

Ecommerce: Overweight

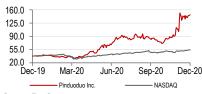
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Pinduoduo Inc. (PDD US, BUY, TP: US\$197.00)

BUY	HOLD	SELL
Target Price: US	S\$197.00	Price: US\$146.79
Potential up/dow	nside to TP +/-%	+34%
52-Week High/L	ow (US\$)	155.61/30.20
Market Cap (US	\$mn)	169,810
Shares Outstand	ding (mn)	1,157
3-mth ADTV (US	S\$mn)	830
Free Float (%)		26
Major Sharehol	der (%)	
Zheng Huang		43
Price as of close o Source: FactSet	n December 07, 20	20
Key Changes		

	New	Old	Diff
Rating	BUY	BUY	N/A
Target Price (US\$)	197.00	197.00	0%
2020E EPS (RMB)	(3.81)	(1.72)	-122%
2021E EPS (RMB)	(3.68)	0.96	-483%
2022E EPS (RMB)	4.09	9.26	-56%

Price Performance



Source: FactSet

China Renaissance vs Consensus (% Diff)

	2020E	2021E				
Rev (RMBmn)	51,197 (-1%)	79,445 (+6%)				
EPS (RMB)	(2.61) (+46%)	2.67 (-238%)				
Note: Consensus estimates displayed, sourced from						
Bloomberg. Positive % diff = CR estimate above						
consensus; negative = CR estimate below consensus.						

Entrance into fresh food retailing slows margin improvement

- Bigger losses in 4Q20E and full-year 2021E on higher spending in fresh food retailing.
- New initiative could attract more users and generate higher ARPU per user, both long-term positives.
- Maintain BUY and TP of US\$197.00 (20x 2021E P/S).

Non-GAAP operating loss set to widen in 4Q20E to 15% of revenue on heavy subsidies in fresh food retailing initiative. We estimate Duoduo Maicai, Pinduoduo's new initiative in fresh food retailing, has reached daily volume of around 10 million orders per day, based on our channel checks. Based on our estimates, PDD's average ticket size is just over RMB10 per order, with no more than 20% GPM; but its costs include around a 10% fee to owners of grocery pick-up stations, 10% in fulfilment, 5-10% in consumer subsidies, and 5-10% in other expenses, on our estimates. This results in an approximate 10-15% operating loss per order. After factoring in the heavy spending in this new business, we increase our forecasts for PDD's sales and marketing expenses by RMB2.7bn for 4Q20E and RMB4.9bn for full-year 2021E. On our new forecasts, PDD's non-GAAP operating margin is -15% in 4Q20E and -8% in 2021E, a 15ppt and 7ppt widening from our prior forecasts. This pushes out our expectation for PDD achieving breakdown, which we now expect in 2022.

We raise our user and ARPU forecasts on Duoduo Maicai ramp-up. Despite the shortterm loss widening, we believe PDD will be able to attract more users and increase overall ARPU by generating more cross-category sales. On a standalone basis, Duoduo Maicai may remain a loss-making business for some time, but we believe PDD considers this new business an organic part of its total product offering to customers; thus we should also look at incremental sales that can be generated from other categories. We now forecast PDD's annual active buyers to increase to 761m by the end of 2020E and 814m by the end of 2021E, with ARPU rising to RMB2,188 in 2020E and RMB3,375 in 2021E. We believe the increase in the user base and rising ARPU will eventually drive the company's margin expansion, and we forecast PDD's non-GAAP operating margin to turn positive at 3.4% in 2022E.

Maintain BUY with TP of US\$197.00 on 20x 2021E P/S. We adjust our 2020E/21E/22E revenue estimates by 0%/-2%/3% and our EPS forecasts by -122%/ -483%/ -56% to reflect the higher investment in the fresh food retailing segment. **Key risks include:** Failure to acquire new users/merchants, intensifying competition, and higher-than-expected user acquisition costs of Duoduo Maicai.

