

3 October 2018

Qian Hu Corporation

Expedition Series: Swimming With Fishes

We visited Qian Hu's new aquaculture business in Hainan, China in late August. Currently, its main revenue from aguaculture comes from rearing grouper fry and selling them at a healthy profit margin weeks later. It has an export licence in China, and is the only one in Hainan to obtain one. It currently importing marble goby, snapper and will look at expanding the range of fish to include varieties like pompano, etc. We estimate this business will need about six months to a year to scale up, and could be a potentially exciting new growth driver for the company. The last closing price of this unrated stock is SGD0.24.

Venturing into aquaculture. Qian Hu's management has always wanted a new growth driver that complements its technological and food nutrition expertise. It finally found one in 2017, and ventured into aquaculture. It entered into a JV with a partner. Ms Zhang Mei Yu, that developed herb-based medication to improve the survival rate of the fishes. This, coupled with its strong ties to China, enabled Qian Hu to venture into Hainan, China where it established new fish farms. Qian Hu holds a 51% stake in the JV, and management has not ruled out the possibility of owning it entirely in the near future.

On the verge of a breakthrough. It is currently focused on rearing and selling grouper fingerlings. Fingerlings are reared for 2-4 weeks, during which they can grow 2-5cm. Currently, the average survival rate is 60-70%, but the company is working to boost it to 80% before ramping up production. The cost per fingerling is estimated at CNY1-2, and they are sold at about CNY4 - implying a rate of CNY0.5-0.6 per cm. Currently, it is selling an average of 100,000-200,000 fingerlings a month, and can ramp this up to 400,000-500,000, if needed.

Export license up to 2022. Qian Hu has one of the few fish farms in China that has managed to secure an export licence (valid up to 2022). Currently, it mainly exports grouper and snapper fry, as well as marble goby to China, Singapore and Malaysia. Management is also looking to export more types of fishes, like pompano, going forward

Exploring other types of aquaculture. Qian Hu is also exploring and experimenting with other types of aquaculture farming, like lobster farming and a shrimp hatchery. During our visit, we noted there was a large number of snail farms in the vicinity, and management is exploring lobster farming as a viable option - since it offers a much higher ROI compared to snail farming. If successful, the company could then supply local farmers with lobster fry and work with them to rear lobsters, instead of snails.

A comeback in FY19? With the ornamental business providing steady cash flow that should enable it to ramp up and strengthen its aquaculture business, Qian Hu could be making a comeback in terms of profitability in FY19. However, note that management will need about 6-9 months to conduct more research and development, and improve the survival rates of its grouper fry.

Forecasts and Valuations	Dec-15	Dec-16	Dec-17
Total turnover (SGDm)	78.0	80.5	87.8
Reported net profit (SGDm)	0.3	0.3	0.5
Recurring net profit (SGDm)	0.3	0.3	0.5
Recurring net profit growth (%)	7.7	7.7	(11.5)
Recurring EPS (SGD)	0.02	0.06	0.29
DPS (SGD)	0.20	0.00	0.20
Recurring P/E (x)	825	150	69
P/B (x)	0.4	0.2	0.5
P/CF (x)	15.1	3.7	3.6
Dividend Yield (%)	2.5	2.3	1.2
EV/EBITDA (x)	11.0	8.9	9.5
Return on average equity (%)	0.0	0.0	0.6
Net debt to equity (%)	14.0	14.1	10.6
Our vs consensus EPS (adjusted) (%)			

Source: Bloomberg, Company data

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Non-Dated

			NC	on-Ra	ited
	Targe	et Price:			N/A
		Price:		SG	D0.24
	Mark	ket Cap:		USD	19.8m
Blo	comberg	Ticker:		QI	AN SP
Share Data					
Avg Daily Turnove	er (SGD/l	JSD)	(0.035m/0).025m
52-wk Price low/h	igh (SGD)		0.25	- 0.15
Free Float (%)					55.8
Shares outstandin	ng (m)				114
Estimated Return					N/A
Shareholders (%)					
Qian Hu Holdings					24.0
Mr Yap Ah Seng					3.5
Mr Yap Ah Siong					3.5
Share Performance	ce (%)				
	YTD	1m	3m	6m	12m
Absolute	20.0	20.0	20.0	26.3	60.0

Relative

Source: Bloomberg



19.3

20.1

32.0

60.8

24.9

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Singapore Expedition Series

3 October 2018

Consumer Discretionary | Leisure Products

Visit to aquaculture farms on 28-30 Aug. A few weeks ago, we visited Qian Hu's aquaculture fish farms in Wenchang, Hainan. The province of Hainan is China's aquaculture hub today, and there are approximately 2,000-3,000 farms alone in the area where Qian Hu is operating. It currently occupies two farms - Qian Hu Farm and Tian Tian Fishery.

Construction on Qian Hu Farm began in Dec 2016, and the facility was completed and opened in Jun 2017. The land is leased from the provincial government for 20 years. It stands on 6,000 sqm of land, and contains 102 tanks. Out of these, approximately 70% are allocated to grow grouper fingerlings - and the remainder is for its export arm.

