

Ke Holdings (BEKE US)

Holiday sales suggest stable home-buying sentiment; 2Q to face high-base pressure

Property sales during Labor Day holiday (May 1-5) were solid with daily transaction volume for new homes in 30 cities/second-hand homes in 16 cities rising 28/162% YoY, respectively, demonstrating stable home-buying sentiment post the March peak without the market-feared cliff-like decline. With a high base in 2Q25, we forecast existing home transaction/new home transaction (EHT/NHT) GTV growth of 14%/2% YoY to RMB650/240bn (vs.1Q25E: +26%/+43% YoY). We are confident in revenue growth given the company's active market share expansion but stay cautious on profitability due to elevated CSR-related expenses that will likely remain high in recent years, albeit creating non-negligible long-term value. We project FY25-27E non-GAAP NP at RMB 8.1/10.4/11.9bn (down 2-3% from previous estimates), with 1Q/2Q25 at RMB 1.1/2.3bn. Our SOTP-based TP is trimmed by 2% to US\$26.3 (previously US\$26.8), including US\$25.4 for Beike Core and US\$0.9 for Shengdu, translating to 27.4x 2025E PE (non-GAAP). Maintain BUY.

- Holiday sales signalled stable home-buying sentiment. During the Labor Day public holiday (May 1-5), property sales performed strongly with the average daily transaction area of new homes up 28% YoY in 30 key cities, up 52% YoY in tier-1&2 cities and down 30% YoY in tier-3 cities. The average daily transaction area of second-hand homes in 16 cities hit a seven-year high, surging 162% YoY MTD (Figure 7). Notably, Foshan and Beijing stood out, with YoY increases of 210% and 180% respectively. The holiday data indicate that home-buying sentiment is cooling in a stable pace from the peak in March, with no cliff-like drop as the market had feared.
- High base pressure in 2Q25. Quarterly data shows new home sales in 30 cities rose 1% YoY in 1Q25 but fell 11% YoY as of May 5 in 2Q25 (2Q25 QTD). Second-hand home sales in 16 cities grew 38% YoY in 1Q25, with growth slowing to 18% YoY in 2Q25 QTD (Figure 9). We expect property sales growth to face pressure in 2Q25 given the high base from last year's "517" policy implementation. We estimate BEKE's EHT/NHT GTV in 1Q25 to increase 26%/43% YoY to RMB570/218bn and slowed to 14%/2% YoY in 2Q25 at RMB650/240bn.
- Confident on market share gain, cautious on NP trajectory. We are confident in the company's ability to expand market share through diversified strategies including bulk partnerships with Hopefluent for core biz and cross-sector collaborations like those with Xiabuxiabu in rentals, which should underpin revenue growth in our view. While we are cautious on the company's profitability given rising headcount with higher compensation and CSR commitments which may pressure earnings in the near term but create long-term value. We project non-GAAP net profit of RMB 8.1/10.4/11.9bn for FY25/26/27E (down 2-3% on adjustments), with RMB 1.1bn and RMB2.3bn expected in 1Q/2Q25 respectively.

Earnings Summary

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(YE 31 Dec)	FY23A	FY24A	FY25E	FY26E	FY27E
Revenue (RMB mn)	77,777	93,457	110,556	123,117	133,398
YoY growth (%)	28.2	20.2	18.3	11.4	8.4
Net profit (RMB mn)	5,883.2	4,064.9	5,323.5	7,642.9	9,211.3
Adjusted net profit (RMB mn)	9,798.5	7,211.1	8,127.4	10,366.3	11,873.6
YoY growth (%)	244.7	(26.4)	12.7	27.5	14.5
EPS (Adjusted) (RMB)	8.35	6.44	7.26	9.26	10.61
YoY growth (%)	na	(29.2)	31.0	43.6	20.5
P/E (Adjusted) (x)	18.0	24.4	21.7	17.0	14.8
Source: Company data, Bloomberg	g, CMBIGM es	timates			

