

# **Malaysia IPO Note**

4 July 2023

#### Healthcare | Aesthetic Services

# **DC Healthcare Holdings** (DCHCARE MK)

### **Beauty Is In The Eye Of The Beholder**

- Fair Value (Return): MYR0.43 (+72%)
  IPO Price: MYR0.25
  Closing Application Date: 5 July 2023
  Indicative Listing Date 17 July 2023
- MYR0.43 FV, based on 18x FY24F P/E. DC Healthcare Holdings intends to raise MYR49.8m from its IPO, primarily to fund its expansion plans, working capital needs, and to pay down its borrowings. It will be the first aesthetic service provider to be listed on the ACE Market. DCH's strong geographical presence, coupled with its established brand – specialising in non-invasive and minimally invasive procedures – should propel its 3-year earnings CAGR to 47% from 2023-2025.
- Sound expansion plans. DCH has allocated 19% of its IPO proceeds to set up eight new clinics (four in the northern region) by 2024. This is expected to open opportunities for DCH to make its foray into Penang and Johor Bahru (the top two high-income states outside Klang Valley). In view of the stringent regulatory requirements, the group is anticipating four of its resident medical doctors to obtain LCPs (Letter of Credentialing and Privileging) by 2024, followed by 16 and 5 by 2025 and 2026 respectively. Note that the guidelines for processing clinic registration of private medicine and dental clinics only require one medical practitioner per private clinic. As at the last practicable date (LPD), DCH still has three LCP medical practitioners, which we deem sufficient to meet its expansion plans for the remainder of 2023.
- Growing demand for aesthetic surgery. The aesthetic market is estimated to grow at a 20% CAGR from 2022-2025, underpinned by growing income per capita, increasing awareness, and the influence from social media. DCH has been proactively engaging on social media platforms to boost its brand awareness. Notably, aesthetic services offered by DCH such as dermal fillers and "Botox" injections which typically last for 3-18 months will provide the group with opportunities to tap into repeat purchases, as customers will typically re-visit the clinic for restoration/touch-up services. Also, over 80% of group revenue (body contouring and skin care, which are non-refundable) are sold on a package basis (3-24 months), which provides earnings visibility.
- Presence in key regions. DCH currently operates 13 aesthetic medical clinics in Malaysia. Eleven of the 13 clinics are strategically located in the Klang Valley, which has the highest household income. Malaysia's high-income (above MYR10,960) population grew to 47.2% in 2020 from 46.2% 2016. We expect the growing high-income population and DCH's expansion to the northern region to open new opportunities and anchor its revenue growth moving forward.
- Earnings forecasts and valuation. We project a 3-year earnings CAGR of 47% from FY22-25, and ascribe a P/E of 18x to its FY24F earnings to derive our FV of MYR0.43. Our valuation basis is at a c.28% discount to local healthcare sector peers' FY24F forward P/E of 25x due to its smaller market capitalisation.
- **Key risks:** Shortage of LCPs in the industry, risk of medical claims arising from aesthetic services, competition from beauty centres.

#### **Analyst**

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#### **Company Description**

DC Healthcare provides aesthetic medical services through its subsidiaries, specialising in minimally invasive and noninvasive medical procedures.

#### **IPO Details**

Public Issue of new shares (m)	199.3
Offer for sale of existing shares (m)	99.6
Shares outstanding (m)	996.3
Implied market cap	MYR249m

#### Major Shareholders (%)

DCHG	62.38
Dr Chong Tze Sheng	4.67
Dr Lai Ngan Chee	2.95

Utilisation of IPO Proceeds	MYRm
Establishing new aesthetic medical clinics	9.4
Purchase of new medical machines and equipment	13.1
Repayment of borrowings	6.2
Working capital	17.0
Estimated listing expenses	4.0
TOTAL	49.8

#### **Additional Data**

Listing Market	ACE
Bursa Code	0283

Forecasts and Key Data	Dec-21	Dec-22	Dec-23F	Dec-24F	Dec-25F
Total turnover (MYRm)	25.5	52.0	77.2	118.3	138.0
Recurring net profit (MYRm)	4.6	9.6	13.9	24.2	30.6
Recurring net profit growth (%)	142.1	107.7	44.9	75.0	26.4
Recurring EPS (MYR)	0.00	0.01	0.01	0.02	0.03
Recurring P/E (x)	54.1	26.1	18.0	10.3	8.1
P/BV (x)	31.1	16.6	3.6	2.9	2.3
Dividend Yield (%)	0.00	0.00	0.00	0.00	0.00
EV/EBITDA (x)	27.2	13.5	7.6	4.1	2.7
ROE (%)	72.2	83.0	25.9	31.5	31.9
Net debt to equity (%)	Net Cash				

#### Note:

Small cap stocks are defined as companies with a market capitalisation of less than USD0.5bn.



