	428	429	487	397	504	634	791	916
Income tax	(32)	(26)	(41)	(23)	(47)	(26)	(51)	(60)	(60)	(68)	(58)	(64)	(73)	(111)	(128)
Minority interests	(2)	(6)	(2)	2	(3)	(2)	(2)	(2)	(2)	(2)	(7)	0	(5)	(3)	(3)
Net income	157	189	197	244	257	309	314	370	370	421	346	440	566	684	791
Margins															
Gross margin	19.2	18.1	15.8	17.4	14.6	15.9	14.5	14.7	14.2	14.6	18.6	16.6	15.3	14.6	14.4
Operating margin	9.3	8.9	7.8	8.1	7.0	6.7	6.1	6.3	5.8	6.0	9.1	7.9	6.8	6.2	5.9
Pre-tax margin	10.6	9.4	8.5	8.9	7.8	7.3	6.6	6.8	6.2	6.4	10.0	8.7	7.5	6.7	6.3
Net margin	8.9	8.5	7.1	8.0	6.7	6.7	5.7	5.9	5.4	5.5	8.7	7.6	6.7	5.8	5.4
% НоН															
Sales	26.8	25.2	25.8	8.7	26.7	19.7	19.6	15.2	8.8	11.2					
Gross profit	18.4	18.0	9.8	19.6	6.6	29.6	9.4	17.0	5.1	13.9					
Operating profit	43.6	20.0	9.0	13.9	9.3	14.7	9.0	19.5	0.1	14.5					
Pre-tax profit	45.1	11.5	12.6	14.3	11.7	11.0	8.8	18.0	0.1	13.6					
Net profit	26.8	20.4	4.2	23.8	5.5	20.3	1.5	18.0	0.1	13.6					
% YoY															
Sales	60.5	58.7	57.4	36.7	37.7	51.6	43.1	37.8	25.3	21.0	59%	46%	45%	40%	23%
Gross profit	44.2	39.8	29.5	31.3	27.5	38.2	41.8	28.0	22.9	19.6	42%	30%	33%	34%	21%
Operating profit	73.8	72.3	30.8	24.1	24.5	25.3	25.0	30.2	19.6	14.6	73%	27%	25%	28%	17%
Pre-tax profit	70.0	61.8	25.5	28.6	27.6	23.9	20.7	28.5	18.1	13.7	66%	27%	26%	25%	16%
Net profit	71.2	52.7	25.5	29.0	30.6	26.8	22.1	19.7	18.0	13.7	61%	27%	29%	21%	16%

Source: Company data, Morgan Stanley Research estimates

# **Disclosure Section**

The information and opinions in Morgan Stanley Research were prepared or are disseminated by Morgan Stanley Asia Limited (which accepts the responsibility for its contents) and/or Morgan Stanley Asia (Singapore) Pte. (Registration number 199206298Z) and/or Morgan Stanley Asia (Singapore) Securities Pte Ltd (Registration number 200008434H), regulated by the Monetary Authority of Singapore (which accepts legal responsibility for its contents and should be contacted with respect to any matters arising from, or in connection with, Morgan Stanley Research), and/or Morgan Stanley Taiwan Limited and/or Morgan Stanley & Co International plc, Seoul Branch, and/or Morgan Stanley Australia Limited (A.B.N. 67 003 734 576, holder of Australian financial services license No. 233742, which accepts responsibility for its contents), and/or Morgan Stanley Wealth Management Australia Pty Ltd (A.B.N. 19 009 145 555, holder of Australian financial services license No. 240813, which accepts responsibility for its contents), and/or Morgan Stanley Asia Indonesia and their affiliates (collectively, "Morgan Stanley").

For important disclosures, stock price charts and equity rating histories regarding companies that are the subject of this report, please see the Morgan Stanley Research Disclosure Website at www.morganstanley.com/researchdisclosures, or contact your investment representative or Morgan Stanley Research at 1585 Broadway, (Attention: Research Management), New York, NY, 10036 USA.

