

Kuaishou (1024 HK)

Inline 3Q24 results; resilient core commercial business

Kuaishou reported 3Q24 results: total revenue grew by 11% YoY to RMB31.1bn, in line with Bloomberg consensus estimates of RMB31.0bn; adjusted net profit increased by 24% YoY to RMB3.95bn, also in line with consensus estimates. Average DAUs grew by 5% YoY to 408mn in 3Q24 on improved user stickiness, achieving Kuaishou's medium DAUs target of 400mn. Looking into 4Q24E, we expect Kuaishou's core commercial business revenue (online marketing & other services) to maintain solid YoY growth of 16%, primarily driven by resilient growth of external marketing service revenue and e-commerce GMV. As Kuaishou stepped up investments in key growth initiatives such as e-commerce, short play and AI, we lower our FY25-26E earnings forecasts by 5-8%. We trim our SOTP-derived TP to HK\$85.6 (previous: HK\$92.0). Maintain BUY.

- Online marketing and e-commerce businesses delivered solid growth. Online marketing revenue was up by 20% YoY to RMB17.6bn in 3Q24, primarily driven by strong growth of external marketing revenue. Short-play marketing spending grew by over three-fold YoY and accounted for double-digit % of external marketing spending in 3Q24. Closed-loop marketing revenue maintained robust YoY growth in 3Q24, with the number of monthly active merchants using marketing placements up by over 50% YoY. Other services revenue increased by 18% YoY to RMB4.2bn in 3Q24, with e-commerce GMV up by 15% YoY (2Q24/1Q24: +15%/28% YoY). Supported by the e-commerce supply enrichment and ecosystem development, e-commerce MPUs grew by 12% YoY to 133mn and accounted for 18.6% of MAUs in 3Q24 (3Q23: 17.3%). Live streaming revenue was down by 4% YoY to RMB9.3bn in 3Q24, with YoY decline rate narrowing due to healthy growth of live streaming content supply.
- Expect resilient revenue growth in 4Q24E. Looking into 4Q24E, we expect total revenue to increase by 10% YoY, with online marketing/others/live streaming revenue +15/+18/-4% YoY. For online marketing business, external marketing services will remain as the key growth driver in 4Q24E, fuelled by the strong ad demand from short plays & mini games verticals. But the take rate of closed-loop marketing services may face some pressure due to the increase of subsidy for e-commerce merchants. We forecast e-commerce GMV to grow by 14% YoY in 4Q24E, mainly driven by the increasing penetration of e-commerce users.
- Investing in key growth initiatives. Kuaishou's adjusted NPM rose by 1.3ppts YoY to 12.7% in 3Q24, supported by favourable revenue mix shift and operating leverage. GPM was slightly down by 1ppt QoQ in 3Q24 mainly due to content costs related to the Paris Olympics, which should recover in FY25E. S&M expenses grew by 16% YoY and accounted for 33.3% of total revenue in 3Q24 (3Q22: 32.0%), mainly due to increase in subsidy for short-play and e-commerce users. Looking ahead, we expect Kuaishou will continue to invest in a prudent way in key growth areas like e-commerce, short play and AI to capture growth opportunities.

BUY (Maintain)

 Target Price
 HK\$85.60

 (Previous TP
 HK\$92.00)

 Up/Downside
 62.9%

 Current Price
 HK\$52.55

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Stock Data

Mkt Cap (HK\$ mn)	226,700.7
Avg 3 mths t/o (HK\$ mn)	2,248.3
52w High/Low (HK\$)	62.20/38.15
Total Issued Shares (mn)	4314.0
Source: FactSet	

Shareholding Structure Tencent 15.6% Su Hua 9.9%

Source: HKEx

Share Performance

	Absolute	Relative
1-mth	9.9%	16.1%
3-mth	18.4%	5.2%
6-mth	-11.2%	-11.5%

Source: FactSet



Source: FactSet



Earnings Summary

(YE 31 Dec)	FY22A	FY23A	FY24E	FY25E	FY26E
Revenue (RMB mn)	94,183	113,470	127,293	142,209	154,855
Adjusted net profit (RMB mn)	(5,751.4)	10,271.0	17,664.1	22,393.6	27,930.4
EPS (Adjusted) (RMB)	(1.35)	2.38	4.09	5.19	6.47
Consensus EPS (RMB)	N/A	N/A	4.05	5.14	6.16
P/E (x)	N/A	32.5	13.7	10.5	8.2

