## Singapore Corporate News Flash

## Sheng Siong (SSG SP)

## Impact From Malaysia's Movement Control Order

Maintain BUY and TP SGD1.42, 38\% upside plus 4\% yield. Share price has fallen $28 \%$ from its peak. We note that over the shorter term, there are still some downside risks as share price could continue to trend down along with the sell-down in the market. But in the longer term, Sheng Siong's fundamentals are still intact as food staples demand remains fairly resilient. Barring any prolonged lockdown in regional countries, we do not foresee any major impact on earnings.

- What's new? On Monday, Malaysia announced it would enforce movement control measures from 18-31 Mar. This led to some panic buying at grocery retail stores in Singapore due to worries of food supply.
- Our views. We think the news is positive to the group in the short run as the panic buying behaviour would give a one-off boost to sales. Given Malaysia's movement control order only lasts for two weeks, we do not see major disruptions in the supply chain as Sheng Siong has increased its days in inventory and diversify its suppliers in anticipation of such situations.
- Fresh items most impacted if Malaysia's movement control order prolongs. Majority of the poultry and vegetables are imported from Malaysia. Approximately $45 \%$ of Sheng Siong's annual sales is derived from fresh produce. As such, we estimate c.10-15\% of sales would be attributed to poultry and vegetables imported from Malaysia.

However, the impact to the group's sales and earnings are less clear as consumers are likely to substitute these shortfalls with other food alternatives which could be higher margin products (eg seafood, beef, pork) or lower margin products (eg frozen chicken, canned food). We estimate the impact on sales would be at a high single digit in the worst case scenario of the prolonged border control in Malaysia.

- Non-fresh items are less impacted. We believe non-fresh items are less likely to be impacted. As these items are less or non-perishable, both Sheng Siong and the suppliers are likely to carry additional stock supplies in their inventories to cope with the temporary disruption. Major suppliers are likely to direct more productions to other geographies if Malaysia's movement control order prolongs.
- Sheng Siong remains a Top Pick in our sector. While share price has come off along with the market sell-down, we note that earnings profile for the company is still very resilient. The work-from-home trend and general avoidance of crowded areas and gatherings during this COVID-19 pandemic period could also support grocery retail sales.

| Forecasts and Valuation | Dec-18 | Dec-19 | Dec-20F | Dec-21F | Dec-22F |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Total turnover (SGDm) | 891 | 991 | 1,069 | 1,121 | 1,166 |
| Recurring net profit (SGDm) | 71 | 76 | 85 | 91 | 95 |
| Recurring net profit growth (\%) | 4.7 | 7.0 | 12.0 | 7.4 | 4.4 |
| Recurring P/E (x) | 21.87 | 20.45 | 18.26 | 17.00 | 16.28 |
| P/B (x) | 5.3 | 4.9 | 4.6 | 4.2 | 3.9 |
| P/CF (x) | 16.79 | 13.20 | 14.34 | 12.55 | 12.51 |
| Dividend Yield (\%) | 3.3 | 3.4 | 3.8 | 4.1 | 4.2 |
| EV/EBITDA (x) | 14.60 | 13.33 | 11.30 | 10.34 | 9.63 |
| Net debt to equity (\%) | $(29.8)$ | $(24.2)$ | $(33.6)$ | $(44.6)$ | $(53.4)$ |

[^0]| Target Price (Return): | SGD1.42 (+38\%) |
| :--- | ---: |
| Price: | SGD1.03 |
| Market Cap: | USD1,089m |
| Avg Daily Turnover (SGD/USD) | $2.41 \mathrm{~m} / 1.75 \mathrm{~m}$ |

## Analyst

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| Share Performance (\%) |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | :---: |
|  | YTD | 1 m | 3 m | 6 m | 12 m |  |
| Absolute | $(16.9)$ | $(20.8)$ | $(17.6)$ | $(11.2)$ | $(5.5)$ |  |
| Relative | 5.7 | 1.7 | 4.6 | 10.9 | 16.5 |  |
| 52-wk Price low/high (SGD) |  |  | 1.02 | -1.32 |  |  |


| Sheng Siong (SSG SP) |  |
| :---: | :---: |
| 135 |  |
| 1.35 | 130 |
| 1.30 - | 125 |
| 1.25 - .0h a A in ivi | 120 |
| 1.20 年 | 115 |
| 1.15 | 110 |
| 1.10 | 105 |
| 1.05 , wath | 100 |
|  | 95 |
| 0.95 - ", ${ }_{\text {, }}$ | 90 |
|  <br>  |  |

[^1]
## Financial Exhibits

| Asia |  |
| :--- | :---: |
| Singapore |  |
| Consumer Cyclical |  |
| Sheng Siong |  |
| SSG SP |  |
| Buy |  |
| Valuation basis |  |
| Blended DCF and P/E |  |
|  |  |
| Key drivers |  |
| New store openings and SSSG |  |
|  |  |
| Key risks |  |
| i. High capex if Sheng Siong expands via |  |
| purchase of retail stores; |  |
| ii. Inability to find affordable areas to lease; |  |
| iii. Price war from competitors. |  |