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### **Financial Overview And Valuation**

**Financial overview.** DCH registered a 3-year revenue CAGR of 62% between 2019 and 2022, attributable to its organic expansion strategies within the central region of West Malaysia. Despite the group's aesthetic services being temporarily suspended between Mar and Jul 2020 during the MCO, DCH was able to churn out a commendable 18% YoY revenue growth in FY20 as a result of the higher number of treatments carried out at its new branch in Taman Tun Dr Ismail in Kuala Lumpur. DCH achieved a 3-year earnings CAGR of 101.5% from FY19-22, thanks to a better product mix arising from facial sculpting services.

**Forecasts.** With its outstanding presence (rapid market share gains) in West Malaysia, despite being in the industry for only seven years, DCH has become the second-largest aesthetic service provider in Malaysia with an estimated market share of 11% as at the LPD (vs O2 Klinik's 13.7% market share; in operation for 11 years).

DCH has been focusing on its core competencies (non-invasive and minimally invasive procedures) since it was founded, setting it apart from its competitors in terms of reviews from customers. The range of services offered by its close competitors are broader (O2 Klinik offers nutritional and diet advice, occupational health consultation, apart from aesthetic services; Ur Klinik provides academy training). Accordingly, DCH's revenue per clinic was among the highest compared to its peers, raking up MYR4-5m per clinic in 2022 vs its closest competitor O2 Klinik's revenue per clinic of MYR2.3m. This is largely attributed to its strategic presence in the high income-per-capita regions, as well as its clinics being equipped with top-notch aesthetic medical equipment.

We estimate a 3-year earnings CAGR of 47% from FY22-25, underpinned by the group's expansion strategies over the next two years. Its expansion plans involve the upgrade of four of its resident medical assistants into LCP medical practitioners by 2024, followed by 16 and 5 for 2025 and 2026 respectively, in line with regulatory requirements. We believe DCH's successful venture into new geographical regions will potentially bring in incremental revenue, and the new cutting-edge aesthetic technology being introduced can capture new a stream of customers.

**Balance sheet.** The group has a healthy balance sheet with a total net cash of MYR3.4m as at FY22. While DCH does not have a dividend policy at the moment, it intends to reward shareholders with dividends in the future.

**Valuation**. In view of its healthy balance sheet and expected high earnings growth, we are ascribing 18x P/E, based on its FY24F earnings, to arrive at a FV of MYR0.43. Our valuation is premised on DCH's strategic geographical presence (recorded the highest revenue per clinic in the aesthetic service industry) and its sound expansion plans leading to a positive earnings growth outlook. The valuation is at a c.28% discount from the local healthcare sector peers' FY24F forward P/E of 25x due to its smaller market capitalisation.



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Figure 1: Peer comparison table

