11 August 2014

綠城中國（3900.HK）

運營效率有望提升

香港 | 內地房地產 | 公司業績

PhillipCapital
Your Partner In Finance
Phillip Securities (Hong Kong) Ltd

評級: **增持**

- 綠城中國發佈盈利警告，預期上半年淨利潤同比下降超過 65%。2014 年中期業績的顯著下滑主要源自三個方面原因：2013 年上半年因收購交易產生收益 7.04 億元，而今年上半年並無類似收益；入賬物業的收入和毛利率均不理想，毛利率較去年同期的 29.7%下降約 6 個百分點；個別合營及聯營公司出現虧損，導致集團分占業績由盈轉虧；
- 2014 年上半年，綠城中國的總銷售面積 124 萬平方米，合同銷售金額 276 億，同比下滑 15%。我們預計 7 月份的銷售額將環比 6 月有所下滑，但有望超過 5 月水準，預計為 58 億元。我們認為，綠城中國正處於融創接管後的轉型期，銷售表現平平。未來綠城的運營效率有望提升，地區分佈將更為合理，但短期內仍存在不確定因素；

  綠城中國目前有接近 200 億的淨債務，淨債務比率約為 80%。儘管具有一定風險，但資產負債表尚算穩固，未來物業資產的表現能力和融資能力仍然是穩固綠城資產負債表的重要措施。作為綠城兩個最大的股東，融創和九龍倉對於公司財務風格的影響將非常明顯。

我們的看法

7 月份，這一波內房股的顯著上漲得益於三個方面：首先，限購政策的退出確立；其次，流動性逐步寬鬆；最後，滬港通的資金推動。在我們看來，內房股的景氣度下滑趨勢並未扭轉，而政府的政策退出不僅包括限制政策，也將包括鼓勵政策。因此未來更加市場化的環境將導致內房股的格局出現分化，而整體行業景氣度仍然短期難以改變。

投資建議

我們認為，綠城中國未來面臨諸多挑戰，包括銷售、融資和競爭格局，但可以確認的是綠城中國仍將是中國房地產的重要玩家，融創和九龍倉的聯合力量將驅動綠城中國完成策略和產品的整合，並形成新的競爭優勢。我們給予綠城中國“增持”評級，12個月目標價為8港元，相當於3.2倍的2015年預期市盈率。

Key Financial Summary

FYE	11A	12A	13A	14E	15E
Revenue (RMB mn)	21,963	35,393	28,991	34,648	36,681
Net Profit, adj. (RMB mn)	2,575	4,851	4,886	5,210	5,408
EPS, adj. (RMB)	1.57	2.57	2.18	2.41	2.50
P/E (X),adj.	1.71	4.42	4.34	3.32	3.20
BVPS (RMB)	7.28	9.76	11.83	12.28	12.51
P/B (X)	0.37	1.16	0.80	0.65	0.64
DPS (RMB)	0.1	0.5	0.43	0.50	0.55
Div. Yield (%)	3.73%	4.40%	4.54%	6.25%	6.88%

Source: Bloomberg, Greentown

*All multiples & yields based on historical price and current market price

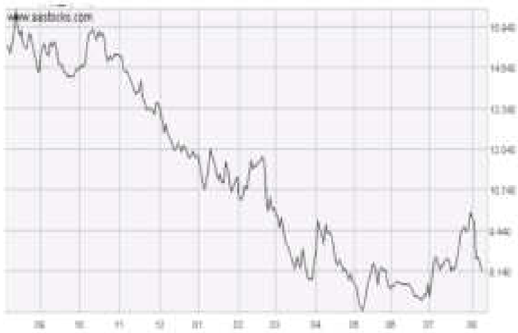
Target Price (HKD)	**8.00**
Forecast Dividend (HKD)	0.69
Closing Price (HKD)	8.16
Potential Upside	**6.63%**

Company Description

Greentown China Holdings Limited is one of the leading property developers in the People's Republic of China. It commands a leading position in the industry by leveraging on its quality properties. From 2005 to 2013, we have been ranked for nine consecutive years as one of "THE TOP 10 PROPERTY ENTERPRISES IN CHINA" jointly by four authoritative institutions, namely Enterprise Research Institute of the Development Research Center of the State Council, China Real Estate Association, Qinghua University Real Estate Research Center and China Index Institute.