For valuation methodology and risks associated with any price targets referenced in this research report, please contact the Client Support Team as follows: US/Canada +1 800 303-2495; Hong Kong +852 2848-5999; Latin America +1 718 754-5444 (U.S.); London +44 (0)20-7425-8169; Singapore +65 6834-6860; Sydney +61 (0)2-9770-1505; Tokyo +81 (0)3-6836-9000. Alternatively you may contact your investment representative or Morgan Stanley Research at 1585 Broadway, (Attention: Research Management), New York, NY 10036 USA.

### Analyst Certification

The following analysts hereby certify that their views about the companies and their securities discussed in this report are accurately expressed and that they have not received and will not receive direct or indirect compensation in exchange for expressing specific recommendations or views in this report: Jasmine Lu, Yunchen Tsai.

Unless otherwise stated, the individuals listed on the cover page of this report are research analysts.

#### **Global Research Conflict Management Policy**

Morgan Stanley Research has been published in accordance with our conflict management policy, which is available at www.morganstanley.com/institutional/research/conflictpolicies.

# Important US Regulatory Disclosures on Subject Companies

The following analyst or strategist (or a household member) owns securities (or related derivatives) in a company that he or she covers or recommends in Morgan Stanley Research: Jasmine Lu - Acer Inc. (common or preferred stock), Compal Electronics (common or preferred stock), Wistron Corporation (common or preferred stock).

As of February 27, 2015, Morgan Stanley beneficially owned 1% or more of a class of common equity securities of the following companies covered in Morgan Stanley Research: AU Optronics, Catcher Technology, Delta Electronics Inc., Epistar, Everlight Electronics Co., Ltd., Flexium, HTC Corporation, Innolux, Largan Precision, Pegatron Corporation, Tong Hsing, TPK Holding.

Within the last 12 months, Morgan Stanley managed or co-managed a public offering (or 144A offering) of securities of Epistar.

In the next 3 months, Morgan Stanley expects to receive or intends to seek compensation for investment banking services from AAC Technologies Holdings, Digital China Holdings Limited, Epistar, GoerTek Inc, Innolux, Lenovo, Pegatron Corporation.

Within the last 12 months, Morgan Stanley has received compensation for products and services other than investment banking services from AAC Technologies Holdings, Acer Inc., Asustek Computer Inc., AU Optronics, BYD Electronics, Compal Electronics, Hon Hai Precision, Innolux, Lenovo, Quanta Computer Inc., Synnex Technology International Corp., Tripod Technology.

Within the last 12 months, Morgan Stanley has provided or is providing investment banking services to, or has an investment banking client relationship with, the following company: AAC Technologies Holdings, Digital China Holdings Limited, Epistar, GoerTek Inc, Innolux, Lenovo, Pegatron Corporation. Within the last 12 months, Morgan Stanley has either provided or is providing non-investment banking, securities-related services to and/or in the past has entered into an agreement to provide services or has a client relationship with the following company: AAC Technologies Holdings, Acer Inc., Asustek Computer Inc., AU Optronics, BYD Electronics, Compal Electronics, Digital China Holdings Limited, Hon Hai Precision, Innolux, Lenovo, Quanta Computer Inc., Synnex Technology International Corp., TCL Communication, TPK Holding, Tripod Technology, Wistron Corporation. Morgan Stanley & Co. LLC makes a market in the securities of AU Optronics.

The equity research analysts or strategists principally responsible for the preparation of Morgan Stanley Research have received compensation based upon various factors, including quality of research, investor client feedback, stock picking, competitive factors, firm revenues and overall investment banking revenues.

Morgan Stanley and its affiliates do business that relates to companies/instruments covered in Morgan Stanley Research, including market making, providing liquidity and specialized trading, risk arbitrage and other proprietary trading, fund management, commercial banking, extension of credit, investment services and investment banking. Morgan Stanley sells to and buys from customers the securities/instruments of companies covered in Morgan Stanley Research on a principal basis. Morgan Stanley may have a position in the debt of the Company or instruments discussed in this report. Certain disclosures listed above are also for compliance with applicable regulations in non-US jurisdictions.

