## China Southern Airlines (1055.нк)

Latest Operation Data Review: Maintain Neutral Rating

#### Hong Kong | Air | Update Report

• During the 7-day Spring Holiday, CSA's passengers for international routes and Hong Kong/Macao routes have reached more than 270,000 with up over 20% yoy, Mainly benefiting from the hot demand of outbound tourism.

• Plus with the continuous low oil price, it is expected that the results of the company in 1Q2015 will be significantly improved.

• CSA's Jan passengers' turnover is up 7.6% yoy, among which the international routes is up 20% yoy. Both traffic and capacity grew fast for international routes.

• Jan P L/F decreased by 0.5 ppts to 78.3%, which is the smallest falling range among the Big-threes. The international routes and regional routes increased respectively by 1.5 ppts and 5 ppts yoy and amounted to 79.3% and 73.2% respectively, both of which rank first among the Big-threes. The domestic routes down 1.3 ppts yoy and fell to 78.2%.

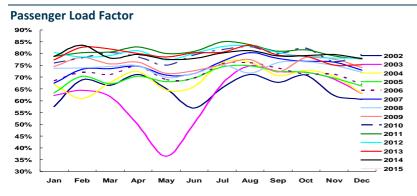
• And we accordingly revised the target price to 3.79, respectively 14/7.5x P/E and for 2014/2015. The positive factors have been priced-in. We maintain the "Neutral" rating.

#### Better-than-expect outbound tourism ignites the Spring Festival

We've learned that benefiting from exchange depreciations of many multiple currencies against RMB, the travel and shopping costs in Russia, Japan, South Korea, Europe, Australia, etc. have decreased. Coupled with the favorable factors of easier visa rules as well as consumption upgrading, the number of Chinese visitors of outbound tourism has a spurt this Spring Festival. There are different levels of increases in short-range routes of Southeast Asia and North Asia and long-range routes of Australia and America. Take CSA as an example: during the seven-day holiday of this Spring Festival, the international routes and Hong Kong/Macao routes of this company have transported passengers of more than 270,000 person-times with up over 20% yoy. Among them, the number of passengers that transferred from Guangzhou exceeded 58000 with up 16.8% yoy.

#### The operation data of January is the best in the industry

The operation data of January of CSA shows that: the passengers' turnover is up 7.6% yoy, among which the international routes is up 20% yoy. Under the background of sharply increased capacity, the international routes maintained a double-digit growth for 24 months. The Hong Kong/Macao routes grew 17% yoy, and the domestic routes rose 3.78% yoy. The capacity supply is up 8.3% yoy, and the international, Hong Kong/Macao, and domestic routes rose 18%, 9% and 5.5% yoy respectively. Because of the more capacity, the overall passenger load factors decreased by 0.5 ppts to 78.3%, which is the smallest falling range among the three major airlines.



Source: Bloomberg, Phillip Securities Hong Kong Research



5 March 2015

#### Neutral (Maintain)

CMP HKD3.65 TARGET HKD3.79 (+4%)

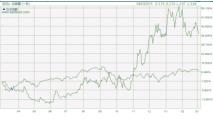
#### COMPANY DATA

O/S SHARES (MN) :	9819
MARKET CAP (HKD MN) :	10481
52 - WK HI/LO (HKD):	4.3 / 2.21

## SHARE HOLDING PATTERN, %China Southern Air Holding Company53.13HKSCC Nominees Limited17.83

# IM 3M IY AC -1.57 2.74 40.45 HIS index -1.67 -0.94 31.42

#### PRICE VS. HSI



Source: Phillip Securities (HK) Research

#### **KEY FINANCIALS**

CNY mn	FY13	FY14E	FY15E	FY16E
Net Sales	99514	98547	107845	119572
Net Profit	2619	1986	3898	
EPS, CNY	0.27	0.20	0.40	
P/E, x	11.0	14.2 13.4		7.2
BVPS, CNY	3.34	3.50	3.71	4.03
P/BV, x	0.9	0.8	0.8	0.7
DPS (CNY)	0.05	0.04	0.04	0.08
Div. Yield (%)	1.7%	1.4%	1.5%	2.8%

Source: Company reports, Phillip Securities Est.

