PhillipCapital

China Kepei (1890 HK)

Margin Higher than Expected, Huge Increase in 20/21 Student Enrollment Hong Kong | Education Sector | Company Initiation

Investment Summary

1H20 interim result overview

The company's 1H20 revenue was RMB 419 million (+16.7% yoy), GP was RMB 309 million (+22.6% yoy), NP was RMB 321 million (+31% yoy). The NP of Harbin Institute of Petroleum acquired in 1H20 was consolidated in the company's interim report as other income. Hence, the NP of the company was higher than the GP for the interim. If the revenue and cost of Harbin Institute of Petroleum is simulated to be consolidated into the company's interim report, the company's revenue/GP for 1H20 were RMB 478 million/RMB 353 million, with corresponding GPM at 73.8%. This simulated GPM was far higher than our previous expectation, which has fully demonstrated the company's strong post investment management and resource integration abilities. Further, as affected the COVID epidemic, the boarding fee refund of the company's self-built schools/ Harbin Institute of Petroleum were RMB 26 million/RMB 6.1 million respectively. The 1H20 revenue would be RMB 445 million (+23.8% yoy) if excluding the effect of the boarding fee refund. Although the company saw a huge decrease in boarding fee in 1H20, but it was partly offset by the decrease in administrative expense ratio as the suspension of classes in 1H20 due to COVID. The administrative expense ratio was down by 2.8 ppt yoy.

Enrollment in 20/21 academic year has increased significantly yoy, we are expecting a huge organic growth in future

The number of enrollment for the company's undergraduate program in 20/21 academic year increased by 38% yoy to 11,213, ranking 1st in Guangdong Province. Within it, the number of enrollment for "junior college graduate into undergraduate program" was 3600, up by 11 times yoy. Since there are still no graduates from "junior college graduate into undergraduate program" yet, hence, the number of newly admitted students will be the net increase in the number of undergraduate students for 20/21 academic year. Further, the number of enrollment for junior college program in 20/21 academic year is 6572, up by 143% yoy. In terms of Adult college program and secondary vocational education program, the number of enrollment also increased year on year. As for tuition fee, the undergraduate fees of Guangdong Polytechnic College and Harbin Institute of Petroleum in 20/21 academic year will increase by 12% and 10% respectively yoy. The tuition fee of junior college program, Adult college program and secondary vocational education program will also increase by 5%,10% and 10% respectively. On the other hand, the company will expand 52,000 and 60,000 beds for boarding purposes respectively this year and next, laying a solid foundation for future enrollment expansion.

The "change in organizer" progress for Harbin Institute of Petroleum is going smooth, the company is expected to continue its M&A expansion in future

The NP of Harbin Institute of Petroleum has been consolidated into the company's interim report. The "change in organizer" progress for Harbin Institute of Petroleum is going smooth, we expect that revenue of Harbin Institute of Petroleum can be consolidated into the company's financial statement by the end of the year. On the other hand, the revenue/ GP for Harbin Institute of Petroleum from March to end of May were RMB 59 million/RMB 43 million, with corresponding GPM at 73.8% (+3.8ppt yoy), fully demonstrated the company's strong post investment management and resource integration abilities. We forecast the 2020E GPM of Harbin Institute of Petroleum would drop to 59% because of the industry seasonality effect, but it is still significantly higher than the GPM of 55% in 2019. At present, the tuition fee of Harbin Institute of Petroleum is lower than the average higher education tuition fee in the province, which doesn't match with the company's leading employment rate and postgraduate entrance examination rate in the province. We believe the tuition fee of Harbin Institute of Petroleum still have much room to increase in future. Looking forward, the

17 Sept 2020

Buy (Upgrade)

CMP HKD 6.16

(Closing price as at 15 Sept) TARGET HKD 7.67 (+25%)