### STOCK RATINGS

Morgan Stanley uses a relative rating system using terms such as Overweight, Equal-weight, Not-Rated or Underweight (see definitions below). Morgan Stanley does not assign ratings of Buy, Hold or Sell to the stocks we cover. Overweight, Equal-weight, Not-Rated and Underweight are not the equivalent of buy, hold and sell. Investors should carefully read the definitions of all ratings used in Morgan Stanley Research. In addition, since Morgan Stanley Research contains more complete information concerning the analyst's views, investors should carefully read Morgan Stanley Research, in its entirety, and not infer the contents from the rating alone. In any case, ratings (or research) should not be used or relied upon as investment advice. An investor's decision to buy or sell a stock should depend on individual circumstances (such as the investor's existing holdings) and other considerations.

### **Global Stock Ratings Distribution**

#### (as of February 28, 2015)

For disclosure purposes only (in accordance with NASD and NYSE requirements), we include the category headings of Buy, Hold, and Sell alongside our ratings of Overweight, Equal-weight, Not-Rated and Underweight. Morgan Stanley does not assign ratings of Buy, Hold or Sell to the stocks we cover. Overweight, Equal-weight, Not-Rated and Underweight are not the equivalent of buy, hold, and sell but represent recommended relative weightings (see definitions below). To satisfy regulatory requirements, we correspond Overweight, our most positive stock rating, with a buy recommendation; we correspond Equal-weight and Not-Rated to hold and Underweight to sell recommendations, respectively.

	COVERAGE	UNIVERSE	INVESTMENT BANKING CLIENTS (IBC)			
STOCK RATING CATEGORY	COUNT	% OF TOTAL	COUNT	% OF TOTAL	% OF RATING	
				IBC	CATEGORY	
Overweight/Buy	1161	35%	321	41%	28%	
Equal-weight/Hold	1459	44%	370	47%	25%	
Not-Rated/Hold	101	3%	10	1%	10%	
Underweight/Sell	609	18%	88	11%	14%	
TOTAL	3,330		789			

Data include common stock and ADRs currently assigned ratings. Investment Banking Clients are companies from whom Morgan Stanley received investment banking compensation in the last 12 months.

#### Analyst Stock Ratings

Overweight (O). The stock's total return is expected to exceed the average total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis, over the next 12-18 months.

Equal-weight (E). The stock's total return is expected to be in line with the average total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis, over the next 12-18 months.

Not-Rated (NR). Currently the analyst does not have adequate conviction about the stock's total return relative to the average total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis, over the next 12-18 months.

Underweight (U). The stock's total return is expected to be below the average total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis, over the next 12-18 months.

Unless otherwise specified, the time frame for price targets included in Morgan Stanley Research is 12 to 18 months.

#### Analyst Industry Views

Attractive (A): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be attractive vs. the relevant broad market benchmark, as indicated below.

In-Line (I): The analyst expects the performance of his or her industry coverage universe over the next 12-18 months to be in line with the relevant broad market benchmark, as indicated below.

Cautious (C): The analyst views the performance of his or her industry coverage universe over the next 12-18 months with caution vs. the relevant broad market benchmark, as indicated below.

Benchmarks for each region are as follows: North America - S&P 500; Latin America - relevant MSCI country index or MSCI Latin America Index; Europe - MSCI Europe; Japan - TOPIX; Asia - relevant MSCI country index or MSCI sub-regional index or MSCI AC Asia Pacific ex Japan Index.

# Stock Price, Price Target and Rating History (See Rating Definitions)



Price Target History: 2/16/13 : 8.6; 3/12/13 : 9.2; 10/22/13 : 8.5; 1/20/14 : 6; 8/19/14 : 7

Source: Morgan Stanley Research Date Format : MM/DD/YY Price Target -- No Price Target Assigned (NA) Stock Price (Not Covered by Current Analyst) -- Stock Price (Covered by Current Analyst) --

Stock and Industry Ratings (abbreviations below) appear as + Stock Rating/Industry View

Stock Ratings: Overweight (O) Equal-weight (E) Underweight (U) Not-Rated (NR) No Rating Available (NA)

Industry View: Attractive (A) In-line (I) Cautious (C) No Rating (NR)

Effective January 13, 2014, the stocks covered by Morgan Stanley Asia Pacific will be rated relative to the analyst's industry (or industry team's) coverage.