Research Team

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Summary Financial Data

FY to Dec 31	2018A	2019A	2020E	2021E	2022E
Revenue (RMBmn)	13,120	30,142	50,869	84,334	114,491
Operating Income (RMBmn)	(3,958)	(5,981)	(7,342)	(6,452)	3,835
Net Income (RMBmn)	(3,376)	(4,266)	(4,900)	(4,790)	5,373
EPS (RMB)	(4.55)	(3.69)	(3.81)	(3.68)	4.09
P/E (x)	N/A	N/A	N/A	N/A	236.7

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December 9, 2020

Company Update

Exhibit 1: Duoduo Maicai per-order cost breakdown estimate (RMB)

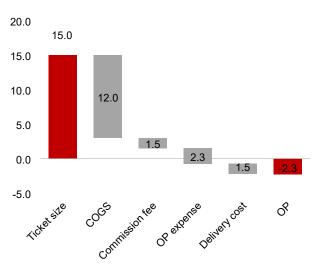
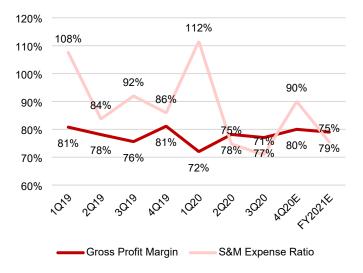
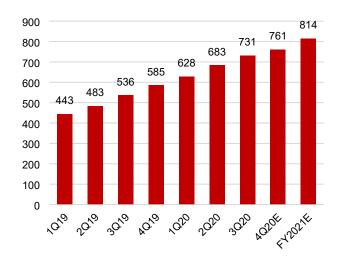


Exhibit 2: PDD's GP margin and S&M expenses ratio



Source: CRSHK estimates

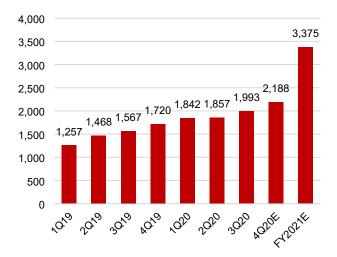
Exhibit 3: PDD's annual active buyers (mn)



Source: Company reports, CRSHK estimates

Source: Company reports, CRSHK estimates

Exhibit 4: PDD's annual spending per active buyer (RMB)



Source: company reports, CRSHK estimates



		New			Old			Diff	
Earnings summary (RMBmn)	2020E	2021E	2022E	2020E	2021E	2022E	2020E	2021E	2022E
Net Revenues	50,869	84,334	114,491	50,869	85,862	111,650	0%	-2%	3%
Operating income (Non-GAAP)	(7,342)	(6,452)	3,835	(4,653)	(558)	11,556	-58%	-1056%	-67%
Operating income (GAAP)	(11,097)	(8,982)	401	(8,408)	(3,134)	8,206	-32%	-187%	-95%
NI attr. to PDD's shareholders (GAAP)	(9,145)	(7,320)	1,939	(6,456)	(1,324)	8,812	-42%	-453%	-78%
NI attr. to PDD's shareholders (Non-GAAP)	(4,900)	(4,790)	5,373	(2,211)	1,252	12,161	-122%	-483%	-56%
EPADS (Non-GAAP) (RMB)	(3.81)	(3.68)	4.09	(1.72)	0.96	9.26	-122%	-483%	-56%
EPADS (Non-GAAP) (USD)	(0.54)	(0.54)	0.60	(0.25)	0.14	1.36	-122%	-483%	-56%
GMV(RMBbn)	1,664	2,747	3,658	1,664	2,700	3,567	0%	2%	3%
Take rate	3.1%	3.1%	3.1%	3.1%	3.2%	3.1%	0.0%	-0.1%	0.0%

Note: RMB: USD=6.8 in 2020, 6.6 in 2021E and 2022E.

Source: CRSHK estimates

Valuation

We maintain our target price for PDD at US\$197.00, based on a 20x 2021E target P/S multiple. We make no change to our TP given only small adjustments to our revenue forecasts, which we change by 0%/-2%/3% for 2020E/21E/22E. Our EPS forecasts are lowered -122%/ -483%/ -56%, respectively, to reflect the higher investment in the fresh food retailing segment. We believe PDD deserves to trade at 20x forward P/S, similar to that of Alibaba (BABA US, BUY, TP: US\$355, covered by Ella Ji) in 2014 when the company had strong GMV growth. In setting our target price for PDD, we apply a 20x forward P/S multiple (which is the average of Alibaba's forward P/S in 2014).

