Rating Company Anta Buv Asia China Reuters Bloomberg Exchange Ticker Consumer 2020 HK 2020.HK HSI 2020 **Textiles & Apparel** ADR Ticker ISIN US03662P1075 ANPDY

Our takes on the short-seller report

Concerns on (1) Profitability, (2) Cash, and (3) Fila by a short-seller

On June 12 2018, a short-seller published a report questioning Anta's accounting quality. It raised concerns on (1) Anta's higher profitability vs. peers, (2) large amount of cash in hand, and (3) Fila Korea's slower royalty revenue growth vs. Fila China (which is operated by Anta) retail sales growth. We use this opportunity to provide our takes on these recurring questions and recommend investors to focus on Anta's retail sales growth.

Short-sellers' questions and our takes

- Why Anta is so profitable: (1) Nike China and Adidas China are actually more profitable than Anta. We believe it is Nike and Adidas' global management team (demand planning, global sourcing coordination...etc.) that led to higher expenses such that their consolidated EBIT margins are lower than Anta's (Figure 1). (2) Anta has in-house production (Figure 2). (3) Li Ning is less profitable vs. Anta (in terms of EBIT margin) mainly due to revenue scale and operating leverage (Figure 3).
- Is Anta's cash real? (1) Anta earned a 2% interest income (cash inflow) on its cash and deposits in 2017 (a mix of time deposit and cash deposits); we view the rate as fair. (2) Anta's balance sheets suggest its cash management is not aggressive with most being bank deposits. (3) We continue to believe Anta is holding excessive cash for M&As.
- Fila China and Fila Korea: it is Fila Korea's profit sharing that matters, not the wholesale royalty revenue. We note that Fila Korea has two earnings streams from Fila China (1) 15% profit sharing from Full Prospect (the holding entity that holds Fila China; Figure 4), (2) 4.5% royalty on Fila China's wholesale revenue (which is insignificant as there are only c.20 wholesale stores out of 1,086 in China). Fila Korea's robust earnings growth has been driven by the 15% profit sharing instead of the royalty revenue, based on Fila Korea's financial reports.

What will worry us? Decelerating retail sales growth

We continue to recommend that investors focus on Anta's off-line retail sales YoY. <u>Our channel checks covering April-1 to May-10 suggest decelerating</u> growth vs. that in 1Q18. We will have more updates.

Forecasts And Ratios					
Year End Dec 31	2016A	2017A	2018E	2019E	2020E
Sales (CNYm)	13,345.8	16,692.5	21,129.2	25,671.3	30,281.3
DB EPS FD(CNY)	0.95	1.17	1.42	1.77	2.11
DB EPS growth (%)	16.5	23.6	21.1	24.5	19.2
PER (x)	17.4	20.3	26.0	20.9	17.5
Yield (net) (%)	4.2	3.4	2.7	3.4	4.0
Source: Deutsche Bank estimates, company data					

¹ DB EPS is fully diluted and excludes non-recurring items

² Multiples and yields calculations use average historical prices for past years and spot prices for current and future years, except P/B which uses

Deutsche Bank AG/Hong Kong

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Date 14 June 2018 Company Update

Price at 14 Jun 2018 (HKD)	45.15
Price target - 12mth (HKD)	47.00
52-week range (HKD)	49.00 - 22.80
HANG SENG INDEX	30,725

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Price/price relative



Valuation and risks

We value Anta using DCF methodology as we expect investors to focus on their long-term growth profile. Cost of equity of 10.6%: risk-free rate = 3.9% (Deutsche Bank assumption), equity risk premium= 5.6% (Deutsche Bank assumption), beta of 1.3. We assume a perpetual growth rate of 2%, in line with Hong Kong & China consumer discretionary space of 1-2%.

Downside risks to our view: (1) intense competition and any increase in industry discounting; (2) weaker-thanexpected macro conditions that would dampen demand; (3) higher-thanexpected channel inventory; and (4) Fila failing to drive sustainable growth.