Effective January 13, 2014, the industry view benchmarks for Morgan Stanley Asia Pacific are as follows: relevant MSCI country index or MSCI sub-regional index or MSCI AC Asia Pacific ex Japan Index.

#### Important Disclosures for Morgan Stanley Smith Barney LLC Customers

Important disclosures regarding the relationship between the companies that are the subject of Morgan Stanley Research and Morgan Stanley Smith Barney LLC or Morgan Stanley or any of their affiliates, are available on the Morgan Stanley Wealth Management disclosure website at www.morganstanley.com/online/researchdisclosures. For Morgan Stanley specific disclosures, you may refer to www.morganstanley.com/researchdisclosures.

Each Morgan Stanley Equity Research report is reviewed and approved on behalf of Morgan Stanley Smith Barney LLC. This review and approval is conducted by the same person who reviews the Equity Research report on behalf of Morgan Stanley. This could create a conflict of interest.

#### **Other Important Disclosures**

Morgan Stanley & Co. International PLC and its affiliates have a significant financial interest in the debt securities of Innolux, TPK Holding, Zhen Ding. Morgan Stanley is not acting as a municipal advisor and the opinions or views contained herein are not intended to be, and do not constitute, advice within the meaning of Section 975 of the Dodd-Frank Wall Street Reform and Consumer Protection Act.

Morgan Stanley produces an equity research product called a "Tactical Idea." Views contained in a "Tactical Idea" on a particular stock may be contrary to the recommendations or views expressed in research on the same stock. This may be the result of differing time horizons, methodologies, market events, or other factors. For all research available on a particular stock, please contact your sales representative or go to Matrix at http://www.morganstanley.com/matrix.

Morgan Stanley Research is provided to our clients through our proprietary research portal on Matrix and also distributed electronically by Morgan Stanley to clients. Certain, but not all, Morgan Stanley Research products are also made available to clients through third-party vendors or redistributed to clients through alternate electronic means as a convenience. For access to all available Morgan Stanley Research, please contact your sales representative or go to Matrix at http://www.morganstanley.com/matrix.

Any access and/or use of Morgan Stanley Research is subject to Morgan Stanley's Terms of Use (http://www.morganstanley.com/terms.html). By accessing and/or using Morgan Stanley Research, you are indicating that you have read and agree to be bound by our Terms of Use

(http://www.morganstanley.com/terms.html). In addition you consent to Morgan Stanley processing your personal data and using cookies in accordance with our Privacy Policy and our Global Cookies Policy (http://www.morganstanley.com/privacy\_pledge.html), including for the purposes of setting your preferences and to collect readership data so that we can deliver better and more personalized service and products to you. To find out more information about how Morgan Stanley processes personal data, how we use cookies and how to reject cookies see our Privacy Policy and our Global Cookies Policy (http://www.morganstanley.com/privacy\_pledge.html).

If you do not agree to our Terms of Use and/or if you do not wish to provide your consent to Morgan Stanley processing your personal data or using cookies please do not access our research.

Morgan Stanley Research does not provide individually tailored investment advice. Morgan Stanley Research has been prepared without regard to the circumstances and objectives of those who receive it. Morgan Stanley recommends that investors independently evaluate particular investments and strategies, and encourages investors to seek the advice of a financial adviser. The appropriateness of an investment or strategy will depend on an investor's circumstances and objectives. The securities, instruments, or strategies discussed in Morgan Stanley Research may not be suitable for all investors, and certain investors may not be eligible to purchase or participate in some or all of them. Morgan Stanley Research is not an offer to buy or sell or the solicitation of an offer to buy or sell any security/instrument or to participate in any particular trading strategy. The value of and income from your investments may vary because of changes in interest rates, foreign exchange rates, default rates, prepayment rates, securities/instruments prices, market indexes, operational or financial conditions of companies or other factors. There may be time limitations on the exercise of options or other rights in securities/instruments transactions. Past performance is not necessarily a guide to future performance. Estimates of future performance are based on assumptions that may not be realized. If provided, and unless otherwise stated, the closing price on the cover page is that of the primary exchange for the subject company's securities/instruments.