Company Data

Raw Beta (Past 2yrs weekly data)	0.82
Market Cap. (HKD Mn)	17,625
Ent. Value (HKD Mn)	31,101
52 week range(HKD)	6.75-16.76



Major Shareholders	(%)
1. Wharf	24.31
2. Sunac China	24.31

Valuation Method

P/E

Analyst

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中期盈利預期下滑顯著

綠城中國發佈盈利警告，預期上半年淨利潤同比下降超過 65%。綠城去年上半年淨利潤 18.55 億元，今年上半年淨利潤可能不到 6.49 億元。

2014 年中期業績的顯著下滑主要源自三個方面原因：2013 年上半年因收購交易產生收益 7.04 億元，而今年上半年並無類似收益；入賬物業的收入和毛利率均不理想，毛利率較去年同期的 29.7%下降約 6 個百分點；個別合營及聯營公司出現虧損，導致集團分占業績由盈轉虧。

我們認為，13 年收購產生的一次性收益造成的利潤下滑尚算合理，但入賬收入的不理想超過我們的預期，尤其是毛利率的快速下滑。此外，合營及聯營公司的業績下滑甚至錄得虧損，較去年同期的 6.8 億元的利潤貢獻差異顯著，令綠城的業績雪上加霜。

銷售面臨挑戰

2014 年上半年，綠城中國的總銷售面積 124 萬平方米，合同銷售金額 276 億，歸屬公司的權益銷售額 132 億。按照合計銷售額計算，上半年綠城中國的銷售額同比下滑 15%。

二季度的 4-6 月的合約銷售額分別為 54 億、55 億和 67 億。我們預計 7 月份的銷售額將環比 6 月有所下滑，但有望超過 5 月水準，預計為 58 億元。

我們認為，綠城中國正處於融創接管後的轉型期，銷售表現平平。未來綠城的運營效率有望提升，地區分佈將更為合理，但短期內仍存在不確定因素。此外，2014 年綠城中國面臨人民幣 700 億的可銷售庫存的挑戰，所以綠城中國應有更強有力的減價促銷措施來提升銷售去化率。

財務風格逐步轉變

綠城中國目前有接近 200 億的淨債務，淨債務比率約為 80%。儘管具有一定風險，但資產負債表尚算穩固，未來物業資產的表現能力和融資能力仍然是穩固綠城資產負債表的重要措施。作為綠城兩個最大的股東，融創和九龍倉對於公司財務風格的影響將非常明顯。我們認為，九龍倉實力雄厚，作風穩健，將是綠城中國財務風格轉變的重要驅動力量，而融創的強大的現金流和融資能力也能夠產生財務協同作用。

風險

政策風險；
銷售進度遲於預期；
融資不暢。

估值

7 月份，這一波內房股的顯著上漲得益於三個方面：首先，限購政策的退出確立；其次，流動性逐步寬鬆；最後，滬港通的資金推動。在我們看來，內房股的景氣度下滑趨勢並未扭轉，而政府的政策退出不僅包括限制政策，也將包括鼓勵政策。因此未來更加市場化的環境將導致內房股的格局出現分化，而整體行業景氣度仍然短期難以改變。

