

Yum China (YUMC US)

Improving outlook and decent cash returns

We believe Yum China SSSG might still be negative in 4Q24E (despite a positive foot traffic growth), but thanks to its soft raw material inflation and efficiency gains across store and headquarters levels, we do expect net profit growth to be decent in 4Q24E. Moreover, supported by the slightly more optimistic FY25E outlook, generous cash return programme and attractive valuation, we maintain BUY.

- Sales trend may still be mildly under pressure in 4Q24E. We expect Yum China's SSSG in 4Q24E to be at around -3%, similar to that in 3Q24. Breaking down into brands, we now expect KFC/ Pizza Hut's SSSG to be at -2%/ -5% in 4Q24E, similar to the -2%/ -6% in 3Q24. In terms of ASP, we still think that would be declining, due to promotions and increasingly rational consumption by customers, but the foot traffic growth should still be positive in 4Q24E. Based on our estimates, SSSG could be flattish in Oct 2024, but slightly weakened in Nov and Dec 2024. However, we believe this performance is already leading in the overall catering industry.
- But profitability is more important, which should still be under control in 4Q24E. Firstly, we believe the GP margin may be at around 70%, stable vs 3Q24 and better than 3Q23, supported by the declining chicken prices in China. Secondly, China's CPI continue to outpace the PPI in recent years, which shall help drive down the overall raw material inflation pressure. Thirdly, we also think the opex is in a very good shape, as management is still confident on improving its SG&A mix (as % of sales) to below 5% in FY24E and the A&P expenses are still under refinement (boosting the ROI with no material increase in overall budget). Therefore, we are forecasting a 4% sales growth and 17% net profit growth in 4Q24E.
- We believe store expansion should still be fast in 4Q24E, due to seasonality. We forecast Yum China to open around 500 new stores in 4Q24E (vs 438 in 3Q24E), hence the overall new stores in FY24E could be at about 1,715 (close to high end of the FY24E guidance of 1,500-1,700), because of seasonality (more stores will be opened in 4Q) and the early CNY in 2025 (many stores are likely to be opened right before the big festival). Moreover, while the number of PizzaHut WOW stores has already met the target of 200 in FY24E, the number of K-Coffee has exceeded the target of 600 in FY24E (reached 700 already, based on our channel check); these are all rather positive in driving SSSG in FY25E, in our view.
- Maintain BUY and fine-tune TP to US\$ 58.12. Our new TP is based on 22x FY25E P/E (up from 15x, thanks to turnaround in net profit growth). We fine-tune FY24E/ 25E/ 26E net profit forecasts by +1%/ +1%/ -2% to reflect a weaker SSSG but faster store openings. The stock is now trading at 17x FY25E P/E, still not demanding vs 5-year average of 25x.

Earnings Summary

(YE 31 Dec)	FY22A	FY23A	FY24E	FY25E	FY26E
Revenue (US\$ mn)	9,569	10,978	11,304	12,300	13,171
YoY growth (%)	(2.9)	14.7	3.0	8.8	7.1
Operating profit (US\$ mn)	629.0	1,106.0	1,189.4	1,317.1	1,383.2
Net profit (US\$ mn)	442.0	827.0	909.9	990.8	1,053.4
EPS (Reported) (US\$)	1.04	1.97	2.22	2.64	2.95
YoY growth (%)	(54.4)	89.3	12.9	18.8	11.9
P/E (x)	42.9	22.7	20.1	16.9	15.1
P/B (x)	2.5	2.7	2.2	1.9	1.6
Yield (%)	1.1	1.2	1.4	1.6	1.8
ROE (%)	5.9	11.6	12.1	12.0	11.6
Source: Company data, Bloombe	rg, CMBIGM e	stimates			

BUY (Maintain)

 Target Price
 U\$\$58.12

 (Previous TP
 U\$\$38.07)

 Up/Downside
 30.3%

 Current Price
 U\$\$44.61

China Consumer Discretionary

Walter WOO (852) 3761 8776 walterwoo@cmbi.com.hk

Stock Data

Mkt Cap (US\$ mn)	16,976.3
Avg 3 mths t/o (US\$ mn)	94.7
52w High/Low (US\$)	51.46/29.24
Total Issued Shares (mn)	380.6

Source: FactSet

Shareholding Structure

JPMorgan Chase & Co.	10.5%
Invesco Advisers, Inc.	8.0%
Source: HKEx	

Share Performance

	Absolute	Relative
1-mth	-5.3%	-1.0%
3-mth	-9.4%	-10.9%
6-mth	42.4%	31.0%

Source: FactSet

12-mth Price Performance



Source: FactSet

Recent reports:

Yum China (9987 HK) - A strong beat once again and we are optimistic (5 Nov 24)

DPC Dash (1405 HK) - Our view on placement by Domino's Pizza (18 Oct 24)

Haidilao (6862 HK) - Waiting for new initiatives to shine, with yields (4 Sep 24)

DPC Dash (1405 HK) - Prudence guidance with solid fundamentals (30 Aug 24)

<u>Jiumaojiu (9922 HK) - Transforming</u> <u>despite tough macro backdrop</u> (27 Aug 24)

Jiumaojiu (9922 HK) - We see risks in 2H24E after the miss in 2Q24 (22 Jul 24)



