| Acquisition to diversify current brand portfolio | Rating | Y | Mainain |
| :---: | :---: | :---: | :---: |
|  | Current price | HK\＄34．35 | Unside $5554 \%$ |

## To acquire Finnish Amer Sports at 39\％premium

ANTA announced on Sept 12 before market opened that thev and FountainVest（a PE firm）has submitted a non－binding preliminary indication of interest to acquire Finnish sports equipment maker，Amer Sports（AMEAS．HE），at EUR 40．00／share （ $\sim 39 \%$ preimum to Amers＇Sept 10 market close），and would be valued at EUR4．66bn（equivalent to RMB $\sim 37.2 \mathrm{bn}$ ）．The bid translates into $25.1 \mathrm{x} / 21.4 \mathrm{x}$ FY18E／19E PE，（vs．international peers average at 30．0x／23．0x）which we view it as fair．

The tender offer would subject to a number of conditions，including due diligence investigation，approval by shareholders holding at least $90 \%$ of shares of Amer Sports，approval by FountainVest＇s investment committee and the receipt of all necessary requlatory approvals．Market rumours stating the deal would be finalized by the end of 2018.

## To duplicate FILA story and further adopting multi－brand strategy

Founded in Finland in 1950 and listed in Nasdaq Helsinki in March 1977，Amer Sports is a sporting goods company with internationally recognized brands including Wilson，Salomon，Arc＇teryx，Atomic，Mavic，Suunto，Precor and recently acquired Peak Performance．Amer currently sells its products to trade customers（including sporting goods chains，specialty retailers，mass merchants，fitness clubs and distributors）and directly to consumers through brand stores，factory outlets，and e－commerce．Amer Sports own sales organization covered 34 countries（including China）in end 2017．Upon successful completion of the deal，Amer sports will further enrich ANTA＇s current product and brand portfolio，which already consists of Descente，Kolon Sprandi and Kingkow（acquired in 3Q17）．

Amer＇s net sales and EBIT grew at 5．8\％／2．0\％CAGR in 2013－2017，which was slower than ANTA（ $23.0 \% / 23.7 \%$ CAGR in FY13－FY17），while both GM and EBIT margin were also lower than ANTA＇s．We noticed that Amer＇s China revenue grew $15 \%$ to EUR120mn in 1 H 18 and accounted for $4.4 \%$ of Amer＇s net sales／ $30 \%$ of Asia Pacific＇s net sales（vs．$\sim 4 \% / 28 \%$ in 1 H 17 ），and Amer target a long term sales target at EUR 200mn．We believe ANTA targets to duplicate FILA＇s successful story in China market，through enhancing Amer＇s operation in China thanks to ANTA＇s regional network，supply chain resources and logistics infrastructure，which would lift sales and bring cost－savings to Amer Sports in the long run．

A Market woes on near term financing and lack of managing international brand experience weigh on share price

Since the deal was announced by ANTA，their share price has been down by $\sim 10 \%$ on near term financing concerns．Assuming ANTA to acquire $51 \%$ stake in Amer Sports，which means ANTA would have to pay RMB18．9bn for the deal，with RMB9．0bn net cash on hand in 1H18，we believe part of the deal would make use of the net cash，while the remaining would make use of other funding sources． Management provided some colours on the deal that it would be financed through internal source and existing banking facilities，while capital market action would be at a lower pecking order．However，we believe the final stake in the acquisition and hence the amount of debt financing）would remain an overhang on share price．In addition，market also worries that ANTA is inexperienced in managing international brand would also weigh on share price．

## －FY19E 13．6x ex－cash PE，Maintain BUY on solid fundamentals

We maintained our FY18E／19E EPS forecast，which means ANTA is expected to deliver a $25.5 \%$ EPS CAGR in FY17－20E，therefore ANTA＇s FY19E 13．6x ex－cash PE looks attractive to us（ $\sim 53 \%$ discount to international peers at $29.2 x$ ）．We slightly lower ANTA＇s TP to HK\＄53．40 on lower RMB assumption，implying an unchanged 23.4 x FY19E ex－cash PE（ $20 \%$ discount to international peers），plus FY18E net cash（RMB\＄4．27／share）．We maintain ANTA＇s rating at BUY．

