14 August 2018

EQUITIES

1212 HK Price (at 13:00, 13 Aug 2018 GMT)		utperform HK\$15.16
Valuation - PER	HK\$	17.50
12-month target	HK\$	17.50
Upside/Downside	%	+15.4
12-month TSR	%	+19.6
Volatility Index		Low
GICS sector		Retailing
Market cap	HK\$m	23,945
Market cap	US\$m	3,050
Free float	%	31
30-day avg turnover	US\$m	5.9
Number shares on issue	m	1,579

Investment fundamentals

Year end 31 Dec		2017A	2018E	2019E	2020E
Revenue	m	3,669.3	4,411.2	4,779.4	5,137.7
EBIT	m	2,047.4	2,465.1	2,671.0	2,871.2
EBIT growth	%	1.6	20.4	8.4	7.5
Reported profit	m	3,288.0	1,742.1	2,079.2	2,173.4
Adjusted profit	m	1,349.0	1,872.4	2,079.2	2,173.4
EPS rep	HK\$	2.05	1.09	1.30	1.36
EPS rep growth	%	106.7	-47.0	19.3	4.5
EPS adj	HK\$	0.84	1.17	1.30	1.36
EPS adj growth	%	-6.4	38.8	11.0	4.5
PER rep	х	7.4	13.9	11.7	11.2
PER adj	х	18.0	13.0	11.7	11.2
Total DPS	HK\$	0.63	0.64	0.64	0.64
Total div yield	%	4.2	4.2	4.2	4.2
ROA	%	9.6	11.0	11.0	10.8
ROE	%	45.8	42.5	39.3	34.0
EV/EBITDA	х	14.7	12.3	11.5	10.7
Net debt/equity	%	208.5	171.5	131.8	110.0
P/BV	х	6.0	5.1	4.2	3.5

1212 HK rel HSI performance, & rec history



Source: FactSet, Macquarie Research, August 2018 (all figures in HKD unless noted)

Analysts

Macquarie Capital Limited

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Hong Kong

Lifestyle Benefit from consumption upgrading trend

Key points

- 1H18 strong SSSg and not much moderation yet.
- GPM and OPM well maintained.
- Kai Tak Project will commence operation in 2022; dividend payout depends on market condition.

Event

Lifestyle reported its 2018 interim result, with top line growing 26.2% while net profit declined by 48.7%, which is in line with the profit warning issued previously (report link). We maintain our Outperform rating with a new TP of HK\$17.5. We believe Lifestyle could be resilient despite HK retail sales growth moderation due to its favourable product mix, low valuation and a 4.2% dividend yield. We view Lifestyle as the best proxy for the China consumption upgrading trend as consumers become more brand-aware.

Impact

- 1H18 strong SSSg and not much moderation yet. Lifestyle recorded strong SSSg during 1H18, of which CWB Sogo at 20.1% and TST Sogo at 42.8% on the back of strong Chinese tourists contribution and domestic consumption recovery. Among the product categories, cosmetics continues to stand out to drive the group growth with 30% and 60% growth rate for CWB and TST, respectively. The company witnessed a growth moderation trend in July but see growth recovering in August as of now to double digit SSSg. We believe the company is well-prepared for any HK retail sales hiccup by addressing their royalty customer program, better product mix and cost savings. We projected the company will deliver 10% and 20% SSSg for CWB/TST for 2H18.
- GPM and OPM well maintained. The company reported a stellar margin trend with CWB commission rate remained stable at 24.6% and TST commission rate moved up by 10bp to 25.9%. CVISION, the large LED facades outside CWB SOGO building, is a successful investment as the payback period is shorter than management expectation. We expected the company's EBIT margin will remain stable at 55.9% for both 2018 and 2019.
- Kai Tak Project will commence operation in 2022; dividend payout depends • on market condition. The Kai Tai Project, which will be 18-floor twin towers with 101k square metres in total, is under construction and capex was budgeted at HK\$500m and HK\$800m in 2018/2019 respectively. The new SOGO store is expected to commence operation in 2022. The company announced interim dividend HK\$29.5 cents/sh, up 2.1% YoY. They will wait to see the 2H18 operation condition and then make a decision if to raise up dividend payout. In our model, we assume 58.7% payout ratio, implied 4.2% dividend yield.