The fixed income research analysts, strategists or economists principally responsible for the preparation of Morgan Stanley Research have received compensation based upon various factors, including quality, accuracy and value of research, firm profitability or revenues (which include fixed income trading and capital markets profitability or revenues), client feedback and competitive factors. Fixed Income Research analysts', strategists' or economists' compensation is not linked to investment banking or capital markets transactions performed by Morgan Stanley or the profitability or revenues of particular trading desks.

The "Important US Regulatory Disclosures on Subject Companies" section in Morgan Stanley Research lists all companies mentioned where Morgan Stanley owns 1% or more of a class of common equity securities of the companies. For all other companies mentioned in Morgan Stanley Research, Morgan Stanley may have an investment of less than 1% in securities/instruments or derivatives of securities/instruments of companies and may trade them in ways different from those discussed in Morgan Stanley Research. Employees of Morgan Stanley not involved in the preparation of Morgan Stanley Research may have investments in securities/instruments or derivatives of securities/instruments of companies mentioned and may trade them in ways different from those discussed in Morgan Stanley Research. Derivatives of securities/instruments of companies mentioned and may trade them in ways different from those discussed in Morgan Stanley Research. Derivatives may be issued by Morgan Stanley or associated persons.

With the exception of information regarding Morgan Stanley, Morgan Stanley Research is based on public information. Morgan Stanley makes every effort to use reliable, comprehensive information, but we make no representation that it is accurate or complete. We have no obligation to tell you when opinions or information in Morgan Stanley Research change apart from when we intend to discontinue equity research coverage of a subject company. Facts and views presented in Morgan Stanley Research have not been reviewed by, and may not reflect information known to, professionals in other Morgan Stanley business areas, including investment banking personnel.

Morgan Stanley Research personnel may participate in company events such as site visits and are generally prohibited from accepting payment by the company of associated expenses unless pre-approved by authorized members of Research management.

Morgan Stanley may make investment decisions or take proprietary positions that are inconsistent with the recommendations or views in this report. To our readers in Taiwan: Information on securities/instruments that trade in Taiwan is distributed by Morgan Stanley Taiwan Limited ("MSTL"). Such information is for your reference only. The reader should independently evaluate the investment risks and is solely responsible for their investment decisions. Morgan Stanley Research may not be distributed to the public media or quoted or used by the public media without the express written consent of Morgan Stanley. Information on securities/instruments that do not trade in Taiwan is for informational purposes only and is not to be construed as a recommendation or a solicitation to trade in such securities/instruments. MSTL may not execute transactions for clients in these securities/instruments. To our readers in Hong Kong: Information is distributed in Hong Kong by and on behalf of, and is attributable to, Morgan Stanley Asia Limited as part of its regulated activities in Hong Kong. If you have any queries concerning Morgan Stanley Research, please contact our Hong Kong sales representatives.

Certain information in Morgan Stanley Research was sourced by employees of the Shanghai Representative Office of Morgan Stanley Asia Limited for the use of Morgan Stanley Asia Limited.

Morgan Stanley is not incorporated under PRC law and the research in relation to this report is conducted outside the PRC. Morgan Stanley Research does not constitute an offer to sell or the solicitation of an offer to buy any securities in the PRC. PRC investors shall have the relevant qualifications to invest in such securities and shall be responsible for obtaining all relevant approvals, licenses, verifications and/or registrations from the relevant governmental authorities themselves.

