J.P.Morgan

Asia Pacific Equity Research

13 March 2015

Overweight

Price: HK\$81.95 11 Mar 2015 Price Target: HK\$130.00

Price Target: HK\$130.00 PT End Date: 30 Jun 2015

Ping An Insurance Group - H (2318 HK)

Strong & healthy 4Q results for Ping An Bank, asset quality concerns remain an overhang

Ping An Bank continued its strong earnings momentum ~3% ahead of the consensus. (FY14 NP: actual: ~ Rmb19.8B, +30% y/y vs. consensus: ~ Rmb 19.2B) Reflecting fast-growing special loan balance (+105% y/y), overall NPL balance has also increased by 39% y/y, driving higher NPL ratio (1.02%, +4bp q/q). Thus, for the next couple of quarters, its gradual NPL ratio deterioration is likely to be the scenario and we factor in 1.78% of NPL ratio by Dec-15 into our earnings model. To be fair, 1) strong deposit growth (+26% y/y), 2) lower LDR ratio (65.4%, -4.3%p y/y), 3) strong fee business (+66% y/y), 4) large decrease in inter-bank financing, and 5) stable core Tier 1 CAR (8.64%) are positive takeaways from the full-year result. In our view, despite its risk/reward on higher NPL/strong earnings, compared to the last two years, the bank operation looks to be fairly stable and improved in many aspects (i.e., loan/deposit quality, capital etc.), partially mitigating the market concerns about its banking business outlook with less than ~30% of the Group's earnings contribution outlook. In short, post the strong banking result, we believe that investors could focus more on the Group's strong fundamental re-rating potential for Life/P&C, which looks to be not fairly pricing in at this stage ahead of the annual result date. (20 March, 2015)

- Ping An Bank's 4Q results continued earnings momentum, more evidence of customer migration, and stable capital position, but would need more NPL top-up ahead. Ping An Bank (000001 CH), a subsidiary of Ping An Group (~59% stake), reported strong quarterly numbers. In its 4Q reporting, quarterly net profit increased to Rmb ~4.1B (+16% y/y) on the back of strong loan/deposit growth (+10%/ +26%) and fee income growth (+51% y/y). As well expected, NPL ratio rose to 1.02% (+4bp q/q, +13bp y/y). Thanks to lowered inter-bank borrowing, compared to 2013, overall NIM has improved to 2.57% (+26bp y/y). The core Tier 1 CAR remains solid (8.64%, -14bp q/q, +8bp y/y). Interestingly, the new customer migration from the Group reached ~3.26M (~72% of total new customers vs. total banking customer: ~18M) in 2014.
- Concerns in the past vs. constructive outlook. For the last two years, our impressions have been that investor communities have generally been concerned with the company's: 1) higher dependency on inter-bank borrowing (~30% of total borrowing in 2012/13 vs. 22% in 2014), 2) relatively weak balance sheet, 3) asset quality is more vulnerable under the credit-cycle deterioration in China (special mention loan balance: 3.6% of total loan, as of Dec-14), and 4) skeptical view of the business synergy between the insurance company and the bank (i.e., whilst the insurance policyholders are generally HNWIs/ affluent mass, the banking customer is based on mass market and corporate). Although we do not say that its asset quality concern would be removed in the near term, we would argue that: 1) despite its record earnings, the bank's earnings contribution to the group will be lowered below 30% from 2014, 2) its balance sheet has strengthened, 3) the liability structure has improved, and 4) its business development leveraging ~80M insurance customers on track to generate higher fee income. Thus, in our view, coupled with monetary easing (or delaying on the asset quality concern), the bank's solid/healthy business development is expected to gradually mitigate the market sentiment, penalizing Ping An Group due to its non-insurance operations with better risk/ reward.
- Wait for the Group result date (20 March, 2015). Due to its business complexity and market concern on its chronic share price discount factors such as the trust/banking operation, the company is trading at valuation multiples at least ~40% cheaper compared to its peers. At the annual results day, its strong fundamental re-rating for the life (i.e., record 2H NBV margin of 36%, further agency business expansion) and the non-life (solid underwriting margin, higher earnings contribution with ~20%y/y premium growth) as well as more clarity on 'de-leveraging' on Ping An Trust under G-SIIs designation are expected to act as key share price catalysts we believe. (China Insurance Sector: 2H14 Preview: How to Make Money as Yields Compress, March 11, 2015)