Risks

- Failure to acquire new brands and add users. The scale of sales on PDD's platform has
 encouraged its more than 1mn active merchants to offer increasingly competitive pricing, as well
 as customized products and services. Continuous cultivation of merchants is essential to PDD's
 growth outlook, in our view, although if merchants opt for other channels this could put a curb on
 merchant development. Such a slowdown could undermine PDD's competitiveness and impact
 its revenues.
- Intensifying competition. The retail industry in China is very competitive, and PDD faces competition from many ecommerce companies and traditional retailers. Well-established ecommerce platforms such as JD and Taobao/Tmall in particular pose a competitive threat. For example, Taobao has launched "The Taobao Special" app, which targets the same segment as PDD. Merchants and buyers may opt for online retail platforms with longer histories, greater brand recognition, and longer-established merchant/buyer relationships.
- **Counterfeit products damaging PDD's reputation.** The abundance of counterfeit products in China is a major issue for Chinese online retail platforms and presents a risk to PDD's growth and development, in our view.
- Reliance on social media platforms. PDD relies heavily on social media networks; it uses
 platforms such as WeChat and QQ as access points for traffic, to attract and retain buyers. For
 example, PDD currently has a strategic cooperation with Tencent (700 HK, BUY, TP:
 HK\$660.00, Ella Ji & Alex Liu) that includes the WeChat mini-program, payment solutions, cloud
 services and advertising. This dependency poses a risk, if adequate support were to be
 withdrawn, or its position as a source of traffic became less effective.
- Prolonged COVID-19 outbreak may have a negative impact on the company's sales growth. Retail sales might be significantly impacted with continuing disruption to logistics and deferred deliveries, which would hurt the company's revenue growth.



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• Higher-than-expected user acquisition costs of Duoduo Maicai. We believe fresh food can increase PDD users' shopping frequency and user stickiness, which should help PDD to improve its cross-selling capability. However, if Duoduo Maicai fails to create synergies with PDD's main platform or achieve network expansion, the new initiative could have a negative impact on PDD's total revenue growth and net profit margin. In addition, user acquisition costs could be higher than the market expects, which could be a further downside risk for PDD.



Financials

Year to	Dec	31

Income Statement				
(RMBmn)	2019A	2020E	2021E	2022E
Online marketplace services	26,814	45,592	75,269	102,420
Commission revenue	3,328	5,277	9,065	12,071
Sales	30,142	50,869	84,334	114,491
Cost of Goods Sold	(6,339)	(11,338)	(17,710)	(24,043)
Gross Profit	23,803	39,532	66,624	90,448
SG&A (incl. R&D)	(32,341)	(50,629)	(75,605)	(90,047)
thereof R&D	(3,870)	(6,554)	(10,289)	(12,823)
thereof Sales & Marketing expense	(27,174)	(42,615)	(63,630)	(74,934)
thereof Admin expense	(1,297)	(1,460)	(1,687)	(2,290)
EBIT	(5,981)	(7,342)	(6,452)	3,835
EBITDA	(8,387)	(10,844)	(8,899)	484
Net interest income	1,396	1,625	1,586	1,804
Net interest expense	0	0	0	0
Pretax profit	(6,996)	(9,226)	(7,320)	2,281
Income Tax	0	0	0	(342)
Reported net income	(6,968)	(9,145)	(7,320)	1,939
EPS (reported) (RMB)	(6.02)	(7.10)	(5.63)	1.48
EPS (diluted, adjusted) (RMB)	(3.69)	(3.81)	(3.68)	4.09
Balance Sheet				

(RMBmn)	2019A	2020E	2021E	2022E
Current assets	73,001	98,858	144,115	194,537
Cash & equivalents	41,057	64,121	104,668	150,846
Account receivables	1,051	1,774	2,941	3,992
Inventories	2	3	4	5
Other current assets	30,891	32,961	36,503	39,695
Non-current assets	3,056	2,585	2,225	1,951
PPE	41	49	54	56
Intangible assets	1,994	1,515	1,151	875
Goodwill	0	0	0	0
Other non-current assets	1,020	1,020	1,020	1,020
Total assets	76,057	101,443	146,340	196,488
Total Current Liabilities	45,768	76,543	126,230	171,005
ST interest bearing debt	2	3	4	5
Unearned revenue	5,483	9,254	15,341	20,827
Accounts Payable	29,926	50,506	83,731	113,672
LT interest bearing debt	0	0	0	0
Other Liabilities	5,643	5,643	5,643	5,643
Total Liabilities	51,410	82,186	131,873	176,648
Common Stock/Ordinary Capital	0	0	0	0
Share Premium	41,494	41,494	41,494	41,494
Retained Earnings	0	0	0	0
Shareholders Equity	24,647	19,257	14,468	19,841
Minority Interest	0	0	0	0
Total Liabilities & Shareholders Equity	76,057	101,443	146,340	196,488