Earnings and target price revision

We lower our net profit for 2018/2019 by 15.6% and 6.3%, respectively. We • lower our TP to HK\$17.5/sh from HK\$19.3/sh.

Price catalyst

- 12-month price target: HK\$17.50 based on a PER methodology. •
- Catalyst: 2018 annual results.

Action and recommendation

Reiterate Outperform rating.

Investment thesis: Maintain Outperform, lowering TP to HK\$17.5

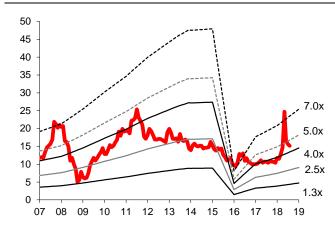
We are maintaining Lifestyle at an Outperform rating and lowering our 2018 and 2019 earnings forecasts by 15.6% and 6.3%, respectively, factoring in the actual 1H18 results. Our new TP of HK\$17.5 (HK\$19.3 previously) is based on a 15x FY18E PER.

- ⇒ We believe that a favourable product mix, cost savings, and the royalty customer program could continue to bear fruit as the company benefits from a consumption upgrading trend.
- ⇒ SSSg momentum for CWB and TST continues and we project 10% and 20% SSSg for CWB/TST for 2H18.
- \Rightarrow GPM and OPM remained healthy with favourable commission rates for both CWB and TST.

90 80 70 60 38x 50 40 30x 30 22x 20 14x 10 7x 0 08 09 10 18 19 07 11 12 13 14 15 16 17

Fig 1 Historical PER bands





Source: Bloomberg, Macquarie Research, August 2018

Fig 3 Department store valuation comparison

Source: Bloomberg, Macquarie Research, August 2018

Company Name			Rat- ing	TP	Up- side	Mkt cap		E (x)	P/B	(x)	ROE	(%)		Growth	PEG		end yield (%)
Company Name		Price Icy/sh	ing	lcy/sh					2017E			<u>, ,</u>		/	_		· ·
Department sto	ores																
Parkson	3368 HK	0.94	NR	NR	NR	312	NA	41.0	NA	0.4	-0.7	1.3	NA	NA	NA	NA	NA
Golden Eagle	3308 HK	9.21	OP	13.2	43%	1,944	10.5	11.3	2.2	2.0	23.0	18.7	85.5	-7.1	-1.6	4.5	4.2
Lifestyle	1212 HK	15.60	OP	17.5	12%	3,050	18.5	13.4	6.2	5.2	45.8	42.5	-6.4	38.8	0.3	4.2	4.2
NWDS	825 HK	1.79	NR	NR	NR	384	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Maoye	848 HK	0.73	NR	NR	NR	478	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Springland	1700 HK	1.82	NR	NR	NR	506	14.0	11.7	0.7	0.7	6.2	6.7	NA	19.2	0.6	NA	NA
BJ Wangfujing	600859 CH	17.01	NR	NR	NR	1,917	14.1	11.5	1.2	1.2	8.2	10.4	34.0	22.7	0.5	2.4	3.5
Rainbow dept	002419 CH	11.51	NR	NR	NR	2,039	19.7	15.2	2.3	1.9	11.7	13.1	35.6	30.2	0.5	2.5	2.6
Chongqing dept	600729 CH	30.94	NR	NR	NR	1,850	22.0	15.5	2.5	2.2	11.3	13.8	28.5	41.8	0.4	1.5	1.9
Yinchun Xinhua	600785 CH	17.91	NR	NR	NR	586	37.3	29.7	2.0	1.9	6.0	6.4	84.6	25.6	1.2	NA	NA
Shinsegae	004170 KS	310000	UP	224000-2	28%	2,621	15.7	15.1	0.9	0.9	5.9	5.8	31.8	3.9	3.9	0.4	0.4
Lotte Shopping	023530 KS	204500	NR	NR	NR	4,733	NA	49.6	0.4	0.5	-0.9	1.1	-140.1	-192.9	-0.3	NA	NA
Hyundai dept.	069960 KS	100000	OP	124000	24%	2,000	8.1	9.0	0.6	0.6	7.4	6.4	2.6	-9.6	-0.9	NA	NA
HK listed depar	rtment store	average	•				14.4	19.4	3.0	2.1	18.6	17.3				4.3	4.2
CN listed depar	tment store	average	•				23.3	18.0	2.0	1.8	9.3	10.9				2.1	2.7
KS listed Depar	rtment store	average	9				11.9	24.5	0.6	0.6	4.1	4.4				0.4	0.4
Prices as of 10 /	August 2018																

Prices as of 10 August 2018

Source: Bloomberg, Macquarie Research, August 2018; estimates for not rated stocks are based on consensus.

