

November, 2020

PHU NHUAN JEWELRY JSC (HSX: PNJ)

Solid Recovery of Retail Sales Amid Rising Challenges

(VND bn)	Q3-FY20	Q2-FY20	+/- (qoq)	Q3-FY19	+/- (yoy)
Net revenue	3,922	2,745	42.9%	3,934	-0.3%
PAT	202	32	538.3%	208	-2.8%
EBIT	303	88	244.5%	299	1.3%
EBIT margin	7.7%	3.2%	4.5 pps	7.6%	0.1 pps

Source: PNJ, Rong Viet Securities

Q3-2020 – Expanding market share on the back of robust retail sales

- Q3-2020's revenue and NPAT-MI came at VND 3,922 billion (-0.3% YoY) and VND 202 billion (-2.8% YoY), respectively, despite store closures following the second covid wave in August, on the back of outperforming high-margin retail sales and lower SG&A.
- Double-digit SSSG in July and September bolstered retail jewelry sales, compensating for an enormous drop of 41% in wholesales revenue in the quarter. This implies a growing market share for the company since wholesales revenue represents other gold jewelry stores' purchases.
- PNJ net opened six gold stores and closed 13 silver stores in 9M-2020.
- Gross margin trended upward on a monthly basis mainly due to higher contribution from gold retail sales, which was partially delivered by pent-up bridal demand and gemstone products.

Outlook – Leading position as others struggle amid a softer demand

Going forward, jewelry demand will face headwinds due to consumers' falling disposable income and limit on non-necessities expenditures. While this circumstance will broadly affect jewelry retailers in the coming time, we believe that PNJ's leading position in the industry will be solidified following small-to-medium sized retailers' operations dropping.

We expect demand to pick up later this year and help the Q4 net profit rebound to VND 328 billion (+62% QoQ, -15% YoY). 2020 revenue and NPAT are estimated at VND 16.8 trillion (-1% YoY) and VND 970 billion (-19% YoY).

For 2021, we expect revenue and NPAT to come at VND 19.3 trillion (15% YoY) and VND 1,231 billion (+27% YoY) on the back of the gradual economy recovery that will help drive SSSG positive, and margin expansion.

Valuation and recommendation

Our 1Y target price of VND77,000 is based on a 15x forward P/E, which nearly equals the historical mean, and a FCFE methodology (cost of equity 12.1%, terminal growth 3.1%). We believe the target P/E multiple is justified as we expect PNJ to deliver strong 3Y CAGR in NPAT over 2021-24 of 25%. Incorporating a VND 1,800 cash dividend, total expected return is **9%** over the closing price on 11/05/2020. We believe PNJ is worth **ACCUMULATING** for the long-term.

ACCUMULATE +9%

Target price (VND)	77,000
Current market price (VND)	72,600

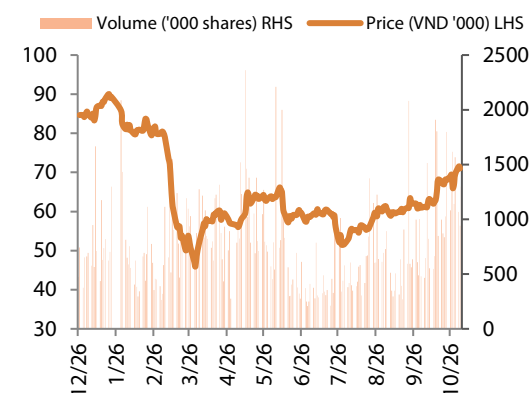
Cash dividend	1,800
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Stock Info

Sector	Retail-Jewelry
Market Cap (VND billion)	15,646
Current Shares O/S	225.1
Avg. Daily Volume (in 20 sessions)	1,052,854
Free float (%)	71.3
52 weeks High	90,038
52 weeks Low	45,900
Beta	1.32

	FY2019	Current
EPS	5,162	4,558
EPS Growth (%)	24.0%	-22%
Diluted EPS	4,708	4,060
P/E	15.9	15.1
P/B	4.1	3.2
EV/EBITDA	12.8	10.3
Cash dividend yield (%)	2.1%	2.6%
ROE (%)	33%	21%