Source: Company data, CRSHK estimates

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(RMBmn)	2019A	2020E	2021E	2022E
Reported net income	(6,968)	(9,145)	(7,320)	1,939
Depreciation & amortization	(638)	(485)	(371)	(284)
Net interest (income) / expenses	(64)	0	0	C
Other non-cash items (+/-)	2,609	3,755	2,530	3,435
Others (+/-)	0	0	0	C
Change in Working Capital	18,606	27,982	44,977	40,531
Cash Flow from operations	14,821	23,078	40,558	46,188
Capex	(27)	(27)	(27)	(27)
Acquisitions & Investments	(52,666)	0	0	C
Disposal of Fixed Assets and Investments	24,798	13	16	18
Other Investing Activities	(425)	0	0	C
Net Cash Flow from Investments	(28,320)	(14)	(11)	(10)
Dividends paid	0	0	0	C
Change in Debt	7,861	0	0	0
Equity raised / (purchased)	7,994	0	0	C
Other Financial Activities	0	0	0	(
Net Cash Flow from Financing	15,855	0	0	C
Net Cash Flow	2,806	23,064	40,547	46,178
Free Cash Flow	14,794	23,050	40,531	46,161
Key Assumptions				
	2019A	2020E	2021E	2022E
GMV (RMBbn)	1,007	1,664	2,747	3,658
Take rate as % of GMV	2.99	3.06	3.07	3.13
Financial Ratios				
	2019A	2020E	2021E	20225
YoY (%)				
Revenue	129.7	68.8	65.8	35.8
EBITDA	22.3	(29.3)	17.9	105.4
Net Profit	31.8	(31.3)	20.0	126.5
INEL FIUIL			~ ~ ~	126.2
EPS	56.3	(18.0)	20.8	120.4
EPS	56.3 18.9	(18.0) (3.2)	20.8 3.2	
EPS Adjusted EPS		()		211.
EPS		()		211.
EPS Adjusted EPS Profitability (%)	18.9	(3.2)	3.2	

(23.1)

(28.3)

(9.2)

1.6

1.6

N/A

8.7

37.2

(18.0)

(47.5)

(9.0)

1.3

1.3

N/A

64.8

22.0

Net Margin

Liquidity (x)

Current ratio

Valuation Ratios (x)

Quick ratio

ROE

ROA

P/E

P/B

P/S

1.7

9.8

1.0

1.1

1.1

236.7

64.1

9.8

(8.7)

(50.6)

(5.0)

1.1

1.1

N/A

87.1

13.3



Appendix A

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December 9, 2020 Company Update

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Hold	42	29%	1	2%
Sell	6	4%	0	0%

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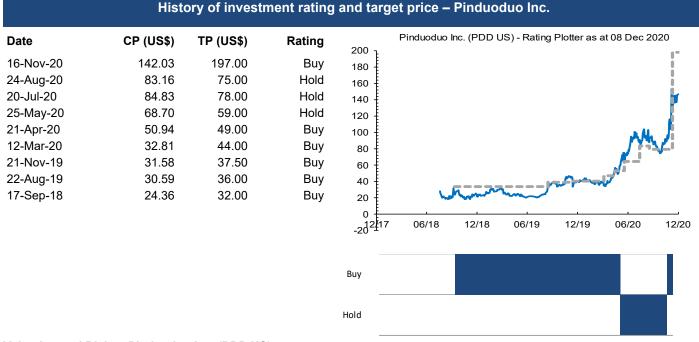
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Stocks Mentioned

Pinduoduo Inc. (PDD US, Dec 7, 2020, US\$146.79, BUY)



Valuation and Risks - Pinduoduo Inc. (PDD US)

Valuation: Our target price of US\$197.00 is based on 20x 2021E P/S.

Risks: Downside risks include: 1) failure to acquire new brands/users, which could undermine PDD's competitiveness and impact its revenue; 2) intensifying competition from ecommerce companies and traditional retailers; 3) counterfeit products damaging PDD's reputation; 4) reliance on social media platforms as access points for traffic, and to attract and retain buyers; 5) Prolonged COVID-19 outbreak; and 6) higher-than-expected user acquisition costs of Duoduo Maicai.

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December 9, 2020

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