- The cash return programme and the current valuation are rather attractive. Yum China has already purchased shares worth around US\$ 1,236mn in FY24, at an average price of roughly US\$ 39.6, plus the likely dividend of US\$ 250mn, it is on track to meet its US\$ 1.5bn annual cash return target in FY24E. For FY25E, the Company is still committed to returning a similar amount of US\$ 1.5bn to shareholders, which is about 9% of the current market cap. Therefore, we still think the risk-reward of the Company, at this current valuation of 17x FY25E P/E, is fairly attractive.
- Our initiate thoughts about FY25E. We are cautiously optimistic about Yum China's outlook in FY25E, because of: 1) macro factors such as the potential reduction in competition, as more and more independent restaurants go out of business, 2) better SSSG (we estimate around 1% SSSG in FY25E, likely turning positive since 3Q25E), driven by around 2% ASP hike by KFC (we do not expect that to result in a drag in foot traffic given its highly value-for-money nature) and ASP cut by Pizza Hut (we do expect the foot traffic to improve after the 30% price cut for around 30 items at Pizza Hut stores), opening of more K-Coffee and WOW stores, rollout of new and innovative products and different marketing campaigns, and 3) continual improvements in operating efficiency, thanks to the Project Red Eye and Project Fresh Eye.

Earnings revision

Figure 1: Earnings revision

<u> </u>									
		New			Old			Diff (%)	
RMB mn	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	11,304	12,300	13,171	11,193	12,082	12,977	1.0%	1.8%	1.5%
Gross profit	7,917	8,661	9,279	7,834	8,507	9,139	1.1%	1.8%	1.5%
EBIT	1,189	1,317	1,383	1,157	1,288	1,387	2.8%	2.2%	-0.2%
Net profit att.	910	991	1,053	898	984	1,072	1.3%	0.7%	-1.7%
Diluted EPS (USD)	2.223	2.642	2.955	2.177	2.647	3.200	2.1%	-0.2%	-7.6%
Gross margin	70.0%	70.4%	70.4%	70.0%	70.4%	70.4%	0ppt	0ppt	0ppt
EBIT margin	10.5%	10.7%	10.5%	10.3%	10.7%	10.7%	0.2ppt	0ppt	-0.2ppt
Net profit att. margin	8.0%	8.1%	8.0%	8.0%	8.1%	8.3%	0ppt	-0.1ppt	-0.3ppt

Source: Company data, CMBIGM estimates

Figure 2: CMBIGM estimates vs consensus

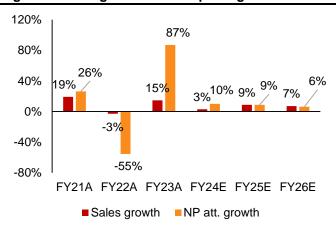
<u> </u>	CMBIGM			Consensus			Diff (%)		
RMB mn	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	11,304	12,300	13,171	11,337	12,237	13,228	-0.3%	0.5%	-0.4%
Gross profit	7,917	8,661	9,279	7,335	7,454	7,633	7.9%	16.2%	21.6%
EBIT	1,189	1,317	1,383	1,162	1,310	1,457	2.4%	0.5%	-5.1%
Net profit att.	910	991	1,053	916	978	1,083	-0.6%	1.3%	-2.8%
Diluted EPS (USD)	2.223	2.642	2.955	2.327	2.584	2.949	-4.5%	2.2%	0.2%
Gross margin	70.0%	70.4%	70.4%	64.7%	60.9%	57.7%	5.3ppt	9.5ppt	12.7ppt
EBIT margin	10.5%	10.7%	10.5%	10.2%	10.7%	11.0%	0.3ppt	0ppt	-0.5ppt
Net profit att. margin	8.0%	8.1%	8.0%	8.1%	8.0%	8.2%	0ppt	0.1ppt	-0.2ppt