[^2]| Financial summary (SGD) | Dec-18 | Dec-19 | Dec-20F | Dec-21F | Dec-22F |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Recurring EPS | 0.05 | 0.05 | 0.06 | 0.06 | 0.06 |
| DPS | 0.03 | 0.04 | 0.04 | 0.04 | 0.04 |
| BVPS | 0.19 | 0.21 | 0.23 | 0.24 | 0.26 |
| Valuation metrics | Dec-18 | Dec-19 | Dec-20F | Dec-21F | Dec-22F |
| Recurring P/E (x) | 21.87 | 20.45 | 18.26 | 17.00 | 16.28 |
| P/B (x) | 5.3 | 4.9 | 4.6 | 4.2 | 3.9 |
| FCF Yield (\%) | 4.2 | 4.1 | 6.3 | 7.3 | 7.3 |
| Dividend Yield (\%) | 3.3 | 3.4 | 3.8 | 4.1 | 4.2 |
| EV/EBITDA (x) | 14.60 | 13.33 | 11.30 | 10.34 | 9.63 |
| EV/EBIT (x) | 17.47 | 15.92 | 13.85 | 12.64 | 11.79 |
| Income statement (SGDm) | Dec-18 | Dec-19 | Dec-20F | Dec-21F | Dec-22F |
| Total turnover | 891 | 991 | 1,069 | 1,121 | 1,166 |
| Gross profit | 238 | 267 | 289 | 304 | 316 |
| EBITDA | 100 | 111 | 127 | 134 | 139 |
| Depreciation and amortisation | (16) | (18) | (23) | (24) | (26) |
| Operating profit | 84 | 93 | 104 | 110 | 114 |
| Net interest | 1 | (1) | (1) | 0 | 1 |
| Pre-tax profit | 85 | 92 | 103 | 110 | 115 |
| Taxation | (14) | (16) | (18) | (20) | (21) |
| Reported net profit | 71 | 76 | 85 | 90 | 94 |
| Recurring net profit | 71 | 76 | 85 | 91 | 95 |
| Cash flow (SGDm) | Dec-18 | Dec-19 | Dec-20F | Dec-21F | Dec-22F |
| Change in working capital | 6.9 | (2.2) | (0.3) | 8.6 | 4.3 |
| Cash flow from operations | 92.2 | 117.3 | 108.0 | 123.4 | 123.8 |
| Capex | (27.9) | (53.5) | (10.6) | (10.6) | (10.6) |
| Cash flow from investing activities | (27.0) | (52.2) | (10.6) | (10.6) | (10.6) |
| Dividends paid | (51.1) | (52.6) | (59.4) | (63.1) | (65.7) |
| Cash flow from financing activities | (51.1) | (75.9) | (59.4) | (63.1) | (65.7) |
| Cash at beginning of period | 73.4 | 87.2 | 76.4 | 114.4 | 164.1 |
| Net change in cash | 14.1 | (10.8) | 38.0 | 49.6 | 47.4 |
| Ending balance cash | 87.6 | 76.5 | 114.4 | 164.1 | 211.5 |
| Balance sheet (SGDm) | Dec-18 | Dec-19 | Dec-20F | Dec-21F | Dec-22F |
| Total cash and equivalents | 87 | 76 | 114 | 164 | 212 |
| Tangible fixed assets | 266 | 295 | 282 | 269 | 254 |
| Total assets | 436 | 533 | 569 | 603 | 638 |
| Total liabilities | 144 | 217 | 228 | 235 | 242 |
| Total equity | 292 | 315 | 341 | 368 | 396 |
| Total liabilities \& equity | 436 | 533 | 569 | 603 | 638 |
| Key metrics | Dec-18 | Dec-19 | Dec-20F | Dec-21F | Dec-22F |
| Revenue growth (\%) | 7.4 | 11.3 | 7.8 | 4.9 | 3.9 |
| Recurrent EPS growth (\%) | 4.7 | 7.0 | 12.0 | 7.4 | 4.4 |
| Gross margin (\%) | 26.8 | 26.9 | 27.0 | 27.1 | 27.1 |
| Operating EBITDA margin (\%) | 11.3 | 11.2 | 11.9 | 12.0 | 11.9 |
| Net profit margin (\%) | 7.9 | 7.6 | 7.9 | 8.0 | 8.0 |
| Dividend payout ratio (\%) | 72.2 | 70.5 | 70.0 | 70.1 | 70.1 |
| Capex/sales (\%) | 3.1 | 5.4 | 1.0 | 0.9 | 0.9 |
| Interest cover (x) |  | 46 | 51 | 54 | 56 |

[^3]
## Recommendation Chart



| Date | Recommendation | Target Price | Price |
| :--- | :--- | ---: | ---: |
| $2020-02-23$ | Buy | 1.42 | 1.29 |
| $2019-12-10$ | Buy | 1.39 | 1.26 |
| $2019-10-31$ | Buy | 1.32 | 1.17 |
| $2019-07-30$ | Buy | 1.32 | 1.15 |
| $2019-04-30$ | Buy | 1.23 | 1.03 |
| $2019-03-15$ | Buy | 1.25 | 1.09 |
| $2019-02-27$ | Buy | 1.25 | 1.09 |
| $2018-11-01$ | Buy | 1.27 | 1.05 |
| $2018-10-31$ | Buy | 1.30 | 1.08 |

[^4]Source: RHB, Bloomberg

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Buy:
Trading Buy
Neutral:
Take Profit:
Sell:
Not Rated:

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| :--- | :--- |
| - | - |

(2) no part of his or her compensation was, is or will be directly or indirectly related to the specific recommendations or views expressed in this report


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[^0]:    Source: Company data, RHB

[^1]:    Source: Bloomberg

[^2]:    Company Profile
    With 59 stores located in suburban areas, Sheng Siong operates the third-largest supermarket chain in Singapore that caters to the country's mass market.

[^3]:    Source: Company data, RHB

[^4]:    Source: RHB, Bloomberg