BUY (Maintain)

 Target Price
 U\$\$26.30

 (Previous TP
 U\$\$26.80)

 Up/Downside
 26.3%

 Current Price
 U\$\$20.83

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Stock Data

Mkt Cap (US\$ mn)	24,642.7
Avg 3 mths t/o (US\$ mn)	160.9
52w High/Low (US\$)	25.80/13.23
Total Issued Shares (mn)	1183.0
Source: FactSet	

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Shareholding Structure	
Propitious Global	23.3%
Tencent Mobility	10.0%
Source: HKEx	

Share Performance

Source: FactSet

	Absolute	Relative
1-mth	6.5%	-7.0%
3-mth	16.6%	29.4%
6-mth	-7.4%	-1.5%

12-mth Price Performance



Source: FactSet



Results comparison and changes in forecast

Figure 1: BEKE: forecast revision

Current				Previous		Change (%)			
RMB bn	2025E	2026E	2027E	2025E	2026E	2027E	2025E	2026E	2027E
Revenue	110.6	123.1	133.4	110.6	123.1	133.4	0.0%	0.0%	0.0%
Gross profit	27.2	30.8	33.9	27.5	31.3	34.4	-1.1%	-1.4%	-1.5%
Operating profit	5.9	8.9	10.8	6.0	9.1	10.9	-2.4%	-2.0%	-1.1%
Non-GAAP net profit	8.1	10.4	11.9	8.4	10.7	12.2	-3.1%	-3.2%	-2.6%
Gross margin	24.6%	25.0%	25.4%	25.2%	25.4%	25.4%	-0.6 ppt	-0.4 ppt	0.0 ppt
Operating margin	5.3%	7.2%	8.1%	5.7%	6.6%	6.6%	-0.4 ppt	0.6 ppt	1.5 ppt
Non-GAAP net margin	7.3%	8.41%	8.9%	8.7%	9.0%	9.0%	-1.4 ppt	-0.6 ppt	-0.1 ppt

Source: Company data, CMBIGM estimates

Figure 2: BEKE: estimates vs consensus

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	CM	BI estimates	;	C	Consensus				
RMB bn	2025E	2026E	2027E	2025E	2026E	2027E	2025E	2026E	2027E
Revenue	110.6	123.1	133.4	109.2	123.5	138.0	1.2%	-0.3%	-3.3%
Gross profit	27.2	30.8	33.9	25.8	29.9	34.2	5.3%	3.2%	-0.9%
Non-GAAP net profit	8.1	10.4	11.9	8.0	9.7	11.5	1.1%	6.3%	3.5%
Gross margin	24.6%	25.0%	25.4%	23.6%	24.2%	24.8%	1.0 ppt	0.9 ppt	0.6 ppt
Non-GAAP net margin	7.3%	8.4%	8.9%	7.4%	7.9%	8.3%	0.0 ppt	0.5 ppt	0.6 ppt

Source: Company data, Bloomberg, CMBIGM estimates

Figure 3: BEKE: core DCF valuation

(RMBmn)	2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E
NPV of FCF	58,053	58,592	55,561	54,388	48,678	44,200	35,498	27,892	15,755
Discounted terminal value	91,265	100,825							
Enterprise value	149,318	159,418							
Net cash	58,667	68,153							
Equity value	207,985	227,571							
No. of ADS (diluted, mn)	1,175	1,175							
Valuation per ADS (USD)	25.4								

Source: CMBIGM estimates

Note: 1) we assume USD:RMB exchange rate = 7.2:1; 2) we are using weighted average of 8-month valuation

in 2025E and 4-month valuation in 2026E

Figure 4: BEKE: SOTP valuation

(RMBmn)	2025E
Beike Core	214,514
Shengdu	8,000
Total Beike valuation	222,514
Total Beike valuation (USDmn)	30,905
Valuation per ADS (USD)	26.3