Price performance



Major Shareholders (%)

CAO THI NGOC DUNG	9.0
VEIL	3.5
Foreign ownership room (%)	0.0

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Exhibit 1: Q3-2020 Results

(VND Bn)	Q3-FY20	Q2-FY20	+/- (qoq)	Q3-FY19	+/- (yoy)
Net revenue	3,922	2,745	42.9%	3,934	-0.3%
Gross profit	734	473	55.1%	753	-2.5%
SG&A	206	193	6.6%	227	-9.4%
Operating income	529	280	88.4%	526	0.5%
EBITDA	320	106	202.9%	309	3.8%
EBIT	303	88	244.5%	299	1.3%
Financial expenses	43	42	2.9%	31	38.5%
- Interest Expenses	41	44	-8.1%	29	40.3%
Dep. and amortization	18	18	-1.2%	10	76.4%
Non-recurring items (*)					
Extraordinary items (*)					
PBT	256	43	499.9%	268	-4.5%
PAT	202	32	538.3%	208	-2.8%
(*) Adjusted PAT	202	32	538.3%	208	-2.8%

Source: PNJ, Rong Viet Securities

Exhibit 2: Q3-2020 Performance Analysis

Particulars	Q3-FY20	Q2-FY20	+/- (qoq)	Q3-FY19	+/- (yoy)
Profitability Ratios (%)					
Gross Margin	18.7%	17.3%	1.5 pps	19.1%	-0.4 pps
EBITDA Margin	8.2%	3.9%	4.3 pps	7.8%	0.3 pps
EBIT Margin	7.7%	3.2%	4.5 pps	7.6%	0.1 pps
Net Margin	5.2%	1.2%	4.0 pps	5.3%	-0.1 pps
Adjusted Net Margin	5.2%	1.2%	4.0 pps	5.3%	-0.1 pps
Turnover*(x)					
-Inventories	2	1	0.6	2	-0.4
-Receivables	111.3	81.7	29.6	57.2	54.1
-Payables	17	12	5.9	13	4.8
Leverage (%)					
Total Debt/ Equity	34%	35%	-10 bps	37%	-20 bps

Source: Rong Viet Securities, * Annualized

Exhibit 3: Q4-2020 Performance Forecast

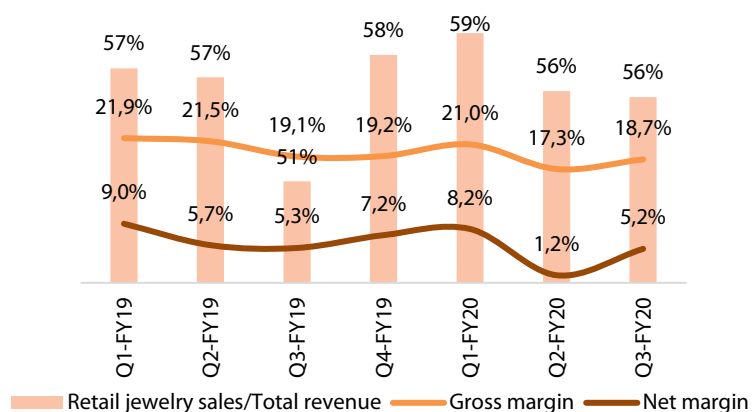
Particulars (VND Bn)	4Q-FY20	+/- qoq	+/- yoy
Revenue	5,150	31%	-3%
Gross profit	982	34%	-4%
EBIT	429	42%	-18%
NPAT	328	62%	-15%