Table 1: Ping An Bank: 4Q14 earnings results

Rmb in millions, %

	4Q13	1Q14	2Q14	3Q14	4Q14	Q/Q	Y/Y	2013	2014	Y/Y
Net interest income	11,632	11,550	13,004	13,864	14,628	6%	26%	40,688	53,046	30%
Non-Interest Income	3,212	4,550	5,629	6,054	4,128	-32%	29%	11,501	20,361	77%
Fee Income	3,041	3,207	4,564	5,026	4,581	-9%	51%	10,456	17,378	66%
Total Income	14,844	16,100	18,633	19,918	18,756	-6%	26%	52,189	73,407	41%
Costs (including business tax)	(7,632)	(7,321)	(13,899)	(8,443)	(2,487)	-71%	-67%	(25,344)	(32,150)	27%
Pre-provision op. profit (PPOP)	7,212	8,779	10,218	11,475	10,785	-6%	50%	26,845	41,257	54%
Loan loss provision	(2,349)	(2,067)	(3,585)	(4,049)	(4,913)	21%	109%	(6,675)	(14,614)	119%
Pre-tax profit	4,655	6,697	6,631	7,420	5,446	-27%	17%	20,040	26,194	31%
Tax	(1,120)	(1,643)	(1,613)	(1,798)	(1,338)	-26%	19%	(4,809)	(6,392)	33%
Net Income	3,535	5,054	5,018	5,622	4,108	-27%	16%	15,231	19,802	30%

Source: Company reports.

Table 2: Ping An Bank: Balance sheet trend

Rmb in millions, %

	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14	Q/Q	Y/Y
Liquid assets	685,668	636,091	587,681	600,771	738,337	690,564	629,902	597,744	-5%	-1%
Central bank	212,952	236,166	256,845	229,924	258,110	259,604	277,325	306,298	10%	33%
Other interbank	472,716	399,925	330,836	370,847	480,227	430,960	352,577	291,446	-17%	-21%
Net loans and advances	741,345	772,467	817,697	832,127	874,014	921,048	974,160	1,003,637	3%	21%
Investments	335,844	374,413	403,539	394,835	406,425	434,077	445,015	485,846	9%	23%
Other assets	44,453	40,164	42,882	59,829	74,150	86,711	91,269	94,934	4%	59%
Total Asset	1,811,249	1,826,998	1,855,619	1,891,742	2,097,102	2,136,475	2,144,358	2,186,459	2%	16%
Borrowings	1,676,782	1,693,224	1,713,905	1,728,737	1,915,596	1,941,666	1,913,961	1,957,507	2%	13%
Interbank	612,268	517,863	461,539	511,735	532,947	432,762	405,782	424,324	5%	-17%
Deposits	1,064,514	1,175,361	1,252,366	1,217,002	1,382,649	1,508,904	1,508,179	1,533,183	2%	26%
Long-term debt & sub-debt	9,587	9,592	9,597	8,102	17,108	21,605	45,481	41,750	-8%	415%
Other liabilities	31,941	29,584	33,604	39,129	42,871	47,314	53,668	51,994	-3%	33%
Total Liabilities	1,722,490	1,735,456	1,760,706	1,779,660	1,979,802	2,015,535	2,017,622	2,055,510	2%	16%
Common stocks	5,123	8,197	8,179	9,521	9,521	11,425	11,425	11,425	0%	20%
Capital surplus	43,337	43,050	42,256	56,088	56,253	54,494	54,668	56,753	4%	1%
Reserves	13,633	13,633	13,633	16,509	16,509	16,509	16,509	19,115	16%	16%
Retained earnings	26,666	26,662	30,827	29,963	35,017	38,512	44,134	43,656	-1%	46%
Shareholders funds	88,759	91,542	94,895	112,081	117,300	120,940	126,736	130,949	3%	17%

Source: Company reports.