Company	Country FYE	FYE Mkt cap		Price 2-Jul-23		P/E (x)		Div. yld (%)	ROE (%)	EV/ EBITDA	NP gro	wth (%)	PEG
Company	,		(USDm)	Local currency	Actual	1-yr fwd	2-yr fwd	1-yr fwd	1-yr fwd	1-yr fwd	1-yr fwd	2-yr fwd	PEG
Local Peers													
Cengild Medical	MA	06/2023	70.5	0.4	31.8	NA	NA	NA	NA	NA	NA	NA	NA
Optimax Holdings	MA	12/2023	83.9	0.7	25.1	21.6	18.6	3.3	21.6	11.0	16.2	16.4	1.1
IHH Healthcare	MA	12/2023	11,119.7	5.9	32.7	31.0	27.8	1.9	21.4	13.5	5.5	11.2	2.5
KPJ Healthcare Esthetics	MA	12/2023	1,047.8	1.1	26.8	22.0	19.2	2.2	21.4	10.9	22.0	14.1	1.4
International Group	MA	03/2024	16.3	0.3	-12.7	NA	NA	NA	NA	NA	NA	NA	NA
International Peers Perfect Medical													
Health Management	HK	03/2023	622.1	3.9	15.5	11.8	8.6	7.5	22.7	NA	31.5	37.2	0.2
Beauty Farm Medical And Heal Raily Aesthetic	CH	12/2023	715.7	23.7	46.7	20.3	15.3	1.0	21.4	9.0	129.8	32.8	0.5
Medicine International	СН	12/2023	38.4	0.1	-16.2	NA	NA	NA	NA	NA	NA	NA	NA
Mkt cap Weighted avg			9,162.4		31.9	28.5	25.3	2.2	21.3	12.3	14.4	13.7	2.2
Simple avg			1,714.3		18.7	21.3	17.9	3.2	21.7	11.1	41.0	22.3	1.1

Source: Bloomberg, RHB

Figure 2: Operating metrics

	FY20	FY21	FY22	FY23F	FY24F	FY25F
Revenue by Business Segment						
Aesthetic Services	12.64	21.63	46.75	70.12	108.68	124.98
General Medical Services	1.81	3.85	5.22	7.07	9.58	12.98
Total	14.45	25.48	51.96	77.19	118.26	137.96
GP Margin (%)						
Aesthetic Services	56.5%	58.3%	59.3%	59.0%	59.5%	61.0%
General Medical Services	29.8%	34.0%	28.1%	30.0%	30.0%	30.0%
Total	53.1%	54.7%	56.2%	56.3%	57.1%	58.1%
Revenue by Business Segment %						
Aesthetic Services	87.5%	84.9%	90.0%	90.8%	91.9%	90.6%
General Medical Services	12.5%	15.1%	10.0%	9.2%	8.1%	9.4%
Average revenue per clinic	3.61	5.10	5.20	4.54	5.63	6.57
Total clinic	4.00	5.00	10.00	17.00	21.00	21.00



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## **Company Overview**

DCH was incorporated on 4 Mar 2016 as a private limited company. Through its investment holding structure, the company's wholly-owned subsidiaries were primarily involved in the provision of aesthetic medical services specialising in minimally invasive and non-invasive procedures. Currently, the group operates 13 aesthetic medical clinics in the central and southern region of Malaysia, under the brand names of "Dr Chong Clinic", "Klinik Dr Chong", and "Klinik Dr Chong Premium".

Currently, the group has 10 LCP Certified Aesthetic Physicians and 29 resident medical doctors. They are supported by 21 clinic managers, 65 clinic consultants, 11 clinic assistants, as well as administrative and finance staff.

Its business segments are:

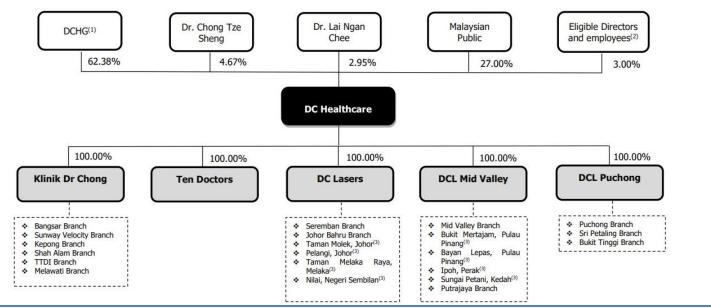
- i. Aesthetic Services (90% of FY22 revenue). Aesthetic services was the main contributor to group FY22 revenue. All services provided are specially tailored according to the customer's skin and personal objectives, and are performed by the group's team of highly experienced and skilled LCP-certified aesthetic physicians:
  - (a) Facial and skin treatments (62% of FY22 revenue). This sub-segment contributed the most to the aesthetic services segment. The group's facial and skin treatment services focus on three primary skin concerns scars, hyperpigmentation, and acne. The group's doctors customize a treatment plan based on the customer's skin condition. Topical products, medical machines, and equipment will be used in the process of these treatments;
  - (b) Facial sculpting (17% of FY22 revenue). The group offers facial sculpting treatments that are also considered anti-ageing treatments, specifically used to address signs of ageing, to reduce the appearance of wrinkles, sagging skin, and fine lines. Treatments provided include dermal fillers (results lasting 9-18 months), BTA (results lasting 3-6 months), and HIFU lifting;
  - (c) Body contouring (4.9% of FY22 revenue). The group focuses on non-surgical procedures targeted to remove fat to tighten the skin and shape areas of the body. The treatments target three areas of concern – spider veins, slimming, and skin tightening;
  - (d) Hair growth and removal (2.3% of FY22 revenue). The group offers treatment for hair loss through the use of supplements and medication, micro-needling treatments, and PDT. The hair removal treatments include Diode laser treatment and Q-Switched Nd YAG laser:
  - (e) Sale of skincare products (3.3% of FY22 revenue). The group provides skincare products under the names of Le Perfetto and 10 DRS to support and complement their aesthetic services for skin and facial treatments:
- ii. General Medical Services (10% of FY22 revenue). The main services provided under this segment are for the treatment of eczema, psoriasis, skin infection, vitiligo, as well as blood test health screening, and medical & surgical treatment for skin lumps & bumps. All products used in the treatments are registered and licensed.