Source: Bloomberg, CMBIGM estimates



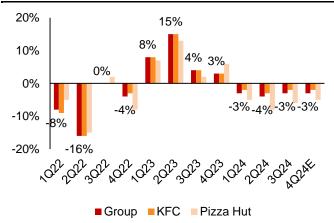
Focus Charts

Figure 3: Sales growth and net profit growth



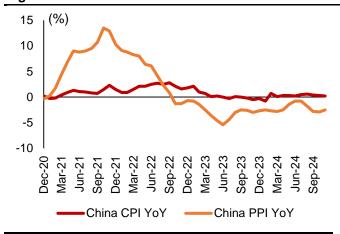
Source: Company data, CMBIGM estimates

Figure 5: SSSG, by group and brand



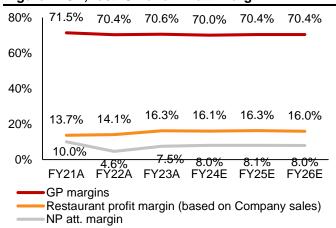
Source: Company data, CMBIGM estimates

Figure 7: China CPI and PPI



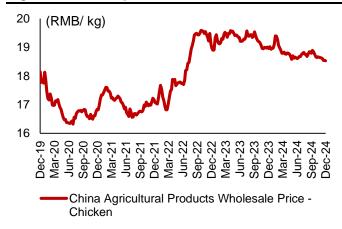
Source: NBS, CMBIGM

Figure 4: GP, rest. OP and NP att. margin



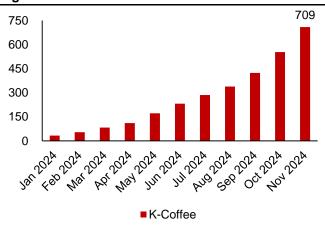
Source: Company data, CMBIGM estimates

Figure 6: Chicken prices in China



Source: Wind, CMBIGM

Figure 8: Number of K-Coffee stores



Source: https://www.canyin88.com, CMBIGM estimates



Results Preview

Figure 9: Results preview - Quarterly

rigure 9: Results	preview	– Quai	lerry							
Half yearly (RMB mn)	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24E	1Q24 YoY	2Q24 YoY	3Q24 YoY	4Q24 E YoY
Revenue	2,914	2,493	2,958	2,679	3,071	2,596	1%	1%	5%	4%
Food and paper	-858	-758	-896	-797	-918	-776				
Gross profit	2,056	1,735	2,062	1,882	2,153	1,820	-1%	0%	5%	5%
GP margins	70.6%	69.6%	69.7%	70.3%	70.1%	70.1%				
Other income & gains	0	1	1	0	0	-1				
Payroll & benefits	-699	-678	-708	-666	-728	-697	4%	0%	4%	3%
Payroll & benefits/ sales	-24.0%	-27.2%	-23.9%	-24.9%	-23.7%	-26.8%				
Rent & other opex	-732	-654	-697	-674	-755	-668	1%	0%	3%	2%
Rent & other opex/ sales	-25.1%	-26.2%	-23.6%	-25.2%	-24.6%	-25.7%				
Admin expenses	-273	-247	-254	-234	-259	-218	-4%	-5%	-5%	-12%
Admin exp/	0.407	0.00/	0.00/	0.70/	0.407	0.407				
sales	-9.4%	-9.9%	-8.6%	-8.7%	-8.4%	-8.4%				
Other opex	-29	-47	-30	-42	-40	-58				
Operating profit (EBIT)	323	110	374	266	371	178	-10%	4%	15%	62%
OP margins	11.1%	4.4%	12.6%	9.9%	12.1%	6.9%				
Investment gain	-2	-18	8	8	36	-18				
(loss)										
Net finance income	46	45	38	31	31	5				
Net finance income / sales	1.6%	1.8%	1.3%	1.2%	1.0%	0.2%				
Profit after financing costs	367	137	420	305	438	165				
Associated coms	0	0	0	0	0	0				
Jointly controlled coms	0	0	0	0	0	0				
Pre-tax profit	367	137	420	305	438	165	-4%	7%	19%	21%
Tax	-100	-30	-113	-77	-119	-43				
Tax / sales	-3.4%	-1.2%	-3.8%	-2.9%	-3.9%	-1.7%				
Effective tax rate	-27.2%	-21.9%	-26.9%	-25.2%	-27.2%	-26.0%				
Minority interests	23	10	20	16	22	8				
Net profit att.	244	97	287	212	297	114	-1%	8%	22%	17%
NP margins	8.4%	3.9%	9.7%	7.9%	9.7%	4.4%				

Source: Company data, CMBIGM estimates



Assumptions

Figure 10: CMBIGM's assumptions

Major assumptions	FY22A	FY23A	FY24E	FY25E	FY26E
Sales by segment (US\$ mn)					
KFC - dine in sales	4,457	5,278	5,275	5,735	6,153
KFC - delivery sales	2,762	2,962	3,229	3,455	3,662
PH - dine in sales	1,125	1,412	1,363	1,535	1,689
PH- delivery sales	835	834	918	991	1,061
Others	390	492	520	584	607
Total	9,569	10,978	11,304	12,300	13,171
Sales by segment growth (%)					
KFC - dine in sales	-7.5%	18.4%	-0.1%	8.7%	7.3%
KFC - delivery sales	26.4%	7.2%	9.0%	7.0%	6.0%
PH - dine in sales	-16.1%	25.5%	-3.4%	12.6%	10.0%
PH- delivery sales	8.6%	-0.1%	10.0%	8.0%	7.0%
Others	-47.4%	26.2%	5.7%	12.2%	4.1%
Total	-2.9%	14.7%	3.0%	8.8%	7.1%
Sales network by brand					
KFC	9,094	10,296	11,596	12,946	14,346
Pizza Hut	2,903	3,312	3,802	4,292	4,782
Others	950	1,036	961	966	1,001
Total	12,947	14,644	16,359	18,204	20,129
Restaurant profit margin by brand					
KFC	15.5%	17.5%	17.4%	17.6%	17.1%
Pizza hut	9.1%	11.7%	10.6%	10.8%	10.9%
Others	-4.6%	-2.6%	0.4%	0.5%	0.6%
Total	14.1%	16.3%	16.1%	16.3%	16.0%
Costs breakdown					
Food and paper/ sales	29.6%	29.4%	30.0%	29.6%	29.6%
Payroll and employee benefits/ sales	25.0%	24.8%	24.8%	24.6%	24.9%
Rental and other operating expenses/ sales	27.2%	25.1%	24.7%	24.6%	24.6%
G & A expenses/ sales	6.2%	5.8%	5.0%	5.0%	5.0%
Franchisees expenses/ sales	2.9%	3.2%	3.2%	3.4%	3.4%
Effective tax rate	30.4%	26.5%	26.5%	26.0%	26.0%
NP att. margin	4.6%	7.5%	8.0%	8.1%	8.0%
NP att. growth (%)	-55.4%	87.1%	10.0%	8.9%	6.3%