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Model updated:05 April 2018	Fiscal year end 31-Dec	2015	2016	2017	2018E	2019E	2020E
Running the numbers	Financial Summary						
Asia	DB EPS (CNY)	0.81	0.95	1.17	1.42	1.77	2.11
China	Reported EPS (CNY) DPS (CNY)	0.81 0.57	0.95 0.70	1.17 0.81	1.42 0.99	1.77 1.24	2.11 1.47
Textiles & Apparel	BVPS (CNY)	3.4	3.8	5.1	5.5	6.1	6.7
	Weighted average shares (m)	2,499	2,508	2,634	2,678	2,678	2,678
Anta	Average market cap (CNYm) Enterprise value (CNYm)	36,961 31,358	41,415 34,835	62,671 53,265	92,159 81,996	92,159 80,823	92,159 79,207
Reuters: 2020.HK Bloomberg: 2020 HK	Valuation Metrics						
Buy	P/E (DB) (x) P/E (Reported) (x)	18.2 18.2	17.4 17.4	20.3 20.3	26.0 26.0	20.9 20.9	17.5 17.5
Price (14 Jun 18) HKD 45.15	P/BV (x)	5.03	5.19	6.01	6.65	6.07	5.49
Target PriceHKD 47.00	FCF Yield (%)	4.8	6.2	3.2	3.2	4.5	5.6
52 Week range HKD 22.80 - 49.00	Dividend Yield (%)	3.8	4.2	3.4	2.7	3.4	4.0
Market Cap (m) HKDm 112,926	EV/Sales (x) EV/EBITDA (x)	2.8 10.9	2.6 10.2	3.2 12.6	3.9 15.1	3.1 12.0	2.6 9.9
USDm 14,389	EV/EBIT (x)	11.6	10.9	13.4	16.1	12.7	10.5
Company Profile	Income Statement (CNYm)						
Anta Sports Products Limited designs, develops,	Sales revenue	11,126	13,346	16,692	21,129	25,671	30,281
manufactures, and markets sportswear, including sports	Gross profit EBITDA	5,185 2,885	6,459 3,429	8,241 4,239	10,783 5,434	13,416 6,729	16,074 7,969
footwear and apparel for professionals and the general public.	Depreciation	188	226	250	344	382	402
public.	Amortisation EBIT	0 2,697	0 3,203	0 3,989	0 5,090	0 6,347	0 7,566
	Net interest income(expense)	133	3,203 108	3,969	201	218	243
	Associates/affiliates	0	0	0	0	0	0
	Exceptionals/extraordinaries Other pre-tax income/(expense)	0 0	0	0	0 0	0	0
	Profit before tax	2,829	3,311	4,311	5,291	6,565	7,810
Price Performance	Income tax expense	741	866	1,152	1,413	1,753	2,085
50 -	Minorities Other post-tax income/(expense)	48 0	59 0	71 0	78 0	82 0	86 0
40	Net profit	2,041	2,386	3,088	3,800	4,730	5,638
30	DB adjustments (including dilution)	0	0	0	0	0	0
20	DB Net profit	2,041	2,386	3,088	3,800	4,730	5,638
water	Cash Flow (CNYm)						
10	Cash flow from operations	2,228	2,994	2,856	3,996	5,189	6,105
	Net Capex Free cash flow	-463 1,766	-421 2,573	-861 1,995	-845 3,151	-770 4,419	-606 5,499
Anta HANG SENG INDEX (Rebased)	Equity raised/(bought back)	1,700	2,573	2,932	3,151	4,419	5,499
Margin Trends	Dividends paid	-1,424	-1,746	-2,178	-2,394	-3,246	-3,883
26.4	Net inc/(dec) in borrowings Other investing/financing cash flows	-18 -170	-392 78	-790 78	0 0	0 0	0 0
26.0	Net cash flow	154	512	2,037	757	1,173	1,616
25.2	Change in working capital	-106	291	-640	-1,285	-345	-354
24.8	Balance Sheet (CNYm)						
24.0	Cash and other liquid assets	6,933	7,517	9,554	10,311	11,484	13,100
23.6 15 16 17 18E 19E 20E	Tangible fixed assets	2,214	2,595	3,302	3,804	4,192	4,395
EBITDA Margin EBIT Margin	Goodwill/intangible assets Associates/investments	0 0	0 0	0 0	0 0	0 0	0
	Other assets	3,355	4,111	6,218	7,376	8,553	9,751
Growth & Profitability	Total assets	12,502	14,224	19,074	21,490	24,228	27,246
30 35	Interest bearing debt Other liabilities	1,330 2,358	938 3,390	148 4,566	148 5,764	148 7,001	148 8,241
25 30 25	Total liabilities	3,688	4,327	4,714	5,912	7,149	8,389
15 - 20	Shareholders' equity Minorities	8,580 235	9,549 348	13,706 654	14,846 732	16,266 814	17,957 901
	Total shareholders' equity	8,814	9,896	14,361	15,579	17,080	18,858
5	Net debt	-5,603	-6,579	-9,406	-10,163	-11,336	-12,952
0 15 16 17 18E 19E 20E	Key Company Metrics						
Sales growth (LHS)	Sales growth (%)	24.7	20.0	25.1	26.6	21.5	18.0
-	DB EPS growth (%)	19.5	16.5	23.6	21.1	24.5	19.2
Solvency	EBITDA Margin (%) EBIT Margin (%)	25.9 24.2	25.7 24.0	25.4 23.9	25.7 24.1	26.2 24.7	26.3 25.0
-60	Payout ratio (%)	69.7	73.4	69.4	70.0	70.0	70.0
-62	ROE (%)	24.9	26.3	26.6	26.6	30.4	33.0
-64	Capex/sales (%) Capex/depreciation (x)	4.2 2.5	3.2 1.9	5.2 3.4	4.0 2.5	3.0 2.0	2.0 1.5
-66	Net debt/equity (%)	-63.6	-66.5	-65.5	-65.2	-66.4	-68.7
-68	Net interest cover (x)	nm	nm	nm	nm	nm	nm