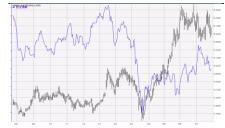
COMPANY DATA

O/S SHARES (MN):	2,015
MARKET CAP (HKD MN):	12,414
52 - WK HI/LO (HKD):	7.32/3.21

SHARE HOLDING PATTERN, % Qiaoge Company Limited Chenve Company Limited

33.74 14.99 18.74 Shuye Company Limited SKYLINE MIRACLE LIMITED

PRICE VS. HSI



Source: Phillip Securities (HK) Research

KEY FINANCIALS

FY18	FY19	FY20E	FY21E
576	714	1056	1287
342	456	662	786
0.23	0.23	0.33	0.39
24.3	23.9	16.9	14.2
0.72	1.39	1.57	1.78
6.4	4.3	3.9	3.5
0.10	0.10	0.15	0.17
1.62	1.62	2.37	2.82
	576 342 0.23 24.3 0.72 6.4 0.10	576 714 342 456 0.23 0.23 24.3 23.9 0.72 1.39 6.4 4.3 0.10 0.10	576 714 1056 342 456 662 0.23 0.23 0.33 24.3 23.9 16.9 0.72 1.39 1.57 6.4 4.3 3.9 0.10 0.10 0.15

Source: Company reports, Phillip Securities Est.

Research Analyst Kevin Chiu (+ 852 2277 6514)

kevinchiu@phillip.com.hk

company currently has RMB 860 million in cash, plus the RMB 2.3 billion credit line from Shanghai Pudong Development Bank, the company has sufficient cash to make acquisitions in future. The company is expected to make 1-2 acquisition per year.

The new policies on the education industry mainly affects the Compulsory Education Sector and has tiny effect on Higher Education Sector

During the fifteenth meeting of the Central Committee for Comprehensively Deepening Reform (中央全面深化改革委員會第十五次會議) on the 1st of September, President Xi Jinping has presided over the guideline of vitalizing higher education in the country's central and western regions《關於新時代振興中西部高 等教育的若干意見》 and the guideline of standardizing private schools for compulsory education《關於規範民辦義務教育發展的實施意見》. The guideline of standardizing private schools for compulsory education 《關於規範民辦義務教育發 展的實施意見》is in line with the Implementing Regulations for the Law for Promoting Private Education of the PRC (Revised Draft) (Draft for Review) 《民促法實 施條例(修訂草案)(送審稿)》 issued in 2018. It restated the public welfare attributes of compulsory education (primary and junior high school). Further, the opinions on further strengthening and standardizing the management of education fees 《關於進一步加強和規範教育收費管理的意見》published by Ministry of Education and other four departments at the end of August is also consistent with the Implementing Regulations for the Law for Promoting Private Education of the PRC (Revised Draft) (Draft for Review) 《民促法實施條例(修訂草案)(送審稿)》, stating that the individual school fees can only be adjusted by the provincial Government for Non-Profitable Schools and for Profitable-Schools, school fees can be freely adjusted according to the market conditions.

In conclusion, the newly announced policies stated above only affect compulsory education. The guideline of standardizing private schools for compulsory education 《關於規範民辦義務教育發展的實施意見》 once again emphasized that compulsory education can only be held on a non-profit basis, which has a negative impact on the future growth of compulsory education schools. In addition, standardizing private schools for compulsory education may potentially increase the capital investments on compulsory schools and hence extending the investment return cycle. However, we believe that for China Kepei, the contents of the above-mentioned new policies are consistent with those from the Implementing Regulations for the Law for Promoting Private Education of the PRC (Revised Draft) (Draft for Review) 《民促 法實施條例(修訂草案)(送審稿)》. Since the schools of China Kepei will choose to operate as profitable schools and the schools of China Kepei are located in Guangdong and Heilongjiang provinces, where higher education can set prices independently and without the interference of the Government. Hence, future tuition fee increases and M&A of the company will not be limited by these policies.

Valuation

Overall, the company's 1H20 results were generally in line with our previous expectations. Taking into account of the refund of boarding fees during the period, the increase in the company's overall gross profit margin as well as the decrease of the admin expenses ratio in 2020H1, we have raised the 2020/2021 EPS to RMB 0.33/0.39. We raise the TP to HKD 7.67 (+6.5%), which implies 2020/2021 P/E ratio of 21.0x/17.7x. We upgrade the rating to "Buy".