Source: Rong Viet Securities

Update

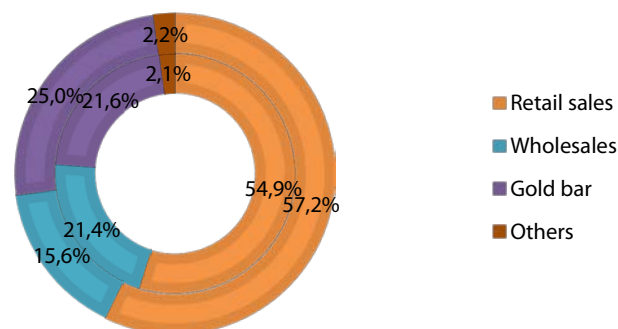
Q3-2020 revenue reached VND 3,922 bn (-0.3% YoY) while NPAT slightly decreased by 2.8% YoY to VND 202 bn. 9M-2020 revenue and NPAT came at VND11.7 tn (-0.1% YoY) and VND 642 bn (-20.3% YoY), respectively. Q3-2020 gross margin improved to 18.7% compared with Q2-2020 of 17.3% (figure 1) due to an expansion in the retail jewelry business' GPM following changes in the product mix (i.e. higher contribution from high-margin gemstone products). Meanwhile, the quarterly net margin significantly rebounded to 5.2% owing to proportionately lower SG&A/sales led by less store closures in Q3-2020.

Figure 1: Retail jewelry contribution to total revenue (%) and profit margins of PNJ



Source: PNJ, Rong Viet Securities

Figure 2: Revenue structure (inner circle: 9M-2019, outer circle: 9M-2020)



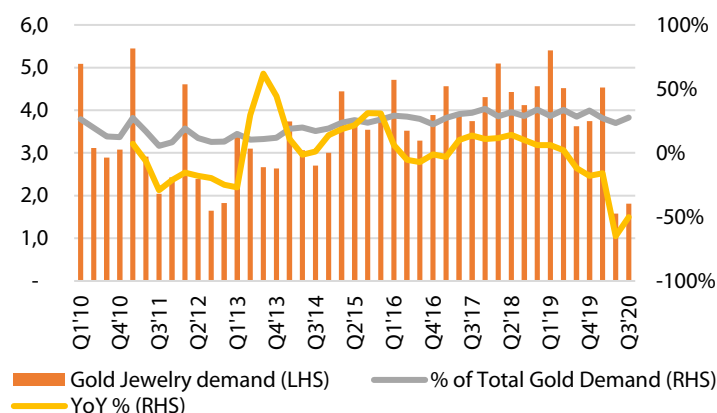
Source: PNJ

Solid retail sales despite weak market demand

Vietnam gold jewelry consumption remained significantly weak in Q3-2020 as demand fell half to 1.8 tons (figure 3), per World Gold Council data. However, this level demonstrates a 15% rebound from the previous quarter owing to the domestic economy recovery (Q3-2020 GDP grew at 2.62% YoY from 0.39% YoY in Q2-2020) and pent-up bridal demand as many couples postponed their wedding in the months of lockdown. Accumulated 9M-2020, demand in Vietnam totaled 7.9 tons, 41% below the level seen in the same period in 2019.

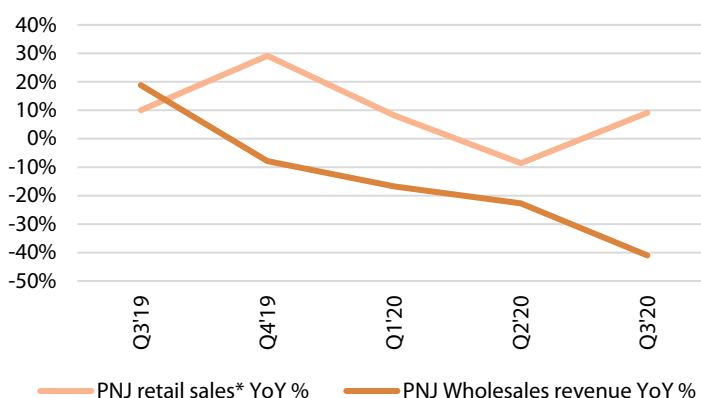
However, PNJ retail sales has recorded relatively positive performance. Q3-2020 retail business saw a 9% YoY increase, a healthy rebound from -9% YoY in Q2-2020 due to implications from the first covid-19 wave lockdown. The industry's as well as wholesales revenue growth, a proxy for other smaller chains' sales, remained in the negative territory (figure 4). Wholesale is PNJ's traditional business that helps it utilize large production capacity and cater to other small-to-medium retailers (accounting for approximately 70% of the jewelry market share).