Source: Company data, CMBIGM estimates

Figure 5: Labor day holiday sales - new homes

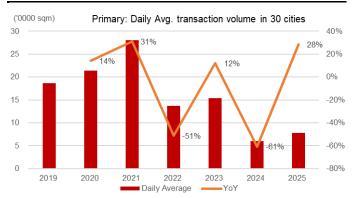
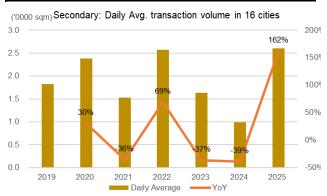


Figure 6: Labor day holiday sales – second-hand homes



Source: Wind, CMBIGM Source: Wind, CMBIGM

Figure 7: Holiday sales – daily average transition volume ('0000 sqm)

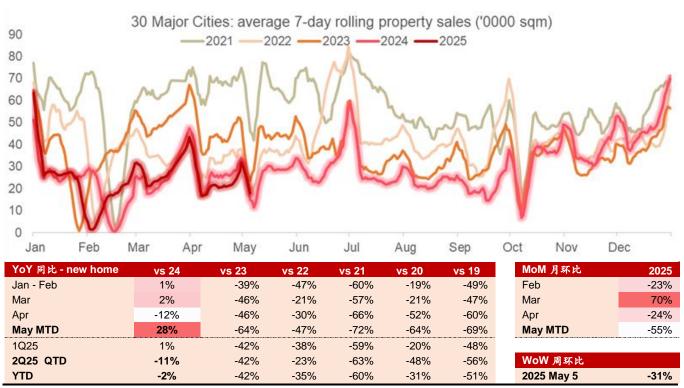
			0			. ,			
			2024				2025		
Primary sales	CNY	Tsing Ming	Labor day	Dragon boat festival	National Day	CNY	Tsing Ming	Labor day	Labor day YoY
30 major cities	0.78	6.97	6.02	13.50	6.59	1.34	8.89	7.73	28%
Tier 1&2	0.57	5.49	4.27	9.40	4.98	1.24	6.72	6.51	52%
Tier 3	0.20	1.48	1.75	4.10	1.61	0.11	2.17	1.23	-30%
Suzhou	0.02	0.24	0.19	0.26	0.68	0.04	0.08	0.46	138%
Beijing	0.11	0.80	0.48	0.67	0.55	0.04	1.43	0.74	55%
Shanghai	0.05	1.44	0.90	1.11	0.78	0.08	0.88	1.02	13%
Shenzhen	0.02	0.73	0.43	0.83	0.24	0.02	0.52	0.30	-31%
Guangzhou	0.00	1.03	0.90	2.48	0.88	0.03	0.60	1.09	20%
Chengdu	0.03	1.11	0.44	0.40	0.41	0.09	1.08	0.71	62%

			2024				2025		
Secondary sales	CNY	Tsing Ming	Labor day	Dragon boat festival	National Day	CNY	Tsing Ming	Labor day	Labor day YoY
16 cities	0.09	2.08	0.99	3.19	0.79	0.12	3.64	2.60	162%
Shanghai	0.06	1.89	1.39	3.58	2.01	0.04	2.70	1.92	38%
Shenzhen	0.02	0.21	0.10	0.24	0.11	0.01	0.43	0.14	49%
Suzhou	0.00	0.03	0.01	0.04	0.01	0.01	0.08	0.01	35%
Foshan	0.03	0.68	0.48	1.06	0.39	0.09	1.00	1.50	210%
Qingdao	0.01	0.47	0.17	0.32	0.10	0.01	0.40	0.18	6%
Beijing	0.02	0.52	0.11	0.60	0.13	0.00	0.77	0.24	118%

Source: Wind, CMBIGM (as of 5 May 2025)