The group is led by a skilled management team with Dr Chong Tze Sheng leading the group as managing director. He is responsible for plotting the overall business direction, corporate strategies, strategic planning initiatives, and future growth plans. Dr Lai Ngan Chee, who serves as Executive Director, is in charge of the implementation and management of the group's strategies in daily business operations and the overseeing of the marketing functions and business development.



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Figure 3: Group structure post IPO



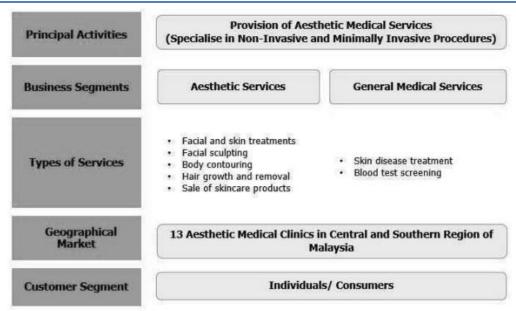
Source: Company data, RHB

Figure 4: Skincare products offered



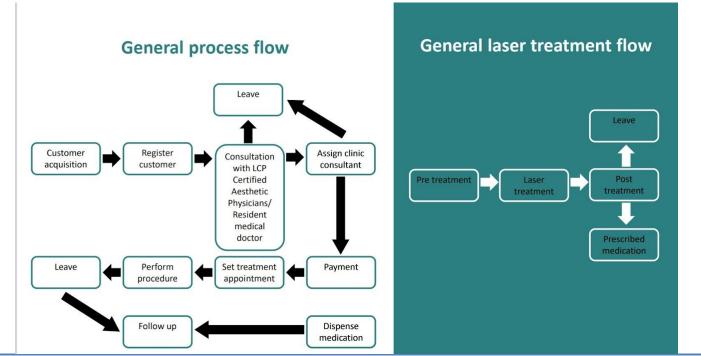


Figure 5: Description of business



Source: Company data, RHB

Figure 6: Process flow



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## **Future Plans And Strategies**

**Geographical expansion of service.** Over the years, there has been a monthly household income increase in states like Johor, Negeri Sembilan, Selangor, and Kuala Lumpur. This is in line with the growth seen in the middle and high-income class population. The increase in household income leads to more disposable income – allowing individuals to seek aesthetic medical services. This allows the aesthetic medical service providers to tailor their products specifically to target this group, leading to a projected increase in aesthetic medical services. The Group plans to establish eight new aesthetic medical clinics – utilising c.19% of the proceeds from the public issue. The Group has taken into account certain factors ie the presence of competitors, population base, area of the potential clinic, availability of public transport and parking, and presence of amenities whilst seeking suitable locations.

**Expansion of aesthetic medical team.** DCH currently has 29 resident medical doctors undergoing training to eventually become LCP Certified Aesthetic Physicians. The Group expects four of the doctors to meet the minimum prerequisites set by the Ministry of Health (MOH) to obtain the LCP license in 2023 – with 4, 16, and 5 doctors expected to get the license by 2024, 2025, and 2026. Apart from the existing resident medical doctors, the Group aims to hire six LCP Certified Aesthetic Physicians, 16 resident medical doctors, 56 clinic consultants, and 16 administrative staff. The new medical staff recruitment is to support the expansion of aesthetic medical clinics in other major cities in the country.