Earnings revisions

We are lowering our 2018E and 2019E net income estimates by 15.6% and 6.3%, respectively, factoring in the actual 1H18 results.

- ⇒ We are adjusting revenue down by 20.2% and 20% for 2018E/2019E to factor in the accounting change of sales transactions under "After Purchase Order" ("APO"). These transactions were previously accounted for as direct sales on a gross basis and they are now recorded as commission income on a net basis.
- ⇒ We are raising operating margin by 12.4ppt for both 2018 and 2019, factoring in the favourable commission rates.
- ⇒ We are raising net margin by 2.1ppt and 6.3ppt for 2018 and 2019, respectively. If we exclude exceptional items including investment loss and fair value change on investment properties, we expect core profit margin to arrive at 42.4% and 43.5% for 2018 and 2019.

(HK\$ mn)	Old	Old	New	New	% chg.	% chg.	
	2018	2019	2018	2019	2018	2019	
SSSg Assumption							
CWB SOGO	12.3%	8.0%	14.6%	8.0%	2.3ppt	0.0ppt	
TST SOGO	15.6%	8.0%	30.2%	8.0%	14.6ppt	0.0ppt	
Revenue	5,525	5,973	4,411	4,779	(20.2%)	(20.0%)	
Gross Profit	3,160	3,415	3,253	3,524	2.9%	3.2%	
Operating Profit	2,404	2,600	2,465	2,671	2.5%	2.7%	
Pre-Tax	2,475	2,662	2,166	2,493	(12.5%)	(6.3%)	
Net Income	2,064	2,220	1,742	2,079	(15.6%)	(6.3%)	
Core profit	1,824	1,980	1,872	2,079	2.6%	5.0%	
EPS (HK\$)	1.29	1.39	1.09	1.30	(15.6%)	(6.3%)	
Margin (%)							
Gross Margin	57.2%	57.2%	73.7%	73.7%	16.5ppt	16.6ppt	
OP Margin	43.5%	43.5%	55.9%	55.9%	12.4ppt	12.4ppt	
Net Margin	37.4%	37.2%	39.5%	43.5%	2.1ppt	6.3ppt	
Core profit margin	33.0%	33.1%	42.4%	43.5%	9.4ppt	10.4ppt	
Source: Macquarie Research	h, August 2018						

Fig 4 Lifestyle – earnings revisions

Macquarie Research

Macquarie Quant View

The Quant View page below has been derived from models that are developed and maintained by Sales and Trading personnel at Macquarie. The models are not a product of the Macquarie Research Department.

Fundamentals

The quant model currently holds a marginally positive view on Lifestyle. The strongest style exposure is Profitability, indicating this stock is efficiently converting investments to earnings; proxied by ratios like ROE or ROA. The weakest style exposure is Growth, indicating this stock has weak historic and/or forecast growth. Growth metrics focus on both top and bottom line items.

276/512

Global rank in Retailing 100% (6/6)

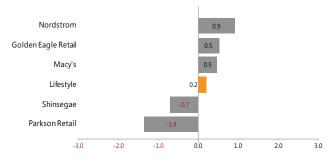
0

0

% of BUY recommendations Number of Price Target downgrades Number of Price Target upgrades

Macquarie Alpha Model ranking

A list of comparable companies and their Macquarie Alpha model score (higher is better).



Factors driving the Alpha Model

Local market rank

Quant

For the comparable firms this chart shows the key underlying styles and their contribution to the current overall Alpha score.

Global sector rank



Breakdown of 1 year total return (local currency) into returns from dividends, changes

in forward earnings estimates and the resulting change in earnings multiple.