Table 3: Ping An Bank: Asset quality & Capital trend

Rmb in millions, $\%,\,\% p$

	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14	Q/Q	Y/Y
Deposit										
Corporate deposits	878,616	966,472	1,039,884	1,005,337	1,145,420	1,246,993	1,261,950	1,280,430	1%	27%
Retail deposits	185,898	208,889	212,482	211,665	237,229	261,911	246,229	252,753	3%	19%
Total Deposit	1,064,514	1,175,361	1,252,366	1,217,002	1,382,649	1,508,904	1,508,179	1,533,183	2%	26%
<u>Loan</u>										
Corporate loans	469,028	490,597	502,642	509,301	546,860	567,799	605,591	639,739	6%	26%
Discounted bills	32,683	8,893	5,771	12,338	9,062	16,529	14,852	12,413	-16%	1%
Retail loans	253,090	286,994	324,225	325,650	334,427	353,899	372,449	282,096	-24%	-13%
Gross loans and advances	754,801	786,484	832,638	847,289	890,349	938,227	992,892	934,248	-6%	10%
Loan Classification										
Normal	738,367	764,511	808,042	821,721	858,128	904,227	951,334	977,284	3%	19%
Special mention	9,068	14,336	16,564	18,027	24,116	25,332	31,793	36,949	16%	105%
Non-performing loans	7,366	7,637	8,032	7,541	8,105	8,668	9,765	10,501	8%	39%
Sub-standard	5,135	4,970	5,349	4,375	4,543	3,916	4,073	4,374	7%	0%
Doubtful	895	1,433	1,465	1,575	1,695	2,272	2,626	2,146	-18%	36%
Loss	1,336	1,234	1,218	1,591	1,867	2,480	3,066	3,981	30%	150%
NPL										
Net loans and advances	741,345	772,467	817,697	832,127	874,014	921,048	974,160	1,003,637	3%	21%
Non-performing loans	7,366	7,637	8,032	7,541	8,105	8,668	9,765	10,501	8%	39%
Loan loss provision	182.7%	183.5%	186.0%	201.1%	201.5%	198.2%	191.8%	200.9%	9%	0%
NPL ratio	0.98%	0.97%	0.96%	0.89%	0.91%	0.92%	0.98%	1.02%	0.04%p	0.13%p
<u>Capital</u>										
New Capital	91,089	94,072	99,217	115,884	130,834	137,819	144,085	149,951	4%	29%
Net Core Capital	75,412	78,099	82,711	100,161	105,496	109,194	115,004	119,241	4%	19%
Risk weighted assets	1,036,228	1,071,981	1,113,105	1,170,412	1,212,121	1,250,270	1,309,512	1,380,432	5%	18%
Core Tier 1 CAR	7.28%	7.29%	7.43%	8.56%	8.70%	8.73%	8.78%	8.64%	-0.14%p	0.08%p
CAR	8.79%	8.78%	8.91%	9.90%	10.79%	11.02%	11.00%	10.86%	-0.14%p	0.96%p

Source: Company reports.

China Insurance Sector: Key notes series

Capital: China New Solvency Framework (C-ROSS)

Rising Capital Needs: Manageable under C-ROSS; Rewarding protection & Penalizing Savings (March 5, 2015)

Product: Life pricing liberalisation

An important step towards life pricing liberalisation; positive for Ping An Group (February 15, 2015)

Macro: Monetary easing impact

Balanced sector view on monetary easing, but clear upside for Ping An Group (March 1, 2015)

Positioning

Value & Fundamentals: Ping An is our Top Pick, but upgrade New China Life-H to Neutral (January 8, 2015)

Trading Datapoint

Key datapoints for adding to longs (February 3, 2015)

FY14 result preview (with details)

China Insurance Sector: 2H14 Preview: How to Make Money as Yields Compress, (March 11, 2015)

Investment Thesis

Following the strong start of the high-margin protection-type insurance market in China (mostly healthcare insurance), we think Ping An's agency-based business model will drive a sector-leading fundamental re-rating of the stock. The shares do not currently price in the insurance business transition resulting from the full-scale healthcare insurance market opening in China in our view. For major share price drivers, we highlight: 1) non-insurance-related business reshuffling potential as the only global systematically important insurers (G-SII) in Asia, 2) a gradual decrease in group earnings contribution from the bank (i.e., <30%), and 3) its strong earnings re-rating from the insurance operation from structural insurance market development in China.

