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23 June 2015

Hong Kong Consumer

Reuters Bloomberg 0494 HK 494 HK

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12M hi/lo HK\$10.40/6.08

12M price target HK\$7.00 +5% ±% potential

8,415.4m Shares in issue 46.3% Free float (est.)

US\$7,122m Market cap

3M average daily volume HK\$218.0m (US\$28.1m)

Foreign s'holding 12.3%

Major shareholders

Victor and William Fung 30.9% Commonwealth Bank of Australia

Stock performance (%)



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Increasing headwinds

Cutting FY earnings forecast. Downgrade from O-PF to U-PF.

Li & Fung is facing increasing headwinds. The softer retail environment in the US, lower raw material prices, FX impact from a weaker Euro, and the higher investments in VSS should weigh on margins and COP in FY15. While we believe ROE should continue to improve post spin-off of GBG, slower earnings growth in the short-term and further downgrades should put pressure on stock performance. We arrive at our new price target of HK\$7, based on 15x CY16 earnings. Downgrade from O-PF to U-PF.

Discounting in the US; Deflationary market

US retail market has softened, slowing down from 2-3% 3-month rolling average real-term growth in Q1 to 1% in Q2. Meanwhile, CPI also got into negative zone. We believe that the US retail market should remain in a discount-driven mode going into the 2H, which weighs on the wider-margin principal trading business. Raw material prices, such as cotton and leather, also continue to trend down. These should put pressure on Li & Fung's costplus commission-based trading business.

FX impact from Euro

Retail market in Europe is growing in volume terms partially due to an easy base. However, Euro has depreciated by -20% yoy in the 1H, which should translate into lower turnover in US\$ terms. Europe accounts for around 20% of Trading turnover. The unfavourable FX should more than offset the positive retail development in Europe.

Cutting forecasts

We understand that the company continues to invest heavily in Vendor Support Services, to create value in areas such as compliance, credit financing and logistics, and to cultivate additional revenue in the medium term. However, earnings contribution should only come in starting in FY16-17CL. In the near term, higher investments should weigh on COP. We lower our revenue forecasts by 3-4% and COP by 11-16% in FY15-16CL.

Downgrade to UPF to a new price target of HK\$7

We believe that the street hasn't fully reflected the softer retail environment in the US, lower raw material prices, FX impact from a weaker Euro, and the higher investments. We expect consensus estimates to come down. Our new price target of HK\$7 (previously HK\$8.70) is based on 15x CY16 earnings. With +5% implied upside, we downgrade the stock from O-PF to U-PF.

Financials

Year to 31 December	13A	14A	15CL	16CL	17CL
Revenue (US\$m)	19,026	19,288	19,683	20,699	21,791
Rev forecast change (%)	-	-	(3.4)	(4.0)	(4.5)
Net profit (US\$m)	725	441	458	515	575
NP forecast change (%)	-	-	(12.1)	(16.6)	(14.7)
EPS (US¢)	8.7	5.3	5.5	6.2	6.9
CL/consensus (14) (EPS%)	-	-	91	89	98
EPS growth (% YoY)	-	(39.2)	3.7	12.4	11.8
PE (x)	9.9	16.3	15.7	14.0	12.5
Dividend yield (%)	7.3	6.1	5.1	5.7	6.2
ROE (%)	14.3	10.2	14.6	15.9	17.2
Net debt/equity (%)	43.0	40.6	25.3	24.4	21.9

Source: CLSA

Softer retail market in the

Increasing headwinds

US retail market has softened in Q2 with rolling 3-month average retail sales growth in real terms down from 2-3% in Q1 to around 1% in Q2. CPI also got into negative zone in Q2. Consumer confidence level in the US has edged down mildly recently, but still at a fairly high level.

We believe that the US retail market should remain in a discount-driven mode going into the 2H, which also weighs on Li & Fung's wider-margin principal trading business.