Source: Company data, Deutsche Bank estimates

Net debt/equity (LHS)	Net interest cover

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Figure 1: (A) indeed Anta's consolidated operating margin is higher, but (B) such is driven by lower other expenses, (C) Nike and Adidas recognize higher headquarter expenses, while Xtep had extraordinary provisions in 2016 and 2017,;stripping such, their expenses-to-revenue ratios are actually at par vs. Anta's. (D) Nike and Adidas' China EBIT margin much higher than that of Anta and Xtep's.

	Analysis				· · · · · · · · · · · · · · · · · · ·								
	1. Common-size analysis	A			Vian			Alika			مطنطعم		
		Anta		0017	Xtep		0017	Nike	=	-	Adidas	0040	
	Duran	2015	2016	2017	2015	2016	2017	FY15	FY16	FY17	2015	2016	20
	Revenue	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	10
	COGS	-53%	-52%	-51%	-58%	-57%	-56%	-54%	-54%	-55%	-52%	-51%	-50
_	Gross Profit	47%	48%	49%	42%	43%	44%	46%	46%	45%	48%	49%	5
	Promotion (demand creation)	-12%	-11%	-11%	-15%	-12%	-13%	-10%	-10%	-10%	-14%	-13%	1
B)	Other overhead expenses	-11%	-13%	-16%	-12%	-21%	-23%	-22%	-22%	-21%	-29%	-30%	
	Total OPEX	-23%	-25%	-27%	-27%	-32%	-36%	-32%	-32%	-31%	-43%	-43%	-4
	D&A	-2%	-2%	-1%	-1%	-1%	-1%						
A)	Operating Income	22%	22%	21%	15%	10%	7%	14%	14%	14%	5%	6%	
	Other income	2%	2%	3%	3%	2%	3%	0%	0%	1%	1%	2%	
	EBIT	24%	24%	24%	17%	12%	10%	14%	14%	14%	6%	8%	1
	Net interest income (expense)	1%	1%	2%	-1%	-1%	-1%	0%	0%	0%	0%	0%	
	Pre-tax	25%	25%	26%	17%	11%	9%	14%	14%	14%	6%	7%	
	Discontinued	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
-	Income tax	-7%	-6%	-7%	-5%	-5%	-4%	-3%	-3%	-2%	-2%	-2%	
-	Minority	0%	0%	0%	-57%	-1%	-4 %	-5%	0%	-2 %	0%	0%	
-													
_	Net Income	18%	18%	18%	12%	4%	4%	11%	12%	12%	4%	5%	
_		Ant-			Via			NUL-			- ماداد ۸		
_		Anta			Xtep			Nike			Adidas		
_		2015	2016	2017	2015	2016	2017	FY15	FY16	FY17	2015	2016	2
_	2. What is in overhead?												
	Other overhead + D&A as a % of sales	-13%	-15%	-18%	-13%	-22%	-24%	-22%	-22%	-21%	-29%	-30%	
;)	strip-off: global brand & headquarter	expenses				-9%	-2%	-11%	-12%	-10%	-11%	-11%	
	Adjusted Overhead to Sales	-13%	-15%	-18%	-13%	-12%	-22%	-11%	-11%	-11%	-18%	-19%	
	3. China												
))		24%	24%	24%	17%	12%	10%	32%	36%	36%	35%	35%	
ĺ													
	Financial												
		Anta			Xtep			Nike			Adidias		
		2015	2016	2017	2015	2016	2017	FY15	FY16	FY17	2015	2016	2
	Revenue	11,126	13,346	16,692	5,295	5,397	5,113	30,601	32,376	34,350	16,915	19,290	21,
	COGS	(5,941)	(6,887)	(8,451)	(3,058)	(3,065)	(2,869)	(16,534)	(17,405)	(19,038)	(8,747)	(9,911)	(10,
	Gross Profit	5,185	6,459	8,241	2,237	2,331	2,244	14,067	14,971	15,312	8,168	9,379	10,
	Clossificity	0,100	0,400	0,241	2,201	2,001	2,211	14,007	14,571	10,012	0,100	3,013	10,
-	Promotion (demand creation)	(1,279)	(1,521)	(1,769)	(781)	(637)	(658)	(3,213)	(3,278)	(3,341)	(2,348)	(2,521)	
