# China / Hong Kong

# Flash Note

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DBS Group Research . Equity

13 Jul 2020

# Yeahka Ltd (9923 HK): NOT RATED

Mkt. Cap: US\$2,447m | 3m Avg. Daily Val: US\$36.2m

Last Traded Price (13 Jul 2020): HK\$44.50

# **Analyst**

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# China fintech conference call takeaways – Tapping into payment and value-added services

- Leading QR code payment player with 14% market share in China
- Expanding merchant base to align with GPV growth of 20-30% per annum
- Focusing on converting payment merchants to VAS would improve margins
- Trading at 22x FY20F PE vs its closest peer's 33.5x which is undemanding

# **Forecasts and Valuation**

FY Dec (RMB m)	2017A	2018A	2019A
Pre-prov. Profit	305	993	2,258
Pre-prov. Profit Gth (%)	(39)	74	427
Pretax Profit	(333)	(188)	151
Net Profit	(342)	(183)	85
EPS (RMB)	-	-	-
EPS Gth (%)	-	-	-
PE (X)	-	-	-
DPS (HK\$)	0.0	0.0	0.0
Div Yield (%)	-	-	-
BV Per Share (HK\$)	n.a.	n.a.	n.a.
P/Book Value (x)	n.a.	n.a.	n.a.
Net Debt/Equity (X)	Cash	Cash	Cash

Source: Company, DBS Bank (Hong Kong) Limited ("DBS HK"), Thomson Reuters

#### What's New

Yeahka (9923 HK, NR) is a leading third-party service provider focusing on QR code payments with a 14% market share, with the second largest transaction count in China. Leveraging on its large customer base of 368m and 5m merchants acquired from its payment services, Yeahka is extending its product offering from payment to merchant software as a service (SAAS), marketing and fintech services to complete an end-to-end ecosystem. The company was founded by Mr. Liu Yingqi, former general manager of Tencent Tenpay, in 2011. Tencent is its early investor with a 3% stake, while Recruits is a cornerstone investor holding 3.8% of shares, and 61.3% of existing shareholders are subject to a lock-up period of six months. The company listed on the HKEX with an IPO price of HK\$16.64 on 1 June 2020.

We hosted an investor's conference call with Yeahka's management under our China Fintech Call series and came away with positive takeaways. The majority of questions raised by investors related to its competitive advantage, merchant acquisitions, and strategy on value added services (VAS).

Management elaborated on the following key points: 1)
Payment licence has provided a entry barrier; Yeahka now
has both the national bank card acquiring licence and
mobile payment licence in China which only 16 players
have. 2) Yeahka targets to secure more offline merchants; it
has currently a 10% penetration rate, and expects the
number of merchants to grow 20-30% per annum to align







with gross payment volume (GPV) growth. 3) The company shares 65% of payment revenue with its channel providers which is above the industry average of 50% to gain market share, and in return, Yeahka can focus on technology development with its asset light distribution model. 4) Focusing on converting merchants from payment services to non-payment value-added services to increase revenue and improve margins; payment's gross margin was only 25-26%, vs VAS' 66% in FY19.

Yeahka's share price has risen by 154% after its IPO and the stock is now trading at an undemanding 22x FY20F PE, vs its close competitor Lakala (300773 SZ) at 33.5x. With continued market share gains in QR code payment segment and a better product mix, we believe Yeahka could deliver strong earnings growth in FY20-22F of 32% CAGR based on consensus estimates.

Excerpts of key Q&As are as follows:

# What is the entry barrier for the payment industry?

Due to the crackdown of unauthorised payment related activities, PBOC has gradually raised the standards for third-party payment service providers such that 34 players have lost their licences since 2015, while the regulator has also stopped issuing any payment licences since 2016. Currently, only 16 players have both national bank card acquiring licence and mobile payment licence in China, and Yeahka is one of them. Thus, the payment licence has provided the entry barrier.

# How big is merchant market and what is the target growth per annum? How does Yeahka source for merchants?

Yeahka mainly serves offline small and micro merchants and the potential market would be 50m-60m merchants. Yeahka only serves around 10% of them. Partnering with 8K+ independent sales agents, Yeahka expects the growth its customer base to align with its GPV growth target of more than 20%-30% per annum, which is higher than industry growth.