## Company Update

## 18 September 2018

## Hayman Chiu

hayman．chiu＠cinda．com．hk
（852） 22357677

Trading Data
52－Week Range（HK\＄）
49．30／31．29
3 Mth Avg Daily Vol（m）
8.17

No of Shares（m）
Market Cap（HK\＄m）
Major Shareholders（\％）
S．Z．Ding and Asso
（51．19\％）
KPMG
FY18：Mar 2019
Auditors
Result Due

Company description
Founded in 1994，ANTA Sports is one of the leading PRC players in manufacturing，trading and distribution of sporting goods，including footwear，apparel and accessories．As of Jun 30 2018，ANTA＇s retail network comprises of 9,650 ANTA brand POS．


Sources：Bloomberg，CIRL

| Exhibit 1：Market consensus for Amer Sports |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Year Ended Dec（EUR Mn） | FY17 | FY18E | FY19E | FY20E |  |
| Sales |  | 2,685 | 2,809 | 2,988 | 3,114 |
|  | Yoy（\％） |  | $4.6 \%$ | $6.4 \%$ | $4.2 \%$ |
| Gross profit |  | 1,207 | 1,275 | 1,360 | 1,425 |
|  | Yoy（\％） |  | $5.7 \%$ | $6.7 \%$ | $4.8 \%$ |
| GM（\％） |  | $44.9 \%$ | $45.4 \%$ | $45.5 \%$ | $45.8 \%$ |
| Operating profit |  | 215 | 240 | 276 | 299 |
|  | Yoy（\％） |  | $11.7 \%$ | $15.0 \%$ | $8.1 \%$ |
| OPM（\％） |  | $8.0 \%$ | $8.5 \%$ | $9.2 \%$ | $9.6 \%$ |
| Net Profit |  | 131 | 157 | 186 | 204 |
|  | Yoy（\％） |  | $19.9 \%$ | $18.9 \%$ | $9.7 \%$ |
| Net Margin（\％） |  | $4.9 \%$ | $5.6 \%$ | $6.2 \%$ | $6.6 \%$ |
| ROE |  | $9.9 \%$ | $16.7 \%$ | $18.2 \%$ | $18.2 \%$ |
| ROA | $3.5 \%$ | $5.9 \%$ | $6.5 \%$ | $6.6 \%$ |  |

Source：Bloomberg Consensus，CIRL

Amer Sports Coporation
Outdoor

| Footwear | Salomon，Arc＇teryx |
| :--- | :--- |
| Apparel | Salomon，Arc＇teryx，PeakPerformance |
| Winter Sports Equipment | Salomon，Atomic，Armada Skis |
| Cycling | Mavic，ENVE Composites |
| Sports Instrument | Sunnto，Sports Trackers |

## Ball Sports

Individual ball sports
Team sports

Wilson
Wilson（Tennis，squash，baseball，American football，golf，basketball etc），Louisville Slugger（Baseball Bats），DeMarini（Baseball Bats），Evoshield

## Fitness

Fitness Equipment
Precor

Source：Amer Sports

Exhibit 3：Amer Sport＇s geographical and product revenue breakdown in 2017


Source：Amer Sports，CIRL

Exhibit 4：ANTA＇s earnings forecast for FY18E－FY20E（excl．Amer Sports contribution）

| Year to Dec（RMB mn） | FY15A | FY16A | FY17A | FY18E | FY19E | FY20E |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Growth rate（\％） |  |  |  |  |  |  |
| Revenue | $24.7 \%$ | $20.0 \%$ | $25.1 \%$ | $38.3 \%$ | $25.9 \%$ | $24.4 \%$ |
| EBITDA | $32.8 \%$ | $18.9 \%$ | $23.9 \%$ | $32.1 \%$ | $27.9 \%$ | $26.1 \%$ |
| EBIT | $24.7 \%$ | $20.0 \%$ | $25.1 \%$ | $38.3 \%$ | $25.9 \%$ | $24.4 \%$ |
| Net profit | $20.0 \%$ | $16.9 \%$ | $29.4 \%$ | $25.9 \%$ | $27.8 \%$ | $24.7 \%$ |
| Fully diluted EPS | $19.9 \%$ | $16.7 \%$ | $22.7 \%$ | $23.8 \%$ | $27.8 \%$ | $24.7 \%$ |
| Margins（\％） |  |  |  |  |  |  |
| Gross margin（reported） | $46.6 \%$ | $48.4 \%$ | $49.4 \%$ | $52.1 \%$ | $53.8 \%$ | $55.7 \%$ |
| EBITDA | $25.6 \%$ | $25.4 \%$ | $25.2 \%$ | $24.0 \%$ | $24.4 \%$ | $24.7 \%$ |
| EBIT | $24.2 \%$ | $24.0 \%$ | $23.7 \%$ | $22.6 \%$ | $22.9 \%$ | $23.3 \%$ |
| Net margin | $18.8 \%$ | $18.3 \%$ | $18.9 \%$ | $17.3 \%$ | $17.6 \%$ | $17.8 \%$ |