-	Other overhead expenses		(1,768)	(2,691)	(623)		(1,186)	(6,679)		(7,222)		(5,742)	
-		(1,248)				(1,115)			(7,191)		(4,942)		(0
_	Total OPEX	(2,528)	(3,289)	(4,460)	(1,403)	(1,753)	(1,844)	(9,892)	(10,469)	(10,563)	(7,290)	(8,263)	(8,
	201	(100)	(000)	(050)	(878)	(50)	(50)						
_	D&A	(188)	(226)	(250)	(57)	(53)	(58)						
_	Operating Income	2,470	2,944	3,531	776	526	342	4,175	4,502	4,749	878	1,116	1,
	Other income	227	260	458	145	99	158	58	140	196	182	374	
	EBIT	2,697	3,203	3,989	921	624	500	4,233	4,642	4,945	1,060	1,490	2,
												_	
	Supplement Data												
	Note:							(0.40)	(000)	(740)	(000)	(000)	
								(649)	(662)	(716)	(393)	(396)	(
	Note: D&A- Nike & Adidas							(649)	(662)	(716)	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown										(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America							3,645	3,763	3,875	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike EBIT breakdown North America Western Europe							3,645 1,275	3,763 1,434	3,875 1,203	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Westem Europe Central & Eastern Europe							3,645 1,275 249	3,763 1,434 289	3,875 1,203 244	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China							3,645 1,275 249 993	3,763 1,434 289 1,372	3,875 1,203 244 1,507	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China Japan							3,645 1,275 249 993 100	3,763 1,434 289 1,372 174	3,875 1,203 244 1,507 224	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China							3,645 1,275 249 993	3,763 1,434 289 1,372	3,875 1,203 244 1,507	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Westem Europe Central & Eastern Europe Greater China Japan Emerging Markets							3,645 1,275 249 993 100 818	3,763 1,434 289 1,372 174 892	3,875 1,203 244 1,507 224 818	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions							3,645 1,275 249 993 100 818 (2,266)	3,763 1,434 289 1,372 174 892 (2,596)	3,875 1,203 244 1,507 224 818 (2,677)	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT							3,645 1,275 249 993 100 818 (2,266) 4,814	3,763 1,434 289 1,372 174 892 (2,596) 5,328	3,875 1,203 244 1,507 224 818 (2,677) 5,194	(393)	(396)	(
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NiKE Brand EBIT Other Businesses (Continuing: Conversy							3,645 1,275 249 993 100 818 (2,266)	3,763 1,434 289 1,372 174 892 (2,596)	3,875 1,203 244 1,507 224 818 (2,677)	(393)	(396)	
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Westem Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT Other Businesses (Continuing: Converse Other Businesses (Discontinued: Cole H							3,645 1,275 249 993 100 818 (2,266) 4,814 517	3,763 1,434 289 1,372 174 892 (2,596) 5,328 487	3,875 1,203 244 1,507 224 818 (2,677) 5,194 477		(396)	
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT Other Businesses (Continuing: Converse Other Businesses (Discontinued: Cole H Corporate	laan and Um						3,645 1,275 249 993 100 818 (2,266) 4,814 517 (1,097)	3,763 1,434 289 1,372 174 892 (2,596) 5,328 487 (1,173)	3,875 1,203 244 1,507 224 818 (2,677) 5,194 477 (724)		(396)	
