

2018 年 11 月 20 日

中性
维持

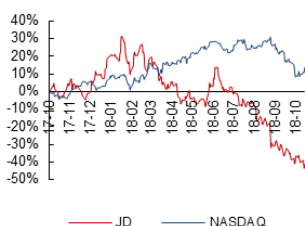
活跃买家量收缩

京东集团 (JD:US)

Market Data: 19, Nov

Closing Price (US\$)	21.11
Price Target (US\$)	23.00
SPX	2691
IXIC	7028
52-week High/Low (HK\$)	51/21
Market Cap (US\$bn)	31
Market Cap (Rmbbn)	210
Shares Outstanding (Mn)	1446
Exchange Rate (Rmb-US\$)	6.9

Price Performance Chart:



Source: Bloomberg

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Related Reports

"JD.COM INC (JD:US)—Tough environment "1 Nov 2018

"JD.COM INC (JD:US)—A pall on the mall "17 August 2018

"JD.COM INC (JD:US)—Team play "17 Jul 2018

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Financial summary and valuation

	2016	2017	2018E	2019E	2020E
Revenue (Rmbm)	258,290	362,332	460,532	537,049	595,768
YoY (%)	42.5	40.3	27.1	16.6	10.9
Adj. Net income (Rmbm)	1,052	4,968	2,546	5,954	11,053
YoY (%)	(223.7)	372.3	(48.7)	133.8	85.7
Adj. EPS (Rmb)	0.7	3.4	1.7	4.0	7.4
Adj. Diluted EPS (Rmb)	0.7	3.4	1.7	4.0	7.4
ROE (%)	3.3	11.6	4.9	11.7	22.1
Debt/asset (%)	79	72	77	80	82
Dividend Yield (%)	0.0	0.0	0.0	0.0	0.0
P/E (x)	198.5	43.1	84.8	36.7	19.8
P/B (x)	12.2	8.2	8.3	8.8	8.7
EV/EBITDA (x)	141.8	78.5	103.2	58.5	37.8

Note: Diluted EPS is calculated as if all outstanding convertible securities, such as convertible preferred shares, convertible debentures, stock options and warrants, were exercised.

京东公布了 2018 年第三季度收入为 1048 亿元 (同比增长 25%)，比一致预期略低，调整后每股收益为 0.8 元 (同比下降 47%)，高于我们预期近 0.2 元。GMV 在 2018 年第三季度同比增长了 31%，比市场预期的要好很多，主要是由于 3P 业务的高增长率。利润超预期主要因为 1P 业务毛利较好，但部分效应又被今年较高的研发费用所抵消。鉴于研发费用开支持续提升，我们降低了对 2018 年调整后每股收益的预测，从 1.80 元调整到 1.73 元 (同比下降 49%)，但基于未来两年内研发和京东物流的经营杠杆效应，我们将 2019 年预计的 3.71 元上调至 4.00 元 (同比上升 131%)，2020 年预计的 5.84 元调整至 7.43 元 (同比上升 86%)。我们将目标价格从 25 美元降到 23 美元 (相当于 2019 年 40 倍的市盈率)。股价仍有 9% 的上升空间，我们维持中性评级。

结构调整苗头。第三季度收入未达预期主要是因为较低的 1P 业务收入增长，而 GMV 总量增速表现优异，有 31% 的年化增长率，因此说明 3P 业务比预期增长要快，并且管理层认为这主要归功于他们在平台上拥有了更多的长尾商家，似乎并不入市场期待的服饰品类回归而导致。2018 年第三季度 3P 业务的转化率也比我们预测的要更好，我们认为这是在研发上投入和营销体系升级上的一个好的回报。

活跃买家增速停滞。京东首次公年度活跃买家账户数量呈现环比下降，而其他竞争者的活跃买家仍然在增长。今年 GMV 仍保持高增长主要因为京东单个买家贡献 GMV 得到大幅度提升，2018 年预计同比增长 18%，相比于 2017 年的 7%，和 2016 年的 1%。京东正在失去活跃买家这个增长动力，且向低线城市的渗透似乎并没有达到预期的效果。当单个买家贡献 GMV 增速放缓时，京东未来的 GMV 增长或许会面临急速下滑的风险。