Source：Company data，CIRL estimates

| Exhibit 5：Major Assumptions for ANTA＇s revenue and segment GM |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Year to Dec（RMB mn） | FY15A | FY16A | FY17A | FY18E | FY19E | FY20E |
| Segment Revene |  |  |  |  |  |  |
| Shoes | 5,074 | 6,001 | 7,049 | 8,561 | 10,216 | 11,827 |
| Apparel | 5,592 | 6,886 | 9,116 | 13,808 | 18,083 | 23,485 |
| Accessories | 460 | 459 | 528 | 713 | 768 | 847 |
| Segment Gross Margin |  |  |  |  |  |  |
| Shoes | $46.2 \%$ | $46.3 \%$ | $46.7 \%$ | $48.0 \%$ | $49.0 \%$ | $50.0 \%$ |
| Apparel | $47.8 \%$ | $51.0 \%$ | $52.0 \%$ | $55.0 \%$ | $57.0 \%$ | $59.0 \%$ |
| Accessories | $37.5 \%$ | $37.2 \%$ | $39.4 \%$ | $43.8 \%$ | $43.8 \%$ | $43.8 \%$ |
| Group | $\mathbf{4 6 . 6 \%}$ | $\mathbf{4 8 . 4 \%}$ | $\mathbf{4 9 . 4 \%}$ | $\mathbf{5 2 . 1 \%}$ | $\mathbf{5 3 . 8} \%$ | $\mathbf{5 5 . 7 \%}$ |

[^0]Exhibit 6：ANTA＇s retail sales value（RSV）growth maintained at double－digit for the second consecutive quarter

|  | 1016 | 2016 | 3016 | 4016 | 1017 | 2017 | 3017 | 4017 | 1018 | 2018 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| LiNing（Retail） LiNing（Wholesale） LiNing（e－commerce） | $\begin{gathered} \text { flat } \\ \text { flat } \\ \text { low60s } \\ \hline \end{gathered}$ | mid－single mid－single low 70s | lowsingle <br> lowsingle <br> low 80 s | high single lowsingle mid90s | －ve mid－single －ve mid－single low50s | flat low single mid 90 s | －ve mid single digit －ve mid single digit $30-40 \%$（low 30 ＇s） | ＋ve low teens ＋ve high hingle digit ＋highteens | $\begin{aligned} & \text { +ve low teens } \\ & \text { +ve mid single digit } \\ & \text { high } 30 \text { 's } \end{aligned}$ | ＋ve ow teens ＋ve mid singe digit mid 30 ＇s |
| LiNing（bendeed） | lowsinge digit | highsingle digit | highsingle digit | highsingle digit | flat | high．single digit | －ve low single digit | ＋owteens | Howieens | ＋righ single digit |
| DongXiang | N． | ． | － | － | ． | － | － | ． |  |  |
| ANTA（SSSG） <br> ANTA（ANTA brand retail sales growth） | mid．single digit | high－single | low－double | hightieens | low．double | $20.30 \%$ | mid．double | 20．25\％ | 20．25\％ | low double |
| －ANTA core online | 550\％ | 30\％ | 80\％ | ＞50\％ | ＞60\％ | 250\％ | 50\％ | 20\％ | 20\％ | 20\％ |
| －ANTA kids | 250\％ | 30\％ | 330\％ | 230\％ | 230\％ | 20．30\％ | 20．30\％ | 20\％ | 20\％ | 20\％ |
| ANTA（non－ANTA brand retail sales growith，mainl from Fila） |  | 50\％ | 60．70\％ | 50．60\％ | 40．50\％ | 50．60\％ | 40．50\％ | 85500\％ | 80．85\％ | 90．95\％ |
| Xiep | ＋ve mid－single digit | ＋ve mid．single digit | ＋ve mid－single digit | ＋ve mid－single digit | ＋ve low－single digit | ＋ve midsingle digit | ＋ve midsingle digit | ＋high single digit | ＋ow double digit | ＋mid double digit |
| 361 Degrees（tetails sales growt） | ． | ． | ． | ． | ． | high－single | highsingle | highsingle | highsingle | highsingle |
| 361 Degrees Kids | － | ． | $\cdot$ | － | － | highs－single | highsingle | highsingle | highsingle | low．doule |
| 362 Degres－One Way |  |  |  |  |  | highsingle | high－double | highs－single | low．doloble | highsingle |