Research Analyst Zhang Jing +86 21 63512937-104 zhangjing@phillip.com.cn

CSA

On a closer look, the passenger load factors of the international routes and regional routes increased respectively by 1.5 ppts and 5 ppts yoy and amounted to 79.3% and 73.2% respectively, both of which rank first among the Big-threes. The load factor of the domestic routes down 1.3 ppts yoy and fell to 78.2%, which is far higher than the 76.5% of CEA but slightly lower than the 78.6% of AC.

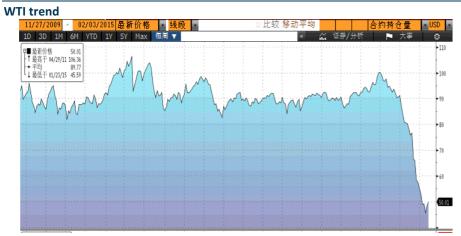
#### The results for 1Q15 will be improved significantly

Just as the previous analysis, benefiting from the boom of outbound tourism and the continuous low oil price, it is expected that the results of the company in 1Q2015 will be significantly improved. For the future outlook, we consider that the Strategy of "The Canton Route" of CSA aiming at strengthening its international business has being pushed forward to a new high level and the company has elevated itself to a new higher footstep in terms of brand, market share and profitability. On the other hand, the third runway of Baiyun International Airport was officially put into use at the beginning of this year. It will greatly increase CSA's flight capacity in Guangzhou and improve the operational efficiency after the run-in period ends.

However, we still predicted the fact that relatively weak domestic macro economy, the restriction on the three kinds of expenditure using public funds and the expansion of the high speed railways will still constitute restraints on the demand for the domestic routes of CSA in future.

#### Valuation

Considering the reduced fuel cost, we revised EPS forecast to RMB 0.21/0.40 of 2014/2015. We accordingly lifted our target price to HK\$3.79, respectively 14/7.5x P/E for 2014/2015. We maintain our "Neutral" rating.