Morgan Stanley Research is disseminated in Brazil by Morgan Stanley C.T.V.M. S.A.; in Japan by Morgan Stanley MUFG Securities Co., Ltd. and, for Commodities related research reports only, Morgan Stanley Capital Group Japan Co., Ltd; in Hong Kong by Morgan Stanley Asia Limited (which accepts responsibility for its contents) and by Bank Morgan Stanley AG, Hong Kong Branch; in Singapore by Morgan Stanley Asia (Singapore) Pte. (Registration number 199206298Z) and/or Morgan Stanley Asia (Singapore) Securities Pte Ltd (Registration number 200008434H), regulated by the Monetary Authority of Singapore (which accepts legal responsibility for its contents and should be contacted with respect to any matters arising from, or in connection with, Morgan Stanley Research) and by Bank Morgan Stanley AG, Singapore Branch (Registration number T11FC0207F); in Australia to "wholesale clients" within the meaning of the Australian Corporations Act by Morgan Stanley Australia Limited A.B.N. 67 003 734 576, holder of Australian financial services

license No. 233742, which accepts responsibility for its contents; in Australia to "wholesale clients" and "retail clients" within the meaning of the Australian Corporations Act by Morgan Stanley Wealth Management Australia Pty Ltd (A.B.N. 19 009 145 555, holder of Australian financial services license No. 240813, which accepts responsibility for its contents; in Korea by Morgan Stanley & Co International plc, Seoul Branch, in India by Morgan Stanley India Company Private Limited: in Indonesia by PT Morgan Stanley Asia Indonesia: in Canada by Morgan Stanley Canada Limited, which has approved of and takes responsibility for its contents in Canada; in Germany by Morgan Stanley Bank AG, Frankfurt am Main and Morgan Stanley Private Wealth Management Limited, Niederlassung Deutschland, regulated by Bundesanstalt fuer Finanzdienstleistungsaufsicht (BaFin); in Spain by Morgan Stanley, S.V., S.A., a Morgan Stanley group company, which is supervised by the Spanish Securities Markets Commission (CNMV) and states that Morgan Stanley Research has been written and distributed in accordance with the rules of conduct applicable to financial research as established under Spanish regulations; in the US by Morgan Stanley & Co. LLC, which accepts responsibility for its contents. Morgan Stanley & Co. International plc, authorized by the Prudential Regulatory Authority and regulated by the Financial Conduct Authority and the Prudential Regulatory Authority, disseminates in the UK research that it has prepared, and approves solely for the purposes of section 21 of the Financial Services and Markets Act 2000, research which has been prepared by any of its affiliates. Morgan Stanley Private Wealth Management Limited, authorized and regulated by the Financial Conduct Authority, also disseminates Morgan Stanley Research in the UK. Private UK investors should obtain the advice of their Morgan Stanley & Co. International plc or Morgan Stanley Private Wealth Management representative about the investments concerned. RMB Morgan Stanley (Proprietary) Limited is a member of the JSE Limited and regulated by the Financial Services Board in South Africa. RMB Morgan Stanley (Proprietary) Limited is a joint venture owned equally by Morgan Stanley International Holdings Inc. and RMB Investment Advisory (Proprietary) Limited, which is wholly owned by FirstRand Limited. The information in Morgan Stanley Research is being communicated by Morgan Stanley & Co. International plc (DIFC Branch), regulated by the Dubai Financial Services Authority (the DFSA), and is directed at Professional Clients only, as defined by the DFSA. The financial products or financial services to which this research relates will only be made available to a customer who we are satisfied meets the regulatory criteria to be a Professional Client. The information in Morgan Stanley Research is being communicated by Morgan Stanley & Co. International plc (QFC Branch), regulated by the Qatar Financial Centre Regulatory Authority (the QFCRA), and is directed at business customers and market counterparties only and is not intended for Retail Customers as defined by the QFCRA.

As required by the Capital Markets Board of Turkey, investment information, comments and recommendations stated here, are not within the scope of investment advisory activity. Investment advisory service is provided exclusively to persons based on their risk and income preferences by the authorized firms. Comments and recommendations stated here are general in nature. These opinions may not fit to your financial status, risk and return preferences. For this reason, to make an investment decision by relying solely to this information stated here may not bring about outcomes that fit your expectations. The trademarks and service marks contained in Morgan Stanley Research are the property of their respective owners. Third-party data providers make no warranties or representations relating to the accuracy, completeness, or timeliness of the data they provide and shall not have liability for any damages relating to such data. The Global Industry Classification Standard (GICS) was developed by and is the exclusive property of MSCI and S&P. Morgan Stanley Research or portions of it may not be reprinted, sold or redistributed without the written consent of Morgan Stanley.