2019E 利润率改善。2018 年第三季度的研发费用比我们预期的要高不少，因此我们增加了对四季度研发费用的预计，全年研发费用预计接近 2017 年的两倍。管理层表示 2019 年的研发费用会更可控，在绝对值上与 18 年总费用大致处于同一水平。同时，京东的物流在 19 年会有带来更多的规模效应。我们也认为京东 19 年利润率会得到改善和提升，也因此调高了 19-20 年的利润预期。

维持中性评级。我们降低了对 2018 年调整后每股收益的预测，从 1.80 元调整到 1.73 元 (同比下降 49%)，2019 年预计的 3.71 元上调至 4.00 元 (同比上升 131%)，2020 年预计的 5.84 元调整至 7.43 元 (同比上升 86%)。虽然利润率预期会在接下来的两年有显著改善，但我们仍然担心京东中期的增长动力来源，特别是在活跃买家增速有停滞现象的情况下。我们将目标价格从 25 美元下调至 23 美元 (相当于 2019 年 40 倍的市盈率 P/E，0.3 倍的 PEG，10 倍的市净率 P/B，64 倍的 EV/EBITDA，以及 0.25 倍的 P/GMV)。股价仍有 9% 的上升空间，我们维持中性评级。

Active buyers contract

JD reported 3Q18 revenue of Rmb105bn (+25% YoY), slightly below consensus, and adjusted EPS of Rmb0.80 (-47% YoY), beating our estimate. Gross merchandise volume (GMV) beat expectations, growing 31% YoY in 3Q18 due to accelerating 3P business growth. Bottom line outperformance stemmed from a higher gross margin for the 1P business, although partially offset by rising R&D expenses. We lower our adjusted EPS forecasts from Rmb1.80 to Rmb1.73 in 18E (-49% YoY) due to higher R&D expenses, revise up 19E from Rmb3.71 to Rmb4.00 (+131% YoY), and 20E from Rmb5.84 to Rmb7.43 in 20E (+86% YoY) given the operating leverage from R&D and JD logistics in the next two years. We cut our target from US\$25 to US\$23 (40x 19E PE) and with 9% upside, maintain Hold.

Signs of structural change. The top-line miss in 3Q18 is mainly due to lower 1P revenue growth, while total GMV enjoyed 31% YoY growth. Management attributes the faster-than-expected growth of the 3P business to additions of long-tailed merchants to the platform, rather than a recovery in the apparel category. The take rate for the 3P business in 3Q18 also came ahead of our estimate, and we see this as a good sign of R&D investment and upgrades in marketing systems.

Active buyers decelerate. For the first time, JD reported a QoQ decline of annual active customer accounts, while its competitors are still enjoying growth. GMV growth remains satisfactory as GMV per buyer at JD grew by c.18% in 18E, vs 7% in 2017 and 1% in 2016. However, JD is losing its driver on active buyers, and penetration into lower tier cities has disappointed. When GMV per buyer decelerates, JD's GMV growth will face significant challenges.

Margin to improve in 19E. R&D expenses were significantly higher than our estimate in 3Q18, thus we revise up our 4Q18E forecast, with 18E R&D expenses nearly doubling YoY. Management stated that R&D expenses will be better controlled in 19E with absolute value of total expenses generally be the same with the level in 18E. Meanwhile, JD logistics may enjoy greater economies scale in 19E. We expect net margin to improve in 19E and revise up our earnings forecasts for 19E and 20E.

Maintain Hold. We lower our adjusted EPS forecasts from Rmb1.80 to Rmb1.73 in 18E (-49% YoY), revise up 19E from Rmb3.71 to Rmb4.00 (+131% YoY), and 20E from Rmb5.84 to Rmb7.43 in 20E (+86% YoY). Though net margin is expected to improve over the next two years, we remain concerned about JD's medium-term driver as active buyers slow and GMV growth decelerates as a result. We lower our target price from US\$25.00 to US\$23.00 (40x 19E PE, 0.3x 19E PEG, 10x 19E PB, 64x 19E EV/Ebitda, and 0.25x 19E P/GMV). With 9% upside, we maintain our Hold rating.