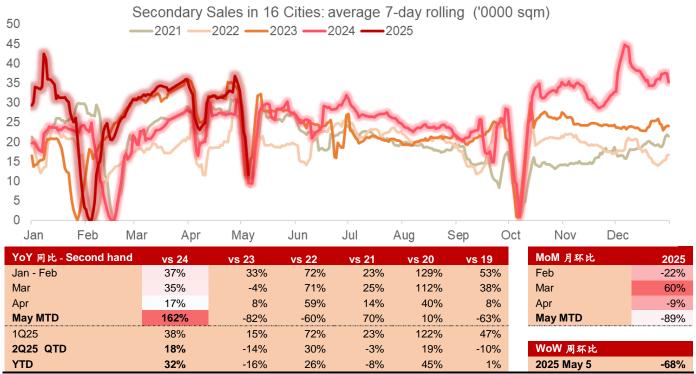


Figure 8: YTD new home sales went down 2% YoY



Source: Wind, CMBIGM (as of 5 May 2025)

Figure 9: YTD secondary home sales went up 32% YoY



Source: Wind, CMBIGM (as of 5 May 2025)



Financial Summary

INCOME STATEMENT	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (RMB mn)						
Revenue	60,669	77,777	93,457	110,556	123,117	133,398
Cost of goods sold	(46,888)	(56,059)	(70,513)	(83,360)	(92,295)	(99,546)
Gross profit	13,781	21,718	22,944	27,196	30,821	33,852
Operating expenses	(14,614)	(16,921)	(19,179)	(21,293)	(21,927)	(23,050)
SG&A expense	(11,920)	(14,891)	(16,744)	(18,702)	(19,103)	(20,031)
R&D expense	(2,546)	(1,937)	(2,283)	(2,591)	(2,823)	(3,019)
Others	(148)	(93)	(152)	0	0	0
Operating profit	(833)	4,797	3,765	5,903	8,895	10,802
Other income	1,569	1,869	1,566	783	705	705
Other expense	(719)	(133)	(44)	0	0	0
Investment gain/loss	(512)	78	313	0	0	0
Share of (losses)/profits of associates/JV	45	9	10	0	0	0
Interest income	743	1,263	1,260	1,277	1,429	1,594
Pre-tax profit	292	7,884	6,870	7,963	11,029	13,100
Income tax	(1,690)	(1,994)	(2,792)	(2,627)	(3,373)	(3,875)
After tax profit	(1,397)	5,890	4,078	5,337	7,656	9,225
Minority interest	11	(6)	(13)	(13)	(13)	(13)
Net profit	(1,386)	5,883	4,065	5,323	7,643	9,211
Core net profit	(1,386)	5,883	4,065	5,323	7,643	9,211
Adjusted net profit	2,843	9,798	7,211	8,127	10,366	11,874
BALANCE SHEET	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (RMB mn)						
Current assets	70,425	69,754	76,603	86,539	96,358	106,987
Cash & equivalents	19,413	19,635	11,443	17,638	27,124	34,801
Restricted cash	6,181	6,223	8,858	9,301	9,766	10,255
Account receivables	4,163	3,176	5,498	8,553	7,993	10,064
Other current assets	40,667	40,720	50,804	51,046	51,474	51,868
Non-current assets	38,923	50,578	56,546	60,186	64,233	68,350
PP&E	2,037	1,965	2,400	2,490	2,857	3,296
Right-of-use assets	11,284	17,618	23,367	27,367	31,367	35,367
Intangibles	1,687	1,067	858	407	88	(234)
Goodwill	4,934	4,857	4,777	4,777	4,777	4,777
Other non-current assets	18,981	25,071	25,144	25,144	25,144	25,144
Total assets	109,347	120,332	133,149	146,724	160,591	175,337
Current liabilities	33,341	39,524	52,744	58,758	62,507	65,627
Short-term borrowings	619	290	288	288	288	288
Account payables	5,843	6,329	9,493	12,561	13,908	15,000
Other current liabilities	14,528	13,175	15,913	17,907	19,428	20,741
Lease liabilities	4,972	9,369	13,730	13,730	13,730	13,730
Contract liabilities	3,260	4,665	6,052	6,052	6,052	6,052
Accrued expenses	4,118	5,696	7,269	8,220	9,101	9,816
Non-current liabilities	6,952	8,607	8,957	8,957	8,957	8,957
Long-term borrowings	0	0	0	0	0	0
Other non-current liabilities	6,952	8,607	8,957	8,957	8,957	8,957
Total liabilities	40,293	48,131	61,701	67,715	71,464	74,584
Share capital	0	0	0	0	0	0
Retained earnings	(11,406)	(5,673)	(1,724)	3,866	11,509	20,720
Other reserves	80,326	77,773	73,048	75,006	77,468	79,869
Total shareholders equity	68,920	72,100	71,324	78,872	88,977	100,589
Minority interest	134	101	124	137	151	164
Total equity and liabilities	109,347	120,332	133,149	146,724	160,591	175,337