In terms of customer acquisition costs, Yeahka uses a revenue sharing model to work with independent sales agents. Yeahka shares 65% of revenue, much higher than the industry average of 50%, as a way to gain market share. In return, Yeahka can focus on (i) technology development, in which more than 50% of the headcount are IT/product related, (ii) asset light distribution model, and (iii) low customer acquisition costs.

For traditional type of payments, Yeahka does not have exclusive rights from merchants as most of the transactions can go through POS machines. For QR code payments, merchants prefer to use one to two payment service providers which gives Yeahka an opportunity to deepen its presence. Yeahka offers equity investment to large distributors as an incentive to work exclusively with the company.

## Where do you see the economies of scale coming from?

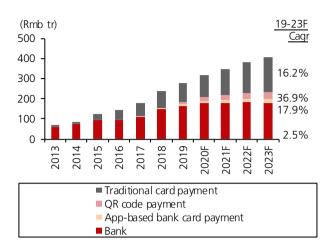
Key growth for the next stage is conversion payment service to non-payment value-added services. Currently, out of 5m merchants, the conversion rate is less than 10%. Management believes revenue contribution from non-payments will go higher over time (up from 1.7% in FY17 to 7.8% in FY19), which would help to improve margins as gross margins for VAS is much higher at 66% in FY19, vs payment services' 25%-26%.

## How will Yeahka compete with Alipay/Tenpay?

Unlike Alipay/Tenpay, Yeahka has no presence in two segments - 1) large merchants, such as Starbucks, which are battlefields for affiliated payment service providers, and 2) P2P transfer. Yeahka focuses on serving offline merchants as a complementary channel for Alipay/Tenpay.

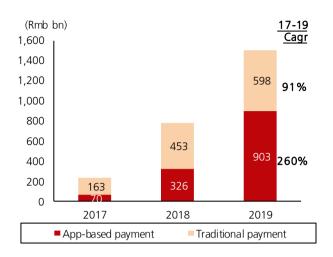


Fig 1: China's payment market breakdown



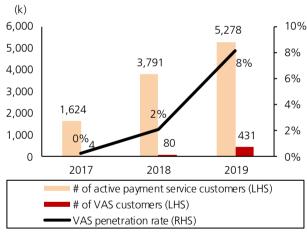
Source: Oliver Wyman, DBS HK

Fig 2: Yeahka's gross payment volume



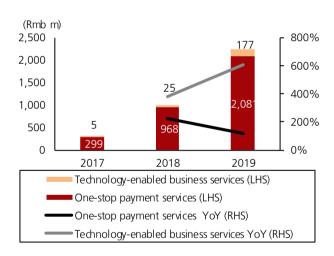
Source: Company, DBS HK

Fig 3: Rapidly growth of merchant base



Source: Company, DBS HK

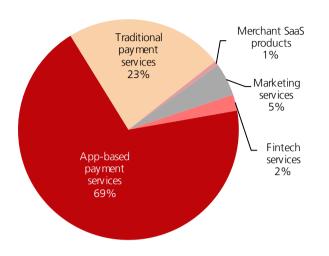
Fig 4: Yeahka's revenue growth exponential