Fig 1: GMV forecast

	FY17	1Q18	2Q18	3Q18	4Q18E	FY18E
GMV structure						
By 1p/3p						
%1P	57%	61%	58%	54%	55%	57%
%3P	43%	39%	42%	46%	45%	43%
By category						
% electronics and home appliance	50%	51%	51%	47%	51%	50%
% general merchandise and others	50%	49%	49%	53%	49%	50%
GMV total growth						
	38%	30%	30%	31%	23%	28%
By 1p/3p						
%1P	40%	35%	28%	28%	19%	27%
%3P	41%	22%	32%	35%	28%	30%
By category						
% electronics and home appliance	38%	32%	36%	30%	21%	29%
% general merchandise and others	43%	27%	24%	32%	25%	27%

Source: Company, SWS Research

Fig 2: Take-rate estimates

	FY17	1Q18	2Q18	3Q18	4Q18E	FY18E
1P Gross profit (Rmbm)						
	23,035	7,542	7,226	7,352	6,722	28,842
% Revenue/ GMV	63.7%	63.0%	63.0%	62.6%	63%	62.9%
% Gross margin (incl. JD logistics revenue from 2Q17)	6.1%	8.1%	6.4%	7.7%	5.5%	6.8%
% Rate / GMV (%Rev/Gmv*Gross/Rev)	3.9%	5.1%	4.0%	4.8%	3.5%	4.3%
3P Revenue						
	25,983	6,630	9,302	8,778	11,118	35,828
% take rate	6.7%	7.1%	7.2%	7.0%	7.2%	7.1%
Blended rate (might be overstated because of incl. JD logistics)	5.4%	5.9%	5.4%	5.9%	5.2%	5.6%

Source: Company, SWS Research

Fig 3: Earning forecast updates

Earning Forecast-Fiscal Year	FY17	1Q18	2Q18	3Q18	4Q18E	FY18E	FY19E	FY20E
Rev(Rmbm)	362332	100128	122291	104768	133345	460532	537049	595768
% YoY	40%	33%	31%	25%	21%	27%	17%	11%
adj. Operating Margin	0.8%	0.8%	0.1%	0.6%	-0.6%	0.2%	0.7%	1.4%
ROE%	12%					5%	12%	22%
adj.Net profit (Rmbm)	4968	1000	478	1184	-116	2546	5954	11053
% YoY	372%	-23%	-51%	-47%	-126%	-49%	134%	86%
adj. Diluted EPS	3.41	0.68	0.33	0.80	-0.08	1.73	4.00	7.43
% YoY	361%	-34%	-52%	-47%	-125%	-49%	131%	86%

Source: Company, SWS Research

Fig 4 : Valuation

Valuation	Valuation (US\$bn)	Price per Share (US\$)	Methodology
1P&3P	29	19	P/GMV for 1P, P/E for 3P, cut on valuation
JD logistics	1	0	Financing, 81.4% equity stake, c.15% from third party currently, 50% valuation discount in weak sentiment
JD finance	7	3	Recent round of valuation, ~40% stake, 50% valuation discount in weak sentiment
Other investments	4	1	Added new investments, 50% valuation discount in weak sentiment
Cash and cash equivalents	-1	0	
Total	41	23	

Source: SWS Research

Appendix

Consolidated Income Statement

Rmbm	2016	2017	2018E	2019E	2020E
Revenue	258,290	362,332	460,532	537,049	595,768
Cost of Sales	-222,935	-311,517	-395,935	-459,533	-507,880
Gross Profit	35,355	50,815	64,597	77,516	87,888
Other Income	-2,782	-1,927	-1,388	-2,000	-2,000
Product development expenses	-18,560	-25,865	-32,496	-37,729	-41,861
SG&A expenses	-4,453	-6,652	-12,144	-14,227	-14,962
adj. EBITDA	2,968	5,301	4,140	7,594	11,938
adj. EBIT	6,602	9,493	10,720	14,528	19,139
Finance Costs	0	0	-710	0	0
Profit before tax	-3,294	121	48	-2,401	1,071
Income tax expense	-166	-140	-366	-40	-329
Minority interests	-41	-135	-358	-122	37
adj. Profit attributable	1,052	4,968	2,546	5,954	11,053