Source: Bloomberg, Phillip Securities Hong Kong Research



Source: Bloomberg, Phillip Securities Hong Kong Research

#### **Peer Comparison**

Peer Comparison														
•				BEst	BEst	BEst	BEst							
		Mkt Cap				P/E:			ROA		Dvd	OPM	GM	PM
Ticker	Name	(HKD)	P/B	2FY	1FY	2FY	EV/BEst	P/B	LF	ROE	Yld	LF	LF	LF
AUD (2 securities)	A	04504	4.0		40.0	40.0		4.0	44.5	-49.2			~ ~	05.5
Average		21531 33423	1.6 1.8		10.8 10.8	12.0 6.3	6.9 4.3	1.8 2.0	-11.5 -15.2	-49.2 -65.4	0.0 0.0	-8.8 -9.2		-25.5
QAN AU Equity VAH AU Equity	QANTAS AIRWAYS LTD VIRGIN AUSTRALIA HOLDINGS L		1.0	1.4		17.7	4.3 9.5	2.0	-15.2	-05.4	0.0	-9.2	N/A	-37.7 -13.2
CNY (3 securities)	VIRGIN AUSTRALIA HOLDINGS L	9039	1.4	1.2	IN/A	17.7	9.0	1.5	-1.1	-33.1	0.0	-0.3	IN/A	-13.2
Average	Average	55395	1.8	1.6	30.5	13.7	8.1	1.7	1.1	5.0	0.4	10.2	32.5	4.1
600115 CH Equity	CHINA EASTERN AIRLINES CO-A		2.3			14.5	9.0	2.4	1.2	6.4	0.0	3.7	N/A	0.0
600029 CH Equity	CHINA SOUTHERN AIRLINES CO		1.3		31.1	13.0	7.2	1.4	0.4	1.8	0.8	1.4	N/A	-2.1
600221 CH Equity	HAINAN AIRLINES CO-A	46377		N/A	N/A	N/A	N/A	1.4	1.6	6.9	N/A	25.4	32.5	14.3
EFR (1 security)														
Average	Average	19319	1.8	1.6		12.0	5.5	0.0	-6.8	0.0	0.0	6.6	0.0	1.5
AF FP Equity	AIR FRANCE-KLM	19319	1.8	1.6	N/A	12.0	5.5	N/A	-6.8	N/A	N/A	6.6	N/A	1.5
EIP (1 security)														
Average	Average	123004	3.8		16.7		9.7	3.5	8.5	21.6	0.0	6.3	0.0	4.3
RYA ID Equity	RYANAIR HOLDINGS PLC	123004	3.8	3.2	16.7	14.7	9.7	3.5	8.5	21.6	0.0	6.3	N/A	4.3
GBp (2 securities) Average	Average	108059	3.1	2.6	15.8	11.8	7.2	3.4	6.7	22.1	1.3	12.5	0.0	9.2
IAG LN Equity	INTL CONSOLIDATED AIRLINE-DI	133213	3.4	2.0	18.4	12.1	6.4	3.4	3.3	22.1	0.0	2.5	N/A	9.2 0.9
EZJ LN Equity	EASYJET PLC	82904	2.8	2.4	13.2	11.6	8.1	3.2	10.1	21.5	2.6	22.5	N/A	17.4
HKD (4 securities)	2,10,102,11,20	02001	2.0	2	10.2		0.1	0.2		20	2.0	22.0		
Average	Average	73732	1.1	1.0	17.6	9.2	8.0	1.2	1.2	4.6	0.9	3.5	0.0	-0.1
753 HK Equity	AIR CHINA LTD-H	107616	1.2	1.1	19.8	10.4	8.7	1.3	1.3	5.0	0.8	5.0	N/A	1.1
293 HK Equity	CATHAY PACIFIC AIRWAYS	67505	1.1	1.0	19.4	11.2	7.7	1.1	1.8	5.0	1.5	3.8	N/A	0.7
670 HK Equity	CHINA EASTERN AIRLINES CO-H		1.2		14.1	7.4	8.4	1.4	1.2	6.4	0.0	3.7	N/A	0.0
1055 HK Equity	CHINA SOUTHERN AIRLINES CO-	52050	0.8	0.8	17.2	7.6	7.0	0.9	0.4	1.8	1.3	1.4	N/A	-2.1
INR (1 security)														
Average	Average	6084	0.0	0.0	0.0	9.1	10.6	0.0	-23.3	0.0	0.0	-12.6		-21.7
JETIN IN Equity	JET AIRWAYS INDIA LTD	6084		N/A	N/A	9.1	10.6	N/A	-23.3	N/A	0.0	-12.6	N/A	-21.7
JPY (1 security) Average	Average	72337	1.4	1.3	26.8	21.4	6.9	1.4	1.7	4.7	0.0	7.1	23.0	3.7
9202 JP Equity	ANA HOLDINGS INC	72337	1.4		26.8	21.4	6.9	1.4	1.7	4.7	N/A	7.1	23.0	3.7
KRW (2 securities)		. 200.			20.0		0.0						20.0	0.1
Average	Average	17996	1.6	1.3	9.4	8.8	7.3	1.5	-1.4	-11.3	0.0	4.6	13.1	-5.6
003490 KS Equity	KOREAN AIR LINES CO LTD	23880	1.4	1.1	9.9	9.2	7.5	1.1	-1.1	-10.3	N/A	7.6	16.4	-12.3
020560 KS Equity	ASIANA AIRLINES	12112	1.8	1.5	9.0	8.5	7.1	1.9	-1.8	-12.2	0.0	1.7	9.9	1.1
MYR (1 security)														
Average	Average	16387	1.4		15.4	8.7	11.3	1.5	4.2	15.1	0.0	11.4	0.0	0.4
AIRA MK Equity	AIRASIA BHD	16387	1.4	1.2	15.4	8.7	11.3	1.5	4.2	15.1	N/A	11.4	N/A	0.4
SGD (1 security)	A	70000			05.0	40.0	<b>F</b> 4	4.0	4.5	~ ~			~ ~	4.0
Average SIA SP Equity	Average SINGAPORE AIRLINES LTD	79893 79893	1.1 1.1	1.0 1.0	35.2 35.2	18.9 18.9	5.4 5.4	1.2 1.2	1.5 1.5	2.8 2.8	0.0 N/A	4.3 4.3	0.0 N/A	4.9 4.9
THB (1 security)	SINGAFORE AIRLINES LTD	19093	1.1	1.0	30.Z	10.9	0.4	1.2	1.5	2.0	N/A	4.3	IN/A	4.9
Average	Average	7451	0.7	0.7	0.0	91.7	18.8	0.7	-4.7	-27.3	0.0	-9.0	46.5	2.4
THAI TB Equity	THAI AIRWAYS INTERNATIONAL	7451	0.7	0.7		91.7	18.8	0.7	-4.7	-27.3	N/A	-9.0	46.5	2.4
TWD (2 securities)														
Average	Average	20182	1.7	1.5	58.9	11.7	9.4	1.8	-1.1	-4.8	0.0	5.1	11.9	1.7
2618 TT Equity	EVA AIRWAYS CORP	21218	1.9	1.6	58.9	12.8	9.2	2.0	-0.3	-1.4	N/A	6.0	12.6	0.6
2610 TT Equity	CHINA AIRLINES LTD	19146	1.6	1.4	N/A	10.6	9.6	1.6	-1.8	-8.2	N/A	4.2	11.3	2.9
USD (4 securities)														
Average	Average	243074	3.1	2.2	8.0	7.7	4.8	8.0	4.3	22.3	0.3	5.0	0.0	0.7
DAL US Equity	DELTA AIR LINES INC	287496	2.4	1.9	9.1	7.8	4.8	4.2	1.2	6.4	0.7	-8.6	N/A	-7.4
AAL US Equity LUV US Equity	AMERICAN AIRLINES GROUP INC SOUTHWEST AIRLINES CO	264690 228021	3.9 3.1	2.3 2.5	4.4 12.5	5.4 11.7	4.4 5.8	### 4.4	6.7 5.8	N/A 16.1	0.2 0.5	8.5 13.4	N/A N/A	5.9 4.1
UAL US Equity	UNITED CONTINENTAL HOLDING		3.1	2.5	5.9	6.1	5.6 4.1	4.4 6.4	3.3	44.5	0.5	6.7	N/A	4.1 0.3
One OO Equity	SINTED CONTINENTAL HOLDING	132030	J. I	1.0	5.9	0.1	4.1	0.4	0.0	44.5	0.0	0.7	19/74	0.5