Meanwhile, Tian Tian Fishery is on a 2-year lease from an existing farmer. This fishery is a part of Qian Hu's import business, and contains a shrimp hatchery and lobster farming area. It occupies an area of 4,000 sqm, ie smaller than Qian Hu Farm.

A close-knit, family business. The aquaculture business is headed by Mr Yap Kok Cheng, the nephew of Mr Kenny Yap, Qian Hu's executive chairman and CEO. Kok Cheng has been with the company since 2005 and was working for its ornamental fish distribution business in China prior to helming this division. Assisting him are another two Yap family members, Mr Yap Kok Fong (Kok Cheng's brother) and Mr Lim Yik Kiang (Kok Cheng's brother-in-law).

Not your average filtration system. The farms' Hydro-Pure technology filtration system has two functions. The ionisation of water results in clear water for the farm, while electrolysis aids in disinfecting the water. As such, better quality of water promotes the survival rate of the fishes.

Figure 1: Pilot aquaculture farm in Wenchang, Hainan Province, China





Figure 2: Outdoor fish tanks

Figure 3: Sedimentation pond



Source: RHE

Source: RHB

Figure 4: Indoor fish tanks



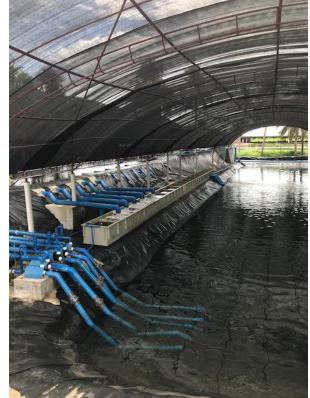
Source: RHB



3 October 2018

Figure 5: Treated seawater reservoir







Source: RHB

Figure 7: Daily recording of coral trout DOA



Source: RHB

Grouper fingerlings. Qian Hu made its first sale of grouper fingerlings last year. We understand from management that this is a lucrative business, and the farm is already profitable on its own, recording CNY1m in revenue a month.



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Figure 6: Intensive multi-tier automated recirculation holding tank system

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3 October 2018

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Typically, the farming of a grouper from fry to adult size takes, on average, 9-18 months. Qian Hu is involved in the nursery stage. It buys fry from local farms and pallet-trains the fry to grow them up to 5-cm long. After that, the fingerlings are sold to farmers that will continue to grow them. The whole process takes typically from three weeks to 1-2 months.

Management is confident that with its core technologies (the Hydro-Pure system), coupled with its herb-based fish medication and quality fish feed, the group will be able to expand the size of its aquaculture business several times to come close to that of its ornamental fish business. The fingerlings are currently being sold locally, as well being exported to Singapore, Malaysia and Vietnam. It represents 50% of the entire edible fish segment revenue in the Hainan farm. In FY17, the group sold 500,000 grouper fingerlings per month.

Figure 8: Giant grouper fingerlings



Figure 9: Fish tanks for growing fingerlings



Source: RHB

Source: RHB

Licensed to export edible fishes. Qian Hu received its renewable export license (valid until 2022) in May, and has since started shipping fish to Singapore, Malaysia and Vietnam.

The fish that it exports are:

- i. Grouper fry;
- ii. Pompano fry;
- iii. Marble goby;
- iv. Snapper fry.

Fishes that it brings in from other farms are treated with its herbal medication and live in the hydro-pure filtered water for about a week before they are shipped out – and this treatment helps to ensure the fishes are of good quality. The group is currently exporting an average of four tonnes of marble goby a month (*soon hock* in Cantonese) since it started the exporting business. This segment contributes 50% to its farming revenue. Under the best-case scenario, we believe exports can increase up to 10 tonnes per month.



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3 October 2018

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Figure 10: Giant grouper



Source: RHB

Figure 12: Packing grouper fingerlings



Source: RHB

Source: RHB

Figure 11: Red coral trout





Source: RHB

Ability to ship live marble goby without water. Farm representatives showed us how it has a niche in a high-margin fish export business – by being able to pack and ship live fishes in waterless bags without compromising their health. This helps to reduce the freight cost by a significant amount. Figure 14 depicts a sample of marble goby packed live, which was brought to a local restaurant to be served as part of lunch. We also took this opportunity to savour the freshness of the "farm-to-table" marble goby.



3 October 2018

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Figure 14: Packing live marble goby (packed without water)





Source: RHB

Source: RHB

Land-based lobster farming at Tian Tian Fishery. Management's strategy for its lobster business is to create an ideal lobster farming model to educate the local farms and to convince them to convert their existing snail farms into higher-yield lobster farms. Qian Hu is experimenting with "*hua long*" (flower lobster) and "*qing long*" (green lobster) farming. Qian Hu believes that if it is successful, this will provide the company with a new revenue stream for the importing and selling of lobster fry.

The farm currently rears about 15,000 lobsters in ten tanks. Management is targeting have about 40,000 pcs lobsters in the model farm. The whole process of growing a baby lobster to 350g in weight takes 10-12 months. The selling price of a 350g lobster is CNY100.

Figure 16: Finger-size baby lobster at Tian Tian Figure 17: Farming baby lobsters





Source: RHB

Source: RHB



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