Figure 3: Gold jewelry consumption in Vietnam (tons): Quarterly



Source: WGC, Rong Viet Securities

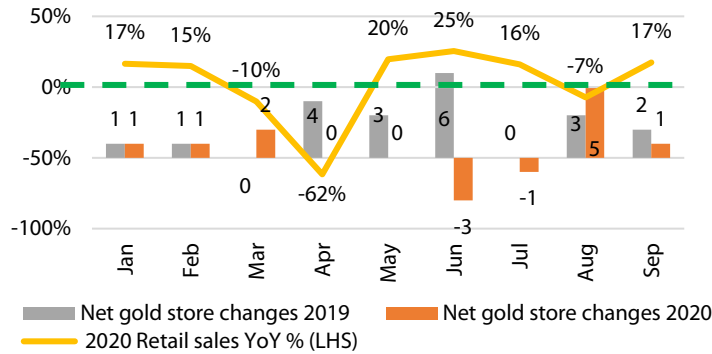
Figure 4: PNJ retail sales growth vs wholesales growth



Source: PNJ, WGC, Rong Viet Securities *Including silver jewelry sales with insignificant estimated contribution of 1% to total retail sales

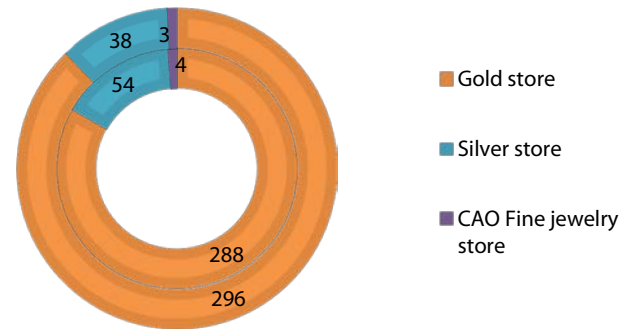
Same store sales growth (SSSG) showed resilience. SSSG (for stores that have been operating for more than 18 months) posted double-digit growth in the months that were not affected by Covid-19 preventive measures (i.e. store closures), namely May and June in Q2 and July and September in Q3. As such, 9M-2020 SSSG remained flat, and recovered from -4% in Q1-2020 and better than our previous expectation of -17% for 2020. This coupled with the contribution from 31 and six net new gold stores opened in 2019 and 9M-2020 respectively aided retail sales as mentioned above. Besides, we believe that the new ERP system, which has gone live last year, has played an important role in boosting SSSG in recent months via better marketing activities that target potential customers in the time of a weaker economy.

Figure 5: Estimated monthly retail sales growth and net store changes



Source: PNJ, Rong Viet Securities

Figure 6: Stores structure (inner circle: 2019, outer circle: 9M-2020)



Source: PNJ, Rong Viet Securities

2020-21 Forecast

Table 1: 2020-21 Forecast revision

Unit: VND bn	2019A	2020F		% Change	2021F	Comments
		Old (Base case)	New			
Total revenue	17,001	15,470	16,818	9%	19,276	
1. Retail revenue	9,496	8,452	10,204	21%	11,827	We have revised our assumption on SSSG from -17% to -5% due to better-than-expected performance of the retail segment recently. Meanwhile, we expect 2021 SSSG to recover to 5%. New stores (net of closures) in 2020/21 are 11 and 20, respectively.
2. Wholesale revenue	3,509	2,632	2,276	-14%	2,618	Wholesales segment revenue was revised down as it showed weaker results in 9M-2020 with a decrease of 27%. 2021 wholesales demand is expected to recover by 15% from the record low in 2020.
3. Gold bar	3,593	4,131	4,184	1%	4,602	
Gross profit	3,461	2,994	3,239	8%	3,750	
SG&A	-1,842	-1,724	-1,867	8%	-2,043	
PAT	1,191	896	970	8%	1,231	
Diluted EPS* (VND)	5,162	3,675	3,999	9%	5,151	
Growth YoY %						
Total Revenue	17%	-9%	-1%		15%	
1. Retail revenue	16%	-11%	7%		16%	
2. Wholesale revenue	-6%	-25%	-35%		15%	
3. Gold bar	36%	15%	16%		10%	
Gross profit	25%	-13%	-6%		16%	
PAT	24%	-25%	-19%		27%	
Profit margins						
GPM	20.4%	19.4%	19.3%		19.5%	2020 Gross profit margin was revised down mainly due to (1) more promotional activities, (2) higher contribution of low-margin jewelry products that have high gold content. Consumers are now favoring this type of jewelry as a mean to preserve value in a time of the economy cool down. 2021 GPM improved on the back of lower gold bar contribution.
SG&A/Sales	10.8%	11.1%	11.1%		10.6%	
Net margin	7.0%	5.8%	5.8%		6.4%	