Source: Company, Phillip Securities Hong Kong Research



CSA

### **Financials**

FYE DEC	FY11	FY12	FY13	FY14F	FY15F
Valuation Ratios					
P/E (X), adj.	5.7	11.0	14.2	13.4	7.2
Р/В (Х)	0.90	0.88	0.82	0.78	0.71
Dividend Yield (%)	6.7%	1.7%	1.4%	1.5%	2.8%
Per share data (RMB)					
EPS, reported	0.52	0.27	0.20	0.21	0.40
EPS, adj.	0.52	0.27	0.20	0.21	0.40
DPS	0.2	0.05	0.04	0.04	0.08
BVPS	3.28	3.34	3.50	3.71	4.03
Growth & Margins (%)					
Growth					
Revenue	18.2%	10.1%	-1.0%	9.4%	10.9%
EBIT	-53.5%	17.1%	-70.4%	221.8%	43.8%
Net Income, adj.	-11.8%	-48.7%	-24.2%	6.0%	85.1%
Margins					
EBIT margin	4.8%	5.1%	1.5%	4.5%	5.8%
Net Profit Margin	5.7%	2.6%	2.0%	2.0%	3.3%
D/E	38.4%	18.7%	19.8%	20.0%	20.1%
Key Ratios					
ROE (%)	15.9%	8.1%	5.9%	6.0%	10.3%
ROA (%)	3.9%	1.8%	1.3%	1.3%	2.2%
Income Statement (RMB mn)					
Revenue	90,395	99,514	98,547	107,845	119,572
Operating expenses	(87,063)	(95,877)	(98,280)	(104,317)	(114,107)
Other Gains-net	1,021	1,462	1,243	1,332	1,525
Profit from operations	4,353	5,099	1,510	4,860	6,990
Non-operating income/expense	2,577	(361)	1,974	(1,660)	(1,425)
Profit before tax	6,930	4,738	3,484	3,200	5,565
Тах	(840)	(954)	(734)	(288)	(835)