Figure 1: Comps Table

Commons	Ctook and a	Clasina Dries	Market Con P/E					P/B			
Company	Stock code	Closing Price	Market Cap	TTM	2019	2020	2021	TTM	2019	2020	2021
		HKD	million RMB								
HK Listed Higher Ed	lucation company										
China Kepei	1890 hk equity	6.16	10,858	23.4x	24.7x	17.8x	14.4x	3.9x	4.6x	3.2x	2.8x
China Edu Group	839 hk equity	14.54	27,345	32.5x	34.6x	28.5x	21.7x	3.8x	3.7x	3.5x	3.0x
Yuhua Edu	6169 hk equity	6.70	19,571	39.1x	27.3x	22.5x	15.9x	5.2x	4.7x	4.6x	3.9x
Hope Edu	1765 hk equity	2.39	15,113	24.0x	30.7x	23.2x	17.0x	3.1x	3.1x	2.8x	2.5x
Edvantage	382 hk equity	6.07	5,407	19.9x	23.5x	17.9x	14.0x	3.4x	3.7x	2.8x	2.4x
Huali University	1756 hk equity	2.98	3,128	5.8x	-	10.2x	8.1x	0.5x	-	1.2x	1.1x
Minsheng Edu	1569 hk equity	1.16	4,279	11.0x	9.7x	9.4x	8.0x	1.0x	1.1x	1.0x	0.9x
New Higher Edu	2001 hk equity	5.70	7,683	18.4x	19.7x	14.3x	11.7x	3.1x	3.2x	2.6x	2.2x
Chen Lin Edu	1593 hk equity	2.15	1,880	15.7x	-	-	-	2.4x	-	-	-
China Xinhua	2779 hk equity	2.53	3,560	13.1x	11.7x	11.0x	9.6x	1.3x	1.3x	1.2x	1.1x
Bojun Edu	1758 hk equity	0.70	503	21.6x	-	-	-	0.5x	-	-	-
Gench Edu	1525 hk equity	6.58	2,388	13.7x	14.8x	12.4x	9.0x	2.4x	1.8x	1.3x	1.2x
JH Edu	1935 hk equity	3.35	4,691	23.6x	22.5x	18.3x	14.7x	0.2x	2.7x	2.2x	1.9x
Gingko Edu	1851 hk equity	2.55	1,115	37.2x	-	-	-	2.2x	-	-	-
Leader Edu	1449 hk equity	1.11	647	-	-	-	-	-	-	-	-
21 Century Edu	1598 hk equity	0.63	643	9.8x	7.3x	-	-	1.0x	-	-	-
			mean	20.6x	20.6x	16.9x	13.1x	2.3x	3.0x	2.4x	2.1x
			median	19.9x	22.5x	17.8x	14.0x	2.4x	3.2x	2.6x	2.2x

Market closing price as of 15th Sept

Source: Bloomberg, PSHK

Risk: acquisition not as effective as expected, teaching quality diminished, change of related law policies, the number of students increased less than expected

Financials

Key Financial Data

FYE DEC	FY18	FY19	FY20E	FY21E
Valuation Ratio				
P/E ratio (x)	24.3	23.9	16.9	14.2
P/B ratio (x)	6.4	4.3	3.9	3.5
Dividend yield	1.62%	1.62%	2.37%	2.82%
Per share data (RMB)				
EPS	0.23	0.23	0.33	0.39
Book value per share	0.96	1.42	1.57	1.78
Dividend per share (HKD)	0.10	0.10	0.15	0.17
Growth & Margin				
Revenue Growth	26.4%	24.1%	47.9%	21.8%
Operating income growth	44.6%	26.6%	48.0%	20.2%
net income growth	48.1%	33.4%	45.2%	18.7%
Gross Profit Margin	67.7%	67.5%	67.0%	68.0%
Operating profit Margin	60.2%	61.4%	61.4%	60.6%
Net Profit Margin	59.4%	63.9%	62.7%	61.1%
Key Ratios				
ROE	24%	16%	21%	22%
ROA	15%	13%	15%	16%