Source: Rong Viet Securities, *Adjusted for ESOP issuance, bonus and welfare funds

Valuation

Our 1-year target price of VND75,000 is based on a 15x forward P/E and FCFE methodology (cost of equity 12.1%, terminal growth 3.1%). We believe the target P/E multiple, which nearly equals the three-year mean, is justified as we expect PNJ to deliver strong 3Y CAGR in NPAT over 2021-24 of 25%. Incorporating a VND 1,800 cash dividend, the total expected return is 9% over the closing price on 11/05/2020. We believe PNJ is worth ACCUMULATING for the long-term.

Table 2: Valuation summary

Methodology	Weights	Valuation
FCFE (Ke 12.1%, terminal growth 3.1%)	50%	76,800
P/E @ 15x 2021 EPS of VND 5,151	50%	77,300
Target price		77,000

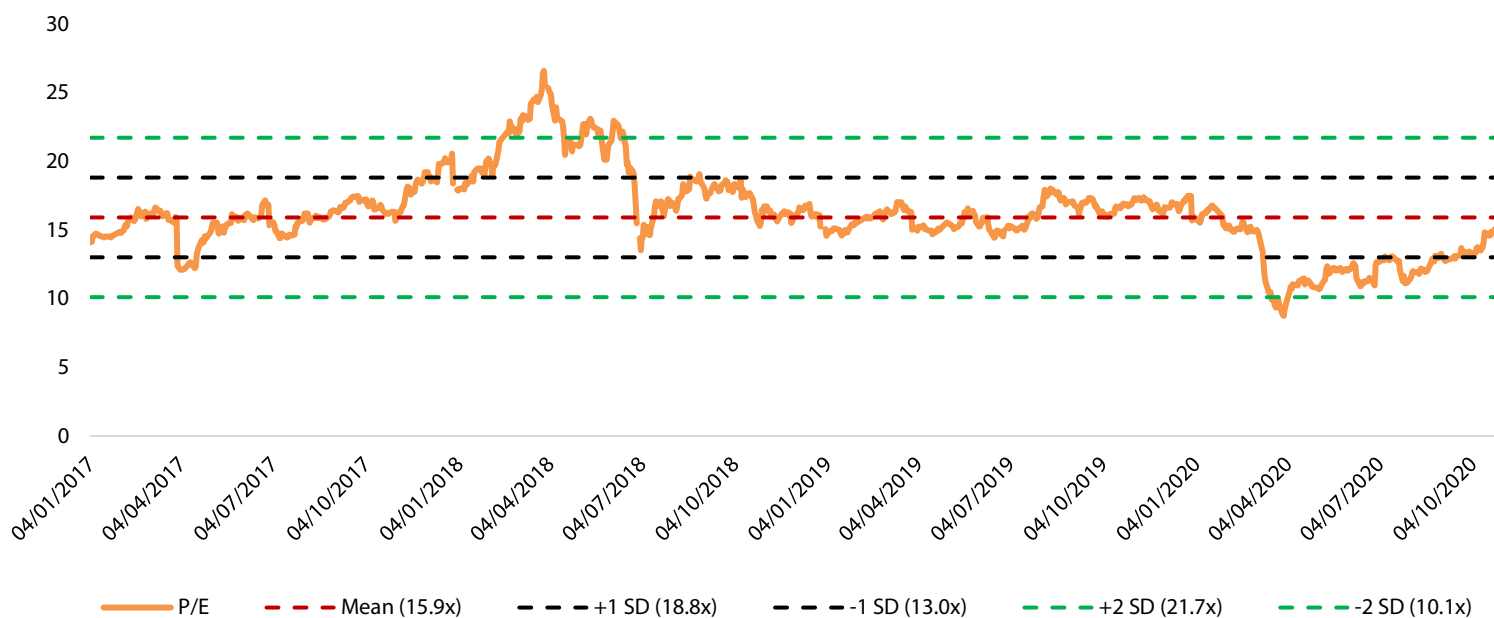
Source: Rong Viet Securities

Table 3: DCF Summary

Unit: VND Bn			
Risk-free rate	1.5%	Terminal growth	3.1%
Equity risk premium	10.6%	PV of Terminal Value	12,548
Adjusted Beta	1.0	Equity Value	18,186
Cost of Equity	12.1%	Number of outstanding shares (million)	227.6
		Target price (VND)	76,800

Source: Rong Viet Securities

Figure 7: PNJ's historical P/E



Source: Bloomberg, Rong Viet Securities

Table 3: Industry peers

Companies	Country	Market cap (USD mn)	2019 Sales (USD mn)	CAGR 2014-19 Sales (%)	2019 PAT (USD mn)	CAGR 2014-19 PAT (%)	2019 GPM (%)	2019 Net margin (%)	2019 ROE (%)	P/B Trailing (x)	P/E Trailing (x)