Source: Company data, CMBIGM estimates



Valuation

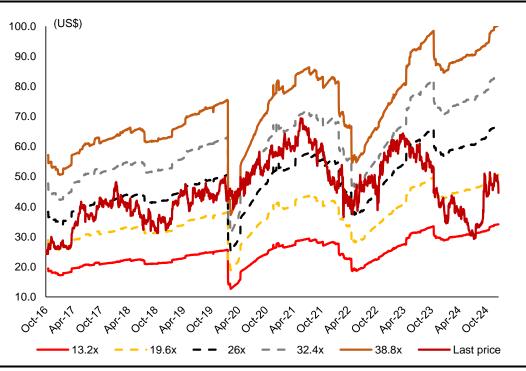
Figure 11: Peers valuation table

Company Ticker Rating (LC) (LC) side (HK\$mn) End FY1E FY2E FY2E FY0 FY1E FY1E FY1E Leading Greater China Catering	Leading Greate Yum China Jiumaojiu Haidilao DPC Dash Nayuki	
Yum China YUMC US BUY 58.12 44.61 30% 131,432 Dec-23 20.6 17.3 2.2 11.6 1.4 1.4 Jiumaojiu 9922 HK HOLD 2.64 3.11 -15% 4,347 Dec-23 19.3 11.6 1.2 9.1 (7.2) 2.2 Haidilao 6862 HK BUY 15.94 14.94 7% 83,276 Dec-23 17.0 15.0 5.8 45.4 2.8 4.7 DPC Dash 1405 HK BUY 81.20 72.65 12% 9,485 Dec-23 17.0 15.0 5.8 45.4 2.8 4.7 DPC Dash 1405 HK BUY 3.43 1.30 164% 2,217 Dec-23 17.0 15.0 5.8 45.4 2.8 4.7 DPC Dash 148 BUY 3.43 1.30 164% 2,217 Dec-23 16.0 16.0 16.0 16.0 16.0 16.0 16.0 16.0	Yum China Jiumaojiu Haidilao DPC Dash Nayuki	
Jiumaojiu 9922 HK HOLD 2.64 3.11 -15% 4,347 Dec-23 19.3 11.6 1.2 9.1 (7.2) 2.2 Haidilao 6862 HK BUY 15.94 14.94 7% 83,276 Dec-23 17.0 15.0 5.8 45.4 2.8 4.7 DPC Dash 1405 HK BUY 81.20 72.65 12% 9,485 Dec-23 135.5 60.8 4.2 (1.9) (0.4) 0.1 Nayuki 2150 HK BUY 3.43 1.30 164% 2,217 Dec-23 n/a n/a 0.5 0.3 n/a 0.0 Luckin Coffee LKNCY US BUY 33.80 26.50 28% 69,276 Dec-23 166.0 120.6 4.9 26.0 (4.1) n/a Helens 9869 HK NR n/a 2.25 n/a 2,847 Dec-23 13.0 10.0 1.6 9.9 0.8 11.3 Tam Jai 2217 HK NR n/a 0.77 n/a 1,037 Mar-24 n/a n/a 0.6 7.8 n/a n/a Cafe De Coral 341 HK BUY 9.30 7.66 21% 4,443 Mar-24 15.2 13.8 1.5 9.8 4.5 7.3 Xiabuxiabu 520 HK BUY 4.89 0.97 404% 1,054 Dec-23 15.1 13.5 2.4 18.4 3.3 5.8 Gourmet Master 2723 TT NR n/a 98.40 n/a 4,189 Dec-23 25.6 17.6 1.6 3.6 1.7 3.3 International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 25.1 23.4 n/a n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a n/a 3.0 2.6	Jiumaojiu Haidilao DPC Dash Nayuki	
Haidilao 6862 HK BUY 15.94 14.94 7% 83,276 Dec-23 17.0 15.0 5.8 45.4 2.8 4.7 DPC Dash 1405 HK BUY 81.20 72.65 12% 9,485 Dec-23 135.5 60.8 4.2 (1.9) (0.4) 0.1 Nayuki 2150 HK BUY 3.43 1.30 164% 2,217 Dec-23 n/a n/a n/a 0.5 0.3 n/a 0.0 Luckin Coffee LKNCY US BUY 33.80 26.50 28% 69,276 Dec-23 166.0 120.6 4.9 26.0 (4.1) n/a Helens 9869 HK NR n/a 2.25 n/a 2,847 Dec-23 13.0 10.0 1.6 9.9 0.8 11.3 Tam Jai 2217 HK NR n/a 0.77 n/a 1,037 Mar-24 n/a n/a 0.6 7.8 n/a n/a Cafe De Coral 341 HK BUY 9.30 7.66 21% 4,443 Mar-24 15.2 13.8 1.5 9.8 4.5 7.3 Xiabuxiabu 520 HK BUY 4.89 0.97 404% 1,054 Dec-23 n/a n/a 1.1 (40.7) n/a 3.7 Yihai 1579 HK NR n/a 13.38 n/a 13.871 Dec-23 15.1 13.5 2.4 18.4 3.3 5.8 Gourmet Master 2723 TT NR n/a 98.40 n/a 4,189 Dec-23 25.6 17.6 1.6 3.6 1.7 3.3 International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a n/a 4.4 2.0 Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a n/a 3.0 2.6	Haidilao DPC Dash Nayuki	
DPC Dash 1405 HK BUY 81.20 72.65 12% 9,485 Dec-23 135.5 60.8 4.2 (1.9) (0.4) 0.1 Nayuki 2150 HK BUY 3.43 1.30 164% 2,217 Dec-23 n/a n/a 0.5 0.3 n/a 0.0 Luckin Coffee LKNCY US BUY 33.80 26.50 28% 69,276 Dec-23 166.0 120.6 4.9 26.0 (4.1) n/a Helens 9869 HK NR n/a 2.25 n/a 2,847 Dec-23 13.0 10.0 1.6 9.9 0.8 11.3 Tam Jai 2217 HK NR n/a 0.77 n/a 1,037 Mar-24 n/a n/a 0.6 7.8 n/a n/a Cafe De Coral 341 HK BUY 9.30 7.66 21% 4,443 Mar-24 15.2 13.8 1.5 9.8 4.5 7.3 Xiabuxiabu	DPC Dash Nayuki	
Nayuki 2150 HK BUY 3.43 1.30 164% 2,217 Dec-23 n/a n/a 0.5 0.3 n/a 0.0 Luckin Coffee LKNCY US BUY 33.80 26.50 28% 69,276 Dec-23 166.0 120.6 4.9 26.0 (4.1) n/a Helens 9869 HK NR n/a 2.25 n/a 2,847 Dec-23 13.0 10.0 1.6 9.9 0.8 11.3 Tam Jai 2217 HK NR n/a 0.77 n/a 1,037 Mar-24 n/a n/a 0.6 7.8 n/a n/a Cafe De Coral 341 HK BUY 9.30 7.66 21% 4,443 Mar-24 15.2 13.8 1.5 9.8 4.5 7.3 Xiabuxiabu 520 HK BUY 4.89 0.97 404% 1,054 Dec-23 n/a n/a 1.1 (40.7) n/a 3.7 Yihai 1579	Nayuki	
Luckin Coffee LKNCY US BUY 33.80 26.50 28% 69,276 Dec-23 166.0 120.6 4.9 26.0 (4.1) n/a Helens 9869 HK NR n/a 2.25 n/a 2,847 Dec-23 13.0 10.0 1.6 9.9 0.8 11.3 Tam Jai 2217 HK NR n/a 0.77 n/a 1,037 Mar-24 n/a n/a 0.6 7.8 n/a n/a Cafe De Coral 341 HK BUY 9.30 7.66 21% 4,443 Mar-24 15.2 13.8 1.5 9.8 4.5 7.3 Xiabuxiabu 520 HK BUY 4.89 0.97 404% 1,054 Dec-23 n/a n/a 1.1 (40.7) n/a 3.7 Yihai 1579 HK NR n/a 13.38 n/a 13,871 Dec-23 15.1 13.5 2.4 18.4 3.3 5.8 Gourmet Master	•	