Source: Company data, Bloomberg, CMBIGM estimates



Business forecasts update and valuation

Figure 1: Kuaishou: forecast revision

	Current			Previous			Change (%)		
(RMB mn)	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	127,293	142,209	154,855	127,468	142,448	155,176	-0.1%	-0.2%	-0.2%
Gross profit	69,616	79,223	88,859	69,520	79,634	89,500	0.1%	-0.5%	-0.7%
Operating profit	15,016	21,060	28,220	15,870	22,821	31,307	-5.4%	-7.7%	-9.9%
Adjusted net profit	17,664	22,394	27,930	17,764	23,515	30,255	-0.6%	-4.8%	-7.7%
Adjusted EPS (RMB)	4.1	5.2	6.5	4.1	5.5	7.0	-0.6%	-4.8%	-7.7%
Gross margin	54.7%	55.7%	57.4%	54.5%	55.9%	57.7%	0.2 ppt	-0.2 ppt	-0.3 ppt
Operating margin	11.8%	14.8%	18.2%	12.5%	16.0%	20.2%	-0.7 ppt	-1.2 ppt	-2.0 ppt
Adjusted net margin	13.9%	15.7%	18.0%	13.9%	16.5%	19.5%	-0.1 ppt	-0.8 ppt	-1.5 ppt

Source: CMBIGM estimates

Figure 2: CMBIGM estimates vs consensus

		CMBIGM			Consensus				
(RMB mn)	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	127,293	142,209	154,855	127,167	140,912	155,137	0.1%	0.9%	-0.2%
Gross profit	69,616	79,223	88,859	69,319	78,618	88,224	0.4%	0.8%	0.7%
Operating profit	15,016	21,060	28,220	15,108	20,924	27,330	-0.6%	0.6%	3.3%
Adjusted net profit	17,664	22,394	27,930	17,557	22,498	27,929	0.6%	-0.5%	0.0%
Adjusted EPS (RMB)	4.1	5.2	6.5	4.0	5.1	6.2	1.2%	1.0%	5.1%
Gross margin	54.7%	55.7%	57.4%	54.5%	55.8%	56.9%	0.2 ppt	-0.1 ppt	0.5 ppt
Operating margin	11.8%	14.8%	18.2%	11.9%	14.8%	17.6%	-0.1 ppt	0.0 ppt	0.6 ppt
Adjusted net margin	13.9%	15.7%	18.0%	13.8%	16.0%	18.0%	0.1 ppt	-0.2 ppt	0.0 ppt

Source: Bloomberg, CMBIGM estimates

Figure 3: Kuaishou: quarterly financials

(RMB mn)	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	Cons.	Diff%
Live streaming revenue	8,947	10,034	9,319	9,968	9,719	10,048	8,575	9,302	9,338	9,213	1.4%
YoY%	15.8%	13.7%	18.8%	16.4%	8.6%	0.1%	-8.0%	-6.7%	-3.9%		
Online marketing services	11,590	15,094	13,064	14,347	14,690	18,203	16,650	17,515	17,634	17,644	-0.1%
YoY%	6.2%	14.0%	15.1%	30.4%	26.8%	20.6%	27.4%	22.1%	20.0%		
Other services revenue	2,592	3,164	2,834	3,429	3,539	4,310	4,183	4,158	4,159	4,173	-0.3%
YoY%	39.4%	33.7%	51.3%	61.5%	36.5%	36.2%	47.6%	21.3%	17.5%		
Total revenue	23,128	28,292	25,217	27,744	27,948	32,561	29,408	30,975	31,131	31,030	0.3%
YoY%	12.9%	15.8%	19.7%	27.9%	20.8%	15.1%	16.6%	11.6%	11.4%		
Average DAUs	363	366	374	376	387	383	394	395	408		
YoY%	13.4%	13.3%	8.3%	8.3%	6.4%	4.5%	5.2%	5.1%	5.4%		
Gross profit margin (%)	46.3%	45.5%	46.4%	50.2%	51.7%	53.1%	54.8%	55.3%	54.3%	53.9%	0.4 ppt
S&M expense ratio (%)	42.0%	34.4%	34.6%	31.1%	32.0%	31.3%	31.9%	32.4%	33.3%		
R&D expense ratio (%)	15.0%	12.2%	11.6%	11.4%	10.6%	10.1%	9.7%	9.1%	10.0%		
Adjusted net margin (%)	-2.9%	-0.2%	0.2%	9.7%	11.4%	13.4%	14.9%	15.1%	12.7%		
Adjusted net income	-672	-45	42	2,694	3,173	4,362	4,388	4,679	3,948	3,909	1.0%

Source: Company data, CMBIGM estimates



Our SOTP-derived target price of HK\$85.6 comprises, per share:

- 1) HK\$18.2 for the live streaming business, based on 1.9x 2025E EV/Sales, which is on par with the average EV/sales for its peers.
- 2) HK\$21.2 for the online marketing business (excl. enclosed loop marketing), based on 13x 2025E EV/EBIT, which is on par with the average EV/EBIT for its peers.
- 3) HK\$40.2 for the e-commerce business, based on 0.10x 2025E EV/GMV. The target multiple is at a discount to the average EV/GMV for its peers (0.14x 2025E EV/GMV), given the relatively low monetization level of Kuaishou's e-commerce business.
- 4) HK\$5.9 for net cash.