PNJ	VN	675	732	13.1	51.4	35.6	20.4	6.5	22.8	3.2	15.1
Chow Tai Fook	HK	12,768	7,260	-2.5	382.7	-11.9	28.4	5.3	10.5	3.8	34.2
Lao Feng Xiang	CH	2,790	7,186	8.7	199.0	8.4	8.5	2.8	20.5	1.4	7.0
Chow Tai Seng	CH	2,693	788	15.5	141.5	25.0	36.0	18.0	20.3	3.5	18.3
Luk Fook	HK	1,434	1,437	-6.7	91.0	-11.7	29.6	6.3	6.8	1.1	12.8
Chow Sang Sang	HK	740	2,264	-1.6	106.3	-9.9	26.9	4.7	4.0	0.5	23.9
Guangdong Chj	CH	597	513	7.7	33.6	-18.1	37.7	6.5	3.3	1.2	n.a
Leysen Jewelry	CH	437	191	-1.1	20.9	-3.2	58.3	10.9	4.3	1.3	30.8
Tiffany & Co	US	15,880	4,424	0.8	558.2	2.2	62.4	12.6	9.3	5.0	53.6
Titan Co Ltd	IN	13,875	2,930	12.0	208.7	13.0	n.a	7.1	23.2	15.5	68.9
Rajesh Exports	IN	1,827	27,598	31.1	170.1	13.0	n.a	0.6	12.4	1.3	11.3
Vaibhav Global	IN	851	280	7.6	26.7	13.0	n.a	9.5	26.1	8.4	33.3
Median		1,631	1,850	7.7	123.9	5.3	29.6	6.5	11.5	2.3	23.9
Average		4,323	4,420	7.1	162.6	4.7	33.8	7.5	13.5	3.7	27.8

Source: Bloomberg, as of Oct 30th, 2020

	VND Billion			
INCOME STATEMENT	FY2018	FY2019	FY2020F	FY2021F
Revenue	14,573	17,001	16,818	19,276
COGS	11,794	13,540	13,578	15,526
Gross profit	2,779	3,461	3,239	3,750
Selling Expense	1,171	1,363	1,396	1,542
G&A Expense	346	479	471	501
Finance Income	7	2	2	3
Finance Expense	66	119	163	172
Other profits	3	0	0	0
PBT	1,206	1,503	1,212	1,539
Prov. of Tax	246	312	242	308
Minority's Interest	0	0	0	0
PAT to Equity S/H	960	1,191	970	1,231
EBIT	1,263	1,619	1,373	1,707
EBITDA	1,305	1,675	1,464	1,819