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FYE	FY09	FY10	FY11	FY12	FY13	FY14F	FY15F
Valuation Ratios							
P/E (X), adj.	14.12	7.18	1.71	4.42	4.34	3.32	3.20
P/B (X)	1.54	1.07	0.37	1.16	0.80	0.65	0.64
EV/EBITDA (X), adj.	27.90	19.12	8.87	9.21	9.81	6.74	7.79
Dividend Yield (%)	3.87%	8.09%	3.73%	4.40%	4.54%	6.25%	6.88%
Per share data (RMB)							
EPS, reported	0.64	0.93	1.57	2.57	2.18	2.41	2.50
EPS, adj.	0.64	0.93	1.57	2.57	2.18	2.41	2.50
DPS	0.35	0.54	0.1	0.5	0.43	0.50	0.55
BVPS	5.85	6.23	7.28	9.76	11.83	12.28	12.51
Growth & Margins (%)							
Growth							
Revenue	31.53%	27.89%	96.78%	61.15%	-18.09%	19.51%	5.87%
Operating profit	3.08%	77.32%	157.98%	40.09%	-22.85%	16.88%	4.45%
EBT	15.20%	91.08%	123.33%	53.09%	-10.83%	14.79%	5.06%
Net Income, adj.	87.33%	51.38%	68.08%	88.39%	0.72%	6.63%	3.81%
Margins							
Gross profit margin	26.49%	30.47%	33.73%	30.27%	30.27%	28.29%	29.12%
EBIT margin	15.46%	21.43%	28.10%	28.98%	31.55%	30.30%	30.07%
Net profit margin	11.60%	13.73%	11.72%	13.71%	16.85%	15.04%	14.74%
Key Ratios							
ROE (%)	11..36%	15.47%	23.26%	26.33%	18.43%	19.64%	20.02%
ROA (%)	1.71%	1.53%	2.03%	4.50%	3.99%	3.61%	3.59%
Net Debt/(Cash)	15,455	21,639	40,770	13,476	19,230	21,560	20,799
Net Gearing (X)	124%	149%	231%	64%	77%	73%	70%
Income Statement (RMB mn)							
Revenue	8,727	11,161	21,963	35,393	28,991	34,648	36,681
Cost of sales	-6,415	-7,759	-14,555	-24,680	-20,216	-24,846	-25,999
Gross profit	2,312	3,401	7,408	10,713	8,775	9,802	10,682
Operating profit	1,349	2,392	6,171	8,645	6,670	7,796	8,143
EBT	1,570	3,000	6,700	10,257	9,146	10,498	11,030
Tax	-478	-1,085	-2,583	-4,204	-3,156	-4,027	-4,247
Tax rate	30.45%	36.17%	38.55%	40.99%	34.51%	38.36%	38.50%
Profit for the year	1,092	1,916	4,118	6,053	5,990	6,471	6,783
Minority interests	-80	-384	-1,543	-1,202	-1,104	-1,261	-1,375
Net profit	1,012	1,532	2,575	4,851	4,886	5,210	5,408

Source: BLOOMBERG, Greentown and Phillip Securities

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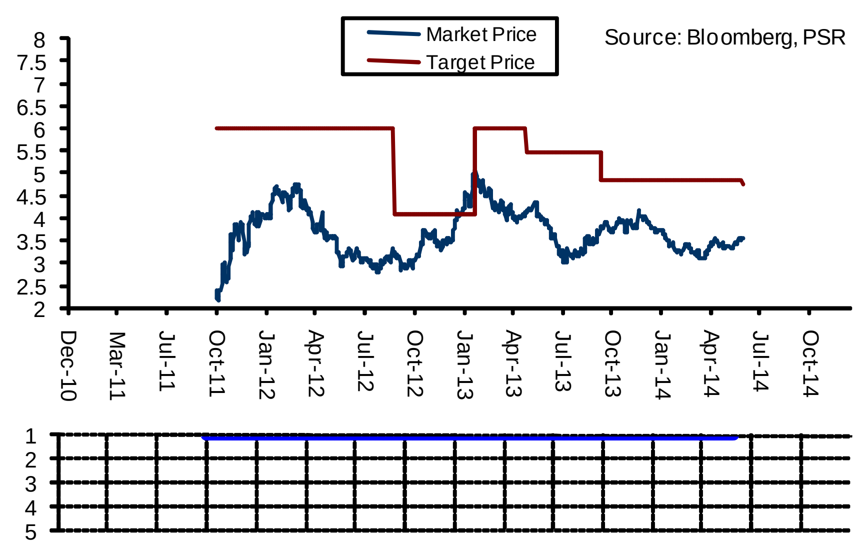
Ratings History



PSR Rating System

Total Returns	Recommendation	Rating
> +20%	Buy	1
+5% to +20%	Accumulate	2
-5% to +5%	Neutral	3
-5% to -20%	Reduce	4
<-20%	Sell	5

Remarks

We do not base our recommendations entirely on the above quantitative return bands. We consider qualitative factors like (but not limited to) a stock's risk reward profile, market sentiment, recent rate of share price appreciation, presence or absence of stock price catalysts, and speculative undertones surrounding the stock, before making our final recommendation

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PHILLIP RESEARCH STOCK SELECTION SYSTEMS

Total Return	Recommendation	Rating	Remarks
>+20%	Buy	1	>20% upside from the current price
+5% to +20%	Accumulate	2	+5% to +20%upside from the current price
-5% to +5%	Neutral	3	Trade within ± 5% from the current price
-5% to -20%	Reduce	4	-5% to -20% downside from the current price
<-20%	Sell	5	>20%downside from the current price

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