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CASH FLOW	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec (RMB mn)						
Operating						
Profit before taxation	292	7,884	6,870	7,963	11,029	13,100
Depreciation & amortization	1,089	932	691	1,171	1,211	1,246
Tax paid	1,690	1,994	2,792	2,627	3,373	3,875
Change in working capital	5,036	1,818	3,752	(1,093)	114	(3,128)
Others	354	(1,471)	(4,658)	(2,710)	(4,283)	(5,349)
Net cash from operations	8,461	11,158	9,447	7,958	11,443	9,744
Investing						
Capital expenditure	(793)	(874)	(955)	(1,129)	(1,258)	(1,363)
Acquisition of subsidiaries/ investments	5,420	(5,595)	(7,062)	0	0	0
Others	(13,099)	2,492	(1,361)	(191)	(234)	(216)
Net cash from investing	(8,472)	(3,977)	(9,378)	(1,320)	(1,492)	(1,579)
Financing			_		_	
Net borrowings	359	(329)	0	0	0	0
Proceeds from share issues	0	0	0	0	0	0
Others	(1,514)	(6,632)	(5,795)	0	0	0
Net cash from financing	(1,155)	(6,962)	(5,795)	0	0	0
Net change in cash						
Cash at the beginning of the year	26,732	25,594	25,857	20,301	26,939	36,891
Exchange difference	29	45	169	0	0	0
Cash at the end of the year	25,594	25,857	20,301	26,939	36,891	45,056
GROWTH	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
Revenue	(24.9%)	28.2%	20.2%	18.3%	11.4%	8.4%
Gross profit	(12.9%)	57.6%	5.6%	18.5%	13.3%	9.8%
Operating profit	na	na	(21.5%)	56.8%	50.7%	21.4%
Net profit	na	na	(30.9%)	31.0%	43.6%	20.5%
Adj. net profit	23.9%	244.7%	(26.4%)	12.7%	27.5%	14.5%
PROFITABILITY	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
Gross profit margin	22.7%	27.9%	24.6%	24.6%	25.0%	25.4%
Operating margin	(1.4%)	6.2%	4.0%	5.3%	7.2%	8.1%
Adj. net profit margin	4.7%	12.6%	7.7%	7.4%	8.4%	8.9%
Return on equity (ROE)	(2.0%)	8.3%	5.7%	7.1%	9.1%	9.7%
GEARING/LIQUIDITY/ACTIVITIES	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
Net debt to equity (x)	(0.3)	(0.3)	(0.2)	(0.2)	(0.3)	(0.3)
Current ratio (x)	2.1	1.8	1.5	1.5	1.5	1.6
VALUATION	2022A	2023A	2024A	2025E	2026E	2027E
YE 31 Dec						
P/E	ns	30.2	41.6	31.8	22.1	18.4
P/E (diluted)	ns	31.0	43.7	33.4	23.3	19.3
P/B	2.6	2.5	2.6	2.3	2.0	1.8
P/CFPS	23.3	17.4	21.1	26.2	17.6	21.4

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



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