	%			
FINANCIAL RATIO	FY2018	FY2019	FY2020F	FY2021F
Growth (%)				
Revenue	32.8	16.7	-1.1	14.6
Operating Income	32.0	28.4	-12.6	24.2
EBITDA	33.0	28.2	-15.2	24.3
PAT	32.5	24.0	-18.6	26.9
Total Assets	43.3	33.6	-3.4	9.4
Equity	36.0	27.9	15.3	18.4
Profitability (%)				
Gross margin	19.1	20.4	19.3	19.5
EBITDA margin	9.0	9.9	8.7	9.4
EBIT margin	8.7	9.5	8.2	8.9
Net margin	6.6	7.0	5.8	6.4
ROA	14.9	13.8	11.7	13.5
ROE	34.1	33.0	23.3	25.0
Efficiency				(times)
Receivable Turnover	93.9	122.7	100.0	100.0
Inventory Turnover	2.4	1.9	2.0	2.1
Payable Turnover	11.2	10.3	11.4	11.4
Liquidity				(times)
Current	2.1	1.9	1.8	2.0
Quick	0.2	0.1	0.1	0.1
Finance Structure (%)				
Total Debt/Equity	55.5	72.5	67.6	53.0
Current Debt/Equity	55.3	72.4	67.6	53.0
Long-term Debt/Equity	0.3	0.1	0.0	0.0

	VND Billion			
BALANCE SHEET	FY2018	FY2019	FY2020F	FY2021F
Cash and cash equivalents	207	95	131	277
Short-term investments	0	0	0	0
Accounts receivable	155	139	168	193
Inventories	4,968	7,019	6,789	7,453
Other current assets	75	78	82	86
Property, plant & equipment	297	292	295	289
Acquired intangible assets	493	660	628	581
Long-term investments	0	0	0	0
Other non-current assets	243	317	218	218
Total assets	6,438	8,600	8,311	9,096
Accounts payable	1,056	1,317	1,190	1,360
Short-term borrowings	1,558	2,611	2,811	2,611
Long-term borrowings	8	4	0	0
Other non-current liabilities	8	4	4	5
Bonus and Welfare fund	63	91	150	199
Technology-science, dev. fund	0	0	0	0
Total liabilities	2,693	4,026	4,155	4,175
Common stock and APIC	1,670	2,253	2,276	2,295
Treasury stock (enter as -)	0	-2	-2	-2
Retained earnings	885	1,042	1,509	2,207
Other comprehensive income	0	0	0	0
Inv. and Dev. Fund	265	313	373	421
Total equity	2,820	3,606	4,156	4,922
Minority Interest	0	0	0	0

VALUATION RATIO (*)	FY2018	FY2019	FY2020F	FY2021F
EPS (VND)	5,686	5,162	3,999	5,151
P/E (x)	16.2	16.3	17.4	13.5
BV (dong)	16,884	16,006	18,259	21,441
P/B (x)	4.2	4.2	3.8	3.2
DPS (dong/cp)	1,800	1,800	1,800	1,800
Dividend yield (%)	2.7%	2.1%	2.6%	2.6%

VALUATION MODEL	Price	Weight	Average
FCFE	76,800	50%	38,400
P/E	77,300	50%	38,650
Target price (VND)			77,000

VALUATION HISTORY	Price	Recommendation	Period
2020/06/18	73,000	Buy	Long term
2018/11/27	93,300	Buy	Long term

RESULT UPDATE

This report is created for the purpose of providing investors with an insight into the discussed company that may assist them in the decision-making process. The report comprises analyses and projections that are based on the most up-to-date information with the objective that is to determine the reasonable value of the stock at the time such analyses are performed. Through this report, we strive to convey the complete assessment and opinions of the analyst relevant to the discussed company. To send us feedbacks and/or receive more information, investors may contact the assigned analyst or our client support department.

RATING GUIDANCE

Ratings	BUY	ACCUMULATE	REDUCE	SELL
Total Return including Dividends in 12-month horizon	>20%	5% to 20%	-20% to -5%	<-20%

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