Helens	Luckin Coffee	
Tam Jai 2217 HK NR n/a 0.77 n/a 1,037 Mar-24 n/a n/a 0.6 7.8 n/a n/a Cafe De Coral 341 HK BUY 9.30 7.66 21% 4,443 Mar-24 15.2 13.8 1.5 9.8 4.5 7.3 Xiabuxiabu 520 HK BUY 4.89 0.97 404% 1,054 Dec-23 n/a n/a 1.1 (40.7) n/a 3.7 Yihai 1579 HK NR n/a 13.38 n/a 13,871 Dec-23 15.1 13.5 2.4 18.4 3.3 5.8 Gourmet Master 2723 TT NR n/a 98.40 n/a 4,189 Dec-23 25.6 17.6 1.6 3.6 1.7 3.3 Avg. 47.5 31.1 2.3 8.3 0.3 4.0 Wed. 19.3 15.0 1.6 9.5 1.4 3.5 <td c<="" td=""><td></td></td>	<td></td>	
Cafe De Coral 341 HK BUY 9.30 7.66 21% 4,443 Mar-24 15.2 13.8 1.5 9.8 4.5 7.3 Xiabuxiabu 520 HK BUY 4.89 0.97 404% 1,054 Dec-23 n/a n/a 1.1 (40.7) n/a 3.7 Yihai 1579 HK NR n/a 13.38 n/a 13,871 Dec-23 15.1 13.5 2.4 18.4 3.3 5.8 Gourmet Master 2723 TT NR n/a 98.40 n/a 4,189 Dec-23 25.6 17.6 1.6 3.6 1.7 3.3 Avg. 47.5 31.1 2.3 8.3 0.3 4.0 Med. 19.3 15.0 1.6 9.5 1.4 3.5 International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a 4.4	Helens	
Xiabuxiabu 520 HK BUY 4.89 0.97 404% 1,054 Dec-23 n/a n/a 1.1 (40.7) n/a 3.7 Yihai 1579 HK NR n/a 13.38 n/a 13,871 Dec-23 15.1 13.5 2.4 18.4 3.3 5.8 Gourmet Master 2723 TT NR n/a 98.40 n/a 4,189 Dec-23 25.6 17.6 1.6 3.6 1.7 3.3 International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a 4.4 2.0 Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a 3.0	Tam Jai	
Yihai 1579 HK NR n/a 13.38 n/a 13,871 Dec-23 15.1 13.5 2.4 18.4 3.3 5.8 Gourmet Master 2723 TT NR n/a 98.40 n/a 4,189 Dec-23 25.6 17.6 1.6 3.6 1.7 3.3 Avg. 47.5 31.1 2.3 8.3 0.3 4.0 Med. 19.3 15.0 1.6 9.5 1.4 3.5 International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a 4.4 2.0 Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a <t< td=""><td>Cafe De Coral</td></t<>	Cafe De Coral	
Gourmet Master 2723 TT NR n/a 98.40 n/a 4,189 Dec-23 25.6 17.6 1.6 3.6 1.7 3.3 Avg. 47.5 31.1 2.3 8.3 0.3 4.0 Med. 19.3 15.0 1.6 9.5 1.4 3.5 International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a 4.4 2.0 Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a 3.0 2.6	Xiabuxiabu	
Avg. 47.5 31.1 2.3 8.3 0.3 4.0 Med. 19.3 15.0 1.6 9.5 1.4 3.5 International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a 4.4 2.0 Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a 3.0 2.6	Yihai	
International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a 4.4 2.0 Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a n/a 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a 3.0 2.6	Gourmet Master	
International Catering Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a 4.4 2.0 Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a 3.0 2.6		
Yum! Brands YUM US NR n/a 133.44 n/a 289,484 Dec-23 24.4 22.0 n/a n/a 4.4 2.0 Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a 3.0 2.6		
Mcdonald's MCD US NR n/a 294.78 n/a 1,642,135 Dec-23 25.1 23.4 n/a n/a 4.8 2.3 Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a 3.0 2.6	International Ca	
Starbucks Corp SBUX US NR n/a 92.58 n/a 815,973 Sep-24 29.7 24.9 n/a n/a 3.0 2.6	Yum! Brands	
	Mcdonald's	
Death Breads OSP LIC ND n/o 64.04 n/o 220.596 Doc 22 40.5 47.4 6.0 44.2 7.2 2.6	Starbucks Corp	
Rest Brands Q3K 03 NK 11/a 04.94 11/a 229,300 Dec-23 19.3 17.1 0.0 41.3 7.3 3.0	Rest' Brands	
Chipotle CMG US NR n/a 59.7 n/a 632,358 Dec-23 53.4 45.3 22.2 45.7 2.6 0.0	Chipotle	
Darden DRI US NR n/a 187.72 n/a 170,948 May-24 19.8 17.6 10.1 50.8 1.9 2.9	Darden	
Domino's Pizza DPZ US NR n/a 438.08 n/a 117,597 Dec-23 26.3 24.8 n/a n/a 2.8 1.4	Domino's Pizza	
Wendy's Co WEN US NR n/a 16.17 n/a 25,623 Dec-23 16.2 15.4 12.9 64.3 2.6 6.2	Wendy's Co	
Shake Shack SHAK US NR n/a 133.38 n/a 44,406 Dec-23 164.7 117.3 11.7 2.0 3.6 n/a	•	
Wingstop Inc WING US NR n/a 298.01 n/a 67,673 Dec-23 81.2 65.9 n/a n/a 2.4 0.3	Shake Shack	
Jollibee Foods JFC PM NR n/a 261.00 n/a 39,118 Dec-23 27.8 23.4 3.4 12.4 1.5 1.2		
Avg. 44.4 36.1 11.1 36.1 3.4 2.2	Wingstop Inc	
Med. 26.3 23.4 10.9 43.5 2.8 2.1	Wingstop Inc	