Source: SWS Research

Consolidated Cash Flow Statement

Rmbm	2016	2017	2018E	2019E	2020E
Profit before taxation	-3,294	121	48	-2,401	1,071
Plus: Depr. and amortisation	3,633	4,193	6,579	6,935	7,201
Finance cost	0	0	710	0	0
Losses from investments	-1,214	-63	0	0	0
Change in working capital	-894	3,008	18,771	3,056	-1,529
Others	-42	1,509	1,199	1,728	-3,778
CF from operating activities	-1,812	8,767	27,307	9,318	2,965
CAPEX	-4,460	-5,000	-5,000	-5,000	-5,000
Other CF from investing activities	10,251	53,269	26,725	20,000	20,000
CF from investing activities	5,791	48,269	21,725	15,000	15,000
Equity financing	0	0	0	0	0
Net change in liabilities	21,782	3,954	17,115	12,539	11,269
Dividend and interest paid	0	0	0	0	0
Other CF from financing activities	18,917	1,227	0	0	0
CF from financing activities	40,699	5,180	17,115	12,539	11,269
Net cash flow	1,198	5,917	11,433	504	3,979

Source: SWS Research

Consolidated Balance Sheet

Rmbm	2016	2017	2018E	2019E	2020E
Current Assets	106,932	115,029	152,885	168,809	185,028
Bank balances and cash	19,772	25,688	37,121	37,624	41,603
Trade and other receivables	17,464	16,359	31,139	36,313	40,283
Inventories	28,909	41,700	51,344	59,591	65,860
Other current assets	40,787	31,281	33,281	35,281	37,281
Long-term investment	27,733	38,826	44,126	49,426	54,726
PP&E	7,397	12,574	12,695	12,460	11,959
Intangible and other assets	18,312	17,626	18,626	19,626	20,626
Total Assets	160,374	184,055	228,331	250,321	272,339
Current Liabilities	104,740	118,251	155,306	173,467	189,108
Borrowings	17,723	12,885	22,461	28,731	34,365
Trade and other payables	55,621	87,943	98,865	114,860	127,044
Other current liabilities	31,397	17,423	33,980	29,877	27,699
Long-term liabilities	14,414	13,416	20,954	27,224	32,858
Total Liabilities	119,154	131,666	176,260	200,691	221,966
Minority Interests	7,327	348	-8	-130	-93
Shareholder Equity	33,893	52,041	52,079	49,760	50,466
Share Capital	59,258	59,258	59,258	59,258	59,258
Reserves	-21,860	-21,744	-21,705	-24,024	-23,319
Equity attributable	33,893	52,041	52,079	49,760	50,466
Total Liabilities and equity	160,374	184,055	228,331	250,321	272,339

Source: SWS Research

Key Financial Ratios

	2016	2017	2018E	2019E	2020E
Ratios per share (Rmb)					
Earnings per share	0.7	3.4	1.7	4.0	7.4
Diluted earnings per share	0.7	3.4	1.7	4.0	7.4
Operating CF per share	3.1	9.4	3.2	1.0	2.6
Dividend per share	0.0	0.0	0.0	0.0	0.0
Net assets per share	12.1	17.9	17.7	16.7	17.0
Key Operating Ratios (%)					
ROIC	13.89	(2.10)	(83.10)	15.06	12.16
ROE	3.26	11.56	4.89	11.69	22.06
Gross profit margin	13.69	14.02	14.03	14.43	14.75
Ebitda margin	1.15	1.46	0.90	1.41	2.00
Ebit margin	2.56	2.62	2.33	2.71	3.21
Growth rate of Revenue(YoY)	42.48	40.28	27.10	16.61	10.93
Growth rate of Profit(YoY)	(223.70)	372.27	(48.75)	133.81	85.65
Debt-to-asset ratio	78.70	71.54	77.19	80.17	81.50
Turnover rate of net assets	756.05	691.62	884.43	1082.10	1182.72
Turnover rate of total assets	161.06	196.86	201.69	214.54	218.76
Effective tax rate (%)	(138.00)	4.00	1.93	(79.59)	24.21
Dividend yield (%)	0.00	0.00	0.00	0.00	0.00
Valuation Ratios (x)					
P/E	198.5	43.1	84.8	36.7	19.8
P/B	12.2	8.2	8.3	8.8	8.7
EV/Sale	1.6	1.1	0.9	0.8	0.8
EV/Ebitda	141.8	78.5	103.2	58.5	37.8

Source: SWS Research

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