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Westem Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT Other Businesses (Continuing: Converse Other Businesses (Discontinued: Cole H	laan and Um						3,645 1,275 249 993 100 818 (2,266) 4,814 517	3,763 1,434 289 1,372 174 892 (2,596) 5,328 487	3,875 1,203 244 1,507 224 818 (2,677) 5,194 477		(396)	
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Westem Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT Other Businesses (Discontinued: Cole H Corporate Total NIKE Inc. EBIT (GAAP) (NC to oth	laan and Um						3,645 1,275 249 993 100 818 (2,266) 4,814 517 (1,097)	3,763 1,434 289 1,372 174 892 (2,596) 5,328 487 (1,173)	3,875 1,203 244 1,507 224 818 (2,677) 5,194 477 (724)		(396)	
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT Other Businesses (Continuing: Converss Other Businesses (Discontinued: Cole F Corporate Total NIKE Inc. EBIT (GAAP) (NC to oth Adidas_EBIT breakdown	laan and Um						3,645 1,275 249 993 100 818 (2,266) 4,814 517 (1,097)	3,763 1,434 289 1,372 174 892 (2,596) 5,328 487 (1,173)	3,875 1,203 244 1,507 224 818 (2,677) 5,194 477 (724)			
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT Other Businesses (Discontinued: Cole H Corporate Total NIKE Inc. EBIT (GAAP) (NC to oth Adidas_EBIT breakdown Western Europe	laan and Um						3,645 1,275 249 993 100 818 (2,266) 4,814 517 (1,097)	3,763 1,434 289 1,372 174 892 (2,596) 5,328 487 (1,173)	3,875 1,203 244 1,507 224 818 (2,677) 5,194 477 (724)	909	951	1,
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	Note: D&A-Nike & Adidas Nike_EBIT breakdown North America Westem Europe Central & Eastem Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT Other Businesses (Continuing: Converse Other Businesses (Discontinued: Cole F Corporate Total NIKE Inc. EBIT (GAAP) (NC to oth Adidas_EBIT breakdown Western Europe North America Greater China	laan and Um						3,645 1,275 249 993 100 818 (2,266) 4,814 517 (1,097)	3,763 1,434 289 1,372 174 892 (2,596) 5,328 487 (1,173)	3,875 1,203 244 1,507 224 818 (2,677) 5,194 477 (724)	909	951 213 1,059	1,
	Note: D&A- Nike & Adidas Nike_EBIT breakdown North America Western Europe Central & Eastern Europe Greater China Japan Emerging Markets Global Brand Divisions Total NIKE Brand EBIT Other Businesses (Discontinued: Cole F Corporate Total NIKE Inc. EBIT (GAAP) (NC to oth Adidas_EBIT breakdown Western Europe North America Greater China Russia/CIS	laan and Um						3,645 1,275 249 993 100 818 (2,266) 4,814 517 (1,097)	3,763 1,434 289 1,372 174 892 (2,596) 5,328 487 (1,173)	3,875 1,203 244 1,507 224 818 (2,677) 5,194 477 (724)	909 69 866 85	951 213 1,059	1,
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Source: Deutsche Bank, company data