Market closing price as of 15th Sept

Consolidated Statement of Profit and Loss

(RMB million)	2017	2018	2019	2020E	2021E
Revenue	455.4	575.5	714.2	1056.3	1286.6
Cost of Sale	-149.2	-185.9	-232.4	-348.6	-411.7
Gross profit	306.2	389.5	481.8	707.7	874.9
Other income and gain	7.7	53.4	59.3	59.3	59.3
Selling and distribution expense	-8.5	-14.5	-24.3	-33.8	-38.6
Administrative expense	-46.0	-77.5	-77.3	-84.5	-115.8
Other expense	-13.1	-4.6	-0.8	0.0	0.0
P/L of JV and other investment	-6.8	0.0	-0.3	0.0	0.0
Opearting Profit	239.5	346.4	438.4	648.7	779.8
Finance income	1.0	4.6	21.7	21.4	17.4
Finance cost	-9.6	-9.0	-1.9	-4.4	-7.0
Profit before tax	230.9	342.0	458.2	665.8	790.3
Income tax	0.0	0.0	-1.9	-3.3	-4.0
Profit for the year	230.9	342.0	456.3	662.4	786.3
EPS (RMB)		0.23	0.23	0.33	0.39
DP\$ (HKD)		0.1	0.1	0.15	0.17



Consolidated statement of financial position					
(RMB million)	2017	2018	2019	2020E	2021E
Non current asset					
Property, plant and equipment	1,001.5	1,274.4	1,422.6	1,564.9	1,721.3
Right of use of asset	0.0	0.0	208.0	201.9	195.9
Others	161.9	329.1	349.7	1,753.2	1,729.9
Total non-current assets	1,163.4	1,603.4	1,980.3	3,519.9	3,647.2
Current asset					
Trade receivables	18.1	22.7	29.7	42.5	51.8
Cash and cash equivalents	369.1	432.9	1,111.7	423.0	847.2
Others	457.6	271.3	301.4	304.3	307.5
Total current assets	844.7	726.8	1,442.9	769.8	1,206.5
Total asset	2,008.1	2,330.3	3,423.1	4,289.7	4,853.7
Non current Liabilities					
Interest bearing bank loans	325.0	100.0	100.0	234.6	234.6
Others	4.8	4.0	12.2	12.2	12.2
Total non current liabilities	329.8	104.0	112.2	246.8	246.8
Current Liabilities					
Contract liabilities	258.4	334.6	411.9	614.8	730.3
Other payables and accruals	220.2	115.6	105.9	116.5	128.2
Interest-bearing bank loans	30.0	10.0	0.0	151.3	151.3
Others	289.6	678.1	415.1	2.3	2.3
Total current liabilities	509.8	793.7	521.0	885.0	1,012.1
Total Liabilities	839.5	897.7	633.2	1,131.8	1,259.0
Equity					
Share capital	0.0	0.0	0.1	0.1	0.1
Reserve	1,168.6	1,432.6	2,789.8	3,157.8	3,594.6
Total Equity	1,168.6	1,432.6	2,789.9	3,157.9	3,594.8
Total liabilities and Equity	2,008.1	2,330.2	3,423.1	4,289.7	4,853.7

Cash Flow Statement

(RMB million)	2017	2018	2019	2020E	2021E
Profit before tax	230.9	342.0	458.2	665.8	790.3
change in working capital	95.5	95.8	41.9	197.8	114.7
depreciation and amortisation	38.8	57.3	72.8	74.0	80.7
Others	33.4	-11.5	-33.9	46.7	26.3
Cash flow from operating activities	398.5	483.6	539.0	984.2	1011.9
Cash flow from investing	-171.0	-514.1	-413.9	-1660.2	-231.2
Cashflow from financing	55.2	67.9	543.1	-12.9	-356.4
foreign exchange effect	0.0	26.4	10.6	0.0	0.0
Cash at beginning	86.3	369.1	432.9	1111.7	423.0
Cashflow during the year	282.8	63.9	678.8	-688.8	424.2
Cashflow at the end	369.1	432.9	1111.7	423.0	847.2



INITIATION REPORT

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

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.

© 2020 Phillip Securities (Hong Kong) Limited



INITIATION REPORT

Contact Information (Regional Member Companies)

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, Jl 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

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

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 10, 330 Collins Street
Melbourne VIC 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