Attractive

Displays where the

Price Target and

sector (Retailing)

50%

1Yr Total Return

100%

Alpha model.

company's ranked based on

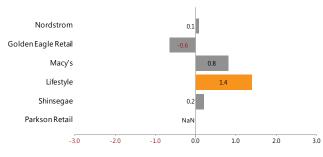
the fundamental consensus

Two rankings: Local market (Hong Kong) and Global

Macquarie's Quantitative

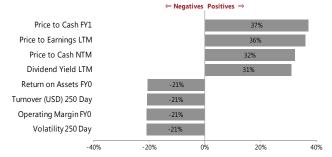
Macquarie Earnings Sentiment Indicator

The Macquarie Sentiment Indicator is an enhanced earnings revisions signal that favours analysts who have more timely and higher conviction revisions. Current score shown below.



What drove this Company in the last 5 years

Which factor score has had the greatest correlation with the company's returns over the last 5 years.



How it looks on the Alpha model

-100%

Drivers of Stock Return

Nordstrom

Macy's

Lifestyle

Shinsegae

Parkson Retail

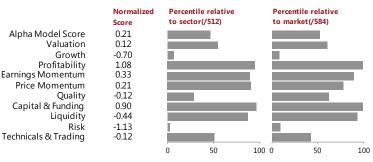
Dividend Return

Golden Eagle Retail

A more granular view of the underlying style scores that drive the alpha (higher is better) and the percentile rank relative to the sector and market.

-50%

Multiple Return



0%

Earnings Outlook

Source (all charts): FactSet, Thomson Reuters, and Macquarie Research. For more details on the Macquarie Alpha model or for more customised analysis and screens, please contact the Macquarie Global Quantitative/Custom Products Group (cpg@macquarie.com)