Valuation

Our Jun-15 PT of HK\$130 (SOTP-based) is derived from 14.1x NBM for life, 2.0x P/BV for non-life and 0.6x P/BV for the bank, and applies an appraisal value approach for the life insurance business, a P/BV approach for the non-life insurance and banking businesses, a P/E approach for the securities business and a 20% discount to holding company capital.

SOTP valuation

	HK\$	Methodology
Life operation	105.53	•
Embedded value	48.00	Embedded value movement analysis
Goodwill	57.54	Implied P/EV of 2.2x & new business multiple of 14.1x
Non-life operation	15.14	ROE of 20.4%, CoE of 11.5% and 2.0x blended P/BV
Banking operation	7.54	Factored Rmb7 70 per Ping An Bank share
Securities operation	0.88	Based on 6.0x P/E
Holding company	5.91	20% discount to capital at holding company level
Share price equivalent (Dec-15)	135.02	Sum-of-the-parts
Price target (Jun-15)	130.00	·

Source: J.P. Morgan estimates.

Risks to Rating and Price Target

Downside risks to our rating and price target include: 1) asset quality concerns at the banking and trust operations; 2) weaker-than-expected household demand for protection-type products, resulting in poor NBV growth; and 3) a larger-than-expected deterioration in the non-life underwriting cycle.

Insurance

 $\mathbf{MW}\,\mathbf{Kim}^{\,\mathrm{AC}}$

(852) 2800-8517

mw.kim@jpmorgan.com

Bloomberg JPMA MKIM <GO>

Josh Klaczek

(852) 2800-8534

josh.klaczek@jpmorgan.com

J.P. Morgan Securities (Asia Pacific) Limited

www.jpmorganmarkets.com

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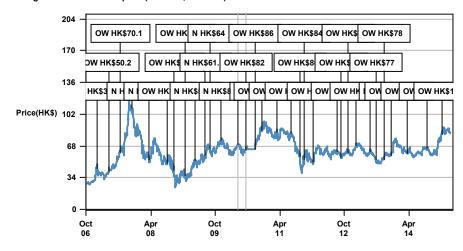
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Ping An Insurance Group - H (2318.HK, 2318 HK) Price Chart



Source: Bloomberg and J.P. Morgan; price data adjusted for stock splits and dividends. Break in coverage Apr 14, 2010 - Jun 18, 2010.

17-Jul-07 OW 70.10 61.40 25-Oct-07 Ν 91.10 108.50 73.50 17-Mar-08 Ν 53 20 15-Aug-08 OW 48.90 61.90 16-Oct-08 OW 54.20 41.50 16-Jan-09 OW 36.35 50.70 09-Apr-09 Ν 52.40 50.40 07-Jul-09 Ν 57.60 61.60 15-Aug-09 N 65.00 64.00 16-Nov-09 N 73.60 81.00 14-Apr-10 N 69.65 18-Jun-10 OW 62.70 82.00 02-Sep-10 OW 64.35 86.00 28-Oct-10 OW 84.15 105.00 07-Mar-11 OW 82.75 101.00 07-Jul-11 OW 97 00 81 20 23-Sep-11 OW 56.55 80.00 26-Oct-11 OW 53.95 84.00 09-Jan-12 OW 50.35 72.00 02-Aug-12 OW 61.85 68.00 02-Sep-12 OW 55.55 65.00 70.00 30-Oct-12 OW 61.20 76 00 09-Jan-13 OW 68 75 07-May-13 NR 62.50 22-Jun-13 OW 53.60 77.00 30-Aug-13 OW 53.85 78.00

Share Price

(HK\$)

43.65

40.30

Rating

Ν

OW

Date

05-Jan-07

12-Apr-07

Price Target

(HK\$)

35.00

50.20

27-Oct-13	OW	58.00	84.00
14-Mar-14	OW	60.50	88.00
27-Aug-14	OW	65.25	100.00
08-Jan-15	OW	80.10	130.00

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