Figure 1



Source: CEIC, CLSA

Figure 2 US CPI (%) —— 3m rolling avg US CPI 2.5 2.0 1.5 1.0 0.5 0.0

Jan Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan Mar May 13 13 13 13 13 14 14 14 14 14 14 15 15 15

Source: Bloomberg, CLSA

(0.5)

Figure 3



Source: Bloomberg, CLSA

-20% Euro depreciation

In Europe, which accounts for c.20% of trading turnover, the retail market has started to show pickups in volume terms in the 1H, after years of sluggish performance. However, the Euro has depreciated by -20% YoY in the 1H, which should translate into lower turnover in US\$ terms.

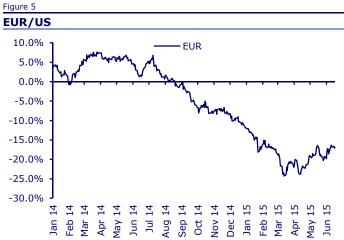
Consumer confidence in Europe seems to be improving, yet we believe that for Li & Fung, the negative impact from FX should more than offset any positive retail development in Europe.

23 June 2015

Figure 4

EU, UK, Germany retail sales growth (Volume)

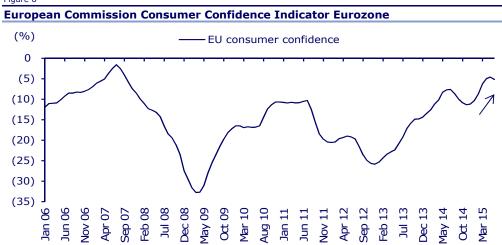




Source: Bloomberg, CLSA

Source: CEIC, CLSA

Figure 6

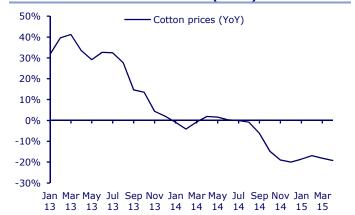


Source: Bloomberg, CLSA

Lower sourcing costs

In addition to the challenges on the demand side, the sourcing side is also seeing deflationary pressure. Both cotton and leather prices have continued to come down, which should further drag on Li & Fung's performance.

Rural Market Fair: Cotton: Middle (China)



Source: CEIC, CLSA

Figure 8

PPI: Leather, Fur, Feather & its Product & Shoes (China)



Source: CEIC, CLSA

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We expect topline and earnings to grow at +4% and +9% Cagr over the next three years We expect topline to grow at a moderate +2% in FY15CL, impacted by c.20% Euro depreciation and a soft retail market in the US. Turnover growth should normalize next year to mid-single-digit. Investments should gradually roll off and we believe margins would slowly recover. We expect topline and earnings to grow at +4% and +9% Cagr over the next three years.

Financial forecast 2016CL US\$m 2013A 2014A 2015CL 2017CL 14-17CL **Turnover** 19,026 19,288 19,683 20,699 21,791 4.2% growth (%) 1.4 2.0 5.2 5.3 2,182 2,246 2,382 **Gross profit** 2,530 5.1% 2,219 margin (%) 11.3 11.5 11.7 11.4 11.6 growth (%) (1.7)2.9 6.1 6.2 Total margin 2,294 2,244 2,270 2,460 2,630 5.4% margin (%) 12.1 11.6 11.5 11.9 12.1 growth (2.2)1.2 8.3 6.9 **Core OP** 737 604 622 685 752 7.6% margin (%) 3.9 3.1 3.2 3.3 3.4 growth (%) (18.0)3.0 10.1 9.7 Net profit 725 441 458 **509 575** 9.2% margin (%) 3.8 2.3 2.3 2.5 2.6 growth (%) 3.7 13.0 (39.2)11.2

Source: CLSA

Valuation details

Our HK\$7 price target is based on 15x CY16CL adjusted earnings. We have an UPF rating on Li & Fung.

Investment risks

We have factored in Euro depreciation and deflationary commodity prices into our numbers. A strong pickup in the retail market in Europe, Euro appreciation and commodity price increases will be the key investment risk.