Figure 4: Kuaishou: SOTP valuation

(RMBmn)	25E Rev/EBIT/GMV	Methodology	Multiple	Valuation A	s % of total valuation	Per share valuation (HK\$)
Live streaming	38,019	EV/Sales	1.9x	72,236	21%	18.2
Advertising (excl. enclosed loop marketing)	6,484	EV/EBIT	13.0x	84,296	25%	21.2
E-commerce	1,596,880	EV/GMV	0.10x	159,688	47%	40.2
Enterprise value				316,221	93%	79.7
Net cash				23,531	7%	5.9
Equity value				339,752		
Exchange rate (RMB/HK\$)				0.92		
Target value (HK\$mn)				369,296		
Target price (HK\$)				85.60		

Source: Company data, CMBIGM estimates

Figure 5: Peer comparison: live streaming, advertising, and e-commerce sectors

Companies	Ticker	Price (LC)	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Live streaming			Revenue	EV/Sales				
TME	TME US	11.2	2	10	10	3.9	3.5	3.2
BiliBili	BILI US	18.5	18	13	10	1.7	1.5	1.4
Hello Group	MOMO US	6.7	(11)	(2)	14	0.6	0.6	0.6
Huya	HUYA US	3.1	(12)	6	7	NA	NA	NA
Average						2.1	1.9	1.7
Advertising			EBIT g	rowth (YoY%)		EV/EBIT		
Baidu	BIDU US	86.0	(12)	9	9	2.1	2.0	1.8
Focus Media	002027 CH	7.2	5	9	10	16.5	15.1	13.7
Meta	META US	561.1	45	15	15	21.1	18.4	16.0
Alphabet	GOOG US	179.6	32	15	7	19.1	16.5	15.4
Average						14.7	13.0	11.7
E-commerce			GMV G	rowth (YoY%)			EV/GMV	
Alibaba	BABA US	87.1	4	7	9	0.16	0.15	0.14
JD.com	JD US	35.2	5	6	6	0.03	0.03	0.03
Pinduoduo	PDD US	117.7	71	26	19	0.31	0.24	0.20
Average						0.17	0.14	0.12

Source: Bloomberg, CMBIGM estimates Note: Data as of market close on 19 Nov



Financial Summary

INCOME STATEMENT	2021A	2022A	2023A	2024E	2025E	2026E
	202171	LULLIN	202074	20242	20202	20202
YE 31 Dec (RMB mn)	04.000	04.402	442.470	427 202	442 200	454.055
Revenue	81,082 47,052	94,183	113,470 56,079	127,293	142,209 62,986	154,855 65,996
Cost of goods sold Gross profit	34,030	52,051 42,131	57,391	57,677 69,616	79,223	88,859
-	61,731	54,689	50,960	54,600	58,163	60,639
Operating expenses		-				
Selling expense Admin expense	44,176 3,400	37,121 3,921	36,496 3,514	41,243 2,902	43,658 3,129	45,682 3,252
R&D expense	14,956	13,784	12,338	12,220	12,833	13,136
Others	801	13,764	1,388	1,766	1,457	1,431
Operating profit	(27,701)	(12,558)	6,431	15,016	21,060	28,220
Net Interest income/(expense)	(39)	166	539	271	524	235
Others	(51,276)	0	0	0	0	0
Pre-tax profit	(79,016)	(12,392)	6,97 0	15,287	21,584	28,455
Income tax	(1,025)	1,158	490	(153)	1,511	2,846
After tax profit	(77,990)	(13,551)	6,4 80	15,440	20,073	25,610
Net profit	(77,990)	(13,551)	6,480	15,440	20,073	25,610 25,610
Adjusted net profit		(5,751)	10,271	17,664	22,394	27,930
Adjusted het pront	(18,852)	(5,751)	10,271	17,004	22,394	21,930
BALANCE SHEET	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)	202171	LULLIN	202074	20242	20202	20202
Current assets	53,011	45,859	60,361	84,584	90,044	130,223
Cash & equivalents	32,612	13,274	12,905	34,918	23,531	70,146
Restricted cash	2	59	12,303	128	128	128
Account receivables	4,450	6,288	6,457	7,840	8,132	9,261
Prepayment	3,278	4,832	4,919	6,020	6,201	7,107
ST bank deposits	3,825	8,318	9,874	9,599	25,974	17,504
Financial assets at FVTPL	8,842	13,087	26,078	26,078	26,078	26,078
Non-current assets	39,505	43,449	45,935	48,330	68,267	61,846
PP&E	11,051	13,215	12,356	11,637	13,599	15,448
Right-of-use assets	12,562	10,806	10,399	13,814	15,584	15,809
Deferred income tax	5,405	5,095	6,108	6,108	6,108	6,108
Investment in JVs & assos	1,411	268	214	214	214	214
Intangibles	1,172	1,123	1,073	1,043	1,055	935
Financial assets at FVTPL	3,301	3,626	5,245	5,245	5,245	5,245
Other non-current assets	4,603	9,316	10,540	10,268	26,462	18,086
Total assets	92,515	89,307	106,296	132,914	158,311	192,069
Total assets	32,010	03,307	100,230	102,314	100,011	132,003
Current liabilities	37,256	40,710	48,778	55,146	56,828	62,417
Account payables	20,021	22,868	23,601	26,965	27,565	29,572
Tax payable	1,080	936	1,222	1,273	1,422	1,549
Other current liabilities	12,626	13,430	20,628	22,628	23,043	26,409
Lease liabilities	3,529	3,475	3,327	4,280	4,798	4,887
Non-current liabilities	10,164	8,760	8,444	10,962	12,284	12,522
Obligations under finance leases	10,080	8,721	8,405	10,813	12,121	12,346
Other non-current liabilities	84	39	39	148	163	176
Total liabilities	47,419	49,470	57,222	66,108	69,112	74,939
Share capital	0	0	0	0	0	0
Retained earnings	(250,172)	(263,883)	(257,491)	(242,079)	(222,006)	(196,396)
Other reserves	295,261	303,712	306,554	308,875	311,195	313,516
Total shareholders equity	45,089	39,830	49,063	66,795	89,189	117,119
Minority interest	7	8	11	11	11	11
Total equity and liabilities	92,515	89,307	106,296	132,914	158,311	192,069