Figure 2: Value breakdown of a pair of regular running shoes: if brands decide to produce the products 100% in-house, the brands can increase profit by c.40% (assuming manufacturers make only 7% operating margin, which is conservative)

			Base case
	Factory F	oB Costs	25.0
		ODM labor costs	7.0
		ODM material costs	12.2
		ODM expenses	3.8
		ODM tax	0.3
		ODM profit	1.7
	Sea Freig	ht & Insurance	1.0
	Duty (ass	ume 20% of FoB)	5.0
Land Cos	st		31.0
	Brand exp	enses	15.0
	Brand tax		2.0
	Brand prof	fit	4.5
Brand ma	ark-up		21.5
	-		
Wholesal	e price		52.5
	-		
	Retail disc	count	22.0
	Retail exp		17.0
	Retail tax		3.0
	Retailer pr	rofit	5.5
Retailer r		retail discount	47.5
Tag price	<u>.</u>		100.0
Actual re	<u>tail price</u>		78.0
Profit ma	rgins		
ODM			6.6%
Brand			8.6%

Source: Deutsche Bank estimates



Figure 3: Anta vs. Li Ning: it's all about operating leverage

		Li Ning		Benchmark-An	ta Brand (ex.	. Fila)	
		2015A	2016A	2015A	LN vs. Anta	2016A	LN vs. Anta
	1. Revenue						
	1-1. Wholesale	3,862	4,058	8,375	-54%	9,074	-55%
a)	PSD	854	859	966	-12%	1,046	-189
c)	Average store count	4,521	4,724	8,670		8,675	
	1-2. Retail	2,357	2,528				
b)	PSD	1,735	1,618	2,231	-22%	2,454	-34%
	Average store count	1,359	1,563				
	1-3. e-commerce & others	871	1,429	834	4%	1,601	-119
	Revenue	7,089	8,015	9,210	-23%	10,676	-25%
	2. Gross margin						
	2-1. Retail Discount (retail operation)	36%	33%	30%	-7 ppt	29%	-4 pp
	2-2. Sourcing cost (if tag price = 100)	26.1	26.0	22.3	17%	22.7	149
	2-3. Wholesale discount (%-off)	55%	55%	60%	-5 ppt	60%	-5 pp
	2-4. Rebate to wholesalers	12%	10%	4%	-8.06 ppt	4%	-6.05 pj
	Gross Profit	3,124	3,689	3,979.61	-22%	4,617	-209
	Gross margin	44%	46 %	43%	1 ppt	43%	3 pp
	Wholesale	34%	36%	42%	-8 ppt	41%	-5 pj
	Retail	59%					
	e-commerce & others	47%	49%	55%	-8 ppt	57%	-8 pj
	Total OPEX	3,187	3,455	1,874	70%	2,272	689
	EBIT (before other revenue)	(63)	235	2,106	n.a.	2,345	-90 %
d)	EBIT Margin	-1%	3%	23%	-24 ppt	22%	-19 pp

Figure 25: LN vs. Anta: all about operating leverage

Source: Deutsche Bank estimates, company data

LN vs. Anta: a game of operating leverage. Figure 25 illustrates that LN's weak EBIT margin in 2015 and 2016 vs. the Anta brand (excluding Fila) were driven by poor operating leverage. In greater detail, poor operating leverage stemmed from lower per-store sell-in ("(a)"), which is a result of lower per-store sellthrough ("(b)"). It also had a smaller number of stores ("(c)").

Source: Deutsche Bank estimates, company data, for full analysis please refer to "FY17 preview: Best shape in five years to trigger laggard catch-ups" dated 2018 Feb 23



Figure 4: Fila China and Fila Korea's profit sharing via "Full Prospect" (LHS: a snapshot from Anta's 2017 annual report: Anta holds 85% in Full Prospect that holds Fila China. RHS: a snapshot from Fila Korea's 2017 investor presentation, it holds the rest 15% in Full Prospect)



Source: Deutsche Bank, company data Link to Fila Korea's investor presentation: http://info.fila.co.kr/ir/ENG/DATA/FILA%20Korea%202017%2040%20IR%20material.pdf

Appendix 1

Important Disclosures

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Anta	2020.HK	45.15 (HKD) 14 Jun 18	14,15

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