14 August 2018

L

Lifestyle (1212 HK, (Interim Results		1H/18A	2H/18E	1H/19E	2H/19E	Profit & Loss		2017A	2018E	2019E	2020
Revenue	m	2,113	2,298	2,297	2,482	Revenue	m	3,669	4,411	4,779	5,13
Gross Profit	m	1,558	1,695	1,694	1,830	Gross Profit	m	2,772	3,253	3,524	3,78
ost of Goods Sold	m	555	604	604	652	Cost of Goods Sold	m	897	1,159	1,255	1,34
BITDA	m	1,285	1,358	1,381	1,452	EBITDA	m	2,209	2,644	2,833	3,04
epreciation	m	89	89	81	81	Depreciation	m	162	179	162	17
mortisation of Goodwill	m	0	0	0	0	Amortisation of Goodwill	m	0	0	0	
Other Amortisation	m	0	0	0	0	Other Amortisation	m	0	0	0	
BIT	m	1,196	1,269	1,300	1,371	EBIT	m	2,047	2,465	2,671	2,87
let Interest Income	m	-60	-109	-89	-89	Net Interest Income	m	-162	-169	-178	-26
ssociates	m	0	0	0	0	Associates	m	0	0	0	
xceptionals	m	-22	-108	0	0	Exceptionals	m	1,939	-130	0	
orex Gains / Losses	m	0	0	0	0	Forex Gains / Losses	m	0	0	0	
Other Pre-Tax Income	m	0	0	0	0	Other Pre-Tax Income	m	0	0	0	
Pre-Tax Profit	m	1,114	1,052	1,211	1,282	Pre-Tax Profit	m	3,824	2,166	2,493	2,60
ax Expense let Profit	m	-231 883	-193 859	-201 1,010	-213 1,069	Tax Expense Net Profit	m	-535 3,290	-424 1,742	-414 2,079	-43 2,17
Ainority Interests	m m	000	000	0	1,009	Minority Interests	m m	-2	0	2,079	2,17
Reported Earnings	m	883	859	1,010	1,069	Reported Earnings	m	3,288	1,742	2,079	2,17
djusted Earnings	m	905	967	1,010	1,069	Adjusted Earnings	m	1,349	1,872	2,079	2,17
PS (rep)		0.55	0.54	0.63	0.67	EPS (rep)		2.05	1.09	1.30	1.3
PS (adj)	0/	0.56	0.60	0.63	0.67	EPS (adj)		0.84	1.17	1.30	1.3
PS Growth yoy (adj)	%	40.9	36.9	11.6	10.5	EPS Growth (adj)	%	-6.4	38.8	11.0	4
						PE (rep)	х	7.4	13.9	11.7	11
						PE (adj)	х	18.0	13.0	11.7	11
BITDA Margin	%	60.8	59.1	60.1	58.5	Total DPS		0.63	0.64	0.64	0.0
BIT Margin	%	56.6	55.2	56.6	55.2	Total Div Yield	%	4.2	4.2	4.2	4
arnings Split	%	48.3	51.7	48.6	51.4	Basic Shares Outstanding	m	1,603	1,603	1,603	1,60
Revenue Growth	%	26.2	15.2	8.7	8.0	Diluted Shares Outstanding	m	1,603	1,603	1,603	1,60
BIT Growth	%	26.0	15.5	8.7	8.0						
Profit and Loss Ratios		2017A	2018E	2019E	2020E	Cashflow Analysis		2017A	2018E	2019E	2020
Revenue Growth	%	-21.5	20.2	8.3	7.5	EBITDA	m	2,209	2,644	2,833	3,04
BITDA Growth	%	2.5	19.6	7.2	7.6	Tax Paid	m	-535	-424	-414	-43
BIT Growth	%	1.6	20.4	8.4	7.5	Chgs in Working Cap	m	66	-110	78	7
Gross Profit Margin	%	75.6	73.7	73.7	73.7	Net Interest Paid	m	-162	-169	-178	-26
BITDA Margin	%	60.2	59.9	59.3	59.3	Other	m	738	377	-1	-1(
BIT Margin	%	55.8	55.9	55.9	55.9	Operating Cashflow	m	2,317	2,317	2,317	2,3
let Profit Margin	%	36.8	42.4	43.5	42.3	Acquisitions	m	0	0	0	
Payout Ratio	%	75.1	54.6	49.2	47.0	Capex	m	-240	-500	-800	-1,4(
V/EBITDA	х	14.7	12.3	11.5	10.7	Asset Sales	m	0	0	0	
V/EBIT	Х	15.9	13.2	12.2	11.3	Other	m	583	0	0	
						Investing Cashflow	m	344	-500	-800	-1,40
alance Sheet Ratios						Dividend (Ordinary)	m	-1,022	-1,022	-1,022	-1,02
ROE	%	45.8	42.5	39.3	34.0	Equity Raised	m	0	0	0	
AOA	%	9.6	11.0	11.0	10.8	Debt Movements	m	5,859	1,000	1,000	1,00
ROIC	%	14.9	15.9	17.2	17.7	Other	m	-434	-236	-251	-26
let Debt/Equity hterest Cover	% X	208.5 12.6	171.5 14.6	131.8 15.0	110.0 10.8	Financing Cashflow	m	4,404	-259	-273	-23
Price/Book Book Value per Share	x	6.0 2.5	5.1 3.0	4.2	3.5 4.4	Net Chg in Cash/Debt	m	7,056	1,559	1,244	63
						Free Cashflow	m	2,078	1,817	1,517	9 1
						Balance Sheet		2017A	2018E	2019E	2020
						Cash	m	7,389	8,652	10,149	11,15
						Receivables	m	175	183	199	2
						Inventories	m	38	20	25	
						Investments	m	0	0	0	
						Fixed Assets	m	5,690	6,037	6,675	7,8
						Intangibles	m	0	0	0	_
						Other Assets	m	8,340	8,340	8,340	8,3
						Total Assets	m	21,632	23,232	25,387	27,6
						Payables	m	1,293	1,174	1,272	1,3
						Short Term Debt	m	2,602	2,766	2,930	3,0
						Long Term Debt	m	13,220	14,056	14,891	15,7
						Provisions	m	0	0	0	
						Other Liabilities	m	472	472	472	4
						Total Liabilities	m	17,587	18,468	19,566	20,6
						Shareholders' Funds	m	4,044	4,764	5,821	6,9
						Minority Interests		0	0	0	
							m	0			
						Other	m	0	0	0	
											6,9 27,6

All figures in HKD unless noted. Source: Company data, Macquarie Research, 八月 2018

Macquarie Research

Important disclosures:

Recommendation definitions

Macquarie - Australia/New Zealand Outperform - return >3% in excess of benchmark return Neutral - return within 3% of benchmark return Underperform - return >3% below benchmark return

Benchmark return is determined by long term nominal GDP growth plus 12 month forward market dividend yield, which is currently around 9%.