Morgan Stanley Research, or any portion thereof may not be reprinted, sold or redistributed without the written consent of Morgan Stanley.

### INDUSTRY COVERAGE: Greater China Technology Hardware

COMPANY (TICKER)	RATING (AS OF)	PRICE* (03/10/2015
Chen, Grace		
Acer Inc. (2353.TW)	U (07/11/2013)	NT\$21.3
Asustek Computer Inc. (2357.TW)	O(02/10/2014)	NT\$324.0
Casetek Holdings (5264.TW)	E (01/13/2015)	NT\$178.0
Catcher Technology (2474.TW)	O (04/10/2013)	NT\$297.0
Chroma Ate Inc. (2360.TW)	E (07/21/2011)	NT\$79.3
Compal Electronics (2324.TW)	E (08/30/2009)	NT\$26.8
Delta Electronics Inc. (2308.TW)	O (03/04/2014)	NT\$207.0
Digital China Holdings Limited (0861.HK)	E (06/20/2013) U (11/01/2012)	HK\$7.2 NT\$253.0
Hiwin Technologies Corp. (2049.TW) Inspur Electronic Information (000977.SZ)	O(10/02/2014)	Rmb49.9
Lenovo (0992.HK)	E (01/31/2014)	HK\$11.6
Pegatron Corporation (4938.TW)	O (08/29/2012)	NT\$88.5
Quanta Computer Inc. (2382.TW)	O(04/20/2011)	NT\$79.0
Synnex Technology International Corp. (2347.TW)	E (08/08/2014)	NT\$44.7
Wistron Corporation (3231.TW)	O (08/08/2014)	NT\$29.0
Lin, Brad		
Tong Hsing (6271.TW)	O (01/17/2014)	NT\$118.5
_u, Jasmine		
AAC Technologies Holdings (2018.HK)	O (08/21/2013)	HK\$53.3
FIH Mobile Ltd (2038.HK)	O (09/25/2014)	HK\$3.6
Hon Hai Precision (2317.TW)	E (12/05/2014)	NT\$87.1
HTC Corporation (2498.TW)	U (05/03/2013)	NT\$143.5
Largan Precision (3008.TW)	E (04/26/2013)	NT\$2,660.0
Shih, Sharon		
AU Optronics (2409.TW)	O (05/01/2013)	NT\$15.0
Epistar (2448.TW)	O (05/07/2010)	NT\$58.3
Everlight Electronics Co., Ltd. (2393.TW)	E (08/17/2011)	NT\$79.4
Flexium (6269.TW)	U (09/26/2013)	NT\$80.3
Foxconn Technology (2354.TW)	E (12/05/2014)	NT\$79.7
Innolux (3481.TW) Kinsus Interconnect Tech. (3189.TW)	E (03/19/2014) U (09/26/2013)	NT\$15.1 NT\$105.0
Sanan Optoelectronics (600703.SS)	E (08/22/2014)	Rmb18.5
Shenzhen O-film Tech (002456.SZ)	E (09/25/2014)	Rmb23.6
TPK Holding (3673.TW)	U (11/01/2013)	NT\$225.0
Tripod Technology (3044.TW)	E (10/06/2014)	NT\$64.6
Unimicron (3037.TW)	O(10/22/2014)	NT\$21.6
Zhen Ding (4958.TW)	O (06/06/2014)	NT\$103.5
rsai, Yunchen		
BYD Electronics (0285.HK)	O(09/25/2014)	HK\$9.0
Everwin Precision Technology (300115.SZ)	E (09/25/2014)	Rmb25.3
GoerTek Inc (002241.SZ)	E (02/12/2015)	Rmb31.0
Sunny Optical (2382.HK)	U (01/20/2014)	HK\$13.4
TCL Communication (2618.HK)	O (09/25/2014)	_HK\$7.9
ZTE Corporation (000063.SZ) ZTE Corporation (0763.HK)	O (09/25/2014)	Rmb19.8
	O(10/04/2013)	HK\$17.5

Stock Ratings are subject to change. Please see latest research for each company. \* Historical prices are not split adjusted.

© 2015 Morgan Stanley