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CASH FLOW	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	(79,016)	(12,392)	6,970	15,287	21,584	28,455
Depreciation & amortization	6,885	6,573	7,202	7,627	9,179	10,433
Tax paid	(1,497)	(990)	(1,223)	313	(1,347)	(2,706)
Change in working capital	8,531	1,234	4,859	2,879	542	3,339
Others	59,577	7,773	2,973	2,293	2,321	2,321
Net cash from operations	(5,519)	2,198	20,781	28,399	32,279	41,841
Investing						
Capital expenditure	(8,777)	(50,079)	(66,680)	(3,929)	(7,234)	(7,743)
Acquisition of subsidiaries/ investments	(72,416)	0	0	0	0	0
Net proceeds from disposal of short-term investments	67,406	0	0	0	0	0
Others	(4,574)	32,531	46,815	546	(32,568)	16,847
Net cash from investing	(18,361)	(17,548)	(19,865)	(3,383)	(39,802)	9,104
Financing						
Net borrowings	0	0	11,259	0	0	0
Proceeds from share issues	39,223	0	0	0	0	0
Others	(2,722)	(4,482)	(1,364)	(3,003)	(3,864)	(4,331)
Net cash from financing	36,500	(4,482)	(1,364)	(3,003)	(3,864)	(4,331)
Net change in cash						
Cash at the beginning of the year	20,392	32,612	13,274	12,905	34,918	23,531
Exchange difference	(399)	494	79	0	0	0
Cash at the end of the year	32,612	13,274	12,905	34,918	23,531	70,146
GROWTH	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Revenue	37.9%	16.2%	20.5%	12.2%	11.7%	8.9%
Gross profit	42.9%	23.8%	36.2%	21.3%	13.8%	12.2%
Operating profit	na	na	na	133.5%	40.3%	34.0%
Net profit	na	na	na	138.3%	30.0%	27.6%
Adj. net profit	na	na	na	72.0%	26.8%	24.7%
PROFITABILITY	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Gross profit margin	42.0%	44.7%	50.6%	54.7%	55.7%	57.4%
Operating margin	(34.2%)	(13.3%)	5.7%	11.8%	14.8%	18.2%
Adj. net profit margin	(23.3%)	(6.1%)	9.1%	13.9%	15.7%	18.0%
Return on equity (ROE)	na	(31.9%)	14.6%	26.7%	25.7%	24.8%
GEARING/LIQUIDITY/ACTIVITIES	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Net debt to equity (x)	(0.7)	(0.3)	(0.3)	(0.5)	(0.3)	(0.6)
Current ratio (x)	1.4	1.1	1.2	1.5	1.6	2.1
Receivable turnover days	20.0	24.4	20.8	22.5	20.9	21.8
Payable turnover days	155.3	160.4	153.6	170.6	159.7	163.6
VALUATION	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
P/E	ns	ns	32.5	13.7	10.5	8.2
P/E (diluted)	ns	ns	32.5	13.7	10.5	8.2
P/B	4.2	5.2	4.3	3.2	2.4	1.8

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.



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