Source: Bloomberg, Company data, CMBIGM estimates Note: Data as of 3 Jan 2025



Figure 12: Forward 12M P/E valuation band



Source: Bloomberg, CMBIGM estimates



Financial Summary

INCOME STATEMENT	2021A	2022A	20224	2024E	2025E	2026E
	Z0Z1A	Z022A	2023A	Z024E	Z023E	2026E
YE 31 Dec (US\$ mn)						
Revenue	9,853	9,569	10,978	11,304	12,300	13,171
Cost of goods sold	(2,812)	(2,836)	(3,224)	(3,387)	(3,639)	(3,893)
Gross profit	7,041	6,733	7,754	7,917	8,661	9,279
Operating expenses	(6,298)	(6,010)	(6,648)	(6,728)	(7,344)	(7,896)
Selling expense	0	0	0	0	0	0
Admin expense	(663)	(704)	(779)	(735)	(812)	(869)
Staff costs	(2,258)	(2,389)	(2,725)	(2,799)	(3,029)	(3,282)
Other rental related expenses	(959)	(884)	(935)	(942)	(997)	(1,041)
Others	(1,902)	(1,431)	(1,756)	(1,631)	(1,839)	(1,984)
Operating profit Other income	1,386 643	629 (94)	1,106 0	1,189 0	1,317 0	1,383 0
Share of (losses)/profits of associates/JV	043	(94)	0	0	0	0
EBITDA	1,902	1,231	1,559	1,811	1,985	2,103
Depreciation	(505)	(582)	(423)	(561)	(624)	(703)
Other amortisation	(11)	(20)	(30)	(61)	(44)	(17)
Interest income	60	84	169	105	131	157
Interest expense	0	0	0	0	0	0
Net Interest income/(expense)	60	84	169	105	131	157
Other income/expense	(54)	(26)	(49)	34	(12)	(13)
Pre-tax profit	1,392	687	1,226	1,328	1,436	1,527
Income tax	(369)	(209)	(325)	(352)	(373)	(397)
After tax profit	1,023	478	901	976	1,063	1,130
Minority interest	(33)	(36)	(74)	(66)	(72)	(76)
Net profit	990	442	82 7	910	991	1,053
			v =.	0.0	•	.,,,,,
BALANCE SHEET	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (US\$ mn)						
Current assets	4,716	3,940	3,431	4,257	5,023	5,849
Cash & equivalents	1,136	1,130	1,128	1,927	2,623	3,384
Restricted cash	2,860	2,022	1,472	1,472	1,472	1,472
Account receivables	67	64	68	68	74	79
Inventories	432	417	424	442	475	508
Prepayment	221	307	339	349	380	407
Other current assets	0	0	0	0	0	0
Non-current assets	8,507	7,886	8,600	8,546	8,703	8,840
PP&E	2,251	2,118	2,310	2,484	2,659	2,812
Right-of-use assets	2,612	2,219	2,217	2,217	2,217	2,217
Investment in JVs & assos	292	266	332	332	332	332
Intangibles	272	159	150	89	46	29
Goodwill	2,142	1,988	1,932	1,765	1,791	1,791
Other non-current assets	938	1,136	1,659	1,659	1,659	1,659
Total assets	13,223	11,826	12,031	12,803	13,727	14,689
Current liabilities	2,383	2,166	2,422	2,448	2,559	2,664
Short-term borrowings	0	0	0	0	0	0
Account payables	830	727	786	795	854	913
Tax payable	51	68	90	90	90	90
Other current liabilities	1,502	1,371	1,546	1,563	1,615	1,661
Non-current liabilities	2,918	2,500	2,490	2,490	2,490	2,490
Long-term borrowings	0	0	0	0	0	0
Other non-current liabilities	2,918	2,500	2,490	2,490	2,490	2,490
Total liabilities	5,301	4,666	4,912	4,938	5,049	5,154
Share conital	4.067	4.004	4.005	4.005	4.005	4.005
Share capital	4,967	4,291	4,095	4,095	4,095	4,095 4,221
Potoined cornings	2.002	0.404				
Retained earnings	2,892	2,191 679	2,310	2,739	3,457	
Other reserves	63	678	714	1,031	1,125	1,218
Other reserves Total shareholders equity	63 7,922	678 7,160	714 7,119	1,031 7,865	1,125 8,677	1,218 9,534
Other reserves	63	678	714	1,031	1,125	1,218