Source: Company, DBS HK

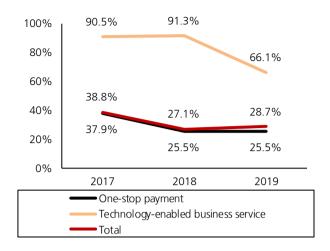


Fig 5: Yeahka's FY19 revenue mix breakdown



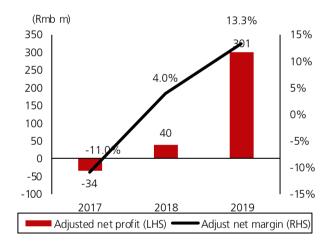
Source: Company, DBS HK

Fig 6: Gross profit margin trend



Source: Company, DBS HK

Fig 7: Yeahka's net margin improving



Source: Company, DBS HK



# Income Statement (RMB m)

FY Dec	2017A	2018A	2019A
Revenue	305	993	2,258
Cost of Goods Sold	(187)	(723)	(1,611)
Gross Profit	118	270	647
Other Opg (Exp)/Inc	(169)	(237)	(296)
Operating Profit	(51)	33	351
Other Non Opg (Exp)/Inc	(276)	(217)	(196)
Associates & JV Inc			
Net Interest (Exp)/Inc	(6)	(4)	(4)
Exceptional Gain/(Loss)	-	-	-
Pre-tax Profit	(333)	(188)	151
Tax	(9)	5	(66)
Minority Interest			
Preference Dividend	-	-	
Net Profit	(342)	(183)	85
Net Profit before Except.	(342)	(183)	85
EBITDA	(39)	74	427
Growth			
Revenue Gth (%)	_	225.9	127.4
EBITDA Gth (%)	_	(288.0)	478
Opg Profit Gth (%)	-	(164.0)	968.4
Net Profit Gth (%)	-	(46.6)	(146.3)
Net Florit Gtil (70)	-	(40.0)	(140.3)

Source: Company, DBS HK



# Balance Sheet (RMB m)

FY Dec	2017A	2018A	2019A
Net Fixed Assets	10	29	40
Invts in Assocs & JVs	6	37	31
Other LT Assets	52	149	343
Cash & ST Invts	426	338	279
Inventory	0	1	7
Debtors	-	-	44
Other Current Assets	553	1,214	1,530
Total Assets	1,048	1,769	2,274
CT Duly	201	F-1	1.47
ST Debt	281	51 122	147
Creditors	54 461	132	74
Other Current Liab LT Debt	461	1,281 13	1,155 18
Other LT Liabilities	834	1,089	1,436
Shareholder's Equity	(583)	(798)	(555)
Minority Interests	(565)	(790)	(333)
Total Cap. & Liab.	1,048	1,769	2,274
Non-Cash Wkg. Cap	38	(199)	352
Net Cash/(Debt)	144	274	115
Debtors Turn (avg days)	n.a.	n.a.	4
Creditors Turn (avg days)	106	47	23
Inventory Turn (avg days)	1	0	1
Asset Turnover (x)	0.3	0.7	1.1
Current Ratio (x)	1.2	1.1	1.4
Quick Ratio (x)	1.2	1.1	1.3
Net Debt/Equity (X)	n.a.	n.a.	n.a.
Net Debt/Equity ex MI (X)	n.a.	n.a.	n.a.
Capex to Debt (%)	1.3	17.3	5.2
Source: Company, DBS HK			

# Cash Flow Statement (RMB m)

Source: Company, DBS HK

FY Dec	2017A	2018A	2019A
Pre-Tax Profit	(333)	(188)	151
Dep. & Amort.	12	41	76
Tax Paid	(10)	(28)	(22)
Assoc. & JV Inc/(loss)	-	-	-
(Pft)/ Loss on disposal of FAs	-	-	-
Non-Cash Wkg. Cap.	(7)	403	(367)
Other Operating CF	315	142	215
Net Operating CF	(22)	370	53
Capital Exp. (net)	(4)	(11)	(8)
Other Invts. (net)	-	-	5
Invts. in Assoc. & JV	(5)	(35)	(9)
Div from Assoc. & JV	-	-	-
Other Investing CF	(42)	(77)	(126)
Net Investing CF	(50)	(123)	(139)
Div Paid	-	-	-
Chg in Gross Debt	141	(240)	121
Capital Issues	159	-	(67)
Other Financing CF	(3)	(8)	(6)
Net Financing CF	297	(248)	48
Chg in Cash	224	(1)	(39)
Opg CFPS (RMB)	n.a.	n.a.	n.a.
Free CFPS (RMB)	n.a.	n.a.	n.a.

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## **Flash Note**

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STRONG BUY (>20% total return over the next 3 months, with identifiable share price catalysts within this time frame)

BUY (>15% total return over the next 12 months for small caps, >10% for large caps)

HOLD (-10% to +15% total return over the next 12 months for small caps, -10% to +10% for large caps)

**FULLY VALUED** (negative total return, i.e., > -10% over the next 12 months)

SELL (negative total return of > -20% over the next 3 months, with identifiable share price catalysts within this time frame)

\*Share price appreciation + dividends

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