Sources：Company Data，CIRL
Exhibit 7：FILA launched FILA Fusion to tap into youth market


Source：FILA．ocm．hk，

Exhibit 8：ANTA completed the set up of $50 / 50$ JV with Kolon Sports


Source：Kolon Sport website，
Exhibit 9：ANTA acquired Kingkow to deepen their exposure in kids＇segment


Source：Kingkow website，

Exhibit 10：Financial forecast

| Year to Dec（RMB mn） | FY16A | FY17A | FY18E | FY19E | FY20E |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 13，346 | 16，692 | 23，082 | 29，067 | 36，159 |
| Gross profit（reported） | 6，459 | 8，240 | 12，016 | 15，649 | 20，141 |
| EBITDA | 3，390 | 4，201 | 5，548 | 7，096 | 8，949 |
| Depreciation | 187 | 250 | 335 | 429 | 529 |
| EBIT | 3，203 | 3，950 | 5，214 | 6，668 | 8，420 |
| Net interest income（exp．） | 238 | 316 | 260 | 359 | 407 |
| Associates | 0 | 0 | 0 | 0 | 0 |
| Exceptionals／others | 0 | 0 | 0 | 0 | 0 |
| Profit before tax | 3，310 | 4，310 | 5，518 | 7，071 | 8，871 |
| Tax expenses | 866 | 1，152 | 1，517 | 1，944 | 2，440 |
| Minority interest | 59 | 71 | 114 | 158 | 235 |
| Net profit | 2，385 | 3，087 | 3，887 | 4，968 | 6，196 |
| Dividends | $(1,675)$ | $(2,168)$ | $(2,730)$ | $(3,490)$ | $(4,352)$ |
| EPS（RMB） | 0.95 | 1.17 | 1.45 | 1.85 | 2.31 |
| Balance sheet |  |  |  |  |  |
| Year to Dec（RMB mn） | FY16A | FY17A | FY18E | FY19E | FY20E |
| Cash \＆equiv | 5，830 | 6，968 | 8，627 | 9，949 | 11，957 |
| Trade receivables | 2，641 | 3，733 | 4，770 | 6，086 | 7，710 |
| Other receivables | 0 | 0 | 0 | 0 | 0 |
| Inventories | 1，295 | 2，155 | 2，182 | 2，778 | 3，438 |
| Other current assets | 1，687 | 2，586 | 2，995 | 2，670 | 2，670 |
| Fixed assets | 1，170 | 1，203 | 1，275 | 1，331 | 1，331 |
| Intangible assets | 478 | 705 | 705 | 705 | 705 |
| Investment，associates etc | 1，123 | 1，724 | 1，724 | 1，724 | 1，724 |
| Total assets | 14，224 | 19，074 | 22，278 | 25，243 | 29，535 |
| Account payables | 3，060 | 3，978 | 5，293 | 6，665 | 8，291 |
| Other payables | 7 | 19 | 19 | 19 | 19 |
| Short－term debt | 938 | 148 | 148 | 148 | 148 |
| Other current liabs | 267 | 353 | 337 | 344 | 378 |
| Long－term debts | 40 | 0 | 0 | 0 | 0 |
| Deferred tax and others | 14 | 215 | 215 | 215 | 215 |
| Other long－term liabs | 0 | 0 | 0 | 0 | 0 |
| Total liabilities | 4，327 | 4，714 | 6，012 | 7，391 | 9，052 |
| Share capital | 243 | 259 | 259 | 259 | 259 |
| Reserves | 9，306 | 13，447 | 15，352 | 16，939 | 19，570 |
| Shareholders＇equity | 9，549 | 13，706 | 15，611 | 17，198 | 19，829 |
| Minorities | 348 | 654 | 654 | $654{ }^{\prime \prime}$ | 654 |
| Total equity | 9，896 | 14，361 | 16，266 | 17，852 | 20，483 |
| Net cash（debt） | 5，979 | 9，406 | 11，474 | 12，471 | 14，479 |