CASH FLOW	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (US\$ mn)						
Operating						
Profit before taxation	1,392	687	1,226	1,328	1,436	1,527
Depreciation & amortization	516	602	453	622	668	720
Tax paid	160	(20)	(10)	(352)	(373)	(397)
Change in working capital	53	0	49	(2)	42	40
Others	(990)	144	(245)	167	(26)	0
Net cash from operations	1,131	1,413	1,473	1,763	1,746	1,889
Investing						
Capital expenditure	(689)	(679)	(710)	(735)	(800)	(856)
Acquisition of subsidiaries/ investments	(115)	(23)	(20)	0	0	0
Others	(51)	180	(13)	0	0	0
Net cash from investing	(855)	(522)	(743)	(735)	(800)	(856)
Financing						
Dividend paid	(203)	(202)	(216)	(230)	(251)	(273)
Net borrowings	0	2	164	0	0	0
Proceeds from share issues	0	0	0	0	0	0
Share repurchases	(75)	(466)	(613)	0	0	0
Others	(35)	(178)	(51)	0	0	0
Net cash from financing	(313)	(844)	(716)	(230)	(251)	(273)
Net change in cash						
Cash at the beginning of the year	1,158	1,136	1,130	1,128	1,927	2,623
Exchange difference	15	(53)	(16)	0	0	0
Others	(37)	47	14	799	696	761
Cash at the end of the year	1,136	1,130	1,128	1,927	2,623	3,384
GROWTH	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Revenue	19.2%	(2.9%)	14.7%	3.0%	8.8%	7.1%
Gross profit	18.9%	(4.4%)	15.2%	2.1%	9.4%	7.1%
Operating profit	44.2%	(54.6%)	75.8%	7.5%	10.7%	5.0%
EBITDA	34.8%	(35.3%)	26.6%	16.2%	9.6%	6.0%
Net profit	26.3%	(55.4%)	87.1%	10.0%	8.9%	6.3%
PROFITABILITY	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Gross profit margin	71.5%	70.4%	70.6%	70.0%	70.4%	70.4%
Operating margin	14.1%	6.6%	10.1%	10.5%	10.7%	10.5%
EBITDA margin	19.3%	12.9%	14.2%	16.0%	16.1%	16.0%
Return on equity (ROE)	13.8%	5.9%	11.6%	12.1%	12.0%	11.6%
GEARING/LIQUIDITY/ACTIVITIES	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Current ratio (x)	2.0	1.8	1.4	1.7	2.0	2.2
Receivable turnover days	3.1	2.5	2.2	2.2	2.2	2.2
Inventory turnover days	53.9	54.6	47.6	47.6	47.6	47.6
Payable turnover days	99.8	100.2	85.6	85.6	85.6	85.6
VALUATION	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
P/E	19.6	42.9	22.7	20.1	16.9	15.1
P/E (diluted)	19.6	42.9 42.9	22.7	20.1	16.9	15.1
P/B	2.5	42.9 2.5	22.7	20.1	1.9	
	۷.۵	۷.5	۷.1	۷.۷	1.9	1.6
P/CFPS	17.1	13.4	12.7	10.4	9.6	8.4

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



Disclosures & Disclaimers

Analyst Certification

The research analyst who is primary responsible for the content of this research report, in whole or in part, certifies that with respect to the securities or issuer that the analyst covered in this report: (1) all of the views expressed accurately reflect his or her personal views about the subject securities or issuer; and (2) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific views expressed by that analyst in this report.

Besides, the analyst confirms that neither the analyst nor his/her associates (as defined in the code of conduct issued by The Hong Kong Securities and Futures Commission) (1) have dealt in or traded in the stock(s) covered in this research report within 30 calendar days prior to the date of issue of this report; (2) will deal in or trade in the stock(s) covered in this research report 3 business days after the date of issue of this report; (3) serve as an officer of any of the Hong Kong listed companies covered in this report; and (4) have any financial interests in the Hong Kong listed companies covered in this report.