6,090

9,818

5,110

(980)

3,784

(1,165)

9,818

2,619

2,750

(764)

9,818

1,986

2,912

(806)

9,818

2,106

4,730

9,818

(832)

3,898

Net profit Source: PSR

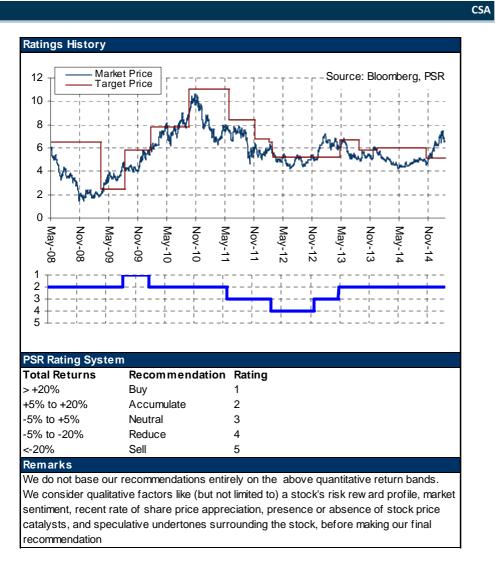
Profit for the period

Minority interests

Total capital share



UPDAT



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

#### PHILLIP RESEARCH STOCK SELECTION SYSTEMS

**CSA** 

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

#### **GENERAL DISCLAIMER**

This publication is prepared by Phillip Securities (Hong Kong) Ltd ("Phillip Securities"). By receiving or reading this publication, you agree to be bound by the terms and limitations set out below.

This publication shall not be reproduced in whole or in part, distributed or published by you for any purpose. Phillip Securities shall not be liable for any direct or consequential loss arising from any use of material contained in this publication.

The information contained in this publication has been obtained from public sources which Phillip Securities has no reason to believe are unreliable and any analysis, forecasts, projections, expectations and opinions (collectively the "Research") contained in this publication are based on such information and are expressions of belief only. Phillip Securities has not verified this information and no representation or warranty, express or implied, is made that such information or Research is accurate, complete or verified or should be relied upon as such. Any such information or Research contained in this publication is subject to change, and Phillip Securities shall not have any responsibility to maintain the information or Research made available or to supply any corrections, updates or releases in connection therewith. In no event will Phillip Securities be liable for any special, indirect, incidental or consequential damages which may be incurred from the use of the information or Research made available, even if it has been advised of the possibility of such damages.

Any opinions, forecasts, assumptions, estimates, valuations and prices contained in this material are as of the date indicated and are subject to change at any time without prior notice.

This material is intended for general circulation only and does not take into account the specific investment objectives, financial situation or particular needs of any particular person. The products mentioned in this material may not be suitable for all investors and a person receiving or reading this material should seek advice from a financial adviser regarding the suitability of such products, taking into account the specific investment objectives, financial situation or particular needs of that person, before making a commitment to invest in any of such products.

This publication should not be relied upon as authoritative without further being subject to the recipient's own independent verification and exercise of judgment. The fact that this publication has been made available constitutes neither a recommendation to enter into a particular transaction nor a representation that any product described in this material is suitable or appropriate for the recipient. Recipients should be aware that many of the products which may be described in this publication involve significant risks and may not be suitable for all investors, and that any decision to enter into transactions involving such products should not be made unless all such risks are understood and an independent determination has been made that such transactions would be appropriate. Any discussion of the risks contained herein with respect to any product should not be considered to be a disclosure of all risks or a complete discussion of such risks.

Nothing in this report shall be construed to be an offer or solicitation for the purchase or sale of a security. Any decision to purchase securities mentioned in this research should take into account existing public information, including any registered prospectus in respect of such security.

#### **Disclosure of Interest**

Analyst Disclosure: Neither the analyst(s) preparing this report nor his associate has any financial interest in or serves as an officer of the listed corporation covered in this report.

Firm's Disclosure: Phillip Securities does not have any investment banking relationship with the listed corporation covered in this report nor any financial interest of 1% or more of the market capitalization in the listed corporation. In addition, no executive staff of Phillip Securities serves as an officer of the listed corporation.