| Cash flow |  |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |
| Year to Dec（RMB mn） | FY16A | FY17A | FY18E | FY19E | FY20E |
| Pre－tax profit | 3,311 | 4,311 | 5,518 | 7,071 | 8,871 |
| Taxes paid | $(948)$ | $(1,013)$ | $(1,502)$ | $(1,921)$ | $(2,324)$ |
| Depreciation | 187 | 208 | 335 | 429 | 529 |
| Associates \＆Others | $(11)$ | $(97)$ | $(101)$ | $(231)$ | $(287)$ |
| CFO bef．WC change | 3,487 | 4,421 | 5,752 | 7,268 | 9,113 |
| Change in working cap | $(63)$ | $(182)$ | 511 | $(211)$ | $(249)$ |
| Cashflow from operation | $\mathbf{1 , 9 1 1}$ | $\mathbf{2 , 4 7 6}$ | $\mathbf{3 , 2 2 6}$ | $\mathbf{4 , 7 6 0}$ | $\mathbf{5 , 1 3 6}$ |
| CAPEX | $(573)$ | $(547)$ | $(791)$ | $(842)$ | $(1,115)$ |
| Free cash flow | $\mathbf{1 , 3 3 8}$ | $\mathbf{1 , 9 2 9}$ | $\mathbf{2 , 4 3 5}$ | $\mathbf{3 , 9 1 8}$ | $\mathbf{4 , 0 2 2}$ |
| Dividends | $(1,572)$ | $(1,976)$ | $(2,525)$ | $(3,203)$ | $(4,010)$ |
| Balance sheet adj． | 695 | 3,433 | 2,132 | 251 | 1,969 |
| Sharse issued | 15 | 41 | 26 | 31 | 28 |
| Others | 0 | 0 | 0 | 0 | 0 |
| Net cash flow | $\mathbf{4 7 6}$ | $\mathbf{3 , 4 2 7}$ | $\mathbf{2 , 0 6 8}$ | 996 | $\mathbf{2 , 0 0 9}$ |
| Net cash（debt）start | 5,503 | 5,979 | 9,406 | 11,474 | 12,471 |
| Net cash（debt）at year－end | 5,979 | 9,406 | 11,474 | 12,471 | 14,479 |


| Ratios |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Year to Dec（RMB mn） | FY16A | FY17A | FY18E | FY19E | FY20E |
| Growth rate（\％） |  |  |  |  |  |
| Revenue | $20.0 \%$ | $25.1 \%$ | $38.3 \%$ | $25.9 \%$ | $24.4 \%$ |
| EBITDA | $18.9 \%$ | $23.9 \%$ | $32.1 \%$ | $27.9 \%$ | $26.1 \%$ |
| EBIT | $20.0 \%$ | $25.1 \%$ | $38.3 \%$ | $25.9 \%$ | $24.4 \%$ |
| Net profit | $16.9 \%$ | $29.4 \%$ | $25.9 \%$ | $27.8 \%$ | $24.7 \%$ |
| Fully diluted EPS | $16.7 \%$ | $22.7 \%$ | $23.8 \%$ | $27.8 \%$ | $24.7 \%$ |
| Margins（\％） |  |  |  |  |  |
| Gross margin（reported） | $48.4 \%$ | $49.4 \%$ | $52.1 \%$ | $53.8 \%$ | $55.7 \%$ |
| EBITDA | $25.4 \%$ | $25.2 \%$ | $24.0 \%$ | $24.4 \%$ | $24.7 \%$ |
| EBIT | $24.0 \%$ | $23.7 \%$ | $22.6 \%$ | $22.9 \%$ | $23.3 \%$ |
| Net margin | $18.3 \%$ | $18.9 \%$ | $17.3 \%$ | $17.6 \%$ | $17.8 \%$ |
| Other ratios |  |  |  |  |  |
| ROE（\％） | $25.5 \%$ | $25.5 \%$ | $25.4 \%$ | $29.1 \%$ | $32.3 \%$ |
| ROA（\％） | $17.8 \%$ | $18.5 \%$ | $18.8 \%$ | $20.9 \%$ | $22.6 \%$ |
| Net gearing（\％） | Net Cash | Net Cash | Net Cash | Net Cash | Net Cash |
| Interest coverage（x） | 49.0 | $(180.7)$ | $(238.4)$ | $(304.9)$ | $(385.1)$ |
| Receivables days | 66.3 | 69.7 | 67.2 | 68.2 | 69.6 |
| Payables days | 128.6 | 137.9 | 152.5 | 155.7 | 163.6 |
| Inventory days | 61.2 | 74.5 | 71.5 | 67.5 | 70.8 |
| Effective tax rate（\％） | $26.2 \%$ | $26.7 \%$ | $27.5 \%$ | $27.5 \%$ | $27.5 \%$ |