CMBIGM Ratings

: Stock with potential return of over 15% over next 12 months BUY HOLD : Stock with potential return of +15% to -10% over next 12 months SELL Stock with potential loss of over 10% over next 12 months

NOT RATED : Stock is not rated by CMBIGM

OUTPERFORM : Industry expected to outperform the relevant broad market benchmark over next 12 months MARKET-PERFORM : Industry expected to perform in-line with the relevant broad market benchmark over next 12 months UNDERPERFORM Industry expected to underperform the relevant broad market benchmark over next 12 months

CMB International Global Markets Limited

Address: 45/F, Champion Tower, 3 Garden Road, Hong Kong, Tel: (852) 3900 0888 Fax: (852) 3900 0800

CMB International Global Markets Limited ("CMBIGM") is a wholly owned subsidiary of CMB International Capital Corporation Limited (a wholly owned)

subsidiary of China Merchants Bank)

Important Disclosures

There are risks involved in transacting in any securities. The information contained in this report may not be suitable for the purposes of all investors. CMBIGM does not provide individually tailored investment advice. This report has been prepared without regard to the individual investment objectives, financial position or special requirements. Past performance has no indication of future performance, and actual events may differ materially from that which is contained in the report. The value of, and returns from, any investments are uncertain and are not guaranteed and may fluctuate as a result of their dependence on the performance of underlying assets or other variable market factors. CMBIGM recommends that investors should independently evaluate particular investments and strategies, and encourages investors to consult with a professional financial advisor in order to make their own investment decisions.

This report or any information contained herein, have been prepared by the CMBIGM, solely for the purpose of supplying information to the clients of CMBIGM or its affiliate(s) to whom it is distributed. This report is not and should not be construed as an offer or solicitation to buy or sell any security or any interest in securities or enter into any transaction. Neither CMBIGM nor any of its affiliates, shareholders, agents, consultants, directors, officers or employees shall be liable for any loss, damage or expense whatsoever, whether direct or consequential, incurred in relying on the information contained in this report. Anyone making use of the information contained in this report does so entirely at their own risk.

The information and contents contained in this report are based on the analyses and interpretations of information believed to be publicly available and reliable. CMBIGM has exerted every effort in its capacity to ensure, but not to guarantee, their accuracy, completeness, timeliness or correctness. CMBIGM provides the information, advices and forecasts on an "AS IS" basis. The information and contents are subject to change without notice. CMBIGM may issue other publications having information and/ or conclusions different from this report. These publications reflect different assumption, point-of-view and analytical methods when compiling. CMBIGM may make investment decisions or take proprietary positions that are inconsistent with the recommendations or views in

CMBIGM may have a position, make markets or act as principal or engage in transactions in securities of companies referred to in this report for itself and/or on behalf of its clients from time to time. Investors should assume that CMBIGM does or seeks to have investment banking or other business relationships with the companies in this report. As a result, recipients should be aware that CMBIGM may have a conflict of interest that could affect the objectivity of this report and CMBIGM will not assume any responsibility in respect thereof. This report is for the use of intended recipients only and this publication, may not be reproduced, reprinted, sold, redistributed or published in whole or in part for any purpose without prior written consent of CMBIGM. Additional information on recommended securities is available upon request.

For recipients of this document in the United Kingdom

This report has been provided only to persons (I) falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended from time to time) ("The Order") or (II) are persons falling within Article 49(2) (a) to (d) ("High Net Worth Companies, Unincorporated Associations, etc.,) of the Order, and may not be provided to any other person without the prior written consent of CMBIGM.

For recipients of this document in the United States

CMBIGM is not a registered broker-dealer in the United States. As a result, CMBIGM is not subject to U.S. rules regarding the preparation of research reports and the independence of research analysts. The research analyst who is primary responsible for the content of this research report is not registered or qualified as a research analyst with the Financial Industry Regulatory Authority ("FINRA"). The analyst is not subject to applicable restrictions under FINRA Rules intended to ensure that the analyst is not affected by potential conflicts of interest that could bear upon the reliability of the research report. This report is intended for distribution in the United States solely to "major US institutional investors", as defined in Rule 15a-6 under the US, Securities Exchange Act of 1934, as amended, and may not be furnished to any other person in the United States. Each major US institutional investor that receives a copy of this report by its acceptance hereof represents and agrees that it shall not distribute or provide this report to any other person. Any U.S. recipient of this report wishing to effect any transaction to buy or sell securities based on the information provided in this report should do so only through a U.S.-registered broker-dealer.

For recipients of this document in Singapore

This report is distributed in Singapore by CMBI (Singapore) Pte. Limited (CMBISG) (Company Regn. No. 201731928D), an Exempt Financial Adviser as defined in the Financial Advisers Act (Cap. 110) of Singapore and regulated by the Monetary Authority of Singapore. CMBISG may distribute reports produced by its respective foreign entities, affiliates or other foreign research houses pursuant to an arrangement under Regulation 32C of the Financial Advisers Regulations. Where the report is distributed in Singapore to a person who is not an Accredited Investor, Expert Investor or an Institutional Investor, as defined in the Securities and Futures Act (Cap. 289) of Singapore, CMBISG accepts legal responsibility for the contents of the report to such persons only to the extent required by law. Singapore recipients should contact CMBISG at +65 6350 4400 for matters arising from, or in connection with the report.