**Purchase of new medical machines and equipment.** The Group intends to allocate 26.4% of its proceeds to procure new medical machines and equipment for the new aesthetic medical clinics and to upgrade in the existing medical clinics. The new equipment to be purchased include laser machines for skin, facial, and hair removal treatments, and body contouring. Additionally, to enhance the services provided in the existing medical clinics, the group plans to acquire a Cryolipolysis machine and an EM stimulation machine. The new medical equipment and machines will be sourced from local suppliers.



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# **Key Risks**

**Highly regulated industry.** The group requires certain licenses, approvals, certificates, and permits to run operations due to the strict regulations set by MOH. These requirements need to be renewed periodically as existing laws could change, new laws in the industry may be implemented, or additional conditions might be imposed to current requirements. Additionally, the laws governing the healthcare industry have become stricter over the years, and there is no assurance that DCH's business operations will not be affected by future regulatory policy changes. In the event that the group is unable to comply with MOH's latest guidelines, there might be a risk of its licenses and permits getting revoked, not renewed, or suspended – adversely affecting financial performance and business operations.

**Exposed to potential liability risks.** The group is exposed to liability risks ie medical negligence claims or malpractice, in regards to alleged deficiencies or misconduct in the provision of aesthetic services and related products. It has high exposure to this risk, especially when unable to deliver a customer's expectation – resulting in the dissatisfied customer filing a legal claim or requesting a refund. This would adversely affect the brand image, and lead to deterioration of trust among the existing and potential customers. The group maintains a malpractice liability policy for all practicing resident medical doctors and LCP Certified Aesthetic Physicians – protecting them against any liabilities that arise from medical malpractice, although they are still required to maintain a medical indemnity insurance of their own. However, there is no assurance that the insurance coverage provided will be sufficient to cover every possible accident, with the Group liable for any shortfalls in the amount claimed, which affects the financial performance.

**Relocation of clinics.** Currently, DCH is renting the premises for all its aesthetic medical clinics. There is no assurance that the landlords will be willing to continue the tenancy upon the expiry of existing tenancy agreements, or that the landlords would terminate the contract prematurely. The additional costs incurred in the event that the group is forced to relocate its business operations includes the loss of prime locations.

**Unauthorised use of brand name.** The group has submitted applications for seven trademarks used over the course of provision of services, which are currently pending approval by the Intellectual Property Corporation of Malaysia. However, as these trademarks are only registered in Malaysia, there is no assurance that a third party might not register the same trademarks in other countries. The unauthorised use of the group's brand name, logo, or trademarks will lead to adverse effects on the business operations, financial performance, and reputation. Customers might get confused if unauthorised parties provide the same services under the same name. Additionally, the group might also be associated with bad business practices if these third parties are unable to provide honest and high-quality services to customers while using the same name.



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### **IPO Details**

#### Figure 7: Indicative IPO timeline

Opening of application	27 Jun 2023
Closing of application	5 Jul 2023
Balloting of applications	7 Jul 2023
Allotment of the IPO shares to successful applicants	14 Jul 2023
Listing	17 Jul 2023

Source: Company data, RHB

### Figure 8: Utilisation of IPO proceeds

	Estimated timeframe	MYRm	% of proceeds
Establishing new aesthetic medical clinics	Within 18 months	9,440,000	18.95
Purchase of new medical machines and equipment	Within 18 months	13,124,000	26.35
Repayment of borrowings	Within 6 months	6,238,000	12.52
Working capital	Within 36 months	17,013,000	34.15
Estimated listing expenses	Within 1 month	4,000,000	8.03
Total	_	49,815,000	100.0

Source: Company data, RHB

#### Figure 9: Offering structure

	No. of IPO shares	% of enlarged share base (1)
Public Issue of new shares:		
Malaysia public	49,815,000	5.0
Pink form allocations	29,889,000	3.0
Private placement to selected investors	119,556,000	12.0
Offer for sale:		
Private placement to selected investors	99,630,000	10.0
Total	298,890,000	30.0

Note: Based on enlarged share capital of 996,300,000 shares after IPO Source: Company data

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