#### **Availability**

The information, tools and material presented herein are not directed, intended for distribution to or use by, any person or entity in any jurisdiction or country where such distribution, publication, availability or use would be contrary to the applicable law or regulation or which would subject Phillip Securities to any registration or licensing or other requirement, or penalty for contravention of such requirements within such jurisdiction.

Information contained herein is based on sources that Phillip Securities (Hong Kong) Limited ("PSHK") believed to be accurate. PSHK does not bear responsibility for any loss occasioned by reliance placed upon the contents hereof. PSHK (or its affiliates or employees) may have positions in relevant investment products. For details of different product's risks, please visit the Risk Disclosures Statement on http://www.phillip.com.hk.

© 2015 Phillip Securities (Hong Kong) Limited



UPDATE REPORT

CSA

#### **Contact Information (Regional Member Companies)**

#### MALAYSIA

Phillip Capital Management Sdn Bhd B-3-6 Block B Level 3, Megan Avenue II,

No. 12, Jalan Yap Kwan Seng, 50450 Kuala Lumpur Tel (60) 3 2162 8841 Fax (60) 3 2166 5099 www.poems.com.my

CHINA

#### Phillip Financial Advisory (Shanghai) Co. Ltd. No 436 Heng Feng Road, Green Tech Tower Unit 604 Shanghai 200 070 Tel (86) 21 5169 9400 Fax: (86) 21 6091 1155 www.phillip.com.cn

www.phillip.com.cn

FRANCE King & Shaxson Capital Ltd. 3rd Floor, 35 Rue de la Bienfaisance 75008 Paris France Tel (33) 1 4563 3100 Fax : (33) 1 4563 6017 www.kingandshaxson.com

#### AUSTRALIA

PhillipCapital Australia Level 12, 15 William Street, Melbourne, Victoria 3000, Australia Tel: (61) 3 9618 8238 Fax: (61) 3 9200 2277 www.phillipcapital.com.au

HONG KONG Phillip Securities (HK) Ltd 11/F United Centre 95 Queensway Hong Kong Tel (852) 2277 6600 Fax: (852) 2868 5307 www.phillip.com.hk JAPAN

Phillip Securities Japan, Ltd 4-2 Nihonbashi Kabutocho, Chuo-ku Tokyo 103-0026 Tel: (81) 3 3666 2101 Fax: (81) 3 3664 0141

www.phillip.co.jp

#### INDIA

PhillipCapital (India) Private Limited No. 1, 18th Floor, Urmi Estate, 95 Ganpatrao Kadam Marg, Lower Parel West, Mumbai 400013 Tel: (9122) 2300 2999 Fax: (9122) 6667 9955 www.phillipcapital.in

> UNITED KINGDOM King & Shaxson Ltd.

6th Floor, Candlewick House, 120 Cannon Street London, EC4N 6AS Tel (44) 20 7929 5300 Fax: (44) 20 7283 6835 www.kingandshaxson.com

#### SRI LANKA

Asha Phillip Securities Limited Level 4, Millennium House, 46/58 Navam Mawatha, Colombo 2, Sri Lanka Tel: (94) 11 2429 100 Fax: (94) 11 2429 199 www.ashaphillip.net/home.htm

#### SINGAPORE

Phillip Securities Pte Ltd 250 North Bridge Road, #06-00 Raffles City Tower, Singapore 179101 Tel : (65) 6533 6001 Fax: (65) 6535 3834

#### www.phillip.com.sg

#### INDONESIA

PT Phillip Securities Indonesia ANZ Tower Level 23B, JI Jend Sudirman Kav 33A, Jakarta 10220, Indonesia Tel (62) 21 5790 0800 Fax: (62) 21 5790 0809 www.phillip.co.id

#### THAILAND

#### Phillip Securities (Thailand) Public Co. Ltd.

15th Floor, Vorawat Building, 849 Silom Road, Silom, Bangrak, Bangkok 10500 Thailand Tel (66) 2 2268 0999 Fax: (66) 2 2268 0921 www.phillip.co.th

UNITED STATES Phillip Futures Inc. 141 W Jackson Blvd Ste 3050 The Chicago Board of Trade Building Chicago, IL 60604 USA Tel (1) 312 356 9000 Fax: (1) 312 356 9005