Source：Company data，CIRL estimates

| Exhibit 11：Peers comparison |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | bloomberg |  | Mkt Cap | Price 5 | Share Price Mo | ment（\％） |  |  | PER（ x ） |  |  |  |  | （\％） |  |  |  |
|  | code | End | （HKD mn） | （HKD） | 3M | 1YR | YTD | FY15 | FY16 | FY17 | FY18E | FY19E | FY15 | FY16 | FY17E | FY18E | FY19E |
| PRC－Sportswear peers |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| LI NING CO LTD | 2331 HK | 12／2017 | 15，114 | 6.91 | （23．9） | 5.2 | 9.2 | 835.4 | 42.2 | 25.3 | 20.8 | 12.0 | 0．0\％ | 0．0\％ | 0．0\％ | 0．8\％ | 1．1\％ |
| XTEP INTL | 1368 HK | 12／2017 | 9，576 | 4.27 | （22．1） | 61.5 | 42.9 | 13.8 | 15.5 | 15.0 | 13.4 | 11.2 | 4．4\％ | 3．8\％ | 5．3\％ | 4．7\％ | 5．6\％ |
| 361 DEGREES | 1361 HK | 12／2017 | 4，073 | 1.97 | （18．3） | （47．3） | （27．0） | 6.5 | 8.8 | 5.6 | 7.1 | 6.4 | 6．9\％ | 5．0\％ | 6．4\％ | 3．5\％ | 6．7\％ |
| HONMA GOLF LTD | 6858 HK | 03／2018 | 4，495 | 7.38 | （13．2） | （4．5） | （5．6） | － | － | 17.5 | 12.4 | 11.4 | 0．0\％ | 0．0\％ | 0．0\％ | 0．0\％ | 2．0\％ |
| hosa intl ltd | 2200 HK | 12／2017 | 484 | 0.29 | （87．6） | （87．6） | （89．0） | 1.5 | 1.6 | 1.5 | 1.3 | 1.2 | 39．2\％ | 42．4\％ | 28．9\％ | 22．9\％ | 0．0\％ |
| YUE YUEN IND | 551 HK | 12／2017 | 35，156 | 21.50 | （8．7） | （30．0） | （30．0） | 11.6 | 8.4 | 8.4 | 8.1 | 12.2 | 5．2\％ | 5．4\％ | 5．6\％ | 6．6\％ | 18．3\％ |
| POUSHENG INTL | 3813 HK | 12／2017 | 8，013 | 1.50 | 0.7 | 7.1 | 32.7 | 16.6 | 12.5 | 18.0 | 14.6 | 11.5 | 0．0\％ | 2．5\％ | 1．3\％ | 1．5\％ | 2．0\％ |
| Average |  |  | 10，987 |  | （24．7） | （13．7） | （9．5） | 147.5 | 14.8 | 13.1 | 11.1 | 9.4 | 13．9\％ | 11．8\％ | 9．5\％ | 6．7\％ | 5．9\％ |
| ANTA SPORTS PROD | 2020 HK | 12／2017 | 92，226 | 34.35 | （20．1） | 3.2 | （2．8） | 35.6 | 32.2 | 21.6 | 17.6 | 13.7 | 2．0\％ | 2．2\％ | 2．8\％ | 3．4\％ | 4．3\％ |
| International－Sportswear peers |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| NIKE INC－CLB | NKEUS | 05／2018 | 1，048，637 | 655.18 | 10.1 | 55.0 | 33.5 | 89.0 | 38.2 | 71.8 | 35.5 | 31.3 | 0．5\％ | 0．6\％ | 0．3\％ | 0．7\％ | 0．8\％ |
| ADIDAS AG | ADS GR | 12／2017 | 398，042 | 1，902．55 | 3.8 | 5.0 | 24.4 | 70.2 | 43.6 | 43.6 | 25.6 | 22.0 | 0．8\％ | 0．8\％ | 0．7\％ | 0．9\％ | 1．3\％ |
| UNDER ARMO－C | UAUS | 12／2017 | 63，887 | 139.21 | （17．4） | 7.8 | 33.2 | － | － | － | 104.4 | 54.6 | 0．0\％ | 0．0\％ | 0．0\％ | 0．0\％ | 0．0\％ |
| LULULEMON ATH | Lulu Us | 01／2018 | 159，667 | 1，206．22 | 19.7 | 153.6 | 95.6 | 93.7 | 81.9 | － | 60.9 | 43.0 | 0．0\％ | 0．0\％ | 0．0\％ | 0．0\％ | 0．0\％ |