Macquarie - Asia/Europe

Outperform - expected return >+10% Neutral - expected return from -10% to +10% Underperform – expected return <-10%

Mazi Macquarie – South Africa

Outperform - expected return >+10% Neutral – expected return from -10% to +10% Underperform - expected return <-10%

Macquarie - Canada

Outperform - return >5% in excess of benchmark return Neutral - return within 5% of benchmark return Underperform - return >5% below benchmark return

Macquarie - USA

Outperform (Buy) - return >5% in excess of Russell 3000 index return Neutral (Hold) - return within 5% of Russell 3000 index

return Underperform (Sell)- return >5% below Russell 3000

index return

Volatility index definition*

This is calculated from the volatility of historical price movements.

Very high-highest risk - Stock should be expected to move up or down 60-100% in a year - investors should be aware this stock is highly speculative.

High - stock should be expected to move up or down at least 40-60% in a year - investors should be aware this stock could be speculative.

Medium - stock should be expected to move up or down at least 30-40% in a year.

Low-medium - stock should be expected to move up or down at least 25-30% in a year.

Low - stock should be expected to move up or down at least 15-25% in a year Applicable to Asia/Australian/NZ/Canada stocks only

Recommendations - 12 months

Note: Quant recommendations may differ from Fundamental Analyst recommendations

Financial definitions

All "Adjusted" data items have had the following adjustments made:

Added back: goodwill amortisation, provision for catastrophe reserves, IFRS derivatives & hedging, IFRS impairments & IFRS interest expense Excluded: non recurring items, asset revals, property revals, appraisal value uplift, preference dividends & minority interests

Lifestyle

EPS = adjusted net profit / efpowa*

ROA = adjusted ebit / average total assets ROA Banks/Insurance = adjusted net profit /average total assets ROE = adjusted net profit / average shareholders funds

Gross cashflow = adjusted net profit + depreciation *equivalent fully paid ordinary weighted average number of shares

All Reported numbers for Australian/NZ listed stocks are modelled under IFRS (International Financial Reporting Standards).

Recommendation proportions - For quarter ending 30 June 2018

			444.00				
	AU/NZ	Asia	RSA	USA	CA	EUR	
Outperform	52.87%	61.26%	48.86%	47.54%	69.86%	46.61%	(for global coverage by Macquarie, 3.51% of stocks followed are investment banking clients)
Neutral	34.10%	27.25%	36.36%	46.72%	21.92%	43.22%	(for global coverage by Macquarie, 2.10% of stocks followed are investment banking clients)
Underperform	13.03%	11.49%	14.77%	5.74%	8.22%	10.17%	(for global coverage by Macquarie, 0.00% of stocks followed are investment banking clients)



069960 KS vs KOSPI, & rec history







(all figures in KRW currency unless noted)

Note: Recommendation timeline - if not a continuous line, then there was no Macquarie coverage at the time or there was an embargo period. Source: FactSet, Macquarie Research, August 2018

12-month target price methodology

1212 HK: HK\$17.50 based on a PER methodology

3308 HK: HK\$13.20 based on a PER methodology

004170 KS: Won224,000 based on a Sum of Parts methodology

069960 KS: Won124,000 based on a DCF methodology

Company-specific disclosures:

Important disclosure information regarding the subject companies covered in this report is available at www.macquarie.com/research/disclosures.

Date	Stock Code (BBG code)	Recommendation	Target Price
12-Apr-2018	1212 HK	Outperform	HK\$19.30
06-Mar-2018	1212 HK	Outperform	HK\$18.50
08-Aug-2017	1212 HK	Outperform	HK\$17.00
14-Mar-2017	1212 HK	Outperform	HK\$16.00
16-Aug-2016	1212 HK	Outperform	HK\$15.00

01-Mar-2016 1212 HK

Target price risk disclosures:

1212 HK: Any inability to compete successfully in their markets may harm the business. This could be a result of many factors which may include geographic mix and introduction of improved products or service offerings by competitors. The results of operations may be materially affected by global economic conditions generally, including conditions in financial markets. The company is exposed to market risks, such as changes in interest rates, foreign exchange rates and input prices. From time to time, the company will enter into transactions, including transactions in derivative instruments, to manage certain of these exposures.

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