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Year to 31 December	2013A	2014A	2015CL	2016CL	2017CL
Summary P&L forecast (US\$	•	46.555	40.0		
Revenue	19,026	19,288	19,683	20,699	21,791
Op Ebitda	922	839	630	693	760
Op Ebit	812	724	630	693	760
Interest income	9	7	13	13	14
Interest expense	(108)	(105)	(108)	(108)	(108
Other items	0	1	1	1	1
Profit before tax	714	627	537	599	667
Taxation	(72)	(59)	(51)	(56)	(63)
Minorities/Pref divs	84	(126)	(28)	(28)	(28)
Net profit	725	441	458	515	575
Summary cashflow forecast	(US\$m)				
Operating profit	812	724	630	693	760
Operating adjustments	-	-	-	-	
Depreciation/amortisation	111	115	0	0	(
Working capital changes	-	-	-	-	
Net interest/taxes/other	(69)	(201)	428	(32)	(11)
Net operating cashflow	853	638	1,059	661	749
Capital expenditure	(125)	(75)	(20)	(20)	(20)
Free cashflow	729	563	1,039	641	729
Acq/inv/disposals	(178)	-	(100)	(100)	(100)
Int, invt & associate div	25	(282)	24	12	13
Net investing cashflow	(278)	(358)	(96)	(108)	(107)
Increase in loans	(7)	(29)	-	-	
Dividends	(332)	(440)	(373)	(411)	(451)
Net equity raised/other	(460)	(396)	(138)	(138)	(138)
Net financing cashflow	(799)	(865)	(511)	(549)	(589)
Incr/(decr) in net cash	(223)	(585)	451	4	53
Exch rate movements	3	(4)	2	1	2
Opening cash	680	1,128	539	992	996
Closing cash	460	539	992	996	1,051
Summary balance sheet fore	ecast (US\$m)				
Cash & equivalents	460	539	991	997	1,051
Debtors	2,735	2,710	2,260	2,510	2,506
Inventories	1,100	565	677	628	744
Other current assets	3	11	11	11	11
Fixed assets	440	245	265	285	305
Intangible assets	7,609	4,349	4,449	4,549	4,649
Other term assets	120	58	49	51	54
Total assets	12,465	8,477	8,702	9,031	9,320
Short-term debt	132	197	197	197	197
Creditors	3,814	3,388	3,519	3,736	3,891
Other current liabs	135	117	123	129	135
Long-term debt/CBs	2,715	1,603	1,603	1,603	1,603
Provisions/other LT liabs	118	62	65	68	72
Minorities/other equity	10	9	9	9	9
Shareholder funds	5,540	3,101	3,186	3,289	3,414
Total liabs & equity	12,465	8,477	8,702	9,031	9,320
Ratio analysis					
Revenue growth (% YoY)		1.4	2.0	5.2	5.3
	-				
Ebitda growth (% YoY) Ebitda margin (%)	4.8	(9.1) 4.3	(24.8) 3.2	9.9 3.3	9.6 3.5
Net profit margin (%)	3.8	2.3	2.3	2.5	2.6
1 3 ()	72.4	99.8	81.0	79.3	77.8
Dividend payout (%) Effective tax rate (%)	10.1	99.8	9.4	79.3 9.4	9.4
Ebitda/net int exp (x)	9.4	8.5	6.6	7.3	8.0
Net debt/equity (%)	43.0	40.6	25.3	24.4	21.9
ROE (%)	14.3 9.4	10.2	14.6	15.9	17.2 16.4
ROIC (%)		10.6	13.5 5.9	15.3 7.7	8.8
EVA®/IC (%)	1.8	3.0			

Source: CLSA

Companies mentioned

Li & Fung (494 HK - HK\$6.68 - UNDERPERFORM)

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Date	Rec	Target	Date	Rec	Target
20 Mar 2015	O-PF	8.62	21 Mar 2013	U-PF	8.53
22 Dec 2014	O-PF	8.72	13 Jan 2013	SELL	8.53
04 Jul 2014	O-PF	11.09	11 Jan 2013	SELL	10.64
03 Jul 2014	BUY	13.87	24 Sep 2012	SELL	8.61
20 Mar 2014	BUY	12.18	10 Aug 2012	SELL	11.70
13 Jan 2014	O-PF	9.99			

Source: CLSA

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