| PUMASE | PUM GR | 12／2017 | 58，976 | 3，910．29 | （14．5） | 33.9 | 21.3 | 183.2 | 109.1 | － | 32.8 | 25.2 | 0．1\％ | 0．1\％ | 0．1\％ | 0．2\％ | 0．3\％ |
| ASICS CORP | 7936 JP | 12／2017 | 22，220 | 111.18 | （10．0） | （4．1） | （11．7） | 32.2 | 18.9 | 85.2 | 23.5 | 20.3 | 1．0\％ | 1．2\％ | 1．4\％ | 1．5\％ | 1．5\％ |
| MIZUNO CORP | 8022 JP | 03／2018 | 5，166 | 194.39 | （32．9） | （14．8） | （16．3） | 20.6 | 36.3 | 85.8 | 37.5 | 12.7 | 2．4\％ | 2．0\％ | 1．8\％ | 1．7\％ | 1．8\％ |
| YONEX CO LTD | 7906 JP | 03／2018 | 5，270 | 56.29 | 2.8 | （4．7） | 10.9 | 40.7 | 34.0 | 112.6 | 34.5 | 33.7 | 0．6\％ | 0．5\％ | 0．6\％ | 0．5\％ | 0．7\％ |
| DESCENTE LTD | 8114 JP | 03／2018 | 11，679 | 151.84 | 4.8 | 50.2 | 11.2 | 24.6 | 22.5 | 163.1 | 25.1 | 23.9 | 0．5\％ | 0．5\％ | 0．7\％ | 0．7\％ | 0．8\％ |
| AMER SPORTS | AMEAS FH | 12／2017 | 36，353 | 312.00 | 21.6 | 56.6 | 52.0 | 34.9 | 33.6 | － | 25.3 | 21.6 | 1．3\％ | 1．5\％ | 1．5\％ | 1．5\％ | 1．9\％ |
| COLUMBIA SPORTSW | COLM US | 12／2017 | 50，355 | 719.76 | 0.1 | 55.4 | 27.6 | 37.4 | 33.7 | － | 26.5 | 23.6 | 0．5\％ | 0．6\％ | 0．7\％ | 0．8\％ | 0．8\％ |
| Average |  |  | 81，161 |  | （2．2）${ }^{\text {r }}$ | 33.9 ＂ | 24.8 | 62.6 | 45.2 | 93.7 | 39.2 | 28.4 | 0．9\％ | 0．9\％ | 0．9\％ | 1．0\％ |  |
| ANTA SPORTS PROD | 2020 HK | 12／2015 | 92，226 | 34.35 | （20．1） | 12.4 | （2．8） | 35.6 | 32.2 | 21.6 | 17.6 | 13.7 | 2．0\％ | 2．2\％ | 2．8\％ | 3．4\％ | 4．3\％ |

Source：Bloomberg，CIRL

Exhibit 7：ANTA＇s 12 month forward P／E Ratio


Source：Bloomberg，CIRL

## Risk Factors

Downside risks include：1）Higher than expected stake in Amer Sports acquisition；2） 2 H 18 RSV softens；3）excess inventory in distribution channels； 4）rising production costs 5）increasing competition from international and PRC peers；6）higher marketing spending and execution risks of FILA，Kolon JV and KingKow

## Rating Policy

|  | Rating |
| :--- | :--- |
|  | Buy |
| Stock Rating | Neutral |
|  | Sell |
| Accumulate | Outperform HSI by $15 \%$ |
| Sector Rating | Neutral |
|  | Reduce |

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## Analyst Certification

I，Hayman Chiu，Research Director of Cinda International Research Limited．，hereby certify that all of the views expressed in this report accurately reflect my personal views about the subject company or companies and its or their securities．I also certify that no part of my compensation was／were，is／are or will be directly or indirectly，related to the specific recommendations or views expressed in this report／note．

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[^0]:    Source：Company data，CIRL estimates

